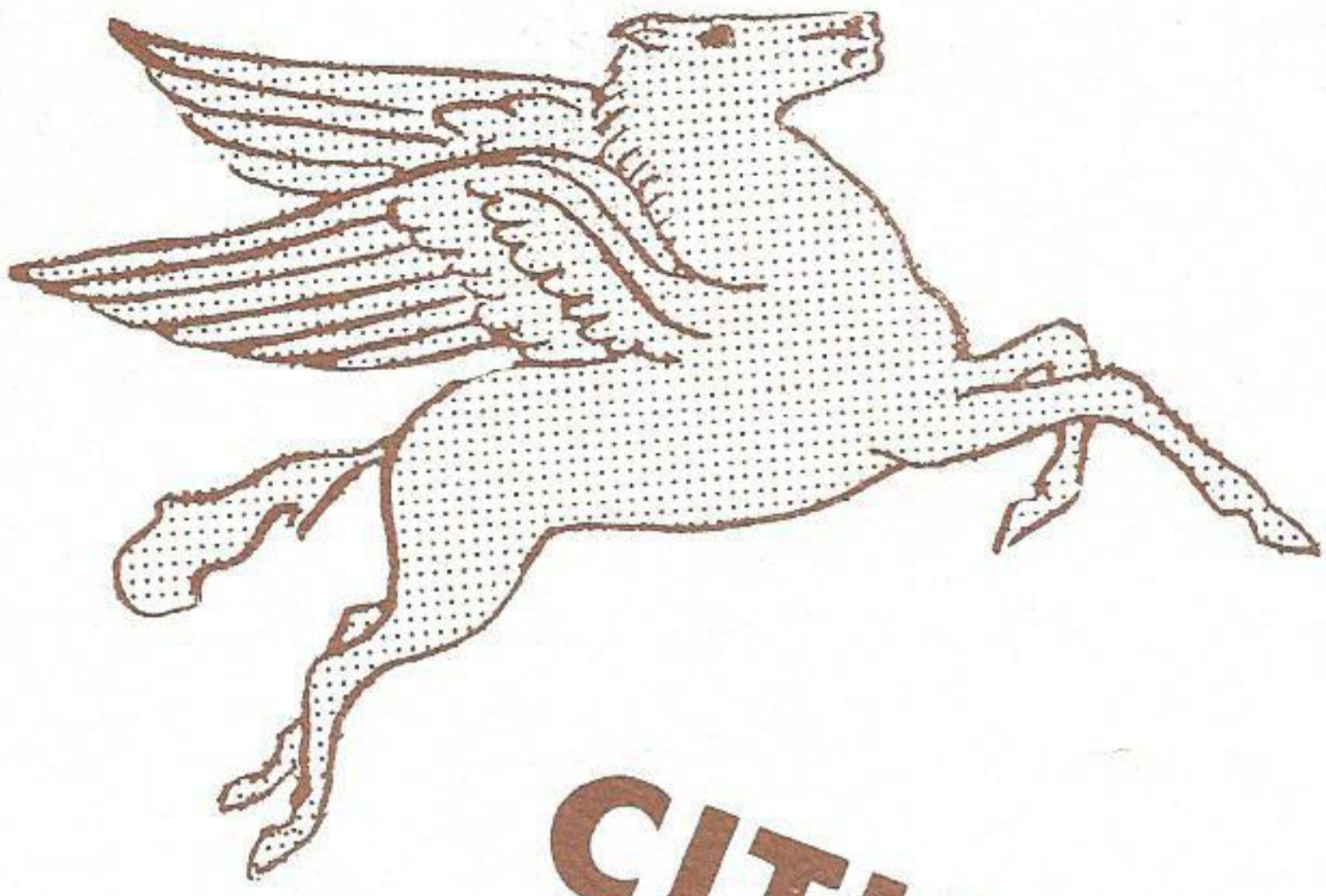
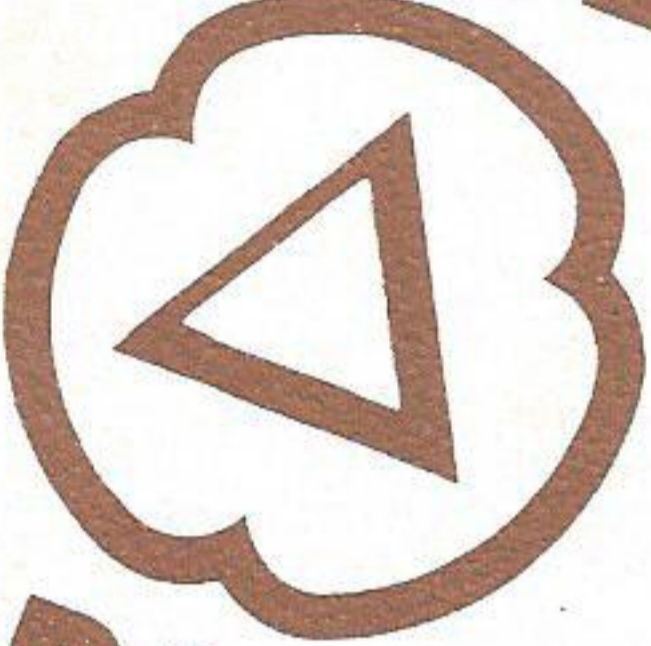
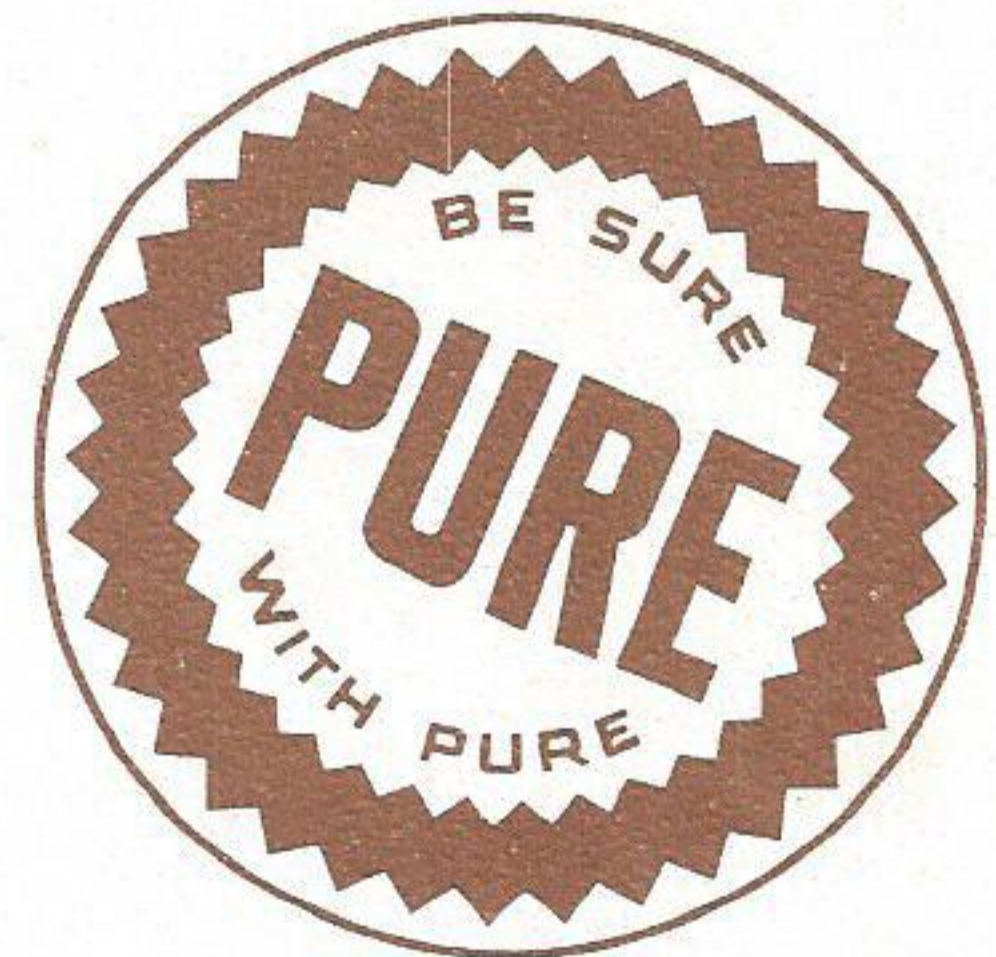


Plain Talks

OCTOBER, 1956



CITIES

SERVICE



Gulf States Salutes The Oil Industry

Quail

Plain Talks

October, 1956

Vol. 34, No. 10

A magazine for employees of Gulf States Utilities Company

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; Tommy Read, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge.

A Message From Mr. Nelson

On Oil Progress And You

Occasionally one wonders whether the primary function of a calendar is to record the passage of time or to be a guide for publicity people to dedicate each of the year's 52 weeks to pickles, peanuts or potato chips. While every nationally observed "week" means something to somebody, only a few have special significance for us in Gulf States.

Of particular importance to us each year is Oil Progress Week, not only because of the close ties we have in serving some of the world's greatest oil companies, but because of the impact these companies and others like them have on the everyday lives of all of us. The week of October 14-20 was Oil Progress Week this year.

Oil, like electricity, is so versatile that new products and uses are continually being developed by scientific research teams throughout the oil industry. Thanks to oil products we live better at home, with new synthetic fabrics for clothing and furnishings; at work, where billions of gallons of fuels and lubricants are used in machines that help produce more goods; on the go, where oil products power our carriers and improve our highways, and at play, where new miracle-fiber sporting goods of all kinds help us relax and enjoy our leisure time.

The hundreds of oil products that help make life better are too numerous to mention, but there is still another factor to consider in saluting Oil Progress.

The record of the oil industry in the Gulf South area continues to be a strong inducement for related industries to locate here. The spirit of cooperation between petro-chemical companies is an outstanding example of how much can be accomplished in an area where Free Enterprise flourishes.

Gulf Staters and other thoughtful citizens in this area had good reason to enter fully into the spirit of Oil Progress Week. Oil brings to this area good jobs, good people and good works dedicated to the betterment of the companies' chosen communities.

R. S. Nelson

DIRECTORS

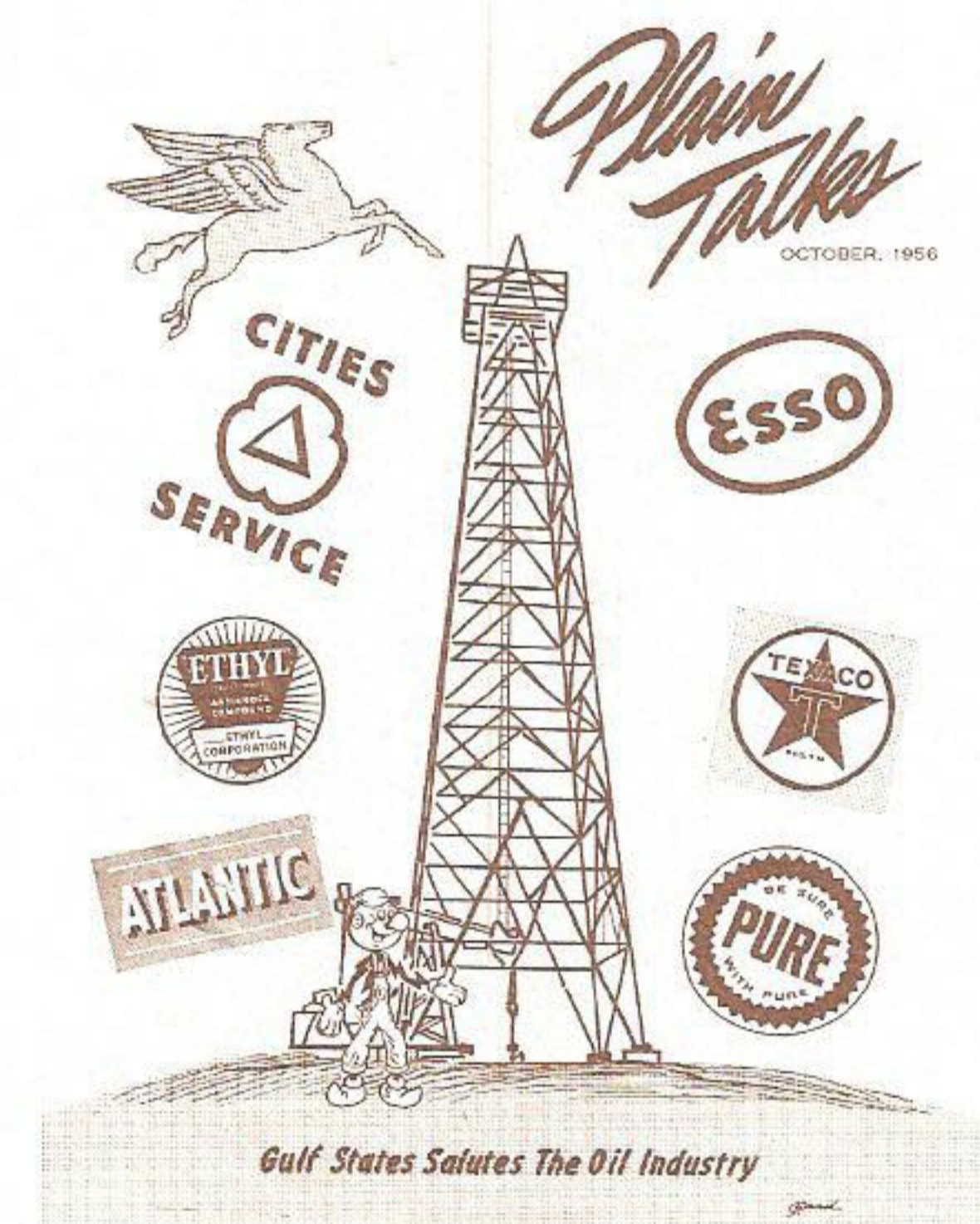
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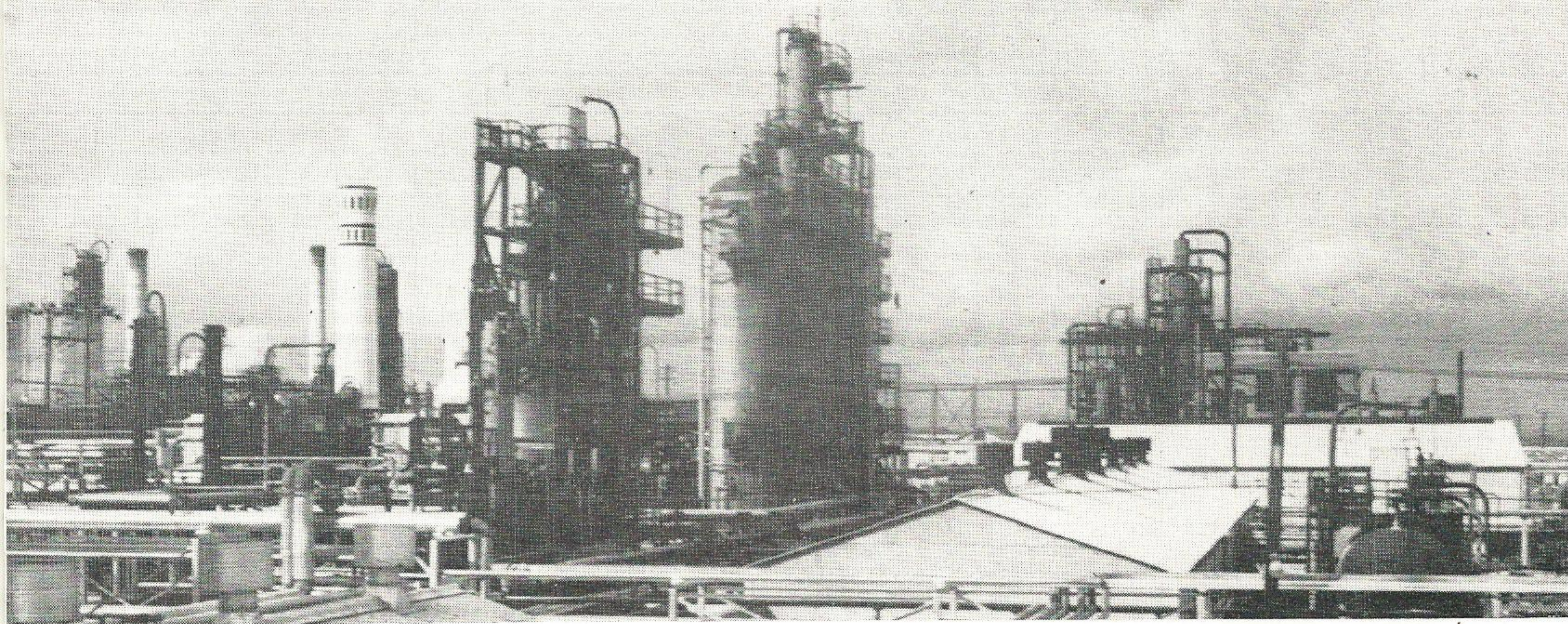
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OUR COVER



This month containing Oil Progress Week, we decided to make this PLAIN TALKS an Oil Progress issue and salute the oil industry. What better place to start than on the cover? We feel a part of the great progress of the oil industry so we threw in the Reddy Kilowatt to show our pride and gratitude for being allowed to serve — and grow with the oil industry.



Oil Progress - - -

Progress And Development Of The Petroleum Industry Could Be Called A History Of Our Civilization

There are probably millions of people in the United States who have never seen a drop of crude oil in their lives.

But every family uses almost 63 barrels of petroleum every year in one or another of its more than 2,000 different forms.

Let's take a glance at the oil picture.

Hunting for oil is certainly one of the world's toughest jobs. Yet such is the progressive nature of the petroleum business in this country that about 12,000 companies are engaged in the endless search.

Geologists, geophysicists, and other scientists with jawbreaking titles do

the preliminary work. Every day of the year, field crews are out scouring the wildest parts of the United States, even to the ocean beds along its coast.

After a site is selected the next step is to drill a test well, which may go

(Continued on Next Page)



This is the way it used to be. Few people will remember the days when stations like this were popping up all over the country around the turn of the century. The use of oil was limited to only a few things, such as a low grade motor oil, low test gasoline, and some others.

