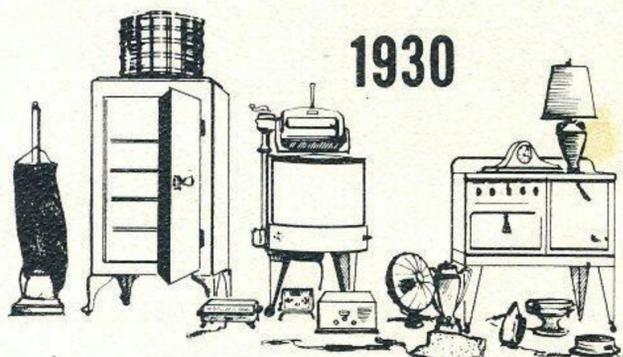


GULF STATES UTILITIES COMPANY

Plain Talks

AUGUST, 1955

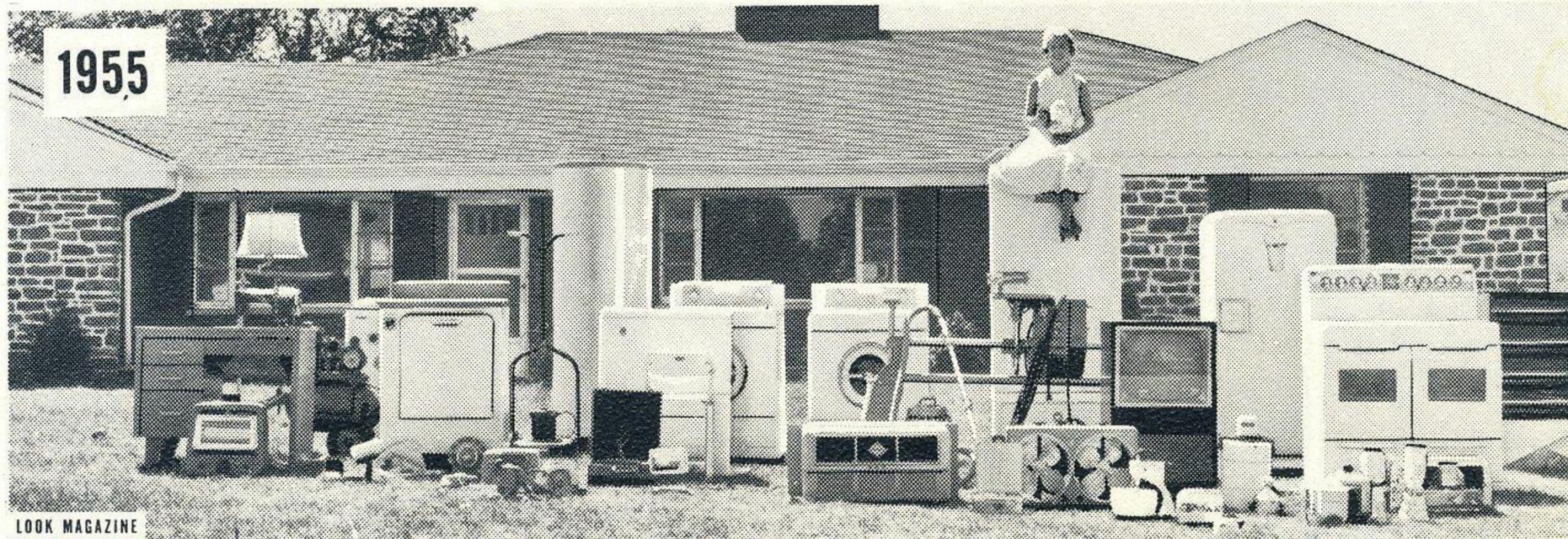




1930

WATCH YOUR WIRING

Chances are four to one that the circuits in your home are overloaded



1955

LOOK MAGAZINE

In 25 years, the number of electric appliances in many American homes has jumped from the dozen or so at the top of the page to the whole yard-full shown in the photograph. Some 348 million have been sold in the last five years!

But there still are more than 24 million homes in the United States which are *wired* primarily for lighting. That means that a lot of families aren't enjoying the full benefit of their electric appliances due to inadequate wiring. Overloaded circuits result in blown fuses, wasted time and money from slow-starting and slow-heating appliances, and other disadvantages.

Your local electrical contractors would be glad to explain how *your* home can be brought up-to-date with ADEQUATE WIRING. Call on them . . . and make it possible for your family to get a full share of pleasure and convenience through "electrical living."



GULF STATES UTILITIES COMPANY

Plain Talks

August, 1955

Vol. 33, No. 8

Guess Who?

One of the country's great magazines commented editorially recently on the subject of lobbying in Washington. It concluded that just about everybody in these United States is represented by one or more paid lobbyists in the nation's capitol. And guess who spent the most money lobbying during the first three months this year? Not tax-paying "big business," but The National Rural Electric Co-operative Association. It spent more than twice the amount spent by the investor-owned electric utility industry. 'S a fact!

The Battle of the Bulge

TVA wanted to "bulge" to take care of some electrical load requirements of AEC. To do so would leave an existing TVA customer, the city of Memphis, short of power unless TVA got some more taxpayers' money to build new capacity. The administration ruled TVA had bulged enough and that there was no need for it to fatten further at the expense of non-benefitting federal taxpayers in other areas, in this instance. Recently, when Memphis promised it would build its own power plant, the Dixon-Yates contract was cancelled, not because there was anything wrong but simply because, relieved of the Memphis load, TVA is now in a position to take care of the AEC requirements. Whether you think the Battle of the Bulge was won by socialized power or by tax-paying business depends on your point of view. Certainly the outcome represented partial victory, however temporary, for you a federal taxpayer. Be sure to read "How Much TVA Has Cost You" in this issue of PLAIN TALKS.

In Case You Care

Researching the Yellow Pages of our phone book the other day, we discovered that there are 126 inches of listings and ads on "Air Conditioning Equipment," compared to 288 inches on Automobiles, Automobile Air Conditioning, Automobile-Axle Service, etc. Beauty Shops, 52 inches. Beer Gardens, one inch.

Too Much Government Help?

A prominent specialist in the field has been wondering why agriculture appears to lag behind the rest of the national economy. One reason, he decided, is that government hasn't interfered to an equal degree with the rest of the economy. "Other types of enterprise have not suffered from so much government help," as he expressed it. Perhaps this is another example of what some people call "the dead hand of government." Whether by imposing too many restraints and regulations, or by enthusiastically passing out aid, Big Government all too often winds up obstructing the natural development of the most productive economy in history.

*A magazine for employees of
Gulf States Utilities Company*

HUBERT COLLINS — EDITOR

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; Jerry Stokes, supervisor employee publications; James Turner, associate editor in charge of Baton Rouge Division material; Bob Langhart, associate editor.

OUR COVER

WHAM! A Little League batter tees off with a sizzling line drive across Beaumont's YMBL Little League park. Another season for a popular form of organized youth activity draws to a close, and no doubt the kids are sorry to see it end. Although the young competitors give the game everything they've got, there's a real "Keep it clean" spirit everywhere you see them in action. Up in the stands, Mom and Dad may raise a ruckus if Junior is called "out," but Junior takes the decision like a man and retires from the field without a squawk. We believe there's a moral there for us adults.

Gulf Staters who help out with Little League programs, and employees' youngsters who play on the teams, are far too numerous to mention here. We might note, however, that this month's cover is still "in the family"—the umpire is Frank Robichau, son of H. P. Robichau of Beaumont, GSU billing supervisor.

Gulf States Utilities Company

Directors—Munger T. Ball, Port Arthur; William R. Bell, Beaumont; Thomas J. Hanlon, Jr., Prairieville, Louisiana; Harold C. Leonard, Baton Rouge; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

Officers—Roy S. Nelson, President; William R. Bell, Vice President; Harold C. Leonard, Vice President; Ralph E. Cargill, Vice President; Henry V. Faber, Vice President & Treasurer; George R. Fulton, Vice President; William H. Gieseke, Vice President & Secretary; John J. Morrison, Vice President; Louis F. Riegel, Vice President; E. L. Robinson, Vice President; L. V. Smith, Vice President.



William R. Bell



H. C. Leonard



J. J. Morrison

Three Named to Act as Executive Vice Presidents

The Board of Directors of Gulf States at a meeting in Beaumont August 10 designated three vice presidents to act as executive vice presidents of the Company, it was announced by President R. S. Nelson. They are William R. Bell, Beaumont; H. C. Leonard, Baton Rouge, and J. J. Morrison, Beaumont.

Mr. Nelson, commenting on the action, expressed his appreciation that such experienced and capable men as the three newly-designated executive vice presidents were available.

"The very rapid growth and expansion of Gulf States over the past nine years, of course, has made it necessary to expand the organization also," he said, "and has greatly increased the need for executive management time and decisions on important new problems which are constantly developing. The action of our directors in approving these promotions is in keeping with these needs."

Mr. Bell has been operating vice president of the Company since 1947 and had previously been general superintendent of the Baton Rouge operations from 1930 to 1947, when he came to Beaumont. Prior to that he had been general superintendent of lighting and power of the El Paso Electric Company and had served in a supervisory capacity with the Haverhill Gaslight Company, the Baton Rouge Electric Company and the

Paducah Light and Power Company which he joined following graduation from Rose Polytechnic Institute.

Mr. Leonard, a graduate of Worcester Polytechnic Institute, received his master's degree from Union College and began his career in the utility business with Stone and Webster in 1920 in Boston. He moved to Virginia shortly thereafter, where he experienced a series of rapid advancements. From Virginia he moved to El Paso Electric Company where he was general superintendent. In 1935 he joined Gulf States at Lake Charles where he was manager of the Lake Charles Division. A year later he moved to Baton Rouge to direct Louisiana operations.

Mr. Morrison was appointed vice president of Gulf States in 1954, having come to Beaumont in 1947 as assistant to the president. An electrical engineering graduate of the Nova Scotia Technical College in 1924, Mr. Morrison went to work for the Nova Scotia Tramways and Power Company in Halifax and was transferred soon after to the Boston office of Stone and Webster Corporation. Upon completion of his training period in 1925, he made the first of several moves to operating utility companies, going to Key West, Fla. as assistant to the manager and in 1926 to the Savannah Electric and Power Company as assistant to the general operating superintendent. He moved to New York in 1936 as assistant to the executive vice-president of Engineers Public Service Company and later served as utility analyst and at different times as assistant to Engineers' president. He came to Beaumont from New York in 1947.

GSU Remodeling Madisonville Office

MADISONVILLE employees have moved into temporary quarters to await completion of an extensive remodeling job on the Gulf States local office there. Now under way, the work will result in an attractive new home for the Company in the Madisonville service territory.

The interior and exterior of the existing building will be completely remodeled and a modern electric demonstration kitchen and laundry will be features of the sales floor. A three-ton

air to air heat pump will be installed to provide year-around air conditioning. Local Superintendent W. P. Carrol will move into a private office, which the former facilities didn't allow.

Renovation work also is going on in the storeroom to the rear of the office. Repainting and new lighting are included in the improvements.

Plans and specifications for this project were prepared by the architectural section of the system engineering department.

Charlton, McAlpine Given New Posts

T. O. Charlton of Beaumont, Superintendent of sales for the Beaumont Division, has been promoted to the superintendency of the Company's Orange district. He succeeds C. H. Meeks, who will retire September 1 after 41 years of service. R. A. McAlpine, supervisor of commercial sales for the Beaumont Division, has been promoted to replace Mr. Charlton.

Mr. Charlton has been associated with Gulf States' sales department since 1927 except for an interval while he served as commercial manager for



T. O. Charlton

an Arkansas utility company at Helena, Ark., and as manager at Paragould, Ark.

A native of St. Louis, Mr. Charlton was reared in Silsbee and attended public school there. He began his employment with Gulf States as a trainee at Beaumont. He moved into the sales department shortly afterward, remaining in Beaumont. He worked in the Nederland-Port Neches district in 1935 and subsequently moved to Arkansas. He returned to Beaumont in 1945, where he has since remained in various capacities on the sales staff. After serving as supervisor — then superintendent — of residential sales, he was promoted in 1952 to be superintendent of sales for the Beaumont Division.

Mr. McAlpine, a native of Grimes County, attended public school at Navasota and Lamar Junior College. He began work with Gulf States in 1930 as a clerk in the service department. He later held various jobs in the meter, appliance repair and sales departments and in 1938 was made a district sales representative at Beaumont.

Mr. McAlpine was called into military service for a short while in 1941 and then in 1942 was re-called. He served in the army until 1946, a great part of the time on overseas duty. He was commissioned a captain upon receiving his discharge from the service and is now a major in the reserves.

Returning to Gulf States, he was commercial sales representative in Beaumont until he was promoted to be supervisor of commercial sales for the Beaumont Division in 1952.



R. A. McAlpine

Both Mr. Charlton and Mr. McAlpine are active civic workers. Mr. Charlton is presently a director of the Red Cross and a former general chairman of the annual Red Cross fund drive. He also was a division chairman of fund drives for United Appeals and the Baptist Hospital. He is a member of the Chamber of Commerce and the YMBL. He is a member of the Downtown Kiwanis Club.

Mr. McAlpine is a director on the YMCA board, president of the Y Emblem Club, member Budget and Admissions Committee of United Appeals, member Chamber of Commerce, first vice president of the YMBL, chairman Special Events Committee of the South Texas State Fair and a YMBL Key Man.

Three Engineers Are Promoted

THREE PERSONNEL changes announced by Engineering Superintendent R. W. Sherwood, all involving supervisory jobs, meant promotions for three Beaumonters and a re-alignment of work in the civil section of the system engineering department.

Sterling A. Oliver, formerly survey party chief, has advanced to the position of supervisor civil drafting, a newly-created position. A native of Waco, Mr. Oliver has been with Gulf States since 1937, when he began work as an instrument man in Beaumont. He had considerable previous experience in highway work, and advanced to survey party chief in 1945.

Raymond K. Welch, formerly senior engineering assistant, becomes survey party chief. Mr. Welch, a native Beaumont, was employed in 1946 as a rod and chainman, then advanced through the jobs of instrument man and engineering assistant to his last classification by 1953.

Harold L. Berly, who has worked as right-of-way man since 1945, was promoted to the position of right-of-way agent.

Mr. Berley came to work with Gulf States in 1936 as instrument man and draftsman. He advanced through the jobs of assistant to right-of-way agent and engineering assistant to his former classification. His background includes highway department work and a brief period of employment with the old Eastern Texas Electric Company.

