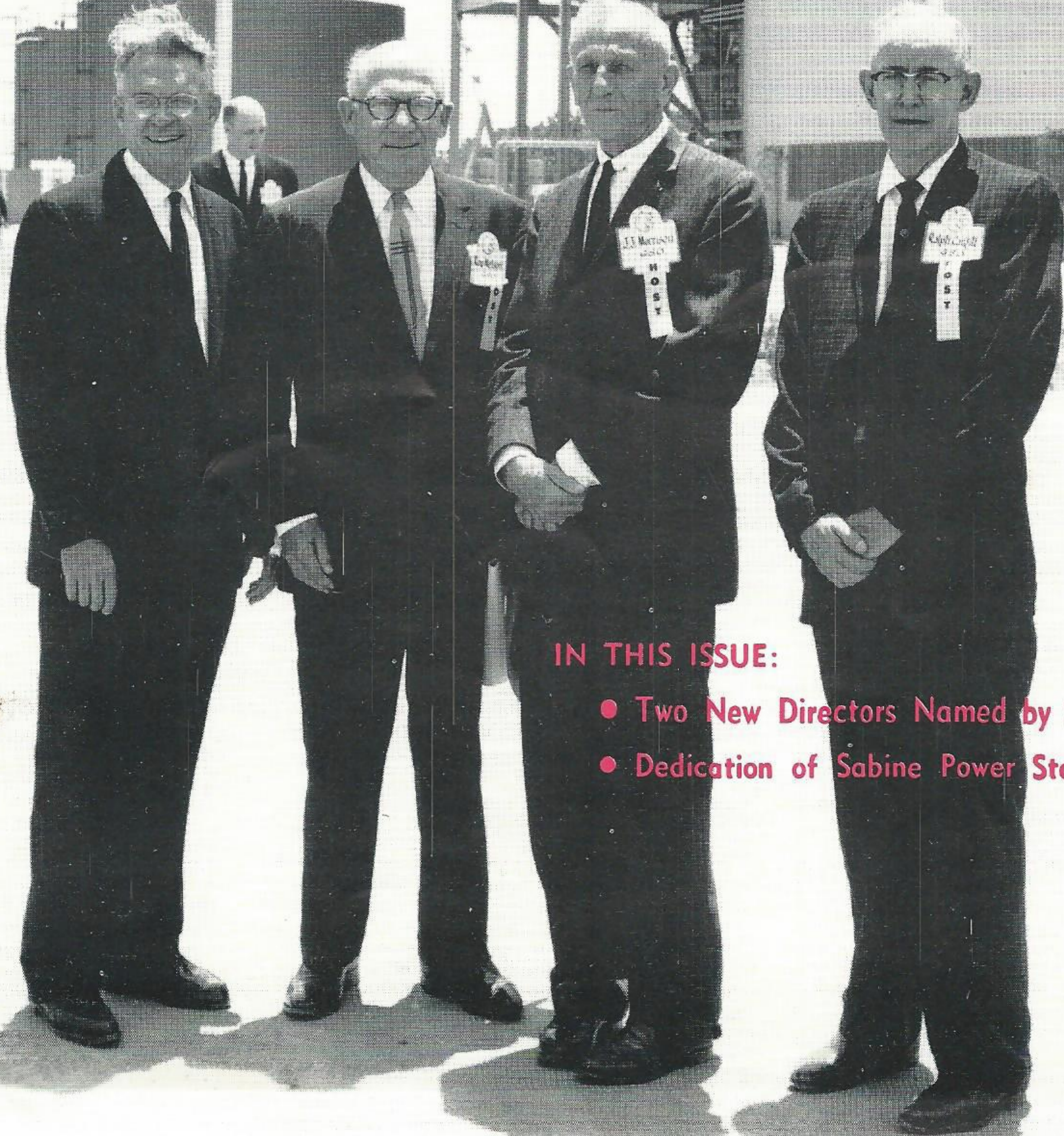


Main Talks

GULF STATES UTILITIES COMPANY
MAY, 1962



IN THIS ISSUE:

- Two New Directors Named by Shareholders
- Dedication of Sabine Power Station—Our Sixth

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



Plain Talks

CONTENTS

Shareholders Elect Werner and Welch Directors	2
Sabine Station Dedicated	4
EEI Lifesaving Medal Awarded	12
"Tee-Time"	15

James S. Turner
Editor

Bunch Eads
Associate Editor

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

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Bill Blanton	Neches Station
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Judy Moses	Rate & Depreciation
Ward McCurtain	Tax
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Peggy Stout	Records
Gwen Thompson	Executive Dept.
Lily McCullar	Engineering
Ken Londers	Storeroom
Kay Zunker	Sabine Station

BATON ROUGE DIVISION

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Virginia Yarbrough	Electric
Gayle Miller	Louisiana Station
Margie Force	T & D
Ethel Sharp	Purchasing
Brenda Haydel	Executive

Nancy Hoehn	Accounting
Dora Landaiche	Willow Glen
Freda Hoyt	Gas

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Jack Bass	Sales
Charlene Harper	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Trahan	Lafayette
Jo Ann Burnett	Substation
Pearl Darbonne	Sulphur
Tyrelle Hill	Safety
Zilda Sonnier	Engineering
Hubert J. Landry	Meter Shop
Bob Wiggins	Dispatcher
Edith Patterson	Line
Bonnie Cole	Customer Accounting
Dora Ann Aguillard	Nelson Station

NAVASOTA STATION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mabelene Dobbins	Trinity
Lois Jasper	Somerville
Bernice Falvey	Conroe
Betty Lynch	Madisonville
Roxeanne Pry	Navasota

PORT ARTHUR DIVISION

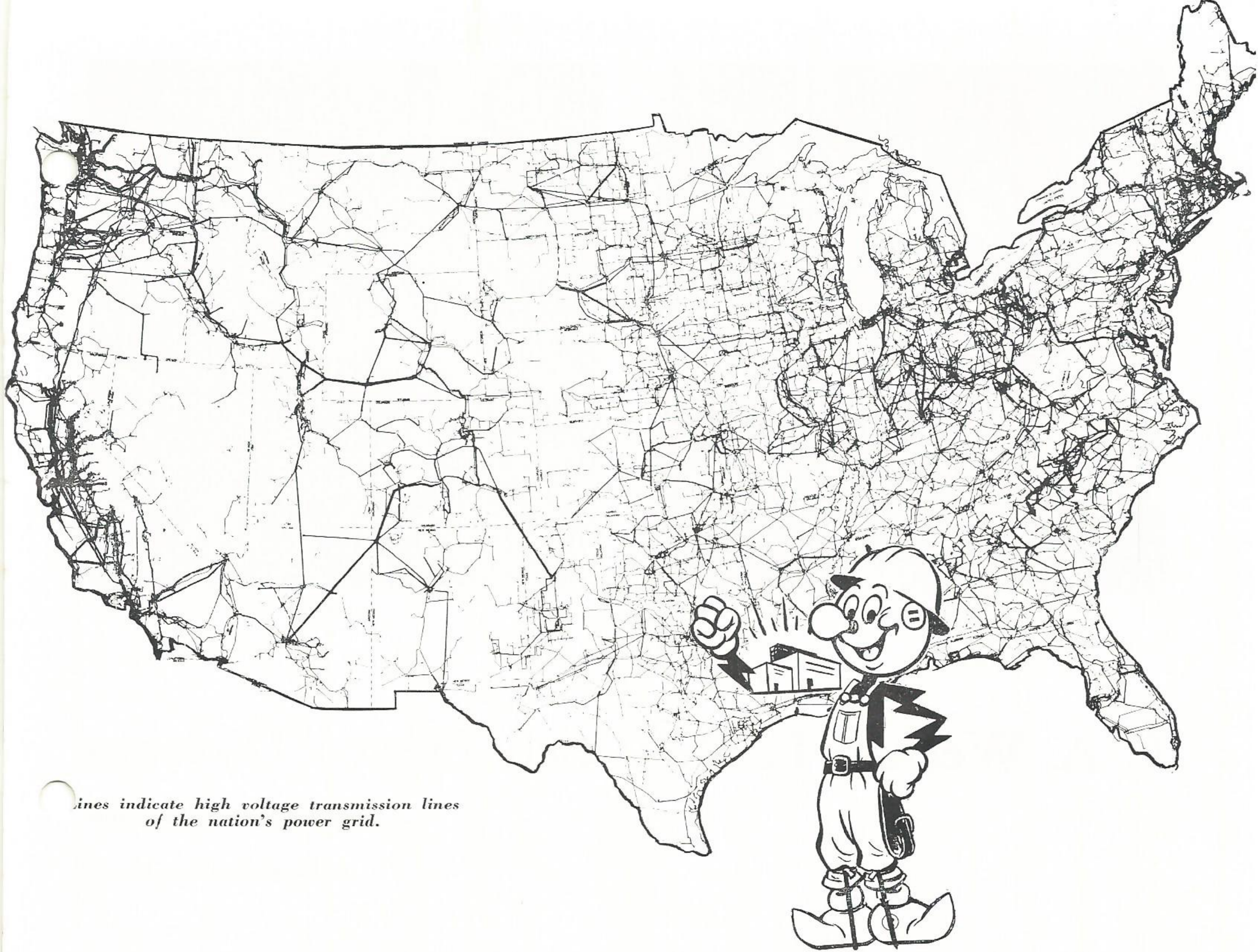
Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department



OUR COVER

RISING above a flat expanse of land near Bridge City in the heart of Southeast Texas' thriving Golden Triangle stands Sabine Power Station. Looking south from atop the fifteen-story-tall stacks one can see Sabine Lake and the Gulf of Mexico. To the north, east and west, industries and busy cities sprout from the horizon.

On May 11, Sabine Power Station was dedicated as a brand new power source serving the heart of the Golden Triangle. Taking part in the ceremonies were: left to right, Judge Homer Stephenson of Orange, associate justice, Ninth Court of Civil Appeals; Chairman of the Board Nelson, President Morrison and R. E. Cargill, executive vice president, Engineering Production. Mr. Nelson dedicated our newest electric generating station to the people and communities of Southeast Texas and Southwest Louisiana. Judge Stephenson responded to Mr. Nelson's address for the area citizens.



Thick lines indicate high voltage transmission lines of the nation's power grid.

Sabine Power Station Helps Put More Muscle in National Power Grid

DEDICATION of Sabine Power Station on May 11 added 440,000 kilowatts to our system and the nation's power supply—as Reddy Kilowatt illustrates, we've put still more "muscle" in the already strong national power grid.

The national power grid is formed by electric utilities linked by transmission lines which enable them to economically exchange large blocks of

power and provide for emergency back-up service in case of a major power failure anywhere on the grid.

This system assures our customers and millions of other Americans of dependable service. If our system should lose generation for any reason, any number of others on the grid automatically would help restore this lost capability until we could return to normal operation.

In the next eight years, the investor-owned electric companies will spend about \$8 billion to further strengthen this grid system. Our Company is working with ten other midwestern and southwestern investor-owned electric utilities who plan to build a 4,000-mile extra-high voltage transmission grid which will connect power suppliers of an eight-state area.

—NBE



E. A. Werner



L. M. Welch

E. A. Werner, L. M. Welch Elected Directors

*. . . as 200 shareholders meet
in Beaumont on May 9*

ELDON A. WERNER, vice president and personnel manager, Baton Rouge, and L. M. Welch, vice president and general manager for system operations, Beaumont, were elected to the board of directors of our Company at the annual shareholders meeting in our Beaumont General Office on May 9.

The shareholders also re-elected the following directors to serve for the coming year: E. L. Robinson, J. J. Morrison, Ralph Cargill, Roy S. Nelson and Will Orgain of Beaumont; Charles P. Manship, Jr., C. V. Porter, and Harold E. Brown of Baton Rouge; Edward H. Taussig of Lake Charles; Munger T. Ball of Port Arthur; and Edwin W. Hiam of Boston.

In other business, the shareholders approved the designation by the board of directors of the firm of Lybrand, Ross Bros. and Montgomery, independent certified public accountants, as auditors for the Company for the year 1962.

Following the business portion of the meeting, Chairman of the Board Nelson outlined our Company's 1962 operations to the approximately 200 shareholders, representing 90% of the voting stock, attending the meeting.

E. A. Werner

Mr. Werner, a native of Brockton, Massachusetts, has worked 36 years in the public utility industry, including service in New England, Puerto Rico, and El Paso, Texas.

The board of directors named him a vice president in November, 1958. He has been manager of the Personnel Department since 1945.

L. M. Welch

Mr. Welch began his career with our Company in 1924 in Beaumont after graduating from Texas A & M College with an electrical engineering degree.

Mr. Welch was named a vice president and general manager for system operations by the directors in 1960. He had been promoted to assistant to the executive vice president earlier in the year, and in September, he was named general manager for system operations.

He has held supervisory positions in all five divisions of our Company.



ORDER OF BUSINESS. W. H. Gieseke, vice president and secretary, and Mr. Nelson report on our Company's 1961 operations to the 200 shareholders who attended the annual shareholders meeting in the General Office Building, Beaumont, on May 9. Seated at right is Will E. Orgain, one of our Company's directors from Beaumont.



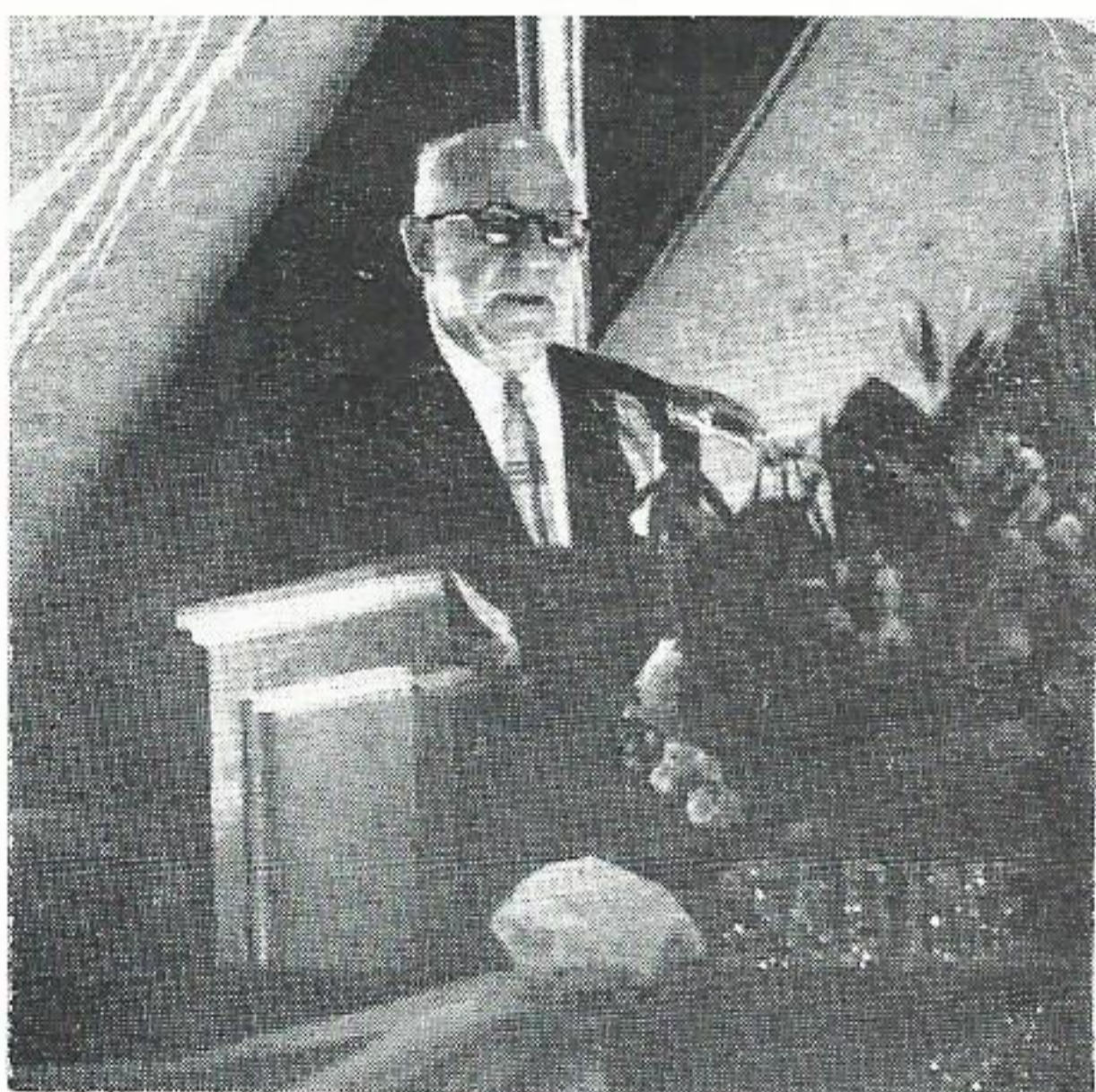
OUR DIRECTORS. Attending the annual shareholders meeting were the members of our board of directors. Left to right, they are Munger T. Ball, Port Arthur, President Morrison, Beaumont, R. E. Cargill, Beaumont, R. E. Robinson, Beaumont, H. E. Brown, Baton Rouge, L. M. Welch, Beaumont, and E. A. Werner, Baton Rouge. At the right are just a few of the shareholders who attended the meeting.



Sabine Station Adds 440,000 Kilowatts to Area Power Supply



FROM THIS . . . Mr. Nelson turns first shovel of dirt at Sabine site as Orange County leaders look on. Groundbreaking took place on March 17, 1960.



DEDICATES. Chairman of the Board Nelson dedicates Sabine Station to the service of the people of the Gulf Coast area served.

APPROXIMATELY 835 Sabine area leaders attended the May 11 dedication of Sabine Power Station at Bridge City. At the brief ceremonies, Mr. Nelson dedicated our sixth power station "to the service of the people and the communities of southeast Texas and southwest Louisiana."

Mr. Nelson discussed the growth of our Company and the area and cited examples of cooperation which led to the building of Sabine Station.

Second Unit to be Completed This Year

As an example of the power potential of the new plant, Mr. Nelson point-

ed out that by the end of the year Sabine Station would have only slightly less electric generating capacity than the Neches Station near Beaumont, which has been expanded many times since the first unit was completed in 1926.

Mr. Nelson expressed continued optimism about the future of southeast Texas and southwest Louisiana. He said present expectations are for continued industrialization of the Gulf Coast area we serve, which is the reason for the development of three large new power stations, each of which has a potential power producing capability in excess of 2,000,000 kilowatts—Roy S. Nelson Station at Westlake; Willow Glen at Baton Rouge; and Sabine.

. . . our Company

reflects

its faith

in the growth

of the Gulf

Coast area

we serve

as sixth

generating plant

is dedicated

to the service

of the people

and communities

of southeast Texas

and

southwest Louisiana



TO THIS . . . Twenty-seven months later, when dedication ceremonies were held May 11, this 440,000 kilowatt generating station stands on what was once a barren, open landscape.

Mr. Nelson said that Sabine Station will likely be expanded to a capacity in excess of one million kilowatts by 1970.

Judge Stephenson Responds, Cites Employee Caliber

In his response, Judge Homer Stephenson of Orange, associate justice, Ninth Court of Civil Appeals, said that one of our Company's greatest contributions to area growth and progress has been made through the presence of our employees in the communities.

"These fine people are the leaders in our churches, our civic clubs and in

every worthwhile activity that is carried on," Judge Stephenson said.

E. L. Robinson, vice president and general sales manager, presided over the fast-moving ceremonies.

Prior to the formal dedication program the guests were escorted through the plant by station personnel and other members of the Production Department.

Large Crowds Attend Open House

Over 700 Company employees and their families attended an open house on May 5 and over 4,000 area citizens toured the plant on May 12.

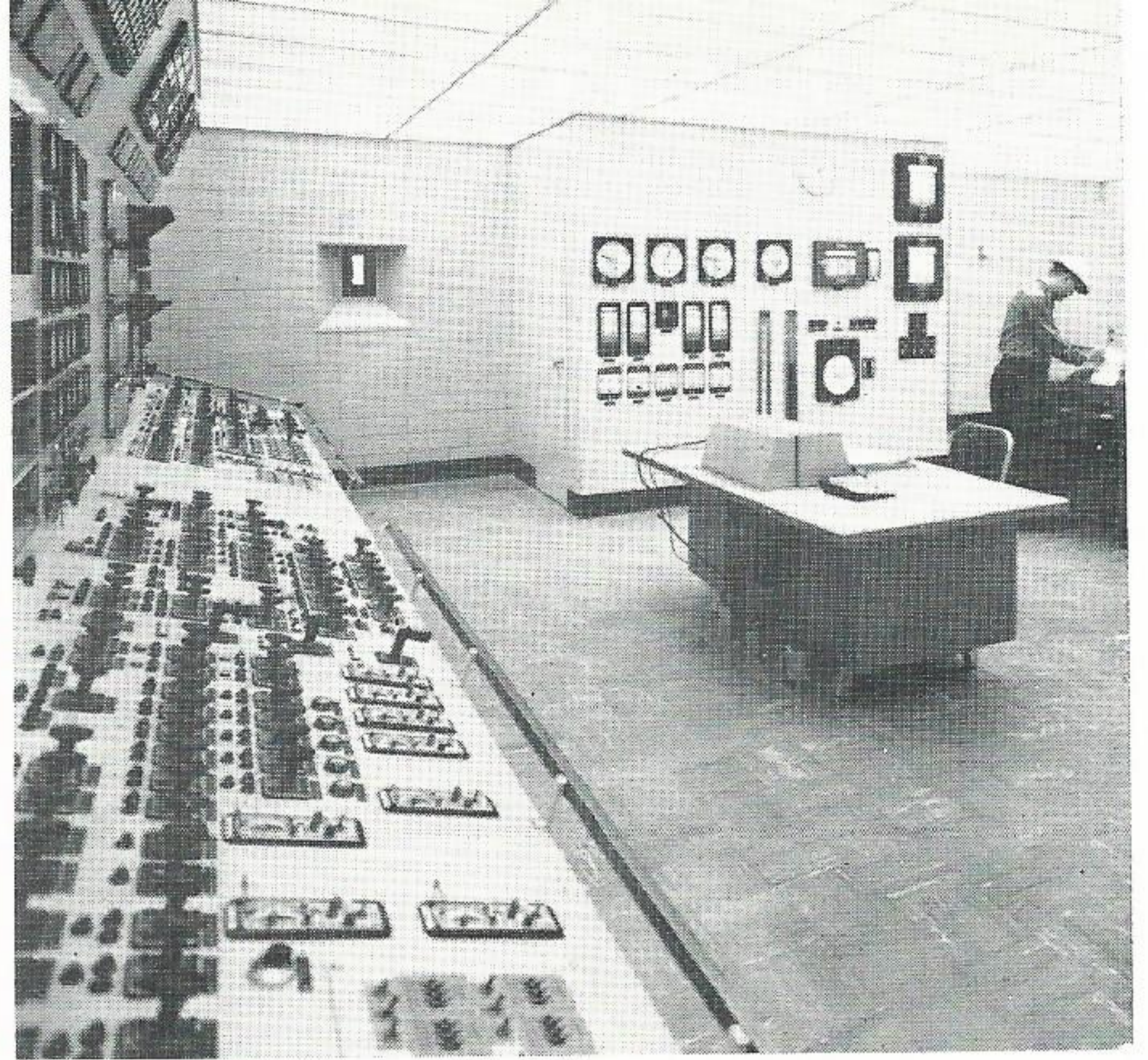


RESPONDS. Judge Homer Stephenson, of Orange, associate justice, Ninth Court of Civil Appeals, responds for Sabine area citizens.

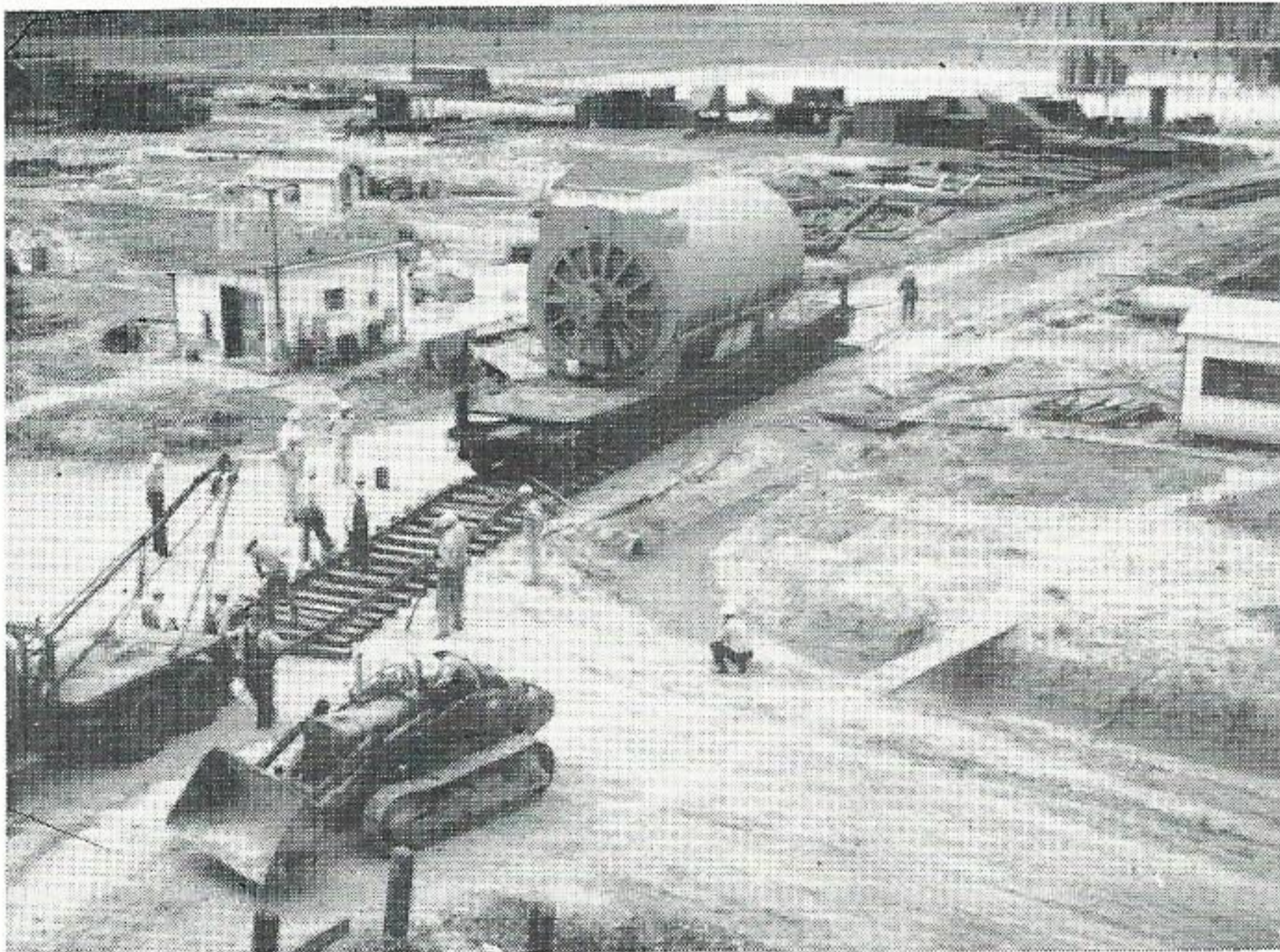
Scenes Around Sabine



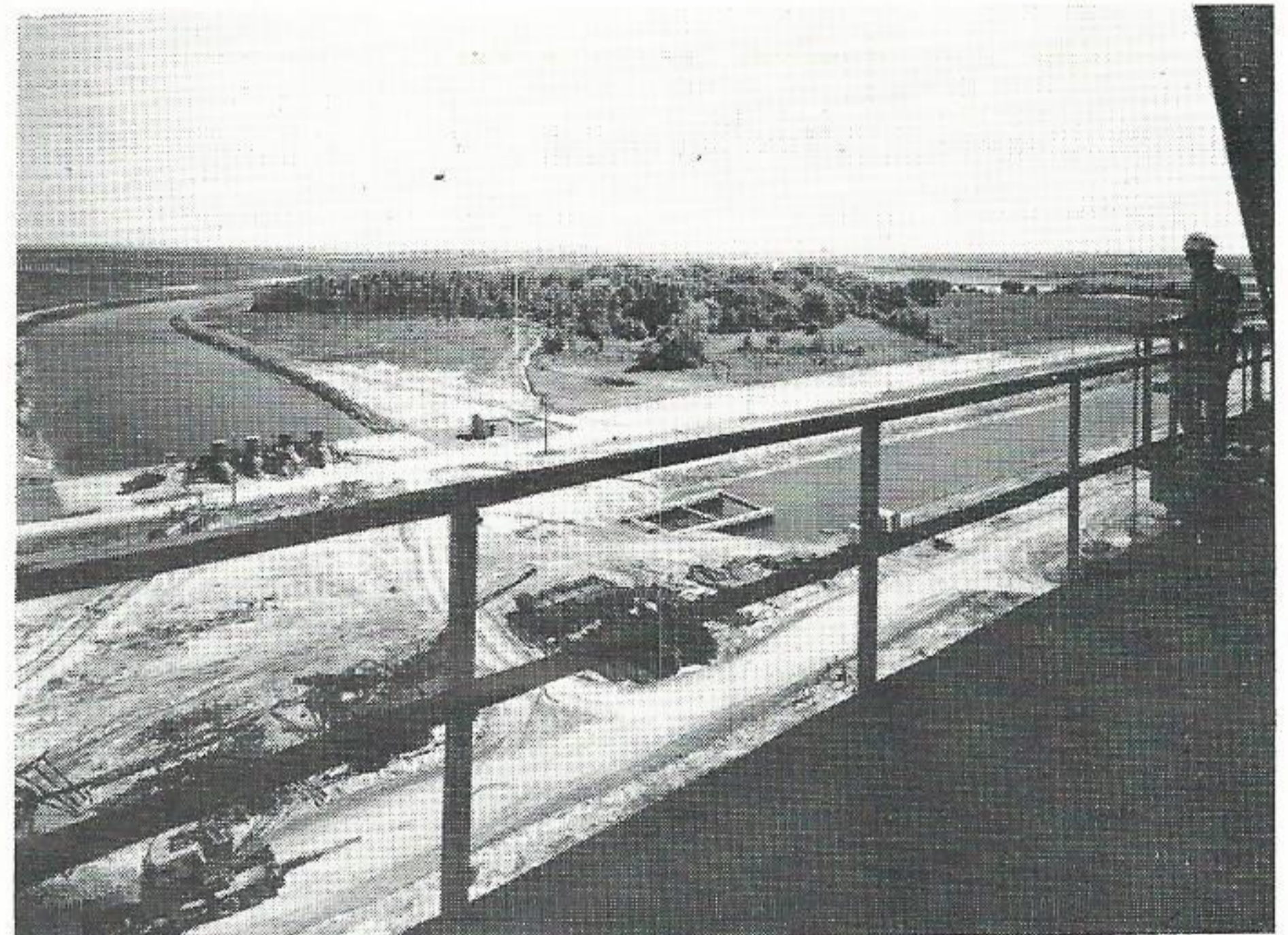
PLANT HEADQUARTERS. This beautifully landscaped building houses the offices of the plant superintendent, C. A. Ibach, and his staff, an assembly room with complete electric kitchen facilities, a fully-equipped workshop in which almost all repairs for Sabine can be done, and locker and shower facilities for the plant's crew.



SABINE'S "NERVE CENTER". From this control room, operating personnel get their over-all picture of plant operations. Television cameras, instruments and automatic devices record pressures, temperatures, flows, voltages, speeds, frequencies and other information necessary for providing dependable electric service. Remote control devices permit operators in this room to switch loads, add or decrease them as necessity demands. This room is connected by telemetering devices, radio and telephone to the system load dispatcher in Beaumont, so that Sabine Power Station production can be integrated with that of other power plants in our system and the national power grid.