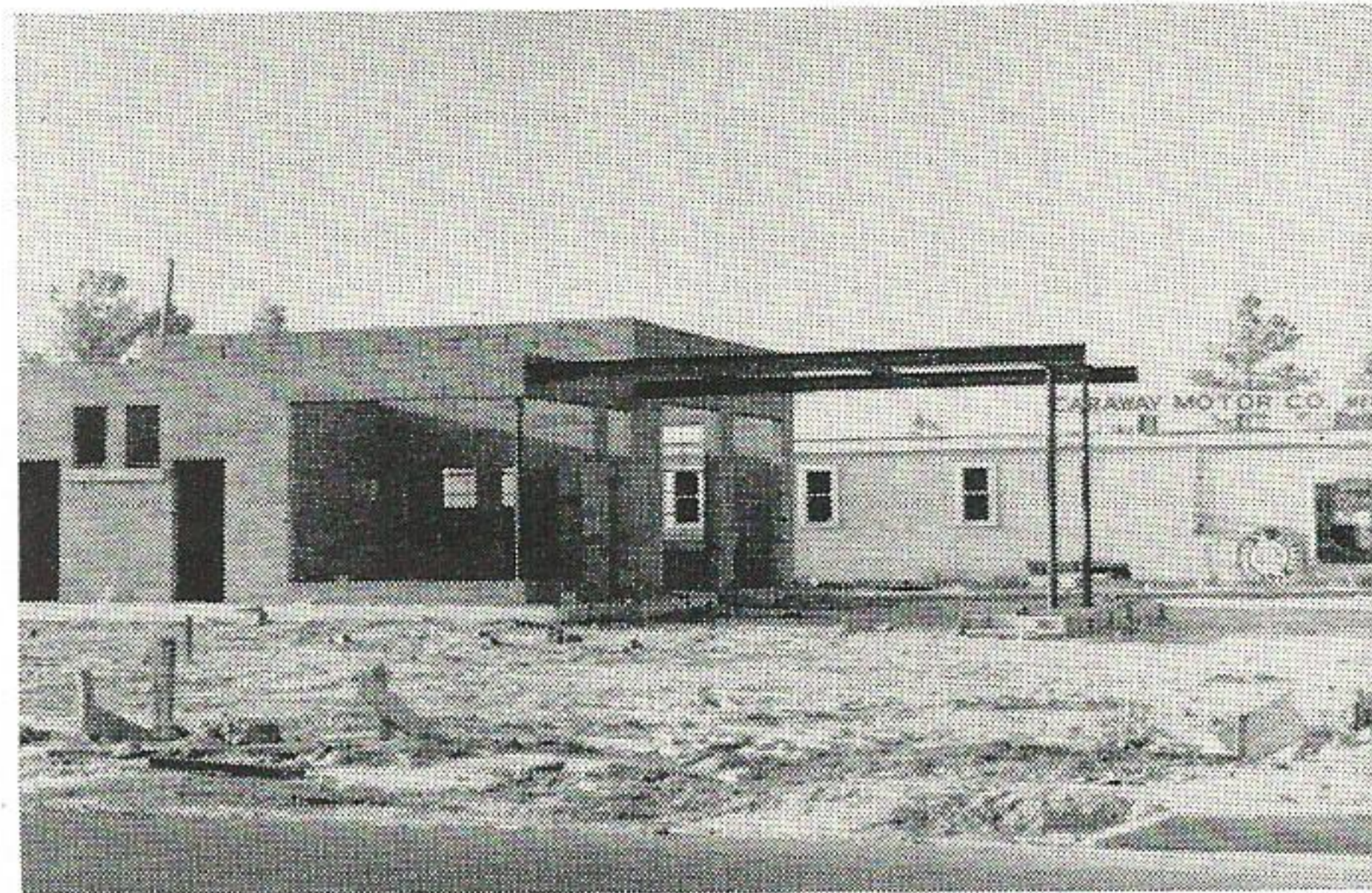
miles deep, cost from fifty thousand to more than a million dollars. Yet only one well out of nine drilled in unproved territory strikes oil.

Pipelines Carry Oil

After a well is finally developed and begun producing the oil is temporarily stored in huge field tanks. It travels

from these tanks by barge, tankship, or pipeline to one or another of the nation's 330 refineries.

Pumps located along the pipe lines push the oil onward, sometimes for hundreds of miles, at the speed of a fast walk through a nation-wide network of approximately 187,000 miles of pipe lines.



Service stations are still being built at a terrific rate. Here is a new one which is located in Silsbee. These modern stations are equipped to handle the recent advanced fuels made necessary by the higher powered automobiles of today. The oil industry is a major part of the strides taken in the automotive field.

After the oil is refined it is moved through product pipe lines, by barge, tanker, railroad tank car, or in thousands of tank trucks to your favorite service station.

Yield of Gas Doubled

Because of the keen competition among America's 270 oil refining companies the yield of gasoline from each barrel of crude has been nearly doubled since 1918.

About 200,000 service stations throughout the length and breadth of America compete for our patronage.

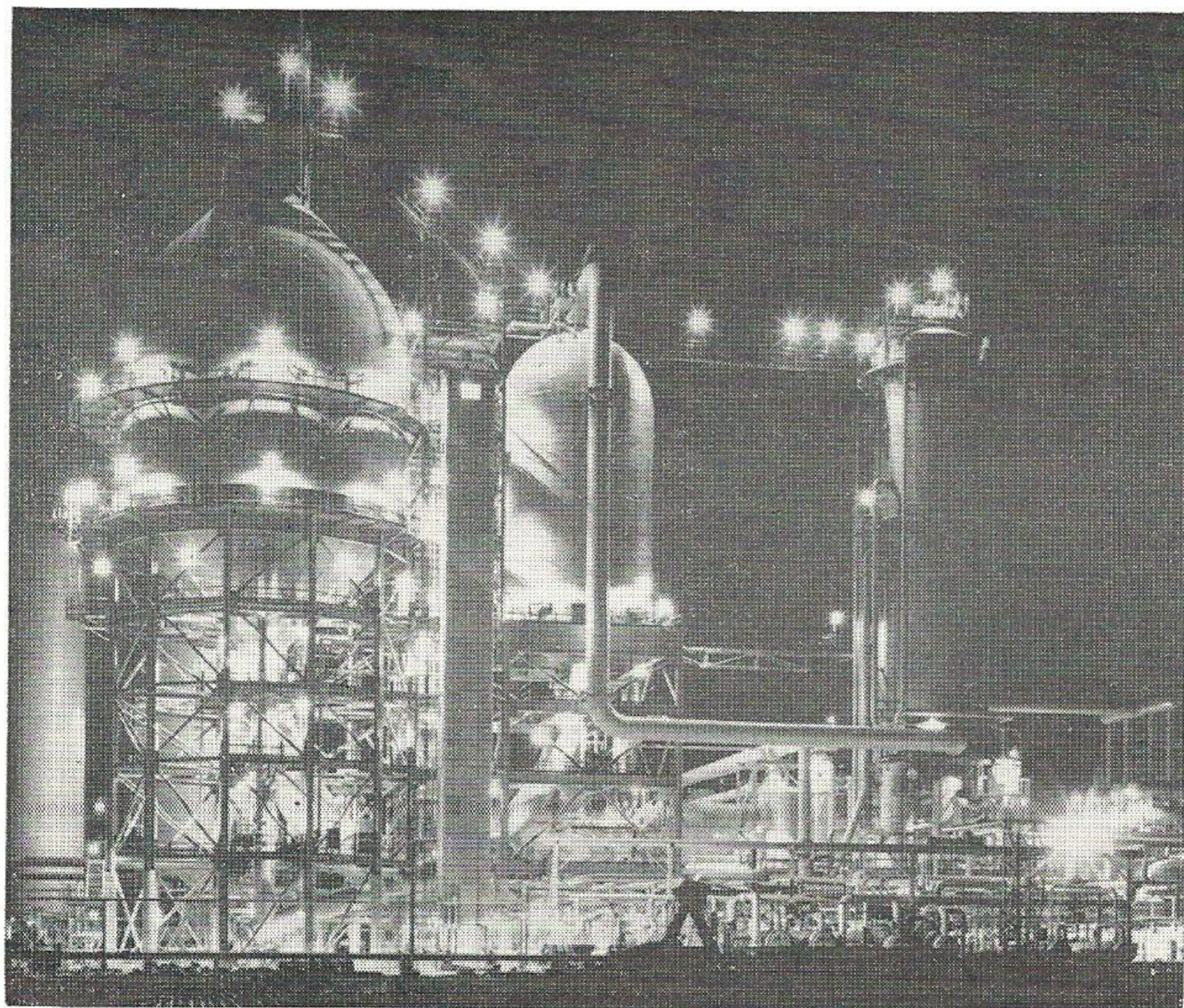
Approximately 95 per cent of these stations are owned or leased by independent, progressive local business men. Only five per cent are actually owned and run by the companies that supply them.

Thousands of garages, grocery, hardware, and drug stores, and other retail establishments also supply you with oil products. Doctors prescribe medicines made from, or with the help of, petroleum. Manufacturer of practically every machine, fabric, tire, or utensil make use of oil in one way or another.

Oil means far more to us than gasoline for our cars, fuel to heat our homes, and oil for the lawn mower. It's easier to see how one family could use 63 barrels of petroleum every year when you realize how many products are made from it.

Products of Oil

To name just a few of the newer and more unusual products and by-products with which oil serves us there's anti-freeze, auto safety glass, tires, plastics,



The intricate maze of an oil refinery takes on an even more mysterious look in the night. Work lights suspended on the numerous pipes and towers make a very pretty picture, but they serve their purpose, also. Through the use of lighting similar to the scene above, the oil industry is able to work through the night — continuing the production to meet today's greater demands.

shaving creams, garden chemicals, paint, synthetic fibers and sports equipment. Then there's plastic toys, ink for textbooks, vitamin preparations, televisions sets, playground surfaces, rainwear, rubber toys, toothbrushes, phonograph records, roller skate wheels, insect sprays, cosmetics, wax paper and dyestuffs. The list seems unending . . . for oil serves America well every minute of every day.

Research Continues

Research in the oil industry is never ending. New ways to utilize crude oil into useful by-products are constantly being sought and found.

One of the most recent and most novel uses for oil products was discovered by Professor L. B. Darrah of Cornell University. He has long thought that the natural egg shell was a poor container. "It not only breaks easily, but has pores that permit bacteria to enter," he says. He and his associates are remedying this situation by putting eggs in polyethylene packets that replace the regular shell.

A spokesman for the fashion industry predicts that the best dressed woman of the future may wear clothes she makes herself by spraying oil-chemical miracle fibers over molds or forms. Dresses, gloves, and other accessories may be sprayed in any color, and would be guaranteed not to soil, rip or change shape.

Studies made by the Automobile Manufacturers Association show that

automobiles today are twice as durable as those of thirty years ago. Prime factors in your car's longer engine life are the superior gasolines, motor oils and lubricants supplied by the oil industry.

More than six million tennis balls are sold every year in this country, and today, the newest of these are made with oil based nylon or dacron in their covers.

Judging the new ball by its miracle fiber, it promises to be one of the best yet manufactured, giving longer and more uniform wear.

Higher Living Standard

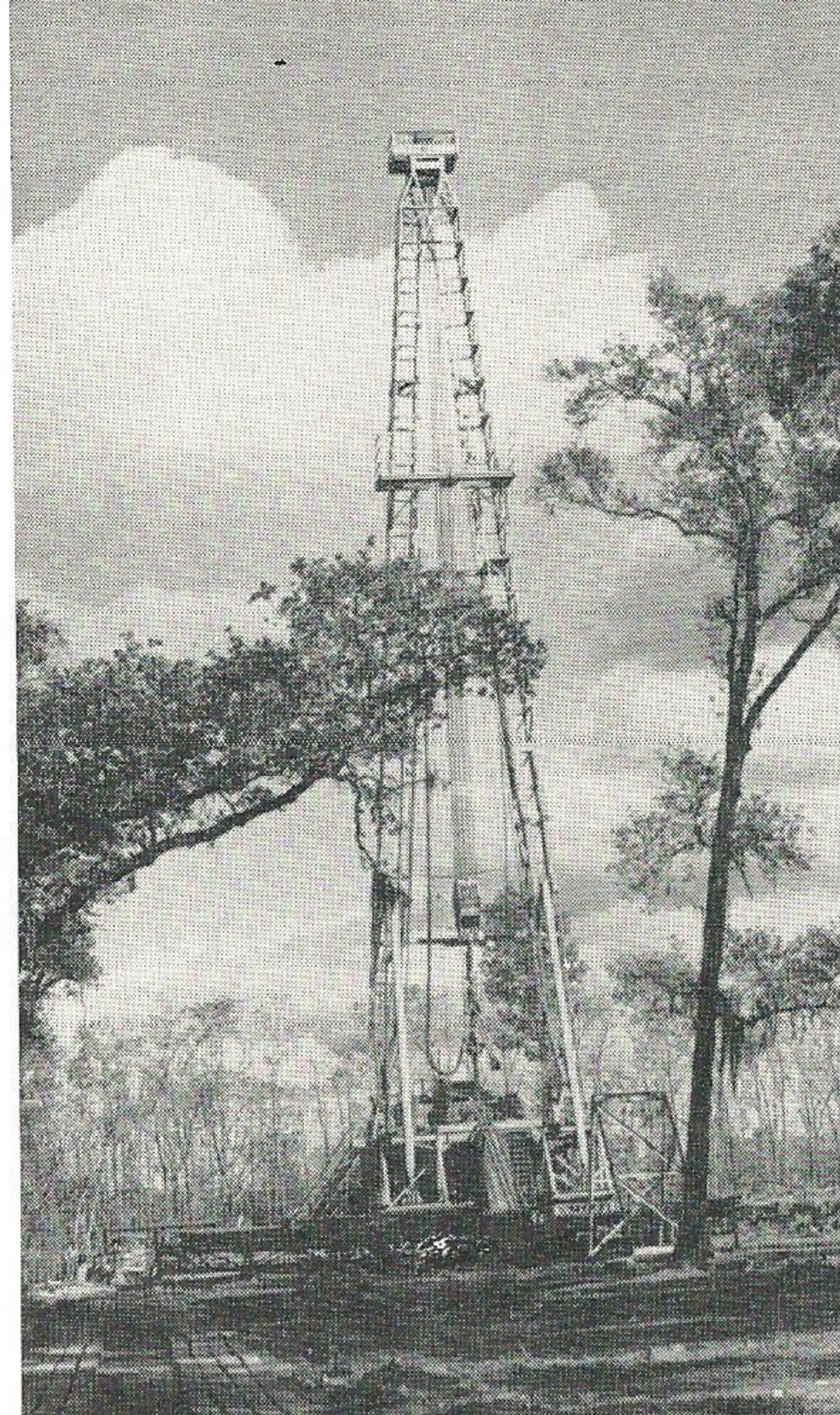
Even in the field sports, oil is a versatile champion which adds to the American standard of living.

Like people, oil wells live longer these days than they once did. In 1865, the average life of an oil well in the United States was about two years. By 1885, the life span had grown to seven years, and by 1930, to 21 years.

Improved techniques in bringing oil to the surface made the difference.

Now, thanks to reservoir engineering, formation fracturing acidizing, and other processes, the average life of an oil well has been lengthened to about 30 years.

Improvements within the industry mean that oil products become even better bargains than they were yesterday, and everyone reaps the benefits.



Any story on the oil industry would not be complete without one picture of the beginning. And a drilling derrick is the start. The above, located in the woods of East Texas is in the process of sinking a new well. Chances of this well actually striking are one in nine. That is one of the reasons for rapid advances in methods for finding hidden oil deposits.



The use of oil and oil products has grown into every field. The automobiles above are powered and lubricated with oil. The modern divided highway is made smooth and permanent through the use of asphalt, and oil product. Even the paint on the buildings has an oil base as a preservative against the weather. It's hard to find things that in some way are not connected with the use of oil in some way.

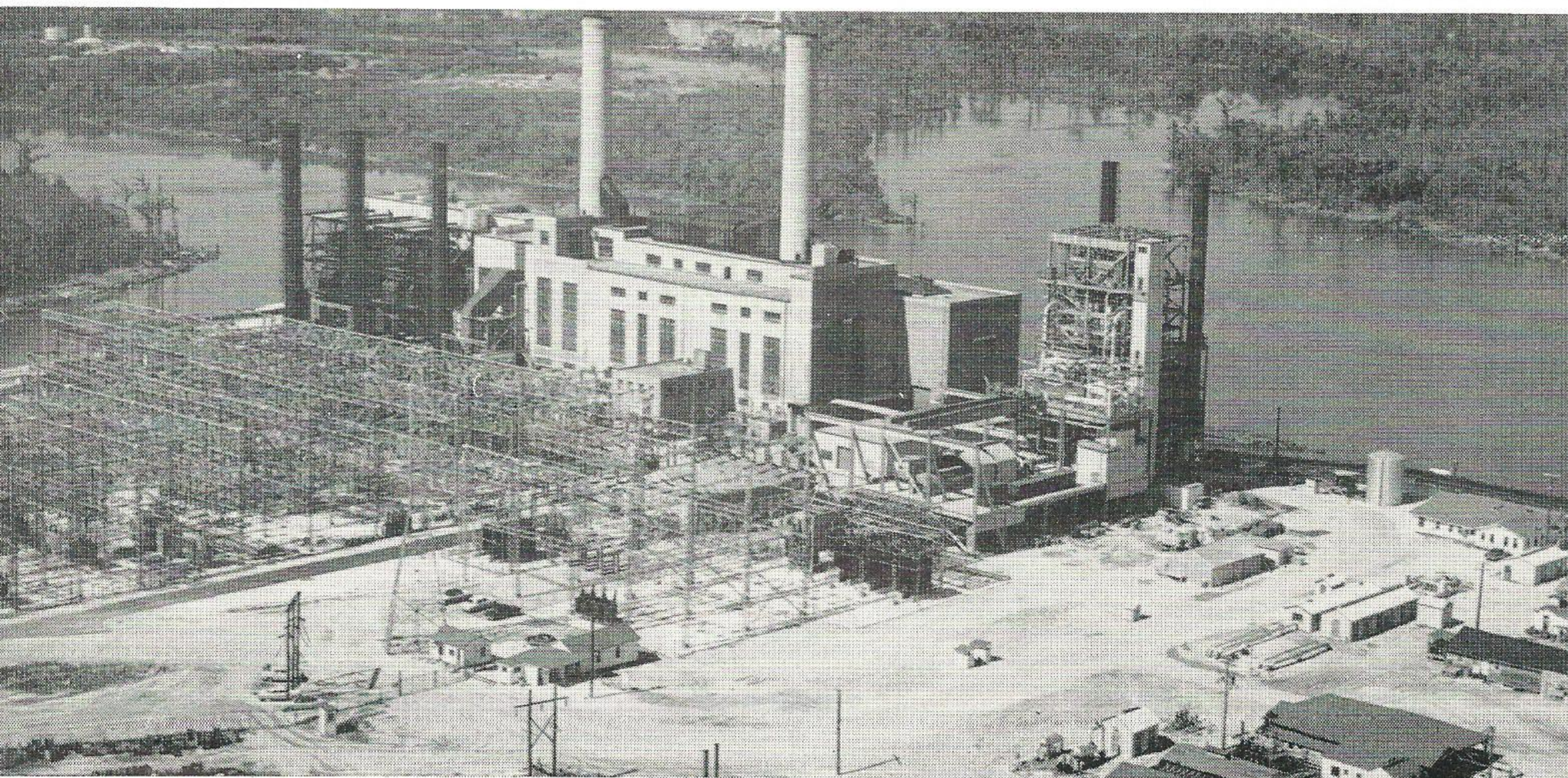


This is one of the new Viscount turboprop airliners, for which the oil industry has developed a special engine lubricant. The airliners recently were introduced to the South by Capital Airlines. The lubricant developed for the plane actually is considered a part of the turboprop engine when it is in operation.

