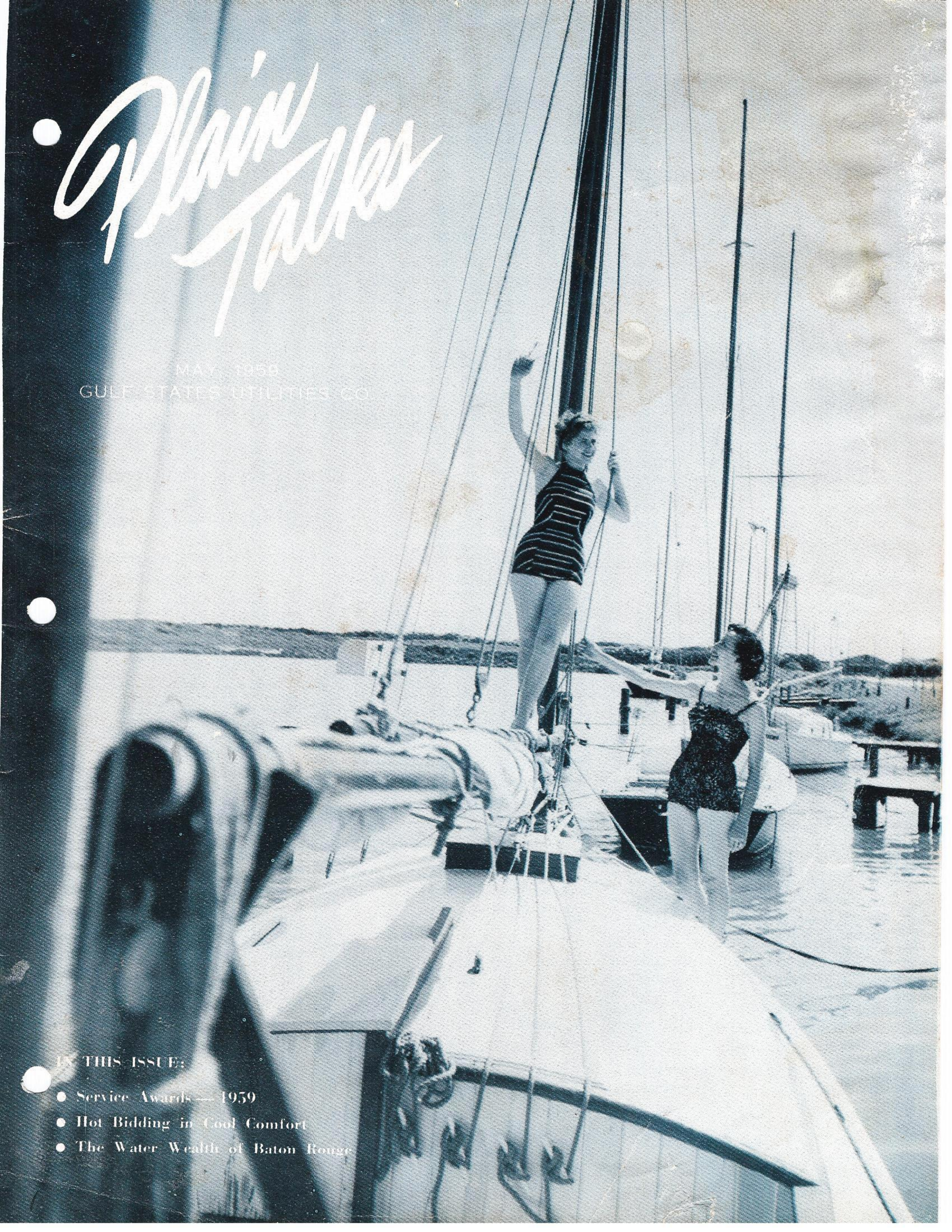


# Main Talks

MAY 1958  
GULF STATES UTILITIES CO.

## IN THIS ISSUE:

- Service Awards — 1959
- Hot Bidding in Cool Comfort
- The Water Wealth of Baton Rouge





# 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 and editor; Jack Stengler, associate editor, Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

## NON-PROFIT; NON-PROGRESS

How in the world can anyone regard the word "profit" with suspicion?

Maybe the old term "profiteer," with its sinister overtones, helped bring on an evolution of misinterpretation by our generation.

Profit or force can be used to get people to produce goods and services. Russia uses force. We use profit. England tried using neither for six years and the result was economic limbo.

Foreigners often say that they are aghast at the profits made by American business. They forget:

1. In our people's capitalistic system, the capitalists are not the few but many millions. One third of American families share in the ownership of land and capital.
2. The size of profit which goes to the investor is small, only a fraction of the gross profits made by industry. The rest goes for taxes or is reinvested.

Only **three per cent** of total personal incomes can be rightfully described as profit.

Profit is the incentive to work hard, take risks and produce, which have characterized Americans since pioneering days.

We prefer the profit "carrot" to the "stick" of force.

PT

## TWO BILLION IN TAXES PAID BY ELECTRIC UTILITIES

Investor-owned electric utilities like ours paid approximately \$2 billion in taxes last year, \$150 million over 1957.

The total equals the amount paid by 48 state governments for unemployment benefits to more than 3½ million unemployed workers during the year, the Wall Street Journal reports.

PT

## TEXAS REA EXPANSION BILL DIES

The Texas House of Representatives has turned down a bill to allow rural electric cooperatives to expand their service after their lines are annexed by growing cities.

## NIGHT BALL AND "UNCLE DOLPH"

The high esteem hundreds of Baton Rougeans in many walks of life, had for the late Rodolph A. Delaroderie, is evidenced by these words penned after his recent death by Bud Montet, sports editor of the Baton Rouge Morning-Advocate:

"'Papa Dolph', as many of us knew him, could spin yarns by the dozen but the one we remember was about the first night baseball game in the city. 'Dolph' and his associates lighted the field by stringing lights down both foul lines. It was a crude effort but when you realize it was done about the turn of the century, it was really a pioneering effort. Possibly it was the first time that night baseball was played anywhere."

Devotion to the community and company he loved were characteristic of Mr. Delaroderie, who worked longer (58 years) for Gulf States and its predecessors than any other employee. He was sadly missed at the Baton Rouge Service Award meeting last week.

—JST

PT

## Someone He Et

The cannibal housewife complained of her husband's foul temper to the witch doctor. "He's grouchy, nasty and unpleasant to our friends. What do you suppose is wrong with him?" She asked.

The witch doctor pondered before replying, "Maybe he's just fed up with people".

## Fire Away!

"It seems to me," said the personnel manager to the wife of a job applicant, "that your husband has been fired from every job he ever held."

"That's right," admitted the loyal wife, "and that proves my Henry's no quitter."



### 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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G. E. RICHARD  
Treasurer

### Our Cover



"Hi, gang, come on aboard. We're having a real, cool time!" seems to be what curvaceous Port Arthur Gulf Staters Margaret Borel and Jean Webber are telling the world. Actually the girls are doing a serious and needed job in the interest of safety — water safety this time. For more of Jean and Margaret, see page three or, better still, visit the Port Arthur office.



# More Kilowatts Are Coming!

## *Willow Glen Rises*

*Steadily; 162,000 kw*

## *Turbine Arrives*

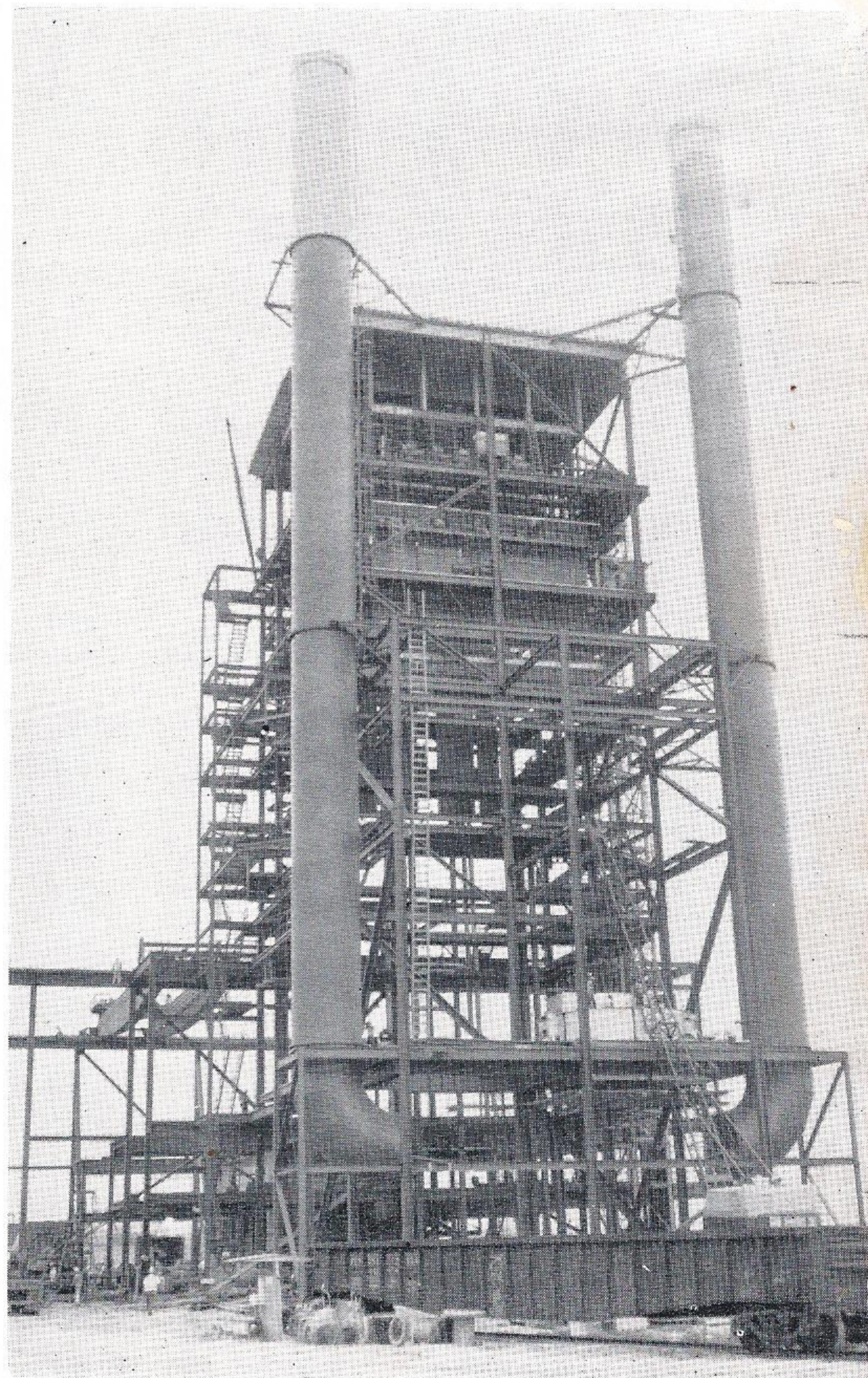
A 216-ton giant arrived at Willow Glen Power Station, south of Baton Rouge, last month. It was securely bound on its special 32-wheel railroad car.

Hundreds of men are working to build a home from which the big unit can pour its power into our transmission and distribution lines to serve the thousands of homes, farms, businesses and industries in the fast-growing area between Baton Rouge and Sorrento. The unit is scheduled to begin operating in 1960.

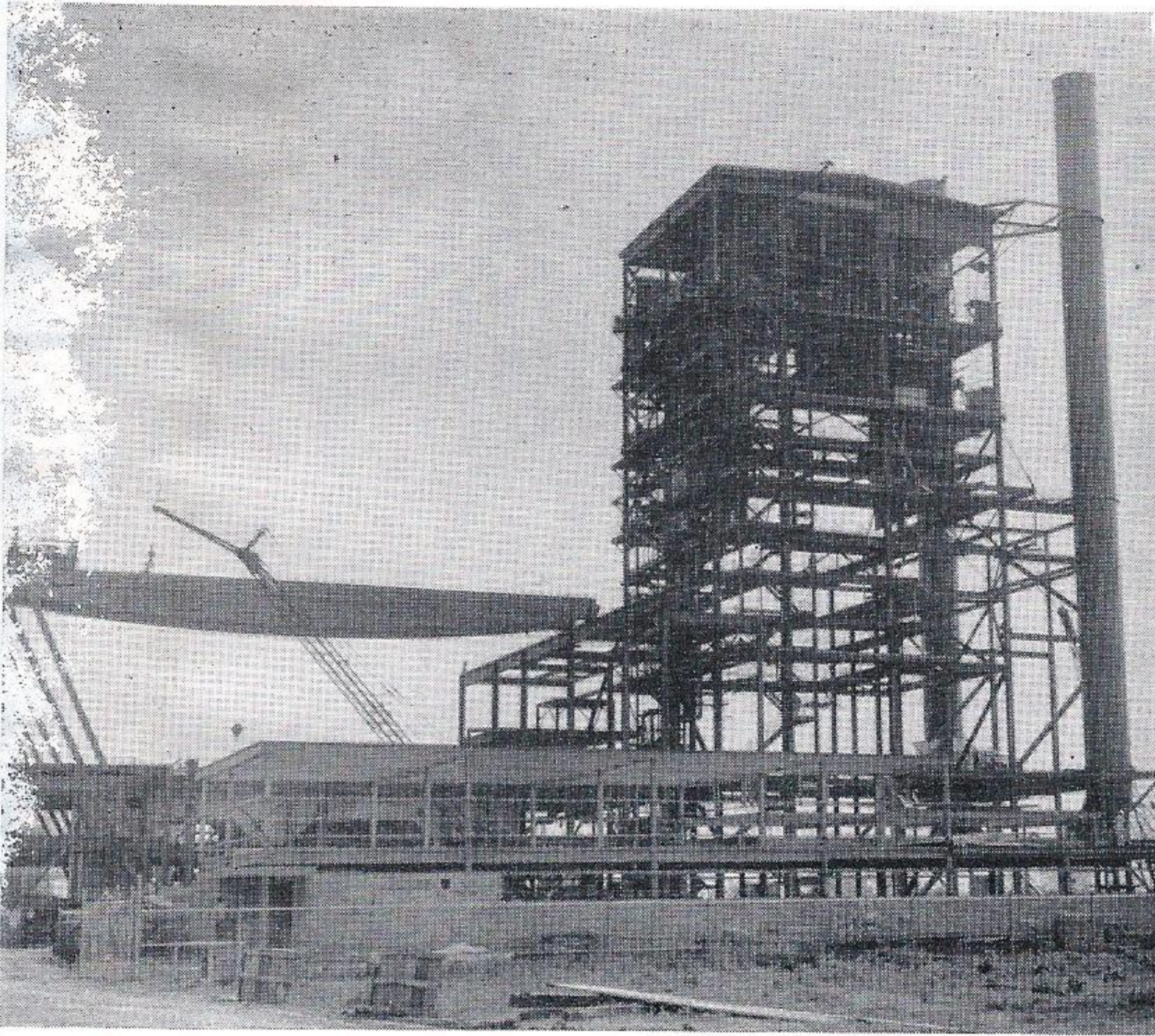
Like Gulliver, in Jonathan Swift's book, this 162,000 kilowatt turbo-electric generator is sleeping, waiting for workmen to finish assembling all the component parts necessary to awaken it to sing its song of power.

Construction is progressing on schedule and, at the end of April, 320 car loads of material and equipment had been received and used during the first year of building. Over 700 pilings, averaging 100 feet in length, were driven for foundations of the generator, boiler, water plant and substation.

At the first of this month, 85 per cent of the structural steel construction was complete for Number 1 unit; 18 per cent of the boiler was ready; stacks, fuel-oil tanks and water tanks were complete; the main condenser shell was in place and its joints were being welded; circulating water piping was 75 per cent in place; 33 per cent of the shop and office building was up; river front work was 30 per cent done; piping and hydrants for the



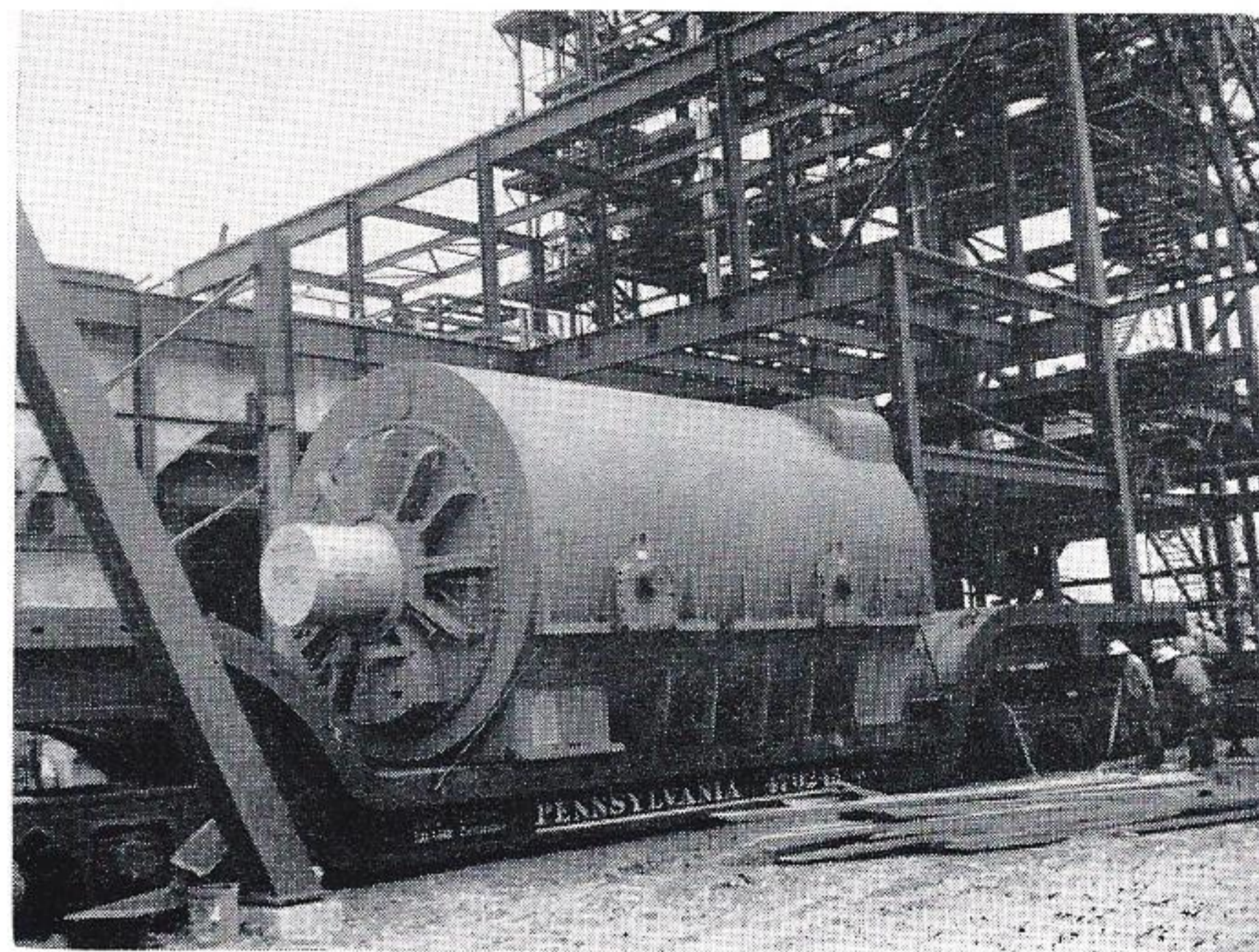




The Louisiana sky forms a background for the web of steel and machinery that form the skeleton of Willow Glen Power Station, south of Baton Rouge. In the foreground is the partially completed office building.

underground fire protection system were 85 per cent installed and the same amount of subterranean electrical duct-work was ready.

The turbo-generator, which arrived, April 28, from Pittsburgh, Pennsylvania, traveled approximately 1,200 miles in 22 days, averaging about 55 miles per day, at 25 miles-per-hour on the straight-aways and 15 miles-per-hour on curves. It traveled during the daylight hours only. It is 324 inches long and 150 inches in diameter.



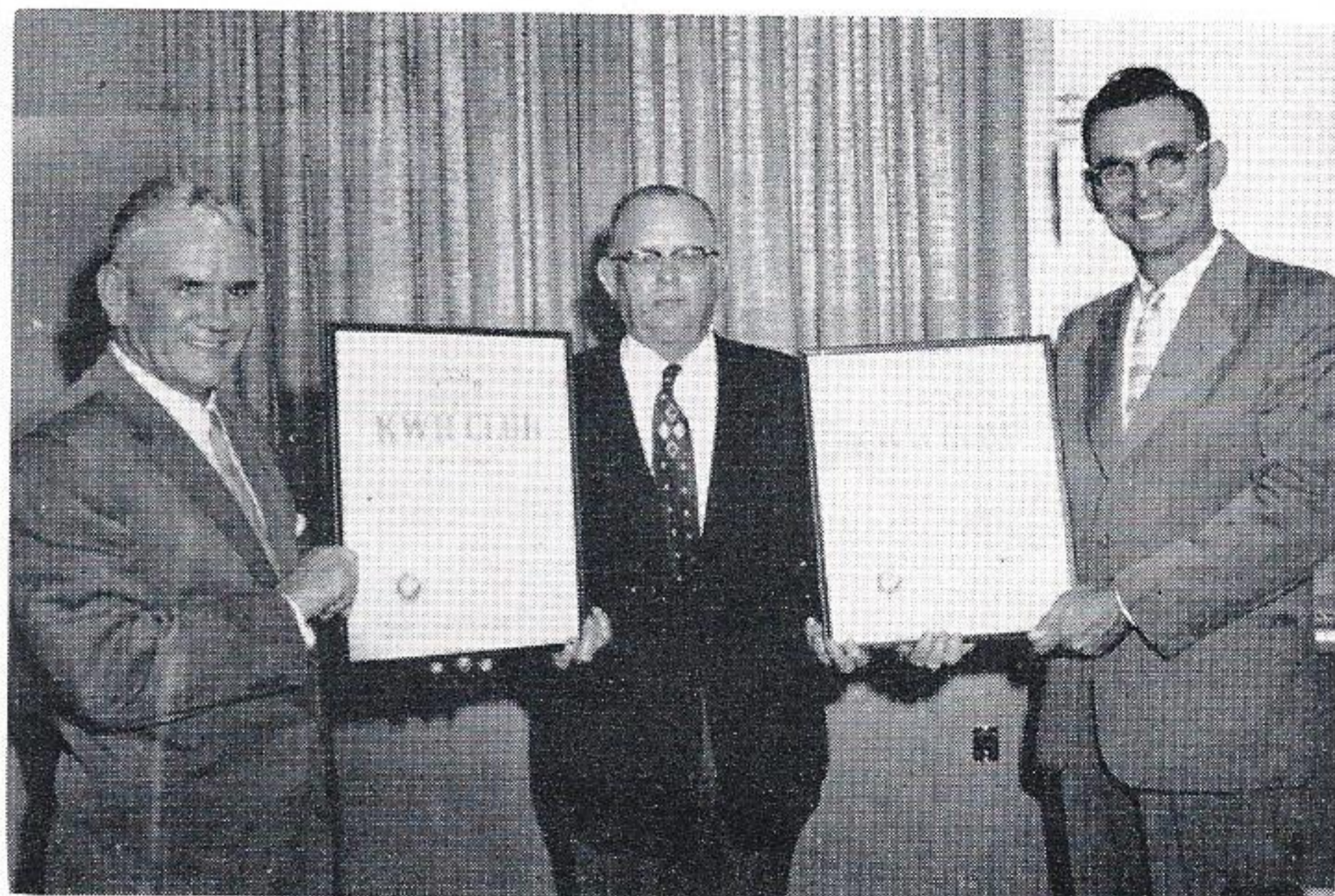
Resembling a sleeping giant, the 162,000 kilowatt turbo-generator is ready to be hoisted into place on the turbine floor.

## Congratulations !

# Three Baton Rouge Districts Join New Kilowatthour Clubs



Reddy is busier than ever in Baton Rouge, as shown by these three Kilowatthour Club awards being presented at a recent Department Heads Meeting. E. L. Robinson, vice-president and general sales manager, presents a 3000 kilowatthour award to J. W. Lamm, local superintendent of the Eastern District, as L. C. Christian, Baton Rouge district superintendent, looks on. At right, H. E. Brown, Baton Rouge



division manager, presents citations to R. M. Andrews, residential sales superintendent, signifying that the Baton Rouge District has joined the 3500 kilowatthour Club. C. A. Glover, local superintendent, accepts the Southern District Award for becoming a member of the 2500 kilowatthour Club.



# Swim . . . but Stay Alive



Horseplay has no place around a swimming pool. The slippery concrete or tile make even running dangerous. Shown here by Port Arthur stenographers Margaret Borel and Jean Webber.

When Summer comes, America's favorite sport is "beating the heat".

