



# Plain Talks

GULF STATES UTILITIES COMPANY

JANUARY, 1962



### IN THIS ISSUE:

- Our Company's Outlook for 1962
- The Crowning of Queen Safety, the First
- Christmas Parties in Pictures

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

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## OUR COVER

**S**AFETY QUEEN Carolyn St. Amant, home service advisor in Baton Rouge, starts Reddy Kilowatt on the safety record indicator at Louisiana Station, on his way toward another million manhours without a disabling accident record. Assisting Miss St. Amant is Joel Harrington, master repairman at Louisiana Station, who is very active in safety training programs at the station. Miss St. Amant was crowned system safety queen on January 4 in Beaumont (see page 10). This month PLAIN TALKS asked six members of top management to forecast our Company's outlook for 1962 (see page 2). Top to bottom they are: R. W. Cargill, executive vice president in charge of engineering and production; E. L. Robinson, vice president and general sales manager; W. H. Gieseke, vice president in charge of corporate and finance and secretary; E. A. Werner, vice president and personnel manager; L. M. Welch, vice president in charge of system operations; and G. E. Richard, treasurer.



# Your Information...

## The 1962 Outlook

ACCORDING to our top management people, this will be a good year for us. For details see pages two through seven in this issue.

Crystal ball gazing always has its "if's". Much of our optimism for this year could come back to haunt us in the form of a national emergency, another cool summer, a disastrous storm or hurricane or some unforeseen economic upheavals in the area. But why look on the dark side when we happen to live and work in one of the more fortunate areas on this old planet?

Our resolution for '62 is to try to bring you each month the most informative and interesting magazine we can. As employees of one of the fastest-growing, most forward-looking electric utilities in existence, you certainly deserve our best efforts.

### Habit-Forming Doses Dangerous

IF Khrushchev came to the United States and proposed that electric power production be socialized as in Russia, there would be strong public reaction against it.

But powerful influences in our own country are working for federal ownership of electric power production. "Cheap" electricity is the bait held out to the people to induce them to support advocates of federal power, which is nothing more or less than socialized power.

"Cheap" power is a misstatement because cut rates are made possible only by exempting the federal plants from taxation, providing tax dollars to build them, and by granting them other special government privileges not accorded taxpaying private citizens and industry. Public power plants could not produce power any cheaper than private plants if they were subject to the same taxation and regulation.

We have made a good start on the road toward socialism, but the politicians never use that term. They use

softer wording like public power, public housing, federal aid to farming, federal loans, federal medical care, federal school aid, federal this and federal that. But all of it is laying the groundwork for socialism. And the people never get a chance to cast a "yes" or "no" vote on any of the vast federal spending projects which are slowly but surely destroying states' rights and individual responsibility and liberty.

Three and one half months before Nikita Khrushchev visited the United States, he is credited with saying, "We cannot expect the Americans to jump from Capitalism to Communism, but we can assist their elected leaders in giving Americans small doses of Socialism, until they suddenly awake to find they have Communism."

Anyone who can read the newspapers can see this pattern taking shape in the United States. How long will it be before the people wake up to what is happening?

### THE AMERICAN WAY



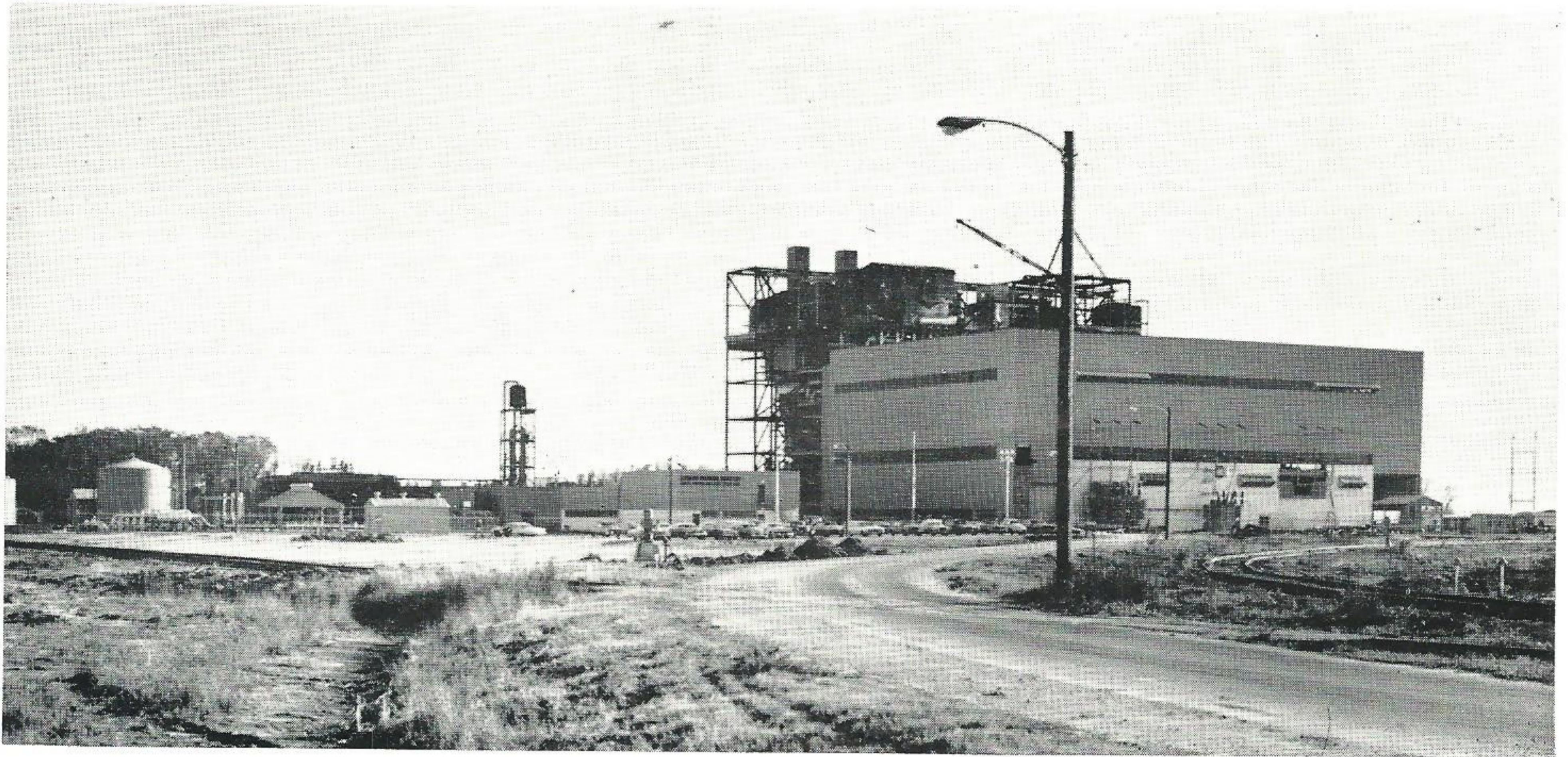
An Impossible Task

### Full Employment

WHILE he was watching steam shovels scoop up earth at a dam site, someone remarked to former President Theodore Roosevelt. "Think of the jobs we would create if we put men in there with shovels, eh Teddy?"

"Yes," replied Teddy scathingly, "and we could multiply that number by thousands if we equipped them with teaspoons."

—JST



**1962'S HIGHLIGHT.** The high point of this year will come when our newest and sixth power station, Sabine Power Station, near Bridge City in Orange County, Texas, puts its number one generating unit into operation. The unit is expected to go into operation some time in March. In the meantime construction is going forward at a good

pace on unit number two, which like unit number one will be a 220,000 kilowatt unit, and it is scheduled to go into operation early in 1963. We will soon start construction on another 220,000 Kw unit at Willow Glen Station near Baton Rouge. This unit is expected to be in operation in 1964. Our capability is now 1,501,000 Kw.

*Top management forecasts continued area, Company growth in . . .*

# OUTLOOK FOR 1962

**L**AST WEEK in New York, Chairman Nelson and President Morrison met with members of the New York Society of Security Analysts and predicted that 1962 would be a good year for the area we serve, with continued steady growth and progress in store for this petrochemical center of the world.

Area growth is, of course, reflected in our day to day company operations.

As employees and shareholders, Gulf Staters are interested in what lies ahead for our Company. To find out, in some detail, what we can expect of 1962,

PLAIN TALKS has asked six Company executives: R. W. Cargill, executive vice president in charge of engineering and production; E. L. Robinson, vice president and general sales manager; W. H. Gieseke, vice president in charge of corporate and finance and secretary; E. A. Werner, vice president and personnel manager; L. M. Welch, vice president in charge of system operations; and G. E. Richard, treasurer; to present an outlook of what their departments will be doing during 1962.

Mr. Gieseke and Mr. Richard, along with Robert Jackson, assistant secretary, were also at the New York meeting.

# Engineering and Production Expect 1962

## To Be Another Year of Growth

By R. E. Cargill

Executive Vice President  
Engineering and Production

THE prospect for 1962 for both Engineering and Production Departments is that of continued effort to provide adequate and dependable electric service—at minimum delay.



Mr. Cargill

In Production, a constant surveillance is required of the condition of existing plants, with careful scrutiny of maintenance needs, as well as of the construction of new units.

### Production To Begin At Sabine Station

Sabine Power Station's number one unit (a 220,000 kilowatt unit and our largest to date) will be in operation some time in March and construction continues on number two unit (another 220,000 kw unit) scheduled for operation early in 1963. Construction begins soon on another 220,000 kw unit. This will be the number two unit at Willow Glen Station, and is to be in operation in 1964.

Our Engineering Department will continue to study, plan and design transmission lines, substations and generation installations to meet immediate and long range load requirements. During 1962 we will undertake a study of the construction of a 345 Kv or possible 500 Kv, (extra high voltage) transmission system to extend from a point north-east of Baton Rouge to Sabine Power Station.

### Metropolitan Service To Be Increased

During 1962 we will begin projects which will bolster the electrical service in our metropolitan areas. A 100,000 KVA bulk substation will be built in South Beaumont, and 69 Kv lines will be constructed from Orange Bulk Substation to Orange, from Harelson Substation to Highland Substation in Baton Rouge, from Florida Substation to East Substation in Baton Rouge, and from Chlomal Substation to Smith Substation in Lake Charles.

Other projects call for improving our service to more remote areas with the construction of lines from Bragg to Livingston, Texas, from New Iberia to Weeks Island, Louisiana, new lines from Scott

to Meaux, Louisiana, with a new bulk substation at Scott, new lines from St. Martinville to Parks, Louisiana, and the construction of a new substation at Parks, and a 69 Kv conversion of transmission lines in the area south of Sulphur.

A number of projects will be undertaken during 1962 to provide service to new industrial customers. On the board now are plans for a 200,000 KVA bulk substation at Giesmar in Baton Rouge, a 50,000 KVA substation and distribution lines to serve the new Monochem Plant at Baton Rouge, and the construction of lines and substations to serve Dixie Pipeline Company at Baker, Sulphur, and Breaux Bridge, Louisiana.

### Work To Begin On Interconnection Ties

Construction will begin on some jobs that will assure us of plenty of dependable power under almost any situation. To provide us with ties with electric utilities adjacent our service area, two 138 Kv transmission lines will be constructed. One will extend from Roy S. Nelson Station at Lake Charles, to near Ragley for an interconnection to Central Louisiana Electric Company. The other will be built from Harelson to Sorrento, Louisiana, for an interconnection with the Louisiana Power and Light Company. This interconnection is scheduled for completion in 1963.

Also improvements will be made to our trunk transmission lines; such as two 138 Kv lines from Sabine Power Station to Line #17 in Orange County, a 138 Kv line from Nelson Station to Lake Charles Bulk, and the reconductoring of the 138 Kv line from Lake Charles Bulk to Lafayette.

Naturally, no facility can be built until the land on which it is to be erected is secured. The Right-of-Way Section secures such rights. Because of the difficulties and delays encountered in obtaining such rights, considerable advance planning and effort is necessary in order to have the land in time.

In addition to the land rights for the above projects, right-of-way is being obtained for such future 138 Kv lines as the ones from Port Neches Bulk to Port Acres, from Harelson to Port Hudson, from Lake Charles Bulk to Carlyss Bulk, from Abbeville to south of Lake Charles and from northeast of Baton Rouge to Sabine Station for the proposed EHV line.

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# Sales Department Expands to Meet Growing Competition in 1962

By E. L. Robinson  
Vice President  
General Sales Manager

AFTER weathering a recession, 1961 turned out to be one of the best years in Company history from a load building standpoint.



Mr. Robinson

Numerous existing plants like du Pont, Beaumont—Firestone Tire and Rubber Company, Orange—du Pont Sabine River Works, Orange—Wyandotte Chemical Company, Baton Rouge, completed substantial expansions. Total expansions of these and other major industries amounted to approximately 34,200 kilowatts.

In the new industry category, we connected Houston Chemical Company, Foster Grant, Mobil Chemical Company and Goodyear Tire and Rubber Company in the Beaumont area; Hercules and Continental Oil at Lake Charles, and Phillips Chemical Company at Orange, just to name a few major loads. Total of these major and all other new industrial loads amounted to over 72,800 Kw. The grand total of new loads and expansions amounted to 107,000 Kw.

## Industrial Loads Under Contract

We have a good backlog of industrial loads under contract and scheduled to start in 1962. These include expansion of the du Pont Sabine River Works at Orange, Goodyear Tire and Rubber and Mobil Chemical at Beaumont, Wyandotte Chemical Company at Baton Rouge, and Hercules Powder Company, Lake Charles. Also, Monochem, Inc. of Baton Rouge is ready to start testing their big new plant. These loads total 51,000 Kw.

With the above loads for a starter, we expect 1962 to be another good year. The strong position of the economy in our service area was indicated by the year end bank calls recently published, wherein bank after bank across the system showed a substantial increase in deposits over a similar call a year ago. This indicates a growing area, and spells out the fact money is available for sound growth.

## Increase Expected In Residential Customers

From a customer gain standpoint on a 12 month ending basis, we had experienced a gradual decline

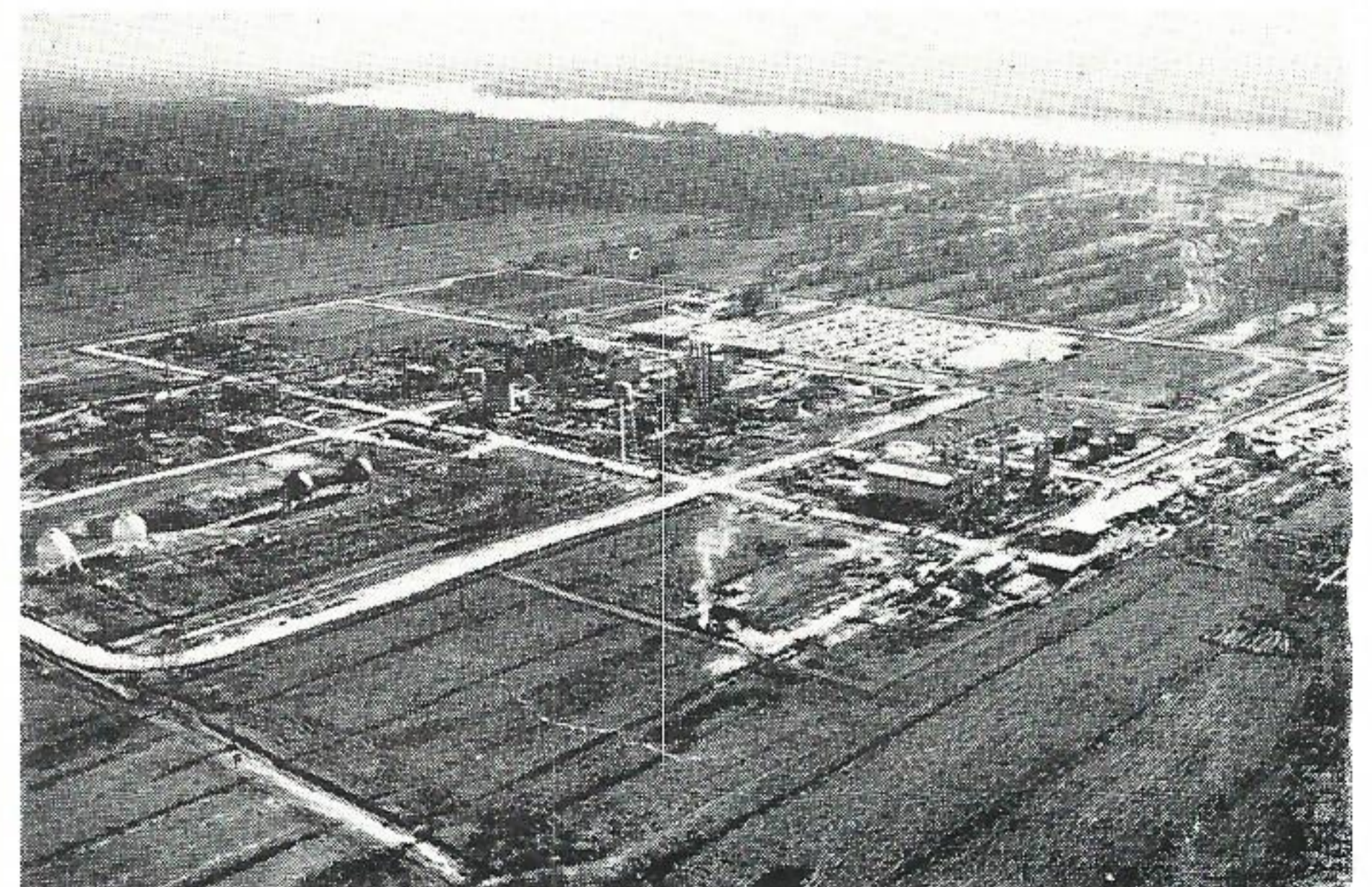
in the rate of growth from the post war years. At the peak in 1957, we had added over 14,000 customers. This curve declined to 4,200 in March of last year, then started to climb, reaching 5,875 in July. We estimate we will add 6,500 customers in 1962.

In the residential category, we have bogied 11,000 ranges, 3,000 water heaters, 6,300 dryers, 1,000 heat pumps, 2,600 medallion homes and 3,000 Kw of electric heating. This will give us another good year in the residential field.

In commercial sales, the completion of the Forest Park "Environment For Learning" High School in Beaumont was a significant move toward windowless, air conditioned schools. In addition to good lighting and a modern electric kitchen, this school is air conditioned by a 238 ton Carrier unit powered by a 239 h.p. electric motor. We have given wide circulation to a brochure on the school as prepared by our Advertising Department and Commercial Sales Department people, and feel that other school boards will find this type of building to their liking.

## Personnel Added To Sales Staff

In gearing up to meet competition, we have added Leroy Bodemann and Bill Richard to the system sales staff, reporting to Lionel Dugas. Mr. Bodemann is a graduate electrical engineer and will work in programming and promoting industrial sales.



NEW INDUSTRIES TO BE ADDED IN '62. Monochem, Inc., a new petrochemical plant now nearing completion at Baton Rouge, is typical of the new major industrial loads that will be added to system during 1962. The new industrial loads we now have under contract and scheduled to start operations in 1962 will add a total of 51,000 Kw. Last year new loads and the expansions of existing industrial electrical loads amounted to a grand total of 107,000 Kw.

Mr. Richard is a graduate mechanical engineer and will assist in preparing and pushing our commercial sales program. Special emphasis will be given to the promotion of lighting, heating, cooking, heat pumps and miscellaneous commercial uses. Both Mr. Bodemann and Mr. Richard will closely follow the competition we meet in the commercial and industrial fields.

In the Port Arthur Division, Virgil Shaw has been promoted to Industrial and Commercial Supervisor and Gilbert Hiter has been added as an Industrial Engineer. Jim Richardson has been moved to Navasota as Industrial Engineer replacing Bill Richard, and Wayne Sullins has moved to Beaumont

Division Sales as Industrial Engineer replacing Leroy Bodemann.

We expect to see substantial activity in our service area as the result of the "moon shot" programs in Houston and in New Orleans. The expenditure of billions of dollars on these two programs should push satellite supply concerns into our territory. In addition, the Federal government is vigorously pushing the rural development program, and our Area Development Department faces a most active year.

We have just held dealer meetings across the system to kick off our Residential Sales Program, and we anticipate a successful year in all phases of sales activity.

## Groundwork Begun for Financing Our Company's Expansion in 1962

*By W. H. Gieseke  
Vice President-Secretary  
Corporate and Finance*

**I**NDUSTRIAL expansion throughout Gulf States' 28,000 square mile service area during the past decade has required the Company to invest large sums of money for new facilities and to enlarge and improve existing facilities, and 1961 was no different.



Mr. Gieseke

Construction expenditures last year totalled \$46,000,000. The Company entered 1961 owing the banks \$7,800,000 so that \$53,800,000 would have to be taken care of in 1961. Of this amount, \$36,550,000 was obtained from the sale of 350,000 shares of Common Stock, \$15,000,000 of 4-5/8% Debentures and borrowings of \$8,900,000 on short-term notes from banks, with the balance obtained from retained earnings and the investment of depreciation and deferred Federal income tax accruals.

### Construction Expenditure To Amount To \$37,600,000

Present forecasts indicate that construction expenditures in 1962 will amount to \$37,600,000. As in the past, some of the required funds to pay for this additional investment in facilities will come from retained earnings and depreciation and deferred Federal income tax accruals, with the balance to be obtained from investors and through additional short-term borrowings from banks.

