

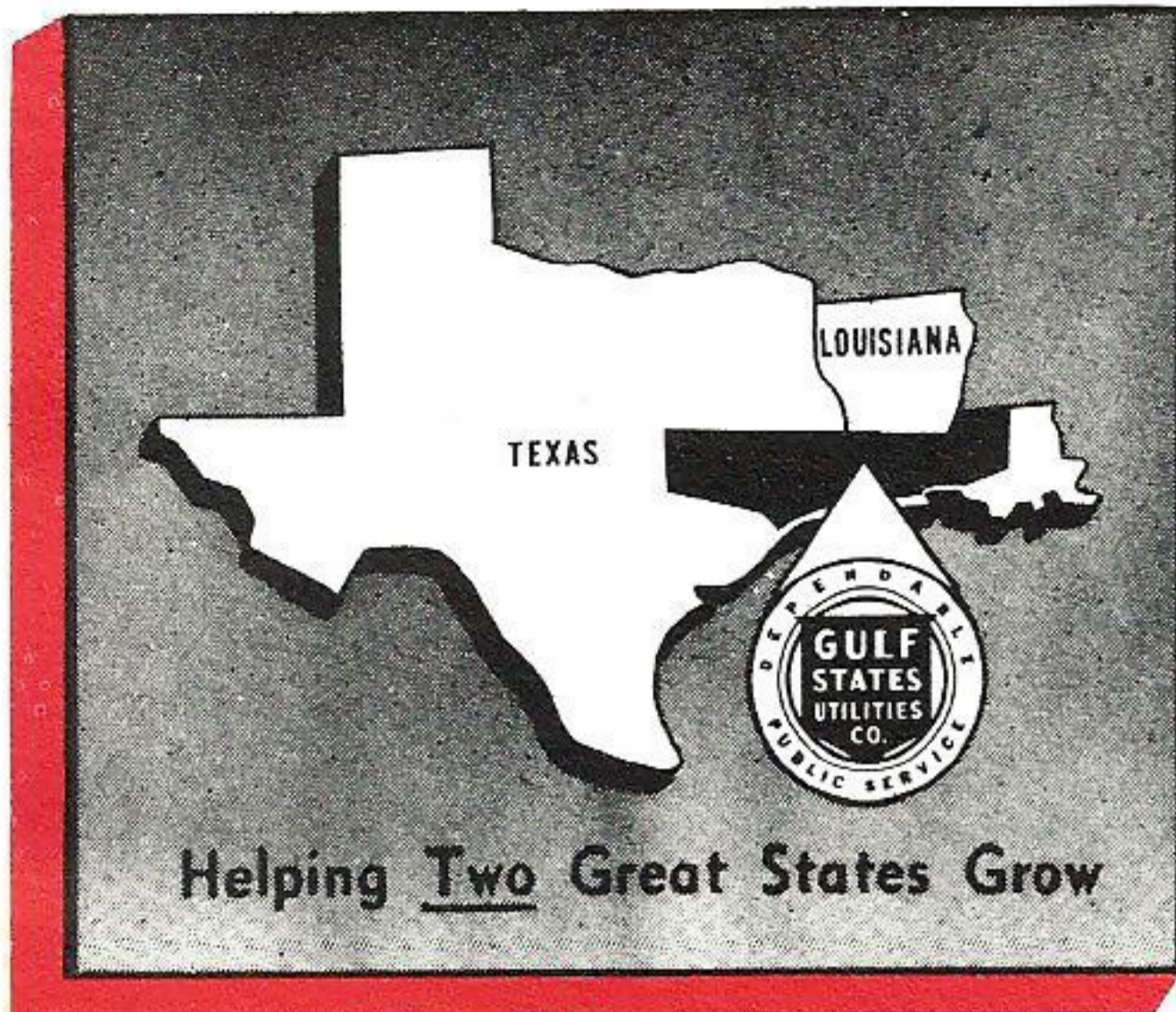


Plain Talks

"Give the UNITED way"

GULF STATES UTILITIES COMPANY

SEPTEMBER, 1959



September, 1959

Vol. 37, No. 9

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

Editorial	1
Why I Like "Once-For-All" Giving.....	2
My Favorite Fringe	4
Lights! Camera! Action!	6
Meet the Gulf States Girls	8

Plain Talks

James S. Turner
Editor

Don Hinkle, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Charlotte LeVois, artist; Bunch Eads, writer.

EXECUTIVE OFFICERS

J. J. MORRISON
Executive Vice President

G. R. FULTON
Executive Vice President

H. C. LEONARD
Executive Vice President

ROY S. NELSON
President

R. E. CARGILL
Vice President

W. H. GIESEKE
Vice President and Secretary

E. L. GRANAU
Vice President

E. L. ROBINSON
Vice President

E. A. WERNER
Vice President

G. E. RICHARD
Treasurer

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Edwin H. Hiam, Boston, Mass.; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

REPORTERS

BEAUMONT DIVISION

Mary Schlicher Sales
Flo Wenzell Sales
Mary Helen Ener..... Cust. Accounting
Gertrude Peddy Line
Hazel Collins Neches Station
Mrs. Tommie Byrd..... Billing
Glenda Milner Billing
Doris Campbell General Accounting
A. C. Faggard General Accounting
Helen Byrd Stores Accounting
Alice Maldonado..... Machine Accounting
Helen Clark Credit & Collections
Reba Willey Orange
Doris Cryer Silsbee
Margie Cain T & D
Doris Thomas Purchasing
Minnie Marino Accounting
Leola Williamson..... T & D, Service Center
Ruth Mueller Systems
Ward McCurtain Tax
Charlotte LeVois Advertising
Tom Whiddon Personnel
Peggie Stout Engineering
Nadine Hester Engineering
Jean McAfee Engineering
Frances Linthicum Records
Gwen Thompson Executive Dept.

BATON ROUGE DIVISION

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

LAKE CHARLES DIVISION

Fay Denny Sales
Ann Snider Accounting
Jean Kiehl T & D
Jack Bass Sales
Alice Vining Riverside Station
Eddie Belair Jennings
Mary Ann Gauthier Jennings
Cynthia Nolan Lafayette
W. S. Sharp Sulphur

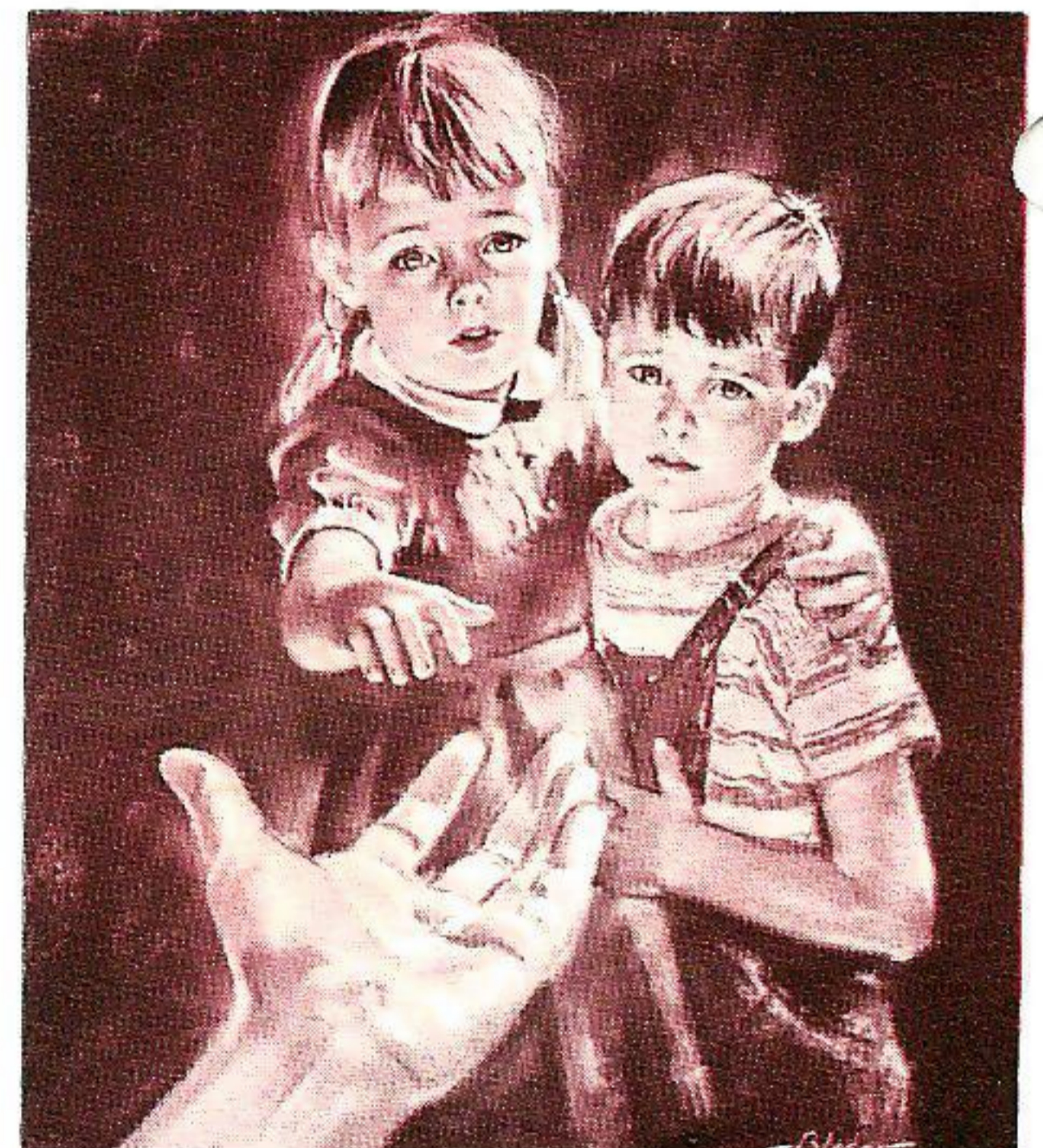
NAVASOTA DIVISION

Jeanette Sangster Navasota
Barbara Rhodes Operations
Louise Satory Calvert
Jane Bazzoon Cleveland
Dorothy Stanford Huntsville
Mablene Pollard Trinity

PORT ARTHUR DIVISION

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

OUR COVER

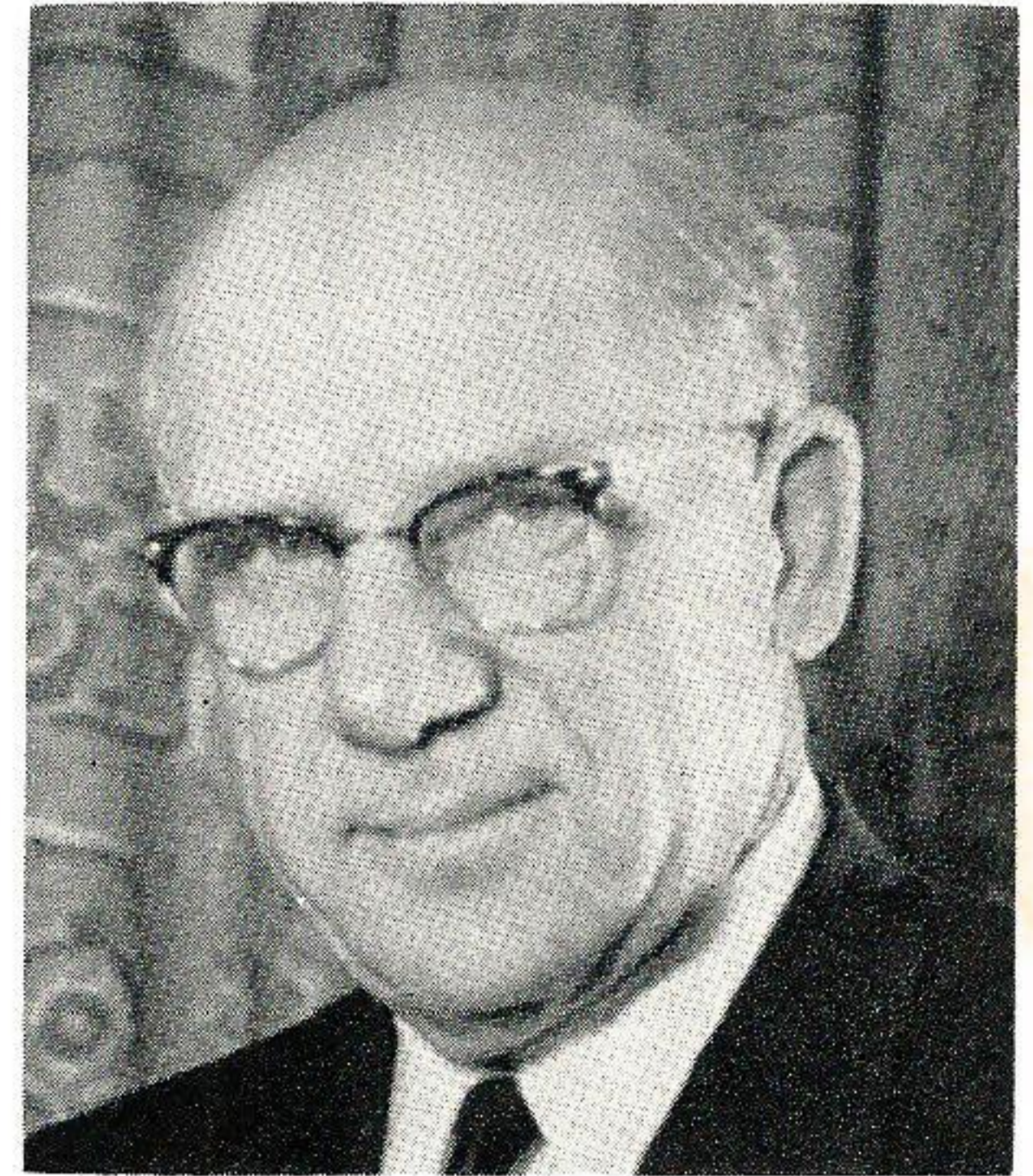


The cover of every magazine sends a message to readers. The message should be important, and it should be timely. Our cover this month is timely. It is important because it concerns the once-a-year campaigns conducted everywhere in our system, campaigns for good and worthy causes affecting the lives of all of us. Health, welfare and character-building agencies need the helping hands that Gulf Staters everywhere have generously contributed always. We hope you like the cover, our first four-color reproduction. Art was furnished by the national headquarters for United Campaigns.



Your Information...

IT TAKES PEOPLE TO HELP PEOPLE



MACHINES do things today which man little dreamed of in days gone by. They can help men go faster and higher; they can work complicated mathematical puzzles; they can take over the function of our body's parts during medical operations.

But there still are many things which only people can do. No machine can comfort a frightened child or help a troubled family. No machine can lead a group of young people on a hike, or conduct research to combat cancer and heart disease in our medical laboratories. It takes people to help people this way.

It takes people, too, to raise money for our health, welfare, and recreation services. It takes generous people to contribute part of their time and earnings to help make their communities better places in which to live and work.

Machines may appear to have "brains," but people also have hearts.

When we're asked to help, we should use both our brains and hearts. Communities we live in have many needs, and we should give generously but wisely.

One of the best ways we can give is through our local United Fund or Community Chest. By giving the United Way, we help support a balanced program of health, welfare, and recreation in our community. We give for many worthwhile agency services in one pledge. We give the most economical way ever devised and we are assured of careful use of our money.

Why the United Way?

- It saves time - of the contributor and the volunteer worker.
- It saves money - The United Way is the most economical way.
- It helps more people, saves more lives.
- More than 2,100 American communities have endorsed it.
- The United Way coordinates fund raising with community planning.
- People benefit when agencies are able to devote full time to services without taking time out to conduct fund raising drives.

People in the area we serve have come to count on the Gulf States family to do its fair share to support the worthy causes financed by these once-a-year campaigns. I'm sure that we will continue to use our heads and our hearts when we sign our pledges next month.

Roy Nelson

"WHY I LIKE ONCE - FOR - ALL GIVING"

ONCE again Gulf Staters are doing their best to ensure the success of the annual "once-for-all" fund-raising campaigns in our service area.

These campaigns support the health, welfare, and character-building agencies of nearly every community we serve. Individual contributions from folks like us comprise 65 percent of their total budgets.

In Navasota and Port Arthur, the campaign is the United Fund; in Baton Rouge it's the United Givers Fund and in Beaumont and Lake Charles, United Appeals. Some communities we serve call it the Community Chest.

By any other name, the object of each campaign is the same—to make each community a better place to live by helping support families in trouble, the sick and handicapped, the lonely aged and the youth guidance programs.

Our years of active support of this work have earned us special recognition in the communities we serve. We have the reputation of supporting such programs not only with our dollars but our time and talents.

