



*Plain
Talks*

GULF STATES UTILITIES CO.
MAY, 1958

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; Alton Young, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

JIM TURNER, EDITOR

IN RUSSIA: THE EVOLUTION SINCE THE REVOLUTION

Winston Churchill once described Russia as "a riddle, wrapped in a mystery, inside an enigma." He added, "but perhaps there is a key."

Here is a land of nearly 200,000,000 souls, controlled absolutely by the 8,000,000 members of the Communist party. Four per cent rule the other 96 per cent. And that small segment of the population allegedly rejects God, insists that every man have an equal portion of material goods regardless of ability, intelligence and ambition, and is dedicated to world dominance by force or otherwise, according to the teachings of Marx and Lenin.

In the post-revolutionary days, Russian army officers wore the same drab uniforms that the lowest private wore. No ribbons or medals were authorized. Since poverty was almost universal, the distribution of poverty was equitable in those days.

During World War II Russia began to change, and Marxist rules began to be ignored.

Army officers found that discipline, leadership and bravery demanded recognition, so out came medals, epaulets, marshal batons and ribbons galore. Today the top Soviet officer resembles the old Czarist noble in military attire.

Other things have changed, too. Communist leaders today enjoy the servants, limousines, homes and special privileges of the old wealthy class. Industrialists are honored. Skilled laborers receive special bonuses, medals and citations for outstanding productivity on the job, just like their American counterparts. And we know only too well how intelligence in Russian students is carefully cultivated.

The latest startling change in com-

munic culture came to light this month at the Brussels World Fair, where gleaming, two-tone, chrome-laden Russian automobiles are on display. They're every bit as fancy looking and fancy priced as American cars—a far cry from the old Marxist theory of "the same for everyone."

Perhaps the "key" Mr. Churchill referred to is this: Russians, being human, want all the good things in life we do, and are willing to work hard to get them. The priceless "good thing" they've never had, and know nothing about, is freedom. So they don't mind communism, socialism, big-bureaucratic-government, call it what you like.

We Americans do love freedom. We've fought to keep it many times. And we know that the more we turn to "big government" for help whenever things aren't rosy, the less chance we have to preserve our way of life. We insist that a "do-it-yourself" economy is better than a "leave it to Big Brother" one.

The Kremlin is probably chuckling about our economic slow-down. Pannicky, pump-priming government action is exactly what they want—to keep inflation spiraling.

They don't know us. Already enterprising promotional activities like "You Auto Buy Now" are popping up everywhere.

There's no mystery or riddle about our American system of Free Enterprise. Selling is our "key" and we've got the world's best salesmen.

JST

SQUIB OF THE MONTH

Overheard in Washington, D. C., from two soldiers passing two sailors leaning against the Washington monument, "Two to one they never get it off the ground."

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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OUR COVER



Judy Melancon makes last-minute adjustments to her graduation robe and cap before the big night at St. Anthony's High School in Beaumont. Admiring her and dreaming of the day when they too will leave high school are sisters Laura and Kathleen. Judy graduates with the highest scholastic honors given by high schools — valedictorian of her class. She is the daughter of Mr. and Mrs. A. M. Melancon.

Ground-Breaking Ceremonies

Held May 8 For . . .

Willow Glen

. . . Our Fifth Power Plant

A shovelful of good, rich Louisiana earth, turned at noon May 8 by President Nelson, signalled another important milestone in the history of our company—the start of construction for our fifth generating station—Willow Glen Power Station.

The time-honored ground-breaking ceremony occurred as area industrialists, business leaders, educators and government officials gathered at an informal barbecue hosted by the company at the plant site some 17 miles south of Baton Rouge.

Speaking for the company were President Roy S. Nelson and Executive Vice President H. C. Leonard. Mr. Nelson said that the new plant symbolizes the type of solid, industrial construction going on all along the Mississippi River and in Louisiana.

“Louisiana’s future will be whatever we care to make it,” he said.

Mr. Leonard added that “It is a matter of considerable pride that we are in a position to (say) that as far as Gulf States is concerned we are spending our construction dollars with confidence in the future of Louisiana.”

Willow Glen is being built around the largest turbo-generator units ever installed by our company. And when the first 162,000 kilowatt turbo-generator goes on the line, our generating capability in the Baton Rouge area will increase by more than a third, from 382,000 to 544,000 kilowatts. Louisiana Station, located in the heavily industrialized section just north of the city, was completed in 1931.



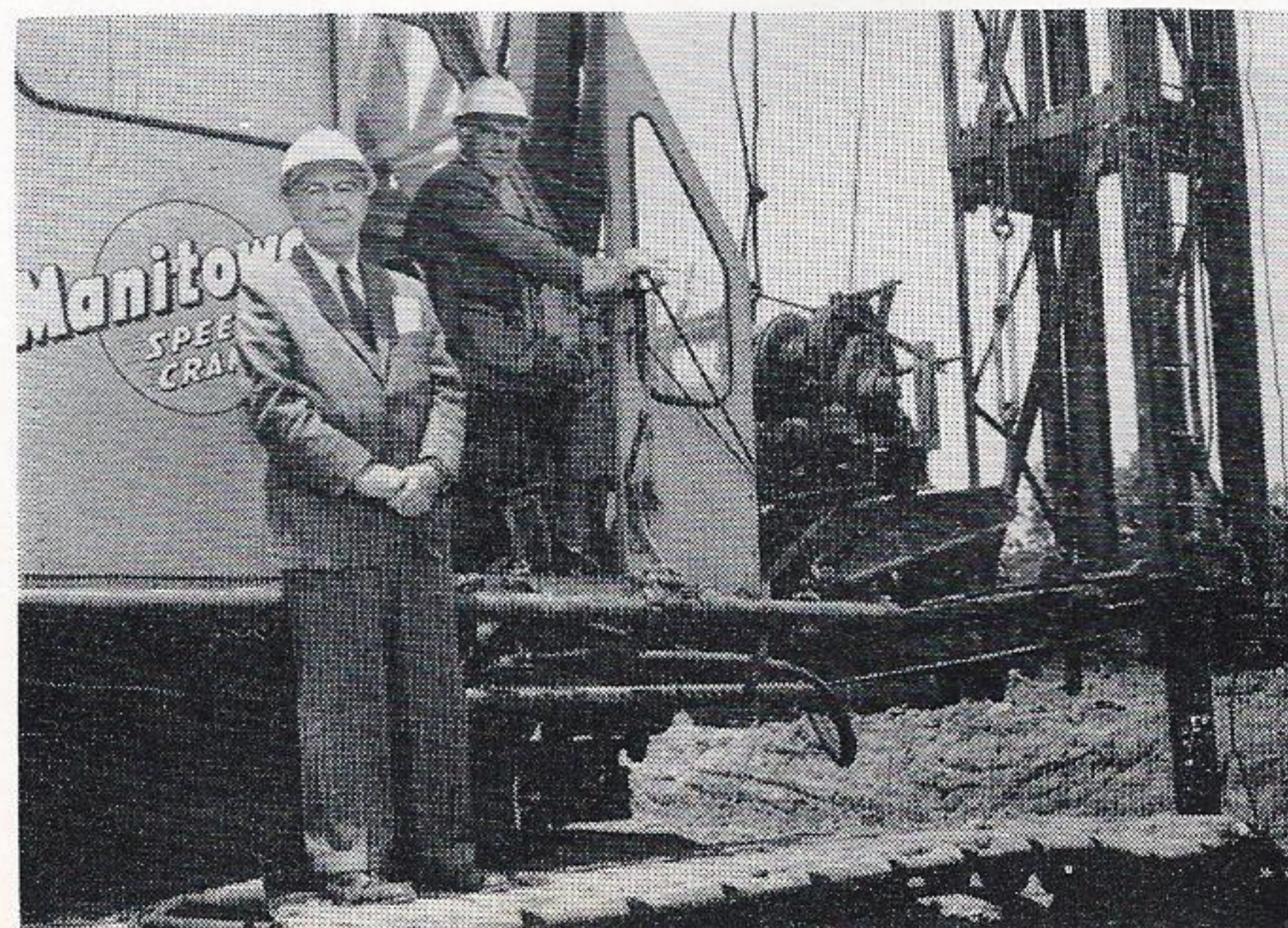
President Nelson breaks ground at the site of Willow Glen Power Station, the company's fifth power plant, located 17 miles south of Baton Rouge on the east side of the Mississippi River.

— HIGHLIGHTS —

The new Willow Glen Power Station will:

- Require that forty million cubic feet of natural gas a day be burned when fully loaded
- Include boilers capable of converting 600 tons of water into steam every hour
- Be built around the largest turbo-generator unit ever installed by our Company—capable of generating 162,000 kilowatts, enough to supply the normal electric needs of the fifty square miles surrounding Baton Rouge (except the Esso refinery)
- Include a condenser which contains 80 miles of bronze tubing, through which will pass 100,000,000 gallons of water every hour

President Nelson and Executive Vice President H. C. Leonard officiated at the ground-breaking ceremonies. This pile-driver has begun to drive concrete piles 110 feet long into the ground to support the huge plant.



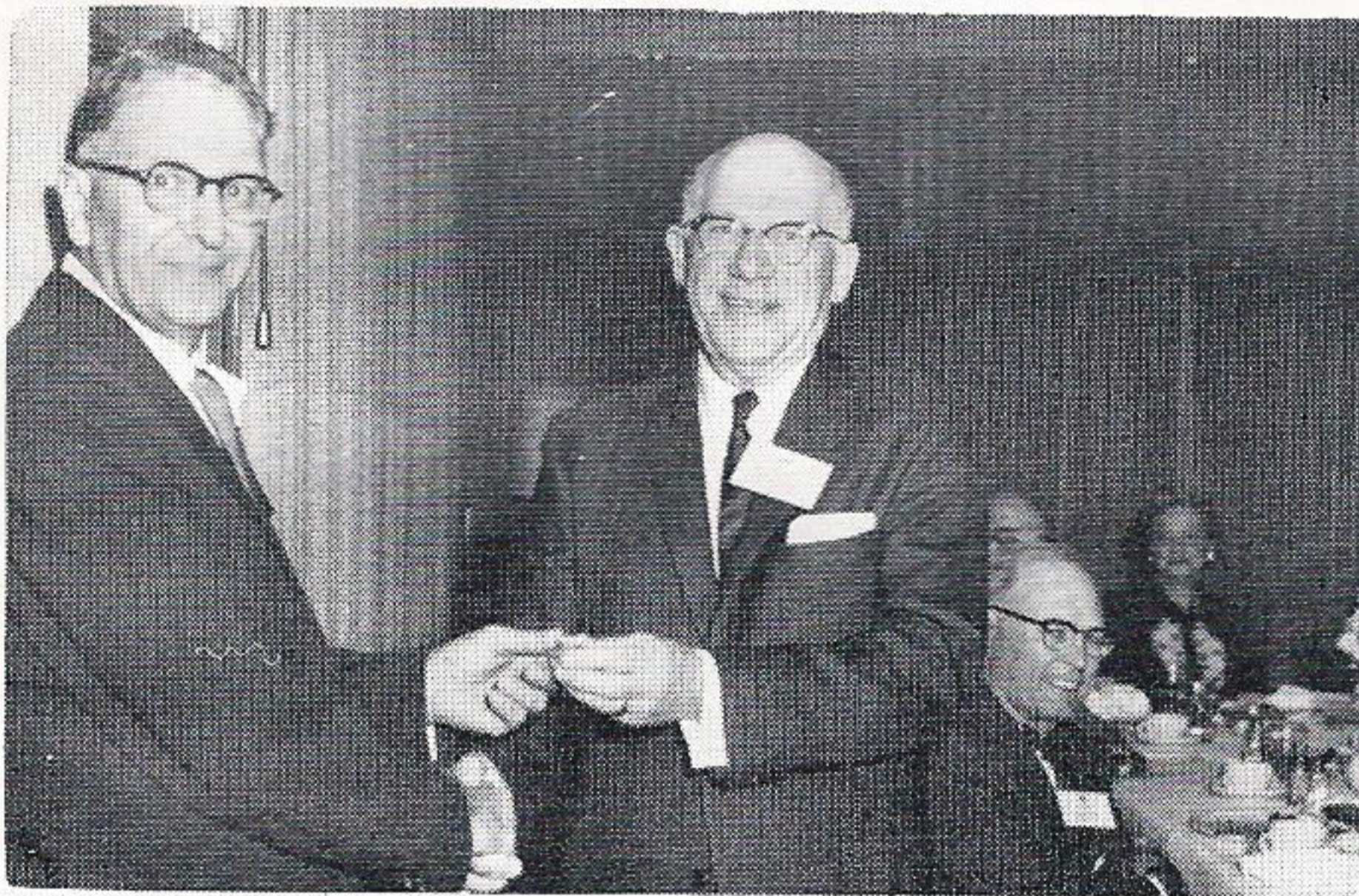
Annual Service Awards Banquets Held For New Employee Members

GULF STATERS whose combined length of service with the Company totals 3,170 years were honored at Service Awards dinners held this month in Port Arthur (May 5) Navasota (May 6), Lake Charles (May 7), Beaumont (May 8 and 10) and Baton Rouge (May 12 and 14).

Receiving awards from President Nelson were six 40-year, forty-five 30-year, twenty-seven 20-year and one hundred and four 10-year employees.

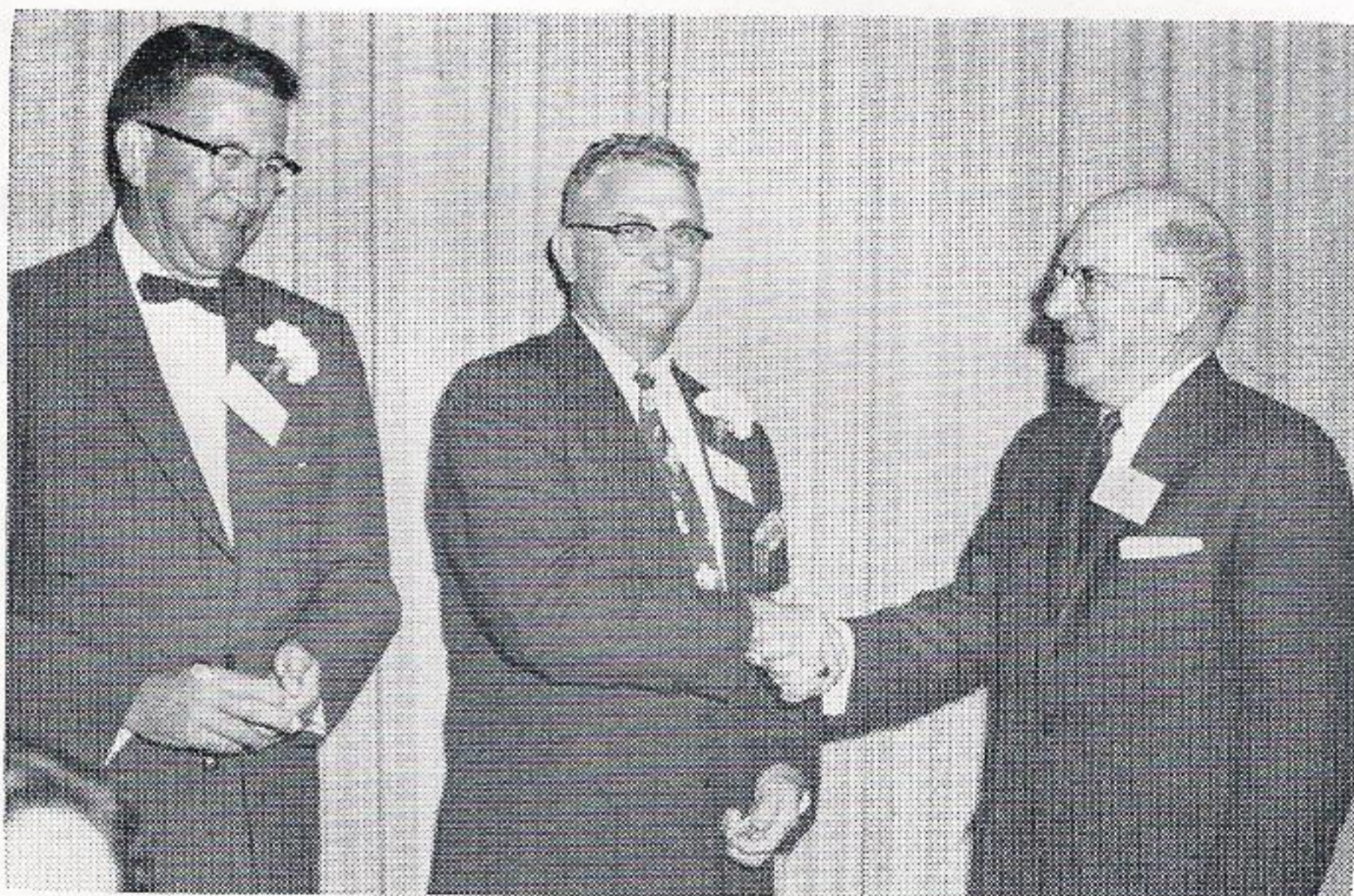
Of the 2,692 employees, 44 per cent or almost half, have been with our Company a decade or longer.

That's a wealth of experience. As President Nelson said, "Gulf States and its thousands of customers are most fortunate in having this able and proven group of employees on the job day and night bringing dependable electric service to the area."

