

Main Talks

GULF STATES UTILITIES COMPANY
FEBRUARY, 1961



In This Issue:

- Mrs. Carolyn Boles Stars In Company's Advertising
- Our Stay-At-Home Construction Dollars
- Laboratory in Economics for Teenagers

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



Plain Talks

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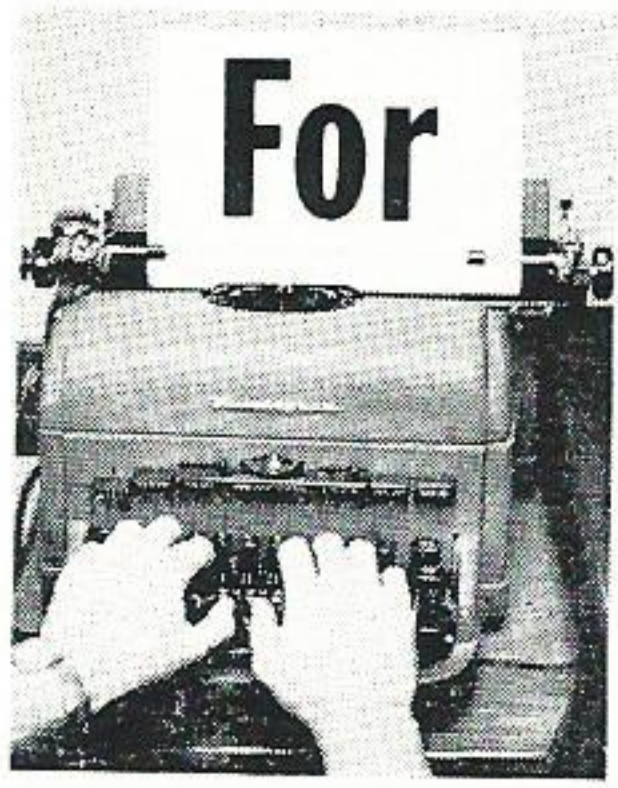
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| Margie Force T & D | | | |
| Ethel Sharp Purchasing | | | |
| Brenda Haydel Executive | | | |

OUR COVER



THE sparkling young lady on this month's cover is Carolyn Boles, stenographer in the Training and Safety Department, Beaumont, as she's currently appearing in Gulf States outdoor advertising in Beaumont. Mrs. Boles' photo is prominently featured on the large outdoor boards which tie in with the Company's "You just can't beat Flameless Electric Heat" clothes dryer campaign for January-February. She's also gracing our Beaumont television commercials this month. For Carolyn's reaction on how it feels to see your picture in newspapers and television, see page 2.



For Your Information...

National Power Grid Has Grown As Needed

And Will Continue to Expand

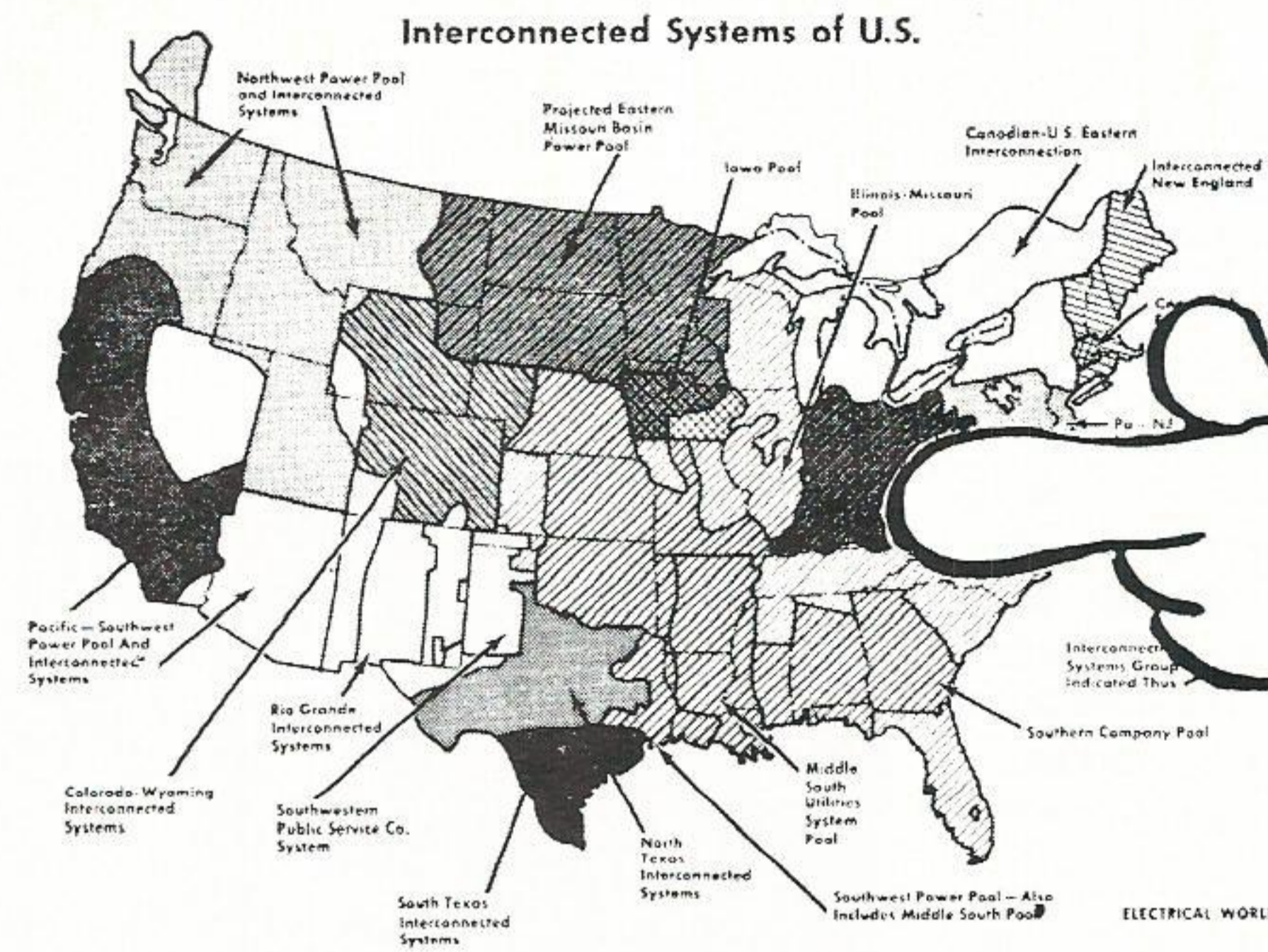
THERE'S been a lot of talk lately about an extra-high-voltage "backbone" transmission grid or network that would interconnect **all** the electric utility systems in the United States, including the investor-owned, government-owned, and cooperative ones. Most of this talk is coming from advocates of federalized electric power, who see in such a grid a means of controlling the entire electric power industry in this country.

They advocate that this grid be built by a huge "non-profit" corporation owned by the Federal Government, the investor-owned electric companies, and other municipal and cooperative utilities. They want to see the grid operated as a "common carrier," that is, it must carry power for whoever wanted to use it, in much the same as the railroads and the airlines must carry all who want to ride on them.

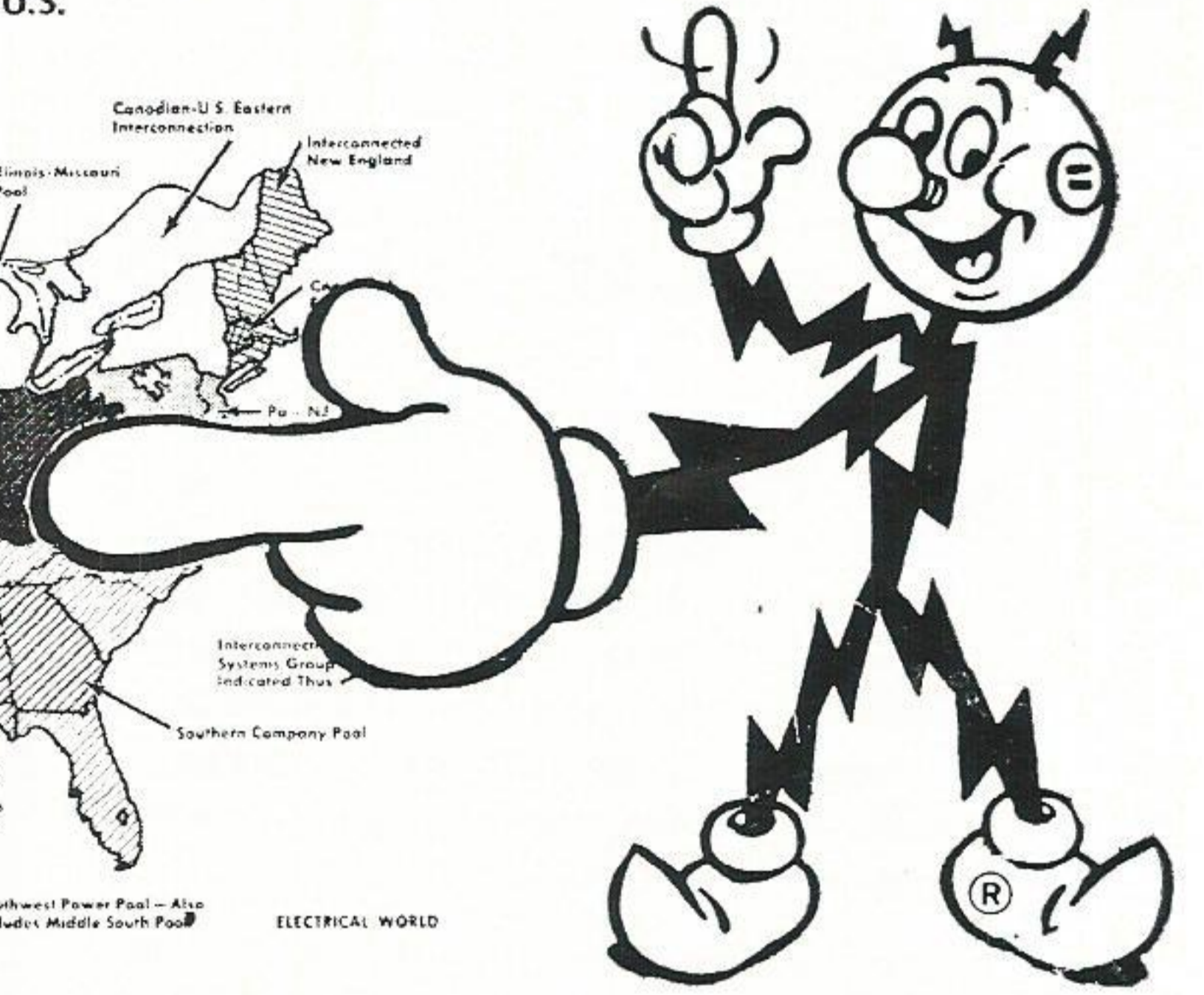
Now here's the rub: The principal stockholder in this giant non-profit corporation would be the Federal Government, which means that it could control the corporation and conceivably could operate it as it saw fit, possibly to the detriment of literally thousands of shareholders who are staking their earnings on the continuing growth of the investor-owned electric utilities.

The federal "backbone" grid advocates ignore one very important fact: The beginnings of such a national grid—the regional power pools—are and have been in existence for some time. Moreover, most of the regional power pools were planned and built by the investor-owned electric companies as a means of increasing their individual reliability and at the same time, cutting generation equipment costs.

The companies undertook the building of these regional power pools,



ELECTRICAL WORLD



EXISTING NATIONAL GRID. There are now 19 major power pools in the United States. Smaller interconnections make possible power exchanges between areas.

rather than a giant national one, on the theory that you have to crawl before you can walk. (Some of the federal power boys would literally have us leap!) It seemed more logical to interconnect with a neighboring electric company than one halfway across the country. Equally important, power pools, like everything else in the electric power business, have to be justified economically before they can be built. Regional pools could be and were justified, whereas a national grid could not.

The accompanying chart, compiled by the editors of **Electrical World**, shows 19 principal regional power pools in the United States. There are, of course, many other smaller interconnections. These regional power pools may eventually become interconnected to form a national grid, but this will be undertaken by the investor-owned companies when conditions warrant it!

A number of prominent people in the investor-owned electric industry feel that someday we may have a nationwide grid, but it will differ from that proposed by the federal power boys in one important respect: It will be owned and operated by the investor-owned companies for the benefit of the people they serve.

As Edison Electric Institute President Sherman R. Knapp said recently, "A nationwide grid is in the cards, and the electric companies are already thinking about building it by interconnecting our already extensive regional systems."

This step-by-step approach—from regional grids to a nationwide one—makes a lot more sense than leaping headlong into an expensive, potentially wasteful, politically dangerous federal grid.

After all, you've got to crawl before you can walk.

JST

BEAUMONT WIVES AGREE

You just can't beat
**FLAMELESS
ELECTRIC HEAT**
for drying clothes

Gulf States



MRS. BOLES ON BILLBOARD. This is a copy of the posters that were displayed on 21 billboards throughout Beaumont during the month of February.

In Beaumont . . .

GSUer STARS IN COMPANY ADVERTISING

MRS. CAROYLN BOLES, stenographer in the System Safety Department in Beaumont, starred in a series of ads this month on billboards, in newspapers, and on television in the newest phase of our Company's advertising program to sell electric appliances by "localized" ads.

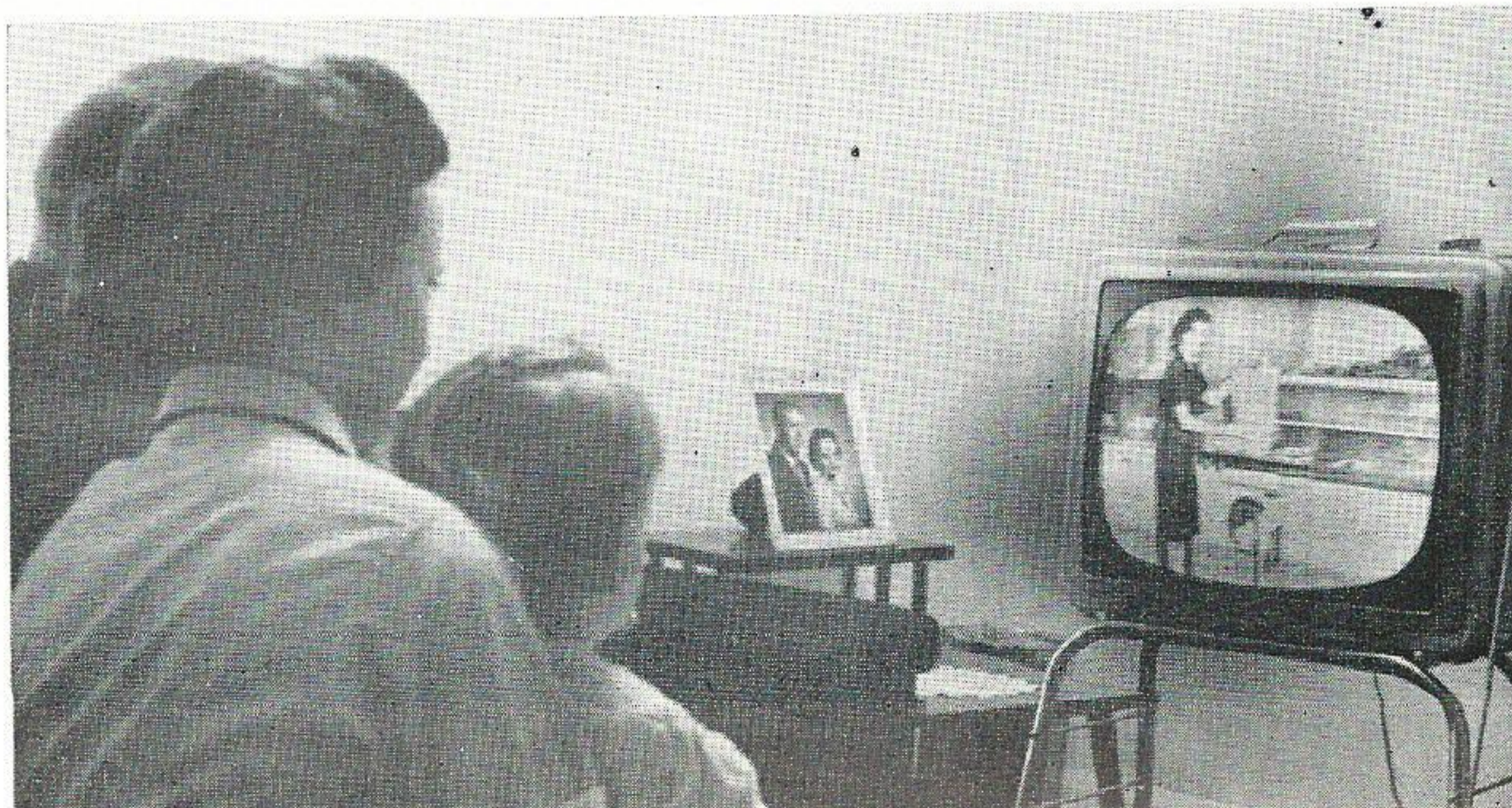
The picture of Mrs. Boles on this month's cover was reproduced on the billboards and in newspapers only in Beaumont. A series of pictures of her using her electric dryer were used on a one-minute television commercial on a evening news program through KFDM, Channel 6 in Beaumont.

If this series of "localized" ads works out well (eg. helps sell more electric dryers), then plans are to further apply *Don't be* this idea in advertisements in other towns in our system.



FAMOUS MODEL AT WORK. Mrs. Boles hasn't let fame go to her head, still does a good day's work at her job as stenographer in the System Safety Department.

"SEE, THAT'S MOMMY ON TELEVISION," said husband Don Boles to 18-month-old daughter Norma, as the Boles' watched Carolyn's "performance" on a one-minute television commercial.



Our Company Will Spend . . .

\$46 MILLION FOR CONSTRUCTION IN 1961

Board of Directors Announce

A 1961 construction budget of \$46 million was announced February 9, by Mr. Nelson, chairman of the board and president, following a meeting of the Board of Directors at the Company's offices in Baton Rouge. The 1961 expenditures are part of a \$195 million four-year construction program to provide ample electric power to meet the rapidly growing requirements of the Company's 28,000 square mile service area.

The four-year program includes the construction of the new Sabine Station at Bridge City, Texas, where two 220,000 kilowatt units are to be placed in service, the first in 1962 and the second in 1963. Two additional units of 220,000 kilowatts each are to be installed at the Willow Glen Station, near Baton Rouge, Louisiana, with the first to be in service in 1964, and the second in 1965. When completed, these new units will increase the Company's generating capability to 2,381,000 kilowatts.

Of the \$46 million expenditure to be spent in 1961, approximately \$27 million will be earmarked for projects under way prior to 1961, and the balance for new work to be started this year.

In commenting on the expansion program, Mr. Nelson said that this large expenditure reflects Gulf States' confidence in the continuing industrial growth and expansion throughout the Company's service area. The Company, in keeping abreast of increasing

demands for power, has in the past ten years invested more than \$315 million in adding new facilities and enlarging existing ones.

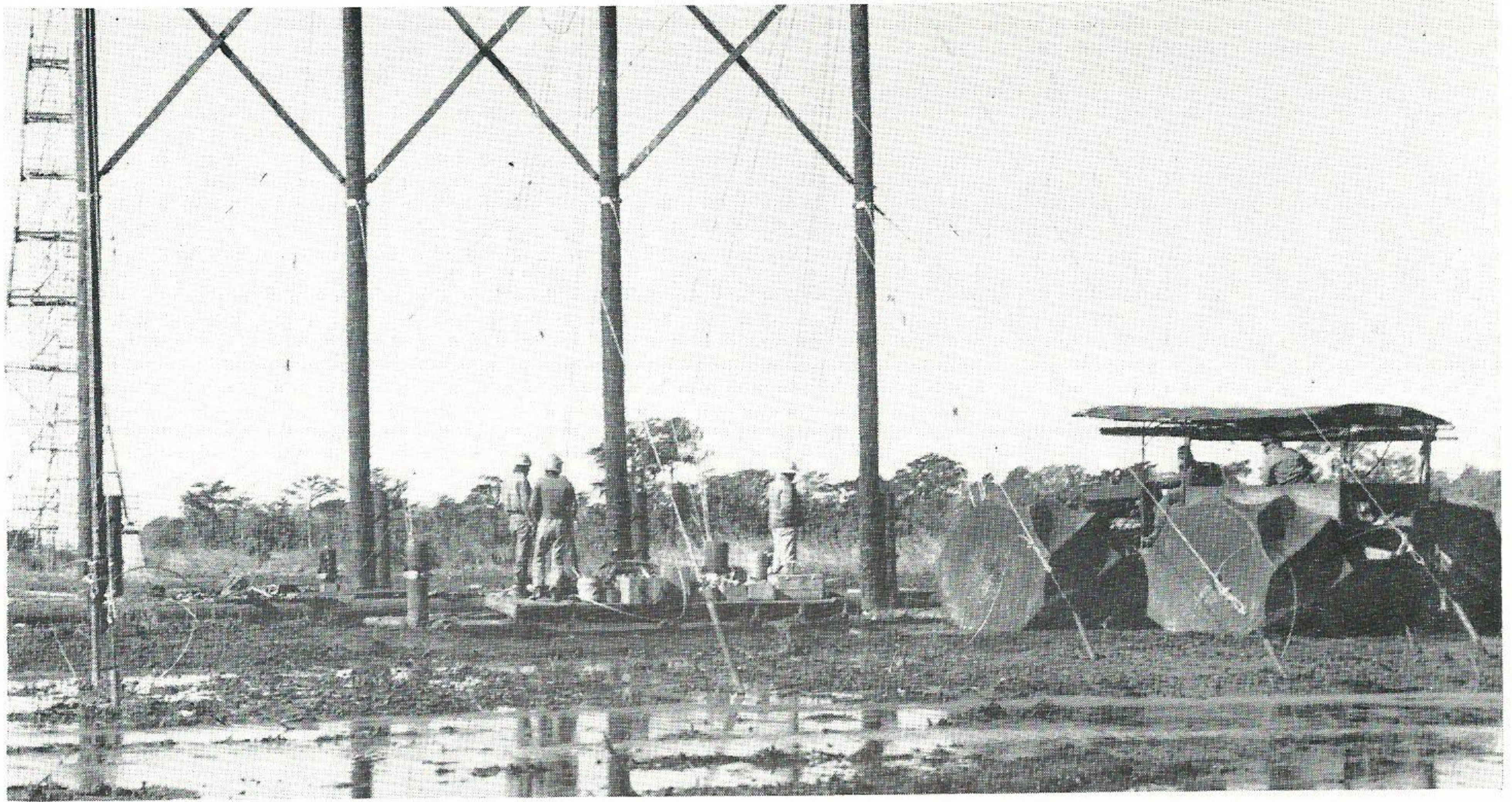
In other business, the Board declared the regular quarterly dividends on seven series of Preferred Stock outstanding and a dividend of 25¢ per share on the 10,373,664 outstanding shares of Common Stock.

