

Plain Talks

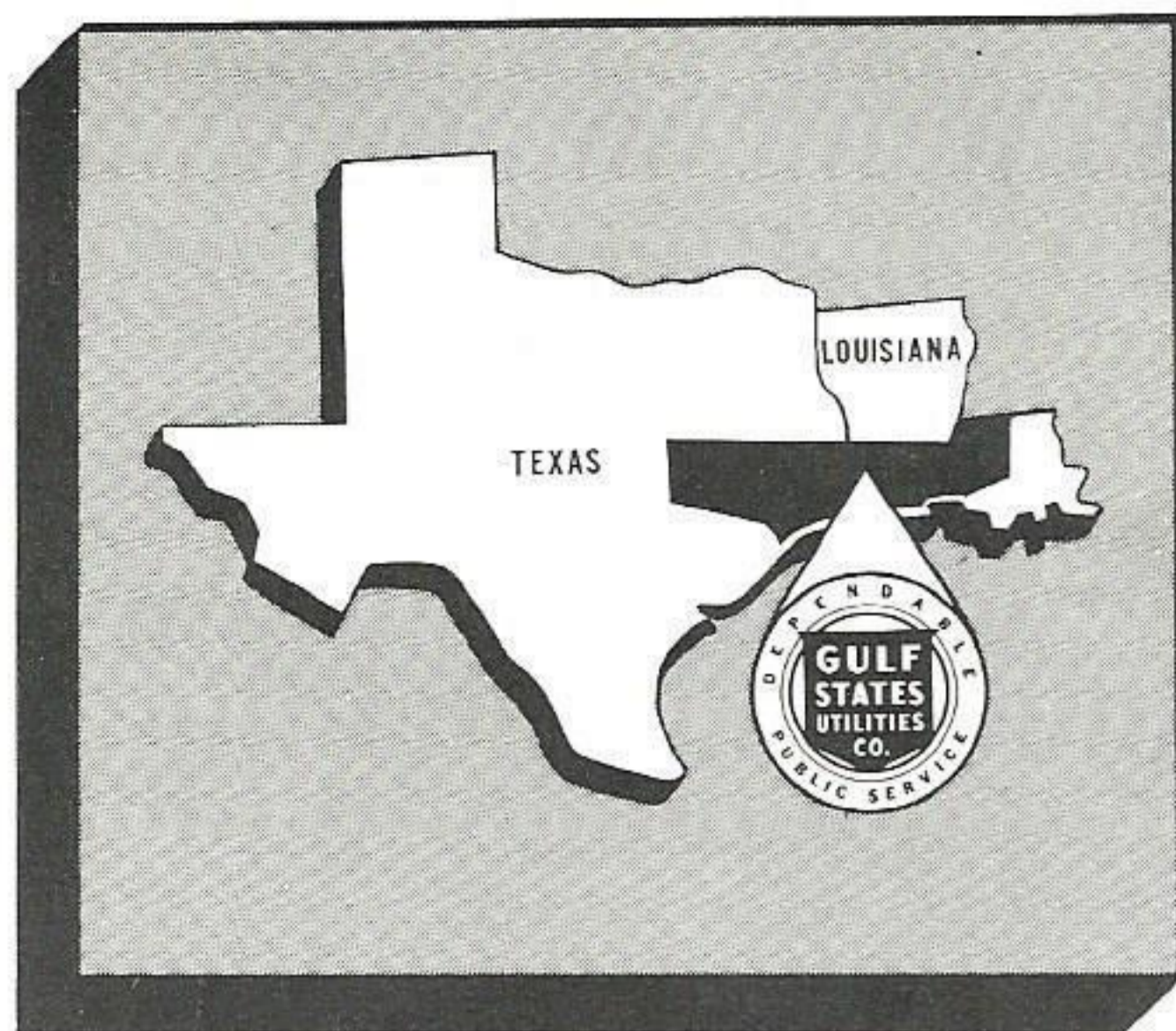
JANUARY, 1964

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- Glenn Richard Elected Company President
- New Unit Announced for Sabine Station
- A Year-End Review of the Electric Industry

GULF STATES UTILITIES COMPANY

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



THE demand for more and more electricity is being made upon our Company all the time. To meet this growing demand we continue to expand our generating plants. In fact, the announcement of our latest expansion can be found on page 3. Expansion alone will not help us keep up with the demand. We must keep our existing units in the best working order to stay "on-the-line." And the best way to avoid break-downs is to have planned shutdowns. That is what is now going on at Sabine Station where the number one unit is being overhauled. Here Sheldon Fruge, left, Neches Station, and Harry Breeden, Louisiana Station, both repairmen, make repairs on the rotary blades of the unit. The present overhaul of the unit is being carried out by following the Critical Path Method, the scheduling of each component job. For the story on this, another Company "first," turn to page 4.

James S. Turner
Editor

Bunch Eads
Associate Editor

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

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Sabine Expansion Encouraging To Area Growth and Progress

ANNOUNCEMENT this month of the near doubling of the generating capability of Sabine Power Station can't help but bode well for the future growth and progress of this resourceful two-state area we serve.

In recent year, the need for electricity in this area has increased something like 11% each year. Predictions of our planning people have been most accurate, and this fast-growing territory has never been in a bind for lack of electric power, in sharp contrast to some areas of the nation served by federally subsidized power systems.

Cullen Browning, astute editor of the Orange Leader and a vigorous worker for the development of the area his paper serves so well, has a way of summing things up clearly and concisely. Commenting editorially on the Sabine expansion, he said, "We shudder to think what would have happened to the economic development of our area if it had been relying upon government-owned and operated electric power facilities and had been forced to wait out interminable federal procedures in order to get new generators in operation and additions to the distribution system built."

—JST

You Pass This Way But Once; Live Safely And Slow the Voyage

A school boy asked his father if he knew why time went so fast for older people and so slowly for youngsters. The father, not having a good answer, said no. The boy's answer was that one year is equal to 1/12th of his life, but for his father it is 1/50th. Quite a difference.

An announcer on the Bell Telephone Hour commented that time went as far in the past as it will go in the future.

In this society, the New Year has come to play quite a part in our lives. Of course, it is just another day on the calendar but at some time in the past people began celebrating the beginning of the New Year. For many, it is a day to recover from the night before.

It is a day for tax purposes—quite important to the gatherer and the payer.

Some time in the past it became customary to make resolutions at this time. "I resolve to do better." I resolve to give up . . . something." And so on.

January, 1964



"A Case Study of Bureaucracy Run Wild"

THIS cartoon by Jack Shofner, staff artist, System Advertising, Beaumont, was inspired by an article in the Reader's Digest for December. The magazine devoted five pages to telling how the REA in Washington has ignored the original intent of Congress and is encouraging local rural electric co-ops to expand into areas where they were never intended to serve. Some co-ops are resisting this pressure but others are as the title implies, "running wild." Reprints are available from your reading racks.

The sophisticate would possibly poo-poo the idea of New Year's resolutions. But, should not a person hitch himself in some way to some Unit of Time? Of course, the flighty will again and again "resolve." The strong will know where they are weak and will not make a fuss about changing.

There is one resolution all of us could make—you, the theorist; you, the fundamentalist; you, the gambler—and that is to consider SAFETY in this matter of time. Some one hundred thousand people will die, and ten times that number will be maimed during the year 1964. Not ONE of you consider yourself to be included in this

group. Yet, year after year the unnecessary tragedy continues.

If safety people could ever find a solution to the problem of the "It won't happen to me!" attitude, many lives could be saved.

Make all the resolutions you desire . . . to save more, to smoke less, to be more considerate, to drive slower, to do this, that and the other. But look at the Units of Time: Three score and ten—more or less. Resolve not to let foolhardy acts deprive you of any Unit of Time. They are yours. Some 100,000 people will forfeit theirs during the coming year.

Resolve it won't be you in '64!



Mr. Richard

Former company treasurer . . .

Glenn E. Richard Elected President and a Director

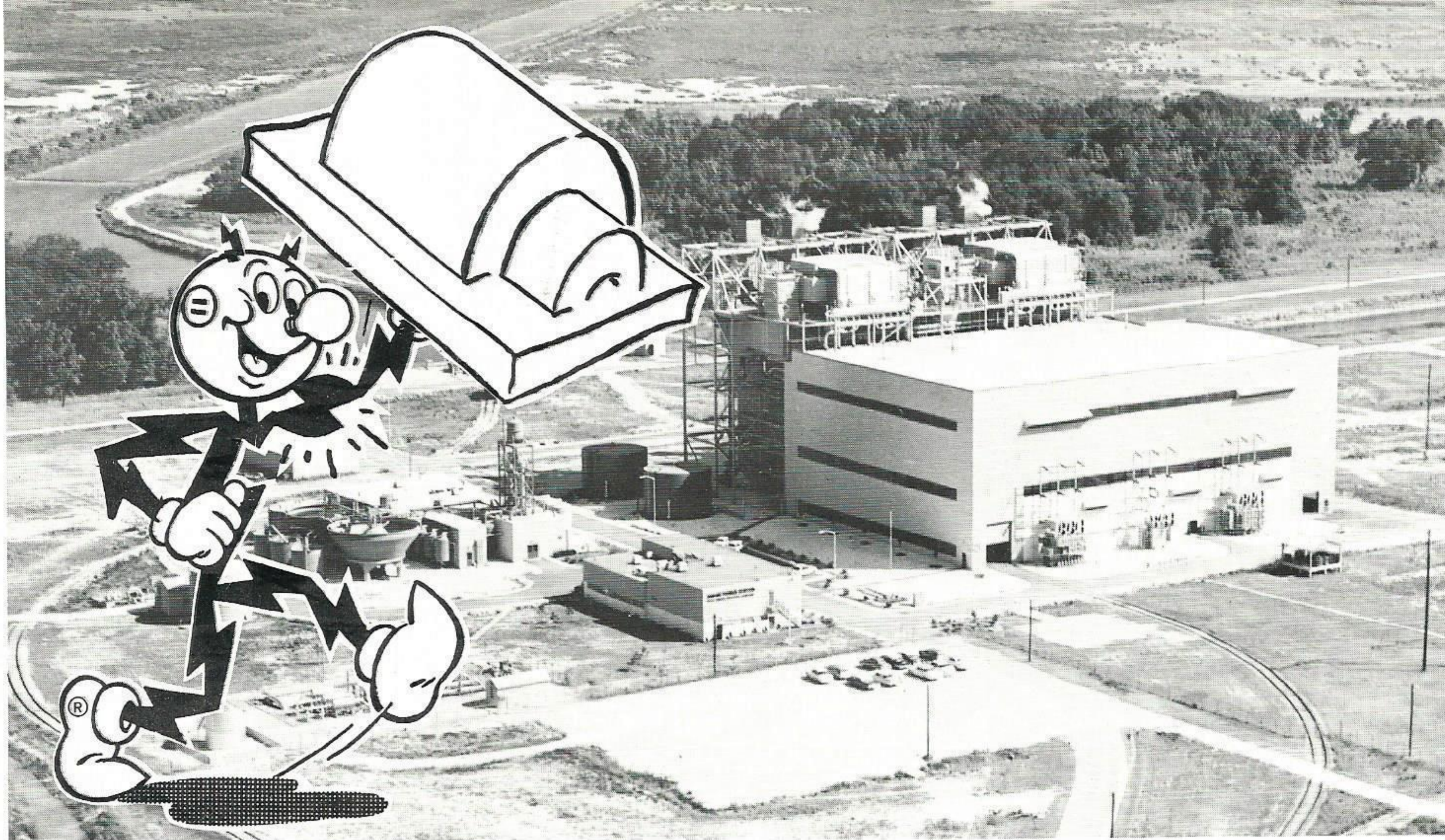
GLENN E. RICHARD, formerly treasurer of our Company, was elected president and a director at a meeting of the board, December 16, in Beaumont.

The announcement came from Mr. Morrison, who will continue as chairman of the board, a position he has held since January 1, 1963.

Mr. Richard, a native of Jennings, Louisiana, has been with our Company since 1926 when he began his electrical career as a clerk in the Jennings office. In 1928, he moved to Lake Charles as general clerk and later statistician.

He was transferred to Beaumont in 1931 and assigned to the Tax and Auditing Department. In 1939, he was appointed tax accountant and, in 1943, was promoted to staff accountant. In 1947, he was appointed assistant treasurer and was elected treasurer in February, 1956.

Mr. Richard is an elder of St. Andrews Presbyterian Church, a member of the board of directors of United Appeals and of the Family and Children's Bureau. He is a member of the Beaumont Chamber of Commerce, Young Men's Business League, The Beaumont Country Club, Town Club and Beaumont Club.



To be completed in 1966 . . .

NEW UNIT AT SABINE ANNOUNCED

. . . to almost double present capability

PLANS to install a turbo-generator of 410,000 kilowatt capability at Sabine Station near Bridge City, Texas, were announced January 7 by Chairman of the Board Morrison.

The new unit, one of the largest ever to be installed in the Southwest, will practically double the capability of Sabine Station where two 230,000 kilowatt units, installed in 1962, are presently operating. The new electric generator will be the largest in any of the Company's six power stations and will raise Sabine's capability to 870,000 kilowatts. Sabine Station is designed to accommodate in excess of 2,000,000 kilowatts of power. The newly planned unit at Sabine Station will almost equal the capability of the eight units at our Neches Station, near Beaumont. Neches Station has been expanded over a period of 33 years to a maximum generating capability of 487,000 kilowatts.

Preliminary engineering work on the new unit has been underway for some time and the order for the turbo-generator has been placed with General Electric Company and for the boiler with Combustion Engineering, Inc.

On site construction of the multi-million dollar expansion is to begin in November. Construction of the plant will provide employment for some 300 craftsmen during the construction period. The unit is scheduled for completion late in 1966.

"The demand for electric power in the area served by our Company's system has increased at a phenomenal pace during the past decade," Mr. Morrison said. "Studies indicate that the demand will con-

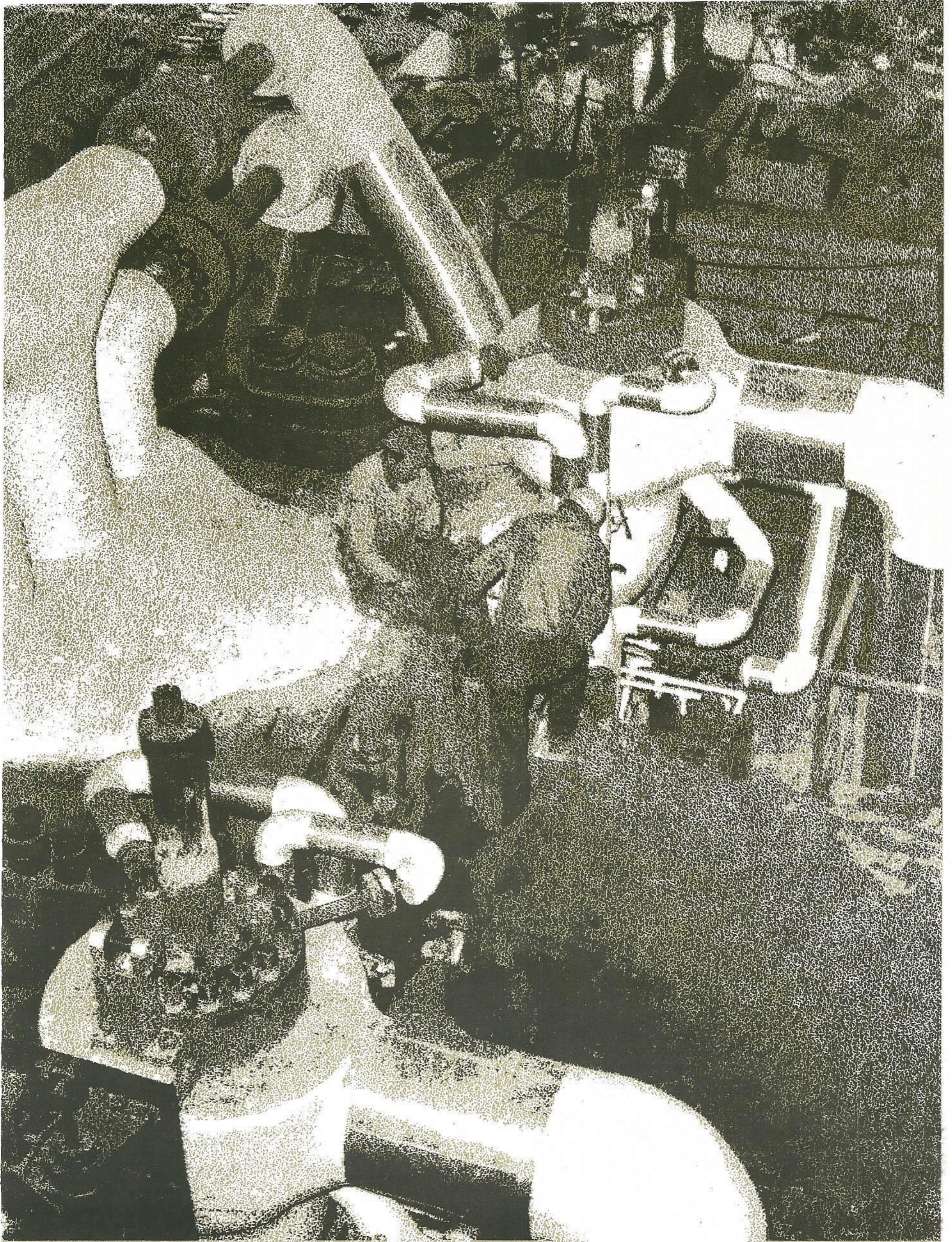
tinue to grow. This new unit, completion in the near future of a new 220,000 kilowatt unit at our Willow Glen Station near Baton Rouge, along with agreements for power interchange over new extra high voltage transmission lines linking our system with TVA, will keep our system ahead of actual needs of new and expanding industries which require large blocks of power and of commercial, farm and residential users."

The addition of this new 410,000 kilowatt unit will bring our generating capability to 2,591,000 kilowatts, more than triple our total capability of ten years ago.

THE INVESTOR-OWNED ELECTRIC UTILITY INDUSTRY WILL CONTINUE TO PROVIDE AN ABUNDANT POWER SUPPLY FOR ALL AMERICA'S NEEDS.

. . . this is one of the key facts regarding the investor-owned electric utility business. It is important for each of us to see that this information is relayed to our friends and associates to offset the misinformation being disseminated by Federal power proponents.





Sabine Overhaul Becomes Another Company First

FROM dawn to dusk, our Company's newest generating installation—Sabine Power Station—hums with extra activity. Familiar faces and some not so familiar rush hither and yon.

The GSU'ers on temporary assignment have been at Sabine for many weeks now and they're too deeply involved in "the big project" to not feel at home. Sabine's permanent personnel are working shoulder to shoulder with them.

Their objective:

After approximately 13,400 hours of being "on the line," it's time for the first complete overhaul of No. 1 turbine and for some initial major work on the boiler and auxiliary equipment. The job amounts to total dismantling and inspection of the turbine, the boiler interior and of the major boiler-turbine auxiliaries.

But that's not all of the Sabine story.

Project Another Company First

Our Company's Production Department, under the direction of J. A. Reich, production manager, is attempting another power station "first." The entire project is being done by the unerring CPM (Critical Path Method) system, which entails planning and scheduling of each component job of each unit of equipment.

C. A. Ibach, superintendent of Sabine Station, puts it this way:

"We're trying to prove we can do this inspection-overhaul job quicker, cheaper and more efficient with our own man forces than by contracting it to outside firms. We feel that we will be able to set up a reference case to keep on file for all future jobs like this so we can look back to it for help and guidance in years to come."

