

Plain Talks



GULF STATES UTILITIES COMPANY
JANUARY, 1961

In This Issue:

- Divisions Look at the Sixties
- Christmas Party Pictures
- Industry to Observe National Electrical Week

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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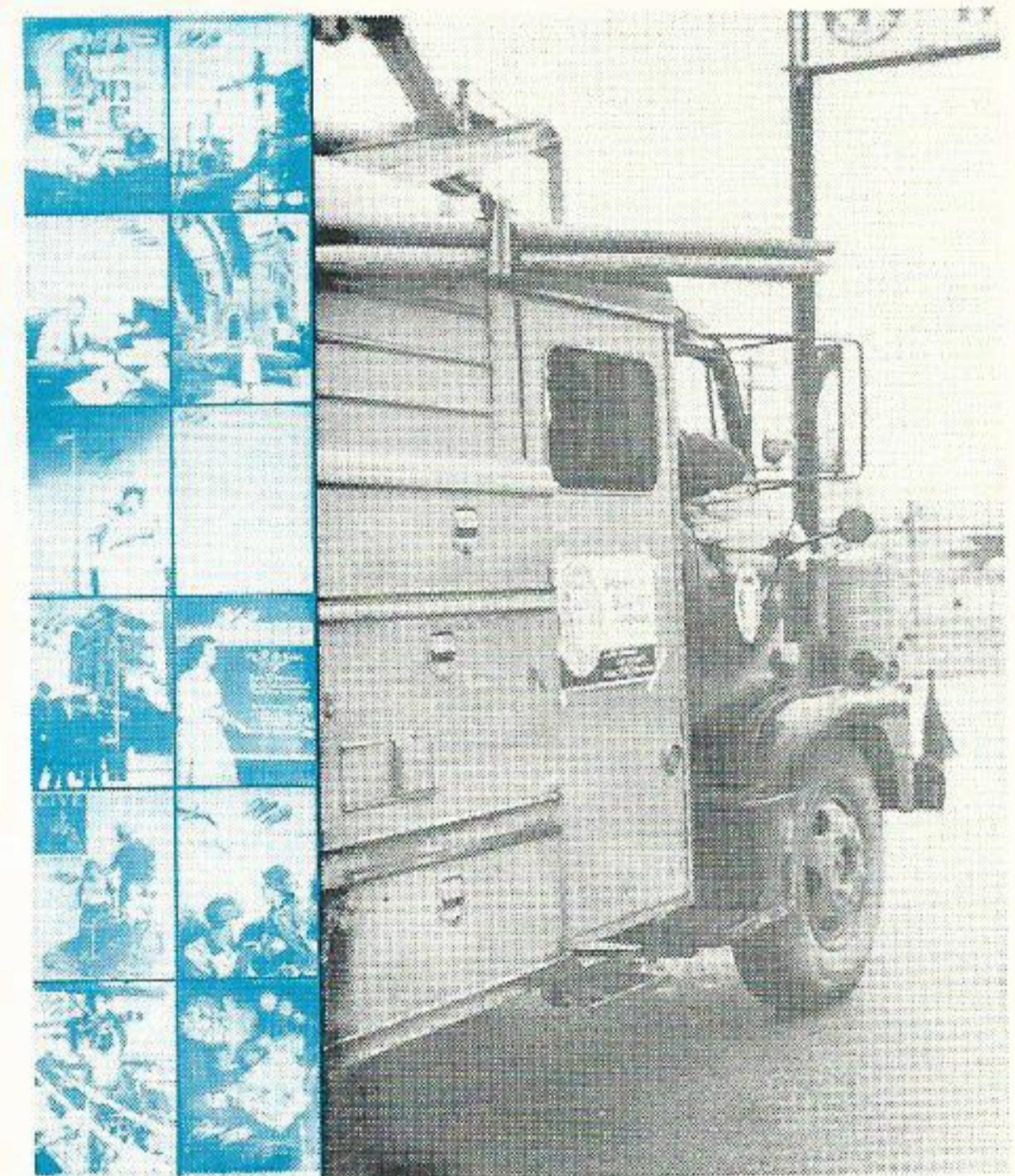
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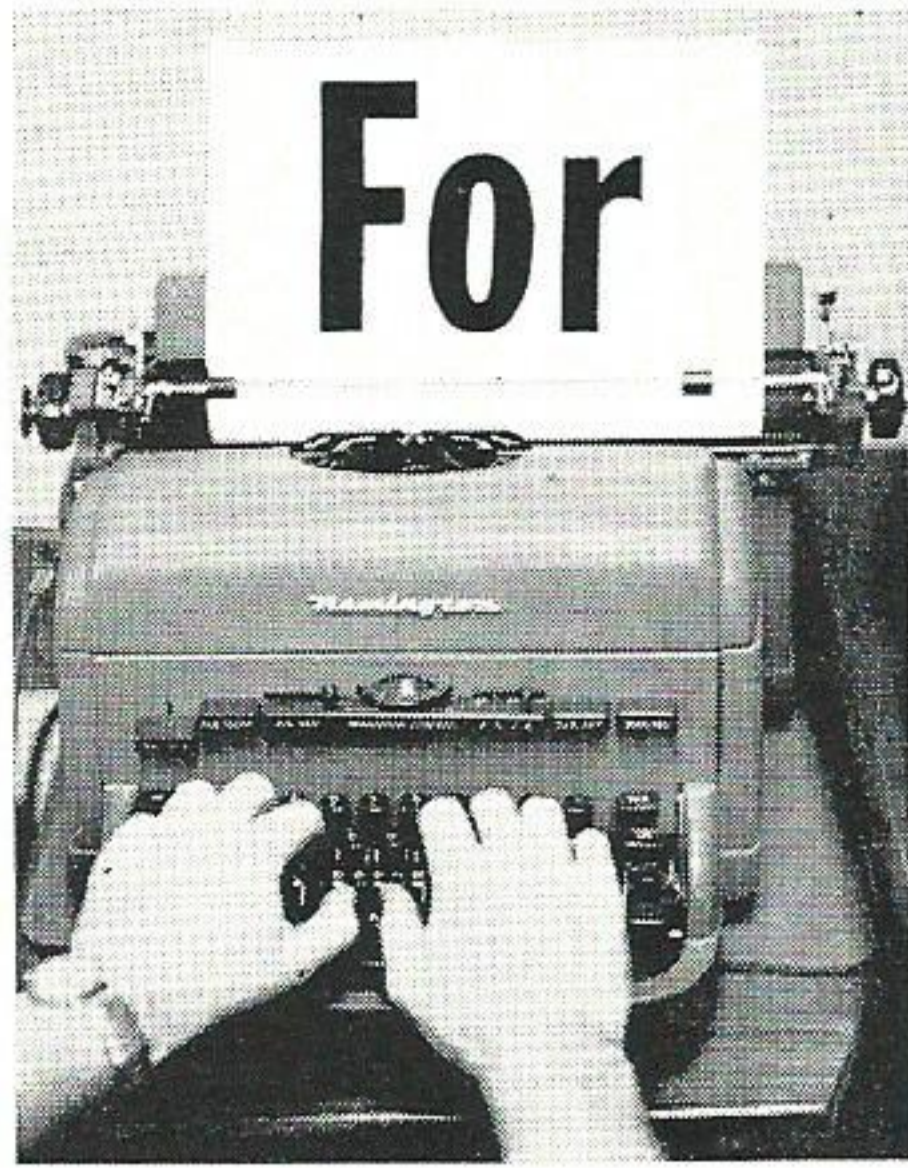
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OUR COVER



A cold, rainy, January morning. A wet tree limb has fallen against our distribution lines, making trouble. Swift repairs are called for or hundreds of electric clocks wouldn't waken sleepers, breakfasts wouldn't be cooked, faces wouldn't be shaved. So, wrapped in bad-weather gear, a line-crew heads out of the service center toward the trouble. Soon all's well. Thousands of yawning customers flip switches and start the day off right. January begins a new year and Plain Talks hopes to make 1961 a good year for its readers by being an informative, entertaining and welcome visitor in the home each month.



Your Information...

How Do We Stand

As Another Year Begins?

THE month of January gets its name from Janus, the ancient Roman god of gates and doors, hence, of all beginnings.

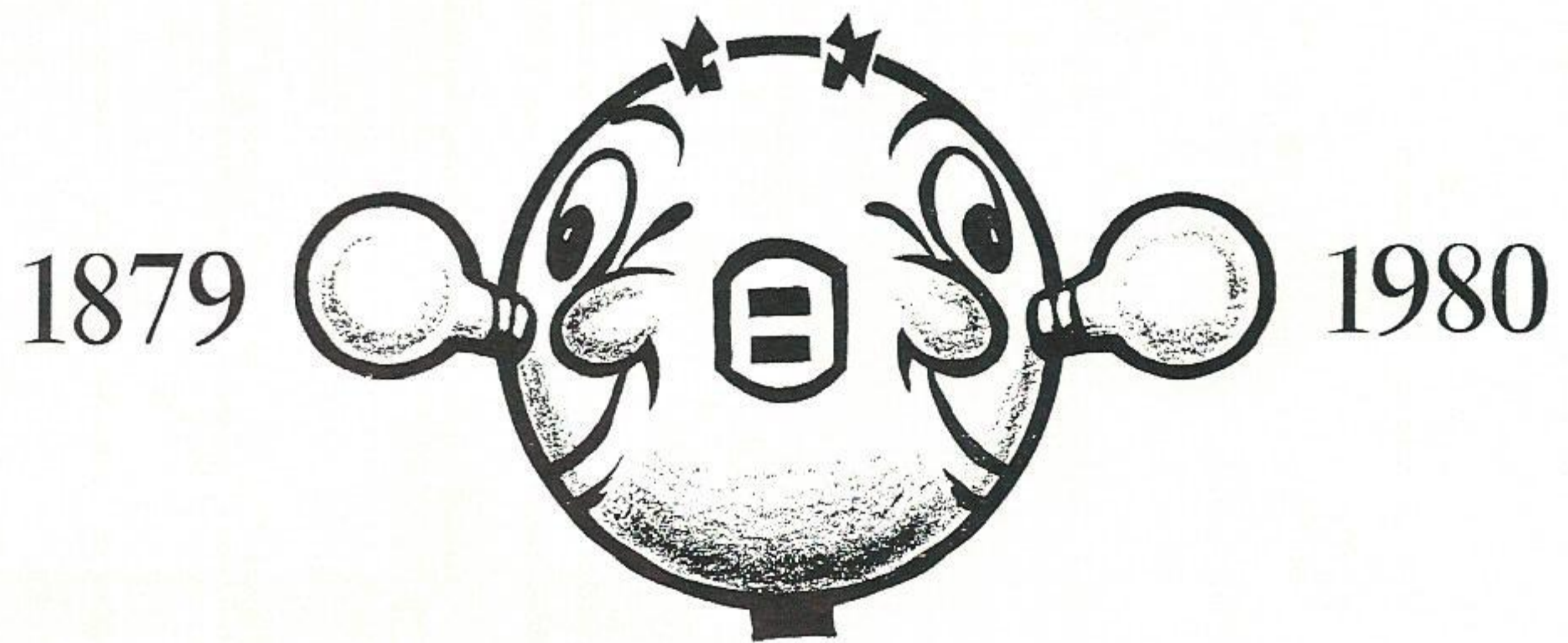
The beginning of a new year, in an era typified by crisis and controversy, is the time to inventory our assets and liabilities, individually, as a corporation and as an industry.

Individually, awareness of strong and weak personal characteristics, and doing what we can to improve, is an accepted fact.

As a company, we have been adding to our facilities since World War II at a near-record rate, and are acknowledged one of the nation's fastest-growing electric utilities, all of which reflects favorably on the considerable resources of the area we serve. (A division by division report on our service area is carried in this issue.)

As an industry, we go back 81 years, to the genius of Thomas A. Edison, whose birthday will be observed as part of National Electrical Week, February 11.

In the eight decades since Edison developed his revolutionary electric lighting system, the electric industry in the United States has compiled a remarkable record of achievement in becoming an increasingly important factor in the way every American lives and works.



Reddy Kilowatt portrays Janus, the ancient Greek God of all Beginnings, who had the power to see both the past and the future.

He looks back at the distinguished past record and forward to a challenging future for America's investor-owned electric utilities.

Looking ahead—our industry's byword — the investor-owned utilities plan to double their present capability by 1970, and double again by 1980. Incidentally, those "alarmists" who have stated publicly that Russia is catching up to us in electricity production will be glad to hear that our kilowatt lead over the U.S.S.R. increased by 6.3 million kilowatts during 1960.

The investor-owned electric utility industry finances its growth through the sale of electricity to customers and securities in the money markets. The taxpayer does not contribute the money. About 25 cents of each revenue dollar paid for electricity goes for Federal, state and local taxes. In 1960, the investor-owned electric utilities paid a total tax bill of about \$2,350,000,000, about \$160,000,000 over 1959, thus contributing heavily to our

national defense and the functioning of government in many essential areas.

The record of our industry over the years is made more remarkable by the fact that, despite a cost of living increase of more than 200%, over 1939, the industry has been able to hold the line on the unit cost of a kilowatt-hour of electricity, and in some instances, to drive it downward.

This is indeed a tribute to the resourcefulness of the industry fathered by Tom Edison; an industry whose record of supplying plenty of low-cost power for progress might evoke from Mr. Edison the comment:

"Good; but we can do better. Let's get on with it!"

—JST

Christmas Parties

AROUND THE DIVISIONS



Baton Rouge



Baton Rouge



Jennings





Lake Charles



Lake Charles



Sulphur, Nelson and
Riverside Stations



Madisonville

Lafayette





Huntsville



Navasota



Port Arthur



Port Arthur

Orange





Liberty



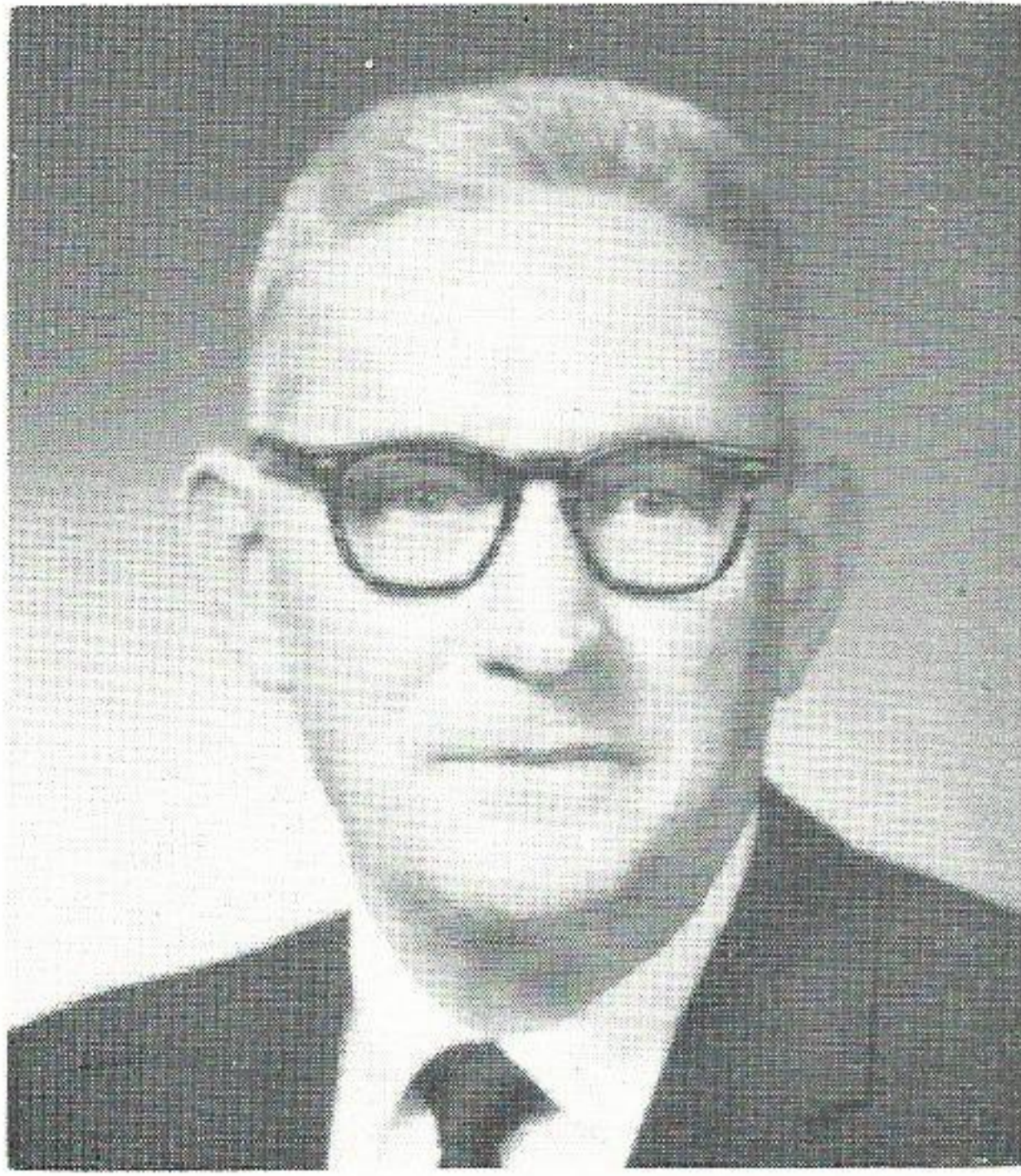
Beaumont Production



Beaumont T & D

Beaumont Treasury





Mr. Gayle



Mr. DeJean

Vic Gayle, Joe DeJean, Beaumont, Advance to New Sales Positions

THE promotions of two Beaumont men in the system residential sales department were announced effective January 1 by E. L. Robinson, vice president and general sales manager, Beaumont.

Victor P. Gayle, formerly system sales promotion director, has been promoted to system residential sales superintendent and will assume the duties of F. Parker Allen upon his retirement February 1. (See story on Mr. Allen's retirement on page 20.)

Succeeding Mr. Gayle is Joseph E. DeJean, former supervisor of advertising, who advances to system supervisor of residential sales promotion.

Mr. Gayle

A native of Grayson County, Mr. Gayle first came to work for our Company in 1923 in Bryan, Texas, while a student at Texas A&M College. Upon graduation from Texas A&M with a bachelor of science degree in 1927 he became cashier in the Conroe office. In 1928 he moved back to Bryan as superintendent of the Bryan office.

He was transferred, in 1929, to Beau-

mont as a district representative. Later that year Mr. Gayle became a salesman on the Caldwell office sales floor. In 1931, he was promoted to district representative in the Caldwell District, and in 1934, he was promoted to superintendent and transferred to the Somerville office.

Moving to Navasota in 1939, Mr. Gayle became assistant superintendent of sales and was promoted and transferred, in 1941, to Liberty as superintendent of sales. In 1942, he was again transferred, this time to Baton Rouge where he became supervisor of customers service. He remained in Baton Rouge until 1945, when he was transferred back to Beaumont as assistant merchandise manager for the system, and in 1946, he was made assistant manager of residential sales. He held this position until, in 1950, he was promoted to system sales promotion director, the position he held at his promotion.

Active Civic Worker

Active in community work, Mr. Gayle is a charter member of the Beaumont Sertoma Club, of which he is past president. He has held the posts of lieutenant-governor and

governor of the South Texas Sertoma district. He has worked for the American Cancer Society for ten years and now serves as chairman of the educational committee of the North Jefferson County unit. He has worked actively for United Appeals, Chamber of Commerce, Young Mens Business League and the YMCA. He is treasurer of the Central Church of Christ.

