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Plain
Talker

GULF STATES UTILITIES COMPANY

APRIL, 1963

IN THIS ISSUE:

- New All-Time Highs Recorded by Annual Report
- Employee Benefits Cost Tops 4.7-Million Dollars



Plain Talks

James S. Turner
Editor

Bunch Eads
Associate Editor

Jasper F. Worthy, contributing editor, Baton Rouge; Hal Reagan, writer.

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

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EXECUTIVE OFFICERS

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REPORTERS

BEAUMONT DIVISION

Mary Schlicher	Sales
Ginger Hopkins	Cust. Accounting
Gertrude Peddy	Substation
Grace Fails	Line
Hazel Johnson	Neches Station
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Accounting
Kay Prestridge	Credit & Collections
Davie Carpenter	Orange
Doris Cryer	Silsbee
Norman Morrison	Service Center, T & D
Doris Thomas	Purchasing
Judy Moses	Rate & Depreciation
Ward McCurtain	Tax
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Peggy Stout	Records
Gwen Thompson	Executive Dept.
Lily Walters	Engineering
Ken Londers	Storeroom
Kay Zunker	Sabine Station

BATON ROUGE DIVISION

Virginia Yarbrough	Government Street Line and Garage
Margie Force	T & D
Nancy Hoehn	Accounting
Francis Heffner	Louisiana Station
Dora Landaiche	Willow Glen
Freda Hargrove	Gas
Sue Ellen Myers	Substation
Wanda Lee	Electric Meter and Service

T. B. Chaney	Choctaw Line and Garage
M. D. Voyles	Electrical Engineering and System Surveying

LAKE CHARLES DIVISION

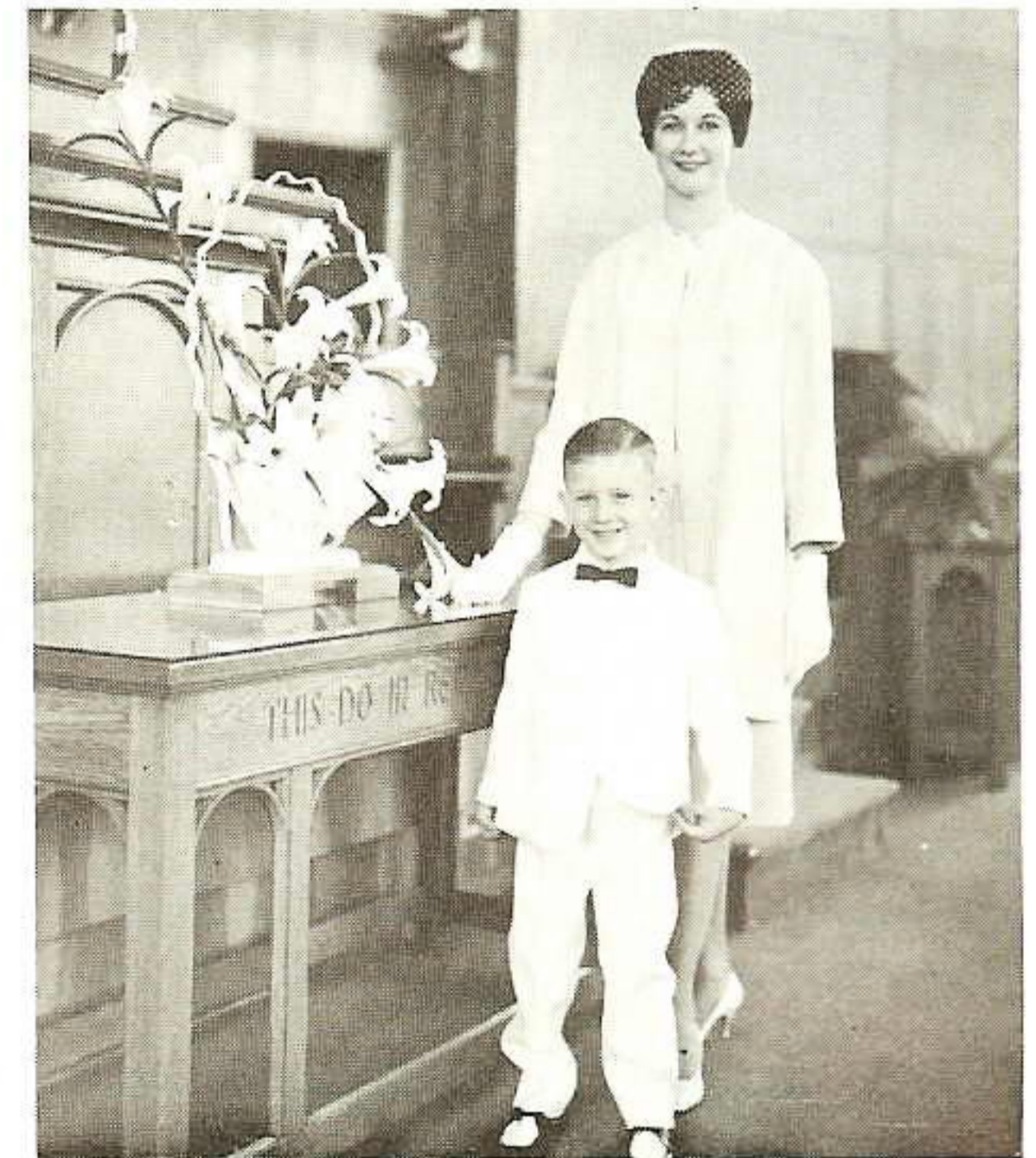
Fay Denney	Sales
Jack Bass	Sales
Charlene Harper	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Trahan	Lafayette
Jo Ann Burnett	Substation
Pearl Darbonne	Sulphur
Tyrelle Hill	Safety
Zilda Vincent	Engineering
Hubert J. Landry	Meter Shop
Bob Wiggins	Dispatcher
Edith Patterson	Line
Bonnie Cole	Customer Accounting
Dora Ann Johnson	Nelson Station
Brenda Morgan	Service

NAVASOTA DIVISION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mabelene Dobbins	Trinity
Bernice Falvey	Conroe
Betty Lynch	Madisonville
Roxanne Pry	Navasota

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department



OUR COVER

SPRING has come to our section of the country. The trees are budding and the blooming shrubs and trees are putting forth their prettiest colors. What more pleasant way to herald the coming of spring than the buying or sewing and wearing of beautiful spring clothes? Modeling their new spring outfits are Helen Powell, stenographer in the Port Arthur Meter and Service Department, and her five-year-old son, Timothy.

A Fact: Cooperation!

GOVERNMENT officials have been urging cooperation between the electric industry and the government power systems, to transmit power over extra high voltage transmission lines. In this—as in other matters concerning production and distribution of electric power—the utility industry is showing a willingness to do its part of the job.

A dramatic example of this is found here in the Southwest where our Company and 10 other investor-owned electric companies were granted approval by the Federal Power Commission to exchange seasonal off peak electricity with the Tennessee Valley Authority. This would result in the construction of over \$100 million worth of new extra high voltage transmission line facilities ranging up to 500,000 volts capacity by the companies involved. It would also eliminate the need for spending a considerably larger amount for generating facilities which would otherwise be required. Thus, the savings effected would help the companies hold the line on electric rates to consumers despite rising material and labor costs.

This is the biggest single power exchange proposal ever to be filed with the Federal Power Commission. The planned network would total more than a thousand miles. The exchange arrangements would become effective in 1965. These facilities would be constructed and financed entirely by the companies at no cost whatever to the taxpayers. They would result in major benefits to customers in seven states, and be on the tax rolls of their areas.

The companies involved have been interconnected with high voltage lines for several years. But the proposed 345,000 and 500,000 volt lines would be of the highest capacity ever constructed in the Southwest. In addition to providing an avenue for the exchange of electricity with TVA they would strengthen the electric systems involved.

This program illustrates the desire of our industry to cooperate with the government on a fair and equitable basis, and, in doing so, to provide service of maximum economy and efficiency by using the most advanced techniques.

Producing and transmitting needed electric power can be done by tax-paying free enterprise using investors' savings and earnings—instead of tax assessments and tax subsidies.



GULF STATES UTILITIES COMPANY

FOR YOUR INFORMATION

Strange Justice

THE last session of Congress did the indefensible when, in passing the Postal Service Bill, it gave special non-profit mail rates to the rural electric co-operatives. These rates are about one-fourth of regular second-class mail charges—charges which were increased for other kinds of publications and mail users. Before this, special low rates had been granted only to non-profit organizations, such as churches.

The co-ops thus get a new subsidy on top of their other subsidies, which include freedom from certain taxes and below-cost interest rates on their borrowings from the federal government. And, so, a situation of the utmost unfairness has resulted.

The story is simple. The REA co-ops, needless to say, are out to expand their fields of service—and, in many instances, to expand into urban and industrial service areas which were never envisioned way back in the depression days when the REA program came into being in order to provide power to farms which could not be served on an ordinary commercial basis.

Since then, due to the joint efforts of the co-ops and the investor-owned utilities — which, incidentally, pioneered rural electrification—practically every farm in the country which wants central-station power now has it. The problem has been solved.

But the tax-favored co-ops seek to encroach more and more on investor-owned, fully-taxed utilities. Now their publications, which spread the socialization story, go to readers at a fraction of the regular postal rates. The investor-owned utilities, on the other hand, will have to accept increased mail charges of about \$7 million a year to tell their story.

If this is justice, that fine old word has lost its meaning.

Bravo!

From the Congressional Record

The Honorable John P. Saylor
Washington, D. C.
Dear Mr. Saylor:

On behalf of the Rigby High School U.S. Government class, I would like to thank you for the excellent work you are doing to curb socialism in our government. We feel the U.S. Government should step back and let free enterprise once again compete without fear of Government deterrents. In our opinion, the United States is the mightiest nation on earth, but it will lose this position unless the U. S. Government stops competing with private enterprise.

I have just finished watching a film by Representative Harding, from Idaho, who degraded you for stopping passage of the Burns Creek bill. We not only thank you for this, we salute you.

With best wishes, I am,
Bill Byrne
Student Body President

VOLUNTEERS CARRY THE TORCH



OUR BIGGEST YEAR

. . . for first time Company's income passes \$100,000,000

THE continued growth of the great Gulf Coast area of Texas and Louisiana served by our Company was reflected in our 1962 annual report mailed to more than 18,000 shareholders early this month.

For the first time in GSU's history, gross operating revenues were in excess of \$100 million. The exact figure \$103,205,754. This was an increase of \$11,737,031 over 1961 and an increase of \$1,047,754 over the estimate for 1962.

Despite operating revenues increase

of more than \$11 million our net income of \$18,951,660 was only \$2,914,012 over 1961. The higher costs of wages and salaries, materials, supplies and fuel all played a large part in reducing the net income.

Taxes Take Large Share of Profits

But the biggest single factor in shaving 1962 profits was taxes which reached a new high amounting to \$22,927,918. This is equivalent to \$2.21 per common

share outstanding.

The largest item in the Company's category of operating expenses was \$15,987,036 for the cost of fuel for power generation. This expense would have been higher had it not been for greater efficiencies obtained with the larger generating units placed in service in 1961 and 1962.

1962 was a big year in a number of other brackets when the final figures had been totaled.

Dividends Earn 29 Cents Over 1961

After payment of preferred stock dividends, earnings were paid equivalent to \$1.59 per common share on 10,373,664 outstanding shares, compared to \$1.30 earned in 1961.

Our 15,100 common shareholders were paid a common dividend of \$1.03 per share last year. The regular quarterly cash dividend was increased from 25 cents paid in March, June and September, to 28 cents paid in the December quarter. This placed the common stock on an annual basis of \$1.12 compared with the previous \$1.00.

Another high of the year came in June when we connected our 300,000th electric customer.

During 1962, the annual use per home customer reached an all-time high of 4,997 kilowatthours. This is 740 kwh above the national average.

New Peak Load Set

On August 8, our system maximum peak load exceeded the 1961 peak by 17 per cent. The increased use of air conditioning equipment, increase of total-electric homes and the addition of 833 all-electric heat pump units help push the peak of 1,420,000 kilowatts.

Our Company's expenditures of \$38,380,000 on new construction and improvements were less than the \$45,500,000 spent in 1961. These expenditures were partly financed by the sale of \$17,000,000 principal amount of first mortgage bonds at competitive bidding in May, 1962.

High Lights Of 1962

- Average annual use per residential customer increased by 916 kilowatt-hours or 22 per cent as compared with a national gain of only 267 kilowatt-hours. Only one company in the nation had a higher total gain.
- During the year we added 1,045 central heat pumps bringing the total to 5,103.
- Total kilowatt-hour sales increased 13 per cent.
- System peak load reached 1,420,000 kilowatts—a 17 per cent increase.
- Net generating capability increased from 1,501,000 to 1,961,000 kilowatts, or 31 per cent.
- \$38,380,000 was spent on new construction and improvements.
- The Company sold \$17,000,000 of First Mortgage Bonds for an aggregate of \$17,132,600.
- Net Income increased \$2,904,000 or 18 per cent.
- Earnings per Common Share increased from \$1.31 to \$1.59.

Your Company's

1962 Dollar

Where it came from . . .

ELECTRIC SALES

Residential Customers	\$ 33,626,457
Industrial Customers	30,848,652
Commercial Customers	22,443,274
Other Customers	4,845,572

TOTAL \$ 91,763,955

STEAM PRODUCTS SALES

Power	\$ 5,812,987
Steam	1,845,130
Other	87

TOTAL \$ 7,658,204

GAS SALES

Gas	\$ 3,783,595
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TOTAL \$103,205,754

Where it went . . .

Taxes	\$ 22,927,981
Operation	34,733,502
Maintenance	6,185,196
Depreciation	12,405,152
Interest and Income Deductions	8,090,668
Dividends to Shareholders	10,684,874
Amount Reinvested in Business	5,849,792

TOTAL \$103,205,754



88.9¢



7.4¢

3.7¢

100¢

22.2¢

33.7¢

6.0¢

12.0¢

7.8¢

18.4¢

.9¢

100¢

\$4.7 MILLION

*. . . that's the tab our Company
picks up annually to
provide you with
your fringe
benefits*

THE average Gulf Stater last year received more than \$142 per month in employee benefits.

This "extra" income comes to you in the form of direct and indirect benefits in excess of your regular salary. For each hour you worked last year, you received an "extra" 82 cents.

The total cost to our Company for 1962 was over \$4,794,833.

Gulf Staters enjoyed 7,513 weeks of vacation at Company expense. This is more than 14 man years of vacation time. Our Company paid more than \$462,353 to employees during legal holidays.

Even when you work at your job safely, it costs money: \$182,004 were spent by the Company on safety meetings, husband-wife safety awards banquets and safety awards.

Tax-Free Wages

These employee benefits were worth even more to you than their cash value—you didn't have to pay taxes on them. If the money spent on these benefits was distributed in the form of additional wages, you would lose much of it through taxes to federal and state governments.

It follows that if you had had to buy for yourself the benefits the Company programs provide you would not have had enough money to do it. This is because group participation reduces cost.

Today practically every firm in the nation has employee benefits, though some are more generous than others. The average industrial employee today receives benefits which cost his employers about \$1,200 a year. Our Company's average bill for extras runs \$1,705 per employee.

Our Company has four general types of benefits available to all employees:

- **PAY FOR TIME NOT WORKED** — This includes such things as vacations, holidays, and various excused absences. This total for 1962 amounted to over \$1,676,584.
- **EMPLOYEE WELFARE COSTS** — These allow you to build financial security for yourself and your family. These are the most expensive, too. Included are Retirement Annuity Plan that amounted to over \$1,100,320 and Group Insurance (life, hospital and medical-surgical) which cost the Company more than \$170,818.
- **LEGALLY REQUIRED PAYMENTS** — Not always thought of as extras, these are direct benefits to the workers welfare. They range from \$408,353 paid into the Federal Insurance Contributions Act Tax (Social Security) to \$23,262 paid into Workman's Compensation (Legal Requirement). Last year more than one half of a million dollars was paid by our Company for benefits required by law.
- **OTHER PAYMENTS** — This miscellaneous category includes such programs as repaying employees who take approved correspondence courses, children's Christmas parties, and miscellaneous medical expenses, such as flu shots and chest X-rays.

PAID VACATIONS

JUST A FEW OF THE ADDED BENEFITS OFFERED GSU EMPLOYEES:



INFLUENZA SHOTS

TB CHEST X-RAYS



CHILDREN'S CHRISTMAS PARTIES



	Cost to Company	Annual Cost per Employee		Cost to Company	Annual Cost per Employee
A. PAY FOR TIME NOT WORKED:			D. OTHER BENEFITS:		
1. Vacations	\$ 944,728.02	\$ 335.96	1. Education (in excess of job training)	\$ 103,467.51	\$ 36.79
2. Holidays	462,353.00	164.42	2. Children's Christmas Parties	13,973.39	4.97
3. Sick Benefits	224,549.66	79.85	3. Employee Merchandise Discounts	142,847.80	50.80
4. Other Excused Absences With Pay	44,954.14	15.99	4. Thrift Plan	336,244.30	119.57
TOTAL	\$1,676,584.82	\$ 596.22	5. Credit Union	18,364.34	6.53
B. EMPLOYEE WELFARE COSTS:			6. Coffee Shop	15,789.97	5.62
1. Retirement Annuity Plan	\$1,100,320.97	\$ 391.30	7. Service Awards	15,675.36	5.57
2. Group Insurance (life, hospital, medical-surgical)	170,819.16	64.30	8. Publications	76,794.94	27.31
TOTAL	\$1,281,140.13	\$ 455.60	9. Safety Meetings	182,004.08	64.72
C. LEGALLY REQUIRED BENEFITS:			10. Miscellaneous Medical Expenses	26,710.32	9.50
1. Federal Insurance Contributions Act Tax	\$ 408,353.24	\$ 145.22	11. Other Miscellaneous Benefits	370,219.02	131.65
2. Unemployment Compensation Tax	103,401.91	36.77	TOTAL	\$1,302,091.03	\$ 463.03
3. Workman's Compensation (legal requirement)	23,262.00	8.27	TOTAL FOR 1962	\$4,794,833.13	\$1,705.11
TOTAL	\$ 535,017.15	\$ 190.26			

HERE'S WHAT IT COST OUR COMPANY FOR ONE YEAR:

Baton Rouge helper's cartoons show that...

SAFETY is for the

"THEY'RE cartoons to make people think." That is how Richard Hardenburgh, helper in the Baton Rouge T&D, describes his safety posters featured on these pages.

The Palatka, Fla., native has been with our Company for four years and knows what a big role safety plays in all employees doing their job.

Dick has been drawing all of his life. He says he learned to draw at his mother's knee. For she was his earliest teacher and gave him his training in drawing.

Although he has never had any formal training and for the most part is self-taught, he won three local art exhibits while in high school in Palatka for work in water colors and while in the Army in Germany he won in another exhibit with an oil painting. He has done over 150 pieces of art that range from primitive to abstracts. Many were done for friends and others he has given away.

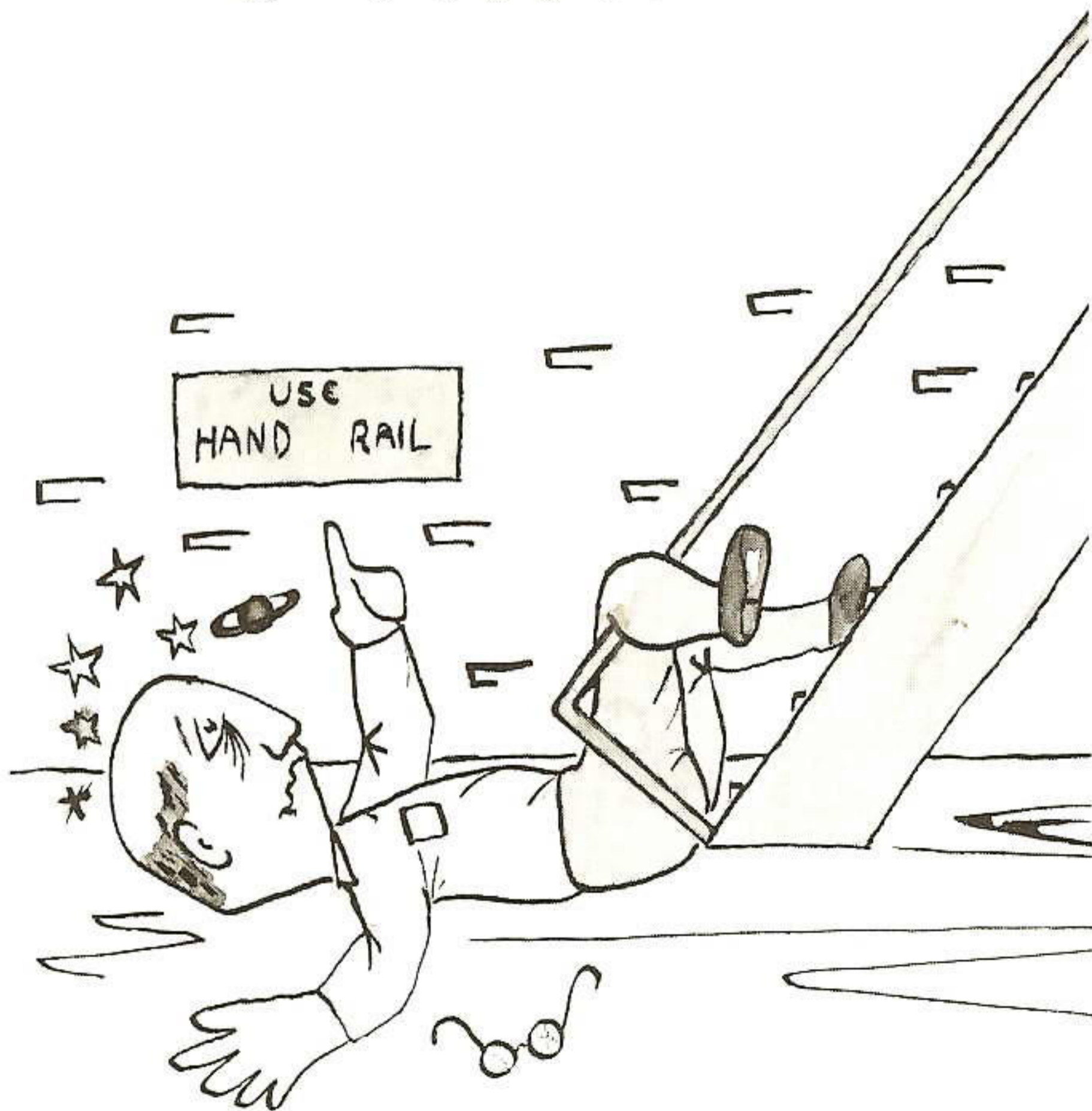
And the ideas he has sketched for PLAIN TALKS illustrate that "SAFETY IS FOR THE THINKING MAN."

