

*Plain
Talks*

GULF STATES UTILITIES COMPANY

JULY, 1964



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

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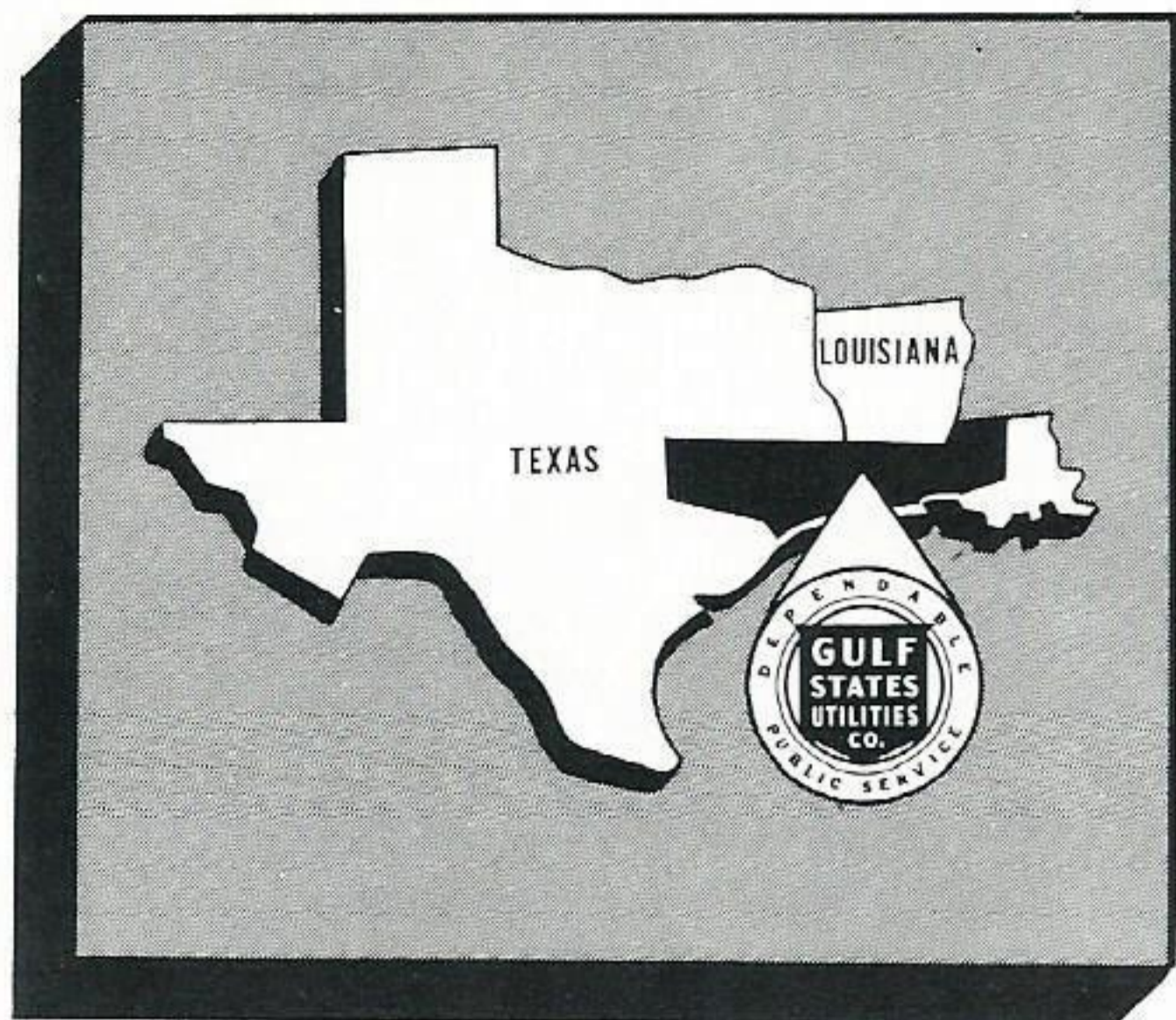


OUR COVER

THE magnetic bottle plays a major role in the study and research of controlled thermonuclear reactions, explains Dr. W. E. Drummond, theoretical physicist with General Atomic Division of General Dynamics, as he points out the mechanics of the magnetic bottle to part of the GSU-sponsored group at the fourth annual Texas Nuclear Science Symposium at Austin June 7-10. Listening and watching with keen interest are Anna Gordon Taylor of Beaumont High School and Ben Crosby of Kountze High School.

The symposium, held on the University of Texas campus, is sponsored annually by the Texas Atomic Energy Research Foundation and the University. The Foundation is composed of our Company and nine other investor-owned electric utility firms in Texas. Over 500 carefully-screened high school science students and their teachers attended the 1964 symposium, which featured several of the nation's outstanding nuclear scientists as lecturers.

Our Company sponsored the attendance of 38 students and teachers from our Port Arthur, Navasota and Beaumont Divisions.



Plain Talks

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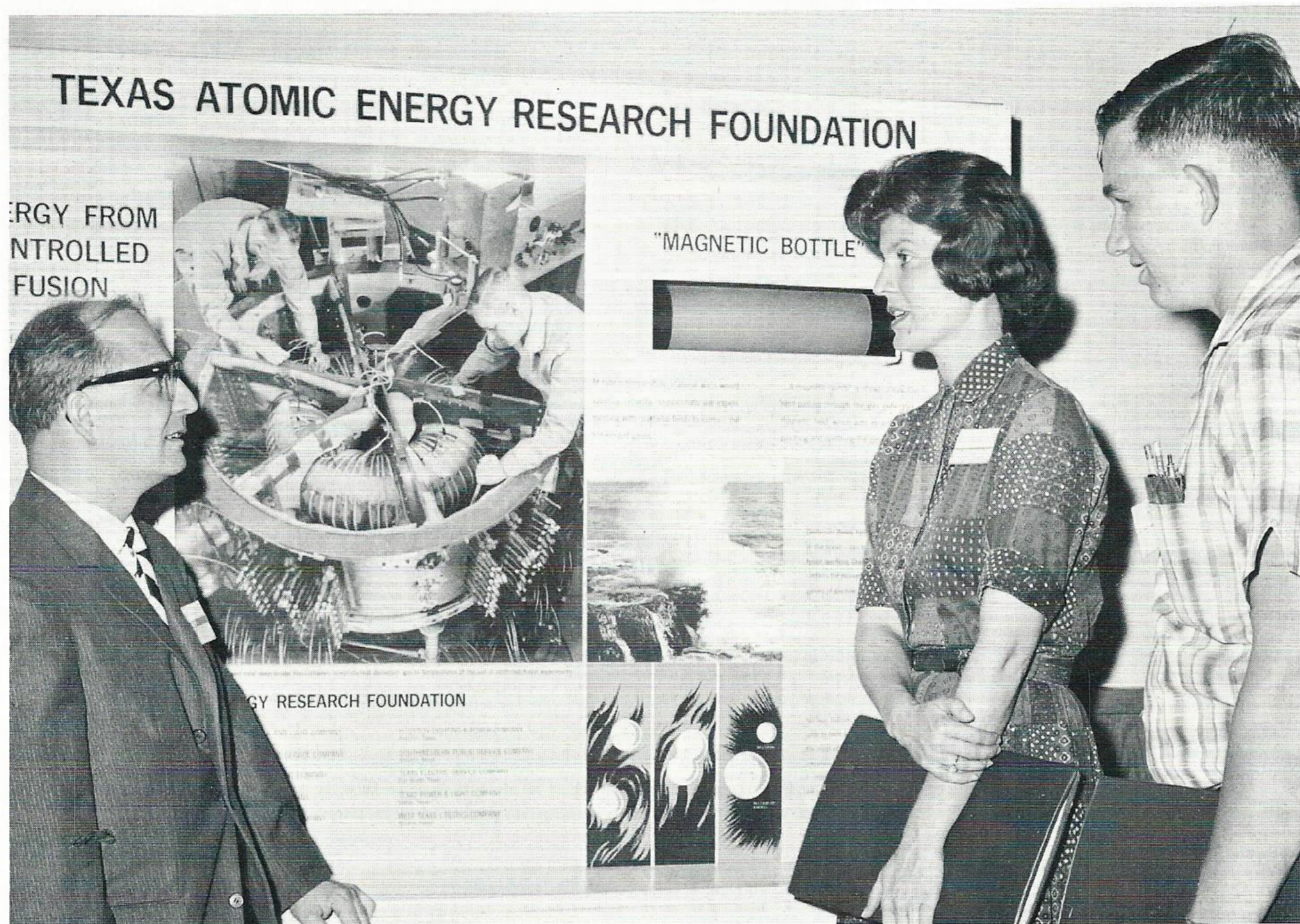
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TALKING WITH SCIENTIST. A couple of GSU-sponsored participants, Mrs. Alice Ann Fannin and Larry McWhorter of Madisonville High School, chat informally with Dr. Hans Schluter of West Germany and the University of Texas. Dr. Schluter tells the pair of his research efforts for the Texas Atomic Energy Research Foundation.



TEXAS YOUTH AND THE DRAMA OF THE ATOM

OPTIMISM literally grips scientists around the world in their unstinting and dogged efforts to assure a source of energy adequate for a million years by harnessing power from the hydrogen bomb.

This bright outlook for peaceful use of the atom was one of numerous revelations placed before some 500 carefully-selected high school science students and teachers at the fourth annual Texas Nuclear Science Symposium at the University of Texas June 7-10.

Designed to expose Texas' "cream of the crop" to firsthand experiences in the drama of the atom,

(Continued on page 2)

SCIENTIST SURROUNDED. Youngsters from all parts of Texas, chosen for their interest and understanding of science to attend the symposium, surround General Atomic's Dr. W. E. Drummond after one of the sessions. "It surprises me what high-level questions these young minds come up with," Dr. Drummond said.



(Continued from page 1)

the symposium was again sponsored by the University of Texas and the Texas Atomic Energy Research Foundation—which is composed of our Company and nine other investor-owned electric utilities in the Lone Star State.

Our Company afforded expense-paid trips for 38 of the participants. Drawn from our Port



FIRST-HAND LOOK AT ATOMIC REACTOR. These youngsters, like most others, found the atomic reactor the most interesting point on their tours during the symposium. From their vantage point—immediately atop the reactor—they search the interior with keen interest.

Arthur, Navasota and Beaumont divisions, the Gulf States delegation was made up of 17 teachers and 21 top-ranking science students.

The high-level lectures, delivered by some of the world's foremost nuclear scientists, didn't soar over many heads. Our student group, whose overall high school grade average hit in the mid-90's, came away with a broader understanding of the objectives and problems now in effect in this nation's leading atomic research laboratories.

If the lectures confused some, they had ample opportunity to get straightened out. Follow-up small group discussions—informal and lively—cleared up much of the subject matter. The scientists themselves, a total of 12, headed the group meetings that eventually must have touched on all facets of this country's nuclear research.

TWO of the most noted scientists on the four-day program were from the John Jay Hopkins Laboratories of General Atomic Division of General Dynamics Corporation in San Diego, California. Dr. Frederic de Hoffman, president of General Atomic and a vice president of General Dynamics Corporation, spoke on "Opportunities in Modern Industrial Research" and Dr. W. E. Drummond, a theoretical physicist at General Atomic, dwelled on "Controlled Thermonuclear Reactions—Energy Forever."

Getting the symposium off on an appropriate note at the opening banquet June 7 was Dr. John

J. McKetta, dean of the College of Engineering at the University of Texas. Dr. McKetta told the future leaders in science that they have just as large an unexplored frontier as mankind had a century ago. "We've come a long way in science the last 100 years," he said, "but you're going to take us even farther in the next 100."

Actual classes, tours and group discussions began the following morning, June 8, and the participants found the pace swift as well as enlightening until adjournment at 11 a.m. June 10.

How was the four-day program received by our Company's participants?

"We're rushing about frantically from one class and lab to another," explained Beaumont High School student Anna Gordon Taylor, "but it's all too interesting and exciting to think about being tired. It's really a wonderful opportunity for me."

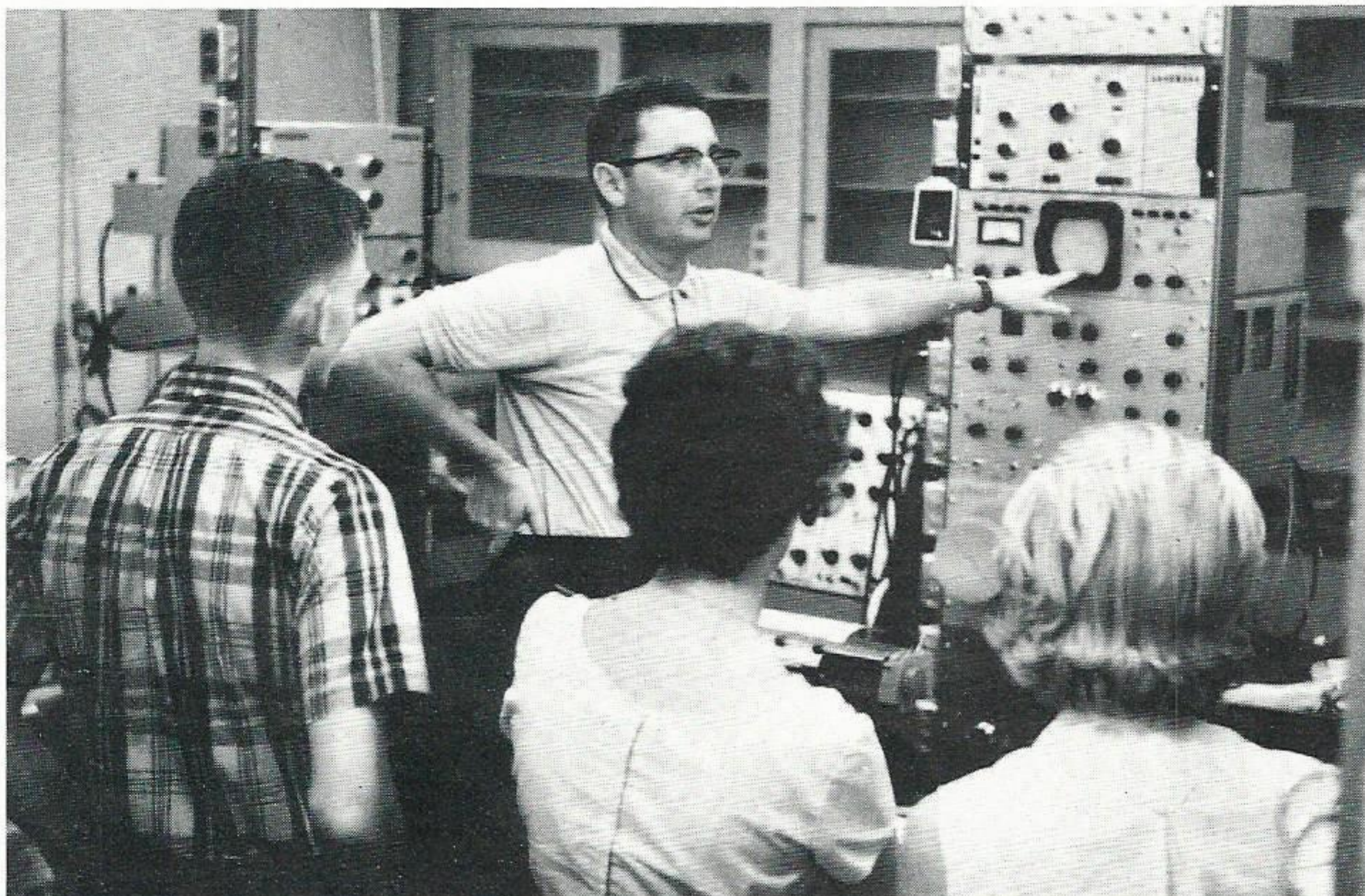
LIKE most of the other students in attendance, Miss Taylor plans to enter the science field. The Beaumont High School beauty—she was the queen of Beaumont's 1964 Neches River Festival—will enroll at Michigan State University this fall to study toward becoming a biochemist or professor-researcher. Anna, incidentally, is typical of the carefully-screened student group that attended the symposium under our Company's sponsorship. She maintained a 96 grade average through high school and was rewarded by being named co-valedictorian of her graduating class.

Howard R. Drew, executive vice president of the Texas Atomic Energy Research Foundation, and Dr. Paul Cowan, assistant chairman of this



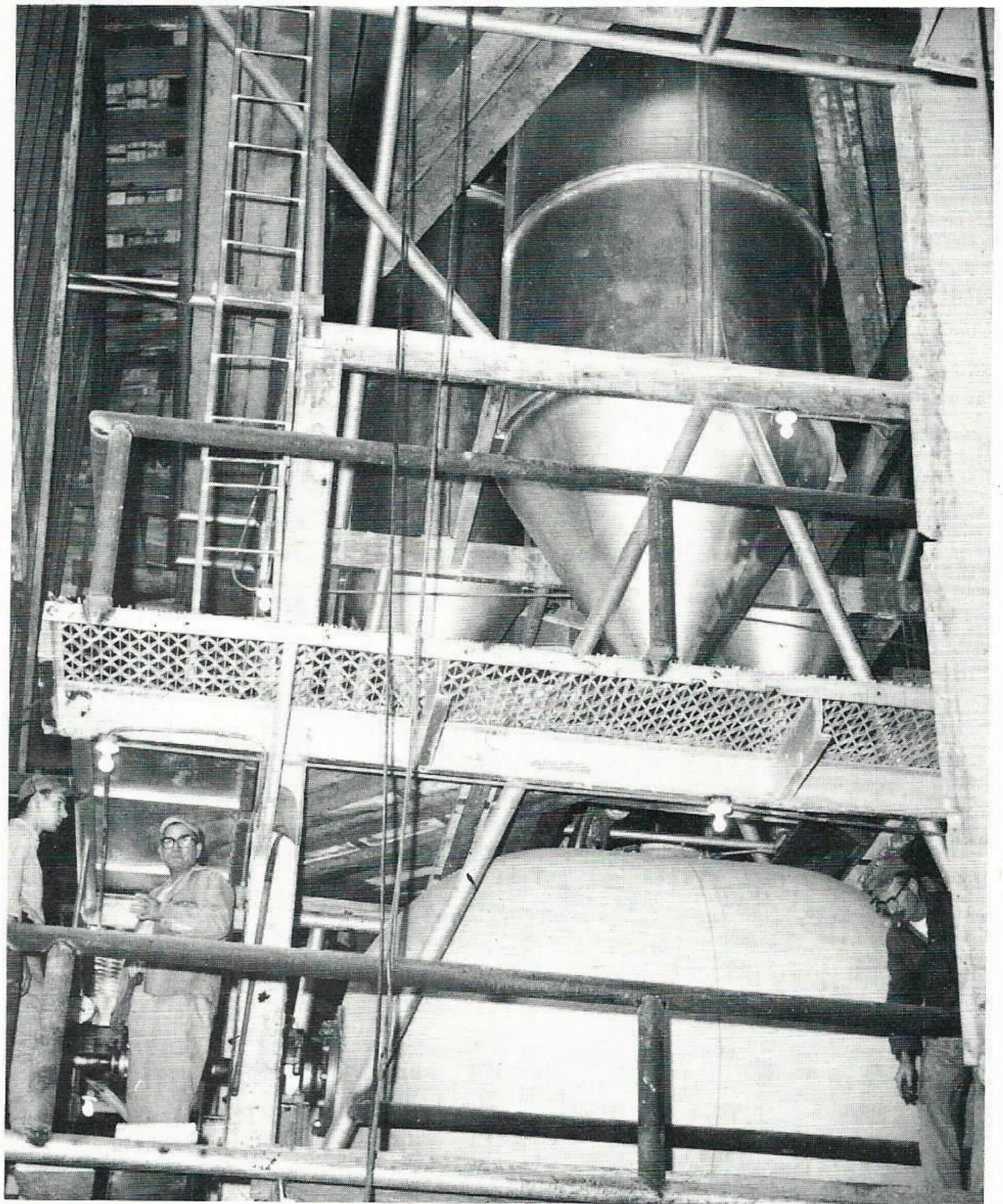
MECHANICS OF A REACTOR. Some of the 500 participants at the symposium huddle around the guard rail of the atomic reactor to listen to one of the tour guides explain its operation.

year's symposium, helped run off the 1964 sessions in flawless fashion. And Austin's noted blistering heat practically went unnoticed, thanks to the university arranging for air conditioned housing and meeting places. Our Company's man on the scene was Hal Reagan, Advertising Department, Beaumont, who assisted the GSU-sponsored delegates whenever necessary.



GETTING INSIDE INFORMATION. That's the story here as some of the students visit one of the research laboratories. A tour guide is explaining some of the measuring devices used in the field of thermonuclear nuclear fusion research at the University of Texas.

An
Industry
First
for
Our
Louisiana
Service
Area;
Midland's
Par
Boiled
Rice
Plant



PAR BOILED RICE COOKER. Workmen apply finishing touches to the installation of the par boiling equipment at the Hoyt Enterprises, Inc., at Midland, Louisiana. Par boiling is a new process applied to the preparation of rice for the market. This is the first time that such a process has been applied in our service area, one of the world's foremost rice growing areas.

TINY Midland, Louisiana, is becoming a name synonymous with the fast-developing par boil rice market.

Midland's claim to industrial fame is its spanking new Hoyt Enterprises, Incorporated, a par boil rice plant with an advance process unknown before in this part of the nation.

In fact, it's one of only a few such processes being used in the world's vast rice industry today.

As for par boiled rice, the suppliers can't keep up with the demands. The market has steadily mushroomed to large proportions from one coast to the other over the last several years.

This is what prompted Loron W. Hoyt of Midland to start investigating the market with more than token interest.

WHAT he found led him to building the par boil plant next to his rice mill located on U. S. High-

way 90 between Jennings and Crowley.

"We figure that nothing short of fulltime operation—24 hours daily, seven days a week—will allow us to fill our early orders," said F. R. Brien, general manager of the plant. "The par boiling process, which will handle 75 metric tons of rice every 24-hour period, can be handled by 12 workers."

The par boiling operations, which is sure to attract attention from people in the rice industry from throughout the world, is entirely electric. Our Company serves the plant with a total connected load of 300 kilowatts, according to Malcolm Williams, area development engineer, Lake Charles Division, who worked with Mr. Hoyt during the planning stages of the installation.

NORMALLY, a rice milling plant removes the bran from the rice and this bran goes to cattle for feed. The carbohydrates and starch remain for human consumption.