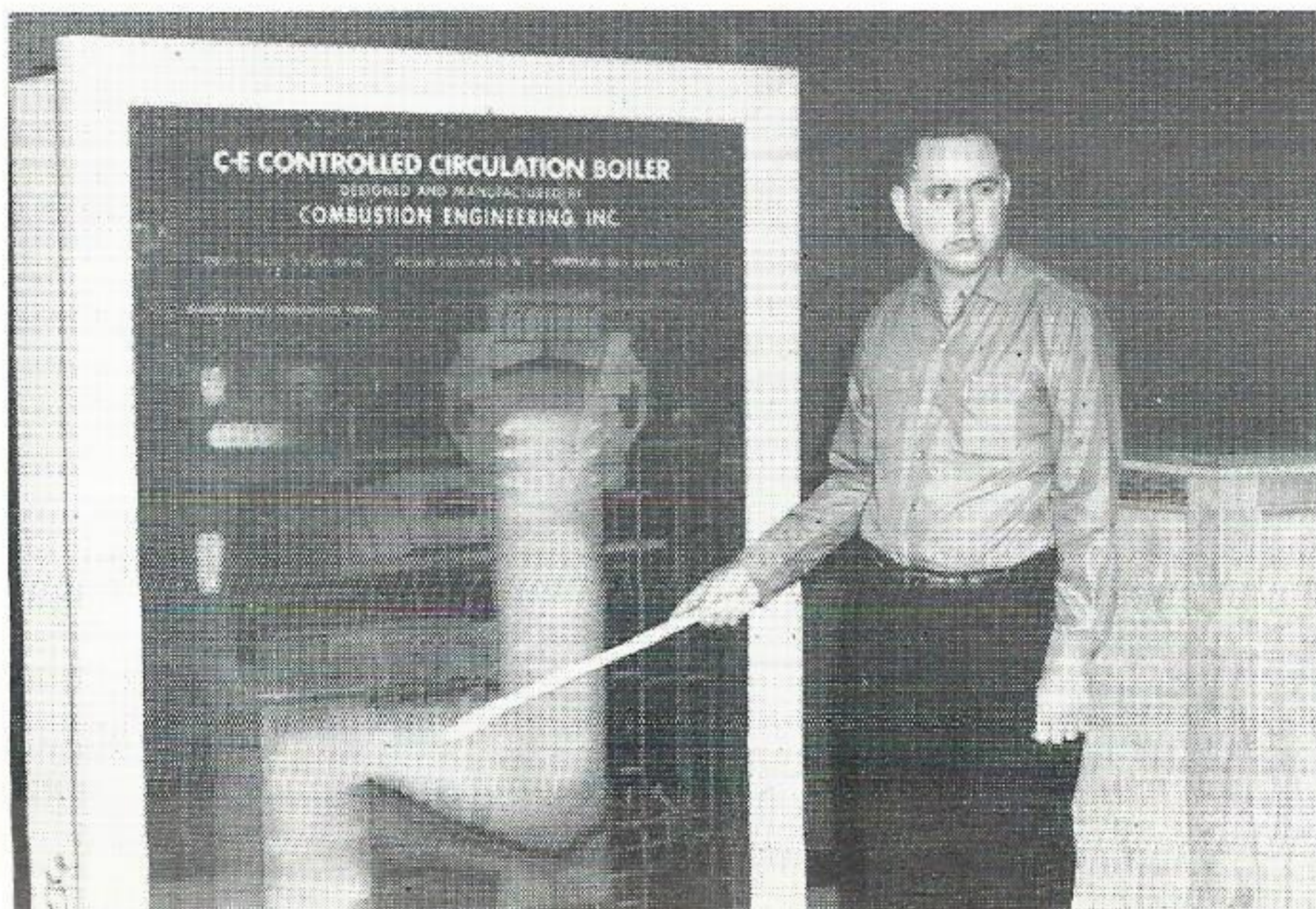


SECOND UNIT ARRIVES. The number two generator for Sabine Station is being moved into position to be hoisted into place on the turbine floor. The generator arrived by rail the last of February. It is planned to have the unit in preliminary operation by the end of 1962.



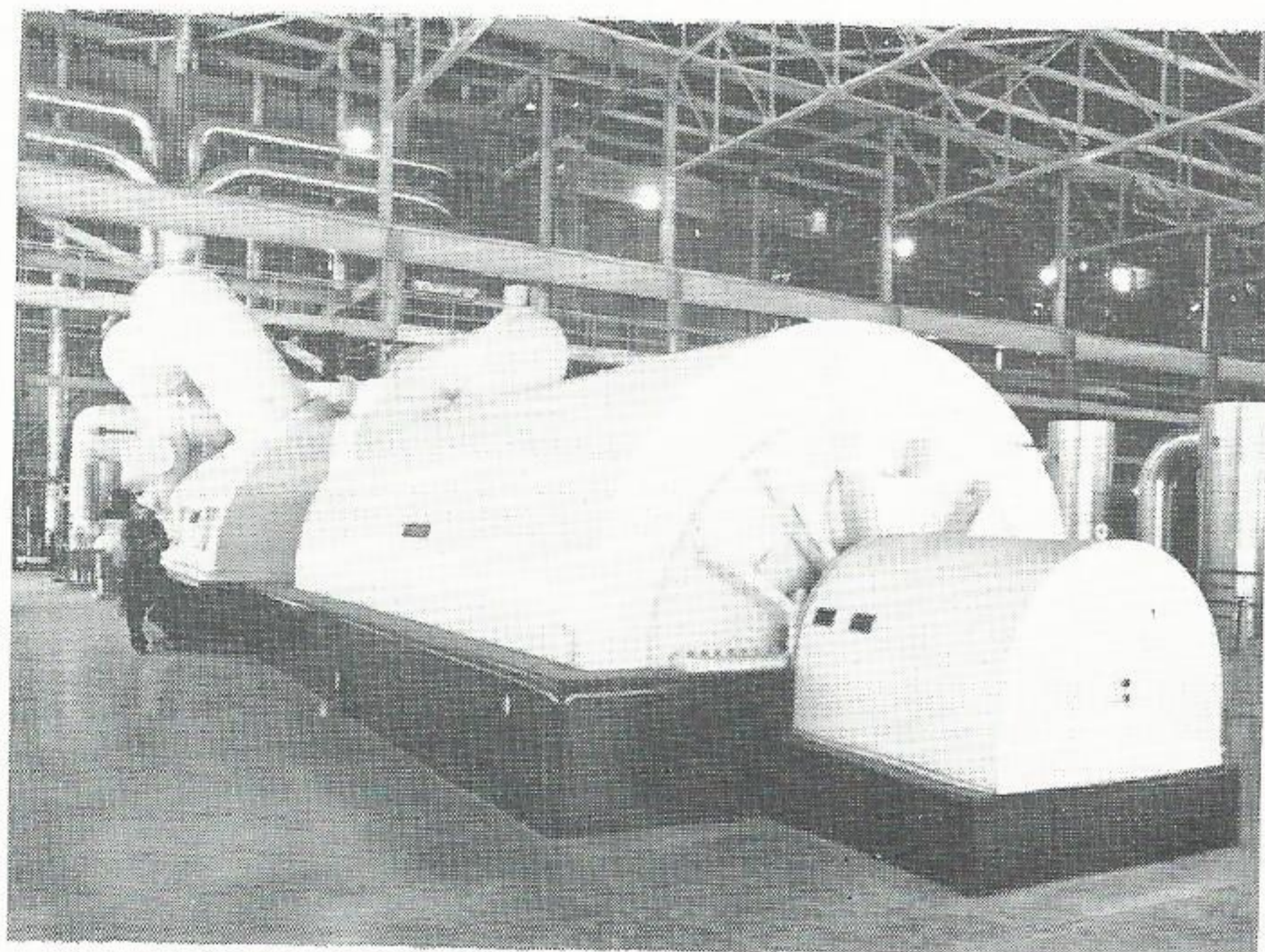
SABINE'S CANAL SYSTEM. Sabine's eight-mile system of canals alone are enough to make it unique among our Company's generating stations. Sabine Power Station, like our Willow Glen Station near Baton Rouge, is a "once-through" station. Because of the plentiful water supply from Sabine Lake, it was not necessary to build cooling towers for condensing steam from the turbine. Instead, an intake canal, left, was dug from Old River Cove adjoining Sabine Lake to the station and discharge canal, right, was dug from the station to the Neches River. Cooling water from the intake canal passes through the steam condenser and then on out the discharge canal. The canals range in depth from 15 to 25 feet and took six months to dig.

TOUR GUIDE. Charles Gimón, engineer, Sabine Station, explains with the use of this animated diagram the operation of the upside down boiler to one of the many groups which have visited Sabine.

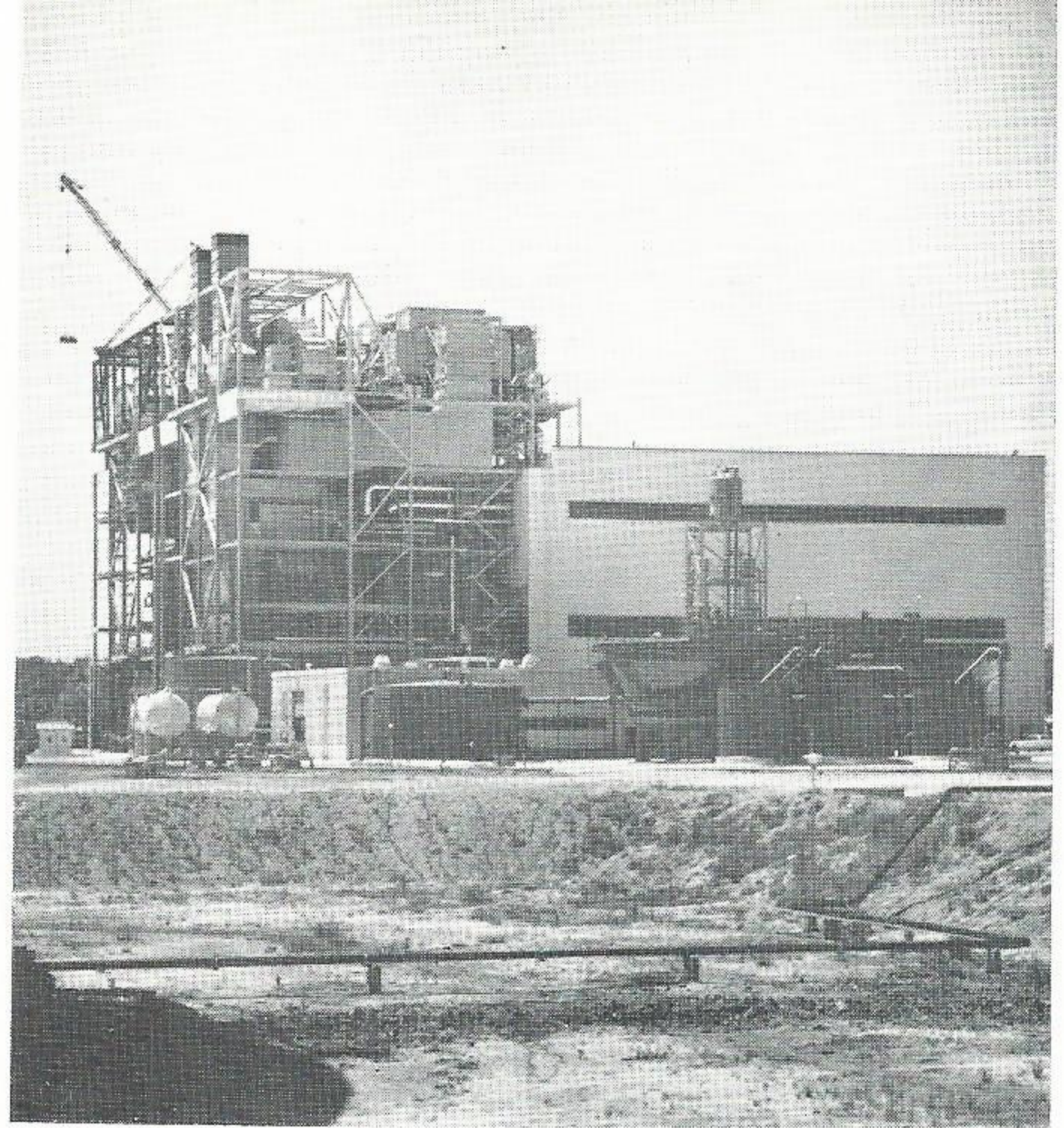




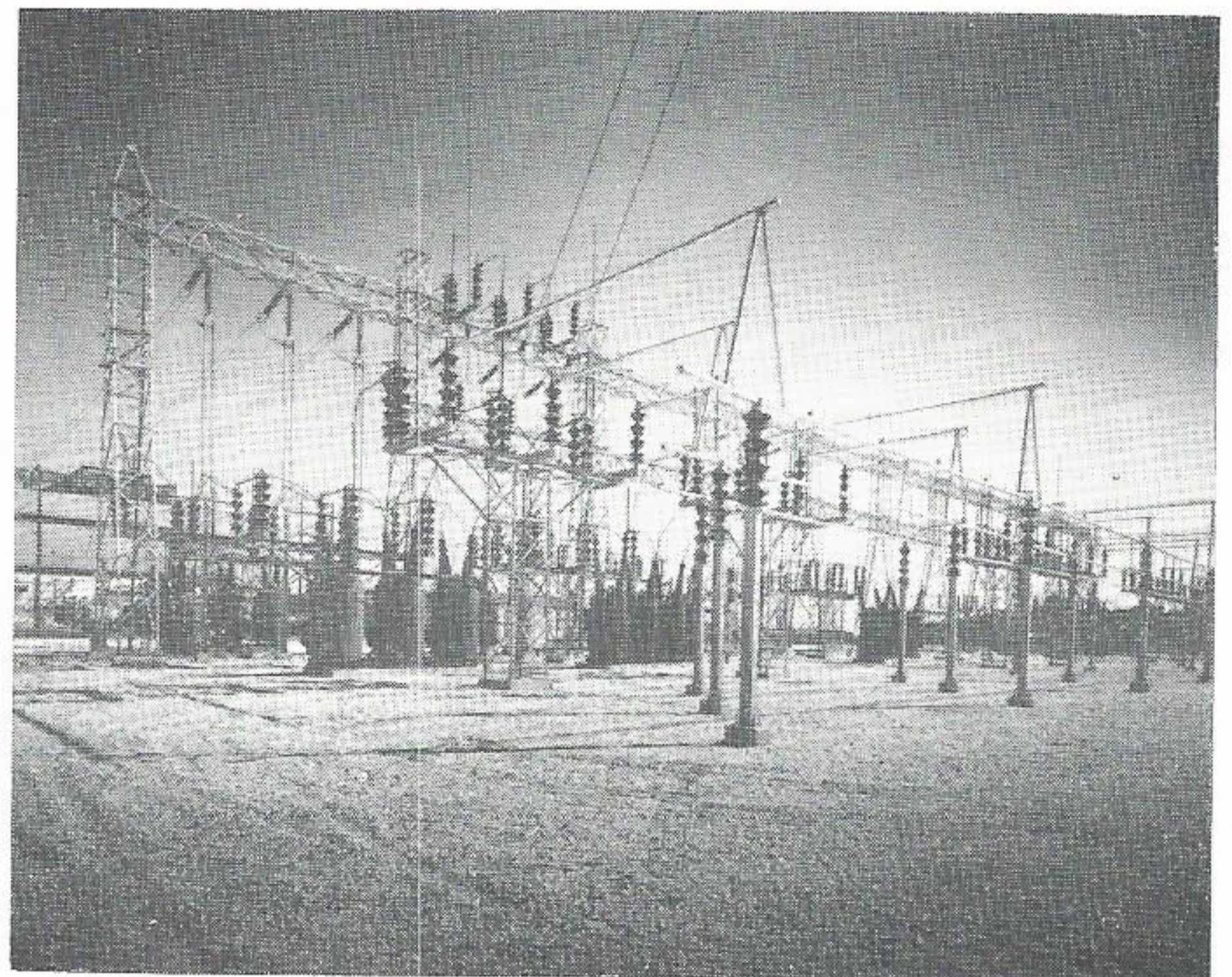
A NEW NAME. C. A. Ibach, right, superintendent, Sabine, and T. O. "Doc" Charlton, district superintendent, Orange, inspect one of the newly erected signs naming a segment of FM 1442 in Bridge City Gulf States Drive. The name change was made on April 3 when the Orange County Commissioners Court, upon recommendation of County Court Judge Sid J. Caillavet, designated FM 1442 from the intersection of FM 408 to Sabine Station as Gulf States Drive.



THE "HEART" OF SABINE. Two giant turbo-generator units make up the heart of the power station. Inside these units steam pressure turns blades and drives the generators at speeds faster than sound through a magnetic field to produce electricity. These two units are capable of producing 587,000 horsepower, enough power to light a 100-watt bulb spaced every 30 feet completely around the world.

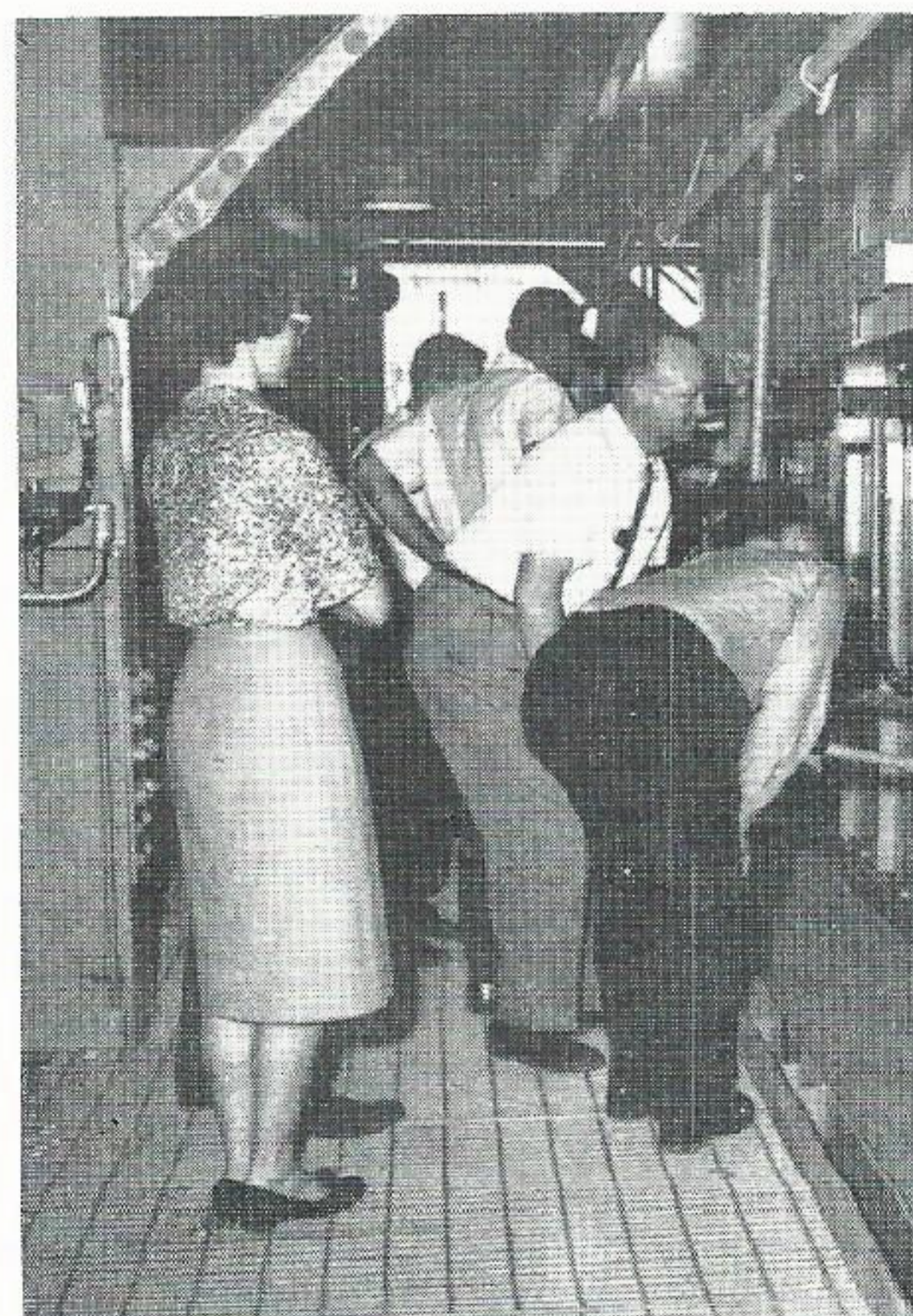
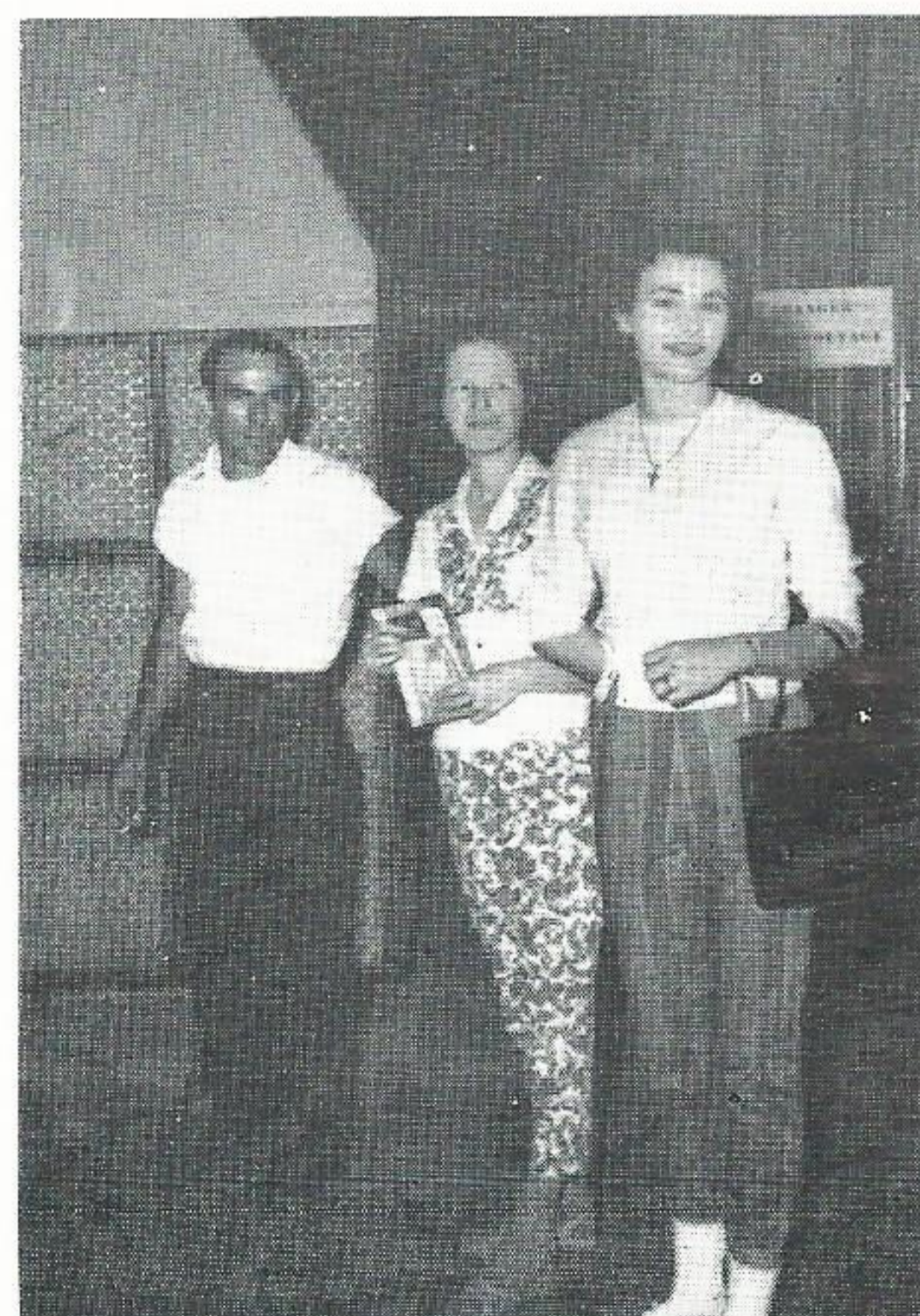
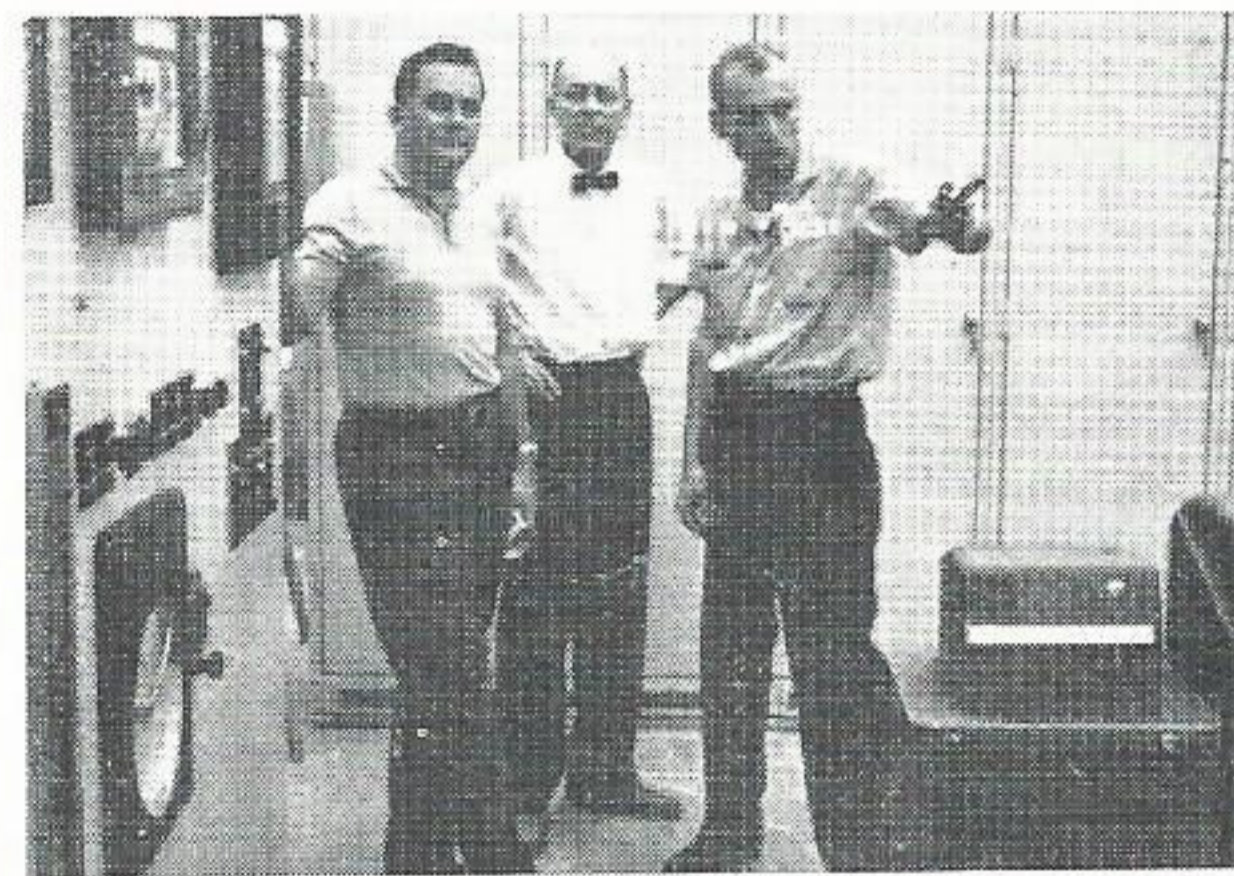
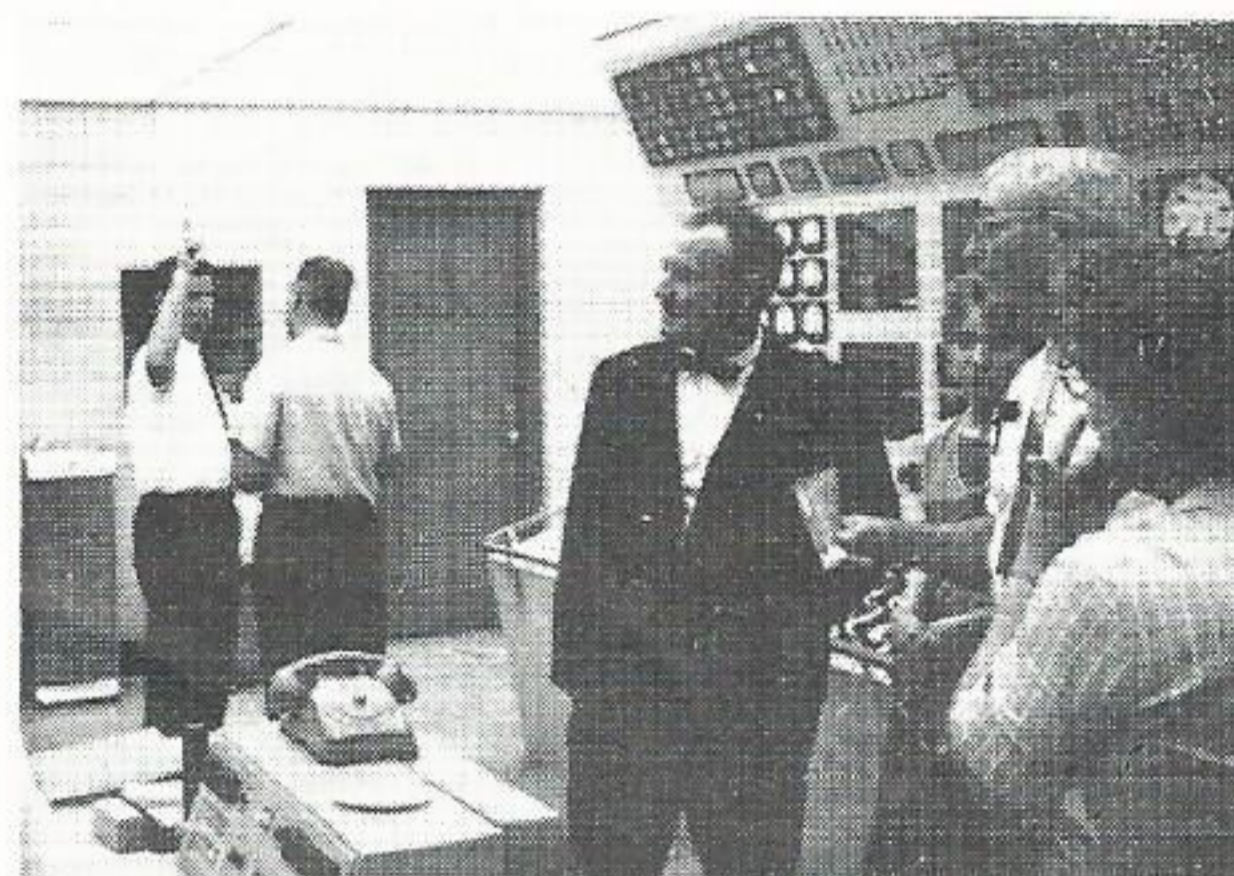