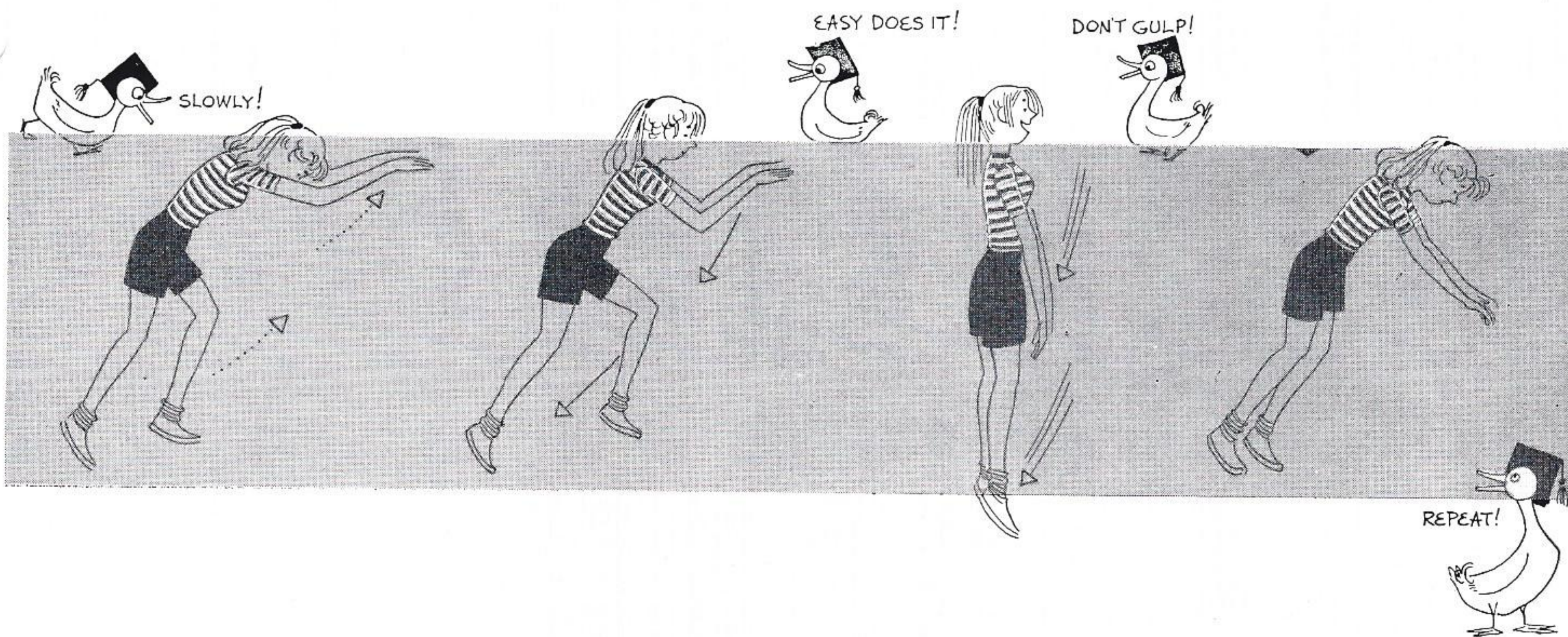
Next to air-conditioning, perhaps the most popular method of heat beating is swimming. Swimming is fun, an excellent physical conditioning sport — and does keep us cool. Unfortunately it has its hazards, as evidenced by the fact that experts predict 7,000 persons will drown this year.

Safety, it seems, needs to go swimming with us.

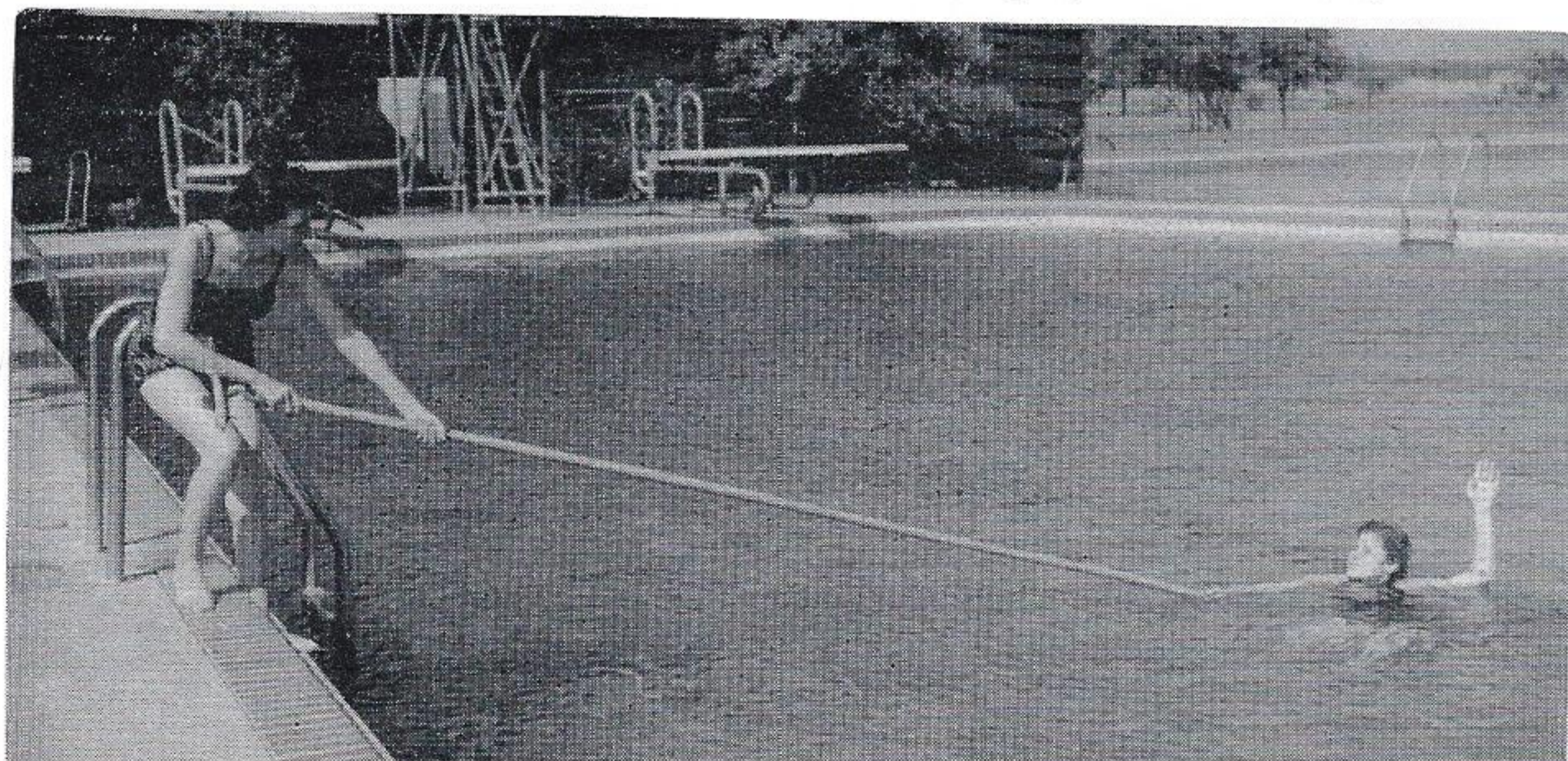
About 40 per cent of those who will travel to the water this summer will be beach flowers, splashers, waders, and dunkers, unable to swim a stroke. Of those who can swim, a surprisingly small per cent will have any clear idea of how to save their own lives or the lives of others.

Here are some common sense safety rules about swimming:

1. If you can't swim, don't venture into deep water on water wings or preservers.
2. Watch children at all times when they're in the water.
3. No one, adult or child, should swim alone.
4. Remember, your muscles aren't



When someone is in trouble, you may be able to help them, even though you're a non-swimmer. Use anything handy which reaches the victim, have him grasp it, then haul him in.

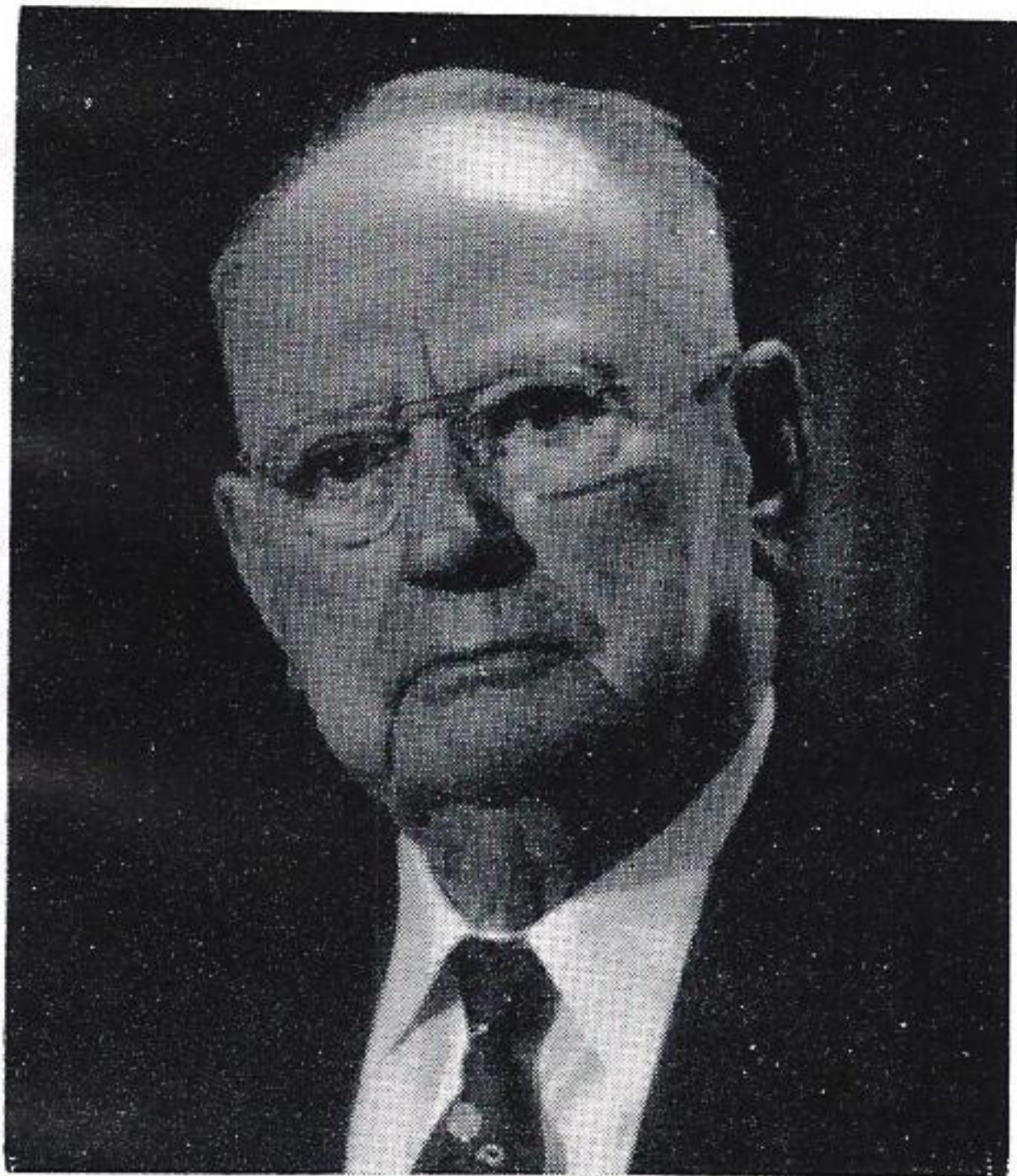


in shape, so take it easy on the first outing.

In addition to these rules, you can help "drown-proof" yourself and family by using their heads and this method, shown on this page. Even non-swimmers have stayed afloat for 45 minutes by using their head and this method.

Two Reading Rack books soon available are *How to Drown-proof Your Family* and *Sink or Swim*. From them you can learn how to have fun in the





R. A. Delaroderie

## Delaroderie Services Held In Baton Rouge

Funeral services were held for R. A. (Dolph) Delaroderie at the Sacred Heart Catholic Church in Baton Rouge, April 21. Burial was in Roselawn Memorial Park.

Mr. Delaroderie retired from our Company in 1953, after 58 years service, and was 85 years old at the time of his death. His was the longest continuous service record with our Company and its predecessors.

A native of Baton Rouge, he saw it grow from a small town and was known for his stories of the early days. He started in 1895 with the Capital Railway & Light Company as an oiler. Later he was named head of the transportation department and was claim adjuster in Baton Rouge for our Company when he retired.

He is survived by three sons, L. E., A. G. and R. A. Jr.; a daughter, Mrs. C. P. Walters, all of Baton Rouge; eight grandchildren and ten great-grandchildren.

His son, A. G., is a veteran Gulf Stater in the Baton Rouge Garage Department and son-in-law, C. P. Walters is employed at Louisiana Station.

## Mr. Kirkwood Dies, April 21, In Lake Charles

Homer Kirkwood, 71, an employee of 42 years before his retirement in 1957, was buried in the Graceland Cemetery in Lake Charles, April 23.

Mr. Kirkwood, a life-long Lake Charles area resident, died in St. Patrick's Hospital, April 21.

He was a member of the First Baptist Church, and had been on the Calcasieu Selective Service Board since its organization. He was a member of the Salvation Army's executive board and was a past president of the Rotary Club.

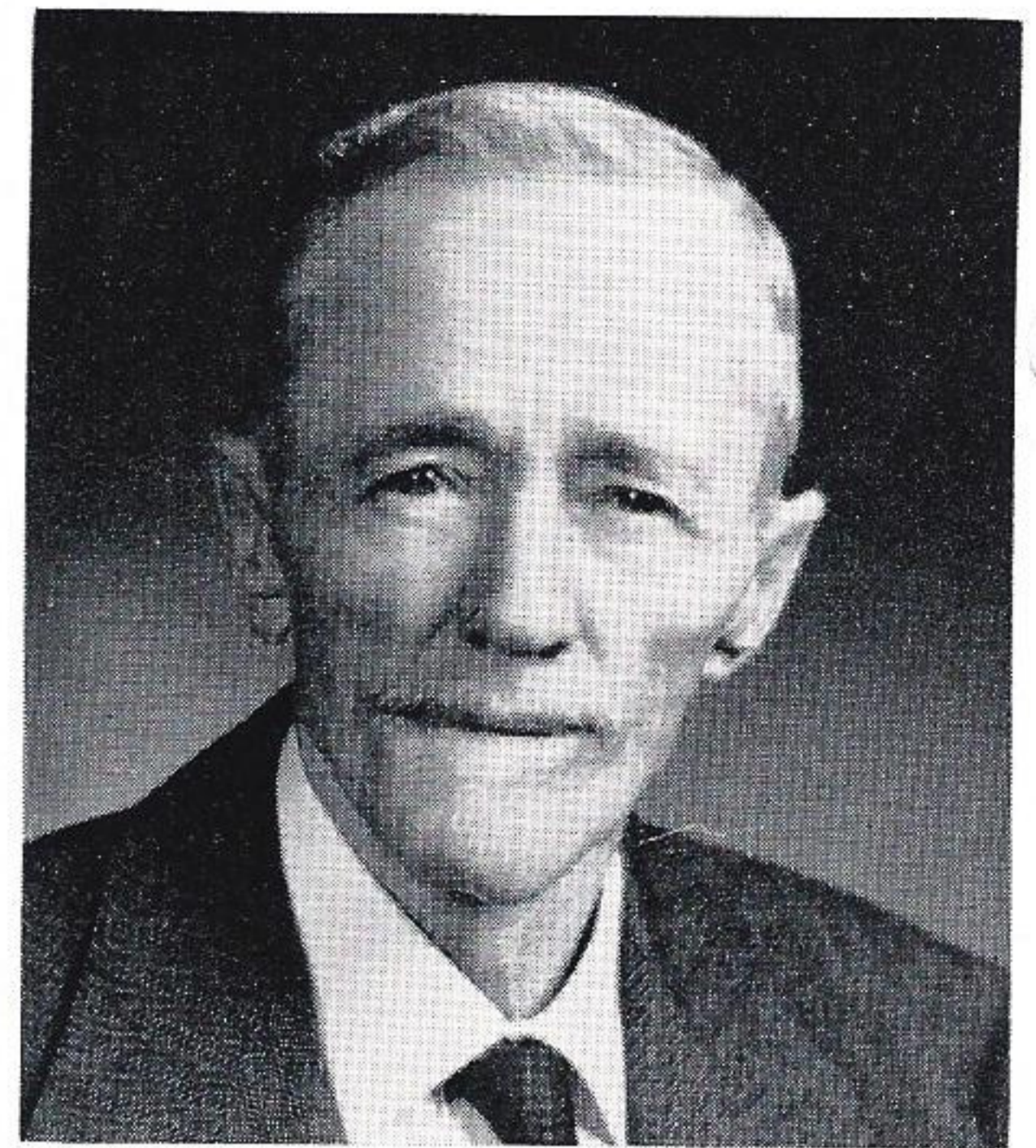
Mr. Kirkwood is survived by his wife, Edith; one daughter, Eileen Kirkwood, a student of Louisiana State University; and three sisters, Mrs. Bertha K. Knox of Lake Charles, Mrs. Gordon P. Lake of Washington State, and Mrs. Charles S. Miller of Washington D. C.

## Services Held For Mrs. Dorothy Futch In Beaumont

Funeral services were held in Beaumont for Mrs. Dorothy Fite Futch, April 20.

Mrs. Futch, an employee in our Beaumont Sales Department, died April 18, in Beaumont's Hotel Dieu Hospital after an illness of several months. She had 32 years service with the Company.

Survivors include her mother, Mrs. Mae Fite, Beaumont; a nephew, Brian C. Sumerall, Beaumont; one uncle, Frank Cadenhead of Carrizo Springs, Texas; and three aunts, Mrs. Ellis McKennon, Atlanta, Texas, Mrs. Millie Angel and Mrs. J. C. Carnathan, both of Palestine, Texas.



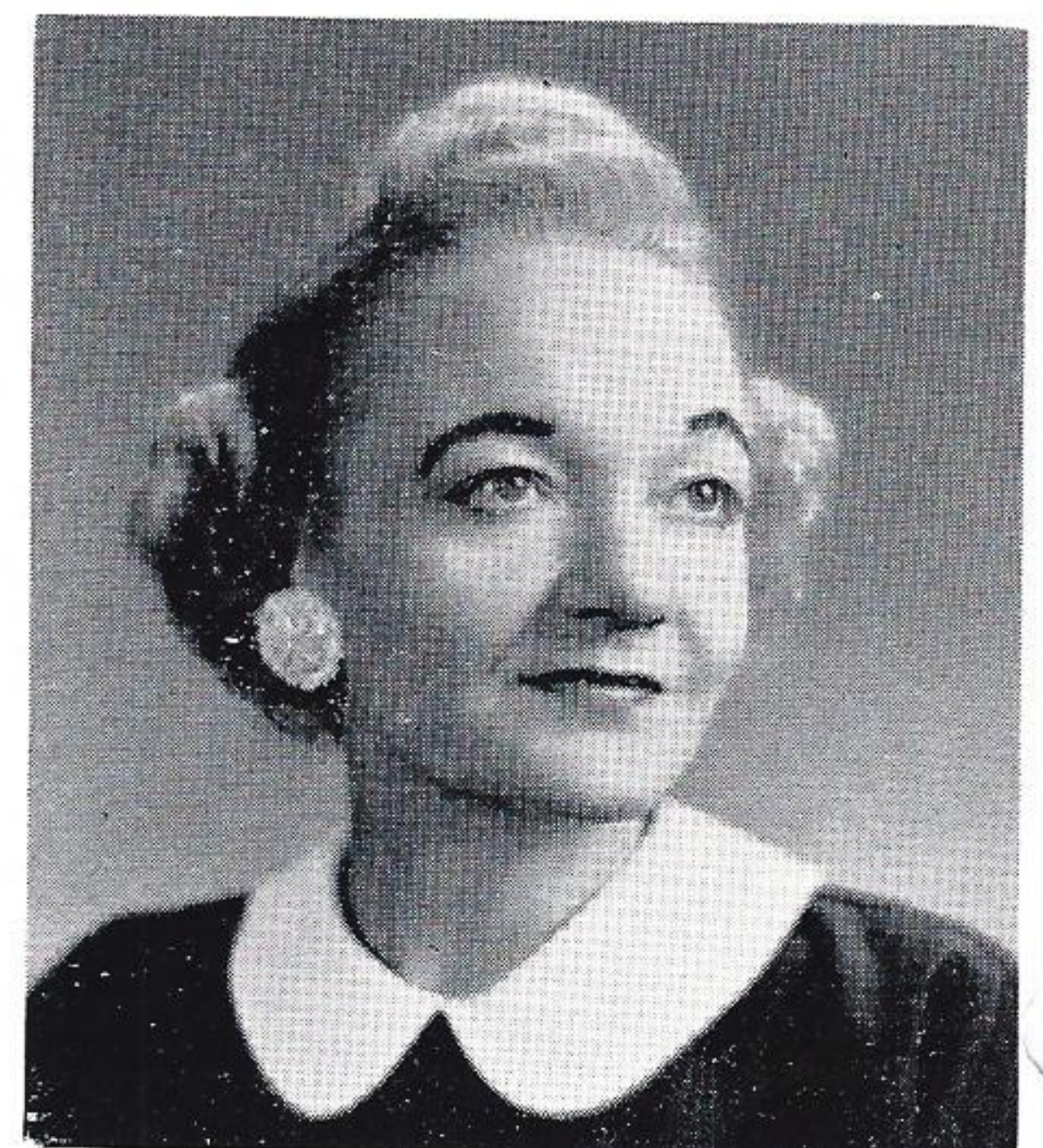
C. L. Potter

## C. L. Potter Dies In Beaumont

Funeral services were held for C. L. Potter, May 2, in Beaumont. Mr. Potter, Beaumont T & D Department, was a native of Smithville, Tennessee, but had lived in Beaumont for 50 years. He had been an employee of the Company for 30 years.

He was 63 years old when he died at home, at 2850 Magnolia, April 30, after an illness of four months.

Mr. Potter is survived by his wife, Florence, of Beaumont; one daughter, Mrs. T. Paul Harper, of Casper, Wyoming; two sons, Claude Lee Jr., of Dallas, and Ralph A., of Oak Ridge Tennessee; two brothers, Joe W., of Las Vegas, Nevada, and S. R., of Orange; and eight grandchildren.



Mrs. Dorothy Futch



# Ruby Ray Ridley Retires June 1, In Beaumont

Ruby Ray Ridley, Beaumont General Accounting Department, will retire, June 1, after 36 years of service.

A native Beaumont, Miss Ridley began her career with the Company as a billing clerk in Beaumont. She progressed through various clerk classifications — utility, general, stock, information — and was classified as stenographer and clerk in the Production Department in 1936.

She became a clerk in the General Accounting Department in 1957, the position she held at the time of her retirement.

Ruby Ray is also a director of the Benevolent Association, in Beaumont,



Ruby Ray Ridley

and is assistant treasurer for the Credit Union.

She attended both grammar school and high school in Beaumont and furthered her education by attending night school.

Prior to her employment with our Company, Miss Ridley worked for another Beaumont utility and the Pace Piano Company.

# Three Divisions Promote Five To Foremen

Five men were promoted to foremen in the Baton Rouge, Beaumont and Lake Charles T & D Departments, effective April 16.

In Baton Rouge, F. E. Doughty, E. J. Sanchez, and W. P. Tucker were promoted to utility foremen. J. E. Savoy, Beaumont, was advanced to substation foreman and M. D. Byrd was promoted to utility foreman in Lake Charles.

### Mr. Doughty

Mr. Doughty, a native of Utility, Louisiana, began working for the Company in 1948, in the Baton Rouge T & D Department. He advanced through several T & D Department classifications until 1958, when he was promoted to relayman first-class, the position he held at the time of his promotion.

### Mr. Sanchez

Mr. Sanchez came to work for the Company in 1948, in the Baton Rouge T & D Department. A native of Sunshine, Louisiana, he progressed through classifications in the Substation Department and was a first-class substation mechanic at the time of his promotion.

### Mr. Tucker

Born in Covington, Louisiana, Mr. Tucker came to work for our Company in Baton Rouge as a substation operator in 1946. He was made a communications serviceman third-class in 1947 and since then, has advanced steadily, becoming a relayman first-class in 1956, the position he held at the time of his promotion.

### Mr. Savoy

In 1945, Mr. Savoy came to work for the Company in the Beaumont T & D Department. He moved through substation jobs, until 1950, when he was promoted to substation mechanic first-class, the position he held at the time of his promotion.

### Mr. Byrd

Mr. Byrd began his service with the Company in Lake Charles in the T & D Department, in 1946. He advanced through the lineman classifications until he was made lineman first-class in 1951.



The following employees were promoted during the month of March.

Town	Name	Promoted to:
Beaumont	E. C. Van Eman	Lineman 3rd class
Beaumont	J. C. Lusk	Lineman 1st class
Beaumont	P. A. Wagner	Engineering Assistant
Beaumont	B. E. Harland	Engineering Assistant
Beaumont	J. W. Bogue	Engineering Assistant
Beaumont	R. E. Cunningham	Engineering Assistant
Beaumont	C. A. Collier	Draftsman
Beaumont	Leslie Ogden	Stenographer, Senior
Beaumont	Helen Clark	Stenographer, Senior
Beaumont	Jeanette LeBlanc	Stenographer, Senior
Navasota	Reginald Sydow	Lineman 3rd class
Baton Rouge	J. W. Gross	Apprentice—Gas Dept.
Baton Rouge	R. L. Robertson	Lineman 3rd class
Baton Rouge	F. J. Percele	Lineman 2nd class
Baton Rouge	W. E. Roseman	Serviceman 3rd class
Baton Rouge	V. J. Misuraca	Engineering Assistant
Port Allen	P. D. Gascon	Lineman 3rd class
Lake Charles	J. M. Manuel	Lineman 4th class
Lake Charles	G. L. Trahan	Substation Mechanic 3rd class
Lake Charles	N. W. Dickerson	Serviceman 3rd class
Lake Charles	W. A. Dotson	Engineering Assistant
Lafayette	A. J. Hernandez	Lineman 4th class
Lafayette	P. T. LaPoint	Engineering Assistant
Lafayette	E. J. Broussard	Residential Sales Rep., Sr.





E. H. Pintsch, tax and insurance agent, Ruby Ray Ridley, accounting clerk, and R. W. Landers, supervisor of employee welfare records, all of Beaumont, count the ballots which resulted in adoption of the new medical plan.

## Employees Adopt New Major Medical Plan

Employees have voted for the dissolution of the Benevolent Association and the adoption of the Major Medical Plan.

The new plan, which was discussed in last month's issue, became effective May 1. Claim forms and instructions will be available soon. Certificates of insurance will also be issued when they become available.