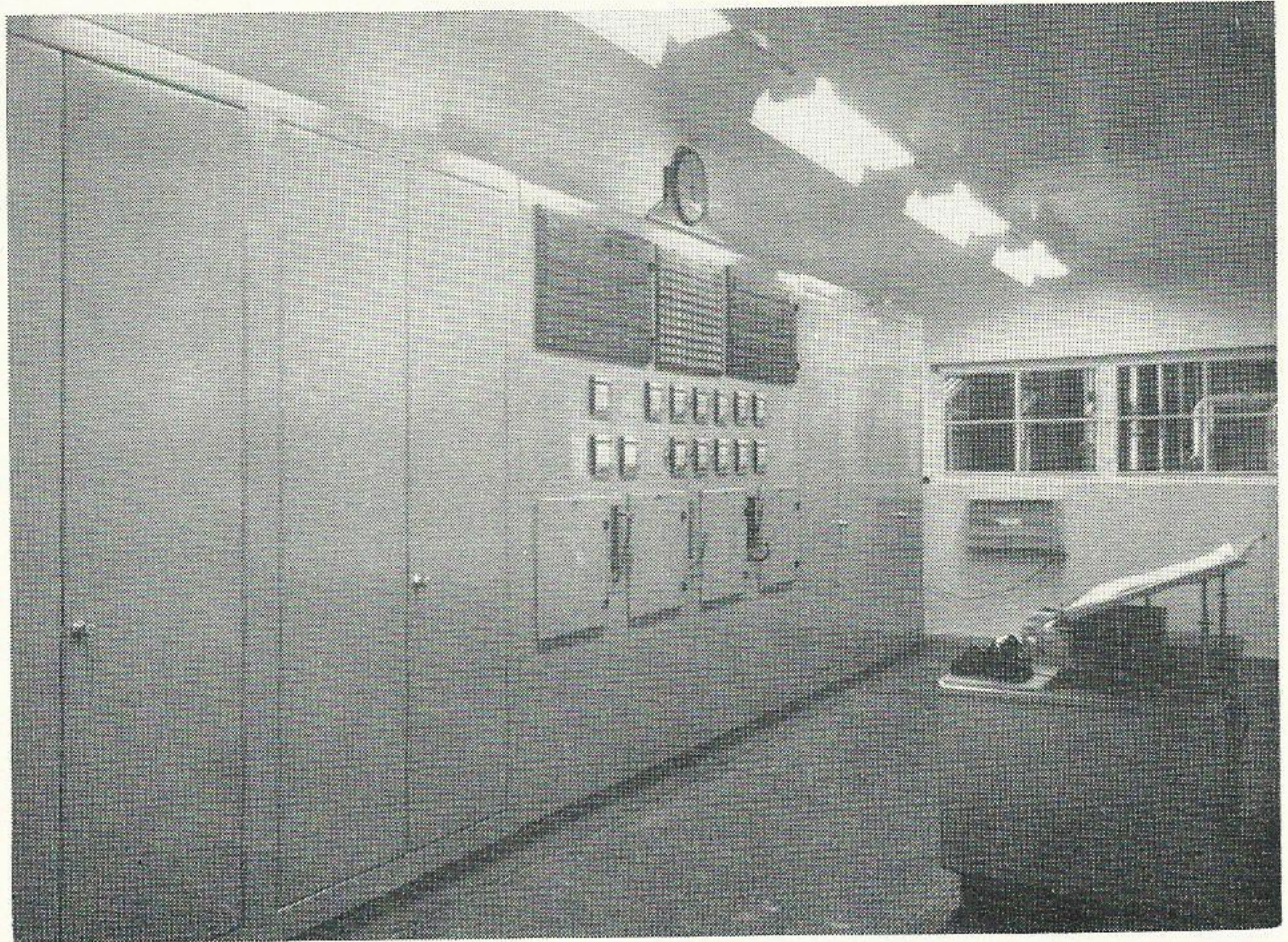
First Of Its Kind - - -

Central Information System Simplifies Control Of Neches Power Station

Below is an aerial view of the Neches Station power generating plant in Beaumont. Neches Station is the home of the new Central Information System. The Information System is an electronic device which allows the Station to be run from a central point. All readings are relayed to a central control panel and various Station data recorded by the device.



Here is the central control panel and recording typewriter of the Central Information System. Any variations from normal readings in any unit at the Station are recorded in red automatically on the typewriter. Normal readings necessary for the daily reports on operation of the Station are recorded in black. A public address system connects this control room with all sections of the plant for immediate check on any unusual readings.



Neches Station's Central Information System, an electronic computing and analyzing device, is the first of its kind in the electric industry.

For several years, the problem of computing and regulating the power stations from a central point has concerned the Company. Over 28,000 readings were entered on log sheets every 24 hour day. These were condensed into daily reports for the Neches Station.

Analysis of these readings showed that fifty percent were of value at the moment, but rarely referred to again. One-fourth of the operator's time was taken up with routine duties that could be done by instrumentation. With elimination of these routine checks, these men could be used to better advantage on the new units recently installed at the Station.

Automation Answered Problems

Automation was the answer to all these problems. Now, a few men can do the work once requiring many, and the ones relieved of the customary checks on instruments can have more time on their regular jobs.

The electronic "brain" allows for automatic operation of the Station under normal circumstances. In this operation, it is possible to have direct control from the central point to all locations through adequate communications.

Trouble Found Instantly

Any trouble that may arise or any

probable trouble can be instantly located through readings from the Central Information System. All essential operating information is brought to a central point and automatically recorded.

In other words, the System was designed to do the following: scan and record important temperatures of bearings, steam, water, etc.; watch important levels, pressures, temperatures, flows; retransmit readings from individual panels to the Center; show the most economical methods of operation for the Station; compute station efficiencies on an hourly and daily basis; automatically log report information on a typewriter; and several other operations.

If anything should be out of order in any of the units at the Station, the Information System automatically records the unusual readings in red on a special section of the typewritten log.

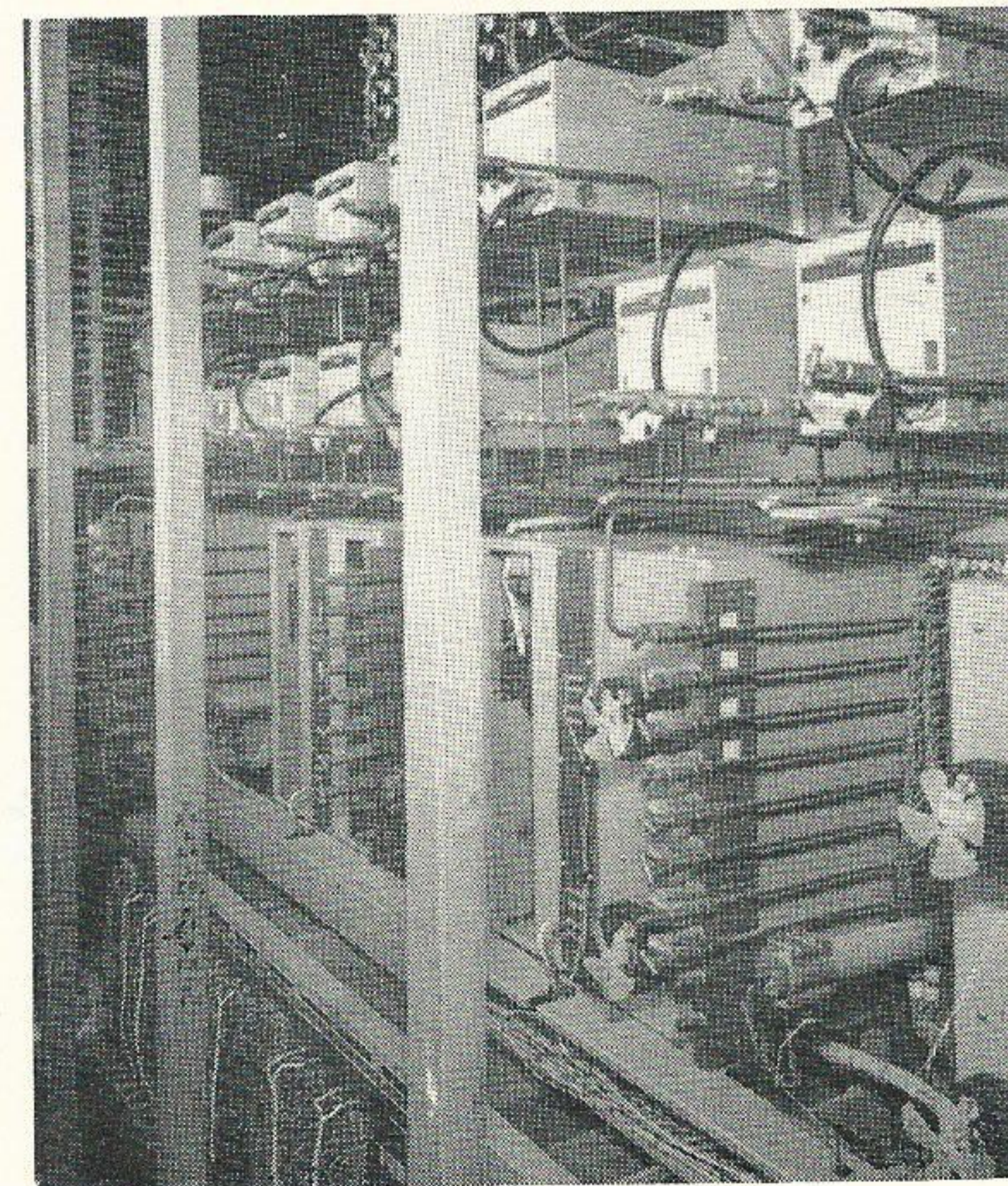
Functioning For Six Months

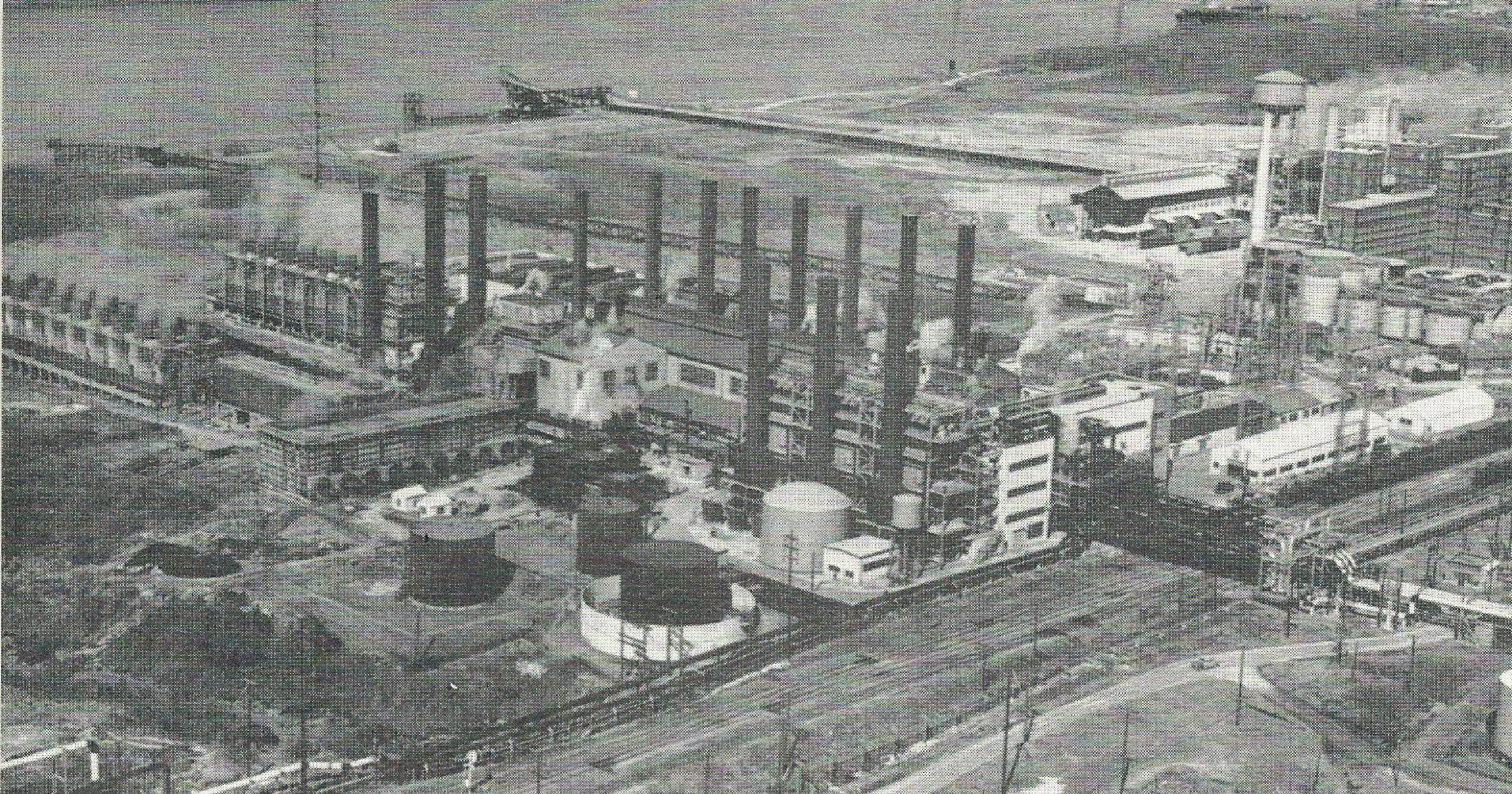
The Central Information System is not without some "bugs" at this point. However, like a new car, it has to be broken in and adjusted before it will function perfectly. The system has been installed and functioning for the last six months, and on the whole, is operating well.

This System is part of the expansion of the Company to better serve our area. Economies afforded by the Central Information System will mean bet-

ter and more efficient service to the users of electrical power throughout Gulf States' system.

Part of the intricate wiring of the electronic computer and analyzer. Highly trained technicians are required to make sure the Central Information System is functioning properly at all times.





Louisiana Station can be called a part of the great oil industry in Baton Rouge. The station shown above minus its newest smoke stack, is located on the banks of the Mississippi river and next to the sprawling Esso refinery. Part of the Esso plant can be seen in the extreme right hand side of the photograph. Recently, the capability of the generating station was increased to 382,000 kilowatts. Both steam and electricity are furnished to the refinery, Ethyl Corporation, the company's largest industrial customer and U. S. Rubber.

It's Part Of "Oil Progress"

Louisiana Station Supplies
Both Steam And Electricity - -

(Editor's Note: Since October 14-20 was Oil Progress Week the PLAIN TALKS staff thought this a good time to highlight Louisiana Station, which supplies the Oil Industry in Baton Rouge with steam as well as electricity.)

Electricity and steam, silent partners to the oil industry in Baton Rouge for over a quarter of a century, help put much of the "progress" in Oil Progress.

The story dates back to 1930, when someone thought of the idea to construct a new kind of electric generating plant adjacent to the Esso Standard Oil refinery in north Baton Rouge. The uniqueness of the new plant was that it would furnish process steam, as well as electricity, to the neighboring refinery. Steam, of course, is an indispensable source of power in a refinery.

In addition, the refinery had a serious problem which the new plant would help solve. Five waste products had to be gotten rid of somehow, by Esso. These products could be burned in an especially designed burner, which could be installed in the new plant, and put to work firing boilers and processing steam. So, from a useless headache, the waste products became helpful workers.

That's how Gulf States Utilities Company's Louisiana Station came to be built on 65 acres in the North Baton Rouge industrial area, with a give and take agreement with one of the largest refineries in the world.

But the story doesn't end there.

Just The Beginning

When the planners decided to go ahead with their program, they purchased some 200 additional acres along the Mississippi River for the purpose of reselling it, at cost, to other industries which might be interested in locating here and buying large quantities of steam and electricity for their operations.

Thousands of Baton Rougeans are now employed at the Solvay Process Division of the Allied Chemical and Dye Works Corporation, which is located just north of Louisiana Station on the 200 acres.

Today, Gulf States numbers three of the top petro-chemical industries of the nation and world as combination steam-electric customers in North Baton Rouge. Esso, Ethyl, and U. S. Rubber, are all served both process steam and electricity.

What's so different about a plant which serves process steam as well as electricity? The main distinction is that tremendous quantities of water are needed to furnish the extra steam which leaves the plant, to serve the industrial customers. Ordinarily, a steam generating plant can use and re-use the steam and water, which never leaves the plant. At Louisiana Station, however, vast quantities of water must be purified to an unbelievable degree before it is used in the high pressure boilers, thus requiring one of the largest utility water treating plants in the world.

River Plays Part

River water, the color of chocolate milk at the beginning, emerges from the series of tanks, precipitants and additives as crystal clear as a mountain stream.

Still another water treating plant treats well water until it reaches almost perfect purity, practically an impossibility on such a large scale operation.

Esso Standard is the oldest and largest of the illustrious industrial family here, and one of the major refineries of the world. Over 700 petroleum products are produced here. The first still at Esso was fired on September 15, 1909, a little over 47 years ago. Until 1930, however, the refinery processed its own steam and electricity.

Steady Production Increased

The largest of Gulf States' three generating plants, Louisiana Station, began operations with a capacity of 45,000 kilowatts and with steam boiler capacity of 1,400,000 pounds per hour. Three 15,000 kilowatt non-condensing turbine units supplied Esso with approximately 15,000 kilowatts of electricity and an average of 519,000 pounds of process steam an hour.

In 1938-39 20,000 Kw units and a 3,500 Kw house generator were put into use at the station. Another 20,000 Kw unit was added in 1943, during World War II.

Six New Units

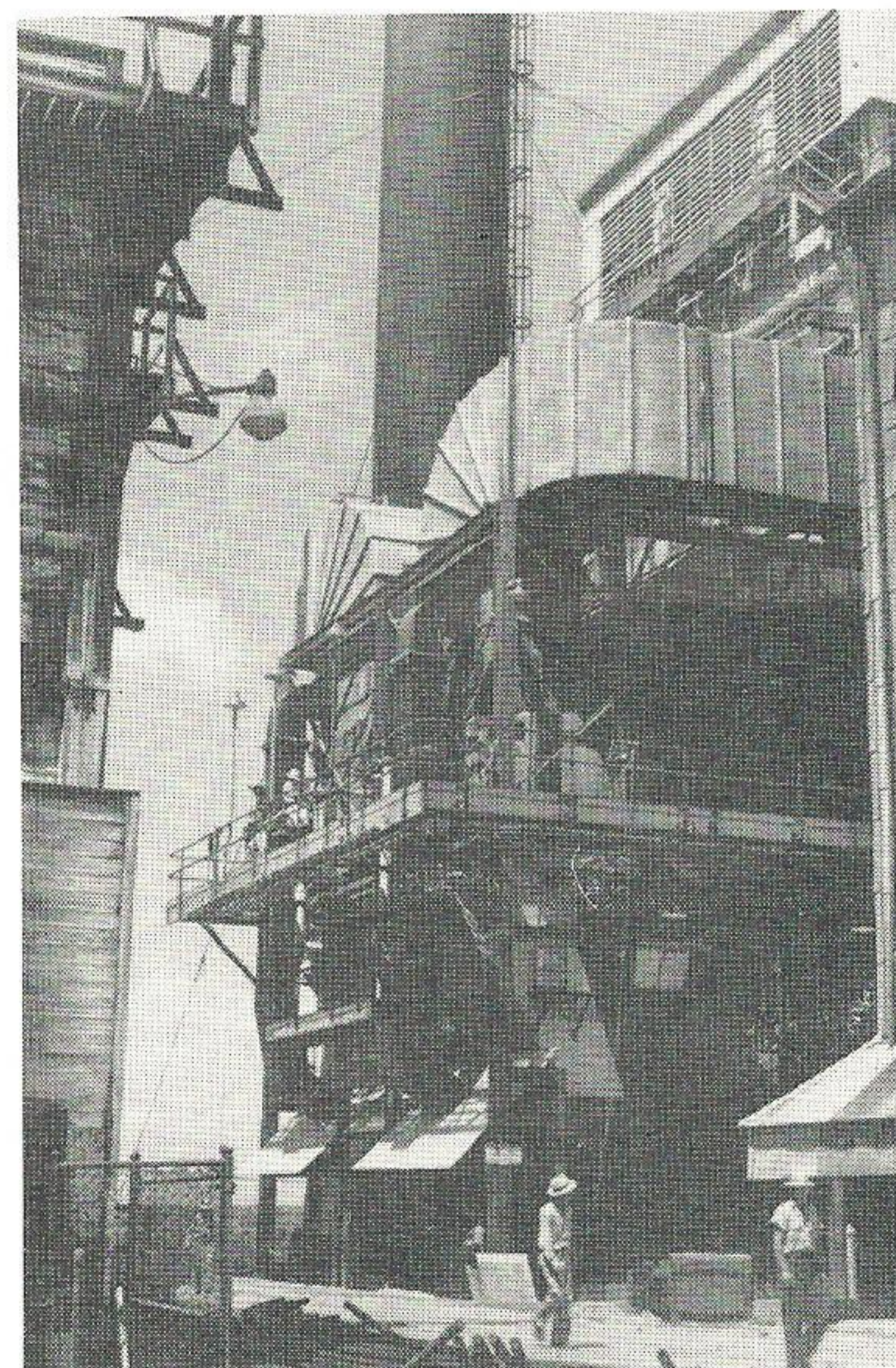
Since the end of World War II six units, totaling 354,000 kilowatts, have been added to Louisiana Station, making the present plant capacity 382,000 kilowatts.