Who NEEDS

Seat Belts,



THINK!!!



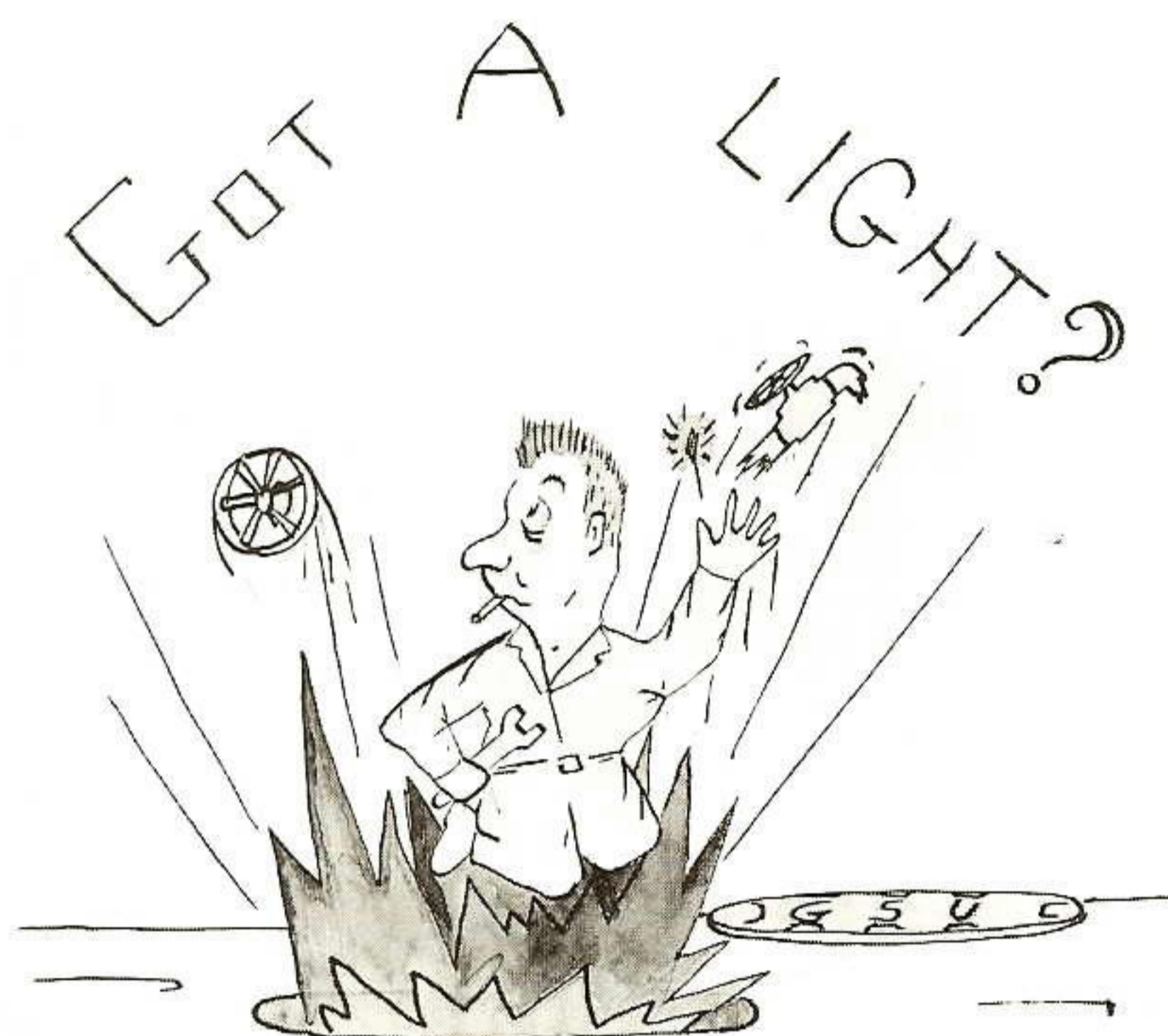
THINK!!!



THINKING man

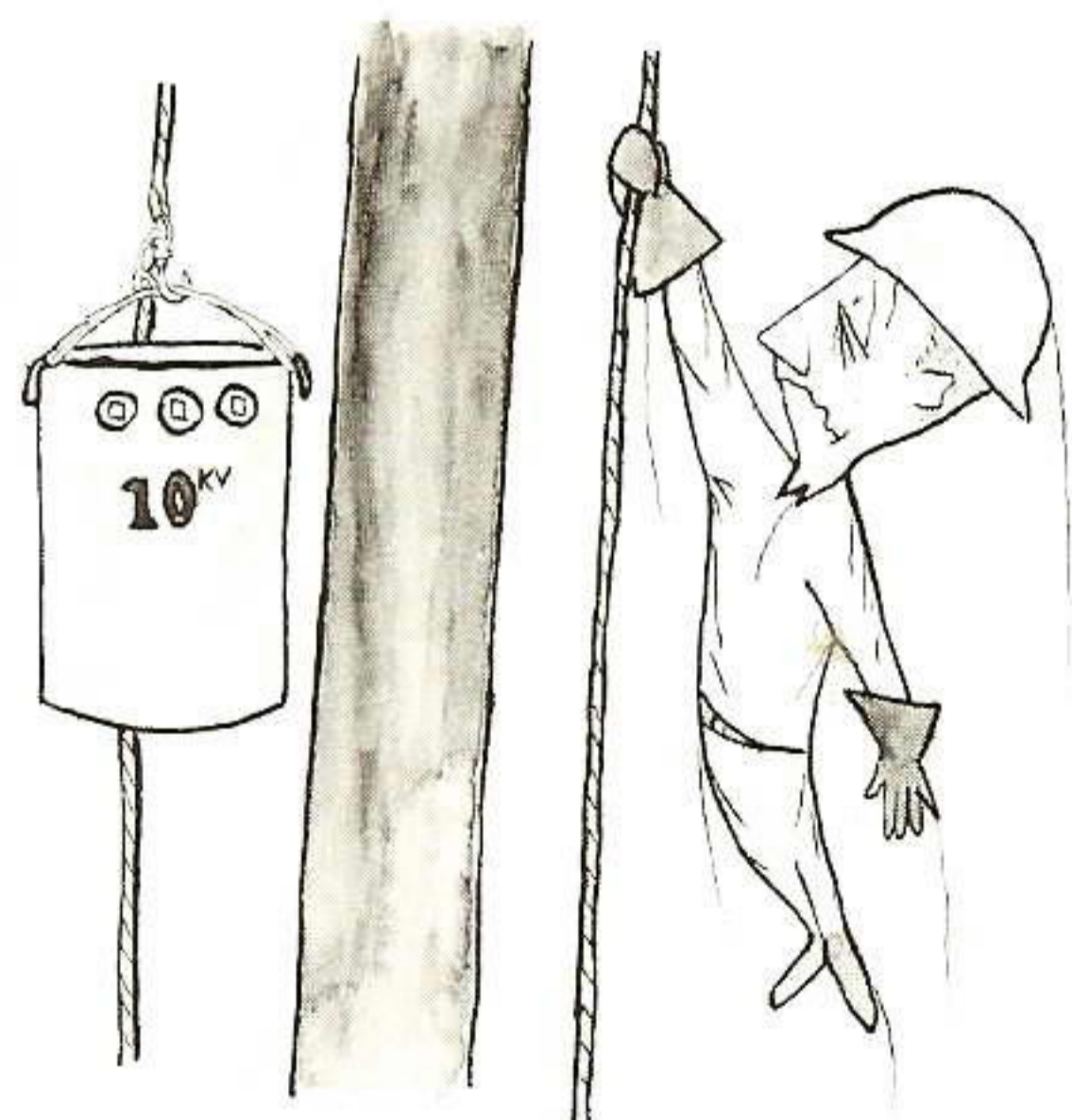


READY FOR THE WORKING DAY. Richard B. Hardenburgh, at the right, helper in the Baton Rouge T&D, is the artist who submitted the cartoons on these pages. Dick recognizes the fact that good thinking is the basis of good safety records. Here he takes a few minutes to talk to a fellow employee at the Government Street Service Center before starting the working day.



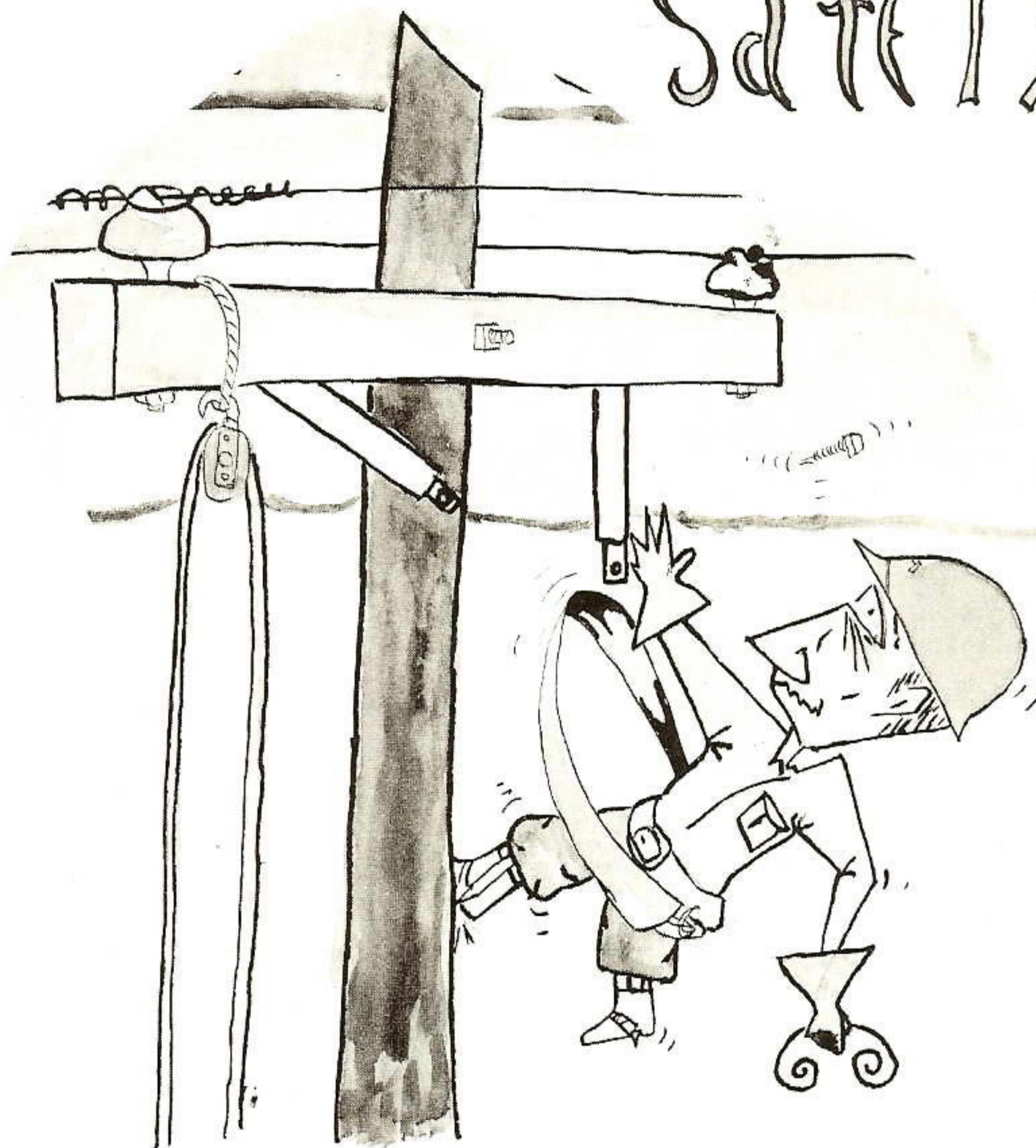
THINK!!!

I GOT IT



THINK!!!

WATCH YOUR SAFETY



THINK!!!!

RBN



"Shaving the Budget"

A National Chamber of Commerce proposal . . .

Tax Cuts and Deficits: A Case in Point

ONE of the hottest issues being talked about these days—in Congress, in clubs, union halls, newspaper columns and coffee klatches—is the "conflict of interest" between a proposed Federal tax cut and a ballooning Federal budget deficit.

"How," asks a Louisiana housewife, "can the government cut taxes and at the same time hold down the already huge deficit it expects for the coming year?"

The consensus among workers, businessmen, teachers, professional people and the general public is simply that it can't. One way or another, people agree that Uncle Sam cannot return dollars to the taxpayers without going further into debt UNLESS—and this is a big unless—he shaves nonessential government spending in a big way.

The United States Chamber of Commerce recently proposed a \$9.1 billion cut in the Federal budget, and listed in considerable detail the items it wanted slashed. While there's a lot of room

to differ with some of the Chamber's ideas about economy, it is hard to disagree with its recommendations to cut out most of the government's electric power projects. And it's even harder to disagree with its recommendations to pare the budget and the role of the Rural Electrification Administration down to size.

On this matter of electric power, what the Chamber—and a lot of other people, for that matter—wants to see is the government stop spending tax dollars for projects that could be financed and built by investor-owned electric companies.

No paltry sums are involved. In pursuing its power program, the Federal government spends amounts that leave you dizzy from counting zeros. In fiscal 1963, for instance, the government spent between \$800,000,000 and \$1,000,000,000 on power projects. And in upcoming fiscal 1964, which begins July 1, 1963, the Federal government proposes to spend almost

\$1,100,000,000 on electric power projects.

Although it would be almost impossible to arrive at the exact amount for government electric power spending, this estimated \$1.1 billion (based on recently published government budget figures) is accurate enough for us to project over the next 20 years. . . .

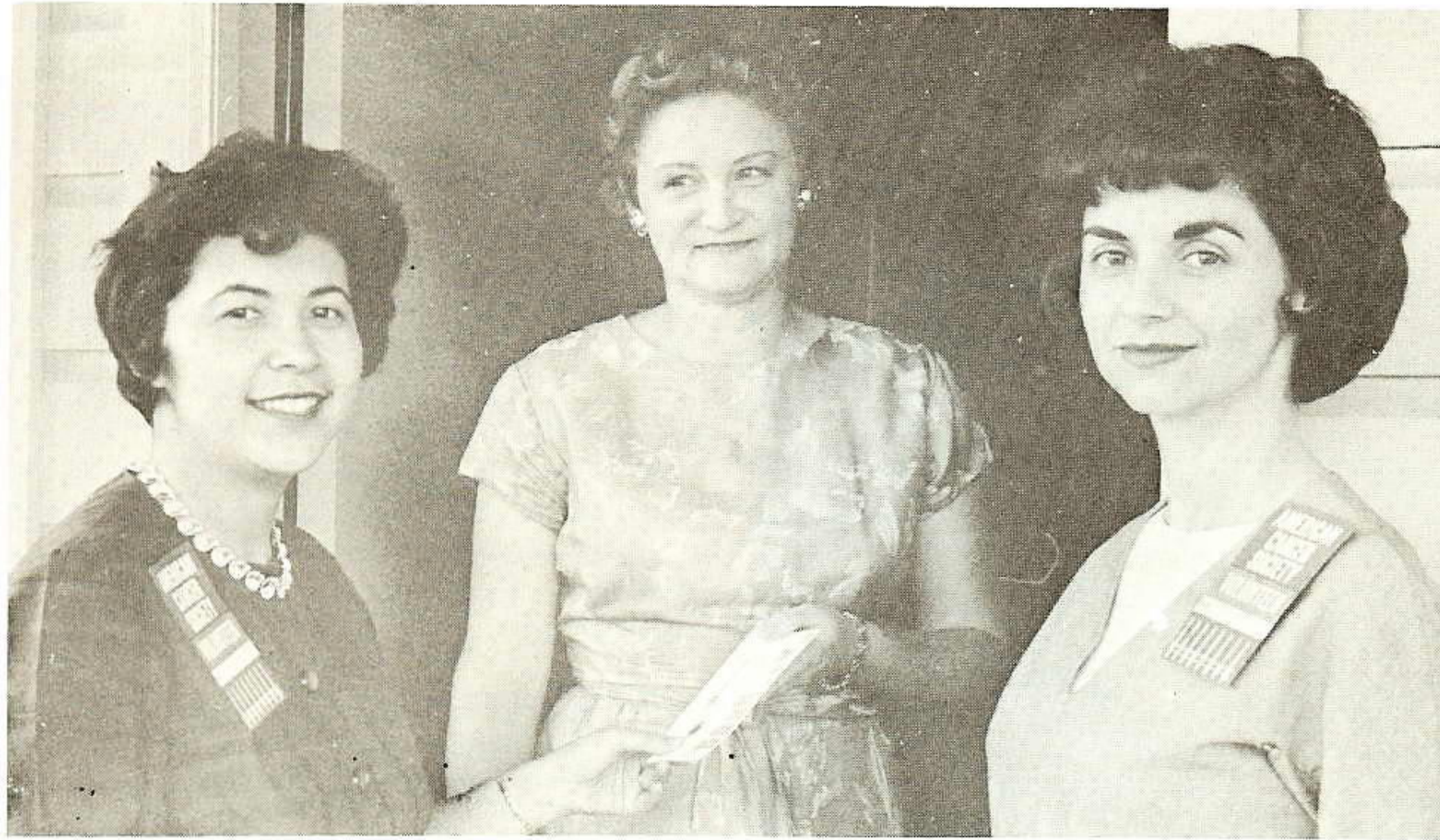
. . . And when we do so, the results are staggering! If this rate of spending is continued for the next two decades, the cumulative amount spent on power projects will be about \$35 billion! Add to that some \$15 billion lost in taxes which, if the projects were built by investor-owned companies, would be paid into the Treasury, and the amount spent or lost by government-in-the-power-business comes to a whopping \$50 billion—just about enough to buy our entire defense establishment for a year!

Is it worth it? Do we have another choice?

People in and out of the industry who favor getting the Federal government out of the power business contend that investor-owned electric companies are willing and able to supply the nation's burgeoning power needs. They point out that these companies provide 80 per cent of all the power now consumed by the American people. At the same time, they are planning to expand plant and equipment to capacities so that by 1980, for example, they expect to have a total capability of some 493 million Kv—or more than 3½ times the 1960 total. Their annual output will have reached about 2.3 trillion Kvh—or nearly four times the 1960 figure. These increases are proportionately greater than the population increase projected for 1980.

If the investor-owned electric utility industry expands as planned—and if the government persists in carrying through its grandiose power schemes—costly duplication of facilities and a wasteful power surplus are bound to result . . . with all that implies for the taxpayers' pocketbooks.

For only by such action, repeated many times over in the more than 19,000 commercial activities in which the Federal government now competes with its citizens, will Washington be able to eliminate its deficit. And only when this deficit is gone can the government, with a sense of economic and moral responsibility, legitimately offer the American people a reduction in their taxes.



"THE YEAR OF THE VOLUNTEER." This month many Gulf States ladies, as part of a great army of 2,000,000 volunteers, will be calling on their neighbors asking for contributions for the American Cancer Society's cancer research, education and service program. Also the members of each household will be urged to have a health checkup, as their best protection against death from cancer. The Society has designated 1963 as "The Year of The Volunteer." Here Barbara Eads, wife of Bunch Eads, and Peggy Stout, Records, call on Dorothy Smythe, wife of A. C. Smythe, Beaumont Division Engineering, for her contribution. Mrs. Eads is Volunteer division leader for the Amelia section of Beaumont and Mrs. Stout is one of her volunteer block captains.

A salute to the Cancer Society Volunteer . . .

The Volunteer and Cancer

DURING April one of the more than 2,000,000 American Cancer Society volunteers will call on you, among them will be a number of Gulf Staters and Gulf Staters' wives. The volunteers will ask for contributions for the Society's cancer research, education and service program. Also, you will be urged to have a health checkup, if you have not already had one this year, as your best protection against death from cancer.

The American Cancer Society has appropriately designated 1963 as "The Year of the Volunteer." Actually, every year is "The Year of the Volunteer." However, we are happy to see this special earned honor paid to them.

A desire to help others motivates the volunteer. It is an unselfish desire rewarded only in the knowledge of a job—needing to be done—being done well; of helping people in distress; of seeing the inroads of disease being narrowed, and of sighting stunning victories ahead.

Volunteers have already won stunning victories over disease. There would have been no Salk vaccine against polio without their hard work and enterprise. It is inconceivable that without their efforts, we would be saving

one out of three cancer patients today, instead of the less than one out of five of 25 years ago. Or that we would be saving at least 50 per cent of all uterine cancer patients, which was, 25 years ago, the leading cause of death from cancer among women.

The volunteer is on the threshold of another stunning victory—saving at least half of those who develop cancer instead of the one third now being saved. This year, volunteers are redoubling their efforts to persuade all people to have a health checkup once a year. They have set their sights—to get people to act in their own interest. With your help, the volunteers will win, and another 88,000 lives will be saved each year.

By vigor and dedication, the volunteer has contributed immeasurably to the lives of all people. They are a great and human national asset. The country benefits daily from their dedication and purpose. Our national life needs them.

We salute the volunteer. He deserves our greatest consideration. When Cancer Crusade volunteers call during April open your doors and your hearts and your minds to them.

Before Beaumont Lions . . .

E. L. Robinson Traces Federal Power Growth

E. L. Robinson, vice president and general sales manager, Beaumont, spoke before the Downtown Lions Club in Hotel Beaumont on March 21 on the federal government's attempt to subsidize private utility corporations.

Mr. Robinson pointed out that such agencies as TVA were created primarily to market hydro power produced incidental to flood control measures and have since blossomed into power stations covering vast areas of the country.

"TVA," he said, ". . . is the federal government in the power business, using your tax dollars to lure industry to Tennessee."

He said the government calls investor-owned utility companies "monopolistic" but fails to mention that financing is regulated by the Securities and Exchange Commission along with a number of other regulatory measures. Government co-ops, he said, are restricted only by financing regulations of the Securities and Exchange Commission.

Mr. Robinson said that one of the chief complaints of the federal government and REA men is that "we (investor-owned utilities) are permitted to defer some federal taxes" that the REA's never have to pay at all.



"What other experience have you had?"



SUPPORTED BY TAXES. Taxes upon business provide a large proportion of the support for our nation's modern, well-equipped schools. Profitable companies pay larger taxes, also support community activities.

ARE PROFITS TOO HIGH?

(The fourth of five articles)

PROFITS and the hope of profits are the forces which keep our economy running. There is no substitute.

When profits rise, businesses plan expansions. As new plants and equipment become ready, men and women are employed to operate them.

When profits fall, business curtails expansion. Production declines, and fewer workers are needed.

During the last few years, Americans have become aware that the economic progress made by this country is slow by comparison with other industrialized nations. Those who have looked for the cause of this slow growth have found that the years of sluggishness have been years in which profits have failed to keep pace with the rest of the economy.