Mr. DeJean

A native of Port Barre, Louisiana, Mr. DeJean joined our Company in Baton Rouge in 1949 as assistant advertising director. He was promoted and transferred to Beaumont in 1951 as supervisor of sales promotion advertising and advanced to supervisor of advertising in 1956.

Mr. DeJean graduated from Louisiana State University in 1948 with a bachelor of arts degree in journalism. Prior to joining our Company, he was news editor of the Lafourche Comet in Thibodeaux, Louisiana. He served with the U.S. Navy in the Pacific Theater during World War II.

He is past president of the Advertising Club of Beaumont and serves as public relations chairman for the Beaumont Chapter of the American Red Cross. For several semesters he taught night advertising courses in Lamar Tech's vocational department.

Former President

Tom Walker Dies

FUNERAL services for Tom P. Walker, former president of the Company, were held January 12 in Beaumont. Mr. Walker died in Houston January 10 of a heart attack. He was a member and former chairman of the board of directors of Transcontinental Gas Pipe Line Corporation, Houston.

Mr. Walker had been manager of the Baton Rouge Electric Company from 1923 until 1925. In 1930, he succeeded the late Jack Holtzclaw to become the company's second president. Mr. Nelson became president in 1942, upon Mr. Walker's resignation to become coordinator of the wartime Council of Electric Operating Companies in Washington, D. C.

U. S. Widens Lead Over Russia in Electric Power Producing Ability

Challenges Facing Industry, Our Company, Are Described

THE United States—already the world's largest power producer by far—is steadily widening its generating capability lead over the second-place Soviet Union. Latest figures show that the U. S. boosted its kilowatt capability margin over the Russians from 121 million in 1959 to 127.3 million in 1960.

Estimates of future construction foretell a continuation of this trend. Russia is in the midst of a government-ordered 7-year plan which will strain its entire national economy to increase generating capability by 1965. Yet even if the Soviets do push through this crash construction program and meet their goals, they will still have dropped further behind America. Our own power industry's construction program will have added another 9 or 10 million kilowatts to America's generating capability lead in the meantime despite Russian efforts to catch up.

As Gulf Staters, we can be proud to be a part of America's investor-owned electric power industry. In the U. S., where investor-owned electric utility companies serve about 80% of the people, there is four times as much electricity available to each person as in Russia, where the government runs the electric industry.

Plenty of Power for Progress

Our plentiful supply of power is not limited to population centers. Over 98% of America's farms are electrified. And through interconnecting

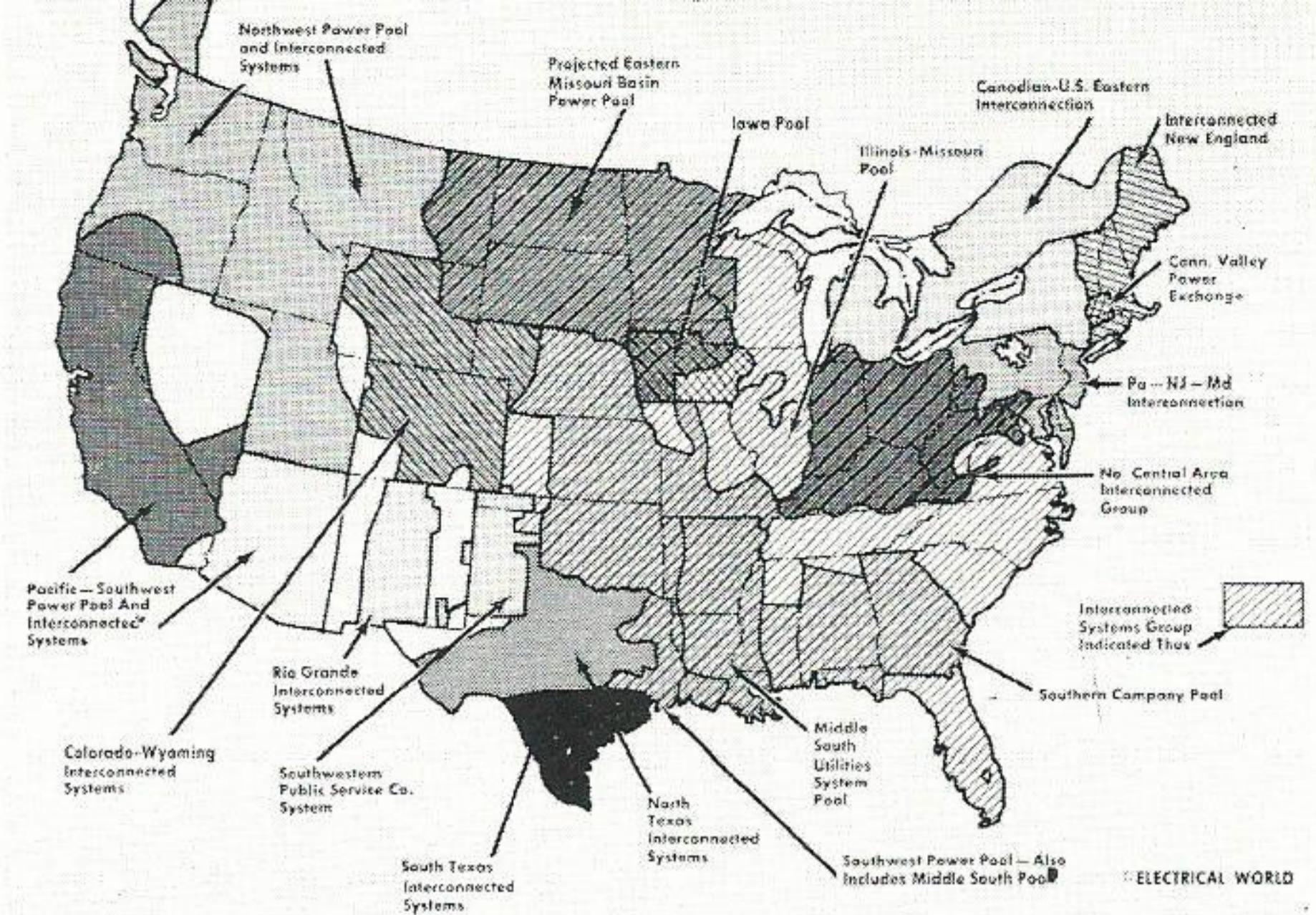
systems (see chart on this page) power can be interchanged between areas as required, throughout much of the continental United States. Russia can't make either statement.

Our industry is willing and able to meet our country's future power needs without government interference or the use of the taxpayers' money. America's investor-owned electric companies will more than double their power-producing capability during the Sixties and double it again in the Seventies, to help keep our country first in power. (See chart below).

We can be especially pleased with our Company's record in building ahead to provide plenty of electric power. During 1960, Gulf States increased its generating capability at a rate three times greater than the national average. While America's total electric utility industry (including governmental systems) increased its capability by 7.7%, our Company added 340,000 kilowatts for a 27% increase which upped our total generating capability to 1,501,000 kilowatts.

America's investor-owned electric utility companies help our people live better and our nation stay stronger by building to provide plenty of electric power for progress and prosperity.

What we are doing in our area is reported in the following pages. It is reassuring to know that our efforts are being duplicated by other investor-owned electric utilities throughout the U.S.A.



U. S. POWER GRID GROWS. Existing interconnected power systems in U. S. are asset to nation's progress, national defense effort.

You and GSU In The Sixties

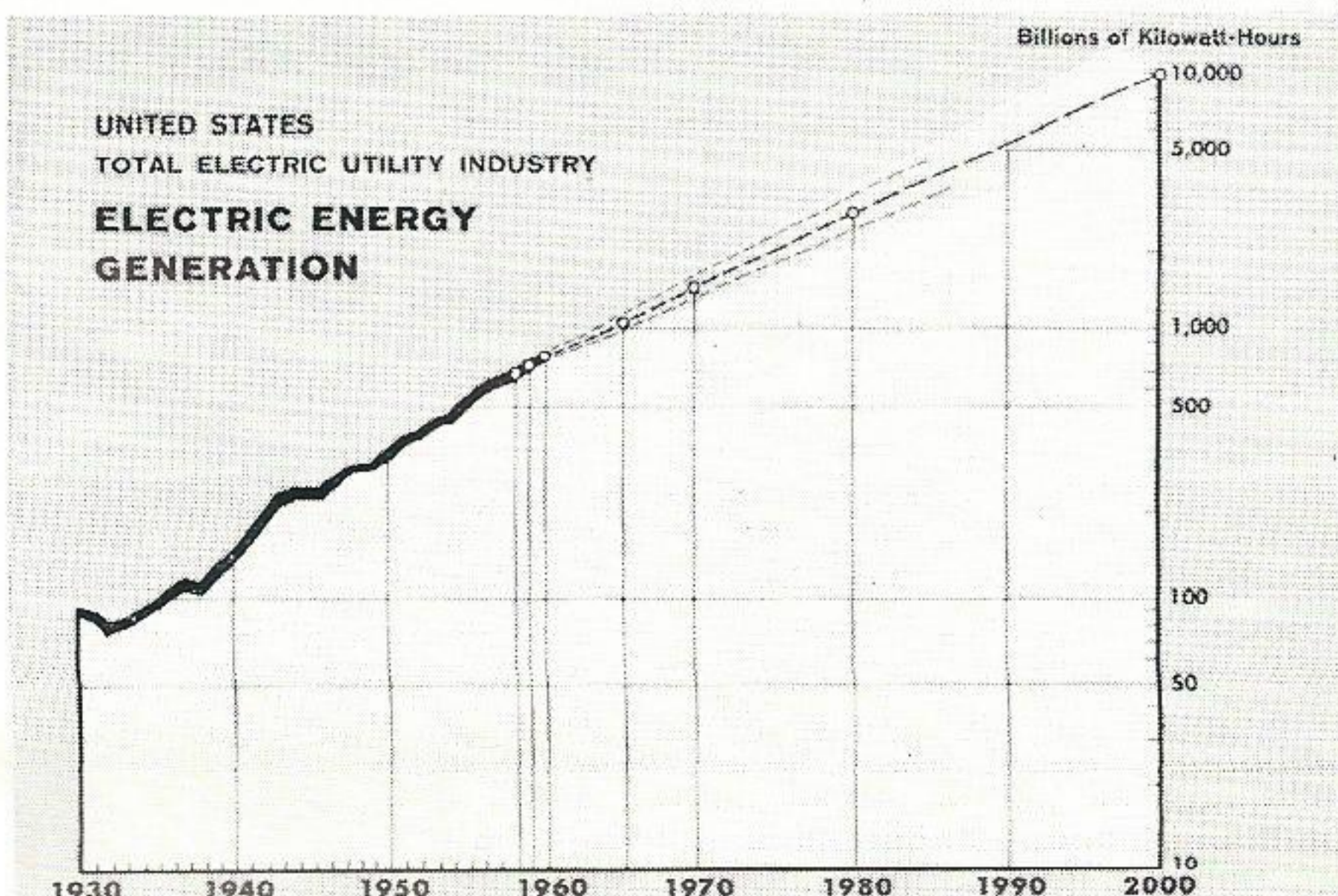
Here at our Company, the question most asked is:

"What will happen to me in my job, and to

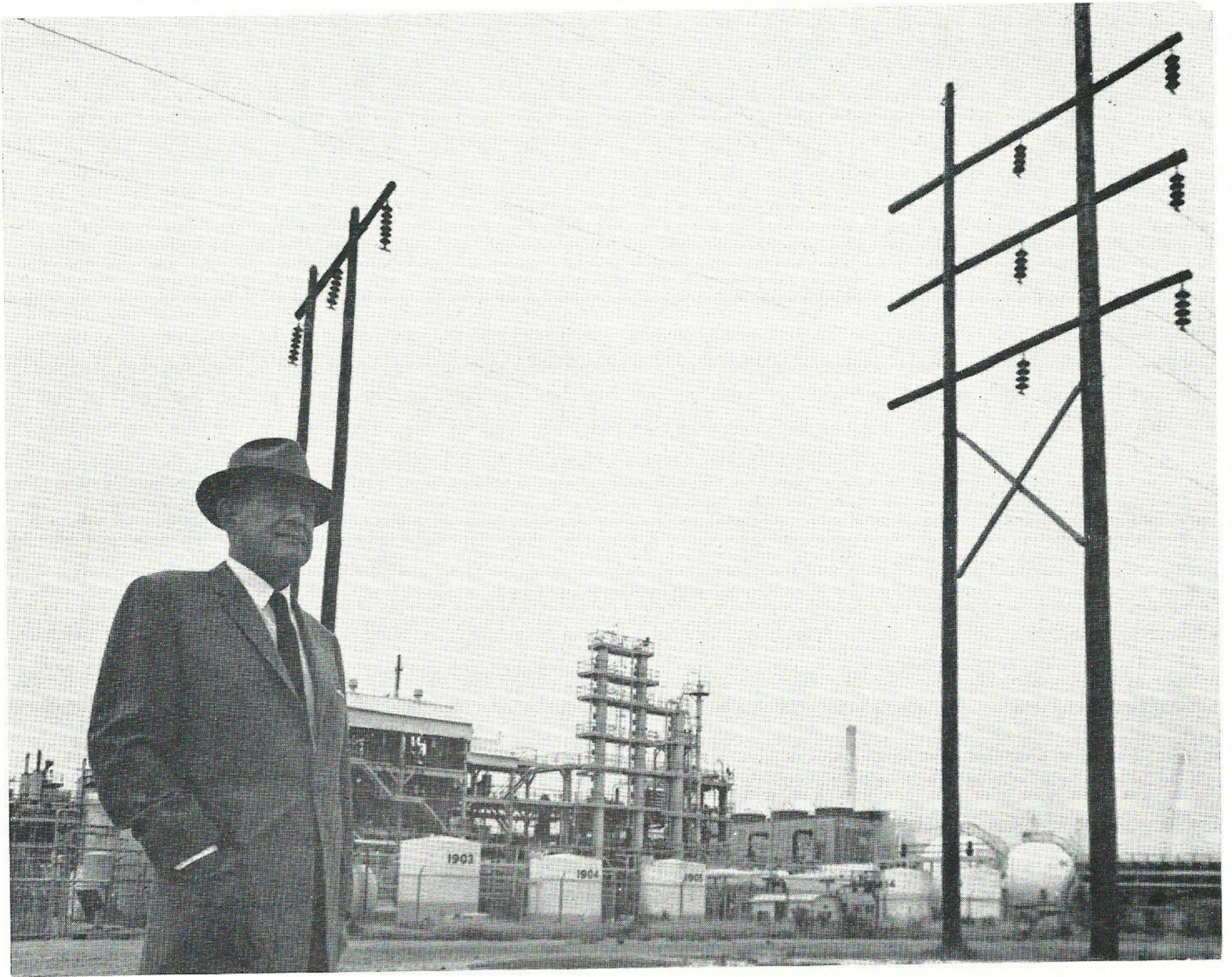
Gulf States Utilities Company and the area we serve in the coming years?"

Our five Division Managers, each of whom knows his area and understands the people and forces at work in it, have answered this question in the following pages, in a series of articles that explain how our Company is doing its utmost to help further the general prosperity and progress in the 28,000 square miles of Texas and Louisiana we serve.

Our story begins on the next page . . .

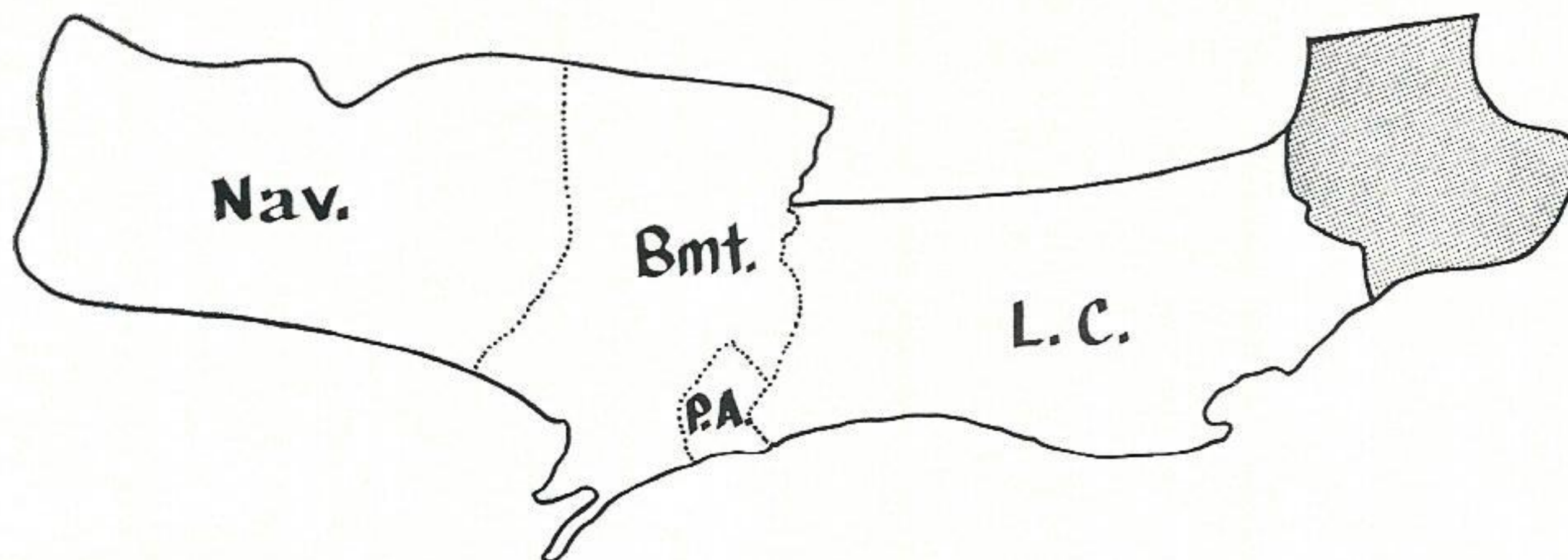


POWER OUTPUT. By 1970, total power output for U. S. will be in the trillions of kilowatthours, according to E.E.I.



BATON ROUGE-INDUSTRIAL GIANT OF LOUISIANA

by
R. O. WHEELER
 Division Manager



H EADING the list of our most valuable assets in the Baton Rouge Area are the low cost of fuel gas available to industry and the mighty Mississippi River which flows through the heart of our area.

The cost of natural gas in our area is as low as that of any other area and lower than the cost of any type of fuel in most other areas of the Nation. As for the Mississippi, it provides us with a plentiful supply of water both for processing and trans-

portation. Located 240 miles up river from the Gulf, Baton Rouge is within deep water shipping range, yet far enough inland so that we are not normally subjected to weather of hurricane force. We also have the farthest inland deep water port on the Mississippi at which both rail and water cargoes can be transferred to ocean-going ships for export trade. Municipal docks and terminals serve both deep water and river transportation. A new alternate canal which terminates at the Port near Port Allen connecting the Mississippi River and the existing intracoastal canal will soon be in operation. This facility has created still more industrial sites with water fronts in our area.

Excellent Resources

The variety of raw materials available close by and the excellent higher education facilities are still other important assets of the area. Besides natural gas and the unlimited fresh water advantages, salt, sulphur and limestone have attracted many of the world's largest chemical firms to the Baton Rouge Area. This industrial center is one of the greatest concentrations of the inter-related chemical plants in the nation.