According to the Board of Directors of the association, voting was as follows:

For dissolution of the Benevolent Association

YES 2326

NO 248

For acceptance of the Major Medical Plan

YES 2283

NO 224

The new plan has now been made available to retired employees who have the Blue Cross - Blue Shield basic plan. Eligible annuitants and their dependents, who accept on or before May 25, will be covered effective June 1.

Eligible active employees who did not accept the Major Medical Plan, have been offered another opportunity to sign up for the additional coverage. If they accept on or before May 25, their coverage is effective June 1.

## Advertising Department Wins Four International Awards

Four awards for excellence in advertising were won, in competition with public utility companies throughout the United States and Canada, by our Company in the annual "Better Copy Contest," sponsored by the Public Utility Advertising Association. The awards were accepted by Kenneth Sutton, director of advertising, Beaumont, at the annual PUAAs meeting in Dallas last week.

The advertisements were prepared under the direct supervision of Joe DeJean, supervisor of advertising. There were more than 2,000 entries in the contest, and only five companies achieved the distinction of being four-time winners.

The awards were a first place for outdoor advertising, second places for car-card and window display, and third place for best newspaper ad selling electricity in competition with companies having 150,000 to 400,000 customers.



Showing the four national awards of excellence won by the Advertising Department are, front row, left to right, Charlotte LeVois and H. A. Campbell, commercial artists; D. L. Hall and A. A. Young, writers; Marion Rollins and Jeanette LeBlanc, stenographers. J. E. DeJean, supervisor of advertising; Kenneth Sutton, director of advertising; and H. R. Mathews, supervisor of advertising production and records, are in background. All are in the Advertising Department, Beaumont.



# Baton Rouge Builds On Abundant Water

By EMMET M. COLLINS

Highway 190 knives eastward away from Texas, slicing across the table-flat landscape of Southern Louisiana.

It skirts the steep, Cajun land of Evangeline, arrows through the spongy green Atchafalaya Swamp and comes to the city that 300 billion gallons of water per day is building into an industrial metropolis.

A bridge stained red by drifting bauxite ore leads one over the Mississippi River into Baton Rouge, La. Here four decades ago, was a quiet, shady "sleepy hollow" town of Southern charm.

Now the city is flexing its triceps in a daring challenge to Houston as well as the entire South.

Busting Baton Rouge is the home of the LSU national football champions and the gravesite of the assassinated Huey (Kingfish) Long.

Wheeling new cars through the crowded streets are among the highest paid industrial workers in the nation. They make more than workers in Detroit and Lansing, Mich.

**THIS DINNER-PAIL CITY** has come into its own and is now the northern hub of one of the newest and most dynamic industrial and petrochemical complexes in the United States.

The stacks and tanks of this complex rise just up the river from Baton Rouge. More and more plants are scattered 132 miles southward along the banks of the Mississippi River to New Orleans and on toward the Gulf of Mexico.

Since World War II over \$2 Billion has been invested in new plants and additions in Louisiana. More than \$1 Billion has been pumped into facilities on the banks of the river. For Louisianians, the potential—the future—has a limitless, money-hued glow.

Plantation lands and decaying pillared mansions of an old landed aristocracy are vanishing beneath the tanks, coils and steel towers of polyethylene, synthetic rubber, styrene and alumina plants.

**HOUSTONIANS**, who have driven through this area, return with mingled emotions of awe and growing concern. They know that there are big firms that had considered coming to Houston but constructed their plants on the banks of the Mississippi River instead. Will this be the trend of the future, some have wondered.

Water—industrial water—has been the big drawing card. It is the common denominator in surveying the attractions in this area for industry.

This is the view held by the author of

an article in Business Week. After observing the plants in the Baton Rouge-New Orleans area, he wrote:

**"MOST OF THE RAW** material-oriented plants could have found petroleum refineries, natural gas or salt elsewhere—in Texas, say. There they could have access to inland waterways, although a bit more distant. And the climate would be as attractive.

"The answer, in most cases, is water. Every day . . . it flows past Baton Rouge, ideally cool for industry's cooling requirements and at a volume sufficient to absorb quantities of contaminants without hurting anyone below. Ground water is easy to drill for—without going through rocks, you find it at 500 to 2,500 feet—and pure enough to be used for chemical processing. To industry, this water picture made the difference."

When one considers that nine major chemical plants have completed new installations in the area since 1956, the argument about water gathers weight and extreme importance.

**HERMAN BROWN**, president of Brown & Root, Inc., has commented that Houston has lost a lot of possible industrial development to New Orleans and Baton Rouge because of the uncertainty of a future supply of industrial water.

Mayor Lewis Cutrer has used this argument in his bid to get reservoirs constructed on the Trinity River to assure future growth of the vast concentric areas stretching out from Houston.

"Have you been over to Baton Rouge?"

asked a Houston utility official. "Have you seen it? Well, it's something. It makes you wonder."

Baton Rouge knows its big advantage to lure industry is water.

A publication circulated by the Baton Rouge Chamber of Commerce carried an article entitled "Our Number 1 Asset, H<sub>2</sub>O."

While Houston and Dallas and the Trinity River Authority wage a curious internecine battle over who's going to control the Trinity, more than 300 billion gallons of water daily flow past the front door of both Baton Rouge and New Orleans.

**WATER IS NOT ALL** that this area offers, of course. The availability of sites and a 10-year ad valorem tax write-off are fine incentives for Louisiana to use in attracting industry.

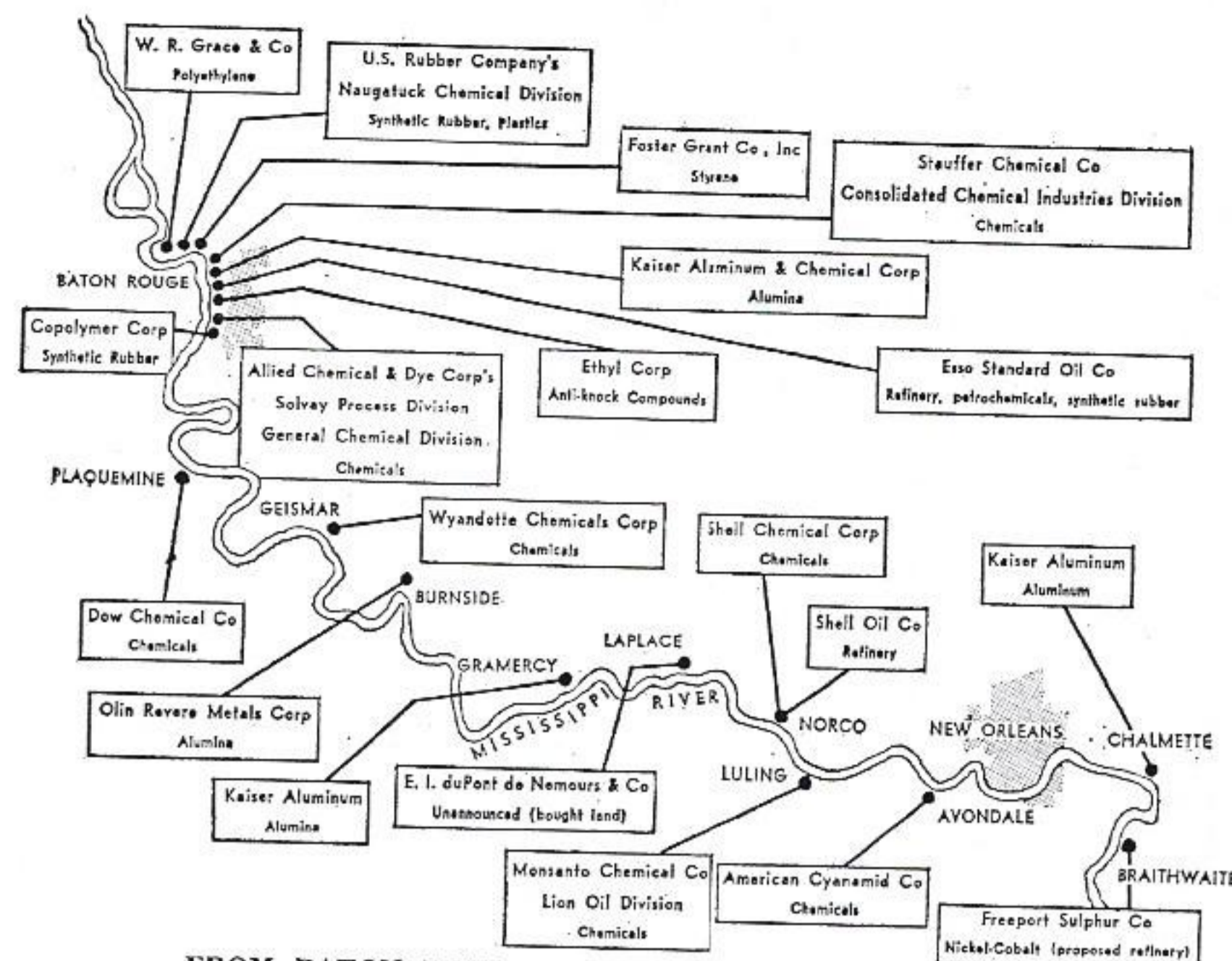
H. E. Luedieke, editor of the Journal of Commerce, had this to say:

"Perhaps nowhere in the United States can there be found finer industrial on-water sites than the 100-mile strip on both banks of the Mississippi between New Orleans and Baton Rouge. These sites are particularly suited for the operations of the petro-chemical industry with its tremendous needs of process water and water for barge and ocean vessel equipment."

Industrial expansion has been active along the river since 1945, but a big surge has come since 1956.

Since that time, Crown Zellerbach Corp has completed the Saint Francisville

See LOUISIANA on Page 8



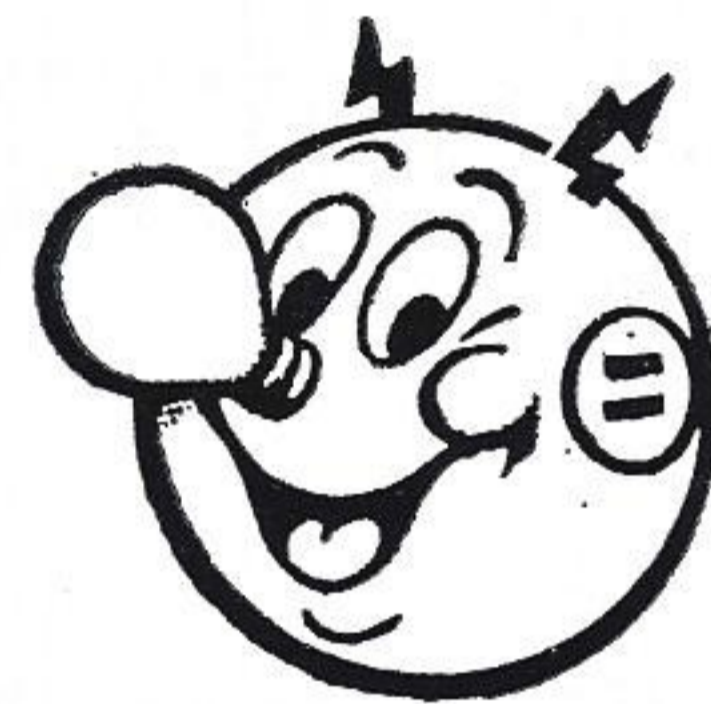
FROM BATON ROUGE TO NEW ORLEANS—INDUSTRY Note Plants and Potential Sites on 132-Mile Long Riverfront

—Post Map By Bud Bentley



Collins

Baton Rouge and its OLD MAN RIVER



## JUST KEEP ROLLING ALONG

A HOUSTONIAN recently cast an envious eye, figuratively, at burgeoning Baton Rouge and the 132 mile stretch on both sides of the Mississippi River between Louisiana's capital and New Orleans.

The Texan, Emmet Collins, writes for the widely circulated Houston Post newspaper. In the Sunday, May 3, edition of the Post, his 3,000 well-chosen words, three aerial views of industrial Baton Rouge and the map above, painted a glowing picture of the future of this area, thanks to the 300 billion gallons of water contributed generously by Old Man River.

Here are some excerpts from his article (and remember this is a Texan talking about Louisiana!)

"Since World War II . . . more than

\$1 billion has been pumped into facilities on the banks of the river. For (these) Louisianians . . . the future has a limitless money-hued glow."

" . . . the City (Baton Rouge) is flexing its triceps in a daring challenge to Houston as well as the entire South."

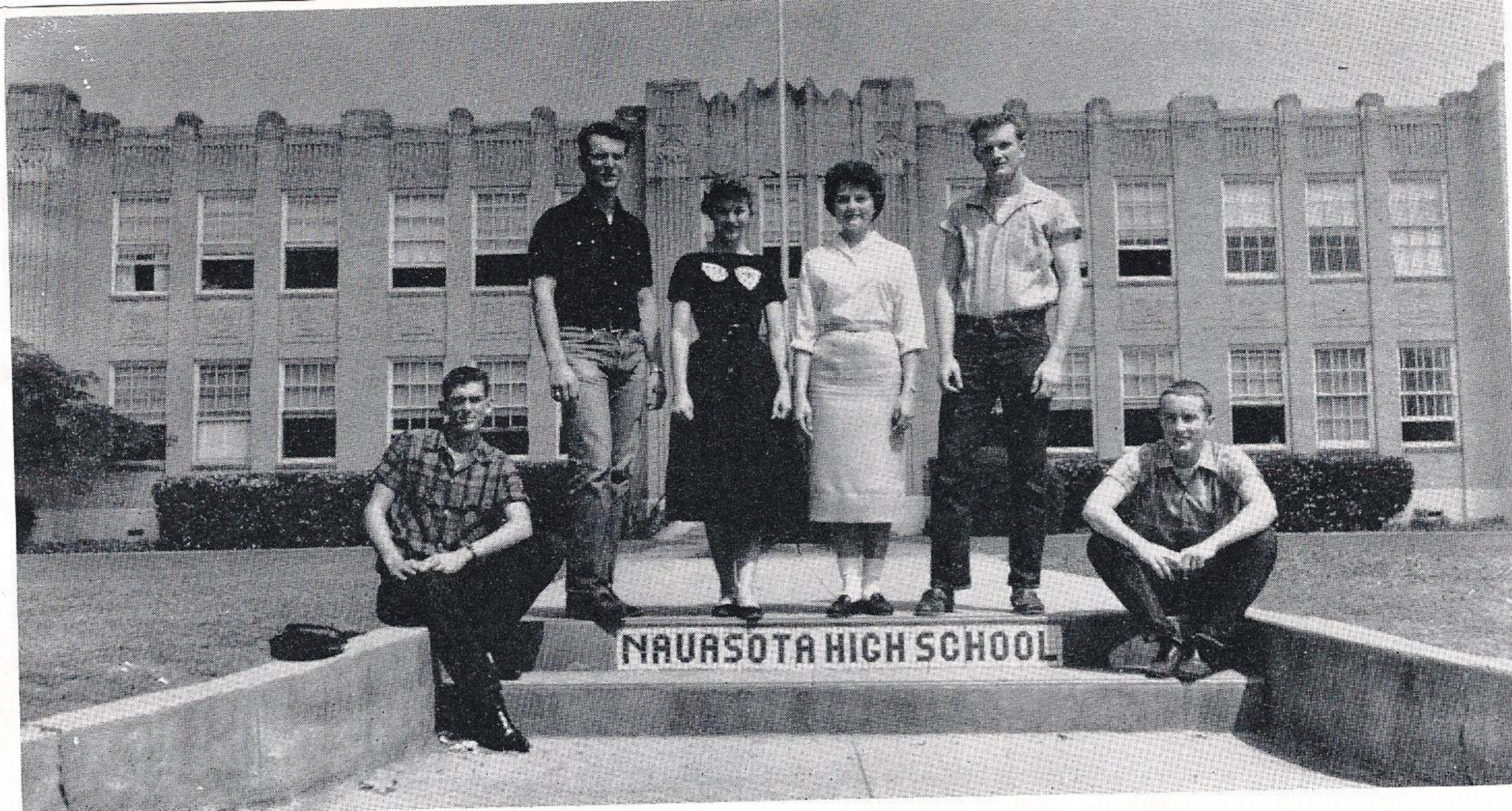
"Most of the raw material-oriented plants could have found petroleum refineries, natural gas or salt elsewhere . . . the answer, in most cases, is water. Every day . . . it flows past Baton Rouge, ideally cool for industry's cooling requirements and at a volume sufficient to absorb quantities of con-

taminants without hurting anyone below. Ground water is easy to drill for . . . and pure enough to be used for chemical processing. To industry, this water picture made the difference."

"Have you been over to Baton Rouge?" asked a Houston utility official. "Have you seen it? Well, it's something. It makes you wonder."

The old folk song, "River Stay Away from My Door," wouldn't sell nowadays in Baton Rouge. Folks there know the mighty Mississippi is the key to future growth. And they're working as a team trying to make that growth as smooth, as orderly and as certain as the river that flows relentlessly past their door on the way to the Gulf of Mexico.





*Six Navasota GSU-ers have . . .*

# *A Right to Be Proud*

**G**RADUATION time is almost here, and high school students throughout our Service Area are preparing to enter college or begin a career.

Navasota employees have a right to be enthusiastic about graduation. Over ten per cent of the 59 member graduating class of Navasota High School are children of Gulf Staters.

They are: Betty Seigler, daughter of A. M. Seigler, line foreman; Nancy Scott, daughter of L. W. Scott, T. & D. Department; David Doan, son of D. M. Doan, garage foreman; William Foskett, son of H. C. Foskett, Garage Department; Bobby Knight, son of D. L. Knight, Garage Department and Gerald Dean Patterson, son of Lewis Patterson, T. & D. Department.

Betty Seigler

**Betty Seigler** is a vivacious brunette who never seems to stand still. She was Homecoming Queen, Senior Class Favorite, Secretary of the Senior Class, vice-president of the band and a beauty nominee. She has also been a member of the Future Homemakers of America, Spanish Club, Footlight Club, Junior Historians and vice-president of the National Honor Society. Betty plans to attend Incarnate Word College in San Antonio, Texas.

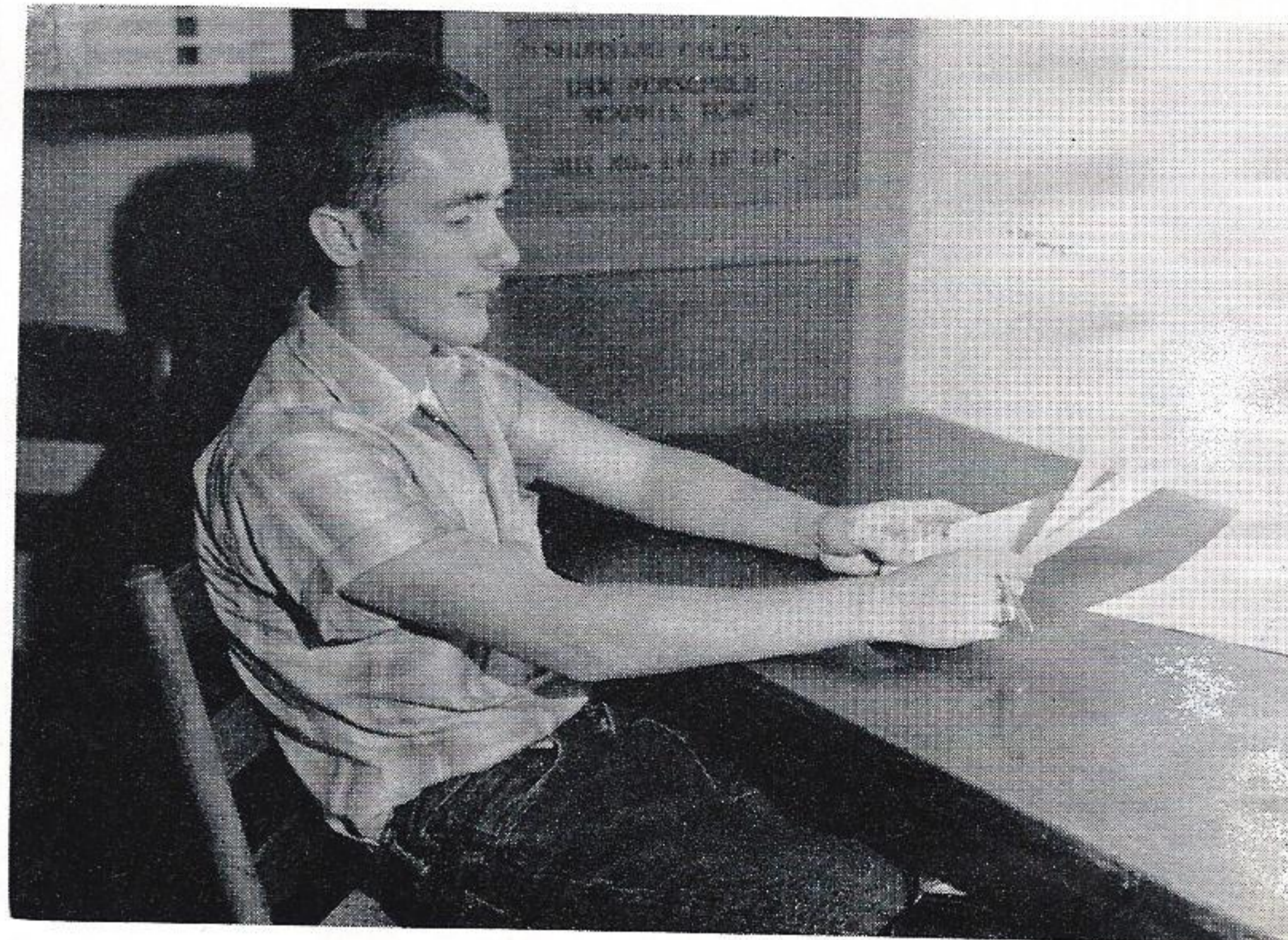






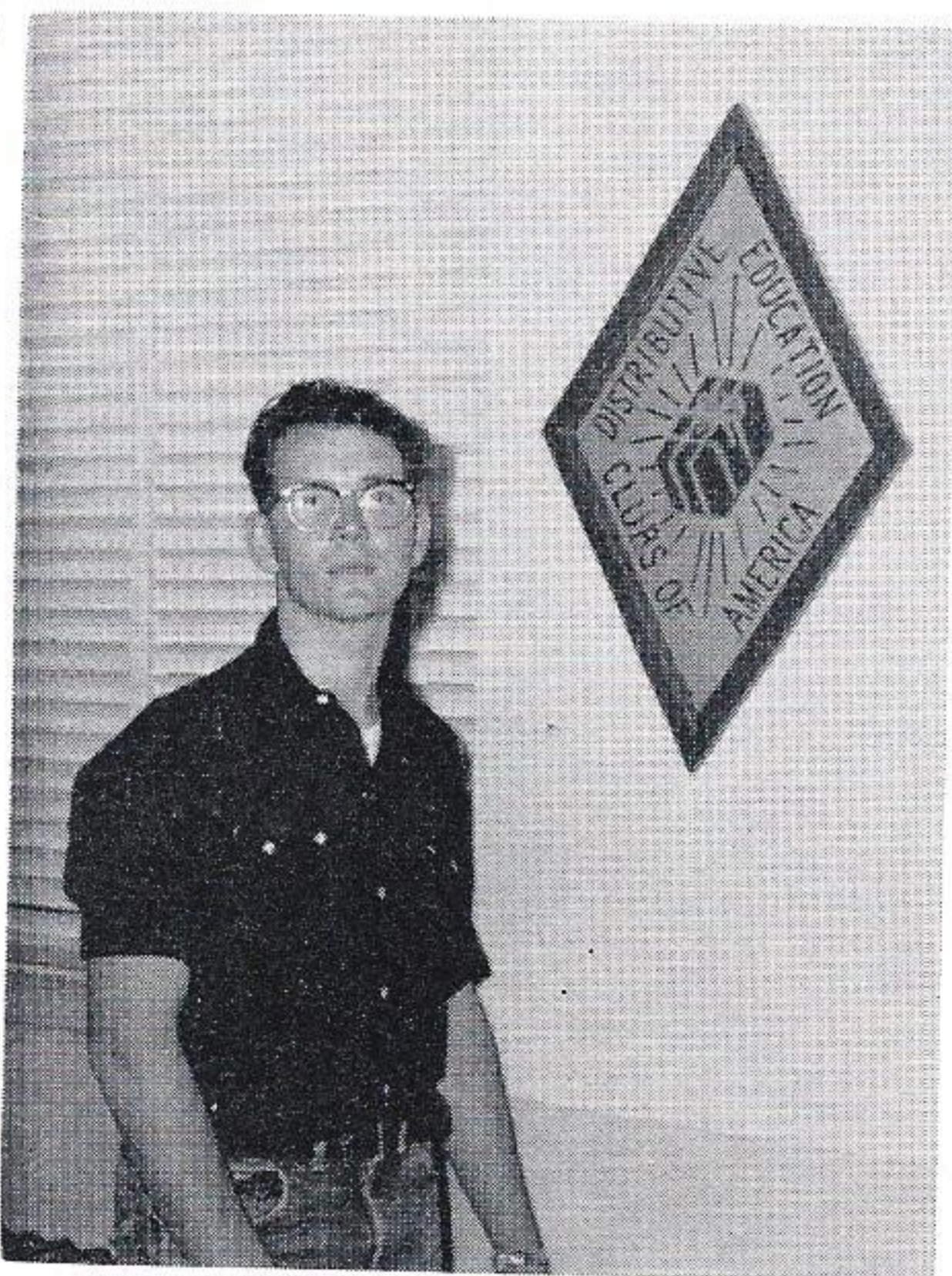
**Nancy Scott**

**Nancy Scott**, whose blond tresses and beauty make her a most pleasing subject for any photographer, was selected as the school's most beautiful girl and a Homecoming princess. She led the student body in building school spirit as a cheerleader and was a member of the Footlight, Spanish, and Science Clubs. Nancy's future plans are to attend Lamar State College of Technology in Beaumont, next Fall.



