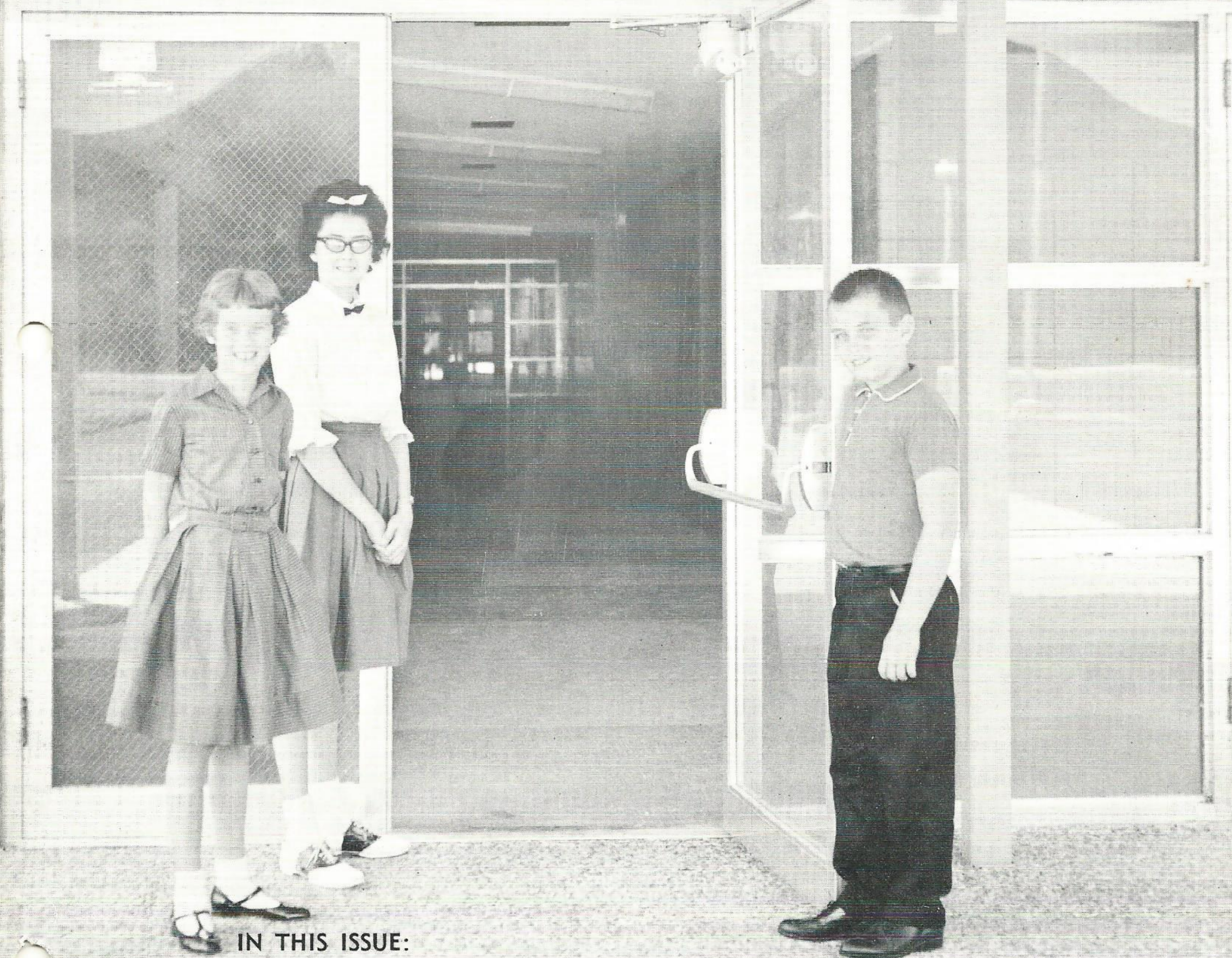


Plain Talks

GULF STATES UTILITIES COMPANY

AUGUST, 1962



IN THIS ISSUE:

- Back to the Blackboard
- Safe Driving Practices
- Beaumont's Live Wires Annual Picnic

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.



Plain Talks

CONTENTS

Our Children Look Forward to a New School Year 2

Treasury Department Gives Us A Look at Company Accounting Operations 6

Beaumont Live Wires Live It Up At Annual Picnic 8

Safe Driving Practices Make Safe Driving Experts 10

A Fun-Filled Day for Port Arthur Service Center Group 12

James S. Turner
Editor

Bunch Eads
Associate Editor

Jasper F. Worthy, contributing editor, Baton Rouge; Howard Fussell, writer.

EXECUTIVE OFFICERS

- | | | | | |
|--|--|--|---|--|
| ROY S. NELSON
Chairman of the Board | J. J. MORRISON
President | R. E. CARGILL
Executive Vice President
Engineering & Production | L. M. WELCH
Vice President
Division Operations | A. W. HASTINGS
Vice President
Assistant to Chairman
of the Board |
| H. E. BROWN
Vice President
Baton Rouge | E. A. WERNER
Vice President
Personnel Manager | E. L. ROBINSON
Vice President
General Sales Manager | W. H. GIESEKE
Vice President
Secretary | E. L. GRANAU
Vice President
Manager, Lake Charles Division |
| E. L. ROBINSON
Vice President
General Sales Manager | W. H. GIESEKE
Vice President
Secretary | | | G. E. RICHARD
Treasurer |

DIRECTORS

Munger T. Ball, Port Arthur; H. E. Brown, Baton Rouge; R. E. Cargill, Beaumont; Edwin W. Hiam, Boston, Mass.; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; E. L. Robinson, Beaumont; Edward H. Taussig, Lake Charles; L. M. Welch, Beaumont; E. A. Werner, Baton Rouge.

REPORTERS

BEAUMONT DIVISION

- | | |
|---------------------|-----------------------|
| Mary Schlicher | Sales |
| Ginger Hopkins | Cust. Accounting |
| Gertrude Peddy | Substation |
| Grace Falls | 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 McCullar | Engineering |
| Ken Londers | Storeroom |
| Kay Zunker | Sabine Station |

BATON ROUGE DIVISION

- | | |
|--------------------|-------------------|
| Pat White | Engineering |
| Virginia Yarbrough | Electric |
| Gayle Miller | Louisiana Station |
| Margie Force | T & D |
| Ethel Sharp | Purchasing |
| Brenda Haydel | Executive |
| Nancy Hoehn | Accounting |

- | | |
|----------------|-------------|
| Dora Landaiche | Willow Glen |
| Freda Hoyt | Gas |

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 Sonnier | Engineering |
| Hubert J. Landry | Meter Shop |
| Bob Wiggins | Dispatcher |
| Edith Patterson | Line |
| Bonnie Cole | Customer Accounting |
| Dora Ann Johnson | Nelson Station |

NAVASOTA DIVISION

- | | |
|-------------------|--------------|
| Jeanette Sangster | Navasota |
| Jane Bazzoon | Cleveland |
| Dorothy Stanford | Huntsville |
| Mabelene Dobbins | Trinity |
| Bernice Falvey | Conroe |
| Betty Lynch | Madisonville |
| Roxeanne 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

OPENING the door on a new phase of their education are Melanie, daughter of Joe DeJean, supervisor, System Residential Sales Promotion; Cheryl, daughter of George Cannon, staff engineer, System Operations; and David, son of Norman Head, Rates and Depreciation; who will be entering junior high school for the first time at an all new school with an all new concept in education. David holds the door for these six-graders at South Park Independent School District's new George C. Marshall Junior High School. The South Park District, which last year opened Forest Park High School, widely known for its Environment for Learning concept, designed and built the Marshall School to pioneer another new concept in education, known as the Complete Education Climate program. This educational theory involves: special grouping of students by their ability in each academic subject; total teaching effectiveness, each instructor teaches in his or her major field; and a building designed to implement both new concepts of learning. Getting together for this picture proved to be a reunion for Melanie and David, who had not seen each other since they were in the first grade at Sallie Curtis Elementary School, since that time Melanie has attended Calder School. David and Cheryl both transferred from Sallie Curtis.



For Your Information...

Our Sizzling Summer

MARK TWAIN to the contrary, thousands of folks in this area are not only **talking** about the hot weather, they're **doing** something about it. They're keeping cool electrically, using every electric cooling device from buzz fans to heat pumps.

How the continuing searing heat and accompanying stepped up use of electric air conditioning affects our generating facilities is graphically reproduced on this page. As the temperature climbs, so does the load. Although figures for this graph came from the Jefferson County Weather Station, there would be little variance throughout our service area.

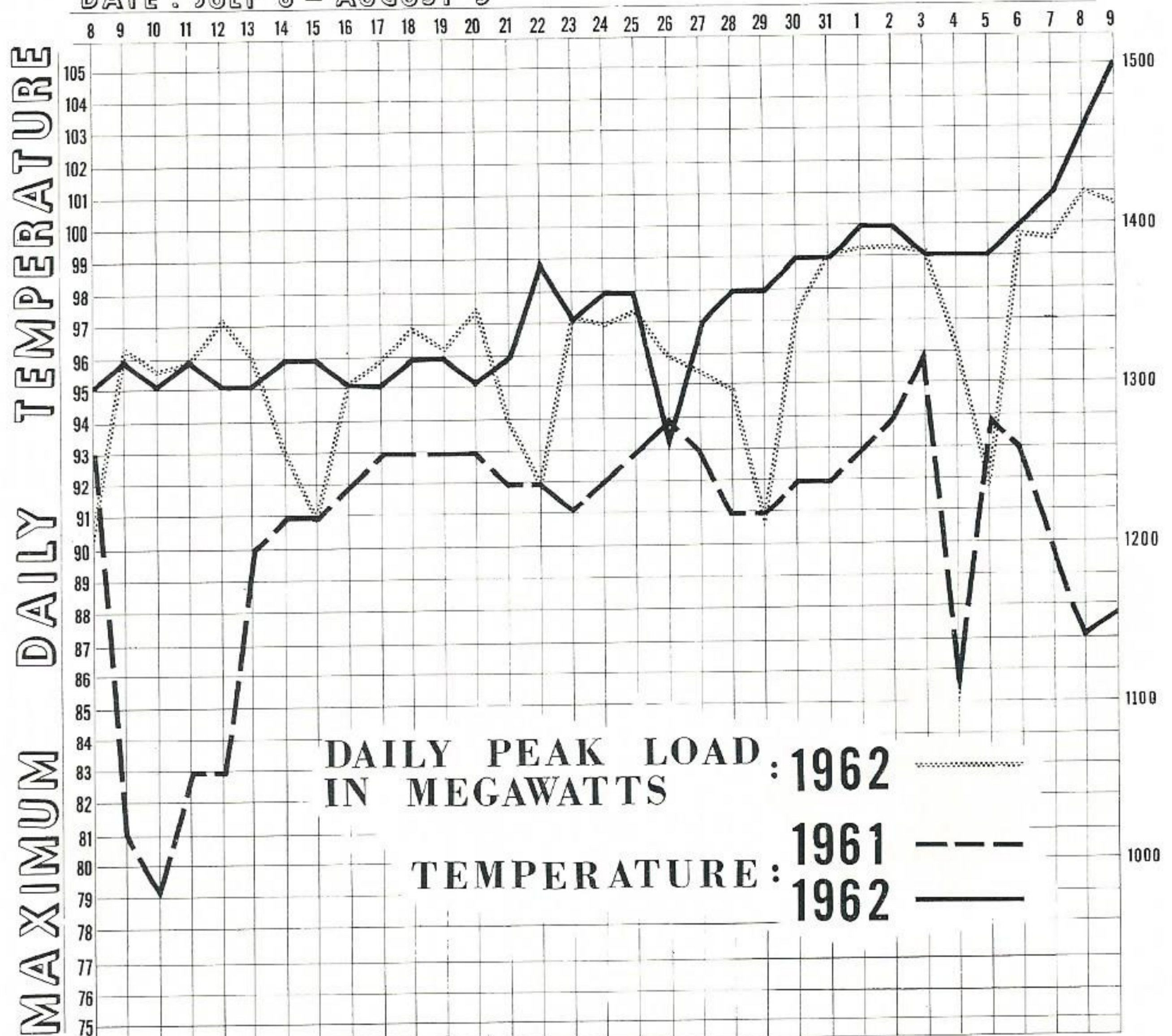
At press time, the highest temperature recorded in the system was 107° on August 10 in the Golden Triangle of Texas.

Many of our electric customers will receive larger electric bills as the heat wave rolls on. In our day to day contacts with them, we'd be doing ourselves and our Company a favor by suggesting how they can get the most for their electric dollar:

- Insulate properly. Adequate insulation, properly installed, is essential to maximum comfort and economical operation of any air-conditioning (cooling) system.
- Keep doors and windows tightly closed. Children running in and out of air conditioned homes keep compressors working to offset the warm blasts of air let in.
- Keep air conditioner filters clean. Compressors work harder and longer when filters are clogged.
- Keep drapes and blinds closed over glass areas.
- Keep fans and air conditioners well-oiled and in good repair.

Keeping our 300,000 electric customers satisfied that our service is their best bargain will help our company grow—and that helps all of us.

DATE : JULY 8 - AUGUST 9



MAXIMUM DAILY TEMPERATURE
DAILY PEAK LOAD IN MEGAWATTS
TEMPERATURE: 1961
TEMPERATURE: 1962

4,000,000 Safely Worked Manhours

GULF STATES has set many records in the company's 37-year history. But none is more praiseworthy than the establishment August 10 of 4,000,000 consecutive manhours worked throughout the system without a single lost-time injury.

Now let's make it 5,000,000!

Congratulations!

OUR entire system offers congratulations to the employees of the Baton Rouge Division for being the first division to reach 4,000,000 man-hours worked without an accident.

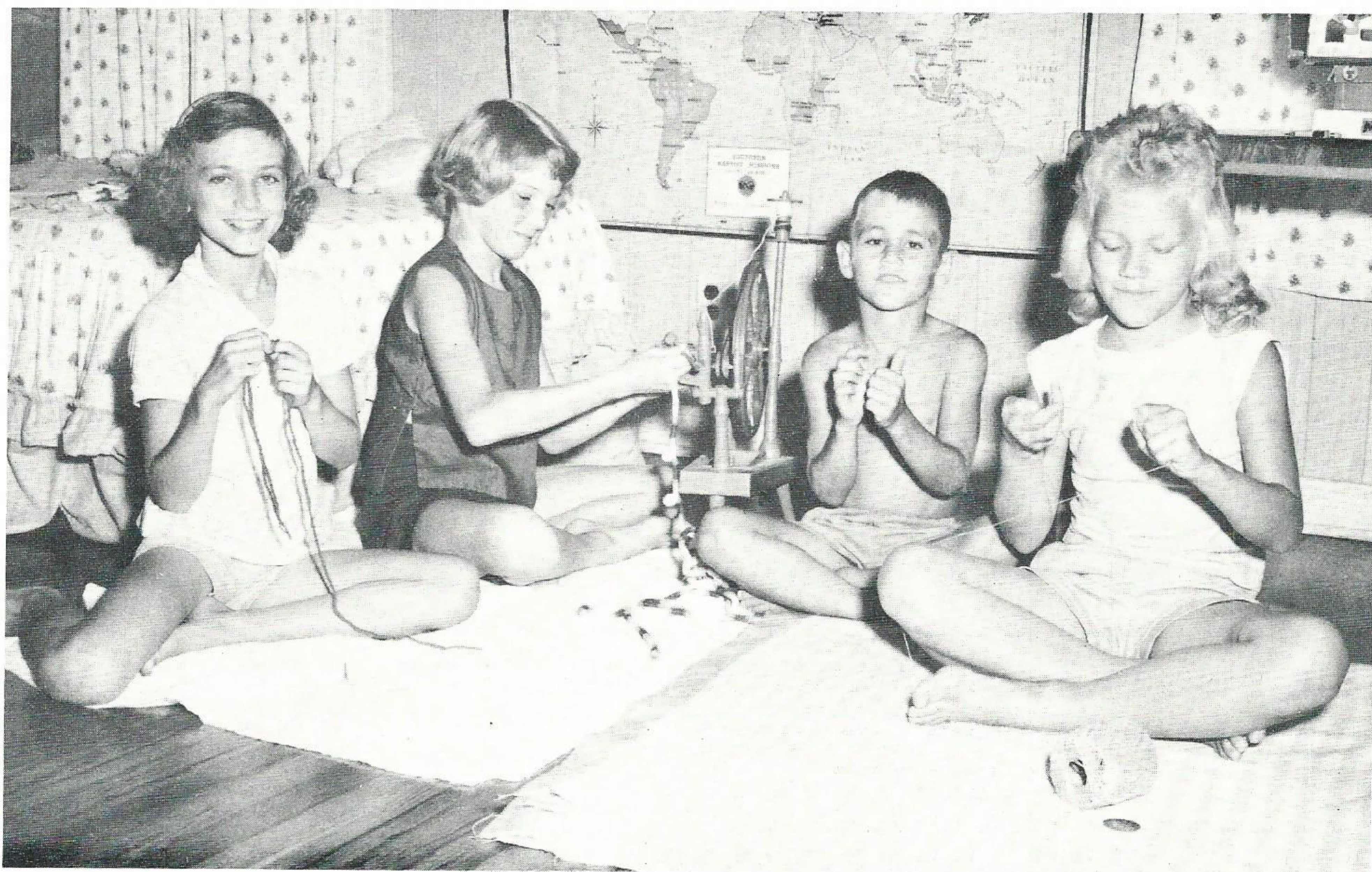
Baton Rouge accomplished this feat at midnight, August 3, when the employees had worked 4,500,100 safe man-hours.

—JST

BACK TO THE BLACKBOARD



BACK-TO-SCHOOL PREPARATION. Eddie Goodman stands very still as his mother, Ollie, pins a new school shirt on him. Eddie, 11-year-old son of Marvin Goodman, Appliance Repair, Lake Charles, is looking forward to being a seventh grader at Rosteet Junior High. He is just waiting for football season to start—last year he was named “Outstanding Player in the Backfield”—and he’s ready for practice to get under way.



GOOD-BYE TO SUMMER FUN. Cindy, left, 12-year-old daughter of Calvin Hall, Lake Charles Line, hates to see summer go. She has been having a good time playing with her friend, Jacque Jackson,

and brother and sister, Lynn, 7, and Donna, 9. But since all good things must end, Cindy is anxious to get into Home Economics and back to the band and her cornet.

*Some of our children
tell of their hopes,
their dreams, and, for
some, their fears of what
this next school
year holds for them*

IN a few more weeks school bells will ring, calling children from all over the country back to school.

For Gulf Staters' children, a new school year means a lot of things, new dreams, new hopes, possibly a new school, and, for some, new fears. But they're all, from kindergarten to college, looking forward to this fall.

During this last month of summer vacation, our first graders have been counting the days until school starts and listening to big brother's or sister's stories of "how hard that first year was."

A veteran 12-year-old, who'll be starting to junior high for the first time, realizes summer's fun is nearing an end. A 15-year-old, who'll be entering that new high school, pauses to think how much harder tenth grade subjects will be. And of course, our college students are already having nightmares about registration and dreams of the social whirl as September nears.

First Year Is Big Change

Judith, six-year-old daughter of George Roy, Port Arthur Line, is not too enthused about school yet. She'll be a first grader at St. Elizabeth's in Port Neches. "I don't want to go to school," Judith said. "I might have to work all day. I'd rather stay home and play."

Mark, six-year-old son of Virgil Shaw, commercial-industrial sales supervisor, Port Arthur, will start to school at West Grove Elementary. "I'm looking forward to school and I think I'll like it just fine. I've been looking for work all summer, but haven't had too much luck. So I guess I'll go to school."

Dwane, six-year-old son of Joe Kelly, Port Arthur meterman, went to kindergarten at Lee Elementary in Port Arthur last year, so he knows what school is all about. He says he's looking forward to school, but he thinks he had more fun on his vacation trip to Tennessee and Arkansas.

In Navasota, four six-year-olds face their first year of school with some

enthusiasm, some misgiving and a lot of uncertainty. They are Pamela, daughter of Reginald Sydow, lineman; Glenda, daughter of Curtis Gideon, garage mechanic; Terry, son of Clarence Griffin, secondary power tester; and Dan, son of Bill Bogan, meter reader.

All four are looking forward to beginning their education careers because they seem to sense it marks a changing in their lives. In the words of Dan Bogan, "I want to go—bad." What is he going to learn? "I'm going to learn how to write and read." Anything else? "That's all."

Junior High Marks the Beginning of Growing Up

Linda, 12-year-old daughter of L. M. Risher, storeroom supervisor, Lake Charles, is ready for school to start now that she has had her vacation—three weeks in the Great Smoky Mountains. Although Linda will start junior high studies she will remain at St. Margaret's until next year when she'll move to St. Charles High School. Linda is an excellent student and anxious for school to start because to her the seventh grade is the beginning of growing up.

Looking forward eagerly to football season is red-headed, freckled, eleven-year-old Eddie, son of Marvin Goodman, Appliance Repair, Lake Charles. He has a good reason for wanting football practice to start. Last year he was named best player in the backfield. He'll go to Rosteet Junior High this year. "I think it'll be harder than elementary school," Eddie said. "But I like math and history and I want to find out about the other new subjects that I don't know anything about."

Another junior high student-to-be is Cindy, 12-year-old daughter of Calvin Hall, Lake Charles Line, who'll go to the new S. J. Welsh Junior High. "I want to learn a lot of new things," Cindy said. "I'm kind of anxious to get into Home Ec. Also, I play cornet and want to get back to the band. Of course, going to school has its bad part. I've been playing with my friends all summer and I don't want to leave them and start to school again."

High School Presents Different Problems

When school starts again in Baton Rouge, Wanda, 15-year-old daughter of C. E. Kleinpeter, mechanic, Baton Rouge Substation, will be among the sophomores who will enter Baton Rouge High School for the first time. Wanda is planning her studies so she can go



TO ENTER NURSES TRAINING. Diane, daughter of Joe McClelland, industrial engineer, Beaumont Division Sales, is looking toward new friends, new studies and new social activities as she begins her first year in college. She has been working this summer as receptionist for the System Purchasing Department.

SCHOOL BOUND. Linda, daughter of L. M. Risher, Lake Charles storeroom supervisor, is ready for her seventh year at St. Margaret's. For Linda this next year has two sad parts, she'll be leaving St. Margaret's at the end of the year and go to St. Charles' and her favorite sister, the principal, was transferred this summer to another school after being in Lake Charles for Linda's first six years in school.





PRACTICING FOR THAT FIRST DAY. These four Navasota first-graders-to-be already know the first thing all kids learn—how to line up for class—as they wait for school to start. Top to bottom they are: Dan, son of Bill Bogan, meter reader; Terry, son of Clarence Griffin, secondary power tester; Glenda, daughter of Curtis Gideon, garage mechanic; and Pamela, daughter of Reginald Sydow, lineman.



PLANS TO BECOME A SOCIAL WORKER. Martha, daughter of Jim Braswell, General Accounting, Beaumont, plans to work toward a masters in psychology and to become a social case worker. Working this summer in Records Management, Martha will be a freshman at Lamar Tech this fall. She can't even imagine what college has for her, but she is willing to find out.



JUST WAITING FOR SCHOOL. All prepared for that first day—with mixed emotions—are Dwane, son of Joe Kelly, Port Arthur meterman, Judith, daughter of George Roy, Port Arthur Line, and Mark, son of Virgil Shaw, commercial-industrial sales supervisor, Port Arthur. Judith is looking forward to starting to school all right, but she is afraid that she will have to work all day and won't get to play.

on to college and major in physical education. "It's going to be harder than junior high but I want to go on to college. So the next few years, I'll be getting ready for that."

The school bell will cut short fishing, swimming and crow hunting for Keith, son of J. W. Lamm, district superintendent, Denham Springs. Fifteen-year-old Keith will tell you, "I want to be a trapper, but Dad says I'll be going to college. So we've scheduled my high school program toward college entrance. I'm looking forward to going into high school. After all, I'll be taking fewer subjects so it'll make time seem like it is going much faster."

Fourteen-year-old Peggy Ann, daughter of Willie Banks, Baton Rouge Garage, will be a sophomore at Capitol Senior High in Baton Rouge. Her father says Peggy has been an A and B student all through school and she is talented in anything she does. She is interested in art and loves all types of sports. Peggy is hoping to go on to college and become a math instructor. "I just hope to continue making high grades," Peggy said. "The other kids tell me that high school will be harder, but I heard that back in junior high. I found that after I learned the teaching techniques that it was easier."

College Is a Preparation for Life

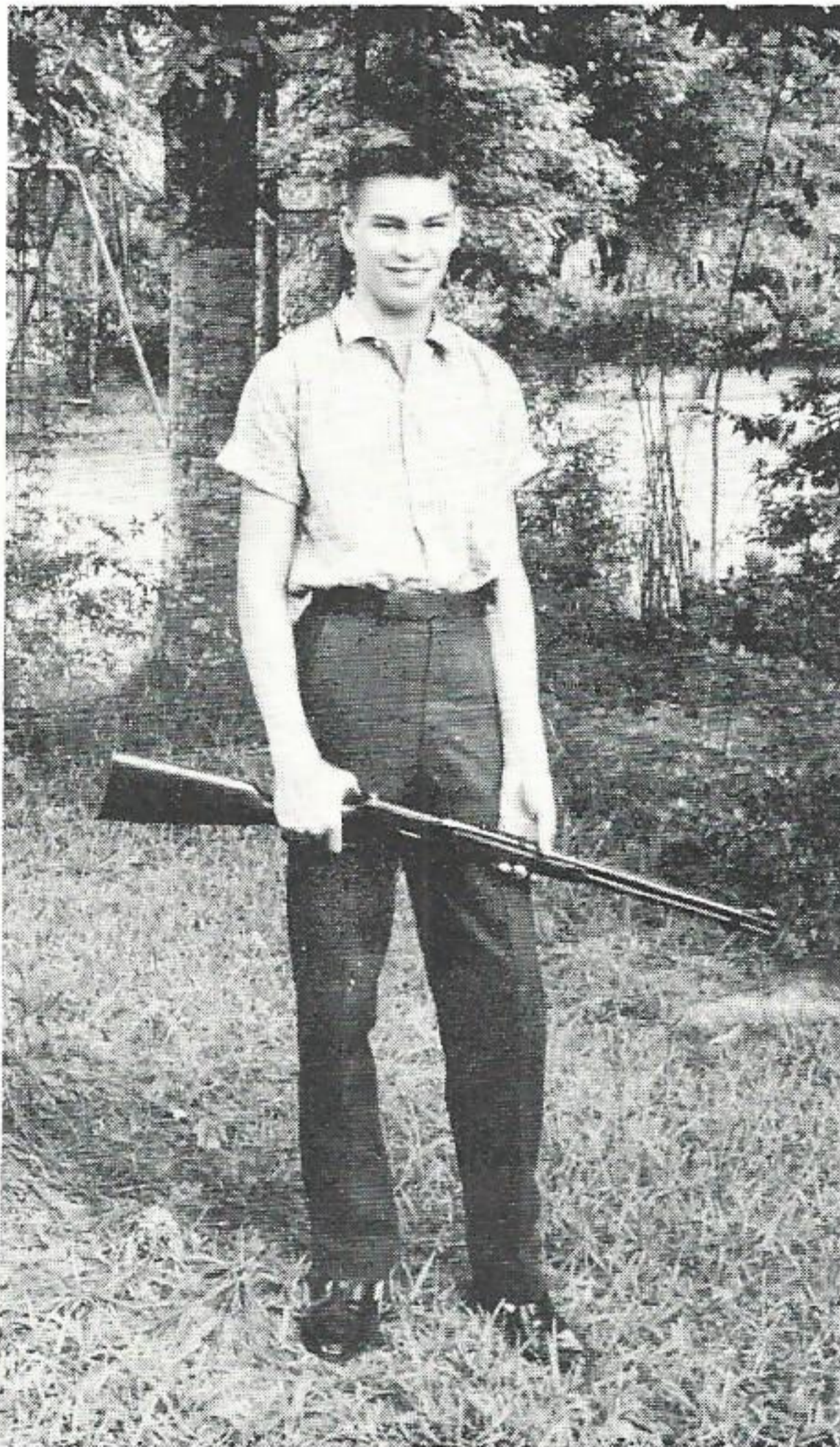
Looking forward to their first year at college are the daughters of two Beaumont employees.

Martha, daughter of Jim Braswell, General Accounting, will enter Lamar Tech this fall and hopes to get a master's degree in psychology. Martha plans to go to Lamar only one year and then transfer to Stephen F. Austin. A recent graduate of South Park High School, Martha is working in Records Management this summer putting out the Company telephone books. "I can't even picture what college will be like," Martha said, "But I'm going out there to find what it is all about."

Diane, daughter of Joe McClelland, industrial engineer, Beaumont Division Sales, also plans to attend Lamar for a year and then transfer to University of Texas for her pre-nursing studies. Diane will take her nurse's training at John Sealy Hospital in Galveston. She is working this summer as the receptionist on the 14th floor for the Purchasing Department. Diane, a spring graduate of Beaumont High School, says, "Going to college scares me in a way, but I'm looking forward to the change. Since I'm staying at home this first year. I hope the change won't be too great. After all I'm really looking for-



TO PREPARE FOR COLLEGE. Wanda, daughter of C. E. Kleinpeter, Baton Rouge Substation, has "just been loafing" this summer, but is prepared for lots of work this fall. Wanda, who plans to go to college and major in physical education, will spend the next three years getting ready for college entrance.



HAS PLANS FOR FALL. Keith, son of J. W. Lamm, district superintendent, Denham Springs, has other plans for this fall in addition to going to high school for the first time. Keith hopes to put his new deer rifle to use on some hunting trips he and his dad have planned.



LOOKING INTO THE FUTURE. Peggy Ann, daughter of Willie Banks, Baton Rouge Garage, plans to become a math instructor after she completes her studies at Capitol Senior High. Peggy, a sophomore this fall, hopes to continue bringing home A and B report cards so she can realize her dream.

ward to new studies, new friends and a new social life as a college student."

Every day we hear how education is going to have to advance to meet the challenge of each year's new crop of students. Our schools will really have to put forward their best this next year to cope with the enthusiasm and to fulfill the dreams of these students and all the millions of others who will answer to roll call shortly after Labor Day. You know something? We'll wager our schools will again answer this challenge very admirably.

Key personnel learn how the System Treasury handles the big job of keeping our Company's financial reporting machinery working . . .

Keeping the Books

OUR Company's key supervisory personnel heard ten members of the System Treasury Department talk on selected areas of that department's operations last month in department heads meetings in Baton Rouge, Lake Charles and Beaumont.

On the program were: E. L. Bailey, assistant treasurer, Accounting; Ken Jumel, supervisor, Confidential Records and Payroll Accounting; John Scott, supervisor, Financial Section; W. T. Buckley, plant accountant; B. F. Lott, supervisor, Systems and Procedures; D. K. Clubb, tax and budget accountant, Statistics Report Section; A. C. Faggard, staff accountant, Statistics Reports Section; E. H. Pintsch, tax and insurance agent; and Roy Hester and Ward McCurtain, administrative assistants, Tax Section.

Mr. Bailey explained some of the qualities the employees and supervisors of his department possess which helps them work as a team. He then introduced the other speakers from the Accounting Department.

Mr. Jumel traced the many steps required for putting a new employee on the payroll and reviewed how an employee participates in our Employee Benefit Plans.

Benefit Plans Reviewed

Mr. Jumel told the supervisors that on June 1 we had 2,791 members enrolled in our group life insurance plan for a total coverage of \$31,261,000, and that the Company contributions for 1961 amounted to \$87,580. There are 2,594 active employees, 117 retired employees and 17 employees in military service whose dependents are covered under Blue Cross-Blue Shield. Last year's Company contribution to the basic hospital and surgical plan was \$82,067.

Our Major Medical Plan covered 2,562 active and 115 retired members on June 30 and \$22,114 was contributed by our Company last year to this plan while the Trusteed Retirement Plan, at the same time, had 1,822 members, of these 112 entered the plan between July, 1961, and June, 1962. During 1961 our Company contributed \$1,005,744 to the Trusteed holdings.

Participation Reaches 90 Per Cent

He went on to say that at the end of June, there were 2,314 participants in the Thrift Plan, for a 90.4 per cent participation. The total equity in the Plan at that time was \$4,837,590.24.

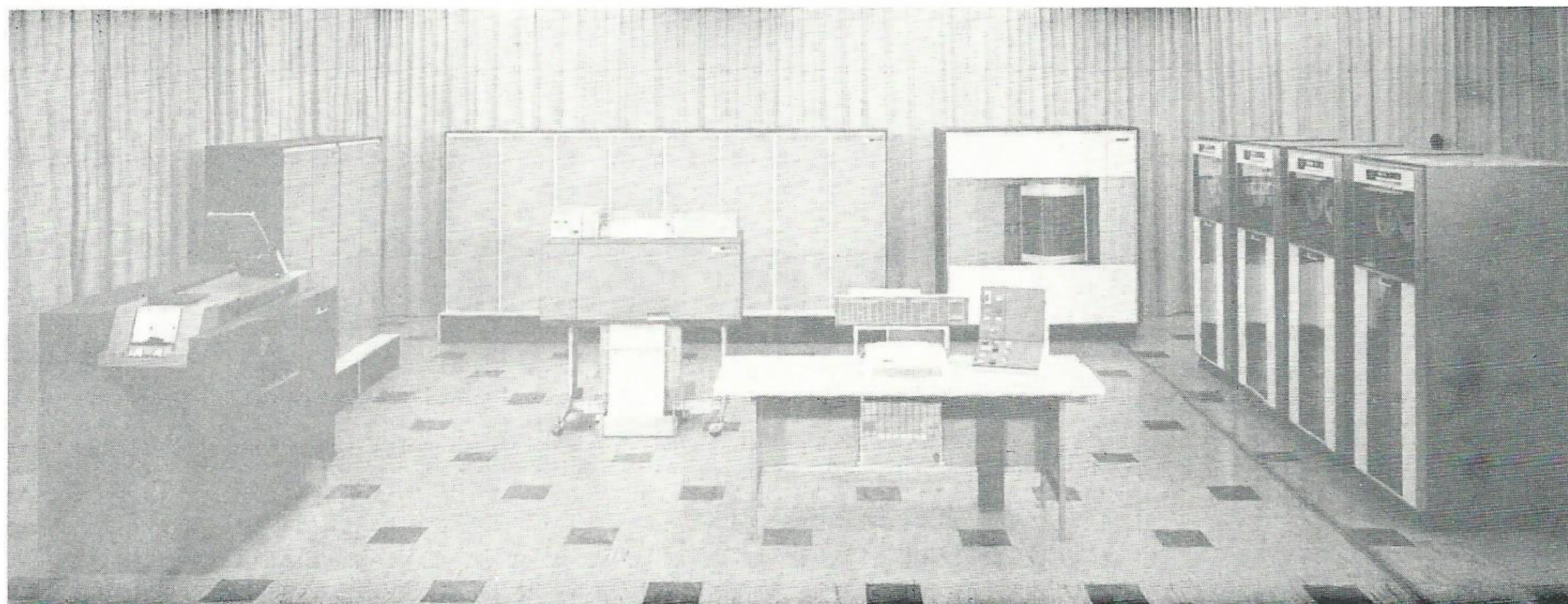
made up of 4,155 shares of \$4.40 Preferred Stock which cost \$380,836.65; 76,775 shares of Common Stock which cost \$2,464,087.29; \$877,232.34 deposited in savings and \$115,433.96 in uninvested cash. Company contributions for 1961 totaled \$306,379.

General Accounting Operations

Mr. Scott explained the general functions of four sections within General Accounting-Voucher, Classification, Financial Report and Stores—as his part of the program. To illustrate some of the activities of these sections, Mr. Scott traced the progress of a cash advance to an employee from the receipt of the request in the Accounting Department to its final disposition on the books of our Company.

Half Billion Dollars in Responsibility

Mr. Buckley informed the supervisors that the Plant Accounting Section's 18 employees keep account on over a half billion dollars of plant investment, or about 28 million dollars each. This section is not only responsible for additions to Plant Accounts, but also for improvement jobs, property retirement,



ON ORDER. B. F. Lott, supervisor, Systems and Procedures, told personnel attending last month's department heads meetings that his section is presently programming the accounting and computing workload for this IBM 1410 Magnetic Tape Orientated Computer Sys-

tem scheduled for installation in the last quarter of 1963, and that Systems and Procedures has already completed a program for Stores Accounting. Also to be delivered at the same time will be a 1401 Magnetic Tape Orientated Computer System.



PRESENT DEPARTMENT HEAD PROGRAM. These members of the system Treasury Department presented the program for last month's department head meetings in Beaumont, Lake Charles and Baton Rouge. On the program were, left to right, B. F. Lott, supervisor, Systems and Procedures; E. L. Bailey, assistant treasurer, Accounting; G. E. Richard, treasurer; D. K. Clubb, tax and budget accountant; A. C. Faggard, staff accountant; K. L. Jumel, supervisor, Confidential Records and Payroll Accounting; E. H. Pintsch, tax and insurance agent; R. L. Hester and Ward McCurtain, administrative assistants to Mr. Pintsch; J. J. Scott, supervisor, Financial Reports; and W. T. Buckley, plant accountant.

work orders, depreciation and various plant data reports. This data is used by management in determining rates, insurance, property taxes, future plant retirement cost, mortgage data, depreciation and financing.

Machine Accounting Procedures

Mr. Lott explained how, since its organization in 1957, Systems and Procedures has programmed and converted our Company's billing procedures from key-driven to punch card equipment. He said that almost immediately upon completion of each new program, it is necessary to review these procedures, revise and originate new procedures. Because of these changes in procedures and the transferring of additional items to new equipment as soon as it was in operation, the equipment rapidly approached an overload state based on an eight-hour day.

To study these problems and to determine what steps should be taken a committee was formed, Mr. Lott said. As a result of these studies it was decided to order what is known as a 1620 Computer for engineering work. This machine was delivered in October, 1961. A 1401-1410 Magnetic Tape Orientated Computer System was ordered for the remaining work. This piece of equipment will be delivered in the third quarter of 1963. Systems and

Procedures is now in the process of preparing the programs for this new system. A program covering Stores Accounting system has already been completed.

Budget Plays Important Role in Company Financing

Mr. Clubb outlined what information his section must have from all departments so that our Company's budget can be prepared. Then arrangements can be made to provide the funds required for construction and expansion either through temporary or permanent financing at the appropriate time.

After detailing budget preparation, Mr. Clubb discussed the tax returns his section is responsible for. He said that our Company's corporate income tax rate is presently set at 52 per cent, and in 1961 our Company's Federal income tax amounted to approximately \$11,000,000. Also last year we paid approximately \$325,000 in income tax to the State of Louisiana, in addition to a Louisiana franchise tax of approximately \$350,000 and Texas franchise tax payment of approximately \$223,000.

Results of Company Operations

Mr. Faggard said that the Statistics Section's most important job is furnishing management with various results

of Company operations. This is done in various reports with tables that compare information with previous years and the budget with percentage increases or decreases. Such reports include the monthly results of operations, department head figures and directors' reports.

Insurance Responsibility

Mr. Pintsch outlined the primary responsibility of the Insurance Section as: (1) the purchase of insurance against insurable risks too large to be assumed, (2) the purchase of insurance from sound insurance companies with favorable loss adjustment records and good engineering inspection facilities; (3) an effective contribution toward the control of insurable losses, i.e., loss prevention work; and (4) the purchase of insurance at the lowest possible cost.

He added that we now have over \$31,000,000 of life insurance on our employees through a group plan handled by the Payroll Department as it applies to individual employees.

State and Local Taxes

Mr. Hester discussed the taxes our Company pays annually to the State of Texas and to local governments. In 1961, this sum amounted to \$2,210,000 exclusive of state franchise tax. These included property tax, state gross receipts tax, state chain store tax, city street rental tax, city franchise tax and sales and use tax.

Mr. McCurtain told the groups that last year, we paid out \$2,348,000 in property taxes to the State of Louisiana. This was 11.5 per cent of all our taxes, including Federal income taxes. Of the total amount \$206,500 was paid to city governments.

Tax Exemption Contracts Save Dollars

Mr. McCurtain went on to explain how the Louisiana Utility Appraiser and our Company arrive at a rendition of our Company's property value for taxing purposes. One unusual aspect of the Louisiana property tax structure, he pointed out, is the policy of allowing new manufacturing plants a ten-year period of exemption from ad valorem taxes. Our Company now has five tax exemption contracts—two at Nelson Station, two at Louisiana Station and one at Willow Glen. Application has been made for a contract on Willow Glen Unit Number Two, now under construction. These contracts total over \$90,000,000 and save us around \$2,000,000 in property taxes each year.