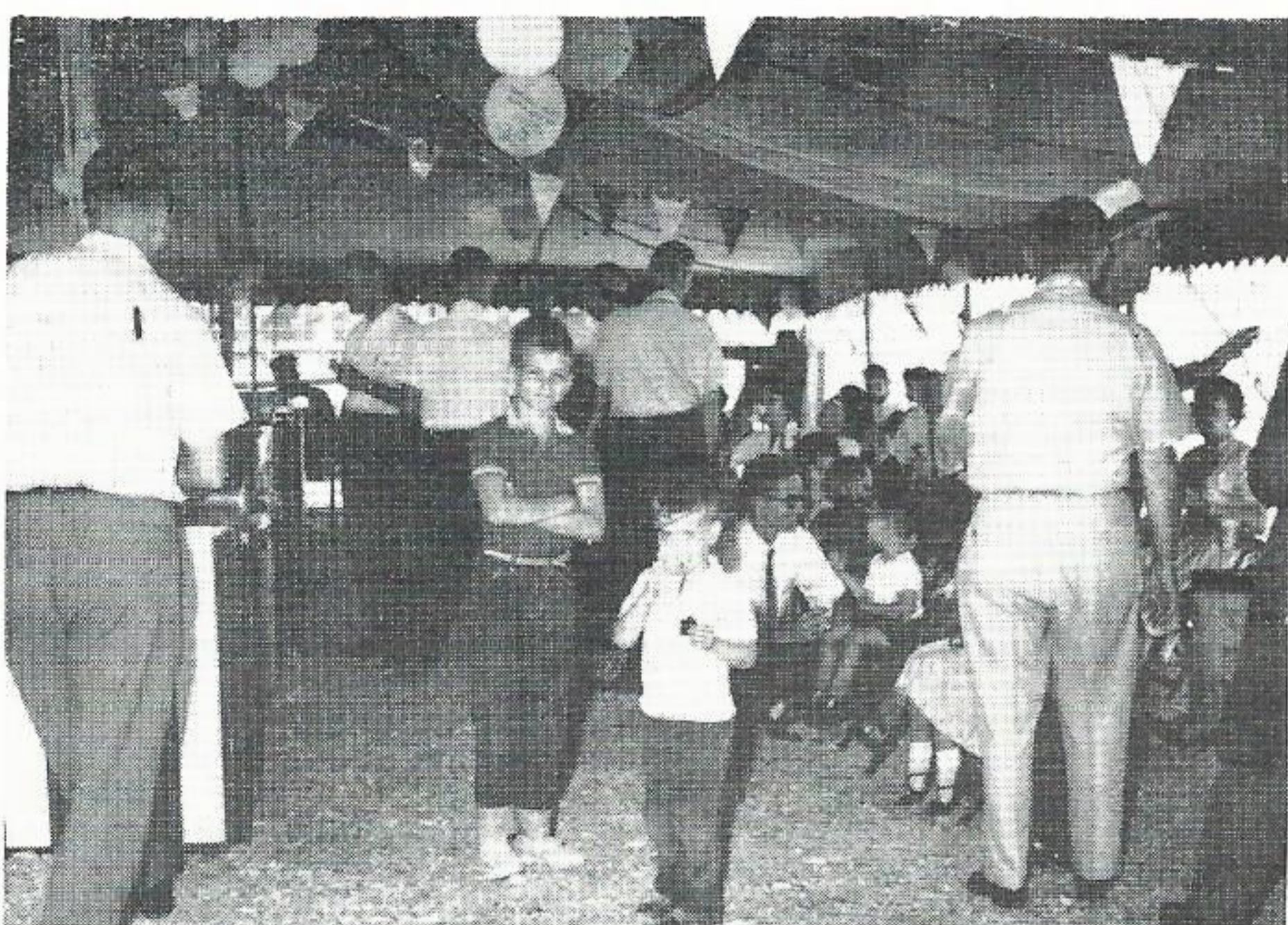
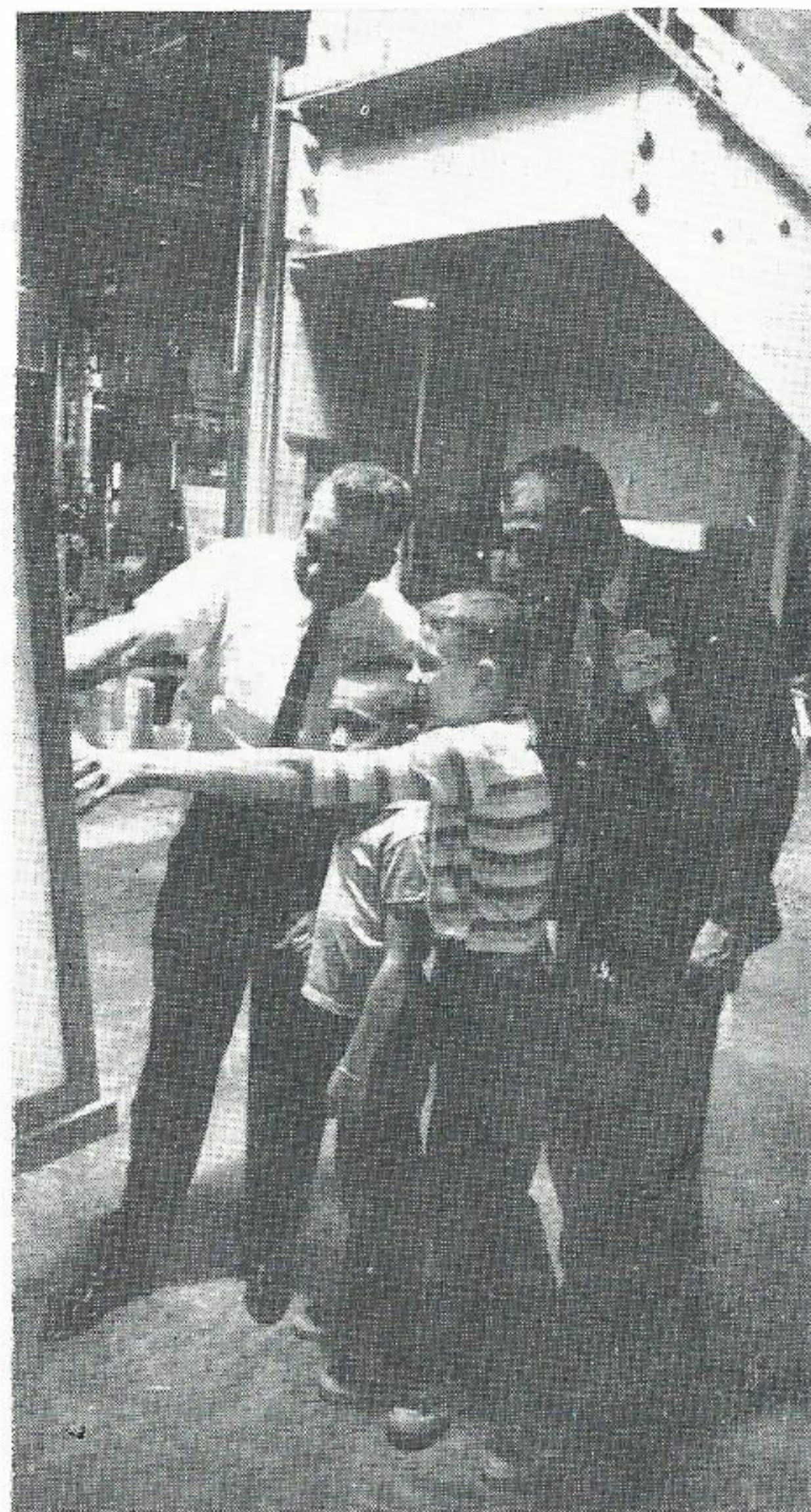
PROVIDES PURE WATER. To maintain the boiler and turbine equipment at peak operating efficiency, the water used must be treated and made purer than the water you drink. This is the job of the water treatment plant in the foreground, which can supply up to 600 gallons of demineralized water per minute. In a 24 hour period the plant can treat 864,000 gallons of water, enough to serve 9,000 homes each day. The water treatment plant site also includes a fully equipped chemistry laboratory which Production personnel will use to study water problems from all over the system.



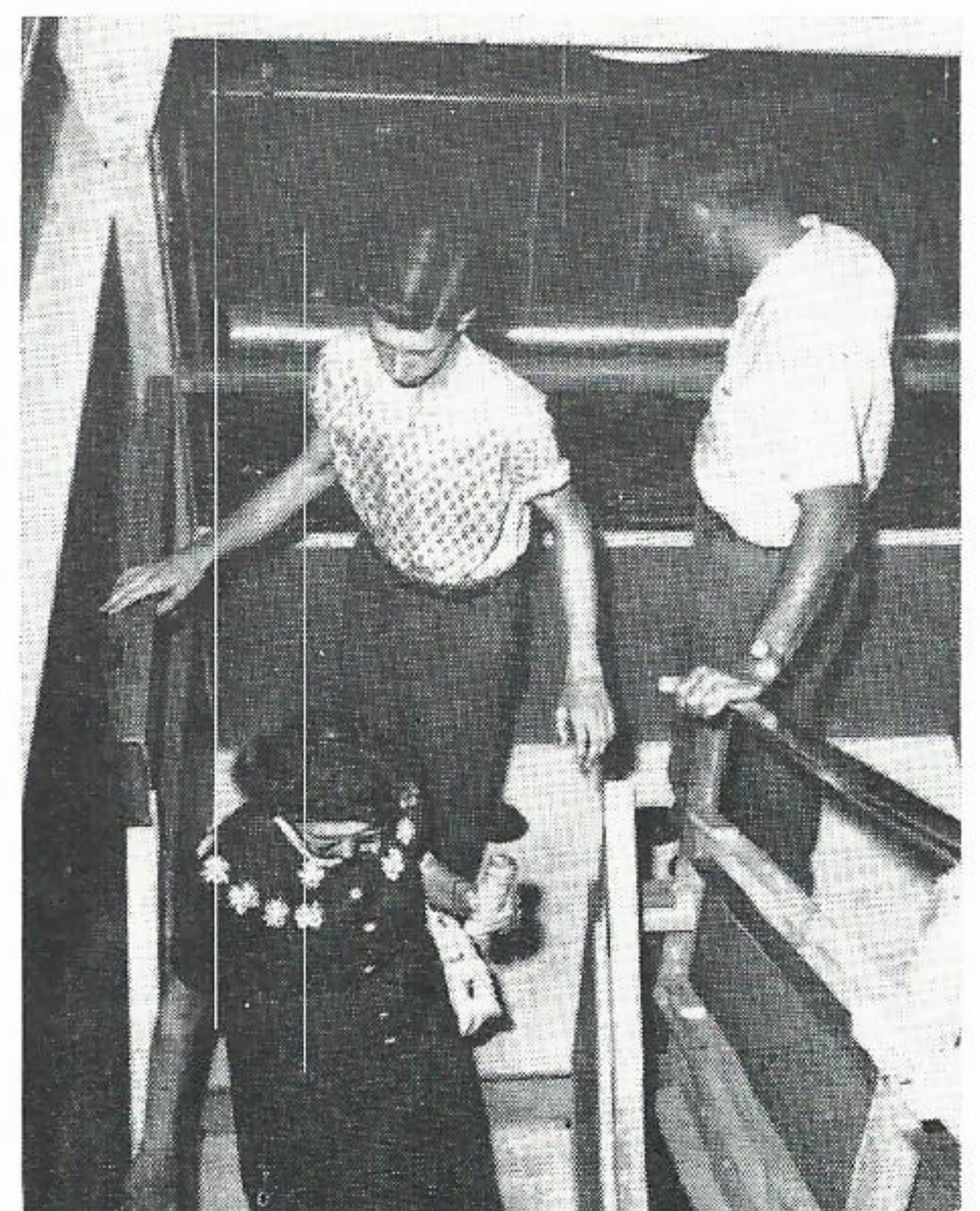
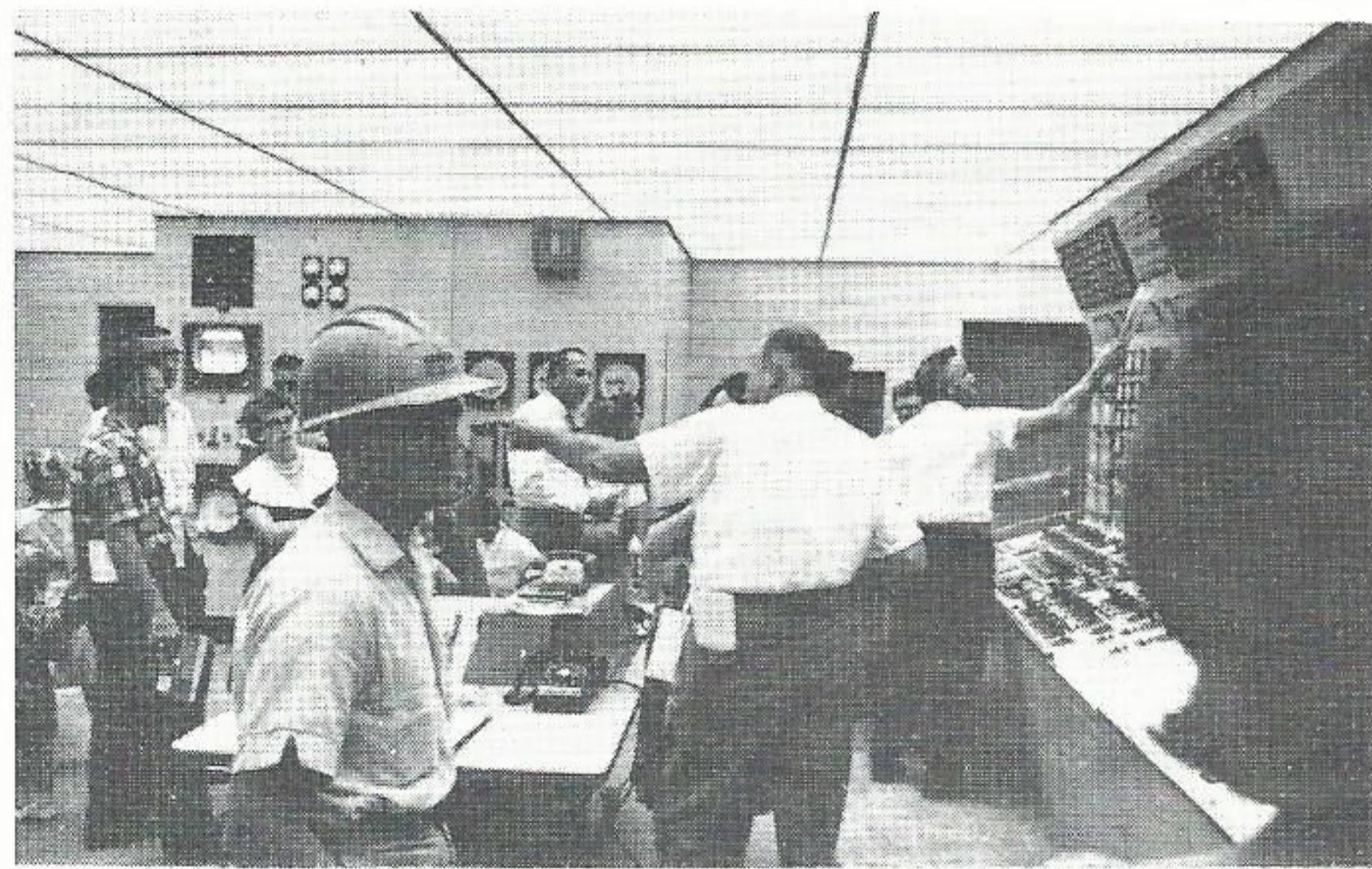
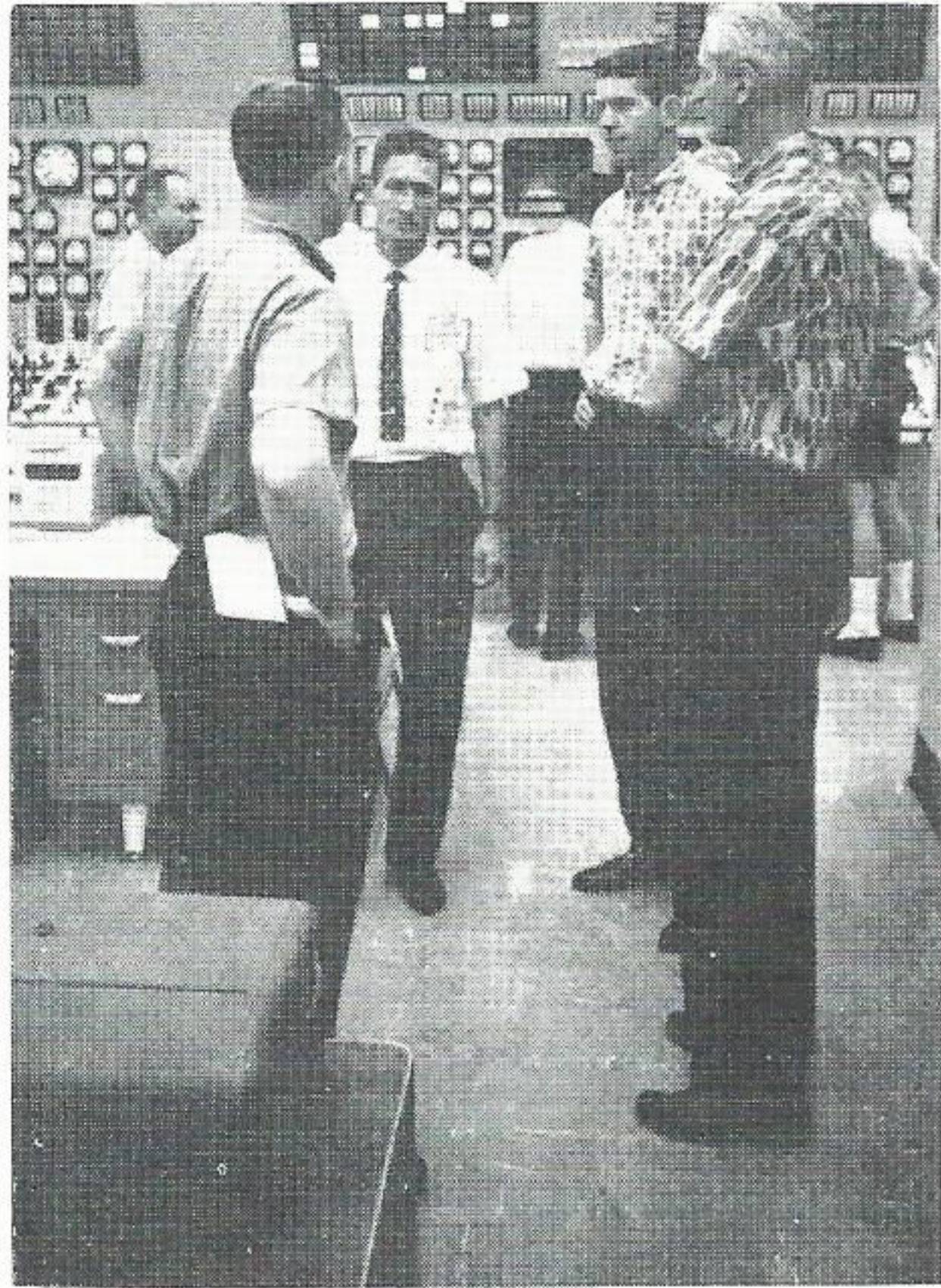
PLANT'S SWITCHING STATION. After electricity is generated it is of no use if we don't send it to where it is needed. To make its trip along a network of thousands of miles of high voltage transmission lines it needs a "boost" at the beginning of its journey. The job of stepping up the generated voltage of 18,500 to 138,000 volts is done by the big step-up transformers which are connected by overhead cables to the switching station which sends the electricity pulsing throughout the 28,000 square miles of southeast Texas and south central Louisiana served by our Company. Electricity passing through wire conductors must overcome resistance, which increases with distance. That is why the voltage is increased at the step-up substation to deliver the current over long distances.

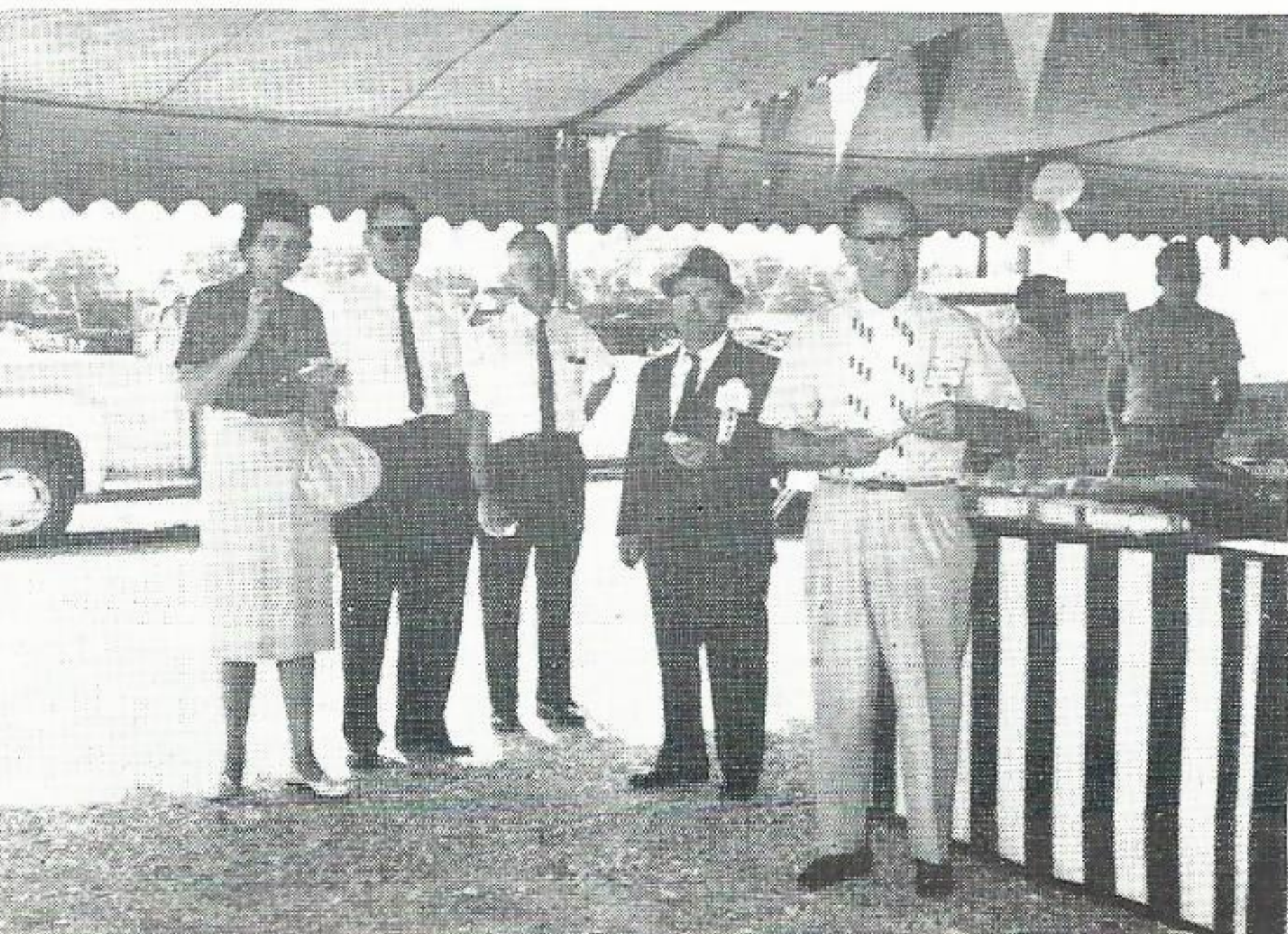
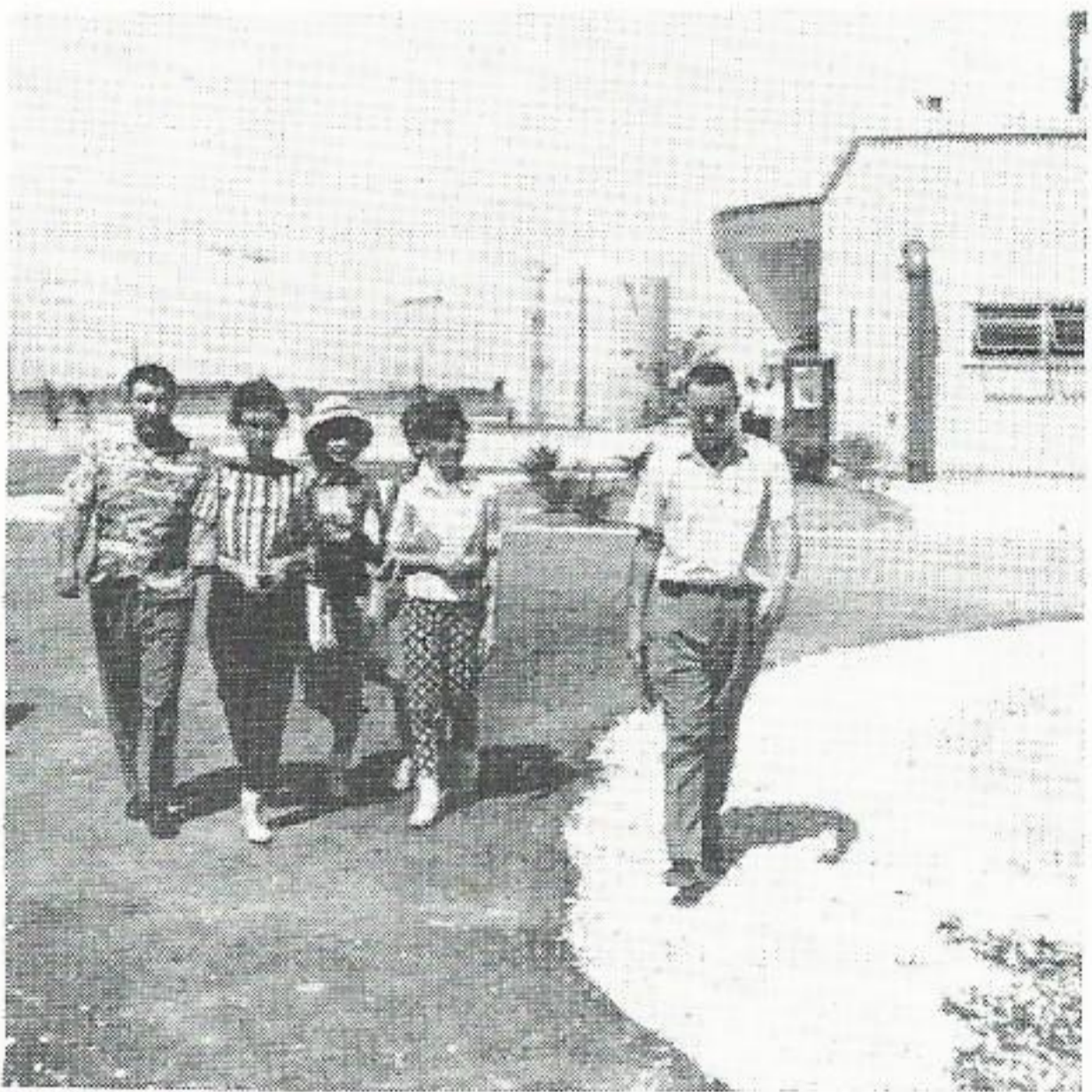
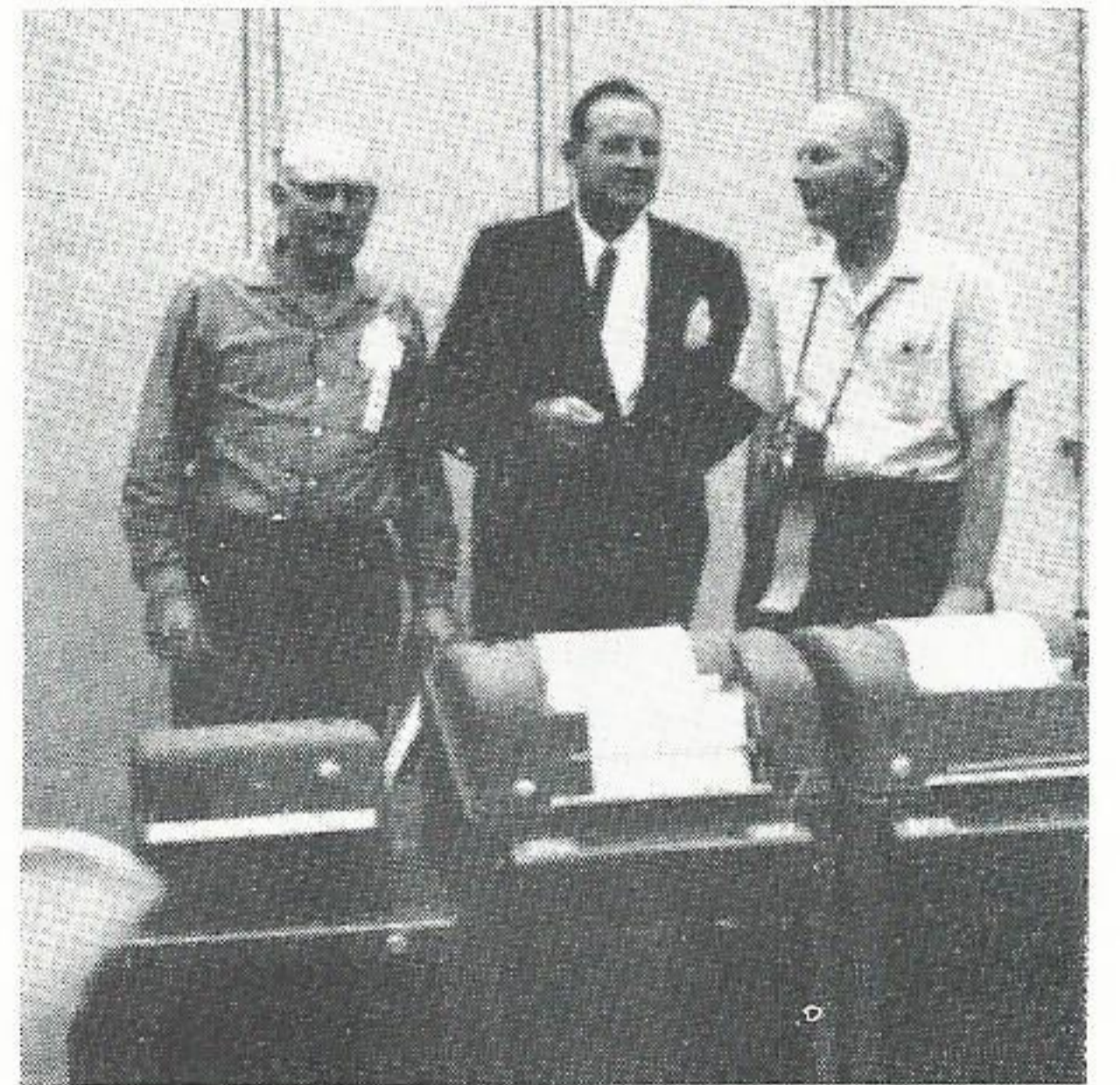
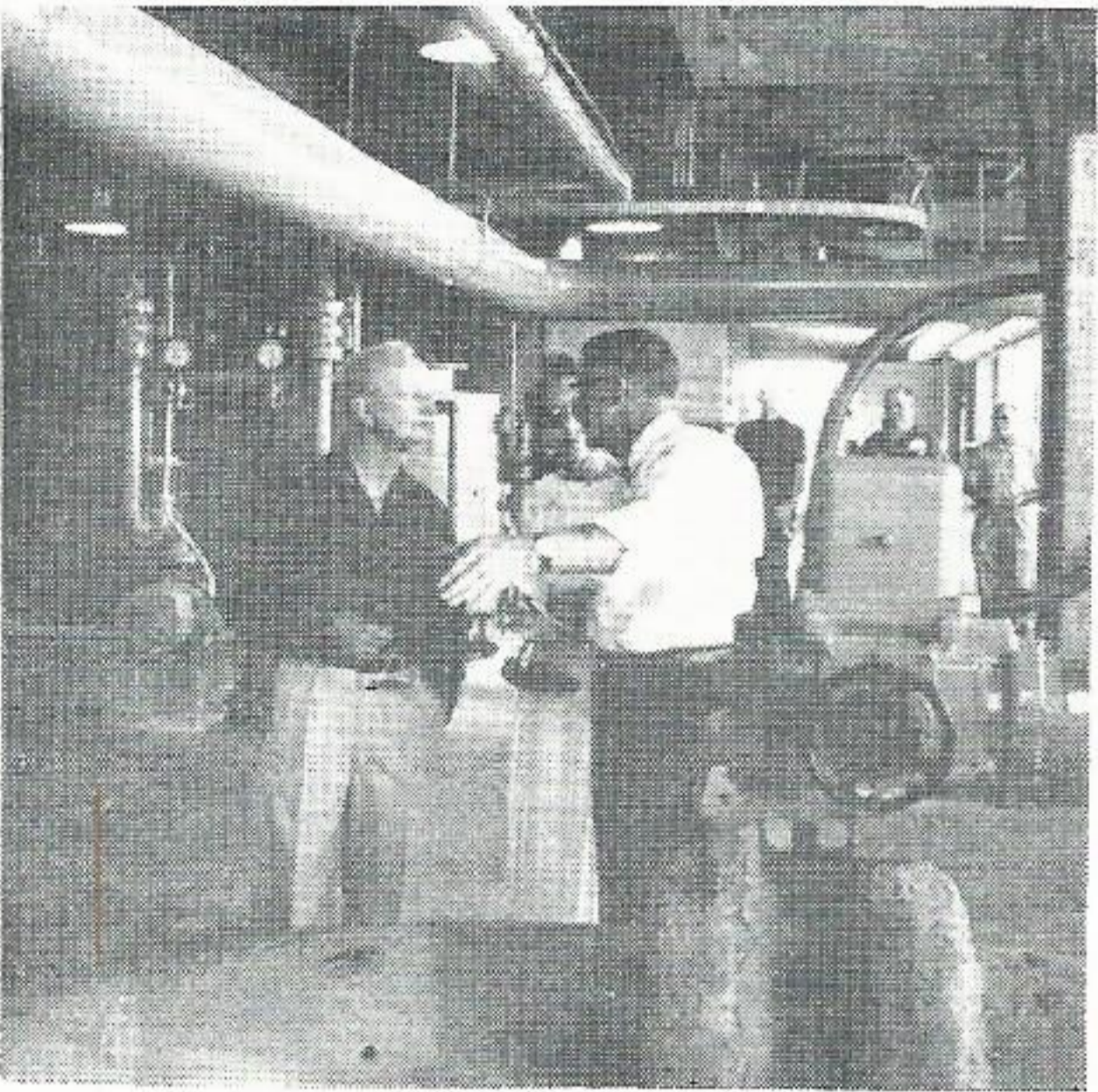
Scenes From Employee Open House