Gulf States' Directors attending the Board meeting presided over by Mr. Nelson were Ralph E. Cargill and Elbert L. Robinson, Beaumont; Edward H. Taussig, Lake Charles; Harold E. Brown, Charles P. Manship, Jr., and C. Vernon Porter, Baton Rouge; and Edwin W. Hiam, Boston, Massachusetts.

This announcement came as America's electric industry observed National Electrical Week, commemorating the 114th birthday of Thomas Edison on February 11. Gulf States' construction program adds emphasis to year-end figures released by the Edison Electric Institute, which state that the electric industry has more than 40 million kilowatts of new capacity on order and scheduled for service, about 85 percent of which is to be in operation by the end of 1963.

While the expansion programs of our country's electric utility firms further widen the power gap between the U.S. and Russia, they are also providing plenty of electric power for the continued progress of our nation.





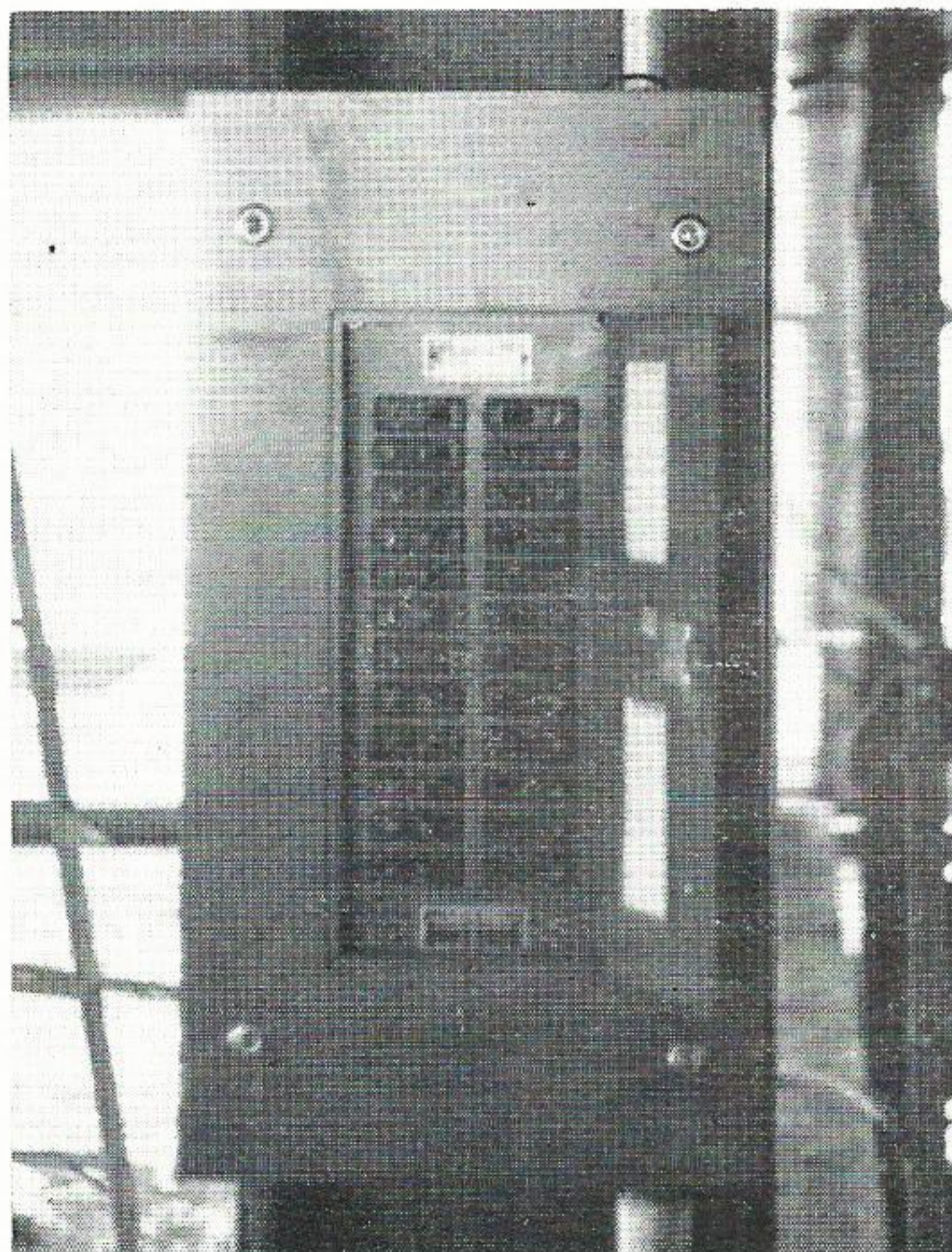
WHERE SOME OF THE CONSTRUCTION MONEY GOES. Rental of various machines for construction work. This includes a marsh buggy (seen

in operation above on line construction work), steel barge, gradall, backhoe, dragline and other machines. \$ _____

STAY-AT-HOME CONSTRUCTION DOLLARS

And Where They Go

ELECTRICAL EQUIPMENT. Includes wall clocks, lamps, breakers, copper cable, ground rods, connectors, plastic conduit, switchers, heater coils and aluminum cable trays. \$ _____

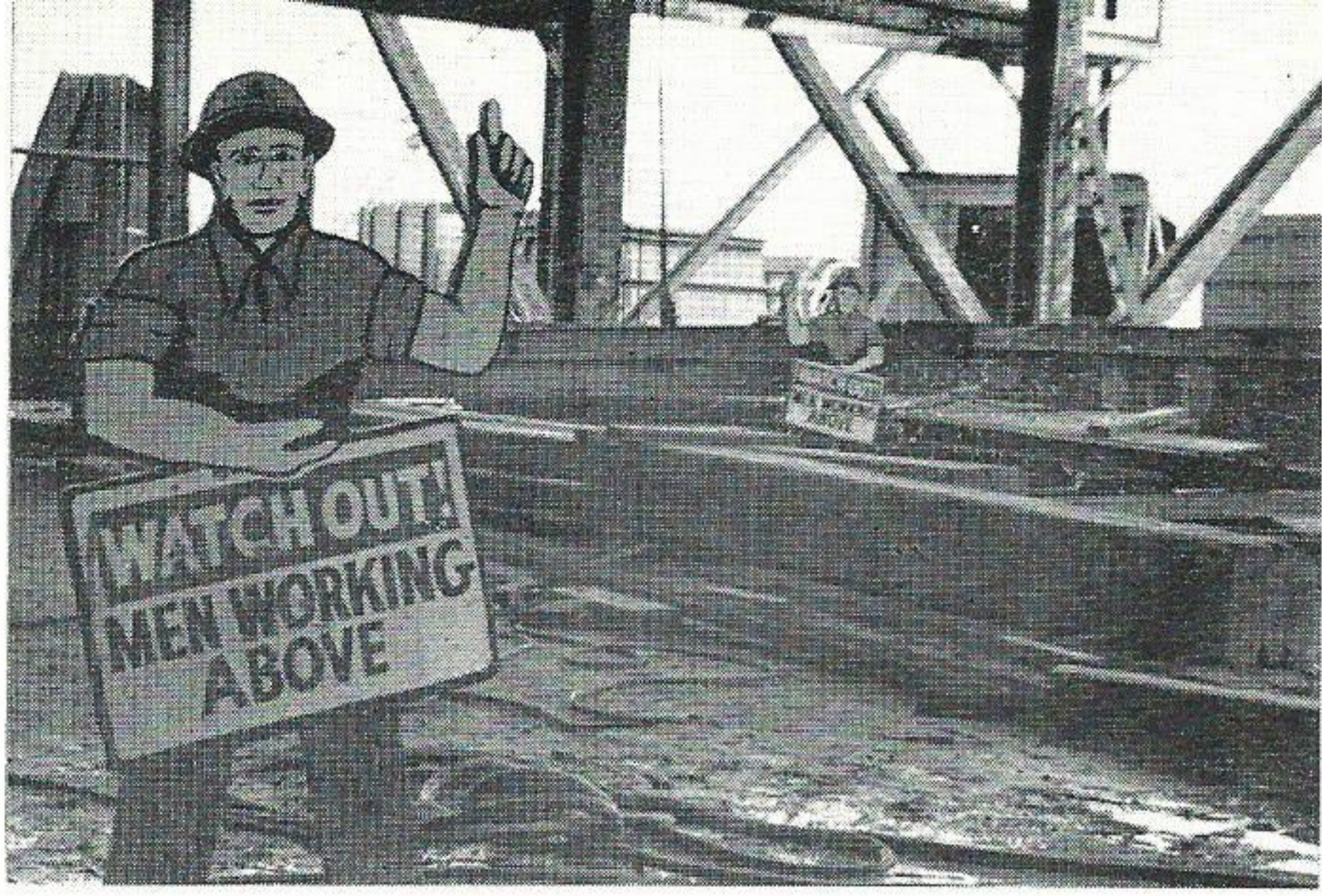


THE recent announcement that our construction budget for 1961 will amount to \$46 million poses the question: What happens to all that money? Does it leave the area to buy giant turbo-generators for the power stations being built or enlarged, like Willow Glenn Station at Baton Rouge or Sabine Station in Orange County?

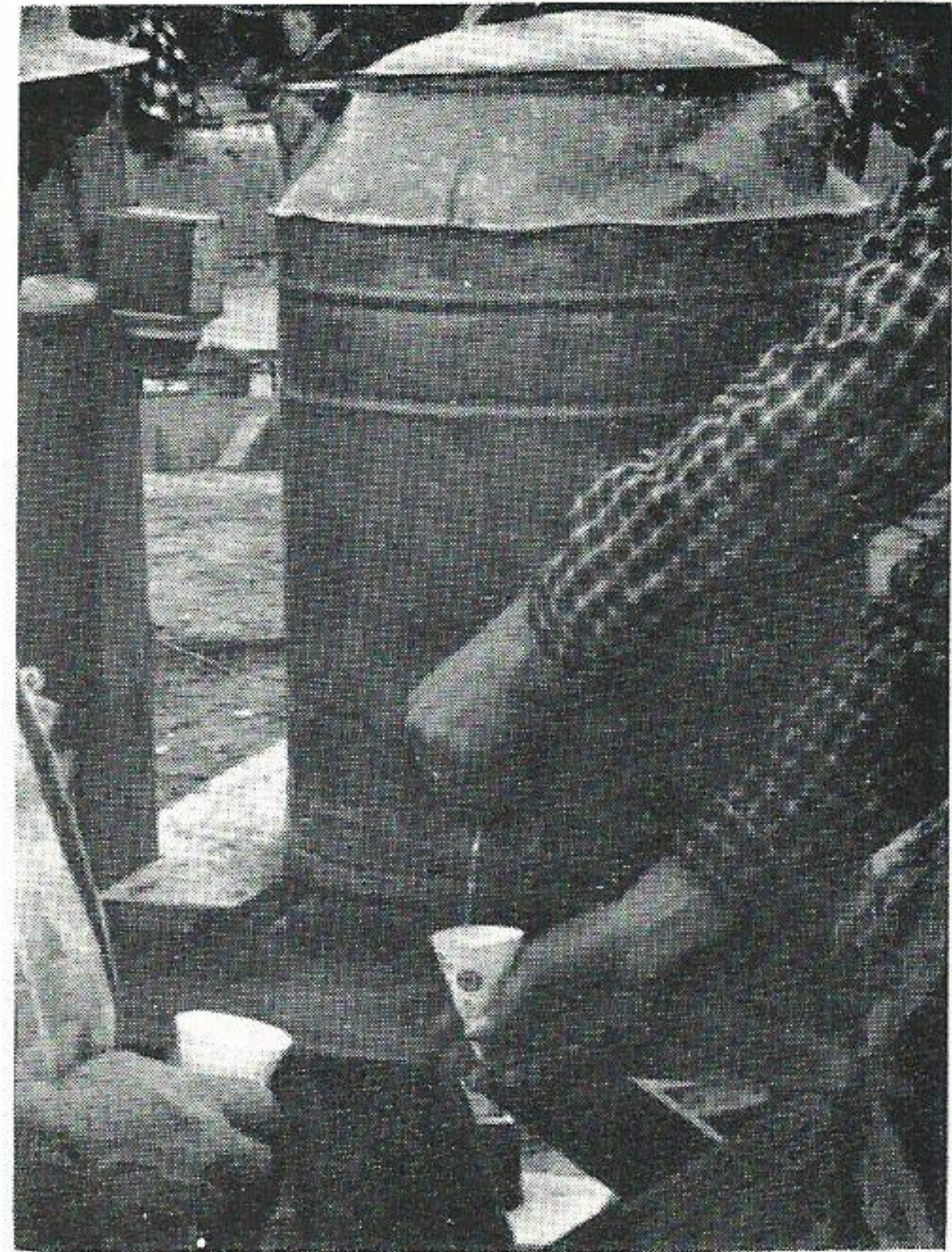
Many folks are surprised to learn that when our Company builds a new generating station, or any other facility, new dollars and new income are brought to the people in the area we serve. In the case of Sabine Station near Bridge City, approximately 2 million dollars has been spent within the Sabine-Neches area for goods and services, according to the construction firm that is building the station.

How was this money spent, and for what? A healthy amount goes to the local workers who are engaged in actual construction work; the rest for materials and services. Pictured here are just a few of the items needed to build a power station. All were purchased or rented from area businesses. Can you guess what they cost? Correct answers are in the box on next page.

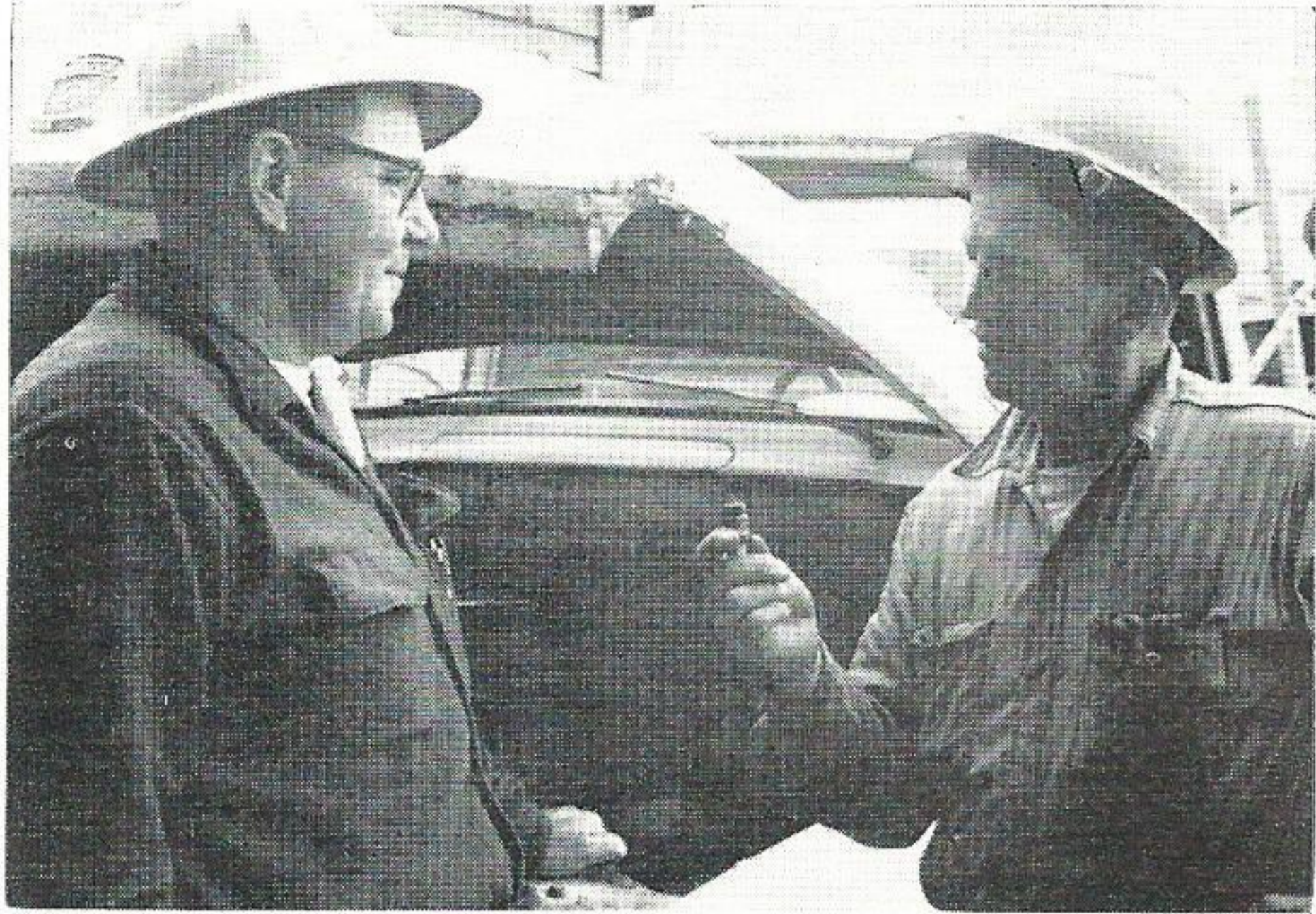
Here's a hint: Don't be too conservative in your guesses.



JOB AND SAFETY SIGNS. \$ _____



PAPER TOWELS AND DRINKING CUPS. \$ _____



AUTO REPAIRS. Grease and wash, oil, and tubes and tires for car and trucks used in the construction work. \$ _____

OFFICE SUPPLIES. \$ _____



\$1,256,786.

\$99,737

\$120,878

\$612

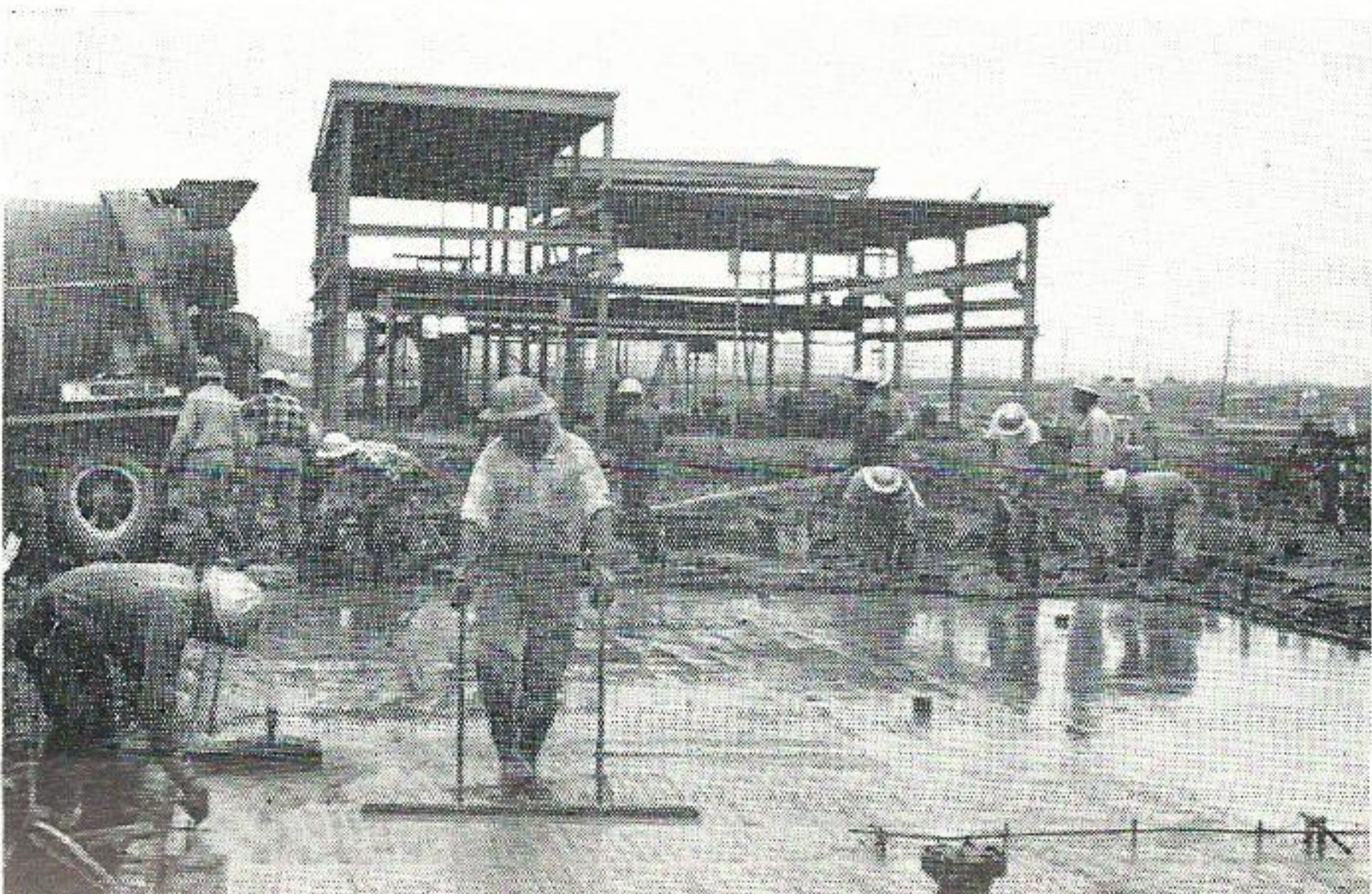
\$3,261

\$5,504

\$291

ANSWERS:
 Job and Safety Signs:
 Auto and Truck Maintenance:
 Office Supplies:
 Paper towels and cups:
 Rental of various machines
 for construction work:
 Electrical Equipment:
 Structural steel, labor and
 general construction work:

MATERIALS AND LABOR. Structural steel, labor and general construction work on shops, office buildings, walkways, storage tanks, water treating plant, workshops, etc. \$ _____



