

Plain Talks

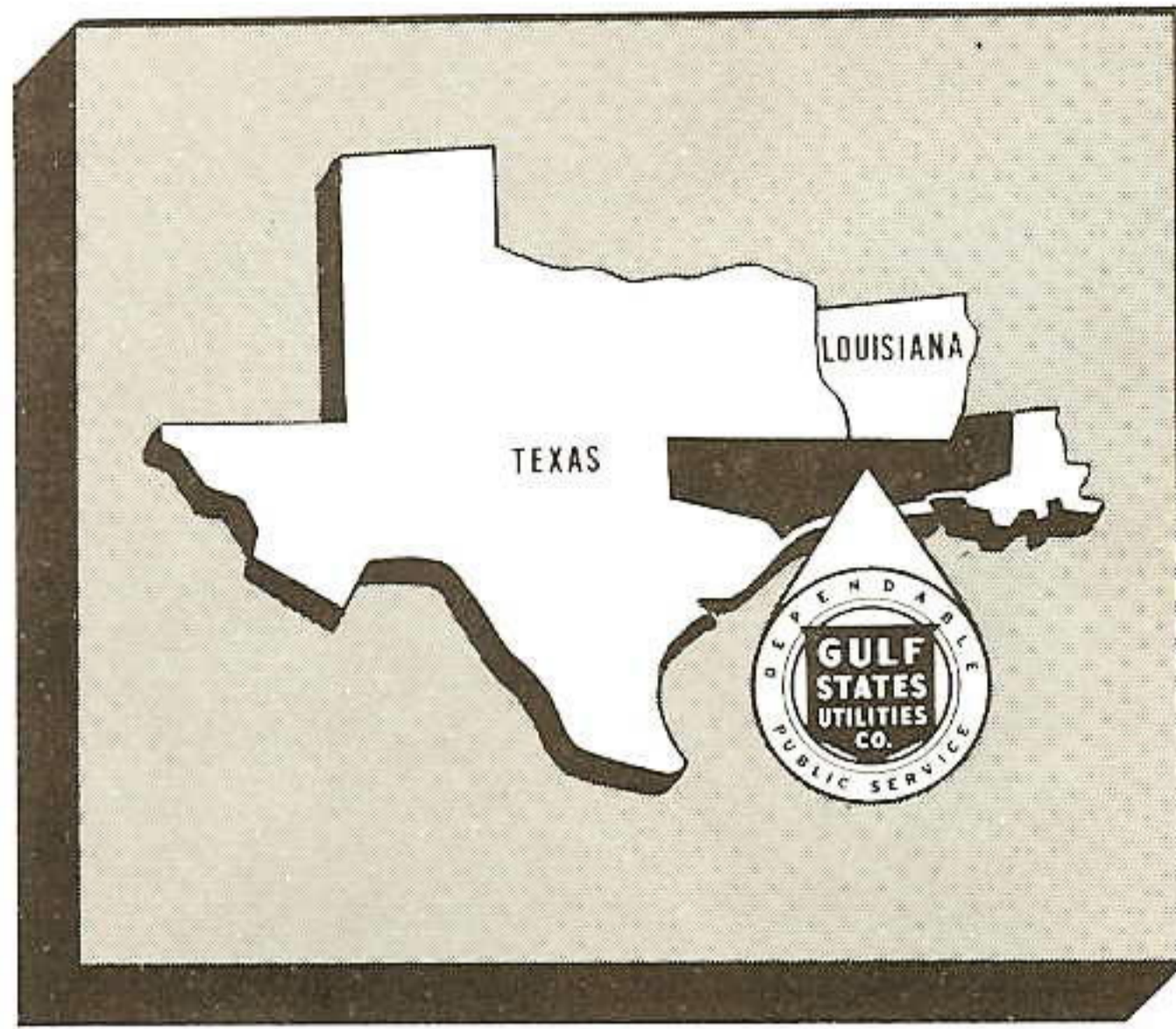
5- Picture of Leonora Masterson
11- Jim Moss

GULF STATES UTILITIES COMPANY
OCTOBER, 1963



IN THIS ISSUE:

- Cindy, the Hesitant Hurricane
- Beverly Stark Sells Electric Homemaking
- A Visit to Our Balanced Farms



Plain Talks

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.

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OUR COVER



THE TV advertisements you are viewing this month and next were especially filmed in the studios of Beaumont's KFDM-TV to give a local look to the our "Flameless Special" electric range and dryer selling campaign during October and November. Going over the script for one of the range commercials are: left to right, Jim Turner, supervisor of advertising, Beaumont; Bob McManus, production manager, KFDM-TV; Beverly Stark, national television personality who often appears in our radio and TV advertising; and Herschel Campbell, commercial artist in System Advertising, Beaumont.

CHEAP ELECTRICITY?

LET'S READ BETWEEN

THE LINES!

ELECTRICITY is a commodity of great use to people, but it has no known use where people aren't. Despite the need for less Federal spending, which the Administration acknowledges, some people in Washington are pushing our Government to consider two mammoth schemes to generate current where hardly anybody is.

One plan is to build the largest dam in the Western hemisphere at Rampart, Alaska, creating a body of water as large as Lake Erie, and generate 20 times as much electricity as is used in all of Alaska today. The job would take almost 20 years, and would cost every man, woman and child in the U. S. more than \$20 in taxes.

"Cheap" electricity (paid for by all taxpayers) would be available in Alaska, and with it the state hopes to lure industry. Unfortunately, electric bills are a small part of the cost of operating an industry, and shipping costs to mass markets alone would be enough to gobble up any saving. And Alaska also offers the disadvantage of high labor costs, due to the high cost of living in an area which must haul in by sea nearly everything it uses.

The lake undoubtedly would be pretty and a joy to the few people who could afford the time and money to reach it, but for U. S. taxpayers it would be a largely frozen asset.

The other power plan under consideration is the old Passamaquoddy idea. Miles and miles of dams across the Bay of Fundy on the Maine coast would produce a great surge of electricity now and then, and trickle of it between times. Presumably, this would be wired to the Boston area for sale, but Boston has all the electricity it needs now. There is no practical way to use all 'Quoddy's output near the generating site. This, too, would drain more than a billion dollars in taxes from Americans everywhere.

This nation has enough natural gas, oil, lignite and coal to produce all the electricity anyone needs now, and atomic generation of power is becoming steadily more economical. Both methods produce the current where it is needed without requiring long transmission lines.

If our leaders aren't kidding us when they promise economy, junking these projects would be a sound way to prove their good faith.



FOR YOUR INFORMATION

REA WARNED ON LOANING POLICIES

THE Senate, approving a mammoth agriculture appropriation, warned the Rural Electrification Administration to stick to its traditional job of providing power to remote areas and quit helping to build ski slopes.

In an unusual public spanking of a Federal agency, the Senate told the REA it shouldn't have provided a \$110,000 loan to a Huntingdon, Pa., electric cooperative to help build a seven-slope ski resort. Even such REA supporters as Sen. Humphrey (D.,

Minn.) said the agency should consider itself "on notice" not to make any more loans that would "stretch and distort" the intent of the 1936 legislation that set up the REA to lend money for rural electrical development.

Wouldn't it be a good idea if Congress got out the big paddle oftener and did a lot more public spanking? This type of action would help cut out a lot of non-essential spending by all government agencies.

without good reason, it is unfair to your associates (and yourself) to be a Missing Person.

THE MISSING PERSON

"I'll be with you in spirit," said the Missing Person, explaining that he couldn't make it to work. "Though not in the flesh."

This is fine as sentiment, but not of much help in the operation of a electric utility.

Every GSUer's job is important. If it weren't, it would not have been created in the first place. Perhaps some of us don't give much thought to the effect of absence on our fellow-workers and our Company.

Someone else has to do the absent one's work, which means an extra burden, time out from his own job. Either that or the work doesn't get done—which is worse.

Of course there are times when illness or emergency makes it impossible to avoid absence from your job. But

COMRADE— WE DON'T HAVE A CURTAIN

A Communist Party organizer wrote this despairing note to his Kremlin bosses:

"It is becoming increasingly difficult to reach downtrodden American masses.

"In the spring, they are forever polishing their shiny new cars.

"In the summer, they take vacations.

"In the fall, they flock to baseball and football games.

"And in the winter, I can't get them to leave their warm, cozy homes and TV sets to hear my lectures.

"How can I make these slaves of Capitalism see how oppressed they are?"

DEPENDS ON HOW YOU LOOK AT IT

AN American newsman was having a discussion with his communist counterpart. "As I understand it," said the American, "the basic idea of communism is to divide everything with your neighbor."

"Not quite," corrected the Red reporter. "The basic idea of communism is to make your neighbor divide everything with you!"



*Winds strike beach and Anahuac areas
while rains flood Port Arthur - Beaumont
area as . . .*

Hurricane Cindy Visits Service Area

THERE isn't such a thing as a friendly hurricane.

But the windy miss named Cindy that slammed into our Company's territory from the Gulf last month won't be remembered as anything more than a mild blow—as hurricanes go.

The season's third hurricane blew up in a hurry, which proved a blessing to residents along the upper Texas coast. Quickie Cindy didn't have time to build up to dangerous and violent proportions and when she blew ashore at High Island, Texas—less than 24 hours after she had been reported—her highest winds barely exceeded 80 miles per hour.

Nevertheless, she still had enough punch to cause some power interruptions that follow high winds and rain.

Our Company's service centers at Beaumont and Port Arthur were alerted about noon on Monday, September 16, at which time the customary disaster plans were pressed into effect. Cindy was bearing down on Port Arthur until she veered off to the west toward High Island shortly before coming inland. She hit land at about 7 a.m. Tuesday, September 17, and moved slowly on up through the Anahuac area later in the morning.

James W. Atkins, Jr., operating superintendent, Beaumont, and Earl White, operating superintendent, Port Arthur, reported most of the trouble in their respective divisions was minor.

Beaumont Division's only serious outage came in the beach area when a line between High Island and Stowell broke. Other than that, even the beach area that felt the full wrath of Cindy's elements escaped with only minor trouble.

Mr. Atkins said the biggest headache in Beaumont came from fighting high water that resulted from the 16 inch rains. Service trucks making calls on the scattered trouble areas were drowning out at an alarming clip.

Mr. White reported no transmission trouble in Port Arthur during the blow. Distribution trouble caused by the high winds kept that division's forces working in the field for 48 hours.

"We were able to stay up with the storm as it progressed," Mr. White said, "and we didn't have to call for help from outside the division."