But the new Midland plant removes the food value by a closely guarded method from the bran and puts it into the bean of the rice in the process of par boiling. After milling, the bran is removed and the rice is ready to be eaten.

The whole process begins when the raw rice—purchased from Louisiana, Texas and Mississippi—arrives and is



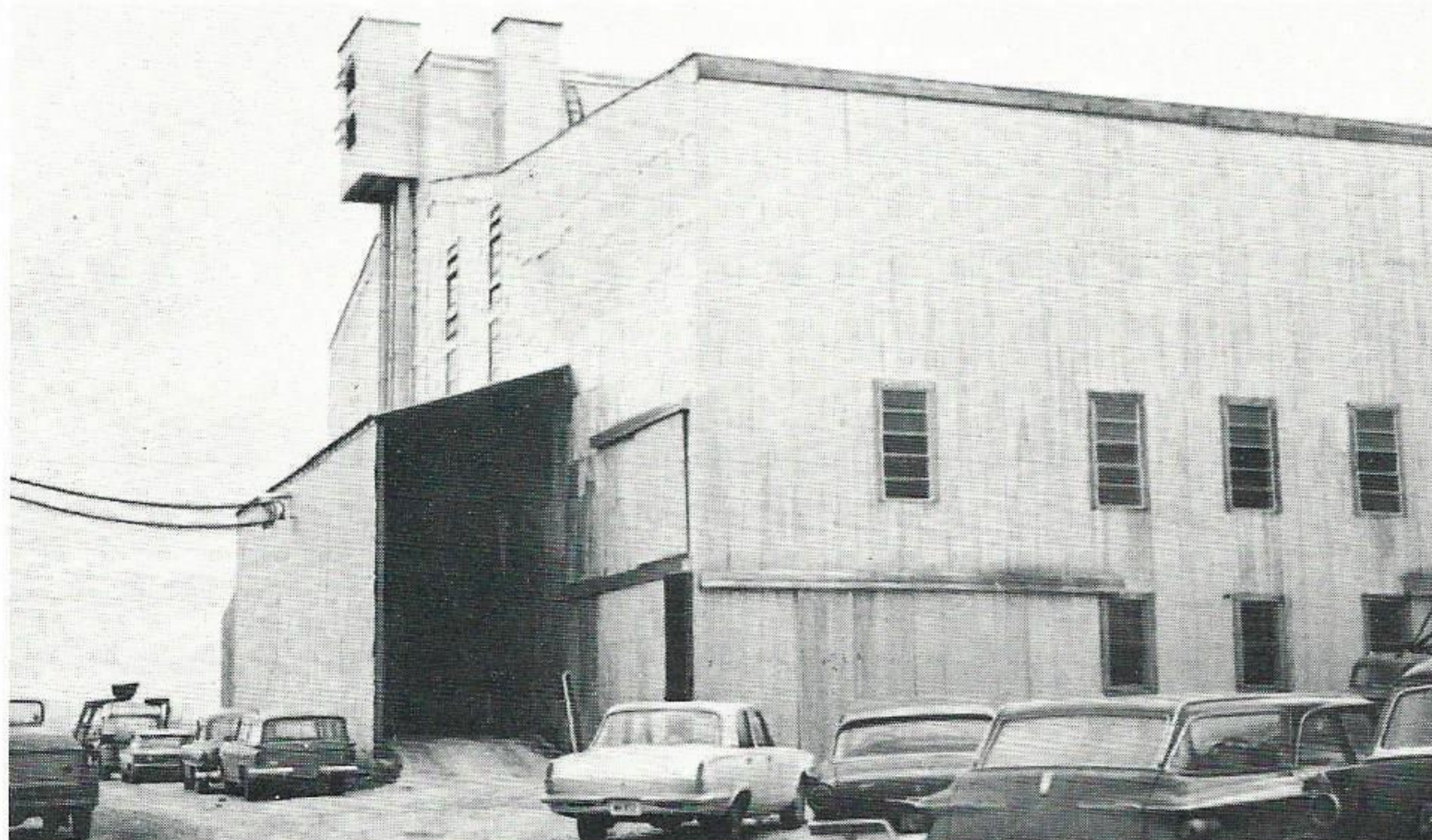
FINAL CHECK. F. R. Brien, plant manager, goes over the power load with Hutt Reed, commercial sales representative, Jennings. The plant has a connected load of 300 kilowatts.

put in massive storage bins. It's then transferred to measuring tanks and from there to the autoclave, where

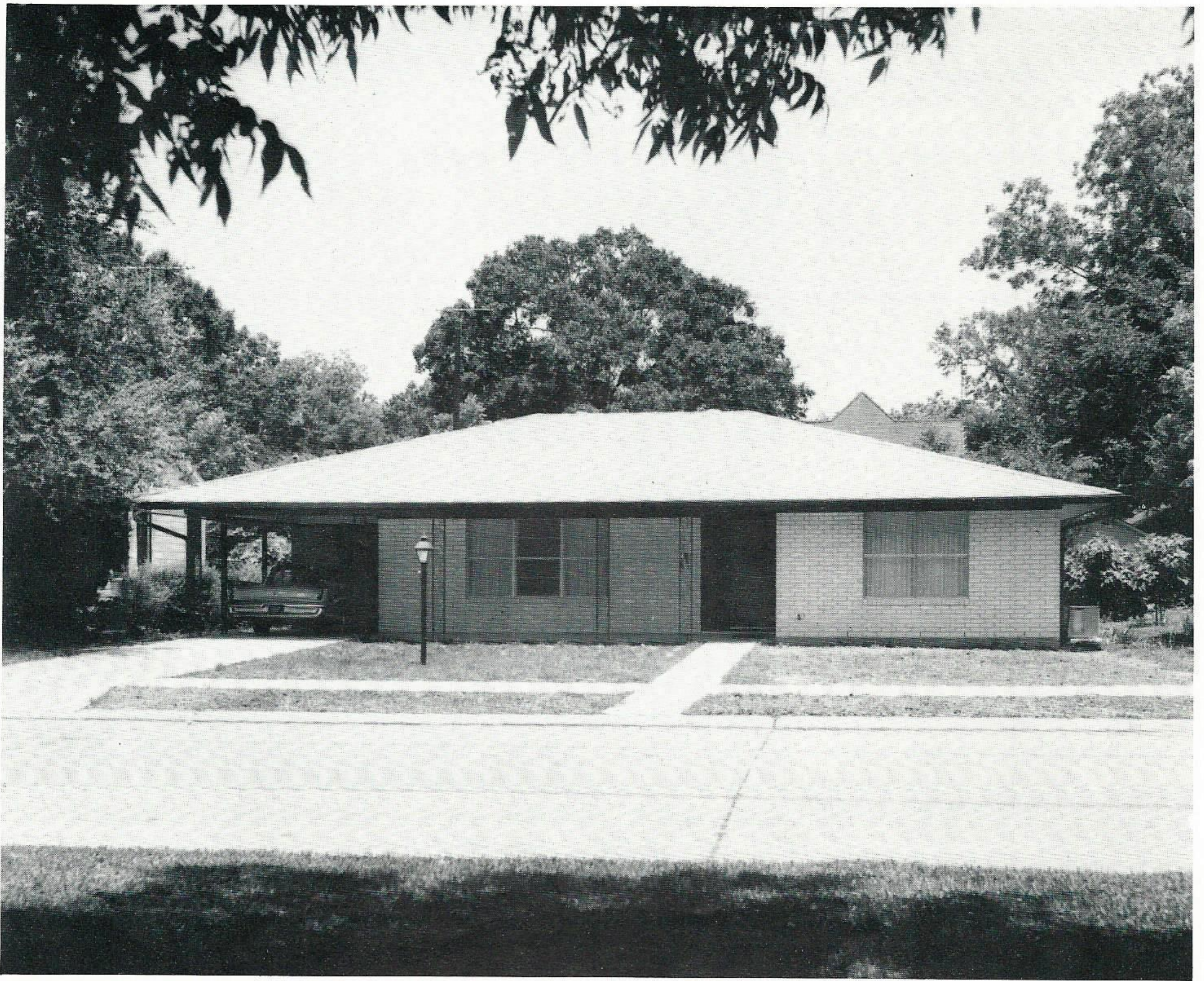
it's put under vacuum to remove the air from under the hulls. After 70 per cent vacuum is applied, live steam replaces it for the cooking process.

AFTER a prescribed time for cooking, the rice is once again put under vacuum to extract excessive moisture and steam. The rice is then dried and returned to storage bins. The Hoyt rice mill receives the product for sack-ing and it's on the way to the grocer's shelf.

Par boiling may be a new process for the rice industry in this part of the country, but such moves are not unfamiliar to investors along the Gulf Coast area served by our Company. Area businessmen have been steadily investing in new industries and processes for years in this south-central part of Louisiana and south-east Texas to create a better atmosphere for industrial expansion, investments and living.



NEW MILL. Located beside U. S .Highway 90 between Jennings and Crowley, the new par boil plant was completed this spring and is operating on a 24-hour schedule to meet the demand for par boiled rice.



ANOTHER MEDALLION HOME. And it belongs to Gulf Staters Mr. and Mrs. Brad McMasters (he's district superintendent in Jennings). The 1,800-square foot home features Gold Medallion living at its best.

Mr. Brad Goes Gold Medallion

LIKE "sterling" on silver or "14k" on gold. That's the story of a home bearing a Medallion. It's proof positive that the house affords the zenith in modern living via electrical excellence.

Upwards of 4,000 such Medallion Homes are located in our Company's two-state system and many are owned and enjoyed by Gulf Staters. One of the latest Medallions completed was built by Brad McMasters, district superintendent, Jennings, whose 1,800-square foot home is located at 430 East Nezpique Street.

Mr. McMasters called on a longtime friend, Sandy Hawthorn of Beaumont, as his builder and contractor. The end product—as shown by the accompanying pictures—is a comfortable white brick home featuring Gold Medallion living at its finest.

The McMasters home, nestled among several cooling shade trees in central Jennings, is well equipped to combat the blistering heat and stifling humidity experienced by this part of the Gulf coast. Ample cooling is afforded by a three-ton heat pump, which also has five kilowatt heating units. To insure the most economical operation of the heat pump, Mr. McMasters made sure that the new home was well insulated.

THE McMasters home—like all Gold Medallions—features a kitchen with all of today's modern electric living values. And, understandably so, the kitchen area is Mrs. McMasters' "favorite" in the new home. It has a flameless electric range, a "wife-saving" dishwasher, a food waste disposer, a refrigerator and soft under-cabinet florescent lighting.

An adjoining utility room completes the home's work area with a super-fast and safe water heater, dryer and washer.

Ample lighting for comfortable living is provided wherever necessary for eye comfort and safety in the McMasters home. It keeps the beautifully-furnished rooms bright and attractive at all times regardless of the weather outside.

The McMasters haven't been in the Gold Medallion home long but they've been there long enough to attest to the gracious and carefree living it affords.

top right . . .

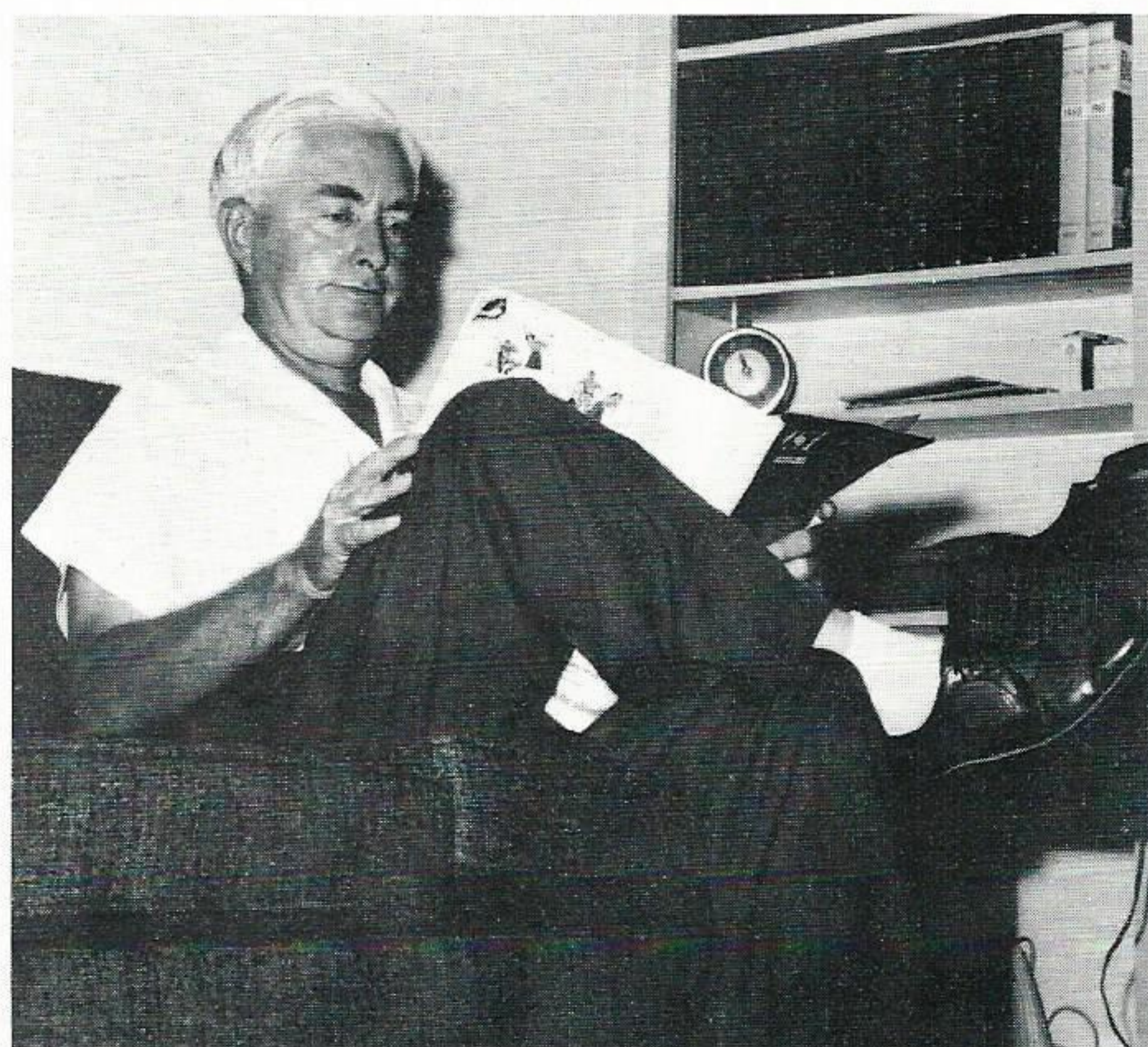
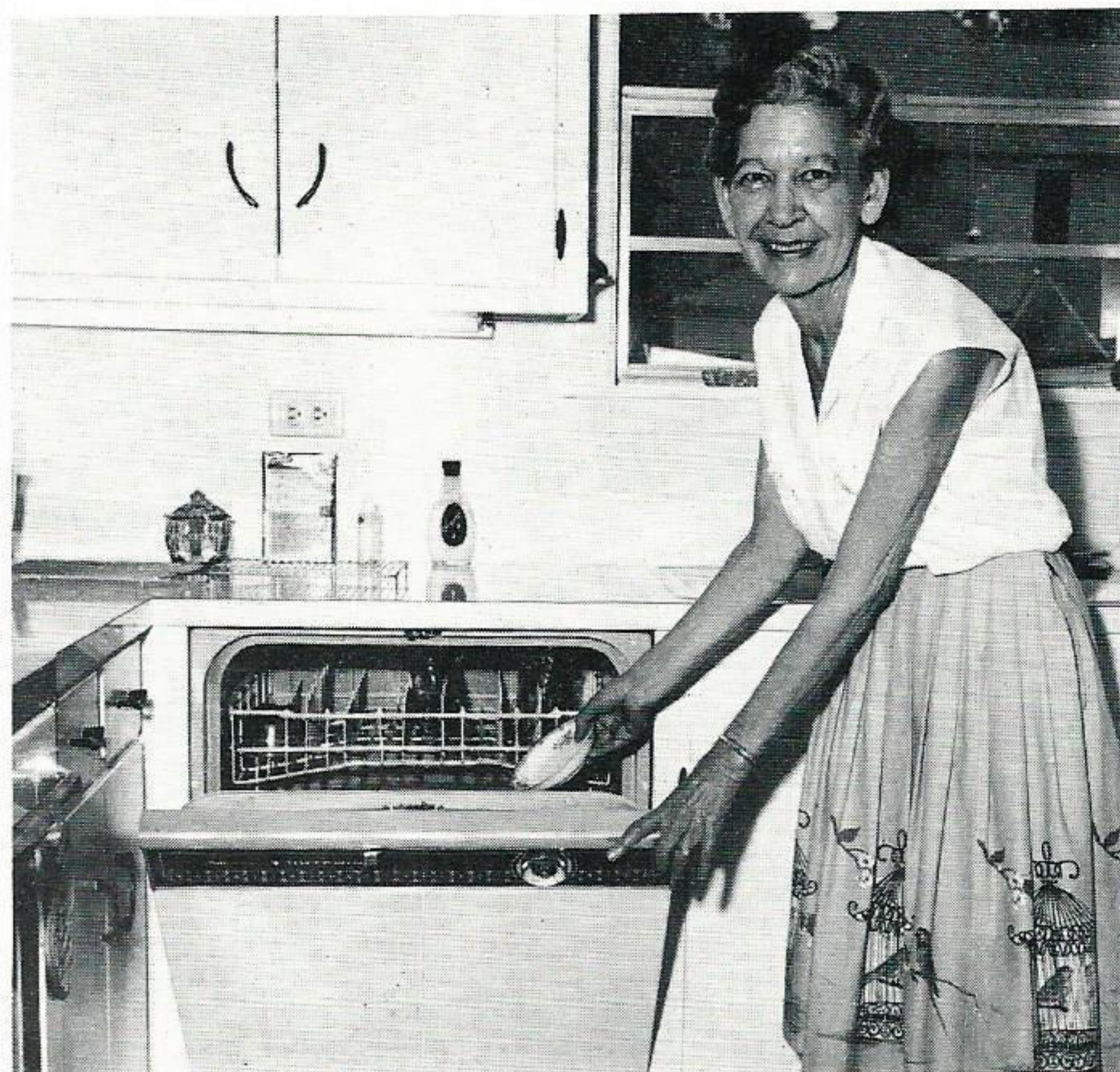
A CAREFREE KITCHEN. Mrs. McMasters shows off one of the many Gold Medallion good-living features found in her "favorite area"—the kitchen. Found in the McMasters kitchen are an electric range, food waste disposer, refrigerator, dishwasher and smaller electrical appliances.

center right . . .

GRACIOUS GOLD MEDALLION LIVING. Mr. and Mrs. McMasters are shown in their spacious, carpeted living room that has proven the "showplace" of the new Gold Medallion home.

bottom right . . .

TAKING IT EASY. That's the story here as Mr. Brad retreats to the cool confines of his new den while the summer temperatures sizzle outside. The new Jennings home is cooled by a three-ton heat pump.



J. M. Stokes of Beaumont Named Company Secretary

J.M. STOKES was promoted from assistant secretary to secretary of our Company at a board of directors meeting June 29 in Beaumont. The promotion became effective July 1.

Mr. Stokes succeeds William H. Gieseke, vice president for finance and secretary of our Company who retired the same date.

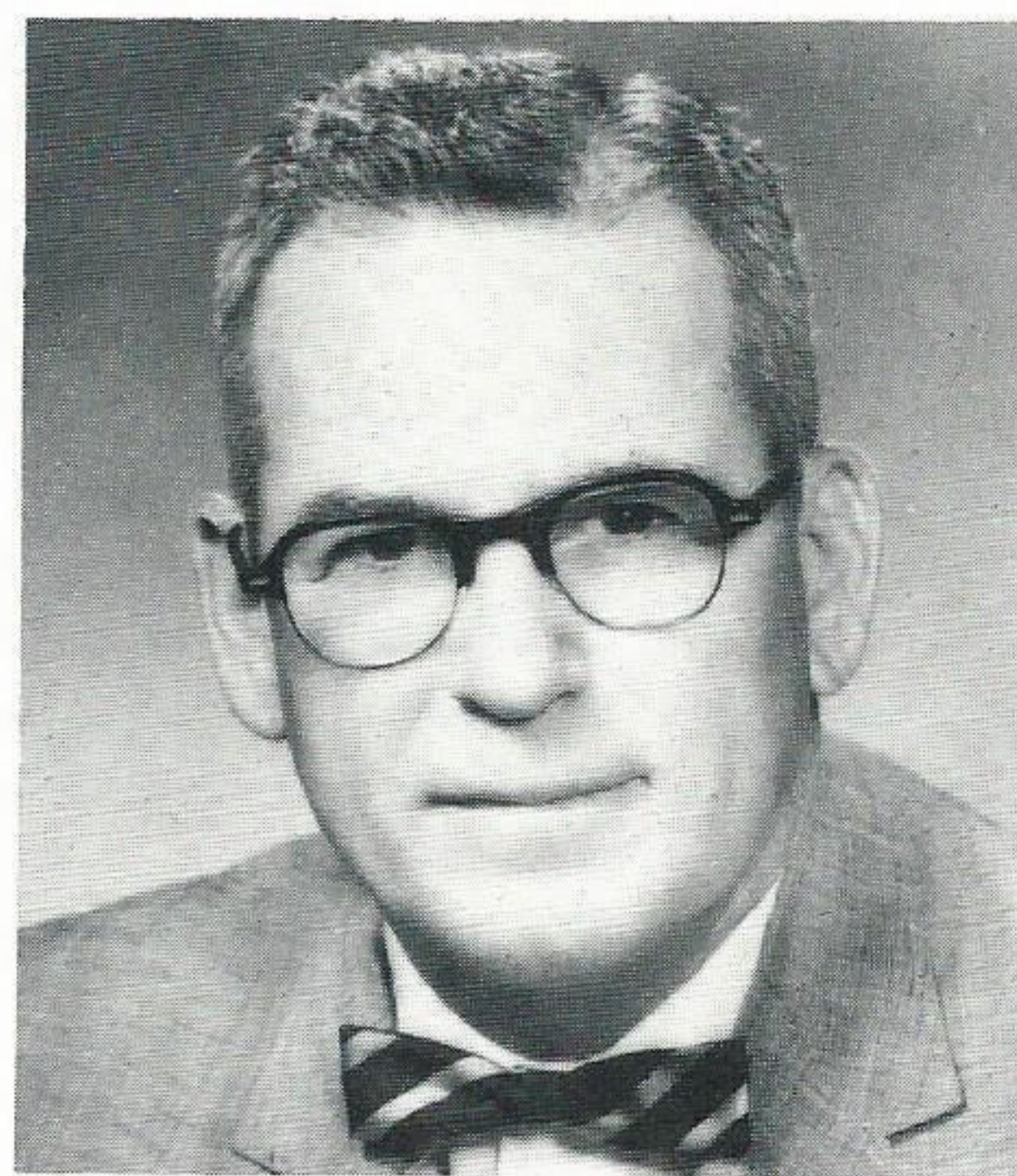
Mr. Stokes attended public schools in his hometown of San Antonio and in Victoria. He also attended Victoria Junior College. Mr. Stokes received his LLB degree in 1939 from East Texas College of Law and was admitted to the practice of law in 1940.

