

# Plain Talks

GULF STATES UTILITIES CO.  
OCTOBER, 1957





# Plain Talks

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

## SAFETY FIRST

According to a recently completed study of U. S. Labor Department statistics, the average employee runs a much smaller risk when working for investor-owned companies like ours than for a municipal system.

The frequency rate for disabling injuries for business-managed electric and gas companies in 1955 was 7.9 injuries for every million manhours worked as compared to 16.4 injuries for every million manhours worked in municipal plants.

Accidents are as wasteful as they are tragic and all of us should be aware and proud of the fact that our Company places great emphasis on safe working conditions and well-trained personnel so that we can do our jobs skillfully with no sacrifice of safety.

## AGE — ONE CENTURY

National Newspaper Week falls this month (October 1-8), as the Abbeville, Louisiana, MERIDIONAL (editor and publisher, G. Bienvenu) celebrates its 100th year of publication. Plain Talks salutes its venerable colleague and an area that this newspaper and our Company both serve — Vermilion Parish.

Gulf States serves a substantial number of customers in the parish, although not the city of Abbeville itself.

Vermilion Parish is an area of diversified industry, balanced agriculture, romantic traditions, hospitable and cultured people and, above all, a future as promising as the hundred years of history recorded in the pages of the MERIDIONAL.

The Vermilion Parish area depends not on a single large industry but on many — and therein lies its economic strength. And our Company can be proud of its 35-year record of helping these industries grow by furnishing plenty of low-cost power, whenever and wherever needed.

## A SALUTE TO OIL

This is Oil Progress Week and the eyes of the nation are focused on the oil industry, long a respected and well-represented citizen of the area we serve.

Our Company, like many others in this area, is honored to be associated with the petroleum and petro-chemical industries, many of which are our customers for electricity and three of which are furnished steam power by us as well. For years oil has stimulated growth in our service area. All along the gulf coast, many related industries and people have moved in and settled primarily because the oil industry has helped make this area a good place to live and work.

Many plants and refineries have been built for the purpose of processing oil and developing its hundreds of derivatives — and more of them are anticipated as new methods and products are discovered by the oil industry's skilled research teams.

Oil has played a vital role in the industrialization of the old South — once predominantly an agricultural area. The impact of this vital and energetic industry is noticeable in our area particularly. We are fast becoming the nation's new industrial frontier and as the oil industry expands, spearheading the continued growth of this area, the responsibilities of our Company become increasingly important.

We agree with this year's slogan for Oil Progress Week — "With Today's Gasoline, You're Driving A Bargain." We know that the products of both the oil and the electric industry are some of the world's best bargains today. For, like oil, electricity gives you a lot for your money and is one of the very few items in our budgets which costs less today than it did 25 years ago.

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## OUR COVER



Locating and gathering oil is exciting and exacting; thrilling and tedious. But it's only one chapter in the story of Oil Progress. The movement of huge quantities of oil and related products throughout the world is another story in itself. In our area, with its splendid ports and waterway system, it's not uncommon to see large ocean-going tankers, like Magnolia's new 29,000 ton "Mobile Fuel", here steaming past Neches Station outward bound to the Gulf. Sleek and swift (17½ knots), her measurements would make any female ship proud: length—645', draft—33', capacity in barrels—254,800. Bon voyage, Mobile Fuel!



# Oil



## It Sets Pace for Progress

**O**IL, to many of us, means the stuff that lubricates our cars and is the source of the gasoline the old bus uses too much of.

But, every day each of us uses many products derived from this liquid which flows from the ground to us at a rate of two-billion barrels a year.

For instance:

We wake up in a house roofed with asphalt — after sleeping on pillows stuffed with synthetic materials made from oil — and move about on floors covered with an oil-base paint.

We step into a shower, pulling the plastic curtain, and scrub with soap made from petroleum products. Meanwhile, back in the bedroom, the womenfolk have finished putting on their make-up — using cosmetics made from oil.

The floor covering in the bathroom and kitchen, many kinds of shoes and clothes are all made of

synthetics containing oil derivatives.

Egg and fruit packers, cardboard manufacturers and various plastics use or contain products refined from crude petroleum.

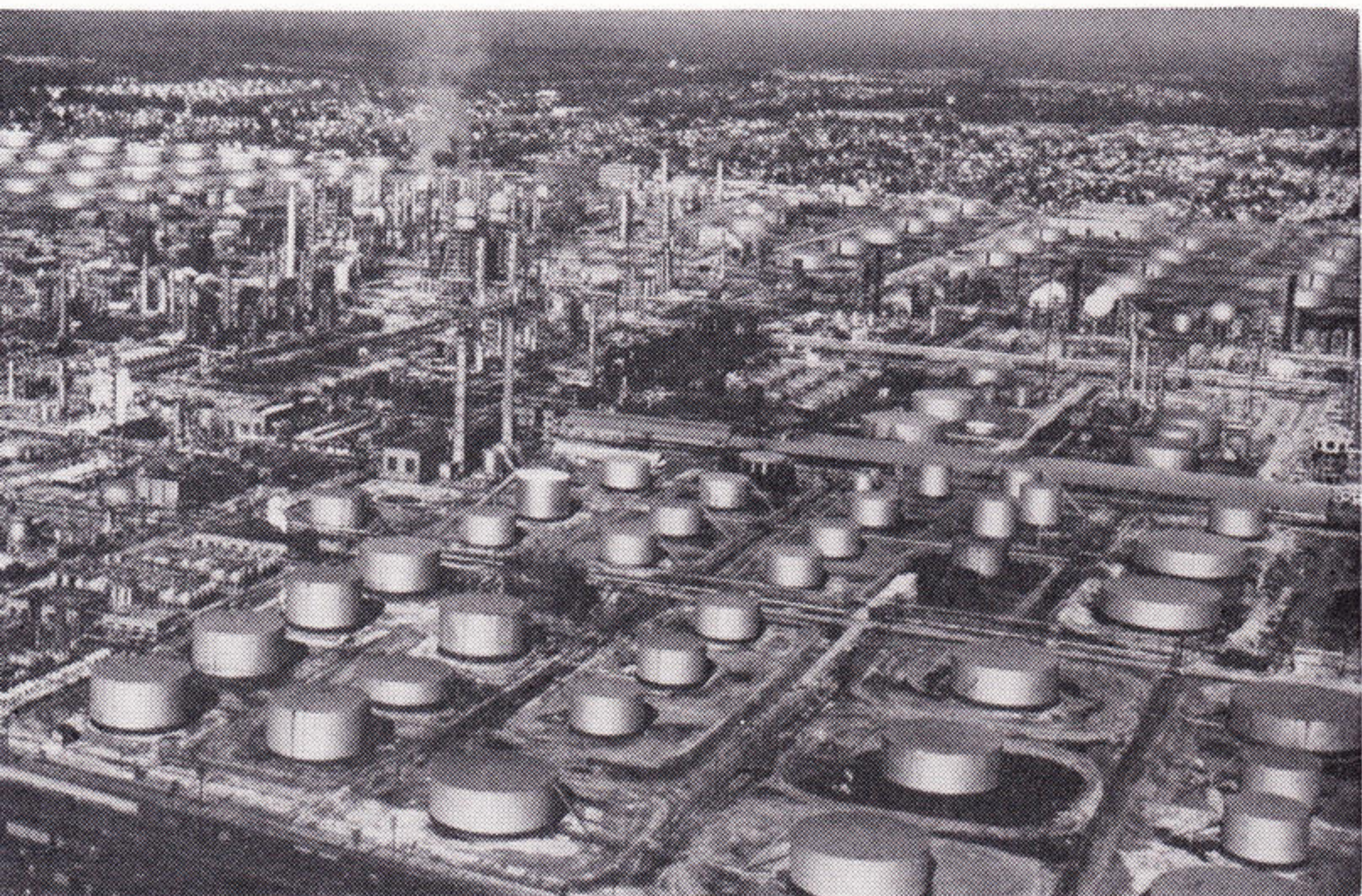
It may surprise you to learn that oil makes possible such everyday items as ink, medicine, paper, explosives, synthetic rubber and road oils.

### Oil Industry is 98 Years Old

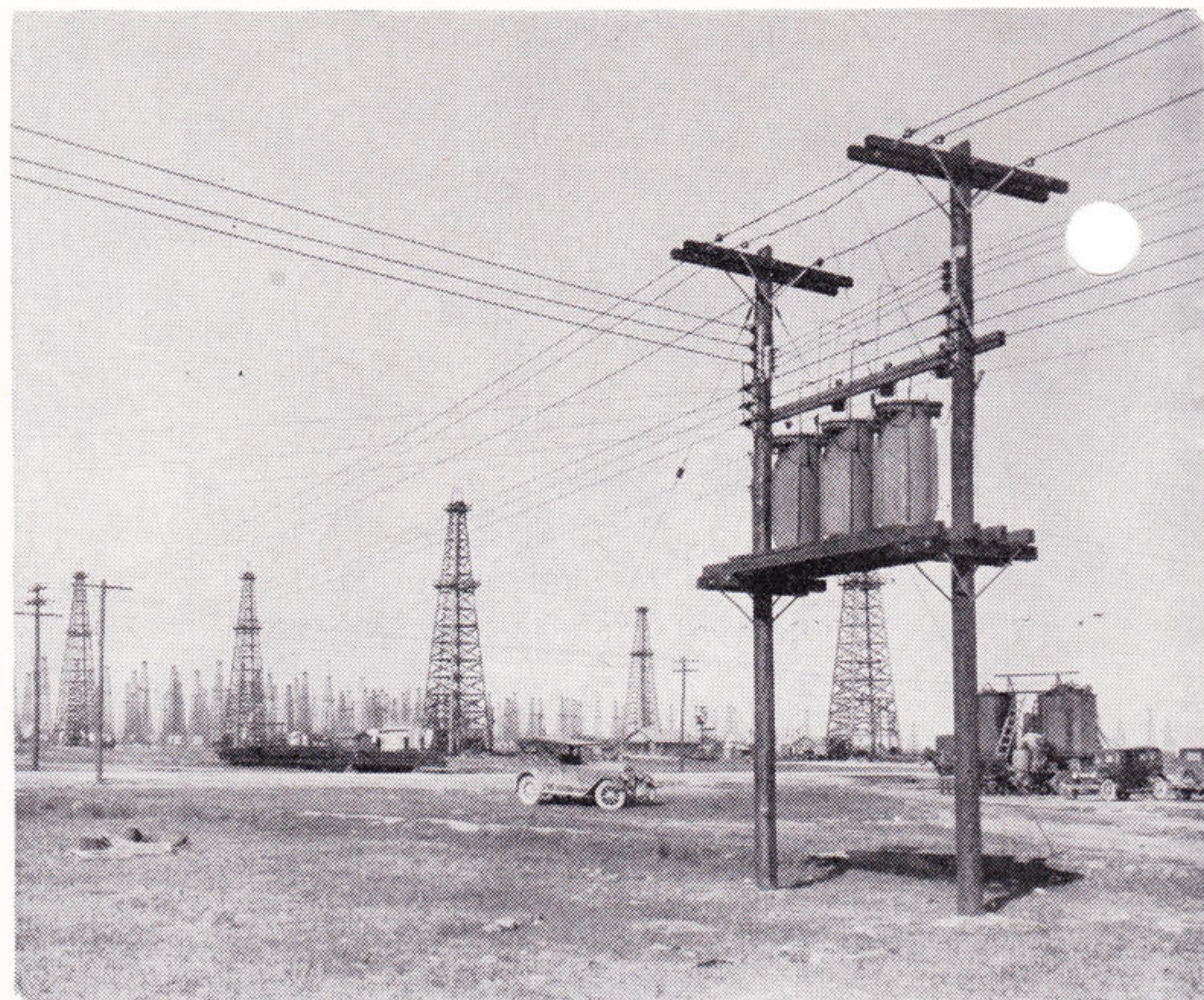
The oil industry was born in 1859 when Col. E. L. Drake drilled the first commercially successful well in Titusville, Pennsylvania. That year, only 2000 barrels were produced in the United States. Prior to this time animal and vegetable oil was used in limited degrees. The only petroleum came from seepage pools.

By 1900 the output was 64,000,000 barrels and reached 1,400,000,000 barrels in 1940.

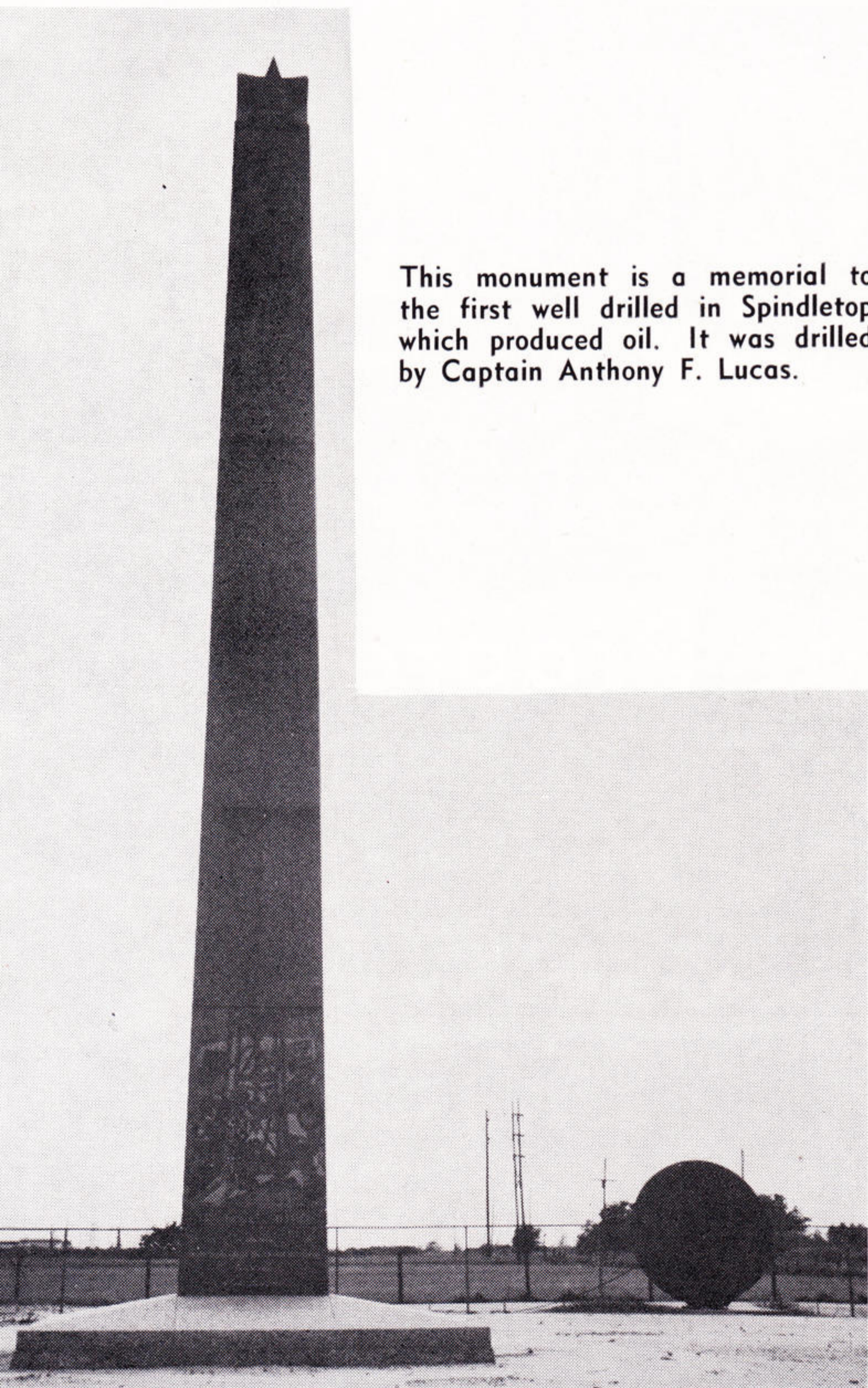




Esso Standard, on the banks of the Mississippi River just north of Baton Rouge, is one of our largest customers and is one of the largest and most diversified refineries in the world.



Discovery and development of Spindletop in the Sabine Area put us out in front in oil production and brought about the founding of many of our major oil companies.



This monument is a memorial to the first well drilled in Spindletop which produced oil. It was drilled by Captain Anthony F. Lucas.

When Captain Anthony F. Lucas found oil under the mound called Spindletop — named for a spindly pine tree that stood in its summit four miles from Beaumont — the United States boomed to the front on a tidal wave of oil. Three years earlier, Russia had taken the lead, which had been held for 40 years by the U. S.

Commenting on the usefulness of Spindletop oil, Lucas wrote a report to the American Institute of Mining Engineers saying:

*“The intense odor of the oil would prevent its use as an illuminate, and sulfur in small quantities in crude oil imparts to the distillates a very disagreeable smell, which can only be removed with great difficulty and expense.”*

*“The great bulk of the distillate would be condensed at gravities below 30 degrees Baume, and, on account of its low viscosity, could not be used as a lubricant; and assuming the oil has no value as an illuminate and lubricant, it can only be used for fuel, and its terrific odor would prevent its use as a fuel in a thickly populated center.”*

Little did he realize that progress would make this smelly liquid the basis of thousands of products, then unknown.

Nor could he foresee the vast refineries that have sprung up over the country; or the maze of pipelines which carry oil and gas from production centers to the whole nation.

#### “Oil Rush Days”

The discovery of oil led to “boom towns” noisier and more boisterous than any during the gold rush



days. As soon as the word went out that oil had been discovered, a rush of lease gamblers, fake stock promoters, catchpenny "boomers" and assorted riffraff, along with merely curious onlookers and a number of professional oil operators arrived on the scene.

Prices went up on real estate, in some cases \$6,000 for a lot 25 by 34 feet or \$276,000 an acre. Even a plate of ham-and-eggs jumped to a dollar and, in Beaumont, a hack driver charged \$18 to \$20 a person for passengers wishing to travel out to the gusher.