**William Foscett**

**William Foscett**, one of the outstanding students, scholastically, was selected as one of two to whom the yearbook was dedicated. He is editor of the school's newspaper, *THE SCOPE*; vice-president of the Debate Club; and a member of the National Honor Society, Science and Spanish Clubs. His sport is tennis and he was manager of both the football and basketball teams. He plans to attend the University of Southern California to study international relations.

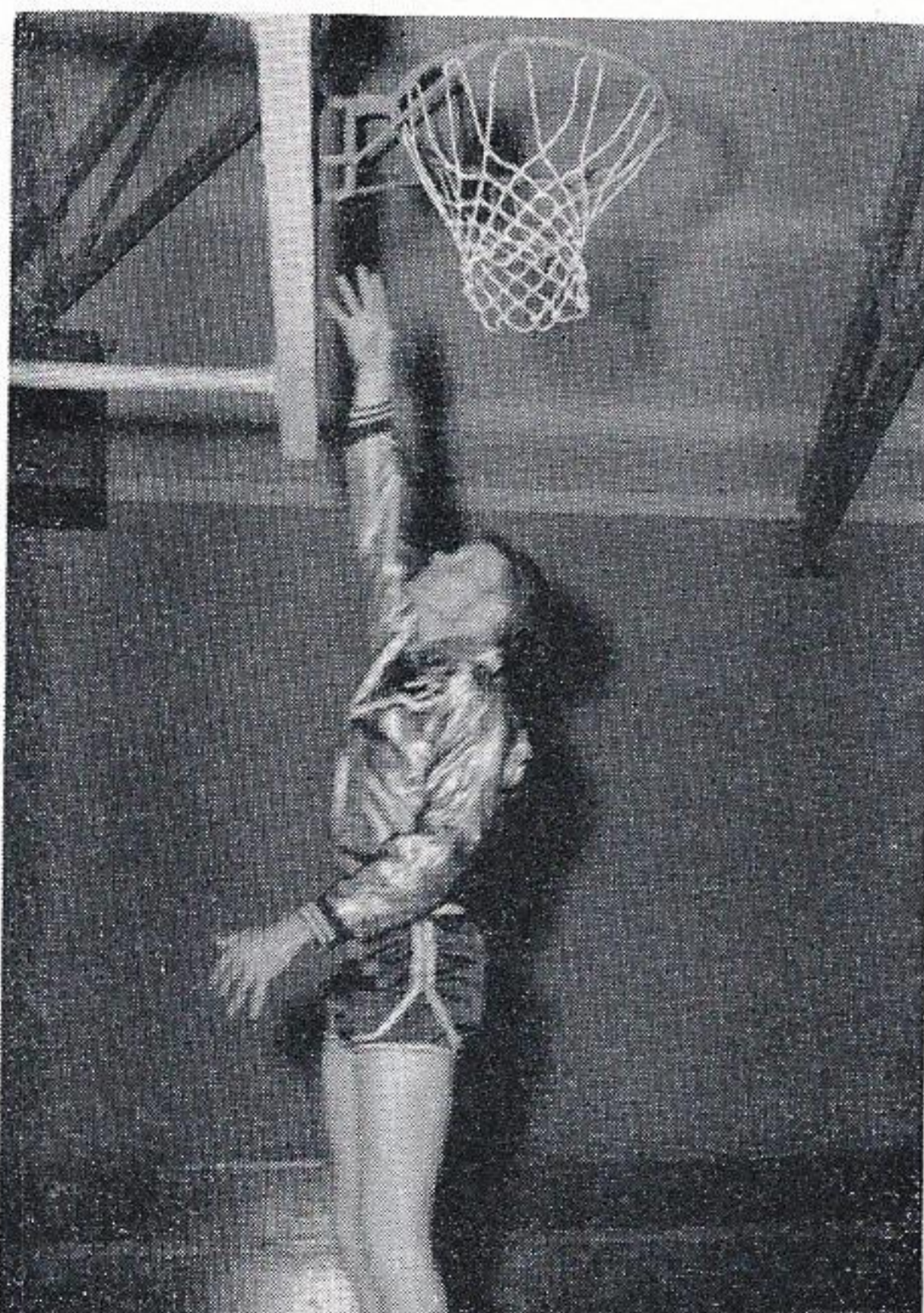


**Gerald Patterson**

**Gerald Dean Patterson** is a member of the Distributive Education Club and the Future Farmers of America. The D. E. Club is made up of students who hold part-time jobs to learn what it takes to acquire and hold a job, usually in some field in which the student is interested. Gerald makes the group unanimous in planning to continue their education by attending college.

**David Doan**, a tall, athletic youngster, is one of the most active and popular students around Navasota High. He was the basketball team's captain, played football and baseball—all of which got him selected Most Versatile and Most Athletic in this year's annual. Besides his accomplishments in sports, he was Science Club vice-president, and a member of the Press Club, Junior Historians and Future Farmers of America. His plans, too, include college, preferably the Air Force Academy.

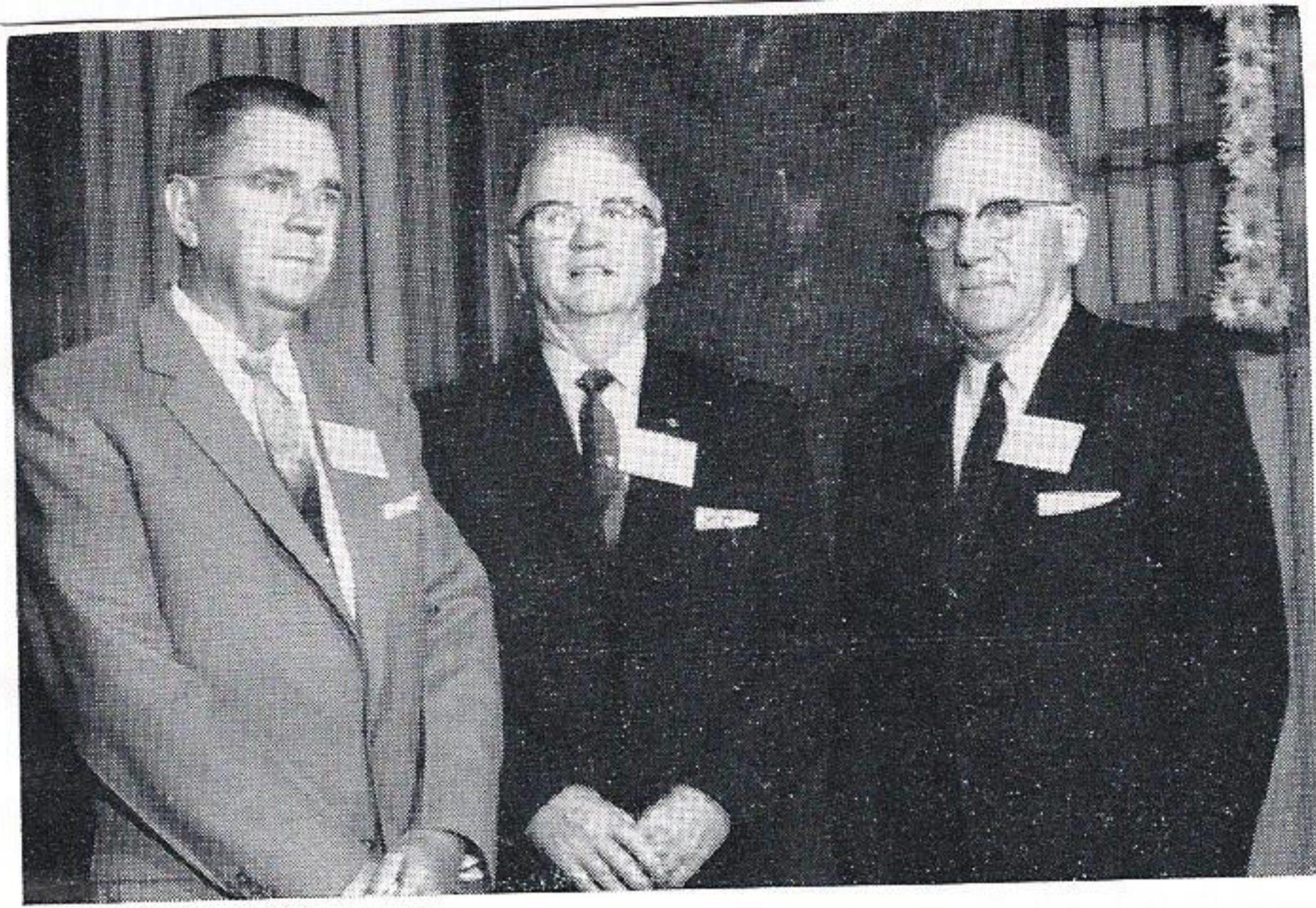
**David Doan**



**Bobby Knight**

**Bobby Knight**, also an athlete, participated in track, tennis and basketball. He was unable to enter competition in track this year because of a foot injury. Bobby is a member of the Junior Historians and made a trip to Austin, last month, to watch the workings of the State Government. He has held posts as Sergeant-at-arms of the Senior Class and was a solicitor for the yearbook. He plans to attend college this Fall.

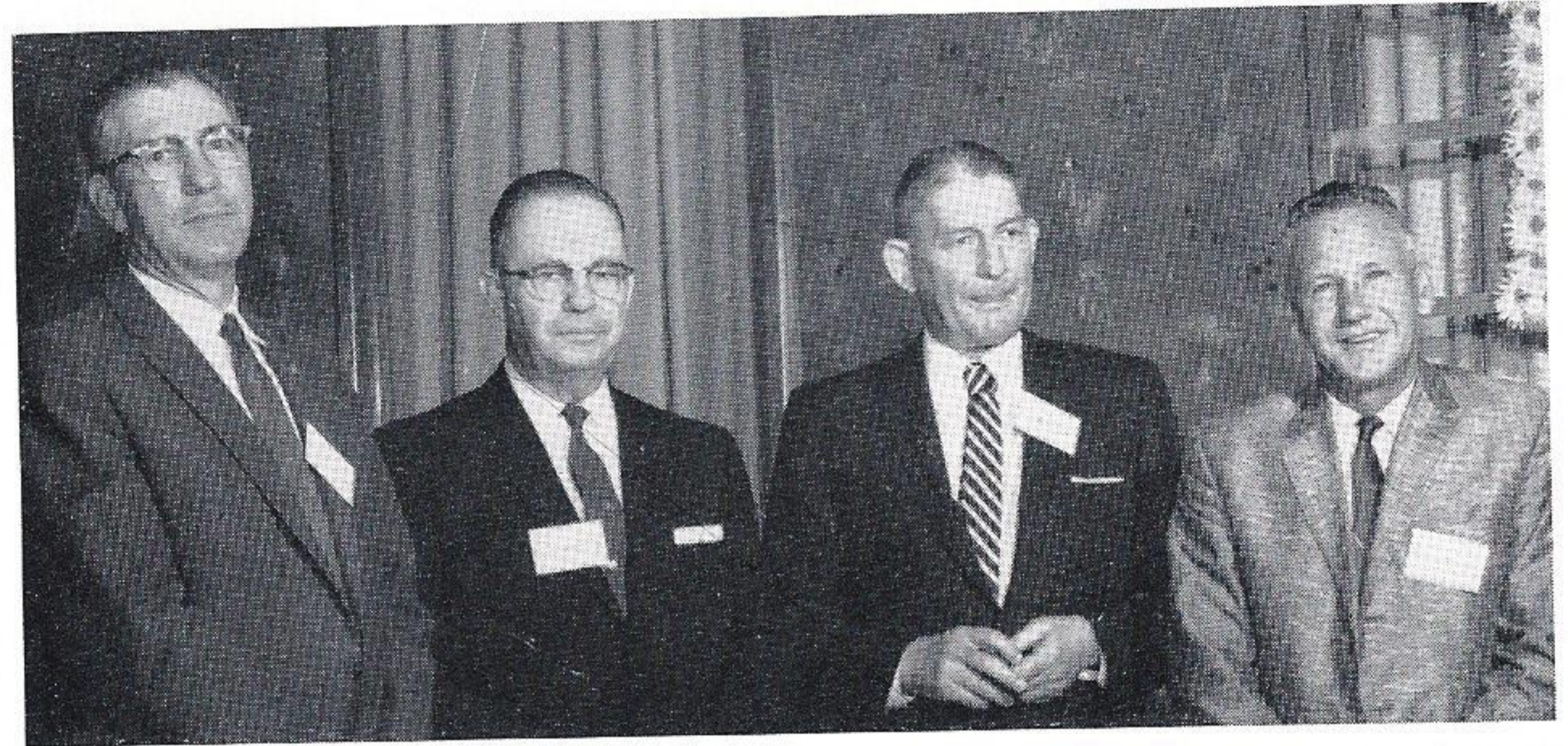




# Service Awards Banquets

**40 YEAR AWARDS**—Two Baton Rougeans were honored as new members of the 40 Year Service Club. They are R. H. Lawton and F. E. Copponex, shown here with President Nelson.

## Baton Rouge Division



**30 YEAR AWARDS**—Four new members joined the 30 year Service Club at the banquet held this month in Baton Rouge. They are A. O. St. Dizier, J. W. Hatcher, R. O. Wheeler and M. M. Rodriguez.

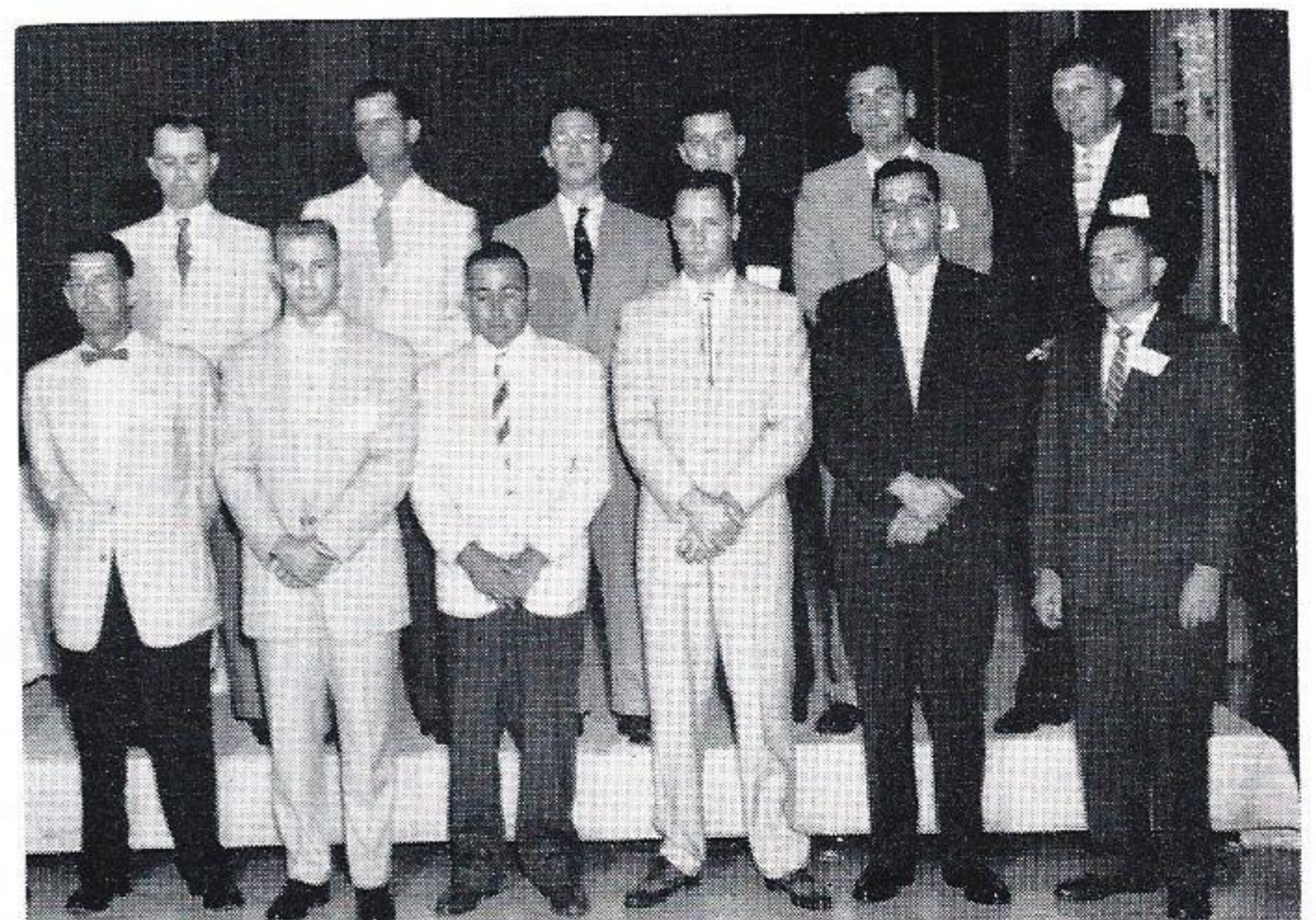


**20 YEAR AWARDS**—These new members received their pins for 20 years of service. They are: (front row) C. A. Dominguez; A. P. Lusk; L. B. Kent; Sara L. Holden; F. L. Roberts; L. E. Wallace and J. M. May, Jr. Back row are: G. E. Anderson; H. T. Blanchard; S. L. Adams; D. V. Garon; M. R. Holmes; J. A. Babin and W. A. Corkern.



**10 YEAR AWARDS**—These two groups were honored in the ten year club by Baton Rouge this month. They are: F. E. Doughty; S. B. Brumfield; R. B. Benton; J. E. Cifreo; H. G. DeLaune and W. M. Gordon.

**10 YEAR AWARDS**—The second group consists of: L. J. Ourso; Jimmie Smith; C. J. Saurage; A. D. Sandifer; F. J. Parent and F. L. Marston in the front row. In back row are: J. R. Sheets; L. J. Jacob; L. J. St. Pierre; J. E. Hill; E. C. Kopp and J. S. Gray.





# Beaumont Division



**40 YEAR AWARDS**—Four new members of the 40 year Service Club and their wives were honored at the banquet held this month. They are R. W. Landers, Mrs. Landers, W. W. Eckles, Mrs. Eckles, Mrs. E. C. Adams, President Nelson, Mrs. Gieseke, W. H. Gieseke.



**30 YEAR AWARDS**—An even dozen new members were honored in the 30 year club. They are: H. E. Mortimer; Virginia Lightsey; Curtis Lusk, Dayton; Felix Vercher; J. A. Uelinger; R. W. Tevis; Anders Poulson; L. R. Jackson; H. G. Fitzgerald; E. E. Figari; L. N. Brannan and E. L. Bailey.



**20 YEAR AWARDS**—President Nelson presented pins to ten new members of the 20 year club. They are: R. B. Spafford; J. S. Rougeau, Orange; R. L. Wynn; Ruth W. Stine; B. D. Orgain; A. M. Melancon; V. L. Holland; George H. Hilliard; H. T. Henriksen and J. L. Braswell.



**10 YEAR AWARDS**—Thirty-two received membership in the ten year club at the Service Awards Banquets. They are divided in three groups. Group one is: T. W. Mitcham, Jr.; V. R. Norvell, Woodville; Mildred Osborne; J. T. Prothro; J. D. Roberts; P. E. Sanderson; Mary Schlicher; Grace Spivey; Maxine Thomas and W. E. Thomason.





10 YEAR AWARDS—Group two: Anna J. Atkins; Charlotte Bass; C. W. Bell, Liberty; V. H. Bradley; Helen H. Byrd; Norma Carlisle; Lee Castilaw; J. L. Childress; J. E. DeJean; O. M. Dixon and W. L. Dube.

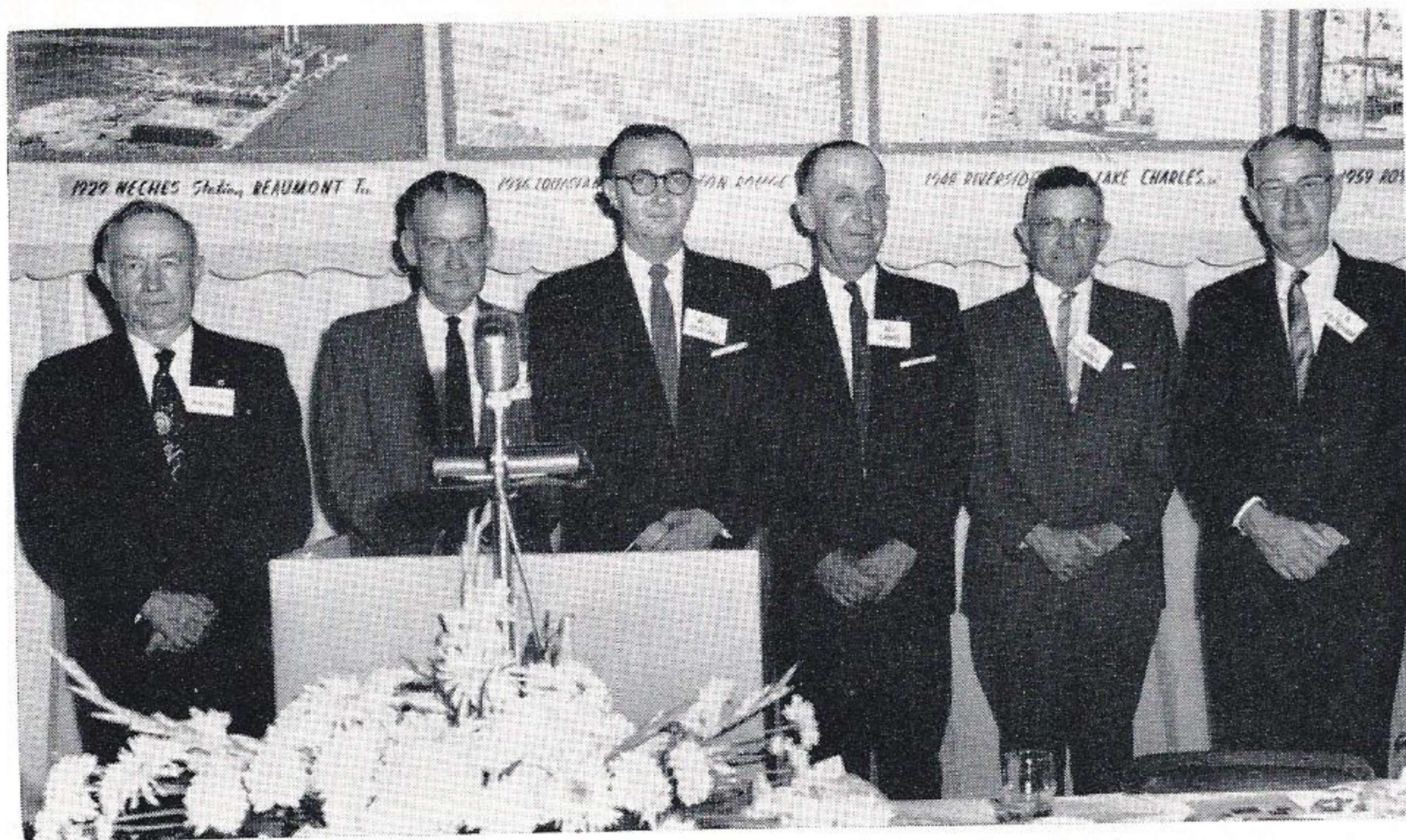


10 YEAR AWARDS—Group three: Mary K. Ener; J. E. Foreman; R. T. Fox; E. L. Garvin; Q. R. Hollis, Jr.; Mildred Killbuck; H. W. LaFosse; R. E. Lanier; Betty J. Lum; K. R. Maxwell and Elizabeth McCord.

# Lake Charles Division



40 YEAR AWARDS—Receiving their congratulations from President Nelson for 40 years of service are: E. W. Ward, Mrs. Ward, May Thomson, William Prejean, Mrs. Prejean.