The Company closed out 1961 owing \$8,900,000 to banks which must be taken care of along with the \$37,600,000 of new construction expenditures, making a total of \$46,500,000 which must be provided during 1962. Plans for obtaining this large sum of money have not been finalized but tentatively an issue of First Mortgage Bonds of an indefinite amount is under consideration. This, of course, depends on the level of interest rates which is determined by the condition of the money market.

The Company has available to it short-term revolving credit agreements with commercial banks under which it may borrow up to \$20,000,000 principal amount outstanding at any one time, of which \$8,900,000 has already been taken down. These short-term credit agreements will be utilized by the Company from time to time during 1962 to carry forward its construction program and for other corporate purposes until permanent financing arrangements can be completed. However, it must be realized that loans of this type are only a temporary means of financing, so that over a longer period all cash not available from operations must be obtained from the sale of securities.

### First Mortgage Bond Issue Slated For May

Should construction expenditures develop as anticipated, it is probable that around the latter part of May, 1962, the Company will have used \$13,700,000 of its bank credit available under short-term arrangements. If market conditions are

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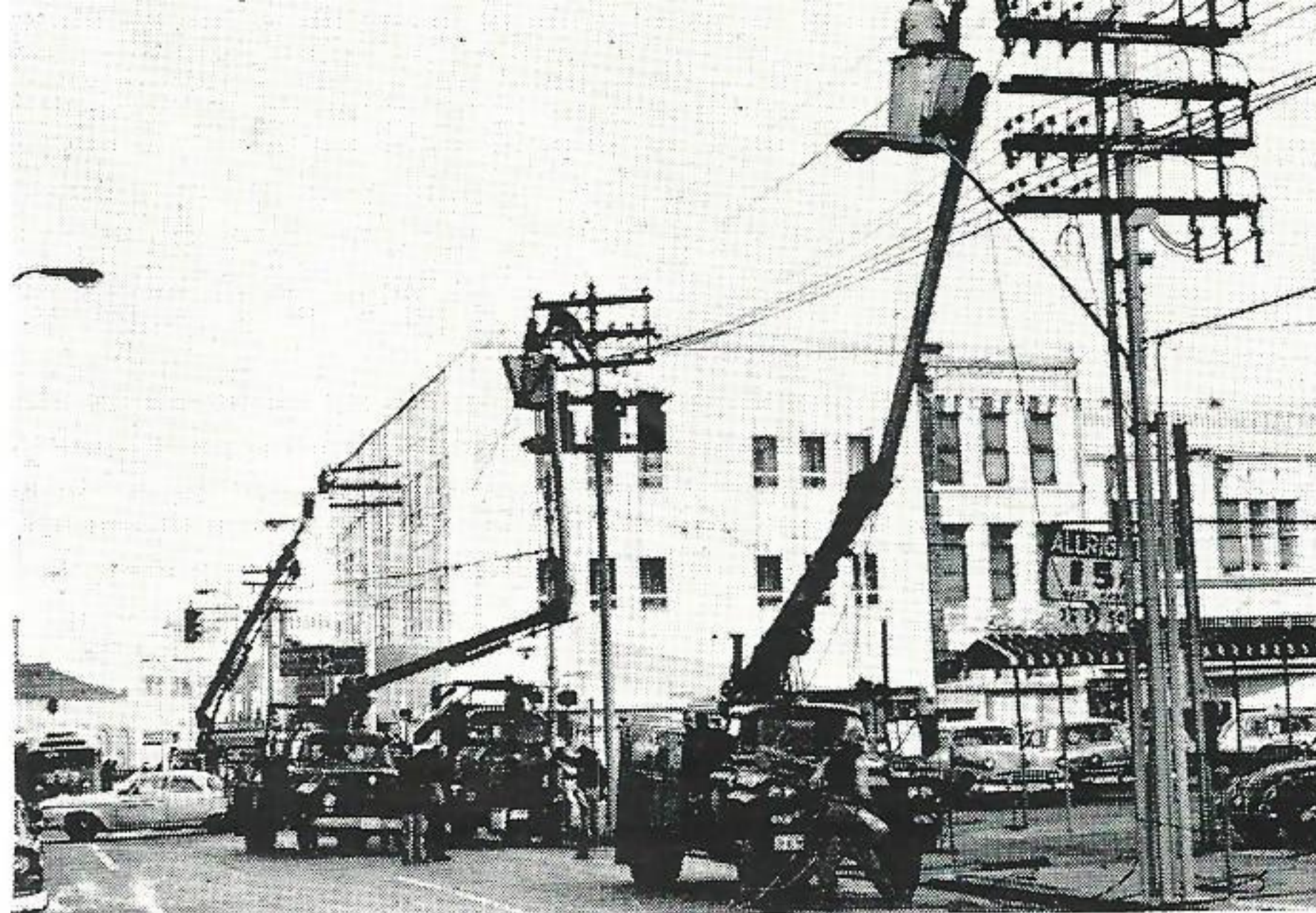
favorable in the month of May, the Company plans to sell an issue of First Mortgage Bonds at competitive bidding, subject to the approval of the Federal Power Commission and clearance with the Securities and Exchange Commission.

A portion of the net proceeds from the sale of the Bonds will be used to repay short-term bank borrowings to be outstanding prior to the Bond issue which will immediately restore the credit available under the short-term agreements.

### Rainfall Hurt 1961 Net Income

Excessive rainfall and below normal temperatures during the summer air-conditioning season and increased interest and depreciation charges on new equipment placed in service in 1961 brought about a decrease in net income compared to 1960.

Given a favorable break in area weather, we expect that 1962 will be better than the year 1961.



**EVERYBODY'S JOB AT GSU.** This scene is a good example of how our well trained personnel restore power quickly and efficiently. This picture was made on January 10, shortly after 7:30 a.m. in near 10 degree weather, when a traffic light at Pearl and Liberty in front of the General Office Building, Beaumont, fell breaking a feeder line. The power disruption plunged the 22-story building into darkness and forced employees to use stairways up to their offices. In spite of the lack of lighting and heat, business went on as usual.

## Personnel to Intensify Safety Program And Begin Information Program In 1962

By *E. A. Werner*  
*Vice-President*  
*Personnel Manager*

**T**HE brightest spot in the Personnel Department's outlook for 1962 is in the area of safety. As



Mr. Werner

it has been and will continue to be, the physical welfare of our employees is our most important objective.

Increased emphasis will be placed on off-the-job safety in an effort to reduce home, recreational and traffic accidents. Additional stress will be placed on our safety programs for the public. Here, we hope to greatly reduce public injuries and service outages.

The over-all Safety Program for 1962 will continue to be positive and aggressive. With employee cooperation and practice, a banner year is anticipated for both on and off-the-job safety consciousness.

### Employee Information Program To Begin During Year

A significant development in Training this year will be the inauguration of the Employee Information Conferences. These are scheduled to begin during the first quarter, and will involve all employees in the Company. The discussion-type conferences will include subjects such as economics, practical politics, Company information, commu-

nism, socialism and others.

We definitely feel that the more informed Gulf Staters become, the better we are as employees and citizens. So we have set as the objectives for these conferences the following:

1. To improve employee understanding of the economic processes of Gulf States operations.
2. To create awareness of the trend toward socialism and its threat to the free enterprise system.
3. To inform employees concerning the public power program and the economics involved.

The Employee Information Conference program has been undergoing development for several months and we feel that the finished product will be very interesting and evoke a great deal of enthusiasm.

### Civil Defense Training Scheduled For '62

Also in our '62 outlook is the training of monitors to detect radiological fall-out. This project is in line with the National Office of Civil Defense plans for survival training.

In our Safety and Training sections we are fortunate to have instructors of monitors certified by the Department of Defense. We intend to acquire training kits from the OCD and instruct a number of employees in strategic locations. With such training, we will be able to contribute to the prevention of injuries and saving of lives throughout our service area in the event of a nuclear attack.



# Past Experience and Training Will Make Us A Better Working Group in '62

By L. M. Welch  
Vice President  
System Operations

THIS year will be a good one for us because we are an excellently trained working group of 2,800 people, because we have a sincere safety group and an effective safety program with the solid backing of all of us, and because our lines and substations, due to our hard, skilled work, are in good shape.



Mr. Welch

As a working group, thanks to our continual study and analysis of our 72 years of accumulated operating experience, we are far better trained for our task than ever before. Most importantly we have gained the "know how" by actual accomplishment in operating our Company to meet the needs of our 297,000 customers.

We are the same seasoned, experienced, working group that took "Carla" in our stride with one hand and at the same time rendered help to our more severely stricken good neighbor, Houston Lighting and Power Company, with the other.

## Seventy-two Years Of Experience

Our 1962 working family in addition to being equipped with the "know how" accumulated over the past 72 years, has continually gone to classes at the job site, in colleges, and at industry meetings.

In other words, we have seasoned and checked these many years of accumulated operating experience with the best that classroom "skull practice" and that the distilled experiences of other utilities can offer.

## Safety, A Challenge

1962 will also be a good year because we have safeguarded our Company family with the best safety preparation that a dedicated group of safety people, with all our help, can provide. We have pulled all "stops" on safety. We have bought the best safety devices, conducted hundreds of safety discussions, and organized safety auditing groups. Safety is now up to us as individuals. I am sure we will meet the challenge to protect ourselves and

our fellow workers.

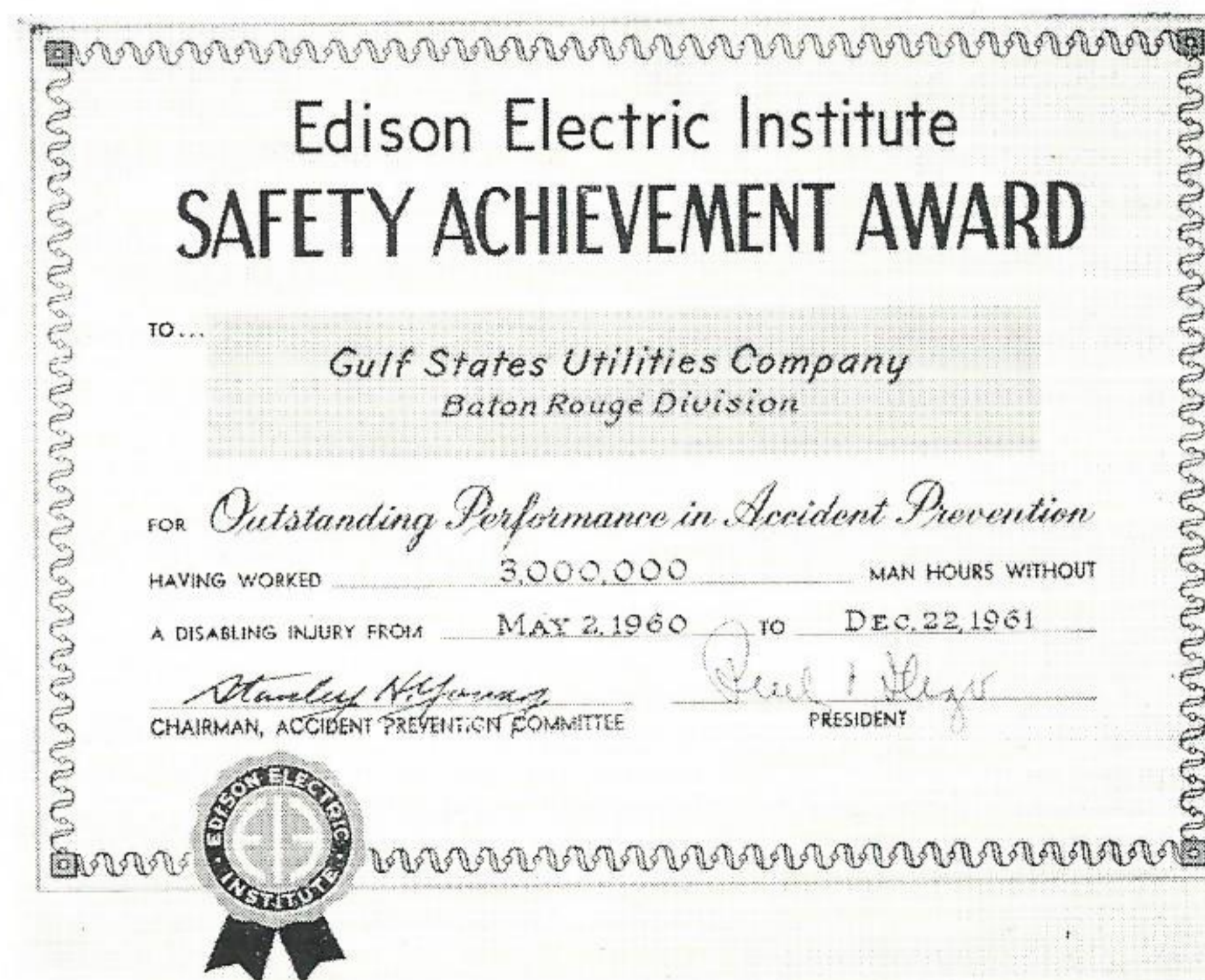
I'm confident that our 13,000 miles of electric lines and 533 substations are in excellent shape to take care of feeding electric energy to our 297,000 customers. These 13,000 miles of lines are carefully engineered, subjected to computer study, continuously observed by trained engineers, and our crews continuously work on these lines to keep them in top condition. For instance, we plan to spend over \$600,000 in 1962 just to safeguard these lines from trees.

## System In Excellent Condition

Our 533 substations, as economic investment justifies, are equipped with the best in transformers, circuit breakers and relaying. These substations at key points are under skilled control every minute of the year.

With a thoroughly experienced, cost-conscious, working family of 2,800, with the excellently but prudently designed \$425,000,000 Gulf States system, and with 297,000 eager-to-buy customers, located in a fast growing, richly endowed area, we're confident 1962 will carry us to a new peak of accomplishment.

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**TRAINING PAYOFF.** During 1961, Baton Rouge Division worked 3,000,000 manhours without a lost time accident. This excellent record was the result of years of experience and training put to use every day. By again making use of this experience and training during 1962, there is no reason our entire system can not set the same record.

# Treasury to Study New Methods and Ways For Keeping Accounting Records

By G. E. Richard  
Treasurer

THE Treasury Department in 1962 shall continue to fulfill our varied responsibilities and purposes which may be broadly defined as accounting for, protecting and reporting on the revenues, expenses and assets of the company.



Mr. Richard

Our Billing and Customers Accounting and Collection Departments will prepare some 3,650,000 bills for our services and will keep the accounts of about 301,000 electric and 54,500 gas customers.

The Purchasing Department will issue some 27,000 orders to purchase the materials and supplies needed to operate existing and build new facilities, and the Stores Department will maintain our inventory of such materials averaging about \$2,300,000 and also will issue about 90,000 stock slips to account for the materials issued.

## Accounting Keeps The Records Straight

The General Accounting Department, in addition to keeping the records of all financial, operating and construction transactions and preparing reports relative to the same, will prepare and pay over 26,000 purchase vouchers; prepare some 72,000 payroll checks to pay our 2,800 employees for their services; keep the records of employees who participate in our Thrift Plan, Retirement Plan, Group Insurance and Hospital, Surgical and Medical Plans.

Our Statistical, Analysis and Budget Department will prepare numerous special financial and operating reports required by the regulatory agencies as well as such reports for our stockholders and executive staff. They will compile the operating budgets and report on the actual operations as compared with the budgets.

## Taxes Will Take Large Share of Revenue

Taxes and Insurance are two most important responsibilities of the Treasury Department. In 1962 our tax bill will amount to nearly \$20,368,598, or \$55,804 per day for each of the 365 days of 1962. We carry \$177,510,000 of general fire insurance on our properties and in addition have policies protecting the company against financial losses resulting from boiler explosions, public liability

suits, etc. Growth in the company's revenues and assets plus the imposition of new taxes increased the responsibilities of these functions to the point where it was deemed advisable to divide their administration beginning in 1962. Income and franchise taxes based on company assets and/or capital will continue under the direction of Mr. Linnehan.

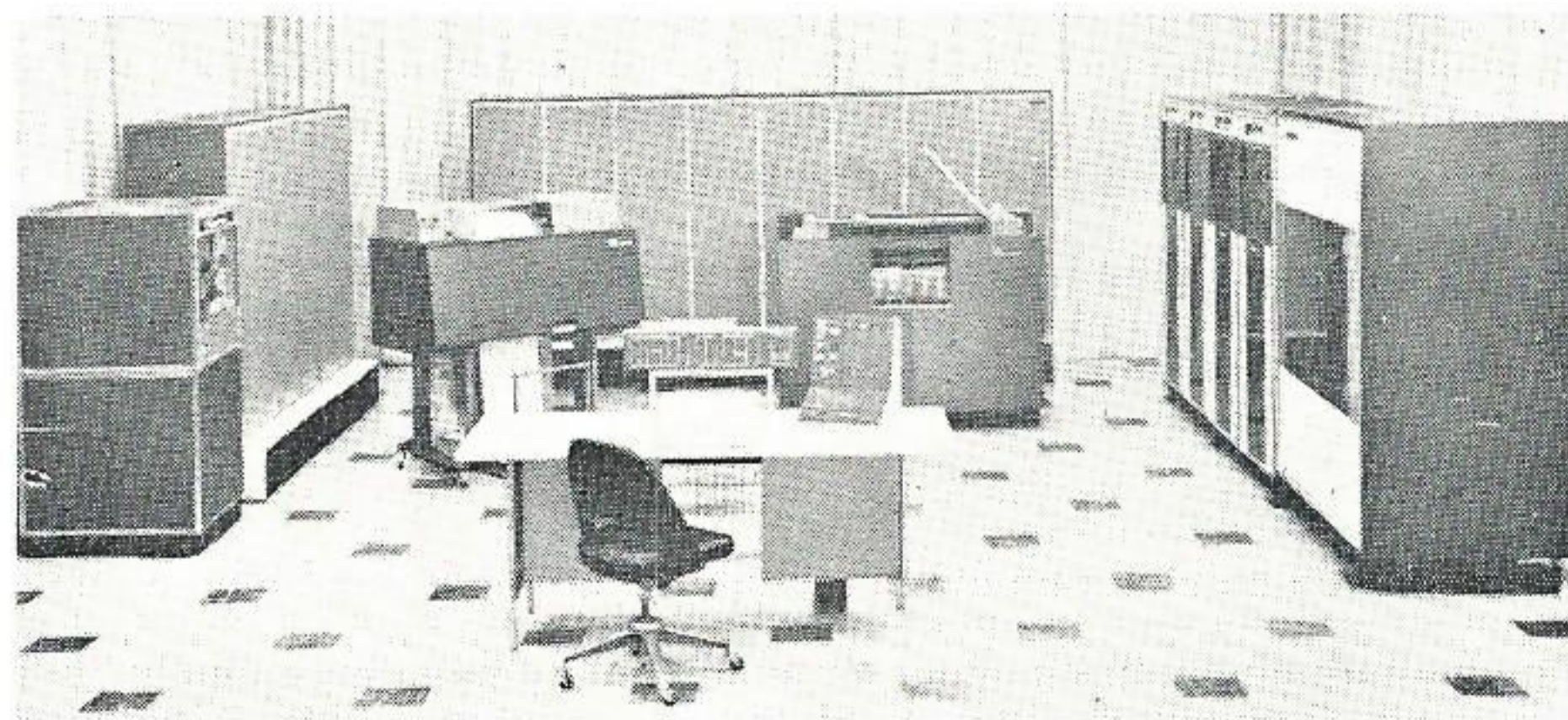
Emery Pintsch has been promoted to the position of director of insurance and taxes and he is responsible for the placing and administration of all insurance, and for all taxes assessed against our property, gross receipts, sales and use, etc.

Let me dispel any idea that the Treasury Department functions are static and that we have no plans for improvements in 1962. That is very far from the facts. Beginning in 1962 we will begin reporting costs on a "Responsibility" basis. Under this method of reporting supervisors, department heads and executives will have a monthly report on the cost of operations for which they are responsible. Our Budget section will be planning for the preparation of budgets on this basis beginning in 1963.

## New Equipment Ordered

We have on order for delivery in mid-1963 one of the most modern type orientated computers and high speed printers for our data processing center which will replace most of our present equipment and during 1962 our Procedures and Practices Department will be very busy preparing the programs for this completely new process.

Our Company was singled out by International Business Machines to pioneer a joint study of Data Transmission Requirements in the Public Utility Industry. We will supply two accountants and two engineers and IBM will supply four employees to conduct this study which will take from six to nine months beginning in March, 1962.



NEW IBM EQUIPMENT. This IBM 1410 data processing system is similar to the system on order for delivery to our Machine Accounting Section in 1963. During 1962, Procedures and Practices personnel will prepare the programs to be used in this new system.



A CALENDAR FOR '62. Corinne Hanley, home service advisor, Lafayette, holds a 1962 calendar that wouldn't make sense to anyone other than our service area's appliance dealers. This special "calendar"

calls attention to the \$20 Gift Certificate offer that area folks may take advantage of through their local appliance dealer. Beginning January 15, the campaign will run ten weeks until the end of March.

*Ten Week Sales Campaign Started . . .*

## \$20 DRYER SAVING OFFERED

**B**EGINNING January 15 and running for 10 weeks, our Company in cooperation with area appliance distributors and dealers will sponsor a comprehensive electric clothes dryer campaign designed to stimulate sales in dealer stores.