About New Addresses . . .

MOVING into a new home or apartment is a lot of trouble, and Gulf Staters are likely to forget one group of people who have a direct interest in the matter. These people are your PLAIN TALKS editors.

When you move, don't forget to notify your district or department PLAIN TALKS reporter as soon as possible. This will greatly speed up mailing list changes and assure your family of a PLAIN TALKS in the mailbox every month.

If you prefer, you can drop PLAIN TALKS a note about the new address directly through Company mail, care of the Advertising Department in Beaumont.

The editors have another request: If you should hear a fellow-employee say that he missed an issue of the magazine, encourage him to notify his reporter as soon as possible, so that there won't be a last-minute rush to make the necessary corrections just before mailing time.

GEARED for Accuracy

... GSU'S Meters Guarantee
Our Customers Exact Measure

“**M**ORE ACCURATE than a railroad watch” sums up the story of Gulf States’ watthour meters which operate year-in and year-out with almost unerring precision. If everything a customer bought was measured as carefully and precisely as electric current he would never have cause for complaint.

There are more than 40 different types of meters, but generally they fall into two broad classifications, depending on the class of service desired—residential, for ordinary house circuits; and power, for service where there is air conditioning, for machine shops, large industries, etc.

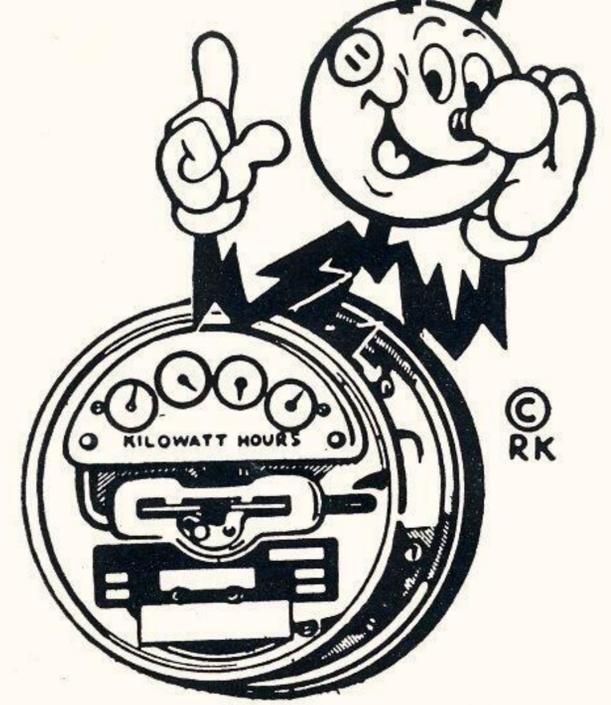
No matter what type or classification the meters are, they all perform essentially the same function. The meter is a mechanical bookkeeper, stationed at a customer’s doorstep, measuring and recording the amount of electricity used. As a fine watch tells

its owner the time of day, a meter tells the meter reader exactly how much electricity a customer has used during any given period.

No one would think of leaving his watch hanging outside his house for 10 years, in all sorts of weather, never taking it down for cleaning, adjustments, replacements of jeweled bearings or other vital parts. Yet, that is exactly what Gulf States does with its meters—which in many respects are similar to the mechanism of a watch.

So accurate are the Company’s meters that they are pulled in for a laboratory check only once every 10 years. And even then, virtually all are found to be within the two per cent variance allowed by state law. GSU’s meters check out at one-half of one per cent variance before they are installed. Today’s meters are built so precisely that they have to be tested only once every 10 or 12 years.

When new meters are shipped to a Gulf States meter department, they are given company numbers by Gulf Staters, in addition to the manufacturer’s serial numbers. At right, S. F. Cain, shop and field tester, replaces newly numbered meters in their shipping boxes before taking them to the test board. New meters rarely need adjustment, but they are tested before installation just the same.

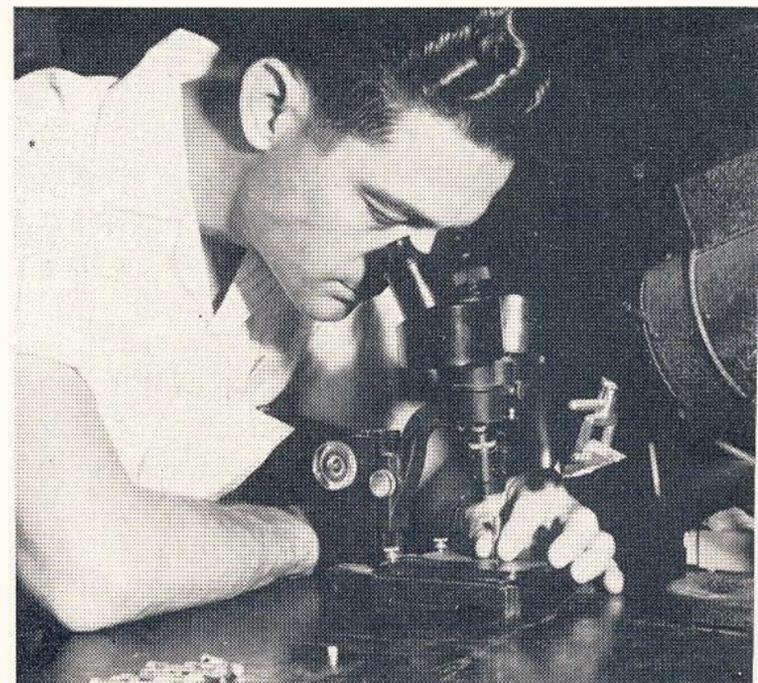


Departmental Clerk Ruth Wilbanks, a Gulf Stater with 38 years service, keeps tab on the 70,000 plus meters in the Beaumont Division. All told, Gulf States has over 247,000 meters in service throughout the system.

When meters are pulled in for their 10-year check, they are cleaned and jeweled bearings are replaced to maintain accurate performance. Below, Lee Broussard, secondary power tester, examines a bearing through a microscope for possible imperfections. Cracked jewels account for some of the very few errors found in today’s meters.



After being cleaned and having jewels replaced, meters are ready for testing and are placed on the test board at left. Here, Victor Netteville, shop and field tester, tests a residential meter on full load—equivalent to all appliances in a home going at once—then on light load. Accuracy of Gulf States’ meters varies only one-half of one per cent before they are installed.



Simple as a meter looks, a lot of careful work went into making it. A meter must meet strict requirements before it is put into service. For one thing, it cannot consume any power on its own. It has to be able to function with the same strict accuracy at 20 below zero or on the hottest summer day. It also has to handle the smallest load up to the largest—from one small lamp to all appliances in a home going at the same time.

That is why a meter is designed and built so precisely. That's why it is sealed against moisture and dust. That's why a meter, like an expensive watch, has jeweled bearings for its rotating or moving shafts.

Contrary to popular belief, only under rare circum-



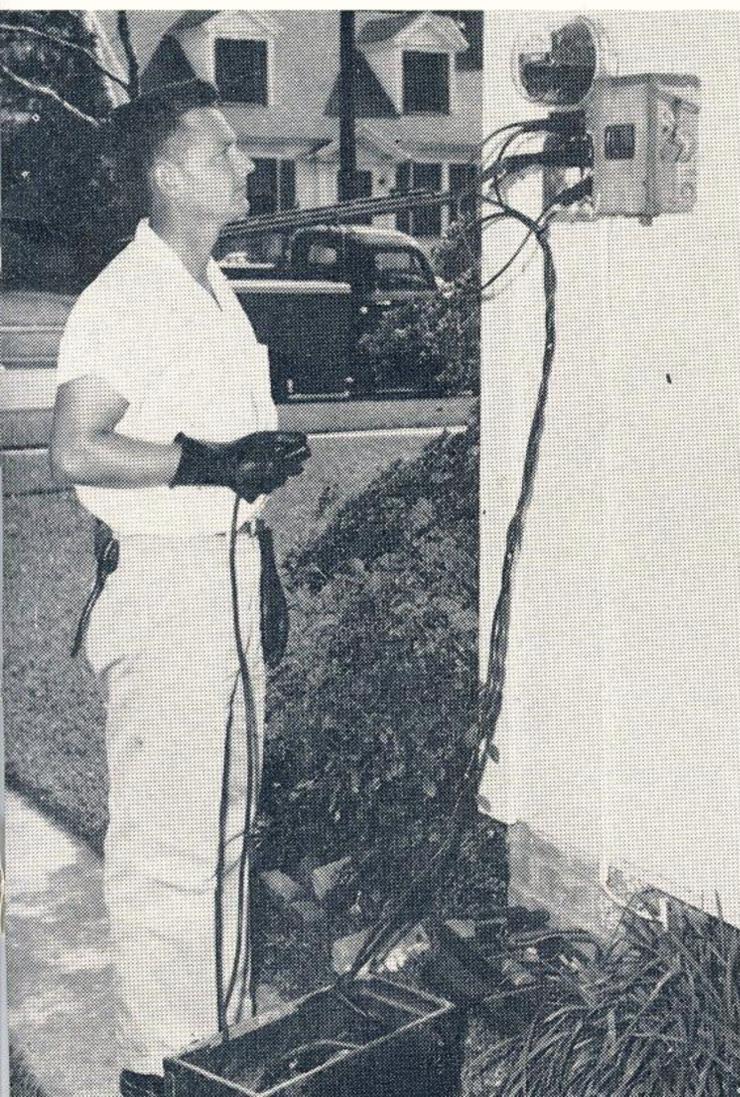
This is a "gang-testing board," which is capable of testing from one to 23 load meters at a time. Meters are run on this board for about 45 minutes under full load to determine their accuracy. The meter at bottom is a master, with which the others must conform.



Load meters are also tested on this testing board. Here, Lee Broussard tests a meter on full load and light load. The primary standard at his right leg indicates the accuracy of the meter being tested. Life of a meter is usually 30 years, although most will last even longer.

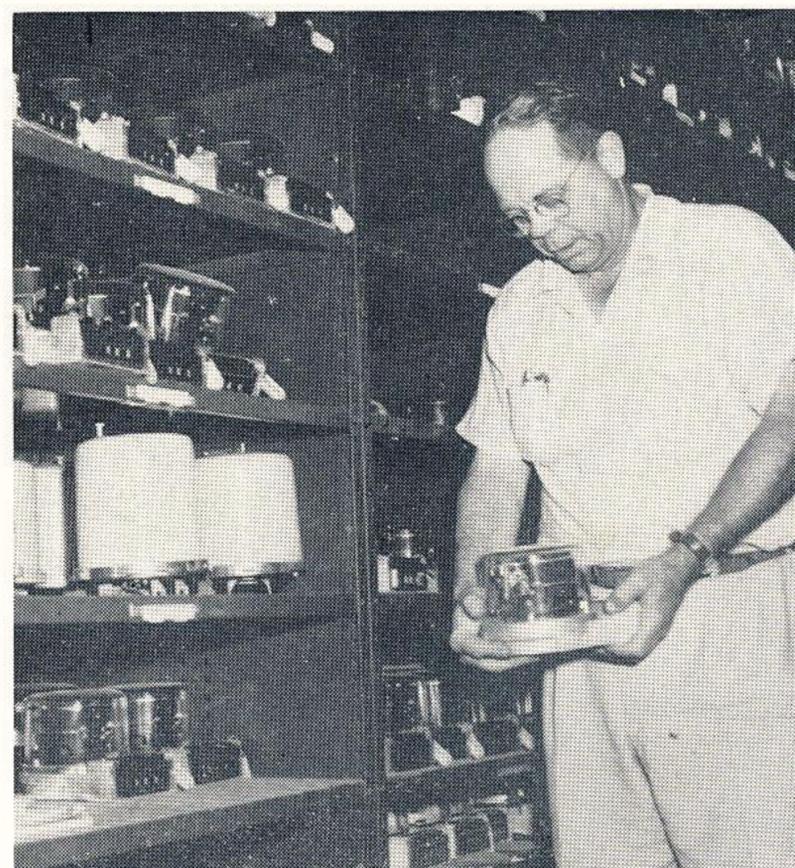
stances could a meter get out of adjustment in the Company's favor. On the other hand, any one of several things—dust, corrosion, cracked jewels—could cause a meter to slow up. The majority of the very few errors found in meters are in the customer's favor. To guard against any possible maladjustment, Gulf States puts its meters through rigid tests at any one of its five meter departments—Baton Rouge, Beaumont, Lake Charles, Navasota or Port Arthur—before installation. Then, on complaint calls, the Company tests the meters on homes and commercial locations to re-check their accuracy and dependability.

Every meter is pulled in after 10 years and sent through the battery of tests by GSU's meter testers. If found okay, the meters are carefully stored, ready for installation. If they are obsolete or cannot measure up to required standards, they are retired from service. Life of a meter is usually 30 years, although most will last even longer. Many meters being replaced today were made in the 1920's, but have to be retired because they do not have the range or capacity required for modern loads.



Even after meters are checked at the meter department, they are re-tested for accuracy on homes and commercial locations when the Company receives complaint calls. At left, Shop and Field Tester Clifton Tarpley tests a meter on a home on Beaumont's North Street. Today's meters are built so precisely that they have to be tested only once every 10 or 12 years.

After meters have been tested for accuracy, adjusted if needed and marked "ready" for installation, they are carefully stored on shelves like these at right. Here, Beaumont Division Meter Foreman Walter Brader looks over a residential meter before it is sent out to be installed.





Left, President Roy Nelson congratulates co-winners of first place, Mrs. Melvin LeBlanc (far left) and Mrs. Marvin Seigler (shaking hands) as Jack Shirey, GSU safety and training manager, looks on in background. Picture at right shows top four contestants: Mrs. LeBlanc and Mrs. Seigler (nearest camera), Mrs. Edgar Mathis (second from left) and Mrs. C. H. Walter (third from left).

Four Top Safety Essay Authors Visit Gulf States HQ as President's Guests

LEND AN EAR, Mr. Gulf Stater. In case you aren't aware of it, one of the staunchest backers of the Company Safety Program is the lady you leave behind when you go to work. She wants to see you come home — safe and sound.

If you could read the essays which GSU wives submitted to the judges in the recent safety essay contest, you'd be impressed by the sincerity and interest they showed in every case. You might be a little surprised, too, at how well informed they are on the whole subject of safety. Time and again, the wives' essays stated their conviction that Gulf Staters not only should observe all safe working practices on the job, but also should bring home to the family those practices which are necessary there.