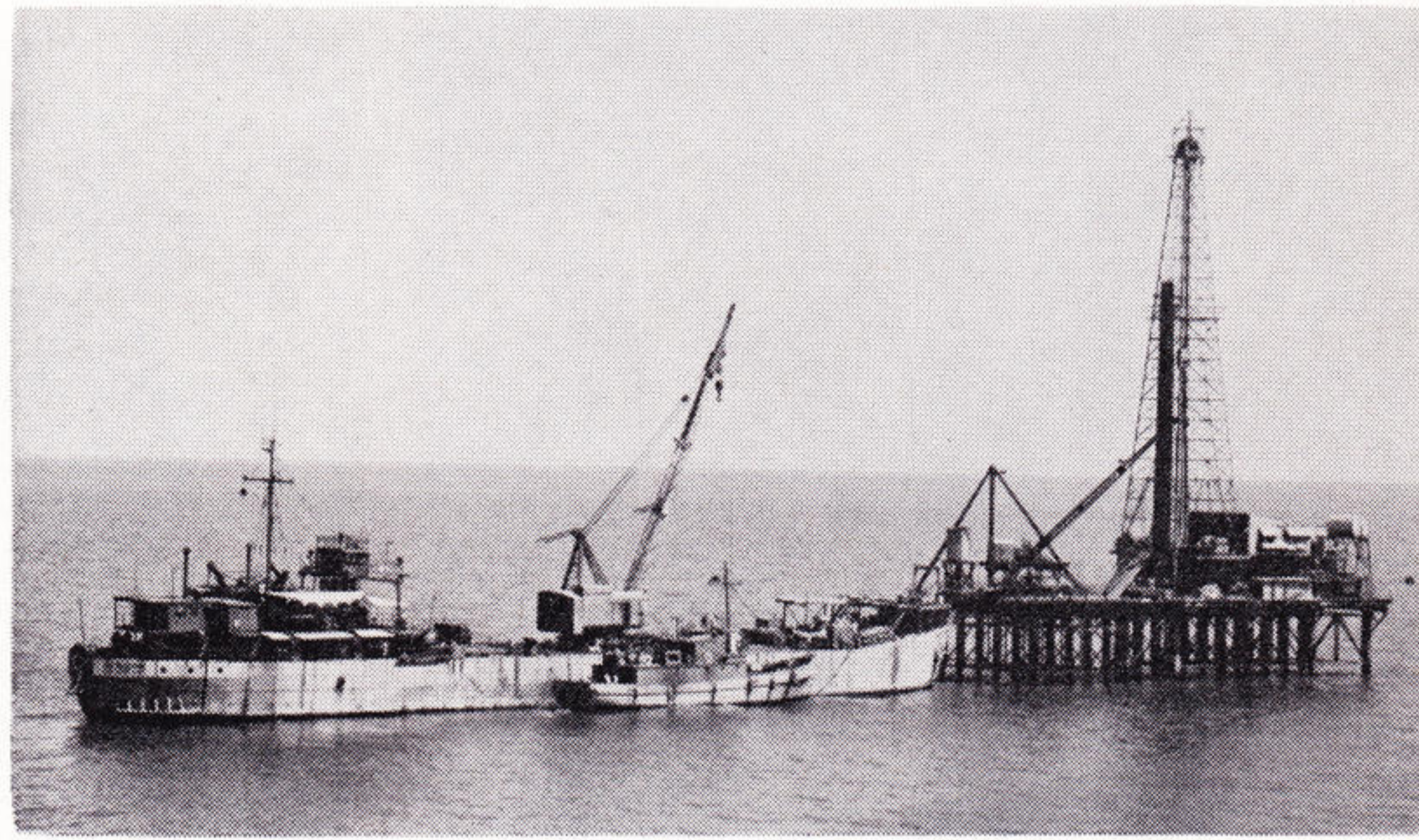
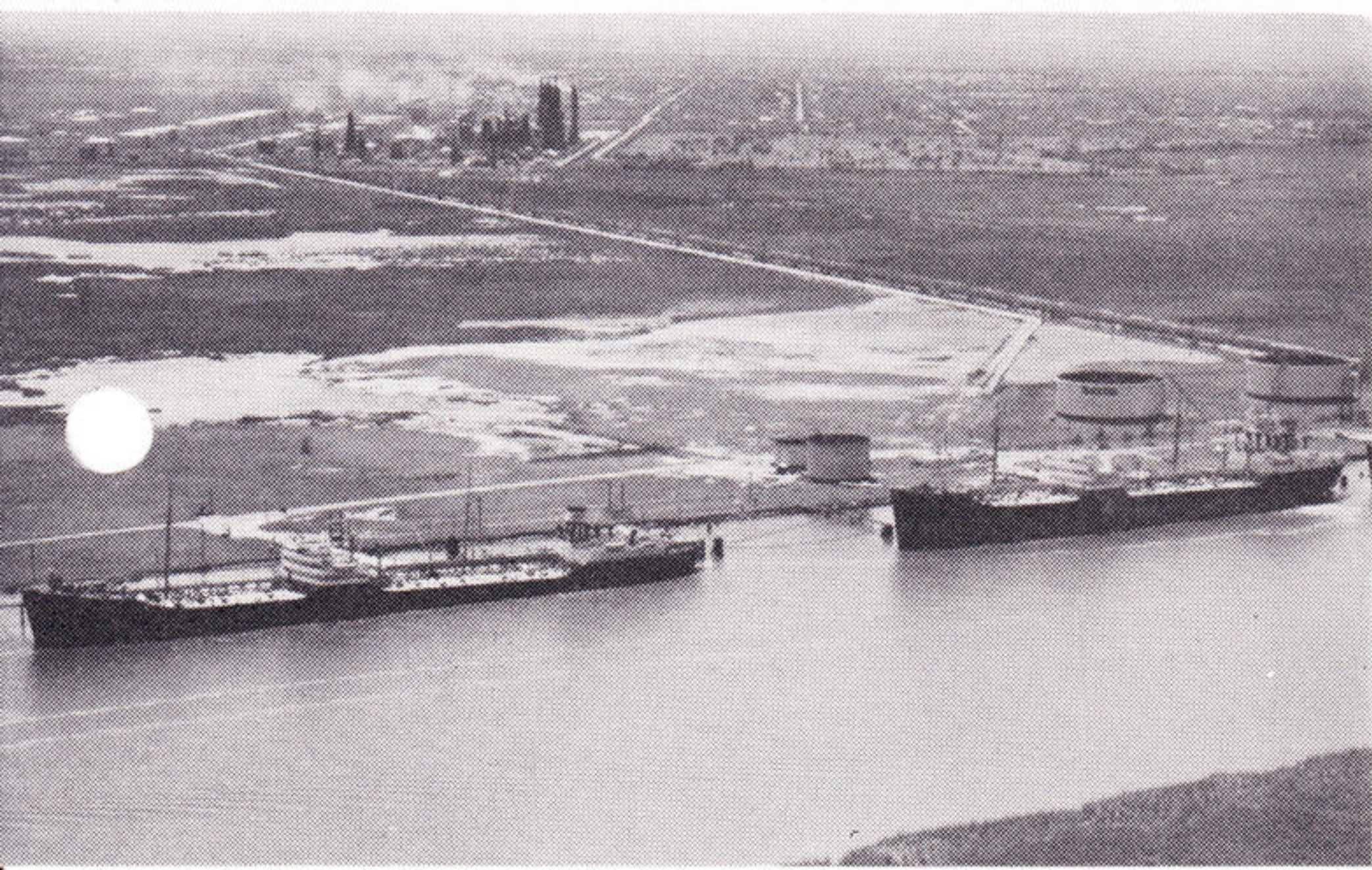
Oil was produced as fast as it could be brought to the surface. Sometimes as many as four holes were drilled from a single platform. Soon gushers became commonplace and production unlimited.

Finally the need for controls was realized and unlimited production ended. A commission was established to regulate production and transportation of oil.

America leads the world in the production of oil and the area our Company serves includes some of the finest petroleum and petro-chemical companies in the world. Thanks to their technical know-how and exhaustive research on the part of their engineers, geologists and scientists new discoveries are helping us locate new deposits — such as off-shore fields — and recover more oil from fields once thought dead.

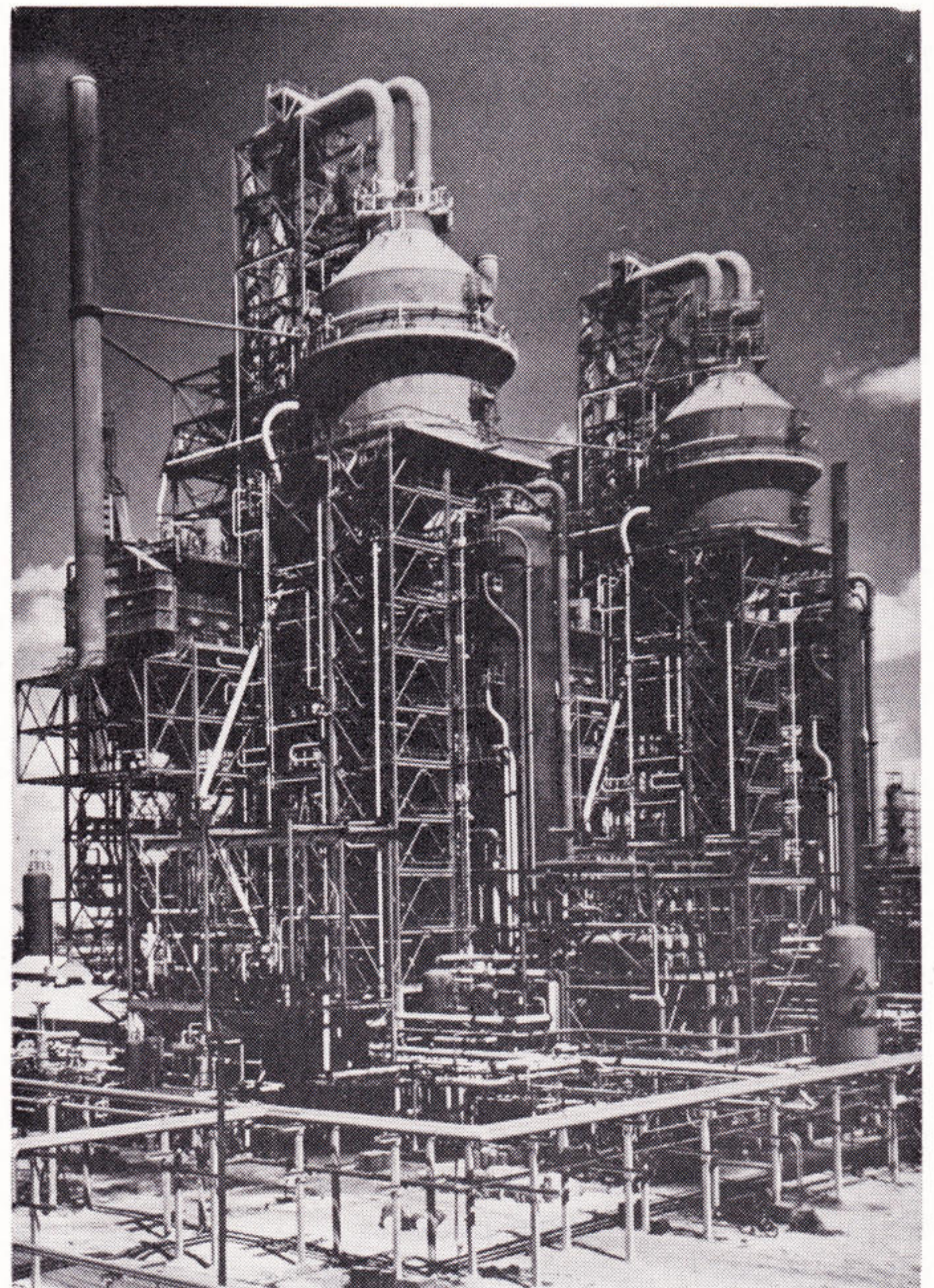
Thus, the story of oil — first noticed by natives as it seeped out of the earth — has become an amazing success story, which grows more interesting with each passing year.

Tankers, like these, take American oil and oil products to markets in other parts of the country and around the world. These are docked at Atlantic Refining Company near Port Arthur.



Oil is found everywhere, even at sea. Most distant off shore well is 35 miles off the coast of Louisiana.

These fluid catalytic cracking units at Esso in Baton Rouge, produce engine gasoline, materials for aviation gasoline, synthetic rubber and other oil chemicals.







J. W. Atkins



B. F. Lott



A. J. Hamilton

## Nine Promotions And Job Changes Are Announced

Nine promotions, and job changes, six in Beaumont, two in Baton Rouge and one in Navasota, have been announced. Employees promoted were J. W. Atkins Jr., B. F. Lott, A. J. Hamilton, Robert M. Craig, W. M. Hurt, W. V. Faver Jr., all of Beaumont; J. R. Braud and Joe W. Hatcher, of Baton Rouge; and Clinton Calvert of Navasota.

### Mr. Atkins

Mr. Atkins, formerly project engineer, has been promoted to the position of staff engineer. A native of Savannah, Georgia, he received a BS degree in electrical engineering from Georgia Institute of Technology, Atlanta. He joined Gulf States in 1938 in the Beaumont Line Department and the following year was transferred to the Engineering Department. In 1946, after a four-year stint in the Army, he was named engineer and in 1951, engineer specialist. He was promoted to the position of engineer supervisor and transferred to Navasota in 1952, and was promoted to the position of operating supervisor and transferred to Port Arthur in 1954. He became project engineer in Beaumont in 1956.

### Mr. Lott

Mr. Lott, formerly supervisor of the General Accounting Department, has been named administrative assistant of the Methods and Procedures Department. A native of Collins, Mississippi, he was reared in Port Neches. He attended Lamar State College of Technology, Beaumont, and received a BBA degree from Baylor University, Waco. He joined our Company in 1950 as a clerk in the Accounting Department in Beaumont. In 1953 he became administrative assistant in the Statistical Department; in 1954, administrative assistant in the General Accounting Department, and later that year, general accountant supervisor; and in 1956, supervisor of the General Accounting Department, the job he held at the time of his promotion.

### Mr. Hamilton

Mr. Hamilton, formerly building and grounds maintenance man, has been named labor foreman of building services. A native of Beaumont, he was first employed by our Company in 1945 in the T & D Department in Beaumont. In 1949 he became a utility man in our Substation Department and last July, returned to the general office as building and grounds maintenance man.

### Mr. Craig

Mr. Craig, formerly engineer at Beaumont, has been transferred to Navasota as division engineer. A native of Corsicana, Texas, he received an electrical engineering degree from Texas A & M, College Station. Mr. Craig joined our Company in the Railway Department at Beaumont in 1928. In 1932 he was transferred to Navasota as a student engineer. In 1933, he became a serviceman in Conroe; in 1935, an estimator and clerk in Beaumont and later that year an estimator and clerk in Lake Charles; in 1938, distribution engineer at Lake Charles; in 1941, distribution engineer at Baton Rouge; in 1945, engineer supervisor at Baton Rouge; in 1946, system engineer in Beaumont; in 1950, engineer specialist; and in 1956, engineer in system engineering, Beaumont.

### Mr. Hurt

Mr. Hurt, formerly supervisor of Customers Accounts, has been transferred to the Systems and Procedures Accounting section as administrative employee. A native of Navasota, Mr. Hurt began with our Company in the Accounting Department in Beaumont in 1937. He progressed through departmental jobs, becoming customer accounts clerk in 1945 and moving to the General Accounting Department





R. M. Craig

in 1950. He became supervisor of Customers Accounts in 1956.

**Mr. Faver**

W. V. Faver Jr., formerly accountant, has been named supervisor of Customers Accounts. A native of Lake Charles, he attended Lamar State College of Tehnology, Beaumont. He joined Gulf States as an analysis clerk in Lake Charles in 1934 and in 1936 was transferred to Beaumont as clerk. He left our Company in 1941 for service with the Army, returning in 1946 as a payroll clerk in Beaumont. Later in 1946 he was transferred to the Personnel Department as statistical clerk. In 1950 he became administrative assistant in the General Accounting Department, and in 1954, he became an accountant.



W. M. Hurt

**Mr. Braud**

Mr. Braud, formerly a lineman, has been named utility foreman. A native of Baton Rouge, he joined our Company there in 1944 in the T & D Department. He left Gulf States in 1945 for service with the Army, returning in 1947 to our Meter and Service Department. In 1948 he returned to the T & D Department, becoming a serviceman in 1949 and a lineman in 1950. Mr. Braud's mother, Mrs. Jesse Hart, is a 20-year Gulf Stater in the Baton Rouge Sales Department.

**Mr. Hatcher**

Mr. Hatcher, formerly claim clerk in Baton Rouge, has been named claim adjuster. A native of Bluff Creek, Louisiana, he attended Southwestern University, Georgetown, Texas. He

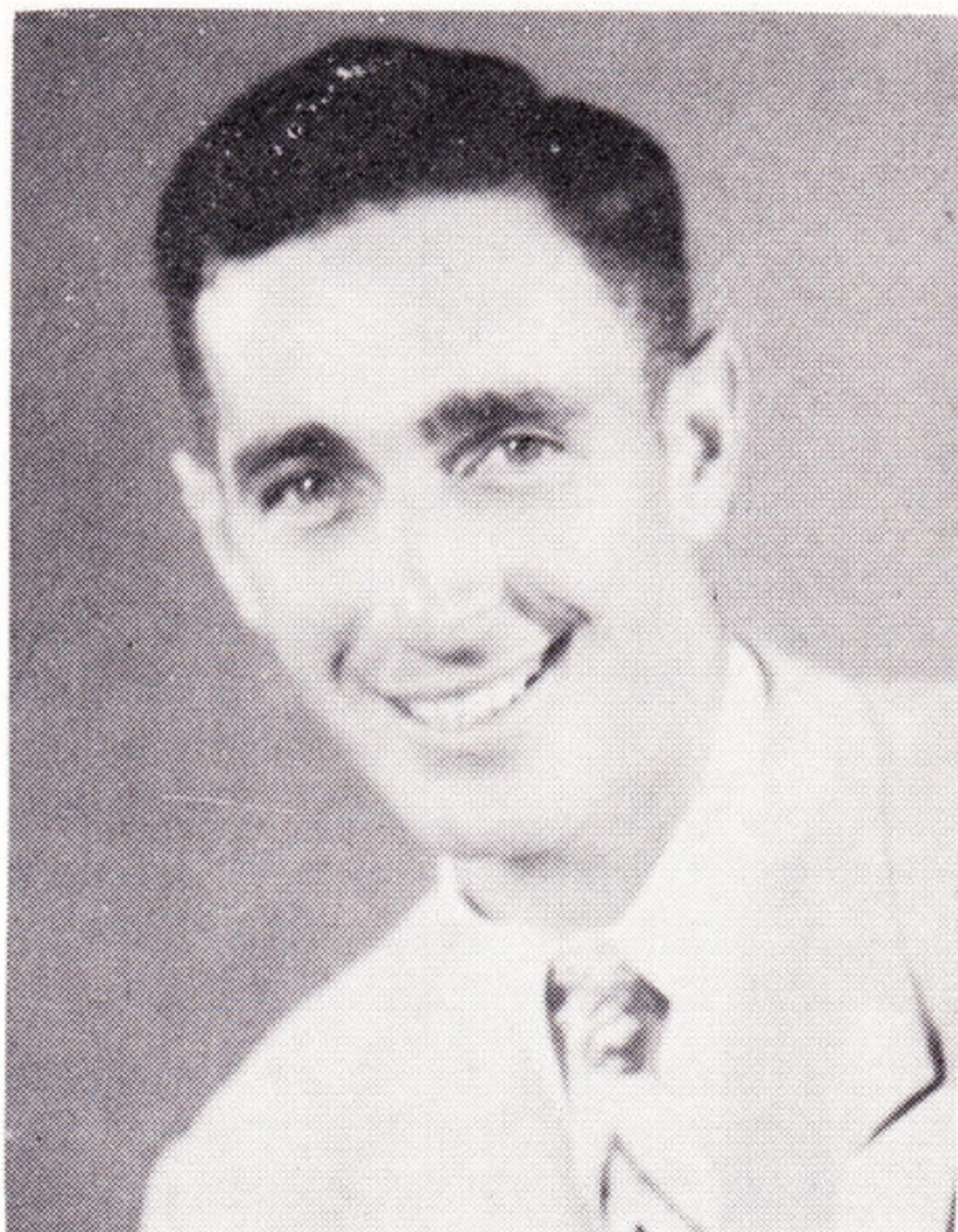


W. V. Faver

joined Gulf States as a collector in Baton Rouge in 1929. In 1933 he became complaint adjuster; in 1936, assistant new business agent; in 1942, claim adjuster; in 1943, engineering assistant; and in 1946, claim clerk.