The campaign features a \$20 gift certificate which Gulf States supplies dealers to give their dryer prospects toward the purchase of a flameless electric dryer. The

customer saves \$20 on the dryer, and Gulf States in turn reimburses the dealer for the certificate. The campaign will be advertised extensively across our service area through newspapers, radio, television and billboards.

All ads urge the potential dryer customers to SHOP AT THEIR DEALER'S, and the \$20 savings is limited to Gulf States customers. The campaign was planned by the system Residential Sales Department.



*Carolyn St. Amant, Baton Rouge,*

*begins her reign as . . .*

# Queen Safety, The First

**ARRIVAL OF ROYALTY.** Arriving at Jefferson County's airport on January 4 were Carolyn St. Amant, safety princess for Baton Rouge Division, soon to be crowned Queen Safety, the First, Jo Ann Bohannon, safety princess for Lake Charles Division, and T. O. McKnight, safety claim agent, Baton Rouge. Miss St. Amant was named queen following a six month safety program in which Baton Rouge was named the winning division on the basis of the employees working 3,000,000 manhours without an on-the-job disabling accident.



**HER MAJESTY, QUEEN CAROLYN.** In an informal ceremony in the Board of Directors room of the General Office Building in Beaumont, President Morrison crowns Miss St. Amant, a home service advisor in Baton Rouge, Queen Safety, the First. Making up Queen Carolyn's

retinue were, left to right: Nina Ruth Bay, safety princess for Navasota Division; Jo Ann Bohannon, safety princess for Lake Charles Division; Jo Anne Landry, safety princess for Port Arthur Division; and Hazel Johnson, safety princess for Beaumont Division.

**T**HE crowning of Carolyn St. Amant, Baton Rouge home service advisor, as Queen Safety, the First, by President Morrison in ceremonies held in Beaumont's General Offices, January 4, ended a six month safety contest which showed a remarkable improvement in our company's safety record.

The contest began July 1 when each of the Company's five divisions selected a girl to represent it as "Safety Princess" for the six month period. The contest ended December 31, when Baton Rouge Division, the division with the best safety record, was declared the winner and its princess was named "Safety Queen."

Representing the other divisions were: Jo Anne Landry, Port Arthur; Hazel Johnson, Beaumont; Nina Ruth Bay, Navasota; and Jo Ann Bohannon, Lake Charles.

### Baton Rouge Division Has Best Record

Baton Rouge Division was declared the winner for having worked three million manhours during 1961 without having a single disabling injury while Beaumont Division employees worked two one-million manhour periods without having any disabling injuries and Lake Charles Division employees worked a period of one million manhours during 1961 without a disabling injury.

"We found the accident prevention safety program last year produced some very worthwhile results," said Frank Jones, safety director, Beaumont, "Our injury frequency rate at the close of 1961 was 1.775 disabling injuries for each million manhours. This is well below the national average of 5.82 disabling injuries per million manhours worked.

### Off-the-Job Accident Ratio Bettered

"When we started our 'Safety Queen Contest' we found our 'off-the-job' accident ratio as compared to the injuries on the job was 14 to 1. But we found during the last six months that by concentrating on off-the-job accident prevention and conducting safety contests, such as this, this ratio has been reduced to 3 to 1."

At the informal crowning ceremonies in the Board of Directors Room, President Morrison offered his thanks and those of all other company employees to the queen and her princesses for their efforts in helping to better our Company's safety record.

Queen Carolyn pledged, "During my reign I'll try my best, not only to help Baton Rouge maintain their wonderful record, but also to help in any way I can to better the Company's safety record throughout the system. I also offer my heartfelt thanks to the employees of the Baton Rouge Division who made this honor possible."

January, 1962



**HER MAJESTY HONORED.** Queen Carolyn and her safety princesses were honored with a buffet luncheon in the Beaumont Club by the Safety and Training Department following the crowning ceremonies.



**GIFT CERTIFICATES.** In appreciation of their six months of hard work in helping to better our safety record, E. A. Werner, vice president and personnel manager, Baton Rouge, presented each of the safety princesses and Queen Carolyn with gift certificates which they later used during a shopping tour of downtown Beaumont.

**SHOPPING TOUR.** Miss St. Amant, a bride-to-be, and her attendants are shown a lovely bridal gown by Mrs. Florence House of The Fashion during their shopping tour in the afternoon.