PLAIN TALKS visited some Gulf Staters to learn why we are so squarely behind these once-for-all efforts. Perhaps some of the reasons given on the next page are shared by you. We trust our reputation as all-out supporters will continue.

CHARLES BORING - commercial sales representative, Navasota

"The United Fund campaign, through its once-a-year drive, provides funds to those organizations dedicated to community improvement and I know of no better way of providing funds to these organizations than through this campaign. An example of the assistance provided by United Fund contributions in Grimes County is the \$2,500 donation made each year to the Brazos Valley Hospital charities. Most every kind of human illness has been treated thanks to the funds furnished by this campaign and many underprivileged people have received necessary hospital care through the United Appeals."



Gulf Staters L. M. Welch, J. Ben Fannett, R. E. "Mickey" Knobloch and George E. Hayes visit with Brucie Smith at the Muscular Dystrophy Foundation in Beaumont. This is only one of several instances where Gulf States' employees have observed their dollar-donations in action.

HUBURT J. DESSELLES - mechanical maintenance, Louisiana Station, Baton Rouge



"Having my contributions deducted each month from my pay check for all the agencies in the United Givers Fund drive is not only giving the 'United Way' but is also giving the convenient way. By signing the deduction card, I'm assured of giving my share to all the agencies. By spreading the contributions over a 12 month period, I don't miss the total amount as I would by giving it all at one time. When I give the 'United Way' I know that my contribution helps the entire community benefit from work carried out by the many agencies receiving aid from the United Givers Fund."

MRS. LYDIA ALBERS - customer clerk, Port Arthur



"Once-a-year giving is the best available means of obtaining funds for the operation of many worthwhile organizations supported by the United Fund and through this campaign I'm able to do my bit toward helping those less fortunate people in our community. By giving a 'fair-share' to this campaign, I know that my dollars will be used to the greatest charitable advantage."

JACK BASS - residential sales, Lake Charles



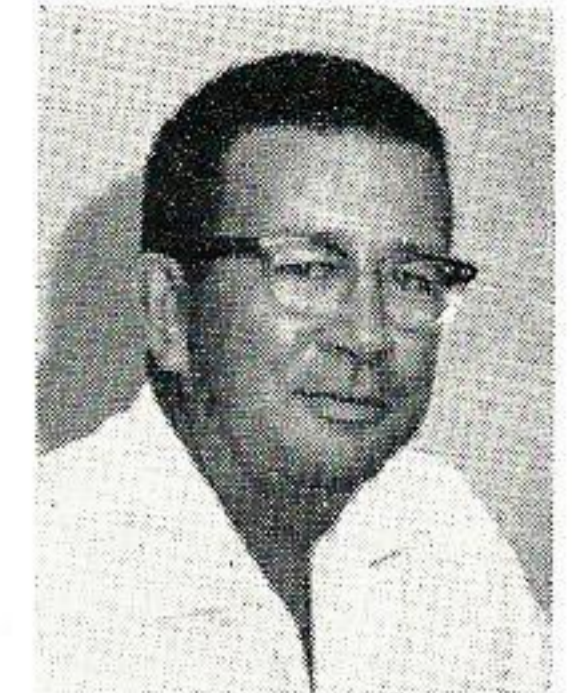
"I like the United Appeals campaign because it provides a method of contributing to those agencies so vital to the well-being of any community. Through the United Appeals, we know that our donations are reaching those community organizations and agencies that are dependent to a large extent upon public contributions for their continued existence. I think the United Appeals provides the best method for helping others in time of need, whether it be a disaster or continuous social work throughout the year."

VOLZ ELLIOT - commercial sales representative, senior, Huntsville



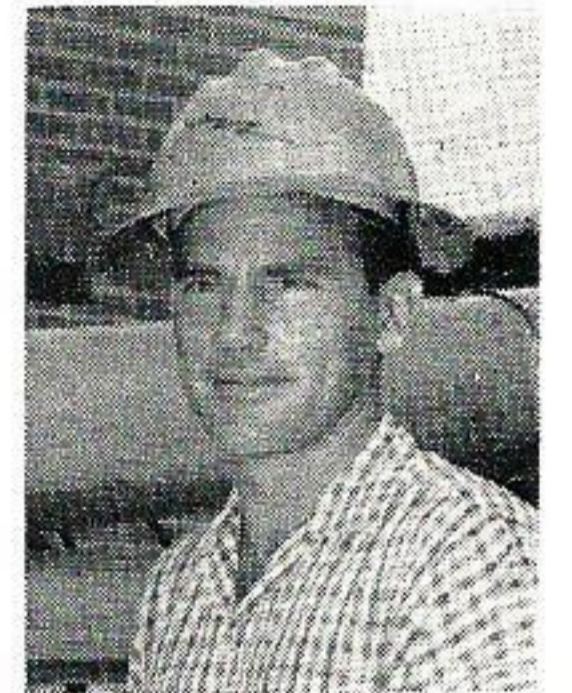
"To me, an outstanding factor of the United Fund campaign is that it saves time and labor for both the solicitor and donor. This is made possible through the combination of many drives into one campaign which reduces costs of appropriating funds for these organizations. Lower operating costs provide more funds for projects sponsored by the United Appeals, insuring maximum support of these projects at minimum cost. The payroll deduction plan sponsored by the company is an easy way to give your fair share."

DON BORING - senior engineering assistant, Port Arthur



"I prefer having the many agencies supported by charitable contributions listed under one major campaign each year. This campaign provides funds for the many organizations that are financially dependent upon the public and also saves time, labor and costs of raising funds. I believe that participation in this drive is a civic obligation rather than a chore and it should receive the support of the entire community. I've been assisting in solicitation of funds for these drives over the past 15 years and consider it a privilege to be of assistance in these campaigns."

ROBERT E. "BOBBY" TYLER - serviceman 1st class, Sulphur



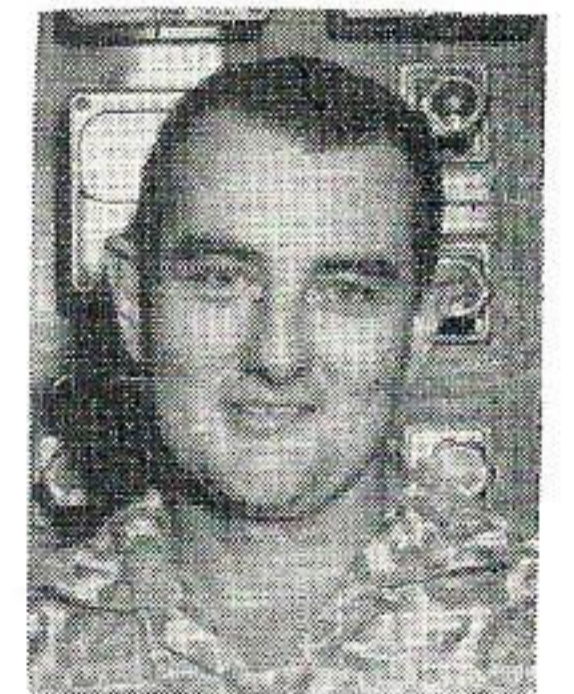
"In this area we have seen what happens when disaster strikes, as when Hurricane Audrey hit Cameron, and we readily realize the importance of providing funds to those agencies which are always ready to lend a helping hand in time of need. By giving generously to the United Appeals, we know that we have done our part toward making this campaign a success. We must have continued success in our campaigns if we are to prepare for future emergencies."

FERRIS PARENT - mechanical maintenance, Louisiana Station, Baton Rouge



"Giving the 'United Way' has always been my preference mainly because the drives to raise funds for the many different agencies in our area are lumped into one. This way I can give my share all at once. By giving the 'United Way' we can rest assured that we have done our part in providing assistance to disaster victims and those organizations which carry on day to day aid to the old, young, sick and needy of our community."

ARCHIE WHITSON, JR. - head fireman, Neches Station, Beaumont



"United Appeals gives me the opportunity to make a once-a-year gift to the needy. This removes the need of having several drives a year which would be time consuming and expensive. By contributing to the United Appeals campaign, I'm able to aid those in our community who are dependent upon United Appeals agencies for help. When these services are improved, the entire community benefits."



Lights! Camera! Action!

Reddy Kilowatt Plays

Starring Role in Popular

Night Football in Our Area

UP North, where the October chill nips at the players and the spectators huddle in blankets to keep warm, they would never think of playing football at night.

But in our service area, on the Gulf Coast, the weather is warmer. Even in October, Saturday afternoons are often warm enough for short sleeves and eye shades. At best, its uncomfortable weather for a hot game like football: the players sweat and the spectators sweat. So our football is played at night, when we can still bundle up in coats and blankets and preserve the illusion of "football weather."

There's another reason too. Ours is a highly industrialized area and more workers can attend night games, so night games pay off at the

gate as well as in comfort.

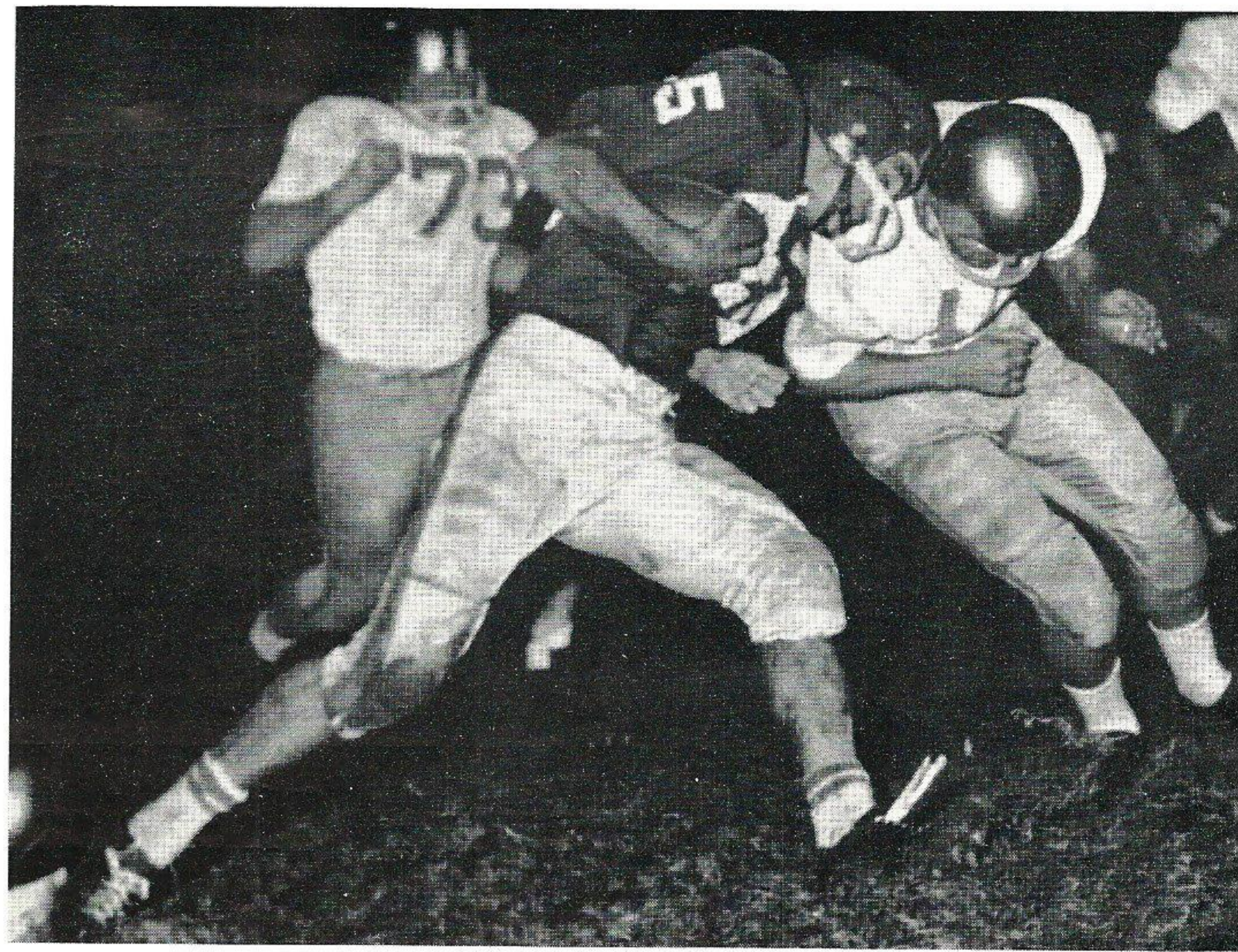
But just as night football has its advantages for people on the Gulf Coast, so does it have some disadvantages. Not the least of these is light, or the absence of it, on the playing field. "Night-blindness" sometimes affects players who are new to the game. In their first few tries at night ball, they often report that they can't see the football against the dark sky—but the coach still benches them if they fluff too many passes. Eventually they learn to adjust to it. Most players in our area have played football since their high school days, so they are accustomed to playing under another handicap, a psychological one.

As Jim Corbett, athletic director at Louisiana State University, explains it: "The players sit around all day Saturday waiting for the game that night;

they listen to the results of other games that have already been played and, if they're not used to it, the tension can build up in them. But most of them learn to adjust."

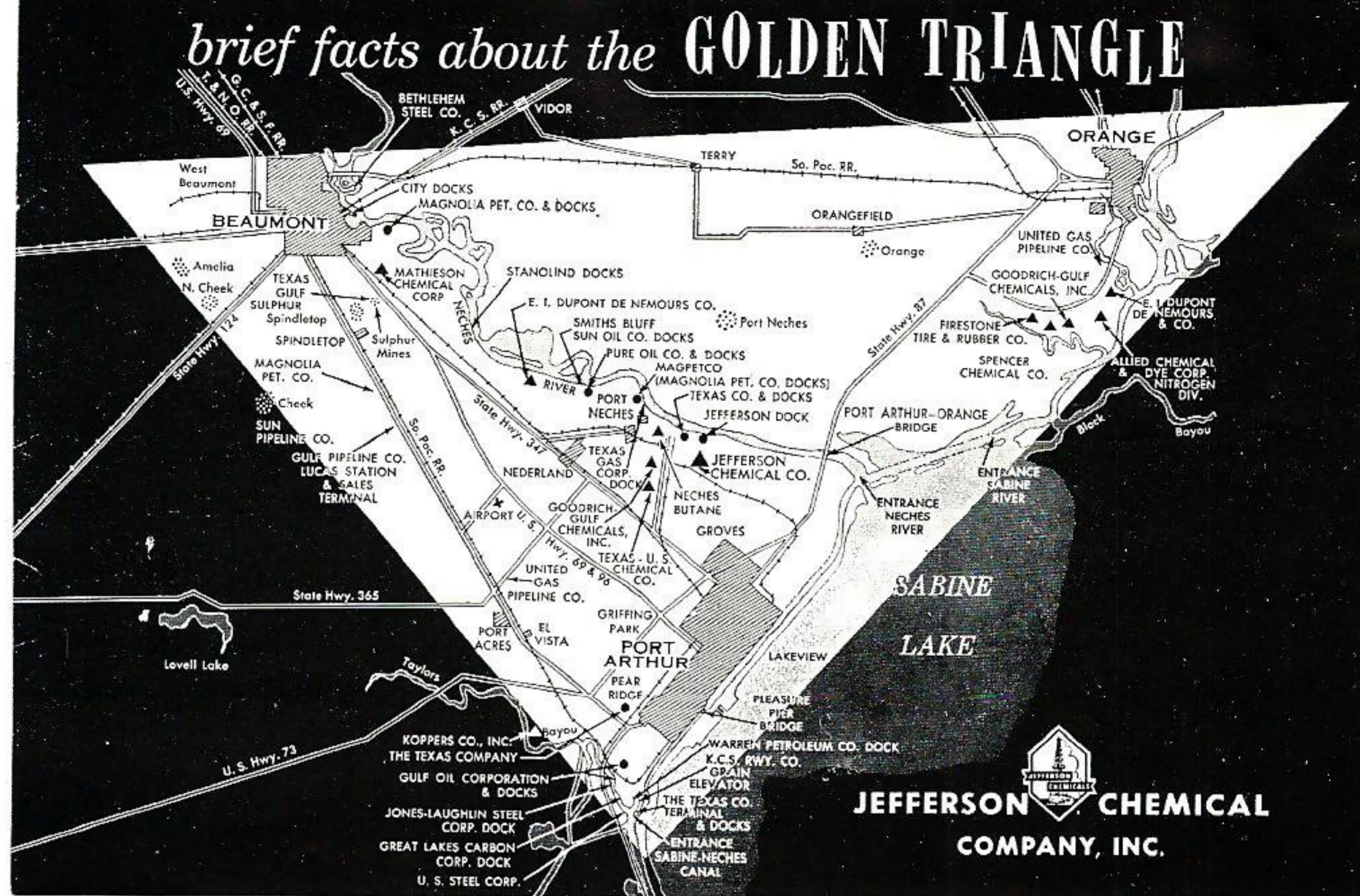
Cameramen and news photographers sometimes think that night football is a handicap to their trade, too. But, with the promise of better stadium lighting for football fields, covering games with camera and typewriter will become less difficult. LSU is leading the way by installing all-new extra powerful lights that can add a daylight glow to the football field. Other schools are investigating the possibilities of adding more lights, too, so that television cameramen can work.

