

Plain Talks

GULF STATES UTILITIES COMPANY

JULY, 1962

IN THIS ISSUE:

- Area Students Attend Atomic Symposium
- Company Advertising Takes Top Awards
- Baton Rouge's Short Circuit Club Picnics
- Employees Bowl in First Annual Tournament

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

James S. Turner
Editor

Bunch Eads
Associate Editor

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

CONTENTS

Company Sponsors Students Trip to Atomic Symposium	2
Our Advertising Wins Recognition	4
Showcase of Electrical Living Opens in Baton Rouge	6
"Uncle Joe" Lane Assures Our Customers of Continued Good Service	8
Baton Rouge's Short Circuit Club Holds Annual Picnic	10
Employees Bowl First Annual Bowling Tournament	12

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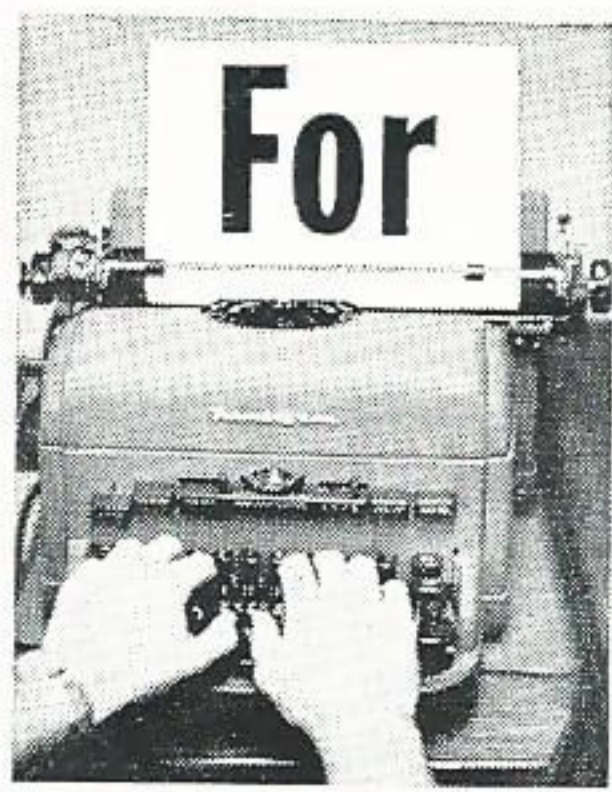
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OUR COVER

IN the good ole summertime . . . it's funtime . . . trips to the beach . . . fishing . . . outdoor play . . . and picnics. This group of happy Gulf States youngsters were enjoying themselves at the Baton Rouge Short Circuit Club's annual picnic held last month when our cover picture was made. It was funtime for Baton Rouge employees, their families and a group of girls from two children home's in Baton Rouge as they rode all the rides, visited with each other and consumed thousands of hot dogs and mountains of fried chicken.



Your Information...

300,000th Electric Customer Added

LAST month our Company connected electric customer number 300,000. It's difficult for a company like ours operating over 28,000 square miles, to identify exactly which customer is No. 300,000. And whether it was a new home owner, farm family, small business or industrial giant, this connection signals a continuation of the rapid growth of the versatile area we serve.

America's Shareowners Increase, Too

IF more Americans than ever are concerned about the state of the nation's economy, it's because more Americans own shares of stock in our Free Enterprise system than ever before. The shareowning population reached a new high of 17,010,000 this year, according to Keith Funster, president of the New York Stock Exchange. That's 10,000,000 higher than 10 years ago and 4,500,000 over 1959. Nearly one out of every six American adults is a shareowner today, compared with one out of 16 in 1952.

This growing army of shareowners, voters all, constitutes a healthy stumbling block in the path of those misguided Americans whose thirst for political power threatens the very economic system which has made the U.S. the greatest nation in history.

A Fallacy Exposed

PERIODICALLY it is argued that production of electricity from atomic power plants can be achieved on a substantial scale only if the government undertakes the program, preferably on a "crash", never-mind-the-cost-to-the-taxpayers basis.

Well, the answer to that demonstrable fallacy can be found in many areas of the country, where the tax-paying utilities are operating and

developing atomic power projects of varied kinds. A particularly good example is found in an announcement issued by a California utility. It will construct a 325,000 kilowatt atomic power plant at a location 50 miles north of San Francisco. Construction is scheduled to start in August of next year and to be completed in December, 1965. The cost will be \$61 million and all of it will be spent, without subsidy, by the company, and it will be a tax-paying asset for the state.

Of great significance, the plant is expected to produce electricity for less than six mills per kilowatthour—a cost competitive with a conventional steam plant in the particular area. It will be fueled with some 75 tons of uranium, equivalent to more than 3 million tons of coal, and this, it is estimated, will run the plant for 3½ years.

The progressive, investor-owned electric light and power industry has always provided this country with all the power it can use, at the lowest possible cost, and it pays huge sums in taxes for that privilege. What has been true of power production from conventional sources will be true of power production from nuclear sources—if the industry is given the chance to build atomic power plants.

Taxes Are Good — But

THE National Education Association has issued a booklet entitled "Taxes Are Good." It observes that "taxes are the price we pay for civilization."

This, of course, is a truism. Taxes, as one writer puts it, are good and necessary for civilization, in the same way that fire and water are good. But you don't have to burn down your house to warm your hands—and you don't have to open a dam and drown in the flood to get a drink.

The "Taxes Are Good" argument is used as a support for an almost endless list of government projects and proposals which advance the welfare state, reduce or destroy local rights and responsibilities, limit the freedom of groups and individuals, and dry up the normal sources of taxation—for example, housing subsidies, farming subsidies, public power schemes, federal aid to schools, federal medical aid plans, and so on.

So the "Taxes Are Good" theme needs to be carefully analyzed. They are good when levied for necessary purposes. They are bad when levied for purposes which should be undertaken, if they are to be undertaken at all, by local government or private enterprise.

... On the Other Foot

"Government statistics show concern over the fact that 25% of American families live beyond their incomes. Look who's talking." —Rose Meredith, Salem (West Va.) Herald.

What a Difference!

ACCORDING to a resident of Baton Rouge, the difference between a drunkard and an alcoholic is the drunk doesn't have to attend all those meetings.

—JST



The Big Shrinkage

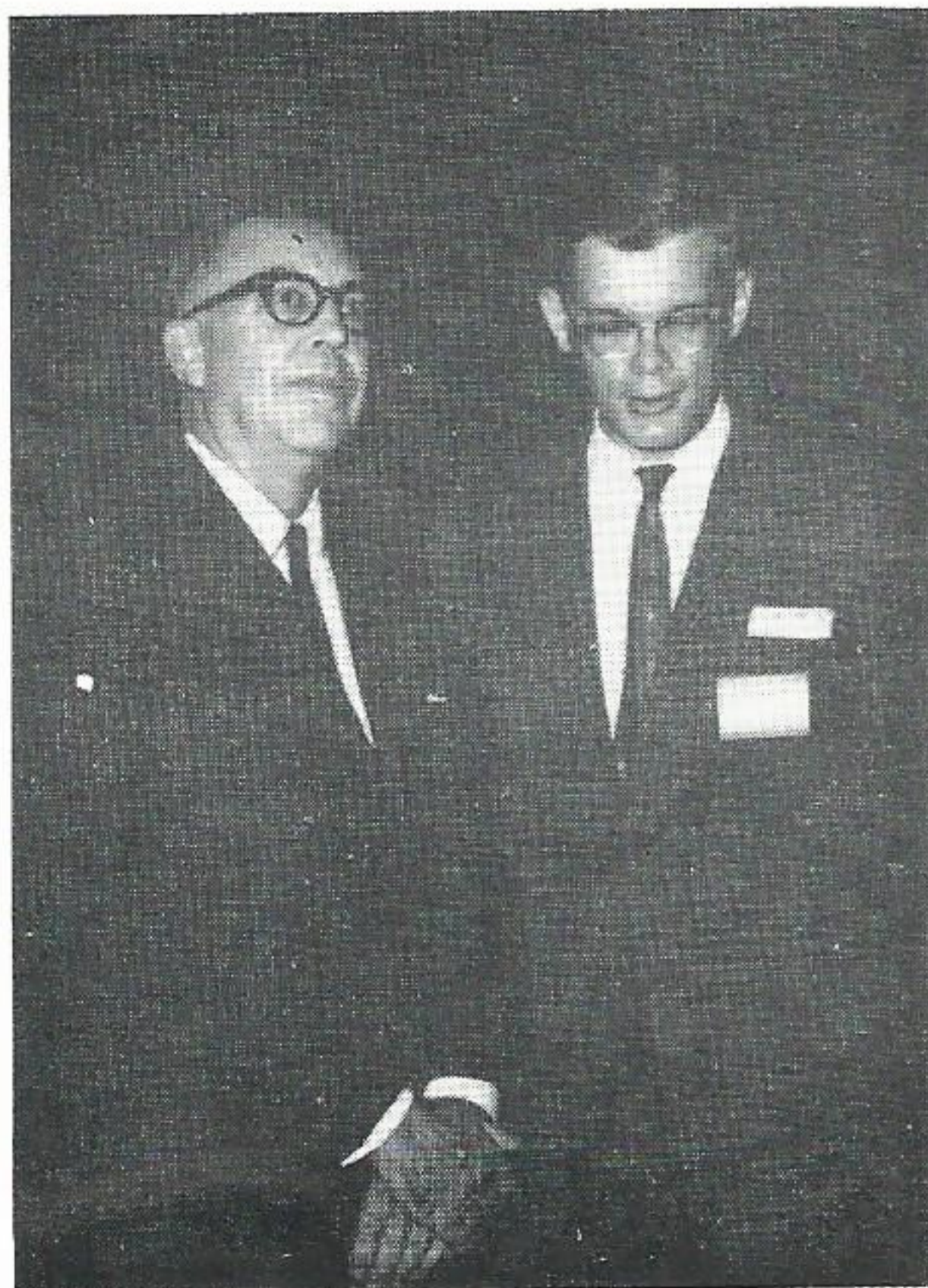


LISTEN TO SCIENTIST. Dr. Emmett L. Hudspeth, left, professor of physics and director of the Nuclear Physics Laboratory at the University of Texas, talks at an informal get-acquainted social following registration for the Nuclear Science Symposium June 9. This group of Gulf States-sponsored participants took advantage of an opportunity to question Dr. Hudspeth, noted researcher and one of the symposium speakers, on some of the advances and modern techniques in nuclear science.

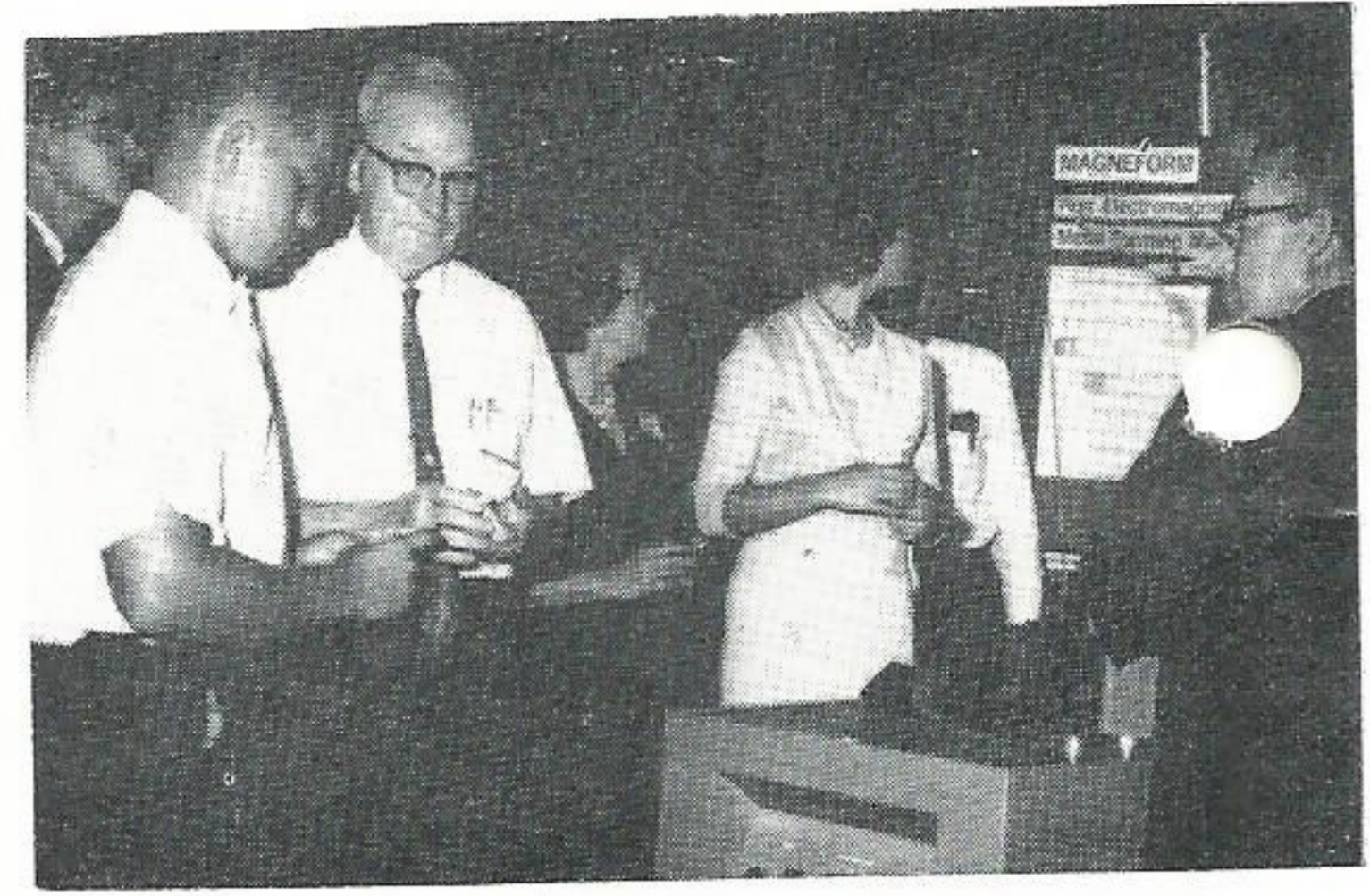
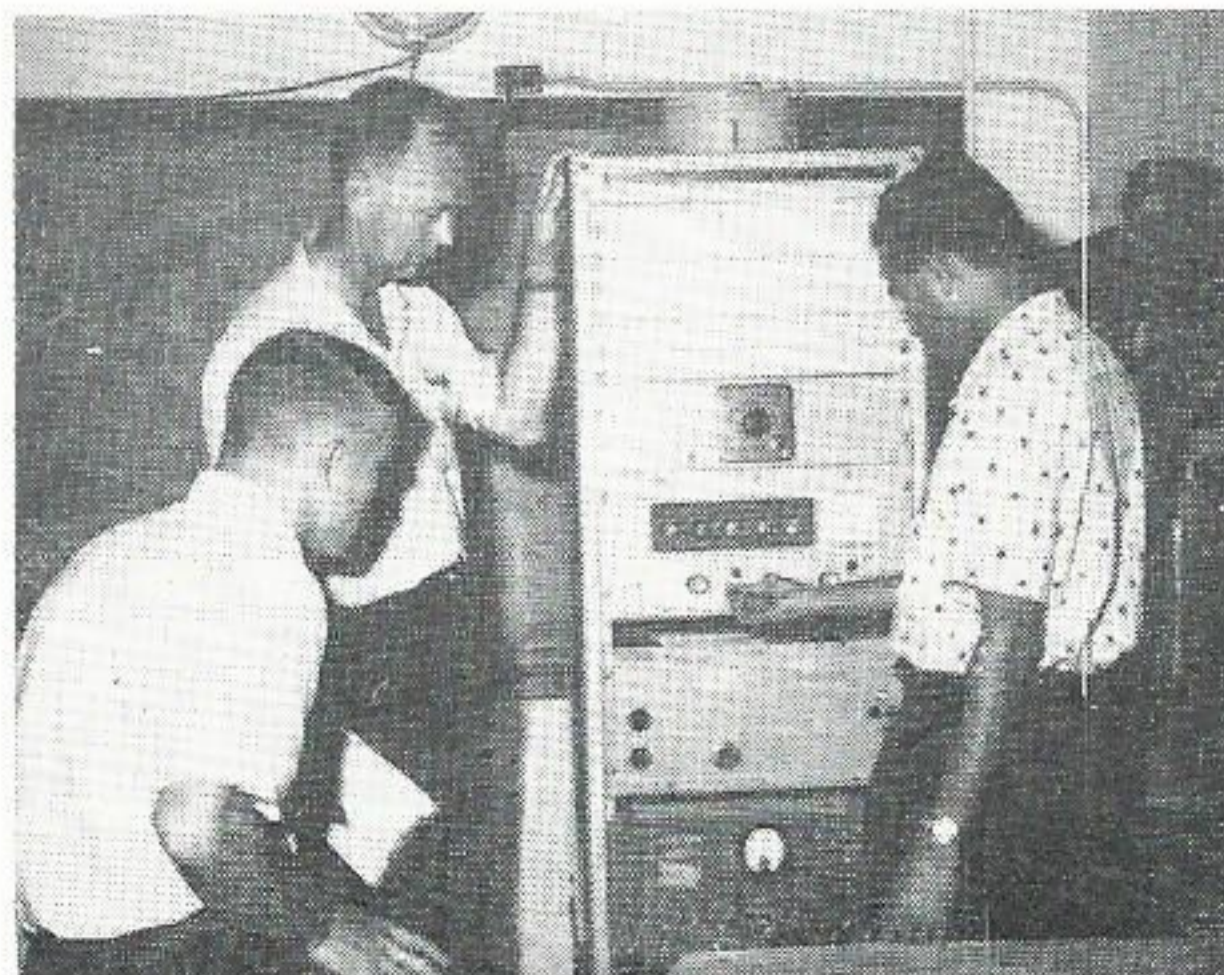
For second year, area students and teachers sponsored by our Company attend . . .

Nuclear Science Symposium

. . . at University of Texas for two-and-a-half mind-stretching days



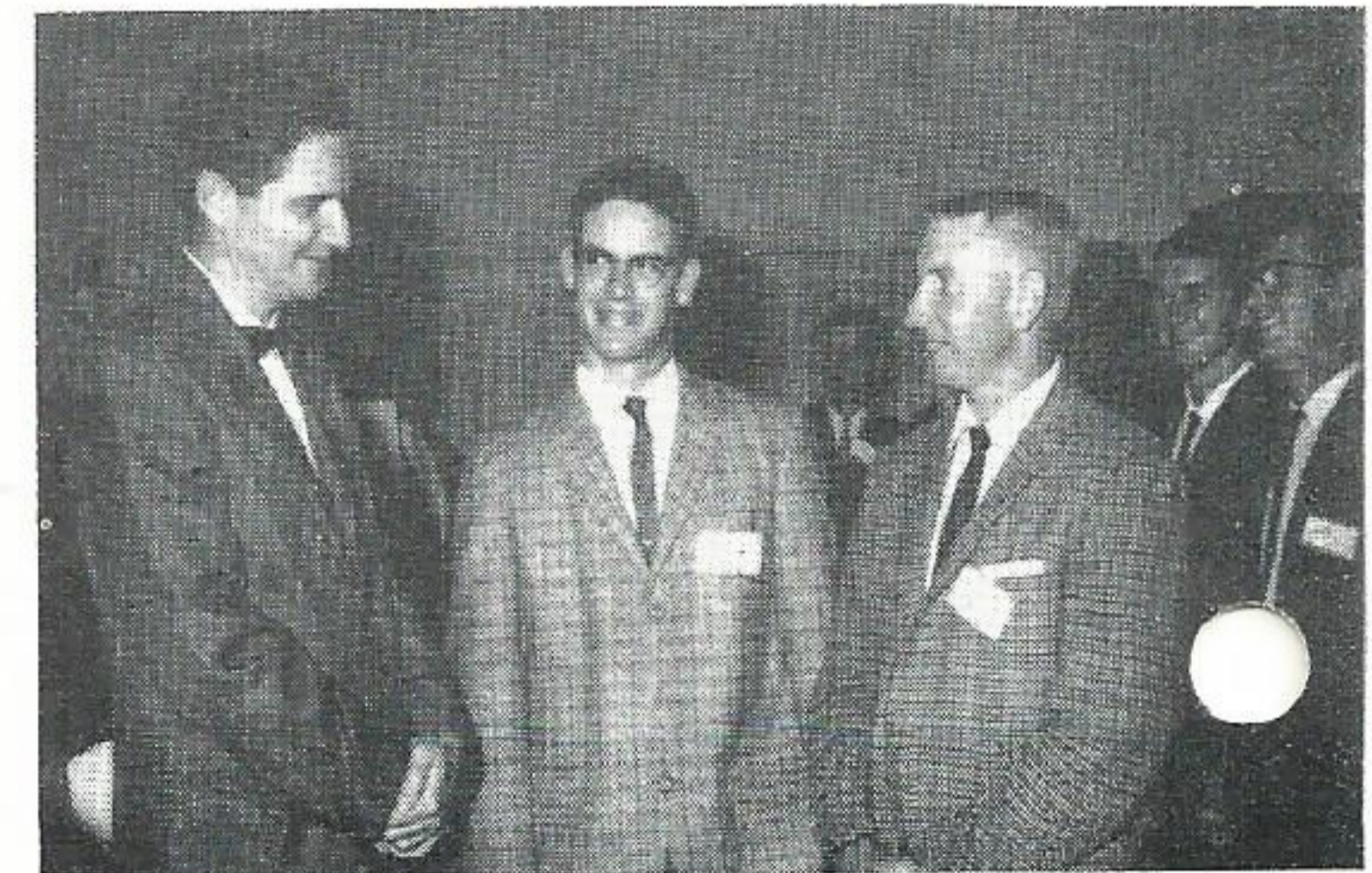
TALKS WITH UT PRESIDENT. Price Bradshaw Jr., right, son of the Neches Station test engineer and one of the participants sponsored by our Company at the Nuclear Science Symposium, talks with Dr. Joseph R. Smiley, president of the University of Texas, before one of the final sessions. Price attended the June 10-13 symposium from French High School.



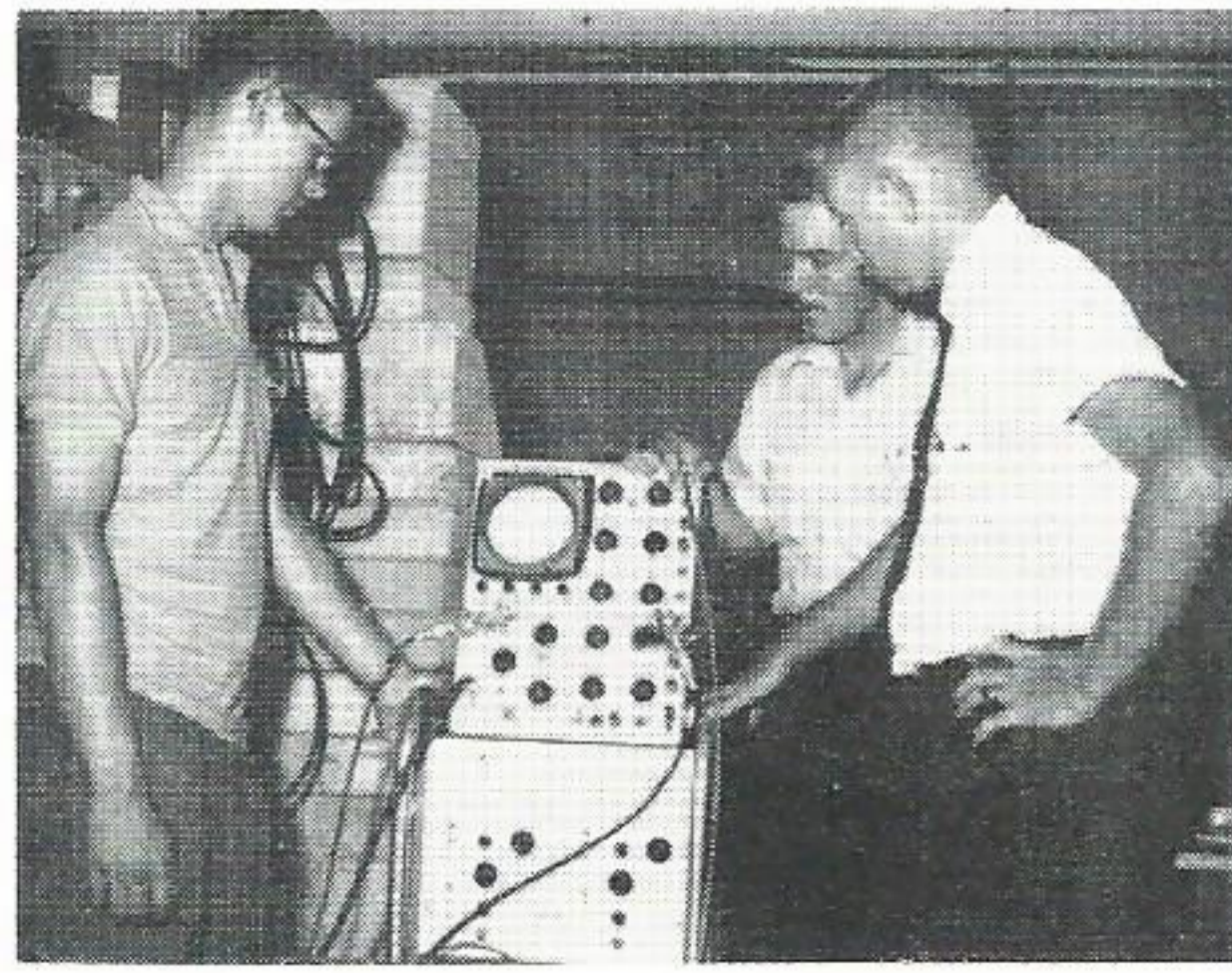
A GAIN this year, selected science students and teachers from high schools in our Company's Texas service area took an expense-paid trip to Austin for a mind-stretching two-and-a-half days of lectures, demonstrations and discussions.

The second Nuclear Science Symposium was held June 10-13 on the campus of the University of Texas. It was sponsored jointly by the university and the Texas Atomic Energy Research Foundation, an organization formed by Gulf States and the other 10 investor-owned electric utilities in the state. Approximately 400 students and teachers from over Texas attended the sessions in Austin, where they heard some of the nation's outstanding nuclear scientists.

Our Company paid room, board and travel expenses for 17 students and 14 teachers representing 16 high schools from the Beaumont, Port Arthur and Navasota divisions. Participants registered for the symposium on Sunday afternoon, June 9, and after the evening meal attended a get-acquainted group reception. During this reception students and teachers had an opportunity to talk with some of the scientists who lectured at symposium sessions.



Plain Talks



Youths' eager minds . . .

Scientists on the program were from Texas, Rice and Houston Universities and General Atomic Division of General Dynamics Corporation. General Atomic is co-sponsoring with the Texas Atomic Energy Research Foundation the world's largest privately financed research effort in the field of controlled nuclear fusion, seeking to control for peaceful purposes the million-degree heat of an H-bomb explosion.

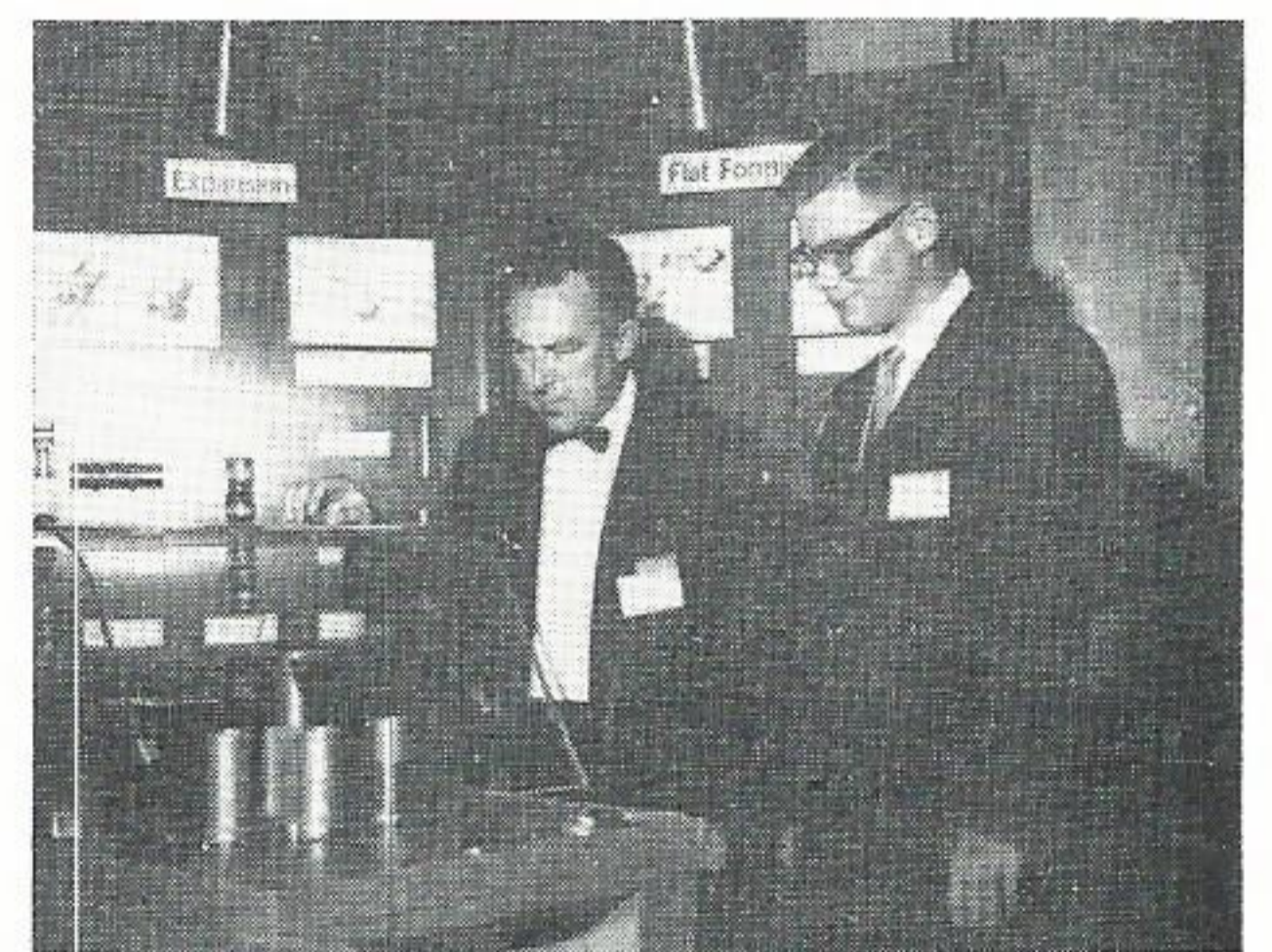
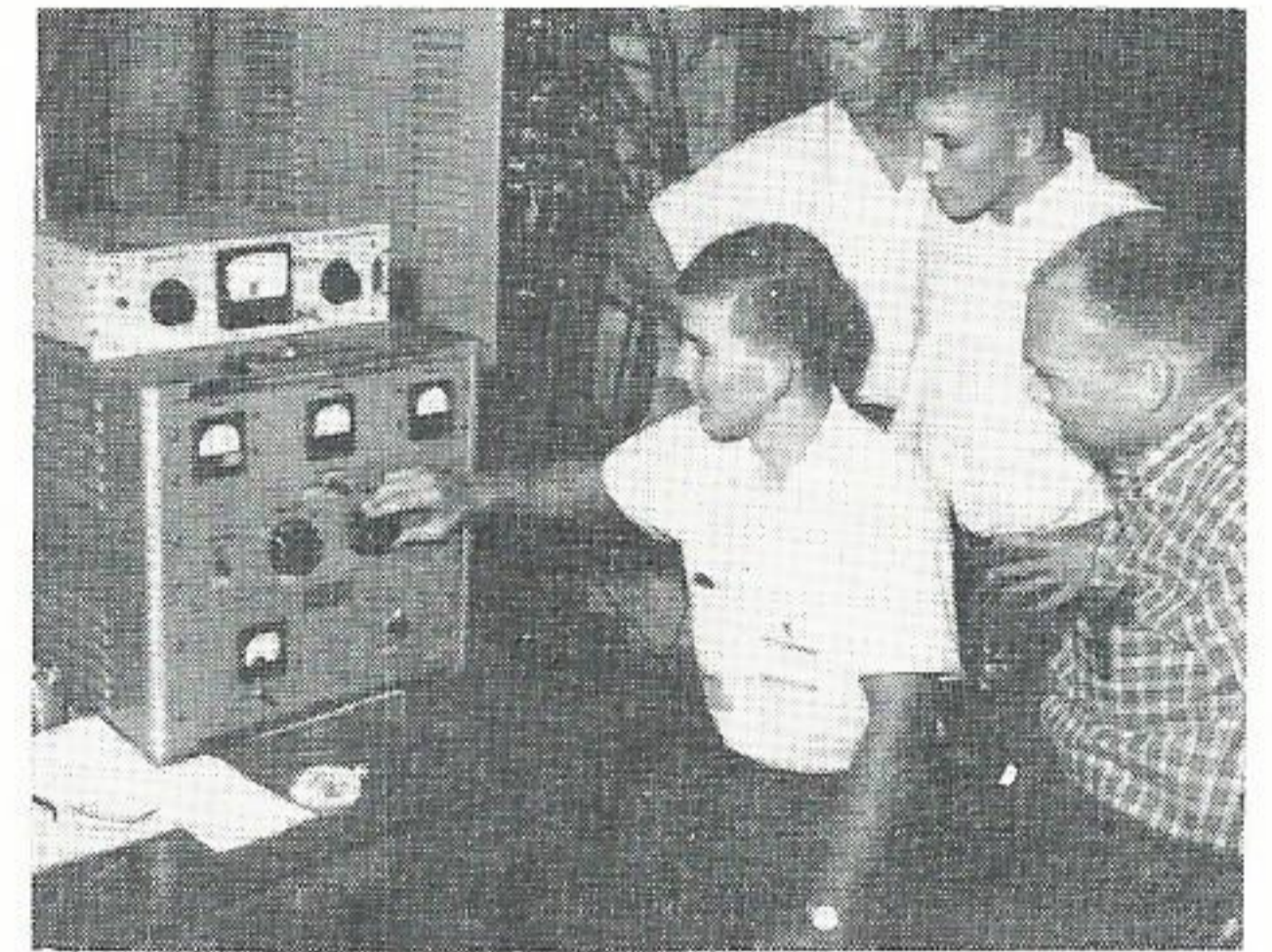
Three of General Atomic's top researchers came from San Diego, California, to speak at the symposium. They were Dr. Theodore B. Taylor, technical associate director of the Orion project for nuclear propulsion in space and senior research advisor at General Atomic; Dr. P. H. Miller Jr., assistant director of the John Jay Hopkins Laboratory for Pure and Applied Science; and Dr. D. W. Kerst, project leader on the controlled nuclear fusion research program. Howard Drew, executive vice president of TAERF, helped the university stage the informative sessions. Howard Fussell of the Publicity Department, Beaumont, was on board to assist Company-sponsored delegates during the symposium.