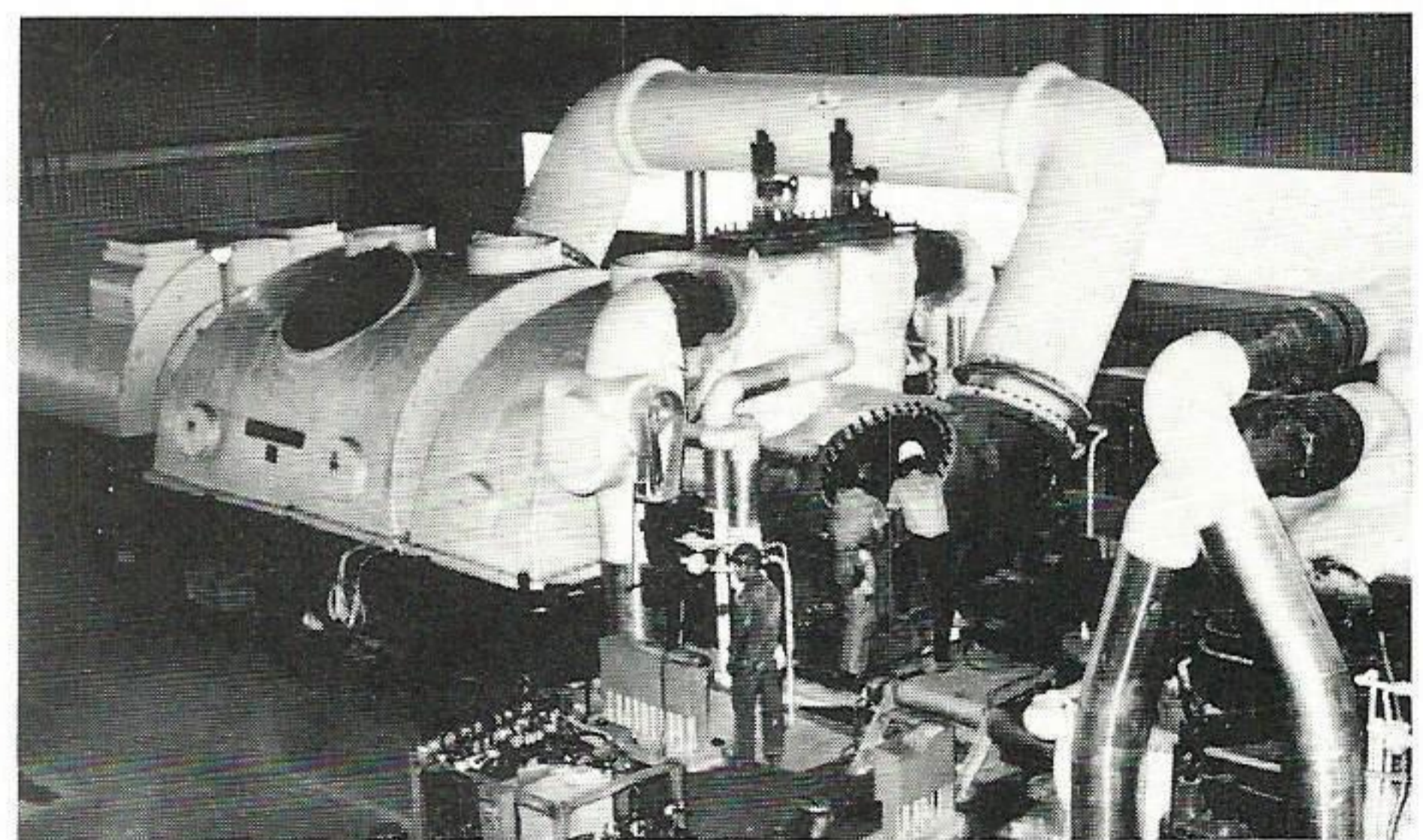
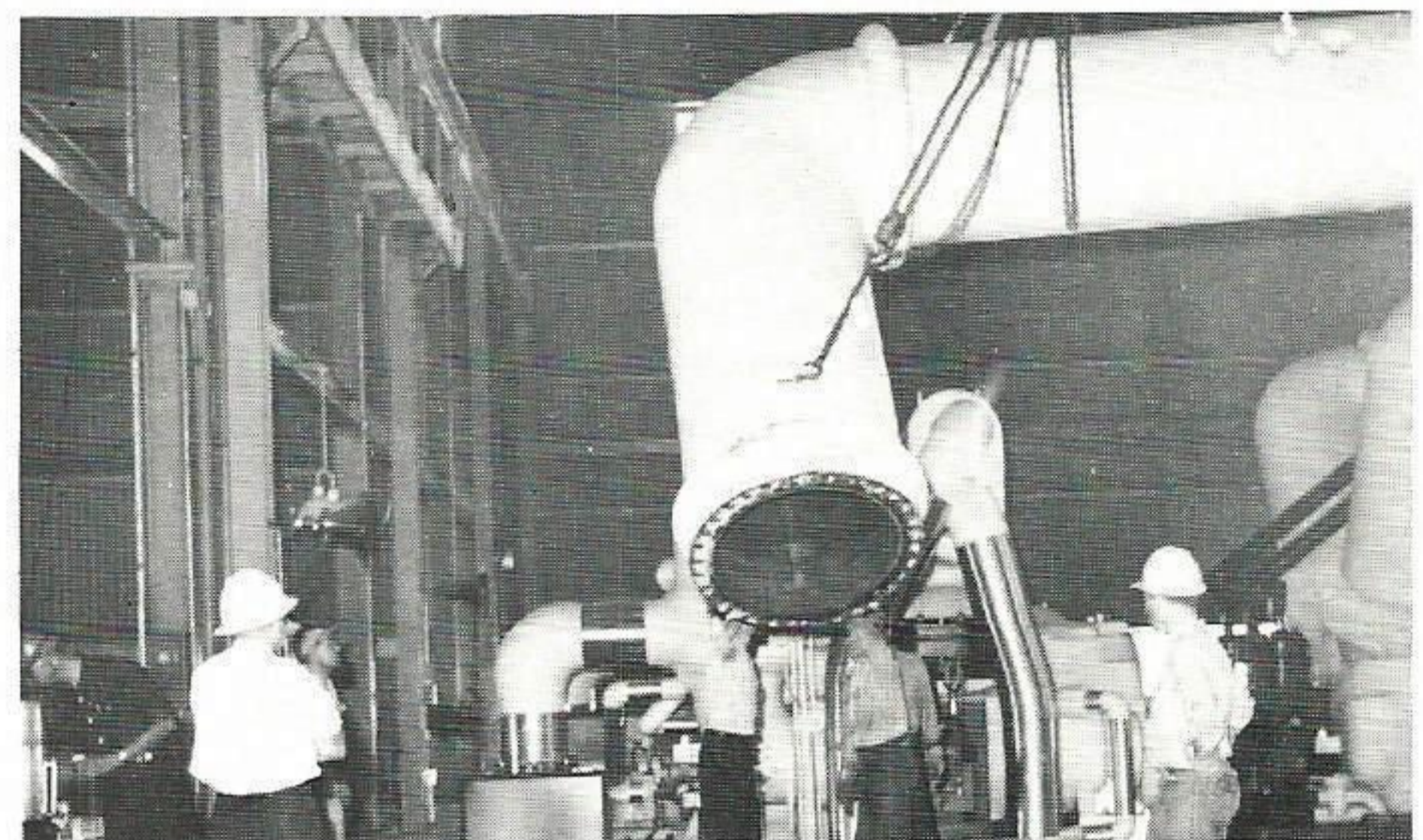
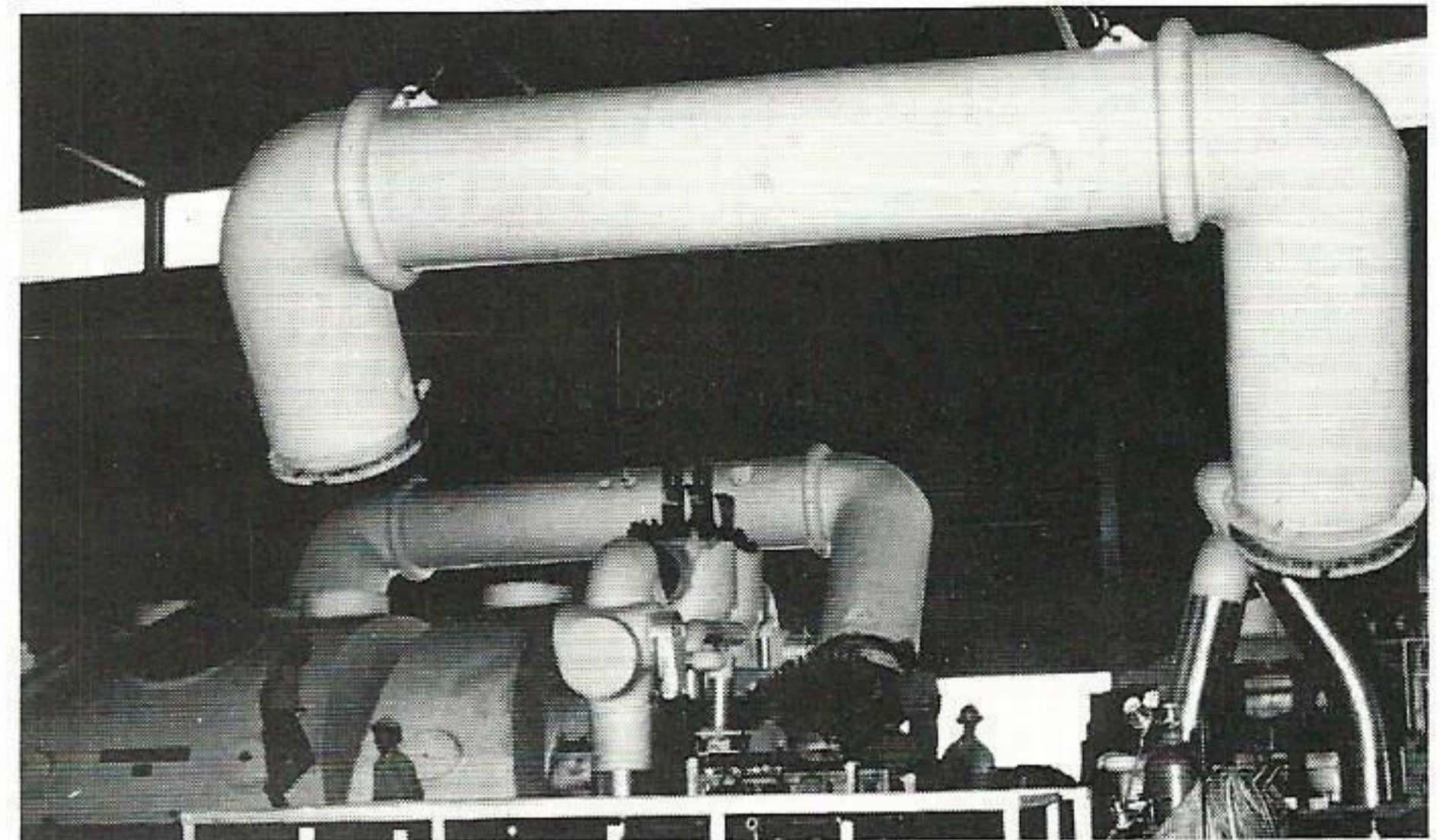
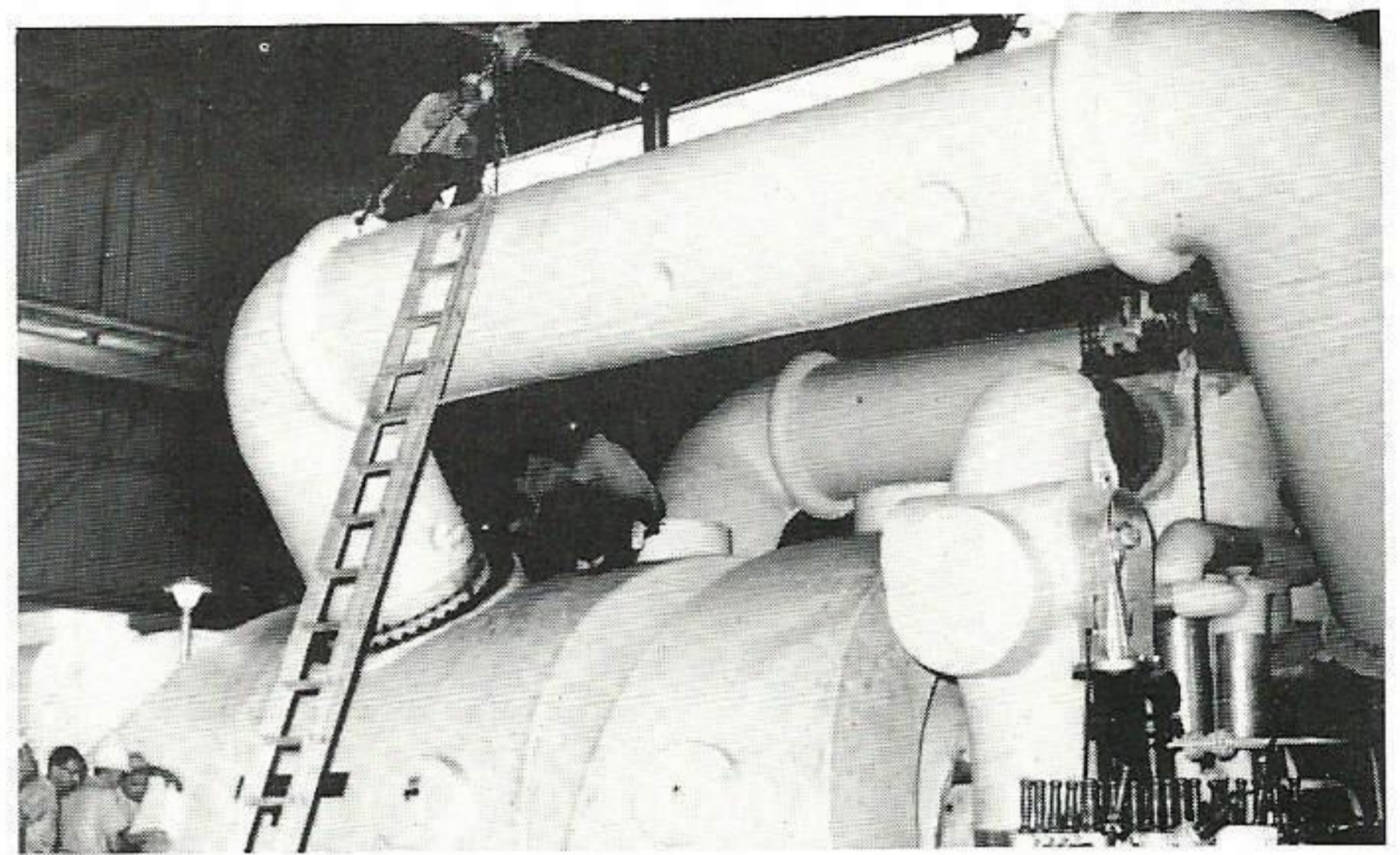
Additional Help Brought From Other Plants

Called in to assist during the project were 10 men from our Louisiana Power Station in Baton Rouge and nine mechanics and four laborers from Neches Power Station in Beaumont.

Repairmen from Louisiana Station were Clement Schwab, Harry Breeden, James Gremillion, Ramey Kirkwood, Jr., George Naquin and James Perry. Electricians called in from Louisiana Station were Edward Madsen, Gordon Mustin and Thomas Thigpen. One Louisiana Station insulator, James Robinson, also helped on the project.

Repairmen called in from Neches Station were Shelton Fruge, Steve Glach, Arthur Guidry, Charles Kelley, Ralph Pryne and Gordon Travis. Electricians dispatched from Neches Station were Frank Danna, W. B. Martin and Phil Vickery. Four

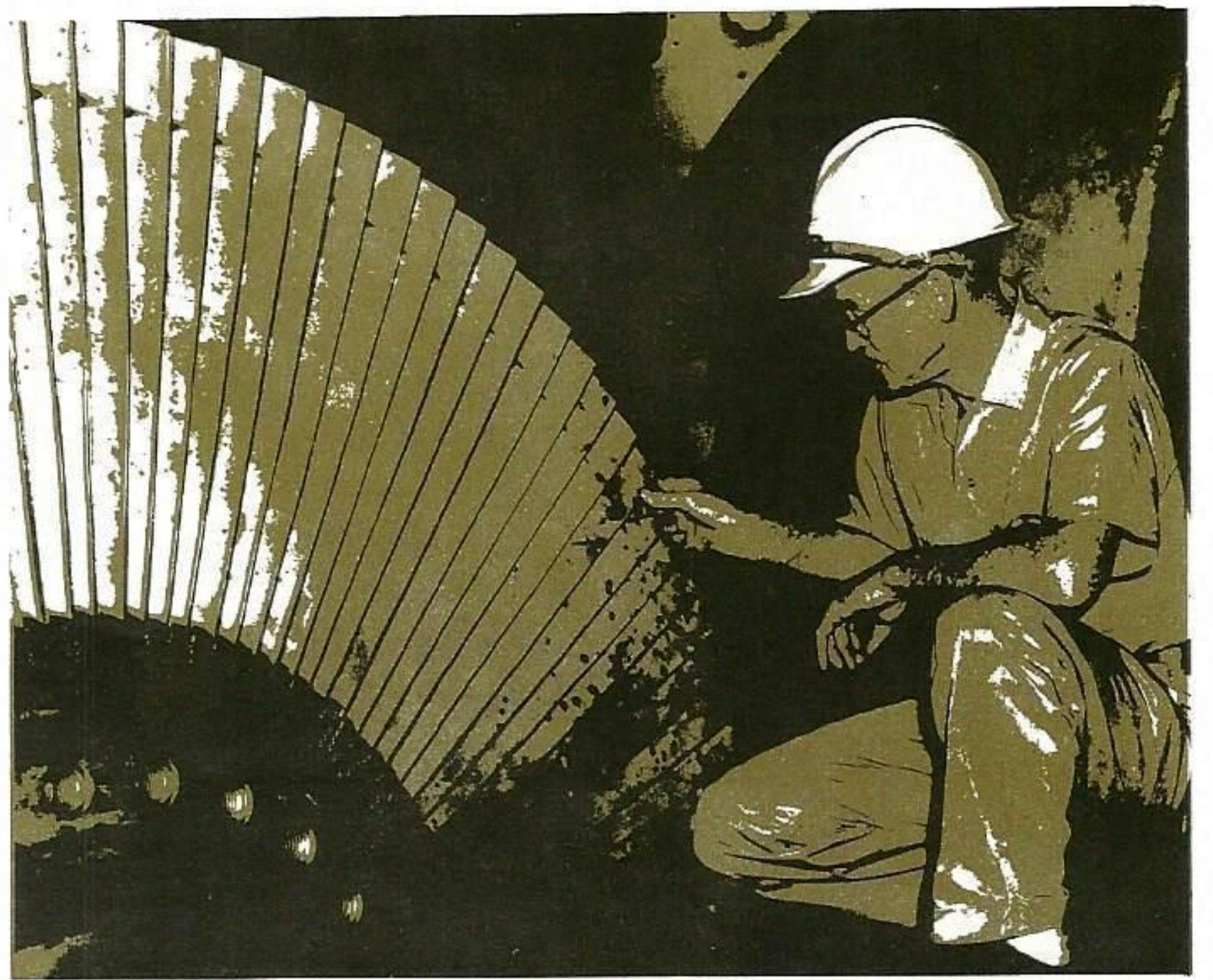
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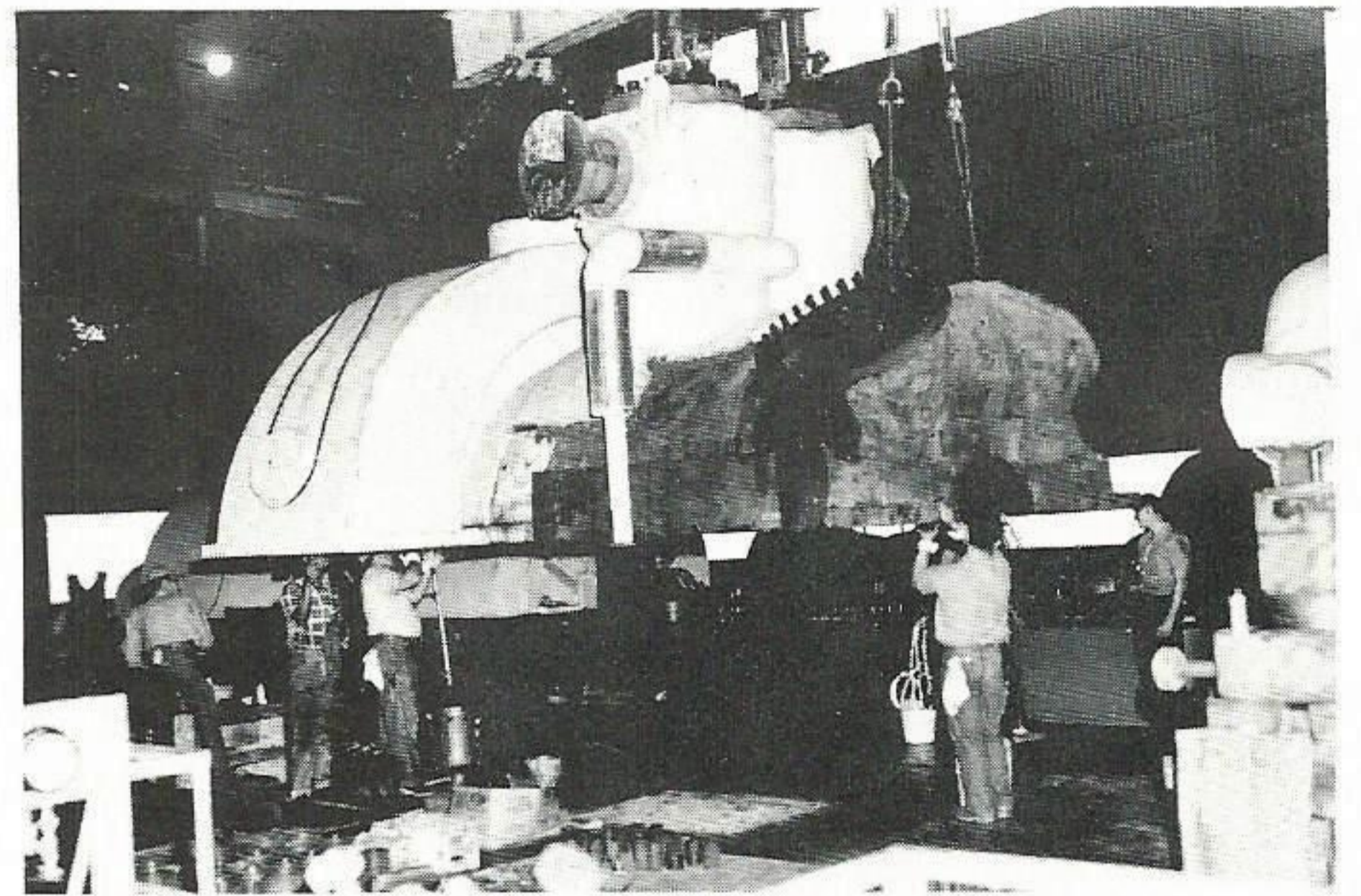
GETTING THINGS STARTED. The major inspection-overhaul moved into high gear early when one of the massive crossover pipes between the intermediate pressure and low pressure turbine was lifted. This series of shots show the first-step operation.



MOVING IN. With one of the crossover pipes out of the way, workers move closer to the center of attention: the turbine. Their next step is lifting the turbine cover. Shown from left to right are Steve Glach, repairman, first class, Neches Station; Frank Danna, electrician, first class, Neches Station; and Sheldon Fruge, repairman, first class, Neches Station. In the right background is Bill Martin, electrician, first class, Neches Station.



LOOKING THINGS OVER. V. L. Holland, mechanical maintenance foreman, Neches Station, is serving as turbine foreman during the inspection-overhaul and this shot catches him going over rotary blades.



UP AND AWAY. The massive turbine cover for Number One is lifted out of position to permit the first inspection of the turbine since going "on the line" over a year ago.

HONING FLANGE EDGE OF COVER. These GSU'ers apply the "elbow grease" in honing the flange edge of the turbine cover. They are, from left to right, Dan Dumas, operator, Sabine; John Jackson, laborer, Neches Station; A. V. Leverett, equipment operator, Sabine Station; and James Gre-million, repairman, Louisiana Station.



ARROW DIAGRAM IN USE. C. A. Ibach, superintendent of Sabine Station, follows a specific job outlined on the giant arrow diagram being used during the inspection-overhaul.

(Continued from page 5)

laborers—Marion Chambers, H. J. Doyle, John Jackson and Israel Seniguar—were also brought in from Neches Station.

Since our Production Department is exploiting the CPM system on the project, it has dispatched a CPM engineer, Charles R. Lopez, System Production, Beaumont, to the scene. Mr. Lopez, the overall planner, has been on hand each day since the first wrench was turned.

Accountant Assigned to Job

A full-time accountant from the main office, Bobby Willis, has also been dispatched to Sabine. His job is to keep an accurate record of all cost, manhours and time duration of inspection of each piece of equipment associated with the unit.

The steady flow of extra personnel to Sabine doesn't stop there.

Frank Jones, former system safety director, made frequent trips to the site for a twofold purpose: regular safety inspections and to program all safety aspects of the job from beginning to end for use as a reference for similar undertakings in the future.

Project Draws Much Interest

Then there's the steady stream of supervisory personnel from our other power stations in Beaumont, Lake Charles and Baton Rouge. "They're coming to get a first-hand look at the scientific approach in action," explains Mr. Ibach.

Despite the magnitude of the project, only one day-time shift is being used on the job. Little or no time is wasted in getting started each morning since a prepared schedule awaits each group upon arrival.

The scheduling-planning has been expedited the previous night by an eight-man staff that huddles in Sabine's auditorium—which serves as the nerve-center of the project. Putting man-scheduling to practice each night are Norman Black, test supervisor, Sabine; Lonnie Cobb, engineer, Sabine; Mr. Lopez; Mr. Willis; Jimmy Booker, engineer, System Production, Beaumont; Bill Tolbert, engineer, Neches Station; Jim Derr, maintenance supervisor, Sabine; and, of course, Mr. Ibach.

Three Groups Make Up Work Force

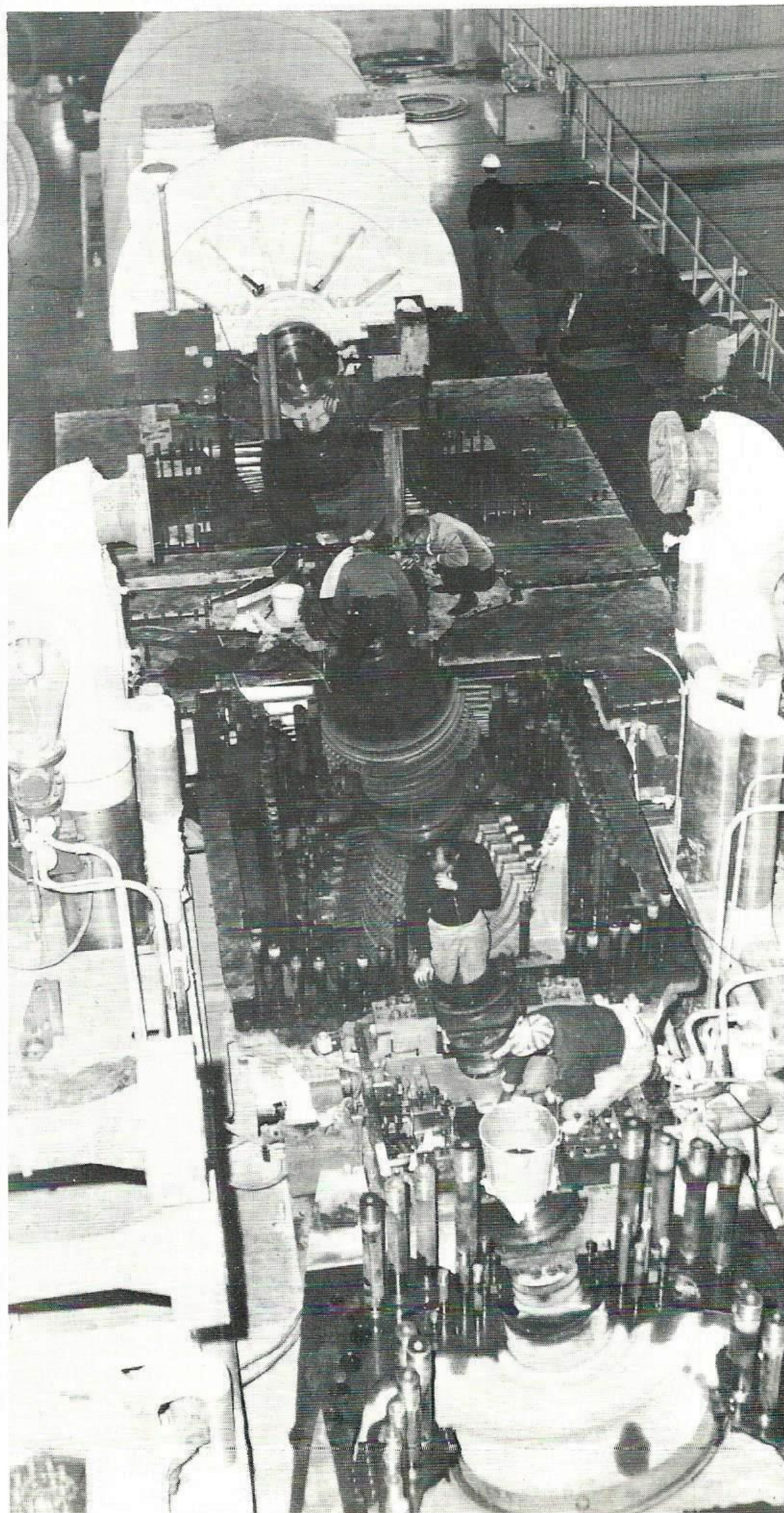
Work forces assigned to the inspection-overhaul are divided into three specific groups: turbine, boiler and auxiliary equipment and instrumentation and related test equipment.

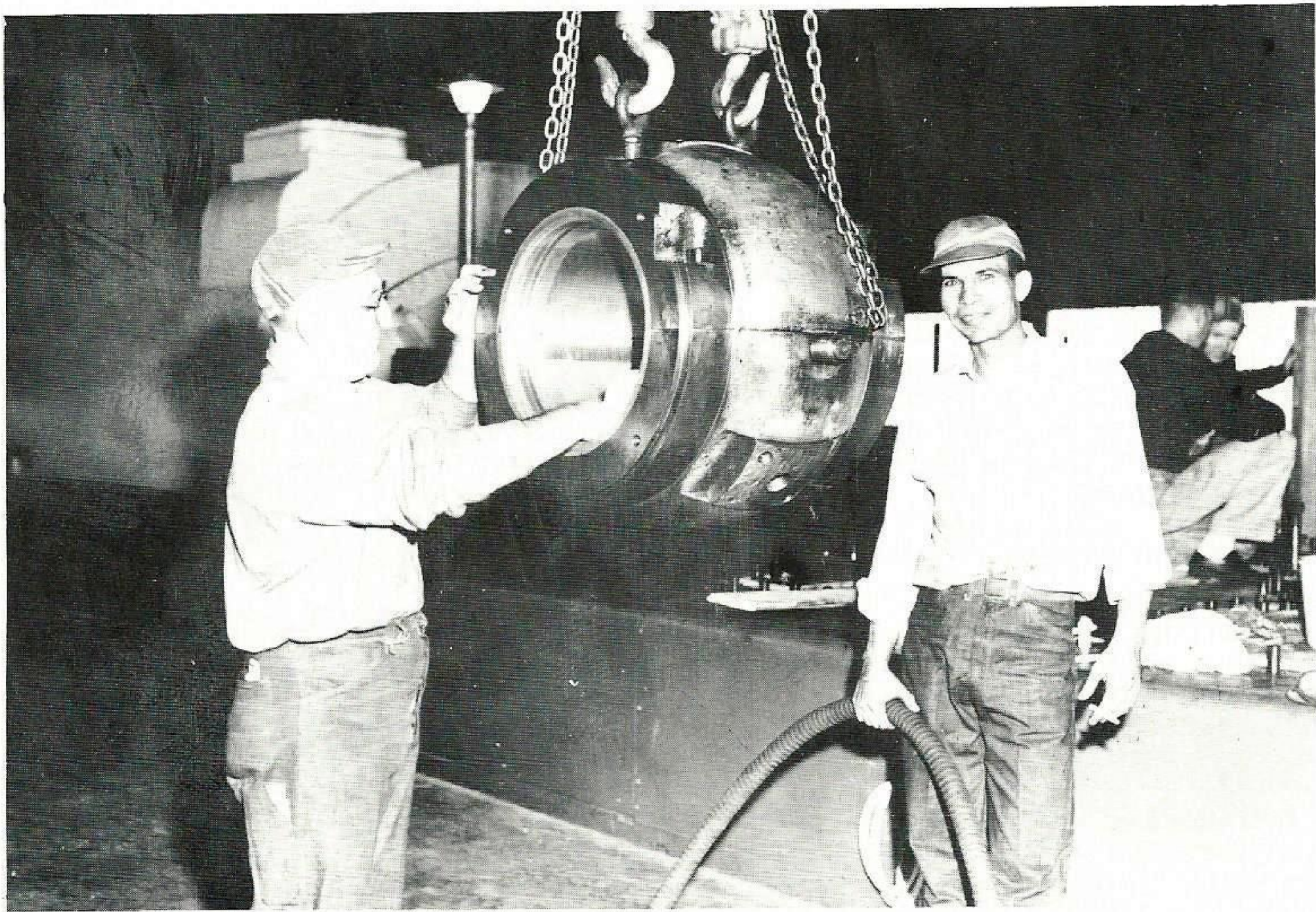
V. L. Holland is foreman of the turbine crew. He is being assisted by Mr. Cobb. Henry Kluttz, Production, Beaumont, and Glenn Keneipp, a Westing-

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GETTING A GOOD LOOK. That's the story here as GSU'ers give the torn-down unit a close inspection. The first inspection came after the unit was "on the line" 13,400 hours.