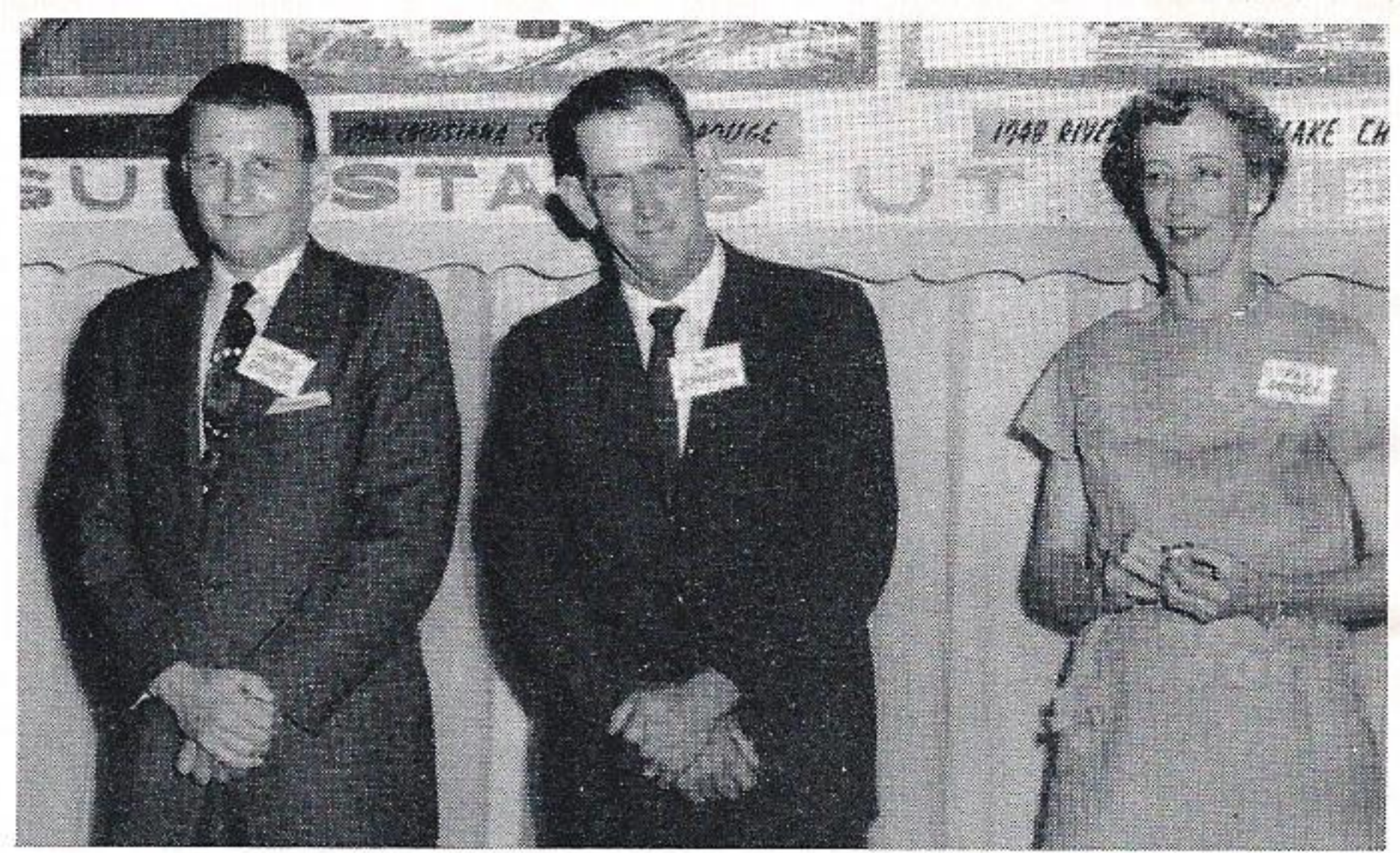


30 YEAR AWARDS—Six new members of the 30 year club were honored at the annual Service Awards Banquet. They are: C. L. Waldron, A. J. Dubus, W. G. Strong, W. M. Gibbs, F. B. Sonnier and J. R. Peckham.



## Lake Charles (Continued)

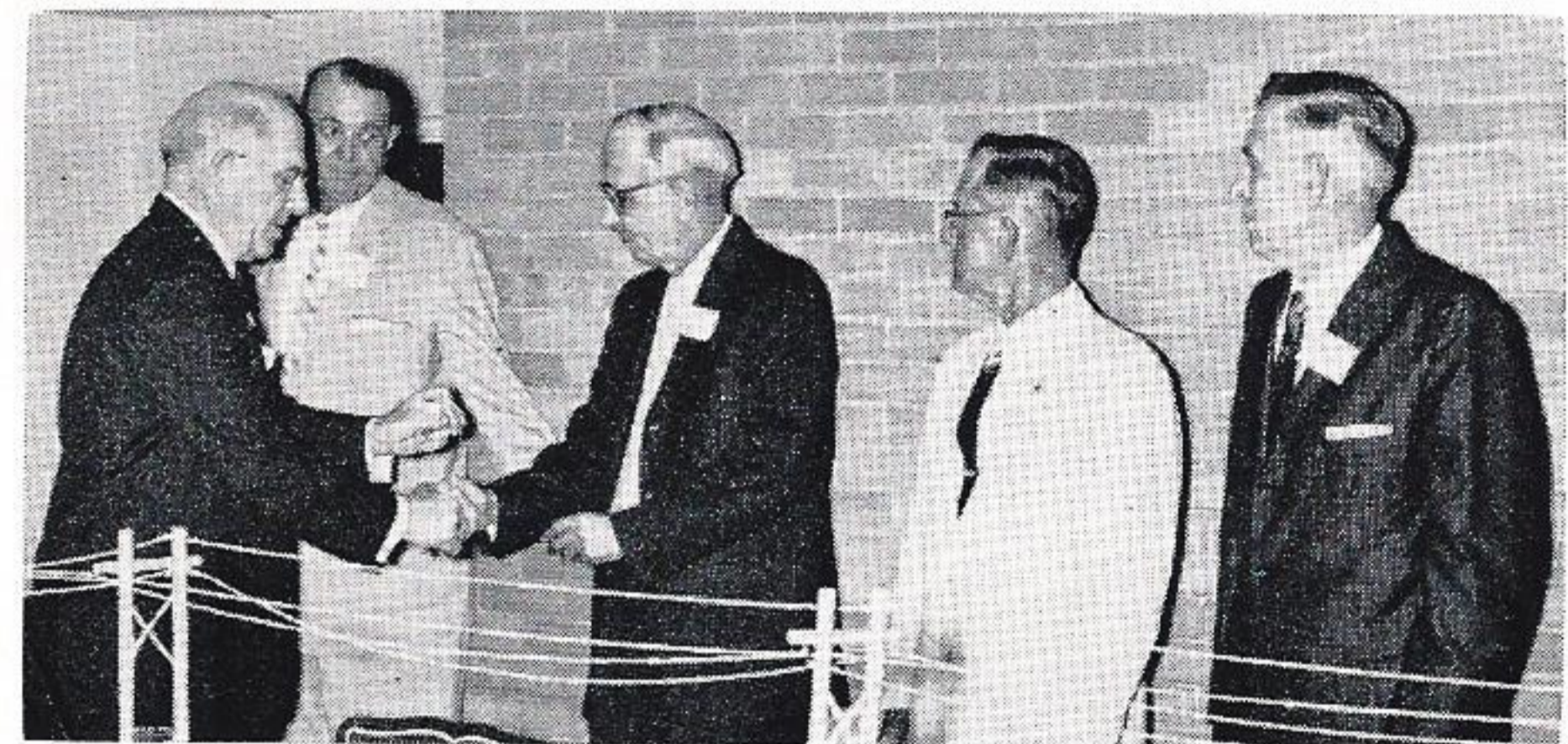
**10 YEAR AWARDS**—Below are some of the new members of the 10 year service club. Those joining from the Lake Charles Division last year were: J. J. Deshotel, L. P. Hormell, Istre Stanford, H. J. Jeanise, L. P. Boutin, J. E. Landry, J. W. Bass, M. H. McDaniel, S. L. Stelly, L. E. Stough, R. L. Bagwell, Harrison Bollich, E. D. Desormeaux, J. L. Gallet, R. J. Mier, T. J. Thayer, Elouieese B. Akins, K. W. Ferrell, L. A. Montgomery, E. P. Guidry, LeRoy Courville, C. T. Grimmett, B. C. Haley, E. J. Trouard, J. M. Wellheuser, L. J. Biessenberger, Mary Gauthier, Velma Anderson, W. W. Anderson, N. R. Lee, Dorothy Mitchell, Virgie L. Papin and R. E. Tyler.



**20 YEAR AWARDS**—Three new members joined the two decade club, Curtis Doucet, H. R. Johnson and Fay Denney.

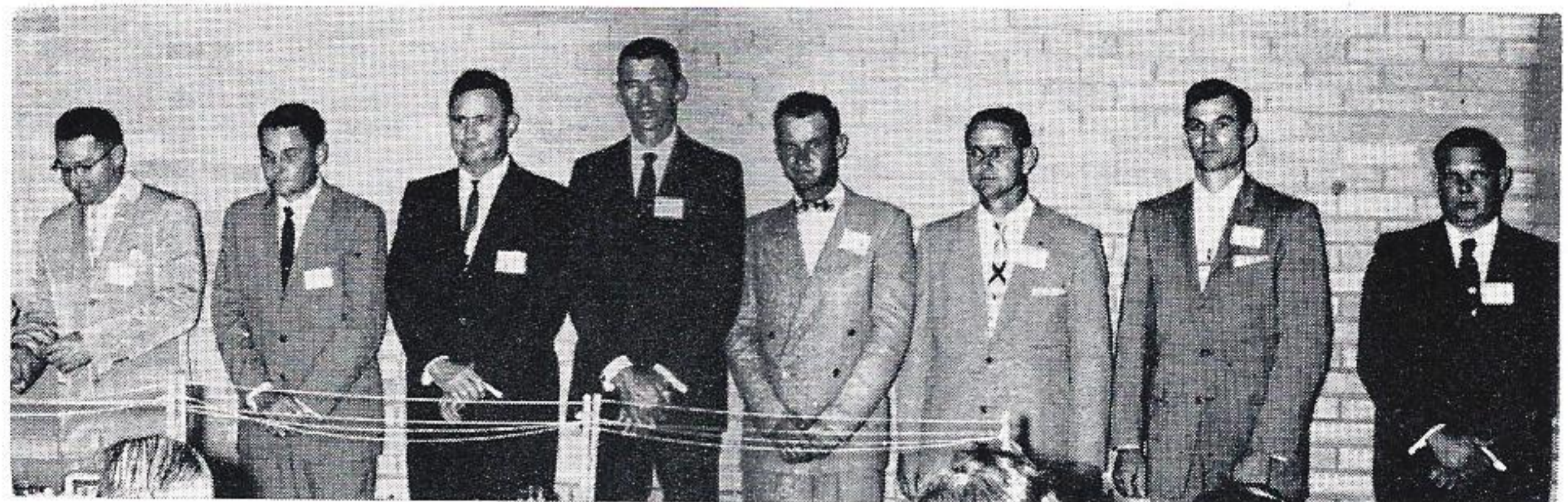
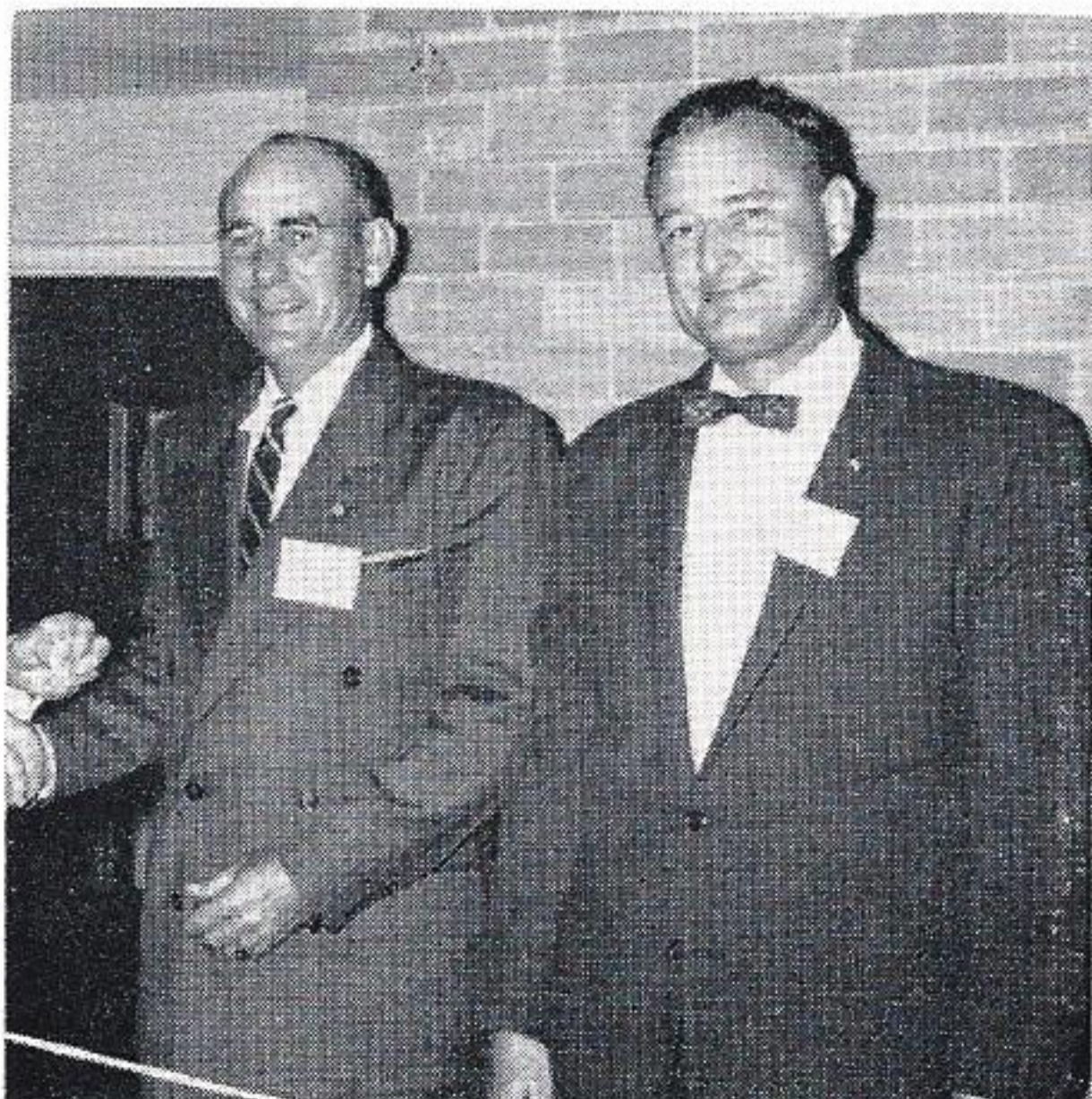


## Navasota Division



**30 YEAR AWARD**—President Nelson presents service pins to four members of the 30 year club at the Navasota banquet, held in Conroe this month. They are: Mr. Nelson; M. D. Smith, Navasota; R. E. Morton, Navasota; E. C. Parker, Madisonville, and R. M. Craig, Navasota.

**20 YEAR AWARDS**—Two new members were honored in the 20 year Service Award Club, R. M. Stone of Navasota and Frank Robinson of Cleveland.



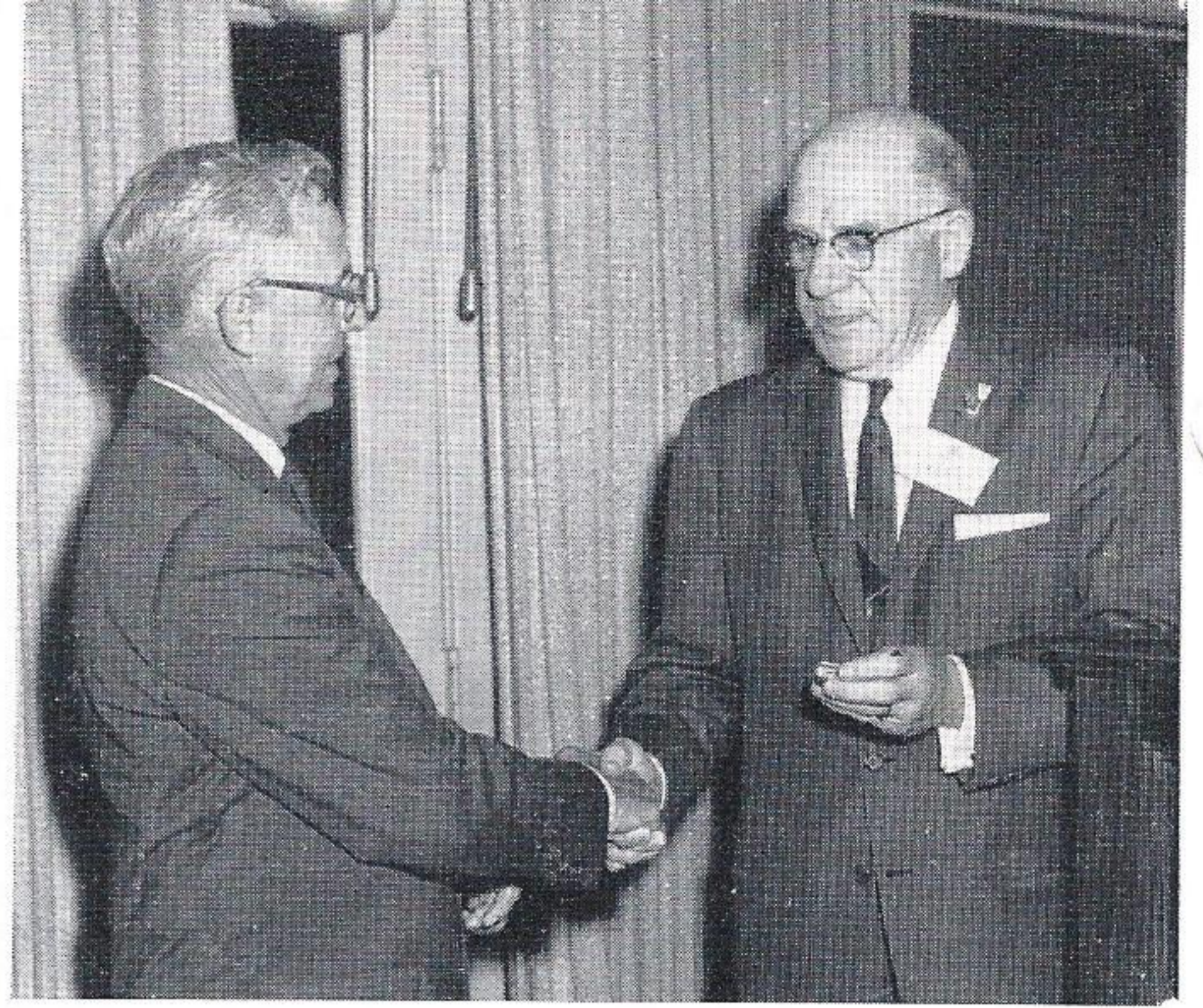
**10 YEAR AWARDS**—Eight received their pins for ten years of service with our Company. They were: B. Z. Masters, Cleveland; R. E. Neves, Conroe; E. L. Mitchell, Calvert; C. W. Turner, Conroe; Melvin Shelly, Huntsville; T. R. Myers, Franklin; J. E. Stout, Somerville, and Cecil Gayle, Navasota.



# Port Arthur Division



**30 YEAR AWARDS** — President Nelson presents two awards to C. H. Drake and Mattie Gray for membership in the 30 year club.



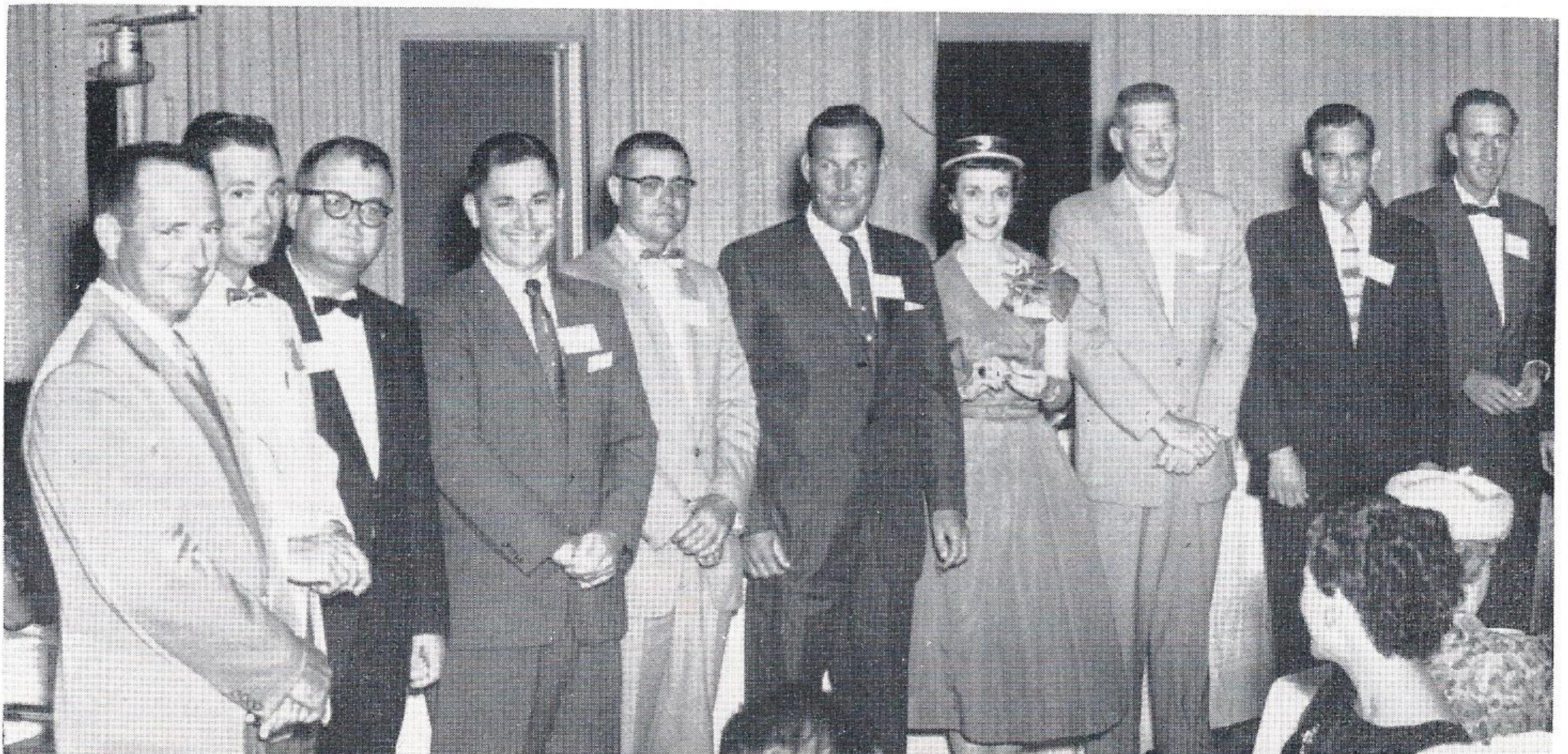
**40 YEAR AWARD** — Adonis Boutte receives his pin for 40 years of service from President Nelson at the Port Arthur Service Awards Banquet, May 4.



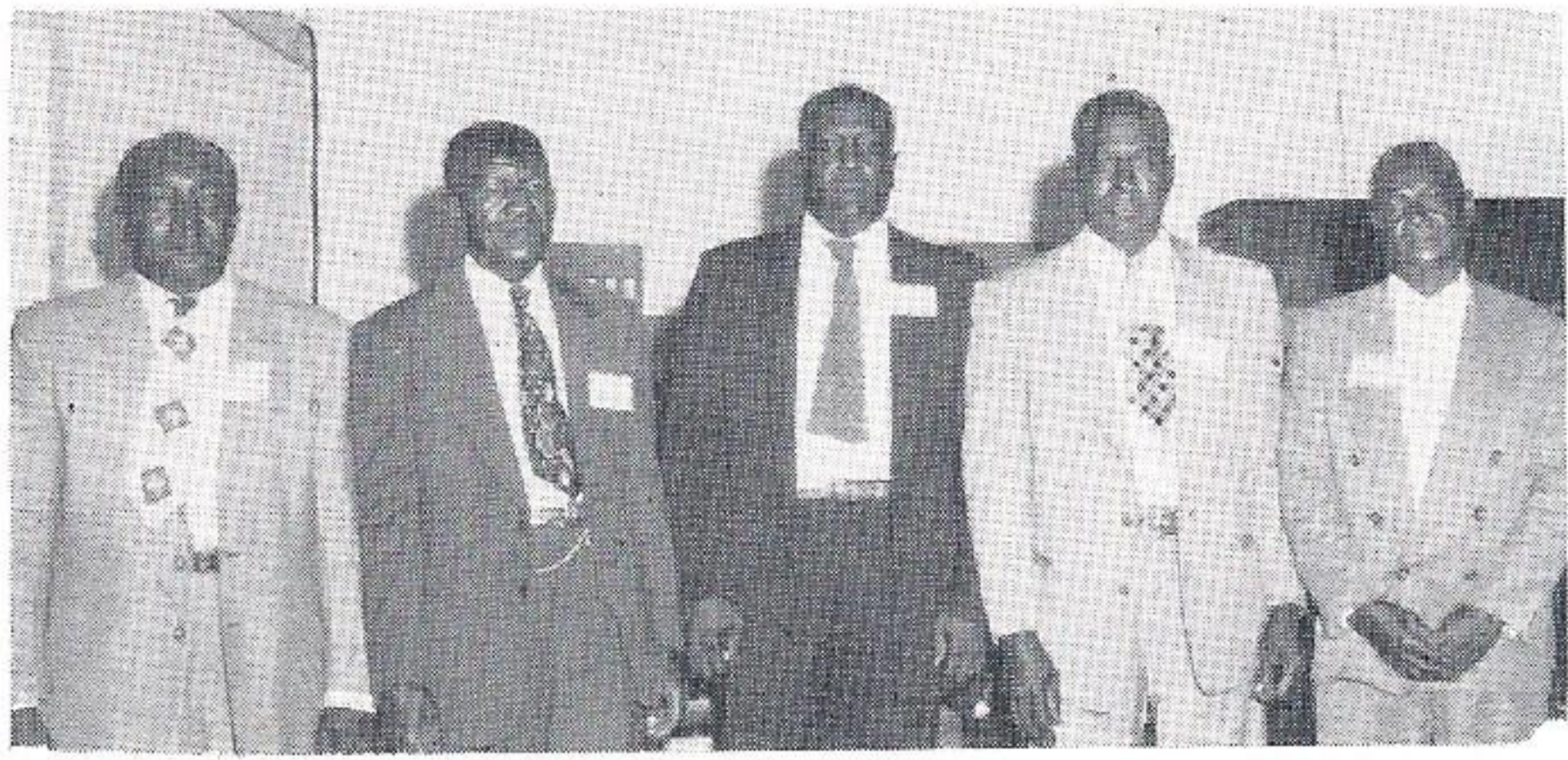
**20 YEAR AWARD** — President Nelson congratulates J. H. Minner as he presents him with a 20 year service pin, at right.

**10 YEAR AWARDS** — Ten were on hand to receive their service awards for a decade of service. They are: E. L. Venghaus, D. W. Smith, V. M.

Shaw, N. L. Romero, Albert Richards, A. C. Morgan, Kathryn Messina, J. G. Jennings, L. J. Gaspard and L. C. Boudreaux.