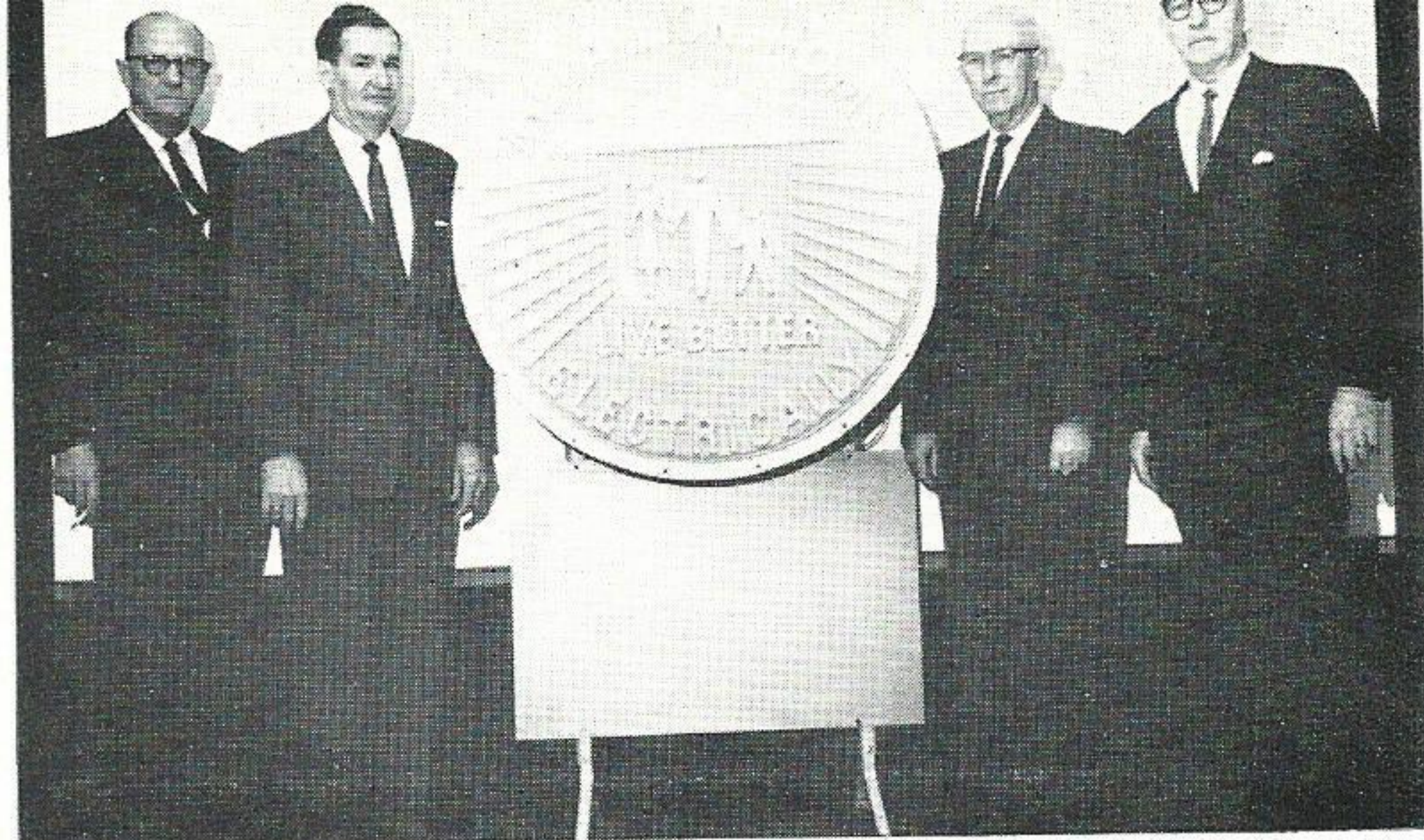
"BOOMING SALES" PREDICTED FOR '61

PLANS to make 1961 the year the predictions about the "Sizzling Sixties" start coming true were outlined by Victor P. Gayle, superintendent, residential sales; L. V. Dugas, superintendent of commercial and industrial sales; and Kenneth Sutton, advertising director, at January department heads meetings held January 23, 24 and February 2 in Beaumont, Baton Rouge and Lake Charles. E. L. Robinson, vice president and general sales manager, presided.

In discussing the continuing growth of the Company's residential business, Mr. Gayle told the group that the average kilowatthour consumption per customer is about 2½ times what it was ten years ago, an increase from 1,670 kilowatthours in 1951 to 4,077 in 1960. During this era, the Company's average annual use per home customer passed the national average, soaring past 4,000 kwh in 1960.

The 1961 Residential Program Will Encourage More Customers To "Live Better . . . Electrically"

As he outlined the Company's sales program, Mr. Gayle stressed the optimism and confidence which all reliable sources in the industry have shown for 1961. He said they predict that this will be a better sales year than 1960, although it will be slow in getting started. He then discussed the sales aids employed by our Company in its sales promotion programs. These aids include: bonus payments to dealers for selling certain major appliances; wiring allowances on ranges, water heaters, heat pumps, electric heating and medallion homes; cooperative advertising with dealers during months when we are promoting the sale of specific major appliances; demonstrations by the Home Service Department for consumer groups in cooperation with dealers and to organized youth groups, such as home economics classes; and the participation



PRINCIPALS IN DEPARTMENT HEADS MEETINGS. Speakers who emphasized the role of the Sales Department in expanding our Company's electric power markets are shown standing with a giant replica of the Medallion Homes Medal. They are, from left, Kenneth Sutton, advertising director; L. V. Dugas, superintendent of commercial and industrial sales; E. L. Robinson, vice president and general sales manager; and V. P. Gayle, superintendent of residential sales.

in advertising on a national level through the "Live Better Electrically" program.

Mr. Dugas Outlined Commercial, Industrial Sales Plan

Mr. Dugas told the groups that new industrial revenues added in 1960 amounted to more than \$1,500,000. This figure does not include any new plants completed and put on the line during the year. There were several which started construction in 1960 that will commence commercial operations this year, he added.

Mr. Dugas outlined the continuing petrochemical expansion all along the Gulf Coast, which attracts related industries employing people with good incomes. He said these people will help create new market potentials for homes, appliances, etc., and generally contribute to a good business climate.

Mr. Dugas added that the Company's 31,931 commercial customers present a fertile field and that in 1960, estimated annual commercial revenues added were more than \$2,712,000.

Mr. Sutton Tells Advertising Story

Mr. Sutton related the work of the advertising and publicity departments to the sales program. Dwelling primarily on sales promotion or load building advertising, he used slides to illustrate the commercial and residential programs. He described the success of the current testimonial dryer ads which emphasize the advantages of total-electric living, adding that this series is especially noteworthy in that localization of ads is being followed through in each Division.

He briefly discussed area development advertising and in conclusion, said the aim of his department for 1961 is to keep advertising local — which is where the interests of our customers lie. This, he said, will make our advertising more effective, with bigger and better results in '61.



ENTER COMMUNITY IMPROVEMENT CONTEST. Colmesneil, an East Texas town in Tyler County, has entered the annual Texas Community Improvement Contest, sponsored by our Com-

pany and nine other Texas utility companies with the Extension Service of Texas A&M College. Improvement committee members are Mrs. Floyd Hignett; C. T. Vanderburg; Mrs. Ira

Marshall; Ralph Marshall; J. O. Herrington; W. A. Mahan; Clinton Currie, Tyler County Agricultural Agent; John Sturrock; Bruce Minyard; N. A. Platt; Ray Bendy; and Cecil Ogden.

Colmesneil Citizens . . .

WORK FOR IMPROVED COMMUNITY

COLMESNEIL, an East Texas town with a population of 650, and one of 289 communities served by our Company, has entered the annual Texas Community Improvement Contest for 1960-61.

Over 200 communities from 14 districts throughout Texas will be competing in this annual contest, sponsored by our Company and nine other Texas utility companies in cooperation with the Extension Service of Texas A&M. Purpose of this program is to stimulate individual and community interest in farm, home and community improvement. The objectives are to make farm and ranch life more desirable and satisfying as well as more profitable and stable for farm families.

The citizens of Colmesneil became interested in this community improvement program early in 1960 and began organization of their local program after their community improvement chairman, Mrs. John Sturrock, observed the District 9 contest judging for

the 1959 program. Since that time, Mrs. Sturrock has completed committee organizations and the various committees have initiated specific projects to be completed before the 1960 contest ends March 31, 1961.

This contest is open to any group of people who have a feeling that they belong in the locality in which they live and who associate with one another in schools, churches and other organizations. Incorporated towns and cities will not be included in the scoring unless they provide markets, communications, school, church and similar facilities for the rural families living within the designated community.

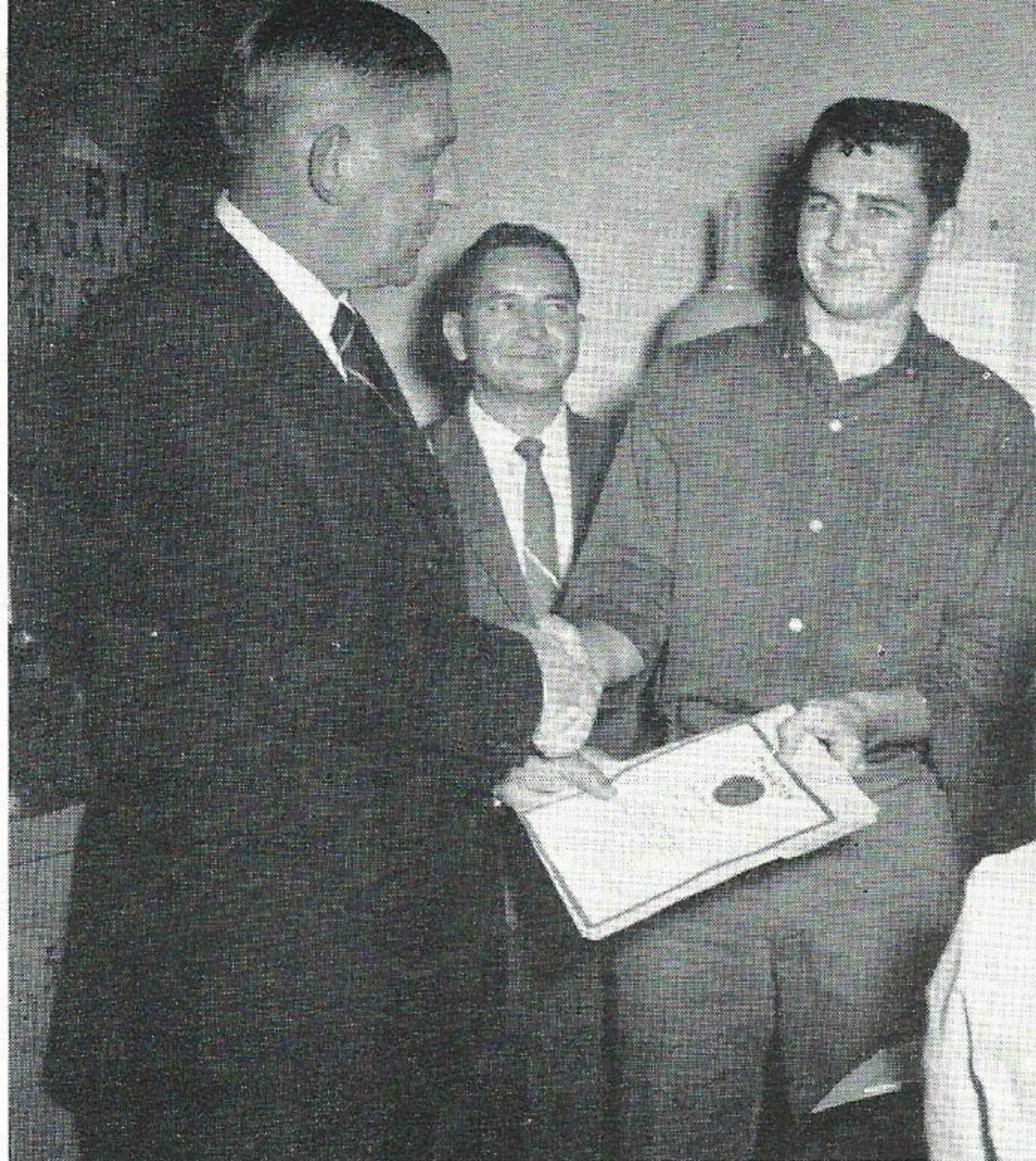
Specific responsibility for organizing the improvement program is left to the community group who elect a community chairman, vice-chairman and a secretary, with a committee in charge of each division. Chairmen and members of committees should include men, women, and youth of the community.

Judging and awards are based on

improvements made during the program year and scoring is made on progress achieved by the community in a 12-month period. There are no set requirements to be met as to the improvements to be made since each community is allowed to choose its own goals.

Cash prizes totaling \$6,800 will be awarded and the community group of winning communities selects a worthwhile project, benefiting the entire community, for which the prize money will be used.

Assisting Mrs. Sturrock at Colmesneil are Mrs. Maurine Mooney, Tyler County Home Demonstration Agent and Clinton Curry, Tyler County Agricultural Agent. Aubrey Sprawls, our Company's Beaumont Division area development engineer, has worked with both Mrs. Mooney and Mr. Curry in this project and Jack Ogden, our residential salesman in Woodville and Tyler County, is serving on the recreation and youth committee.



NEW COMPANY FOUNDED. R. O. Wheeler, Baton Rouge Division manager, presents the company charter to Warren Zuelke, Jr., president of REDCO, the Junior Achievement company sponsored by our Company in Baton Rouge. At the rear is F. L. Marston, distribution supervisor, Gas Department, chief advisor to REDCO.



"MR. TOPPER" AT WORK. REDCO's production manager demonstrates "Mr. Topper", bottle opener to A. P. Lusk, labor foreman, Louisiana Station, REDCO's production advisor. Ceramic tile candy dish or tid-bit tray is in foreground.

In Baton Rouge, Our Company Teams with Teenagers to . . .

DO IT THE FREE — ENTERPRISE WAY

by
JACK WORTHY

"HOW'S business?"

"Pretty good, production is great and our sales are doing pretty good too."

Normally you won't hear high school students discussing such grown-up subjects as production and sales programs. But then students in their teens aren't usually presidents, treasurers or board members of business firms.

The Junior Achievement program in Baton Rouge is teaching these talented boys and girls to think like business men and women—exposing them to our free enterprise system and giving them the opportunity to view a business as a whole.

For the fifth consecutive year, since J. A. was initiated in Baton Rouge, our Company is participating in Junior Achievement as a sponsor. Six Gulf Staters, serving as financial, production and sales advisors, work together as a team with the professional J. A. staff to form a board of strategy for a coordinated effort.

The achievers, however, actually make the decisions and do the work. They elect officers, sell stock

to capitalize their firms, select a product to merchandise and work toward the goal of completing the year in the black.

E. S. Krouse, Jr., Sales Department, and W. H. Herndon, Louisiana Station, guide the sales. B. L. Campo, Jr., Accounting, advises the secretary and treasury on bookkeeping and accounting procedures, while A. P. Lusk, Louisiana Station, and W. W. Holloway, T. & D., supervise the production. F. L. Marston, Gas Department, is chief advisor and coordinates the work of all phases of the company.

The Gulf States - sponsored J. A. Company, REDCO, is producer of two items—a jar and bottle opener and a tid-bit tray. "Mr. Topper," opens jars with screw-type or vacuum caps and is adjustable from gallon size containers down to finger nail polish bottle sizes and sells for \$1.00. The 5½ x 11 inch tid-bit tray is made from ¾ inch ceramic tile and is finished with felt backing to prevent scratching furniture or polished surfaces. It can also be used as a candy dish or ash tray and is priced at \$2.00.



KEEPING THE BOOKS. B. L. Campo, Jr., meter reader supervisor, and business advisor to REDCO, supervises financial matters with secretary and treasurer. Bookkeeping and accounting procedures are standard with all Junior Achievement companies.



HELPS WITH PROBLEMS. Mr. Marston steps in as chief adviser to help the company's vice president answer a question that has come up at business meeting. All members of the company sell the product by door to door sales.

A total of 440 boys and girls from 20 high schools in the Greater Baton Rouge Area were selected from more than a thousand applications to participate in the 18 J. A. companies during the current October to May year. Members of the companies meet one night a week at the J. A. business center for two hours a night.

The J. A. program has been called the finest short course in business ever devised. It supplements lessons learned in school. It is a laboratory in economics.

These young business people capitalize their business by selling capital stock, at 50 cents a share, to parents, friends, neighbors, teachers and the general public. For most of these shareholders, it is their first experience in stock ownership.

The working capital is used, as in any business, to buy raw materials, lease equipment, pay rent—in this case for their working space in the J. A. Business Center.

The youngsters learn the importance of assembly lines, of interchangeable parts, of quality control, and of individual productivity and low absenteeism.

The board of directors plans and executes the promotion and selling of their company's product or service. They pay themselves wages and commissions (25 cents an hour). And, the companies even pay their share of taxes.

As a whole the achievers develop a realistic understanding of the organization and operation of a business which will be of great value when they enter the business world after completing their education.

When Opinion Research Corporation polled a representative group of high school seniors, 53 per cent favored government ownership or control of the steel, coal, utility and banking industries. After a year's Junior Achievement experience, a group of youngsters were polled in a similar survey by O. R. C. Results—a resounding 91 per cent against government in business.



SALES CONFERENCE. E. S. Krouse, industrial engineer and REDCO sales adviser, confers with sales manager and staff. The achievers map sales campaigns, design advertising and learn to coordinate sales with production.



COMPANY'S PRODUCTS. Colorful tid-bit trays or candy dishes and bottle opener, "Mr. Topper", are shown by three achievers to Mr. Lusk.



Livewires Club to Sponsor . . .



An Autumn Tour of Europe



LONDON, Amsterdam, Munich, Venice, Rome, Paris, all names that bring to mind romance, history and pleasure. The names of cities we read about in the daily newspaper. Cities we dream of visiting some day. Some day? Why not this autumn and with our fellow employees?

The Livewires Club, Beaumont employees' social club, will sponsor a 19-

day chartered tour of Europe leaving New York City October 1. The tour of Europe will be conducted by the experienced firm of Global Tours, Ltd. of London, England. The tour is open to Live Wires Club members in good standing as of March 15 or any members of their immediate family.

The group will fly to and from Europe on their own chartered airplane

which will carry 86 passengers. The itinerary for the tour will begin with the arrival of the group in London on Monday, October 2 and will end in Paris, on October 20, when they board the return flight to the United States.

The cost of the tour will be \$645 per person. A deposit of \$150 is required for each person by April 1, 1961. Global Tours recommends that each

October 2 ENGLAND. Arrive in London, transfer to the White Hall Hotel in the Bloomsbury section near the British Museum.

October 3 LONDON. Morning motor tour of London including Tower of London, Changing of the Guard at Buckingham Palace, City of London, Westminster, St. Paul's, Piccadilly, Hyde Park. Afternoon at leisure.

October 4 LONDON. Morning motor tour to the Thames Valley with Windsor Castle, Eton School, Magna Carta Island, and Hampton Court. Afternoon at leisure. Evening departure by train and overnight channel steamer for the Continent. Berths on steamer.

October 5 HOLLAND. Morning arrival at Hook Van Holland. Motor coach to the Hague, Dutch capital city. A hearty, typical Dutch breakfast. Sightseeing and continue to Amsterdam. Sightseeing tour including a visit to the Rijksmuseum with Rembrandt's Night Watch, and to the famous diamond cutting factory. *a victim*

October 6 GERMANY. Motor from Amsterdam into the German Rhineland through the Ruhr District to elegant Dusseldorf, to Cologne with its Gothic Cathedral and Bonn, new capital of Western Germany. Visit the ultra-modern Parliament, the Bundeshaus, and Beethoven's birth place.

October 7 GERMANY. Up the Rhine Valley with its vineyards and castle ruins, passing Lorelei Rock and Mouse Tower, via Koblenz. Mainz to Heidelberg, city of the Student Prince, and the oldest university city in Germany. Overnight in Munich, Bavaria's gay capital, at the popular and unique Hofbrauhaus and a visit to the colorful October Beer Festival.

October 8 AUSTRIA-ITALY. Through the Bavarian Alps into Austria, stopping at Innsbruck, capital of the Tyrol. Across Brenner Pass into Italy's Tyrol and down to Italy's bluest lake, Lago di Garda. Overnight at Verona, city of Romeo and Juliet, with the 2,000 year old Roman Arena.

October 9 ITALY. A short drive to the entrance of Venice, pearl of the Adriatic. By gondolas to the heart of the city and St. Mark's Square for a visit to the Doges Palace with the Bridge of Sighs and all afternoon to roam the narrow streets and their many bridges, to visit the

fascinating little shops, or to sit in one of the many side walk cafes on St. Mark's Square. Evening drive via Padua to Bologna to spend the night.

October 10 ITALY. Motor across the Appenines via Futa Pass to Florence to see the great art treasures of the Italian Renaissance: Michelangelo's Medici Tombs, Pitti Palace, Doors of Paradise, and to shop at Ponte Vecchio or the Straw Market.

October 11-12 ROME. Two days in the Italian capital with visits to the great monuments of her past: the Forum, the Colosseum, the Pantheon, the Catacombs, and the Appian Way, the Basilicas, St. Peter's and the Vatican, and a free evening at elegant Via Veneto or the great cafes of Piazza Esedra.

October 13-14 THE RIVIERA. Drive along the coast of the Mediterranean stopping at Pisa with its Leaning Tower and the resort places of the elegant Italian Riviera such as Viareggio, La Spezia and Rappallo.

October 15-16 SWITZERLAND. Northbound to Milan, Italy's modern city and across the border to the Swiss Lake Country with Lago Maggiore, across Simplon Pass to the pleasant Swiss town of Brig, close to the snow covered Matterhorn, to spend the night. Continue to Lucerne on Alpine Lake of the Four Cantons. Boat trip on the lake and free time to shop at this center of the Swiss watch trade.

October 17 FRANCE. By express train through the center of France to Paris. Transfer to hotel in the Madeleine-Opera district. Afternoon walk to the Opera, Place Vendome, Concorde and the elegant Rue de La Paix.

October 18 PARIS. Morning sight-seeing tour of Paris including Arch of Triumph, Champs Elysees, Latin Quarter, Montmartre, Sacre Coeur, Notre Dame, the Louvre, and Tomb of Napoleon. Rest of day free. Suggested night club tour or visit to Folies Bergere.

October 19 PARIS. Morning excursion to the Palace and Park of Versailles. Rest of day at leisure.

October 20 PARIS. A last free day in Paris for last minute shopping. Transfer to airport and departure for New York City.

person also take along \$100 for incidental expenses and emergencies.