He was employed by our Company in 1936 in Beaumont and progressed

through several positions in the Engineering Department before transferring to the Advertising Department in 1945. He became assistant advertising director in 1947 and supervisor of employee publications in 1950.

Mr. Stokes was promoted to claim agent in 1956 and to system claim director the following year. He was promoted to the position of assistant personnel manager in 1962. He has been assistant secretary since February, 1964.

Mr. Stokes completed the Harvard School of Business Advanced Management Course in 1960 and the Public Utilities Management Course of the University of Michigan in 1957. He is



J. M. Stokes

a member of the Texas Bar Association, the Beaumont Chamber of Commerce, the YMBL, the YMBL Key Men's Club and is former president of the Advertising Club of Beaumont. He is an elder in the Westminster Presbyterian Church of Beaumont.

gulf states in the news

F. F. Parent, residential sales representative, Port Arthur, has been elected treasurer of the Lakeview Lions Club.

Roby Completes Computer Course

F. S. Roby, System Engineering-Relay and Communications, Beaumont, recently completed the ninth annual General Electric digital computer course in Schenectady, N. Y.

The four-week course was designed to familiarize utility engineers in the use of computers for engineering applications.

Mr. Roby was among 18 engineers representing ten states, Canada and Japan to attend the course.

Smith Named To Water Study Group

Floyd Smith, division manager, Baton Rouge, has been named a member of the East Baton Rouge Parish Water Conservation Commission by Mayor-President Christian. The commission, created by the City-Parish Council, will study and make recommendations to protect the parish's fresh water supply from salt water encroachment.

A. W. Baird, operating superintendent, Navasota Division, has been elected president of the Navasota-Grimes County United Fund.

Gary Appointed To Seaway Association

Charles J. Gary, supervisor of sales, Lafayette, has been appointed a voting member of the Louisiana Intra-coastal Seaway Association for St. Martin Parish. Each of the south

Louisiana parishes along the Intra-coastal Seaway has one voting member. The association is presently attempting to widen and deepen the seaway for industrial development.

E. L. Maris, sales representative, Navasota, served as chairman of the recent Grimes County Chamber of Commerce membership drive.

New Word Coined For Automation

ENGINEERING: "Manamation" suggested for replacing word "automation" by Gulf States Utilities' system engineer **J. L. Warmack** at Systems Engineering Exposition and Conference in New York City's Coliseum. Reason: recognition that man's unique reasoning ability has yet to be equalled by technology.

The Electrical Week
June 15, 1964

ELECTRICAL WORLD

System Engineering Announces Changes For Two Engineers

NEW assignments of duties for two Beaumont employees in System Engineering were announced effective June 16.

R. D. Broussard, formerly equipment engineer in the Standards (Equipment) Group, was reassigned as an engineer in the Planning Section. L. F. Luquette was promoted from engineer in the Standards (Application) Group to equipment engineer in the Standards (Equipment) Group.

A native of Port Arthur, Mr. Broussard joined our Company in January, 1956, in Beaumont as an engineer. In May, 1956, he was assigned to the Beaumont Division T&D until moved to System Engineering in 1958. He has been in Standards (Equipment) Group since 1960.

Mr. Broussard is married to the former Luella Bodin of Bridge City and they have five children. The Broussards are members of Our Lady of Lourdes Catholic Church in Vidor. He is a deputy grand knight of the Knights of Columbus. He was graduated from Texas A&M in 1956 with a degree in electrical engineering.

MR. LUQUETTE is a native of Beaumont and joined our Company in Beaumont as an engineer following his graduation from Lamar Tech in 1959. After completing his engineer's training program he was assigned to the Baton Rouge Division T&D. He returned to Beaumont and System Engineering in 1961.

Mr. Luquette is married to the former Patricia Anne Babb of Beaumont and they have two children. They are members of the St. Anne's Catholic Church and Mr. Luquette is a member of Knights of Columbus, Council #951. While in Baton Rouge he earned 18 hours toward a master's degree in night school at LSU.

Louisiana Governor Vetoes Electric Co-Op Jurisdiction Bill

JOHN J. McKEITHEN, governor of Louisiana, vetoed a bill, on July 6, which would have placed the 13 Louisiana rural electrical cooperatives under jurisdiction of the Louisiana Public Service Commission.

The proposed legislation, House Bill No. 628, had received overwhelming support by an 82 to 18 vote in the House of Representatives and 31 to 7 vote in the Senate.

In his veto message, Governor McKeithen said, "Having been a member of the Louisiana Public Service Commission for approximately 10 years, I am thoroughly familiar with the problems of both the electrical cooperatives and the other utility companies, and the conflicts which develop between them from time to time.

Based upon this knowledge, I feel that this bill goes too far and that it would be unwise to place all the activities of cooperatives under the Louisiana Public Service Commission. Some portions of their activities undoubtedly should be regulated and, if at some future legislative session a less comprehensive bill is passed, I will be happy to sign it."

The investor-owned electric light and power companies of Louisiana, Gulf States Utilities Company, Louisiana Power and Light Company, Central Louisiana Electric Company, Southwestern Electric Power Company and New Orleans Public Service Incorporated, which urged passage of the bill, stated that since the electric cooperatives wanted

to act like utilities and in fact are utilities, then they should receive the same treatment and be regulated like utilities. The bill would have given the cooperatives the same status with the Commission that is now in effect not only for the investor-owned electric companies but also for 51 gas companies, 29 telephone companies, 116 water companies and 16 sewerage companies in Louisiana.

In addition to the support of this bill by the electric companies, a large number of the 5,400 Louisiana investor-owned company employees expressed great interest. In addition, inquiries were received from many of the 879,000 customers of the electric customers and from a large number of the 10,000 stockholders living in the state.

The proponents of the bill maintained that the hearings in the House and Senate established that there was nothing in the bill that would harm the electric cooperatives. It would not raise their rates, curtail their service, jeopardize their financing, take away a single customer or alter their non-profit status.

The Public Service Commission was established by the Constitution of 1921 to regulate all utility operations in Louisiana. Had the proposed legislation become law, the commission would have had the authority to settle any disputes between the investor-owned companies and the cooperatives over customer service.

—Jack Worthby
Contributing Editor
Baton Rouge Division



W. M. Hurt



H. W. LaFosse

System Treasury Promotes Four Beaumont Employees

FOUR Beaumont employees in System Treasury have recently been promoted to new supervisory positions.

William M. Hurt, formerly an administrative assistant to the assistant treasurer for accounting, has been promoted to budget accountant and transferred to the Audit, Budget and Regulatory Reporting Department.

Harold W. LaFosse, a statistical accountant, has been promoted to administrative assistant and transferred to Audit, Budget and Regulatory Reporting Department.

J. A. Ingraham, formerly a systems analyst, has been promoted to supervisor of systems and procedures.

These promotions were effected June 16.

John J. Scott, formerly a section supervisor in General Accounting, has been promoted to auditor and transferred to the Internal Audit Department. Mr. Scott's promotion was effective July 1.

MR. HURT is a native of Navasota, Texas, and started working for our Company in 1937 as an office boy in Accounting in Beaumont. After progressing through various jobs he was promoted to supervisor of customer accounts in 1956. In 1957 he was made an administrative assistant to the assistant treasurer of accounting, the

job held at the time of this promotion.

A graduate of Navasota public schools, he received accounting training from a commercial college of accounting in Houston, the Armed Forces Institute and has completed management courses offered by Texas A. & M. and Louisiana State University.

Mr. and Mrs. Hurt have four children. He is active in civic and community affairs and is a member of the Woodland Baptist Church and Bayou Din Golf Club. He was secretary-treasurer to the Baraca Sunday School class of the First Baptist Church for a number of years and



J. A. Ingraham

was a member of the board of directors and secretary of the Bayou Din Golf Association in 1962-63.

MR. LAFOSSE has been with our Company since 1948. A native of Beaumont, he was employed as a stockroom clerk in the Beaumont Service Center. In 1949 he was made a storeroom assistant.

In 1951 he left for a tour of duty with the Army. Upon his return in 1953 he was made a senior billing clerk in the Treasury Department.

He served in various accounting classifications until made an accountant in 1958 in General Accounting. He was transferred to the Statistical Department in 1961. Mr. and Mrs. LaFosse have four children and are members of St. Anne's Catholic Church.

Mr. LaFosse is active in local sports as an umpire and referee. He is a member of the Southwest Baseball Umpires' Association, the Southwest Basketball Officials' Association, and the Southwest Football Officials' Association.

A native of Yonkers, N. Y., Mr. Ingraham joined Gulf States in 1955. He served in the Navy from 1950 to 1954. He was employed as an accounting clerk in Beaumont.

He served in various accounting positions until transferred to Systems and Procedures in 1957 as a junior accountant. In 1960 he was named supervisor of machine accounting in the Billing Department. He had been a systems analyst since 1962.



J. J. Scott

Mr. and Mrs. Ingraham have three children. He is a member of the Chamber of Commerce, the YMBL, St. Marks Episcopal Church and the YMCA. In 1961, he was graduated from Lamar Tech with a BBA degree in accounting after attending night courses for seven years.

MR. SCOTT has been section supervisor since 1962. He has been an employee of our Company since 1954. At that time he joined System General Accounting as an accounting clerk. In 1955, he was named a confidential records clerk and was made an administrative assistant in payroll in 1958.

A native of Ireland, Mr. Scott came to the United States in November, 1954, from Australia where he had been employed for three years by a CPA firm in Newcastle, New South Wales. In Ireland he worked in Dublin for the Irish Railroad Company and the Irish Air Lines in accounting from 1941 to 1951 when he moved to Newcastle.

Mr. Scott and his wife, Mary, have two sons, and are members of St. Anne's Catholic Church. He is a former secretary of board of directors of the American Cancer Society and is financial secretary of the South Park Council #5035, Knights of Columbus.



THRIFT PLAN

THE trustee of the Employee Thrift Plan purchased the following stock during June covering employee deductions and Company contributions through May:

- 1,168 shares of common stock at a total cost of \$51,872.75 or an average cost per share of \$44.412.
- 70 shares of \$4.40 preferred at a total cost of \$6,522.50 or an average cost per share of \$93.179.

These costs included brokerage and commission fees.

The trustee also deposited \$24,006.15 with the savings department of the First Security National Bank of Beaumont.

July, 1964

Baton Rouge Employee Rescues Drowning Boy

LINDA GILPIN, an employee in Baton Rouge's Government Street Service Center, saved the life of a nine-year-old boy—rescuing him from swift currents in the Leaf River about 12 miles north of Hattiesburg, Mississippi, on June 6.

The boy's father drowned.

Miss Gilpin and her date, Lamar Pollard of Hattiesburg, were sitting on the bank of the river when they heard a man and a boy shouting for help.

Garrett Mazingo, editor and publisher of a weekly newspaper at Petal, Mississippi, and his son, Mike, were on a fishing trip and were wading across the river when the swift current caught them and swept them downstream.

When Miss Gilpin and Mr. Pollard heard the two screaming for help they jumped up and started running upstream. The father was holding the boy upstream around a slight bend in the river. The man and boy were bobbing up and down about midstream and then became separated.

"I told Lamar to get the man and I'd try to get the boy," Miss Gilpin said afterwards. As she swam toward him, the boy went under.

"Just as I got there, he came up, and I grabbed him and told him not to grab me. I caught him under the chin and pulled him to the opposite shore."

Miss Gilpin explained her date had told her as they approached the two the water was not as deep on the opposite shore. She said the boy remained calm and didn't attempt to cling to her or struggle.

When she reached shore, Miss Gilpin said she was completely exhausted.

Her date was still struggling to pull the father out but was still near



SAVES BOY FROM DROWNING. Linda Gilpin, an employee in the Baton Rouge Electric T&D, by her quick thinking and action saved a nine-year-old Mississippi boy from drowning in the Leaf River near Hattiesburg, June 6. Miss Gilpin swam out into the river and was able to pull the boy to shore.

midstream. The father, she said, was heavily clothed and was wearing heavy boots. Unable to pull him out, Mr. Pollard came to shore and threw a log out for the man to hang onto, but by that time the man had gone down for the last time.

"To tell the truth, I was scared," Miss Gilpin said later. "I didn't know what I was doing, but I managed to keep calm. I had studied lifesaving, but I'd never had any experience. Thank God I knew how to swim."

Miss Gilpin was spending the weekend with an uncle and aunt in Hattiesburg.

Motorists in 1963 raced down the nation's highways to a new, all-time auto death record which for the first time exceeded 42,000 fatalities. This tragic toll topped the figure of nearly 40,000 persons killed in 1941—a record high which stood for twenty years—and even surpassed the new record of 40,500 deaths established in 1962.



PRESENTS PROGRAM. Mildred Tribble, home service advisor in Baton Rouge, shows the children of the Baton Rouge Cerebral Palsy Center simple table place setting as part of their summer therapy program.

Baton Rouge Home Service Advisor Helps with CP Summer Program

ON June 10 and 11 Mildred Tribble, Baton Rouge home service advisor, gave two demonstrations unlike any she has ever given before when she helped children at the Baton Rouge Cerebral Palsy Center make cinnamon cookies.

Miss Tribble was invited to parti-



BUSY BAKERS. Miss Tribble helps the children make cinnamon sugar cookies during one of the group therapy sessions.

cipate in the Center's summer program of group therapy. The idea behind the program is to give the children new experiences in life. Some are having learning problems because of perceptual difficulties. Others have trouble looking at things around them because they can't group parts into a whole.

Miss Tribble brought a lump of pre-mixed dough from which the children were each given a small piece. They then rolled the dough with their palms, coated it with cinnamon sugar and placed it on a cookie tray for baking.

While the cookies were baking, Miss Tribble instructed the children in simple table place setting, including how to fold a napkin, which is part of the therapy program. The aroma of the baking cookies soon filled the new Center building and the children then ate the fruits of their labor.

Possibly the only person who enjoyed the demonstration more than the children was Miss Tribble.

The Cerebral Palsy Center of Greater Baton Rouge, Inc., is an agency of the Baton Rouge United Givers Fund.

Let's Read Our Mail

FROM BATON ROUGE:

Dear Miss Tribble:

This is just to again say "Thank You" for your two trips to the Center to help us with our summer program.

Both groups of children thoroughly enjoyed the cookie making and we have spent additional time talking about recipes and making copies of the recipe used. The thing that the children really learned from your demonstration was table setting. Since that time, there has been someone in the group checking any table setting we've done in the group. They are still delighted over having learned the "napkin-folding" trick.

This kind of a demonstration has helped the children in many ways. Besides the immediate reward of cookies, they learned some important manners and skills which will help them throughout life.

Sincerely,

Freda C. Judge

Dear Mr. Adams:

During the wind storm early in the week, I was unfortunate enough to have a heavy limb from a tree in my backyard fall across and break loose the power line to my house.

I called the service department of the company and Martin C. Hebert and Harold Turner came and restored my service. This is a "thank-you-note" to express my deep appreciation for their help. Naturally I was pleased to have lights, but more particularly was I relieved to know that my rather extensive frozen food supply would not be endangered.

Please convey to your workers my thanks for their excellent representation of the company.

Yours very truly,

Arthur R. Colmer

FROM ST. JAMES, LOUISIANA:

Dear Sirs,

A note to thank you for purchasing my pig. I am now starting a bank account for my future education.

Thank you very much for your interest in the 4-H program.

your's truly,
Marcel Graugnard, Jr.

Dear Mr. Krouse,

I would like to thank you for buying my pig. With the money I will purchase another pig and put some in my savings.

Thank you for helping many 4-H boys and girls like me.

Your's truly,
David Graugnard

Note—Marcel and David Graugnard showed their pigs at the LSU Livestock Show in Baton Rouge last March. Dick Krouse, area development engineer, bought the two pigs on behalf of our Company as part of our program for fostering agricultural development in our service area.

FROM ANDERSON, TEXAS:

Dear Mr. Morrison:

I have just returned from the Nuclear Science Symposium sponsored by the Texas Atomic Energy Research Foundation.

I want to thank you and Gulf States Utilities for producing, and for allowing me to be a part of such a wonderful event. This symposium was an opportunity which I shall always remember.

I am sure that in the future our nation will be thankful for the progressive work Gulf States is doing today.

Sincerely,
William Floyd

FROM NEW IBERIA:

Gentlemen:

I want to thank you for being so prompt in sending your crew to remove those two dead tree trunks that were a menace to the main electric wire leading to my house.

Your boys did a good clean job and deserve a lot of credit.

Thanking you again, I am,
Your's truly,
Albin Segura

Belief in Free Enterprise Aired

On June 8 and 9, the following editorial was aired over radio station KLVI in Beaumont as part of that station's policy of taking an editorial stand on matters of popular interest in the community and areas in which they serve.

"It is reassuring to have a leading radio station editorialize on the air, advocating the free enterprise systems as represented by the investor-owned electric service companies," President Richard said in commenting on the editorial.

NOWHERE in America today is the free enterprise system telescoped and brought closer to home than in the investor-owned electric service companies.

Four hundred of these companies contribute 80 per cent of the electrical services enjoyed by Americans. These individual citizens investing in electric services constitute the production of goods and services.

Southeast Texas and Southwest Louisiana are served by Gulf States Utilities Company, but in a more critical analysis this area is served by the people, people whose objectives are: dependable electric power, effective planning for future electrical services, electric service at a practical price operating under existing Federal regulations, good employee relations, policies.

It practices good citizenship, both locally and nationally, strengthening and developing community economics.

Certainly in the best American tradition, the Company's tax payments amount to 23 cents on every dollar to the local, state and Federal governments. The remaining 20 per cent of electric customers in America are being served by Federal controlled and regulated agencies. These agencies pay an average of three cents on the dollar in tax or tax equivalents.

You pay taxes for their construction and operation, but the 20 per cent minority receiving this service pay impractical low costs because no Federal taxes are being paid—you are shortchanged—it is the opinion of the KLVI Radio Editorial Staff that these government-invested systems should be looked at very closely to determine who is getting the short end of the bargain.

It's the majority of the American public!

It's interesting that this form of governmental control exists . . . interesting because we founded this country to avoid government subservience.

Through investor-owned electric companies such as Gulf States Utilities, the basic foundation of this country is represented—an ambitious undertaking: intermingling of peoples, religious toleration, social equality, economic opportunity and political democracy. From their earliest beginning, the American people have been conscious of a peculiar destiny because upon it have been fastened the hopes and aspirations of the human race, and because Americans have not failed to fulfill that destiny or failed to justify those hopes.

If Anything Should Happen To You!

From: VEPCOVIAN—Virginia Electric & Power Company
October-November, 1963

WHAT would I do if anything should happen to you?" Marge asked her husband.

His answer was, "Don't worry, I've taken care of everything."

For a couple in their middle twenties, this was a serious conversation. They had a full life with their three children ahead of them. At that age, they weren't concerned with the possibilities and probabilities of disabling accidents, serious illness or even death.

Joe, however, was a forward-thinking young man. He had protected his

THIS IS IMPORTANT INFORMATION

WILL

Do you have a will? _____ Where? _____
Name of lawyer: _____

INSURANCE

Do you have life insurance? _____
Name of Company(s) _____ Policy Number _____ Amount _____

Health and accident? _____ Hospitalization? _____
Medical and surgical expense? _____
Name of Company _____ Type of Policy _____ Policy Number _____

Retirement Plan or Pension Trust? _____ Company _____

Casualty Insurance? _____

Automobile: Liability? _____ Collision? _____

Household: Fire and Theft? _____ Comprehensive? _____

Other? _____

Name of Company _____ Type of Policy _____ Policy Number _____

Where are policies kept? _____

SOCIAL SECURITY

Social Security Number: _____

Where is card kept? _____

Payment of retirement or survivors' benefits is not automatic. Claim should be filed promptly with nearest Social Security Board. You will need proof of your marriage, too.

BANK

Where is your checking account?
Your name alone? _____
Where are bank books and canceled checks kept? _____

Have savings account? _____
Your name alone? _____

STOCKS

Do you own any stocks or bonds?
Your name alone? _____
Where are they kept? _____
Name of your broker _____

U. S. SAVINGS BONDS

Do you own any of these bonds?
In whose name are they registered? _____

Where are they kept? _____

REAL ESTATE

Do you own home? _____
In whose name is title to home? _____
Is there mortgage on home? _____
When are interest and principal payments due? _____
What are the assessments? _____
Where are deeds, evidence of mortgage, etc. kept? _____

Do you own other real estate? _____

family and his home with insurance. He had even made a will. Marge could derive a great deal of comfort from his statement, "I've taken care of everything."

She was persistent, nevertheless, and wanted to know the details—where the papers were kept; how much insurance, who could advise her in time of trouble. Together they worked out a checklist on the location of important personal papers and documents, important dates and facts. He has promised to keep the list up to date.

Too often husbands and wives, or other members of the immediate family, do not share this knowledge. When the time of need does arrive, no one knows where to find the papers. The working woman needs to share this information as much as her husband.

As a Gulf Stater, you may have such important papers as information concerning your retirement plan, life insurance, group hospitalization plan and thrift plan. Their whereabouts can speed up the settling of

an estate and provide money at the time it is needed.

A safety deposit box is a handy storage place for many of these papers. If you do not have one, then a strong box kept at home may serve the same purpose.

As accidents, illnesses and deaths are no respectors of time and age, do just as Joe and Marge. Study this checklist and fill it out where it applies to you. Then put it in a place where a member of the family will have it if anything happens to you.