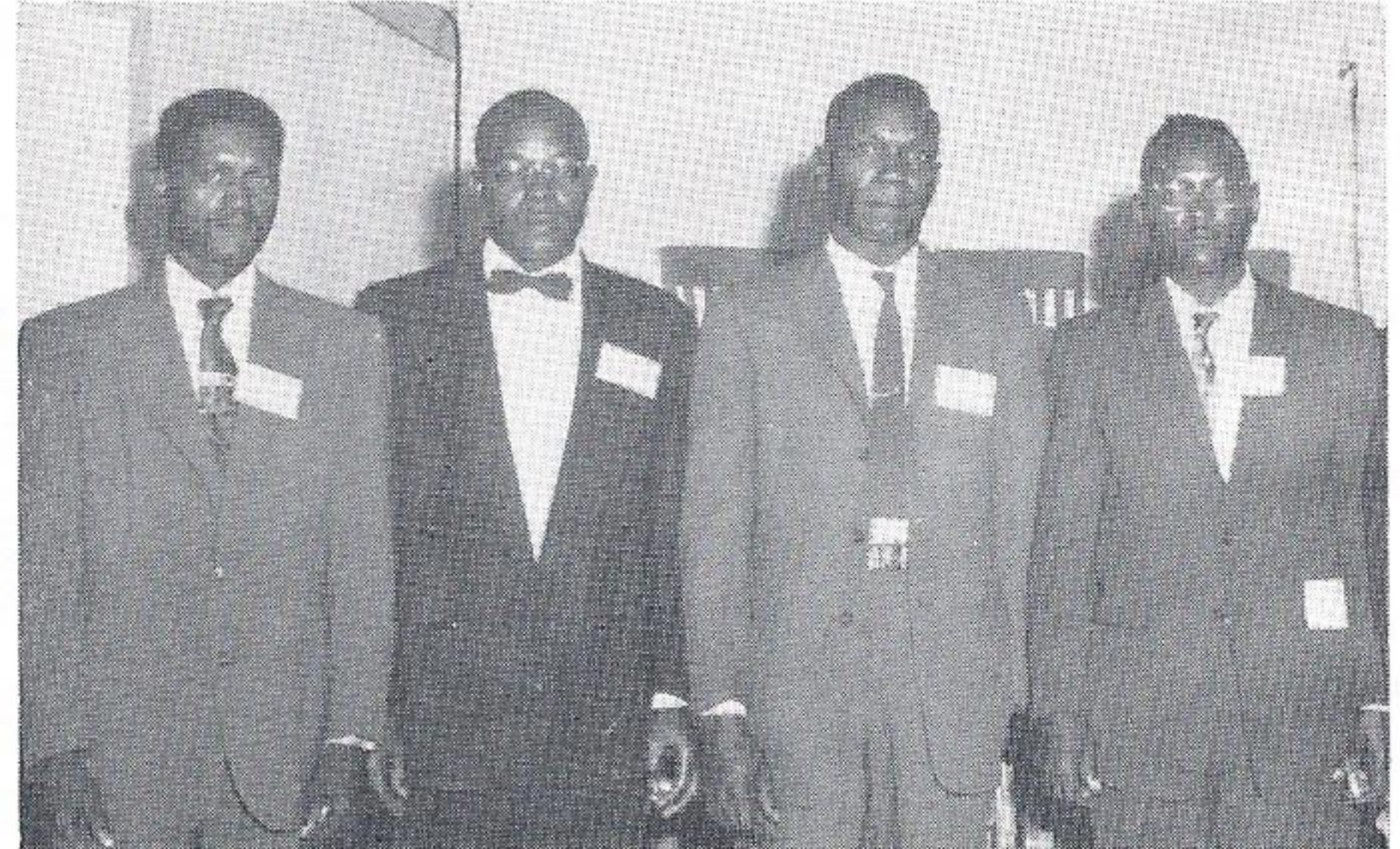


**20 YEAR AWARDS**—Five new members joined the 20 year Service Club. They were: Asberry Williams; Henry Marshall; Oscar Hunter; S. J. Bell and Hosey Adams.



**30 YEAR AWARDS**—H. E. Brown, Baton Rouge division manager, presented two employees pins for 30 years service at the banquet held this month. They were James Collins and Morris Locke, shown here with Mr. Brown.

# Colored Division Baton Rouge

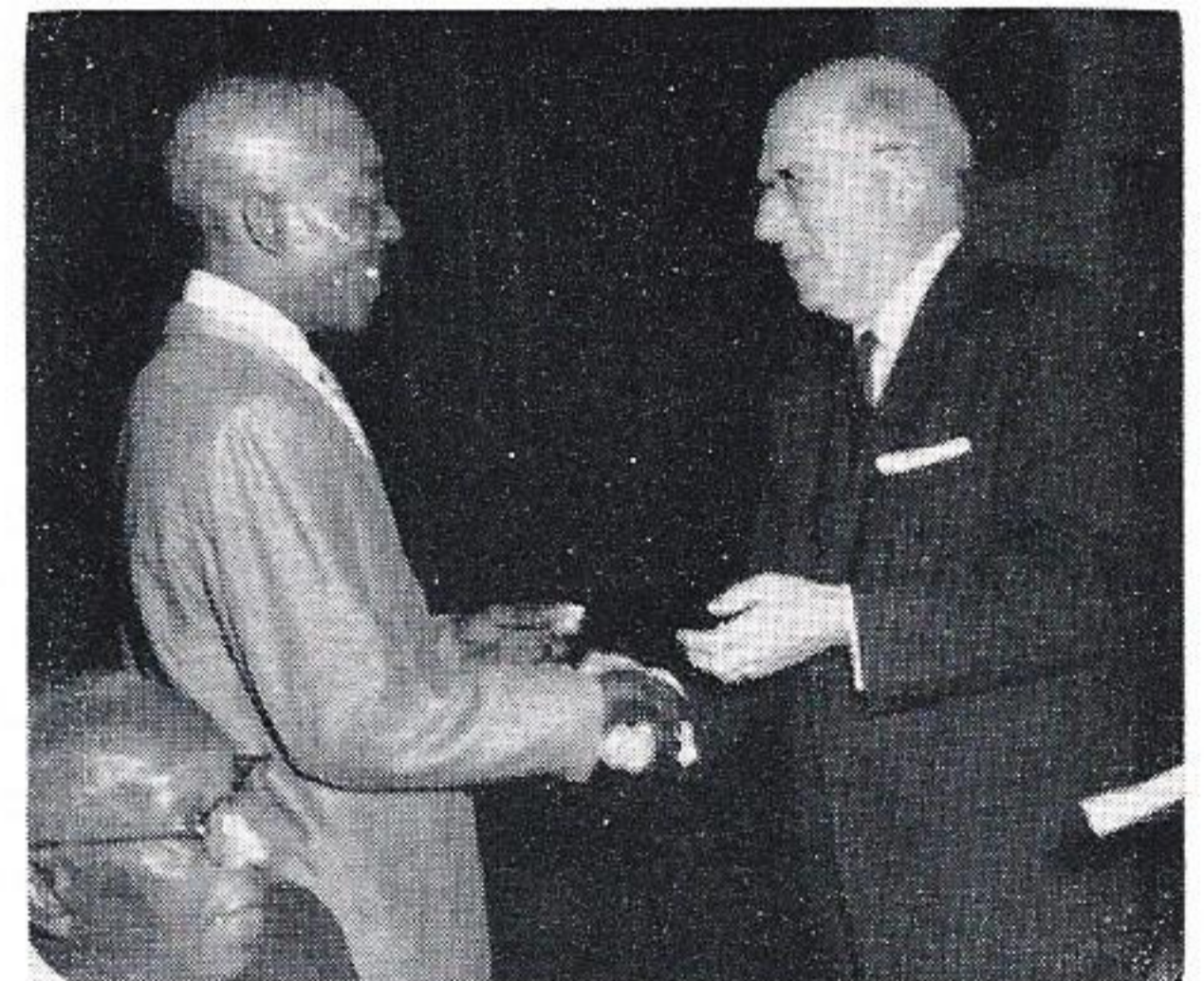


**10 YEAR AWARDS**—These four new members in the 10 year club were presented their pins at the banquet. They were: M. R. Saunders; Raymond Jones; Isreal Chapman and J. R. Banks.

# Beaumont Lake Charles Navasota Port Arthur



**30 YEAR AWARD**—Shermon Dieson, Lake Charles, receives his 30 year pin from President Nelson at the Service Awards Banquet held in Beaumont.



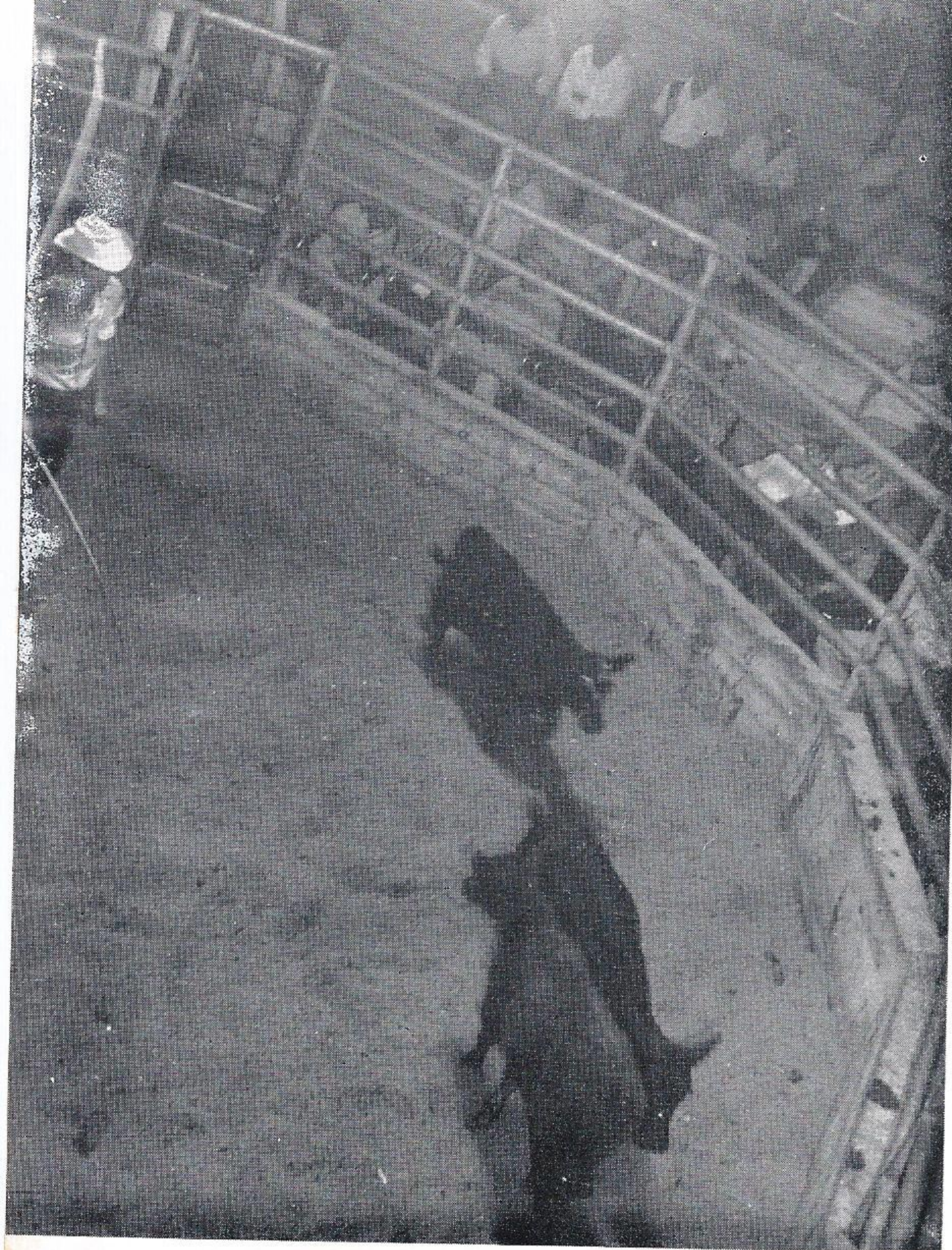
**20 YEAR AWARD**—N. B. Key, Calvert, is congratulated as a new member in the 20 year club by President Nelson.

**10 YEAR AWARDS**—Sixteen of the new 10 year members are shown after receiving their pins. They are: H. J. Guidry, Beaumont; H. J. Doyle, Beaumont; Wilford Jenkins, Lake Charles; C. M. Collins, Beaumont; Robert Charles, Lake Charles; Dallas Bartie, Port Arthur; Wilson

Bryant, Beaumont and James Allen, Beaumont. At right: Harry Walker, Beaumont; Dock Smith, Lake Charles; Charley Rawls, Beaumont; Delbert Montgomery, Beaumont; Lionel Simis, Beaumont; C. O. Mason, Navasota; H. W. Levy, Beaumont and A. D. Smith, Beaumont.







# Cool Cow Palace

*Heat, too, is going, going,*

*gone, as cattlemen*

*trade in comfort at*

*Micelle's in Lake Charles*

**M**ILLIONS of Americans are familiar with the rhythmic chant of the auctioneer, thanks to the tobacco industry's continuous advertising campaigns in the past 20 years.

Perhaps some of the hottest auctioneering is associated with the buying and selling of cattle—one of our area's leading industries. It's hot work in the first place. Then, there's the huge auction barn, filled with steers, cows and horses and the men who own them and those who wish to purchase them. Added to all this the intense summer heat during the months of June, July and August makes auctioneering hot work in the Gulf Area.

One new auction barn in our area has lessened this discomfort at auctions. It's the air-conditioned barn owned and operated by John Micelle

of Lake Charles, with the efficient aid of Reddy Kilowatt and his Lake Charles sales and engineering friends from our Company and local dealers.

Micelle's Auction Barn in Lake Charles is something new to old-time cattle buyers and sellers. The auction arena is cooled by four heat pumps, two ten-ton units and two five-ton units, all of which are operated by electricity.

A fully equipped electric kitchen is operated to serve hungry cattlemen. In the kitchen are a griddle, four surface unit ranges and a coffee maker which make it possible to turn out short-orders in short order. Exhaust vents and fans keep the auction area free from dust and smoke even as herds of cattle enter the arena as they are shown before the buyers. The

counting room, where tallies of the daily sales are recorded, is also air conditioned.

The new barn, a cattleman's delight, opened September 17, 1958, when a record 2,461 head of cattle were auctioned and sold.

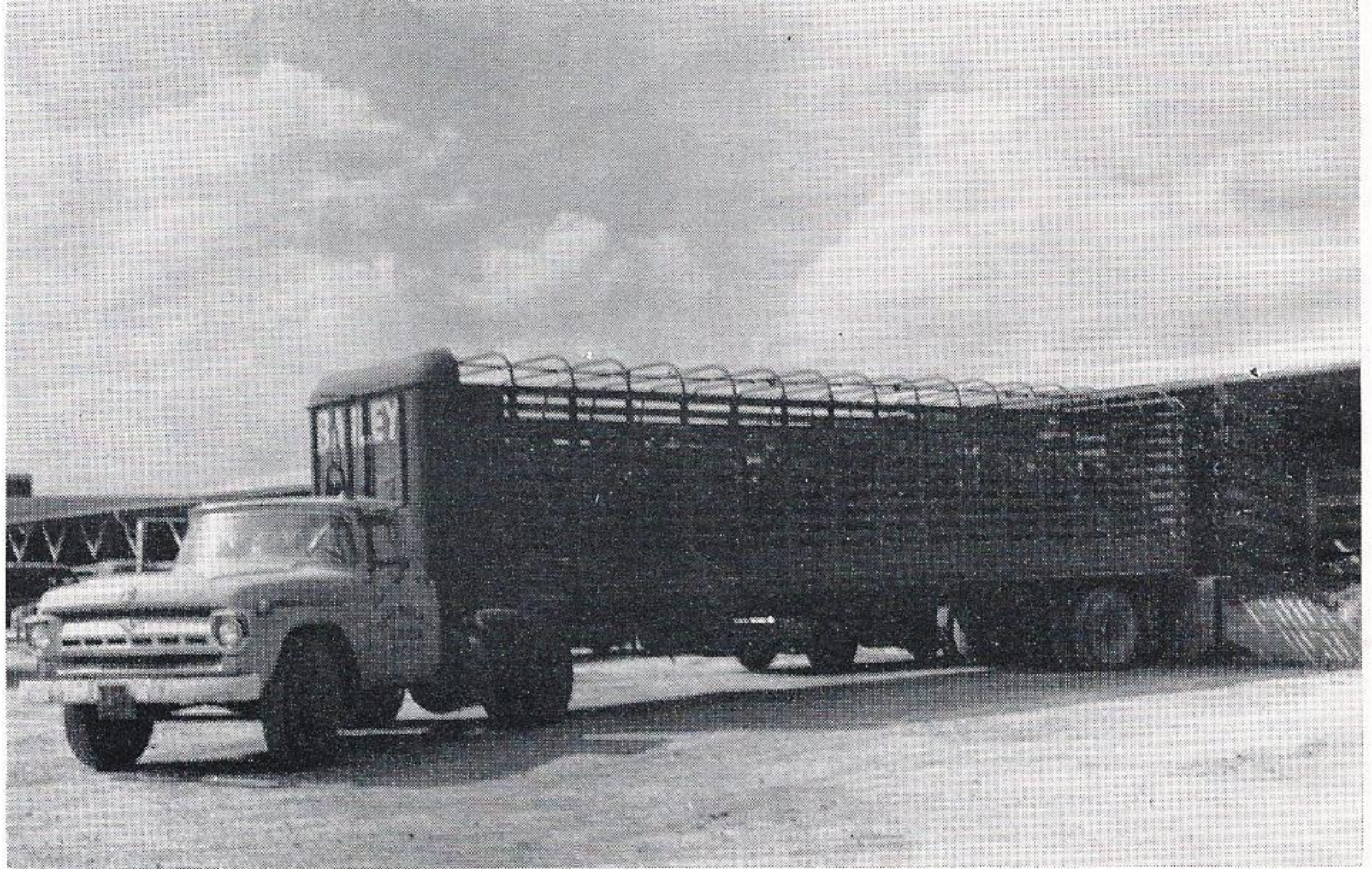
John Micelle, who owns and operates the barn, thinks his cool bidding palace will start a new trend in the cattle industry, and Mr. Micelle asked, "Why shouldn't cattlemen be comfortable while they're working with thousands of dollars worth of cattle? Sometimes these men work from 12 to 14 hours at a stretch, just taking time away from the bidding area to grab a bite to eat and to take a soft drink. When a man is hot and tired he can't function well, so we installed air conditioning and the cattlemen have shown their



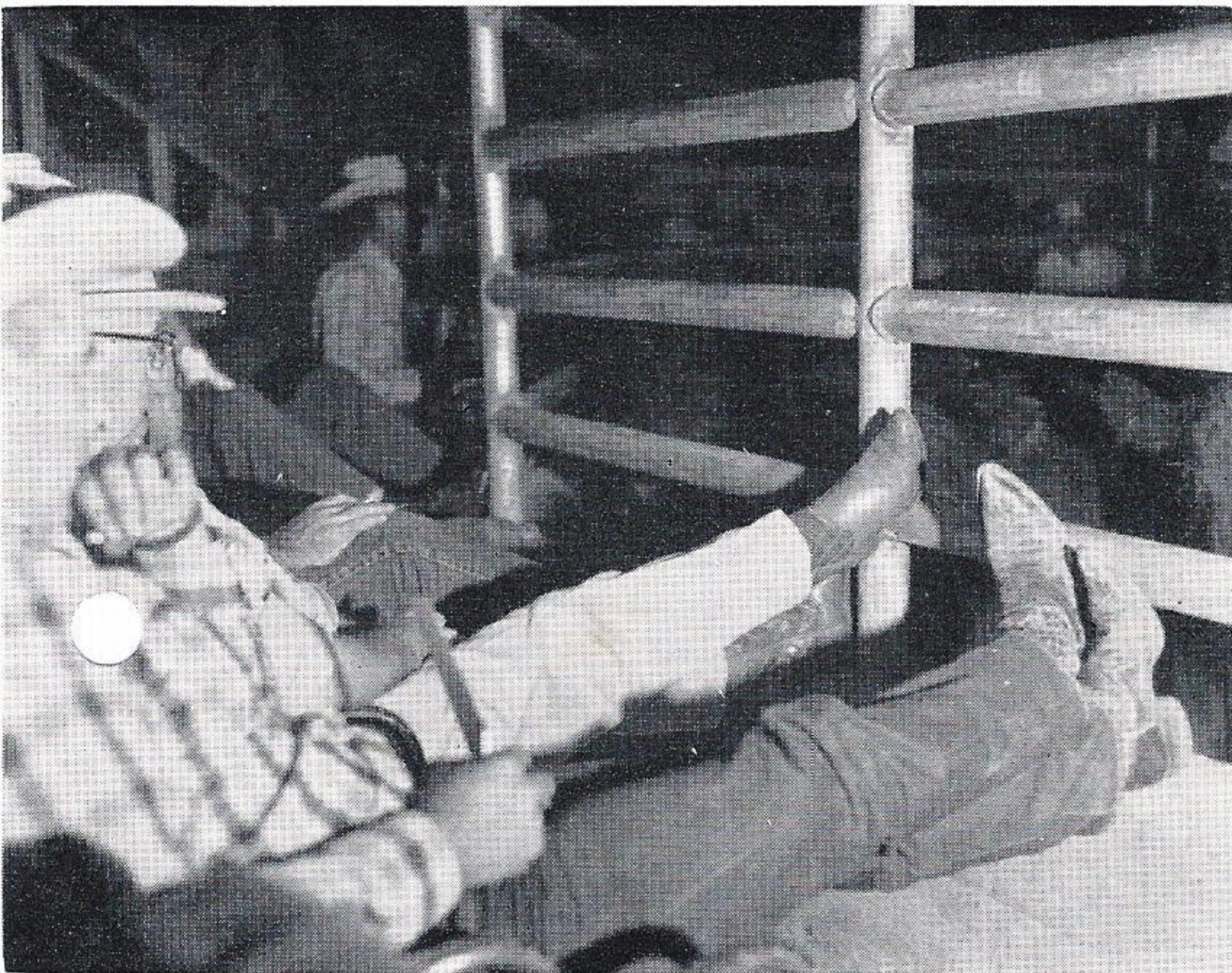
appreciation by bringing their stock to my barn."

Auctioning takes place at Micelle's Commission Barn each Wednesday afternoon. Thousands of cattle from all parts of Southwest Louisiana are transported in huge trucks to the spacious covered pens at the rear of the auction arena.

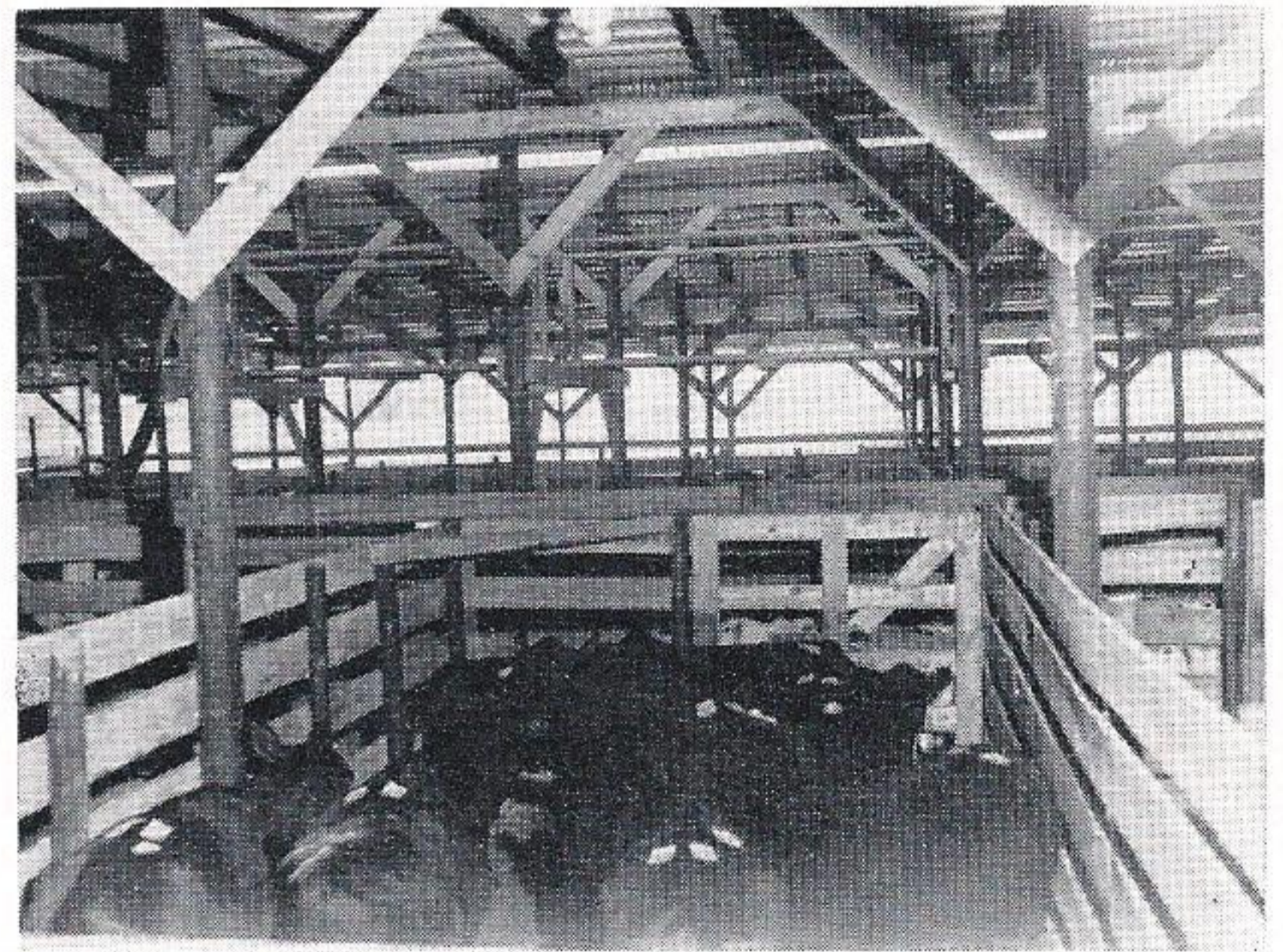
The milling, bawling beasts don't enjoy their brief stay at the barn, but the men who buy and sell them do, as they go about their business of keeping prime beef on the nation's menus. Also, they appreciate this air-conditioned barn as a place where they can have "hot bidding in cool comfort."