The essays were written under the

title, "Why I Want My Husband to Take Part in the Company Safety Program." It's doubtful that a better one could have been chosen, as the wives seemed to believe that it went straight to the heart of the matter.

The top four essays are printed in conjunction with this article—the two which tied for first place, the second place winner, and the third place winner. Needless to say, it was hard to decide how the essays should be ranked. To give you an example of the serious interest in the subject shown by other contestants, here are portions abstracted from their essays:

* * * *

"In all kinds of weather my husband, a serviceman, goes out to repair lines and re-establish service. It gives me great peace of mind to know that he has been taught safely to do his job

. . . and in turn he is more at ease knowing that I am not worried about him while he is away."

* * * *

"With four growing children, we sure need to know and practice safety at all times."

* * * *

"I have always been deathly afraid of electricity . . . When I realized he was handling the most powerful Gulf States had, Heaven only knows how frightened I was . . . About that time he began to mention safety meetings. It seemed he mentioned them often. I also overheard other employees discussing them, and I asked more questions . . . I don't worry about him on the job any more. I want to thank Gulf States

(Continued on Page 8)

Other winners cited for honorable mention and prizes in the contest were, from left: Mrs. J. Q. Barrick, Baton Rouge; Mrs. J. S. Gray, Baton Rouge; Mrs. Fritz Kornegay, Dayton; Mrs. G. W. Parton, Lafayette; Mrs. E. L. Priest, Woodville; Mrs. J. C. Sawyer, Beaumont; Mrs. M. J. Lezine, Lake Charles.



The Winners

1st Place (Tie)

Mrs. Marvin Seigler
Navasota

I definitely want my husband to take part in the Company Safety Program — first of all because all eight of us love him and want him to come home each night. If he was not safety conscious, this being made possible by a safety program, the day may not have a perfect ending.

It is essential that all serving with Gulf States be alert as regards safety. One's very life depends on the actions of another. That fact is too serious for anyone to treat the Safety Program with little or not any interest.

If my husband becomes interested in the Safety Program on the job, he will automatically think of safety measures during his hours off.

It is to his and our advantage to do all in his power toward safety. We have everything to gain and nothing to lose. By following the Safety Program, my husband has a better chance to round out his 19 more years of service to Gulf States and then retirement.

By being safety conscious we are aiding our fellow men at work, at play, at home and on the highway.

Hoping and praying that you will be most successful in your Safety Program, this thought comes to mind: Why not say a prayer at each safety meeting for the safety of all concerned? Who knows, this may make the husbands more safety minded and all will be taking part in the Safety Program. "More is wrought by prayer than the world dreams of."

1st Place (Tie)

Mrs. Melvin J. LeBlanc
Baton Rouge

Accidents don't just happen; there is always a cause — always an unjustified cause resulting from the lack of good safety practices. Safety should become a habit with us. Just as parents try to develop good habits in their children from birth, so should the importance of safety at home, work and play be instilled in each of us throughout a lifetime.

I feel that my husband as a member of the Safety Program at Gulf States will develop safety habits which are necessary to help safeguard his welfare and that of his companions while



they perform their various duties on the job. Since habits stick with us, he is sure to carry his safety rules with him at all times. They are not likely to be left on the truck when he leaves at four, but stay with him while he drives home from work, plays with the children around the yard, or does some small, odd job around the house.

I believe that the most important member of any family is the man around the house. To his wife and children anything he does and the way he does it is all right; therefore, it is important that he gives a good example. When my husband learns the safe way to do things as a member of the "Company Safety Program," we can count on him to pass them on to us here at home. In that way we will all benefit and gain a safer, and therefore, happier future.

2nd Place

Mrs. Edgar Mathis
Sour Lake

Countless lives are lost every day because someone failed to observe a simple safety rule. It is for this reason and many others that I want my husband to take part in and back wholeheartedly the Company Safety Program. This very program could be the means of my husband remaining alive and in good physical condition. It could also mean that by practicing safety in everything pertaining to the daily life

(Continued on Page 9)



Mrs. LeBlanc, only recently back from the hospital to have a baby, arrives in Beaumont by plane (left) and is greeted by Frank Jones, safety director, and Frances Fuchs, home service advisor. Above, Leonora O'Neal, home service director, and John Schahn of the billing department explain GSU office equipment.



The group visits the IBM room to look over the shoulder of key-punch operator Shirley Gordon, busy with machine accounting work.



The four top essayists put the safety contest in the background for the time being for a typically feminine activity: shopping — what else?

Merit Award

presented to

Gulf States Utilities Company

For distinguished achievement in Annual Reporting for 7 consecutive years and in recognition of the excellence of its 1954 Annual Report to shareholders by the

FINANCIAL WORLD

America's Pioneer Investment Weekly

This citation certifies that the 1954 financial statement of the above company was judged as among the most modern from the standpoint of content, typography and format of the 5000 annual reports examined during 1955

Henry D. Quinlan
Publisher

Weston Smith
Executive Vice President
Director, Annual Survey

Telling the 'GSU Story'

tion of facts and figures covering a company's activities in such a manner that any interested stockholder or employee can understand them. Liberal use is made of maps, charts, graphs, pictures and other devices to simplify complicated material and emphasize the more important parts of the Company's operations and activities.

Fifteen or 20 years ago, such efforts to compile interesting and comprehensive annual reports were made by relatively few companies. A writer for Financial World even commented: "When a report supplied adequate figures, it looked like an old-fashioned railroad timetable — when it didn't, it could be mistaken for a mortician's circular." Few were rated suitable for anyone without plenty of knowledge about business and finance, and many were unsatisfactory even for the experts.

Nowadays the annual report is a double-barreled affair. First, it gives the stockholder a true picture of a company's finances, as required by law, together with other information which may interest him. Second, it serves as an informative, educational medium between the company and its employees, the public or anyone else who receives it.

Preparing the Gulf States annual report, which has ranked among the leaders in the utility industry for a number of years, and the activities of the Corporation Department are directed by Vice President and Secretary W. H. Gieseke. Important as it is, the Annual Report is only one of the responsibilities of the Corporation Department and must share the work agenda with meetings of the Board of Directors, Directors' Committees, and Stockholders; long-range financial

planning; obtaining capital funds by issuance of new securities; short-term financing arrangements with banks; applications to Federal Power Commission under Federal Power Act including: short-term bank borrowings, acquisition of utility facilities, sale of utility facilities, additional capital by sale of new or additional securities, interconnections for exchange of power with others; applications to Securities and Exchange Commission under various Federal laws; administering provisions of Indenture of Mortgage on fixed assets of Company including property purchases and sales, certification of property for building and other purposes, Sinking Fund operations, and numerous covenants to avoid defaults; contracts between Company and other parties; franchise matters including performance in accordance with provisions and obtaining new franchises; corporate Charter matters, including attention to Company operations to make certain they are within prescribed limitations; By-law matters, including examination of commitments by Company Officers and Agents; supervision of Stock Transfer Agents and Stock Registrars in Beaumont, Boston and New York; financial news releases; investors relations matters, including: Interim Reports, correspondence with stockholders and other investors, and requests for financial and operating information; contacts with Security rating agencies including preparation of financial and operating information published by: Moody's Investors Service, Standard and Poor's Manual, Fitch Stock Rating Service, and professional investment advisors; contacts with Security Analysts of: New York Stock Exchange firms, insurance companies, and bank and trust companies.

FOR THE SEVENTH consecutive year Gulf States has received recognition for "distinguished achievement in annual reporting" from Financial World magazine, which surveyed and evaluated some 5,000 reports issued by business and industry this year for 1954 operations.

The report was distributed to more than 14,000 Gulf States stockholders (who live in every state in the Union and several foreign countries), to all our employees, business and civic leaders, newspapers and colleges. It was prepared by the Corporation Department and contains a summary of the Company's operations, certified financial statements, and much important statistical information.

In brief, it tells the "Gulf States Story" for 1954.

The 44-page publication closely followed a significant modern trend in business and industry — the presenta-

Essay Excerpts—Cont'd

for their Safety Program and may God bless them for their sincere interest in our husbands."

* * * *

"Pleasure driving really becomes a pleasure with a safety conscious husband driving. No speeding, jumping lights, cutting corners — and giving his wife ulcers! He observes traffic rules, drives defensively and courteously. Courtesy, like the meringue on the pie, makes life so much more pleasant."

"Accidents happen any time, any place, and to anyone. Whether it will be to you or your family may depend a lot on safety practices. Regular safety programs on the job keep a man aware of the dangers surrounding himself and his fellow workers. Each one being careful for the other."

* * * *

"Being constantly alert for anything that would endanger small children has made me more aware of those things which would otherwise have gone unnoticed."

"I tell my husband when he leaves to go on his job to be careful and safe . . . Safety keeps you out of the repair shop, and just as you repair old furniture, it will not be as good as it was when it was new."

* * * *

"No one can afford to be complacent about today's accident toll, and because of it everyone should be safety minded, not only for himself but to safeguard the lives of others, since 'No man liveth unto himself'."

SERVICE AWARDS

30 Years

20 Years



Frank DeLage
Syst. Engineering
Beaumont



Joseph L. Broussard
Water
Lake Charles



Edgar Kent
Gas
Baton Rouge

10 Years



James O. Coplen
Distribution
Port Arthur



Leon G. Gaspard
Distribution
Beaumont



H. R. Hamm
Distribution
Beaumont



Gordon L. Hatchell
Distribution
Denham Springs



Walter W. Jones
Distribution
Baton Rouge



Ray H. Knapp
Distribution
Baton Rouge



Horace Miller
Distribution
Beaumont



Otto H. Norton
Distribution
Port Allen



Willie Trahan
Distribution
Beaumont



Frank Primeaux
Water
Lake Charles



Joe Parker
Distribution
Beaumont



John L. Phillips
Gas
Baton Rouge

Safety Winners—Cont'd

he will avoid bringing harm to another individual. Good examples set before others seem to be contagious. The proper observance of safety rules is no exception. An entire family can be taught that safety is a way of life if the head of the household sets the right example at all times concerning safety.

I realize that safety is something each individual must develop with great effort and alertness of mind. I believe the Company's Safety Program will go far in training and encouraging my husband to be safety minded; there-

fore, I want my husband to take part in this wonderful program.

3rd Place

Mrs. C. H. Watler
Beaumont

I want my husband to take part in a safety program because it makes him more cautious of the danger hazards that he might come in contact with. Today we are living in such a crowded way that it is most important to have our men work together as a team. Through a safety program my husband learns not only to protect himself, but

to protect his fellow workers as well. He learns to handle and properly care for the equipment which is given him to work with. In years gone by an electrical plant was considered a very dangerous job, but through a national safety program our men have learned to take precaution against these dangers, and accidents today are few. I never worry about my husband because I know that he and the men working with him are safety conscious. It is nice to know that through the help of a good safety program my husband is more likely to return home to me and our four children uninjured. It gives me a wonderful feeling of security.



C. H. Meeks



Alexander M. Hewett



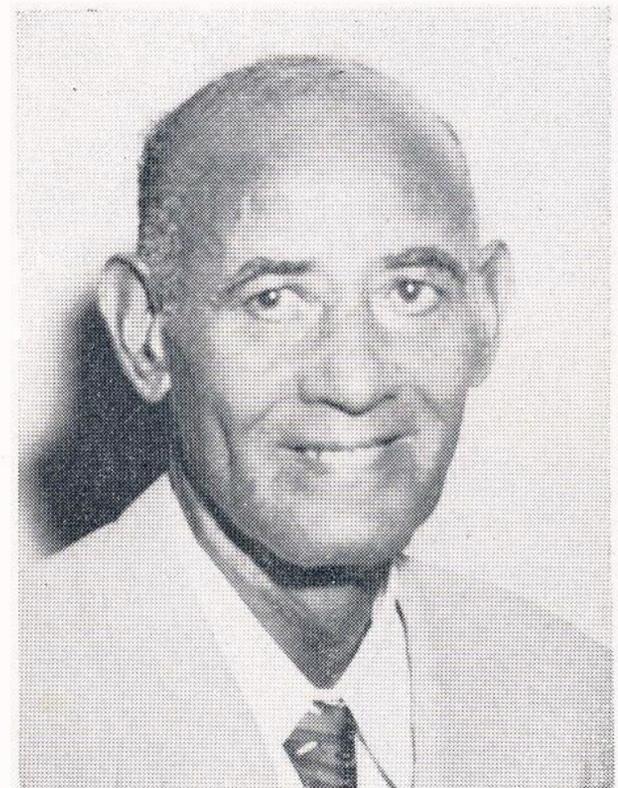
Sidney E. Moore



Anna K. Hill



Wylie B. Pierce



Aaron Clark

Six Gulf Staters Retire

WITH MORE THAN 41 years of service, Orange District Superintendent C. H. "Chief" Meeks retires September 1.

A native of Mississippi, Mr. Meeks first was employed at the Port Arthur power plant in May, 1914. In 1920 he became engineer of the Beaumont plant. He subsequently was promoted to the position of chief engineer, and in 1925 was transferred to Lake Charles, where two years later he became superintendent of plants.

In 1935 Mr. Meeks moved to Orange as station superintendent of the old Sabine Generating Station. He was made Orange superintendent in 1936 and district superintendent in 1942.

Mr. Meeks has headed many important civic organizations in Orange. He served as chairman of the Salvation Army Fund campaign and was its advisory board chairman for three years; he was chairman of the Camp Fire Council, chairman of the Orange County Chapter of the Red Cross for two years, president of the Chamber of Commerce, the Retail Merchants Association and the Rotary Club. In 1952 he was voted "Outstanding Boss of 1952" by the Jaycees and "Optimist of the Year" by the Optimist Club.

MRS. ANNA K. "BILLIE" HILL, who has nearly 40 years of continuous

service with the Company and its predecessor in Baton Rouge, retired on July 29. Mrs. Hill will move to Abbeville, La. where her daughter, Mrs. Dan McPherson, and grand-daughter, Frances McPherson, reside.

A native of Cumberland, Maryland, Mrs. Hill came to the Baton Rouge Electric Company on January 10, 1916. It was her first job, and she started as a trouble clerk in the old Lafayette Street office.

Later she transferred to the transportation department, where for 22 years she served as secretary to R. A. Delaroderie, another long-time Gulf Stater now retired. When the Company moved to its present downtown offices, Mrs. Hill went into the sales department. Her job at time of retirement was as mailing clerk in the accounting department.

