

GIVE the United Way



*Plain
Talker*



Plain Talks

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.

CONTENTS

Power Interchange Agreement Made by TVA and SWPP	2
Our Employees Live the All-Electric Way	4
Backyard Delight— The Charcoal Broil	5
Company Sponsors LSU Football Broadcasts	8

James S. Turner
Editor

Bunch Eads
Associate Editor

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

EXECUTIVE OFFICERS

ROY S. NELSON
Chairman of the Board

J. J. MORRISON
President

R. E. CARGILL
Executive Vice President
Engineering & Production

H. E. BROWN
Vice President
Baton Rouge

E. L. ROBINSON
Vice President
General Sales Manager

L. M. WELCH
Vice President
Division Operations

E. A. WERNER
Vice President
Personnel Manager

W. H. GIESEKE
Vice President
Secretary

A. W. HASTINGS
Vice President
Assistant to Chairman
of the Board

E. L. GRANAU
Vice President
Manager, Lake Charles Division

G. E. RICHARD
Treasurer

DIRECTORS

Munger T. Ball, Port Arthur; H. E. Brown, Baton Rouge; R. E. Cargill, Beaumont; Edwin W. Hiam, Boston, Mass.; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; E. L. Robinson, Beaumont; Edward H. Taussig, Lake Charles; L. M. Welch, Beaumont; E. A. Werner, Baton Rouge.

REPORTERS

BEAUMONT DIVISION

Mary Schlicher	Sales
Ginger Hopkins	Cust. Accounting
Gertrude Peddy	Substation
Grace Fails	Line
Hazel Johnson	Neches Station
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Accounting
Kay Prestridge	Credit & Collections
Davie Carpenter	Orange
Doris Cryer	Silsbee
Norman Morrison	Service Center, T & D
Doris Thomas	Purchasing
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

Pat White	Engineering
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

LAKE CHARLES DIVISION

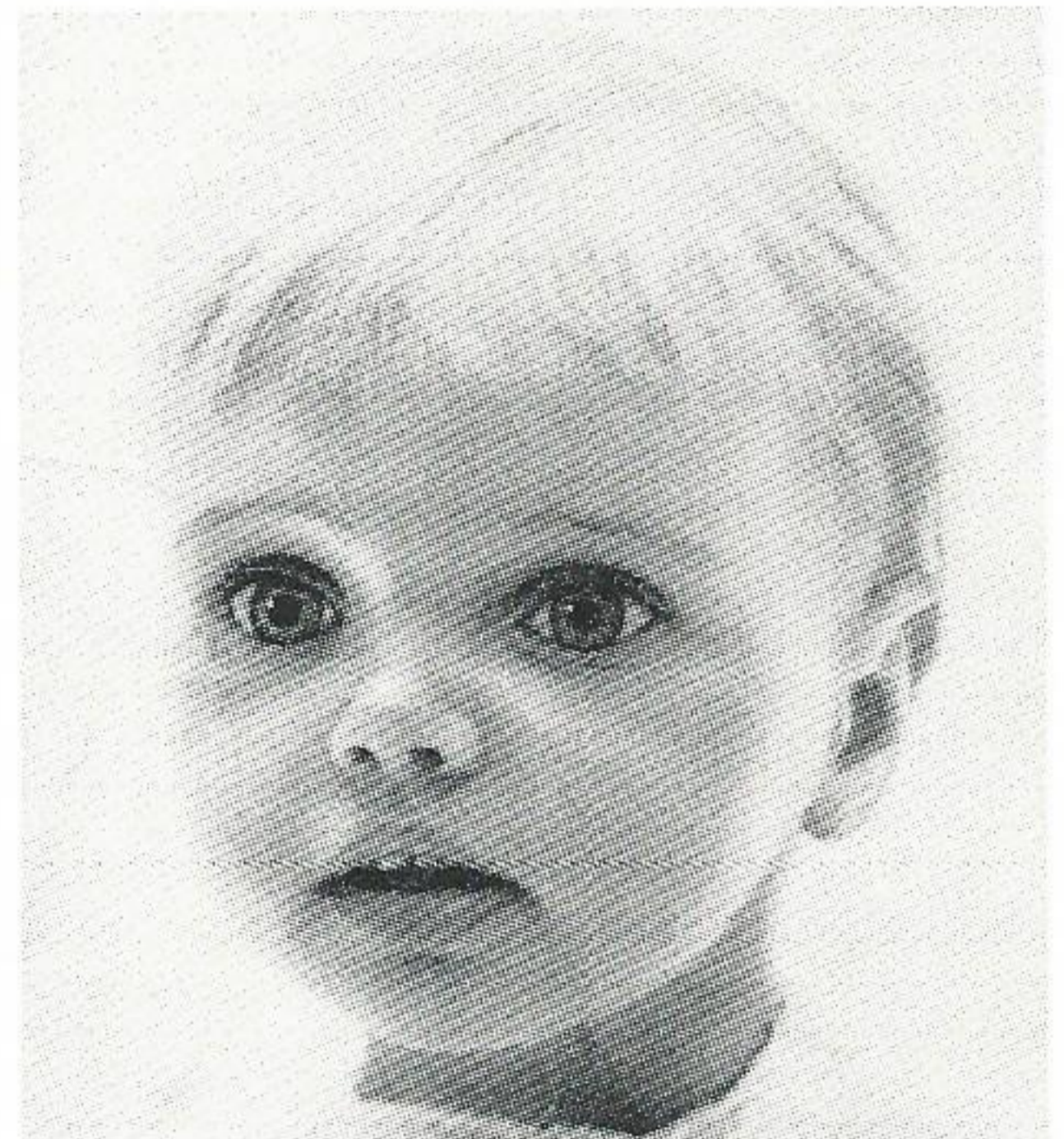
Fay Denney	Sales
Jack Bass	Sales
Charlene Harper	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Trahan	Lafayette
Jo Ann Burnett	Substation
Pearl Darbonne	Sulphur
Tyrelle Hill	Safety
Zilda Sonnier	Engineering
Hubert J. Landry	Meter Shop
Bob Wiggins	Dispatcher
Edith Patterson	Line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

NAVASOTA DIVISION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mabelene Dobbins	Trinity
Bernice Falvey	Conroe
Betty Lynch	Madisonville
Roxanne Pry	Navasota

PORT ARTHUR DIVISION

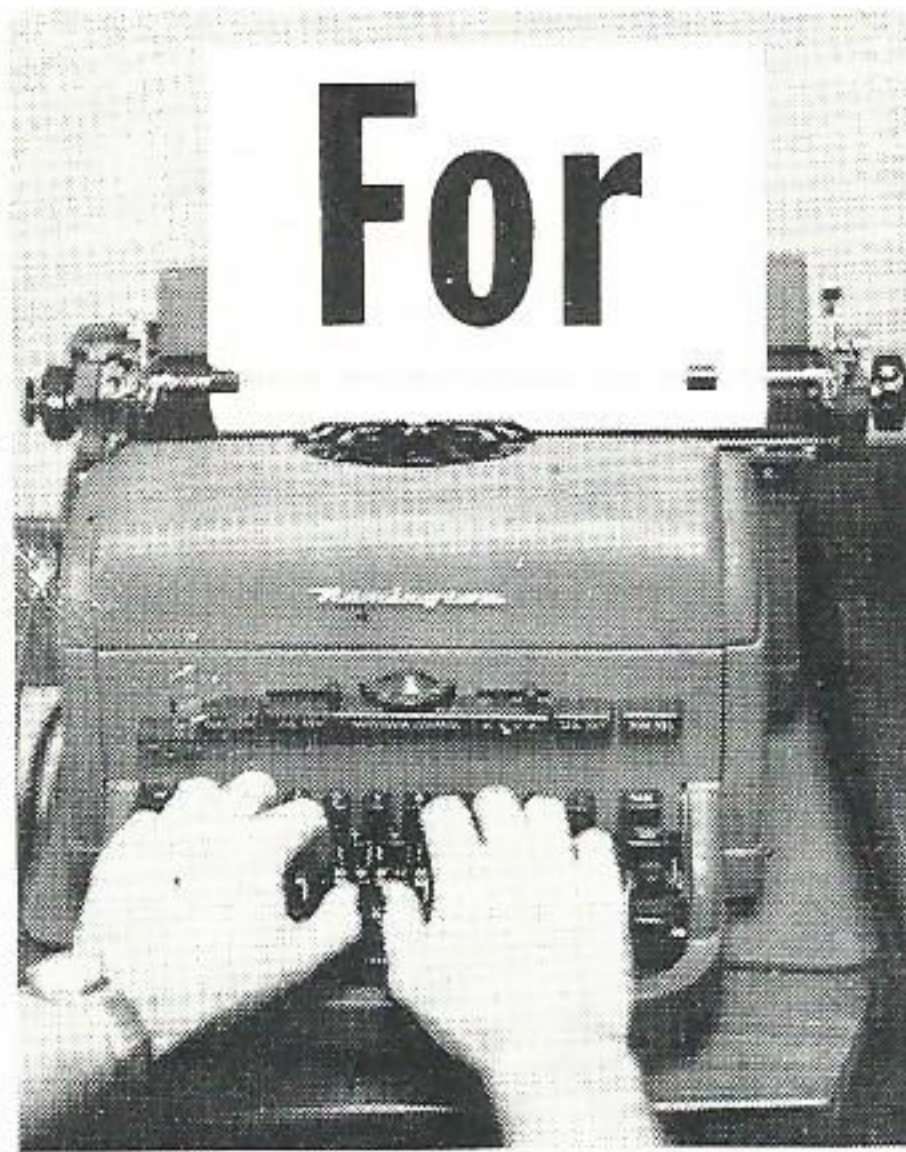
Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department



OUR COVER

THE dollars you give serve where you live when given the UNITED way. Each year Gulf Staters accept the responsibilities for their communities welfare needs by given their fair share to the United Community Campaigns conducted in each community. It is through this once-a-year campaign, literally hundreds of needs are met in our service area. The gift you give provides character building programs for our youth; welfare and medical assistance for families; and vital dollars for research for relief from dreaded diseases.

So please remember these need when you are asked to contribute to your United Community Campaign. Remember, too, how much more fortunate we are in being able to give—to help others, rather than to be seeking help. So this year care enough to share enough . . . make your one gift a generous gift in support of the many services of your community's campaign. Remember this little slogan when your United Way solicitor ask you to sign your pledge card—"GOOD GUYS GIVE."



For

Your Information...

Let's Spend Tax Money Where Urgently Needed

UNTIL 1934, all but a fraction of the electricity produced in the United States was from investor-financed, tax-paying companies like ours. Presently, 77 per cent of the nation's electricity comes from investor-owned electric utilities, the remaining 23 per cent being produced and distributed by governmental agencies like TVA, Bonneville, Rural Electric Co-ops financed by REA and municipalities.

During the next 20 years, if the government operated or financed segment of our industry were to hold steady at 23%, it would cost the American taxpayers some \$35,000,000,000 in capital outlay and about \$15,000,000,000 in taxes lost to the federal government. Just to maintain the status quo of government power would cost the taxpayers about \$50,000,000,000!

Our position on this is that, at a time when tax dollars are urgently needed—and being spent—on defense, space exploration, etc., this is hardly the time to drain away billions on expansion of government power schemes. Especially, since the tax-producing investor-financed companies are able and ready to produce all the power the nation will need in the year to come and will contribute \$100 billion to local, state and federal governments for the privilege!

America At Work

TO pay one stockholder a dividend of one dollar, the average company must make a net profit of \$2.00. Half the net is plowed back to replace equipment or for expansion.

To make a net profit of \$2.00, that company must earn \$4.16 before taxes.

To earn \$4.16 before taxes, the company must sell \$68 worth of goods or services.

To create one new job in industry, the company, it has been estimated, must find \$18,000 in net new investment—either from profits or from borrowing that ultimately must be repaid from profits.

To have available \$18,000 out of profits to create a new job, the company must do \$528,000 worth of business.

So take another look at that \$1.00 dividend check. It represents America at work.

Yes—It's Taxpayer's Money!

WRITING in the Cleveland Plain Dealer, columnist Howard Preston makes one of the best suggestions that has come along in quite a while.

He simply suggests that, when we write or talk about government spending, we use the phrase, "taxpayers' money" rather than "federal funds."

It is unfortunate, but true, that there is a need to emphasize this distinction. Numbers of people, seemingly, don't relate government money to the money that is taken from them through tax-

tion. Consciously or not, they assume that government has some other and magical means of obtaining funds.

Government doesn't earn money, and it doesn't create wealth. It isn't supposed to. Government can spend only what it first seizes from the people—and this includes the as-yet-unborn taxpayers who will be paying the bills for the past for ages to come.

So—don't just think of federal funds. Think of taxpayer's money — your money.

Westward Ho!

IF, as the Communists claim, life behind the Iron Curtain is so superior to that of the capitalistic West, why have 10,373,000 humans escaped westward to freedom? According to This Week Magazine, the exodus has been as follows:

From East Germany	3,600,000
From Baltic States	200,000
From European Satellites	1,283,000
From China	3,000,000
From Asian Satellites	2,000,000
From Russia, itself	290,000
	<hr/>
	10,373,000

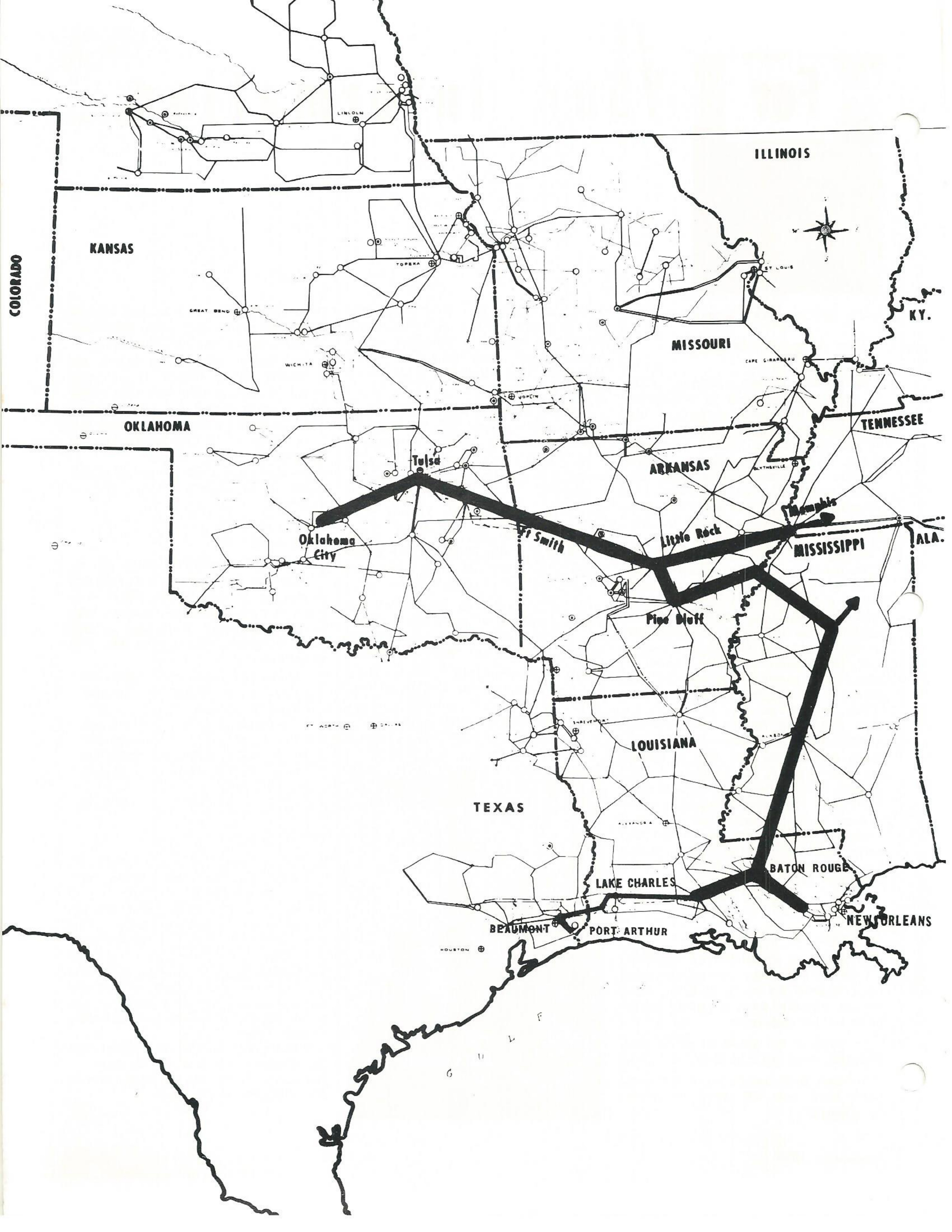
Drive With Care

SCHOOL Days are here again! Do your part to make school days safety days. Drive carefully at all times . . . drive with extra care in school zones. Cooperate with school safety patrols, and you'll help two ways. You help make the streets safe for youngsters on the way to and from school. You help children realize the importance of following safety rules, by showing that you respect their own "traffic officers."

Watchword for drivers: Watch out for children near schools. Be safe . . . not sorry . . . be always ready to stop for children on the go!

—JST





ILLINOIS

KANSAS

COLORADO



KY.

MISSOURI

OKLAHOMA

TENNESSEE

ARKANSAS

Tulsa

Oklahoma City

Ft. Smith

Little Rock

Memphis

ALA.

Pine Bluff

LOUISIANA

TEXAS

LAKE CHARLES

BATON ROUGE

BEAUMONT

PORT ARTHUR

NEW ORLEANS

HOUSTON

GULF

To save millions on construction of generating facilities . . .

11 Southwest Electric Utilities Agree To Seasonal Power Swap With TVA

OUR Company and ten other investor-owned electric utilities comprising the Southwest Power Pool have agreed to interchange 1,500,000 kilowatts of electric power with the Tennessee Valley Authority, pending approval of the Federal Power Commission. The agreement was reached last month and the power exchange will become effective in 1965 if approved by the FPC.

The proposal, made about one year ago, would effect savings for both the SWPP companies and the TVA, because the two systems have their greatest load demands in opposite seasons. The southwest companies need additional power to handle their summer air conditioning loads for cooling and the TVA system needs power for their winter electric heating loads. Our share of the exchange will be 215,000 kilowatts.

Other companies involved are Mississippi Power and Light Company, Arkansas Power and Light Company, Empire District Electric Company, Kansas Gas and Electric Company, Southwestern Electric Power Company, Louisiana Power and Light Company, Central Louisiana Electric Company, Louisiana Power and Light Company, Central Louisiana Electric Company, New Orleans Public Service, Inc., Oklahoma Gas and Electric Company and Public Service Company of Oklahoma.

The agreement will bring about the construction by the eleven companies of a giant 1,000 mile, extra-high voltage electric transmission network costing an estimated \$100 million, linking the electric systems in Louisiana, Texas, Arkansas, Oklahoma, Mississippi, Kansas and Missouri.

SWPP COMPANIES WILL BUILD HIGH VOLTAGE LINES TO MEET TVA. The heavy line traces the route of the extra high voltage line a group of 11 investor-owned electric companies in the eight-state area of the Southwest Power Pool purpose to build, subject to Federal Power Commission approval. The lines will permit seasonal interchange of power with TVA to take advantage of different "peaking" conditions. Our Company, a member of the group, and the other companies have a summer "peak" due to air conditioning while TVA's "peak" occurs in the winter due to heating load. The arrangement will give the companies and TVA the equivalent of an additional 1,500,000 kilowatts of capacity and will result in substantial savings for both the companies and TVA.

The power systems of the companies have been interconnected with high voltage lines for many years, but the proposed additional lines will be of the largest ever constructed in the Southwest. In addition to providing an avenue for the exchange of electricity with TVA, the extra high voltage network will further strengthen the electric systems involved.

Because of electric heating, TVA faces its annual peak load in the winter, at a time when the companies have generating capacity to spare. Their winter surplus power will be used to help meet TVA's peak load.