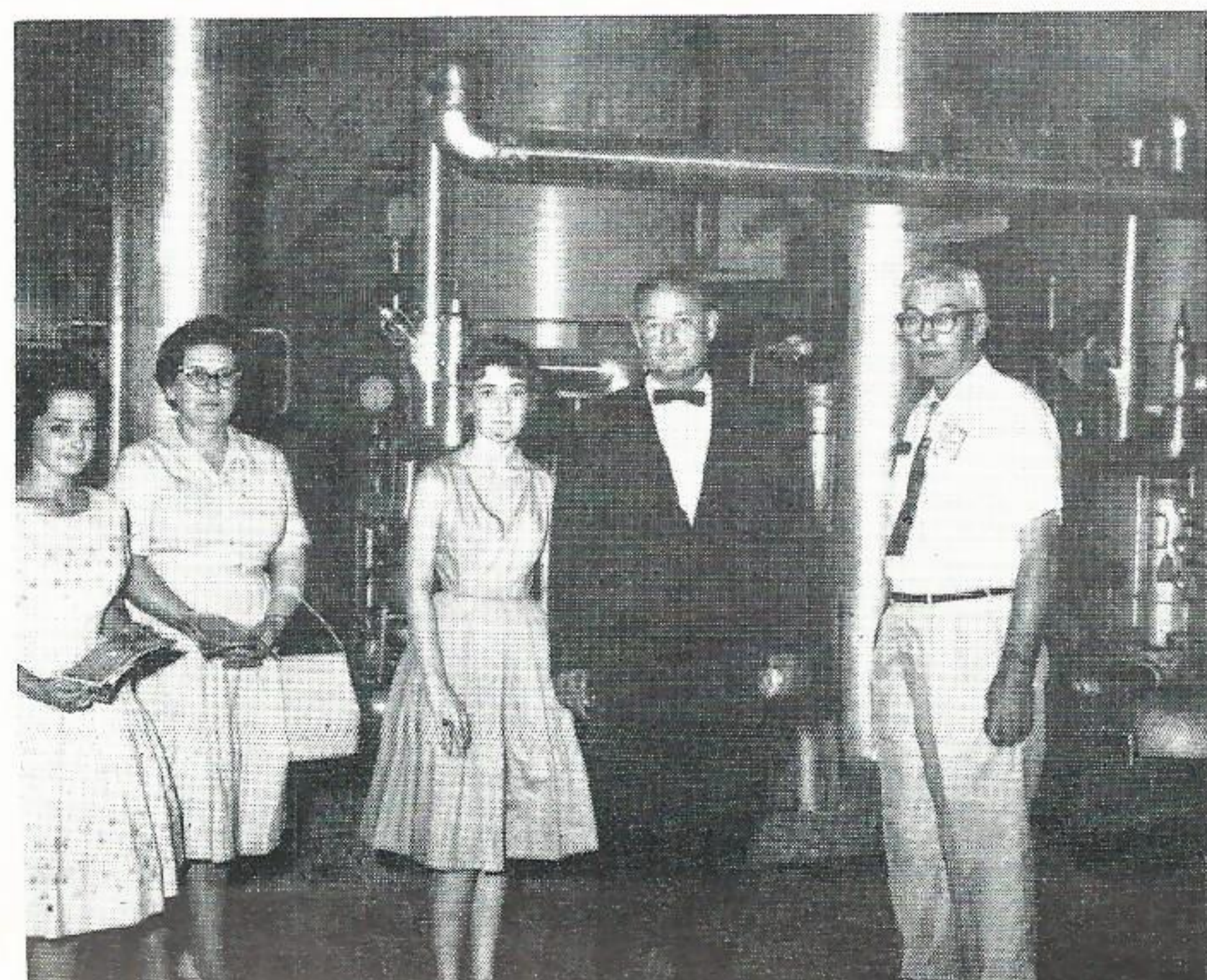




More Open House Scenes







use of . . .

New Electronic Tools

SYSTEM Engineering Department presented the second quarter Department Heads Program April 23 in Beaumont, April 25 in Baton Rouge and April 26 in Lake Charles.



N. C. Spencer

N. C. Spencer, superintendent of electrical and civil engineering, coordinated the program and introduced the four speakers. They were H. L. Hammack, Communications and Relay, G. W. Miller, project engineer for Port Arthur and Navasota Divisions, B. R. Clausen and R. E. Smith, both of the Planning Department.

Digital Telemetering

Mr. Hammack led off for the quartet of speakers with a slide talk which answered the question "Why digital telemetering?"

He began by playing for the audience a tape recording of the transmission and recording of digital information. The installation of digital telemetering equipment at points of interconnection with other electric systems will provide a more accurate, faster and more economical monitoring of inadvertent sending and receiving of power, Mr. Hammack said.



Lee Hammack

After replaying and explaining the four different sounds of digital telemetering in action, Mr. Hammack noted that all installations are not yet complete, but equipment is ready to be put in at all locations. Future plans include the digital logging of necessary reading from all power generating plants, Mr. Hammack concluded. "We are looking to further expansion of

digital telemetering to provide more complete data for a more economical, efficient and reliable power producing company."

Following the Critical Path

The Critical Path Method is a standardized approach to planning and scheduling, Mr. Miller said. The method was developed for the Navy for use in the Polaris missile project to bring this weapon to an operational basis well ahead of schedule. It becomes economical and efficient to prepare a program and develop the critical path by computer when encountering projects involving more than 100 jobs, Mr. Miller said. He then explained how an arrow diagram can be set up to show the critical path, employing slides to demonstrate typical problems put in this form.

Critical Path Scheduling cannot insure that work will proceed on the orderly schedule it produces, Mr. Miller stated. It will, however, provide the necessary data to allow management to make informed decisions when the work does not conform to the schedule.

Making Use of Computer Controls

Mr. Clausen discussed the two types of economy dispatch computers, analogue and digital, and explained what could be done with them. His slides showed computer systems and set up and examples of some of the problems they are capable of dealing with.



Ray Clausen

In summary Mr. Clausen said, "Pres-

ent day economy dispatch computer controls can do many things automatically and dependably. They make real contributions to continuity of service and also to minimize cost of production. They let a utility take a look at its complete system, not just part of it, and provide automatic, up to the minute coordination of all of its operation sources. These combine to make available to our modern day system operator one of the most powerful and advanced operating tools of any one in the utility industry."

Computer Programming

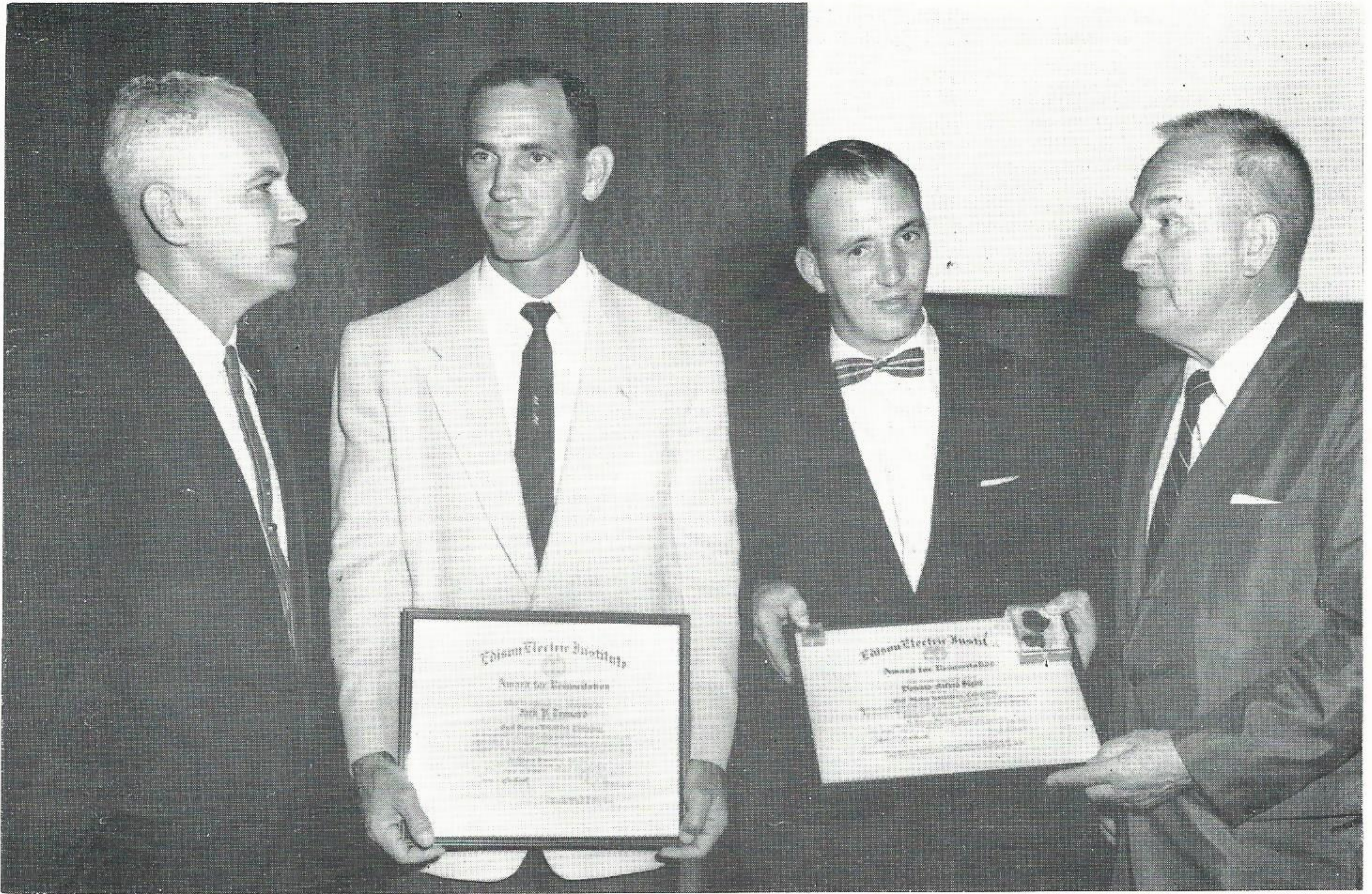
Mr. Smith, in his talk "1620 Computer Programming" discussed the questions what is a computer system, in general how does it function, what is a computer program and when should we put a computer to work. A digital computer is nothing more than a large high-speed calculator that is now being used widely as another tool to aid men in every area of business and education, he said. Its components are data input and output, control unit, storage unit and a logical arithmetic unit.



Dick Smith

In order to instruct the computer, man must communicate with it through the use of computer languages, Mr. Smith said. A computer program is nothing more than a series of instructions that follow a logical-mathematical sequence using a certain computer language. A computer should be used when a problem cannot be feasibly done any other way and when a repetitive problem can be done accurately and more economically.

This new tool is now available to our Company, Mr. Smith concluded, and what is done with it is a challenge to the imagination.



LIFE SAVING AWARDS PRESENTED. J. B. Coltharp of Beaumont, system operations manager, right, presents Edison Electric Institute Award for Resuscitation and medal to Donald A. Sigur, serviceman, for saving the life of Edgar K. DeWoody, far left. Mr. DeWoody, also a serviceman, suffered a severe electrical shock while working on a

pole during Hurricane Carla. Jack Trouard, utility foreman, second from left, and David Domingue, engineering assistant, not shown, were presented EEI certificates for rendering assistance in the rescue. All four men involved are from Lake Charles. Messrs. Sigur and DeWoody re-enact the scene on the next page.

Three Lake Charles employees presented Edison Electric Institute . . .

NATIONAL LIFE SAVING AWARDS

. . . at division safety dinner for saving life of fellow worker during Hurricane Carla

THREE Lake Charles Division Gulf Staters were presented national awards for saving the life of a fellow worker at the annual division safety meeting April 9 in Lake Charles High School auditorium.

Donald A. Sigur, serviceman first class, was given the Edison Electric Institute Award for Resuscitation "for the saving of human life from death by electric shock by the application of manual artificial respiration."

David Domingue, engineering assistant, and Jack

Trouard, utility foreman, were given certificates "in recognition of outstanding assistance" rendered in saving a life. These three men rescued Edgar K. DeWoody, serviceman first class, who lost consciousness and respiration after receiving a severe electrical shock while atop a utility pole during Hurricane Carla.

The awards were presented by J. B. Coltharp, system operations manager, before over 165 persons attending the husband and wife safety program.

F. W. Merrill, Lake Charles Division operating superintendent, opened the program by introducing Company officials and guests. He then turned the floor over to S. L. Stelly, division safety-claims agent, who spoke on off-job safety.

Mr. Stelly recalled the reason for the concentrated efforts on off-job accidents. More and more Company employees were being hurt after they left the job, he said. "The time spent off the job became very critical to Gulf Staters."

After describing GSU's entry into an industrial off-job safety campaign, Mr. Stelly called on E. L. Granau, vice president and division manager, to come forward and accept the Calcasieu Area Safety Council's first place award which the division won. Mr. Granau accepted the plaque in behalf of all Lake Charles Gulf Staters.

Frank Jones, safety director, also spoke to the gathering on off-job safety and presented a film on the dangers of radiation fallout after an atomic attack.

Accident Occurs During Carla

The accident which resulted in the three national awards occurred Sept. 10 when Mr. DeWoody and Mr. Sigur answered a trouble call in Lake Charles during the high winds of Hurricane Carla. Mr. DeWoody climbed the pole to remove slack from a service cable which was being blown into another line.

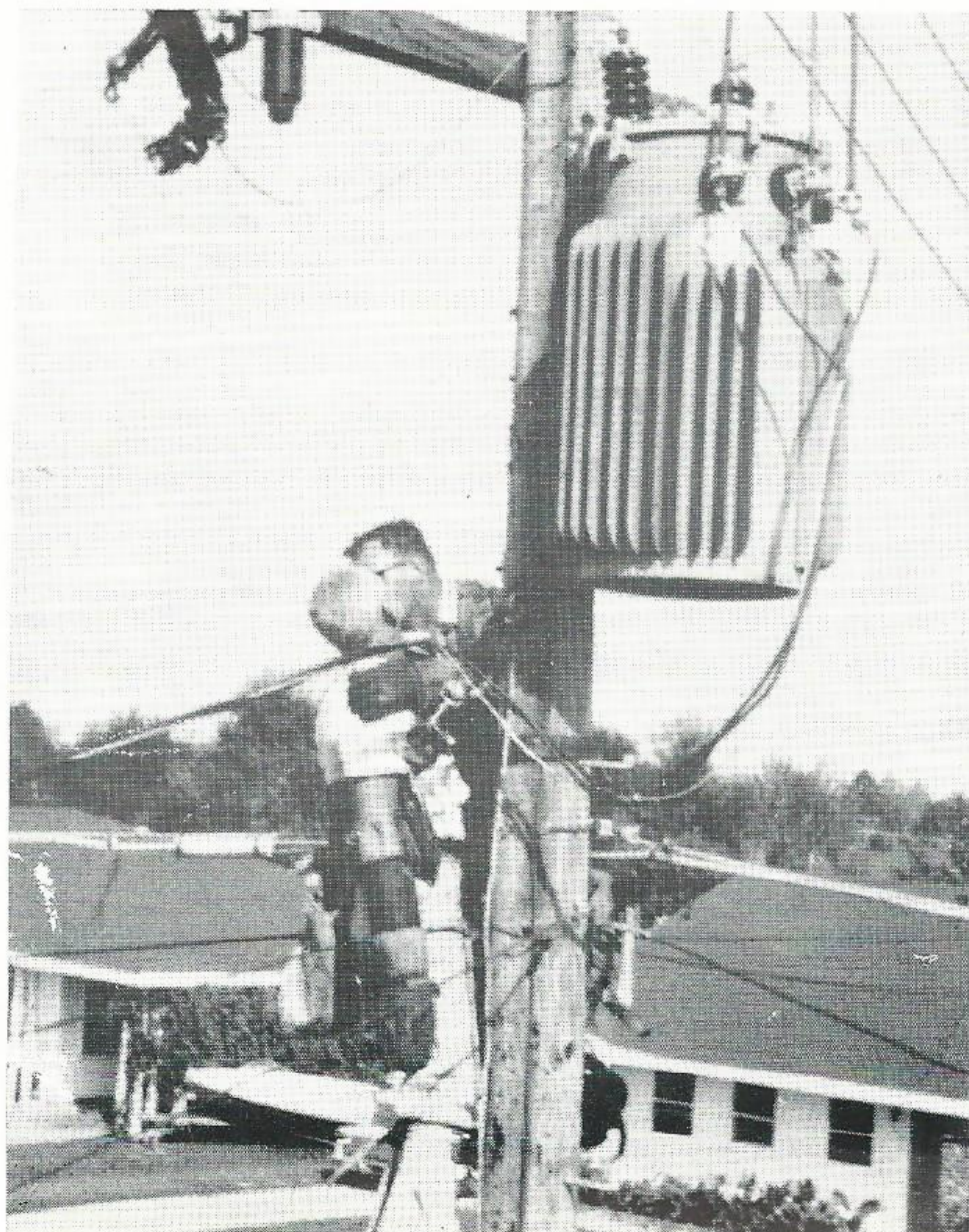
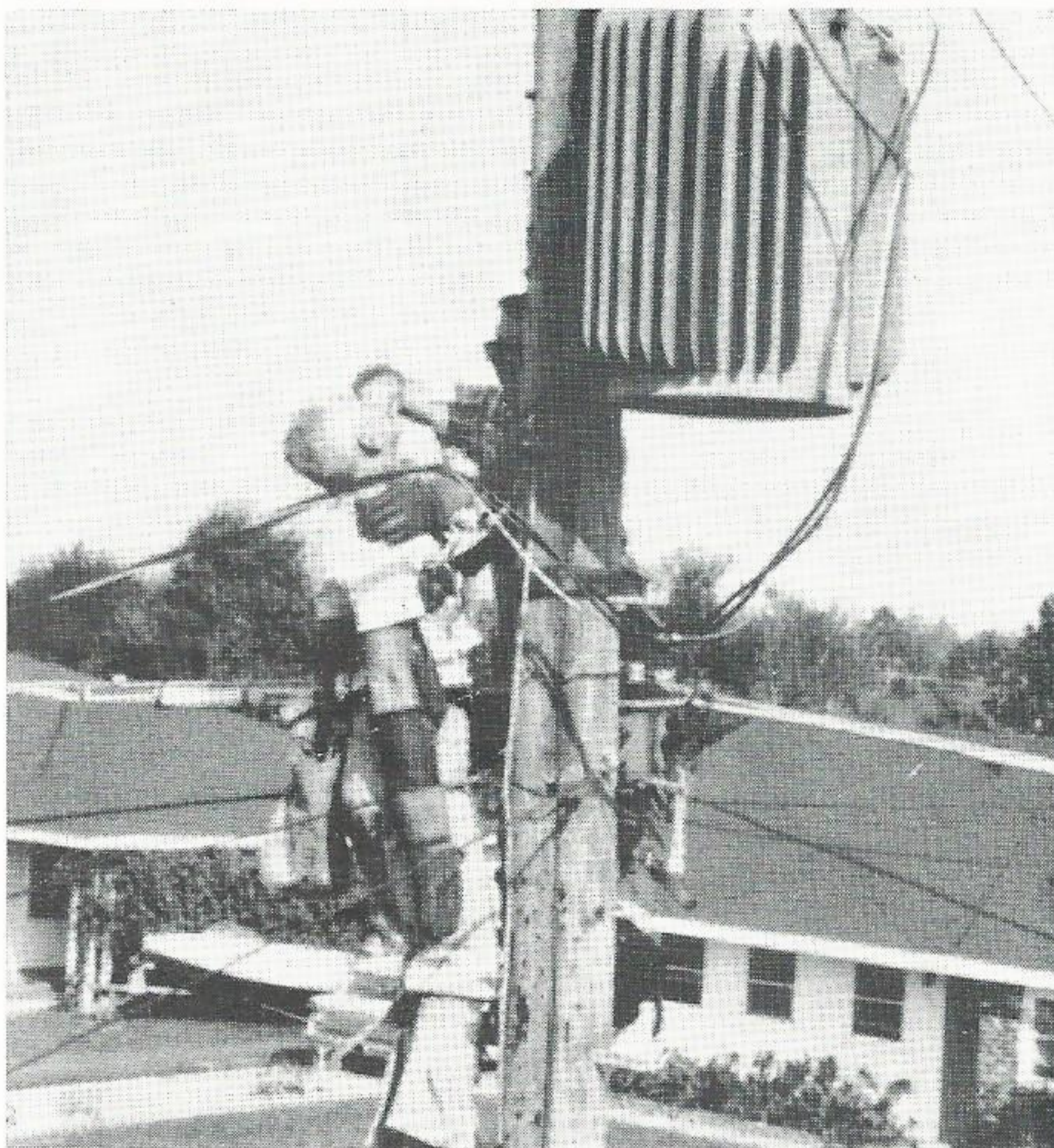
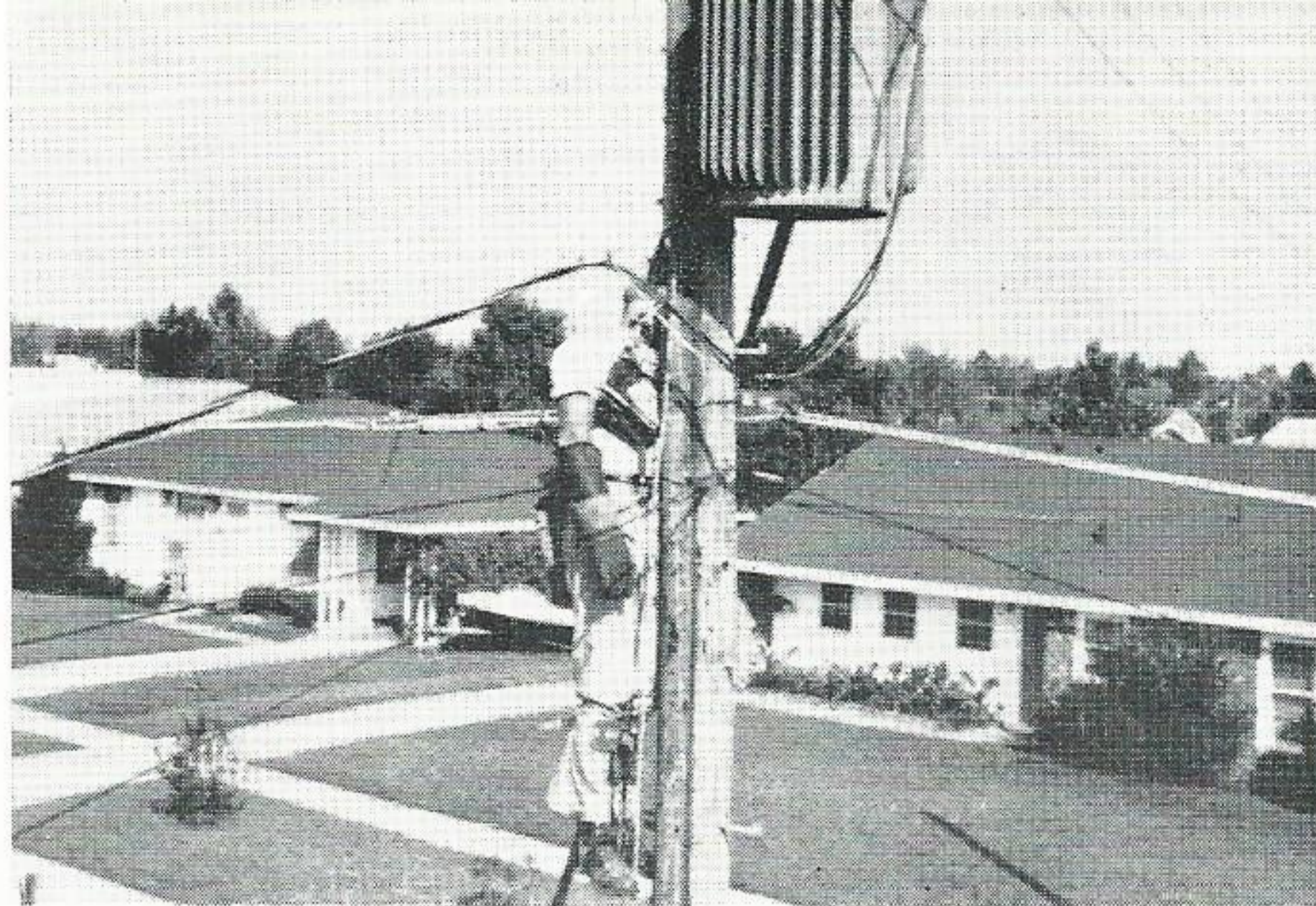
Mr. DeWoody had nearly completed the operation and had handed down some tools which Mr. Sigur, on the ground below, was putting away. Suddenly, Mr. Sigur heard Mr. DeWoody groan and saw him slump and hang limply in his safety belt.

Acts Quickly

Mr. Sigur quickly strapped on his own gear and went up the pole, shouting to Mr. Domingue, who had stopped at the scene a few moments before, to get on the truck radio and call for help. Pulling Mr. DeWoody clear of the danger area, Mr. Sigur immediately began mouth-to-mouth resuscitation on the unconscious man, whose face was already beginning to turn blue from lack of oxygen.

Mr. Sigur's initial efforts were stymied by a dental plate lodged deep in Mr. DeWoody's throat. After removing the obstruction Mr. Sigur was able to restore Mr. DeWoody's breathing. By that time others had arrived, one of whom was Mr. Trouard, who climbed the pole and helped Mr. Sigur lower Mr. DeWoody to the ground where an ambulance waited.

Mr. DeWoody, suffering only minor first and second degree electrical burns, cuts and abrasions, was able to return to work after about a week.





SITE OF 1962 EMPLOYEES' GOLF TOURNAMENT. On Memorial Day, May 30, the club house, swimming pool and entire facilities of the Bayou Din Golf Club on LaBelle Road in Beaumont will be available

for use by GSUers who enter the 1962 employees' golf tournament and their families. Employees of the Beaumont Division are the hosts for this year's event.

Final plans announced for Memorial Day Golf Tournament as Gulf Staters await the word to

“TEE - OFF”

“FINAL plans have been made to make this Memorial Day's Employee Golf Tournament the most eventful one yet,” said J. W. Atkins, operating supervisor, Beaumont T&D, and general chairman of the event.

“Beaumont Division employees will host the tournament and we've made arrangements to have the entire facilities of the Bayou Din Golf Club available for the golfers and their families for the day.

“Over 100 golfers are expected to register for this year's tournament,” Mr. Atkins said.

This year's event will again be a family affair with the club house open for bridge and games. The club swim-

ming pool with a lifeguard on hand will be available for swimming.

A snack bar will be open throughout the day serving sandwiches and cold drinks. A buffet dinner will be served in the club's dining room at 3 p.m. with the awarding of prizes to follow. The meal is included in the golfer's entry fee and will cost \$1.25 for each adult guest and 75 cents for each child under 12 years old. Any family not staying for the dinner will not have to pay any additional charge for use of the club house or grounds, but a 25 cent charge will be made for each person using the swimming pool.

The buffet menu will include chicken, baked ham, ranch style beans, dirty

rice, potato and vegetable salads, coffee, tea, punch and dessert.

Anyone wishing to play the course before the tournament can contact Neil Jordan, Beaumont Division Sales, for arrangements.

For any additional information about the tournament arrangements or the club facilities contact your division representative: Jack Kirkland, Baton Rouge; Norman Lee, Lake Charles; Earl White, Port Arthur; Albert Baird, Navasota; or J. W. Atkins, Beaumont.

“We Beaumonters promise to make this Memorial Day classic one which all Gulf States golfers will remember as the big one,” said Mr. Atkins.

Gulf Staters

were on . . .

PARADE

*. . . during
Neches River
Festival*



YMBL PRINCESS. Diane McClelland, left, daughter of Joe McClelland, industrial engineer, Beaumont Sales Division, represented the Young Men's Business League on this lovely heartshaped float full of "Young Men and Beautiful Ladies. Miss McClelland is a senior at BHS.



BEAUMONT AD CLUB PRINCESS. Charlotte Welch, left, daughter of L. M. Welch, vice president, operations, was one of the six lovely young ladies that bedecked our Company's entry in the Neches River Festival Parade. Miss Welch is a senior at Beaumont High School and was sponsored by the Beaumont Ad Club.



BEAUMONT POWER SQUADRON PRINCESS. Carol Berly, daughter of Harold Berly, supervisor of land right, was sponsored by the Beaumont Power Squadron and rode on the second place float sponsored by Shepherd's Laundries. Miss Berly is also a senior at BHS.