Beaumont Live Wires hold annual club picnic at their new country home as 500 employees go to . . .

A Country Fair

THE Beaumont Live Wires Club joined the parade of picnics and summer fun days August 4 with a gala party at the new club grounds near Silsbee that attracted a crowd of 500, all bent on having a carefree good time.

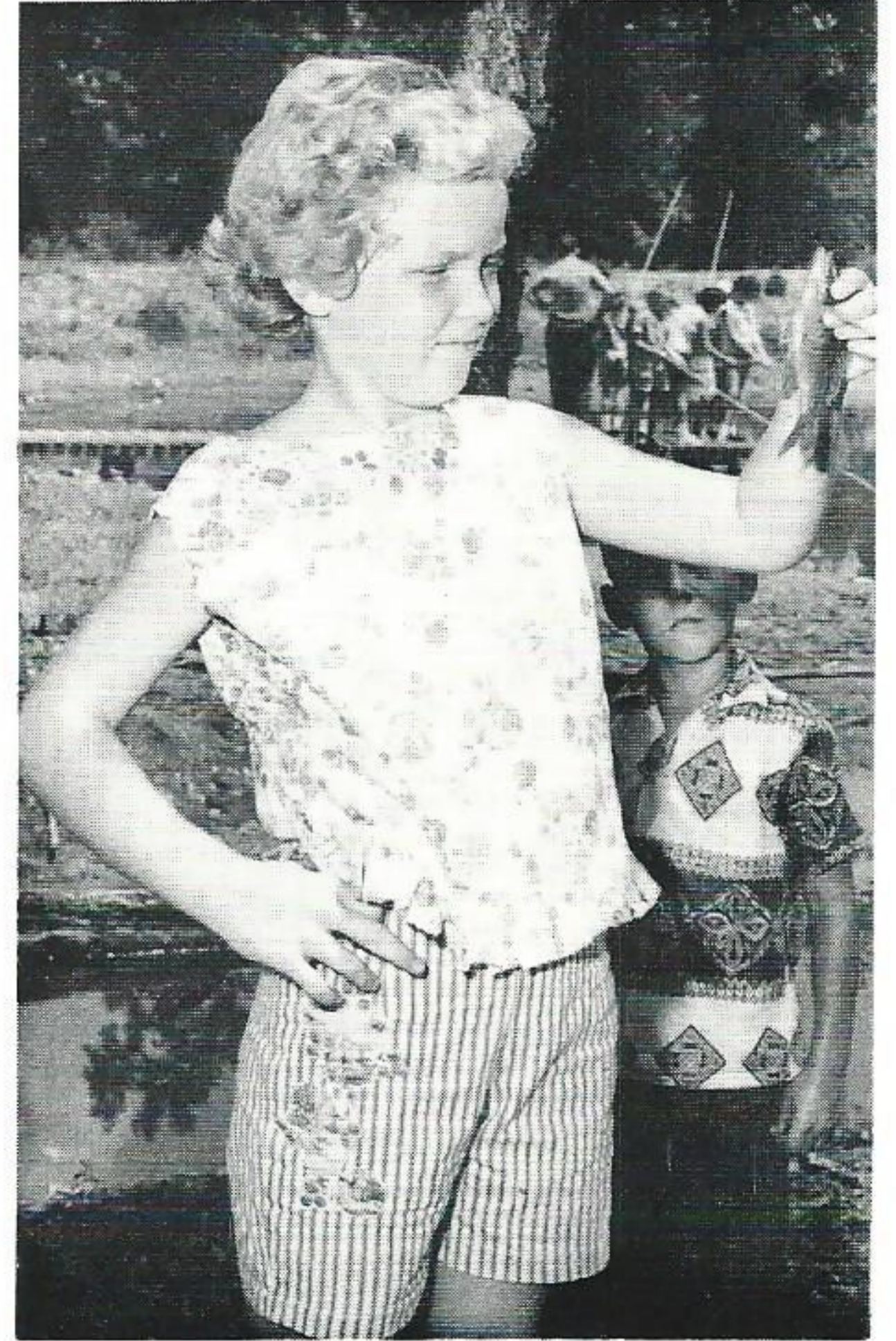
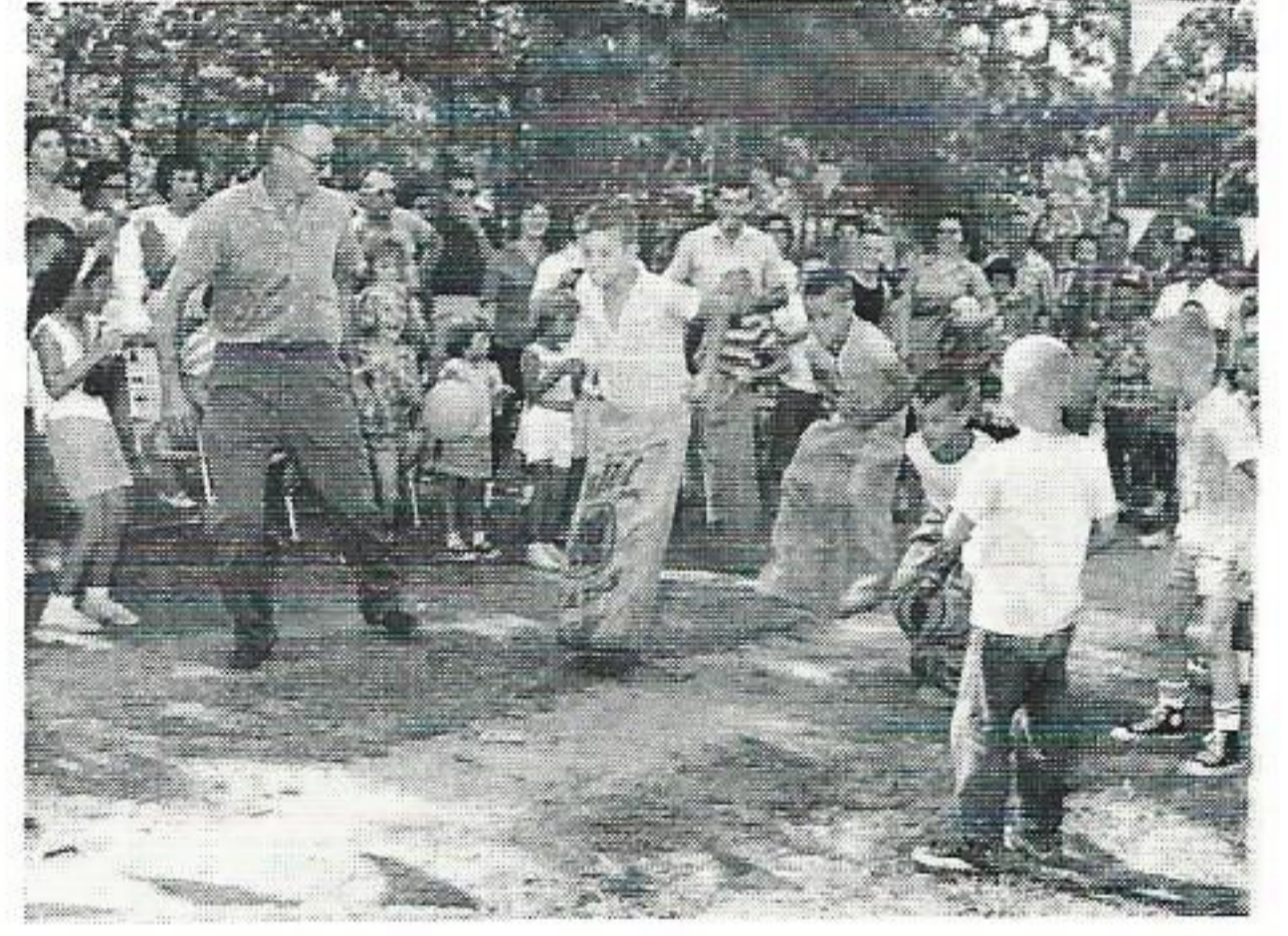
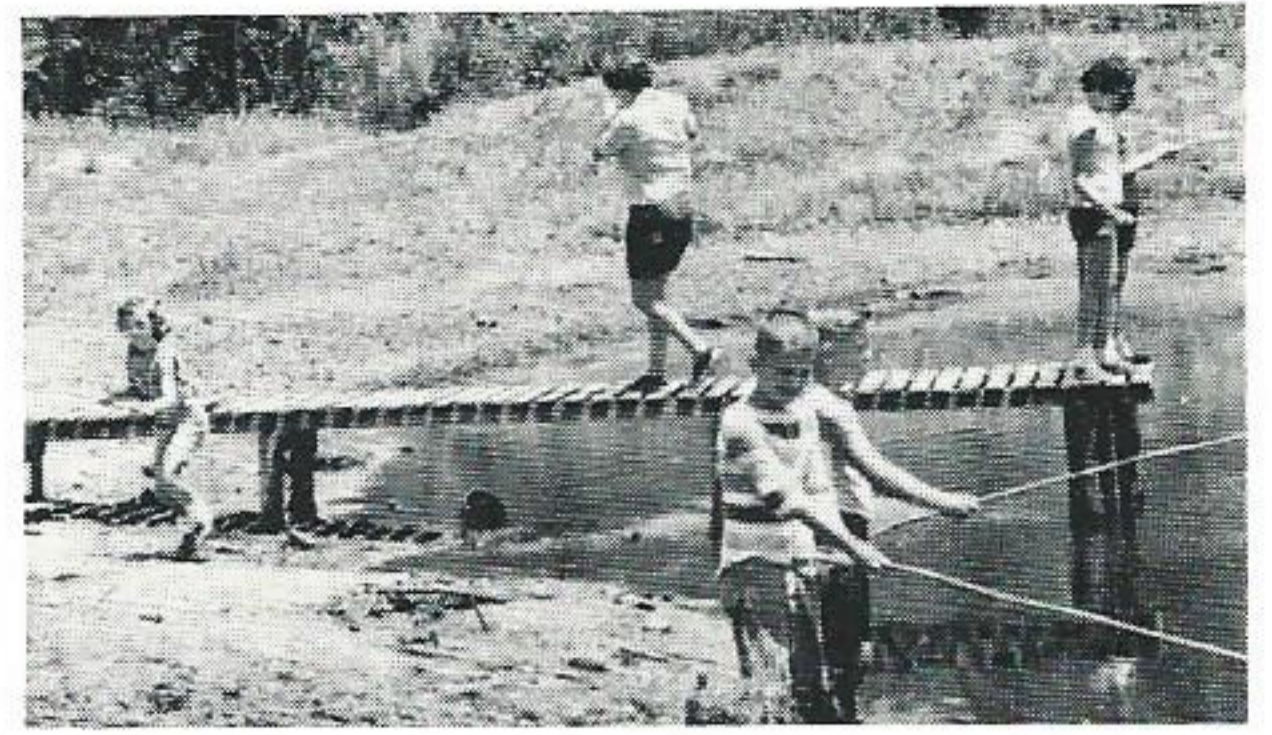
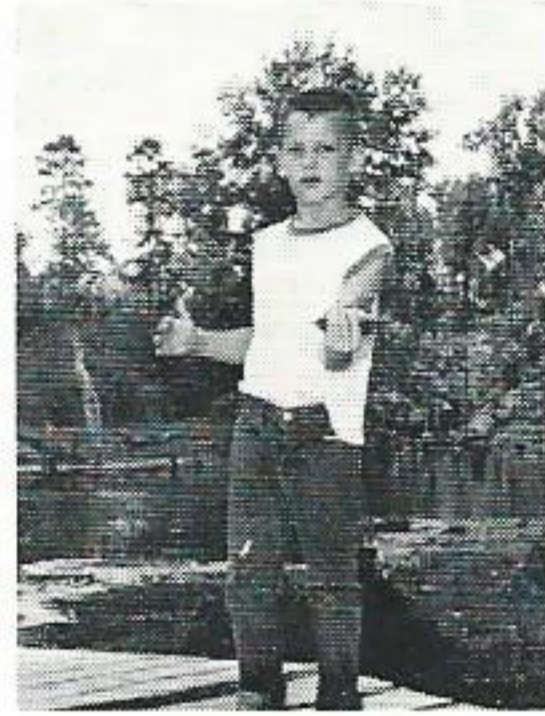
The picnic was built on a county fair theme with a line of pitching booths for the children and a small platform or stage for the two acts put on in the afternoon. A fishing contest, also for children, won by Glen Clawson and Darlene Gale, proved a major attraction.

Throughout the day, two of the most popular spots on the grounds were the soft drink and snow cone stands. Fifty cases of soft drinks and an untold number of snow cones disappeared down thirsty throats. At about 2 p.m. the line starting forming for the meal and when it was all over the Live Wires and their guests had

consumed 115 pounds of barbecued beef, 18 gallons of beans, 18 gallons of dirty rice and 40 loaves of bread, with a couple of gallons each of pickles and olives thrown in on the side.

Afternoon entertainment was provided by the Ricks brothers, sons of W. T. Ricks, who sang to the accompaniment of guitar and bongos, and Bobo the Clown, otherwise known as A. C. Faggard, whose routine delighted grown-ups and children alike.

Through it all genial disc jockey Brooks Bishop kept the music flowing over the public address system rigged for the occasion. Brooks shared announcing duties with Gene Calvert, who presided over the main competitive athletic events—sack races, three-legged races and a tug-of-way between men from the General Office and Beaumont Service Center and those from Neches and Sabine Stations, which the office staff won.



The secret of expert driving is not just knowing

HOW to do it the right way but . . .

“UPON examining our Company’s traffic accident reports on file for the first six months of this year,” says Frank Jones, system safety director, Beaumont, “we find that a large number of accidents have been caused by three main unsafe traffic practices—unsafe backing, following too closely and poor intersection driving practices.

“These three accident causes are something that we must seriously concern ourselves with and do something about if we are to reduce the number of traffic accidents we’re experiencing this year.

“The right way to do these three traffic maneuvers safely are reviewed here. Please study them and make use of these safe driving practices every day.”

The secret of expert driving is not just knowing HOW to do it the right way, BUT DOING IT THE RIGHT WAY EVERY TIME. Doing it the right way means DRIVING DEFENSIVELY.

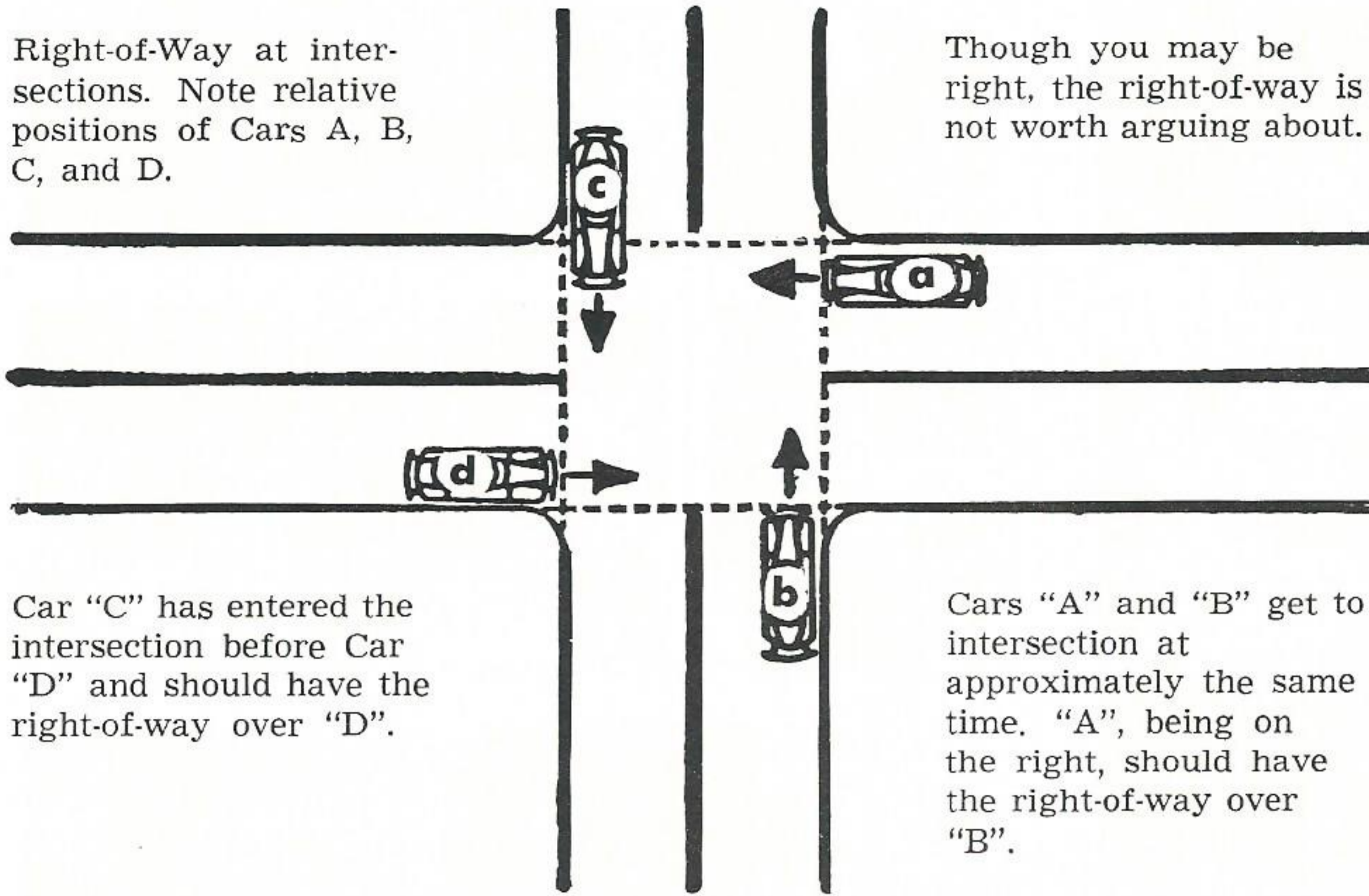
Most drivers drive defensively SOME of the time. Experts drive defensively ALL OF THE TIME.

This demands the highest degree of:

ALERTNESS—keeping your mind on the driving job

FORESIGHT—planning ahead and seeing ahead

Right-of-Way at intersections. Note relative positions of Cars A, B, C, and D.



Though you may be right, the right-of-way is not worth arguing about.

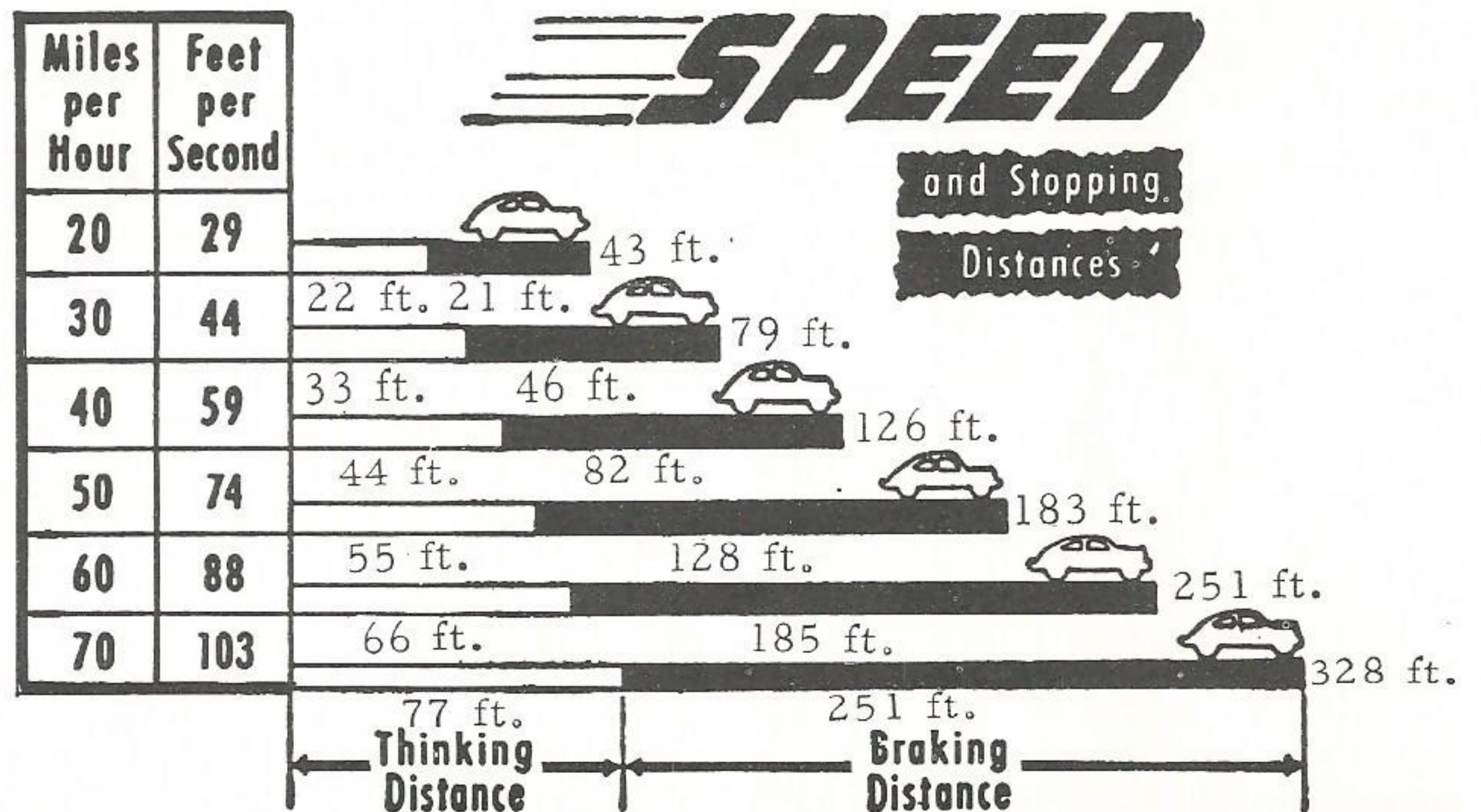
Car “C” has entered the intersection before Car “D” and should have the right-of-way over “D”.

Cars “A” and “B” get to intersection at approximately the same time. “A”, being on the right, should have the right-of-way over “B”.

Safe Intersection Practices

1. When you are approaching an intersection, you must yield the right-of-way to vehicles which have already entered the intersection.
2. Yield the right-of-way to the car on the right, if two cars enter an unmarked or uncontrolled intersection at about the same time.
3. If you are entering a through street or highway, you should stop and proceed only when you can do so without interfering with other traffic.

4. If a car is in the intersection when you reach it, and the driver is signaling for a left turn, let him go first. If both cars enter unmarked or uncontrolled intersection at the same time, the right-of-way must be yielded to the car going straight through.
5. Cars entering from a private drive or side road must yield the right-of-way to cars on a public street or highway.
6. You must yield the right-of-way to pedestrians in a marked crosswalk.



Doing It The Right Way Every Time

KNOWLEDGE—knowing what causes accidents and how to prevent them

JUDGEMENT—deciding on the correct thing to do in every situation

SKILL—smooth operation

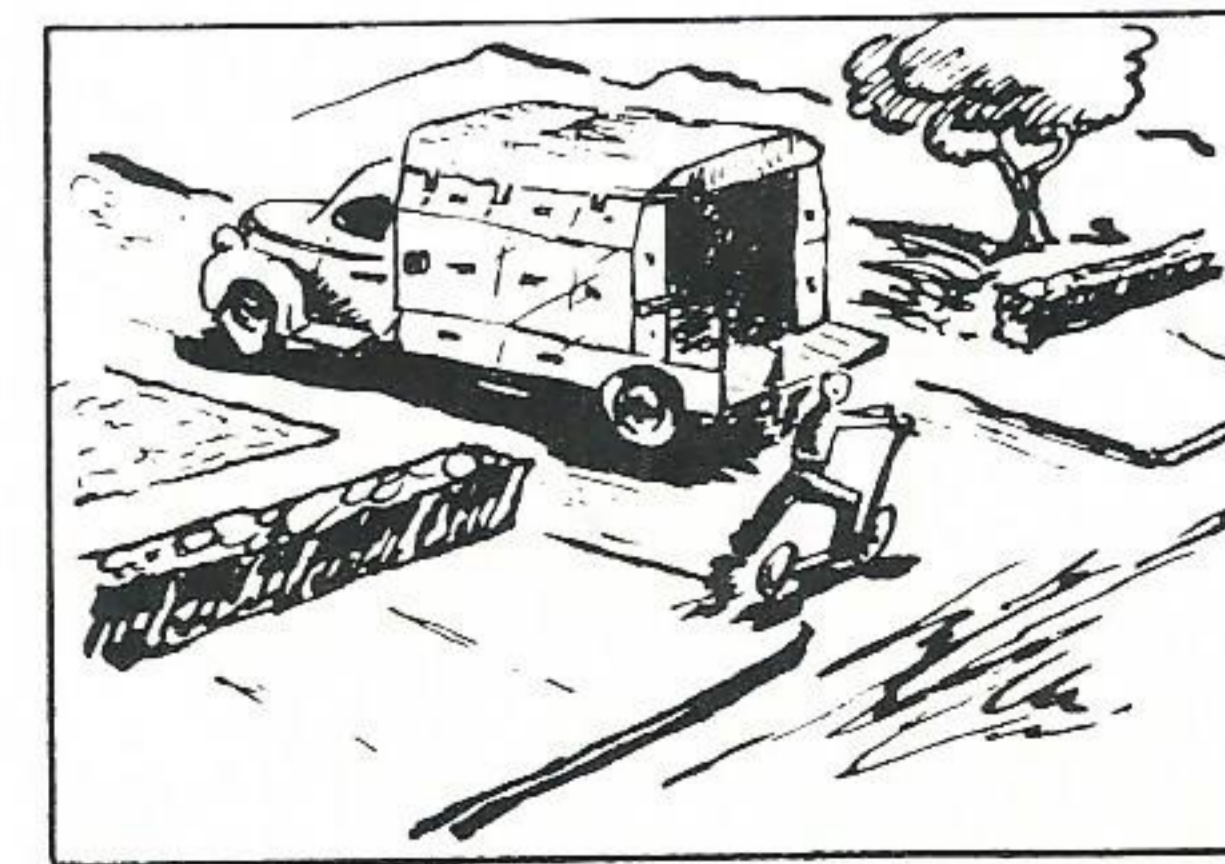
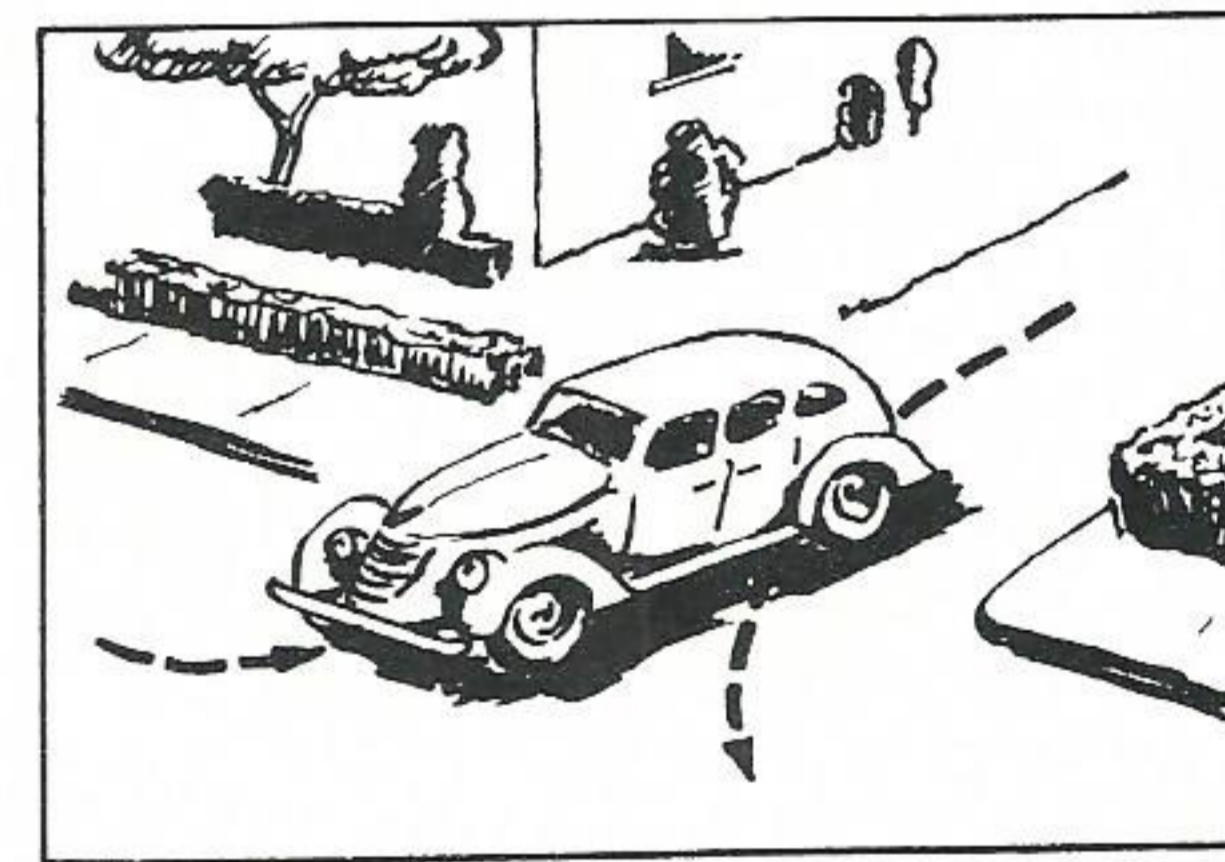
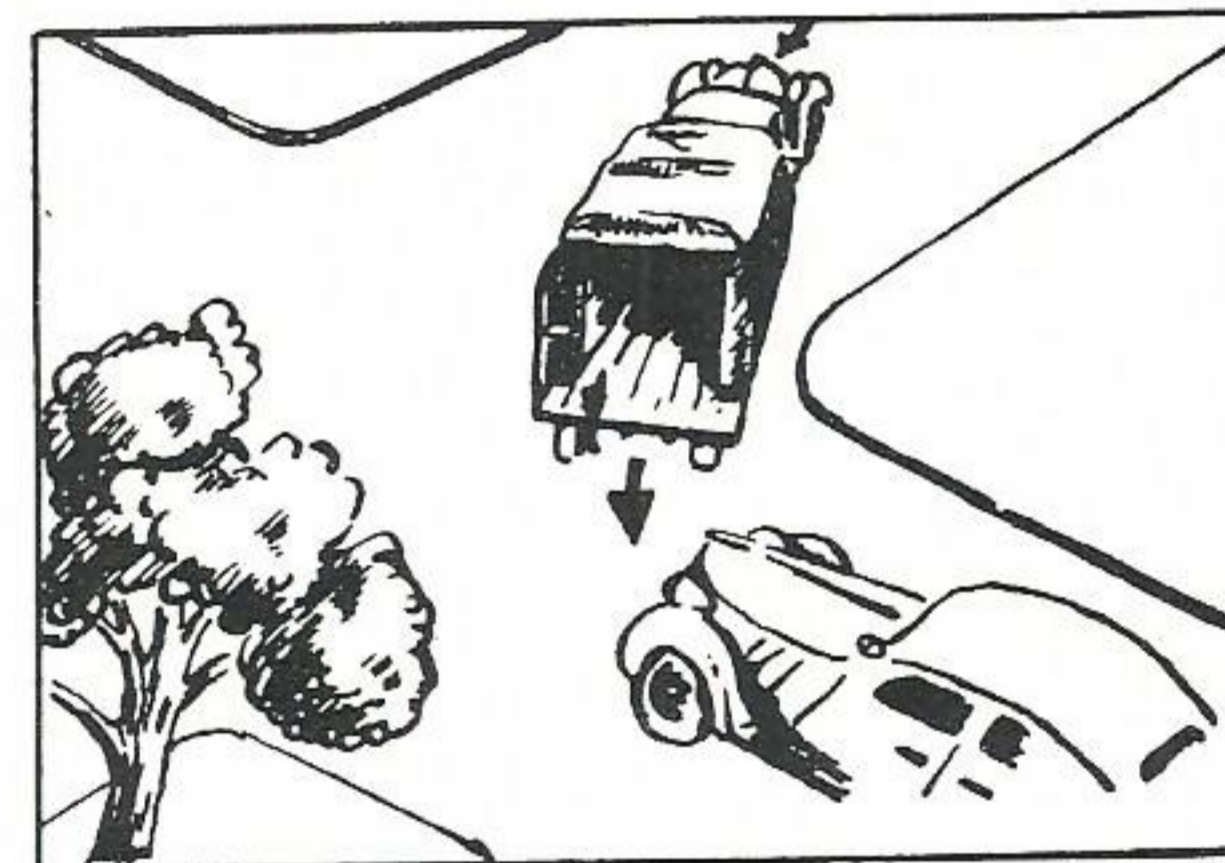
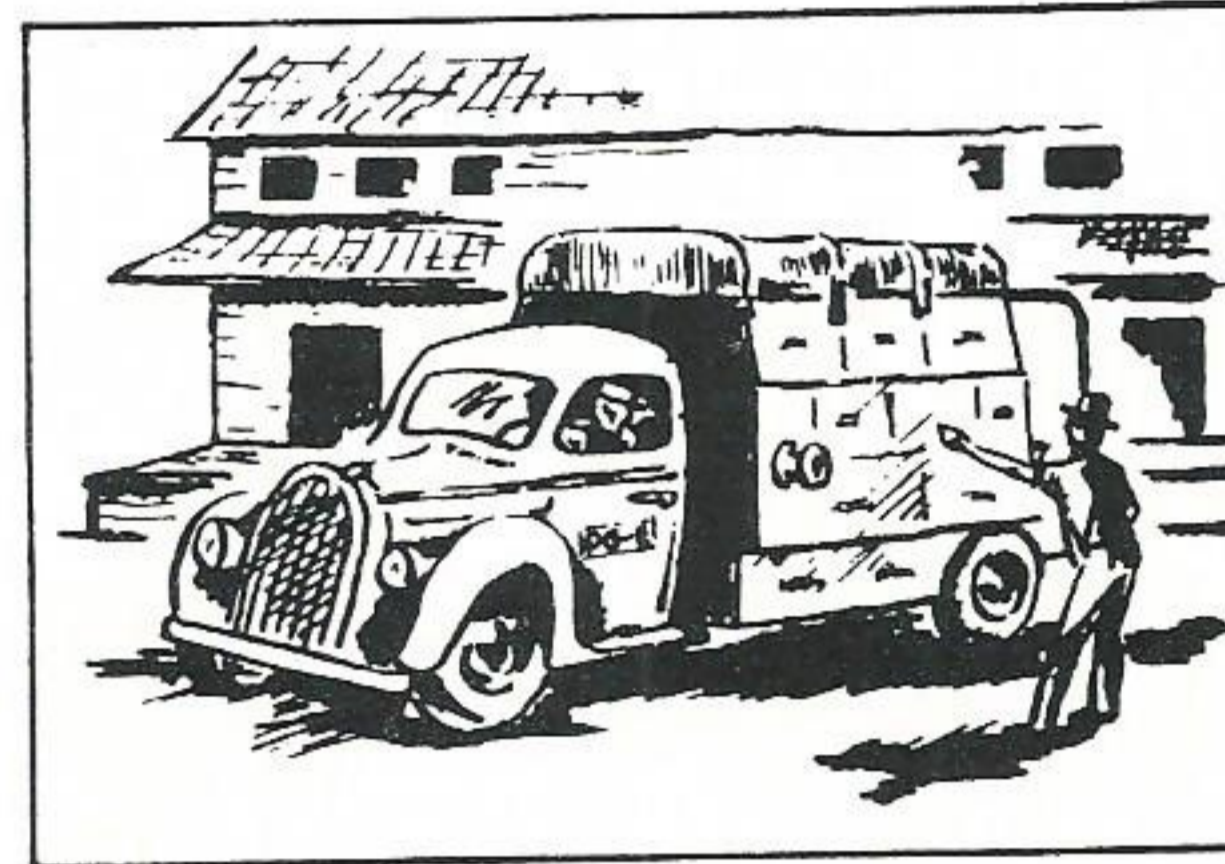
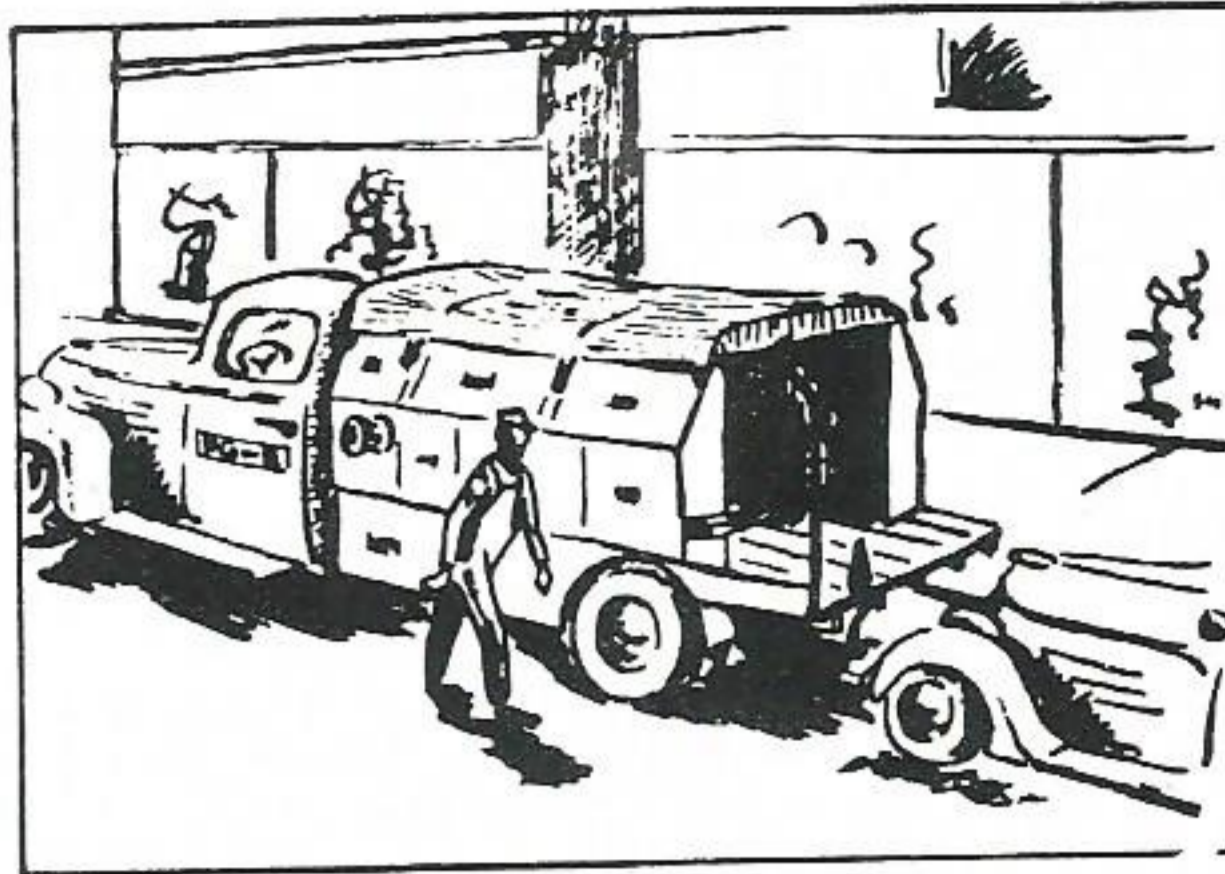
So in order to stay in the expert class get on the safety ball team!

- * Know and obey federal regulations, state traffic laws and local ordinances.
 - * Observe Company safety rules.
 - * Cooperate with your safety program.
 - * Talk up safety with fellow drivers.
 - * Most important—set a good example of expert professional driving.
- ... and TAKE SAFETY HOME WITH YOU.

PRACTICE expert driving at all times—whether you're driving a truck, a passenger car or a service pickup. **ENCOURAGE** and teach your wife and children to drive like **EXPERTS**. **INFLUENCE** your friends to become better drivers. The right driving tip at the right time can save a friend or neighbor from a serious accident.

Safe Driving Practices

1. Stay alert and keep your eyes on the traffic ahead.
2. Keep a distance of at least one vehicle length for each ten miles of speed between your vehicle and the one in front. This holds true during ideal driving conditions only. If the road is wet, or if there is loose gravel, or mud, this rule does not hold true. You must increase the distance, between your vehicle and the vehicle ahead, so that you can stop safely if the vehicle ahead of you stops. This is your responsibility.
3. The driver of any truck when traveling on a highway outside a business or residential area, shouldn't follow within 400 feet of another such vehicle, except when passing.