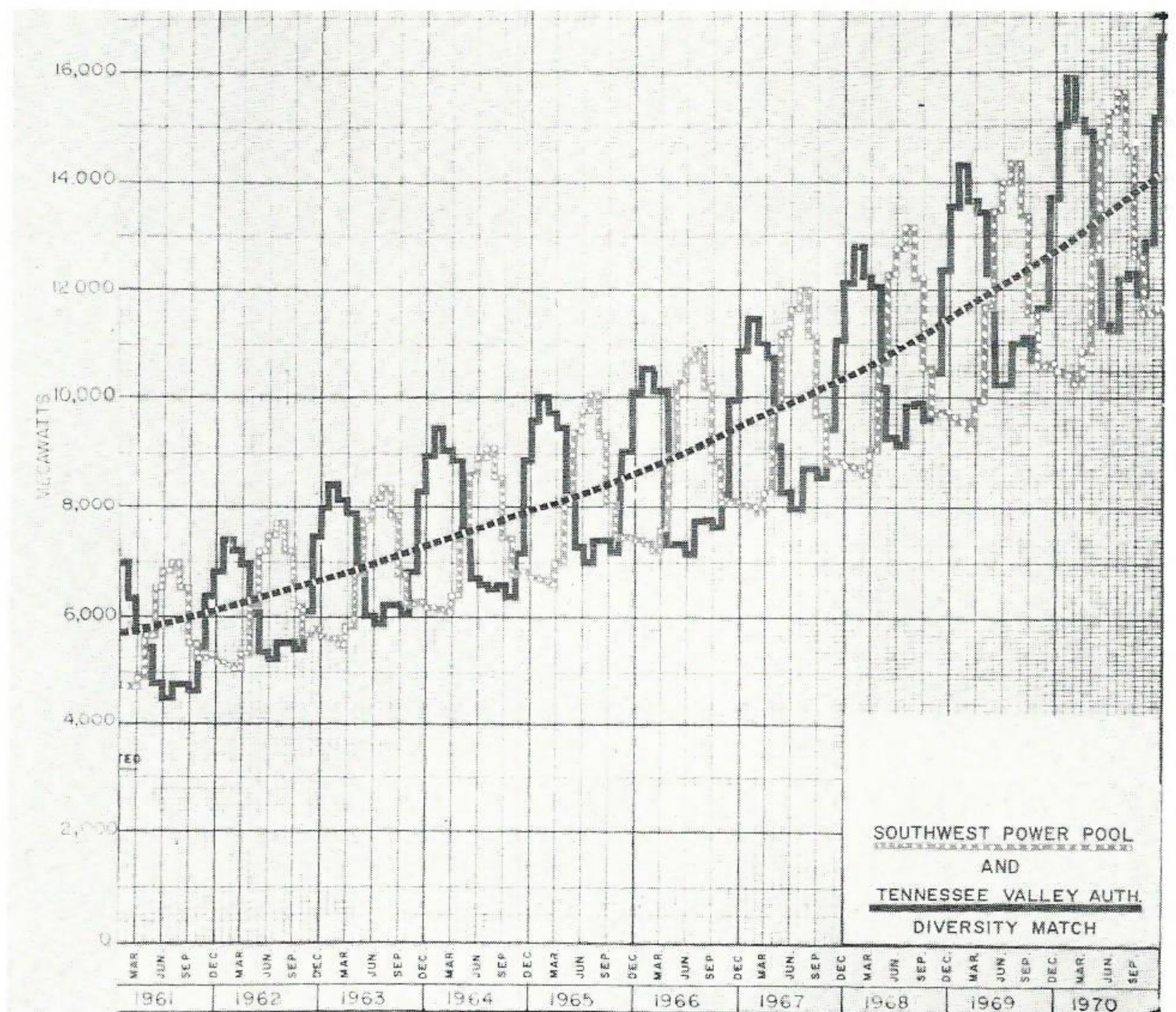
In summer when the companies' loads are highest—due primarily to air conditioning—they will get power in turn from TVA's summer surplus.

The savings realized by this exchange of power will help the companies to hold the line on electric rates while

contending with increasing material, labor and fuel costs.

Our Company is joining the investor-owned group in conducting engineering studies which will result in the construction of transmission lines of 345,000 volts or higher, connecting it with Louisiana Power and Light Company, Central Louisiana Electric Company and the other companies in the seven state area. The extra-high voltage lines will extend southward from West Point, Mississippi, through Jackson, Mississippi, and Baton Rouge to New Orleans, with another line to Scott, near Lafayette. Other extra high voltage lines will extend westward from Memphis, Tennessee, through Little Rock and Fort Smith, Arkansas, to Tulsa and Oklahoma City.

Our Company will invest approximately \$16 million for the transmission facilities in our service area.



DEMAND SCHEDULE. Seasonal demand peaks, as shown on this chart, prompted investor-owned electric companies of the Southwest Power Pool to propose the interchange of power with TVA. Because of electric heating, TVA (heavy dark line), has its greatest demand for electricity in the winter, when the companies have idle generating capability. This surplus power will be sent to help TVA meet its peak demand. Since the companies' load is larger in the summer due to air conditioning they will receive TVA's summer surplus.

Our employees tell why they like . . .

Living All-Electric

WHAT'S a dream home made of? Well, it is made of dreams which have become realities. Each year more and more Gulf Staters are buying and building their dream homes—homes that are attractive, roomy enough to fit the family's needs and—**ALL-ELECTRIC.**

By specifying an all-electric home, Gulf Staters make sure they are getting two dream-house ingredients—convenience and comfort.

Many of the employees who have bought or built all-electric homes have found that they haven't just provided for their present comfort, they also made a future investment. Since for one reason or another they may want to sell their home some time in the future—whether they are being transferred, or to meet a growing family's needs or, as in some cases, to move into smaller and easier to keep homes after their children have sat up homes of their own.

Although you may enjoy your all-electric home throughout a lifetime it is also a good investment



BUILDING THEIR THIRD ALL-ELECTRIC HOME. R. W. Hendon, Port Arthur T&D, is presently doing the foundation work on his third all-electric home. "Margaret, of course, has always been impressed with cleanliness of all-electric living. And I've found that there is quite a cost factor in building an all-electric home. Such a home is at least \$500 cheaper to build than any other type of home." The Hendon's have built three other homes, doing most of the work themselves, and two of them have been all electric. "We're proud of our all-electric homes," said Margaret. "They've even been responsible for four of our neighbors building all-electric." Waiting for their mother to serve dinner are the Hendon children, Suzanne, Gene and Kirk.

LIVING IN THEIR NINTH ALL-ELECTRIC HOME. Mr. and Mrs. C. B. Brooks, he's district serviceman in Groveton, now live in a former rent house which they converted to all-electric living about three years ago. This is the ninth home they have either built or converted to Gold Medallion standards. Mr. and Mrs. Brooks can point with pride to the number of all-electric homes in and around Groveton which people have built because of their Medallion homes. One of these homes was recently built by Mr. and Mrs. Earl Tullos (below in the kitchen of their 1,329 square foot home). Mr. Tullos was not convinced to go all-electric, but the performance of the heat pump in the Brooks' home sold him. Mrs. Tullos was already sure of the type of home she wanted, she is the former Charlene Pruitt, local office clerk in the Groveton office for four years.



in case of resale. Realtors across the country report, although they know the occupants have moved, they have seen "For Sale" signs in front of very few all-electric homes. It seems that friends of the homeowner, or friends of the neighbor, bought the homes before their former owners left them.

This has been the experience of Mr. and Mrs. C. B. Brooks, (he's district serviceman in Groveton) who in the last 26 years have either built or converted nine homes to all-electric living. Mrs. Brooks says she knows that their all-electric homes have been responsible for any number of homes in and around Groveton going all-electric. One of these is the newest home in town, built by Mr. and Mrs. Earl Tullos, who moved into their all-brick home only last month.

"Charlene was convinced to go all-electric, but Earl was undecided," Mrs. Brooks said. "But after he saw how well our heat pump cooled and warmed our house during the extreme cold and hot weather we've experienced this year he wouldn't have any other kind of home. They installed a three ton heat pump as well as an all-electric kitchen."

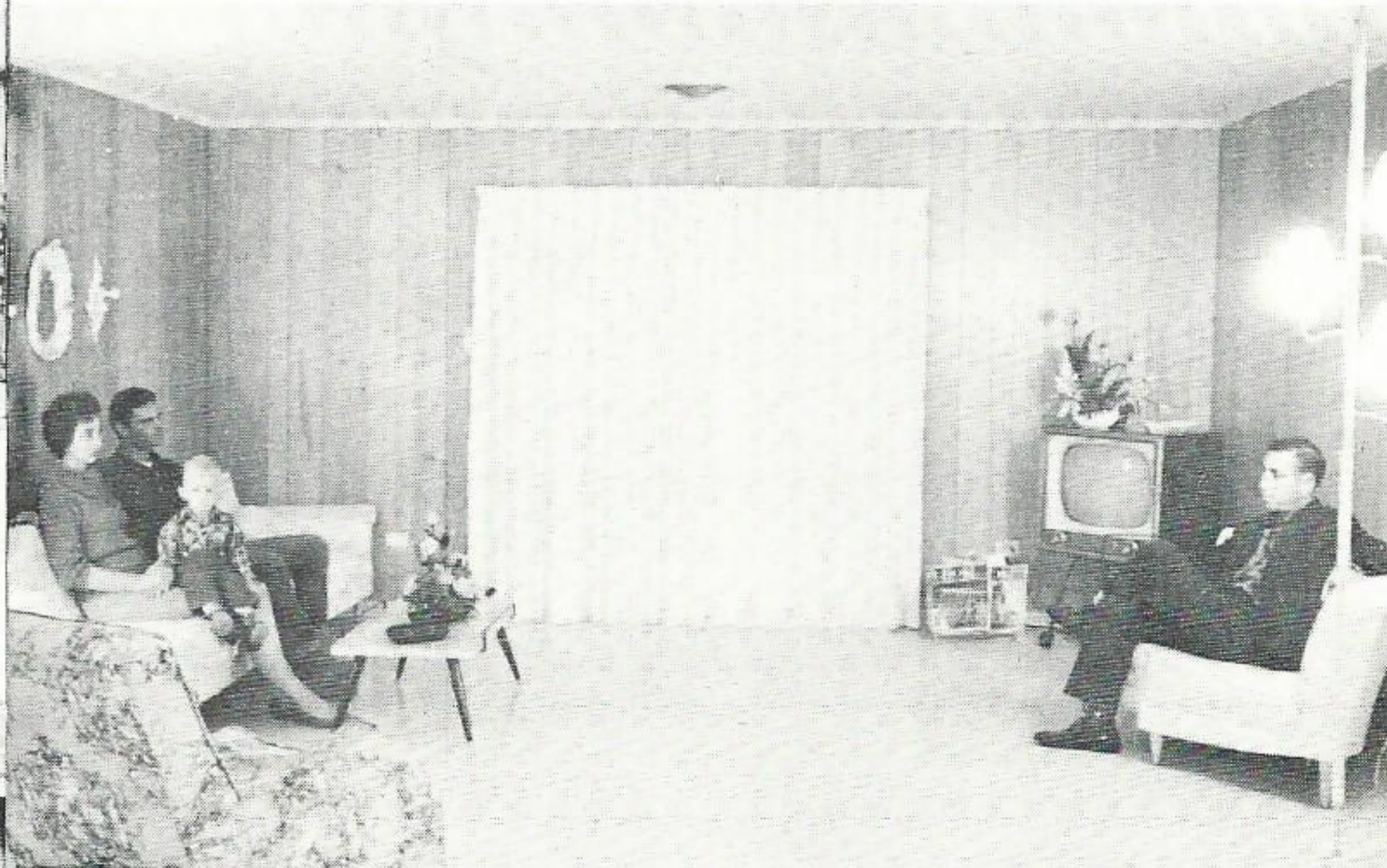
Another Gulf States family, the R. W. Hendons, (he's a lineman first class, in Port Arthur T&D) are presently building their fourth home, their third all-electric, in the same neighborhood. They have convinced four of their neighbors to build Gold Medallion Homes. So the experience of living in an all-electric home not only creates enthusiasts but potential salesmen for our Company.

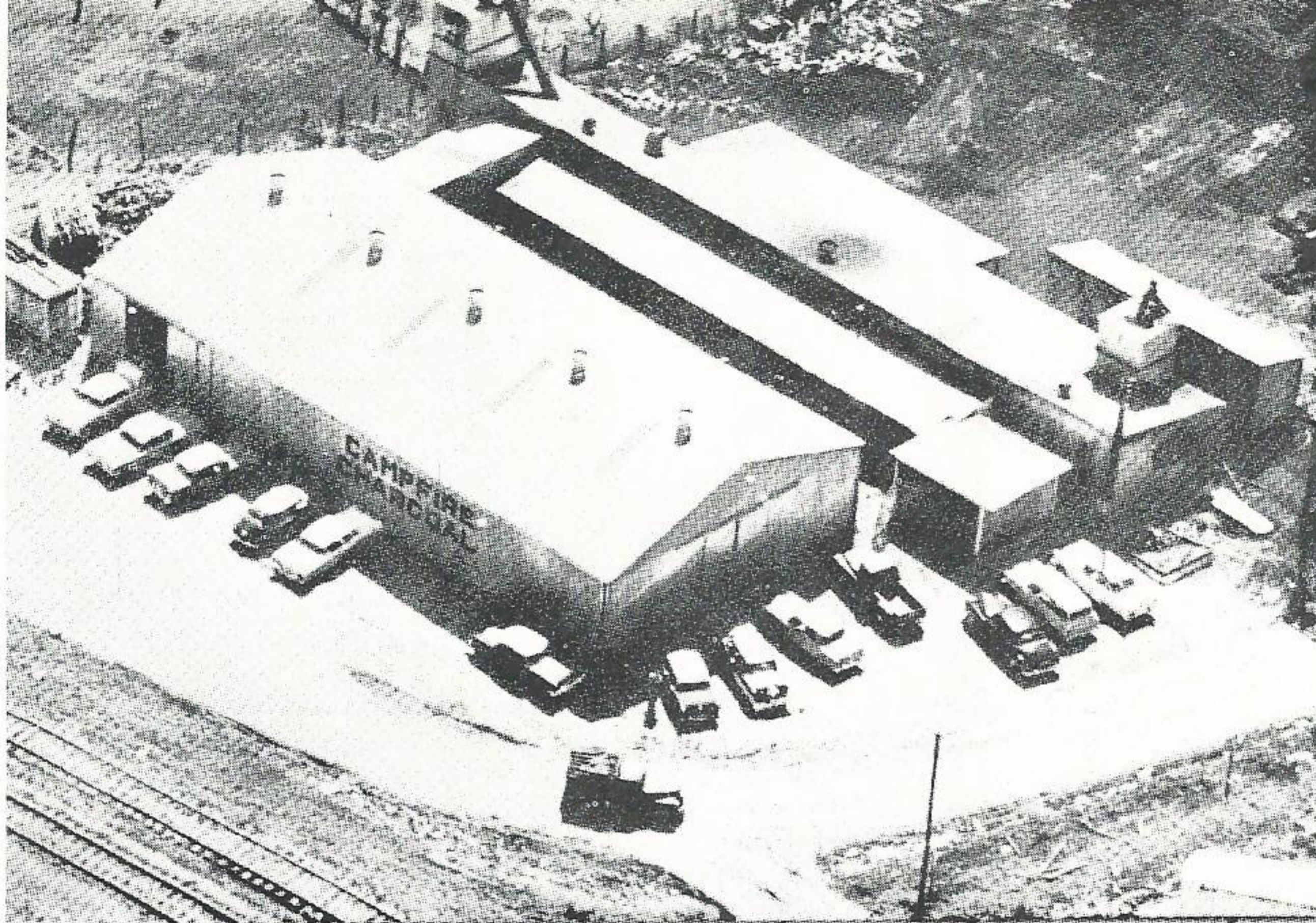


MOVES TO SMALLER ALL-ELECTRIC HOME. C. R. Arisco, Neches Station, and his wife, Mary, decided about three years ago that since their children were married and gone from home they needed a smaller and easier to keep home. So they built themselves a 1,400 square foot home with a three ton General Electric heat pump and all other Gold Medallion Home features. Mr. Arisco said, "The two highest bills I've received since we've lived here were for \$35, both for the coldest and hottest months we've had this year. Otherwise our monthly bill averages around \$22. The Arisco's are ready to spend a summer's evening in cool comfort as they keep their grandson's Bobbie and David, sons of their daughter, Marie.



JENNINGS' FIRST EMPLOYEE ALL-ELECTRIC HOME. Mr. and Mrs. Lem Gravelle, he's an apprentice, T&D, and their son, Kent, entertain John Bordelion, residential sales representatives, in their Gold Medallion Home. The Gravelle's were the first Jennings' Gulf Staters to build an all-electric home. The Gravelle's use a three ton Lenox Upflow heat pump to warm and cool the 1,586 square feet of living space. At the right, Sue prepares coffee in her all-electric kitchen to serve her guests. "We've found we really enjoy this all-year, all-weather home," Lem said. "This summer, considering how hot this year has been, it has been very economical to cool." Mr. Bordelion estimated that for the ten months period the Gravelle's have lived in their new home the bill has average \$34.43 per month.





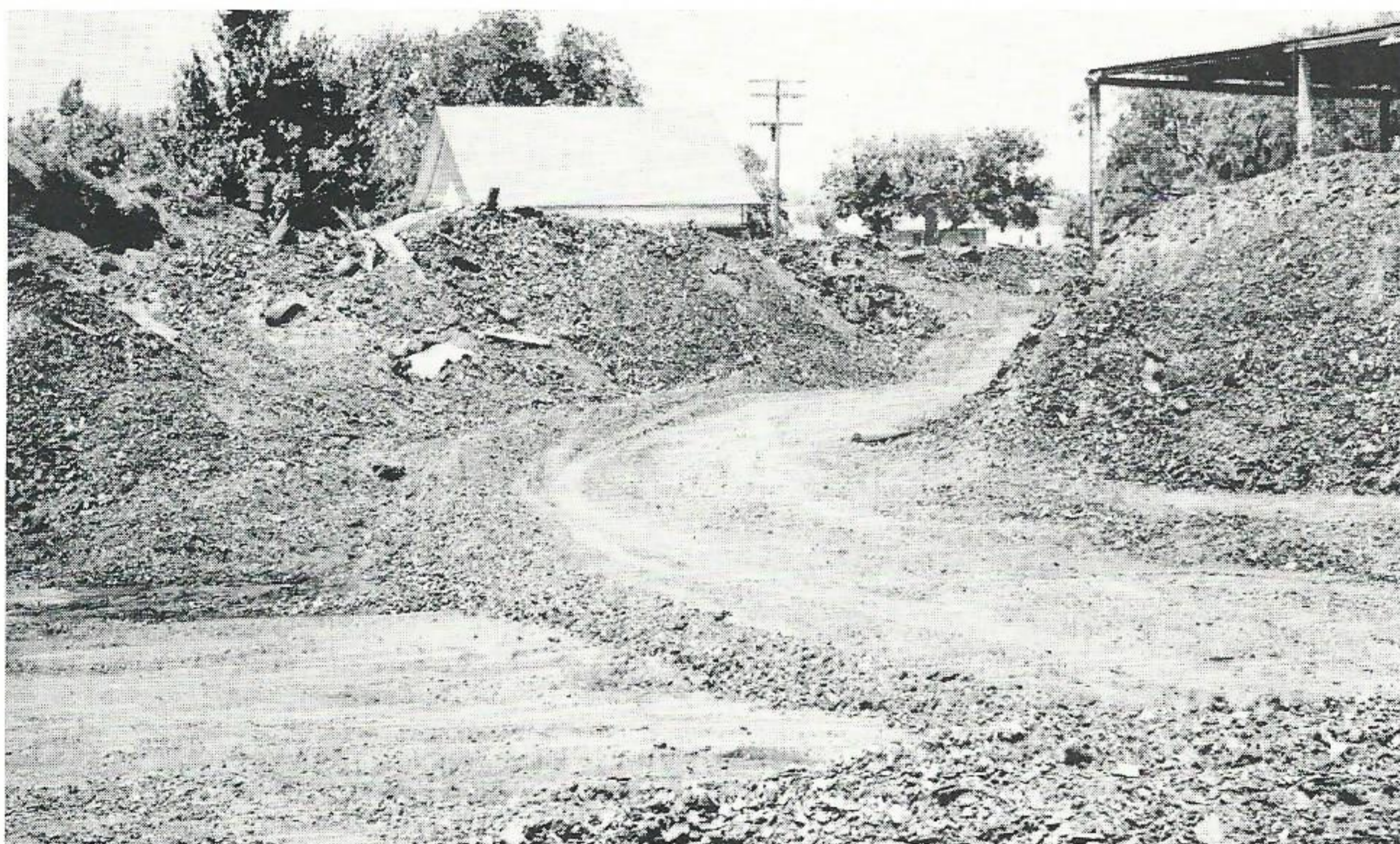
AIR VIEW OF CAMPFIRE PLANT. Large building at left is warehouse where processed and bagged charcoal is stored while awaiting shipment. Charcoal is processed and bagged in building at right.

Navasota industry makes good use of electric motors in the preparation of fuel for that . . .

Backyard Delight—the Charcoal Broil

"SUMMERTIME, when the living is easy," begins the oft-quoted song, and to this might be added some soft, soothing lyrics about charcoal glowing in backyard barbecue pits as amateur chefs prepare mouth-watering delicacies

in the finest tradition of the culinary art. Supplying the fuel for this outdoors cookery is proving a thriving business for Cook Swanson's Campfire Charcoal Company of Navasota.



RAW CHARCOAL. These mounds of freshly burnt charcoal, looking much like a northern coal yard, will soon be converted into Campfire Charcoal briquets and sent on its way to the backyards of chefs throughout the Southwest. Lump charcoal is brought to Cook Swanson's Campfire Charcoal Company from 16 suppliers. More than 75 persons are employed in this industry in and around Navasota.

Campfire Charcoal, whose plant began operations eight years ago, was the first company in the state and the 11th in the nation to begin making, bagging and marketing charcoal briquets. It is the only such operation in our Company's service area.

The charcoal company plant operates 16 hours a day and turns out about two railroad carloads of bagged briquets each week, J. C. "Cook" Swanson, president, said. To do this the company employs 25 persons and 27 electric motors.

Electric Motors Help Cut Operating Costs

"If it weren't for electric motors no one could stay in an industry where the product's price has been cut in half in the last four years," Mr. Swanson said. "Electric motors help us to cut operating costs and at the same time give us a continuous production."

In an effort to capture more of the consumer market, Mr. Swanson has come up with an improvement on his product which he developed and tested himself. He calls it Campfire Instant Charcoal. The Instant Charcoal is made by impregnating briquets with lighter fluid, thus making them instantly flammable and therefore easier to use. There is no fuss about getting the fire started and, according to Mr. Swanson, the Instant Charcoal burns more efficiently and requires smaller quantities than ordinary briquets.



PRODUCTS OF CAMPFIRE COMPANY. Bags of charcoal briquets and cans of instant briquets are the two products of the Campfire company. The label on the can bears a warning that will be warmly received by many a backyard barbecuer—"Caution! Combustible Briquets."

Campfire is presently introducing the new instant-igniting charcoal in several market areas of the state to test consumer response. Mr. Swanson is anticipating a very favorable reaction on the basis of the American trend toward the so-called convenience products born of our increasingly high standard of living. The new product is packed in a can.