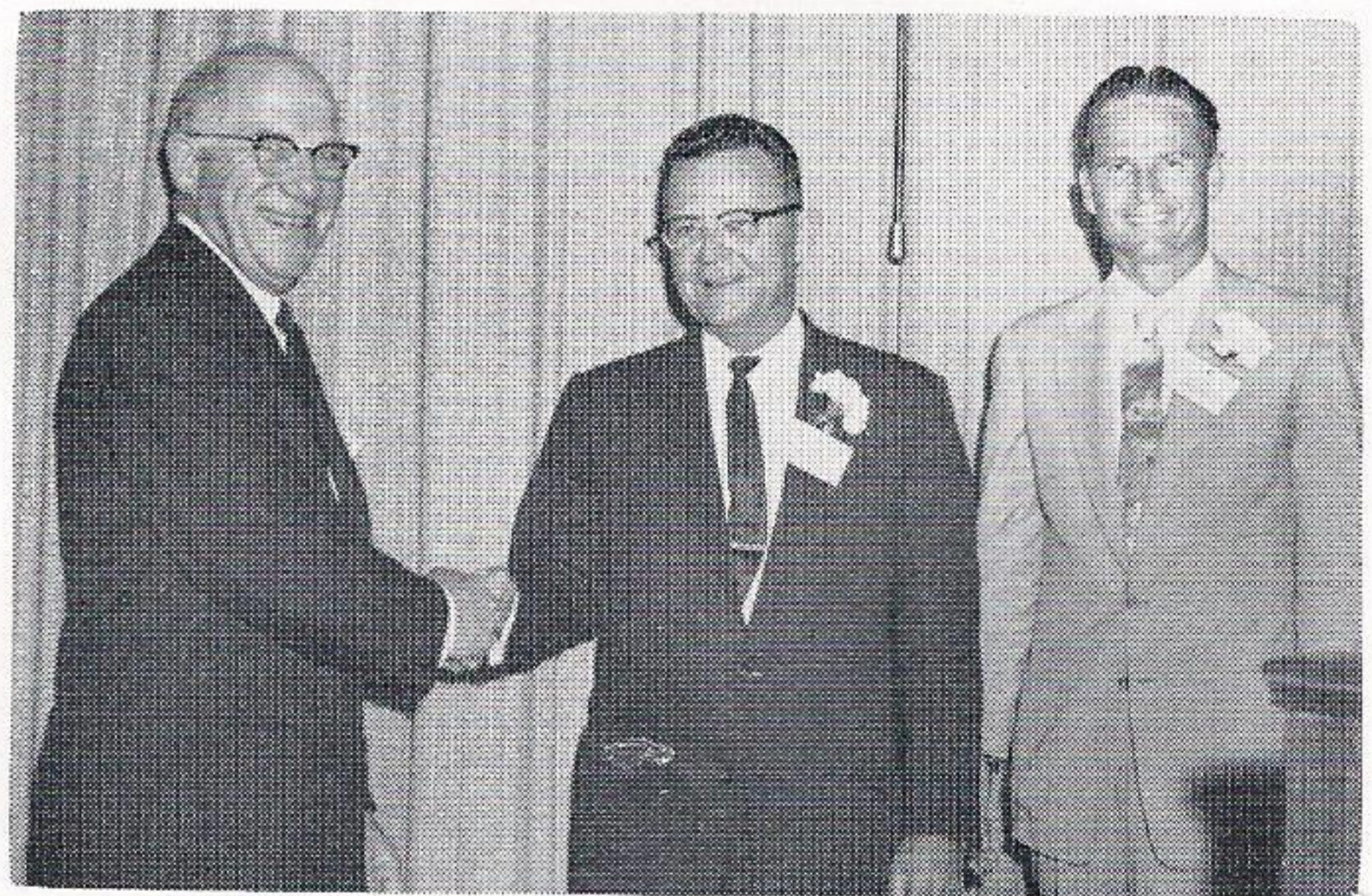


30 YEAR AWARD—President Nelson presents A. L. Borne his pin for 30 years of service.

Port Arthur Division

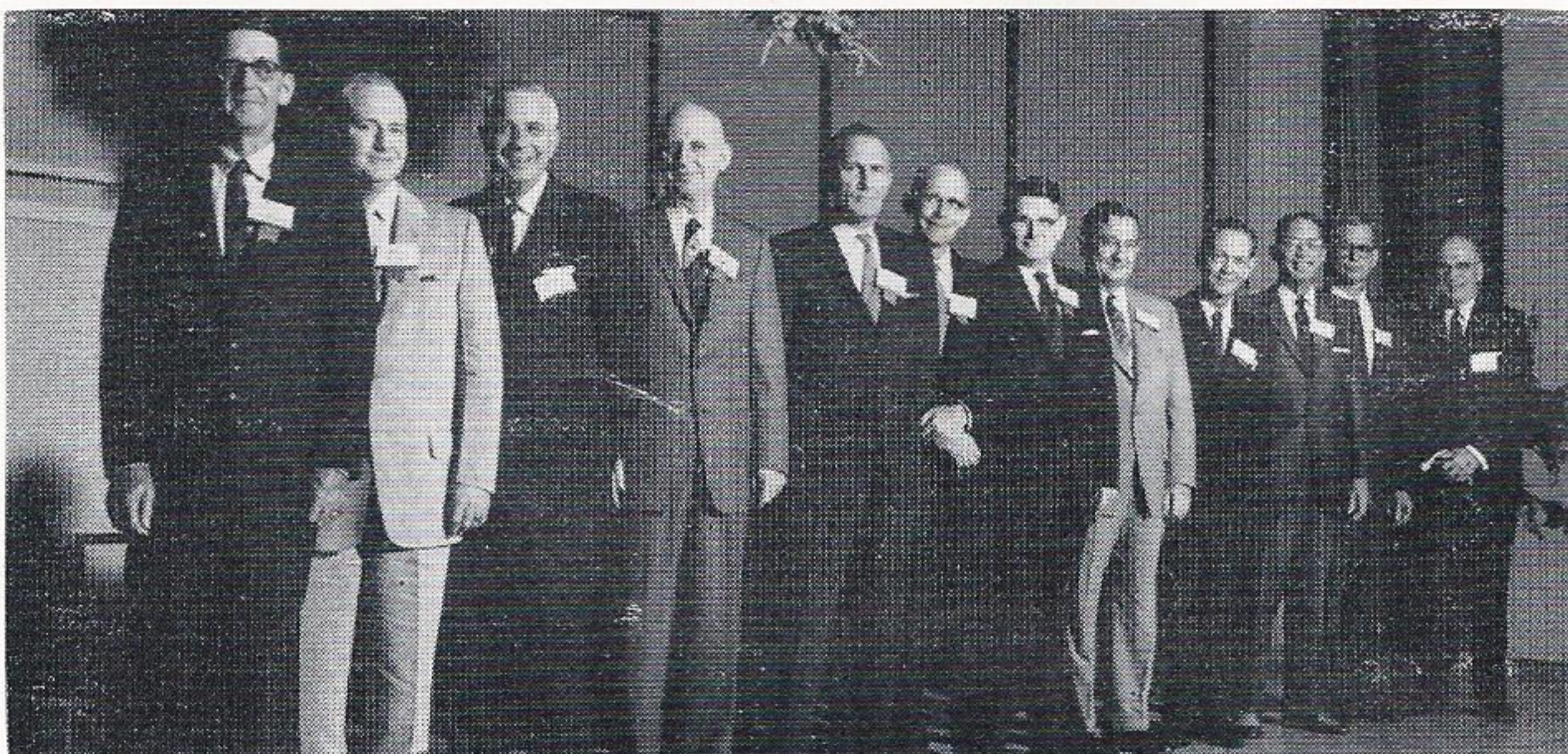


20 YEAR AWARD—D. S. Boring and K. D. Sistrunk receive their 20 year service pins from President Nelson at the annual service award banquet.



10 YEAR AWARD—H. O. Wood and Kenneth Lewis are congratulated by President Nelson on receiving their 10 year service pins.

Beaumont Division



THIRTY YEAR AWARDS—New members of the thirty year club are: M. E. Montagne, C. A. Littlepage, H. C. LeVois, C. M. Hereford, H. J. Hebert, Lamoyne Goodwin, Mary Dewey, T. O. Charlton, T. F. Brown, B. R. Mulford and, presenting the awards, President Nelson. Thirty year members in the lower picture are: A. M. Sirman, W. T. Ricks, E. H. Pintsch, W. W. Phillips, C. M. Netzer, C. M. O'Brien, F. A. Wilson, A. B. Wilson, C. M. White, A. L. Stahl, William Spence and President Nelson.

TEN YEAR AWARDS—New ten year members are: W. L. Armstrong, H. R. Barron, P. L. Boudreaux, C. S. Cannon, L. P. Cammack Jr., Bernice Eaves, W. R. Echenhofer, Burton Doiron, D. R. Jones, W. K. Haynie Jr. and Rose Johnson.

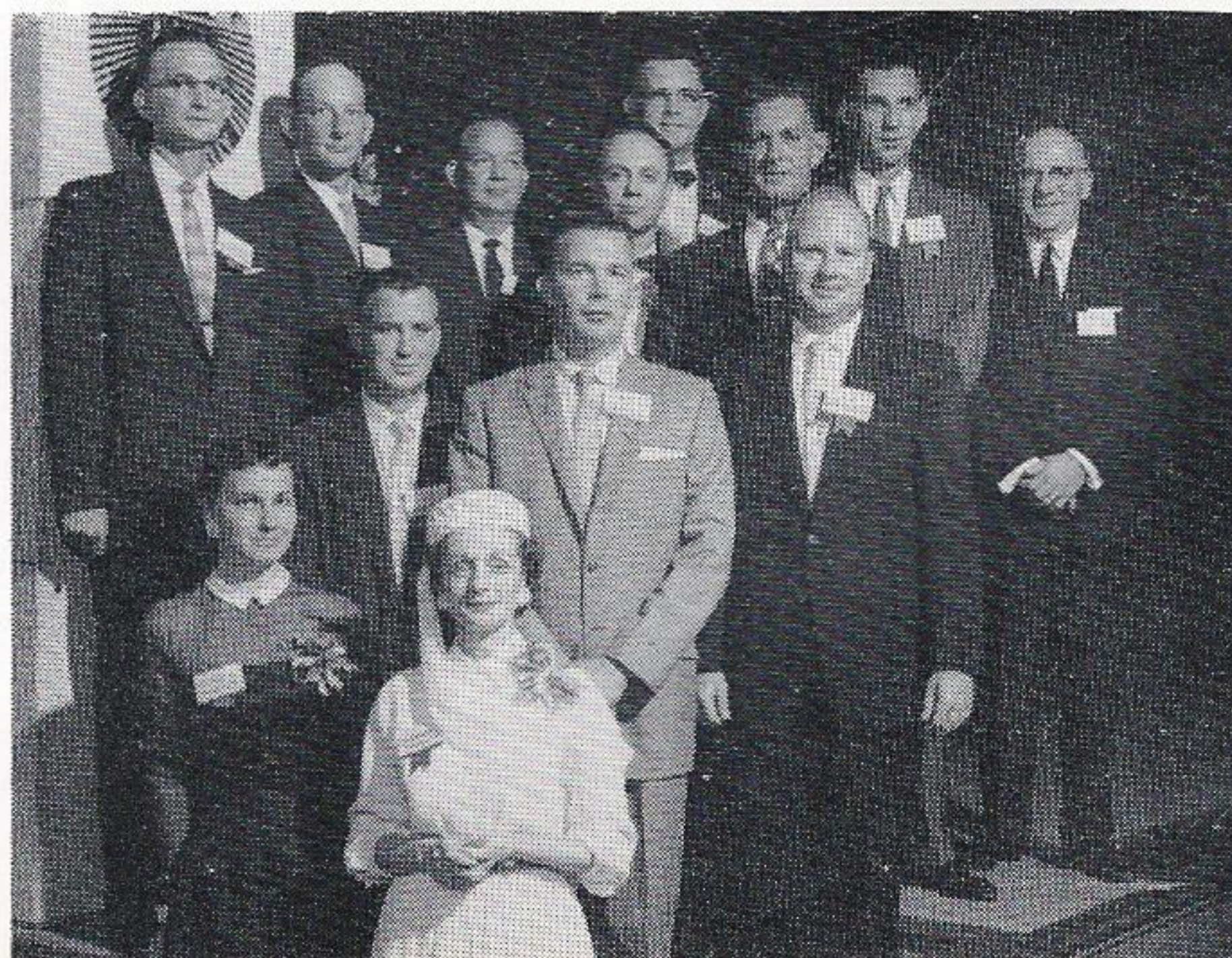


FORTY YEAR AWARDS—F. P. Allen receives his forty year service award from President Nelson as Mrs. Allen and another forty year member, F. S. Sheffield, look on.



TWENTY YEAR AWARDS—This year's twenty year members are: J. R. Watson, M. D. Van Winkle, J. W. Atkins Jr., J. B. Cassels, F. H. Tenholder, W. M. Hurt, J. E. Ickles, L. L. Thompson, Grace Brooks, G. N. Rice Jr. and Helene Hartel.

Other ten year service club members are: E. L. Le Floor, C. S. McManus, O. R. Pace, J. E. Prejean, D. J. Williford, E. L. Gordon, H. A. Kluttz, A. V. Wistrodt Jr., W. L. Simpson, R. D. Woodard, Dora Porter and Eleanor Triplett.



Baton Rouge Division



FORTY YEAR AWARDS—Receiving forty year pins from President Nelson were Eugenia Carmena and C. P. Walters. At right is J. A. Reich, a forty year member from Beaumont.



THIRTY YEAR AWARDS—New thirty year members are: E. B. Picou, J. C. Hays, R. M. Andrews, Ethel Sharp, Albert Hill, J. T. Lane and F. J. Bergeron.



TWENTY YEAR AWARDS—Receiving twenty year awards are: P. A. Adams, S. A. McKenzie, T. O. McKnight, Cecil Jenkins and J. W. Lamm.



TEN YEAR AWARDS—New ten year members are: M. L. Day, W. R. Felsenthal, R. C. Dawson, R. J. Furlow, H. W. Ballard, C. A. Bourgeois, E. E. Chambers, H. J. Desselles, R. E. Deaton and Isidore Guerin.



Other ten year members are: E. J. Sanchez, W. O. Lepine, R. P. Scioneaux, R. P. Mayeaux, J. L. Reeves, M. K. Smith, Leo Herrington, John Sheets, A. P. LeBlanc, C. V. Wilson, T. C. Macon and J. W. Roberts.

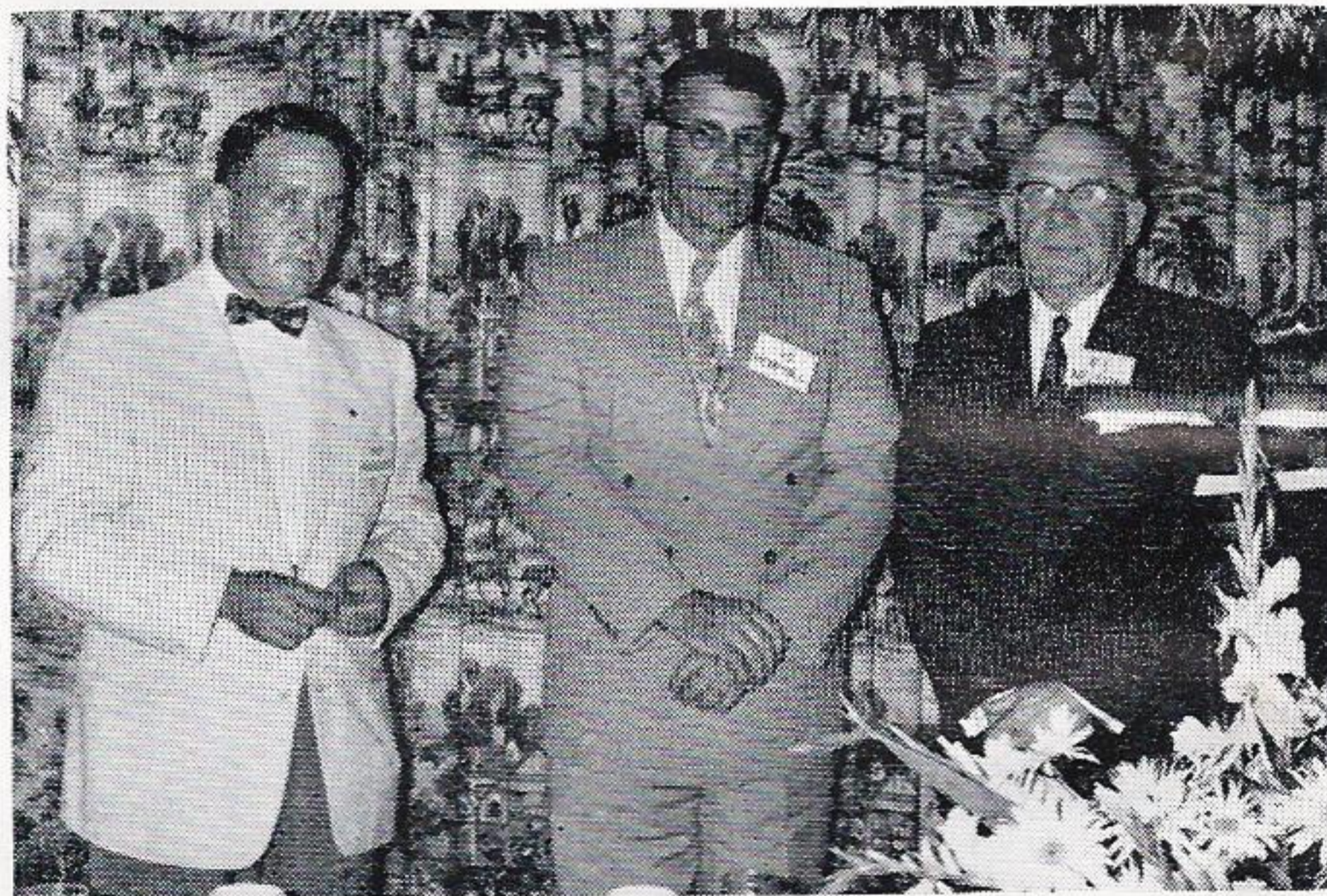
Lake Charles Division



FORTY YEAR AWARDS—Mr. and Mrs. L. R. Eddins pose with President Nelson at the Lake Charles Service Awards Banquet where Mr. Eddins received his forty year pin.



THIRTY YEAR AWARDS—President Nelson presented five new thirty year awards to: A. E. Hine, J. F. Simonson, Mr. Nelson, F. F. Johnson, F. W. McGowen, H. F. Sockrider.



TWENTY YEAR AWARDS—New members honored in the twenty year club were R. F. Frauques and J. S. Hemphill. They pose here with President Nelson.



TEN YEAR AWARDS—New ten year members are: (front row) Mr. Nelson, Mrs. Lucina Ory, J. T. Van Winkle, D. O. Gipson, J. P. Forrest, C. G. Callahan, J. A. Babin, D. R. Tyler, R. L. Parks, J. C. Doucett and E. E. Byrd.

(Back row) C. J. Gray, R. W. Wiggins, E. P. Matherne, L. J. Frederick, J. P. Trouard, W. S. Sharp, R. W. Derby, A. C. Doucett and N. P. Broussard.

Navasota Division



THIRTY YEAR AWARDS—Receiving thirty year awards from President Nelson in Navasota are: W. E. Dinkins, W. P. Carroll, Hershel Rowe, D. M. Doan, A. M. Seigler and C. W. Winborn.



TWENTY YEAR AWARD—J. K. Inglehart receives his twenty year pin from President Nelson.

French Visitors

See Neches and Riverside Stations

Nine men from the nation responsible for the "sack" look have a bright outlook on power plant operations thanks to a recent visit to American electric generating stations, including our Company's facilities in Beaumont and Lake Charles.

Members of the group were officials who occupy important posts in the nationalized electric company—Electricite de France—and in firms that supply equipment to this organization. Their stop at Gulf States was an important phase of their six-week "training" tour, which was arranged by the International Cooperation Administration working through the State Department.

First they visited Neches Station at Beaumont where they saw the control-room system which includes television cameras inside the boilers. This amazed them. Through their interpreter—a professional from the French Embassy attached to their group—they asked questions about operating procedures and the advanced methods used. Problems in communications were simplified by the fact that both the Frenchmen and the representatives of our Company are men of high technical competence.

At Riverside Station, the visitors had more questions to ask. Everywhere on their tour, they were well supplied with the facts which they will take back to their countries in order to further modernize their plant systems and help instill the same qualities of fine service which the people in our Company always endeavor to give to those they serve.



TEN YEAR AWARDS—Receiving ten year awards this year are: H. C. Stabler, L. G. Scrivener, J. B. Haltmar, R. C. Cowen, D. B. Ware, R. D. Sweet, H. S. Hereford Jr., H. H. Grisham, John Sebastian, Robert Junot and Lois Groce.

Motor Scooter, Bikes and Cycles Must File Accident Report

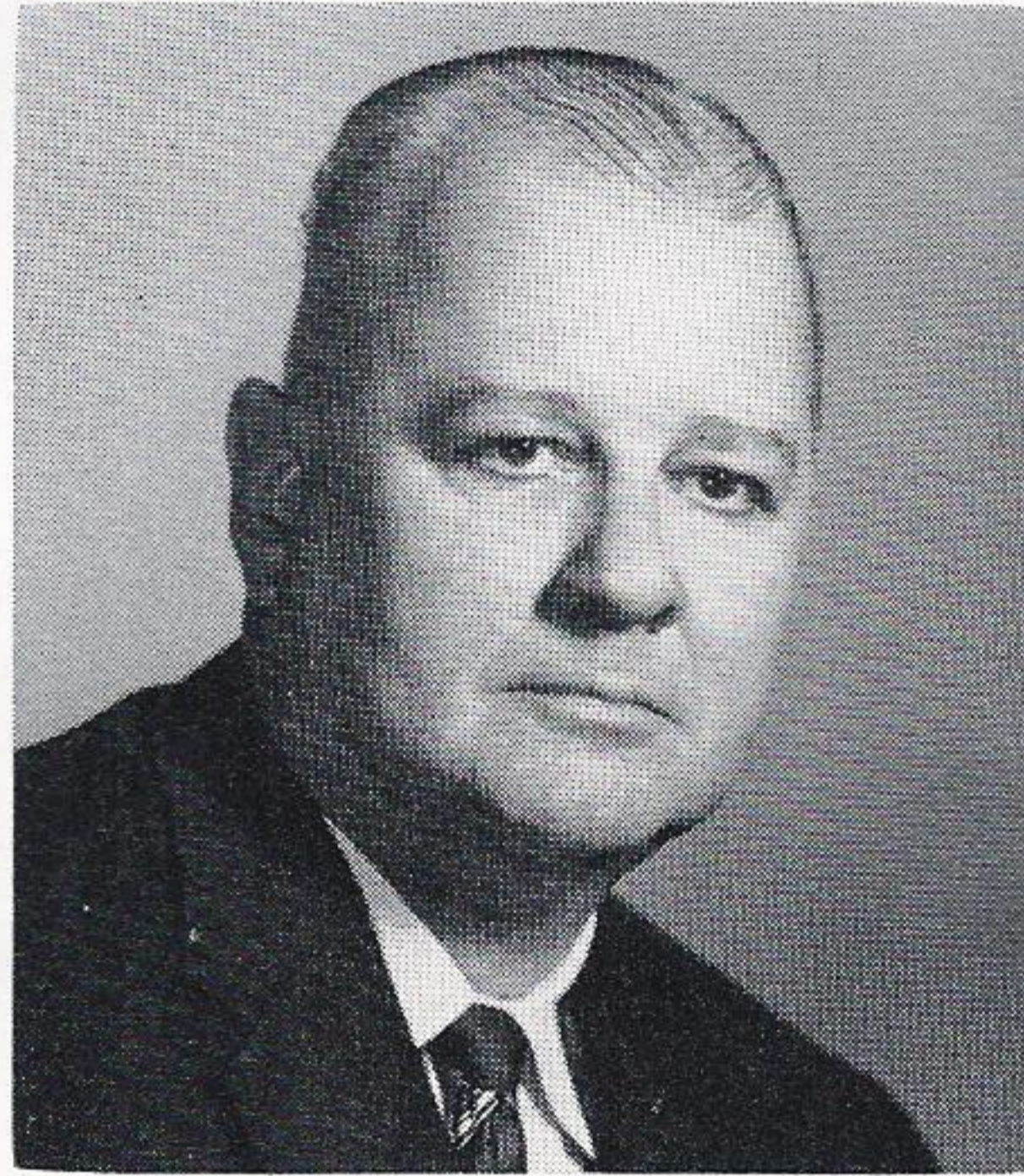
Louisiana Operators of motor scooters, motor bikes and motor cycles were warned last month that they come under the state's Safety Responsibility Act.