Safe Backing Practices

Backing practices

that should be observed by

all vehicle operators

1. Plan and drive your routes to avoid backing wherever possible.
2. When obliged to back, get out and walk back or around your vehicle to make certain there is nothing behind. Then back immediately, watching sharply.
3. Use rear-view mirror. You can't see the right side while hanging out the left side.
4. If necessary to go back some distance, stop part way, then get out and check your safe progress. This is part of the job of backing safely.
5. In backing a large vehicle, try to get someone to guide you. Regardless of being guided, realize that the responsibility is still yours for backing safely. Crew members must help.
6. Park where you will not have to back to get away from the parking place.
7. Never back around an intersection corner in order to turn around but drive down the street to a side street and turn around there, or, if only a short block, drive around it.
8. If you have to use a driveway and have to back in or back out, where possible back into the driveway from the street so that you will not be obliged to back into the street, but can drive out forward and see where you are going.
9. When backing over a sidewalk and into a street, stop at the sidewalk to make especially certain that there is no little child playing behind or close by. Stop again at the curb to make a last check on traffic before backing into the street.
10. Don't depend entirely upon your rear-vision mirror.

(Reproduced by permission and the courtesy of The Atlantic Refining Company, Philadelphia, Pa.)

Fun - Filled Family Frolic

APPROXIMATELY 200 persons came out for the Port Arthur Service Center picnic July 28 at Port Neches Park sponsored by the center's Coffee Fund.

While the children, clutching snow cones and soft drinks, frolicked, the grown-ups engaged in horseshoe and washer pitching tournaments, volleyball, badminton and a lot of just sit-

ting and talking under the trees. A clown was present for most of the day to help entertain the youngsters, also. A soft ball game wound up the day's activities.

General chairman of the picnic was Ray Poole and F. T. Hargrove was sub-chairman. Other committees were: Food—Lorraine Dunham, chairman,

Dorothy Rae and Becky Jones.

Recreation—Leonard Gaspard, chairman, L. Marshall, J. LeJeune, E. M. Wheeler, Lloyd Craig, Jim Minner and Helen Powell.

The permanent Service Center Coffee Fund Committee consists of F. T. Hargrove, Ray Poole, Lorraine Dunham, L. Marshall and Earl White.



Fishing Rodeo

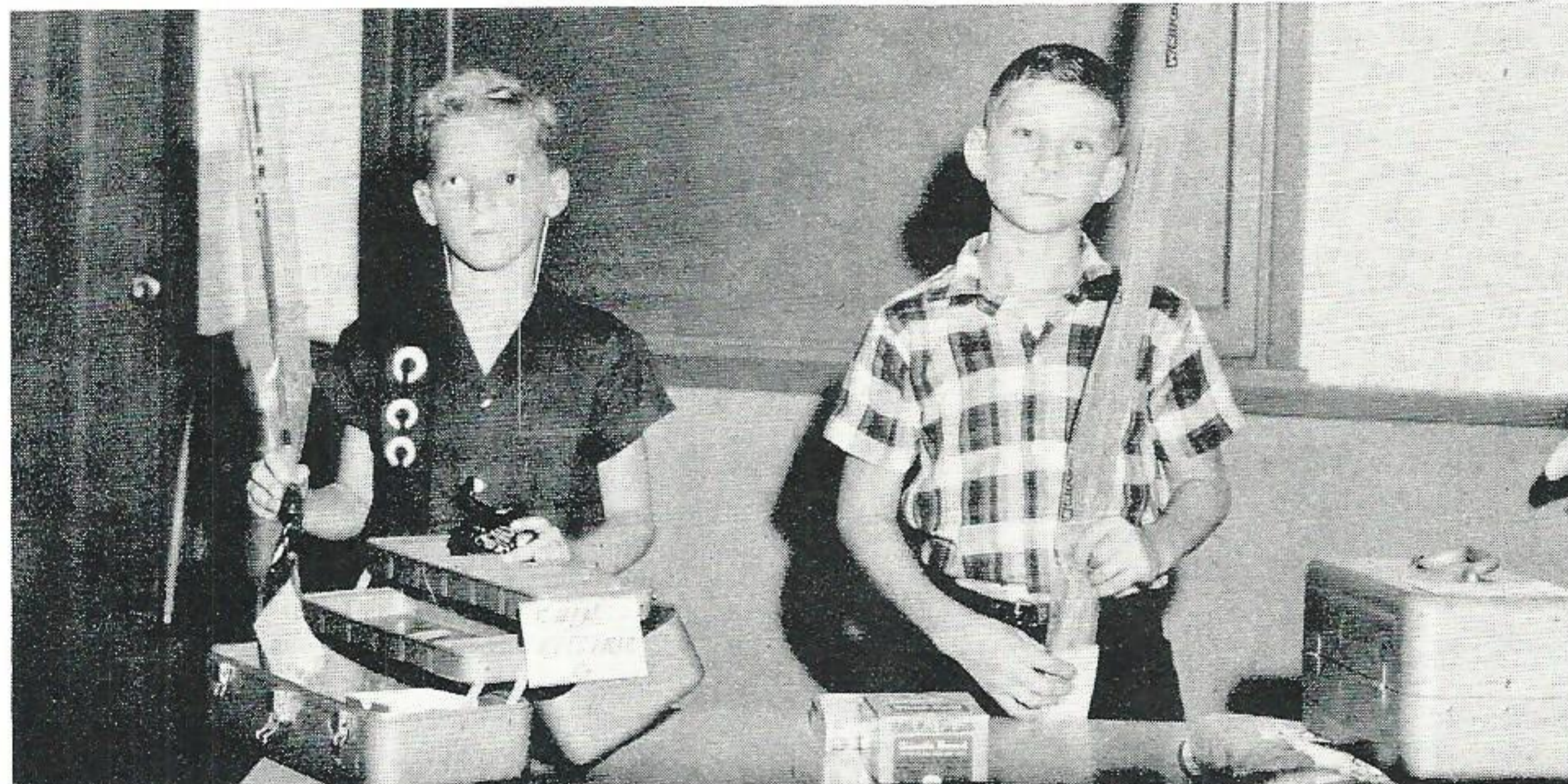


FISHING RODEO WINNERS. Walking away with the prizes in Baton Rouge's seventh annual employee fishing rodeo were: left to right: D. L. Strickland, top catfish; Mrs. Patsy Hood, top family sac-a-lait; Mrs. Jack Thornton (standing in for son Richard), top family bass; A. J. Speeg, top family catfish; Van Reid, top junior division winner; R. C. Lafferty, top sac-a-lait; Mrs. R. C. Lafferty, top family roughfish; R. H. Easley, top bass; and C. A. Bourgeois, top bream.

OUT of 200 participants at the Company's 7th annual fishing rodeo held in Baton Rouge in June, there were 68 prizewinners. Taking the top prizes were R. H. Easley, who won a 5½ H.P. outboard motor for his top catch in the employee bass category; and C. A. Bourgeois, who won a 3 H.P. outboard motor for his catch in the employee bream category.

First place winners in other categories were:

- R. C. Lafferty—
employee sac-a-lait
- D. L. Strickland—
employee catfish
- C. A. Bourgeois—
employee roughfish
- Richard Thornton—
family division bass
- Mrs. C. A. Bourgeois—
family division bream
- Mrs. John Hood—
family division sac-a-lait
- A. J. Speeg—
family division catfish
- Mrs. Jean Lafferty—
family division roughfish
- Van Reid—junior division

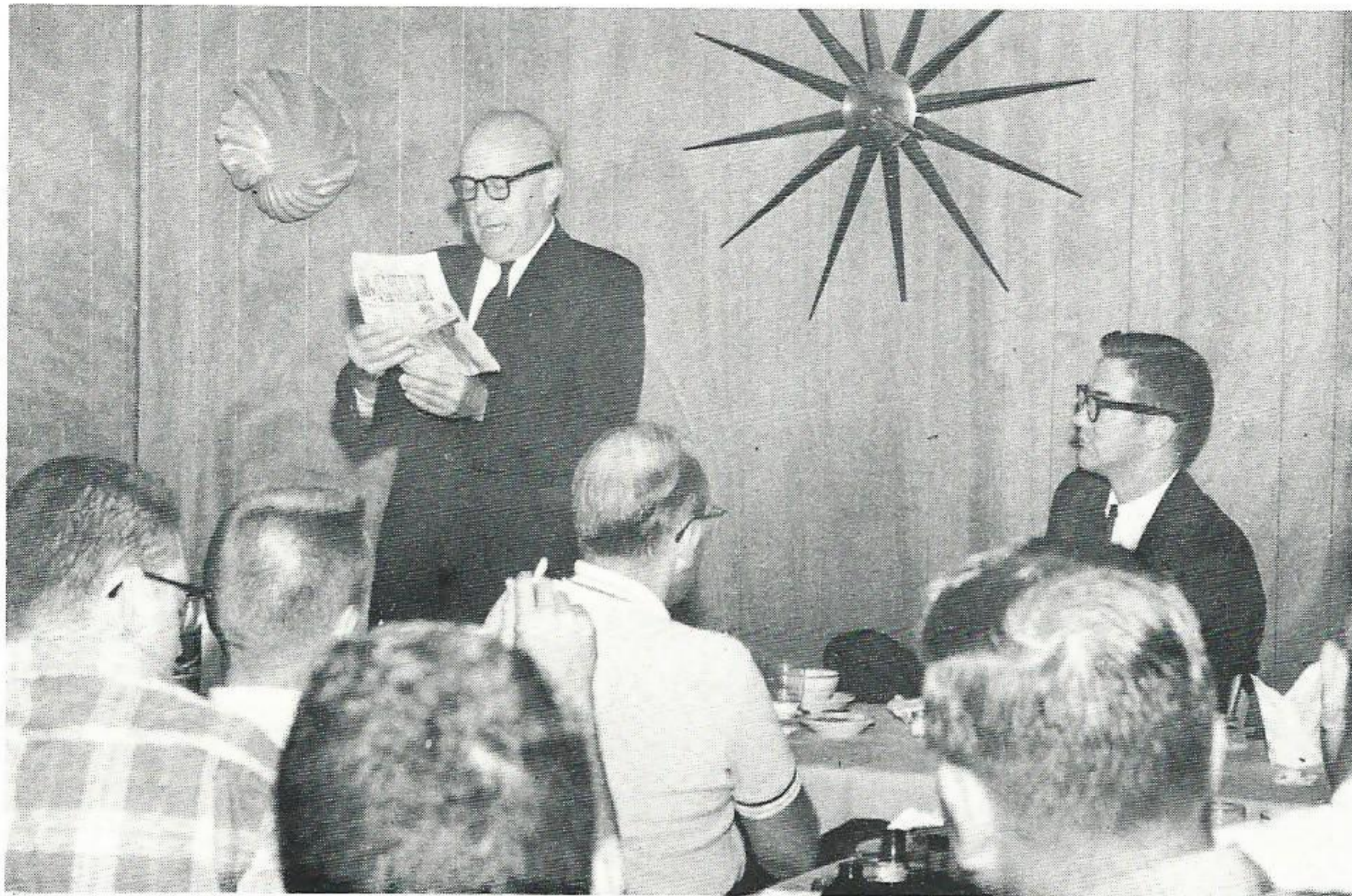


JUNIOR DIVISION WINNERS. Van Reid, nine years old, left, was first place winner in the Junior Division with a four pound, seven and a half ounce catch, and Jim Bello, ten years old, took second place with a one pound, eight ounce fish.

This year's rodeo was held from June 8-17 at Old River and False River near Baton Rouge. Chairman of the rodeo was Donald Shelton, Production, and Boone Chaney, Garage, was vice chairman.



TOP WINNERS. R. H. Easley, left, took first place in the bass division with a five pound, ten ounce catch, and C. A. Bourgeois, was the winner in the bream division with his 15 ounce fish.



SPEAKS ON VITAL ISSUES. Alan Hastings, vice president, Beaumont, discusses some vital issues that affect our Company and the electrical industry at a dinner given for 34 conference leaders from all over the system who attended a two-day refresher course in Beaumont last month. The program was under the direction of John Irwin, right, training assistant, Beaumont.

Conference leader's attend refresher course in Beaumont to receive additional information on why . . .

Everybody Pays Taxes

THIRTY-Four Gulf Staters from all over the system attended a Conference Leader's Refresher Course July 2-3 at the General Offices in Beaumont. The course was under the direction of Jim Towers and John Irwin of the Training Department, Beaumont.

Purpose of the day and a half program was to furnish the conference leaders additional information on the topic of the current quarter, "Everybody Pays Taxes," and to help them prepare for next quarter's topic, "Government Ownership of the Electric Power Business." Speakers included Alan W. Hastings, vice president and assistant to the chairman of the board, who welcomed the group; Jack Worthy, assistant advertising director, Baton Rouge, who discussed recent legislative activity in Louisiana; and D. K. Clubb, tax and budget accountant, Beaumont.

Mr. Clubb, last speaker on the conference agenda, discussed House of Representatives Tax Bill HR 10650 and touched briefly on the King-Anderson

Medical Care for Aged Bill. Some of the more important items in addition to the major investment credit provisions of the tax bill, Mr. Clubb said, are withholding on dividends and interest when paid, tax on mutual banks and savings and loan associations, so-called tightening up on entertainment expenses, capital gains on sale of depreciable property, tax on mutual fire and casualty companies, cooperatives and foreign income.

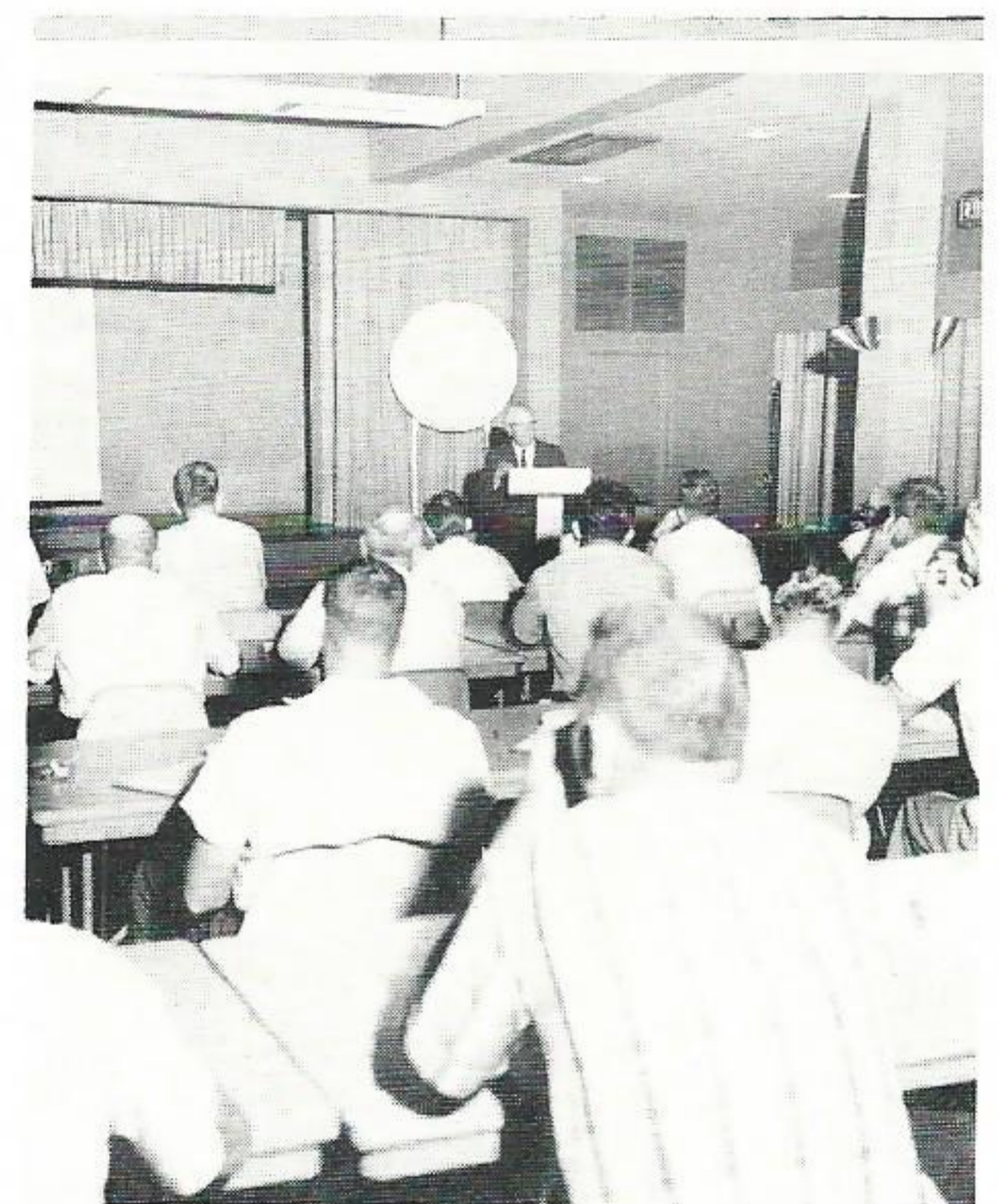
Certain amendments to the revenue code relating to lobbying expenses were also included in HR 10650. Our Company is very concerned with this particular provision because of its bearing on advertising costs in connection with the Electric Companies Advertising Program (ECAP) and National Association of Electric Companies (NAEC), Mr. Clubb explained.

"Perhaps more opposition to the House bill was centered around the withholding on dividends and interest by the payor. Naturally, our Company is vitally interested in this along with

all corporations, banks and other fiscal paying agents because of the added burden which would be created by withholding and the added expense involved . . . Some of the other items in the bill could have some effect on all of us. Attempts are being made to tamper with the capital gains tax. We are all very much interested as it could affect distributions made under the Employees Thrift Plan. You may be assured we have this threat facing us if some of the administration's proposals are passed by the Congress."

In discussing proposals for reductions in the individual income tax, Mr. Clubb warned that we should not get our hopes set too high for a big tax cut. Any reduction will be tapered by changes in the present regulations, removing some of the present deductions as well as changes in the capital gains tax, he said.

Before closing, Mr. Clubb brought up the subject of the King-Anderson Bill for medical care for the aged through Social Security. The bill would increase the Social Security tax on all employed persons as well as the employer by one-fourth of 1 per cent of taxable wages, maximum of \$12 per year. But this would only be the beginning, he said, because the ceiling on taxable wages, as well as the state, would probably be increased in the future. "Certainly we want to help our older citizens, but only those eligible for Social Security would be eligible for medical care and then only for hospitalization or nursing home with deductible of \$90, (and) no provision for doctors' services or medicines."



EVERYBODY PAYS TAXES. D. K. Clubb, budget accountant, Beaumont, supplies the leaders with additional information on the topic of the current quarter, "Everybody Pays Taxes," during one of the discussion programs.

All four served by our Company . . .

Balanced Farm Awards

. . . presented by Jennings

Association of Commerce

FOUR Jefferson Davis Parish farm families were recognized for their leadership in farm management when they were presented the Jennings Association of Commerce Balanced Farm and Home Award July 18. All four of this year's winners are served by our Company.

Recipients this year were Mr. and Mrs. Cyrus Tietje, Roanoke; Mr. and Mrs. C. H. Atteberry, Welsh; Mr. and Mrs. Charles W. Rostrom, Fenton; and Mr. and Mrs. Seward LeJeune, Elton. The award, in the form of a sign, was presented to each family by a touring group of Jennings business and civic leaders. Following the presentation the sign was erected in some prominent spot in front of the farm house.

Refreshments were provided at each stop by the farm families, who were interviewed by Jerry Dugas, sales manager of radio station KJEF, Jennings, and member of the tour group. The interviews were carried live by the station via telephone.

Representing our Company on the annual tour were Martin Wagon, residential sales representative, and Hutt Reed, commercial sales representative, both of Jennings.



FIRST STOP ON TOUR. J. B. Trahan, left, chairman of the Jennings A. of C. Balanced Farm and Home Award Committee, presents sign to Mr. and Mrs. Cyrus Tietje of Roanoke. The Tietjes, with their son, Cyrus Williams, and Mr. Tietje's brother, Herbert, farm 960 acres. They focus their efforts on the development of high quality rice, cattle and pastureland.



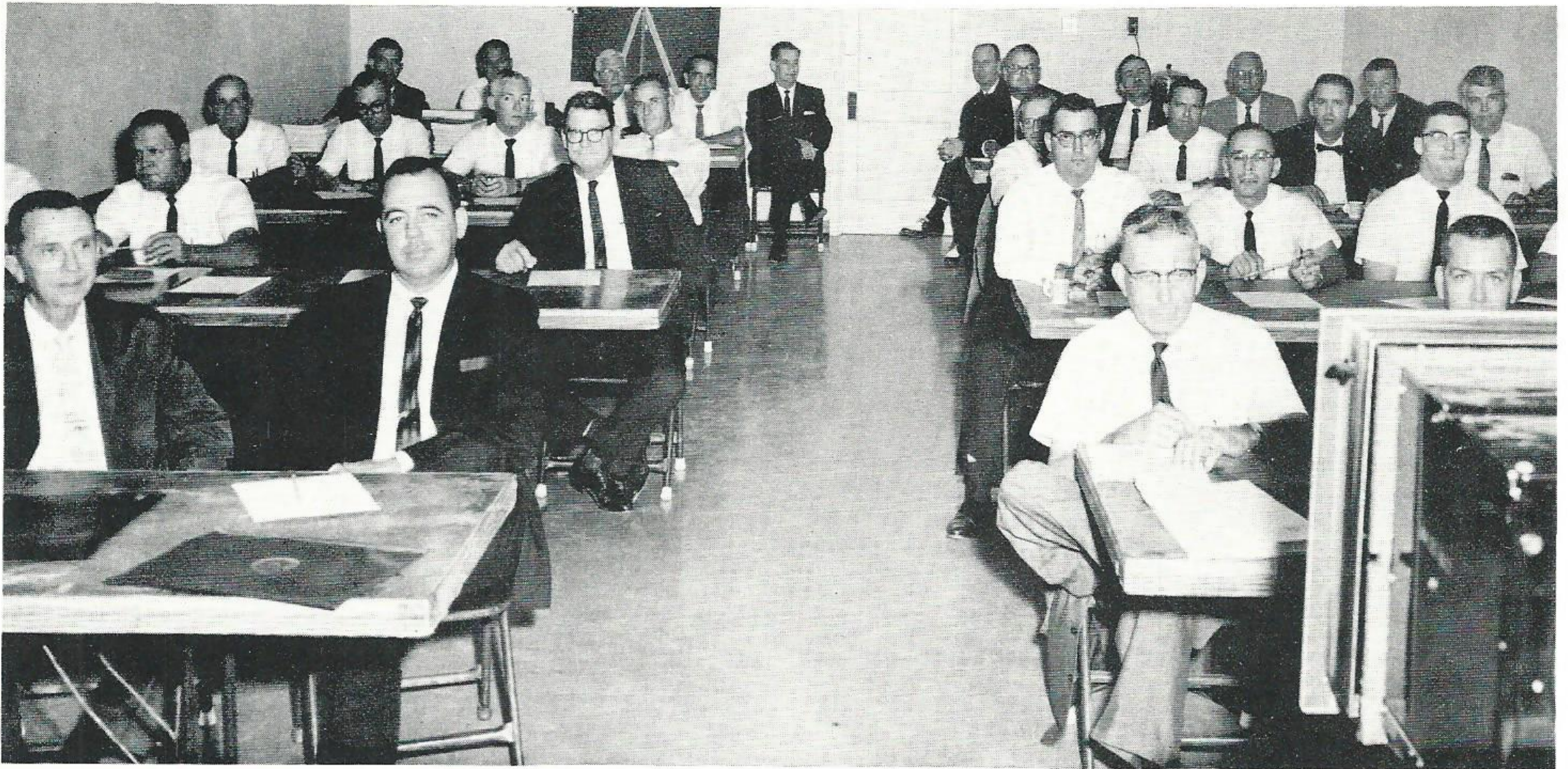
FAMILY ACCEPTS AWARD. Roland Richard, left, Jennings Production Credit Association, presents sign to Mr. and Mrs. Seward LeJeune and their five daughters, Marcia Ann, Mary Kathleen, Nancy Clair, Lorraine Francis and Marilyn Louise. The LeJeunes farm 3,450 acres of land producing rice, soybeans, pasture and timber. They have 250 head of high-grade Angus cows on their Jeff Davis Parish farm.



ON-THE-SPOT RADIO INTERVIEW. Jerry Dugas, center, sales manager for Jennings radio station KJEF, interviews Mr. and Mrs. Charles W. Rostrom of Fenton in their home during the tour. The interview, via telephone, was carried live by the station. Mr. Rostrom has been a leading farmer in the Fenton area for most of the 46 years he has lived there and has also served as a parish police juror. He and his son, Ermon, together farm 600 acres of improved land, including 195 acres of rice.



TIME OUT FOR REFRESHMENT. William Broussard, right, Jennings A. of C. Agriculture Committee chairman, gets a cool glass of lemonade from Karen Atteberry, daughter of Mr. and Mrs. Charles H. Atteberry of Welsh. Mr. and Mrs. Atteberry and son Hewitt William look on. Mr. Atteberry, who in 24 years has parlayed a very small stake into a net worth of several hundred thousand dollars, is a tenant on a 1,555-acre farm that he operates on shares. He has 446 acres in rice and the remainder in pasture, except for 40 acres of hay.



ATTEND TRAINING SESSION. More than 30 members of our Company's Commercial Sales Department went to Lake Charles last month for a two-day session of training and learning in order to increase

their sales during the remaining months of this year. Lake Charles Commercial Sales Department was the host for the meeting. Programs were put on in all phases of commercial selling.

Commercial Sales Department meet in Lake Charles for a two-day training session of . . .

Learning How To Increase Sales

DURING a two-day meeting in Lake Charles, commercial sales supervisors and representatives from across our system learned how they can increase their sales of commercial heat pumps, cooking, lighting, and heating equipment during the remaining six months of this year.

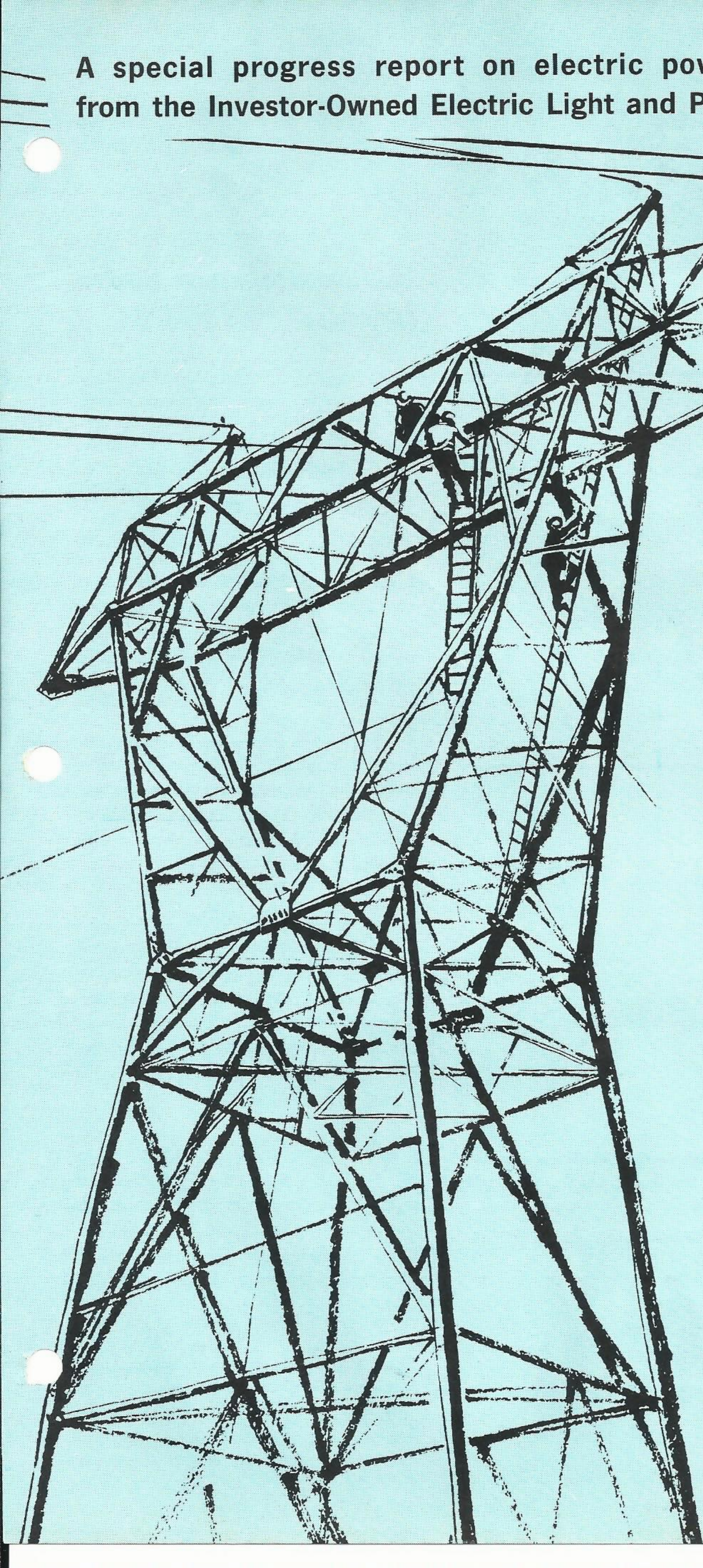
In September, October, and November, our Company will conduct an electric fryer campaign, Bill Richard, supervisor, System Commercial Sales, Beaumont, told the representatives. He explained the manufacturer and dealer participation phase of the campaign, the trade-in allowances, wiring allowances, advertising program and dealer sales floor fry kettle demonstrations that will be conducted during the campaign.

The 30 representatives and supervisors heard W. R. Woolrich and Basil Smith, with General Electric in Houston, talk on "Commercial Applications of Heat Pumps," and Bert Foster, also with G.E., on "Heat Pump Sales Techniques."

Dick Landry, lighting sales promotions supervisor, Beaumont, discussed the latest advances in commercial lighting design and application. Al Davis, Jr., representing Crouse Hinds Company, presented a flood lighting program and in the evening gave a flood lighting demonstration featuring the latest equipment in this field.

During the meeting a film, "Here They Come," on steam cooking in school cafeterias was shown, and the major portion of the second day was devoted to an electric heating training course conducted by Larry Baker of Minneapolis-Honeywell Company.

The Lake Charles Commercial Sales Department, under the direction of F. F. Johnson, superintendent of sales, hosted the July 25-26 meeting. The meeting was opened by Ed Hodges, supervisor, Industrial Sales, Lake Charles, and L. V. Dugas, superintendent, System Commercial and Industrial Sales, Beaumont.



A special progress report on electric power in America
from the Investor-Owned Electric Light and Power Companies

WHY there is no electric power shortage in America...

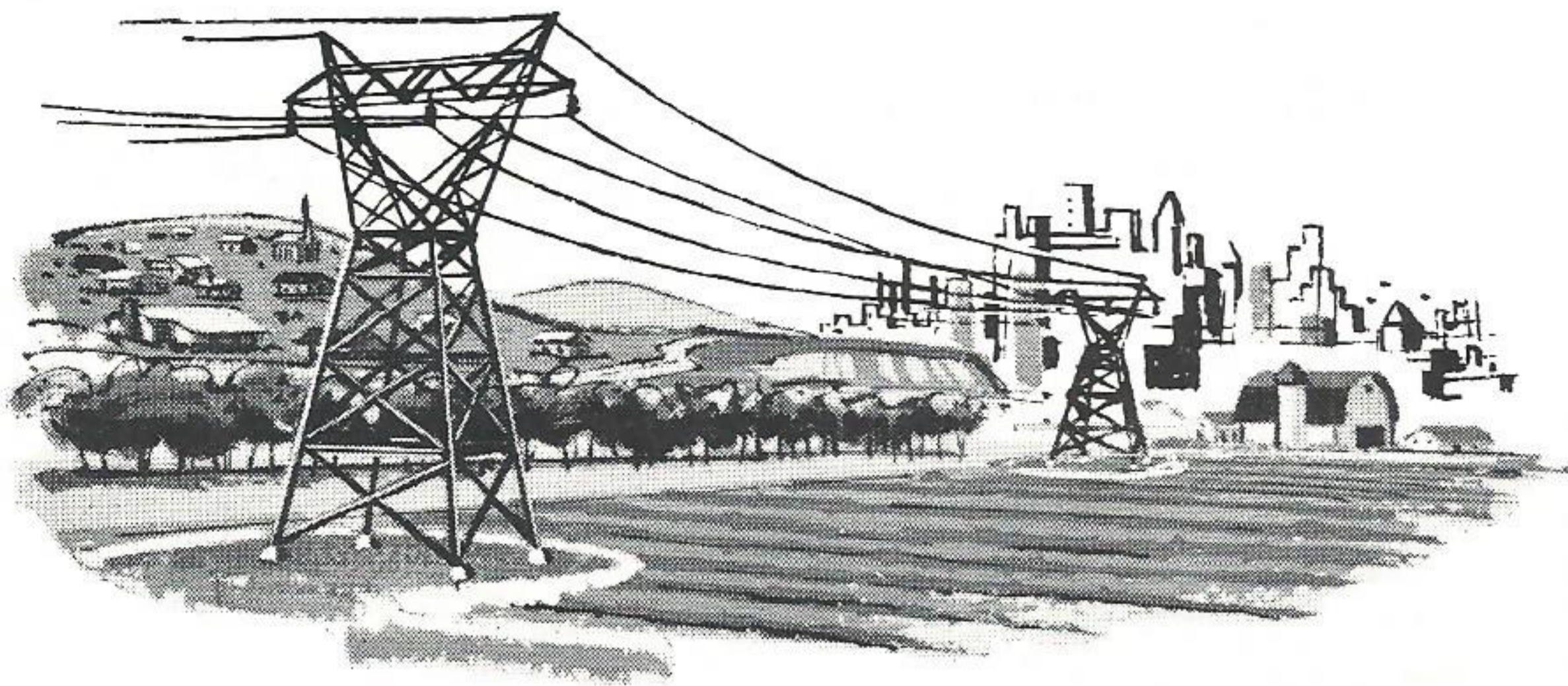
HOW the U. S. can have plenty of electric power in the future—and save taxes too...

This report on electric power in the United States is of special interest today for two important reasons:

First, Americans are using more and more electricity every year—in fact, doubling their requirements about every 10 years. It's important for them to know that there will always be plenty of electric power—and good service as well—from the investor-owned electric light and power companies.

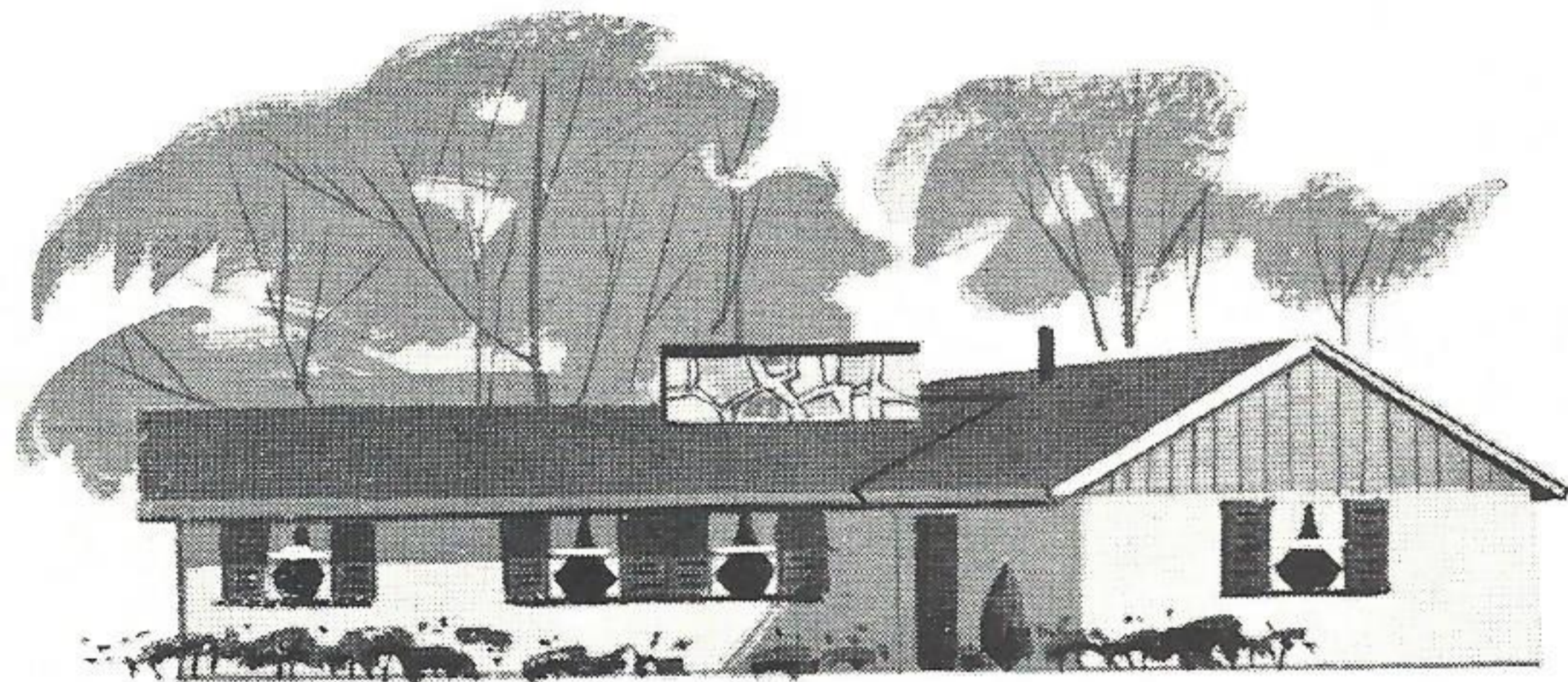
Second, the nation's defense needs are of personal concern to nearly everyone. So are the taxes that are required to pay for this defense. There is a widespread conviction that needless tax spending must be eliminated. And tax spending to put the federal government farther into the electric business—as some people are urging right now—is clearly needless. The investor-owned electric light and power companies can supply all the additional electric power required for a growing America—without needless tax spending.

The facts and figures that support both of these points are outlined on the following pages.



1

The investor-owned electric companies*...who they are



2

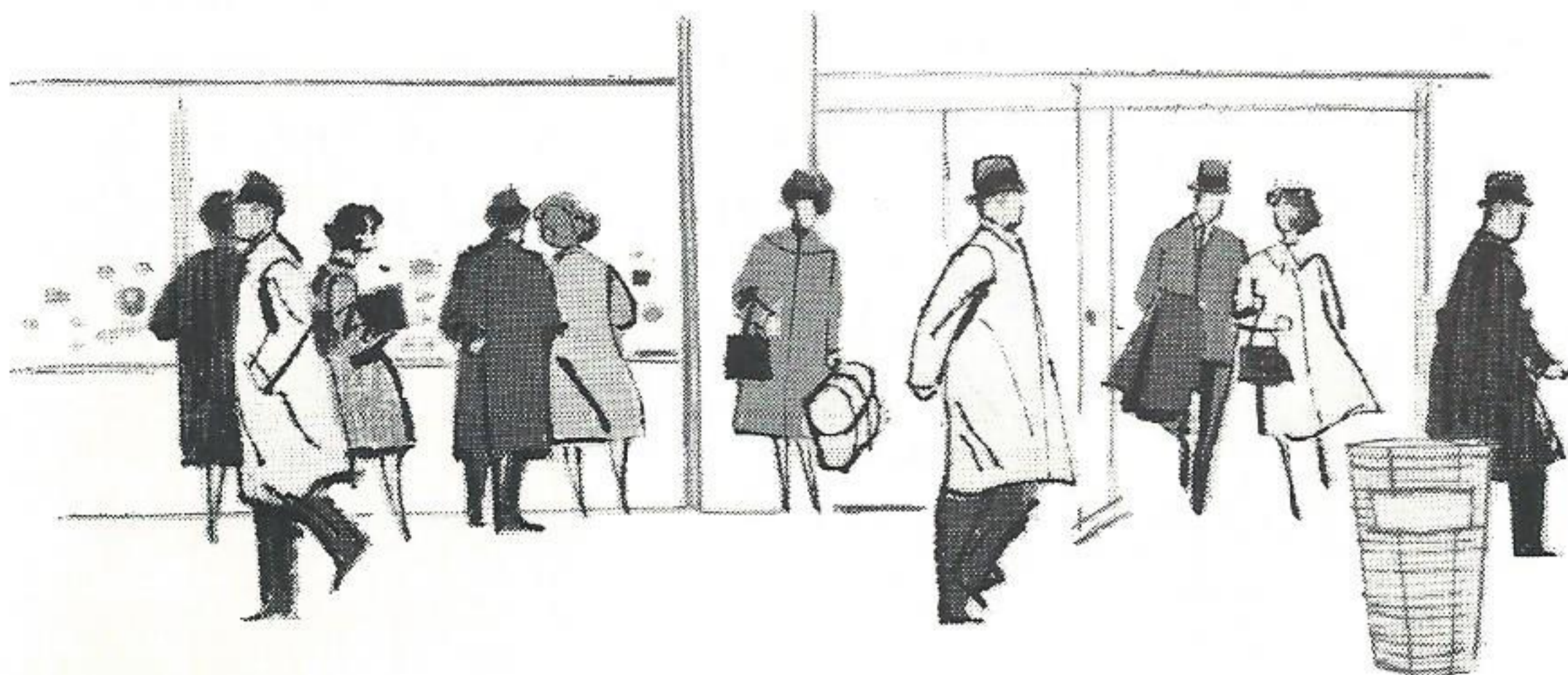
1 More than 300 investor-owned electric light and power companies are serving America today. These companies are located in nearly every part of the country.