Uses Local Produced Charcoal

The Navasota company is only a processor of charcoal, which it buys in lump form from 16 suppliers in the area. These suppliers, employing about 50 men, burn blackjack and scrub oak in big concrete kilns. The residue, or charcoal logs are then broken up, scooped out and hauled to the Campfire plant in trucks. At the plant the lumps are run through a crusher which grinds them up into powder.

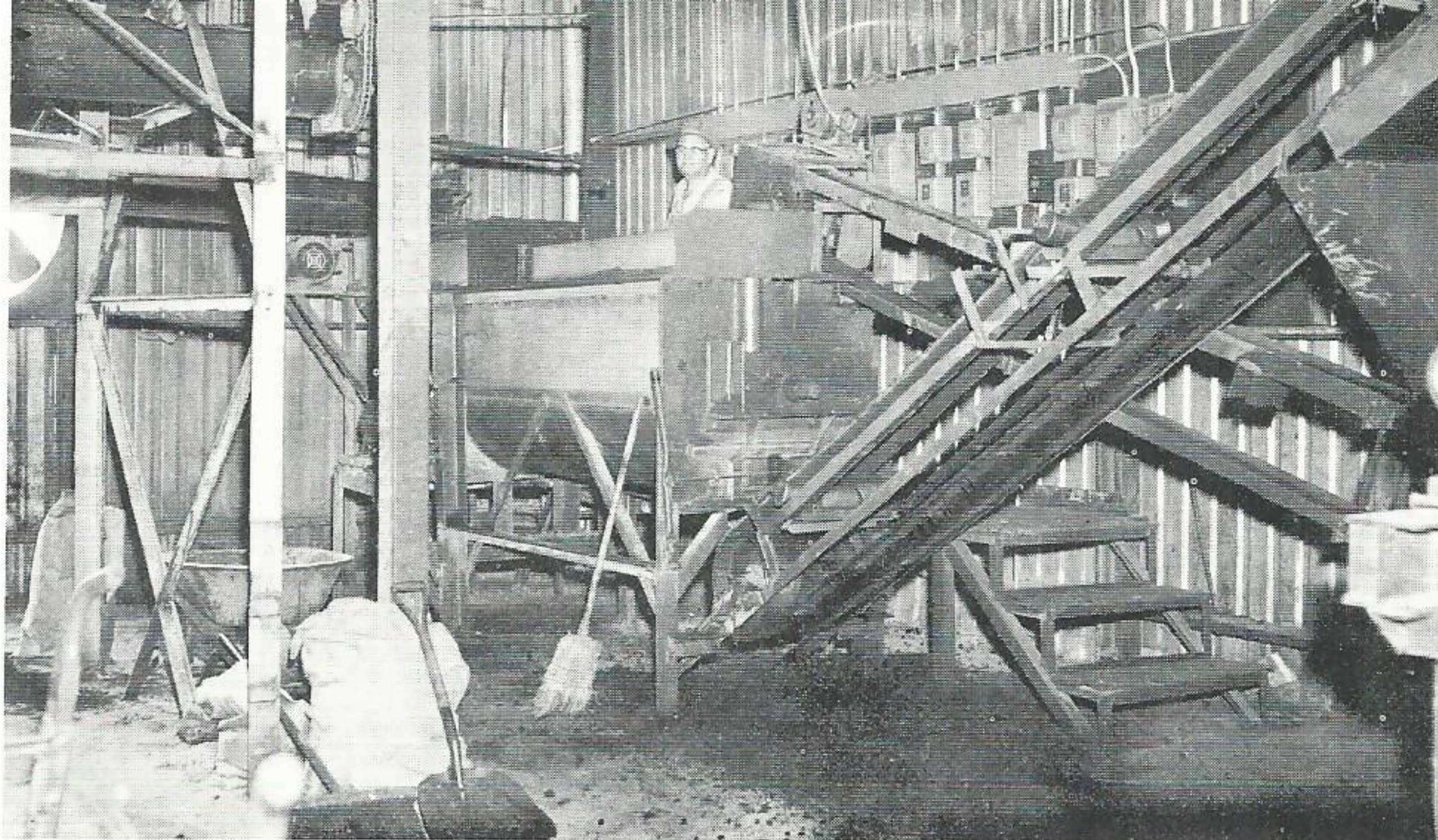
This powder is mixed with corn starch which acts as a cementing agent. In the next step along the continuous conveyor process the charcoal-corn starch mixture goes through an aerator where steam is shot in while the particles are suspended. From here the dampened mixture goes into a briquetting press. When the fresh and somewhat soggy briquets drop out of the press they land on another conveyor which takes them at a snail's pace through a dryer, the trip lasting approximately three hours. Fans must keep the damp air drawn out of the dryer because charcoal is such good absorbing material that otherwise succeeding fresh briquets entering would immediately take up the moisture.

Conveyors Provide In-Plant Transportation

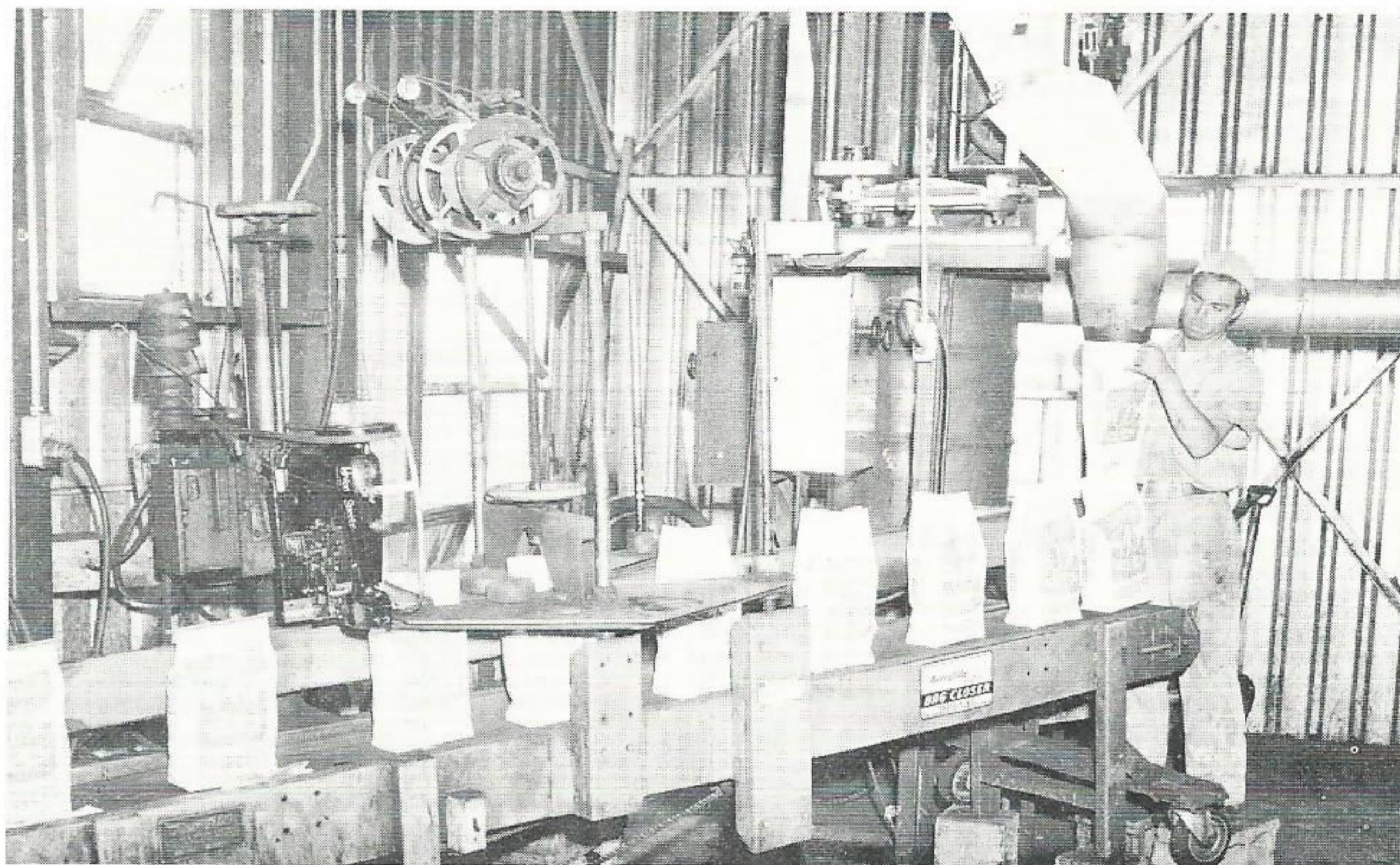
Experience proved that briquets fresh from the oven were too hot to bag so another conveyor was added which simply takes the briquets around and around for about an hour to allow them to cool down. From here the briquets, now nearing the end of the long conveyor line, are dumped into a hopper above the packaging machine which automatically weighs out the proper amount and dumps it into a bag. As the bags are filled they are placed on a final conveyor which takes them through a machine which sews and trims the tops.

From this automated manufacturing process the bags of charcoal briquets are taken to a storage room to await shipment to wholesale grocers and chain store warehouses throughout Texas and Louisiana, Arkansas, Oklahoma and New Mexico and eventually to the back yards of thousands of cookout specialists.

September, 1962

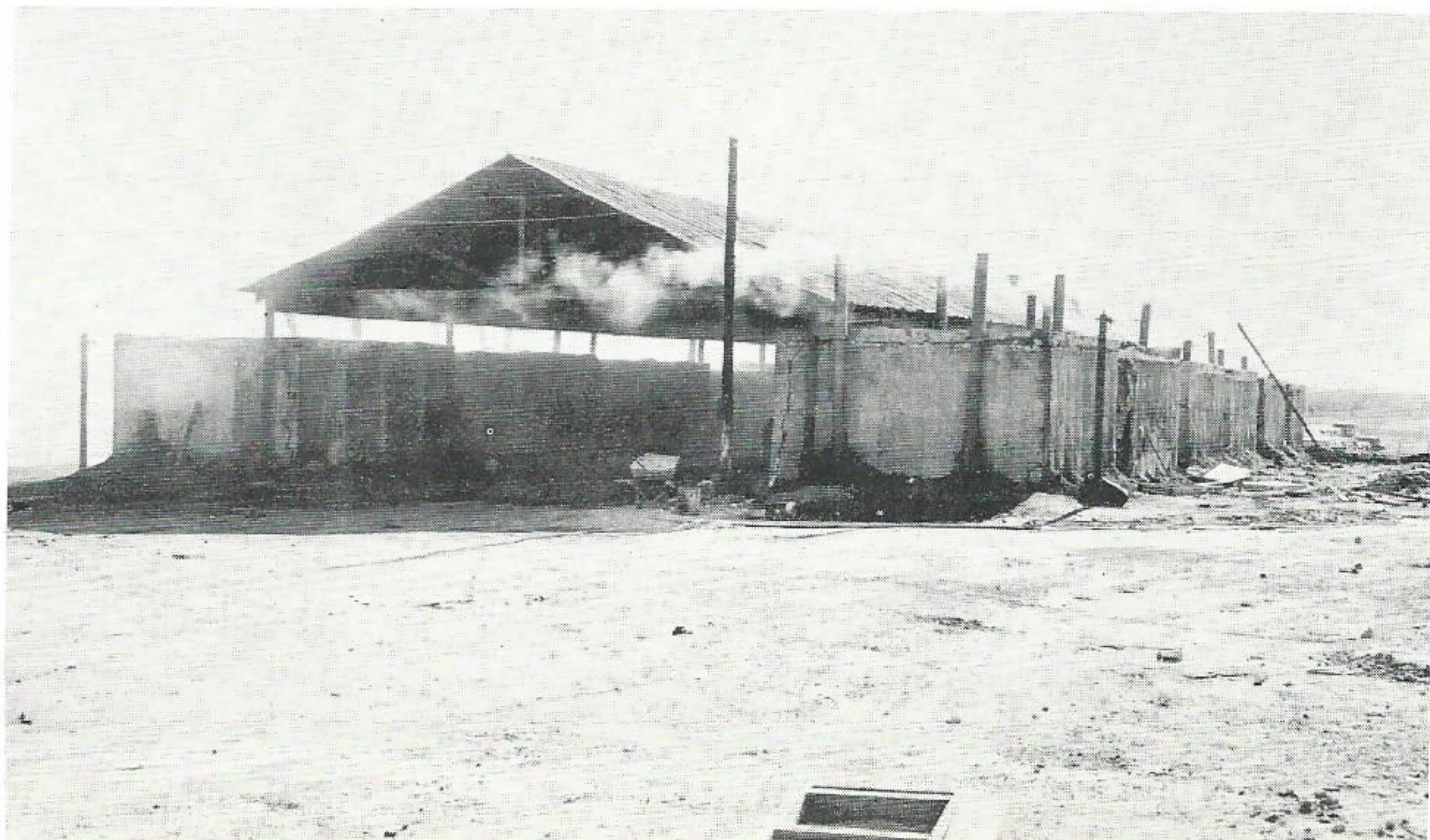


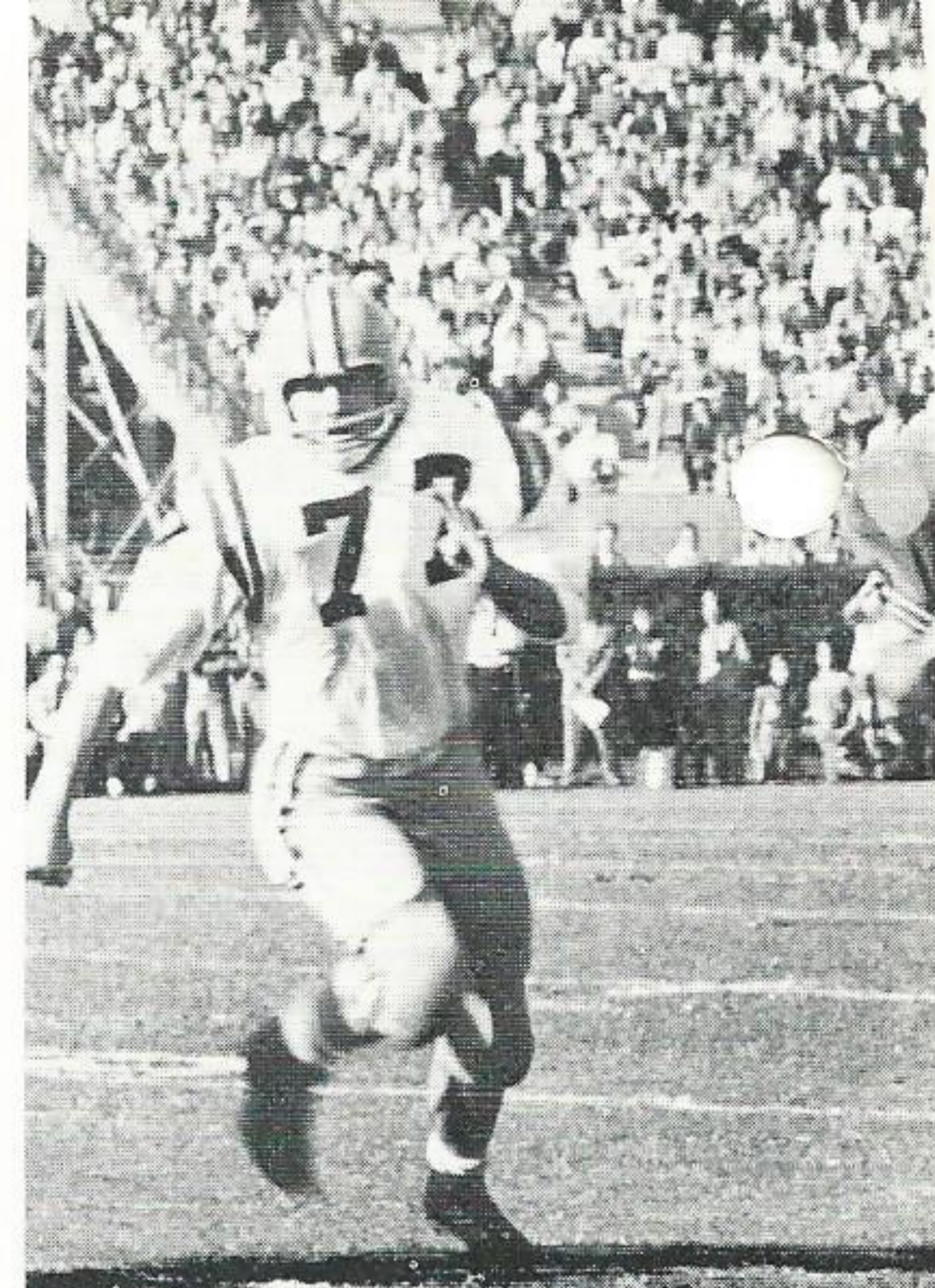
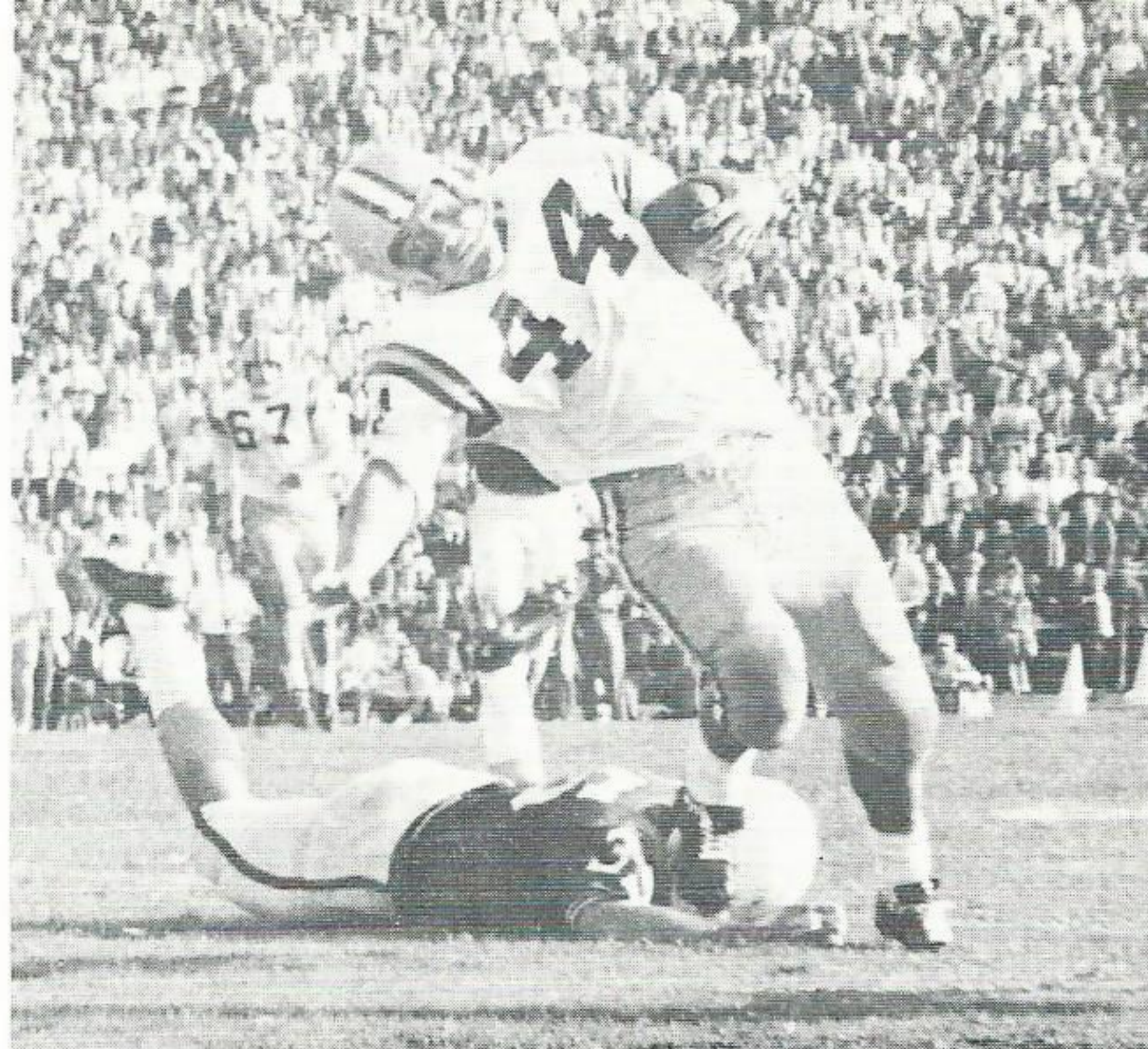
STEAM ADDED TO MIXTURE. Ground charcoal and corn starch come down conveyor at left into tank, center, where steam is added as a binding agent. It then comes out bottom of tank on conveyor en route to briquetting machine which presses out individual briquets.



END OF THE LINE. Charcoal briquets in measured amounts drop out of hopper into bags, right. The bags travel down the conveyor through a machine which automatically sews and trims the tops. From here they go into the warehouse to await shipment.

WHERE CHARCOAL IS MADE. These big concrete kilns of the White Brothers Charcoal Plant outside Navasota turn out an average of about 120,000 pounds of lump charcoal a week. The charcoal is made from blackjack and scrub oak in the area. The wood is stacked in the kilns and burned 72 hours by a slow fire which is allowed very little oxygen. When the burning is completed the charcoal logs, which retain the same shape they held as wood, are broken up, put in a dumptruck and hauled to the Campfire plant.





FAST ACTION. These are some action packed scenes from last year's LSU-Tulane game, the tenth broadcast sponsored by our Company and the other four investor-owned electric utility companies in Louisiana.

These five companies will again sponsor the broadcasts of this season's LSU grid battles over the LSU Football Network each Saturday starting with the Texas A&M game on September 22.