Harris N. Rowzie, assistant superintendent of the Safety Responsibility Division, said that "Drivers of these vehicles are required to follow exactly the same rules as drivers of automobiles and trucks when they become involved in a traffic accident.

"All must file a form SR-10 with the Safety Responsibility Division within 10 days after an accident in which property damage to any one person amounts to more than \$100 or when any person has been injured or killed. Failure to comply with this, and other requirements of the Act, can result in the pick up of license plates and registration certificates and the suspension of drivers licenses."



L. N. Brannan



Lamoyne Goodwin

Brannan and Goodwin Exchange Positions

An exchange of positions became effective May 1, when Lloyd N. Brannan became system supervisor of area development in Beaumont and Lamoyne Goodwin moved to Silsbee as district superintendent.

Mr. Brannan

Mr. Brannan began his service with our Company in 1929 as a student in

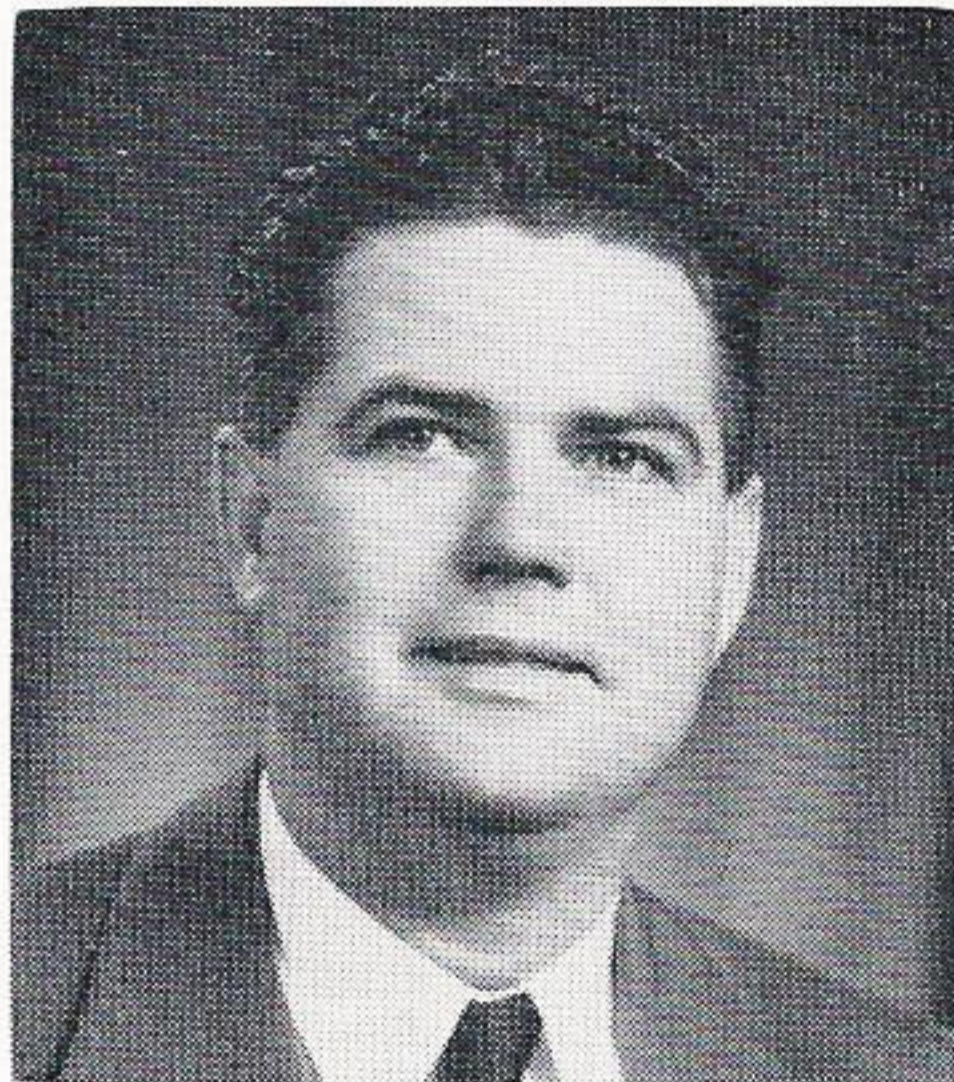
the Commercial Department in Beaumont. He served in various capacities and, in 1942, was promoted to senior district representative in Orange, a position he held until 1946, when he became commercial sales representative. A year later he was promoted to district superintendent in Silsbee, the position held at the time of his transfer.

During his 11 years in Silsbee, Mr. Brannan was an active civic worker. He twice served as president of the Chamber of Commerce, once in 1952 and again in 1957. He was also president of the Kiwanis Club and served as lieutenant governor for the club from this district. He was an active member of the executive committee of the Trinity Neches Council of the Boy Scouts of America and headed numerous financial drives for charity and health organizations. He is a deacon of the First Baptist Church.

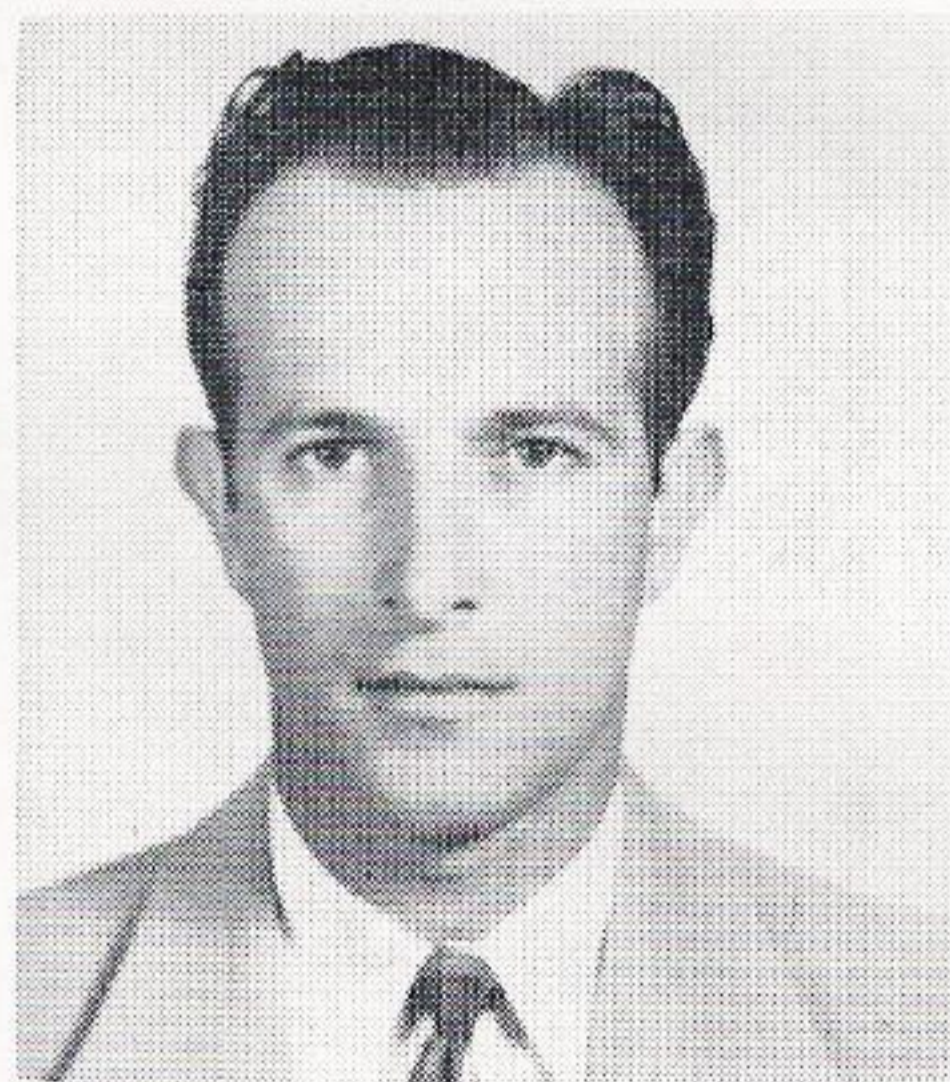
Mr. Goodwin

Mr. Goodwin joined the Company in 1927 in the Beaumont Sales Department after graduating from Texas A&M College. He served in various positions until he entered the Army in 1941. He attained the rank of colonel in World War II and upon his return in 1944 became power sales engineer in Lake Charles. In 1946 he was promoted to farm representative and transferred to Beaumont. He was promoted to system director of agricultural services in 1949 and, in 1957, to supervisor of area development, the position he held at time of transfer.

Mr. Goodwin was chairman of the Edison Electric Institute's National Farm Youth Committee from 1955 to 1957. In 1957, he was rural division chairman of the United Appeals financial campaign.



R. E. Lanier



H. E. Mack

Engineers Announce Transfers of Two

Effective April 16, a Beaumont and a Port Arthur engineer changed jobs under the Engineering Department policy of familiarizing personnel with all phases of company engineering operations.

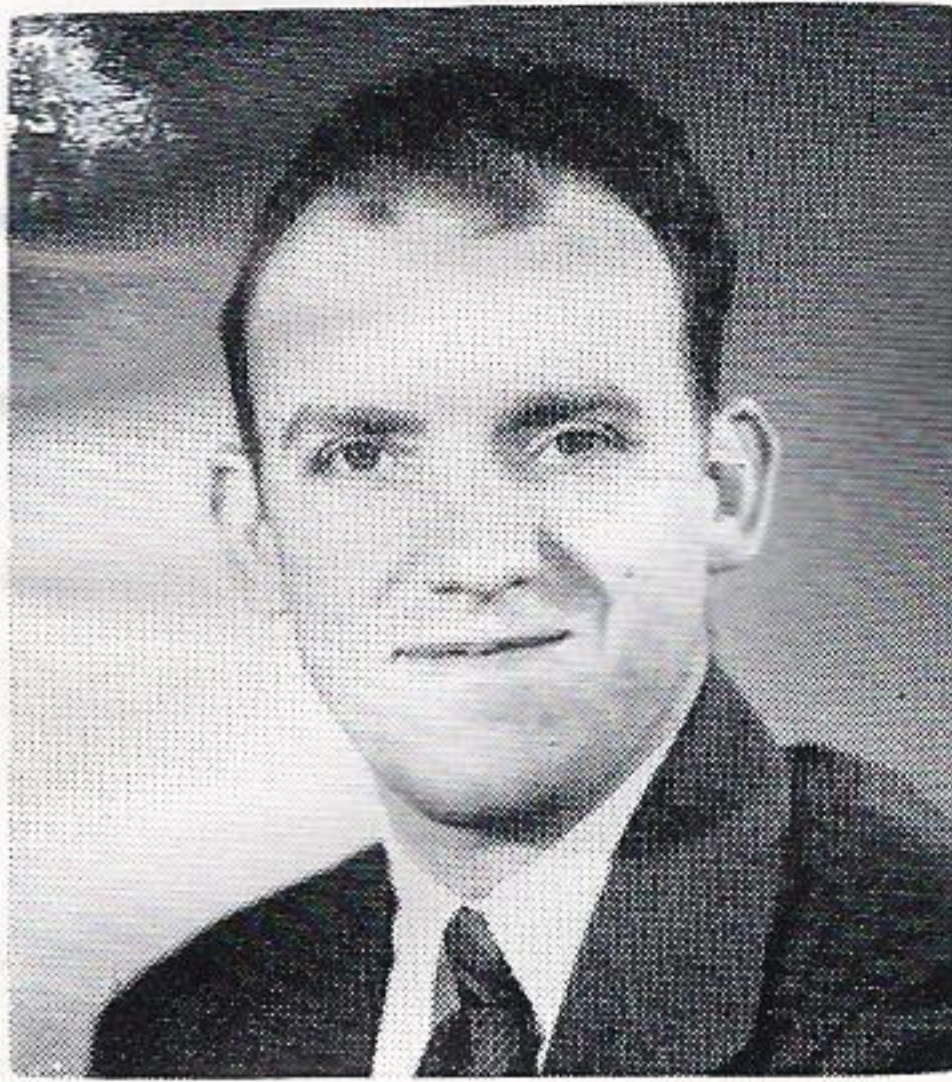
Robert E. Lanier, formerly division engineer for Port Arthur Division, became project engineer at Beaumont. Howard E. Mack, Beaumont Division project engineer, replaced Lanier as project engineer at Port Arthur.

Mr. Lanier

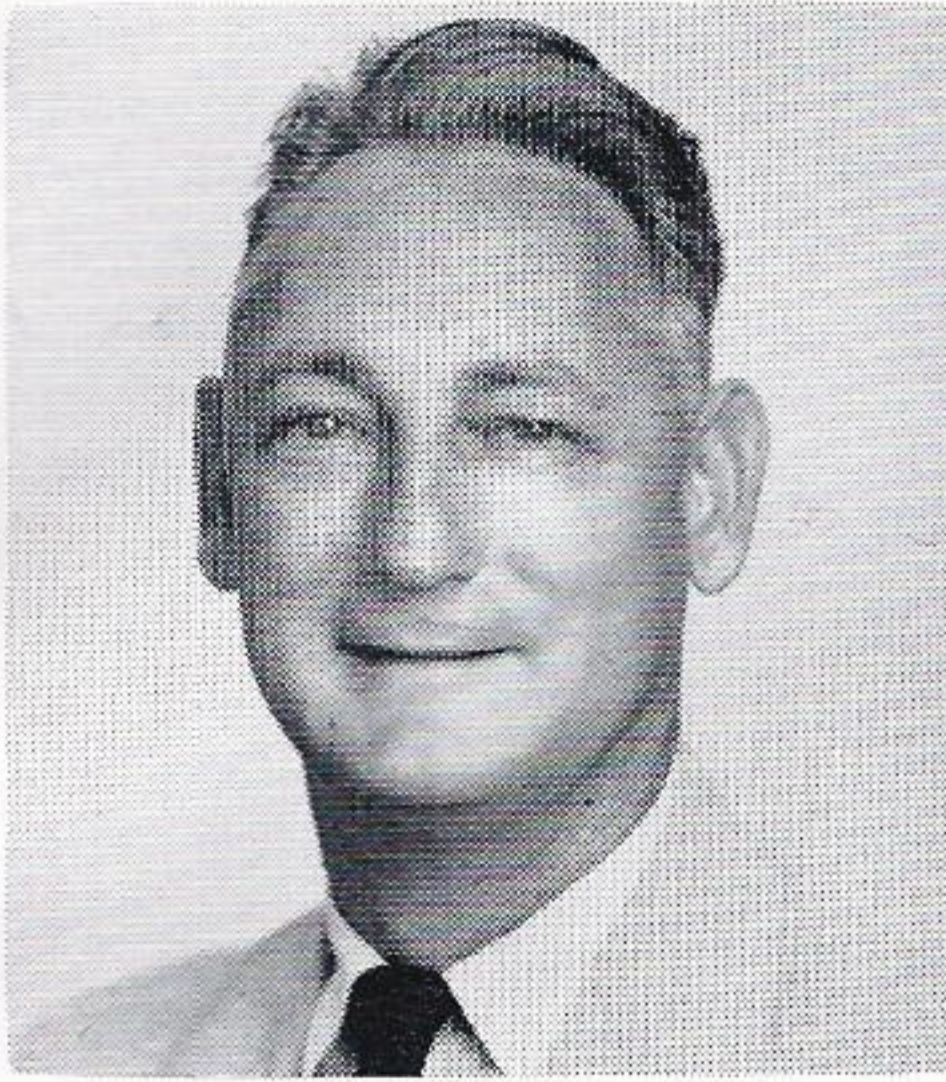
Mr. Lanier, division engineer at Port Arthur since February of 1956, received his BS degree in electrical engineering at Louisiana State University in 1949. He joined Gulf States in February of 1949 as an engineering assistant at Beaumont, was appointed junior engineer in May of that year, and moved up to engineer at Port Arthur in January of 1953.

Mr. Mack

Mr. Mack has been project engineer at Beaumont since February of 1956. He got his education at McNeese Jr. College at Lake Charles and Louisiana State University at Baton Rouge, receiving his BS degree in electrical engineering in 1950. He joined Gulf States in Beaumont as a junior engineer in October of 1954 and then project engineer at Beaumont in February of 1956.



J. H. Derr



G. F. Brill



H. G. Zahn



W. G. Strong

Production Department Promotes Twelve Employees in April - May

Effective April 16 and May 1, 12 Production Department employees were promoted to new jobs at the soon-to-be-completed Roy S. Nelson Station and Riverside Station, both near Lake Charles, and Neches Station in the Sabine area. Two moves involved transfers from Beaumont to Lake Charles and two involved transfers from Baton Rouge to Lake Charles.

Mr. Derr

James H. Derr, Jr., formerly test engineer at Lake Charles, was promoted to test supervisor at Roy S. Nelson station near Lake Charles.

A native of Tremont, Pennsylvania, Mr. Derr joined Gulf States in 1940 as a student engineer in Baton Rouge after completing the combustion engineering courses at Williamson School in Pennsylvania. He was named office engineer in 1944, assistant test engineer in 1948, test technician first class, and master test technician, all at Louisiana Station in Baton Rouge. He

was promoted to assistant to the superintendent at Louisiana Station in 1952, and made test engineer at Riverside Station in Lake Charles in 1954.

Mr. Brill

George F. Brill, formerly master test technician at Neches Station in Beaumont was promoted and transferred to Lake Charles as test supervisor at Riverside Station.

Mr. Brill, who joined Gulf States as assistant fireman at Beaumont in 1934, was named auxiliary operator in 1937, turbine operator in 1939, second fireman in 1943, switchboard operator in 1947, assistant test engineer in 1947, and test technician 1st class in 1949, all at Neches Station.

Mr. Zahn

Henry G. Zahn, Jr., formerly control operations foreman at Neches Station, Beaumont, was promoted to station engineer there.

Mr. Zahn joined Gulf States in 1940 in Beaumont as an assistant fireman

at Neches Station. In 1941 he was named operator's helper, auxiliary operator in 1942, turbine operator in 1946, second fireman in 1947, turbine engineer in 1949, and switchboard operator in 1950, all at Neches Station.

Mr. Zahn was made head fireman at Beaumont in 1952 and then promoted to control operations foreman in 1956.

Mr. Pharr

W. W. Pharr has been promoted from head fireman at Riverside Station to station engineer, effective May 1.

Mr. Pharr, a native of New Iberia, Louisiana, began his career with the Company as assistant fireman at Neches Station in 1941. While at Beaumont he served as operator's helper, three years in the U. S. Army, auxiliary operator and turbine operator. In 1947 he was transferred to Lake Charles as turbine engineer. He became fireman in 1949 and, in 1950, head fireman.