3

2 More than 140,000,000 people are customers of the electric companies—in homes, farms and businesses across the nation. These customers have plenty of power for every need—plus plenty to spare.

3 The electric companies create jobs for 300,000 men and women who staff them. Engineers, linemen, accountants, meter readers, stenographers. . . . And hundreds of thousands of other jobs are created for people who provide the electric companies with goods and services.



4

4 More than 4,000,000 shareholders are the direct owners of these electric light and power companies. Millions more are indirect owners through bank or insurance savings, pension programs or other funds investing widely in electric companies.

**About four-fifths of America's electric power customers are served by the investor-owned companies. The remainder are served by government-financed power suppliers. The total, including both the investor-owned and government-financed, is referred to as the "total electric utility industry."*

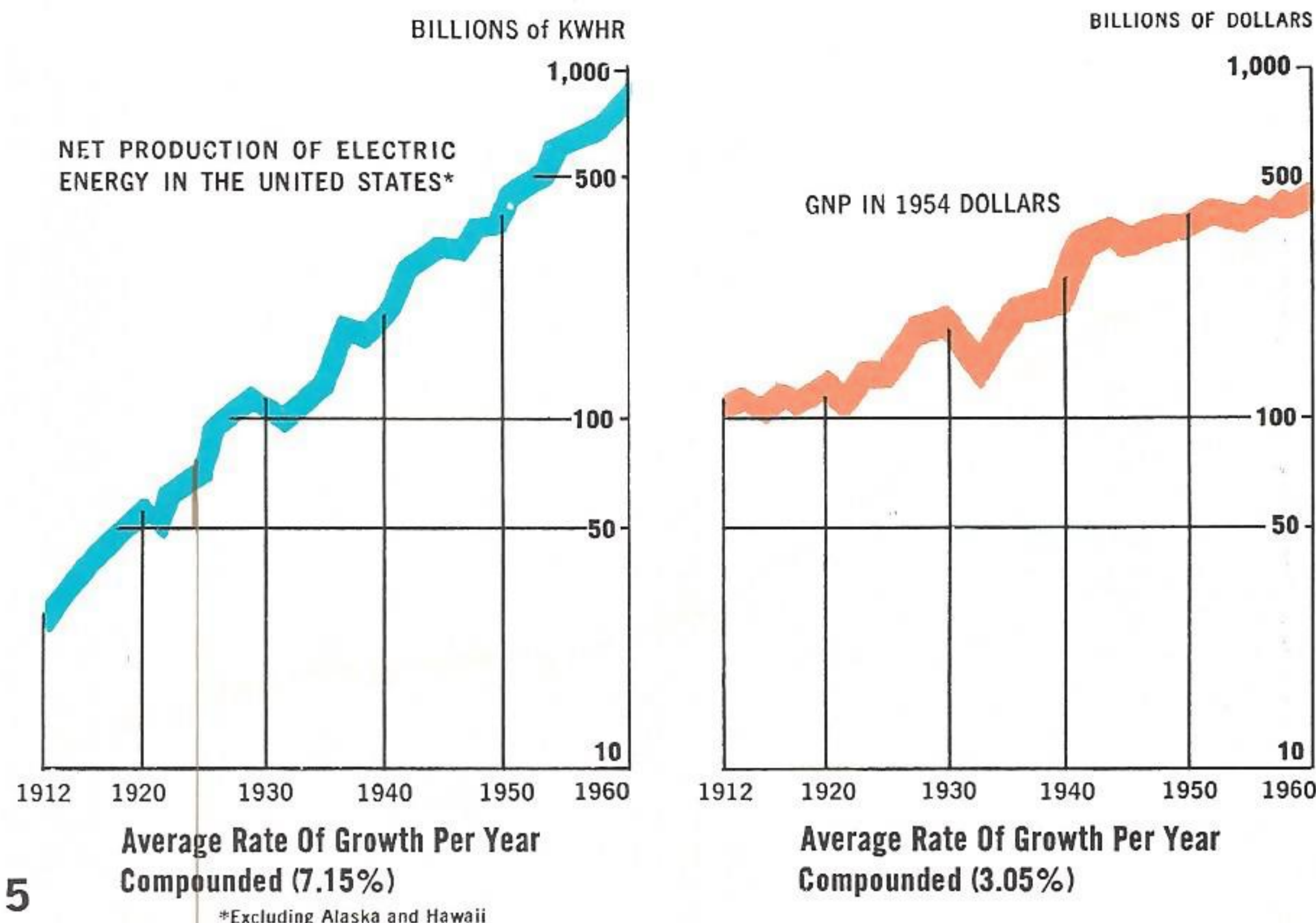
5 Use of electric service has increased dramatically over the years. Production of electricity has grown at about 2½ times the rate of the economy as a whole, as measured by Gross National Product (GNP).

6 Power-producing capability stays ahead of demand. The overwhelming share of this capability is in plants of investor-owned companies. These companies furnish more than 75% of today's power-plant capacity.

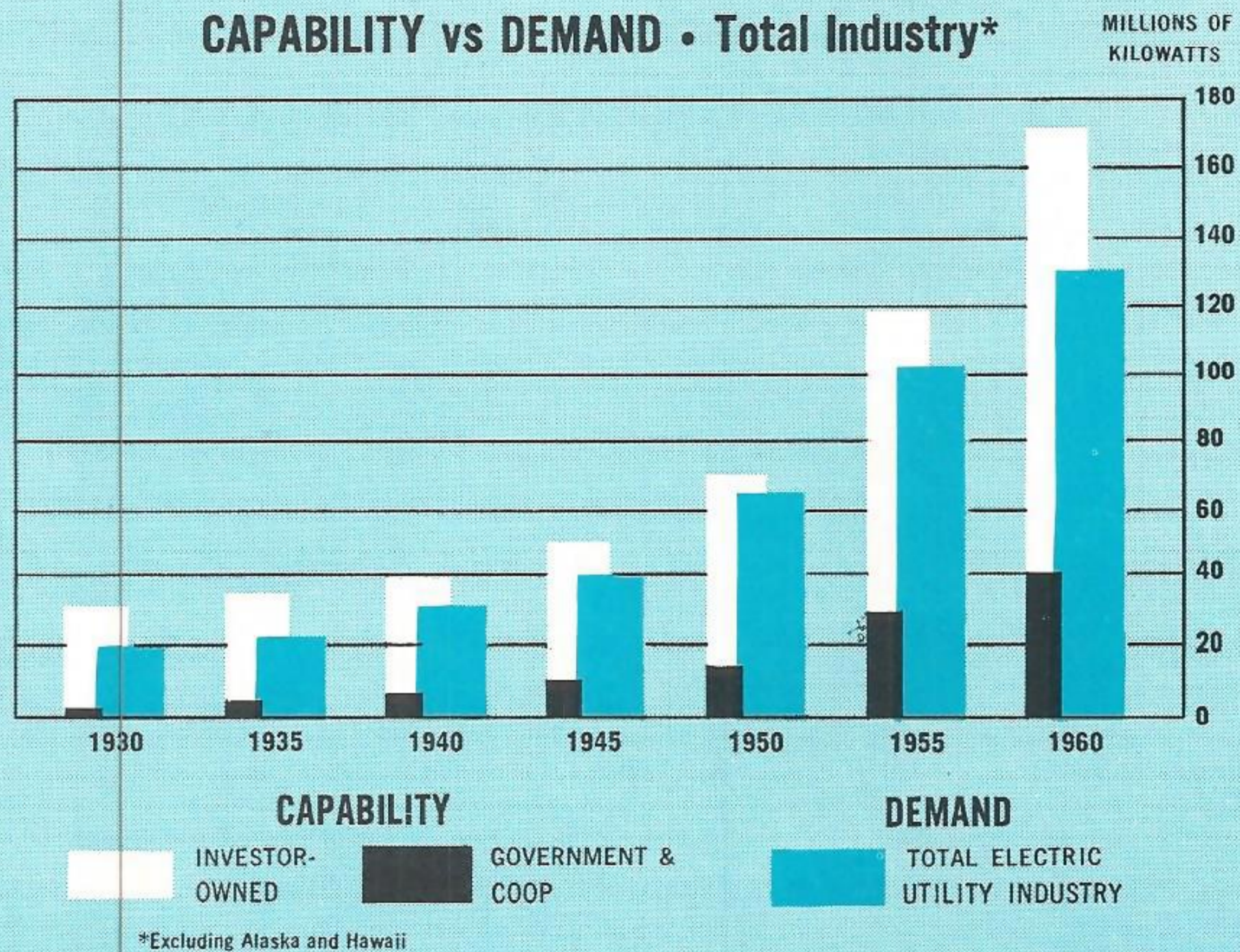
7 Electric service is the greatest value in the U. S. home. While the cost of almost everything Americans buy has gone up sharply, the average cost per kilowatt-hour of electric service for homes has actually gone down. The Consumer Price Index has climbed from a base of 100 in 1913 to 299 in 1960. At the same time, the average revenue per kilowatt-hour of residential electricity has dropped from an index figure of 100 in 1913 to 28 in 1960. The average cost has gone down, despite some rate increases, because people are using more and more electricity. Rate schedules automatically produce a lower average price per kilowatt-hour as use increases.

**More electricity than ever...
more value than ever**

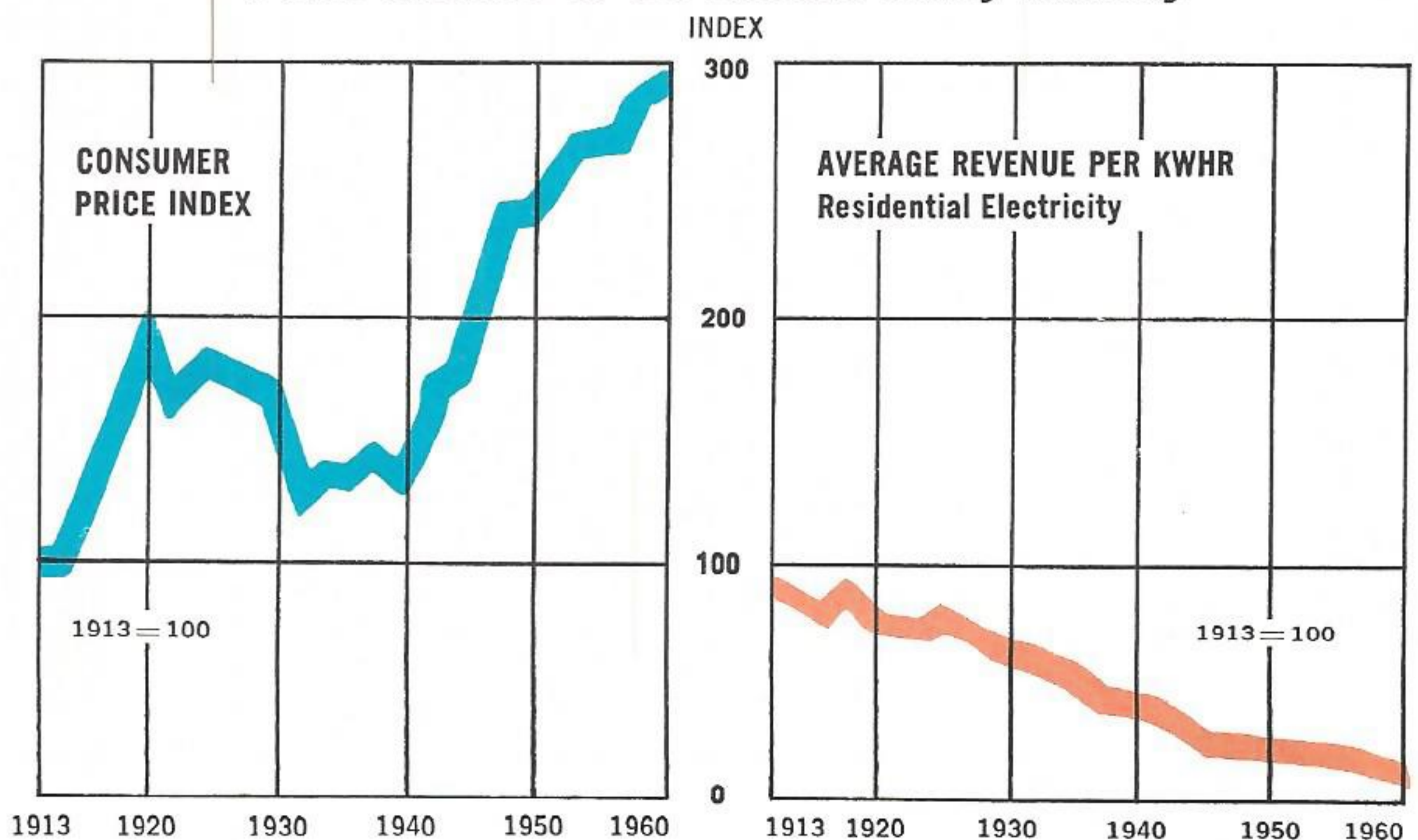
COMPARATIVE GROWTH RATE



CAPABILITY vs DEMAND • Total Industry*

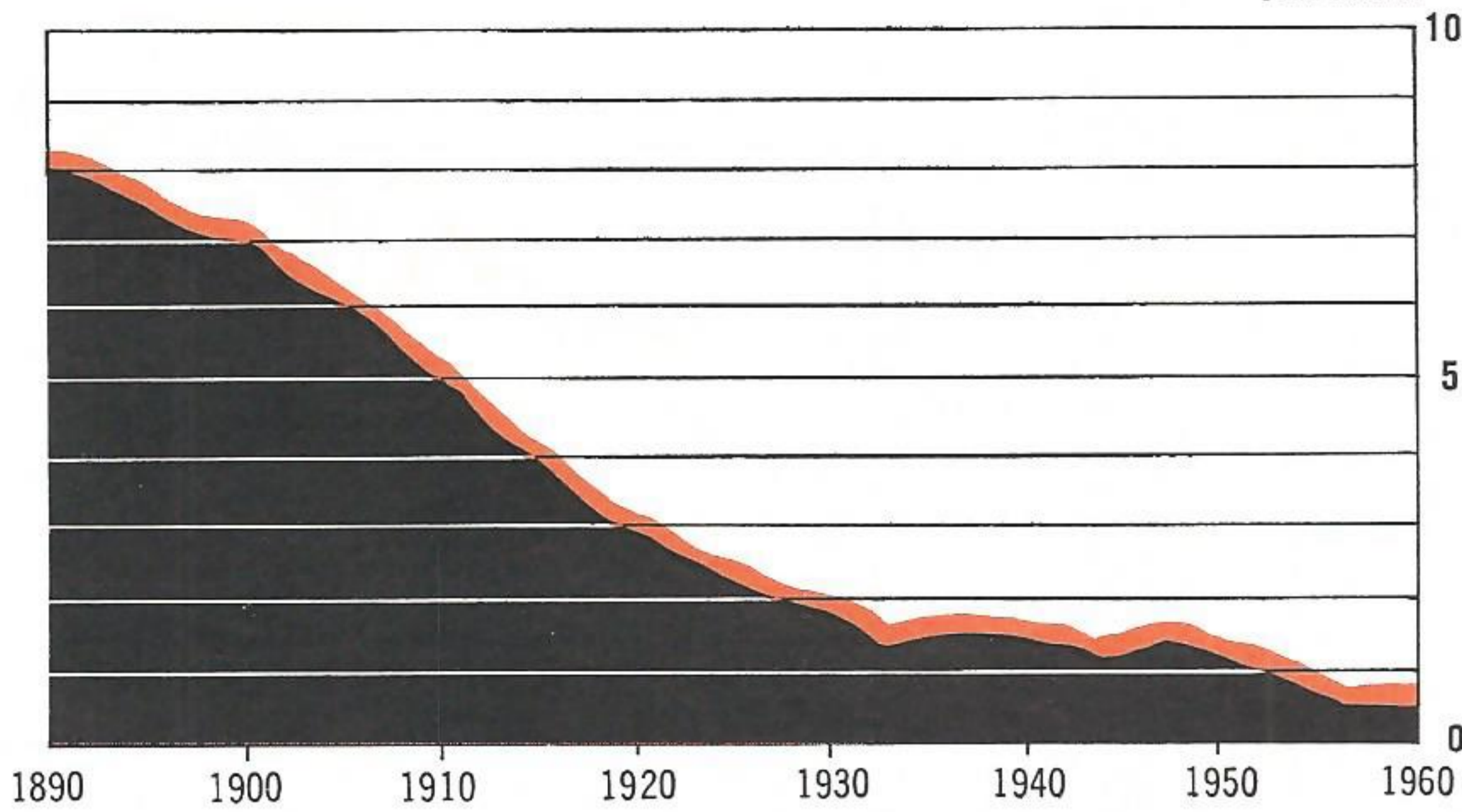


PRICE RECORD of the Electric Utility Industry



IMPROVED FUEL ECONOMY

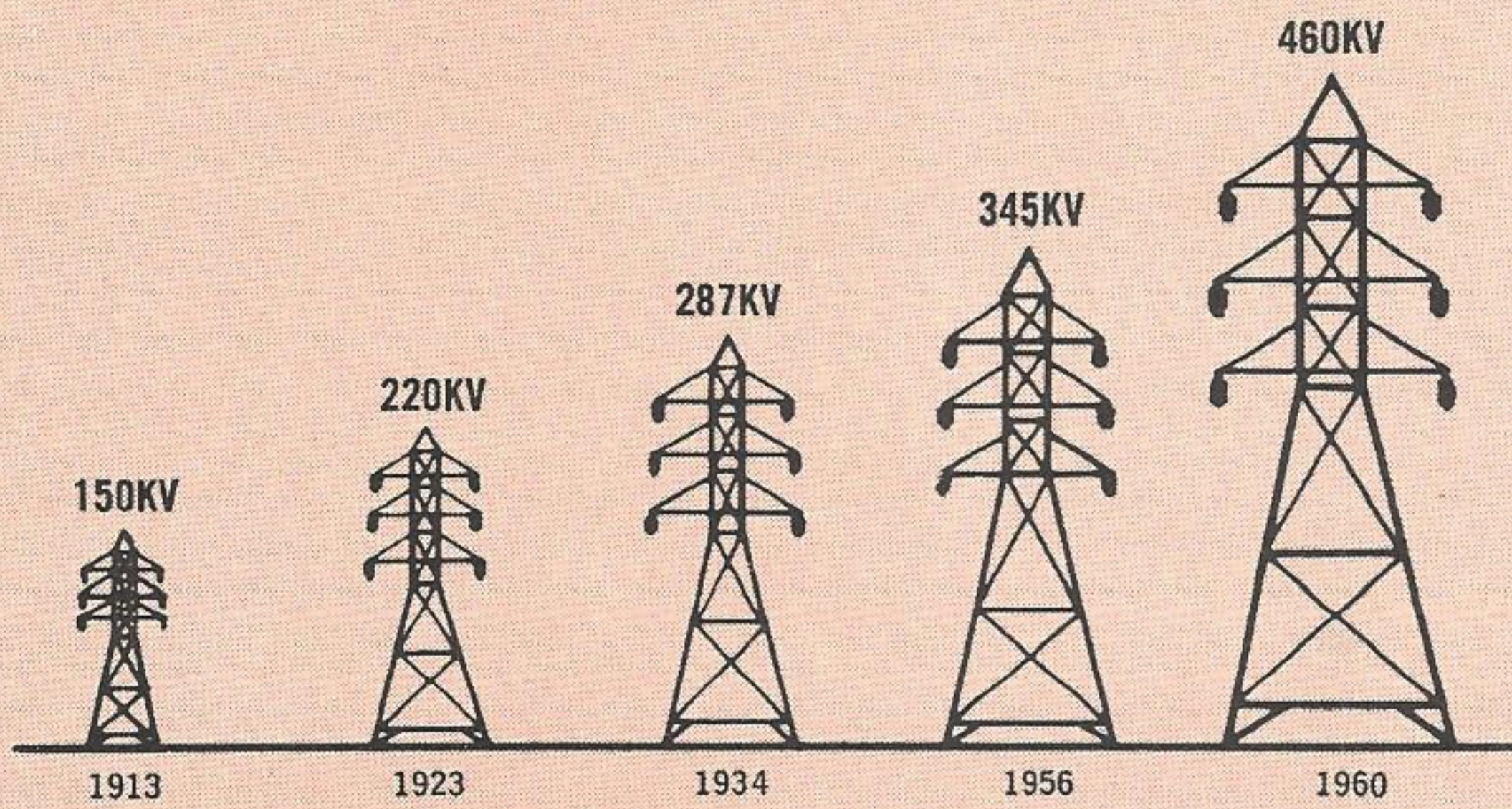
POUNDS
OF COAL
PER KWH



8

“Creative Engineering” helps keep value of service high

MAXIMUM TRANSMISSION VOLTAGES

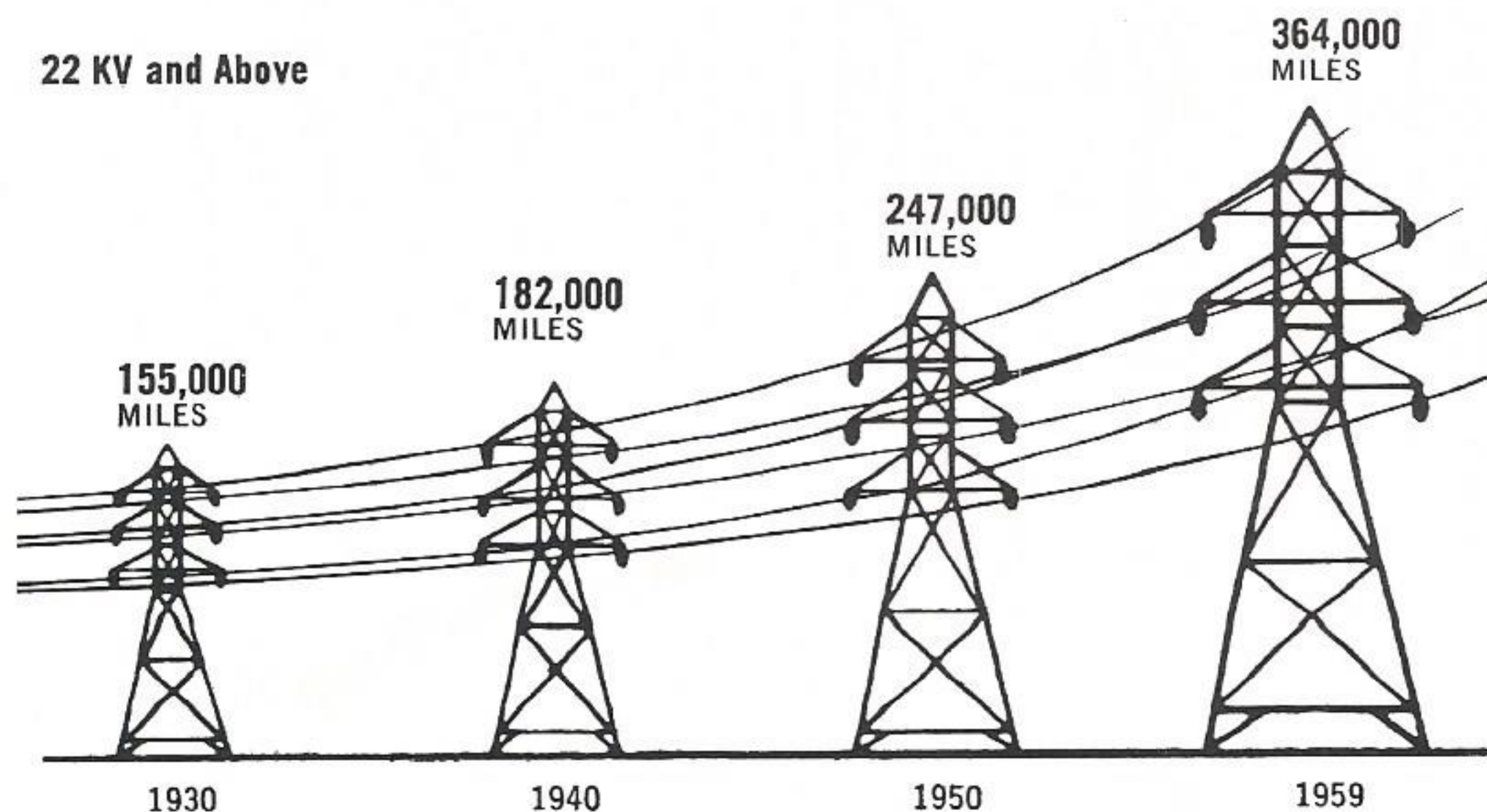


9

8 More power from less fuel is the result of constant improvement in power-plant design and operation. It once took eight pounds of coal to generate a kilowatt-hour of electricity. Today it can be done with as little as three-fourths of a pound. Improvements have also been made in the efficiency of other power sources—oil, gas and falling water.

MILES OF TRANSMISSION LINES

22 KV and Above

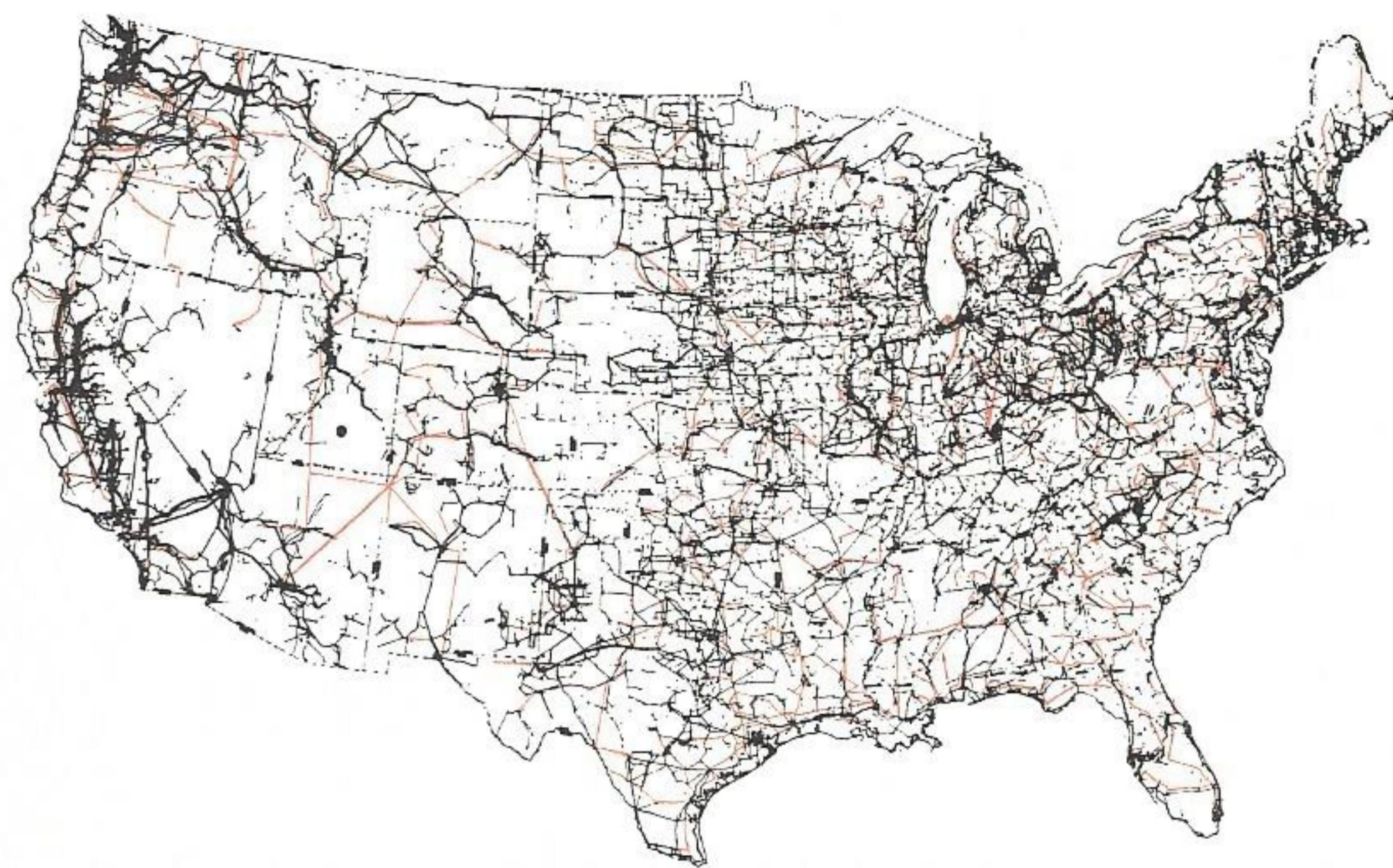


10

9 Higher transmission voltages help cut costs. Investor-owned electric companies are using and experimenting with ever-higher transmission voltages so they can send large amounts of electric power over long distances at lower costs. This helps keep rates to users low.

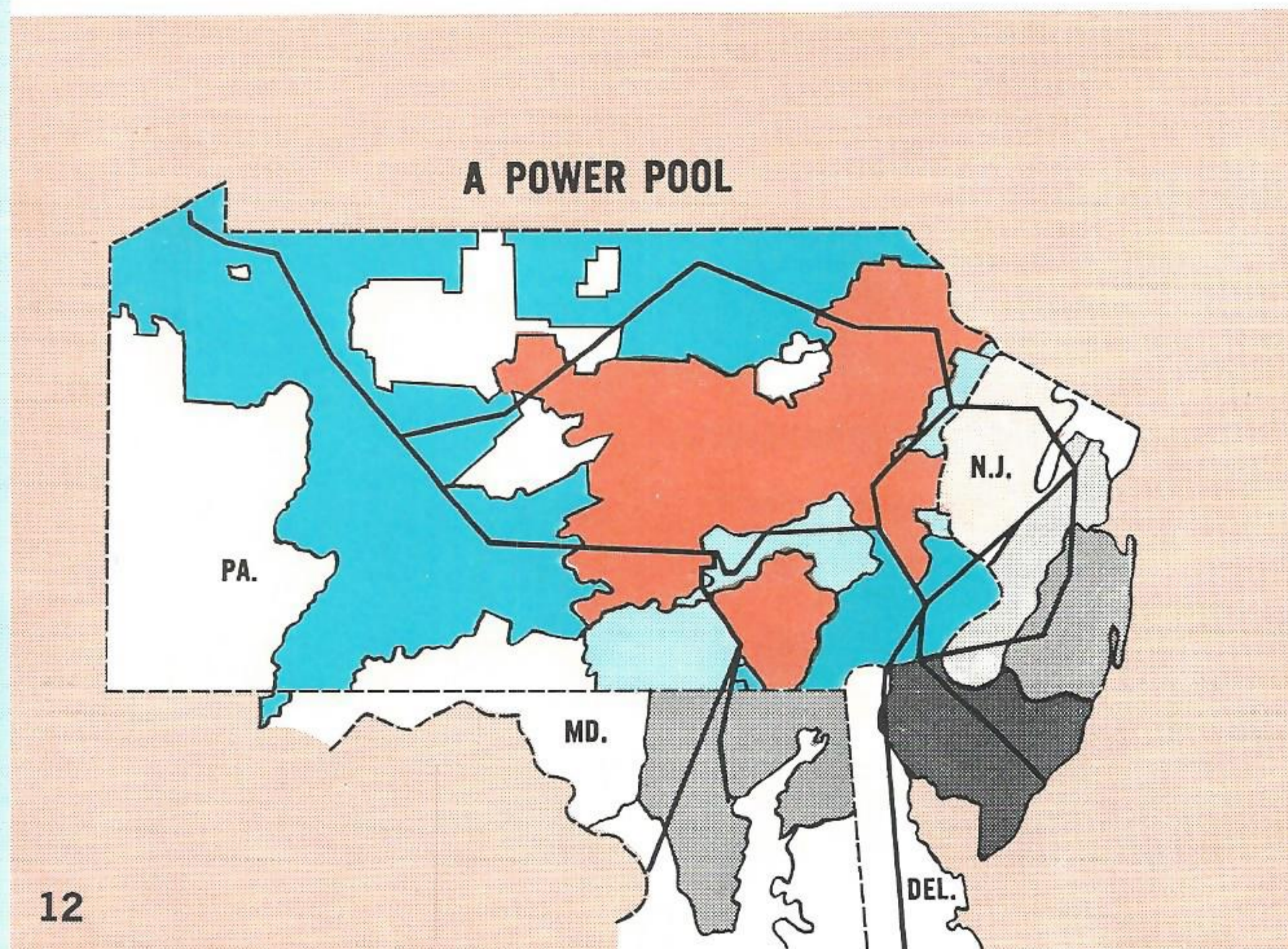
10 The miles of transmission lines have more than doubled since 1930. The investor-owned electric companies' transmission system has been growing at an accelerating pace as more and more power plants have been built and more interconnections have been completed.

11 *Interconnecting results in greater economies.* Thousands of miles of lines and hundreds of power plants within the electric industry are interconnected in many parts of the country. Thus, power can be delivered from many sources and from the most efficient plants first. The nation's transmission system as of January, 1960, is shown here in black. Lines expected to be added by 1970 are in color. Most of these new lines will be built and financed by the investor-owned electric companies.



11

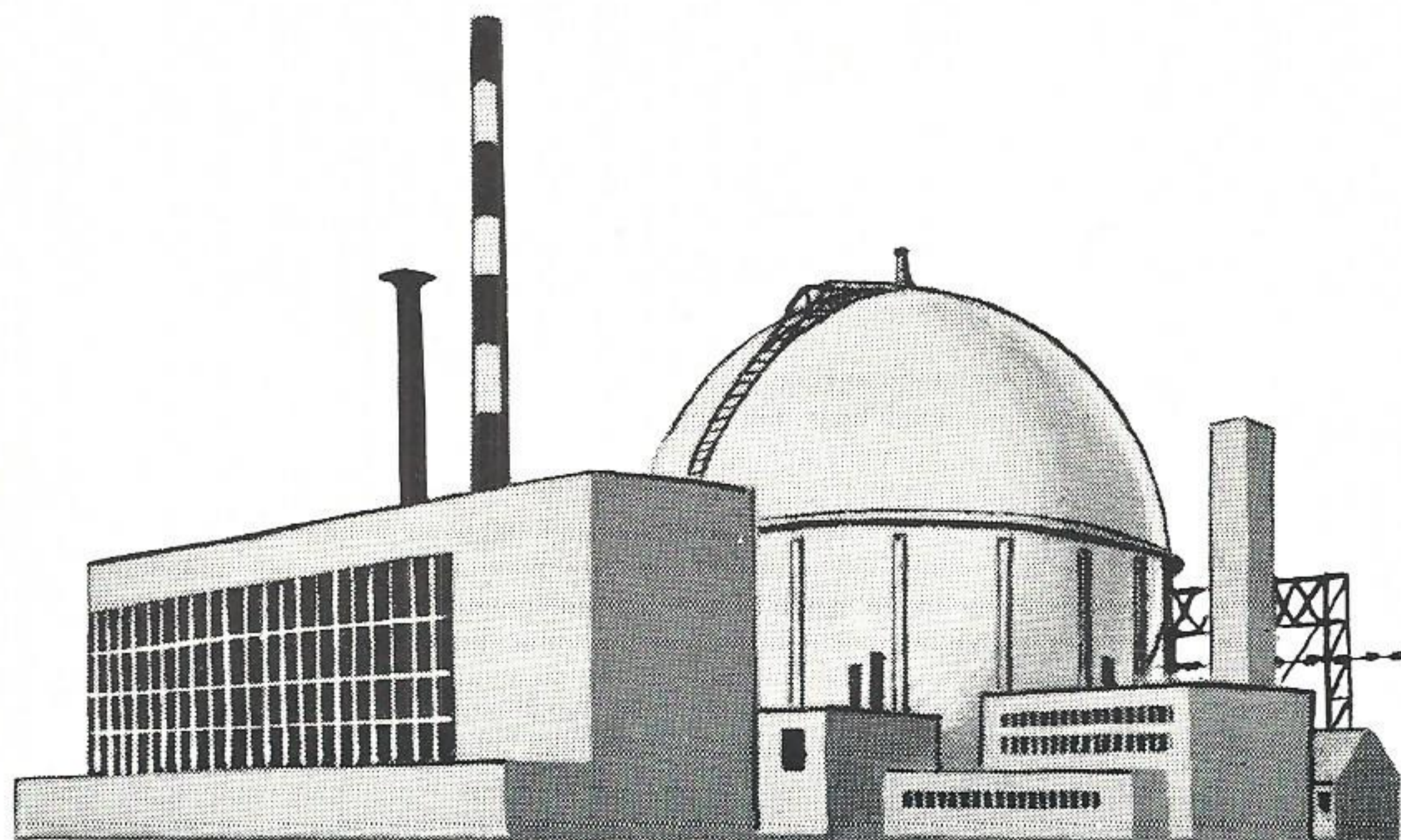
12 *An example of a "power pool" is this one in the Northeast.* Twelve investor-owned electric companies pool facilities and interconnect lines to serve in a three-state area of about 48,000 square miles and 19,000,000 population. Combined capability is 15,000,000 kilowatts. Efficient joint use of facilities in this manner results in better service and lower costs.



12

13 *A development program is under way on atomic electric power.* A total of 124 investor-owned electric companies are participating in 23 projects involving company expenditures of about \$700,000,000. Working with the Atomic Energy Commission, equipment manufacturers, and other organizations, the electric companies are making steady steps toward ways to produce electricity from the atom as cheaply as it can be produced by other means.