Steam production figures are equally significant. In 1930, four steam boilers generated 1,400,000 pounds of process steam an hour. Capacity

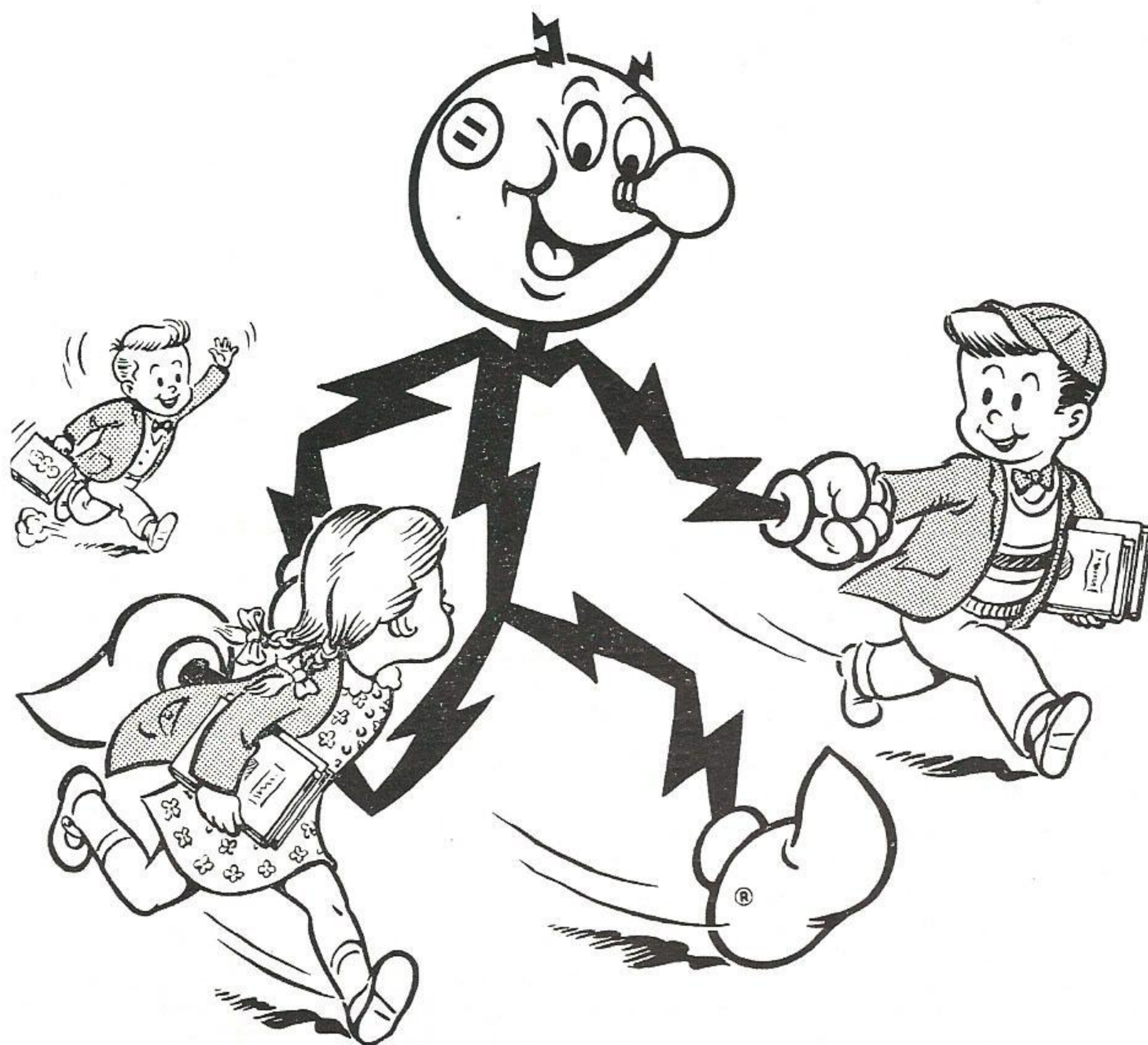
has progressively increased with the addition of a boiler in 1931, two in 1938, one in 1943, three in 1949, one in 1953, and three in the last three years. The maximum steam generating capacity is now well over 5,000,000 pounds per hour. In 1930, the plant's "seven stacks on the hill" were a familiar landmark along the east bank of the Mississippi. Today there are 14 tall stacks, symbolic of the rapid growth of the petro-chemical industrial empire.

Partners In Progress

Today, there are many more uses for oil than there were 47 years ago when the Esso refinery began operation in Baton Rouge. But still today, as in yesteryears, electricity and steam are still partners in the "progress" in oil.



The newest addition to the Louisiana Station plant is shown in the picture above. This new steam generator increased the number of smoke stacks on the familiar landmark to 14. In the photo, the boiler-generator is under construction, however, it is now in operation.



In awarding the fellowships, Gulf States joined a growing list of companies throughout the country which are cooperating with educators to help stimulate more interest in education.

There's nothing new about financial aid to education by business and industry. Outright grants, scholarships and endowments are commonplace today. But Gulf States is a newcomer this year to what probably is the fastest-growing educational development in industry — the all expense, free summer fellowships for teachers of science and mathematics.

The company agrees with educators that the summer courses will have immediate and long range effects, both good.

Increase College Enrollment

An immediate result will be that the teacher who receives a fellowship will be better equipped to teach his subject. Students who complete their courses will be better prepared for further study in institutions of higher learning, and, since it has been made more interesting, more of them will continue their studies.

Over the long haul, educators and industry expect more students to earn their degrees, and those who do will be better qualified to work in industry or become teachers themselves.

Public Relations Too

The fellowship awards are part of the Company's continuing policy of proving itself a good and enlightened citizen in this area. Several teachers awarded fellowships to the summer courses at Texas A & M have written their appreciation to President Roy S. Nelson. Similar expressions have been received by H. C. Leonard, Executive Vice President in Baton Rouge, from teachers who attended the L. S. U. program.

And Gulf States' contributions to education do not end with the In-Service courses. The company is currently cooperating with Beaumont's Lamar State College of Technology in a program to present a series of lectures and demonstrations to be held in junior and senior high schools in Beaumont, Port Arthur and Orange.

Object of this project is to encourage more students to continue their science studies after graduating from high school.

All in all, Reddy Kilowatt is proving to be a pretty farsighted fellow by lending a hand to one of our country's most important assets — an educated public.

Fellowships Help High School Teachers TEACH

Something new has been added to science classes in several high schools located in the area served by Gulf States. True, mysterious odors still cling to the chemistry laboratories and last year's chart on the elemental makeup of matter still hangs on the wall in the physics lab.

But returning science students notice something about the way teacher is getting over his points; something new and interesting in the way he discusses atoms, electronics, heat, sound and light.

They finally realize, of course, that teacher himself has changed. Since

last June, he has learned more of his subject, and how to make it interesting and easily understood by high school students.

Summer Science Teachers Program

Here's how teacher did it. In the area served by Gulf States, the company awarded fellowships to ten high school science teachers, enabling them to attend the University-Industry In-Service High School Science Teachers Programs conducted last Summer at Texas A & M College at Bryan, and at Louisiana State University, at Baton Rouge.

Largest Aluminum Wire Order - - -

Purchase For The Future

Proof that Gulf States is never standing still — forever expanding its present facilities — was in evidence last month. Planning ahead to the future growth of the service area, the Company has ordered a total 5,410,500 pounds of aluminum conductor wire to help carry the increased load required by the system. Details of the purchase were revealed by R. J. Orrick, director of purchasing for the system.

The complete order of wire is scheduled to be delivered to the Company before the end of the first quarter of 1957. About one fourth of the wire has already been received in Lake Charles. Purchase had to be made through several companies instead of only one manufacturer, to insure against unforeseen delays and also to receive the benefit of early and continuous shipments.

Largest Wire Ordered

First order for 4,410,510 pounds of the conductor was the largest single order for conductor ever issued by the Company. The first purchase will be used to complete three new transmission lines in Louisiana. The second order for one million pounds will be used on a new Texas line.

Cost for the entire amount of aluminum conductor will be slightly over two million dollars. Special blocks have been ordered to handle stringing of the wire. These blocks, a pulley device, will weigh about 35 pounds apiece. Enough to handle almost a mile of conductor will be needed.

Thirty thousand pounds of the huge wire is a minimum car load, therefore, transportation of the order will be quite a job in itself. The 37 strand conductor is slightly over an inch in diameter. Reels holding the wire are 69 inches across, almost six feet. There is 5,570 feet of wire on each reel; weight per reel is 5,584 pounds.

New Hardware Needed

Besides the conductor wire, the new transmission lines will require numerous items for completion. Approximately 1800 poles of 60 to 80 foot length have been ordered for both



Leroy Courville, store keeper in Lake Charles, is dwarfed by the giant reels needed to hold the first delivery of the aluminum conductor. He is holding a section of the wire which is slightly over an inch in diameter. Those reels hold almost one mile of conductor. Complete delivery of the conductor will be made by the first quarter of 1957.

the Louisiana and Texas segments. Almost 1500 cross-arms, 4,000 ten inch suspension insulators to hold the big conductor, 175,000 feet copperweld ground wire, and 2750 pair of X braces needed for the job have been ordered.

When all the costs of putting up the

new transmission line are totaled, the figure will be staggering. But it is only one of the many things that the Company is constantly doing to improve service throughout the system. The Gulf Coast area is growing with tremendous strides — and the Company is growing with the area.

What's Cooking ?

Austrian

Topfenpallaschinken - -

Naturally

No we can't pronounce it either, but the homemakers in Vienna say it's better than buckwheat cakes and sausage.

Incidentally, have you ever wondered how Gulf States Home Service Advisors get the information for their popular "How to Make?"

Like Gulf States housewives, they

have found that the best way is to talk with other homemakers, and ask them for their favorite recipes.

But it's not economic to visit, say, Ireland, China or Luxembourg to pick up taste treats and how-to-make's. So, Leonora O'Neal, Home Service Director, recently did the next best thing.

Through a former home service ad-

visor in Orange, now Mrs. Alida Thistleton of Parkersburg, West Virginia, Miss O'Neal met with ladies from several foreign lands on a series of television programs called "Woman's World," presented by Miss Gloria DeVore over KFDM-TV. The ladies hailed from many parts of the globe and the show was well received by lady televisioners as indicated by the many requests for recipes which were published following each program.

According to Miss O'Neal one of the most popular recipes was for "Chocolate Mousse" — Luxembourg style. Here 'tis:

CHOCOLATE MOUSSE

(From Luxembourg)

4 eggs separated

5 Tbsps. sugar

12 oz. semi-sweet chocolate

(dot chocolate)

½ lb. unsalted butter

Lady fingers

Beat egg yolks and sugar together. Place chocolate and butter in saucepan and melt on warm heat. Beat mixture well. Let it cool slightly. Beat whites stiff but not dry. Then blend together chocolate and butter mixture with egg yolk and sugar mixture. Beat well. Fold in beaten egg whites. Beat until smooth. Line sides of bowl with lady fingers. Pour in mixture and place in refrigerator to chill. Serve with whipped cream if desired.



TV'S FOREIGN CUISINE QUEENS get together after series of television programs over Beaumont's KFDM-TV as guests of Miss Gloria DeVore. Front row, left to right, are Mrs. Alida Thistleton, former Gulf Stater who helped arrange programs; Mrs. Lisolotte Babin, Gemany; Miss DeVore; Mrs. Noya Katzenstein, Shanghai, China; Mrs. Claudia Taleon, Manila, Philippine Islands; back row, Miss Leonora O'Neal, Gulf States Home Service Director; Mrs. Aimie Waring, Belfast, Ireland; Mrs. Joan Augood, London, England.

Here Is How To Tell - - -

How Is Your Housepower ?

Editor's Note: The following story and chart were taken from the October 16, 1956 issue of LOOK Magazine. It is an example of the increased volume of material now being used in national publications to educate the public to the need of adequate "housepower." The parts following the chart were added as a check on whether your house has sufficient wiring.

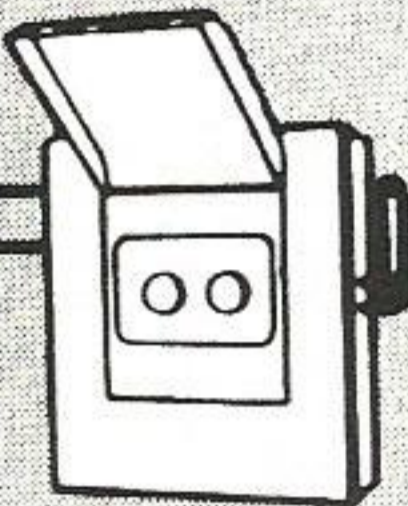
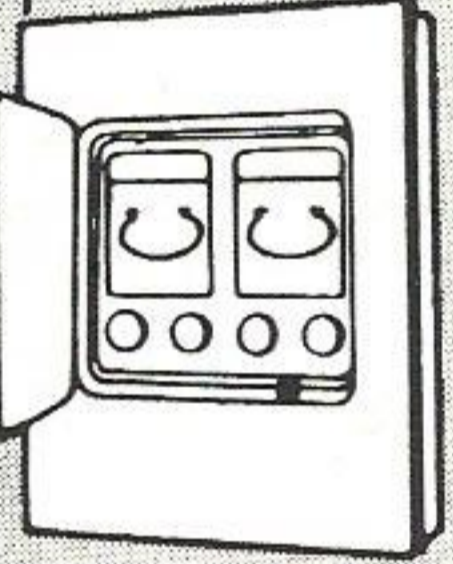
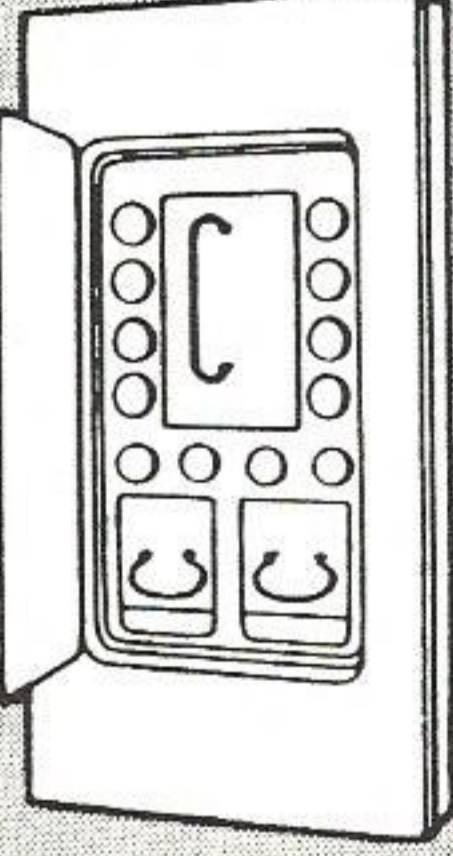
Twenty-five years ago, there were only about 15 types of popular electrical appliances on the market. Last year, there were more than 50. Already, in 1956, the public has plugged in an estimated half million dollars' worth of new electrical home appliances. The result: a mounting crisis in what the electrical industry calls "housepower." The only person who can really solve the problem is the homeowner.

The work done by wiring, like the work done by plumbing, is hidden. Unlike plumbing, however, wiring is still something of a mystery to the average person. People know, for instance, that the more varied the uses they make of water around the house the more pipes they will need. They don't always know that if they use more electricity, they need more wiring. An overloaded wiring system is wasteful. Because the various appliances in the home are slowed up, more electricity is consumed than should be. The average home rewiring job may only cost about as much as a refrigerator, and is often available on time payments.

Here is a chart to help you "live better electrically." It was prepared with the help of the National Electrical Contractor's Association and the National Adequate Wiring Bureau, to be used as a check list for the wiring needs of your home.

Remember, if your house is over ten years old, there is a good chance that it has inadequate wiring.

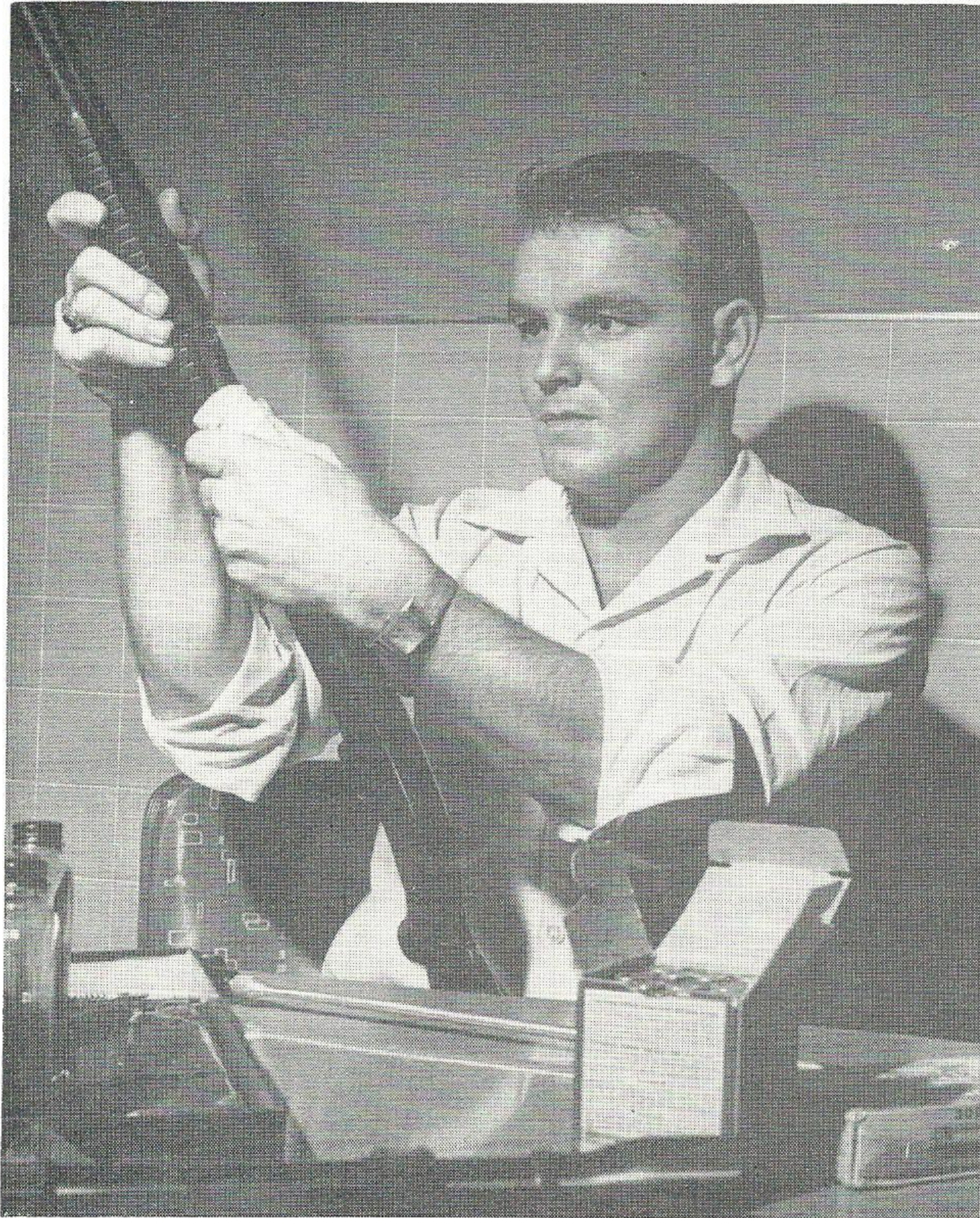
If the lights in your home dim or flicker when the automatic toaster is turned on, and if the bread in the toaster pops up only half-browned, it is probable the wiring is overloaded.