F. W. Merrill, operating superintendent, Lake Charles, said his division was spared completely from the hurricane, pointing out that all they saw of Cindy was "some much needed rain."



TROUBLE SPOT IN HURRICANE. Our Company's linemen were caught braving 75-mile per hour wind and rain here as they go about restoring service in Cindy's wake several miles south of Anahuac.





BATTLE STRONG WINDS. A couple of T&D employees are buffeted around by gusts of wind and rain as Hurricane Cindy passes over the Anahuac area, which along with the Bolivar Peninsular beach area felt the full force of the 75 to 80 mile winds.



CATTLE DRIVE IN HURRICANE. The Plain Talks camera caught this cattle drive shortly before Cindy rolled into this area just north of High Island. Actually, this rancher was moving his cattle to higher ground to escape flooding of the low ground.



BRAVEST FISHERMEN IN WORLD? Maybe not but the three young fishermen seen near the end of this pier at High Island might come close. The Plain Talks camera found the three fishing for red fish as Cindy slammed into High Island. About 30 feet of the pier had already been blown away. They were rewarded by three "bull reds," with the smallest scaling 25 pounds.

OUR BIGGEST TROUBLEMAKER. High water like this proved one of our Company's biggest headache in Beaumont during the storm, reported James Atkins, operating superintendent, Beaumont. Service crews making calls had their vehicles drowned out in many instances, which in turn necessitated numerous wrecker calls. Upwards of 2,000 homes in Beaumont suffered water damage.

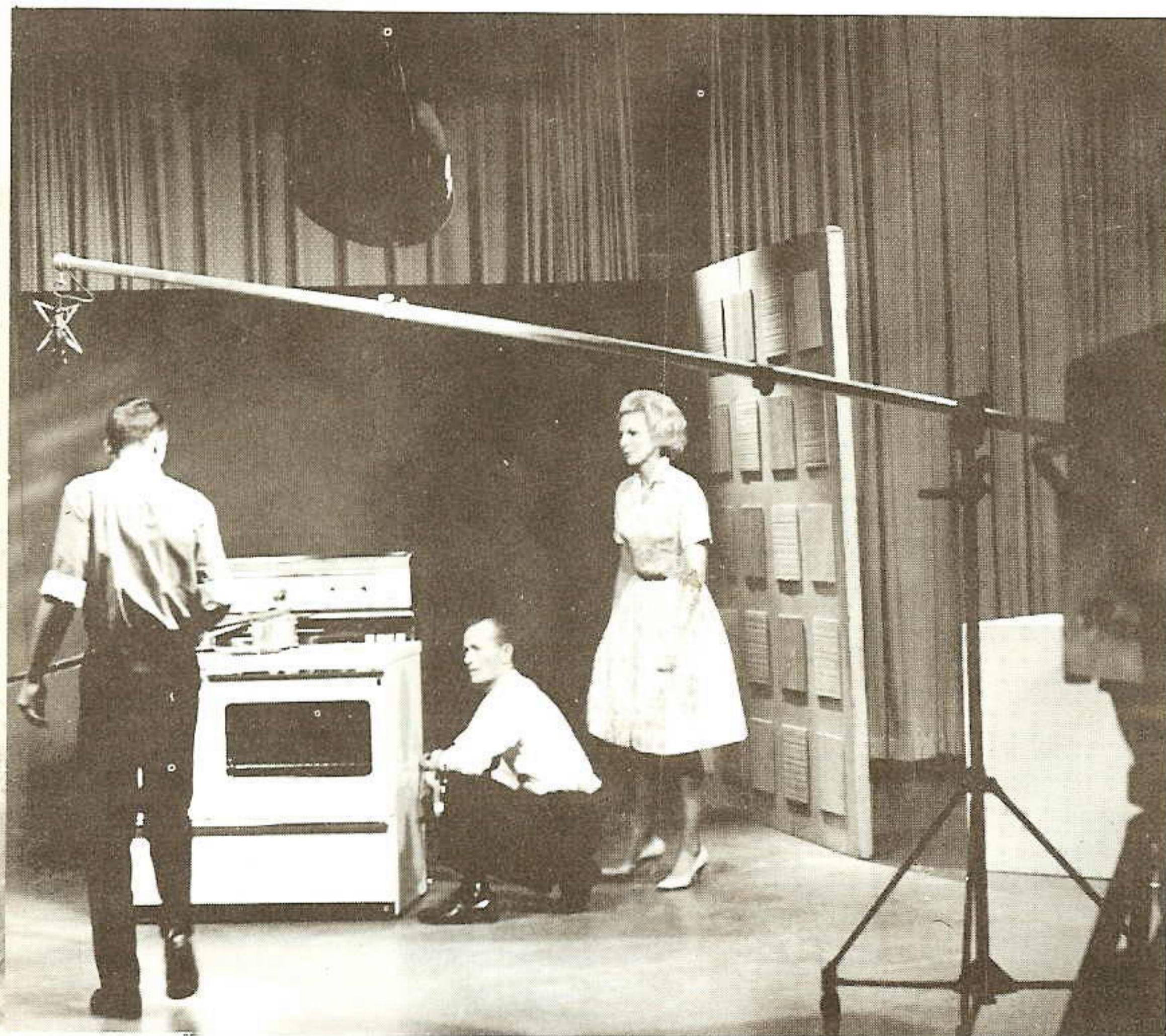


ANOTHER ONE GOES DOWN. Another of our Company's transmission poles bows to Cindy's forces just east of Anahuac. Scenes like this were repeated several times as the storm moved inland Tuesday, September 17.



Beverly Stark, Spokeswoman for Electric Industry

*. . . visits Beaumont
to make commercials
for "Flameless Special"
sales campaign*



MAKING TELEVISION COMMERCIAL. Beverly Stark, below, a television performer who not only helps our Company sell electrical appliances but also lives better electrically in her Medallion Home, appears on one of the electric range commercials being used on area television during October-November. In the picture above, Mrs. Stark is being cued for a shot by Tom Hall, cameraman at KFDM-TV, Herschel Campbell, commercial artist in Advertising, and Larry Farley, residential advertising writer. At the left, Mrs. Stark stands by while Mr. Hall and Bob McManus, production manager, KFDM-TV, discuss techniques to be used in shooting a scene.





T. V. PERSONALITY VISITS BEAUMONT. Beverly Stark, second from left, the lovely blonde housewife in our television advertising, was invited by our Advertising Department to come to Beaumont last month and make a group of localized commercials which thousands of viewers are seeing throughout the area we serve during the

current electric dryer-range sales campaign, the "Flameless Special." On hand to greet Mrs. Stark were, left to right: R. A. McAlpine, superintendent of sales, Beaumont Division; E. L. Robinson, vice president and general sales manager; Leonora O'Neal, home service director; and K. E. Sutton, advertising director.

"HELLO, I'm Beverly Stark for Gulf States Utilities Company."

We have all seen and heard Beverly Stark as she appears in our television and radio advertising. Recently some Gulf Staters had the privilege of seeing and hearing Beverly in person as she visited Beaumont to help produce the TV advertising now being seen throughout our service area during the October - November "Flameless Special" sales campaign.

The TV commercials our Company is using during the two-month electric range and clothes dryer sales campaign were made in the studios of Beaumont's KFDM-TV to better localize the campaign to our area.

Beverly is an excellent example of what electrical living has done to give today's housewife more freedom than ever before enjoyed by homemakers. Bev is married to Richard P. Stark, a real estate executive, and has two children, Shelly and Randy. Her marriage, plus her busy schedule as a TV performer, make her even more appreciative of her electric helpers which enable her to do a fine job

of both. Her appeal and believability to the home-making audience is certainly a direct result of her skill in living this dual role of homemaker and TV personality.

Because she lives in a Medallion Home and does all of her own homemaking and entertaining with the help of electricity, Beverly is able to bring real enthusiasm for total electric living to her television and radio messages.

Beverly has had eight years experience in TV and she has done dramatic serials on Chicago and Milwaukee radio since she was fourteen. A speech major at the University of Wisconsin, she belonged to the national speech sorority. While at the university she appeared with the WHA players and the Wisconsin Players as well as in summer stock.

When the announcer says "Here's Beverly Stark with a Gulf States Flameless Special," you'll know that one of the most wholesome personalities in television is on your local TV station telling our customers of the many advantages of total electric living.



PRIZE WINNING FARM. This is the spacious, comfortable home of the Lucien Vidrines of Fenton, Louisiana. Containing some 2,500 square feet of living area, the home is centrally air conditioned by a five-ton unit. This is one of two farms on our lines which was awarded the Balanced Farm and Home plaque this year by the Jennings Association of Commerce.

Winners of Jennings Association of Commerce

Balanced Farm-Home Award find that . . .

Electricity Plays Economical Role In Today's Successful Farm Living

WHEN you hear of the farm now days it's mostly in terms of how rapid it is being vacated in favor of life in the city. Figures are forthcoming regularly to back up the talk.

Perhaps too little is being said about the many farmers who are determined to "stay on the land and work the soil." People like the Ralph Hayeses and Lucien Vidrines.

The Hayeses and Vidrines, both of whom reside in our service area (Jefferson Davis Parish, Louisiana, are living proof that the farm is here to stay regardless of the mounting number who migrate to the city each year. Located in Louisiana's "Rice Belt," the two families enjoy all the comforts of home plus the advantages of country living.

Mixes Rice Farming With Cattle Raising

Mr. Vidrine has over 900 acres on his spread just west of Fenton, with about 300 of that in rice. Cattle graze on the remainder. The Vidrines reside

in a beautiful all-electric home featuring 2,500 square feet of living area. One of the highlights is their eye-catching oriental ash paneled kitchen and den.

Hayes Owns Two Farms.

Mr. Hayes owns a couple of farms in the Rice Belt area, one a 220 acre



farm southwest of Welsh and the other a 320 acre farm to the north. Most of both are in rice but the Hayes also have about 300 head of cattle.

Both families might choose to argue with those who say there's no opportunity left on the farm. They've proved otherwise through the years.

Balanced Farm and Home Award Winners

And both received token rewards for their efforts earlier this year in the form of the annual Balanced Farm and Home Awards sponsored by the Jennings Association of Commerce.

The awards are based on several things, including how the farmers take part in community activities, how they rotate their crops, how they take care of their farm in general and how they have progressed over the years.

Electricity Plays Big Part In Modern Farm Living

Modern usage of electricity plays no small part in the lives of both the Vidrines and Hayes and our Company is proud to serve such progressive people in our rural areas.