Increased interconnections... atomic electric power

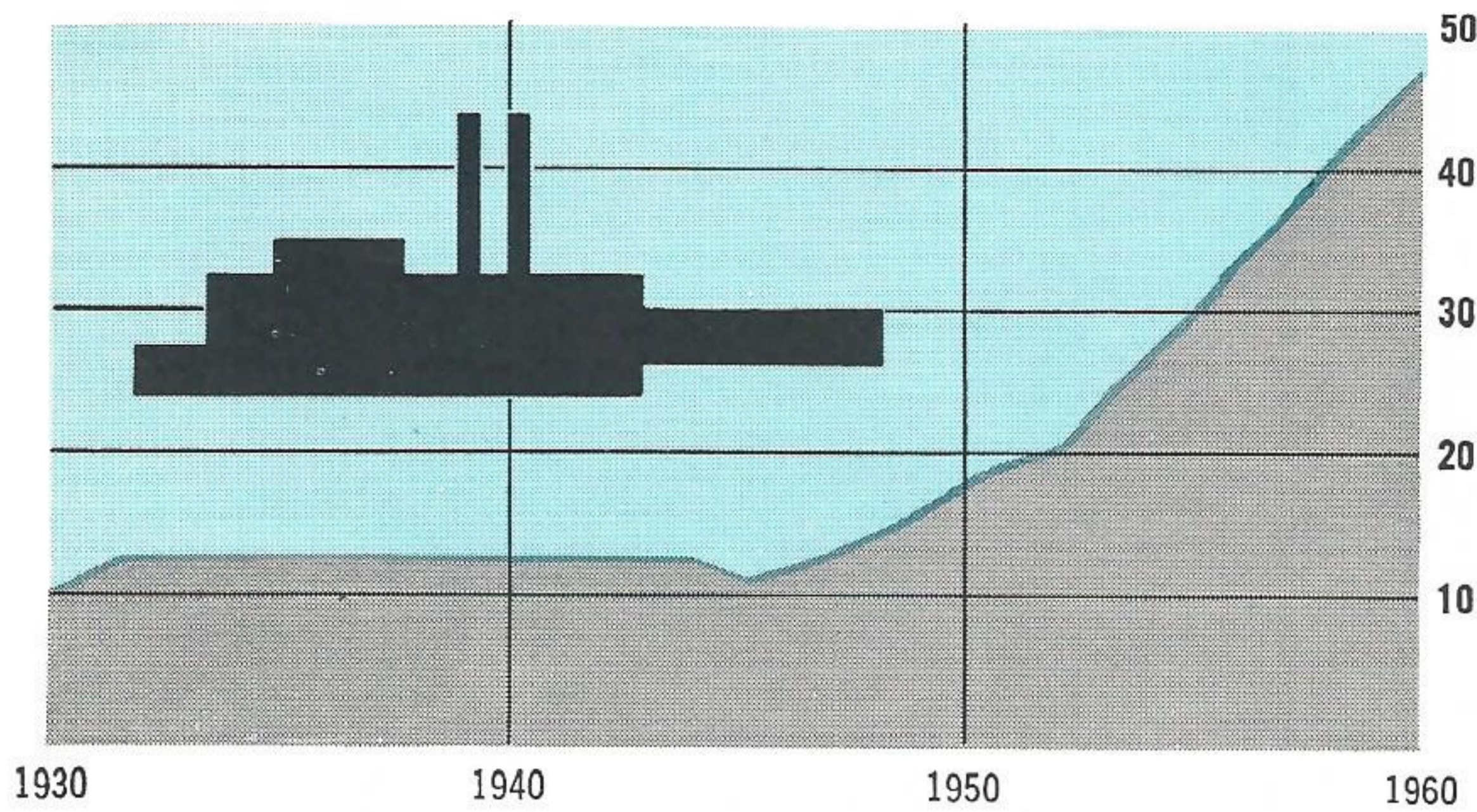


13

INVESTMENT IN ELECTRIC PLANT

Investor-Owned

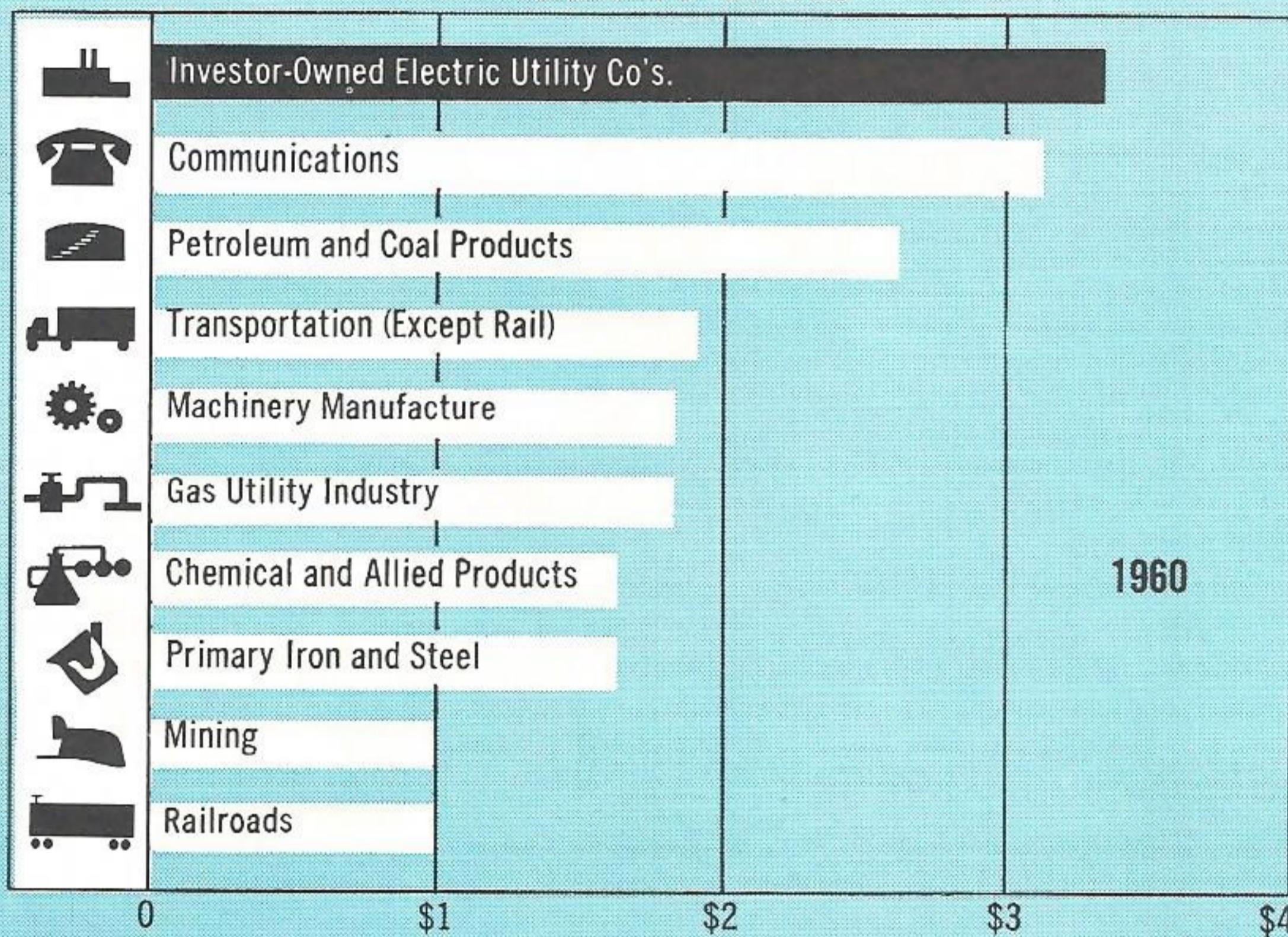
BILLIONS OF \$



14

PLANT AND EQUIPMENT SPENDING Ten Leading Industries

BILLIONS OF DOLLARS



15

**Electric light and power...
the nation's leading industry**

14 The investor-owned electric power industry represents the biggest industry investment in the nation. The investment in electric plant in 1960 totaled \$46,000,000,000. No other industry matches it.

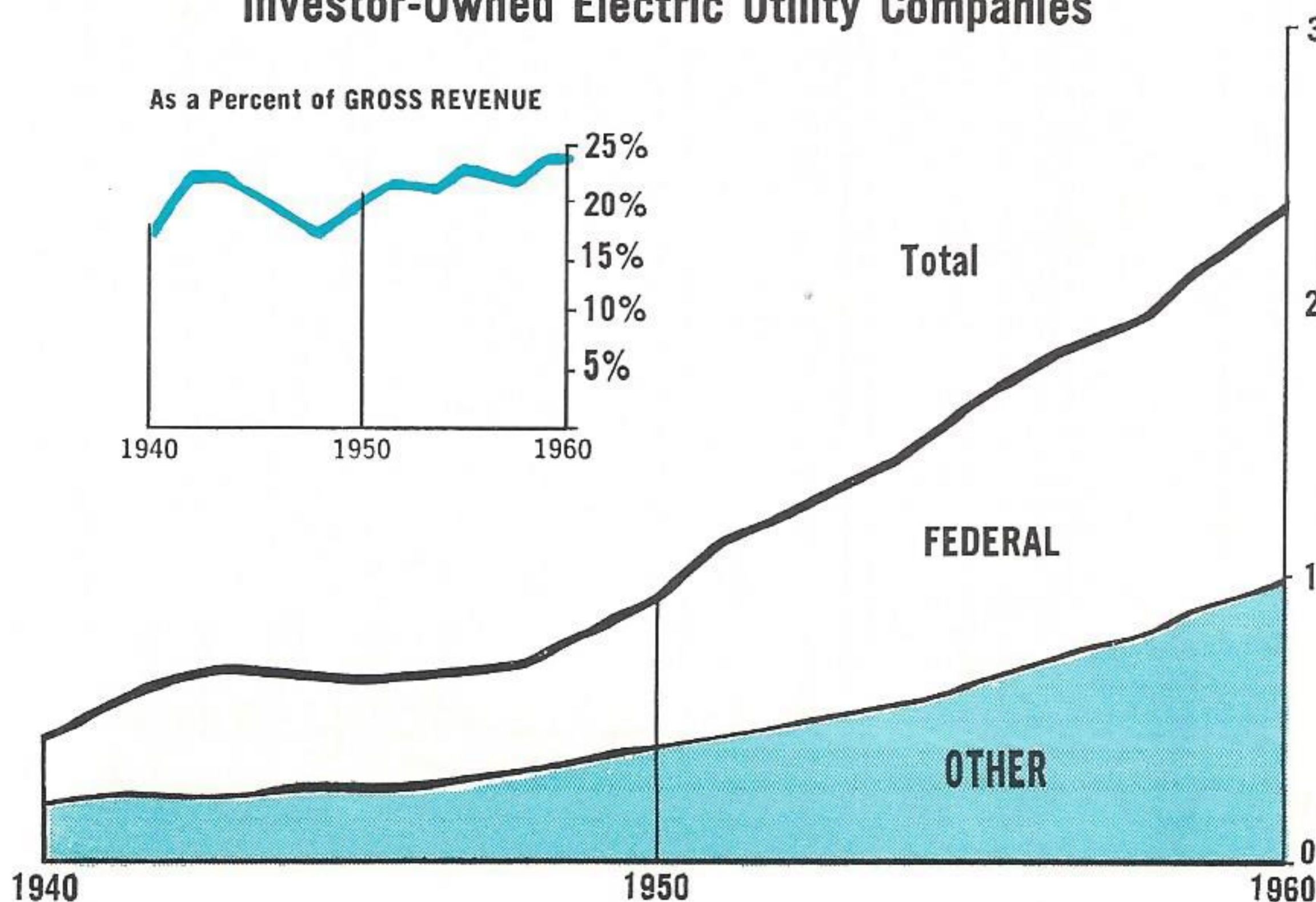
15 Average spending of \$3,200,000,000 per year for new plant and equipment tops all other industries. Construction in the electric industry is about 10% of the new construction for all American major industries. Because the use of electricity is unusually stable, the electric companies continue to spend for plants and equipment even during recessions when spending by many other industries drops off.

TAXES

Investor-Owned Electric Utility Companies

As a Percent of GROSS REVENUE

BILLIONS OF DOLLARS



16

16 Investor-owned electric companies rank first among all major industries in taxes paid. These taxes—to local, state and federal governments—amount to about 24% of every dollar the companies receive from customers. The companies are currently paying about \$2,000,000,000 a year in taxes.

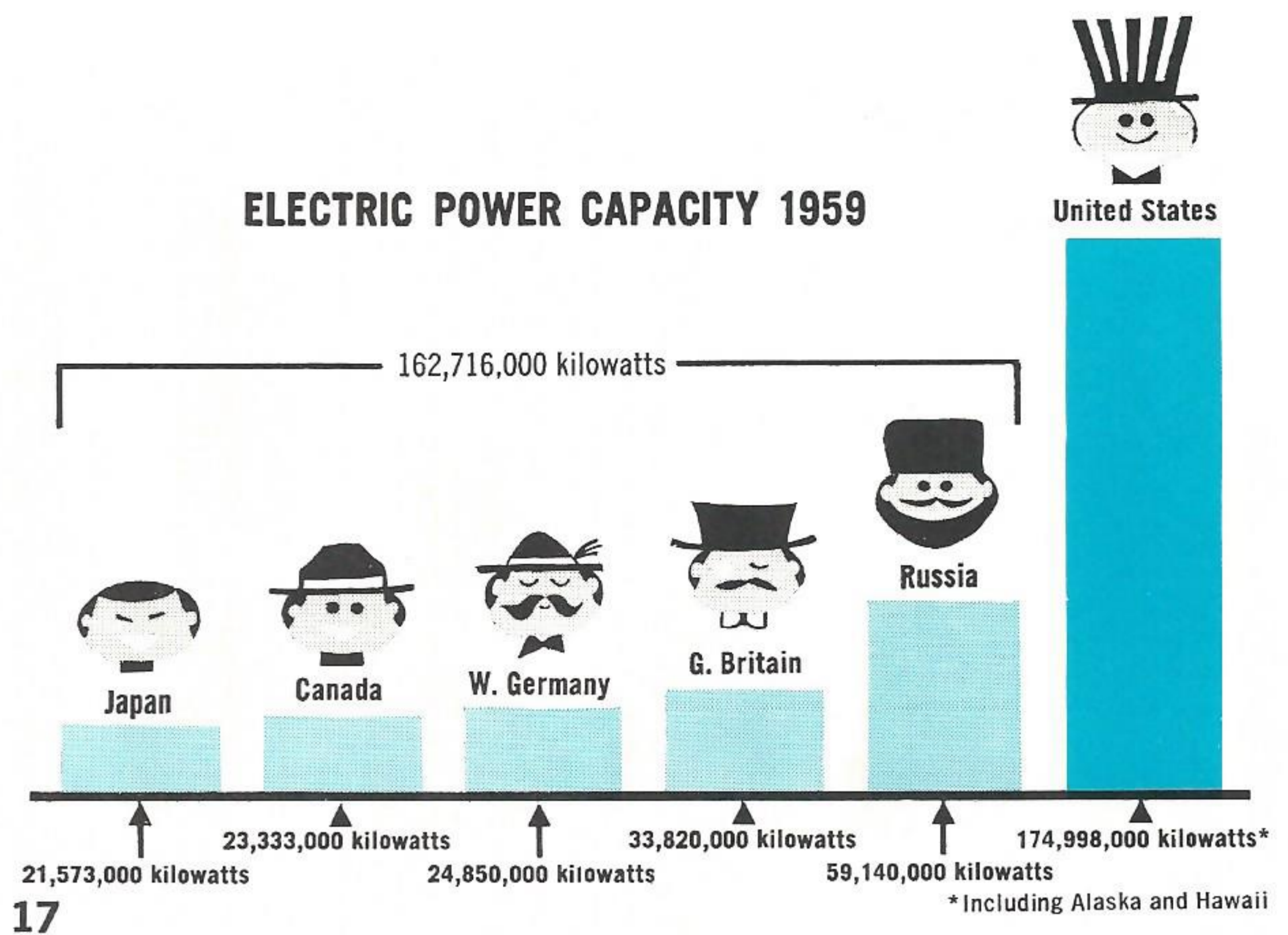
17 America has more electricity than the next five nations of the world combined—three times as much as Russia. With only one-sixteenth of the world's population, America has one-third of the electric capacity.

18 Americans enjoy nearly eight times as much electricity in their homes as the Russians. The average home in this country uses twice as much electricity for lighting alone as the Russian home uses for all purposes.

19 The U. S. transmission system is five times the size of Russia's. Although Russia has about three times as much area as the United States, this nation's electric transmission lines extend vastly farther—304,000 miles in the U. S., 62,000 miles in Russia.

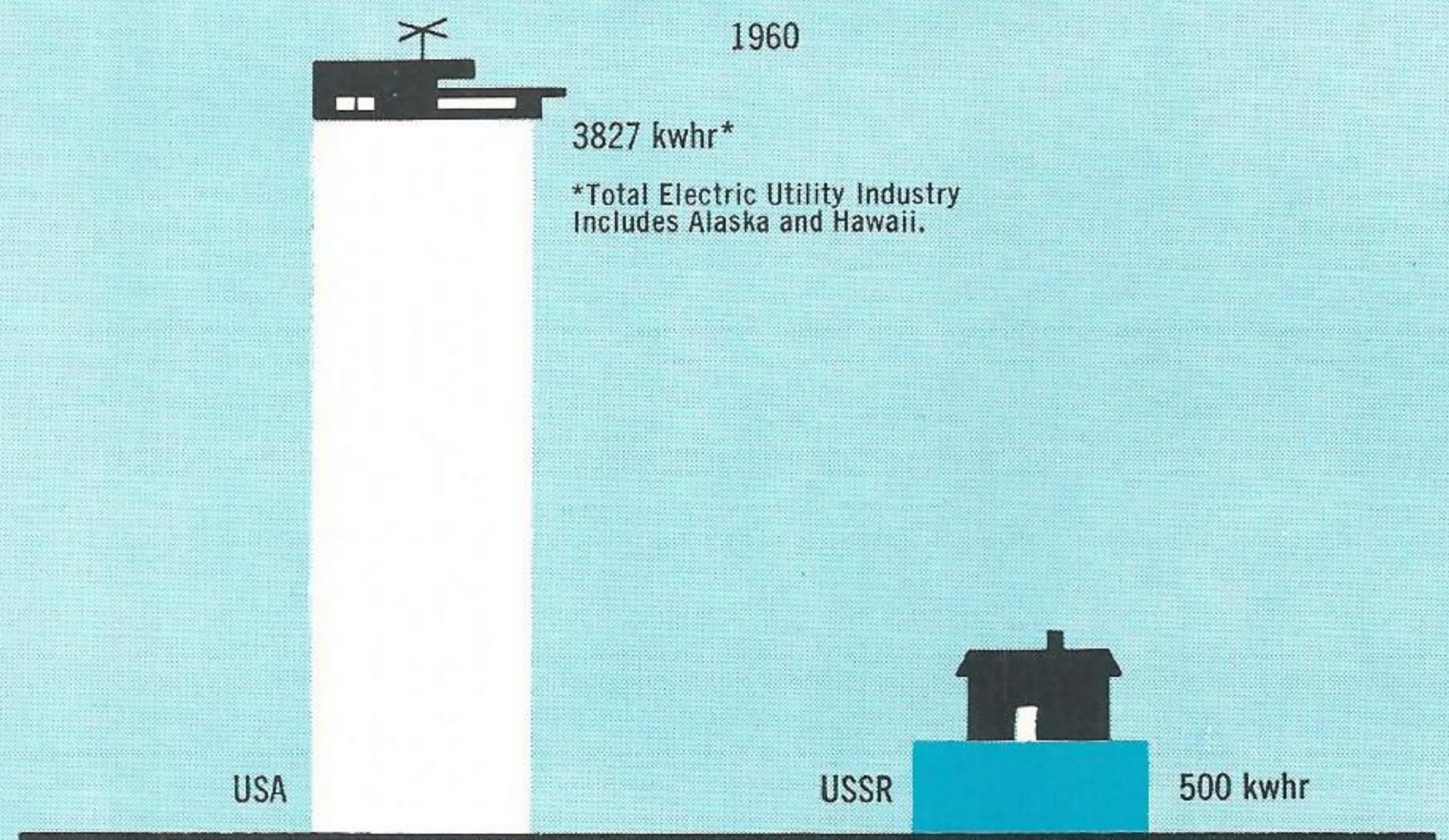
**The United States:
world's leading electric nation**

ELECTRIC POWER CAPACITY 1959



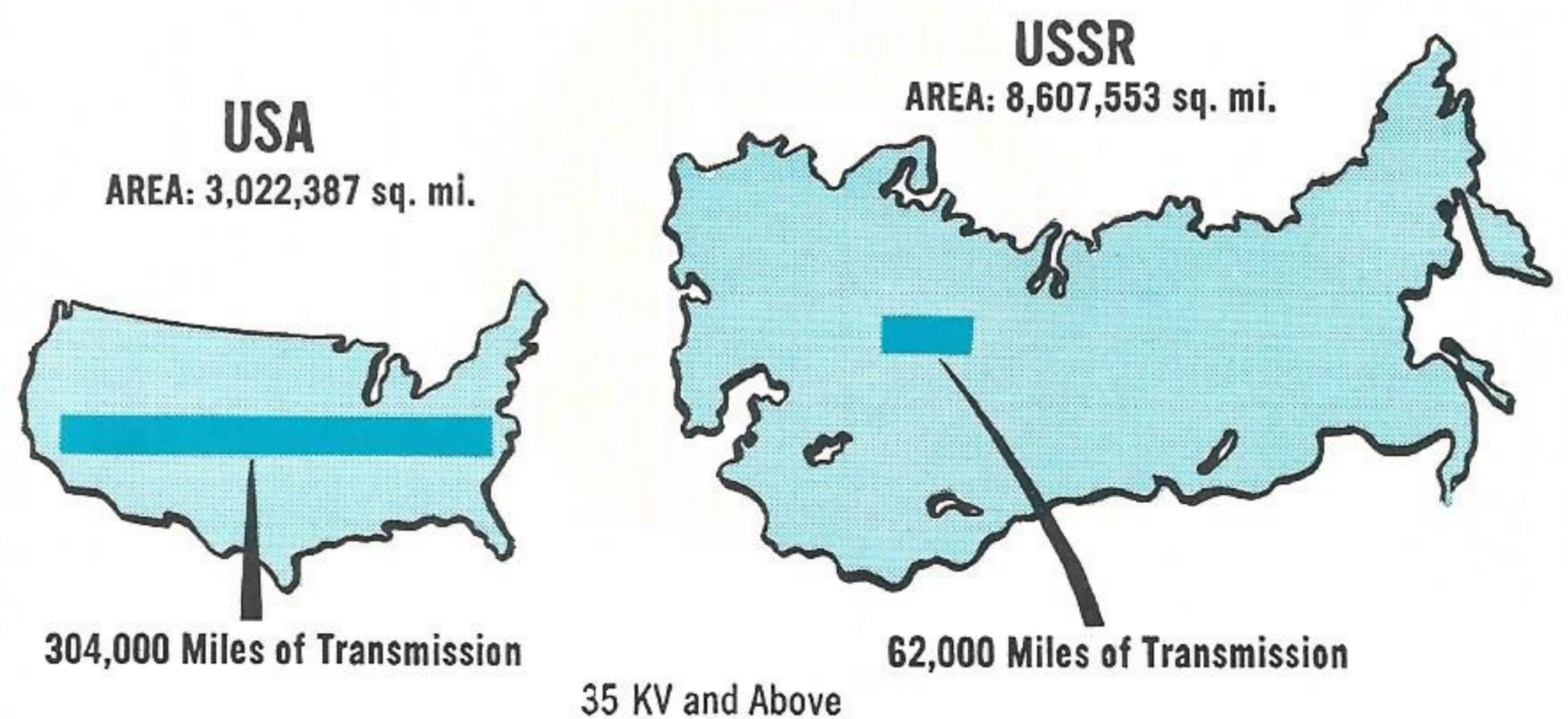
17

AVERAGE ANNUAL USE Per Residential Customer



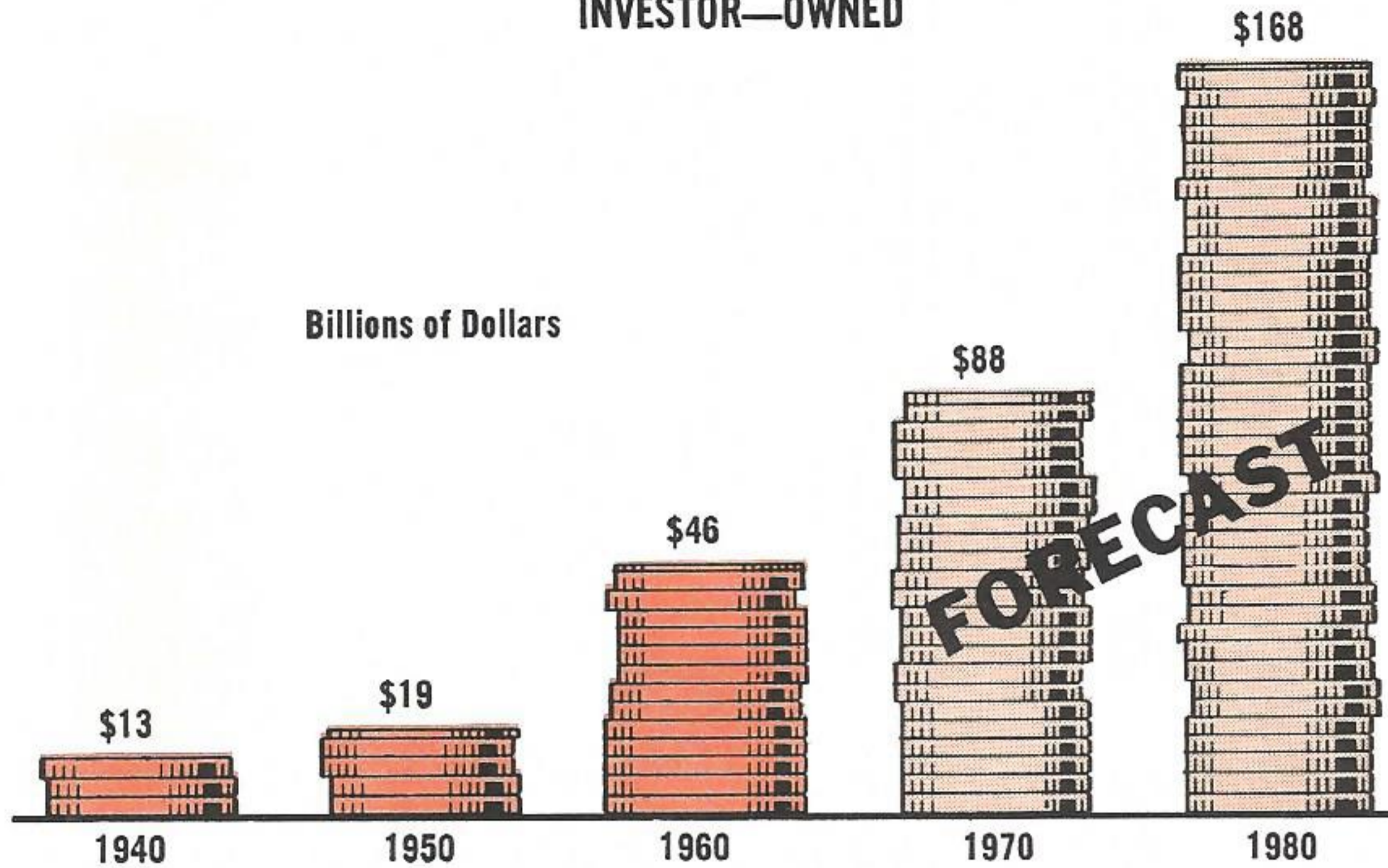
18

TRANSMISSION LINES • USA and USSR



19

INVESTMENT IN ELECTRIC PLANT INVESTOR-OWNED



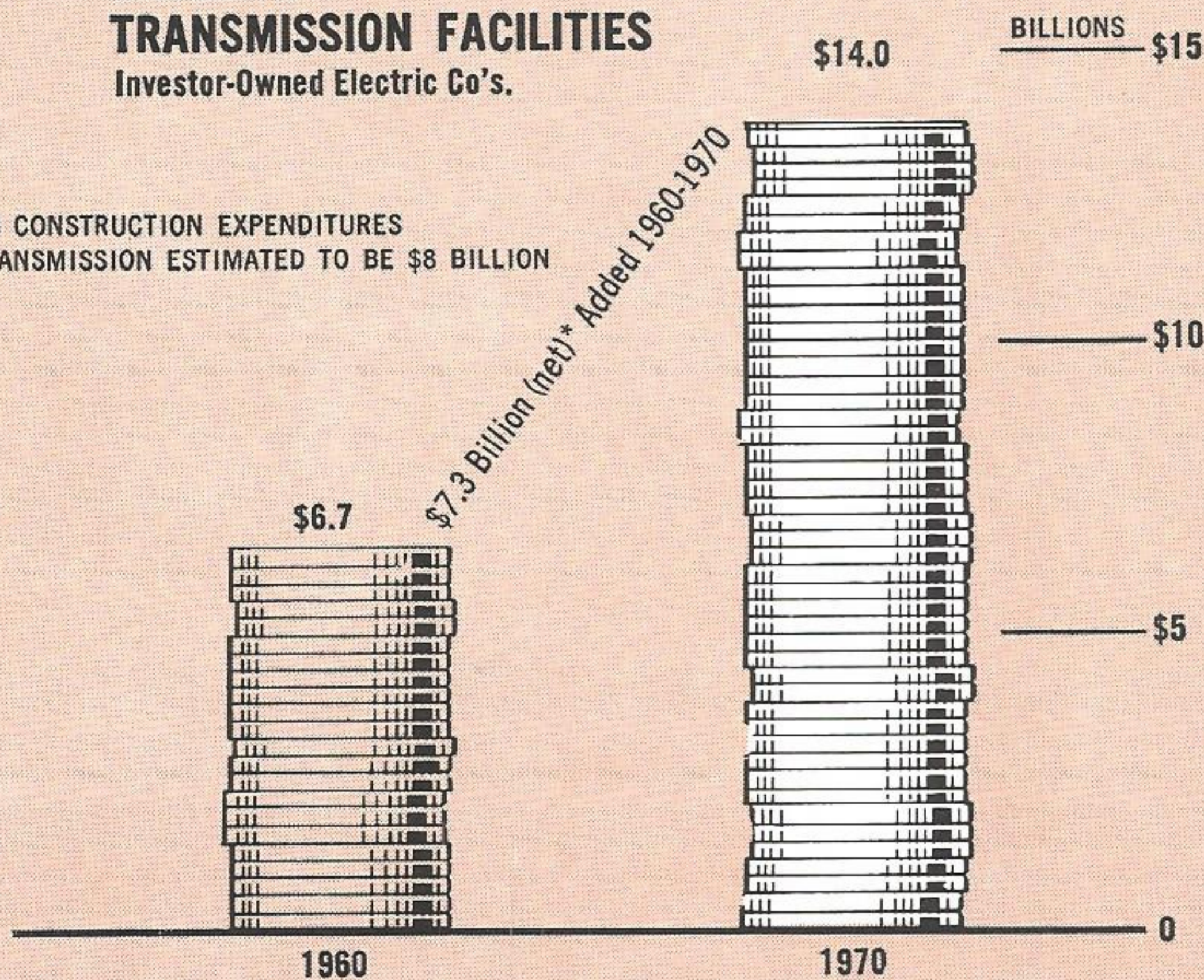
20

The investor-owned electric light and power companies can supply all the additional electricity America will need

20 The electric companies plan to nearly double their investment by 1970. They expect to increase it from the \$46,000,000,000 investment of 1960 to about \$88,000,000,000. Then, they expect to about double it again by 1980—all to make sure of an ever-abundant power supply for America.

Investment in TRANSMISSION FACILITIES Investor-Owned Electric Co's.

*GROSS CONSTRUCTION EXPENDITURES
FOR TRANSMISSION ESTIMATED TO BE \$8 BILLION

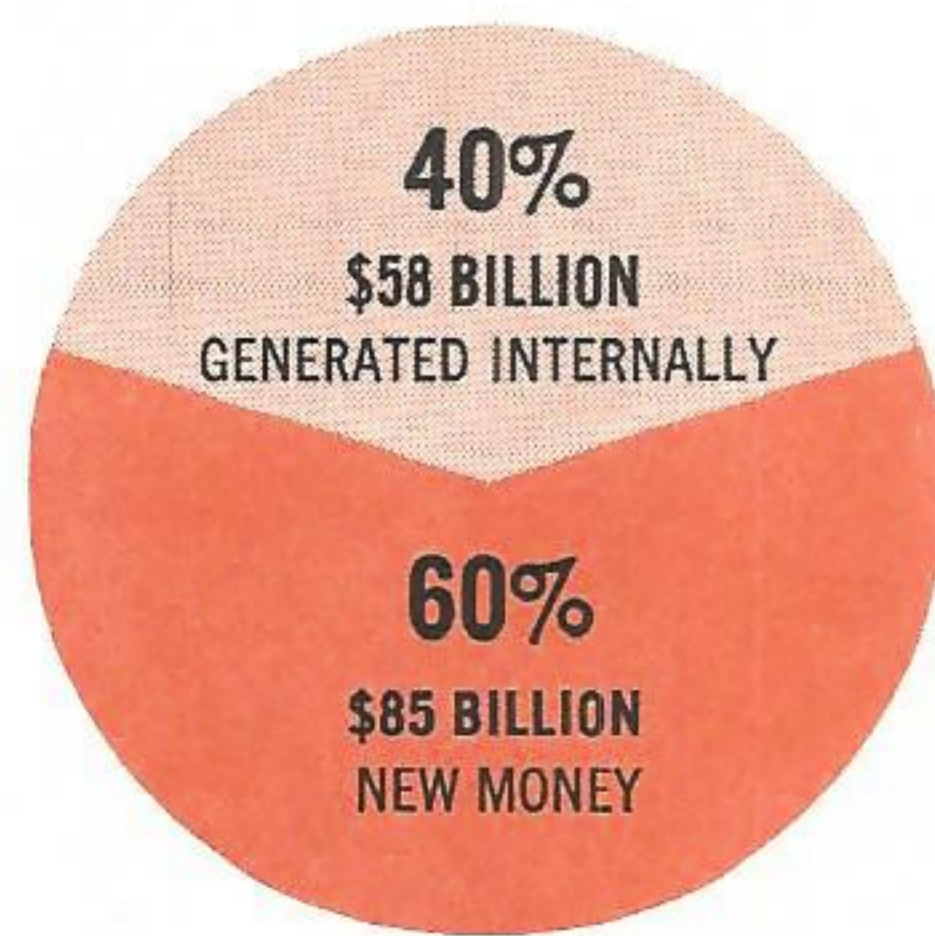


21

21 The transmission investment will also double. The electric companies' current investment in transmission facilities alone is about \$6,700,000,000. By 1970, it is expected this will be about \$14,000,000,000—more than double.

22 The electric companies' gigantic expansion program will not depend on tax money. The billions needed will be generated internally from the companies' own earnings, or they will be financed through the sale of securities in the free market. That is the way in which capital has been provided for electric company expansion in the past and the way it is being provided today.

FINANCIAL REQUIREMENTS



1960-1980
Total \$143 Billion

22

All the additional power a growing America will need can be provided by the investor-owned electric light and power companies. There is no need to spend tax money to build more federal government electric systems, as some people are constantly urging. Such unnecessary federal spending would be senseless at any time, but it's downright dangerous when so many billions are needed for national defense.

INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES

Company names on request from this magazine's advertising department

Keep America Powerful

For first six months of 1962 . . .

Beaumont Division Leads In Commerical Sales

BEAUMONT Division Commercial Sales Department came away the winner in the six-month commercial sales team contest which ended June 30.

W. A. Thomson, supervisor of commercial sales, and his "Beaumonters", Oscar Baxley, Brooks Bishop, Glenn Haines, and Fred Tenholder, Beaumont; Wyatt Bell, Liberty; and Buck Wingard, Orange; won by placing first in cooking and lighting, second in heat pumps and third in heating.

Standings for the other four divisions for the first six months are: Lake Charles, first in heating, second in cooking, third in lighting and fourth in heat pumps; Baton Rouge, second in lighting and heating, third in heat pumps, and fifth in cooking; Port Arthur, first in heat pumps, third in cooking, and fifth in lighting and heating; Navasota fourth in cooking, lighting and heating and fifth in heat pumps.

During the first half of 1962, our Commercial Sales Department has sold 48.2 per cent of their 8,500 Kw quota

in cooking, 45.1 per cent of 33,000 Kw of lighting quota, 34.6 per cent of the 1,800 tons of heat pumps, and 66 per cent of 4,500 Kw of electric heating.

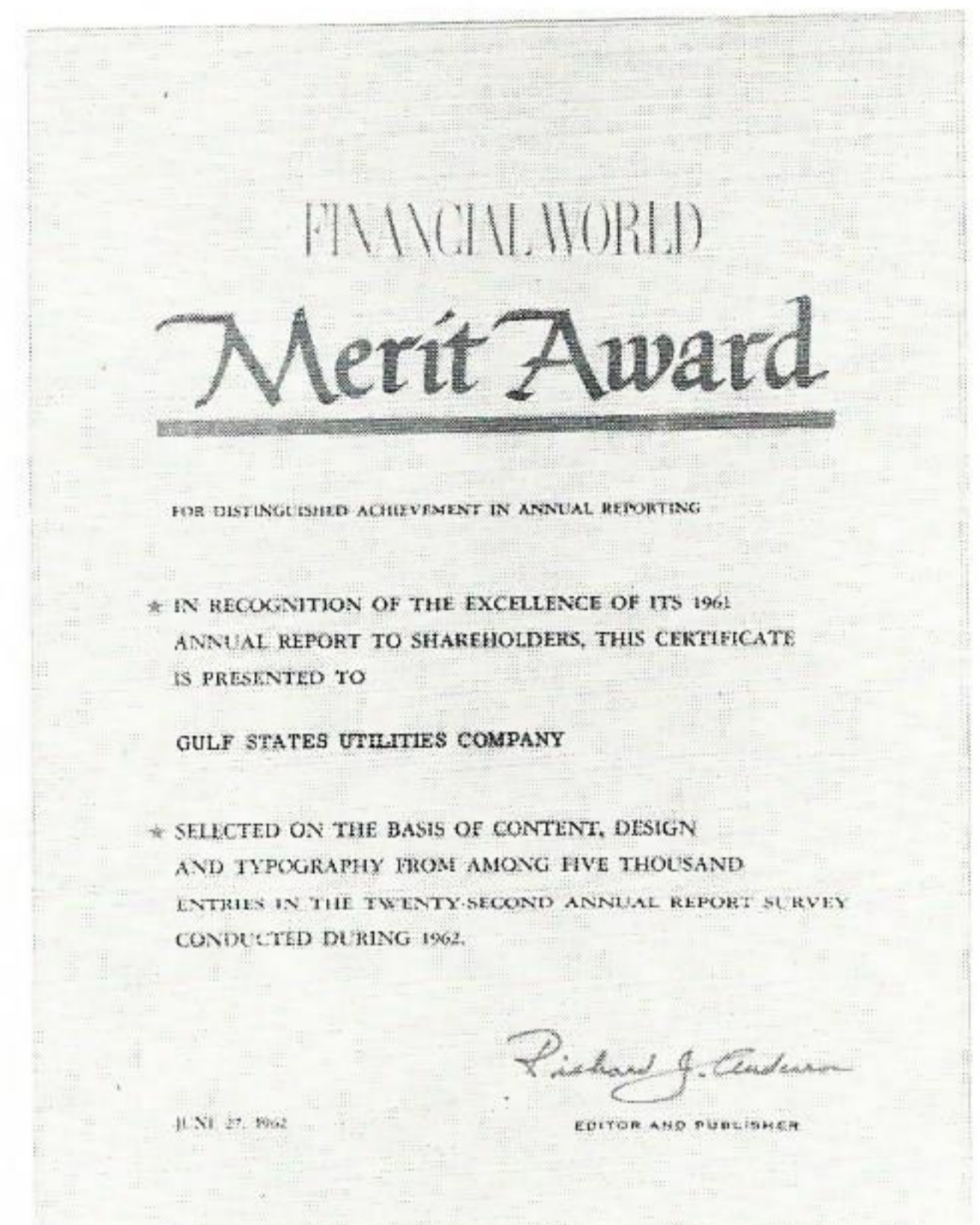
"We've completed a very excellent six month commercial sales campaign," said Bill Richard, system supervisor of commercial sales, Beaumont. "The campaign, so far this year, has netted our Company 4,095.6 kilowatts in electric cooking, 14,895.5 Kw in lighting and 2,968.1 Kw in electric heating. The commercial sales representatives have also sold 117 heat pumps totaling 623.4 tons of cooling and heating. Our estimated annual revenue from this load will be \$1,187,696.

"There has been keen competition in the first half of the year. And we know it will be even keener in the last half. We expect the special fry kettle campaign with its special trade-in allowances during September, October and November to increase our commercial cooking sales by about 90 electric fry kettles. There is also a special floodlighting campaign planned for this fall."



LEAD IN COMMERCIAL SALES FOR FIRST SIX MONTHS. Commercial sales representatives from Beaumont Division were the winners for the first six months of the commercial sales campaign. The Beaumont group placed first in cooking and lighting, second in heat pumps and third in heating. The winning team was made up of Bill Thomson, supervisor of commercial sales, Beaumont, Glenn Haines, Beaumont, Walter House, supervisor of sales, Orange, Brooks Bishop, Beaumont, Wyatt Bell, Liberty, Oscar Baxley and Fred Tenholder, Beaumont, and Buck Wingard, Orange.

August, 1962



For 14th time . . .

Company Wins Report Award

FOR the 14th consecutive year our Company has received the Financial World Merit Award for distinguished achievement in annual reporting.

The award was presented by the investment and business weekly magazine in recognition of the excellence of our 1961 Annual Report to shareholders.

The report was selected on the basis of content, design and typography and was among 5,000 annual reports reviewed in the 22nd Annual Report Survey conducted this year.

Designed to convey comprehensive information about our Company's operations, the report was mailed to 18,000 shareholders in all 50 states and several foreign countries, to the 2,800 employees and to financial and security analysts to serve as a reference for brokerage firms, banks and other institutions who must continually keep employed large sums of money. In addition, the report is furnished to many colleges and universities where it serves as a textbook for classes.