**Mr. Calvert**

Mr. Calvert, formerly division engineer at Navasota, has been transferred to the Engineering Department, Beaumont, as an engineer in the Task Force. A native of Emad, Louisiana, Mr. Calvert received an electrical engineering degree from the University of Arkansas, Fayetteville. He joined Gulf States in our T & D Department at Beaumont in 1950. In 1954 he was transferred to Navasota as an engineer. He became division engineer at Navasota in 1956.



J. R. Braud

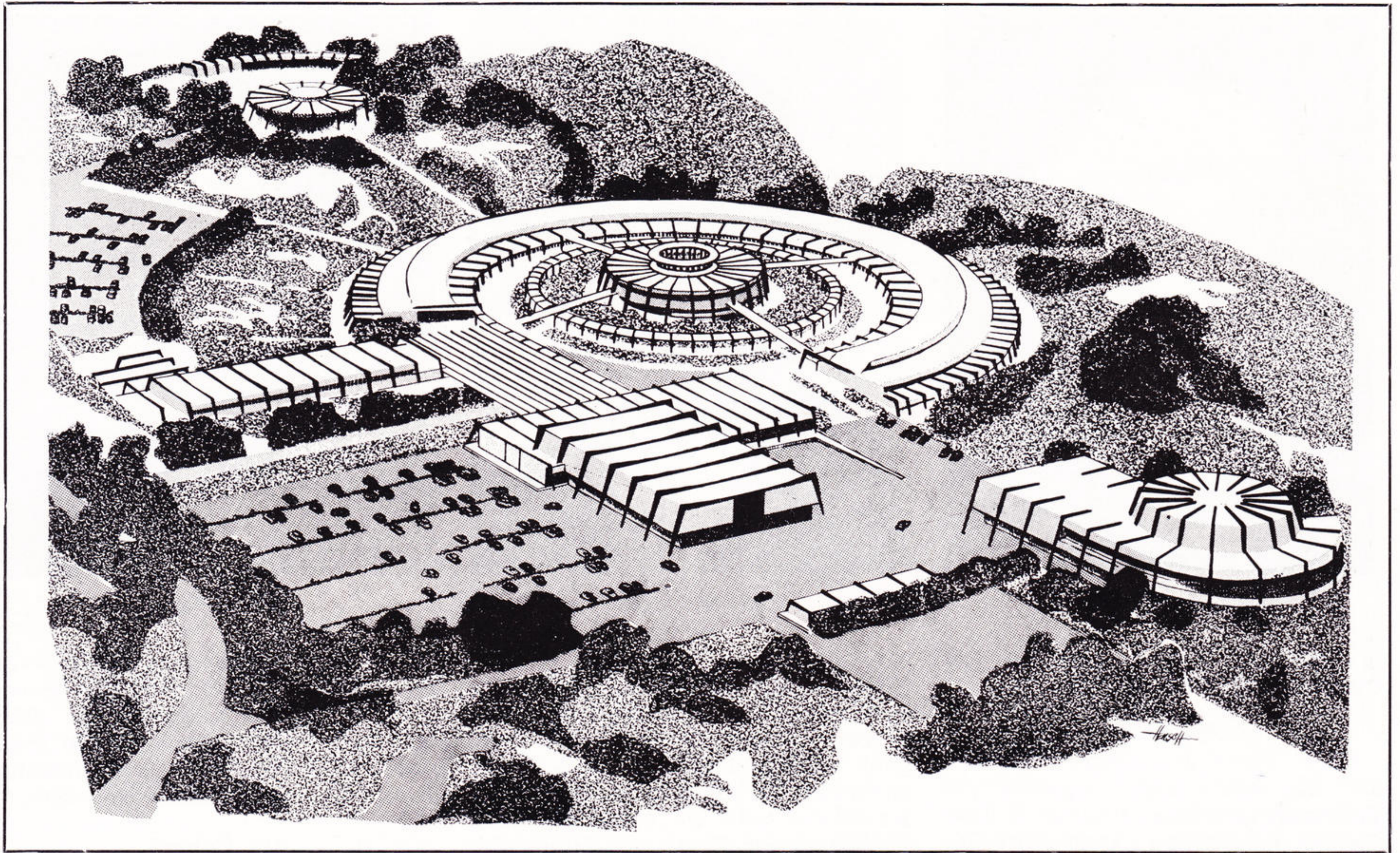


Joe W. Hatcher



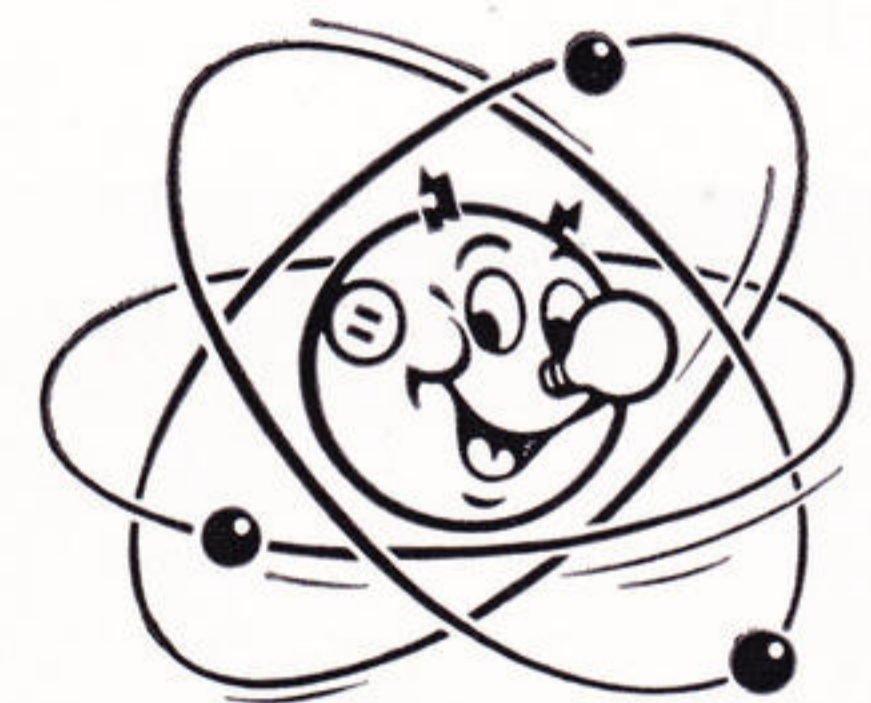
Clinton Calvert





Science Workshops Like This Will Help Our Industry Convert

# ATOMS TO KILOWATTS



With man-made, outer space satellites very much in today's news, Gulf Staters can be proud that our Company is participating in two "inner space" atomic research programs, both of which are dedicated to the unlocking of nuclear energy secrets which should prove equally significant to improving the welfare of mankind.

Above is an artist's illustration of the John Jay Hopkins Laboratory for Pure and Applied Science which the General Atomic Division of General Dynamics Corporation is constructing near San Diego, California. The Texas Atomic Energy Research

Foundation, will occupy about one third of the "world of tomorrow" laboratory taking shape on the Pacific coast.

The other atomic research group to which we belong is the 13-member Southwest Atomic Energy Associates. The SAEA aims at eventual construction of one or more large atomic power plants.

Our participation in both programs is dynamic evidence that our Company is cooperating with others in our industry to explore every means at hand to keep plenty of power always available for the fast-growing area we serve.





Orange District Gulf Staters won their "fair share" award which is being presented to our chairman, M. J. Johnson, by Winston Lewis, chairman of the Awards Committee in Orange.

### Gulf Staters

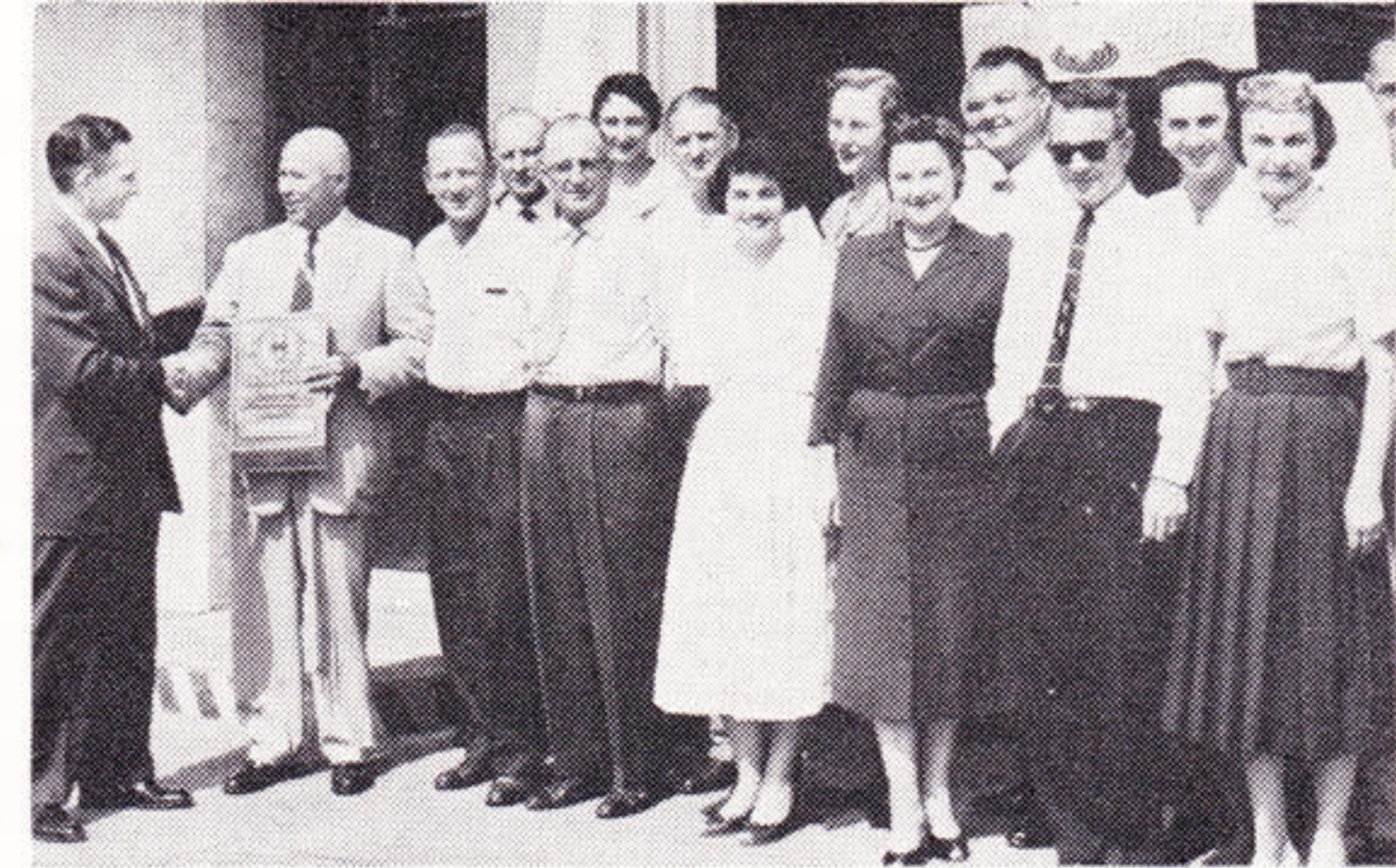
# Do Their Share In Charity Fund Drives

From Navasota to Baton Rouge, October calendars on the walls and desks of many Gulf Staters blazed with big red circles around the kick-off dates of the various annual united fund campaigns in communities we serve.

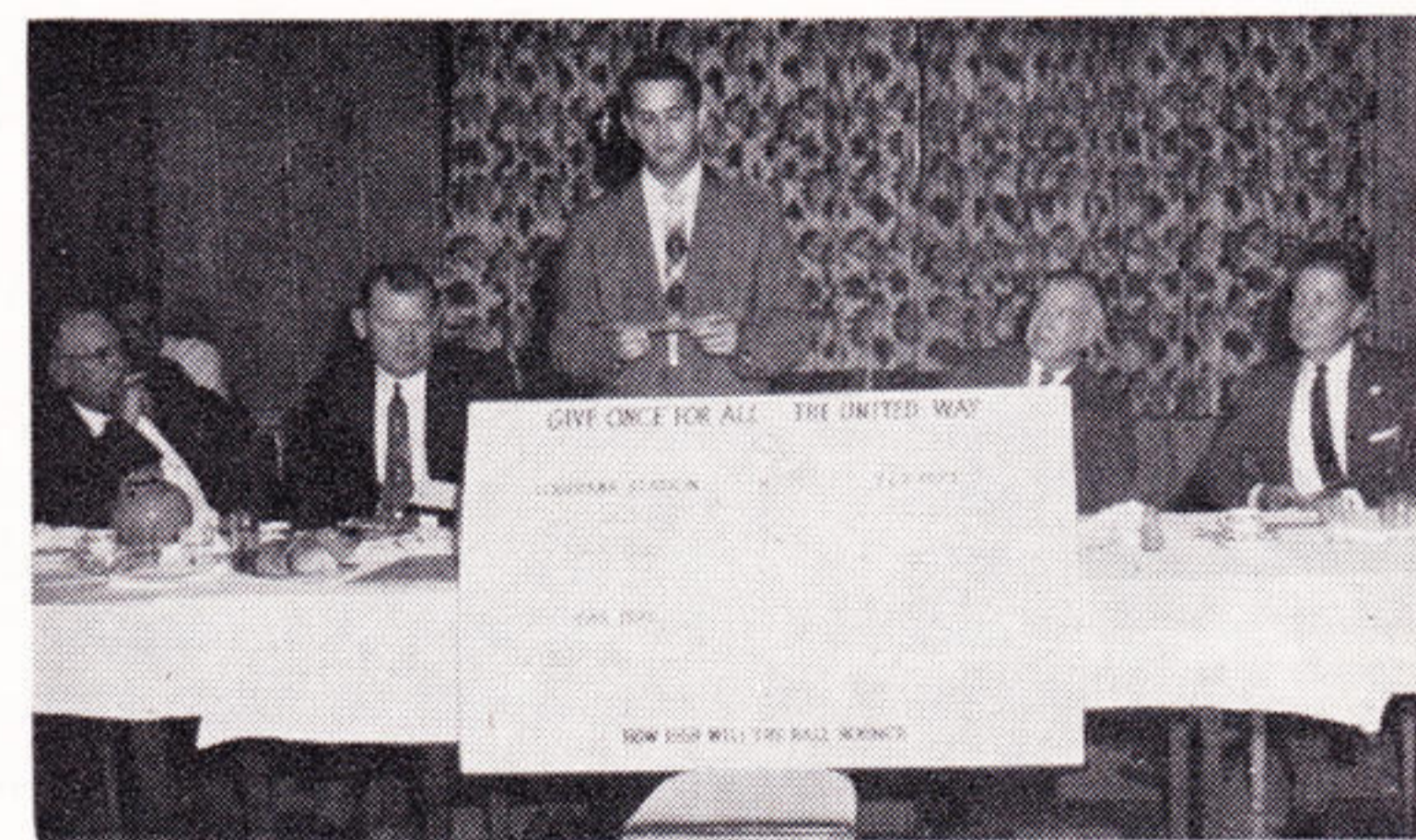
When the call for volunteer workers came, Gulf Staters were once more in the front ranks. And when the money contributed to these worthwhile agencies is finally counted, you

can be sure that most Gulf Staters did their fair share.

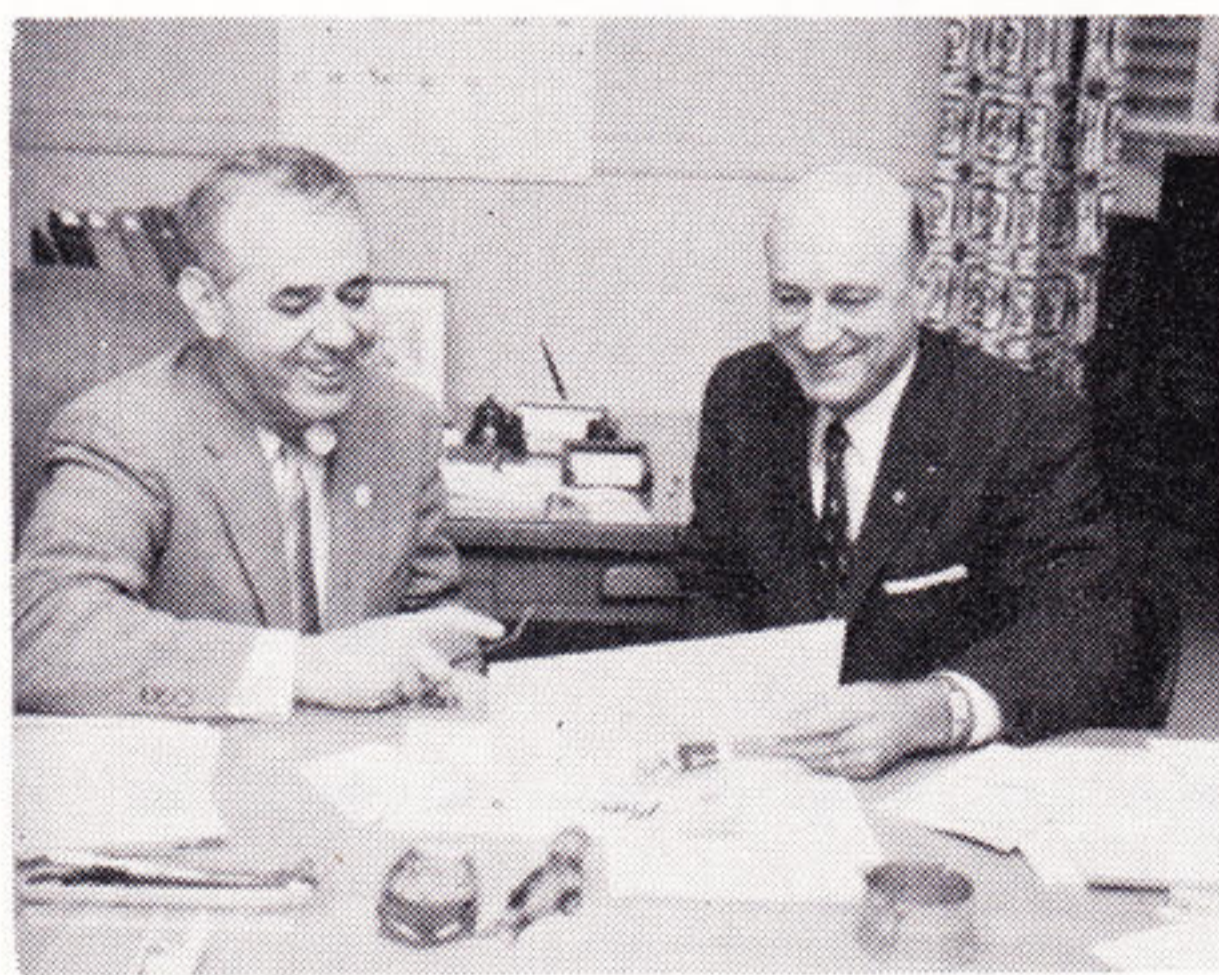
At press time, many campaigns in our system are incomplete, but a few reports are in and they indicate that the men and women of this company are once again living up to their reputation of being generous givers and dedicated workers in the "give once for all" campaigns that mean so much to our communities.