It brings a new switch to our Company's slogan. Not only do we provide more power for progress, but more light for football victories, too.



The panoramic view is of LSU's Tiger Stadium at a night game in football-happy Baton Rouge. At right, the Lamar Tech (Beaumont) Cardinals battle the East Texas State Teacher's College players. Below, the Bengal Tigers from Baton Rouge rough it up as Billy Cannon (20) in center, tries to go for yardage in a night game last year.





Progressive Chemical Firm Boosts Industrial Growth In Area

AN outstanding example of how industries in the area are continually working to stimulate area industrial growth is the development program currently being conducted by one of our industrial neighbors in Texas.

Jefferson Chemical Company, in Port Neches, Texas, is seeking to attract even more industries to the industrial complex known as the Golden Triangle in Texas, an area formed by the three Texas cities Beaumont, Port Arthur and Orange.

Why does Jeff Chem, a company in a highly competitive field, try to have other industries come here, even if they may not be customers of Jefferson?

The answer is well expressed by Jeff Chem's Vice-President Lynn R. Strawn, in his letter explaining the program to President Nelson. Mr. Strawn said "In the belief that what helps us helps you, and vice versa, I thought you would be interested in our efforts in this connection." New industry means more jobs, more business, and more prosperity for this Gulf Coast area.

As part of its area development program, Jefferson Chemical recently placed an advertisement in CHEMICAL WEEK. The ad was directed primarily at chemical concerns, inviting them to "come on in . . . the deep water's fine . . . land and resources plentiful!" Concerns that replied were sent a brochure (see above) which

outlined facts of importance to plant-seekers:

Quotable facts included in the book were:

"LAND: There are still several choice plant sites available in the Golden Triangle, and two are within 1.5 miles of Jefferson's plant and deep-water docks on the Neches River. All have accessibility to tanker and barge movements on the Neches River Channel.

"RAW MATERIALS: Jefferson can supply . . . ethylene, propylene, propane, chlorine, caustic soda, hydrogen and brine . . . ethylene oxide, ethylene glycol, ethanalamines, and nonyl phenol . . . Dozens of other organic and inorganic chemicals in a wide range are available in the area . . . The state annually leads the nation in both production and known reserves of petroleum and natural gas . . . many industrial salt users (can) drill into the solid formation of some of the many Gulf Coast salt domes and pump their own brine.

"SHIPPING: The deep-channel Neches is accessible either from the Gulf of Mexico or the Intracoastal Waterway, and handles all traffic to the nation's ninth largest port at Beaumont. The Golden Triangle area is well served by a rail network. Besides the railway companies of the area, there are at least seven major freight carriers . . . (three) airlines handle regular air freight at the nearby Jefferson County Airport.

"UTILITIES: A canal system owned by the state-chartered non-profit Lower Neches Valley Authority . . . supplies East Texas water to most of the plants and communities and communities in the area of Jefferson's plant. The McGee Bend Dam, now authorized . . . for construction some 80 miles north . . . will reserve more than 4 million acre-feet of water.

"Electricity is supplied to the Golden Triangle area by the Gulf States Utilities Company, which produces a total of more than 1 million kilowatts. The Company's major transmission lines carry 138,000 volts. New units under construction will increase the capacity of Gulf States by more than 1.8 million kilowatts. Rate schedules are very favorable.

"LABOR: The local labor population is industrial minded, and is highly adaptable . . . especially to employment requirements in the chemical, refining and process industries, and in the construction trades."

Jefferson Chemical's area development program happily coincides with our Company's own area development program, and the program of other industrial neighbors.

With several companies advertising this area's benefits to new industries, and with the added advantage of our reasonable electric rates for purchases of large industrial blocks of power, the Golden Triangle should continue its steady industrial growth through the years ahead.

“SWEET”

SMELL

REPELS

MAN'S BEST

FRIEND

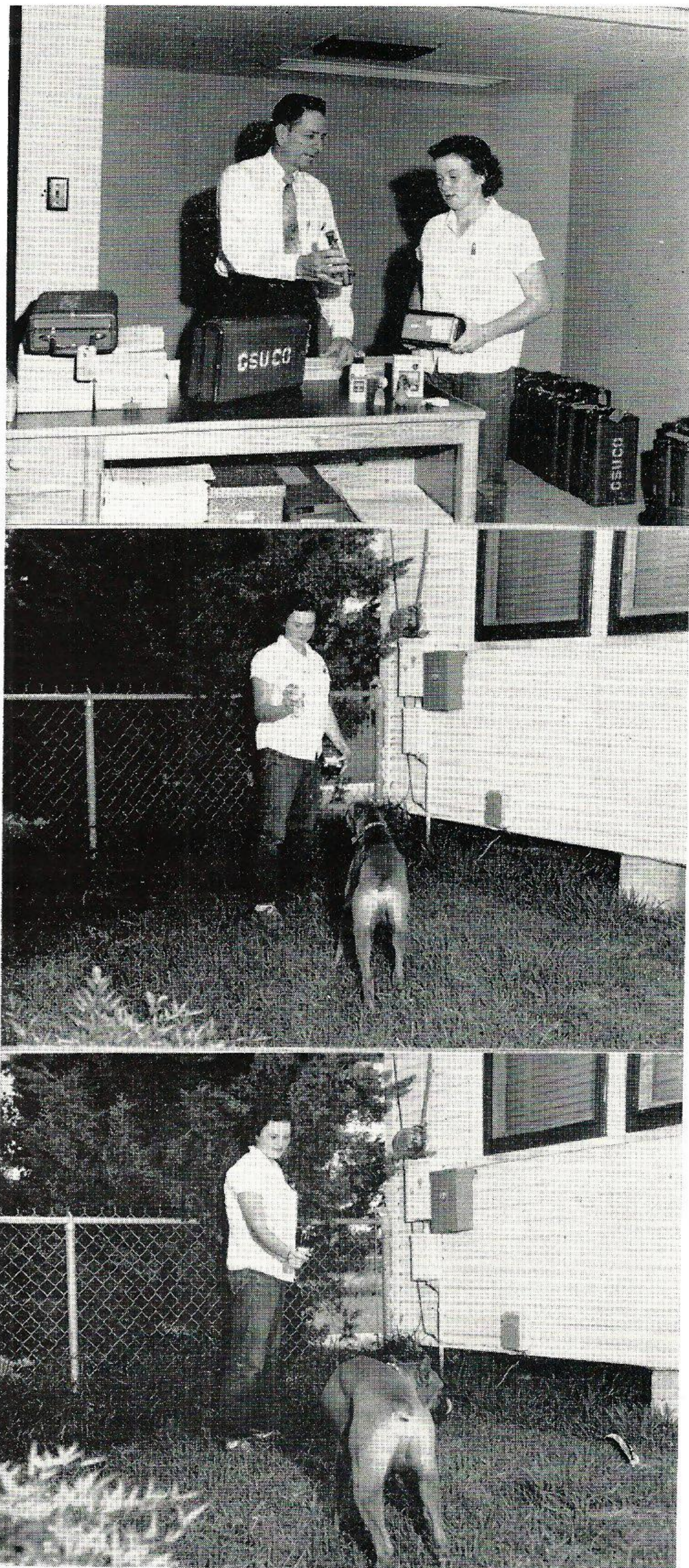
ONE of the common problems confronting the 71 meter readers throughout our company's system is that of barking and biting dogs.

“In 1958, meter readers were bitten 33 times in the course of their jobs,” said Claims Director J. M. Stokes, “and while dog bites have yet to be the cause of a major injury, they are costly and could be very serious.”

The Safety Department, in its continuous search for new safety practices, has been confronted with this problem for quite some time. The problem: A way to keep dogs from attacking meter readers without injuring or harming the animal.

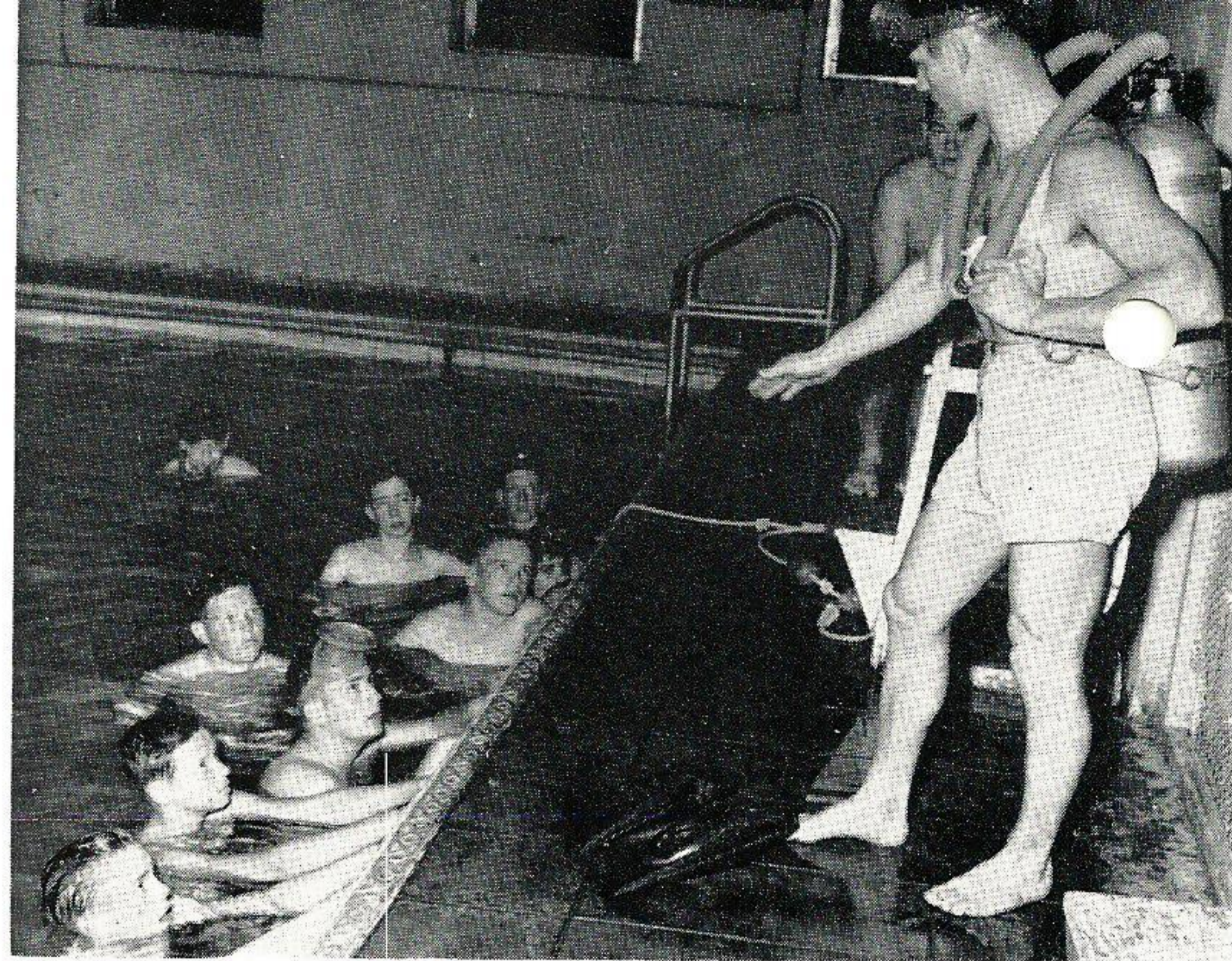
Most recent development along this line is the use of a cheap perfume which is sprayed on the dog by a water pistol. In cases where this action has been observed, the dogs sprayed were willing to give the meter reader a wide berth. It has also been effective in quieting barking dogs as well as those that maliciously or inquisitively charge a person. Perfume also shows promise because it is not harmful to the dog in any way.

Although this is not a positive “cure-all” for biting dogs, it may go a long way toward reducing the number of dog bites suffered by meter readers trying to do their job. Similar practices have been adopted and recommended by the Post Office Department to mail carriers as a means of protecting themselves from the same snapping, biting dogs that our meter readers encounter along their routes.



W. V. “Vic” Faver, supervisor of Customer Accounts, discusses the merits of the various devices used as an aid in prevention of dog bites to meter readers with Frances Sanders, Beaumont meter reader. In the second and third pictures, Frances tests the “perfume” repellent on an inquisitive four-footed friend. And it works. Fido decides he doesn’t like being “perfumed” and begins his retreat.

SCUBA SCOUTS



A Beaumont Gulf Stater Teaches Explorer Scouts The Safe Art of Skin-Diving

UNDER the surface, everything is quiet; you're in a calm, blue-green world. Above you is water, below you is water. You feel as if you're standing on air because you can't feel gravity. You swim down and flop over and float, breathing easily through the tube that brings life-giving air from the tank on your back.

"It's like living in a completely new world, and you have to learn to live in it; it doesn't come naturally."

Stocky, muscular Robert Peters, of the Beaumont Engineering-Project Group, was doing the talking. An expert skin-diver, he's been teaching skin diving to Explorer Scouts this year, on his own time.

New Explorer Program

The boys—most of them in the 14-16 year age group—hung on the side of the Y.M.C.A. pool and listened attentively. As Explorers, many of them have already taken flying lessons and have practiced mountain-climbing. Now they are after a new adventure—underwater.

With painstaking care, Peters explained the functions of the "scuba" gear—the airtanks and hoses and pressure gauges that are used for extended swimming under water.

"First, you have to be a good skin diver, using just a mask and flippers, before you use the scuba gear."

Bob Peters learned skin diving in the South Pacific when he was stationed there with the Air Force. He finished his service term in Florida, where he and his younger brother, Jerome Peters, continued to study under professional skin divers.

Not For Amateurs

In Beaumont, the Peters brothers are often called on by the police or fire departments to help search for drowning victims or lost objects. In the muddy Neches River, you can't see your hand in front of your diving mask, so they work by touch. One time, his brother was trapped in a jam of submerged brush and logs.

"Another man, with less experience, might have panicked in that situation—and been drowned. But Jerome knew what to do, used his good sense, and came out okay."

Bob uses the experience to remind the scouts that they must have this sense of expert knowledge. Without it, he says, they will only be amateurs—and amateurs suffer the most casualties in this sport.

All skin divers have to observe certain rules of the sport. For the benefit

of the Scouts, Bob has outlined them:

1. "Never go too deep. Thirty feet is a good stopping place, unless you're a top skin diver. Below that depth, you face new problems of pressure and decompression. Below 100 feet, you may also suffer from that strange phenomenon called 'Rapture of the Deep', or nitrogen narcosis. Losing all sense of direction, you continue to swim downward. If you do that, you'll never come up."

2. "Know the waters you swim in. Know its depths, its currents, its tides, its coastline and dangerous fish (if any)."

3. "Never go skin diving alone."

He teaches the Scouts how to abandon their equipment if trapped in brush; how to adjust to water pressure and how to slowly emerge from the water to allow the pressures in their bodies to equalize without getting Air Embolism or the "bends." Later, after their pool-training period is over, Bob will take them to the Gulf and let them swim in the ocean.

"I figure they'll get a lot more fun and enjoyment out of diving," Bob says, "If they know the right and safe way to do it."

Bob Peters is another Gulf Stater who gives freely of his own time, in order to help the community where he lives.

Baton Rouge Steel Guillotine

At the Mike Safer Salvage Company in Baton Rouge, electric-powered shears handle the job of cutting up the metal for shipping.