During the last decade, the gross national product has increased greatly. Wages and salaries have risen sharply. The national income is up. Billions of dollars of investments have been made in business, and the output of our businesses has climbed. But there has been no increase in the total amount of profit earned.

As a percentage of the gross national product, profits are little more than half what they were ten years ago.

The result has been persistent unemployment, less improvement in the national income, and less tax revenue for our various governments than otherwise would have been possible.

What Depresses Profits?

Economists who have studied the situation report that profits are down for two main reasons.

One is that the income tax rates confiscate too much of what is earned, both by businesses and by private individuals. A dollar of profit may be reduced to 48 cents by the income tax on corporation. The corporation may invest half of that and pay 24 cents to a shareholder. Then the shareholder may pay a personal income tax upon it which reduces this dollar of profit to as little as two cents. Thus, this dollar of profit earned by a business results in only 26 cents available for new investment.

The investment per job in American industry today is near \$20,000. Invest-

ment for a new job usually would cost even more. So it can be seen that much profit must be available for investment, and that large quantities of savings must be attracted to investment by good profit prospects. Only in this way can America build the modern plant and equipment that it needs to keep its place in the world.

President Kennedy has acknowledged that our present tax rate structure is preventing economic growth and high employment, and has called upon the Congress to prepare a tax reform bill this year.

While personal income taxes are too high, business taxes are just as important to the people as their own tax bills, and these must come down too.

Profits and Labor

The other factor that has depressed profits is the existence of labor union monopolies, which can force employers to pay more in wages and fringe benefits than the public will pay in the price of the product he sells. When this happens, the employer fails to earn a profit. The cost to a union of a big wage increase may often be a reduction in the number of working members, as the railroad unions have learned in recent years.

During its present session Congress has received a number of bills which will prohibit labor union monopolies, just as monopolies are forbidden to all other persons and groups in the country.

The union member will not suffer. It is possible that wage increases will be somewhat less in some industries, but employment will be surer and steadier. Furthermore, the threat of inflation will be less, and the employee's money will buy more.

America cannot afford to neglect the "profit squeeze," as it is being called today. The profit motive is the energy source of the free enterprise system. And the free enterprise system is the system that gave America her world leadership.

Profits and Taxes

The profitable company will pay large amounts of taxes to the community, which eases the tax burden on all other citizens. All local services—schools, parks, police and fire protection, streets, lighting, sewage disposal—receive much of their financial support from the taxes of successful businesses.

Many states have income taxes, and businesses within the state pay large amounts to sustain state services—provided they are earning a profit. An income tax is not paid unless there is a net income and the income of a business is its profit.

The income taxes on businesses provide a large part of the money upon which the Federal Government is supported. Over a minimum amount, all corporate profits are taxed at 52 per cent. In other words, the Federal Government gets the lion's share of all profits earned by the successful company.

Profits and the Future

It is the profitable company which can afford to engage in research to find and develop the products we will use in the years ahead. This not only benefits the general public, but the individual employee and the community as well.

A company which develops new products is likely to provide steady, and

even increased, employment as public taste changes and demand for old products falls off. A company which does not keep up with the times ultimately will have to lay off its workers, creating a burden of unemployment for the other taxpayers.

A growing business means a growing community. Successful businesses will attract other businesses to the community, and increase employment opportunities as the younger generation graduates from school.

The New York Telephone Company has made an interesting survey of the 50 largest businesses in New York state. It found that the 25 most profitable had increased employment by 11 per cent in the years from 1958 to 1961. The 25 less profitable companies had shown a drop in employment of 17 per cent in the same time.

But, the company emphasizes, the more profitable companies also were better able to discharge their obligations to the communities in which they operate.

NEXT: Profits Have Their Critics.



MEET U.S. CHAMBER HEAD. Three Baton Rouge delegates to the "Aircade of Citizenship Action" held recently in Jackson, Miss., meet with Ladd Plumley, president of the Chamber of Commerce of the United States. Left to right, they are: Leon Kleinpeter, Kleinpeter Farms Dairy; Jack Worthy, assistant director of advertising; Mr. Plumley and Charles Zeanah of Ethyl Corp. The trip to the meeting on congressional issues was arranged by the Baton Rouge Chamber of Commerce. Mr. Kleinpeter and Mr. Zeanah are members of the Baton Rouge Chamber's board of directors, and Mr. Worthy is chairman of the Americanism Committee of the Chamber.



Mr. Lee

In Lake Charles . . .

Norman Lee Named Operating Supervisor

NORMAN R. LEE, division engineer, Lake Charles, was promoted April 1 to operating supervisor for Lake Charles Division.

Mr. Lee had been division engineer since being transferred to Lake Charles in 1958. He came to work for our Company in Beaumont in January, 1949, as an engineering assistant. Later that year he was made a junior engineer. He was called to service with the U.S. Navy in 1951, returning in 1952 as an engineer in Beaumont.

In 1953 he became assistant general substation foreman and in 1956, he was named project engineer, the position he held until transferred to Lake Charles.

A native of Grayson, Louisiana, he attended LSU and the California Institute of Technology at Pasadena, from which he was graduated with a BS in electrical engineering.

He is very active in Lake Charles Boy Scouting and is chairman of camping and activities of the Lakeside District. He is a member of the board of stewards of the University Methodist Church and a member of the Association of Commerce.

Mr. Lee and his wife, the former Nell Ray of Beaumont, have two children, Norman, Jr., 10, and Rebecca, 8, both students at Dolby School in Lake Charles.



Live Wires first annual golf tournament . . .

George Hayes Wins Tournament Trophy

GEORGE HAYES, Electric and Civil Engineering, Beaumont, was top golfer and winner of the trophy in the Live Wire's Club's first annual golf tournament at Bayou Din Golf Club on March 30.

Twenty-seven player entered the tournament which is destined to become another employee favorite. Plans are under way now to make next year's tournament even more attractive to a larger number of golfers.

This year's event was open only to Beaumont employees who are members of the Club and their guests. Among the guests were three Gulf Staters from Louisiana, Buck Morton, Baton Rouge, and John Polk and Roy Franques from Lake Charles.

Others who picked up prizes were: Elvin Sandlin, brother and guest of Earl Sandlin, Relay and Communications, who won a putter for being the event's Medalist; tied for second places were Buck Morton, who won a caddy cart; and Don Davis, Electric and Civil Engineering, winner of an umbrella; and tying for third place were W. A. Thomson, Beaumont Division Sales, and Robert Sawyer, guest of Bill Harland, Right-of-Way. Both were awarded golf balls and a lighter.

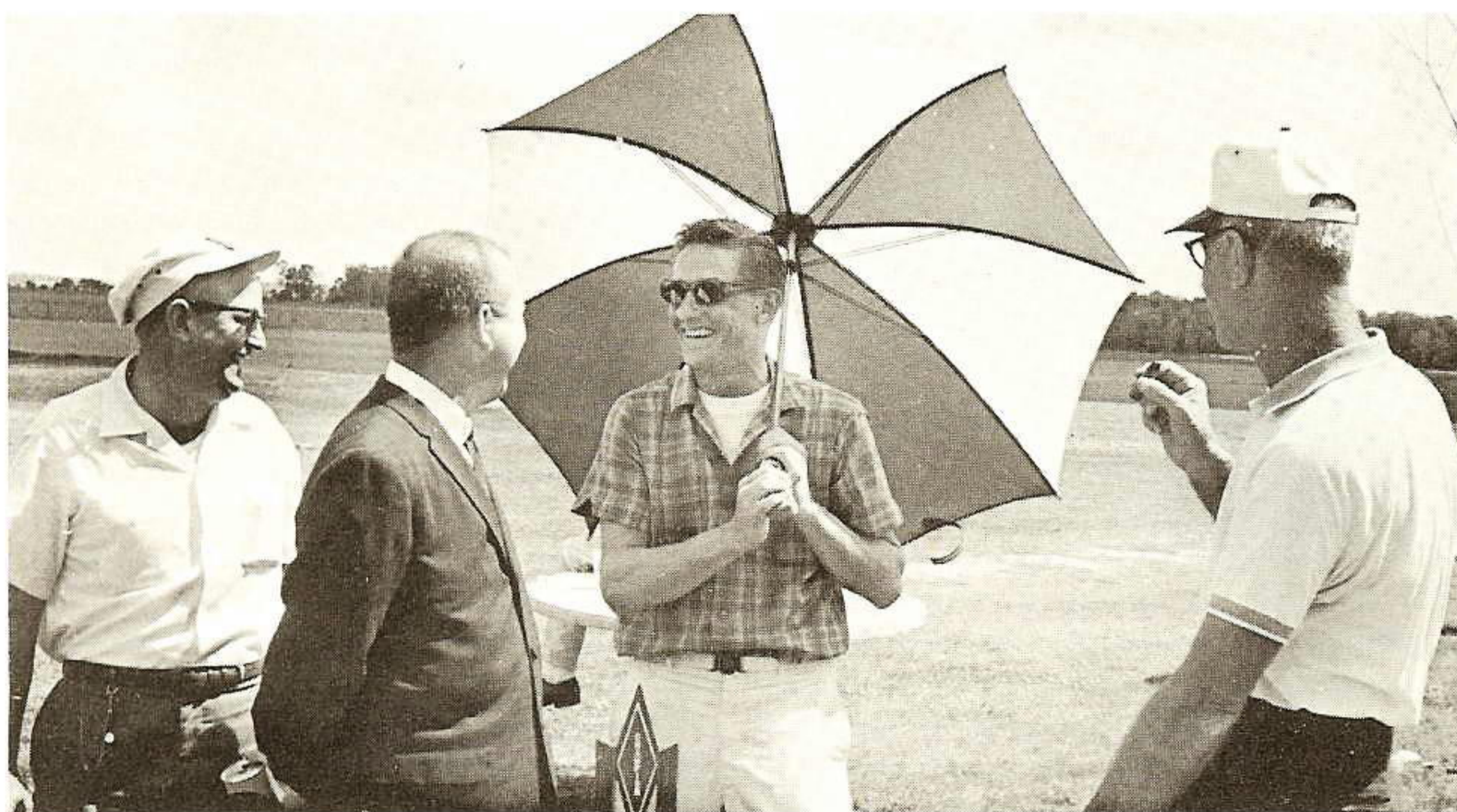
Sterling Oliver, Civil Drafting, was chairman of this year's tournament committee. Other members were George Hayes, Bill Harland, Martin Riggs, Electric and Civil Engineering, and Neil Jordan, Beaumont Division Sales.



TROPHY WINNER. George Hayes, Electric and Civil, Engineering, accepts his trophy at the Live Wires first annual golf tournament from Sterling Oliver, Civil Drafting, tournament chairman.



TOURNAMENT MEDALIST. Mr. Oliver presents Elvin Sandlin a putter for being the tournament's medalist. In the center is Don Davis, Electric and Civil, Engineering.



SECOND PLACE TIE. Buck Morton, Baton Rouge, left, and Don Davis, under the umbrella, tied for second place. Buck was awarded a golf cart as his prize and Don, the umbrella.



THIRD PLACE TIE. W. A. Thomson, supervisor, Commercial and Industrial Sales, Beaumont Division, left, and Robert Sawyer, guest, received a set of golf balls and a lighter for placing third in tournament.



Industry denies all charges . . .

"Shame, Shame on you!"

NRECA Claims Our Company Overcharges Customers

BOARD Chairman and President Morrison earlier this month denied emphatically that our Company overcharged its customers for electric service as outlined in a recent statement by the National Rural Electric Cooperative Association—the Washington-based lobbying group of rural electric cooperatives.

The NRECA statement, released April 3 by Texas newspapers, accused our Company and 11 other commercial electric utilities which operate in Texas of overcharging their customers more than \$419 million from 1956 to 1960.

"These irresponsible allegations of overcharge have already been published regarding investor-owned utilities all over the nation," said President Morrison. "They represent a shotgun attack on the integrity of 46 state regulatory commissions and other regulatory bodies as well as the entire electric utility industry."

Earlier, the NRECA alleged that 38 of the nation's major electric utilities overcharged consumers by more than \$1.25 billion in the period from 1956 to 1960. It also charged a breakdown of the state regulatory process and criticizes court decisions on utility taxes.

In attempting to substantiate its charges, the NRECA uses merely the

net plant accounts of the 38 companies. This procedure makes no allowance for fair value, working capital, or construction work in progress. Nor does it take into account the year-end rate base or projected rate base, or many other variations of the rate base theory employed by different state regulatory commissions.

Factors Ignored

In ignoring prescribed accounting procedures, NRECA ignores deferral tax provisions of Sections 167 and 168 of the Internal Revenue Code of 1954. This law, as passed by Congress, is the law of the land. It is reasonable to presume that, had Congress intended to exclude the regulated public utilities, it would have done so.

Presumably, the NRECA does not feel that the inclusion of normalization in the income account is a "reasonable cost." As the taxes are not forgiven, merely deferred, it is prudent that the companies make provision for the time when the liability becomes due.

Hits Courts, PSC's

The NRECA also attacks the "many state commissions and courts" which have decreed that the consumer is not entitled to the benefit of the reduced federal tax liability permitted the com-

panies. It is especially critical of state commissions that have permitted the companies to invest the "tax savings" in plant or to distribute them as tax free dividends to stockholders.

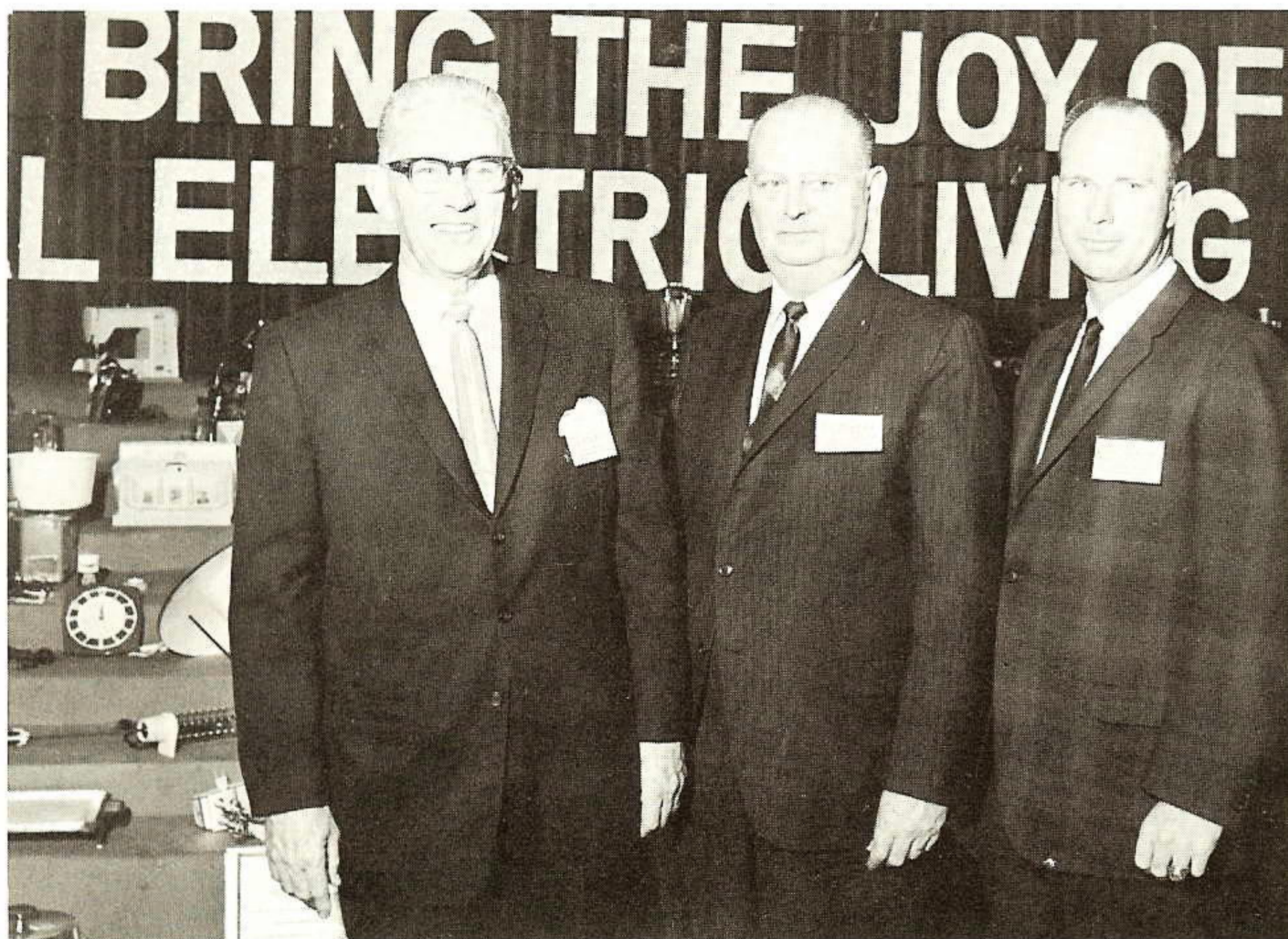
The NRECA overlooks the fact that the commissions do not control the so-called tax free dividends. These are actually paid not from earnings and profits, but as distributions of capital in the terms of the tax code.

The NRECA makes these charges despite the fact that many rural electric cooperatives take the two per cent money received from the federal government bonds or in some instances making commercial investments with even higher earnings.

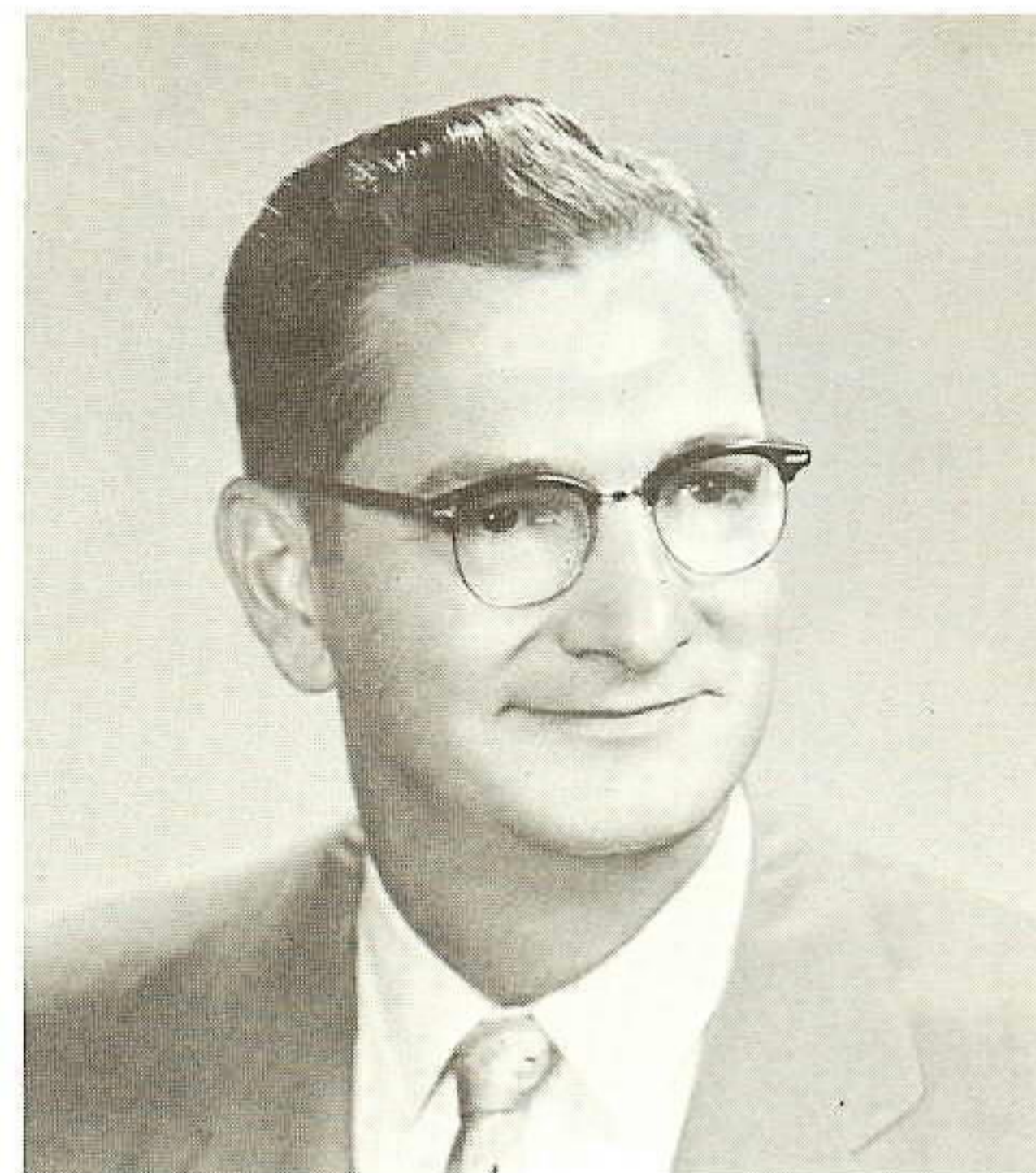
Are Co-ops Non-Profit?

It is the co-ops claim that they are non-profit. So their earnings shouldn't exceed two per cent.

If, as the NRECA claims, utilities would be able to earn 33 per cent more than the rate which is considered to be reasonable by their own commissions, then it can be said that the co-ops charge their customers 147 per cent more than the actual costs on the two per cent government loans. The only difference is, of course, that while the claimed 33 per cent is alleged, the 147 per cent is fact.



ATTEND CHICAGO SALES CONFERENCE. V. P. Gayle, system residential sales superintendent, Beaumont, P. P. Newman, superintendent of sales, Navasota, and E. G. Hodges, superintendent of sales, Lake Charles recently attended the National Sales Conference in Chicago sponsored by the Live Better Electrically program where they previewed the 166 electric appliances to be given as the grand prize on the popular TV program "The Price is Right" on April 26.



Mr. Krebs

In Beaumont . . .

Krebs Named Line Foreman

S. F. KREBS, utility foreman in Beaumont since 1957, was promoted to line foreman on April 1.

Mr. Krebs has been an employee of our Company since November, 1940. He came to work as a groundman in the Beaumont line department. He progressed through various lineman classifications until transferred to the Service Department in 1948. He was promoted to serviceman, first class, in 1949.

He was transferred to Woodville in 1951 and worked in the Service Department there until reclassified as a lineman, first class, in 1957. At that time he was transferred back to Beaumont. Later that year he was promoted to utility foreman.

Mr. Krebs is married to the former Dorothy Reaux of Beaumont. They have four children, Edward, 16, a student at French High School, Scotty and Connie, 13-year-old twins, students at James Bowie School, and Mike, 5. They are members of St. Pius Catholic Church where Mr. Krebs is a member of Knights of Columbus Council 4172.

From Port Arthur, Baton Rouge . . .