Participants, especially student participants, were not expected to completely understand everything covered

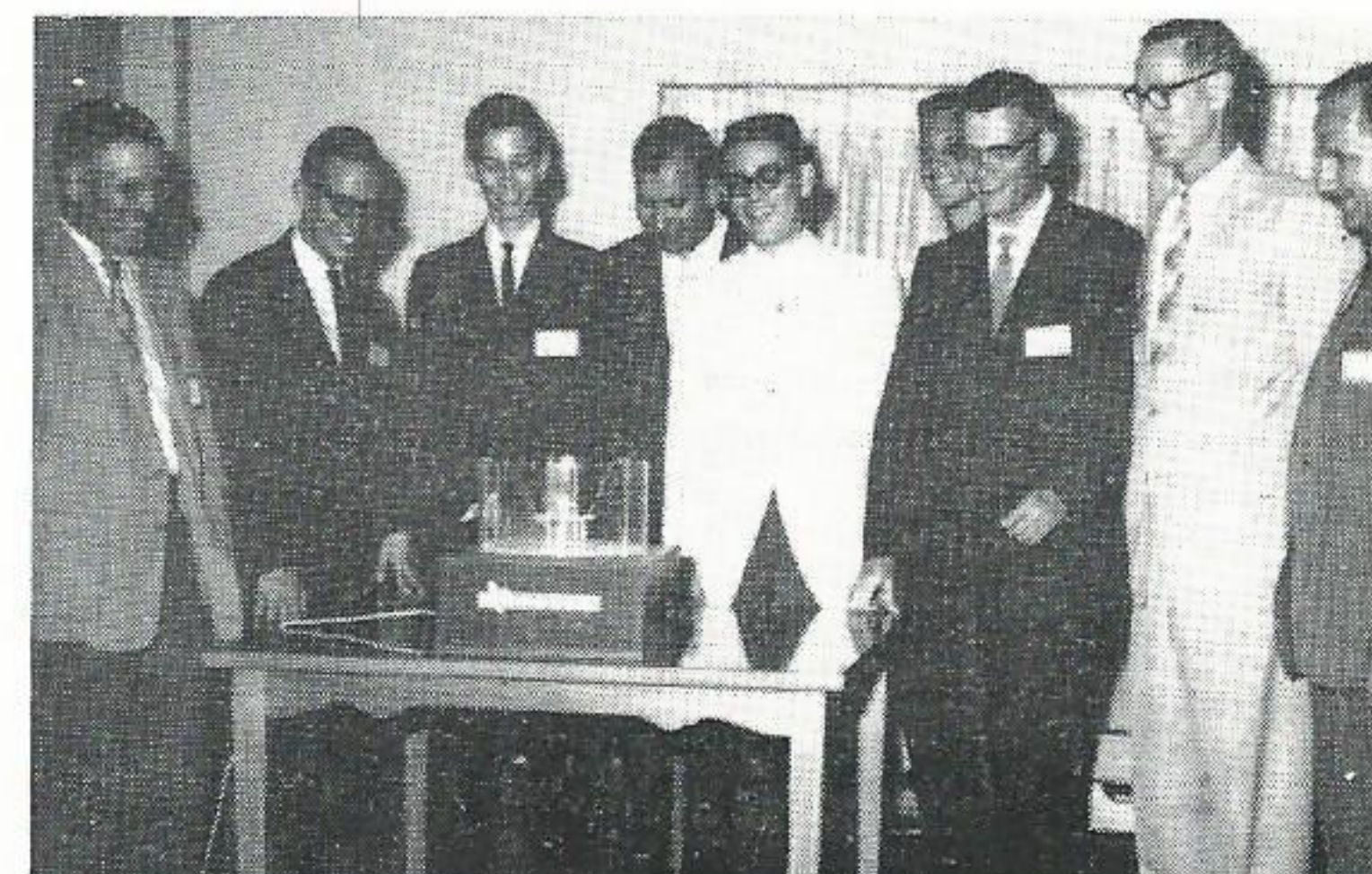
in the lectures. They were being exposed to highly technical, modern concepts and findings developed from research in nuclear physics. But in the words of Dr. W. T. Guy Jr., symposium chairman and head of the Department of Mathematics, University of Texas, "It is necessary that we occasionally climb up high on a mountainside so that we may look down and see what the rest of the world is doing."

The students and teachers took great interest in the lecture sessions. Many could be seen making notes, some even brought tape recorders. Brisk question and answer periods followed each session and lecturers were surrounded by inquiring teenagers after the group had been dismissed.

Dr. Theodore Taylor summed up for the participants the reason for continuing research by using this illustration: A mixed party of men and women set off in a spaceship using present-day methods of propulsion for an objective deep in space. A thousand years later, after enduring all the hardships of such a journey, their descendants step out of the spacecraft on this far-away planet only to be met by descendants of a party who got there 999 years earlier—the better way.



Listen, learn at Nuclear Session



*In international and local
competition our Company's . . .*

Advertising Wins Top Honors

OUR Company's advertising has won high honors on both the international and local levels.

Internationally, for the third time in the last four years, our Company was a winner in the Public Utilities Advertising Association's Better Copy Contest, the oldest such contest in the world.

Our first place award was for outdoor advertising—the electric food freezer—and was gained in competition with utilities in the U.S. and Canada having 150,000 to 400,000 customers. Over 400 electric, gas, water and telephone utility companies from the two nations annually submit advertising in the Better Copy Contest.

Takes Three First Places In Local Competition

In the fourth annual Beaumont Advertising Club's Awards contest, our advertising captured the second largest number of winning awards. Entries prepared by our Advertising Department won three first awards and four honor awards.

The Advertising Department, under the direction of Kenneth Sutton, won top honors in the following categories:

Classification three, newspaper, black and white, for the ad, "Five Cents' Worth of Electricity, Please", which appeared during August and October, 1961.

Classification five, newspaper, best use of color, for "Save \$25 on Sunflower-Clean Flameless Electric Cooking", which ran in area Sunday newspapers on April 8.

Classification 13, direct advertising piece, for "Environment for Learning" brochure on Forest Park High School in Beaumont.

Takes Four Honor Awards

The four honor awards were picked up in the following classifications:

Classification 13, direct advertising piece, for the "I'm Sold . . . on Flameless Electric Cooking" griddle mailer.

Classification 14, direct advertising campaign, for four "Electric Cooking News" mailers.

Classification 16, brochures catalogs and annual reports, for the "EFL" brochure.

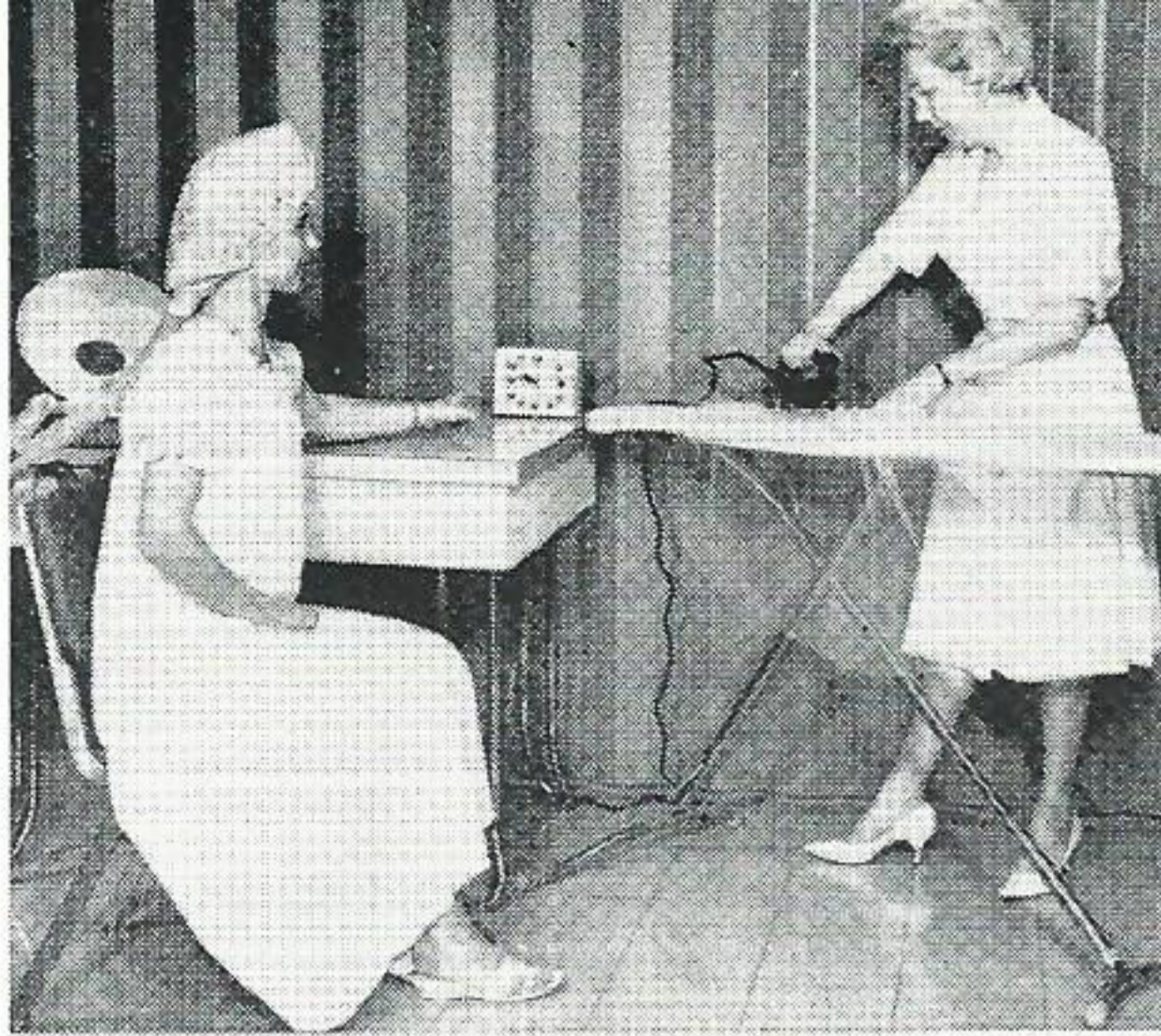
Classification 17, displays and exhibits, for "Today's Best Buy" window display which appeared on our sales

floors during July, 1961.

Jim Turner, supervisor of advertising and publicity and president of the Ad Club, presided at the awards banquet. Presentation of the awards were made by Alex Chesser, Houston advertising and public relations executive. Herschel Mathews, supervisor of production, was chairman of the Ad Award committee.



WINS TOP AWARDS. Our Company's advertising took top honors in two advertising contests this past year. A first place was won in the Better Copy Contest sponsored by the Public Utilities Advertising Association; and in the fourth annual Beaumont Advertising Club's Awards contest we came away as the second top winner with three first awards and four honor awards. Responsible for this prize winning advertising are, first row, left to right: Kenneth Sutton, director of advertising, Al Young, residential sales advertising writer; Jack Shofner and Herschel Campbell, artists; and Walter Wright, industrial and commercial sales advertising writer; second row, Jim Turner, supervisor of advertising and publicity; and Herschel Mathews, supervisor of production.



Their big day

On the all important June wedding day, some very important people depend on electric service to do so much so quickly — and to keep them fresh and cool, too. In the years ahead, the new homemaker will come to appreciate that G.S.U. service is one of the best bargains in the family budget. (Her mother already does!)

GULF STATES UTILITIES COMPANY
Keeping our electric service your best BARGAIN



Bargain Counter

Electricity is working here! Telling time, making sheets, cooking the meat, heating water, washing dishes. At bargain wages, too! No wonder she calls it her bargain counter.

Fact is, G.S.U. electric service is your family's best bargain throughout the house. An electric hot pump, for example, keeps your entire home refreshingly cool in summer, scorching warm in winter. Can you think of anything else that does so much, so often for so little?

GULF STATES UTILITIES COMPANY
Keeping our electric service your best BARGAIN



We don't plan bargain days

They occur naturally. One day after another, your 'found. Here's why: the average unit cost of our electric service continues to go down. In the last 24 years it has decreased 48% while practically everything else has gone up. Every day, more and more people are deciding to switch to all-electric living.

For instance, more than 3200 families served by G.S.U. now use all-electric heat pumps for year-round air-conditioned comfort.

Can you think of any other service that does so much, so often for so little cost?

GULF STATES UTILITIES COMPANY
Keeping our electric service your best BARGAIN



ORDERS OF THE DAY

Many of Mother's orders call for electric service. Obviously, some very important people depend on G.S.U. service to do so much so often for so little cost.

GULF STATES UTILITIES COMPANY
Keeping our electric service your best BARGAIN



Time Out...

During emergencies, some very important people depend on G.S.U. service to do so much so often for so little cost.

GULF STATES UTILITIES COMPANY
Keeping our electric service your best BARGAIN



Hot Dog!

Some very important people (and very appreciative animals!) depend on G.S.U. service to do so much so often for so little cost.

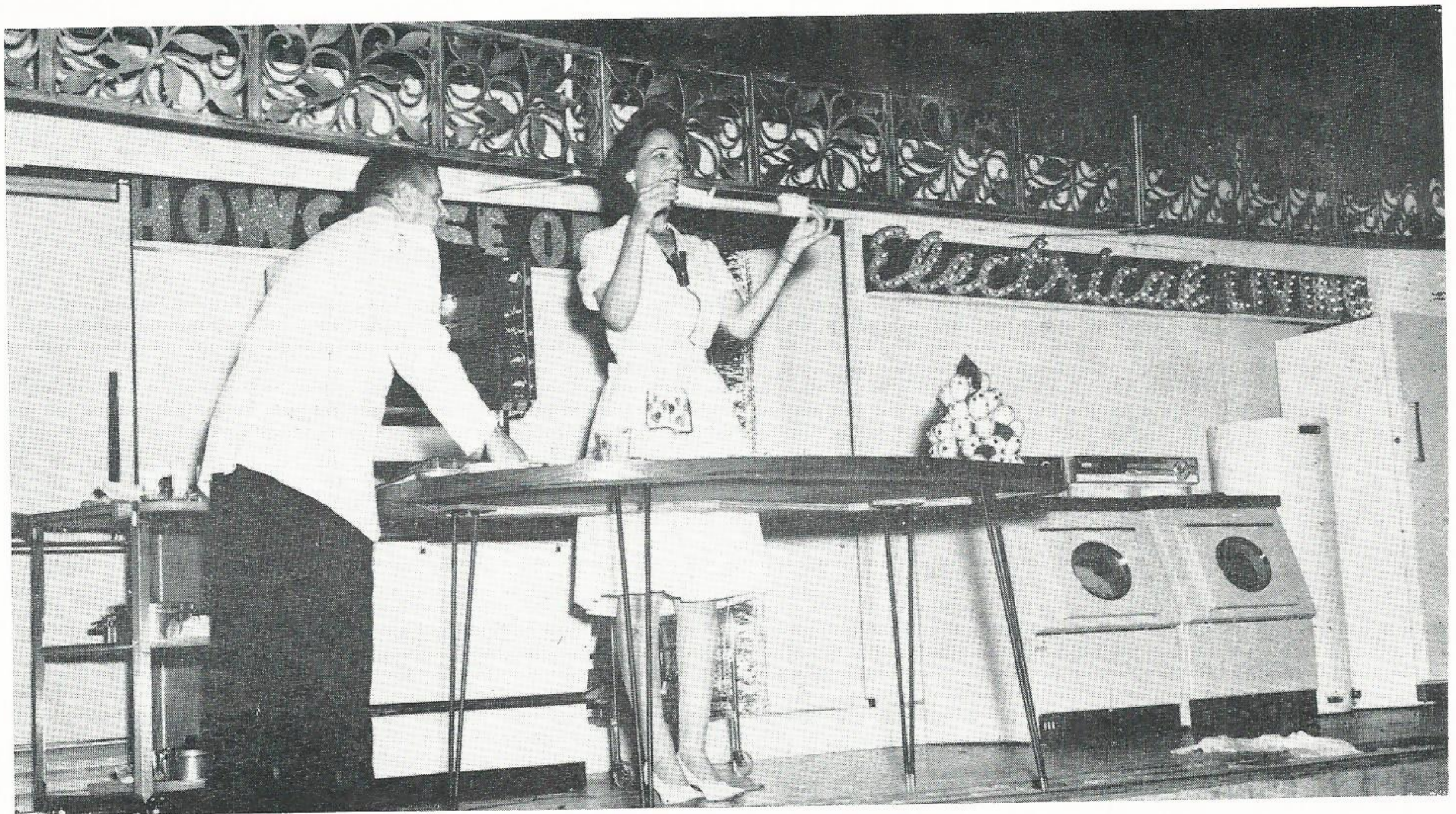
GULF STATES UTILITIES COMPANY
Keeping our electric service your best BARGAIN

Summer Advertising Stresses "Bargain" of Our Service

THROUGHOUT the summer months the ads featured on this page will appear in your local daily and weekly newspapers. This institutional advertising program is designed to promote our dependable electric service and to remind our 300,000 plus customers that our electric service is their best bargain.

The lovely model featured throughout the campaign is Nora Ann Baldwin, an employee in Records Management, Beaumont. Mrs. Baldwin has been an employee of our Company since February, 1959, and her husband, Harvey, is employed by Sears, Roebuck and Company in Beaumont.

Our other models are Franklin Shofner, son of Jack Shofner, artist, Advertising; Susie Goodeaux, the niece of Betty Nixon, stenographer in System Residential Sales; Miss Suzie Stuart, secretary to production-construction manager, and Sparky, Labrador retriever owned by Herschel Campbell, artist, Advertising.



SHOWCASE OF ELECTRICAL LIVING. Joe DeJean, supervisor of residential sales promotion, Beaumont, assists Mildred Tribble, home service advisor, Baton Rouge, with one of the many demonstrations of the use of electrical appliances before the capacity crowd (opposite page) that attended the two day showing of the "Showcase of

Electrical Living" in Baton Rouge last month. Mr. DeJean was master of ceremonies during the presentation. The "Showcase" will be the format for the electrical appliance programs to be presented to the public throughout our system this year by our home service staff. The showings were attended by 2,000 ladies.

Baton Rouge ladies, 2,000 of them, came and learned how they can better enjoy total electric living as our home service staff presented the first edition of . . .

SHOWCASE OF ELECTRICAL LIVING

. . . a real live stage show to be presented throughout our service area this summer and fall



A predominately female crowd of nearly 2,000 enjoyed learning the advantages of total electric living during the "Showcase of Electric Living," June 19-20 in the Gordon Theater in downtown Baton Rouge. The show was sponsored by our Company and the two Baton Rouge newspapers, the Morning Advocate and State-Times.

The Baton Rouge edition of the "Showcase" lasted two hours each day and featured the latest in time-saving recipes, cooking methods and appliances as well as a fashion show and prizes.

Highlighting the shows were the different cooking hints offered. Mildred Tribble, Baton Rouge

Division home service advisor, prepared a full-course meal for each audience and demonstrated the various attachments on the General Electric Americana electric range she used. Other home economists representing Hamilton Beach, Philco-Ford and Westinghouse gave demonstrations with small appliances, home freezer and washer-dryer combination.

Joe DeJean, system supervisor of residential sales promotion and master of ceremonies for the two-day show, explained the advantages of an electric dishwasher. The enthusiastic audiences were led from scene to scene by Reddy Kilowatt, portrayed by Miss Cherry Foret, member of the Baton Rouge Ballet Theater.

A General Electric Americana range was awarded as the grand prize on the second day of the show. Winner in the first day's drawing received an RCA Whirlpool electric dishwasher. Many others left with prizes ranging from certificates for baskets of groceries to small appliances and dishes prepared during the shows.

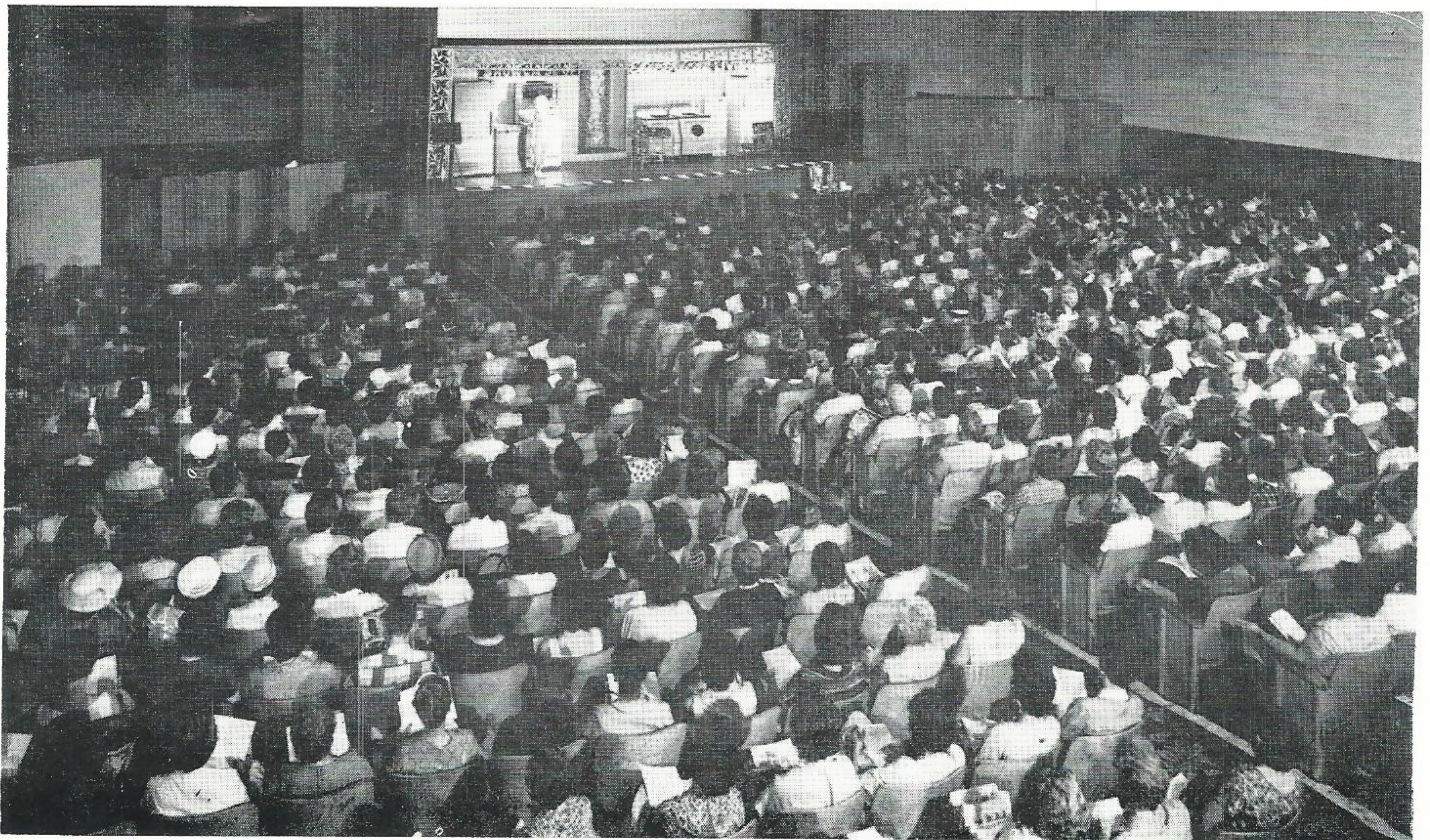
Another highlight of each day was a style show featuring fashions from D. H. Holmes in Baton Rouge. Styles modeled included play clothes and a dress for the younger set, bathing suit, cocktail dresses, lounging clothes and sport clothes.

The shows were under the direction of Marcus Andrews, Baton Rouge superintendent of residential sales.

The "Showcase of Electric Living" is scheduled for presentation throughout the system.



FREEZER DEMONSTRATION. Miss Lily Johnson, home economics consultant for the Southwestern area of Philco Corp., explains to the ladies how they can use their home freezers in the most efficient and economical manner.





TRAINING A NEW SALESMAN. J. T. Lane, residential sales representative, Baton Rouge, tells new employee Stephen B. Street of the importance of organizing sales and customer relations details before leaving the office to call on customers. When "Uncle Joe" retires in October, Steve will take over keeping the more than 10,000 residential customers in "Uncle Joe's" territory satisfied.

The Long Line Of Service Continues

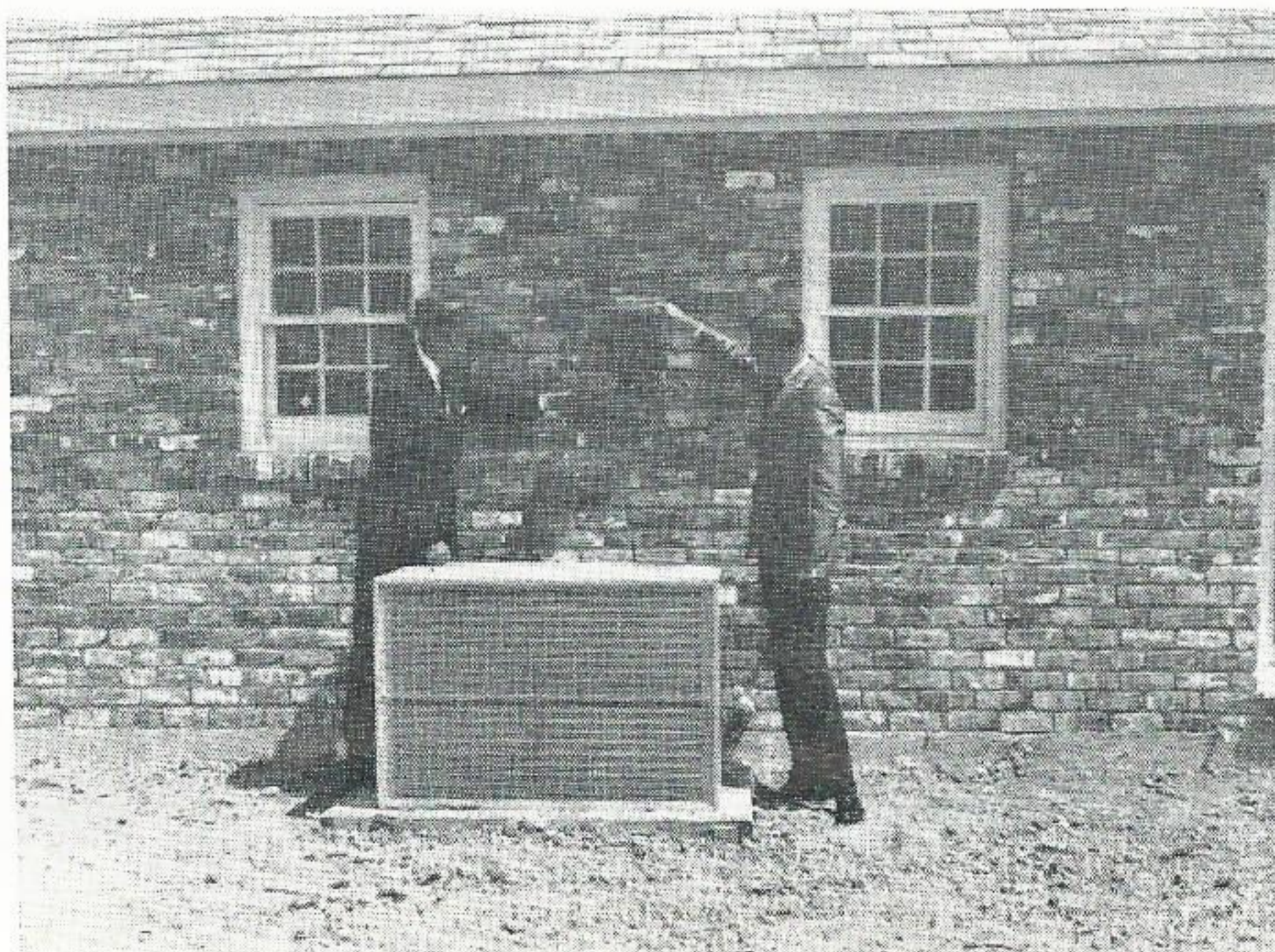
*... as "Uncle Joe" Lane trains
new residential sales representative
to assure our customers of continued
dependable service after he retires.*

*By Frank Keegan
Baton Rouge Sales*

JOSEPH T. LANE, senior residential sales representative, Baton Rouge Division, will retire on October 1 with more than thirty years of service with our Company.

During the course of these years, Mr. Lane has made many friends for our Company through his sales and customer relations efforts. In his sales territory, which has over 10,000 residential customers, he has become known as a member of Gulf States that is entirely capable of assisting customers in need of the various company services.

CHECKS HEAT PUMP INSTALLATION. Mr. Lane explains the important features of wiring system and compressor unit of a typical heat pump.



Being keenly interested in his past company endeavors, "Uncle Joe," as he is known to both Gulf Staters and customers, has undertaken the task of insuring that all his past efforts and experiences will not cease to bear fruit when he retires. He is now in the process of training a new residential sales representative, who will assume "Uncle Joe's" sales territory upon his retirement.

The younger component of this "Old and New" combination, Stephen B. Street, is presently working to carry on Company tradition.

"Uncle Joe's" trainee has a good background to call upon in assuming the position made available by the "Old" for the "New". A native of Alexandria, Louisiana, Steve received his Bachelor of Science in Business Administration from Louisiana Polytechnic Institute, Ruston, Louisiana. Upon graduation, he served a tour of duty in the United States Army as a member of the Fourth Training Regiment at Fort Jackson, South Carolina. Prior to coming to Gulf States, he worked one year with a national organization in a sales position. No stranger to electric utility operation, he is the son of Thomas P. Street, secretary of Central Louisiana Electric Company, Pineville, Louisiana.

From Lane to Street

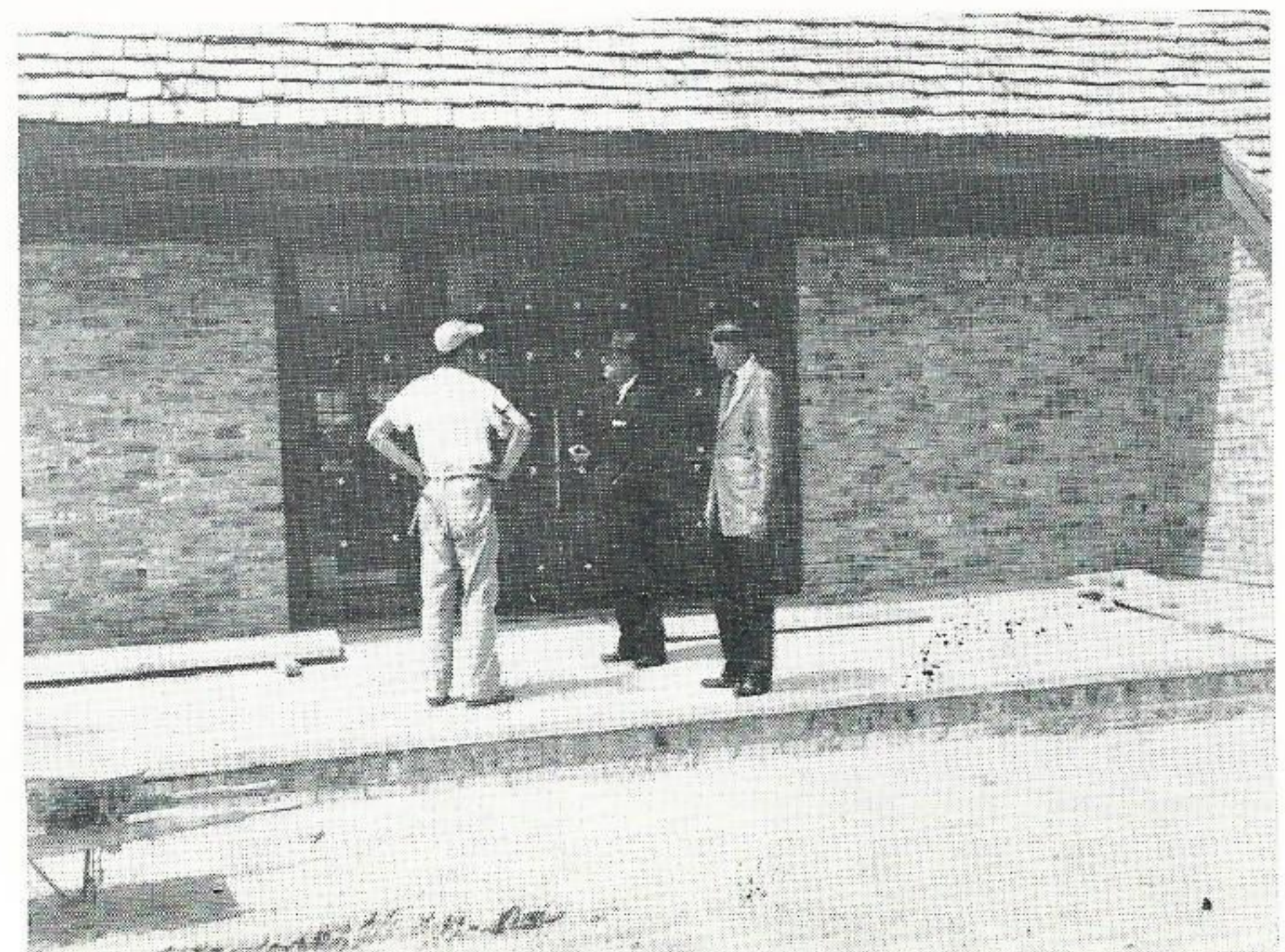
"Uncle Joe" is thoroughly orienting Steve in the various duties of a residential sales representative. Making dealer calls, promoting Medallion Home construction, and assisting customers concerning electric service are only a fraction of the responsibilities of the residential sales representative, now being taught and learned by the "Old and the New," respectively.

More than 35 years have passed since "Uncle Joe" began his employment with our Company, then known as Baton Rouge Electric Company, giving him an opportunity to witness many operational changes and developments.

"The experiences I've gained during this period I want to convey to my successor," says "Uncle Joe". "I feel that they'll contribute to the growth and productivity of Steve in his sales career."

"Of course," said "Uncle Joe," "I hope the end result of this operation will be an assurance that sound and helpful customer service will continue uninterrupted as our transition from the "Old" to the "New" is completed."

CHECKS MEDALLION HOME PROGRAM. Mr. Lane, accompanied by Mr. Street, talks to a house building contractor at the job site.





GETTING A LOOK AT NEW LIGHTING EQUIPMENT. Our Company's commercial and industrial sales and engineering personnel got a look at what the lighting equipment industry has to offer in that field. Participating in the lighting meeting in Beaumont were, left to right: Wayne Hiter, industrial engineer, Port Arthur; Mel Cole, application engineer, Beaumont; Maury Babin, Line Material Co., Houston; Howard Mack, division engineer, Port Arthur; Lee LaFleur, section head, Lake Charles; Jack Follmer, section head, Beaumont; Jerry St. Dizier, lighting engineer, Lake Charles; J. W. Waltrip, Line Material Company, Beaumont; Flynn Chamblee, Line Material Company, Dallas; Jack Tate, Pemco, Dallas; Dick Landry, system supervisor for lighting sales promotion, Beaumont; Jim Stelly, commercial sales supervisor, Baton Rouge; Bob Mugridge, Pemco, Philadelphia; and Bill Thomson, commercial and industrial sales supervisor, Beaumont. Present at the meeting also were Virgil Shaw, commercial and industrial sales supervisor, Port Arthur and L. V. Dugas, Superintendent of commercial and industrial sales system, Beaumont.

accomplishing this is by providing expert advice on existing or planned lighting installations. Meetings such as this annual one held in the general office building in Beaumont help to provide information on the latest developments in the lighting industry.