The Hayes, for example, have two electric water heaters, two window air conditioning units, a washer and dryer, refrigerator, freezer and use electricity for several miscellaneous items around the farm. It sounds like a real load but Mr. Hayes has found out otherwise. He points to last year's average electric bill of \$25 per month.

The Vidriens have an electric range, a washer and dryer, freezer, refrigerator and cool their spacious home with a five-ton control air conditioning unit. They also use electricity around the farm.

And like the Hayes, they've found it very economical. Their average bill last year was \$26 per month.

DOWN ON THE FARM. Our Company's Martin Wagnon, sales representative, Jennings, shown below, stands in front of the gracious Ralph Hayes home which represents country living at its finest. Mrs. Hayes and son, shown at left, relax in their beautifully-pannelled den.





"HOMEMAKERS HOLIDAY" SHOWING. Ladies from the Beaumont area enjoyed a fabulous two-day showing of "Homemakers Holiday" last month. The program featured "Every Day's a Holiday—When You Cook Electrically" by Mrs. Grace Brooks, "Cooking on Ice" by Miss

Lorna Moncrief, "As the World Turns—Electrically" by Mrs. Gwen Hansen, and "A Plan to Go" by Mrs. Thelma Carson. Here Miss Moncrief, left, learns all about electric laundering from Mrs. Hansen, in the skit "As the World Turns—Electrically."

In spite of a week's delay due to weather . . .

"Homemakers Holiday" Draws Large Crowds

A fretful woman came to town and forced a week's delay in the two-day showing of the latest all-new production of "Homemakers Holiday." Although she tried her best, Hurricane Cindy didn't succeed in cutting down the attendance. Some 2,500 Beaumont area ladies filled the Jefferson Theatre on September 24 and 25 for the 105-minute stage review.

The show was sponsored by our Company, the Enterprise Co., Downtown Beaumont Unlimited, and area electrical appliance dealers.

Valuable prizes, large and small—more than 40 of them—were awarded the ladies as door prizes. Two big prizes, a \$795 Hotpoint Hallmark electric range and a \$299 General Electric dryer, were the grand prizes presented by our Company, and area Hotpoint

and General Electric dealers. Mrs. Loyd J. Clement won the range and Mrs. Ben T. Ashford took home the dryer. Both ladies live in Beaumont.

The ladies were able to pick up many of the fine features of electric homemaking during the fast-paced, sparkling stage show with the organ music of Al Sacker, songs by Mickey Theall and Eugene Goza—"international" tunes such as "Around the World in 80 Days," "Sentimental Journey," and "Kansas City."

The magic of electrical cooking was presented by Mrs. Grace Brooks, home service advisor, Beaumont. She prepared mouth-watering dishes of foreign lands, using also the electric refrigerator.

Home-freezing of foods were demonstrated by Miss Lorna Moncrief, home

service advisor, Orange. Mrs. Gwen Hansen, home service advisor, Beaumont, did an informative and entertaining skit on home laundry. Mrs. Thelma Carson, home service advisor, Beaumont, presented an informative session on kitchen planning.

The program was co-ordinated by Joe DeJean, residential sales promotion supervisor, and Leonora O'Neal, home service director, Beaumont, and was under the direction of Ralph Spafford, supervisor of residential sales, Beaumont Division. Assisting with the program were all members of the Beaumont Division Sales.

The audience was treated to a look at the latest in fashions by a style show sponsored by the White House.



H. C. Hill, Jr.



Z. B. Jackson



C. C. Ford, Jr.

In Baton Rouge T&D . . .

Three Advanced to Foreman Positions

THREE linemen, first class, in the Baton Rouge T&D were recently promoted to utility foreman. Named to the new positions were Charles C. Ford, Jr., Harold C. Hill, Jr., and Zalvia B. Jackson.

C. C. Ford

Mr. Ford has been with our Company since July 16, 1951, when he was employed as a helper in the Baton Rouge T&D. He progressed through various line classifications to become a lineman, first class, in 1957.

A native of Liberty, Mississippi, he is married to the former Elsie Broussard of Port Vincent, Louisiana, and they have three children, C. C. III, Lynn, and Dale Arlene.

H. C. Hill, Jr.

Mr. Hill was employed by our Company since July 12, 1949, as a meter reader in Port Allen, Louisiana. In 1952 he was transferred to the T&D-Line as a helper. In 1955, he was transferred to the Service Department in Port Allen as a serviceman, third class. He was transferred to Baton Rouge in 1960 as a lineman, first class.

A native of Plaquemine, Louisiana, he attended LSU and served with the U.S. Navy for two years.

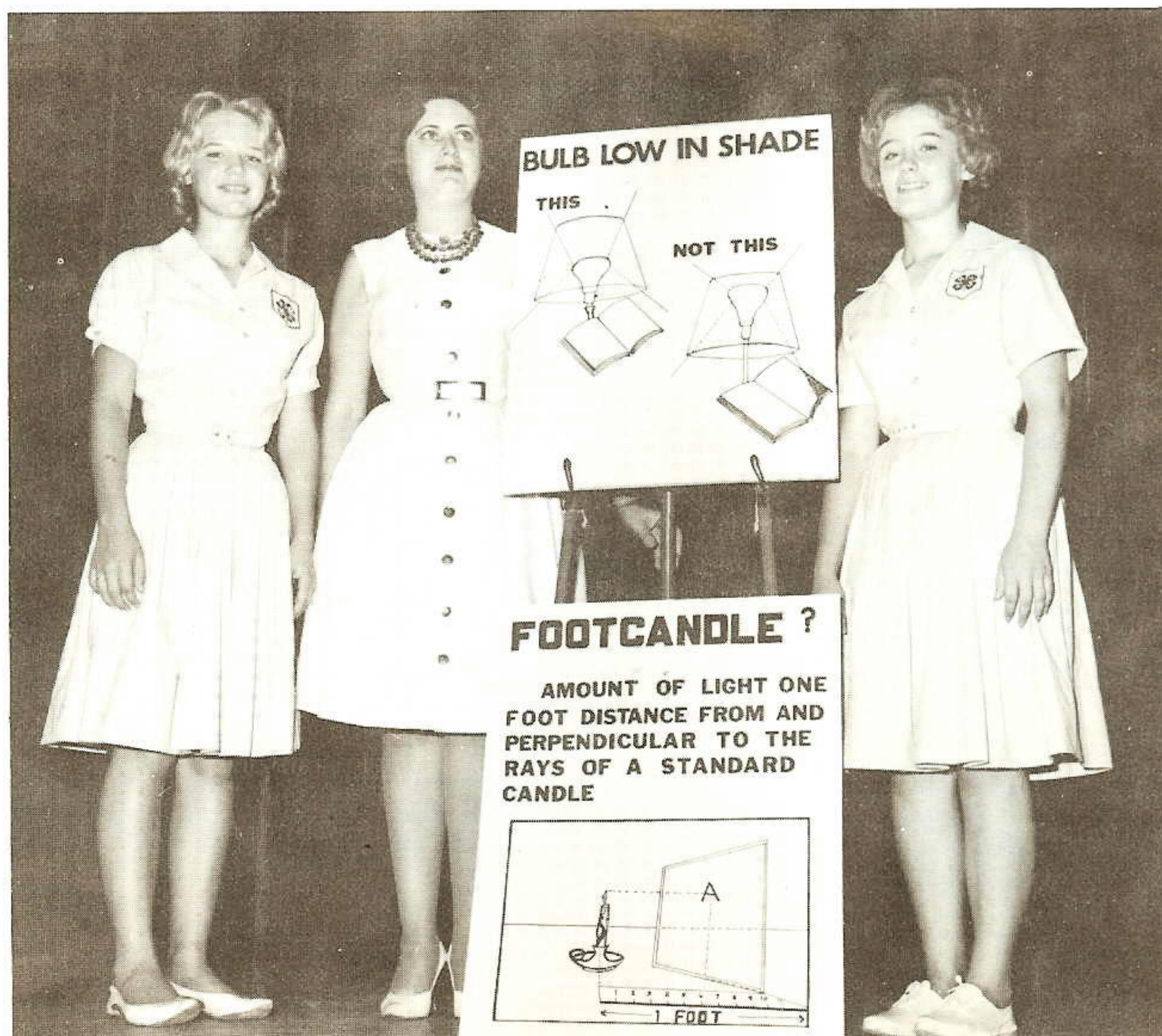
Z. B. Jackson

Mr. Jackson came to work in Baton Rouge on August 30, 1949, as a helper in the T&D. From 1951 to 1953, he was on leave for military service with the Army. Upon return he was re-assigned as an apprentice in the T&D-

Line. He served in various line and service classifications until promoted to serviceman, first class, in 1956. He has been a lineman, first class, since 1962.

A native of Denham Springs, Louisiana, he is married to the former Beverly Fryoux of Baton Rouge and has four children, June Louise, Burt, Doug and Nell.

SHOOTING FOR FIRST THIS YEAR. Sallye Guthrey, left, and Janice Brown, right, juniors at Lacassine (Louisiana) High School, pose beside their lighting demonstration that won second place in last Summer's annual Senior Division 4-H Club Demonstration Contests at Baton Rouge. They won trips to New Orleans. They will be shooting for first place next year, they claim. Shown with the youngsters is Miss Annie Giglio, associate home demonstration agent in Jefferson Davis Parish, who worked with Sallye and Janice in preparing their 16-minute show. Our Company's Malcolm Williams, industrial engineer, Lake Charles, also helped with the display.





C. W. Weems



G. R. Delaney



R. W. Matulik

In Lake Charles, Beaumont, Port Arthur . . .

Three Employees To Retire November 1

THREE employees will retire November 1 after more than 115 years of combined service to the electrical industry.

Coy Weems

Coy W. Weems, assistant general line foreman, Lake Charles T&D, will retire after more than 38 years in the Lake Charles Line Department. He began his electrical career on January 5, 1925, as lineman.

He served in various truckdriver and lineman positions until made a lineman, first class, in 1936. He was promoted to line foreman in 1946 and has been assistant general line foreman since 1957.

He is a native of Winder, Georgia, but was raised and educated in Stephenville, Texas. He and his wife, Mae, will continue to make their home at 614 West Claude Street in Lake Charles and plan to get in lots of fishing and ball game watching.

G. R. Delaney

Glenn R. Delaney, master repairman at Neches Station, came to work on December 23, 1923, in Beaumont. In 1926, he became a repairman at the newly built Neches Station. He served in various classifications until made repairman, first class, in 1944. He was promoted to master repairman in 1961.

Although born in Little Rock, Arkansas, he was educated in Beaumont.