System Engineering Transfers Two Engineers To Beaumont

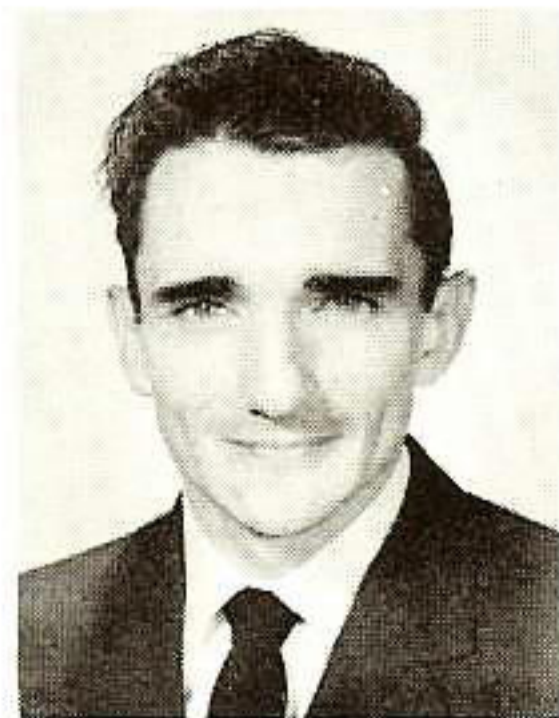
THE System Engineering Department transferred two engineers to Beaumont last month. W. W. Holloway, Baton Rouge T&D, was transferred to Planning Section and V. H. Tompkins, Port Arthur T&D, moved to the Relay-Communications Section.

Mr. Holloway

Mr. Holloway came to work for our Company following his graduation from Mississippi State University in 1958 with a BS in electrical engineering. He was assigned to the Baton Rouge T&D in early 1959 upon completion of his training program.



Mr. Tompkins



Mr. Holloway

He was awarded a master's degree in electrical engineering from Louisiana State University in May, 1962. He is a member of AIEE and served three years in the Signal Corps.

Mr. Holloway and his wife, Lane, have four children, Del, David, Stacie, and Laurie.

Mr. Tompkins

Mr. Tompkins has been with our Company since June, 1958, following his graduation from LSU with a BS in electrical engineering. Later that year he was assigned to the Port Arthur T&D.

He served in the U.S. Navy from 1951 to 1955. He is married to the former June McKnight of Beaumont.

PROFITABLE FARMING

THE U. S. Department of Agriculture proudly announces that the incomes of U.S. farmers increased by \$100 million in 1962. This was accomplished by increasing the Department of Agriculture's payments to farmers by \$300 million. Orville, how do you do it?

How much of the gentleness, kindness, and willingness to forgive that each of us practices do we owe to someone in whom we have seen these virtues at work. Most of us would be amazed to learn what passes over from our lives to the lives of others. —Terry R. Faulk in **Good Business**.

Accounting Promotes Two To Supervisor

THE promotions of E. E. Evans to section supervisor of IBM Machine Billing and G. L. Anderson to confidential accountant in IBM general accounting were made effective March 16.

Mr. Evans

Mr. Evans has been an accountant in IBM Machine Billing since 1958. He joined our Company in Beaumont in August, 1956, as a senior accounting clerk in General Accounting. He was transferred to customers accounting in 1957 and was promoted to a junior accountant.



Mr. Evans

A native of Emporia, Kan., he received a BBA degree in general business from Stephen F. Austin College in Nacogdoches, Texas. He served in the U.S. Navy for two years.

Mr. Evans and his wife, Jeanette, have two children, Tommy, 7, and



Mr. Anderson

Susan, 2. They are members of the Memorial Methodist Church.

Mr. Anderson

Mr. Anderson joined our Company as a general clerk in IBM General Accounting in January, 1958. He was made a junior accountant in 1961.

He is a native of Vader, Wash., and attended the University of Texas and Lamar Tech. He and his wife, the former Margaret Laden of Beaumont, have two children, Gary, 3½, and David, 1½, and are members of Roberts Avenue Methodist Church.



SAVING OF A LIFE RECOGNIZED. Jimmy Smith, lineman first class, Beaumont T&D, accepts a recognition plaque from Rex Lee, Beaumont Division manager, for saving the life of a 15-month-old girl on December 8, 1961. Mr. Smith, who was returning from Dayton, Texas, where he had been working as relief serviceman, came upon the scene of an accident west of Beaumont. A small foreign car was submerged in a large drainage canal. The baby was trapped inside. Mr. Smith waded into the water and helped rescue the child. He then gave her mouth-to-mouth rescue breathing, bringing the little girl back to life. President Morrison commended Mr. Smith for his quick thinking and application of his safety training at the 1962 Safety Awards Dinner.



THRIFT PLAN

THE trustee of the Employee Thrift Plan purchased the following stock in March covering employee deductions and Company contributions through February:

1,448 shares of common stock at a total cost of \$54,469.19 or an average cost of \$37.617 per share,

60 shares of \$4.40 preferred stock at a total cost of \$5,970 or an average cost of \$99.50 per share.

These costs included brokerage and commission fees.

The trustee also deposited \$21,842.03 with the savings department of The First Security National Bank of Beaumont.



E EI CHIEF SPEAKS ON LOSS OF PERSONAL LIBERTIES. W. W. Lynch of Dallas, second from left, president of Edison Electric Institute and Texas Power and Light Co., spoke last month to the Beaumont Rotary Club on how the citizens of this nation are to blame for not properly advancing the cause of individual liberties. Appearing on the program with Mr. Lynch were: Roy S. Nelson, former chairman of the board, E. L. Robinson, vice president and general sales manager, who introduced Mr. Lynch; and J. J. Morrison, president and chairman of the board of our Company.

Speaks to Beaumont Rotarians . . .

Loss of Personal Liberty Underscored by EEI President

AMERICANS' unguarded personal liberties are slipping away, W. W. Lynch of Dallas, president of Edison Electric Institute and Texas Power and Light Co., told the Beaumont Rotarians on March 20.

In a talk entitled "Principle, Progress and Power," he said citizens of this nation are to blame for not properly advancing the cause of individual liberties and free enterprise, and further should actively participate in public affairs.

This applies to the craftsman as well as the businessman, he said.

Mr. Lynch cited the power business and farming as examples of the erosion that has occurred in their freedom of action during the past 30 years.

In 1933, he pointed out, only about six per cent of the electric power generated in this country was from public agencies, whereas today it's approximately 20 per cent. Tennessee Valley Authority was initiated as a flood control and navigation project, he recalled, but through the years has gone into power production including its generation by steam.

Rural Electrification Administration was launched in 1935 to relieve unemployment and carry the benefits of electricity to regions having no other source of supply, Mr. Lynch continued.

But REA now is deploying its lines where others already exist.

Mr. Lynch was introduced by E. L. Robinson, vice president and general sales manager.

Reduction in Commercial Rates To Be Considered

ON March 25, President Morrison made public that our Company is considering a reduction averaging about seven per cent on commercial rates.

This adjustment will affect many of our small and medium-sized commercial customers and might be made effective as early as July.

Mr. Morrison confirmed an announcement that had been inadvertently published in a financial paper serving the Fort Worth area after officials of our Company had discussed the question with security dealers in that area.

SAEA negotiating for . . .

Research Reactor To Be Built In Arkansas

OUR Company, through its participation in the Southwest Atomic Energy Associates is negotiating for a \$25 million atomic reactor program including an experimental facility to be built near Fayetteville, Arkansas, it was announced last month.

The program is aimed at producing electric power from atomic fuels that will ultimately be economically attractive, even in areas of low cost conventional fuels, such as we serve on the Texas and Louisiana Gulf Coast.

SAEA, consisting of 15 investor-owned utility companies located in the south and southwest, has been active in atomic power development since 1957.

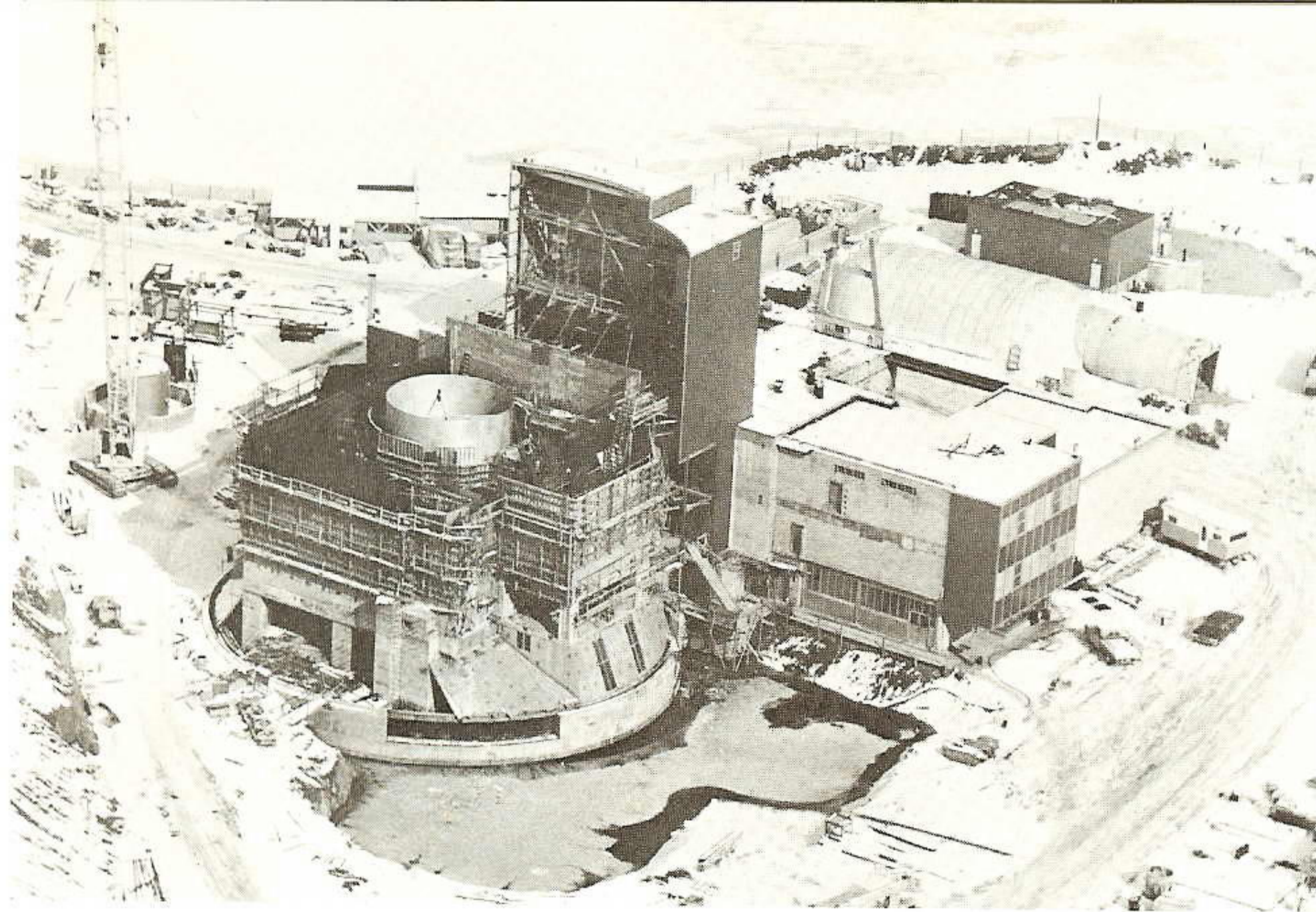
The prime objectives of the program is to demonstrate the operating characteristics of a "fast breeder reactor." This is an advanced type of reactor fueled with a mixture of plutonium and uranium.

To Be Research Device

The plant, to be known as SEFOR (Southwest Experimental Fast Oxide Reactor), could provide an important facility on which the future development of large fast breeder reactors would rely. No electricity will be generated by the reactor, which will be used primarily as a research device.

Joining with SAEA is the Karlsruhe Laboratory of West Germany. Under the plan now being considered, SAEA and Karlsruhe will provide funds for the design and construction of SEFOR. The U.S. AEC will be requested to supply funds for the research and development efforts. General Electric Company's Atomic Power Equipment Department, San Jose, Calif., will design and construct the reactor facility and will have overall responsibility for conducting the research and development program.

If the negotiations are successful, construction will begin one year after the AEC accepts the submitted proposal. Two years later the facility will be completed and ready for the three year research program.



PROGRESS AT PEACH BOTTOM. Construction of the world's first high temperature, gas-cooled nuclear power station built for commercial operation is one-third complete at Peach Bottom, Pennsylvania. The 40,000-kilowatt plant is being built by Philadelphia Electric Company and 52 other investor-owned utilities of the United States, organized as High Temperature Reactor Development Associates, Inc. The plant will be completed in mid-1964. In the foreground is the portion of the plant housing the reactor and nuclear steam supply system, showing the deaerator tower, circular metal form for the reactor cell, and concrete work for the 100-foot diameter containment vessel. An inflatable storage warehouse is visible between the plant's turbine-office area and the feedwater intake structure near the bank of the Susquehanna River.

Our Company is a co-sponsor . . .

High Temperature Reactor Station To Be Completed by Mid-1964

CONSTRUCTION of the world's first high temperature gas-cooled nuclear power station at Peach Bottom, Pennsylvania, is one-third completed, it was announced recently.

Our Company is one of the 53 investor-owned electric power companies in the U.S., organized as High Temperature Reactor Development Associates, Inc., which is sponsoring the developmental construction of the 40,000-kilowatt plant as a joint undertaking to accelerate the technology and economics of nuclear power generation. Philadelphia Electric Co. will own and operate the plant.

When completed in mid-1964, the Peach Bottom HTGR plant will be the first nuclear station capable of producing commercial electric power at high-efficiency steam conditions of 1,000-degree (F) temperature and pressure of 1,450 pounds per square inch, thereby enabling it to take advantage of the utility industry's modern steam-generator equipment.

The Peach Bottom plant is of great

interest to the utility industry because its advanced features may provide a short-cut to the goal of economic nuclear power. It is designed to demonstrate in commercial operation, the advanced technology that is essential to making the atom produced power competitive with the power produced in conventional fossil-fueled plants.

Our association with the Peach Bottom project enables our engineers to acquire valuable knowledge of the technology, construction and operation of an advanced-type nuclear power system, in preparation for the day when nuclear power will be in widespread use.

The engineering design, development and construction cost of the plant will be \$24.5-million, and Philadelphia Electric is spending an additional \$4-million for site preparation and construction of the conventional plant. The Atomic Energy Commission is contributing up to \$14.5-million toward General Dynamics' General Atomic Division research and development costs, and is waiving \$2.5-million in fuel use charges.

TAERF sponsors . . .

Fellowships Awarded UofT Professors

OUR Company, through its membership in the Texas Atomic Energy Research Foundation, is sponsoring fellowships for two University of Texas faculty members to assist in research at General Dynamic's General Atomic Laboratories in San Diego, Calif.

Dr. Eugene V. Ivash, associate professor of physics, and Dr. William C. Duesterhoeft, Jr., electrical engineering professor, have been awarded the first research fellowship under a visiting professor program. They will assist in research to channel the H-bomb's power toward peaceful purposes. They are participating, this Spring and Summer, in the world's first and largest privately-financed program of controlled fusion research, conducted jointly by General Dynamics and the Foundation.

The project seeks to recreate the energy-making process of the sun and stars and the hydrogen bomb for peaceful purposes, such as the generation of electric power.

The Foundation, based in Fort Worth, is composed of 11 investor-owned electric utility companies operating in Texas.

CLECO-GSU project . . .

Continuous Power Assured by Interconnection

OUR Company and Central Louisiana Electric Co. have assured their customers of a continuous supply of power with the completion of a new interconnection between the two companies.

CLECO extended its transmission line 32 miles and our Company built eight miles of line to the Calcasieu Parish line point of contact. The new interconnection is one of several such links between our Company and CLECO to provide the mutual interchange of power when needed.

ONLY HALF OF A TRANSFUSION

Federal aid is like a man getting a blood transfusion by taking blood out of his right arm, putting it into his left arm, and spilling about half of it on the way.

*Havard (S.D.)
Miner County Pioneer*



PREPARE TRADING STAMPS FOR MAILING. L. V. Dugas, superintendent of system commercial and residential sales, Charlene Craigen, and Gale Arnold check their trading stamps inventory before mailing them to employees who have sold rural nightwatch lighting equipment during the current campaign. During the first month of the campaign, which started March 1 and runs through April and May, 201,000 trading stamps were given out for 210 qualified rural night lighting systems. During the 90-day selling campaign every employee can receive 1,000 trading stamps for each Mercury Nite-Lite they sell. Details on the campaign were mailed to each employee early in March.

Residential — Commercial Load Builders Report . . .

Annual Residential Use Shows 22 Per Cent Gain

IN 1962 our average annual use per residential customer increased by 916 kilowatthours or 22 per cent as compared with a national gain of only 267 Kwh. Only one company in the nation had a higher total gain.

Also we had 5,103 central heat pumps being topped by only three Florida companies where natural gas competition has only commenced.

The Residential and Commercial Sales Departments named the following sales representatives "Salesmen of the Month" for February:

COMMERCIAL

Don Sullivan	Baton Rouge
Fred Tenholder	Beaumont
Roy Louviere	Lake Charles
V. D. Elliott	Navasota
Forest Elkins	Port Arthur

RESIDENTIAL

Donald Hood	Baton Rouge
Arthur Wilson	Beaumont
Horace LaCombe	Lake Charles
Bill Burke	Navasota
James Fernandez	Port Arthur

COMMERCIAL LOAD BUILDERS

The commercial sales in February totaled 2,862 Kw, which represents an estimated annual revenue of \$110,923.

Lake Charles and Baton Rouge are tied for first place in the Load Builders Campaign for the first two months of this year. The sale of ten commercial heat pumps brings the total number of heat pumps installed in commercial establishments to 1,305.

RESIDENTIAL SALES LOAD BUILDERS

In the Residential Load Building Contest, Port Arthur was in first place leading in sales of heat pumps, electric heating and medallion home and second in the sales of water heaters.

In second place was Beaumont Division which led in the sales of water heaters and second in sales in the other categories.

Baton Rouge filled the third position in the sales of water heaters, heat pumps and medallion home and was fifth in electric heating.

Lake Charles and Navasota Divisions tied for fourth place. Lake Charles was fifth in water heaters and heat pumps, third in electric heating and fourth in medallion home sales. Navasota came up fourth in all sales except medallion home sales in which they finished fifth.

For the first two months of this year the Residential Sales people have sold a total of 438 water heaters, 182 heat pumps, 1,126 Kw of electric heating, 203 Gold Medallion homes and 230 Bronze Medallion homes.

RANGE-DRYER SALES END

Dryer sales led during the recent January 15 to March 15 range-dryer campaign with 83.5 per cent of the 1,800 dryer quota sold.

Lake Charles Division led with a combined 86.62 per cent of quota sold. Beaumont sold 74.68 per cent of its quota. Other quotas sold were: Port Arthur, 68.08 per cent; Baton Rouge, 64.72 per cent; and Navasota, 43.65 per cent.

During the three month campaign a combined total of 2,115 ranges and dryers were sold out of a quota of 3,000. This meant that 70.50 per cent of the combined quota was sold.

TOP TEN CITIES AND DISTRICTS

The end of February found one city and a district with an annual per home customer usage of over 6,000 Kwh.

The Mid-County District led the Top Ten list with 6,280 Kwh and Orange was next with 6,055. Others on the list were: Beaumont, 5,731 Kwh; Baton Rouge, 5,608 Kwh; Liberty, 5,357 Kwh; Lake Charles, 5,307 Kwh; Port Arthur, 5,295 Kwh; Vidor, 5,191 Kwh; and Sulphur, 5,121 Kwh.

At the end of February we had 266,399 customers on our lines and the systems average consumption per resident was 5,037 Kwh. On December 31 our Company's average Kwh usage per home customer was 4,997 Kwh as compared to the national average of 4,257 Kwh.



RESTAURANT SHOW DRAWS CROWDS. Prior to the evening meeting of the Beaumont chapter of the Texas Restaurant Association, mem-

bers and guests inspect the latest in prepared foods and modern electric cooking equipment at the Beaumont Restaurant Show.

"Performance — profits — progress with electric cooking . . ."

Food-Cooking Show Attracts Area Restauranters

OVER 300 local food handlers and suppliers attended a two-day Restaurant Show at the Harvest Club in Beaumont on March 12-13. The

Beaumont Division commercial sales department hosted the event.

The theme of the show was "Performance - Profits - Progress with

Electric Cooking Equipment." On March 12, the local chapter of the Texas Restaurant Association held its evening meeting in conjunction with the show. Guy Jones, state TRA president of Dallas, was the principal speaker. Over 200 members and guests attended this session.

On March 13, a special luncheon was held for approximately 100 local architects, consulting engineers, school board presidents, superintendents, business managers and school dieticians. In addition, a steady flow of other people interested in the latest cooking equipment, methods and foods continued throughout the day.

Over 30 equipment manufacturers, dealers and food producers, including General Electric, Wells, Garland, Vulcan-Hart, Procter & Gamble and Kraft, participated in the show.

Bill Thomson, Beaumont commercial and industrial sales supervisor, had this to say about the show. "We advertised this as being the best show with the largest array of electric cooking equipment ever to be held in this area. It is certainly gratifying to report that our show was as advertised."

A similar Restaurant Show was held in Port Arthur on February 27 - 28 and in Lake Charles on April 10 - 11.



FOOD FOR HUNGRY FOLKS. Glenn Haines, commercial sales representative, Beaumont Division Sales, serves-up tasty fried shrimp "cooked better electrically" while visitors look-on hungrily. At the left is Jim Richardson, industrial engineer for Navasota Division.