New Lighting Features

For example, one lamp manufacturer plans to be producing a new metallic-vapor lamp by early 1963. This new source of white light has up to twice the efficiency of mercury vapor lamps and is greatly improved in color. Early information indicates these lamps will operate on some existing mercury vapor ballast and therefore have a very high potential for use in street lighting and floodlighting applications. A street lighting manufacturer has already taken steps to make their ballast compatible with this new lamp.

Members of Gulf States' Street Lighting Committee are Virgil Shaw, supervisor of industrial and commercial sales, Port Arthur; Jerry St. Dizier, lighting engineer, Lake Charles; Jim Stelly, supervisor of commercial sales, Baton Rouge; Jack Follmer, section head, standards, System Engineering; A. M. Melancon, supervisor of standards, System Engineering; and Dick Landry, system supervisor of lighting sales promotion.

Newest Features of Street, Flood Lighting Discussed

*. . . as Company and industry
lighting experts meet in Beaumont*

OUR Company's Street Lighting Committee met with representatives of nine firms in the lighting industry June 26-27 to discuss the latest improvements in mercury vapor, incandescent and fluorescent lighting fixtures. Also dis-

cussed during the two-day meeting were new lamp developments and a new line of floodlighting equipment.

Our Company continually strives to improve service to the communities in our area. One of the many ways of

Participate in Meeting

Manufacturers' representatives participating in the lighting meeting were: Tom Broussard, Revere Electric Manufacturing Co., Houston; Russ Hawkins, General Electric Co., Beaumont; Hugh Magruder, General Electric, Houston; J. E. Tewart, Westinghouse Electric Corp., Cleveland; Kirke Coney, Westinghouse Electric, Houston; Jack Little, Westinghouse Electric, Beaumont.

Frank Wallace, American Electric Mfg., Memphis; Jim Johnson, American Electric, Houston; C. W. Willard, Joslyn Mfg. & Supply Co., Chicago; Cecil Rhoads, Joslyn, Houston; Len Powell, Joslyn, Dallas; Bob Turpin, Sylvania, Dallas; Gene Hoge, Sylvania, Houston; Jim Leary, General Electric, Beaumont; Al Davis, Crouse Hinds, Houston; Maury Babin, Line Material Co., Houston; J. W. Waltrip, Line Material, Beaumont; Flynn Chamblee, Line Material, Dallas; Jack Tate, Pemco, Dallas; and Bob Mugridge, Pemco, Philadelphia.

*It was family fun time
at Baton Rouge's
Short Circuit Club's
annual . . .*

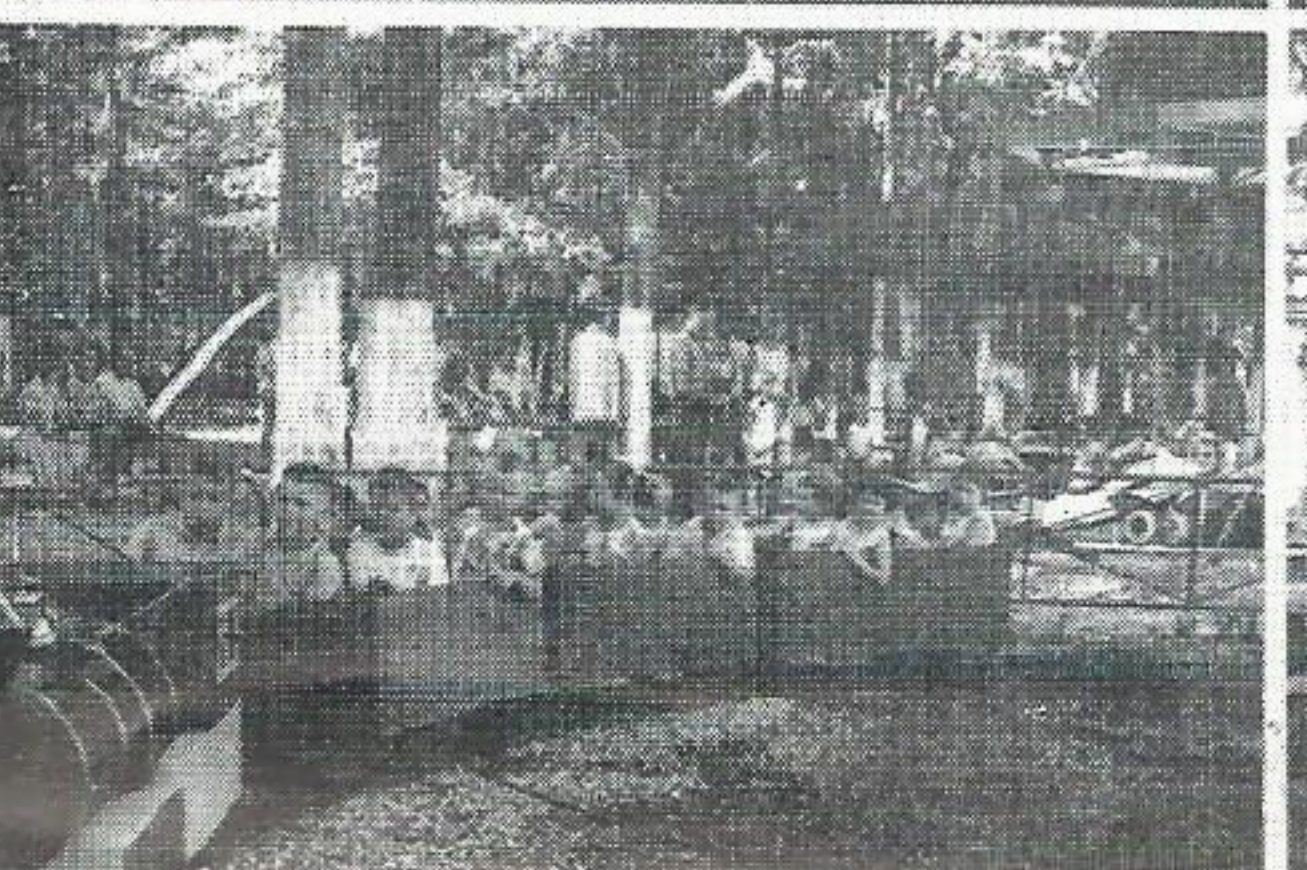
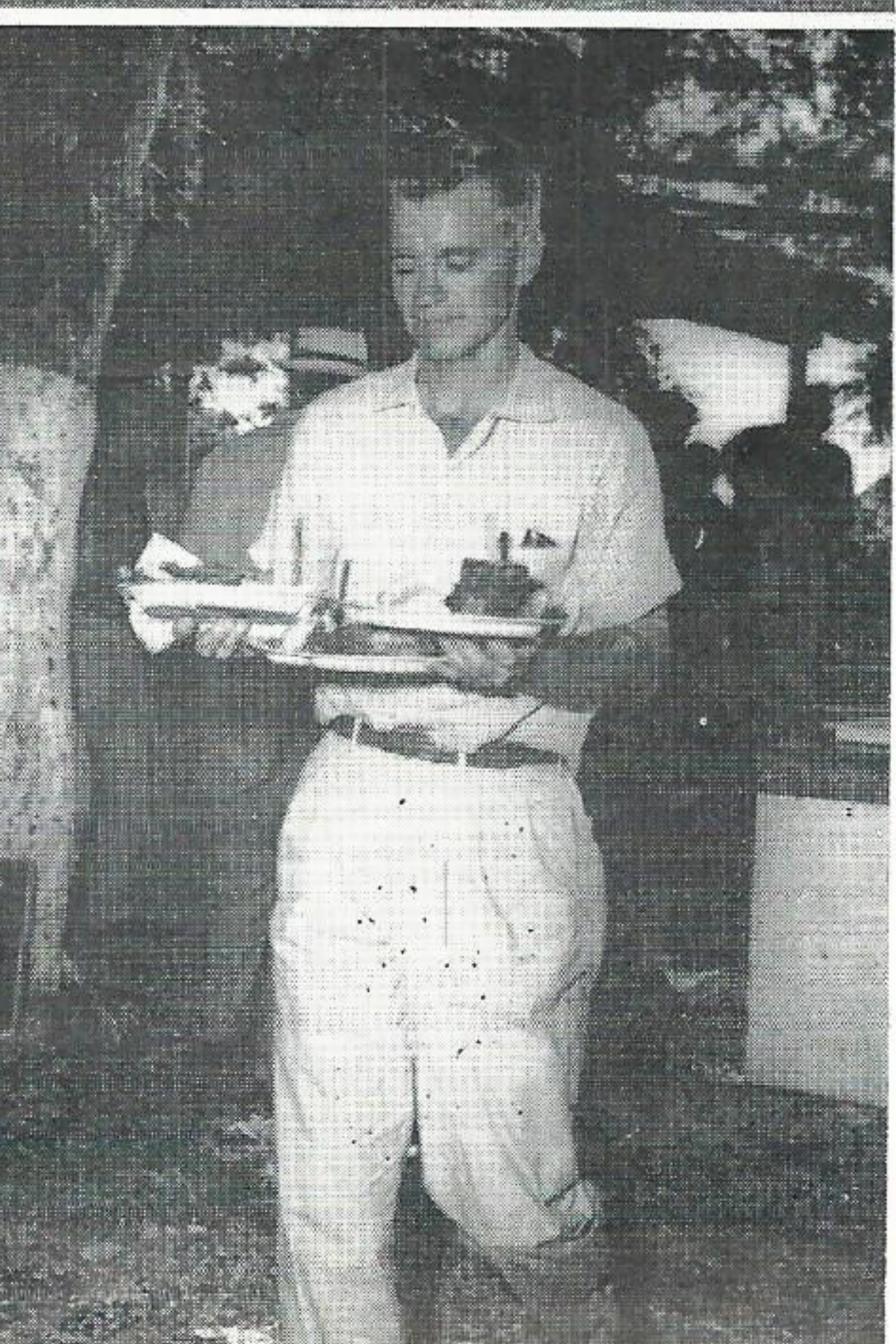
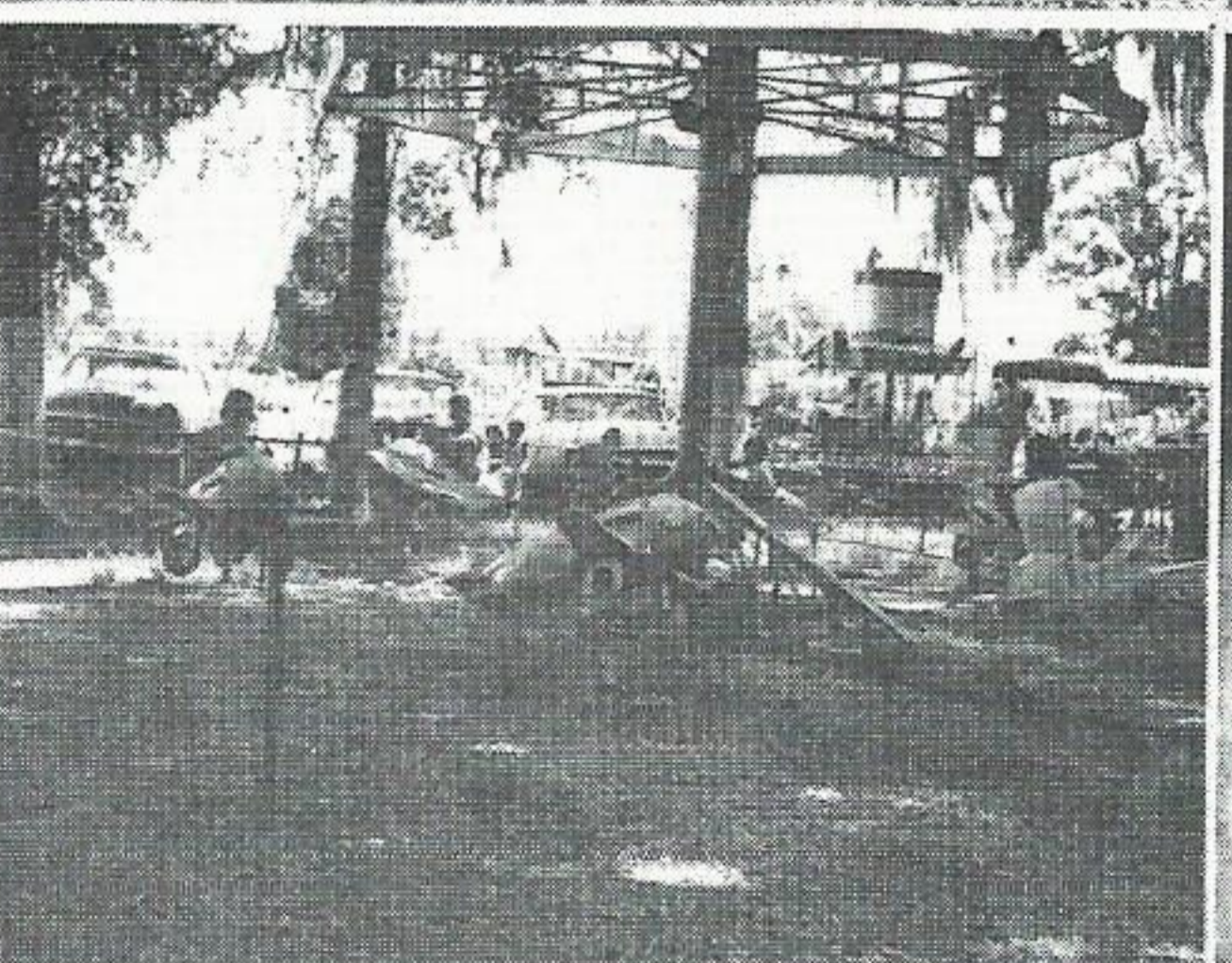
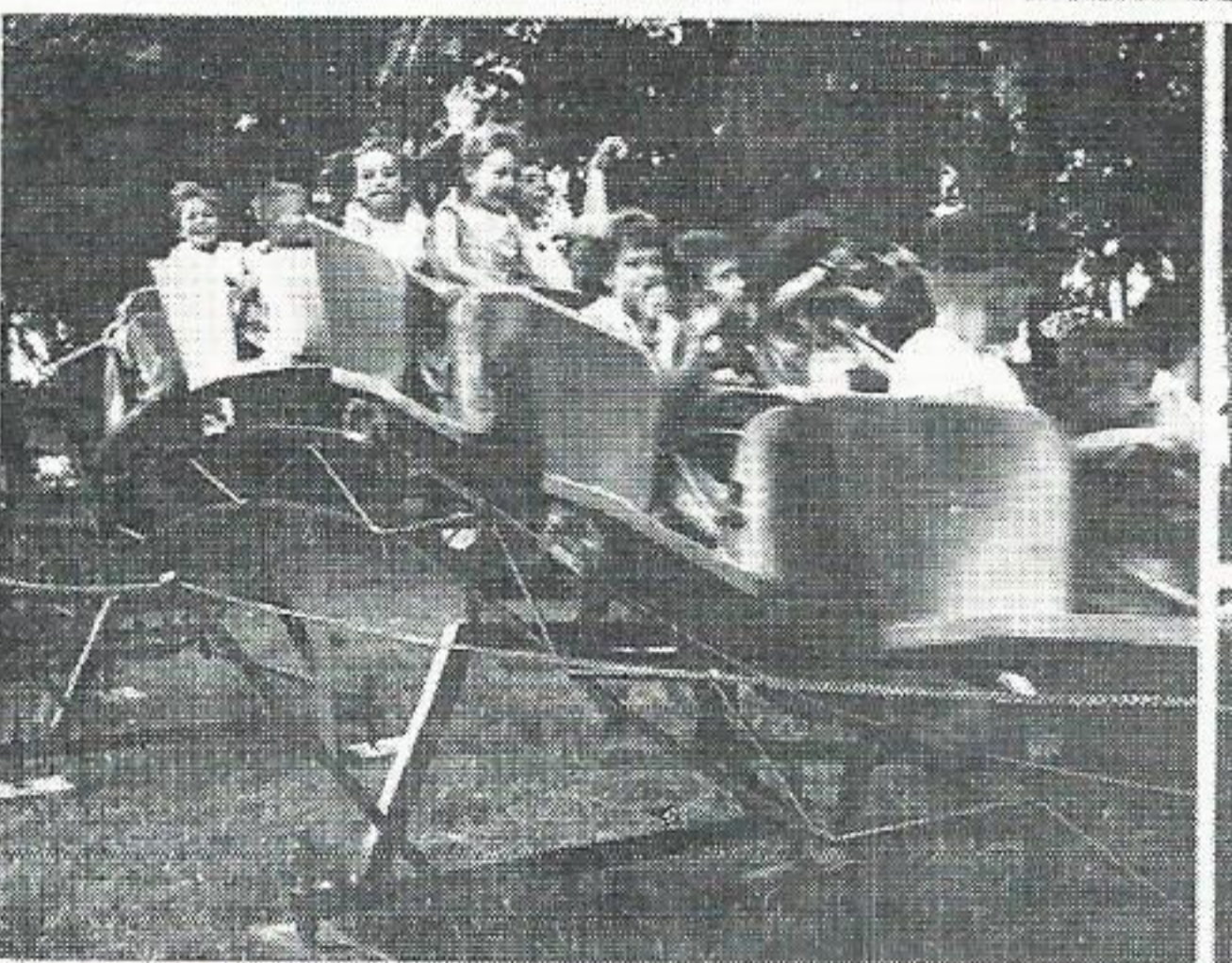
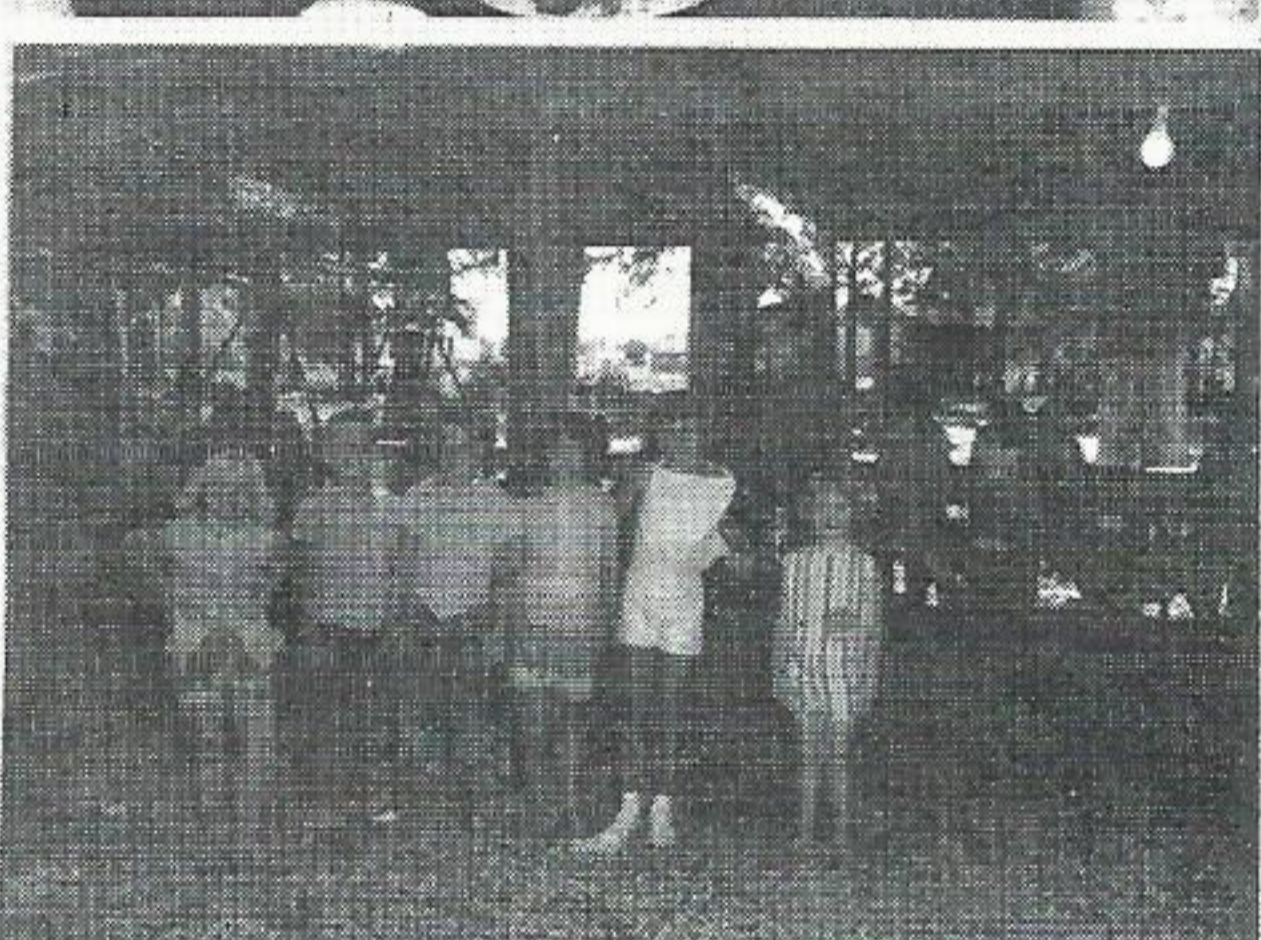
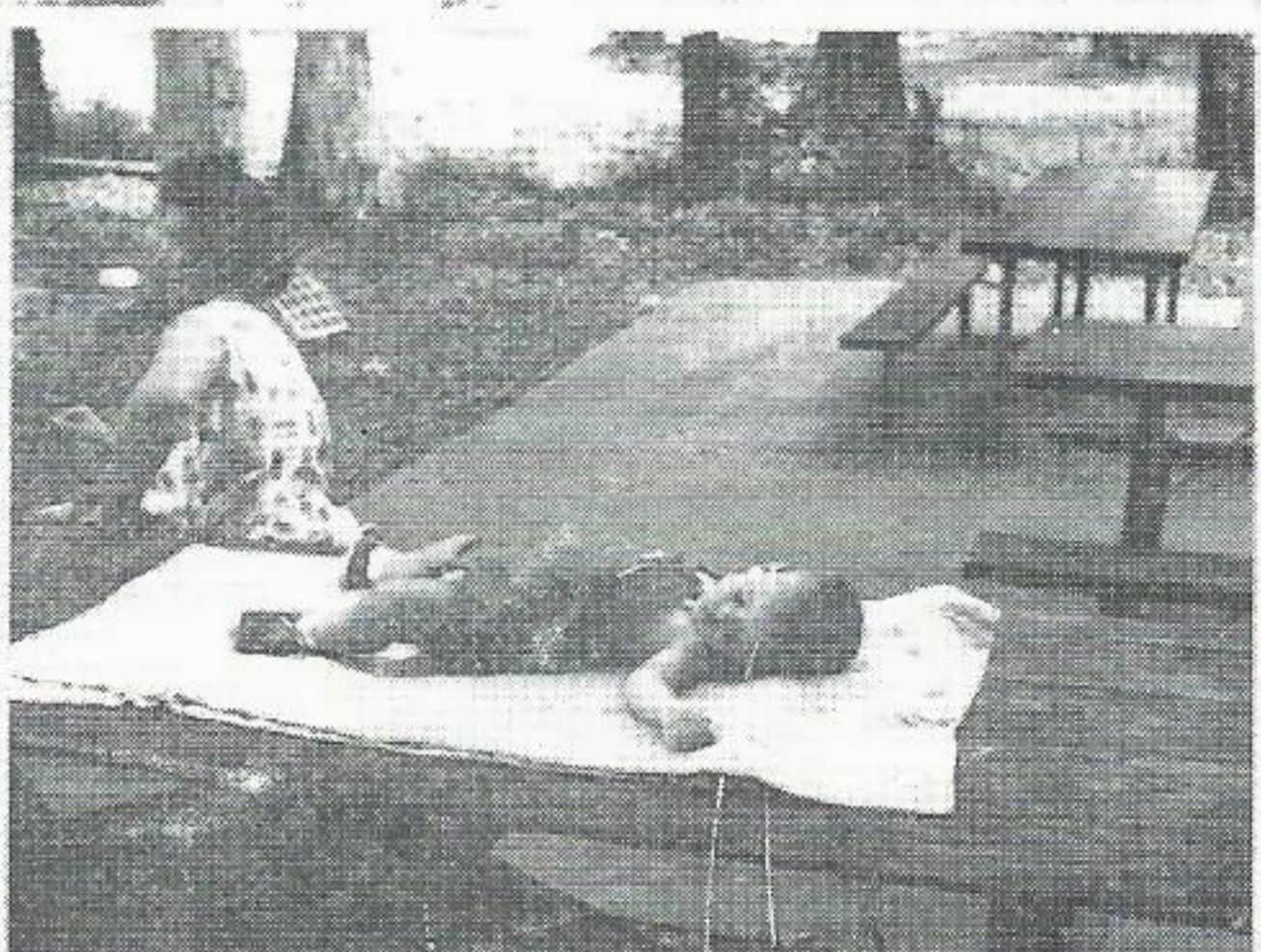
PICNIC

A crowd of approximately 750 turned out for the big summer fun day sponsored by the Baton Rouge Short Circuit Club for members and their families June 16. It looked like a street fair at the United Commercial Travelers grounds east of the city. (See Cover) There were rides, hot dogs, cold drinks, ice cream—all free—and the kiddies loved it.

Adding to the success of the day was a visit by 34 girls and their chaperons from St. Joseph's Catholic Orphanage and the Protestant Girls Home, both in Baton Rouge. The girls stayed until mid-afternoon, stuffing themselves with all the hot dogs and cold drinks they could consume and going from one ride to another. A truck-turned-railroad engine, donated for the affair by the local American Legion's Society of 40 and 8 transported the girls to and from the outing.

A picnic lunch of fried chicken, potato salad and beans climaxed the affair. Club members worked throughout the day preparing the meal in a cooking shed on the grounds.

H. J. Desselles, Louisiana Station, is president of the Short Circuit Club, Bill Tholborn, T&D, is vice president and J. D. Conlee, Louisiana Station, is secretary-treasurer. Directors, elected in October for one-year terms, are C. A. Oubre, Louisiana Station; Bill Tholborn; T. B. Chaney, T&D Garage; Lois Milazzo, Customer Accounting; and J. S. Himel, Willow Glen. The club usually has each year four dances, a picnic and one other outing and a Christmas party.



FIRST PLACE TEAM. Taking first place in the team series with a score of 3036 during the First Annual Employee Bowling Tournament in Baton Rouge last month was this Baton Rouge team made up by, left to right, Tom Carr, P. E. Whitehead, Jimmie Parker, Jim Chandler and Buck Morton.



First records are set as Company keglers knock over the pins in the first annual bowling tournament in Baton Rouge

New Company Tradition Is Born

TOP MALE BOWLER. Dick Krouse, area development engineer, Baton Rouge, took the High Scratch Game trophy for men with a score of 226 during the tournament.



BOWLERS MEET. This and the scene on the opposite page were typical of the action that took place at the First Annual Employees' Bowling Tournament held June 23 in Baton Rouge at the Circle Bowling Lanes. Plans are under way to have next year's tournament in Lafayette. Honore Miller, Lafayette, is chairman of next year's event.



TROPHY WINNERS FROM BEAUMONT. This group of Beaumont employees came away from the tournament with five of the eight individual trophies presented. Left to right, they are: Don Davis, Men's High Handicap Game; Muriel Hayes, Women's High Handicap Game; Juanita Roff, Women's High Scratch Game; Margaret Landry, Women's High Scratch Series; and Dale Karaf, Men's High Handicap Series.

"I thought our First Annual Employees' Bowling Tournament went over real well," said Don Sullivan, Baton Rouge commercial sales representative and committee chairman, following the tournament held June 23 in Baton Rouge's Circle Bowling Lanes.

Walking off with top honors in the team series were two Baton Rouge teams. Taking first place with a score of 3,036 were Jim Chandler, Dick Krouse, J. C. Hays and Jack Waltrip. The next four highest scoring teams were: the Owls from Beaumont; the Cardinals from Beaumont; Port Arthur Number Two and Watts Number One from Lake Charles.

Individual trophies awarded were:

High Scratch Game

Men—Dick Krouse	
Baton Rouge	226
Women—Juanita Roff	
Beaumont	496

High Scratch Series

Men—Jack Waltrip	
Baton Rouge	598
Women—Margaret Landry	
Beaumont	496

High Handicap Game

Men—Don Davis	
Beaumont	266
Women—Muriel Hayes	
Beaumont	203

High Handicap Series

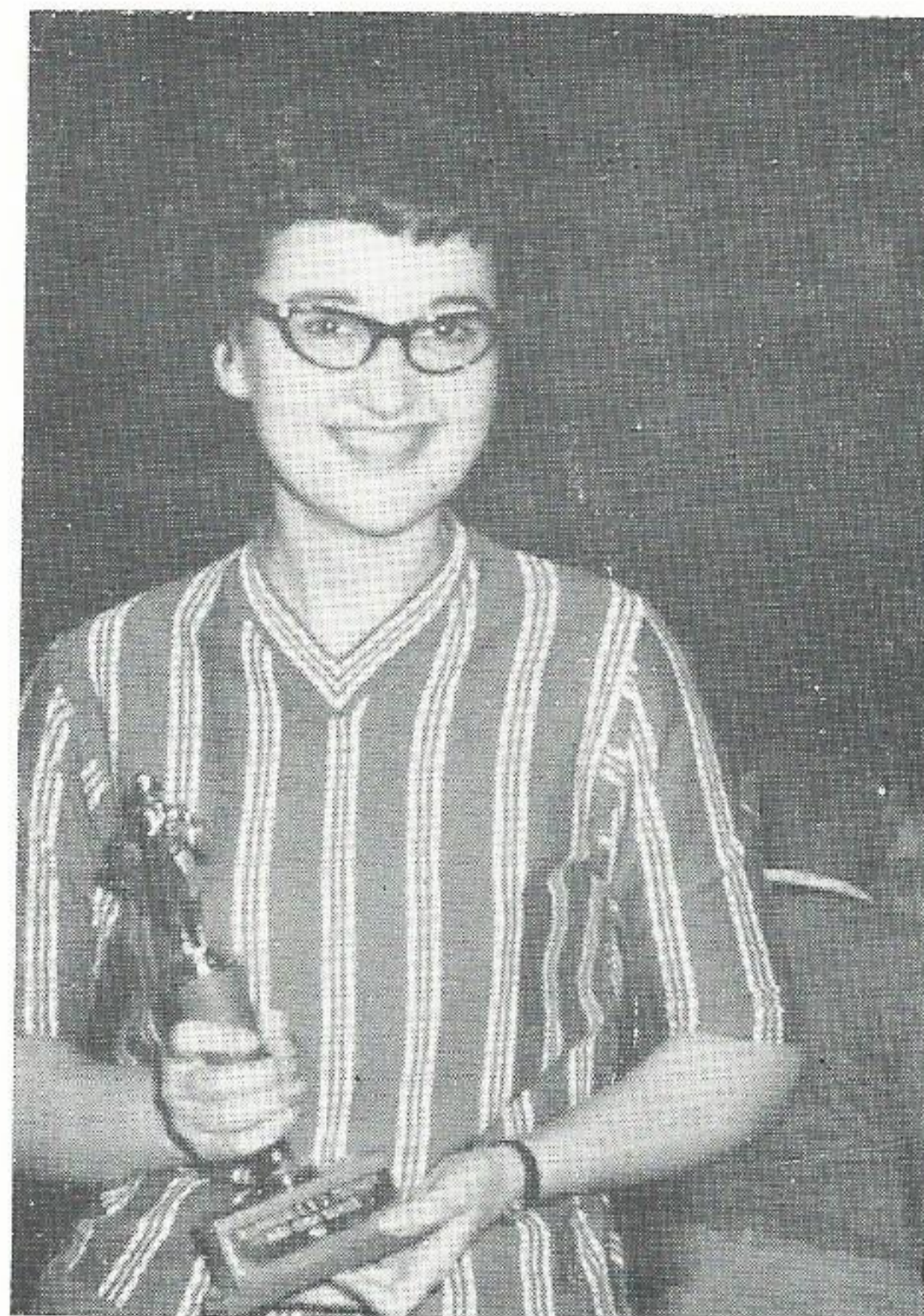
Men—Dale Karaff	
Beaumont	683
Women—Barbara Carr	
Baton Rouge	588

Responsible for making this first tournament a success were committee members Sam Sharp, Lois Miliazzo, Don Sullivan and Jack Waltrip, all of Baton Rouge. Coordinating the com-

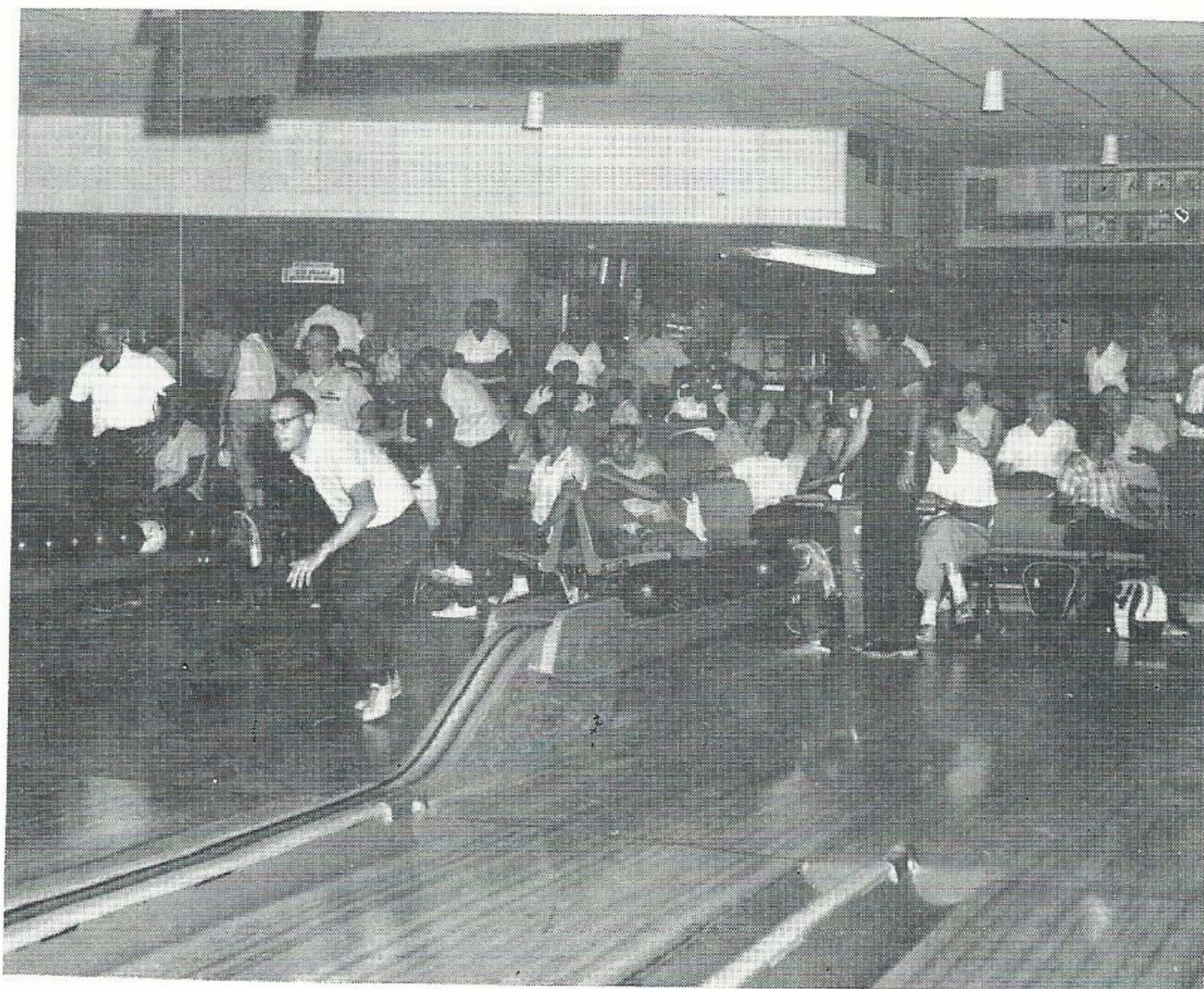
mittee's program with bowlers from the various divisions were: Leroy Bode-man, Beaumont; Ed Hodges, Lake Charles; Rodney Ringuet, Jennings; Jake Hagler, Port Arthur; and Don Sullivan, Baton Rouge.