Besides L. S. U. and Southern University, we have two fine trade schools in Baton Rouge, which supplement the vast public and parochial school systems.

Having the Capitol of the State located here is still another important asset to our area. This gives us an excellent opportunity to work closely with the State Department of Commerce and Industry, which has been a very aggressive organization in attracting new industry to this part of the State. Baton Rouge's labor force contains thousands of employees who staff the many government offices in the State Capitol and other principal state office buildings located in the area. These additional payrolls are an important factor in the stability of the city's economy.

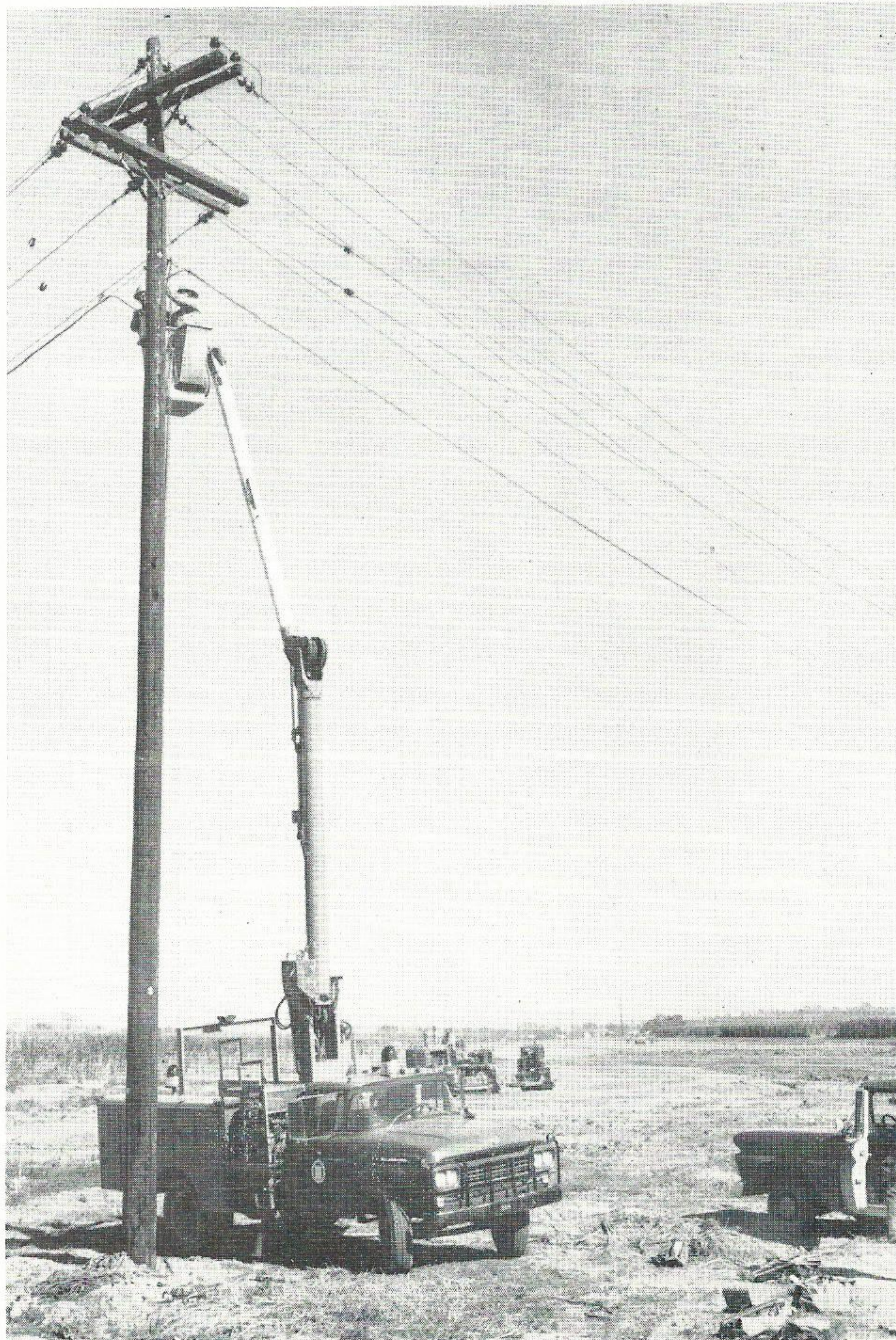
Among our efforts to help the area grow in the years ahead must first be a renewal of some of our most effective past and present activities. Our Area Development program including advertising and promotion in regional and national periodicals, working with cities and towns to help make them more competitive in attracting commerce and industry; and working

with specific customers on a confidential basis have all proven fruitful. Participation in this type of activity must be part of our long-range program. And, just as we stress the importance of maintaining an economical operation overall so that we remain competitive with other utilities,

we must also continually strive to provide good service at attractive rates to our existing industrial customers. This attention should be rewarded by a favorable recommendation to firms considering our area for a plant site and Gulf States as a supplier of electric power.

CURRENT CONSTRUCTION WORK. Baton Rouge Division line crews are rebuilding a 13,200 volt distribution line between Port Allen and Plaquemine, while they move it to make room

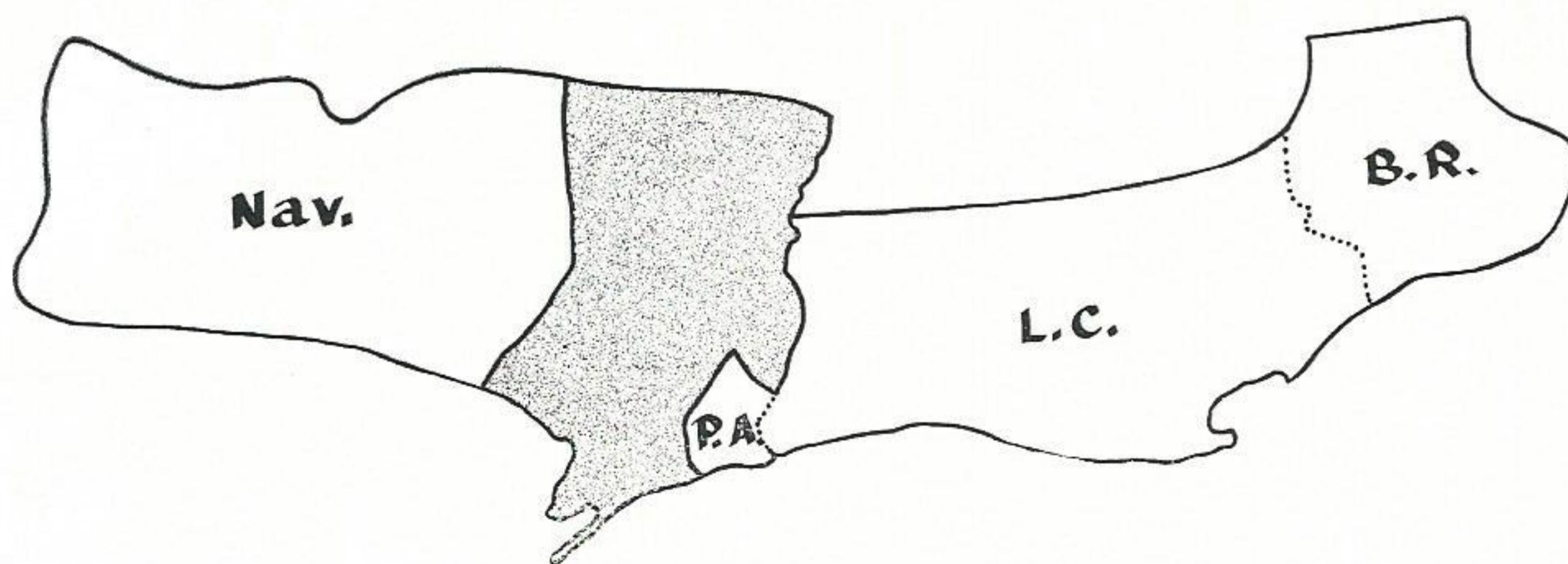
for a new 4-lane highway. The line serves Addis, Plaquemine and the dock area south of the Mississippi industrial locks. This is on the west side of the Mississippi.





Beaumont Division — Where Oil Became An Industry

by
REX E. LEE
Division Manager



SINCE the Lucas Gusher in 1901 opened up new possibilities for oil exploitation, the city of Beaumont has grown so fast that today its streets wander improbably through a maze of dead-ends and railroad tracks. But the railroads, which are so often cursed by motorists, have actually helped the city grow. And grow it does—it just bursts out of its previous boundaries and keeps on growing. But it needs a plan to guide its growth. If the proposed “Master Plan” for zoning is approved by the citizens, then new planning might help the city grow in a more orderly and constructive way.

Petrochemicals, Timber and Rice

The major cause of its growth, of course, is the petrochemical industry. Beaumont forms the apex of the "Golden Triangle", which also includes Orange and Port Arthur. More than 100 major plants are located within 30 miles of Beaumont. About 40 of them are located within the Beaumont Division. Because of these and anticipated industries, the entire Golden Triangle should have a population of 500,000 by 1985. Beaumont itself, if it grows as fast as it has in the past, should have 180,000.

Other communities within the Division have grown, too, either because of the petrochemical industry, or because of the timber in the north, or the rich rice fields.

North of Beaumont, Woodville has been attracting many wood and building products industries: lumber, prefabricated buildings, windows and ceramic tile are some of the products.

The prosperity of Liberty, on the west, where we serve about 50% of the customers, depends mostly on the oil fields there. An industrial foundation may soon be established there to promote further industrialization, and naturally we are cooperating with the citizens on this project.

Orange County is still devoted largely to growing commercial timber, but the petrochemical industrialization is revolutionizing its economy too.

Natural resources are abundant in the Beaumont Division. Water is plentiful, and there are ports in both Beaumont and Orange. Oil, natural gas, and sulphur are present in quantities sufficient to have already attracted many of the present industries and will help attract many more.

Electric Power Is Resource

Electric power is another major resource, and one of which we Gulf Staters are most proud. Even before the Second World War, when this area began to become industrially important, our Company established as its policy that we would always generate plenty of electric power to make the wheels of progress turn, wherever and whenever it was needed, in order to assure the general prosperity of this whole area. We have succeeded in surpassing that ideal: our current policy is to make available plenty of power **in advance** of the time when it will be needed. And it has paid off in the increased confidence with which new industries move in, and with which our customers build Medallion homes

and install new electrical appliances to make their living better.

Old Problems and New Solutions

We continue to face problems that have plagued us before: the interference of tree limbs with our conductors; woodpeckers that weaken our poles; squirrels that blow out our fuses, and lightning that damages lines and equipment.

However, we are working to combat these problems and I believe we shall achieve some measure of success in the Sixties. We are building lines that we believe will be more resistant to damage from lightning. We are trimming trees (when the owners will permit), wrapping poles with hardware cloth to keep woodpeckers from digging into the poles and experimenting with equipment and methods to prevent squirrels from blowing fuses.

Our Company is working hard to help this area we serve. Primarily we are building fast in order to provide electricity when it will be needed. Our construction of Sabine Station near Orange is proof of that. The first 220,000 kilowatt unit is expected to go into service in 1962. Ultimately this power plant will generate one million kilowatts.

Building to Serve Expanding Industries

New substations and high-powered transmission lines are going up this year to serve the new industries that have either come into our area or old ones that are expanding their present facilities. Mobil Oil Company is building an ethylene unit adjacent to its

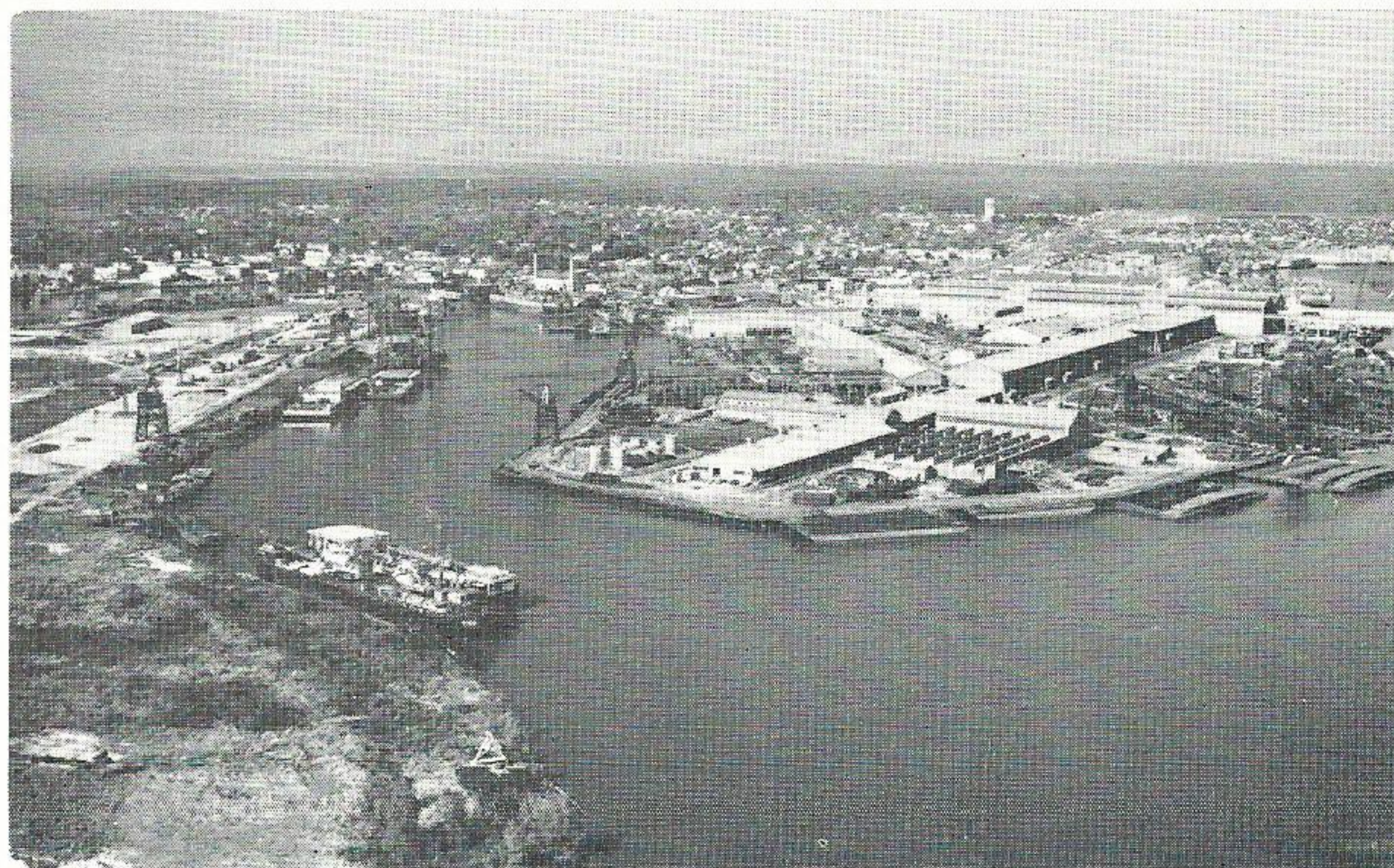
Beaumont refinery and our Neches Generating Station. Firestone Tire & Rubber Company is building a plant at Orange. Foster Grant Company is building a polypropylene plant at Beaumont; an acrylonitrile plant will be built by E. I. duPont de Nemours at Beaumont, and duPont is also expanding its facilities at Orange. Goodyear Tire and Rubber Company, Houston Chemical and Big Three Welding Company, and other companies, will add a load-demand of over 90,000 kilowatts to our area in 1961.

Furthermore, there are good prospects for other industries to build, with potential loads totaling up to 50,000 more kw's, and adding more payrolls to the area's economy.

In addition, our area development engineers are working with the various communities in the Beaumont Division to help them build new local businesses and attract outside industries to locate with them. By arousing local interest and by helping to prepare studies and brochures for mailing, these engineers are helping these cities help themselves. These towns have much to offer to industry, but must learn to spot their own assets and point them out, and even to make improvements or changes where necessary. For instance, many towns have found it necessary to improve their tax laws to attract industries; others have offered land, or have built new hotels with local funds to give their own town a modern facility to attract businessmen.

So, the future looks bright for the Beaumont Division. And I would say that, since the future does indicate a tremendous boom in our area, it couldn't happen to nicer people.

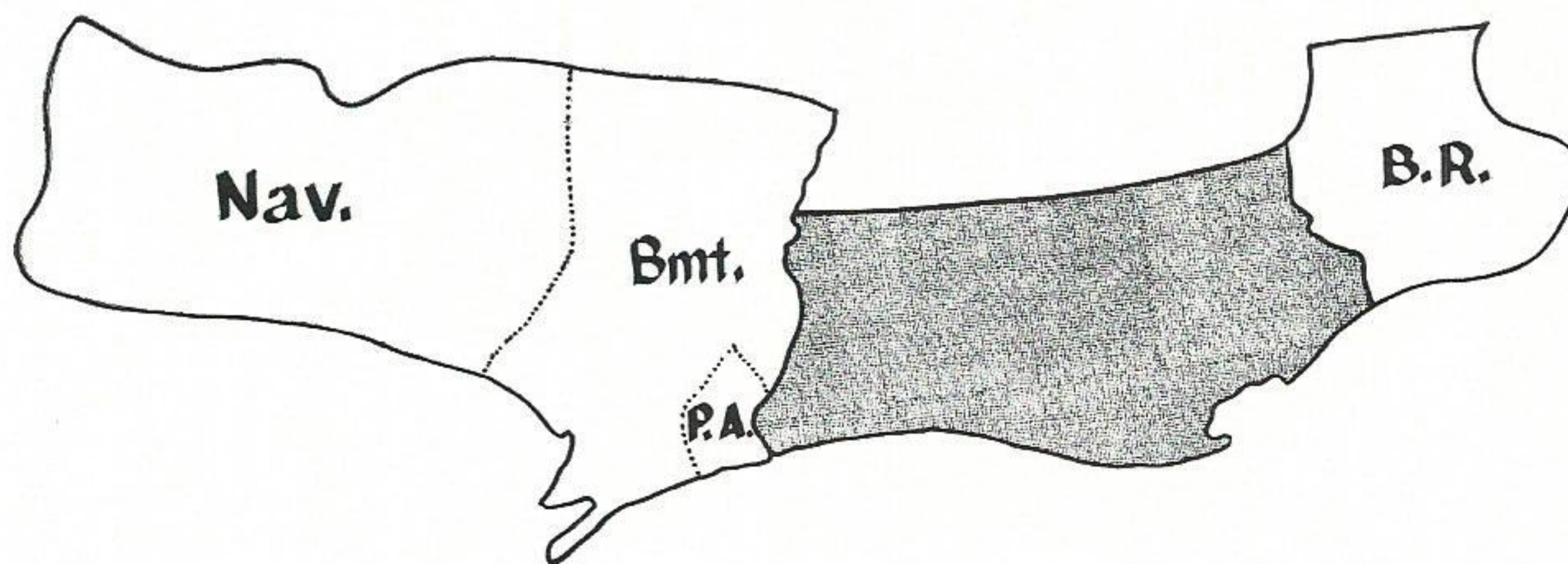
THE PORT AT ORANGE. Orange's port is one reason for Beaumont Division's prosperity.