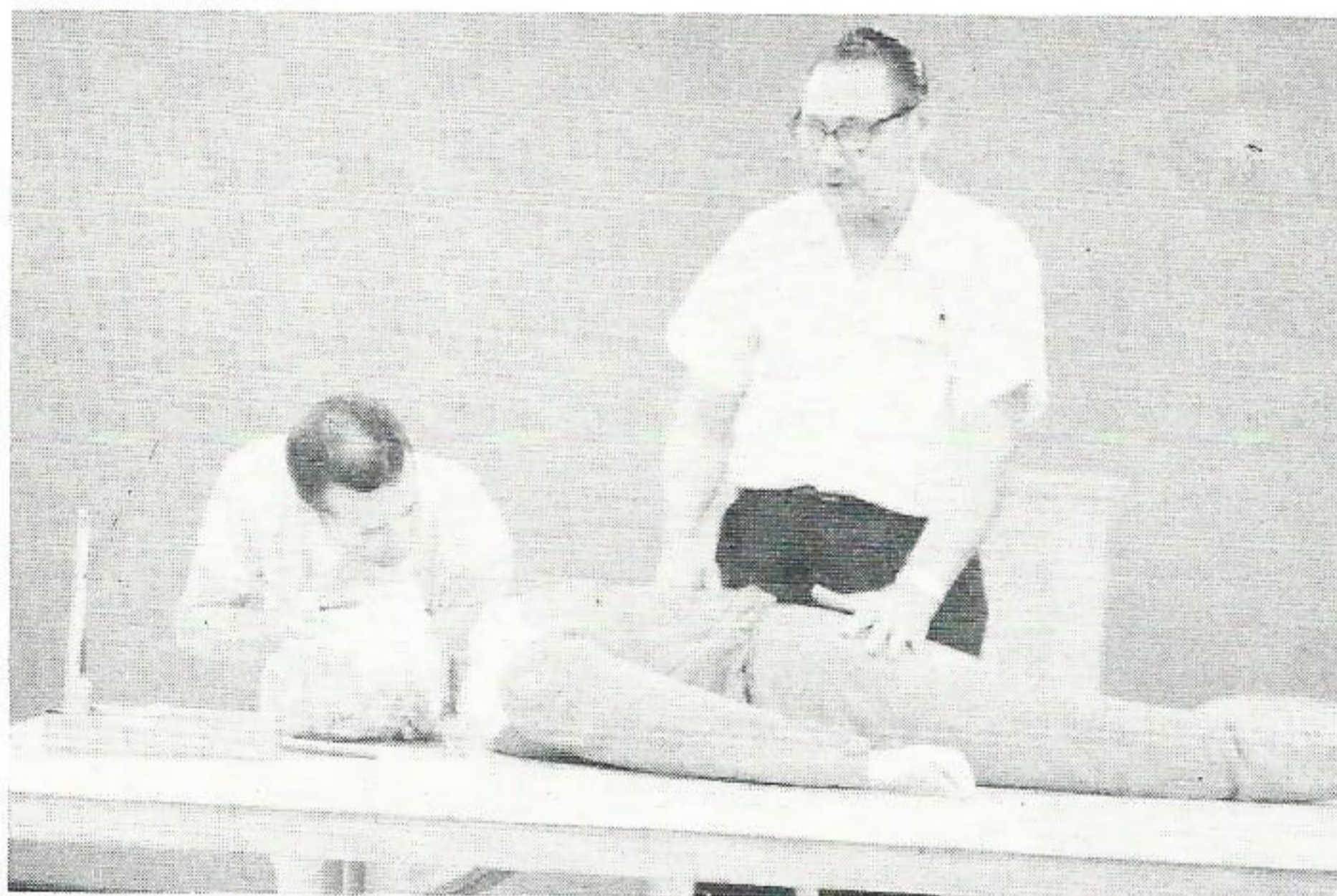
The Merit Award is a certificate of recognition that an individual report has measured up to pre-determined standards generally accepted as essential for this once a year account to stockholders. The Merit Award makes our report eligible to be judged in the Oscar of Industry trophy awards contest for annual reports.

Page 17

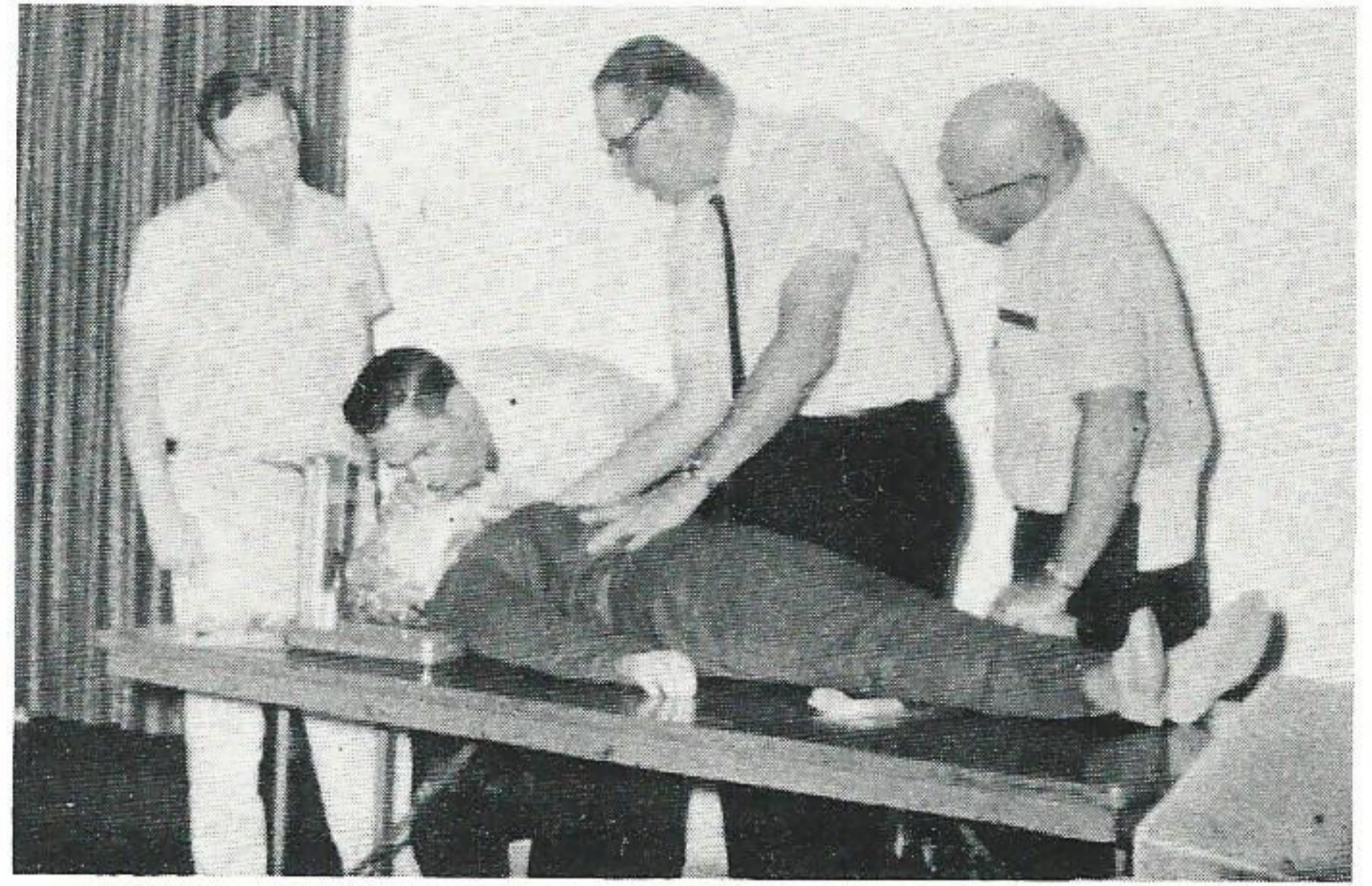
OUR FOREIGN AIDES

. . . three blonde immigrants from Norway are assisting our Company's safety representatives in putting on resuscitation programs before employee, industrial and civic groups throughout our system

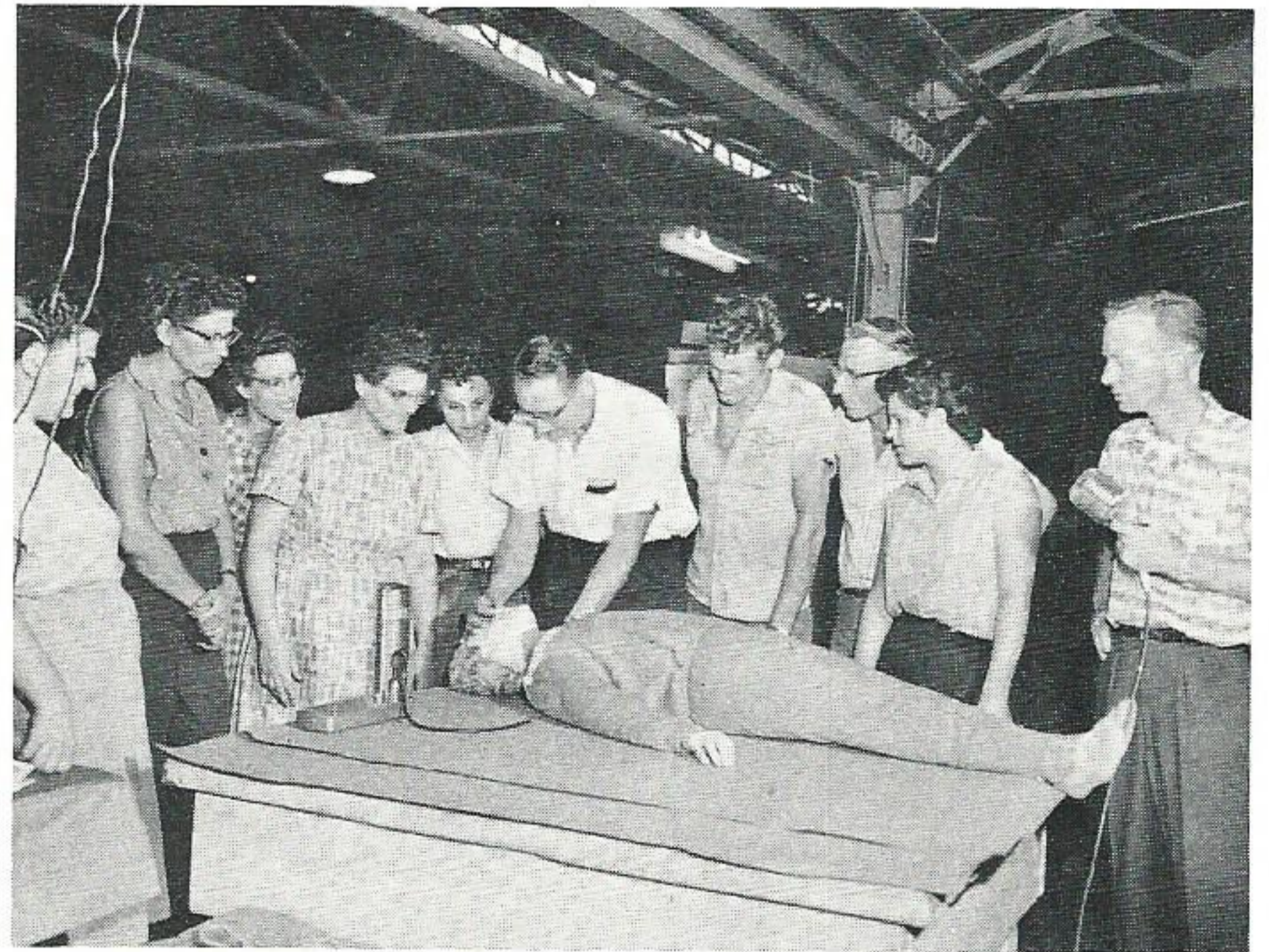
INSTRUCTION IN LIFE SAVING. Andy Poulson, safety representative, Texas operations, demonstrates mouth-to-mouth resuscitation to a group of employees at the Orange Pulp and Paper Mills, Inc. The doll, named Resusci-Anne, is constructed to give the same response to the mouth-to-mouth method as an unconscious person. It is also equipped with an artificial heart for practice in external heart massage and a carotid artery pulse in each side of its neck for checking pulse. This was Mr. Poulson's sixth demonstration in the Orange area and his 26th before industrial groups. Our Company has three of these dolls and is using them in an extensive program both within and without the Company to acquaint as many people as possible with this modern and proven method of lifesaving.



SABINE STATION DEMONSTRATION. Mr. Poulson, right, with the help of Tony Garcia, Sabine Station employee, put on a demonstration of mouth-to-mouth rescue breathing for the employees at Sabine Station. All employees who have attended these demonstrations have said that this program has been one of the most interesting safety meetings prepared by the Company's Safety Department. Before the summer is over, all employees will have attended the program.



A GIRL AT A&M. Mr. Poulson and his blonde traveling companion, Resusci-Anne, visited Texas A&M College last month and put on their act, "mouth-to-mouth resuscitation and closed heart massage" before the 33rd annual Texas Fireman's Training School sponsored by the Engineering Extension Services of the college.



FIREMEN SHOWN NEW METHOD OF SAVING LIVES. Baker, Louisiana, firemen stay busy even when there is no fire to fight. Here a group learn the latest method of mouth-to-mouth artificial resuscitation for use in emergency work. John Aime, district serviceman at Baker, demonstrates the mouth-to-mouth method and closed chest massage to the firemen with the life-like doll which Company personnel use in these demonstrations.

Port Arthur area Camp Fire

Girls earn certificates at . . .

Learning Sessions

EIGHTY-NINE Camp Fire Girls from the Port Arthur and Mid-County area attended a series of cooking classes conducted during July by Becky Jones, home service advisor, Port Arthur.

Miss Jones presented a program on the use of the electric range, small appliances and showed the girls slides on table manners. The classes were conducted over a three week period, with each group attending the three day session an hour and a half each day. At the end of the week each girl was awarded a certificate of attendance.

During the first week 43 Port Arthur girls attended the demonstrations at the Port Arthur Service Center, the second session was conducted at the Mid-County Office with 12 attending, and Miss Jones was back at the Port Arthur Service Center during the third week with 34 girls in attendance.

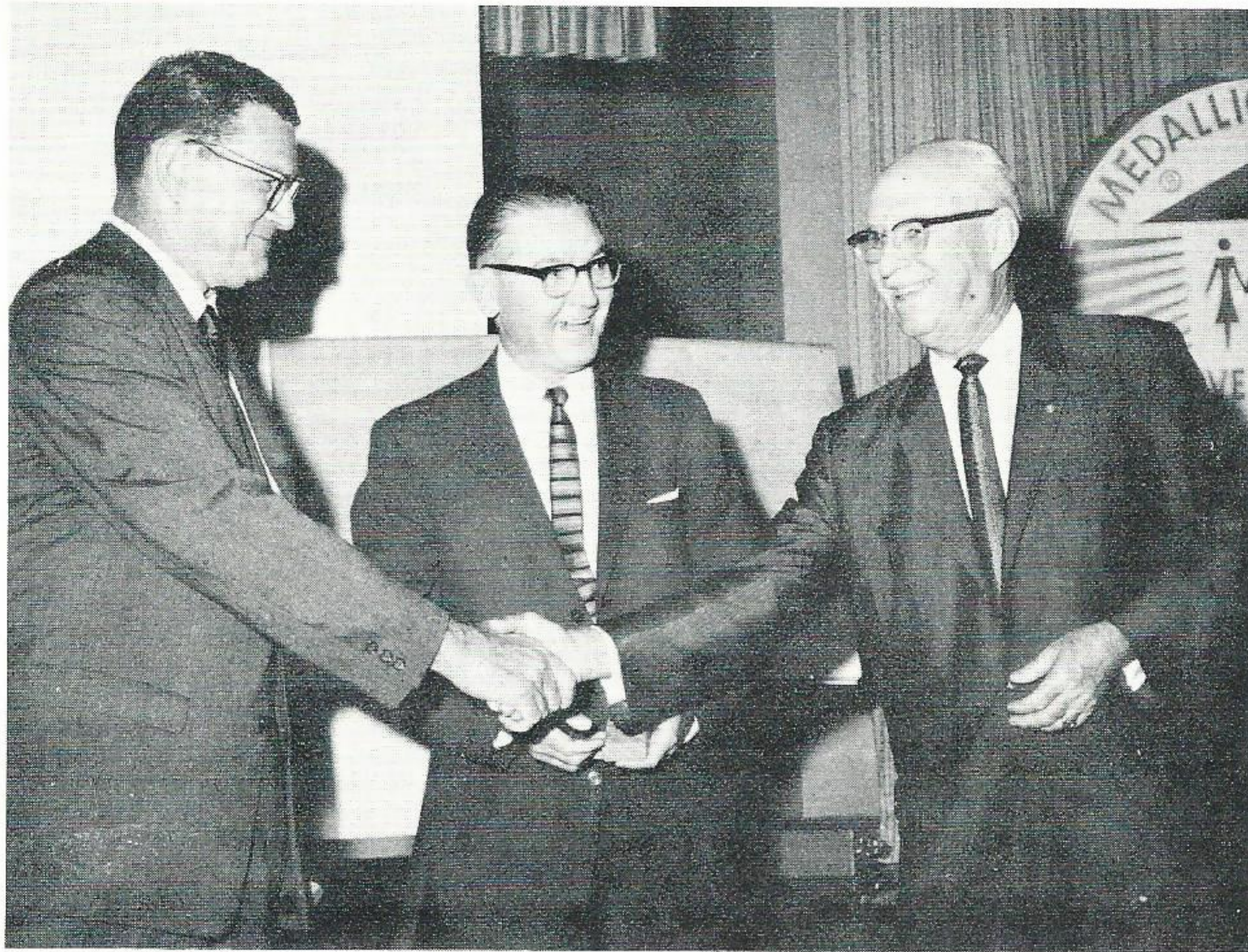


CAMP FIRE GIRL PROGRAM. Becky Jones, home service advisor, Port Arthur, presents an all-electric cooking program introducing these Port Neches Camp Fire Girls to the use of the range and small appliances. Below is one of the groups that attended similar programs at the Port Arthur Service Center.



NEW EMPLOYEE PROGRAM. This group of Beaumont employees attended a new employee orientation program early last month. Jim Towers, training assistant, System Training, Beaumont, explained Company policies and practices on such subjects as sick leaves, vacations, employee bene-

fits and insurance to the group. Similar programs were also held for new employees in all divisions. These programs are held throughout the year whenever there are enough new employees to make up a class.



ORANGE PASSES 5,000 KWH ANNUAL HOME CONSUMPTION MARK. Walter House, supervisor of sales, Orange, and T. O. "Doc" Charlton, district superintendent, Orange, are congratulated by E. L. Robinson, vice president and general sales manager, Beaumont, at last month's department heads meeting in Beaumont, upon Orange's becoming the newest 5,000 Kwh member city and second ranking city among our Top Ten Cities in residential kilowatt-hour consumption. Orange's annual consumption per home customer is presently 5,118 Kwh. Other Top Ten Cities are: Mid-County, 5,222 Kwh; Beaumont, 4,904 Kwh; Liberty, 4,790 Kwh; Baton Rouge, 4,661 Kwh; Vidor, 4,537 Kwh; Lake Charles, 4,522 Kwh; Port Arthur and Sulphur, both tied at 4,411 Kwh; and Sour Lake, 4,232 Kwh. The national average Kwh usage per home customer as of April 30 was 4,106 Kwh per year while our Company's average was 4,152 Kwh for the same period.

O. K. Beard

To Retire

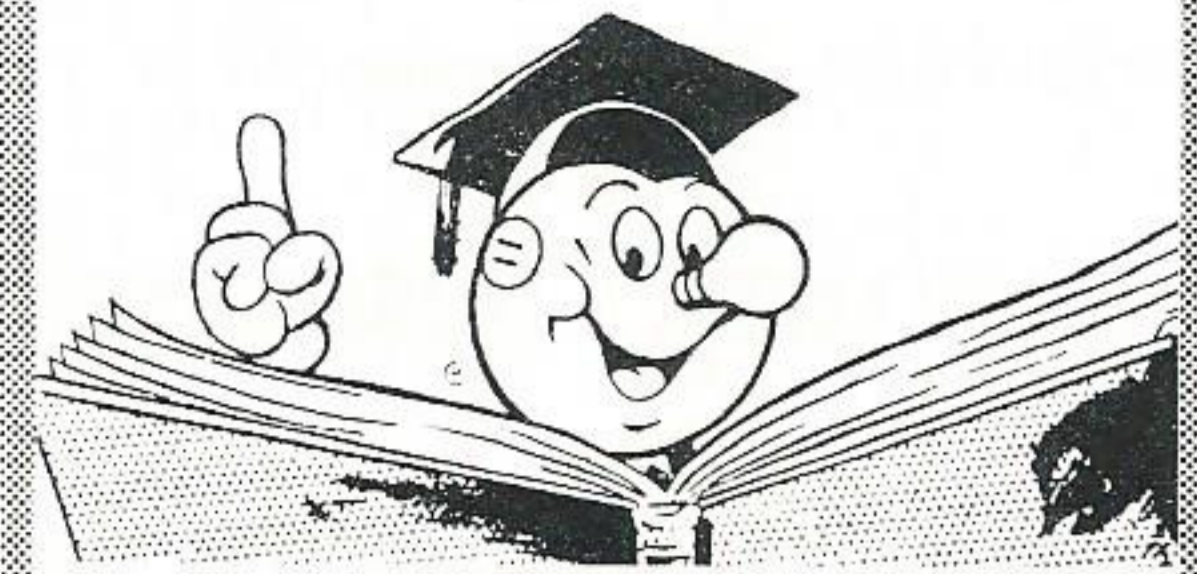
O. K. BEARD, chief system operator since 1942, will retire September 1 after more than 36 years with our Company and its predecessors.

Mr. Beard was first employed as load dispatcher for Eastern Texas Electric Company in Port Arthur in January, 1926. After a month he was transferred to Beaumont and the next year, in June, 1927, promoted to chief load dispatcher. He was named chief system operator in March, 1942.

The retiring Gulf Stater is a native of Edge, Texas, is married and has one daughter.



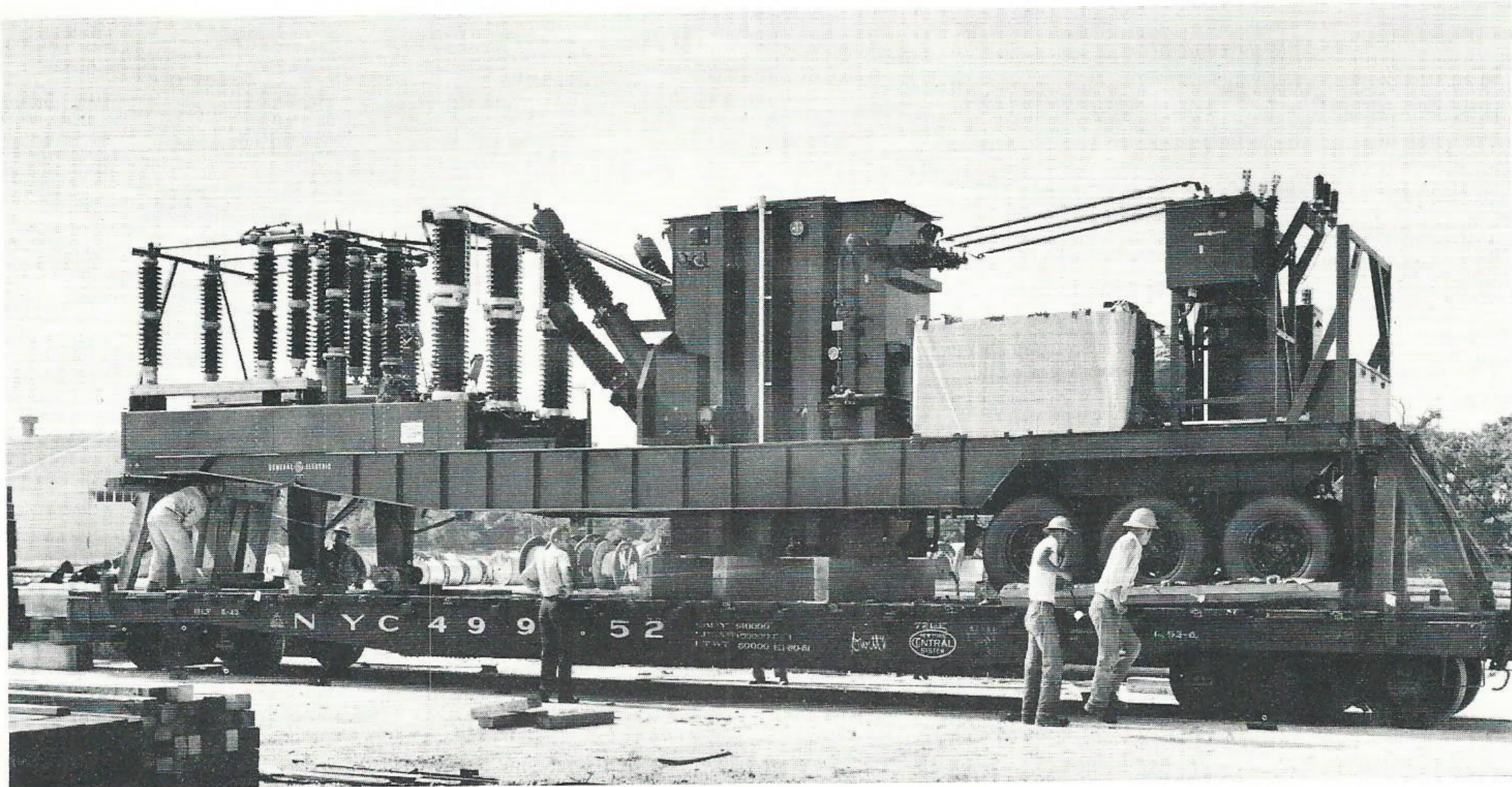
Mr. Beard



Reddy's Kollege of Kilowatt Knowledge

1. Something new is soon to be tested in the electric utility industry. What is it?
 - a. automatic meter reading;
 - b. a floating substation; c. aluminum utility poles; d. a uniform national electric utility rate
2. Work has begun on a 220,000-kilowatt unit at which of the Company's six generating stations?
 - a. Sabine Power Station; b. Roy S. Nelson Station; c. Willow Glen Station; d. Riverside Station
3. What system-wide event took place in Baton Rouge recently for the first time and shows promise of being the Company's biggest yearly get-together?
 - a. crawfish festival; b. bowling tournament; c. fishing rodeo; d. tennis tournament
4. Our Company was one of the pioneers in rural electrification. Do you know when we first started serving the farmer and how many farm customers we have today?
 - a. 1912—8,500 farm customers;
 - b. 1921—15,000 farm customers;
 - c. 1926—43,000 farm customers;
 - d. 1932—26,000 farm customers
5. One hundred twenty-five electric companies are presently participating in 25 nuclear power projects or research groups. Our Company participates in how many atomic energy research projects?
 - a. 2; b. 3; c. 7; d. 5

(Answers on Page 22)



NEW MOBILE SUBSTATION ARRIVES. This new mobile electric substation, reportedly the largest capacity unit of its kind in the world, was unloaded at the Lake Charles Service Center July 11. The substation, mounted on a highway semi-trailer, was built at General Electric's Pittsfield, Massachusetts, plant and shipped overland by railway flatcar. It took 15 days to complete the journey. Electrical World

said the 25,000 Kva rating of the new unit is reportedly the world's highest. The authoritative industry magazine reports that this same high voltage and power capacity which Gulf States obtained for its mobile unit is now being built into several other substations under construction by GE. The new mobile substation will be based in the Lake Charles Division.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

SARAH—the steadfast wife. It is well to remember that Sarah belonged to a period some four thousand years before the birth of Christ; and while human nature has changed but little, there is considerable change in the customs and manners as between those ancient Eastern people and ourselves.

In the case of Sarah we found that the real drama opens with

the married life. She is the first female after Eve to whom prominence is given. Sarah was the wife and half-sister of Abraham, the greatest man of his age and the founder of the great Hebrew nation. Her name originally was 'Sarai,' which means 'my lady,' 'my princess;' but when He revealed to Abram that his posterity should be as numerous as the Stars, He changed his name from 'Abram,' which means 'Prince,' to 'Abraham,' which means 'father of many nations.' He also changed her name to 'Sarah,' which means 'princess of a multitude.' The change did not happen accidentally, but at the bidding of God Himself, and for the purpose of being a sign (Gen. 17:15, 16).

The abiding secret of Sarah's greatness is the fact of her own steadfastness. Others are great by brilliancy, by their talent, by

their beauty. Sarah has all the qualities, but none of them is made her crown. She has the physical loveliness which commands admiration; but not on that reposes her glory. She has the sparkle which wins love; but not on that rests her epitaph. She has the mental power which sways masses; but not on that does her empire stand today. The one quality by which she lives in our memory is the steadfastness of her conjugal devotion to her husband. Adversity does not divide them; prosperity does not divorce them. In darkness and in sunshine, in the flush of youth and amid the falling leaves of autumn, Sarah is ever by her husband's side; and time only deepens the intensity of their union. She is one of the finest specimens of tenacious married life that it is possible to meet.

Two Promotions Announced For Louisiana Station Employees

C. L. BLACKWELL has been promoted from station engineer to operating engineer and John W. Hebert from head fireman to station engineer at Louisiana Station, effective August 1.

C. L. Blackwell

Mr. Blackwell, a native of Bogalusa, Louisiana, and educated in Baton Rouge schools, joined our Company in 1934, as an assistant fireman in Baton Rouge. He was promoted to second fireman in 1941, and two years later to turbine engineer. In 1943, he advanced to switchboard operator and

LET THERE BE LIGHT

ON September 4, 1882, the company bearing Thomas Alva Edison's name turned on the current in its central lighting station on Pearl Street in New York City.

The world gaped at the wonders of "The Wizard of Menlo Parks."

Thus began the first regular distribution of electric light. The company had only 57 customers—all promised free current for 3 months. But, on a paying basis, only a month after the bonus period, the Edison Company was lighting 5,000 lamps in 225 homes, including the mansion of financier J. Pierpont Morgan.

Electric power transmission had arrived. That was Edison's great gift to the electrical industry—the contribution which entitled him to be honored as its "father."

from there to head fireman in 1946, and station engineer in 1949.

J. W. Hebert

Mr. Hebert was first employed as a power plant helper in Baton Rouge in January, 1944. In November of the same year he was promoted to auxiliary operator and then to turbine operator in September, 1945. He progressed to second fireman in May, 1947, turbine engineer in March, 1949, switchboard operator in December, 1949, and head fireman in November, 1952.

Mr. Hebert is a native of Plaquemine, Louisiana, where he attended school.



Mr. Hebert

A. C. Morgan Named Foreman

A. C. MORGAN has been promoted to labor foreman in Port Arthur effective August 1.



Mr. Morgan

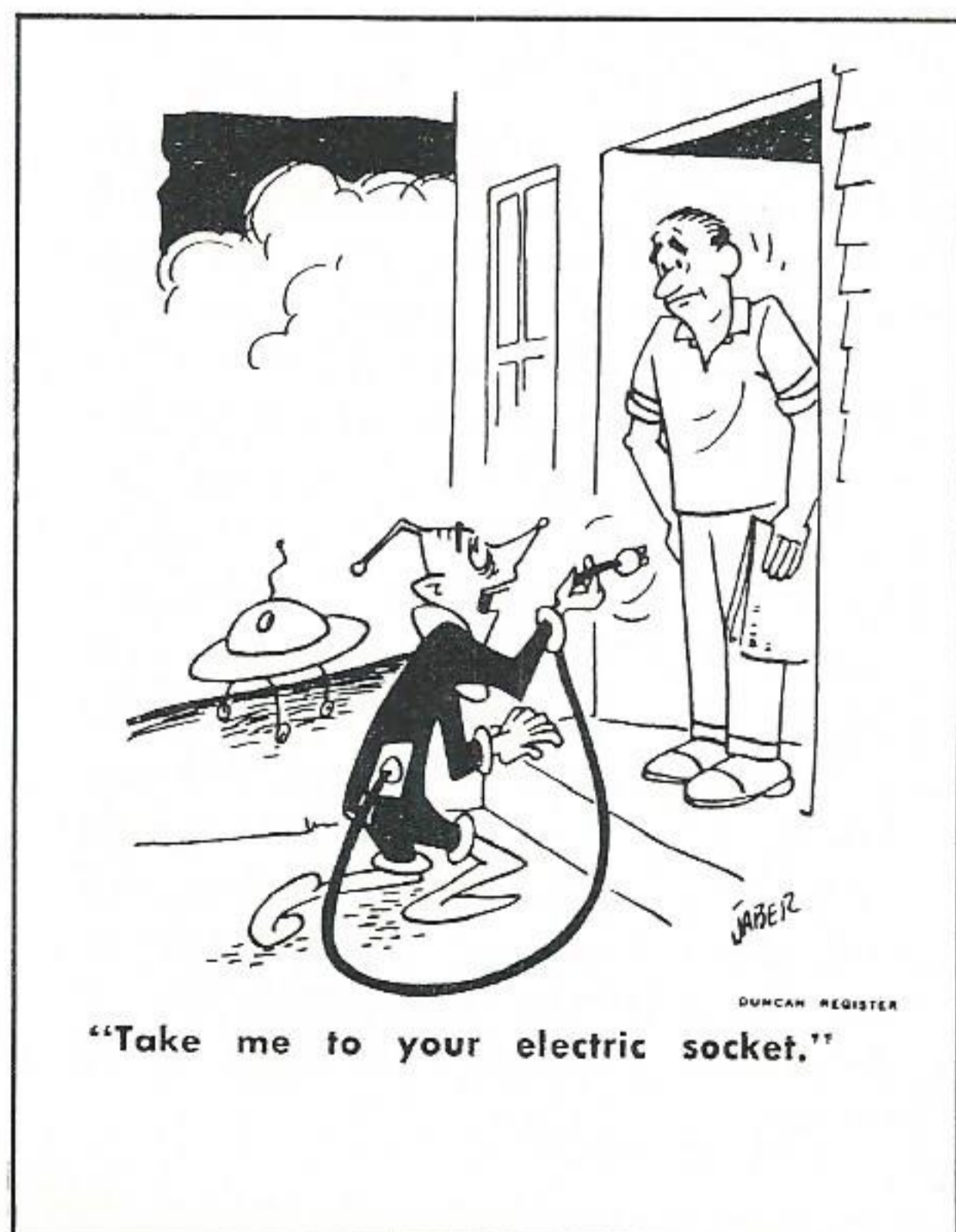
Mr. Morgan joined our Company as a helper in Port Arthur T&D in January, 1949. He was promoted to truck-driver in June of the same year and to utility truckdriver in 1955.

He is a native of Sulphur, Louisiana, where he went to school.

Answers To Kilowatt Kollege

(Questions on Page 20)

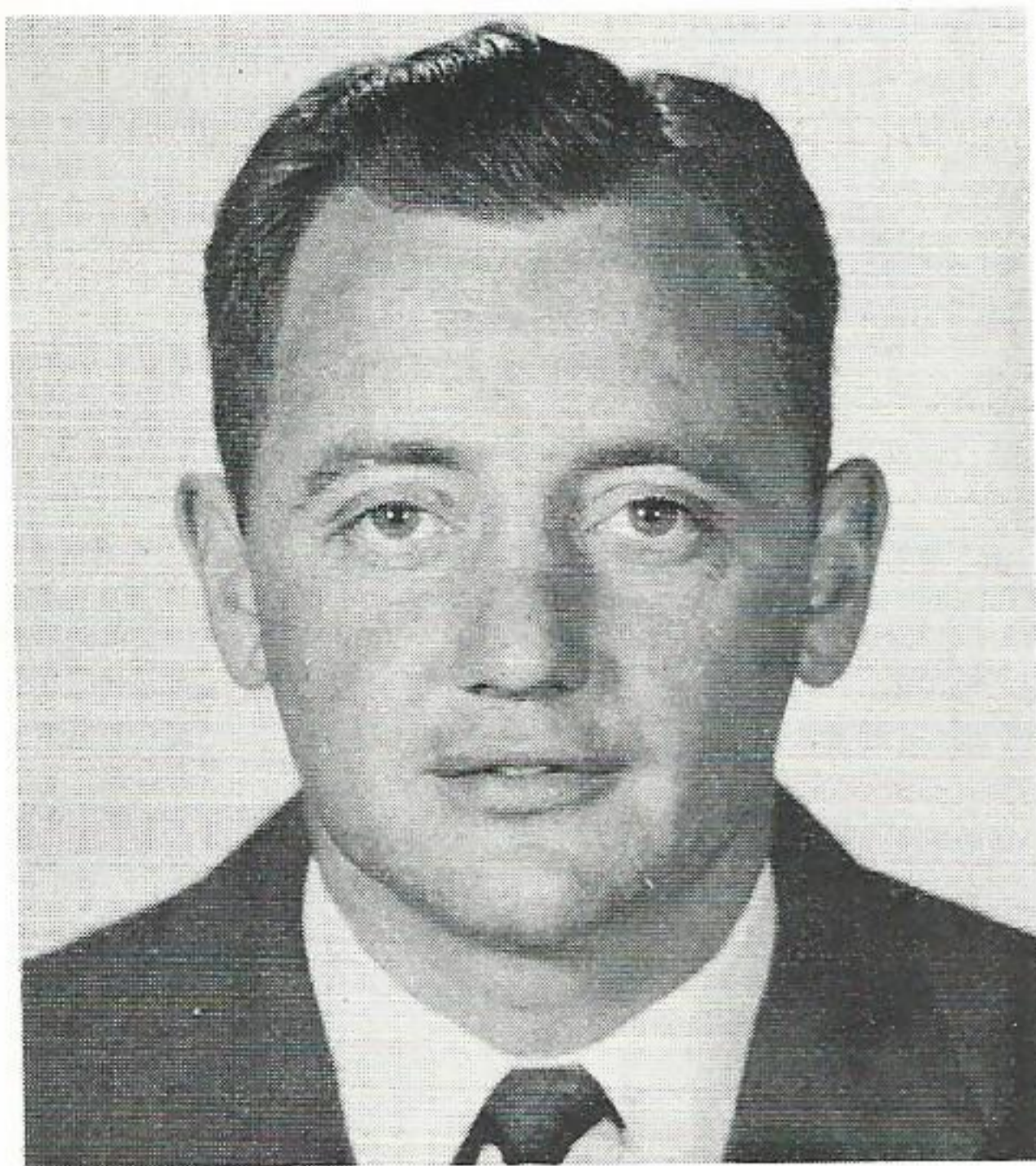
1. a. automatic meter reading—The first known American test program for automatic reading of residential electric and gas meters by General Telephone's Transitel's new remote meter reading system will run from six to eight months in a selected area in Michigan.
2. c. Willow Glen Station—Work began April 26 on the No. 2 unit which is scheduled to go into commercial operation about February 1, 1964. Willow Glen's No. 1 unit has a capability of 162,000 kilowatts.
3. b. bowling tournament—Held in Baton Rouge in June. This event drew participants from four of the five divisions. Plans are under way for the 2nd Annual Employees' Bowling Tournament in Lafayette.
4. c. We began serving the farmer in 1926. Today we serve 43,000 farm customers.
5. b. 3—Southwest Atomic Energy Associates; Texas Atomic Energy Research Foundation; High Temperature Reactor Development Associates, Inc.



THE cost of government takes a considerable share of our wages both in direct and indirect taxes.

The scope of government has an ever increasing impact on what we can do, how we live, on what the present and future mean to us. This is why it is so important for us to understand what is going on in Washington, Baton Rouge, Austin, our county or parish court house, or city hall.