YOUR FAMILY MAY NEED

Clip out blank
and put in safe place

ACCOUNT

Joint account with _____
Savings checks kept? _____

Where? _____
Joint account with _____

BONDS

Joint names _____

LOANS AND BONDS

Who holds it? _____
Where is deed kept? _____

ESTATE

Who holds it? _____
Where is deed kept? _____

Where are mortgage, survey and title papers kept? _____

List it _____

AUTOMOBILE

In whose name(s) is car? _____
Where are title, registration, license receipt kept? _____

Payments due? _____ When? _____

SAFE DEPOSIT BOX

Do you have one? _____ Where? _____
Your name alone? _____ Jointly with _____
Where are keys to box kept? _____

PERSONAL SAFE OR STRONG BOX

Do you have a safe? _____ Where? _____
Who has combination or keys? _____
Do you have a strong box? _____ Where? _____
Who has combination or keys? _____

DEBITS AND CREDITS

Anyone owe you money? _____
Name _____ Address _____ Amount _____

Do you owe anyone money? _____
Name _____ Address _____ Amount _____

Where are copies of notes, loan agreements, receipts? _____

MISCELLANEOUS

Where are your income tax records, personal property tax records and supporting data? _____

Do you own a cemetery plot? _____ Where? _____
Where is deed kept? _____
Name and address of advisor _____

Location of any other personal or important papers _____

SOME 300 Beaumont Gulf States families saddled-up and rode out to the LWC ranch on June 20 for a day of western living at the annual Live Wires Club picnic.

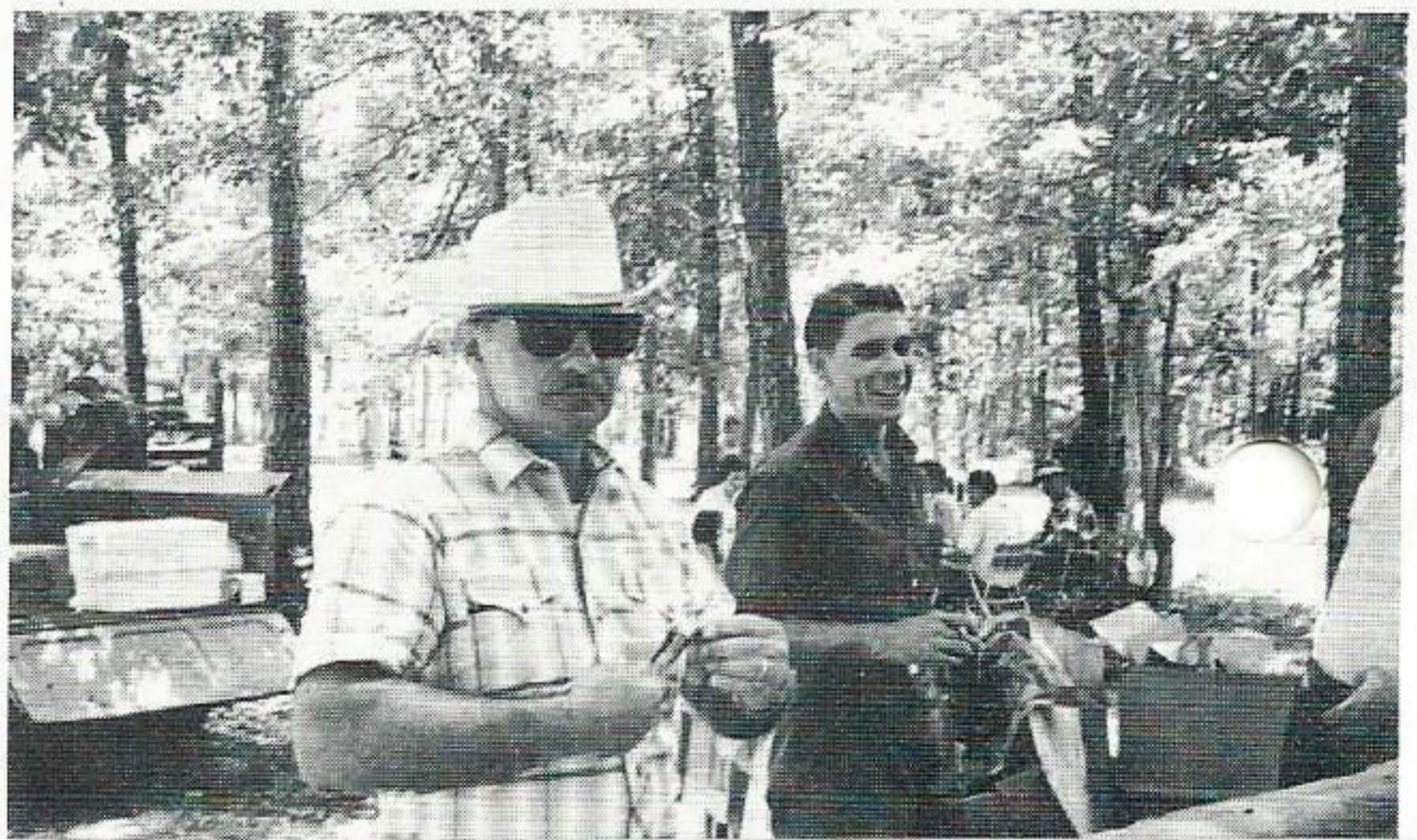
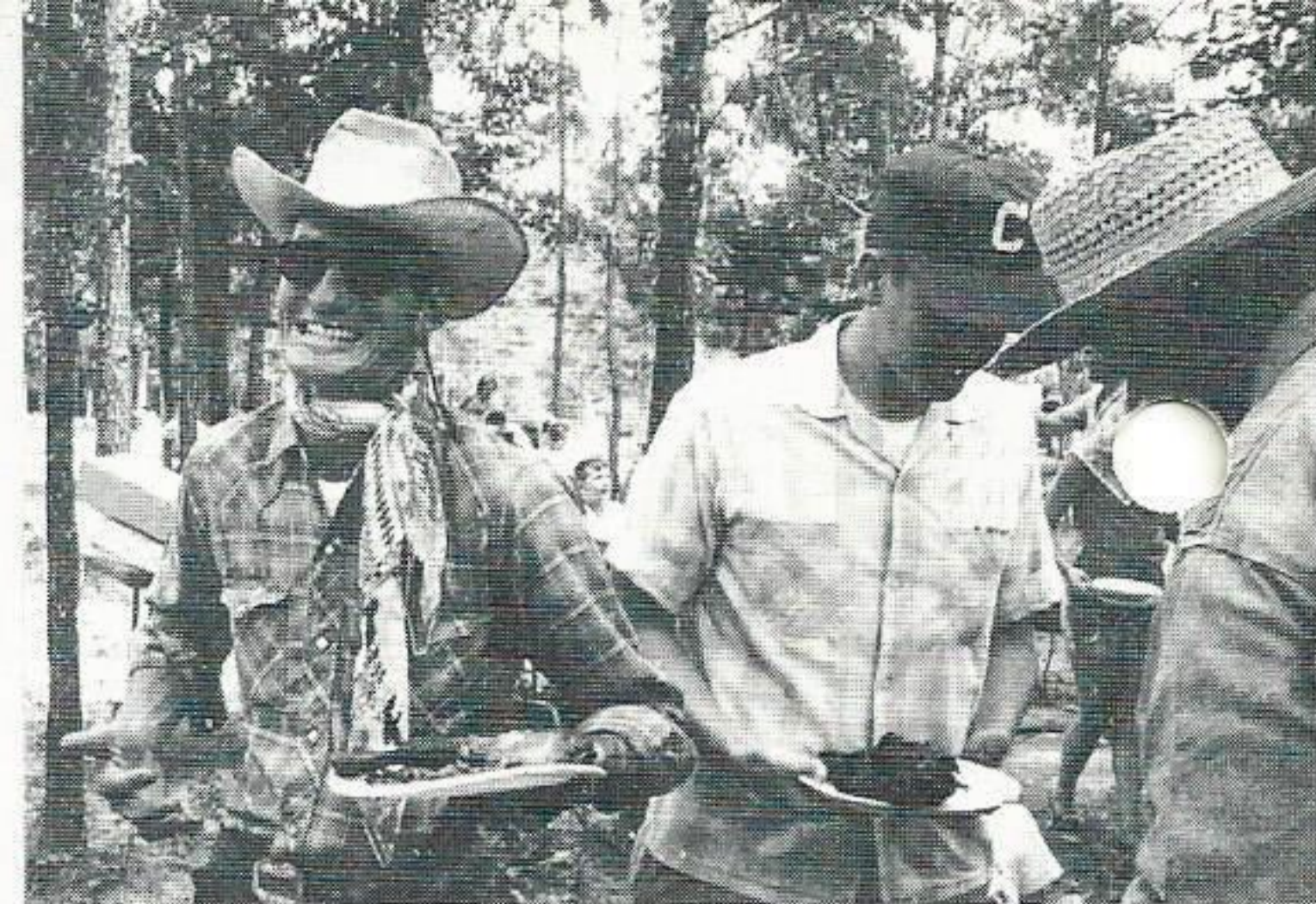
They were served barbecued chicken with all the trimmings prepared by some of the clubs top food-wranglers. The food was prepared on a pit which the club members built earlier this summer.

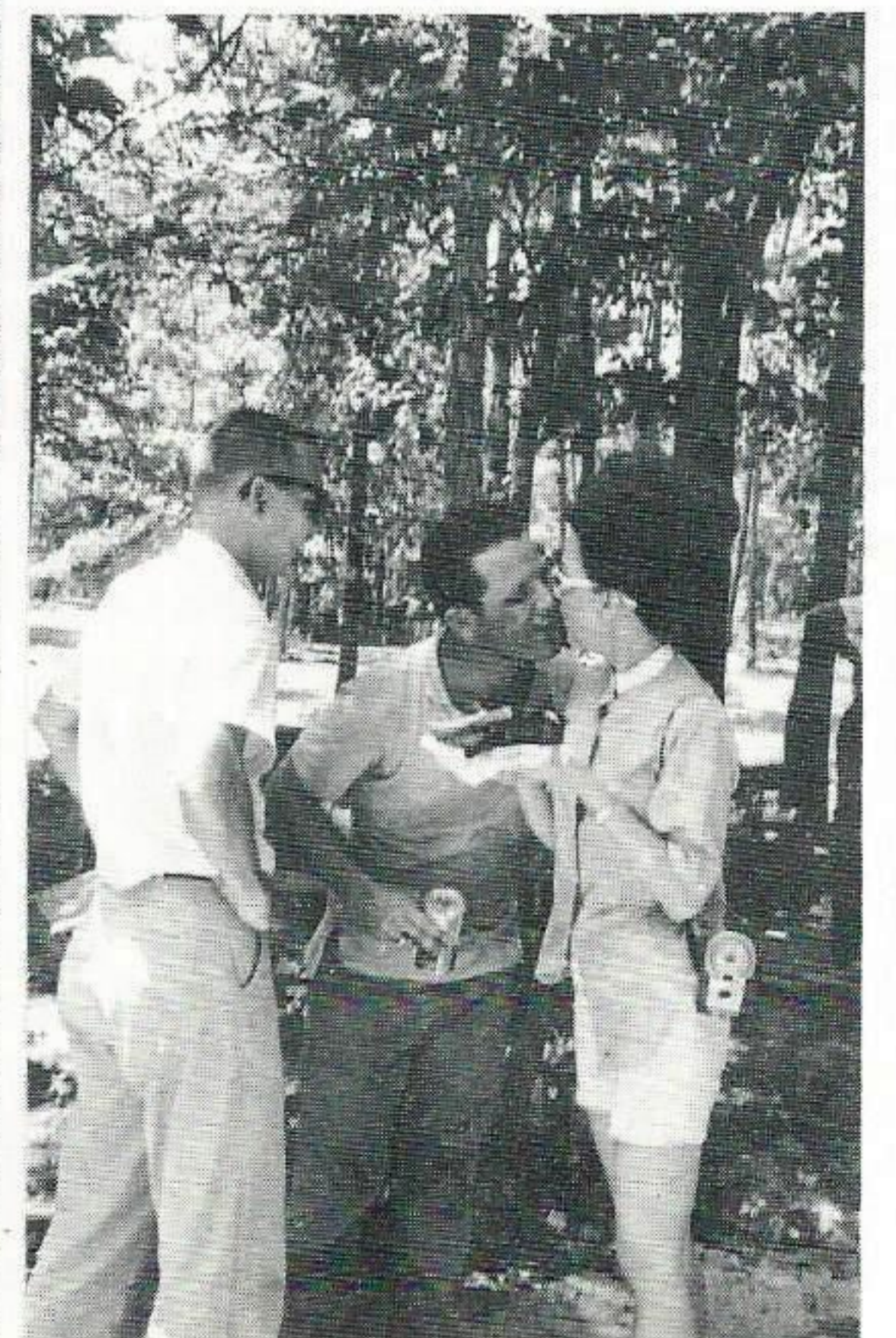
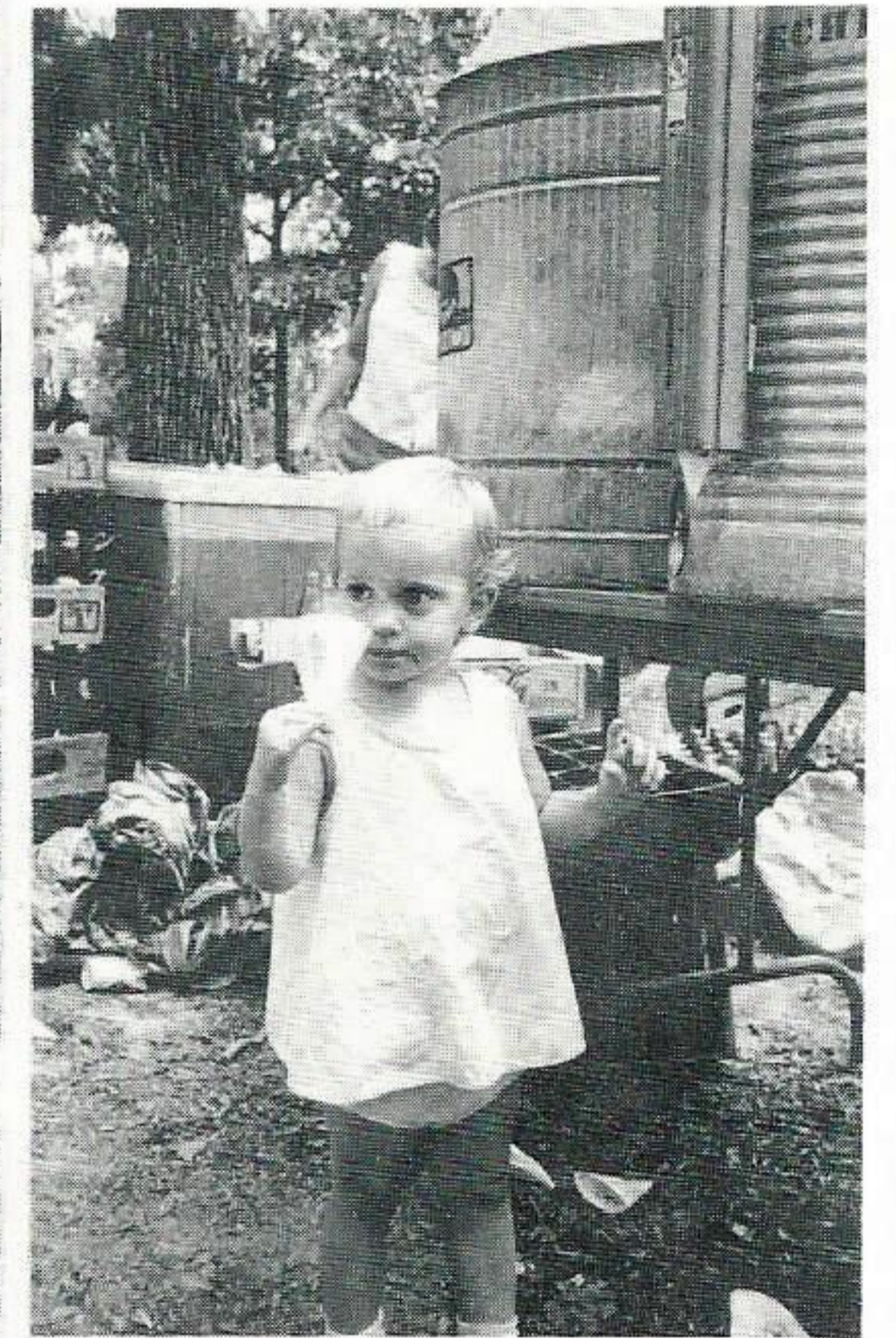
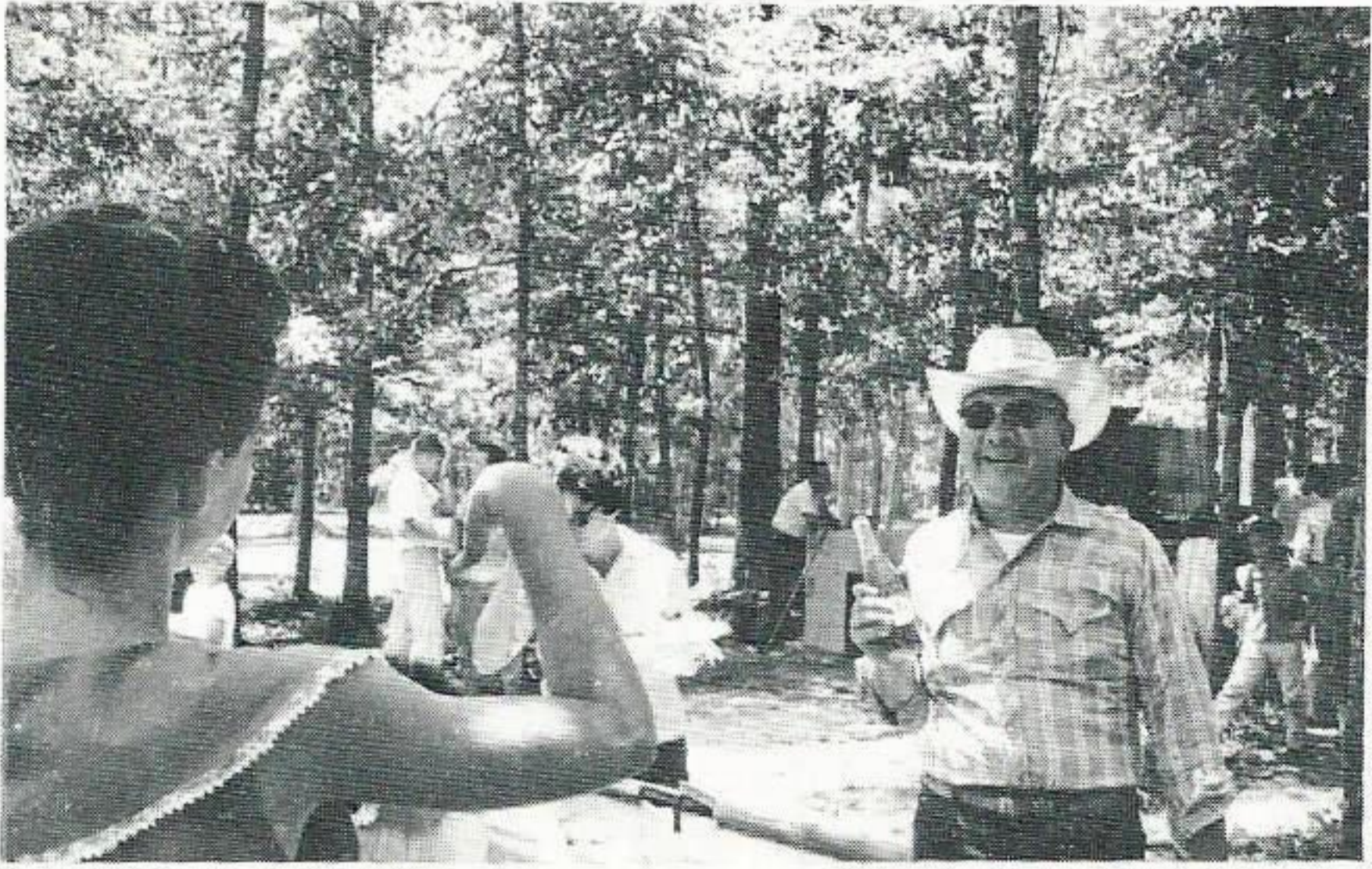
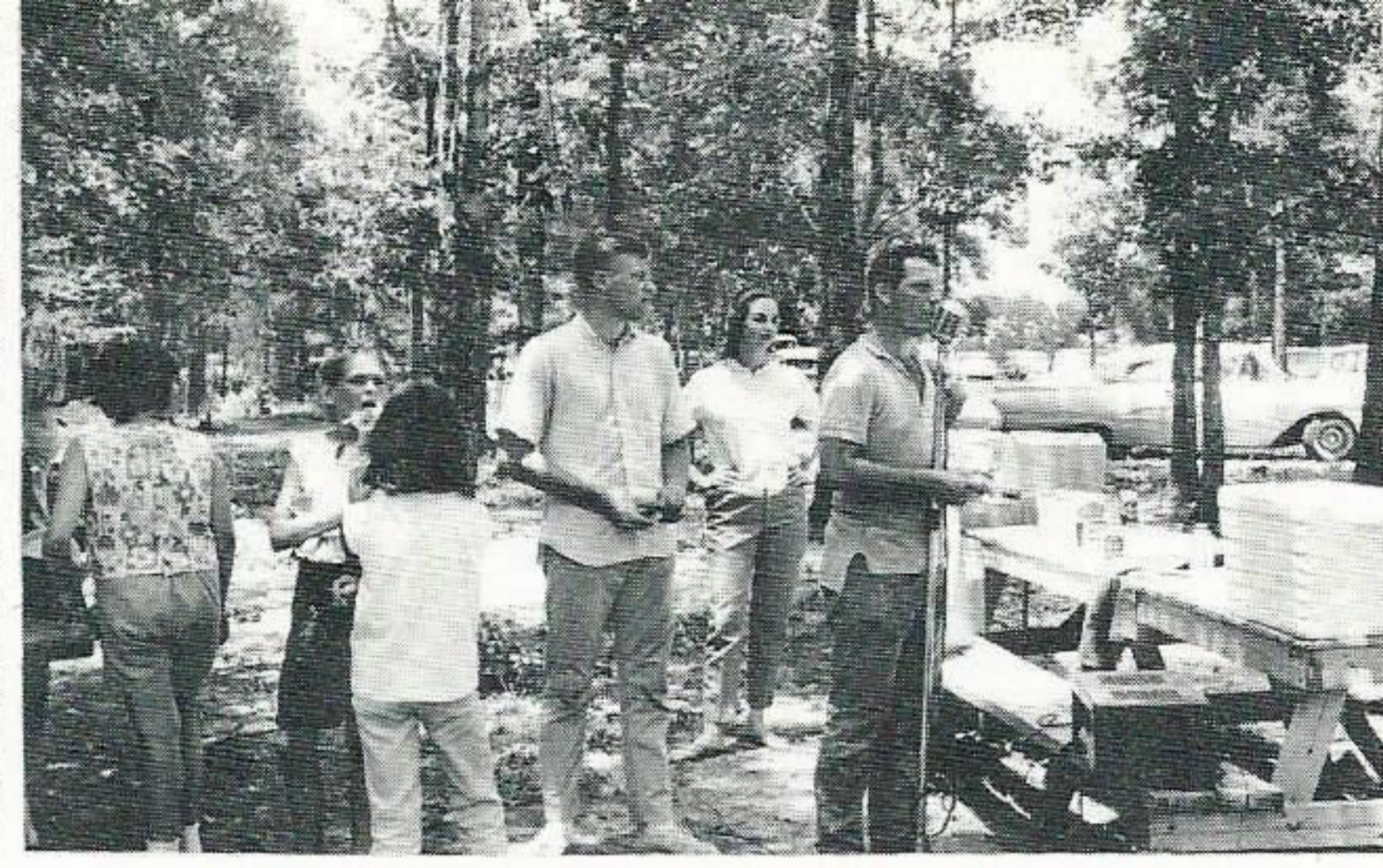
General chairman for this year's event was Wilton DeCuir, Beaumont Appliance Repair. He was assisted by Frank Peel, Office Services, head chef; Roy Hester, Treasury, food; Silva Luquette, System Residential Sales, supplies; and Jim Purkey, Engineering, children's fishing rodeo.