At the close of her last day, friends and fellow workers of Mrs. Hill gathered in the main office to say good-by. Reeves Garrison delivered the farewell speech and presented Mrs. Hill with a beautiful marble-topped coffee table, on behalf of her fellow employees.

Later that evening, Mrs. Hill was feted at Mike and Tony's Steak House. Present for this party were her friends Ethel Sharp, Eugenia Carmena, Virginia Harrison, Mildred Tribble, Elma Englade, Sidonia Louviere, Lurline Calmes, Marcia Hammond, Thelma Davis, Georgette Adams, Dixie Taylor and Lillian Fabre.

ALLEXANDER M. HEWETT, Gulf States chief auditor of Beaumont, retired this month after 45 years of service in the electric utility field.

Mr. Hewett, a native of Westville, Fla., began with Gulf States in 1943 as assistant staff accountant, coming to Beaumont from Key West Electric company, Key West, Fla. Since 1948 he has been on the auditing staff.

Prior to working at GSU, Mr. Hewett was with Tampa Electric Company, Blackstone Valley Gas and Electric in Rhode Island, and Florida Motor Lines before he moved to Key West Electric.

SIDNEY E. MOORE, Beaumont Gulf Stater, retired this month after 45 years of service with Gulf States and predecessor companies.

Mr. Moore, who was born in Summit, Miss., began work in 1910 for the old Beaumont Traction Company. In 1911 he moved to Macon, Ga., where he spent five years with a Georgia power company before returning to Beaumont in 1916. That year he became an electric repairman with the Eastern Texas Electric Company.

He has worked at Neches Station since it was built in 1926 and was in the plant's electrical department at retirement.

WYLLIE B. PIERCE, Lake Charles water department employee, retired this month after 41 years of service with Gulf States and predecessor companies.

A native of Opelousas, Mr. Pierce began work with Gulf States in Lake Charles May 16, 1914. He worked in several job classifications in the gas and water departments, and in 1941 moved to the water department where he has remained since. He has been in the water customers accounts department since 1949.

Prior to coming to Gulf States, Mr. Pierce was employed with Frisco Rail-

road, Washkin Canal Company from 1910-1912 and Prairie Farm Company doing construction work.

Mr. Pierce will continue to make his home in Lake Charles.

AARON CLARK, Port Arthur T & D department employee, retired August 1, completing 34 years of service with Gulf States and predecessor companies.

Mr. Clark, who was born in New Iberia, La., began work with the Company in 1919 at Port Arthur and has remained there since then, most of this time as a janitor. He interrupted his Gulf States employment in 1924 to spend two years in California with a railroad company. For the past two years, Mr. Clark has been in charge of the T & D department coffee shop.



Mr. and Mrs. Lloyd J. Curso, serviceman in the Western district of Baton Rouge Division, for the birth of a daughter, **Diane Marie**, June 11.

Mr. and Mrs. C. N. Schlatre, serviceman in Port Allen, Baton Rouge Division, for the birth of a daughter, **Kathryn Marie**, June 28.

Mr. and Mrs. Melvin J. LeBlanc, Baton Rouge electric department, for the birth of a son, **Kendrick Emile**, July 12. (See pages 6 and 7.)

Mr. and Mrs. Jim Turner, Baton Rouge advertising, for the birth of a daughter, **Leslie Sue**, July 5.

Mr. and Mrs. Lloyd Bell, Beaumont T & D, for the birth of a daughter, **Susan Lorraine**, July 18.

Mr. and Mrs. C. R. Collins, Beaumont T & D, for the birth of a daughter, **Arlyne**, July 29.

Mr. and Mrs. L. D. Atwood, Beaumont T & D, for the birth of a son, **Robert Wayne**, July 30.

Mr. and Mrs. Johnnie L. Whittaker, Louisiana Station, for the birth of a son, **John Douglas**, May 14.

Mr. and Mrs. John L. Warmack, Louisiana Station, for the birth of a son, **John Lee, Jr.**, June 8.

Mr. and Mrs. Carl L. Luce, Louisiana Station, for the birth of a daughter, **Cheryl Ann**, May 22.

Mr. and Mrs. Vernon Gautreaux, Louisiana Station, whose second child, **Gail Bernadette**, came to live with them June 20.

Mr. and Mrs. Richard P. Smith, Baton Rouge electric department, for the birth of a daughter, **Cathy Lee**, June 20.

Mr. and Mrs. Joe Bailey, Madisonville residential sales, for the birth of a girl, **Jo Ann**, July 11.

Mr. and Mrs. Robert Junot, Madisonville serviceman, whose twin daughters, **Jacqueline** and **Jennifer**, are being belatedly but happily reported in PLAIN TALKS. The girls were born February 28.

Mr. and Mrs. Donald Craft, Baton Rouge gas department, for the birth of a son, **David Thomas**, July 16.

Mr. and Mrs. Bruce Guillory, Riverside Station, for the birth of a son July 19.

Mr. and Mrs. Paul A. Broussard, Lafayette service department, for the birth of a son, **Bruce Alcee**, born June 23. The Broussards have two daughters, **June** and **Mary Margaret**.

Share the Wealth!

THERE'S A STORY about a man named Brown who wished he had \$100,000. One morning he awoke and found that his wish had come true. One hundred thousand dollars in crisp new bills was stacked up in a corner of his room.

He sprang out of bed, a happy man. Bounding across the room, he threw up the window to cry out his good fortune to Smith who lived next door. To his surprise Smith said the same thing had happened to him, as well as to Jones, who lived on the other side of him. Everybody in the world had been given \$100,000.

At first Brown was a little nettled. But he soon got over that. Why shouldn't everyone be as happy as he? Certainly everyone should be happy with \$100,000 to spend.

Only trouble was, the sudden distribution of "wealth" didn't spread happiness at all. Brown switched on the radio to get the news, but found the radio was dead. All the men at the broadcasting station had quit. Neither was there a morning paper at the door, nor the usual milk and rolls. The owner of the corner store hadn't opened up yet. Why should he, now that he had become a rich man?

Instead of making everybody happy, the distribution of wealth suddenly made everyone miserable. It didn't take Brown, Smith and Jones long to find out mere money isn't wealth. All the distribution of the large sums did was throw a monkey wrench into the economy, and then the inexorable laws of economics started to operate, and Brown, Smith and Jones found out that the only result of more money was that everything cost more—labor and materials, tools and goods. It wasn't real wealth at all, which is the capacity to produce.—Industrial Press Service.

— PT —

Prosecutor: "Now tell the court how you happened to take this car."

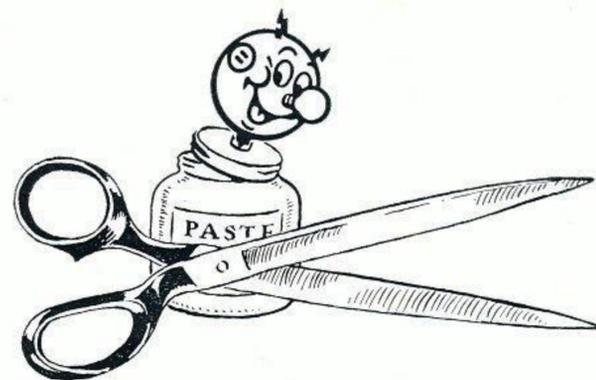
Defendant: "Well, it was parked in front of the cemetery, so naturally I thought the owner was dead."

— PT —

Taxes . . . a Stacked Deck

SOME CO-OP leaders evade the issue by saying "We pay all taxes but one." But all the other taxes, combined, are peanuts in comparison with the Federal income tax. It's apt to be 100 times as much as all the others put

SCISSORS and PASTE



together. It's ridiculous but true that the average American worker pays more tax to his government than some of the huge tax-exempt cooperatives . . . There are four ways of going into business: (1) Proprietorship, (2) corporation, (3) partnership, (4) cooperative. Why should any one have a tax advantage over the other?—Tom Anderson in FARM AND RANCH magazine.

— PT —

ANNOUNCEMENT has been made that Acheson Dispersed Pigments (Texas) Company, which only began production this past March in their Orange plant, plans to double capacity due to increased demand for their product. The plant makes pigments used for coloring items made from plastics.

— PT —

Food shortages in Russia prove one thing: An iron fist has no green thumb.—Pete Baird, New Orleans TIMES-PICAYUNE.

OUR GOVERNMENT will best promote the improvement of the nation by strictly confining themselves to their own legitimate duties—by leaving capital to find its most lucrative course, commodities their fair price, industry and intelligence their natural reward, idleness and folly their natural punishment — by maintaining peace, by defending property, by diminishing the price of law, and by observing strict economy in every department of the state. Let the government do this—the people will assuredly do the rest.—Lord Macaulay in The EDINBURGH REVIEW, January, 1830.

— PT —

ANOTHER STEP towards completion of a new link between Louisiana and Texas has been made. The Sabine Lake Bridge and Causeway Authority has been assured financial support by Jefferson County in Texas and Cameron Parish in Louisiana. The \$1,050,000 project will involve a highway joining the two states just above Sabine Lake.

Which Way, Niagara?

PPRIVATE UTILITY companies could develop electric power at Niagara Falls more quickly than state or federal agencies and without cost to the taxpayers, the Chamber of Commerce of the United States maintains.

Chamber spokesman C. I. Weaver, director and former president and chairman of the Board, Ohio Fuel Gas Co., Columbus, advised the House Public Works Committee that five private utility firms in New York State are prepared to commence construction of a \$400 million power project immediately. He urged committee approval of legislation permitting the firms to proceed.

Mr. Weaver said that if Congress permits New York State or the Army Engineer Corps to build the project, as proposed in other legislation, the cost to taxpayers will be \$400 million at the outset plus additional tax losses owing to public rather than private operation.

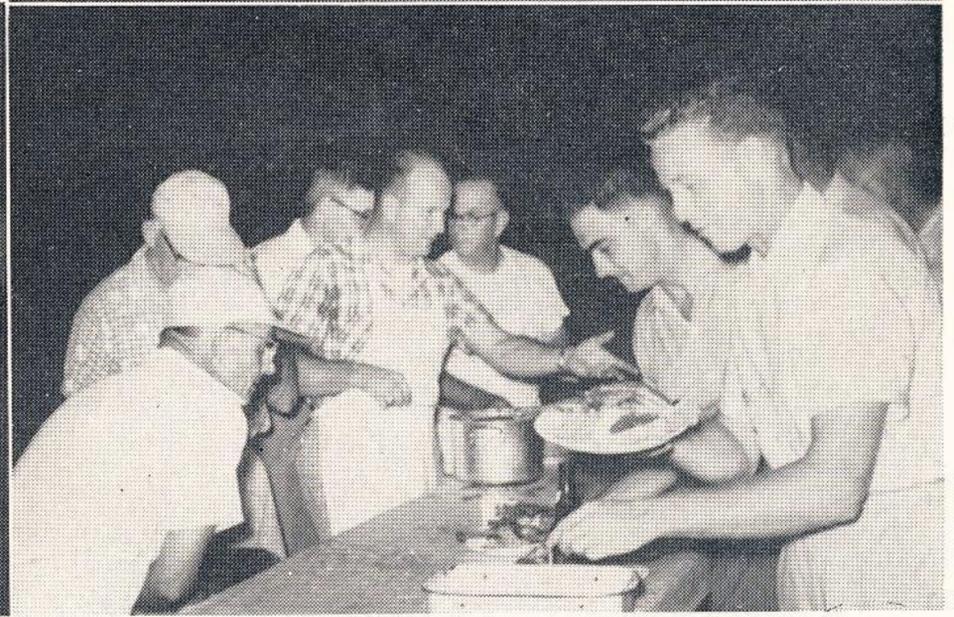
Mr. Weaver, who is a member of the Chamber's Natural Resources Committee and a Chamber director, stressed that the private utility company plans include complete preservation of the scenic beauty of the Niagara Falls area.

"The advantage of private development," he said, "is that the state would be paid approximately \$5 million per year for the right to use the water as it flowed past New York State from Lake Erie to Lake Ontario." This would be in addition to \$23 million annually in taxes which the private firms would pay.

From The Bible

For what is man advantaged if he gain the whole world and lose himself, or be cast away?

(St. Luke 9, 25)



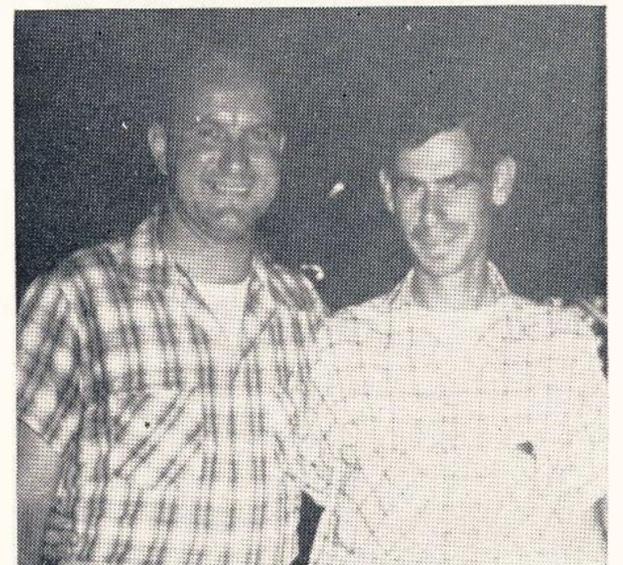
Umm, Good . . .