Louisiana's investor-owned electric utilities companies will again sponsor broadcasts of LSU Saturday football classics . . .

Football Takes to the Airways

AGAIN this fall, our Company, along with the other four investor-owned electric utility companies of Louisiana, will broadcast the Louisiana State University football games each Saturday beginning with the Texas A&M game on September 22 and ending with the Tulane game on November 24.

The ten games will be broadcast over the seven radio stations making up the LSU Football Network. Other stations throughout the South will also carry the games. Stations included in the network are: WJBO, Baton Rouge; WWL, New Orleans; KEEL, Shreveport; KPLC, Lake Charles; KALB,

Alexandria; KVOL, Lafayette; KMLB, Monroe; and WIKC, Bogalusa.

Co-sponsors with our Company of the game time broadcasts are Louisiana Power and Light Company, Central Louisiana Electric Company, Southwestern Electric Power Company, and New Orleans Public Service, Incorporated.

The five companies will use commercial time before, during and following the game to tell the listeners how the investor-owned electric companies help Louisiana to grow and prosper.



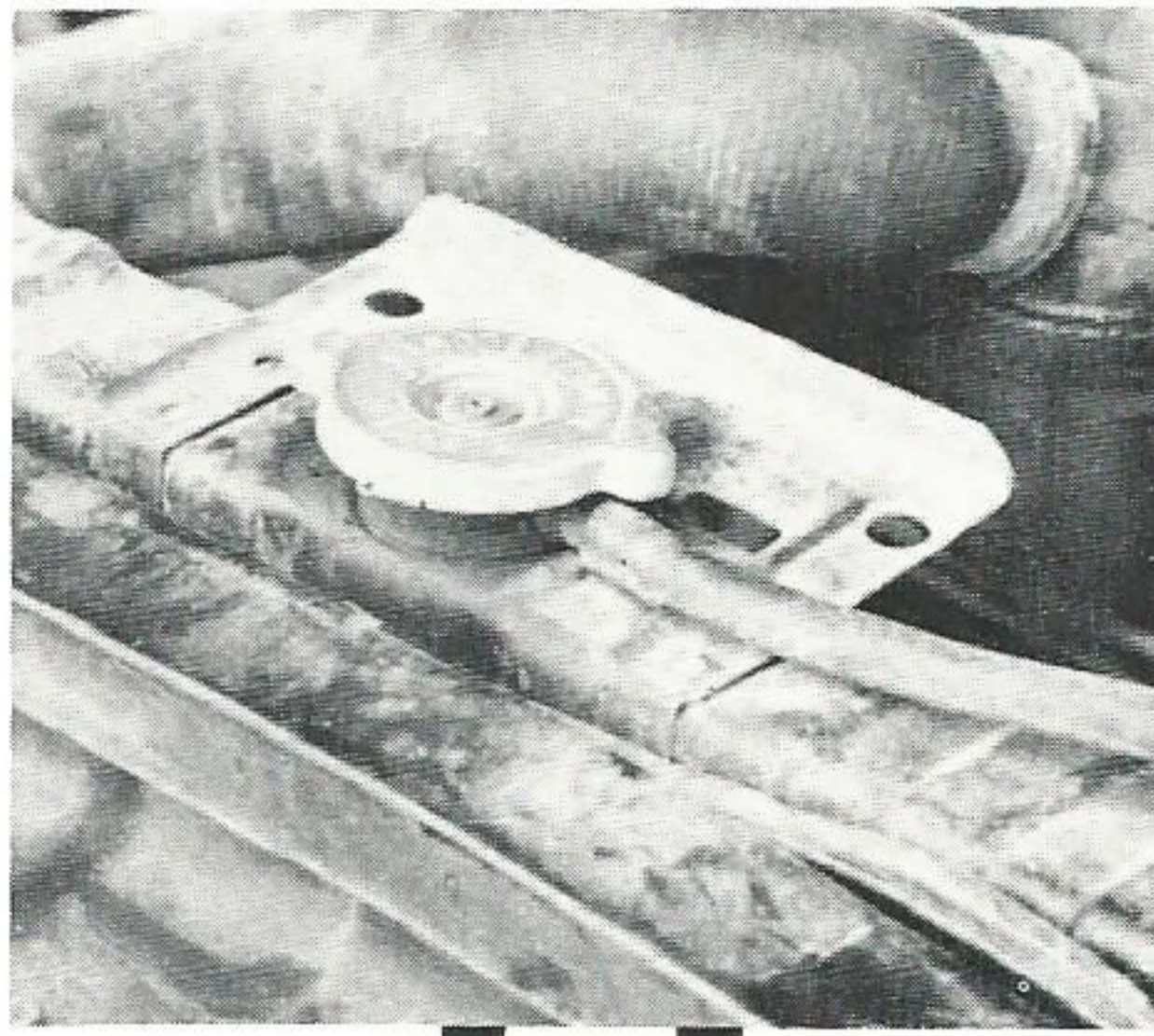
PRE-SEASON HUDDLE. John Ferguson, left, play-by-play announcer for this seasons LSU's football game broadcasts, and Walter Hill, right, color announcer, who will present the commercials during the game, talk over LSU's prospects with new head coach Charles McClendon during a pre-season practice session.

Football Schedule

Date	Opponent	Broadcast Time (CST)
Sept. 22	Texas A&M	7:45 P.M.
Sept. 29	Rice	7:45 P.M.
Oct. 6	Georgia Tech	1:45 P.M.
Oct. 13	Miami	7:45 P.M.
Oct. 20	Kentucky	6:45 P.M.
Oct. 27	Florida	7:45 P.M.
Nov. 3	Ole Miss	7:45 P.M.
Nov. 10	TCU	7:45 P.M.
Nov. 17	Miss. State	7:45 P.M.
Nov. 24	Tulane	1:45 P.M.

The cause of three serious accidents this year . . .

Radiator Steam Burns



IT is important to know what to do in case of an accident. But it is even more important to know how to prevent an accident, especially one as easily preventable as being burned by steam in the act of removing a radiator cap.

Already this year there have been three known cases in our Company of persons being burned in just this manner. The reason for these accidents is that the persons removing the radiator caps did not pause at the safety stop to let the pressure off. Instead, they simply twisted off the caps allowing the hot water and steam to geyser up.

This sequence of pictures shows the right and wrong way to remove a radiator cap.

RIGHT

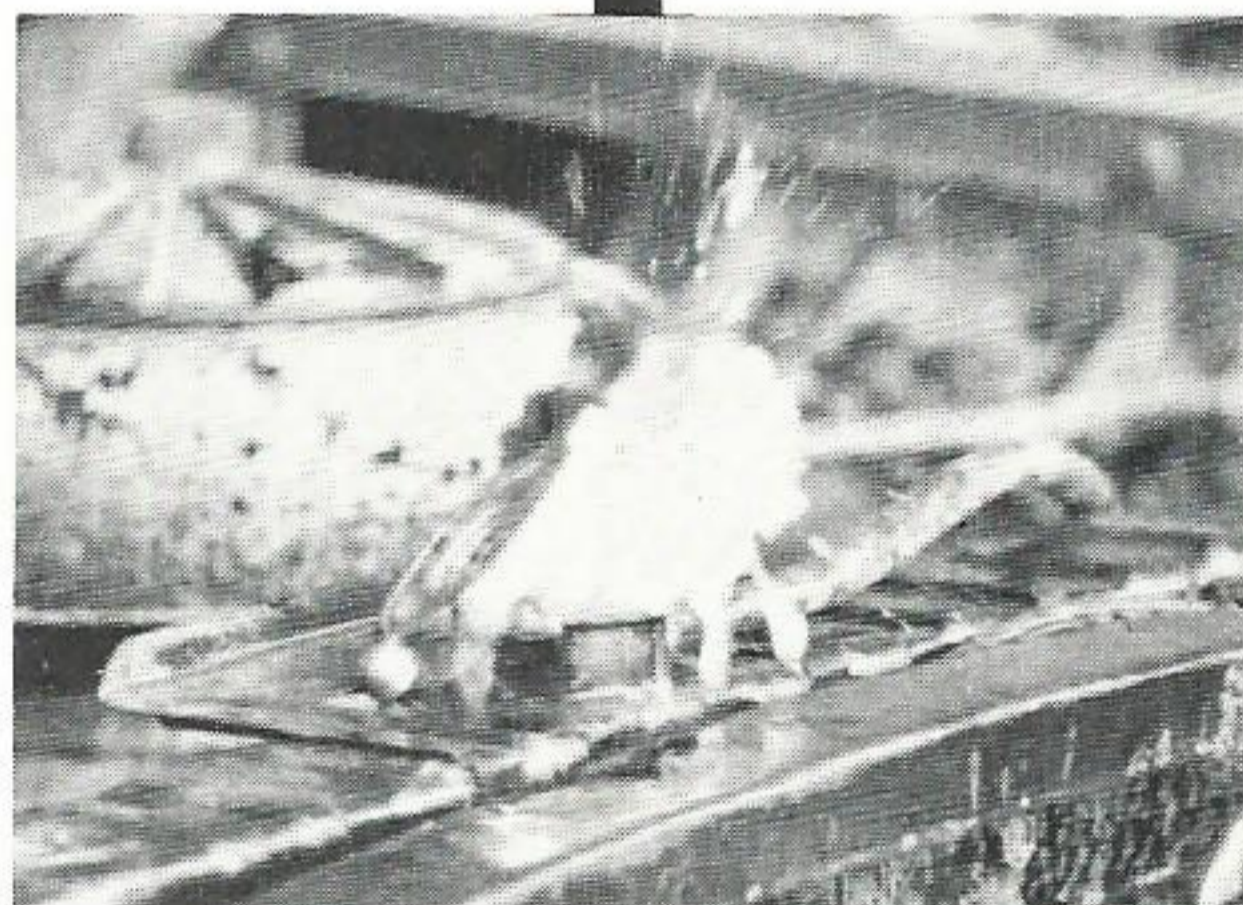
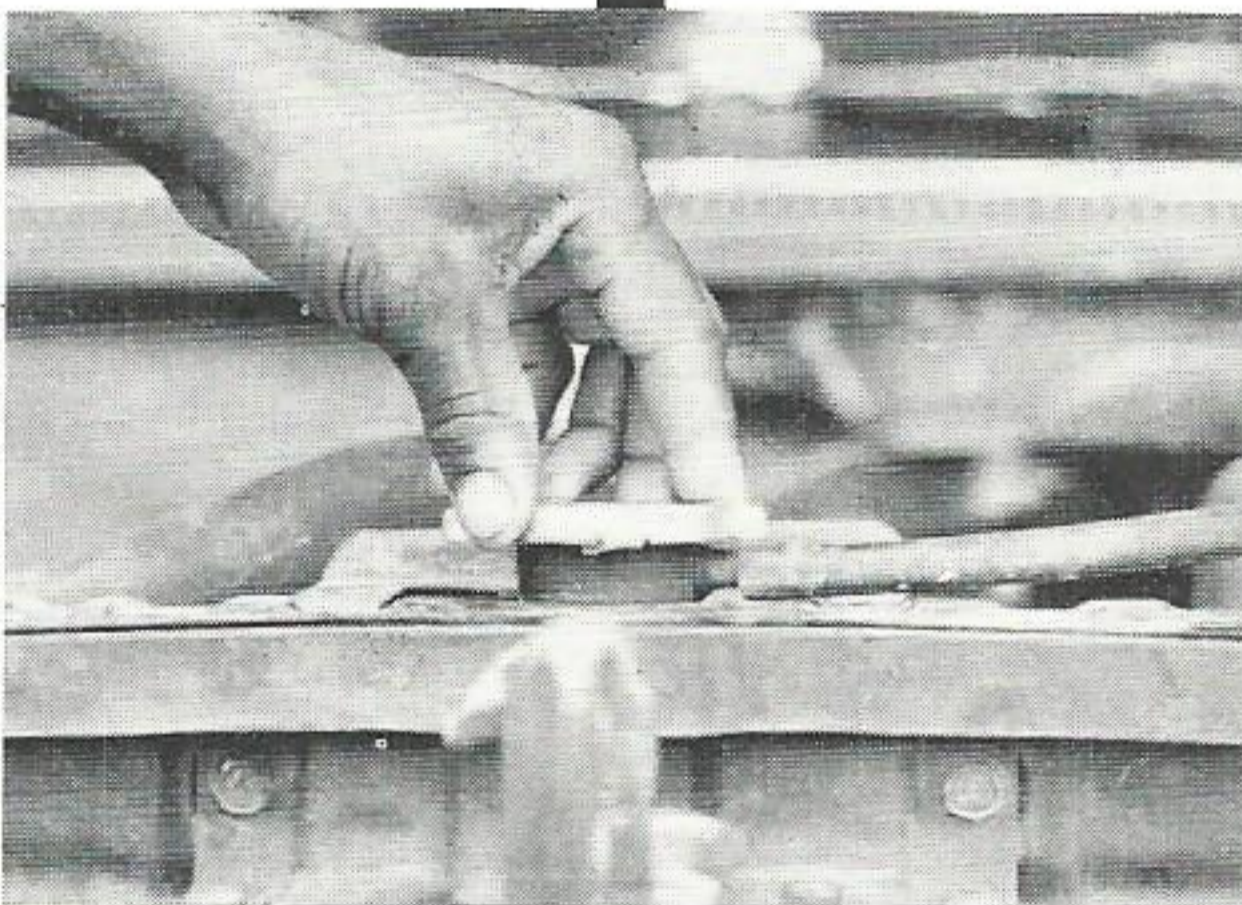


TWIST

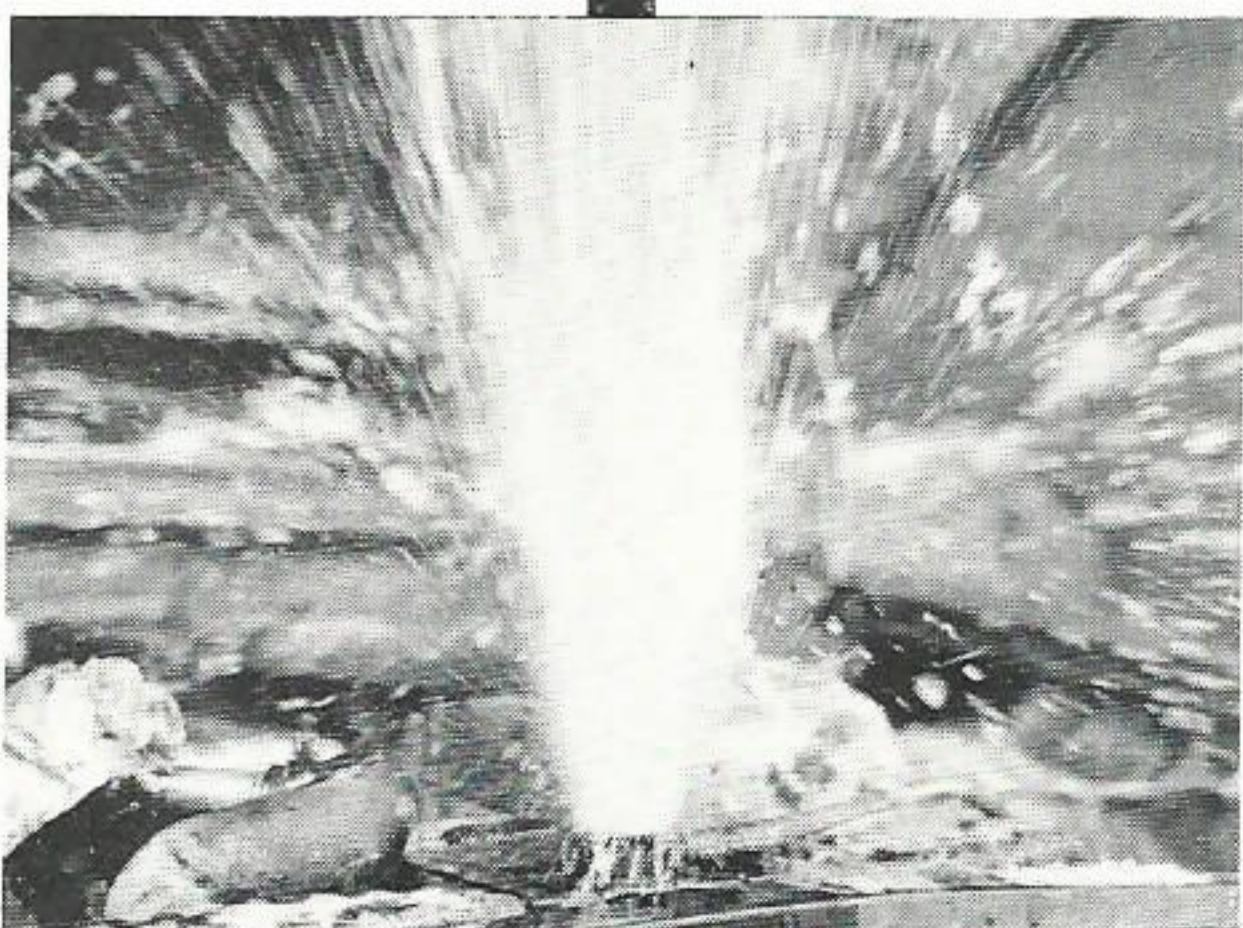
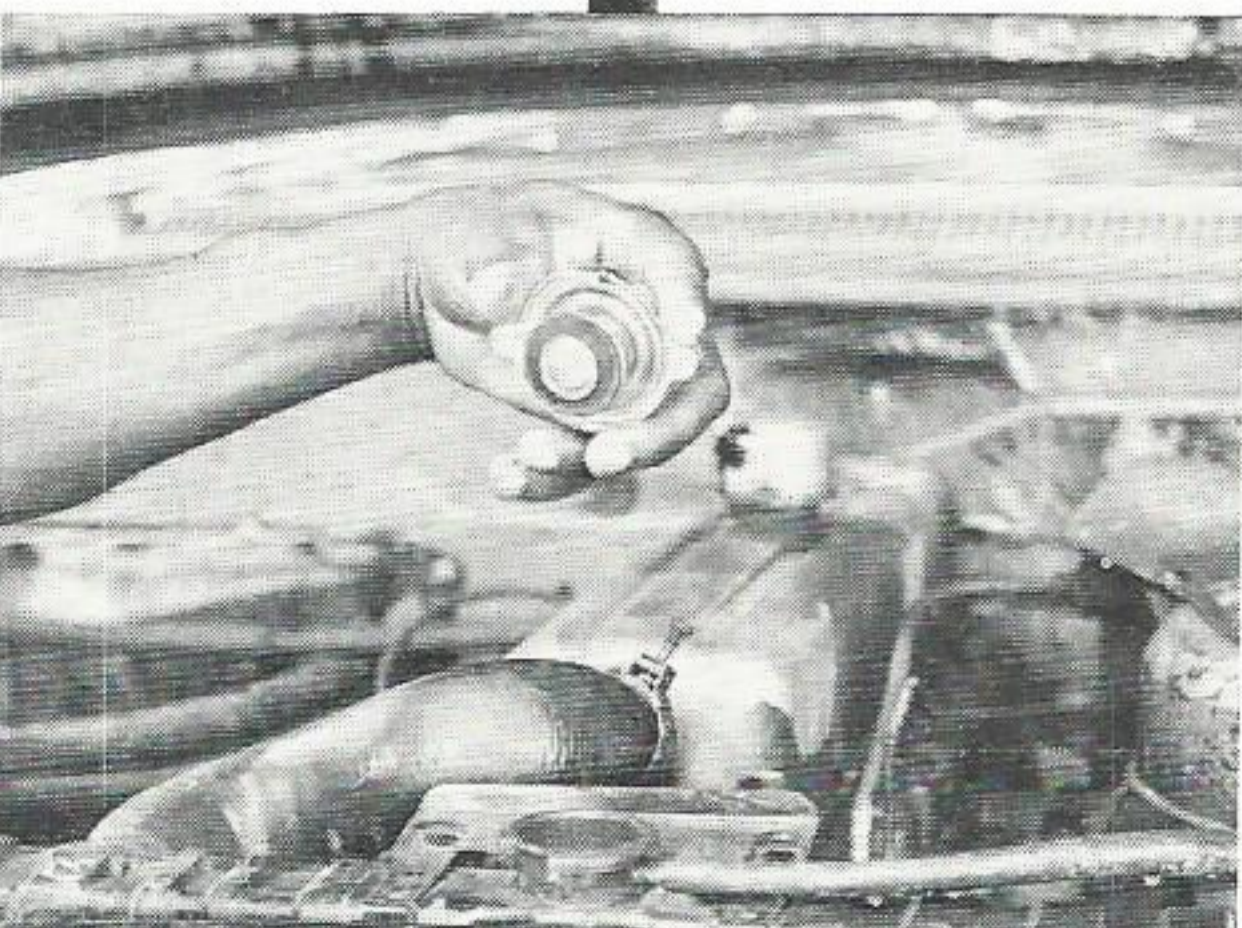


WRONG

WAIT



OPEN





*Hardin County ladies
came to Kountze last
month for a . . .*

HOMEMAKER'S HOLIDAY

AN attentive crowd of 75 housewives turned out August 8 to see Gwen Hansen and Harriet Babin, home service advisors from Beaumont and Orange, stage a Homemaker's Holiday at the Hardin County Courthouse in Kountze. The show was sponsored by the Home Demonstration Clubs in the county.

Mrs. Hansen centered her cooking demonstration with the electric range, refrigerator and freezer, rotisserie and electric skillet around foods that could either be prepared ahead or done quickly when the homemaker desired a holiday from cooking. Miss Babin gave helpful hints on the use of the automatic washer and electric dryer. A style show featured wash and wear garments from Marianne's Shop and Birdwell's Department Store in Kountze.