Rodeoing at the LWC Ranch

Winners in the fishing rodeo were Darlene Gale, daughter of Howard Gale, Engineering, and John Harland, son of Bill Harland, Right-of-Way. John also won the prize for catching the most fish.

The board of directors have announced the following events for the remainder of the year with dates to be announced later: August—the annual hobo party, Neches Station Assembly Hall, and a bowling tournament, place to be announced later; September—a wiener roast at the club grounds; October—a spaghetti supper, Neches Station Assembly Hall; November—annual free membership dinner, Neches Station Assembly Hall; December—Christmas dance, Harvest Club; New Year's Eve dance, Neches Station Assembly Hall.





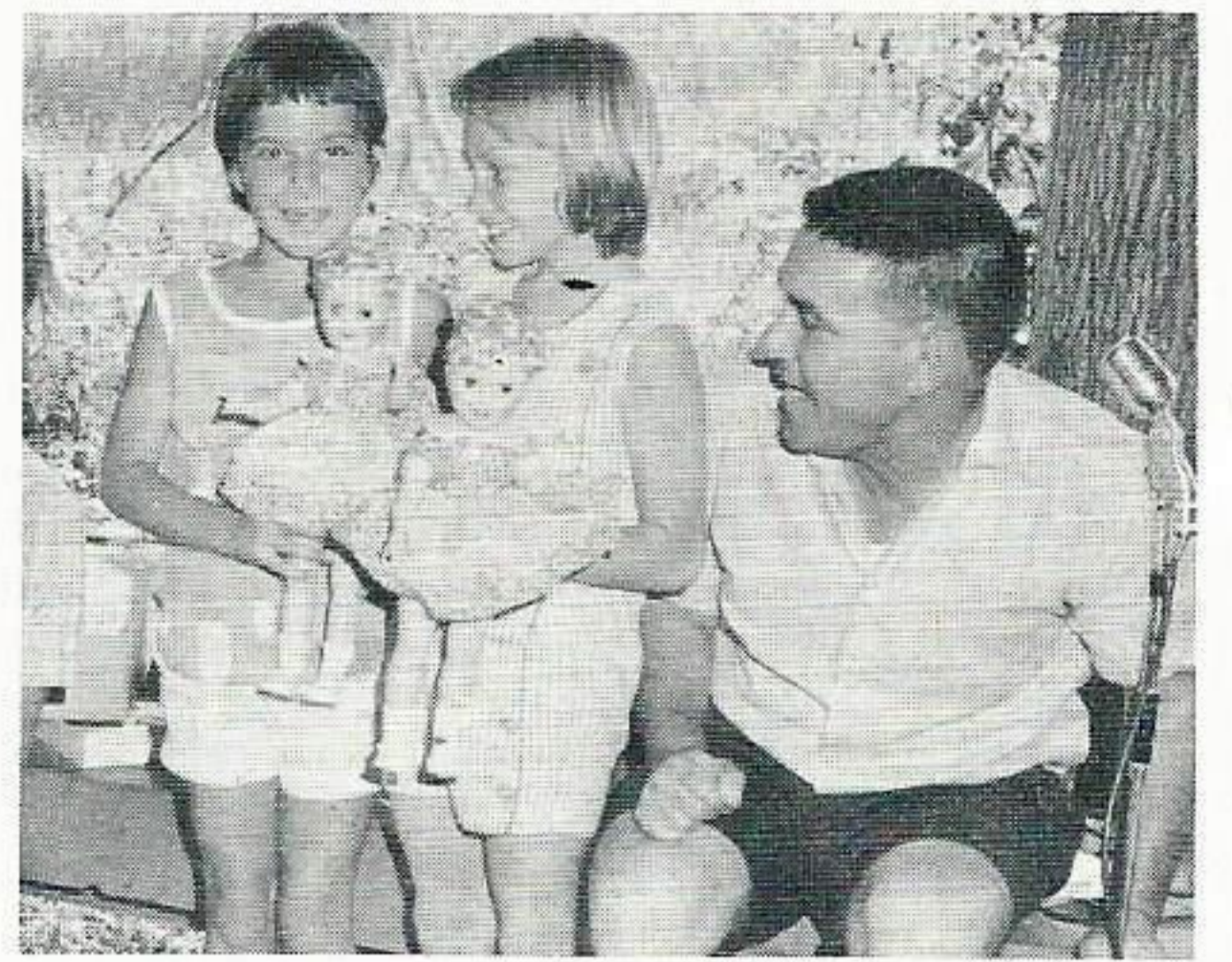
Baton Rouge Short Circuiters Picnic

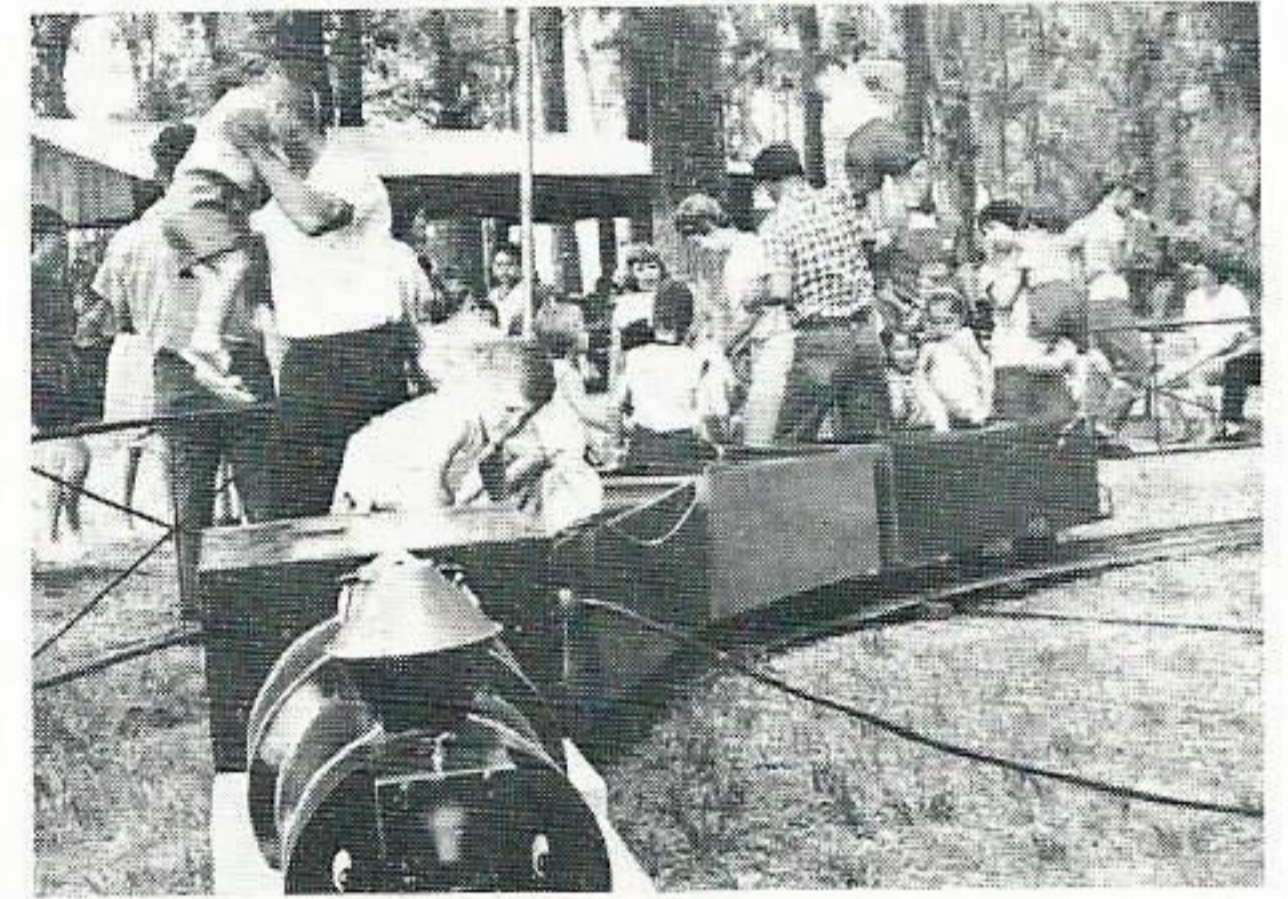
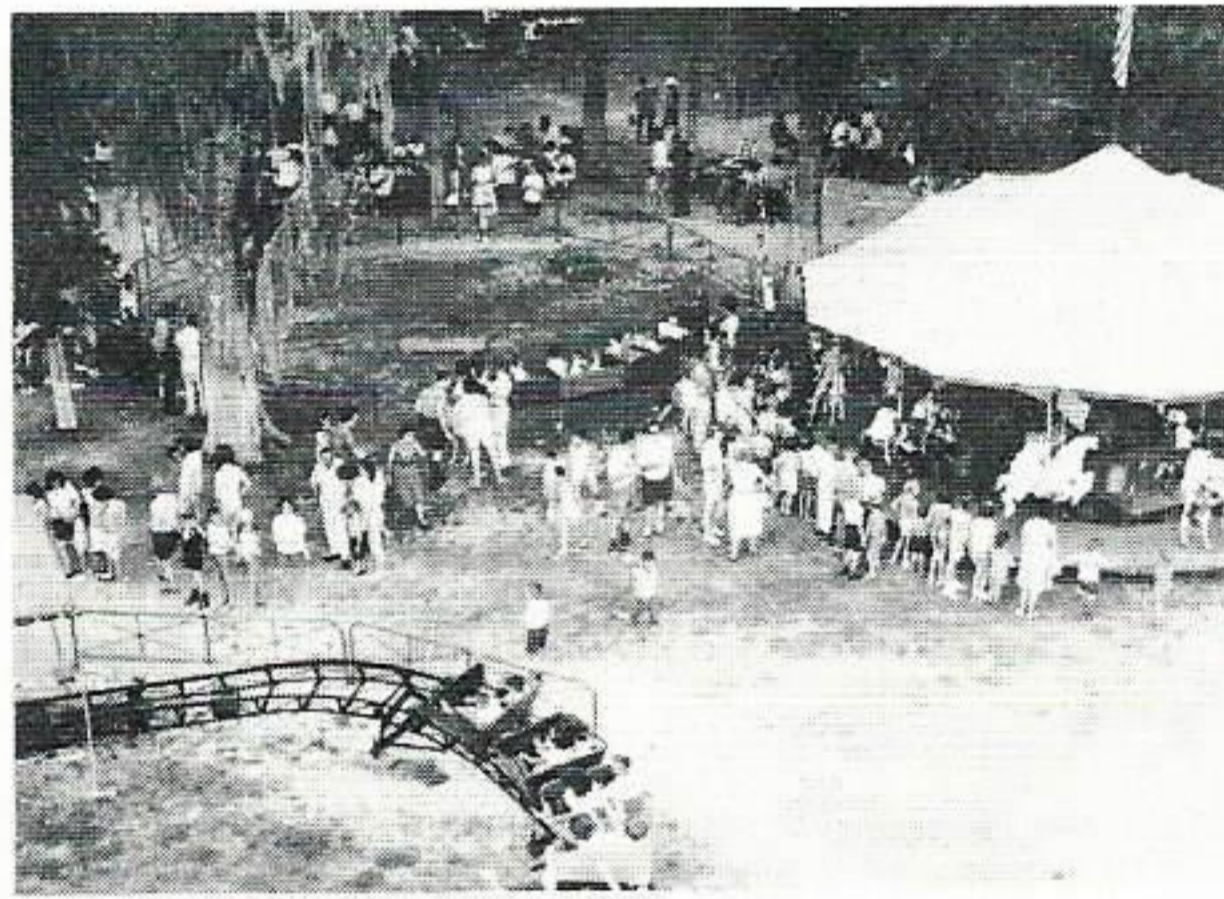
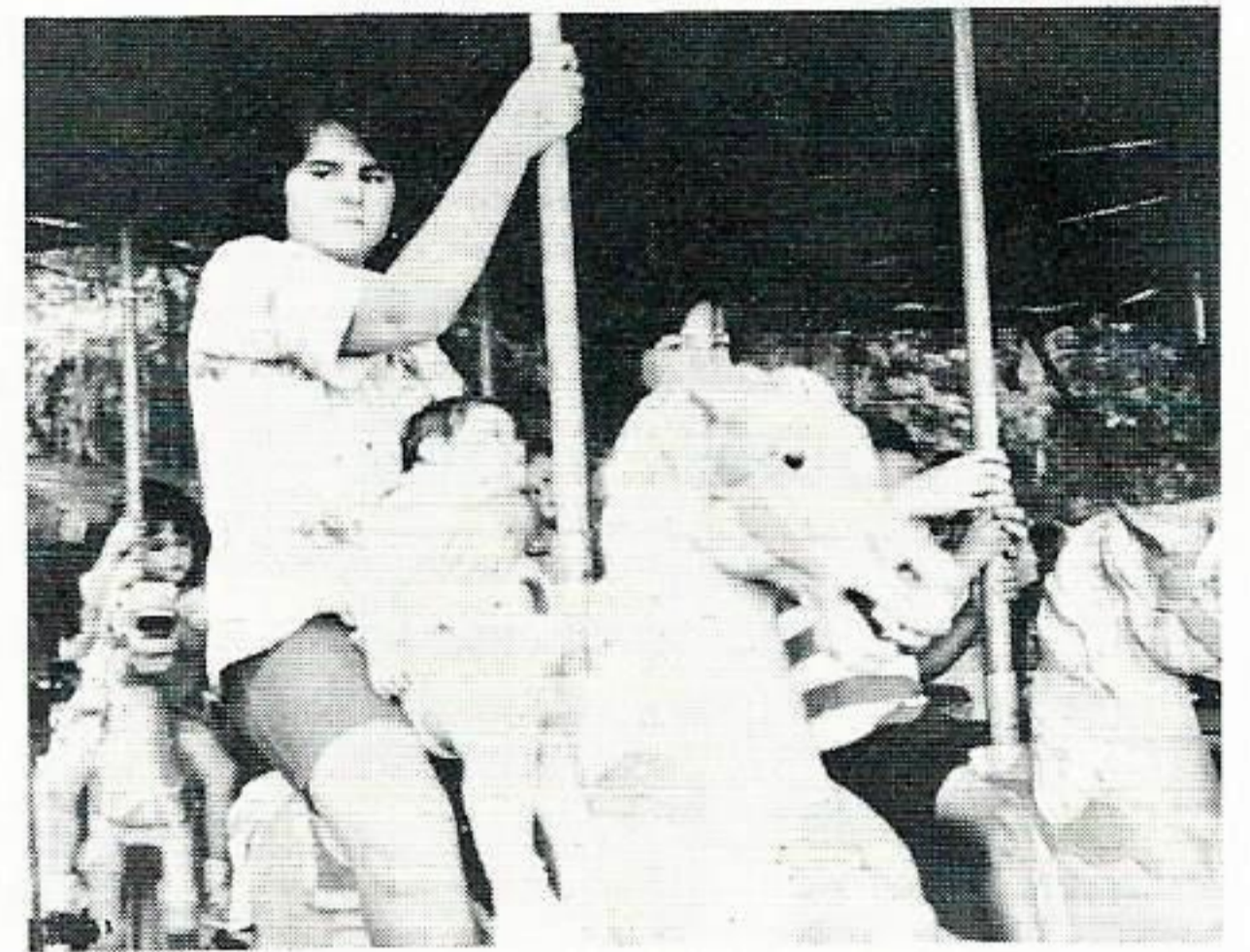
GULF STATERS and their families—an estimated 850 persons all told—turned out June 6 for the annual Short Circuit Club picnic in Baton Rouge.

While the adults took advantage of the opportunity to renew old acquaintances and do a lot of talking, the children took advantage of the free rides, hot dogs, ice cream and cold drinks. The club hired four rides for the day, a ferris wheel, roller coaster, train and merry-go-round, and long lines of happy children showed how popular they were.

A meal of fried chicken, beans and other assorted good things that a volunteer crew spent most of the day preparing capped off the picnic.

Officers of the Short Circuit Club are H. J. Desselles, president, T. B. Chaney, vice president, and Bill Tholborn, secretary treasurer. On the board of directors are Ramey Kirkwood, Louisiana Station, Donald Voyles, T&D Department, Lois Holden and Irene Serpas, Main Office, Willie Wells, Gas Department, and J. E. Cifreo, Willow Glen.





World's Fair House, The Home of Today

THE Baton Rouge edition of the total-electric Formica World's Fair House has been open for public inspection since the weekend of June 6-7. Hundreds of Baton Rouge area residents have visited the home built on plans and specifications drawn for the Formica Corporation's model home now on display at the New York World's Fair.

There is nothing futuristic about the new home. It is a house of today planned and zoned for modern family living with a maximum of privacy and convenience. The master bedroom and bath, for example, are completely separated from the other two bedrooms and bath.

What makes the house interesting are the new applications of established materials. Formica paneling in the family room has the look and feel of wood. Foil wallpaper is used in the foyer, which, along with the master bath, has brick flooring. Acrylic plastic panels frame the entrance, presenting a stained-glass appearance.

The house has a beautiful fireplace but an all-electric heat pump will keep it warm in winter and cool in summer. Other electric features include built-in range and dishwasher in the kitchen, dimmer switch on the dining room light, four small eye-ball spotlights over the mantle and 40-gallon electric water heater.

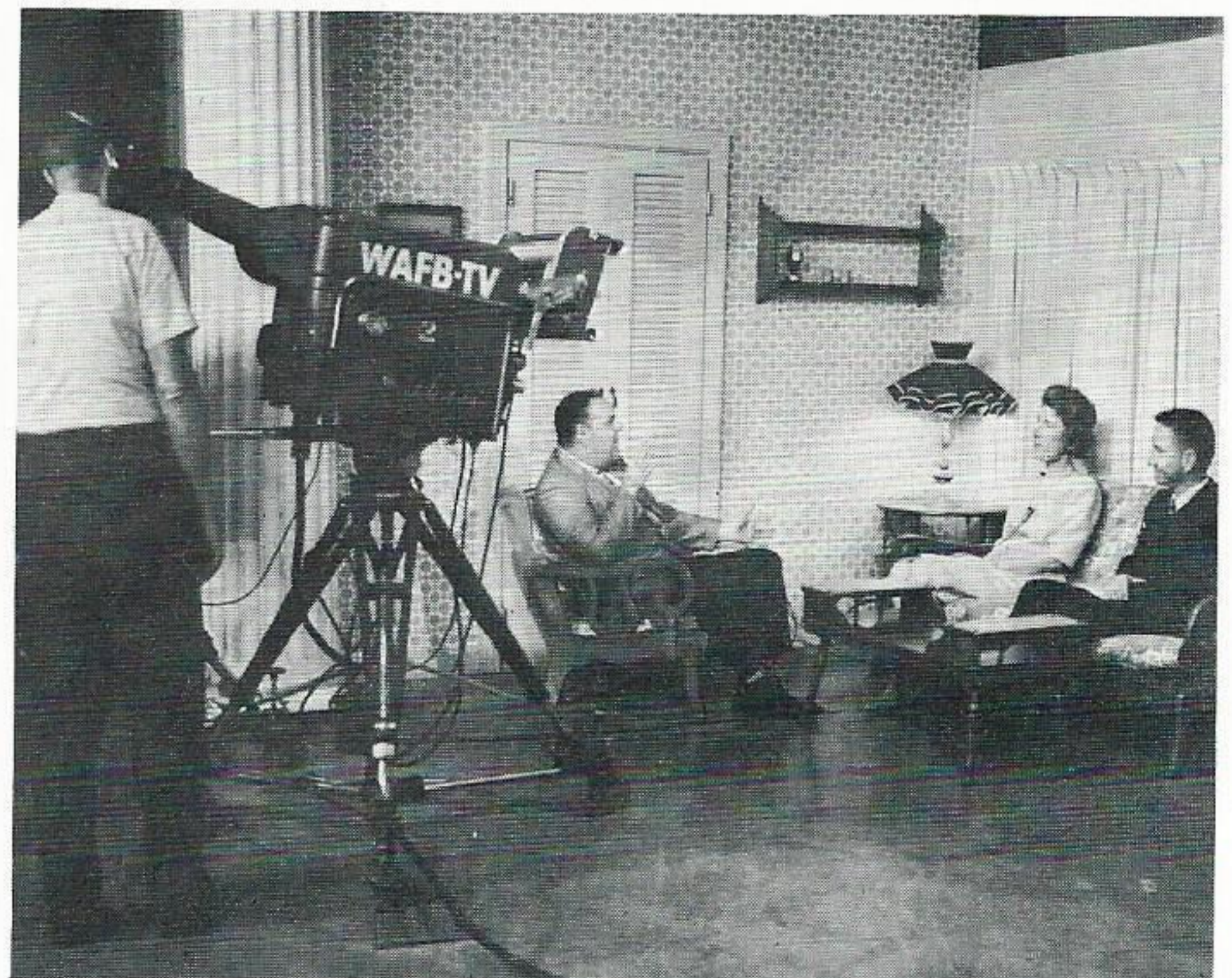


BEAUTY WITH LIVABILITY. This is the new total-electric Formica World's Fair House built in Baton Rouge. The Gold Medallion house has 2,000 square feet of living space and is designed for modern family living. Plans for the house were developed from the Formica Corporation's model home on the grounds of the New York World's Fair.