More than two-thirds of the Port Arthur Sales Department gave their "fair share" to the United Fund Drive. Dean Rutland, United Fund president, presents J. Kirby Jones, Sales Superintendent, a "fair share" plaque for the department.



Walter Benjamin, commercial sales representative in Baton Rouge, addresses 40 Gulf States volunteer workers at a kick-off meeting at Bob and Jake's. From left are H. E. Brown, division manager, Bill Dodd, Louisiana State auditor, Mr. Benjamin, H. C. Leonard, executive vice president and president of United Givers this year and Jack de Cordova, manager of the Borden Company and this year's campaign chairman.



W. P. Gautreaux, right, reports results of the construction and building trades division of the United Givers Fund drive to Myron Falk, executive director of the Fund. Mr. Gautreaux, of our Gas Department, has been loaned to UGF by Gulf States for a two month period to serve as full time secretary to the construction division.

October, 1957

The Beaumont main office force won its "fair share" flag with over 73% of the 496 employees donating a day-and-a-half's pay. Left to right are President Nelson and committee chairmen R. M. Knobloch, J. B. Fannette, R. A. Landry, B. J. Harrop, G. B. Mullin and E. C. McKenzie, manager of Sears-Roebuck and group solicitation chairman.





# The Case Of The Unequal Whisker

By George Peck

*(Editor's Note: George Peck is president of the Laymen's National Committee, sponsor of National Sunday School and Bible Weeks.)*

Several years ago I wrote an article that bore the title: "Thoughts While Shaving" — the same title as heads this column. From several editors have come requests that I do the article again, bringing it up to date. This is how it went except for some minor revisions:

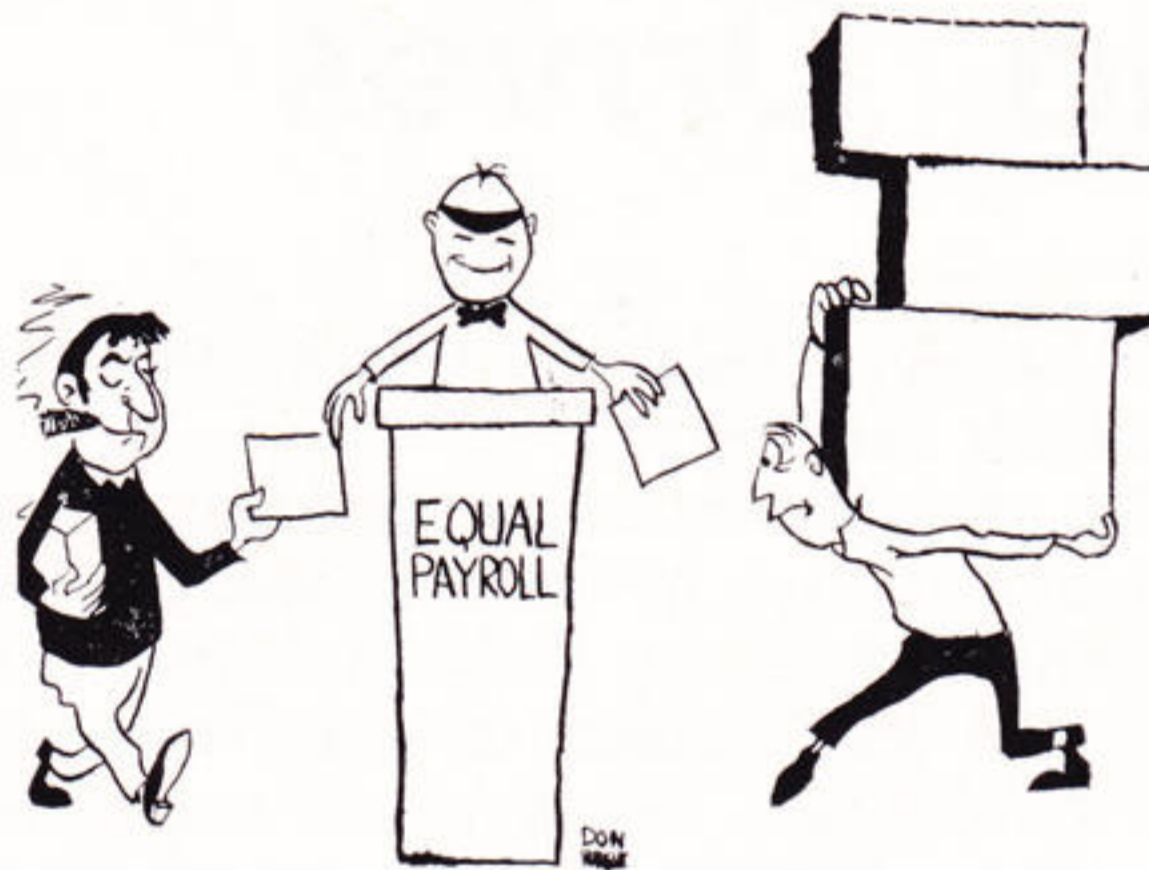
The other morning, as per daily custom, I got out my trusty electric razor (the name of the make purposely omitted here — no free plug), turned on the switch and proceeded to shave. As usual, I could not help noticing that some of the whiskers were longer than others. This has always puzzled me. "Why in the same length of time does one whisker grow longer and stronger than others of its fellow whiskers?" I have often asked myself.

Growing in the same soil, or rather I should say in the same skin, blood and flesh alongside of a puny runt, a healthy, virile whisker blossoms forth. Just why,

I've never been able to figure out. But, when my razor has gotten in its licks, all of the whiskers, both healthy and puny, are reduced to the same size — that is, no size at all. It must be plumb discouraging to a healthy whisker that has toiled day and night to gain stature, to be mowed down to the size of the shiftless, non-toiling bit of fuzz.

On this particular morning, it suddenly dawned on me that what that razor was doing to the individual whiskers on my face is exactly what socialism does to the individuals of a nation. It cuts them all down to one size — that is, no size at all.

Under a socialistic economy the



hard-working, thrifty, self-reliant individual is reduced to the same size as the indolent, shiftless, wasteful citizen. Struggle as he may, constantly he is cut down. Finally, he loses all incentive to attempt to lift himself above his fellows and discouraged, he throws up his arms in surrender, and ceases to struggle.

The theory of socialism is beautiful — the idea of all sharing alike is intriguing, especially for those who have little or nothing to share. But, socialism in practice, that is something else again. The end result is that all do share alike — each finishes up with a large equal slice of nothing. For when you reduce the honeybees to the status of the drones, no honey is produced.

But there is something that socialism creates that is far worse than poverty, uncomfortable as that status is, and that is loss of freedom. Loss of freedom goes hand in hand

with socialism. Those in charge of the dividing process have a nasty habit of dictating how each recipient of the division shall spend his share.

The citizen of the socialistic state is told where and at what he shall work, how he shall live, how he shall educate his children, what doctor and dentist shall serve him; he is even told how to entertain himself.

If you doubt the foregoing statement, just ask any Englishman. The English have learned the hard way that under a socialistic government they not only were ruled and regulated to the hilt, but were gradually coming to share less and less. Three Prime Ministers, Churchill, Eden and now McMillan have tried to restore their lost freedoms and lift their standard of living from the low level to which the Labor-socialist government sank it.

Of course, those who foisted socialism upon England were honest about it. They called it "socialism." Those who are foisting socialism upon America are not so forthright. They have a lot of fancy, misleading names for it, such as "Social Security," "Federal Medicine," "Public Housing," "Federal-Aid-to-Education," "Federal Power Production," etc. They know that were they to call it by its right



"He got himself into it—now he wants out"

name, the American people would avoid it like a plague.

Thank God, the American people seem to be waking up to the fact that this nation has already travelled far along the road to socialism. Let's hope and pray that it is not too late to turn back to an entirely free economy.







Mr. Downs in his bait house advertising worms and minnows for 50c a carton or can.

## After Hours . . .

Hollie Downs Sells

# Bait With Fish Appeal

A Navasota Gulf Stater combines business with pleasure by putting Mother Nature to work for him — and other sportsmen — all year 'round.

He's Hollie Downs, a serviceman. Mr. Downs met us in front of his Navasota home decorated with a sign declaring "frisky bait . . . with fish appeal."

"I keep the bait back here," he said leading the way through his garage to the backyard. In that area he has parakeets, fish bait, quail, flying squirrel and other animals he has trapped.

We noticed a steel cross-bow on the rear wall of the garage and asked what Hollie used it for.

"Going to get myself a deer with it this year," he said.

"That thing will put an arrow through a man, and with practice I can hit a six-inch target a good way off." Hollie showed us the steel-tipped flat head arrow he uses. "It shoots like a 30-30."

We made our way to the bait raising area, where brick-walled beds of earth-worms and tanks of minnows were kept.

### Something Fishy Here

Hollie walked over to one of the tanks. "Let me show you something," he said. He put his hand into the water. Immediately there was a swirl at one end and his hand jerked back and forth as the water churned.

"Makes him mad," he said, and stuck his thumb in the water. The same thing happened, but this time Hollie managed to hang on to the catfish and bring him out of the tank.

On the walls were racks containing cartons of grub worms and cans of minnows. Signs listed the price of each as 50 cents.

"I sell bait on the honor system," he said. "Customers can come in any-time and pick up as much as they

need and leave the money in this box."

Next door were the grub beds — English wigglers for brim fishermen and hybrid worms for river fishing.

"I started seven years ago with a thousand wigglers from Georgia," Hollie explained, turning the earth to show his stock. "Wigglers lay an egg every seven days for nine or ten months a year. Each egg will hatch from two to 20 rubs which mature in three months and will live 15 years."

"I feed them every other day and during summer months have to water them at the same interval. Hybrids are a little more trouble. Have to keep them warm in the winter — a temperature below 40 degrees kills them," Hollie explained as we went over to more minnow tanks and where his frogs were kept.

"I've been raising minnows for three years. I can trap 10,000 a day on the Brazos when the river is right," he said. "These frogs are just changing from tadpoles. Some of them still have tails."

### Noah's Ark in Navasota

His avery was in the same building as the minnow tanks and contained parakeets and quail.

"Most of my parakeets are rare birds, like those two white ones with the pink eyes. Have some yellow ones, too, but not many of the normal green ones. I started with ten birds and now sell 20 or 30 a week. Parakeets will lay themselves to death. I let them raise about 15 birds and then take the nests out for three months to let them rest," he said.

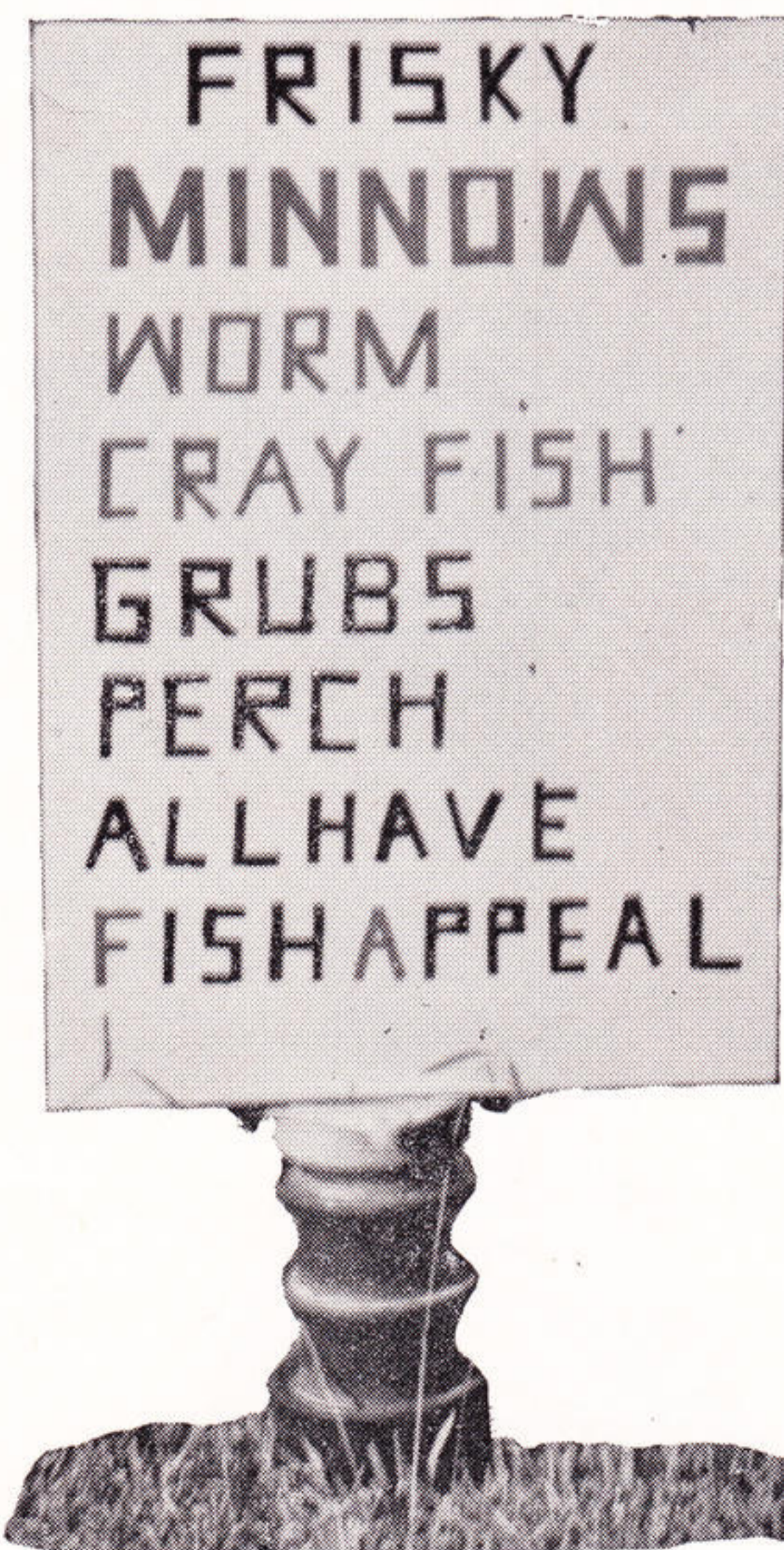
"Did have some flying squirrel in here, but they got out. They sell for \$15 a pair. "I'm going to try and trap some more this winter. I once had a bobcat that rode with me in the truck. Rode right upon the seat just as calm as could be."

When asked about a cardinal and wren we noticed in with the parakeets he told us he wanted to see what they would do in captivity. So far they are doing fine on a diet of grubs.

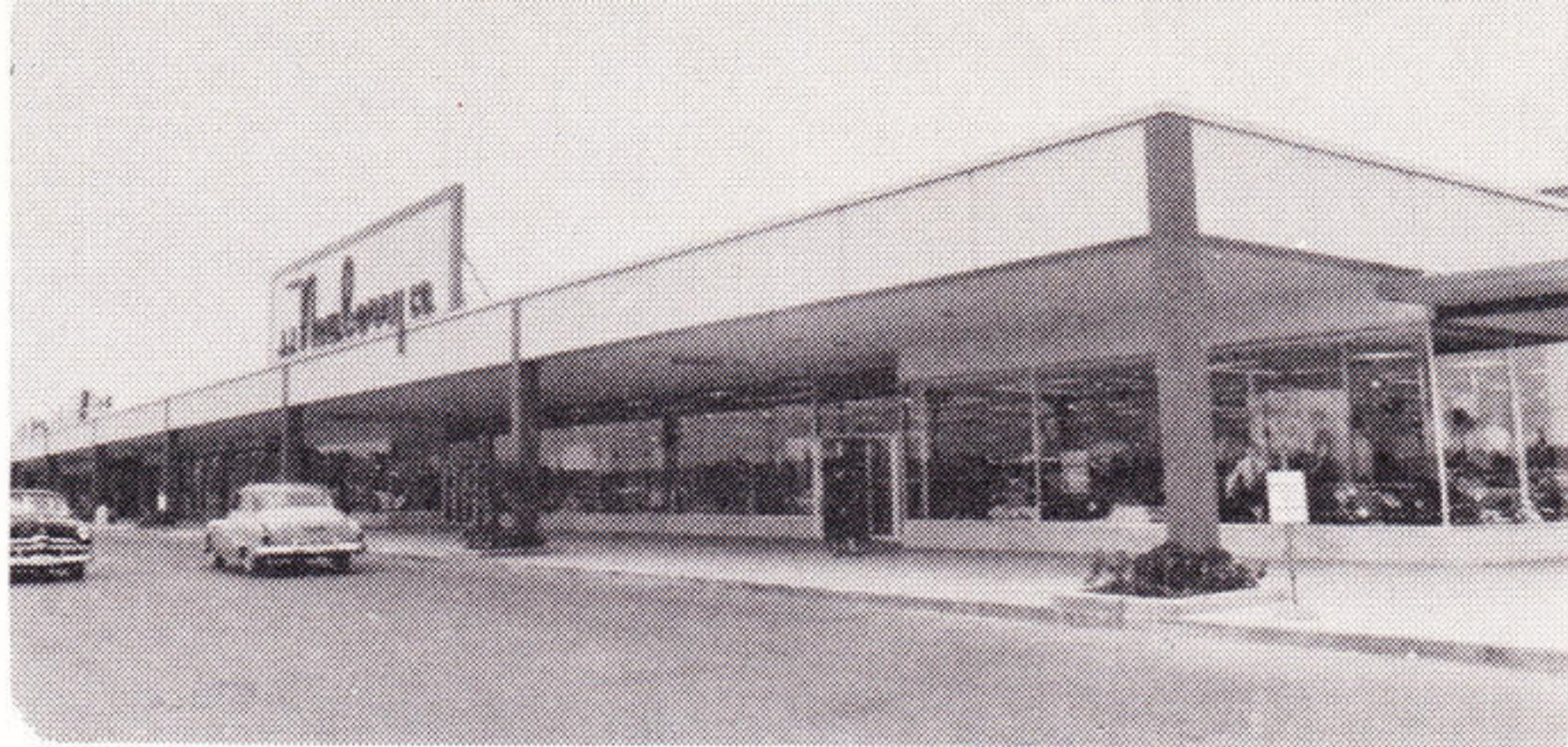
Next door was a group of quail he raises for his own use. There were 20 pair to start with.