Cattle are brought to the auction in vehicles ranging from the farm pick-up truck to large vans like this.



Just sit back, relax and buy what you like. Electric air-conditioning keeps buyers cool as bidding gets hot.



The only ones who don't get to enjoy the comfort of the cool arena portion of the auction barn for very long are the stock, kept in pens like this before and after being sold.

## U. S. Outstrips Russia In Electrical Power

Russia's total electric power generating capacity is less than the new capacity which will be installed by the U. S. electric industry within four years. In 1958 alone, the U. S. installed over 15 million kilowatts of capacity—almost a third of the total present capacity in Russia.

The U. S. S. R. plans to add 7½ million kilowatts of capacity per year to 1965. At the same time, the U. S. will add 13 million kilowatts annually. Thus, even if Soviet goals are reached, U. S. power capacity will be far higher.

May, 1959

## TRADING POST



Want to Sell, Trade  
or buy:

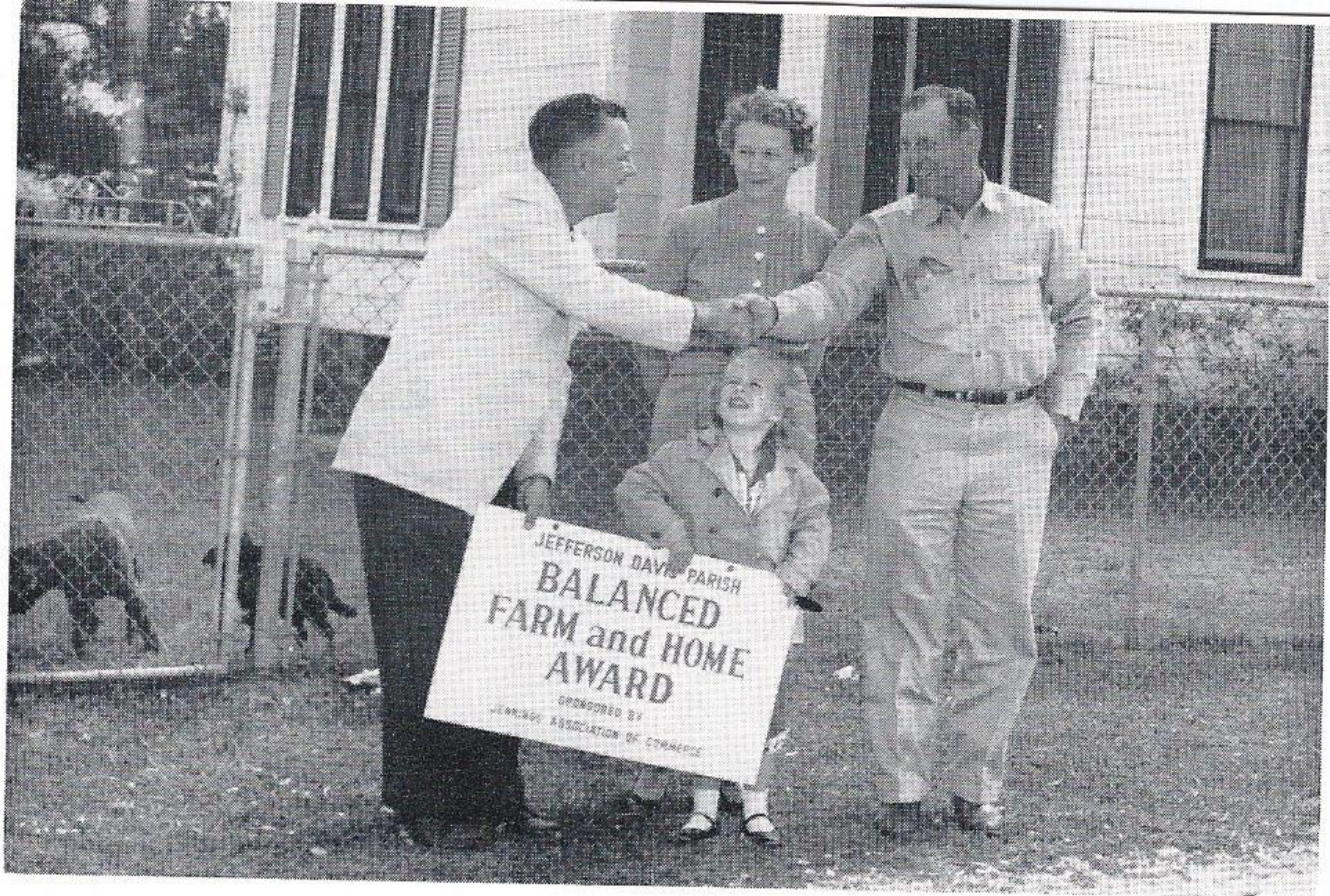
*Look at these values*

A 30-inch Reed, two-speed window-fan, in excellent condition. Must get \$35 for it. Call Dolores Spafford, Ext. 422 or TE 5-1795, in Beaumont.

address ads to  
**Trading Post**  
**PLAIN TALKS**  
**Beaumont, Texas**



## Reddy Kilwatt



Charlie Burgess, president of Jennings Association of Commerce presents the Balanced Farm and Home Award to the Bylers, assisted by their five-year-old daughter, Martha Fay.

# Top Hand on Top Farm

With all the hulabaloo accompanying the industrial march to the South, it's a good idea to remind ourselves occasionally that ours is still an agricultural section. And farming down South is big business—make no mistake.

For instance, a visit to the ultra-

modern farm of Fay Byler, near Lake Arthur, Louisiana, shows that a successful rice farmer must not only be an agriculturist, but an accountant, public relations man, salesman, carpenter, mechanic and supervisor.

Modern farmers, like the Bylers, know they wouldn't stay in business very long with a mule, a plow and a sack of seed. It takes scientific know-how to say what crops to plant where, when to rotate the land, how to fertilize and how to get the best yield possible per acre of land.

Using modern methods and farming machinery, plus plenty of electricity, Mr. Byler has increased his rice yield per acre from 17 barrels to over 20 barrels. Last year the Jennings Association of Commerce recognized his ability by naming him one of the four outstanding farmers in the area.

His farm equipment includes combines for harvesting the rice, five tractors, two carts and three land levelers, to plow, plant, terrace and cultivate his 400 acre rice allotment. Some planting is even done by airplanes from one of the two farm air services nearby.

Electricity plays a star role in carrying out chores around the farm. In the repair shop, electric motors drive the drills, compressors and other machinery used to keep his farming equipment in top shape.

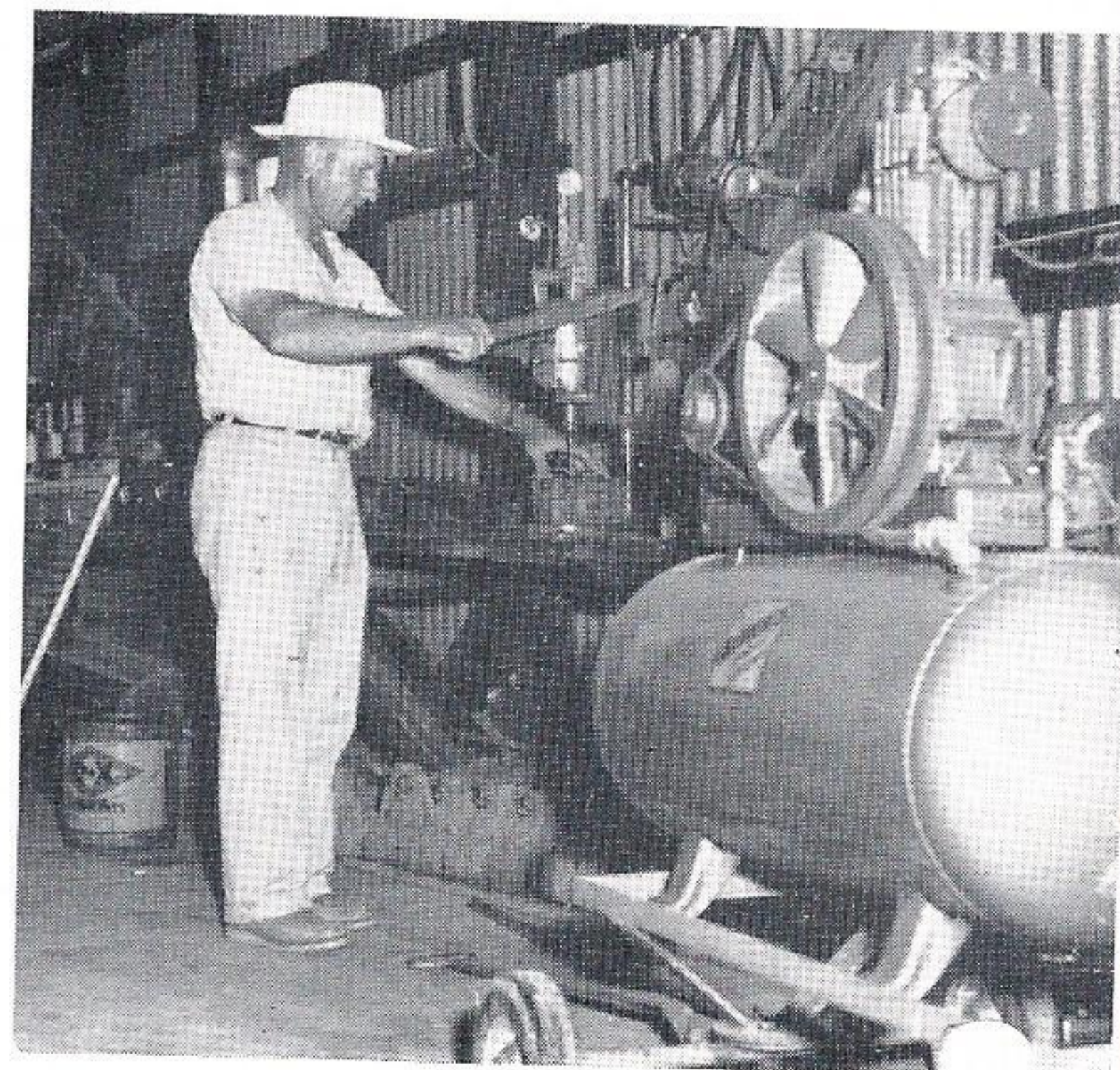
Reddy Kilowatt is no slacker when

it comes to housework either. In fact he's a big reason why rural dwellers no longer have to envy their sisters in town. For instance, at the Bylers, Reddy plays busy in the house cooking meals, for the family of four, in Mrs. Bylers, all-electric kitchen, keeping foods fresh in the refrigerator and deep-freeze, providing plenty of hot-water for the Bylers and cooling the whole house during the hot summer months.

Reddy is becoming busier and busier in the rural areas of our country. Like his counterpart working in homes, businesses and other large industries, Reddy is recognized more and more by farmer-businessmen as their "number one wired hand."



Jennings Home Service Advisor, Irma Lee Hargroder, shows Mrs. Byler how her kitchen can be remodeled to give even more comfort and convenience.



Mr. Byler puts Reddy to work in his shop to help repair the \$30,000 worth of farm machinery he owns.





Group of teachers at Neches Station.

and machines behind their light switches and electric outlets.

We hope that, when they returned to their classrooms, at least one curious student raised his hand and asked, "Teacher, did you enjoy B.E. day?"

And that she replies: "Bobby, do you see that light? Well, when I flip this switch, so, notice that the light glows immediately. I used to take that pretty much for granted.

"Today, though, I know that the tiny bit of electricity I requested by flipping this switch was generated, pumped through many miles of wire and began doing its job, all in a split second.

"I know, too, that behind this switch are many employees, both men and women, and much expensive equipment of many kinds. I know that thousands of people all over the country have invested part of their earnings in that equipment because they think that Gulf States Utilities Company will continue to grow and prosper, and earn a fair return on their investment.

"And, something else, Bobby. I know that the brightness of that light is a bit more significant to me today. To me it represents a part of the American Free Enterprise system, the best way of life yet devised by man."

## Port Arthur Teachers Look Us Over

The Free Enterprise system is a fascinating subject for anyone. Occasionally, an opportunity comes along for those who are a part of the system to have some very important people, educators for instance, come into our plants and offices and service centers and see what makes us tick, in our case, how we go about our everyday jobs of making and delivering millions of kilowatthours a day to homes, farms, businesses and industries.

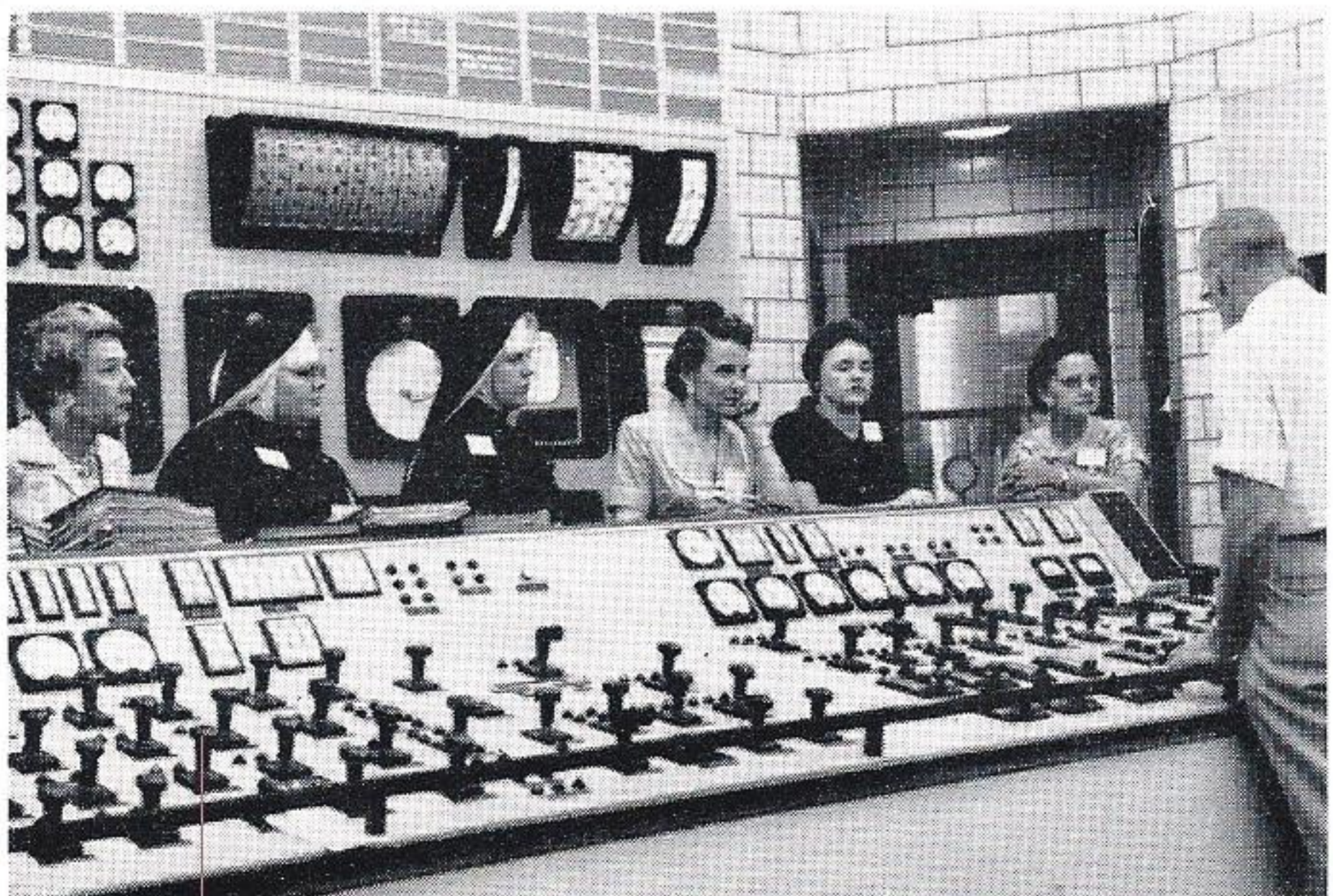
Such an opportunity presented itself May 6 and 7 in Port Arthur, where the area school teachers put aside their chalk and texts, dismissed their happy charges and made personal visits to businesses and industries in the Port Arthur area, as part of Business-Education Day.

Our Company was host to 26 teachers. Kirby Jones, Port Arthur division sales superintendent, conducted his guests through the new Port Arthur Service Center and then on to Neches Station. Later, over a luncheon, the group discussed their visit.

Most educators have inquiring minds. These did. They came, they saw and they asked questions. Perhaps they were impressed by the men



They pause for a group picture at Service Center. Lower left, inspecting the benchboard.



Colored teachers see #8 control room.





# Friend Or Fiend ?



Keep bags out of baby's reach!

A new danger to children is coming into our homes, innocently, as protection for freshly cleaned or laundered clothes or as plastic storage bags for out-of-season garments. It does its protective job well. But, in the hands of a small child it can become a deadly killer, ready to strike suddenly and without warning.

Its danger lies in the fact that it will cling to the skin, sometimes causing infants to suffocate. An electrostatic charge, similar to that on a comb after having been run through the hair, is generated on the thin plastic by handling. Any youngster getting the bag close to his face is likely to have it literally grab him through electrical attraction. Only prompt action by an adult can prevent a tragedy.

Another hazard looms if the child puts the bag over his head. In a short time, the youngster is breathing a deadly atmosphere of carbon dioxide. Then dizziness, inability to think or react and muscle spasms occur with more and more rapid

breathing. And the material is of such strength that it will not tear when the child fights it.

This is a warning to all of us, especially those with small children. Plastic bags aren't toys, even if they are pretty, soft to chew and make a noise that pleases the little ones.



## Customers Say 'Thanks'

It gives us a warm feeling to find out that many of our 280,000 customers think of Gulf Staters not only as employees living up to our record of rendering "Dependable Public Service" during working hours, but as good neighbors who are willing to do whatever they can to help our customers—at all times.

Good examples are the three employees in the Navasota Division who were cited last month for their extra efforts to help customers. They're Gorree Mathews, Calvert district superintendent; Edd L. Mitchell, Jr., Calvert residential sales representative; and Ray Myers, Franklin serviceman.

The FRANKLIN TEXAN printed this customer's opinion:

"We wish to take this opportunity to thank the Franklin Fire Department for their efforts in extinguishing the fire that engulfed our pumphouse and nearly spread to our home last Saturday night. Also, we would like to thank the Gulf States' Representative, Ray Myers, for his help. Your tireless fight to save our home from flames will always be remembered. May God bless each one of you."

Mr. and Mrs. Arnett Elliott  
and family

The Calvert Chapter of the Future Farmers of America honored Mr. Mat-

hews with the highest award that a local chapter can bestow on a citizen—that of Honorary Chapter Farmer.

He also received these two letters from appreciative customers:

"We want to express our sincere appreciation for the use of your lights and other materials. Thanks to Mr. Mitchell for being so good to help us. With your help in careful planning and hard work, we made our banquet one of the best we have ever had."

Sincerely,  
Clara Mae Miller  
President of W. M. U

"We deeply appreciate your kindness in repairing our swing in the City Park.

"Without your help it would have been impossible."

Very Truly,  
Mrs. H. M. Sneed



# Keep 'em Sold

by Sid Hebert

Residential Sales Representative

A salesman's job does not end with convincing his new customers to buy. If an old customer has a difficulty, the salesman should straighten the trouble out satisfactorily for the user. In our Company, sales representatives and home service advisors consider this an important part of their jobs. Here's an example.

On February 23, J. D. Richardson, of Port Neches, Texas, complained vigorously about 964 kilowatt-hours of consumption for electric water heating.

He was seriously considering heating his water by other means. The loss of revenue to the Company wouldn't be great, but the loss of this man's good will was of primary importance.

Checking back several months prior to the time of his complaint, we found his water heating consumption to be between 600 and 800 kilowatthours.

I visited the Richardson home three or four times and could find no indication of trouble that would cause this abnormal usage. Everything about the family marked them as being conservative and the heater installation was good, in that it was centrally located in regard to hot water outlets.

We talked at length about the added expense and trouble involved in cutting his ceiling and roof for a vent, necessary when other means are used for heating.

He agreed to let us install an efficient, quick-recovery water heater on a trial basis. After using it for 30 days, the power consumption for performing the water heating chore for his family dropped to 356 kilowatthours.

Now, completely satisfied, Mr. Richardson's operating cost, plus his monthly payments on the water heater, equal the operating cost alone of the older heater.

Curious as to what caused the high usage in the old water heater, I had one of our men cut it open.

We found the cylinder housing the heating element had accumulated a quarter-inch of corrosion, thus forming an insulation and causing the heater to operate more than normally. That's something other sales personnel may want to remember in handling similar cases.

Incidentally, after over 20 years of service, the galvanized tank and heating element were in perfect condition.

*Have you made a sale which you think might prove interesting and helpful to others? In your own words, send your story to Plain Talks, Beaumont.*



Sid Hebert

## THRIFT PLAN INVESTMENTS

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

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
\$4.40 Preferred	129	\$11,796.13	\$91.44287
Common	845	\$50,848.77	\$60.17606

The Trustee deposited \$13,400.16 with the Savings Department of The First National Bank.

## HOUSE OK'S TVA REVENUE BILL

Last Thursday the U. S. House of Representatives passed the bill authorizing the Tennessee Valley Authority to issue up to \$750 million of revenue bonds to finance its growth (PLAIN TALKS, January, '59). The bill now goes to the Senate.

The bill, vigorously opposed by investor-owned electric utilities, would give the TVA board of directors virtually a free hand in establishing terms and conditions of the bonds. It calls for an annual payment of \$10 million by TVA to the U. S. Treasury to retire the capital investment of \$1,200,000,000 already put into the TVA system by U. S. taxpayers.



# SERVICE AWARDS

Thirty-year employees Virginia Lightsey and L. N. Brannan, Beaumont; C. H. Drake, Port Arthur; R. O. Wheeler, Baton Rouge and J. R. Peckham, Lafayette, will probably never forget the year they joined our Company—1929. It was the year the electric industry celebrated the Golden Jubilee of Light—50 years of progress.

Over the years, 1929 has become more infamous as the year of the stock-market collapse, and the beginning of the great depression.

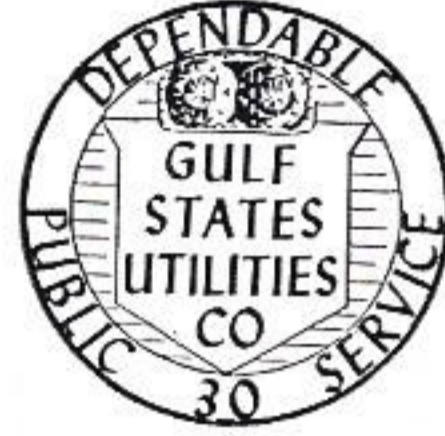
F. Parker Allen, Beaumont, then superintendent of residential sales, was

characteristically enthusiastic. He exulted, "April was the best merchandising sales month this Company has yet experienced. Our gross amounted to more than \$30,000."

And it seems that mother-in-law jokes have always been popular, as witness this one of 1929 vintage:

"Myer, you're a swindler. You took yesterday off to bury your mother-in-law, and I saw her today in the park."

"Pardon me, I did not say she was dead. I only said I would like to go to her funeral."



L. N. Brannan  
Sales  
Beaumont



C. H. Drake  
Distribution  
Port Arthur



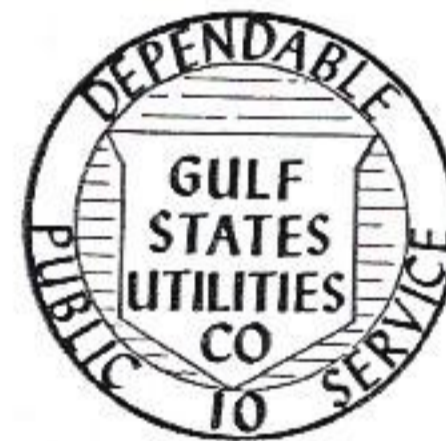
Virginia Lightsey  
Treasury  
Beaumont



J. R. Peckham  
Superintendent  
Lafayette



R. O. Wheeler  
Gas  
Baton Rouge



R. B. Benton  
Distribution  
Baton Rouge



M. A. Couvillon  
Gas  
Baton Rouge



K. W. Ferrell  
Production  
Lake Charles



J. E. Foreman  
Distribution  
Liberty



W. M. Gordon  
Distribution  
Baton Rouge



J. G. Jennings  
Distribution  
Port Arthur



Betty J. Lum  
Treasury  
Beaumont



R. J. Mier, Jr.  
Sales  
Lafayette



L. A. Montgomery  
Distribution  
Lake Charles



C. J. Saurage  
Distribution  
Port Allen



T. J. Thayer  
Treasury  
Lafayette



W. E. Thomason  
Distribution  
Beaumont





# Colored Division



Oscar Hunter  
Treasury  
Baton Rouge



H. J. Doyle  
Production  
Beaumont

## Our Error, Sorry

Last month, inadvertently, we "robbed" Service Club members Sara L. Holden, of Denham Springs, Louisiana; and J. S. Rougeau, of Orange; of ten years service, by putting them in the 10-year group on this page. Our apologies to Mrs. Holden and Mr. Rougeau, and to the four ten year members who were "aged" a decade, Elouieese B. Akins, Lake Charles; F. H. McMurray, Baton Rouge; T. W. Mitcham, Jr., Beaumont; and A. D. Sandifer, Baton Rouge.