SPECIAL SHOWING. Builder Walter Bankston, left, and Mrs. Bankston talk about the total-electric Formica World's Fair House with W. M. Goff, third from left, and D. J. Murray, Formica distributor for the Baton Rouge area. Mr. Goff, supervisor of residential sales in the Baton Rouge Division, was on hand for the special showing of the home June 5.

ON CAMERA. Sid Crocker, newscaster for WAFB-TV in Baton Rouge, seated left, directs a question at Mildred Tribble, Baton Rouge home service advisor, about the Formica World's Fair House. Walter Bankston, builder of the house, is seated at right. Cameraman at extreme left is standing by to shift the scene during the live television program. Miss Tribble and Mr. Bankston appeared on the locally produced noon show to tell Baton Rouge area people about the unusual features of the new house.



Eagles Take Big Ten Bowling Season

BEAUMONT'S Big Ten Bowling League finished up the season with a barbecue chicken dinner in the Neches Station Assembly Hall on June 13.

The winning team and league champion were the "Eagles." Team members are: Larry and Flo Wenzell, he's employed at Neches Station, she in System Operations; Bill Blanton, Neches Station; Bill Hollins and Henry Marino, System Engineering; and Betty Wilson, System Construction-Budget.

Runner-up were the "Packers." Team members are: Roy Hester, Taxes and Insurance; Don Davis, Engineering; Shirley Stuart, Treasury; Charles Wright, Engineering; and Paul and Carol Hill, she's employed in Beaumont Division Sales.

Individual awards were presented to the following: Bill Barksdale, Engineering; men's high handicap game—294; Kay Bounds, Treasury, women's high handicap game—250; Mr. Davis, men's high handicap series—721; Margaret Read, Treasury, women's high handicap series—676.

Mike Girdler picked up the trophy for men's high season average, while his wife, Juanita, Treasury, walked away with women's high season average. The most improved bowlers trophy went to Mr. Hill and Miss Wilson.

The league elected Mr. Davis its president for the coming league season; Charlene Primrose, System Dispatcher, vice president; and Mr. Hollins, secretary treasurer.



SHOWS HER FORM. Betty Wilson shows off the form that won her the most improved bowler trophy. Other individual trophy winners are: Paul Hill, most improved; Mike Girdler, high season average; Bill Barksdale, high handicap game; Don Davis and Margaret Read, high handicap series; Kay Bounds, high handicap game; and Juanita Girdler, high season average.



LEAGUE CHAMPS. Champions in Beaumont's Big Ten Bowling League were the "Eagles." Members are: Bill Blanton, Neches Station; Bill Hollins, Engineering; Betty Wilson, Construction Budget; Flo, System Operations, and Larry Wenzell, Neches Station; and Henry Marino, Engineering.



LEAGUE RUNNER-UPS. Finishing second in the Big Ten were the "Packers." Members are: Don Davis, Paul and Carol Hill, she's employed in Beaumont Division Sales; Shirley Stuart, Treasury; Charles Wright, Engineering; and Roy Hester, Taxes and Insurance.

SERVICE AWARDS

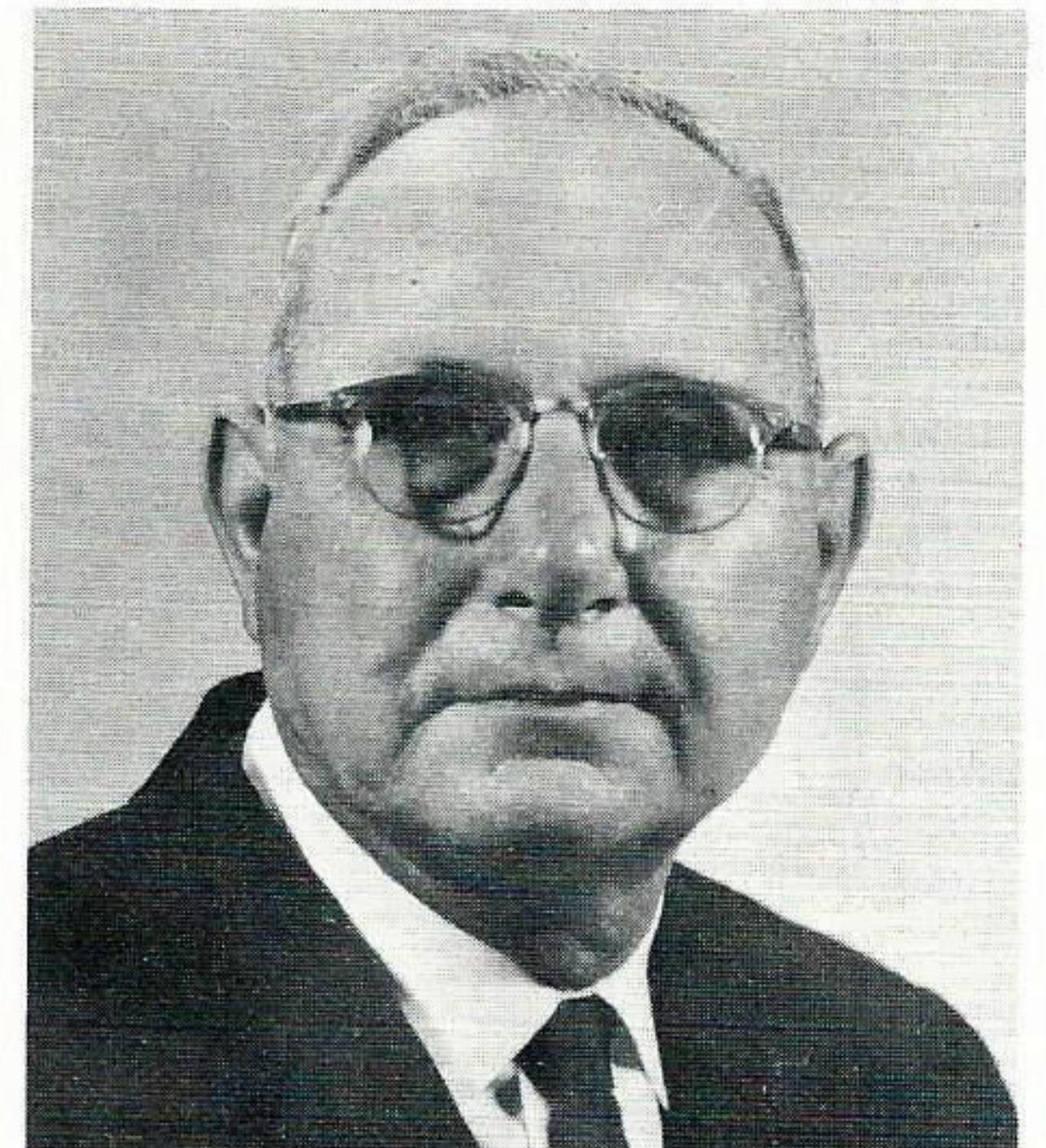
FORTY YEARS



Arden Clark
Distribution
Jennings

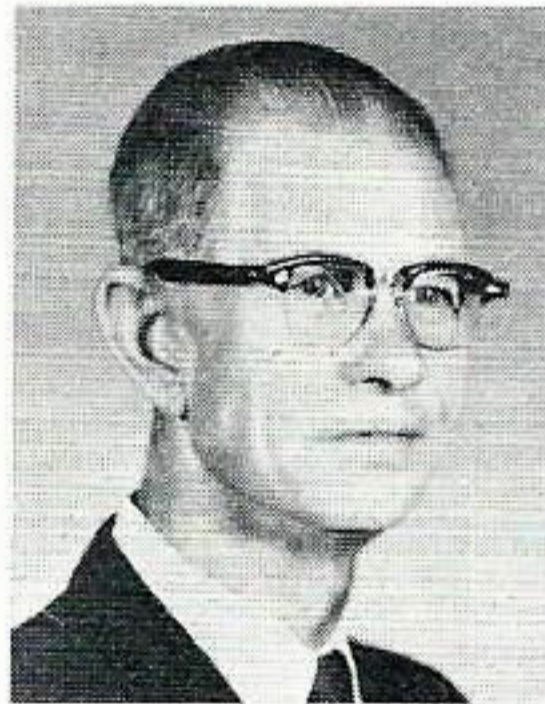


F. G. Hornsby
Distribution
Baton Rouge



H. W. Lina
Distribution
Navasota

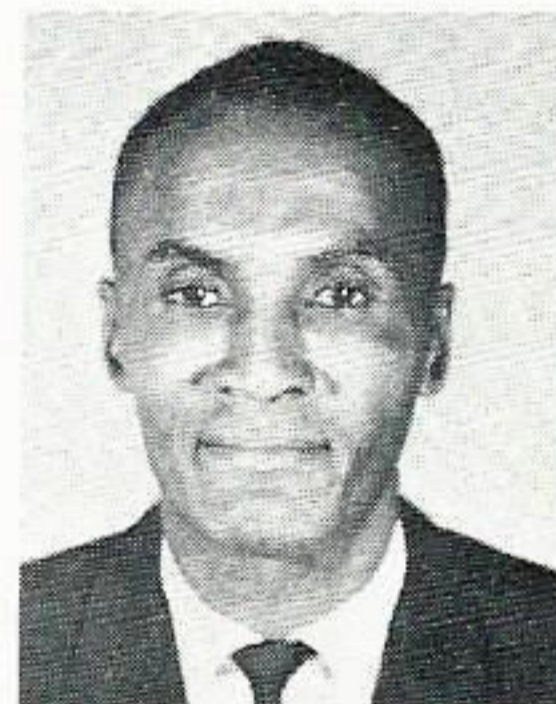
TWENTY YEARS



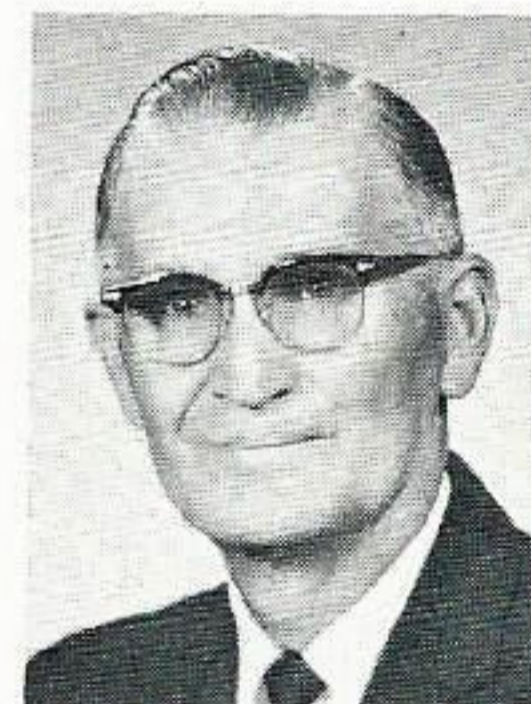
N. B. Bankston
Production
Louisiana Station



Virginia M. Harrison
Treasury
Baton Rouge



Henry Sanford
Production
Louisiana Station



O. H. Schultz
Distribution
Orange



Manuel Turner
Production
Louisiana Station

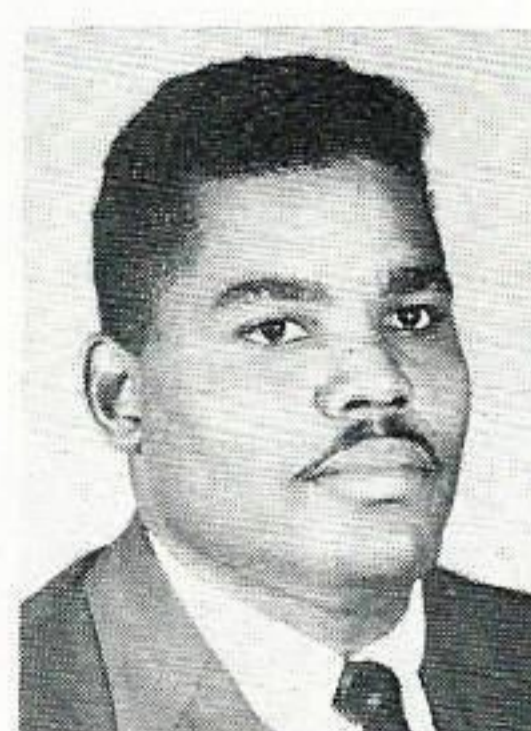
TEN YEARS



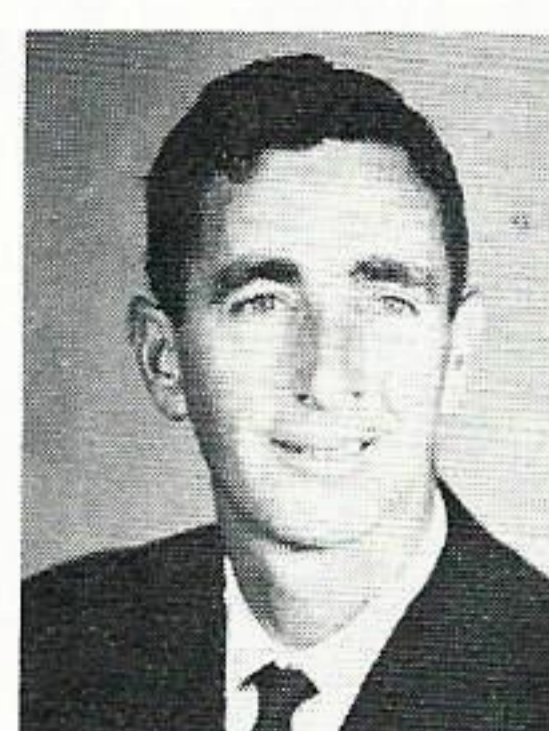
J. G. Aime
Distribution
Baker



Odis Banks
Production
Louisiana Station



E. J. Bennett
Production
Louisiana Station



J. R. Braud
Distribution
Baton Rouge



L. F. Collins
Distribution
Baton Rouge



Viva B. Courmier
Treasury
Orange

TEN YEARS



N. P. Daigle
Distribution
Baton Rouge



M. M. Feagin
Distribution
Navasota



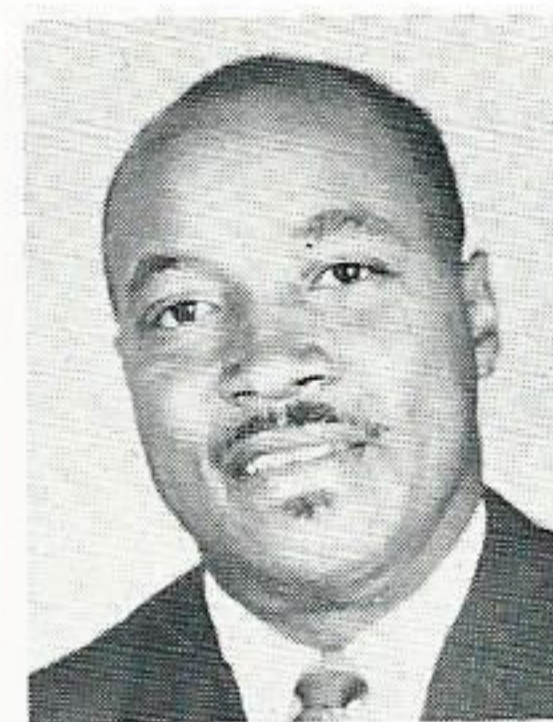
F. O. Harrington
Distribution
Beaumont



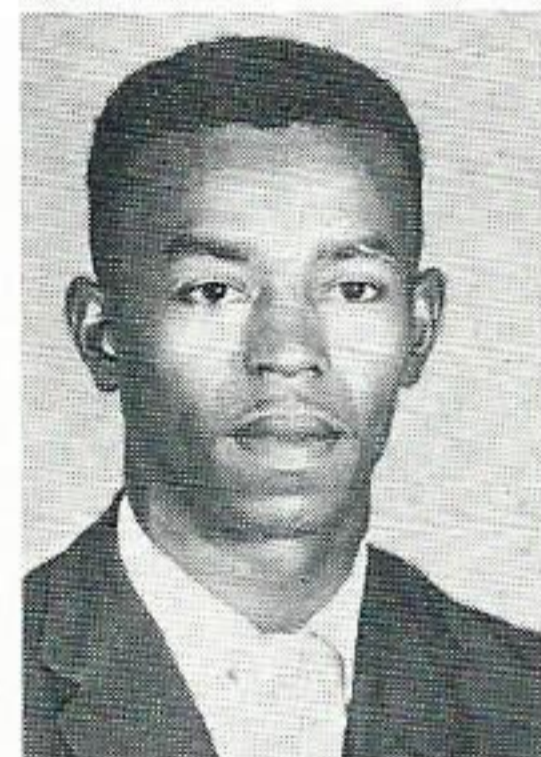
Isaac Jefferson, Jr.
Distribution
Baton Rouge