 <p>30-AMP. SERVICE BASIC CAPACITY 3,600 WATTS</p>	<p>THIS ALLOWS FOR NORMAL LIGHTING, FURNACE CONTROLS AND PLUG-IN APPLIANCES SUCH AS:</p> <table border="0"> <thead> <tr> <th></th> <th style="text-align: right;">Watts</th> </tr> </thead> <tbody> <tr> <td>Refrigerator</td> <td style="text-align: right;">150</td> </tr> <tr> <td>Automatic toaster . . .</td> <td style="text-align: right;">1,100</td> </tr> <tr> <td>Mixer</td> <td style="text-align: right;">100</td> </tr> <tr> <td>Automatic hand iron . .</td> <td style="text-align: right;">1,000</td> </tr> <tr> <td>Vacuum cleaner</td> <td style="text-align: right;">125</td> </tr> <tr> <td>Television set</td> <td style="text-align: right;">300</td> </tr> </tbody> </table> <p><i>No major appliances can be added.</i></p>		Watts	Refrigerator	150	Automatic toaster . . .	1,100	Mixer	100	Automatic hand iron . .	1,000	Vacuum cleaner	125	Television set	300																					
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NOTE: In figuring total watts, take into account that all appliances are seldom on at the same time. Appliances of the same wattage can be substituted from list to list. This chart is intended only as a guide.

Brisk Mornings, Falling Leaves,
A Restless Feeling, - - - They
All Add Up To One Thing.

Hunting Season Is Here



Hunting season is here at last. Time has come to bring those trusty shooting irons out of storage and get ready for the big hunt. The fellow above, Don Brim of the Beaumont general accounting department, is using a little foresight along with his day-dream. It is always a good idea to make sure gun and shells are in good shape before taking to the woods. Some possible malfunction can be found and stopped before it's too late. Most hunters don't have to be reminded of the season, that itch in the trigger finger tells him long before time. Like the man in the picture, we are all daydreaming — wishing the weekend would hurry along.

Most of the hunters in the Gulf States area have probably followed the example of the young man in the photograph. The time for cleaning rifles and shotguns is past — the time for using said weapons is here, for some species.

Seasons on some critters in both Louisiana and Texas have already opened and the remainder of the hunt-able animals will be available soon.

Squirrels, doves and others are now on the open season list. Quail, ducks, geese, turkeys, and deer will be added to the roster about the first of November. Check your local game laws before going after these animals, though. Many counties and parishes in the area have their own special laws on certain species. Your local sporting goods store or hardware store should be able to give you the information.

A word about licenses—they are the necessary evil. Be sure you have yours before proceeding after game. Without some sort of hunting fee, the state fish and game commissions could not be supported, and without them, there would be very little game to hunt. The game laws are for our good — be sure to comply.

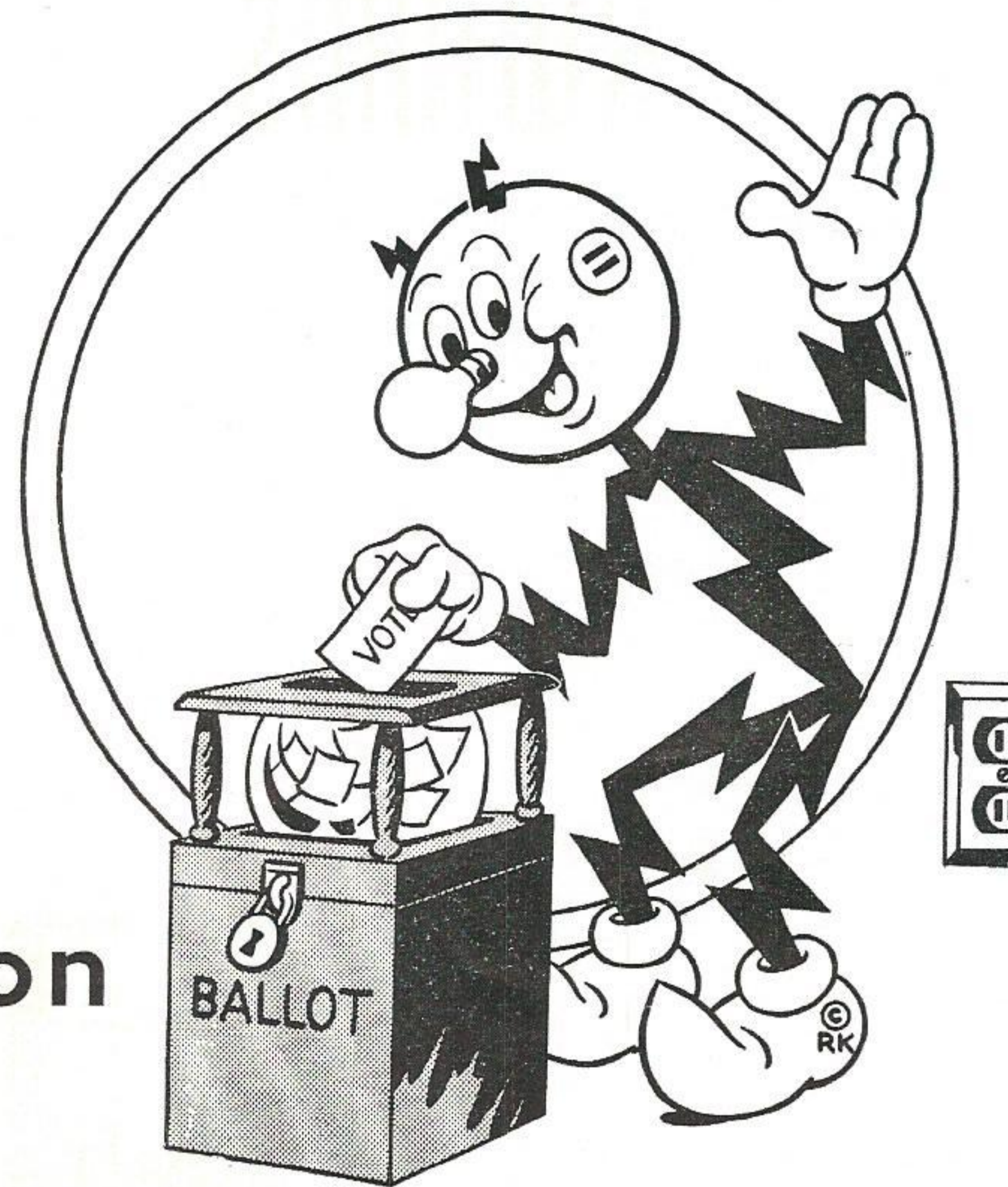
Fire is one of the greatest dangers in the woods this time of year. Recently, most East Texas counties were closed to hunting due to the extremely dry conditions. Rainfall in the area has been only about one-sixth of the normal. However, the governor reopened the season after several good rains. The conditions are still very dry. Don't relax in the woods with fire. Value of forest cover and game lost in a fire is immeasurable. One forest fire in an area can close that section to hunting for many years. So be careful in the woods with fire. You may want to hunt there again.

It is needless to say much about safety with firearms. We are lucky in this area there are so few hunting accidents from trigger-happy gunmen. The main thing to remember is to be sure of your target.



IT'S UP TO YOU . . .

the next four years
depend on what
you do at the election



"Don't cry on your neighbor's shoulder—say it at the polls," is fast becoming a common utterance across the nation, with the political fever reaching heights in this Presidential election year.

While politics has always made good talking among friends and neighbors providing a measure of comfort in allowing individuals to get their political ideas off their chests, the most effective way to give active meaning to these opinions and preferences is at the polls. You will have this opportunity in the big election coming up on November 6.

Voting provides the only means to maintain a free political climate through your participation in choosing your government and sharing in its decisions. John C. Cornelius, President of the American Heritage

Foundation, sums up the situation when he stated:

"All of us believe that intelligent voting is a basic act of citizenship.

"It performs two tasks.

"At home, it preserves the democracy whose benefits we all enjoy. Abroad, by the message of hope it carries from free men, it strengthens the cause of freedom the world over."

In the process of casting a ballot the importance of the individual can never be underestimated. The power he wields at the polls is dramatically demonstrated at past elections.

In the 1954 election, 3,000 ballots provided the margin of victory for winning candidates in New Jersey. Since that state has 4,160 voting districts, it means in an overall spread, one vote in each district decided the contests. Throughout the nation, 14

Senatorial and Gubernatorial races were decided by less than two per cent of the vote. In the Congressional race, 12 men were elected to the house by slightly over one per cent margin. To put it another way, if one voter in every 100 had switched his choice or simply not voted, the defeated were elected by less than one per cent of the vote. The 1956 Gubernatorial contest in The Texas Democratic Primary was won by just over one per cent majority.

One day and one vote in any of the voting precincts may decide a candidate's future. That one vote may be yours. Be sure to join your neighbors at the polls — or better yet, take your neighbors to the polls with you. Exercise the hard won privilege of casting a ballot.

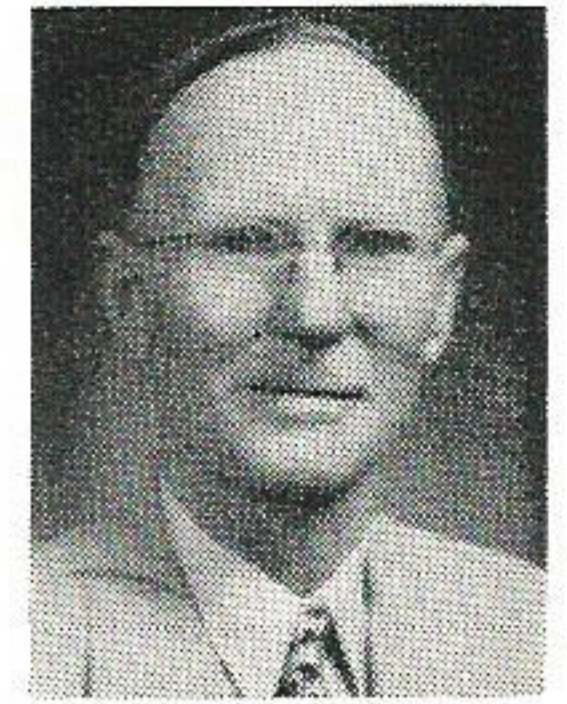
See YOU at the polls . . .

30 Years

SERVICE
AWARDS



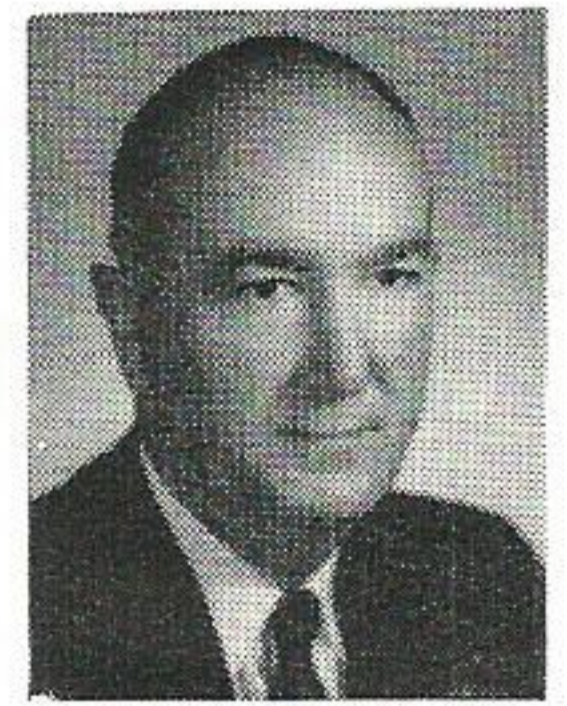
W. E. Duplechain
Distribution
Lake Charles



L. K. Bankston
Distribution
Port Arthur



H. J. Hebert
Distribution
Port Arthur



R. M. Tompkins
Accounting
Beaumont



A. J. Prejean
Sales
Port Arthur

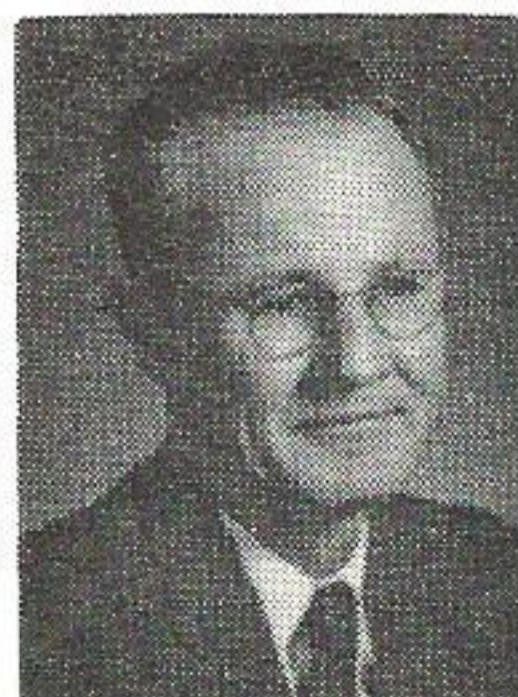


T. E. Farlow
Distribution
Lake Charles

20 Years



E. G. Mathis, Jr.
Local Supt.
Sour Lake



H. C. Sandifer
Accounting
Beaumont



W. B. Ragland
Distribution
Beaumont

Plain Talks

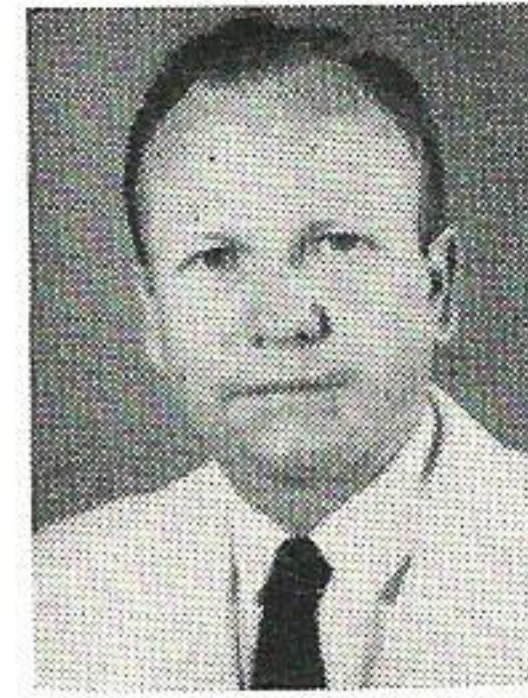
10 Years



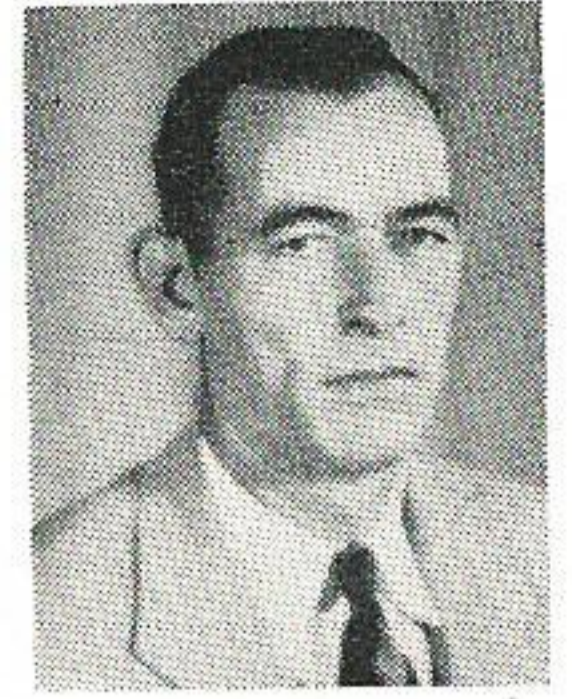
J. E. Lamar
Distribution
Beaumont



Mary K. Burke
Accounting
Port Arthur



G. C. Bond
Distribution
Baton Rouge



George Blackwell
Production
Baton Rouge



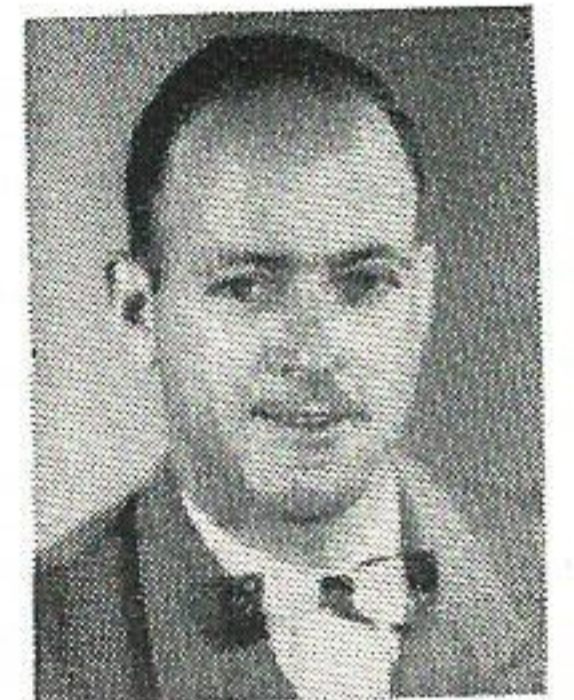
Robert Matkin
Distribution
Woodville



T. D. Haley
Building Maint.
Beaumont



C. L. Broussard
Distribution
Beaumont



M. J. Robert, Jr.
Distribution
New Roads



J. W. Bello
Distribution
Baton Rouge



F. G. Osburn
Distribution
Orange



G. A. Bossley
Production
Beaumont



J. C. Daigle
Distribution
Lafayette



R. J. Kemp
Distribution
Port Arthur

Conrad Fleming And Wife Die In Car Accident

Conrad Fleming, 56, boiler room maintenance foreman at Beaumont, died as a result of injuries sustained in an automobile crash near Vidor on Sunday, September 23. His wife, 54, who was riding with him at the time of the tragedy, was also killed.

Mr. Fleming joined the Company July 15, 1919, when he was employed with the Baton Rouge electrical department. He later served as watch engineer at Orange, as maintenance engineer at Orange, as chief engineer at Conroe, and as maintenance foreman at Orange, prior to assuming his position at Beaumont on September 16, 1953. He was a native of Louisiana.