"There is too much red-tape to raising quail to release. The government requires records and banding on each bird," he said. "We also raise pheasant at a place out toward Hempsted. They are for our own use, too."

One thing Hollie's hunting and fishing companions will never tell him to do is "fish or cut bait."







Beaumont's Gateway Shopping City is the newest center to open in our system.

THEY'RE BUSTING OUT ALL OVER . . .

## Suburban Shopping Centers

Shopping centers — gigantic "all things to all people" establishments — are following the exodus of metropolitan residents to the outskirts of town. Although downtown stores are as popular as ever, more and more home owners are locating in the new subdivisions and these shopping centers are springing up throughout our system to serve them. They reward us with large new commercial loads — and some knotty problems for our engineers, linemen and repairmen.

For instance, connecting electric service to the new Gateway Shopping Center in Beaumont, was a job begun in the latter months of 1955 to be finally completed on the first of July this year.

Before they could begin the actual linework, our commercial engineers carefully calculated the total load which the shopping center could be expected to require, with an extra allowance for expansion.

Besides the completely modern elec-

tric fixtures which would be used to light 242,000 square feet of floor space, the 22 businesses in the shopping center would use all-electric air conditioning — 750 tons of it. This is the equivalent of air conditioning 250 homes. Also two of the stores had dual units — air conditioning and electric heating — which operate through the same ducts and are installed as a packaged unit.

Another problem — though a happy one — faced the engineers in deciding the final load factor. At least three places — Wyatt's Cafeteria, Woolworth's and J. J. Newberry's — were installing electric cooking facilities. And, the huge parking lot, which has twice the area of the store space, needed to be well-lighted for night shoppers. To handle this job, 87 mercury-vapor street lights were installed. These factors came to a total load of 3,000 kilowatts, one that would be even greater by the Summer of '58.

This new load center presented a challenge to our engineers, who knew that there was no substation in that area capable of carrying that load.

Also, construction deadlines for the shopping city had to be met — electricity had to be on hand whenever it was needed.

So the engineers set up a five-stage construction and conversion program — almost a quarter of a million dollar project. The substation on Lindberg was converted from 4,160 to 13,200 kilowatts to handle the increased load and lines were reinsulated to carry that load. New lines were erected to the shopping city, plus five transformer banks to "step down" the high voltage. Meantime service to our present customers on the line continued uninterrupted. The foremen of the three crews working on the job maintained constant radio contact so that nothing would go wrong.

The last stage of the hookup was completed July 1, three months after actual work began. Once again, keeping unblemished our record of always having "plenty of power for progress," our crews made the deadline with time to spare and Reddy was ready for the official opening of the shopping city September 19.



Baton Rouge's Broadmoor Shopping Center is a sample of the large suburban centers being constructed in the metropolitan areas of our system.





# Beaumont Gulf States Establish Blood Club

TO COOPERATE WITH  
CITY BLOOD CENTER

The Gulf States Beaumont Blood Donor Club, composed of Gulf Staters who have made themselves available as blood donors to the Beaumont Blood Center, Inc., has been established in the Beaumont Division.

Our Company's Claim Department, which has worked closely with Beaumont's hospitals for years to locate blood donors for our employees and members of their immediate families is spearheading the drive to sign donors on a voluntary basis from among Beaumont Gulf Staters. Some 12 or 13 other Beaumont industries, civic and church groups have likewise organized similar clubs within their ranks and others are formulating similar plans.

Jerry Stokes, claim director, has mailed out Blood Club cards to all Beaumont employees and as of



Donating to the Blood Bank are Charlotte Bass, Accounting Department, and James L. Braswell, General Accounting Department. Mrs. Fred Tenholder, wife of our commercial sales representative, is the registered nurse.

October 1st, 281 had been signed and returned. According to Mr. Stokes, the success of The Blood Center depends on large-scale participation in the plan. And, if successful, Beaumont citizens will have helped medical authorities overcome a serious problem of long standing — how to have available adequate amounts of the right type of blood during emergencies.

"We estimate that the average company Blood Club members will be asked to donate blood only once every three or four years, whereas presently some employees give blood two or three times a year," Mr. Stokes said. "Knowing our employees, I'm confident we'll have a Blood Club with a large membership."



President Nelson presents awards to district and sales superintendents who have cities in their areas in which the average customer uses over 3,000 kilowatt hours. Left to right are Walter House and T. O. Charlton, Orange; Ed Mathis, Sour Lake; C. R. Brinkley, Liberty; A. C. Handley, Nederland; and E. L. Granau, vice president, Lake Charles.



Beaumont Sales Superintendent Randy McAlpine, left, and Beaumont Division Manager L. M. Welch display the award won by their division for being the first division to join the 3,000 Kwh Club, which means that the average customer uses more than 3,000 kwh of electricity a year.



# Government Encroachment Is Partly Due To Uninformed Public

By Edwin Vennard

*This is the third in a series of four excerpts from Mr. Vennard's speech, "Our Most Pressing Problem", in which the author, a former GSU-er and now vice president and managing director of the Edison Electric Institute, has pointed out the problems and dangers of government encroachment in our business. In last month's installment, Mr. Vennard told of surveys which were conducted to determine the public's conception of our business and of the American free enterprise system. The results, he stated, gave the first clue to the solution of our problem, for practically all the unfavorable attitudes toward the power business could be traced to a lack of knowledge of the facts. The "follow up" of that clue is described in this month's article.*

Then began our real research. Was the corollary true? If the people were informed of the facts about our business would there be a change in their attitudes toward government operations? We did not know, but there were means to find out. Informational programs were established and carried on over a period of years in this company and in that one, and finally on a state-wide basis and on an area basis. In every case the attitudes and knowledge of the people on the basic issue of government ownership were measured before and after. In every case there was an improvement in the attitude of people toward free enterprise and a decrease in government operation, after they had the facts.

Here, then, appeared to be the key to the solution of our problem. It told plainly that the trouble was within ourselves. We had this knowledge and we had the means of telling the story to our customers and the American people generally, but we had failed to use it. We decided to use these means. Local companies began to inform their employees and their customers. As an industry we began to use mass communications media in an effort to inform the people on a national basis. We did so nationally because in matters of common interest it is the most effective and economical way to reach our customers.

## We Want An Informed Public

The results speak for themselves. There are many reasons for the improved attitudes toward us and the steady decline in the percentage of people desiring government operation. By and large, the improvement can be traced to the fact that we went to the people with our problem. They recognized that in fact it is their problem also, because it reaches to the fundamentals of America's free enterprise system.

Public attitudes and the knowledge of people on the matters we are discussing are measured periodically, and there is a definite correlation between their knowledge and their beliefs on this basic question.

The last survey of public opinion indicated that only 37 per cent of the American people favor municipal, state or Federal government operation of the power business. Only 8 per cent of the people expressed themselves in favor of Federal operation of the power business.

In our work on our past public relations problems, we found we could gain many allies. The power people were not the only ones concerned with the drift toward collectivism. Others were interested in our studies of the knowledge of the American people. Other business managers began to inform their employees. There was a general awakening to the fact that freedom could be preserved only if we took positive action. There was a general realization that government operation of power would likely lead to government operation of other industries and a gradual loss of freedom.

## Are People Informed on Our Problem?

Can it be that our present problem can be caused by a lack of knowledge on the part of the American people? Let us see how well we have told our story. As an example, let us look at the results of recent surveys on the preference clause. The preference clause is one of the most damaging laws on the statute books. We have seen that government power is simply power that is priced below cost at the expense of all taxpayers. The preference clause requires that this below-cost power be sold first to certain citizens who have a special privilege. These are citizens who get their power from a government-owned power project, a municipal plant, or a cooperative.

Thus, we have in America today a situation in which the 80 per cent of our citizens who get their power from power companies are required to pay not only their own taxes but extra taxes, in order that 20 per cent of our citizens who get their power from a government power project can get it below cost.

This seems so eminently unfair that we wonder why it continues. We can find a clue in our measurements of public knowledge and opinion. These studies show that only about 5 per cent of our citizens ever heard of the preference clause.

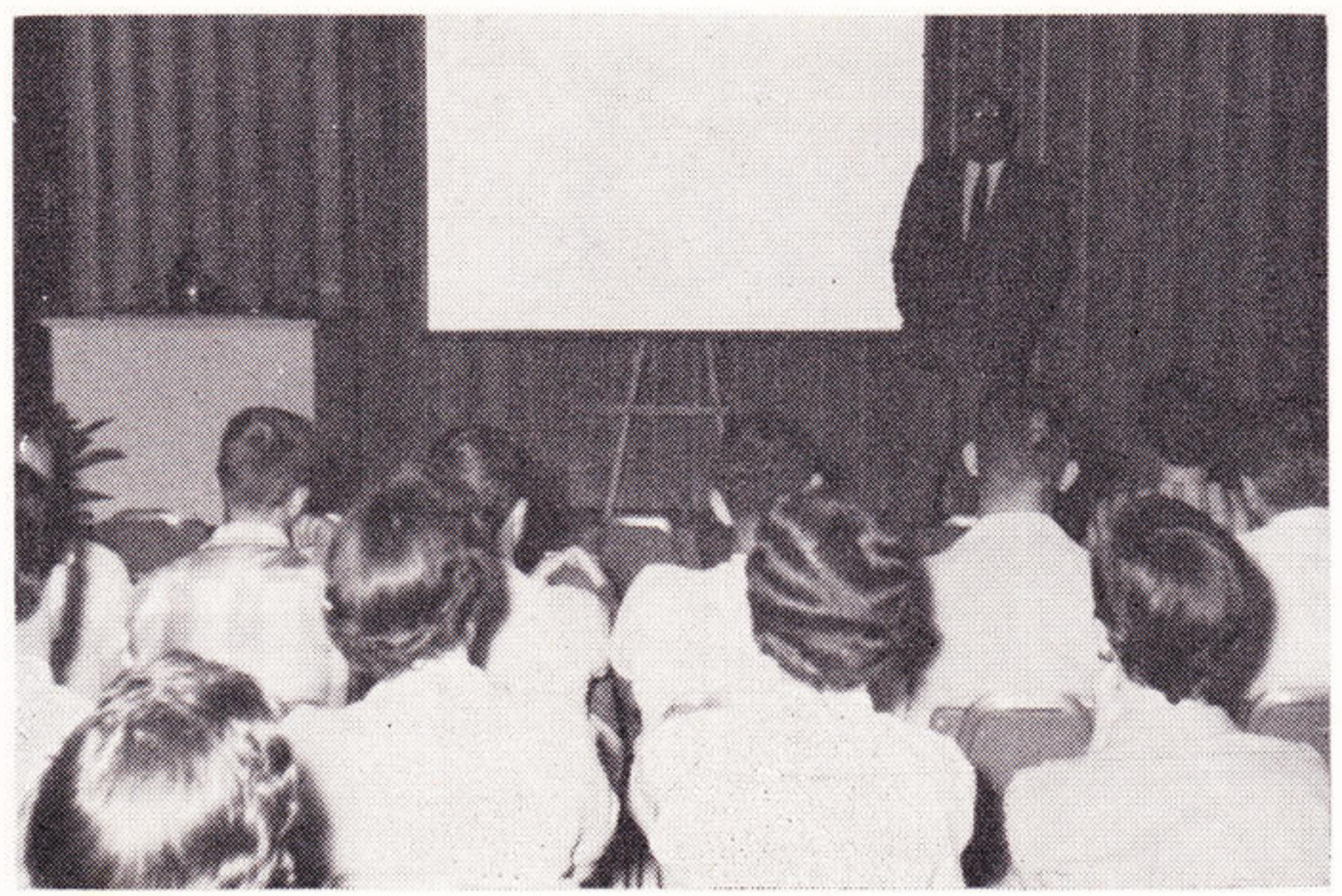
In another series of surveys, the person being interviewed was told about the preference clause and then he was asked whether or not he was in favor of it. When asked why they are not in favor of this practice, they answered in effect, as might be expected: "It is unfair—all citizens should be treated alike."

*(To Be Continued)*





Safety Representative Anders Poulson shows colored slides illustrating how accidents occur to office workers.



Safety Director Frank Jones relieves Mr. Poulson in discussion of safety problems at one of the seven special programs held for our Beaumont office employees September 25.

### *Safety Department Conducts*

# Safety Program For Office Employees

The surprising discovery that more accidents are occurring to our office personnel than to our operating department personnel prompted the presentation of a special safety program for some 400 employees of our Beaumont main office and Neches Station last month. The program was the result of approximately six months' work by the Safety Department and will be shown to our office workers throughout the system.

Anders Poulson, safety representative, showed colored slides, based on actual accident reports in our Company, to illustrate how accidents can happen when an office worker is careless. Most of the slides dealt with falls, which Mr. Poulson explained constitute a major portion of accidents in our offices.

The safety representative also pointed out safety measures to remember in case of fire. They were (1) Keep your head; (2) Use elevators if possible — if not, use the fire escape; (3) If elevators or fire escapes cannot be used, go down the back stairs. Fire hose and extinguishers are at the end of each corridor in the new home office building.

The Safety Department is planning other programs on safety in the home, on the job, etc., to be shown during the year.

## RULES FOR GOOD HEALTH

**F**OR THE individual employee there are two general rules to follow for the maintenance of good health and the prevention of illness

1. A regular periodic physical examination.
2. The development of good habits, a balanced diet, and a proper attitude towards every-day living.

In addition, these factors should be noted:

● Many of the illnesses that afflict people are the result of indiscretion in diet and habits.

● Obesity that results from over-eating is frequently associated with high blood pressure, heart disease, premature hardening of the arteries, and diabetes.

● Overindulgence in tobacco and stimulants can be followed by a train of digestive and nervous disorders. Underlying these abuses of diet and habit is chronic nerve tension.

● Some physicians are convinced that the condition of over-wrought nerves, so common in our competitive industrial society, is directly responsible for the majority of the degenerative diseases and mental illness.

● The development of proper attitudes towards life and the job is recognized as the best aid to combat chronic nerve tension.

● The realization that no one is indispensable and that we should not take ourselves too seriously is a good attitude with which to start.

● For those in positions of responsibility the delegation of tasks to others not only relieves them of annoying details but also serves to develop the ability of subordinates and builds a strong team of loyal workers who then have a sense of participation.

● For the majority who work in the ranks, appreciation for the feelings of others and the performance of a good day's work will give added meaning in everyday living.

● It is necessary to keep an open mind. Prejudice of any kind serves to confuse good judgment.

● After work allow time for relaxation, and above all do not bring the job home with you as a regular thing.—From ELECTRICAL WORLD



# SERVICE AWARDS

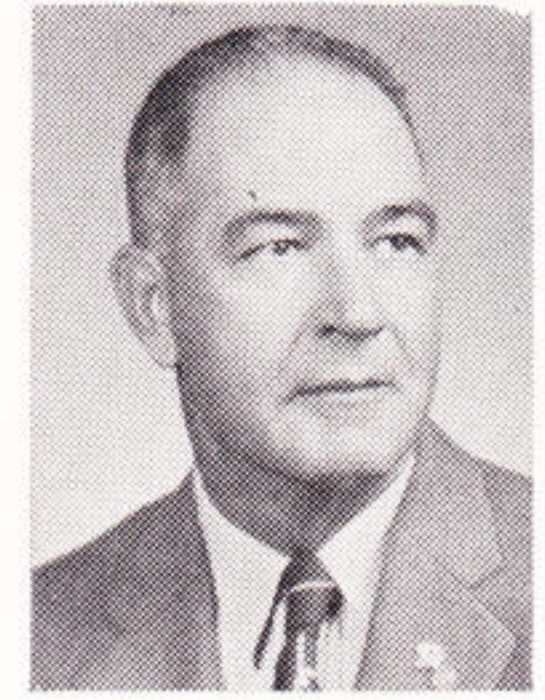
30 Years



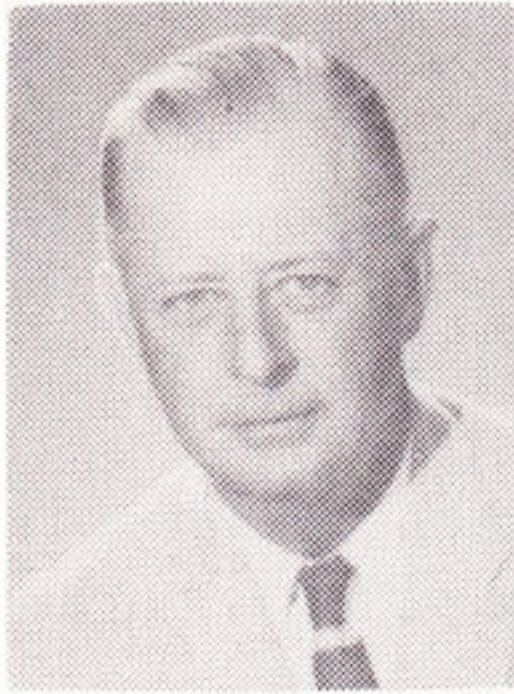
W. E. Dinkins  
District Superintendent  
Conroe