January, 1964

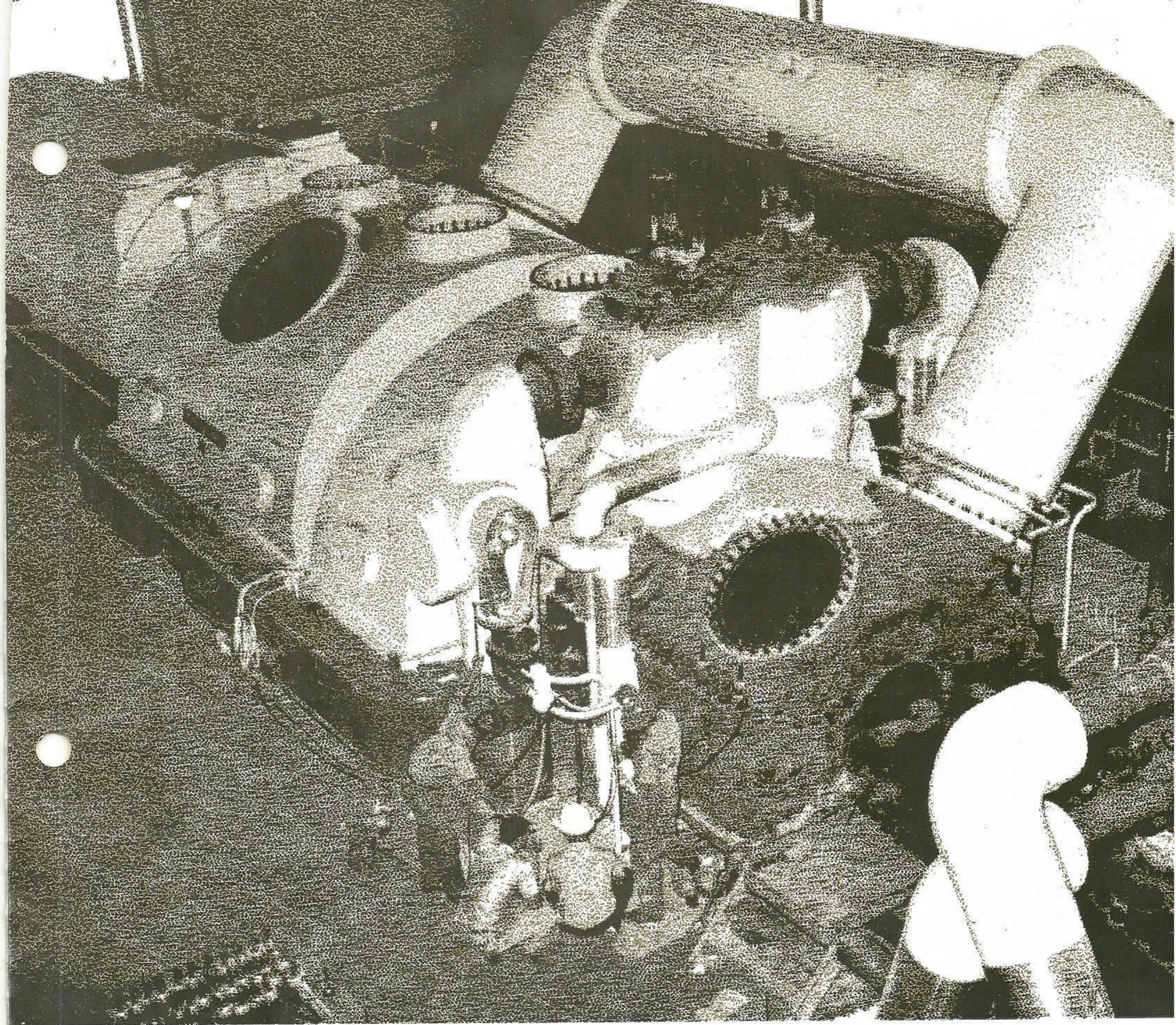




CLEANING BEARING. Clement Schwab, master repairman, Louisiana Station, is busy cleaning a bearing from the turbine shaft while James Gremillion, repairman, first class, Louisiana Station, assists.



ONE OF MANY SIDE JOBS. Charles Kelly, repairman first class, Neches Station, overhauls one of the many pieces of auxiliary equipment connected with the Number One unit. Nothing was left untouched on the unit.



(Continued from page 7)

house service engineer, are serving as advisors in the turbine work. Mr. Klutz is our Company's "turbine expert," Mr. Ibach reminds.

Mr. Derr is foreman of the boiler group with Mr. Tolbert assisting. Mr. Black is heading the instrumentation crew with Mr. Booker assisting. In addition, Mr. Booker is expediting materials and tools.

Although the undertaking tends to become nerve-racking at times, Mr. Ibach remains optimistic.

"I'm happy to report that enthusiasm, morale and constructive suggestions have been running very well from our classified personnel," Mr. Ibach said. "I believe the men have taken this project to heart in trying to make it a success.

"We feel that it's really a healthy situation."

FIRST STEP COMPLETED. With the first crossover pipe out of position, workers prepare to take away the second one (at right) in order to lift off the turbine cover.

Industry Sets New Records in 1963

FOR the first time in history, a total output of more than one trillion kilowatthours of electric energy was recorded by the United States in 1963, reported Walter Bouldin, president of Edison Electric Institute and Alabama Power Company, in a year-end review of our industry's accomplishments in 1963. New records were also set by the electric utility industry in generating capability, sales and revenues.

At the end of the year, new generating equipment on order and scheduled for operation is anticipated to be in excess of 45 million kilowatts, an all-time record. During 1963 itself, 13 million kilowatts are estimated to have been installed, the largest total to be put into operation since the record year of 1959.

The use of electricity is following its long-term growth rate of doubling about every ten years—approximately 2-1/2 times the rate of growth of the whole economy as measured by the Gross National Product during the postwar years.

Record Year in Power Production

In the contiguous United States, preliminary figures indicate that the total output of electric energy by the total electric utility industry reached 921 billion kilowatthours in 1963, an all-time high. This is 61 billion kilowatthours greater than the 1962 output figure of 860 billion kilowatthours, representing a 7.1 percent increase.

With the addition of generation in Alaska and Hawaii, and by railways and industrial plants not contributing to the public supply, United States electricity output was an estimated 1.01 trillion kilowatthours.

World's Greatest Power Supply

Preliminary figures indicate that generating capability for the total electric utility industry in the contiguous United States reached 211.4 million kilowatts by the end of 1963, a 6.7 percent increase over the 1962 total of 198.1 million kilowatts. (The total industry includes all facilities contributing to the public power supply.)

Of this total, 160 million kilowatts, or 75.8 percent, were supplied by investor-owned electric companies. The remainder was provided primarily by government-owned or government-financed agencies.

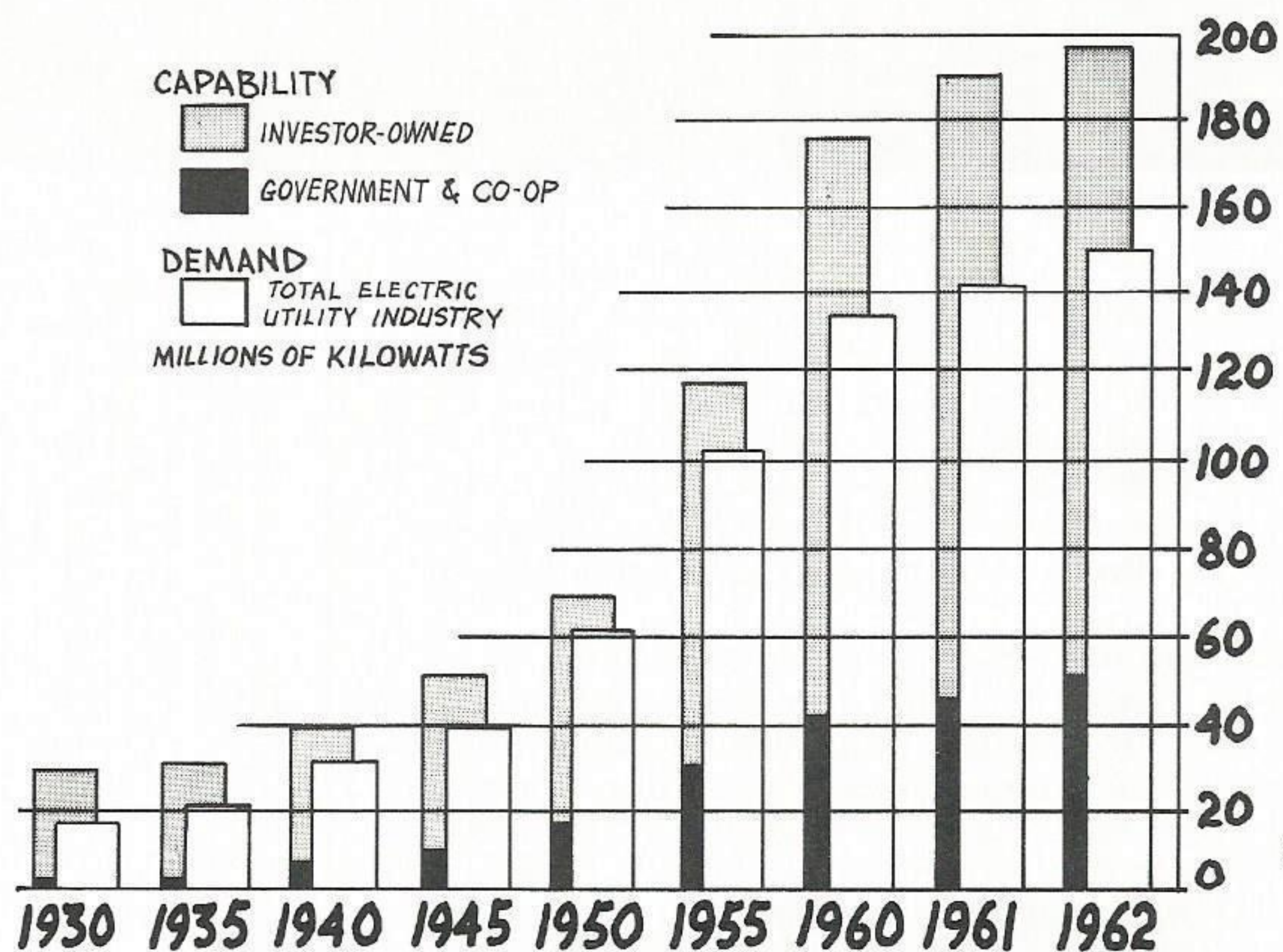
The generating capability of the total electric utility industry in the contiguous U.S. provided an estimated annual margin of reserve of 42.2 million kilowatts in 1963, or 25.1 percent over the estimated annual peak demand of 168.0 million kilowatts.

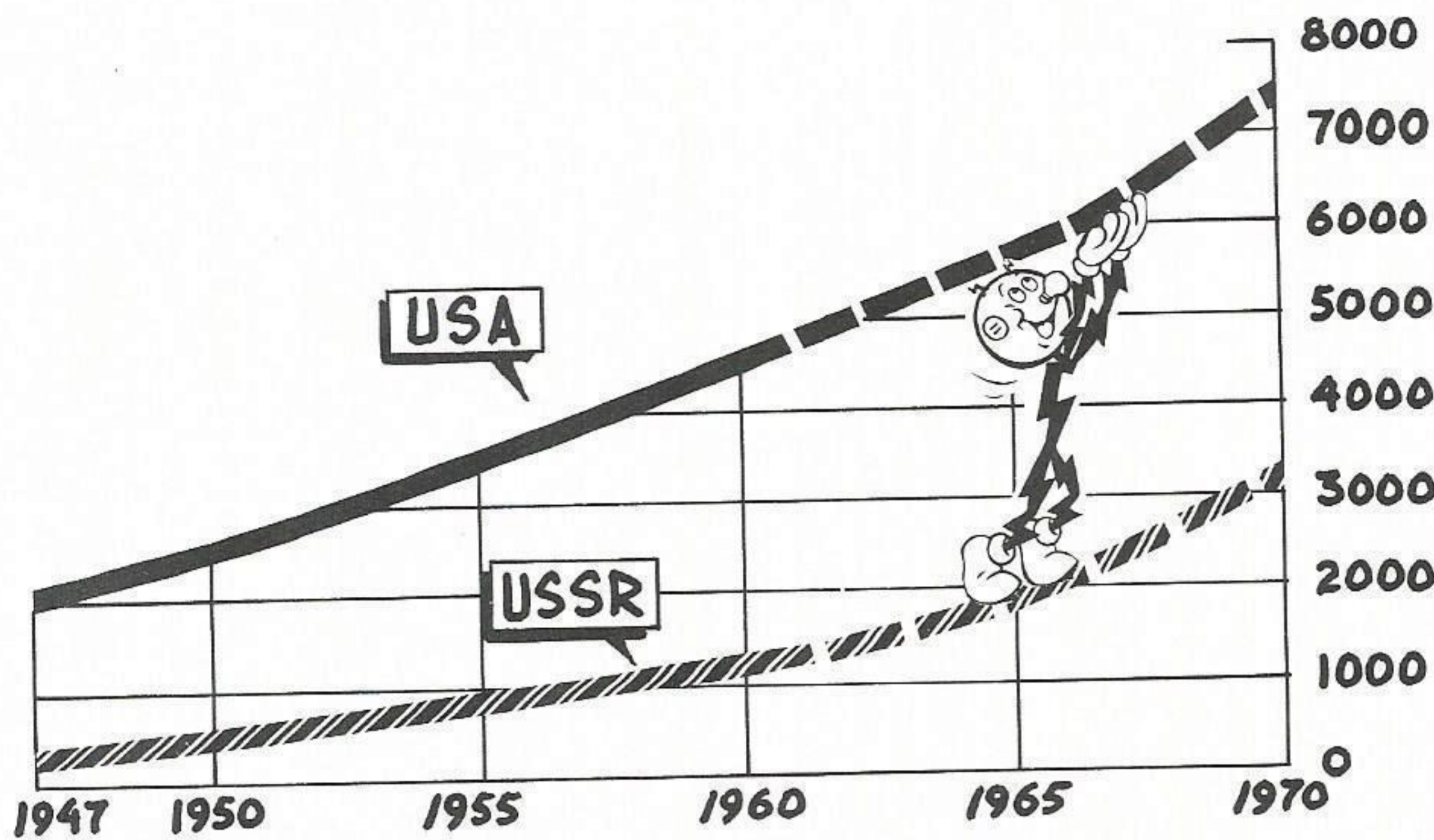
Transmission and Interconnection

The idea of pooling electric energy resources was pioneered by the electric utilities of the U. S. many years ago. Present operating utilities are the result of integrating, over a 60-year period, hundreds of small isolated systems, physically combining them and pooling their resources. This development is still continuing. The vast majority of today's small non-investor-owned systems receive all or a substantial portion of their energy requirements from the interconnected systems, thereby sharing in the benefits of pooling among the investor-owned systems.

In virtually every region of the nation, the electric companies and government-financed power agencies of various kinds are interconnecting and pooling their facilities—and have been for years.

ASTONISHING FACTS. Last year, for the first time in history, the total output of one trillion kilowatthours of electric energy was recorded by the U. S. Total generating capability in the U. S. reached 229 million kilowatts last year. This was a 6.3 per cent increase over 1962. In our country the power plant and transmission capability has always remained ahead of the demand for electricity. More than three-fourths of this power plant capacity is furnished by investor-owned companies. The balance is furnished by government-financed power suppliers.





PUSHING AHEAD. The production of electricity per capita in the U. S. is about three times that of the U.S.S.R. These curves shown will not cross in the foreseeable future. In 1963 the U. S. increased its lead over the second-ranking Soviet Union to 137 million kilowatts.

An example of this is the coordinated operation of hydroelectric plants under different ownerships in the Northwest. Among the recent developments are the diversity exchange agreement completed early in 1963 between 11 companies in the Southwest and the Tennessee Valley Authority, and the offer made in 1963 by the major California companies to build transmission ties to the Northwest and provide a market for surplus energy from a federal marketing agency. Yet another is the coordinated plan, also announced in 1963, of investor-owned companies, cooperatives and a state power system to build a new overlying transmission grid connecting major load centers in nine midwestern states.

Research and Development

Even as power lines of 500,000 volts are being constructed, research is being conducted by investor-owned electric companies and electrical equipment manufacturers on test lines of 750,000 volts and higher.

A new \$2-million research program in extra-high-voltage, direct-current transmission was announced by the Edison Electric Institute in September, 1963. The project involves the development of an electric utility system model utilizing both direct-current and alternating-current equipment for investigation of parallel operation of a-c and d-c transmission. With the cooperation of major manufacturers, an analytical study employing computers will also be made.

Indicating the scope of research in the electric power field, a survey published by EEI in 1963 identified 856 research projects under way or recently completed by investor-owned electric companies, exclusive of atomic power projects. The atomic power projects alone involve expenditures by the companies of about \$1.2 billion.

Advanced methods of power generation continued to be great interest during 1963. Research efforts were being directed towards the development of techniques for converting heat and chemi-

cal energy directly into electricity. Forward steps are being made in many other categories of research and development, including materials for generating equipment using higher temperatures and pressures; system planning, engineering and operation; applications of electronic computers; and a variety of devices and techniques involving utilization of electricity by customers.

Atomic Power Projects

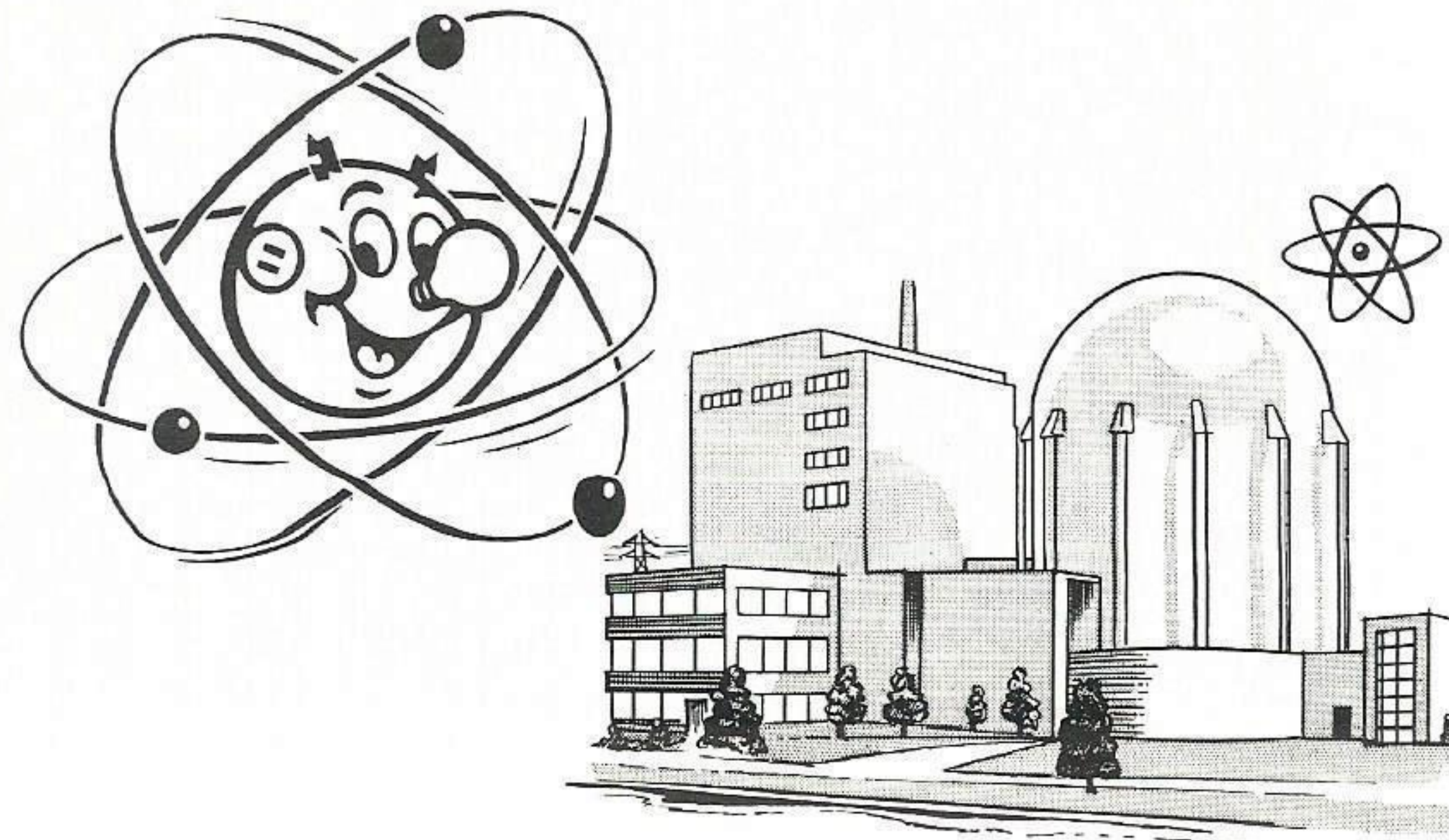
By the end of 1963, only nine years after the Atomic Energy Act of 1954 enabled industry to participate in construction and development of its own nuclear power plants, 127 investor-owned electric companies were taking part in 28 atomic projects, totaling 4.7 million kilowatts of generating capacity.

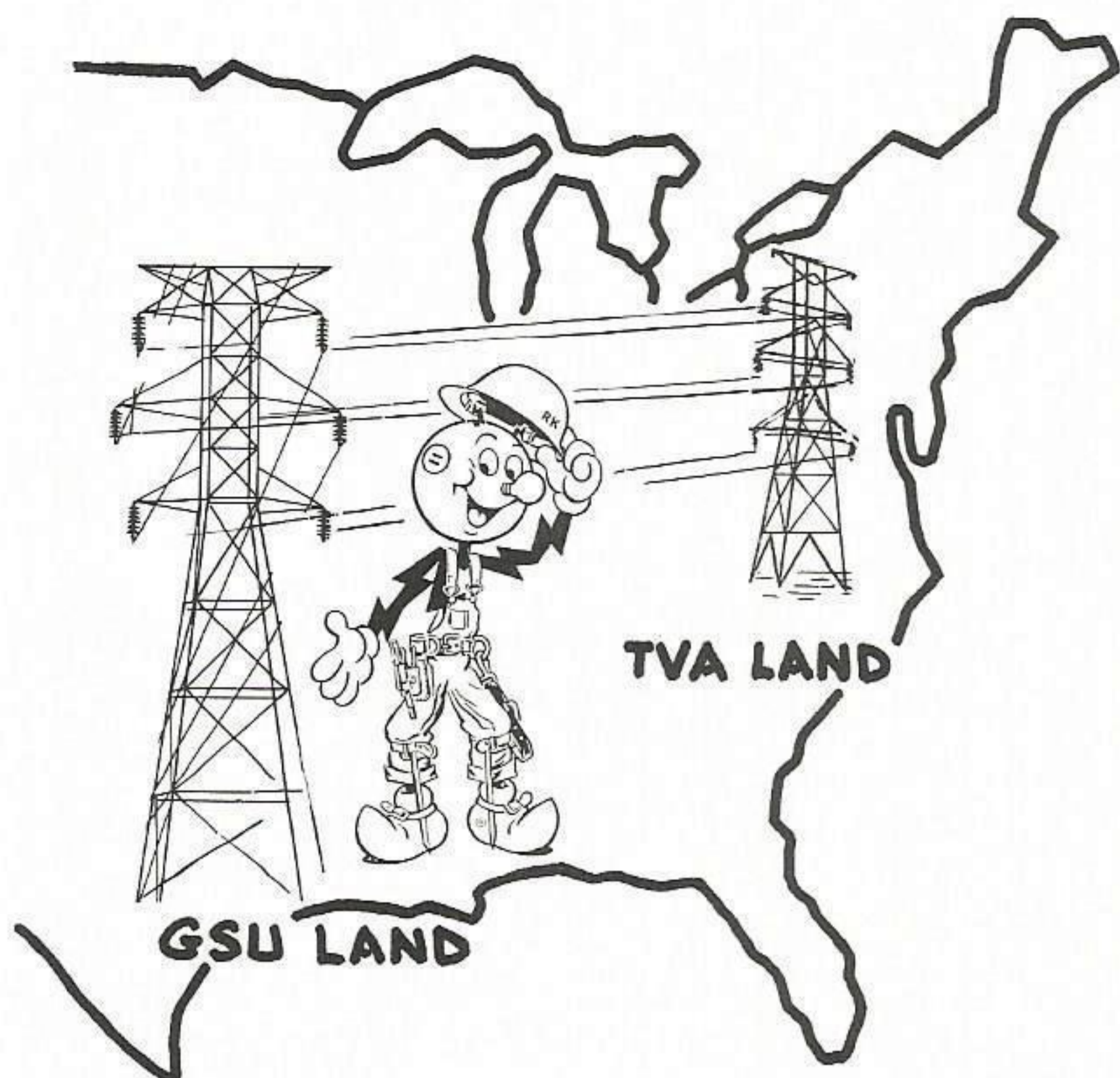
These included 11 atomic power plants with about 900,000 kilowatts of capacity in commercial operation or preliminary operational phases, nine atomic power plants totaling about 3.8 million kilowatts which were under construction or in various stages of planning, and eight projects of atomic research, study or development. Cost of the 28 projects to the companies is expected to be about \$1.2 billion.