The tour rates includes air transportation to Europe and back; hotel accommodations on a double room basis—twin beds—all rooms with hot and cold running water in selected middle-class hotels; three meals daily—breakfast—Continental style—lunch—dinner—table d'hote style—(in London

and Paris, breakfast and one meal only per day); transportation by private motor coach, channel steamer with berth and second class express train; all scheduled sightseeing, with entrance fees and guide fees; all state taxes and service charges.

The tour group will be divided into two units of about 40 persons in each unit plus one tour guide, who has a

thorough knowledge of Europe and the European languages, and a driver. Each unit will travel in its own motor coach. The two units will travel independently and will use different hotels in some places, since the average European middle class hotel to be used by the group is not large enough to accommodate such a large number of people, especially in Southern Europe where the tourist season continues until November.

Any Texas employees who are members of the Live Wires Club and who are interested in the tour should contact Don Clawson, president of the Livewires Club by filling out the attached coupon and mailing to him and he'll send them additional information.

LIVEWIRES' EUROPEAN TOUR

To: Don Clawson, Room 1652,
General Office Building,
Beaumont

I'm interested in receiving additional information concerning the Livewires' Tour of Europe.

Name

Department

Town

"CAN I SAVE ON TAXES?"

In the first installment of this article in last month's Plain Talks, general rules for deductions were outlined, along with a table that showed average deductions in various income brackets.

Read both parts of this article and perhaps you, too, may save.

ARE you ready to write a check? If you find this painful, maybe you would like to fix things so that next year the government will owe you money. You can. Just reduce your exemptions or dependents for withholding tax purposes. For each such reduction, your company will withhold an additional \$10 a month and pay it on your 1961 tax. It's an easy way to put money aside for your tax bill. If it overpays the bill, you will, of course, be entitled to a refund. Two or three dollars more withheld each pay day this year may bring you one of those handsome United States Treasury checks in the spring of '62.

You Need Not Report Income From These Sources

- Social Security payments.
- Government insurance dividends.
- Disability pay under certain state laws.
- Contributions from employer for casualty rehabilitation used to offset losses.
- State bonuses to veterans.
- Gifts, inheritances, bequests.
- Railroad retirement act benefits.
- Life insurance proceeds upon death.
- Workmen's compensation, insurance benefits for sickness, injury or accidents.

- Payments made on loans.
- Government contributions to monthly family allowances of members of the Armed Forces.
- Employer's contributions to accident health plans.
- Refunds on federal income taxes.
- Veterans Administration pensions and disability payments to veterans and their families.

You May Deduct These Items

To make sure you don't pay more income tax than you owe, check the items on this list. Every \$5 deduction can save you at least \$1.

- State income tax.
- State and city sales taxes.
- Auto license tax.
- Real estate taxes.
- Personal property taxes.
- Poll tax.
- Casualty losses from accidents, storms, fire, flood, (not covered by insurance).
- Charitable and church contributions.
- Employment agency fees.
- Medical and dental expenses (not compensated by hospital, health or accident insurance) are deductible. Cost of medicine and drugs are deductible to the extent they exceed 1%

of your adjusted gross income. Other medical expenses including doctor's and dentists' fees, eye glasses, artificial teeth and limbs, hearing aids, laboratory fees for medical examinations and premiums on hospital, health and accidents insurance. Deductions for total of these is limited to amount over 3% of your adjusted gross income but limit may be ignored if either you or your spouse are over 65. This limit may be ignored, also, with respect to a dependent father or mother of you or your spouse who was 65 or over before the close of the year.

(Not deductible: Diaper service, maternity clothing and such drug items as cosmetics, tooth paste, shaving cream and razor blades.)

Volunteer work—expenses incurred in Civil Defense, Red Cross and similar activities and not reimbursed. Union dues.

Child care when necessary for a widower or working woman.

Clothing, tools, safety glasses, shoes, hats, when required for job and not provided by employer. Laundry and cleaning of clothes required for your job.

Interest payments and discounts on loans.

Educational costs necessary to retain job or to improve required skills.

Fee to tax expert for preparing return.

And Finally—Watch These Small Details

Attach to your return the withholding tax statement from your employer. This is Form W-2. In a joint return, if both persons worked, the W-2 forms for both persons must be included.

Enter your social security number, or numbers, on a joint return, in the space provided on page 1 of your return.

Check and recheck your arithmetic. Be sure every figure is clear. A 3 may look like an 8, a 6 like an 0, a 7 like a 9. Be sure every word is readable. A t may look like an l, a d like cl, an a like ci. Watch for such possibilities. Type your return if possible; print if necessary.

File early. The deadline is midnight Monday, April 17. By filing well ahead of deadline you get a disagreeable job out of the way and get a more prompt refund if you have overpaid. ♦

PROFITS ARE TO GROW ON

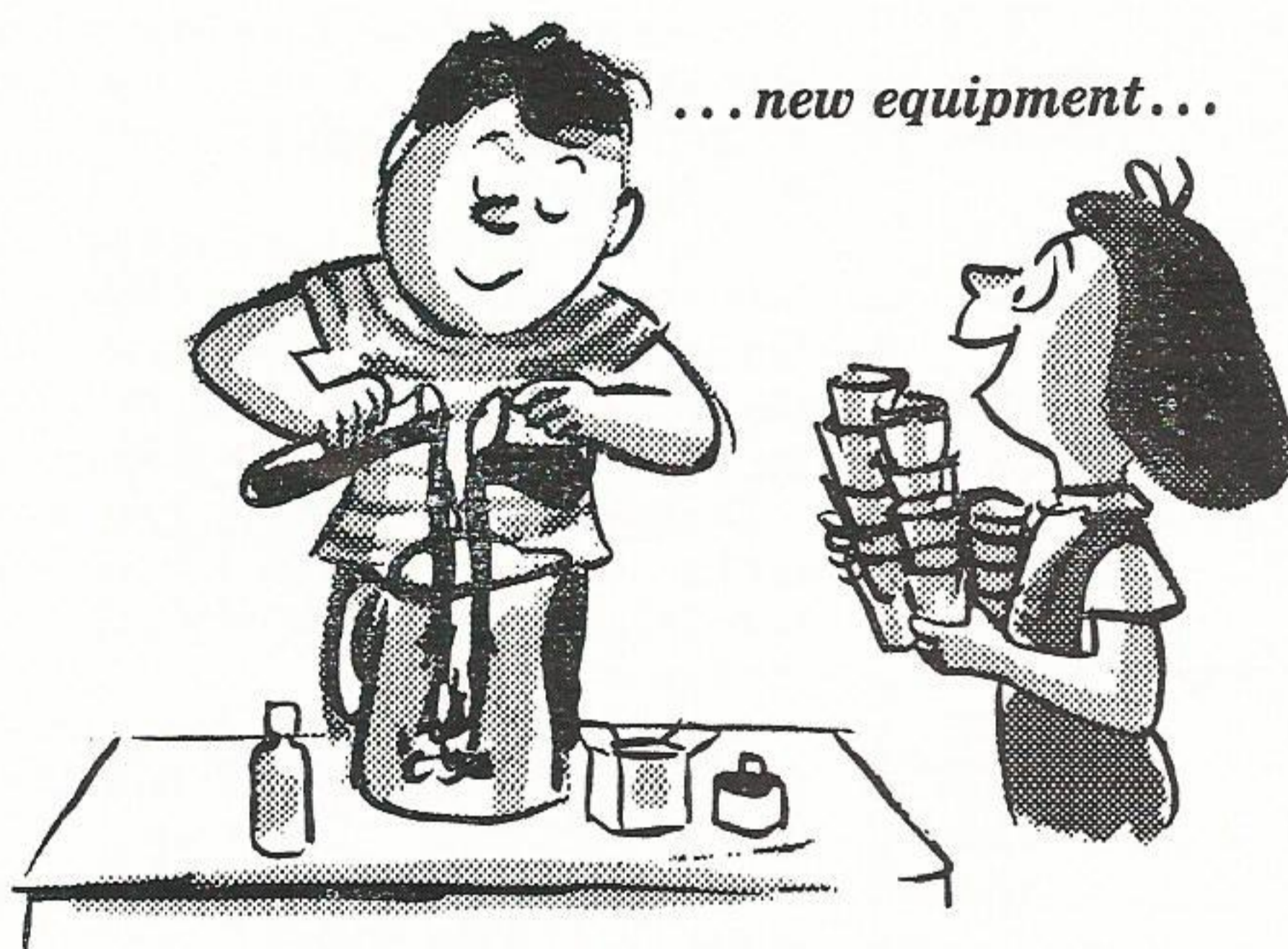
(a principle some people  learn very young)



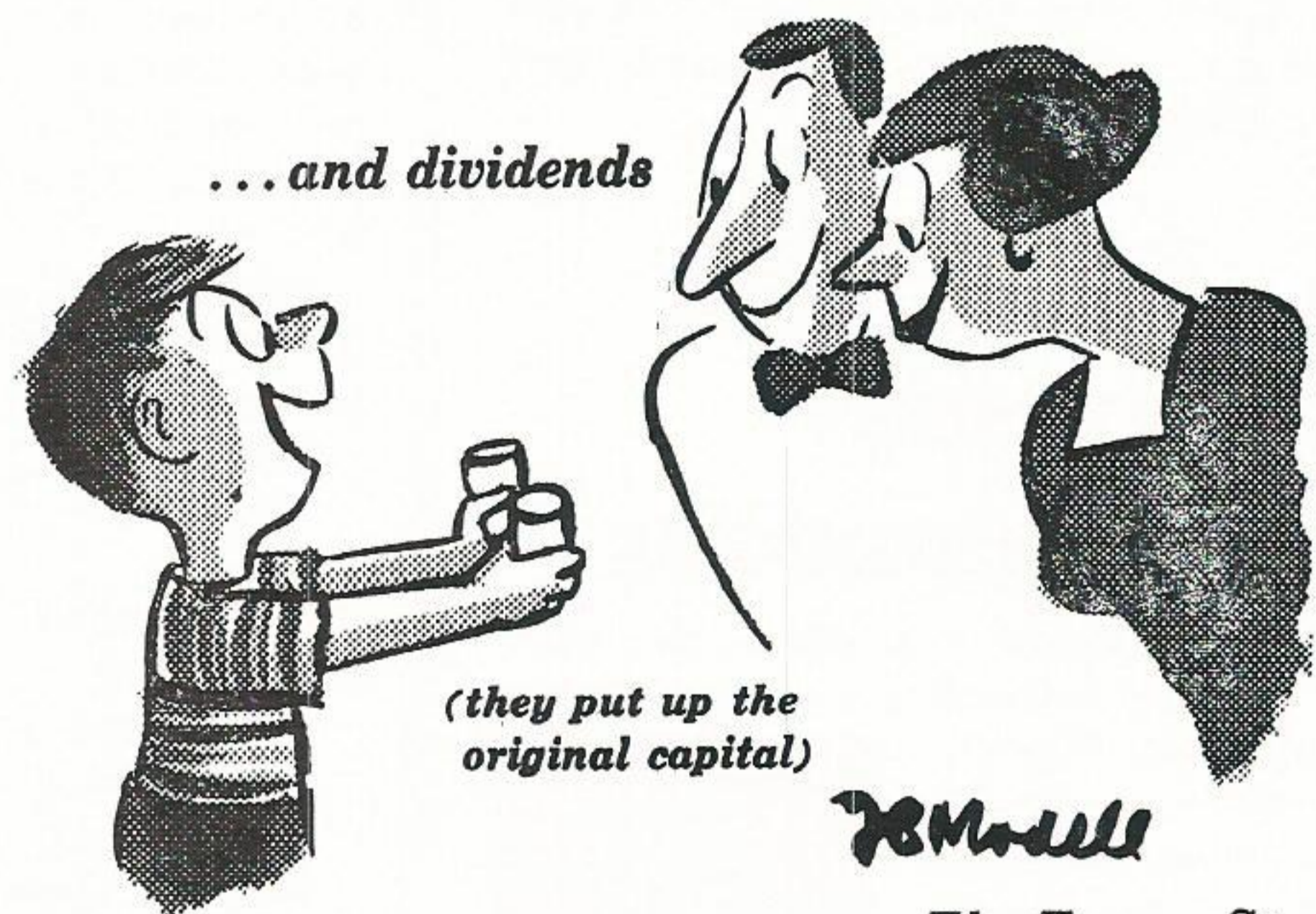
Any business needs profits...



...for expansion...



... product development...



J.M. Miller

—The Texaco Star.

PROFIT . . . or more accurately the search for profit—is one of the twin driving forces of our economy. The other is competition.

What is profit? Actually it is what is left after all expenses have been paid. Put another way, it is the reward for venture. In a free enterprise economy many firms and individuals compete for the consumer's dollar. Under the spur of the profit motive, they build plants, improve products, modernize or enlarge market outlets, undertake vast research programs. This is done in search of the consumer's dollar. The profit they make provides a general

measure of how well they have satisfied consumer demands.

It is not only the shareholders who benefit from profits. Employees, consumers, other industries, gain too. Last year, for instance, the investor-owned electric utilities spent more than 4½ billion dollars in construction and expansion facilities, providing power for a population and jobs for a growing work force. Only a business that makes a profit can hope to make investments like that. Most important, economic growth of the country as a whole takes place as a result of thousands and thousands of successful individual ventures. Profits, in a broad sense, become the money a nation grows on.

Sale Of Common Stock Announced By Company

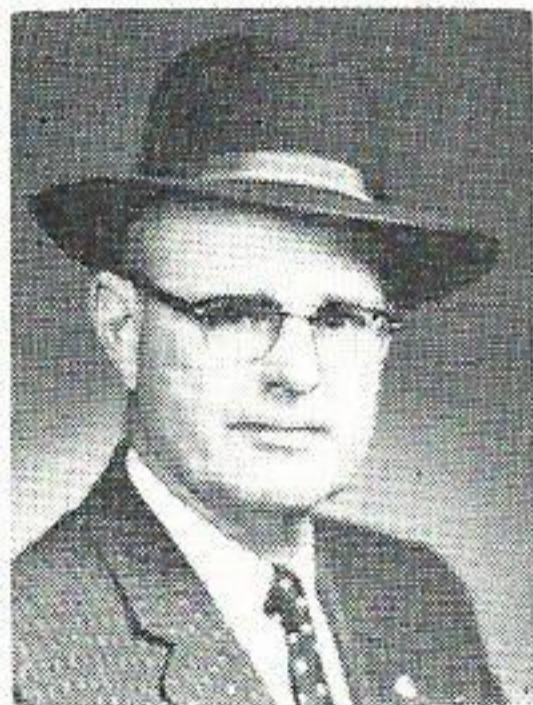
THE Board of Directors of our Company approved the sale of 350,000 additional shares of common stock, with par value, at competitive bidding in New York City at the Board's meeting in Beaumont on January 17.

The sale of the common stock is the first step in our Company's 1961 financing program. A portion of the proceeds from the sale will be used to pay off \$7,800,000 short-term notes issued under revolving credit agreements with banks to provide a part of the funds for the 1960 construction program which required approximately \$43,000,000. The balance will be used to carry forward the 1961 construction program, estimated to require \$45,000,000, and for general corporate purposes.

The common stock issue was awarded to Merrill Lynch, Pierce, Fenner and Smith Incorporated and Lehman Brothers, investment bankers of New York City.

H. E. Norman Promoted in Beaumont

THE promotion of Hollie E. Norman, senior engineering assistant, Beaumont T&D Department, to right-of-way man was announced by F. R. Smith, operating superintendent, Beaumont Division. Mr. Norman's promotion was effective January 1.



Mr. Norman

A native of Hightower, Texas, Mr. Norman came to work for our Company in August, 1935, as a helper in the Liberty Line Department. In 1943, he was transferred to the Beaumont T&D Department and promoted to engineering assistant. He remained in Beaumont until 1946, at which time he was transferred back to Liberty. He was promoted in 1949 to senior engineering assistant and was again transferred to Beaumont in 1959.

Mr. Norman attended the public schools of Liberty and the University of Southwestern Louisiana at Lafayette.

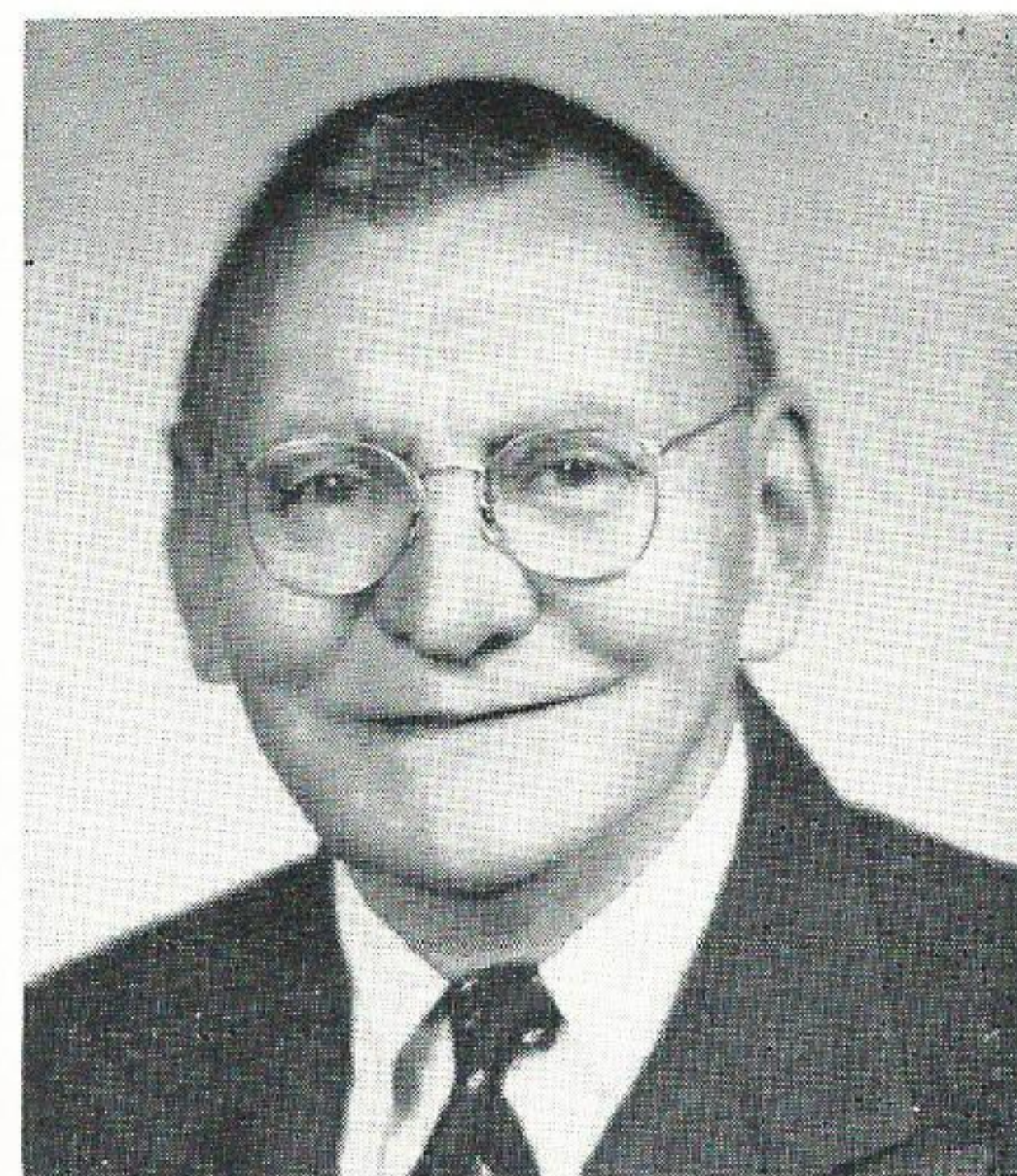
Upon clearance from the Federal Securities and Exchange Commission and approval by the Federal Power Commission the shares were offered to the general public at \$36.75 per share.

TOP TEN SCORE

DURING 1960 the number of kilowatthours consumed per home customer in our service area increased 389 KWH over the 1959 consumption, when 3,688 KWH were used by each of our customers. The national average KWH usage per home customer as of October 31, 1960, was 3,767 KWH per year while our Company average was 4,040 KWH per year. The total average system wide by the end of December was 4,077.

Here is how our Top Ten communities scored for the month of December:

Nederland	4,965
Orange	4,814
Liberty	4,791
Port Neches	4,753
Beaumont	4,641
Lake Charles District	4,435
Baton Rouge	4,407
Port Arthur	4,239
Sulphur District	4,193
Vidor	4,043



Mr. Lindsey

T. H. Lindsey, Beaumont, Retires March 1

TYRAH H. "SNOOKS" LINDSEY, Beaumont T&D Line Department, will retire March 1 upon completion of more than 41 years of service to our Company.

A native of San Antonio, Texas, Mr. Lindsey came to work as a lineman in the Beaumont Division on June 3, 1919. He has spent his entire length of service in the Beaumont Line Department.