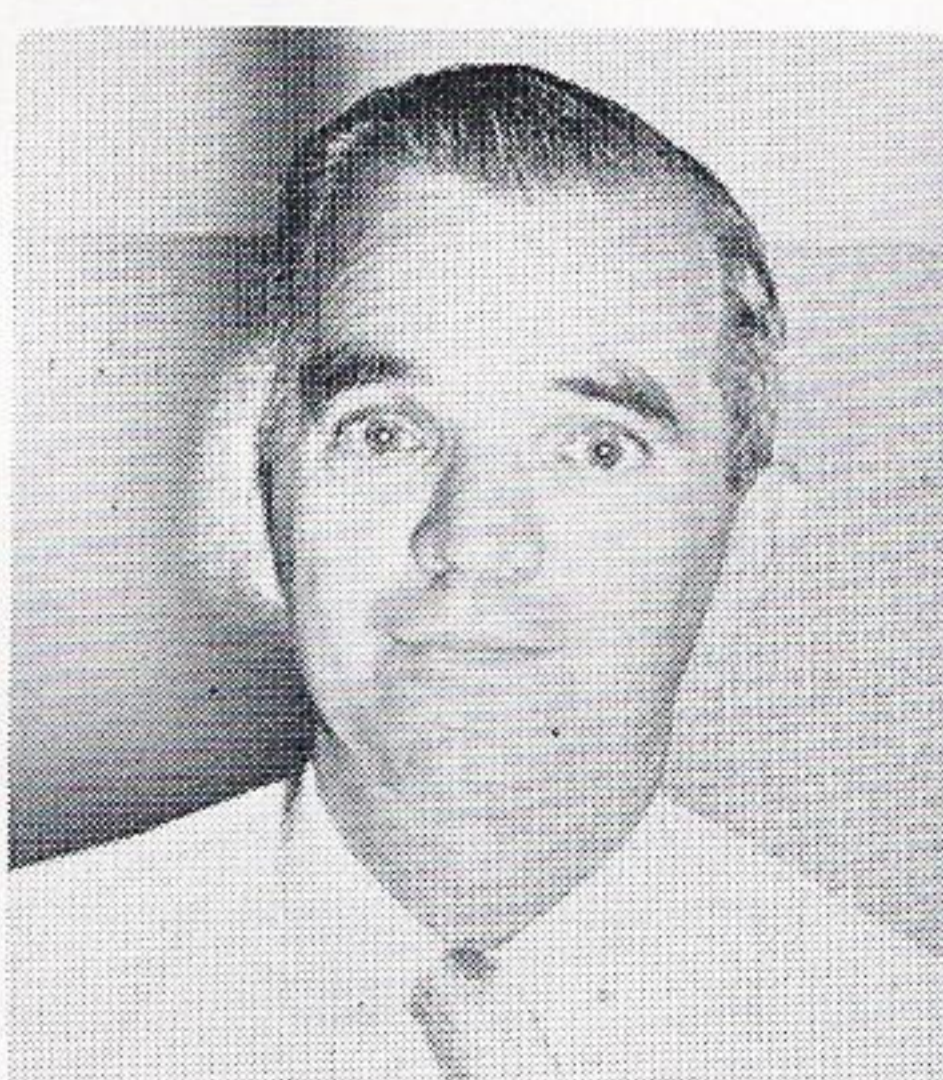
C. H. Watler



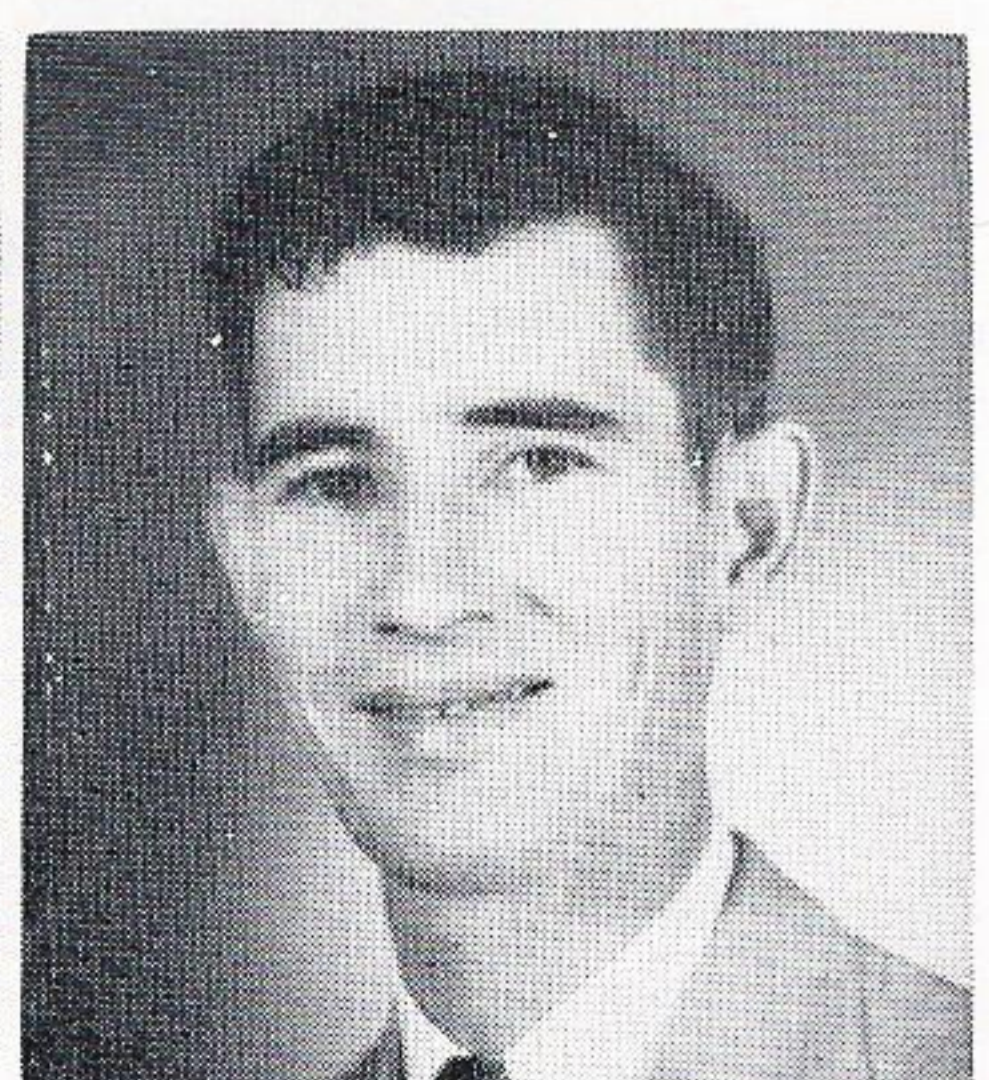
William Prejean



B. C. Cannon



C. E. Chambers



Mr. Strong

Walter G. Strong was promoted to operation supervisor at Riverside Station near Lake Charles.

Mr. Strong, a native of Roscoe, Texas, had been station engineer at the Lake Charles station since 1947. He has been with Gulf States since 1928, when he joined the company at Neches Station in Beaumont as assistant fireman. He was named office clerk in 1929, second fireman in 1939, and switchboard operator in 1946.

Mr. Watler

Cedric H. Watler, formerly station engineer at Neches Station in Beaumont, was promoted and transferred to Lake Charles as operation supervisor at Roy S. Nelson Station.

A native of Grand Cayman, British West Indies, Mr. Watler joined the company in 1936 as an oiler at Port Arthur. He was named power plant worker in 1937, station clerk at Beaumont in 1937, assistant fireman in 1938, auxiliary operator at Beaumont in 1939, turbine operator in 1940, second fireman in 1946, switchboard operator in 1947, head fireman in 1952, and station engineer in 1954, all at Neches Station.

Mr. Prejean

William Prejean was promoted to maintenance supervisor at Riverside Station near Lake Charles where he was formerly operating engineer.

A native of Mauriceville, Louisiana, Mr. Prejean joined Gulf States in 1918 as oiler at Port Arthur. He was named assistant engineer in 1919, still at Port Arthur, and engineer in 1920. In 1926 he was promoted to turbine operator at Neches Station near Beaumont and in 1927 station engineer, watch engineer in 1933 and then station engineer later that year. He was named operating engineer in 1947 and held that post until his latest promotion.

Mr. Cannon

Effective May 1, B. C. Cannon was promoted from head fireman at Riverside Station to control operations foreman at the new Roy S. Nelson Station.

Mr. Cannon is a native of Tioga, Louisiana and first came to work for the Company in 1942 as an operator's helper in Baton Rouge. While at Louisiana Station he worked as auxiliary operator, turbine operator and second fireman. In 1947 he was transferred to Lake Charles as fireman at Riverside Station. He was promoted to head fireman in 1950.

Mr. Chambers

C. E. Chambers was promoted and transferred from head fireman at Louisiana Station to control operations foreman at Roy S. Nelson Station, May 1.

Mr. Chambers first came to work for our Company as an operator's helper in Baton Rouge in 1942 and the same year entered the U. S. Navy. In 1948 he was promoted to turbine operator at Louisiana Station and became second fireman the same year. Mr. Chambers served in the Naval Reserve in 1950 and returned to Baton Rouge where he held positions as turbine engineer, switchboard operator and head fireman. He is a native of Denham Springs, Louisiana.

Mr. Graves

Effective May 1, J. T. Graves was promoted and transferred from head fireman at Louisiana Station in Baton Rouge to control operations foreman at Roy S. Nelson Station.

Mr. Graves, whose home town is Baton Rouge, began working with the Company as an oiler in 1940. He became fuel operator and operator's helper before entering the U. S. Army in 1941. After his discharge in 1945, Mr.

Graves held positions as auxiliary operator, turbine operator, water plant operator, laboratory assistant, second fireman, turbine engineer, switchboard operator, and head fireman at Louisiana Station.

Mr. Pratt

E. S. Pratt was promoted, May 1, from head fireman at Riverside Station to control operations foreman at Roy S. Nelson Station.

Mr. Pratt, a native of New Orleans, came to work for the Company in 1940 as a repairman helper at Louisiana Station. While there he held positions as mechanic helper, served in the U. S. Navy, second fireman and turbine engineer. In 1947 he was transferred to Lake Charles as fireman and became head fireman in 1950.

Mr. Reaux

Albert J. Reaux was named control operations foreman at Neches Station.

Mr. Reaux, formerly head fireman at Neches Station, joined the company as an operator's helper in 1945 at Beaumont, where he has progressed through several promotion jobs during his career. He was promoted to auxiliary operator in 1947, turbine operator in 1948, second fireman in 1949, turbine engineer in 1950, and switchboard operator in 1951.

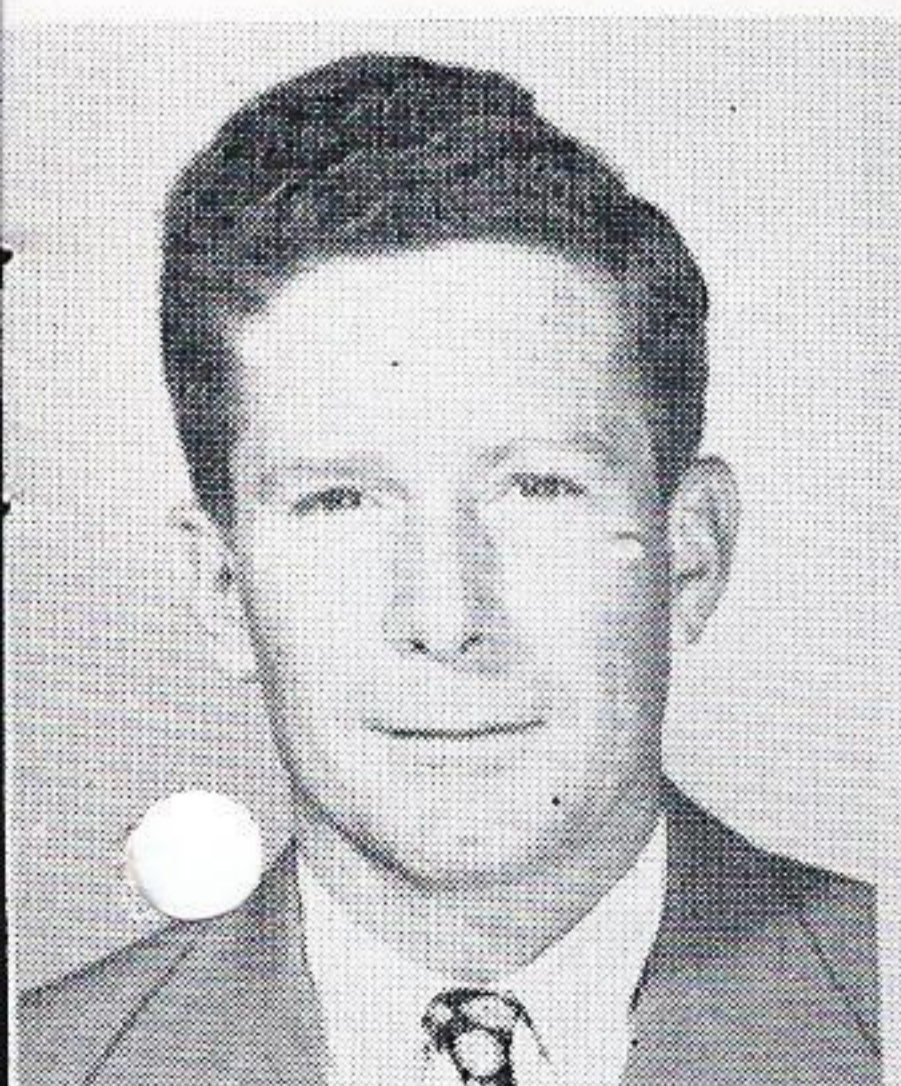
Siddall Named Port Arthur Section Head

John C. Siddall, formerly senior engineering assistant at Port Arthur, was named section head in transmission and distribution in that division.

The promotion was effective May 1.

A native of Anderson, Texas, Mr. Siddall joined Gulf States in 1936 as a groundman at Beaumont. He was made clerk and draftsman in Port Arthur in 1937, distribution engineering helper in 1938, distribution clerk in 1939, and was named engineering assistant in 1941, still at Port Arthur. He was promoted to senior engineering assistant at Port Arthur in 1949.

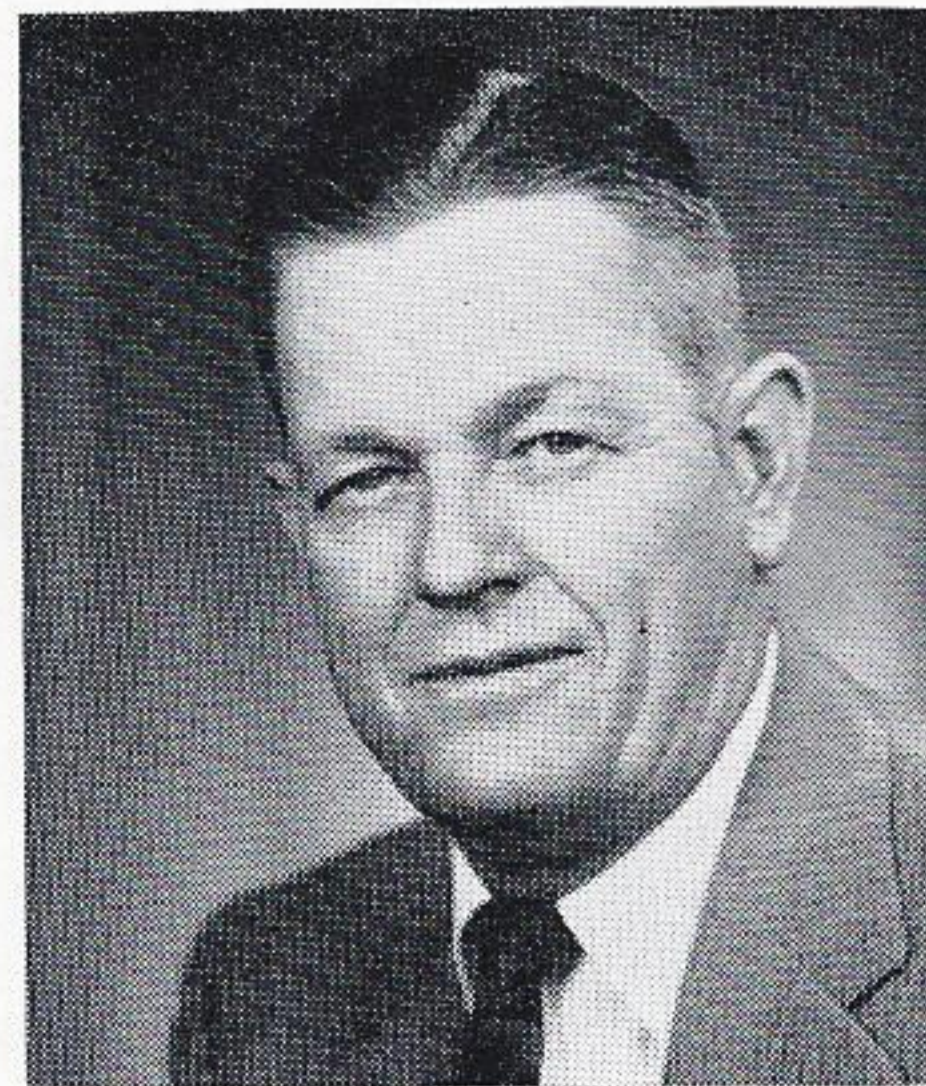
E. S. Pratt



A. J. Reaux



J. C. Siddall



Electricity

Breathes Life Into Batteries



D. F. Latimer, Baton Rouge Division industrial engineer, and Mr. Daniell inspect a grid — heart of the battery.

Reddy Kilowatt is the "spark of life" for the product of R. M. "Bob" Daniell, president and general manager of Daniell Battery Manufacturing Company, Inc., in Baton Rouge.

Mr. Daniell, a former Gulf Stater, recently moved his plant to Baton Rouge from Shreveport. One of our newest commercial customers, his company produces over 400 automotive type storage batteries per day.

A unique safety feature of the plant is the outdoor handling of concentrated sulphuric acid in lead-lined vats and, where our service is most used, the charging lines for "forming" the batteries. The outdoor arrangement of these processes permits the noxious fumes to be immediately dissipated, this removing all hazard to personnel.

Electricity Important

Electricity plays an important part

in almost every step of the formation of a live battery, from the first step of automatically casting the grids to the adding of the final charge.

After the grids are cast, they are carefully inspected to insure perfect form and then sent to the pasters where lead oxides are fed into a giant hopper, mixed into a paste and spread over them.

Carried by conveyor belt to an oven, the plates are given a "flash" dry or bake to harden the positive or negative oxide in place. They are again inspected for uniform thickness before being grouped together in racks to be "burned" or fused together.

Positive and negative groups are interlocked and kept apart by separators coated with polyvinylchloride to insure that no short will occur between a positive and negative plate.

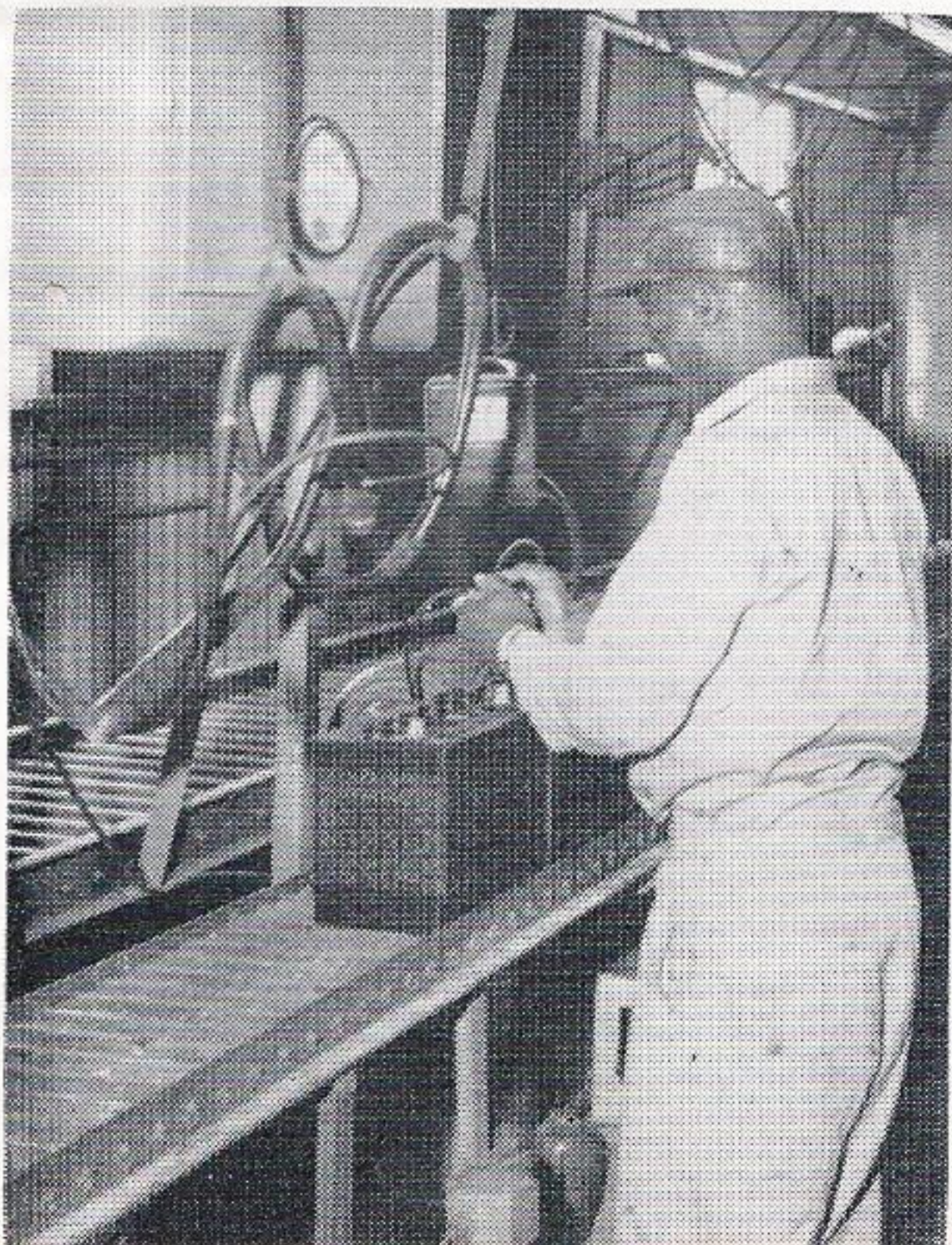
These cells, groups of positive and negative plates, are placed into hard rubber "boxes" or containers. The posts and straps are positioned and burned into place. Each cell is now covered and sealed, but is in series with other units of the particular battery.

Then begins the most critical process of battery manufacturing. They are trucked to charging racks where a weakly acidic forming solution is pumped into them and bulb rectifiers begin the slow process of forming the entire battery.

After the battery is formed, this solution is replaced and the permanent sulfuric acid solution added.

When the final charging is done, the battery is ready to "spark" the performance of the automobile or truck it works for.

At this part of the assembly line, the battery is sealed after assembly.