In addition, the Atomic Energy Commission and government-financed and operated power agencies had five atomic power plants in operation or preliminary operational phases by the end of 1963, totaling about 125,000 kilowatts of capacity, and five atomic plants totaling about 1.4 million kilowatts were scheduled. At the end of the year, the total of the 30 atomic power plants in operation or projected in the United States was slightly more than six million kilowatts.

(Continued on next page)

POWER FOR THE FUTURE. Last year 127 investor-owned electric companies were taking part in 28 atomic projects, totaling 4.7 million kilowatts of generating capacity. Our Company has invested nearly a million dollars in atomic research work being carried out by Southwest Atomic Energy Associates, High Temperature Reactor Development Associates and Texas Atomic Energy Research Foundation.





(Continued from page 11)

Billions in Plant and Equipment

By the year's end, the total investment in electric plant and equipment by investor-owned companies was about \$54 billion.

Such capital expenditures in new plant and equipment serve the nation's economy by providing new jobs and boosting purchasing power. The total net capital investment of the investor-owned electric companies represents about 12 percent of that for American business as a whole.

New capacity additions by the investor-owned companies in 1963 totaled 8.0 million kilowatts. Of the companies' total installed generating capacity at the end of the year, 81.5 million kilowatts, or 53 percent, have been put in service in the last ten years.

Sales

Preliminary estimates indicate that 1963 was another record year for electricity sales. An estimated total of 830 billion kilowatthours was sold in the entire United States, an increase of 7.0 percent over the 1962 total. Sales in the residential category increased by 7.1 percent during the year, while industrial and commercial sales increased 6.9 percent.

About 1.33 million new customers were served by the industry in 1963, bringing the total to almost 62.7 million customers. Of these, the investor-owned electric companies were serving about 49.3 million customers by the year's end, compared with 48.3 million in 1962.

The average use of electricity in the American home reached a new high of 4,465 kilowatthours, 206 kilowatthours more than in 1962. At the same time, the average price per kilowatthour of residential electric service reached a new low, decreasing from 2.41 cents in 1962 to 2.37 cents in 1963.

Local sales programs of individual electric companies are supported nationally by the Live Better Electrically Program of the Edison Electric Institute. Now completing its fifth year under EEI sponsorship, LBE will continue to promote "The

POWER SWAP. Our Company and 11 other investor-owned electric utilities will begin interchanging power over EHV lines with the Tennessee Valley Authority in the winter of 1966-67 when the companies will deliver 500,000 kilowatts of power to the TVA area where electric heating is a major load in winter. In the summer, when TVA has extra generating capability, power will be delivered to the companies to meet their air conditioning load.

Joy of Total Electric Living" as part of its 1964 advertising campaign. LBE's 1964 budget is \$3,300,000, representing a significant increase over 1963, and more than 90 percent of the total will go for national advertising.

Revenues

Gross electric revenues of American investor-owned electric utilities were \$11,590 million in 1963, according to preliminary estimates. This sum is 5.7 percent higher than the 1962 figure of \$10,970 million, representing an all-time high and the twenty-fifth consecutive annual increase. Net income from all departments for 1963 reached an estimated \$2,221 million, or 7.0 percent above the 1962 figure of \$2,076 million.

Taxes

About 23 cents of every dollar received by the investor-owned electric companies for electric service is for taxes to federal, state and local governments. On an average annual basis for the period 1958-1962, the electric power companies pay more taxes than any other industry in the nation. These companies are expected to have a 1963 tax bill of \$2.67 billion. This is about \$90 million greater than their tax bill for 1962. The largest share of the total taxes paid by electric company customers through their electric service payments goes to the federal government.

About 78.6 percent of the nation's 62.7 million electric customers were served by investor-owned

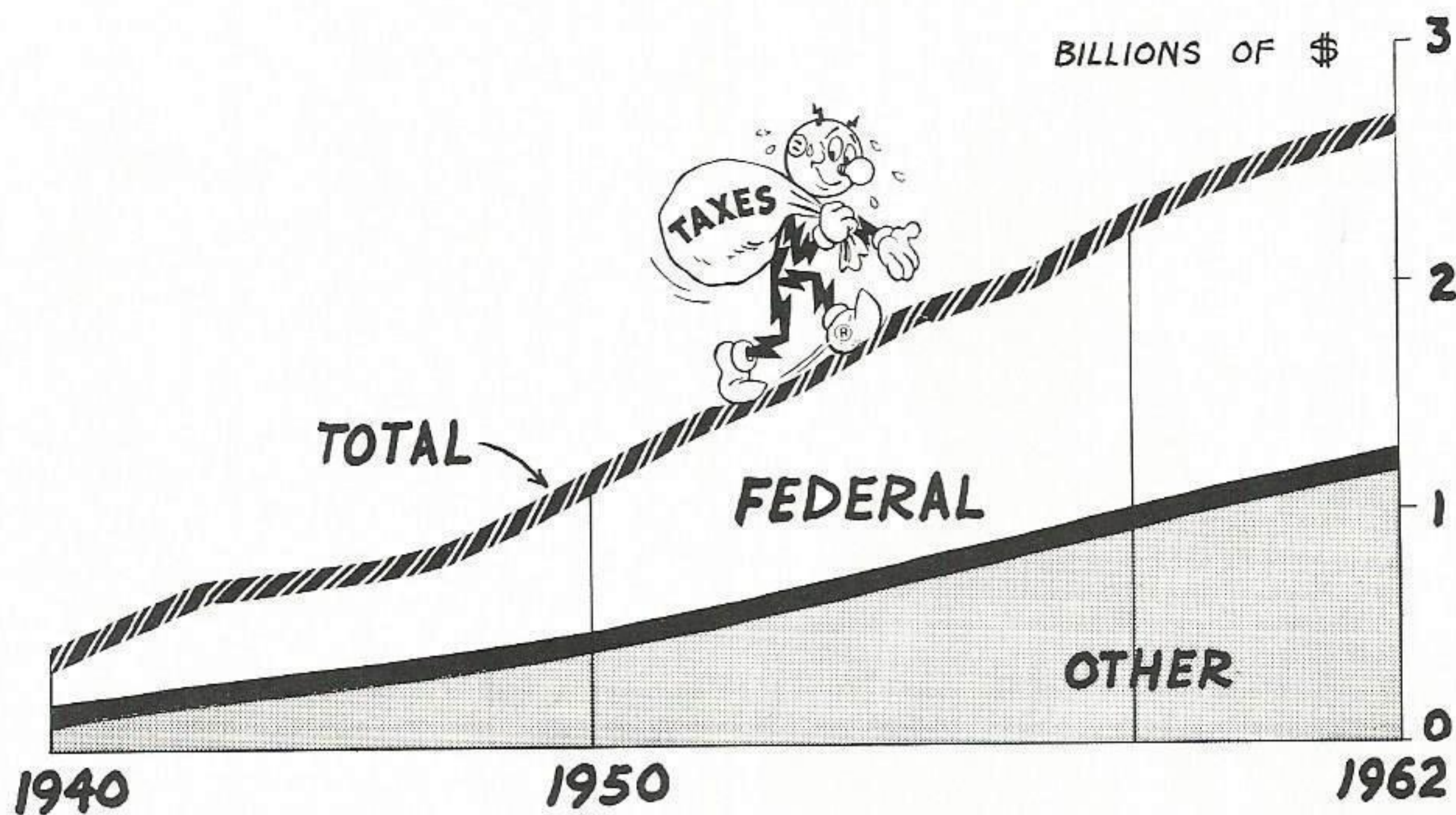
Our Company's Role in

OUR Company's continuing program of expanding generating, transmission and distribution systems typifies what is happening elsewhere throughout the United States in the investor-owned electric utility industry. A record generating capability of 229 million kilowatts was reached by the U. S. in 1963 for a 6.3 per cent increase over 1962. The U. S. increased its lead over the second-ranking Soviet Union to 137 million kilowatts.

During 1963 advances continued to be made in the nation's vast interconnected electric power networks. Nearly all major electric power systems in the U. S. are members of one of several major interconnected operating groups.

Our Company is associated with the world's largest inter-regional power system, extending from the Rocky Mountains to the Atlantic Ocean and from Canada to the Gulf of Mexico, and operating in 39 states and parts of Canada.

In order to make these interconnected power networks even stronger, the investor-owned electric utilities are engaged in a ten-year, \$8-billion program to build about 100,000 miles of additional backbone transmission lines.



REDDY KILOWATT, TAX COLLECTOR. Electric companies are substantial tax collectors. Currently, they are paying more than \$2 billion annually to government. Taxes account for about 24 cents out of every dollar the companies receive from their customers.

electric companies during 1963. The remaining 21.4 percent were supplied by various government-owned or government-financed power agencies.

In contrast with customers of investor-owned electric companies, customers of government-owned or financed power suppliers paid on the average only 3-1/4 cents in taxes out of each dollar they spent for electricity—none of which was for federal income taxes. Indications were during the year that more and more Americans are becoming concerned that some 80 percent of the people are paying taxes to the federal government equivalent to about 13 percent of their electric bill, while preference customers of government power are exempt from this taxation.

In testimony before Congress during the year, industry spokesmen pointed out that taxation of government power projects could produce an estimated \$135 million annual income to the federal treasury, and that application of the federal corporation income tax to federal government power agencies would be a step in removing unwarranted special privileges and providing more nearly equal treatment of taxpayers.

U. S. Power Picture

Our Company is one of a group of 11 companies working on the 500,000-volt line which will permit a seasonal interchange of 1,500,000 kw of power with the Tennessee Valley Authority. The interchange is scheduled to begin in the winter of 1966-67 when the investor-owned group will deliver 500,000 kilowatts of power to the TVA area where electric heating in winter is a major load. TVA, which has extra electric generating capability in the summer months, will deliver power to the investor-owned systems which serve areas requiring large amounts of electricity for air conditioning for cooling purposes. This exchange of power will enable all systems involved to save substantially in power station construction expenses. The EHV (extra high voltage) line will link portions of Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee and Alabama. Our Company's link of the EHV line will connect points near Lafayette and Baton Rouge with Jackson, Mississippi.

Preliminary work on initial phases of our share of the EHV transmission line have begun and rights-of-way are now being secured in the vicinity of Lafayette and Baton Rouge.

January, 1964

Wages and Salaries

During the year, investor-owned electric utility companies paid an estimated \$1.80 billion in wages and salaries.

Fuel Cost

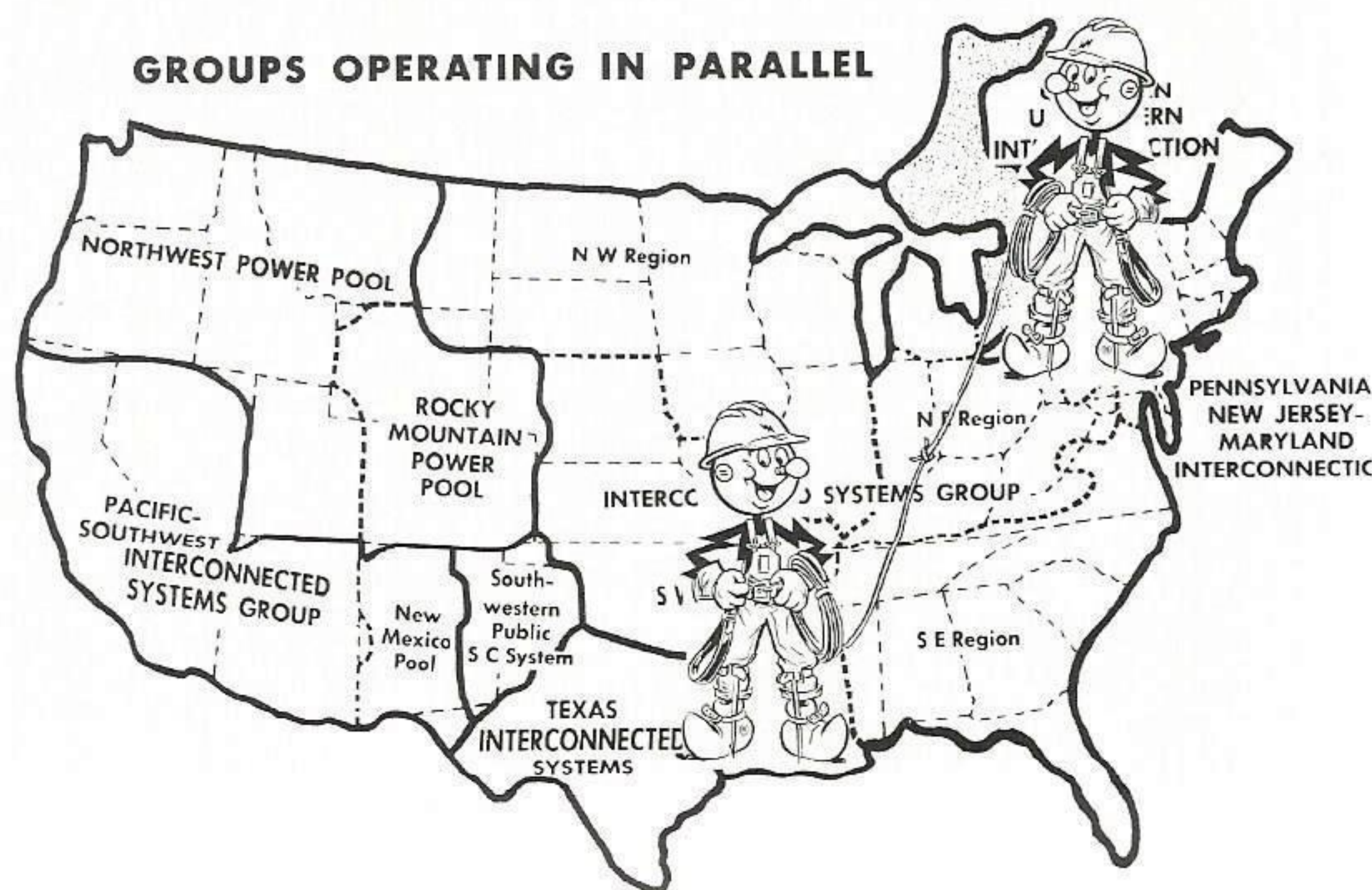
The cost of fuel constitutes one of the most important items of expense to electric utility companies. In 1963, the companies consumed an estimated \$1.75 billion worth of coal, oil and gas, about 4.9 percent greater than the \$1.67 billion worth purchased in 1962.

A Look Ahead

All indications are that 1964 will be another year of important progress for the electric utility industry, Mr. Bouldin points out. Investor-owned electric companies expect to bring their total investment in plant and equipment to the \$57 billion mark. By the year-end, generating capability of the total electric utility industry in the U. S. is expected to be 223.0 million kilowatts, 5.5 percent over the 1963 figure.

Total electric utility industry output, including Alaska and Hawaii, is expected to be 6.8 percent higher in 1964, reaching 985 billion kilowatthours. Sales to ultimate customers are expected to rise by some 6.7 percent over the 1963 sales figure. Total electricity output in the United States is expected to be 1.075 trillion kilowatthours in 1964.

ELECTRIC COMPANIES POOL RESOURCES. Nearly all major electric power systems in the U. S. are members of one of several major interconnected operating groups. Our Company is associated with the world's largest inter-regional power system, extending from the Rocky Mountains to the Atlantic Ocean and from Canada to the Gulf of Mexico.





Mr. White



Mr. Jones

For fifth year . . .

Atomic Research Grants Offered

FOR the fifth consecutive year, our Company and other members of the Texas Atomic Energy Research Foundation and General Atomic Division of General Dynamics will offer graduate students of Texas colleges and universities the opportunity to play an active role in one of the world's most exciting scientific adventures—the effort to harness the H-bomb's power for peaceful purposes.

Chairman of the Board Morrison has announced that the two organizations will offer summer fellowships in controlled fusion research to Texas graduate students in physics, mathematics and engineering.

Our Company is one of 10 investor-owned electric utility firms in Texas which comprise the membership of the Texas Atomic Energy Research Foundation.

Since 1957, the Foundation and General Atomic have jointly sponsored the world's first and largest privately-financed program of controlled fusion research, aimed at reproducing on earth the energy-making process of the sun and stars and the hydrogen bomb. The ultimate goal is to generate electric power from the fusion reaction.

Up to six summer research fellowships will be awarded, Mr. Morrison announced. The graduate students will work alongside and under the direction of General Atomic scientists in theoretical and experimental research in plasma physics, including experiments with pinch discharges, plasma acceleration and containment, temperature and pressure measurements, optical and mass spectroscopy and mathematical analysis of experimental data.

Recipients of the fellowships will be selected by a committee representing Texas educational institutions, the Foundation and General Atomic.

There is no limit to the number of applications which may be filed from any one college or university. Preference will be given to students with high scholastic standing and with aptitude in experimental, mathematical and theoretical physics and engineering.

Since 1960, 21 Texas graduate students have engaged in the fusion research at General Atomic's laboratories under the summer fellowship program.

In Beaumont, Port Arthur . . .

Earl White Promoted, Transferred As System Operations Manager; Frank Jones Named Port Arthur Division Operating Superintendent

TWO changes for Electrical Operations personnel were announced effective December 16, it was announced last month by L. M. Welch, vice president in charge of division operations.

R. Earl White, formerly operating superintendent in Port Arthur Division, has been promoted and transferred to Beaumont as system operations manager and Frank W. Jones, of Beaumont, system safety director, has succeeded Mr. White as operating superintendent.

Mr. White in Port Arthur Since 1956

A native of Henderson, Texas, Mr. White has been with our Company since 1941, when he began work as an engineer in the Beaumont T&D. In 1955, after progressing through several engineering jobs in Beaumont, he was promoted to engineering supervisor in Baton Rouge. He moved to Port Arthur as operating superintendent in 1956. He is an electrical engineering graduate of Texas A&M and recently completed the advanced management course conducted by the Harvard School of Business.

Mr. Jones Named Safety Director in 1955

Mr. Jones has been system safety director for the past eight years. Prior to that he was general line foreman in Baton Rouge Division for several years. A native of New Iberia, Louisiana, Mr. Jones came to work in Beaumont in 1928. He gained experience in numerous electric department jobs in Beaumont and, in 1948, was promoted and transferred to Baton Rouge as assistant general line foreman. In 1952, he was promoted to line foreman.

Mr. Jones served two tours in the U. S. Navy, including four years during World War II. While with our Company, he completed several International Correspondence School courses. A licensed engineer in both Texas and Louisiana, he has completed extension courses at Lamar Tech, Texas A&M, The University of Texas and Georgia Tech. He also has attended the University of Michigan's Public Utilities Executive Course.

Mr. Jones is a deacon in the Westminster Presbyterian Church in Beaumont.



Mr. Hereford

To Baton Rouge . . .

Van Hereford Named Accounts Supervisor

VAN B. HEREFORD, formerly an accountant in the Budgeting Department in Beaumont, has been transferred to Baton Rouge and promoted to supervisor of customer accounts. The promotion was effective December 16.

Mr. Hereford, a native of Madisonville, Texas, has been with our Company since 1955 following his graduation from Sam Houston State College at Huntsville, Texas. He was made a senior accounting clerk in General Accounting in 1956 and was promoted to accountant in 1960.

He was graduated from Navasota High School in 1950. His father, V. B. Hereford, Sr., is district superintendent in Navasota.

Mr. Hereford and his wife, Mary, are the parents of two children, Debra Kay, 7, and Kelly, 4. They are members of Beaumont's First Baptist Church.



"They certainly make the most of their radiant electric heat."

In Lafayette . . .

Sudderth, Hopkins Advance To New Foreman Positions

PROMOTIONS were announced December 16 for two Lafayette employees. Elmer Sudderth was promoted to general line foreman and J. J. Hopkins has advanced to line foreman.

Prior to the promotions, Mr. Sudderth had been line foreman and Mr. Hopkins had been utility foreman.

Sudderth With Company Since 1927

Mr. Sudderth, began his career in 1927 as a lineman in Lafayette. He made lineman, first class, in 1936, subforeman in 1938 and line foreman in 1939.

Mr. Sudderth is a member and past

master of Lafayette's Hope Lodge 145 and a member of the Evangeline Shrine Club. He and his wife, Earline, are members of the First Baptist Church in Lafayette.

Hopkins With Company Since 1941

Mr. Hopkins joined our Company in 1941 as a helper in Lafayette. He made first class in 1946, serviceman, first class, in 1947 and utility foreman in 1953.

Mr. Hopkins and his wife, Annie, are members of St. Jules Chapel. He is also a member of the Woodmen of the World circle in Lafayette.

In Farm Electrification Magazine . . .

Brannan Authors Article on Area Work with Rural Customers

OUR Company received more national publicity with the publication of the November-December edition of Farm Electrification Magazine.

Published bi-monthly by the Farm Group of Edison Electric Institute in New York, the magazine featured a two-page spread entitled "Down on the Farm Program Works." Complete with pictures, the article was written by our Company's L. N. Brannan, supervisor of area development, Beaumont.

Mr. Brannan's article tells of our Company's daily work with our friends and neighbors down on the farm and in rural areas. "Believing that the best way to assist rural areas is to help the leaders help themselves, Gulf States dispatches its engineers with the sole purpose of making the small communities a better place in which to live," Mr. Brannan penned.

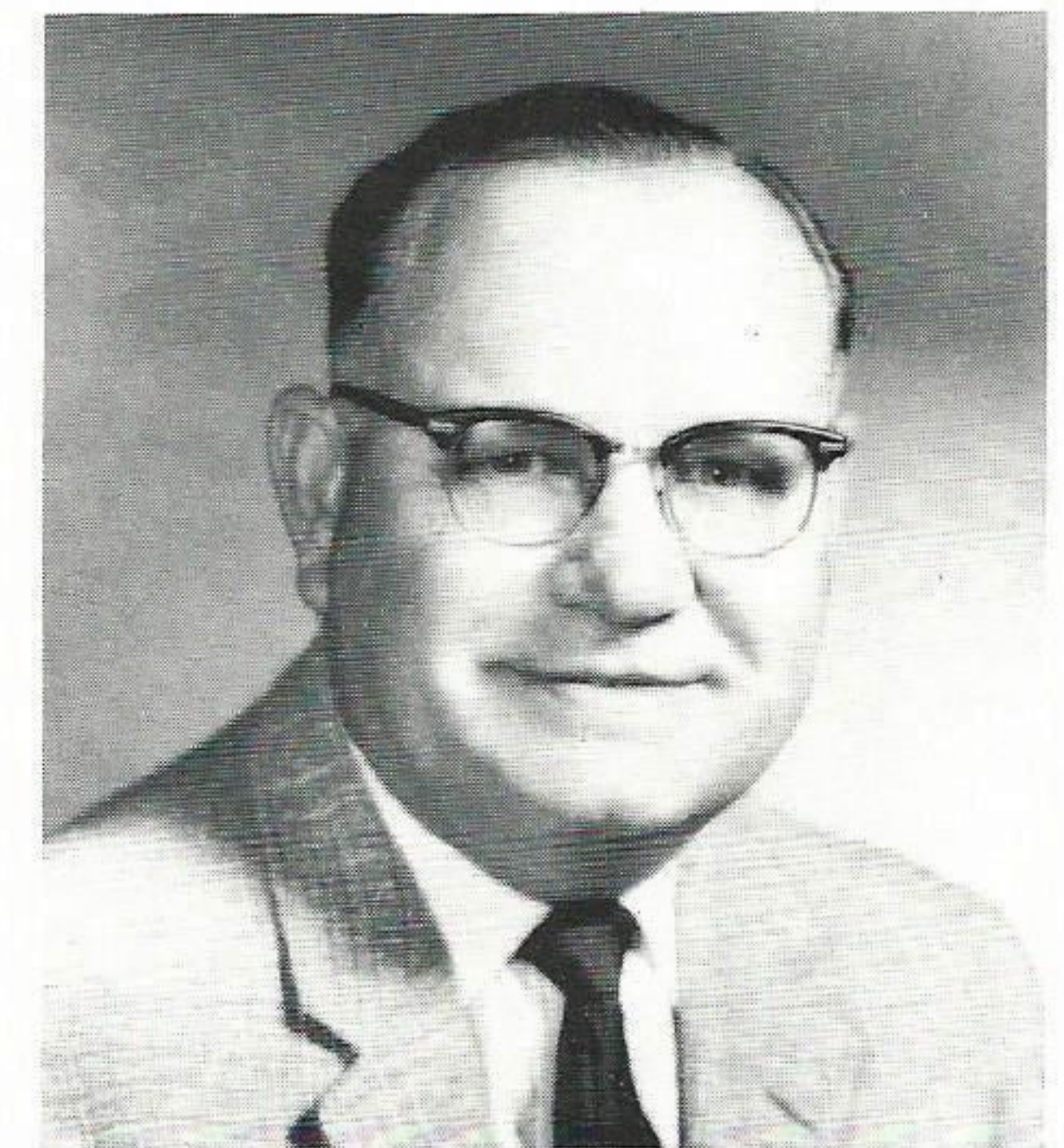
"By doing that, Gulf States feels that rural folk will slow the mass exodus from the farm to the big city," the article reads. "Also, Gulf States believes that a small community that prides itself on its people, appearance, sanitation and growing population—regardless of how slow, is the spot most likely to attract industry and business."

Mr. Brannan pointed out that our Company is a member of two organizations intent on helping our rural friends: the Texas Farm Electrification Committee in Texas and a similar

program in Louisiana conducted by the Louisiana Utilities Farm Electric Committee.

"Both programs are dedicated to developing more effective ways in which electricity can be profitably applied to the many facets of agriculture, and to assisting with an aggressive educational program through which the results of research and field studies can be passed on to farmers, agriculture leaders and industry," Mr. Brannan wrote.