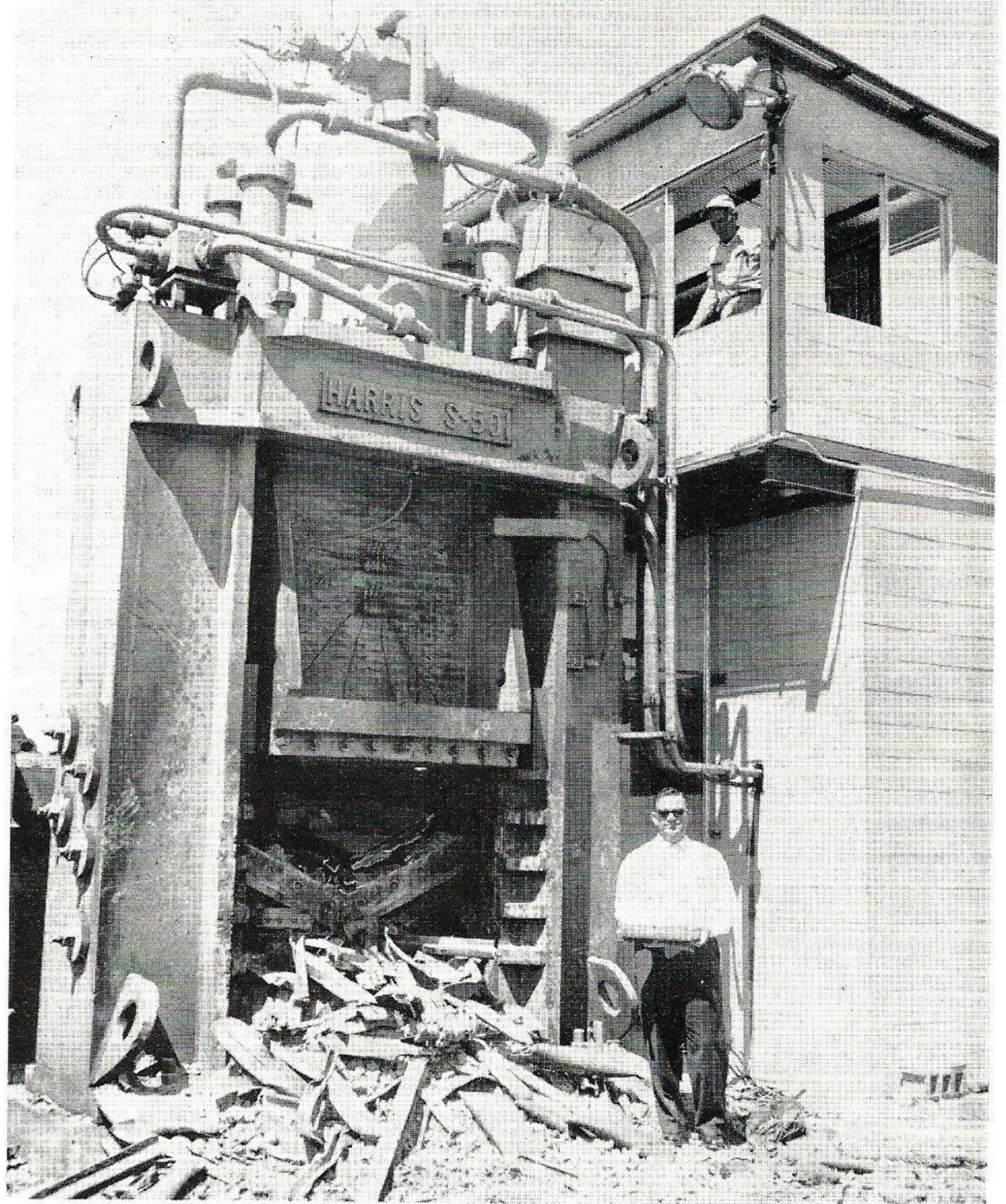
Powered by a hydraulic system containing two-100 horsepower motors, the electric "guillotine" snips scraps of metal with methodical ease.

Long strips of wrought iron and steel are picked up by dragline and dumped into the unit's hopper. A heavy top closes over to hold the material in place while it is being pushed into the shear blade by a large ram.

The 120-ton shear blade, about four feet long and two inches thick, is forced down with a weight of 50,000 tons by the hydraulic system. The two electric motors provide the force, which exceeds 3,000 pounds of pressure per square inch on the shear head.

The metal is cut into 12-inch lengths, then picked up by the magnetic head of a second dragline and loaded on railroad cars for shipment to steel mills.

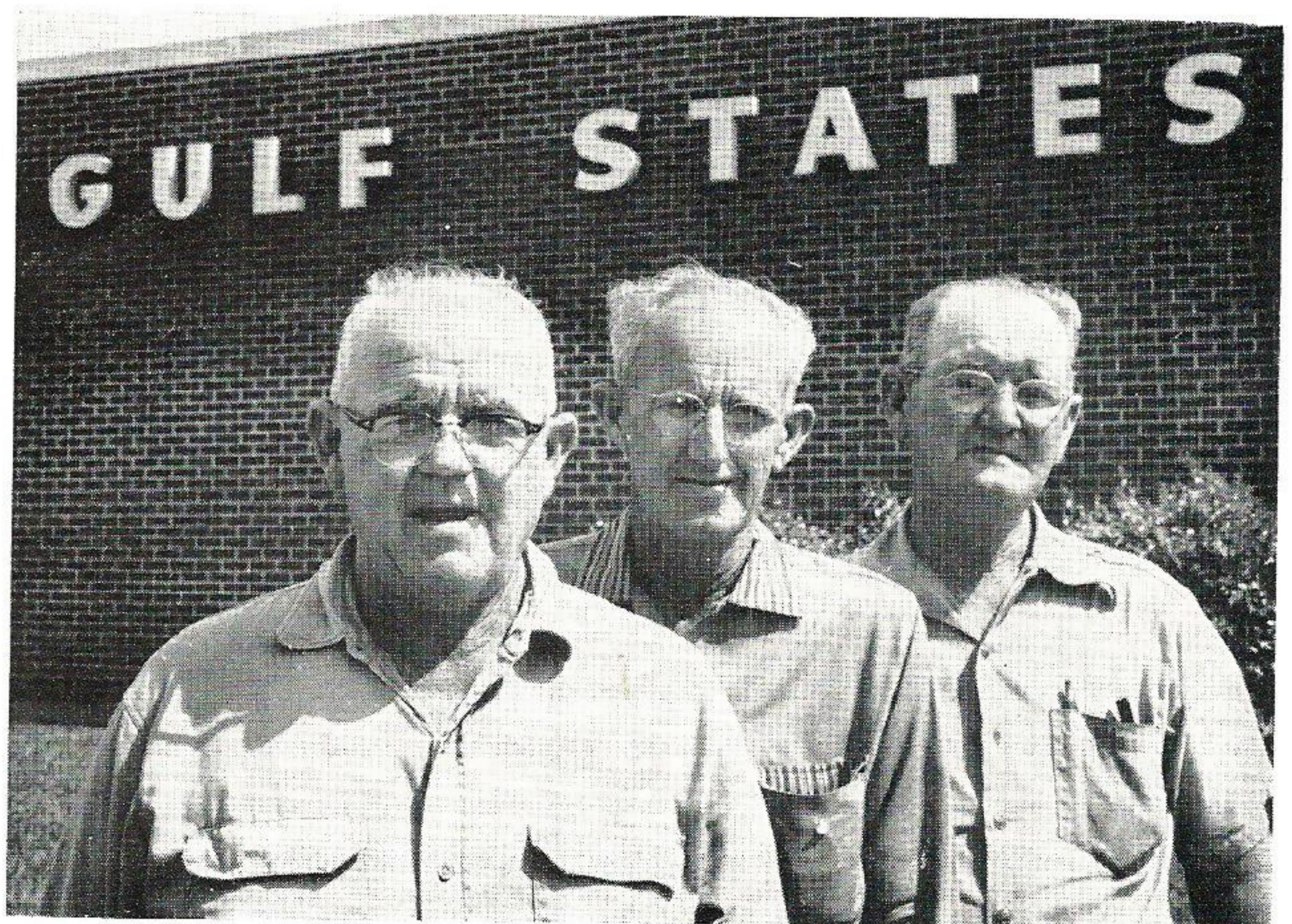
Three or four railroad cars can be filled during a normal working day with the aid of this Reddy Kilowatt-powered shear—another case where electricity helps one of our area's industries produce more in less time.



The massive electric shear dwarfs its owner, Mike Safer, who holds a foot-long piece of metal which was cut from a strip of railroad steel by the powerful blade.

Over A Century Of Service

POSED against the Port Arthur Service Center are the three McMillian Brothers—whose combined service records with our Company add up to 114 years, the longest unofficial service record at Gulf States. From left, they are, C. E. McMillian, labor foreman, 39 years; A. B. McMillian, general line foreman, 40 years; and R. D. McMillian, repairman, 35 years.



What Can Be Done ALCOHOLISM

by
RUTH FOX, M. D.

IF some new and terrible disease were suddenly to strike us here in America—a disease of unknown cause, possibly due to a noxious gas or poison in our soil, air or water—it would be treated as a national emergency, with our whole citizenry uniting as a man to fight it.

Let us suppose the disease to have so harmful an effect on the nervous system that five million persons in our country would go insane for periods lasting from a few hours to weeks or months and recurring repetitively over a period ranging from 15 to 30 years.

Let us further suppose that during these spells of insanity, acts of so destructive a nature would be committed that the material and spiritual lives of whole families would be in jeopardy, with a resultant 25 million persons cruelly affected. Work in business, industry, professions, and factories would be crippled, sabotaged and left undone. More than 1-1/4 billion dollars a year would have to be spent merely to patch up in some small way the effects of this disease on the families whose breadwinners had been stricken.

Finally, let us imagine this poison or disease to have the peculiar property of so altering a person's judgement, so brain-washing him that he would be unable to see that he had become ill at all and actually so perverting and distorting his view of life that he would wish with all his might to go on being ill.

Disease Exists

Such an emergency would unquestionably be classed as a country-wide disaster and billions of dollars and thousands of scientists would be put to work to find the cause of the disease; to treat the victims and to prevent its spread.

The dread disease envisioned above is actually here. It is alcoholism. It attacks five million persons in our country, one-fifth of whom are women, and occurs in one out of every fourteen adult male persons who drink any alcohol at all.

We do not know why this one is attacked while the other thirteen are not. It is certainly not alcohol alone that is to blame, since 65 million persons do drink alcohol in relative moderation.

The uncontrollable compulsion to drink period-

ically or daily to the point of serious physiological, psychological and spiritual harm to the individual and his family seems to depend upon the operation of a number of factors working simultaneously—factors which we think may be environmental, constitutional, and social or cultural.

We do know now, however, that *alcoholism is a disease from which one can recover if sufficient help is given. The alcoholic cannot utilize alcohol in a normal way and will never be able to do so, but he can be taught to live a normal productive and satisfying life without alcohol and with no craving for it.*

In treating an alcoholic, the most important thing is an accepting attitude on the part of the physician; a recognition of the alcoholic as a person who is ill and desperately in need of help.

The doctor must understand that the often uncooperative attitude of an alcoholic is part of his illness and that much of his behavior is merely a defense against his feeling of hopelessness and despair.

To treat an alcoholic requires knowledge, patience, firmness, intelligence, understanding, faith and good will on the part of the doctor. If he can bring all of these ingredients into the therapy, it will not matter too much whether he uses Alcoholics Anonymous, Antabuse, group therapy or counselling as the specific modality of treatment.

I have found most often that the use of all these concurrently is best. However, if one had to be limited to one form of therapy, I would, of course, choose Alcoholics Anonymous. This fellowship has alerted us to the prevalence of alcoholism, has taught us how to treat it, and most importantly of all, it has added the element of hope without which medicine would be pretty powerless.

"The Half-Man"

Alcoholics are often gifted, sensitive persons of the highest integrity until alcohol has undermined them. After recovery, they can again become what they were before, with a certain "plus"—a humility and compassion for others in trouble. Only 3% of the alcoholic population is on Skid Row. About 10 to 15% drink alcoholically as a symptom of an underlying psychosis. This leaves approximately 85% of our alcoholics as fairly normal persons when not drinking - working, living with their families, bringing up their children, commuting, etc.

NCA

About



At least two million are in industry, and managing somehow to keep their drinking hidden from their employers, often for 15 to 20 years.

These hidden alcoholics usually do not make good workers. Their accident rate is high, their absentee rate is about four times that of the average worker, with colds, viruses, bad backs, bronchitis, and flu used as often repeated excuses. They are frequently touchy and irritable with co-workers and customers, especially after a weekend of drinking, when they may appear with a hangover or come in late (or maybe not at all).

Though they are physically able to punch a Monday time clock, the first several hours may be given over to the water cooler, the aspirin bottle, the "coffee break," the men's room—to anything but the work on the desk or factory bench. This pitifully suffering individual has been called the "half-man."

Company Programs

It has been estimated that there are two million alcoholics in industry and that they are absent from work 36 million man days per year. This is double the time lost by United States workers because of strikes.

Until recently, supervisors and fellow workers covered up for the alcoholic, protecting his secret from management. However, as education about this illness has become more widespread, *more and more industries have undertaken programs to find and help these hidden alcoholics.* The older method of summarily firing them when their alcoholism progressed to a point where it would no longer be ignored is gradually giving way to a humane recognition of the disease nature or their kind of compulsive drinking.

In those companies that have instituted in-company alcoholism programs there has been a *marked reduction in absenteeism* (after recovery, the alcoholic loses less time from work than the non-alcoholic working in the same plant); *a great reduction in the work spoilage* characteristic of the alcoholic while still drinking; *an incalculable saving* to the company in not having to train new men to take over the often highly skilled work the alcoholic has been trained to do and, finally, a *gratifying change in the personality of the drinker,*

making his relationships with co-workers easier and friendlier. No one could possibly estimate the relief to the families—wives and children especially—when an alcoholic recovers.

Educate Families

The answer to the question, "What can be done about alcoholism?" is fourfold:

- Recognize, uncover and treat the individual alcoholic for a disease from which recovery is possible.

- Educate the families of alcoholics and the public in general that recovery from alcoholism is possible, that the alcoholic is a person worth saving and that we have a great public responsibility to help him.

- Help—don't hide the alcoholic in your home, your business, your community. Direct him and his family to local Alcoholism Information Centers or Alcoholics Anonymous or both and his family to the Al-Anon family groups; plan community or industrial programs to aid him and get local hospitals to admit and treat him.

- Make the alcoholic cognizant of the complexity of the disease of alcoholism which is rooted in the *physical, mental, social and spiritual* areas of his life.

To recover, the alcoholic needs help—not censure; enlightenment—not coercive chiding. He is a sick man—not a wayward one—and on an understanding of this concept rests his recovery.

In the Gulf States area served by our Company are two committees affiliated with the National Council on Alcoholism. They are: The Beaumont Council on Alcoholism, 121 Pearl Street and the Orange Committee on Alcoholism, 106 South Sixth Street.

B. R. Gulf Staters Go Back To Cooking School

Cooking school bells rang again this summer for lady employees of the Baton Rouge Division.

Classes were held in the auditorium of the North Boulevard office. Fifty-four eager-to-learn ladies attended the two programs, which featured a demonstration by the home service advisors and an audience participation class.

The electric range, food freezer, electric saucepan, and electric skillet were used to prepare food which was later served to all who were present.

Misses Mildred Tribble and Carolyn St. Amant conducted the classes.



Here are a few of the ladies who attended the Baton Rouge cooking school. Picture 1, Shirley Thevenot, Sherill Kraft, Jackie Scriber, and Ginger Regan. Picture 2, Narlene Harper, Nancy Olano, and Margie Force. Picture 3, Ethel Sharp and Thelma Davis. Picture 4, Virginia Yarbrough and Mary Monahan. Picture 5, Meva Eaton, Letha Austin, and Julia Marie Amrhein. Picture 6, Adele Vavasseur, Myria Landry and Helen Smith.

A recent adventure concerning a mislaid Gold Medallion by a Silsbee home-builder attracted the attention of Gulf States' Poet-Laureate and PLAIN TALKS editor J. S. Turner, who composed the following ode to a Medallion. Ralph Spafford,

THE RHYME OF THE MISSING MEDALLION by Jim Turner

Now listen you builders and you all shall hear
Of the Medallion marathon that brought one builder
cheer;
He had finished a fine home in Silsbee, all electric,
it seemed,
It had built-ins, modern lighting, "A heat pump,
too," he beamed.
All was in readiness, one final touch would make
it complete,
Embedding a Gold Medallion emblem in the side-
walk concrete.
The builder searched for the medal; "Hold that
cement!" he roared.
But his workers didn't hear him, and the pavement
kept getting poured.
He got Beaumont by 'phone, and while that concrete
got harder,

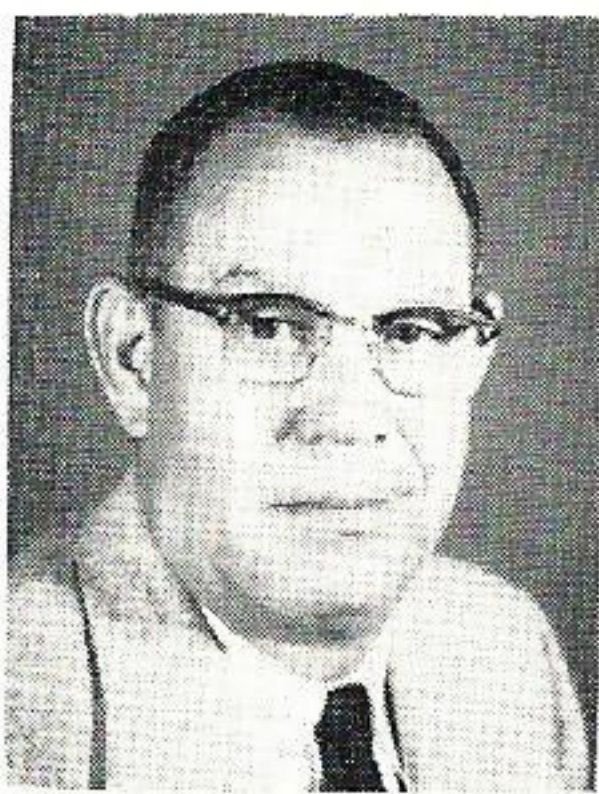
supervisor of Residential Sales in Beaumont, figures prominently in the poem, which may someday become as famous as Longfellow's "The Midnight Ride of Paul Revere."