Batteries are stored here before being shipped. The Daniell Company employs 15 persons and its sales reach into Arkansas, Mississippi, Texas and Oklahoma.



Quick Change Artists

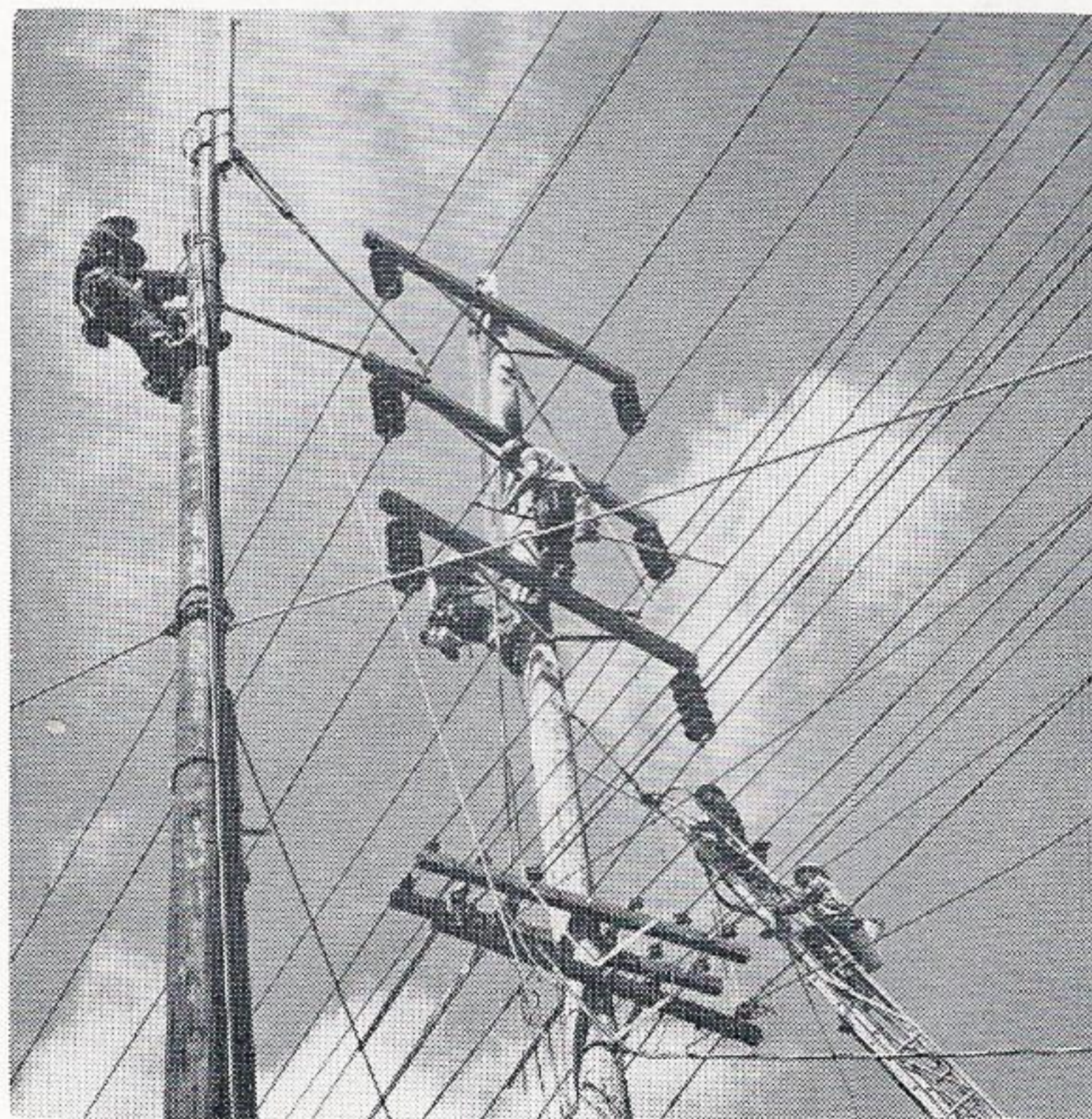
A lot of people take electric service for granted. That's fine, because it's a compliment to all of us.

What most of them forget is that groups of skilled personnel are ready 'round-the-clock to trouble-shoot any disturbance that may occur from generator to outlet. Pictured on this page is an example of that service.

Shortly before dawn on Wednesday morning, April 9, a leaking insulator caused a fire that severely damaged a cross-arm on one of our poles on Front Street in Orange.

The blaze was spotted by Paul Boudreaux, Sabine Plant operator, and extinguished shortly by Frank Osburn, aided by the Orange Fire Department and their aerial ladder.

Quick thinking and the same kind of action resulted in no power failure as the repair team changed out the cross-arm supporting two 69-kilovolt lines.



Linemen begin to change out the bad arm. Wooden brace to the right of the arm was broken when the arm dropped several inches.



Line crew that made the change-out. Top row, left to right, are Hershel Stagner, Glen McGuire, Fred King, D. R. Jones, Val Blanchette, V. T. Bolton, and Frank Osburn. Bottom row, James Robinson, Lewis Roberts, W. L. Armstrong, Gerald Dailey, Jimmie Mitchell, and E. R. Harrison.

Top Scholastic Honors Received By Two Employees' Daughters

The daughters of two Gulf Staters took top scholastic honors this month in their graduating class at St. Anthony's in Beaumont.

Cover girl Judy Melancon, daughter of Mr. and Mrs. A. M. Melancon, will graduate as valedictorian and Nancy Atkins, daughter of Mr. and Mrs. J. W. Atkins, will be salutatorian of the same class.

Judy represented St. Anthony at Girls' State in Austin last summer, was class representative to the Student Council for two years, corresponding secretary of the Civics Club,

secretary of Our Lady's Sodality, parliamentarian of Chapter-wide Junior Red Cross, won second place in City Scholarship Award Contest, was club editor of her school's paper, four years a member of the Blue Battalion Drum and Bugle Corps and a member of the Cecilian Glee Club.

Nancy was class representative to the Student Council and editor of L'Aantoine, the school's yearbook.

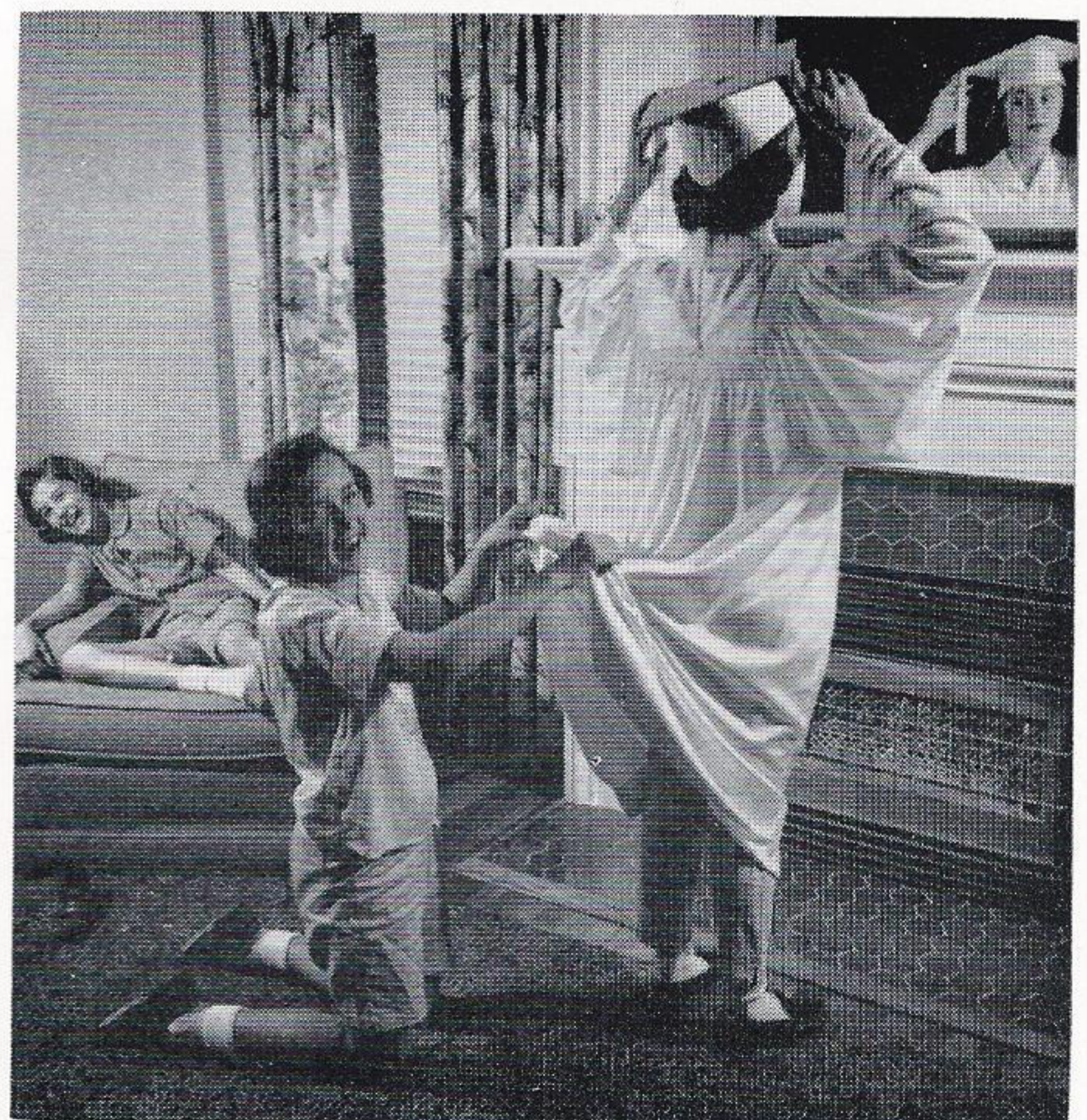
Mr. Melancon is supervisor of the Engineering - Standards Department and Mr. Atkins is staff engineer in the Operations Department, both in Beaumont.



Nancy Atkins



Judy Melancon finds her graduation gown being used by sisters Laura and Kathleen to practice for their big moment not many years off.



While Judy visions herself as she will look on graduation night at St. Anthony's, sisters Kathleen and Laura indulge in horseplay to show graduation isn't always serious.



*What
Others
Are
Saying*

For Sale:

Confidence In Our Area

The widely read and respected editor-in-chief of the BEAUMONT ENTERPRISE, Mr. Robert W. Akers, penned some sound advice to residents of the area we serve in his May 3 column, "It's Like This." Mr. Akers' words are of especial interest to all of us and are repeated here for those Gulf Staters who are not able to follow his popular column regularly.

We talk about getting "new money" into the Beaumont area and the Texas-Louisiana coastal region.

Without fanfare, Gulf States Utilities Co. has been doing very thing on a huge scale since World War II. It has been bringing in outside capital by the tens of millions for this section's industrial development.

Directly responsible for the importing of investors' dollars is William H. Gieseke, vice president and secretary of GSU, who goes regularly to New York to obtain the funds with which the electric company expands its plant to meet an ever-growing demand for power.

This provides a fascinating lesson in economics. Mr. Gieseke has something to sell. Bonds or stock of Gulf States, of course. But more than that he's selling some of the world's most discerning investors on the future of the territory served by his firm, a power empire from Baton Rouge, through Beaumont, Port Arthur and Orange to a point some 100 miles northwest of Houston.

More industry means more electric current purchased.

What GSU must do, then, is to convince people and institutions with money to invest that this whole region is growing and will continue to grow.

When Mr. Gieseke sends out a prospectus to a list of 850 institutional investors over the country, for example, that estimate of the future of our area gets a long, hard look from sharpeyed experts.

Our Texas-Louisiana coastal region goes under the microscope. Here is the very thing we've want-

ed—organizations with money to invest scrutinizing this section.

What's actually on sale, of course, is Lake Charles and Baton Rouge, Beaumont and Orange, Port Arthur and the Midcounty industrial area and many thriving communities between these points.

Do the financial experts like what they see?

The gratifying answer is that a ready market welcomes GSU stock and bonds. People who may never have seen this section, but who study it as economic authorities, find GSU a sound investment—and GSU is based on our own future.

Bonds and debentures now total something in the neighborhood of 135 million dollars. That money, most of it from the outside, has already been put to work producing more electric power for more industrial plants and more homes.

"New Money?" This area is getting it!

If careful investors have such confidence in our future, can we have less?

—BEAUMONT ENTERPRISE

Editor Scores Bill To Affect Utility Advertising

In a strongly-worded speech made before the Little Rock Advertising Club on March 24, Calvin Mennen, editor of the Stuttgart, Ark. DAILY LEADER, called the current bills which would prohibit institutional advertising from being tax deductible, a form of "totalitarian censorship."

Mr. Mennen said: "I would like to ask why should utilities be denied the right to protect themselves against competition—even if the competition happens to be the government itself.

"The government can destroy an industry, wipe out opportunities for a private firm, and thrive on unorthodox policies for weeks and months while the private firm is driven quickly and hopelessly to the wall. Why tie up this industry, put on the gag and turn it over to the firing squad—a group of political opportunists who have itchy trigger fingers and are enthusiastically waiting for the word 'Fire'?"

Mr. Mennen concluded that if HR9664, the bill which would make utility company advertising non-deductible, were enacted into legislation, it would be a serious threat to the first amendment.

—SHREVEPORT TIMES

Turkeys Live Better . . .

Turkeys up in New England are living better electrically.

Flexible rubber electric blankets are spread on the floors of brooder pens to prevent the baby turkeys from suffering from cold feet. The new system, says a news report, keeps turkeys alive and healthy during the first few weeks of their lives when the mortality rate is high.

Well, goodbye to "turkey in the straw." Now what about "chicken in the bread pan?"



Live Wires Club Holds Building Fund Donation Drive

President Nelson receives his ticket for a donation to the Live Wires Building Fund from Don Clawson, president of the Club.

The coming of warm weather means taking the family out for camping, picnicing, fishing, swimming, boating or other outdoor activities.

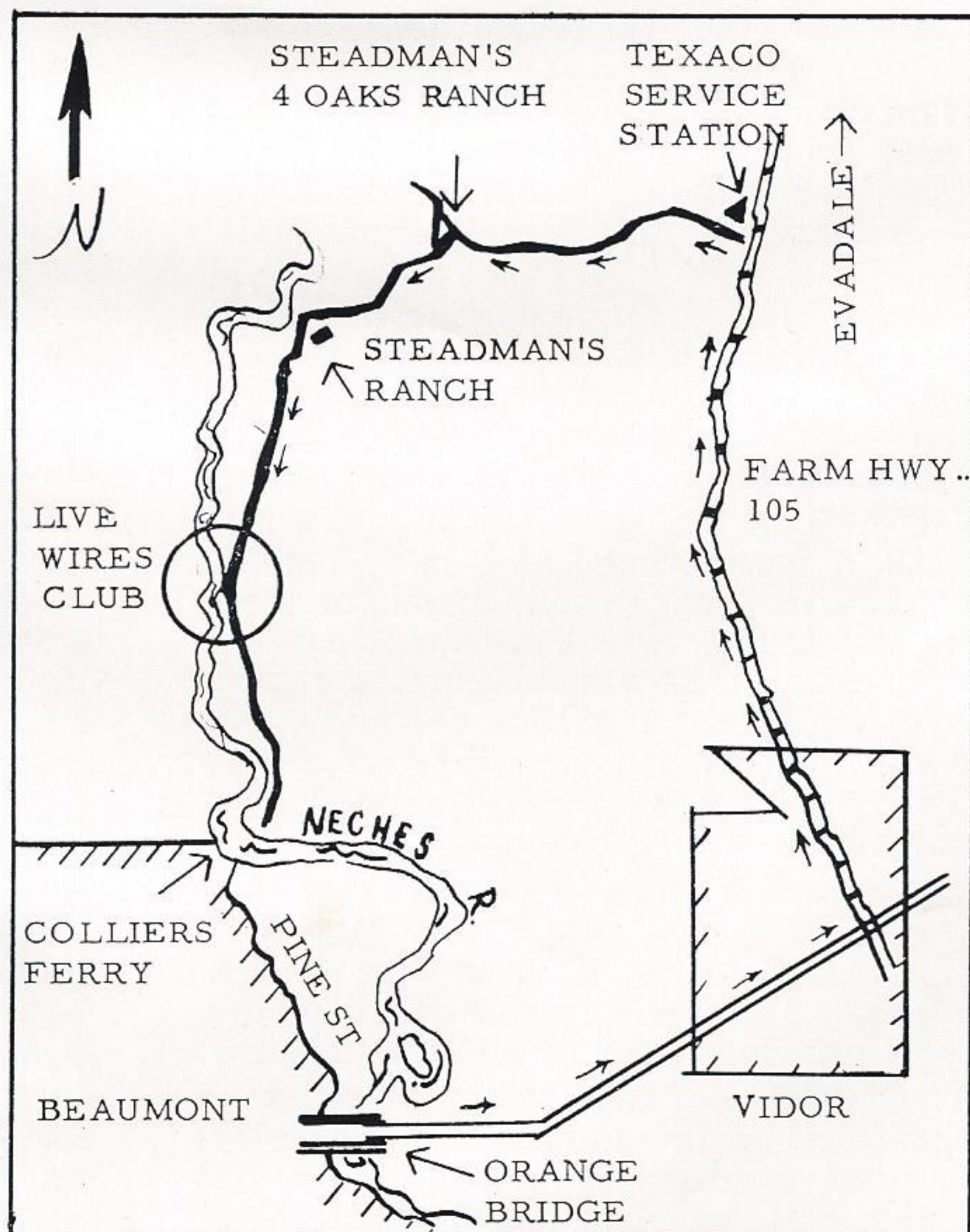
The Live Wires Club in Beaumont has the ideal place for members just 30 minutes from town on the Neches River. Plans for the six acres of cleared river front land include a club house and other improvements—a swimming pool for children, volleyball and other game courts and picnic areas.

To help build these facilities, the Club is accepting donations during the next two months. On July 26 some lucky donor will receive a 16 foot Sealark boat, a 35 horsepower Johnson outboard motor (with electric starting), a breakdown boat trailer and all accessories for this rig.

Four events are scheduled every year in the Club—a dance, a watermelon party, a barbecue and a banquet.

Don Clawson, president of the Live Wires, says, "We now have over 350 members in Beaumont, but plan to expand our membership area to Port Arthur and Orange in the near future."

Everyone is eligible to donate to the Club's building drive and may do so by contacting any Club member in Beaumont. In other divisions you may contact; Ray Kearney in Lake Charles, Ray Cormier in Port Arthur, Don Voyles in Baton Rouge and Girard Smith in Navasota.



Engineers Participate In Biloxi, Mississippi Meeting Last Month

Our Company was well-represented at the April 21 meeting of the Southeastern Electric Exchange in Biloxi, Mississippi.

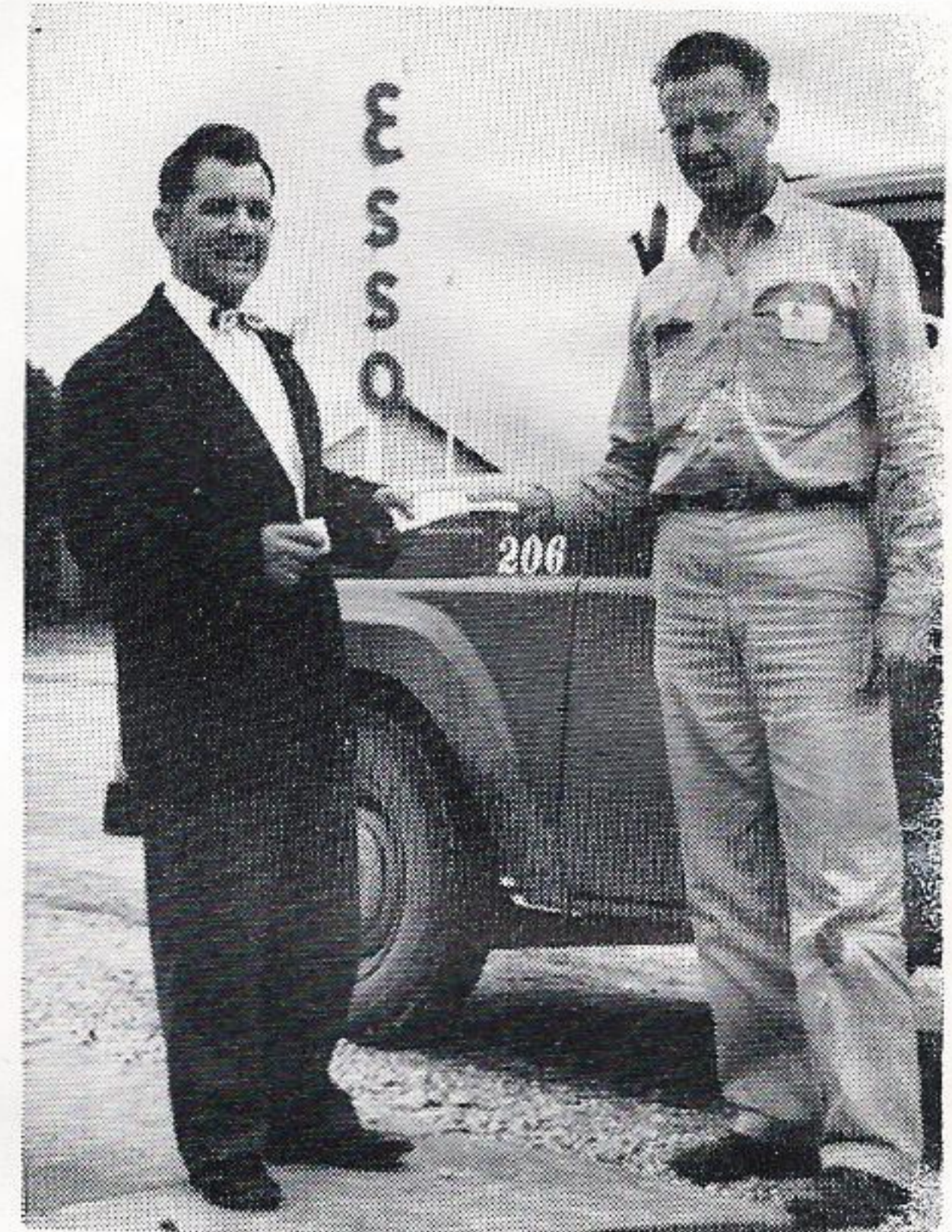
Three company engineers presented papers to the Engineering and Operations Section of the meetings and J. Ben Fannette of Right-of-Way Survey in Beaumont moderated the Real Estate Section as program chairman.