INDIAN GUIDES ON THE WARPAT. Joe DeJean, center, supervisor of residential sales promotion, Beaumont, rode on the YMCA's Indian Guides float which won first place in the non-professional division of the Neches River Festival Parade.

*In Lake Charles it was
"Startime" as our Company
and the American Press
sponsored a . . .*

Galaxy of Foods

*. . . presented by
National Live Stock
and Meat Board
field economists*

MORE than 3,000 Lake Charles area homemakers attended the four sessions of the exciting "Galaxy of Foods" cooking school held in LaGrange Senior High School March 27-30.

The fun-and-fact-filled "Galaxy", co-sponsored by the Lake Charles American Press and our Company, lasted from 9 to 11 a.m. daily. The show was conducted by Mary Metag and Anne Stetzel, field home economists of the National Live Stock and Meat Board, Chicago, assisted by GSU home service advisors, Dale Land, Sulphur, and Joan Carter, Lake Charles.

Prizes were given every day, including all the food prepared, and a grand prize, a flameless electric range of the winner's choice, was awarded to Mrs. Douglas Price of Lake Charles.



"STARTIME" EMCEES. These four Lake Charles Division residential sales representatives were the masters-of-ceremony for the four-day American Press-GSU cooking school. From left to right they are Charles Callahan, Jack Bass, Tom Wagnon, and Fred Brumfield.



COOKING SCHOOL CROWD. This is one of the large audiences that filled Lake Charles' LaGrange Senior High School auditorium for four idea-packed days as our Company in cooperation with the Lake Charles American Press presented a "Galaxy of Foods" cooking school. The program was presented by Miss Mary Metag and Miss Anne Stetzel, home economists with the National Live Stock and Meat Board.



ATTEND HOMEMAKER'S HOLIDAY. These 220 Orange homemakers recently learned how they could find "The Electric Way to a Home-

maker's Holiday" at a program sponsored by the Orange County Home Demonstration Club and presented by our home service advisors.

Orange County Demonstration Club sponsors . . .

"The Electric Way to a Homemaker's Holiday"

"THE Electric Way to a Homemaker's Holiday", a demonstration program featuring the use of all-electric kitchen and laundry appliances, was viewed by 220 Orange homemakers recently in the Orange Community Center. The program was presented by our home service advisors and was sponsored by the Orange County Home Demonstration Club.

Harriet Babin, home service advisor, Orange, presented a demonstration featuring the electric range, portable rotisserie, electric frypan, and refrigerator-freezer combination. The home laundry

equipment demonstration was presented by Gwen Hansen, home service advisor, Beaumont.

The demonstration was followed by a style show featuring "easy-care fashions" from Velma's of Orange with Mrs. Lillian Benson as commentator. Models for the show were members of home demonstration clubs in Orange County.

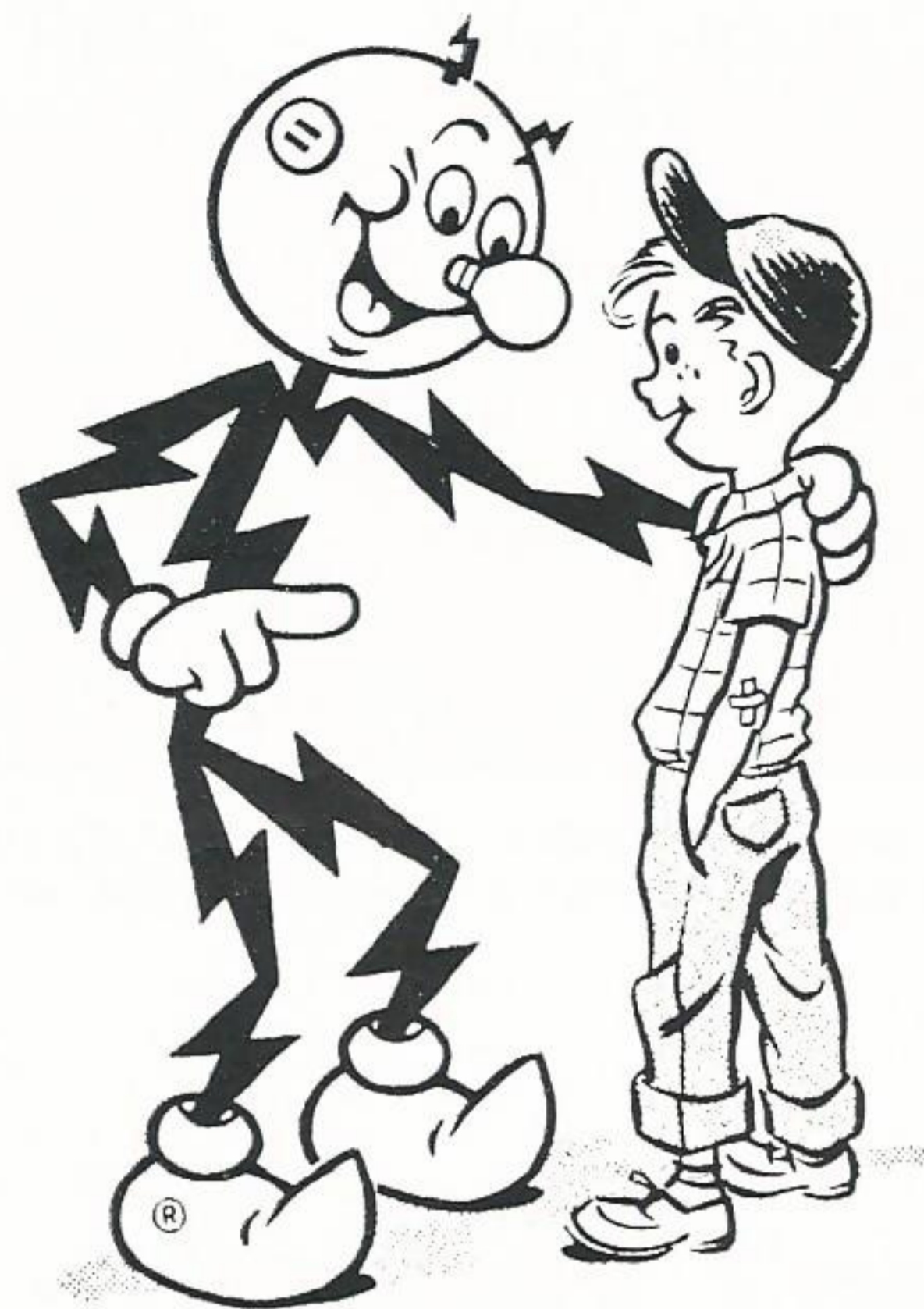
The homemakers were presented "Homemaker's Holiday" recipe sheets, laundry information sheets and rubber scrapers. The food prepared during the demonstration and household appliances were given away as door prizes.



KITCHEN DEMONSTRATION. Harriet Babin, home service advisor, Orange, presents an all-electric kitchen appliance demonstration.



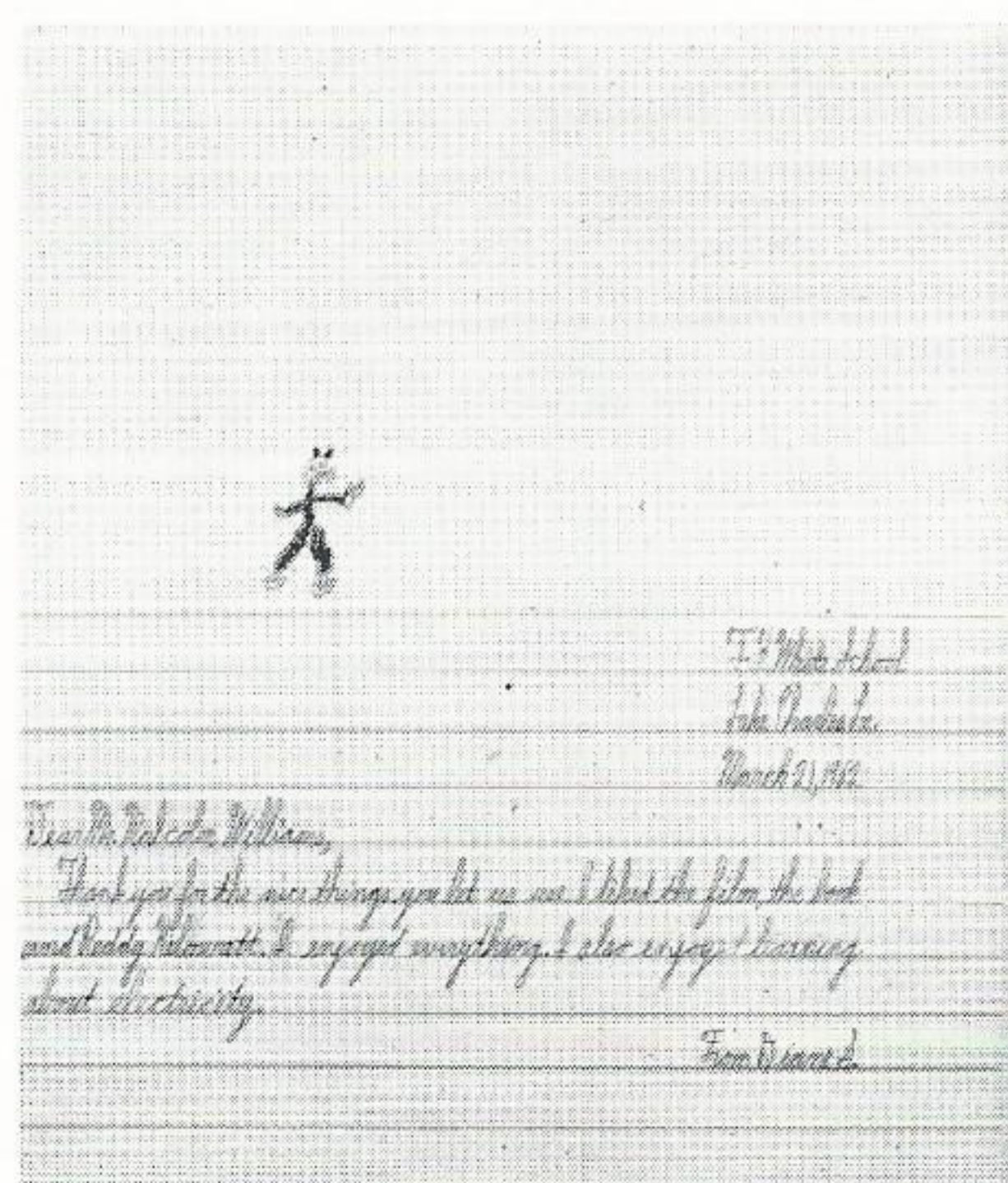
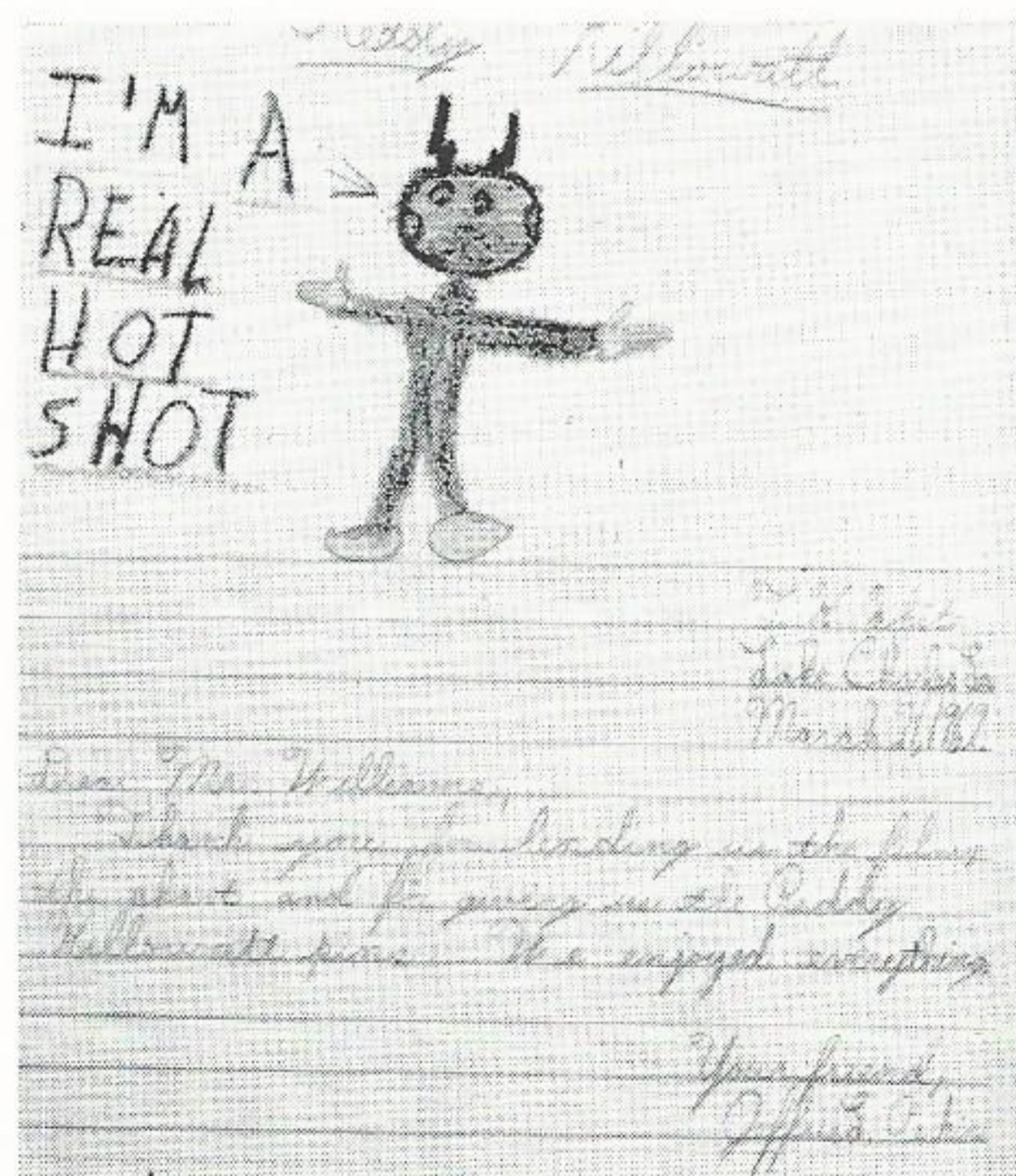
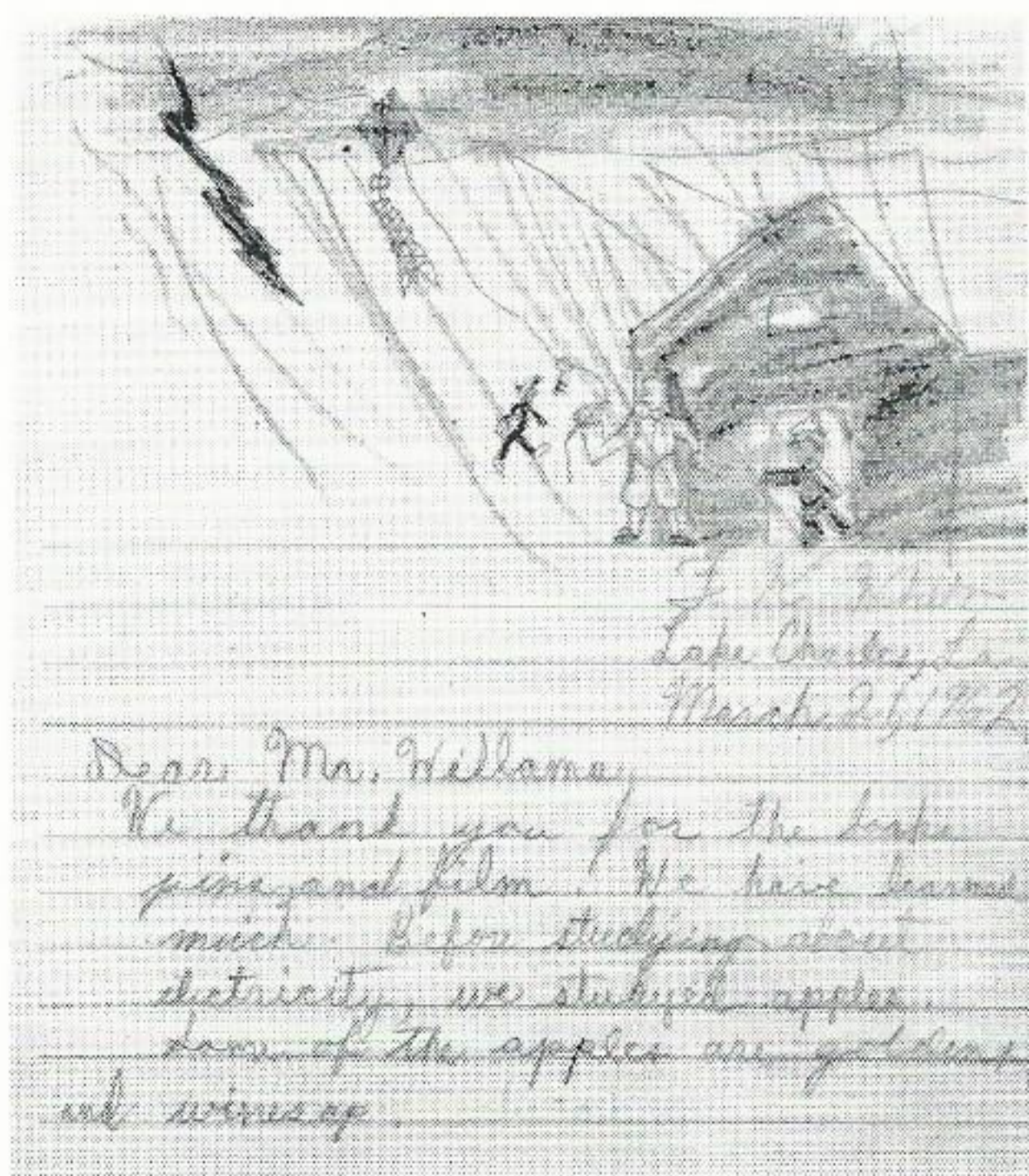
HOME LAUNDRY DEMONSTRATION. Gwen Hansen, home service advisor, Beaumont, shows the latest in laundry equipment.



REDDY AT SCHOOL. When the students of the third grade at Forest K. White Elementary School in Lake Charles made a study of electricity, Lake Charles Sales provided the class a film "Reddy Made Magic", explaining how electricity is produced, and each child received a Reddy Kilowatt pin and a copy of the comic book which goes with the film. The next day the children wrote Malcolm Williams, area development engineer, Lake Charles Division, thanking him for the loan of the film and gave their impressions of Reddy. Below are some of the letters.

Students at Lake Charles' Forest K. White Elementary School learn about electricity first-hand as . . .

Reddy Kilowatt Goes to School



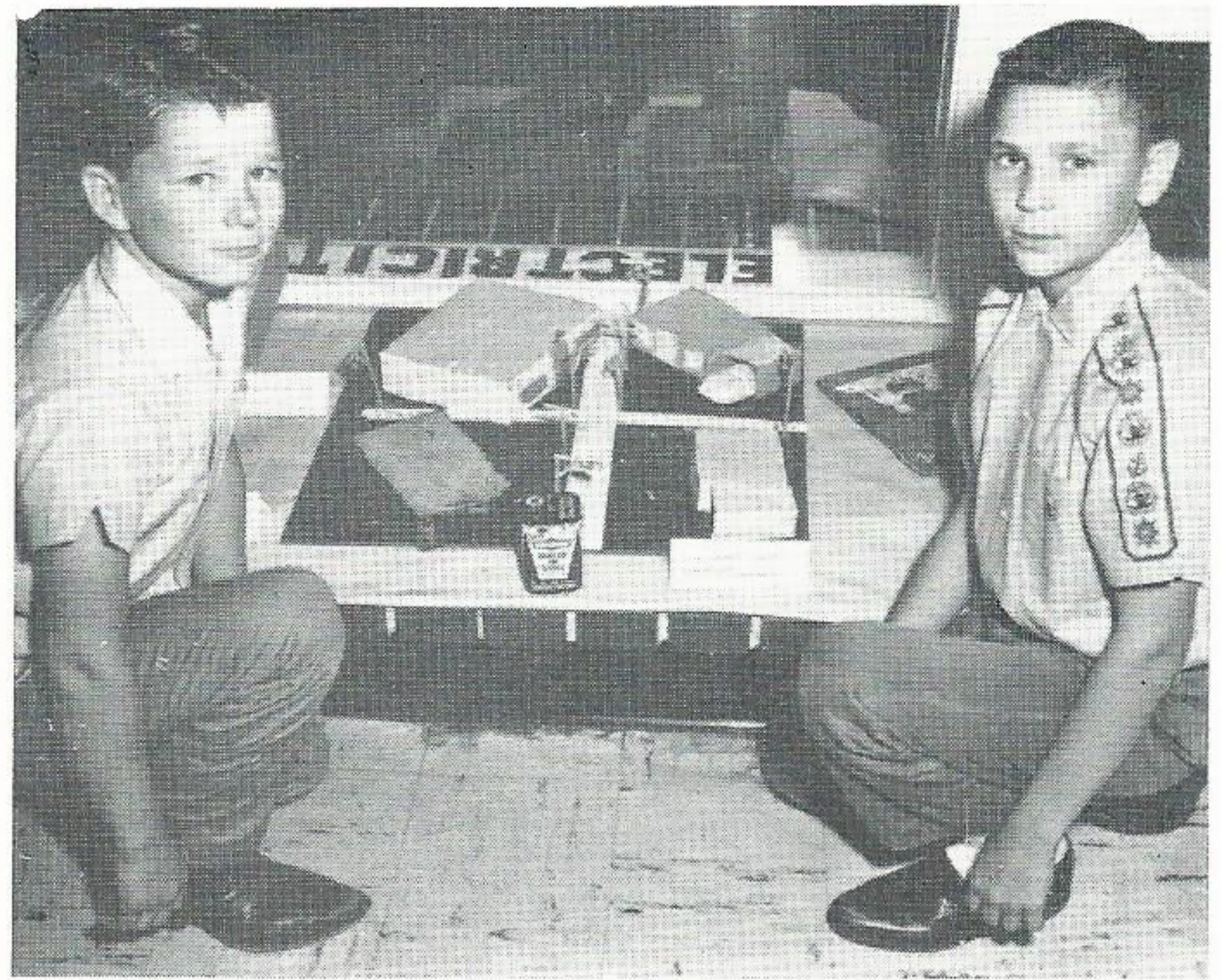
and in Port Arthur

students from Sam Houston

Elementary School visit

Reddy as they make . . .

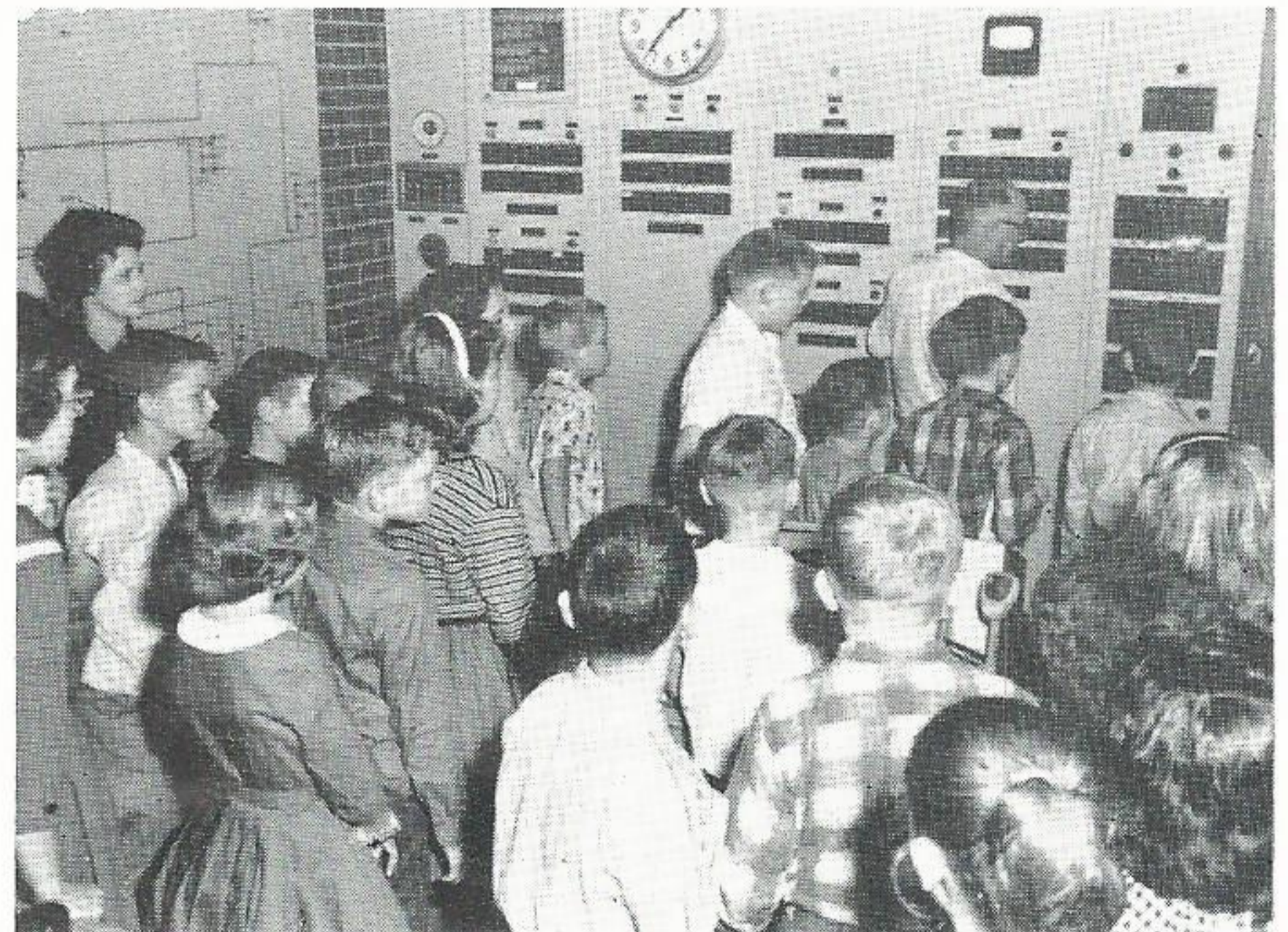
Service Center Tour



Clifford Daigle and Roger Ward show their working model "City Street Lights" after 26 members of Port Arthur's Sam Houston Elementary School toured the Port Arthur Service Center as part of their study of electricity in science class.



F. T. Hargrove tells about appliance repair . . .



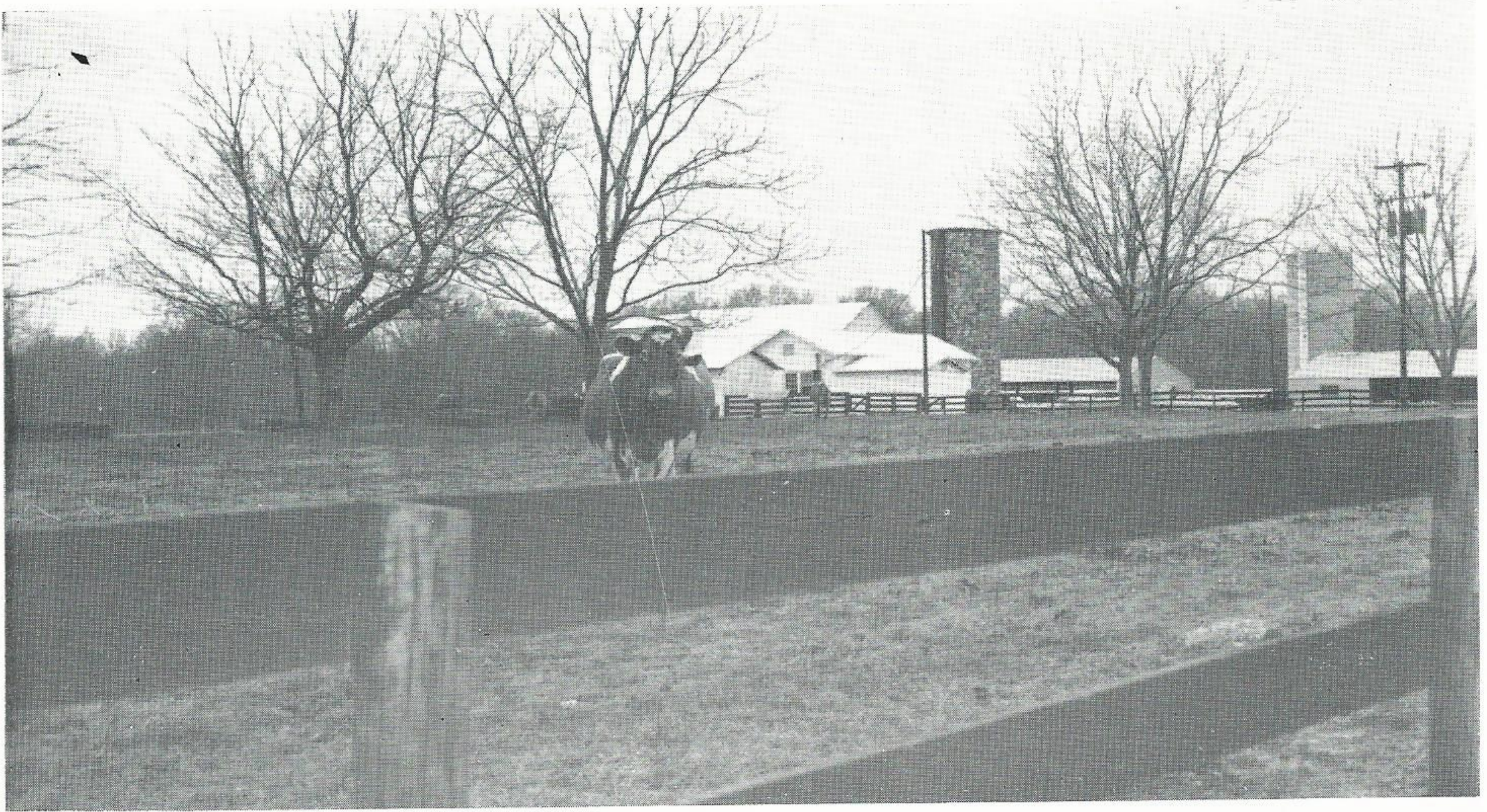
D. C. Johnson describes the operator's role . . .



Ed Barton explains how meters work . . .



and then a cold drink and balloon from Reddy Kilowatt.



"GOLDEN GUERNSEY." Pure bred Guernsey cows like this one are a trademark of the Kleinpeter dairy farm, southeast of Baton Rouge,

Louisiana. Leon Kleinpeter, Sr. started dairying after World War I. All milking operations are handled by Reddy Kilowatt.

Quality of Baton Rouge's Kleinpeter's

"Golden Guernsey" Milk guarded by . . .

All-Electric Dairying

IT takes more than blue ribbon cows to supply good milk because the quality of the milk must be maintained from cow to customer. That's why the Leon Kleinpeter family, owners and operators of Kleinpeter farm and dairy near Baton Rouge, uses modern electric dairy equipment to guard the quality of the premium "Golden Guernsey" milk produced by their prize-winning herd.

On the Kleinpeter farm, which the family has owned for 200 years, 69 registered Guernsey cows are milked twice daily in the all-electric, 30-cow capacity milking parlor. The milk flows from the electric milkers through hygienic glass pipes to the bulk milk cooler, passing on the way through a releaser tank which helps maintain

vacuum. Without having to be hand carried anywhere along the line, it starts to cool mere minutes after it leaves the cow.