Vic Norvell, Silsbee District superintendent, welcomed the women to the show and introduced Mrs. Hansen and Miss Babin. Jack Ogden, Woodville, and Jack David, Silsbee, residential sales representatives, were in charge of the drawing and awarding of prizes at the end of the show. An electric skillet provided by our Company was the main prize. Several other prizes were provided by merchants, and the food prepared during the demonstration was given to members of the audience.

A HOMEMAKER'S HOLIDAY. Harriet Babin, Orange, left, and Gwen Hansen, right, Beaumont, both company home service advisors, presented a Homemaker's Holiday program at the Hardin County Courthouse in Kountze last month for 75 Hardin County ladies. The show was sponsored by the Home Demonstration Clubs of the county. Mrs. Hansen presented the ladies with ideas on how they could have a holiday in their kitchen by letting their electric kitchen appliances do most of the work. Miss Babin gave them helpful hints on how they could get more work out their laundry appliances and enjoy a washday holiday.



Port Arthur Rotarians tour Sabine Station where they get first-hand . . .

“KNOWLEDGE OF POWER”

SABINE STATION, one of the most toured plants in the Sabine-Neches industrial area, was the scene August 23 of a weekly meeting of the Port Arthur Rotary Club. The Rotarians, numbering 75 with their guests, convened on the station at noon, ate a meal in the auditorium, heard a few short talks from a welcoming committee of Gulf Staters and toured the plant.

Dr. Winston C. Holman, president of the Port Arthur club, opened the program and then turned the floor over to Earl White, Port Arthur Division operating superintendent and club member. Mr. White introduced guests

and Gulf Staters present, including L. M. Welch, vice president, division operations, E. L. Robinson, vice president, general sales manager, C. A. Ibach, Sabine superintendent, C. M. Scott, Port Arthur Division manager, R. J. Robertson, construction-production manager, F. A. Wilson, construction engineer, and W. B. Gurney, Results Department superintendent.

Mr. Robinson outlined briefly for the group our Company's development and expectations for its future growth, emphasizing that as an investor-owned, tax-paying enterprise Gulf States is a solid citizen in the business community

of Southeast Texas and Southwest Louisiana. He also drew attention to the importance of the power swap agreement recently reached between a group of investor-owned utilities, including GSU, and the Tennessee Valley Authority.

In order to help the Rotarians to better understand what they would see on their tour of the plant, Mr. Ibach explained the operation of Sabine. He used an animated color diagram in describing the functions of the boiler, which led to a discussion of the operation and purpose of the large cooling-water canals.



Approve Power Marketing Plans For Toledo Bend Dam Electricity

AS of August 14, the Sabine River Authority of Louisiana approved a statement of intent for the sale of Toledo Bend Dam produced electricity to three investor-owned electric companies whose service areas adjoin the large reservoir site on the Texas-Louisiana state-line.

The power sale statement of intent, approved by our Company, Central Louisiana Electric Company, and Louisiana Power and Light Company, had been approved earlier by the Texas Sabine River Authority. The companies propose to pay an average of \$1,975,000 a year to the river authorities for a 40-year period; and 80 per cent of that sum for another ten years.

Toledo Bend Dam is being built by the two river authorities, without federal aid. The two states have each committed \$15 million toward the construction. A remaining \$25 million has been provided through power revenue bonds which will be retired by the sale of electricity generated at the dam.

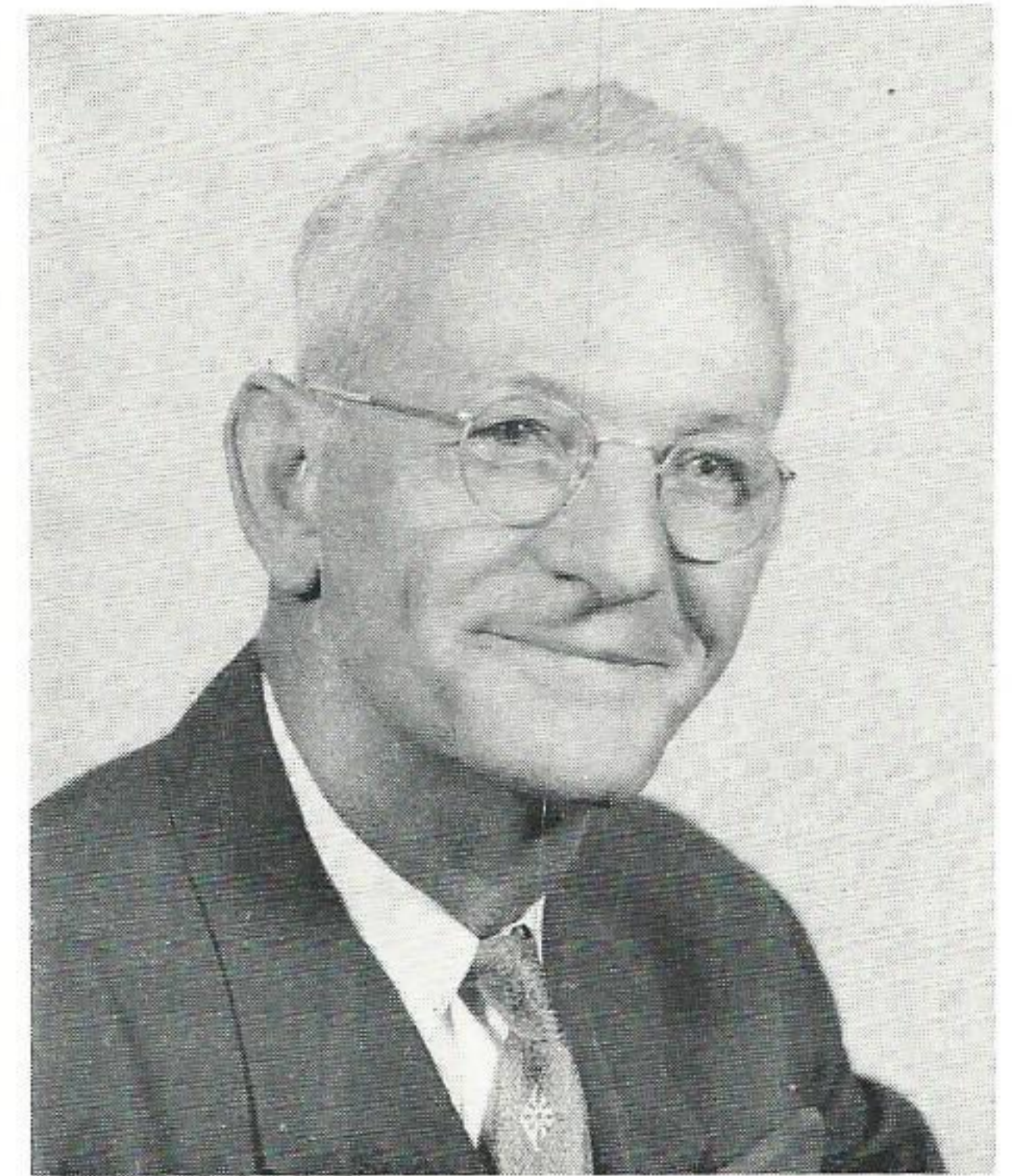
The contract negotiations between the investor-owned electric companies and the Sabine River Authorities opens the way for the dam to become self-liquidating.

Although little power will be available at times during the year, the full capacity of the dam's turbines will be available at times during periods of peak demand on the power companies.

The availability of this power during peak load seasons will add greatly to

the companies' existing systems and will help supply the power needed for industrial and urban development of this area of Texas and Louisiana.

Negotiations will continue between the companies and the river authorities until final contract is completed.



Mr. Hall

Two Engineering Assignments Made

R. T. KEARNEY, engineer in the Special Projects Group, System Engineering, has been promoted to application engineer in the Application Section of the Standards Group and Joseph E. Bondurant, engineer, Beaumont T&D, has been transferred to the Special Projects Group.



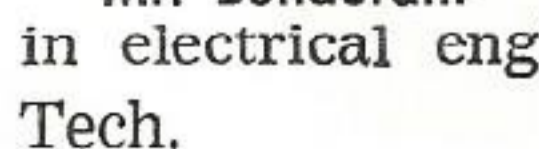
Mr. Kearney

The promotions were effective August 16.

Mr. Kearney joined our Company in June, 1952, as an engineer in Beaumont. He was assigned to Beaumont T&D in October, 1952, and was transferred to Lake Charles T&D as an engineer in September, 1954. In January, 1959, he was transferred to Construction Budget in Beaumont and a year later to System Engineering.

A native of Mobile, Alabama, he was graduated from Alabama Polytechnic Institute with a BS in electrical engineering.

Mr. Bondurant, who is from Fulton, Kentucky, was employed in July, 1957, and was assigned to Beaumont T&D as an engineer in October, 1957. He holds a BS in electrical engineering from Georgia Tech.



Mr. Bondurant

H. C. "Pete" Hall, Beaumont, to Retire October 1

HARMON C. "PETE" HALL, section supervisor of Plant Accounting, Beaumont, will retire October 1, after more than 37 years of service.

A native of Oldenberg, Mississippi, Mr. Hall began his utility career in 1925 in Baton Rouge, as a street car operator back in the days when we operated some transportation systems, as well as being an electric, and in some areas, gas and water utility company.

Mr. Hall progressed through various jobs in both operating and accounting departments in Baton Rouge. He was promoted to accountant in 1949 and also worked in the Tax Department in Baton Rouge until 1953 when he was promoted to senior accountant and transferred to Beaumont.

In 1960, Mr. Hall was promoted to his present position.

Mr. and Mrs. Hall have a daughter, Mrs. Dorothy Lee Ebert of Clinton, Louisiana, and three sons, Charles, a chemical engineer with Gulf Oil in Port Arthur; Harmon C., Jr., electrical contractor in Baton Rouge and Joseph W., laboratory technician with Chemstrand Corporation, Pensacola, Florida.

The Halls are members of the Woodland Baptist Church in Beaumont and he is a Mason and a member of the Woodmen of the World.



J. P. French, Purchasing Director, To Retire October 1 After 36 Years with Company

JOHN P. FRENCH will retire October 1 as director of purchasing after more than 36 years with our Company. He came to work as a freight clerk in 1926, and was made a clerk in the Purchasing Department the next year. He was promoted to assistant purchasing agent in 1939, purchasing agent in 1949, and director of purchasing in 1957.

Prior to joining our Company Mr. French worked 12 years for railroads and for a time was chief clerk in Orange for the Southern Pacific and then the Missouri Pacific. He also served for a short while as dock superintendent for the Orange Wharf and Dock Commission.

Except for several brief periods the Lockhart, Texas, native has been a Beaumont resident since 1901 and was educated in Beaumont schools. Mr. French has three children.

The retiring Gulf Stater was for nine years a member of the South Park Independent District School Board in Beaumont and has served as traffic committeeman for the Beaumont Chamber of Commerce, committeeman on the Trinity-Neches Boy Scout Council, president and secretary-treasurer of the Sabine District Traffic Club and president and director for national affairs of the Sabine-Neches Association of Purchasing Agents.



Mr. French

He is now a member of the Beaumont Chamber of Commerce, Young Men's Business League, Edison Electric Institute Purchasing and Stores Committee and the American Wood Preservers Association.

Operation FLU

Employees to be Offered Flu Shots

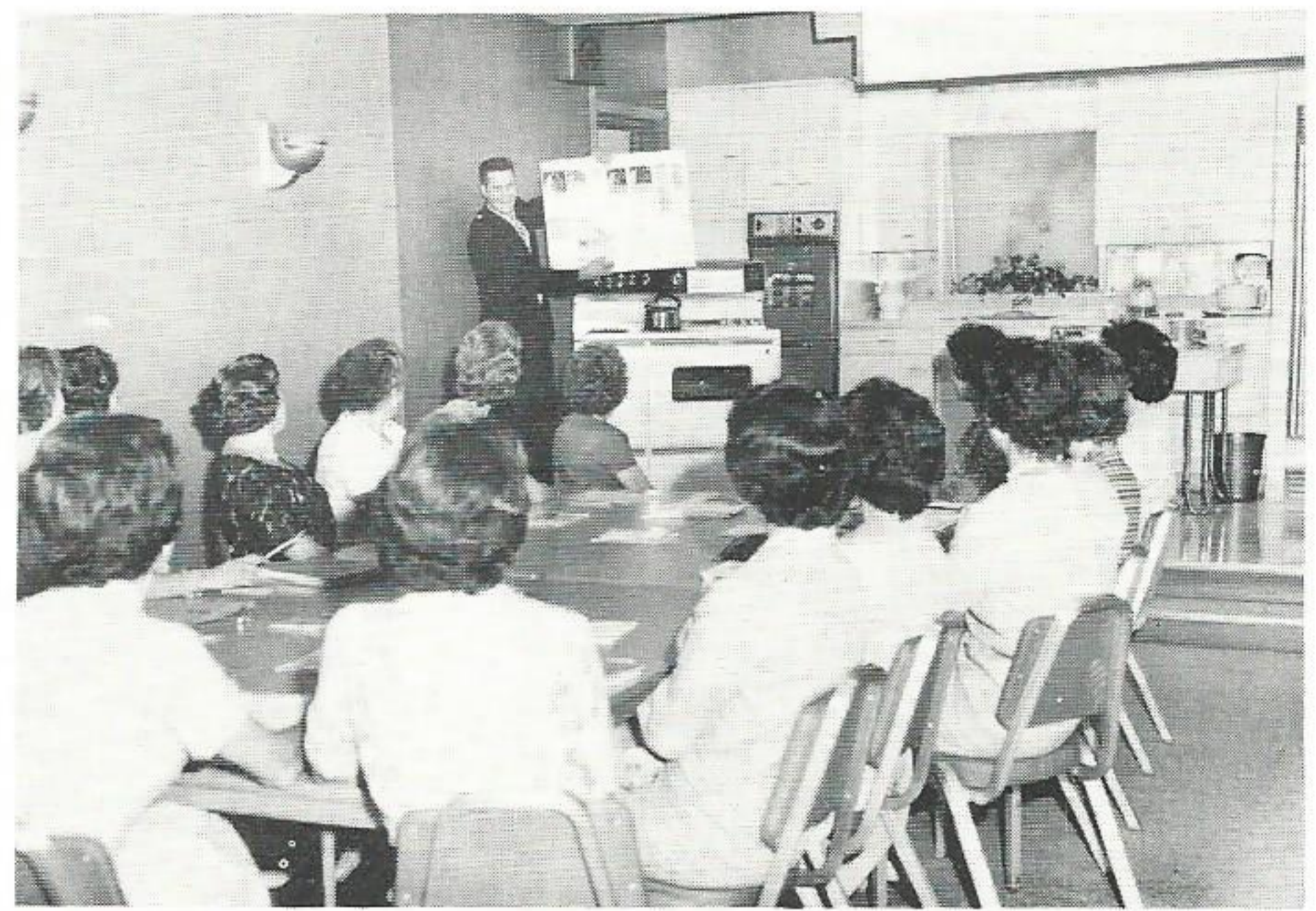
WITHIN the next 30 days all Gulf Staters will be afforded an opportunity to take shots to combat an expected epidemic of Asian flu this fall and winter. Vaccination stations will be set up at some points over the system where large concentrations of employees make it practicable. Other arrangements will be made in those localities where there are fewer employees. The shots are in a series of two, with the second to be given a short time after the first to provide complete immunization. They will be paid for by the Company. Persons who took the shots last year need take only one as a booster. Although the program is on a voluntary basis, employees are urged to take advantage of this opportunity for immunization, since this is the only known protection against the Asian flu virus. Anyone allergic to eggs should not take the shots.



INDUSTRIAL DEVELOPMENT TOUR. An industrial development clinic brought leaders of business and industry from over Texas to Orange September 10. After a morning session out-of-town visitors were taken on a three-hour tour of existing industrial installations and the primary industrial assets of the Orange area for future development. One of the stops on the tour was Sabine Station near Bridge City. Shown here in the auditorium of the office building at Sabine, left to right, are Bill Ludwig, executive representative, Missouri Pacific Railroad, Houston; Ned Kerr, vice president-industrial development, Republic National Bank, Dallas; Jim Bradley, director, Engineering Experiment Station, Texas A&M, College Station; Dave Hedges, vice president-industrial development, First City National Bank, Houston; M. K. Thomen, Orange mayor; H. S. Peterson, president, Orange National Bank and president of the Orange Chamber of Commerce; Jim Derr, maintenance supervisor at Sabine, and N. F. Black, Sabine test supervisor.



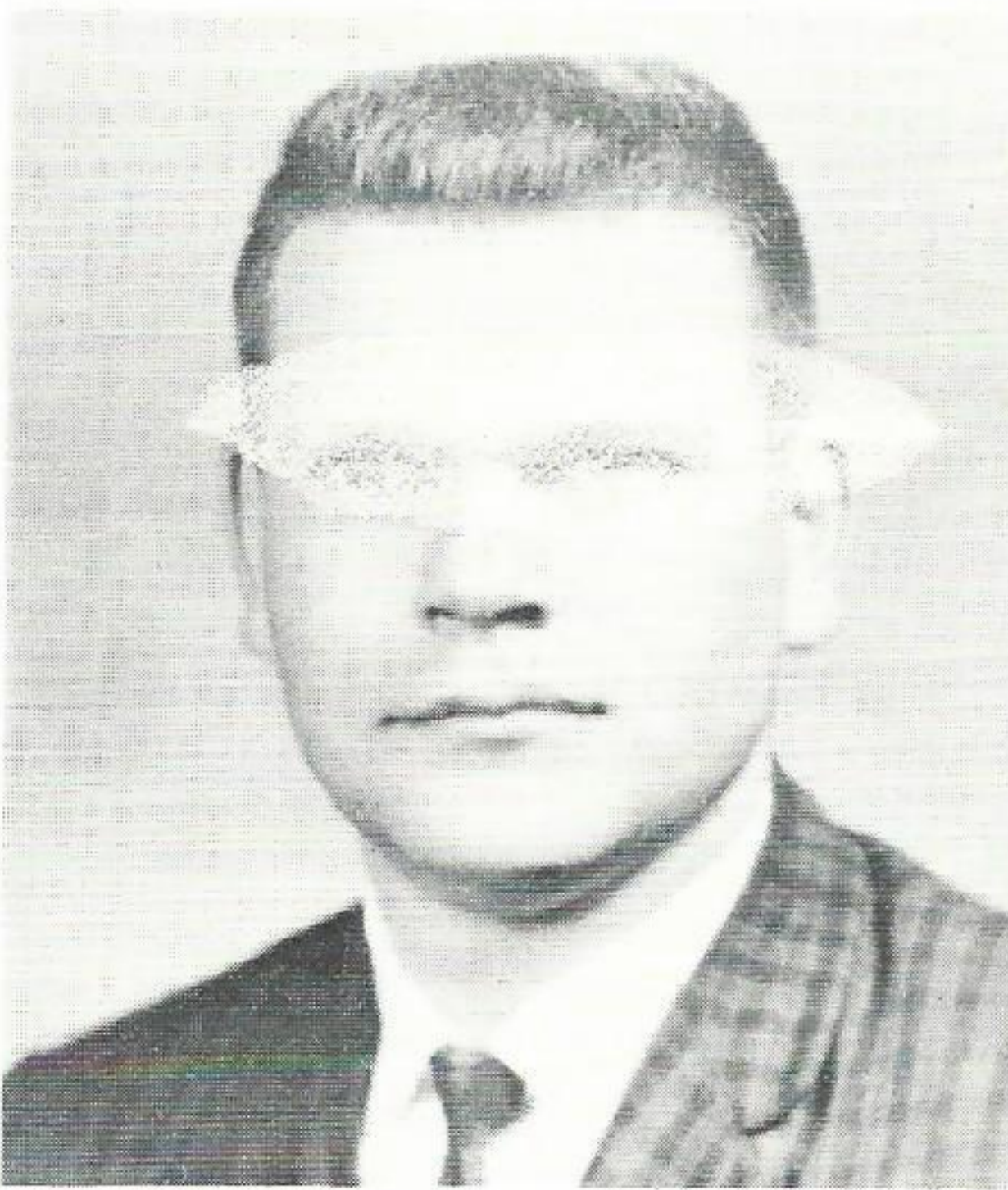
HOME SERVICE LADIES PLAN YEAR'S PROGRAM. Miss Leonora O'Neal, home service director, and the 16 ladies on her staff met last month in Beaumont for their annual home service meeting. Planning the year's activities were: seated, left to right, Marilyn Davis and Carolyn Bordelon, Baton Rouge, Joan Carter, Lake Charles, Dale Land, Sulphur, Becky Jones, Port Arthur, Evelyn Wilsford and Mildred Tribble, Baton Rouge, Harriet Babin, Orange; standing, Gwen Hansen, Beaumont, Gail Clonts, Liberty, Franceen Delahoussaye, Lafayette, Miss O'Neal,



Lewine Germany, Navasota, Dorothy Rea, Port Arthur, Thelma Carson, Beaumont, Mamie Voyles, Port Arthur, and Grace Brooks, Beaumont. At right, Joe DeJean, supervisor of residential sales promotion, discusses the role advertising and publicity plays in putting on one of our "Homemakers Holiday" programs. The ladies were also presented a showing of this year's demonstration "Showcase of Electrical Living" which will be presented to the public throughout the year. The Showcase has already visited Baton Rouge and Beaumont.

gulf staters in the news

H. F. SOCKRIDER, JR., son of **Herman Sockrider**, district accountant, Lake Charles, has been appointed associate editor of the Louisiana Law Review at LSU Law School, Baton Rouge. The Law Review is a legal periodical composed of articles concerning current litigation and legal problems. The staff is selected from the top ten per cent of the Law School student body, and is edited by a board of student editors, with faculty cooperation.