LAKE CHARLES - INDUSTRIAL HUB OF THE GULF COAST

by
E. L. GRANAU
Vice President and Manager



THE first oil well in Louisiana was drilled in 1901 at Jennings, in our Company's Lake Charles Division. Since then, the vast reserves of oil, inland and offshore, in the vicinity of Lake Charles have attracted manufacturing, production, transportation and marketing affiliates of most of the major oil companies, and many independents. Lake Charles is the natural hub of the Southwest Louisiana Coastal oil region.

Within nine miles of our downtown office building are more than 60 producing fields, and adjacent to the ship channel there are eight petroleum, petro-chemical, and chemical manufacturing installations.

There are more than 40 manufacturing firms valued in excess of \$800 million in Lake Charles itself. Our deep water channel—the third largest port in Louisiana—links the city with the Gulf of Mexico and provides direct access to world markets.

Other segments of our area's economy are rice, cattle, and natural gas, so our diversified economy is nicely balanced between industry and agriculture.

Lake Charles also boasts the McNeese State College, which attracts students from all over Louisiana and is a definite asset to our area.

These are all tangible assets, that help attract more industries and businesses. But I would like to add that we in Lake Charles Division enjoy another asset—the feeling that we are working together for the progress of the area.

In Jennings, for instance, the citizens there demonstrated their forward-looking attitude by building the Zigler Hotel through the local sale of bonds. We feel that this was reaffirmation of the American pioneering individualistic spirit. They have also built a modern hospital. Before this, Jennings was not given much consideration as a site for plants because it had no hotel or hospital. But now, big and small industries are eyeing it for possible sites in the Sixties.

Employee Spirit Helps

And in our Company, we employees work together as a family. This feeling of "togetherness" helps us provide efficient and economical electrical service. Of course, we can improve even this, and we will. In 1961, and in years to come, we will work even harder to cut costs and waste and make electric power the best bargain in our customer's budgets.

However, in Lake Charles itself we have witnessed a curious phenomenon. The announcement that Chennault Air Force Base would cease operations here caused a "psychological buying block" in some minds. They reasoned that without the spending by Air Force families here our area would undergo a local recession. Consequently they hesitated to spend on new houses, cars, electrical appliances and so forth. But I believe that this fear will expire in 1961, when they see that we aren't having a recession, and Lake Charles will continue to grow.

As a Company we continue to face the spectre of competition from federally-sponsored and subsidized power in the Sixties. But our Company has a long record of public service and our

customers know that we offer the best service possible and at low rates. Primarily, we only need to do two things: (1) Continue as we have in the past to improve and expand our service; and (2) Inform the public of just what "public (Federal government) power" can do to America. I believe that if our customers have a chance to make a choice, they will decide that we should continue to serve them rather than some governmental power agency.

Hercules Expanding

A lot of effort is being concentrated toward helping this Lake Charles Division grow in the decade ahead. The Hercules Powder Company will begin operations early this year with a 7,000 kw demand. Even before construction was completed on the plant, we had already built a line and substation to serve power to it. Fast service like that helps us encourage more industries to locate here.

Also, the Continental Oil Company is building their Alfol Plant to manufacture industrial alcohol, which will require 4,500 kilowatts in late 1961. We are now building a substation and transmission line and will be ready to serve it when it begins operations.

In order to guarantee better service to the city of Lake Charles and the industrial area here, we plan to build a circular 138,000 volt transmission line around the area, with several con-

necting power sources, to minimize the danger of service interruptions.

In the Lafayette area we foresee an increased power demand, and so a considerable amount of work will be necessary to keep ahead of the growth. During this year we will build a bulk substation on the Scott Power Plant property with a 138 kv line from there to Meaux Bulk Substation in the Abbeville area. In the Jennings District we will install new substations at Lacasine and Carter, which will relieve several substations of older design, thus insuring better service to the area.

Building Program

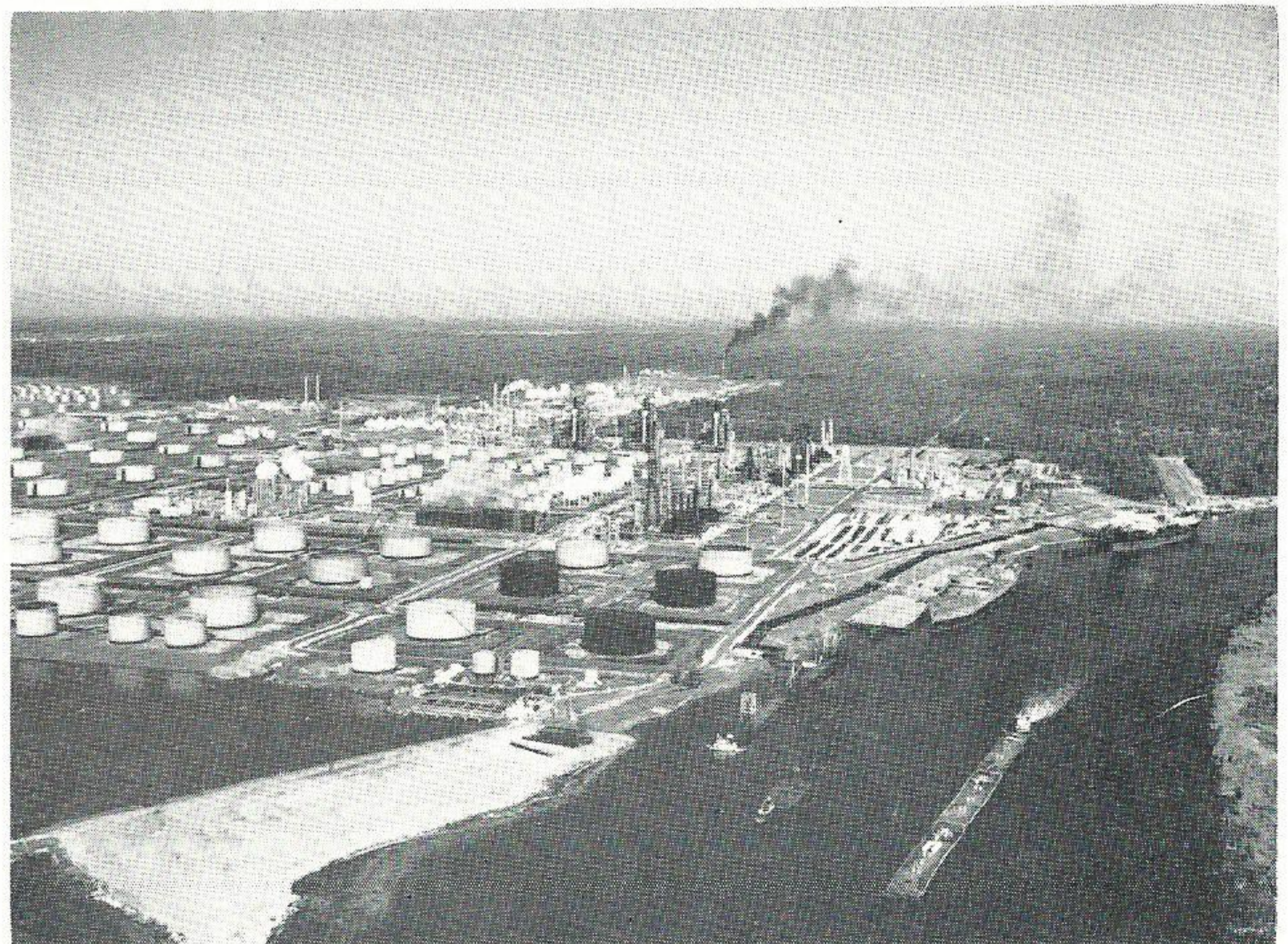
During the year we expect to place 50 miles of transmission lines and 200 miles of distribution lines in service.

During the new year we will make generating facilities at Riverside Plant in Lake Charles fully automatic. Also, certain substation facilities will be altered and supervisory equipment for remote operation will be installed, thus enabling personnel to do more important work elsewhere.

Yes, we are busy working to supply power to this area, but we don't stop there. We have an important stake in this area. Our Area Development engineers are working closely with chambers of commerce, and cities and towns to help attract even more industry here. We won't stand still; this area wants to keep on growing, and it will do just that in the Sixties.

CITIES SERVICE. Lake Charles' claim as "Industrial hub of the Gulf Coast" is borne out by

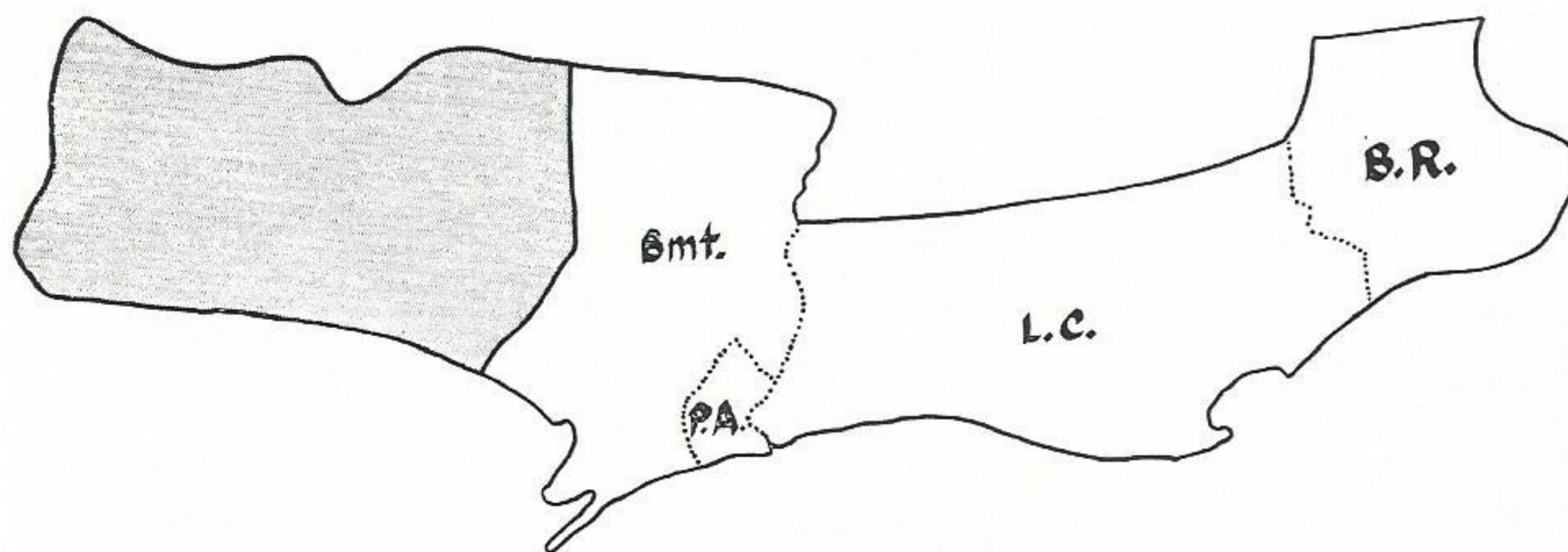
this refinery and docks there, which are symbolic of the area.





NAVASOTA - AREA WITH PROMISE

by
H. C. LeVOIS
 Division Manager



SETTLERS from the United States began moving into the Brazos, San Jacinto and Trinity Rivers in the early 1830's making the Navasota Division one of the oldest settled sections of Texas. With these settlers came an economy based primarily on what the land could produce: agricultural products, timber and cattle.

As we head into the Sixties our economy is still dependent to a great part on these same three industries: timber, both for saw logs and pulpwood; cattle, for beef and dairying; agriculture, cotton and grain producing crops. Because of these land based industries, related industries moved early to this area: dairy processing plants, canning plants, cotton gins, warehouses and oilmills, nurseries, charcoal and creosoting plants, pulpwood yards, sawmills, furniture manufacturing and others whose products were needed or whose raw material was supplied by the farmers, cattlemen and timbermen.

Because of this principally agrarian economy large numbers of our population migrated seeking employment elsewhere. Many factors entered into this movement. Counties that depended on hill cotton for their income have

lost their populations due to the shift to cattle raising. Larger sawmills, which can economically sell slash and refuse to the pulp mills, have reduced the number of small mills. The dairying industry has become mechanized. And machinery has come to the river-bottom cotton lands.

All of these changes and many more have released unskilled but trainable workers, who must seek work in other fields. Many of these people are reluctant to cut family ties and would rather seek work near home. These people make up one of our greatest resources, a large labor force.

A change is underway, a change that is bringing new bases for a new economy to the Navasota Division. New and diversified industries are moving into the area. The industries are being brought here by some of our most valuable assets, plenty of manpower, the desire of the citizens to stabilize their communities and the economy, the nearness of the area to the large industrial centers of Houston and the Golden Triangle.

Taxes Major Problem

Our major problem which will face us in the next decade is increasing taxes. The Texas legislature is searching for new sources of tax revenue to continue the ever increasing services that the State renders its citizens. In Texas we are faced with the necessity of raising in excess of \$200 million in additional tax revenues to take care of the State's expenses for the next two years. Our biggest problem here will be to see that whatever taxes are levied will be on a broad-based nature and not applied primarily to electric utilities and industry. Such taxes are merely "concealed" taxes, and must in the final analysis be passed on to the consumer anyway.

As I said at the beginning of this article, the Navasota Division as a whole has, in the past, suffered from a migration of population from our small towns to the major metropolitan areas such as Houston and Beaumont. We can best help our area grow by finding some means of turning this trend so that our young people will want to remain in our small towns and help the towns grow.

At the present we are concentrating on area development. This can best be utilized by the procuring of small industries that could utilize the resources that are available. We are looking for industries that would hire from ten to thirty people to help stabilize the small communities and provide

employment for the seasonal workers. That this works is proven by a comparison of the census figures for the last decade in such progressive communities as Conroe, Cleveland, and Huntsville—all of which have shown marked improvements, and have actually increased in population. Others can do the same.

Area Development Progress

We can also encourage industries looking for space to expand their facilities to move into these small communities because we have plenty of available labor, low tax structures and land costs, which have become increasingly important in selecting industrial and commercial sites.

Our area development personnel have worked hard with the chambers of commerce and other interested members of the various communities in making industrial surveys. These will be continued in the future. Also we have worked hard to help the communities set up industrial foundations.

Conroe recently organized an Industrial Development Committee which was responsible for bringing Mary Carter Paints, Sparkler Manufacturing Company and Jefferson Chemical Company to that community. During 1961 a new bypass will be constructed which will route State Highway 105 by the newly-developed Conroe industrial site.

Construction on a new 40,000 square foot industrial building began the first of the year on a 40-acre site being developed by the recently organized Huntsville Industrial Foundation.

In Calvert, the Chamber of Commerce is presently organizing an industrial foundation. The community of Midway, near the Ferguson Prison Farm, which is being expanded and modernized, has set up a land development company, which will provide free land to families who will build homes in the community.

The southeastern area of the division around Conroe will continue to grow due to its proximity to Houston. During the Sixties we will be working hardest in the communities in the western part of the division. This area will eventually get its share of small industries but we will have to work for it.

Some industries moved into this part of the division in recent years: a church furniture manufacturing plant at Somerville, a furniture upholstery sewing plant and a men's work clothes plant at Madisonville, a women's slacks plant at Groveton, Holsum Canning

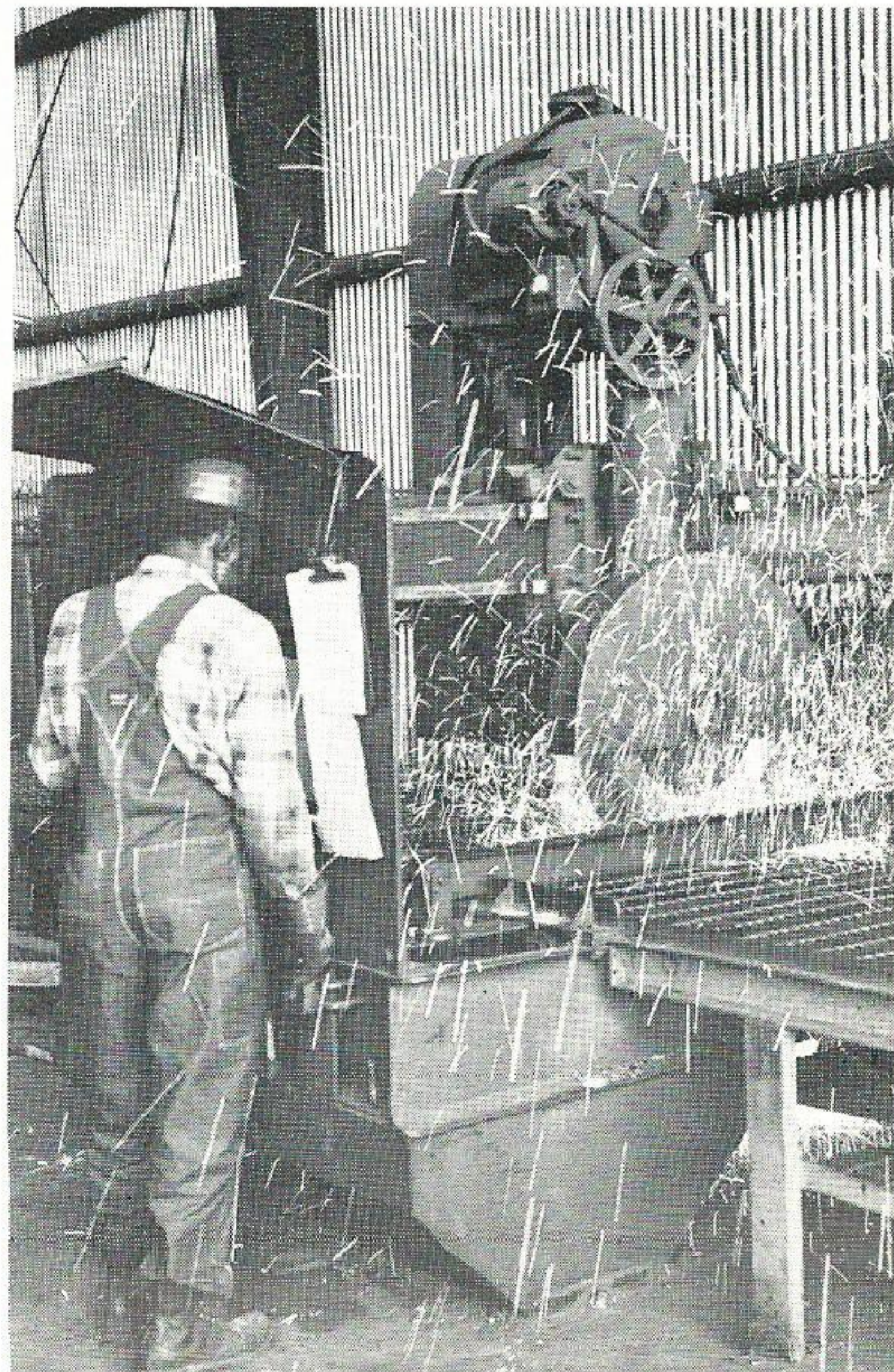
Plant at Navasota, Vitro-Tech Plumbing Fixture Company at Herne and a brick plant at Bremond.

During 1961 there will be a large scale oil exploration program in San Jacinto County and Lone Star Gas Company will build a stripping plant at Corrigan.

In order to meet the demand for more electrical service in the division, construction will begin on a new bulk substation at Huntsville. New transmission lines will be built from Conroe to Huntsville to Riverside and from Braggs to Livingston. These will be the major construction jobs in the Navasota Division during 1961. It is expected that work will begin on them by spring or the middle of summer. Work will also continue on lengthening and enlarging our distribution lines throughout the division.