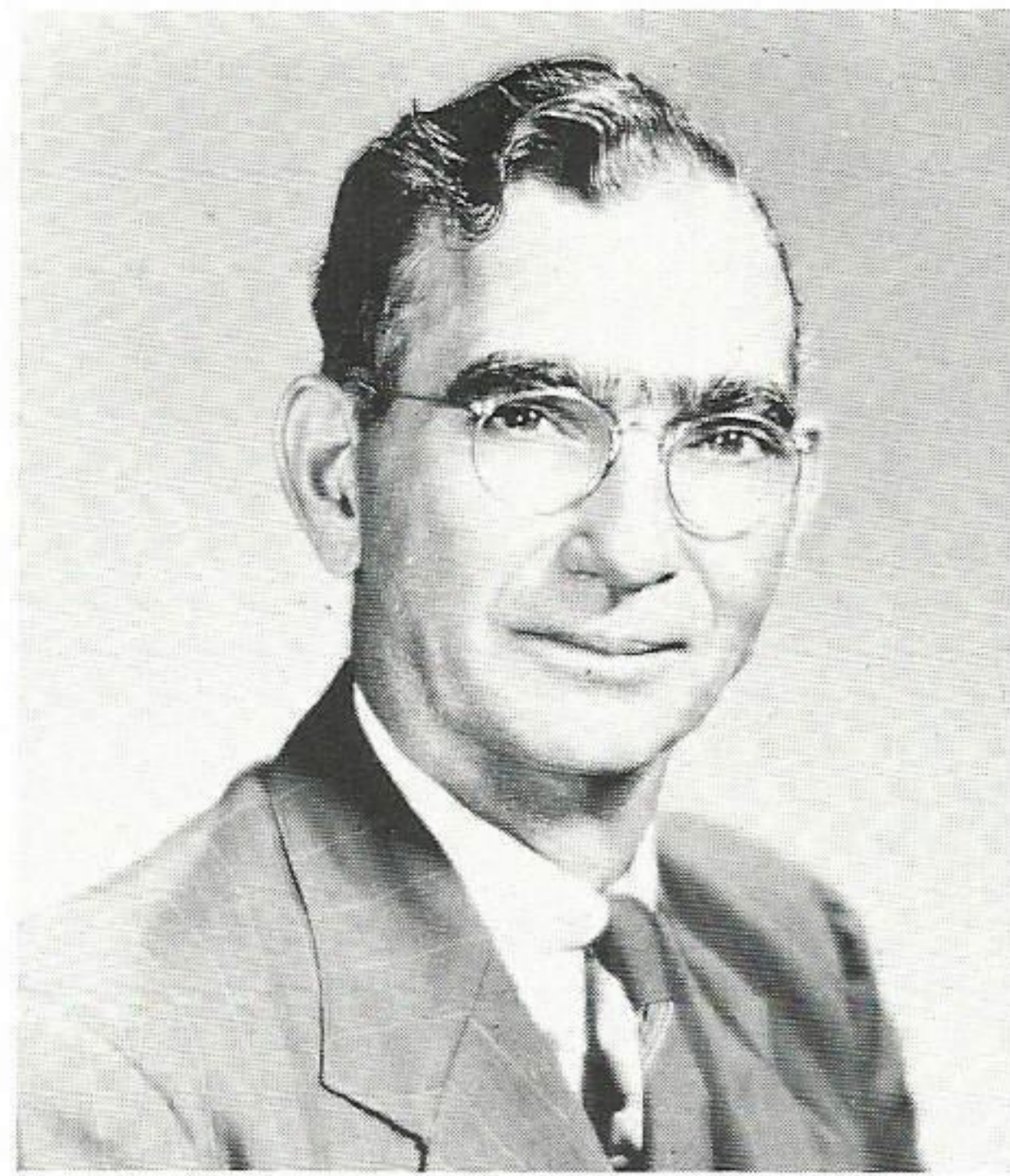
Accompanying the article was a brief rundown of the author, Mr. Brannan, and his picture.



Mr. Brannan



Mr. Walters



Mr. Carter

In Baton Rouge, Beaumont, Madisonville, Lafayette . . .

Four Employees to Retire February 1

FOUR employees of our Company will retire February 1. They are: C. P. Walters, operating engineer, Louisiana Station; F. G. Carter, shop and field tester, Beaumont; E. C. Parker, patrolman, Madisonville; and Freddy LeBlanc, truckdriver, Lafayette.

Mr. Walters Completes 44 Years with Company

Mr. Walters started his career with our Company as an oiler at Louisiana Station in Baton Rouge on December 10, 1917. He has spent his entire length of service at Louisiana Station.

In 1918, he was made fireman, and in 1921, he was promoted to a watch engineer. He was named station engineer in 1942. He has been operating engineer since 1949. He is a native of Hermanville, Mississippi.

Mr. Carter, A GSUer Since 1923

Mr. Carter joined our Company in Beaumont on October 2, 1923, as a helper in the T&D. He served in various classifications to become a serviceman, first class, in 1941. In 1945, he was transferred to Jasper as a serviceman, later that year, he moved to Silsbee as a district serviceman.

He was transferred to Woodville in 1950 as a serviceman and was moved back to Beaumont in 1951. He has been a shop and field tester since 1955.

Prior to coming to work in 1923, Mr. Carter was employed by various in-

dustries in South East Texas, Louisiana and Arkansas.

A native of Legget, Texas, he attended school in Warren, Texas. He is a member of the Baptist Church. He and his wife, Minnie Mae, live at 520 East Pipkin St. in Beaumont. At the present time they do not have any definite plans for retirement. The Carters have two sons, J. F. and Howard L., who live in Houston.

Mr. Parker Began Career in Ice Department

Mr. Parker was first employed by our Company on September 19, 1928, at Madisonville as an ice deliveryman. In 1929, he was transferred to the Line



Mr. Parker

Department as a lineman's helper, by 1930 he had become a lineman and remained with our Company until December 17, 1931.

He was employed the second time on June 19, 1932, again as an ice delivery man in Madisonville. In 1933, he was made a helper in Madisonville. Later that year he was transferred to Kosse as a serviceman. In 1934, he was moved to Calvert as electrician, helper. After about two years he was made an ice platform man. He was transferred back to Madisonville in 1937 as a patrolman, the position he holds at retirement.

Mr. Parker is a native of Raymond, Texas, and attended the Leon County Schools. His previous experience includes work in a Madisonville hardware company and with the State Highway Department.

He is a past master mason of Madisonville Lodge 740, a past patron of No. 193, Eastern Star, Madisonville, and a member of the First Baptist Church in Madisonville.

Mr. Parker and his wife, Myrtie Ethel, have seven children: Mrs. G. H. Touchstone, Tarrytown, N. Y.; Mrs. W. F. Graham, Alexandria, Louisiana; Mrs. B. F. Price, Mrs. J. G. Goddard and James F. Parker, Houston, Earl C. Parker, Jr. and Mary Ethel Parker, Lubbock, Texas. They also have ten grandchildren. Their daughter, Mary Ethel, is a junior at Texas Technological College in Lubbock. Mr. and Mrs. Parker have also raised one of their grandsons Owen Dean Karnegay, who is a senior at Madisonville High School.

Retirement plans for Mr. Parker call for keeping active in inside electrical work.

Mr. LeBlanc Joined Company in Lafayette

Mr. LeBlanc has been employed as a truckdriver in Lafayette since May



Mr. LeBlanc

8, 1934. He is a native of Erath, Louisiana, where he attended school.

Mr. LeBlanc is a member of Fatima Catholic Church in Lafayette. He and his wife, Celeman, have three daughters, Mrs. Mac Hebert, Lafayette; Mrs. Jules Gauthier, Cottonport; and Mrs. Melba Thomas of California, and four grandchildren.

Mr. LeBlanc plans to stay home after retiring, take care of his cattle and poultry and enjoy life.

gulf staters in the news

O. C. Wingard, commercial sales representative, Orange Sales, was recently elected to serve on the Board of Directors of the Bridge City Chamber of Commerce. His term began January 1.

E. G. Hodges, superintendent of sales, Lake Charles Division, recently attended the annual fall board meeting of the Petroleum Electric Power Association in Dallas where he made a report for the program committee.

J. W. Kirkland, superintendent of sales, Baton Rouge Division, has been elected to the Board of Trustees of Baton Rouge General Hospital by the Louisiana Baptist Convention. Mr. Kirkland has been serving on the hospital advisory board's building and grounds committee and is a deacon of the Broadmoor Baptist Church.

H. C. LeVois, manager of the Navasota Division, has been elected first vice president of the Grimes County Chamber of Commerce. **E. L. Maris**, sales representative, Navasota, served as chairman of the food procurement and preparation committee for the Chamber's January membership banquet.

R. T. Kearney, division engineer, Port Arthur Division, has been named to Port Arthur's examining board of qualified electricians. He replaced **Howard Mack**, who was transferred to Lake Charles.

Mary O. Lilyerstrom, an annuitant of our Company, who retired in 1955 after more than 44 years, was recently featured on the first page of the Liberty, Texas, Vindicator in an article entitled "Swedish Whirling Dervish". The article told how Miss Mary came to choose Liberty for her retirement home. Although retired, she finds herself with a full-time job with the Liberty County Tuberculosis Association and swept up in the activities of 12 service organizations.

January, 1964



DELIVERS NEW FIRE ENGINE. Charles Saunders, Orange Meter, helped drive this fire truck from Ohio to West Orange for use by the West Orange Volunteer Fire Department of which Mr. Saunders is a member. The volunteers raised the money for the truck over a period of two years.

Gulf Stater Helps Deliver New West Orange Fire Engine

By *Davie Carpenter*
PLAIN TALKS Reporter
Orange Office

CHARLES SAUNDERS, Orange Meter Department, was one of the two men who went to Ohio recently to pick up a new fire engine for the West Orange Volunteer Fire Department.

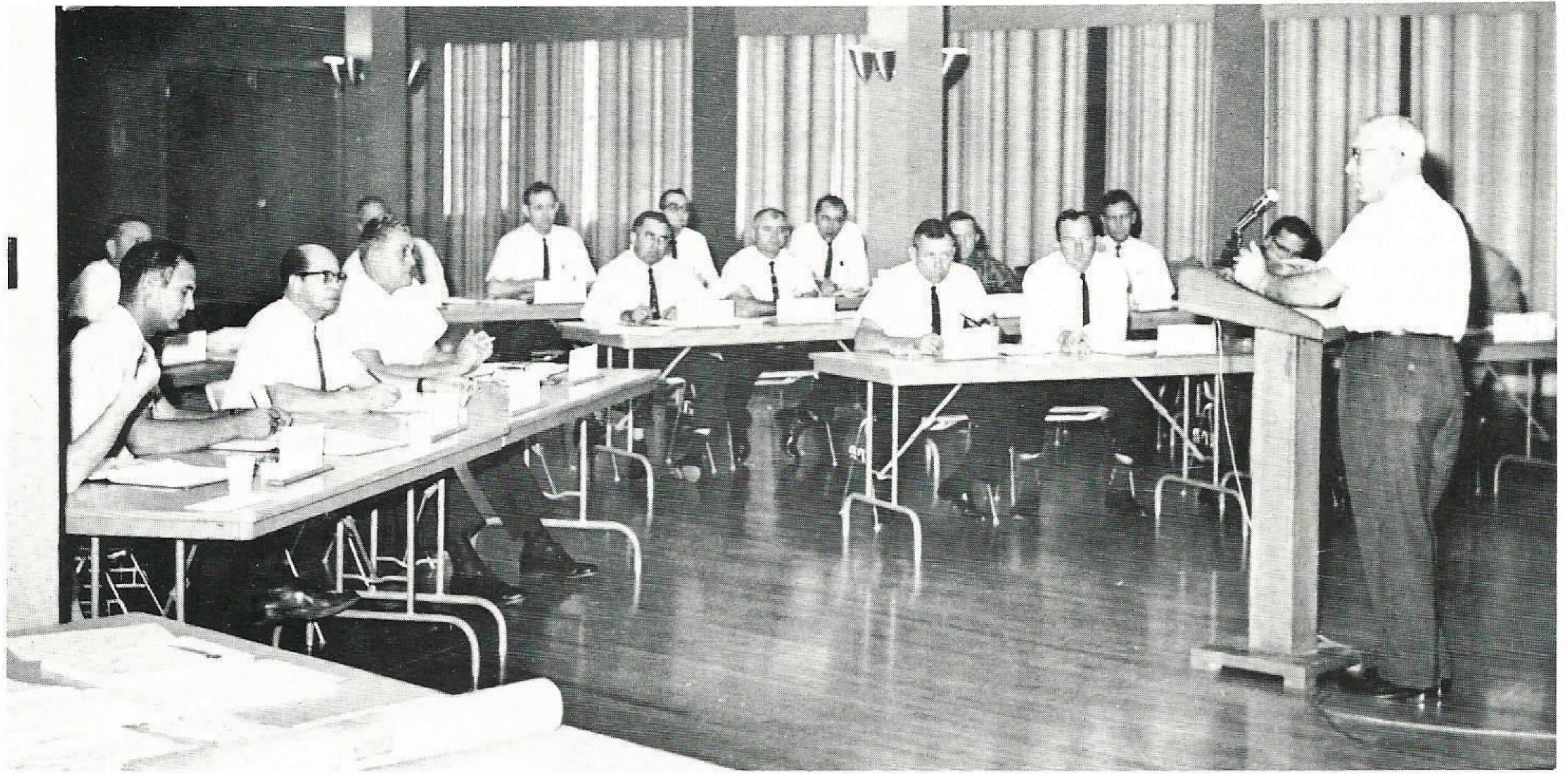
Charles has worked long and hard to help the group raise the money to

buy the truck. The money raising project was started in May, 1961. Since that time the volunteer firemen have conducted numerous fund raising campaigns—bucket brigades, barbecues, street dances, talent shows, hanging Christmas lights, catering services and door-to-door solicitation.

The truck is an International with a Seagrave 750 gallon pump, which can pump 996 gallons per minute. It cost over \$18,000 and weighs 13½ tons when loaded.



FROM POWER STATION TO SAFETY PATROL. Glenn Delaney, who retired from our Company last November 1 as a master mechanic at Neches Station, is caught by the Plain Talks camera in his new "job": a Beaumont city policeman assigned to the traffic division. He works Monday through Friday helping school children cross the corner of Magnolia and Pope streets near French Elementary School. "It may be a far cry from the old days at Neches Station, but it beats sitting around home all the time," he says.



SUPERVISORS RECEIVE NEW JOB TOOLS. Twenty-two Company supervisors receive a firm foundation on which they can develop good supervisory traits at the week-long Management Orientation Program conducted by our Training Department in November. K. L. Jumel,

supervisor of confidential records and payroll accounting, supplies the supervisors with answers for questions their employees may ask about our Company's employee benefits. Other Company supervisors supplied the class with useful information about their departments.

In Beaumont, November 18-21 . . .

Company's Training Personnel Conduct First "In-Plant" Management Orientation Program

OUR Company staged what may be the first of many "in-plant" management development programs in the Beaumont General Offices, November 18-21.

Twenty-two GSU'ers attended the Management Orientation Program that was conducted by our Training Department under the supervision of training representatives John Irwin and Jim Towers.

According to the Training Department, the course was designed to aid the new supervisors in performing their jobs more skillfully, more knowledgeably and with the proper attitude. It was aimed at promoting favorable changes in new supervisors and building a firm foundation on which they can develop good supervisory traits.

"Starting a new supervisor in the right direction is much easier and less costly than trying to change his bad habits in later years," Mr. Irwin explained.

R. W. Sherwood, vice president of engineering and production, opened the Management Orientation Program November 18 with a few welcoming remarks. C. P. Shirey, safety and train-

ing manager, delivered an introductory message concerning the program.

J. M. Stokes, assistant personnel manager, spoke on our Company's union contract as the group assembled for dinner November 20 at Beaumont's Holiday Inn.

Speakers and their subjects during the sessions were Tom Whiddon, Jr.,

supervisor of salary administration, "Performance Reports and Interviewing Techniques"; W. E. Heaner, Jr., claim director, "Supervisory Responsibilities and Claims"; K. L. Jumel, supervisor of confidential records and payroll accounting, "Employee Benefits"; and S. L. Stelly, safety-claim agent, "Safety".



MANAGEMENT ORIENTATION IN PROGRESS. Jim Towers, training representative, Beaumont, talks to the 22 GSU supervisors who attended our Company's first Management Orientation Program, November 18-21, in Beaumont. The course was conducted by our Training Department.



Mr. Richard

In *EEI Sales Planner* . . .

Richard Authors Sales Article

W. E. RICHARD, supervisor of system commercial sales, authored an article that was published in the November edition of the nationally-circulated Edison Electric Institute Sales Planner published in New York.

The Sales Planner serves as a medium for the exchange of information for sales executives of electric power companies by telling of the most suc-

cessful promotional programs effected within the industry.

As in Mr. Richard's case, the "how we did it" stories are penned by the men who carried out the programs.

Mr. Richard gave a play-by-play account of our Company's two-day restaurant shows held at different times in Beaumont, Port Arthur and Lake Charles last Spring. Complete with pictures, the story was featured on two pages of the monthly magazine distributed from coast to coast to sales people in the electric industry.

Mr. Richard began his article by telling why he thought the shows were important.

"Many owners and operators of our small to medium sized restaurants and most of our drive-in operators are not members of the local restaurant association," he wrote. "Very few have ever attended the state restaurant show.

"We felt a local restaurant show, even on a smaller scale than our fine state show, would be of benefit to them as well as to the members of the local restaurant association."

Mr. Richard used the remainder of the story to give the step-by-step planning that went into the shows.



THRIFT PLAN

DURING December the Trustee of the Employee Thrift Plan purchased the following stock with employee deductions and Company contributions through November:

- 1,545 shares of common stock at a total cost of \$57,754.62 or an average cost of \$37.3816 per share,
- 92 shares of \$4.40 preferred stock at a total cost of \$8,793.61 or an average cost per share of \$95.5827.

These costs included brokerage and commission fees.

The Trustee also deposited \$23,188.50 with the Savings Department of the First Security National Bank of Beaumont.

Safety Training Pays Off

MEMORANDUM

To: Mr. R. H. Lawton
From: James O. Perry

December 17, 1963

AUTOMOBILE FIRE

JOYCE RACHAL and I were in the Louisiana Station pickup, driving to Memorial Stadium to pick out the office Christmas tree.

In route before turning at the signal light to the stadium, we noticed a late model Mercury pulled onto the shoulder in the opposite lane. The owner was standing beside the car with the hood open, helpless as the engine burned. Flames covered the entire engine from 1 to 2 feet.

We pulled over on the shoulder and I removed the "One Quart Carbon Tetrachloride Fire Extinguisher" from the pickup and went to his aid. After using 2/3 of the contents of the fire extinguisher, the fire was extinguished in about 3 to 4 minutes.

The fire was caused by shorted out spark plug wires at the distributor. This in turn ignited grease, oil and dirt on the engine with a possible gas leak at the carburetor.

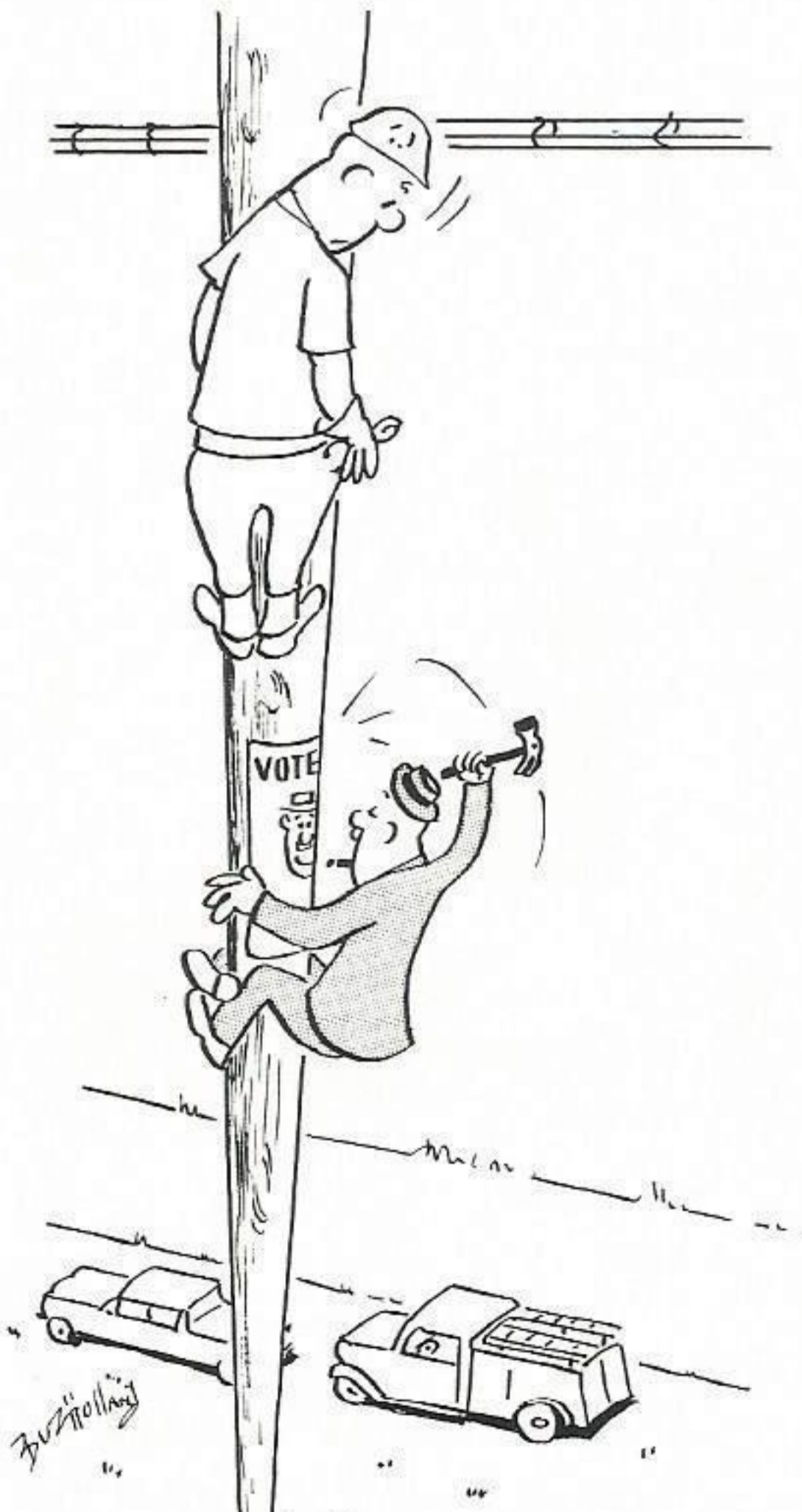
Personal Observation

"First Aid Fire Fighting" as taught in our safety meeting is second to none.

In a few more minutes, this fire could have spread throughout the car, before help could come from another source.

James O. Perry

Mr. Perry is a repairman, first class, at Louisiana Station. He has been with our Company since 1958.





Mr. Adams

S. L. Adams Completes Harvard Advance Management Course

S. L. ADAMS, of Baton Rouge, who was recently promoted to electric operating superintendent of the Baton Rouge Division, has completed the 44th session of the Advanced Management Program at the Harvard University Graduate School of Business Administration.

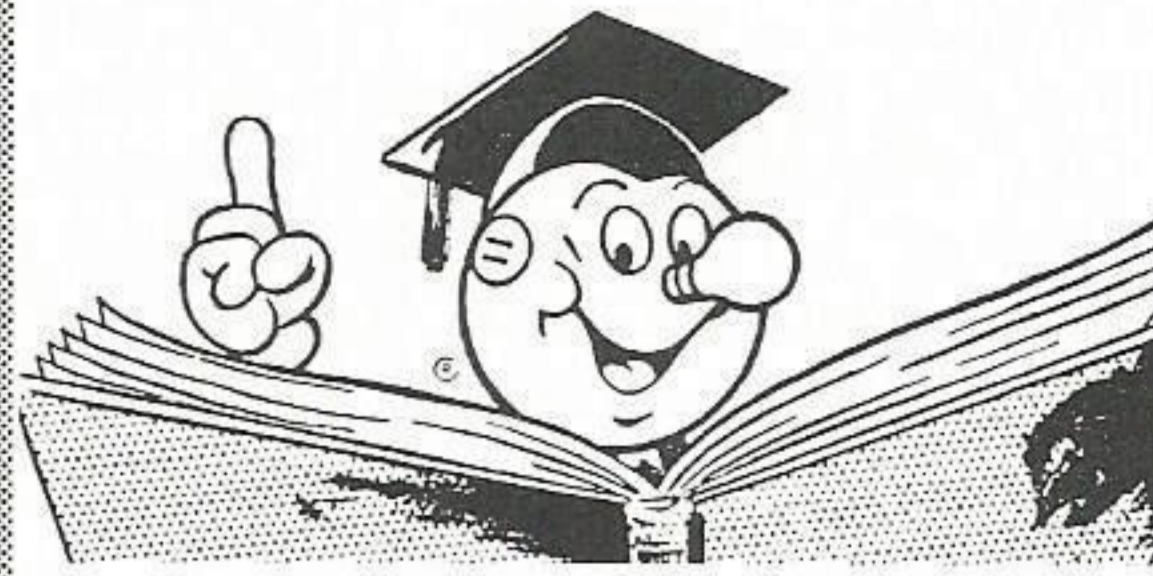
Mr. Adams attended the session from September 9 to December 6.

The Advanced Management Program, one of the oldest senior management development courses conducted by a university, has been in continuous operation since its beginning in 1943. There are no specific educational prerequisites for admission. All participants are nominated and sponsored by their companies and have been selected by the Admissions Board of the AMP on the basis of demonstrated ability, leadership qualities, and adaptability in their careers.

The 13-week course is particularly designed for men between 36 and 50 years who are now in top-management posts or who are likely to be there in the near future. The program offers a concentrated course of study in six major areas of prime interest to today's top management, and uses the case method of instruction.

Sympathy:

Robert Dawson, Baton Rouge Gas, on the death of his father-in-law, Hammond Smith.