Lafayette

Safety Meet

Successful

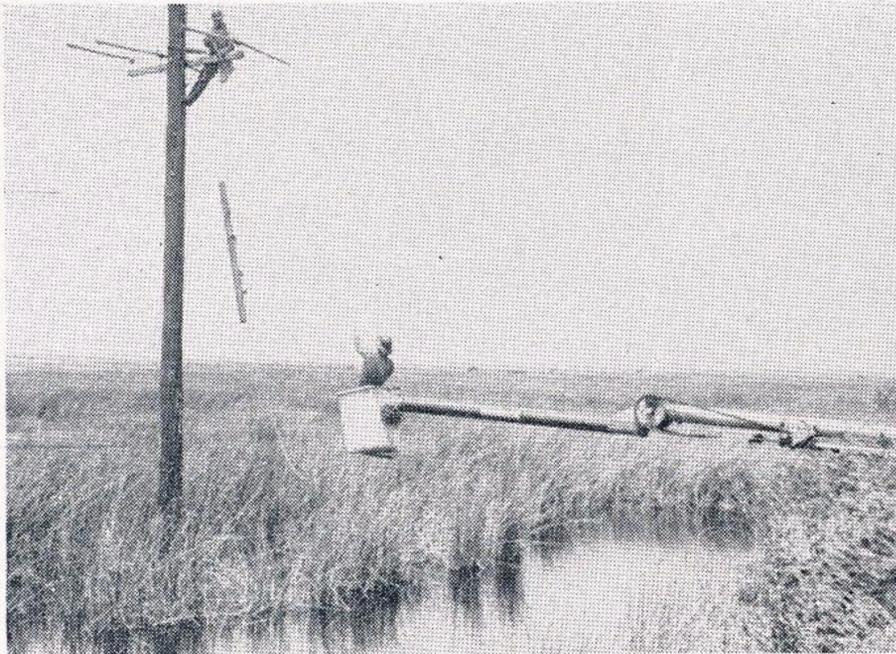
WEDNESDAY, July 6, was the date, and the occasion was Lafayette district's annual safety supper. With about 150 present, including out-of-town guests, the South Louisiana Gulf Staters had a chance to enjoy themselves and play host at the same time. Chief item on the menu: barbecued chicken. The pictures above show the gathering before, during and after feeding-time, and at right are the gentlemen responsible for the major preparations involved in getting everyone fed in fine Lafayette style: Earl Broussard, sales representative, and Russell Bonnet, utility man.



**Chief Cooks and
Bottle-washers**

MISCELLANY

... pictures from around
the GSU System



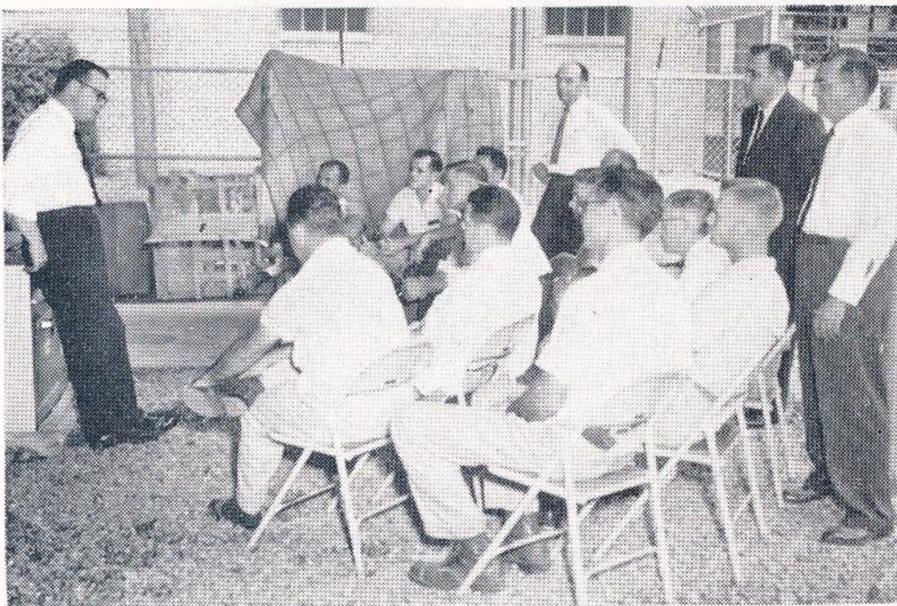
Whether you call them "high tender trucks," "industrial monkeys," "apple pickers" or what-have-you, the versatile Gulf States vehicles with the far-reaching booms can get a man where he's needed for a great many jobs. Here's a Port Arthur scene with R. W. Matulik suspended over a pretty wet-looking ditch to help O. James (on the pole) receive a cross-arm. Senior Engineering Assistant Johnny Siddall snapped the unusual picture.



TWENTY-FIVE Beaumont Camp Fire Girls attended a special short course at Kilowatt Cottage in June on how to prepare and serve meals. The course, entitled "Let Freedom Ring," stressed the importance of building strong bodies.

Mrs. Grace Brooks, Gulf States home service advisor, conducted the course, which was held each Wednesday morning for four weeks. Each session was devoted to a different phase of home cooking, including planning the meals, how to set the table, good table manners and party foods.

Some of the girls are pictured above as they grouped around the table to sample their own cooking. The girls actually did the cooking, with Mrs. Brooks supervising. Those who attended all four sessions received a diploma for completing the course and a Reddy Kilowatt apron.



A DOZEN Baton Rouge Gulf Staters picked up new pointers in selling and servicing commercial electric cooking equipment in a one-day clinic conducted in Baton Rouge last month. The clinic was handled by Warner Kerzman, of Hotpoint, and was arranged by O. G. Floyd, of Beaumont, Gulf States director of commercial cooking and heating and James A. Stelly, commercial sales supervisor in Baton Rouge.

Those who attended the meeting shown above are Mr. Kerzman, left, standing, and Gulf Staters V. J. Braud, Jackie Blair, Charles Schlatre, J. L. Clement, Jim Gleason, Arthur Aucoin, Charles Glover, R. P. Cazes, Jr., Gordon Hatchell, Lester Landry, George Guins, O. G. Floyd, Jim Stelly and Maurice Cunningham.



DOUGLAS LATIMER, Baton Rouge industrial sales, played a prominent role in an important event in the Capital City this summer. As commander of the Baton Rouge chapter of the Military Order of World Wars, Lt. Commander Latimer, U.S.N.R., joined two distinguished military men as a welcoming committee for Major General Harry McK. Roper, principal speaker at the Order's annual banquet. Commander Latimer, above left, is shown at Ryan Airport with Ethyl Corporation's General Stephan Henry, General Roper and Councilman Jack Christian.



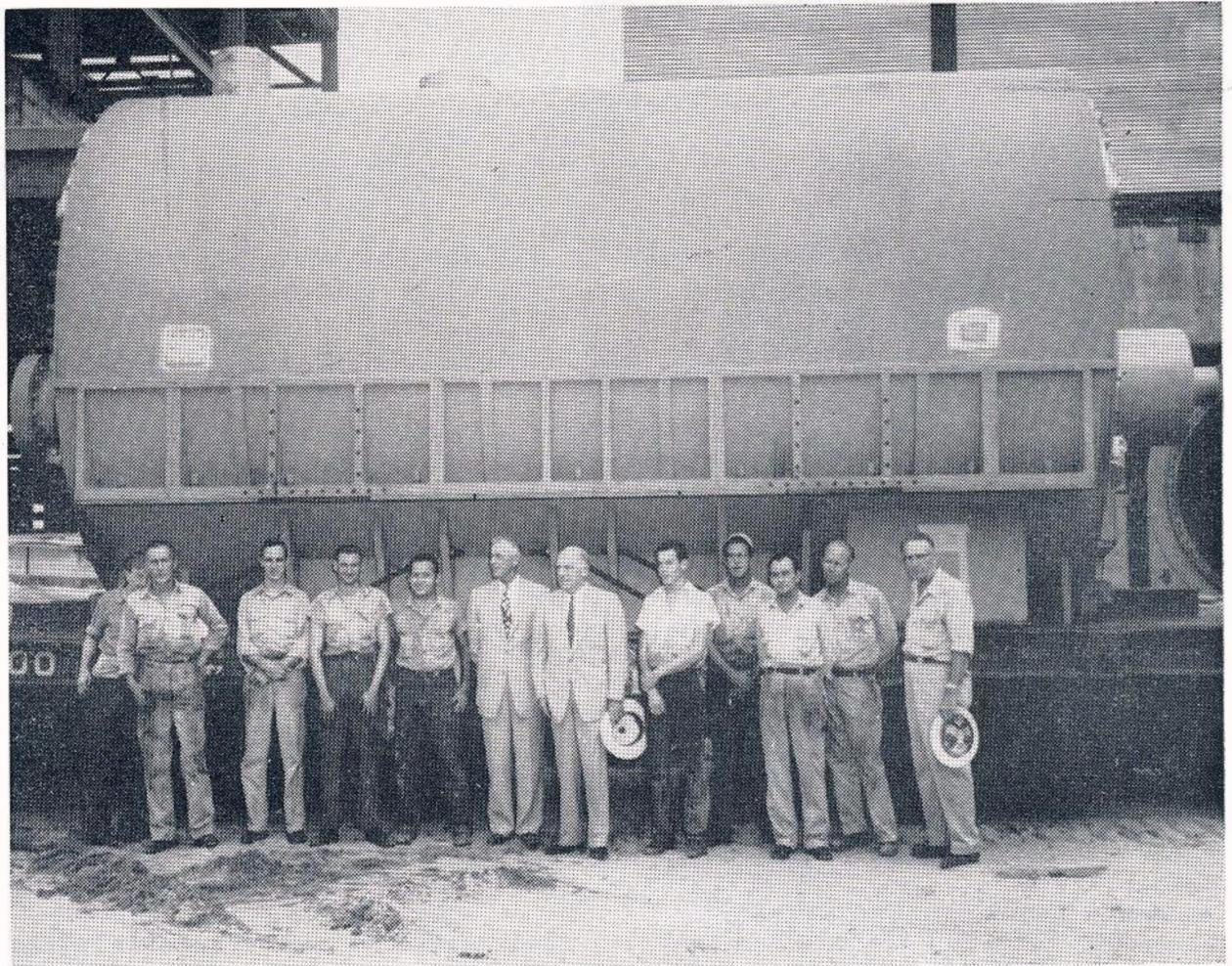
“A GOOD TIME was had by all” reportedly is a fair account of these proceedings, with Lake Charles employees enjoying a day of deep-sea fishing off Cameron. A group from the sales and accounting departments, accompanied by husbands and wives, made the trip. Not too many fish were caught, but the water was smooth and the food was delicious. Identified in the pictures are: Hazel Haviland (left), Floy Wilson and Mary Beth Chaffin (center), and Lucina Ory (right). It looks like they enjoyed the trip.



Jean Gibson (Before and After)

GENTLEMEN may or may not prefer blondes, but there's at least one gentleman in Port Arthur who can have a choice. He's R. W. "Red" Dunham, chief clerk in the accounting department, who processes some of the job applications in the Port Arthur Division. One day in June when a blonde came in, Red jokingly told Steno Jean Gibson he would like to have a blonde secretary for a change.

Jean decided to give her boss his wish. That noon she borrowed a blonde wig, and when she returned to work, Red was aghast. But, he had a "blonde" secretary for one afternoon, at least.



SOMETIMES you might wonder why a picture you were in never came out in the newspapers or PLAIN TALKS — well, here's an example. This perfectly good shot of Neches employees posing with President Roy Nelson and R. K. "Chief" Wilkerson in front of the new 111,000 generator wasn't chosen for publication anywhere. Why? Well, it happens there are a lot of people in it (and a lot of generator, too), so that it would take up a large amount of space in order to show each man clearly.

However, we still think it's a good picture and even though everybody's pretty small we're including it in this issue of the magazine.

The group consists of, from left:

Frank L. Turner, Christian M. Netzer, Ralph H. Pryne, Sheldon P. Fruge, Dan G. Dumas, Mr. Wilkerson, President Nelson, Stewart J. Shirey (son of Safety and Training Manager Jack Shirey), Ezra L. Gordon, Thomas F. Stewart, C. M. O'Brien and C. M. Fleming.



Baltimore SUN cartoon reprinted in New Orleans TIMES-PICAYUNE

gulf staters in the news

Malcolm Williams, GSU farm representative at Lake Charles, was among the 31 engineers granted registration by the Louisiana State Board of Registration for professional engineers and land surveyors earlier this summer.

Frank Robinson, Cleveland commercial sales representative, has been chosen as the outstanding layman of the 1955 Texas Conference of the Methodist Church. He received a plaque for his work at the recent annual meeting of the conference held in Houston.

Mr. Robinson, who recently was graduated from college after 20 years work for his degree (PLAIN TALKS, June, 1955), was chosen as outstanding lay leader over laymen from the Texarkana, Tyler, Longview, Palestine, Nacogdoches, Huntsville, Bryan, Houston, Galveston and Beaumont districts.

Another Knights of Columbus office has been awarded **H. P. Robichau** of Beaumont, chief billing clerk. Mr. Robichau is District Deputy for the K. of C. district which includes councils at Beaumont, Port Neches, Groves and Winnie. A member of the order since 1918, the Gulf Stater at various times has been Trustee, Grand Knight, Faithful Comptroller and Faithful Navigator in the course of his long and active period of service.

The new president of the Beaumont YMCA Emblem Club is **Randy McAlpine**, Beaumont supervisor of commercial sales. Mr. McAlpine's election this year followed a membership drive which resulted in a record total for the YMCA.

Vice President **L. F. Riegel** of Beaumont has been named to serve on a standing committee for education by the East Texas Chamber of Commerce. Mr. Riegel will be on the six-man steering committee of the standing group, which numbers some 30 members.

J. P. Pevoto, Orange accounting supervisor, was recently named public relations chairman for the Orange County Community Chest.

How Much TVA Has Cost You

THE JULY PLAIN TALKS included a tabulation showing what it would cost taxpayers of non-benefitting states should Hells Canyon water power be developed with Federal tax money.

Now we give you a similar tabulation showing what TVA development has cost, by states.

The Federal Power Commission, in an order August 4, authorized Idaho Power Company to develop Hells Canyon reach of the Snake River, thus in effect moving to save the taxpayers of the country a substantial amount of money.

However, indications are that proponents of socialism and big tax spending will renew the fight when the Congress meets again in January — the fight to get more of your money for TVA and Hells Canyon.

	Per Cent of Federal Tax Burden Borne by the States*	State Distribution of TVA Appropriations According to % of Federal Tax Burden		Per Cent of Federal Tax Burden Borne by the States*	State Distribution of TVA Appropriations According to % of Federal Tax Burden
Alabama	.93	\$17,716,500	New Hampshire	.27	5,143,500
Arizona	.41	7,810,500	New Jersey	3.62	\$68,961,000
Arkansas	.48	9,144,000	New Mexico	.31	5,905,500
California	9.22	175,641,000	New York	14.75	280,987,500
Colorado	1.01	19,240,500	North Carolina	1.38	26,289,000
Connecticut	1.88	35,814,000	North Dakota	.22	4,191,000
Delaware	.50	9,525,000	Ohio	6.39	121,729,500
Florida	1.47	28,003,500	Oklahoma	.99	18,859,500
Georgia	1.30	24,765,000	Oregon	.95	18,097,500
Idaho	.26	4,953,000	Pennsylvania	7.53	143,446,500
Illinois	7.64	145,542,000	Rhode Island	.52	9,906,000
Indiana	2.55	48,577,500	South Carolina	.65	12,382,500
Iowa	1.21	23,050,500	South Dakota	.24	4,572,000
Kansas	.97	18,478,500	Tennessee	1.17	22,288,500
Kentucky	1.01	19,240,500	TEXAS	4.05	77,152,500
LOUISIANA	1.09	20,764,500	Utah	.34	6,477,000
Maine	.38	7,239,000	Vermont	.16	3,048,000
Maryland	1.95	37,147,500	Virginia	1.48	28,194,000
Massachusetts	3.23	61,531,500	Washington	1.57	29,908,500
Michigan	5.78	110,109,000	West Virginia	.71	13,525,500
Minnesota	1.68	32,004,000	Wisconsin	2.05	39,052,500
Mississippi	.46	8,763,000	Wyoming	.15	2,857,500
Missouri	2.48	47,244,000	D.C., Hawaii, Alaska, etc.	1.1	26,860,500
Montana	.31	5,905,500			
Nebraska	.73	13,906,500			
Nevada	.16	3,048,000			
			TOTAL	100.00%	\$1,905,000,000

* As reported by the Council of State Chambers of Commerce.