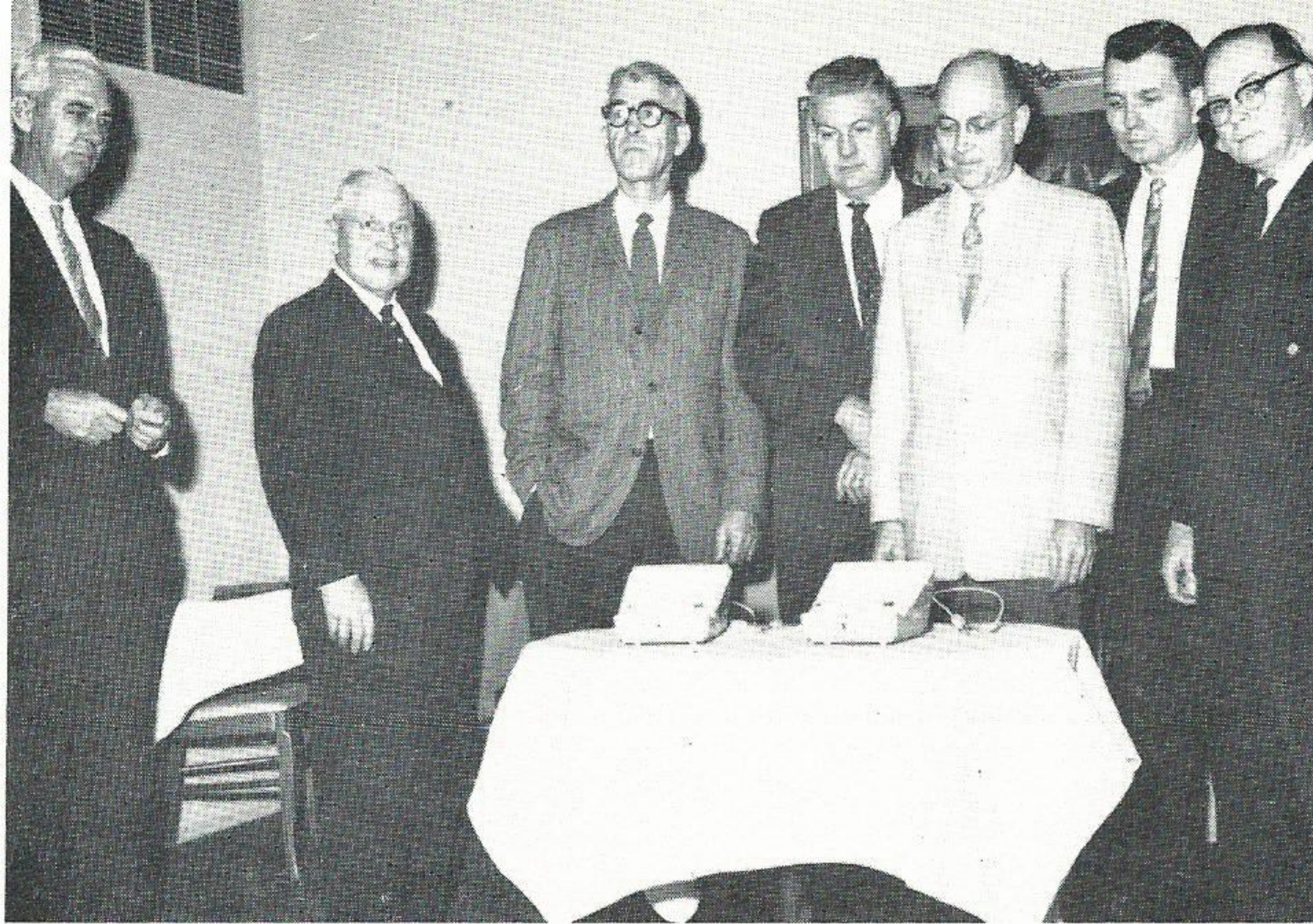
During his 41 years in the electric utility field, Mr. Lindsey passed through the various lineman and serviceman classifications.

Mr. Lindsey received his education in the public schools of Colmesneil, Texas, and prior to coming to work for GSU he worked in the lumbering industry of East Texas.



Promotions for the month of December were:

NAME	POSITION	LOCATION
Alvin L. Jones	Lineman 1/C	Beaumont
Alvin J. French	Eng Asst	Beaumont
Jesse F. Hollister	Lineman 4/C	Baton Rouge
Samuel Smith	Special Laborer-Gas	Baton Rouge
Harrison J. Carlin	Lineman 1/C	Lafayette
William M. Sheets	Lineman 1/C	Lafayette



DISTRICT WINNER. Gulf States Utilities Company was one of the district winners in a recent search conducted by General Electric Company for the oldest carrier-current communication equipment currently in use on an electrical company's lines. Gulf States was first place winner in the relaying equipment division in GE's Southwestern District with a transmitter-receiver which was installed in August, 1936 between Beaumont and Port Arthur when the Atlantic Refinery tied into GSU's electrical system. GE conducted the quest as part of its 40th anniversary observance of the company's

continuous activity in the power-line carrier-current equipment business. Attending the presentation were, left to right, J. L. Hixon, manager, generation, transmission and auxiliaries sales for GE, Houston; J. P. French, director of purchasing, Robert Sherwood, engineering manager, George DeLaMatyr, communications engineer, R. S. Pace, purchasing agent, Carl Travis, sales engineer for GE in Beaumont, who presented the award, a portable intercom system, to H. J. "Howdy" Sutton, superintendent of relay and communications.

"Electricity"

"ELECTRICITY is something that starts, the Lord knows where, and ends up in the same place. It is 1/36 of a second faster than its nearest competitor—the office grapevine. When turned loose in Europe, it will get to the United States five hours before it starts — daylight saving time. If you are a person of lively imagination you may think of electricity as science gone goofy with the heat, and you will be very close to the truth. If you understand its curves you can do anything with it except open a jar of raspberry jam at a picnic. Electricity was locked up in ignorance for centuries until Ben Franklin let it out with a pass key. Since then its been pulling off more stunts than a pet monkey on a thousand yards of grape vine.

"With it you can start a conversation, or stop one permanently, cook dinner, curl your hair, press your pants, blow up a battleship, run an automobile, signal Mars. Many more cute tricks for it to do are still being invented."

—clipped by J. A. Stelly,
Baton Rouge

New Engineer Assigned in Beaumont

J. FERRELL CARRAWAY, upon completion of his orientation program, has been assigned as an engineer to the Lake Charles Division Project Section of the system Engineering Department, Beaumont.

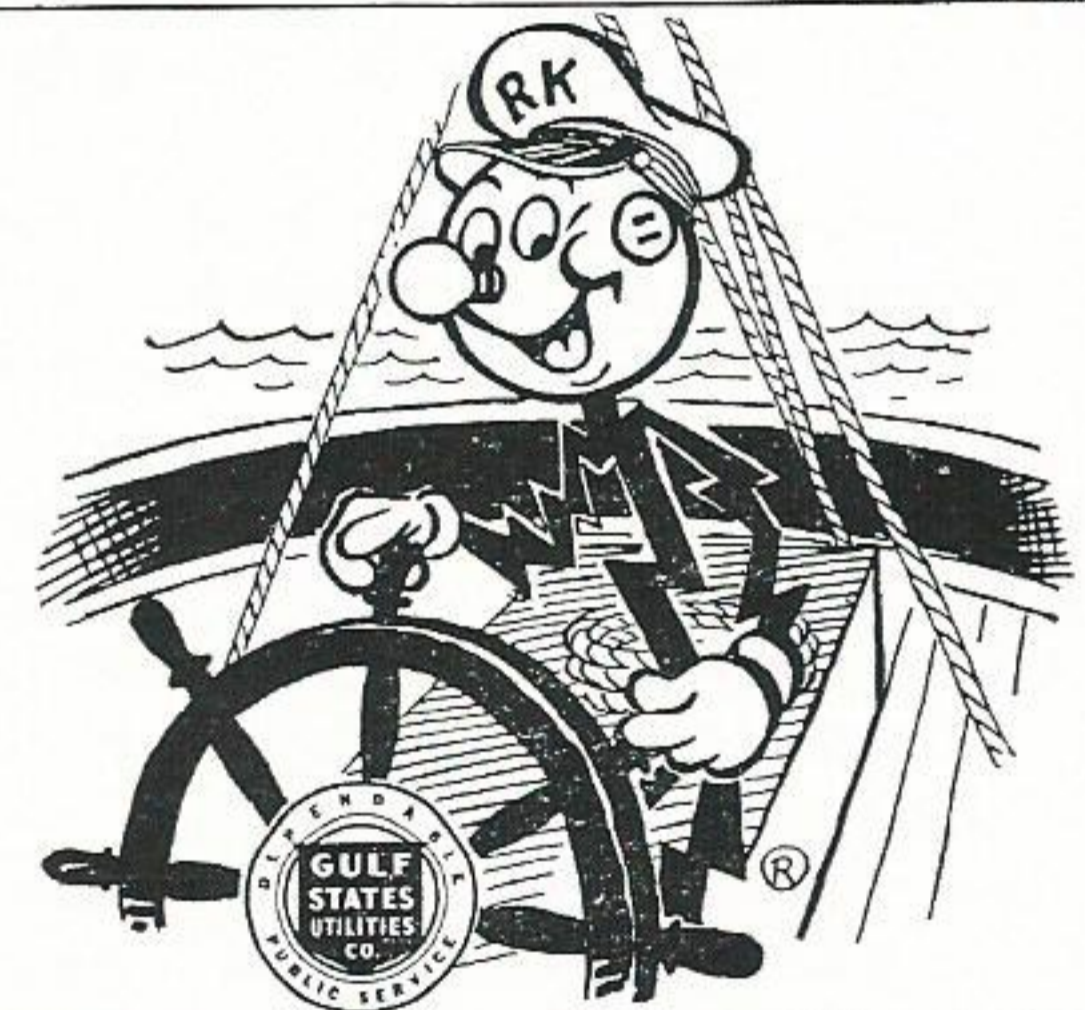


Mr. Carraway

A native of Baton Rouge, Mr. Carraway graduated in January, 1959, from Louisiana State University with a degree in mechanical engineering. He came to work for our Company November 2, 1960. Prior to that he was employed by Lockheed Missile and Space Division at Sunnyvale, California.

Mr. Carraway, his wife, Nell, and two sons, Jay, 19 months, and Ricky, 6 months, live at 3120 Harrison, Apartment 21, Beaumont.

Welcome Aboard

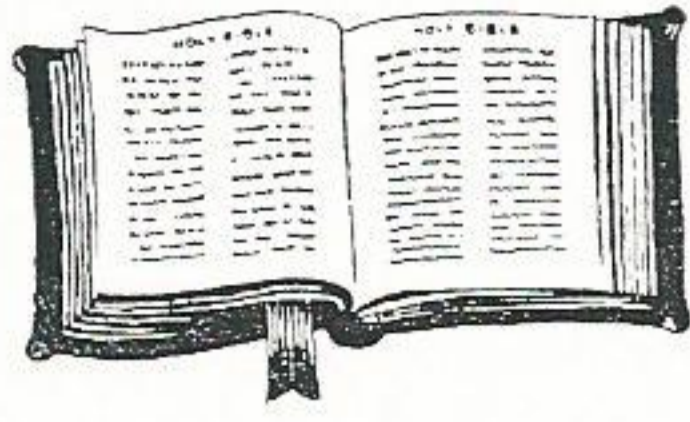


New Employees for the month of December were:

NAME	LOCATION	DEPARTMENT
Conrad A. Kincaid	Beaumont	T&D-Line
Nellie M. Stevens	Beaumont	T&D-Eng
Carl J. Kingsberry	Conroe	T&D-Line
Gerhard F. Klar	Beaumont	Engineering
Barbara H. Stansbury	Beaumont	Records
Judy R. Gilbert	Beaumont	Purchasing
Leslie D. Ogden	Beaumont	Purchasing
Linda B. Adams	Beaumont	Statistical
Nina B. Bridges	Beaumont	Customers Acctg
Joseph O. Emerson, Jr.	Beaumont	Machine Acctg-Bill
Beverly C. Christie	Beaumont	General Acctg
Leo B. Adams	Beaumont	Storeroom
Cleo S. Tolley	Beaumont	System Sales
Linda C. Schnell	Port Arthur	Sales

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

JERUSALEM is a city of 'Famous Firsts'. Here the preaching of Christianity began. Here the first Church was organized, the first communion held. Here began an influence for good that has gone around the world and everywhere changed human history for the better.

No one knows when Jerusalem was founded, but it is an old city, dating back more than 30 centuries. The Stone Age people must have lived in the area, judging from flint tools and weapons found.

The earliest mention of the holy site in the Bible is probably the occasion when Abraham was told to bring his son Isaac to Moriah and offer him as a sacrifice (Genesis 22:1-14). David selected the site on which to build the temple; that task being denied him, he gathered material, and about 1000 B.C. his son Solomon built the first temple in Jerusalem. This was destroyed 400 years later by the Babylonians.

The tablets of stone on which the Ten Commandments were written were a part of the treasures kept in the Ark of the Covenant, which was placed in Solomon's temple (I Kings 8:6). When Nebuchadnezzar captured Jerusalem, the Ark was either destroyed or carried away, and since that time all trace of it and its contents has been lost.

Jerusalem has had many temples, but the world had never known a more splendid religious temple than that built by King Herod, who obtained the throne with the help of the Roman conquerors of Palestine. Herod's temple stood until the time of our Lord, and many incidents in his life took place there.

Easy As Lamb Stew

Visitors to a zoo were amazed to see a cage, labeled "Coexistence," containing a lion and some lambs. The zoo director explained there was nothing to it—"Just add a few fresh lambs every now and then."

Services Held For L. E. Strickland

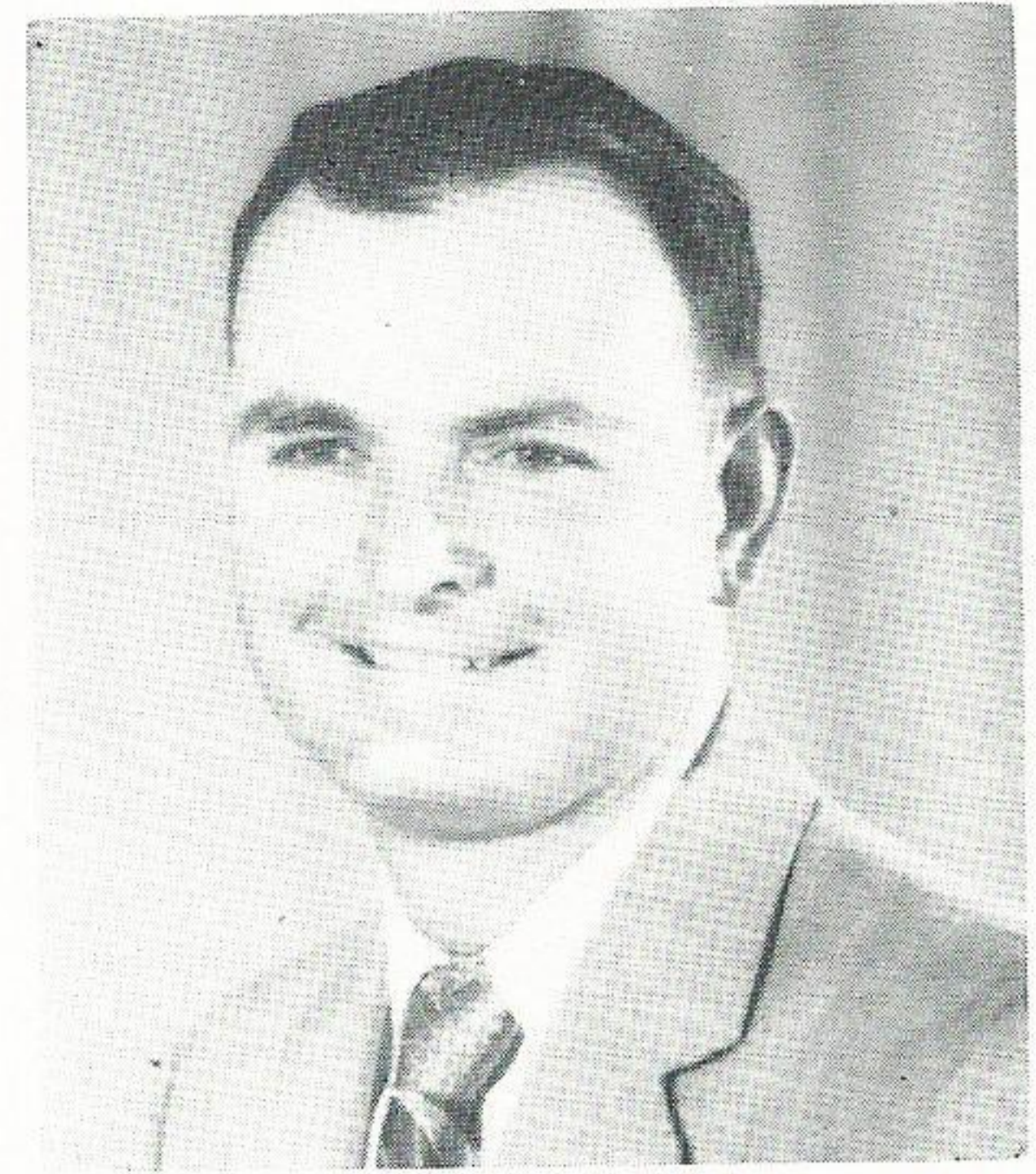
LYNELL E. STRICKLAND, 37, died January 17 at Our Lady of the Lake Hospital in Baton Rouge. He was a utility foreman in the Baton Rouge T&D Department and had been an employee of our Company 15 years.

Religious services were held in the Fairfields Baptist Church January 19, with interment in Green Oaks Memorial Park in Baton Rouge.

Mr. Strickland formerly lived in Spring Creek and Kentwood, Louisiana, before moving to Baton Rouge. He was a Navy veteran of World War II.

He joined our Company on January 3, 1946 in the Baton Rouge T&D Department and was promoted to utility foreman in May, 1959.

Survivors include his wife, the former Laura A. Harold; mother, Mrs. Ida Strickland, Kentwood; four daughters, Cynthia Diane, Rhonda Claire, Brenda Marie, May Lynn; four sisters, Mrs. Frank Hart, Kentwood; Mrs. Vera Finch, Mrs. Claude White, Mrs. Wayne McDaniel, Baton Rouge; six brothers, Advel M. and Willie W. of Baton Rouge, Shelton W. of Denham Springs, Troy M. of Amite, Herman L. and Lenton V. of Kentwood.



Mr. Strickland

Pallbearers were Mr. Strickland's fellow employees: D. C. Gates, M. P. Percle, B. G. Hillborn, R. J. Jarreau, R. P. Smith and Jewel Blades.

To all the Gulf States employees, I wish to express my sincerest gratitude for all the kindness and prayers for Lynell during his illness. My thanks for all the beautiful floral offerings and sympathy shown to us at his death.

*Mrs. Lynell E. Strickland
and Children*



THRIFT PLAN INVESTMENTS

Purchases of Gulf States Utilities Company stock made by the Trustees during January covering employee deductions and Company contributions through December were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1,556	\$57,183.00	\$36.75
\$4.40 Preferred	101	9,029.01	89.396138

The Trustee deposited \$21,221.18 with the Savings Department of The First National Bank.

J. S. Turner

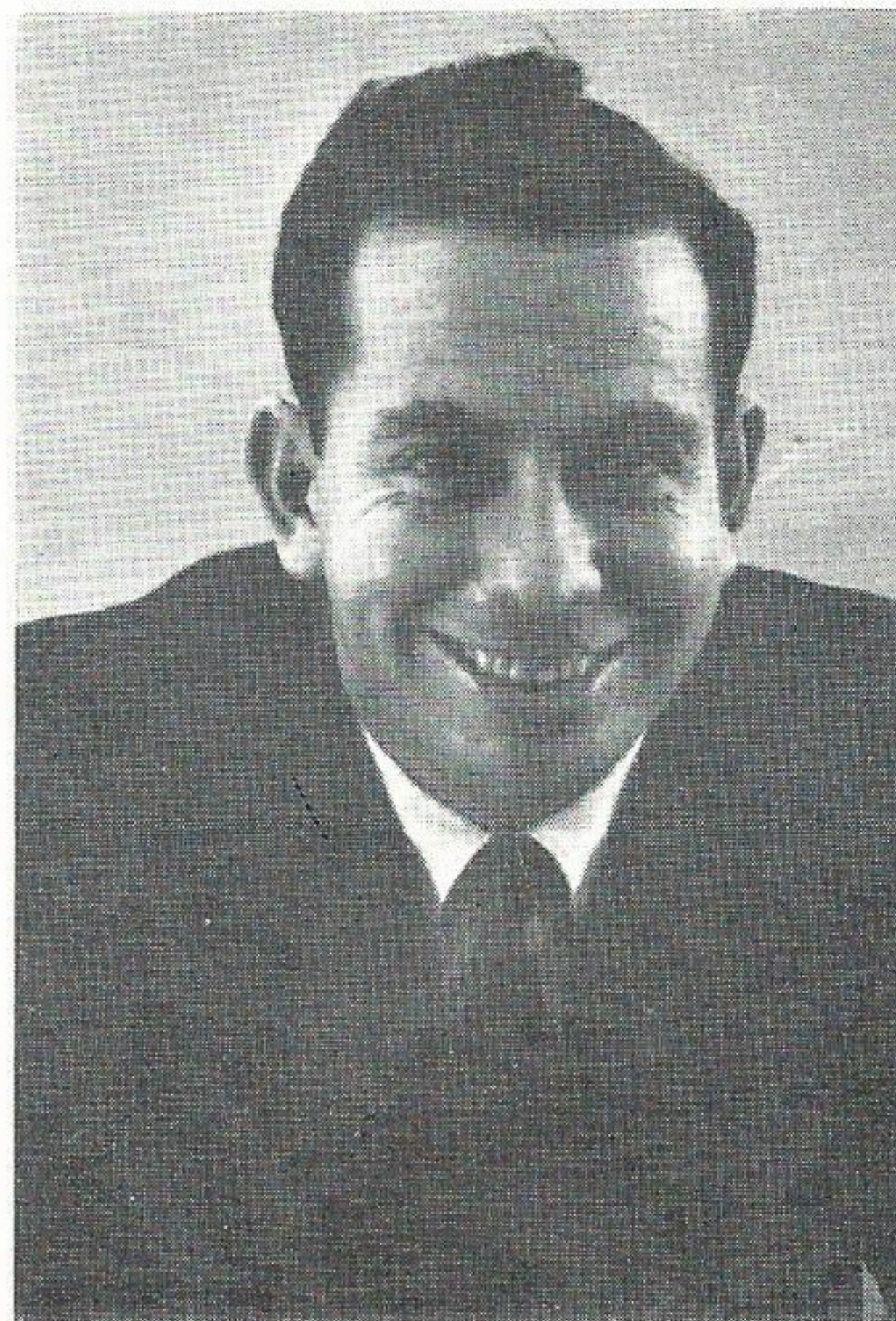
Promoted to New Position

JAMES S. TURNER has been promoted to system supervisor of advertising in Beaumont. The appointment became effective February 1.

Mr. Turner has been system supervisor of publicity since 1956 when he transferred to the Beaumont office from Baton Rouge. His responsibilities in publicity and public relations, which include editing the company magazine "Plain Talks," will continue.

Mr. Turner joined our Company in 1951 in Baton Rouge as assistant advertising director. He graduated from Louisiana State University in 1948 with a BA degree in journalism, after serving as an Air Force pilot in World War II. Before joining Gulf States, he was a reporter on the Bogalusa (Louisiana) Daily News and served as public relations officer for the Louisiana State Department of Veterans Affairs.

Active in Beaumont civic work, he has been newspaper publicity chairman for the United Appeals for the past three years. He was recently



Mr. Turner

elected a director of the Beaumont Council of Campfire Girls. For several years he served as publicity chairman for the Sabine District Heart Association. He is vice president of the Advertising Club of Beaumont and past president of the Advertising Club of Baton Rouge.

He is married to the former Elaine Middleton, daughter of Mr. and Mrs. L. W. Middleton of Baton Rouge. The Turners have four children, Michael, Christopher, Leslie Sue and Patrick.