SERVICE AWARDS

FORTY YEARS



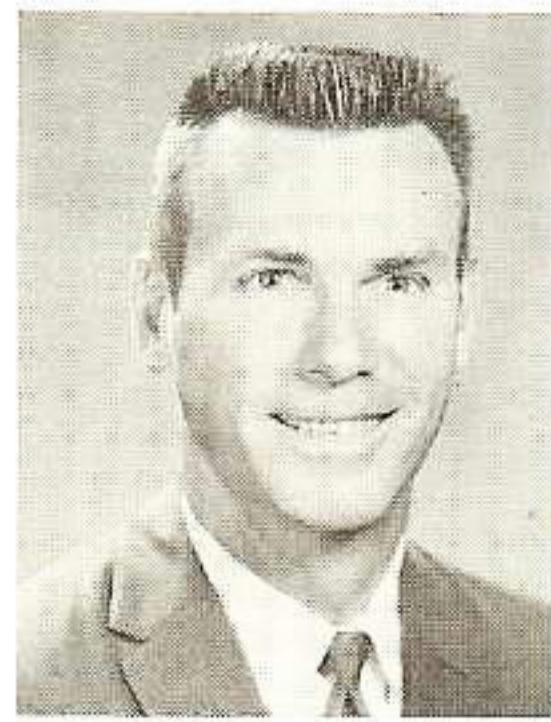
L. V. Homuth
Distribution
Port Arthur

TWENTY YEARS



Loraine Dunham
Distribution
Port Arthur

TEN YEARS



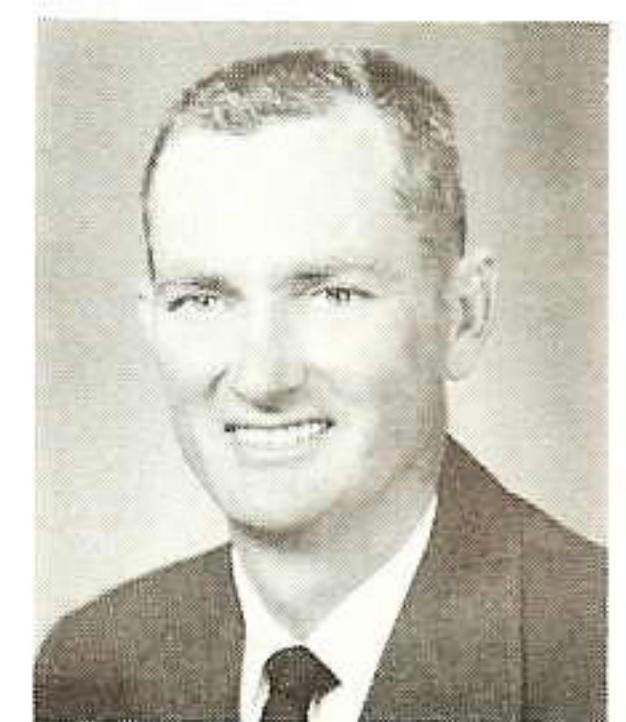
C. B. Clark
Distribution
Orange



A. E. Davis
Distribution
Port Arthur



J. M. Duperier
Engineering
Beaumont



W. H. Foster
Distribution
Port Arthur



C. W. Gideon
Distribution
Navasota



Harry Guidry
Distribution
Lafayette



W. C. Hart
Distribution
Beaumont



B. G. Hilborn
Distribution
Baton Rouge



J. C. Lusk
Distribution
Beaumont



Horace Lacombe
Sales
Lafayette



A. V. Leverett
Production
Sabine Station



L. E. Milliff
Distribution
Conroe



Leonard Roy
Distribution
Port Arthur



J. C. Saxon
Sales
Port Arthur



L. J. Sonnier
Treasury
Port Arthur



A. A. Trahan
Distribution
Lake Charles



S. J. Trahan
Distribution
Lafayette



J. A. Vallot, Jr.
Engineering
Beaumont



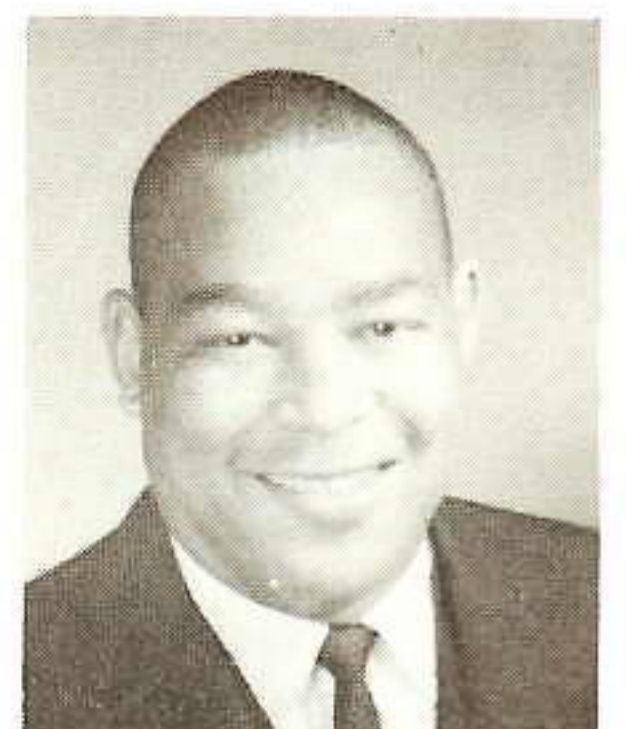
A. E. Whitaker
Engineering
Baton Rouge



Harold Johnson
Records
Beaumont



Andrew McCurley, Jr.
Distribution
Beaumont



Arthur Smith
Distribution
Beaumont

Bill Harland Promoted to R-O-W Man

B. E. HARLAND, engineering assistant, Beaumont, was promoted to right-of-way man in System Engineering effective March 1.

Mr. Harland came to work for our Company in Beaumont in September, 1957, as an engineer's helper in the Survey Section. He has been an engineering assistant since 1959.

A native of Beaumont, he attended Beaumont schools and served in the Navy for three years. He and his wife, Lucy, have five children, John, Billie, Dwight, Tim, and Llewellyn. The Harlands, former Beaumont residents, moved into an all-electric home at 990 Leon in Vidor last month.

gulf staters in the news

Roy S. Nelson, former chairman of the board and past president, was the principal speaker at the Exchange Club's Golden Deeds Award dinner April 2 at which John E. Gray, president of Beaumont's First Security National Bank, received the Golden Deeds Award. Mr. Nelson received a Golden Deeds Award in 1956.

E. A. Werner, vice president and director, Baton Rouge, has been elected as an advisory director of Baton Rouge's City National Bank.

J. W. Kirkland, operating superintendent, Baton Rouge Electric, has been designated to represent our Company on a drainage, sanitary sewerage and utilities subcommittee, composed of three Planning Commission members and four others for the City of Baton Rouge.

Randy McAlpine, sales superintendent, Beaumont Division, was one of the speakers at a regional conference sponsored last month by the six chapters of the International Assn. of Electrical Inspectors of Texas and Louisiana. The convention was planned to promote uniform understanding and application of the new national electrical code.



LIGHTING SCHOOL GRADUATES. This enthusiastic group graduated from the Lake Charles Lighting Fundamentals Course April 2. They drove 150 miles round trip from Lafayette every Tuesday night for six weeks to attend the course.

From left to right they are: Horace LaCombe, residential sales representative; Richard Trosclair, Interstate Electric Company representative; Dennis Dugas, engineering assistant; Oscar Borne, residential sales representative, Church Point, and Earl Broussard, residential sales representative. Owen Ford, manager of Interstate Electric Company, also attended five of the meetings with the group but was unable to make this last one. Mr. Trosclair designed the graduation caps.

Lighting schools were completed April 1 in Beaumont and April 3 in Baton Rouge. Among the largest groups completing the course were 15 architects, 7 architects and engineers, 16 consulting engineers, 25 electrical contractors, 52 industrial customers, 7 retail merchants and 38 Company employees. A total of 236 people attended the courses and 212 attended four or more of the six sessions and received a diploma. Each certificate represented 12 to 18 hours of instructions in lighting fundamentals.

James Dowies, supervisor of accounting, Orange District, has been elected to the Orange County United Fund Board.

A. H. Demers, superintendent, Roy S. Nelson and Riverside Stations, was recently elected secretary-treasurer of the West Lake Rotary club.

E. C. "Skipper" McGehee, control operations foreman, Roy S. Nelson Station, presented a wood figure, "Goddess of Mercy", "Whittled" out of persimmon wood, to the Art Associates House Tour in Lake Charles held March 16 and 17.

J. P. Towers, training representative, Beaumont, spoke on "Money and Economic Education" at a meeting of the Sabine Chapter of the Texas Society of Professional Engineers on March 28.

Summa L. Stelly, safety-claim agent, Lake Charles, spoke on "Trosclair et Pierre—Securite Avec Missiere (Safety the Hard Way)" at the 12th annual management conference sponsored by the Lamar School of Vocations of

Lamar Tech in Beaumont. Theme for this year's conference was "Today's Demands on Supervisors."

V. P. Gayle, superintendent, System Residential Sales, Beaumont, has been re-elected secretary of the Sabine Area Sales and Marketing International of Beaumont and has been elected to the board of directors.

Dick Krouse, area development engineer, Baton Rouge, was the featured speaker at the West Baton Rouge Parish 4-H Achievement Day program on April 4.

H. E. Mortimer, supervisor, Rate and Depreciation, was recently elected president of the Beaumont Chapter of Rice University Alumni.

James S. Turner, supervisor of advertising, Beaumont, has been named president of the Sabine-Neches Chapter of the Louisiana State University Alumni for 1963. Named a committeeman for the same period was Howard Mack, division engineer, Port Arthur.



Mr. Seyforth

F. E. Seyforth To Retire After 37 Years

FRED E. SEYFORTH, garage mechanic, first class, Beaumont T&D, will retire May 1 after almost 37 years of service to our Company.

Mr. Seyforth, a native of Utica, N.Y., came to work in Dayton on July 11, 1926. Later that year he was transferred to Sour Lake as helper before coming to Beaumont. He worked in various classifications in the Beaumont Line before moving to Garage as a mechanic in 1933. He has been a garage mechanic, first class, since 1945.



SELLS SALESMANSHIP. V. P. Gayle, superintendent of system residential sales, Beaumont, tells the members of the Sales Techniques class he is currently teaching at Lamar School of Vocations how they can sell. The course is sponsored by the Sales and Marketing Executives, International of Beaumont and is meeting every Monday during the spring semester. There are 14 men and women from the Beaumont area presently enrolled in the class. Joe DeJean, supervisor of residential sales promotion, substitutes for Mr. Gayle when he has to be out of town. The class is designed to give the students a better knowledge of selling techniques.

A veteran of World War I, he served with the First Texas Cavalry as a sergeant for two years. He is a member of the Baptist Church. He and his wife, Mildred, presently make their home at 670 Madison St. in Beaumont, but they plan to live at their retirement home at the beach on the Bolivar

Peninsula in a house they have been fixing up for sometime. They have one son, Fred.

Jack Bass Goes To Little League Conference

JACK BASS, residential sales representative, Lake Charles, represented Louisiana at the National Little League convention which began April 9 in New York City.

Delegates from each state and from Little Leagues all over the world attended the meeting at which rules, programs and problems of Little League baseball were worked on.

Mr. Bass has been president of the Mid-City Little League in Lake Charles for two years and has been a Little League coach for four. He is also president of FUN (Football United National), a football league for elementary children which features football for the boys and marching groups for the girls. He is president of the PTA at Watkins Elementary School in Lake Charles.

Little League activities run in the family, his son, Jack, plays first base on the Cardinals.



PRESENTS SAFETY PROGRAM. Luill Maris, Navasota sales representative, demonstrates the heart massage technique of life saving to Mrs. Zoe Wilson of Calvert. The meeting was also attended by a number of Calvert GSU wives: Mmes. Ray Smith, Bill Burke, Floyd Stark and E. L. Butler.



Harry Rafferty, retired Beaumont GSUer, on the birth of his granddaughter, **Denise Marie**, in Baton Rouge General Hospital, April 2. Denise Marie is the daughter of Mr. and Mrs. J. E. Whitmore of Baton Rouge. Mrs. Whitmore is the former Violet Marie Rafferty.

Mr. and Mrs. James A. Johnson (he's employed at Neches Station) on the birth of their son, **James Anthony**, born March 2 at Baptist Hospital in Beaumont. This is the second child for the Johnsons.

Mr. and Mrs. James West on the birth of their daughter. Mr. West is a member of the Woodville Line Crew.

Mr. and Mrs. Jim Spurlock on the birth of their daughter. Mr. Spurlock is a member of the Woodville Line Crew.

Mr. and Mrs. Raymond L. Audilet on the birth of their first child, a daughter, **Cheryl Lynn**, on February 28 in Beaumont's Baptist Hospital. Mr. Audilet is employed in System Engineering.

Mr. and Mrs. John E. Gautreaux on the birth of their son, **Timothy Gerard**, March 8. Timothy is their fourth son and fifth child. Mr. Gautreaux is employed in the Electric Service Department, Baton Rouge.

Mr. and Mrs. W. C. Tolbert on the birth of their daughter, **Cheryl Denise**, March 2 in Beaumont's Baptist Hospital. Mr. Tolbert is office engineer at Neches Station.



Congratulations
on
your
promotion

James E. Mullin, Beaumont, promoted to test technician, first class, in System Production.

Walter L. Sikes, Beaumont, promoted to lineman, fourth class.

Johnny L. Sullivan, Sr., Beaumont, promoted to senior engineering assistant, Engineering.

Wanda S. Humphrey, Beaumont, promoted to key punch operator, senior, Systems Billing Records.

Gale H. Arnold, Beaumont, promoted to stenographer, senior, Systems Sales

Wisner Boudreaux, Jr., Bridge City, promoted to second fireman, Sabine Station.

Thomas J. Berryhill, Jr., Bridge City, promoted to test technician, first class, Sabine Station.

William H. Foster, Port Arthur, promoted to truckdriver, T&D.

Grady C. Caldwell, Jr., Baton Rouge, promoted to lineman, second class.

Marvin B. James, Baton Rouge, promoted to lineman, second class.

Theodore B. Chaney, Baton Rouge, promoted to garage mechanic, first class

Bernard C. Bourgeois, Baton Rouge, promoted to senior engineering assistant Engineering.

David I. Rogers, Jr., Baton Rouge, promoted to senior engineering assistant, Engineering.

William E. Dowden, Lake Charles, promoted to second fireman, Roy S. Nelson Station.

Travis R. Fox, Lake Charles, promoted to lineman, first class.

Charles J. Reifsnider, Lake Charles, promoted to relayman, first class, T&D.

E. Dale Desormeaux, Lafayette, promoted to appliance repairman, first class.

Welcome
to
GSU



Martha G. McCall, Beaumont, employed as departmental clerk, Records.

Donnis K. Lewis, Beaumont, employed as a clerk in General Accounting.

Yvette J. Wilson, Beaumont, employed as a clerk in General Accounting.

Ronald D. Cunningham, Beaumont, employed as an accountant, Junior, General Accounting.

Virginia A. Taylor, Orange, employed as a clerk in Customers Accounting.

Clarence E. Gillen, Liberty, employed as a meter reader.

Janet P. Sledge, Navasota, employed as a departmental clerk in T&D.

George E. Myers, Port Arthur, employed as a residential sales representative.

Mary C. Allen, Baton Rouge, employed as departmental clerk, T&D.

Rebecca S. Corban, Baton Rouge, employed as a clerk, in Customers Accounting.

Martha H. Leonard, Baton Rouge, employed as a clerk in Customers Accounting.

Allen R. Hebert, Lafayette, employed as a helper in T&D.



PRESENTS CD SCHOOL. -Jim Towers, training representative, Beaumont, recently conducted a Civil Defense Radiation Monitoring School for the civil defense personnel of Huntsville, Texas. The men who attended the school will man the 12 radio-active stations in Walker County. Civil Defense Director Bill Williamson said that 20 or more stations would be added in the future and that the monitoring course would be taught to civil defense shelter managers.

What others are saying . . .

Ambitious REA Turns Its Back On Congress in Public Power Battle

THE Macon, Georgia, News, recites a bit of history, and contrasts it with a condition of today: "Rural electric co-operatives were originally supposed to obtain power, whenever possible, from existing power sources. Primarily, they were to distribute power and not build generating plants unnecessarily. In the first five years of REA's life, loans for generation and transmission, as against loans for distribution, constituted only about three per cent of total REA loans. Yet it is estimated that for fiscal 1963, an overpowering 65 to 70 per cent of electric loans will be for generation and transmission purposes.

"In the blunt words of Congressman John M. Slack, Jr., of West Virginia, REA today, through a steady process of pyramiding one twisted interpretation of its basic statute upon another, is essentially a federal power agency. It is ridiculous to use the terms 'rural' or 'farm' in connection with its program. It uses federal funds—money belonging to taxpayers—to help federal power agencies bypass Congress in efforts to build a nationwide public power system in competition with private power companies."

Strong words, yes—but they are justified. A multitude of REA co-ops—now that rural electrification has been virtually completed thanks to taxpaying investor-owned power companies as well as REA's—are attempting to move farther and farther into urban and industrial areas which are served with complete adequacy by non-subsidized, heavily-taxed private enterprise. Almost no one, when the REA program was established, could have envisioned this—and it's a sure bet that the Congress of that time would never have approved this devious road to socialism.

Bureaucracy Unlimited

"MAY I say to the gentlemen that we are not in this bill intending to compete with anybody. By this bill we hope to bring electricity to the people who do not now have it. This bill was not written on the theory that we were going to punish somebody or parallel their lines or enter into competition with them." That was said way back in 1936 by the late Representative Sam Rayburn, who later became Speaker of the House and held that position longer than any man in history. He was talking about the bill to create the Rural Electrification Administration of which he was one of the principal sponsors.

Mr. Rayburn was not alone in this view. The late Senator Norris, who sponsored the bill in the Senate, said, ". . . there will not be set up an organization and money loaned to it for the purpose of electrifying a rural area which is now being supplied."

Senator Norris and Representative Rayburn would hardly recognize the bureau and its by-products that they helped to create. Rural electrification is now virtually complete in this country. Yet the REA co-ops, using funds borrowed at below-cost interest rates from the public treasury—which means the taxpayers at large—are still aggressively expanding and seeking new worlds to conquer. They are moving, whenever possible, into service areas of an urban and industrial nature which have nothing whatsoever to do with rural electrification. These areas are adequately and abundantly served by the regulated, tax-paying, investor-owned utility companies.

A government agency, it seems, always seeks more authority, more money, more employees, and more power. That is the case with the REA and its co-ops. This needless and vastly expensive plan of a dedicated bureaucracy can only be stopped by the will of the people as expressed in Congress.

—PIP Bulletin

Substitute for Power

WHEN government budgeteers are looking around for ways to save a dollar here, a dollar there, as they are supposed to be doing, they might take a look at the Rural Electrification Administration.

This New Deal agency, set up in 1935, is principally a banker—although no private banker operating on the same basis would last out a year, let

alone the 28 years REA has been in business.

REA borrows money from the government and lends it to rural power systems, in nearly every case a tax-exempt co-operative. By law, REA is required to lend this money at 2 per cent interest. But the government doesn't borrow that cheaply.

One of our Washington reporters got from the U. S. Treasury a statement showing that the government, going back to 1942, never had been able to borrow on long-term securities at less than 2.5 per cent, and sometimes has had to pay as much as 4.25 per cent.

The Treasury said the average interest rate on long-term money borrowed by the government, as of December, was 3.29 per cent.

The Tax Foundation estimates REA has nearly \$4 billion in loans outstanding. The difference between paying 3.29 per cent on that money and getting back interest of only 2 per cent is obvious. The taxpayers make up the difference.

This program was designed to provide electricity for farms. But the co-operatives backed by REA also sell power to industry. As long ago as 1955, the Hoover Commission reported that more than 92 per cent of all farms had been electrified. Yet REA goes on lending hundreds of millions a year for this purpose.

At the least, this private business should pay the government an interest rate no less than the government is obligated to pay.

—Houston Press
January 16, 1963

Government

Inequities

ONE of the highest crimes a government can commit is one of inequity.

Government should know no favorites. Everybody should get his just due—and nothing more.

It isn't always that way as far as the federal government is concerned. Uncle Sam has a habit of playing favorites, and that isn't good.

Here are two cases to prove the point.

The federal government is making a loan of nearly \$30,000,000 to build a new paper mill in East Texas to compete with other mills that are privately financed.

In other words, tax money from Southland Mill at Lufkin and others is being used to finance a competitor a few miles away. That wouldn't be so bad if Lufkin was working around the clock. The fact is that the Lufkin mill currently is not operating at capacity.

April, 1963



Can You Beat This?

Customer Wants "All Time Electric Service."—Our older employees can remember when electric service was available only from twilight to dawn.

Not long ago we had a rather startling experience. A customer came into the Service Department and wanted to change his electric connection.

When asked why he wanted new service, he said, "I'd like to have all the time service."

Finally after the service people had explained to him the type of services we offered, he said, "Well, if you can't give me all the time service, take back that electric iron your saleslady sold my wife. She's tired of ironing at night and wants to iron in the daytime."

He insisted that his lights came on every night and went off every morning.

The service foreman began to suspect the trouble and promised to investigate. Sure enough his suspicions were confirmed. The man's house had been connected to a multiple photo cell control street lighting circuit. We were rendering service of the type discontinued about 1890.

(J. B. Coltharp, system engineering manager, Beaumont, submitted this story along with some others which will appear later. Do you have any stories about amusing or unusual incidents about Company operations or customer relations? If so, how about sending them in to PLAIN TALKS? We'll try to make this a monthly column.)

Inequity we say.

Rural Electric Cooperatives have gone into the publishing business in a big way of late.

Postal rates on mail periodicals in the past have been about one half cent per copy. The new rates enable these co-operative publications to be mailed at about one-eighth of a cent per copy.

Meanwhile your postage, ours and privately owned public utilities went up from four to five cents on first class

mail. Other gross rates went up correspondingly.

Inequity again we say.

Every individual in the U.S. should appoint himself as a committee of one to point out these inequities whenever they are seen or felt. It's the only way equity can supplant inequity.

—Baytown Sun

February 11, 1963



Mr. Doughty



Mr. Coleman

In Baton Rouge, Navasota . . .

Two T & D Employees Promoted to Foreman

TWO T&D employees, one in Navasota, the other in Baton Rouge, were recently promoted to foremen.

Earl J. Coleman, utility truckdriver in Navasota, was promoted to labor foreman, and Floyd E. Doughty, Baton



RETAINS SCHOOL BOARD SEAT. Cecil Nantz, operating supervisor, Orange, was re-elected by an easy victory of a near 2 to 1 margin over his rival candidate, as member-at-large on the Orange County School Board. Mr. Nantz has been an advocate of school district re-organization. He is currently serving as president of the county board and has been a trustee since 1952.

Rouge Substation, was promoted to relay and maintenance foreman.