As we move into the Sixties, we find that our division has come a long way—from an age where the economy was based on land products to the age where it is being more and more based on industry. By working together with the people we serve we will try in the next decade to bring this section of Texas, steeped in history and tradition, up to the more stable economic level of our Company's other divisions.

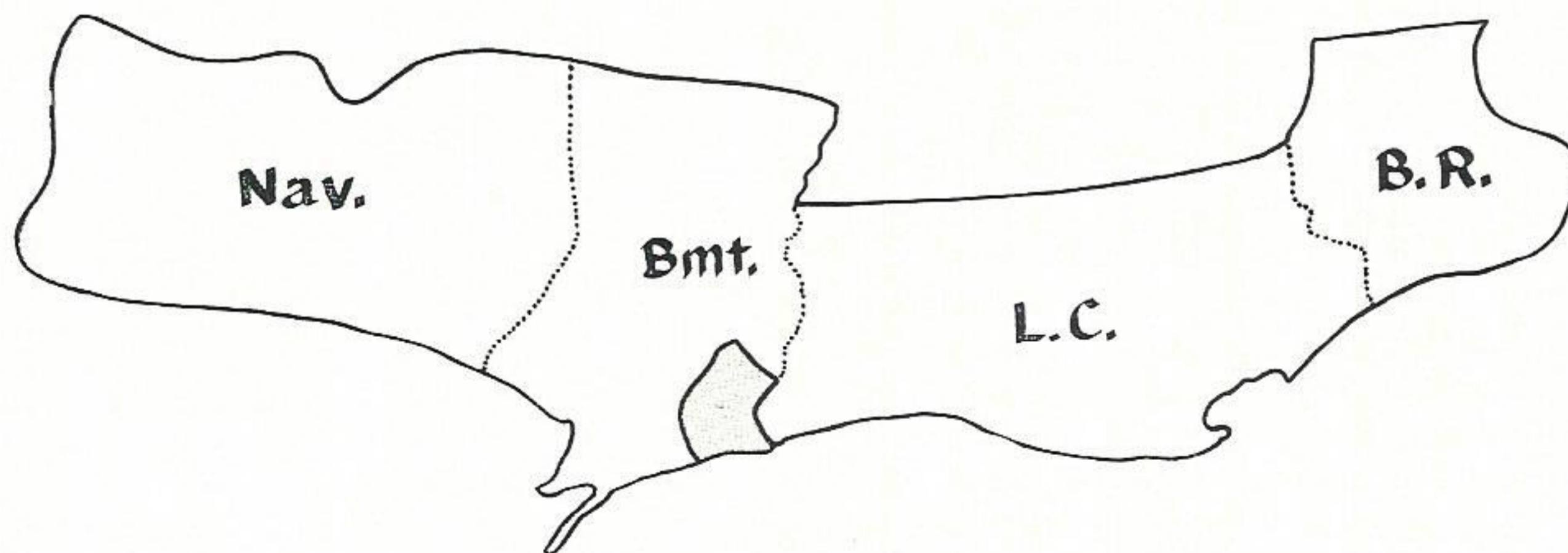
NEW INDUSTRY IN NAVASOTA. New industries, like Borden Metal Products Company at Conroe, help give employment to hundreds in the Navasota Division.





PORT ARTHUR - THE PETROCHEMICAL BACKBONE

by
C. M. SCOTT
Division Manager



PORT ARTHUR Division is different from our other four divisions: its economy is centered around our industrial and manufacturing plants, and we are fast becoming one of the petrochemical centers of the nation. Most of the employed here work for one of the 16 industrial plants or in a closely allied field. Manufacturing accounts for 46% of the employed in Port Arthur, while in Beaumont the corresponding figure is 17.4%. Ten large industries at present employ about 19,500 persons.

Surprisingly enough, there are fewer commercial establishments in this division than in most areas with a comparable population.

It is significant also that for many years people in our division have enjoyed a higher average take home pay than in any other division our Company serves.

On the assets section of our division ledger we cite the "family" attitude that helps our Gulf States employees work well together. We are a very closely-knit group and that is an asset that makes for good working conditions and for good relations with the communities we serve.

Customer Relations

We enjoy good relations with our customers, but I think they can be cemented even more firmly during the Sixties. We can take an even more active role in local and governmental affairs. I'm not speaking just of a few supervisory personnel, but about all Gulf Staters who are interested as citizens in their home communities.

The Port Arthur area has a problem with which all of its citizens should be seriously concerned. There is a noticeable lack of political integration here. Our small area is split into seven municipalities, each with its own separate form of government and community services.

The second reason is even more important. In inducing new industries to build and operate a plant in this area, we must first show them what advantages they will gain here. They know that we have the natural resources. But they are also interested in the local environment. They ask questions about local governments, tax structures (some taxes actually penalize large industries), schools, churches, parks, etc.

The only way to lure industries here on a large scale is to present a picture of a unified and progressive area.

We do believe that more industries—primarily petrochemical and plastics—will settle here, because we believe that, in the Sixties, the citizens of this area will find a way to agree, and will compromise their differences and form one large community for the good of all. And then we'll see progress like we haven't known before—and more prosperity too.

We also have a problem with our canal, which is government-owned. For the past several years, its water has

been eroding the banks from under the city and our island. We need and hope to obtain a seawall to protect Port Arthur and the South County area from hurricane flooding. We have appealed to the government to rectify both of these conditions. Improvement here will also help in improving transportation for industries.

Our Company is presently participating in the development of an "Industrial Park" on the canal, where five to fifteen-acre plots will be offered to small industries and commercial establishments.

Port Arthur, more than Beaumont, is rapidly outgrowing its available land. New industries will have to locate in this industrial park. Residential areas have no place to expand except to the north. Port Arthur housing developments are gradually creeping into the mid-county area. Eventually there will be no open space between our cities, and we will compose—perhaps within 20 years—one big city. (Then we **will** need a unified government on a local scale, and it is

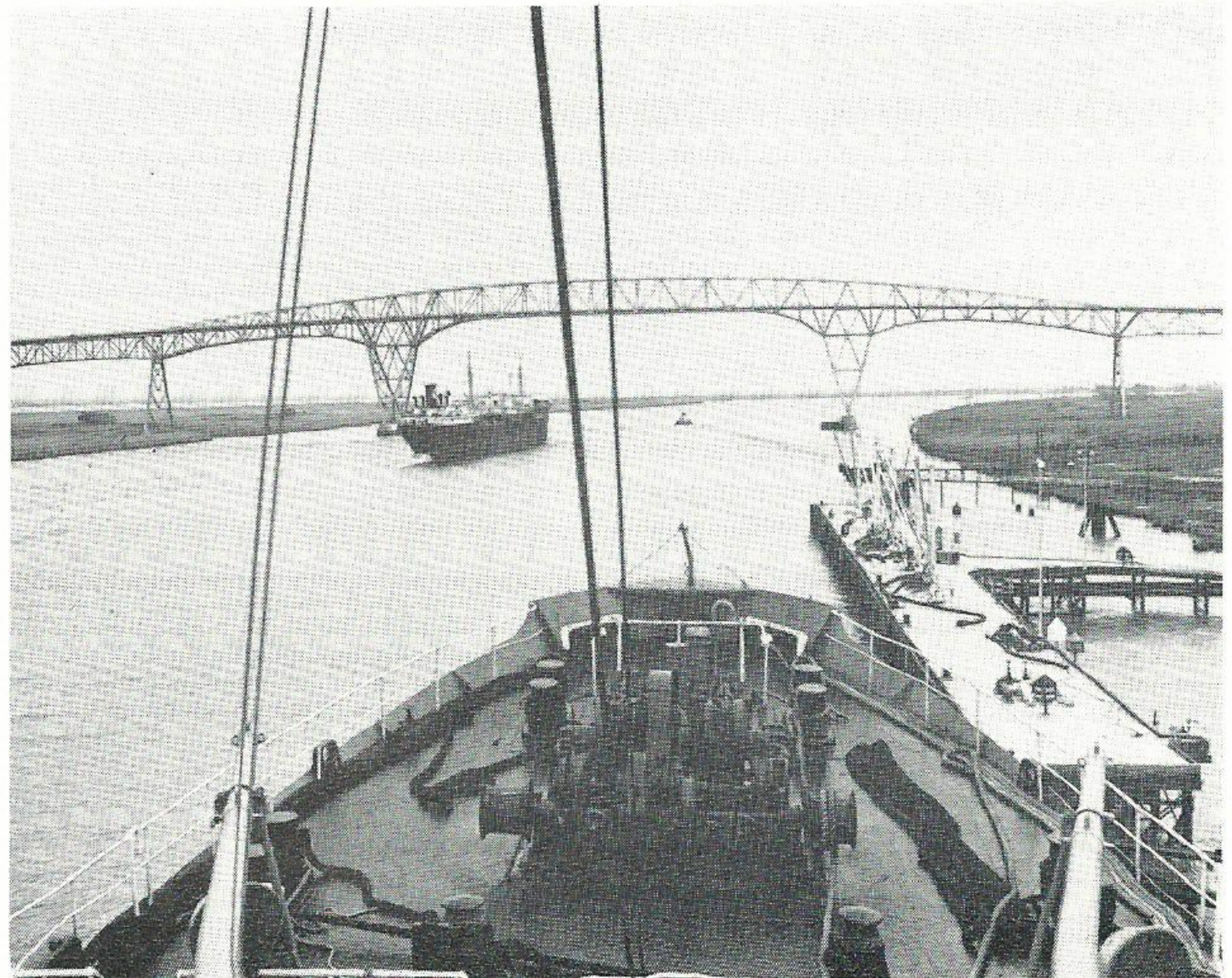
not too early to start organizing it now.)

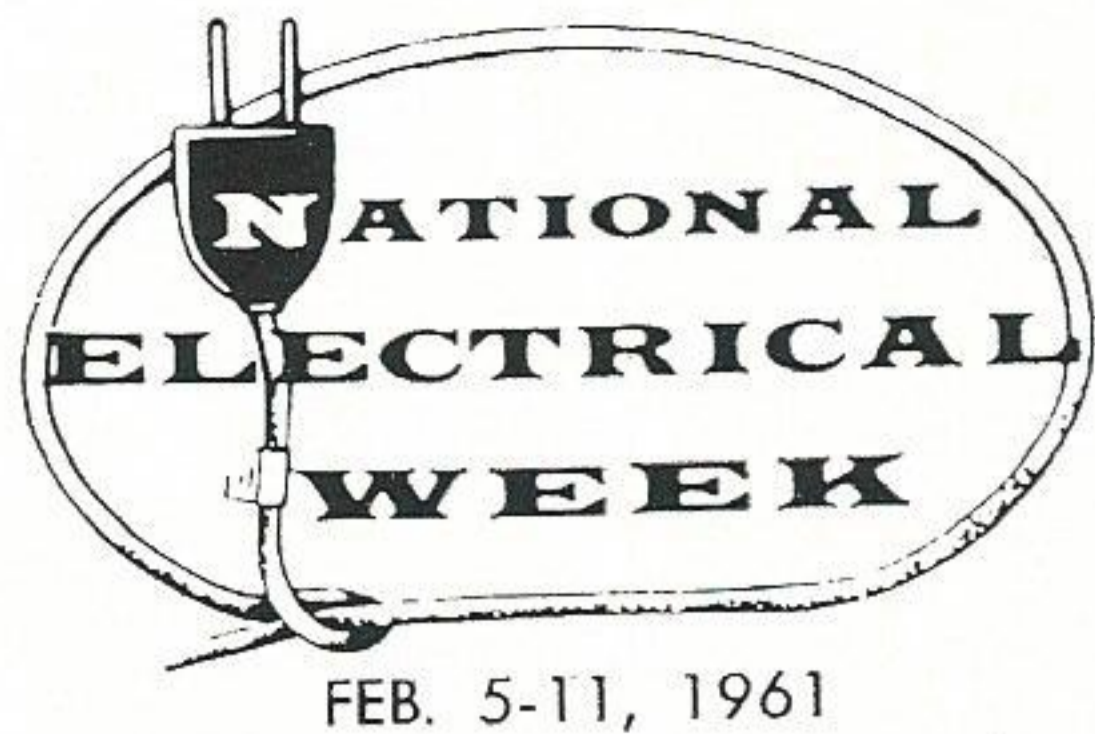
With this in mind, and looking to the future, we have devised a rather complex network of substations and transmission lines tied to Sabine Station to supply power to prospective industries along the canal and to the new residential areas. This new construction has already begun and will proceed at a feverish pace during the coming year in order to keep ahead of the expansion. For example, we are building a large bulk substation near Jefferson Chemical plant, just across the river from the new Sabine Station, and it is tied in now to the Beaumont-Orange transmission system.

If there is a nationwide recession in 1961 (as some predict), I doubt that it will be felt here. With the coming of new industries, Port Arthur—which already has seen yearly increases in use of electricity as large as 30% in some areas—will grow even faster. Concurrently, this will increase the standards of living, education, and of prosperity throughout the area.

GATEWAY TO THE GULF. These ocean-going vessels travel up the canal under the Rainbow Bridge to dock at either Port Arthur or one of the industrial docks along the canal. The

accessibility of Port Arthur to this waterway is responsible for a great deal of this area's prosperity.





NATIONAL ELECTRICAL WEEK SALUTES OUR "INVISIBLE HELPER"

How Many Electric Motors Help You?

EVEN the average Gulf Stater, whose job keeps him familiar with the versatility of electricity, would be stumped for a while if someone asked, "How many electric motors are there in your home?"

Maybe five? Ten? Guess again. Chances are that at least 25 of the silent servants are heating, cooling, cutting, lifting, cleaning or pulling for you every day.

With National Electrical Week just around the corner (February 5 - 11) now's a good time to remind ourselves and our friends how much we all depend on Reddy Kilowatt. Few folks are aware that today we're literally surrounded by electric motors in our homes. A typical day in a Gulf Coast home would reveal just how much our lives are affected by electric motors.

Rise in the morning to the alarm of an electric clock powered by a two-watt motor, one of the tiniest made. The electric shaver that you put to your face has a 1/100 horsepower motor in it.

Set the thermostat and the central heating system comes on, throwing into life from two to five motors to pump fuel and blow warm air.

If you're lucky enough to have an all-electric heat pump, the changes in temperature activate electric motors which literally pump warmth in from the outside air in winter, or pump warm air outside to cool the home in summer.

The wife switches on her electric range. An electric timer clocks the cooking time of your egg. A motor whisks away cooking odors.

Juice comes from oranges squeezed by an electric motor. The refrigerator that keeps it cool contains several motors, some sealed from dust for years of trouble-free service.

Walk to your garage and the garage door is opened by an electric motor. You drive away in a machine filled with electric motors.

The Lady of the House begins her daily routine. Cleaning the table, she dumps scraps into the electrically operated food waste disposal where they

are ground to pieces and flushed away.

She gathers the soiled clothes, tosses them into the washer, turns a switch and powerful electric motors take over the once-backbreaking washing chore. Then they're popped into the electric clothes dryer where more motors go to work.

While Reddy is occupied with the clothes, other kilowatts help vacuum the house. All is spic and span in jig time.

Madam may decide to bake a cake. An electric mixer mixes. The knife sharpener and food grinder are there to pitch in if needed. Both have electric motors.

She takes a roast from the freezer, which has several electric motors, and puts it into the oven. If it's one of the more modern electric ranges, electric motors turn the meat and control the cooking time.

She shampoos her hair. The hairdryer, powered by an electric motor, speeds the job. Taking a coffee break, she switches on the television set. She adjusts the antenna by means of an electric motor. The hi-fi set nearby, also runs on electric motors.

If the man of the house has a hobby shop, chances are it is filled with gadgets powered by electric motors—drills, saws, planers, sanders, punches—to take the work out of workshop.

Beginning to get the kilowatt picture? It's small wonder that our 260,000 residential customers recently hit a new peak of an estimated 4,070 kilowatthours per year of electric use. That's 7.24% more than the national average. And best news of all, in these days of inflation and high prices, is that the average price our customers pay for each unit of electricity is 35.7% lower than it was back in 1940.

Like Christmas, National Electrical Week may come but once a year. But ask the modern homemaker and she'll probably tell you that she celebrates Tom Edison's "magic sun" 52 weeks a year, not with fanfare, but certainly with sincerity.



Meet Mr. and Mrs.

JOHN SCOTT, AMERICANS



"I hereby renounce all allegiance to my home country. I will never lose my love for her, but I renounce all allegiance and affiliations and promise henceforth to be completely loyal to the United States of America . . ."

With those words, Mr. and Mrs. John Scott, formerly of Ireland, became new Americans at the Federal District Court in Beaumont, in December. John is in the General Accounting Department in our Beaumont office, where he joined the Company in November, 1954, soon after arriving here from the Emerald Isle.

With 30 other new citizens, from 10 different foreign nations, Mr. and Mrs. Scott became naturalized citizens in a brief but impressive ceremony, while a happy group of their fellow GSUers watched. For six years John and his wife had been waiting and studying for this moment. Essential to their citizenship was a thorough knowledge of our American history and customs, and especially of our Constitution and Bill of Rights. They were tested thoroughly on their knowledge.

"It wasn't difficult," smiled John (His voice still retains just a bit of the 'auld country's accent). "I studied the Constitution because it interested me; because it's one of the greatest declarations of human rights and a fundamental statement on the majesty of mankind. For us it represented a new way of life, a new door opening to us, and a future full of hope."

And as Mr. and Mrs. John Scott proudly recited the Pledge of Allegiance to the Flag for the first time as American citizens, it occurred to at least one onlooker that perhaps all of us—especially natural-born citizens—should go through this ceremony of becoming citizens, as if we too were fresh newcomers. Perhaps it would serve to remind us—because we sometimes, God forgive us, forget—of the greatness which is our American heritage.



NATURALIZED CITIZENS John and Mary Scott proudly display their papers of citizenship. They were also presented with copies of the Declaration of Independence.

CITIZENS BY BIRTH. Sons John P., 4½, and Martin, 3 months, were both born in America and so are citizens by birth.



System Residential Sales Manager

F. Parker Allen, Retires February 1

F. PARKER ALLEN, manager of system residential sales, Beaumont, will retire February 1 upon completion of more than 43 years in the public utilities field.

Mr. Allen started his career in the sales department of the Electric Light and Power Company of Abington, Massachusetts, on January 4, 1918. On June 22, 1926, he joined our Company as superintendent of merchandise sales in Beaumont.

Mr. Allen's entire length of service with our Company has been in Beaumont. In 1942, he became supervisor of customers service for the Texas Division, and in 1943, he was promoted to manager of customers services department.

In 1945, Mr. Allen was named merchandise manager for the entire system, and in 1946, he was promoted to the position he holds at the time of his retirement.

As manager of residential sales, Mr.

Allen has helped our Company win a number of national awards for residential kilowatt-hour sales. He has also guided the Residential Sales Department in its sales of Kilowatthours used per customer to a high of 4,070 annually.

The duties of Mr. Allen included planning, directing, promoting and coordinating the annual residential sales programs for the system. He also coordinated the activities of our Company's cooperative programs for residential sales dealers and the division sales departments.

Mr. Allen has worked actively on a number of committees of the Edison Electric Institute. He is presently a member of the Residential Appliance Promotion Committee. He is also serving on the Heat Pump Task Force of the Southeastern Electric Exchange.

A native of South Weymouth, Massachusetts, Mr. Allen received his education in the public schools of South Weymouth.