Beaumont Bowlers Relax After Season 'Battles'

BEAUMONT'S Kilowatt Keglers added the final touches to the 1955 bowling season with a delicious shrimp banquet and awards presentation last month at the newly completed Neches Station recreation hall.

About 100 bowlers and wives and husbands were on hand for the combination meal-league meeting. Pictured on this page are the award winners and new officers elected for 1955-56.

The winning team, captained by Albert "Bobo" Faggard, were presented with individual trophies. Ace bowler

Ava Lee Wright, who led the champs in their playoff games, won a trophy for girl's high game of the season.

Others receiving awards were Melvin Pruitt, men's high game; Bob Guidry, men's high average; Nell Dube, women's high average; Tommy Tompkins, men's high series; Bonnie Gore, women's high series, and J. D. Perkins, most improved bowler.

League officers for the forthcoming campaign are Gerhard Smith, president; Muriel Hayes, vice-president, and Bobo Faggard, secretary-treasurer.



Two-trophy winner Ava Lee Wright beams approval after receiving her awards for being on winning team and rolling season's highest game.



Trophy winners in the Beaumont Gulf Staters league pose here with awards they received at last month's banquet, closing out the 1955 bowling season. Picture shows members of the league champion team and winners of high average, high series and high game awards. They are, left to right, Bobo Faggard, Ken Jumel, Tommy Tompkins, Bonnie Gore, Ava Lee Wright, Gerhard Smith, Nell Dube, Don Tinger and Melvin Pruitt. Bob Guidry and J. D. Perkins also received awards.



New league officers for the 1955-56 season are shown shortly after their election last month. They are, left to right, "Bobo" Faggard, secretary-treasurer; Muriel Hayes, vice-president, and Gerhard Smith, president.

Upped Costs Raise GSU Baton Rouge Gas Rates

IN ORDER TO offset a higher price we will have to pay our wholesale gas supplier, we have been granted permission by the Louisiana Public Service Commission to increase gas rates in Baton Rouge.

The Olin Gas Transmission Corporation, whose wholesale rates are under jurisdiction of the Federal Power Commission, and which furnishes Gulf States with gas for distribution in Baton Rouge, notified us that effective August 15 the wholesale rate would be increased. In our application to the Public Service Commission, we pointed

out that based on the level of 1954 purchases this will mean an increase of approximately \$340,000 in the amount we will have to pay the transmission corporation annually for gas distributed to our greater Baton Rouge customers.

The form and blocks of the revised gas rate schedules remain unchanged. An amount of 7.5 cents per 1,000 cubic feet has been added to the unit price of the various blocks of residential, commercial and industrial rates except that the present minimum charge of 700 cubic feet at \$1 in Schedule G-1,

under which residential and small commercial customers are served, will be continued.

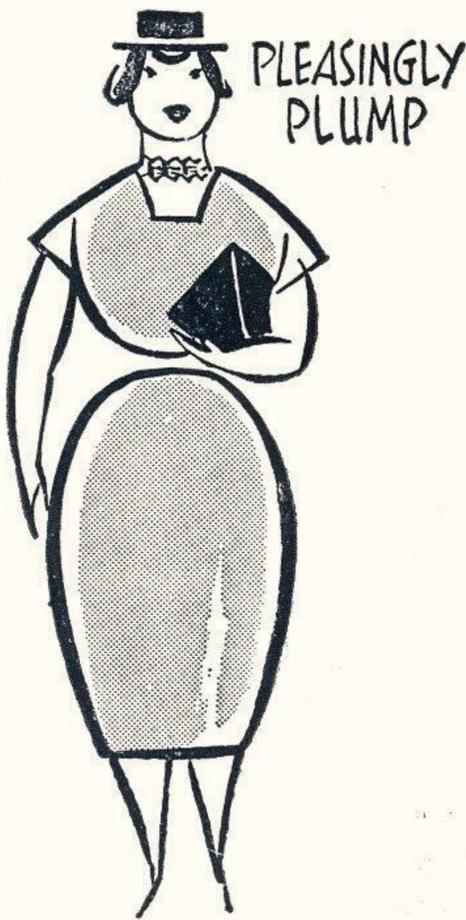
The last change in our gas rates was a voluntary reduction we made in 1946. There was also a reduction in 1942. The 1942 reduction was a voluntary rate change in order to pass a rate decrease in gas, purchased by the Company for resale, on to the ultimate consumers. The present increase in rates will average about 15 per cent over all, but the percentage increase to any individual customer may be higher or lower, depending on his particular consumption.

Unique Cooking Classes

Cut figures Down to Size

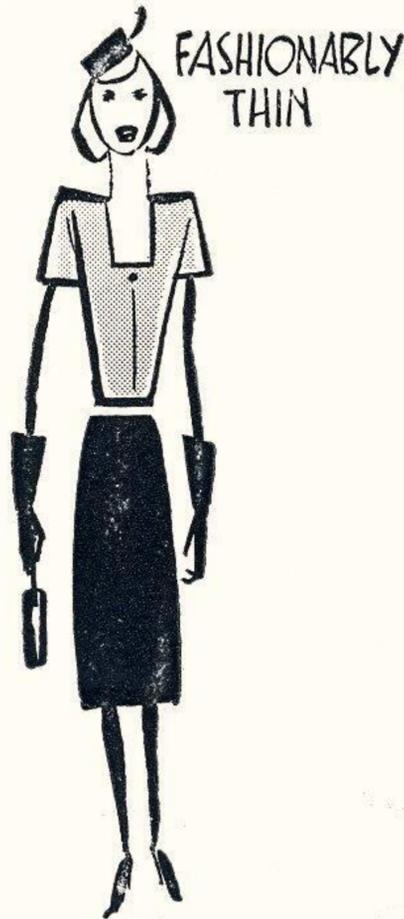
THERE'S A SAYING that if you don't watch your figure, no one else will. During the last three months Gulf States' Home Service Advisors made the sometimes arduous job of "figure-watching" more pleasant. It was a unique approach to the conventional cooking schools, called the Calorie Counting Cooking Classes.

Twenty-nine classes were held



through the system. The 2594 housewives who attended these sessions were given delicious recipes and at the same time provided with helpful information on how to lose weight, gain weight, or stay right where they are, depending on whether they are "Pleasingly Plump," "Fashionably Thin," or "Delightfully Right," as shown in the drawings above.

Stressing the theme that weight control can be accomplished painlessly by good eating habits rather than by special diets, the Calorie Counting



Cooking Classes pointed out several ways to "have your cake and eat it too." Overweight people must be content, the school said, with just having the cake since it is one of the foods rich in calories. On the other hand, underweight people should ADD rich foods to their normal menus.

Women who attended cooking classes received information designed to help them "fit the food to the figure." The Home Service Department prepared several menus, with accompanying recipes and the calorie count opposite each food. Women with the "Delightfully Right" figures need follow only the list given. The "Plump" ladies should drink skimmed milk, for instance, or no cream in that coffee, whereas the "Thin" ones may splurge by taking an extra tablespoon of cream or two pats of butter. The foods that should be added or subtracted from the menu are also listed.

These menus are by no means de-



signed only for the women of the house. The overweight, or underweight, men may follow the same menus without the pain of strenuous diets. Gulf States' home service advisors have booklets that can help anyone who would like to watch his calories, and gain weight, lose weight or stay "delightfully right."



Gulf States was host not long ago to Miss Rosa Gibson of the National Livestock and Meat Board, Chicago, and among her activities in our area was a demonstration of the proper preparation of meat at the Reddy Kilowatt Cottage in Beaumont. The home economist tours the country giving similar demonstrations to homemakers.



THESE ITEMS were among the news that employees were reading in PLAIN TALKS back in . . .

1925

With the purchase of the Western Texas Electric Public Service Company properties, announced in August, and the taking over of Orange September 1, under the new name of Gulf States Utilities Company, the Eastern Texas Electric Company now serves a territory over one hundred miles in length.

1930

Charlie Waller, electrician with the Gulf States Utilities Company at Groveton, and Miss Ila Fay Callison were married July 5th . . . Marcus Andrews won a set of golf clubs in a drawing July 31 at the Beaumont Country Club, where members of the Eastern Texas Electric and Gulf States golf clubs were gathered for a banquet.

1940

New Beaumont line department line department employees named in this issue include L. C. McCullar and Jesse Perricone . . . Emerging from the dust and clatter of a face-lifting and internal remodeling operation, the Lake Charles office celebrated its 16th anniversary as part of the Gulf States system and the opening of its remodeled main office and sales floor with an open house Augst 1 . . . E. L. Granau has been elected treasurer of the Liberty Rotary Club . . . Tully Brady, Anahuac, has been made a Deacon in his church.

1945

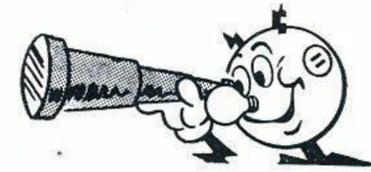
Sgt. Luther Risher, Lake Charles customers accounts, has just returned from Siapan for a 30-day furlough in the good old U. S. A. . . . W. E. Dinkins, customers service representative at Trinity, was re-elected a director of the Trinity Chamber of Commerce . . . "Now it can be told"—the details of how Gulf States maintained service, with 25 per cent of the Company's personnel lost to the armed forces early in the war, and with many other problems to face . . . Ben Exner, Baton Rouge electric, is the proud papa of a bouncing baby boy, James Williams . . . Two Gulf Staters who have become parents while on duty with the navy are Chris Von Netzer, Beaumont production, and W. A. "Bill" Thomson,

A PEEK AT THE T S A C

Orange . . . Lineman Lloyd Priest, Beaumont, is shown installing a new street light fixture in front of the main office, and G. L. Hagler, Port Arthur meter, is shown with the trophy he took home after winning the all-city bowling tournament.

1950

Gulf States now has 19 "packaged" type substations on hand or on order. It is a wartime development and is catching on rapidly in the industry . . . Floyd Smith, formerly engineer in the system engineering department, has been promoted to the job of operating supervisor for the Port Arthur Division . . . Fred Tenholder, commercial sales representative, Beaumont, was one of two nominated for president of the Beaumont Junior Chamber of Commerce at a dinner session of the organ-



ization recently . . . L. F. Riegel, formerly general sales manager, was named a vice president of the Company this month . . . James E. Gammage, Beaumont production, was married to Anna Carolyn Arterberry August 9.

Our Company's Unseen Asset

THE MOST VALUABLE asset of the public utility industry does not appear upon the companies' balance sheets, for it is the good will of the public they serve, declares Roger W. Babson, economist and statistician, in a recent copyrighted article.

Although he calls the utilities' investment in physical plant and equipment "huge," he says it "is of far less importance to their future success than the one great asset of public good will. In fact, the most valuable asset of all does not appear in the companies' balance sheets. It is up to the leaders of the industry to conserve that attitude by the policy of dealing in a straightforward manner and by striving to bring about greater economies which will further lower the cost of service.

"The fundamental thing in which the average man is interested is quality service at lower rates," Mr. Babson states. "This the utilities have signally succeeded in providing during the past ten years. While nearly all other items in the cost of living are much higher than they were before the war, the cost of public utility service is one item that is lower. Moreover, far-seeing leaders of the industry have stated their intention of continuing to work for further rate decreases. This, of course, is only possible as systems are extended and interconnected to reduce operating costs. Such expansion and interconnection is a feature of present-day utility operation."

* * *

The article above appeared in the Birmingham Electric Company "Buzzer" 26 years ago. The statements are just as true today.



. . . Safe as America, when you invest in United States Series E Savings Bonds. You can do it the easy way, too — through the payroll saving plan. The bonds you will receive pay you interest at the rate of 3 per cent per year, compounded semiannually, for as long as 19 years and 8 months, if you wish. When planning how and where to SAVE, investigate U. S. Savings Bonds!

GROWING with Gulf Staters



Brooks Bishop, Beaumont residential sales, has a lapful of daughters here: Victoria, left, is three and one-half years old, and Karen, right, is one year old. He's wearing his uniform as member of the local Chemical Warfare Corps Army Reserve unit—with Victoria and Karen getting into the act, too. Paternal grandpa is J. B. "Pat" Bishop, assistant manager of residential sales.

'... JOBS THAT HAVE TO BE DONE'

WALTER B. McMORRIS, district serviceman in the Northern District of the Baton Rouge Division, is a glutton for civic work. He's president of the Jackson Lions Club, an active Mason and church worker and a member of Jackson's Volunteer Fire Department.

Mr. McMorris enjoys most of his extra-curricular activities. Last month, though, he performed a job that no one likes to do.

As part of his volunteer fireman duties, he is on call for help during emergencies, as well as to fight fires. The morning of July 16 was clear and hot, good for swimming, and a little Vicksburg girl did just that — for the last time.



Born in Baton Rouge June 13, Edwin A. Bowman III is the son of Mae Westh Bowman and grandson of Louisiana Station's V. Westh. He's Mr. Westh's first grandchild.



Here are the cute daughters of Mr. and Mrs. Rene DeBlanc at Lake Charles. Pop's master electrician at Riverside. Their names are Brenda Ruth, aged three, and Mona Lynn, 18 months.



Two youngsters in the home of Mr. and Mrs. Richard L. Hall, Louisiana Station, are stepson Eugene Rovena, aged seven, and daughter Rose, 10 months old.