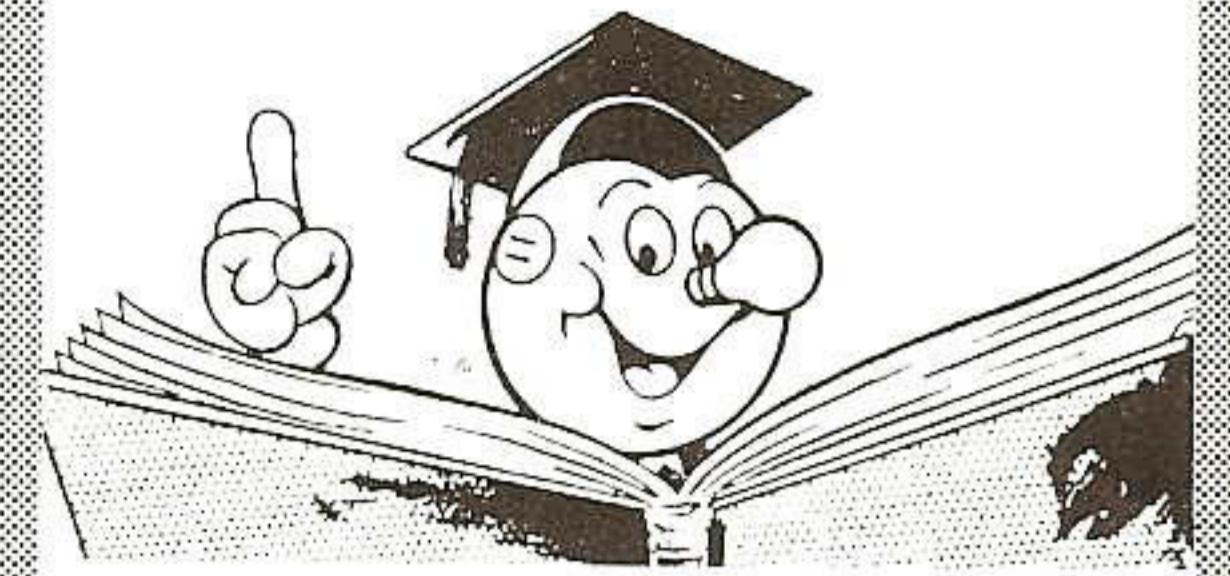
Mr. Coleman

Mr. Coleman, a native of Somerville, Texas, has been with our Company since January, 1931, when he was employed in the Ice Department at Caldwell, Texas. In 1933, he moved to Somerville to work in the Ice Department. He was made a chief operator and transferred back to Caldwell in 1935. Later that year he was moved to Huntsville as operator, combination plant B. In 1953, he was transferred to Cleveland as a truck driver in the T&D and was moved to Navasota in 1955. He has been a utility truck driver since 1957.

Mr. Doughty

Mr. Doughty was employed in December, 1948, as a helper in the Baton Rouge T&D. In 1951, he was transferred to the Service Department. He was moved to the Substation Department in 1952 and promoted to substation mechanic, second class. In 1953 he was promoted to communication serviceman, first class and in 1958 his classification was changed to relayman, first class. He has been utility foreman in the Substation since 1959.

A native of Utility, Louisiana, he graduated from Tullos, Louisiana, schools and attended LSU. He served in the U. S. Navy from 1944 to 1946.



Reddy's Kollege of Kilowatt Knowledge

1. When our Payroll Department writes a check a certain amount must be deducted to be applied to the employee's income and other taxes. In a year's time these deductions add up to a whopping sum. What did they add up to last year?

a. \$200,000 b. \$1,005,000 c. \$1,450,000 d. \$1,779,000

2. In early February our Company's Board of Directors approved a construction budget of \$32 million for this year. In a statement accompanying the announcement J. J. Morrison, president and board chairman, gave an estimate of how much will be required for construction during the next four years. What is the estimated figure?

a. \$100 million b. \$122 million c. \$132 million d. \$142 million

3. On March 7 one of our Company's five divisions set a safety record of 5 million working man-hours without a single lost-time accident. Do you know which?

a. Baton Rouge b. Beaumont c. Lake Charles d. Navasota e. Port Arthur

4. What is the best way to avoid serious injury or death in an automobile accident?

a. Never drive or ride in an automobile; b. always use back streets and country roads; c. always wear seat belts

5. How many atomic energy research projects is our Company participating in?

a. none b. one c. two d. three

(Answers on Page 28)

When we fix our attention and thoughts upon the things that we think we lack, we cannot see the abundance of good things that are all about us waiting for us to use them. —Lowell Fillmore in **Progress**.

Texas Newspapermen Protest REA-Public Power Preferred Treatment

Resolution of Texas Gulf Coast Press Association

WHEREAS the postal-rate legislation passed by the 87th Congress, while raising rates for most users of postage, reduced the rates for publications of rural electric cooperatives to one-fourth the regular charges for second class mail: and

WHEREAS all other users of second-class mail, including newspapers, must pay three 10 per cent increases, starting January 1, 1963: and

WHEREAS the changes granting special low rates to rural electric cooperatives were not even discussed in the postal bill hearings: Now therefore, be it

RESOLVED, That the Texas Gulf Coast Press Association, while recognizing the great contribution of the rural electric cooperatives to farm electrification finds this special additional subsidy an unfair burden to other publications and taxpayers: and be it further



THE NEW LOOK. Our Company's identification signature was recently painted on the water tank at Louisiana Generating Station to point out the location of the power plant, built in 1930, on the east bank of the Mississippi and in the heart of the Baton Rouge industrial area. The sign is readable from the air and Scenic Highway.

RESOLVED, That the secretary of this organization is instructed to forward a copy of this resolution to the Postmaster General and members of the congressional delegation of the State of Texas.

Submitted April 6, 1963

Don Reid, Jr., chairman
Resolutions Committee

Alvin Barr, Joe McClung, Burrell Tipton, members

THAT OLD STORY

ARIZONA Public Service Company recently published one of the most effective booklets concerning private and public power agencies that has come across this desk in some time.

One paragraph in the book does much to describe the dilemma facing privately owned power companies over our nation. This paragraph reads . . . "If a race is planned and one man is in track equipment and able to run free, and the other man is loaded with a bucket of sand called taxes and money, the unburdened man will win every time. That is what is happening in the government versus private comparisons of costs to do a similar job."

Under the preference clause public power agencies get first call on power produced at government dams, and can sell it anywhere they wish. A private agency gets what is left, if any.

Public power agencies are either wholly or partially free of taxes—and taxes amount to some 25 percent of all a private utility's revenues.

Public power agencies commonly get their capital without interest or as in the case of REA co-ops, at rates well below what the government must pay on its borrowing.

So, directly or indirectly, one way or the other, public power is taxpayer-subsidized power. And the private, tax-paying utility confronted with this is the runner loaded down with a bucket of sand.

The booklet observes that investor-owned companies and their customers are second-class citizens, as a result of the preferential treatment given to special privileges and tax-favored groups.

Does that square with American principles and the American heritage?

—Ralls Banner

Ralls, Texas

March 28, 1963



DIES SUDDENLY. Roy Tircuit, 50, storekeeper at Louisiana Station, died suddenly February 14 at his home in Baton Rouge. Mr. Tircuit, a native of St. Gabriel, Louisiana, had been an employee of our Company since August, 1942.

Sympathy To:

M. D. "Dick" Smith, Navasota, on the death of his father on March 2.

Robert Boenker, Conroe, on the death of his father on March 8.

C. T. Riddel, Conroe, on the death of his mother on March 20.

Raymond McGowen, commercial sales representative, Lake Charles, on the death of his mother, **Mrs. Maude Ethel McGowen**, 81, a resident of Lake Charles for 75 years, in a Lake Charles Hospital, February 28.

Thomas Boone, Electric Meter Department, Baton Rouge, on the death of his father, James Leo Boone, 54, of Biloxi, Mississippi, March 1.

Mary Carlton, retired employee in System Residential Sales, Beaumont, on the death of her husband, **R. G. Carlton**, on March 13.

It has been said with a touch of humor, "Imagination is as good as many voyages—and how much cheaper." Imagination means putting yourself in the other person's place. The Omaha Indians are said to have taught their young braves this prayer: "Great Spirit, help me never to judge another until I have walked two weeks in his moccasins." —Annie Laurie Von Tungeln in **Progress**.

INVESTOR-OWNED ELECTRIC UTILITIES . . .

**Partners
in
Texas'
GROWTH**

BUDGET FOR CONSTRUCTION

\$155,570,500 1961	\$170,567,000 1962	\$210,663,500 1963
-----------------------	-----------------------	-----------------------

\$170,567,000 was spent in 1962 for construction of new facilities by the electric utility companies of Texas. Another \$210.6 million of construction expenditures is planned for 1963, bringing the total construction expense for the 3-year period ending in 1963 to more than ½ BILLION dollars. These projects mean new jobs and buying power. They are the equivalent of several large industries moving into the state bringing new buildings, new equipment, new payrolls.

Each of the investor-owned electric utility companies has already scheduled additional funds for construction programs for future years. This continuous program of expanding utility properties will provide more and more taxes to help support schools, roads, public institutions and national defense.

A BIG TEXAS JOINT EFFORT. Our Company along with 11 other investor-owned power companies doing business in Texas have cooperated in publishing this booklet. The pamphlet discusses our shareholders, investment, construction budgets, payrolls, employees, transmission, taxes and other aspects of the electrical industry's contri-

bution to the Lone Star State's growth and prosperity. Our Company has made "Partners in Texas' Growth" available for special mailing, Company reading racks, for distribution to schools, civic and industrial groups, and any other interested persons. Interested persons may receive copies from the Training Department in Beaumont.

Answers To Killowatt Kollege

(Questions on Page 27)

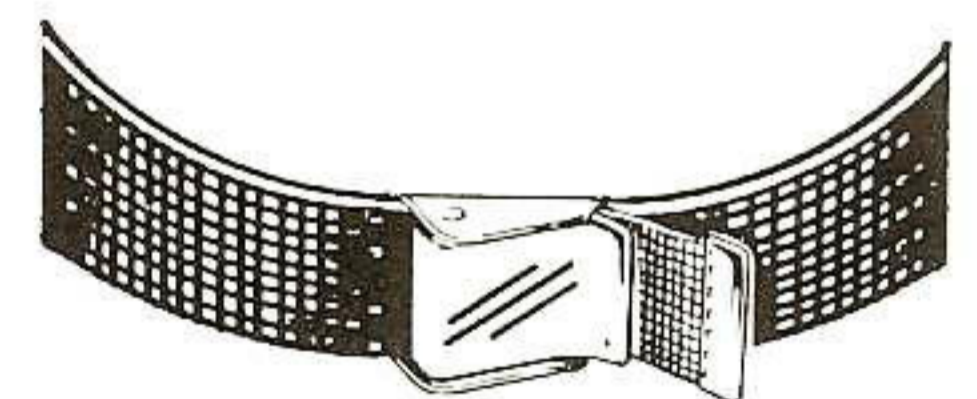
1. d. \$1,779,000. This sum would be enough to build 178 homes at \$10,000 each—enough to house all the employee families in our Navasota Division.
2. Mr. Morrison said the present estimate is that \$142 million will be required for construction during the years 1963, 1964, 1965 and 1966.
3. At midnight on March 7 the 816 employees of the Baton Rouge Division set another record for on-the-job safety by completing 5 million working manhours without a lost-time accident. The safe-work period began April 30, 1960.
4. The best way to avoid serious

injury or death in an automobile accident is, of course, to never drive or ride in an automobile. Not many of us are willing to do this, however, so the next best thing is to always wear seat belts. National Safety Council statistics show that more than one-third of the 40,000 lives lost annually in auto accidents could be saved by use of seat belts.

5. Our Company is participating in three projects furthering atomic research and development in the electric power field. They are the Texas Atomic Energy Research Foundation, Southwest Atomic Energy Associates and High Temperature Reactor Development Corporation. To date, Gulf States has spent \$834,000 in this research and development work.

(Sources for these answers will be furnished upon request.)

SEAT BELTS



There's hardly an owner who uses them who hasn't had an experience that leads him to say: "I'm glad I had seat belts!" Seat belts work . . ." If everyone used them," the National Safety Council says, "we could save at least 5,000 lives a year . . . reduce serious injuries by 1/3!" Do you have seat belts in your car? Do you use them all the time?"

SAVE LIVES



HONORED. President Janssen, of the Louisiana Engineering Society, presents Henry Landry, industrial engineer, Baton Rouge, a certificate of appreciation for outstanding work to the society.

Engineers Honor Henry Landry

HENRY L. LANDRY, industrial engineer in the Baton Rouge Division, was presented a Certificate of Appreciation recently by the Louisiana Engineering Society for his outstanding work as chairman of the Society's Legislative Committee. Mr. Landry is past president of the Baton Rouge Section of the L. E. S.

"And I always thought the Common Market was the A & P." —**Billy Carmichael, 3rd**, Chapel Hill (N.C.) Weekly.

"It's still easier to keep up with the Jones than with the bills." —**Don Pauschert**, Pana (Ill.) News-Palladium.

DID YOU EVER —

- Try to tie your shoe laces with one arm in a sling?
- Try to see straight and clearly after an eye injury?
- Try to sleep with an infected hand?
- Try to walk with an injured foot?
- Try to button your shirt with burned fingers?
- Try to eat a meal with a fractured jaw?

IF SO, then you know that Safety Pays!

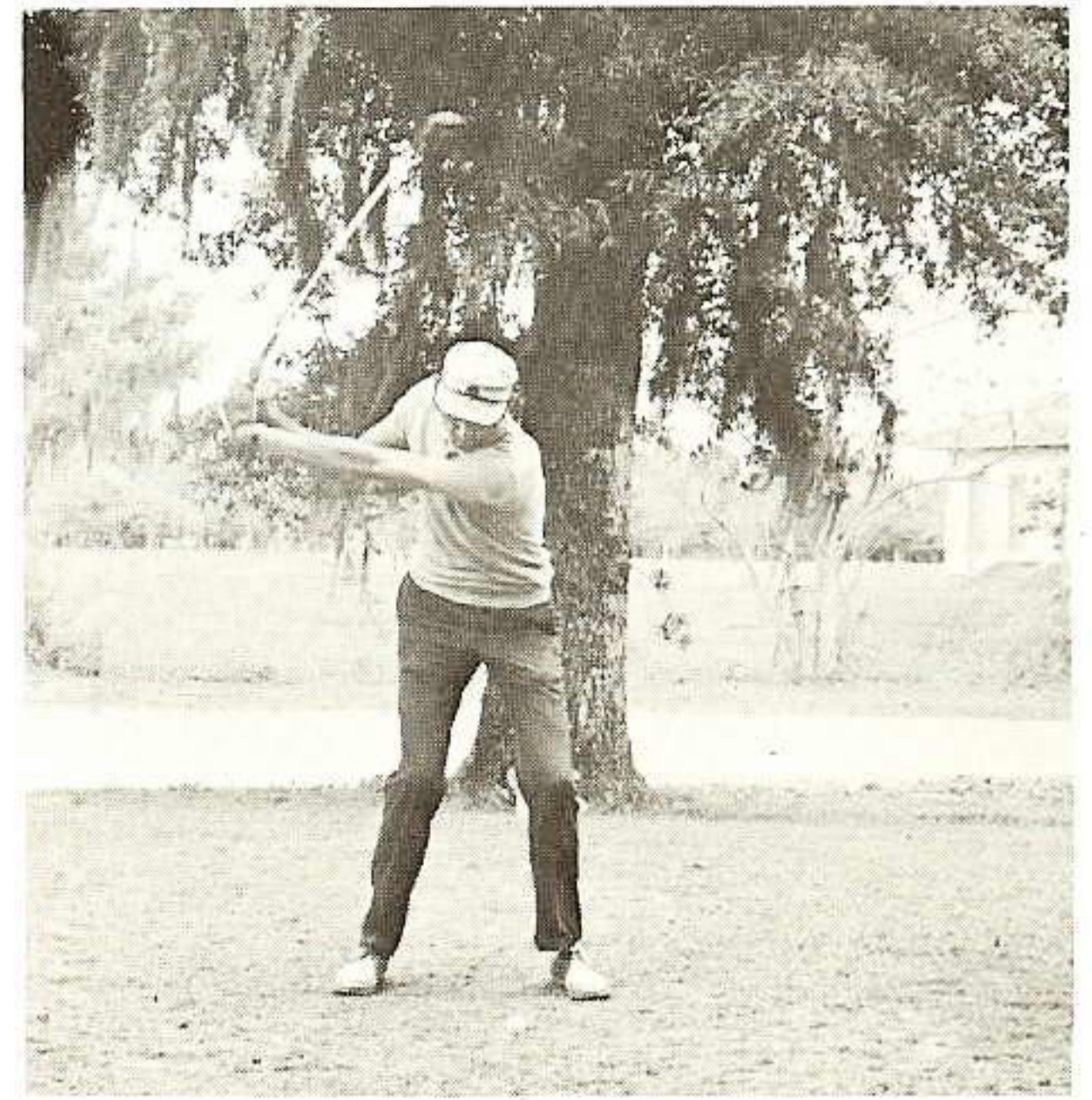
SAFETY FIRST ALWAYS
Feb. 1, 1963
Esso News

ADVANCE NOTICE OF ANNUAL EMPLOYEES GOLF TOURNAMENT

THE Memorial Day "Classic" will be held this year at the Pinewood Country Club, located 15 miles northwest of Beaumont on State Highway 105.

Sterling Oliver, Civil Drafting, Beaumont, will be tournament chairman for this year's event.

Entry blanks and all pertinent information will be sent to all division headquarters in the near future. The May issue of PLAIN TALKS will also carry all information about the day-long family affair.



PRACTICE. John Polk, engineer, Lake Charles T&D, gets in the swing.

Recent study made on school tax . . .

Paying Washington State School Bill

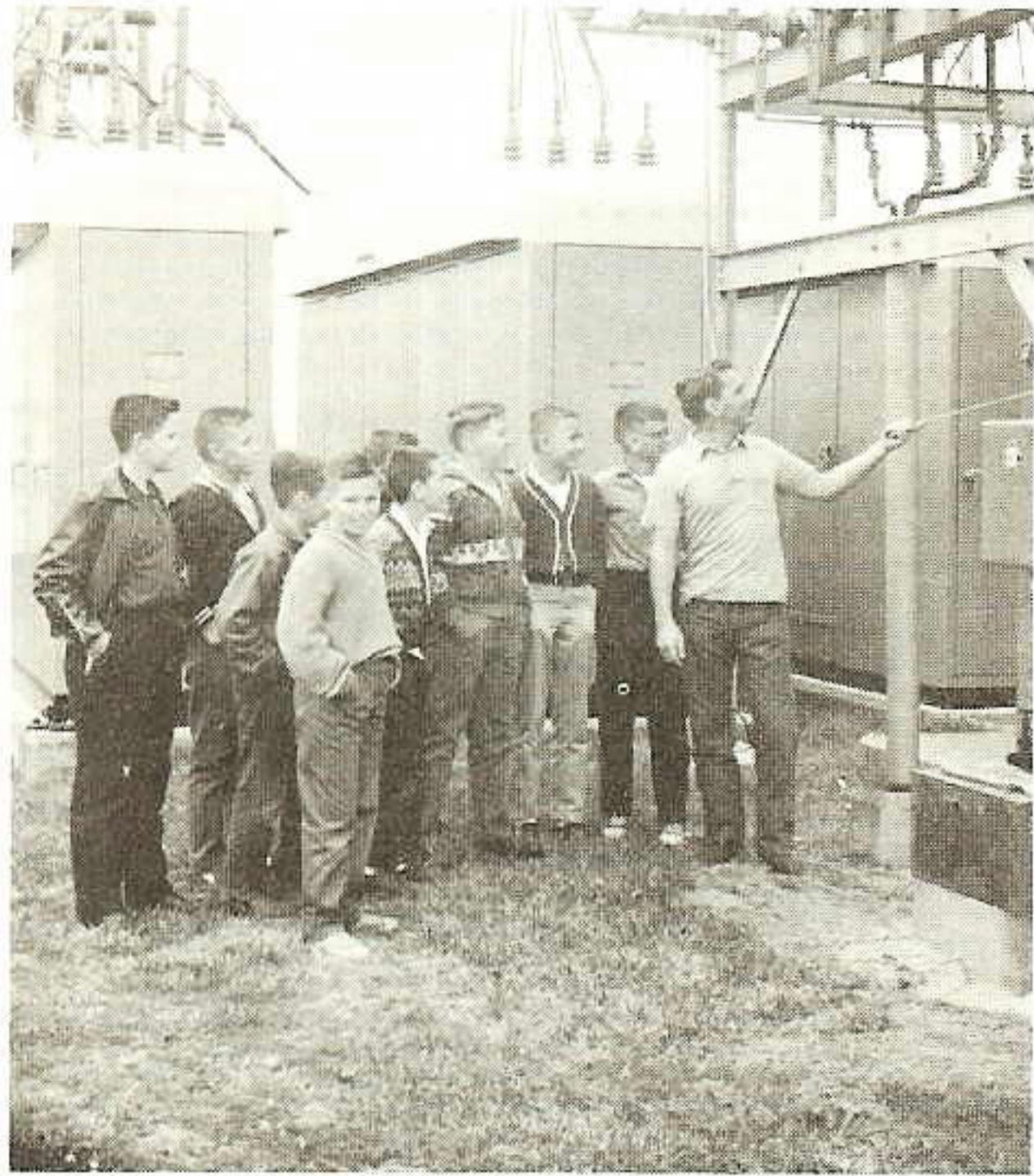
THE Washington Water Power Company has published a recent study of funds paid out in school support by Washington State's investor-owned and government-owned electric utilities. The report was prepared by a Tacoma research group under the direction of a school teacher with 27 years of public teaching experience. The following table tells the story:

Electric Utility	Residential Customers Served	Per Cent of Total Customers in Washington	Total Taxes Paid in 1961	Per Cent of Total Taxes	Total School Taxes Paid in 1961	Per Cent of Total School Taxes in Washington
Investor-Owned	352,144	41.0	\$5,080,840	73.4	\$2,463,253	80.2
PUD's	214,500	25.0	1,371,737	19.8	456,935	14.9
Municipals	291,306	34.0	473,587	6.8	149,888	4.9
Totals	857,950	100.0	\$6,926,164	100.0	\$3,070,076	100.0

From the report: "Pacific Power (& Light Company), by reason of the location of its Swift generating station in Skamania County, pays the largest utility tax paid to any school district in the State. District No. 15 in Skamania County received \$202,212 from Pacific or the equivalent of \$2,889 per pupil enrolled. At the same time, Skamania PUD which serves the school paid District No. 15 a total of \$110.03, or about 15 cents per pupil." Tax inequalities were further indicated by amounts paid for school purposes by the three classes of utilities for each customer. Investor-companies paid \$6.99 per customer; PUD's \$2.13, and municipals, \$0.51.

The conclusion of the report: "The logical conclusion of these comparisons is: **those areas served by government power do not pay their full share of support as far as the schools are concerned.** The deficiency is supplied by all the taxpayers from the State general fund." —PIP Bulletin

Copies of the report, "School Support by Electric Utilities in Washington," may be obtained for \$1 each from Frank Lock Research Associates, 6326 Lake Avenue, S.W., Tacoma 99, Washington.



TOUR JENNINGS PROPERTIES. L. J. Biesenburg, substation operator, recently conducted this 4-H group on tour of the Jennings service center. The boys are students at Our Lady, Help of Christians, Catholic School in Jennings.

LET'S READ OUR MAIL

Port Arthur, Texas

Dear Mr. Ibach,

Thank you very much for permitting us to visit Sabine Power Station. We enjoyed it considerably. We especially enjoyed the lightning arresters. We especially thank Mr. Sandefer and Mr. Cobb for showing us around. We also thank you for the refreshments which were delicious.