# Children's Christmas Parties

## Port Arthur



## Calvert



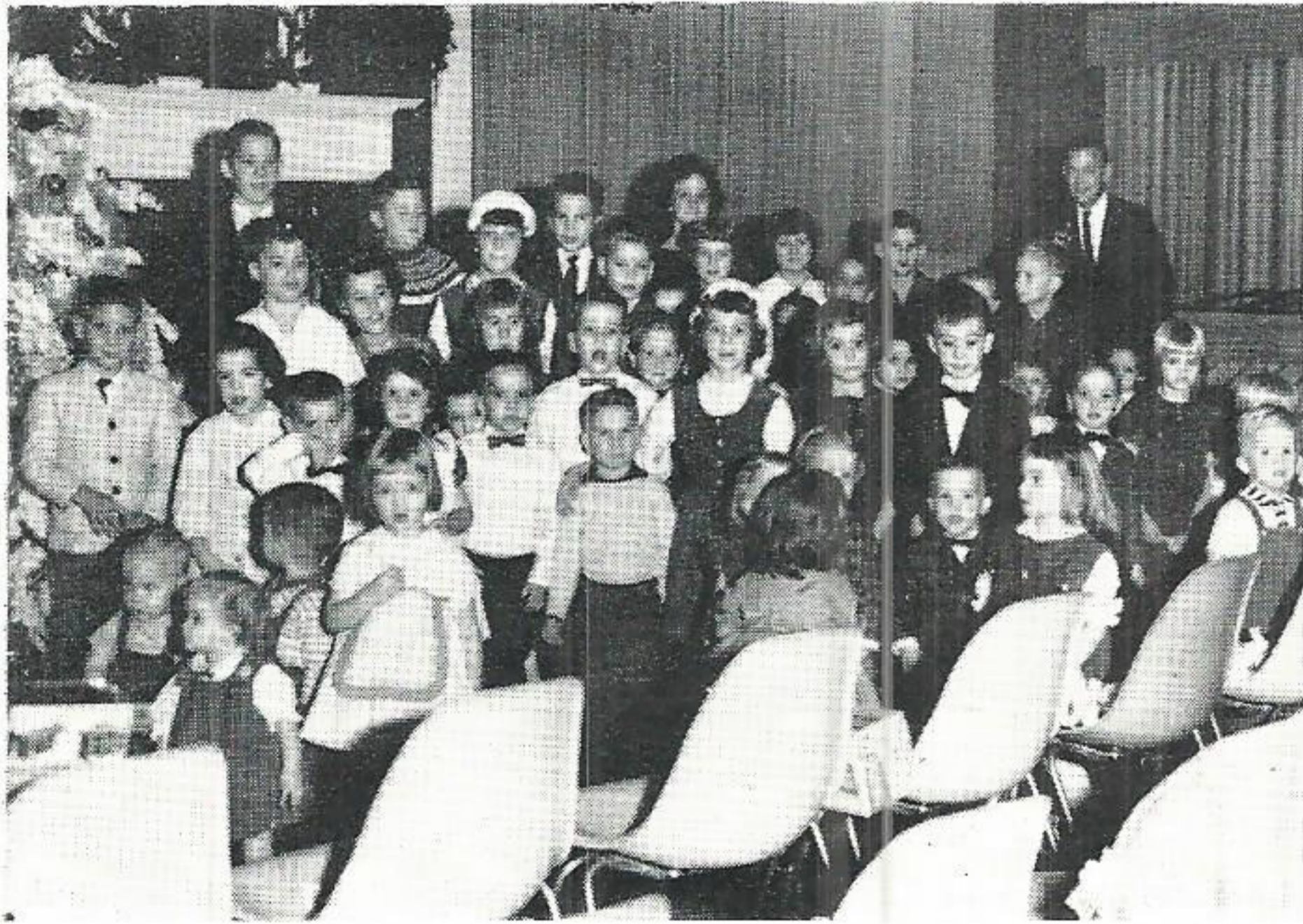
# Beaumont

T & D



Sales and  
Division Treasury

Production

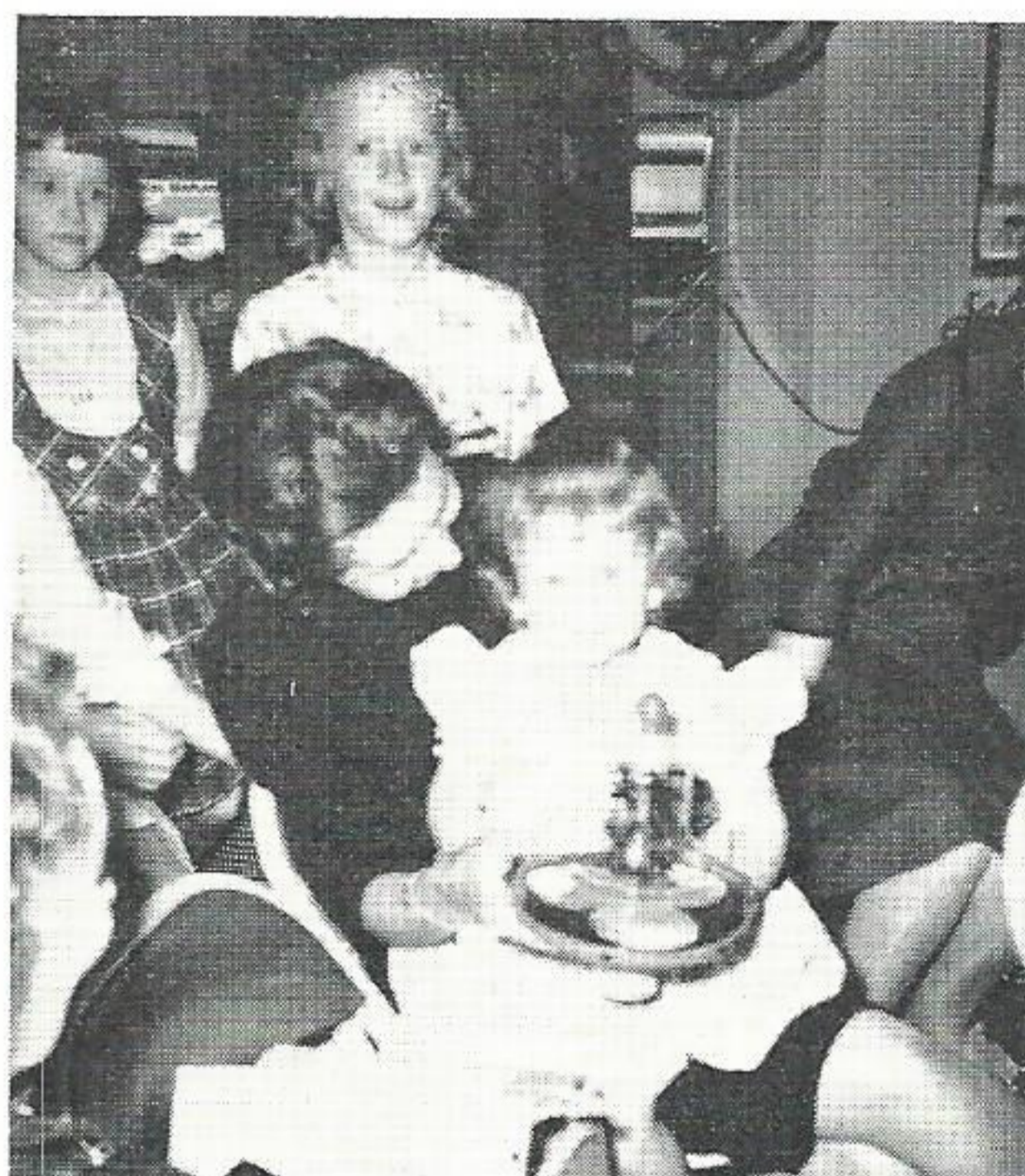


Service Center

Engineering



# Liberty

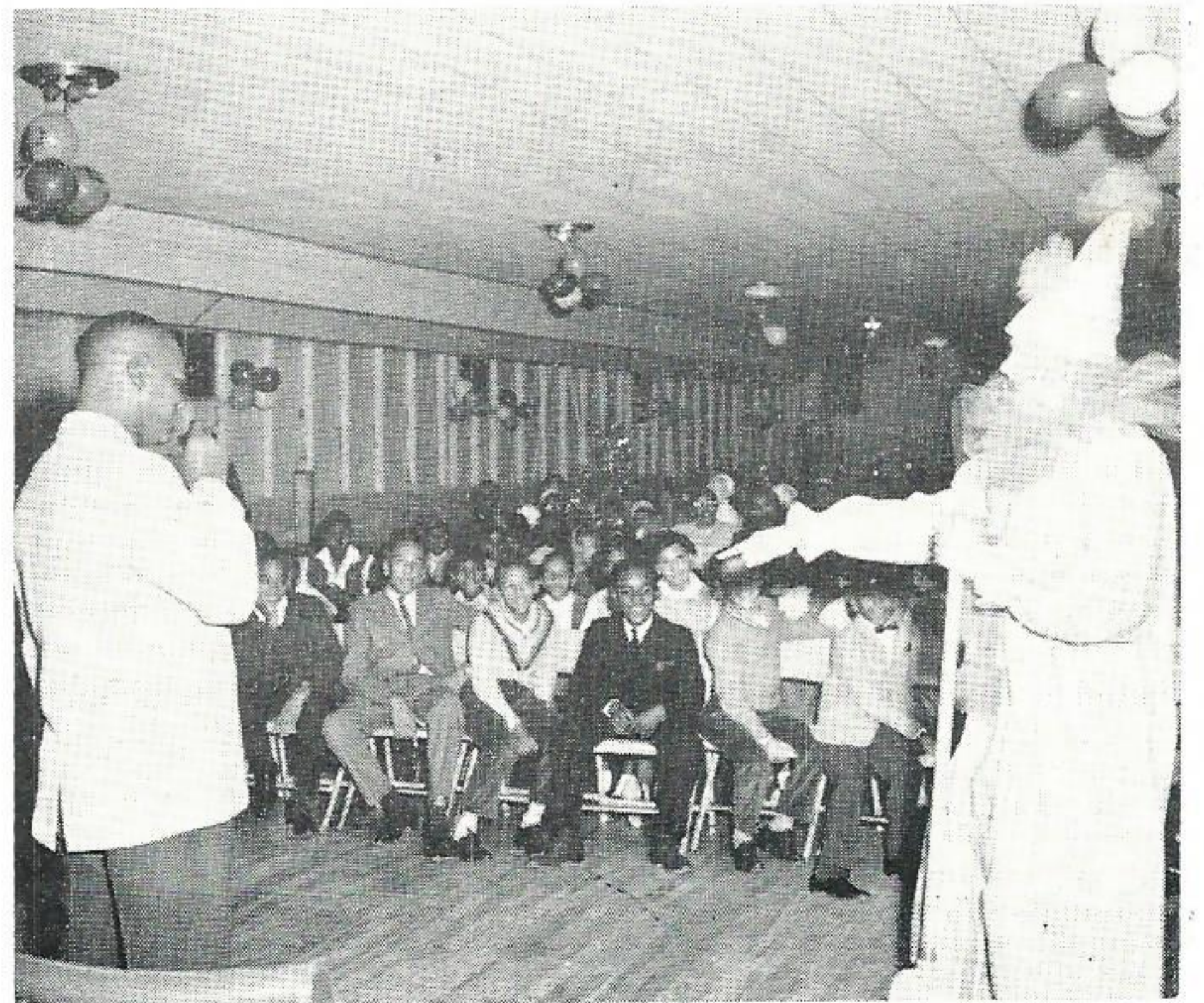


# Jennings

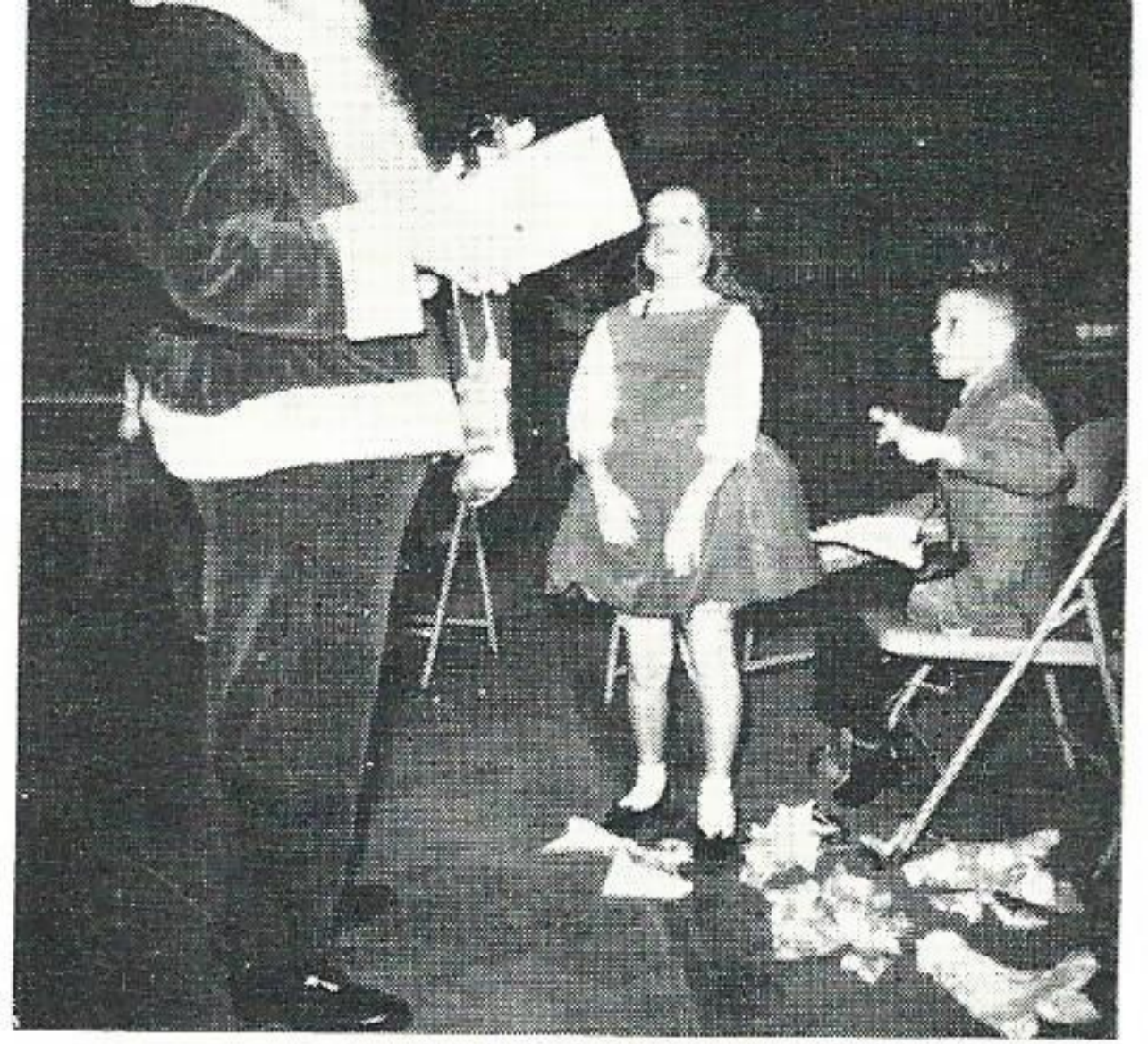




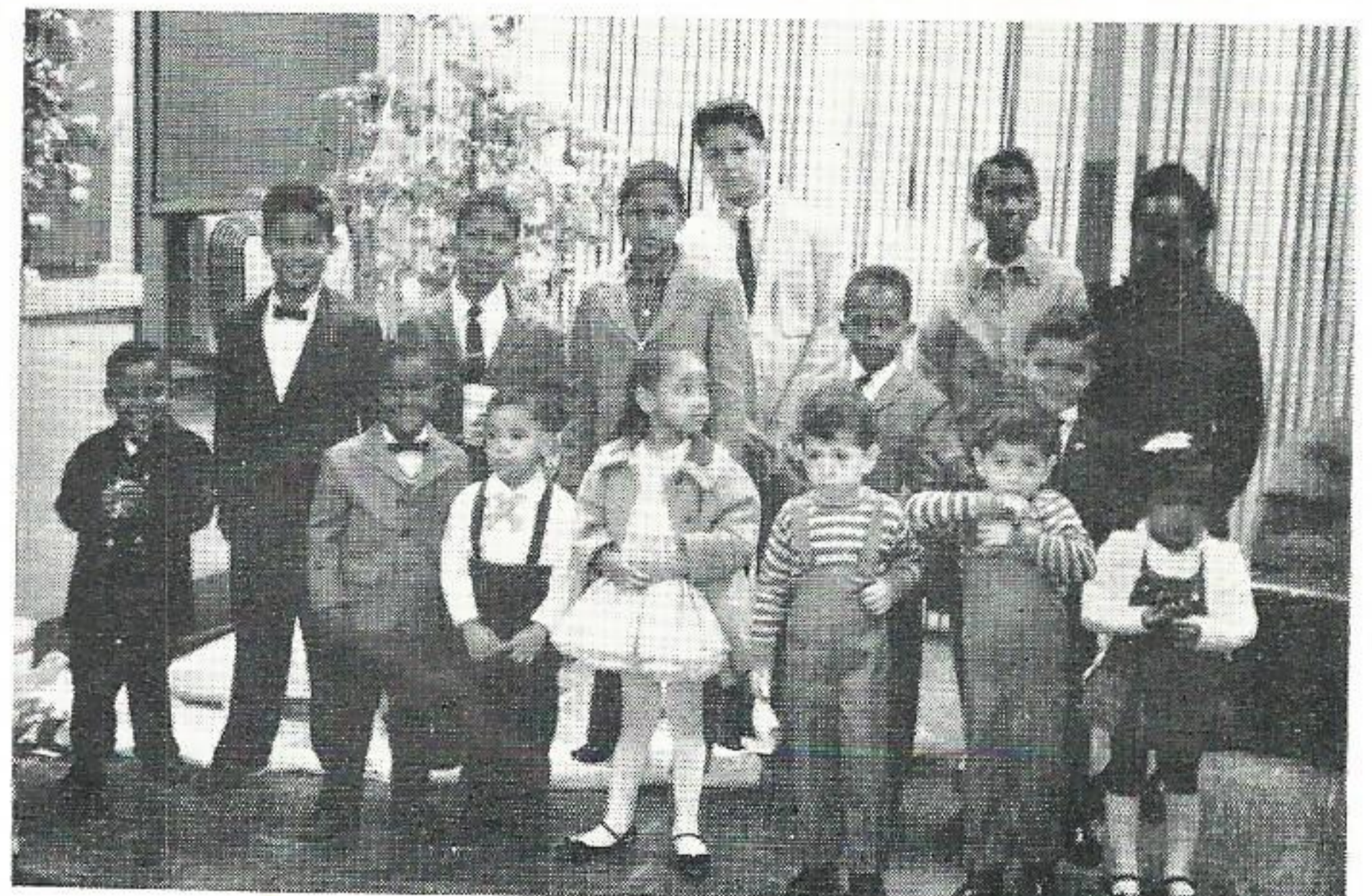
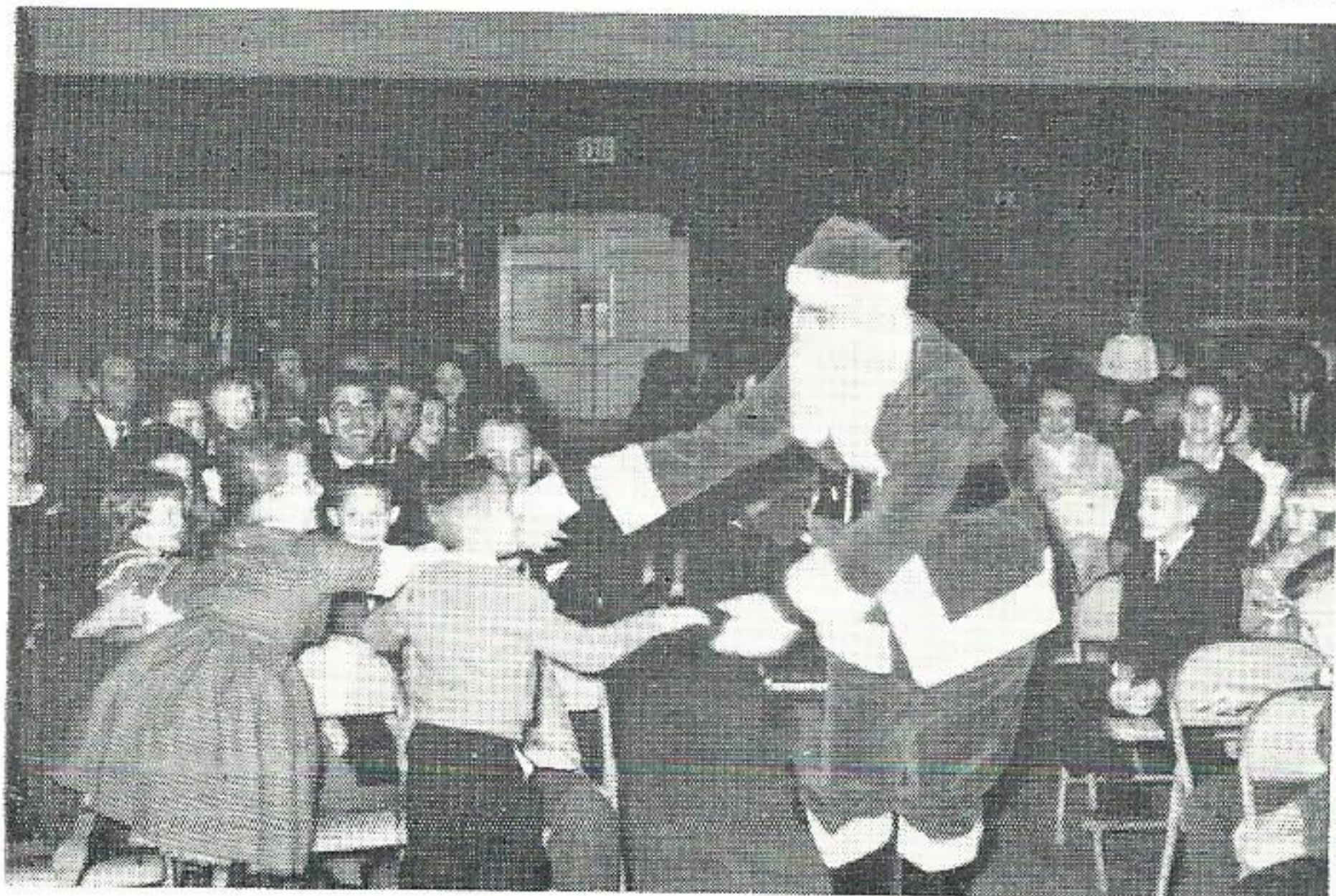
# Lake Charles



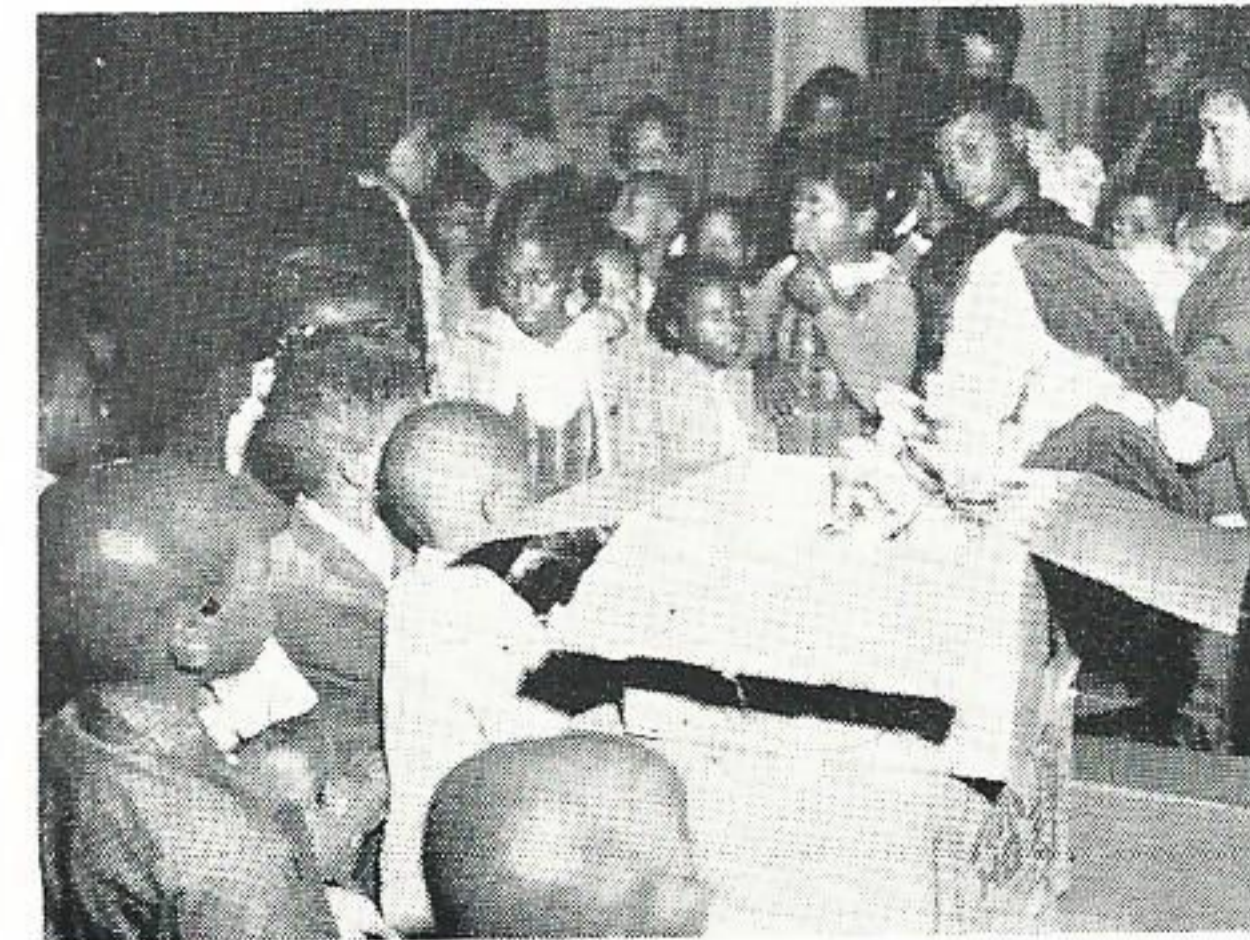
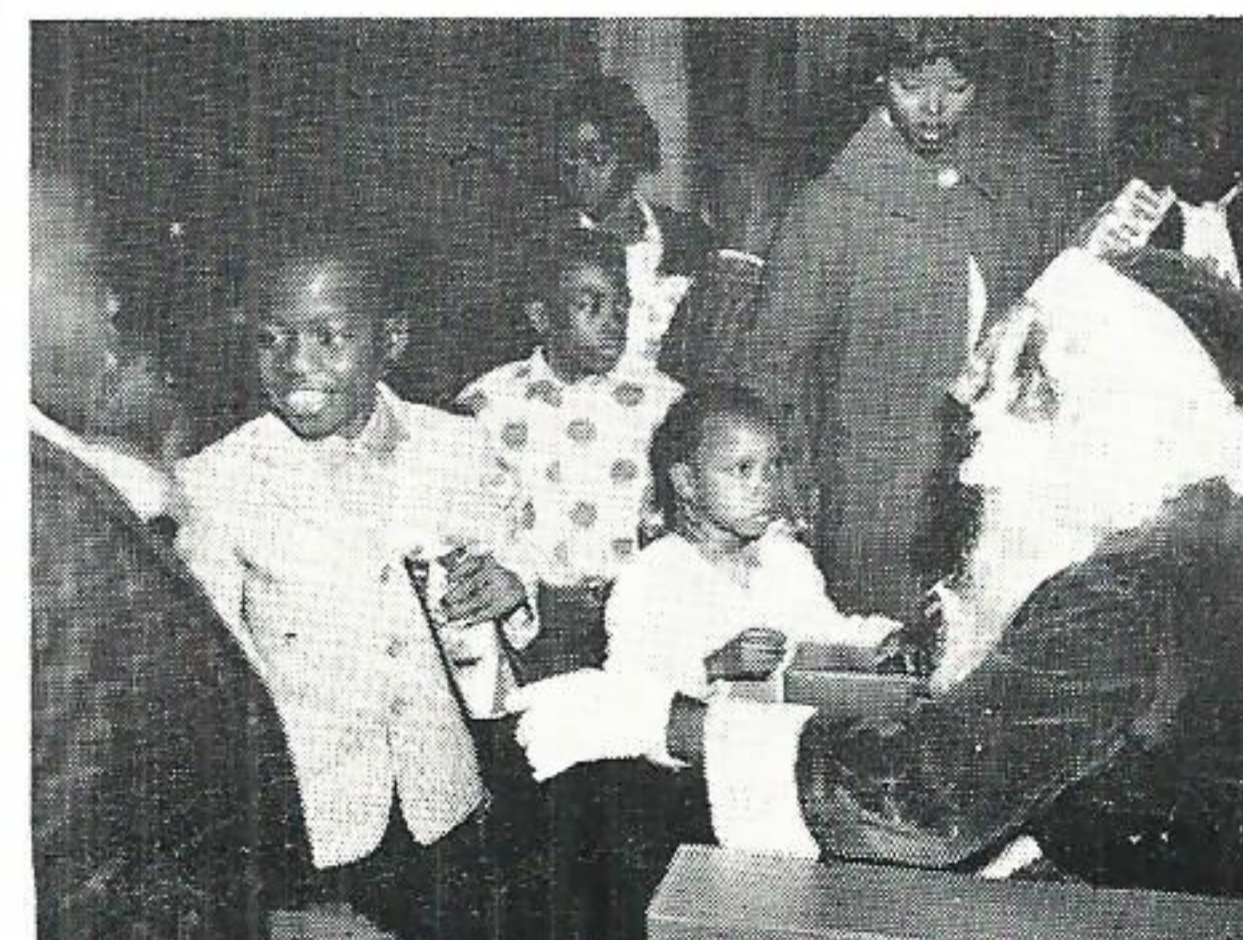
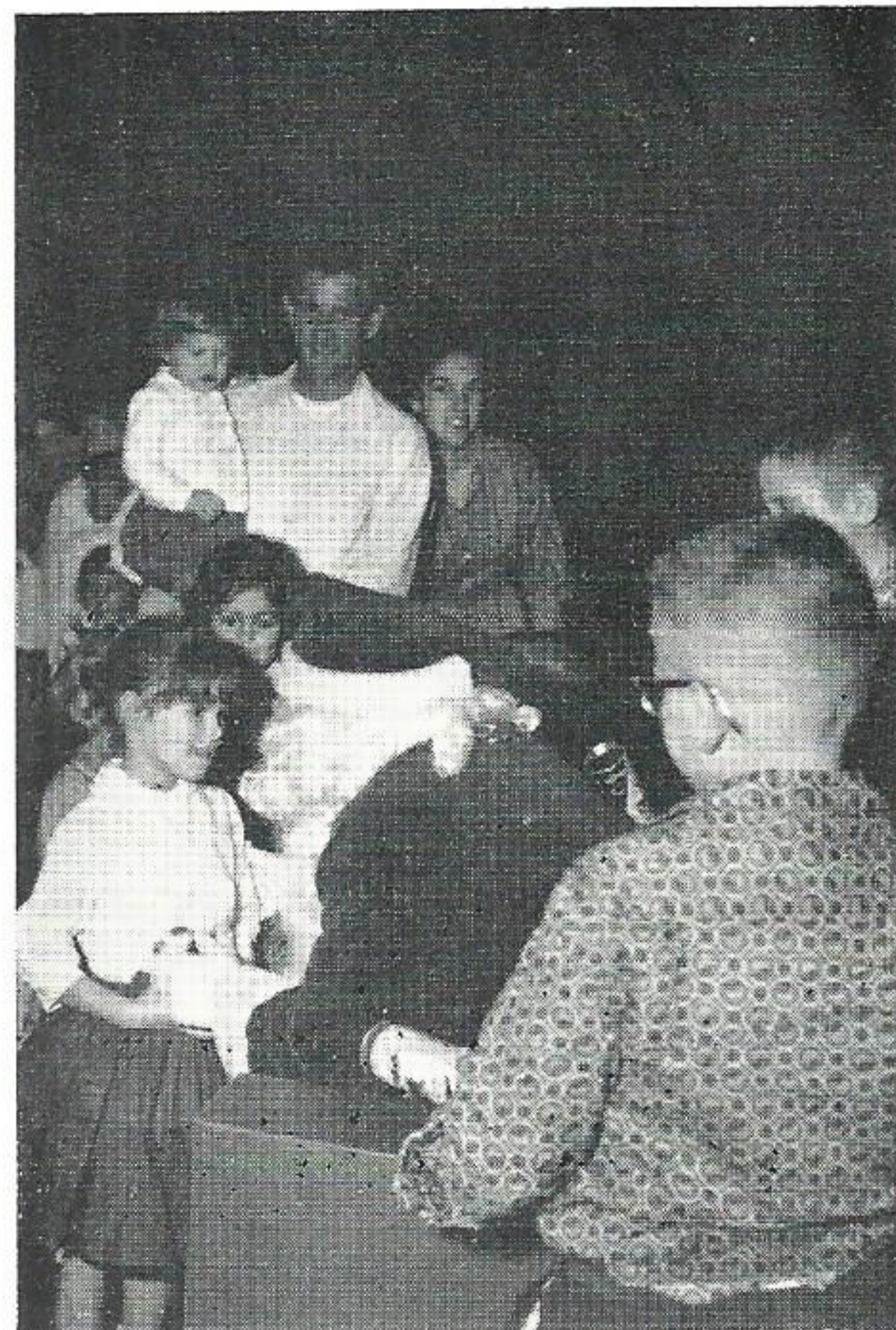
# Woodville and Silsbee