A. L. Bradey, Jr., engineer in the Beaumont production department, submitted a paper entitled "Condenser Tube Experiences," the report of a five-year test on various types of condenser tubes tested at Neches Station. The paper was prepared by William B. Gurney, superintendent of results and a Gulf Stater for 35 years.

Two papers were presented by N. C. Spencer, superintendent of electrical and civil engineering. "Experience with Transformer Pressure Relief Devices," dealing with one of the causes of power transformer failures, was read at a closed session for utility representatives only.

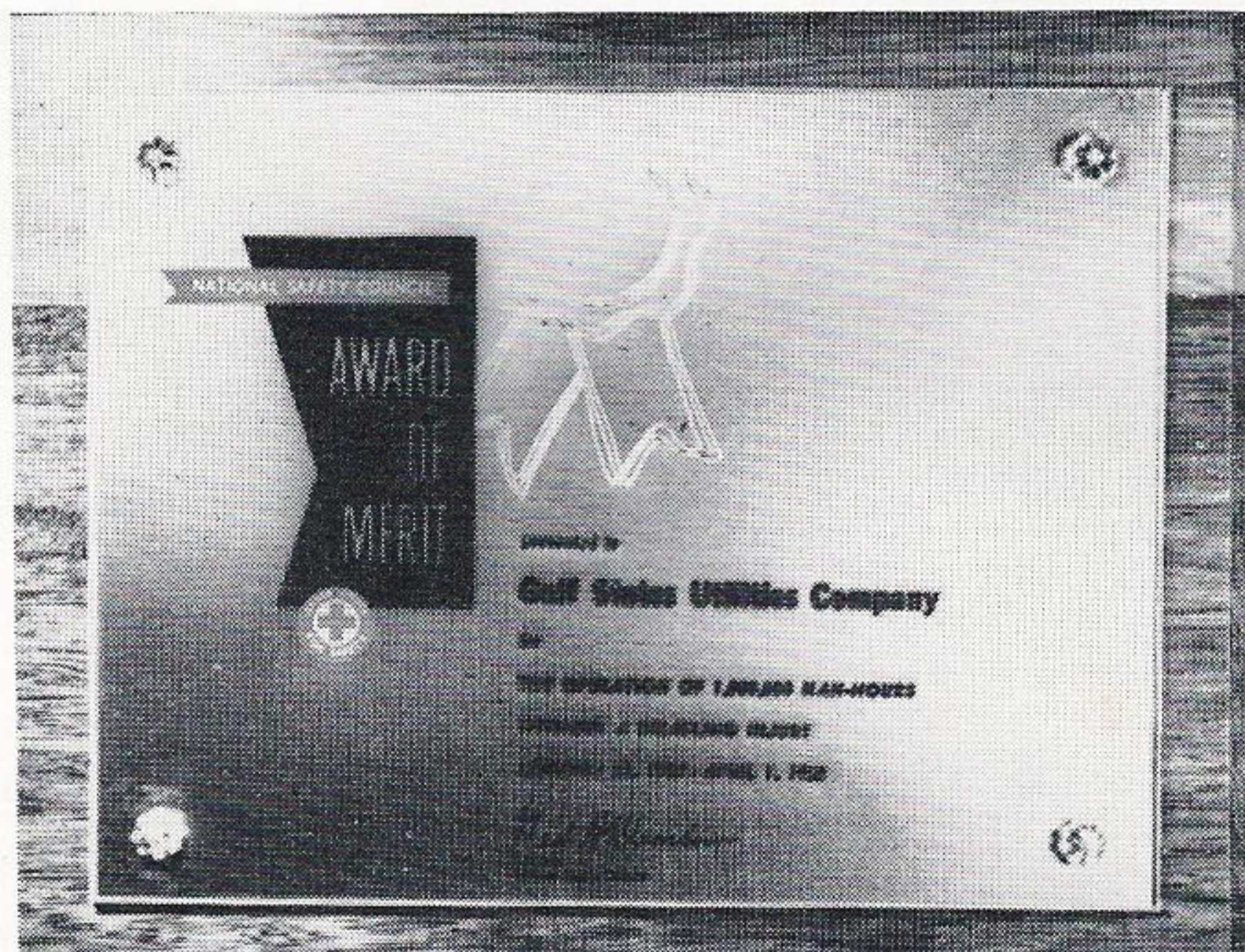
His other paper, "Experience of Gulf States Utilities With H-Frame Structures Supporting 1,033,500 CM All-Aluminum Conductors During Hurricane Audrey," was a discussion of methods of repairing damage to lines of that type that resulted from hurricane conditions.

"How to Select Storage Batteries" was presented by L. J. Bodemann, an engineer in the engineering standards department in Beaumont.



What does a man do when he wins \$128,000 on a national TV quiz show? Well, first he gives Uncle Sam most of it. Then, by golly, he pays his electric bill, and we can prove it. Abbeville district serviceman Oray Hernandez, right, hands a check to Lafayette residential sales representative Horace "Toto" Lacombe, for "Toto" to take back to Lafayette. The payment for a month of our service was signed by Abbeville's Dr. Alexandre Sas-Jorwaski, recent top winner of TV's \$64,000 Question.

National Safety Award

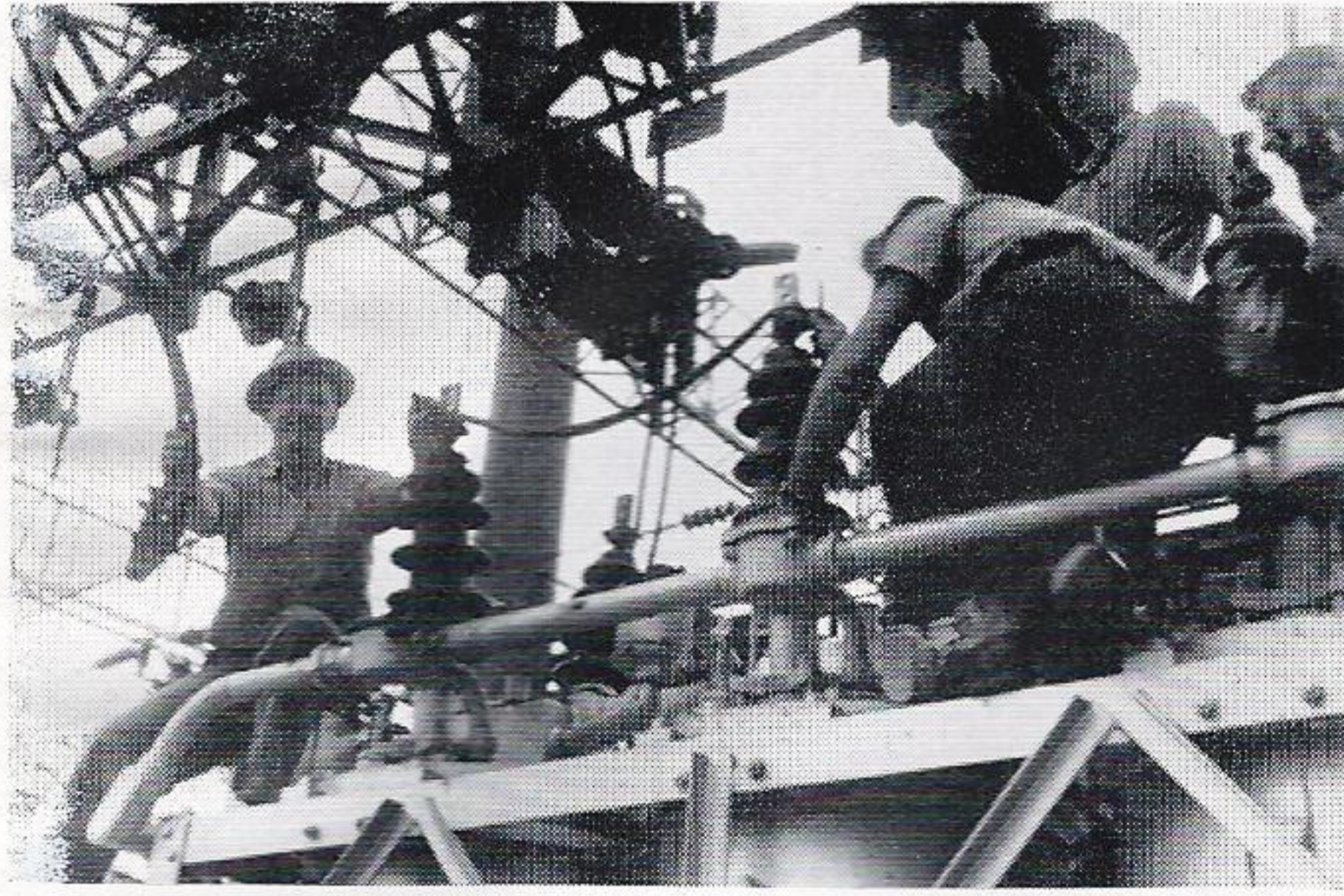


This National Safety Council award was presented to the Company for achieving one-million man hours without a disabling injury. The period of accident free time was between January 21 and April 1 of this year.

Board of Directors Vote Dividend Increase

The Board of Directors of the Company, at a special meeting May 8 in Baton Rouge, increased the annual dividends on the Company's common stock from \$1.60 to \$1.80 per share.

Immersion in ice water is the most effective method for treating painful wounds inflicted by stinging fish or insects. Galveston doctors report that eighteen of twenty-one patients given the ice-water treatment for stingray wounds experienced complete relief from pain in ten to twenty minutes. Patients treated with icepacks got partial relief in sixty to ninety minutes. Those who received only opiates suffered for two hours before the pain was partially relieved.



C. A. McGee and Frank Danna at Neches Station in Beaumont hold a 52-inch chicken snake which short-circuited 34,000 volt condensers at the station April 17, causing a 15-minute power failure in the area. The villain was after bird eggs in a nest near the condensers and got just what he deserved.

Chicken Snake Shocked-Beaumont In The Dark

A slender intruder crawled unnoticed into the Neches River Station at Beaumont just before midnight of April 17.

A few minutes later sparks flew in a step-up station and three generators were knocked out, plunging Beaumont into darkness and bringing men running to the transformer bank.

When they got there the villain was dead, so they put him in a box and

carted him away. They didn't bother calling the police—the culprit in question was a snake.

"52 inches long," a workman said.

The victim, a chicken snake, had apparently crawled onto the bushings above a condenser in search of bird's eggs or possibly a possum, and in the process had short-circuited the condenser bank.

"We used to see lots of 'possums," one man said. "This is the first snake we've seen in some time."

Holes were burned in three insulators and steel framework was charred in several places near the short. Power was lost from 12:40 a.m. until 12:55 a.m. after the snake received the shock of his life in the form of 34,000 volts.

Beaumont Wins Topper Award For March

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.		
1 Beaumont	17	4	2597	606	23.3	2	482	155	32.2	1	1740	548	31.5	1	73	23	31.5	3	25	42	168	2
**2 Baton Rouge	19	3	2791	814	29.2	1	518	55	10.6	4	1870	466	24.9	3	59	4	6.8	5	30	97	323	1
**2 Lake Charles	25	2	2081	361	17.3	4	386	112	29.0	2	1394	383	27.5	2	54	9	16.7	4	20	28	140	3
4 Port Arthur	26	1	1307	279	21.3	3	243	20	8.2	5	876	197	22.5	4	28	13	46.4	1	15	10	67	4
5 Navasota	9	5	924	81	8.8	5	171	33	19.3	3	620	109	17.6	5	11	4	36.4	2	10	2	20	5
TOTAL	20		9700	2141	22.1		1800	375	20.8		6500	1703	26.2		225	53	23.6		100	179	179	
1957	14		3 Mo.	1108			3 Mo.	139			3 Mo.	2145			3 Mo.	35						

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

**Second place tie

SERVICE AWARDS

30 Years



T. F. Brown
Distribution
Beaumont



C. A. Littlepage
Production
Beaumont



J. F. Simonson
Distribution
Lake Charles



William Spence
Engineering
Beaumont

20 Years



J. B. Cassels
Distribution
Beaumont



M. D. Van Winkle
Distribution
Silsbee

10 Years



A. C. Doucett
Distribution
Lake Charles



E. L. Gordon
Production
Beaumont



Isodore Guerin, Jr.
Distribution
Baton Rouge

Colored Division



Bob Flannigan
Accounting
Beaumont

10 Years



J. B. Haltmar
Distribution
Navasota



D. R. Jones
Distribution
Orange



H. A. Klutz
Production
Beaumont



C. R. Larpenter
Distribution
Baton Rouge



R. D. Sweet
Distribution
Somerville

Last Call For Divot-Diggers!

Joe Fontana, Beaumont Statistical Department, reminds all golfers that our next holiday, Friday, May 30, is the big day. The Employee Golf Tournament begins at eleven a. m. at the Tyrrell Park Municipal Golf Course in Beaumont. Closing date for entries is May 23. Send Joe your entry blank today.



PLAIN TALKS Editor Jim Turner (right) accepts the American Association of Industrial Editors Award of Excellence for the magazine at the AAIE meeting in Philadelphia last month. Presenting the award is Edward Klamm of the Allstate Insurance Company.

PLAIN TALKS Wins Award of Excellence From Editors' Association

PLAIN TALKS was among sixteen winners receiving traffic safety awards of excellence April 24, in a nation-wide program. Nearly 200 American industries entered company publications in the contest.

Editor Jim Turner accepted the award for the magazine at the annual meeting of the American Association of Industrial Editors in Philadelphia, Pennsylvania.

The award was made on the 1957 traffic safety program, titled "Back The Attack," which was sponsored by the AAIE.

The basis for the award was stated in a letter from the association;

"Your imagination, the dexterity of your treatment, the sincerity of your purpose, have all demonstrated how effective people of our profession can be in the pursuit of a commendable goal."

In addition to Mr. Turner, the PLAIN TALKS staff includes Jack Stengler and Al Young, associate editors in Beaumont, Don Hinkle, contributing editor, Beaumont, and Jack Worthy, contributing editor in Baton Rouge.

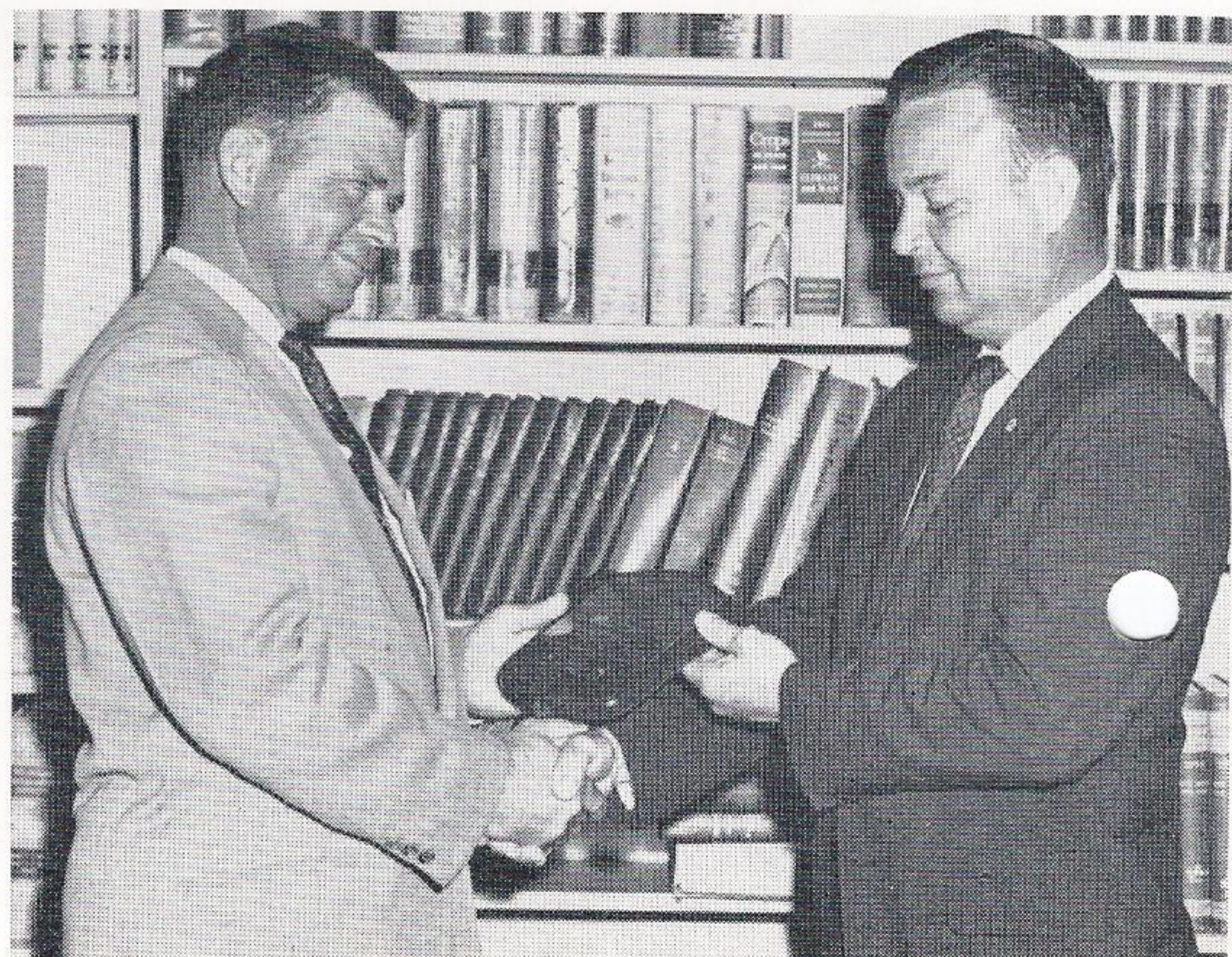
Ray Pace Named By JC's As Vidor 'Man-of-the-Year'

Ray Pace (right), residential sales representative in Beaumont, received the plaque for being selected Vidor Citizen of the Year by the Vidor Junior Chamber of Commerce. Presenting the award is Jack Riley, chairman of the Citizen of the Year Award Committee.

Ray Pace, Beaumont Division residential sales representative from Vidor, was voted "Young Man of the Year" by the Vidor Junior Chamber of Commerce in April.

Mr. Pace, who has been with Gulf States since 1947, received the award after being chosen by a special committee of business and civic leaders in the community for outstanding work in 1957.

He is first vice-president of the Vidor volunteer fire department, chairman of the city's March of Dimes, member of the Orange County Juvenile Board, and past president of the Optimist Club and Little League of Vidor. He is a member of the board of stewards and finance committee of St. Andrews Methodist Church.



Messy Housekeeping On The Job

Costs You and Your Company

Take a good look around you.

Now be honest with yourself — is your work area a mess?

If it is, we want you to be offended, because this is a lecture on Good Housekeeping.

Not too long ago most of us probably thought of Good Housekeeping as something that concerned only housewives.

But studies by firms all over the country have assured us that we couldn't have been more wrong. It affects everyone.

We were reading recently about a fire that broke out in the storage space of a box company in the midwest. The fire lasted only 45 minutes but it took a \$75,000 slice out of both employer and employee profits and the plant had to be shut down for a week.

Cause of the fire—Bad Housekeeping—trash and papers had been allowed to accumulate in a corner of the room.

There's more.

Not long ago an east coast packaging firm lost a \$25,000 sale because a rush order had been mislaid and gotten buried beneath a welter of correspondence on a file clerk's desk.

"The answer is not a simple one," one supervisor noted.

"It's not easy to get an employee who is dis-

orderly off the job to suddenly become neat and tidy on the job. It takes effort and patience."