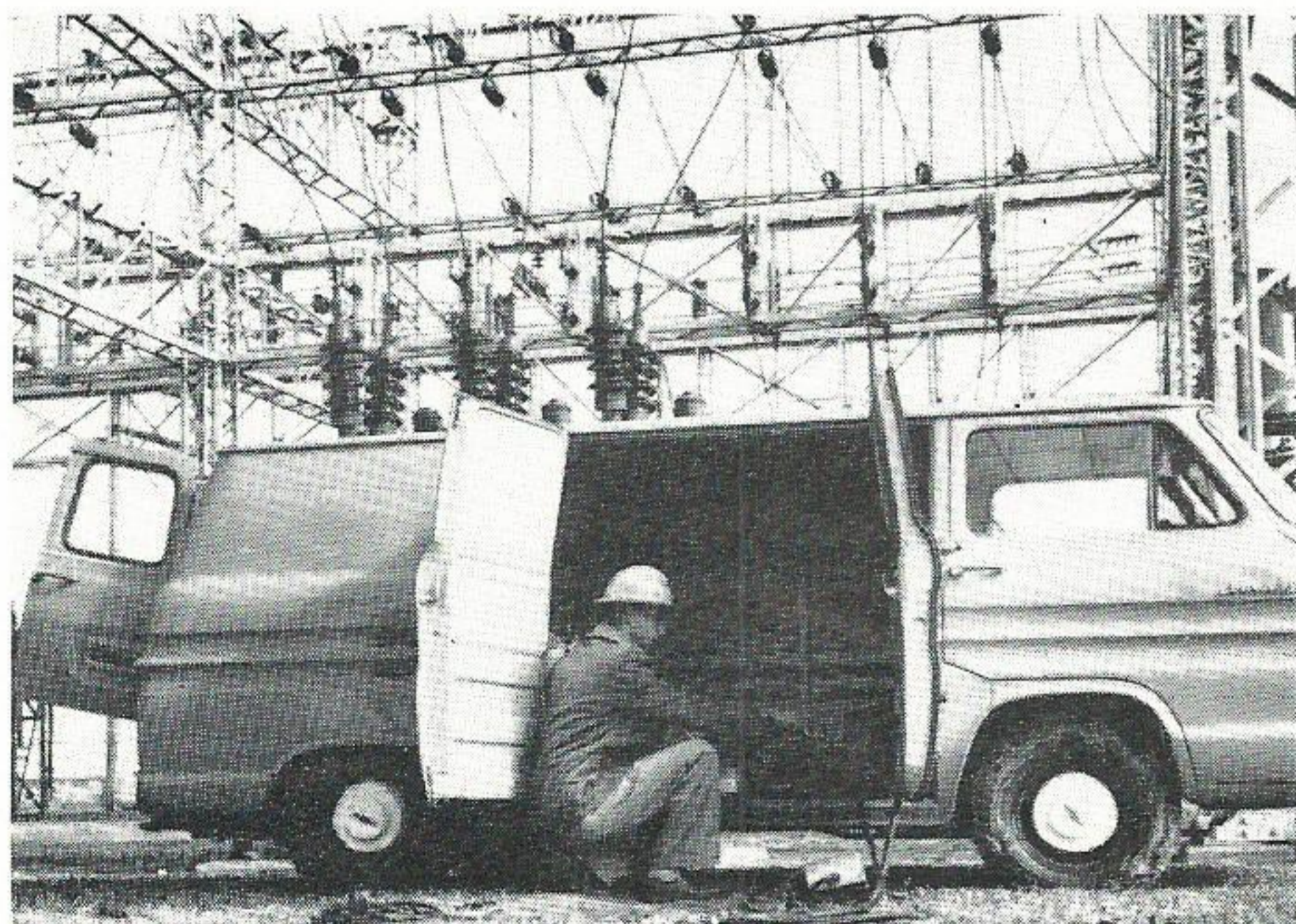
Company Sponsors Atomic Film

THE new 18-minute, technicolor film "Reaching for the Stars" began a year-long swing around the three Texas divisions this month. The Publicity Department in Beaumont has developed a complete package to help Gulf States effectively obtain a wide audience for the informative film.

The new film helps explain the complexities and challenges confronting scientists seeking to harness the tremendous heat energy created by atomic fusion. The long-range program is sponsored by the Texas Atomic Energy Research Foundation and the General Atomic Division of General Dynamics. Research is being conducted at the John Jay Hopkins Laboratory for Pure and Applied Science, San Diego, California.

Our Company joined the ten other investor-owned electric utilities in forming TAERF in 1957, at which time the scientists and company officials agreed that the Texas unit, representing an area with vast quantities of natural gas, was the logical organization to try to unlock the secrets of atomic fusion—the power of the stars.

Our Company participates in two other atomic research groups—Southwest Atomic Energy Associates and High Temperature Reactor Development Associates, Inc.



PORT ARTHUR'S NEW TRUCK. Omar Cassidy, relayman recently transferred to Port Arthur from Beaumont, works from the relay truck acquired by the Substation Department. The truck, equipped for testing relays and other substation work, provides plenty of room for equipment and the mobility needed for quick tests at various locations. The truck is the first of its kind in our Company.



OUT INTO THE DARK NIGHT. During a recent storm in Beaumont this crew was called out to get the lights back on, which it did in a matter of minutes. Answering the call were Jack T. Doiron, Winston R. Breaux, George A. Geiger, Jr., J. B. Coltharp, operations manager; J. H. Delaney, P. E. Sanderson, and A. H. Shirley, all of the Beaumont T&D Department.

OUR COMPANY AND ATOMIC POWER RESEARCH

Progress is Noted . . .

FIRST operation of a honeycomb shaped atomic machine to study the core, or "heart", of an advanced nuclear power reactor being developed for Southwest Atomic Energy Associates, of which our Company is a member, was announced this month by Atomics International, a division of North American Aviation, Inc.

Called a "critical assembly," the machine will be used to determine the amount of fuel, moderator and other materials required for the core of a power reactor. It is part of the Advanced Epithermal Thorium Reactor (AETR) project being conducted for the Southwest group by Atomics International.

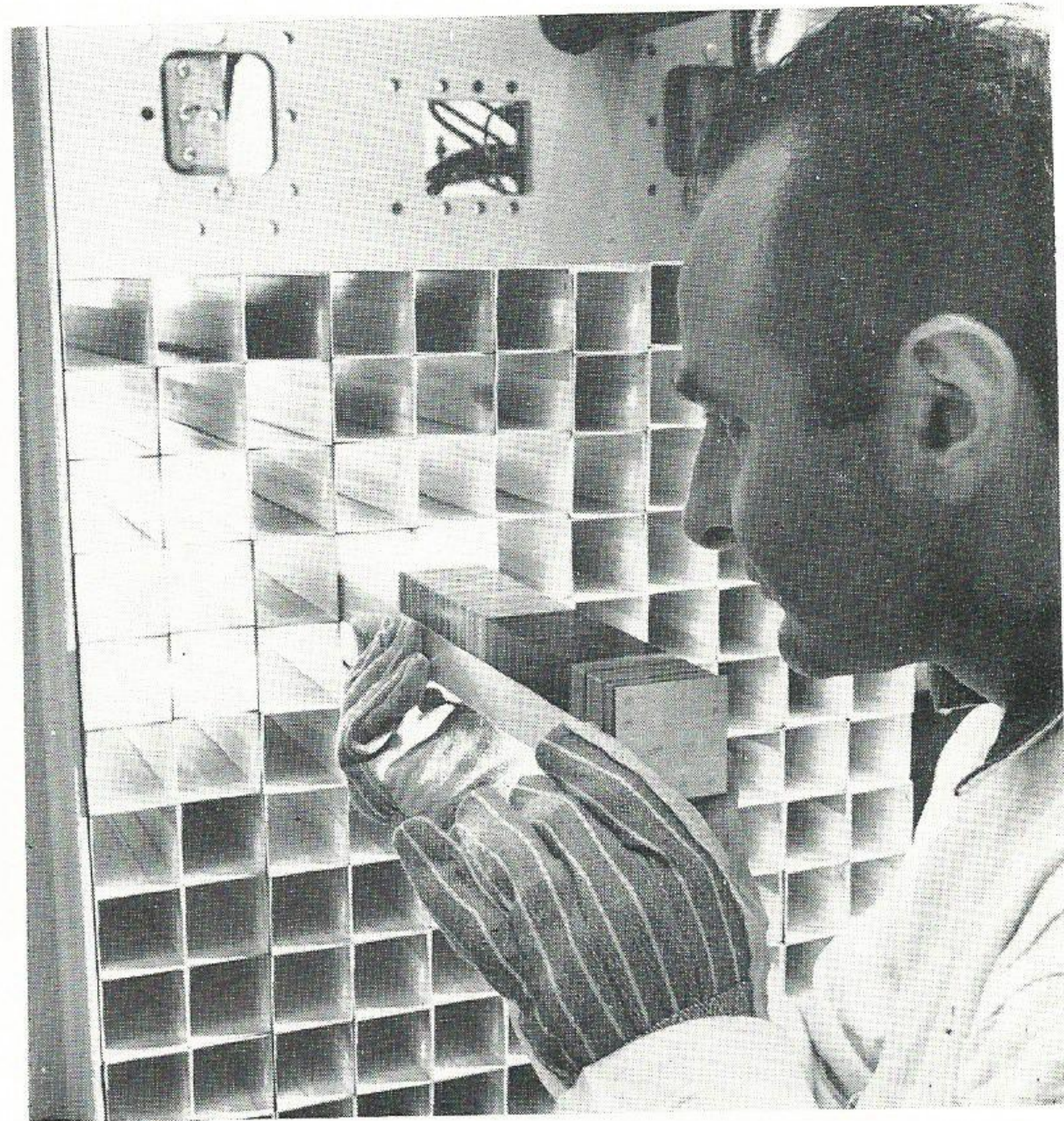
The assembly is a square honeycomb structure in two sections. The sections were brought together remotely to achieve the nuclear chain reaction.

Fuel of thorium and enriched uranium was inserted in aluminum drawers in the machine. More than 430 drawers of fuel were used to start the critical assembly. It is located in the new Epithermal Critical Experiments Laboratory at Atomics International's nuclear field laboratory near Los Angeles.

Four safety rods and one regulating rod containing fuel material are mounted on the back of each section of the critical assembly. They are withdrawn to shut down the assembly and inserted to increase the chain reaction.

Specially designed safety fuses are located in the fuel drawers. Specialized instrumentation and auxiliary equipment of Home have been provided for the wide range of experiments planned at the facility.

Operation of the critical assembly machine com-



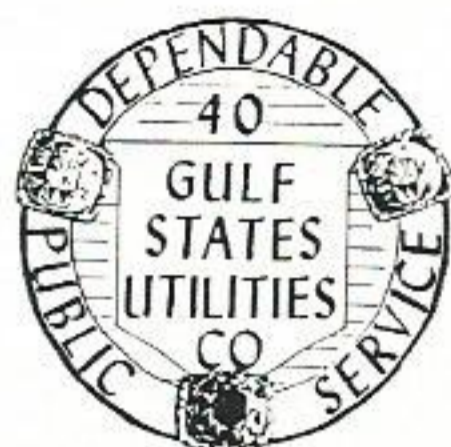
TEST LOADING. An aluminum drawer containing experimental fuel is inserted in the honeycomb lattice of a "critical assembly" machine now operating at Atomics International. More than 430 drawers of thorium and enriched uranium were used to achieve the nuclear chain reaction and start the assembly.

prises the major part of Phase Two of the \$5.3 million AETR research and development program, which is expected to be completed in January, 1963.

The Advanced Epithermal Thorium Reactor (AETR) concept of atomic power would utilize liquid sodium as the coolant to transfer heat from the reactor core to electrical generating facilities. Thorium-uranium would be the fuel material and graphite the moderator. The nuclear power plant would be rated at 500,000 electrical kilowatts.

Other companies participating in the Southwest Atomic Energy Associates with our Company are: Arkansas Power and Light Company, Arkansas-Missouri Power Company, Central Louisiana Electric Company, The Empire District Electric Company (Missouri), Kansas Gas and Electric Company, The Kansas Power and Light Company, Louisiana Power and Light Company, Mississippi Power and Light Company, Missouri Public Service Company, New Orleans Public Service, Inc., Oklahoma Gas and Electric Company, Public Service Company of Oklahoma, Southwestern Electric Power Company (Louisiana) and Western Light and Telephone Company (Kansas).

SERVICE AWARDS



E. J. Coleman
Distribution
Navasota



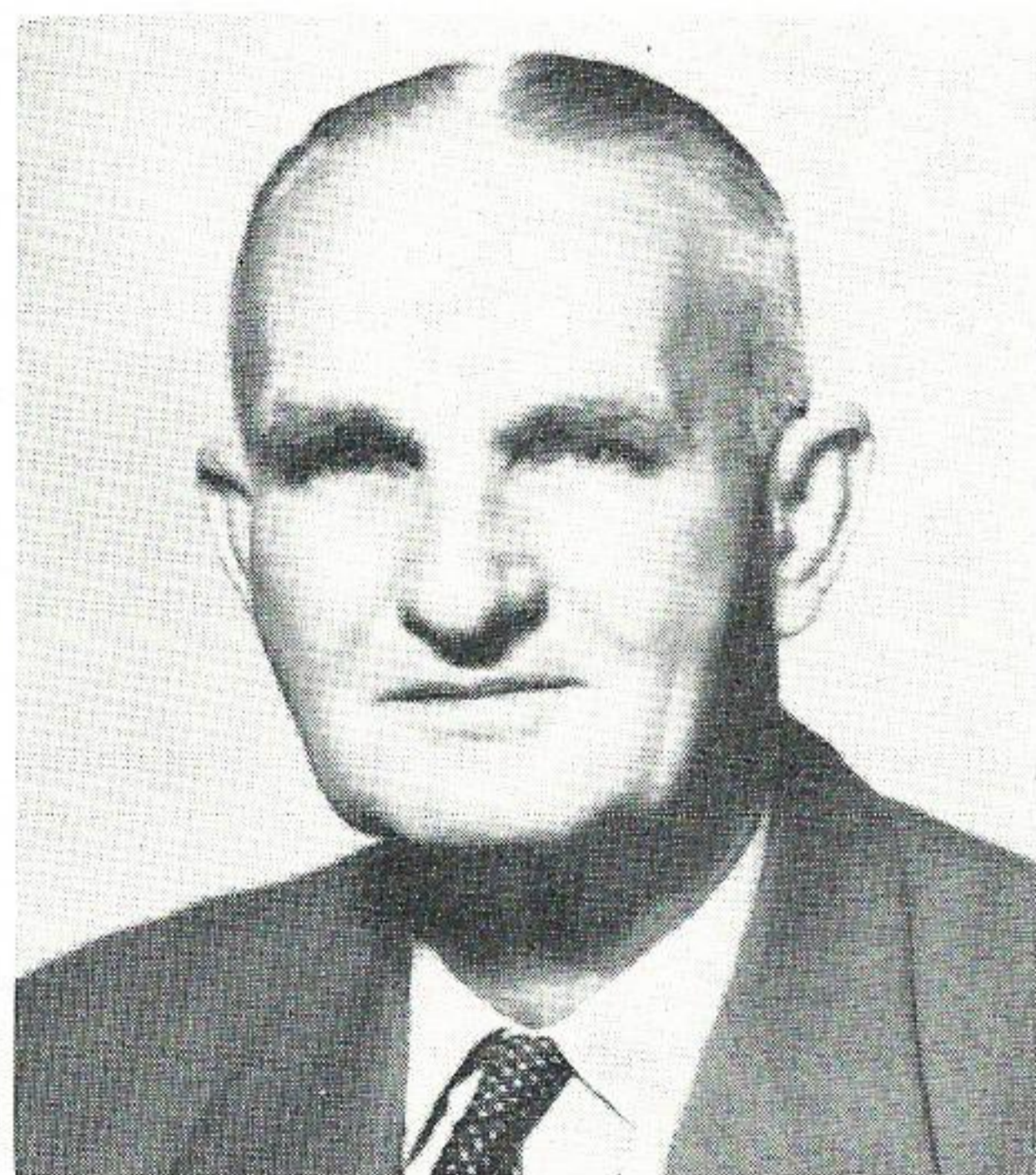
J. C. Farlow
Distribution
Lake Charles



J. G. Hotard
Distribution
Baton Rouge



P. H. Lea
Distribution
High Island



F. C. Watson
Distribution
Lake Charles



R. W. Aleshire
Distribution
Lake Charles



P. W. Baker
Sales
W. L. Cazes



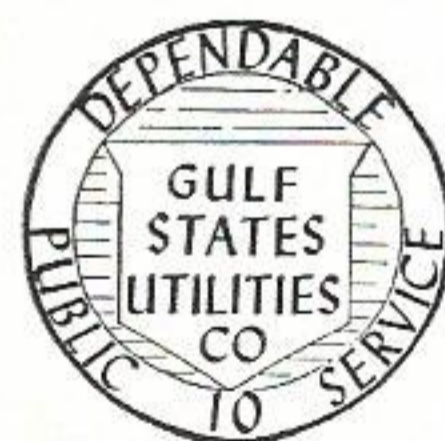
W. L. Cazes
Distribution
Baton Rouge



V. A. Gautreaux
Production
Baton Rouge



W. W. Pharr
Production
Lake Charles



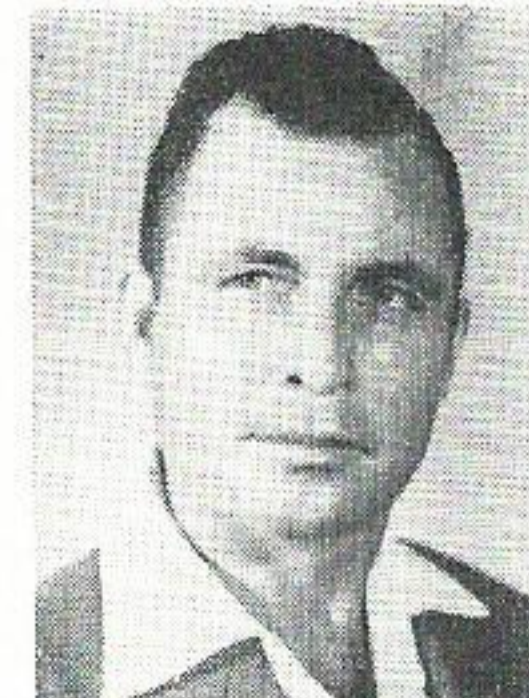
Gladys M. Smith
Treasury
Baton Rouge



Virginia J. Yarbrough
Distribution
Baton Rouge



Carol Foreman
Lake Charles
Distribution



J. H. Pourciau
Distribution
Baton Rouge



J. A. Trouille
Distribution
Lake Charles



Mr. and Mrs. J. V. Faggard on the birth of their son, **Ervin Floyd**, January 17. Mr. Faggard is an operator at Neches Station.

Mr. and Mrs. Thomas Berryhill on the birth of their second child, a daughter, **Lynn Allison**, January 16. Mr. Berryhill is employed in the test department at Louisiana Station.

Mr. and Mrs. Charles Brown on the birth of their son, **Brent Randall**, January 22. Mr. Brown is employed at Louisiana Station.

Mr. and Mrs. Calvin Allen Comeaux, on the birth of their daughter, **Jennifer Ann**, January 25, in Our Lady of the Lake Hospital, Baton Rouge. The Comeaux's have a son, **John Russell**, who is two years old. Mr. Comeaux is employed in the Baton Rouge T&D Engineering Department.

Mr. and Mrs. Paul T. LaPoint on the birth of their son, **Paul Bradley**, January 18. Mr. LaPoint is employed in the Lafayette Engineering Department.

Mr. and Mrs. Lloyd Craig, on the birth of their son, **Steven**, January 29. Mr. Craig is employed in the Port Arthur Repair Department.

Mr. and Mrs. D. J. Boullion on the birth of their son, **Van Ray**, January 16. Mr. Boullion is employed in the Beaumont T&D Line Department.

Mr. and Mrs. Glenn K. Jones on the birth of their son, **Lucas Wayne**, January 13 in St. Therese Hospital, Beaumont. Mr. Jones is employed in the Beaumont Engineering Building Services Department.

Mr. and Mrs. Nathan E. Bibb on the birth of their daughter, **Julie Faye**, January 5. Mr. Bibb is employed in the Beaumont Engineering Department, Standards Section.

Mr. and Mrs. Russell Marler on the birth of their daughter, **Paula Jean**, January 21 in Baton Rouge General Hospital. Mr. Marler is employed in the Baton Rouge T&D Meter Department.

gulf staters in the news

Fred Johnson, superintendent of sales, Lake Charles, has been named general chairman of the 1961 United Appeals campaign in Lake Charles.

Floyd Smith, operating superintendent, Beaumont has been elected a director of the Westend Rotary Club of Beaumont.

Baton Rouge Division Manager **R. O. Wheeler**, who has been on the Board of Directors of the Louisiana Manufacturers Association, was recently named treasurer of that organization. The organization has been moved from New Orleans to Baton Rouge.

Fred Tenholder, commercial sales representative, Beaumont, has recently been named a director of the Beaumont Chamber of Commerce. Mr. Tenholder is one of the three directors selected from the membership of the Young Men's Business League, to serve on the board.

Mrs. Alan Hastings, wife of **A. W. Hastings**, vice president and assistant to the president, Beaumont, was recently elected to a three year term on the board of directors of the Beaumont Chapter of the American Red Cross.

W. H. Caswell, section head, T&D Engineering, Beaumont, received his five year service pin for his work with the Beaumont Chapter of the American Red Cross. The pin was awarded Mr. Caswell at the Beaumont Chapter's annual dinner meeting in the Hotel Beaumont, January 30.

SYMPATHY TO:

Donald Cowen, Beaumont Storeroom employee, on the death of his grandfather, **George O. Davis**, Lumberton, Mississippi, December 29. Funeral services were held in Lumberton December 30.

Frances Conerly, departmental clerk, Louisiana Station, on the death of her grandfather.

Don't Get Caught

DEAD

Sitting On Your

SEAT BELT

A simple device like a safety belt might have saved 8,000, and possibly 10,000, of the nearly 38,000 people killed last year in traffic accidents, in the opinion of two Denver surgeons.

Yet only 4 per cent of drivers and passengers now use safety belts.

The surgeons cite the results of a crash research project conducted by Cornell University Medical College, with the cooperation of highway departments and motor companies, to show the value of safety belts.