Prior to coming to work in 1923 he was employed in various Beaumont industries.

He and his wife, Lucille, live at 3970 Steelton in Beaumont. Dr. Delaney is an ordained Baptist minister and has served as pastor at First Baptist Church at Port Bolivar, Texas, Sweet Home Church at Hankamer, Texas, and Bethany Baptist near Colmesneil, Texas. He is presently teaching the Men's Fellowship Class at Magnolia Ave. Baptist Church in Beaumont and is also missions leader in the brotherhood of the church.

R. W. Matulik

R. W. Matulik, serviceman, first

class, will retire after completing more than 37 in the Port Arthur T&D. He has been with our Company since February 9, 1926, when he came to work in Port Arthur as a helper. He was named lineman, first class, in 1947. In 1961, he was transferred to the Service Department in his present position.

A native of Temple, Texas, Mr. Matulik was a farmer before joining our Company. He is a member of the Knights of Columbus and the Holy Name Society. He and his wife, Anna, make their home at 4748 Clermont Ave., Groves, Texas. Their retirement plans include gardening and fishing and visits to their five children and ten grandchildren.



ATTEND FALL SALES KICK-OFF. Fifty Jennings area appliance dealers and their sales representatives attended the "kick-off" meeting for the October-November range and dryer campaign held at the Jeff Davis Country Club in Jennings on September 19. Charles Gary, left, supervisor of sales for the Lafayette District, was master of ceremonies, Joe DeJean, system supervisor of residential sales promotion, Beaumont, explained the sales program to the dealers, and B. J. McMaster, district superintendent, Jennings, gave the welcome address.



H. E. Mack



R. T. Kearney



Y. L. Hughes, Jr.

In Beaumont, Port Arthur, Lake Charles and Baton Rouge . . .

Moves Announced For Nine Engineers

TRANSFERS and promotions were made October 1 which affected nine engineers in Baton Rouge, Lake Charles, Port Arthur and Beaumont.

Howard E. Mack, division engineer in Port Arthur, was transferred to Lake Charles as division engineer for Lake Charles Division.

Y. L. Hughes, Jr., Baton Rouge T&D, was promoted from engineer to project engineer and was transferred to Beaumont as a member of the Beaumont Division Project Engineering Group in the System Engineering Department. He will report to A. M. Melancon, supervisor of project engineering.

R. T. Kearney, project engineer for Beaumont Division, has been transferred to Port Arthur and promoted to division engineer.

Melvin S. Cole, an engineer in System Construction-Budget, Beaumont, has been transferred to Beaumont T&D as an engineer.

E. C. Sperling, an engineer in Baton Rouge Project Group, has been transferred from Beaumont to Lake Charles to the position of engineer in the T&D.

J. E. Moss, engineer in the Beaumont T&D, was transferred to System Engineering Relay Group as an engineer. He will report to H. J. Sutton, superintendent of relaying and communications.

J. W. Conley, engineer in Lake Charles T&D, was transferred to Beau-

mont as an engineer in the Baton Rouge Division Project Group in System Engineering. He will report to G. W. Miller, project engineer for Baton Rouge Division.

A. M. Smith was transferred from the Beaumont T&D to the position of engineer in the Construction-Budget Department.

F. S. Roby has been transferred from System Engineering Relay Group to the Planning Section, System Engineering, as an engineer.

Howard Mack

Mr. Mack has been division engineer in Port Arthur since 1958. He has been with our Company since October, 1950, when he came to work in Beaumont as an engineer. In 1956, he was named project engineer for Beaumont Division.

He received his education at McNeese College in Lake Charles and Louisiana State University where he received a BS degree in electrical engineering in 1950.

Although born in Port Arthur, Mr. Mack was raised and attended school in Vinton, Louisiana. He is married to the former Delpha Fuselier, formerly an employee in System Engineering and System Sales, in Beaumont. They have one son, Jimmy.

Mr. Mack is presently serving as chairman of the Beaumont Section of

IEEE. He has been a member of this unit since 1951 and is a member of the Lutheran Church. He is a registered professional engineer in both Texas and Louisiana.

Y. L. Hughes, Jr.

Mr. Hughes came to work June 2, 1950, in Beaumont and in November, 1950, he was assigned to the Navasota T&D Engineering. A year later he was called to active duty with the U. S. Army. He returned in 1953 and was assigned to the Baton Rouge T&D Engineering. During the emergency that existed in 1961, Mr. Hughes was again called to active duty. This made the third time he had been on active duty, having served with the Army in 1946. Upon release from active duty in 1962 he returned to the Baton Rouge T&D.

Mr. Hughes is a native of Beaumont and is the son of the late Y. L. Hughes, Sr., who was supervisor of project engineering. He received his BS in electrical engineering from Mississippi State College in 1950 and has been working toward a master's degree at LSU.

Mr. Hughes is married and has two children, Dottie and Yerby, III.

Ray Kearney

Mr. Kearney has been project engineer for Beaumont Division since January of this year. Previous to that



F. S. Roby

he was application engineer in System Engineering. From 1954 to 1959 he was an engineer in Lake Charles Division. He has been with our Company since June, 1952.

Mr. Kearney holds a BS degree in electrical engineering from Auburn which he received in 1949. During the Korean Conflict he was a member of the Alabama National Guard and was called to active duty with the U. S. Army for 16 months.

He is a registered professional engineer in Texas and Louisiana and holds memberships in IEEE, Beaumont Chamber of Commerce and the YMBL.

A native of Mobile, Alabama, he is married to the former Betty Gunthorpe of Mobile. They have four children, Julie, Kathy, Thad and Claire.

F. S. Roby

Mr. Roby has been with our Company since October 18, 1956. He has been in System Engineering since December of that year.



J. E. Moss



M. S. Cole

A native of Mason, Tennessee, Mr. Roby attended the University of Tennessee Junior College and the University of Tennessee. He received his BS in electrical engineering from the University of Illinois in 1950.

Mr. Roby and his wife, Lucia, have six children, Mike, Halla Ann, John, Mary Lynn, Stanley, Jr., and Sam. He is a member of IEEE and assistant cubmaster for Cub Scout Pack 17 at French Elementary School. He served four years in the Navy during World War II.

Melvin Cole

Mr. Cole has been with our Company since January 1, 1957. Following his orientation program he was assigned to Engineering in July of 1957. He was named application engineer in 1960. Since 1962 he has been an engineer in Construction-Budget.

A native of DeRidder, Louisiana, he was graduated from LSU with a BS in civil engineering. He is presently



J. W. Conley



E. C. Sperling

working on a master's degree in engineering science at Lamar Tech.

Mr. Cole is a captain in the U. S. Air Force Reserve having served on active duty from 1952 to 1956. He is a registered professional engineer in both Texas and Louisiana.

He is married to the former Betty Jo Burns of Baton Rouge and they have three children, Anita, Melvin, Jr. and Rhonda.

E. C. Sperling

An employee of our Company since 1956, Mr. Sperling has been an engineer in various System Engineering sections since 1958. Shortly after coming to work he went on leave to the U. S. Army for two years.

Mr. Sperling was graduated from the University of Texas in 1956 with a BS degree in mechanical engineering. He is a registered professional engineer in Texas and a member of IEE. For the past three years he has been scoutmaster of Troop 214 at Northwood Christian Church in Beaumont.

(Continued on next page)



A. M. Smith

(Continued from page 11)

J. E. Moss

Mr. Moss came to work for our Company in June, 1958, following his graduation from LSU with a BS degree in electrical engineering. Following the completion of his orientation program he was assigned to the Beaumont Division T&D Engineering in November, 1958.

A native of Shreveport, Louisiana, Mr. Moss is married to the former Becky Warner of Shreveport and they have five children, Paula, Shawn, Laurie, Sarah and Patricia. He is presently serving as vice chairman of the board of stewards of Forest Park Methodist Church and is a registered professional engineer in Texas.

J. W. Conley

A native of Baton Rouge, Mr. Conley was graduated from LSU in 1958 with a BS in electrical engineering. He came to work in Beaumont on August



Miss Fonti

In Orange . . .

New Home Service Advisor Added

MISS ANN MARIE FONTI was recently employed as a home service advisor in Orange. She replaced Miss Lorna Moncrief who resigned and went to Germany to be married.

Miss Fonti is a native of Orleans Parish, Louisiana, and was graduated from St. Scholastica Academy at Covington, Louisiana, in 1959.

She entered the University of Southwestern Louisiana at Lafayette at that time and was graduated with a BS degree in home economics last spring. She was an assistant "house mother" while attending USL.

3, 1958. Following a six-month orientation program he was assigned as an engineer to the Lake Charles T&D Engineering.

Prior to attending LSU, he served in the U. S. Navy from 1950 to 1954. He is married to the former Mary Janney of Baton Rouge and they have three children, Cathy, Judy and John, Jr.

A. M. Smith

A graduate of Texas A&M, Mr. Smith came to work for our Company after receiving his BS in electrical engineering in 1959. In March, 1960, he was called to active duty with the U. S. Army. He returned from military leave in May, 1962, and was assigned to System Engineering. In August, 1962, he was transferred to the Beaumont T&D Engineering.

A native of Bryan, Texas, he is married to the former Beverly Finke of Bryan. They have three children, Jimmie, David and Robin. Mr. Smith holds a membership in AIEE.

In Beaumont . . .

Company Hosts Safety Exchange

LAST month our Company was host to more than 55 safety officials during the 27th semi-annual meeting of the Southwest Electric Safety Exchange in the Holiday Inn in Beaumont on September 19 and 20.

The delegates presented reports on all phases of safety operations in the electric industry. One of the outstanding features of the meeting was the special conference on how to stop shock resulting from injuries and contact with electricity. Also included on the program were reports and displays of new tools, equipment and training aids.

Those attending the meeting also prepared various exhibits showing how they use visual aids and movie films.

Chairman of the Board and President Morrison was the principle speaker at the evening banquet on the 19th. L. M. Welch, vice president for system operations, gave the welcoming address at the opening session of the meeting. Serving on the steering committee of SWESE is S. L. Stelly, safety and claims agent for Lake Charles Division.

Acting as hosts for our Company were F. W. Jones, system safety director, and C. P. Shirey, manager of safety and training.

She is the daughter of Mrs. Raymond Fonti of Covington.



A. C. Smythe, Jr.

For Beaumont Division . . .