Sincerely,
Patsy Stark, Scribe
of the Di Wa Te Ca
Campfire Group

Port Bolivar, Texas

Hi

Had to wish Merry Christmas to each of you who give us our wonderful light service at Port Bolivar. What would we do without your wonderful service—that makes our pump go, our T.V. play—radio news and good lights to see by. Thanks.

So Merry Christmas to each of you.
Lucy & Doc Toole
(James R.)

Fort Worth, Texas

Dear Mr. Nelson:

The November issue of your company publication carried a page with illustrations entitled "The Story of Ten Little Free Workers."

I congratulate all of those who contributed to the thinking that went into

In Beaumont . . .

Hal Reagan Joins Publicity- Plain Talks Staff

HAROLD REAGAN, a 1958 graduate of North Texas State University, has been employed in the Advertising Department in Beaumont as a writer of company publicity and Plain Talks news.

A native of Sherman, Texas, Mr. Reagan was previously employed in the editorial department of The Beaumont Journal, where he was a sports writer-columnist. Prior to that, he was in the editorial department at The Tyler Morning Telegraph in Tyler, Texas.



Mr. Reagan

While attending North Texas State University, he served in several editorial capacities at the Denton Record-Chronicle and free-lanced articles to state and regional publications.

Mr. Reagan and his wife, Joy, have two daughters, Cheryl Lynn, 5, and Cynthia Ann, 2.

this presentation and for the masterful and effective manner and means they used in getting the story across. It is so true, and it is unfortunate that everyone cannot see this ad and be made to recognize its story.

Sincerely,
W. R. McBee
Executive Director
Blue Cross-
Blue Shield

Dear Mr. Figari:

I wish to express my thanks to you for the very interesting tour which your plant provided for the Industrial Arts Teachers of District I, Texas State Teachers Association on March 8.

The tour was both informing and enjoyable and we appreciate the privilege you afforded us by permitting our group to see the plant in operation.

Sincerely yours,
Howard Davis

Beaumont, Texas

Dear Mr. Gayle:

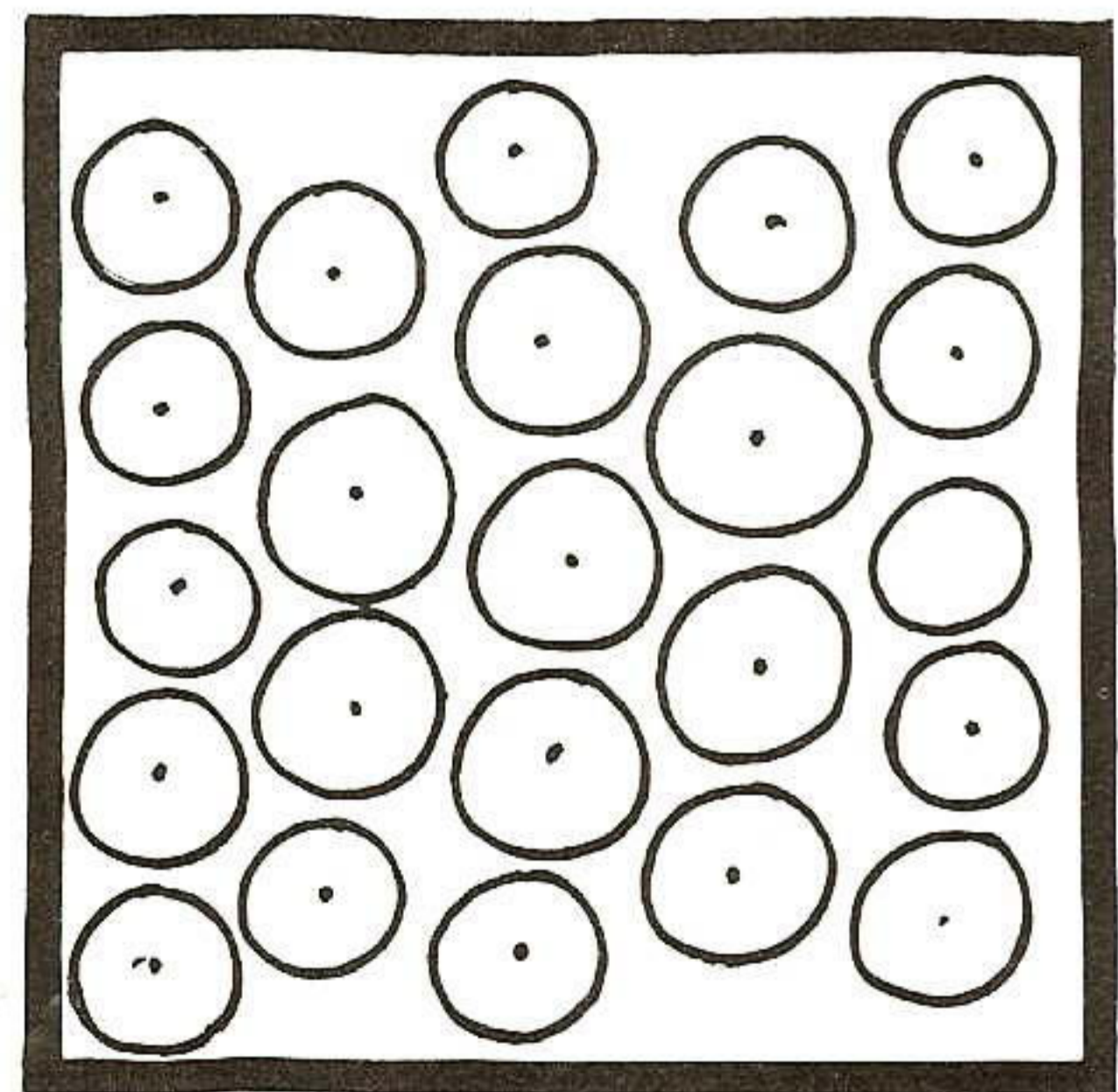
As the President of the student chapter of the Texas Society of Professional Engineers I would like to express our appreciation for the detailed model of your Sabine Neches power plant which you set up for the Engineering Science Day.

Without the help given by companies such as Gulf States Utilities Company in the form of exhibits, the Engineering Science Day would never have been the success that it was.

Sincerely yours,
Robert Bruce, President
(student chapter)
Texas Society of Professional
Engineers

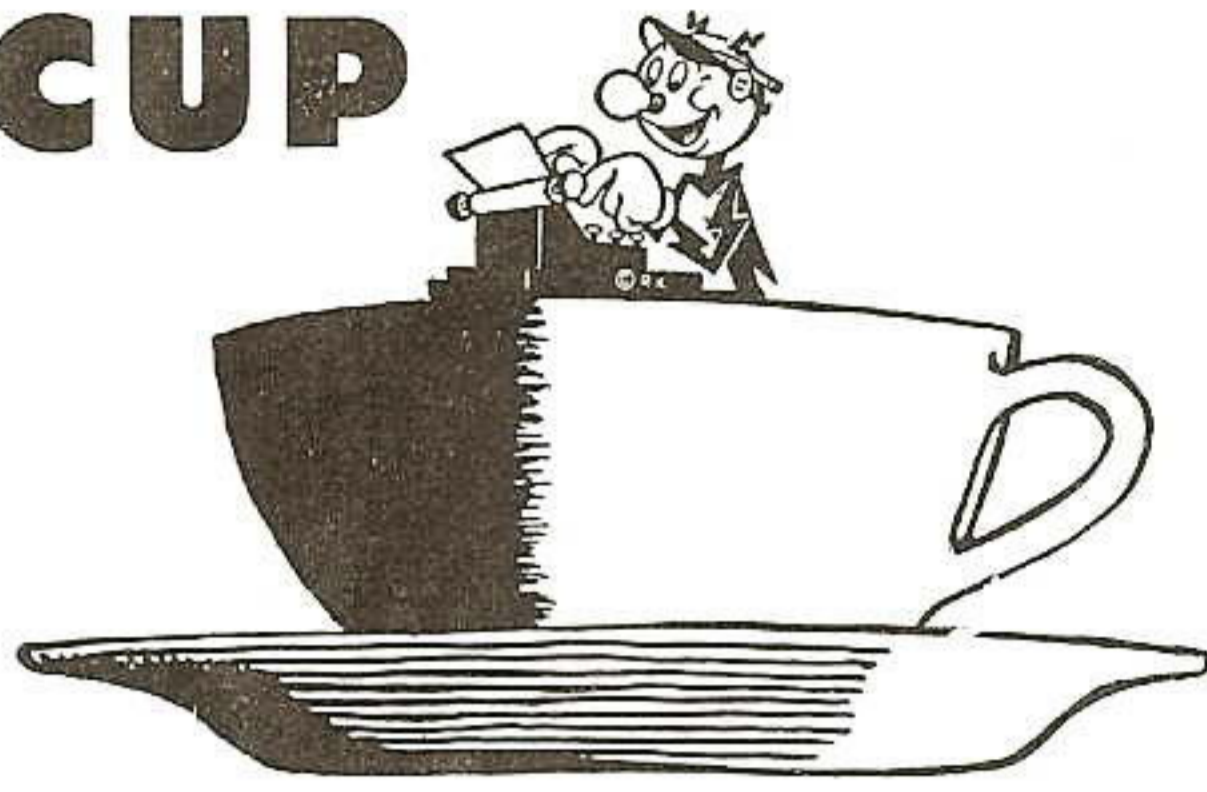
Doodles

by Roger Price



"Bird's eye view of Saving Bonds buyers having an outdoor celebration on the rainy day they put something aside for."

over the
**COFFEE
CUP**



ON March 15, one of the girls in Baton Rouge Bookkeeping, **Sue Henry**, said good-bye to GSU and Baton Rouge. She and her husband went back to St. Louis, Mo., where he will attend college.

Judy Kelly, who has been with us since January 21, is moving from Service Application to fill the vacancy left by Sue. Judy and her husband moved here from Memphis, Tenn., so he can study forestry at LSU.

One of our "old-timers" is back with the Company to replace Judy in Serv-



"TAKE A VACATION." J. W. Kirkland, operating superintendent, Electric, Baton Rouge, presents M. J. Cunningham, appliance repair foreman, who retired March 31, with a gift from the Baton Rouge employees. The employees presented him with a wallet filled with money and told him "to take a nice vacation somewhere."



"HOW TO IMPROVE YOUR BOWLING GAME AT HOME" OR
"EASY WAYS TO REMODEL YOUR FAMILY ROOM"

"HOW TO IMPROVE YOUR BOWLING GAME AT HOME"
OR
"EASY WAYS TO REMODEL YOUR FAMILY ROOM."

Government Street employees sent their sympathy to **Mrs. C. D. Sing**, whose husband, **Darel**, works in Baton Rouge Appliance Repair. It seems that while practicing his bowling form, something went wrong. COST: repairs to one sheet rock wall. (Cartoon by **Al Eggert**, engineering assistant, **Baton Rouge Electric**.)

—By *Don Voyles*

ice Application. **Janice Ziegler** left about 10 months ago to have her baby.

We also have a new employee in Meter History, **Connie Cauthen**, who is a native of Pennsylvania, is living in Baton Rouge where her husband is employed. Connie lived in Natchez, Miss., before moving here.

The Credit Department recently employed **Donald Wilson** to fill a recent vacancy. Don is from Pensacola, Fla., and he came to Baton Rouge after serving in the Navy.

—By *Nancy Hoehn*

HARVEY CARPENTER, Baton Rouge Gas Meter Shop, spent a recent vacation at home cultivating his land for a hay crop. Mr. Carpenter lives on a farm in the country.

—By *Freda Hargrove*

WILLOW GLEN

KATHY STEWART has what it takes to win several pageant titles, and this 15 year old has done just that.

Kathy was the winner of the "1963 Glen Oaks Senior High School Beauty Pageant" held on February 14, 1963, in Baton Rouge, La. Also at a pageant

held February 15 and 16, she captured the title of "Junior Miss Capitol City of 1963".

Previous to winning these two honors, Kathy held the "Little Miss Capitol City" title in 1960 and in 1962 she reigned as "Rodeo Queen."

Kathy is the daughter of **Mr. & Mrs. John A. Stewart** of 8055 Hanks Drive in Baton Rouge. Mr. Stewart is a control operations foreman at Willow Glen Station.

—By *Dora Landaiche*

PORT ARTHUR

TRAVIS HAGLER, son of **G. L. Hagler**, supervisor, Port Arthur Meter Department, was selected for membership into the National Honor Society at Thomas Jefferson High School, Port Arthur. Travis is a senior at Thomas Jefferson.

We welcome into the Substation Department in Port Arthur, **Paul Bertrand**. Paul is a substation helper in the Port Arthur T&D.

—By *Helen Powell*



THIS time of year brings extra work for two metermen from Lake Charles. **Jim Wall** is president of North Side Little League in Lake Charles and **Joe Regan** is president of Tri-Parish Church Baseball League. This is Joe's second year as president. Joe's league is a church league playing under Little League rules. This is Jim's first year as president. His league is a franchised Little League. Hats off to these two men who are giving up many leisure hours for many hours of hard work. Good luck to both of you.

—By *Hubert Landry*

OFF THE SICK LIST. **Maudeen Callahan**, wife of **Charlie Callahan**, residential sales representative, Lake Charles, is recovering very satisfactorily after her operation in St. Patricks Hospital on March 8. **Andre Dubus**, superintendent, Lake Charles District, has returned to work following a recent operation. **G. J. Gilmore**, superintendent, Sulphur District, is also back at work after an operation at the Calcasieu-Cameron Hospital.

Walter G. Strong, Jr., son of **Mr. and Mrs. W. G. Strong**, he's operations and maintenance supervisor, Riverside Station, was one of the two top LSU debaters who came out on top by a nar-



A BEAUTY QUEEN. **Kathy Stewart**, daughter of **John A. Stewart**, control operations foreman at Willow Glen Station, captured the title of "Junior Miss Capitol City of 1963" and also won the "1963 Glen Oaks Senior High School Beauty Pageant." Both pageants were held in Baton Rouge.



"Home, Sweet Home!"

Louisiana Station Provides Home for Wandering Stranger

EVERY office should have at least one pet, and Louisiana Station is no exception. When you walk into our office and see a large tray filled with water and a green, four-legged reptile swimming around, there's no need to rub your eyes. It's a turtle.

As strange as it may seem, this is the pet we have adopted. He was found huddled in a corner of the substation and some kind hearted soul decided he needed a home. **Sydney** (that's his name) now has a new home and is loved by everyone.

row margin over a debate team from Glasgow University of Scotland in the recent 12th international debate sponsored by LSU speech department since 1939.

The question debate was whether or not the world famine problem should be solved before outer space is explored. **May Patricia Pierce** and **Walter** argued the negative.

Walter is a senior in government. He transferred last year from Georgia Tech. A member of the varsity debate squad, he was on the team that won first place honors in November in the senior men's division of the Louisiana Tech Debate Tournament.

Myra, daughter of **Mr. and Mrs. Strong**, has been invited to represent Sulphur as a duchess at the 15th Annual Neches River Festival in Beaumont on April 25-28.

—By *Fay Denney*

Ralph Shirley, the new Baton Rouge safety representative, recently visited Louisiana Station and attended the "C" shift safety meeting conducted by **Cyril A. Dominguez**.

S. A. McKenzie, **W. H. Herndon** and **H. A. Williams** recently attended a supervisory development program at LSU for a week.

Frances and **John Heffner** went down to New Orleans for Mardi Gras.

We enjoyed a short visit recently from **Gayle Miller** and her son, **John A. Miller, Jr.** Gayle was a departmental clerk at Louisiana Station for more than three years.

—By *Frances Heffner*

Riverside Station

DURING the months of February and March, three Riverside Supervisors—**W. G. Strong**, **J. S. Hemphill**, and **W. A. White** attended Supervisory Development Program Classes at Louisiana State University in Baton Rouge, Louisiana.

Along with attending classes at L S U Mr. Strong had the pleasure of observing a debate between L S U and Glasgow University of Scotland, in which his son **Walter** was one of the two top L S U debaters.

—By *Willie Cox*

Orange

JIM DOWIES and son, **Jimmy**, recently spent a weekend camping and fishing near Lafayette. Others includ-

ed in their party were: **T. J. Thayer**, Lafayette; George Kerns, of Mobil Oil; George Crouchet, owner of VPEL Radio; and Rodney Grossman, English professor at USL. They camped in two tents and their "catch" included 200 bass and a number of white perch and brim. These were caught in two days of fishing in the Atchafayala Basin.

Orange employees are seeing another new face in the office. Newcomer is **Judith Nugent** in Accounting. Judy replaces **Rose Simar** who recently resigned. Judy was one of the models on last month's PLAIN TALKS cover.

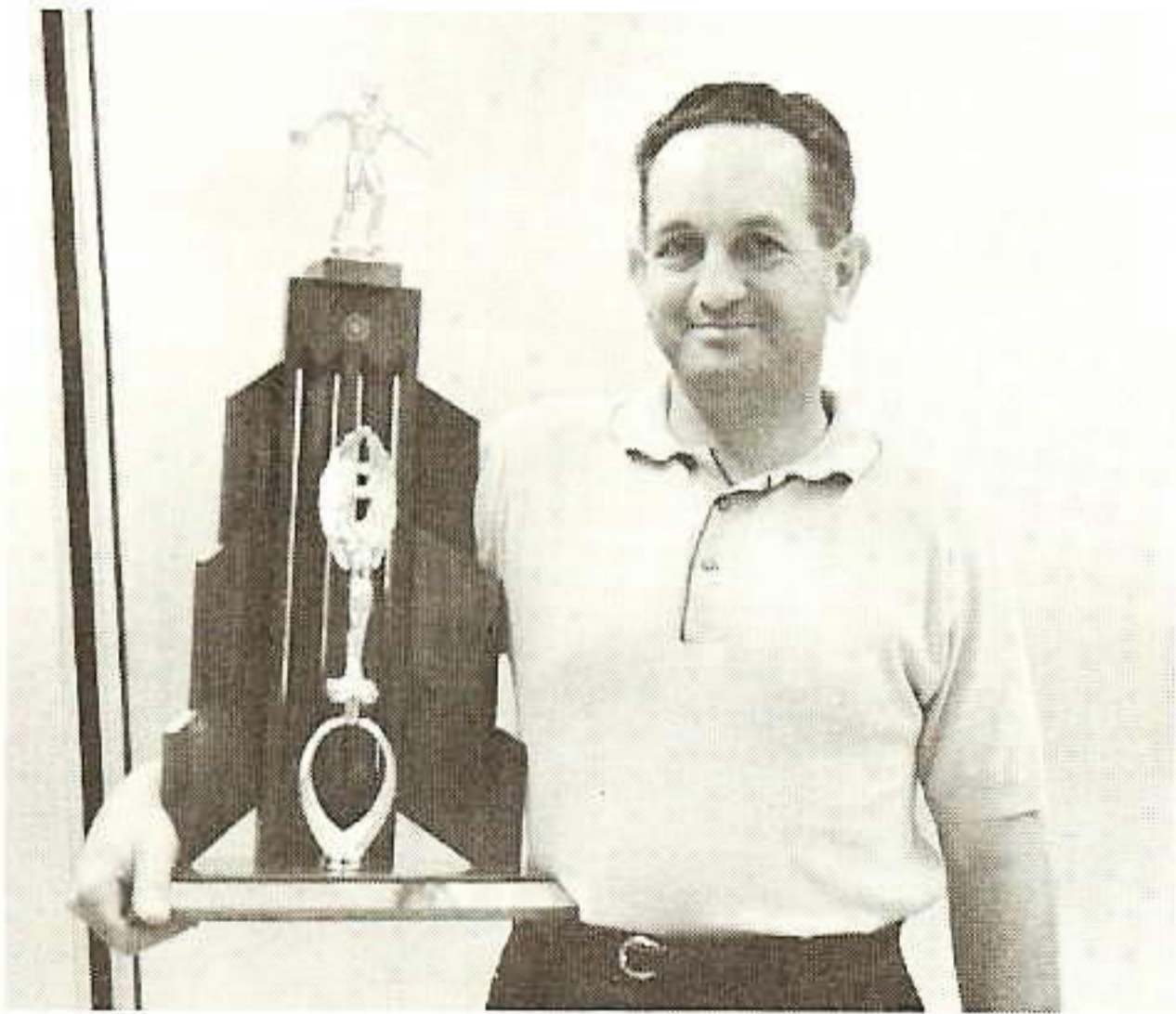
A March vacation included the Texas State Women's Bowling Association tournament in Waco, Texas, for **Reba Willey**, Orange Sales. An added treat came when her son, **Bobby Jack**, was able to meet her there. Bobby is a student at the University of Texas.

—By *Davie Carpenter*

Live Wires Plan Spaghetti Supper

The next event on this year's Live Wire's calendar is a spaghetti supper on Saturday, April 27 at 6 p.m. in the Neches Station Assembly Hall. There will be dancing following the supper.

The recipe for the dinner has been furnished by Mrs. Grace Brooks, home service advisor in Beaumont, and the dinner will be cooked by the expert Live Wire's cooks. Tickets for the meals are \$1.25 per person with drinks extra.



CHAMPION AT WILLOW GLEN. Vernon Gautreaux, control operations foreman at Willow Glen Station, has "something on the bowling ball", but what he won't tell. He will tell that this huge trophy he holds was presented to him and another to his brother Charles for some very fine bowling. Their bombardment of pins took place during the 23rd Annual Men's City Bowling Tournament held recently in Baton Rouge, Louisiana. Vernon and his brother took to the lanes and bowled right in to take the Doubles Handicap Championship with a sparkling 1342 total. With 184 Doubles and 368 Single entries, Vernon placed 18th in all events.

April, 1963



MASQUERADING BATON ROUGEANS. Many types of costumes were worn to the Short Circuit Club's masquerade ball on February 22. Winners for the best costumes were: picture at left, Isidore Guerin, Rural District, who took second place; Mrs. William Green, a guest, who won third place; and Mr. and Mrs. Richard Bergeron from the Line Department

who won first place. In picture at right, are a group of Chinese refugees, Mr. and Mrs. J. L. Rabalais, T&D, Mr. and Mrs. N. J. Thibodeaux, Line, and a guest. In the bottom picture are the Short Circuit Club officers and their wives, left to right, Mr. and Mrs. Boone Chaney, Mrs. and Mr. Bill Tholborn, Mrs. and Mr. Hubert Desselles, and Mr. and Mrs. J. D. Conlee.

Short Circuit Club Sets Date for Annual Picnic

WINNERS of the best costumes contest at the Short Circuit Club on February 22 were: first place, Mr. and Mrs. Richard Bergeron, Line; second place, Isidore Guerin, Rural District, and third place, Mrs. William Green, a guest.

THE Short Circuit Club will hold its annual picnic June 15 at the U.C.T.

Hall with rides on the merry-go-round, roller coaster, ferris wheel and kiddy rides. Guests for the day will be all the children from the two Baton Rouge orphanages.