Both Drs. Murray E. Gibbens, chief of orthopedic surgery at the Veterans Hospital in Denver, and S. P. Newman, assistant clinical professor of orthopedic surgery at the Colorado University Medical Center, long have advocated safety belts in automobiles.

"Orthopedic surgeons too often see the tragic results of accidents that might have been avoided had safety belts been used—such as broken kneecaps, severe head, chest and back injuries," Dr. Newman said.

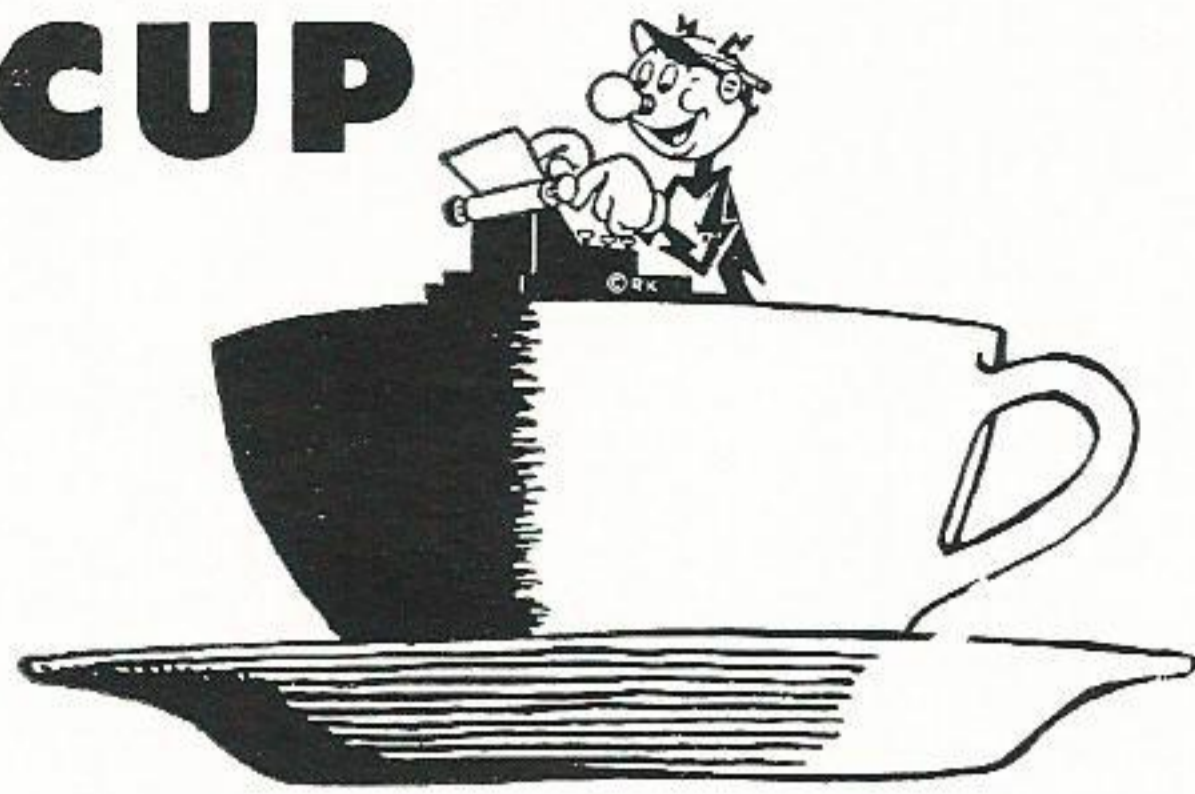
The Cornell study, Dr. Gibbens said, showed results of accidents, as to type and extent of damage, in cases where safety belts were used, and where they were not.

The project officials decided that the chance of coming out of an accident without loss of life or serious injury is bettered by 40 to 60% if the driver and passengers are using safety belts.

"You're strapped to the seat," the Denver surgeons told the Washington AMA meeting. "And if there is an accident and the car is jolted or rolled, you're held in the seat and not thrown against the dashboard or steering wheel, or out of the car."

They said safety belts are standard equipment with racing drivers and with people who test cars professionally, and that numbers of lives have been saved by belts despite many accidents involving such drivers.

over the COFFEE CUP



SHADES of Tailspin Tommy—A bird-man has appeared in our midst in the personage of **Roy Eyer**, Corporate and Finance Department. Roy, who recently soloed and received his student pilot license, says he has no intention of displacing Pete Carney as GSU's Chief Pilot.

THAT smiling face in the Beaumont Stenographic Pool belongs to **Linda Adams**, who was employed on December 12, 1960. She is a graduate of Beaumont High and attended Lamar. Linda falls in the newlywed class as she married husband John in September, 1960. By the way, John's father is a former Gulf Stater, E. C. Adams.

Wedding bells are in the offering for **Billie Jean Hamilton**, Beaumont Stenographic Pool, and **John Templain** who were engaged recently. The actual wedding date is the best kept secret since the Norden bombsight of World War II.

Real sport fans, these Abneys! **Katherine**, Beaumont Duplicating, and **George** journeyed to New Orleans New Years Day to attend that football classic, the Sugar Bowl. Rumor has it that they also visited the horse races at the Fairgrounds.

A Beaumont landmark recently disappeared from the scene. It was a neighborhood grocery store located at the corner of Pine and Mulberry, two blocks from the General Office Building. For many years it was Home



THE BOSS'S BIRTHDAY. Frank A. LeMire, supervisor of customers accounts, Beaumont, was

surprised recently on his birthday with this cake from the girls in his department.

Sweet Home for a couple of Beaumont Gulf Staters, **A. G. "Tony" Fontana**, stores auditor, and his nephew, **Joe Fontana**, administrative assistant in General Accounting. George Fontana, who was Tony's father and Joe's grandfather, operated the building as grocery for 40 years from 1906 to 1946. He and his family lived above the store.

—By *Ward McCurtain*

We want to welcome two new employees to the Beaumont Customer Accounts Department. They are **Nina Bridges** and **Mary Jo Jackson**. Mary Jo formerly worked in the Billing Department. We're happy to have both of these *sweet* girls with us.

Jill Slavik's, husband, **Tommy**, was recently home on leave from Fort Hood at El Paso.

A former employee, **Laura Cook**, invited some girls who had worked with her for a spaghetti dinner at her home. Attending were **Ruth Harris**, **Carol Evans**, **Ethelyn Wilson**, **Nelwyn Nations** and **Barbara Andrews**.

Gordie Legg will become the bride of **Raymond Noack** on March 18 in the North End Baptist Church, Beaumont.

—By *Barbara Andrews*

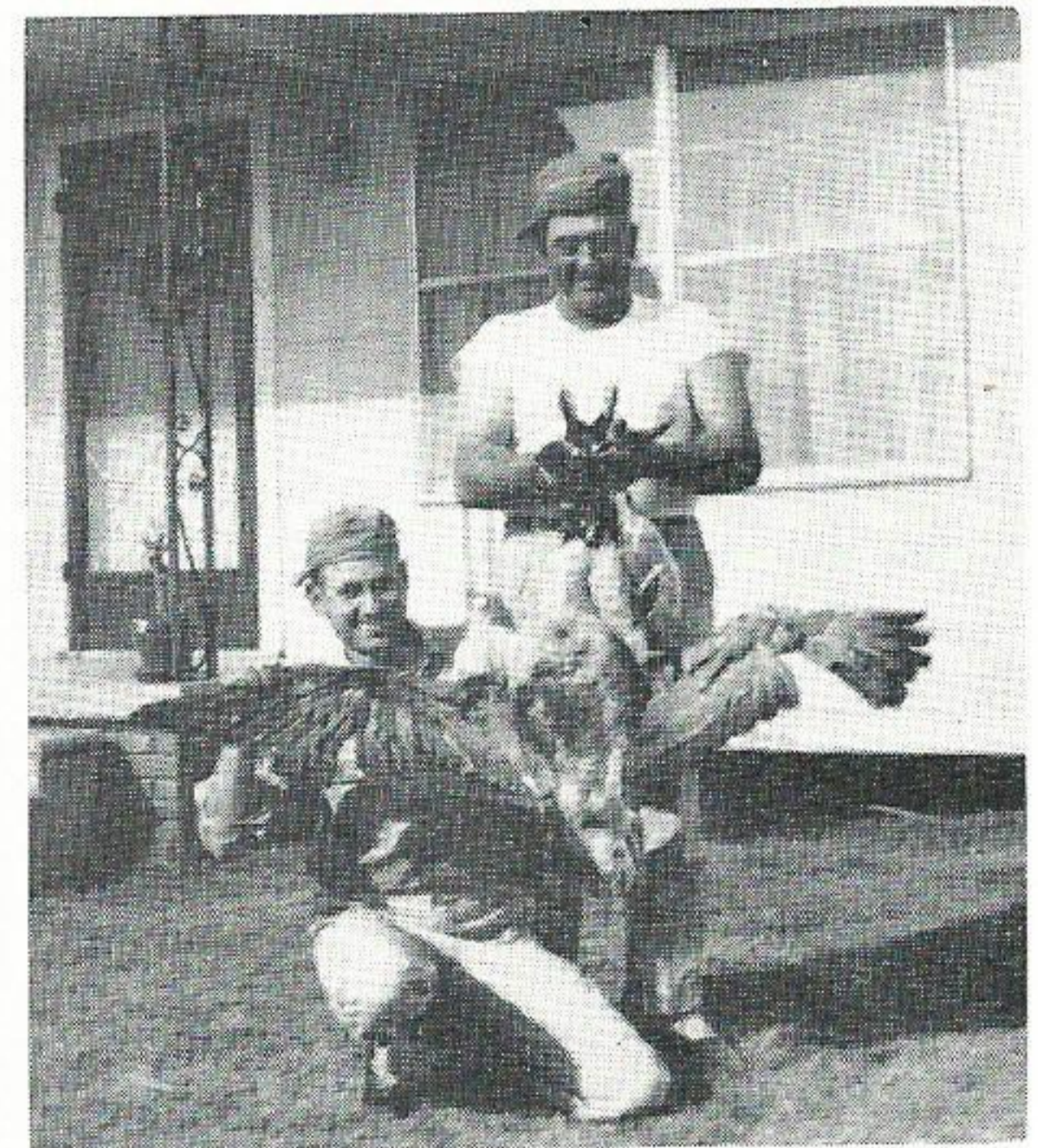
THE Beaumont storeroom has a new employee, **Leo B. Adams**, who came to work for our Company December 5. Mr. Adams is married and has two children. He has lived in Beaumont for the past four years and was formerly employed by the Grey-

hound Bus Company.

—*Naomi Lewis*

On the 29th of January the Centenary College Choir of Shreveport, Louisiana, presented a program at the First Methodist Church in Beaumont. This program was of special interest to **D. J. Williford**, equipment operator at Neches Station, and his wife as their son, **George**, is a member of the choir. George is a junior student at the Centenary College.

—By *Hazel Johnson*



A HUNTER'S FIRST. Sheldon Fruge, left, of mechanical maintenance at Neches Station, looks well pleased as he and his brother-in-law, Walter Crochet, display this large ringneck goose. The ringneck was bagged during a hunting trip near Gueydon, Louisiana.



ON THE CHRISTMAS SCENE. Carol Evans, clerk in Customer's Accounting, Beaumont, constructed this beautiful candy church display for her desk during the Christmas season.

MR. AND MRS. A. M. "NEWAH" MELANCON and daughters, **Laura** and **Kathleen**, spent a weeks vacation at Christmas in Titusville, Florida. They visited their daughter and son-in-law, **Mr. and Mrs. Rufus Chavez**, and granddaughter, **Cheree**. Mr. Chavez is an electrical engineer with McDonald Corporation at Cape Canaveral. While in Florida they spent a day visiting the Cypress Garden.

Joe and Billie Barrows and children, **Connie** and **David**, spent their Christmas vacation with their parents, Mr. and Mrs. D. A. Campbell, and Mr. J. N. Barrows, at Checatah, Oklahoma, near Muskogee, Oklahoma. They were there from December 24 until January 1.

—By Carolyn Theobald

CHRISTMAS PARADE FLOATS. These are three of the floats sponsored by our Company in Christmas Parades over the service area. In the top picture is the float that appeared in the Jennings Christmas Parade. In the second picture children of Cleveland employees rode on the float which was built by office and service center employees. It featured a yard lamp lighted by a generator. Children on the float are: Bobby Singletary, son of Robert Singletary, Line; Debra DuBose, daughter of Buster DuBose, T&D; Debra Faye Mitchell, daughter of Ed Mitchell, sales; and Darla Lilley, daughter of Barkley Lilley, T&D. On the third float sponsored in the Lake Charles Christmas Parade are: Linda Marie Risher, daughter of Luther Risher, Stores; Frances Ann Hazmuka, daughter of Frank Hazmuka, Engineering, Terri Lynn Hall, daughter of Marilyn Hall, departmental clerk, and Julia Leveque, daughter of James Leveque, T&D Substation.



Charlie Waller, district serviceman, Corrigan, Texas, recently reminisced about when our Company came to Corrigan and how we and a local industry have grown in that area. This article appeared in the January issue of "The Mill Whistle", employee newspaper for the employees of Edens-Birch Division of Southwest Forest Industries, Inc., of Corrigan.

THE many conveniences made possible by electricity are so commonplace, we often forget, that at a time not too long ago, when this wizard of the wires was non-existent.

Charlie Waller of Gulf States Utilities recalls the time when electricity came to Corrigan. After securing some 40 subscribers, a 50 KW plant was put in operation in the spring of 1928. The oil engine used to run the generator was located where the Citizens State Bank now stands. Waller lived in Groveton at the time, but took care of service in Corrigan. When the load was heavy, he had to sit up nights nursing the engine to keep



Mr. Waller

the system operating.

In 1929 a 75 KW unit was added bringing improved service, and making it possible to run a line to serve Moscow in 1930. Then in 1931, a highline was built to serve Corrigan, and the old power plants were no longer needed.

Among the first customers of

the power company was Edens-Birch Lumber Company. In 1928 a two wire 110 volt service was run to the plant to provide lights only. The average load was about 3 KW. Then a few months later a three wire 220 volt service was added. A few years went by before one unit of the planer mill was electrified. A storm blew down the planer, and when it was rebuilt, the entire planer was electrified. From then on electricity was used more and more throughout the entire plant. A substation now serves the plant directly from the highline, and the present load is approximately 650 KW. This is more current than is consumed by homes and businesses in Corrigan. Waller says the present load for Corrigan is about 600 KW.

No longer do the bulbs grow dim when the peak load occurs, as was the case in the early days of 1928. Waller says there is plenty of electrical power for present requirements, and for future expansion.



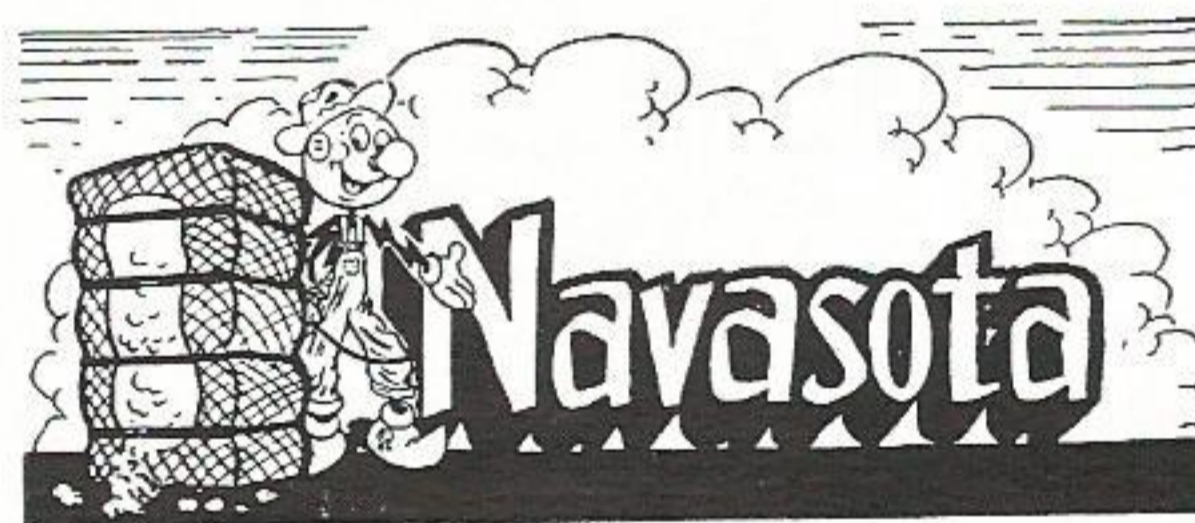
THE Port Arthur Service Center has an ex-GSUser, Janet Beard, subbing during vacation time. Janet was formerly employed in the Port Arthur Meter Department.

William E. Barksdale, Port Arthur Engineering Department and Miss Gwenozelle Armstrong were married January 22 in Pasadena Texas. The bride is a graduate of Stephen F. Austin State College and is presently teaching at Sam Houston Elementary School in Port Arthur.

THE Port Arthur Engineering Department is happy to have Walter Hudson working with them. . . Helen Powell, Meter Department, has been recuperating in Baptist Hospital, Beaumont, from a near bout with pneumonia. . . In bowling, the Spence Battery team composed of all GSU kelglers, Ray Poole, Bill Barksdale, J. J. Boutte, John Siddall and John Vice have tied for first half honors and will have a play-off shortly. . . Jo Anne

Landry, departmental clerk, led the vacation parade when she scheduled hers late in January. . . Annie Hebert, PBX operator, returned from lunch one day recently and began handing out envelopes containing money. It was only pay-day and she had been nice enough to cash some checks for friends.

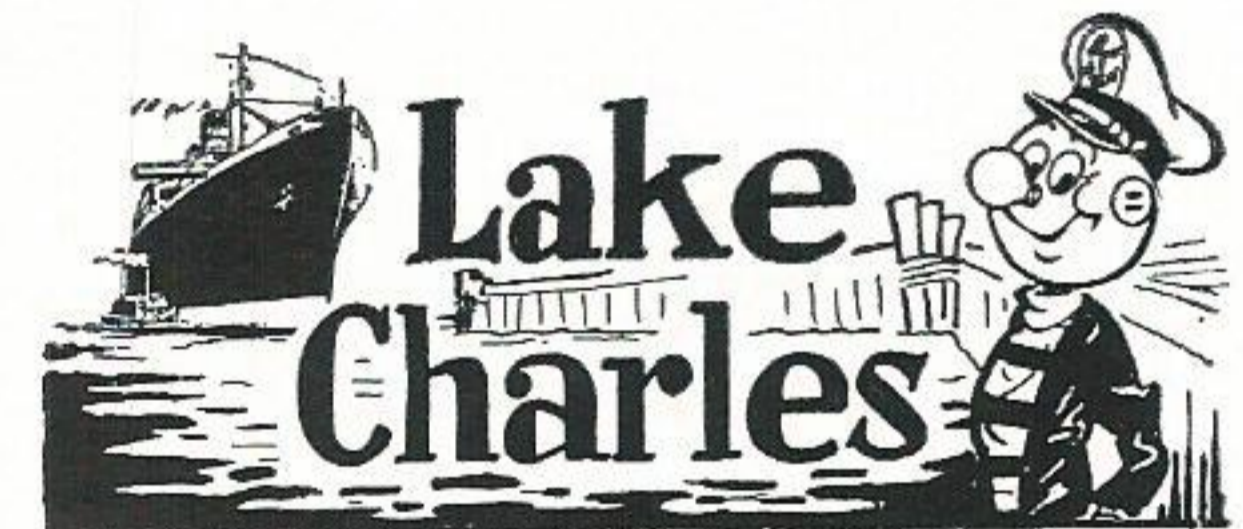
—By Loraine Dunham



JAMES PARKER, Houston, Texas, son of Mr. and Mrs. Earl C. Parker, Madisonville, and Miss Barbara Boston, Galena Park, Texas, were married November 17 in the Second Baptist Church in Pasadena, Texas. The bride is a bookkeeper for Citizen's State Bank in Houston and the bridegroom is reproduction supervisor for Phillips, Sheffield, Hopson, Lewis and Luther in Houston. After a wedding trip to

Dallas, the couple is at home at 3304½ Chaffin, Houston.

—By Betty Lynch



A new year and new vacations have begun for some Lafayette Gulf Staters. On vacation during January were Harry Guidry, Ivy Bechel, and John J. Arabia.

We are glad to hear that Charlotte Guilbeau, departmental clerk here in the Lafayette office, has recuperated from injuries which she received in an automobile accident. Glad to have you back at work, Charlotte.

H. T. Buckalew, supervisor of customer accounts for the Lafayette Division, attended the Supervisors Training Course at Louisiana State University in Baton Rouge at the end of January.

—By Cynthia Trahan

Let's Read Our Mail



WYATT BELL, commercial sales representative, Liberty, recently received the following letter from a customer who had made a "scientific" study of why his meter would read higher than the amount of electricity used.

Dear Sir:

Recently you were telling me that it was highly unlikely that my light meter was out of order enough to make my light bill higher than it should be.

Well, after watching the meter for a few hours, I came to the conclusion that there is a malfunction in the Watt-hour meter.