Smythe Named Right-of-Way Man

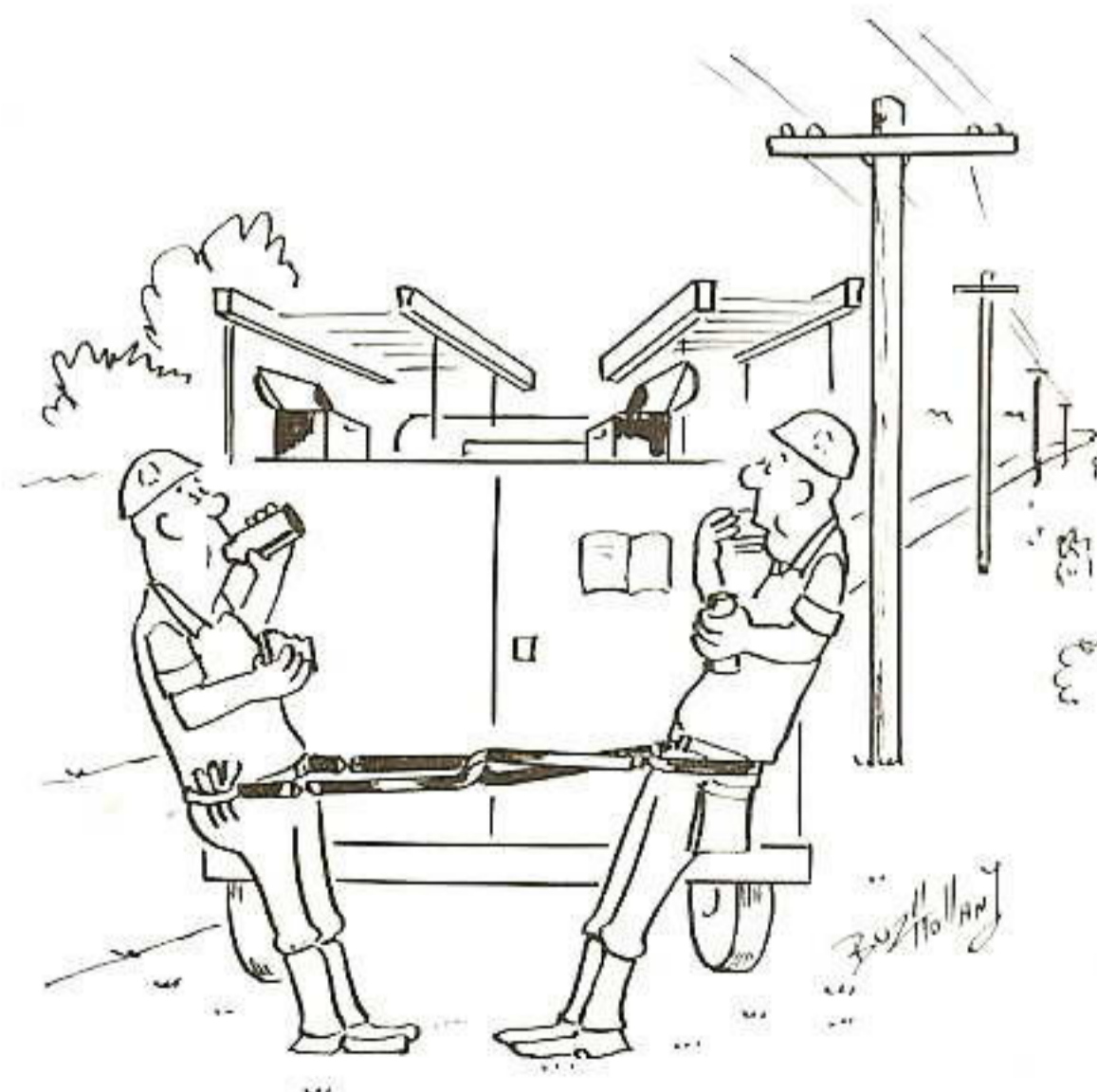
A. C. SMYTHE has been promoted to right-of-way man in Beaumont T&D, according to an announcement by Rex Lee, Beaumont Division manager.

Mr. Smythe replaces Holly Norman, who retired October 1.

Mr. Smythe came to work for our Company August 11, 1943, as a helper in Beaumont T&D. He became an engineering helper in 1945, and was promoted to an engineering assistant in 1946. He became a senior engineering assistant in 1953.

Mr. Smythe and his wife, the former Dorothy Stephens of Beaumont, reside at 9260 Broun in Beaumont with their two daughters, Janice and Judy. They are members of the First Baptist Church.

Mr. Smythe, a native of Beaumont, was graduated from Beaumont High School in May of 1942.



gulf staters in the news

Dugas on Tour Of East Coast

LIONEL DUGAS, system superintendent of commercial and industrial sales, Beaumont, joined 74 other East Texas business leaders Sept. 29 through Oct. 5 on the third annual East Texas Industrial Tour.

With a purpose of selling their area to top industrialists elsewhere, the touring East Texans departed by plane from Longview Sunday, Sept. 29, and spent the week visiting Boston, New York, Philadelphia, Baltimore, Washington and Hartford.

At each of the stops, except New York and Washington, the group hosted luncheons for leading businessmen in their respective area. Tour members were given time to make personal calls on prospects they developed along the way.

The group hosted a reception for the entire Texas Congressional delegation and other distinguished guests Friday, Oct. 4, while in Washington.

Sponsoring the annual tour was the Industrial Development Committee of the East Texas Chamber of Commerce.

Seeks Louisiana Legislature Seat

William J. "Dub" Goodwin, Jr., primary and special tester, Baton Rouge



W. J. Goodwin



GSU'ERS AT WORK. O. J. LeBlanc, in bucket, and J. D. Breaux, both of Jennings T&D, were caught by the Plain Talks camera while servicing one of our rural facilities in Louisiana. Our Company's crews make numerous checks and service calls daily to insure dependable electric power to rural customers.

T&D, recently announced his candidacy for member of the House of Representatives from West Baton Rouge Parish in the December 7 Democratic Primary.

Mr. Goodwin is presently serving a four-year term as alderman and mayor pro-tempore in the Village of Addis.

Herschel Mathews, supervisor of advertising production and records, Beaumont, has been elected vice president of the Advertising Club of Beaumont for the 1963-64 term.

Harriet Babin, home service advisor, Baton Rouge, was recently elected secretary-treasurer of the Baton Rouge Home Economic Association.

Designs CavOILcade Coronation Sets

WAYNE DUNHAM, Port Arthur T&D, was appointed, for the ninth time, to design the setting for the coronation ceremony during this year's CavOILcade held October 7 through 20.

Long associated with both CavOILcade and Port Arthur Little Theatre, he has planned and built sets ranging from the stark simplicity of a courtroom to scenes of Oriental splendor.

With this year's CavOILcade theme of the Dick Dowling centennial, Mr. Dunham's facile talent was focused on the charm of the Old South, with its magnificent ante-bellum homes.

Mr. Dunham has been doing stage work since he was a student at Thomas Jefferson High School in Port Arthur. Since 1947, he has designed and built more than 20 sets for Little Theatre, in addition to the previous eight coronation back grounds.

R. M. Knobloch, credit manager, Baton Rouge, has been elected to the Board of Directors of the Credit Bureau of Baton Rouge. The Credit Bureau offers a credit reference service and handles collections of delinquent accounts.

F. F. Johnson, division manager, and vice president, Lake Charles, has been elected to the board of directors of the Lake Charles Association of Commerce.

George Gilmore, district superintendent, Sulphur, has been elected to a three-year term as director of the West Calcasieu Association of Commerce.

Let's Read Our Mail



From Baton Rouge

Dear Sir:

I am not in the habit of writing "Thank You" notes to officials of a public utilities corporation, but this I must tell you.

Last Tuesday, at 2:35 p.m., we had a heavy lightning storm. Lightning struck one of your poles about 100 feet from my home. I immediately cut off all switches in the house, but flames kept running up and down the wires between two poles. I called your Gonzales office and the young lady said she would get in touch with the repair crew.

As I hung up the phone, my grandson informed me that a Gulf States truck was entering the driveway. I said it was impossible, it would take at least 30 or 40 minutes. But sure enough, there they were—two trucks! Within five minutes the wires were rendered harmless. In 15 minutes, the crew had replaced the broken insulators, and we had electricity within 18 minutes after the lightning struck. That's what I call making a hole in one, or throwing a steer six seconds after he leaves the chute.

How did it happen? Your men were cruising the old Jefferson Highway, saw the trouble even before they got the message from Gonzales.

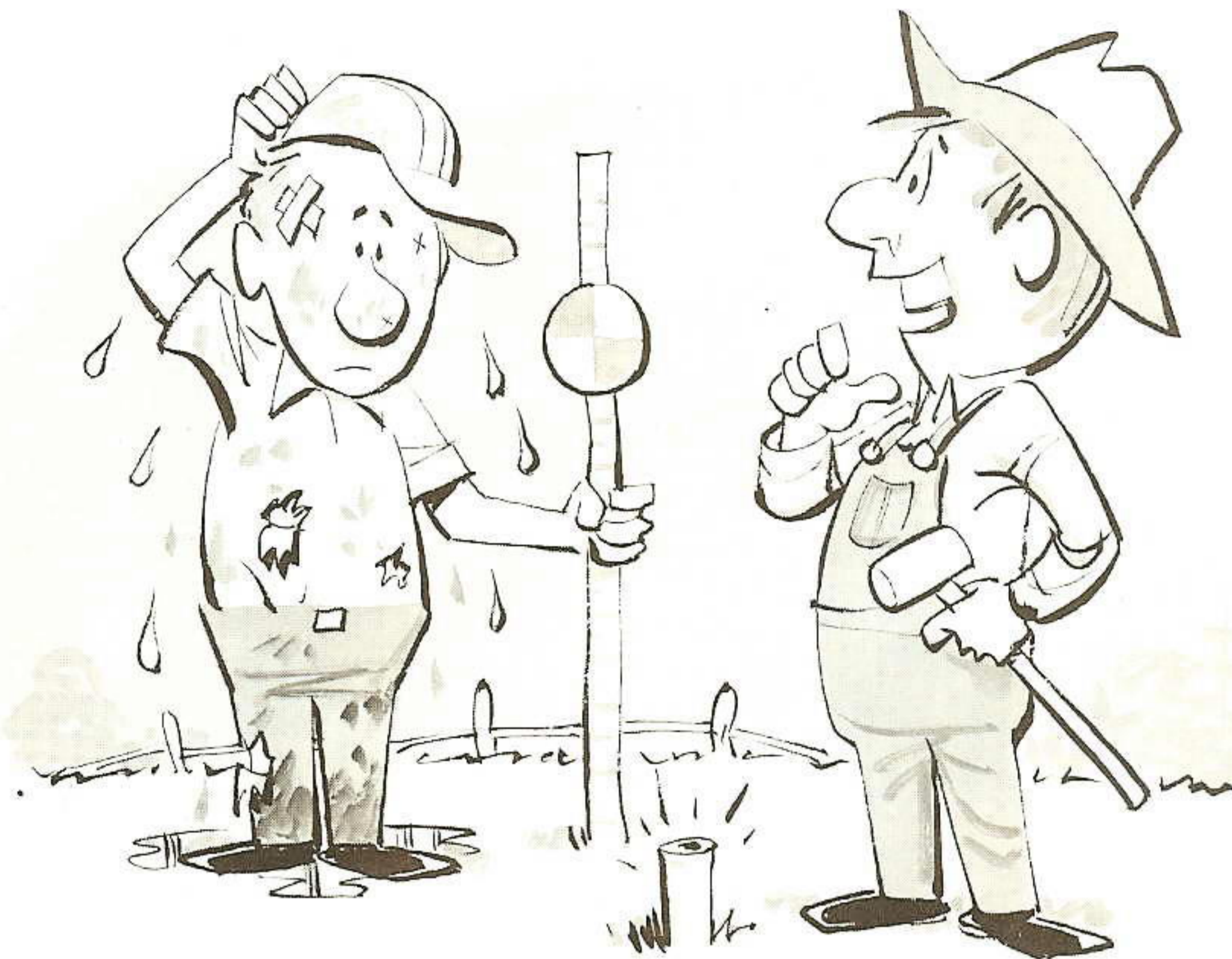
I know you always give good and quick service, but I don't think you will duplicate this feat very soon.