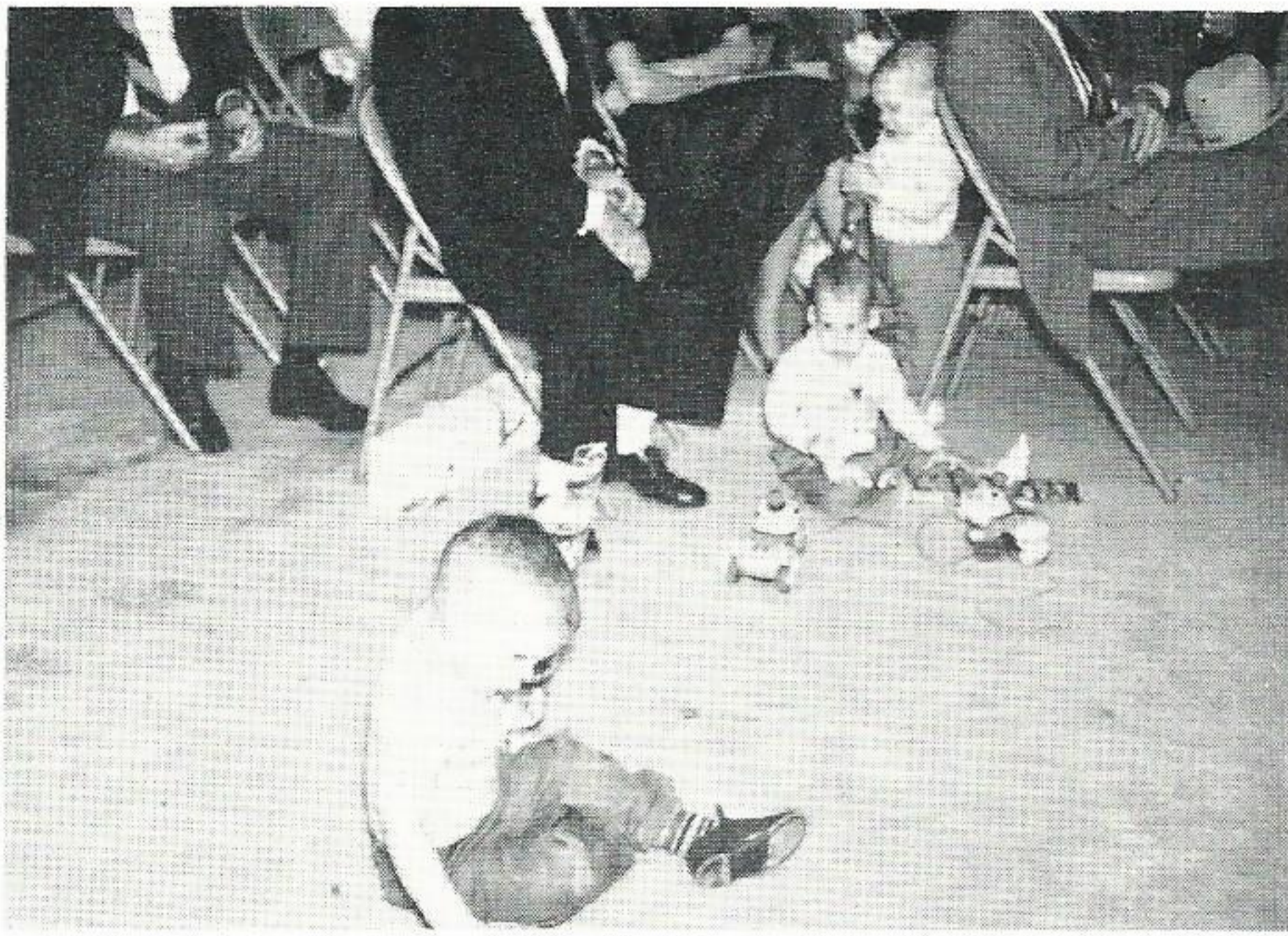
# Lafayette



# Baton Rouge



# Navasota and Somerville



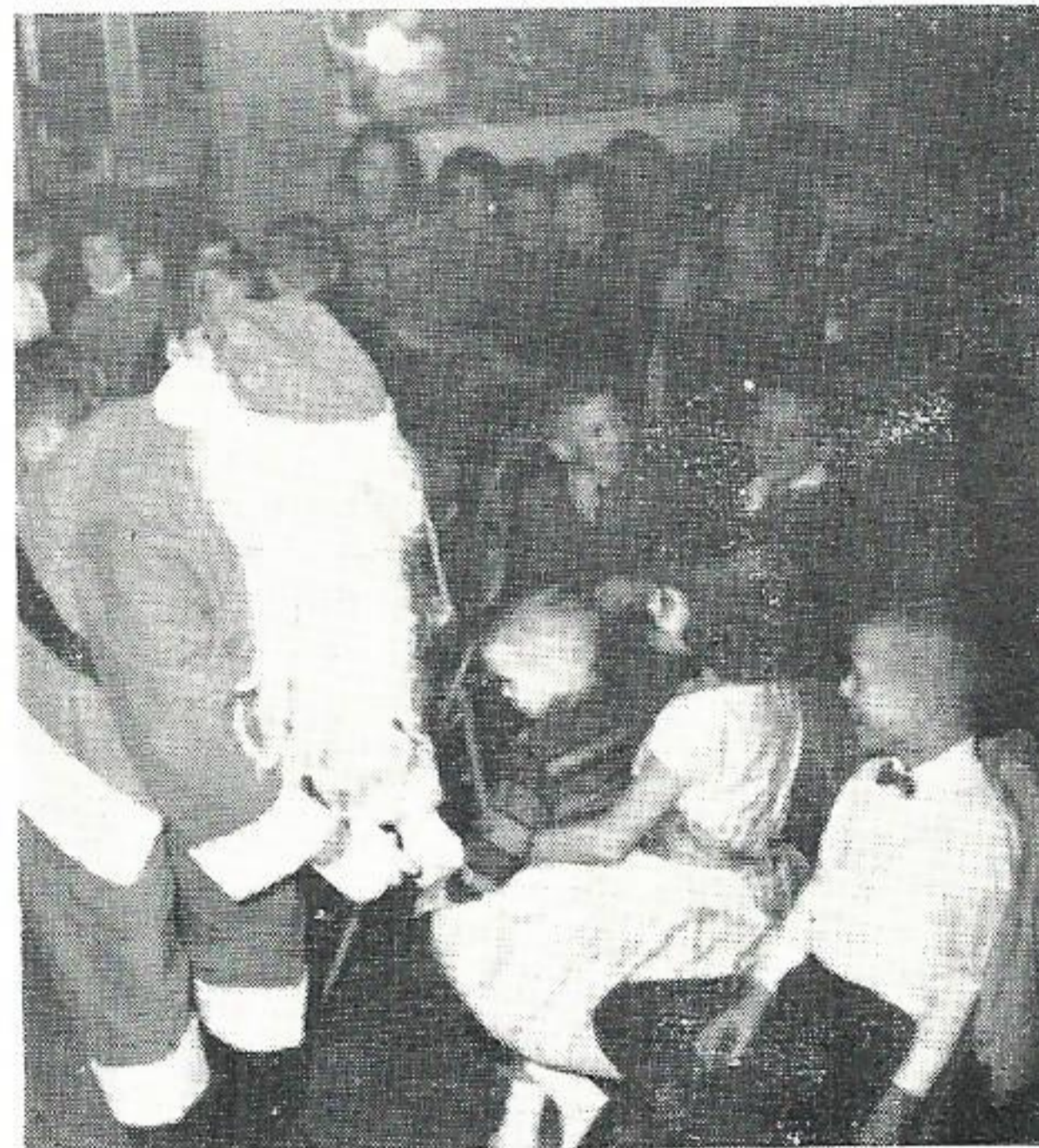
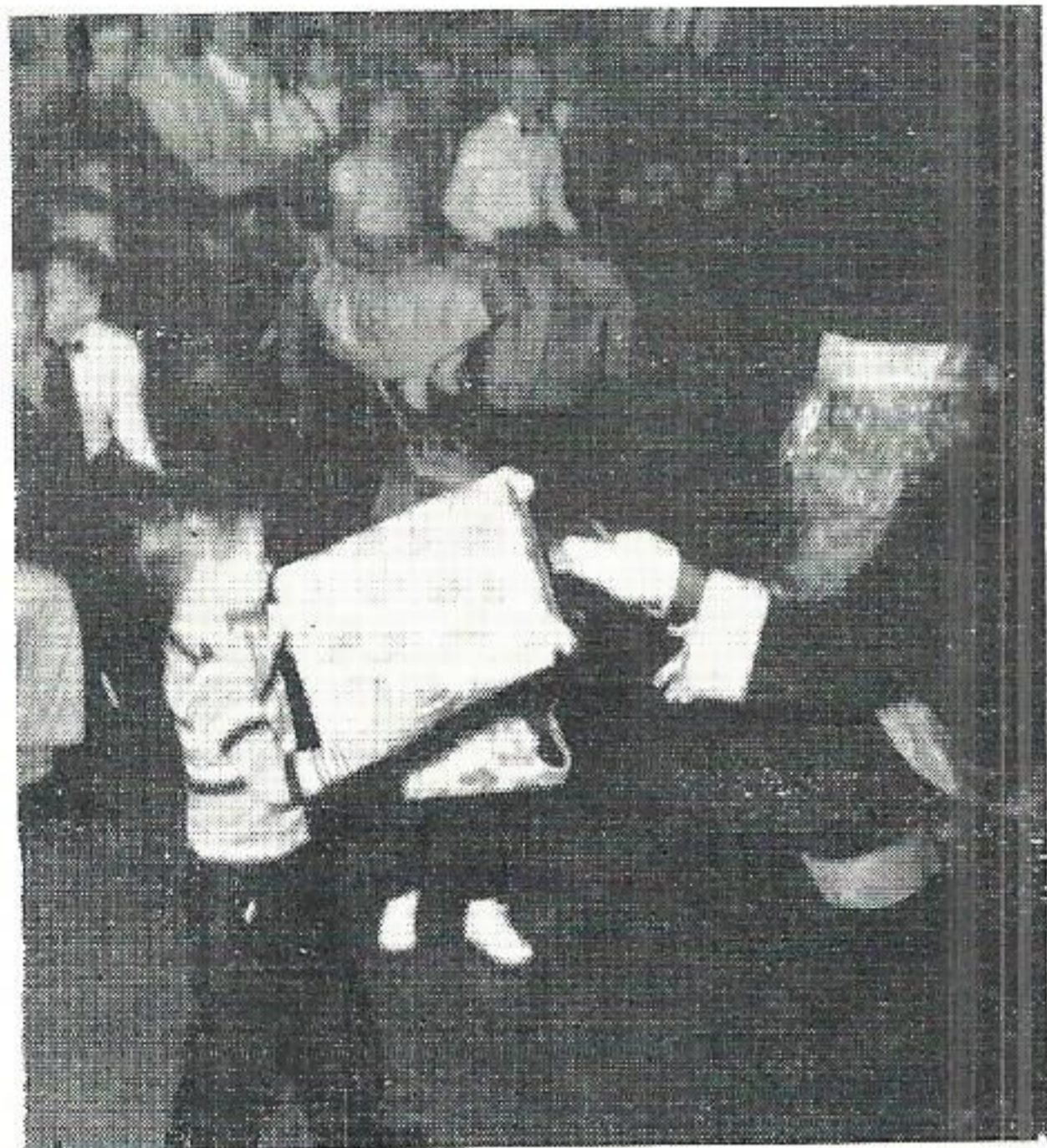
# Huntsville



# Dayton and Anahuac

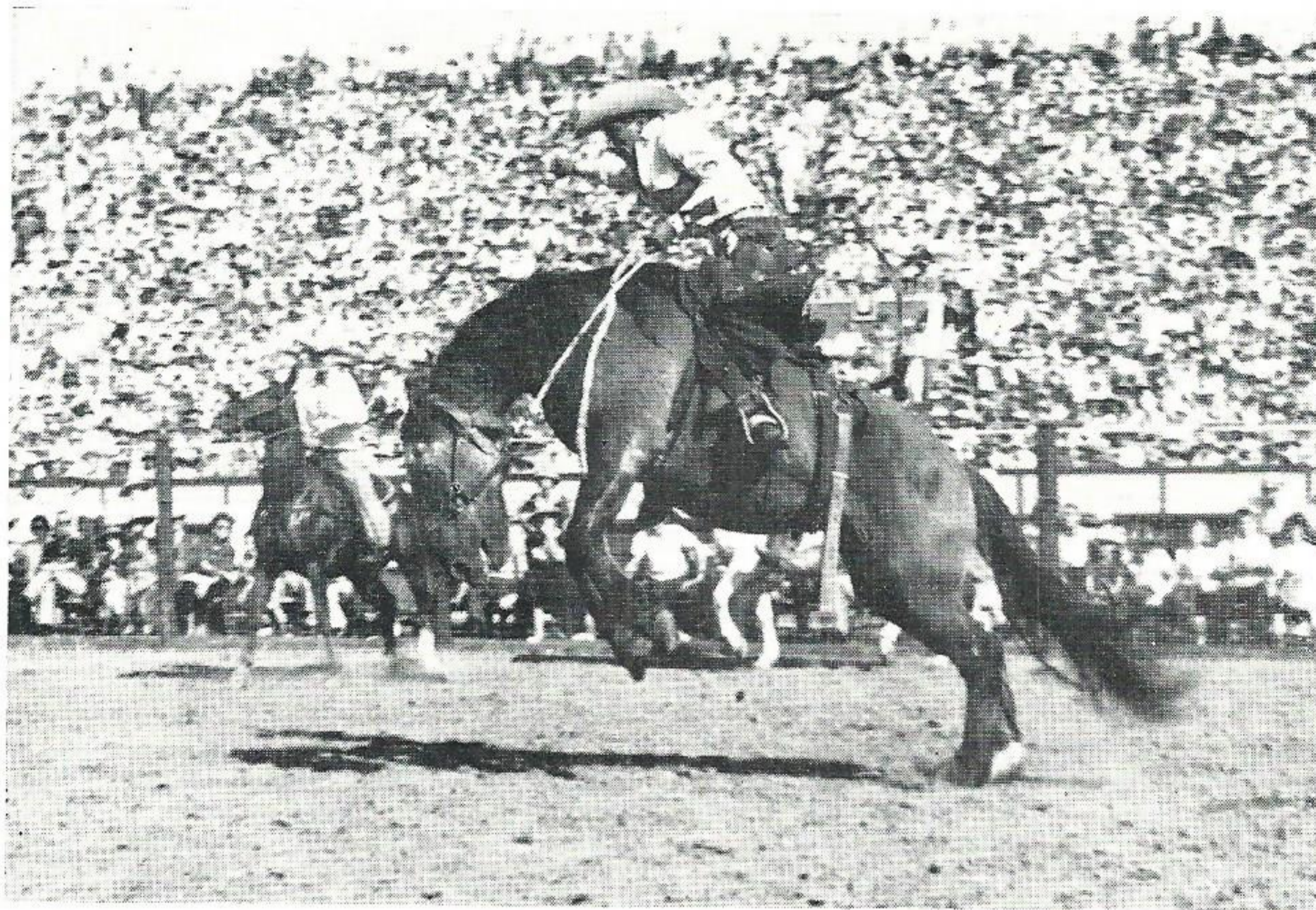


# Sulphur, Riverside and Nelson



# Orange





**TOUGH HOSS . . . TOUGH MAN.** This scene is typical of the action found every Sunday afternoon in October at the Prison Rodeo in Huntsville. This popular recreational activity was begun in 1932 and has now reached fame on a national level and is recognized as one of the roughest, most exciting rodeos in the country. All profits derived from the rodeo are put into an educational and recreational fund for inmates.

*Not heavy burdens on taxpayers . . .*

## Texas Prison System Inmates Work at Keeping Costs Down

ONE of the nation's foremost institutions is located in our Company's Navasota Division—The Texas Department of Corrections, headquartered at Huntsville.

Two factors contribute to its reknown. First, and well known in correctional circles, is the department's daily cost per inmate. In 1959, the

latest figures available, the average daily cost per inmate was \$1.41, compared with an average cost of \$3.61 per inmate per day for all other states.

Secondly, the institution is also famous for the annual Texas Prison Rodeo held in the prison stadium in Huntsville each Sunday afternoon in October.

### O. B. Ellis Made System Self - Sustaining

A number of reasons exist for keeping the inmate cost figure low, but the most outstanding reason was the late prison director, O. B. Ellis. Under his direction the Department of Corrections came a long way toward becoming self-sustaining. Rather than have inmates serving time as heavy burdens for the State's tax payers, the Texas Department of Corrections has diversified and expanded its operations to include eleven farms and a number of industrial plants.

Some 1,000 bales of cotton are needed annually to satisfy the Department's needs for clothing, bedding, and towels. In a normal year some 10,000 to 12,000 bales are produced, with the Department averaging around \$2 million from the sale of this versatile fiber.

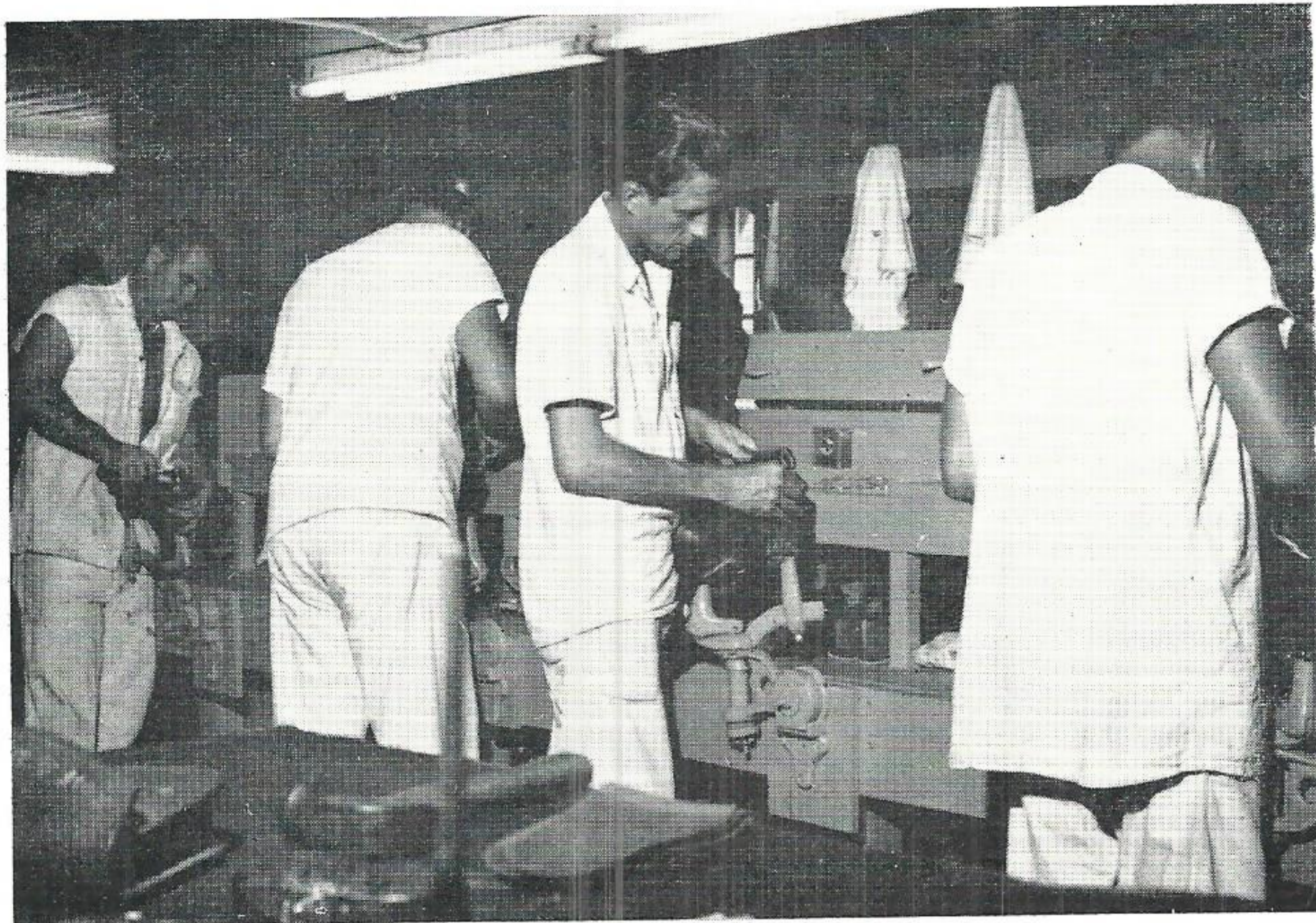
An all-electric cotton gin at the new Smither Unit north of Huntsville will gin about 1,300 bales this year. The electrical load at this farm is expected to grow to about 300 kw during the next two years.

### Raise Own Vegetables

Grain is the next largest crop, with maize accounting for about two-thirds of all grains grown. "We grow all kinds of vegetables," said Richard C. Jones, assistant director in charge of



**OUTSTANDING PRISON DIRECTOR.** The late O. B. Ellis, who served as prison director from 1948 until his recent unexpected death is credited with an outstanding job of guiding the Prison system along a program designed to help inmates pay their own way while serving their sentences. Under Ben Ellis, the Prison system expanded and diversified its operations, materially reducing Prison operation costs to Texas tax payers.



**MAKE OWN SHOES.** One of the Department's most effective assembly line industries inside the main wall is the shoe shop. Over 25,000 pairs of shoes are manufactured yearly in addition to repairs made to salvageable shoes. In addition to supplying its own needs, the Department also makes shoes for several other State agencies. The work shoe made in the prison would cost about \$10 on the open market.

treatment. The weather is favorable for gardens the year 'round as the Department's farm units are all located in the sandy loam soils of the South-eastern part of the state.

A full-time horticulturist plans the vegetable growing program to meet the Department's needs and about half a million gallon cans of foodstuffs are preserved annually. The only foodstuffs which must be purchased are items such as salt, sugar, spices, fish, flour, and macaroni.

"We raise a lot of cattle and hogs," Mr. Jones continued, "and haven't bought any meat in ten years. Mr. Ellis began increasing and improving livestock herds as the first part of his program to reduce expenses to taxpayers. We now have about 13,000 stocker cows; 13,000 hogs, 3,500 dairy cattle; and 60,000 head of poultry."

### Tags for State's Autos

The Department's license plate plant inside the main unit at Huntsville produces 10 million automotive tags yearly. A printing plant there prints all materials used by the Department plus an inmate monthly newspaper. Mechanical shops include automotive repair, tractor repair, sheet metal working, plumbing and welding facilities, and motor rewinding.

The Department's complete shoe shop manufactures all shoes needed for

the Department of Corrections and makes enough to supply other state agencies.

Other industrial plants of the sprawling department include a mattress factory and textile plant at Huntsville; a garment factory at the Goree Unit

for Women, plus a broom and garment department at the Wynne Unit, located in the Huntsville area.

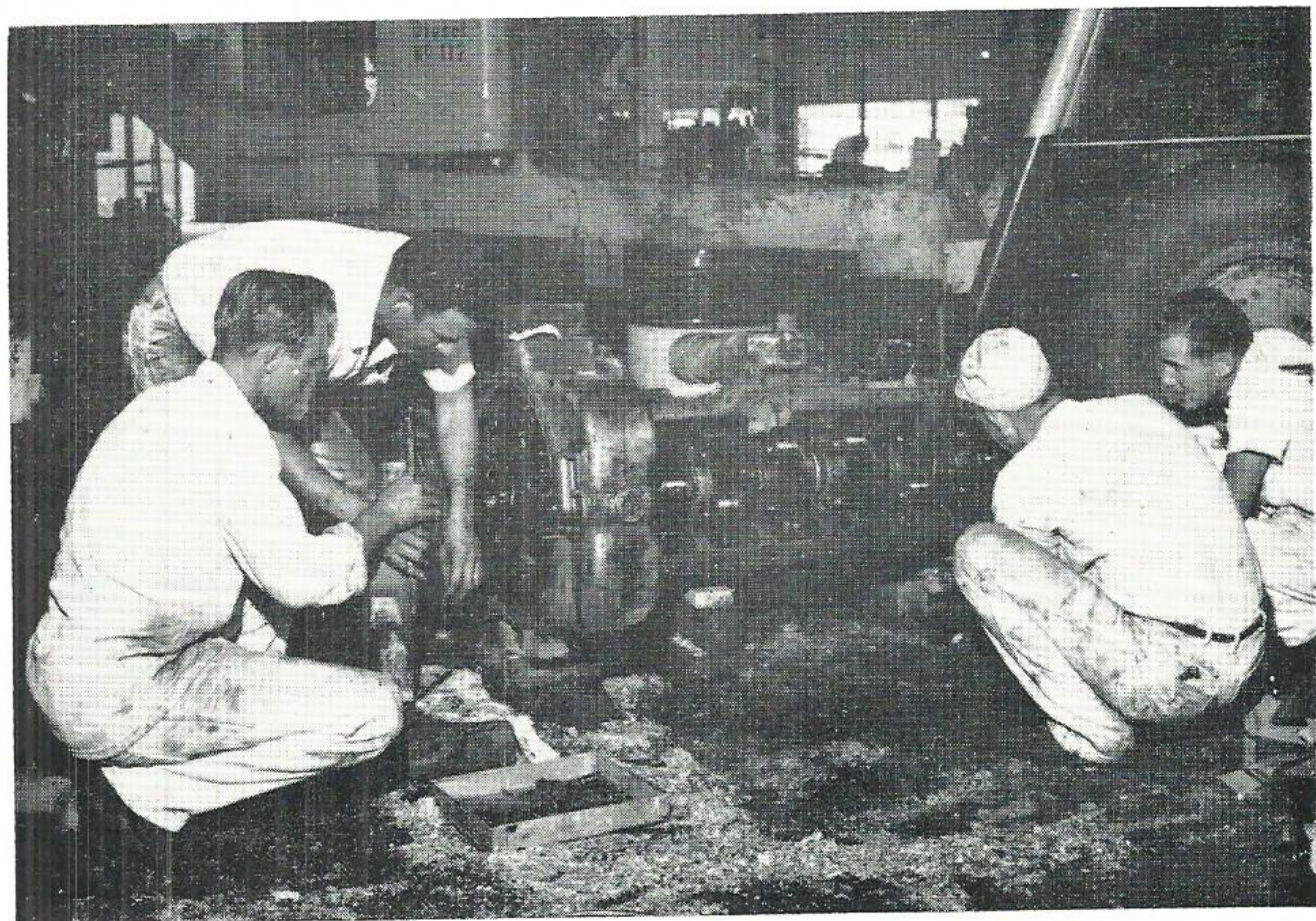
Meat processing and canning of vegetables and fruits are done at a plant at the Central Unit near Sugar Land plus a modern brick factory at the Harlem Unit, also near Sugar Land.