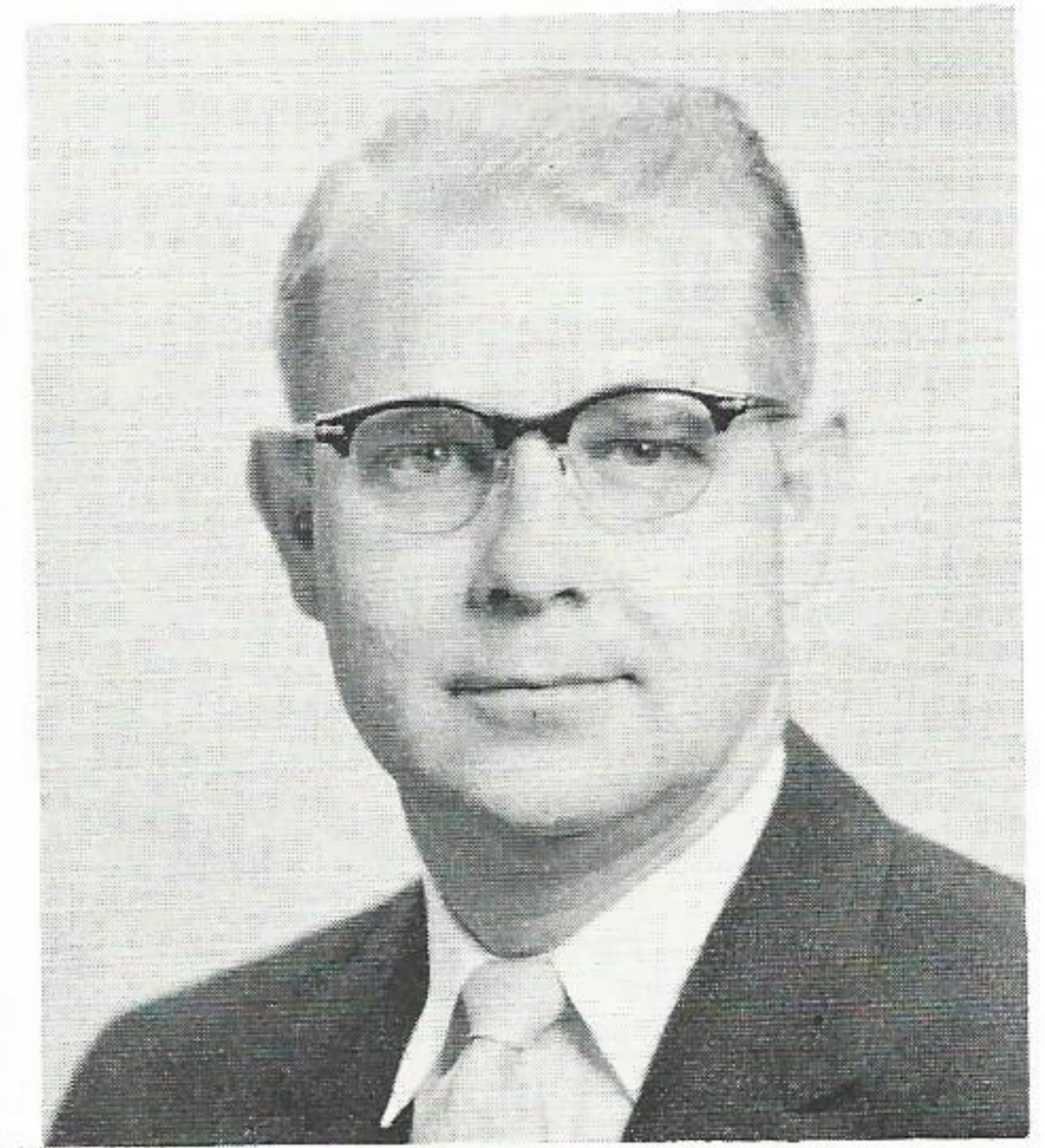
Here is the course a bill, introduced into the House of Representatives, must travel before it becomes a law. The course is similar when the original introduction is in the Senate save that no revenue bills can be first introduced in the Senate. Texas and Louisiana legislatures follow similar procedures within the framework of the state constitutions.



Mr. Mullin



Mr. Smith



Mr. Schumacher

Three Beaumont Employees Promoted

THREE Beaumont employees, two in the Accounting Department and one in Engineering, have been promoted effective July 16.

Gene Mullin, assistant plant accountant, has been promoted to supervisor of customer accounts and Grady M. Smith, accountant in the plant accounting section, has moved up to assistant plant accountant. Weymond J. Schumacher, senior engineering assistant, has advanced to system operator.

Gene Mullin

Mr. Mullin joined our Company as a senior accounting clerk in Beaumont in 1954 and was promoted to assistant plant accountant in 1956. He is a native of Port Arthur and attended Texas A&M and Lamar Tech. Mr. Mullin received a BBA in general business and a master of education degree from Stephen F. Austin State College.

An Army veteran, Mr. Mullin is married and has one daughter, Katherine Ann, 6.

Grady Smith

Mr. Smith began his career with our Company as a customer accounting clerk in Beaumont in 1952. He was promoted to senior accounting clerk in 1953 and left later the same year for two years of service in the Army. In 1956 Mr. Smith was promoted to accountant junior in General Accounting, transferred to IBM Accounting in 1957, promoted to accountant in 1958 and transferred to the Plant Accounting Section in 1959.

A native of Daingerfield, Texas, he was graduated from Lamar Tech in 1953 with a BS in general business. Mr. Smith is married to the former Nelda Baxley, daughter and sister of O. K. Baxley, Engineering-Planning, and Oscar K. Baxley Jr., Beaumont sales. They have one daughter, Glenda, 5.

Weymond Schumacher

Mr. Schumacher was first employed

in 1946 as an engineering helper in Beaumont T&D. He was promoted to engineering assistant in 1947, senior engineering assistant in 1950, transferred to the Rate Department in 1954 and to the Engineering Department in 1956.

He is a native of Somerville, Texas, and attended Texas A&M. The World War II Air Force veteran is married and has three daughters, Deborah Sue, 10, Donna Kay, 6, and Terry Lynn, 2.



VO-AG TEACHERS SHORT COURSE. Our Company recently played host at a two-day short course on electrical motors for 16 Texas Gulf Coast area vocational agriculture teachers at South Park's Vo-Ag building. Instructors for the course were, left to right: Bill McCune, professor of vocational agricultural engineering at Texas A&M College; Aubrey Sprawls, area development engineer, Beaumont; L. N. Brannan, system supervisor of area development, Beaumont; and Jim Richardson, area development engineer, Navasota.

P. C. Faulk Dies Following Illness

PAUL C. FAULK, Jennings T&D employee who retired June 1 after 28 years with our Company, died July 11 following an illness of several months.

Mr. Faulk attended school in Crowley, Louisiana, and Centenary College in Shreveport. He taught school before coming to work for our Company.

At the time of his retirement he was employed in Jennings, but he had been district serviceman in Elton from 1949 to 1961.

He was a member of the Elton Methodist Church and the Elton Athletic Association.

Mr. Faulk is survived by his mother, Mrs. John Faulk of Lafayette; his wife, Leona, two sons, five daughters, two stepsons and one step-daughter, and nine grandchildren.

Burial was in the Ebenezer Cemetery following funeral services in the Ebenezer Methodist Church.

R. R. Sumrall, Annuitant, Dies

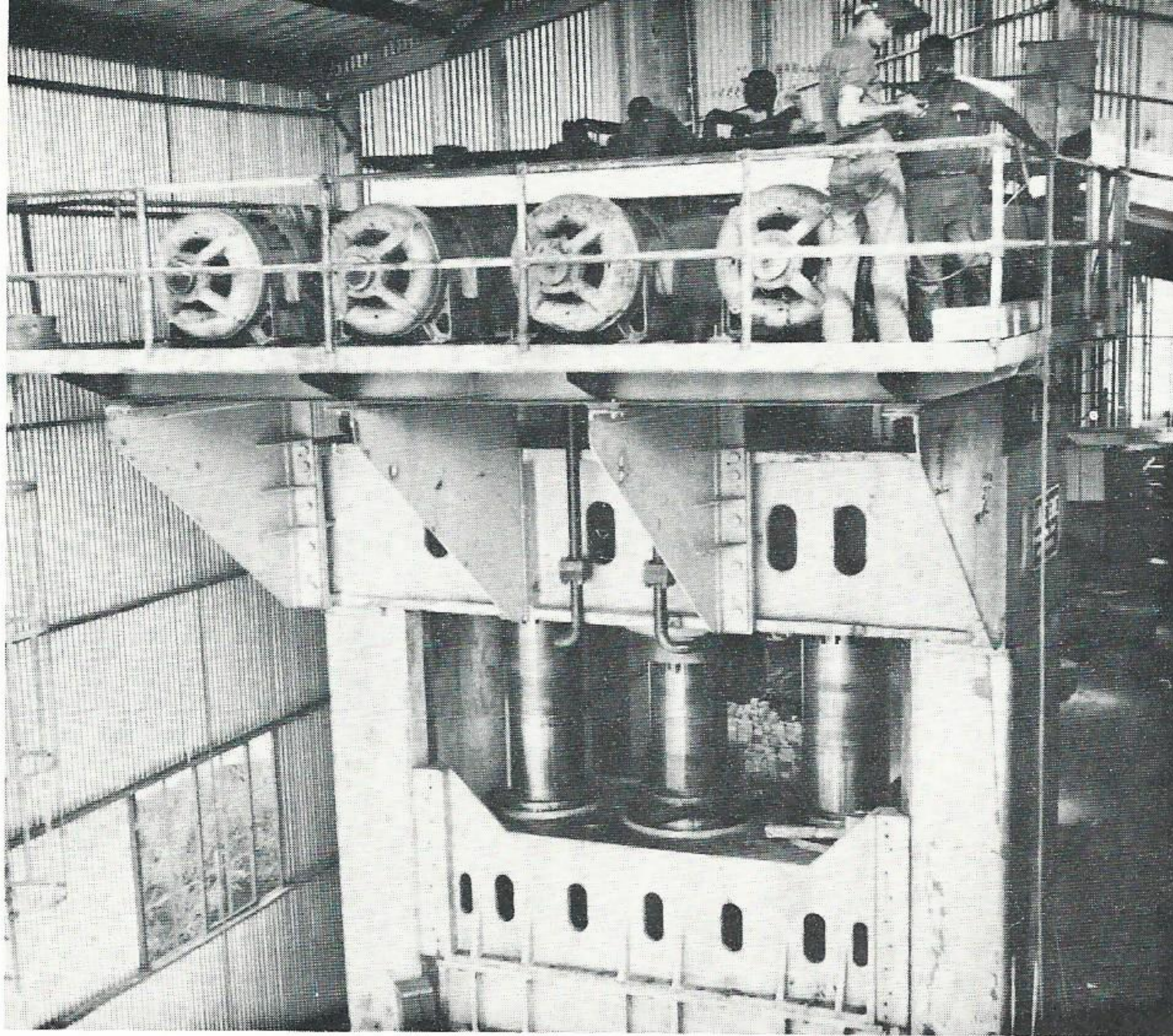
REDIC RAY SUMRALL, 76, a retired Lake Charles employee, died July 20 in a Lake Charles hospital after an illness of several weeks.

Mr. Sumrall retired from our Company in 1952. His entire length of service had been in Lake Charles starting with his employment as a conductor in 1919.

Funeral services were held at University Methodist Church on July 21 with burial in Graceland Cemetery.

Mr. Sumrall, a native of Van Clive, Miss., was a member of Magnolia Masonic Lodge No. 238, Barns Creek; Ruth Chapter No. 16 of the Order of the Eastern Star of Lake Charles; Ben Hur Grotto; and Woodmen of the World Camp No. 1 of Louisiana.

Survivors are his wife, Mrs. Ora Sumrall; one son, Harold, and one daughter, Mrs. Harold L. Talley, all of Lake Charles.



POWER FOR A HARD SQUEEZE. The four 125-horsepower electric motors on the platform at the top of the picture provide power for the hydraulic system on this huge 450,000-pound metal stamping press at the Tru-Weld Company plant south of Navasota. The big press, still being installed, will be used for cold forming and hot forming large-diameter pressure tank heads up to 96 inches. It is capable of squeezing down with a pressure of 2,000 tons. The Tru-Weld plant, employing 15 men, has been in operation two years making pressure tank heads and welding fittings. Tru-Weld is a division of Gus Sellberger, Inc.

Funeral Held For Y. L. Hughes, Sr.

YERBY LEE HUGHES, SR., 61, supervisor of project engineering, Beaumont, died August 12 in Beaumont's St. Elizabeth Hospital after a lengthy illness.

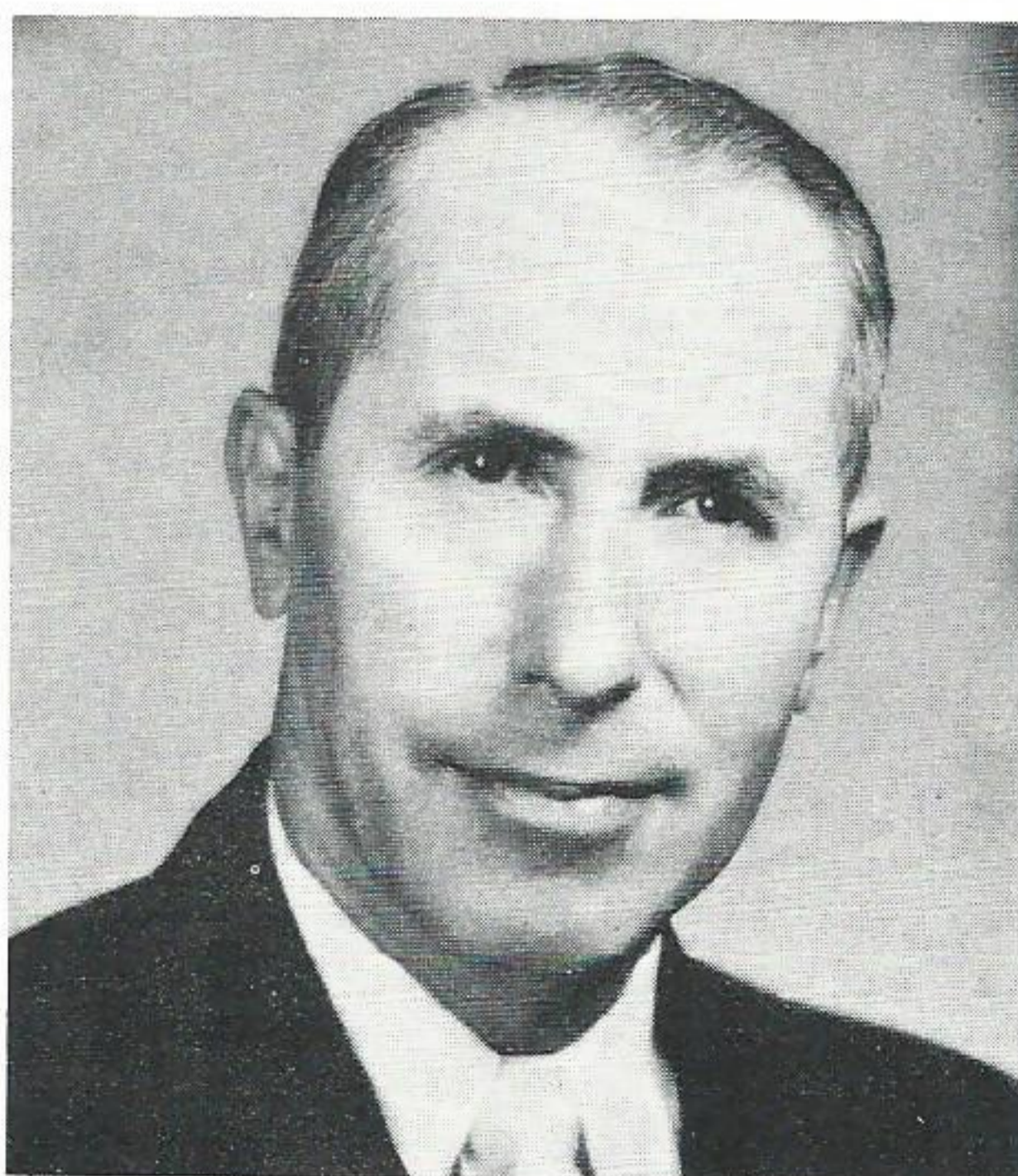
A native of Obadiah, Miss., Mr. Hughes had lived in Beaumont for 37 years and had been an employee of our Company for 35 years.

He graduated from Mississippi State College in 1925 with a degree in electrical engineering and was a member of the American Institute of Electrical Engineering. He was president of the Hughes Telephone Company in Obadiah.

Mr. Hughes was a member of the Calvary Baptist Church, the Andrews Chapel Masonic Lodge of Obadiah and the Port Arthur Country Club.

Funeral services were held on August 14 with burial in Forest Lawn Memorial Park.

Survivors are his wife, Mrs. Dorothy



Mr. Hughes

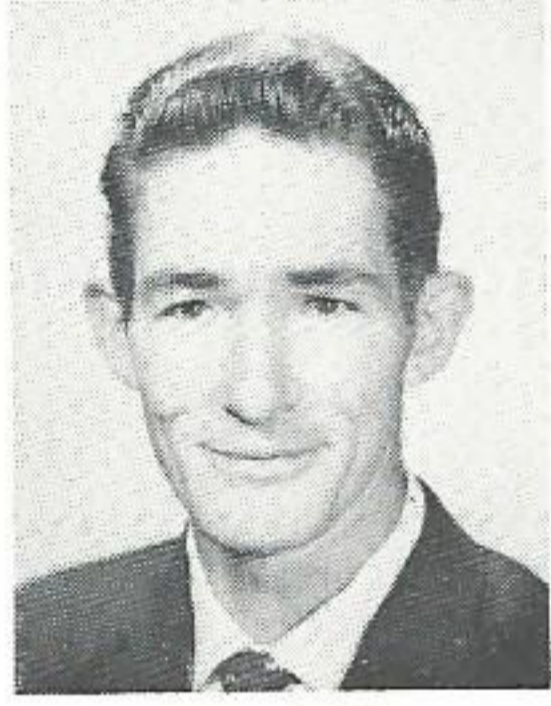
Hughes; two daughters, Mrs. A. J. Lavergne, Jr., Dallas, and Mrs. J. M. Landry, Orange; two sons, Yerby L. Hughes, Jr., an engineer in the Baton Rouge T&D; and James F. Hughes, Orlando, Fla., four sisters, 13 grandchildren and 14 nieces and nephews.

Assignments Made For Five Engineers

FIVE engineers have been transferred and one assigned in personnel changes announced by the Engineering Department effective August 1.

L. J. Cobb

Lonnie J. Cobb, engineer in System Production since July, 1961, has been transferred to Sabine Station, as office engineer. He came to work in September, 1960, in Beaumont and upon completion of his training program was assigned to Beaumont T&D-Engineering. Prior

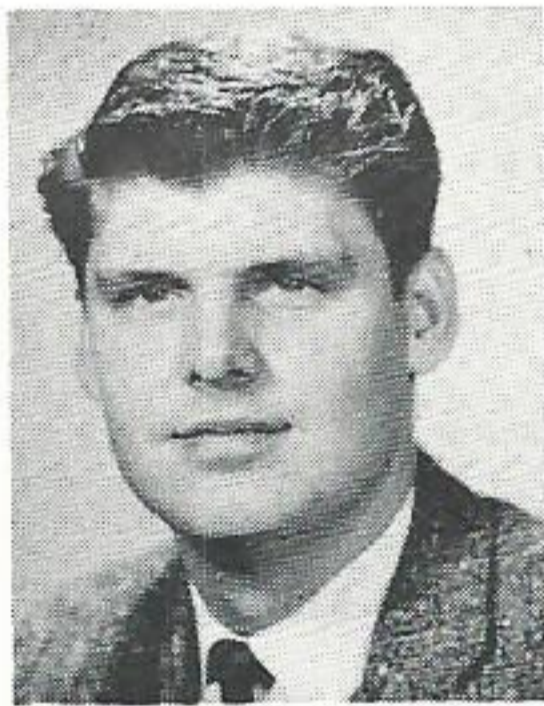


Mr. Cobb

to coming to work for GSU, he was employed in Pascagoula, Mississippi, by Ingalls Shipbuilding Company. He holds a mechanical engineering degree from Mississippi State University.

G. D. Purdon

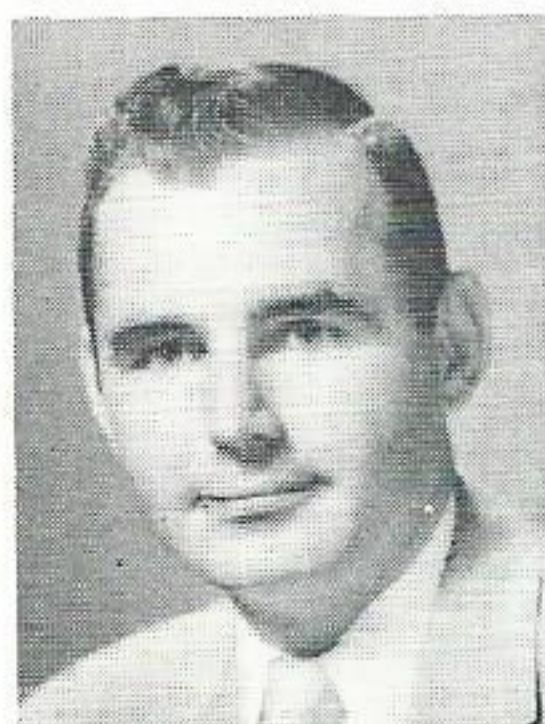
G. D. Purdon Jr., engineer at Louisiana Station, has been transferred to the Rate Department, Beaumont. He joined our Company in June, 1960, and was assigned to Project Engineering in November of the same year. Mr. Purdon left for military service in April, 1961, and when he returned in July, 1961, he was assigned to Louisiana Station. He is a native of Beaumont and was graduated from Lamar Tech with a degree in mechanical engineering.



Mr. Purdon

M. S. Cole

M. S. Cole, application engineer, Application Section of Standards Group, has been transferred to Construction Budget Group, Beaumont. He came to work for our Company in January, 1957, and in July of the same year was assigned to the Engineering Department. Mr. Cole was named application engineer



Mr. Cole

Lamech N. Wright
Gerhard F. Klar
Arthur D. Wilson
Lolette O. Craigen
Bobby L. Feagin
George Square
Morris L. Jenkins, Jr.
Adrian Hunt
Russell P. Marler
Joseph A. Bossom
Theodore R. Laurent
Thomas E. Hebert
Philip Iatesta
Chester J. Landry
Isaac J. Brown

Promotions



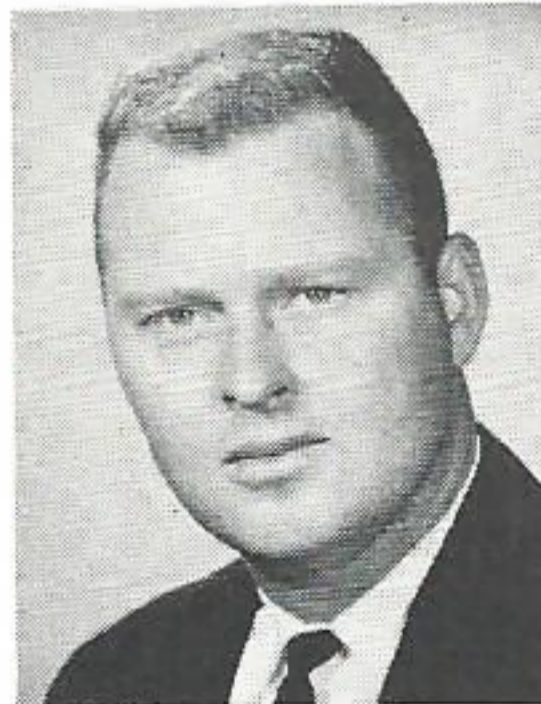
Beaumont
Beaumont
Beaumont
Beaumont
Navasota
Baton Rouge
Baton Rouge
Baton Rouge
Baton Rouge
Baton Rouge
Lake Charles
Lake Charles
Lake Charles
Lake Charles

Serviceman—3/C
EngAsst—Eng
ResSalesRepr—Sr.
Steno—Sr—Sales
Lineman—3/C
SpecialLabor—LaSta
Elect—1/C—W/Glen
Lineman—3/C
SecondaryPowerTester
Primary&SpecialTester
CommunServmn—2/C—T&D
TestTechn—1/C—R/Side
AuxOper—RSN
S/StaMech—4/C
Laborer—T&D

in October, 1960. He is a native of Merryville, Louisiana, and holds a BS in civil engineering from LSU.

W. G. Hudson

Walter G. Hudson, engineer, Port Arthur T&D, has been moved to Beaumont Division Group, Project Engineering. He was employed by our Company in June, 1960, and assigned to Port Arthur T&D the following November. A native of Jackson, Mississippi, he received a mechanical engineering degree from Mississippi State College in 1960. Mr. Hudson served two years with the Army and previously worked for North American Aviation Corporation in Los Angeles, California.



Mr. Hudson

J. E. Booker

James E. Booker, Construction Budget, has been transferred to Results Group, System Engineering. He joined our Company in June, 1956, and was assigned to the Project Engineering Section the following December. In June, 1957, Mr. Booker was transferred to Standards Section and to Construction Budget in



Mr. Booker

January, 1960. He is a native of Hemp-hill, Texas, and holds a BS in mechanical and industrial engineering from Lamar Tech.

A. M. Smith

A. Milton Smith has been assigned to Distribution Planning Section, Beaumont T&D. He was first employed in September, 1959, but left for Army service in March, 1960. He returned as an engineer-unassigned in May, 1962. Mr. Smith is a native of Normangee, Texas, and is an electrical engineering graduate from Texas A&M.



Mr. Smith

THEY FOUND OUT

A man struck a match to see if his gasoline tank was empty. It wasn't.

Another fellow patted a strange dog to see if it was affectionate. It wasn't.

Still another chap raced to beat a train to a crossing. He didn't.

And then there was the fellow who looked into the muzzle of his gun to see if it was loaded. It was.

A baseball fan is a fellow sitting 400 feet from home plate who can see better than an umpire standing six inches away.

THRIFT PLAN INVESTMENTS

DURING July, 2,341 shares of Common stock were purchased by the Trustee of the Employee Thrift Plan. These shares cost \$78,747.28 or \$33.63830841 per share.

Also 116 shares of \$4.40 Preferred stock costing \$10,741.59 were purchased. This averaged out to be a cost of \$92.5999137 per share. Both the Common and Preferred prices included brokerage and commission fees.

The Trustee deposited \$29,722.56 with the savings department of The First Security National Bank of Beaumont. The above purchases and deposit were made during July covering employee deductions and Company contributions through June.



KITCHEN DEMONSTRATION FOR EMPLOYEES. Mrs. Grace Brooks, Beaumont home service advisor, explains cooking techniques to attentive group of Gulf Staters during noon hour session in the kitchen auditorium of the Beaumont General Offices. A total of approximately 300 employees attended the seven one-hour sessions Mrs. Brooks conducted from July 10 to August 2. The home service advisor presented the cooking demonstrations to show Gulf Staters the advantages of living the electric way.

Salesman of the Month

JULY LOAD BUILDERS

Residential

Commercial



BONNIE THOMPSON
Beaumont



CHARLES FOSS
Baton Rouge



HORACE LACOMBE
Lafayette



DON SULLIVAN
Baton Rouge



O. C. WINGARD
Orange



R. W. MCGOWEN
Lake Charles



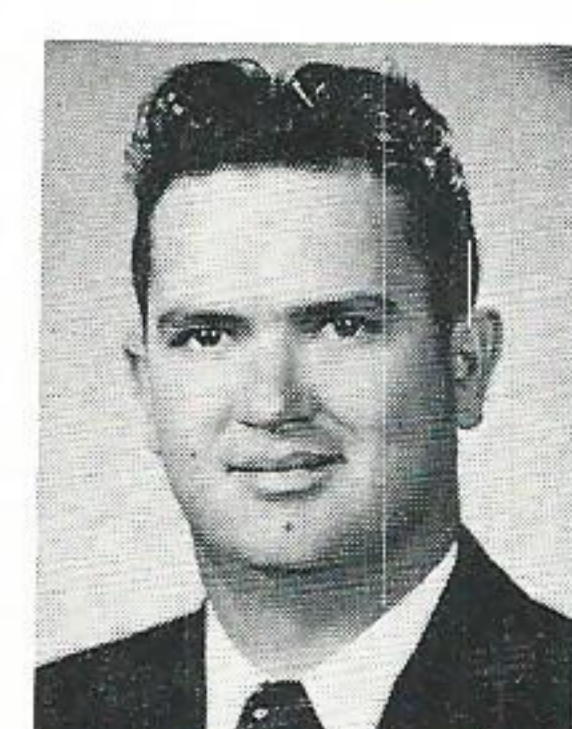
JAMES FERNANDEZ
Port Arthur



VIRGIL FOSTER
Madisonville



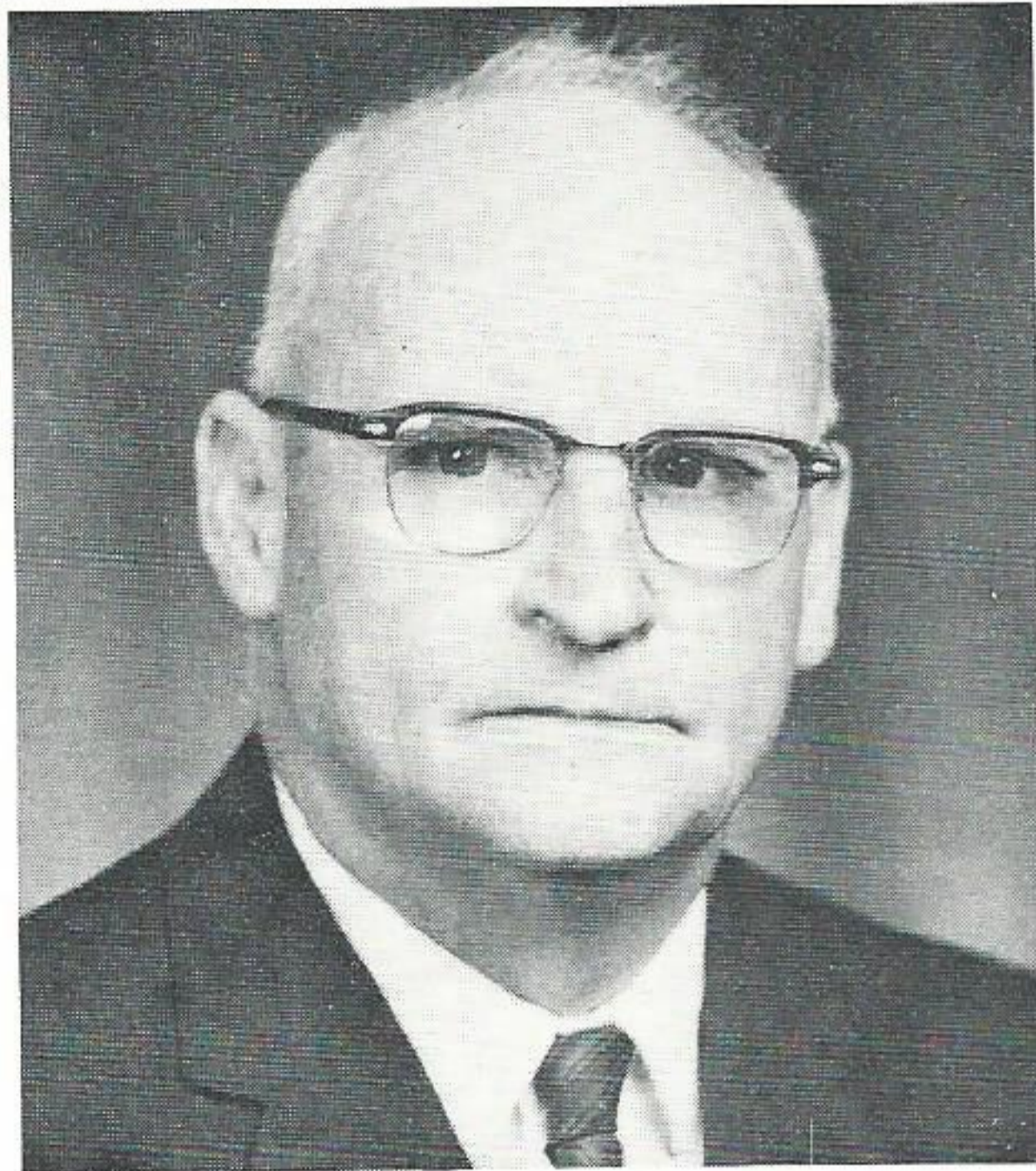
FOREST ELKINS
Port Arthur



JOE BAILEY
Huntsville

SERVICE AWARDS

FORTY YEARS



G. L. Hagler
Distribution
Port Arthur



CIVIC DUTY. Raymond T. Wright, retired district superintendent, Huntsville, and now mayor of Huntsville, was called on to do the honors July 15 at the dedication of the First National Bank's new \$200,000 building. Mr. Wright snips the ribbon, officially opening the long-time—since 1879—financial institution's new structure to the public.

TWENTY YEARS



Eleanor N. Ard
Treasury
Beaumont



Alice G. Pell
Treasury
Orange

TEN YEARS



J. M. Hale
Production
Riverside Station



C. O. Ingalls
Distribution
Lake Charles

Gulf Staters In the News

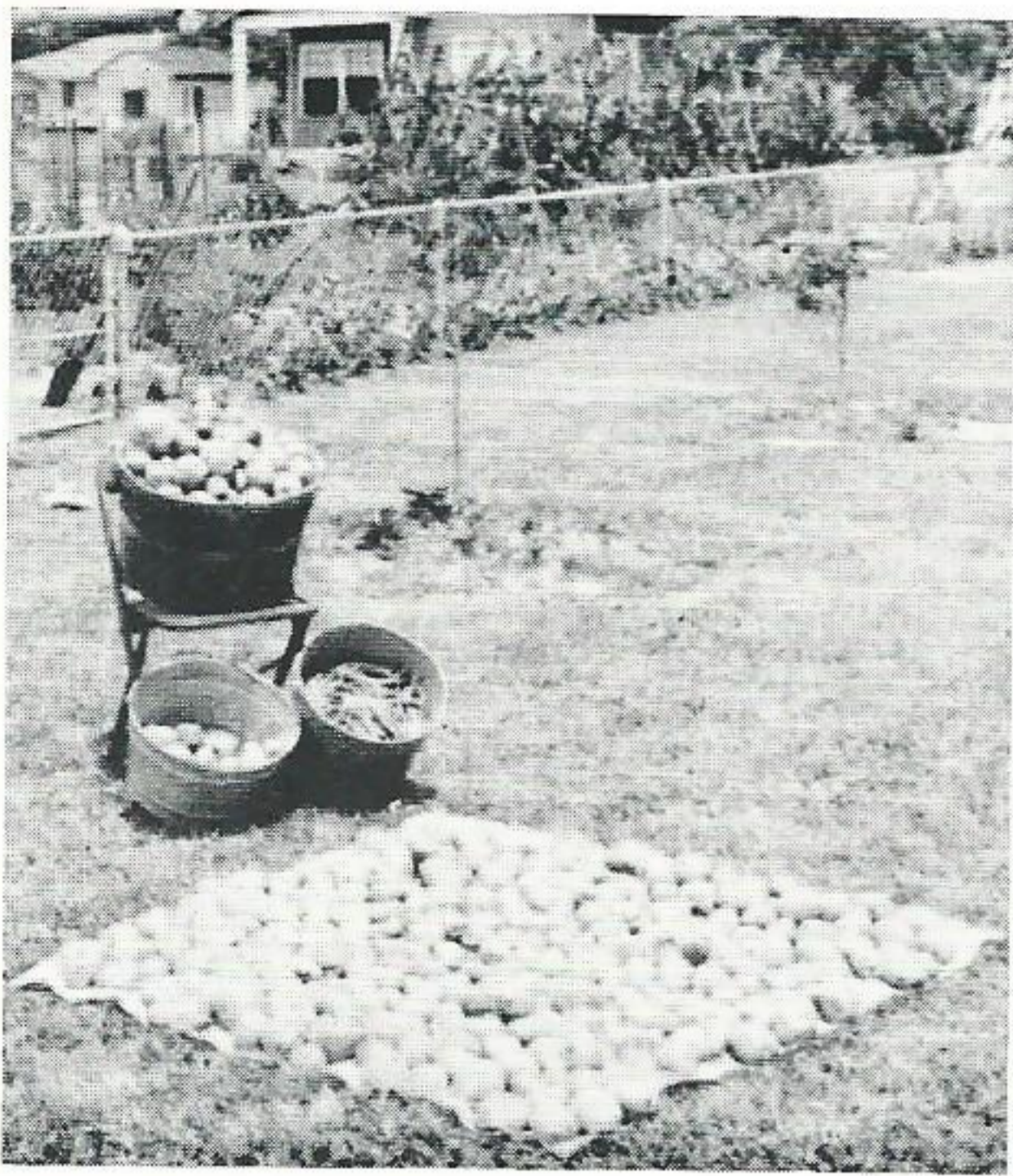
L. R. Eddins, who retired August 1 as superintendent at Riverside Station, has been hired as full time manager of the West Calcasieu Association of Commerce. Mr. Eddins will assume his new position on October 1.

Frank Jones, system safety director, Beaumont, presented a report from the Subcommittee on Safety Devices, Materials and Methods, of which he is chairman, during the 73rd meeting of the Accident Prevention Committee in Oklahoma City on May 14-16. When the minutes were compiled and distributed at a later date, this notation was included on Mr. Jones' report: "Judging from the amount of material that Mr. Jones had received for presentation, it was clear that this is a very popular part of the meeting."

Dick Landry, supervisor, lighting sales promotion, Beaumont, was recently elected president of the YOMACKO Sunday School class of the First Methodist Church, Beaumont, for the year 1962-63.



HONORARY PRESENTATION. James K. Conn, chairman of the Special Recognition Committee of the Orange Rotary Club, presents J. P. Pevoto this special award for his outstanding civic work to the Orange community following his transfer last month to Port Arthur as chief clerk. Mr. Pevoto is past president, Retail Merchant's Association; past president, Orange Council of Camp Fire Girls; past president, United Fund; co-chairman of United Fund Drive in 1958; member of First Baptist Church; superintendent of Adult Three Sunday School Department; and served on the Board of the Salvation Army.



HARVEST TIME. S. J. "Pop" Guidry, retired Louisiana Station employee, raised this potato crop on his retirement place at Abbeville, Louisiana. Mr. and Mrs. Guidry planted 12 pounds of potatoes and dug three bushels. Also shown are some of the fine tomatoes and beans they've been enjoying this summer.

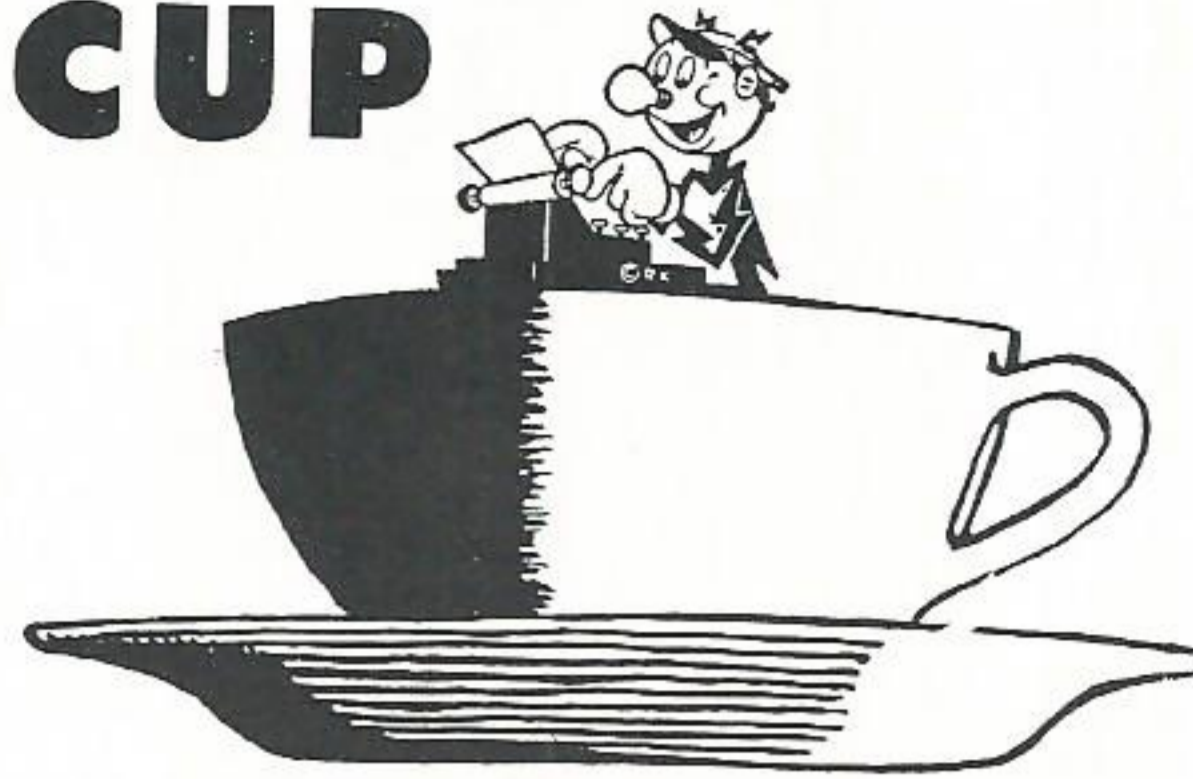


A VERY WELCOMED GRANDDAUGHTER. Rebecca Denise, 3½-month-old granddaughter of L. F. Donaldson, Baton Rouge service foreman, found herself especially welcomed in the Donaldson family since she is the first girl in many years. (Mr. Donaldson has eight sons and one daughter who is 18.)