Mr. Sockrider

Chairman of the Board **Nelson** was the guest speaker last month at the Lake Charles Rotary Club. He spoke on "Recent Changes and Trends in the Electric Utility Industry."

Mrs. Fred Parent, wife of **Fred Parent**, Port Arthur Sales, and new president of the Lakeview Lioness Club, recently announced that the 1962-63 theme of the club programs will be "A Friendship Year". Mrs. Parent who is active in community affairs, is a member of Tyrrell PTA, is associated with the activities of the Melody Maids of South Jefferson County, a member of St. James Catholic Church, the Altar Society, the National Council for Catholic Women and is associated with the religious education for the first communion class for public school children. Mr. and Mrs. Parent have three children: **Pat**, a junior at Thomas Jefferson High School and a member of the Red Hussars; **Fred**, a student at Thomas Edison High and a member of the Jefferson County Junior Deputies; and **Mary Susan**, a first grader at Tyrrell School.

Donald J. Bateman, engineer, Baton Rouge Gas, recently completed a two-week course in the Southern Gas Association's management development program at Texas College of Arts and Industries. The course, developed by Texas A&I for the gas industry was limited to 35 men nominated by their respective companies. The program was instituted in 1954 as a management study program in the natural gas industry.

Harold Brown, vice president and director, Baton Rouge, has been named chairman of the advance division A of the United Givers Fund of Baton Rouge. Division A will contact non-professional individuals, business firms and corporations, who are asked to contribute \$500 or more.

Surveying's Cost-Cutting Recognized

OUR Company's cost-cutting surveying methods were recognized in the August issue of Electrical World.

The three-page, illustrated story told how time required for surveying transmission line rights-of-way and center lines has been cut by as much as 33 1/3 per cent by several innovations now being used by our survey crews.

A light-weight, 28-ounce, two-way radio eliminates the old hand signals and permits shooting longer distances with a single set-up. A parachute flare gun improves visibility and facilitates survey operations under some difficult conditions. Computer calculations help establish information required over property where owner does not permit access to the property. Aerial photos pave the way for the survey crews and aid in selecting route of transmission line.



Mr. McAlpine



Mr. White

White, McAlpine Attend Advanced Management Courses

R. EARL WHITE and R. A. McAlpine are attending courses beginning this month on advanced management practices and techniques at Havard and Pittsburgh Universities.

Mr. White, Port Arthur Division operating superintendent, is attending the 13-week Advanced Management Program at Harvard which ends December 7. The program is designed to provide participants with the opportunity to

live in a university community, to work closely with participants drawn from scores of diverse companies and organizations and representing a variety of managerial functions.

At Pittsburgh, Mr. McAlpine, Beaumont Division sales superintendent, will be enrolled in Management Problems for Executives, an eight-week professional executive development course now in its 14th year. Subjects to be

covered include Administrative Practices, Economic, Financial and Marketing Policy, Industrial Relations, International Operations, Management Accounting and Profit Planning and Industrial Management. Class members also play a business game during each session utilizing an electronic computer.

Mr. White, who holds a BS in electrical engineering from Texas A&M, joined our Company in 1941 as an estimator in Beaumont and progressed through various engineering positions to office engineer-executive in October, 1951. In April, 1955, he was named engineering supervisor in Baton Rouge and the next year moved to Port Arthur as operating superintendent. He is a native of Henderson, Texas.

Mr. McAlpine came to work in 1930 and spent most of his time until July, 1952, as a commercial sales representative. On that date he became supervisor of commercial sales for the Beaumont Division. He was promoted to superintendent of sales, Beaumont Division, in September, 1955.

Mr. McAlpine is a native of Whitehall, Texas, and attended schools in Navasota. He is an Army veteran.



We cannot expect Americans to jump from capitalism to communism, but we can assist their elected leaders in giving Americans small doses of socialism until they suddenly awake to find they have communism.

Nikita Khrushchev



LEARNING TO COOK ELECTRICALLY. Lewine Germany, home service advisor, Navasota Division, presented a cooking school for 28 Bluebirds and 22 Campfire Girls from the Navasota area last month. Lessons included demonstrations with the electric range and small



electrical appliances. Breakfast was prepared by the girls using only the small appliances. Miss Germany also presented discussions on table etiquette and table setting.

LET'S READ OUR MAIL

Dear Mr. Nelson:

Congratulations on the superb safety record compiled by your good Company. The attainment of 4,000,000 man hours without a lost-time injury is certainly not an achievement that just happened, but a result of the keen interest in safety and a fine company leadership supplied by you and your associates. This splendid accomplishment must be an inspiration to our entire industrial area.

It is good to see Gulf States setting all kinds of outstanding records in recent days. Again, heartiest congratulations and sincerest best wishes for more of the same.

Cordially,
John E. Gray
President
First Security National Bank
of Beaumont

Dear Mr. Hereford:

I would like to thank Gulf States Utilities in this respect, your local superintendent, Jimmie Stout, for mimeographing 1100 letters that were sent out in regards to the polio vaccine. Also I want to thank Jimmie Stout, Robbie Sweet and Mary Brock for stapling, folding and addressing these 1100 letters.

This was a great help to our polio community program and we appreciate the employees of Gulf States Utilities for assisting us with this project.

Sincerely yours,
G. V. Pazdral, M. D.

Dear Mr. Ibach,

In behalf of the officers and members of the Port Arthur Rotary Club, I want to thank you and your staff for the kind reception afforded us last Thursday.

Our visit and tour of the Sabine Power Station will enable us to speak with pride that we have seen and know how you generate electric power in such a modern and efficient manner.

Your guides were very friendly and well informed. Although we did not understand all that they told us, we were impressed that they knew what they were talking about and that: "Knowledge is Power"

The food was delicious and abundant. We only wish that more of our members had been available for the visit.

Thank you sincerely,
Wm. Bill Davis,
Program Chrm.

Home Service Advisor Hired In Lafayette

MISS FRANCEEN DELAHOUSAYE has joined our Company as a home service advisor in the Lafayette District.

She was graduated from the University of Southwestern Louisiana in August with a BS in home economics education. As an undergraduate Miss Delahoussaye was a member of the Home Economics Club and Sigma Theta, honorary home economics society, and is presently a member of the American Home Economics Assn.



Miss Delahoussaye

She is the daughter of Mr. and Mrs. J. B. Delahoussaye of Lawtell, Louisiana.

"I like the sound of the job, but the last place I worked paid more."
"Did they give you rest periods?"
"Yes."
"Furnish life insurance?"

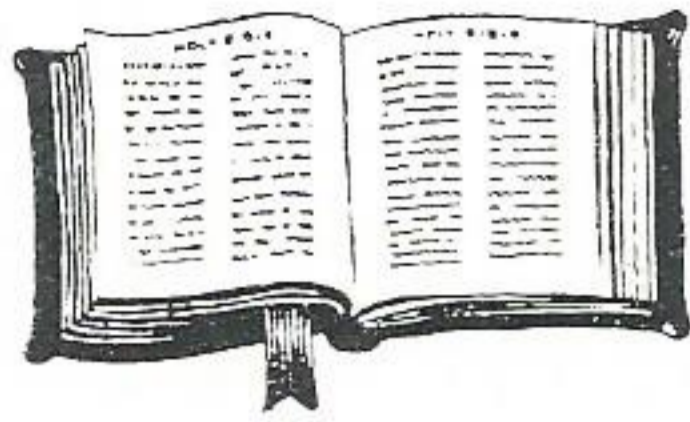
"Yes."
"Vacation with pay?"
"Yes, and a \$100 holiday bonus."
"Why did you leave?"
"The company went busted."



NEW SAFETY FEATURE IN PORT ARTHUR. While patrolling lines, R. W. Pharo, Port Arthur Engineering, was concerned with public vehicles following too close behind patrol cars. So, he suggested that cars used for patrol have a sign on the back. The sign was designed by Mr. Pharo and John Phares, Port Arthur Engineering. The sign is made with Scotchlite Reflective Tape that can be easily seen at night. J. G. Koenig, mechanic, Port Arthur Garage, designed a fastener to attach the sign to the car without much delay.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

SARAH shared with her husband and his relatives the epochal journey from Ur of the Chaldees into Haran and ultimately into the land of Canaan. They carried with them the elements of a nation, the germ of a race, whose moral and religious influence should permeate the world. No doubt Sarah would feel very deep-

ly this parting from friends and much that was dear to her in the old home; but although it is implied that Abraham's entrance into Canaan was delayed on his father's account there is nothing in the Scripture to suggest that his wife was ever unwilling to go where he wished or that his progress was in any way hindered by her.

The Scripture narrative itself is almost filled with the grand figure of Abraham. Sarah is hardly visible in the shadow of her distinguished husband, but her presence is always felt. We have the impression that she had considerable strength of character and practical ability.

When the scene first opens on the married life of Abraham and Sarah, they are having an experience which their romance had not bargained for—the poverty of the land. In Canaan there has arisen a great famine and Abra-

ham has to think of again removing his tent, as there are others besides himself to care for—his wife, his nephew Lot and his servants—and he casts his eyes and his thoughts towards Egypt, the land of plenty, the fertile country where corn abounded even when other places were stricken with famine.

While in Egypt Abraham is guilty of denying that Sarah is his wife. His fear is that the roving eyes of men in power may fall upon Sarah's beautiful face, and that they would desire to be rid of the inconvenient husband. 'Say thou art my sister,' he said, and Sarah obeyed her lord. By and by the cloud clears from Canaan and they return. But before leaving Egypt Sarah makes a purchase which evolves into a turning-point of life; she buys a beautiful Egyptian slave named Hagar and carries her into Canaan.

Milling Named Station Engineer

ROBERT R. MILLING, JR., engineer in Baton Rouge T&D, has been transferred to Louisiana Station. The move was effective August 1.



Mr. Milling joined our Company as an engineer in Beaumont in June, 1961, and was assigned to Baton Rouge T&D last November. He is a native of Galveston, Texas, and was graduated from Lamar Tech with a BS in electrical engineering.

"Socialism is a system which grows in direct ratio and proportion to the surrender of individual responsibility. When the state gives us what we have, it will not be long until the state owns what we are."

Bishop Fulton J. Sheen



THRIFT PLAN

PURCHASES of Company stock made by the Trustee during August covering employee deductions and Company contributions through July were as follows: Common Stock, 1497 shares, costing a total of \$5,319.64 or averaging \$35.61766199 per share; \$4.40 Preferred, 59 shares, costing \$5,487 or \$93 per share. These prices included brokerage and commission fees.

The Trustee also deposited \$12,364.97 with the savings department of The First Security National Bank of Beaumont.

Annuitant Dies In Baton Rouge

LEONCE J. "JIM" BOUDREAUX, retired Baton Rouge employee, died at his Baton Rouge residence August 12. Burial was in Greenoaks Memorial Park.

Mr. Boudreaux, age 70, was a native of Thibodaux, Louisiana. He retired from our Company in 1956 as building supervisor in Baton Rouge. He came to work in 1926 as a utility clerk in Baton Rouge and was an employee in the Baton Rouge Treasury for 23 years until named building supervisor in 1949.

Mr. Boudreaux was educated in Thibodaux and attended Jefferson College. Before coming to work for our Company he was employed by various Baton Rouge and Thibodaux businesses.

He was a veteran of World War I, a member of Baptist Church and Nicholson Post of the American Legion.

He is survived by his daughter, Mrs. Denlee B. Richardson of Clinton; four sisters; two grandchildren and six nieces and nephews.

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

TO...

Gulf States Utilities Company
Entire System

FOR *Outstanding Performance in Accident Prevention*

HAVING WORKED 4,000,000 MAN HOURS WITHOUT

A DISABLING INJURY FROM Nov. 20, 1961 TO AUG. 6, 1962

Stanley H. Young
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE

W. J. Singletary
PRESIDENT



SAFETY MARK RECOGNIZED. Edison Electric Institute awarded this plaque for Outstanding Performance In Accident Prevention to our Company last month for our employees having worked 4,000,000 manhours without a disabling injury from November 20, 1961 to August 6, 1962.

SYMPATHY TO:

H. C. LeVois, Navasota Division manager, on the death of his mother, Mrs. M. J. LeVois, in Lafayette, Louisiana, on August 25.

Ernest and Robert Singletary, Navasota, on the death of their father on August 10.

No matter who we are, we do have influence over the people we meet, and the kind of influence we have depends on the kind of person we are. We never know what is in the minds and hearts of the people we meet. Sometimes a smile is covering up a deep sorrow. Sometimes a grouchy, disagreeable person is only putting on a front to keep others from knowing that he is lonely and craving love and attention. —Ethel S. Brown in **Unity**.



BEAUMONT DISTRICT PASSES 5,000 KWH PER CUSTOMER MARK. E. L. Robinson, right center, vice president and general sales manager, presents R. A. McAlpine, left center, superintendent of sales for Beaumont Division, a lapel emblem symbolic of Beaumont's passing the 5,000 KWH consumption per home customer during July. Attending the presentation are, left to right, L. M. Welch, vice president-division operations; Floyd Smith, operating superintendent, Beaumont; Mr. McAlpine, Mr. Robinson, Ralph Spafford, supervisor of residential sales; and Rex Lee, division manager. Making the Top Ten list during July were the following communities; Mid-County, 5,508; Orange, 5,326; Beaumont, 5,088; Baton Rouge, 4,913; Liberty, 4,890; Vidor, 4,671; Lake Charles, 4,643; Port Arthur, 4,594; Sulphur, 4,558; Sour Lake, 4,336; and Silsbee, 4,035. At the end of May the national average KWH usage per home customer was 4,114 KWH per year, while our Company's average was 4,187 KWH per year.



VISIT KITCHEN DISPLAY. Two lovely Beaumont ladies, Shelia Foster, right, Stenographic-Duplicating, and Naomi Haynes, secretary to production manager, pay a visit to the Salad Bowl Kitchen display in the American National Bank. The kitchen was designed by the Hotpoint Company and Thelma Carson, kitchen planning expert in the Beaumont Home Service Department has been responsible for making the display such a lovely success. The Salad Bowl Kitchen will also be the center of our Company's booth at the South Texas State Fair next month. The lovely model kitchen has been drawing much interest from the crowds that have visited it in the bank lobby.



WINS HONORARY HARD HAT. Dick Haddox, general line foreman, Navasota Division, presents Linda Foster, daughter of Virgil Foster, residential sales representative, Madisonville, with the honorary hard hat she won last month for her entry in the safety essay contest sponsored by the Safety Department. At the right, Elaine Deshotel poses with her father, John Deshotel, Jennings T&D-Line, after receiving her hard hat from Harvey Johnson, general line foreman, Lake Charles Division.



Winner's for second month of safety contest announced, new subject to be . . .

Dad and School Safety

IT is now time to get in your entries for the third month's entries in the Safety Department's Honorary Hard Hat contest.

Remember that each month an honorary hard hat will be awarded to contestants from each division who submit winning essays. At the end of the five-months-long contest a \$25 savings bond will be presented to the child sending in the best slogan during the contest.

School Safety

All you have to do for next month's contest is write a 25 word or less safety slogan on the subject, "What My Dad Teaches Me About School Safety." So ask your dad how you can be safe on the way to and from school and while you are at school. He has plenty of good ideas on this subject because he wants you to be safe wherever you are.

So send in your entries to Frank Jones, Safety Director, Beaumont, before October 1. Just ask your dad to drop your entries in the company mail and they will be sent to Mr. Jones.

Winners in the August contest, "How My Dad Practices Safety While We're on Vacation", were:

Lake Charles Division

Norman Lee, Jr., son of Norman Lee, Lake Charles Division engineer, a nine-year-old fifth grader, submitted: "Our vacation was safe because Dad followed these easy rules; no driving after dark; no swimming after eating; and obey all traffic signs."

Elaine Deshotel, daughter of John J. Deshotel, serviceman, Jennings T&D, sent in this entry: "Check the boat before using, never overload the boat, don't play rough in boat, and have on life jackets. Swim in safe places only with an older person."

Navasota Division

Danny Stout, son of Bobby Stout, lineman, Conroe, sent in the following: "Before we left for our vacation my dad had the car checked for bad brakes, air put in the tires, and oil and greased. We stopped to eat and rest at parks and motels. Dad told me and my sister to never put our arms out of the car windows. We have more fun vacationing with safety."

Our second Navasota Division winner is Linda Foster, daughter of Virgil

Foster, residential sales representative, Madisonville, who submitted: "My dad believes in safety on our vacations by practicing these safety rules. When we start on a trip dad makes sure there's a first aid kit in the car. Often we go boat riding on our vacation. We keep a fire extinguisher and a first aid kit in the boat. Dad makes sure everyone in the boat has on a life jacket."

Baton Rouge Division

Gerald Wayne Hatch, son of Harvey Hatch, special laborer, Blanks T&D, sent in: "My dad practices safety while we're on vacation by never passing another car on curves or slopes. And when we are swimming he tells us never to dive in shallow water."

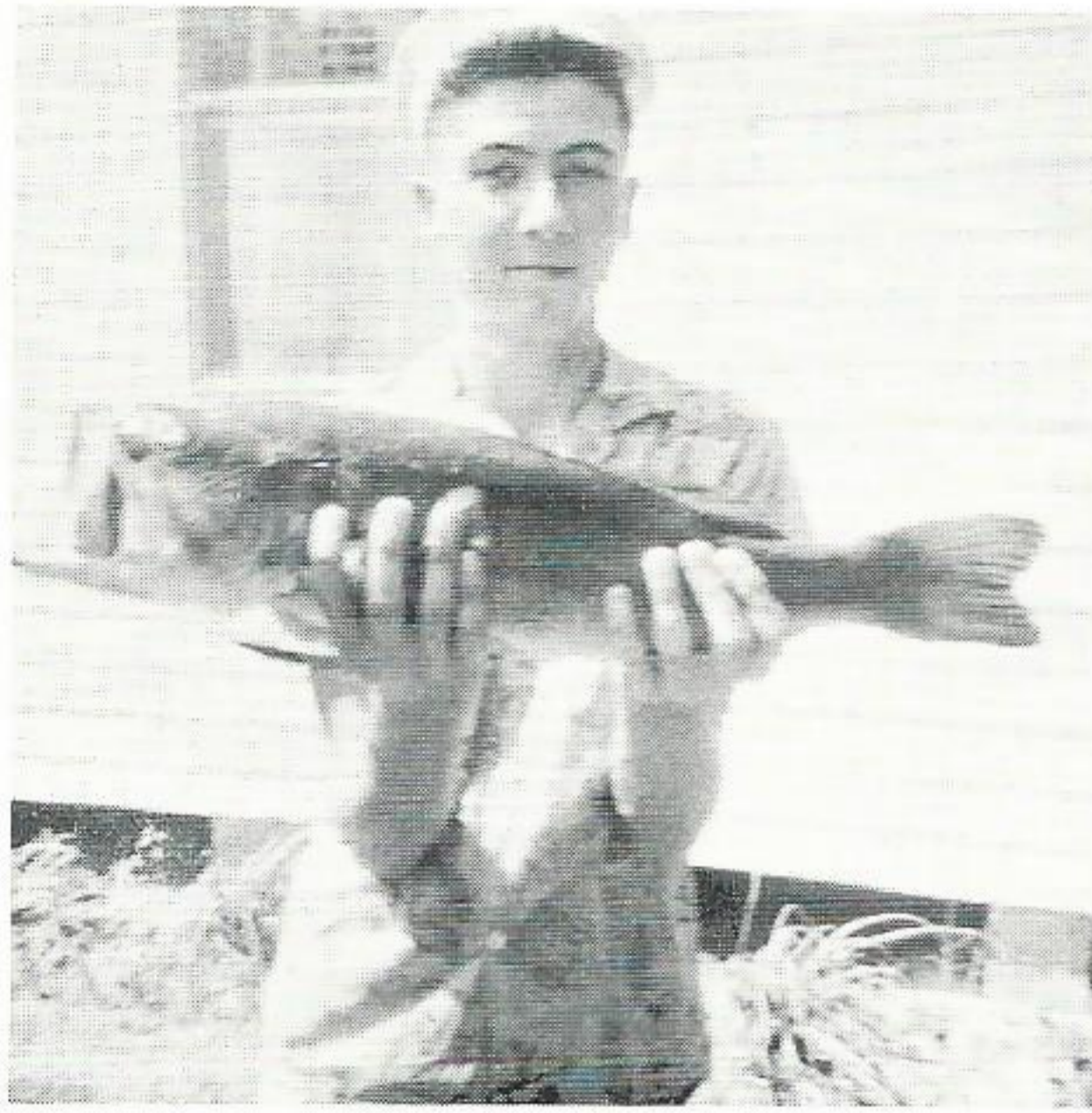
This entry was sent by Melton Turner, son of J. W. Turner, Baton Rouge T&D Garage, "When we are on vacation Dad reminds us to never go in the water without a life jacket on, to always put out our camp fire and to never go far away from the crowd by ourselves."

Beaumont Division

Beaumont entries came from the three children of Tom Mitchell, Beaumont Garage. Tom III, Eva and Lillie Mae sent in the following: "Daddy teaches us not to play with gas and matches. He tells us not to play around cars and trucks and not to climb telephone poles. When we cut the grass, he tells us not to put gas in the mower while it is running. We must kill the motor before we try to fix the mower and we must pick up all trash before mowing the lawn. These all help us to have a safe summer."



BEAUMONT WINNERS. Three proud winners of hard hats from Beaumont Division are Lillie Mae, Eva and Tom, children of Tom Mitchell, Beaumont Garage.