Plans are already under way for next year's tournament in Lafayette. Honore Miller, Lafayette T&D, will be chairman in charge of next year's event.

"We're hoping for an even bigger turnout next year," Miller said. "We'd like to see this annual bowling tournament eventually become the Company's biggest yearly get-together."



TOP WOMEN'S HANDICAP BOWLER. Barbara Carr, Baton Rouge, took the women's trophy for High Handicap Series with a total of 588.



On August 4 . . .

Live Wires Prepare For Annual Outing

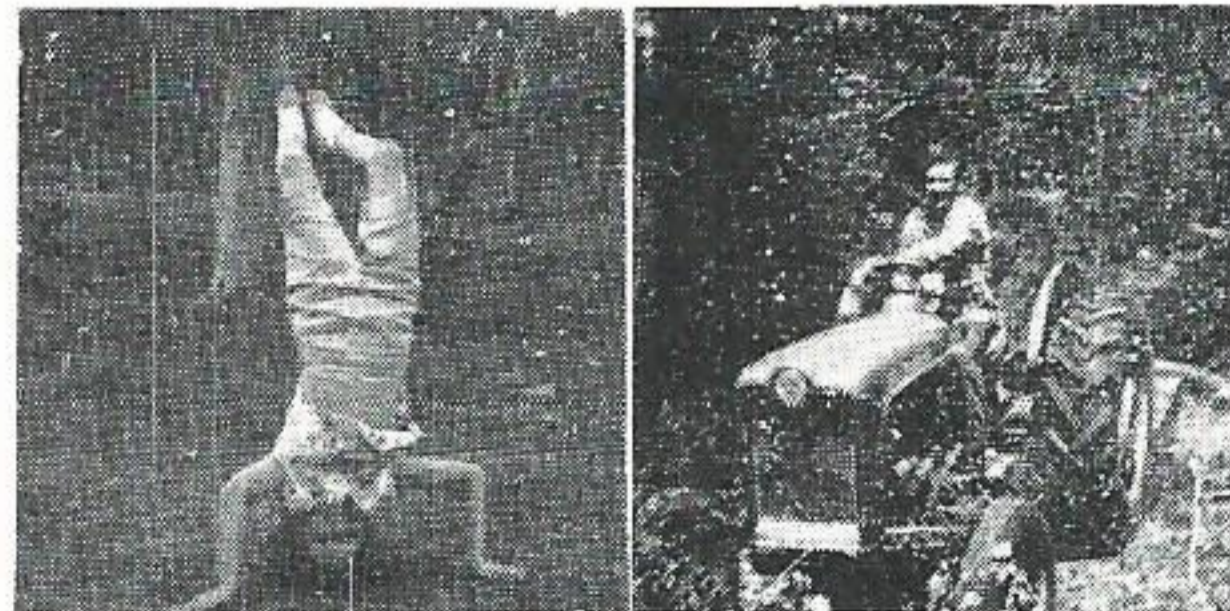
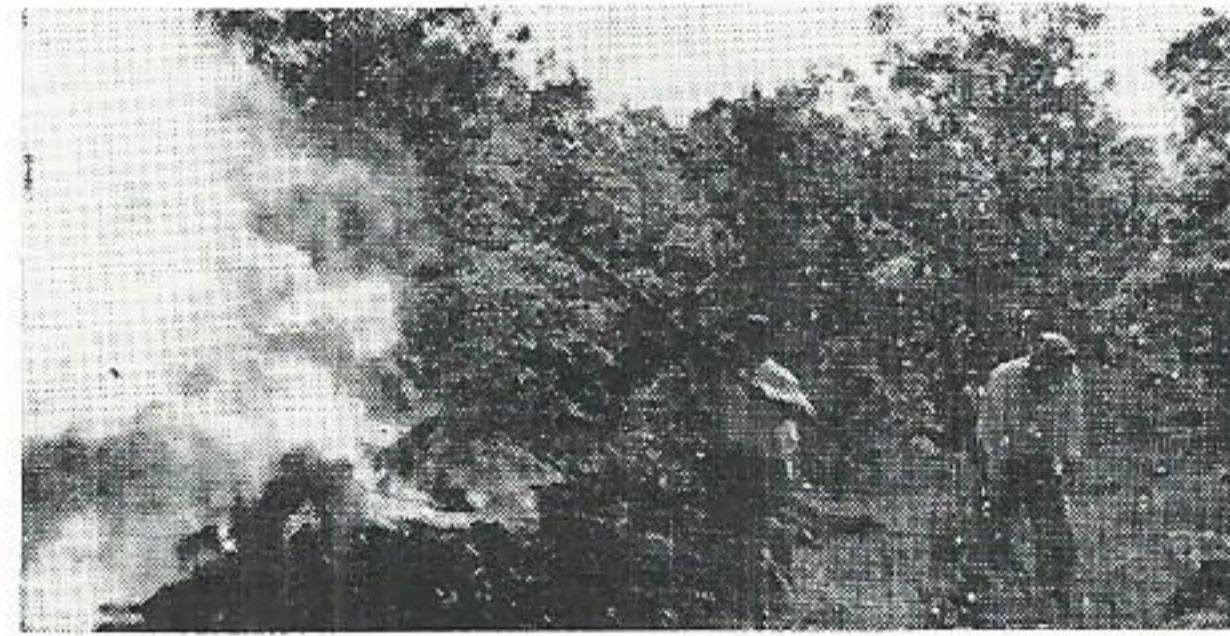
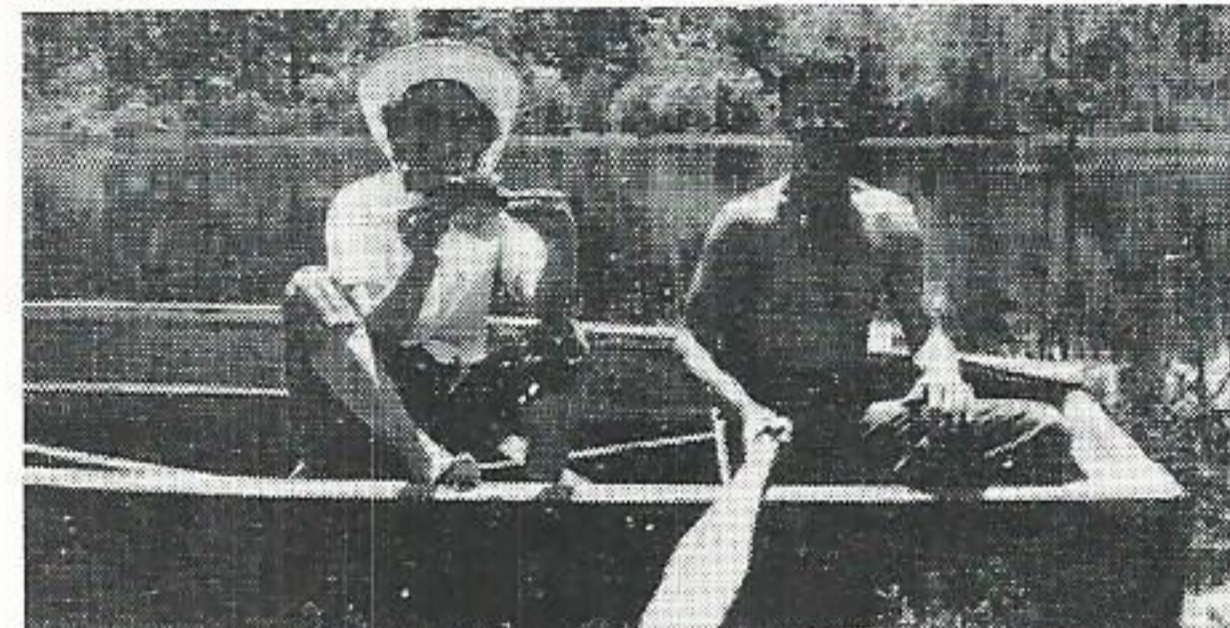
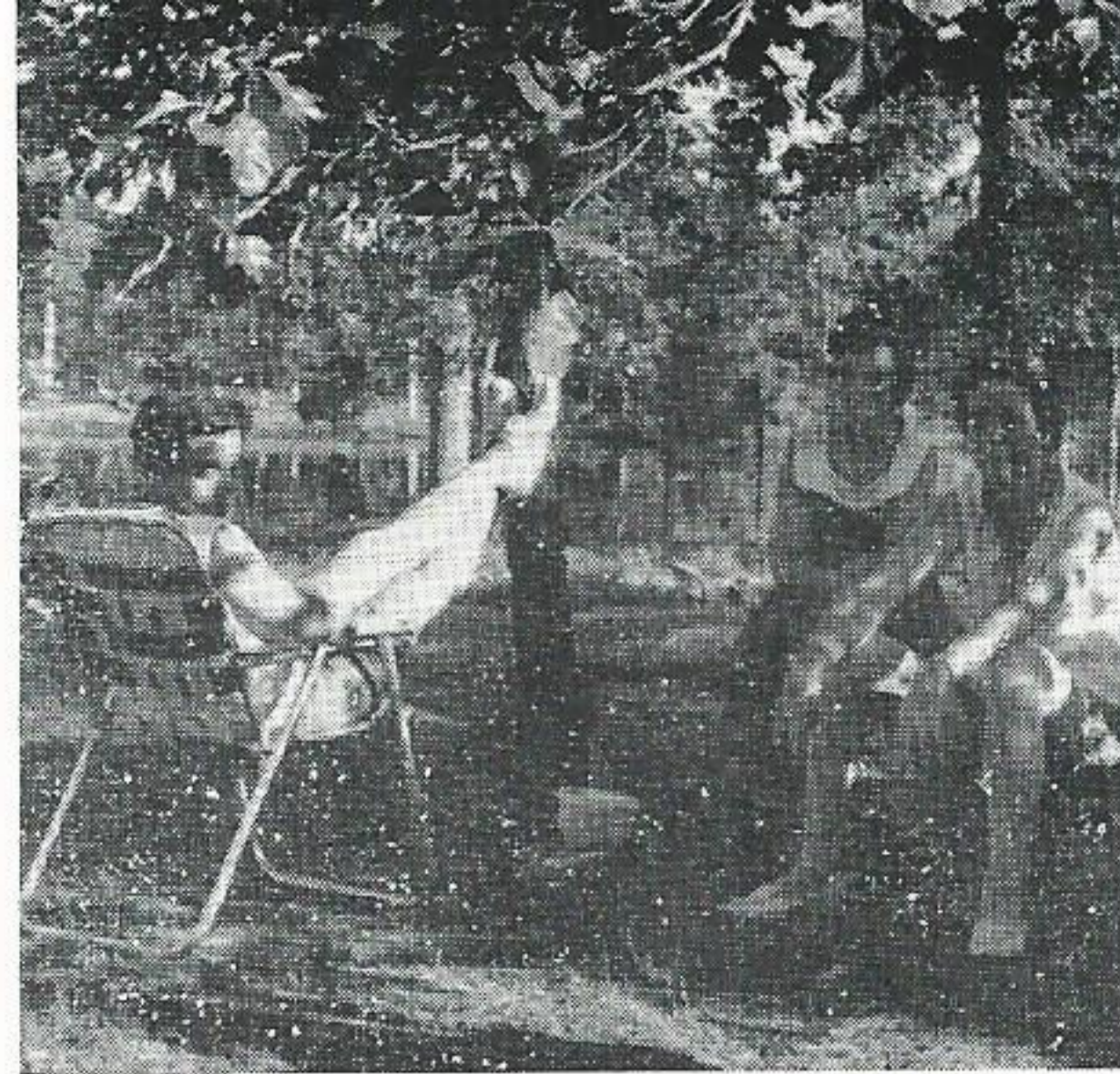
SOME 500 persons are expected for the annual picnic of the Live Wires Club at the club's new 21-acre grounds near Silsbee August 4.

The Live Wires plan a county fair-type outing with games, contests and booths. One of the events scheduled is a fishing rodeo for children. A meal of barbecued beef with all the trimmings will be served beginning at 2 p.m., followed by entertainment.

The Live Wires have been working for the past several months to clean up their newly acquired property. This picnic, held this year for the sixth time, is one of the two free functions the Beaumont social club holds each year. Other minimum-charge parties, dances, dinners and picnics are held throughout the year.

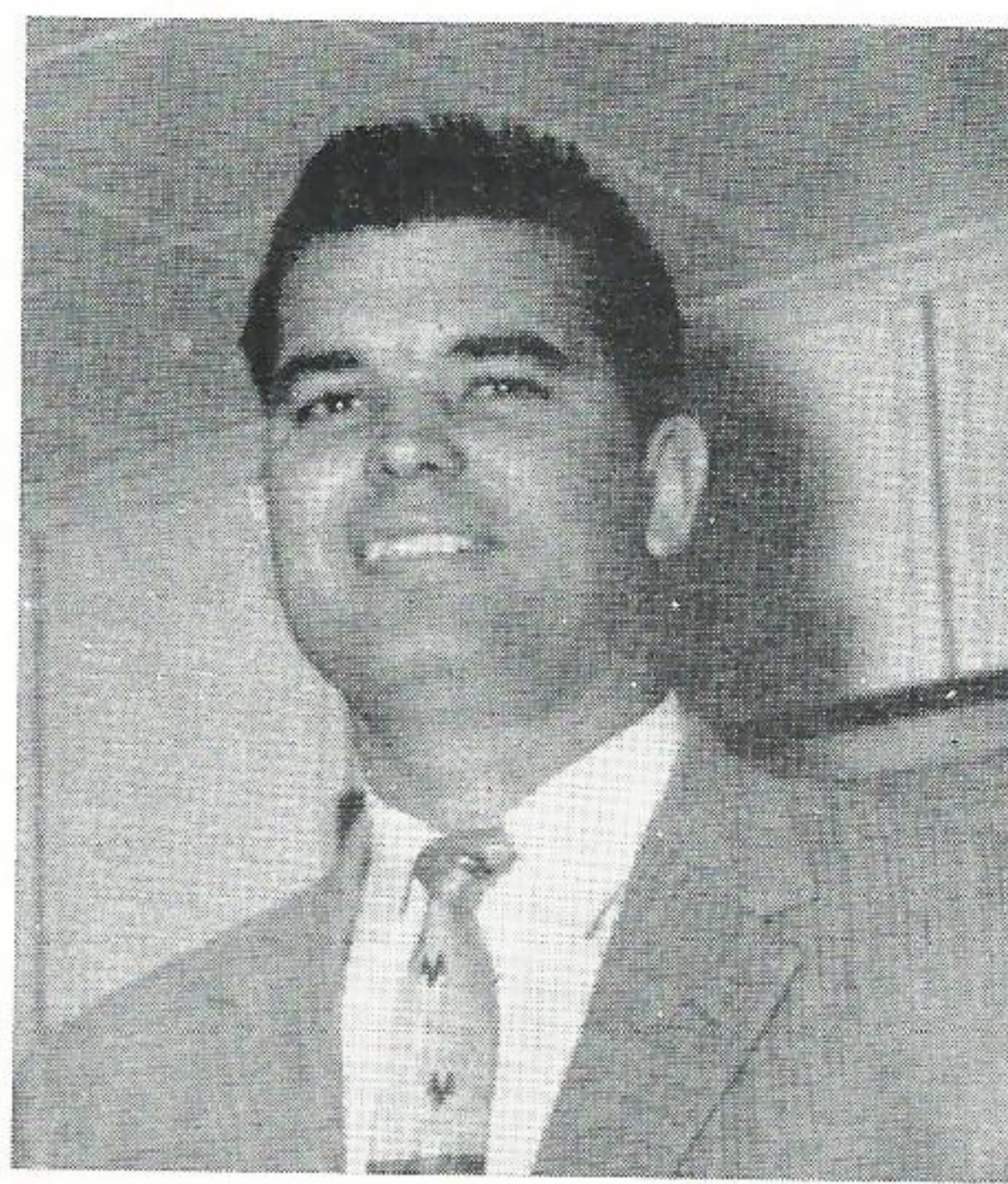
Gerald Dean is general chairman of the picnic. The food committee is made up of Roy Hester, chairman, Perry Blanchette, Patsy Stewart, Sheldon Fruge and Ken Jumel. Serving on the entertainment committee are Shirley Johnson, chairman, Gwen Johnston, Gene Mullens, Frank Peel, Doug Watkins, Bonnie Conner, Brooks Bishop and Gene Calvert.

Eldridge Mathews is in charge of publicity.

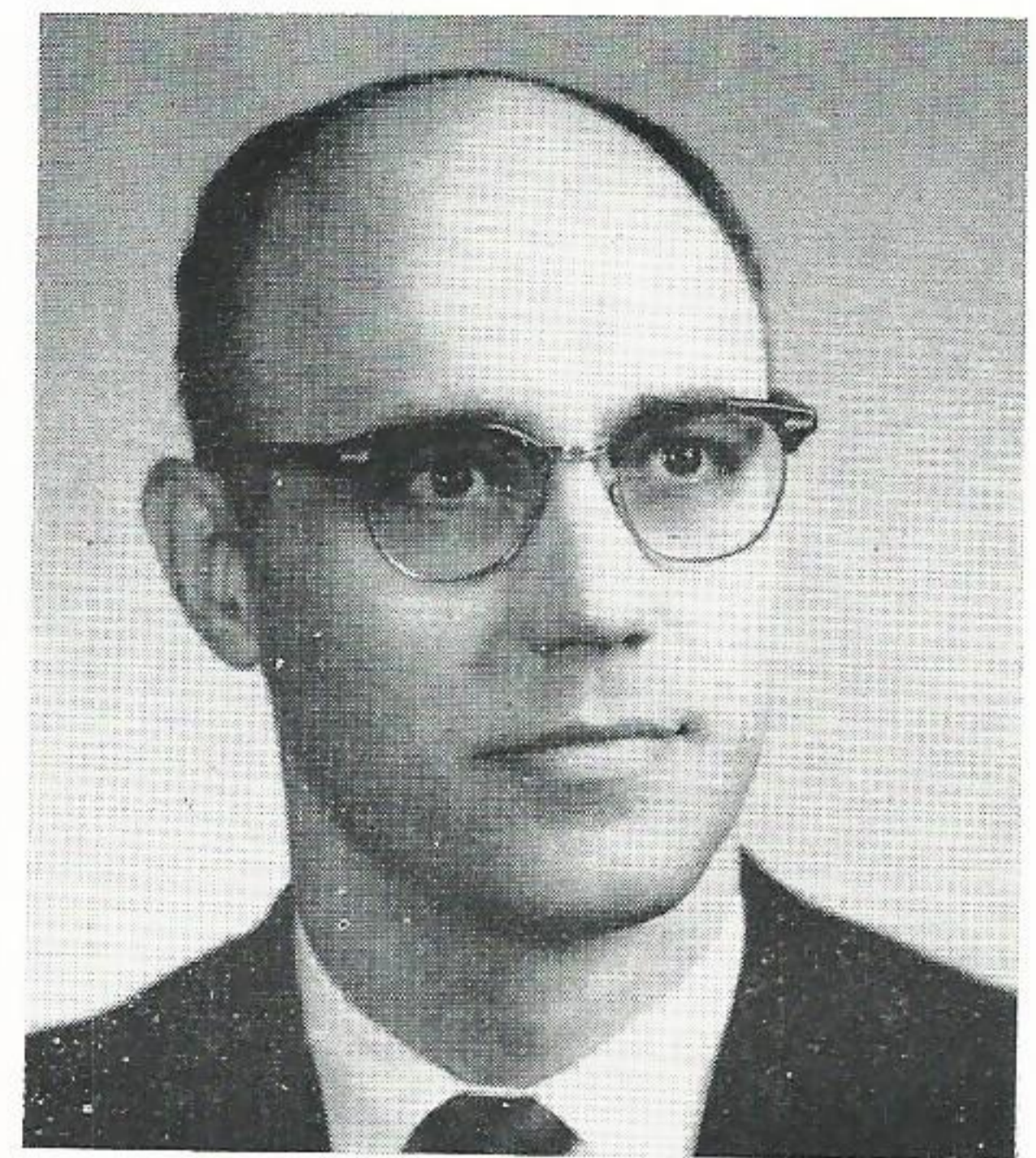




Mr. Pevoto



Mr. Dowies



Mr. LeMire

Promotions, Transfers for Three Employees Announced by Accounting Department

THREE promotions, two involving transfers, of Accounting Department personnel, became effective July 1. James P. Pevoto, supervisor of customers accounts in Orange, has been transferred to Port Arthur as chief clerk. James E. Dowies, supervisor of credits and collections, Beaumont, succeeds Mr. Pevoto and Frank A. LeMire, supervisor of customer accounts, Beaumont, succeeds Mr. Dowies.

Mr. Pevoto fills the position left vacant by the death of Robert W. "Red" Dunham on June 3. Mr. Dunham had been chief clerk in Port Arthur since 1949.

Mr. Pevoto

Mr. Pevoto joined our Company in December, 1925, as an office boy in Beaumont. During the next 10 years he worked as analysis, payroll and utility clerk, ticket auditor, Accounting Department, budget and general clerk. In July, 1935, he moved to Port Arthur as assistant chief clerk and was transferred to Orange as accounting supervisor in June, 1945. He was named supervisor of customers accounts at Orange in March, 1956.

A native of Port Arthur, Mr. Pevoto attended school in Beaumont and Harrisburg, Texas.

Mr. Dowies

Mr. Dowies was employed as a senior accounting clerk in General Accounting, Beaumont, in March, 1954. In January, 1955, he was moved into Customers Accounting Section, promoted to accountant junior in March, 1957, and promoted and transferred to Lafayette as supervisor of customers accounts in May of the same year.

In June, 1960, Mr. Dowies was transferred back to Beaumont and promoted to supervisor of credits and collections. He is a native of Robeline, Louisiana, and holds a BBA in management from the University of Texas.

Mr. LeMire

Mr. LeMire came to work for Gulf States in March, 1952, as an accounting clerk in Beaumont. In October of the same year he was promoted to senior accounting clerk and in May, 1953, became a senior customer clerk. Mr. LeMire was promoted to supervisor of customers accounts in Lafayette in April, 1954, administrative assistant, System and Procedures Section, Beaumont, in May, 1957, and administrative assistant, General Accounting, in October, 1957.

He was promoted to his last previous position, supervisor of customers accounts, Beaumont, in June, 1960. Mr. LeMire is a native of Port Arthur and was graduated from North Texas State College at Denton with a BBA. He also attended Lamar Tech.

Guthrie Attends GE Conference

L. C. GUTHRIE, division engineer, Beaumont, was among the 32 top



Mr. Guthrie

electric utility engineers who recently participated in General Electric Company's 12th Distribution System Planning Conference.

Held at GE's Hudson Falls, N.Y. and Pittsfield, Mass., plants, the five-day meetings were intended to "stimulate a mutual exchange of ideas so that General Electric and its utility customers are constantly aware of new trends and developments in the distribution system area."

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

TO...

Gulf States Utilities Company
Entire System

FOR *Outstanding Performance in Accident Prevention*

HAVING WORKED 3,000,000 MAN HOURS WITHOUT

A DISABLING INJURY FROM Nov. 20, 1961 TO JUNE 4, 1962

Stanley H. Young
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE

Clayton D. Dege
PRESIDENT



qualified for the National Safety Council Award checked below:

GULF STATES UTILITIES COMPANY
ENTIRE SYSTEM

- X Award of Honor
- Award of Merit
- Certificate of Commendation
- President's Letter

for the operation of 3,000,000 man-hours without a disabling injury from November 20, 1961 to June 4, 1962.

National Safety Council
425 N. Michigan Avenue
Chicago 11, Illinois

From Port Arthur:

Dear Mr. Scott:

It is with much pleasure that we learned that Gulf States employees have again reached a safety milestone of working three million consecutive manhours without a single disabling accident.

Congratulations to all who contributed to reaching this record. Best wishes for continued achievements.

Sincerely,

C. T. Weatherall
Vice President
First National Bank
Of Port Arthur

OUTSTANDING SAFETY ACHIEVEMENT. 3,000,000 consecutive manhours worked without an injury attracts national recognition for GSUers.

LET'S READ OUR MAIL

Congratulations Received For New Safety Record

From New York:
Dear Mr. Jones:

I send you herewith the Safety Achievement Award certificate authorized your Entire System for the attainment of 3,000,000 manhours of operation without disabling injury to an employee in the period November 20, 1961 to June 4, 1962. On behalf of the industry, the Committee congratulates you upon an outstanding safety accomplishment, and it is more gratifying to us here at Headquarters that this form of recognition is available to you.

With every good wish for the continued success of your efforts in this literally vital field.

Very truly yours,
Agnes T. Hirshinger,
Secretary
Safety Achievement Award
Committee

From Chicago:

Congratulations

... the heartiest and very special congratulations of the directors and staff of the National Safety Council on your fine safety performance—truly a job well done!

Howard Pyle

Mr. Jones

Under the provisions of the Award Plan for Recognizing Good Industrial Safety Records, the following unit has

Lamar Support Lauded

From Beaumont:

Dear Mr. Nelson:

Please accept my sincere appreciation for sponsoring a page in the Lamar Tech section of the May 27 Enterprise. I believe this will prove to be one of the best schemes yet devised to let



SAFE-T-GRAM

EDISON ELECTRIC INSTITUTE

ACCIDENT PREVENTION COMMITTEE

Congratulations

to GULF STATES UTILITIES COMPANY

for 3,000,000 Safe Manhours.

JUNE 15 1962

Stanley H. Young
Chairman

the people of the area know more about their college.

All of us at Lamar are indebted to you for this evidence of your interest and support.

Sincerely yours,
F. L. McDonald
President
Lamar State College
Of Technology

A Satisfied Customer

FROM ATHENS, GREECE

Dear Sir,

Enclosed you will find a U.S. Postal Money Order for the sum of \$4.01 which is for my final electric bill.

I would like at this time to thank you for the wonderful service you have given us, and we will be looking forward in becoming again one of your many customers.

Thank you so much
Steve Goudis
TSgt. USAF

Safety Training Pays Off

Y. L. HUGHES, JR., engineer in Baton Rouge T&D who is presently on active duty at Fort Polk, reports that the Army is just as interested in safety as our Company is. He has been made responsible for the safety of 120 persons as post signal safety officer.

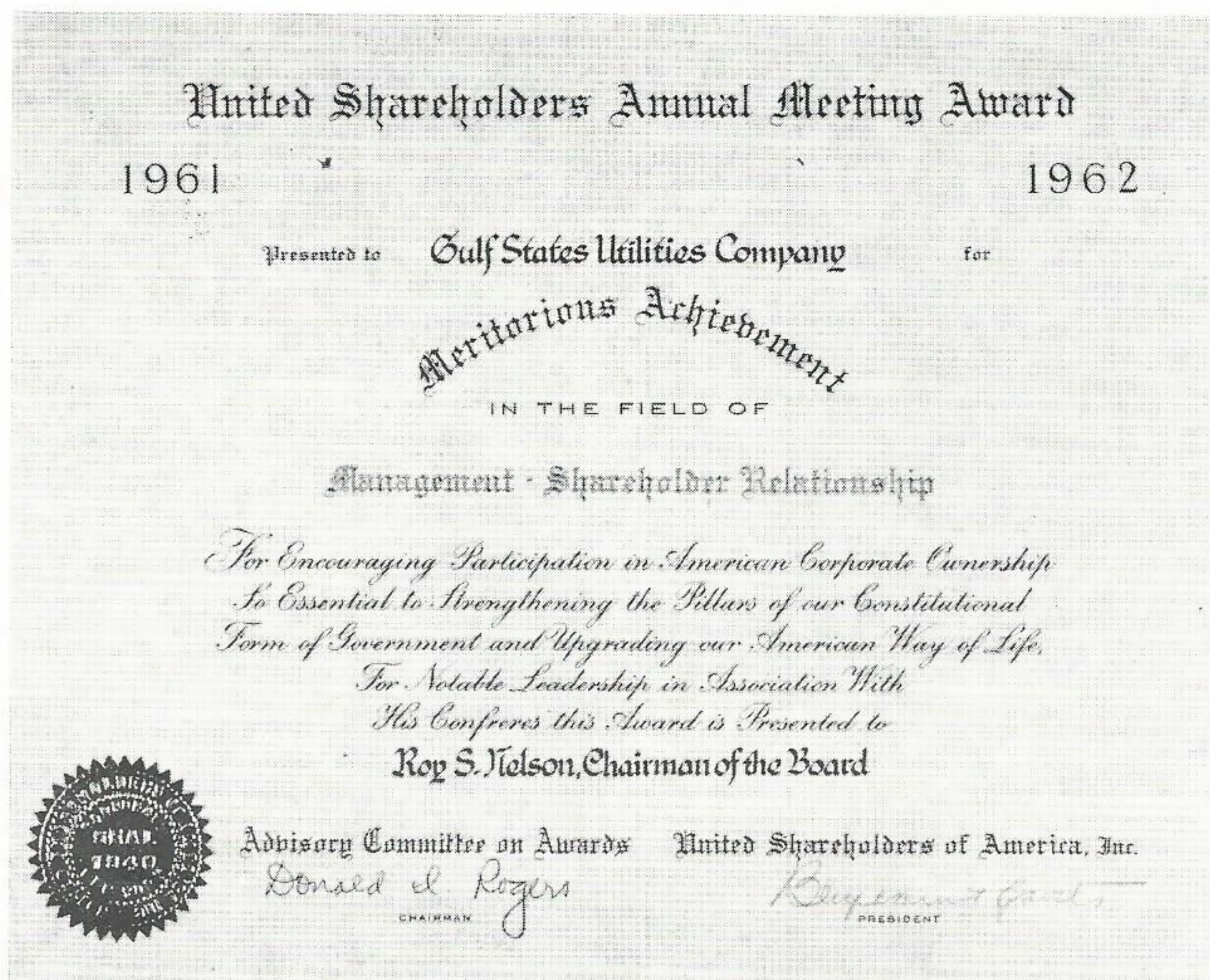


Capt. Hughes "I have since found out that preaching safety is not an easy task," Capt. Hughes said, "because you never know for sure if you are getting the point across. The experience that I gained from the Gulf States safety program has been my best crutch." (Frank Jones and staff, take a bow!)

Apparently Capt. Hughes' safety program has been successful. He said that thus far there have been no reportable accidents in his section, although he gives his men much credit for this clean record.

Capt. Hughes is looking forward to being released from active duty on August 13.

July, 1962



IN RECOGNITION. The United Shareholders of America, Inc. presented this plaque to Chairman of the Board Nelson IN RECOGNITION of his efforts to maintain and promote Management-Shareowner relations; IN RECOGNITION that a continuance of such relations provides and promotes a broader and deeper base of shareownership, one of the aims and objectives of United Shareholders of America; and IN RECOGNITION that such endeavor develops our own economy. More important, it epitomizes America's way of life—the free enterprise system—which has proved fruitful and enduring through faith in American management.



CREDIT UNION OFFICERS AT WORK. Mrs. Helene Hartel, right, secretary-treasurer, and Miss Arlyn Swonger, assistant treasurer, look over files and records as they get settled into their posts as new officers of the Gulf States Utilities Federal Credit Union. As of May 31, the balance sheet of the Credit Union showed \$280,646 in loans and \$377,516 in shares, or savings, for the more than 1,500 members.

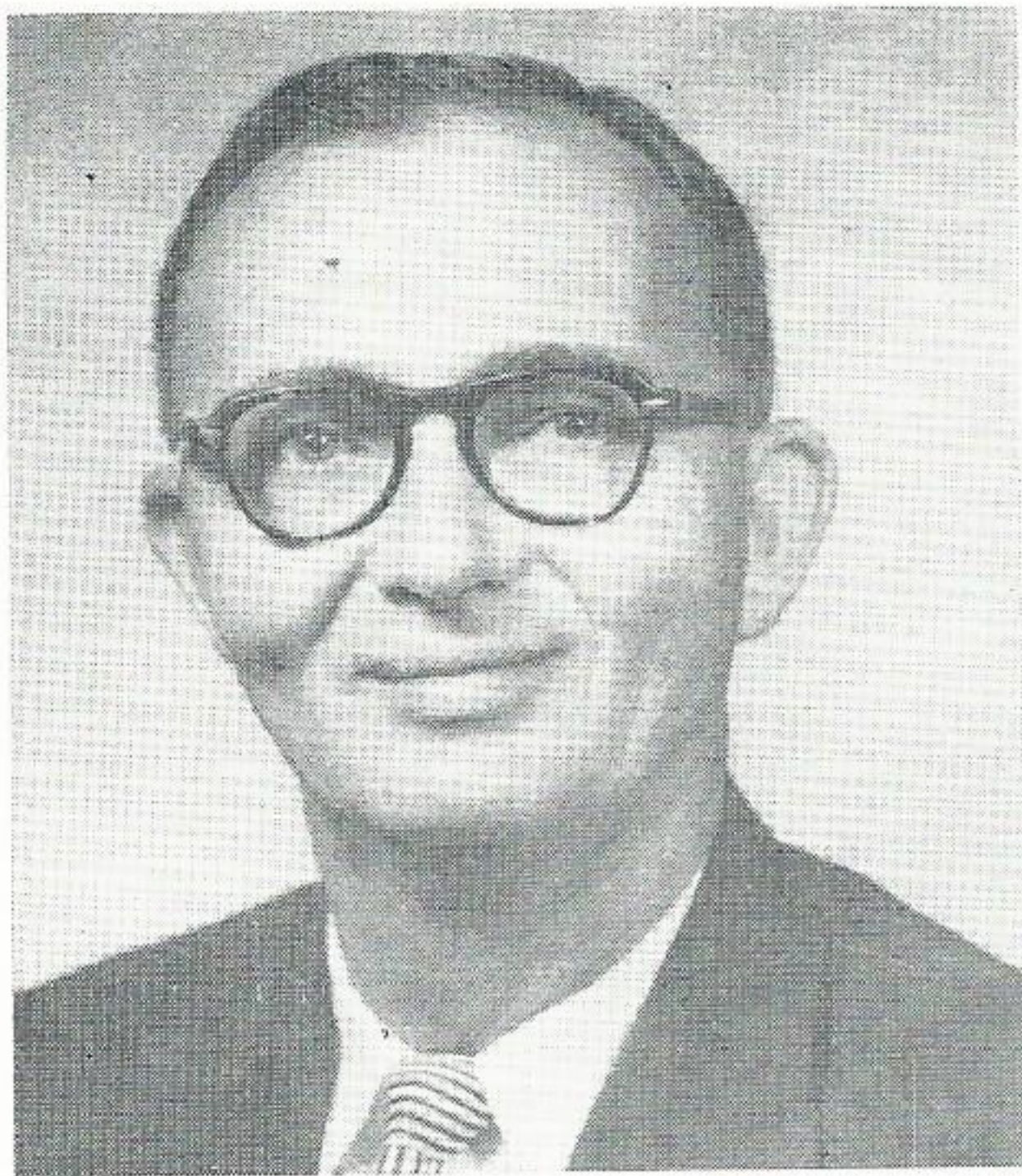


THRIFT PLAN INVESTMENTS

DURING June the Trustee of the Employees Thrift Plan, with employee deductions and Company contributions through May, purchased 2,085 shares of Common stock for a total cost of \$67,335.54 or an average cost of \$32.29522302 per share.