After cooling, the milk is hauled by truck to Kleinpeter Farms Dairy, about a mile from the farm itself. The dairy processes 6,000 gallons of milk daily for consumption in the Baton Rouge area, but only the rich Guernsey milk produced by the Kleinpeter farm cows is labelled "Golden Guernsey".

Like the farm, the dairy relies on modern electric equipment to maintain high quality in the product. Six electric refrigerated tanks store the milk at safe temperatures, and a shiny stainless steel cream separator clarifies foreign matter out of the milk and standardizes butterfat content, as well as separates

cream. From the separator, the milk can be pumped directly to the electric pasteurizer and then to the homogenizer. These two machines, like the separator, process 1,000 gallons of milk an hour.

Even after the milk has been clarified, standardized, pasteurized and homogenized, electricity does still more jobs at the dairy. The milk is bottled or "cartoned" by automatic electric machines which even remove foam before sealing. The large amount of water needed to keep the dairy clean is pumped by a five horsepower electric motor.

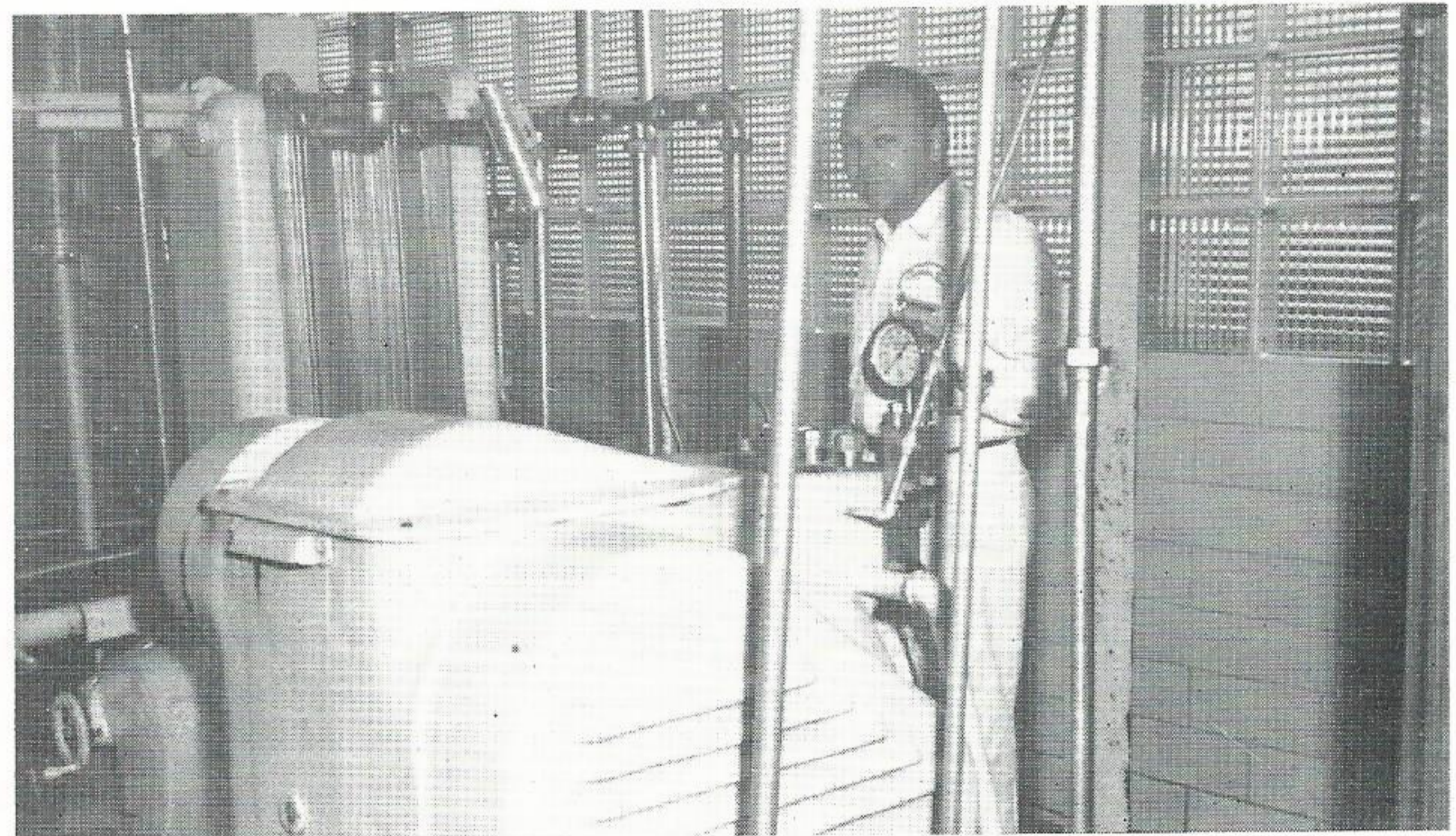
Every step of the way, electricity helps Kleinpeter "Golden Guernsey" retain the high quality of premium milk that comes from fine dairy cows.



CLEANLINESS, A MUST. At the dairy, the freshly cleaned separator is readied for action by Jewell Garon. The machine can electrically clarify and standardize the milk as well as separate its cream.



MILKING TIME. Helper Bobby Thomas gets "Melinda" set for milking in the all-electric milking parlor. Milk flows from electric milker through glass pipes to cooler in adjoining room.



MAKING THE MILK SAFE. One of the Kleinpeter brothers, "Bobo", prepares the electric pasteurizer (left background) and homogenizer (foreground) to process 1,000 gallons of milk an hour.



PLENTIFUL WATER SUPPLY. Powered by a five horsepower, three phase electric motor, this pump can deliver 1,500 gallons of water an hour from the 400 feet well at Kleinpeter Farms Dairy.



MILK STORAGE. Herd Manager Sam Morris checks the bulk milk cooler. Later, milk will be pumped electrically into tank truck to be hauled to the Kleinpeter Farms Dairy for processing.

*In Jennings, Louisiana, the
Reese J. Broussard family
is sold on "all-electric"
living as they . . .*

Build Third Gold Medallion Home



JENNINGS FAMILY BUILDS THIRD GOLD MEDALLION HOME. This is the third Gold Medallion Home built by the Reese J. Broussard family of Jennings, Louisiana. They moved into this all-electric home at 1103 North Lake Arthur Avenue on April 9. The Broussard's still own the other two homes and keep them rented all the time.

A Jennings, Louisiana, family that really believes in all-electric living moved into Jennings' newest Gold Medallion Home at 1103 North Lake Arthur Avenue on April 9.

This is the third all-electric home built by the Reese J. Broussard family.

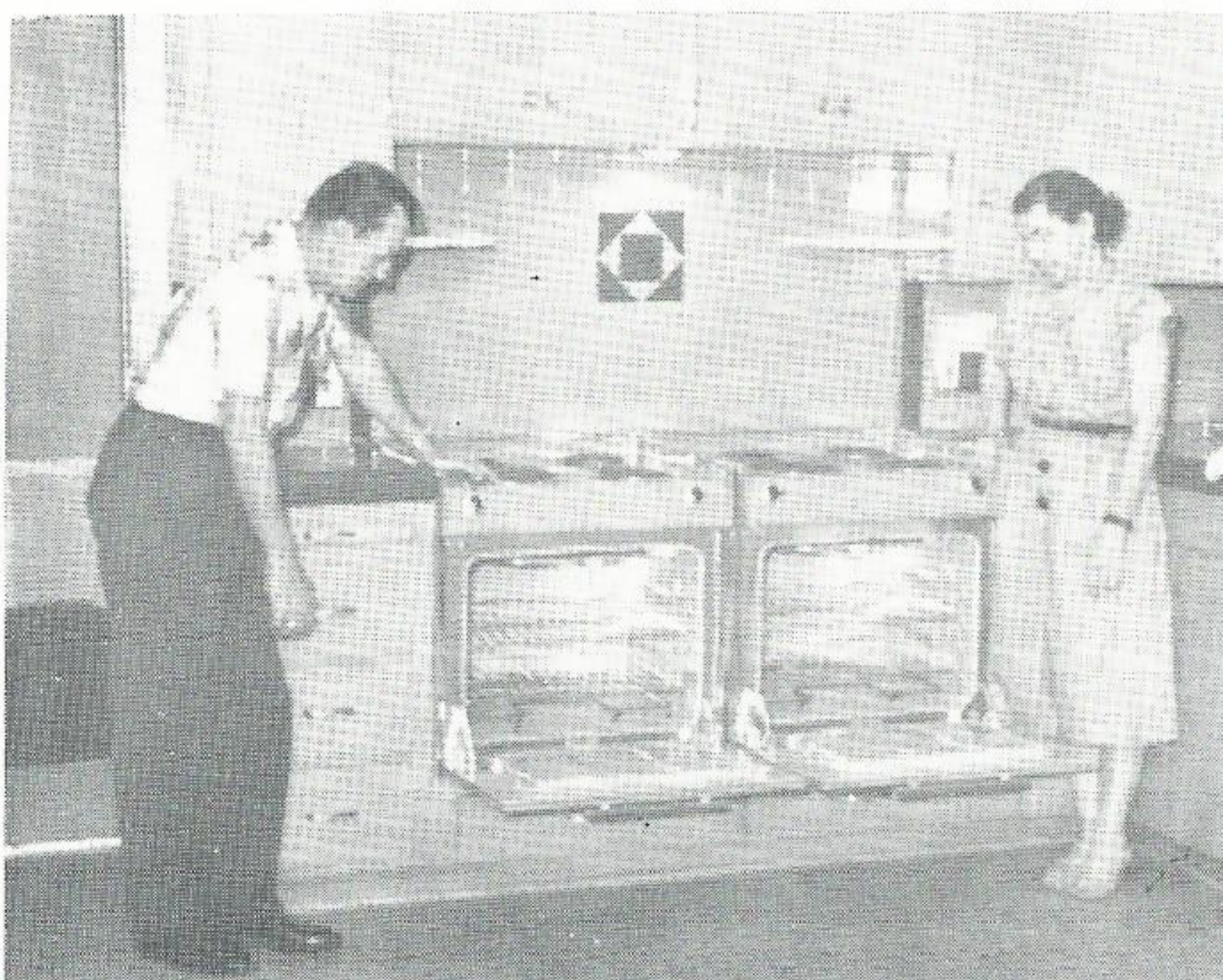
"We've nothing but praise for Gulf States' cooperation in helping us plan our Gold Medallion Home," said Mr. Broussard. "We really enjoy our all-electric living and appliances as well as the electrical service we receive."

The home has three bedrooms, two complete baths

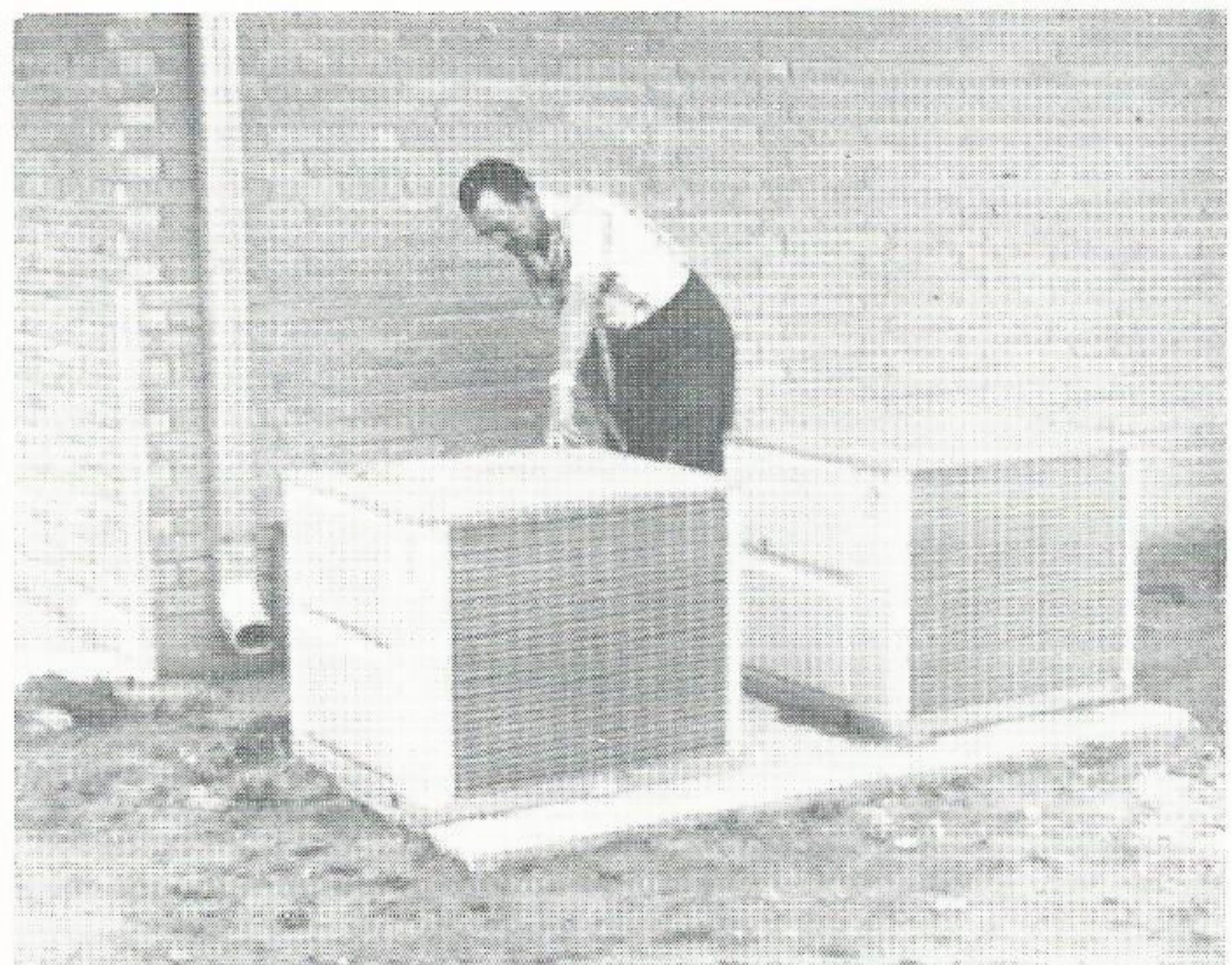
and a half bath, a large double kitchen and dining area with an adjoining patio, a large living room and a double carport.

The house is sectioned off in duct work with two General Electric Heat pumps for cooling and heating. In the kitchen two General Electric built-in ranges are installed side-by-side. There are two General Electric disposals, two 12-foot General Electric freezers and a General Electric refrigerator. A General Electric washer, dryer and a 50-gallon water heater are in use in the utility room.

The family has lived in the other two Gold Medallion homes and now keeps them rented all the time.



CHECKS KITCHEN RANGE. Martin Wagon, residential sales representative, Jennings, checks Mrs. Broussard's two General Electric built-in ranges to see if they are in good cooking order.



CHECKS HEAT PUMP OPERATION. Mr. Wagon takes a look at the two General Electric heat pumps that heat and cool the three-bedroom brick home to allow the Broussard's year-round living comfort.

Orange GSU families

briefed on advantages

of "all-electric" living

by . . .

"NEWSCAST"

MORE than 100 Orange District employees and their families attended an April 17 dinner meeting at the upstairs banquet room, Orange Bowling Palace.

The meeting, prepared by Joe DeJean, supervisor of system residential sales promotion, Beaumont, featured a 35-minute slide presentation on the many delightful aspects of all-electric living. M. J. "Dude" Johnson and J. O. McCune, sales representatives, were the "Huntley-Brinkley" commentators who presented the show, and Harriet Babin, home service advisor, presented a "commercial" which briefly explained the duties of the Home Service Department.

The fast-moving, informative "newscast" briefed the Orange GSU families on the many advantages of flameless electric appliances and total-electric living, and covered Company incentives that make it mighty attractive for employees to buy flameless appliances of their choice at real bargains.



"THANK YOU, DAVID." J. O. McCune, left, and M. J. "Dude" Johnson, residential sales representatives, Orange, were the "Huntley-Brinkley" commentators on the program of all-electric living presented at a recent dinner meeting for Orange employees and their families.

There were slides showing actual installations of heat pumps and electric resistance heating in area medallion homes, with operating costs on each installation, pointing up the fact that flameless electric living is well within the grasp of most folks these days.

T. O. "Doc" Charlton, Orange District

superintendent, emceed the meeting.

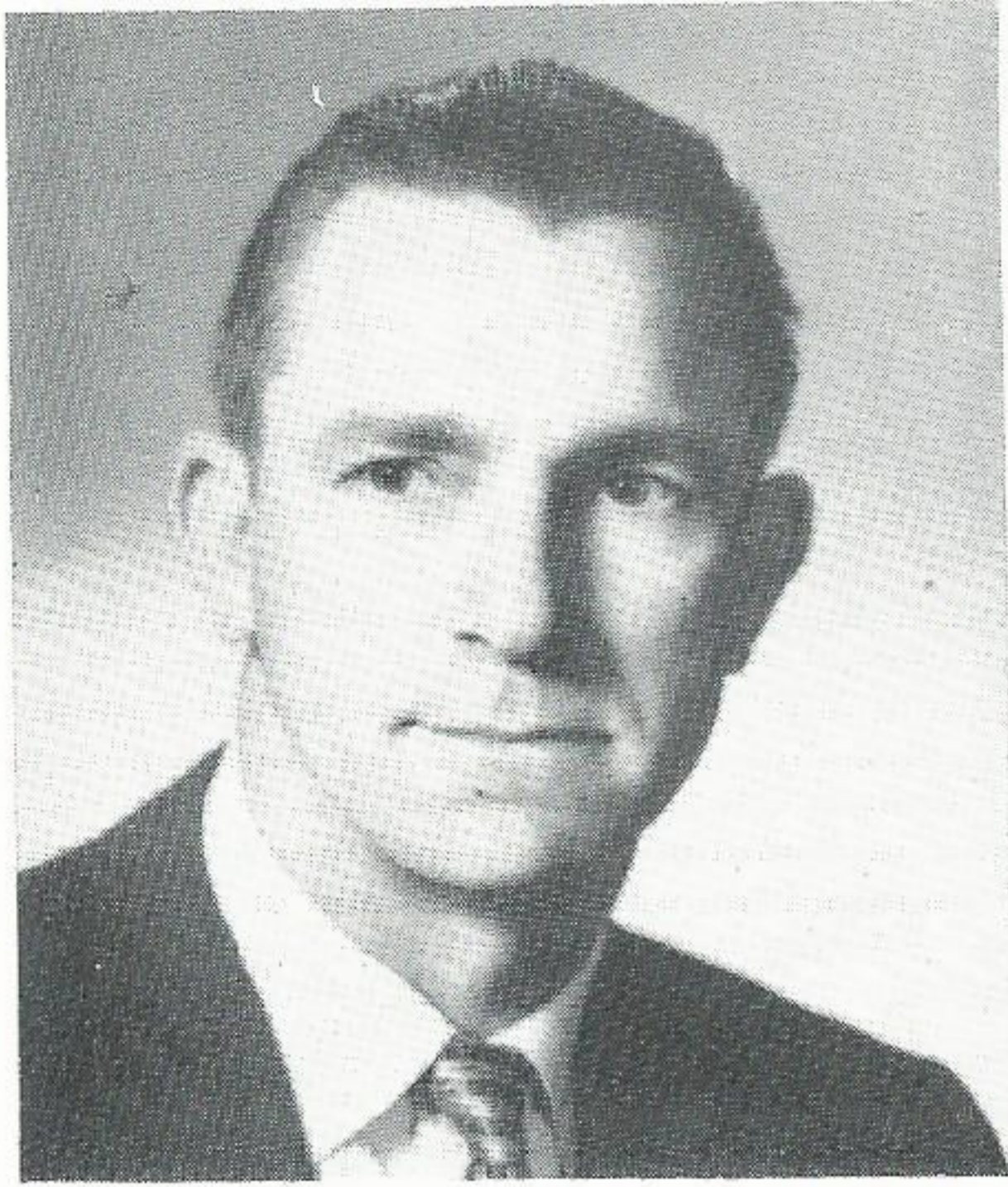
"The purpose of such meetings," said Mr. DeJean, "is to equip all employees and their families with information regarding the Company's residential sales program so that they will be better qualified to persuade their friends and neighbors to live better electrically."



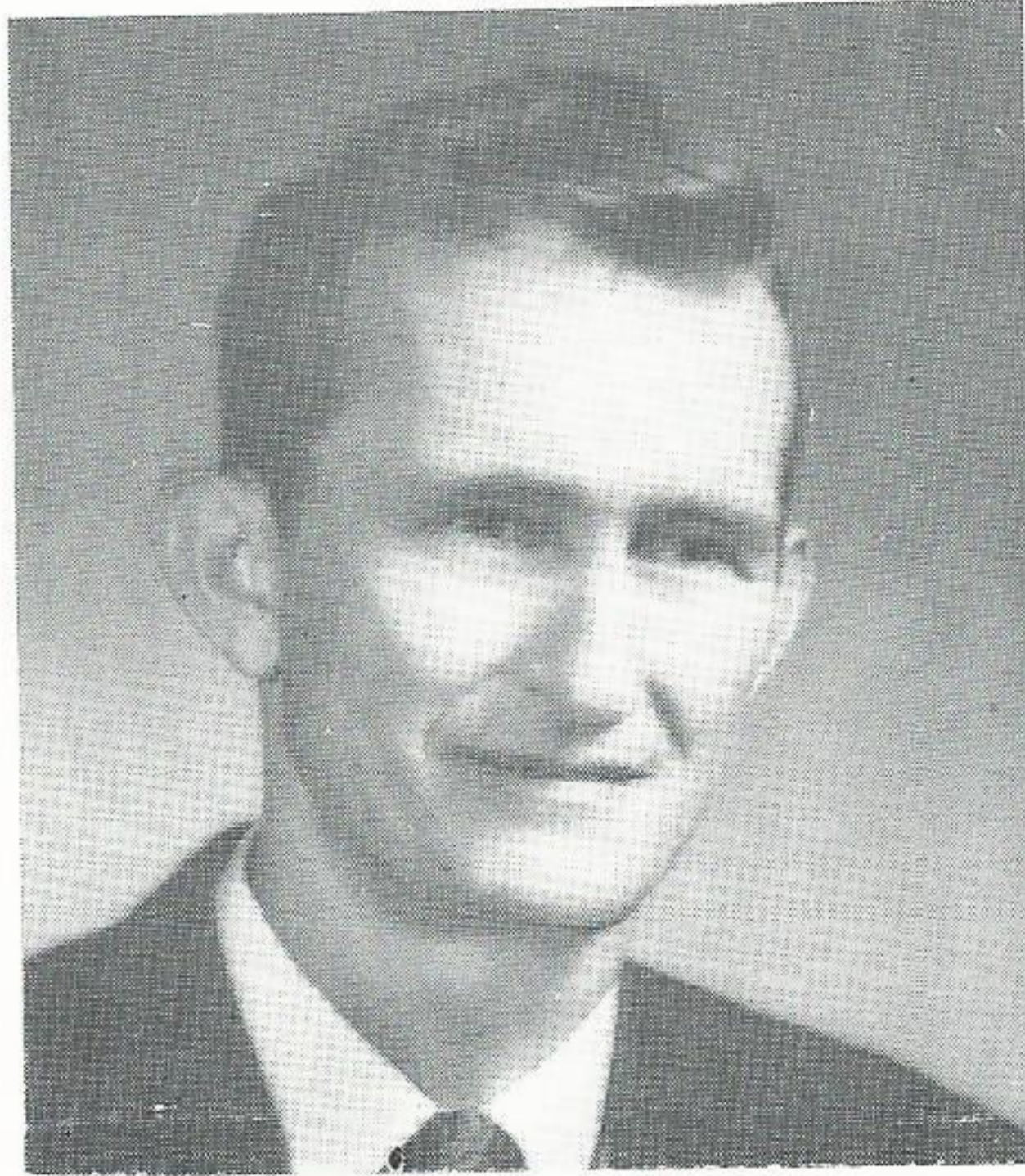
BRIEFED ON TOTAL-ELECTRIC LIVING. These Orange employees and their families were among the more than 100 who attended a special



dinner meeting at which they learned the many advantages of flameless electric appliances and total-electric living.



J. V. Lasyon



H. H. Heil



J. O. Wilson

Three Neches Station Employees Promoted By Production Department on April 1

THREE Production Department employees at Neches Station have been promoted effective April 1.

John V. Lasyon, station engineer, has been promoted to operating engineer; Herman M. Heil, control operations foreman, to station engineer; and J. D. Wilson, head fireman, has been advanced to control operations foreman.

Mr. Lasyon was first employed by our Company in May, 1937, as an assistant fireman. He progressed to head fireman in 1952, and to station

engineer in 1956. A native of Colfax, Louisiana, Mr. Lasyon was graduated from Beaumont High School. He is married and has one daughter. The Lasyons now live in Nederland, Texas.

Mr. Heil joined our Company in June, 1941, as an assistant fireman and progressed to head fireman in 1952. He was made control operations foreman in 1958. Mr. Heil was born in Gonzales, Texas, where he finished high school. He is a Navy veteran and Beaumont resident.

Mr. Wilson came to work for Gulf States in January, 1946, as an operator's helper. He was promoted to head fireman in 1956. He was born in Caddo, Oklahoma, went to school in Canadian, Texas, and attended Texas A&M College two years. He is a veteran of the Army Air Corps, is married and has one son. The Wilsons live in Vidor, Texas.

All three men have spent all of their time with our Company at Neches Station.

Eleanor Triplett, Beaumont, Promoted to Assistant Supervisor

ELEANOR J. TRIPLETT, Treasury Department, Beaumont, has been promoted from confidential records clerk to assistant supervisor of confidential records and payroll accounting effective April 16.

Mrs. Triplett joined our Company in

April, 1948, as a stenographer. In 1951, she was advanced to senior accounting clerk and was named confidential records clerk in 1957.

She is a native of Jonesboro, Louisiana, and attended school there.



Mrs. Triplett



P. C. Faulk

P. C. Faulk

To Retire

PAUL C. FAULK, Jennings T&D, will retire June 1 after completing 24 years of service with our Company.

Mr. Faulk began his employment with our Company on June 16, 1934, in the Lafayette Line Department. He moved into the Service Department in 1936 and has spent his entire length of service there. He was transferred to Jennings as a district serviceman in 1943 and moved to Elton in the same position in 1949. He was transferred back to Jennings in 1961.

He is a native of Crowley, Louisiana, and attended school there and Centenary College in Shreveport. Prior to coming to work he was employed as a school teacher and as a lineman by Louisiana Power and Light Company in Monroe, Louisiana.

ADD GLIBS: A financial genius has been defined as one who can pay all his December bills by January 10 . . . A husband who is busy as a bee may someday wake up to find his "honey" missing . . . A sense of humor is the oil for life's engine . . . Treat flattery like cigarette smoke—inbale but don't swallow . . . A man who can but doesn't read good books has absolutely no advantage over the man who can't read . . . Automation has been defined as man's effort to make work so easy that women can do it all.

Fort Madison, Iowa
Evening Democrat



CUTS RIBBON. Chairman of the Board Nelson and Ben Rogers, Beaumont businessman and Chamber of Commerce president, share honors at ribbon-cutting ceremonies officially opening Beaumont's new St. Elizabeth Hospital during dedication of the \$6 million structure, April 29. The hospital is expected to be open to patients late in May and will be operated by the Sisters of Charity of the Incarnate Word.

Our Far Reaching Advertising

SOMETIMES our advertising program reaches further than we think as evidenced by an article that appeared in February 23 issue of The East Feliciana Watchman published in Clinton, Louisiana.

"Hainsfruther Clothing of Winchester, Ill., burned recently and the owner be-

gan making plans to rebuild. He received a copy of a magazine, "Today's Business," which contained an article on McKnight's store in Clinton, illustrated with three photographs.

"The matter was taken up with Ray M. Thompson of Central Illinois Public Service Co., Jerseyville, Ill., who wrote to McKnight's for information on lighting, heat pumps, and construction details of their building. It is an ideal store for its market, the letter indicated."

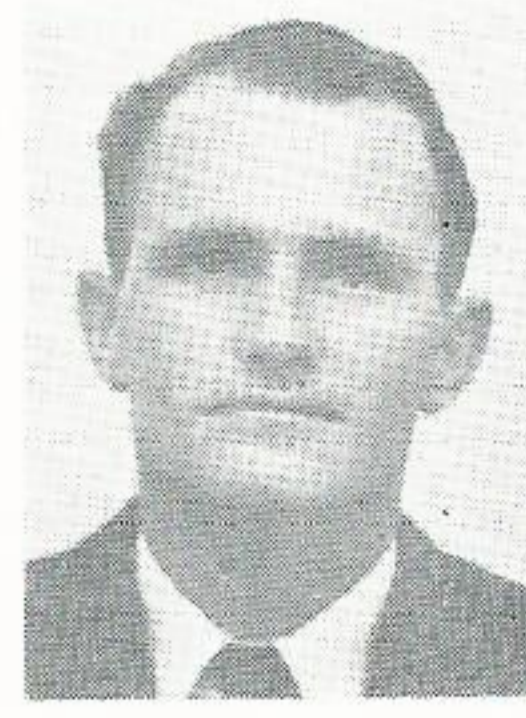
The material for this story was prepared by Walter Wright, commercial and industrial writer in Beaumont.



Salesman of the Month



RAY PACE
Beaumont



VIRGIL FOSTER
Huntsville



DON HOOD
Baton Rouge



PHILIP LeDOUX
Sulphur



HASKEL SILKWOOD
Port Arthur

MARCH RESIDENTIAL LOAD BUILDERS

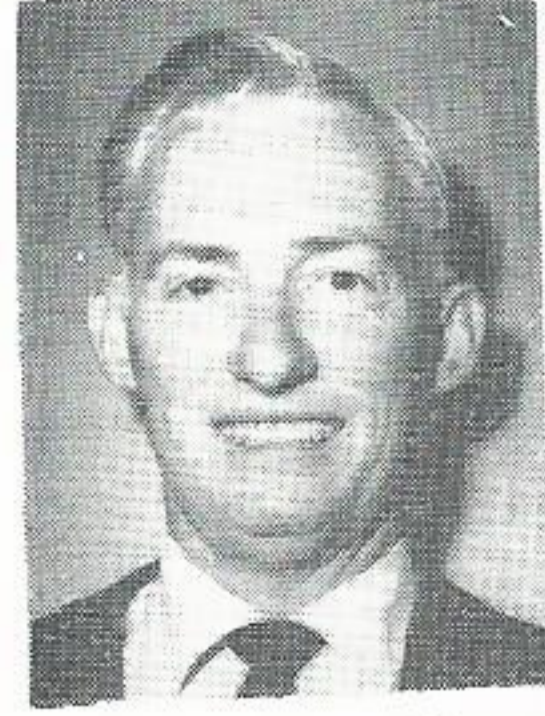


KICKSOFF RANGE CAMPAIGN. Helping set the stage for the big April-May range campaign now in progress was C. J. "Chuck" Kenney, right, merchandise manager, range department, major appliance division, Westinghouse, who presented five range sales demonstrations in April before 150 Company sales employees and area appliance dealers in Baton Rouge, Jennings, Navasota, Port Arthur and Beau-

mont. Mr. Kenney covered features of the new Westinghouse ranges and in addition pointed out how sales personnel can inject more excitement and graphic demonstration into their sales stories. Residential sales representative and home service advisors from the Beaumont Sales Department left, pay rapt attention to Mr. Kenney's action-packed talk.