HONORED BY PORT ARTHUR T&D. C. E. McMillian, labor foreman, Port Arthur, was honored upon his retirement with a party by the Port Arthur T&D on July 27 at the Goodhue Hotel. At the head table are L. M. Welch, vice-president in charge of operations, Beaumont; Mr. McMillian, Earl White, operating superintendent, Port Arthur; C. M. Scott, division manager, Port Arthur; and W. G. Hudson, engineer, Port Arthur. Mr. McMillian retired August 1 after 42 years of service with our Company.

over the **COFFEE CUP**



MR. AND MRS. A. J. "RED" DE-ARMOND celebrated their 16th wedding anniversary July 26. When asked if all the years had been happy ones, Red commented, "Yes, the years were all happy, but I can't say all the days and all the weeks were."

Welcome back to **Bill Tholborn**, after a recent operation. And **Morris Cunningham**, appliance repair foreman, is recuperating following an operation. We are happy that he is getting along so well and will be glad to see him when he returns. **Jesse Marchesseault** it off work also for an operation.

COFFEE SHOP NEWS

The reason you don't see any news from the T&D here is because you haven't been sending it into your reporter. We don't have the time to go

out and look for news. But we are happy to write up news and appreciate it when you send it to us. We'd love to receive some vacation pictures, family pictures or pictures of your children.

—By Margie Force

MR. & MRS. ALBERT JOSEPH WEIMER vacationed for three weeks in June in and around Baton Rouge. Albert finally caught a fish at the Employee's Rodeo. They visited Albert's brother-in-law in Houston. Afterward, they journeyed to Arkansas via Dallas. To round everything off, the Weimers saw the Mississippi Gulf Coast visiting with Albert's old friend Bruce. Albert is employed in the Gas Meter Shop.

Mr. & Mrs. Dennis A. Bourg enjoyed a splendid vacation on the Mississippi Gulf Coast with their three children. Dennis is employed in the Gas Meter Shop.

Mr. & Mrs. W. P. Gautreaux and their daughter spent about four days at the Sun & Sand Motel in Biloxi, Mississippi. They report a wonderful time. Mr. Gautreaux is employed in the Gas Service Department.

—By Freda Hoyt

J. G. HOTARD, general substation foreman, Baton Rouge, recently underwent surgery in Baton Rouge's Our Lady of the Lake Hospital. We all wish him a speedy recovery.

The Baton Rouge T&D recently welcomed a new member. **Tullie Brady** has been assigned as assistant to the general line foreman.

B. F. Exner, general line foreman, and family spent a week at Destin, Florida, lolling on the beach. A "blistering" good time was reported.

Roberta Cogburn, departmental clerk in the substation, was bade a tearful bon voyage on June 27. We sure hated to see her leave after working with her all these years. She is joining her husband in "Big T"—Austin, that is.

Around the first of August, **F. G. "Red" Hornsby**, operating supervisor, earned himself a new nickname—just call him "Joe College." He is attending a public utilities executive development course at Georgia Tech for a month.

FLASH! Word has been received that Mr. Hornsby has been elected president of his class.

—By Virginia Yarbrough

CONGRATULATIONS to **James Perry** and his new bride who were married in Lafayette on July 14.

We are glad to see **Sam McKenzie** back at work after a three week vacation in St. Louis.

We all enjoyed a visit from **S. J. Guidry**. "Pop" retired from Louisiana Station about two years ago and he and his wife are really enjoying retirement. Also **P. F. Donaldson**, another retired employee, came out to visit us.

—By Gayle Miller



VACATIONERS from the Port Arthur T&D include the **Ray J. Cormier** family. They spent part of their vacation with Ray's mother and dad in Breaux Bridge, Louisiana. Needless to say, the Cormier children had a bang-up time riding horses on Granddad's farm! Ray is an appliance repairman.

—By Jo Anne Landry

CLEVELAND

MR. AND MRS. J. W. JACKSON and family (Cleveland T & D) recently spent several days of their vacation in the Waco and Austin area sight-seeing.

Mr. and Mrs. T. J. Dinkins and family (Cleveland engineer assistant) spent their vacation in Arkansas sight-seeing and camping.



RECENT VISITORS. Stephanie, Paul, and Nancy Scott and their mother, Betty, were recent visitors to the Port Arthur-Beaumont area from their home in Scottsdale, Arizona. Mrs. Scott is the former Betty Sirman, daughter of A. M. "Slim" Sirman, garage foreman, Beaumont, and a former employee in System Operations. The children are also the grandchildren of C. M. Scott, division manager, Port Arthur.

Mr. and Mrs. E. L. Hegwood spent their vacation in Centerville, Mississippi, visiting friends and relatives.

Betty Ann Ellisor, Cleveland local office clerk, was married on August 11 at Rural Shade Baptist Church in Cleveland. Her groom is Ronald Corn, a teacher in the Tarkington High School.

—By Jane Bazzoon



CONGRATULATIONS to **W. Garland Strong** on his promotion to operations maintenance supervisor at Riverside.

We are happy to see **Joe Brown**, repairman back to work after an absence of a few weeks while recuperating from an operation.

—By Willie Cox

ON July 27 at Roy S. Nelson Station a farewell and retirement party was given in honor of **L. R. Eddins**, who retired from his job as superintendent at Riverside Power Station on August 1.

The party was opened with a meal of boiled shrimp, potato salad, steak,



BECOMES BRIDE. Lucile Jones, daughter of Mr. and Mrs. Kirby Jones, he is supervisor of residential sales, Port Arthur, became the bride of Madison Brown Wright, Jr., in the Westminster Presbyterian Church in Port Arthur on June 30. Following a wedding trip to Mexico, the couple is now making their home in Beaumont.

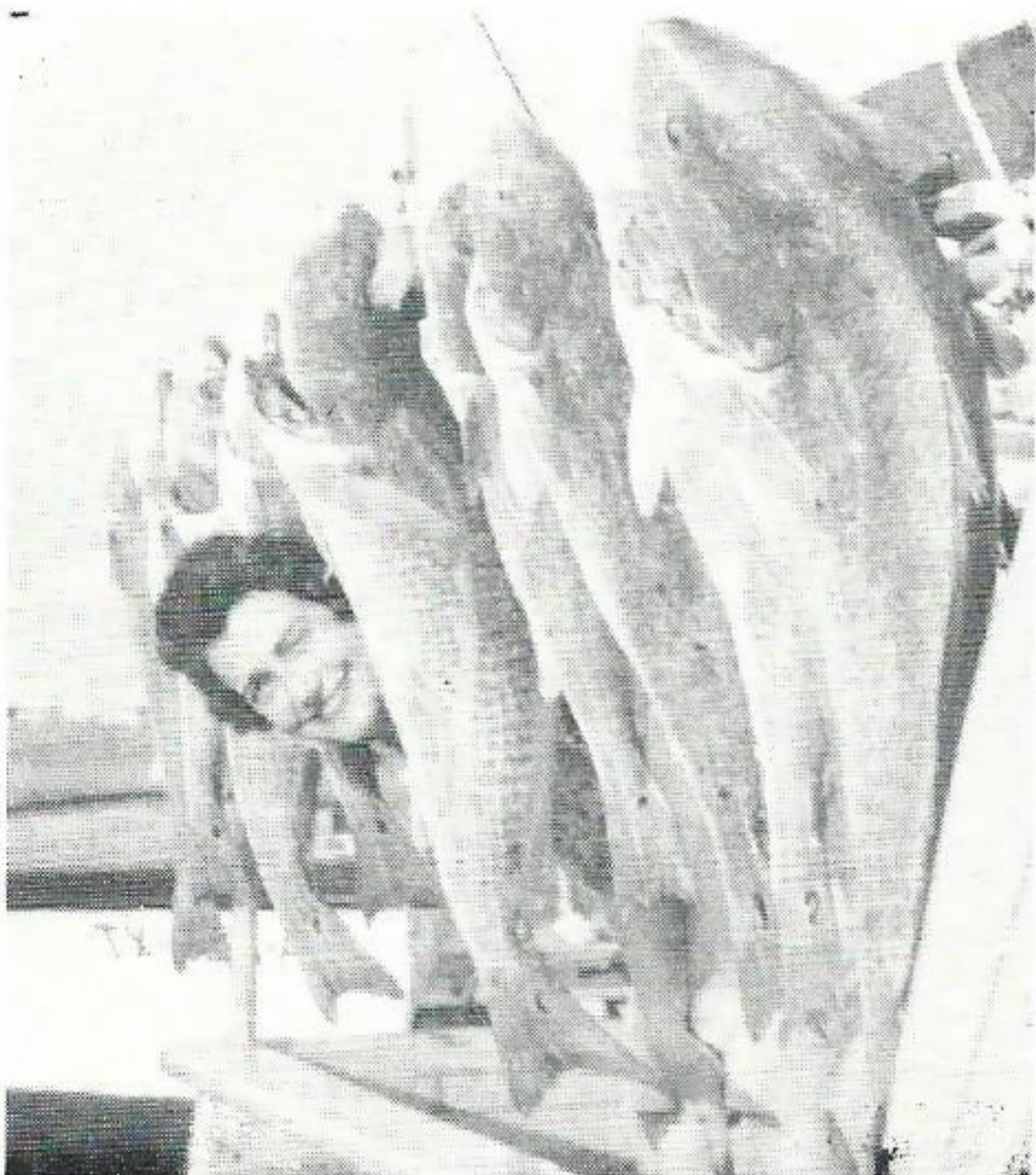


RODEO REPRESENTATIVE. Lynda Pharo, daughter of Mr. and Mrs. Ray Pharo, he is in Port Arthur Engineering, represented the Port Arthur Lions Club at the annual Jasper Lions Club Rodeo recently. A veteran rider since the age of 5, Lynda has placed in numerous events—barrel racing, cutting, break-away—in rodeos along the Gulf Coast.



RETIREMENT MEMENTO. William Prejean, right, maintenance supervisor, Riverside Station, and A. H. Demers, center, superintendent, Riverside and Nelson Stations, present L. R. Eddins, retiring superintendent, Riverside, with the throttle wheel from Riverside's Number One turbine during a retirement party held for Mr. Eddins on July 27.

WINS HONOR. Mary Figari, 14-year-old daughter of E. E. Figari, superintendent, Neches Station, was recently awarded the American Legion award on the basis of service, honor, courage, scholarship and leadership. Mary is a student at St. Anne's School in Beaumont and is president of the girls civic's club.



WHAT A CATCH. Nine reds and a brunette! Bob Haynes, operations supervisor at Neches Station, got this lucky catch while fishing at Bolivar during July. The brunette is none other than Naomi Haynes in System Production, Beaumont.

shrimp dressing, macaroni and cheese, tartar sauce, French bread and drinks.

After dinner, a short speech in honor of Mr. Eddins was given by **A. H. Demers**, superintendent of Riverside and Nelson Stations. **William Prejean**, maintenance supervisor at Riverside, presented Mr. Eddins with the Number One turbine throttle wheel which had been removed from the "World's First Systemated Turbine" at Riverside Station. This was given to him as a "little keepsake" by his fellow employees. It weighs about 75 pounds.

W. Garland Strong, operating and maintenance supervisor at Riverside, then presented Mr. and Mrs. Eddins with a cabinet model stereophonic record player and two stereo records, contributed by the employees of Riverside, Nelson, Louisiana, Neches and Sabine Stations, Lake Charles Main Office, Sulphur Main Office, Beaumont Production, and Allis-Chalmers.

At this time, Mr. Strong also presented to them a collection in the amount of \$24 contributed by the labor crews of Riverside and Nelson Stations, for purchasing records to start his collection.

Short speeches were made in honor of Mr. Eddins by **Andre Dubus**, district superintendent of Lake Charles, and **R. H. Lawton**, superintendent at Louisiana Station in Baton Rouge.

DAVID E. LEWIS has returned from active duty with the U.S. Armed Forces. Dave spent most of his time in Schweinfurt, Germany where he was stationed with an infantry battle group. We are all happy that Dave has returned and welcome him back to the crew.

Visiting with relatives in Natchitoches on their vacation were **Mr. and Mrs. William "Bill" Hogan** and sons.

We are glad to see **William "Bill" Atwell** back in good working condition after undergoing a tonsillectomy the first part of July. Mr. Atwell is employed at the Substation in Lake Charles.

Spending several days of their vacation in Las Vegas, Nevada were **Mr. and Mrs. Melvin Bergeron**. They visited many points of interest on the way to Nevada.

—By Jo Ann Burnett

Storeroom Supervisor, **L. M. Risher** has been enjoying a month's vacation. Luther and his family took a trip to the Smoky Mountains, Chattanooga, Tenn. and other points of interest. We are looking forward to his returning to work after his month of absence.

—By Charlene Harper

LAFAYETTE

BOB DOMINGUE, scout master, Troop #52, Lafayette Council, spent one week at Camp Thistlewaite with his troop of 30 Boy Scouts. His second week of vacation was spent with his family at Holly Beach where everyone enjoyed fishing and swimming. On August 4 Bob left to attend one week's Leadership Training Course at Camp Tiache, Wiggins, Mississippi. Bob and another scout master from Lafayette District were selected to attend this course. Bob is a serviceman in Lafayette.

Bobbie and Lucas Denais spent their vacation traveling to the World's Fair in Seattle, Washington. On their trip they went through Arkansas, Oklahoma, Kansas, Colorado, Wyoming, Montana, Idaho, Washington, Oregon, Utah, New Mexico and Texas. They took in sites such as Old Faithful at Yellowstone National Park, Pikes Peak, Mammoth Springs, (largest hot springs in the world) Rock Mountains, Mount Rainier, Boot Hill at Dodge City, Kansas, and all they could take in while at the World's Fair. While in Oklahoma they visited with Bobbie's relatives. Everything about the trip was very delightful they reported. Bobbie is customer clerk.

T. J. Thayer and his family spent a week at Grand Isle. Everyone enjoyed fishing and swimming in the Gulf. T. J. is a meter reader.

Mr. and Mrs. Elmer "Jugg" Sudderth, and their two grandchildren spent their vacation camping out in the Ozarks. Jugg is line foreman.

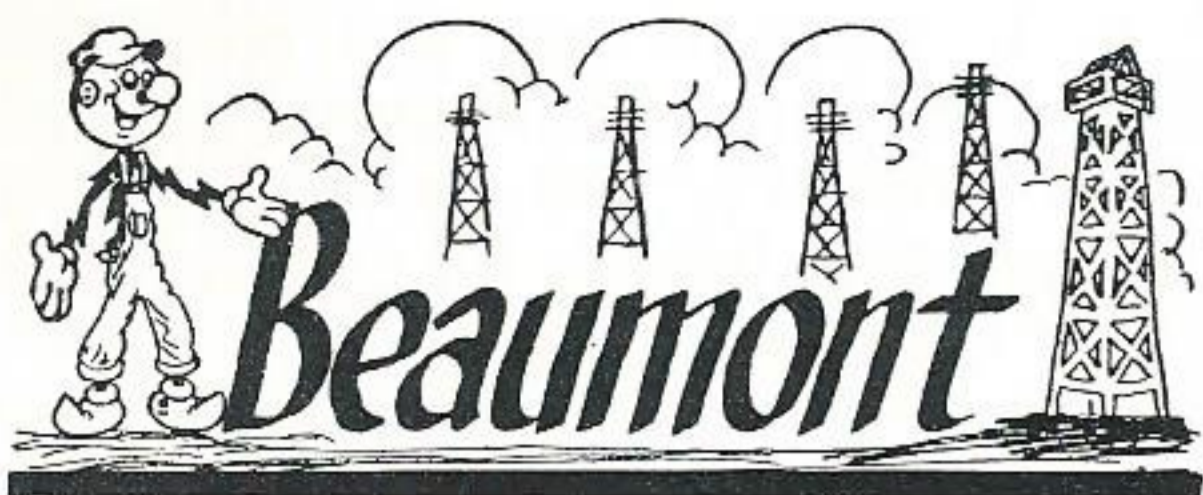
Ivy Becnel and his family vacationed in Florida for several days. They went down to Miami. Ivy is a truckdriver.

John Petitjean and his family spent part of their vacation at home and the other part visiting with friends in Shreveport, La., John is in Engineering.

Corinne Cook, home service advisor left the company recently to await Mr. Stork. Corinne was honored at a farewell party before she left and was presented with an infant seat and an electric sterilizer from her fellow workers. Sorry to see you go Corinne.

Cynthia Duhon was welcomed by the Lafayette employees this month. Cynthia is replacing **Kathy Thibodeaux** who is leaving us to enter nursing school. Cynthia, hubby Bobby and their 12 week old son reside in Youngsville. Glad to have you with us Cynthia.

—By Cynthia Trahan



DOROTHY BURK, Machine Accounting, and husband, **Jerry**, flew their plane to Dallas on Sunday July 15, to attend a National Air Show, at Dallas-Garland Airport. Since both Dorothy and Jerry are licensed pilots, the show, sponsored by C.A.P. and Aviation News Ill. was enjoyed immensely.

The Burks, were accompanied by **Alice Maldonado**, I.B.M., and a friend, Rudy Carrillo. While there Alice enjoyed a visit with her brother, sister-in-law and little niece, who live in Northeast Dallas.

Mr. & Mrs. Jim Wilder, and daughter, **Cheryl Lynn**, vacationed in the Dallas-Fort Worth area, they visited with friends and relatives. Their plans also included a visit to "Six Flags Over Texas." Jim is in Machine Accounting.

Frederick Spitznagle and family vacationed in Bradenton, Florida, where they visited with his father. While there, they enjoyed lots of swimming and fishing.

—By *Alice Maldonado*

UNCONDITIONALLY recommended by the **Joe DeJean's** is the currently popular Six Flags Over Texas, which the DeJean family included on their recent trip into central Texas. They also spent five days at one of the many family resorts on Lake Whitney, near Waco, hiking, fishing, swimming and resting in the semi-western climate. Joe testifies to the fact that Six Flags is one of the biggest bargains in family entertainment which he's experienced and is also a most effective example of graphic education regarding Texas and world history.

Joe is supervisor of residential sales promotion.

—By *Mary Schlicher*

DORIS MOULTON, Records, her husband and daughter began a two weeks vacation July 7. They visited the Alamo and Brackenridge Park in San Antonio and the Aquarena in San Marcos, went sightseeing in Hot Springs, Arkansas, attended a baseball game between the Colts and Cardinals in Houston and visited with relatives in Marshall and Texas City.

Six Flags Over Texas at Arlington has become a popular place with many Gulf Staters.

John Warmack, Production, and his family attended July 23. **Peggie Stout**,



SCORE KEEPER. Watching their coach chalk up their scores on the Camp Matthews, California, rifle range are Cpl. Virgil C. Williams, Beaumont T&D-Line, and member of the Beaumont Marine Corps Reserve Unit, and Cpl. Thomas W. Myers, Silsbee. The coach is Lance Cpl. Richard Brookman. The Beaumont Leathernecks returned the first of August from their annual field training in California. (Official U. S. Marine Corps photo.)



JULY BRIDE. Mildred Ruth Harris, clerk in Customer's Accounts, Beaumont, became the bride of Billy B. Hardy on July 14 in the First Baptist Church, Beaumont.



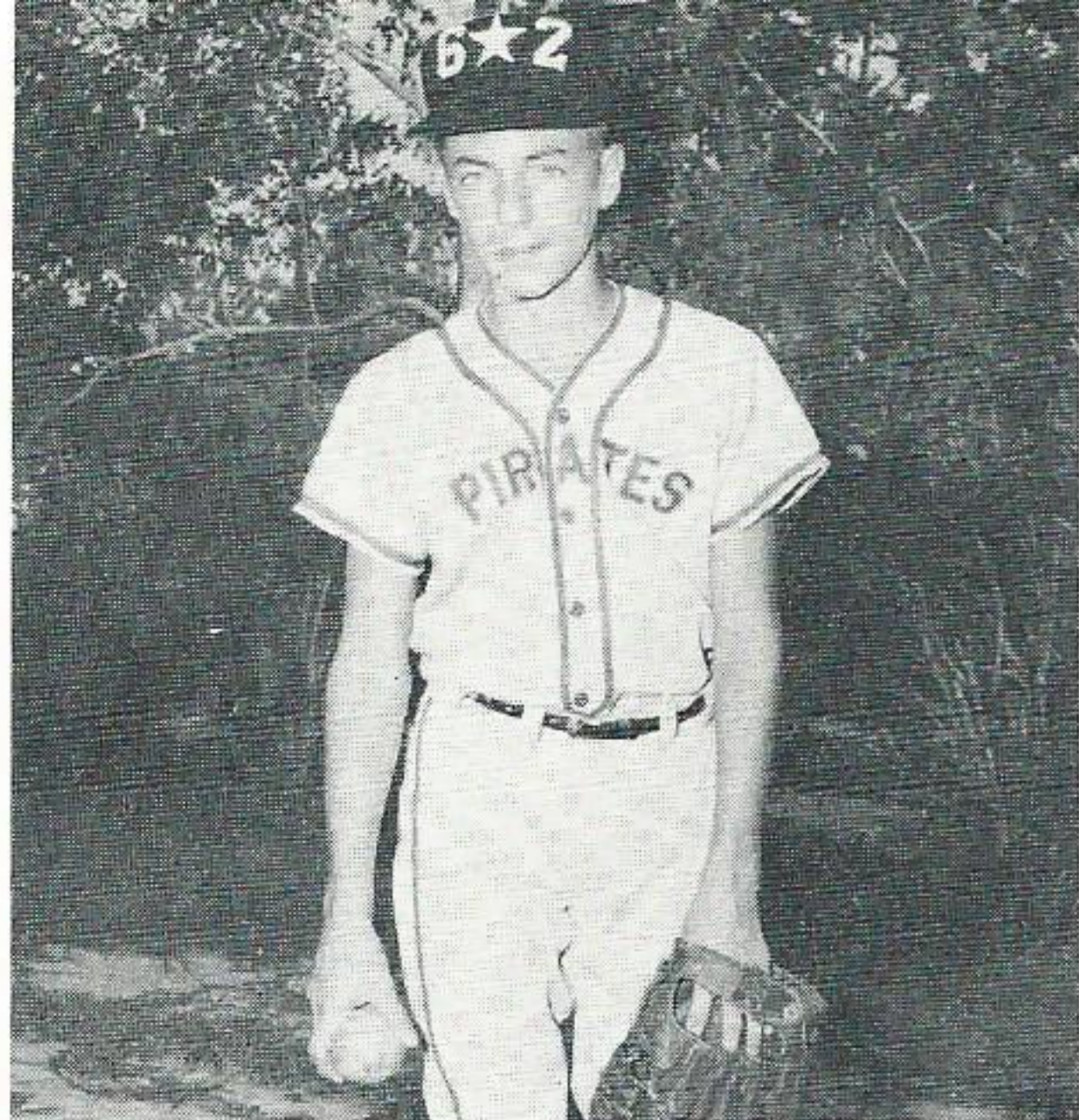
NEW RAINBOW INITIATE. Sandra Garner recently became a member of the Rainbow for Girls, Assembly No. 48 in Orange. Sandra, daughter of Earl Garner, Sabine Station, is a student at Stark High School in Orange.

Records, and husband, **R. J.**, Engineering, took their daughter July 2. **Edaleen Bean**, System Billing, and **Betty Welch**, Construction-Budgets, with two of their girl friends traveled to Dallas July 21. They were guests at the Sheraton-Dallas Hotel where they dined in the Ports O'Call Restaurant in the Singapore Room. In addition to visiting Six Flags, they viewed Dallas from the Observation Tower in the Southland Building, the tallest building west of the Mississippi.

Production's **Charles Lopez**, his wife and five children and relatives who also have five children, spent the week from June 30 to July 7 at their family camp near Big Lake, Louisiana. They enjoyed fishing, crabbing and swimming.



CLASS SALUTATORIAN. Price Bradshaw, son of Mr. and Mrs. Price Bradshaw, he is test supervisor at Neches Station, tied for salutatorian of the 1961-62 graduating class of French High School in Beaumont. Price plans to attend Rice University in September.



CHOSEN FOR ALL-STARS. Billy Joe, 13-year-old son of Mr. and Mrs. Bill Bass, Beaumont, was one of 15 Beaumont Pony League players chosen for the all-star team. Billy Joe was starting pitcher for the Gateway Optimist Pony League team. He has played ball for eight years and is a recognized pitcher in Little League circles. Billy Joe's mother is Charlotte Bass, senior clerk in Customers Accounts.

The first week in July the **George Cannon** family, he's in System Operations, visited with relatives in Baton Rouge and New Orleans.

Nora Ann Baldwin left Gulf States July 6 to take care of her new son, **Wayne Harvey**, born June 12. Members of the Records Department attended a baby shower honoring Nora Ann which was given by **Imogene Ward**, **Frances Linthicum** and **Peggie Stout** in Peggie's home July 16th.

—By *Peggie Stout*

"THOSE Faraway Places" are calling. Billing Department employees are enjoying many varied and interesting vacation trips.

Jessie Dyer, husband, **Bob**, spent two weeks attending the National Square Dance Festival in Miami, Florida. During their stay there they flew to Nassau, the Land of the Open Palms.

Edaleen Bean entrained to Amarillo to join her sister and family for a week of leisure. She also went to "Six Flags Over Texas" the weekend of July 21 with Betty Welch from Construction Budget Dept.

Betty McCord entertained co-workers of the Billing Dept. with a delicious spaghetti luncheon while she was on vacation. We all enjoyed it, Betty.

Mary Dewey and husband, **Fred**, "jetted" to Los Angeles for a visit with Mr. Dewey's relatives; plans also included trips to Disneyland and Knott's Berry Farm.

Mr. and Mrs. H. P. Robichau spent the week of July 23 touring the state of Texas with three granddaughters. Points of interest included Six Flags Over Texas, Austin, San Antonio, Del Rio, and over to Carlsbad, N.M.

Welcome to new employees—**Barbara Allen**, **Glenda Sims**, and **Zora Norsworthy**.

Pat Minor visited in Corpus and Houston while on vacation.

Melba Magee and family spent a week at the beach relaxing and working on their beach house.

Carmella Clark and **Joy Hughes** visited in Tennessee, Florida, Mississippi, and several other states while on vacation. They reported Gatlinburg, Tenn. was like the State Fair. They really enjoyed the sights.

Jimmyly Syme still blushes when you mention surprise parties—seems she was preparing to go to a surprise shower for one of her co-workers when the girls walked in on her with a gift for her new house. A chair had to be found for Jimmyly, she was so shakey she couldn't stand.

Dale McKnight was bade farewell with a hot dog supper and a surprise shower given by **Norma Hughes**, **Ann Quarles**, and **Maxine Glenn**.

—By *Glenda Milner*

SABINE STATION

DALE KARAFF was transferred to Sabine from Neches Station. He will be working with **Morris Sandefer** and **Larry Gurney** of the electrical section. Mr. Karaff and his wife, **Betty Jo**, have two sons, **Keith Dale** and **Kevin Dawane**.

Fred Kressman recently joined the operations section. He and his wife, **Nelda**, have a daughter, **Robin Gayle**. Welcome Dale and Fred!

Most people around here have taken working vacations. **Tony Garcia** spent his vacation fixing up the house he purchased. However, **Jim Derr** did get away for a while. He and his family visited Hot Springs, Arkansas, stopping in Houston to see a couple of baseball games. He did not stay long though. He must think we cannot get along without him.

Congratulations to **John F. Allen, Jr.**, who was promoted to auxiliary operator. His boss's name is **Carolyn**.

—By *Kay Zunker*

SYMPATHY TO:

A. J. Printz, Baton Rouge, on the death of his mother.

William Prejean, Riverside Station, on the death of his father, **Clovis Prejean**, on July 7.

Charlene Harper, Lake Charles Store-room, on the death of her father, **Myrel H. Stine**, on July 12, after a short illness.

E. L. Hegwood, Sr., line crew foreman, Cleveland. Mr. Hegwood's father, **A. A. Hegwood**, died on June 28 and services were held on June 30 at Sacred Heart Catholic Church in Baton Rouge. Besides E. L., Mr. Hegwood is survived by four daughters and four other sons.



Mr. and Mrs. Glen J. Fuselier, auxiliary operator, Riverside Station, on the birth of their daughter, **Genevieve**, born June 12.

Mr. and Mrs. James D. Burleigh on the birth of their first child, **Tina Faye**, on June 25. Mr. Burleigh is employed at Louisiana Station.

Robert W. Jarvis, Baton Rouge T&D Engineering, on the birth of a daughter, **Robbie Diane**, June 24 at Baton Rouge General Hospital.

Mr. and Mrs. F. J. Duhon, Neches Station, on the birth of their daughter, **Claudia**, May 10.

Mr. and Mrs. G. D. Travis, Neches Station, on the birth of their daughter, **Paige Ann**, May 12.

Mr. and Mrs. Paul Page, he works in Building Maintenance, Beaumont, on the birth of their son, **Allen Paul**, June 30.

Mr. and Mrs. Delmar Sanders, Liberty, on the birth of their second son, **Michael Dwain**, July 21, at Mercy Hospital, Liberty. He was welcomed home by his two-year-old brother, **Jeffery Alan**. Mr. Sanders is in the Liberty T&D.

Ernest Singletary, Navasota substation mechanic, and his wife, **Janyce**, who formerly worked in the Calvert office, on the birth of a son, **Billy Todd**, July 24.

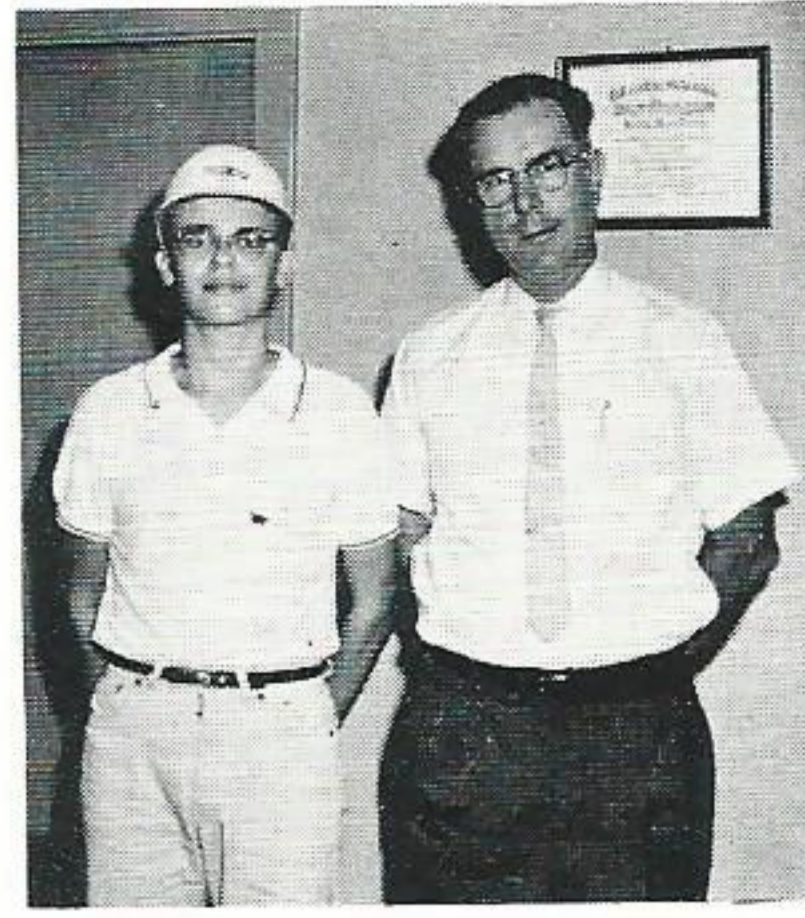
Mr. and Mrs. H. K. Taylor on the birth of their first child, a son, **Stephen Kaplan**, August 5. Mr. Taylor is an employee at Neches Station.



BATON ROUGE. Pamela Raborn and R. H. Lawton.



PORT ARTHUR. Mickey Gill and Howard Mack.



BEAUMONT. Paul Anawatty and Floyd Smith.

Arthur Substation, submitted "Push-Don't Pull Your Lawn Mower."

Navasota

Danny Stout, 13-year-old son of Bobby Stout, lineman, Conroe, submitted this essay: "My dad believes in indoor and outdoor safety. He tells my mother about overloading electric wires and other safety ideas around the house. Outdoors he warns me when mowing the grass not to go over wire, rocks, glass and other things that will hurt me. He says you should never leave things laying around for people to get hurt on."

Baton Rouge

Keith and Ronnie, sons of Albert Toussant, Blanks T&D, both entered last month's contest.

Keith's entry was "My dad brings safety home with him every day when he tells us to watch for cars when we cross the streets."

Ronnie submitted "My dad reminds us of safety every day when he tells us to keep our toys off the floor."

Pamela, daughter of Dewey Raborn, station engineer, Louisiana Station, submitted the following poetic entry:

Safety's the thing, you see,
Says dad to mom, Jim and me.
So being careful
Doesn't cause a fuss,
'Cause daddy loves
All of us.

Lake Charles

David Wade, son, of W. P. Bertrand, Lake Charles T&D, sent in this entry: "Don't point guns at people even when they are not loaded. Don't play with real guns. Don't play on the roads. Don't go in front of cars. Don't go swimming without a grownup."

Mr. Jones received a pretty good response last month. But with vacations and all of the competition from other summer activities we didn't receive as many as we'd like. So, without delay, get your August entry in today!

*Winners announced for first month
of the Honorary Hard Hat Safety Contest . . .*

Hey! Kids Enter Today

. . . in second contest

OKAY, kids, get out your pencils. We're ready to start the second round in the Safety Department's Honorary Hard Hat contest.

The rules are the same as last month. But the subject is different. This month, the contest is entitled "How my dad practices safety while we're on vacation."

So send in your 25 word essay, before September 1, to:

Company Mail	U. S. Mail
Frank Jones	Frank Jones
Safety Director	Lock Draw 2951
Beaumont	Beaumont, Texas

Winners in last month contest, "How my dad brings safety home with him everyday", were:

Beaumont

Paul Anawatty, son of P. M. Anawatty, Beaumont Substation, who submitted "Safety is a full time job—at work—at home—at play. Don't let an unavoidable accident spoil your fun!"

The other two Beaumont winners were brother and sister, the children of Tom Mitchell, Jr., Beaumont Garage. Tom, III, submitted, "Look before you cross the street. Don't drive fast. Drive carefully. Park on the right side of the street. Children should not play with a ball in the street."

While Eva Mae entered, "Always fasten your seat belt. Drive carefully. Children should not play in the street. Look up and down the street before crossing. Obey traffic signs."

Port Arthur

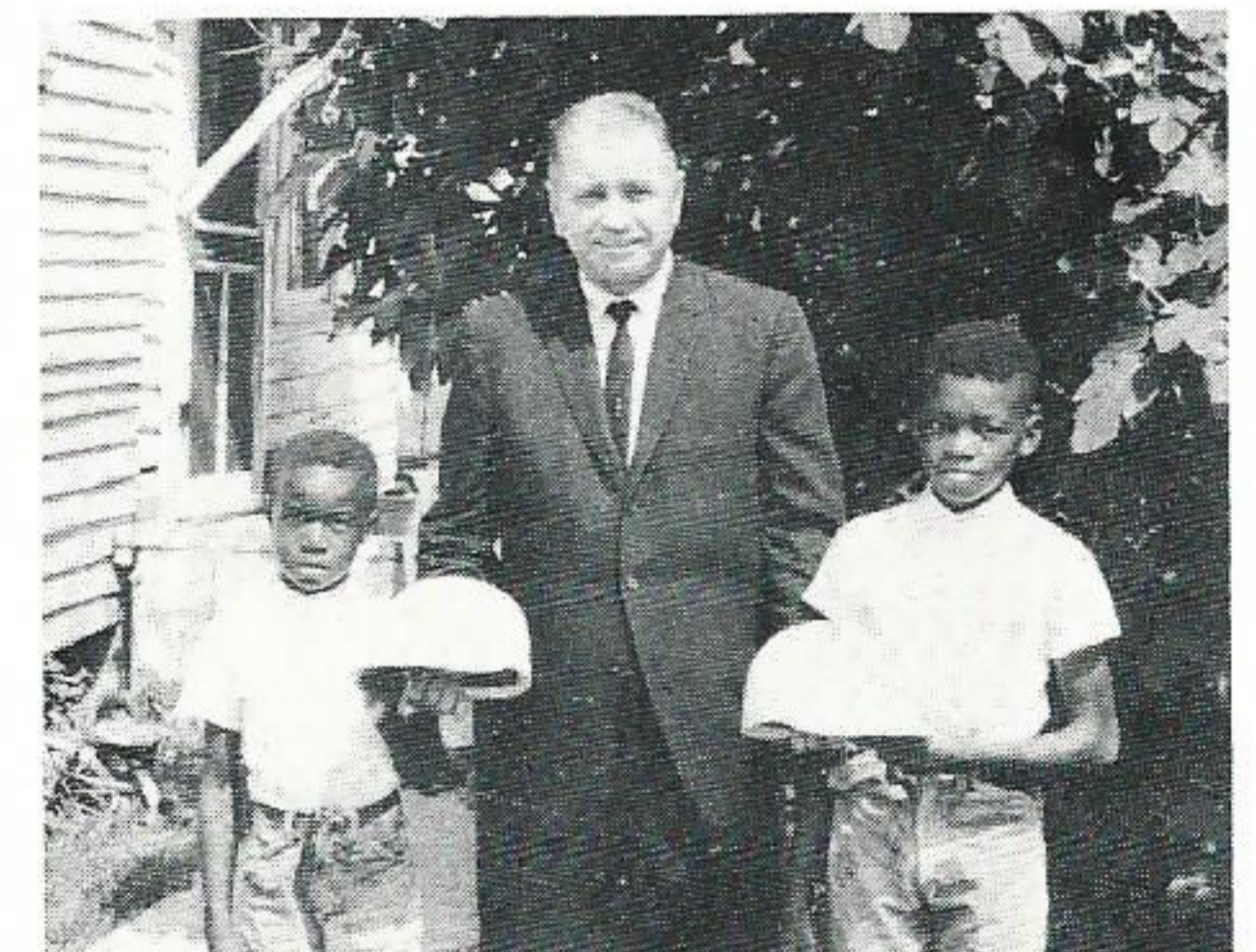
Mickey, son of Otis G. Gill, Port



NAVASOTA. Mr. and Mrs. Bobby Stout and son Danny, Conroe.



BEAUMONT. Tom and Eva Mae Mitchell and Floyd Smith.



BATON ROUGE. Keith and Ronnie Toussant and Jack Kirkland.



Company Board of Directors present plaque to employees for working . . .

FOUR MILLION SAFE MANHOURS

OUR Company's Board of Directors, meeting in Baton Rouge on August 10, presented to a representative group of employees a plaque "in recognition of the outstanding safety record achieved" between November 20, 1961, and August 7, during which period 2,850 Gulf Staters worked 4 million consecutive manhours without a lost-time or disabling accident.

In setting the new Company mark, GSU has led a field of 415 public utilities in a safety contest being sponsored by the National Safety Council which began January 1.

Numerous awards and much recognition have resulted from the clean slate maintained by Gulf States employees, including plaques from the Southeastern Electric Exchange and an Award of Honor Plaque from the National Safety Council for completing 3 million manhours without a lost-time injury.

Baton Rouge Division employees have achieved a safety record of their own in conjunction with the Company-wide mark. The approximately 815 employees in the division have worked 4 million manhours without a disabling injury, a period that extends back to May 1, 1960.

Board Chairman Roy S. Nelson praised Gulf Staters in all job classifications who, through con-

stant observance of safety practices, have kept our Company free of disabling accidents. "Gulf States stresses safety because we know it is an integral part of maintaining efficient and dependable service," he said.

Seated left to right around the table are Company officers and directors attending the presentation. They are E. A. Werner, vice president, personnel manager, Baton Rouge; Charles P. Manship Jr., Baton Rouge; E. L. Robinson, vice president, general sales manager, Beaumont; R. E. Cargill, executive vice president, Beaumont; Edward H. Taussig, Lake Charles; W. H. Gieseke, vice president, secretary, Beaumont; J. J. Morrison, president, Beaumont; Will E. Orgain, Beaumont; Munger T. Ball, Port Arthur; H. E. Brown, vice president, Baton Rouge; and Glen E. Richard, treasurer, Beaumont.

Accepting the plaque on behalf of Gulf States employees are, standing left to right, R. O. Wheeler, Baton Rouge Division manager; T. O. McNight, safety-claims agent; George Square, Production; Albert Toussant, Electric T&D; J. B. LeBlanc, Accounting; Mr. Nelson; Edna Earle Fisher, Accounting; Thomas C. Thigpen, Production; R. J. Jarreau Jr., Electric T&D; Price A. Adams, Gas Department; Ray Price, Electric T&D; Charles Foss, Sales; and George Anderson, Production.