M. R. Saunders  
Gas  
Baton Rouge



A. D. Smith  
Production  
Beaumont

## SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				MEDALLION HO.			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
Beaumont	3,306	699	21.1	3	748	245	32.8	1	1,905	503	26.40	3	180	56	31.1	1	307	149	48.5	2
Baton Rouge	3,769	1024	27.2	1	425	101	23.8	3	1,854	490	26.43	2	200	12	6.0	5	498	308	61.8	1
*Port Arthur	1,998	428	21.4	2	443	128	28.9	2	1,445	356	24.6	4	110	18	16.4	2	209	56	26.8	4
*Lake Charles	1,396	242	17.3	4	204	33	16.2	5	816	218	26.7	1	60	7	11.7	4	113	38	33.6	3
Navasota	1,031	132	12.8	5	280	62	22.1	4	480	90	18.8	5	50	7	14.0	3	73	18	24.7	5
<b>TOTAL</b>	<b>11,500</b>	<b>2525</b>	<b>22.0</b>		<b>2,100</b>	<b>569</b>	<b>27.1</b>		<b>6,500</b>	<b>1657</b>	<b>25.5</b>		<b>600</b>	<b>100</b>	<b>16.7</b>		<b>1,200</b>	<b>569</b>	<b>47.4</b>	
Previous Year	3 Mos.	2141	22.1		3 Mos.	375	20.8		3 Mos.	1703	26.2		3 Mos.	53	23.6		3 Mos.	179	179.0	

SYSTEM RESIDENTIAL SALES DEPARTMENT

\*Third Place Tie

Thru March, 1959

May, 1959

Page 23



*Meet J. T. Peoples*



**On the job**

and

**Off the job**



# He Repairs, He Writes, He Photographs

Is one picture really worth a thousand words, as the Chinese proverb insists? Ask J. T. Peoples, of the Appliance Repair Department, in Beaumont. He should know the answer, being both a photographer and writer in his spare time.

His photography entries have won three first prizes in as many amateur photographic contests in the past four years.

He won first place in the annual contest for Nikon camera owners and, before this, top honors in contests sponsored by Modern Photography magazine and the Polaroid Camera Company.

Mr. Peoples has his own portable developing and printing equipment. Of interest to Gulf States' shutter bugs is that he uses 35 mm film exclusively, for both black-and-white and color.

At the present time, he is working after hours for the Beaumont Sheriff's Department, compiling pictures of Jefferson County disasters, major wrecks, general views, civic affairs and Civil Defense activities.

Mr. Peoples has written short-stories and is working on a novel, now almost complete, which may be published in the near future.

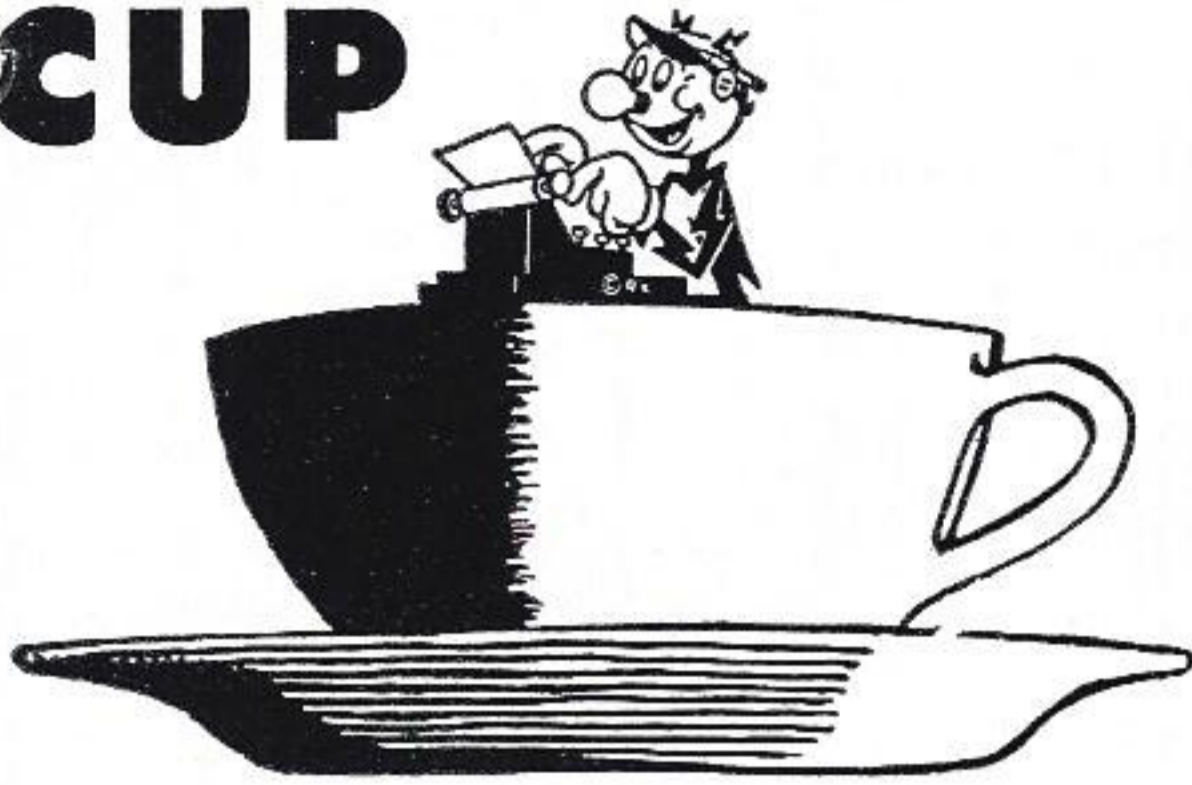
## Don't Miss the Employee Golf Tournament

Port Arthur, Texas  
Pleasure Island Golf Course

Friday, May 29, 1959



over the  
**COFFEE  
CUP**



The Baton Rouge division is getting ready for its annual Fishing Rodeo, June 15 through 21. It will be held on False and Old Rivers and tickets are still on sale. Everyone has a chance to win a prize for the biggest fish in the various categories.

Birthday wishes go to: **F. L. Amedee, J. H. Chandler, H. G. Dupuy, S. B. Farrar, H. K. Gathright, S. L. Laurent, J. M. Robinson, D. E. Shelton and E. V. Wilson.**

Birthday wishes for May go to: **S. L. Adams, H. Chaney, C. E. Courtney, A. B. Cross, P. F. Donaldson, N. B. Drew, H. O. Jenkins, E. D. Kelly, G. L. Mustin, J. E. McMorris, I. D. Noble, F. J. Parent, M. D. Quinn, J. L. Reeves, R. Riviere, J. F. Smith, T. C. Thigpen Jr., J. B. Wiggins and B. R. Williams.**

The Short Circuit Club held its first picnic of the year at the U. C. T. Grounds, April 25. Everyone ate hot-dogs, ice cream, fried chicken, potato salad, olives and buns while the kids watched the puppets and had fun on the rides available.

—By *Marion Brown*

Wedding bells rang for **Bobbie Shingleur** and **R. H. Vernon** in Baton Rouge, April 11. The couple married in a candlelight ceremony in the home of the bride's aunt. Mrs. Vernon is in the Gas Department in Baton Rouge.

—By *Jo Ann King*



Carolyn St. Amant is set to play a food service director in "Joanie," as (above) Floy Dean Smith, program hostess, and Mildred Tribble (right) await their cue to begin the show.

Think our home service advisors aren't versatile?

Think again. These vibrant young ladies can switch from PTA frozen food lectures to Blue Bird fudge-making missions without mussing their make-up. They sell electric cooking in the morning and yard lighting at night.

They can even portray heroines on television programs, as witness "starlets" Mildred Tribble and Carolyn St. Amant, Baton Rouge home service advisors, who took time out from their busy schedules last month to promote careers in home economics for young ladies.

Their play, "Joanie," was presented over WBRZ-TV's "Mid-day Louisiana" program, during Louisiana Home Economics Career Week, April 5-11.



**L. V. Dugas**, superintendent of commercial and industrial sales, and **F. Parker Allen**, manager residential sales, attended an EEI Heat Pump Steering Committee Meeting in Washington, D. C., on April 16-17.

—By *Mary Schlicher*

A June wedding is planned by **Virginia Weaver** and **Arthur Carruth** of Beaumont. The bride is in our Credit

and Collections Department, and the groom works for the Southwestern Bell Telephone Company.

—By *Helen Clark*

Vacation time is here again and **Norman** and **Mary Helen Ener** are using theirs on a sight-seeing trip from Texas to California.

**Sally Dowden** and **Sybil Tausin** went to San Antonio last month for some shopping. **Ruby Chaney** accompanied them to visit her husband, who is stationed at Fort Sam Houston.

Anyone watching the Little League Games this year will probably see **Charlotte Bass**. Her son, **Billy Joe**, is a pitcher for the Major League "Oilers" and her husband, **Bill**, is a coach for the Minor League "Merchants."

**George Irvin** has been transferred to the Billing Department. He was formerly in the Customer Accounting Department.

Other transfers are: **Bill Reynolds** to General Accounting, and **Grady Smith** to Plant Accounting.

PLAIN TALKS extends sympathy to **Shirley Bonner**, Beaumont Billing Department, on the death of her father, **Hugh Morrison**, last month.

—By *Tommie Byrd*

**Jimmy Booker**, equipment engineer, returned to work, April 20, after a two-weeks vacation which he spent building on his new home at 2339 Avenue B. The home, designed by Jimmy and his wife, **Merle**, who was employed as a commercial artist in the Advertising Department, features an all electric kitchen-den combination and has





Spring is here, says Reddy Kilowatt, as he trips down the dogwood path. And making this window display in our Woodville office even prettier is Betty Seigler, a Dogwood Festival duchess from Navasota. She's the daughter of Marvin Seigler, Navasota Gulf Stater.

an area of 1300 square feet. The house has been under construction since Booker's vacation in December of last year and should be completed May 15th. He states, "I hope never to spend another vacation working so hard".

## WOODVILLE

Spring was full bloom last March in Woodville and its coming was celebrated with the annual Dogwood Festival.

Gulf Staters from Woodville and Navasota took part in the week's activities — March 23-28. Betty Seigler, daughter of Mr. and Mrs. Marvin Seigler of Navasota, was a duchess in the parade and coronation held March 28. Mr. Seigler is our line foreman in Navasota.

Jill Ogden, six-year-old daughter of Mr. and Mrs. F. J. Ogden, was flower girl for the queen at the coronation. Mr. Ogden is in our Woodville Sales Department.

## ORANGE

Beth LeBlanc spent her vacation visiting Washington, D. C., and she and her family toured Hodges' Gardens, between Leesville and Mary, Louisiana, over a week-end last month.

Buck Wingard, who recently returned to work after being hospitalized, had his twins' tonsils removed last month.

—By Reba Willey



Beaumont bowlers met the Lake Charles ten-pin artists at the new Recreational Bowling Lanes in Lake Charles, April 26, for a contest of skill.

The match ended in a tie, with each team of 16 bowlers winning six points. Everyone expects another hot contest when the two teams meet again May 24, in Beaumont.

## LAFAYETTE

Geraldine Fournet and Lloyd Chauffee were married, April 18, in the Cathedral of St. John the Evangelist in Lafayette. The bride is the daughter of Mr. and Mrs. Dewey Fournet of Thibodeaux, Louisiana, and is our home service advisor in Lafayette.

Another new bride is Mrs. William Marshall Broach, II, of our Church Point office. She was formerly Gertrude Wimberly and was married, April 25, in New Orleans, where the couple will make their home.

Happy birthday to T. J. Thayer, Jim Daigle, Whitney Trosclair, Gilbert Broussard, Jim Richardson, Charles

Breaux, Ray Robin, Paul Broussard, Alvin St. Julien, Joseph Angelle, James Powell and Hubert Faulk.

Hubert Faulk is also to be congratulated on his marriage to Elaine Vincent, April 4.

C. R. Nantz, Bob Saidl and L. J. Sonnier have recently taken part of their vacations. Report a fine time.

—By Cynthia Nolan

Henry Snider, Charles Callahan, Raymond McGowen were chief cooks at the Lake Charles Coffee Club's "burger" party at Prien Lake Park, April 18. Official Tasters were "Slim" Larkin, Malcolm Williams, Charles Class, Lucina Ory and Ruth McGowen. Tasting must have given "Slim" and Malcolm an appetite, our last count was six burgers each.



Representing 173 years of service are these four employees, plus the photographer, J. H. Connelly. Mr. Connelly, retired, started work in 1916; Phil Allen began in 1930; May Thomson in 1918; A. J. Dubus started in 1928 and Raymond McGowen in 1927. Mr. Connelly was downtown last month with his camera and snapped the other four on their way to lunch.



Judy Gardner and Scott Merchant were married January 30, at the St. James Catholic Church in Port Arthur. Judy is in the Port Arthur Accounting Department and Scott is employed by Jefferson Chemical.





The Lake Charles office girls gave Nelda Hebert (center) a baby shower, April 24. Nelda is secretary for Mr. A. J. Dubus. Left to right are: Ann Snider, Jeanne Johnson, Pete Roddy, Mildred Nunez, Carol May, Pat Young, Hope Barnett, Lucina Ory, May Thomson, Elaine Anderson, Dorothy Mitchell and Ellie Fiero.



Mr. and Mrs. Earl J. Broussard announce the birth of their fourth daughter, **Elizabeth**, April 14. Mr. Broussard is in our Lafayette office.

Mr. and Mrs. Ben Lee Allen, announce the birth of a son, **William Earl**, April 3. Mr. Allen is in the Baton Rouge T & D Department.

Mr. and Mrs. D. V. Garon announce the birth of their second son, **Danny Eugene**, April 11. Mr. Garon is in the Baton Rouge Production Department.

Mr. and Mrs. P. E. Kriner announce the birth of a son, **David Wayne**, March 23. Mr. Kriner is in the Production Department, Beaumont.

Mr. and Mrs. Wayne Bogue announce the birth of a daughter, **Anna Laurette**, April 1. Mr. Bogue is in the Beaumont Engineering Department.

Mr. and Mrs. Joel W. Cross announce the birth of their third child, **Deborah Gail**, April 7. Mr. Cross is in the Beaumont Engineering Department.

Mr. and Mrs. C. W. Holbrook announce the birth of a son, **Carlton Kurt**, February 4. Mr. Holbrook is in the Port Arthur Storeroom.

Mr. and Mrs. H. R. Mathews announce the birth of a daughter, **Patrice Suzette**, at Beaumont's St. Therese Hospital, May 11. Mr. Mathews is supervisor of production and records in the Advertising Department.

## SYMPATHY TO:

Mrs. H. G. Dupuy on the death of her father, **Stephen Silbey**, Mr. Dupuy is in the Baton Rouge Production Department.

Mrs. V. P. Braud on the death of her grandfather, **George Thibau**. Mr. Braud is in the Baton Rouge Production Department.

## NEW EMPLOYEES

PLAIN TALKS welcomes the following employees:

**BEAUMONT**—J. C. Hoell, garage; L. W. Ladner and A. N. Moses, Engineering Department; Mary Blalock, Records Department; Peggy Delaney, General Accounting Department; Mary Powers and Laura Pender, Billing Department and Linda Richardson, Customers Accounting Department.

**BATON ROUGE**—H. K. Gathright, Jr., Production Department; T. J. Berryhill, Jr., H. W. Hopson and Robert Riviere, Garage; Jacquelyn Slaton, Production Department; G. D. Camus and L. M. Scott, Gas Department; G. J. Boudreaux and Roberta Cogburn, T & D Department; Sarah Scott, Kathleen Todora, Lula Rome and B. L. Warbington, Customers Accounting Department.

**LAKE CHARLES**—D. H. Orrell, R. R. Gibson and B. A. Ellender, T & D Department.

**SULPHUR**—L. F. Hoffpauir, meter reader and Verlie Gibson, office clerk.

**LIBERTY**—J. O. Leonard, meter reader.

## Gulf states in the news

**N. C. Spencer**, superintendent of electrical and civil engineering, Beaumont, presented his paper, "Time Economies From Use of Standard Plans," at the Southeastern Electric Exchange meeting April 16-17 in Clearwater, Florida. Also attending the meeting from the Engineering Department were, **A. J. Mary, J. B. Fanette, L. C. Guthrie and G. R. Iles**, all of Beaumont.

**G. T. DeLaMatyr**, communications engineer in Beaumont, was elected chairman of the Utilities Radio Coordinating Association of Texas and Louisiana at their annual meeting in Galveston, April 7.

**R. W. "Red" Dunham**, chief clerk of the Port Arthur Division, was elected second vice-president of the Port Arthur Retail Merchants Association for 1959-60. Mr. Dunham came to work for Gulf States in September of 1925. He has been chief clerk of the Port Arthur Division since January 16, 1949.

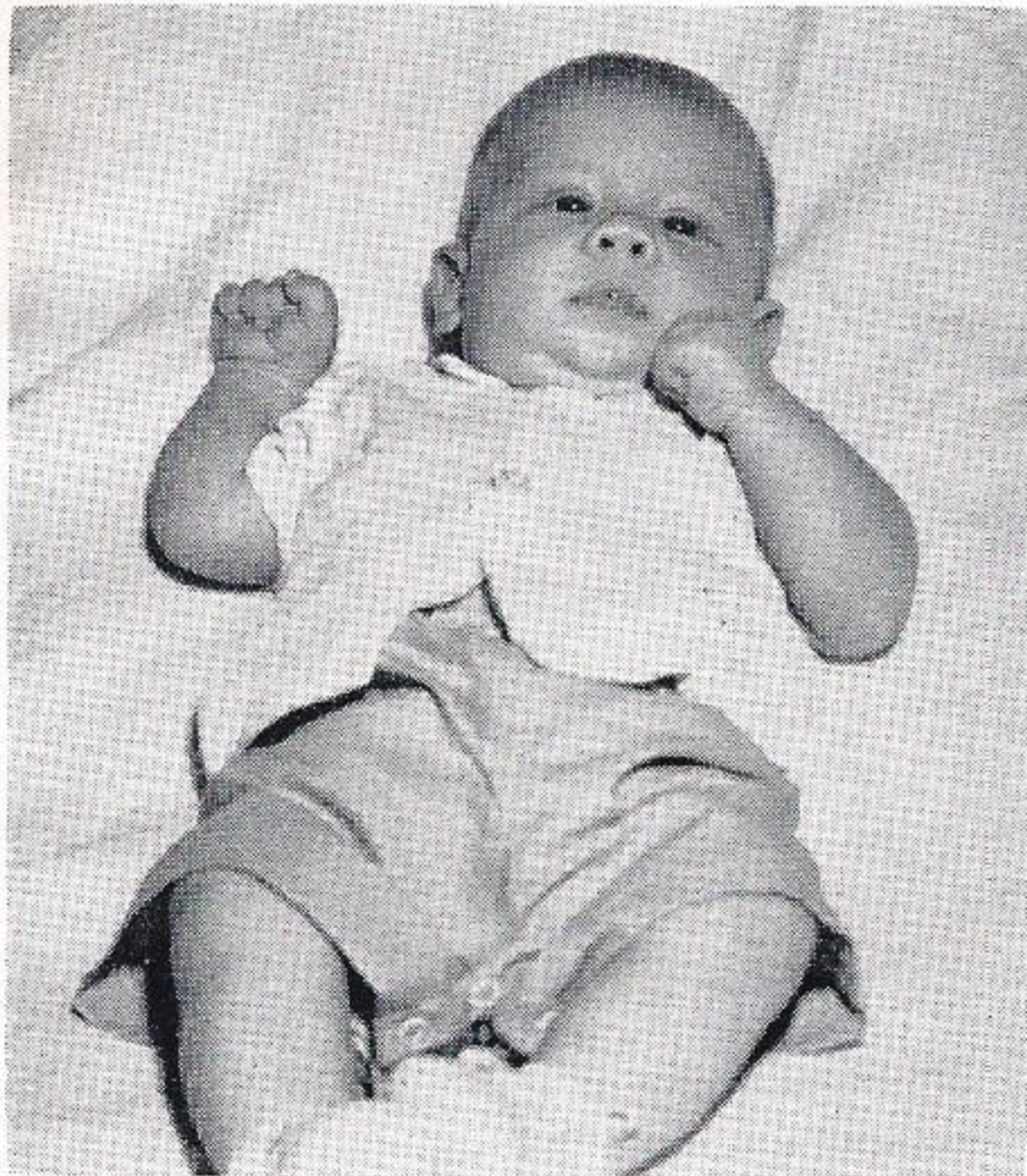
**Gay Braud**, Tax Department, Beaumont, has been elected administrative vice president of the Beaumont Chapter of Toastmasters Clubs.

**Joe DeJean**, supervisor of advertising, Beaumont, served on the annual Y.M.C.A. membership drive's publicity committee. **Victor Gayle, Herschel Mathews and Bob Jackson**, of the Sales, Advertising and Corporation Departments in Beaumont, respectively, were active participants in the drive.

PLAIN TALKS extends sympathy to **Paul LaPoint** on the death of his father, April 5. Paul is in our Lafayette district.



# GROWING with Gulf Staters



"All right, I'm posed," says Jeffrey Neel Campbell, son of Mr. and Mrs. H. A. Campbell of Beaumont. Dad is a commercial artist in the Advertising Department.



Take a look at the past, men. That's Mrs. Joseph Jones, in a 1958 get-up, at left. The three "old timers" are Mildred Tribble, 1930; Evelyn Wilsford, 1932; and Carolyn St. Amant, 1930's. Miss Tribble, a bewigged Mae West, points out that 1930 was a very good year for blondes. All three young ladies, home service advisors in Baton Rouge, participated in the Golden Anniversary of the Louisiana Home Economics Association in Alexandria.

## Home Economists Help Celebrate . . .

### Those Wonderful Years

Three Baton Rouge home service advisors helped other Louisiana home economists turn back the calendar to the "good old days" as the Louisiana Home Economics Association recently celebrated its golden anniversary at its annual meeting in Alexandria.

The girls dramatized their profession's half century of progress by wearing costumes that have changed with the passage of history since 1909.

And "our girls" once again proved their mettle. Mildred Tribble was a slinky 1930 Mae West. Evelyn Wilsford brought back the spirit of '32. And Carolyn St. Amant recalled the bouncing 1930 era of bloomers and white middy blouses.

It was good fun for everyone and emphasized the swift progress made by "Home Economics through the Years."



All dressed up and going places is William Tinlin, III, son of Mr. and Mrs. Bill Tinlin, Jr., of Beaumont. Mr. Tinlin is in the Engineering Department.

#### Rumor?

Those in the know insist that Tarzan's last words were: "Who greased the grapevine". (Credit Ward McCurtain, Tax Department, Beaumont, for this one.)

—JST

If you've been thinking your house is too small, start painting it.

High noon is three martinis before lunch.—Diamond "S" Gossip

#### KEEPING OCCUPIED

Thank God every morning when you get up that you have something to do that day which must be done, whether you like it or not. Being forced to work, and forced to do your best, will breed in you temperance and self-control, diligence and strength of will, cheerfulness and content, and a hundred virtues which the idle never know.

Charles Kingsley (1819-1875)



When school lets out the bike parade begins.



Soon these children will be on vacation. Don't let traffic accidents spoil their fun this summer. Children, like these at Beaumont's Longfellow

Elementary School, are apt to be careless. Don't you be.

## Defensive Driving Saves Lives

There are two ways you can drive your car—safely or foolishly.

Also, there are two things that determine which way you drive—the first, and most important, is you.

*Your* courtesy, *your* care and *your* common sense count more than anything else in driving safely.

Be courteous to other drivers—remember how you feel when someone blasts their horn the minute the light changes to green—and it will help make your driving safer and more pleasant.

Take care when driving. Obey traffic laws and drive defensively, being ever alert to possible trouble and leaving yourself a safe way out.

Common sense is important, but it is surprising how many people seem not to use it. Everyone

knows that two cars can't travel in opposite directions in the same lane without colliding—why, then do people insist on passing when meeting another car?

The safety factor next in importance is the car you drive. The foolproof car cannot be built, even though manufacturers make safety a major consideration in automobile design. There remains the margin of human error and bad judgement, the carelessness and negligence of drivers who cause accidents.

These then are the essentials of safe driving: the built-in safety of a good car, and the courtesy, care and common sense of a skillful driver.

You aren't given the right to drive, but the privilege. So drive with care . . . everywhere.



# Family Vacation Fund Safety Contest Ends May 31

The last day of this month is the deadline for your entries in the Safety Department's Family Vacation Fund Safety Contest. Winners will be announced in the June issue of PLAIN TALKS.

If you haven't sent your entries in, you

have no time to lose. Gather your family around and get their ideas of safety on the job, on the highway, in the home and at play.

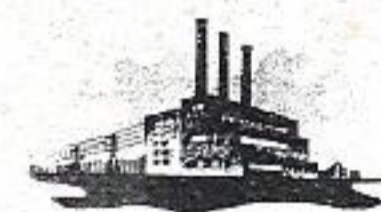
Send entries to Frank Jones, Safety Director, Beaumont.

## Company Wins Safety Award

Gulf Staters, thanks to their safe working habits, have won another safety award for our Company.

This one was presented by the Edison Electric Institute for outstanding performance in the reduction of the frequency of accidents, no matter what type, in 1958.

According to Frank Jones, safety director, the latest EEI award is the first of its type our Company has won. It could only have been accomplished through the cooperation and safe working habits of every employee.



### Injury Frequency Reduction Award

*This certificate is awarded to*  
Electric Division  
Gulf States Utilities Company

*In recognition of the achievement by its employees of a twenty-five per cent. or greater reduction in its injury frequency rate during the year 1958 as compared with the preceding three years.*

*J. E. Corbett*  
PRESIDENT