Mr. and Mrs. Fleming are survived by two daughters, Miss Gladys Fleming of Beaumont and Mrs. G. E. Pullin of Crowley, Louisiana. Also surviving Mr. Fleming are a brother, J. D. Fleming, and a sister, Mrs. Aline Arbour, both of Baton Rouge. Mrs. Fleming is survived by four sisters, Mrs. A. E. Fleming, Mrs. Taylor Clark, Mrs. Neal Smith and Mrs. S. G. Paxton, all of Baton Rouge; and three brothers, George M. DeLaune, Sr. and Francis DeLaune, both of Baton Rouge, and Stanley DeLaune of Dallas.

Brother Of Jack

Shirey Dies

G. N. Shirey, 55, of Tallassee, Alabama, died there October 10 after a long illness.

He was the brother of Jack Shirey, Company training and safety manager. Mr. Shirey was at his brother's bedside at the time of death.

L. V. Smith Vice President In Baton Rouge, Is Recovering From Illness

L. V. Smith, vice president and assistant treasurer in the Baton Rouge Division, is on the road to recovery following an operation last month to correct a lung condition. Mr. Smith returned home from the hospital several weeks ago, and is rapidly gaining back his strength.

PLAIN TALKS and his many friends throughout the system wish Mr. Smith a speedy full recovery.

Flying at 22,000 feet over the Colorado Rockies, a pilot of an American Airlines DC-6 airplane, found himself with half the plane's controls gone after the plane threw a propeller that crashed through the fuselage and ripped the engine from the wing, but he brought the plane into the Denver airport from an emergency landing.

"What do you do when a propeller flies off the air liner you are piloting and rips off half the fuselage?" a newspaper reporter asked.

"In a situation like that," the pilot responded, "you just move over a little bit and let God take over."—Cecil C. Urch, WEEKLY UNITY

Detroit Hot- Rodders Have A Good Idea

Two Detroit hot rodders were at least approaching a good idea when they chose the ballast to give their autos that, low, under-slung look. One 17 year-old driver had loaded a tombstone in the trunk of his car. The other, going his partner one better, had two tombstones for weight. But if the ballast was a good idea, the Detroiters went wrong by stealing these markers from a church cemetery. A much more appropriate plan would have been for each driver to purchase and carry at least one tombstone already engraved with owner's name and birth date and a blank left for the date of demise. If he wanted his car to have an extreme low-slung look, he could have carried an extra blank tombstone or two for the use of passengers or pedestrians.

In 1955, drivers under 25 years of age constituted 27.1 per cent of all drivers involved in fatal accidents, an increase of three per cent over 1954.

Winners Of The Safety Slogan Contest Announced In November

Winners of the contest for a one or two word safety slogan will be announced in the November issue of PLAIN TALKS. The contest which was sponsored by the safety department ended officially October 15.

All entries had to be postmarked by that date or they are not eligible for the prize.

\$25 Savings Bond Prize

The winner with the best slogan to give warning to workers around energized equipment and machinery will be awarded a \$25 savings bond. Some of the entries will be used by the safety department for future safety campaigns and courses.

Slogans which were not identified will not be judged for the top money.

A new contest has been started by the safety department for employee's children. This contest is divided into three groups for boys and girls between the first grade and the twelfth grade. The theme is "Why I Want My Dad (or Mom) To Work Safely" and is open until December 15.

First prizes in the three groups will be 100 dollar savings bonds. Something really good for the kids to shoot for. A second prize of 25 dollar savings bond will also be offered in each division.

For further details on the new contest, turn to the inside back cover. Full contest rules and groups are listed there.

Seven Personnel Changes Announced For Baton Rouge And Beaumont

Seven personnel changes, six involving promotions in the Transmission and Distribution Departments of Beaumont and Baton Rouge, and the other a transfer and promotion from the Production Department to the Engineering Department in Beaumont, have been announced.

Effective October 1, Albert Baird, was promoted from division engineer to operating supervisor in the Beaumont Division. Mr. Baird was replaced by J. L. Powdrill, who was promoted from the position of engineer in the Beaumont Transmission and Distribution Department.

Effective September 16, four T & D men were promoted to section head; two in Beaumont and two in Baton Rouge. Promoted were W. H. Caswell and P. L. Davis, Beaumont; and J. C. Hays and C. H. Harris, Baton Rouge.

Effective September 30, A. L. Bowen was transferred and promoted from the Production Department in Beaumont to the position of system operator in the Engineering Department in Beaumont.

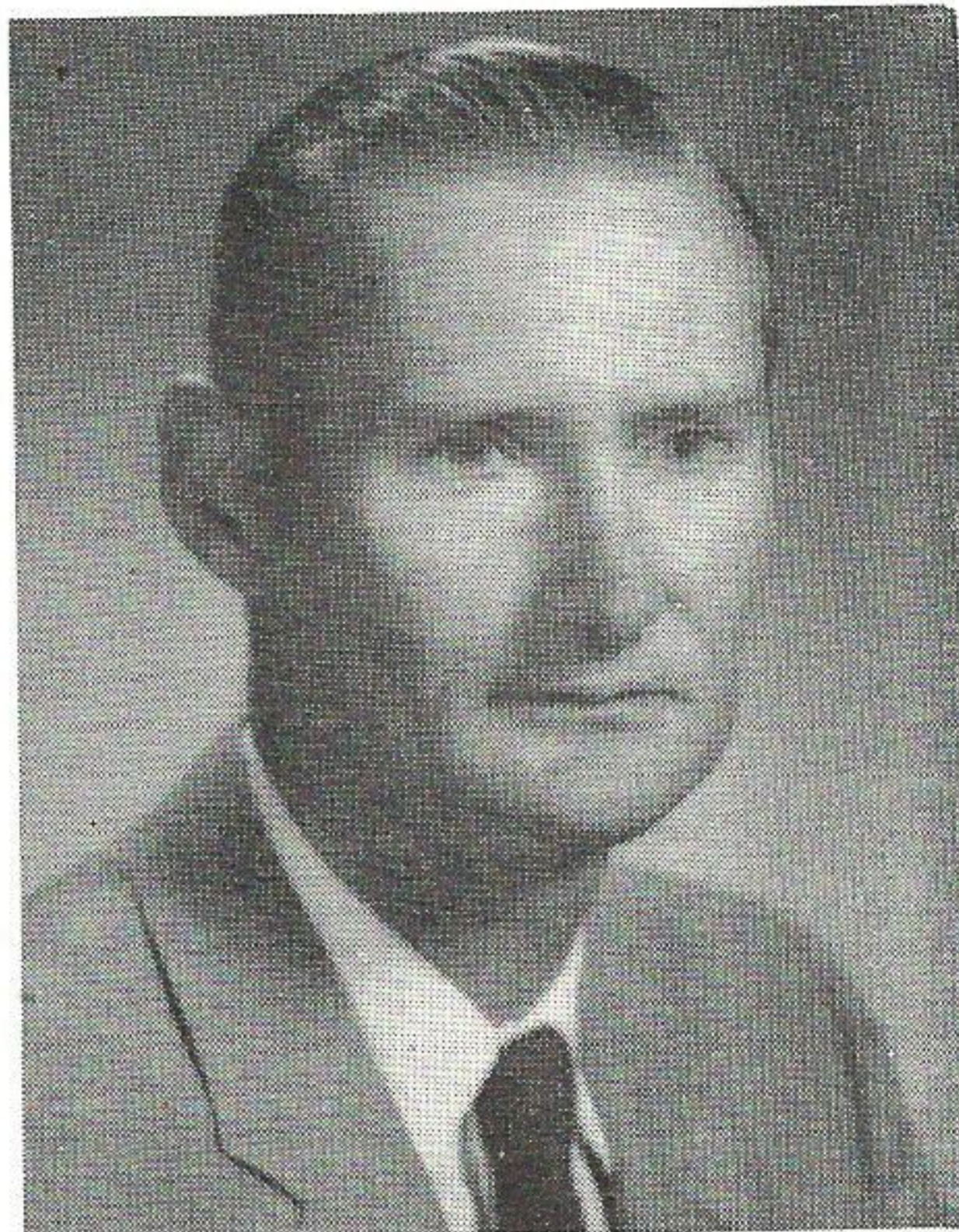
Mr. Baird

A native of Frost, Texas, Mr. Baird attended Trinity University and New Mexico A & M before coming to the company in 1936 in Beaumont. He started work in estimating and planning and in 1940 moved to Orange in the same capacity.

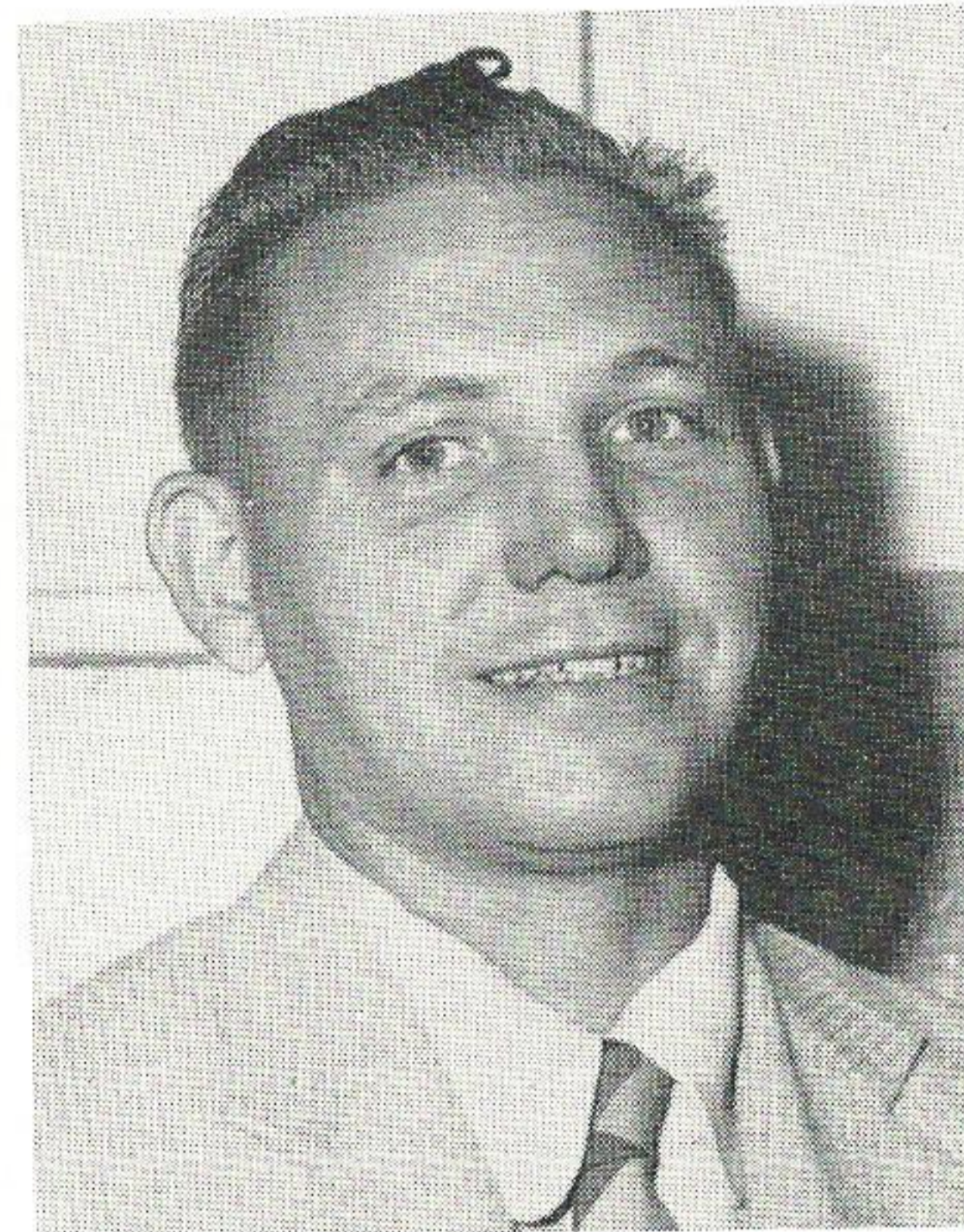
In 1941, Mr. Baird became distribution engineer in Orange, and, subsequently, progressed through several engineering classifications in Port Arthur, Navasota and back to Port Arthur before being promoted to engineering supervisor in Beaumont in 1952. Mr. Baird was promoted to division engineer on May 16 of this year and held that position at the time of his promotion.

Mr. Powdrill

Mr. Powdrill received his Bachelor of Science degree in electrical engineering from Texas A & M in 1950. A native of Kilgore, he came to the Company in 1950 as a junior engineer in Beaumont, transferring shortly afterwards to the Baton Rouge Transmission and Distribution Department in



Albert Baird



J. L. Powdrill

that capacity. In 1953, he was transferred to Beaumont Transmission and Distribution Department, and in 1954, was promoted to engineer, holding this position at the time of his promotion to division engineer.

Messrs. Caswell and Davis

Mr. Caswell attended Texas A & M and joined the company in 1925 in Beaumont. He began work as a departmental clerk in the Transmission and Distribution Department and progressed through several jobs in the department until his promotion to section head, maps and records.

A native of New Orleans, Mr. Davis attended Rice Institute before joining the company in 1939 as a groundsman in Beaumont. He progressed through several jobs in the Engineering Department in Beaumont until his promotion to section head, estimates and extensions.

Messrs. Hays and Harris

Mr. Hays received his Bachelor of Science degree in electrical engineering from Louisiana State University. A native of East Feliciana Parish in Louisiana, he joined the company's predecessor utility in Baton Rouge, the

Baton Rouge Electric Company, as a draftsman in 1927. He progressed through several capacities in the Baton Rouge Engineering Department until 1942, when he left for military service in World War II, returning in 1943. In 1949, he was made departmental accountant, the position he held at the time of his promotion to section head, maps and records.

A native of Denham Springs, Louisiana, Mr. Harris received his Bachelor of Science degree in chemistry from Louisiana College. He joined the company in Baton Rouge as a substation operator and progressed through several engineering positions until his promotion to section head, estimates and extensions.

Mr. Bowen

A native of Bronson, Texas, Mr. Bowen joined the company in 1945 in Beaumont, where he began as an operator's helper at Neches Station. He progressed through several Production Department classifications, and, on April 1, of this year was named head fireman, the position he held at the time of his transfer and promotion to the Engineering Department as system operator.

Of All Things

The *Smithsonian Torch*, an informal publication circulated among employees of the Smithsonian Institute in Washington, suggested as a time-saving gesture, this standardized government agency "progress report":

During the period ending (fill in appropriate date) considerable progress has been made in the preliminary work directed toward the establishment of initial objectives. (*We are getting ready to start, but we haven't done anything yet.*)

The background information has been surveyed and the functional structure of the component parts of the cognizant organization has been clarified. (*We looked at the assignment and decided George would do it.*)

Considerable difficulty has been encountered in the selection of optimum materials and experimental methods, but this problem is being attacked vigorously and we anticipate that the development phase will proceed at a satisfactory rate. (*George is looking thru the handbook.*)

It seemed advisable to establish a survey team which has conducted a rather extensive survey of available facilities for this project. (*George and Harry had a nice time in New York.*) — *QUOTE Magazine*

—PT—

If people could buy postage stamps on credit, or pay for them at the end of the month, they would hate the post office as much as they do the utilities, and for no better reason. — *TRINITY (Texas) STANDARD*

—PT—

Federal Aid?

There is no such thing as Federal Aid — it really is Federal Supervision of funds that are collected from every city, town, village, and rural community in the United States. Genuine Federal Aid would be the reduction of taxes by the Federal Government so the people at the grass roots level would have funds to do their own building, to meet their respective community needs. — *George M. Pendell, Community executive, Mattoon, Ill.*

—PT—

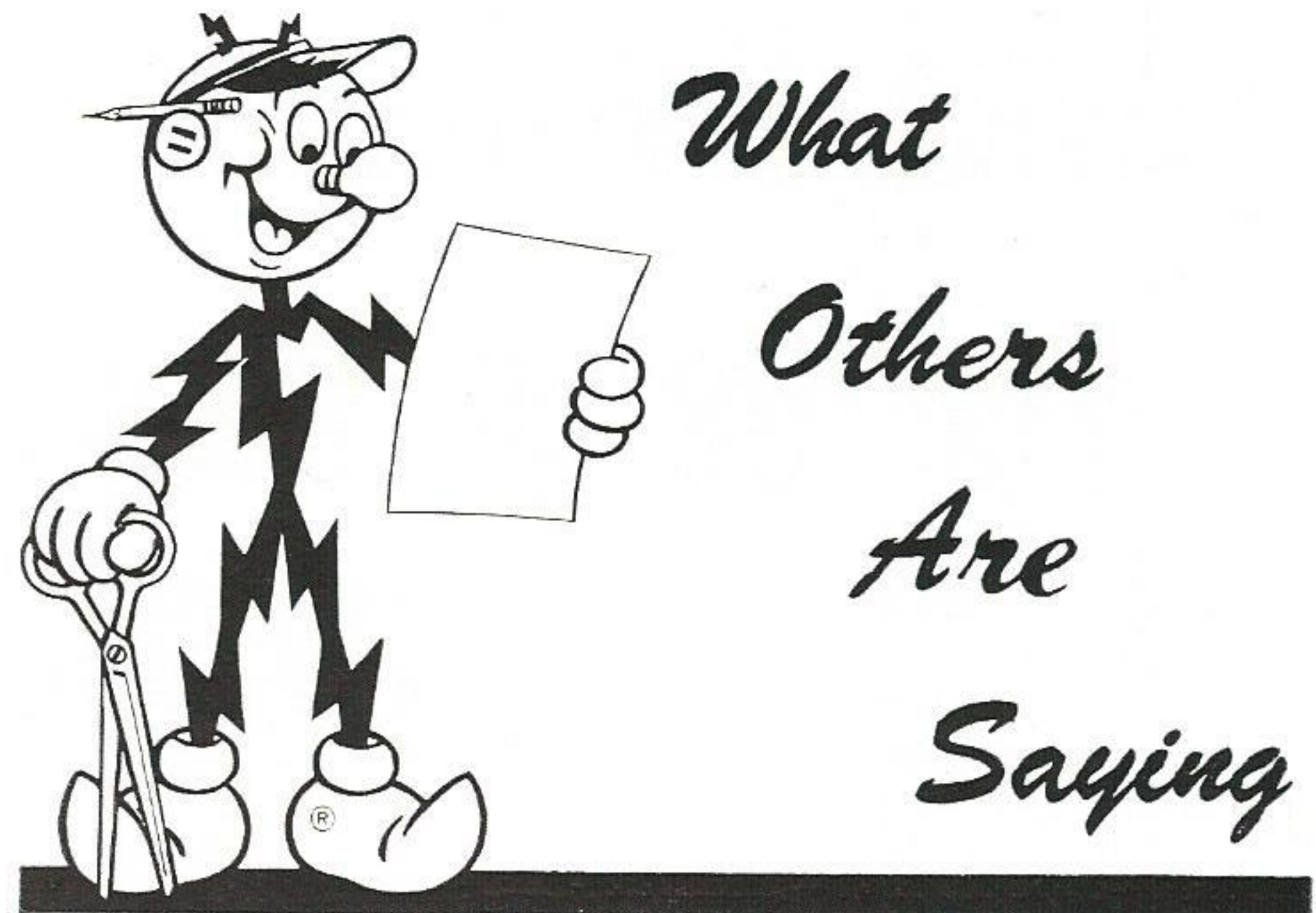
Economic stability is a better peace-maker and peace-keeper than all the diplomats and generals who ever wrote or broke a treaty.—*LOUISVILLE TIMES*

—PT—

From The Bible—

Thou hypocrite, first cast the beam out of thine own eye; and then shalt thou see clearly to cast the mote out of thy brother's eye.—(St. Matthew 7, 5.)