Spafford whipped out a Medallion, "Get to Silsbee fast!" was his order.
Holding fast to the Medallion, the salesman left like a shot,
He knew how fast concrete set when the weather was hot.
The builder stared at the clock and his hopes began to fade,
Then up sped our Gulf Stater and Medallion history was made.
The Medallion was placed in concrete, and the builder is one happy guy.
Now he's got plenty of Gold Medallions—a whole year's supply.
"This taught me a lesson," said the builder, and here's the story he told:
"A house just ain't a home without its Medallion of gold."

Albert Hill Retires

Albert Hill of the Baton Rouge Gas Department retired March 31, after nearly 32 years of service with the Company.

A native of Baton Rouge, Mr. Hill joined Gulf States Gas Department on June 20, 1927. He was employed in the Maintenance and Meter Departments during his utility career.

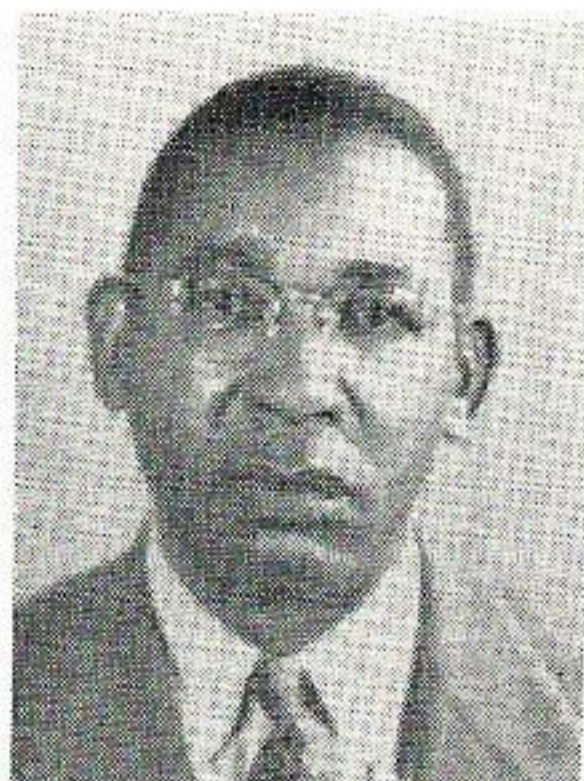


A. Hill

Junius Percy Dies

Junius Percy, laborer in the Baton Rouge T & D Department, died August 8, after 23 years of service with the Company. He was 63.

A native of Woodville, Miss., Mr. Percy was employed by the local telephone company before joining Gulf States May, 1936, in Baton Rouge.



J. Percy

G. Chapman Retires

George Chapman, Jr., in the Baton Rouge Production Department, will retire October 1, after a 27-year utility career.

Born in Scotlandville, Louisiana in 1894, Mr. Chapman joined Gulf States as a laborer. He was made a special laborer in the Production Department in 1949, the position he held at the time of his retirement.



G. Chapman

Use of electric autos would eliminate the potential health hazard which results from the exhaust of internal combustion engines, says the "Electrical World". Also might eliminate some of the drag-racing down our suburban streets.

NEW EMPLOYEES

PLAIN TALKS welcomes the following new employees:

BEAUMONT—Wilson Johnson, Production Department; Gerald L. Nelson and Wilhelm V. B. Miller, T & D Department; John H. Reeves, Jr., and James N. DuBose, Engineering Department; Charlexa B. Smith, Purchasing Department; Mary E. Gilcrease and Jo A. Cook, Billing Department; Billie M. Russell, Customer Accounting Department.

ORANGE—Terrence E. O'Connor, meter reader.

PORT ARTHUR—Harold W. Hock and Joseph Hall, T & D Department.

NEDERLAND—Kenneth E. Pickering, meter reader.

BATON ROUGE—Paul A. Bernard, mechanic's helper; Clark B. McKey, Jr., Hawthorne N. Knighten, Gas Department; Theodore R. Laurent, Lloyd J. Blanchard, Jr., Raymond E. Jarreau, and James J. Blouin, and Mary A. Coxe, T & D Department; Iris L. Sibole, PBX Operator; Shirley M. Lilly, Ida V. Barre', and Jessie K. LaCroix, Customer Accounting Department.

CLINTON—Malcolm J. Courtney, meter reader.

LAKE CHARLES—Grady A. Portie and Lynwood J. Stephens, Riverside Station; Olin R. Hebert and Danny P. Garrettson, T & D Department; Pearl B. Cole, Customer Accounting Department.

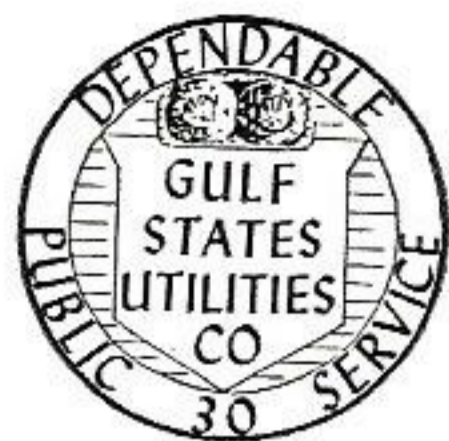
JENNINGS—Irma L. Hargroder, home service advisor, junior.



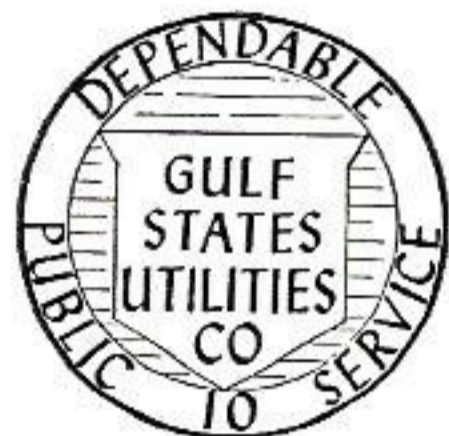
Promotions for the month of July were:

Name	Location	New Position
Patrick A. Rich	Beaumont	Auxiliary Operator
Hampton W. Blake	"	Test Technician 1st Class
Terrell J. Vanya	"	Truckdriver—T&D
Lester R. Fatheree	"	Lineman 4th Class
Donald R. Robbins	"	Lineman 3rd Class
Robert G. Mizell	"	B & G Maintenance Man
William Haack	"	Serviceman 1st Class
Jacqueline M. Bayless	"	Stenographer
Charles B. Clark	Orange	Lineman 1st Class
James E. Morgan	Woodville	Lineman 4th Class
Bobby R. Stout	Conroe	Lineman 1st Class
Alfred P. Lusk	Baton Rouge	Labor Foreman
Wendall R. Guerin	"	Auxiliary Operator
Ben R. Williams	"	Turbine Operator
Thomas M. Engels	"	Second Fireman
Edward D. Vallet	"	Turbine Engineer
Norbert B. Drew	"	Switchboard Operator
Scoffield C. Davis	"	Head Fireman
Ramey Kirkwood, Jr.	"	Master Repairman
James R. Barnett	"	Apprentice—T & D
Jerain Desselles	"	Apprentice—T & D
John S. Koles	"	Apprentice—T & D
Kenneth P. Comeaux	"	Lineman 3rd Class
John L. Sullivan	"	S/Sta Mechanic 3rd Class
Charles F. Dorhauer	"	Secondary Power Tester
Edward E. Chambers	"	Storekeeper
Donald H. Orrell	Lake Charles	Apprentice—T & D
Harry O'Quinn	"	S/Sta Mechanic 3rd Class

SERVICE AWARDS



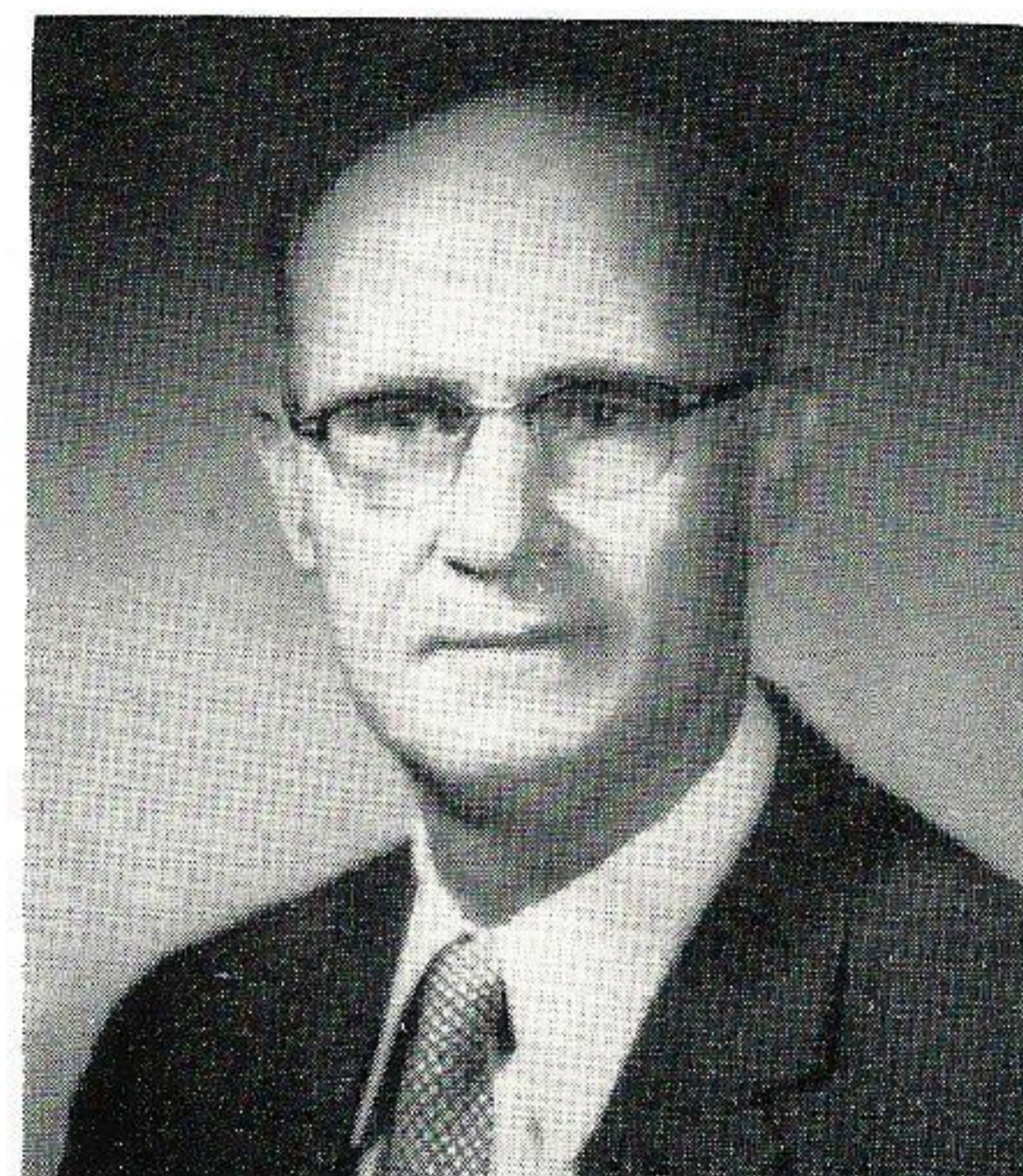
W. R. Metzke
Distribution
Beaumont



Cleburn Bean
Engineering
Beaumont



Otis Parker
Production
Beaumont



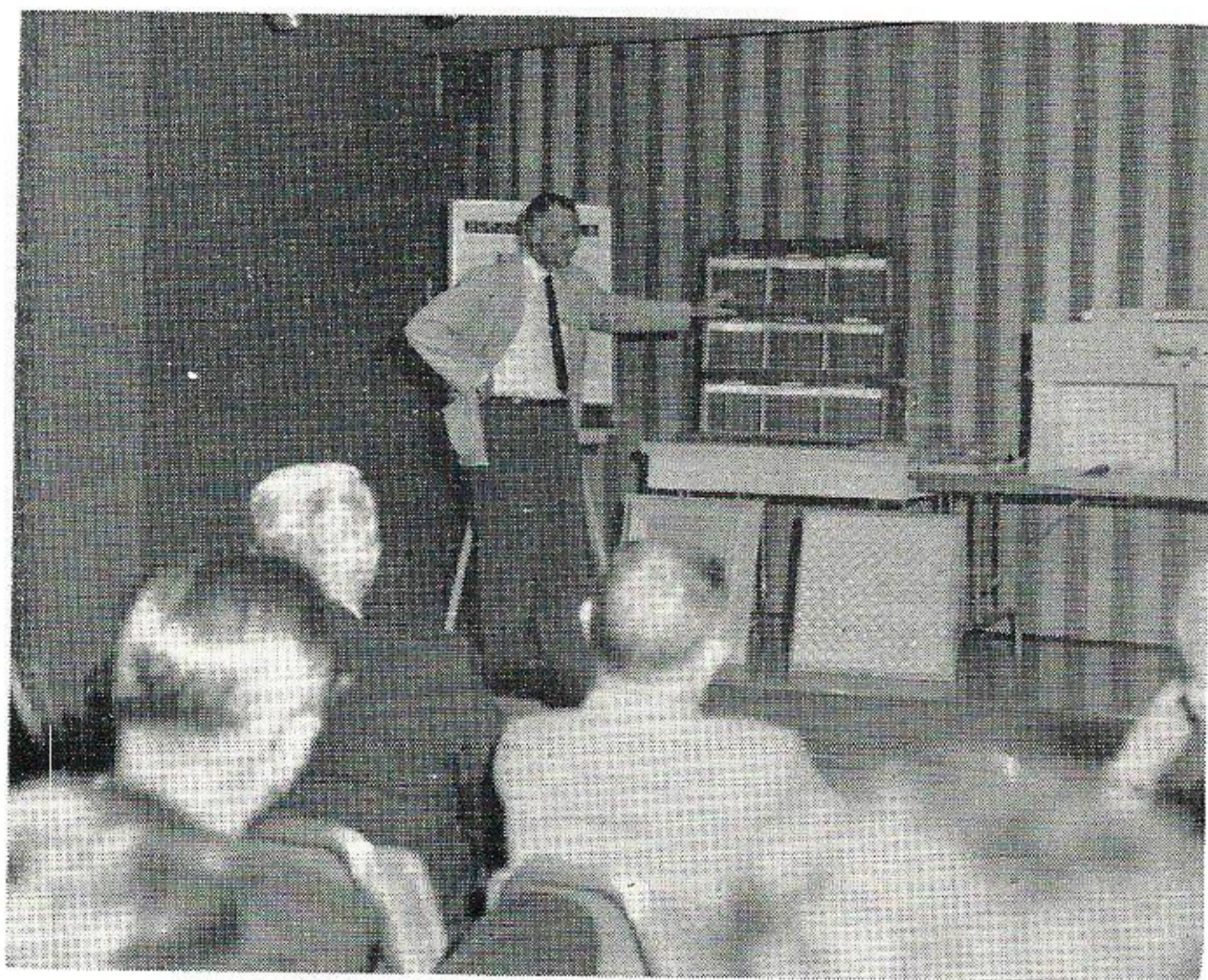
Lawrence Lacour
Production
Beaumont



Eldee Reed
Production
Lake Charles



R. A. Landry, Jr.
Sales
Beaumont



Fred Tenholder, Beaumont Division commercial sales representative, demonstrates the effect of different types of white fluorescent light on Primary colors (Red, Yellow and Blue) at a recent "Coffee Break" meeting for commercial customers, architects, consulting engineers and electrical contractors in our service area.



Dick Landry, system supervisor, lighting sales promotion, demonstrates the comparator at the "Coffee Break" meeting recently held in the home office of the Beaumont division. The comparator shows that lighting levels in excess of 1,000 footcandles can be comfortable and practical.