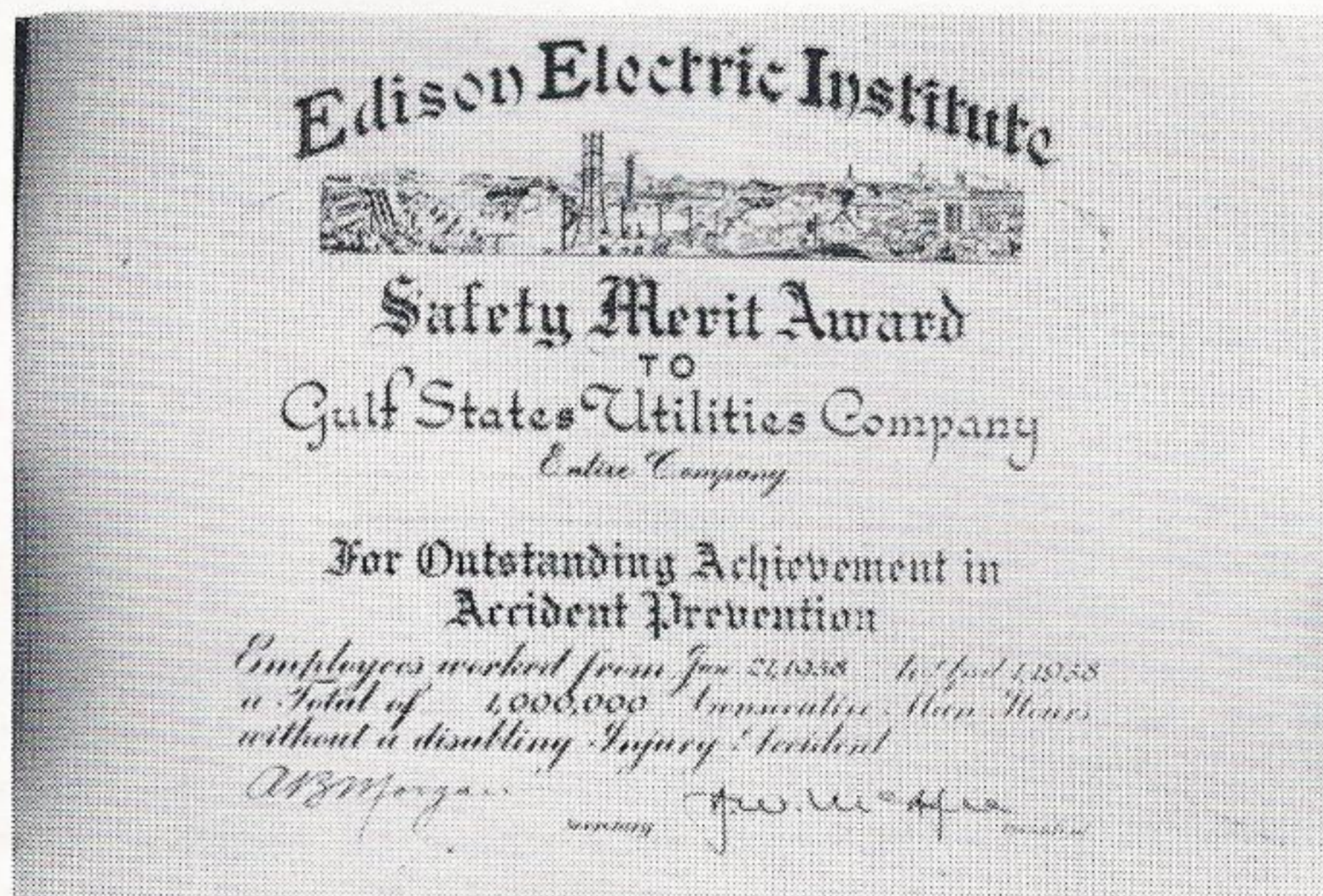
And therein lies the answer. It is a continuing business.

Make Good Housekeeping a part of every day — all day. *To litter is to lose.*



It was right here a minute ago, Sir...

But It Got Delivered!



Edison Electric Institute presented the Company with this certificate for achieving one-million consecutive man hours without a disabling accident.



This envelope contained the payment for an electric bill which was sent to a customer in the Port Arthur Division.

PLAIN AND Fancy TALK

Salads

For The Summer Season

By

LEONORA O'NEIL
Home Service Director

With the coming of the hot days of our Summer season cool crisp salads are more appetizing to our palate — and kinder to our waistlines.

Our Home Service Department offers the following recipes for easy to prepare, light, low-calorie meals for your family this summer.

Before we begin the recipes, remember, to make a really good salad:

Have all ingredients thoroughly washed, dried and chilled.

Use a variety of salad greens, both for tossed salads and for garnish. Besides lettuce, use romaine, watercress, endive, spinach.

Vary salad oils—use cottonseed, olive or peanut oil.

Break salad greens for tossed salads—do not cut.

Sprinkle on salad dressing—do not pour and do not use too much—just moisten.

Cut fruit for salad in large enough pieces to identify—do not mince. Drain canned fruits thoroughly.

For molded salads use salad dressing in molds so salads will unmold easily. Do not add extra gelatin as it will make salad tough.

LUNCHEON CHICKEN SALAD (Different and Delicious)

- 2 cups cubed and cooked chicken or canned white meat
- 1 cup orange sections
- 1/4 cup seedless grape, cut in half
- 1/4 cup slivered, salted almonds
- 1 banana
- Mayonnaise to moisten (about 1/2 to 3/4 cup)

Combine all chilled ingredients lightly. Serve on crisp lettuce and garnish with watercress.

SHRIMP SALAD

- 1 lb. boiled shrimp, deveined and chilled
- 2 hard-cooked eggs
- 1 cup diced celery
- 2 Tbsps. lemon juice
- 1/2 tsp. Worcestershire sauce
- 1/4 tsp. paprika
- Salt and pepper
- 1 cup mayonnaise

Lightly toss all ingredients together. Chill, put on crisp lettuce and garnish with tomato wedges. Serve with crackers or bread and butter sandwiches. NOTE: To dress up this salad, serve in avocado halves which have been well salted before salad is added.

AVOCADO CITRUS SALAD

- 1 pkg. lime flavored gelatin
- 1 cup boiling water
- 2 med. avocados
- 1-3 oz. pkg. cream cheese
- 2 Tbsps. mayonnaise
- 2 Tbsps. lemon juice
- 1 tsp. salt
- 1 tsp. grated onion (optional)
- 1 cup grapefruit sections

Dissolve gelatin in boiling water. Chill in refrigerator until thickened. Peel avocados and mash enough to make 2/3 cup. Slice remainder. Mix mashed avocado, mayonnaise, lemon juice, salt and grated onion together and combine with thickened gelatin mixture. Add sliced avocados and grapefruit sections. Pour into one-quart mold which has been oiled. Chill until firm. Unmold on salad greens. Garnish with grapefruit sections. Makes 6-8 servings.

GOLDEN TREASURE SALAD Party Salad

- 1 small can crushed pineapple
- Juice of 1 lemon
- 1/2 cup sugar
- 1 pkg. lemon flavored gelatin
- 1 cup hot water
- 1 cup grated American cheese
- 1/2 pint whipping cream

Combine pineapple (including juice), lemon juice and sugar and cook for three minutes. Cool. Dissolve the lemon gelatin in the hot water. Cool. When gelatin begins to congeal, add the cooked mixture and blend thoroughly. Let this mixture set until it starts to congeal. Fold in grated cheese and whipped cream. Pour into oiled molds and chill until firm. Serves seven.

SENSATION TOSSED SALAD

- 1/2 head chilled lettuce
- 1/2 head chilled romaine

- 1/2 cup salad oil or olive oil
- 3 Tbsps. lemon juice
- 1 clove garlic
- 1/2 cup grated Romano cheese

Break lettuce and romaine into bite-size pieces. Combine oil, garlic and lemon juice; shake well. Remove garlic. Toss greens, oil mixture and cheese lightly. Serve immediately before meal in salad bowls. Serves six to eight.

THOUSAND ISLAND DRESSING

- 1 cup mayonnaise
- 1/4 cup chili sauce
- 2 hard-cooked eggs, chopped
- 2 Tbsps. chopped pimiento
- 1 tsp. grated onion
- 1/4 tsp. Worcestershire sauce
- 1 Tbsp. chopped stuffed olives

Combine ingredients. Serve on head of lettuce or on tomato salad. Recipe makes about 1 1/2 cups of dressing.

CREAMY SALAD DRESSING Excellent For Cabbage

- 1/2 cup flour
- 3 Tbsps. sugar
- 2 tsps. dry mustard
- 3/4 tsp. salt
- 1/8 tsp. paprika
- 1-1/3 cups water
- 1 tsp. celery seed
- 2 eggs or 4 egg yolks
- 1/2 cup vinegar
- 2 Tbsps. butter

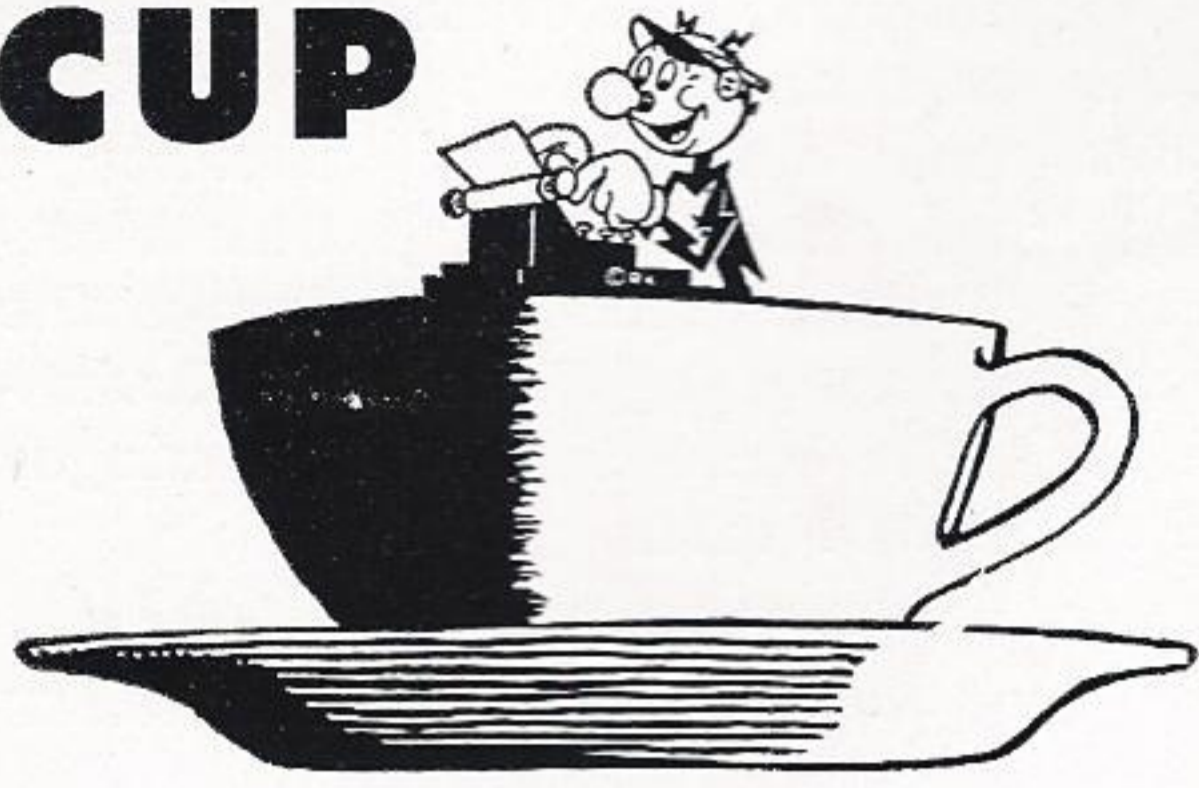
Add seasonings to flour and mix well. Gradually add water to dry ingredients to prevent lumping. Mix until smooth. Cook electrically on medium heat until thick and there is no starchy taste, about 15-20 minutes. Add celery seed. Beat eggs or egg yolks. Add part of the cooked mixture to beaten eggs; combine both mixtures and cook 3 minutes longer. Remove from heat and add vinegar and butter. Beat until smooth. This is a thick salad dressing and may be combined with mayonnaise, whipped cream or sour cream. Especially good with cabbage or potato salad.

POPPY-SEED DRESSING For Fruit Salads

- 3/4 cup sugar
- 1 tsp. dry mustard
- 1 tsp. salt
- 1/3 cup vinegar
- 1 1/2 Tbsps. onion juice
- 1 cup salad oil
- 1 1/2 Tbsps. poppy seed

Mix sugar, mustard, salt and vinegar together. Add onion juice and mix well. Gradually add oil beating constantly with mixer or blender. Continue to beat until thick. Add poppy seeds and beat a few minutes more. Store in least cold place in refrigerator to prevent separation.

over the
**COFFEE
CUP**



PLAIN TALKS
Reporter List

BATON ROUGE DIVISION

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

BEAUMONT

Mary Schlacher	Sales
Mary Ener	Customer Accounting
Tom Stiteler	Line
Gail Van Cleve	Neches Station
Reba Willey	Orange
Doris Cryer	Silsbee
Dora Porter	Billing
Doris Campbell	Gen. Accounting
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Acc.
Margaret Galloway	T & D
Helen Clark	Credit
Minnie Marino	Accounting
Nadine Hester	Planning

LAKE CHARLES

Fay Denny	Sales
Eddie Belair	Jennings
E. C. McGeehee	Riverside Sta.
Cynthia Nolan	Lafayette
Pat McCullen	Sulphur
Ann Snider	Engineering
Jean Kiehl	T & D
Jack Bass	Sales
Nancy Langley	Accounting

NAVASOTA

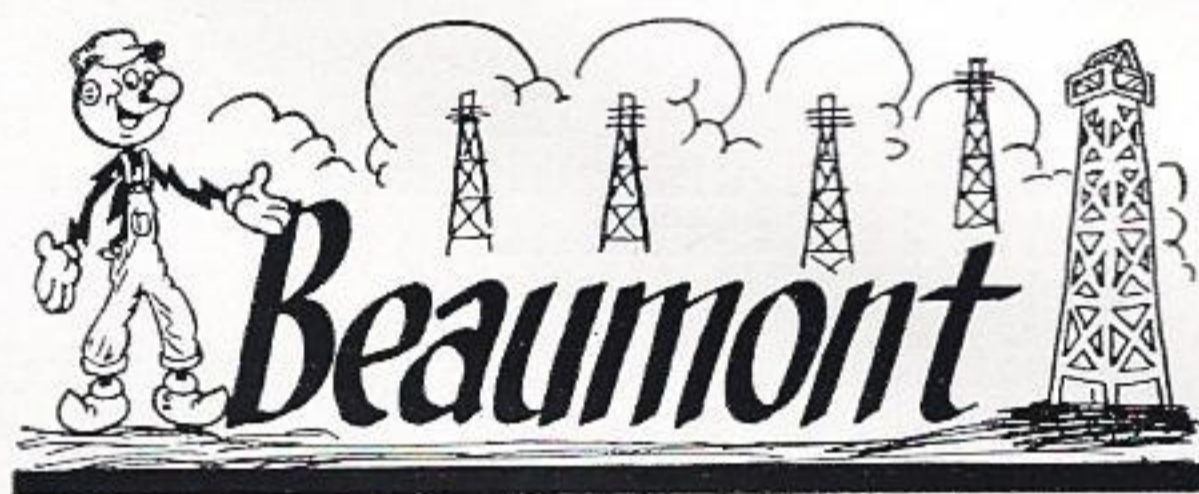
Jeannette Sangster	Navasota
Anna Weatherford	Operations
Louise Satory	Calvert
Jane Bazzoon	Cleveland
Mablene Polard	Trinity
Dorothy Stanford	Huntsville

PORT ARTHUR

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



Glenda Kay Sandefer



Glenda Kay Sandefer, daughter of Mr. and Mrs. H. C. Sandefer of Beaumont, received the highest honor awarded by the Girls' Auxiliary of the Baptist Church, Queen Regent in Service.

Glenda is a 15 year-old sophomore at Beaumont's South Park high school, where she plays in the school band,

orchestra and symphonettes and is a member of the Latin Club. She also sings in the First Baptist Choir and plays in the church orchestra.

Mr. Sandefer is residential sales representative in Beaumont.

Mildred Killbuck, office supervisor, personnel department in Beaumont, has accepted an invitation to become a charter member of the newly organized Soroptimist Club in Beaumont. The Soroptimist Club is a worldwide organization for professional and business women with the individual club membership limited to one woman from each company and profession.

Frances Engelbrecht, secretary to the training and safety manager in Beaumont, has been elected president of the Beaumont city council of the Beta Sigma Phi Sorority. There are twelve chapters of Beta Sigma Phi in Beaumont, with over 300 active members.

Mrs. Jerry O'Mealey, Credits & Collections, spent five enjoyable days of vacationing with her husband and family at Carlsbad Caverns, Big Bend National Park, San Antonio, and the Aquarina in San Marcus.

—By Helen Clark

Katherine Fanette, daughter of Mr. and Mrs. J. B. Fanette, was elected sweetheart for 1958 by Alpha Tau Omega fraternity at Lamar College

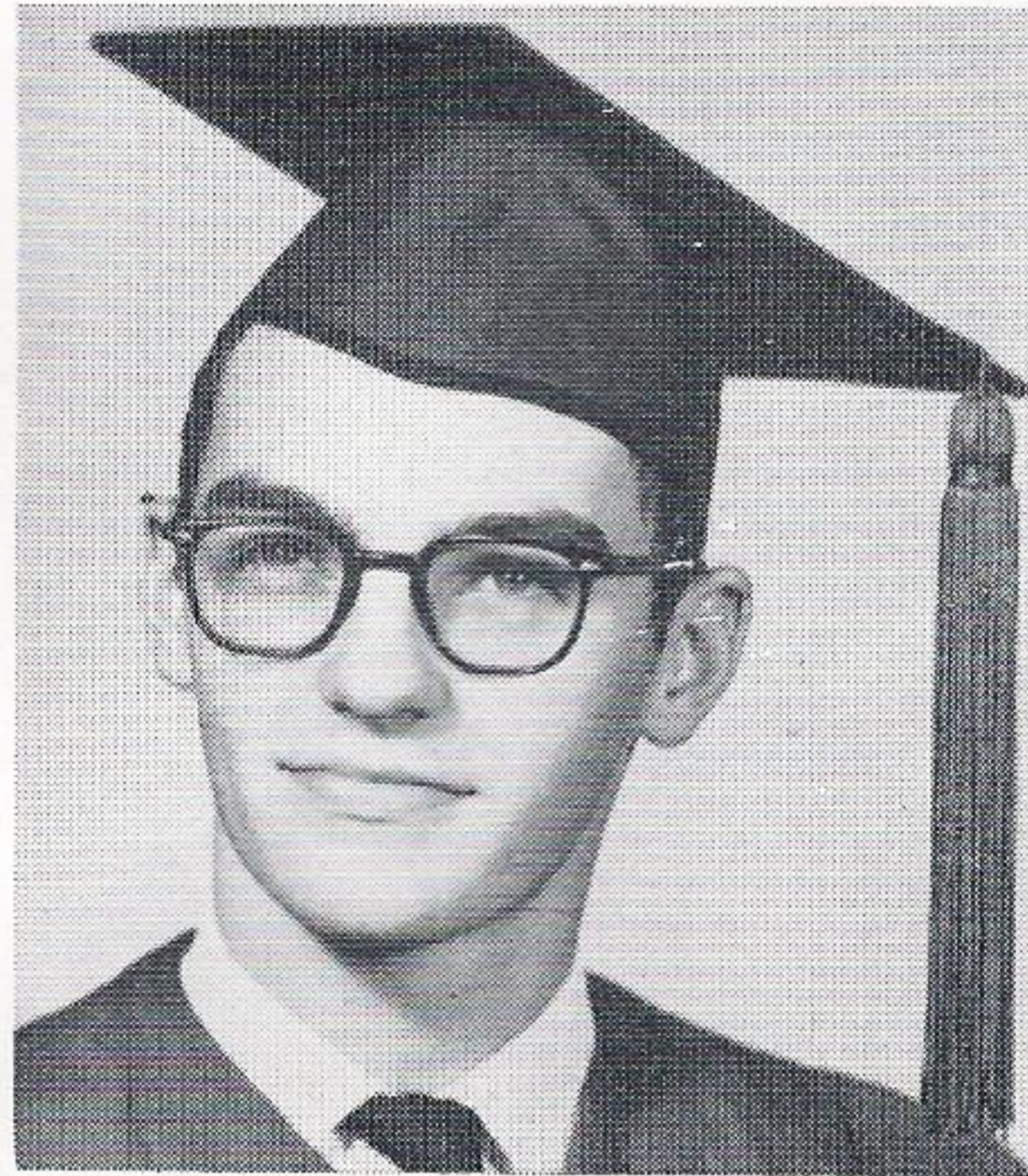


Spring On The Neches was the theme for our float for this year's Neches River Festival. Here it is shown moving down Orleans Street in downtown Beaumont in the parade that lasted over an hour and contained more than one-hundred units. The float was designed by the Advertising Department.