Mr. Allen

Mr. Allen has long been active in civic and public affairs in Beaumont. He has served as treasurer of the Beaumont Exchange Club for many years and is a past president of that organization. He is a member of the Beaumont Club, a member and past president of the Beaumont Sales Executives Club, the Beaumont Chamber of Commerce, the Young Men's Business League, an Oddfellow, a Mason, and a member of St. Marks Episcopal Church of Beaumont.

A. J. Prejean, Port Arthur Sales, To Retire After 35 Years

ON February 1, A. J. Prejean, residential sales representative, senior, in the Port Arthur Sales Department, will retire after a 35-year career in the utilities field.

Mr. Prejean came to work as a lineman in the Port Arthur T&D Department on September 14, 1926. He has spent his entire time of service in the Port Arthur Division.

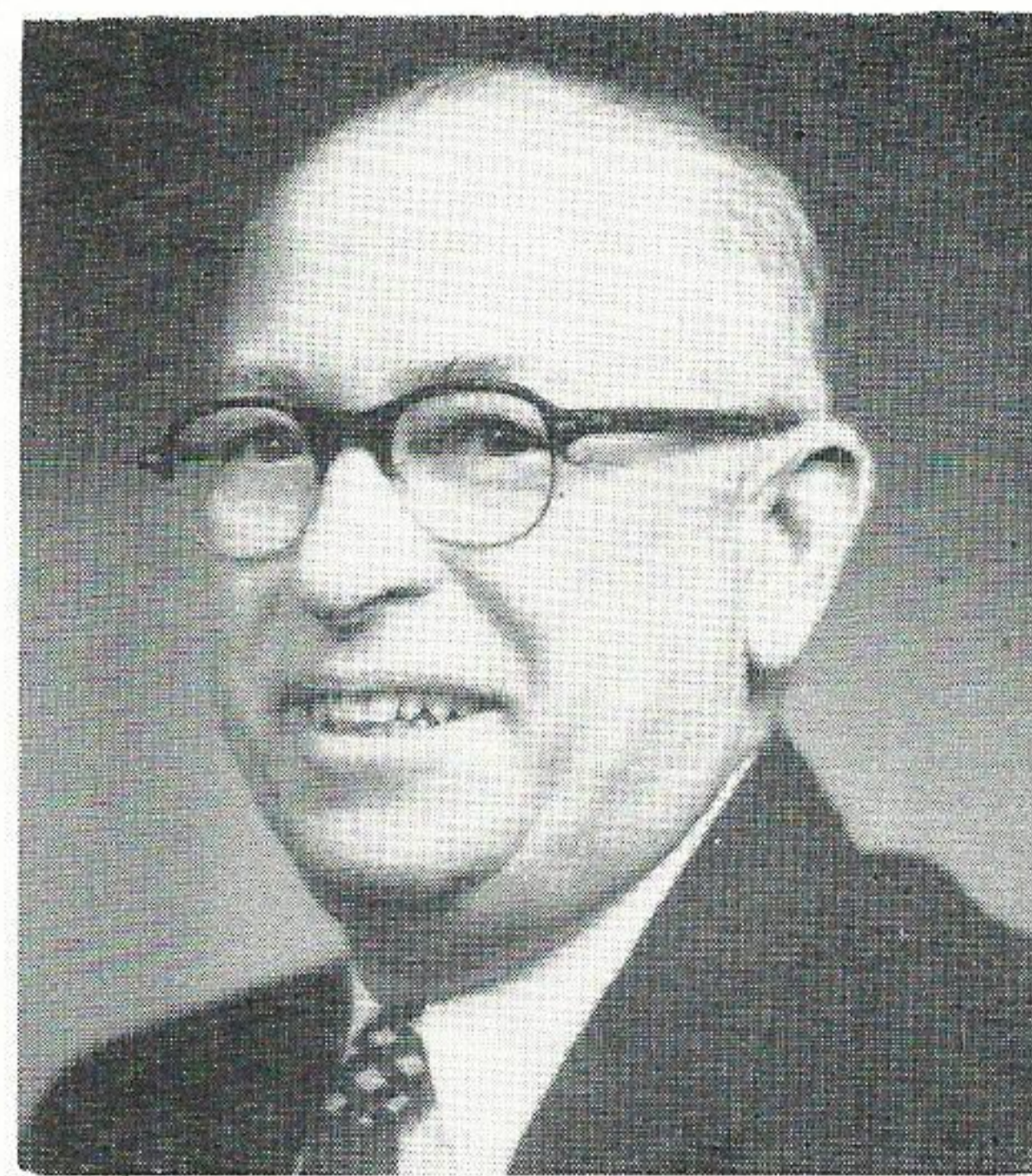
In 1933, he advanced to troubleman, and in 1935, he was promoted to district representative. From 1942 until 1947, he was a serviceman first class, in 1947, he was transferred to the Sales Department and promoted to residential sales representative. In 1949, he was promoted to residential sales representative senior.

A native of Abbeville, Louisiana, he

received his education in the Abbeville schools. Prior to coming to work for our Company, he worked as an electrician for oil companies in Port Arthur and Houston.

For a number of years, Mr. Prejean was a professional ball player. He started his baseball career in the Louisiana State League soon after high school, moving from there to the East Texas League where he played for Longview. He went from the East Texas League to the Tri-State League in Nebraska, where he played on the Beatrice and Omaha teams.

After retiring from baseball playing, and coming to work with our Company, he played semi-pro football with the Port Arthur Pirates for a number of years.



Mr. Prejean

Mr. Prejean has long been interested in sports activities for the young people in the Port Arthur area. He has been active in the Little League as an umpire. And his plans for the future include more umpiring and getting in a lot of golf playing.

*In Department Heads
Meetings . . .*

Economical Operations Hold Line On Inflation

Government Power, Systemation, Discussed

THE "facts of life" about public power, and the exciting story of what we are doing to cut costs and improve service, were presented to key Company personnel at Department Heads' meetings held in Beaumont, December 5, in Baton Rouge, December 6, and in Lake Charles on the 8th.

Growing Government Power

J. J. Morrison, executive vice president, clarified the current situation of public power as it affects our Company and the investor-owned electric power industry.

"It is in the best interest of all electric industry employees to understand that the threat from public or federal government produced power is very real and very critical," Mr. Morrison said. "It is particularly critical since the incoming national administration's platform advocates extending public power on every front," he added.

Today the governmental bodies are generating almost 25% of the total generating power produced in the U.S.



COMPLETES STUDY COURSE. Vic Norvell, left, local superintendent, Woodville, and C. R. Brinkley, district superintendent, Liberty, receive certificates of completion from Rex Lee, manager, Beaumont Division, after finishing the Public Utility Report Guide Program. The PUR

Federal power plants have generating facilities equalling the total installed capacity of all investor-owned utilities in 1942. Federal power projects are increasing by 4% a year. The federal government owns approximately 100 hydro-electric dams and 20 steam plants and, furthermore, public power advocates are planning projects which, if carried out, will total twice what the federal government presently has.

Mr. Morrison traced the progress of the Tennessee Valley Authority from its small beginnings in 1933 as a government-operated, flood-control project to its present status as the largest electric power producer in the world.

Mr. Morrison punctured the so-called "yardstick" philosophy often mentioned by public power advocates as justification for federal power to "control" rates of investor-owned electric companies.

"There can be no comparison," he said. "About half of each dollar of income our Company receives goes for taxes and cost of money; government power pays little or nothing."

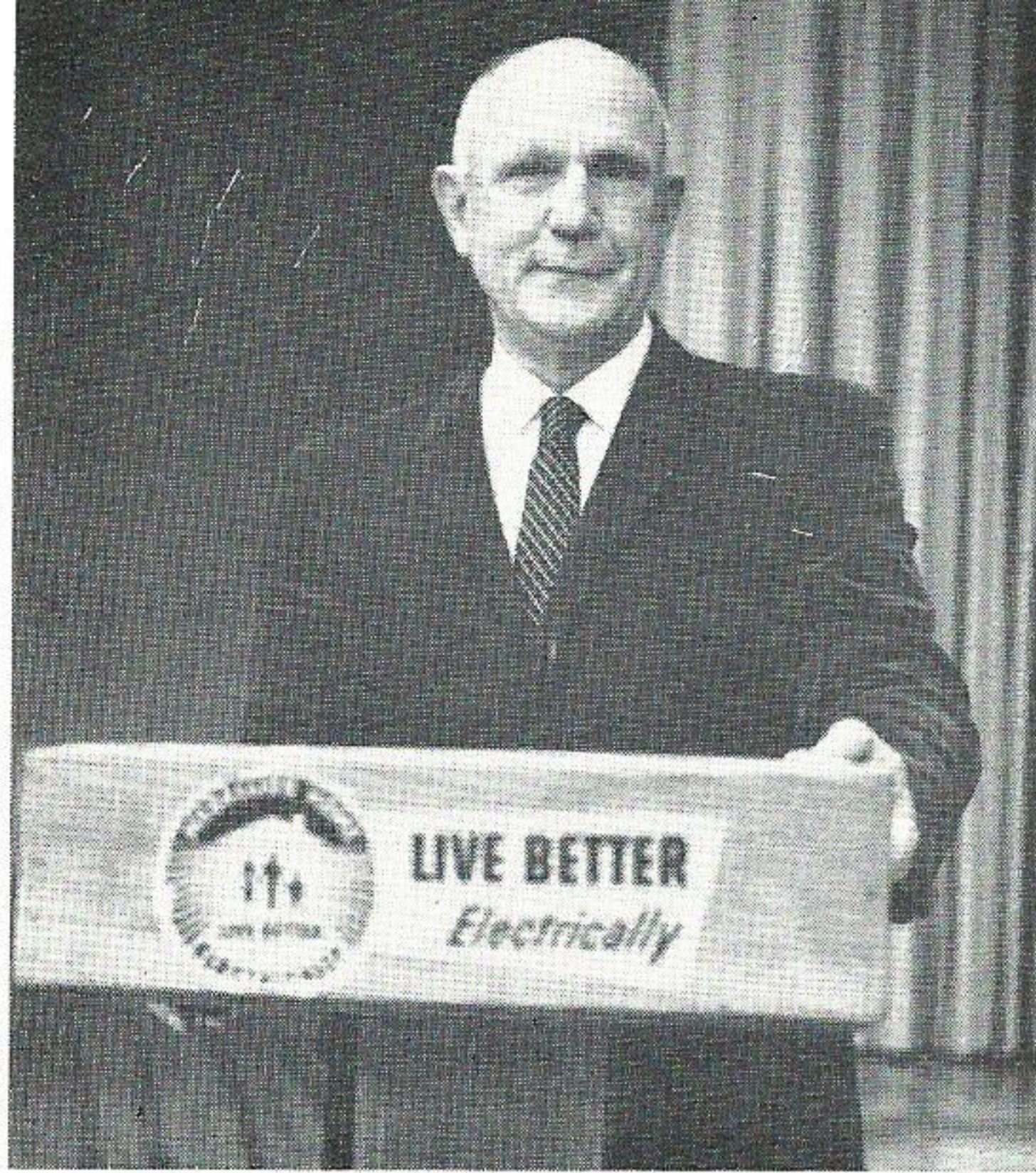
program is comprised of a series of 50 weekly, eight page guides representing a simplified step-by-step study of the nature of the utility business. At the present time 44 supervisory personnel have enrolled in the course.

Figari Keynotes Production's Presentation

The Production Department's E. E. Figari, office engineer-executive, explained the continuing efforts of the Production Department to keep generating costs low in the face of ever-increasing costs of everything.

Since there is little or no control over three factors: fuel costs, labor, or materials (some variation, but limited), the only way to hold down spending costs is to keep at a minimum the number of employees needed to operate our plants. This is particularly effective economically at older power stations where fuel costs are higher than the system average.

Installation of Central Information Systems has helped cut costs. We were the first utility to take this step. Now the Production Department is undertaking "complete" systemation at Riverside Station in Lake Charles. Other ways to accomplish savings are by extending the times between turbine internal maintenance checks, and by contracting major jobs to outside labor crews.



Mr. Figari

Saving Money By Improving Water

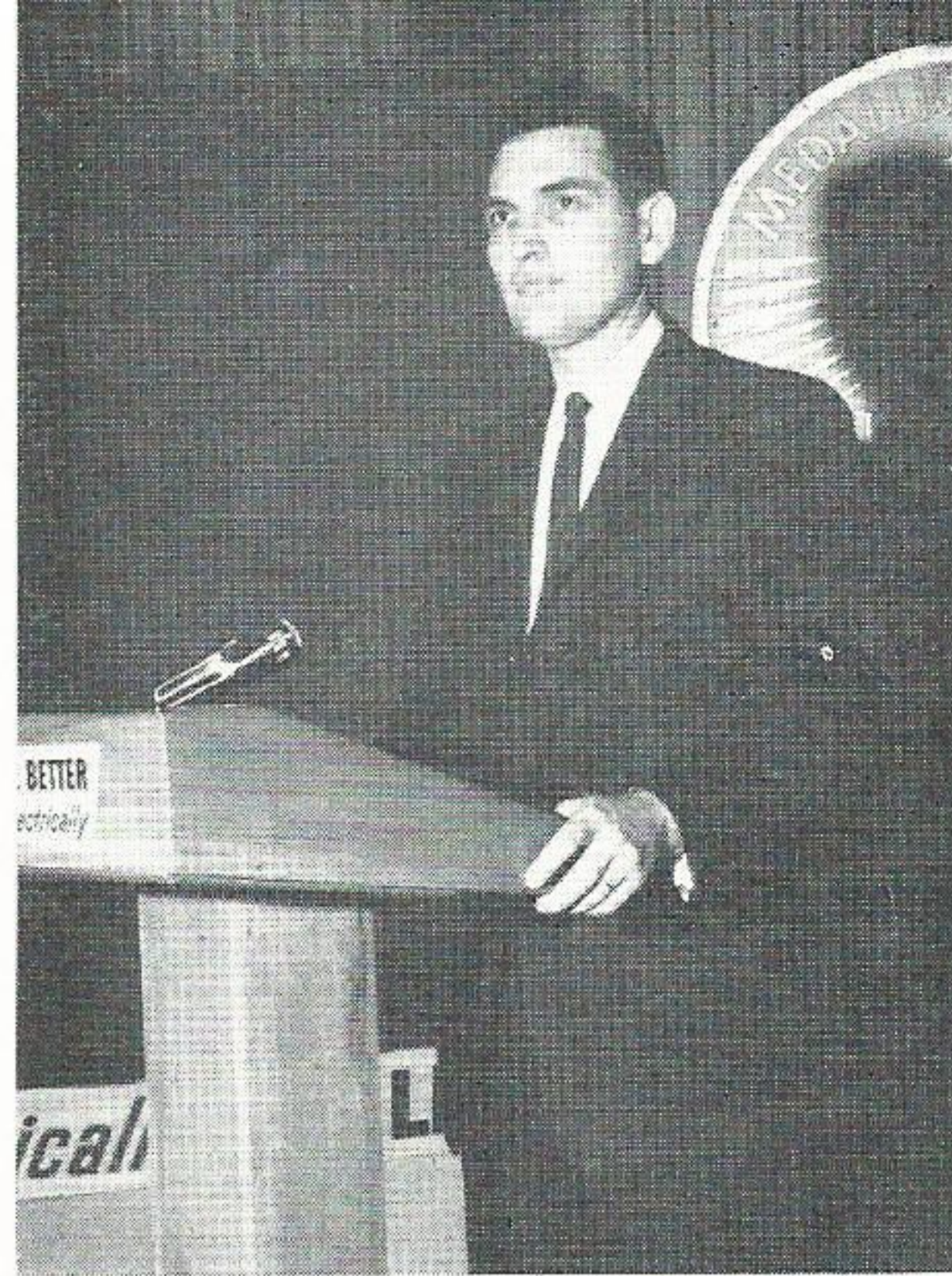
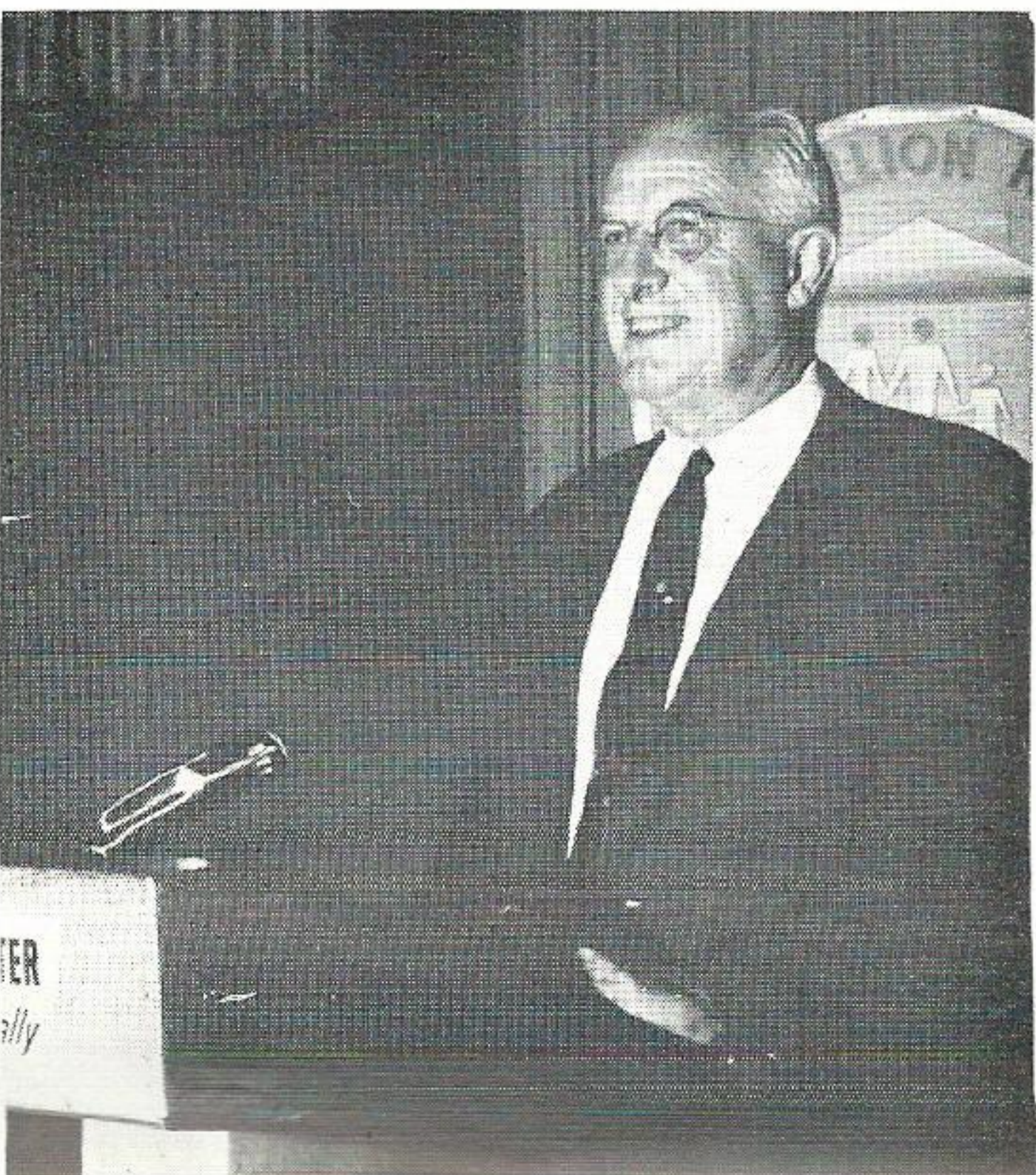
W. B. Gurney, superintendent of results in the Production Department, talked about money too, and how our Company can save it by improving the quality of the water supplied to generating plants. Water of poor quality can corrode tubes and bring about expensive repairs. By constant experimentation, the Results Department is using chemicals and cooling towers to improve the purity of the water received and reduce its corrosive characteristics. They are constantly looking for new sources of good water—water that is chemically pure.