Also purchased were 70 shares of \$4.40 preferred at a total cost \$6,623.75 or \$94.625 per share. These prices included brokerage and commission costs.

The Trustee also deposited \$17,767.43 with the savings department of the First Security National Bank of Beaumont.



Mr. Strong

Strong Promoted At Riverside

W. G. STRONG has been promoted to the position of operation and maintenance supervisor at Riverside Station effective July 1, and as such is directly in charge of the Lake Charles plant.

Riverside is being converted to complete electronic operation and will be used for peaking purposes. A. H. Demers, superintendent at Roy S. Nelson Station, near Lake Charles, has been made responsible for the overall supervision of both power stations.

Mr. Strong began his career with our Company in August, 1928, as an assistant fireman at Neches Station. He remained at Neches in various capacities until May, 1949, when he was promoted and transferred to Riverside as station engineer. In April, 1958, Mr. Strong was promoted to operation supervisor at Riverside, his last previous position.

He is a native of Roscoe, Texas, but was educated in Beaumont schools and attended South Park Junior College (now Lamar Tech) in Beaumont and Texas A&M.

Gayle Elected

V. P. Gayle, supervisor of residential sales, Beaumont, was recently elected secretary of the Sabine Area Sales Executives Club.

Supervisory Personnel to Attend Executive Development Programs

IT'S back to school this summer for three Company supervisors and two district superintendents.

has been in this position since 1952 and joined our Company in 1924.

Michigan University Program

S. L. Adams, general maintenance supervisor, Louisiana Station, since 1959, is currently attending the Public Utility Executive Program sponsored by the School of Business Administration at the University of Michigan. Mr. Adams has been an employee since 1938. He will complete the four-week development program on July 20.



Mr. Adams

R. E. Lanier, newly appointed superintendent at Huntsville, Texas, will also attend the Michigan University development program from July 29 through August 24. Mr. Lanier joined our Company in 1949 and prior to being named district superintendent, he was project engineer for Baton Rouge Division.



Mr. Lanier

Georgia Tech Program



Mr. Brinkley

Attending the course are: C. R. Brinkley, district superintendent, Liberty, who has held this position since 1956 and has worked for Gulf States since 1936; J. B. Fanette, Beaumont, system right-of-way supervisor since 1956 and an employee since 1934; and F. G. Hornsby, operating supervisor, Baton Rouge Electric. He



Mr. Fanette

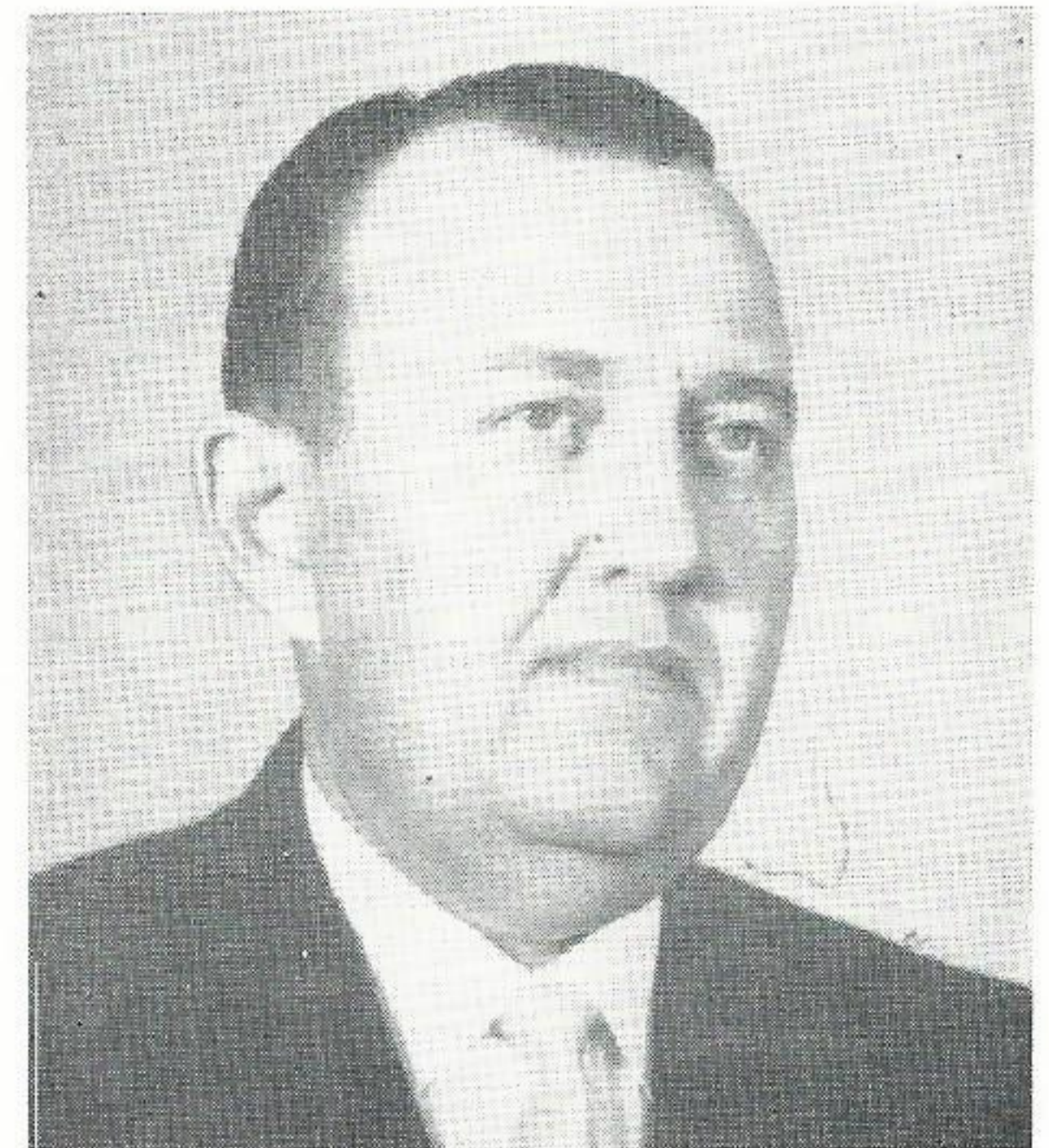
Program Aims

The principal purposes of the Michigan University program are to assist the participants in expanding their views of the broad problems of business management and to sharpen their awareness of the responsibility of business leaders for promoting a progressive economy and a free society in this country.

Objectives of the course at Georgia Tech are to improve on-the-job performance of participants and to prepare them for more responsible positions in the electrical industry. This course, sponsored by the Southeastern Electric Exchange, of which our Company is a member, is open only to members of the electric industry while the one at Michigan is attended by employees from all phases of the public utility field.



Mr. Hornsby



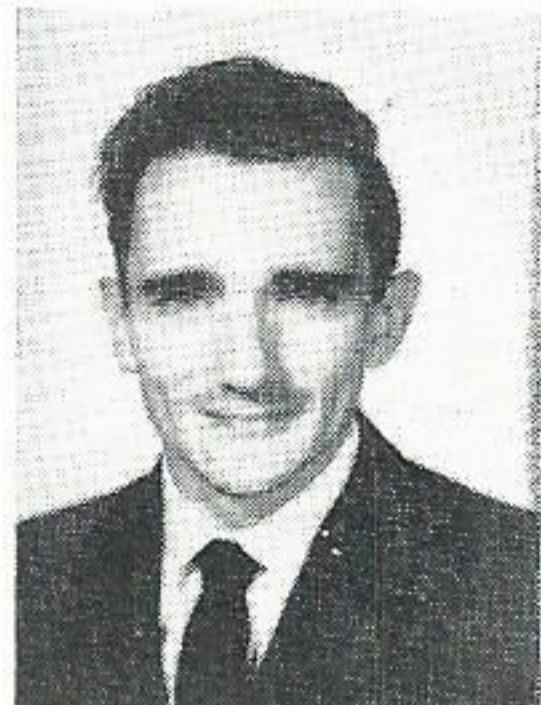
A TAILTWISTER. E. S. "Jigs" Wall, serviceman, Woodville, was installed as tailtwister of the Woodville Lions Club on June 21. Frank Robinson, district superintendent, Woodville, installed the club's officers at the wives' night banquet.

Financial Aid Helps Three Receive Degrees

THREE employees received college degrees in May under our Company's aid to education program.

Mr. Holloway

W. W. Holloway, engineer, Baton Rouge T&D, received his Master's degree in Electrical Engineering from Louisiana State University. He has been an employee of our Company since 1958, following his graduation from Mississippi State University with a Bachelor of Science in Electrical Engineering.



Mr. Holloway

Mr. Mathews

Herschel Mathews, supervisor of production and records, Advertising, Beaumont, was the recipient of a Bachelor of Business Administration in Marketing from Lamar State College of Technology in Beaumont. Mr. Mathews, already holds a Bachelor of Science in General Business from Lamar which he received in 1954. He first came to work for our Company in 1952 as a part-time employee in Sales, Engineering and Accounting. He has been an employee of the Advertising Department since 1954.



Mr. Mathews

Mr. Baxley

O. K. Baxley, Jr., commercial sales representative, senior, Beaumont Division Sales, was graduated from Lamar Tech with a Bachelor of Business Administration in Business Management. Mr. Baxley has worked for our Company since 1949 when he was employed in the Beaumont T&D - Engineering. He has



Mr. Baxley



GROUNDWORK FOR NUMBER TWO UNIT. A. J. Matherne, station superintendent, left, and H. E. Brown, vice president, Baton Rouge Division, are on hand as the first pilings are driven for the No. 2 unit at Willow Glen Station south of Baton Rouge. Work began April 26 on the 220,000-kilowatt unit, scheduled to go into commercial operation about Feb. 1, 1964. Workmen drove 463 pilings to support the power station addition. Willow Glen's No. 1 unit has a capacity of 162,000 kilowatts.

been a member of the Commercial Sales Department since 1956.

In 1957, our Company realized that a large number of employees were going back to school and it was decided to take measures to aid them financially.

Program Aids Employee Advancement

It was at this time that our aid to education program came into being. Under this program the Company pays half of all approved expenses incurred by the employee in taking these courses,

including required textbooks, on completion of the course. This also included approved correspondence courses.

In order to qualify for this financial aid, the course must have a relationship to some phase of work in which our Company is engaged, or must include credits toward a degree which has bearing on an employee's classification or which will prepare an employee for advancement.

Through the end of this past school year, 285 Gulf Staters had completed courses under this program and had been refunded \$2,662.69 as our Company's share of their tuition.

C. V. Porter, Director, Baton Rouge Dies Following Lengthy Illness

FUNERAL services for C. Vernon Porter, 77, a director of our Company since 1940, were held July 6, at the St. James Episcopal Church in Baton Rouge. Burial was in Rose Lawn Memorial Park.

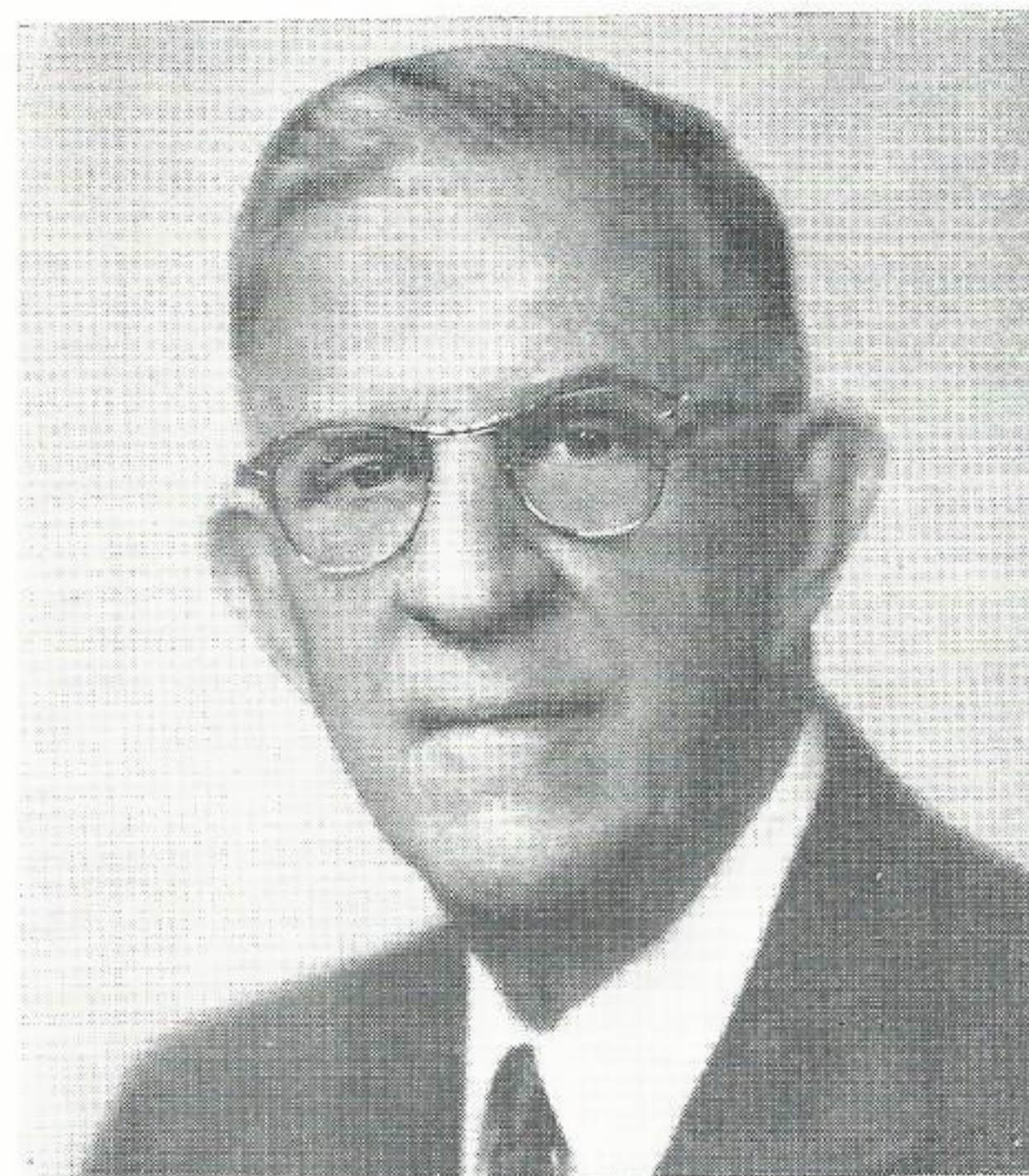
Mr. Porter, who died July 4 at his home in Baton Rouge, had been in failing health for several months. Senior member of the Baton Rouge law firm Taylor, Porter, Brooks, Fuller and Phillips, he was well known in legal circles in Texas and Louisiana, where he was active in both the Baton Rouge Bar Association and the Louisiana State Bar Association.

A native of Natchitoches, Louisiana, Mr. Porter received his degree from Louisiana State Normal Preparatory College at Natchitoches before attend-

ing L.S.U. and the Yale Law School where he received his LLB degree. He was a member of the editorial board of the Yale Law School Journal during his college days.

Mr. Porter had been a member of the Baton Rouge Chamber of Commerce since 1912 and was a past president. He also had served as a member of the Publication Committee of the Louisiana State Law Institute. As a member of the Appeal Board of Selective Service of Louisiana, he was a member of the first Louisiana State Civil Service Commission appointed in 1941.

He was a member of the St. James Episcopal Church, having served as vestryman and junior and senior warden for more than a quarter of a century.



Mr. Porter

Survivors include his widow, one daughter, Mrs. Frank W. Middleton, Jr., of Baton Rouge, and two sisters, Miss Edith Porter of Shreveport and Mrs. Sesler R. Harmanson of Wharton, Texas; three grandchildren and a number of nieces and nephews.

Sympathy to:

Mr. and Mrs. H. L. Hammack and family, Beaumont, on the death of Mrs. Hammack's father, R. G. Boyum of Port Arthur.

G. P. Handley, utilityman, Lake Charles Line, whose father, John Handley, passed away June 7, after an extended illness.

Charles Jones, whose father died June 16. Mr. Jones is a lineman first class currently on military leave of absence and stationed at Fort Polk. His father was a retired Louisiana State policeman.

Mark Couvillon, meterman, Baton Rouge Gas, on the loss of his niece.

F. L. Roberts, serviceman, Baton Rouge Gas, on the loss of his brother.

Raymond McGowen, Lake Charles Commercial Sales, on the death of his son, First Lt. Donald R. McGowen, 27, who was killed when his liaison-type airplane crashed in Korea. Burial was in Lake Charles on July 1.

He had been in Korea for one year as a member of the 7th Aviation company of the 7th Division, patrolling the demilitarized zone when his plane crashed.

Besides his parents, he is survived by his wife, Patricia, and daughters, Taffy, 5, and Donna Rae, 6.

Vic Norvell, district superintendent, Silsbee, on the deaths of his father and his uncle.

BIBLE - BREAK

a monthly column



By Ruby Lee Adams

IT is remarkable what a baby's fingers can do. Tiny as they are they rule the world. They can grip one's heart with a pull that is out of all proportion to the infant's size.

With what tenderness Eve must have pressed that baby boy—the first born on earth to her bosom. She had no friends to congratulate her first born; she had to pioneer, to chart the course for all who were to follow. And clutching this precious life to her breast, she sang the first Magnificat, which has echoed down through the ages of time, 'I have gotten a man from the Lord.'

Adam's endeavor to dodge the blame and Cain's characteristic

query about his brother's keeper, showed that in those days boys took after their father. The girls probably resembled their mother. She wished to be wise, with the knowledge of good and evil, and to know all about the neighbors and her daughters have been just like her ever since.

Eve's efforts to attain knowledge brought death into the world—also labor—so that man had to get up and hustle. For this she has been denounced these thousands of years. Yet, now-a-days, lives are cheerfully sacrificed every day in the pursuit of knowledge, and almost everybody does some work. Eve was so ultra modern in so many ways.

In Eve we have a picture that is essentially true of womanhood of every century. She is alluring and persuasive; she is curious and ambitious for knowledge and possession; she is guided by intuitions, not by reason; she paid the price of her impulses as the repentant wife, the burden-bearing Mother of all Living; she paid the price of her venturesome defiance of fixed laws just as her modern daughters in real life have suffered the penalties of disobedience of accepted standards.

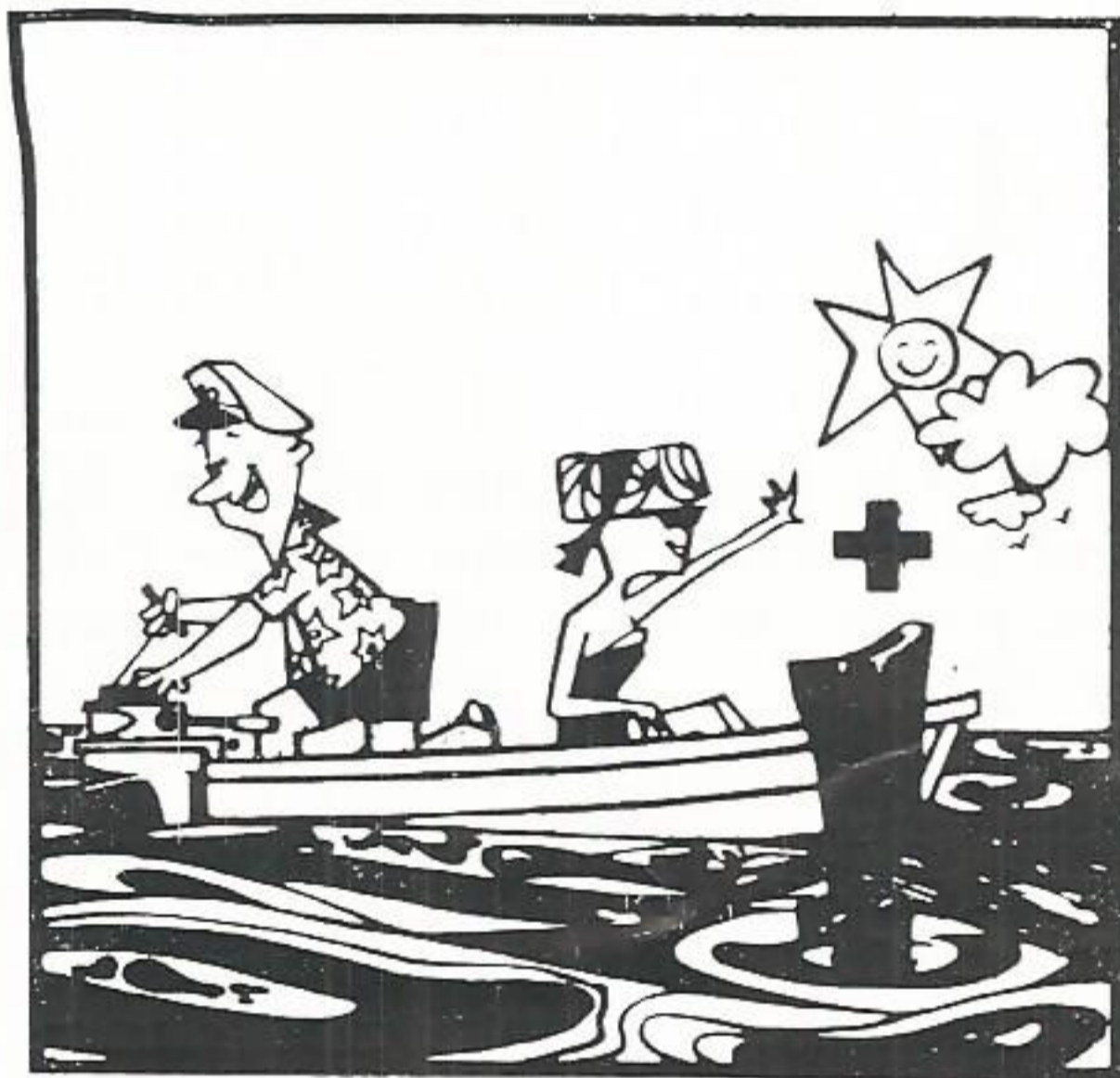
For Safety In and On the Water



DON'T OVERLOOK—Equip your boat with safety items. **MUST** items are lifejacket and a light.



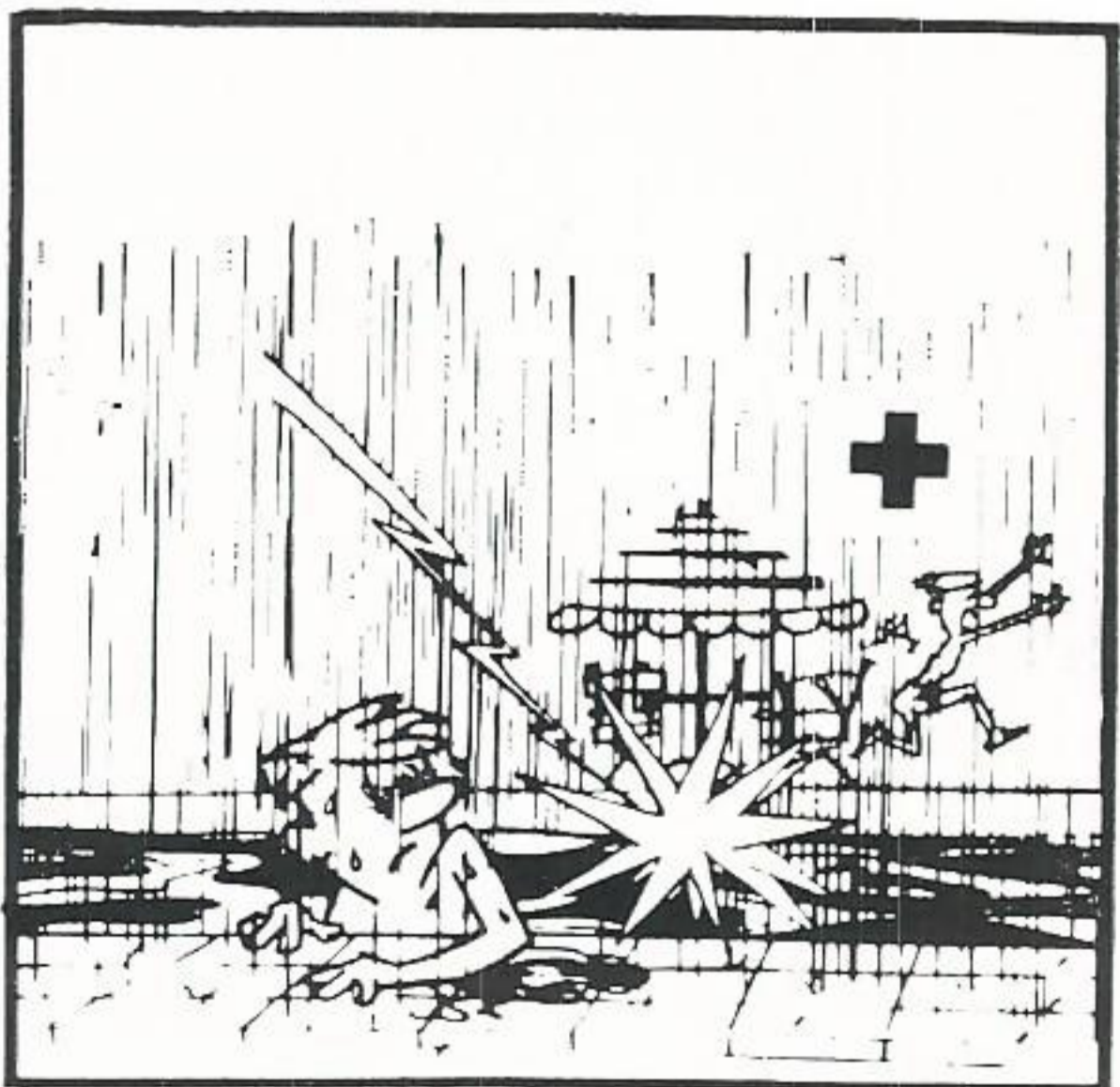
DON'T OVERPOWER—Learn the safe size of motor for your boat and don't exceed it.



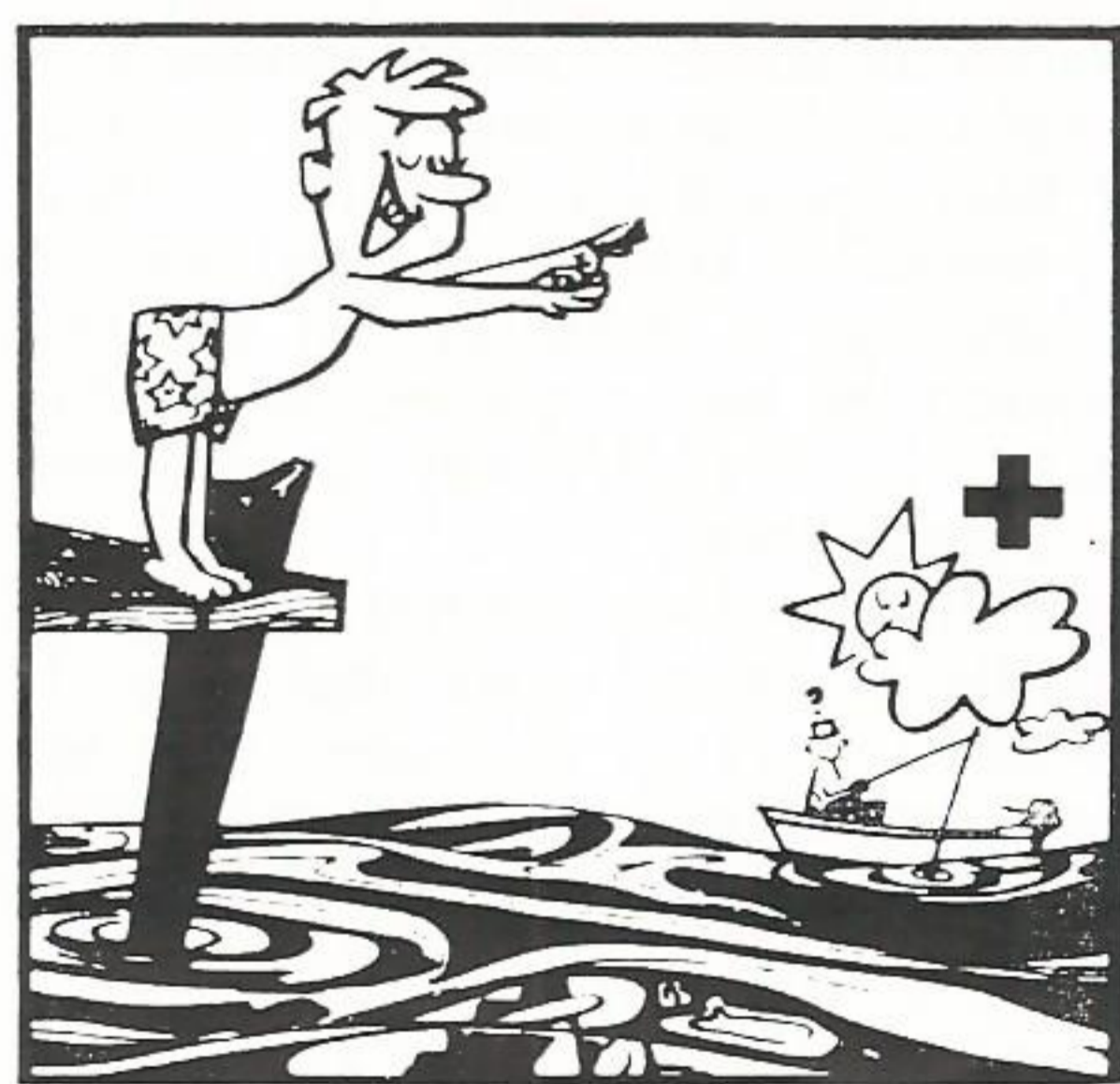
DON'T OVERLOAD—If you overload you may suddenly find yourself and your passengers in the water.



PLAY IT SAFE—Swim in a safe area. This is indicated by the presence of a lifeguard.



BEWARE—Don't swim during a storm. Water attracts lightning.



EXPLORE—Look for hidden obstructions before diving into strange waters.



Miss Clonts

New Advisor Joins Home Service Staff

GAIL CLONTS has joined our Company as home service advisor for the western half of the Beaumont Division and has just completed her training in the Beaumont General Offices.

Gail will live in Liberty and will represent our Company in such areas as Winnie, Anahuac, Dayton, Hull-Daisetta, Sour Lake, Saratoga and Devers.

A native of Mart, Texas, near Waco, she was graduated in May from Texas Tech with a bachelor of science degree in home economics. She also attended Texas Woman's University at Denton for two years, where she was a member of the Home Economics Club, Delian Social Club, Class Stunts and a Maid of Cotton nominee.

Gail is a member of the American Home Economics Association.

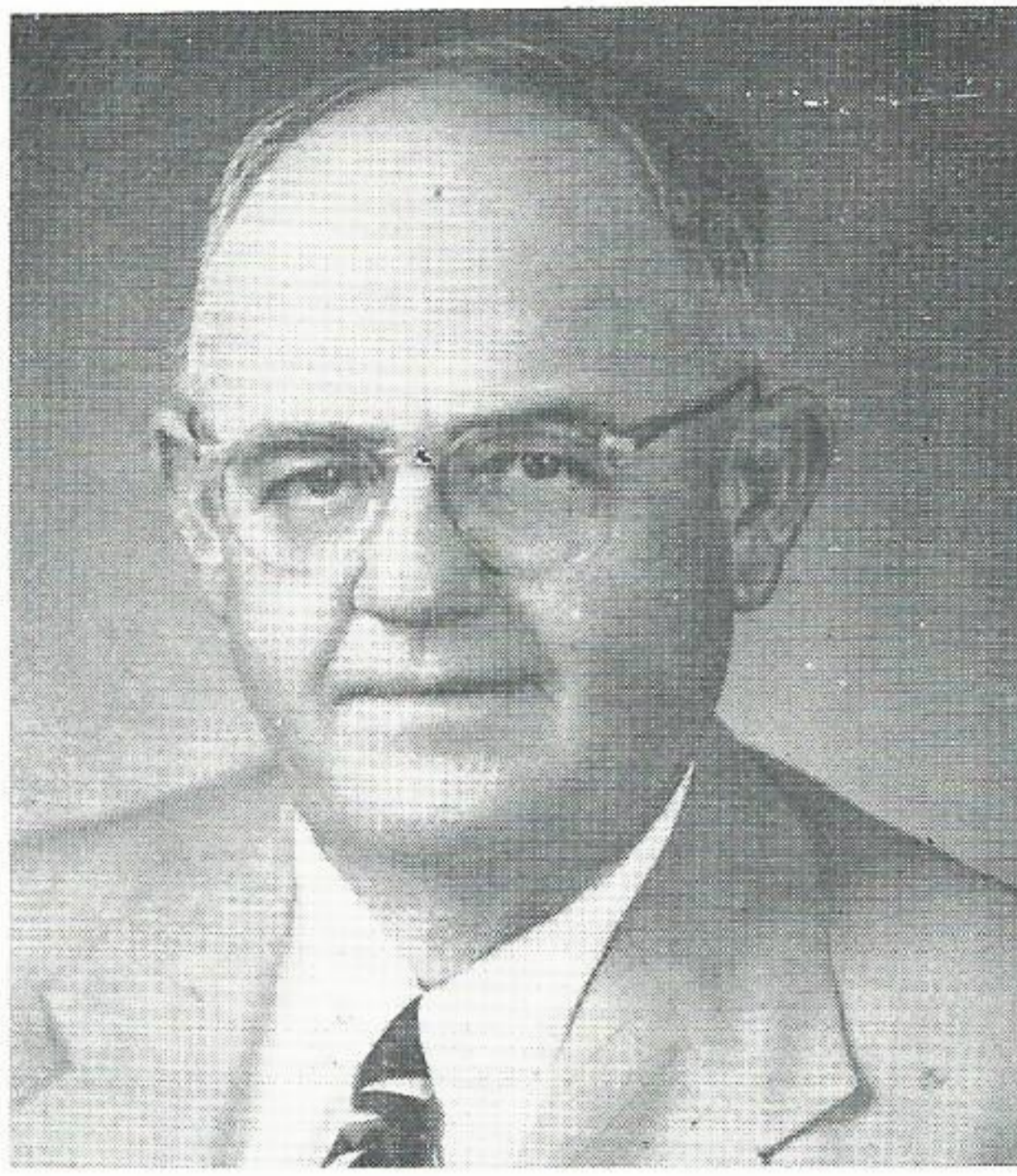
ADD GLIBS: Just about the time we think we can make both ends meet, somebody moves the ends . . . Success usually comes to those who are too busy to be looking for it . . . Some people would rather commit sin than commit themselves . . . Give some people an inch and they think they are rulers . . . Beware of a half-truth for it may be the wrong half of the truth . . . Some men celebrate their birthday by taking a day off and some gals celebrate their birthday and take a whole year off.