Katherine Fanette

of Technology in Beaumont. Katherine, a sophomore home economics major, was crowned at the ATO banquet, April 19. She is a member of the Alpha Chi Omega sorority at Lamar. Mr. Fanette is supervisor of right-of-way and civil drafting in Beaumont.



David Dunlop

David Dunlop, son of Mr. and Mrs. G. W. Dunlop, will graduate as salutatorian of Beaumont High School this month. Mr. Dunlop is our assistant treasurer in Beaumont.

Mr. and Mrs. V. P. Gayle attended the Southwest Region Convention of Sertoma International in Baton Rouge,

April 17-19. Mr. Gayle is governor of the South Texas District of the Sertoma. He is employed by the Company as system sales promotion supervisor in Beaumont.

Mr. and Mrs. Parker Allen spent the latter part of April in Florida. Mr. Allen spent several days attending a Heat Pump Steering Committee Meeting in Tampa. The remainder of the time was spent sight-seeing and visiting friends. Mr. Allen is our manager of residential sales.

—By Mary Schlacher



Mr. and Mrs. Archie V. Browning took a flying vacation to the Dominican Republic last month to visit Mr. Browning's sister and brother-in-law, Mr. and Mrs. Russell E. Strain. While there they visited Ciudad Trujillo and La Vega, returning home by way of Jamaica. Mr. Browning is a serviceman in the Baton Rouge Electric Department.



This Beaumont line crew was called to the corner of Main and Liberty about 8:30 a.m., April 28, to repair fallen distribution lines that had given away after being weakened by lightning the night before.

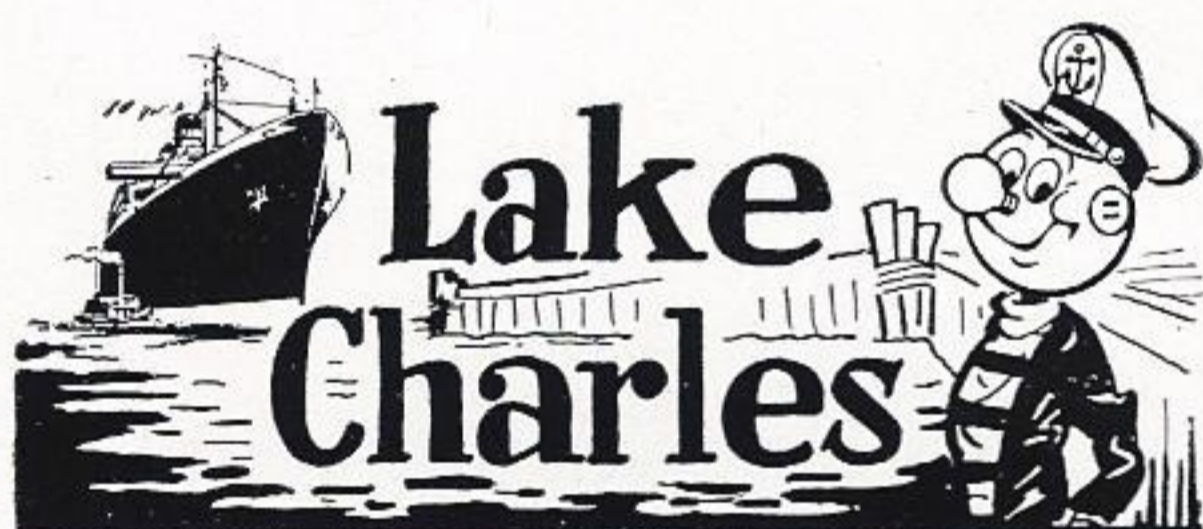
IT'S A PUZZLEMENT



When R. W. Dunham, chief clerk, or A. L. Borne, supervisor of customer accounting, in Port Arthur want Jean or Gene, they may get four answers. Any of the ladies above could answer the call, for they are: Mrs. Gene W. Townsend, Mrs. Gene H. Robbins, Mrs. Jean Andrews and Mrs. Jean Weber, all of the Accounting Department.



Melba Jean Robertson, daughter of Mrs. Lois Robertson of Port Arthur, will graduate May 24 from Southwestern Junior College in Keen, Texas. Mrs. Robertson is employed in our Accounting Department.



LAFAYETTE

Mr. and Mrs. Gus Guilbeau (she is the former Myrl Narans, bookkeeper in the Lafayette Accounting Department) have returned from their wedding trip and now live in Broussard, Louisiana. The Guilbeau's were married April 12 in the Cathedral of St. John the Evangelist. Among the out-of-town wedding guests were Mr. and Mrs. Frank A. LeMire of Beaumont. Mr. LeMire was formerly supervisor of customers' accounts at Lafayette.

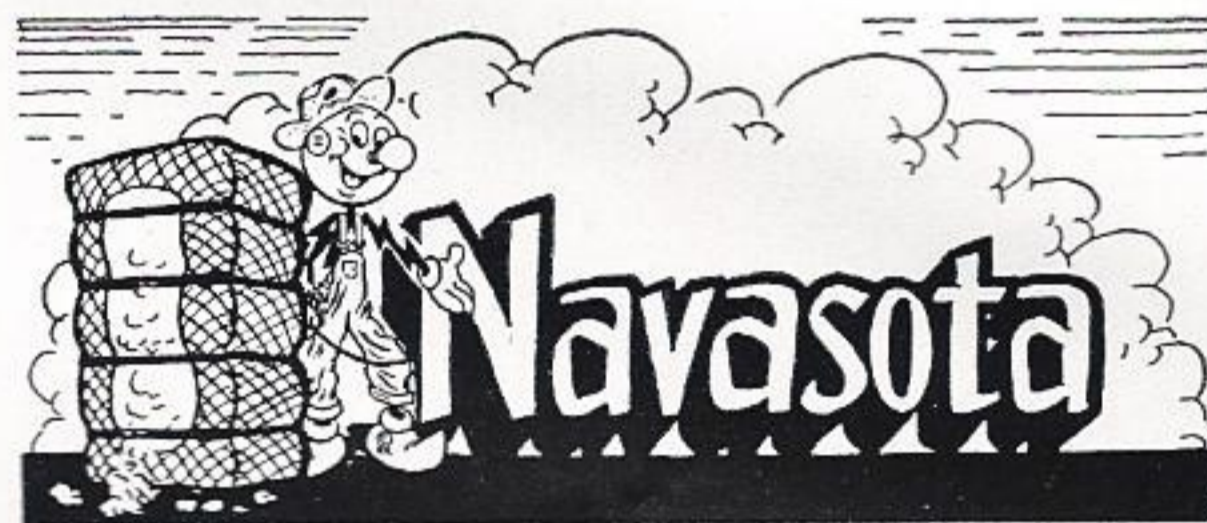
Delores Young, customers' accounting clerk, and Robert J. Mouton were married at St. Anthony's Church, May 10. They will live in St. Louis, Missouri, where Mr. Mouton works with the U. S. Government Civic Service Department.

Mrs. Barbara Denais replaced Delores Young in Customers' Accounting. Barbara, a petite brunette, is the mother of two children, Christina and Stacey. The Denais family live in Youngsville.

Mr. and Mrs. Henry Buckalew spent a weekend with friends in New Orleans recently. "Buck" is a serviceman first class.

Birthday greetings to T. J. Thayer, James Daigle, Whitney Trosclair, Gilbert Broussard, Jim Richardson, Charles Breaux, Ray Robin, Paul Broussard, Alvin St. Julien, Joseph Angelle, J. K. Powell and Hubert Faulk.

—By Cynthia Nolan



D. L. Knight and H. C. Foskett have completed an extension course conducted by the University of Texas in the Maintenance and Repair of All Makes of Automatic Transmissions. Both these men are employed in the Navasota Garage Department as first-class mechanics.

—By Jeannette Sangster

Frank Robinson, commercial sales representative in Cleveland, was elected president of the Cleveland Lions Club at their noon meeting, April 22.



Mr. and Mrs. Ed Hodges announce the birth of a daughter, Lisa Arleen, April 22. Mr. Hodges is Industrial Engineer in the Navasota division and Mrs. Hodges was formerly employed in the Beaumont Main Office.

Mr. and Mrs. Gail W. Richardson announce the birth of their third child and second son, Stephen Hilary, on March 14. Mr. Richardson is employed at Louisiana Station.

Mr. and Mrs. Robert A. Giroir announce the birth of a son, Robert Anthony, Jr., on April 10. Mr. Giroir works in the Production Department at Louisiana Station.

Mr. and Mrs. Hal J. Ridley announce the birth of a daughter, Kirby, April 16. Mr. Ridley is at Neches Station, Beaumont.

Mr. and Mrs. J. N. Scott announce the birth of their son, Douglas Norman, April 16. Mr. Scott is employed at Neches Station, Beaumont.

Mr. and Mrs. Ray E. Deaton announce the birth of a son, Timothy Guerrant, April 14, at the Baton Rouge General Hospital. Mr. Deaton is division engineer in Baton Rouge.

Mr. and Mrs. Earl Broussard announce the birth of a daughter, Paulette Renee', April 17 in Lafayette. Mr. Broussard is a residential sales representative.

Mr. and Mrs. Jeffery Derouen announce the birth of their first child, daughter Roxane, April 22. Mr. Derouen is a meter reader in Lafayette.

Mr. and Mrs. Oray Hernandez are parents of a daughter, Mary Margaret, born April 24. Mr. Hernandez is district serviceman at Abbeville.

Mr. and Mrs. V. J. Olivier are parents of a daughter, Karen Marie, born April 2. Mr. Olivier is a power tester at Lafayette.

Mr. and Mrs. Leroy Boutin, Lafayette, announce the birth of a daughter, Bonnie Marie, April 11. Mr. Boutin is a serviceman first-class.

Sympathy

PLAIN TALKS extends sympathy to Mr. Lamoyne Goodwin whose mother, Mrs. M. B. Wilson, died April 24. Funeral services were held in San Marcos. Mr. Goodwin is district superintendent in Silsbee.

PLAIN TALKS sympathy goes to Gay Braud on the death of his grandmother, Mrs. Sarah Marie Braud. Funeral services were held at St. John the Evangelist Catholic Church in Prairieville. Gay is in our Louisiana Tax Department in Beaumont.

GROWING with Gulf Staters



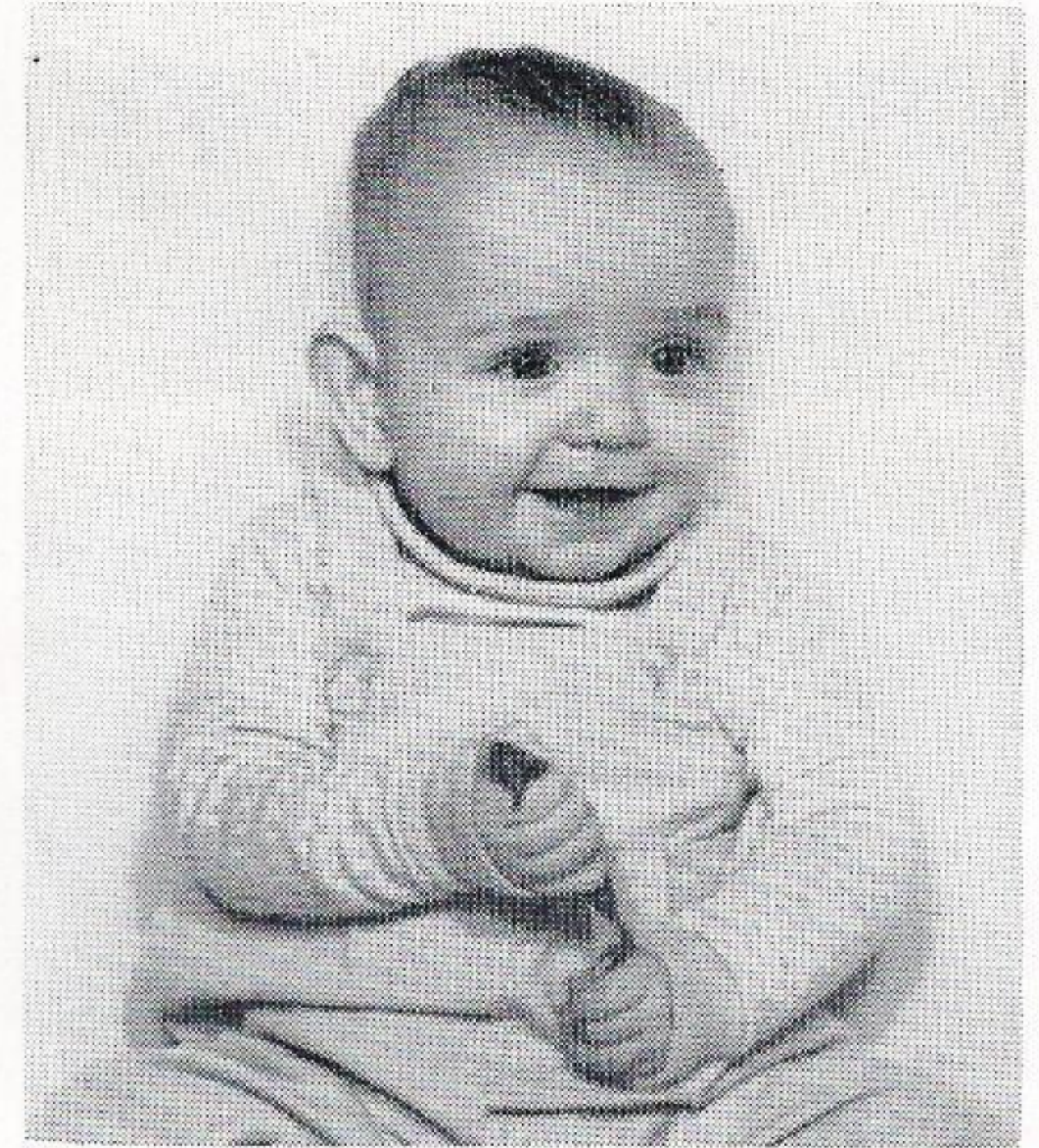
Sitting pretty is Pamela Ann Gayle, daughter of Mr. and Mrs. V. P. Gayle, Jr. of Beaumont. Pamela was nine months old when this shot was made. She is the granddaughter of Mr. and Mrs. V. P. Gayle. Mr. Gayle is our system sales promotion supervisor in Beaumont.



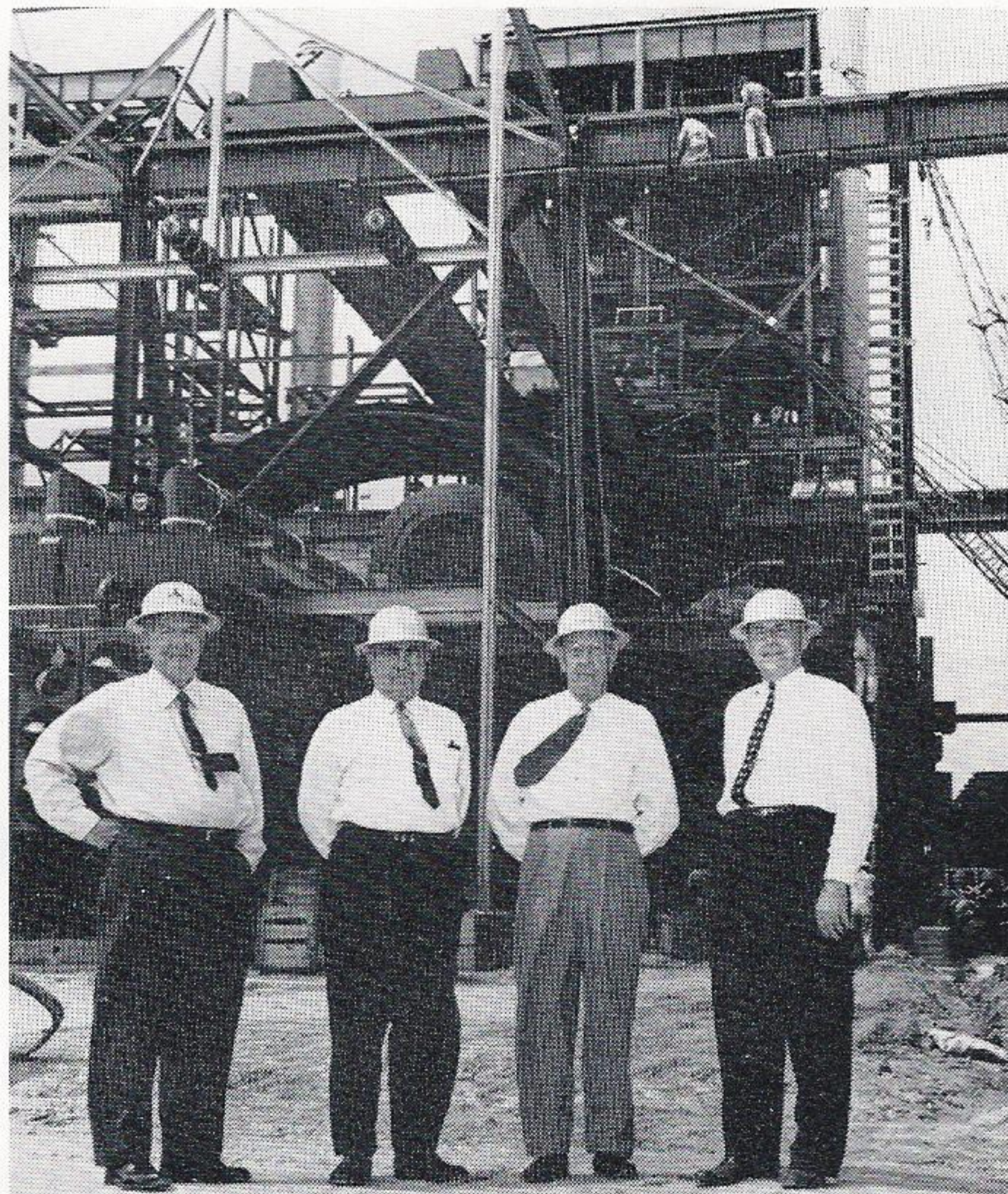
Mark (Cha Cha) Roberts, year-old son of Jeanette Roberts, goes South American with this straw hat. Mrs. Roberts works in our Baton Rouge Electric Department.



Alice Marie, ten, and Nancy Pearl, seven, daughters of Mr. and Mrs. John B. Wiggins, show off their Easter dresses. Mr. Wiggins works in our Louisiana Station in Baton Rouge. Their dog's name is Amos.



Richard Murry Brown, son of Mr. and Mrs. T. E. Brown and grandson of Mr. and Mrs. R. H. Lawton, will be a year old June 5. Mrs. Brown is the former Jean Lawton. Mr. Lawton is plant superintendent at Louisiana Station.



Inspecting construction progress on the new Number one unit at the soon-to-be-completed Roy S. Nelson Station near Lake Charles are, left to right, H. C. Leonard, executive vice-president, Baton Rouge; Ernest Clements of Oberlin, Louisiana, public service commissioner for our district in Louisiana; E. L. Granau, vice-president and manager of the Lake Charles Division; and Alan Hastings, assistant to the president in Beaumont.

First Month's Winners Announced

In Safety Department Contest

Case Number 2

This month's case, worth five dollars to five employee winners is:

"While walking down the stairs, which were wet, I slipped and sprained my ankle."

Send your ideas to Safety Director Frank Jones, Safety Department, Beaumont.



Winners of the \$5 prizes for the first month of the Safety Department's current contest "How Would You Have Avoided This Accident" were:

Ed Hegwood, Beaumont Line Department— "Get help to lift heavy or out of reach objects."

Luther Risher, Lake Charles Store Room—"Use mechanical lifting devices."

Carlton W. Holbrook, Port Arthur Storeroom — "Keep back straight and lift with legs."

Verlyn Thomas, Navasota Storeroom—"Stand on a safety ladder to enable load to be lifted near

middle of body."

M. C. Corkern, Baton Rouge Storeroom— "Heels together and be sure of footing. Don't twist body when handling load."

The National Safety Council says to lift with the legs and not with the back.

Always size up the load first. Get help if you need it. Be sure of your footing and lift with your legs and not your back. Keep your balance—don't twist under strain or jerk the load.

Bull strength isn't enough—you have to apply power where it counts.



Little Shoes, Too, Are Hard To Fill

Just a pair of baby shoes.

Small items, but precious beyond compare to mom and dad, grandmother and grandfather and all who know the wearer. Sometimes the shoes take their owner where they shouldn't. From behind parked cars, out into busy streets and near wheels in the driveway where a driver can't see when backing.

We who wear big shoes and drive big automobiles

know all about the trouble these little shoes can get into. It's up to us to be extra careful when driving, so that someday the little shoes will be outgrown.

If big shoes get too heavy on accelerators, a moment's carelessness can change the little shoes from treasured memories of childish laughter to pitiful echoes of what might have been.

One moment's carelessness. One pair of empty shoes. How many empty lives?

BACK THE ATTACK!