He reported that good water had been located in Orange County, about five miles from Neches Station. This water will be pumped out and piped to the new Sabine Station and to Neches Station.

Systemation—The Way To Operate Future Power Plants

“Systemation”—the automatic way to control power plants is coming to our Company, and its progress was

Mr. Gurney



Mr. Warmack

traced by J. L. Warmack, electrical engineer, Production Department.

The new digital computer system at Sabine Station will, when that station goes on the line in 1962, be capable of reducing control functions so that one operator can run the entire station.

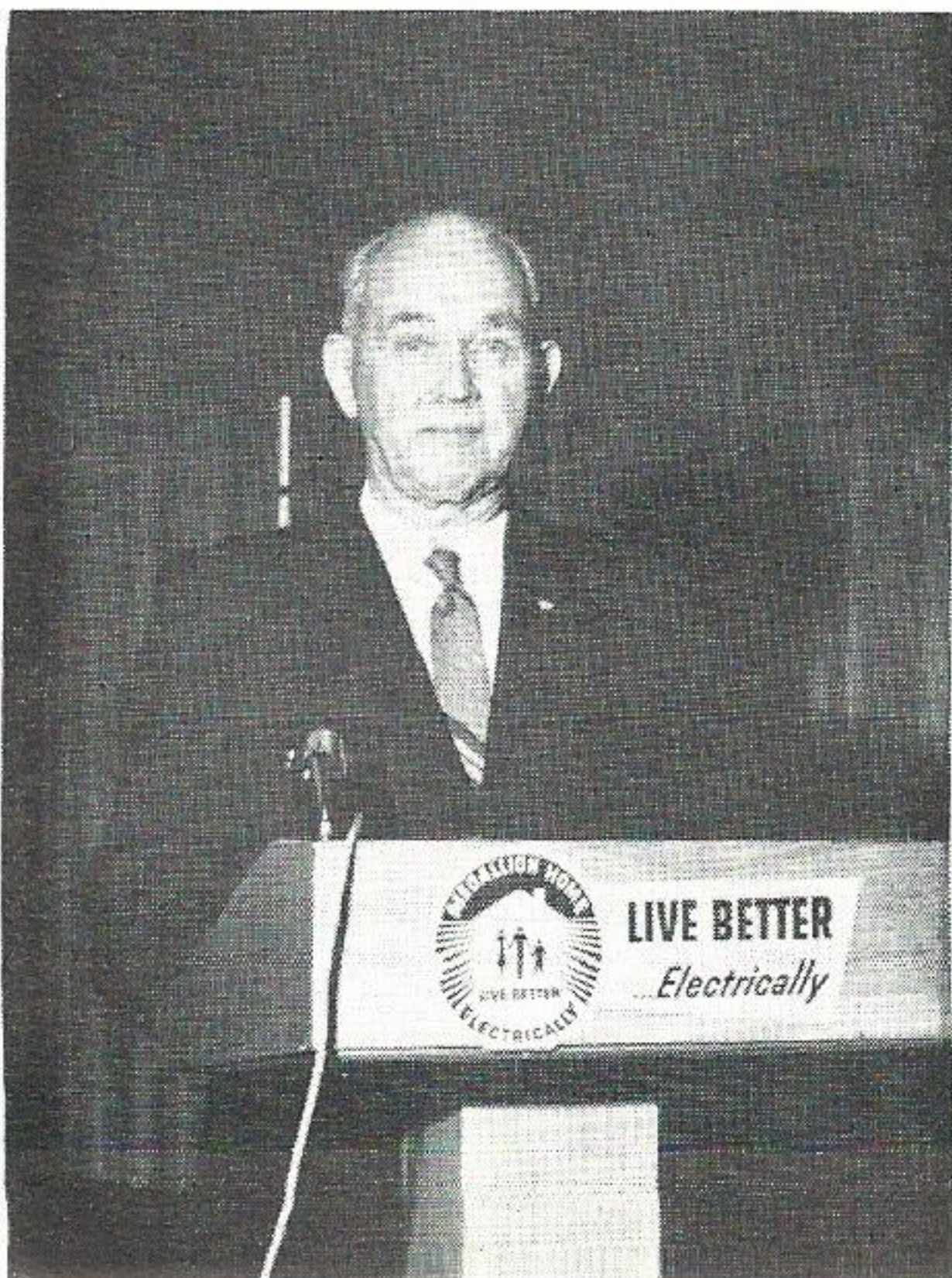
“We realize that there will be other problems,” he said. “For instance, an operator left all alone with only buttons to push might develop emotional problems. But we are aware of the pitfalls and problems inherent in this situation, and will be able to cope with them.”

The Changing Picture At Riverside

L. R. Eddins, superintendent of Riverside Station in Lake Charles, told how the process of introducing systemation to Riverside would alter the situation there.

“We have interviewed most of the present employees, and explained to them how systemation will affect them. No present employee will lose

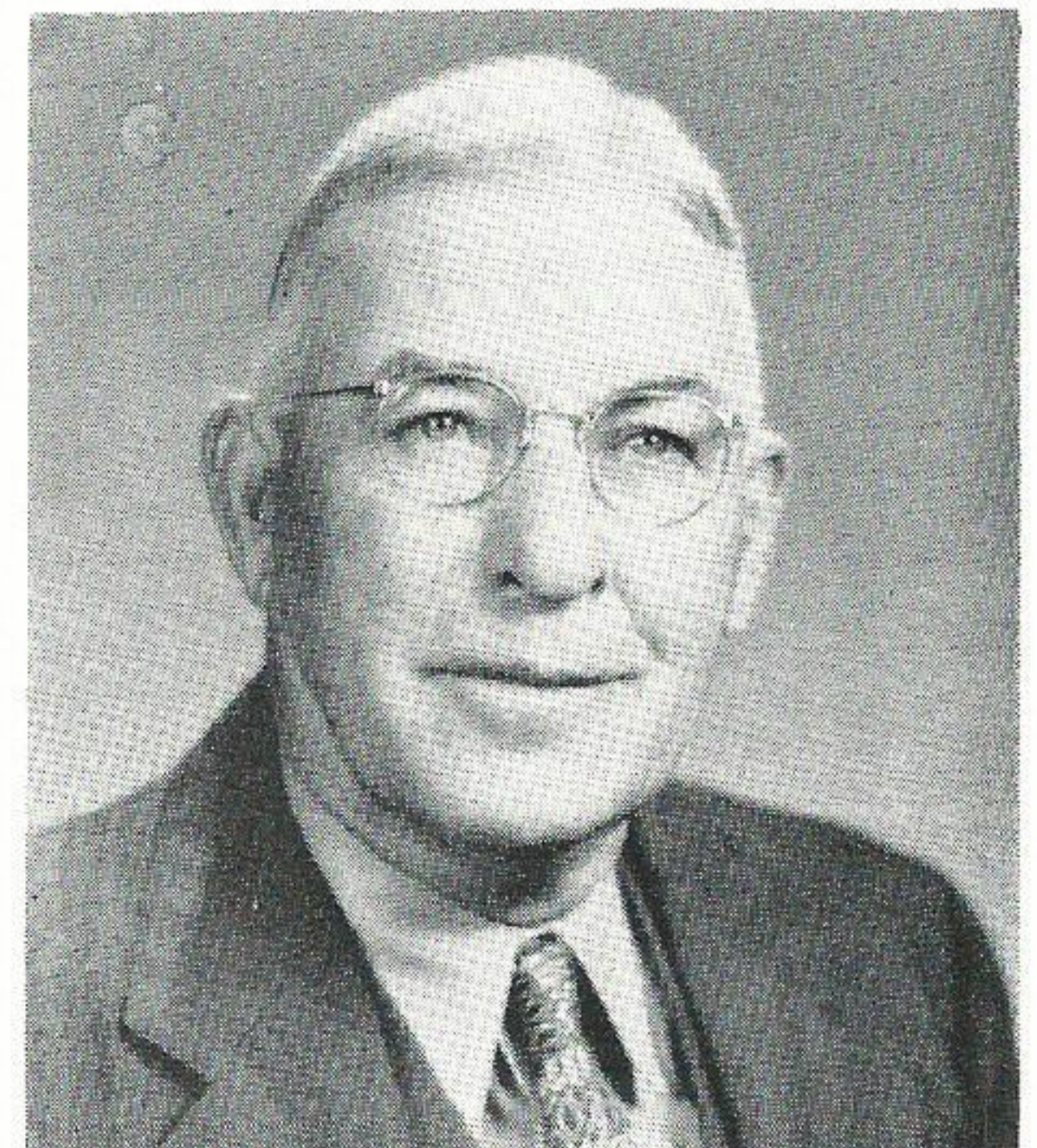
Mr. Eddins



his job because of it. When the automated equipment is installed by Allis-Chalmers in 1961, it will release 13 operators who can be used at other stations.”

In the future, he said, Riverside Station will be used only as a “peaking station,” meaning that it will be placed in service only when the load demand is great enough to cause a peak all over the system, and then the added electricity it can generate will be needed. Only one operator per shift will be required to run the station, he said, because countless reading and other manual operations have been eliminated by the new equipment.

All speakers emphasized that, as we enter the sixties, our Company will meet and overcome the daily challenge of rising costs so that we can continue to provide plenty of low-cost electricity to our customers.



Mr. Garrett

Funeral Services Held For W. A. Garrett, Silsbee

FUNERAL services were held January 6 in Silsbee for Wylie A. Garrett, 64, distribution inspector in the Beaumont Division. Mr. Garrett died January 4 in Hotel Dieu Hospital following a lingering illness.

Mr. Garrett, a native of Batson, Texas, had been an employee of the Company since 1916, beginning as a street car operator for our predecessor company. He worked in various positions in the Line Department and became a line foreman in 1937. He became a distribution inspector in 1955.

He is survived by his wife, Mrs. Katherine Garrett of Silsbee.

“WHAT CAN I DEDUCT?”

Part one of a two-part Article

NOW is the time for all good men—and women—to get that income tax return made and mailed.

Here are some step by step directions which may help you get the job done and, perhaps, save you some money.

To begin — gather all records, receipts, check stubs, pay vouchers, deposit slips.

Now total your income from all sources. Some income items are not taxable. Be sure to exclude all non-taxable items by checking the list which follows.

Next, check for every possible deduction. Use the accompanying list for guidance.

You are ready now to decide on which form of three is best to use.

Form 1040-A — This is a card form. Use it if your income was less than \$10,000 and consisted entirely of wages subject to withholding and not more than \$200 of income other than wages, dividends and interest and if your deductions total 10% or less of your gross income. If you use this form and your income is less than \$5,000, you need not figure your tax. Internal Revenue Service will figure it and send you a bill.

Form 1040-W — If your income consists of salary, wages and similar compensation and includes not over \$200 from dividends and interest, this is a simple form to use. It allows for listing deductions, which you should do if they total more than 10% of your gross income.

Form 1040 — This is the familiar old meany. You may use it regardless

of the sources or amount of your income. It is not too tough if your records are complete, but you will be wise to consult a tax expert if you include travel or entertainment expenses and if you have sold real estate or other income producing property.

The law allows a deduction of \$600 for yourself and every eligible dependent. If you are married, a joint return usually is advantageous. Both persons may take the \$600 deduction—a total of \$1,200.

You are entitled to the \$600 deduction for your child, stepchild and adopted child if he is under 19 years of age or if he has been a full-time student for five months or more in 1960 in a recognized educational institution and you provided more than half of his support. This is so even though your child is older than 19 and had a gross income of more than \$600.

No deduction may be taken twice. For example: if your child is married and files a joint return, you may not take the \$600 deduction.

Dependents must be U. S. citizens to qualify for a deduction.

You may take the deduction, also,

for any related dependent who received more than half his support from you and any member of your household, not necessarily related, who received more than half his support from you, provided in both cases, that the individual did not have gross income of more than \$600.

An **additional** \$600 deduction is allowed if you or your spouse is over 65 years of age; \$1,200 if both persons filing a joint return are over 65. For tax purposes, you were 65 throughout 1960, even though your birthday was January 1, 1961. Any blind tax-payer gets a deduction of \$600 in addition to other deductions for which he qualifies.

If you are planning to be married early next year, consider moving the wedding into December this year. You may then claim the \$600 for your spouse for the entire year.

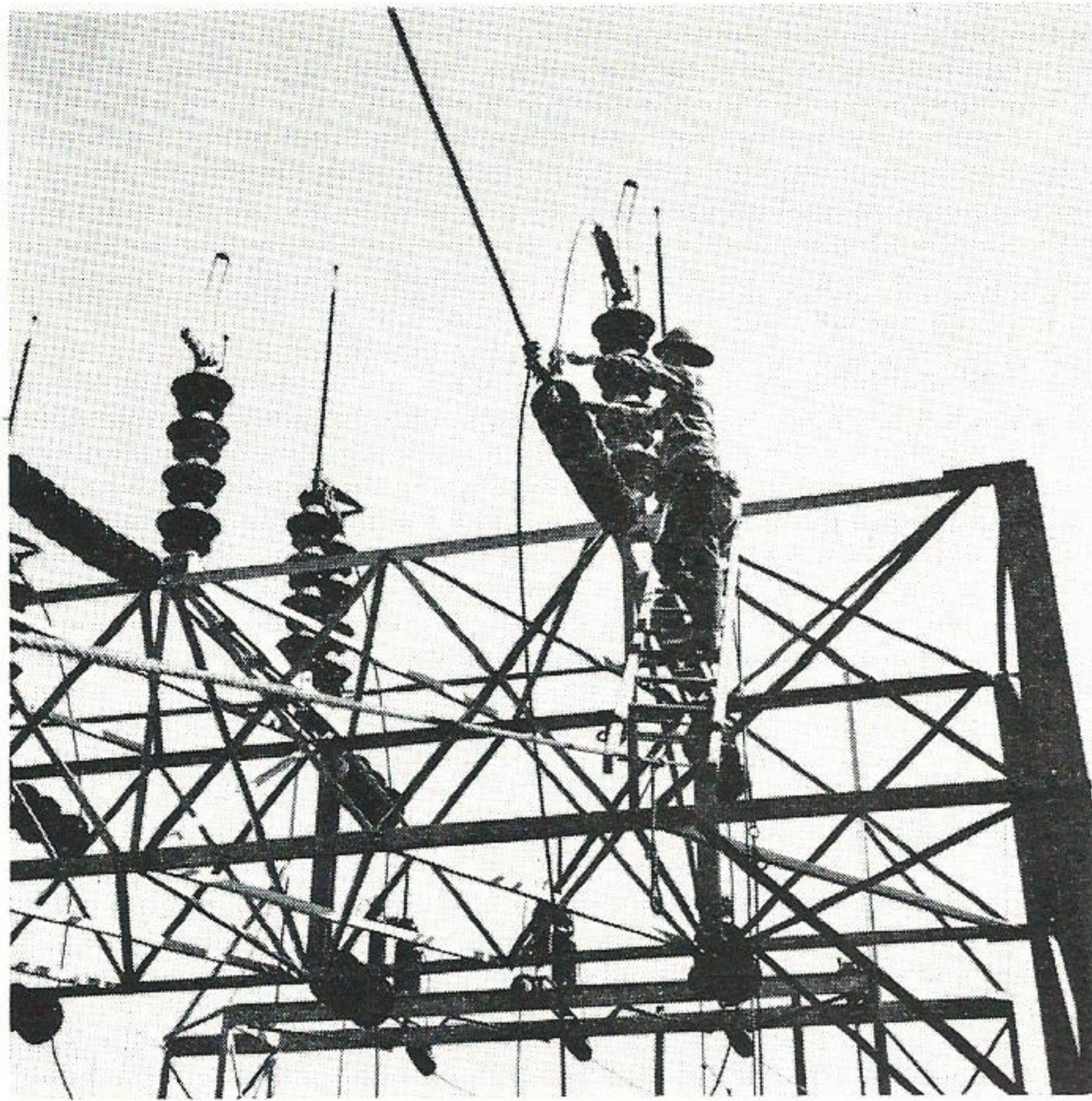
If your spouse died in 1960, you are entitled to the deduction for the entire year, if you did not remarry. If you remarried, you are entitled to one \$600 deduction, but not two, even though you had two wives, or husbands, during the year. If you were divorced in 1960, you cannot claim the divorced spouse as an exemption. But you may have deductible alimony. Some technicalities here, so you had better ask a tax man about this point if it applies to your case.

Your return has a greater chance of being audited this year than in any previous year because the Service has more automatic machines than before. A deduction that looks large to an examiner, even though it can be supported, may lead to a “call-at-this-office” letter. Compare your deductions with the averages for your bracket, in the following table, and be prepared to defend your **entire** return if any item looks out of line. The figures are not absolute but can be used for guidance.