Fort Madison, Iowa
Evening Democrat

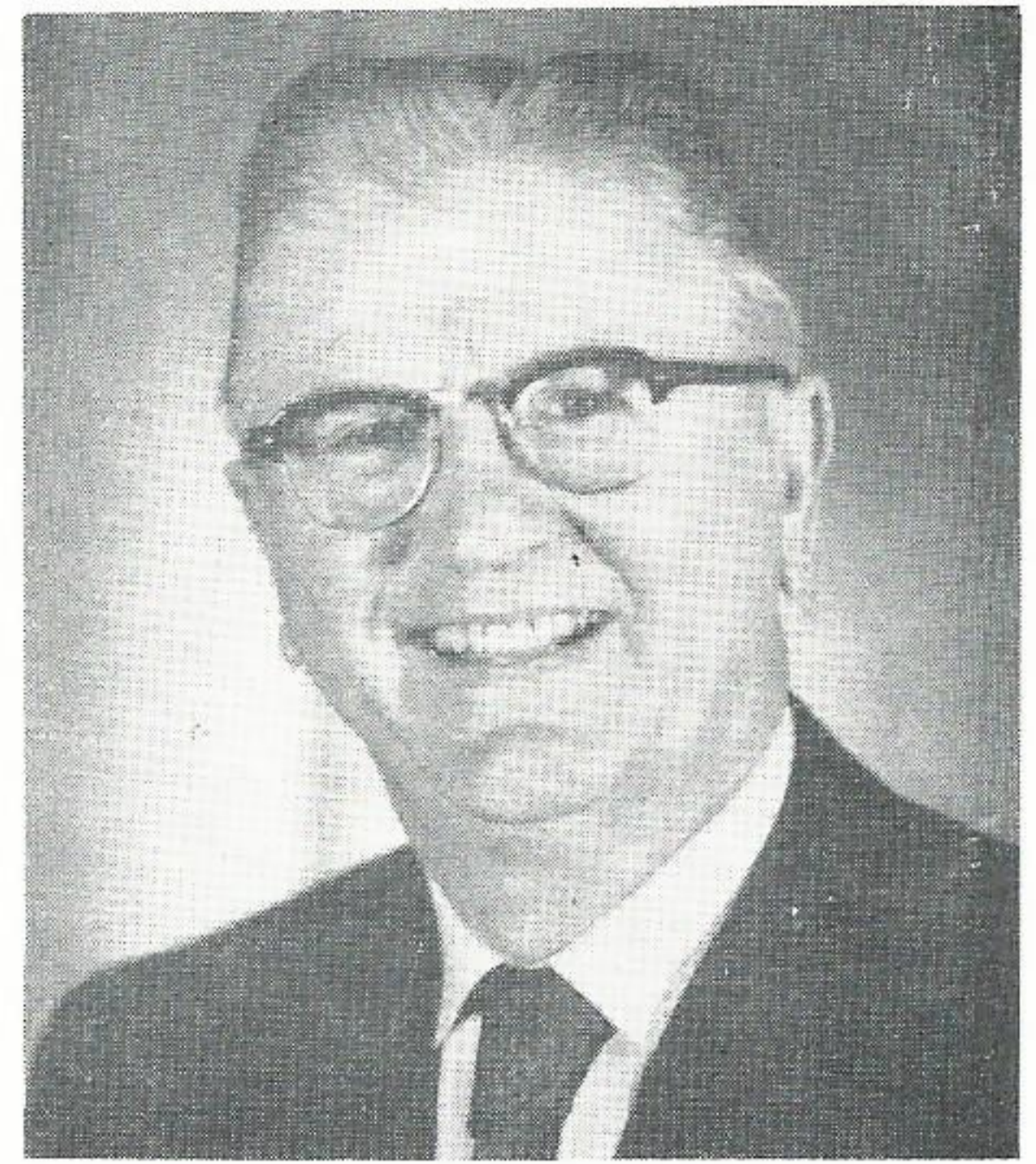
THE AMERICAN NATIONAL RED CROSS



Mr. Eddins



Mr. McMillian



Mr. Copponex

Four Long-Time Employees To Retire August 1

FOUR employees of our Company will retire August 1. They are L. R. Eddins, superintendent, Riverside Station; C. E. McMillian, labor foreman, Port Arthur; F. E. Copponex, operating engineer, Baton Rouge; and J. E. Ickles, utility truck driver, Beaumont.

Mr. Eddins

Mr. Eddins' electrical career began on June 17, 1917, when he was employed by the Northern Texas Traction Company in Fort Worth. About two years later he was transferred to their power plant at Handley, Texas.

The Harrison, Arkansas, native is a graduate of a business college in Dallas. This year he completed 45 years of employment. He has been superintendent at Riverside Station since 1952, and in the last two years has been directly concerned with the converting of Riverside to an automatic peaking load station through systemation.

Mr. Eddins was very active in civic and church affairs for many years, he is past secretary, vice-president and president of the West Calcasieu Association of Commerce and a member of the Methodist Church.

Mr. McMillian

Mr. McMillian has been an employee

of our Company since 1920 when he started to work as a lineman in Beaumont. He was transferred to Sour Lake in 1925 as a truckdriver in the T&D. Later that year he was moved to Port Arthur in the same position. He was named labor foreman in Port Arthur in 1951.

A native of Osyka, Pike County, Mississippi, he received his education in the Lake Charles, Louisiana, schools.

Mr. Copponex

Mr. Copponex began his career with the Baton Rouge Electric Company as a fireman in September, 1918. A native of East Baton Rouge Parish, he attended school at Goudchaux and previous to coming to work in the electrical industry he was employed as a boiler-maker by Standard Oil of Louisiana in Baton Rouge.

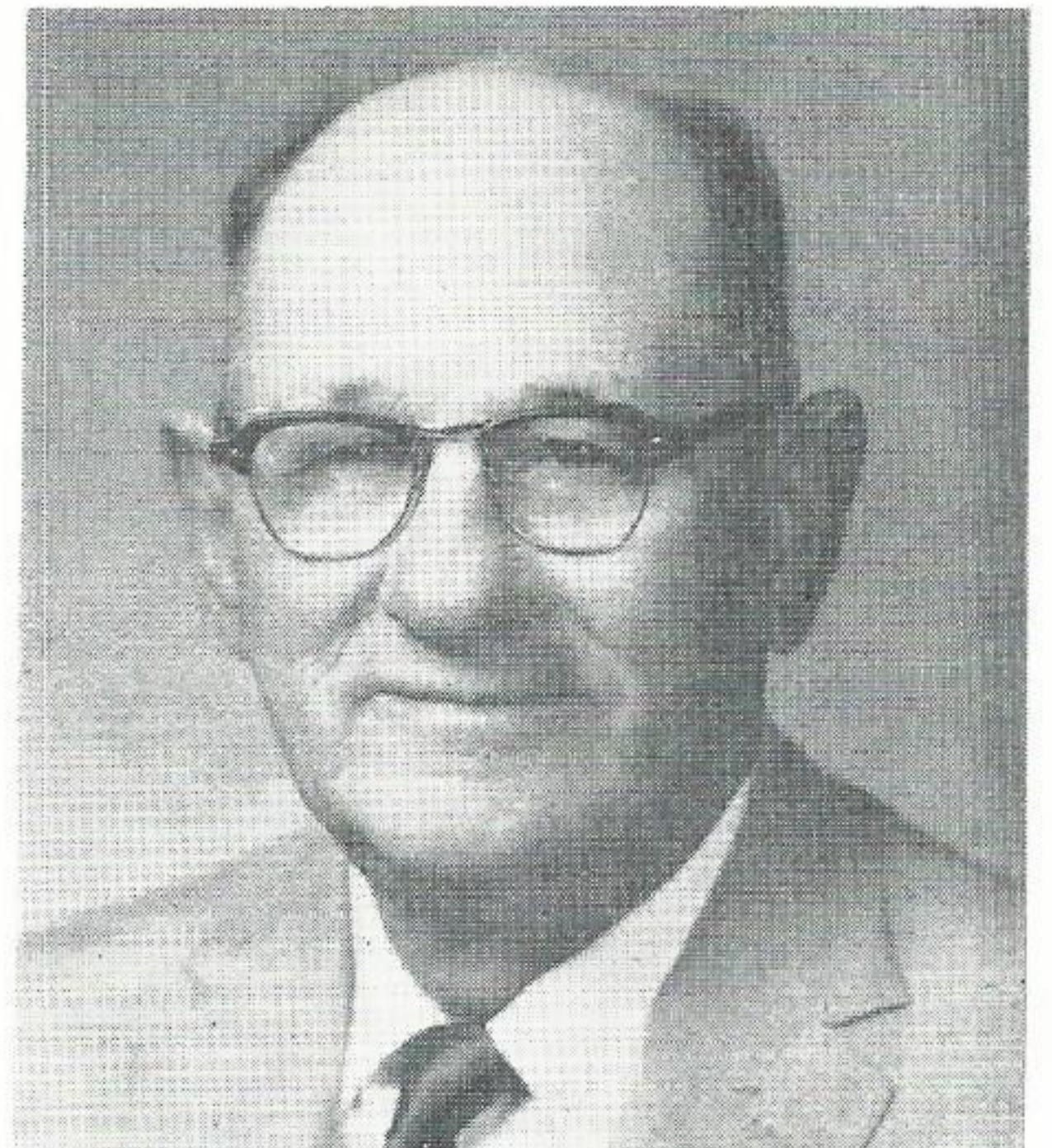
In 1921, he was named an oiler at Louisiana Station, later that year, he became a watch engineer. He was promoted to station engineer in 1942 and has been operating engineer since 1949.

Mr. Ickles

Mr. Ickles began his work with our Company as a groundman in Beaumont and has spent his entire length of service in the Beaumont T&D.

He was made a truckdriver in 1939 and has served through various classifications to become a utility truckdriver in 1954.

He is a native of Lima, Ohio and received his education there. Prior to coming to work for our Company he was employed as a pipe fitter and painter in various industries in Beaumont.



Mr. Ickles

SERVICE AWARDS

TEN YEAR



Jessie M. Dyer
Treasury
Beaumont



Eugene Andre
Production
Louisiana Station

THIRTY YEAR



J. K. Powell
Distribution
Lafayette



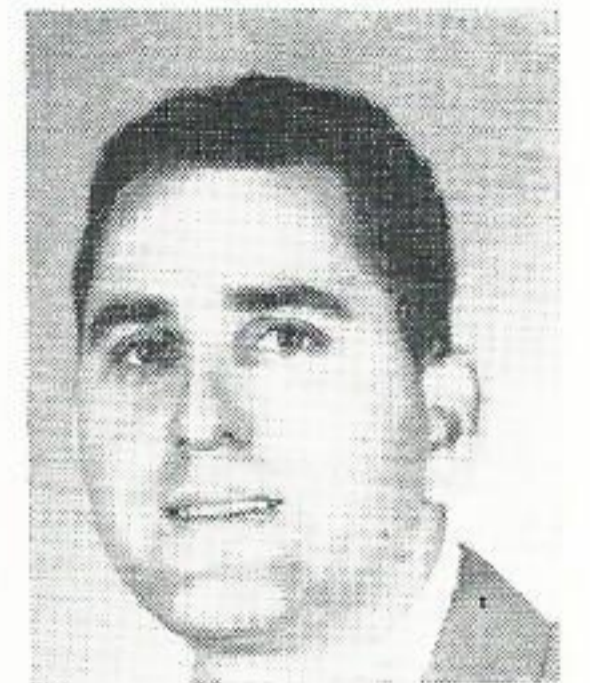
J. R. Barnett
Distribution
Baton Rouge



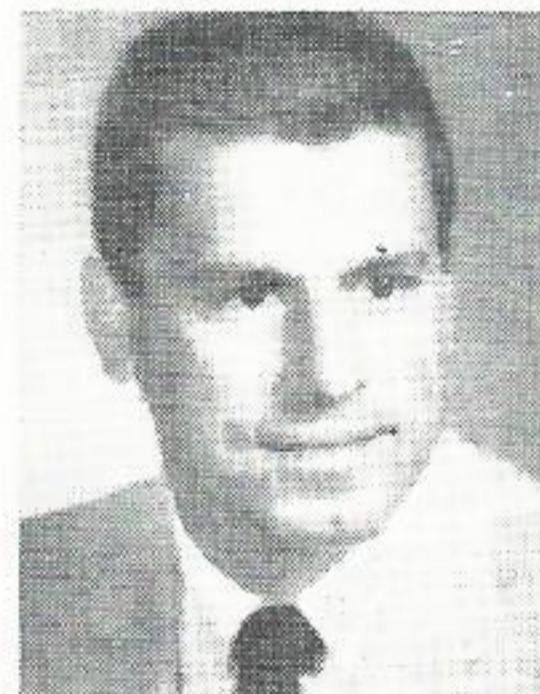
J. L. Gallier, Jr.
Production
Neches Station



G. Y. Harrington
Distribution
Baton Rouge



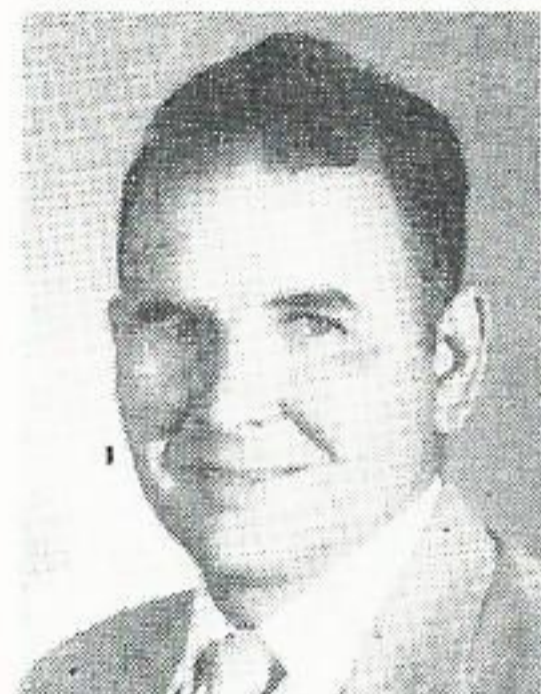
E. H. Hernandez
Production
Louisiana Station



W. B. Martin
Production
Neches Station



Lovelle Marshall
Distribution
Port Arthur



M. D. Quinn
Production
Louisiana Station

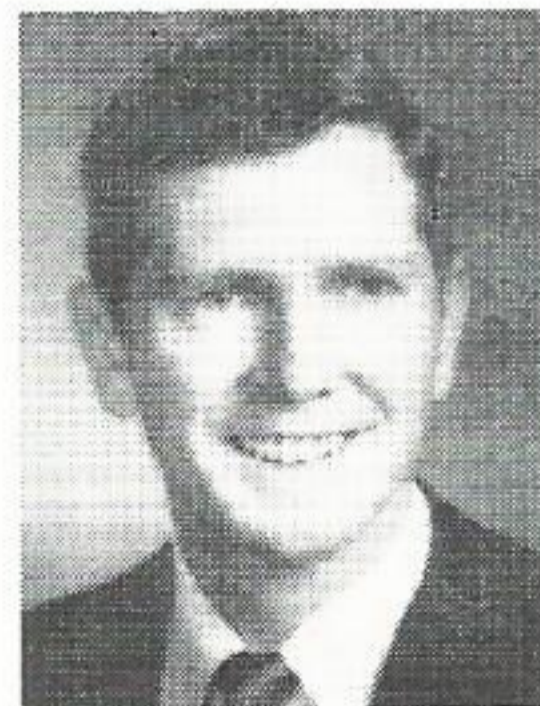


J. R. Robin
Distribution
Lafayette

TWENTY YEAR



B. C. Cannon
Production
Nelson Station



E. B. Smith
Treasury
Beaumont



G. M. Smith
Treasury
Beaumont



G. K. Teel
Distribution
Liberty



T. C. Thigpen, Jr.
Production
Louisiana Station



C. E. Chambers
Production
Nelson Station



William Barrow
Production
Louisiana Station



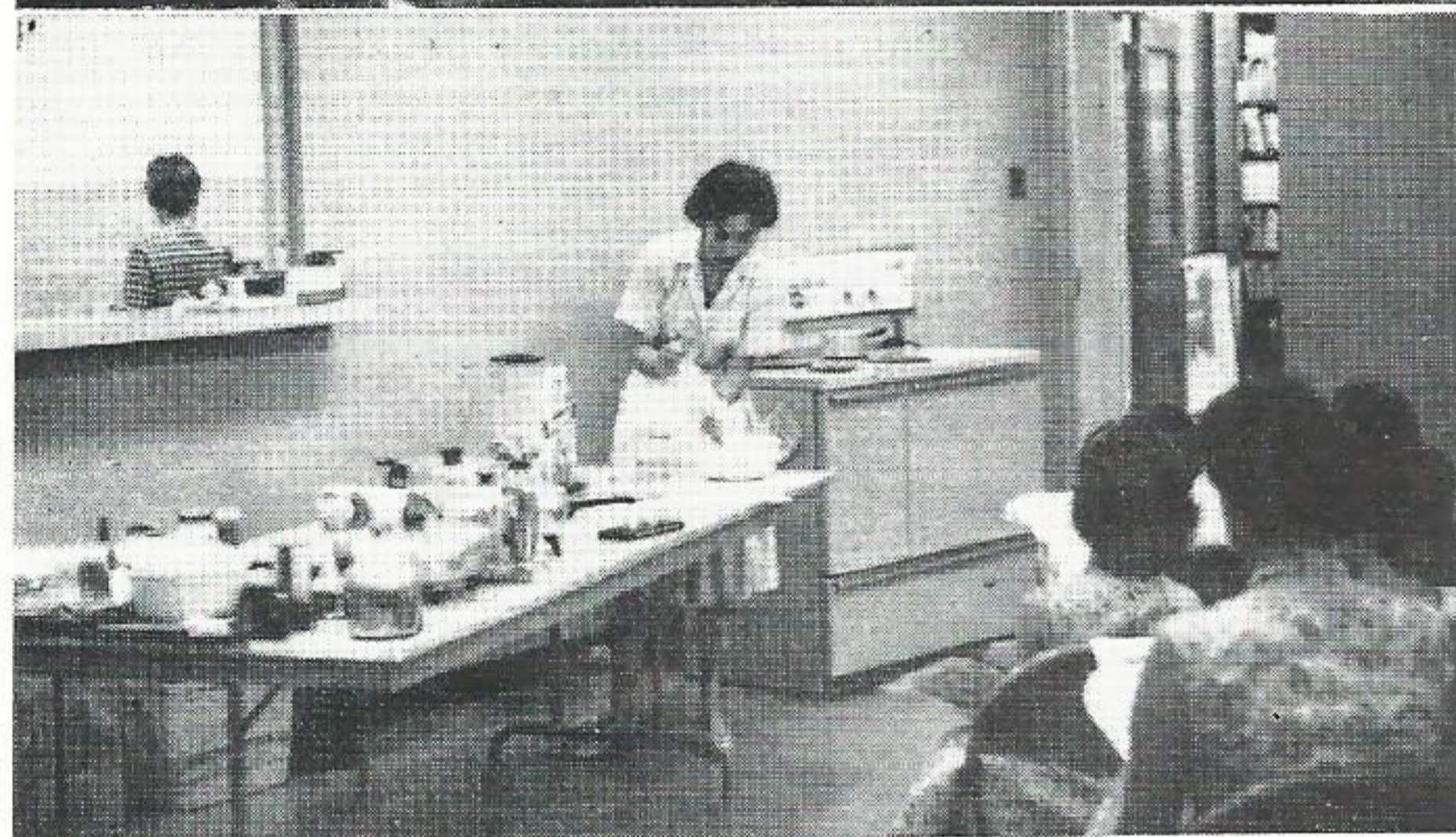
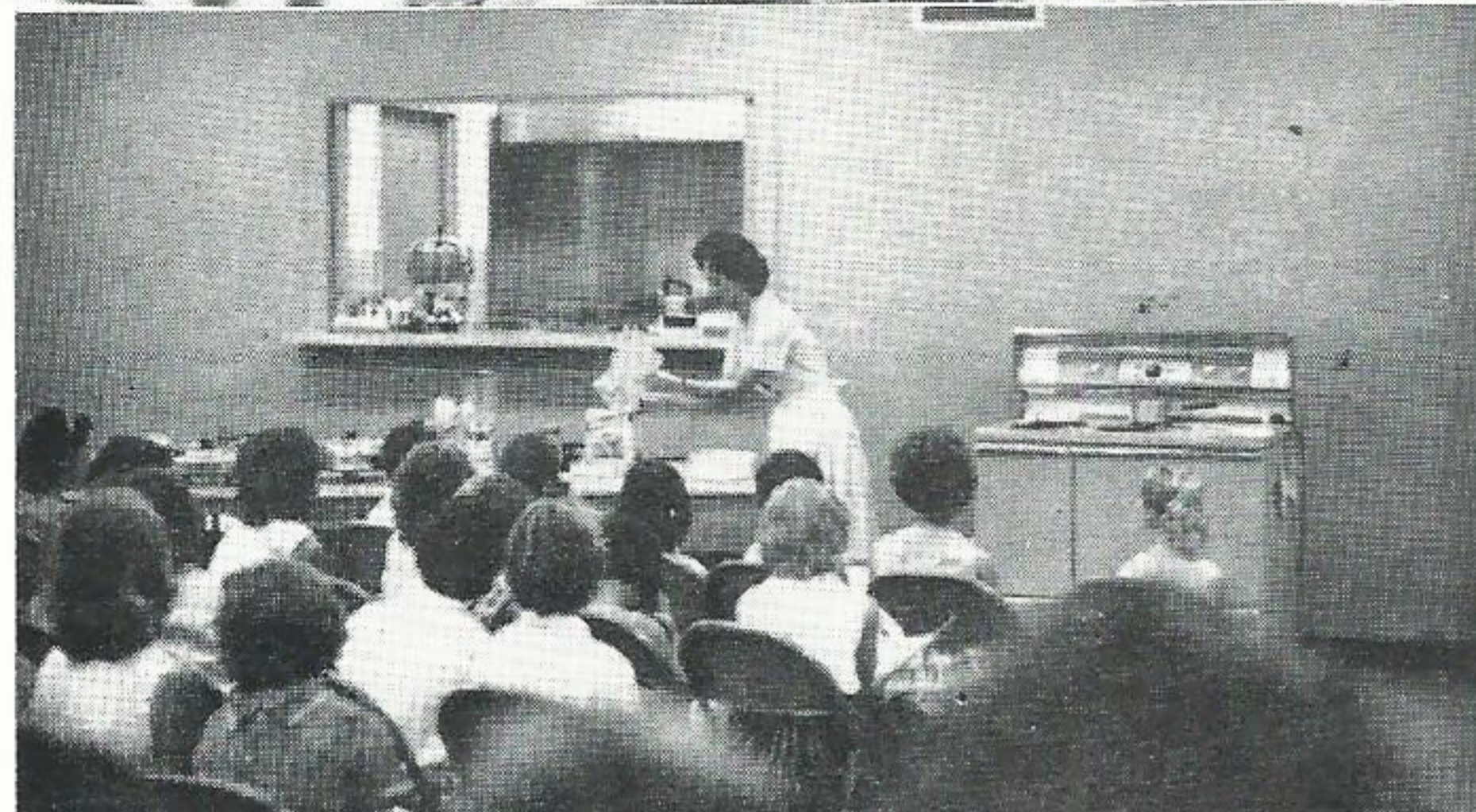
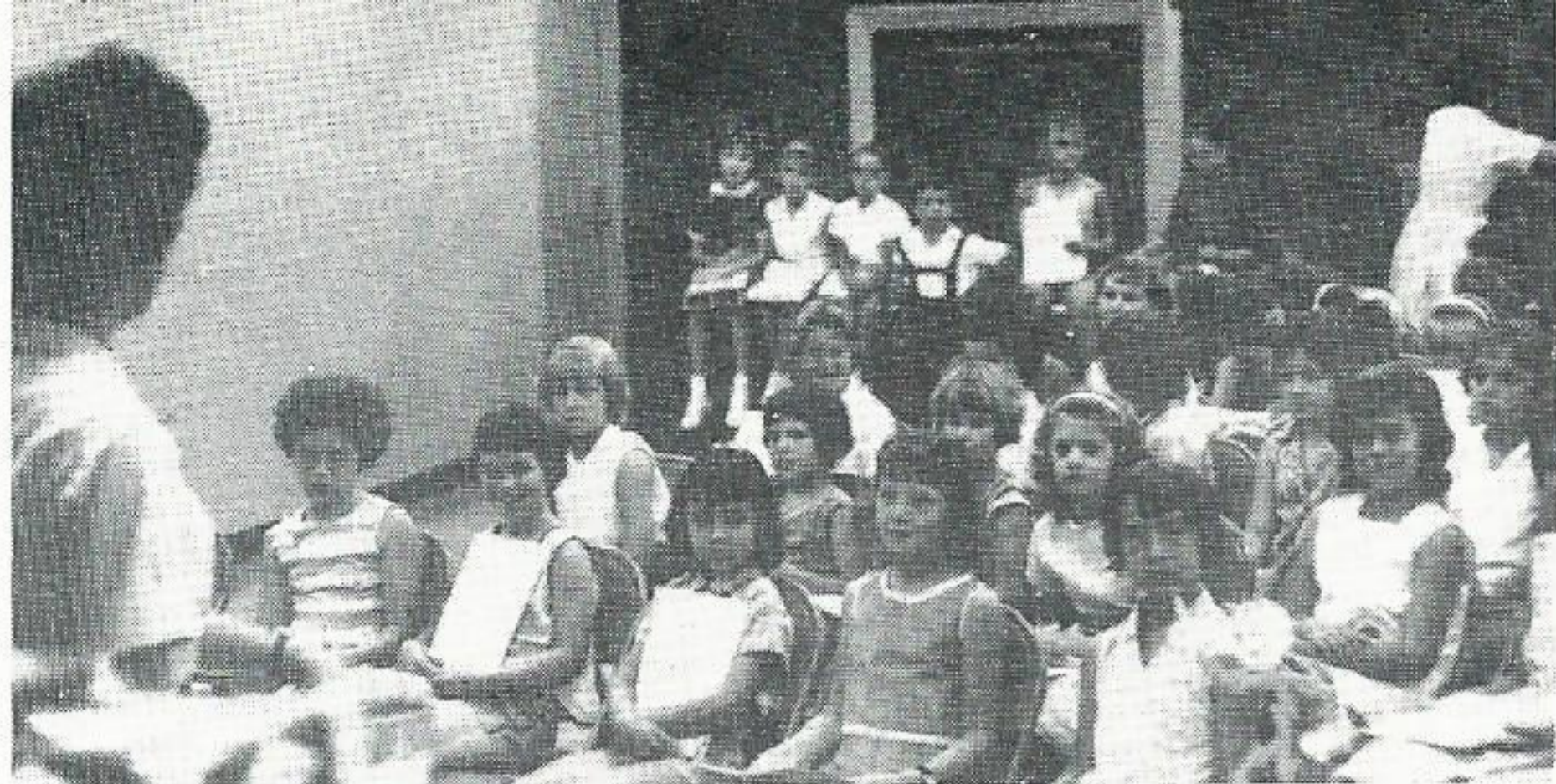
L. T. Henry
Production
Louisiana Station



Wilfred St. Julien
Distribution
Lafayette



Alexander Valerie
Production
Nelson Station



By Orange home service advisor . . .

Camp Fire Girls

Attend Cooking Classes

CAMP Fire Girls from Bridge City, Orangefield and West Orange attended a three day cooking school at Sabine Power Station conducted by Harriet Babin, home service advisor, Orange, last month.

The girls were introduced to basic cooking procedures, proper measurement and correct table service and etiquette. Learning to use the electric range and various small electric appliances commanded much of their attention.

On the third day each girl prepared a dish at home which was judged by Leonora O'Neal, home service director, Beaumont, Kay Zunker, secretary at Sabine Station, and Bill Finch, an employee at Sabine Station. Prizes were awarded to the winners. Each girl attending the school was issued a certificate.

Similar classes were held earlier for Vidor Camp Fire Girls at the Vidor Sub-Court House and the Orange Camp Fire Girls at the Orange Bowling Palace.



Ronald W. Trotti
William C. Reel
George W. Brown
Donald L. Cooke
James T. Bridwell
Andrew P. Gandee
Bobby Fleming
Deanna H. Fowler
Raymond C. Harris
Earnest L. Johnson
Marvin D. Oneal
Robert L. Atkinson

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

Apprentice-T&D
Secondary PowerTester
ApplReprman-3/c
SrEngAsst-Eng
SrEngAsst-Eng
Relayman-2/c-Eng
AcctJr-IBM-Gen
Steno-Exec-GenAcc
Elec-1/c-LaSta
Laborer-Gas
S/StaMech-1/c
Second Fireman-RSN



SAFETY TIP. Stairs are trouble in the dark, so two home safety rules should be heeded. Always keep stairs cleared of toys, brooms or other household articles and NEVER go down stairs in the dark without a flashlight. Thousands of home accidents are caused each year by falls down stairs, many of them in darkness.

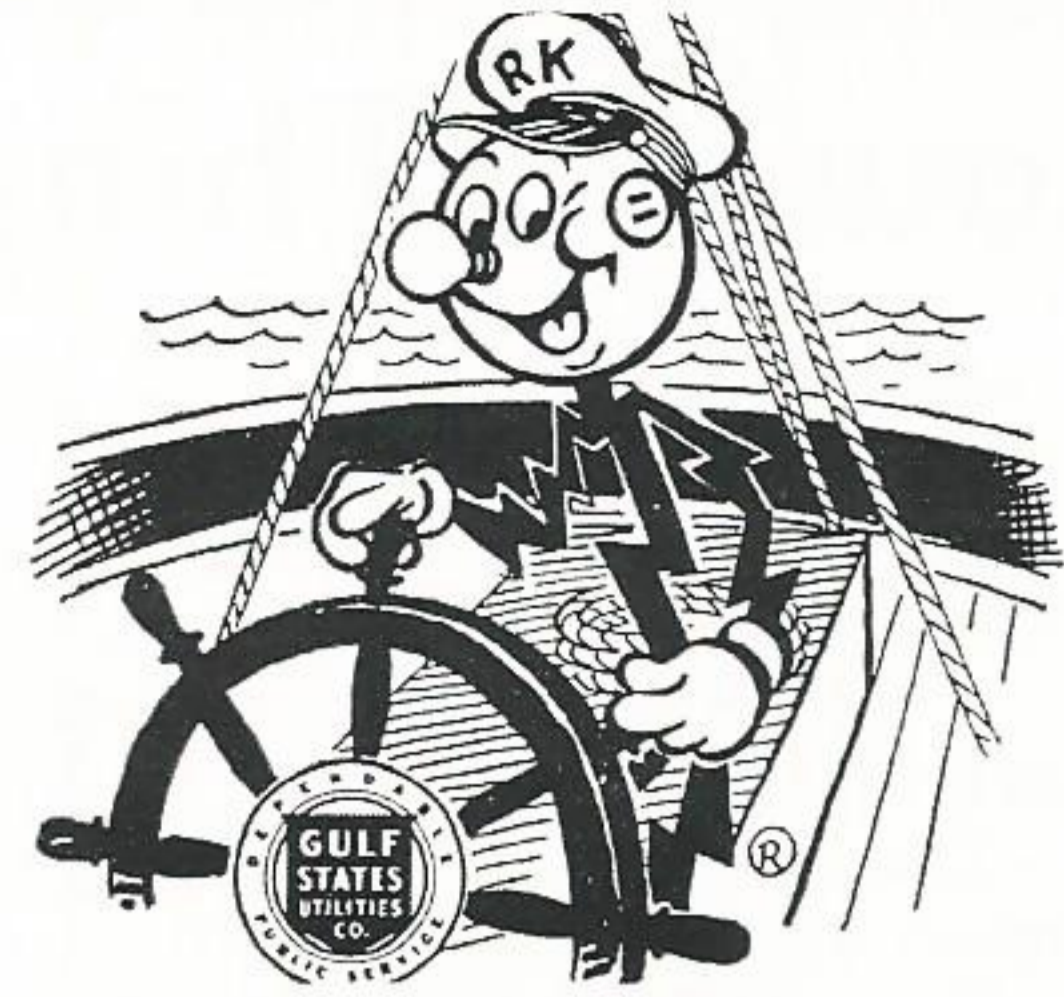
A Prescription

RX: Take one big dose of skepticism daily before reading any of the popular books on such subjects as how to eat without limit and grow thin; how to cure arthritis by diet; curing everything by taking preparation X; applying so called "common sense" to the diet which usually turns out to be nonsense; and how everybody can live to be 100 by eating "health foods."

Submitted
—By *Leonora O'Neal*
Home Service Director,
Beaumont

"We approve of the policy of making foreign visitors feel at home, but this dance the teen-agers are doing for the benefit of any African tribal dancers watching is going too far." —**Vera Ward Tibbetts**, Parkville (Mo.) Platte County Gazette.