Let's Read Our Mail



Due to equipment failure, the city light plant at Liberty, Texas, was out of service August 2-3. During this interval, Gulf States furnished service to city customers. C. R. Brinkley, Liberty district superintendent, received the following letters of appreciation.

Dear Mr. Brinkley:

I would like to take this opportunity to express appreciation to you and all of the personnel for their fine spirit and cooperation, and for the excellent work done during our recent period of emergency.

I have never witnessed a greater spirit of neighborliness nor have I had extended to me in so fine a fashion the helping hand of friendship.

If there is ever anything which I, as an individual, can do for you or any of your employees, please do not hesitate to call on me.

Sincerely yours,
CITY OF LIBERTY
Frank C. Hancock, Jr.
City Manager

Dear Sir:

The many excellent acts of cooperation by you and the entire personnel of the Gulf States Utilities Company in the restoring of electrical service to the many customers of the City Power Plant during last week's plant failure were noticed.

It was an excellent example of neighborliness and you and your entire organization are to be complimented.

Sincerely yours,
Bradford Pickett
Lawyer



Mr. and Mrs. Marion Earl Council announce the birth of a daughter, **Lorraine Carol**, on July 22. Earl is in the Baton Rouge Engineering Department. Mrs. Council is the former Nadine Morris of Augusta, Georgia.

Mr. and Mrs. Jimmie L. Grimes announce the birth of their third son, **Patrick Allen**, July 30. Mr. Grimes is in the Beaumont Engineering Department.

Mr. and Mrs. Delbert L. Keenon announce the birth of a daughter, **Patricia Ann**, August 11. Mr. Keenon is in the Beaumont Engineering Department.

TRADING POST



FOR SALE

Fifteen foot Hilton outboard Boat, with a Mark 55E, 40 h.p. Mercury motor. Electric starter, steering wheel, radio and a custom-made trailer--\$975. Call or see Mrs. Mary L. Collier, Beaumont Residential Sales.

Mr. and Mrs. W. H. Foster announce the birth of a daughter, **Cheryl Ann**, August 8. Mr. Foster is in Port Arthur Line Department.

Mr. and Mrs. E. M. LaBoure announce the birth of a son, **Keith Wayne**. Mr. LaBoure is in the Port Arthur Line Department.

Mr. and Mrs. G. A. Roy announce the birth of a daughter, **Lisa Lynne**. Mr. Roy is in the Port Arthur Line Department.

Mr. and Mrs. R. E. White announce the birth of a granddaughter, **Lauren Ann**, on August 24, to their daughter and son-in-law, Mr. and Mrs. James F. Pierson, Jr., of Baton Rouge. Mr. White is Port Arthur operating superintendent.

Mr. and Mrs. Martin C. Hebert announce the birth of their second daughter, **Patti Sue**, on August 22. Mr. Hebert is in the Baton Rouge Electric Line Department.

Mr. and Mrs. Edward D. Vallet announce the birth of their fourth child and first daughter, **Mona Leah**, on July 23. Mr. Vallet is a turbine engineer at Louisiana Generating Station.

Mr. and Mrs. Jack Saxon announce the birth of a son, **Randy Carl**, on August 10. Mr. Saxon is a residential sales representative in Port Arthur.

Mr. and Mrs. Joseph R. Braud announce the birth of a son, **David Wayne**, on August 4. Mr. Braud is a utility line foreman in Baton Rouge Line Department.

Mr. and Mrs. W. P. Carroll announce the birth of a granddaughter, **Dianne Lindsay**, on June 29, in Sacramento, California. Parents of the new baby are Lieutenant and Mrs. R. P. Carroll. The grandfather is Madisonville local superintendent.

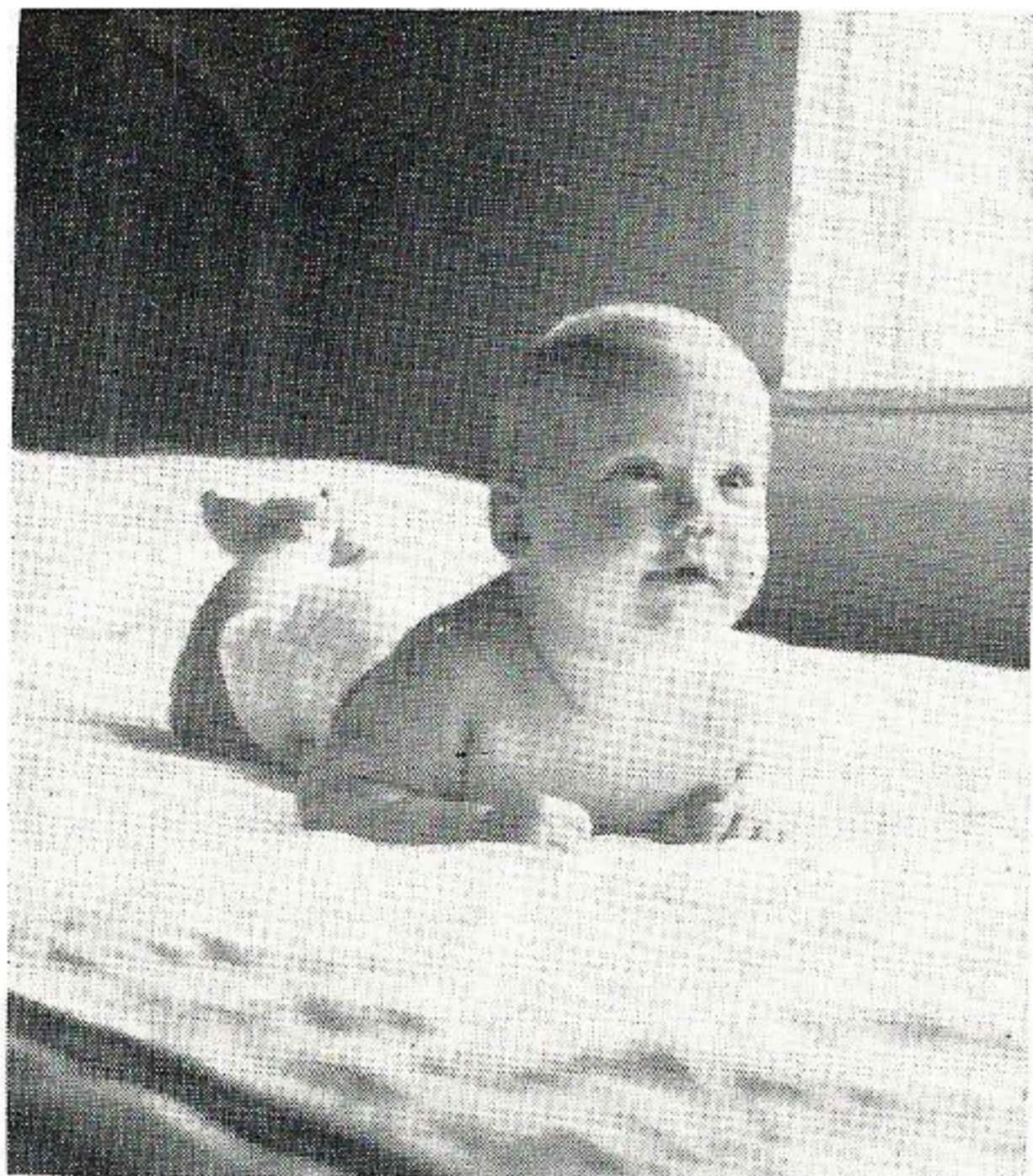
Mrs. Marion Royston announces the birth of a daughter, on August 16. Mrs. Royston was formerly in the Beaumont Records Department.

Mr. and Mrs. James Doug Watkins announce the birth of their son, **James Doug Watkins, Jr.**, on July 26. Mr. Watkins is an office engineer at Neches Station in Beaumont.

GROWING with Gulf Staters



Bright-eyed Kelly Steven, six months old and sassy, is the son of Van B. Hereford of the Beaumont Statistical Department. He is the namesake of proud grandpop and long-time Gulf Stater V. B. "Kelly" Hereford, Sr., district superintendent at Navasota.

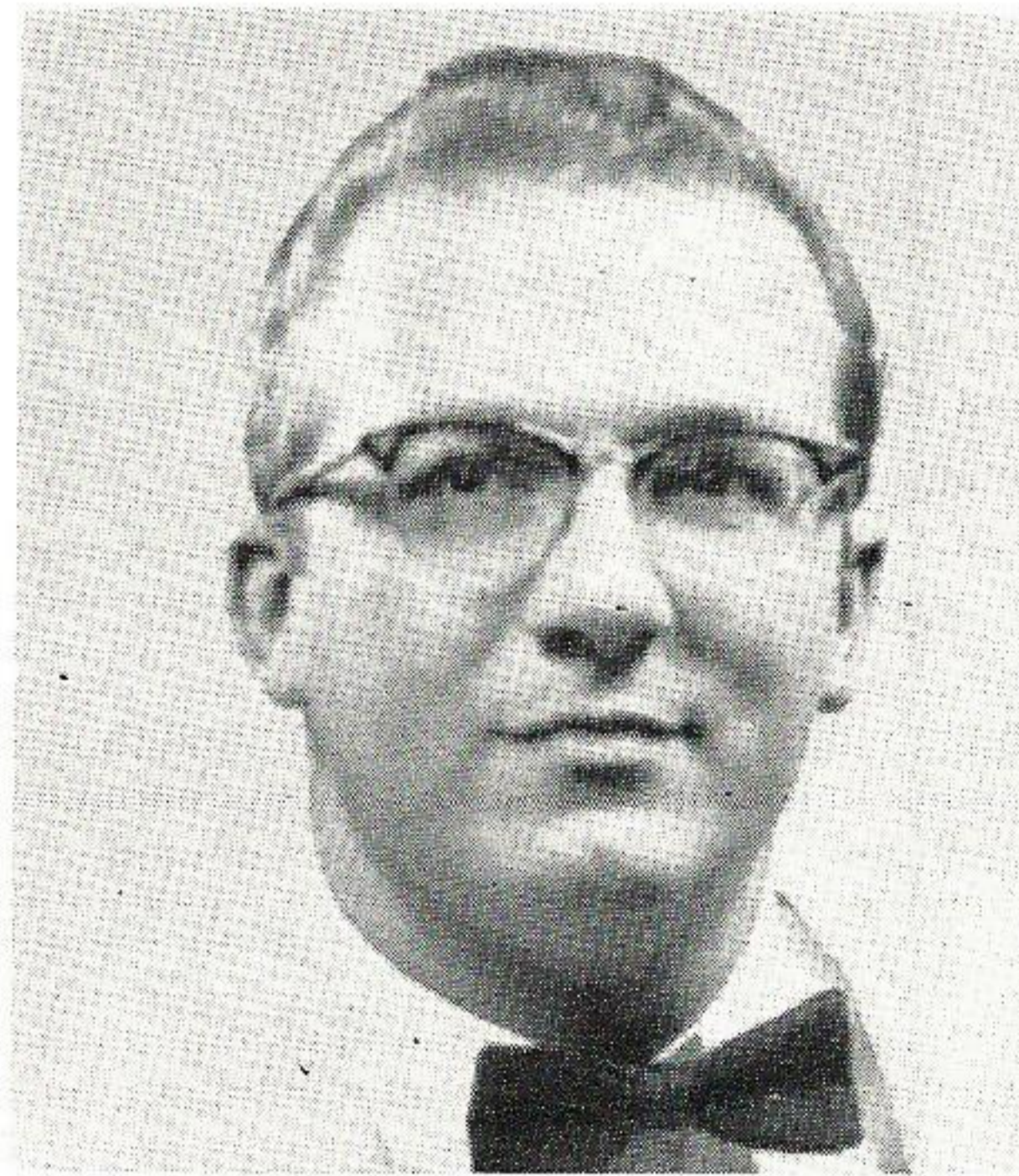


"I hope my boy friend doesn't see this 18 years from now", hopes Miss Ronda Paige, three-month-old daughter of Mr. and Mrs. Buck Morton of Beaumont Engineering Department.

Movie-star Esther Williams visited in Orange August 23 at the home of Wimpy Neel on Hiway 87. This is her picture along with a group of Bridge City youngsters. The twin young ladies in front are Rita and Nita, daughters of Oscar C. "Buck" Wingard, Commercial sales representative, sr.



Kathleen Mary (Kathy) Thibodeaux (17 months) sifts dirt in the backyard of her family's new home in St. Francisville. Her mother is the former Joyce Fournet, former home service advisor in the Lafayette office.

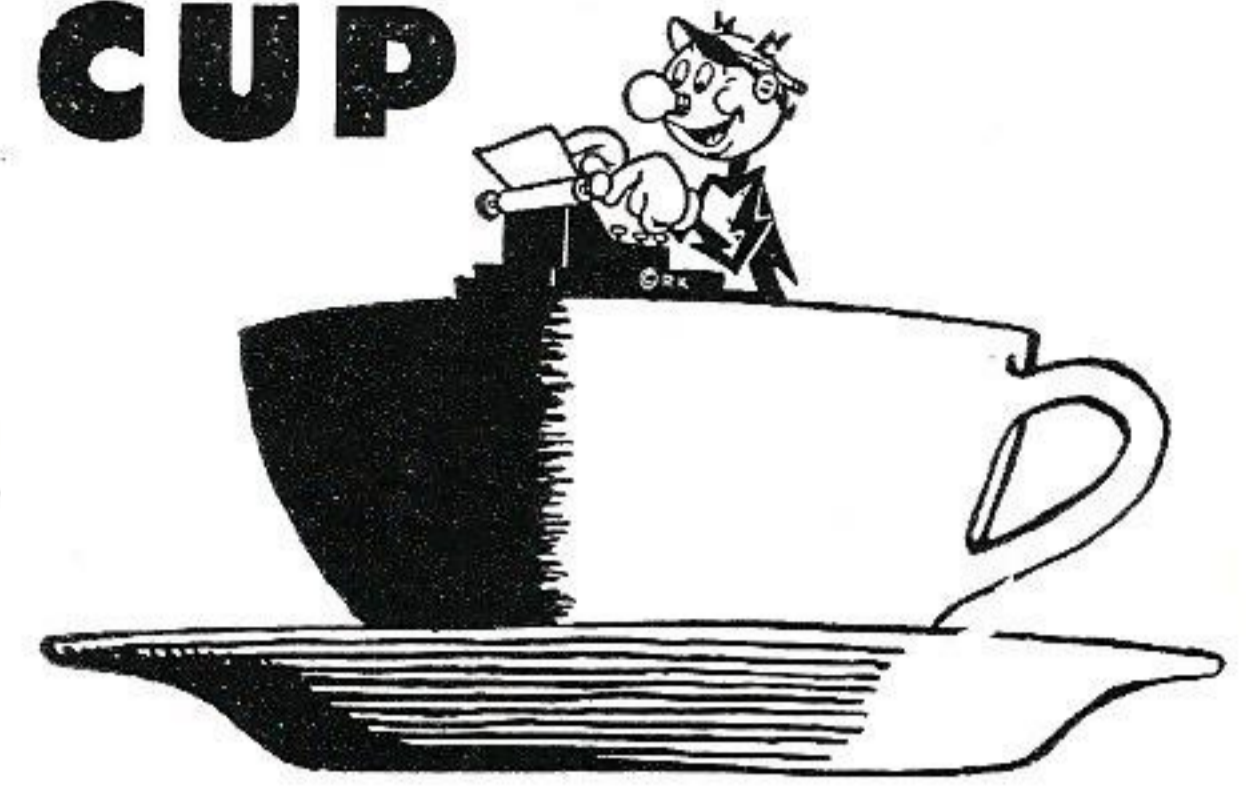


Lee J. Pitre, Jr., son of Mr. and Mrs. L. J. Pitre, recently was graduated from Southwestern Louisiana Institute with a BS degree in electrical engineering. He has accepted a position with Westinghouse Electric Corporation in Pittsburgh, Pennsylvania, as a member of the Graduate Student Training Course. Mr. Pitre, Sr., is employed in the Lafayette Garage.



over the

COFFEE CUP



The U.S. Atomic energy Commission on August 27 officially signed contracts authorizing 52 investor-financed electric utilities, including our Company, to develop and build the world's first high performance, gas-cooled nuclear power plant.

The new plant is expected to speed the day when electricity from the atom can be produced economically. The AEC signed contracts with the Philadelphia Electric Company and General Dynamics Corporation for construction of the 40,000 kilowatt, prototype plant at Peach Bottom, Pennsylvania.

Financial support of the project will be furnished by the 52 electric utilities, all members of the High Temperature Reactor Development Associates, Inc.