This is Vicki Louise Burleson, granddaughter of Luther Mosier of Sulphur. Her parents live in Orange, and she celebrated her first birthday June 26.

While her family prepared breakfast nearby, 10-year-old Judy Carol Hagan decided to go wading in Thompson Creek, which is near Jackson. She went out a little too far and stepped into a deep hole. That was the last anyone saw of her until Mr. McMorris and two fellow volunteers recovered the body in two hours and 40 minutes.

The child had wandered into a gravel

pit beneath the surface of the stream. It was 40 feet deep.

PLAIN TALKS commends Mr. McMorris and men like him who quietly go about doing jobs that have to be done, unpleasant as well as enjoyable. It speaks well for Gulf States that many company people, like Mr. McMorris, unselfishly volunteer for work to make a community liveable.

Hoover Commission Takes Dim View of

Socialized Power

THE HOOVER COMMISSION, at the close of another exhaustive and historical survey of how the Federal Government does business, found a number of faults with the whole idea of Federal generation of electric power as it has been practiced in the past, and made several interesting suggestions to correct them.

Specifically, here are some of the more glaring highlights:

- "Conflicting policies" in water program development by the Government "cause competition, duplication, and waste."

- Federal agencies often woo Congress with water development plans padded out to include "nebular indirect benefits."

- Original and final estimates of costs are likely to be far apart. One project began in 1944 at \$840,000,000, but by 1953 the estimate wound up at \$3,717,000,000. That's more than four times the original estimate.

- Although most Federal power projects claim to "pay their own way," the Hoover Commission studied seven of them and found they are \$331,591,045 in the hole. "Obviously," the Commission told Congress, "the claims of profits earned for the Federal Government on these projects cannot be sustained."

- "The proponents of Federal power argue that it is cheaper than power generated by private enterprise . . . When all costs are considered this myth of 'cheap power' is quickly dispelled." The Commission blames the situation largely on "partial bookkeeping" by the Government.

- All Federal revenue-producing water and power projects should pay cash revenues to the Treasury as miscellaneous receipts and receive annual appropriations for cash operating expenditures."

- Regulation of rates for the sale of Federal electricity should be vested in the Federal Power Commission — like the rest of the electric utility industry.

- Federal water-development and power projects "should pay local taxes equal to those of private electric utilities."

Adding it all up, the Commission found three general ways in which socialized electric power has hurt the public welfare and left a scar on the American economy:

First, it is highly discriminatory and unfair to most sections of the Nation. Less than 10 per cent of the American people benefit from it. **New York, New Jersey and Pennsylvania, for instance, have 20 per cent of the U. S. population, and pay 29 per cent of the taxes. Yet they don't receive one Kwh of socialized Federal power.** In addition, Federal power projects (wherever they are) not only don't pay Federal taxes, but also pay "little if any" state or local taxes, and the "preference laws" require that Federal power be sold mostly to municipalities and cooperatives — which also pay little taxes.

Second, "Federal power projects have extended their fields of activity."

The Commission cited the case of TVA, which began primarily as a navigation and flood control project but developed into a massive, socialistic generating Authority. The answer to the problem: **Once such a project has fulfilled its original purpose, it should not be allowed to elbow and crowd its way into other fields.**

Third, "It is clear that in the field of power the Government is conducting functions and activities which are competitive with private enterprise." **The Hoover Commission concluded that Federal competition with private enterprise" in the power field is more extensive than in any other single governmental field and has taken on many aspects which are the negation of our fundamental economic system."**

Putting the problem in sharp focus, the Citizens Committee for the Hoover Report expresses this serious concern: **"The question is not one of the cost per kilowatt hour. The crucial question is: Do we want the national government to dominate such an important segment of our economy?"**

In Ranges, Water Heaters and Freezers . . .

Sales Drive Smashes Quota

In one of the most overwhelming campaigns in residential sales history, Gulf States exceeded by 43 per cent its quota of ranges, water heaters and freezers in the three months' drive just completed. The Company sales departments recorded 6560 sales, or 42.6 per cent over the established goal of 4600 units.

Results announced last week on the June-July-August campaign indicate that Navasota led all other divisions, overshooting its quota by 66 per cent. Lake Charles Division was right behind with 65 per cent over its goal. Beaumont Division took first place in total sales with 1978 units sold.

Freezers were apparently the most popular sales. Some 3189 freezer sales were registered throughout the system, with range sales a close second at 2845 sales. Range sales exceeded by 340 the number of sales during the same campaign period last year.

Following are the campaign results:

Division	Range Sales	Water Heater Sales	Freezer Sales	Total
Navasota	325	88	460	873
Lake Charles	691	190	884	1765
Beaumont	918	169	891	1978
Port Arthur	382	22	320	724
Baton Rouge	529	57	634	1220
Total	2845	526	3189	6560

LAFAYETTE

PLAIN TALKS extends a welcome to these new Lafayette employees: **Miss Patricia Louise Ditch**, accounting department, and **Miss Priscilla Ann Foreman**, T & D department. Pat and Priscilla replace **Mrs. Beverly Escher** and **Mrs. Montez H. Credeur**, respectively, who have both resigned to await visits from the stork. Montez is a former PLAIN TALKS reporter, a job she has held since August, 1954. Our new reporter is **Miss Jane Anne Comeaux**, T & D department.

Mr. and Mrs. Frank B. Sonnier vacationed in Las Cruces, N. Mex., where they visited their son and daughter-in-law, **Mr. and Mrs. Cecil Sonnier**. The F. B. Sonniers then toured the Southwest, visiting Grand Canyon, Painted Desert and other points of interest . . . **Miss Florene Wimberly**, Church Point office, vacationed in Canada. Florene is still talking about the "wonderful" time she had.

Other Gulf Staters who recently enjoyed vacations were **Lester Gauthier**, **Charles Gary**, **Harry Guidry**, **J. K. Powell**, **Charles Breaux**, **Paul Dugas**, **Fredy LeBlanc**, **John Landry**, **Cullen Rome**, **Leroy Boutin** and **Julien Perry** . . . **Mr. and Mrs. A. B. Mitchell** and daughter, **Nell**, motored to New Orleans to attend the graduation of their son and brother, **Bruce, Jr.**, who received his RN degree. Bruce attended Southwestern Louisiana Institute at Lafayette, Loyola University and Hotel Dieu at New Orleans. He will continue his studies in medicine at Lancaster, Penn.

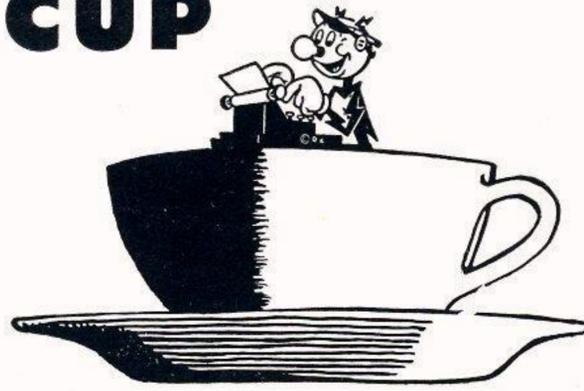
Congratulations to **Mrs. G. W. Parton**, one of the safety contest winners. **Mr. Parton** is a Lafayette substation foreman . . . **James Richardson**, GSU farm representative, was a speaker at Camp Anacoco recently. Jim gave electrical demonstrations to a group of young 4-Hers.

SULPHUR

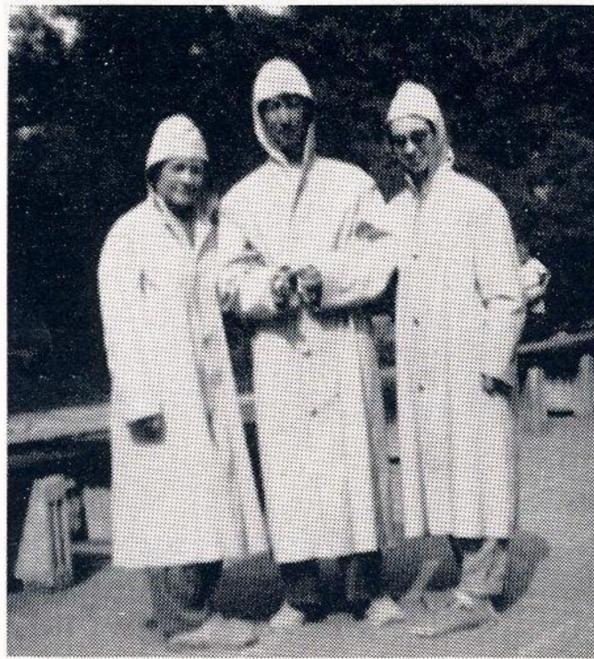
On the first of this month, **Luther Mosier** became a commercial sales representative, moving up from his former position of residential sales representative. Mr. Mosier completed 20 years of service with Gulf States in July, during which time he worked in Beaumont, Port Arthur and Lake Charles before his transfer to Sulphur in 1946 . . . Recent additions to the residential sales department in our district are **Herbert E. "Gene" Williams** and **Philip LeDoux**, both in residential sales.

over the

COFFEE CUP



BEAUMONT



The Raffertys

Vacation-time this summer found **Mr. and Mrs. Harry Rafferty** and daughter **Marie** at, among other places, Niagara Falls. Here they're shown with protective coats and hoods that are necessary when you go to the foot of the falls or take a boat ride on the famed "Maid of the Mists."

Marian Wright, corporation department, will be married this fall to **Raymond Parsley**, her parents announced recently. The bridegroom-to-be is employed by the Reed Co. in Beaumont . . . **Elsie Davis** of the sales department enjoyed a two-week vacation trip by

car to Michigan last month, visiting Traverse City, Lansing and Evart.

Brooks Bishop, Beaumont residential sales, was pictured in local newspapers recently with other members of his outfit, the 484th Chemical Battalion, army reserve, while in the field for summer training near Fort McClellan, Ala.

M. H. Elissalde, engineering supervisor, was severely stricken while attending church in Beaumont August 9 and required immediate hospitalization. At this writing, he was reported in fair condition, in good spirits and apparently improving, but remained in the hospital under observation . . . **Miss Mary Lilyerstrom**, who was injured and shaken up in an auto mishap May 29, was expecting to be back with us around the 21st of this month, according to the latest available information. Main Office employees were looking forward to seeing her . . . From the service center, PLAIN TALKS learned that long-service man **Cecil Crawley** (supervisor of buildings and grounds) was back in harness and feeling fine after being off duty because of illness. Welcome back, Mr. Crawley!

BATON ROUGE

Betty Ann Braud, daughter of **Mr. and Mrs. Vernon J. Braud** of New Roads, became the bride of **Hubert John Braud** July 10. Betty's father is a serviceman in the Western district of Baton Rouge Division.



Lois McGrew Marries

She's **Lois Judge** now — this picture was made at the **Lois McGrew-Robert Judge** nuptials. Lois is in the Baton Rouge executive department.



Welcome, Bonnie

Meet **Bonnie Osdell**, new Baton Rouge appliance repair department employee, shown here with her boss, **Maurice Cunningham**, appliance repair foreman in electric department. Bonnie replaces **Jackie Villar**, who resigned to begin a family . . . Friends of **Ethel Sharp** are sorry to hear that she suffered a broken arm recently. Ethel is on the job and mending well.

Louisiana Station vacationers we can report on include these:

The **S. A. McKenzies** had a three-week vacation which they spent this year in St. Louis, having a wonderful time visiting Mrs. McKenzie's parents . . . The **Charles F. Browns** spent the Fourth of July weekend in Biloxi deep sea fishing and report a nice time; the **C. A. Ibachs** were there the same weekend.

ORANGE



Armstrongs & fish

W. A. Armstrong, T & D and son **Joe Lee**, are shown here with a couple of nice bass caught on a recent fishing trip. One weighed 5½ pounds, the other 3½ pounds . . . **Mr. and Mrs.**

Plain Talks

Cecil Nantz and their daughter **Yvonne** have returned from a vacation tour of the Eastern states. Mr. Nantz attended the Lions convention in New Jersey.

We're happy to have **Marjorie Cook** back at her job in accounting after a six-weeks' absence. She underwent major surgery at Baptist Hospital in Beaumont . . . A number of Gulf Staters spent two weeks at camp at Fort Hood recently. Some of their wives who also are Gulf Staters enjoyed a nice weekend visiting them and seeing some of Central Texas at the same time.



"Doc" Charlton

Amateur salt-water fisherman **T. O. "Doc" Charlton**, the new Orange district superintendent, hooked a whopper on a recent trip out in Galveston Bay — a seven-pound speckled trout. Anglers familiar with the area believe it's one of the biggest taken this year. This picture shows the fish already cleaned, but it still looks like a prize-winner for size. Doc says he had plenty of fight in him, which is understandable.

Others enjoying vacations lately have been **Evelyn Morse**, **Jo Anna White**, **Mollie Matthews**, **Joan Johnson** (all from accounting), **Frank Osborn** and **J. S. Rougeau** of the service department, and our district superintendent, **C. H. "Chief" Meeks** . . . Mr. Meeks recently took part, as director of the Orange Hotel Co., in the groundbreaking ceremonies for the new "Jack Tar Orange House," which will be the proper name for the hotel.

We understand that **Bess Howard**, accounting, has improved greatly after her serious illness and is expected home from the hospital in Beaumont soon . . . **Frank Otto** of the engineering department has been vacationing with his family in Philadelphia during the past few weeks.

RIVERSIDE STA.

Riverside has a new boat house and draw out, thanks to the maintenance crew . . . Sympathy is extended to "**Red**" **O'Kelly** and family; his father has been in serious condition in a Houston hospital . . . **Joey Brown** was in his glory again for two weeks as he returned to the West Coast as a Marine Corporal . . . **Mike Griffin** is slipping, as he spent all of his three weeks vacation working in Newton County, caught no fish, and didn't even bring back any stories.

Everett Pratt is taking a three-weeks vacation in the north . . . "**Buck**" **White** has been fussing about a combination of troubles: rain, grass and the "graveyard" . . . **Jimmy Skinner** visited relatives and in-laws around Texas for two weeks . . . **Jimmy Derr** is back after a round of food, fun and reunions during a vacation in Pennsylvania . . . **Eldee Reed** spends his vacation skin diving. Says it's cool and one sure way to keep out of the rain.

Your Reporters

Baton Rouge Division

Frances Gross, accounting; Virginia Yarbrough, electric; Marion Brown, Louisiana Station; Lois Landry, sales, Elaine Hughes, gas; Margie Force, T & D.