Welcome Aboard NEW EMPLOYEES

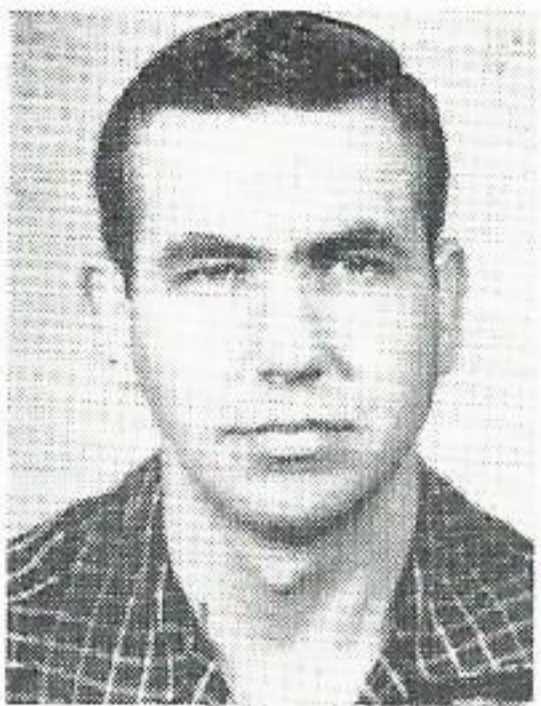


Chester O. Draper, Jr.	Beaumont	MechHelper-Neches
Louis W. Jones	Baton Rouge	Laborer-LaSta
Robert W. Courtney	Lake Charles	MechHelper-RSN
John M. Rideau	Lake Charles	MechHelper-RSN
David R. Taylor	Beaumont	Helper-T&D-Line
William D. Bates	Lake Charles	EngHelper-T&D
Coy B. Brannon	Beaumont	EngHelper
Catherine G. Richardson	Beaumont	BillingClerk-IBM-Bill
Barbara M. Allen	Beaumont	KeyPunchOper-SysBillRecs
Margo P. Mosley	Beaumont	Steno-GenAcctg
Janet S. Herrington	Beaumont	Steno-GenAcctg
Kenneth L. Gerber	Beaumont	Accountant-Jr-GenAcctg
Carolyn B. Sumrall	Baton Rouge	Clerk-CustsAcctg
Jo A. Rutledge	Baton Rouge	Clerk-CustsAcctg
Aubrey M. Smith	Beaumont	Eng
Fredrick D. Bunch	Beaumont	Eng
Annie B. Finley	Beaumont	Steno-Exec-Safety

Salesman of the Month

MAY LOAD BUILDERS

Residential



JOHN BORDELON
Jennings



VIRGIL FOSTER
Madisonville



HERBERT AULL
Baton Rouge



M. M. JOHNSON
Orange



W. M. INGWERSON
Nederland

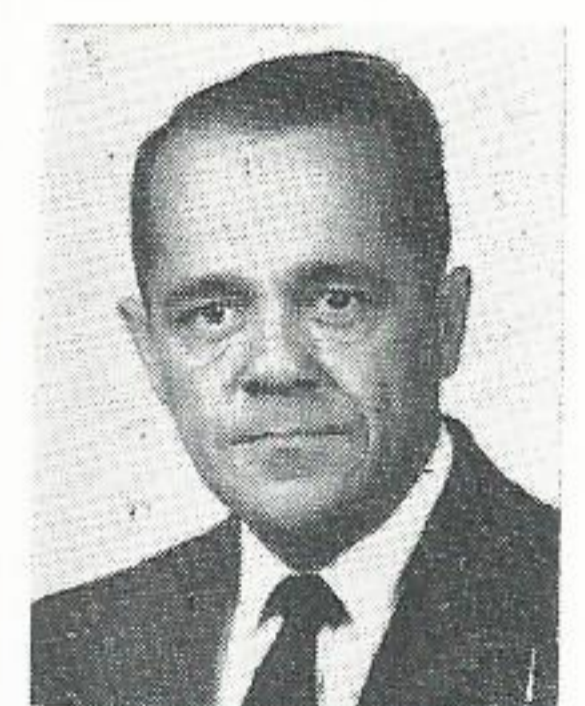
Commercial



FOREST ELKINS
Port Arthur



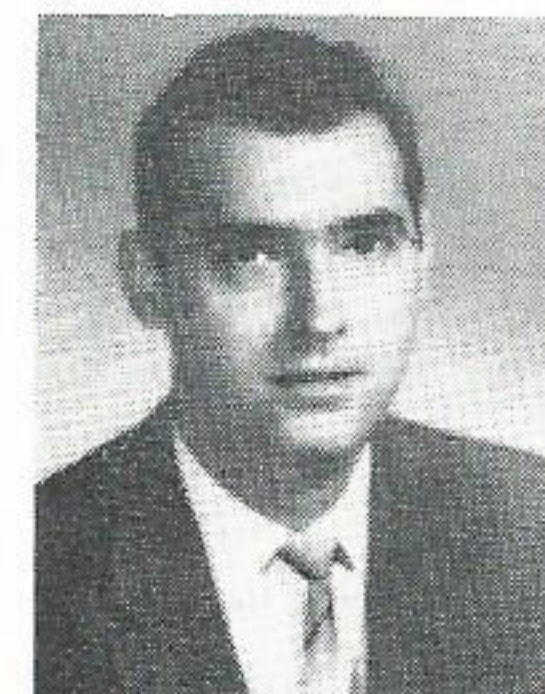
JOE BAILEY
Huntsville



ROY LOUVIERE
Lake Charles



LESTER LANDRY
Baton Rouge



O. K. BAKLEY, JR.
Beaumont

Lousing Things Up

A MESS of free-thinking citizens are braking the "soaring sixties."

The guy with the stubs is Charley. He's a machinist who thinks using machine guards questions his skill.

Andy is the flat nosed one. He drives fast and thinks it's smart to ride the bumper of the car ahead.

The one-eyed joker is Herman. He's a chipper who thinks goggles are uncomfortable.

The skin-headed dame is Sally. She works on a machine and thinks hair nets aren't sexy.

Don't step on Horizontal Hampton there. He knows his capacity for booze but passes out before reaching it.

The gal in black alongside the ambulance is Mary. She didn't think she had time to put the medicine out of reach of the kids before going to play bridge.

The wheezy cuss is Egbert. He doesn't think it's necessary to read ventilation instructions on paint cans.

Old lard-bucket there is Willie. He doesn't believe in limiting calorie input to outgo.

The punchy guy is Arty. He thinks it's sissy stuff to wear a hard hat when his head is liable to get clobbered.

The brat starting the fire is Helen's . . . a mother who doesn't believe in repressing natural tendencies.

Pete is the squinty-eyed character. He's a welder who thinks an ultraviolet ray is a spring flower.

The comedian is Percy. He thinks folks should get their chuckles playing practical jokes.

The guy with the cast on his toe is Tom. He thinks safety shoes hurt his feet.

The black eye belongs to Jackson. He's a supervisor and forgets a guy who works for him has feelings, too.

The balloon-type arm is hanging on Fred. He thinks little germs can't hurt him by getting into small cuts.

Free thinkers don't always come up with the right answers.

ROBERT D. GIDEL

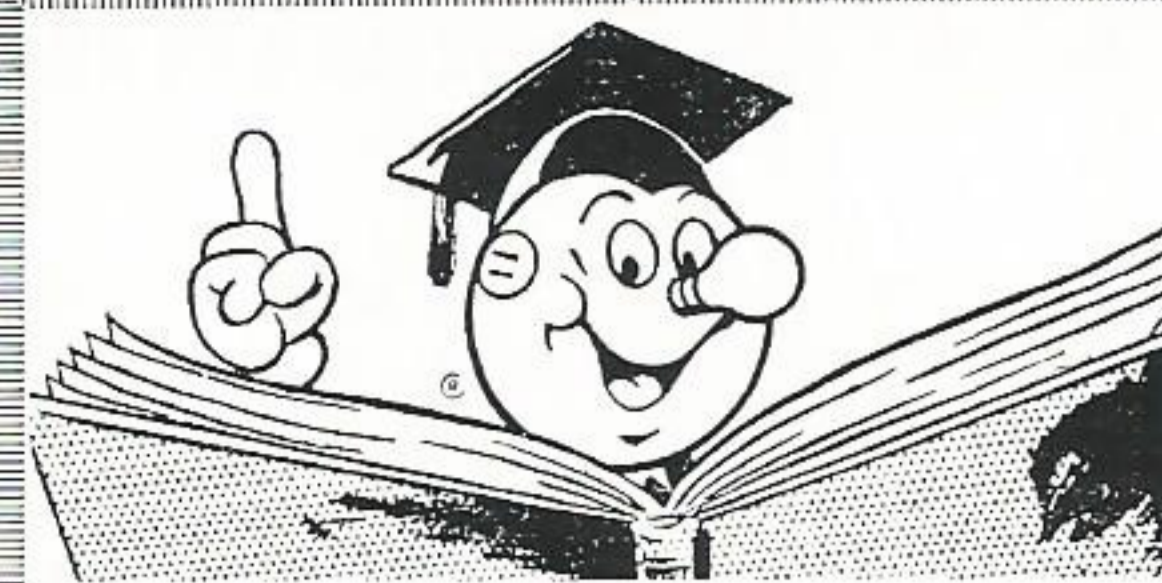
*from System Safety Bulletin
Virginia Electric and Power Company*



THIS MAN HAS WORLD-WIDE AMBITIONS. One of the best ways to keep him in check is to keep up our financial strength—as individuals and as a nation—through the purchase of U. S. Savings Bond.

MEMO TO PROSPECTIVE BRIDES: The time to plan your family finances is before the big day. Bankers suggest you and your finance work out a sample household budget, including long-term rainy-day savings as well as any special-purpose savings you may need for furniture purchases, a hoped-for vacation or a new car. To help you with your planning, the American Bankers Association has prepared a special "Personal Money Management" booklet with sections on spending, savings, investing, using your credit, and so on. You can get a copy from your local banker. If he doesn't have one he'll order one for you. No charge.

The important thing to remember is that peace comes from within your own heart and mind, not from some outside source, and when you refuse to be disturbed by things about you, life will flood your being with dynamic energy. —L. Stevens Hatfield in **Unity**.

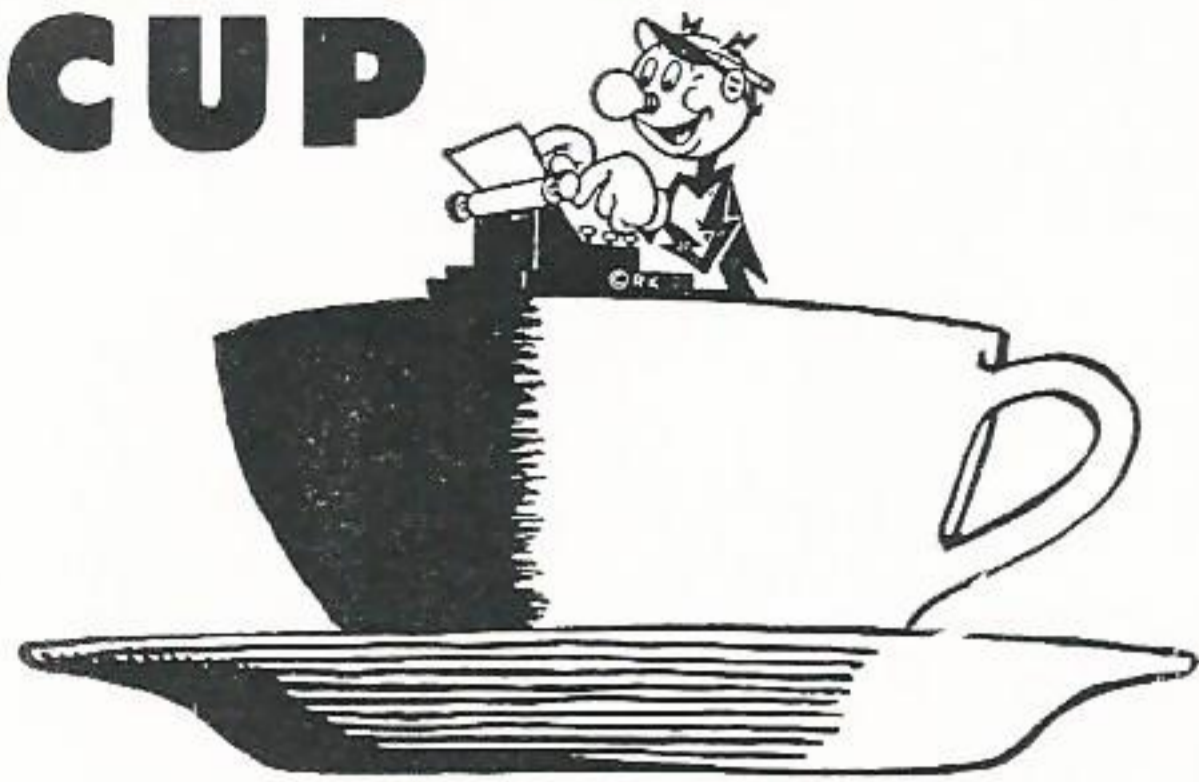


Reddy's Kollege of Kilowatt Knowledge

- Sabine Power Station is unique among the Company's generating plants. It has:
 - the tallest structure;
 - an eight-mile canal system;
 - the least number of employees;
 - a potential capability of 1,000,000 kilowatts.
- For running lines to remote marsh areas in the Lake Charles Division, the Company uses:
 - a helicopter;
 - a shallow-bottom barge;
 - a marsh buggy;
 - an LCVP purchased from the Navy.
- The Company's residential customers paid on the average 2.7 cents for a kilowatthour of electricity last year. How much did they pay in 1945?
 - 1.7 cents;
 - 1.8 cents;
 - 2.1 cents;
 - 3.7 cents.
- Recently Gulf States and four other investor-owned companies received national recognition in an electric utility publication for:
 - promoting safety in industry;
 - sponsoring a series of statewide radio broadcasts;
 - opposing REA legislation;
 - emergency work during Hurricane Carla.
- Annual investment for plant and equipment by the investor-owned electric utility industry is the largest of all industries in the United States. Last year electric companies spent about \$3.5 billion on construction. This represents what percent of the total U.S. business construction expenditures?
 - 10.2%;
 - 15%;
 - 3%;
 - 7%

(Answers on Page 32)

over the
**COFFEE
CUP**



BATON ROUGE Gas welcomes a new summer employee, **Joseph M. Chitty**, who is a helper in Engineering. We also welcome **Manfield Hollin**, who was employed as a laborer.

Sharkey J. Bergeron, Gas Engineering, has returned from vacation. He did quite a bit of fishing in the rodeo at False River and reports that he had a very good time.

Cecile Connors spent a recent weekend on the coast. She seemed to shine in the office. Could this have been because she was so sunburned?

—By *Freda Hoyt*

BATON ROUGE Customer Accounting lost four employees last month.

Mrs. Julie Saucier and **Percy Fore** retired after many enjoyable years with the Company. **Mary Ann Blue** left to await another visit from the stork. And **Sandra Davis** resigned to go to college in Mexico.

We wish them all much happiness.

Vivian Hays is recuperating after breaking her leg and then having minor surgery.

Donna Voyles left the mail desk and the Accounting Department to succeed **Glenda Keegan** as secretary to **Henry Landry**. We all wish her success in her new position.

We also have a new employee, **Jo Rutledge**, who is taking Donna's place. Jo has just returned to Baton Rouge after attending Montana State College.

Henry Sharp has transferred to Credit and Collections, where he'll fill the position left by Mr. Fore.

—By *Nancy Hoehn*

ETHEL SHARP, executive stenographer in Baton Rouge Purchasing, resigned June 1. Her many friends in Baton Rouge are sorry to see her leave but wish her every happiness at her fulltime occupation as a housewife.

—By *Brenda Haydel*

LOUISIANA Station welcomes two summer employees. They are **Jimmie L. Parker** and **Douglas F. Latimer**. Jimmie is back again this summer for the third time. He will be working with the electric crew and Douglas will be in the lab.

—By *Gayle Miller*

LAKE CHARLES

WE had several vacationers from the main office in Lake Charles during June. **Neill Carpenter**, industrial engineer, visited his sister in Texarkana and went to Dallas for the gun show.

E. L. Granau, vice president, Lake Charles Division, visited Connecticut and New York. **Faye Denney**, Sales, went to California with her twin sister and brother-in-law.

Jerry St. Dizier, lighting engineer, had a very pleasant but rather warm trip to New Mexico. **Fred Brumfield** residential sales representative, visited his sister in California.

—By *Paula Davis*

LENA DUHON, stores clerk, enjoyed a few days of vacation at Grand Isle, Louisiana, taking in the sun and salt water.



JOINT FAREWELL PARTY. Percy Fore and Julie Saucier, Baton Rouge Customer Accounting, were honored by the Baton Rouge office group with this "going-away-cake" as both retired on June 1.



A WELL TAUGHT STUDENT. This is only a few of the many fish caught by George Blackwell, Louisiana Station, his wife and son during vacation time early in June. There is a rumor that Mildred was teaching George and son, Cecil, how to fish. She taught them well, wouldn't you say?

We are glad to have **Glenn Carpenter** and **Freddie Watson** as temporary employees at the Lake Charles Service Center. Both boys are majoring in electrical engineering, one at LSU and one at Louisiana Tech and will return to school after summer vacation. Glen is the son of **Neill G. Carpenter**, industrial engineer, and Fred is the son of **Fred C. Watson**, meter foreman, Lake Charles.

—By *Charlene Harper*

CALVIN HALL, Lake Charles Line, underwent surgery on his back in a Houston hospital June 15. We hope that he gets along fine and is back to work soon.

W. M. "Murphy" Gibbs is back to work as line foreman after a long absence. He had a heart attack and has been taking things easy for the past few weeks. It is nice to see him back on the job.

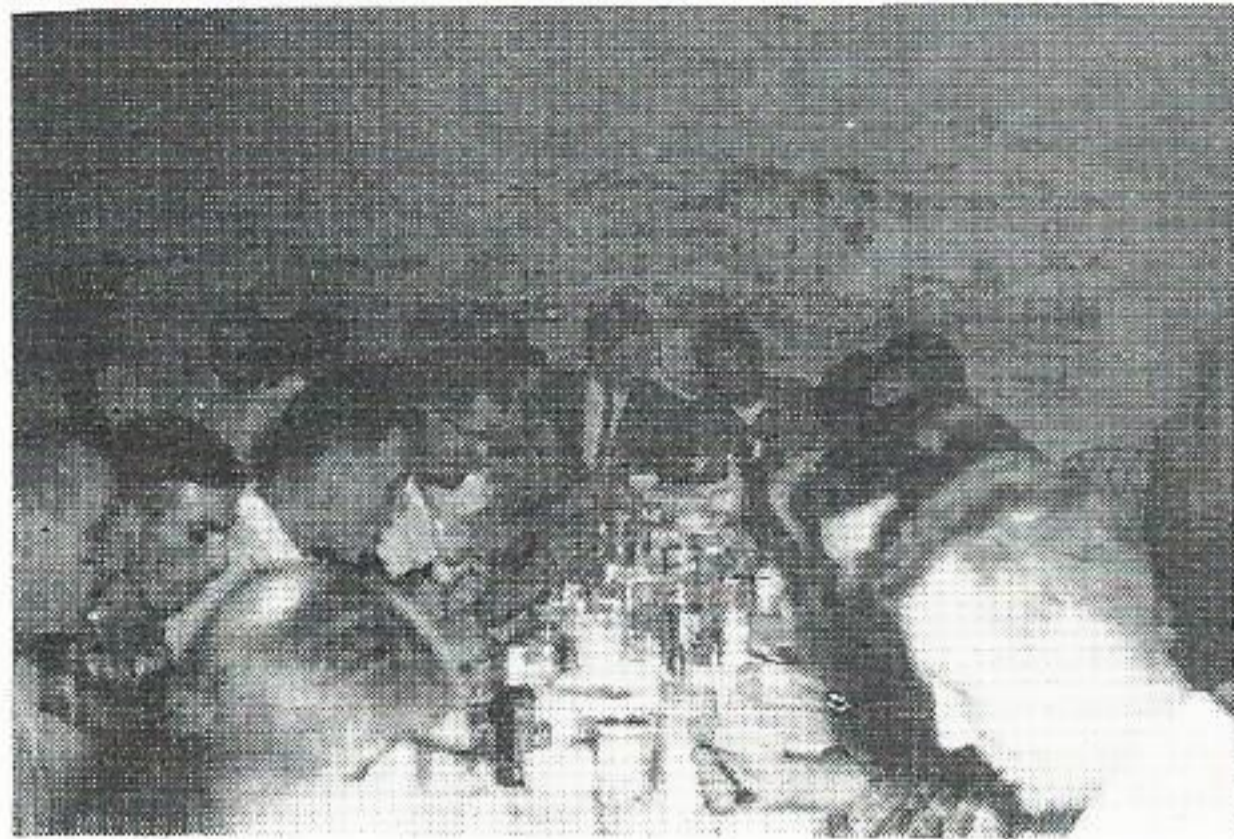
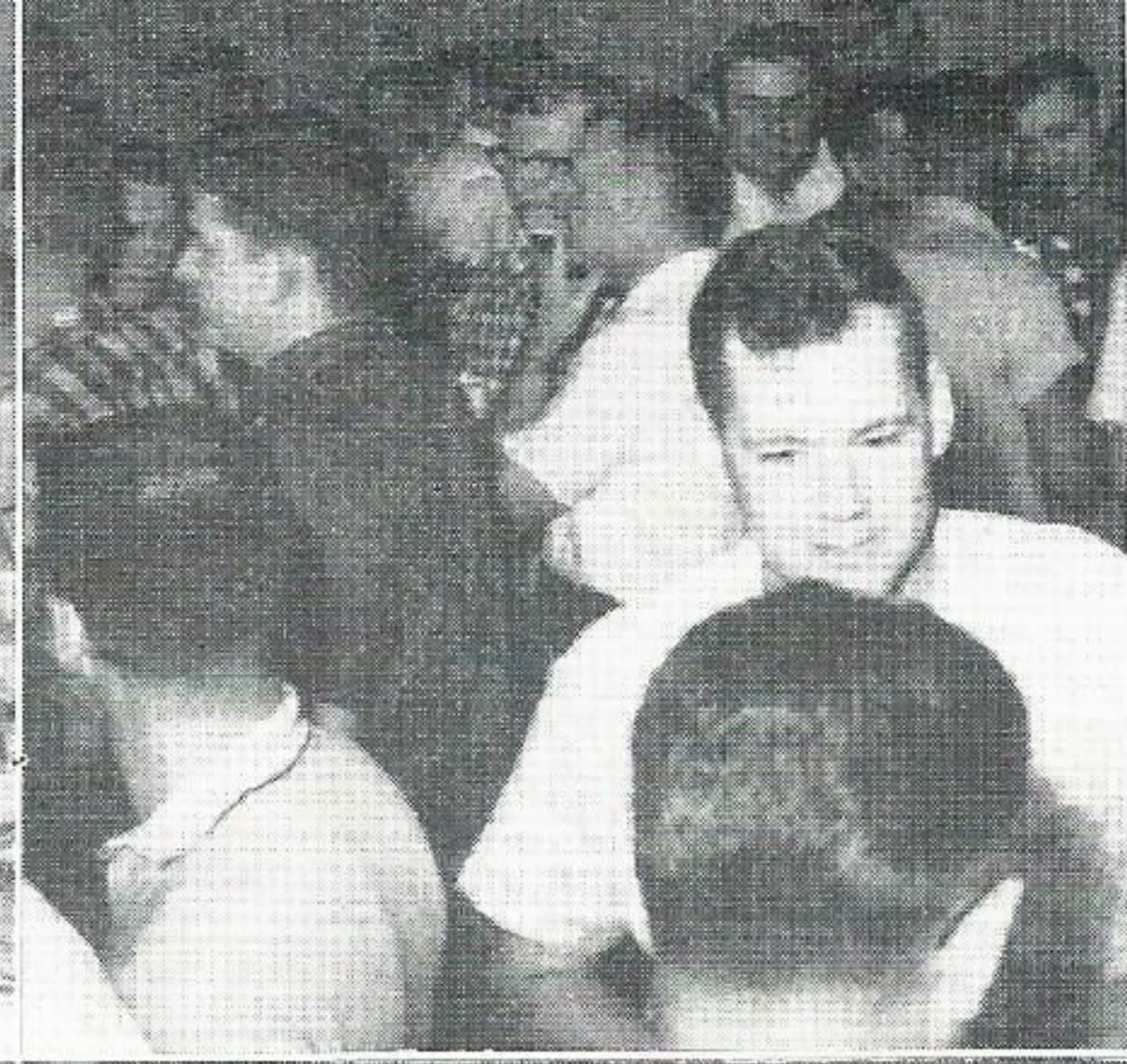
—By *Edith Patterson*

THE Lake Charles Substation Department has a new employee, **Wiltz C. Hanks, Jr.**, from Crowley, Louisiana, who began work on June 12. Wiltz is a graduate of Crowley High School and has just completed a four-year tour of duty with the U.S. Air Force.

Eunice Byrd has returned to work after several weeks of illness. We are glad to have him back and he reports he is feeling much better.

Mr. and Mrs. Charles Reifsnider have had as their guests Charles' brother and family from Orlando, Florida. Charles is a relayman in Substation.

Vacation-bound was the by-word for employees of the Substation Department this past month. **Mr. and Mrs. W. H. Atwell** and family vacationed in Missouri where they visited with



STEAK SUPPER. Recently the Flower Fund Committee at Louisiana Station staged two parties for the station employees at the Continental Motor Hotel in Baton Rouge. The men enjoyed a steak supper with all

the trimmings. Committeemen responsible for making arrangements for the party were J. L. Gallup, A. D. Sandifer and V. Blanchard. Members of the Flower Fund Committee for this year are Mr. Gallup, S. W. Paxton, Mr. Sandifer, and S. A. McKenzie.

relatives. **Mr. and Mrs. Sheldon "Shot" Sibley** spent a couple of weeks camping in the Ozark Mountains where they enjoyed fishing, hiking and the picturesque scenery. **Mr. and Mrs. Feland Bush** and sons motored up to Colorado and spent several days sight-seeing. **Melvin Bergeron** spent a week of his vacation fishing in the Black River southeast of Jonesville, Louisiana.

Others taking vacations and staying close to home were: **George Trahan, J. T. VanWinkle, R. J. Heinen,** and **James Leveque.** "Rip" VanWinkle couldn't really call his time off a vacation, as he enlarged his home.

Mr. Heinen, shop foreman, tells us that his wife, **Virginia,** is well on the

road to recovery from a recent operation. Also, **Mrs. H. G. Holland,** wife of Relayman **Hugh Holland,** is now back at work after an operation in St. Patrick's Hospital in Lake Charles.

—By Jo Ann Burnett

THERE are some new faces to be seen at Nelson Station this summer. **Robert W. Courtney,** mechanic's helper, has been employed in the Electrical Department.

Waite G. Strong, Jr. son of **Mr. and Mrs. W. G. Strong, Sr.,** Riverside Station, has been hired for the summer months. After the summer Walter will return to LSU where he is studying law.

John M. Rideau has been hired as a laborer to replace **Leo Thibodeaux,** who resigned to join the Army and make it a career.

Charlene Cannon, daughter of **Mr. and Mrs. Burton C. Cannon,** recently was named outstanding member in 4-H Club work in Louisiana. She also received the highest award given for 4-H Club activities.

—By Dora Ann Aguiard

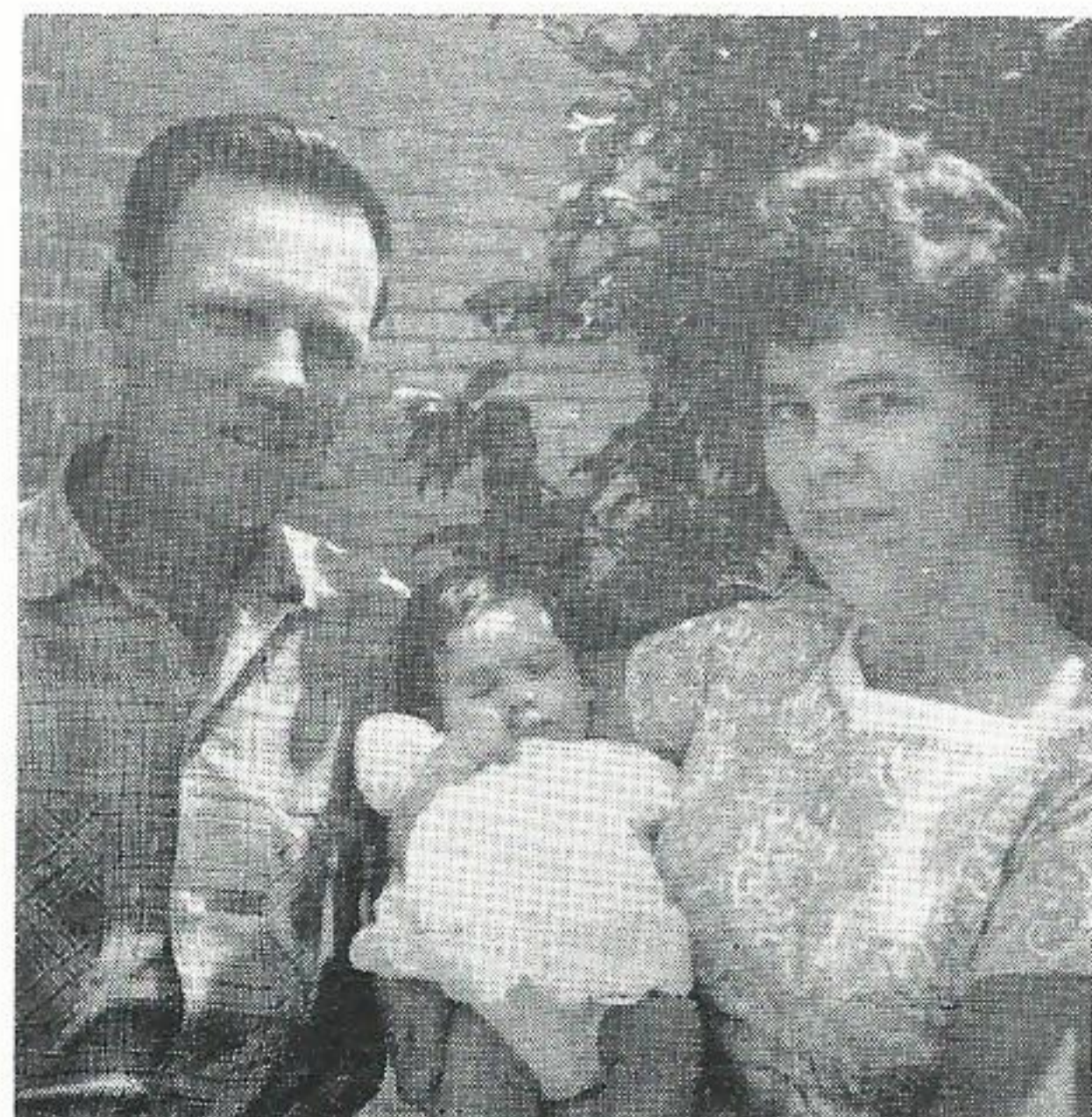
ALBERT J. "TEX" BOUDREAUX, who prefers to be called "Boud" wears a scholarly expression on his face these days as he did quite a bit of learning while attending Bailey Meter Instrumentation Course in Cleveland, Ohio, during May. Boud and Lorraine and their three boys made a weekend trip to his home in Abbeville recently.

Also, making a trip to his hometown—Giddings, Texas, for a weekend

were **Jim and Ann Meitzens.** Jim and Ann are also happily awaiting a visit from the stork.

Joe Brown, who underwent an operation on June 7, is reportedly getting along just fine. We are all happy to hear the news as Joe is a favorite of everyone at Riverside.

Garland Strong reports he has a full house again, as his older son and older daughter—**Walter** and **Martha**—are home from college for the summer vacation months.



NEW ARRIVAL. Mr. and Mrs. H. C. Norton, Baton Rouge, show off their new daughter, Renee Lyn, who was born April 7. Two happier parents would be hard to find!



GOOD FISHING. R. L. Jowers, center, Beaumont T&D-Meter, along with Al Linscomb, Corpus Christi, caught this nice mess of redfish and speckled trout off of an offshore drilling rig 23 miles out from Corpus Christi.



SURPRISE TRANSFER PARTY. Mr. and Mrs. Volz D. Elliott, Jr., were recently honored at a surprise office party when Mr. Elliott, commercial sales representative, was transferred from the Huntsville District to the Conroe District.

A third Willie has been added to Riverside—he is **Willie O'Kelley**, son of **W. F. O'Kelley**, control operations foreman at Nelson Station. Willie is a temporary summer employee working as a mechanic's helper.

Vacationing during the last of May and in June were: **Willie Prejean**, **L. R. Eddins**, **H. L. Ney**, **M. H. McDaniel**, **Andrew Williams** and **Willie Cox**.

—By *Willie Cox*

LAFAYETTE

SEVERAL Lafayette Gulf Staters enjoyed vacations this past month. **Horace Trahan**, **Peter Gallet** and their families spent a week at Holly Beach working on Horace's camp and doing

a bit of fishing and crabbing; **Renix** and **Rose Broussard** spent two weeks traveling and sight-seeing on the eastern coast. Among points of interest visited was Washington, D. C.

Bob Domingue, **E. P. Guidry** and **George Parton** spent a week of their vacation at their homes just doing little odds and ends. **M. M. Miller** and Mrs. Miller spent a week fishing and taking things easy. **Jimmy Daigle** and his family spent a week in New Orleans visiting with Jimmy's parents and brother and sisters.

A crawfish boil was held in the Lafayette Substation Yard on June 1. Special thanks go to **Russell Bonnet**, **Earl Broussard**, **C. Rome**, **Claude Patin**, **Bernard Wiltz** and **Rufus Mier**. Everyone thoroughly enjoyed the "Louisiana Lobsters".

We're glad to see **Cynthia DuBois** back to work after being sick for a week.

—By *Cynthia Trahan*

JENNINGS

ARDIE CLARK, service foreman, celebrated a birthday just recently. He is a spry 62. A large cake with his age written in candles was presented to him.

Another birthday on the list was that of **Ray Morris**, appliance repairman. Didn't get his age but he did have a nice day.

J. W. "Dittle" Billodeaux, appliance repairman, had visitors from up North during his vacation. His brother from Maryland stayed in Louisiana for several days.

Carolyn Spell, local office clerk in Substation, spent a sunny week in



READY FOR THE "OLE BALL GAME." Lonnie Stanford, 14-year-old son of Mr. and Mrs. Wade Stanford, Huntsville, plays catcher for the "White Sox" youth league team in Huntsville. Lonnie's mother is Dorothy Stanford, local office clerk and PLAIN TALKS reporter in Huntsville.

Florida. Other than having to return to Louisiana the week was unspoiled.

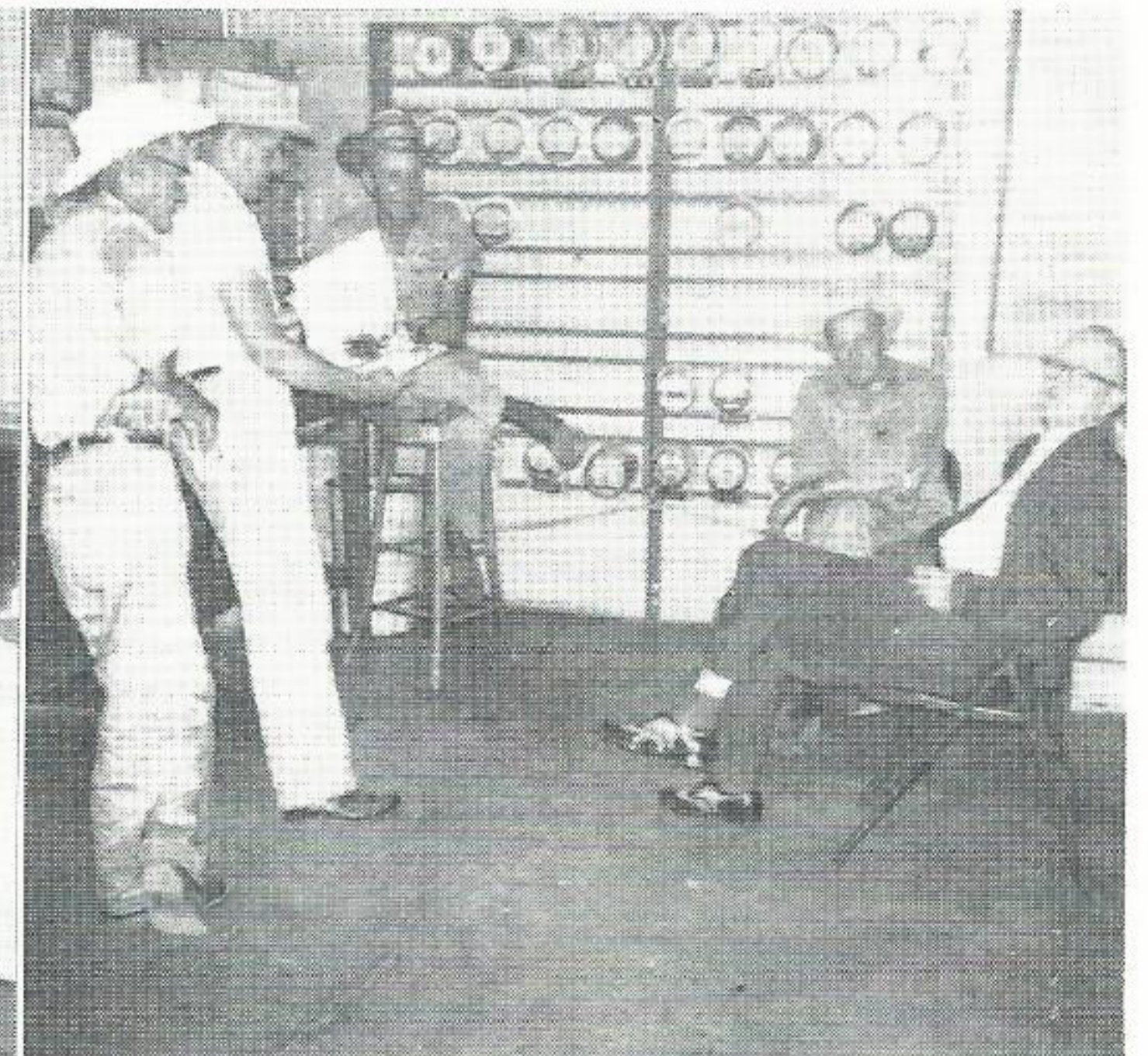
While on vacation, **Harry Jeanise** worked and loafed and really enjoyed it all.