Salesman of the Month



GLEN HAINES
Beaumont



LESTER LANDRY
Baton Rouge



FOREST ELKINS
Port Arthur



CHARLES BORING
Navasota



ROY LOUVIERE
Lake Charles

MARCH COMMERCIAL LOAD BUILDERS



SPEAKS AT BANQUET. Frank Robinson, local superintendent at Woodville, is shown here speaking at the FFA Father-Son and FHA Mother-Daughter banquet at Spurger, Texas, last month. Mr. Robinson told the young people present that they are going to have to be greater than their parents in order to keep going forward. At head table, left to right, are Travis Scott, vocational agriculture teacher; Sue Hicks, outgoing FFA chapter sweetheart; Charles Hudson, chapter president; Mr. Robinson; Maxie Hicks, winner of the Farm Electrical Award, and Mrs. Oscar Hoffpauir, home economics teacher.



LESSON IN COOKING. Twenty-four girls of A Chapter, Tri-Hi-Y, attended this range demonstration in the first floor auditorium of the Beaumont General Office April 12. Mrs. Grace Brooks, home service advisor, prepared a fried chicken oven meal with vegetables and dessert and demonstrated an electric skillet during the evening. The girls, all Beaumont High School sophomores and seniors, also made candy. On the stage, left to right, are Julie Terry, vice president of the chapter, Andy Anderson, Mrs. Brooks, Kay Maness and Kit Howell.

E. W. Austin Dies Following Illness

E. W. "JOE" AUSTIN, assistant personnel manager, Beaumont, died May 4 in Beaumont's Baptist Hospital after an illness of several months.

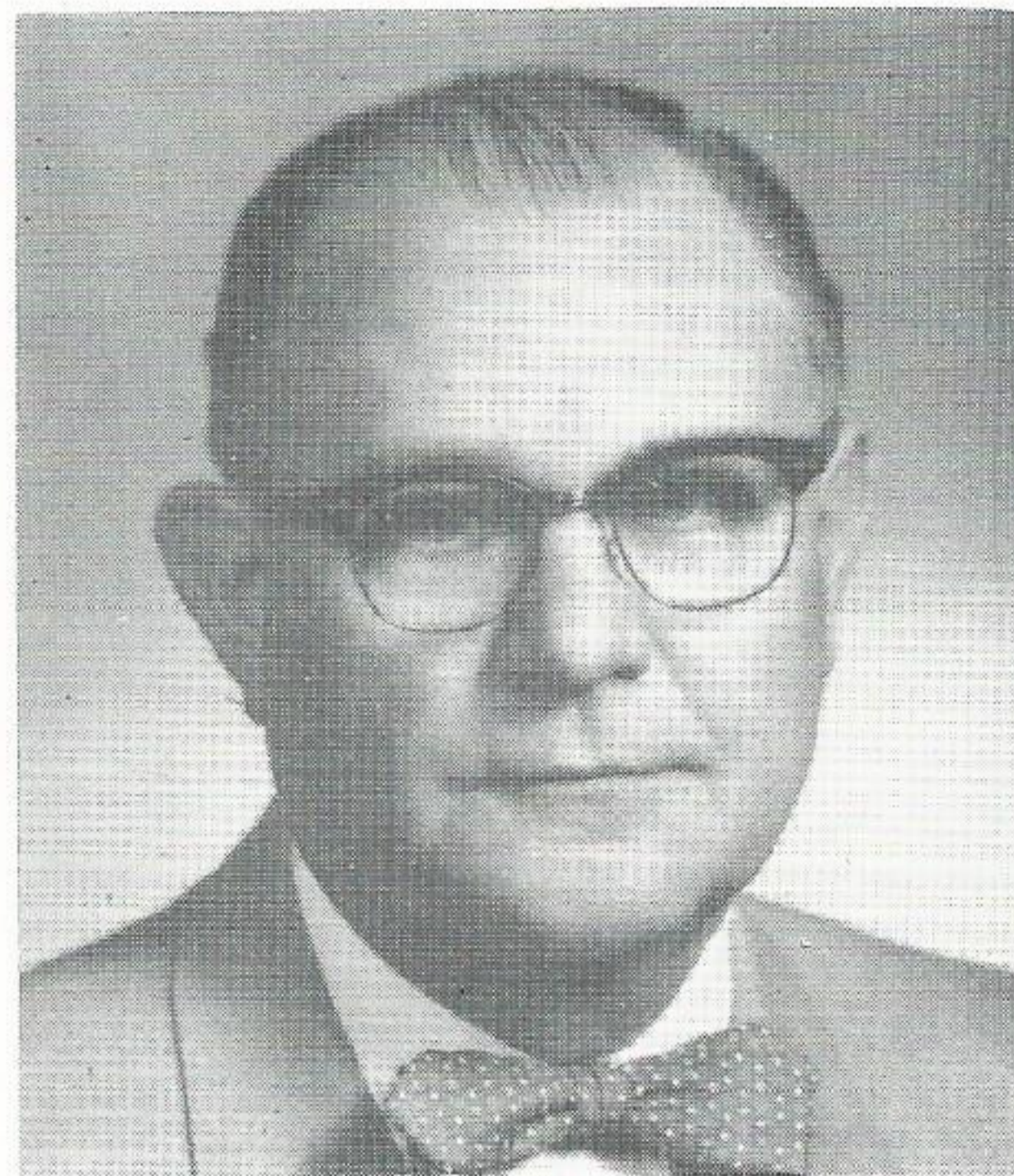
Funeral services were held May 7 in Beaumont.

Mr. Austin joined our Company in 1923 in Accounting at Port Arthur. In 1926, he was transferred to Orange and later to Beaumont.

He served as chief clerk in Port Arthur and Lake Charles and worked in Baton Rouge before moving to the Personnel Department as assistant manager in 1941.

Mr. Austin was a member of St. Andrew's Presbyterian Church, the Beaumont Club, Pinewood Country Club and the Southwestern Association of Electric Personnel Managers.

He is survived by two cousins, W. Harry Longe, Beaumont, and Dr. George C. Austin, Miami Beach, Fla. Mr. Austin was a native of Daytona Beach, Fla.



E. W. Austin

PLAIN TALKS SYMPATHY TO

Mr. and Mrs. George Bunch, Louisiana Station, on the death of Mrs. Bunch's sister.

John A. Kleinpeter, serviceman, Baton Rouge Gas, on the death of his father.

IN ERROR:

Last month under the 1950 picture of the Relay Section we said "... Inglehart are no longer with our Company". It should have read "Mr. Inglehart is no longer with the Relay Department, he is now a substation foreman in Navasota."



Reddy's Kollege of Kilowatt Knowledge

1. Last year the Company paid over \$20,368,000 in federal, state and local taxes. Estimates show that our Company's total tax bill for 1962 will increase by:
 - a. 3% b. 27% c. 14% d. 17%
2. Through electrification and scientific methods of farming, the U.S. farmer in 1960 produced enough to supply the needs of 25 other Americans. In contrast, the Russian farmer supplied the needs of how many of his countrymen?
 - a. 7 b. 10 c. 2.5 d. 12.3
3. A recent tabulation of the Company's shareholders totaled 18,024, the greatest number in its history. These owners reside over the 50 states and in several foreign countries. How many reside in Texas and Louisiana?
 - a. 379 b. 7,031 c. 2,300 d. 4,686
4. What percent of their disposable personal income (income after taxes) did Americans spend in 1960 for electricity?
 - a. 1.4% b. 10.3% c. 6.7% d. 5.3%
5. Electric companies in 1960 derived 97% of their total revenue from the sale of electricity and the remaining 3% from a variety of sources. Residential, industrial and commercial customers accounted for 91% of sales revenues. Residential users contributed the largest portion which was:
 - a. 38% b. 46% c. 53% d. 41%

Answers on Page 33

CERTIFICATE OF

Appreciation


FOR ADVERTISING SUPPORT

is hereby presented to

Plain Talks



S. D. Repplier
President
The Advertising Council



Howard Pyle
President
National Safety Council

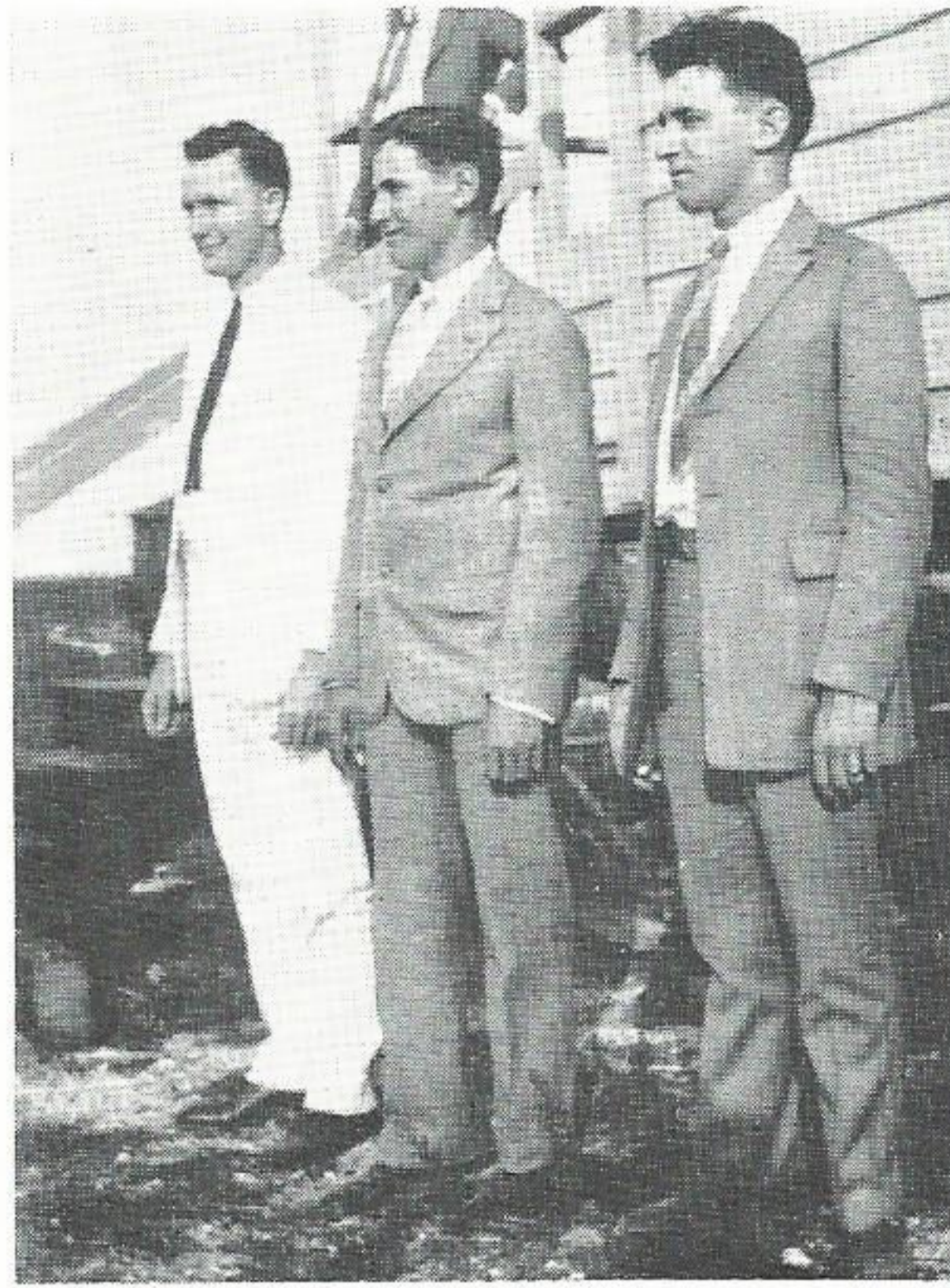
in grateful appreciation for help given the 1961 Stop Accidents Campaign . . . a campaign designed in the public interest to save lives and thereby make America a safer place in which to live.

COMPANY MAGAZINE CITED. PLAIN TALKS, our Company's employee magazine, received this certificate of appreciation last month from the Advertising Council and the National Safety Council for our participation in the 1961 Stop Accidents Campaign, designed to save lives.

A Look at Yesterday



UP A POLE. Back in January, 1950, Aubrey Sprawls, bottom, and Vic Norvell, top, were on a ladder installing 220 volt service for a heating cable in a hot bed at the Watham Nursery at Shepherd, Texas. Watching them is Evan Watham, now a certified public accountant in Beaumont. Mr. Norvell is now district superintendent at Silsbee and Mr. Sprawls is area development engineer in Beaumont Division Sales.



HAIRY FIGARI AND SVELTE GUEIFI. This photo, vintage 1923, was anonymously submitted to "prove that E. E. 'Fig' Figari (at left in white suit) once had hair and P. J. 'Pete' Guelfi (far right) once was slim." Both Texas A & M grads, Mr. Figari is superintendent of Neches Station in Beaumont and Mr. Guelfi is supervisor of Construction Budget, Beaumont. The other gentleman was not identified.



THRIFT PLAN INVESTMENTS

DURING April the Employee Thrift Plan trustee made the following stock purchases covering employee deductions and Company contributions through March:

1,712 shares of common stock at a total cost of \$74,465.86, or an average cost per share of \$43.496413.

108 shares of \$4.40 preferred stock at a total cost of \$10,335.22, or a cost of \$95.69648 per share. These costs included brokerage and commission on the stock.

The Trustee also deposited \$15,897.87 with the savings department of The First Security National Bank of Beaumont.

BIBLE - BREAK

a monthly column



By Ruby Lee Adams

IN the scheme of creation the lower animals appeared first. Besides being the newest thing, consequently the highest type, and the only woman whose name is told for centuries, Eve must have been bright and progressive, in advance of her time. It took the devil himself to tempt her, and then neither wealth nor power, but the desire for knowledge appealed to her. The mascu-

line element, apparently not alert enough to seek it himself, meekly and quite willingly followed his wife's lead, and some of them are doing that yet.

After Adam and Eve had eaten the fruit, 'the eyes of them both were opened, and they knew that they were naked; and they sewed fig leaves together, and made themselves aprons.' Thus the history of costumes started with the fig leaf.

Fashions being yet in the future, dress patterns and Mrs. Jones' new bonnet did not worry Eve. Her first efforts at costuming were a little crude, but later she wore coats of fur or sheepskin, the forerunners of the Parisienne's Persian lamb wrap of today.

The records say, 'that many

sons and daughters were born unto them;' but the names of only three of the children of our first parents are given. Not the name of a single daughter is mentioned. Adam does not appear to have been remarkable either for intelligence or for courage; but he must have been extraordinarily ingenious. He named all the animals. Eve gave names to her children—Cain, Abel and Seth. These were the first children and Cain was the first child. It may seem strange that she did not call him after Adam; his was the only name she had ever heard. But she called his name 'Cain,' which signifies 'possession.' Abel signifies 'transient, or vanity;' while he who was born after the death of Abel was called 'Seth,' the 'substitute one.'



FIRST AID FOR CUTS: Wash cut with warm soapy water. Apply mild antiseptic. Then dress with thin layer of petroleum jelly and bandage compress.

QUICKIE CARD QUIZ. How many cards in the regular 52-card deck cannot be held "upside down"? Answer: There are 30 which appear identical when held either way.

gulf staters in the news

KENNETH SUTTON, advertising director, and **Jim Turner**, advertising supervisor, both of Beaumont, were co-hosts for our Company at the April 13 dinner meeting honoring members of the Texas Gulf Coast Press Association at its 24th annual convention held at the Ridgewood Motor Hotel in Beaumont. Entertainment was provided by students of Lamar Tech's Music School, including talented singer **Jeanette Hall**, daughter of **Mr. and Mrs. Gandy Hall**. (he's maintenance supervisor at Neches Station). She has worked the last three summers in Records Management, Beaumont. **Herschel Mathews**, super-

visor of advertising production and records, was also on hand.

Robert R. Milling, Jr., Baton Rouge T&D Engineering, was recently voted into the Sabine Chapter of the Texas Society of Professional Engineers as a junior member. Mr. Milling has been an employee of our Company since graduating from Lamar Tech in 1961.

Keen Franklin, district serviceman, Trinity, has been elected president of the Trinity Chamber of Commerce for 1962.

Ken Londers, Beaumont Storeroom, has been elected president of the Beaumont Bowling Association. Ken has been a bowler since 1957. He will assume his new duties in September for the 1962-63 season. He has served as vice-president of the 1,000 member organization and was a member of the Beaumont Journal's 1961 All-City team. Ken has a wide interest in sports, holding memberships in the Southwest Football Officials Association and the Southwest Basketball Officials Association.

Pat Harrop, son of **Johnny Harrop**, general accountant, Beaumont, recently took over the leading position on the batting roster of Sam Houston State College Bearkats. Pat, a sophomore infielder, is the leadoff man on the Bearkats nine, and after the first 20 games of the season he boasted the highest average on the club.

Z. B. Brown, Neches Station, rolled a record setting 700 series during the weekend of April 7, to lead all entrants in the Texas State Bowling Association Tournament. The Class B bowler topped a previous record of 690 set in 1959 and led the Class A leader for this year by seven pins.

R. O. Wheeler, Baton Rouge Division manager, has been named to serve a three year term on the Board of Directors of the YMCA of Baton Rouge.

V. P. Gayle, system residential sales superintendent, Beaumont, was the guest speaker at a recent meeting of the Sabine Area Sales Executives Club. Mr. Gayle presented a film talk entitled "How to Prevent Objections in Selling."

J. P. French, director of purchasing, Beaumont, attended a value analysis work shop conducted by the Sabine Neches Association of Purchasing Agents April 12th at the King Edward Hotel. He spoke to the group on his experiences in applying value analysis to material, transportation, and office management in connection with the Purchasing Department activities.

Welcome Aboard NEW EMPLOYEES



Hyman K. Taylor
James D. Burliegh
John A. Landry
Kenneth W. Haynes
Robert L. Fore
William N. Avery
Philip M. Losack
Irby J. Thibodeaux
Elba G. Dodge
Jacqueline A. Chitty
Mary G. Stelly
Sherry L. Simpson
Bertie P. Sheffield
Clara S. Ellis
Jo A. Weidel
Jeanne N. Campbell
David Doss
William B. Killebrew, III
Charles M. DeCuir
Georgia A. Endicott

Beaumont
Baton Rouge
Lake Charles
Beaumont
Orange
Navasota
Port Arthur
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont

NechesSta
LaSta
RSN
T&D-Line
T&D-Line
T&D-SubSta
T&D-Line
BuildingServ
Corp&Finance
Records
Purchasing
Steno
Steno
Treasury
IBM
GenAcctg
Storeroom
Sales
Sales
Personnel



Mr. and Mrs. James P. Towers, training representative, Beaumont, on the birth of their daughter, **Mary Jane**, February 4.

Mr. and Mrs. Robert Hoepner on the birth of their son, **Robert Kyle**, April 19, in Beaumont's Baptist Hospital. Mrs. Hoepner is the former Charlotte LeVois, daughter of **Mr. and Mrs. Henry LeVois**, Navasota Division manager, and was employed in the Advertising Department, Beaumont, as an artist.

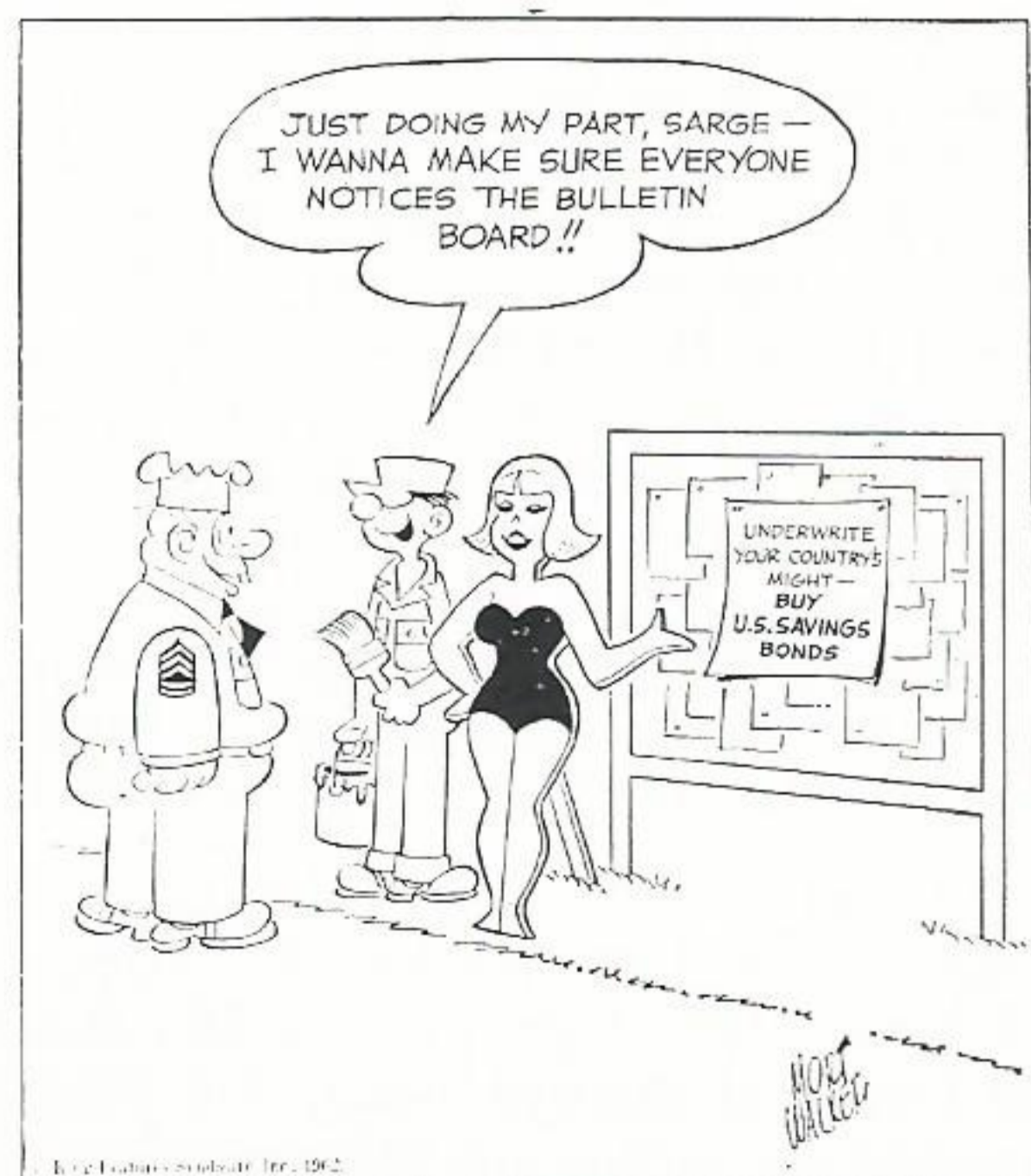
Mr. and Mrs. Milton J. Fontenot on the birth of a daughter, **Rhonda Lynn**, on March 24. Milton is an auxiliary operator at Riverside.

Mr. and Mrs. Dale Karaff on the birth of their son, **Kevin DeWayne**, April 2. Mr. Karaff is an electrician at Neches Station.

Charles and Barbara Shea, he is employed in Purchasing, Beaumont, on the birth of their daughter, **Susan Elizabeth**, March 26.

Mr. and Mrs. Richard L. East on the birth of their son, **Bart Steven**, April 1. Mr. East is a serviceman in Baton Rouge Gas.

Mr. and Mrs. David L. Broussard on



Odea V. McNeil, Jr.	Beaumont	TurbineOper-Neches
John S. Andrus	Beaumont	TurbineOper-Neches
James V. Faggard	Beaumont	2ndFireman-Neches
Lawrence E. Wenzell, Jr.	Beaumont	2ndFireman-Neches
Horace A. Taylor	Beaumont	EquipOper-Neches
William B. Linnehan	Beaumont	EquipOper-Neches
J. R. Wheeler	Beaumont	SwitchboardOper-Neches
Hal J. Ridley	Beaumont	SwitchboardOper-Neches
Cliffred C. Kuritz	Beaumont	HeadFireman-Neches
Charles O. Baer	Beaumont	HeadFireman-Neches
Garland A. Bossley	Beaumont	TestTech2/C-Neches
Jesse C. Willcox	Beaumont	EngAsst-Eng
George B. Gray	Beaumont	SrEngAsst-Eng
Charles B. Wright	Beaumont	SrEngAsst-Eng
Myrl E. Hollyfield	Beaumont	SrDraftsman-Eng
Mary E. Blalock	Beaumont	SrSteno-Steno
Prentice W. Ward	Beaumont	Accountant-GenAcctg
Billy R. Hinze	Navasota	EngAsst-T&D
Marvin J. Schaefer	Conroe	Apprentice-T&D
George A. Roy	Port Arthur	Truckdriver-T&D
Robert T. Stephenson	Baton Rouge	Truckdriver-T&D
Wm. C. Fortenberry	Baton Rouge	Apprentice-T&D
Jerry K. Hutson	Lake Charles	AuxOper-R/Side
Orville L. Ingalls, Jr.	Lake Charles	Truckdriver-T&D
Nathan C. Demarest	Lake Charles	S/StaMech3/C
J. M. Manuel	Lake Charles	Serviceman 1/C
Virgil L. Fuselier	Sulphur	ResidentialSalesRepr

the birth of their daughter, **Dianna Carol**, April 10. Mr. Broussard is an employee in the Port Arthur Substation Department.

Mr. and Mrs. E. L. Pool, Port Arthur T&D-Line, on the birth of their son, **Eddie Lee, Jr.**, April 19. This is the first boy and second child of Mr. and Mrs. Pool.

Mr. and Mrs. E. L. Bush, Port Arthur T&D, on the birth of their first child, a daughter, **Kay Leigh**, April 15.

If you've given up on trying to get something open, tell a four-year-old not to touch it.

A neck is something which if you don't stick it out you won't get in trouble up to.

In our nation a truck driver can become a professor if he's willing to make the financial sacrifice.

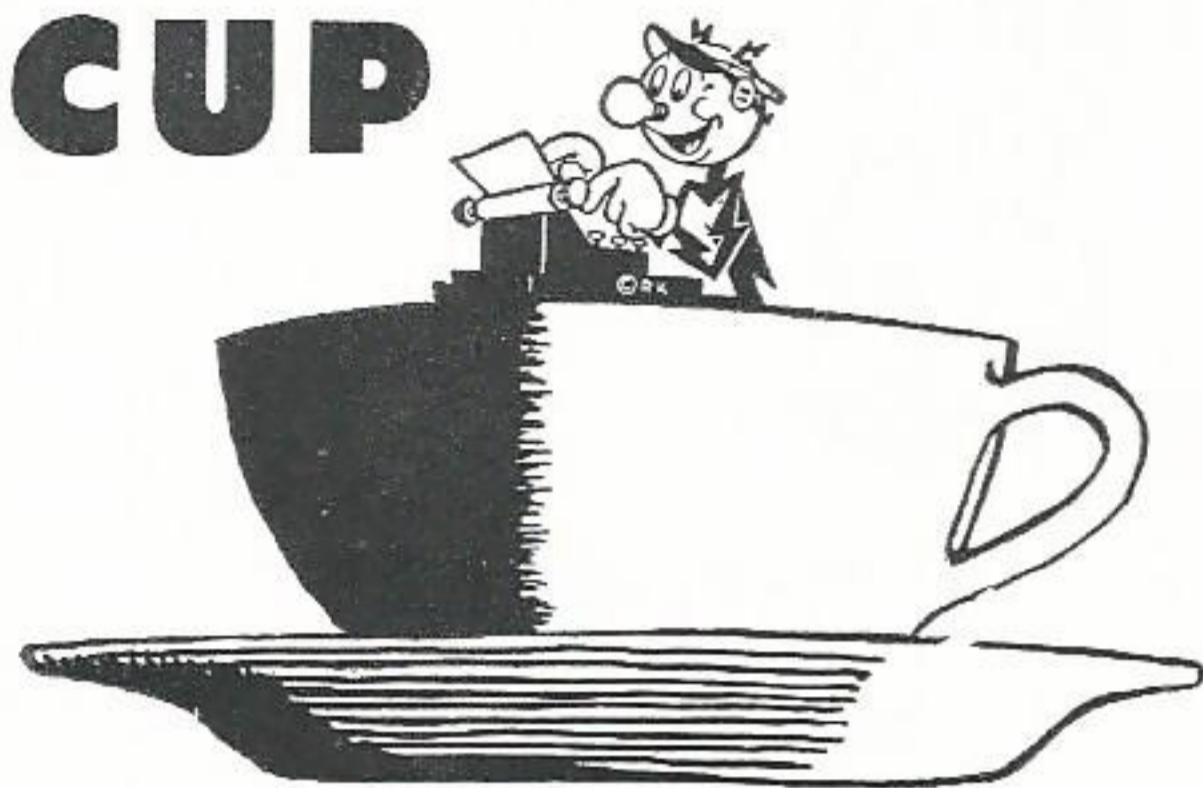
Answers To Killowatt Kollege

(Questions on Page 31)

1. c. 14% — or a whopping \$2,776,000.
2. c. 2.5—Today only 8.7% of the U.S. population is engaged in farming. By 1975 it is estimated that less than 7% will be.
3. d. 4,686 — These stockholders owned 1,433,798 shares.
4. a. 1.4%—The amount spent for electric service was less than the 3% spent for alcoholic beverages or the 2% for tobacco products.
5. a. 38%

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

over the COFFEE CUP



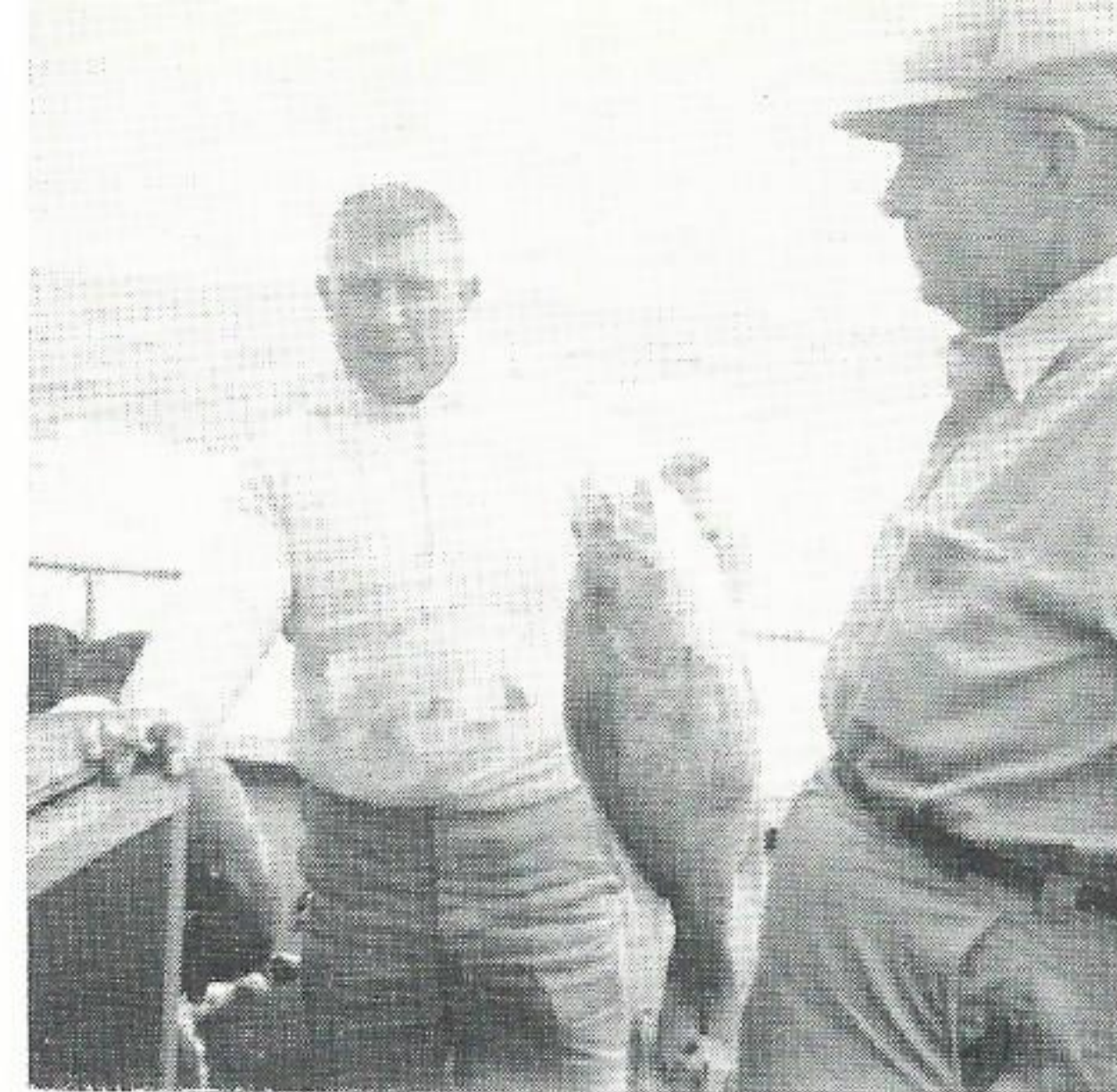
MONDAY, April 9, was the birthday—which one, we'll never tell—of **C. M. Scott**, Port Arthur Division manager. The Accounting and Sales Departments shared a birthday cake provided by the girls in Accounting and Mr. Scott received a personal card from each employee—some of them were riots, all of which made for a very happy celebration.