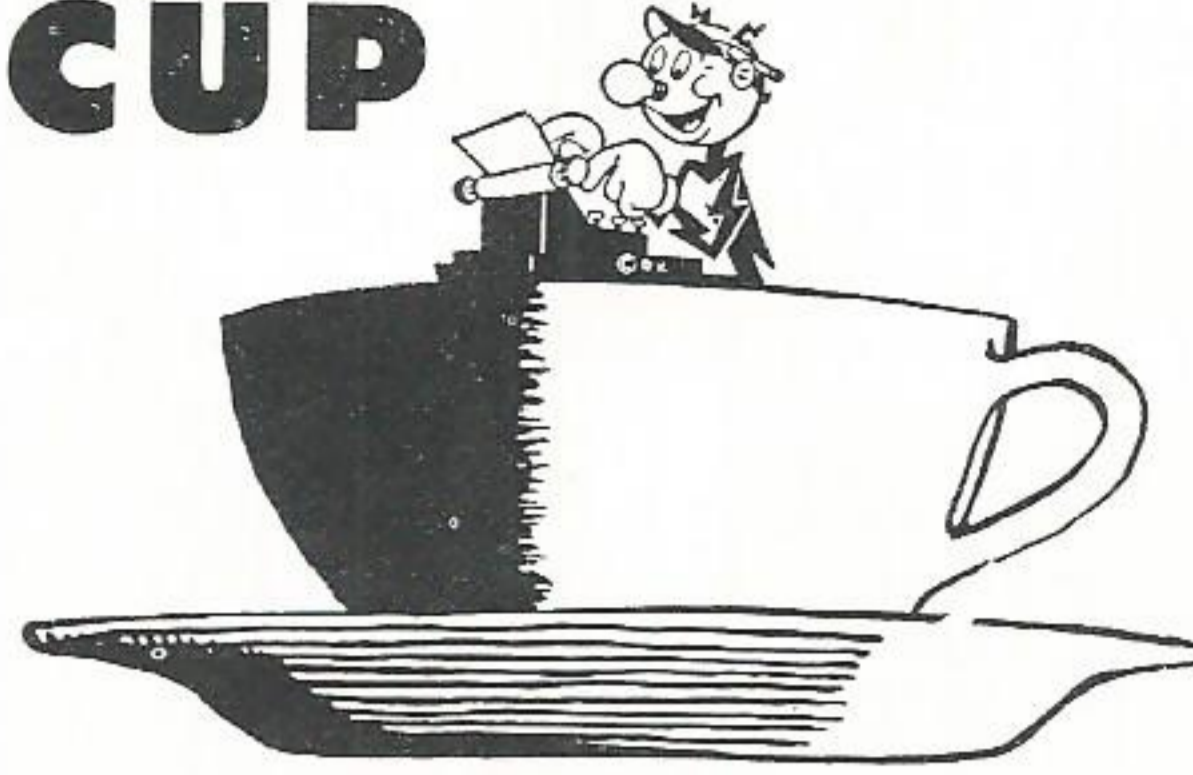


FROM THE LIVE WIRES' LAKE. Howard Gale, Beaumont Engineering, his wife, Ruth, and two children, Darlene and Duane, spent their vacation camped out at the Live Wires Camp near Silsbee during July. Duane caught this bass weighing five pounds, eight ounces and another weighing in at five pounds, one ounce. He also caught several small bass and perch.



RESERVE DUTY. Herschel Campbell, artist in the Advertising Department, caught these four albacore tuna near San Clemente Island off the coast of Southern California. The fish weighed between 15 and 20 pounds each. Generally speaking, Herschel reports, this particular fish rarely migrates closer than about 50 miles to shore, and some years doesn't come in at all. This variety of tuna is considered the most desirable for eating. Herschel caught the fish during weekend liberty when he was in Southern California recently with "C" Co., 1st Bn. 23rd Marines, USMCR (formerly 33rd Rifle Co.) of Beaumont. The unit was undergoing its annual two-week field training. Following the companies return from California Capt. Campbell was named commanding officer of the reserve unit.

over the **COFFEE CUP**



Mr. and Mrs. James Fuggitt and family vacationed in various parts of Kentucky where they visited relatives. On their return trip home, they visited along the East Coast.

Visiting with friends and relatives in Anacoco on vacation were **Mr. and Mrs. Eddie Thomason**. **Mr. and Mrs. James Gray** and family motored to Oklahoma and spent several days sight-seeing. Both are employed in Lake Charles Substation.

Wilbur Ledbetter, mechanic in the Garage, and family vacationed in McMinnville, Tennessee, where Wilbur's father and brother live.

—By Jo Ann Burnett

AUGUST 18 was a special day for the Commercial Sales people in Lake Charles, Lafayette and Jennings. They went deep sea fishing out from Cameron on Walter Miller's boat, "The Pirate".

Aboard were: **Ed Hodges**, **Roy Louviere** and **Raymond McGowen**, Lake Charles; **Charles Gary** and **Rufus Mier**, Lafayette and **Hutt Reed**, Jennings. They caught 20 mackerel and had an enjoyable trip.

—By Paula Davis

GEORGE BRILL and wife, **Mattie**, vacationed in the west and visited the Seattle Fair. They also toured 19 states.

Claudia and **Fred Doucet** with their children, **Diana** and **Susan**, visited friends in Jamestown, New York, on vacation. They made side trips to Niagara Falls and Canada.

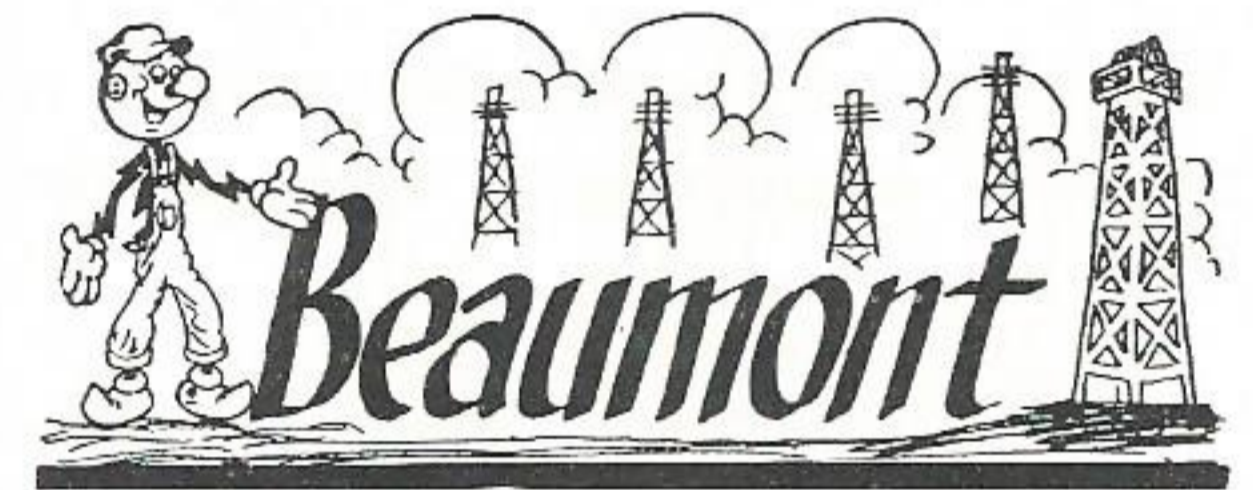
Tommy Shultz recently went home to Philadelphia to visit with his parents Mr. and Mrs. Elmer Shultz.

Alan "Tonto" Levine has taken up archery as a hobby. He has a 55 pound pull bow and at present he is practicing for the coming deer season by hunting "varmints" at night. The nickname was given Alan by his co-workers because of his daily growing skill with his bow and arrow.

John A. Landry and wife, **Sondra**, have moved into a new three bedroom Medallion Home at 1213 N. Elton Courts in Lake Charles. John has been on two weeks leave of absence to attend army reserve training camp with the 45th Infantry Division at Fort Polk.

Buck Mouhart, "The Flying Cajun", whose hobby as a comedian is still going strong, has signed for eight weeks on "Aowella Jubilee" on radio station KLLA in Leesville. The program features country and western stars from all over the nation on Saturday from 2 to 4 p.m.

—By Dora Ann Johnson



OH, the gay life of a switchboard operator! Visualize this conversation as it occurred in August.

Customer calling in and speaking to **Earline Cessac**:

Customer: Mr. Fontana, please!

Earline: Tony or Joe?

Customer: I don't know any!

Earline: Sir?

Customer: Didn't you say, "Tell me a joke?"

Grace Spivey, supervisor of stenographic department hied herself off to Seattle, Washington to take in the sights of the World's Fair. According to Grace, the trip was well worth the effort.

What do you think about this? **Mary Blalock**, Beaumont Steno, recently treated **Glenda Walker**, T. & D., and another young lady to a trip to the Crescent City—New Orleans. Pretty generous, eh?

—By Ward McCurtain

MRS. C. J. McGEE and her four daughters; **Dianne**, **Deborah**, **Daphne** and **Delinda**, recently made an exciting trip while Mr. McGee stayed home to fish. Some of the highlights of their trip were the Yellowstone National Park and The Grand Tetons in

Wyoming. They also traveled the Trail-ridge Road in Colorado. Mr. McGee is a control operations foreman at Neches Station.

—By Hazel Johnson

C. E. CALVERT, Production, his wife and two sons left July 14 on a two week vacation. They spent six continuous nights camping in six different states—Louisiana, Mississippi, Tennessee, Kentucky, Virginia and Washington, D. C. One night they had four inches of rain. Another there was a hail storm. They drove the entire length of Skyline Drive, toured most of the major Civil War battlegrounds and four national parks and visited all the major points of interest in D.C.

There are two new employees in the Records Department, **Tamara Babin** and **Margaret Lynhart**.

We said goodbye to **Billy Wilkins**, a summer employee in the Production Department, August 10. Billy left to join his parents in Turkey and plans to attend the American University in Beirut, Lebanon.

Mrs. H. C. Davidson, whose husband is in Construction-Budget, was elected president-missionary of the Woman's Missionary Union of the Southeast Texas Baptist Assn. for the 12th consecutive year at the annual meeting held July 27 in the First Baptist Church of Port Arthur.

Preston Darland, Records, and his wife spent the week of July 26 relaxing at the Flying L Guest Ranch at Bandera. They enjoyed riding horses, swimming, golfing, dancing and folk dancing.

Imogene (Records) and **Prentice** (Accounting) **Ward** vacationed two weeks in August. They attended the musical, "Gypsy", in Dallas and went to Six Flags Over Texas in Arlington.

Other visitors to Six Flags during August were **Ida** and **Don Eastham**. Ida works in Records.

—By Peggy Stout

PHYLLIS LANCON and her husband, **Lloyd**, took a trip to Colorado while on vacation. During their two week visit they say many points of interest: Colorado Springs; Manitou Springs; Denver, Colorado; Estes National Park; Rocky Mountains National Park; Carlsbad Caverns; and many other points of interest. Also on their visit they went horseback and bicycle riding, took several tours of the surrounding country, and on one of these tours ate a chuck wagon dinner.

Marge Gray and her husband, **Austin**, took a trip that covered almost thirteen hundred miles. Marge's parents and a niece and nephew made the trip with

them. Some points of interest were: Grand Canyon; Las Vegas, and I understand they made quite a few of the night spots while they were there; Disneyland, which is a marvel for young and old alike; San Francisco's China Town; Yosemite Park; Crater Lake; Mount Rainer; Sequoia National Park; Victoria, Canada; Vancouver Island, and last but not least they stayed two days at the World's Fair in Seattle, Washington. While at the Fair they visited several exhibits and made several rides.

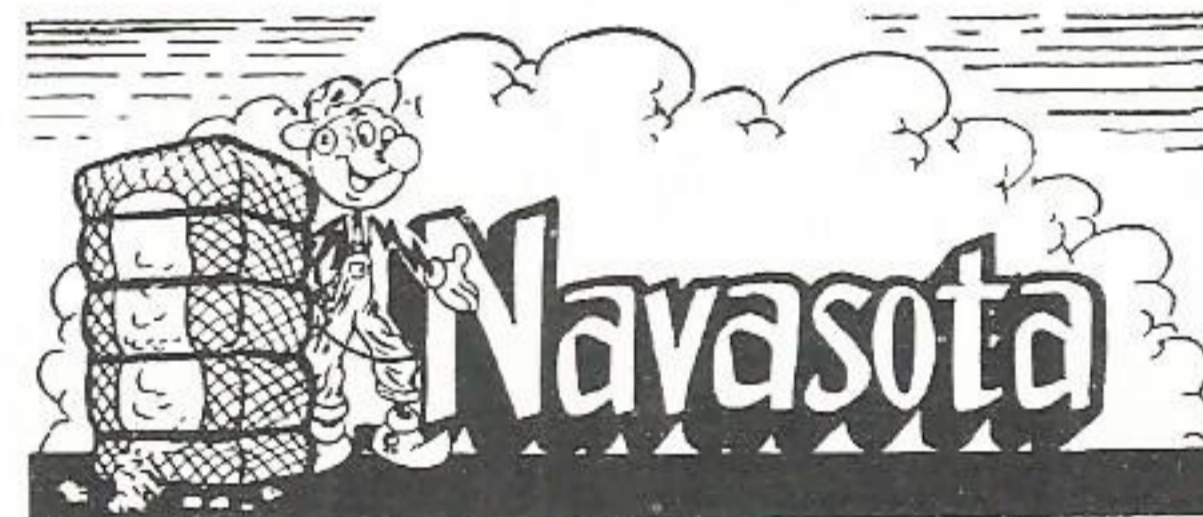
Other notes of interest in the Credit Department were that **Donna Prince** left us to return to Lamar and get her degree as she only lacked six college hours. **Priscilla W. Jolly**, took Mrs. Prince's place as clerk.

Otha Hughes took a two week vacation in New Mexico high up in the mountains.

Paul Saey took a trip to Illinois to visit his mother, who has been ill for quite some time.

Elizabeth Atkins worked in the Credit Department as summer help between semesters at Lamar, where she is majoring in Home Economics. Bette is the daughter of **James W. Atkins, Jr.**, who is supervisor of the T & D Department, Beaumont.

—By Kay Prestridge



CHARLES BORING, commercial sales representative, Navasota, and family spent a week's vacation on the coast.

Doris Nicholes, Navasota Storeroom, left last month to join her husband, **Gene**, in Darmstadt, Germany, where he is stationed with the U. S. Army. She and her husband will make their home in Germany for the next 18 months. Doris flew from Houston by jet to Chicago where she boarded another jet for Germany.

John R. Lively, son of J. O. Lively, Sr., Navasota Meter Department, a veterinary medicine major in his junior year at Texas A&M College, will serve as president of his student residential area council during this school year.

—By Jeanette Sangster

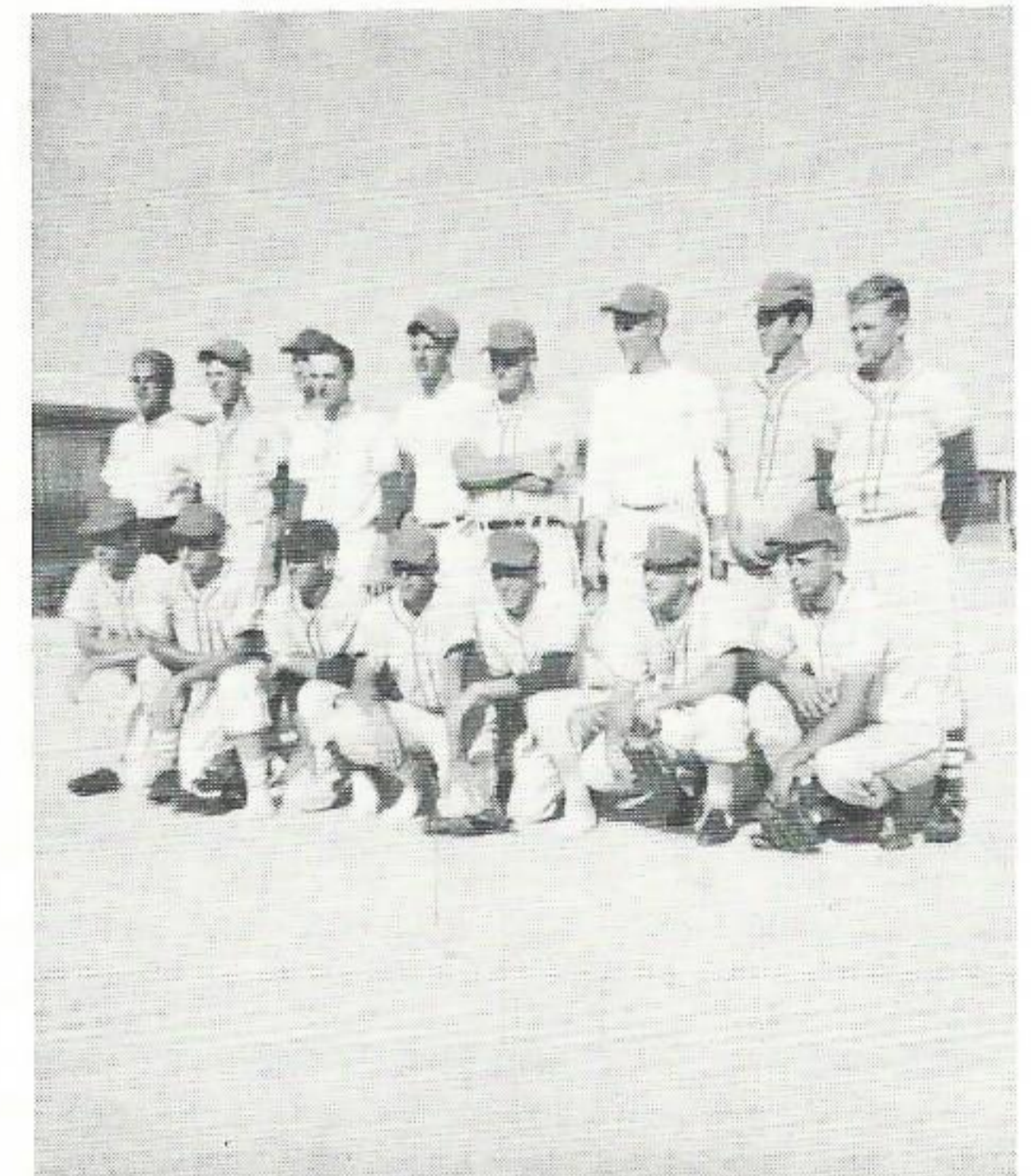
SABINE STATION

THE young people of today will be the leaders of tomorrow, and **Ezra Gordon** of Sabine Station wants to help them in every way he can.

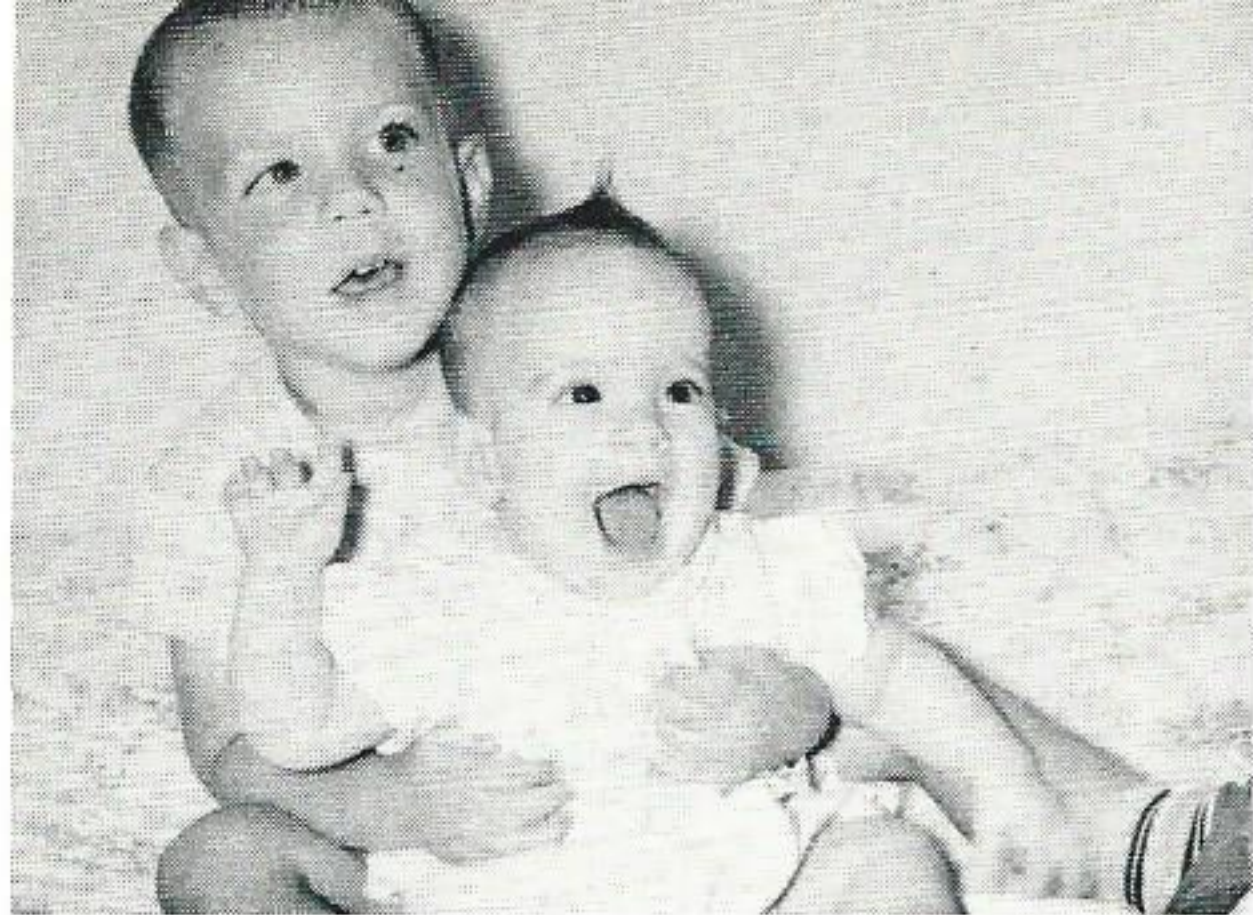
His way is baseball! !