Others who have been on vacation are **O. J. LeBlanc** and **Louis Hormell**.

—By *Mary Gauthier*

NAVASOTA

A BIG FISH STORY. **Ima Lee Stone**, wife of **Buck Stone**, substation operator, Navasota brought in a 31-pound catfish caught in the Navasota River with a rod and reel.



RETIREMENT FUN. Employees of the Huntsville District honored Mr. and Mrs. Raymond Wright, retiring district superintendent, with a party on May 11. Left, E. E. Kaltwasser, at the right, presents Mr. Wright with a gift from the employees; center, Mr. and Mrs. J. H. Cates, an annuitant of our Company, were special guests at the retirement party;

at the right, Mr. Wright takes it easy the last few minutes of the day he retired with Ed Allen, Dewey "Pete" Allbritton, meter readers, John R. Flynt, and E. E. "Cotton" Kaltwasser, servicemen. Mr. Wright retired to a full-time job as the mayor of Huntsville.

ORANGE

WEDDING bells were certainly ringing for Orange Gulf Staters last month. **Florence Finnell** and **Rose Zeto**, both of the Accounting Department, became brides in lovely ceremonies. Florence was the first to take the big step on June 1, when she wed Jerry Evans in Slade Memorial Chapel. Close behind was Rose's wedding to Bill Simar, June 9, in St. Mary's Catholic Church.

It was a rough vacation for **Van Kitchens**. He attended National Guard Camp for the two weeks.

Orange welcomed a new employee this past month, **Wayne Ferguson**, a helper in the Line Department.

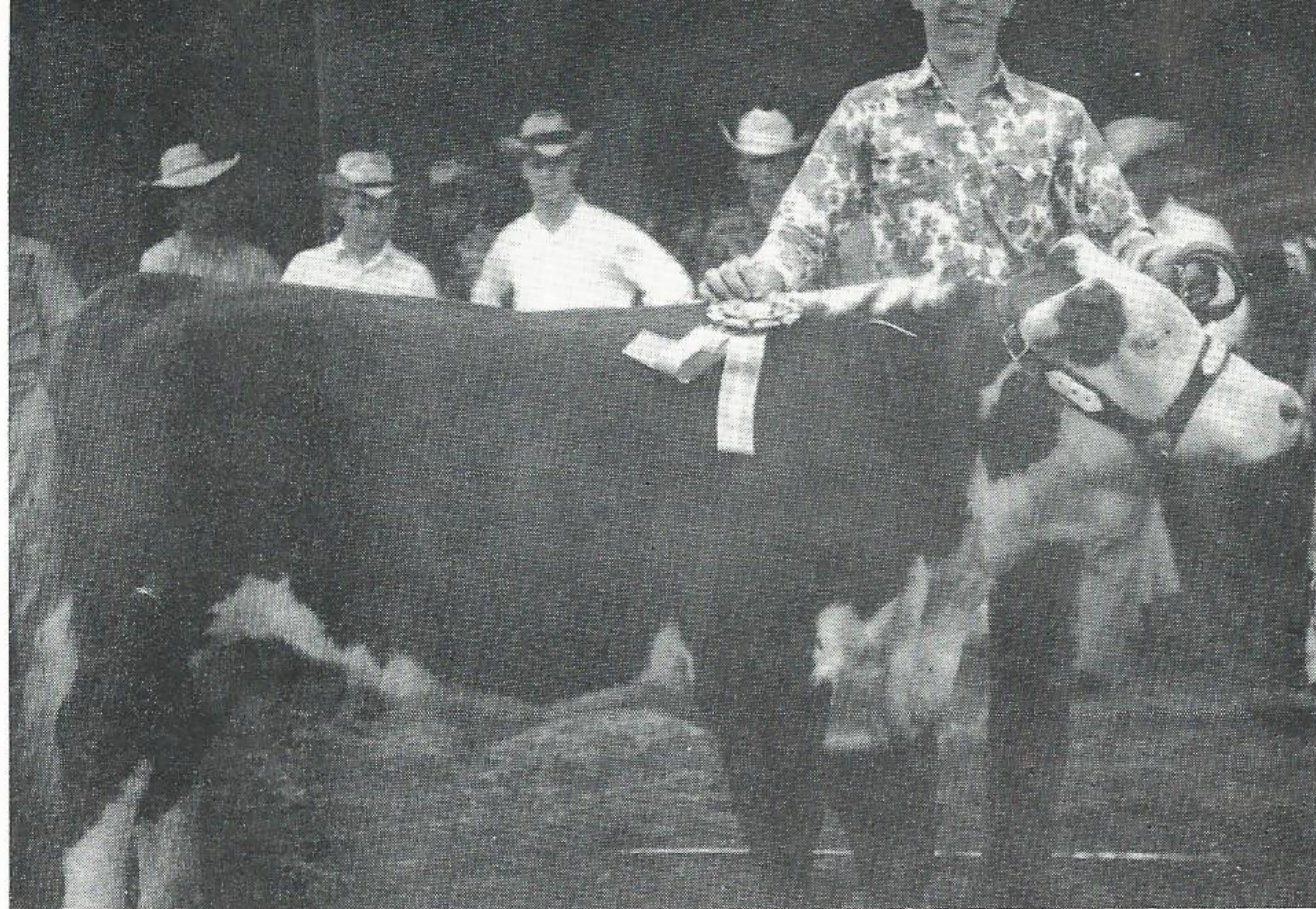
Not much has been happening in the Orange District because a number of employees have been on vacation, including: **O. C. Wingard**, and "**Dude**" **Johnson**, Sales; **Melvin Hogan**, **Gene Koci**, and **Junious Vital**, Accounting; **Joe Snider** and **Frank Osburn**, Service; **O. H. Schultz** and **G. W. Dailey**, Line; and **E. R. Saide** and **Charles Degner**, Engineering.

"Dude" came back from a trip with his family to "Six Flags Over Texas" with much praise for the new vacation spot. He said, "Usually when something receives all the publicity that "Six Flags" has, you come away disappointed, but not in this case. In my opinion, it was well worth the time and effort and money because the whole family enjoyed the outing."

—By *Davie Carpenter*



CAREFUL! THAT GUN MIGHT BE LOADED. **J. C. Queen**, primary and special tester, Port Arthur Meter was the bride in a recent womanless wedding staged by the Training Union of the Procter Street Baptist Church, Port Arthur.



SIDEWALK CATTLEMAN. Top money-earner at the Madisonville, Texas, annual Sidewalk Cattle-men's Junior Show and Sale was this 790-pound Hereford steer champion, shown by its owner, **Owen Dean Kornegay**, grandson of Mr. and Mrs. Earl C. Parker, Madisonville T&D. The MHS Junior was showing for his first time and won an additional prize of \$6 in the per-cent-gain contest for getting 114 per cent gain on his steer since it went on feed January 6. Owen's champion was the second animal auctioned and brought \$750.50 from J. R. Parten on a bid of 95 cents a pound.

A Navasota bowling team, composed of **Mrs. Betty Jones**, wife of **W. A. Jones**, Substation; **Mrs. Eunice Goodson**, wife of **Rolan Goodson**, substation operator; and **Mrs. Evon Sydow**, wife of **Reginald Sydow**, Line, took the second place trophy in a 16-week

Rocketers Tournament at the Triangle Bowl in Bryan.

Mrs. Goodson was also named winner of "the most improved" trophy for increasing her average by 16 pins during the tournament.

Each bowler received an engraved individual trophy.

—By *Jeannette Sangster*

MADISONVILLE

OWEN DEAN KORNEGAY, grandson of Mr. and Mrs. Earl C. Parker, Madisonville T&D, left June 14 for Aruba, Netherlands, West Indies, to spend the summer with his mother, Mrs. Gale H. Touchstone and family. He left Houston by Delta Air Line jet Thursday and arrived in Aruba on Friday. Mr. and Mrs. Parker and their daughter, **Mary Ethel**, took him to Houston and saw him off on his trip.

Captain and Mrs. R. P. Carrol and children, **Bobby**, **Dianne**, **Julie** and **Phillip**, from Tucson, Arizona, visited the parents, **Mr. and Mrs. W. P. Carroll**, local superintendent, Madisonville, recently.

—By *Betty Lynch*

HUNTSVILLE

MR. AND MRS. CHARLES ALCALA and their son, **Cory**, have returned from a vacation trip to Minnesota where they visited relatives and friends. Mrs. Alcala is local office clerk in Huntsville.

—By *Dorothy Stanford*



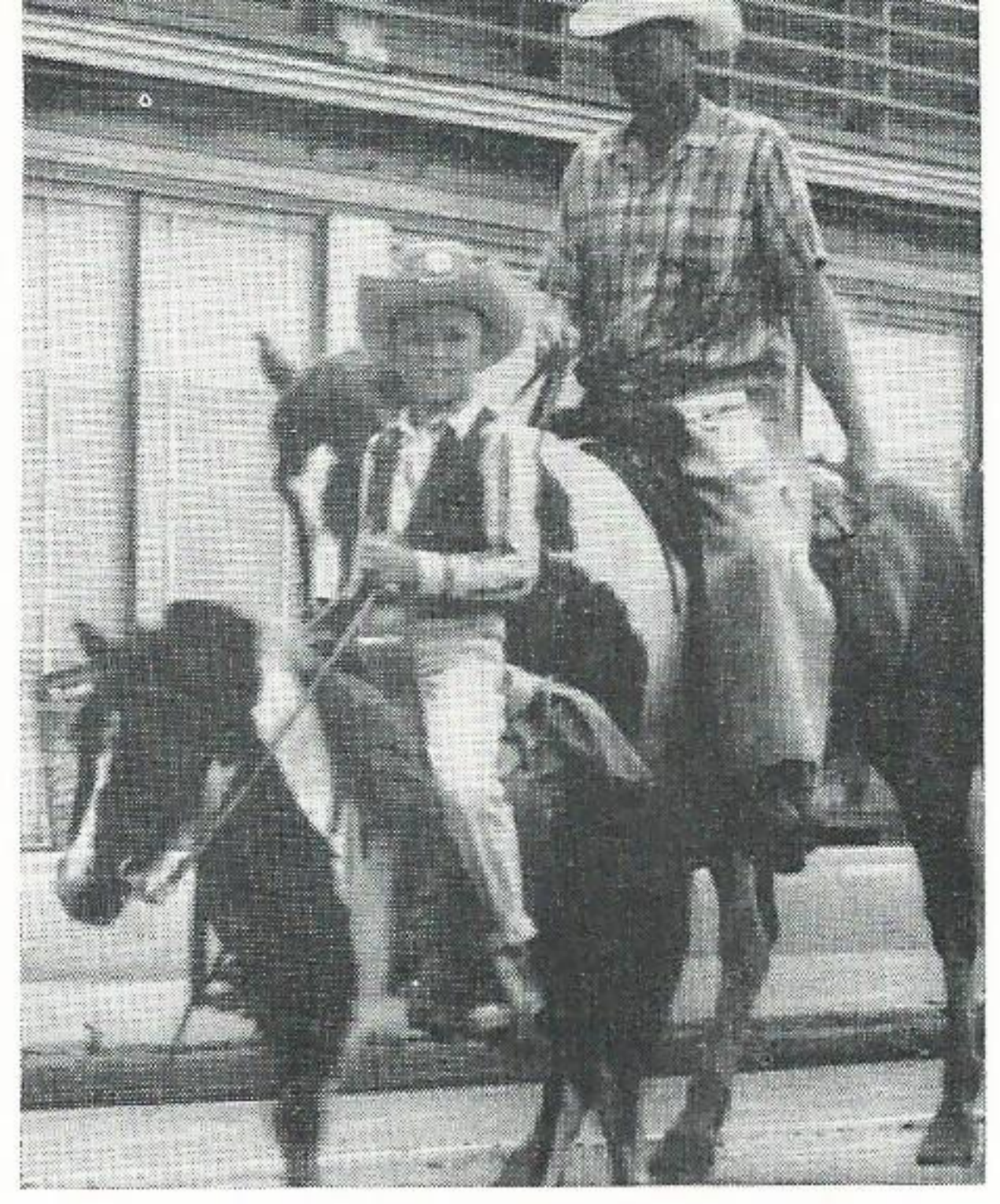
HONORED AT SHOWER. Mrs. Estelle Hopkins recently honored Mrs. Wilberne W. McNeese with a shower at her home. Mrs. McNeese is the former Frances Ann Beard, daughter of O. K. Beard, chief system operator, Beaumont. Also attending the shower were Mrs. McNeese's mother, Mrs. Beard, holding her grandson, Keven, and Ann Marie, six-month-old granddaughter. Mrs. Hopkins is the wife of the late R. O. Hopkins, executive office engineer, Beaumont, and is a former employee in the Treasury Department in Beaumont and Port Arthur.



A RECENT BRIDE. Rose Zeto, Orange Accounting, became the bride of Bill Simar on June 9 in St. Mary's Catholic Church in Orange.



JUNE BRIDE. Florence Finnel, Orange Accounting, became the bride of Jerry Evans in Slade Memorial Chapel on June 1.



BIG TREK RIDER. Charles William McLeod, son of Ed and Noni Wheeler, Beaumont, and his pony, Lucky, took part in the recent Big Thicket Trek preceding Beaumont's YMBL Rodeo. The other rider was unidentified. Ed is employed in the Engineering Department and Noni was previously employed in the Advertising Department.

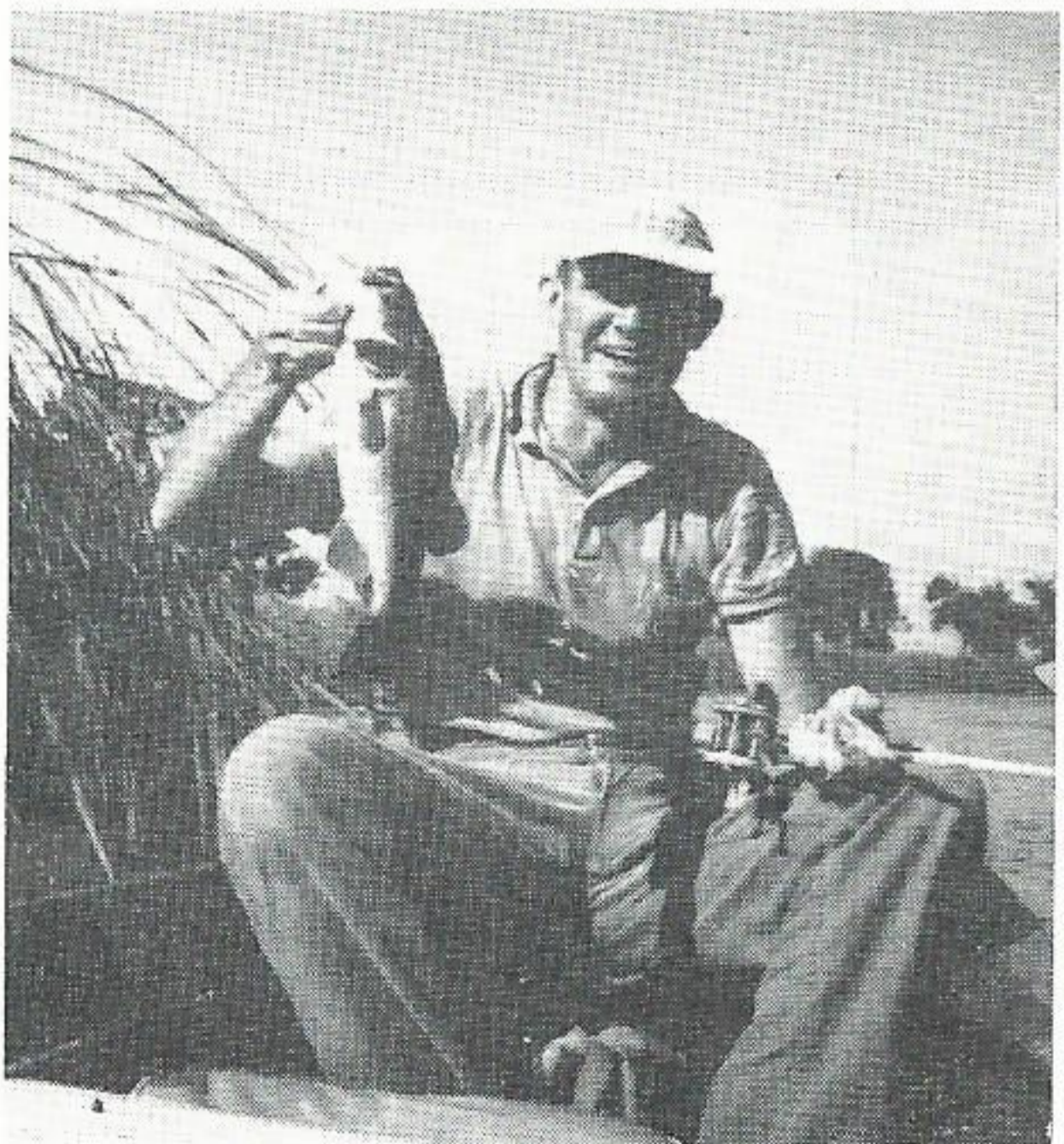
SABINE STATION

SABINE Station welcomes **Bill Finch**, who is working with us this summer. Mr. Finch is a school teacher in Orange. He and his wife, Maxine, have a son, William Finch, Jr.

We are sorry to lose **Jim Mullin**, an electrician here at Sabine. Jim has been transferred to System Production in Beaumont and is working for **John Warmack**.

Claude Douget has only moved four times, but maybe he'll stay put this time. He bought this home. Though **Wisner Boudreaux** went on vacation, recently, he needed a rest when he came back to work. He also moved into a new home.

—By Kay Zunker



A HAPPY MAN. Al Young, advertising writer, Beaumont, proudly displays this beautiful bass he caught recently near Freeport, Texas.

BEAUMONT

THE last month has been one of traveling or "just plain running around" by a lot of 18th floor employees.

John Warmack and family spent a week vacationing at Mountain Home in the hill country near Kerrville. They hiked, swam and fished.

Lynda Frank, Records, and her husband, **Mike**, spent a week at her family's camp on Cow Creek near Kirbyville fishing, swimming and relaxing.

Flo, Larry and **Jackie Wenzel** started a week-long vacation June 16 at their beach house. They went boating and fishing with their largest catch a seven-pound speckled trout. They spent one evening in Galveston dining out. Flo works in Operations and Larry at Neches Station.

Helen Clifton, Operations, vacationed at home and sewed on her new Singer Slant-o-matic 500, a birthday present from her husband.

Morris Creel, Production, and wife and daughter drove to Phillips, Texas, and picked up his parents and traveled to Trinidad, Colorado, for five days of fishing. Each day they caught almost the limit of rainbow trout and kokonee salmon. They visited with relatives in Sayre, Oklahoma, on the return trip.

Mr. and Mrs. H. C. Davidson, Construction-Budget, attended the Southern Baptist Convention in San Francisco, as delegates from the Calvary Baptist Church. They visited relatives in Los Angeles, Lubbock and Dallas. The Yosemite National Park, Sequoia Forrest, China Town, Knott's Berry Farm, Fisherman's Wharf and Golden Gate Seminary were points of interest visited by

the Davidsons before returning to Beaumont June 17.

Also traveling to California were **M. A. Merchant**, wife and daughter, **Carolyn**. They went sight-seeing through Grand Canyon, Sequoia Forest, Pertified Forest, and the Painted Desert, and stopped in Los Angeles to visit relatives. They visited Knott's Berry Farm and Disneyland. They then went to Berkley to attend the graduation of their son, **Mickey**, who received a MBA degree from the University of California on June 9.

Naomi Haynes, Production, and husband, **Bob**, Neches Station, enjoyed relaxing and fishing at their beach house for two weeks.

Avon Ogden, Records, and husband, **Marvin**, Travis Street Substation, spent June 1-3 in Memphis, Tennessee, where Marvin raced his boats in the North-South Championship June 2 and 3.

Nora Ann Baldwin, Records, and husband, **Harvey**, flew their plane to Chanute, Kansas, on June 10. While in Chanute they enjoyed visits with Harvey's mother, three brothers and a sister who live in the immediate area and also his three sisters from Washington State, Washington, D.C., and Virginia. On June 14 they flew to Dallas where they stayed with friends and visited "Six Flags Over Texas." The next stop on their itinerary was Corpus Christi and a visit with Nora Ann's parents. They also enjoyed boating and fishing on Lake Corpus Christi. They arrived home June 17. Actual flight time was only 13 hours.



THESE LITTLE LASSIES are the granddaughters of Mr. and Mrs. Reid W. Tevis, Beaumont. Mr. Tevis is operating engineer at Neches Station. On the left is Cynthia "Cindy" Scott, 4½-year-old daughter of Mr. and Mrs. Gary Scott, Beaumont, and on the right is Karen Clark, 2½-year-old daughter of Mr. and Mrs. John E. Clark, Austin.

CELEBRATES BIRTHDAY. Vernon Keith, son of V. V. McGee, Port Arthur Appliance Repair, had help in celebrating his fourth birthday, June 13, from mom and dad who took him to Herman Park Zoo in Houston. Keith had a grand time and was most impressed by the elephants and bears.

On June 28, the Schooner at Nederland was the scene of a farewell dinner given for **Frances Linthicum** by the girls in Records. Frances left GSU to become a mother.

Summer employees on the 18th floor are **Cynthia Marshall**, **Knute Poulson** and **Martha Braswell** in Records and **Billy Wilkins** and **John Adams** in Production. John and Martha are working for the first time but the others are "ole-timers" returning from last summer.

On June 25, Records welcomed a new employee, **Ida Lee Eastham**, a native of Beaumont, whose husband, **Donald**, is a chemical engineer at Neches Butane. Ida will be the new Company librarian.

—By *Peggie Stout*

Have A Cigar On

Mr. & Mrs. Tom Lapoint on the birth of their third child, a son, born June 2, 1962. Tom is in Lafayette Engineering.

Mr. & Mrs. John Hollier on the birth of their fifth child, **James John**. John is a meter reader in Lafayette.

Mr. & Mrs. Charles Glass on the birth of a daughter, **Jennifer**, born June 4, 1962. Charles is industrial development engineer in Lafayette.

Mr. and Mrs. Wayne Herndon on the birth of their second son, **Benny Wayne**, June 6. Mr. Herndon is employed at Louisiana Station.

Mr. and Mrs. Charles F. Brown, on the birth of their daughter, **Jill Maria**, May 30. Mrs. Brown was a stenographer at Louisiana Station for seven years before retiring to become a housewife and mother.

Mr. and Mrs. Daniel D. Leger on the birth of their daughter, **Julie Rose**, June 10. Mr. Leger is a lineman in Lake Charles.

Mr. and Mrs. Byron W. Cloyd, Lake Charles Line, on the birth of their daughter, **Monca Faye**, June 11.

Mr. and Mrs. Roger Cloutier on the birth of their daughter, **Julia Ann**, May 25. Mr. Cloutier is employed in the Lake Charles Substation Department.

Mr. and Mrs. Theodore Matte on the birth of their third child, **Carla Gwen**, June 25. Mr. Matte is stores assistant in the Lake Charles Storeroom.

Mr. and Mrs. R. E. White, on the birth of their third granddaughter, **Susan**, June 18. The parents are **Mr. and Mrs. James F. Pierson, Jr.**, Baton Rouge, (Mrs. Pierson is the former Janet White.) Susan's two sisters, **Lauren** and **Kristen** are elated over her arrival. Mr. White is the operating superintendent, Port Arthur.

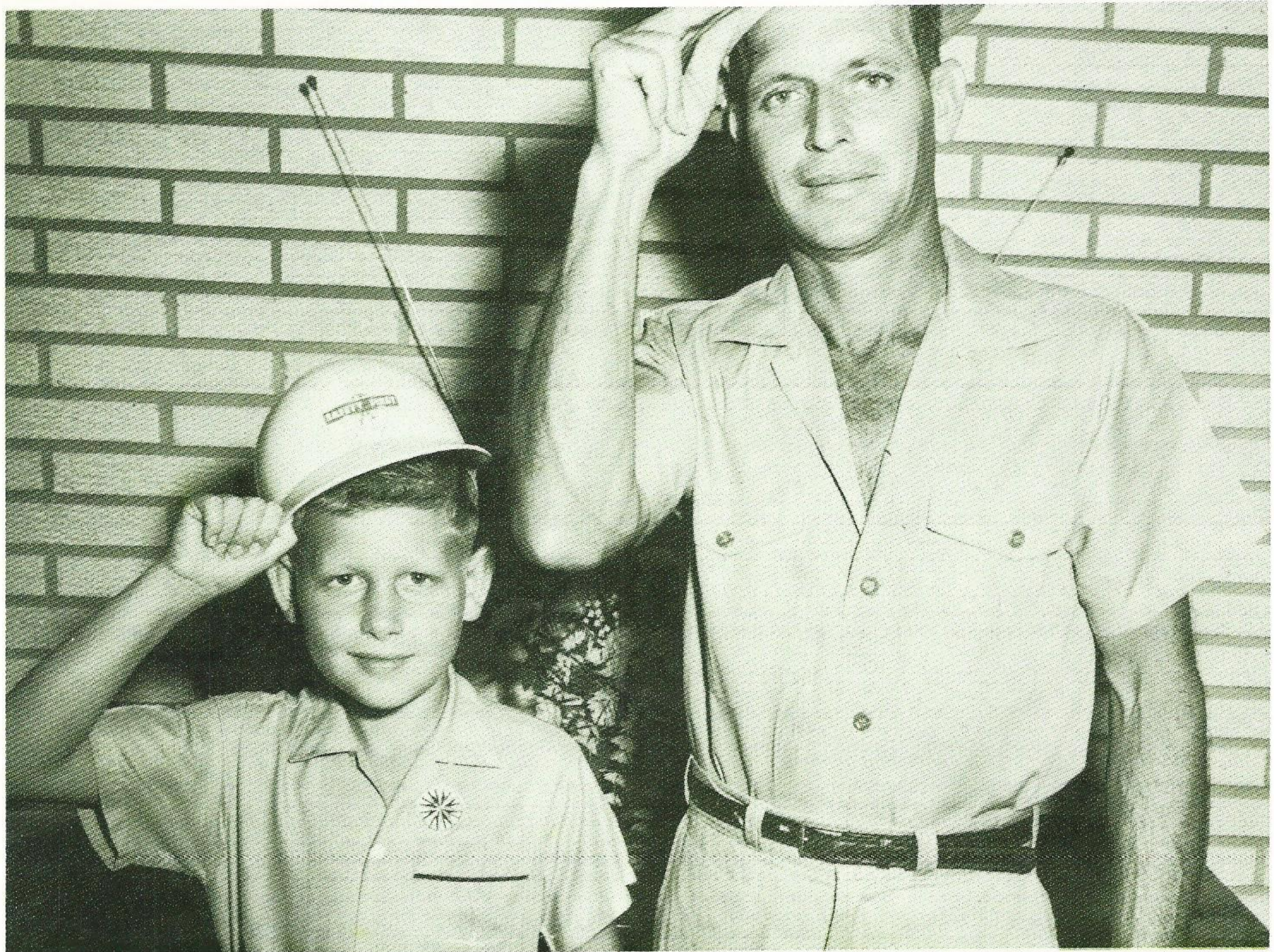
FISHING FUN. **Morris Creel**, System Production, Beaumont, caught these rainbow trout at Trinidad, Colorado, while on vacation. Helping Mo with his fishing were his wife, Joy, and his daughter, Vicki Lynn.



Answers To Kilowatt Kollege

(Questions on Page 26)

1. b. an eight-mile canal system—Cooling water from an intake canal passes through the steam condenser and then on out a discharge canal, thus eliminating the construction of cooling towers.
2. c. a marsh buggy—The radio-equipped, amphibious marsh buggy is a work platform and derrick mounted on six balloon tires. It can trundle through marshy areas and push across deep water carrying 15 men.
3. d. 3.7 cents—In other words, today's customer pays one-third less for a kilowatthour of electricity than in 1945.
4. b. sponsoring a series of statewide broadcasts—Gulf States and four other investor-owned companies serving Louisiana jointly sponsored the radio broadcasts of the LSU games last fall. They will sponsor them again this year. The commercials were printed and the companies were recognized in a recent Edison Electric Institute publication.
5. a. 10.2% of the total U.S. business construction expenditures.



HEY KIDS! You, too, can own an honorary hard hat like the one Ronnie Sellers is wearing. All you have to do is follow the simple instructions listed below for PLAIN TALKS' children safety slogan contest. So read them and get out your pencil and paper and enter

today. Then you and your dad, like Ronnie and his dad, E. R. Sellers, lineman first class, Beaumont T&D, can tip your hard hats to off-the-job safety. First entry must be in Safety Director's office, Beaumont by August 1.

Announcing a new children's safety contest!

Win An Honorary Hard Hat

(Great for baseball!)

FOR the next five months, your child can enter a new safety contest and win an honorary hard hat like the one shown above.

All they have to do is write a 25 word or less safety slogan dealing with safety subjects announced each month in PLAIN TALKS. The contest is open to all employees' children up to 15 years of age.

Each division manager will present four hard hats every month to the top entries. At the end of the contest a \$25 savings bond will go to the child sending in the best slogan during the contest.

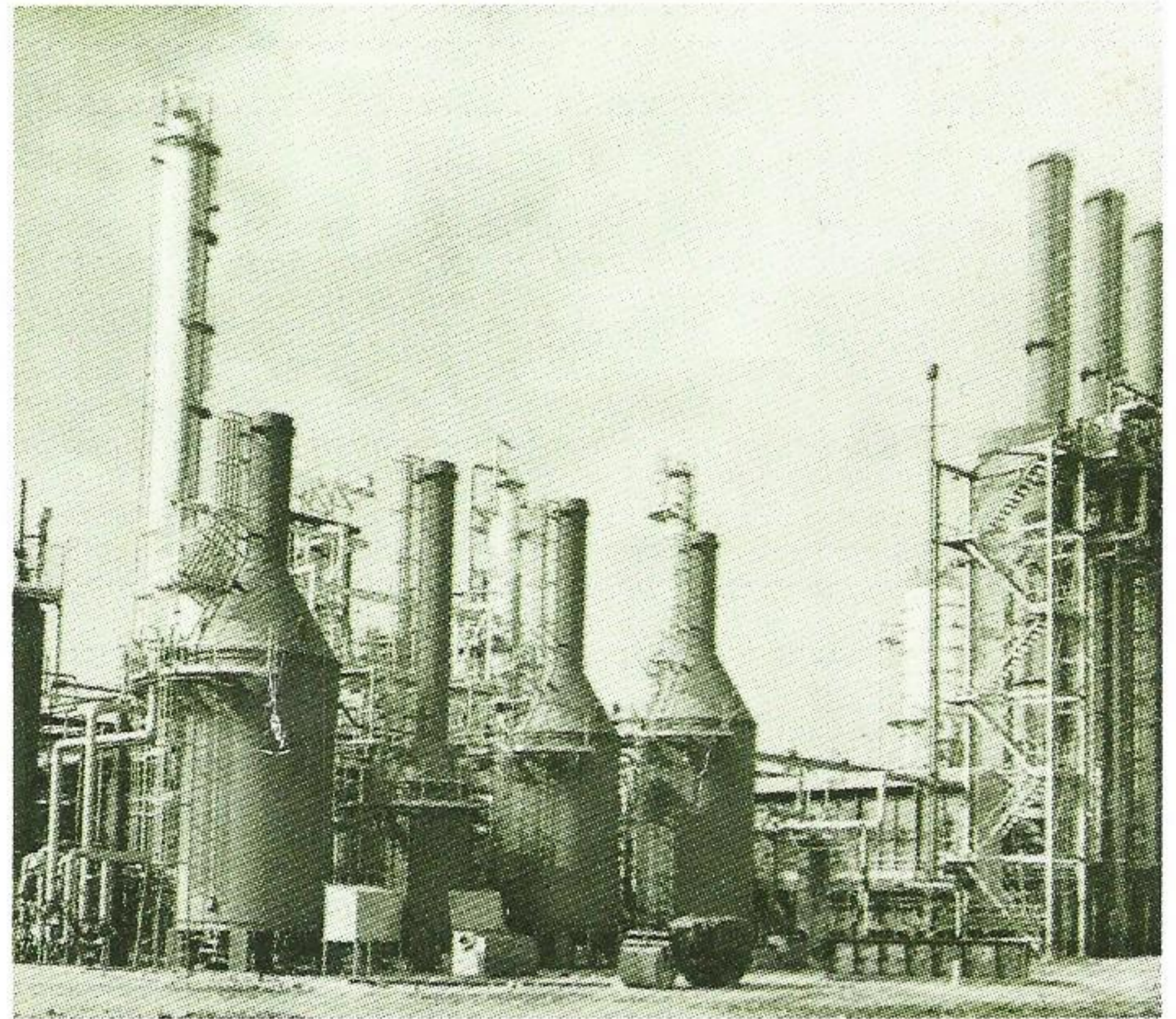
Our first month's contest is entitled "How my dad brings safety home with him every day." So get out your pencils and paper and put on your

thinking caps. Tells us how your dad makes your home as safe as the place he works. Remember he doesn't take off safety when he takes off his hard hat and comes home. Ask him for his ideas on off-the-job safety.

There are no limits as to the number of entries each child may submit each month. Each month there will be a new contest with new winners.

The contest starts NOW, so get your children busy. Be sure to have the child's name and address on the back of all entries, as well as your own. The first entry must be submitted by August 1.

Send entries to: Frank Jones
Safety Director
Beaumont, Texas



New homeowner, farm family, hamburger stand, industrial giant — last month one of these became our Company's . . .

300,000th Electric Customer

SOMEWHERE across our resource-laden service area last month, our 300,000th electric customer began using our service.

This is twice the number we served at the close of World War II, when our area of the Gulf Coast began to emerge as one of the world's leading industrial-agricultural centers.

Since that time area population has increased from 577,000 to over 1,000,000, about 50 per cent faster than the nation as a whole.

Sound, steady area growth means more and

better jobs, greater security and brighter futures for the area's youth.

To keep a plentiful supply of the electric power needed for area growth, we have increased our power producing capability ninefold since World War II. With the dedication of Sabine Power Station on May 11 our capability reached nearly 2,000,000 kilowatts.

Keeping our service a bargain for new customers and old, in homes, on farms and in business and industry, is still everybody's job at GSU.