Reddy's Kollege of Kilowatt Knowledge

1. Our Company uses natural gas as fuel to make steam in our six generating plants. But GSU is looking ahead to a time when atomic energy will become a better energy source and is participating in research projects aimed at this goal. How many research projects is GSU taking part in?
a. two; b. three; c. four; d. five
2. With the addition of the new 410,000-kilowatt unit, Sabine Station will be the largest in our Company's system. Until then, Neches Station will continue as the largest with a total capability

of 487,000 kw. The new unit will be the third at Sabine. How many are there at Neches?

a. three; b. five; c. seven; d. eight

3. Our Company maintains a plane and two pilots whose main duty it is to fly line patrol to help keep our service more dependable. How often do they fly over each line?

a. each week; b. each month; c. twice yearly; d. whenever they think about it

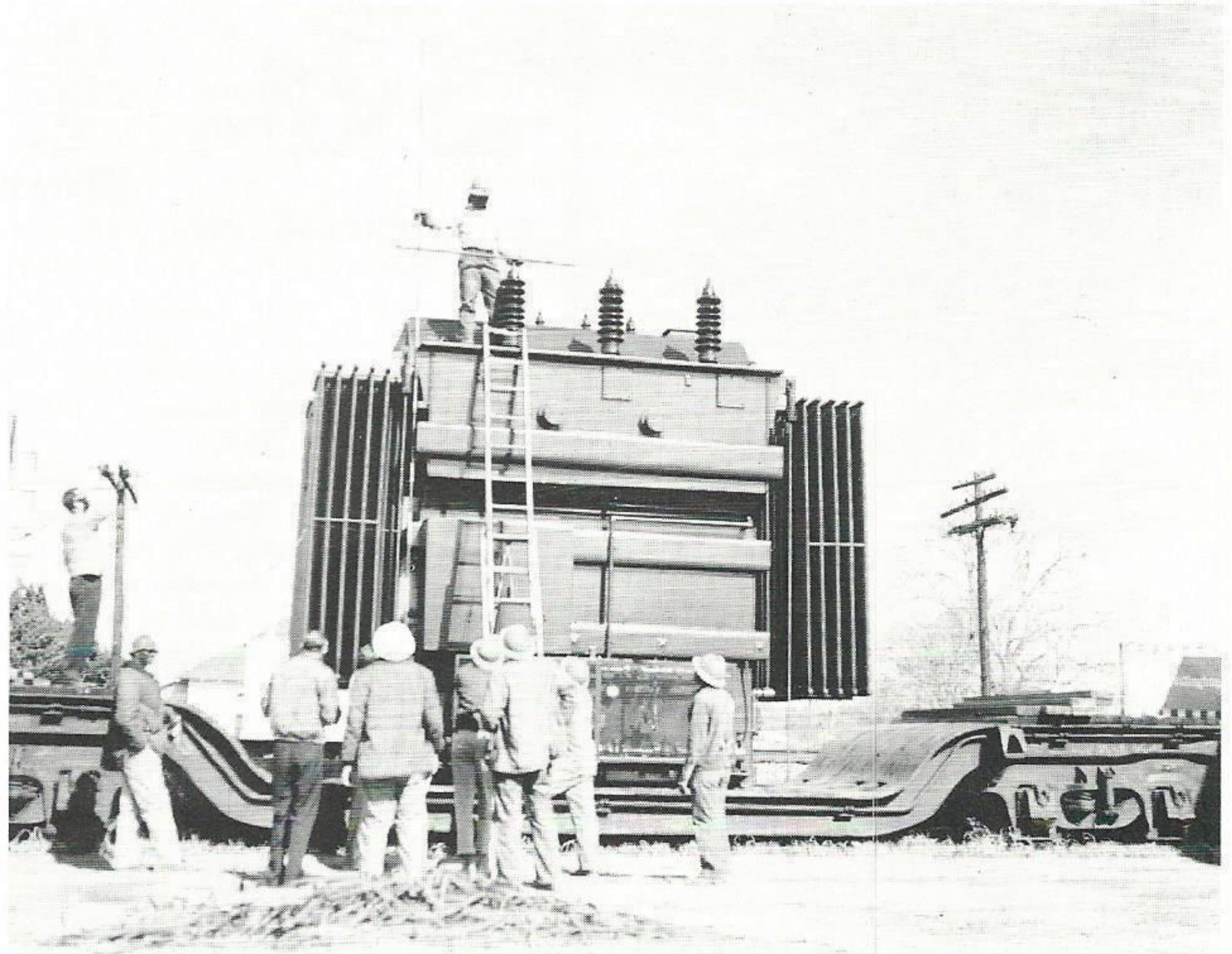
4. In the last 30 years use of electricity has increased at a fantastic pace. At the same time the average cost per kilowatt-hour has dropped. How much has GSU's average price per kilowatt-hour for residential customers decreased in the last 30 years?

a. 1¢; b. 2.5¢; c. 4.3¢; d. 5¢

5. Among the individuals who are direct owners of Gulf States stock, there are more women than men. About how many women owners are there?

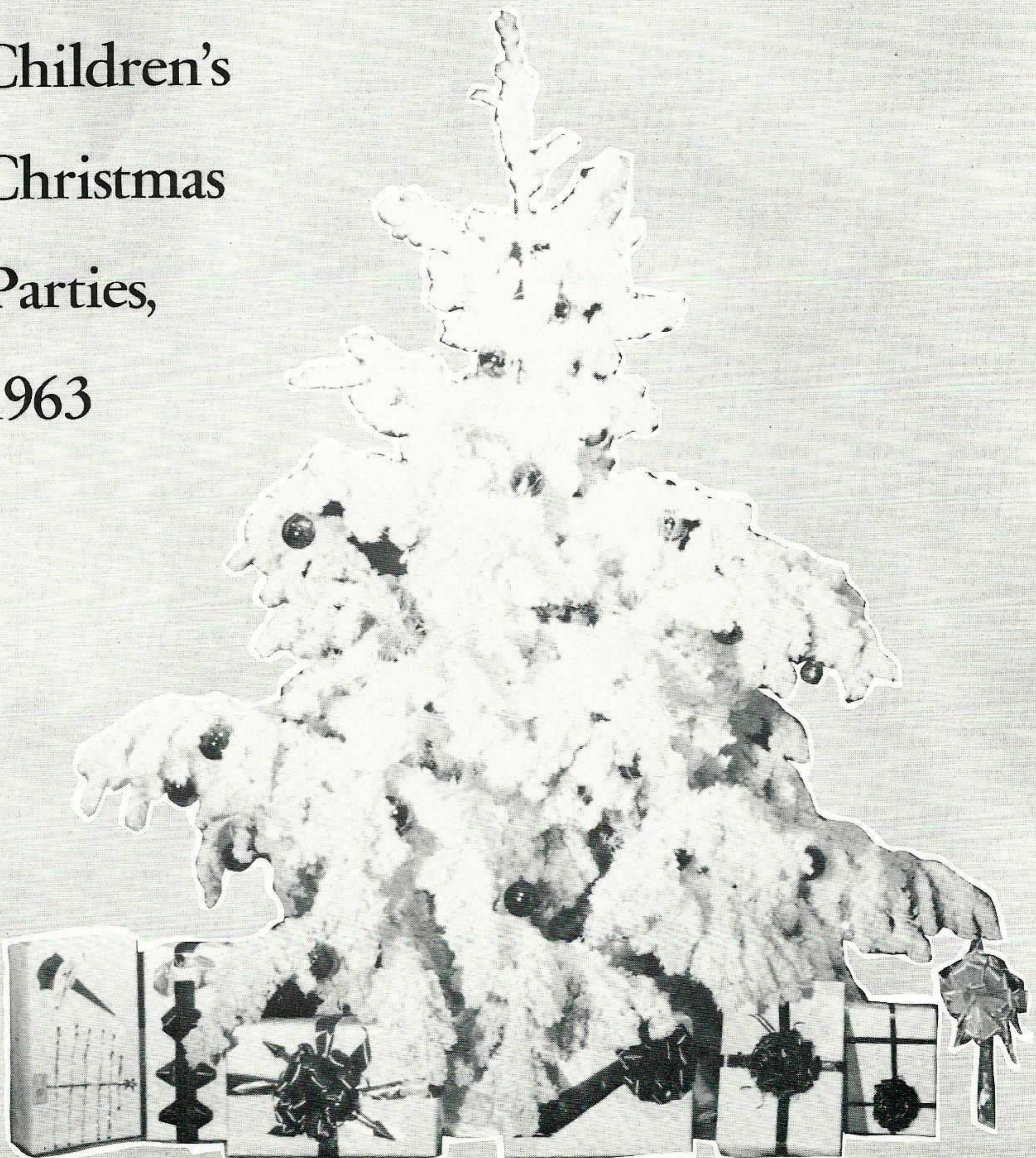
a. over 3,500; b. over 4,000; c. over 5,500; d. over 6,000

(Answers on page 34)



MAKES CHRISTMAS MOVE. The Beaumont Substation crews were busy the week between Christmas and New Year's moving this 75,000-kva transformer to the Amelia Bulk Substation on Major Drive to provide a more dependable source of power to the fastly growing westend of Beaumont.

Your
Scrapbook
of
Children's
Christmas
Parties,
1963





LAKE CHARLES DISTRICT

DEC • 63



LIBERTY AND GULF DISTRICTS



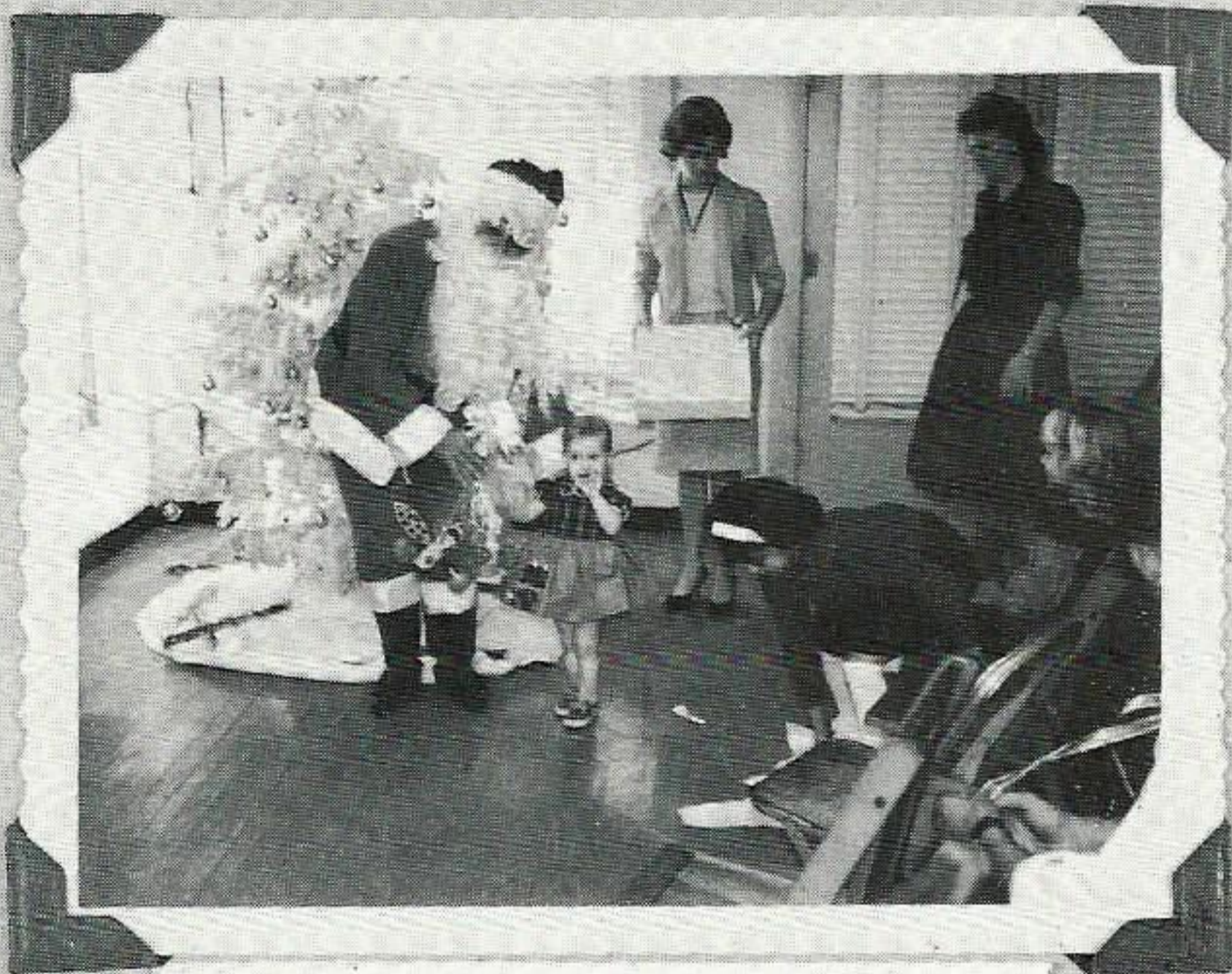
SULPHUR DISTRICT, RIVERSIDE AND NELSON STATIONS



HUNTSVILLE DISTRICT



ORANGE DISTRICT



CALVERT DISTRICT



NAVASOTA DISTRICT



WOODVILLE, SILSBEE,
KOUNTZE DISTRICTS



JENNINGS DISTRICT

**BEAUMONT
DIVISION**



**DIVISION SALES, SYSTEM SALES,
DIVISION ACCOUNTING**



SYSTEM ENGINEERING (2)



TREASURY



**NECHES STATION
AND SYSTEM PRODUCTION**



SERVICE CENTER T&D
AND STOREROOM



T&D-LINE AND SUBSTATION



SYSTEM ENGINEERING (1)



MADISONVILLE DISTRICT

BATON ROUGE DIVISION



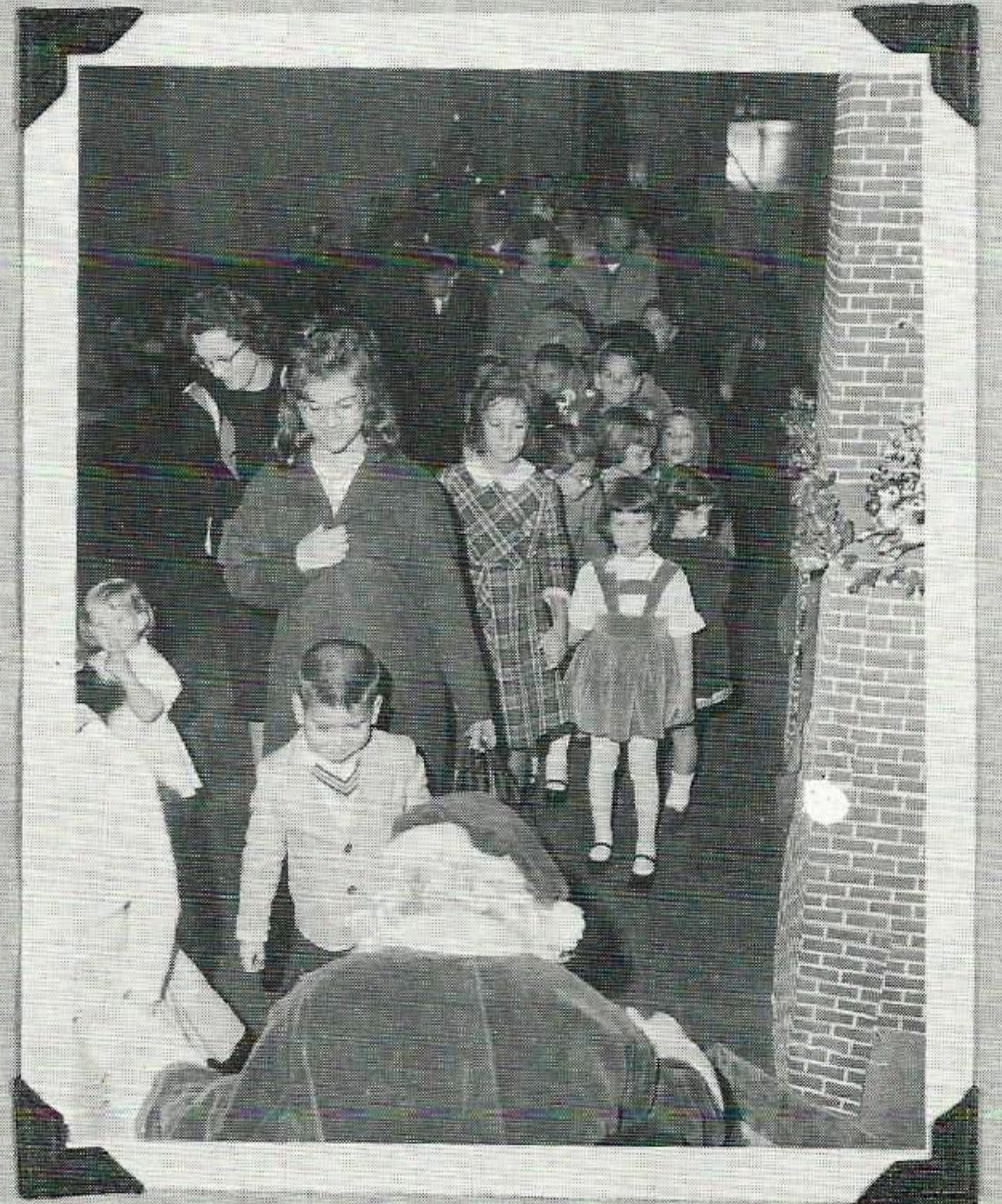
BATON ROUGE DIVISION

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BATON ROUGE DIVISION

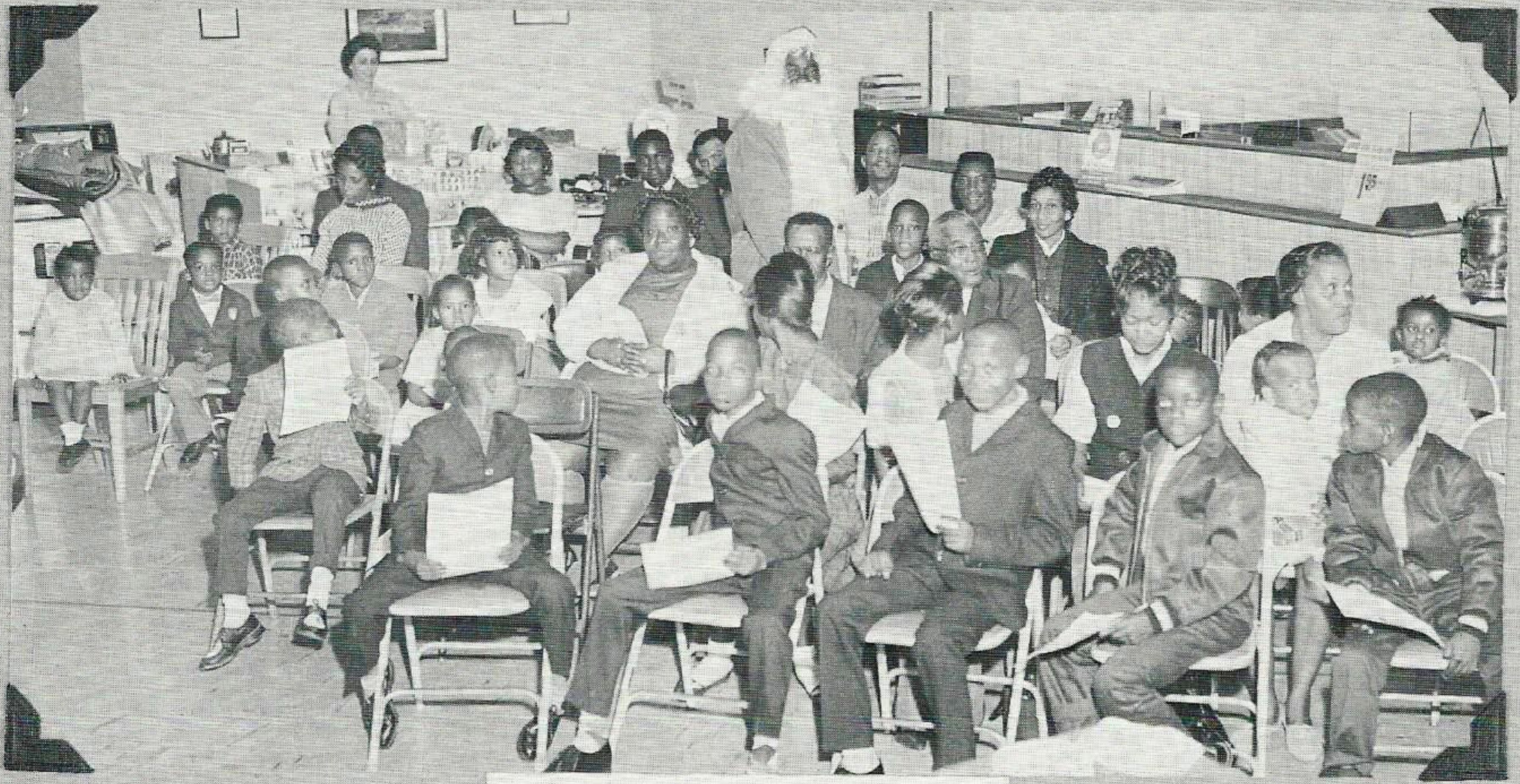
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PORT ARTHUR
DIVISION





ORANGE DISTRICT



PORT ARTHUR DIVISION



JENNINGS DISTRICT



NAVASOTA DIVISION



LAFAYETTE DISTRICT



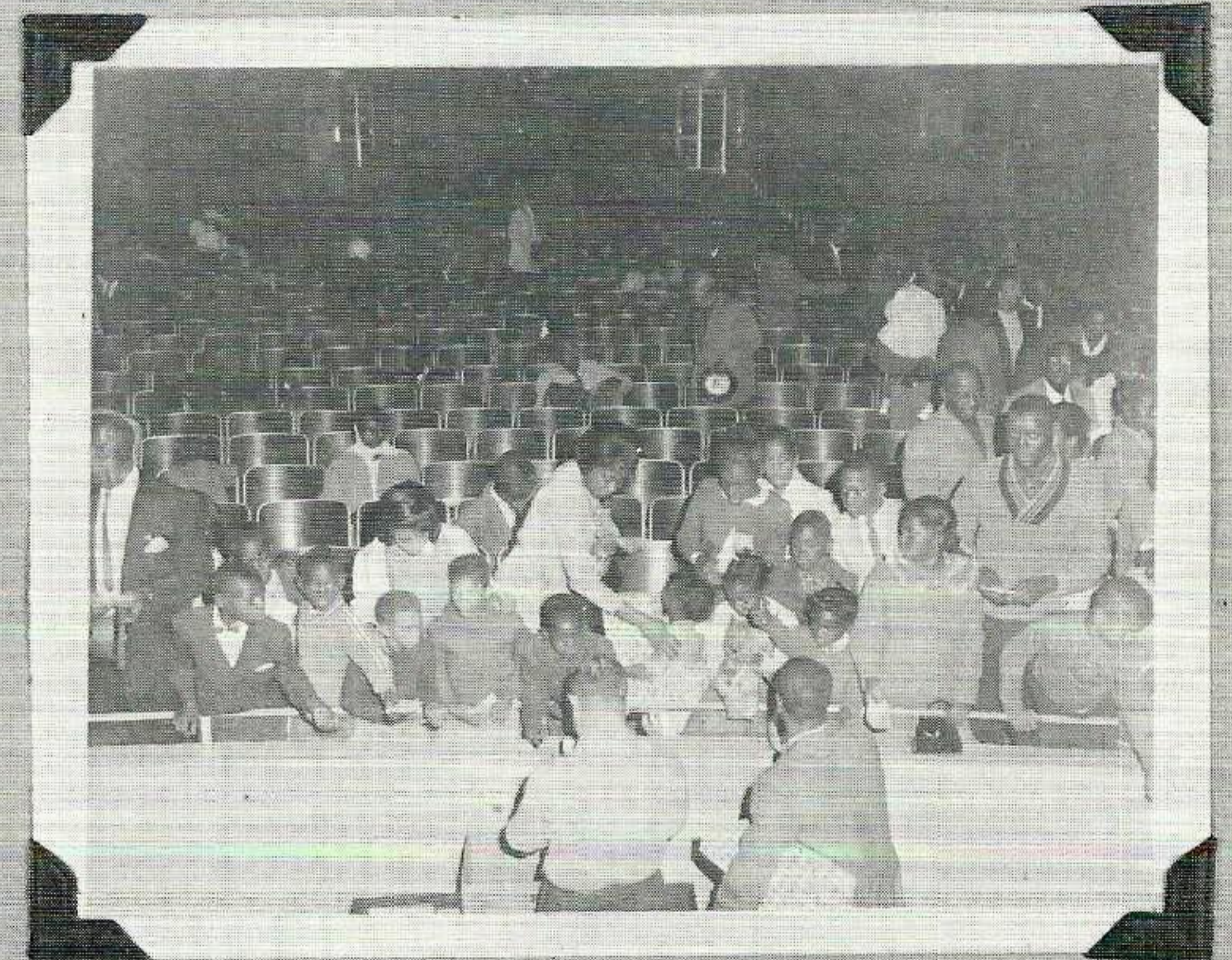
BEAUMONT DIVISION



LAKE CHARLES DISTRICT

BATON ROUGE DIVISION





THE BENEFITS OF PROFIT

"SOMETIMES I wonder why I work and worry 14 hours a day to keep this operation going. Under present conditions, I can't make more than 1-½ to 2 per cent profit—if I'm lucky. I'd be better off if I liquidated and invested the proceeds in municipal bonds—at twice the income I'm making now."

That comment by the owner-manager of a fair sized metal working establishment is a reasonable facsimile of many others we've heard in recent months.

Most of the managers were only voicing frustrations caused by the profit famine, their problems with labor unions, and harassment by the government. Most of them won't sell out. They'll keep on plugging and looking for more ways to shave costs and reinforce their market positions.

But the thought that bothers us.

Suppose a substantial number of industrialists—suffering from inadequate profits—threw in the sponge, sold out, and invested in bonds.

- Jobs would disappear.
- There would be fewer profits to tax and insufficient monies to pay the interest on their bonds, let alone support our vast defense program and a sprawling bureaucracy.
- There would be fewer new products



DISRUPTS SERVICE. At 12:05 a.m., January 3, ten towns, representing approximately 7,800 customers, in the Navasota Division were plunged into total darkness for 15 minutes by the fine feathered friend shown here with Jim Richardson, industrial engineer, Navasota Division, and Al Baird, operating superintendent for Navasota Division. This not-so-wise-old owl fouled up the works with a bang by resting on a bushing on a 69 kilovolt oil circuit breaker in the Navasota substation.

Answers To Kilowatt Kollege

(Questions on page 20)

1. b. three—GSU has invested nearly a million dollars as its share in the research work being carried out by Southwest Atomic Energy Associates, High Temperature Reactor Development Associates and Texas Atomic Energy Research Foundation.
2. d. eight—Neches Station south of Beaumont has been expanded over a period of 33 years to its present maximum generating capability. Modern advances in technology as well as bigger, more

diversified loads make it possible for Gulf States to install larger, more economical generating units.