Henry J. Hebert  
Accounting  
Beaumont



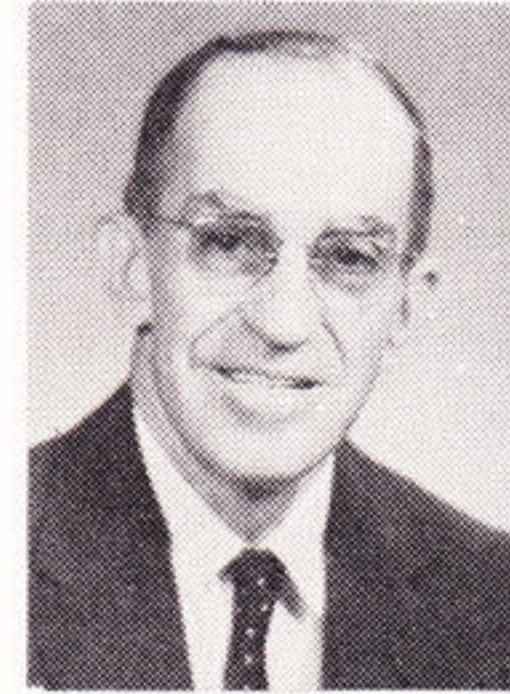
C. M. Hereford  
Distribution  
Beaumont



A. E. Hine  
Distribution  
Jennings



R. W. McGowen  
Sales  
Lake Charles



B. R. Mulford  
Accounting  
Beaumont



A. L. Stahl  
Distribution  
Beaumont

20 Years



Price Adams  
Gas  
Baton Rouge



Cecil Jenkins  
Distribution  
Baton Rouge



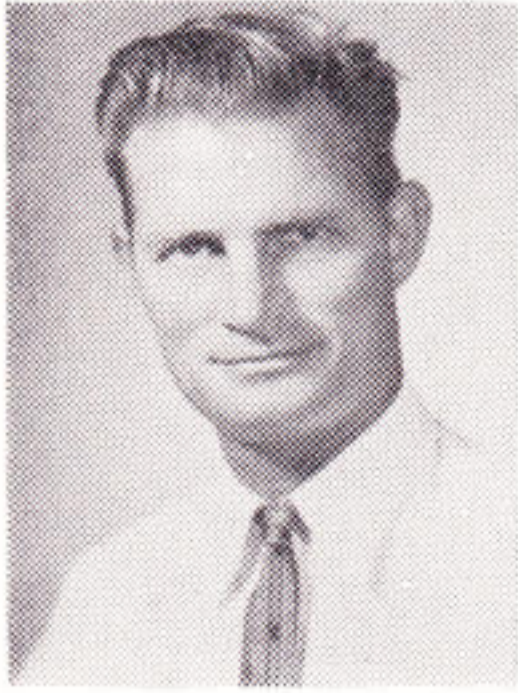
E. C. McGehee  
Production  
Lake Charles



G. N. Rice, Jr.  
Accounting  
Beaumont



## 10 Years



W. L. Armstrong  
Distribution  
Orange



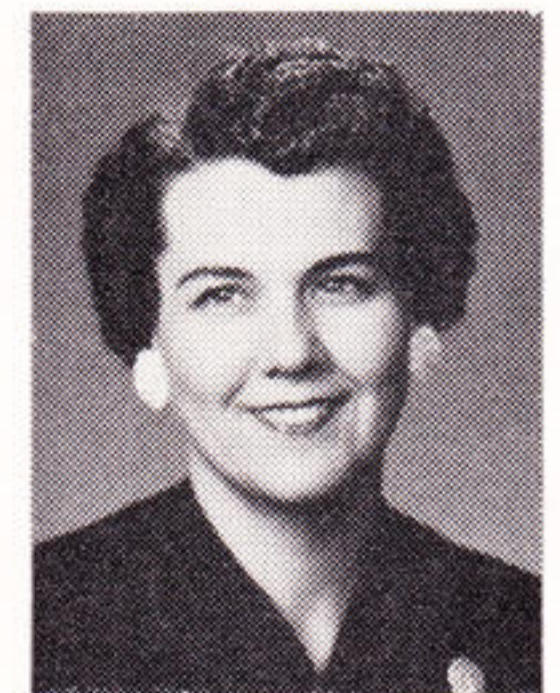
Charles G. Callahan  
Sales  
Lake Charles



E. E. Chambers  
Accounting  
Baton Rouge



Frank G. Dupree Jr.  
Distribution  
Conroe



Lois Groce  
Accounting  
Somerville



Robert Junot  
Distribution  
Madisonville



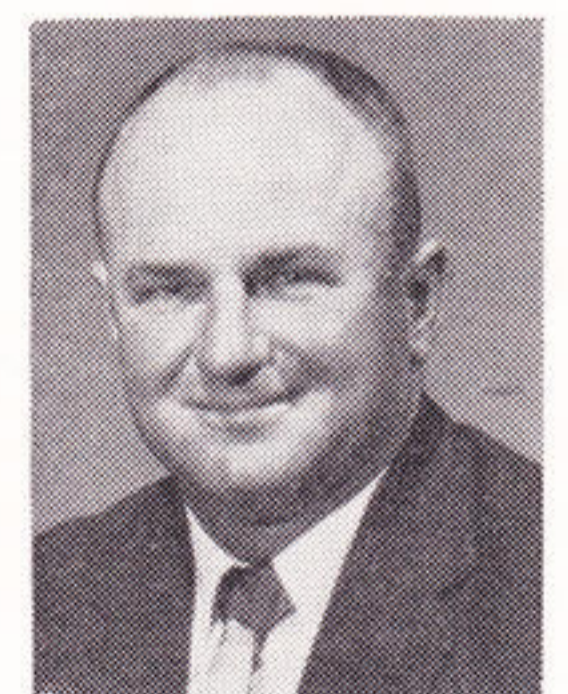
Emile P. Matherne  
Distribution  
Lake Charles



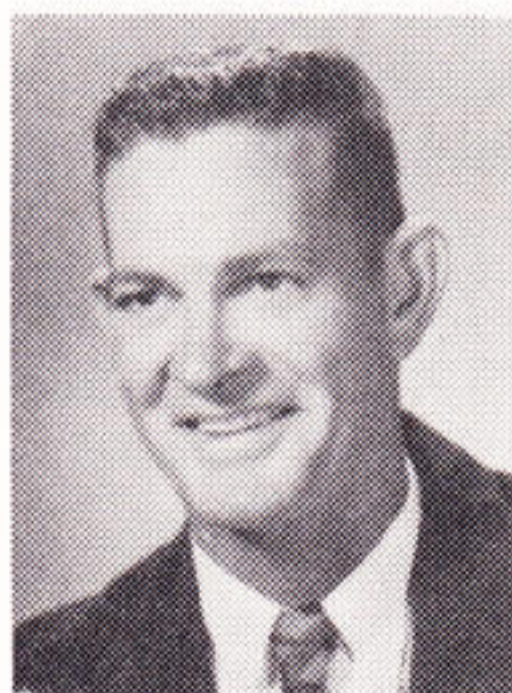
C. S. McManus  
Distribution  
Liberty



R. L. Parks  
Distribution  
Lake Charles



John Sebastian  
Distribution  
Conroe



E. C. Smith  
Distribution  
Vidor



D. R. Tyler  
Distribution  
Lake Charles



J. T. Van Winkle  
Distribution  
Lake Charles

## 20 Years



Simon Johnson  
Building Maintenance  
Baton Rouge



Louis Gradnigo  
Distribution  
Lake Charles



L. J. Rideaux  
Production  
Lake Charles



Leroy Winbush  
Production  
Lake Charles

## Colored Division

## 10 Years



# SAFETY DEPARTMENT ANNOUNCES SEPTEMBER

## 'BRAINSTORM' WINNERS; CALLS FOR MORE ENTRIES

Response to the Safety Department's "Brainstorm" contest continues to be good as winners are announced for September, according to Safety Director Frank Jones.

This monthly contest will continue through December and employees may send in as many entries as they wish.

Winners in the September contest are listed below. Each winning brainstorm earns its originator \$5.

**Jeff W Roberts, Substation Department, Port Allen** (No picture is printed because Jeff was a winner in July's contest.)

"When driving always be alert for the unexpected from children, as a child darting out from behind a parked car into the lane of traffic. Watch that child that doesn't watch himself."

**Emma Dru McMickin, System Engineering Department, Beaumont**

"Oh - Please Don't Flip

When it rains and you must wear Your raincoat in the misty air

Tie your sash around your hip Before you trip, and take a flip."



**Ruth Mueller, Stenographic Department, Beaumont**

"Don't use electric appliances with worn out cords or you may be in for quite a shock."



**Albert H. Dewailley, Service Department, Baton Rouge**

"Children are going back to school. Drive carefully on residential streets and near schools. Let every child be considered a warning sign. Don't wait for a tragic experience to teach you this lesson."



**Patti Gietzen, Stenographic Department, Beaumont**

"In an emergency don't sit on your horn, step on your brakes."

**Jim Turner, Publicity Department, Beaumont**

"Flame water heaters in a garage or carport can be disastrous if gasoline fumes from your car, power mower or outboard motor are nearby. Remember, gas fumes plus flame equal explosion and fire damage."



**Don Hinkle, Publicity Department, Beaumont**

"Don't pack boxes or cases so close to the ceiling in storerooms or they will dangerously interfere with the sprinkler system."

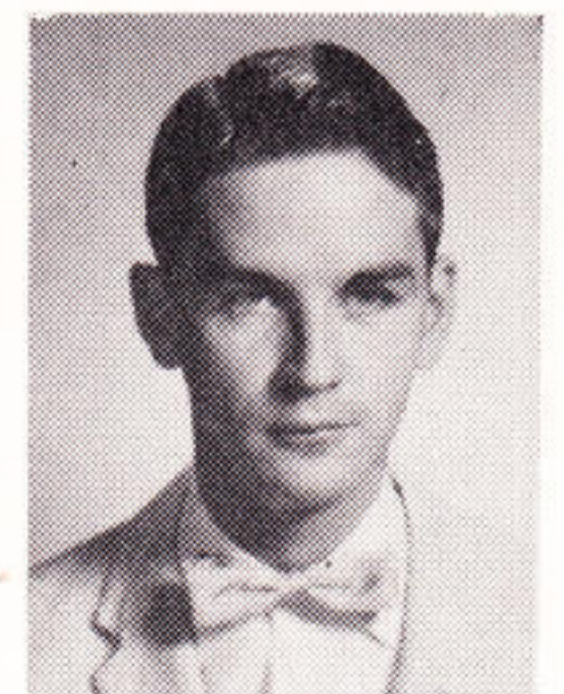


**Joseph D. Mills, System Engineering Department, Beaumont**

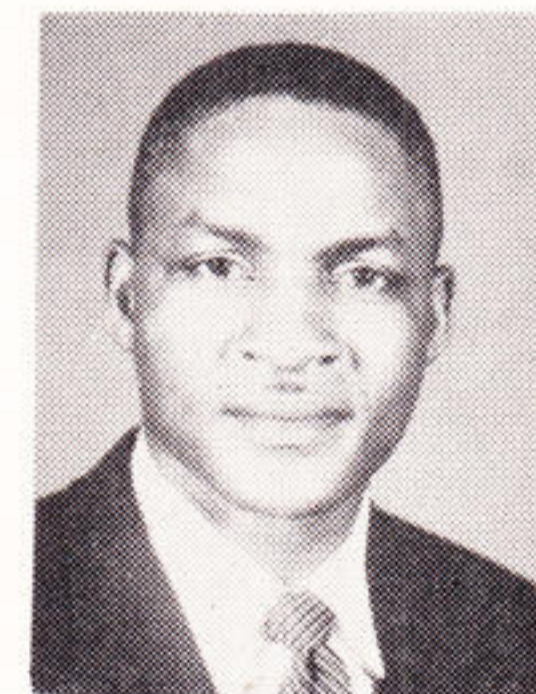
"Place all empty tin cans in the garbage away from children's reach. Many children's hands are cut by the sharp ridges around tops of these cans. They should be placed immediately in outside garbage cans and not in garbage cans in the kitchen."

**William B. Reynolds, Billing Department, Beaumont**

"A safe individual, it may be said, is one who is well informed, possesses superior skills and desirable attitudes, and uses these in his everyday activities. The individual must possess the will, the desire to conduct himself in a manner that will increase, not jeopardize, the safety of himself and others."



**Leroy Tunious, Garage Department, Baton Rouge**



"Always be ready to practice the Golden Rule, 'Do unto others as you would have others do unto you', when driving a motor vehicle. If we all would practice safe and courteous driving more, there would be far less accidents and deaths on our highways, in our cities, in the nation and the world in general."



# Beaumont's

# "Live Wires" Live it Up!



Oh boy! Snow-cones!

More than 300 Beaumont Gulf Staters took a warm Saturday afternoon off last month to "pass pleasure" at the "Live Wire Club's" first summer picnic held on the club's new grounds on the Neches River north of Beaumont.

It was a fun-filled afternoon. Boat races, bingo, volley ball, hot dogs, barbeque, cokes and snow-cones added up to a pleasantly tired and happy group of "Live Wires" when sundown ended the party.

The obvious success of the picnic reflected credit on the careful planning and hard-work of Live

Wires Don Clawson, Ed Wheeler, Jack Duperier, Brooks Bishop, George Hayes, Dean Morrell, Lloyd Riggs, Ann LeBlanc and Mickey Knobloch.

Mr. Clawson announced that eligible Texas employees who wish to join the "Live Wires" can contact him in the Beaumont Engineering Department. Future plans of the club include the construction of a clubhouse and picnic tables and playground equipment.

A meeting to elect four new directors will be held at 7 p. m., October 18 in the Beaumont Service Center, Clawson added.







*What  
Others  
Are  
Saying*

### Beaumont Newspaper Comments On Our Industry

The Beaumont Journal, one of our area's leading newspapers, had some interesting things to say about our business in one of its recent editorials. The editorial, which was published September 23, is printed below:

#### Pleasant Shock

It may come as a shock to many to learn that electricity is helping to counteract the effect of inflation on the cost of living.

Yet, according to WASHINGTON REPORT, published by the Chamber of Commerce of the United States, that is just what it is doing.

An article in the September REPORT says investor-owned electric power companies have been paying a big share of the taxes which keep our various governments going while at the same time steadily reducing the cost of electricity.

For example, total taxes paid by the utilities for the year 1956 amounted to some \$1,760,000,000. This is cited as sufficient tax money to operate several complete federal departments for the entire year. It is important to note that these taxes, which came out of company earnings, averaged 23.4 per cent of gross revenues.

Of more interest to more Americans is this further statement in the article:

"While making this significant contribution to the cost of government, the electric industry continued its record of decreasing the average rates for residential electric service. The cost of electricity in American homes has declined steadily ever since it started off at about 25 cents per kilowatt hour in 1882. The cost has dropped from 7½ cents to 2.6 cents since 1920."

As we said before, this information may come as a shock to many Americans. But isn't it easy to absorb!

—Beaumont Journal

### Those 'Liberals' Are Still Just Plain Socialists

Many so-called liberals today deny they are socialists. They insist they will avoid complete statism by going only part way along the socialist road.

Some of the parlor pinks propose to nationalize a few industries and to socialize banking and credit. Others would take over all basic industries such as railroads, airlines, communications, electric power, steel and coal. Small business and farming would not be nationalized, only broadly controlled by government planners. Some professions, including medicine, would be nationalized, others not.

But no country can survive half socialist and half free enterprise. And when a half-socialist economy bogs down, as it inevitably does, the socialist remedy always is more socialism.

The wishful thinkers who pretend to believe that if an economy is half free and half state-owned, the individual will have freedom of choice, are attempting to fool themselves. The advocates of socialism will never be satisfied with less than complete control of property, business and all the activities of a once free nation.

—Waukegan, Illinois NEWS SUN

#### Gems of Wisdom

*True wisdom consists not only in seeing what is before your eyes, but in foreseeing what is to come.*  
Terence

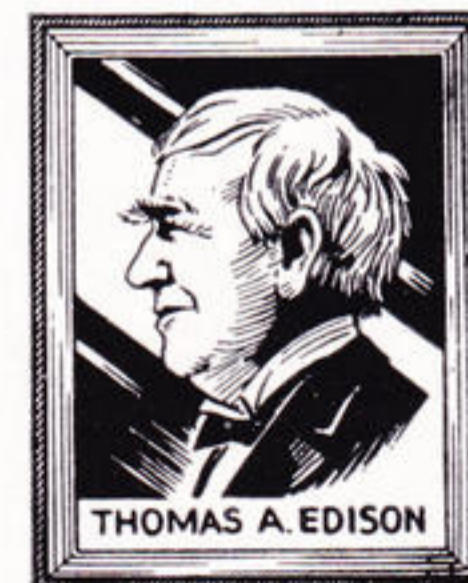
*Lack of pep is often mistaken for patience.*  
Frank Hubbard

*When you see a good man, think of emulating him; when you see a bad man, examine your own heart.*

Confucius

*By working faithfully eight hours a day, you may eventually get to be a boss and work twelve hours a day.*

Robert Frost



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

Thomas A. Edison



## Company Sells Bonds For Construction Program

Our Company sold \$17,000,000 principle amount of First Mortgage Bonds, 4 $\frac{7}{8}$ % Series due 1987, September 30. The bonds were offered at competitive bidding in New York while our Board of Directors was in session in Beaumont.

Six groups, comprising some 141 investment banking houses from various parts of the nation, submitted bids for the bonds. The bond issue was awarded by our Board to Halsey, Stuart & Company of New York City, heading one of the groups of Underwriters for the bond purchase.

Subject to clearance with the Securities and Exchange Commission and approval by the Federal Power Commission, the new bonds will be offered to the public at 101.50%.

President Nelson said that we are using a portion of the proceeds from the sale of these securities to pay off short-term notes in the amount of \$16,800,000 which were issued to provide part of the funds to carry forward our construction program. This program, for the period of 1957-1960, is estimated to require \$180,000,000 to take care of the anticipated tremendous increase in demand for electric power throughout our system.

## Pastor Compliments Company Line Crew

The following letter was received by our Lafayette office from the pastor of Sts. Peter and Paul Church in Scott, Louisiana.