After observing the meter function, I conclude that the rotating coils of the meter should turn at a

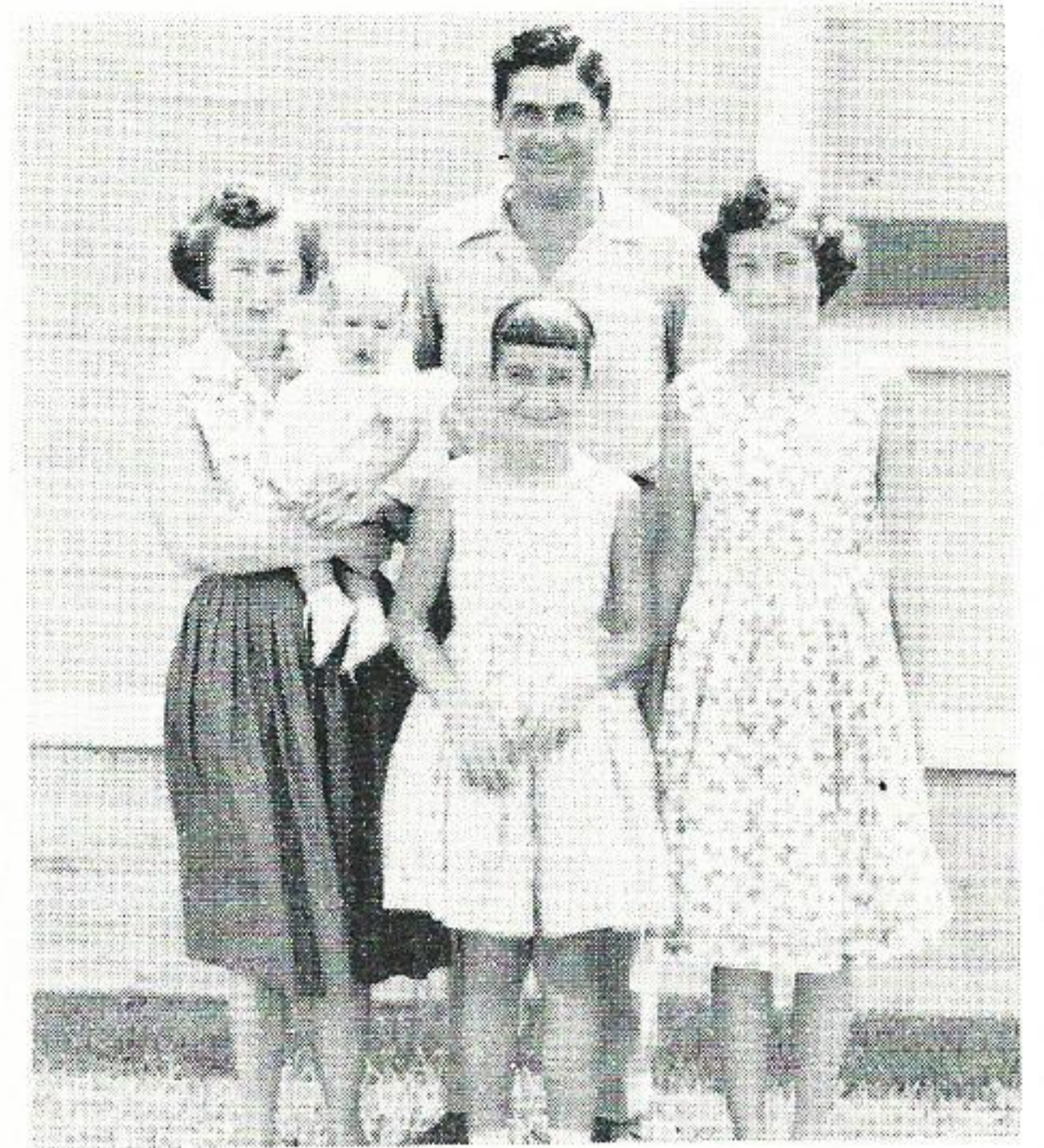
speed proportional to the rate of electrical energy passing through the meter. In my particular meter, I feel that the speed is too high. Therefore since the coils drive the recording dials, the meter reads more kilowatt-hours than I use.

Also, while watching the meter, I noticed that the stationary coils of the instrument are connected in series with the line. The field strength is therefore proportioned to the current flowing in the main line and the rotating coils is connected across the line and takes a current proportional to the voltage in the line, therefore, the torque which turns the armature is proportional to the product of the current and the voltage, which is, of course, the watts in the line.

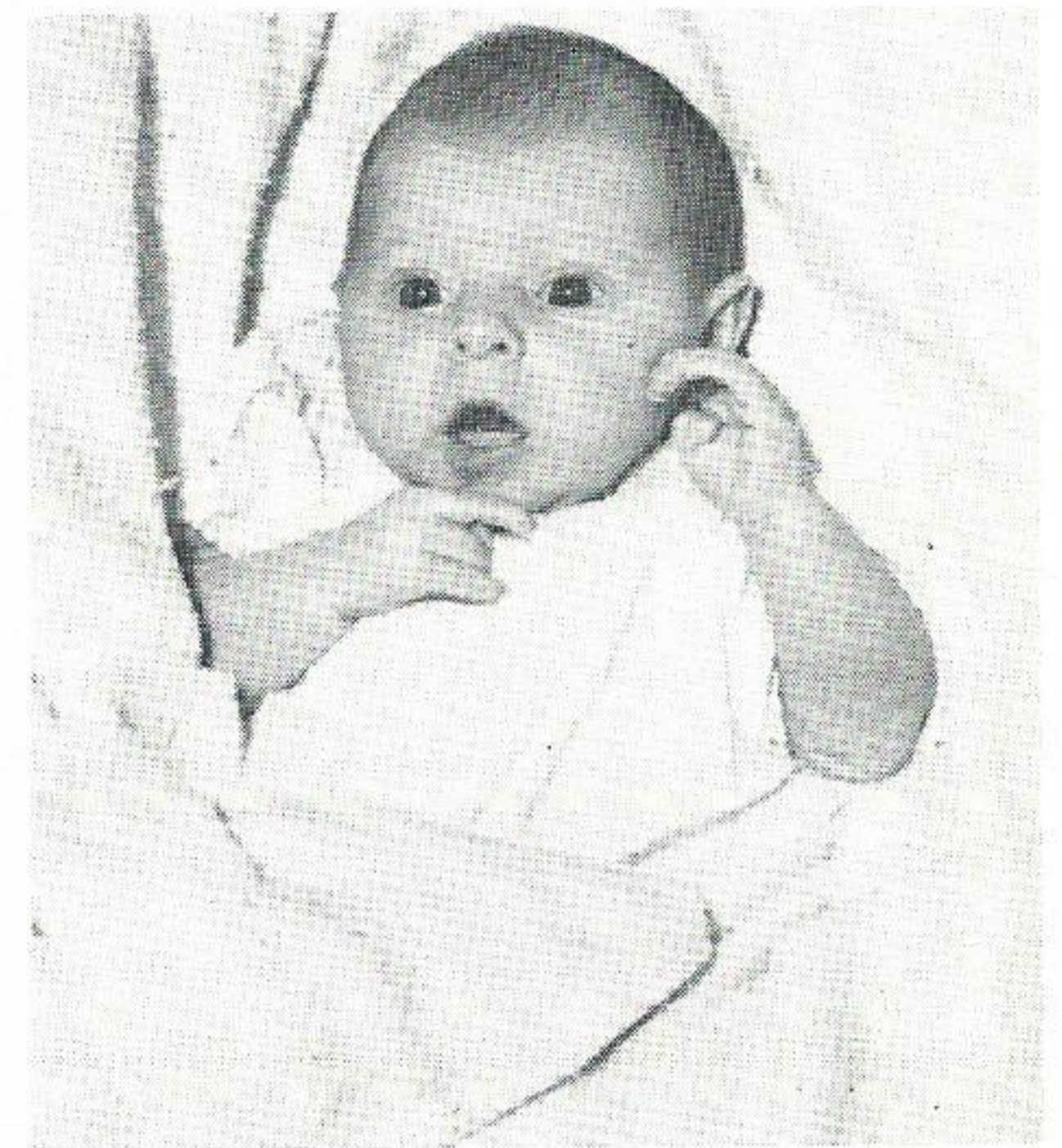
Naturally, in a machine of this type I realize that if it were not for the electric damping caused by eddy currents resulting from the rotating aluminum disk between the poles of permanent magnets, the inertia of it would cause it to run too fast.

Actually, what I am trying to say is, that there are plenty of reasons for my meter to run too fast and cause me to pay more than my share for electricity.

Yours truly,
W. B. Stovall



MEET THE BOURQUE FAMILY. This is the family of H. J. "Blackie" Bourque, utilityman in the Lake Charles Garage. They are left, Mrs. Bourque, Judy Annette, 4 months, Donna Kaye, 8, and Linda Marie, 13.



REDDY WHO? Deondra Bunyard is the new granddaughter of Lois K. Robertson, customer clerk, Port Arthur. She is the daughter of Mr. and Mrs. D. A. Bunyard, Palestine, Texas, where she was born December 22 in Memorial Hospital.

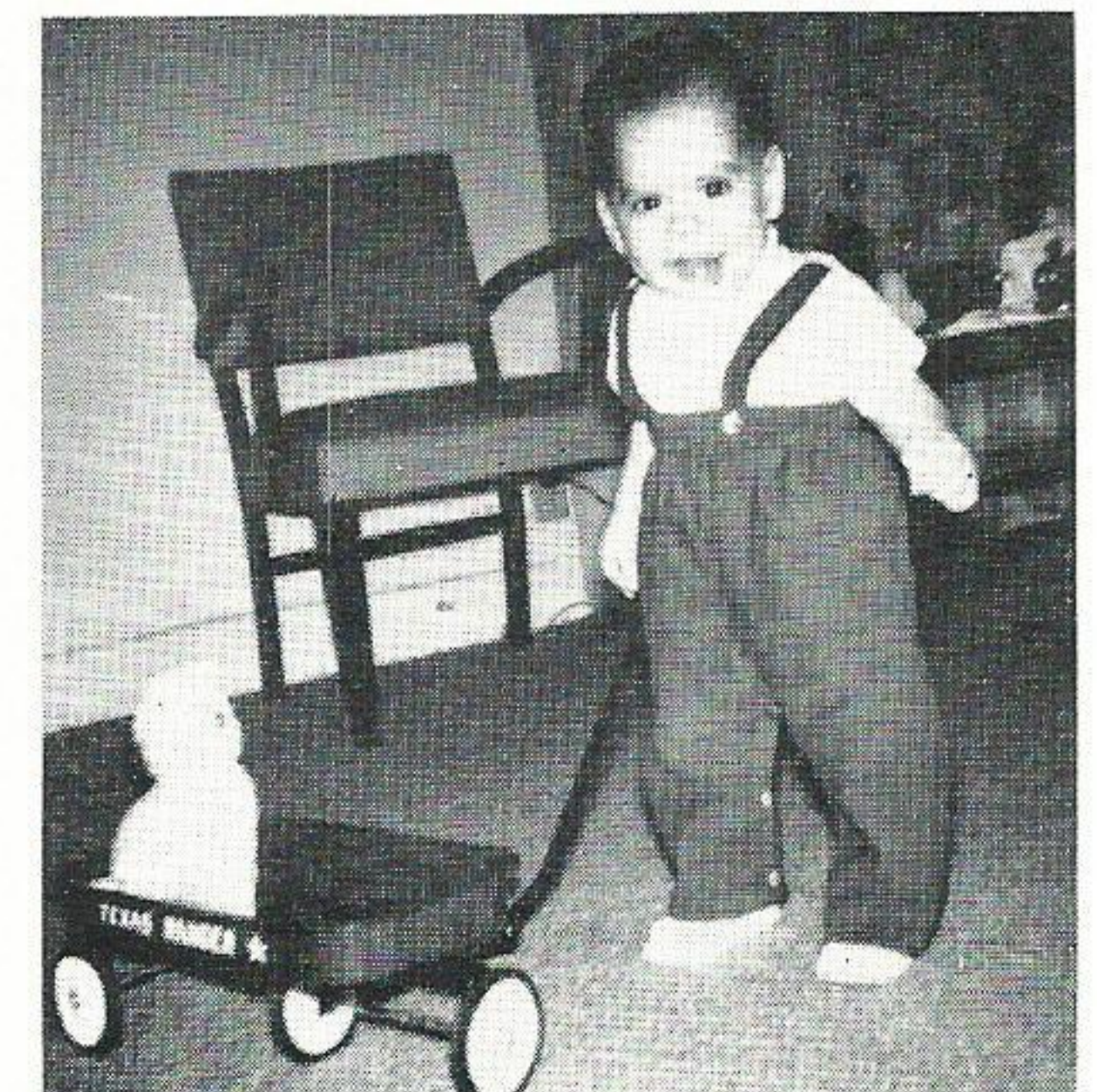
GROWING with Gulf Staters



CHRISTMAS FAMILY. The seven children of L. J. "Biezzie" Beissenberger, substation operator, Jennings, made up the largest family group to attend the Jennings District's Christmas party. The children are: left to right, Butch, Mary Beth, Tommy, Terrilyn, Tater, Billy and Stud.



"MY FIRST STEP!" James Allen, 10 month old son of Billy Creel, Beaumont Sales, picked Christmas day to take his first unassisted step and Dad was on hand to record it on film.



NEW ANNUAL DIVISION SAFETY CONTEST

To Promote Safety Off-The-Job Too

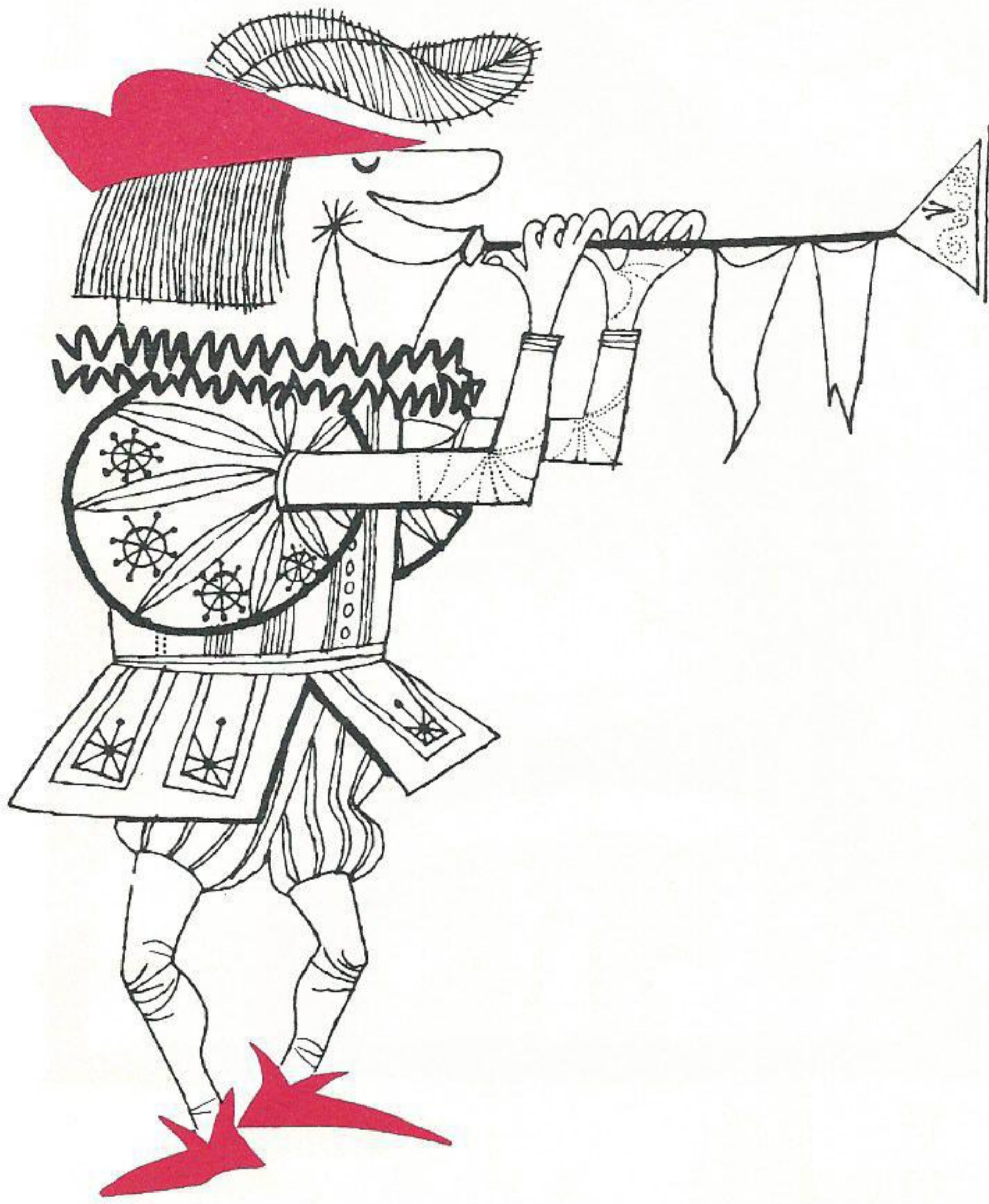
IF a man works and drives safely on the job at Gulf States, but then is injured during off-the-job-hours, the Company still suffers a lost-time accident *homicide*.

So, a new annual safety contest to promote safety off-the-job has been added this year. A President's trophy—similar to those now awarded for Division Traffic and Personal Safety records—will be given to the Division which has the best off-the-job safety record during the year 1961.

Here's how it works: If an employee is injured

during off-the-job hours to the extent that he or she cannot come to work, then the supervisor must report that to the System Safety Department, and it will be counted against that Division's safety record.

The President's trophy will be awarded to the winning division at the Annual Safety Dinner. And there's a personal reason why you should help your Division win, to. Valuable prizes will be awarded—by drawings—to employees in the winning Division.



HERE'S a chance for you to win \$5, by reading your copy of Plain Talks carefully each month, looking for the Safety Slogan. Each month, words that add up to a slogan will be scattered through the pages of this magazine. You won't have to look hard to find them. When you have the slogan completed, write it on a card and send it by Company Mail to Frank Jones, System Safety Department, Beaumont.

The first five employees to mail in the correct slogan will win \$5 each. Phone call answers are not eligible to win.

Here's a sample slogan (not the one that is hidden in this month's magazine), along with a paragraph to give you an idea of how it might be found:

SAFETY—EVERYWHERE, ALL THE TIME

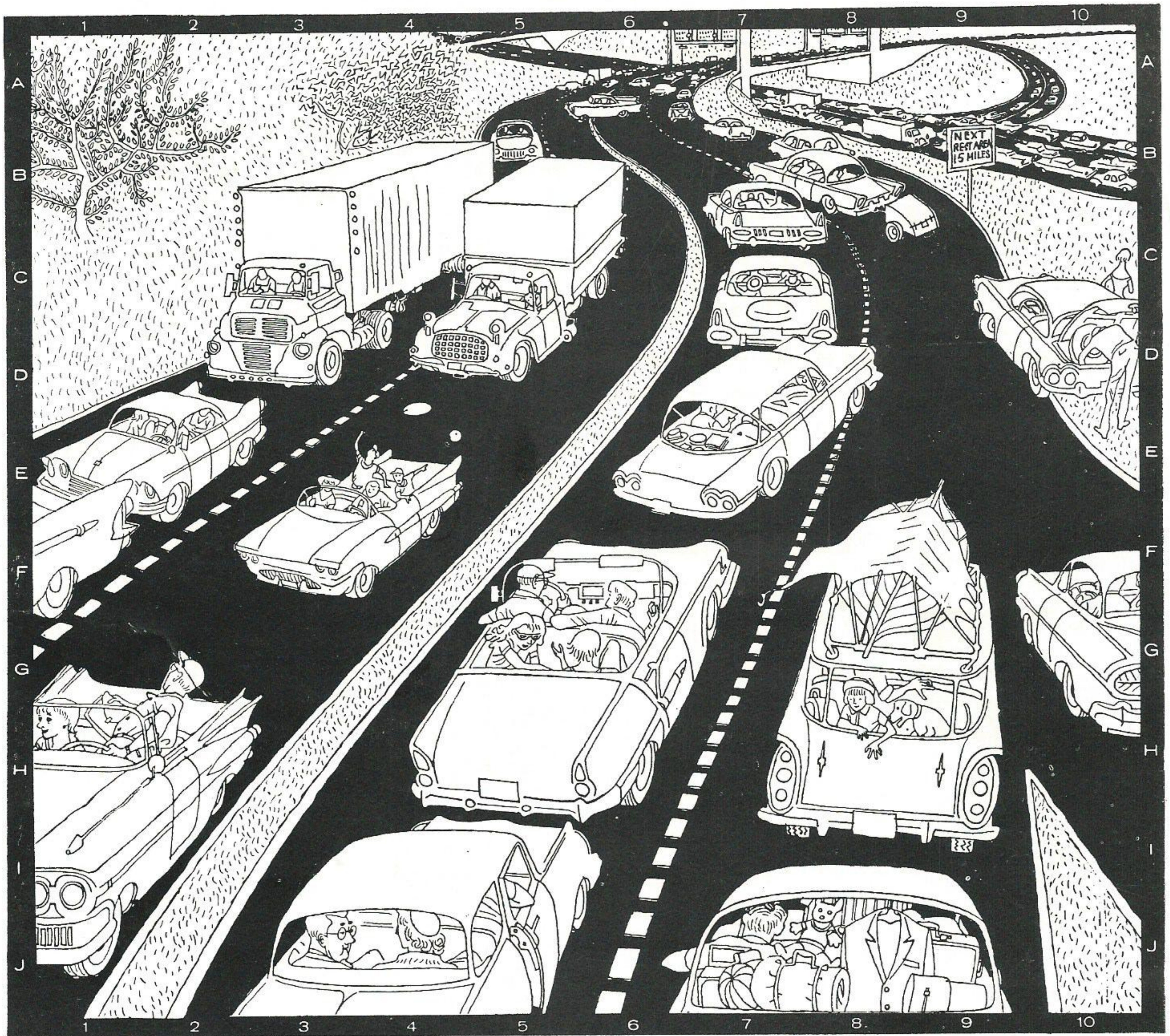
"The investor-owned electric utility *Safety* industry finances its growth *everywhere* through the sale of electricity to customers and securities in the money markets. *All* taxpayers do not contribute *the time* money."

Chances are that the various words of the slogan will be scattered on different pages, though, rather than in one paragraph as in the example above.

There is a slogan hidden in this issue of Plain Talks. Go back and read it again to find the words. Here's a hint to help you get started: The slogan begins with the word "Don't", and there are eight words in all to find.

Be one of the first five people to send in your entry and win \$5 cash!

Traffic Safety Quiz No. 3



Can you find 10 traffic hazards in this picture?

Look sharp! This quiz checks more than the acuteness of your vision. It also tests your judgment of what's right and wrong on the road. Look again—then rate yourself against the list. But keep in mind that perceiving a traffic hazard is not enough. A good driver is always prepared to take instant action to avoid trouble.

We urge you to be alert, drive carefully, know the rules—and obey them. Remember: about 75% of all accidents are caused by the driver—not the car.

(Each hazard is located by letter and by number. For example, F8 indicates the location of the station wagon at the lower right of the picture where lines from F and 8 would cross.)

- | | |
|--|--|
| 1 Boat on station wagon is improperly secured (F8, lower right) | 7 Child losing ball from car (E4, left center) |
| 2 Driver's rear vision blocked by packages (J8, lower right) | 8 Driver reaching in back of car, his eyes off road (G1, lower left) |
| 3 Parked car not completely off highway (C10, center right) | 9 Car following car ahead too closely (D2, left center) |
| 4 Car attempting to pass on the right (D7, center) | 10 Car with one door not completely closed (I-5, bottom center) |
| 5 Car with trailer is cutting in on car at left (B8, upper center right) | |
| 6 Car crossing divider (A6, top center) | |

(These are major hazards, there are others. If you found more than ten, congratulations!)

Your Car Has Built-in Safety—YOU!