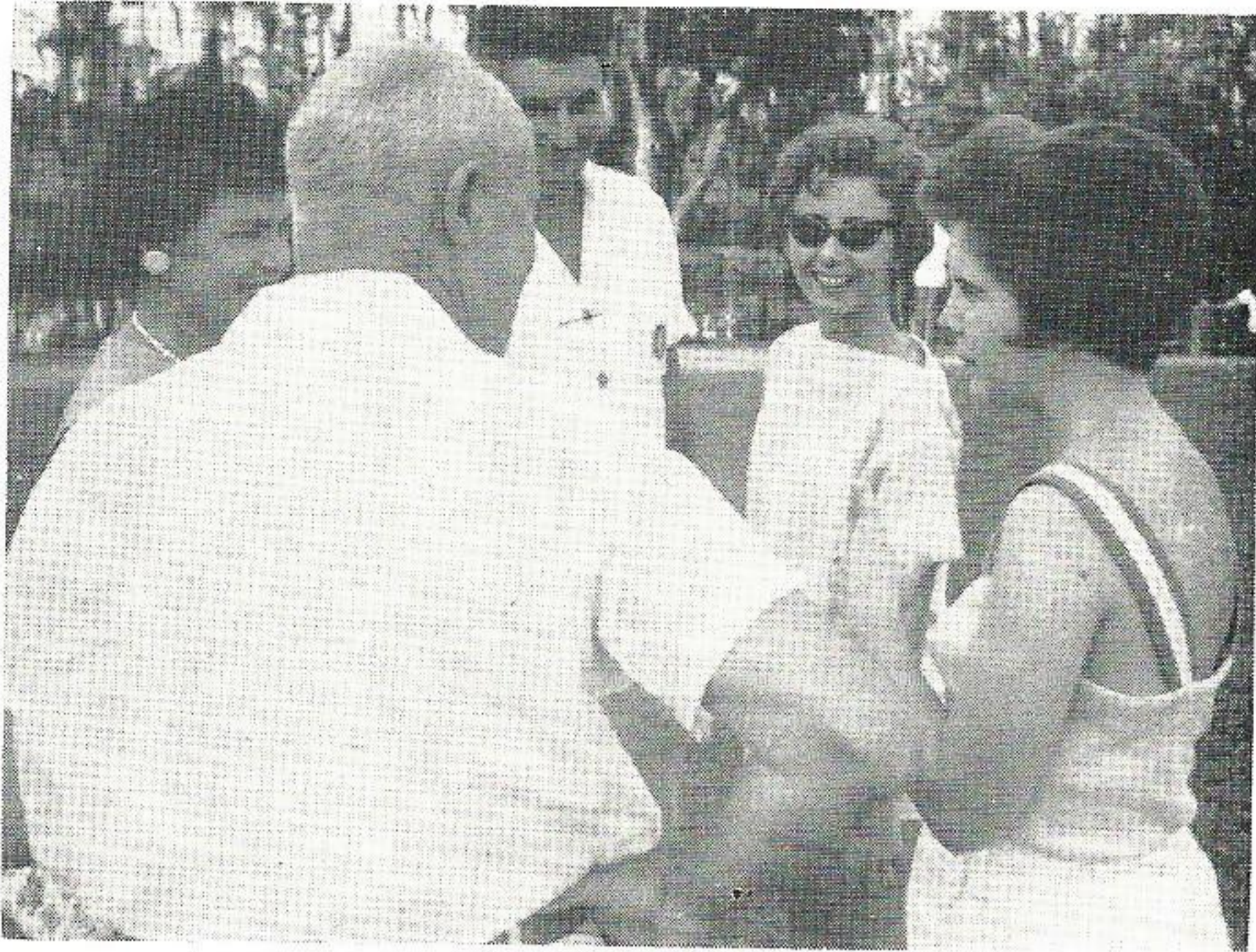


Joe Hatley, of the Port Arthur Appliance Repair Department, is enjoying a three-week vacation in Muncie, Indiana, visiting his brother. We hear by the "grapevine" that Joe is taking in some baseball games while he's away and that he is keeping one eye on the pitcher and the other eye on "curves" which might appear during the game.

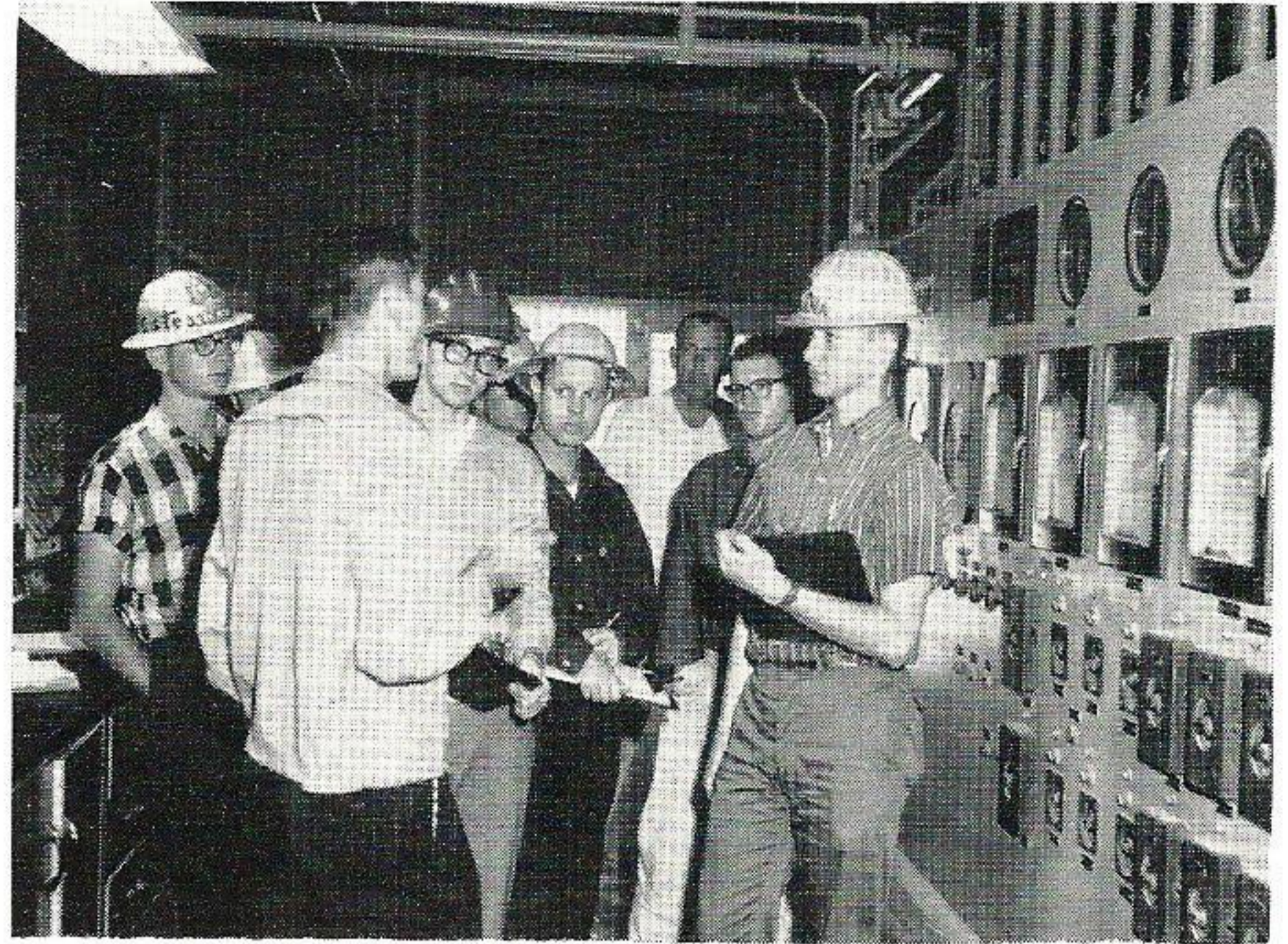
Also taking time off for a vacation was Loraine Dunham, Plain Talks reporter for the Port Arthur T & D Department.

Anne Hebert, PBX operator, Port Arthur Service Center returned to work August 18 after an extended leave of absence. Welcome back, Anne.

A new face at the Port Arthur Service Center is that of Horace L. Craig, appliance repair helper, who joined the Company August 13.



Here are some members of the Port Arthur Sales Department. Enjoying themselves at the picnic are Kirby Jones (back to camera), Mrs. Earl White, Don Noack, Shirley Crawford and Dot Thomas.



Louisiana State University chemistry students take notes on their field trip through Louisiana Generating Station in Baton Rouge, as A. L. Brady, Jr., engineer, (with back to camera), explains the operation of the water treating plant. Sixty students took part in the tour which is part of the regular student training at the university.

The Port Arthur Sales Department held a picnic, August 8, at **George Clark's** camp on Cow Bayou. **Blackie De Cuir** and **Jim Fernandez** had their boats out and everyone enjoyed boat rides. Blackie was chief cook, serving his specialties—barbecue beef ribs and chicken.

Dorothy Thomas, home service advisor for Port Arthur Division, is wearing a "super-span-gorgeous" diamond ring on her left hand, third finger. The lucky fellow is **Bill Rea**, Texaco Chemical Engineer. Bill's home is Banville, Virginia. He is serving three month's duty at Fort Leonard Wood, Missouri. Wedding plans are for next summer.

—By Rosemary Vaught



Alfred Edward Gajeske, of the Baton Rouge Purchasing Department, and his new bride, the former **Shirley Ann Stanton**, of Beaumont, have returned to their new home at 744 St. Charles Street following a honeymoon trip to Denver and Colorado Springs. The June wedding was held in the First Baptist Chapel in Beaumont, home of the bride and groom and parents of the couple.

Only members of the immediate families were present when **Gayle Elizabeth Comerford**, daughter of Mr. and Mrs. **Thomas P. Comerford** became the bride of **James Edward Cryer**, at ceremonies held June 14 at St.

Anne's Catholic Church in Beaumont. The Rt. Rev. Msgr. E. A. Holub officiated at the double ring ceremony. Both Mr. and Mrs. Cryer, and the father of the bride, Mr. Comerford, are Gulf Staters. Mrs. Cryer is in the Beaumont T & D Engineering Department, and her husband is an electrical engineer in the Beaumont Division. Mr. Comerford is assistant secretary, and was recently promoted and transferred from Beaumont to Baton Rouge. Mr. and Mrs. Cryer are now at home at 875 Fifteenth Street in Beaumont.

W. M. Wilkinson, Purchasing, is now recuperating in the Baton Rouge General Hospital. Bill fell on the bathroom floor and broke a hip. We miss him and hope he will be back soon.

Katherine Henson of Baton Rouge Storeroom, recently went to Grand Isle with a skin diving club of 18. They chartered a boat—the "Black Rose"—and they came back to surface with a lot of little fish.

Katherine also spent a week at the Gulf Hills Park Country Club and Dude Ranch, Ocean Springs, Mississippi, with friends. They did a lot of swimming, horseback riding, dancing and fishing. Besides all the fun she had, she said the food was excellent.

Gene Chambers of the Storeroom was recently promoted to storekeeper and **J. W. Babin** of Storeroom was promoted to stores truck driver.

Ethel Sharp of Purchasing, enjoyed a two weeks' vacation. No trip this year. She and her mother spent two or three days in New Orleans seeing shows, visiting the French Quarter and eating in some of the fine eating places there.

—By Ethel Sharp

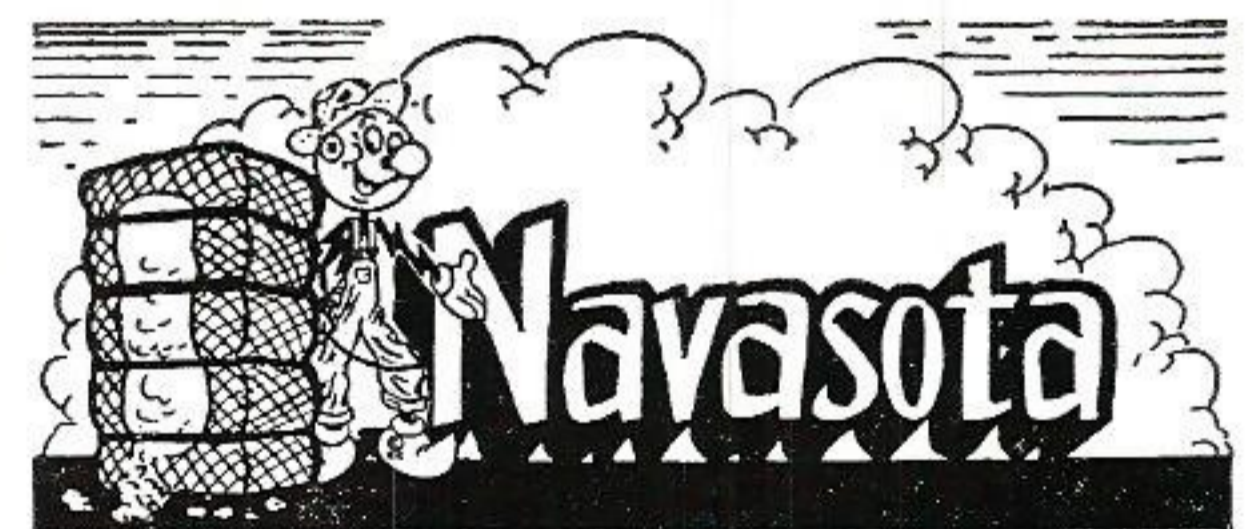
We wish to extend a welcome to two new employees in the Baton Rouge Gas Department. They are **Darrel G. Blades** and **Raphael (Roy) W. Roy, Jr.**

—By Jo Ann King

Congratulations to **Ed Vallet** on the birth of his fourth child and first daughter, **Mona Leah**, in July. He is a turbine engineer at Louisiana Station.

Birthday wishes in September for: **H. O. Breeden**, **E. R. Eichelberger**, **D. R. Herring**, **J. E. Hill**, **C.V. Johnson**, **R. H. Lawton, Sr.**, **J. A. Moran**, **D. B. Noble**, **C. A. Oubre**, **J. H. Perkins**, **D. P. Reynolds**, and **A. R. Roussel**.

—By Marion H. Brown



Keen Franklin, district serviceman in Trinity, has recently been elected to the Board of Directors of the Trinity Memorial Hospital. The hospital is a nonprofit organization and is owned by the people of Trinity.

Several of the employees from the Cleveland District formed a soft ball team recently and went to Navasota and played an employee team there.

The game was exciting from beginning to end and the Clevelanders were victorious with a score of 15 to 13. **J. W. Jackson** made the first home run.

Those playing on the Cleveland team were: **Joe O'Neill**, **Bennie Masters**, **J. W. Jackson**, **Wayne Allen**,



Groves city fathers look us over by taking a visit to the Neches Power Station Beaumont. In the front row are George Walker, city marshal; R. W. Dunham, chief clerk, Port Arthur Division; Curtis J. Broussard, electrical inspector; J. Kirby Jones, sales superintendent, Port Arthur Division; Phil Morrison, public works supervisor; W. A. Whitten, superintendent, Neches Station; J. D. Watkins, office engineer, Neches Station. Back row, R. J. Robertson, superintendent of production, Gulf States; K. V. Stutts, water and sewer superintendent; R. R. McGowan, building inspector; C. W. Roddam, councilman; Dave Smith, mayor; Archie Walker, city manager; Tom Canady, councilman; Roland Blanchard, city secretary; Jack Dorgan, councilman; C. M. Scott, manager, Port Arthur Division, and Homer Triche, councilman.



Anita Boles, Navasota Division home service advisor, taught cooking to young Bluebirds on August 10-12 at the Gulf States auditorium in Navasota. The future nest-builders learned the merits and speed of cooking electrically. Miss Boles also taught cooking school to a group of Campfire Girls from August 17 to 20, and awarded certificates to 33 girls.

Lawrence Milliff, Robert Singletary, T. J. Dinkins, Ross Mitchell and Barley Lilley.

—By Jane Bazzoon

Navasota Gulf States ball-players capitalized on a fourth inning spree of error-itus by the Lions Club's team last month to win a tough game. **Curtis Gideon**, garage mechanic second class in Navasota Garage Department, pitched the winning game. **Elliott Craig**, son of **R. M. Craig**, division engineer, played center fielder and came up with a triple in the bottom of the second inning and later stole home for a score.

—By Jeannette Sangster



Ellen Neves, Berneice Falvey and Gale Hilborn, all local office clerks in the Conroe, Tex., office, inspect one of the appliances on display in the office lobby.

Mr. and Mrs. W. P. Carroll just returned from a three weeks vacation in Sacramento, California, with their son, **Lt. R. P. (Pat) Carroll**, Mrs. Carroll, two-year-old **Bobby**, and their new granddaughter, **Dianne**. On their return trip they visited Boulder Dam, Salt Lake City, Utah, Denver, Colorado and Wichita, Kansas. Mr. Carroll is local superintendent in Madisonville.