August 30, 1957

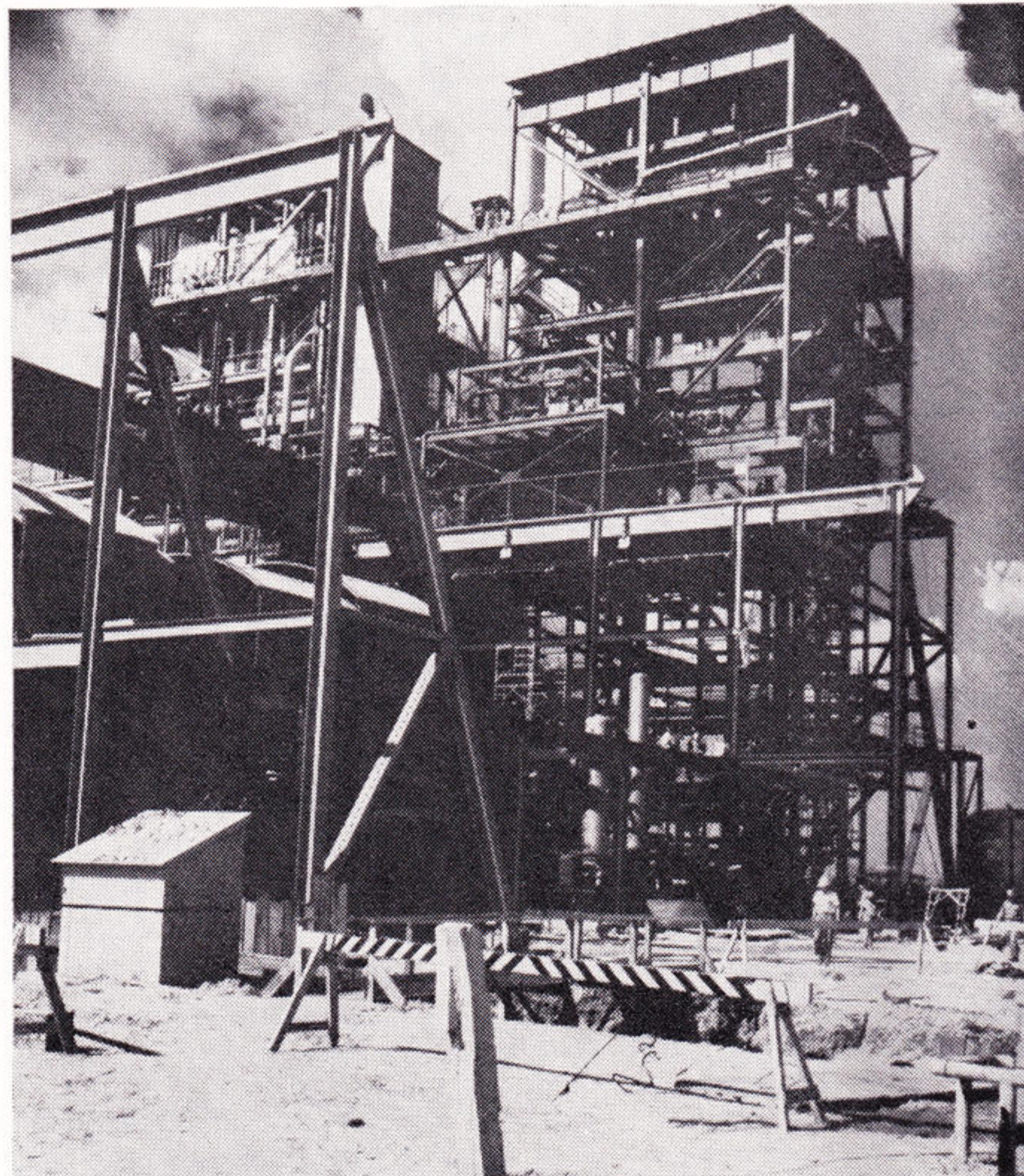
Dear Sir:

On the 29th of May, the Gulf States Utilities came with a crew of several men to raise the company's wires to permit the passing of our parish hall, which was being moved. Even though it is only now that we thank you, we have been very appreciative, and do sincerely thank you and your service men.

What struck us was the trouble to which you went, not to inconvenience others while accommodating us. That made us appreciate your service all the more, because, no doubt, oftentimes we are among the others.

Therefore, thanks for your service of the 29th of May, and for the unknown number of times we were not inconvenienced when you were accommodating others.

Sincerely,  
Law. M. Fournet, pastor



"Number eight," our eighth turbo-generating unit at Neches Station near Beaumont, is rapidly taking shape. The 111,000 kilowatt outdoor unit is a twin sister to "number seven", in background above. The new unit, when placed in operation next Spring, will increase the capability of Neches Station to 486,000 kilowatts, making it the largest of our three power plants.

## gulf staters in the news

**T. O. Charlton**, district superintendent, Orange, was installed as new president of the Orange Chamber of Commerce at the group's annual meeting September 26.

**J. S. Stelly**, commercial sales supervisor in Baton Rouge, has been elected to the Board of Managers of the New Orleans section of the Illuminating Engineers Society for a two-year term. **Dolph McKowen**, commercial sales representative, Baton Rouge, was named attendance co-chairman for the Society.

## Sympathy

PLAIN TALKS extends sympathy to the following:

**Thelma C. Hunnicut**, Port Arthur Accounting Department, whose brother died September 21.

**Mrs. Margaret Ford**, Navasota Engineering Department, whose grandfather died September 24.

**Boyd and Sammie Eisworth**, Baton Rouge Substation mechanic and lineman, respectively, and **Zalvia Jackson**, Baton Rouge serviceman, whose father and stepfather died September 19.

**Mr. and Mrs. Charles Breaux**, whose newborn baby died last month. Mr. Breaux is a Substation mechanic in Lafayette.

**Walter House**, sales supervisor, Lafayette, whose mother died July 28.



# PLAIN AND *Fancy* TALK

People have been cooking — one way or another — for a long time. But it has only been in recent years that the kitchen has come into its own — as a cheerful, colorful place where meals are prepared in “nothing flat” with the aid of electrical appliances; where housewives chat over morning coffee; families enjoy snacks together and teenagers gather after a date.

Thanks to scientific planning, the kitchen is no longer the drab hit-and-miss affair it once was when the refrigerator was placed along a wall simply because there was a space for it and all the cabinets were lined up with the sink. Research has resulted in certain basic standards that make today's planned kitchen not only prettier and more inviting but also more efficient and convenient than ever before.

## Kitchen “Know How”

Advice by someone with “know how” in kitchen planning makes the difference. Thelma Carson, home service advisor in charge of our free kitchen planning service, Beaumont, says some of the chief factors to be considered in planning or remodeling a kitchen are the size of the family, lighting, wiring, traffic lanes (especially when the family includes children), storage space and space between the major pieces of equipment, as well as the size and layout of the kitchen.

## Triangle of Efficiency

A kitchen should be organized around three major work centers, according to Mrs. Carson. These are the mixing and food storage center, the cleaning and preparation center and the cooking and serving center. These basic work centers should be arranged according to the “triangle of efficiency” principle, which determines the location of the range, refrigerator and sink to provide the most convenient and practical working arrangement. The formula for the triangle principle is developed from these basic requirements: the mixing and storage center should be near the service entrance to expedite storing foods; the cooking center should be near the dining room door or the most used eating area to facilitate serving

hot meals; the cleaning center, which is used in close relationship to the other two centers, should be between them, if possible.

Mrs. Carson believes that this triangle arrangement is feasible no matter what the shape or size of your kitchen — and that it pays worthwhile dividends in reduced footwork. Each work center should be as self-contained as possible and should include counter tops for working areas together with necessary storage cabinets. The cabinets can house all portable electrical appliances, utensils and other equipment as well as staple supplies. All should be located according to function in order to effect the greatest time and step-saving efficiency, Mrs. Carson points out.

At our kitchen planning centers, and in each division of our Company, Home Service latch strings are always out — inviting an opportunity to serve — whether you're contemplating a completely new kitchen, remodeling an old one or merely adding a new piece of equipment. Advice on color schemes, adequate wiring and proper lighting for the kitchen are also “free for the asking” to help you enjoy modern living to the fullest with a properly planned kitchen — the big difference that can make cooking a pleasure instead of a chore!

## Pumpkin Pie Topping

- Make your favorite pumpkin pie filling and pour into an unbaked shell. Bake it in a hot oven (450 degrees) for 10 minutes, then sprinkle 3 or 4 tablespoonfuls of ground peanut brittle over the top and finish baking.

## Nonskid Bowl

- To keep a bowl from slipping on a working surface, place it on a folded wet towel.

## Eliminate the Lift

- Tack a large sheet of asbestos to the end of your ironing board and slide your iron onto it. It's not only a safety measure, but does away with constant lifting of the iron.

## Handle With Gloves

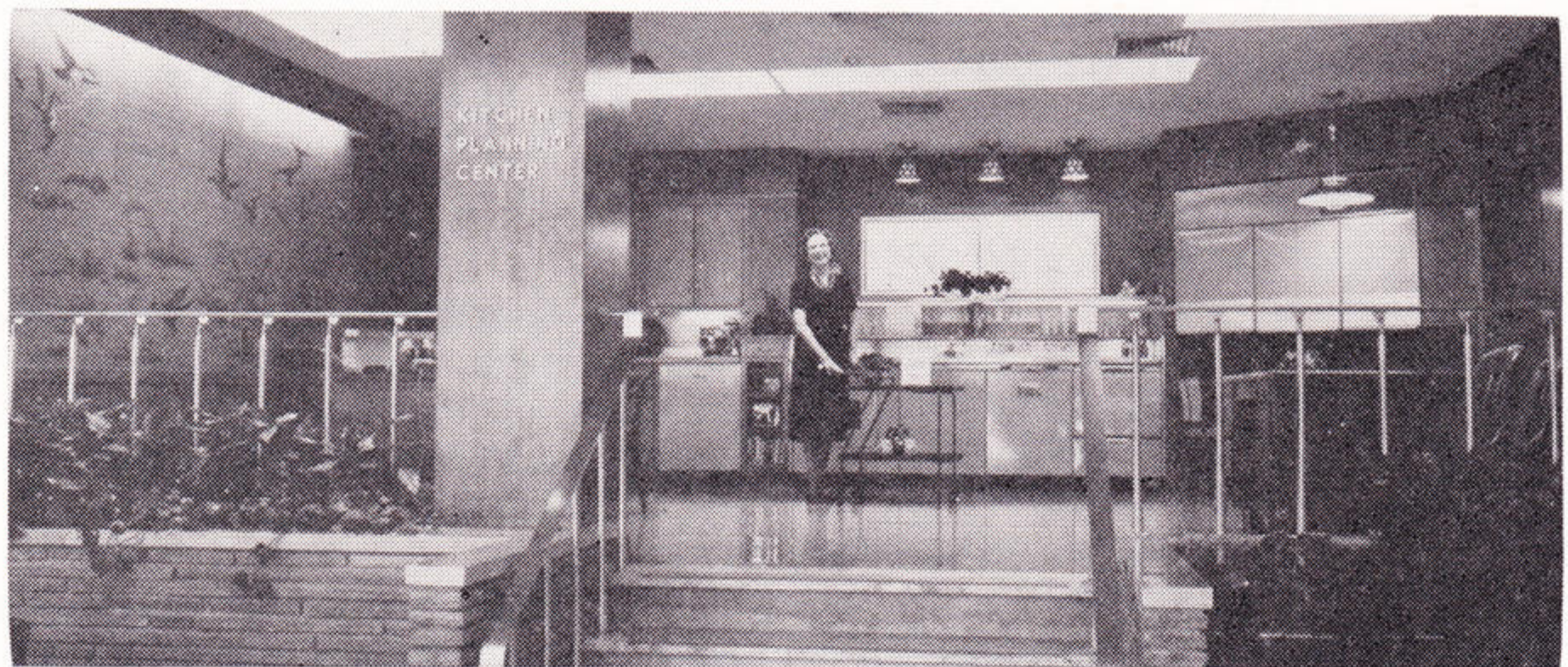
- To make sure that you won't let baby slip when you are bathing him, wear a white cotton glove on the hand with which you hold him.

## Rust-Resistant

- Protect your new canister set or breadbox from rusting by giving it a coat of colorless nail polish on the bottom and  $\frac{1}{4}$  inch up the sides.

## Sans Flour

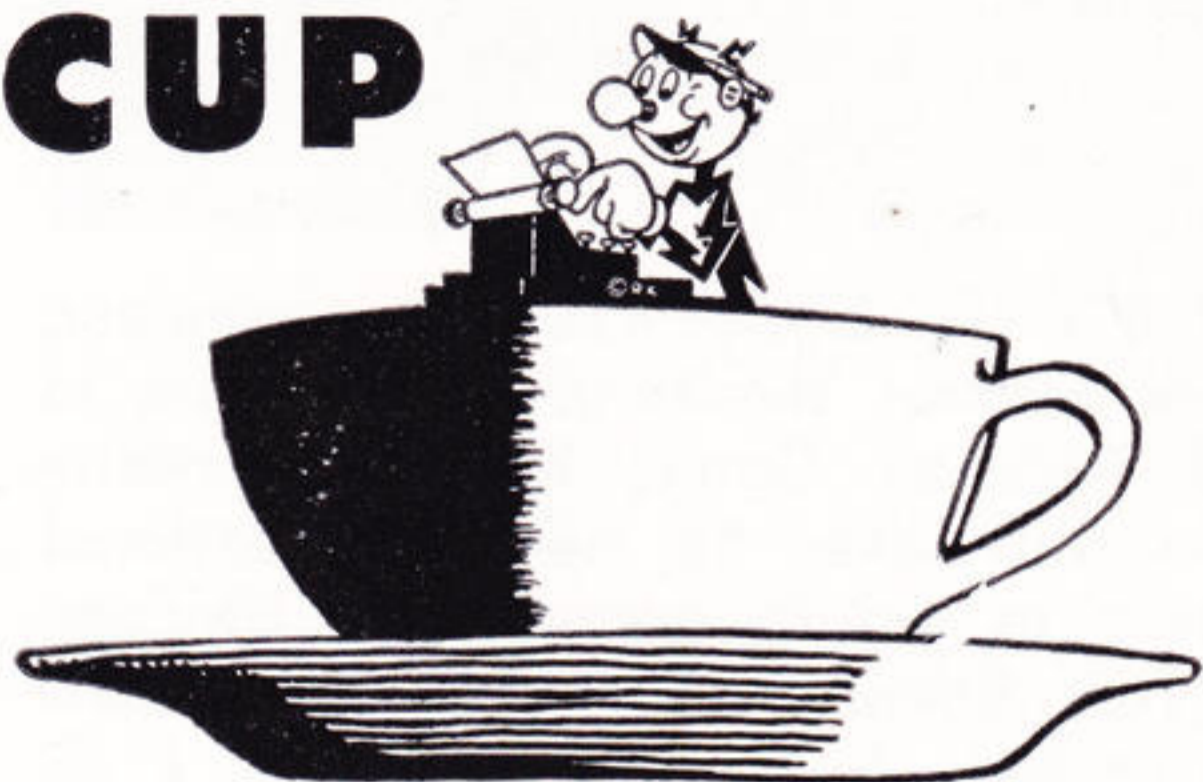
In the “Meringue Squares” recipe which appeared on this page last month, flour was omitted in the list of ingredients. The recipe should include one and a half cups of all purpose flour.



The Home Service Department at our new Beaumont quarters features three kitchens, planned by Mrs. Carson (above). Each kitchen has different types of equipment, materials and colors, to enable prospective builders or remodelers to see their various ideas in actual application. Miniature furniture and scaled plans are also used to facilitate kitchen planning.



over the  
**COFFEE  
CUP**



**KNOW YOUR REPORTER**

Each month a thumbnail sketch is carried in this section of the magazine to acquaint PLAIN TALKS readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and PLAIN TALKS are happy to have.



**Anne Snyder**

If you've telephoned the Lake Charles main office, you've met switchboard operator Anne conversationally. In person, she's even nicer to talk to, which is one reason why she does a good job as PLAIN TALKS reporter. Anne is married and a member of the Lake Charles bowling group. She joined our Company in April, 1950.



J. B. Bishop Jr., commercial sales representative, Beaumont, turned disc jockey last month when he and other members of the Beaumont Junior Chamber of Commerce presented a radio program to raise funds for the Jaycees' youth activities projects.



W. T. Ricks, Tommy Tompkins and Pete Simon enjoyed a deep sea fishing trip off the coast of Orange Beach, Alabama, sponsored by the Central Transformer Company, Little Rock, Arkansas. Mr. Ricks was called the "Unconscious Fisherman" since he couldn't tell when he had a fish on his line. Tommy Tompkins should stay on dry land. He would have felt better.

Among those enjoying this trip were Fritz Simonson and Ray Franques from Lake Charles and Sam Sharp, Gerald Hotard, Ed Julian, S. L. Adams, and A. O. St. Dizier from Baton Rouge.

We welcome new employee to Stores Accounting, Mary Kay Speriky. Mary Kay is engaged to Dudley Eckert.

Mildred Allen and her husband, Cecil, spent their vacation traveling, visiting Lake Texoma, Dallas, Panama City, Florida, and friends in Mobile, Alabama.

Ann LeBlanc and her husband, Edward, vacationed in Biloxi, Mississippi, and Now Orleans, Louisiana. Enjoying this vacation with them were Dora Neal, IBM Department, and her husband.

Helen Lampman was honored with a shower September 12 by her friends in the Billing Department. She was married to David Hamilton September 27 at North End Baptist Church in Beaumont.

—By Dora Porter

Mr. and Mrs. H. A. Merritt of Beaumont have announced the engagement of their daughter, Merle Anne, to Jimmy Booker. Merle is an artist in the Beaumont Advertising Department, and Jimmy is an equipment engineer at Beaumont. The wedding is planned for mid-winter.

Doris Wagman is a new home service advisor with our Company. She will make Beaumont her headquarters, visiting Liberty, Anahuac, Hull, Daisetta and Fannett. A native of New Iberia, she received a BS degree in home economics from Southwestern Louisiana Institute in Lafayette, and has taught home economics for three years in Elton and Sulphur schools. Her husband, Richard, is a hearing consultant in Beaumont.



**Doris Wagman**





## ORANGE

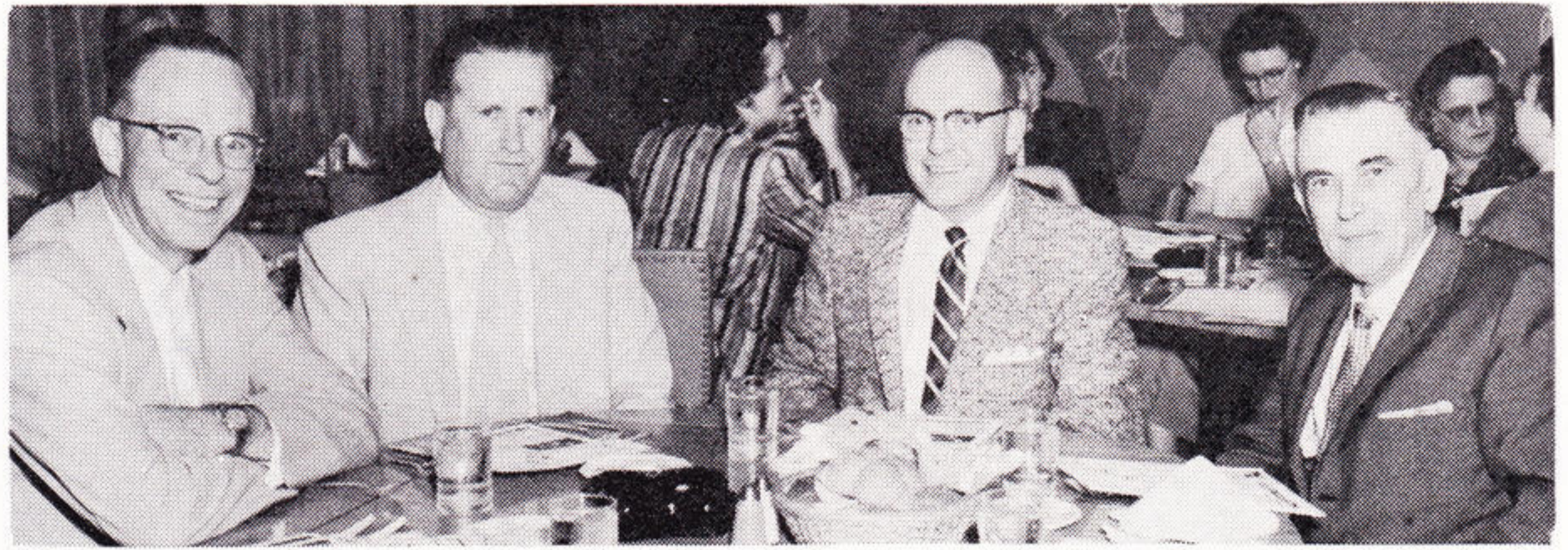
**Mrs. Cecil Nantz**, wife of our Distribution supervisor, has been ill for some time. We wish her a speedy recovery.