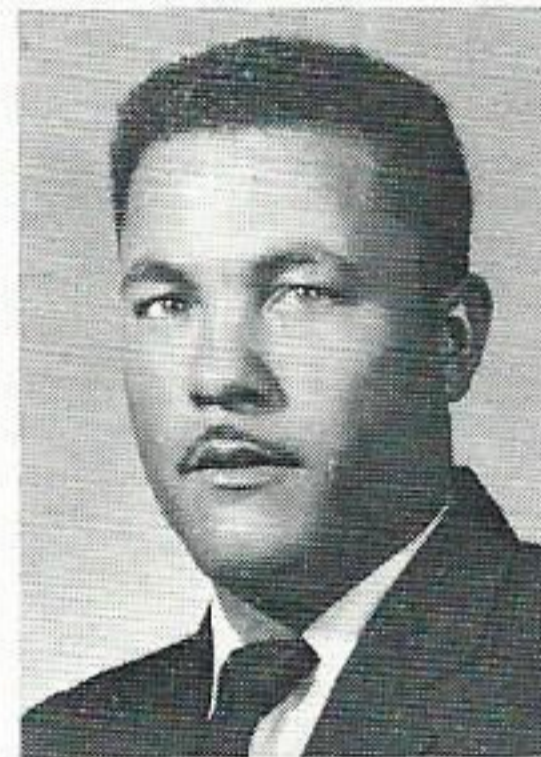
C. C. Kador
Distribution
Baton Rouge



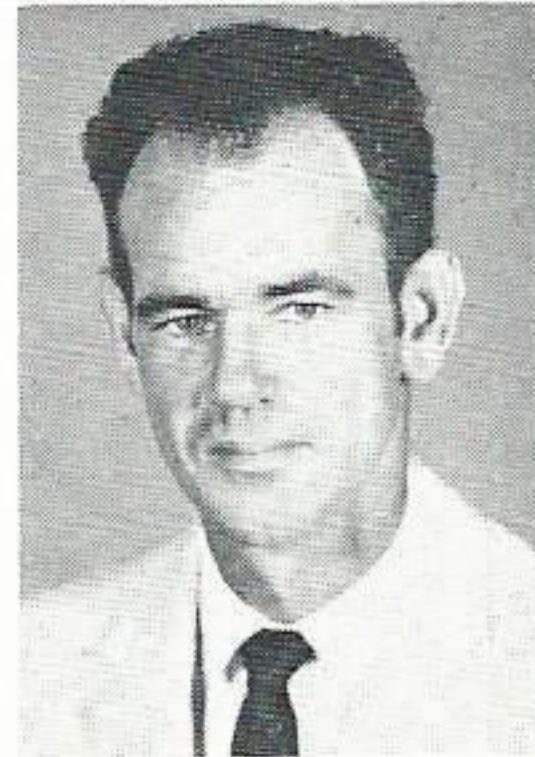
F. L. Kelly
Distribution
Baton Rouge



Clarence Patin
Distribution
Baton Rouge



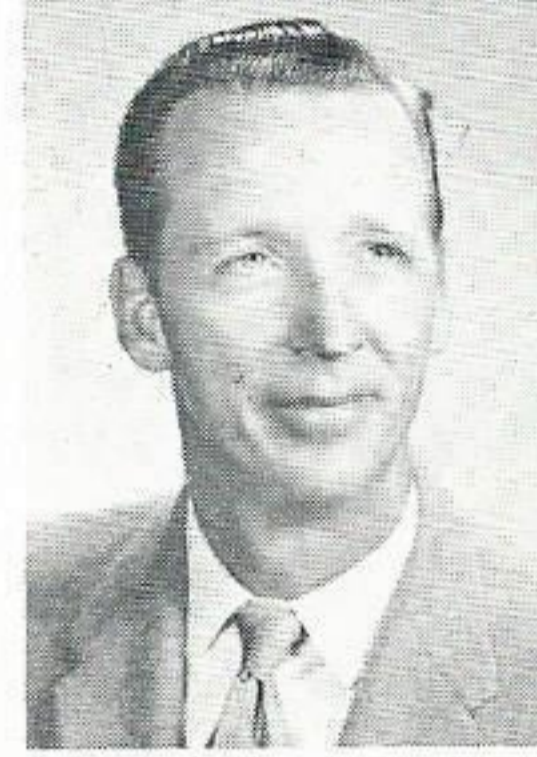
Alvin St. Julien
Distribution
Lafayette



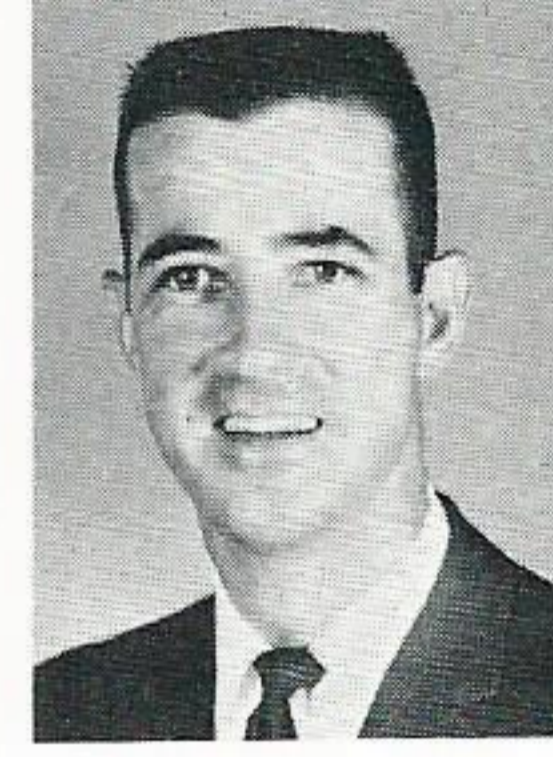
P. C. Seymore
Distribution
Baton Rouge



M. L. Thomas
Gas
Baton Rouge



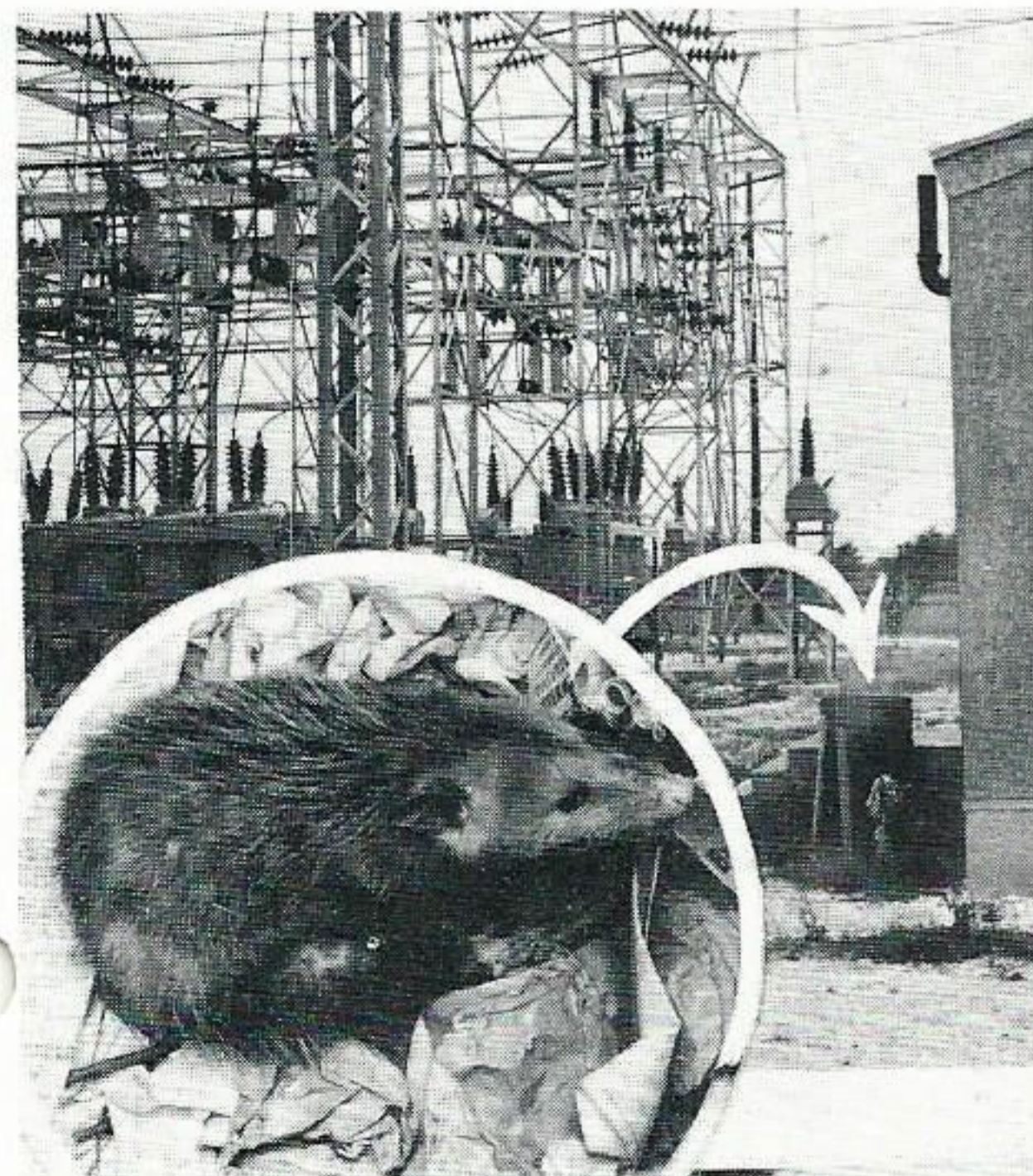
J. B. Thompson
Distribution
Beaumont



R. D. Walker
Distribution
St. Francisville

"OPOSSUM GOES 'ALL ELECTRIC' ". Mother Opossum is shown hiding her babies from camera view, but she has this to say . . . " . . . if you're gonna' go electric, go ALL ELECTRIC." At present, she and her small family reside in a "GOLD MEDALLION" trash barrel located in the Port Neches Bulk Substation "Country Estates", where 138,000-volt possom-power is within paws reach.

—By Loraine Dunham
Port Arthur Service Center



United Shareowners Management Award

1963

1964

Presented to **Gulf States Utilities Company** for

Meritorious Achievement

IN THE FIELD OF

Management - Shareholder Relationship

*For Encouraging Participation in American Corporate Ownership
So Essential to Strengthening the Pillars of our Constitutional
Form of Government and Upgrading our American Way of Life.
For Notable Leadership in Association With
His Conferees this Award is Presented to*

J. J. Morrison, Chairman of the Board



Advisory Committee on Awards United Shareowners of America, Inc.

David J. Rogers
CHAIRMAN

Benjamin J. Smith
PRESIDENT

COMPANY'S MANAGEMENT-SHAREHOLDER RELATIONS RECOGNIZED. The United Shareowners of America, Inc. presented this certificate of Meritorious Achievement to our Company in recognition of management's efforts to maintain and promote good management-shareowner relations in order to promote a broader and deeper base of shareownership in American management. Also playing an important part in our Company's being recognized were the earnings and dividends paid by our Company which reflect good management.

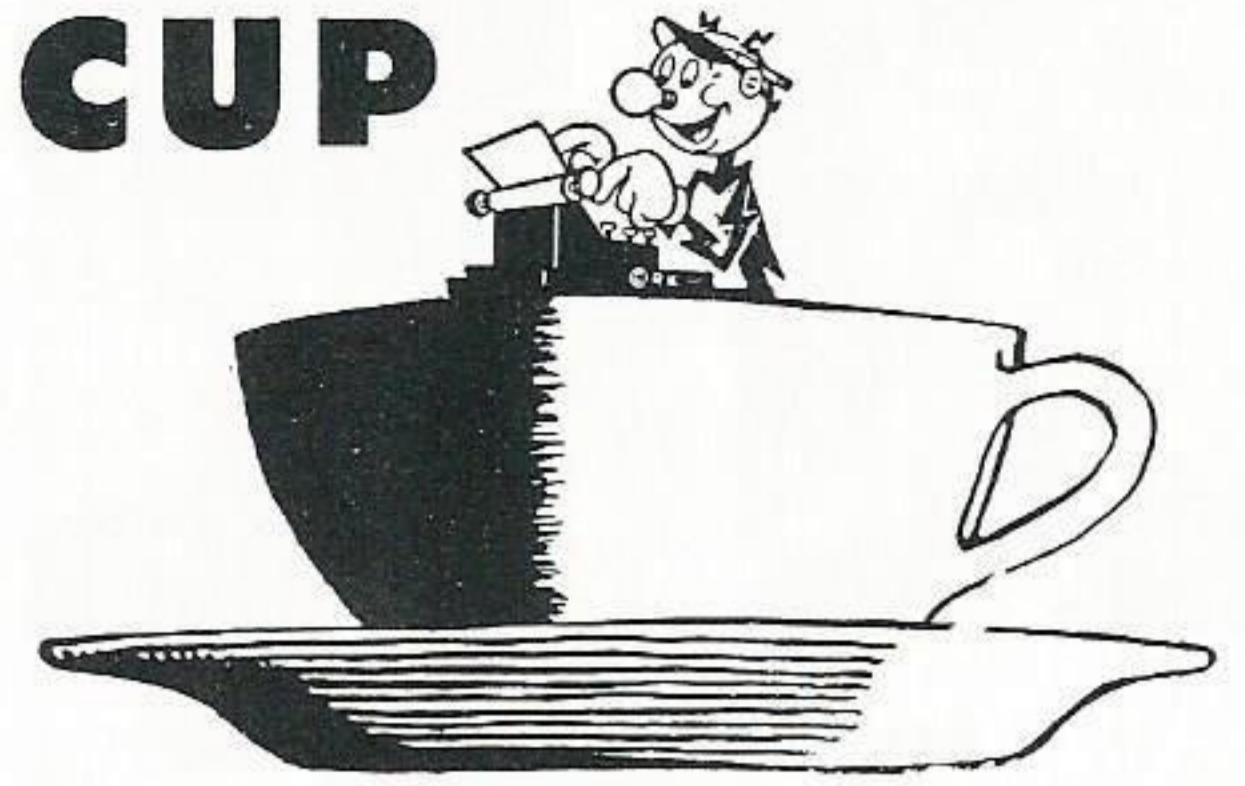


FAMILY PICNIC. The employees of Louisiana Station's "D" Watch and their families had a fish fry on the grounds of the U.C.T. in Baton Rouge. In the picture at the upper right, Ralph Shirley, safety representative for Baton Rouge Division, demonstrates artificial resuscitation for the wives and children. He is using the Baton Rouge Resucie-Anne in the demonstration.



THE WILKERSON FAMILY. Recently "Chief" R. K. Wilkerson, retired employee, now living in Baton Rouge, enjoyed a reunion at Alma, Ga., which brought together all the brothers and sisters of the Wilkerson family for the first time in 59 years. Getting together were: standing, Ernest A., Atlanta, Ga.; Mrs. Mary Smith, New York City; Mrs. Venah Snyder, Vancluse, South Carolina; and R. K., Baton Rouge. Seated are: William, Atlanta; Mrs. Ada Wells, Mrs. Lilla Hilton, Mrs. Ida Williams, and Mrs. Nellie Price, all of Alma. The average ages for the brothers and sisters are 71 $\frac{3}{4}$ years. Mrs. Wells and Mrs. Williams are twins. Mrs. Wilkerson and two grandsons, Jack and Richard K., II, accompanied Mr. Wilkerson to Georgia. Mr. Wilkerson retired in 1958 as superintendent at Neches Station in Beaumont.

over the COFFEE CUP



LOUISIANA STATION

ON June 24, Louisiana "D" Watch employees and their families had a fish fry at the U. C. T. grounds.

The party was highlighted by the safety representative for Baton Rouge Division, Ralph Shirley, who demonstrated the artificial resuscitation with Resucie-Anne.

Among the guest at the party was Mr. and Mrs. C. P. Walters, now retired, and Mr. and Mrs. S. L. Adams.

Everyone had an enjoyable time and plenty to eat.

JOYCE RACHAL has just returned from the sunny state of California after a two weeks vacation. She visited Farmers Market, Disneyland, Knott's Berry Farm, Hollywood, Griffith Park, and also spent an exciting weekend in Las Vegas.

Mr. and Mrs. John M. May, Jr. had a very nice vacation touring Colorado and Nevada.

Sammie McKenzie spent most of his vacation doing "just what I wanted to." He and his wife also entertained visiting relatives from St. Louis, Missouri.

—By Joyce Rachal

BATON ROUGE GAS

THE Gas Department has broken another record. Within three weeks, three of our four female employees have gotten married.

Cecile Connors, departmental clerk, married George Earl Keller, May 30. George is a native of Baton Rouge and is a graduate student at Louisiana State University.

Nina Shapley, department clerk, married Louis H. Russell, June 19. Louis is a native of Baton Rouge and is a civil engineer for the Louisiana Department of Highways.

Freda Hargrove married Leslie Edward McGrew, June 5. Leslie, also a native of Baton Rouge, is an electrician.

Don Blue, Gas Meter Shop, spent a luxurious two weeks' vacation, all expenses paid, at Fort Polk—compliments of the United States taxpayers.

—By *Freda McGrew*

BEAUMONT

THE members of System Industrial-Commercial Sales started the summer off with their vacations.

Dick Landry and his family spent an enjoyable vacation at Santa Monica, California, May 20 to June 5, visiting his father, aunt and uncle. Besides fishing and relaxing at the beach they visited Disneyland, Knott's Berry Farm, Hollywood and attended two TV shows.

L. N. Brannan took a week's vacation at the end of the school year. He and his wife, **Catherine**, visited their families in North Texas and returned home with their daughter, **Nancy**, who had been attending school at Texas Women's University in Denton.

C. B. Barron spent a week of his vacation resting, visiting with friends in Baton Rouge and fishing at Grande Isle. He also moved into an apart-

SIX - GENERATION BABY BUGGY. Leslie Francis Morgan, grandson of Mr. and Mrs. Samuel F. Kleinpeter, represents the sixth generation to use this 104-year-old baby buggy. The buggy is still in the original family and belongs to Louis and Nellie Daigle of Hope Villa in Ascension Parish, Louisiana. Mr. Kleinpeter is building and grounds maintenance supervisor in Baton Rouge. His daughter, the former Sammie Kleinpeter of Baton Rouge, is Leslie's mother. Other generations to use the buggy were Leslie's great grandmother, the late Mrs. F. E. Kleinpeter, his great, great grandmother, the late Mrs. Frank Stamply, and his great, great, great grandmother, the late Mrs. Louis Adams.

ment in new Claremont Apartments in Beaumont.

The members of the department gave our new boss, **Bill Richard**, a congratulations party upon his promotion to superintendent of system industrial and commercial sales.

—By *Charlene Craigen*

PORT ARTHUR

THE **Ray Cormier** family recently returned from a fulfilled week touring south Texas and Mexico. They swam in the waters off Padre Island and then journeyed into Mexico for sight-seeing in Monterrey and Matamoros. "Senor" Cormier is employed in the Port Arthur Appliance Repair.

—By *Jo Anne Landry*

ALICE FERN, daughter of Mr. and Mrs. **Charles G. DeCuir**, he's "Blackie", residential sales supervisor in Port Arthur Division, was married June 1 in Nederland to **Swikie Anderson**.

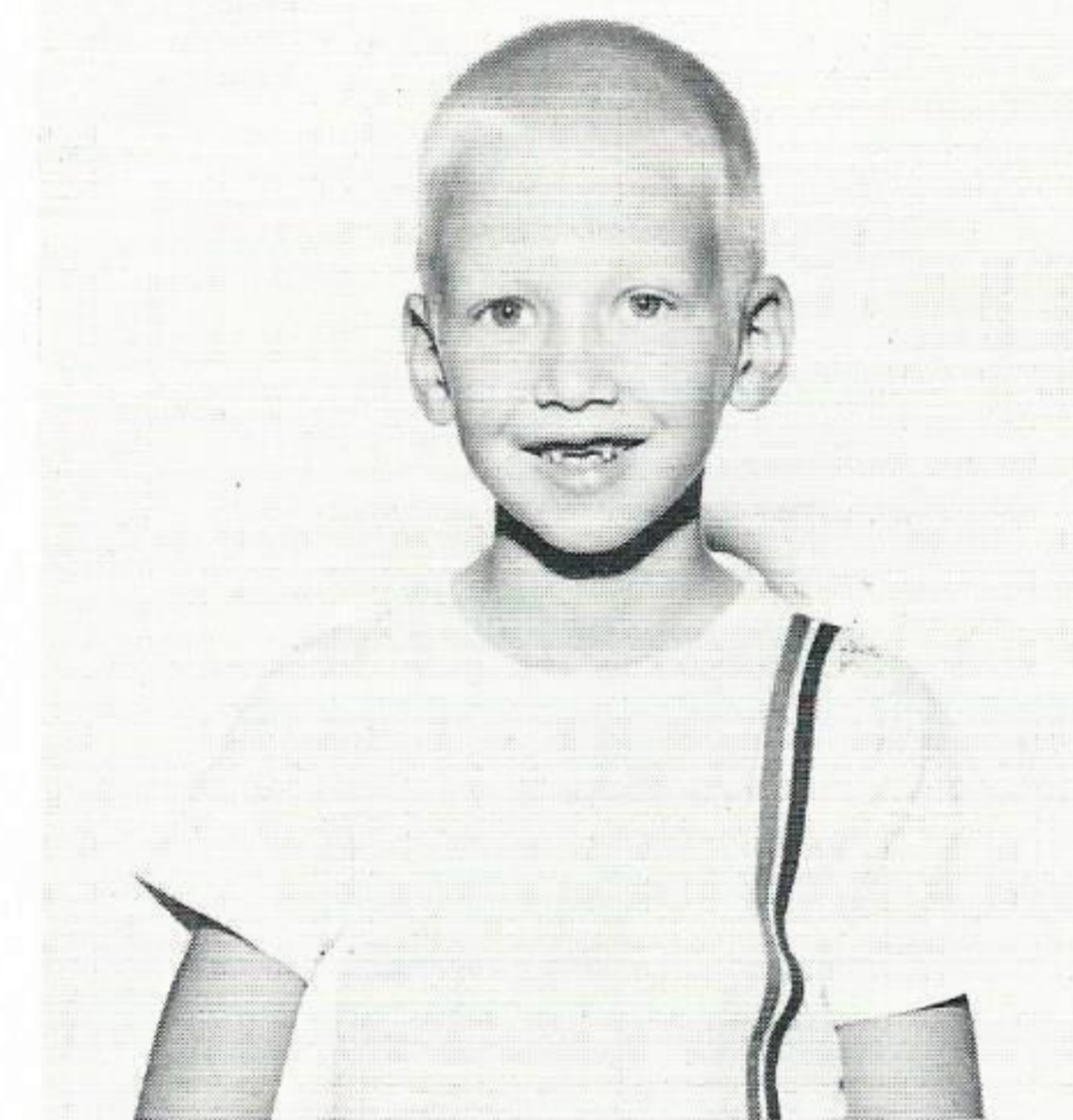
The bride received a BS degree from Texas Women's University in Denton in May, 1963. She will complete a dietetic internship at Baylor University Medical Center in Dallas in August.

The bridegroom is a graduate of Lamar State College of Technology where he received a BS in mechanical engineering. He will receive his master's degree in January, 1965.

—By *Rosemary Vaught*



RECENT BRIDES. These three Baton Rouge Gas employees were recently married within three weeks time. The brides are **Cecille Keller**, **Freda McGrew**, and **Nina Russell**.



THE HILBORN CHILDREN. **Robert Lee**, 6, and **Janet Lynn**, 3, are the children of **Bobby Hilborn**, Baton Rouge T&D Line.





RECENT BRIDE. Alice Fern, daughter of C. G. DeCuir, residential sales supervisor, Port Arthur, and Swiki Anderson cut their wedding cake following their marriage on June 1 in Nederland.



TWO FACES BEHIND THE VOICE. Ever wonder who you're talking to when you call and get one of the switchboard operators? Pete (Mrs. Shirley Roddy) and Virginia (Mrs. Virginia Guy) are the regular personalities who put the calls through Baton Rouge. Their job takes plenty of patience, a cool head and the ability to keep smiling. Pete has been with Gulf States 10 years, over seven of them in Lake Charles. Virginia has worked in Baton Rouge her entire six and a half years. As can be seen by the lines up on the switchboard, their job is a busy one. All the incoming calls for the Baton Rouge downtown office, Port Allen office, Gas Department and T&D Department are handled through this board.

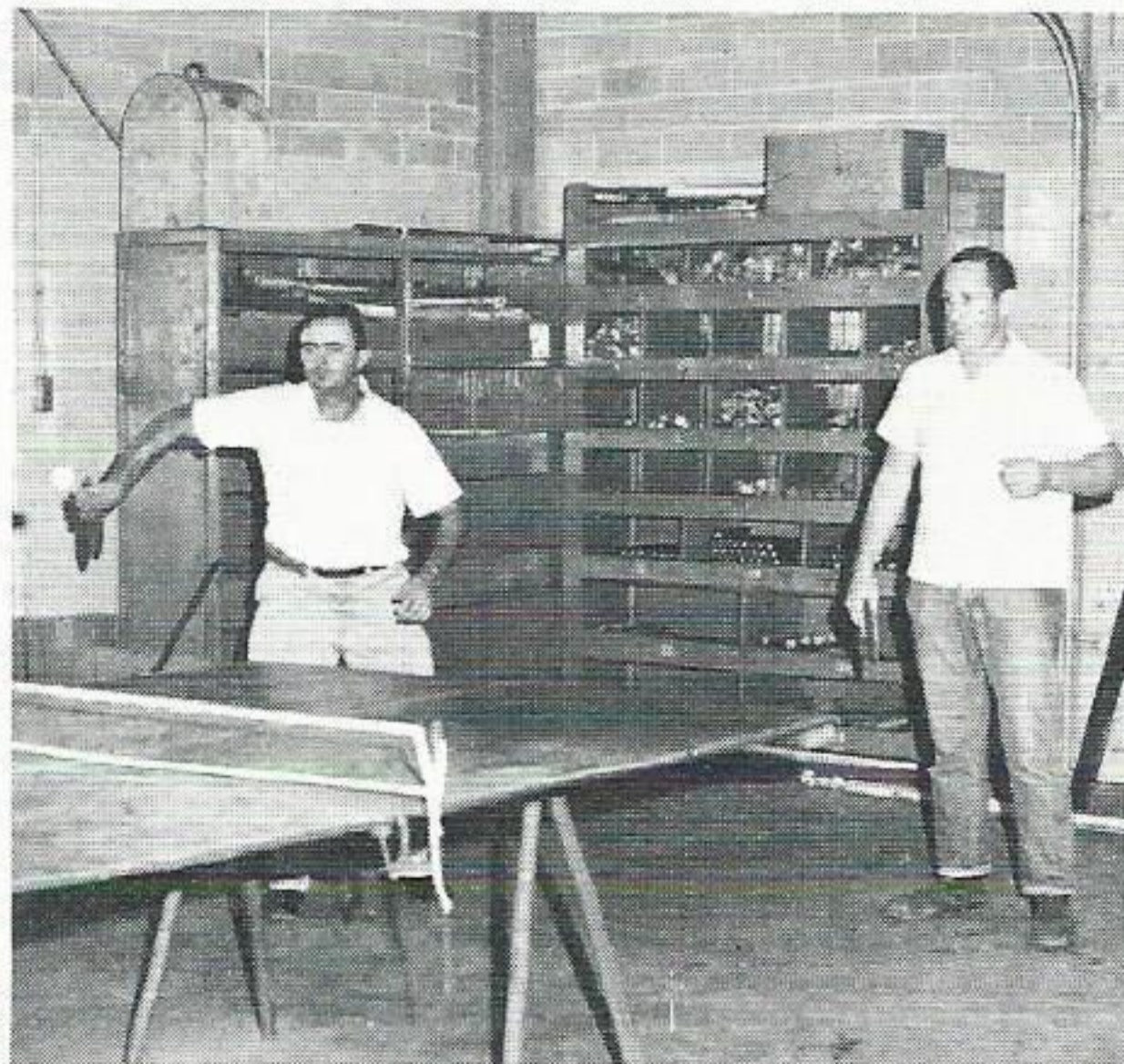
LAFAYETTE

THE Lafayette employees held their annual crayfish boil last month with the proceeds from their coke and sandwich funds. Twelve hundred pounds of the crustacean delicacy were provided for some 75 employees and their spouses and guests. Special guest for the occasion was **Jim Dowies**, formerly of Lafayette Accounting and now located in Orange. Jim was in the area for some local fishing with some of our employees. Special thanks go to **Earl Broussard**, **Russell Bonnet**, **Cullen Rome** and **Claude Patin** for their help in getting this event together.