Yours very truly,
Bentley B. Mackay, Sr.
R. 6 Box 163
Baton Rouge

From KWKH, Shreveport, La.

Dear Mr. Sutton:

Yes, Sir, The Friendly Giant is carrying the Tigers and we're telling everybody about it—on the air—in the



Can You Beat This?

OUR Company's Right-of-Way Department encounters its share of headaches in dealing with the public. But that isn't always the case. Sometimes our R-O-W men have difficulties created by property owners wanting to be too cooperative.

For example, once near Baton Rouge our Company's surveyor was having difficulty finding property corners on a particular tract. His assignment was a tough one because of the land itself, which left much to be desired. While our surveyor searched hard and long for the property corners, the elderly man who owned this property looked on with awe.

Later, after the right-of-way had been acquired the same surveyor was flagging the right of way for clearing. He went in through the man's tract and on back into the woods early that morning. Late the same day, the crew emerged from the woods to find the man waiting for them. And there in the ground near the fence corner was the long-sought iron bar.

Much surprised and tired, the crew chief told the old man he couldn't figure out how he had missed the marker when he came through earlier in the day.

"Oh, you didn't miss it," cheerfully replied the man. "I put it there for you after you passed by this morning."

(G. R. Iles, Jr., right-of-way agent, Beaumont, told this story some months back in Department Head Meetings. Do you have any stories about amusing or unusual incidents about Company operations or customer relations? If so, how about sending them to PLAIN TALKS? We'll try to make this a monthly column.)

paper—and everywhere! We are proud to be a member of your team and attached is one way we're telling folks. There will be promotion about these big football features throughout the season.

When it is all over you will be seeing a complete brochure on how the whole job was done here at KWKH.

Cordially,
Jack Timmons

MOVED TO FLORIDA

Mr. and Mrs. J. B. Hodge, he's retired manager for Navasota Division, recently moved from Navasota to Florida. They are now making their home at 713 Riviera Ave., Sun City, Florida.

In Lafayette . . .

E. G. Rauschenberg, General Line Foreman, Dies Following Heart Attack

ERNEST G. "BULLY" RAUSCHENBERG, 60, general line foreman, Lafayette, died October 7 following a heart attack.

Mr. Rauschenberg, a native of Cameron, Texas, had been with our Company since December 28, 1921. He began his career as a helper in the Port Arthur T&D. He was made a trolley foreman in 1928 and a line foreman in 1939.

He was transferred from Port Arthur to Lafayette in 1948, at which time he was promoted to general line foreman.

Funeral services were held October 8 in the Delhomme Funeral Home in Lafayette.

He is survived by his wife, the former Dora Matson; a son, Milton Rauschenberg of New York; a daughter, Mrs. Bryon Begnaud; and two grandchildren.



E. G. Rauschenberg

Sympathy to:

P. J. Guelfi, staff engineer, Construction-Budget, Beaumont, on the death of his mother, Mrs. G. Guelfi, 82, of Galveston.



THRIFT PLAN

DURING September the Trustee of the Employee's Thrift Plan purchased the following stock with employee deductions and Company contributions through August:

1,312 shares of Common stock at a total cost of \$50,967.87 or an average cost per share of \$38.8475;

56 shares of \$4.40 Preferred stock at a total cost of \$5,612 or \$100.2143 per share;

\$22,938.94 were also deposited with the Savings Department of the First Security National Bank.

The above cost included all brokerage and commission fees.



SEEING OUR UNITED GIVERS FUND DOLLARS AT WORK. H. J. Desselles, left, Louisiana Station, and W. H. Tholborn, Baton Rouge T&D, get a first hand look at how some of the \$10,775.90 given by the Baton Rouge Division employees during the annual campaign last fall is put to work. In last year's drive 95.2 per cent of the Baton Rouge Gulf Staters gave to the Fund. Messers. Desselles and Tholborn are chairmen for this year's employees drive. Here they are visiting the Baton Rouge Association for Retarded Children, one of the 42 agencies in the United Givers Fund. This is just another one of the hundreds of year-round programs which health, welfare, character building and medical research agencies throughout our service area are able to conduct because you were well aware of your fellowman's needs and gave your **FAIR SHARE**.

Service Awards

TWENTY YEARS



W. F. O'Kelly
Production
Nelson Station

THIRTY YEARS



J. A. Ellis
Distribution
Baton Rouge

FORTY YEARS



F. J. Bello
Gas
Baton Rouge

TEN YEARS



D. J. Boullion
Distribution
Beaumont



P. B. Couvillon
Distribution
Baton Rouge



G. A. Hickman
Engineering
Beaumont



J. A. Kleinpeter
Gas
Baton Rouge



J. A. Locke
Distribution
Baton Rouge



F. C. Peel
Engineering
Beaumont



F. J. Percle
Distribution
Baton Rouge



R. J. Peters
Engineering
Beaumont



F. H. Saizon
Distribution
Baton Rouge

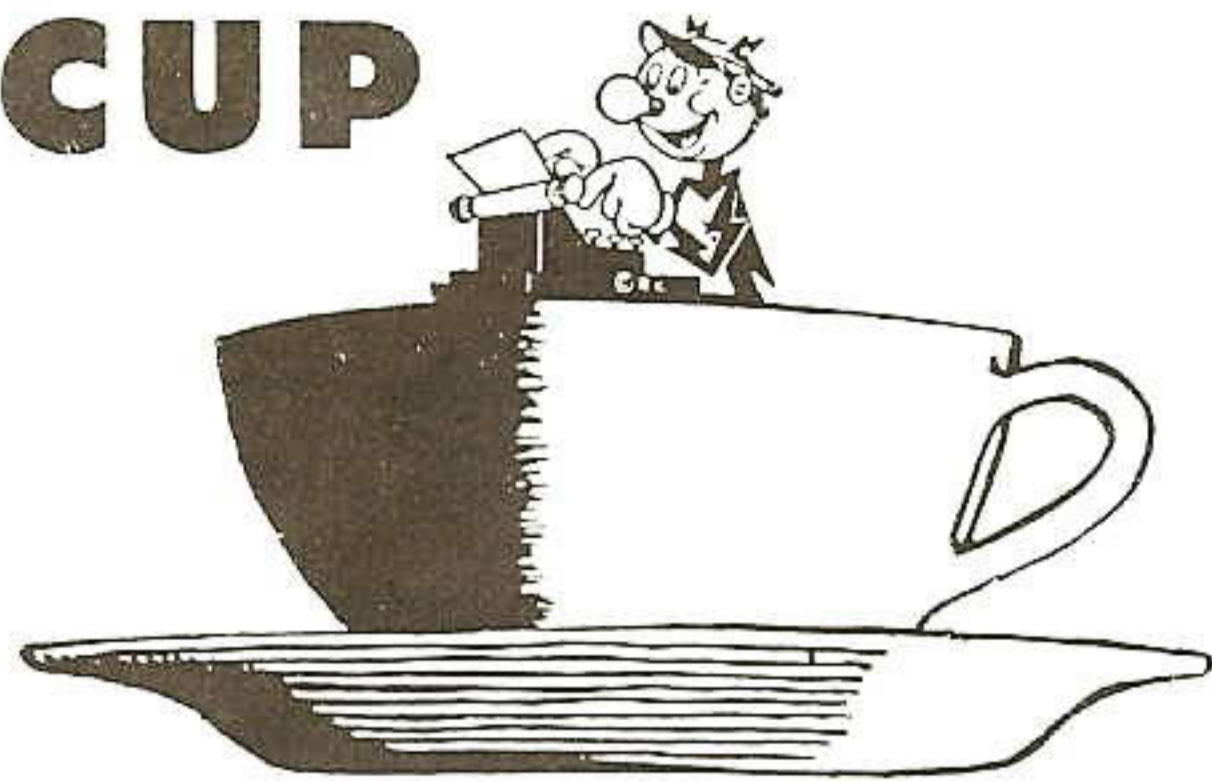


Verner Branagh
Gas
Baton Rouge



Oscar Hills, Jr.
Gas
Baton Rouge

over the
**COFFEE
CUP**



ROBERT DAWSON, Gas Department employee, is back at work and doing just fine, since his recent operation.

F. J. Bello, Gas Department employee, is glad to be back with us after his recent illness and a week in the hospital.

—By *Freda Hargrove*

LOUISIANA STATION

MR. AND MRS. G. W. RICHARDSON and family spent a week at St. Andrew's State Park in Panama City, Florida. Also enjoying the trip with



SEVENTEEN YEARS LATER. Pictures of these two young men appeared in the November-December, 1956, **PLAIN TALKS** when they celebrated their first birthday. At the left is Dan Richard Thornton, son of A. V. Thornton, head fireman, Louisiana Station, now a freshman at Louisiana State University. At the right is Michael W. Roberts, son of F. L. Roberts, Baton Rouge Gas, now a senior at Robert E. Lee High School in Baton Rouge.