### Electricity Important Source of Power

Electricity is an important power source for these various manufacturing plants and the main prison unit at Huntsville utilizes about 4,450,000 kilowatt-hours per year. The Goree Unit, south of Huntsville, uses about 500,000 kwh per year and this load is expected to about double in the next two years. The Wynne Unit, north of Huntsville, consumes around 1,145,000 kwh per year.

With such diversification, it's small wonder that electricity plays such an important role in the Department's rehabilitation program as inmates learn and perfect skills they may use in "outside" jobs helping them to become productive citizens after they have paid their debts to society.

The Department of Corrections is to be commended for its planning and careful management, which in these times of ever-spiralling costs help lighten the burden on Texas taxpayers.



**LEARNING BY DOING.** As a part of the Texas Department of Corrections' program toward becoming self-sustaining, inmates perform numerous necessary jobs and chores. In addition to serving their time economically, many inmates learn or perfect skills they may use in "outside" jobs helping them to become productive citizens after paying their debts to society.

# Death Claims

## L. Goodwin

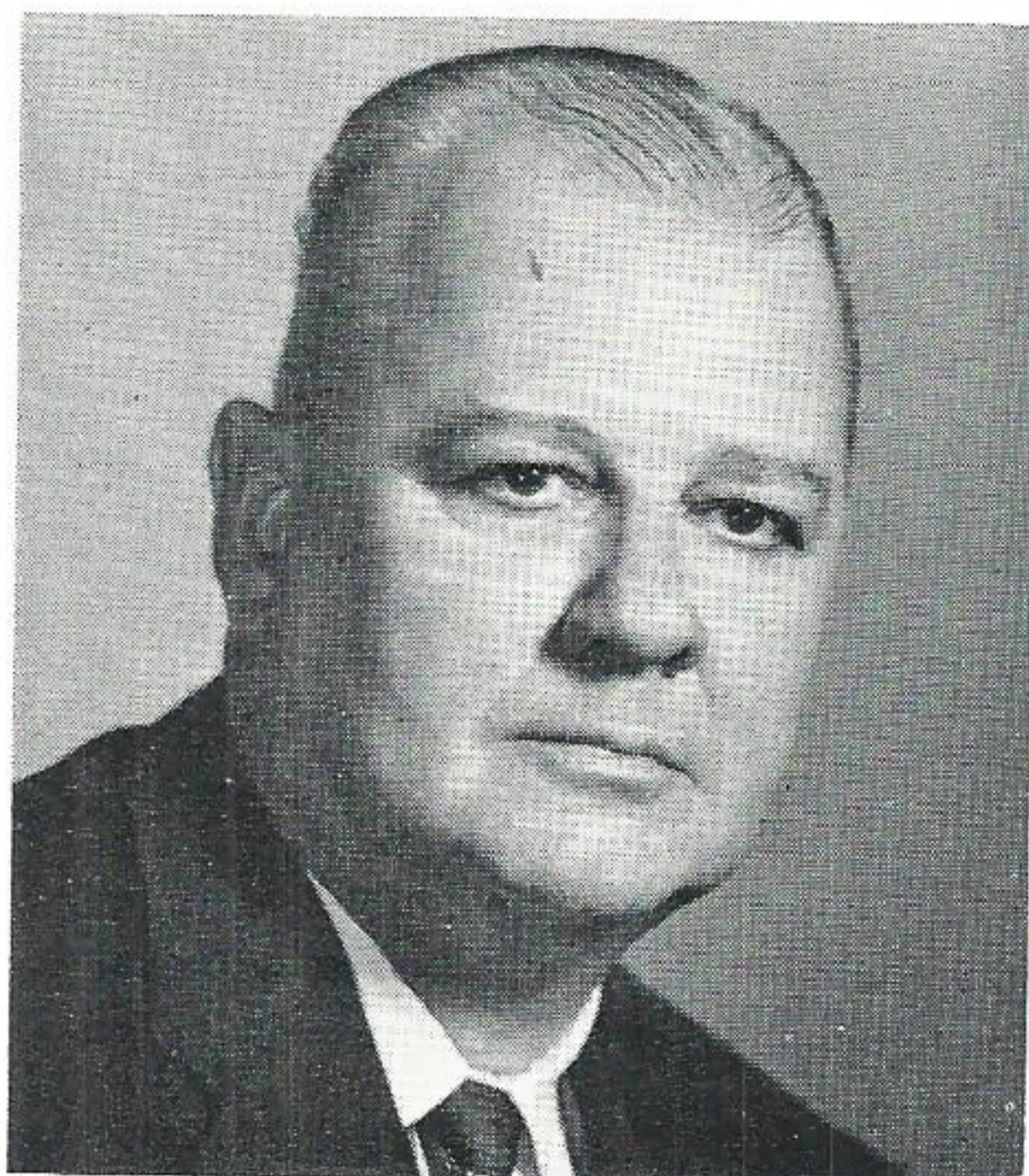
LAMOYNE GOODWIN, 57, district superintendent, Silsbee, died January 9 in Beaumont's St. Theresa Hospital.

Mr. Goodwin had been superintendent of the Silsbee District since May 1, 1958. He joined our Company in 1927 following graduation from Texas A&M College.

From 1941 to 1944 he served in the U.S. Army attaining the rank of colonel and, on returning to GSU in 1944, was assigned to the Lake Charles Division as power sales engineer.

In 1957, he was promoted to supervisor of area development, the position he held when he assumed duties in the Silsbee District, comprised of Woodville, Kountze and Silsbee.

Survivors include two daughters, Mrs. Margaret Ann Powdrill, wife of Jack Powdrill, System Engineering, Beaumont, and Mrs. Pauline "Betsy" Farr of Dallas; brother, Edwin J.



Mr. Goodwin

Goodwin of Houston, a half brother, MacBride Wilson, San Marcos, Texas, and three grandchildren.

For a number of years, Mr. Goodwin served as chairman of the Hardin County United Appeals. He was a member of the Silsbee Kiwanis Club and a member of the Silsbee Chamber of Commerce.

He belonged to the Hardin County Golf and Country Club and was a member of the First Methodist Church of Silsbee.

# Paper Presented On Corrosion

MITCHELL HOLLIER, chemist in the Production Department, collaborated with three others in an article entitled "A Study of Scaling and Corrosion in Condenser Tubes Exposed to River Water" printed in the December 1961 issue of Corrosion publication of the National Association of Corrosion Engineers.

The article concerned the sharp increase of condenser tube failure at Neches Station in the past several years. In order to simulate Neches Station condenser operation, experimental apparatus was installed at the power station and constructed so that the same water which flowed through the actual condensers was used.

Others taking part in the article were R. A. McAllister, professor of chemical engineering at Lamar Tech and a consultant for the Company on problems of corrosion and fouling, Donald H Eastham, chemical engineer with Neches Butane Products Company, and Neil A. Dougharty, 1960 Lamar chemical engineering graduate.



NEW SABINE HOMEBUILDERS ASSOCIATION OFFICERS. Elected recently to top posts in the Sabine Area Homebuilders Association were, from left, A. D. Sylvester, Port Arthur, state director; V. J. Veto, Orange, president and Kenneth Maxwell, of Beaumont Sales, associate vice president. Mr. Maxwell works closely with builders and trade allies and has been connected with several successful Parades of Homes and open houses in the last two years.



## THRIFT PLAN INVESTMENTS

THE Trustee for the Employees Thrift Plan program purchased 1,198 shares of common stock during December for a total cost of \$52,361.49 or an average cost of \$43.70742071 per share.

Seventy shares of \$4.40 preferred stock were also purchased for a total cost of \$6,089.00 or an average of \$92.70 per share. The Trustee also deposited \$21,990.40 with the Savings Department of the First Security National Bank of Beaumont.

These purchases and deposits were made from deductions by employees and Company contributions through November.



# Sullins Named Industrial Engineer

W. W. SULLINS, Project Engineering Section, Beaumont, has been named industrial engineer in Beaumont Division Sales.



Mr. Sullins

Mr. Sullins, a native of Pawnee, Oklahoma, has been an employee of our Company since August, 1957. He holds an electrical engineering degree from Oklahoma State University and is a two year veteran of the U.S. Army, with 13 months service in Korea.

Before moving into the Project Section and assigned to Navasota and Port Arthur Division projects, he was assigned as an engineer to the Beaumont T&D.



McCloph Whitaker

## Retires Feb. 1

McCLOPH WHITAKER, Baton Rouge Production Department, will retire February 1 after 30 years of service with the Company.

He came to work as an extra laborer at the Louisiana Station on February 8, 1932, and was transferred to the Production Department on September 1, 1941, as laborer. On May 16, 1944, he was promoted to laborer and then to special laborer on May 1, 1949, the post he held at the time of his retirement.

## BIBLE - BREAK

By Ruby Lee Adams

THE Twelve by Two's Simon and Judas, or the zealot and the traitor, form the sixth group of the disciples. It is the strangest group of all. Simon is the apostle of zealotry. The characteristics and doings of the Zealots are well known. They were extremists and fanatics of the most rabid type; they did not hesitate to resort to murder for the vindication of their peculiar religious views. The Zealot Party was founded by Judas of Gamala, and was established some twenty years before Jesus began His public ministry. These hotheaded patriots were sworn to resist the rule of Rome by fair means or foul.

Simon was a member of this new political party. When he came upon Jesus he knew that he had discovered a man of tremendous potential: this man could well be the leader for whom they had been looking to overthrow the Roman rule. When Jesus called, Simon followed. Much about Jesus he couldn't understand, but he trusted.

Why was Jesus attracted to Simon. He was a rebel, but a colorful and fascinating person. A biography about this man would be a best seller today. Simon was a man committed and dedicated to his belief, filled with enthusiasm and patriotism. The very word 'Zealot' implies enthusiasm; no great cause ever prospers without it. No doubt Jesus thought that if he could harness Simon's passionate zeal, put him on the right track, what a power he could become for God. So Jesus chose Simon, and he became one of the faithful and true servants of God.

One legend says that this bold man became a missionary for Christ in Babylon and the Black Sea, another that he became a missionary to Britain and was martyred there.

Tradition says that he bowed his head in the moment of death and said the prayer of Jesus of Nazareth, 'Father, forgive them, for they know not what they do.'

Judas betrayed his Master to the Roman soldiers with the

famous kiss of death. There is no reason to believe that Judas was other than a clean youth at the time the Lord chose him to be one of the 12 disciples. He was selected because he had great possibilities; he was a man of ability, and his name could have come down through history as a symbol of heroism and faithfulness. But he surrendered himself to an unholy ambition. He was chosen to be the treasurer of the little company that followed the Lord. Somewhere along the line the little bit of gold he carried became very precious; he wanted the money for himself and more besides.

Judas anticipates that Christ is to establish a worldly kingdom, in which his first disciples will have prominent places, with the assurance that in the regular course of promotion the humble steward of the present scanty fund for incidental expenses must become lord high treasurer of the new kingdom. But just as soon as all of his fondly-cherished anticipations were blasted, in regard to a worldly kingdom—just as soon as he discovered that nothing more was to be made by fidelity to Jesus—he betrayed Him for the wretched sum of 'thirty pieces of silver.'

After betrayal, Judas had a spell of remorse. Somehow the money has lost its anticipated value. His silver has become a curse and finally goads him to frenzied desperation: wildly he rushes to his coadjutors, dashes the blood money at their feet, and shrieks, 'I have betrayed innocent blood.' Suicide was his fate, due not to real repentance, but to anguish and remorse for his horrible sins. The consequences of crime are always more terrible and far-reaching than are foreseen. Judas is an illustration of the downward trend with the wrong kind of ambition; and a fearful example of his who sells honor for worldly gain.

There is a legend that Leonardo da Vinci took more than five years to complete his picture of the Last Supper. He paid a man, from the criminal quarters of the city thirty pieces of silver to sit as his model for Judas, the last disciple to be painted.

# Pintsch Named Director Of Insurance and Taxes

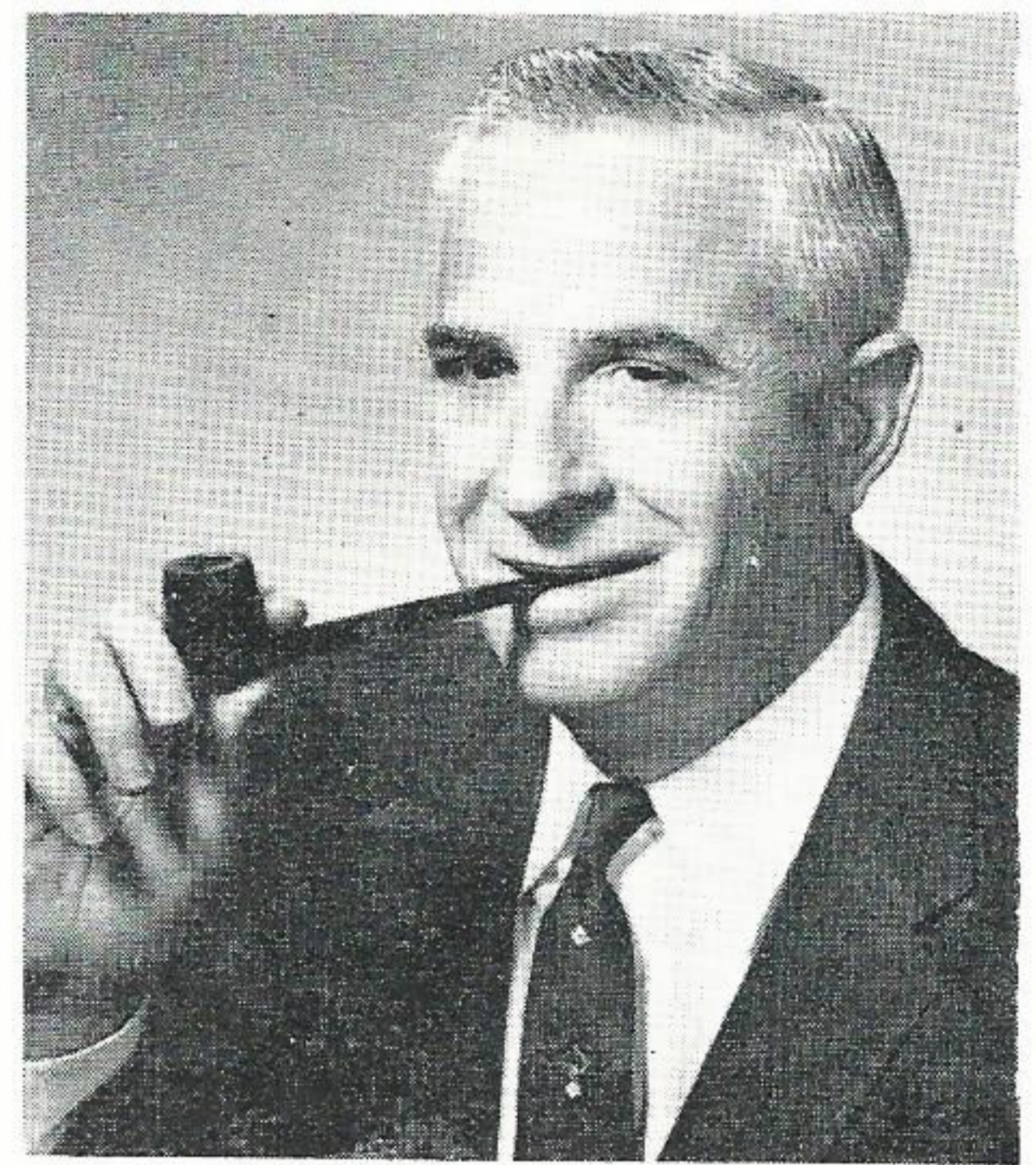
THE promotion of E. H. Pintsch, system tax and insurance agent, to director of insurance and taxes was recently announced by G. E. Richard, treasurer, Beaumont. Mr. Pintsch's promotion will be effective February 1.

Mr. Pintsch, a native of Menasha, Wisconsin, has been an employee of our Company since February, 1928, when he came to work as an analysis clerk in Beaumont. He worked in various accountant classifications until

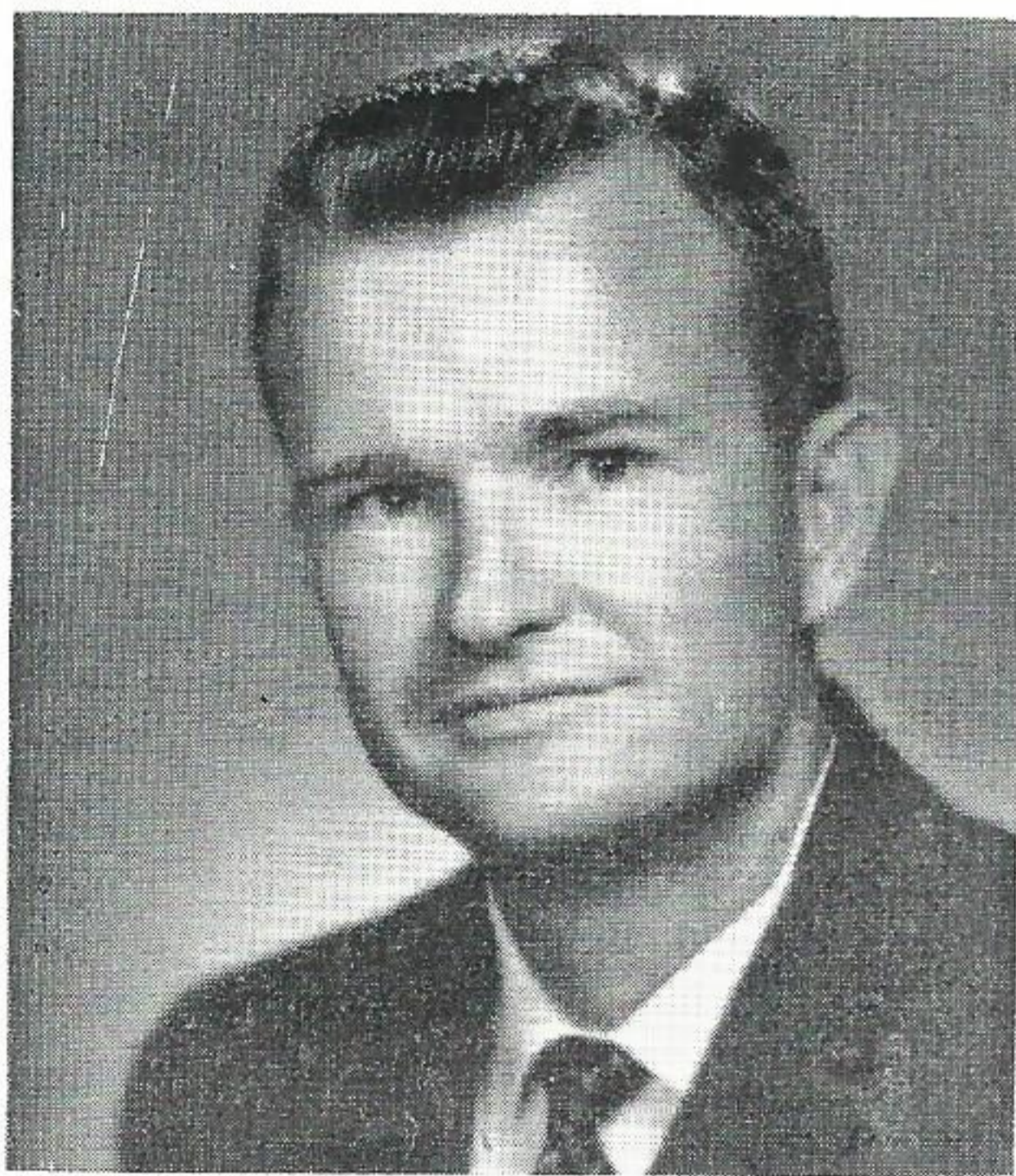
he was transferred to Navasota in 1930 as a cashier.

He was moved back to Beaumont in 1933 and made a voucher clerk and in 1935 he was named construction clerk. In 1936, he was transferred from the Accounting Department to the Statistics Department as a clerk.

In May, 1941, Mr. Pintsch was named assistant to the tax accountant. He has been tax and insurance agent since December, 1948.