3. b. each month—Taking turns about flying and observing, the two pilots each month patrol the 13,600 miles of high voltage transmission lines that deliver electricity to 45 counties and parishes in Texas and Louisiana.

4. c. 4.3¢—According to figures listed in GSU Annual Reports, the average revenue per kilowatthour dropped from 6.9¢ in 1932 to 2.6¢ in 1962.

5. c. over 5,500—Of the 12,081 individuals who are direct owners of Gulf States stock, 5,881 are women, 4,976 are men.

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

created for Americans and for sale in the world market.

- There would be no national economic growth.

- Our economy would have lost its motivation.

In time, the retreat of venture capital perhaps would force its own correction.

Labor leaders would at long last take a new look at restrictive work rules and exorbitant wage demands.

The government would soon miss profits as a tax source. Bureaucrats would realize they are 52 per cent partners in profit-making enterprises and do an about-face in their attitudes. Profits would become patriotic.

Scarcities would develop and force prices up.

But, we fear, such a correction would take too long. American industry would have lost its market to eager overseas competitors. And America would have slid to second class status among nations.

Our only true course is to keep plugging . . . seeking more efficiency to squeeze down costs . . . developing markets so we can expand our volume . . . and investing more energy to educate the public, labor, and the government on the function, necessity, and benefits of profits.

Walter J. Campbell

Some foods may be seasonal but well-balanced meals shouldn't be. Proper nutrition is important summer and winter too. Eat a variety of foods in just the amounts you need, Southeast Texas Heart Association urges.

"I made up my mind when I was a young and struggling entertainer that there is no such thing as a bad person and that tomorrow will always be a better day."—Danny Kaye, as quoted in *Good Business*.

"I'D RATHER WALK —"

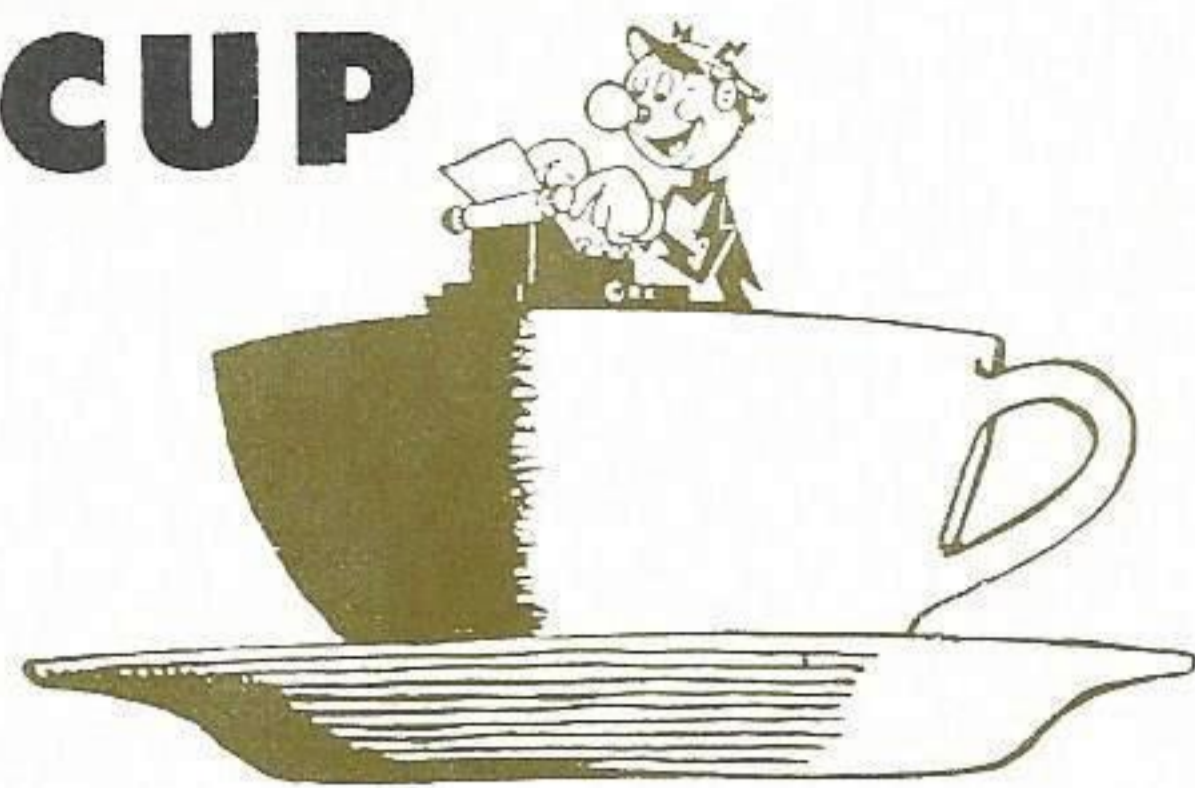
TRAFFIC regulations go back to the days of Ancient Rome. Because the vast numbers of *lecticae*, or luxurious litters, toted by slaves and carrying wealthy women travelers, often clogged the roads, Julius Caesar ordered that only mothers and women over 40 could use litters. A clever bit of psychology for what female would admit to be over 40?

Annuitant Hospitalized In Lake Charles

J. H. "PAT" CONNELLY, a Lake Charles retired employee, has been in the Lake Charles Memorial Hospital since October with a broken leg. Mr. Connelly would like to hear from his friends at Gulf States.

He retired in 1952 as a substation operator in the Lake Charles Substation Department. He had been an employee since 1916 when he was employed by the Lake Charles Gas Company, one of our predecessor companies.

over the COFFEE CUP



WINS DOOR PRIZE. Santa Claus presents Gene Mullin, supervisor of customer accounts in Lake Charles, with the door prize at one of the children's Christmas parties. In the back is Johnny Prejean, storeroom supervisor, who was in charge of staging this year's parties.

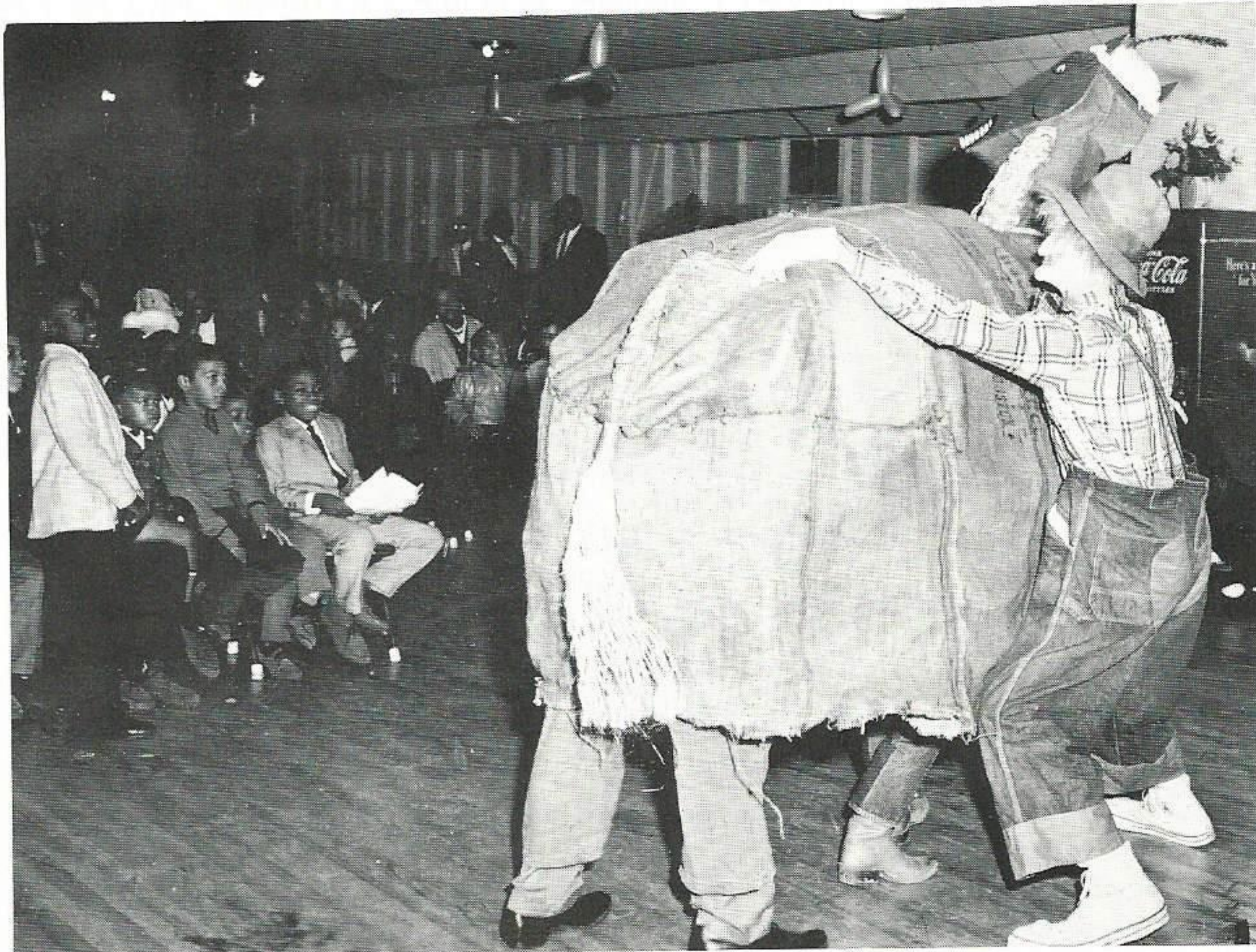


LEON ANDRUS, appliance serviceman, broke his foot the morning of November 17. He was in the hospital for about ten days, but is at home now. Leon is wished a quick recovery and we hope to see him back at work soon.

Bob Stewart, Bob Parks and Jack Haley, Lake Charles servicemen, took



CHRISTMAS PARTY. Employees at Nelson Station play "The Gift Game" at their annual husband and wife Christmas party in the station assembly room on December 12.



ENTERTAIN AT CHRISTMAS PARTY. The children of Lake Charles District employees were entertained at their Christmas parties by this group of clowns. Making up the horse were Fred Brumfield and Tom Wagnon, Sales, and Theodore Matte, Stores. The clown was Joe Regan.

a week's vacation last month. **Carlos Torrans**, dispatcher, and **Sammie Bono**, service foreman, were two lucky employees on vacation Christmas week. We all envied them a little, especially on those cold mornings.

—By Glenda Farish

MR. and Mrs. J. F. Simonson recently moved into their new home in University Place. They now live at 333 Crestwood, Lake Charles. Mr. Simonson is substation supervisor in Lake Charles.

R. J. Heinen, shop foreman, attended the Delta ARRL Convention in Lafayette recently as a representative of Air Force MARS. Dick and Mrs. Heinen also visited friends in San Antonio on their vacation.

R. W. Derby, substation foreman,

attended the Louisiana Safety Conference in New Orleans.

—By Jo Ann Burnett

Nelson Station

BURTON C. CANNON and wife, **Mary Lee**, went to Louiston, Illinois, to visit son, Marshall, and his wife, Rita. They stayed a week with weather temperature running 28°F. Mr. Cannon took in some Illinois hunting while there.

Nelson Station welcomed a new employee, **Daniel Gene Stanley**, a mechanic's helper in electrical department. Daniel and wife, **Nelda**, have two children, **Daniel Gene, Jr.** and **Denise Gail**. Their home is in Lake Charles.

Roy S. Nelson Station played host to Mrs. Eldee Reed and her 31 fifth grade students and several parents from Oak Park Elementary School on December 19. **Cedric Watler, Daniel Gipson** and **Gene Laningham** guided them through the plant and answered their questions regarding electricity.

Reports from Nelson Station hunters say deer hunting has been fair this year. **Bill Dowden** brought in a buck from Natchitoches Parish; **Dora Johnson** brought home a doe and a buck from San Saba County, Texas, while her husband, **Clifford** brought home two bucks and one doe from Texas, and one buck from Allen Parish; **Fred Doucet** brought home a doe from Atchafalaya Swamp. **Alan Levine** is



HONORED AT RETIREMENT. Friends and fellow Gulf Staters from throughout the system enjoyed a fish fry at Prien Lake Park in Lake Charles, October 25, honoring Coy W. "Dad" Weems on his retirement. He was given this boat to occupy his leisure time. He can now team up with Ed Ward, retired operating supervisor, who got a motor, to catch lots of fish.

considered a hard luck hunter since he killed but lost his game. Alan was using a bow and arrows when he killed his deer but all he got out of it was his arrow the following day.

The annual Husband-Wife Christmas Dinner for Nelson employees was held on December 12, in the assembly room. There was a large attendance, lots of food and loads of fun.

Verena O'Kelley, daughter of Willie F. O'Kelley, control operations foreman, Roy S. Nelson Station, placed first in Class A in the 1963 Southwest Louisiana High School Music Rally at McNeese State College, Lake Charles. Miss O'Kelley represented Westlake High School at the rally.

—By Dora Ann Johnson

Navasota

THOMAS BOSSE, Navasota employee, and Miss Carol Beth Gorra of Richmond, Texas, were married in Calvary Episcopal Church in Richmond on November 9.

Mrs. Bosse graduated from Lamar Consolidated and Polly Ryon School of Vocational Nursing. Mr. Bosse also graduated from Lamar Consolidated and attended Wharton Junior College. Following a wedding trip to North Texas, the couple now make their home in Navasota.

Calvert

MISS BETTY CLOSS, local office clerk, Calvert, became the bride of Clyde A. Dowell on October 5 in the First Baptist Church of Calvert. The couple honeymooned in Austin and San Antonio. They are now making their home in Calvert.

Louisiana Station

WESLEY YOUNG, son of Mr. and Mrs. Lovett Young (he's chief chemical engineer at Louisiana Station),

employed by the International Paper Company in Springhill, Louisiana, was recently promoted to quality control superintendent. Mr. Young joined International Paper as a technical trainee on June 15, 1950, following his graduation from Louisiana State University where he received a BS degree in Chemical Engineering.

During his thirteen years with International Paper, exclusive of two years served in the Armed Services, Mr. Young has held various jobs of increasing responsibility prior to his recent promotion.

He is married to the former Miss Betty Thomas of Baton Rouge. They are the parents of two daughters, Beth, age 8, and Lynn, 3.

Folks at Louisiana Station bid farewell to PLAIN TALKS reporter, **Frances Heffner**. Sad though the parting may have been her reason for leaving was a good one: motherhood. The guys and gals at Louisiana Station pitched in and made Fran's going away a gala one. She was presented with a play pen, high chair, infant seat, diaper container, crib tree, and a lovely pair of white silk pajamas. Home made cakes, ice cream and cold drinks were served, compliments of two co-workers,



ON THEIR WAY TO LAKE CHARLES. This group of Louisiana Station Gulf Staters pose with their bosses, J. E. Zammit, Valdemar Westh, George Anderson and Jim Dulany, before leaving for Lake Charles for a maintenance project. Standing are, left to right; James Ratkche, James Chandler, Alonzo Sandefer, Mr. Zammit, and Mr. Anderson. Seated are: Wilery Bordelon, Mr. Westh and Mr. Dulany.



TWISTING AT LIVE WIRE'S CHRISTMAS PARTY. This is one of the 350 couples that danced away the evening in the Beaumont Harvest Club as the Live Wire Club held its annual Christmas Party last month.

Ann Gayle Stiegler and Joyce Rachal. All of us here at Louisiana Station will miss her fine reporting and wish her every success as a mother.

Your new **PLAIN TALKS** reporter at Louisiana Station is **Joyce Rachal**. "Be sure to contact me whenever you have anything that you think will make a good story for **PLAIN TALKS**."

"There's no place like home for a vacation. That is if you're too broke to go any place else." That's the only comment **Joyce** had to make when she came back from her week's vacation. But it was great just "goofing off" and eating some of mom's home cooking.

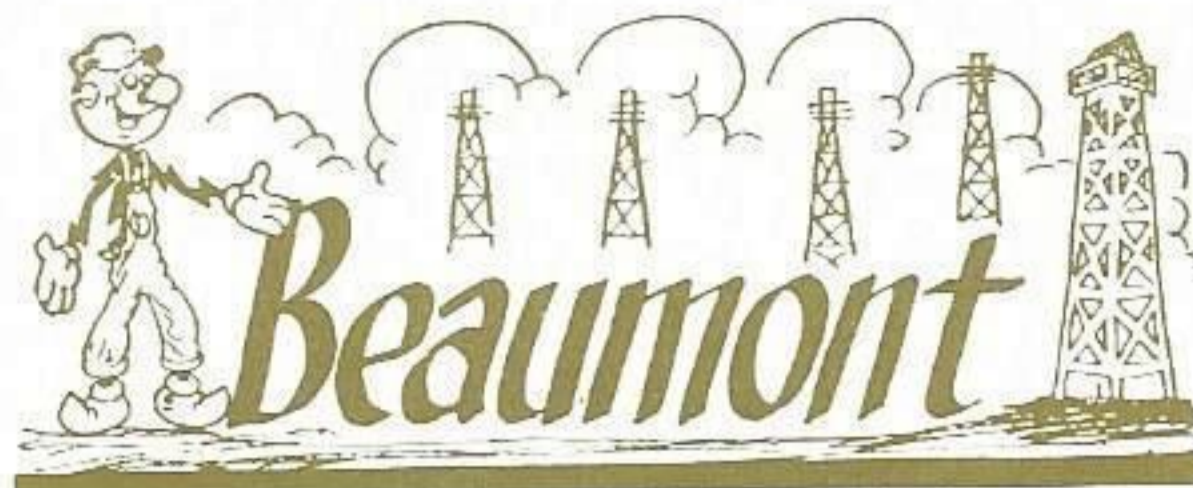
Valdemar Westh, looking rested and ready to work, has returned from a two-week vacation. Mr. and Mrs. Westh spent a few days in New Orleans with their daughter, **Missy**.

Judy Tucker, of the Planning Department at Louisiana Station, and her roommate, **Margaret White**, spent a fun-filled and exciting two weeks in Colorado. While in Golden, Colorado, they toured Coors Brewery and were given free samples of their product. They even had the opportunity to shake the hand of a movie celebrity, **Jimmy Stewart**.

January, 1964

On their return trip, they stopped in Dallas, Texas, and had a glimpse of the late President Kennedy.

—By *Joyce Rachal*



WILLIAM R. BRYANT, JR., an employee in the Beaumont T&D, and Miss **Linda Alleen Portier** were married November 9 in St. Anthony's Catholic Church of Beaumont.

Mrs. Bryant attended St. James, Catholic School in Port Arthur and is a graduate of South Park High School in Beaumont. She also attended Lamar Tech. Mr. Bryant is a graduate of St. Anthony's High School in Beaumont and attended Lamar Tech. He served three years with the Army.

THIS reporter would like to correct a statement made in a recent issue in which she said that nothing exciting ever happens to **Flo Wenzell**, Operations. Something very exciting happened to Flo—she caught a 26 pound red-fish on the pier at Rollover. She and her husband, **Larry** (Production, Neches Station), went down one afternoon after work. Of course, this time Larry didn't catch a thing. Just to prove this wasn't a typical "fish story", Flo brought a picture of herself and the fish, which was taken "the morning after." The Wenzells' seem to be quite a fishing family. After Flo caught this fish with a borrowed rod, Larry decided she deserved one of her own, so he "made" her an "extra special" one in his spare time.

The Records Department would like to welcome the employees in our new Reproduction Department. These include the girls from the former Duplicating Department along with **Martha Hicks**, **Muriel Hayes** and **J. F. Goodhue** from the Engineering Department.

Preston Darland's son, **Randy**, went into the hospital on December 26 for a tonsillectomy.

Sue Wallace, Records, was married on January 3 in the First Baptist Church Chapel to **Ronny Tyson**. A reception followed the ceremony in the church parlor.

W. B. Gurney's daughter, **Brewster**, who attends the University of Texas, was home for the holidays.

M. A. Merchant's son, **Mickey**, who is working for Ford Motor Company in Detroit, Michigan, was home for the

Christmas holidays. Mr. Merchant and the rest of the family were happy to see him.

Mrs. Wenzell's sister and brother-in-law, Mr. and Mrs. Barry Newton and sons, Charlie and Jimmie, visited during the holidays from Point Pleasant, New Jersey.

Betty Wilson, Construction—Budget, spent Christmas Day with her mother and father in West Columbia, Texas, where she enjoyed Christmas Dinner with turkey and all the trimmings.

—By *Dorothy Gaus*

DEER hunting is the main topic in the Beaumont Storeroom. **Leo Adams** and **Bill Bloodworth** went on a hunt in Sabine County. Both said they brought home meat, but this reporter thinks it was wild hog (with shell on its back) more than deer.

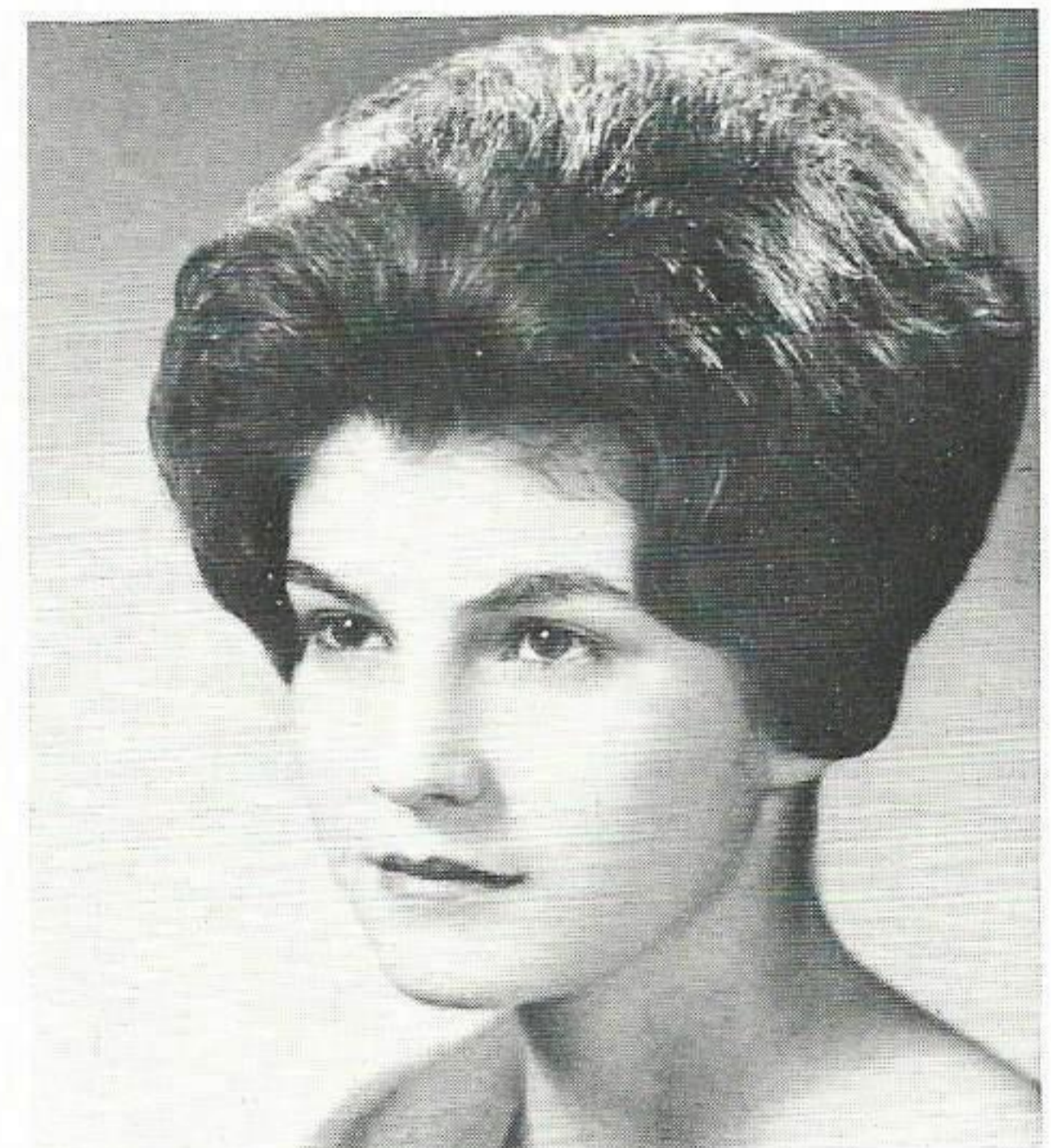
—By *Ken Londers*

ORANGE

THE Orange employees are busy welcoming **Thomas J. Miller**, a sub-station operator in the Front Street service center, from a tour of duty with the U.S. Army.

Jo Frances Masters also returned to work. She previously worked in Orange Accounting and has gone back to almost the same job at almost the same deck.

—By *Davie Carpenter*



"**MOST BEAUTIFUL.**" **Joedde White**, sister of **Judy Tucker**, clerk at Louisiana Station, was recently named "Most Beautiful at Southeastern High" at the annual Christmas dance in the War Memorial Student Union at Hammond, Louisiana. **Joedde** is the first freshman ever selected for this title. This is usually an honor reserved for seniors. She is the daughter of Dr. and Mrs. Edwin E. White. Judges for the contests were the LSU football team.



Mr. and Mrs. Harold G. Solomon on the birth of their daughter, **Carolyn Jo**, on Christmas Day. Mr. Solomon is assistant storekeeper in the Beaumont Storeroom.

Mr. and Mrs. Jimmy Booker, System Production, Beaumont, on the birth of their son, **Bryan Merritt**, December 15. Mrs. Booker was formerly employed as an artist in System Advertising. The Bookers also have two daughters.

Mr. and Mrs. James L. Harvey on the birth of their fourth child and third daughter, **Tory Dennelle**, November 2. Mr. Harvey is employed in Baton Rouge Gas.

Mr. and Mrs. Roland S. Alford on the birth of their fourth child and second boy, **Russell Emmitt**, December 19. Mr. Alford is an employee in Baton Rouge Gas.

Sally and Joe Spencer on the birth of their son, **Clifford Charles**, December 5 in Memorial Hospital, Lake Charles. Mr. Spencer is employed at Roy S. Nelson Station.

Mr. and Mrs. A. L. McClure on the birth of their daughter, **Lisa Marie**, November 20. Mr. McClure is employed at Louisiana Station.