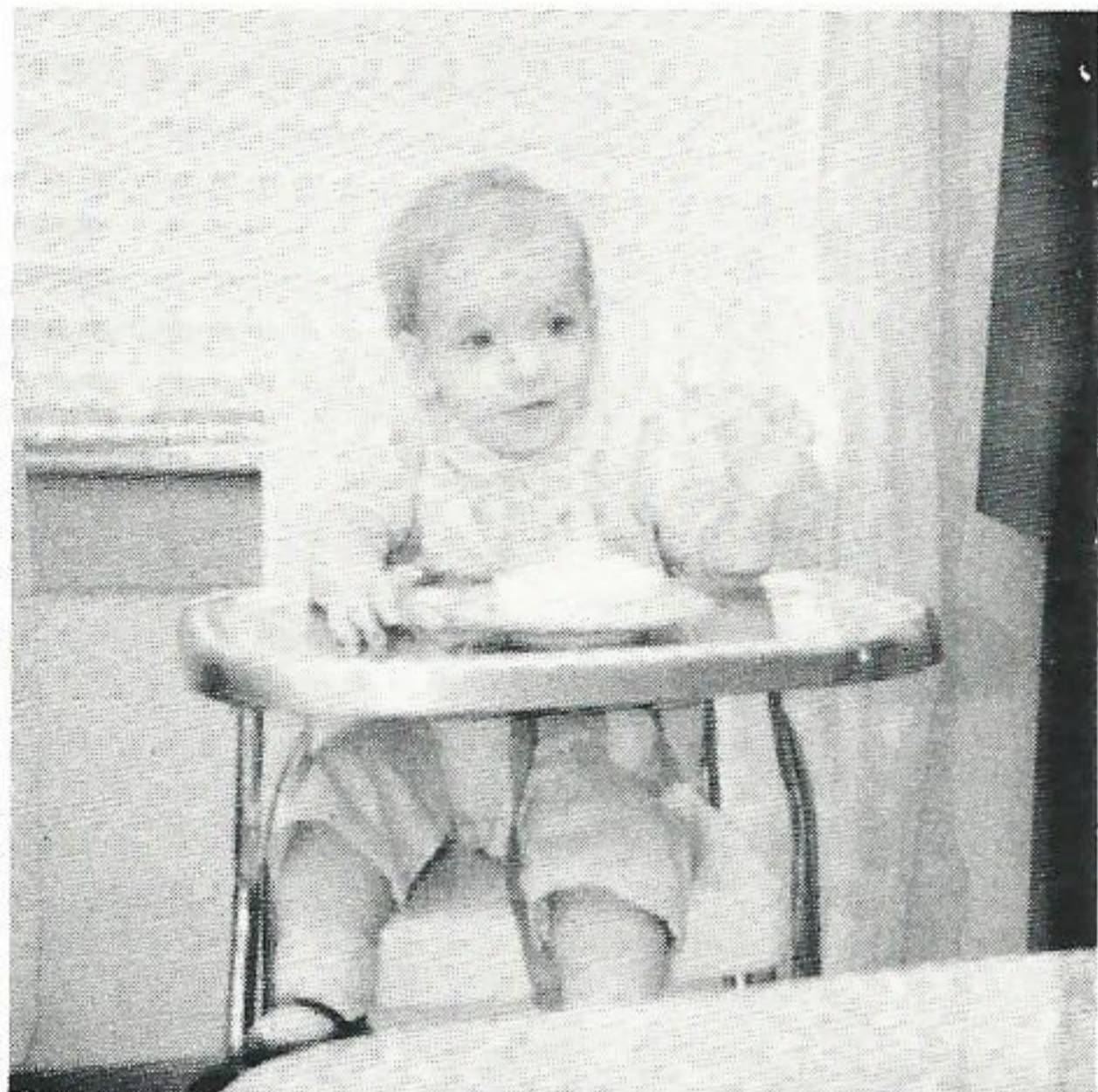
BECOMES BRIDE. Emily Claire Welch, daughter of Mr. and Mrs. L. M. Welch, he is vice president for division operations, Beaumont, became the bride of Richard Jefferson Wehing on June 16 in Trinity Methodist Church, Beaumont. Mr. Wehing is the son of Dr. and Mrs. Ralph M. Wehing of Beaumont. The bride is a June graduate of the University of Texas and is presently employed by a Beaumont bank. The groom, a BBA graduate of Southern Methodist University, is attending Officer Candidate School at Marine Corps Schools, Quantico, Va.



BASEBALL COACH. Ezra Gordon, Sabine Station, first man back row left, coached this teenage team, the Sabine Supply Tigers, to a third place in district play offs. The fourth boy from the right in the back row is his son, Tommy.



GETTING TO BE PROS. Happiest of this pair would appear to be five-month-old Alison Louise Young. Her brother Scott, an old hand at the posing business, is more casual. They belong to Lilah and Al Young, Beaumont. Al's a writer in the Advertising Department.



HAPPY BIRTHDAY. Kimberlye Kaye, daughter of Bonner and Glenda Horn, he is a meter reader in Customer's Accounts, Beaumont, celebrated her first birthday on August 28.



STATE RUNNER-UPS. This Beaumont softball team sponsored by Sherman Lumber Company, came away from the State ASA Softball championship playoffs in Brownwood, Texas, last month in second place. The team was dumped by San Antonio and Dallas teams in its bid for regional tournament playoffs in Dallas over the Labor Day Weekend. Team members are: bottom, left to right, Carroll Henry, Building Design; Jimmy Anders, Jack Wright, George Hawkins, Rudy Carillo, Autry Duhon, and Larry Minaldi; top, left to right, Louis Nance, Arnold Mitchell, Gene Hendrick, Red Randall, Billy Biddle, George Myers. Center fielder Henry and left fielder Mitchell were selected as all-tournament players at the Brownwood tournament. The Sherman team also unraveled the first triple play in the tourney's 14-year history, accounted for one of the longest home runs ever hit in ASA state annuals and played five games on Saturday followed by three more on Sunday.

Mr. Gordon has been coaching Little League and teenage league for the past nine years, winning four championships and tying one more. This year his teenage Sabine Supply Tigers won over 14 teams making them eligible to compete in the district play-offs in Baytown. His team returned with third place.

Not only does Ezra enjoy baseball himself but he also feels that if the boys develop an interest in some sort of recreational program, there is less chance of them becoming delinquent. Mr. Gordon said that less than five per cent of those boys who are interested in a recreational program ever get into trouble.

Because of the progress of No. 2 unit, a number of additional employees have been added. Three operators were transferred from Neches Station. They are **Artis Foreman**, equipment operator, **Dan Dumas**, turbine operator, and **James Peveto**, equipment operator.

New employees were hired for the maintenance department. **Alvin East** will be working in the electrical section, and **James Rose** will be working in the mechanical section.

We also have a new office engineer, **Lonnie Cobb** was transferred from Production-Results.

Our most recent plant visitors were the Port Arthur Rotary Club. The club had lunch at the plant and then were conducted on a tour.

Allow us to brag! During the week of August 5th thru August 11th, Sabine had a BTU per KWH of 9687.

—By Kay Zunker



HOWARD E. MACK, Division Engineer in Port Arthur, his wife, **Delpha**, and son, **Jimmy**, took scenic vacation this year, touring parts of Colorado.

In route to Colorado, they stopped off in Dallas, where they visited Six Flags Over Texas. Upon arrival in Colorado Springs, Colorado, they viewed beautiful Seven Falls and Cheyenne Canon which are lit up with flood lights at night. Other sights seen included the massive Royal Gorge, Garden of the Gods, and Pikes Peak. They enjoyed a visit to Rocky Mountain National Park in Estes Park, Colorado. Scenic Trail Ridge Road is the highest continuous automobile road in the United States, reaching an elevation of 12,183 feet.

—By Jo Anne Landry

Mid-County

A. C. HANDLEY, superintendent, Mid-County District, spent his vacation at home. He said it was too comfortable to leave.

W. M. "Mooch" Ingwersen, residential sales representative, went to Hot Springs to fish in his favorite lake.

Our local office clerks, **Mattie Gray** and **Audrey Cundiff**, also vacationed last month. Miss Gray went to Corpus Christi to see her family and Miss Cundiff welcomed a new nephew in Eudora, Ark., and visited relatives there.

—By Elizabeth Watley



WILLIAM "BILL" LEPINE, Electrical Department, Government Street, Baton Rouge, was recently hospitalized several days in Baton Rouge General Hospital.

VIRGINIA YARBROUGH, Baton Rouge Electrical Department, recently from a trip through seven states—Texas, New Mexico, Utah, Colorado, Wyoming, Montana, and Idaho.

In Colorado, she visited Pikes Peak, Royal Gorge, and the Garden of the Gods and spent one night in Denver. She also saw the Mesa Verde Indian Cliff Dwellings in Colorado. In Wyoming, she went through the Grand Tetons and Yellowstone National Park.

She visited the Mormon Temple Square and the Great Salt Lake in Utah. She returned to Baton Rouge through San Antonio, Texas.

Latest report on **Morris J. Cunningham**, Baton Rouge Appliance Repair, is that he is home recovering from his operations. **Gerald Bond** is also recuperating from a recent operation.

—By Margie Force

WHILE Donald Bateman was attending the management development program at Texas A&I College at Kingsville, he toured the world's largest natural gas processing plant on the King Ranch.

Don M. Blue and **W. Gene Long** have returned from military duty. They are both very happy to be home and we are glad to have them with us again.

Allen W. Carpenter, Gas Meter Shop, and his family vacationed in the Smokies and West Virginia. Allen said the country was beautiful and they had a wonderful time.

J. A. Leteff, Gas Engineering, and his family made a trip to California where they toured Disneyland and various points of interest. Mr. Leteff says they had a most enjoyable vacation.

Joseph M. Chitty, who was employed in Gas Engineering for the summer, has returned to school. We wish him good luck and hope that he will be with us again next summer.

—By Freda Hoyt

LOUISIANA STATION

MR. AND MRS. C. A. DOMINGUE and daughter, **Patty**, had wonderful time on their vacation in Mexico. They attended many places of interest in Mexico City and other cities along the way to Acapulco. According to Mr. Domingue, that city was very impressive but the most interesting sights were found on the beach in "Bikinis."

Judy Tucker enjoyed a wonderful vacation. One week was spent in Illinois and the other in Florida on the beach.



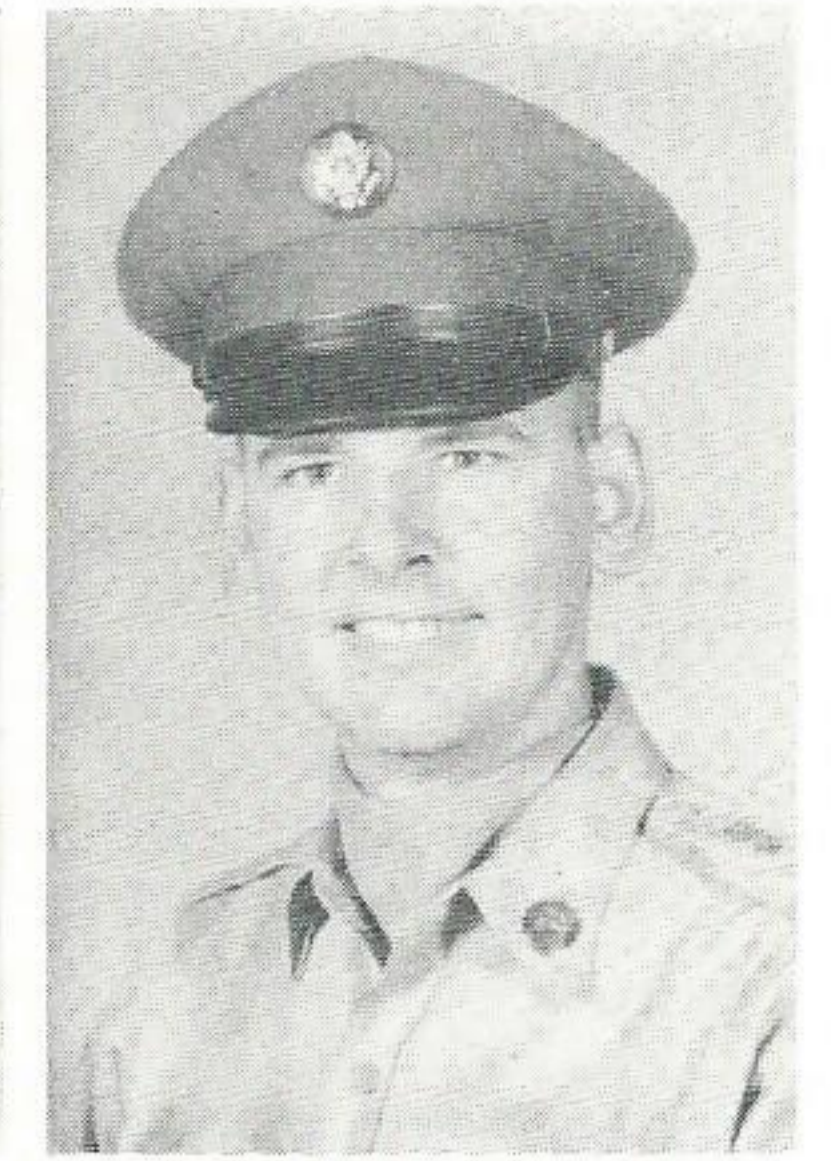
BEAUMONT BOWLERS. These Beaumont ladies, *The Twisters*, placed second in the Vanity League which bowled this summer at the Village Lanes. They are, left to right, Dolores Spafford, Muriel Hayes, Juanita Roff, Kathi Potts, Margaret Landry, and Betty Welch.



PARTING GIFTS. The Beaumont meter readers surprised Mildred McCoy, center, first row, last month as she left the Company to move to Fort Worth where her husband entered Southwestern Baptist Theological Seminary. Surprising Mrs. McCoy were, seated left to right: Delia Harrington, Mrs. McCoy, Eleanor Ard; second row: Darwin Horton, Vic Faver, chief clerk, James Leatherwood, Leonard Nunez, Ruth Jester, Virginia Baxter, Bonner Horn, and Ed Kawaja.



HONORED BY CREW. On the afternoon Frank E. Copponex, far left, retired from Louisiana Station he was honored with a party by the men of his crew ("B" Shift) in the Assembly Hall at Louisiana Station.



RETURN FROM RESERVE CALLUP. These Baton Rouge employees were called to active duty last September as part of the President's "Peace Time Call Up". Ordered to active duty with the 4009th USAG at Fort Polk Louisiana were: **Bobby Gene Hilborn**, a master sergeant; **Ray Jackson**, a sergeant; **Morris Earl Newton, Jr.**, a specialist 4th class; **Hugh A. Hall**; also from the Baton Rouge Electric Department was **Yerby L. Hughes, Jr.**, an engineer in Electric Engineering. Sergeant

Jackson received recognition for his outstanding performance of duty. He was presented the Army Commendation Medal (Meritorious Service) by Gen Herbert B. Powell, CONARC Commander for his work with the Post Engineering Survey Team. He attended the NCO Academy and graduated as an honor student by winning the Commanding General's "Commandant's Award." Returning from duty with the 769th Signal Battalion was **Kenneth C. McKnight**, T&D Engineering.

Louisiana Station welcomed a new employee last month—**Frank J. Tate** who will be an operator's helper. Frank is from Livingston, Louisiana, and was recently married.

—By Gayle Miller

Willow Glen

MISS EARLINE KAYE ATKINSON, daughter of Mr. and Mrs. Eldon



E. Atkinson, was among the 488 graduates of Istrouma High School. Her father is one of the control room foremen at Willow Glen Station.

Miss Atkinson ranked seventh in the class of 488.

During her four years of high school, she participated in various extra-curricular activities. These included membership in the following clubs: National Honor Society; Mu-Sigma; Future Teachers of America; Junior Red Cross; PEM; Y-Teens; GAA; Girls "I" Club; and one year of Mixed Chorus. She also participated in athletics with two years of varsity volleyball and two years of varsity basketball.

Miss Atkinson was a recipient of one of the fifteen academic scholarships awarded by Southeastern Louisiana College in Hammond, Louisiana. She competed with almost 90 other high school seniors from other sections of the state. On June 4, she left for Southeastern to begin her college work.

Mr. W. L. Jones, maintenance supervisor at Willow Glen Station, took a week of his vacation to be at home

with his wife who was convalescing after a recent operation.

John W. Theriot, Jr., worked as a summer employee at Willow Glen Station. All employees there were happy to see John. This was his second summer of temporary employment as a mechanic's helper at Willow Glen. John is an L.S.U. student and is the son of **J. W. Theriot, Sr.**, Baton Rouge Gas.

—By Dora Landaiche

HAVE A CIGAR ON:

Mr. and Mrs. Thomas Walker on the birth of their daughter, **Bonnie Dell**, born July 17. Mr. Walker is a repairman second class at Neches Station.

Mr. and Mrs. Marvin Vincent, Louisiana Station, on the birth of their daughter, **Regina Rae**, August 8.

Mr. and Mrs. J. O. Robichau, he is in System Production, Beaumont, on the birth of their sixth child, **Mark Edmund**, August 22.

Mr. and Mrs. Ben E. Miller on the birth of their son, **David Glenn**, August 8. Mr. Miller is employed in the Lake Charles Substation Department.

Mr. and Mrs. H. J. Bourque on the birth of their son, **Blain Allan**, July 27. Mr. Bourque is employed in the Lake Charles Garage.

Mr. and Mrs. Phillip Rogers, collector, Beaumont Credit and Collections, on the birth of their first child, a daughter, **Tammy Faye**, on July 7 in the Hardin County Memorial Hospital in Kountze, Texas.

Mr. and Mrs. Ed Wheeler, Beaumont, on the birth of their son, **Gary Michael**, August 27, in Beaumont's Baptist Hospital. Mr. Wheeler is employed in Sys-

tem Engineering, and Mrs. Wheeler is a former employee of the Advertising Department.

Diana and **Derrick Smith**, Nelson Station, on the birth of their daughter, **Dayna Leigh**, July 27, in Memorial Hospital, Lake Charles.

Mr. and Mrs. Leo Luquette, Beaumont, on the birth of their daughter, **Karen Ann**, June 10. Mr. Luquette is employed as an engineer in System Engineering, Beaumont.

Mr. and Mrs. Charles F. Dorhauer, Baton Rouge Electric Meter, on the birth of their son, **Clayton Alan**, August 16. This is the Dorhauer's third child.

Mr. and Mrs. Ben Lee Allen on the birth of their daughter in August. Mr. Allen is employed in the Baton Rouge Engineering Department.



SUMMER VISITORS. Mrs. Nell Foster, wife of William Foster, Port Arthur T&D, and children visited in Alexandria, Louisiana, for a week with their parents, C. S. Woodson and W. H. Foster.



IT'S NO SECRET

Headlines in our newspaper shout:

Delinquency on Rise ...

Divorce Numbers Soar ... Mental Illness Increases

BUT we hear less about the unwed mothers . . . and troubled families . . . and what is done for them. These personal problems are best solved by skilled professional help. There are services providing this help everyday in the year. They are your United Way agencies.

One Gift Works Many Wonders . . . five little words, but they tell a big story . . . the United Way story.

Most people know that the United Way campaign is the one campaign that assures each and every contributor that his pledge will do the most good . . . for the greatest number . . . and yet cost less.

It's just good common sense that dollars go further when many agencies plan together and combine their drives into one campaign.

But the many wonders these health, welfare and youth services are performing, as a result of your one gift,

are what some folks seldom hear about. The warm, human things we would like to do . . . if we only could. Helping a crippled child to walk . . . or providing a young tot with a home and parents who care. We would want to help a family whose home, possessions and sometimes children are lost when a disaster strikes.

Your United Way Pledge means hope to the handicapped . . . help for the aged . . . and promise of a better tomorrow for the young. It is helping to make this community a better place in which to live . . . to work . . . to worship . . . and to raise your family.

Most everyone wants to do the right thing when it comes to supporting these health, welfare and youth services. And when we get the facts, most of us open our eyes and ears . . . and our minds and hearts to the one appeal that supports so many different services . . . our United Way campaign.

The UNITED Way ...

Adds hope to the lives of the forgotten, the handicapped, the aged and the ailing.

Subtracts crime and delinquency by providing wholesome recreation for more of our young people.

Multiplies over and over again the good it does in the form of health and disaster relief.

Divides the pledge you make among the greatest number of services and agencies to help the most people.

Equals good arithmetic, we think you'll agree.

IT'S NO SECRET

ONE GIFT DOES WORK MANY WONDERS

When you give the UNITED Way



The Loss Of Freedom Is No Laughing Matter

KHRUSHCHEV, Castro and Company may take the loss of freedom lightly but most Americans don't. Americans know the benefits of freedom. And they know the enemies who threaten freedom from outside their borders.

But many may be less aware of a quiet threat that grows within—the steady drift of federal government into ownership of business.

There are many examples, from rope making to dry cleaning. But take the power business as a case in point.

In 1935 the federal government produced less than one per cent of the electric industry's total output. Today this figure has climbed to 15 per cent, representing an investment of 5½ billion dollars in federal electric plants and lines. And advocates of government-in-business press constantly for more.

They advocate a dangerous course. When government owns business, it controls both goods and jobs. When it controls these, both political and economic forces are concentrated in its hands, and individuals can find it hard to protect their basic freedoms.

It would gain us little to stand off the forces that threaten freedom from outside our borders, only to fall to the forces that grow within.