Mr. Pintsch



Mr. Richardson

## Richardson moved To Navasota

JAMES A. RICHARDSON, industrial engineer, Lafayette District, has been named industrial engineer and transferred to Navasota Division. This transfer was effective January 16.

A native of Crowville, Louisiana, Mr. Richardson is a graduate of Louisiana State University with a degree in agriculture engineering. He has been an employee since June, 1950.

He has been industrial engineer in the Lafayette District since September, 1951. Previously he was a farm representative in the Lake Charles office.

*Keep your eyes open to your mercies.  
The man who forgets to be thankful  
has fallen asleep in Life.*

—Robert L. Stevenson

*A man of course is also full of faith.*

—Cicero

*I don't like a man to be too efficient.  
He's likely to be not human enough.*

—Felix Frankfurter

*We are made wise not by the recollec-  
tions of our past, but by the responsibili-  
ties of our future.*

—George Bernard Shaw



**SET SAFETY RECORD.** A Christmas gift of a record three million man-hours without a disabling injury was "wrapped up" at midnight, December 21, by the 825 men and women of the Baton Rouge Division. The period covers almost 20 months and dates back from May 2, 1960. It is the longest period any of the five divisions of the Company has worked without a lost-time accident. E. A. Werner, vice-president in charge of personnel and safety, presents the Outstanding Safety Achievement Award to H. E. Brown, Baton Rouge Division vice-president. Attending the presentation were, left to right: R. O. Wheeler, division manager; B. R. Garrison, chief clerk; S. L. Adams, general maintenance supervisor at Louisiana Station; C. P. Shirey, safety and training manager; J. C. Spengler, gas superintendent; J. W. Kirkland, operating superintendent; R. M. Andrews, residential sales superintendent; and T. O. McKnight, safety-claims agent for the Baton Rouge Division.



Mr. Richard

## Richard Named To Sales Staff

**WILLIAM E. RICHARD**, industrial engineer, Navasota, has been promoted to system commercial sales promotion supervisor and transferred to Beaumont, effective January 16, it was announced recently by E. L. Robinson, vice president and general sales manager.

Mr. Richard has been in Navasota Division Sales since August 1, 1959.

A native of Lake Charles, Mr. Richard was graduated from Texas A&M College with a mechanical engineering degree in 1950 and joined our Company in Beaumont the same year. After a tour of duty with the Army from 1951 to 1953, he was transferred to Lake Charles as an industrial engineer.



# Four T & D Employees Receive New Assignments

**T**HE promotion of two Port Arthur and one Baton Rouge T&D employees to foreman were announced effective January 1. Promoted were: C. H. Beaumont, Port Arthur, to service foreman; R. J. Kemp, Port Arthur, to utility foreman; and R. J. Sanchez, Baton Rouge, to substation foreman. Raymond Minvielle, Baton Rouge, was named substation shop foreman at the same time.

### Carl H. Beaumont

Mr. Beaumont has been an employee since October, 1939, in the Port Arthur Line Department. He worked in various lineman classifications and was promoted from lineman, first class, to utility foreman in October 1955. He is a native of Groves, Texas, a graduate of the Port Neches-Groves High School and attended Lamar College in Beaumont.



Mr. Beaumont

### Raymond J. Kemp

A native of Sugartown, Louisiana, Mr. Kemp attended school in Port Arthur and is a graduate of Thomas Jefferson High School in Port Arthur. He came to work for GSU in Port Arthur on October 30, 1946. He was promoted from lineman, first class, to utility foreman.



Mr. Kemp

### Edward J. Sanchez

Before being promoted to substation foreman, Mr. Sanchez had served in the position of utility foreman since April 16, 1959, when he was promoted from substation mechanic, first class. He came to work in January, 1948, and has worked in various classifications in the Line and Substation Depart-



Mr. Sanchez

ments in Baton Rouge. He is a native of Sunshine, Louisiana, is a graduate of St. Gabriel, Louisiana, High School, and attended LSU.

### Raymond W. Minvielle

Mr. Minvielle, before being named substation shop foreman, had been substation foreman since January, 1947, having been promoted from substation mechanic, first class, to foreman in December, 1945. He has been an employee since April, 1937. He is a native of Hope Villa, Louisiana, and is a graduate of the Baton Rouge Trade School.



Mr. Minvielle

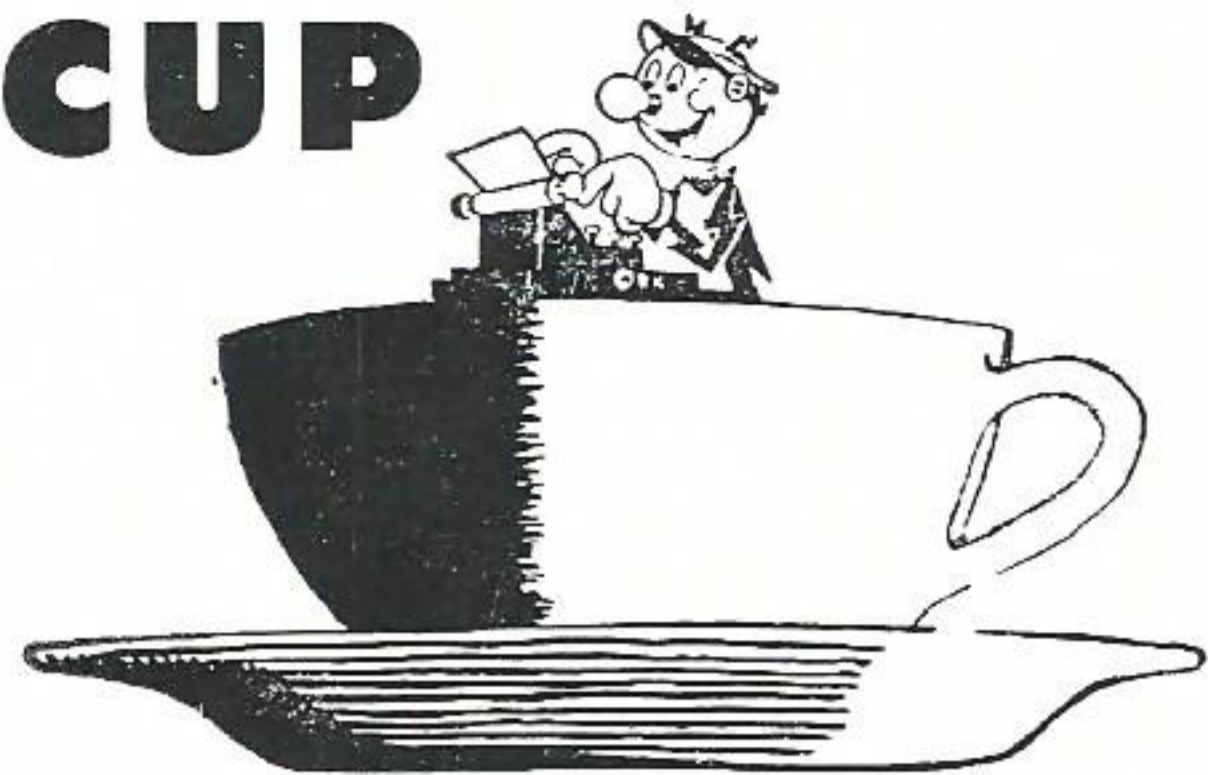


**SCOUTING'S HIGHEST AWARD.** T. O. "Doc" Charlton, right, superintendent, Orange District, recently received the highest Scouting award for leaders, the Silver Beaver, for his outstanding work in scouting. At the left is C. T. Weatherall, Port Arthur banker, who also received the award.

*If you wish to be loved, be modest; if you wish to be admired, be proud; if you wish both, combine external modesty with internal pride.*

—Will Durant

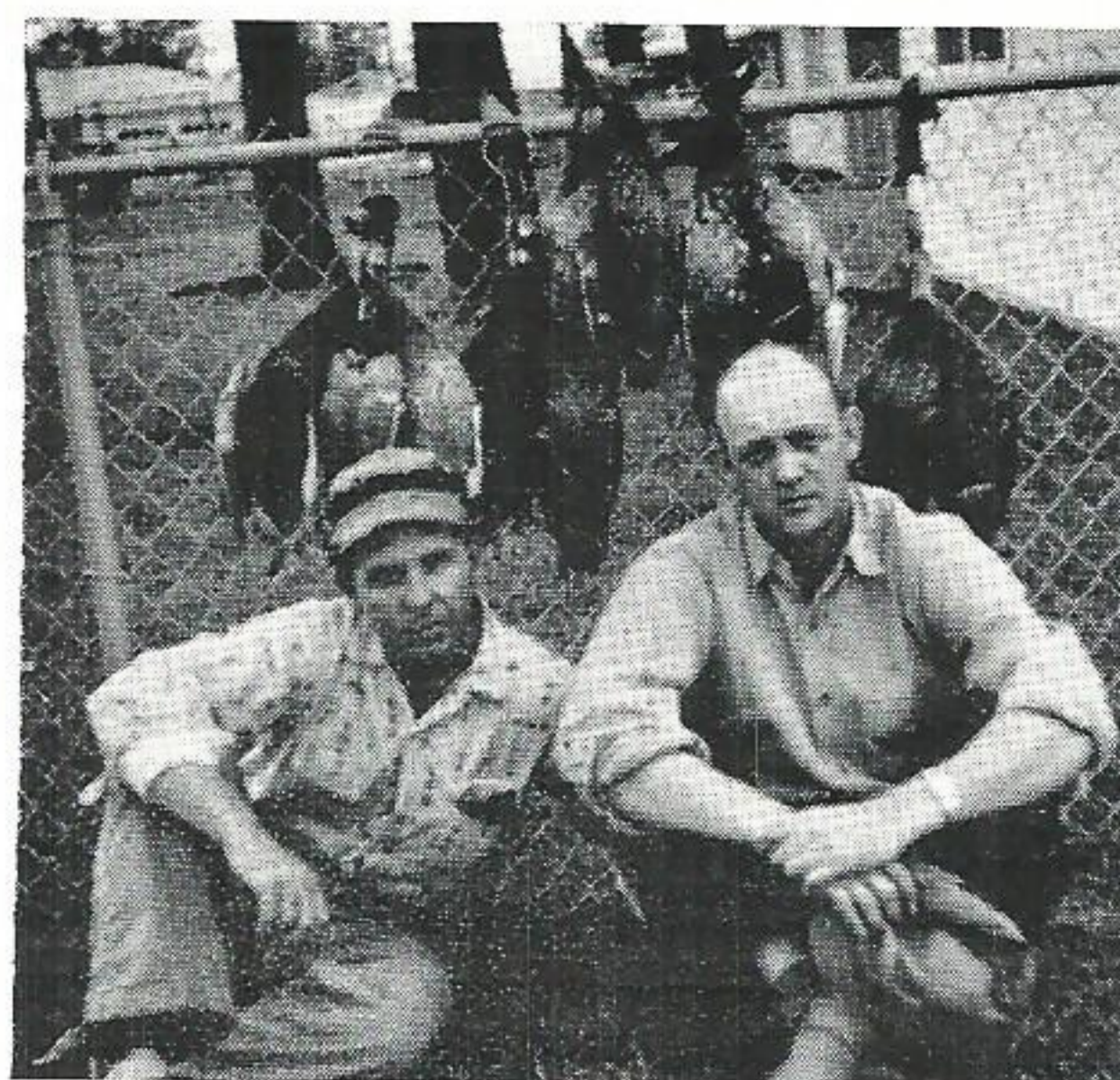
# over the COFFEE CUP



WINTER time has arrived and for many employees it means that hunting season is here again. **J. F. Simonson**, substation supervisor, and a group of Gulf Staters went to Uvalde and spent a few days deer hunting.

**Mr. and Mrs. Eunice Byrd** and children visited relatives in Hornbeck, Louisiana. Eunice also went deer hunting in northern Louisiana.

**Clayton J. Gray** and a group of friends from Westlake went on a deer hunt near Ferriday, Louisiana. Others on vacation who went on hunting trips were **J. T. VanWinkle**, **George L. Trahan**, **W. E. Hogan** and **Nathan C. De-**



**DUCK LUCK.** Herschel Campbell, artist, and Herschel Mathews, supervisor of production and records, Advertising, Beaumont, killed these mallards in a two day hunt in December in the marsh near High Island, Texas.

**marest**, all employees in the Lake Charles Substation.

**Leo Castete**, Line Department, bagged a nice deer during his vacation. **Anderson "Jake" Andrus**, Meter Department, also spent his vacation hunting and bagged a buck, a doe and a bobcat. The kills were all made in Louisiana.

**James Wall** and **Fred Watson** took their vacations during the Christmas holidays. James is meterman and Fred is meter foreman.

**Phillip Castete**, utility truckdriver, and **Emery J. Fruge**, line foreman, have both moved into new homes re-



**RETIREMENT PARTY.** Employees of the Calvert District honored **Ralph Merryman**, left, an employee for the past 34 years, on his retirement December 1 with a dinner. Mr. Merryman received a number of gifts to help enjoy his hobby, fishing, after retiring.

cently.

**Mrs. Lawrence Broussard** is recovering at home from surgery in November. She is the wife of **J. L. Broussard**, maintenance man.

—By Charlene Harper

## BEAUMONT

**GALE HILBORN**, clerk in Customers' Accounts, and **Clayton Arnold**, General Accounting, were married December 15 in Memorial Baptist Church.

**Barbara Andrews**, Customers' Accounts, and **Terry Rahar** were married December 22 in Nederland Baptist Church. Terry is a student at Lamar.

New employees are **Darwin Horton**, meter reader, and **Wanda West** and **Gwen Johnston**, clerks. Gwen's husband, **Ray**, was in Building Design section of Engineering before returning to Lamar to continue work toward a degree in mechanical engineering.

**Nancy Hardy**, merchandise clerk, left December 22, to await the arrival of a new addition to their family.

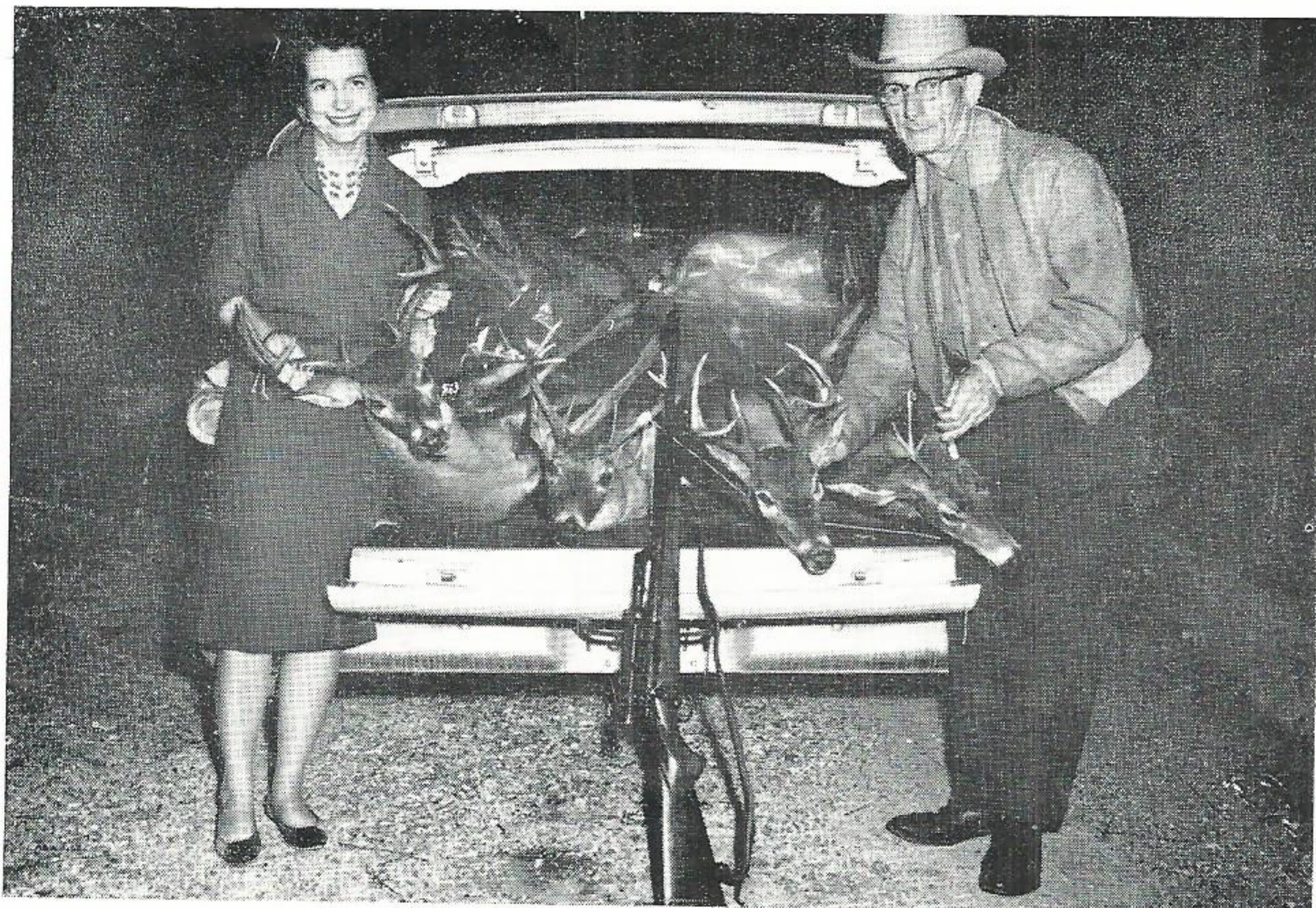
—By Ginger Hopkins

## HUNTSVILLE

TWO Huntsville District employees resigned at the end of December to await a visit from the stork. They are **Mary Jane Swann**, local office clerk, in the Huntsville office, and **Bennie Reinhardt**, local office clerk in the Corrigan office.

**Neva Helton** has been employed as the new local office clerk in the Corrigan office to replace Mrs. Reinhardt. Mrs. Helton has one son, **Lon**, age 9. Mr. Helton is employed by Edens-Birch Lumber Company of Corrigan.

—By Dorothy Stanford



**A SEASON'S HUNT.** Naomi Haynes, System Production, Beaumont, and her husband, Bob, Neches Station, show off their success while vacationing at the H. C. Wilke Ranch, Montell, Texas, during the first two weeks of December. Naomi bagged the 11-pointer she is holding and the 4-pointer Bob is holding. Bob killed the two 8-point bucks in the center.



"THE GUIDRY'S RETIRED TO THE GOOD LIFE." The home of Mr. and Mrs. Sabre J. Guidry, Sr., in Abbeville, Louisiana, was selected by the Abbeville Garden Club as the "garden of the month" Mr. Guidry, head fireman at Louisiana Station, retired August 1, 1959, and he says he and Mrs. Guidry (picture at right) have it made in the shade in their new home and have been keeping themselves busy with their gardening and enjoying retirement.



## BATON ROUGE

LOUISIANA Station welcomes **Carl Dudley Rushing** and **Benjamin Webb Umberger** as new employees. Both are married, have one child and are employed as mechanic's helpers.

**James Gremillion** is the proud owner of a new 1962 white Chevrolet.

—By Gayle Miller

## LAFAYETTE

OUR Christmas party was held December 14 and 15. Over 160 gifts were distributed to employees' children by Santa Claus, portrayed by **O. L. Romero**. General chairmen for the party were **E. J. Broussard** and **Russell Bonnet** and committeemen were **Rufus Mier**, **Bobbie Denais**, **C. J. Rome**, **Jessie Fremin**, **Charlotte Guilbeau**, **Denis**



DECEMBER BRIDE. Martha Lou Branham, Customer's Accounts, Beaumont, became the bride of Don Huffman, residential sales representative, Beaumont, on December 1 in the chapel of the First Baptist Church, Beaumont.

Dugas and Cynthia Trahan.

Master of ceremonies for the party was **H. T. Buckalew**, supervisor of customer accounts, and refreshments were served by **Corrine Hanley**, home service advisor.

**Cynthia DuBois** spent the weekend in Houston, recently visiting her father who underwent surgery at the Southern Pacific Railroad Hospital.

**Milton Rauschenberg**, son of the **E. R. Rauschenbergs**, was recently featured in Life Magazine, showing pictures of his work. Milton had a one-man showing recently in Paris and his work was on exhibition last summer in Milan and Rome, Italy, Stockholm, Sweden, and other European cities. Milton's dad is general line foreman in Lafayette.

We're happy to see **Clifford Mathews** up and around after having been injured in an automobile accident. "Red" is a helper on the line crew. **Earl Broussard** is back to work after having a bout with the flu bug. Earl is in the Sales Department.

**Mrs. Jackie Vautrot** was honored at a party by her fellow employees recently before she left the Company because of impending motherhood. Jackie has been replaced by **Betty Guidry** from Church Point.

Several employees were on vacation recently, mainly to do some hunting. They were **Paul Broussard**, **Horace Trahan**, **Joe Olivier**, **Rufus Mier**, **Honore Miller**, **Paul Dugas**, **Claude Patin**, **John Landry**, **Leroy Boutin**, **E. R. Rauschenberg**, **Bernard Wiltz**, **R. E. Compton** and **J. J. Hopkins**.

The Lafayette office welcomes a new employee, **Mike Chevalier**. Mike was with the Company in Baton Rouge

before moving to Lafayette. Mike has replaced **Barbara Meaux**, customer clerk, who left to await the stork.