It is said that to understand is to forgive. To understand that we ourselves are not without faults, and then to try with God's help — to correct them, will lead us to understand, be sympathetic to, the weakness of others, and to be, in kindness and charity, of help to them.



People's Capitalism

The report of the Stock Exchange for September established the following facts to be true:

Two-thirds of all shareowners have annual incomes of less than \$7,500.

The typical shareowner is 48 years old, compared with 51 four years ago.

The median income of today's shareowner is \$6,200 against \$7,100 in 1952.

The greatest growth in shareownership has taken place in communities with populations of from 2,500 to 25,000.

About half of the four-year 33 percent rise in shareownership took place in 1955.—*WASHINGTON REPORT*

—PT—

Reporting on its efforts to reduce personnel costs and other operating expenses through economies, the Treasury Department told a House subcommittee recently that the Bureau of Engraving and Printing had made changes in "work flow and procedure" of its currency operations calculated to save \$270,000 annually. The Internal Revenue Service, it added, will save \$250,000 on an annual basis by reducing the width of cigarette tax stamps by 3/16's of an inch.—*TAX OUTLOOK*

—PT—

Spiritual Values Vital To Free Enterprise

A free economy can be fully realized only in a "political climate in which a market is guaranteed and equitable laws for safeguarding the rights of capital and labor are administered with integrity and without fear or favor," Boyd Compbell declared last week before an International Labor Organization regional meeting . . .

"Only in an atmosphere in which moral and spiritual values are dominant can the greatest productivity be achieved . . .

"It is imperative," he asserted, "that the international reservoirs of goodwill be deepened; that the field of cooperation be cultivated and that the ties of friendship be strengthened. — *WASHINGTON REPORT*

A Classless Tradition

"As a result of our people's essentially classless tradition and sense of similarity of background, it is natural and fitting that our political scene should display, not a division into left-wingers, but a large and powerful Center . . .

"This is no time to hurry the American public from crisis to crisis, nor to drive breaches between groups for transient political advantage.

"The nation . . . must shoulder the gravest world responsibilities of the Thermonuclear Age . . . Fortunate indeed it is that the period which assigned us these responsibilities was also the period into which there appeared the strong, confident, center-of-the-road American Consensus"—*Arthur Larson, under secretary of labor*

—PT—

Our Company Gave Good Measure

Study any business that grew from little to big and you will see that it gave good measure. The product was improved so that it gave the customer more for his money, or else the good measure came in the form of extra service. No business that pinches and schemes to give as little as possible has a chance of growing and prospering for long.—*Zelia Walters in GOOD BUSINESS*

—PT—

"The only thing necessary for the triumph of evil," said Edmund Burke, "is for good men to do nothing."

—PT—



The Fall Guy

Why Automation

In 20 years there will be a 50 percent increase in the number of American men and women over the age of 65. At the same time, the birth of more and more babies is swelling our population as never before.

These factors make automation, atomic energy, human relations — every method of increasing productivity — more important than ever before, because a smaller proportion of industrial employees must turn out more goods for more people who do not produce but do consume. — *SERVICE*

—PT—

Free Enterprise Defined

Secretary of Commerce Weeks recently offered an excellent definition: "Free private enterprise is an economic system of the people, by the people, and for the people. It is the instrument invented, developed, and used by the people themselves to reward themselves for their own individual effort and to give themselves the best in goods and services . . .

"Private enterprise can do a better job than government in keeping the average family well-fed, well-clothed, well-housed, and provided with those extras which give us in America the really abundant life."—*THE AMERICAN WAY*

—PT—

Action on Hoover Reports Left to Citizens

Fourteen months have passed since the bipartisan second Hoover Commission handed the last of its 19 reports to Congress. Its historic two year study completed, the Commission disbanded. This left to citizens the task of urging administrative and legislative action on the Commission's recommendations for modernizing federal operations, cutting waste and duplication, and getting government out of harmful competition with private business.—*RE-ORGANIZATION NEWS*

—PT—

The British claim they have found how to make uranium burn faster and hotter (600C instead of 400C). This will make nuclear power plants more efficient and will reduce fuel costs.—*ELECTRICAL WORLD*

—PT—

Lighting for color television studios generates so much heat that air conditioning must have twice the capacity usually required to lower 95 degree outside air to a comfortable working level.—*ELECTRICAL WORLD*

—PT—

Incandescent lamps are going on a color spree. Colors introduced recently included "candlelight" (golden-yellow), "aqua" (blue-green), "spring green" (pale green), "sky blue" and "sun gold." Pink made its appearance last year.—*ELECTRICAL WORLD*

—PT—

Mainly because of destruction of Schoellkopf hydro-electric plant of Niagara Mohawk Power Corp., total capacity in the United States increased only 68,604 kw. in June to 117,501,675 kw. Schoellkopf had a capacity of 334,800 kw. Some portion of this capacity may be restored to service at a later date.—*ELECTRICAL WORLD*



Mr. and Mrs. Roy M. Jordan became the parents of a daughter, **Betty Ann**, on September 13. The Jordans have a son, Skeeter, who is two years old. Roy is a Substation Mechanic third class in the Navasota substation department.

Mr. and Mrs. Charles V. Johnson announce the birth of a daughter, **Sonya Annette**, on September 9. Sonya is their second child. Charles is in the Baton Rouge Production department.

Mr. and Mrs. J. S. Himel are the parents of a second daughter, **Rhonda Kay**. She was born on September 4. Mr. Himel is with the production department in Baton Rouge.

Mr. and Mrs. Robert E. Lowman announce the birth of their third child, a son, on August 29. The boy's name is **Gary Robert**. Mr. Lowman is in the Baton Rouge production department.

Mr. and Mrs. Leo Herrington announce the birth of their second son, **Daniel Lane**, on August 28. Mr. Herrington is in the production department at Baton Rouge.



Terry Lee Braud, son of J. R. Braud, Baton Rouge T. & D. electrical department, has reason to ride his hobby-horse around the living room. He celebrated his first year in this world October 17 of this year. Terry is the youngest of the Braud's two boys.

Quotas For October - November Range, Water Heater, Dryer Sales Announced For Divisions

A quota of 2350 electric appliances, to be sold by dealers in the Gulf States service area, has been set for the October-November campaign.

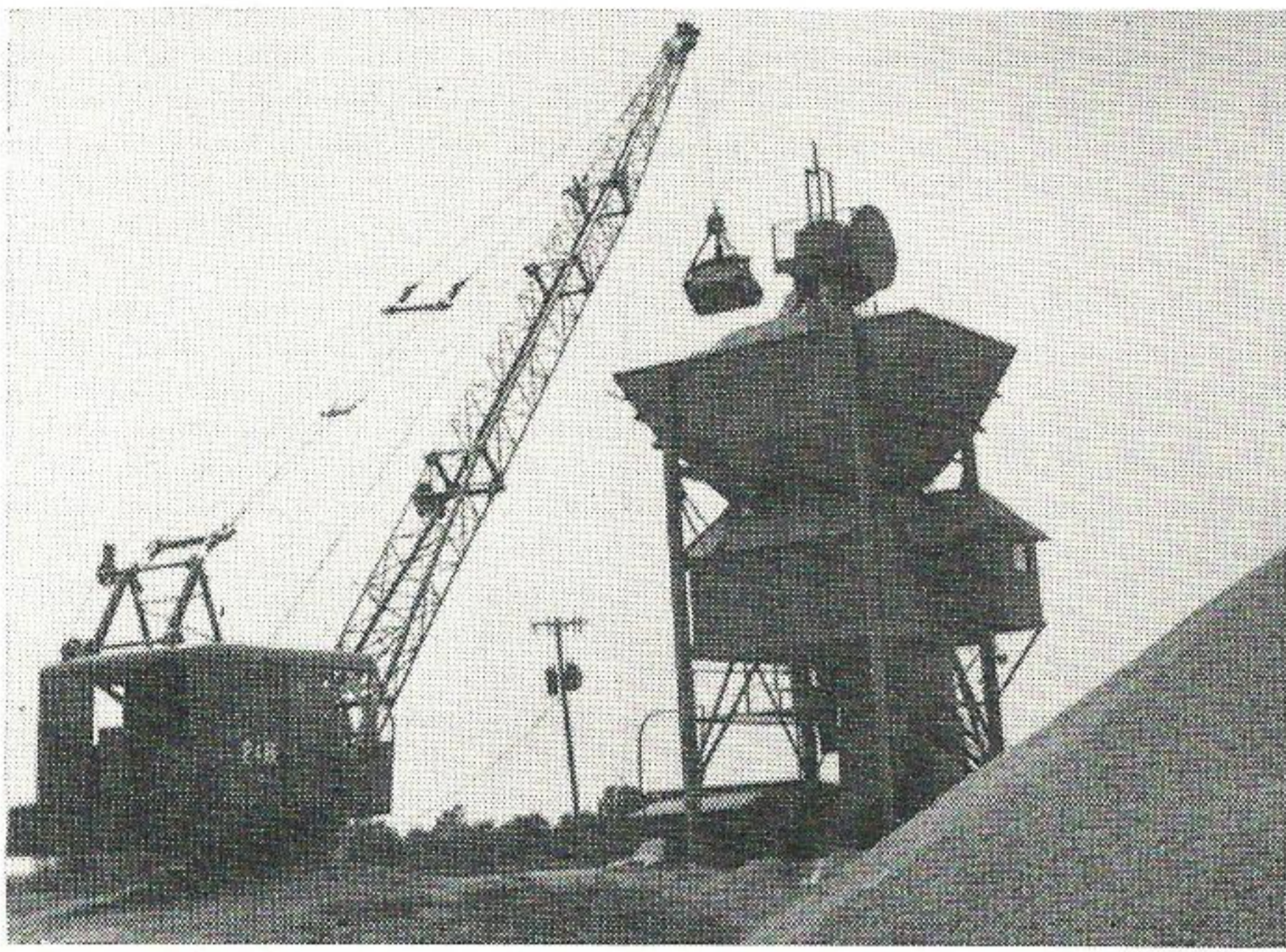
Home Service advisors from the five division offices will hold demonstrations of dryers and ranges in the stores for the benefit of salesmen and customers alike. These 17 advisors will also conduct "Kitchen Parties" for interested groups in the customer's homes.

Quotas for the range-water heater-dryer sale are listed in the chart below for the five divisions.

Division	Residential Customers	Ranges	Water Heaters	Dryers	Total
Baton Rouge	65,315	428	100	142	670
Beaumont	64,434	422	99	141	662
Lake Charles	47,310	309	72	103	484
Port Arthur	29,623	194	45	65	304
Navasota	22,451	147	34	49	230
TOTAL	229,133	1,500	350	500	2350



"Nothing Like Roughing it, Eh Wilbert!"



Versatile Reddy Kilowatt, probably best known for toasting bread, heating coffee and the like, is proving to industry he can handle the big jobs as well as the delicate ones. Anderson Dunham Concrete Company of Baton Rouge has installed a 100 horsepower motor to operate the power shovel at their number three plant in North Baton Rouge. Mr. Berlin Wall, operating superintendent for the Company, says the electric motor, which operates the bucket that scoops up the gravel and sand and dumps it into the hopper, is cheaper to install and costs less to operate. The job, traditionally done with an internal combustion engine, takes less time with the electric motor and engine maintenance is almost entirely eliminated. The company is also planning to convert their four other plants to electrically driven power shovels in the near future.

gulf staters in the news

B. J. McMaster, district manager for the Company in Jennings, was elected eighth president of the Jennings Association of Commerce at the September board of directors meeting. He entered into his new office on October 1, the beginning of the Association of Commerce year. Mr. McMaster has served as both vice president and treasurer of the organization. He has been a board member almost since his arrival in Jennings. He is also a past president of the Rotary Club.

Munger T. Ball, of Port Arthur, member of Gulf States' board of directors, has been elected new president of the Intracoastal Canal Association of Louisiana and Texas. Election of Mr. Ball to the high post came October 8 at the 51st anniversary meeting of the Association, in Lake Charles.

Opening ceremonies of the Mid-county Fair in Nederland September 19, were highlighted by **C. M. Scott**, Gulf States' division manager in Port Arthur. Mr. Scott cut the ribbon to officially open the fair to the public.

Harry Rafferty, Beaumont customer accounting, was honored last September 24, along with other past chairmen of the South Texas State Fair since 1952, at a dinner of their wives in Mont Leon Hall. Mr. Rafferty was chairman of the fair in 1952.

A. W. Hastings, assistant to the president, made an address to the Beaumont Downtown Kiwanis Club, September 25, on "Power for Atomic Energy." Mr. Hastings was formerly vice president of Engineers Public Service of New York and was associated with the Rockefeller interests in New York before coming to Beaumont in 1954.

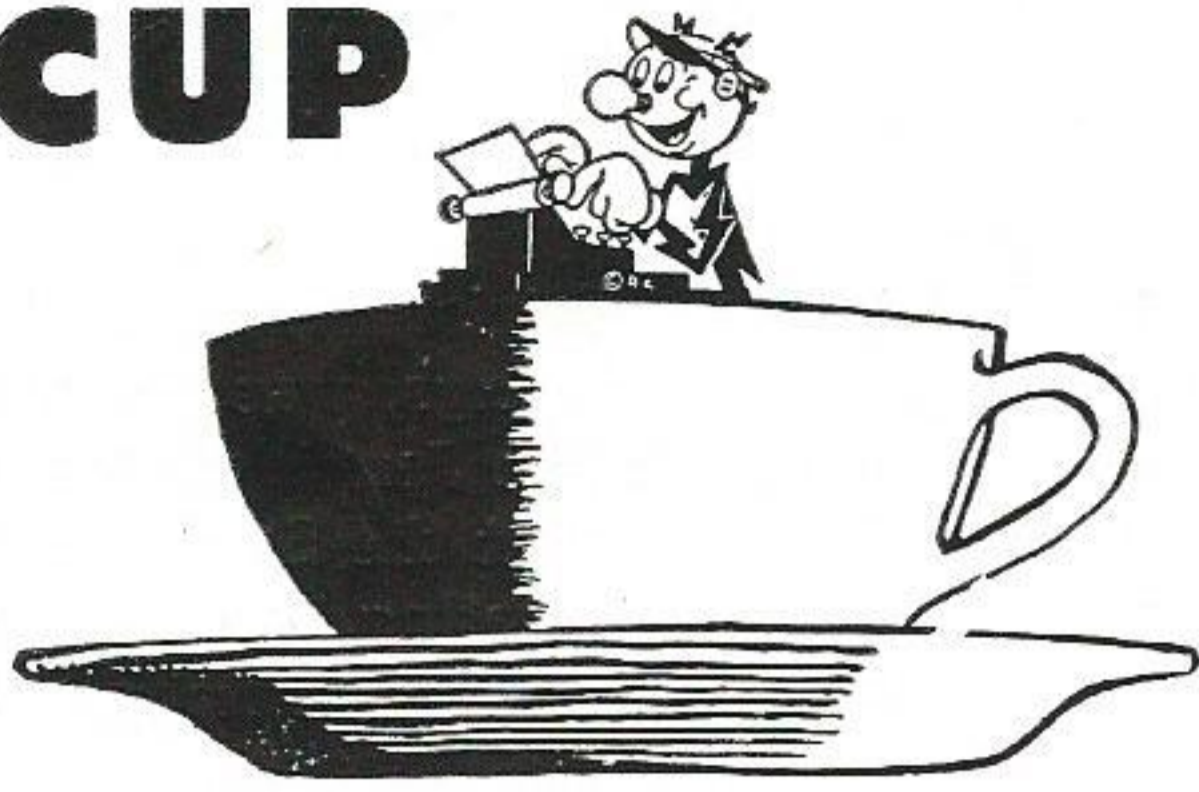
The Soviet Union produced as many PhD's in 1953 as the United States. But U. S. degrees were 2.3 to 1 in favor of the humanities, while the Soviet degrees ran 3 to 1 in favor of science and engineering.—PLANES, Aircraft Industries Association of America

Overheard in a Greenwich Village bookstore: "Well, I know how those detective stories can tie you up, but here's one of those sensitive things you can read while you're watching television."—NEW YORKER



The picture shows Mr. and Mrs. Wilson Hernandez receiving the Balanced Farm and Home Award plaque. This award is presented annually to an outstanding farm family in Lafayette parish by the Lafayette Chamber of Commerce. Making the presentation are Jim Richardson, agricultural engineer for Gulf States in Lafayette and Claude Arceneaux, vice chairman of the agriculture committee of the Chamber of Commerce. Wilson Hernandez is a brother of Orey Hernandez, district serviceman with Gulf States in Abbeville.

over the COFFEE CUP



NAVASOTA

R. E. Morton, operating supervisor in the Navasota division, is all smiles these days. His son, **R. E. Morton, Jr.** arrived back in Navasota, September 25 after spending 19 months with the U. S. Army in Germany.

John and Betty Haltmar's baby son passed away in a Dallas hospital on September 26. John is Senior Engineering Assistant in the Navasota division office.

BEAUMONT

Ruth Trahan, stores accounting, became engaged to **Glen Grasdider** early this month. Mr. Grasdider is attending school at Sam Houston State College in Huntsville.

Welcome to new employees in the billing department; **Jo Ann Letney**, **Glenda Milner**, and **Roxane Leever**.

Phoebe Sanborn, billing department, was honored with a bridal shower given by **Ruby Seaman**, **Iris Raborn**, and **Trudy Roblow** on September 24. Phoebe is engaged to **Cpl. Gayle Blume** of the Marine Corps stationed at Camp LeJune, North Carolina.

Welcome to new employee **Judith Dominick** of the billing department.

Jessie Mae Dyer, billing department, is back at work after vacationing in Dallas and Waco.

H. W. Blake, Neches station, has returned to work after being off for several weeks from caustic burns he received while mixing chemicals. "Red", as he is called at the station, has also moved in a new home at 4460 Berkley Avenue here in Beaumont. All of us are happy to see him back at work again.

Ellie Prejean, Neches station, after remaining a bachelor for over fifty years, is planning a wedding for the

near future. We hear through the grapevine that Mr. Prejean is building his bride-to-be a new home.

Congratulations are in order for two of the Neches station employees who recently were married. We out at Neches wish the best of luck to **A. S. Daigle, Jr.** and **R. L. Cochran**.

LAKE CHARLES

Riverside Station sports a new look in operator's washrooms. These have cream and brown tiled walls.

With the shrimp running, all hands are busy shrimping and enjoying shrimp boils.

Buddy Hoffpaier is a papa again — so is "Hot Rod" Ferrell.

CONROE

The girls in the Conroe office are composed of **Sheila C. Liles**, **Ellen S. Neves**, and **Pet Weisinger**. Sheila came to work for the Company in December of 1955. You'll usually find her with several route books, numerous cashier's statements, and pencil and paper because she likes to "get to the bottom of things". As for Ellen, you can't say that the Conroe personnel doesn't get along because on September 14, 1956, she married one of our meter readers, Roy Neves, in a beautiful double ring ceremony in the Hooper Memorial Chapel in Conroe. Pat likes to do things in a big way. On April 18, 1956, she had a ten pound, one ounce baby boy, Michael Louis. She is back with us as of October 1. She finds it much easier to handle the office work than her five month old little man.

Fall brings the sound of ringing school bells starting classes of all kinds. This is true for Gulf Staters, Conroe, too. We will soon have our third class of customer relations which is directed by **Frank Robinson**.

SILSBEE

Welcome to new Silsbee employee **Richard Willis**. He will be a meter reader.

Jack David has been promoted to sales representative from his meter reader post.

Billy Creel has been transferred from Silsbee sales to Beaumont sales.