**Jo Frances Masters**, Accounting Department, has returned to work after undergoing an emergency appendectomy.

**Darlene Bilbo**, Accounting Department, was married to **Terry Wilburn** September 7, in St. Mary's Catholic Church at Orange.



Mr. and Mrs. Terry Wilburn



"03" was the lucky number that introduced R. M. Craig, Beaumont engineer, to Milwaukee's "Gemuetlichkeit." One of several thousand participants in Line Material Industries' Round-Wound Baseball Game, he was recently awarded a three-day all-expense trip to Milwaukee to view the National League pennant-winning Milwaukee Braves in action against the Chicago Cubs. As a memento of their Milwaukee visit, Round-Wound award recipients receive autographed programs, in picture at left. Mr. Craig, right, and P. B. Boyd, L-M assistant superintendent of Distribution, Georgia Power Company, watch Johnny Logan, Braves star shortstop, sign programs for them. Observing are, left to right, A. R. Waehner, L-M director of Product Management, and E. W. Williams, L-M's vice president for Marketing. Getting set for some fine food for which Milwaukee is renowned, are, left to right, Mr. Waehner, Mr. Boyd, Mr. Williams and Mr. Craig, who was happy about the Brave's World Series victory over the New York Yankees.

**Davie Ruth Carpenter**, Service Department, and her family recently enjoyed a vacation in the Smoky Mountains.

"Slim" Bolton and his wife are vacationing in Wisconsin. He had tickets for some of the World Series games.

"Dude" Johnson, residential sales representative, was chairman for the United Fund Drive in the local office this year. We congratulate him and his workers on their successful job.

**T. O. Charlton** has assumed the office of president of the Chamber of Commerce for this year. We hope he'll have a successful tenure of office.

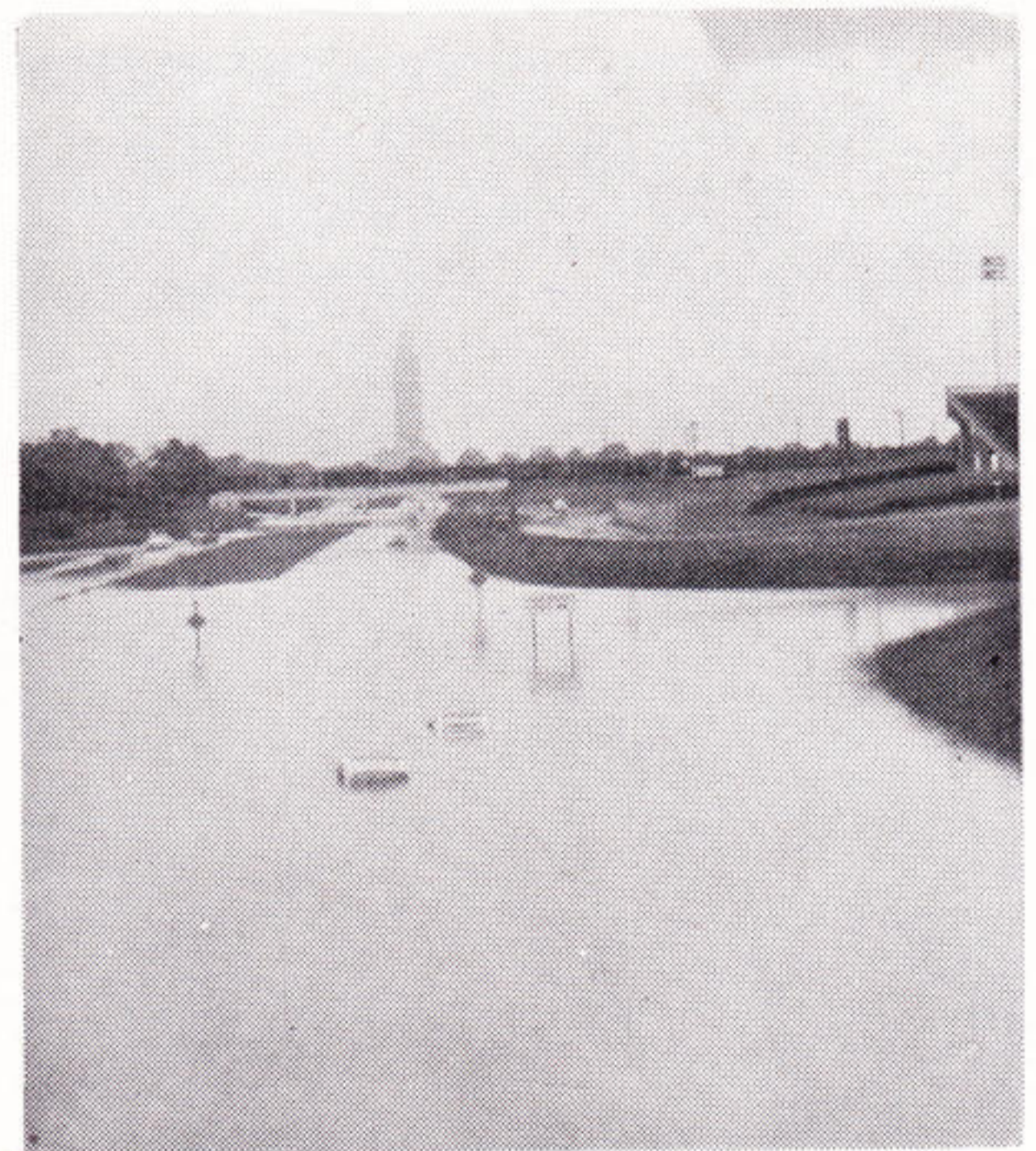
**Ken Armstrong**, sales representative during the Summer, has returned to Baylor University for his senior year. **Tom Charlton**, son of **T. O. Charlton**, district superintendent, has also returned to Baylor. Tom is a junior this term.

**Helen House**, daughter of **Walter House**, sales supervisor, entered Louisiana State University this month.

**Betty Cagle** is a new employee in our Accounting Department. **Degner** and **J. E. Plunkett** are new T & D employees.

**E. R. Harrison**, line foreman, is a patient in Orange Memorial Hospital. We hope "Deke" will soon be around again.

—By Reba Willey



The rains came (and almost didn't stop) early this month in Baton Rouge, and PLAIN TALKS was on hand to show you the results. This is the underpass of the partially completed freeway linking north and south Baton Rouge. Several cars got in "over their heads." In the background is the state capitol building and at right is Baton Rouge's municipal stadium.





**LAFAYETTE**

Cullen Rome, Luther Gallet, Rodney Touchet and Ray Robin are back on the job after bouts with Asiatic flu.

Happy birthday to John Arabie, A. B. Mitchell, Russell Bonnet, Cecyl Babi-neaux, O. L. Romero, Ralph Broussard and Horace LaCombe.

New employees are Delores Young and Paul Thomas LaPoint. Delores replaces Elaine Lowe, former file clerk, and Paul is on the line crew.

—By Cynthia Nolan



Mr. and Mrs. Harold Airhart are parents of a daughter, Marguerite, born September 17. Mr. Airhart is a lineman in Lafayette.

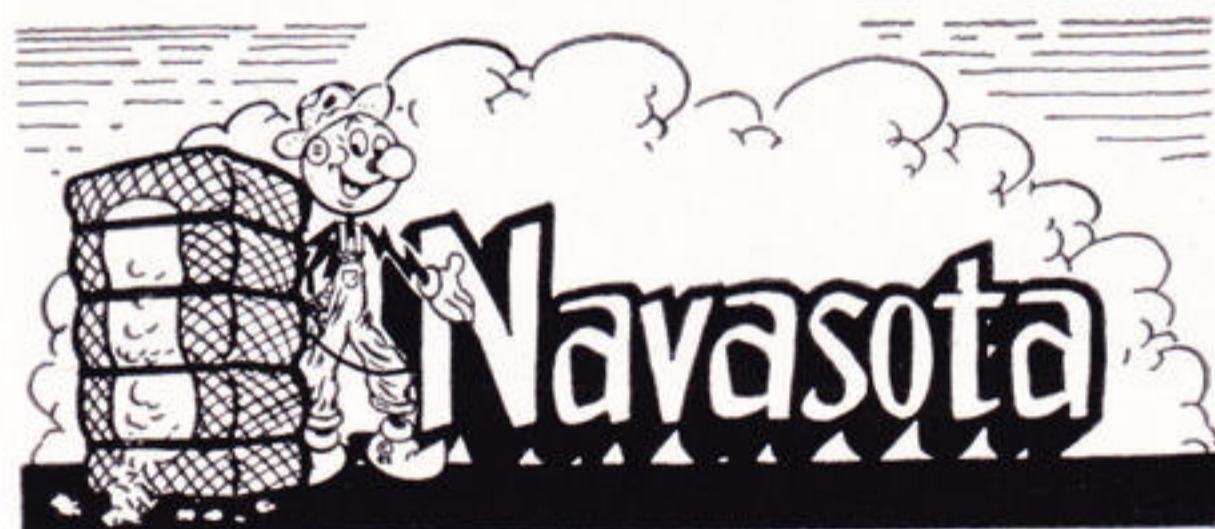
Mr. and Mrs. Joseph Angelle announce the birth of a son, Bobby James, born September 17. Mr. Angelle is in the Storeroom Department at Lafayette.

Mr. and Mrs. E. L. Resweber Jr. are parents of a daughter, Martha Louise, born September 16. Mrs. Resweber is the former Patricia Ditch, an ex-Gulf Stater in the Lafayette office.

Mr. and Mrs. Roland Rojas are parents of a son, Boyd Samuel, born September 16. Mrs. Rojas, a former Gulf Stater at Lafayette, lives in Rayne with her husband and daughter Rolanda.

Christopher Earl, first son of Mr. and Mrs. Earl Council, (he's an engineer-trainee in Beaumont) arrived September 5, at Baptist Hospital, Beaumont.

Mr. and Mrs. Reginald Sydow are parents of a daughter, Cindy Lynn, born August 30. Mr. Sydow is in the T & D Department at Navasota.



Bobby E. Dailey is a new employee. He is in T & D at the Navasota Substation Department.

—By Anna Weatherford

W. M. "Mooch" Ingwersen, residential sales representative, Nederland, holds a 7½-pound catfish, caught at Lake Hamilton in Arkansas. Irony of it all was that J. J. Boutte, Port Arthur mechanic, who caught the fish, had his picture made with it, also, but Mooch's picture was the only shot that "came out." At least, that's how they say it happened.



"By George, at least we have the consolation of being cooked better—Electrically"



Girls in the uptown office in Lake Charles surprised May Thomson (center) with a party during a coffee-break, on her birthday, September 11. May is a customers clerk in the Accounting Department at Lake Charles.



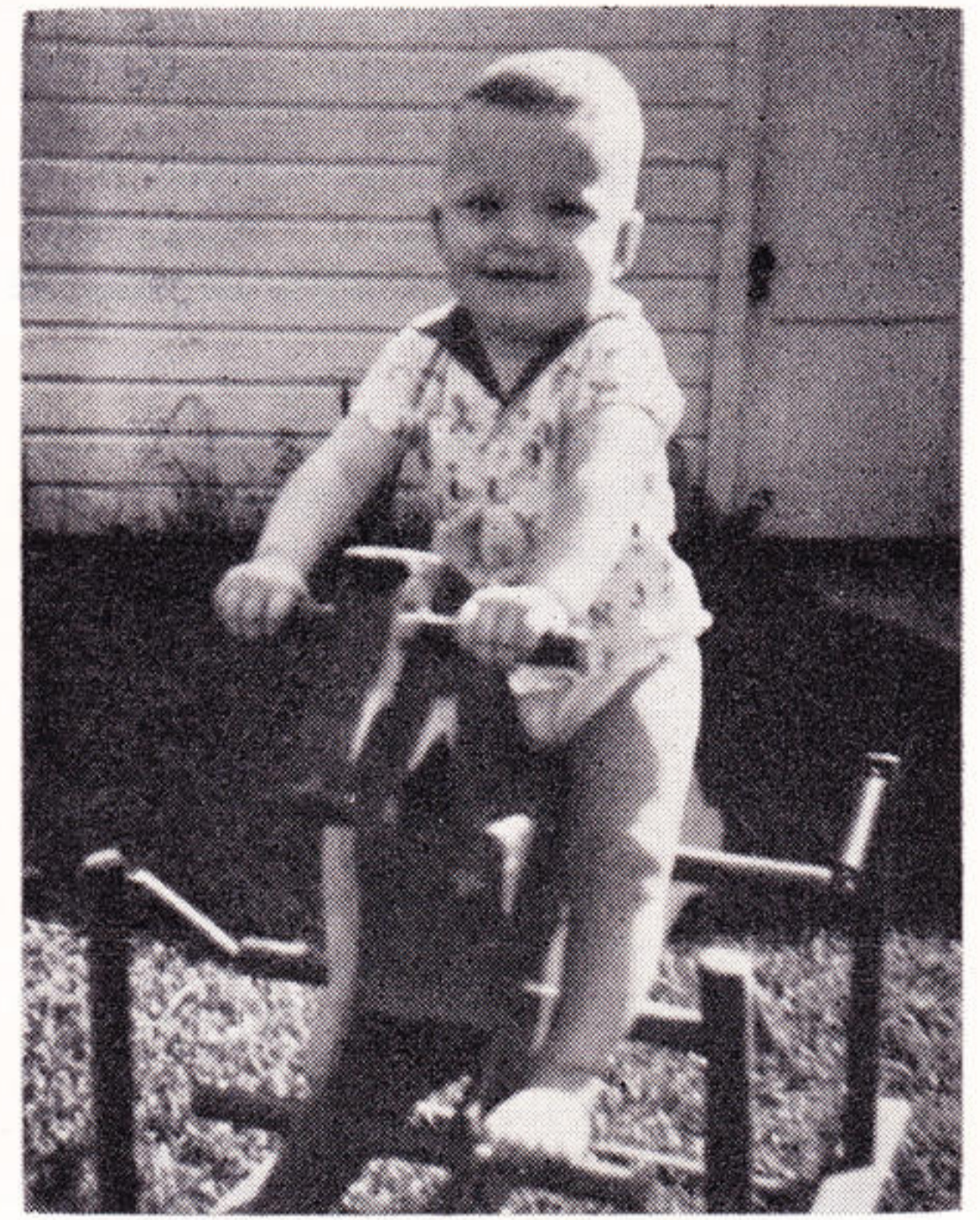
# GROWING with Gulf Staters



This fish may not be the biggest ever caught, but this little fellow is one of the proudest fishermen to be found anywhere. Bobby Joe, son of Mr. and Mrs. Amos Fontenot, keeps the fish frozen so he can show it to everyone who visits his home. Mr. Fontenot is a meter reader in Jennings.



The lively little lady above is Kelley Mayes. She's the one-year-old daughter of Mr. and Mrs. Max Mayes. Mr. Mayes is in our Customer Accounting Department in Baton Rouge.



This young horseman is Jack Hamilton III, 15 months old. He's the son of Mr. and Mrs. A. J. "Jack" Hamilton Jr. Mr. Hamilton is in the Building Services Department, Beaumont.

## REDDY QUIZ NO. 9



**Q. What is a BTU (British Thermal Unit)?**

A. BTU is the standard unit for measuring quantity of heat energy, such as the heat control of fuel. It is the amount of heat energy necessary to raise the temperature of one pound of water one degree Fahrenheit.

## Variety of Reading Material is Available To You

Want some interesting reading matter on a variety of subjects? You can find it on our reading racks. Here's a preview of the new booklets to be placed on the racks during November:

**WHAT THE ATOM WILL DO FOR YOU**—effects of the atom on food, better health, industry and life itself.

**POPULAR MUSIC AND YOU**—rock 'n roll, calypso and other

fads as related to the tempo of our times.

**A SHORTER WORK WEEK: WHAT'S INVOLVED?**—how the choice is really up to the employees.

**HOW TO PRAY AND WHAT TO PRAY FOR**—common questions about prayer answered by 11 prominent clergymen.

**WHAT CAN YOU DO ABOUT ASIATIC FLU?**—what it is and how to avoid it.



OUR FLEET IS PARTICIPATING IN THE

**1957-1958**

**NATIONAL FLEET SAFETY CONTEST**



conducted by the

**NATIONAL SAFETY COUNCIL**

to promote and reward high standards of professional safe driving performance

*Ned H. Dearborn*  
President, National Safety Council

Our Company has entered the 1957-1958 National Fleet Safety Contest, sponsored by the National Safety Council. The contest encourages participating companies to put forth efforts to maintain or improve its motor vehicle accident frequency rate.

## Company Enters National Safety Contest

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### Safety Department Cites

## Causes of the 800,000 Building Fires Occurring Each Year in United States

Our Company, with its emphasis on safety, is fire-conscious the year 'round, and joins in each year in observing Fire Prevention Week, October 6-12.

The National Fire Protection Association tells us that there are more than 800,000 building fires in the U. S. each year, and these were some of the main causes of last year's fires:

| <i>Cause</i>                              | <i>No. of Fires</i> |
|---|---------------------|
| Smoking and matches                       | 122,000             |
| Defective or overheated cooking equipment | 100,500             |
| Defective wiring                          | 99,900              |
| Unknown                                   | 74,300              |
| Rubbish, ignition unknown                 | 59,400              |
| Flammable liquids                         | 45,500              |
| Lightning                                 | 44,800              |
| Chimneys and flues                        | 37,500              |
| Children and matches                      | 29,900              |
| Open lights, flames, sparks               | 22,200              |



Make sure of their tomorrows...

**DON'T GIVE FIRE  
A PLACE TO START!**