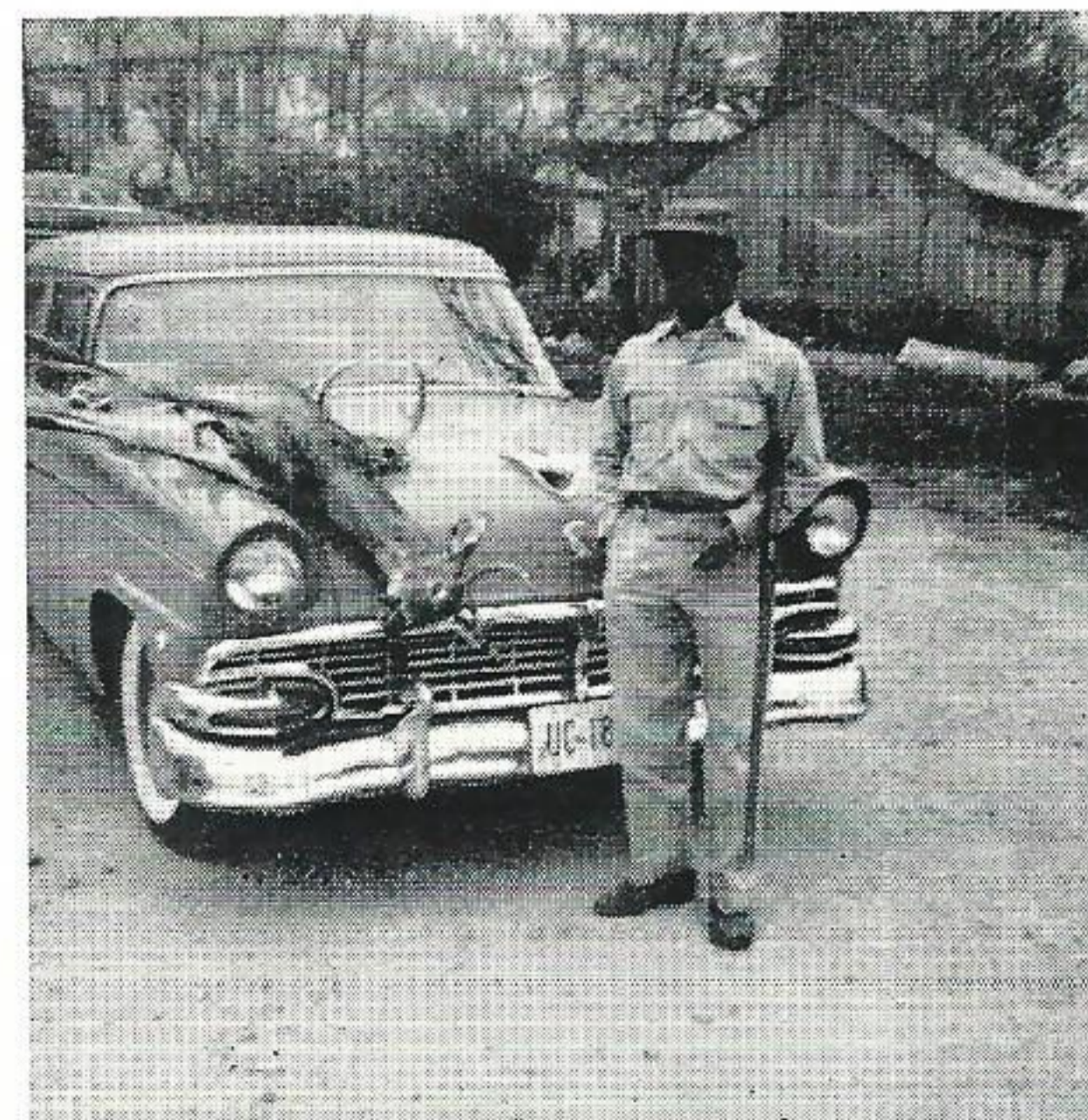
—By Cynthia Trahan



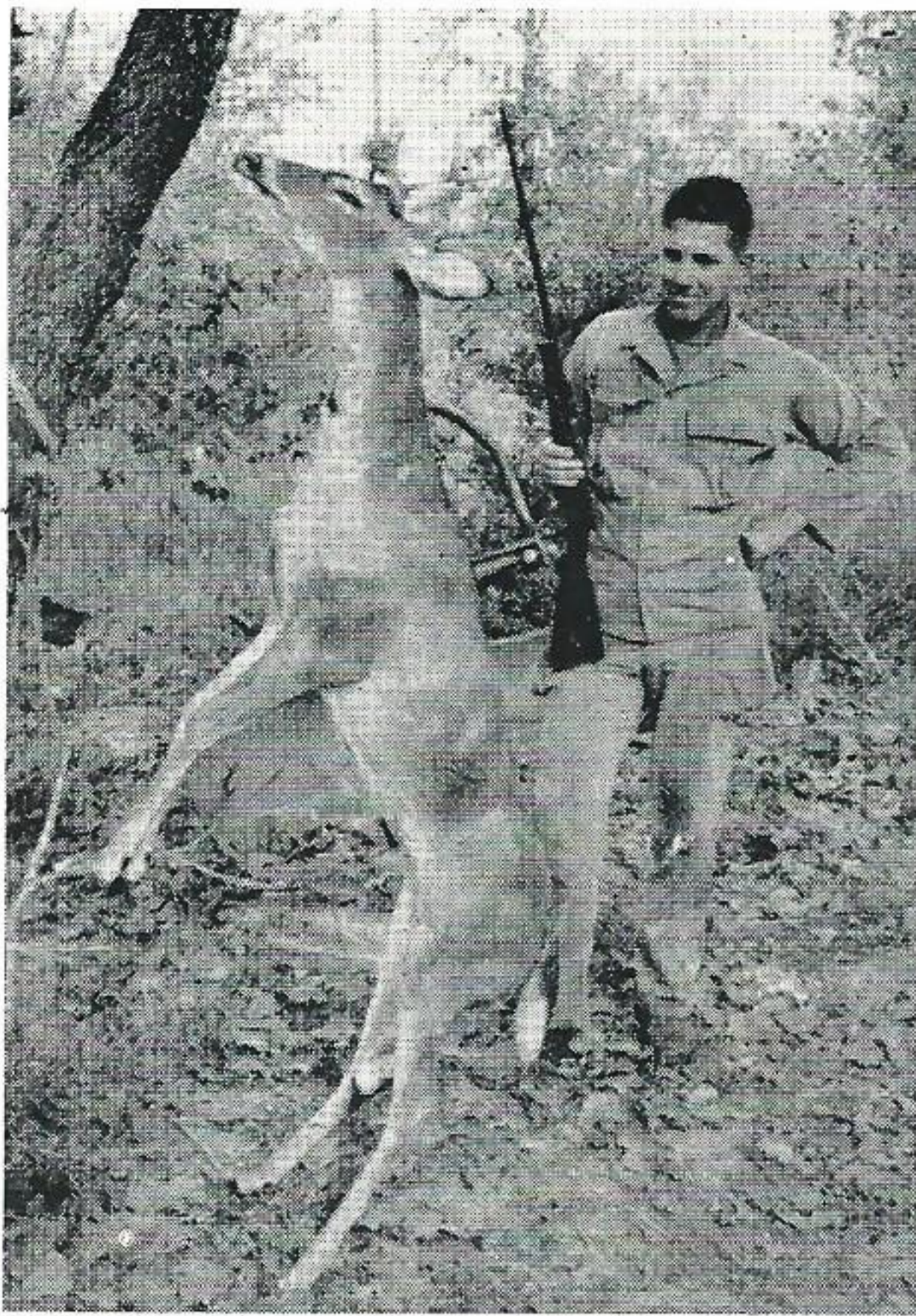
THE Kajun Vagabond's Association held their Christmas dance December 22 in the Lafayette Municipal Auditorium banquet room. Music was provided by Louis Major and his nine-piece orchestra.

V. J. Olivier climaxed the party by playing several selections on the accordion which he built himself.

The buffet menu was shrimp jambalaya, deviled eggs, stuffed celery and hors d'oeuvres. The KVA scheduled the election of officers during January.



A SEASON'S KILL. Lloyd E. Crowford, janitor, Huntsville, killed this buck during the later part of this year's deer season. Lloyd killed another buck, see the rack, earlier in the season.



**A GOOD SHOT.** Lawrence E. Milliff, Conroe Line, shot this six point deer on the Kingsberry Ranch eight miles southeast of Hearne, December 3. Bobby Stout, Conroe Line, killed a doe on the same hunt.

## CLEVELAND

**BETTY ANN ELLISOR** is the new office clerk in the Cleveland office.



Betty has been employed by Shell Oil in Houston since her graduation from Massey Business College. She replaced the former **June Ayers**, who was married on December 2 to Don Bush of New

Waverly. Mr. and Mrs. Bush are now living in Houston where he is employed.

—By Jane Bazzoon

*ADD GLIBS: Americans eat 36 million sandwiches a year in midnight snacks, the figures show. . . Letting the cat out of the bag is much easier than putting it back. . . The secret of success is to be forever pushing without ever seeming to. . . Before you flare up at someone else's faults, take time to count 10—of your own. . . In conversation as with surgery, the knife must be used with care. . . A smile is one thing you can take at face value. . . Take a lesson from the whale—the only time he is harpooned is when he comes up to spout off.*

Fort Madison, Iowa,  
Evening Democrat

# Have a Cigar on

**Mr. and Mrs. Herschel Mathews**, supervisor production and records, Advertising, Beaumont, on the birth of their son, **Gregory Kevin**, December 21.

**Mr. and Mrs. Luther Gallet** on the birth of their son, **Bryan David**, born December 9. Mr. Gallet is employed in the Lafayette District.

**Mr. and Mrs. Eric J. Hernandez** on the birth of their son, **Mark Pio**. Mr. Hernandez is employed at Louisiana Station.

**Mr. and Mrs. Archie McClure**, Louisiana Station, on the birth of their fourth son, **Allan Bart**, on December 5.

**Mr. and Mrs. Harry O'Quinn**, Lake Charles Substation, on the birth of their daughter, **Tenny Diane**, on November 20.

**Mr. and Mrs. Nathan C. Demarest** Lake Charles Substation, on the birth of their daughter **Tina Layne**, on December 7.

**Mr. and Mrs. Howard L. Lammerts**, Lake Charles Substation, on the birth of their first child, **Mark Howard**, on December 17.

**Mr. and Mrs. J. B. Guillet**, Lake Charles Line, on the birth of their son, **Gerald Michael**, on December 21.

**Mr. and Mrs. Evertt Chamberlain**, Lake Charles Line, on the birth of their daughter, **Katherine Ann**, on December 18.

**Mr. and Mrs. Allen S. Keller** on the birth of their daughter, **Karla De'Lane**, on November 18. Mr. Keller is a truck-driver in the Lake Charles Line Department.

**Mr. and Mrs. Russell Marler**, Baton Rouge Meter, on the birth of twin girls, **Pamela Joyce** and **Patricia Jayne**, November 25.

**Mr. and Mrs. E. L. Butler**, serviceman in Calvert, on the birth of their daughter, **Laura Gail**, November 20.

**Mr. and Mrs. J. C. Davis**, Port Arthur T&D, on the birth of their son, **James Kelvin**, December 18.

**Mr. and Mrs. James E. Booker**, Construction Budget, Beaumont, on the birth of their second daughter, **Cynthia Gay**, December 11. Mrs. Booker was formerly an artist in the Advertising Department, Beaumont.

**Mr. and Mrs. Bill Blanton**, test technician, Neches Station, on the birth of their daughter, **Sylvia Marie**, December 8.

**Mr. and Mrs. Delbert L. Keenon**, Planning Section, System Engineering, Beaumont, on the birth of their daughter, **Janet Lee**, December 5.

## gulf staters in the news

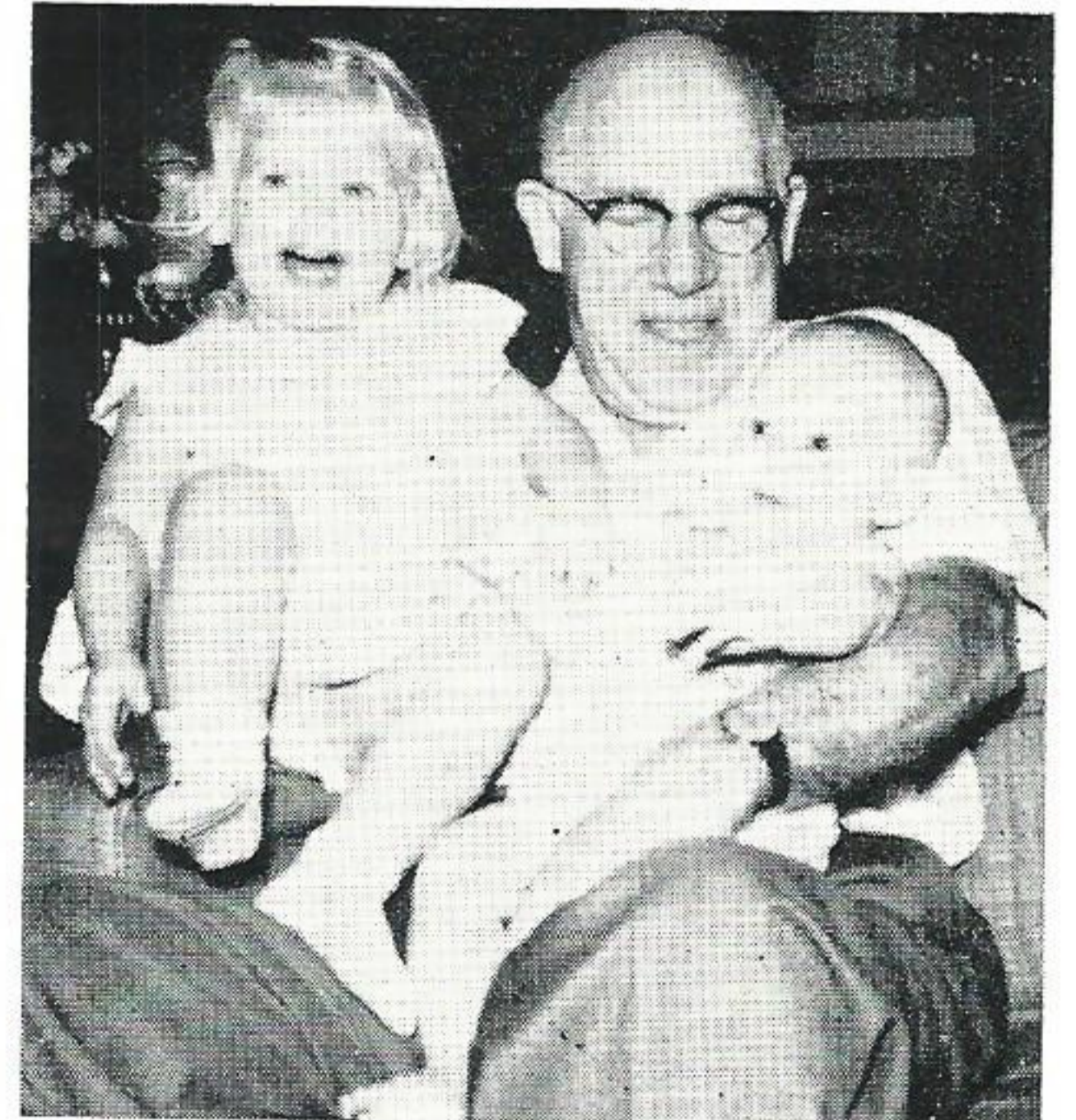
**PRESIDENT MORRISON** has been named advisory member of the board of the First Security National Bank of Beaumont.

**Fred Johnson**, superintendent of sales, Lake Charles, has been named vice president of the Calcasieu Area Safety Council.

**R. E. White**, operating superintendent, Port Arthur, has been elected first vice-president of the Port Arthur Chamber of Commerce for 1962.

**Edd Mitchell**, Cleveland residential sales representative, was elected president of the Cleveland Kiwanis Club for the coming year.

**Frank Robinson**, Cleveland commercial sales representative, was recently appointed vice-chairman of the Liberty County Republican Party.



**PROUD GRANDFATHER.** Chairman of the Board Nelson enjoys a Christmas holiday visit with his grandchildren, **Mary Jane**, 2-years, and **Roy Nelson**, 7-months. They are the children of Mr. and Mrs. Mark Steinhagen of Beaumont. Mrs. Steinhagen is the former **Mary Jane Nelson**.

## *Look Behind the Curtain of Words*

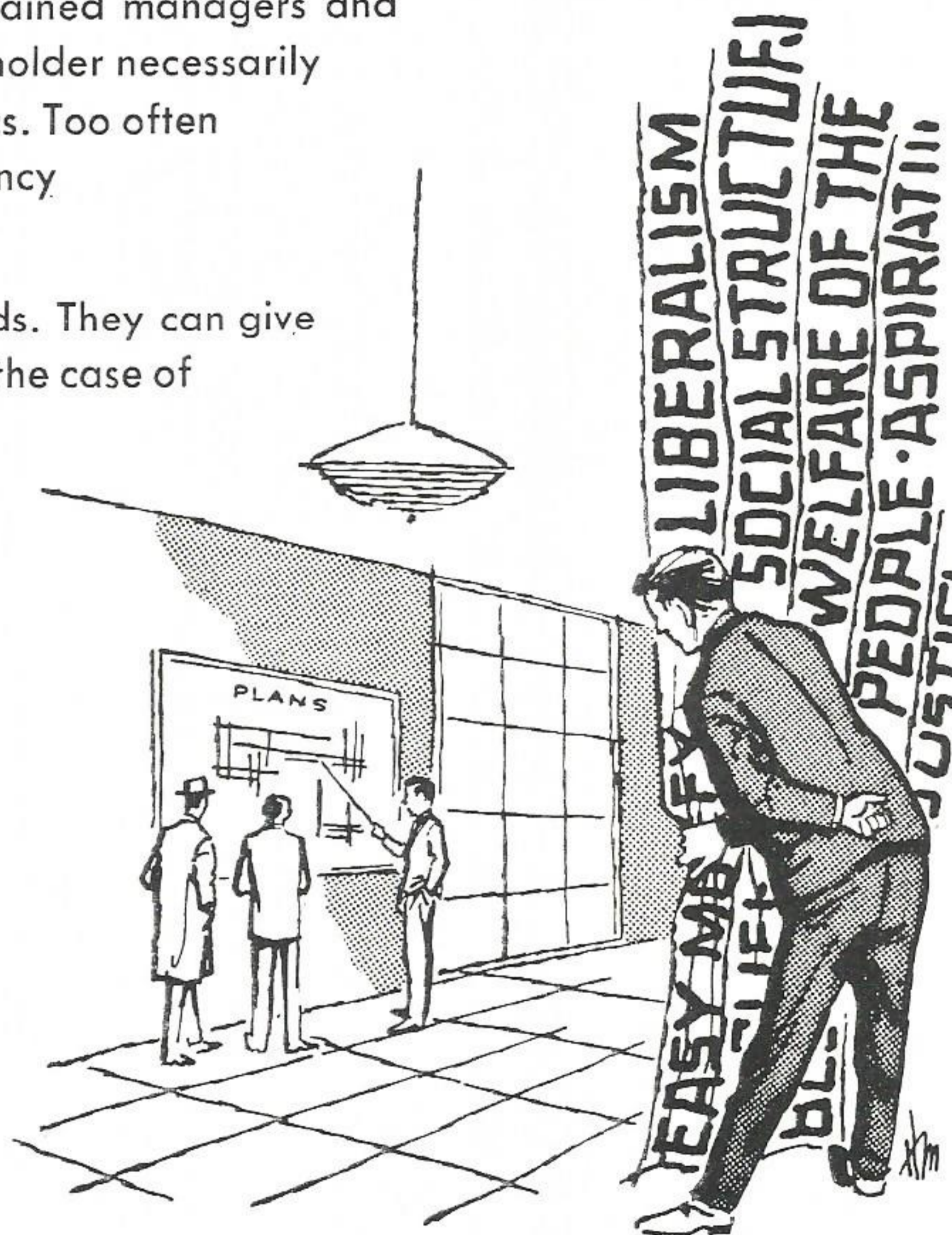
Many people like to consider themselves "liberal." It has a good sound, this word, and it used to mean a good philosophy—that of freedom from too much government restraint on the individual, and from too much interference in his life.

Today this good word has been "adopted" by those who believe just the opposite. Today's "liberal" wants ever greater power for government to take care of us. You can be sure that centralized government, given more power, will "take care of us" in more than one way.

Several things are puzzling about the liberals. They don't explain how the federal government can do so much for our welfare, when all the government has is what it takes from us in the first place. It is the wage and salary earners who pay the biggest part of the nation's taxes. They do pretty well for themselves, and could do better if their tax burden were lighter.

Again, what makes liberals insist that political officeholders—whether elected or appointed—can manage the nation's business and industrial resources better than the highly trained managers and employees of industry? The office-holder necessarily devotes most of his energy to politics. Too often his acts are dictated not by efficiency but by politics.

Liberals are often skilled with words. They can give their plans appealing names, as in the case of their own movement. But it will pay us—in keeping our individual rights as well as our economic stability—to take the trouble to find out just what the liberals really mean to do for us, and to us.



# Again in 1962

Keeping Our  
Electric Service  
Your Best Bargain  
Is Everybody's  
Job at GSU



**GULF STATES  
UTILITIES COMPANY**

An investor-owned  
electric light and  
power company