Shown above are girls of the Beaumont billing department at a covered dish luncheon on October 11. The luncheon was held in honor of Natalie Turnage, who is leaving this month, and Phoebe Sonborn, whose birthday was on the day of the party. Included in the picture are: standing, left to right, **Jeannette Davidson**, **Willie Mae Bingham**, and **Dora Porter**. Seated in the back row are **Trudy Roblow**, **Marlene Crabbe**, **Helen Lampman**, **Ruby Seaman**, **Iris Raborn**, **Jo Ann Letney**, and **Natalie Turnage**. In the front row are **Clara Lackey**, **Billie Cherry**, **Doris Smith**, **Charlotte Bass**, **Sally Dowden**, and **Glenda Milner**.



"When you hear thunder — don't run under a tree." There'll be no "pennies from Heaven" but it's good advice. Bob Collier, air-conditioning engineer in the Baton Rouge commercial sales department, can attest to this fact. Bob was seeking shelter from a thunder storm while trying to get a few strokes in on the City Park golf course when a bolt of lightning struck the tree where he is pointing. He was knocked to the ground and sustained a slight hip burn. Walter Benjamin, also of Baton Rouge sales and Bob's golfing companion, was on hand to administer aid and take Bob to the hospital for a check up. He was released the next day.



C. B. Barron, Baton Rouge division sales manager, presents the Kwh Club award (for towns reaching 2500 kwhr) to R. M. Andrews, superintendent of residential sales at the department head meeting in Baton Rouge on September 25.

Before You Louse Something Up . . .

THINK

LAFAYETTE

A hearty welcome is extended to our new employee, **Rose Marie Mouton**, T & D department. Rose Marie is a resident of Lafayette. She will be replacing Priscilla Hebert.

Mr. and Mrs. Cecil Sonnier are back home in Lafayette after he spent two years in the army. Cecil is the son of **Frank B. Sonnier**, distribution supervisor in Lafayette.

Mr. and Mrs. Frank LeMire enjoyed an extensive tour of our central states, visiting such points of interest as the Ozark Mountains and Chicago, Illinois. Frank is supervisor of the accounting department.

We are certainly glad to hear that **M. M. Miller** is recuperating nicely after undergoing surgery recently in St. Landry Clinic at Opelousas. He is a district serviceman.

Happy birthday to: **A. B. Mitchell**, **Russell Bonnet**, **Odelon Romero**, **Ralph Broussard**, **Horace LaCombe**, and **Priscilla Hebert**.

LAKE CHARLES

A party—the coffee fund did it again. Fun was had by all September 22, at **Mr. Homer Kirkwood's** camp. Thanks to everyone making the party possible. Rumor is that **Slim Larkin** couldn't play golf Sunday after his attempt to water ski. Of course that's only a rumor since they didn't even get him out of the water.

Hello, **A. J. Duhan** and **Emile Mathern**. Nice to have you back to work again.

Mr. and Mrs. Willie Duhan are parents of a son, **Michael Wayne**, born September 20.

Congratulations to new employees in the Lake Charles office: **Carol May**, accounting; **Melrina Foreman**, accounting; and **Janice Cisco**, record clerk-meter department.

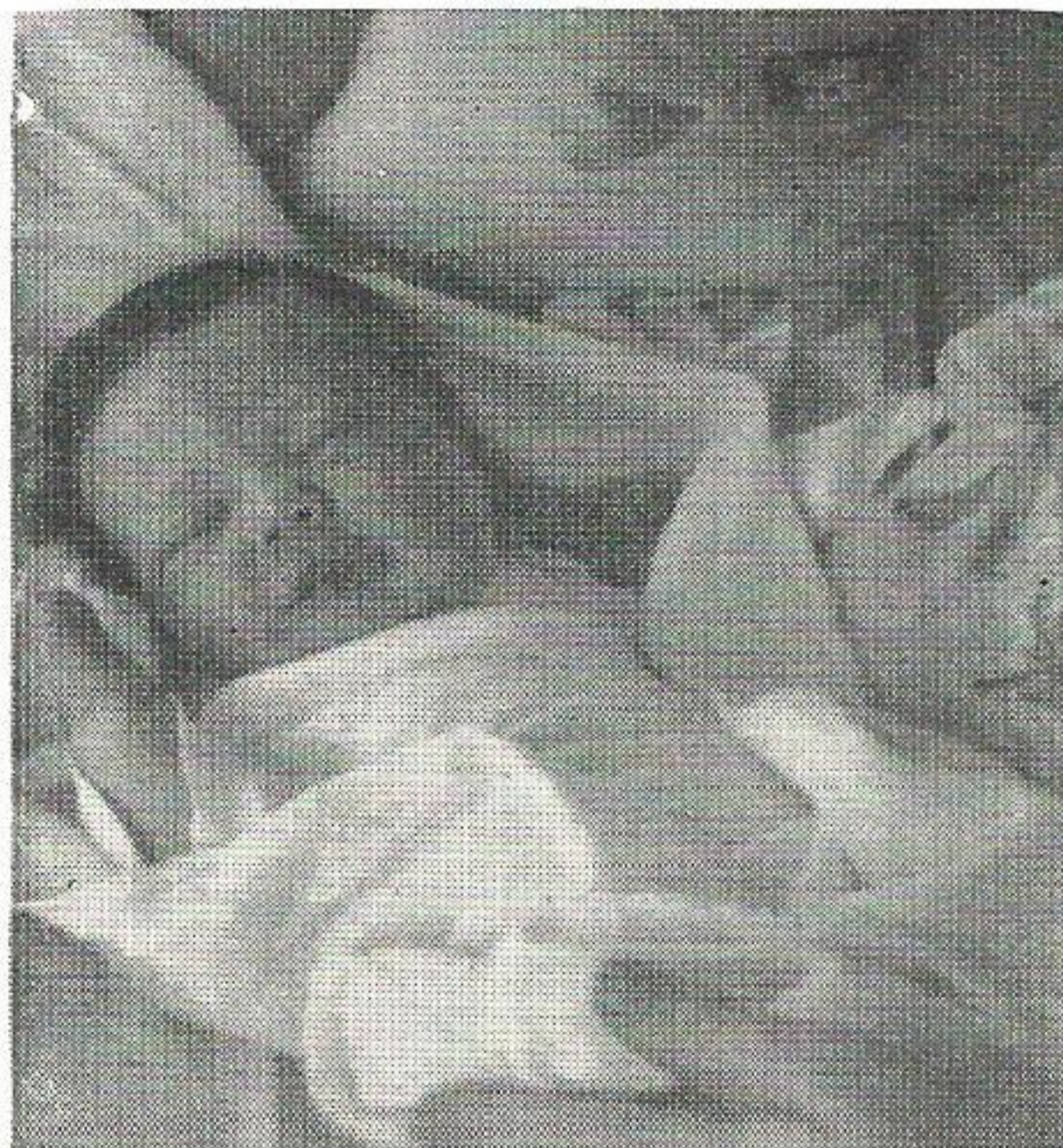


Here, Mr. Barron holds the 2,000 Kwh Club award which he presented to J. W. Lamm, Eastern District superintendent in the Baton Rouge Division, at the department heads meeting.

GROWING with Gulf Staters



Elizabeth Young, grand-daughter of L. Young, Chief Chemical Engineer at Louisiana Station, seems rather dubious as to whether the wagon is safe to ride in. Mr. Young snapped the picture on a recent trip to Springhill, Louisiana to visit his son.



"Hi, Guy." Too tired to open his eyes and talk to Dad was 18 hour old Guy Wallace Miller, Jr. when Pop took this picture. Little Guy was born in St. Theresa hospital in Beaumont on September 11. He is the first child for Mr. and Mrs. Guy Miller. The Millers' pride and joy weighed in at seven pounds, 12 ounces. Mr. Miller is in System Engineering in Beaumont.

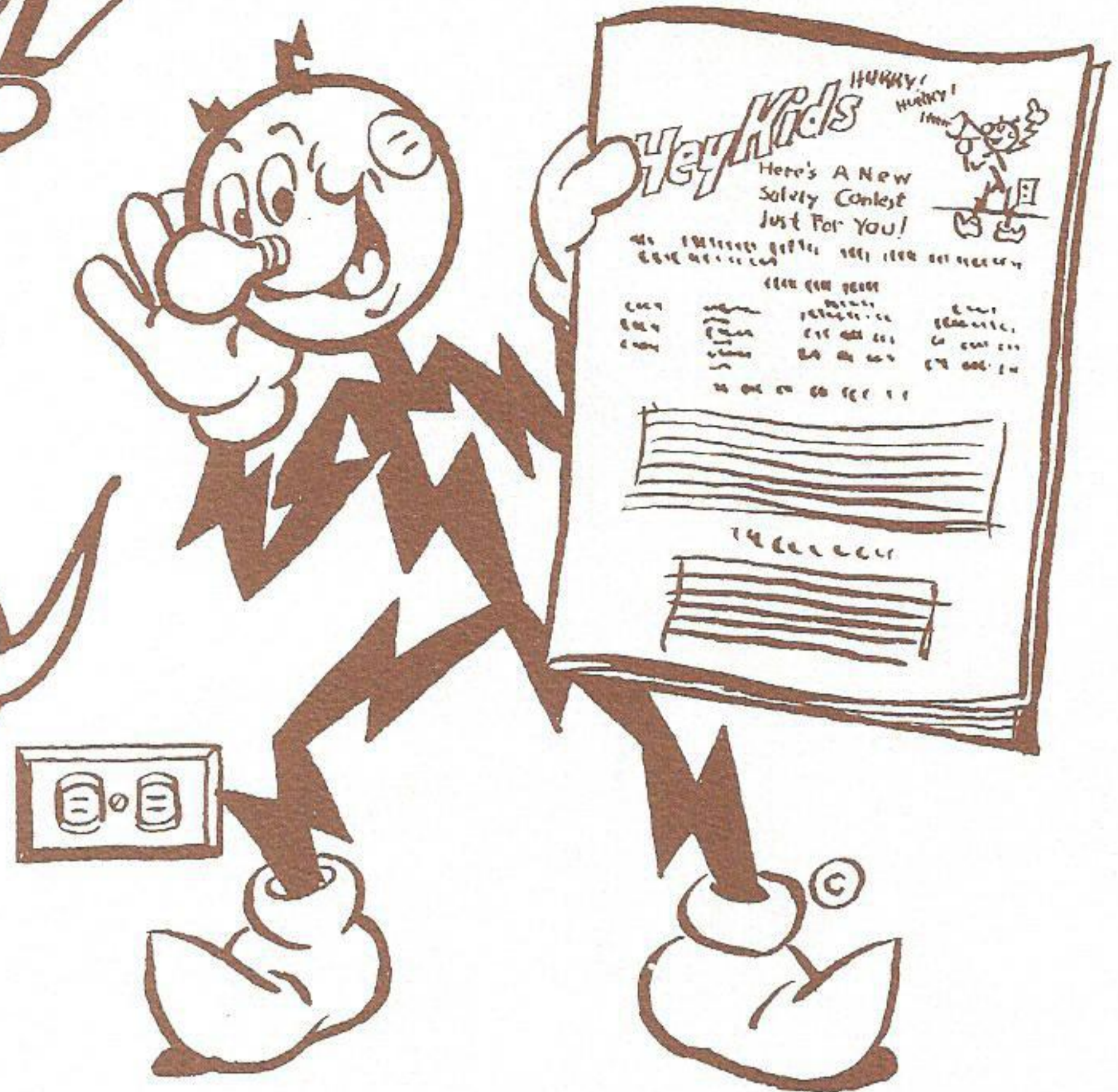


Two favorites at Louisiana State University in Baton Rouge are the late L. S. U. bengal mascot "Mike," and lovely Betty Ann Landry, daughter of Gulf Stater Henry Landry of Baton Rouge Industrial Sales. The university's tiger died last June after nearly 20 years, but his pelt has been preserved thanks to alumni contributions. Betty is a junior at L. S. U. majoring in psychology. Quite a favorite herself, she is a member of the Delta Delta Delta sorority and was a member of the Darling of L. S. U.'s court for both her freshman and sophomore years. Mike is now on display (without his admirer) in the museum of Natural Science in Foster Hall on the L. S. U. campus. His cage is now inhabited by young Mike II, who succeeded him last month.

PLAN AHEAD

Hurry Kids!

DON'T WAIT 'TIL THE
LAST MINUTE...
GET YOUR ENTRIES IN NOW.
REMEMBER... CONTEST
CLOSES DECEMBER 15th.
BE EARLY.



Tell us "Why I Want My Dad To Work Safely", and get a chance at some of these prizes.

HERE THEY ARE ---

		FIRST PRIZE	SECOND PRIZE
GROUP 1	1st Grade thru 6th Grade	\$100 SAVINGS BOND	\$25 SAVINGS BOND
GROUP 2	7th Grade thru 9th Grade	\$100 SAVINGS BOND	\$25 SAVINGS BOND
GROUP 3	10th Grade thru 12th Grade	\$100 SAVINGS BOND	\$25 SAVINGS BOND

And here's what you do to enter - - -

Write an essay on "Why I want My Daddy to Work Safely." In case Mom works for the Company, you can write about her. We know you want your Mom and Dad to work safely. We know you want them back home every day safe and sound. Will you write and tell us why their safety means so much to you? We know you have many reasons, so let us know what they are.

All you have to do is write us your ideas. Up to 150 words for you 1st through 6th graders, up to 250 words for you 7th through 9th graders, and up to 500 words for those in the 10th through 12th grades. Words in the title not counted.

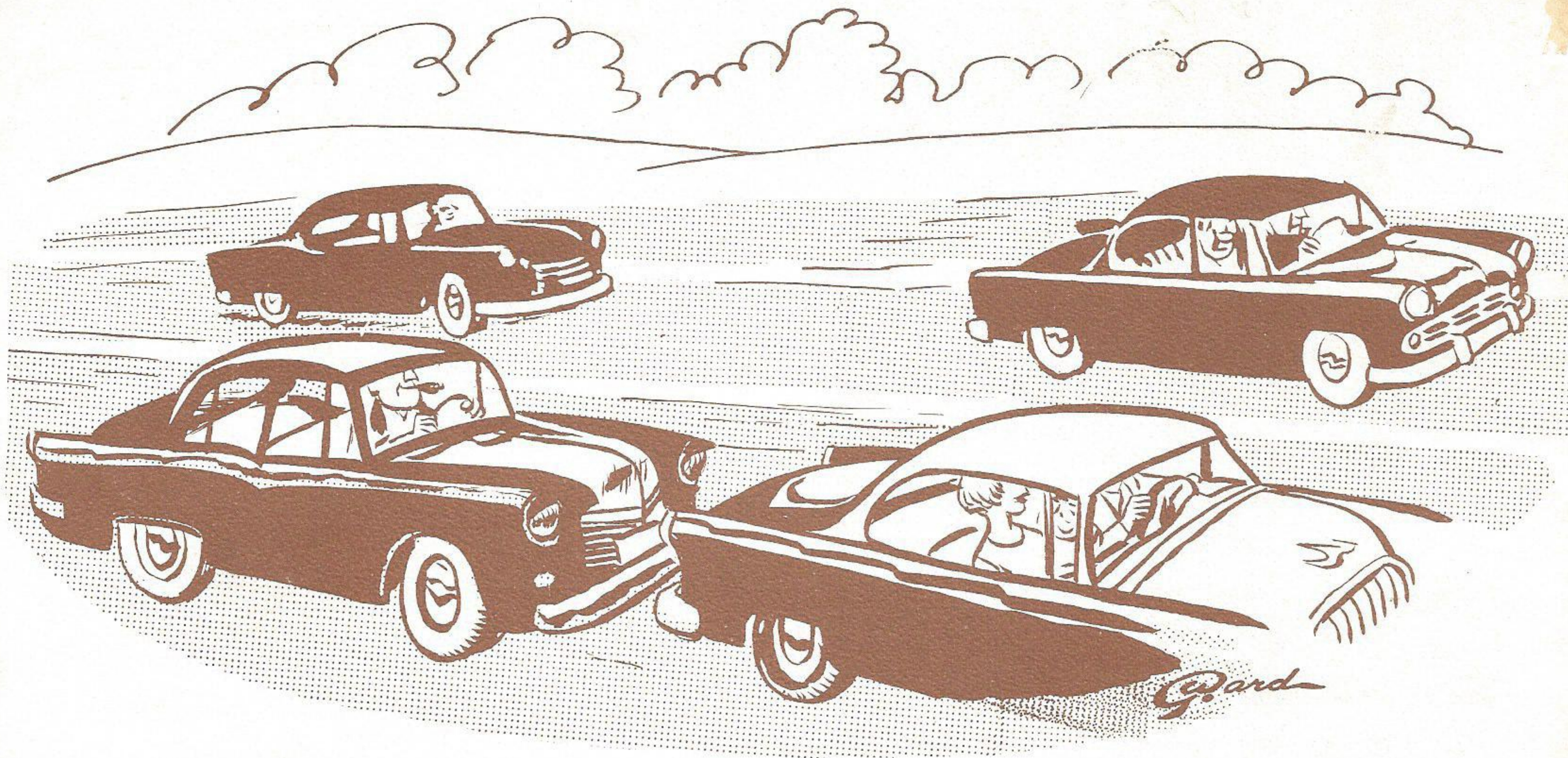
An impartial group of judges will determine the winners. Your entry will not be identified to the judges and their decision will be based on what thoughts you express and how you express them.

Now . . . let's go to work. Read the following rules, then put your ideas on paper and mail those essays.

RULES OF THE CONTEST

1. Only children of regular Gulf States Utilities Company employees may enter. Children of employees of the Safety Department or staff of PLAIN TALKS are not eligible.
2. Group 1—No less than 50 words nor more than 150 words.
Group 2—No less than 150 words nor more than 250 words.
Group 3—No less than 250 words nor more than 500 words.
3. Any kind of writing paper may be used. Pen or pencil is permissible. The essay must be in your own handwriting on one side of the paper only. Put your name, address, age and group number at the end of the essay along with your Dad's or Mom's work location.
4. Entries must be mailed to the Safety Department, Gulf States Utilities Company, Beaumont, Texas.
5. The contest period is from September 15, 1956 through December 15, 1956. Entries received after December 15 cannot be considered. All entries become the property of Gulf States Utilities Company and cannot be returned.

Contest winners will be announced in the January issue of PLAIN TALKS magazine.



What To Do About The Follower

Watch Your Mirror And Read Below

Last month's safety story had to do with a care-free, happy-go-lucky driver called the "Follower." This time we are concerned with a possible remedy—or "What to do about the 'Follower'."

Suppose this hypothetical case were true — in the drawing above, the cigar smoking (nothing against cigar smokers) driver is trying to see how close he can come to the car in front without touching. The other driver, a family man as you can see, (that was thrown in to get your sympathy) is afraid to stop his vehicle. Suppose there were another car in front of the family man. How could he possibly avoid an accident if that front car stopped?

Here is the solution. Leave enough space between your car and the car in front to compensate for the lack of space of the car behind. Sounds compli-

cated? It isn't if it will help avoid accidents. For example, the cigar smoker above has left maybe one half a car length between himself and the family man. They are going 30 miles per hour. The correct interval at 30 is at least three car lengths. So, the family man is going to have to leave his regular interval, three car lengths, plus another two and one half lengths to make up for the driver behind.

In other words, the family man will have to have enough room to slow to a stop. By doing this, he gives the "Follower" a chance to throw on his brakes and come to a screeching halt without plowing into the family man's car.

Still sound complicated? Think about it a while. It really makes sense — and it may save your life.