Beaumont Division

Lola Martin, sales; Mary Helen Kellam, customer accounting; Tom Stiteler, line; Mary A. Maines, T & D; Betty Neville, Neches Station; Reba Willey, Orange District; Doris Cryer, Silsbee District.

Lake Charles Division

Fay Denney, sales; Dorothy Mitchell, customer accounting; Eddie Belair, Jennings District; E. C. McGehee, Riverside Station; Jane Comeaux, Lafayette District; Pat McCullen, Sulphur District.

Navasota Division

Jeanette Sangster, Division Headquarters; Jo Ann Myers, T & D; Louise Satory, Calvert District; Jane Bazzoon, Cleveland District; Billie Morrison, Huntsville District; Johnnie Faye Elliott, Trinity; Elayne Westmoreland, Madisonville; Pet Wisinger, Conroe.

Port Arthur Division

Rosemary Vaught, Division Headquarters; Loraine Dunham, T & D; Elizabeth Whatley, Nederland and Port Neches

Keep Your
District or Department
REPORTER
informed!

TACT ...

It's a Big Thing
On the Telephone

MOST OF TODAY'S successful men have a number of traits in common, but possibly the most important is tactfulness.

Somewhat akin to kindness and courtesy, tact is important in everyday conversation, but particularly important in telephone conversation since the person on the other end of the line cannot see our facial expressions to determine our sincerity. Therefore, our tone of voice and choice of words have to indicate that we at Gulf States ARE sincere.

Most Gulf Staters receive or make an outside call at least once a day from or to someone not employed by the Company. Of course, it's important to be courteous to our fellow workers, but more so to our friends outside the Company. Our use of tact may well determine if these people STAY friends of ours. We should always strive to make them feel it is a pleasure to do business with us and wish to call again.

Tact is simply the ability to say or do what is right at the proper time, or what the French call "savoir-faire". It has been described as the ability to stand on your own two feet without stepping on someone else's toes.

Knowing what to say and how to say it, or what to do and how to do it, is perhaps the most important thing a man can learn if he wants to be successful. When men of otherwise equal ability are placed together, usually the one with more tact is promoted first. Many rough roads to higher positions have become paved avenues with the use of tactfulness. Jean Paul Richter said, "Men, like bullets, go farthest when they are smoothest."

Consider the other person's point of view, and appreciate it, no matter how restricted it may seem. Everyone likes to feel important. Making someone else feel important is one of the quickest ways to win friends. Dale Carnegie in his famous book, "How to Win Friends and Influence People," explained that he is very fond of strawberries and cream. But, for some reason, he says, fish seem to prefer worms. "So," he continues,



REDDY'S SALES REVIEW

Lake Charles Wins Kwh Trophy for June

Lake Charles Division put in another bid for the Nelson Trophy by leading in kilowatt-hour gains for the month of June. Lake Charles nosed back into first place in the race after being shoved into second for the previous two months. The Louisiana division showed an increase of 29 Kwh for June and continued to lead all other divisions for the sixth straight month in total increase since January 1, with 102 Kwh.

System-wide gain for June was 21 Kwh, raising the annual figure to 2238 Kwh. Since the first of the year, the system has gained 79 kilowatt-hours, or 51 Kwh per home customer over the same period last year.

Port Arthur dropped to second place in the running, but stayed just a stride off, recording a 28-Kwh gain for the month. Port Arthur has registered an increase of 100 Kwh since January 1. The other divisions maintained their relative positions.

Here's the summary:

Division	Kwh Annual	Increase May Kwh	Since Jan. 1 Kwh Increase
Lake Charles	2304	29	102
Port Arthur	2276	28	100
Baton Rouge	2076	22	89
Beaumont	2435	14	49
Navasota	1981	12	43
System	2238	21	79

"when I go fishing I don't think of myself. I think of the fish. I don't bait the hook with strawberries. Rather, I dangle a worm or a grasshopper in front of the fish . . . Why not use the same common sense when fishing for men?"

IBM has popularized the one-word sentence, "THINK." It applies to tactfulness as well as anything else. "Think before you speak" is a familiar suggestion. If we would heed it, many a harsh or unwise word would never be uttered, especially in the heat of anger.

It was Carnegie who said, "Any fool can criticize, condemn and complain—most fools do. But it takes character and self-control to be understanding and forgiving. Instead of condemning people, let's try to understand them. Let's try to figure out why they do what they do. That's a lot more profitable and intriguing than criticism; and it breeds sympathy, tolerance and kindness."

As P. K. SIDELINER, house magazine of Peter Kuntz Co., put it, "Kindness is a hard thing to give away; it usually comes back."

Gulf Stater's Son Killed by Tractor

A TRAGIC accident involving a tractor took the life of a Gulf Stater's son in Lake Charles this summer. The victim was Charles Raymond Myers, a student at McNeese State College who was at work on a summer construction job. His father is Monroe Myers, master repairman at Riverside Station in Lake Charles.

It was reported that the tractor being driven by young Myers overturned backward, pinning him underneath. The accident occurred June 17.

Funeral services were held in Lake Charles, with burial and graveside services in McComb, Miss.

Mr. and Mrs. Myers have two other sons, James H. and Aubrey Myers, who live in Lake Charles. To the entire family, PLAIN TALKS joins all Gulf Staters in expressing deepest sympathy.

SPIDER WITH RUBBER LEGS

By CAPPY DICK

Author of "The Stay-At-Home Book"

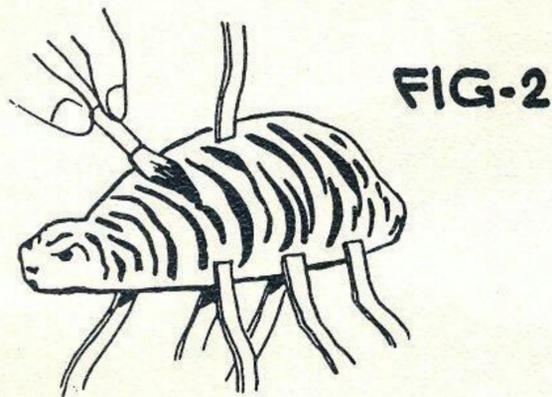
Out of a little ball of common clay you can make a spider with rubber-band legs that will wriggle in mid-air.

Use just enough clay to make the body of the spider, shaping it as in Figure 1.



It should be moist clay so it can be molded easily. Do the work on a flat board covered with waxed paper so the clay can be removed without breaking after the spider has dried.

Cut three ordinary rubber bands in half, making six pieces. These are the



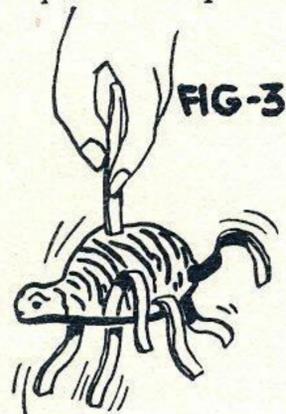
spider's legs. Mold one end of each piece into the clay body as in Figure 1.

Cut a fourth rubber band so it becomes one long piece. Mold one end deeply into the top of the spider's body, also as in Figure 1.

Set the spider aside to become thoroughly dry.

The final step is to paint the spider's body with enamel paint (Figure 2). Yellow with black stripes will look especially fierce. Polka dots will also be good.

When the paint has dried, the spider is ready. Grasp the end of the long rubber band, bounce the spider up and down in mid-air and watch its legs dance as in Figure 3.

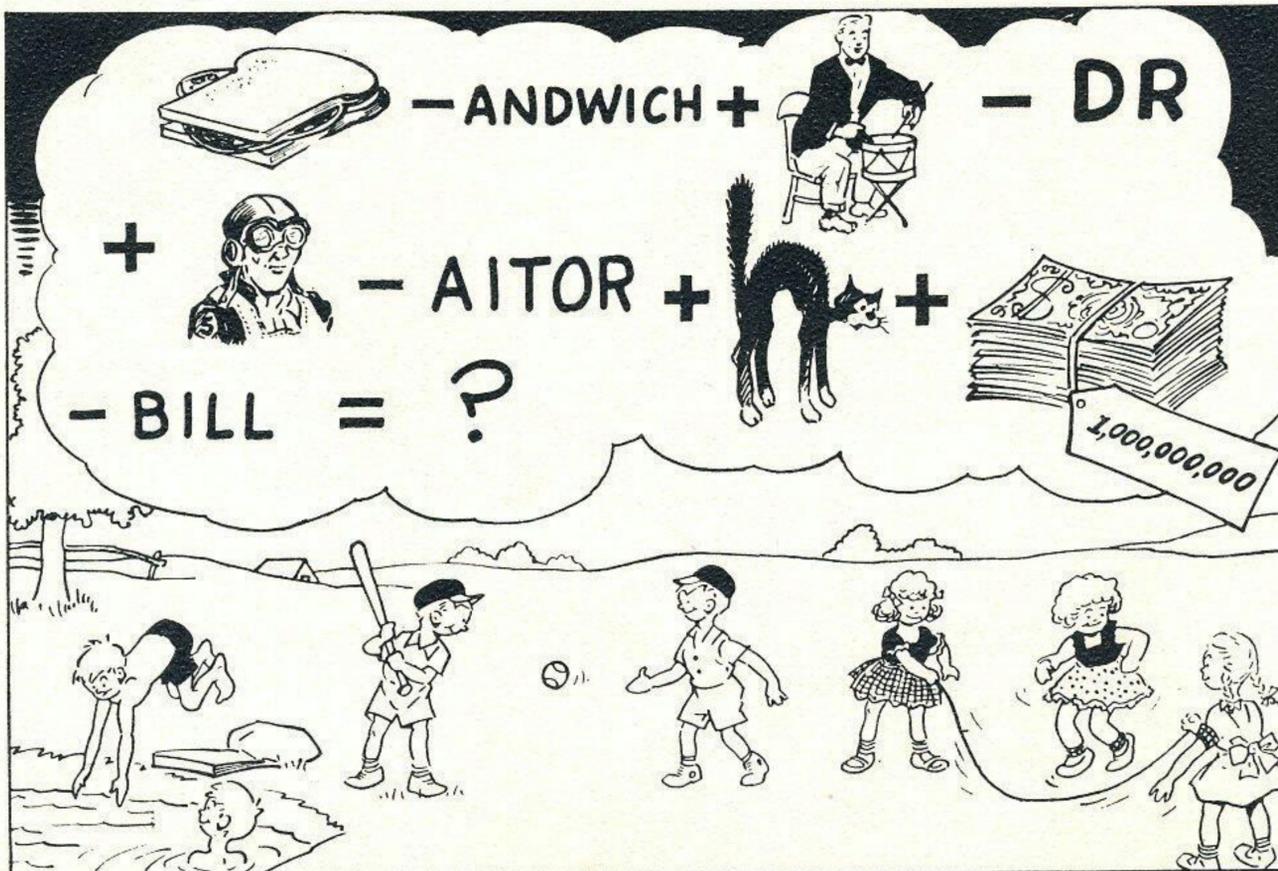


FUN FOR BOYS AND GIRLS

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

Copyright, Vanguard Features Syndicate

This Spells Your Favorite Time of the Year

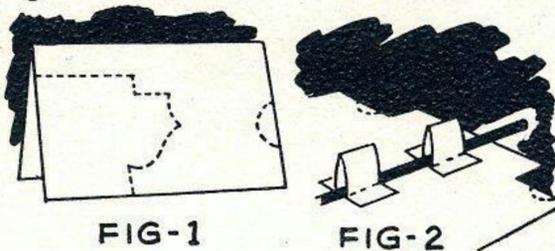


The name of the best time of the year for boys and girls is spelled by objects in this picture. Add and subtract as the picture directs to get the solution. Answer appears elsewhere on this page.

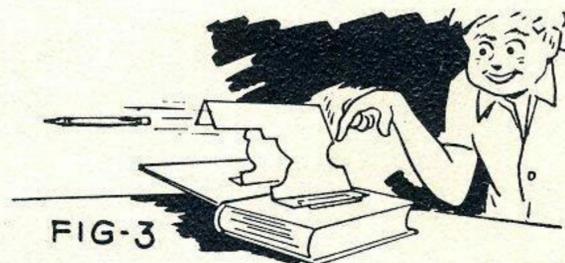
PAPER CANNON IN A BOOK

A realistic paper cannon that will shoot a pencil can be mounted on the inside cover and fly-leaf of a book. When the book is opened, the cannon will rise into view, ready for firing (Figure 3).

Use a stout piece of paper eight inches long and six inches wide. Fold it end



to end and on one side draw the simple outline of the field gun (dotted lines in Figure 1). Cut the folded paper along the outline, giving the gun two identical sides.



Spread it open and glue two small strips of paper on the underside of the fold (Figure 2). These are supports for the pencil.

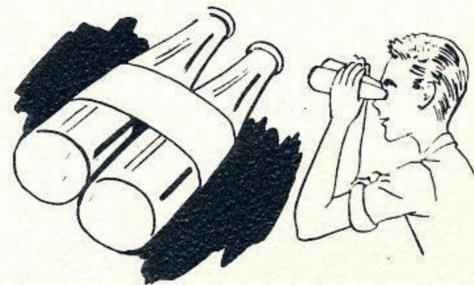
To fasten the base of the gun inside the book as in Figure 3, fold over a one-half inch strip on each side of the base, then glue these strips an inch and a half from the fold of the book (Figure 3).

Slide the pencil into the barrel. To fire it, give it a strong flip with your finger.

PAIR OF PLAY BINOCULARS

Want a pair of imitation binoculars to use when you are playing sea captain or pirate? Make them from two small soda bottles held together with adhesive tape as shown in the adjoining sketch.

You look into the small end of the binoculars like a sea captain would do and pretend to see all manner of things so distant the naked eye couldn't possibly detect them. Try this out; it's lots of fun!



ANSWER TO THE PUZZLE IS "SUMMER VACATION." DID YOU GET IT RIGHT?

Looking for a Home



All Gulf States operating superintendents and chief engineers recently were sent a copy of this happy scene (painted by Rose Wilson of the Safety Department). It shows a lonely family of goats that are longing to snuggle up to some Gulf States safety team and live with them for six months.

Who gets the goats? The outcome of a current safety competition will determine where they're destined to be sent. If your organization is on the bottom of the heap, safety-wise, they'll be your responsibility.

Gulf Staters who stay alert, who "go by the book" and don't take chances, and who take that added minute to think things out before they handle a job, won't have to put up with the animals. They'll be better off — in more ways than one.