RECENT BRIDE. Carolyn Anne Hornsby, daughter of F. G. Hornsby, operating supervisor, Baton Rouge T&D, was wed to Melville Jacob Faust, Jr., in Our Lady of Mercy Catholic Church in Baton Rouge on September 14. Mr. Faust is employed in the Baton Rouge Line

the Richardson's were **Mr. and Mrs. C. M. Naquin** and family from the Line Department.

Mr. and Mrs. Cyril A. Dominquez spent a week in Destin, Florida, where they enjoyed fishing.

A party was held in the office honoring **Sue Smith** on September 6. Sue had two reasons for leaving—one—to join her husband who was transferred to Beaumont and the other—to join the ranks of Ladies-in-Waiting. Among the gifts she received were a play pen, high chair, layette feeding kit, infant seat and diaper pail. Everyone enjoyed cake, ice cream and coca-colas.

Louisiana Station welcomes a new employee, **Ann Gayle Stiegler**. Ann Gayle is from Baton Rouge and a graduate of Baton Rouge High. She has a four year old daughter, **Marcie**. Ann Gayle replaces Sue Smith.

—By *Frances Heffner*



MISS CAROLYN BAGGETT and William B. Killebrew, III, Beaumont Division Sales, were married September 20 in the First Baptist Church of Groves.

Following a wedding trip to New Orleans, Mr. and Mrs. Killebrew are making their home in the Northway Arms Apartments in Beaumont.



Department. Following a wedding trip to Florida the couple now make their home in Baton Rouge. At the left Carolyn presents her mother with a rose from the bridal bouquet. Watching are the groom and Mr. Hornsby.

The bride, a graduate of Port Arthur College, is employed by Household Finance Corp. in Beaumont. The bridegroom is a graduate of Lamar State College of Technology.



NAMED BEST PLAYER. John A. Eaphrom, Jr., twirler for the Baton Rouge Sunbeam Bread Trojans, is shown here displaying the form that made him the most outstanding moundsman in the Little League. He compiled a 7-1 record for the season, with 86 strikeouts. He has the ability to perform at 3rd base, short stop, catch, and 2nd base. He was voted as the best player to ever play in the Capital City Kids League in the 9-12 age group. If all goes well he will resume his mound duties next season in the newly organized Pony League. He is the son of John Eaphrom Baton Rouge Division office.



CELEBRATE 25TH ANNIVERSARY. Mr. and Mrs. T. D. Brooks, Jennings, were honored with a reception in the home of Mr. and Mrs. Grenese Jackson on August 27. It was Tommy and Mildred's 25th wedding anniversary. The reception was given by Mrs. Jackson and Mrs. C. B. Sollay. Afterwards, Mr. and Mrs. Brooks journeyed to New Orleans for the weekend.



HAPPY BIRTHDAY. Mrs. Flo McDonald, a new employee at Neches Station, Beaumont, was surprised with this birthday cake on her birthday on August 27.

MR. AND MRS. H. P. ROBICHAU vacationed in the West again this year. In addition to Yellow Stone Park they visited Estes Park, Black Hills of South Dakota, Glacier National Park, Lake Louise and Vancouver in British Columbia, Olympic and Mt. Rainer National Parks in Washington, Crater Lake National Park in Oregon, the redwood forests and Yosemite National Park in California, Las Vegas, Zion, Bryce Canyon and Grand Canyon National Parks.

The trip covered some 7300 miles. They were away the month of September. Their daughter, Juanita Williamson, accompanied them on the first third of the trip and flew home from Great Falls, Montana.

—By Glenda Milner

THE Relay Section of the System Engineering Department was well represented at the Trinity Neches Council annual Boy Scout Junior Leaders Training Program held at Camp Urland September 27 and 28. One hun-

dred twenty-seven boy scouts and twenty-nine adult leaders attended the session.

Stan Roby, engineer in the Relay Section and assistant cub master for Pack 17, was in charge of the Den Chief's training program.

Harry Leicht, relay foreman and committeeman for Troop 78, gave a lecture and demonstration on troop organization for all attending, taught ten sessions of first class lashing and acted as a judge for the bandaging



"RETIREMENT PARTY." Employees at Louisiana Station presented Sue Smith, left, departmental clerk, with these gifts at recent party honoring her. With Sue are Joyce Rachal, Frances Heffner, Judy Tucker and Ann Stiegler.



PRETTY GIRLS. Sue Ellen, three, and Cheryl Denise, six-months, are the daughters of Mr. and Mrs. W. C. "Bill" Tolbert, he's an engineer at Neches Station. Sue has her arms full helping her little sister set up nice and straight.



FOUR MONTHS OLD BIRTH ANNOUNCEMENT. Sharon Kay is the fourth daughter of Mr. and Mrs. Martin C. Herbert. Mr. Herbert is an employee in the Baton Rouge Electric Service Department. Sharon Kay was four-months old when this picture was made.



RECENT WEDDING. Mr. and Mrs. Thomas A. Boone, Baton Rouge, raise their glasses in toast following their marriage in St. Joseph's Catholic Church, August 17. Mr. Boone is employed in the Electric Meter Department in Baton Rouge. Mrs. Boone is the former Joyce Schexnaider. The couple are now making their home in Baton Rouge.

contest in the closing rally.

Tom E. Wier, engineering assistant and assistant scoutmaster for Troop 38, taught ten sessions of second class measuring and ten sessions of first class bandaging. Troop 38 won two first place awards and one third place award in four rally events. They took first place in firebuilding and bandag-



PRETTY HIGH STEPPER. Charlotte Boring, daughter of Charlie and Mildred Boring, Navasota, is this year's head twirler for the Navasota Junior High Band. Mr. Boring is commercial sales representative in Navasota.

ing, and third place in signaling. **Tom Prothro**, Purchasing Department, is scoutmaster of this troop, but was unable to attend the meeting.

The Junior Leaders program is held each year to teach Boy Scouts the methods of troop organization and how to teach scouting skills to other boys.

—By Nadine Hester

NECHES STATION

P. E. KRINER, Neches Station, spent his vacation at Yellowstone National Park in Wyoming with his wife and children, **Kathy** and **David**. They also visited Salt Lake City and Mesa Verde, Colorado.

C. C. Petry, Operations Department, had to cancel his vacation. He had planned a trip to El Paso and Carlsbad Cavern but just two days before they were to leave, his wife had an automobile accident that demolished the car—a Volkswagen. Thanks to a seat belt, Mrs. Petry's life was saved and she was not seriously injured.

C. O'Brien, planning supervisor, left September 6 with his wife and Mr. and Mrs. Clarence Bain of Beaumont to spend a week at Ozage Beach, Kirkwood Lodge, Mo.

Gene Russell, turbine operator, was married to Geraldine Bailey on August 23, at Port Arthur. They honeymooned at Silver Springs, Florida.

T. F. Stewart and **Murray Harris** are still recuperating after recent operations and **D. L. Kilmer** just returned to work after a six weeks illness.

A note of interest for those who remember **J. C. Tucker**, former test engineer at Neches and an employee of our Company for 22 years. We read in the Houston Chronicle where his daughter, **Virginia**, is now a talented pianist and has just returned from two years of musical study in London and recently performed the Schumann A Minor Concerto with the Summer Symphony in the Miller Outdoor Theater in Hermann Park. "Tucker" is living in Liberty and is in business for himself.

—By Betty Neville

Beyond our knowing is a dimension that mysteriously intertwines all lives. It is in the treasured hidden things that the deepest life is nourished, and it is in the moments of silent wonder that the richest thoughts pass over into experience and make the whole business of living more worthwhile.
—Marcus Bach in **Good Business**.

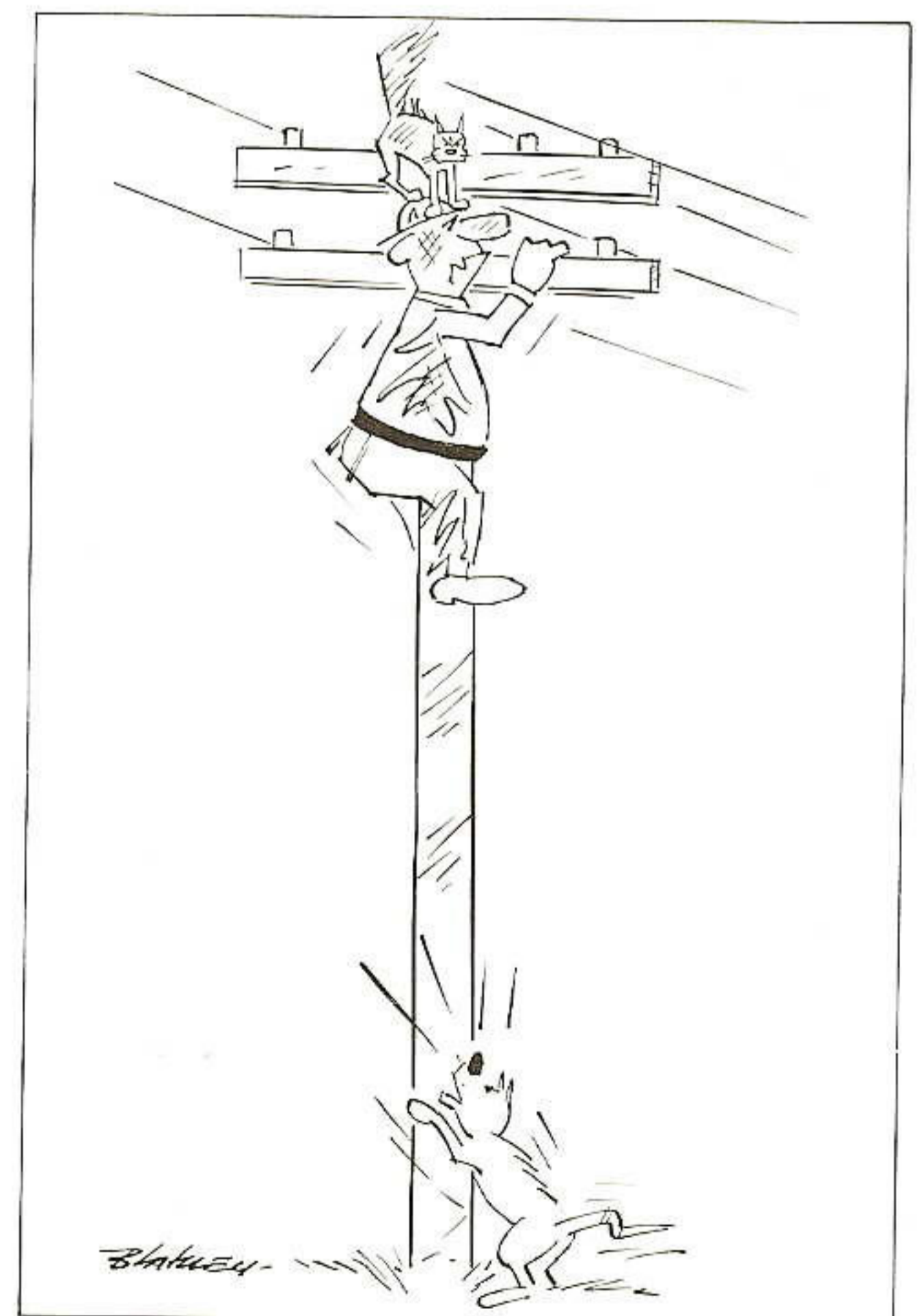


Mr. and Mrs. L. V. Dugas, he's superintendent of commercial and industrial sales, on the birth of their grandchild, **Laura Vann**, daughter of Mr. and Mrs. Charles Anderson of Houston.