Mrs. Dora Rauschenberg and her daughter, **Mrs. Janet Begnaud**, visited with their son and brother, **Robert Rauschenberg**, in New York recently. As the guests of this famous artist, they were able to take in a large number of the sights offered by this fantastic city. Mrs. Rauschenberg's husband, the late Ernest Rauschenberg, was formerly general line foreman in Lafayette and a GSU employee for over 35 years.

ORANGE

THE Orange District will miss two of its old hands that are now gone. **Frank Osburn** and his family have left Orange as Frank has been transferred to Bolivar. They will be missed. We also said good-bye to **Barbara Bryant** of the Accounting Department who left the Company.



Vacations are coming around fast and several Orange Gulf Staters and their families are seeing the sights. **Floyd Hebert** and his family visited Tennessee and made two trips to the Grand Ole Opera where they heard and saw Minnie Pearl, Hank Snow, Ernest Tubbs, Billie Kramer and Homer & Jethro. Lookout Mountain, Rock City and Ruby Falls were also included in their sightseeing.

Lewis Roberts and family traveled through Oklahoma, Arkansas and Alabama on their vacation.

Arkansas claimed two Gulf Staters, **Morris Johnson** and **T. O. Charlton**. They both reported enjoying the scenery, weather and sights.

Don and **Connie Cowen** stayed in Texas during their vacation going to Austin and San Antonio. **Charles Degner's** family did the same going up to Whitney, Charles' hometown. Big Bend National Park lured **Bob Saide** and family, who camped out, swam, rode horses and saw the sights.

A "get well quick" goes out to **C. P. "Red" Jordan** from all Orange Gulf Staters. "Red" has spent some time in Hotel Dieu in Beaumont.

—By *Davie Carpenter*

SABINE STATION

ANN FONTI, home service advisor, Orange, gave a cooking demonstration at Sabine Station for 15 girls from McDonald Baptist Church in West Orange. Six young boys who came with the group were given a tour of the plant while the girls were cooking.

—By *Kathleen Fuller*

SWATTING THE LITTLE WHITE BALL. Wendell Smith raps one across the table in a hot ping pong contest waged during the noon hour at the Gas Department in Baton Rouge. Watching the play is Wendell's partner Carlton Varnado. As the game progressed fellow Gulf Staters, ranged along the side of the room well out of reach of the slashing paddles, offered friendly comments — sometimes called heckling. This team of Smith and Varnado went down to defeat at the hands of Jimmy Harvey and Bobby Kirkpatrick.

Vacation time is here again. **Mr. and Mrs. Elmer Sudderth** (he's general line foreman) and **Mr. and Mrs. E. R. Domingue** (she's Elaine in Service) enjoyed spending time up around Hot Springs and the Ozark Mountains.

Mr. and Mrs. Lucas Denais (Bobbie in Accounting) went with their children to Six Flags Over Texas. **Bob Domingue**, serviceman, generously donated his time to the Boy Scout campers at Camp Thistlewaite. Other Lafayette personnel who took vacation time this month are **John Petitjean** and **Tom LaPoint**, Engineering; **Luther Gallet** of Service; and **F. B. Sonnier**, distribution supervisor, who made the Louisiana fish nervous for a week.

—By *Cynthia DuBois*

NAVASOTA

TWIRLERS for the Navasota High School Band for 1964-65 will include **Dina Griffith**, daughter of **Mr. and Mrs. R. P. Griffith**, and **Inez Lauter**, daughter of **Mr. and Mrs. Gilbert Lauter**. **Patti Feagin**, daughter of **Mr. and Mrs. Melvin Feagin**, will be one of the twirlers for the Navasota Junior High School Band for next year.

—By *Jeanette Sangster*



Mr. and Mrs. A. C. Morgan on the birth of twin daughters, **Sheila Ann** and **Shirley Ann**, June 14. Mr. Morgan is a line foreman in Port Arthur.

Mr. and Mrs. Kenneth Ray Bernard on the birth of their first child, a son, **Kenneth Ray, Jr.**, June 9 at Baton Rouge's Our Lady of the Lake Hospital. Mr. Bernard is employed in the Government Street Storeroom.

July, 1964



OLD MAIDS IN A FESTIVE MOOD. Jo Rutledge, Baton Rouge Accounting, center, poses with sister old maids **Cathy Spohrer**, left, and **Bettie Skains** during an Old Maids Day dance held June 5 at the Crawford Corporation Cabana in Baton Rouge. Jo is a new member of the Spinsters, a Baton Rouge social club for young unmarried women. The Hawaiian leis helped set the mood for the tropical party theme. **Harriet Babin**, Baton Rouge home service advisor, is secretary of the club.



WINS HONOR. **Martha Ellen**, daughter of **Mr. and Mrs. Thomas D. Williams, Jennings**, was the recipient of the Jefferson Davis Education Association Elementary Scholarship Award for maintaining the highest average in the 8th grade for 1963-64. Her average was 3.26 out of a possible 4.00. She also received the school letters, "JD", on a certificate for her scholastic excellence and a Meritorious Attendance Award certificate for perfect school attendance. Martha's father is employed in the Jennings T&D.



HAPPY BIRTHDAY, BOSS. On hand to help **W. H. Gieseke**, center, former secretary and vice president for finance, celebrate his birthday last month were: **H. L. Berly**, Engineering; **Roy Eyler**, **Sandra Gray**, **Jerry Stokes**, **Delores Moore**, **Marie Michael**, **Martha Ann Welsh**, **Beth Dodge**, **Gloria King** and **Ruth Stine**, all members of the Corporate and Finance Department.

Taking Drudgery Out of Homemaking

FLAMELESS, electric living has made such tremendous advances in getting the drudgery out of house keeping, that today's housewife can find more time to do things she wants to do—more time for her family. Yet her electrical servants work for pennies an hour making our service the biggest bargain in the homemaker's budget.

Have a question about your cooling unit?

Well, Reddy stands ready to answer it. In his answers Reddy provides good advice for the homemaker—and makes a lot of sense to everybody.

More time to let him know he's loved

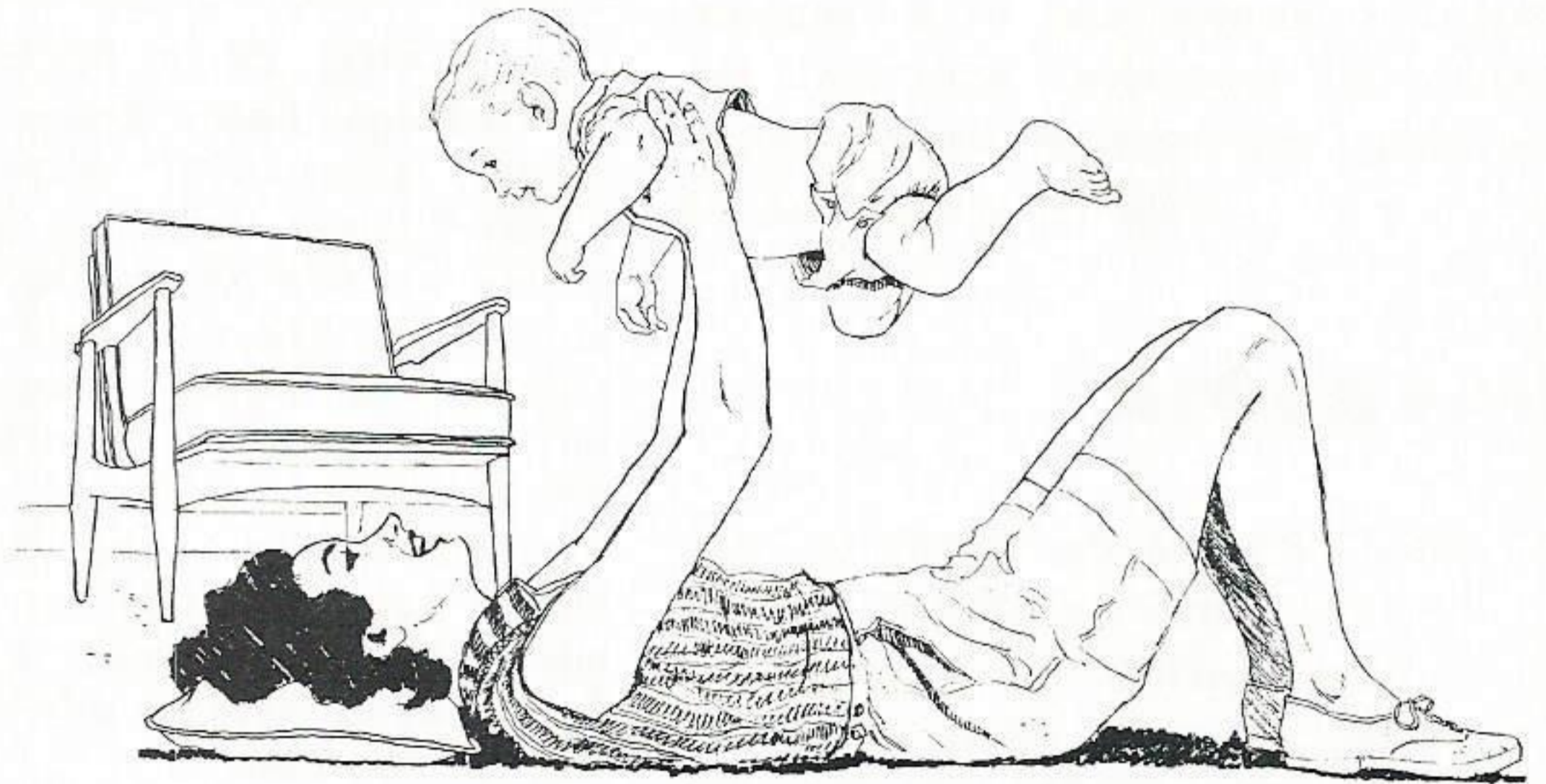
(When you live electrically)

Work-saving, time-saving electric appliances help give you more time to enjoy those first precious years with your children, without neglecting your household chores. And the dependable, convenient Gulf States electricity that runs those appliances is so economical it's just about the biggest bargain in any busy homemaker's budget. Get more out of life—live electric.

Electricity does so much, costs so little



GULF STATES UTILITIES COMPANY
AN INVESTOR-OWNED, TAXPAYING ELECTRIC UTILITY



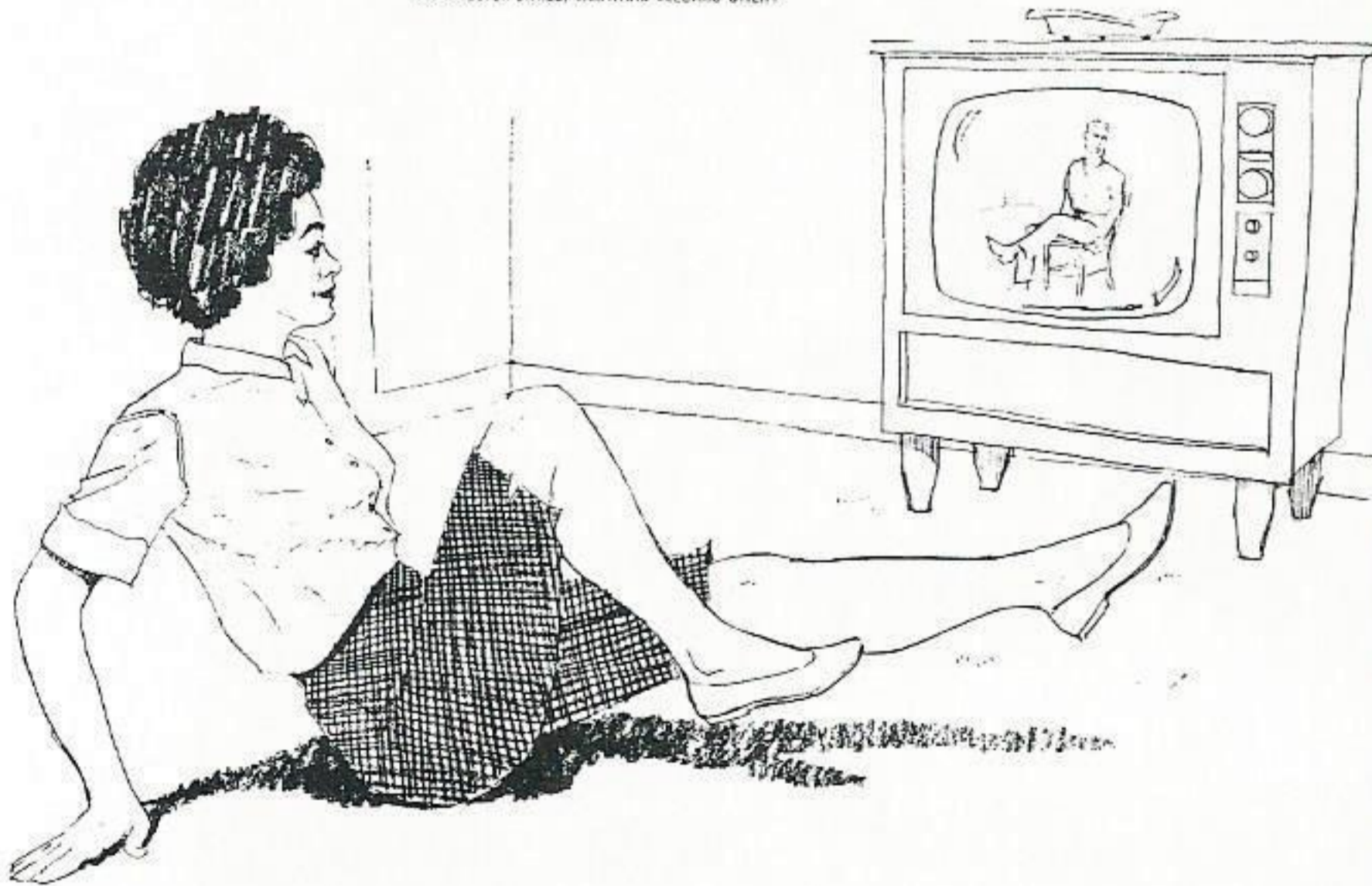
"Want to keep trim?"

(Full use of electric service can help)

The busier you are the more you need electrical servants—time-saving appliances of many kinds—to help you find time for things you want to do. Electrical servants work for pennies an hour when plugged into low-cost Gulf States electric service. GSU service is about the biggest bargain in a homemaker's budget.

Electricity does so much, costs so little

GULF STATES UTILITIES COMPANY
AN INVESTOR-OWNED, TAXPAYING ELECTRIC UTILITY



REDDY ANSWERS YOUR AIR CONDITIONING QUESTIONS ...ABOUT OPERATIONS

QUESTION: My air conditioner operates, but doesn't seem to be cooling the house as well as it used to. What could be wrong?

ANSWER: Perhaps you have forgotten to clean the filter recently. And possibly the outside temperatures have been hotter. The coils may be low on refrigerant, so the unit can't work efficiently. You may need to have your unit checked by your service man.

And remember, electric air conditioning, with its familiar refrigerator-type mechanism, can be serviced quickly and easily by any number of firms long experienced with electric equipment.



GULF STATES UTILITIES COMPANY



REDDY ANSWERS YOUR AIR CONDITIONING QUESTIONS ...ABOUT CLOSING AIR VENTS

QUESTION: Can I shut off one or more air vents in my centrally air conditioned house and get better cooling in the rest of the house?

ANSWER: Probably not. Your air conditioning system is sized for all the rooms you cool. Shutting off more than one of five air vents, for instance, will be hard on the whole system because it restricts designed air flow.

In addition, a closed-off air vent can cause a room to build up as much heat as there is outdoors. And because inside walls aren't insulated, your air conditioning will have to work harder than if the air vents were opened. Keeping the air vents open in all rooms of your home is the most efficient way to operate your electric central air conditioning system.



GULF STATES UTILITIES COMPANY



REDDY ANSWERS YOUR AIR CONDITIONING QUESTIONS ...ABOUT CAPACITY

QUESTION: Why do different brands and models of air conditioners, rated at approximately one ton, differ in cooling capacity?

ANSWER: An air conditioner rated at one full ton is capable of removing exactly 12,000 BTU's of heat per hour. If it is "approximately" one ton it could remove a little more or a little less. Like automobiles, different air conditioners offer different advantages. One may have better cooling, but another may have better air circulation. Another may have better humidity control. You choose the particular advantages you want, just as you do when you buy a car. Only electric air conditioners are available in a wide range of competitive models, to give you exactly the air conditioning that meets your needs.



GULF STATES UTILITIES COMPANY



REDDY ANSWERS YOUR AIR CONDITIONING QUESTIONS ...ABOUT OPERATING COSTS

QUESTION: My neighbor has a unit the same size as mine. Why aren't our operating costs the same?

ANSWER: Each air conditioning situation is different. Different brands have dissimilar operating characteristics. People use different thermostat settings. Home insulation or shade varies. Living habits differ. All these things—and even the number of people in the family—affect air conditioning costs.

And, remember, your air conditioner is only one of many electrical servants, all of which are metered at the same time and all of which affect your bill.

One thing you can be sure of—your choice of electric air conditioning gives you the greatest comfort for the lowest cost.



GULF STATES UTILITIES COMPANY



REDDY ANSWERS YOUR AIR CONDITIONING QUESTIONS ...ABOUT "ON" AND "OFF" COSTS

QUESTION: Does it cost more or less to keep my unit running all the time?

ANSWER: If your air conditioner does not have a thermostat or you need air conditioning only intermittently, you possibly can make small savings by turning the unit on or off as you feel it is needed. But you won't enjoy the steady comfort the equipment is designed to provide.

If your air conditioner has a thermostat and the unit is properly sized for the area it is cooling, it will automatically turn itself on or off as needed. Unless you are going to be away from home for several days, your thermostat-equipped air conditioning normally should be left running.

For the greatest comfort at lowest cost, choose electric air conditioning.



GULF STATES UTILITIES COMPANY

**Baton Rouge Division's
7,000,000
Safe Manhours
Win EEI Award**



EDISON ELECTRIC INSTITUTE
750 THIRD AVENUE • NEW YORK 17 • YUkon 6-4100

Mr. S. L. Stelly
System Safety Director
Gulf States Utilities Co.
Box 2951
Beaumont, Texas

Dear Mr. Stelly:

With pleasure I send you herewith the Safety Achievement Award certificate authorized your Baton Rouge Division for the attainment of 7,000,000 manhours of operation without a disabling injury accident in the period between May 2, 1960 and May 29, 1964.

In extending its congratulations upon an outstanding safety performance the Committee notes, and shares your undoubted pride in, the fact that in the twenty years during which this Award has been available and some 1500 certificates have been presented, only one other company besides your own has attained the seven-million mark. Baltimore Gas & Electric Company's "Power Transmission Stations" personnel reached it and went on to ten million manhours before the record was just recently most unfortunately interrupted. Without exaggeration I can assure you that we are all hoping now that you will be able to carry on to become the "champions" in your turn, since the application for this latest award seems to indicate that it was in fact continuing.

With every good wish,

Very truly yours,

Agnes T. Hirshinger, Secretary
Safety Achievement Award
Committee

**Edison Electric Institute
SAFETY ACHIEVEMENT AWARD**

TO...

Gulf States Utilites Company
Baton Rouge Division

FOR *Outstanding Performance in Accident Prevention*

HAVING WORKED 7,000,000 MAN HOURS WITHOUT

A DISABLING INJURY FROM MAY 2, 1960 TO MAY 29, 1964

H. S. Hatfield
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE

Walter L. Criss
PRESIDENT



System Safety Bulletin

TO YOU: IN AN EFFORT TO PREVENT INJURIES
FROM: SYSTEM SAFETY DEPARTMENT

JUNE 11, 1964

AGAIN, WE ARE PLEASED TO OFFER OUR SINCERE CONGRATULATIONS TO ALL EMPLOYEES OF THE BATON ROUGE DIVISION FOR THE CONTINUANCE OF A MOST OUTSTANDING SAFETY ACHIEVEMENT.

AT MIDNIGHT, FRIDAY, MAY 29, 1964, THE 817 EMPLOYEES OF THE BATON ROUGE DIVISION COMPLETED 7,000,000 CONSECUTIVE MANHOURS WITHOUT A DISABLING INJURY. A RECORD SUCH AS THIS CAN ONLY BE ATTAINED WITH EACH INDIVIDUAL'S PERSONAL ACCEPTANCE OF THE SAFETY PROGRAM.

THE EMPLOYEES OF OUR BATON ROUGE DIVISION HAVE SET AN ENVIABLE RECORD IN THE PUBLIC UTILITIES INDUSTRY.

G. E. RICHARD
PRESIDENT

PLEASE POST ON BULLETIN BOARD

GSU 7-19-00-52

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

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



911

Rural Lights

Sold in 60 Days

FIFTEEN LIGHTS SOLD PER DAY. Over fifteen lights were sold in each day of the short, 60-day Rural Nightwatch Lighting campaign.

During the campaign, 1,000 trading stamps were awarded for each prospect card resulting in a sale. A total of 911,000 trading stamps were earned by Gulf Staters.

Sales by divisions during March and April were:

Baton Rouge Division	259 Lights
Beaumont Division	229 Lights
Lake Charles Division	208 Lights
Navasota Division	178 Lights
Port Arthur Division	37 Lights

System Total 911 Lights

Thanks to all employees for making
this campaign a success