R. W. "Red" Dunham is home from Baptist Hospital in Beaumont and is welcoming visitors. Red is much improved and so happy to be home. Don't make your visits too long, but real often.

—By Rosemary Vaught

LITTLE **Danny Ramsey**, three-year-old son of **Don Ramsey**, has returned home from Park Place Hospital in Port Arthur, where a diagnosis was made and treatment given for hepatitis. His recovery from the illness will take several months, but he is much improved. Danny's daddy works in the Port Arthur Appliance Repair Department.

H. E. Mack, J. K. Jones, V. M. Shaw, and **C. G. DeCuir** of the Port Arthur Division participated in Education-Business Day on April 26. Each Gulf Stater toured a particular school in the area and actually sat in on some of the classes. The visit was climaxed by a meal in the school's cafeteria, followed by a conference between the visitors and school officials. The tours consisted of Mr. Mack's visiting Thomas Jefferson Senior High School, Port Arthur; Mr. Jones' visiting Sam Hous-



A FINE CATCH. This is just some of the fish that were caught on a recent fishing trip in the Gulf of Mexico made by some Lake Charles Division employees. Left: Virgil Fuselier, residential sales representative, Sulphur, caught this Warsaw (which later got away). Right: Ray Bagwell shows George Gilmore, Sulphur District superintendent, one that didn't get away. Others on the trip from Sulphur were Phillip LeDoux and O'Neil Breaux; from Lake Charles, Don Conners and Ed Hodges; from Roy S. Nelson Station, Dora Aguillard, Louis E. Stough, Milton H. Pharr, Robert L. Atkinson, Sam H. Chamberlain and Tommy Shultz.

ton Elementary School, Port Arthur; Mr. Shaw's visiting Stephen F. Austin School, Port Acres; and Mr. DeCuir's visiting Woodrow Wilson Junior High School, Port Arthur. **John C. Siddall** of Port Arthur was in Houston recently to watch the top-notch professionals perform in the Houston Classics Golf Tournament. We are sure John picked up some pointers which he will use in the Gulf States Employees' Golf Tournament on May 30!

Two T&D employees who are not strangers to Port Arthur Little Theater's presentations are again a part of the forthcoming play. **Loraine Dunham** has been selected as a member of the cast, and her brother, **Wayne Dunham**, is the producer for the musical, "Finian's Rainbow", which will be staged the first of June.

HELEN POWELL and her son, **Timothy**, have returned from a fun-filled vacation in New Mexico. Blue-bonnets were blooming and very beautiful along the hills and sides of the road. Of course, Tim was quite amused with the cactus and flat countryside. It was also his first time to see a buffalo ranch, jack rabbit, Indian monument, and the irrigation of miles and miles of farm land.

On the trip back home, the travelers spent a night at picturesque Buchanan Dam and took the scenic route through Marble Falls to Austin. They also enjoyed a visit to Buckner's Boys Ranch near Marble Falls. This ended a very memorable vacation "out West".

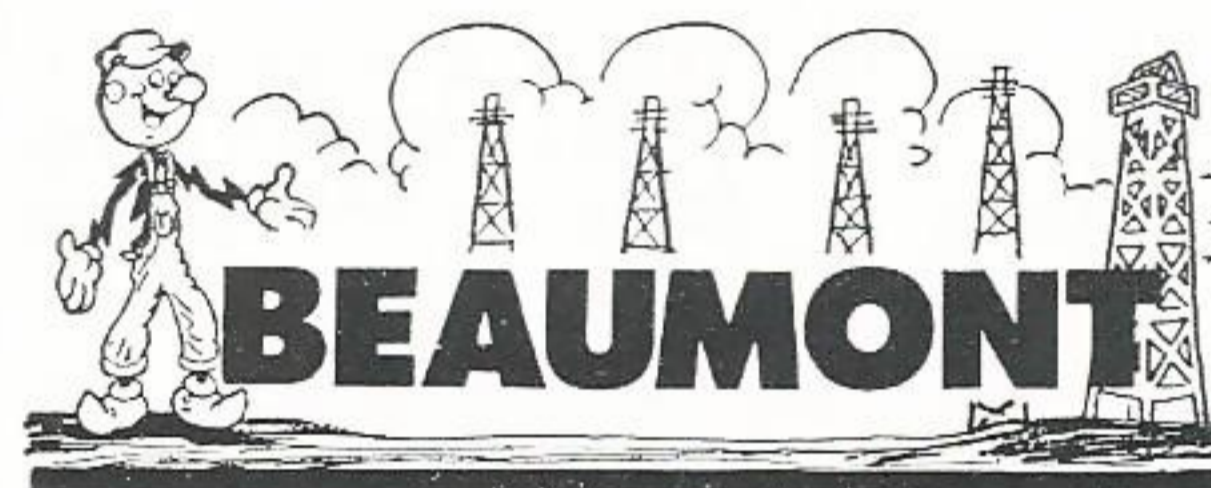
—By Jo Anne Landry

TWO Port Arthur Gulf Staters, **J. G. Jennings** and **L. C. Boudreaux** have been ill with the flu, with L. C. in the hospital for a short stay. We're glad

that both Joe and L. C. are back to work.

We extend a welcome to our newest employee, **Philip Losack**. He's a helper in the Line crew.

—By L. Marshall



C. J. BONURA, survey crew chief of the Engineering Department in Baton Rouge, was in Beaumont Easter weekend and went fishing at the new Live Wires Lake. Also along on the trip were **G. Ross Iles** and **George E. Hayes**. They caught an undisclosed number of fish of undetermined sizes.

—By Nadine Hester

EVIDENCE that spring had arrived was shown by the wide-spread travel and visiting that employees on the 18th Floor did during the sunny Easter weekend. **Betty Welch** spent a day shopping in Houston and then went to see the award-winning movie, "West Side Story". Both **Imogene Ward** and **Carolyn Murphy** traveled to Dallas. **Mary Ellen McLemore** visited relatives in Fort Worth. Enjoying the fun at Dam "B" were both **Lynda Frank** and **Mary Wiltshire**. Mrs. Frank spent the weekend in Kirbyville with her family. **Jackie Chitty** and **Frances Linthicum** spent the weekend in Louisiana—Jackie in Robeline and Frances in Leesville.

Attending the Natchez Pilgrimage Pageant and tours during the weekend of March 24-25 were Miss Welch, **Betty Jo Lum** and **Edaleen Bean**. The famed antebellum homes of Natchez and the

gardens of azaleas, dogwood, roses are the special attraction of this yearly event.

Attending the Plant Design and Operating Committee meeting in Shreveport, Louisiana, March 18-21, were **W. B. Gurney, J. L. Warmack, C. E. Calvert,** and **H. A. Klutz.**

Delbert Keenon was transferred from Engineering Planning to Production on April 9. Welcome to the 18th Floor, Delbert.

—By *Frances Linthicum*

R. S. PACE, purchasing agent, attended the American Wood Preservers Association Convention held in Detroit, Michigan, April 16th through April 19th.

Purchasing Department welcomes three new employees. They are **Mary Stelly, Ann Barnes,** and **La Nelle Gracey.**

Patsy Stewart enjoyed a week's restful vacation visiting with her parents and friends in Jasper.

Miss Barnes surprised everyone this month with a new sparkler on her finger. The groom to be is **Mark McLean**, industrial engineering student at Georgia Tech. Incidentally, she flew over to Atlanta for the Easter holidays.

Betty Mayo and husband, **Harold**, spent the Easter holidays with friends in Dallas.

—By *Maxine Thomas*

W. M. "SLIM" LARKIN, system supervisor of industrial sales, Beaumont, has returned to St. Therese Hospital after being home for a short time. Mr. Larkin has been confined since March 9 and is still in serious condition.

Betty Ratley, previously with System Industrial and Commercial Sales, left the Company on March 23. Her husband was transferred to Midway Island by the Navy at that time. Betty is now residing in Dallas.

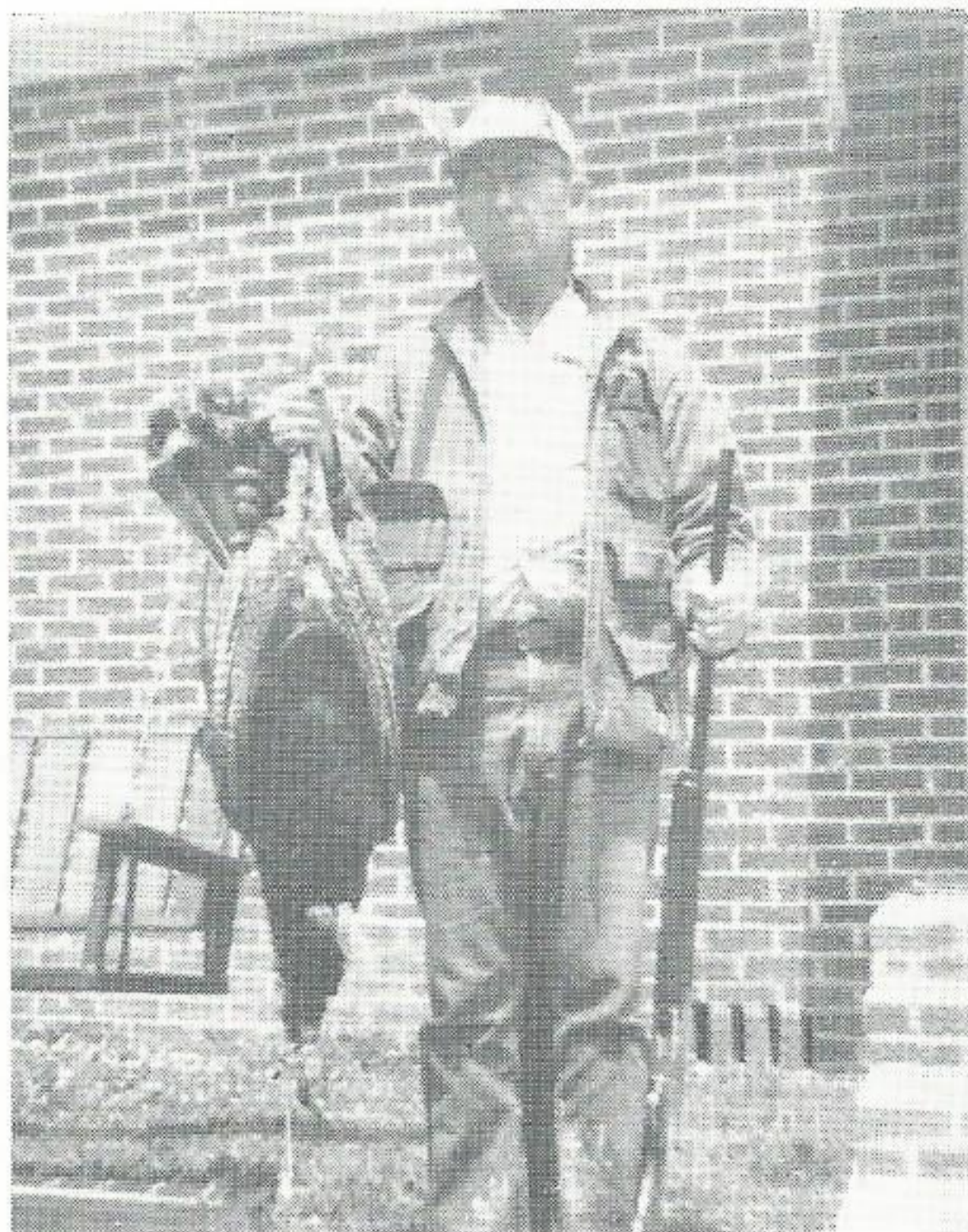
Mr. and Mrs. L. J. Bodemann left Beaumont on March 25 for a trip to Aransas Pass, Texas. From there they went to Austin to bowl in the State Tournament on March 31 and April 1. Mr. Bodemann is an engineer with System Industrial and Commercial Sales.

—By *Charlene Craigen*

LAFAYETTE

LAFAYETTE welcomes three new employees this month. **Miss Mary Kathleen Thibodeaux, Garland J. Lege,** and **Paul L. Granger.** Glad to have you all with us.

Mary Kathleen, "Kathy", will be replacing **Jessie Fremin**, customer clerk,



SUCCESSFUL HUNT. This turkey was killed by **J. A. Fredericks**, foreman in the Electric Meter Department, Baton Rouge, while hunting on **McGreggor Isle** with **Dave Bourgeois**, engineer, T&D, Baton Rouge.

who will be leaving us to await the arrival of Mr. Stork. Jessie has been with the company several years and has one daughter, **Jenifier Lynn**, three years old.

Paul is replacing the late **L. J. Pitre** as garage mechanic, and **Garland** is working in the Line Department as a helper.

Several Gulf Staters enjoyed vacations this past month. Most of them stayed at home doing little odds and ends that seem to pile up and never get done in their spare time. Those on vacation were **Harrison Carlin, Charles J. Breaux, Harry Guidry, E. P. Guidry, Wilson Meaux, Norton Zeringue, A. B. Mitchell, Charlotte Guilbeau** and **H. T. Buckalew.** **Joe Gresko**, wife and child vacationed in Pennsylvania recently. Joe's mother was ill. We understand she is better now.

J. K. Powell, service foreman, attended the International Association of Electrical Inspectors Meeting held in Shreveport on April 26-28. He said it was a very good meeting.

Cynthia Dubois along with her mother visited in Memphis, Tennessee, over the Easter holiday. They visited with Cynthia's sister and brother-in-law and their son.

Bobbie Denais, customer clerk, recently attended the horse races at the New Orleans Fair Grounds. It was Bobbie's first view of a race. We understand she did fairly good for her first try.

—By *Cynthia Trahan*

SULPHUR

ON vacation during April were **Luther E. Moiser** and **Guy C. Setton.** Luther stayed at home and took it easy while Guy visited his sister in Ponchartroula, Louisiana.

Among the seniors graduating from Sulphur High School this year is **Martha Gilmore**, daughter of **George J. Gilmore**, district superintendent, Sulphur.

—By *Pearl Darbonne*



MAXIE MAY, Louisiana Station, returned from a week's vacation which was spent in Houston, Texas, while **Al Glynn** enjoyed a vacation at home doing "nothing".

Frances and **John Heffner** spent Easter weekend in Memphis.

—By *Gayle Miller*

EDDIE JONES, Baton Rouge Gas, is recuperating from a recent operation. Our best wishes to him for a speedy recovery.

Mark Couvillon, meterman, and his wife, **Belle**, spent Easter weekend in Marksville, Louisiana, fishing. Mrs. Couvillon had such a good time she now wants to go fishing every weekend.

—By *Freda Hoyt*



JOSEPH D. SCHATZLE, Roy S. Nelson Station, had an unusual vacation week. He made a trip with his brother, **Conrad J. Schatzle, Jr.**, to Conway, Arkansas, where he was best man at his brother's wedding to **Carol Marie Strack** of Little Rock. The wedding reception afterwards was interesting because relatives of the bride presented old Swiss songs and dances.

Sheri Fawn, daughter of **Mr. & Mrs. Gene R. Laningham**, has been on sick list for several weeks. She stayed in Memorial Hospital nine days, two of which she was under an oxygen tent. After being given many tests she was released with a diagnosis of bronchopneumonia. Nine days later, three-year-

old Sheri was again admitted to the hospital with high fever and stayed for three days. She did not respond to any drugs given her. Sheri is home now and seems very active, although she still remains under doctor's care.

Nelson Station is happy to see **Alton J. LeDoux** back to work on April 23 after two weeks of illness. He was admitted to Cal-Cam Hospital in Sulphur on April 10th with irritation of the esophagus. Alton is on a strict diet but is recovering very nicely.

THE following is a brief summary of visitors who have come to Nelson Station in the last six months. They have been given tours and lectures on our Company's production of electricity.

On December 28, Nelson Station was host to James Walker of LaGrange Senior High and Billy Howell of Marion High, both of Lake Charles. Both boys are planing to further their education in the electrical engineering field.

Their visit was sponsored by the Industrial Management Club as an annual project called "Career Observation Day."

They were given points on company policy in regards to employment of engineers. Each student was assigned to a supervisor for a half day, at the end of which time he was assigned to a different supervisor. This allowed the student to cover the entire plant and see duties or responsibilities of engineers.

Six Lake Charles High School seniors visited the plant on March 23. This was part of a career day program developed by The Louisiana Engineering Society.

A conference was presented in which **A. H. Demers**, **C. H. Watler** and **G. R. Laningham** discussed the requirements, rewards and procedure for getting started in electrical engineering. They were then taken on a tour of Nelson Station.

The students attending the program were **Lymon Barry**, **Curtis Edwards**, **Edward Goshorn**, **Thomas Leach**, **Andrew McGowan**, and **Wayne Simmons**.

Approximately sixty-five 6th, 7th and 8th grade students from Mossville Colored School visited the plant on April 6. Mrs. P. M. Washington was the teacher attending with the children.

The children were given a brief discussion on the Gulf States facilities, Nelson Station equipment and how electricity was generated and brought into their homes. This discussion was



NEW HOME OWNER. Mrs. Thomas J. Berryhill will be one of the users of the electricity her husband helps to generated at Sabine Station in her all-electric kitchen at their new home at 960 West Roundbunch, Bridge City.

led by Mr. Watler and Mr. Laningham.

The students were then divided into groups and shown through the plant.

On April 10, the senior physics class with Professor F. M. Roluf from McNeese State College visited Nelson Station. The group consisted of 24 students.

They were given details of the Nelson Station set up. A question and answer period was conducted by Mr. Demers. The students were then taken on tour of the plant and the points most interesting to them were explained in detail.

—By *Dora Ann Aguiard*



MADAM PRESIDENT. Lois Robertson, customer clerk, Port Arthur, has been elected president of the Delphi Chapter of Dale Carnegie Alumni Association. She served previously as secretary until being elevated to president. Lois received her life membership in the Association in May, 1953. She has been an employee of our Company since 1945.

W. M. GIBBS, line foreman, Lake Charles has been hospitalized with a light heart attack. Although he is home now, we still wish him a speedy recovery and hope he will be back on the job soon.

Among those attending training programs in Beaumont for the past month were **M. T. Ward**, **D. D. Leger**, **R. L. Broussard**, **E. D. Barnes**, **W. P. Bertrand**, all employees in the Lake Charles Line Dept.

—By *Charlene Harper*

WE wish a speedy recovery to **Eunice E. Byrd**, truck driver, who recently underwent surgery in Ochsner Foundation Hospital in New Orleans.

Joseph Manena, communication serviceman, and **L. J. "Beezie" Biessenberger**, dispatcher in Jennings, enjoyed a week-end of camping and fishing at Holly Beach.

Philo East, utilityman, spent most of his three-week vacation working on his quail farm in Grand Chanier. Philo and Mrs. East did find time to make a quick trip to Galveston where they visited friends.

—By *Jo Ann Burnett*

OFF and flying again this month were **L. R. Eddins**, plant superintendent at Riverside and **John L. Warrmack** of Beaumont. They left Beaumont for Monrovia, Calif. on April 16 for a general inspection on the progress of the RCA 110 computer being made ready for Riverside Station by Consolidated Systems Corporation. They returned on the afternoon of April 19 just in time for a nice long holiday weekend.

The Easter Holiday Weekend provided an opportunity for many Riversiders to make trips around the country. **Jim Hale**, and his wife, **Melba**, went home to Minden, Louisiana for a visit with relatives. **James** and **Rena Myers** traveled to McComb, Mississippi for a visit, and earlier during the month they vacationed in New Orleans. **Tom** and **Aline Hebert**, along with their two little Heberts, visited with an aunt and uncle in Anahuac, Texas. **Willie Cox** and parents—the Bob Aleshires, made a trip to Salina, Kansas to visit with her sister and family. **Albert "Tex" Boudreaux**, wife, **Lorraine**, and their three boys drove over to Abbeville, Louisiana for the weekend, and **Joe** and **Wilma Brown** along with their daughter **Regina** visited with relatives in Many, Louisiana.

—By *Willie Cox*

GOLF SAFE-TEES...

... remember these as you play in the Memorial Day employee golf tournament



SCRATCH MAN. The sun can be a top competitor—no matter what you shoot the sun can out stroke you.

Don't take chances with the sun—it can be deadly. Sunstroke hazard can be reduced by wearing a hat; the heat prostration hazard by taking salt tablets.



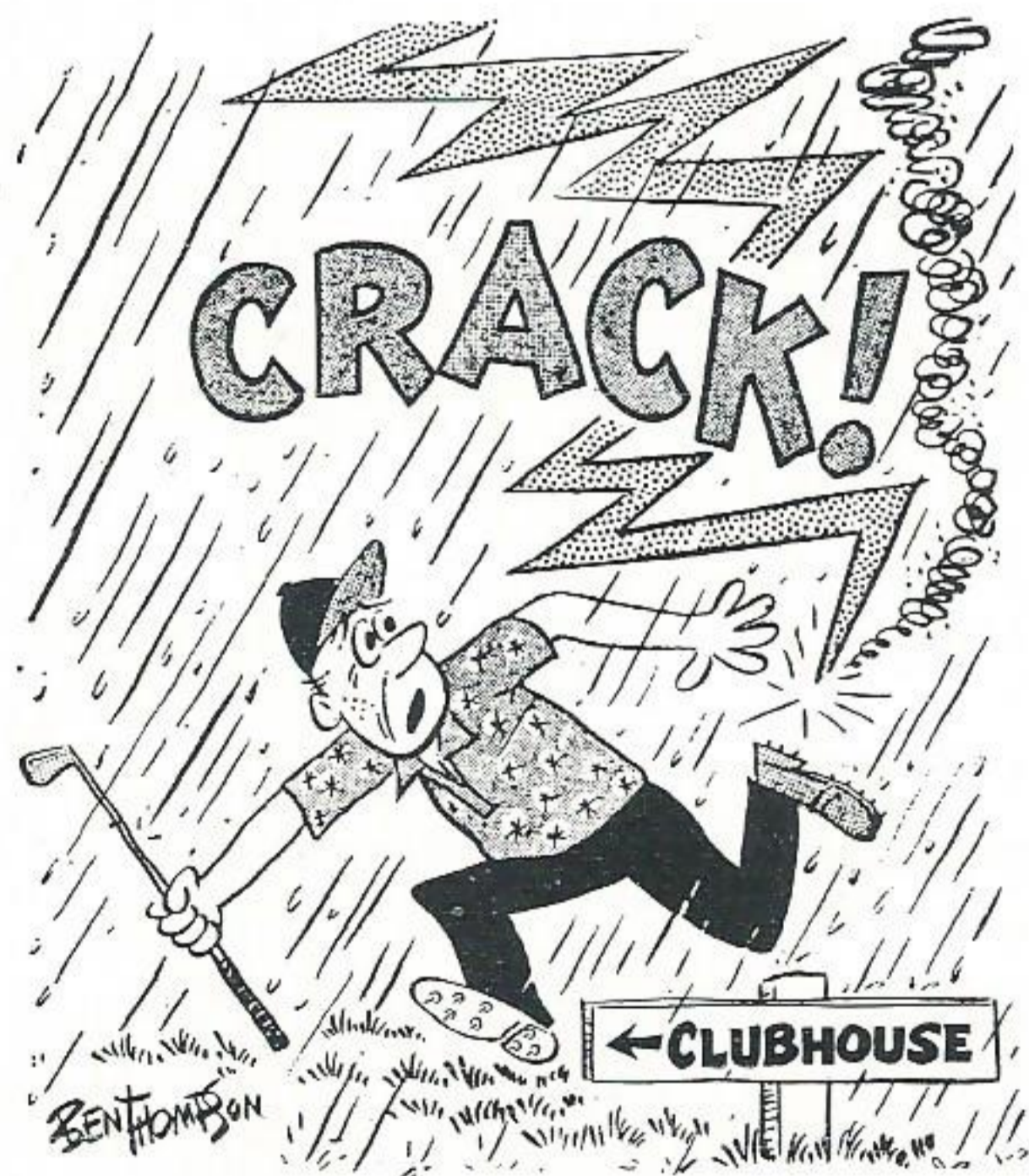
IRON MAN. You're not getting older (heh, heh), the course is just getting longer and harder.

Remember your age! As time marches on you cannot, in spite of what you think, walk as fast, hit as far, or play as long.



FOLLOW THROUGH. "Like they say—I've got the fastest practice swing in the club."

Don't take practice shots unless it is your turn to hit. Not only is it bad manners and distracting to the player ready to take his turn, but dangerous.



LIGHTNING FAST. One stroke of lightning could give you your lowest score yet because you couldn't finish the eighteen.

When a storm starts get off the golf course. If not practical, stand in a grove of trees—never near a single tree. If possible, seek below-level protection in a ditch or sand trap. Next best bet is to lie down on the ground.



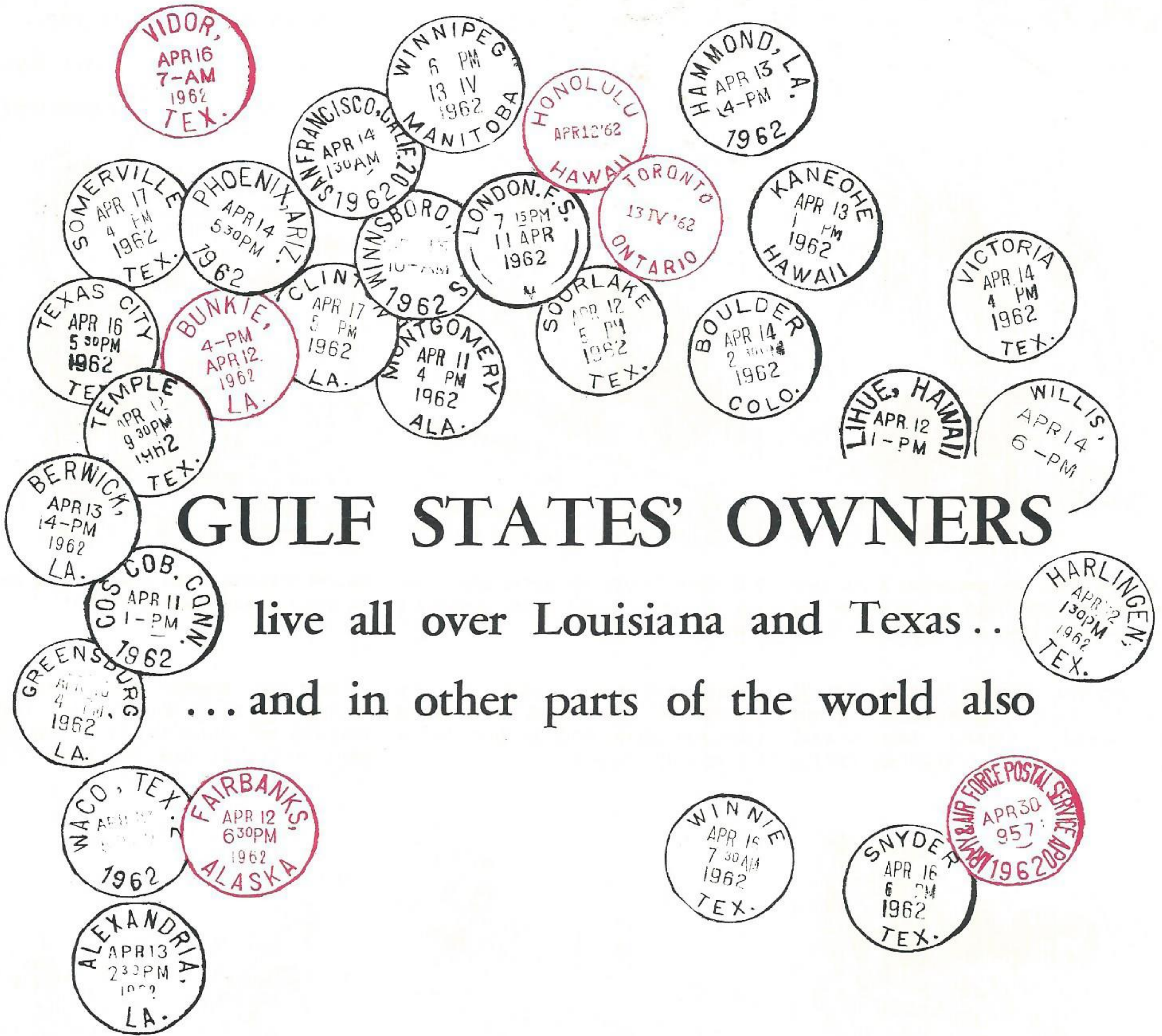
LONG HITTER. No birdies for the driver but a whole flock of blue ones for the poor guy who got hit.

Traveling at a speed of better than 250 m.p.h. a golf ball can deliver a lethal blow to any person in its path. More than half of all golfing injuries are caused by balls driven by "trigger happy" players.



HOOKER SLICER. Good way to keep the ball from going out of bounds is to carom it off your opponent's head.

Always stand back and away from the player making the shot. You owe this courtesy to the other players in your group and you owe this safety precaution to yourself.



GULF STATES' OWNERS

live all over Louisiana and Texas ..

... and in other parts of the world also

BIG towns, little towns. Farm country, ranch country . . . river deltas and mountain slopes. Islands of the South Pacific . . . even merry old London Town.

In every one of these communities—and in many more—our owners live.

There are 18,024 of them—shareholders in our Company—among them are more than 2,000 of our 2,800 employees. In addition, there are 2,923 indirect investors representing thousands of other shareholders. You are one of these if you have life insurance or a savings bank account, or are in a pension plan or mutual fund. Because banks, insurance companies and other institutions invest in our Company, too. You are also an indirect owner if you contribute to a charitable institution,

hospital, church, or school, scholarship or endowment fund.

There are four million shareholders in the investor-owned electric light and power companies. Salesmen, mechanics, housewives, doctors—just about every occupation in the world.

And their stake is a big one! It's the biggest business investment in the nation—totaling around 50 billion dollars worth of plant and equipment.

The best way we can serve these owners is to keep on giving the world's best electric service. And to make it still better in each year to come. We can supply all the additional electric power needed by putting the savings of our shareholders to work in the future, as we have in the past.