Anyone interested in joining the club is asked to contact **Lois Milazzo**, **William Tholborn**, **J. E. Cifero** or **H. J. Desselles**.

Vidor

NORMA JEAN DECKER, local officer clerk, Vidor, became the bride of Frank C. Peel, Office Services, Beaumont, in the Roberts Avenue Methodist Church, Beaumont, April 12.

Miss Decker is a Vidor High School graduate and attended Lamar Tech. Mr. Peel is a Beaumont High School graduate and attended Texas A&M College and is presently enrolled in night classes at Lamar Tech.



MISS CARMELLA CLARK, System Billing Records, Beaumont, will become the bride of Craigen Douglas Heiman, on June 8 in the Baptist Church of Burkeville, the bride-elect's

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ARE YOU THE REAL EASTER BUNNY? David Keith, two-year-old son of Walter and Carolyn Wright, he's a writer in Advertising, Beaumont, had a lot of difficulty trying to find the real easter bunny among the dozens of stuffed rabbits in a Beaumont department store. David was publicizing the Beaumont Jaycee's egg hunt at the South Texas State Fair Grounds on Easter Sunday.

home town. Miss Clark, is a graduate of Burkeville High School and her fiancé attended Lamar Tech and is associated with Underwood-Olivetti Corp. Sales and Service.

MISS SANDRA GAIL GEE of Silsbee became the bride of **James W. Bates**, Relay Section, Beaumont, on



SCIENCE FAIR WINNER. Phillip M. Brumfield, 12-year-old son of John F. Brumfield, residential sales representative, Lake Charles, won first place in the Barbe Elementary School Science Fair with his homemade slide projector. The projector was constructed inside a cigar box. He is setting up his project at the Regional Science Fair at McNeese State College in Lake Charles.

March 22 in the Woodrow Baptist Church in Silsbee.

The bride is the daughter of Mrs. Ima Gee and the late Irvin Gee and the parents of the bridegroom are Mr. and Mrs. L. A. Bates of Silsbee.

The couple is making their home at 454 Tenth in Beaumont.

M. H. ELISSALDE, Project Engineering, is doing very good following eye surgery on March 20. He was allowed to go home on March 27.

Robert Peters, Electric and Civil Engineering, was admitted to a Beaumont hospital on March 16. He is doing well but will have to remain in the hospital for several more weeks.

—By Lily Walters

HELEN (Operations) and **Charles Clifton** took their parents for a tour of Hodges Gardens in Many, Louisiana, on March 24. A report of "Beautimus!" and "a wonderful way to spend the day" was given.

The Records Department girls enjoyed eating the past month. On March 5, **Doris Moulton** treated them to an Italian chicken and spaghetti supper at her home. **Imogene Ward** entertained by showing slides of several of the Tyler Rose Festival Parades and of Europe.

The Little Mexico provided the spot they chose to dine on March 22.

Now, everyone is on a diet!

Doris Ann James (Records) spent a

week vacationing in Fort Worth. Other than having her hubcaps lifted from her car, she says she had a real good time.

Martha and **Jimmy Sparks** drove to Waco on March 16 to see some of their friends who are attending Baylor. They attended a frat party while there.

Martha and **Ronnie McCall** made a quick tour of Bourbon Street, Pat O'Brien's, and other select spots in New Orleans during the weekend of March 23.

Farewell, **Morris Creel**. Mo, who has been with Production for the past three years, left to join General Dynamics in Fort Worth. Our wishes for the best of everything go with him.

—By Peggie Stout

Lafayette

LAFAYETTE employees paid special tribute to **A. B. Mitchell**, storekeeper, on his 40th service anniversary with GSU at a surprise gathering on March 22. Special guests were **Mrs. Mitchell**, daughter **Nell** and grandson **Barry**. A gift of luggage was presented to Mitch by his co-workers. After all, 40 years is an accomplishment.

Robert Rauschenberg, son of **Mr. & Mrs. E. G. Rauschenberg**, was present-



RECENT BRIDE. Miss Sue Ellen Watler, daughter of Mr. and Mrs. Cedric H. Watler, he is operation supervisor at Roy S. Nelson Station, and Olaf Scott Jacobsen were married in a double ring candlelight ceremony at the First Presbyterian Church in Lake Charles on March 1. The groom is the son of Mr. and Mrs. Olaf Jacobsen of Sulphur.

ed as one of 15 outstanding American artists on a CBS-TV Special recently. Robert, 37 years old and now a resident of New York City, was cited as the only abstract artists with a waiting list of patrons. He has had one show in New York City and two in Paris this year, and will exhibit his paintings at the New Jewish Museum opening in New York City in early spring. At present, Robert is teaching classes at Dartmouth College, Hanover, New Hampshire. Papa "Bully" Rauschenberg is general line foreman at Lafayette. Not to be outdone, Bully's daughter **Janet** (Mrs. Byron Begnaud) modeled at a spring fashion show on a local TV network, showing the latest fashions for milady. Janet is a former Yambilee Queen and appears on many programs in this area.

Shelby Mier, son of Mrs. J. K. Powell, of San Jose, Calif., has just been promoted and transferred to the Far East Section of IBM Corp. Shelby visited in Lafayette with his mother and stepfather in route to Washington, D.C. and then California and on to the Far East. He and his family are really enthused over his new assignment. The Powells (he's Lafayette's service foreman) have another son, **Jimmy**, who's in school.

Also visiting here for Easter holidays were the **Cecil Sonniers**, of Albuquerque, New Mexico. Cecil is the son of **F. B.**



COLLEGE STUDENT. James H. Derr, son of James H. Derr, Jr., maintenance supervisor, Sabine Station, is in his freshman year at Southwestern University at Georgetown, Texas, where he is majoring in sociology. James is a graduate of Stark High School in Orange and before his father's transfer to Sabine Station attended LaGrange High School in Lake Charles. At LaGrange he was a member of the Key Club, high school honorary society, a member of the DeMoleys and various other school societies and organizations.



DALE CARNEGIE ALUMNI OFFICERS. Al Craig, center, was recently installed as president of the Delphi Chapter of the Dale Carnegie Alumni Association in Port Arthur. Others attending the installation were: Gene McDaniel, treasurer; Lois Robertson, Port Arthur Treasury, immediate past president and recipient of the leadership award for outstanding service to the chapter last year; Edith Barnett, secretary; and John Freeman, vice president.

Sonnier, our T&D supervisor who vacationed with his visiting family.

There are a few new faces around here these days—we say welcome to new employees **Allen Hebert**, **Cecil Hart** and **Joseph Broussard**; as well as glad to have you back to **Jessie Fremin**. The boys are working in Line, and Jessie is back at her desk in Bookkeeping. At the same time, we said farewell to **Cynthia Duhon**, who is expecting a visit from Mr. Stork, and **Hubert Faulk** and **Howard Guidry**. Hubert is now a gentleman farmer, and Howard is with Louisiana State Troopers.

A get well message from all of us to **Bobbie Denais**, who has had surgery on her hand for the second time. Bobbie is in Bookkeeping.

Your roving reporter has just returned from visiting with friends in Pensacola, Florida, and an ailing sister in Memphis, Tennessee. All is well on the family scene now, and I'm looking forward to a return visit soon.

Bea Yazbeck, former Lafayette resident and formerly associated with Plain Talks in Beaumont, is now working with the Red Cross in Fort Polk, La. Bea has just returned from a two-year tour of duty in Japan and Korea, working with the Volunteer Forces.

Linda LeBlanc, 14 year old 8th grade student at Mt. Carmel, rated excellent in the school's Safety Science Contest. Linda made posters showing the phases of mouth to mouth rescue breathing and demonstrated them on our safety mannequin from Lake Charles. She is a daughter of **Mr. and Mrs. Corbett LeBlanc, Jr.**; Corbett is our assistant storekeeper.

—By Cynthia Dubois

Many employees today are missing wonderfully good opportunities because they are merely working for a living, with the sole purpose of earning enough money to pay bills and have fun. Not that paying bills and having fun is wrong, but there should be a larger purpose in the work one does. All work should be performed in the light of right ideas. Each job should be looked at with the understanding of its place in the larger scheme of life. —Warren Meyer in **Good Business**.



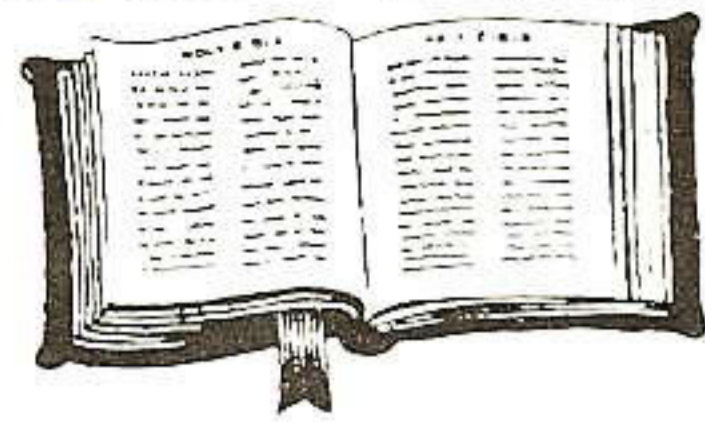
RETIREMENT FUN. Rex Lee, division manager, Beaumont, presents Mrs. Myrl Ewing, wife of W. B. Ewing, center, line foreman, Beaumont T&D, with a present as she and Mr. Ewing get ready to enjoy their retirement on his last day with the Company. The employees of Beaumont T&D honored Mr. Ewing with a party on March 28 when he retired after more than 38 years of service.



"I DON'T SEE ANY BIRDIE." Darron Todd is the eight-month-old son of Mr. and Mrs. Willie H. Banks, he's employed in the Baton Rouge Gas Department. Darron was born on September 20, 1962.

Most of us, if we think back, find ourselves recalling with particular pleasure the little acts of kindness, even more clearly than we remember the so-called "big moments" of life. Each of us will have several opportunities today to be kind, and the kindness we do today may stand out in someone's memory for a long, long time.—A. Nicholas in **Good Business**.

BIBLE - BREAK



by Ruby Lee Adams

BABYLON, the Mother of Cities. Of all the great empires which have enduringly impressed themselves upon the world's memory, no one has perished leaving so few visible marks of its existence as that which first rose into greatness in the land of Assyria. It was this memorable region which gave birth to the first of the old universal empires. On the plains of Shinar, on the banks of the lower Euphrates, a community of civilized men was assembled more than four thousand years ago. There, in the course of time, arose Babylon, with its impregnable walls, behind which the city might eat and drink and be merry, though the mightiest of ancient hosts were encamped outside. The connection which exists between the Old Testament and Babylon is of undoubted importance and of great interest; and it may be well to call attention to the debt which the civilized world owes to Babylon.

It was from Babylon, not Egypt, that Greece derived her science, her sculpture, her architecture, her mathematical knowledge, her philosophy, and her intellectual life. It is to Babylon that the real source of Eastern civiliza-

tion may be traced.' In almost every branch of science the Babylonians made a beginning, making it easy for other nations to rear the superstructure.

As far back as the monuments allow us to go we find Babylonian commerce favored by three great evidences of civilization: By the possession of a kind of money, by the wide-spread use of writing, and by a well-regulated system of laws, which have come down to us in codified form in the code of Hammurabi—the oldest law code in the world, written about 2000 B.C. The stone on which the code had been carved was discovered by the French excavations in Susa in 1901 and 1902. It had been carried off by an Elamite King as booty. The code of Hammurabi shows the important part which Babylon played in the development of the entire system of law in Western Asiatic and European Civilization.

It is now in the time of Nebuchadnezzar II, King of Babylon; it is in the time of Daniel, Jeremiah, Ezekiel, and other prophets of Judah.

Nebuchadnezzar holds all records, ancient and modern, in the making of a great city in his short reign of forty-three years (605-562 B.C.). The story of his immense building operations reads like a fairy tale. His resources were practically unlimited; he had no labor trouble, for vast numbers of men toiled for him, without thought of compensation and no question of the number of hours. As it was finally completed this new city of Babylon was a huge square with the Euphrates river running through it from north to south.

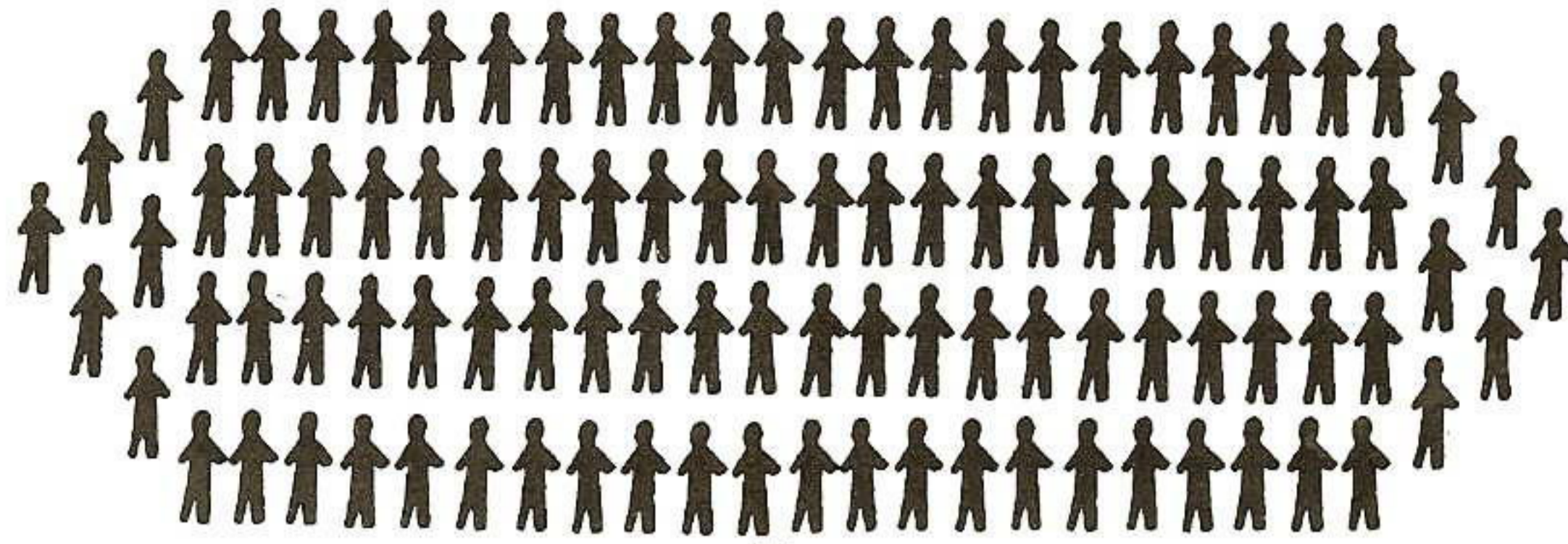
The wealth of the country and the prosperity of its inhabitants led at an early date to the development of certain luxurious habits of living, to the needs of which the crafts were quick to respond. Pottery, which is perhaps the oldest human handicraft, and which made use of the potters' wheel in Babylonia from most ancient times, strove to beautify the vessels for eating and drinking, the lamps, etc., and decorated them with all kinds of chiselled and colored ornaments.

It is well known, too, that the Babylonians were proficient in fancy weaving and in tapestry work. In the matter of writing they were the teachers of many ancient nations. We owe our whole method of measuring time to the Babylonians. Another of the most important means of communication in war and peace we owe indirectly to the Babylonians—namely, the horse. At any rate, they had much to do with the introduction of the 'ass of the East' into Western Asia.

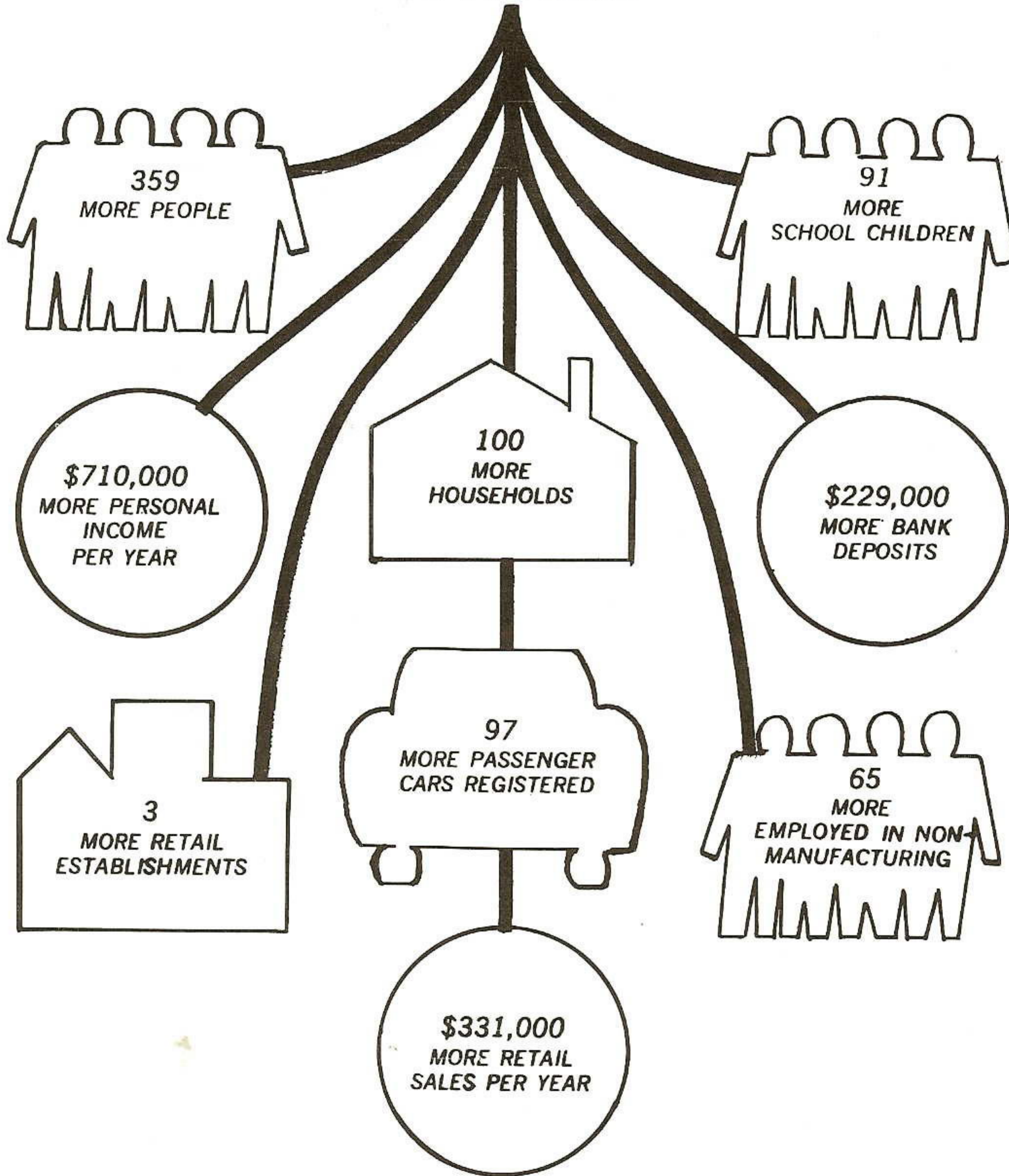
(Next the Hanging Gardens of Babylon that did not hang)



A GOOD DAY FOR FISH. George Blackwell, Cecil Blackwell and Buck Morton, took the limit of black bass recently at the Mississippi River Pits. Cecil and Buck are employed at Louisiana Station.



WHAT 100 NEW FACTORY WORKERS BRING TO A TOWN



“And this is why our Company works to bring new industries to its service area....”

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

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

Baton Rouge Employees Win Honors For 5,000,000 Safe Manhours Worked

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

TO...

*Gulf States Utilities Company
Baton Rouge Division*

FOR *Outstanding Performance in Accident Prevention*

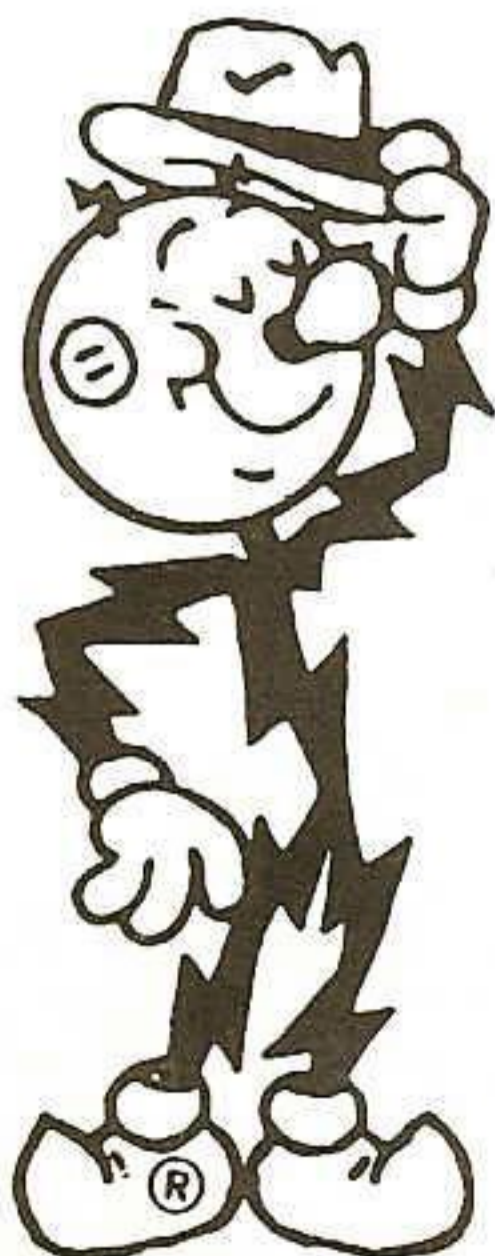
HAVING WORKED 5,000,000

A DISABLING INJURY FROM MAY 2, 1960 TO

Stanley H. Young
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE



HONORED BY EEI. The employees of Baton Rouge Division have been awarded an award for Outstanding Performance in Accident Prevention from the Edison Electric Institute for their excellent safety performance. Agnes T. Hirshinger, secretary of the Safety Achievement Award Committee of EEI, has informed Frank Jones, system safety director, that there have been only five such five-million certificates issued in the 20 years during which the Award has been available and only one for more than five million.



FIVE MILLION SAFE MANHOURS. These six Baton Rouge employees, all of whom have worked from 32 to 39 years without a lost-time accident, commemorated a new safety record on March 11 for the 815 men and women of the Baton Rouge Division. For the first time in the history of our Company, a division has amassed five million manhours without a lost-time accident. The new record covers almost three years, dating back to May 1, 1960. Representing the various departments are: left to right, S. J. Bergeron, Gas; A. O. St. Dizier, Electric; W. A. Efferson, Rural; J. L. Brown, Production; Lester Landry, Sales, and E. B. Picou, Accounting.