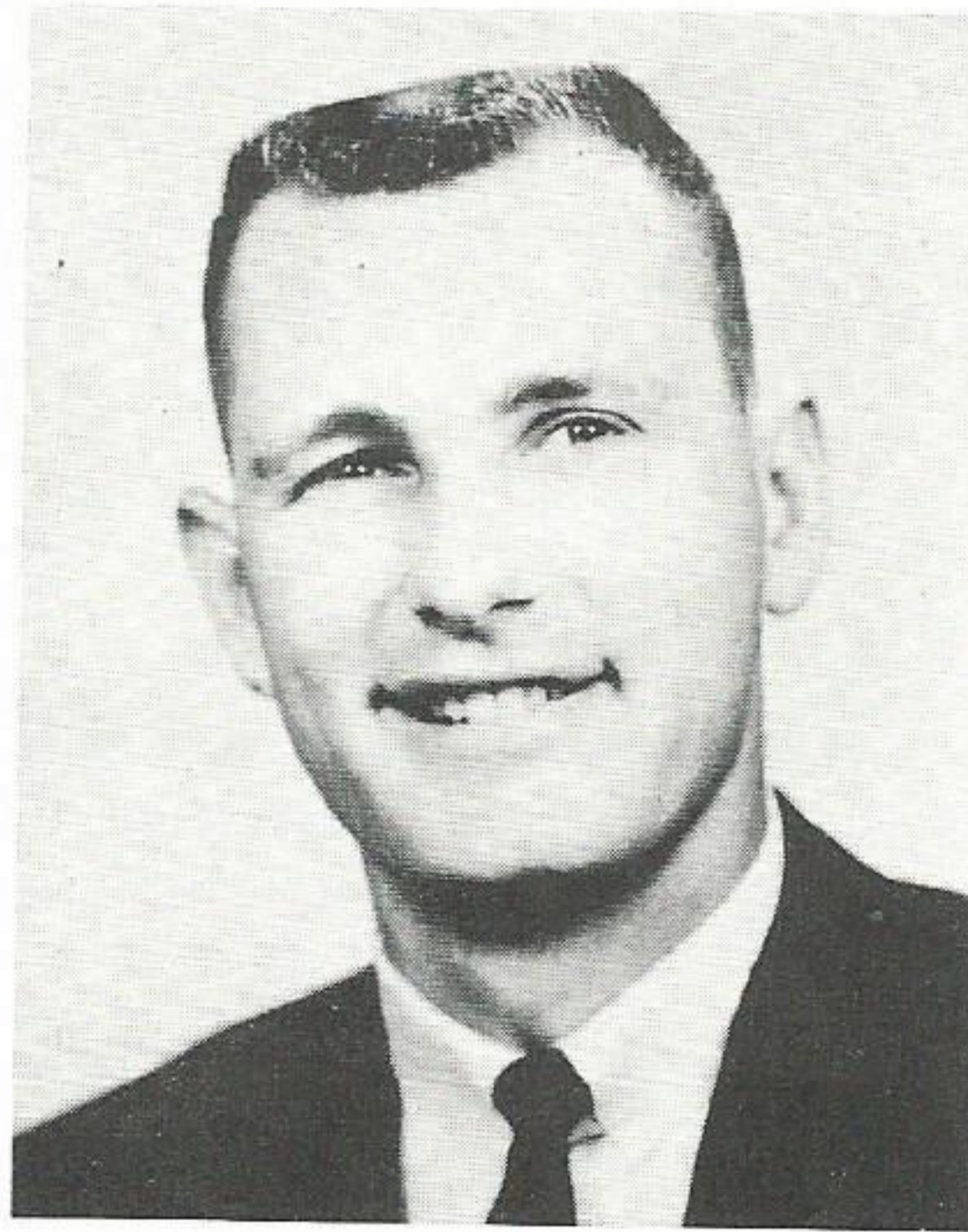
Mr. and Mrs. Frank Tate, Jr., on the birth of their son, **Frank III**, November 29. Mr. Tate is employed at Louisiana Station.

Mr. and Mrs. Wayne Ferguson on the birth of their son, **Christopher Todd**. Mr. Ferguson is employed in the Orange Line.

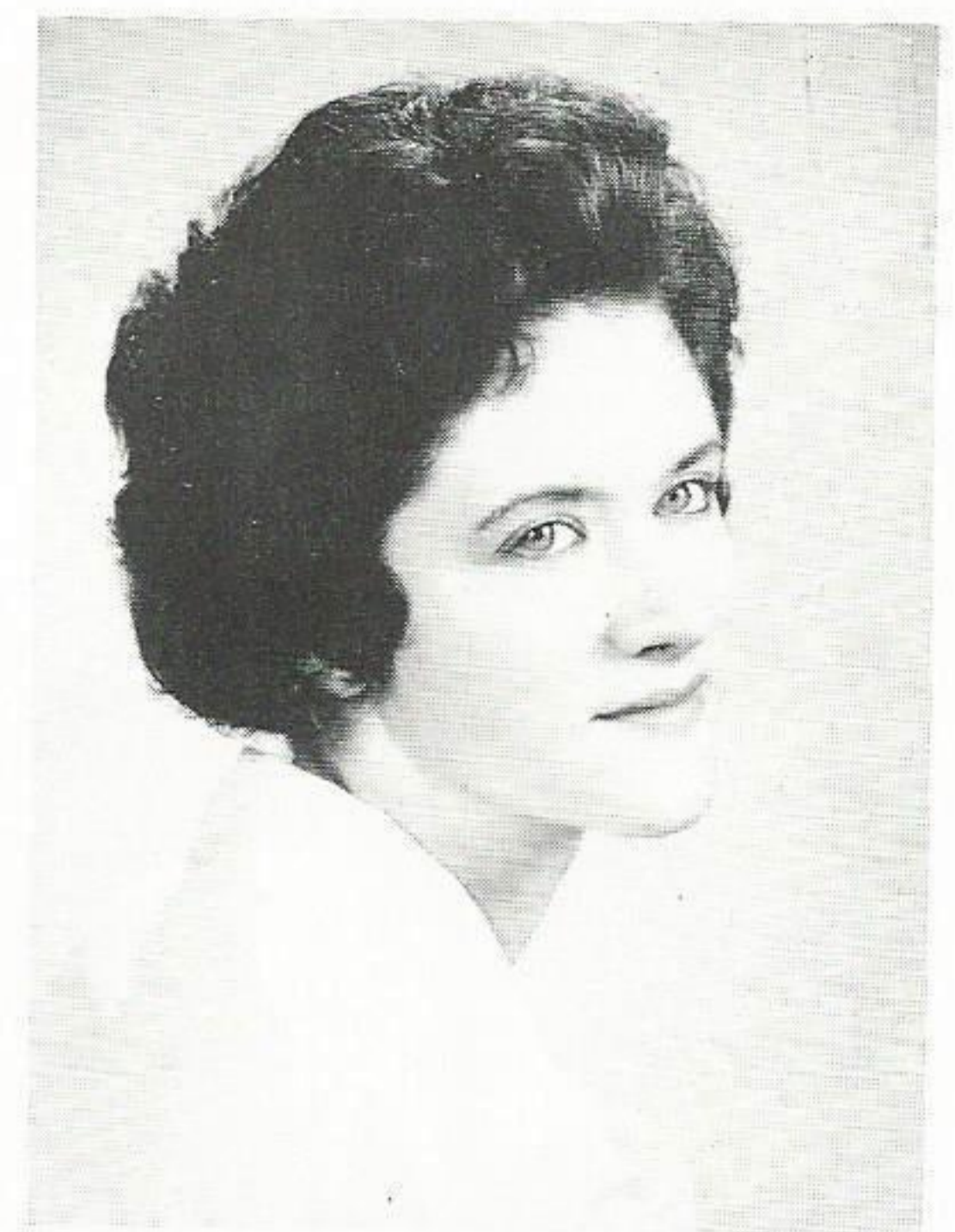
Mr. and Mrs. Clifton Miller on the birth of twin boys, **Ronald and Randall**, December 6. Mr. Miller is a helper in the Lake Charles T&D-Line.

Mr. and Mrs. Ed Barnes on the birth of their second son on December 12. Ed is a lineman first class, Lake Charles.

Mr. and Mrs. Harold L. Ney on the birth of their second son, **Michael Frederick**, December 9. Mr. Ney is an auxiliary operator at Riverside Station, Lake Charles.



Mr. Figari



Miss Tenholder

College Honors Won by Children Of Three Beaumont Employees

THE children of three Beaumont employees have recently won honors at their respective colleges.

E. E. Figari, the son of E. E. Figari, superintendent at Neches Station, was named the winner of the first prize of \$250 in the Nathan Burkan Memorial Competition for 1963 at the University of Texas School of Law.

Mary Elaine Tenholder, daughter of Fred Tenholder, Beaumont Division Sales, and Jimmy Ricks, son of W. T. Ricks, purchasing agent, Beaumont, were recently named to Who's Who Among Students in American Universities and Colleges, the annual directory of distinguished students selected from colleges and universities throughout the United States. Both are students at Lamar Tech in Beaumont.

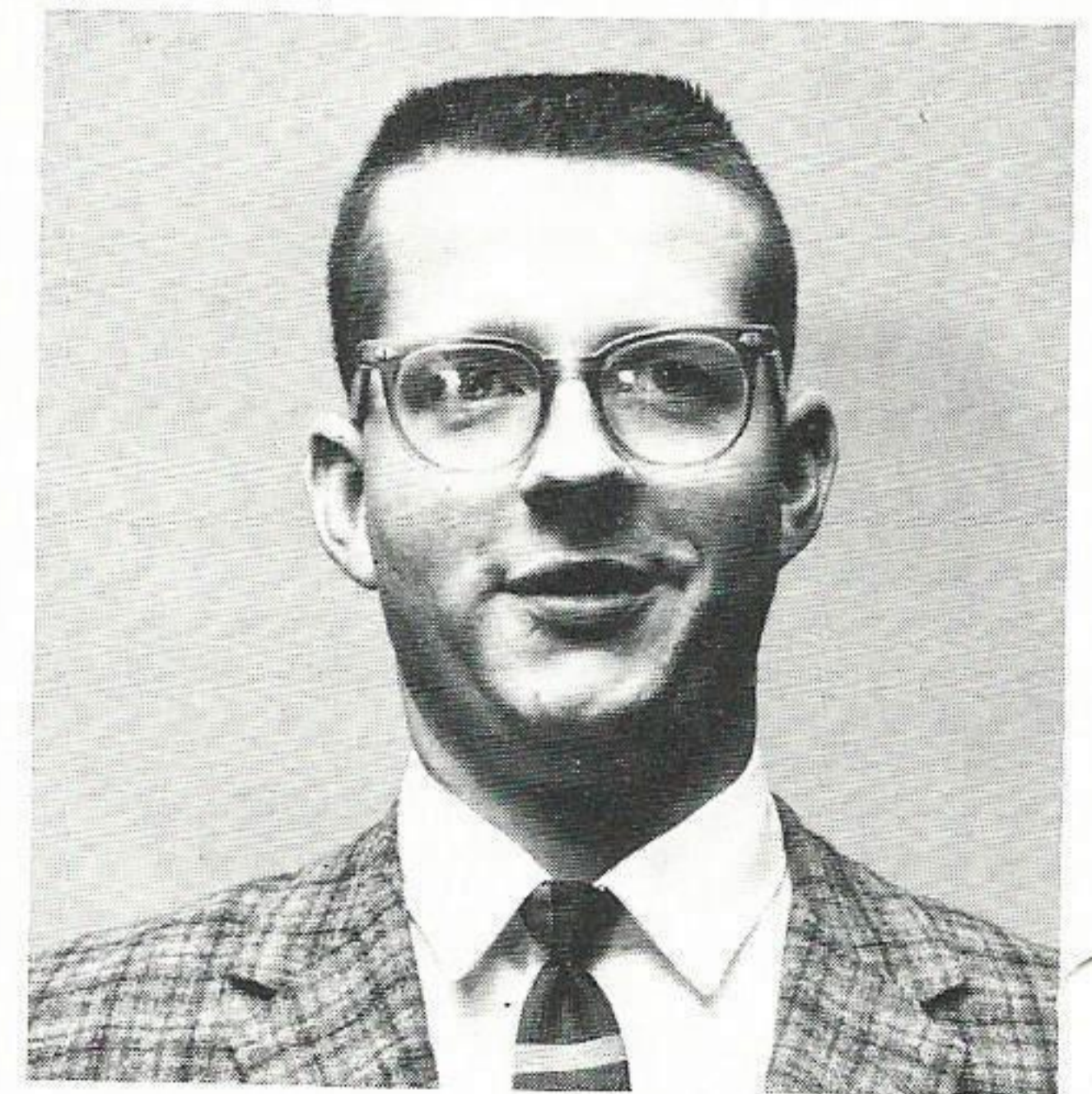
Young Figari's prize-winning paper is entitled "Is a Telecast of Literary Material a Publication in the Copyright Sense?" He received his bachelor of science in Chemical Engineering from Texas A&M.

The Nathan Burkan Memorial Competition is sponsored annually by the American Society of Composers, Authors and Publishers in memory of the society's first general counsel, who died in 1936. It is designed to stimulate interest in the field of copyright law.

Mary Elaine, an English major, is a member of Alpha Delta Pi social sorority of which she is social chairman and publicity chairman. She is a member of the "Redbird", the college newspaper, junior representative to the

Gentry Hall House Committee, an honor roll student, a member of the Orientation Committee, publicity chairman for the Homecoming Commission, a pledge of Sigma Phi Epsilon, honorary fraternity. She has been a summer employee in Beaumont Purchasing and is presently employed as a student assistant in the English Department at Lamar Tech.

Jimmy, an engineering student, is secretary of the American Society of Mechanical Engineers, student section, assistant vice president of TSPE, student section, president of the Baptist Student Union. During the 1962-63 school year, he received the Blue Key of the National Honor Fraternity of Lamar and received the Ernest Holdredge Scholarship Award.

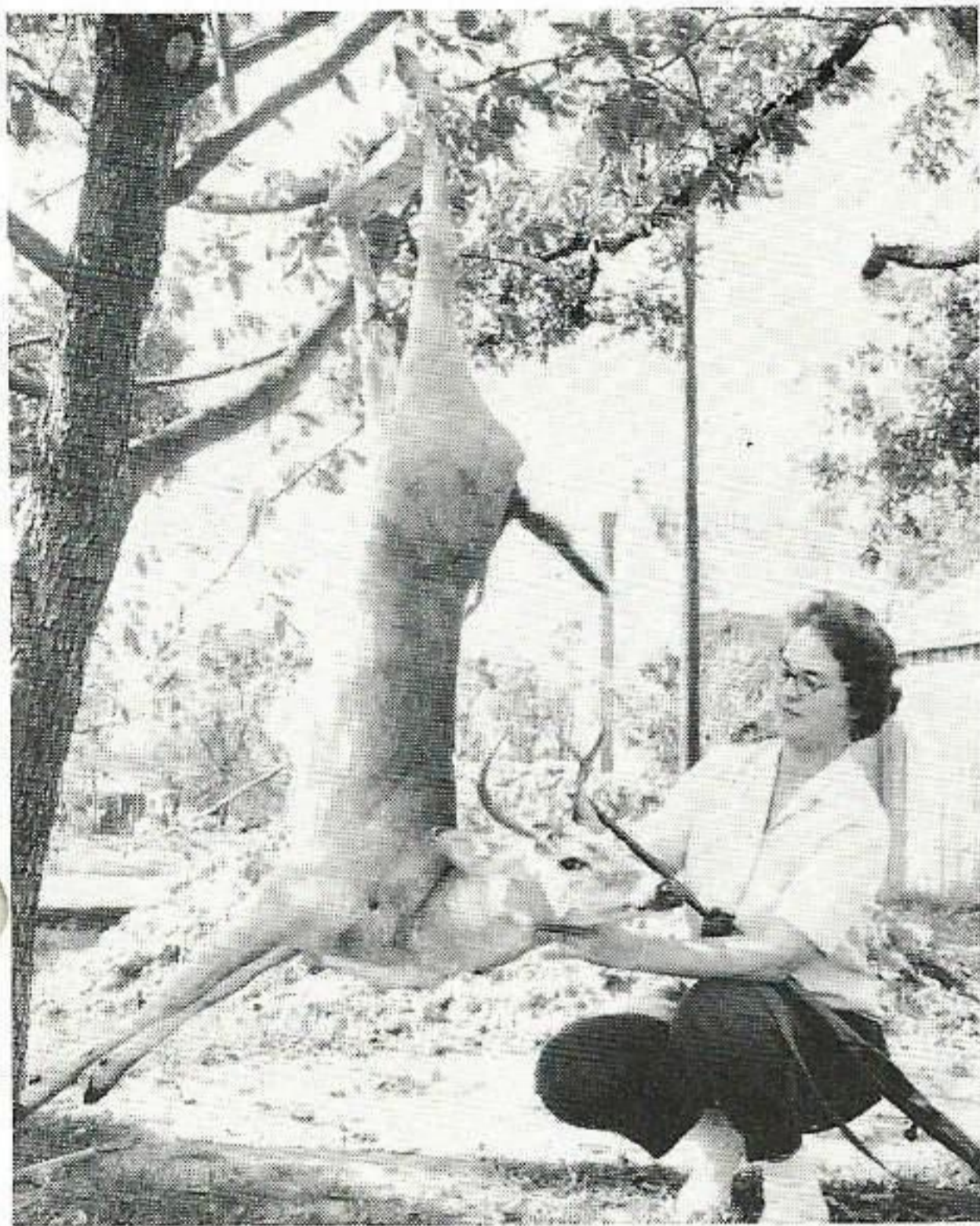


Mr. Ricks

Picture Personalities



HAPPY BIRTHDAY EMMA! The girls in System Engineering, recently surprised Emma Dru McMickin, of Relay and Communications, with a party on her birthday. On hand for the party were, left to right: Alice Crabbe, Planning; Nadine Hester, Electric and Civil; Jean McAfee, Electrical and Civil; Miss McMickin; Ruby Kessler, secretary to engineering manager; Bonnie Connor, Relay and Communications; and Elizabeth Bobbitt, Relay and Communications.



OPENING DAY KILL. Mrs. Bill Burke, wife of Calvert sales representative, killed this four pointer at 7:15 a.m. on opening day of deer hunting season. She is one of the few people in Calvert and the only one from the Calvert Office to get a deer this year. Bill has been hearing the same old words every day, "Are you letting your wife get ahead of you?"



FIRST CHRISTMAS. Carolyn Marie, daughter of Mr. and Mrs. E. L. Butler, he's serviceman in Calvert, was here in time for Christmas. She was born on Friday, November 15.



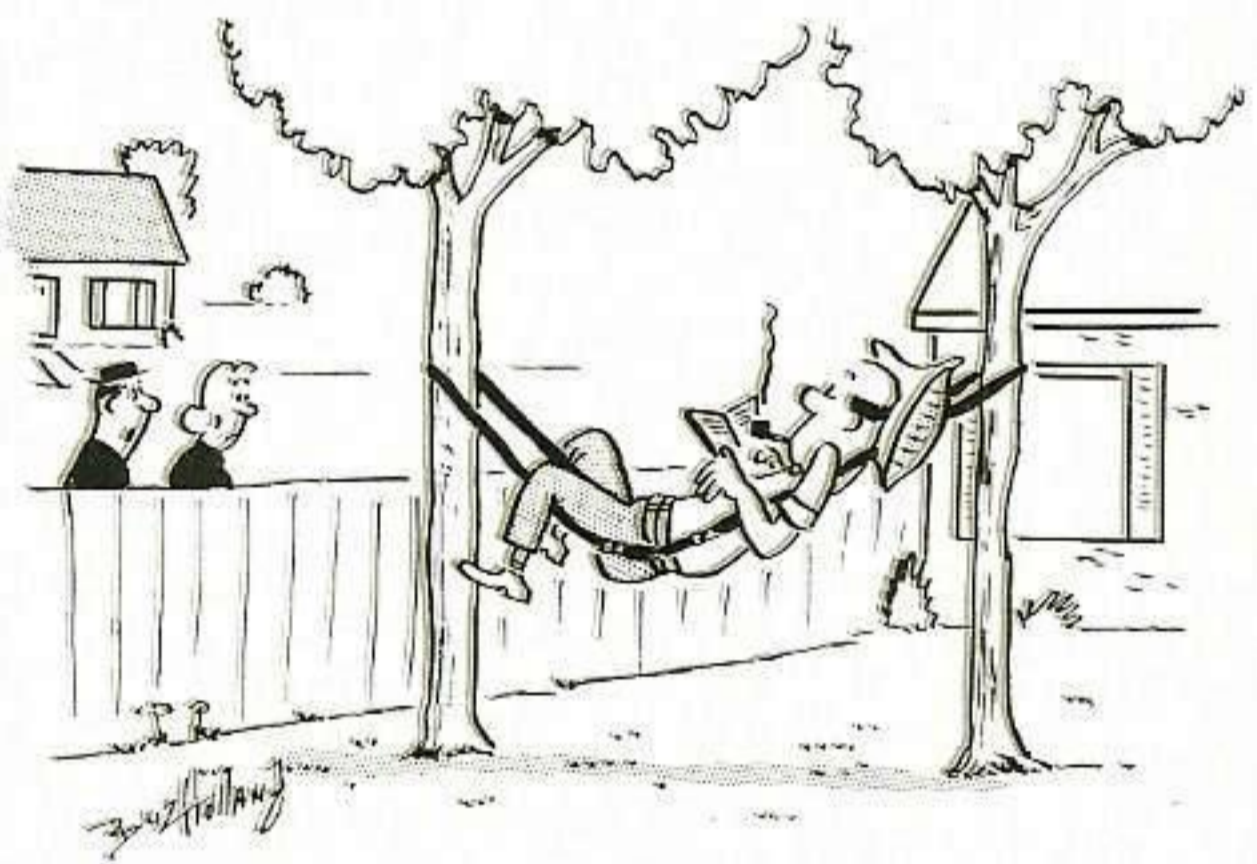
CHOSEN MASCOT. Cindy, daughter of Mr. and Mrs. Ray Smith, meter reader in Calvert, Texas, was chosen this year's mascot for the Calvert Junior High football team. Miss Cindy performed with the majorettes at half-time at all the games.



SURPRISED AT RETIREMENT. Arlyn Swonger, center, assistant treasurer of our Federal Credit Union in Beaumont, was surprised when her fellow Accounting Department workers presented her with this coffee table model hi-fi as she retired December 31. Making the presentation was E. L. Bailey, assistant treasurer for accounting.



"YOU CAN'T PUT ANYTHING BY ME." Gary Lynn, is the two-year-old son of Mr. and Mrs. J. L. Kelly of Port Arthur, where Mr. Kelly is employed in the Meter Department.



"Retired Lineman."

HEAD MAJORETTE. Vicki, daughter of Mr. and Mrs. Bill Burke, sales representative in Calvert, was named head majorette of the Calvert Junior High football team. This was Vicki's first year as a majorette.



HOLIDAY COOKING CLASSES PRESENTED. The Baton Rouge home service advisors presented a series of Holiday Cooking classes to the following ladies clubs and professional groups: Home Arts Group of the Humble Wives, Esso Newcomers, Junior Epochal, to all of the Home Demonstration Agents in Louisiana and to the Baton Rouge Home Demonstration Council. The programs featured new holiday recipes using the electric range and some of the electrical appliances. Holiday cookbooks and a booklet on Christmas lighting were given to those present. A total of 317 ladies attended these programs.



HEAVY LOAD. Flo Wenzell, System Operations, Beaumont, has her hands full as she shows off this 26 pound redfish she caught on the pier at Rollover. This is one time Flo's husband, Larry, Neches Station, didn't get to catch a thing.



BEST WISHES. C. W. Dobbertine, left, collector in the Sulphur District, was honored with a surprise party upon his retirement last month. George Gilmore, district superintendent, presents "Dobber" with a cake and gifts from his fellow Gulf Staters in Sulphur.



FAREWELL PARTY. The girls at Louisiana Station gave a gala farewell party for Frances Heffner as she left the Company last month. She received such gifts as a play pen, high chair, diaper container, sterilizer and an infant seat. Standing left to right are: Mrs. Heffner, Ann Gayle Stiegler, Joyce Rachal, and Judy Tucker.

Investor-owned electric power companies are engaged in far-reaching research and development . .

WHAT'S IN IT FOR YOU?



EXTRA-HIGH-VOLTAGE TRANSMISSION (EHV). As power needs grow in the future, electric lines will have to carry greater loads with greater efficiency. Under research conditions, an investor-owned power company and a manufacturer have achieved 775,000-volt transmission (most high-voltage lines today operate at 138,000 volts).

EVER since the days of Thomas Edison, the nation's investor-owned electric light and power companies have been using research and development to bring you the benefit of better and more economical service. They've been able to do it because you have given them your support as a customer. And they've done it with you in mind.

One result is the low unit price you now pay for electricity. On the average, a kilowatthour costs the residential customer less than half as much

today as it did 25 years ago. And you are being served by electricity in ever-increasing ways.

Together with equipment manufacturers, the investor-owned electric power companies are now engaged in hundreds of far-reaching research and development projects designed to brighten your future. These companies can supply and deliver all the additional electricity you—and a growing America—will ever need.

AFTER FIVE DAYS RETURN TO

*Plain
Talks*

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RETURN POSTAGE GUARANTEED

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

A Salute To Our Industry And to Our Customers!



FEBRUARY 9 - 15, 1964

THE three million men and women of the electrical industry observe National Electrical Week each year during the week of Thomas A. Edison's birthday, February 11. National Electrical Week is a time when attention is focused on the contributions that electricity makes to our economy, our high standard of living, and our progress as a nation.

- today's factory employee has the equivalent of 429 electrical helpers at his command in the form of electrical horsepower at work on his job. The Russian worker has only an estimated equivalent of 150.

- today the average price of electricity per kilowatt-hour is actually less than it was in 1935—despite the fact that nearly everything that goes into the generation and delivery of electricity has

increased in cost. The reasons for electricity's low-unit price are more efficient equipment, economies of distribution and increased use.

- one penny will supply electricity to run a steam iron for an hour—two pennies will supply electricity to run your television set for an entire day.

- with only one-sixteenth of the world's population, the United States has about one-third of the world's electric power producing capacity. The U.S. has more power capacity than the next five nations combined.

- more than 90 per cent of all energy used to power U.S. production machinery is electrical energy. Sixty years ago, industrial plants were powered mainly by water wheels, steam engines, and workers themselves.