Mr. and Mrs. Philip W. Vickery on the birth of their second child and son, **Robert Wayne**, August 13 in Beaumont's St. Elizabeth's Hospital. Mr. Vickery is employed at Neches Station.

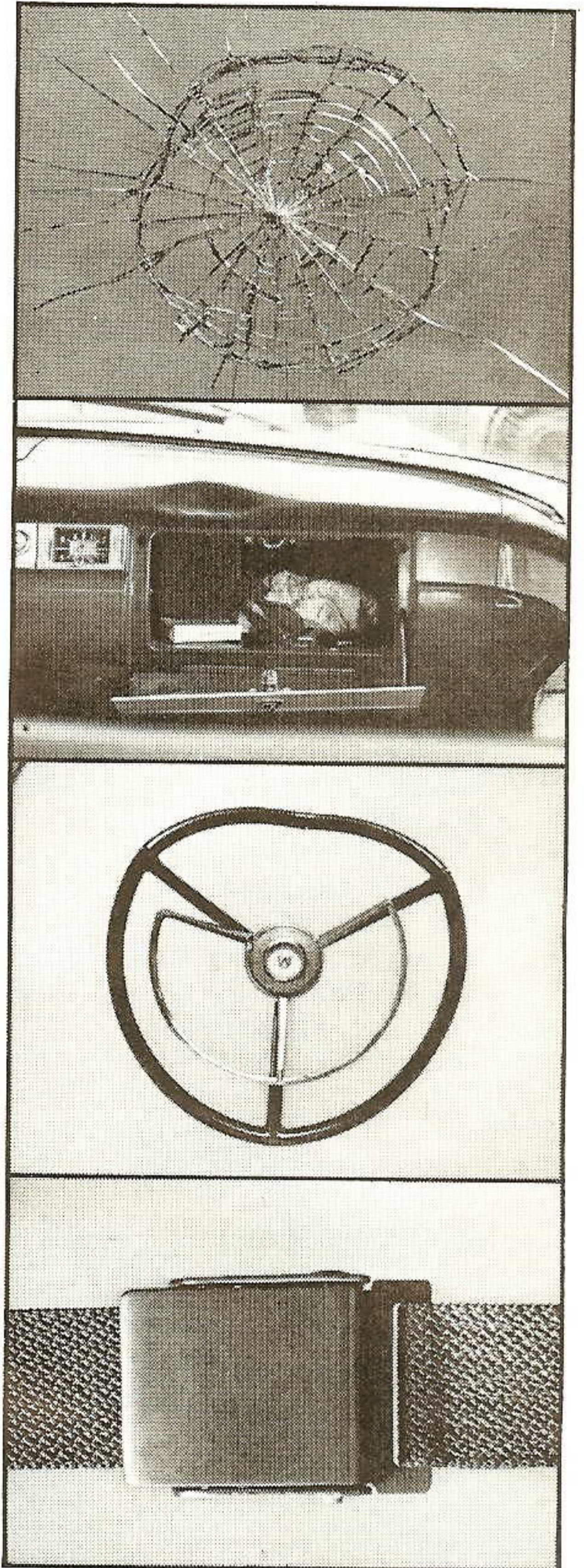
Mr. and Mrs. W. B. Linnehan on the birth of a son, **John Michael**, born September 14 at St. Elizabeth's. Mr. Linnehan is with the Operations Department at Neches Station. John is also the grandson of J. H. Linnehan, assistant treasurer, Beaumont.

Mr. and Mrs. Dan N. Johnson on the birth of a daughter, **Sharon Renee**, born September 21 in Tyler, Texas. Mrs. Johnson (Hazel) was formerly at Neches Station.





LIVE WIRES HOBO HAVEN. On September 6, 135 members of the Live Wires Club, Beaumont employees' recreation club, enjoyed an evening on the "open road" in the true wanderers tradition. The Neches Assembly Hall took on the look of a "hobo jungle" with newspaper curtains at the windows and newspaper tablecloths on the tables. Each member and guests came dressed as the ideal "knight of the open road." Mr. and Mrs. Wilton Decuir, he's in Beaumont Appliance Repair, were named best dressed and were awarded a can of pork-n-beans and a can of beef stew to see them along their way. Following the dance a breakfast was served. The club realized \$111 from the evening which will be applied toward improvements at the club site at Silsbee. Responsible for the affair were Doug Watkins, Don Clawson, and Sheldon Fruge.



PEOPLE STOPPERS. When your car stops suddenly in a collision or emergency, the people inside keep going with tremendous force. What stops them? The windshield! Steering wheel! Dash! Too often with tragic results.

OR, SEAT BELTS STOP PEOPLE SAFELY.

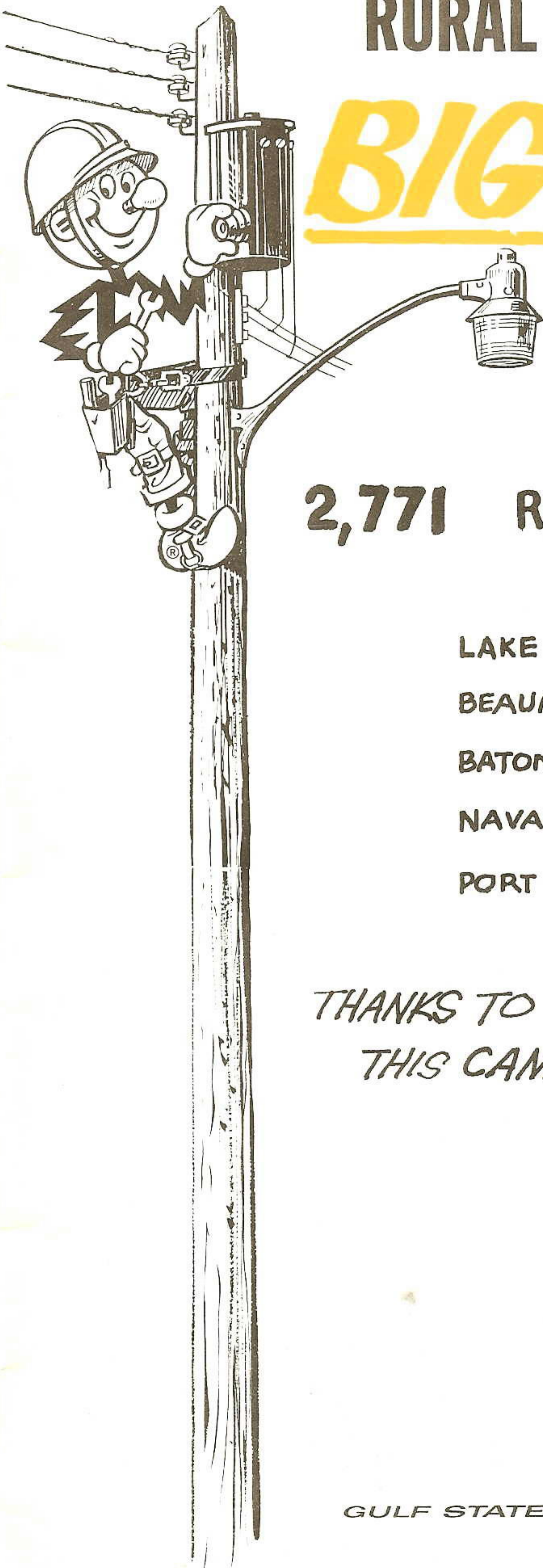
With a seat belt, when your car stops suddenly, you "stay put". You maintain a vital Margin of Safety between your body and serious injury.

Protect your loved ones and yourself. Install seat belts throughout your car . . . and buckle up for safety!

The National Safety Council says that if everybody used seat belts, at least 5,000 lives could be saved a year—serious injuries reduced by one third.

RURAL NIGHTWATCH CAMPAIGN

BIG SUCCESS!



2,771 RURAL NIGHTWATCH LIGHTS SOLD

LAKE CHARLES	844
BEAUMONT	709
BATON ROUGE	672
NAVASOTA	390
PORT ARTHUR	156

*THANKS TO ALL EMPLOYEES FOR MAKING
THIS CAMPAIGN AN OUTSTANDING SUCCESS*

Sales Department



GULF STATES UTILITIES COMPANY

AFTER FIVE DAYS RETURN TO

*Plain
Talker*

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11



GET ON THE FLAMELESS SPECIAL!

NOW is the time to get on the Gulf States FLAMELESS SPECIAL.

During October and November, our Company, in cooperation with the dealers in our service area, is offering a load of electric-better living on the GSU FLAMELESS SPECIAL train to our customers.

The housewife who purchases a 230-volt electric clothes dryer or combination washer-dryer during the two months will receive 5,000 trading stamps as a bonus. This is the stamp equivalent of a \$500 purchase. This bonus to be offered only to customers who take their electric service from us. Customers taking advantage of this special offer can take their choice of Top Value, Big Bonus, or S&H Green Stamps, depending on which division they're in.

The second car of the Flameless Special carries a bonus for those customers looking for a bargain in electric cooking. Electric range buyers are being offered special low prices during the run of the Flameless Special. Electric distributors generally have agreed to offer dealers an electric range "model-at-a-price." The dealers will pass these specials on to their customers. Those customers who have been putting off buying that new electric range because of installation costs will be pleased to know that during the two month campaign we are continuing to offer a \$20 wiring allowance.

GSUers, if a neighbor or friend is in the market for a dryer or range, put them on the right track by telling them about our FLAMELESS SPECIAL.