—By Betty Lynch



A farewell party was given for **Mrs. Joyce Gant**, Lafayette Sales Department clerk, who left our employ to await a visit from Mr. Stork. Joyce was replaced by **Miss Charlotte Guilbeau** from Sunset, Louisiana. Glad to have you with us, Charlotte.

Mrs. Jerry Chaufee has also resigned pending an expected addition to her family. A farewell party in her honor was held on August 28, at which time she was presented with a playpen by her fellow workers. **Miss Jeanette Murphy** of Bastrop, La., is our new Home Service Advisor, now.

Mr. and Mrs. Charles Nolan have returned from a vacation in Panama City, Florida. Yours truly must admit that except for the rain, Florida is a lovely place to visit.

Mr. and Mrs. Lester Gauthier and family spent a week vacationing in Holly Beach. Lester is a senior engineering assistant.

J. R. Peckham has just returned from a month's schooling at Georgia Tech. While there, Mr. Peckham was given the name of "The Ramblin Peck from Georgia Tech." He is Lafayette district superintendent.

Mr. and Mrs. Luther Gallet vacationed in Acapulco, Mexico, for two weeks, and had a lovely time. Luther is a serviceman first class.

A speedy recovery wish goes to **Henry Buckalew**, who will be out for quite some time after breaking his ankle. Buck is a serviceman.

Happy Birthday to **Sidney Ayo**, **Paul Dugas**, **Bernard Wiltz**, **Murphy Guidry** and **George Parton**, who celebrate their birthdays this month.

—By Cynthia Nolan



P. W. Vickery, mechanic's helper at Neches Station, was married Thursday, September 3, to **Barbara Sanders** in the Roberts Avenue Methodist Church. Mrs. Vickery plans to complete her studies at Lamar Tech.



Mrs. Hazel Johnson

Hazel Collins, senior stenographer at Neches Station in Beaumont, was married to **Dan Johnson** of Jacksonville, Texas, July 18, at the Calvary Baptist Church in Brownsboro, Texas. Mr. Johnson is a student at Lamar Tech.

—By Hazel Johnson

Imogene Poindexter of the Beaumont Records Department, made a tour of New Mexico, Colorado, Wyoming, Idaho, and Utah with friends from August 10 through August 17.

Some of the high points of her trip were: Seven Falls, Colorado; Denver, Cheyenne, Wyoming; the Teton National Park; Yellowstone National Park; a dip in the Great Salt Lake; a visit to the Mormon Cathedral in Salt Lake City, Utah; and many beautiful passes in the Rocky Mountain National Park.

Gulah "Dude" Marshall and the other six members of her family made a trip westward during the last week of July. The Marshalls fished at Feather Lake, Colorado; saw the Frontier Days celebration at Cheyenne, Wyoming; visited Denver and Colorado Springs; and toured the Rocky Mountain National Park.

Frances Linthicum of the Records Department and husband, **David**, made a week-end trip to Calion, Arkansas, from July 31 to August 2, to visit **Mr. and Mrs. Max Linthicum**. The town is centered on a lake—a real paradise for fishing, swimming and picknicking.

Ernest E. Figari, Jr., son of **E. E. Figari** of the Beaumont Production Department, has been named a distinguished student at Texas A & M for the spring semester.



"Happy Birthday, Jack!" chorused friends of **Mr. Reich**, system production manager, Beaumont, at his birthday party, August 25. Well-wishers are, **Dora Brockett**, **Lola Martin**, **Gwen Thompson** and **Naomi Hayes**. Although now retired, **Mrs. Martin** hasn't missed one of **Mr. Reich's** parties for 10 years.

Betty Welch of the Construction Budget Department, her mother, and grandmother, toured Florida in August. These three tourists made their trip in **Betty's** small Metropolitan.

While on tour, they saw Cypress Gardens in Winter Haven; Bellingraph Gardens in Mobile, Alabama; the Skyway Bridge; Daytona Beach; the Ringling Brothers Home (their winter headquarters) in Sarasota; the oldest house in St. Augustine; Tallahassee; and the Gulfarium at Fort Walton Beach.

A fun-filled vacation was on the docket for **Mary Lou Whitworth** of the Records Department, **Mary Crow** of the Accounting Department, and **Ruth Mueller** of the Procedures Department, from July 19 through July 24. The girls toured Biloxi, Mississippi, and Mobile, Alabama. Returning home, they visited the GSU building in Baton Rouge.

Mr. and Mrs. H. C. Davidson made a trip to Ridgecrest, North Carolina, from August 1 through August 15. Mr. Davidson is in the Construction Budget Department. While there, Mrs. Davidson attended the Baptist W.M.U. Conference. They were joined by their daughter who is now in Petersburg, Virginia, where her husband is in the service. On their return trip, the Davidsons toured the Smoky Mountains.

—By Frances Linthicum

Anyone for Shuffleboard? If so, and if you want to play with a champion, see **P. G. Simon**, in the Beaumont Systems and Procedures Department. While on a deep-sea fishing trip at Orange Beach, Alabama, Mr. Simon



BIG WINNERS in the Spindletop Summer Bowling League in Beaumont, are (back row) **Gene Mullin**, **Bobo Faggard**, **Bennie Lott**; (front row) **Clayton Arnold**, **Ken Londers** and **Joe Fontana**.

won the shuffleboard championship after winning 10 games. His prize was an electric frypan, so congratulations, Champ!

The Systems and Procedures Department has a new employee—**Carter G. Davis**. He was transferred to this department from the Machine Accounting section.

—By Ruth Mueller

Jubilant, exhilarated, etc. are words which might begin to describe **Joe Fontana**, **Ken Londers**, **Bobo Faggard**, **Gene Mullen**, **Benny Lott**, and **Clayton Arnold**, bowling under the Faggard's Store banner, as they won the summer championship of the Spindletop Bowling League in Beaumont, with a record of 37 points won, 15 points lost. Only two points separated the top four teams and the championship was in doubt until the last pin in the final game. Talk about pressure! Congratulations fellows! See picture.

Newest member of the Stenographic Department is **Barbara Lovoi**. She is the sister of former Gulf Stater **Laura Weber Cook** and is a graduate of Thomas Jefferson High School in Port Arthur. She also attended Lamar Tech. Her husband, **Joe**, is associated in business with his father at Lovoi's Pharmacy.

Quip of the week belongs to **J. B. Coltharp**, system operations manager. It all came about because **N. C. Spencer**, superintendent of electrical and civil engineering, became the latest member of the rapidly growing organization: T.O.T.E.C. (Trapped on the Elevator Club). While Mr. Spencer was patiently enduring his initiation, Mr. Coltharp took the opportunity to harpoon his waiting victim. "Fritz," he said, "how about starting your vacation—effective right now?"

Beaumont telephone operators recently honored **Mildred Richardson** by electing her President of the PBX Club of Beaumont. Our congratulations, Millie!

Carol Summerlin of the Beaumont Duplicating Department was welcomed back on the job after an extended illness.

Colorado is just the spot for a June vacation. So say **Zoe Withers** and **Gloria Bishop**, who were there, but not together. Zoe and her husband were accompanied by 13 Deweyville High School seniors while Gloria and her spouse took in the sights with just each other for company.

Tenth floor employees will miss three friends who departed during August: **Carolyn Murphy**, **Joyce Marks**, and **Joann Townsend**. Carolyn, who had charge of the mail room, was given a baby shower by her friends in lieu of a going-away party. Also commemorating their departures with baby showers were Joyce, senior stenographer, and Joann, stenographer. Joann will join her husband in Waco. He recently completed an industrial course at Lamar Tech.

Helen Head gives her endorsement of Arkansas as a vacationland after spending a week there recently with her children and her mother.

—By *Ward McCurtain*

In the Customer Accounting-Billing Department...

Sally Dowden toured Los Angeles and San Francisco with great ease, only to return to Houston, Texas, to get lost. Sally's only complaint—"I just didn't have enough time to see everything."

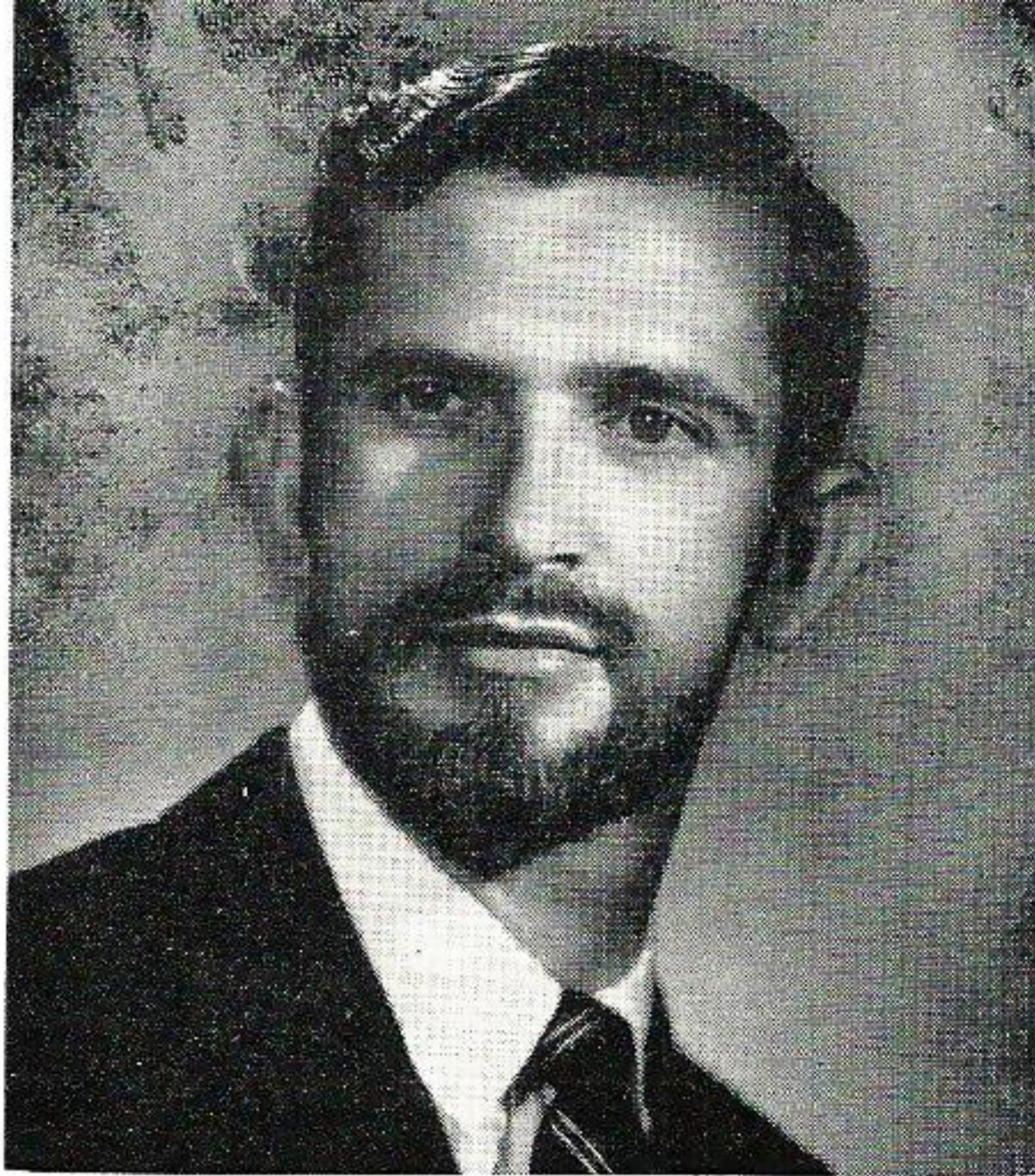
Jean Lambert, bride-elect of **Freddie Spitznagle**, both of the Accounting Department, was honored with a bridal shower August 31 by **Bonnie Harton** and **Sybil Shakour**.

Mary Jo Smith, bride-elect of **Jimmy Jackson**, of Beaumont, was honored with a bridal shower August 20 by **Linda Richardson**, **Jane Stuart** and **Lucy Hilton**.

Clara Lackey was honored with a pink and blue shower given by **Billie Cherry** and **Novelene Harrington**.

Congratulations to **Linda Richardson**, IBM Billing, and **Patrick Martin** on their engagement. Pat is employed at Jefferson Chemical.

Welcome to **Virginia Ruth Woods**, a recent addition to the Billing Department. Ruth is the wife of **Joe T. Woods** in Engineering Relay Department.



Anthony Ristoff

Appearing for the second year in the Oregon Shakespearean Festival in Ashland Oregon, is Anthony Ristoff, son of Mrs. Sibbie Ristoff, storeroom clerk, Beaumont, Service Center.

Mr. Ristoff will be seen in all four of the plays being produced at the Festival this season. He will play the part of Peter of Pomfert in "King John", as Froth in "Measure for Measure", and Menecrates in "Anthony and Cleopatra". He will also dance in the special Masque being performed with each presentation of "Twelfth Night" on the occasion of Oregon's Centennial.

Now a resident of New York, Mr. Ristoff began his acting career in Community Players productions in Beaumont. He is a graduate of the University of Texas, where he appeared in a number of dramatic presentations. He has played in Shakespearean roles in New York and Philadelphia.

Beryl Ann Barnett is leaving Beaumont to move to Dallas September 11. Her husband was transferred there; he's with Southern State Steel Co. We'll miss Beryl but hope she enjoys living in Dallas.

Edaleen Bean visited Yellowstone National Park—just before the earthquake caused so much damage there. She returned to Texas via Salt Lake City.

—By *Tommie Byrd*

ORANGE

Beth Toney, Accounting; **Stan Le-Bouef**, Engineering; **J. O. McCune** and **Walter House**, Sales, recently vacationed around home. **Joe Snider**, Service, and his family visited in Missouri.

Ruby Cooper, customers clerk, is doing nicely after recent surgery. **Mrs. John E. Prejean** has been critically



A group of Lake Charles Gulf Staters, bowling under the Sonnier Electric Company banner, walked off with top honors in the Men's Industrial League. Team members shown in the picture above are Ed Farlow, holding the trophy that the team purchased for their sponsor, Bob Guidry, Hubert Landry, Luther Risher, Carol Foreman and Slim Larkin.

ill for several weeks after a heart attack. She has improved and is resting well in Baptist Hospital in Beaumont where she will remain for some time. We sincerely wish Juanita a speedy recovery. Her husband is storekeeper in Orange.

J. S. Rougeau, service foreman is working again after several days in Orange Memorial Hospital. Glad to see you back!

Tom Charlton and **Betty Jaynes** were married August 16 at First Baptist Church in Valley Mills, Texas. They are now at home in Austin where Betty will teach and Tom will take graduate work at the University of Texas. Tom is the son of **Mr. and Mrs. "Doc" Charlton**.

Helen House, daughter of **Mr. and Mrs. Walter House**, has returned to Baton Rouge to participate in Rush Week before beginning her junior year at L.S.U. We enjoyed having Helen work with us this past summer.

We didn't realize how much rain had fallen this summer until "**Buck**" **Wingard** found a toadstool six inches high growing in the back seat of his company car. Several of us saw that but we have to take his word for the next thing that happened. **Buck, J. O. McCune** and their wives, went fishing at the Jetties. **Buck** pulled his car up to a little store after launching the boat. He went inside the store for a few minutes and when he came out, a chicken flew out of his car. That's when he discovered the egg in the back seat. The owner said that 'golden' chicken just laid eggs anywhere.

—By *Reba Willey*



You write the checks
for "public power"
—in taxes

If you're like most folks, you sit down once or twice a month and write checks to pay your bills.

Maybe you didn't realize it but you and all other federal taxpayers are writing a check for federally-owned "public power" systems—systems that every taxpayer supports but which serve relatively few people.

You and other Americans have already been taxed \$5,500,000,000 for "public power." Texas and Louisiana's share to date totals over \$300,000,000. And "public power" boosters are after \$10,000,000,000 more to put the federal government deeper and deeper into *our* business, the electric utility business.

This sort of thing goes on because most people don't know they are writing the checks to pay for it when they pay their federal taxes. When enough people understand, you can be sure something will be done to halt this unnecessary tax spending.



Wheels of Death

This is not a pretty picture. It is a picture that rouses strong emotions against the wasteful and tragic aftereffects of a too-common occurrence, a traffic accident. This dramatic spot news photo of a nine-year-old boy lying dead in a street alongside his crumpled racer won the 1959 Pulitzer

Prize for Minneapolis Star photographer William Seaman. No one likes to look at ugly pictures like this. But if enough people — parents, drivers and pedestrians—are encouraged by this to thin safety at all times, it is well worth publishing. So be appalled, but also be careful.

BACK THE ATTACK AGAINST TRAFFIC ACCIDENTS