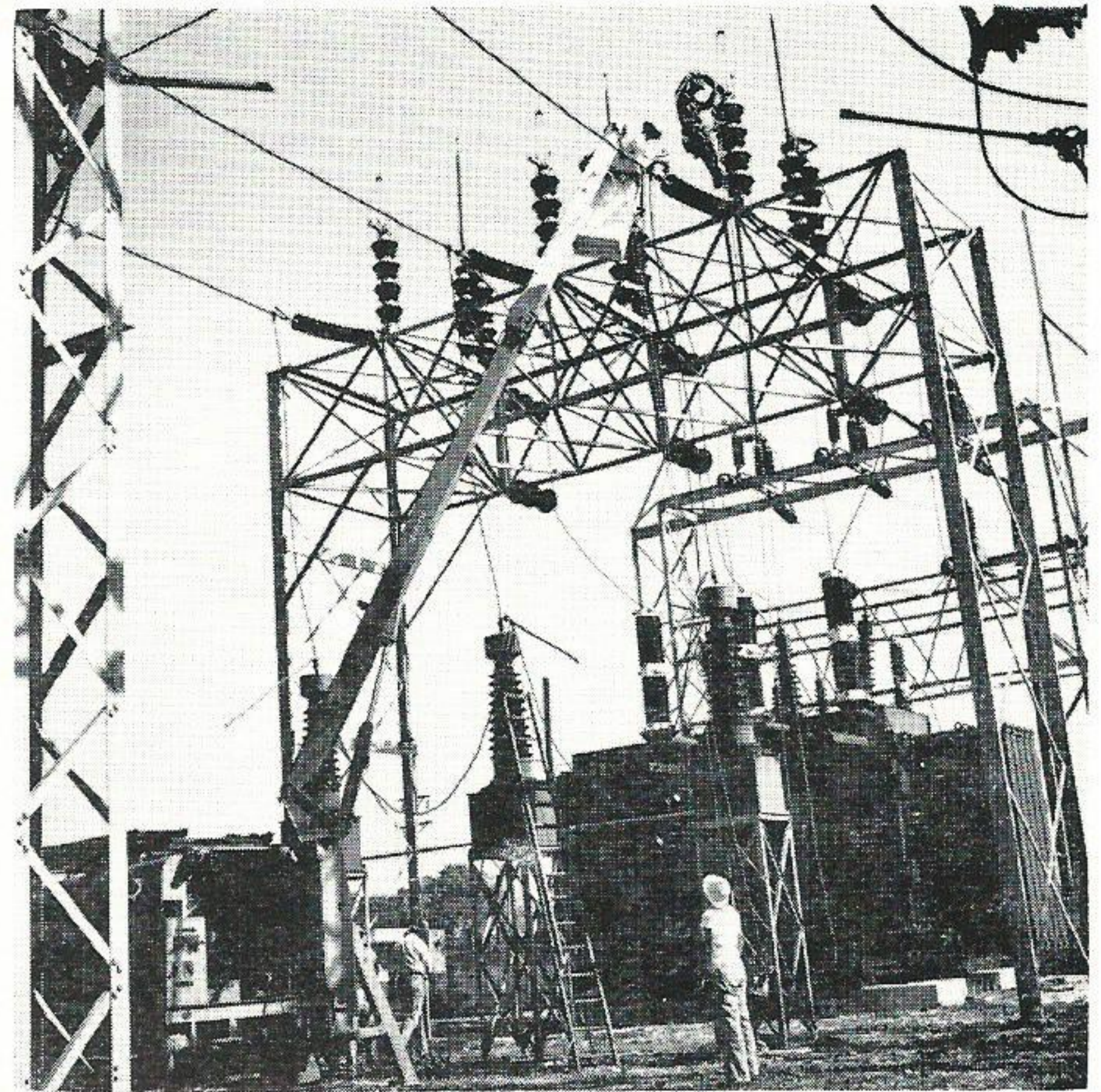
(Continued Next Month)

AVERAGE DEDUCTIONS IN VARIOUS BRACKETS

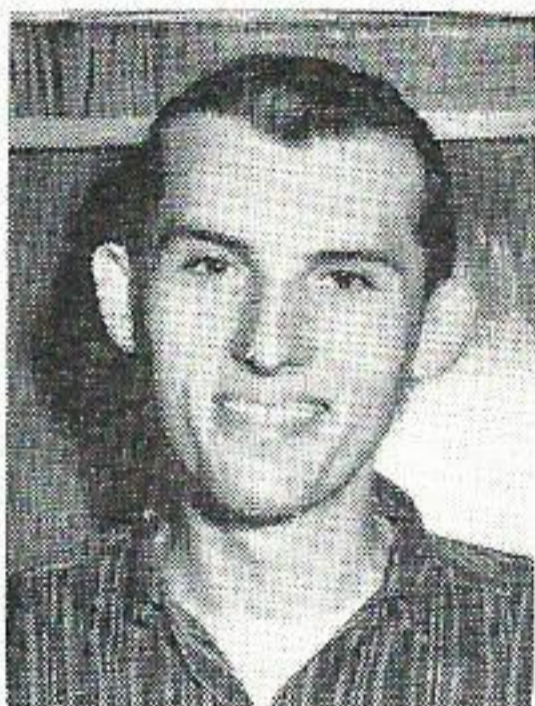
Income Bracket	Charity	Interest	Taxes	Medical	Misc.	Total
\$ 5,000-10,000	\$243	\$364	\$ 321	\$306	\$410	\$1,644
\$10,001-15,000	428	544	572	516	520	2,580
\$15,001-20,000	601	654	804	768	635	3,462
\$20,001-25,000	771	753	1,035	982	730	4,181



THE OLD . . . Ralph Massey, substation mechanic, Beaumont, demonstrates the old method of working on substation structures. While the ladder was securely tied to the framework and Mr. Massey's belt looped around the ladder, working conditions weren't the best, for the ladder usually had a slight tendency to twist or sway when subjected to weight changes as Mr. Massey moved on the ladder while working. Note the rope tied to the bottom of the ladder. This rope was pulled taut and tied to another portion of the substation framework in an attempt to hold the ladder as level and steady as possible.



AND THE NEW . . . Mr. Massey and Alfred Boswell, substation mechanic, Beaumont, demonstrate the new truck acquired recently by the Beaumont Substation Department. The truck, quite an improvement over old methods of working on substation structures, enables men to quickly and safely move from one location to another. The bucket, easily removed from the telescoping hydraulic arm, is carried in the truck bed with the arm folded over the top of the truck bed and cab. This truck also provides an additional safety factor and is a fast and easy means of getting tools where they are needed.



Mr. Travis



Mrs. Clayton

Safety Cartoon Winners

FINAL winners in Safety Sayings Contest sponsored by PLAIN TALKS and the Safety Department have been announced by Frank Jones, safety director. The contest ended December 31.

Douglas Travis, mechanic's helper, Neches Station, left, won the first place prize of \$15 for his entry: "Plan your job safely in advance, you may not get a second chance."

Luella Clayton, local office clerk, Zachary, Louisiana, was the winner of the \$10 second place prize. Her saying: "If safety rules you cannot "swaller", this for you will "natch'ly foller."

Electric Industry To Sponsor Exhibit At 1964 World's Fair

A new corporation, Power & Light Exhibit, Inc., has been formed to conduct the participation of the investor-owned electric industry in the New York 1964-1965 World's Fair, it was announced today by Ernest R. Acker, President of P&LE and Chairman of the Board of Central Hudson Gas & Electric Corporation.

Mr. Acker said that VEK Associates, Inc., has been selected to create the architectural concept, theme, exhibits plan, and programming for the P&LE project.

"We expect to have an exhibit that will be one of the Fair's principal attractions—and that will convey a strong industry story," Mr. Acker said. "We have already taken an important step towards this goal in the selection of a 44,000 square-foot lot in an excellent location, which the New York 1964-1965 World's Fair Corporation has allocated to us for our exhibition building."

Prior to the formation of P&LE, Edison Electric Institute had announced in September the industry's plans to exhibit at the Fair.

Six Engineers Assigned Following Training Program

FOLLOWING completion of their orientation programs, six new engineers have been assigned duties in Beaumont, Port Arthur and Lake Charles Divisions.

Mr. Purdon

On November 21, Geoffrey D. "Jeff" Purdon was assigned to the Project Section of the System Engineering Department, Beaumont. A native of Beaumont, Mr. Purdon received his mechanical engineering degree from Lamar State College of Technology in Beaumont. He came to work for our Company in June, 1960. He and his wife, Sandra Sue, live at 645 Irma, Beaumont.



G. D. Purdon

Mr. Hudson

Walter G. "Red" Hudson was assigned to the Port Arthur T&D Engineering Department on November 28. A native of Jackson, Mississippi, he received a mechanical engineering degree from Mississippi State College in 1960. Mr. Hudson was employed by our Company in June, 1960. He served two years with the United States Army and had previously worked for North American Aviation Corporation in Los Angeles, California.



W. G. Hudson

Mr. Chapman

Receiving his assignment on November 28 to the Lake Charles T&D Engineering Department was Robert G. Chapman. A graduate of the University of Southwestern Louisiana in Lafayette, Mr. Chapman received an electrical engineering degree in May 1960, and is a native of Oak-



R. G. Chapman

dale, Louisiana. He was employed June 13, 1960. Mr. Chapman, his wife, Jo Ann, and daughter, Alicia, 6 months old, now live at 3017 Admiral Nimitz, Lake Charles.

Mr. Polk

Also assigned to the Lake Charles T&D Engineering Department, on December 5, was John R. Polk, a graduate of Louisiana State University. He received his electrical engineering degree in 1960. A native of Pine Prairie, Louisiana, Mr. Polk served three years with the United States Army. He came to work on June 20, 1960. Mr. Polk, and his wife, Gayle, make their home at 3202 Aster Street, Lake Charles.



J. R. Polk

Mr. Laningham

On December 19, Gene R. Laningham, a 1960 mechanical engineering

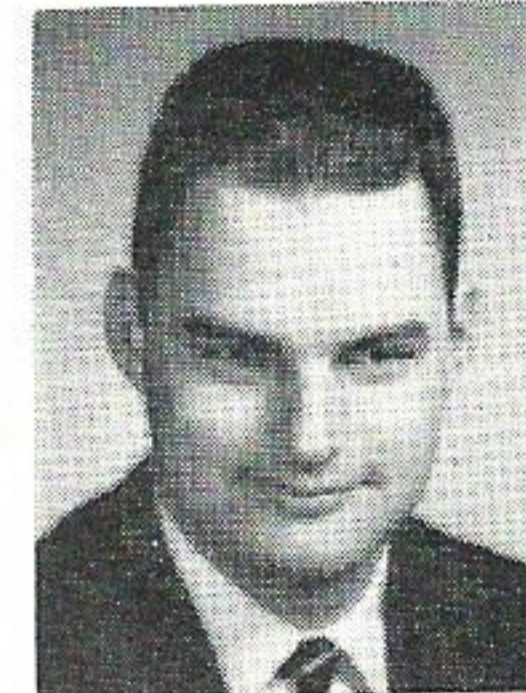
graduate of A&M College of Texas, was assigned to the Beaumont T&D Department. A native of Wichita Falls, Texas, Mr. Laningham was employed on August 1, 1960. While attending A&M College, he was employed by the Texas Electric Service, Fort Worth, Texas. He and his wife, Teddy Faun, and 19 month old daughter, Sherie Fawn, live at 2045 Toledo, Beaumont.



G. R. Laningham

Mr. Hollins

William G. Hollins, was assigned, on December 27, to the System Engineering Department, Beaumont. A native of New Orleans, he received a mechanical engineering degree from Georgia Institute of Technology in 1956. He served three years with the United States Air Force and before coming to work for our Company on September 20, he worked for Gulf Oil Company and Garig Transfer Company in Baton Rouge. Mr. Hollins and his wife, Mary, have a daughter, Ruth, 4 years, and a son, Clark, 2 years old.



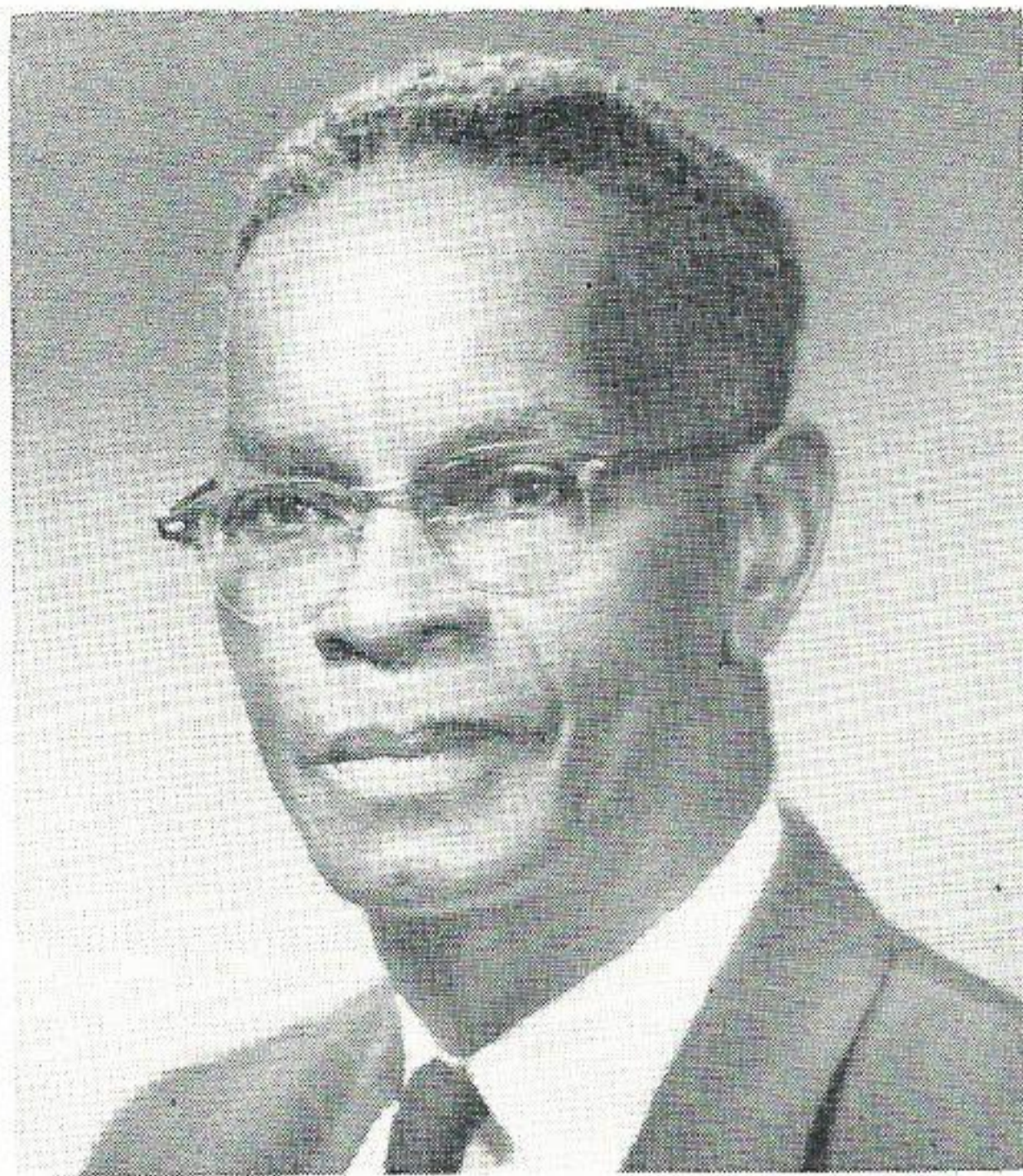
W. G. Hollins

Welcome Aboard



New employees for the month of November are:

NAME	LOCATION	DEPARTMENT
Richard M. Bell	Beaumont	Distribution
Gerald K. Parker	Beaumont	Distribution
William W. Parrie	Orange	Distribution
David L. Boussard	Port Arthur	Distribution
Harry Butler	Baton Rouge	Gas
James E. Evans	Baton Rouge	Gas
Pauline M. Powell	Beaumont	Treasury
Carolyn C. Heath	Beaumont	Treasury
Wanetta K. Grimes	Woodville	Treasury
James F. Carraway	Beaumont	Personnel
Betty T. Allbritton	Baton Rouge	Personnel



F. D. Grogan

Fred Grogan to Retire Feb. 1

FRED D. GROGAN, Beaumont T&D Department, will retire February 1 after 31 years of service to our Company.

He came to work for the Company on March 15, 1930, as a car cleaner in Beaumont. His entire length of service has been in Beaumont. In 1932, he was promoted to car washer, and in 1949, he was made a special laborer in the Beaumont T&D Garage. He held this position at the time of his retirement.

A native of Campbell's Settlement, Vermilion Parish, Louisiana, he attended public school in Vermilion Parish. During World War I, he served two years with the United States Army. Prior to coming to work for our Company, he worked at farming and carpenter work and as a laborer for various petroleum companies in Southwest Louisiana and Southeast Texas.

SAFETY REMINDER



Don't touch anything Electrical while in water.



THRIFT PLAN INVESTMENTS

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

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1495	\$50,468.38	\$33.75811372
\$4.40 Preferred	82	7,327.21	89.35621952

The Trustee deposited \$21,463.43 with the Savings Department of The First National Bank.



NAME	LOCATION	POSITION
June R. Williams	Beaumont	Lineman 1/C
Charles L. Powell	Beaumont	S/StaMech 4/C
George L. Irvin, III	Beaumont	Accountant—Jr
Raymond Miles	Beaumont	Laborer
Travis R. Vincent	Orange	Utility Man
Stanley J. LeBouef, Jr.	Orange	Section Head
Jack H. David	Silsbee	ResSalesRepr—Sr
William H. Foster	Port Arthur	Lineman 2/C
Hugo M. Becker	Port Arthur	S/StaMech 1/C
John C. Phares, Jr.	Port Arthur	EngAsst—T&D
Richard Williams, Jr.	Baton Rouge	SpclLaborer—Gas
Ray A. Jackson	Baton Rouge	Apprentice—T&D
Bateman J. Rabalais	Baton Rouge	Lineman 1/C
Melvin J. LeBlanc, Jr.	Baton Rouge	Serviceman 1/C
Louis D. Clarke	Lake Charles	Lineman 3/C
Robert L. Stewart	Lake Charles	Serviceman 3/C
Shelton J. Trahan	Lafayette	S/StaMech 2/C

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

THE land of Palestine is highly praised in the Scriptures for its natural advantages. It is described as 'a good land and a large, a land flowing with milk and honey' (Exodus 3:8), 'a land of brooks, of water, of fountains and depths that spring out of valleys and hills; a land of wheat, and barley, and vines, and fig trees, and pomegranates; a land of oil olive and honey; a land wherein thou shalt eat bread without scarceness, thou shalt not lack anything in it; a land whose stones are iron, and out of whose hills thou mayest dig brass' (Deuteronomy 8:7-9). No country in the East could boast such a variety of blessings. Egypt alone could compare with it in fruitfulness of soil, but Egypt was never cheered with showers of rain; it was watered only by the yearly overflowing of the River Nile. Hence, Moses tells the Israelites, that Egypt, with all its advantages, was by no means equal to the land which they were going to inherit.

Located between two powerful centers of ancient civilization, the Egyptians in the Nile Valley and the Babylonians in the Tigris-Euphrates valley, Palestine has suffered repeated invasions, and have been overcome by many nations—the Babylonians, the Egyptians, Assyria, Persia, Rome, the Macedonians, the Byzantines, the Moslems.

In the time of our Lord, the Holy Land was divided into several provinces under the Roman government. It was divided in 1948-49 into three main sections as a result of the Arab-Israeli War. The State of Israel, a republic created in 1948, occupies the major portion of the land of Palestine.

Through all the political changes, Palestine has preserved to a remarkable degree certain peculiar characteristics. The influence of the past is still a part of the new. Here are countless places closely associated with the history of God's dealings with man as recorded in the Bible. Here are the places associated with the basic facts of our Christian faith — Bethlehem, where Jesus was born of a virgin; Nazareth, where He passed his boyhood; Jerusalem, where He was crucified and rose again.

Many Factors Contribute To Eating Habits

By DR. KARL W. ANDERSON

IT'S no news (medically speaking) that science is unable to point to a "one and only" reason why people eat too much. If it could, the cure could be spelled out so much more simply.

Three contributing factors are prominent enough, however, so you should be aware of them.

The first is emotions. For some persons eating becomes a substitute for other pleasures of which that person has been deprived. (A plump girl disappointed in love could go on a food binge, for example.) A hearty meal becomes the simplest way to derive emotional satisfaction.

Factor two is habit. For certain overweight persons who are "forever eating" the problem of obesity is not unlike that of alcoholism. The individual "just can't resist" food when he sees it.

Pound by pound the extra weight accumulates. Habit unchecked becomes second nature. Clothing must be made larger. Exercise becomes distasteful. Stairs are more difficult to climb. The person attains unsightly proportions.

Finally he reaches, unknowingly, a crossroads in his physical, mental, social and occupational well being. Habit has left him all but helpless.

Factor three is environment. As we noted earlier, obesity is never inherited; it doesn't "run in the family." But if parents are addicted to large quantities of high-calorie food a child will readily imitate his elders. And even if parents themselves are not overweight, the children may be encouraged by them to eat excessively.

In such an atmosphere of overindulgence the youngster acquires excess poundage which, if not curtailed, may eventually handicap his health, career opportunities and social standing throughout life.

Occasionally one hears of a husband and wife who observe their 25th wedding anniversary with a party at which they dress in their wedding clothes. It seems to me this charming custom should be encouraged.

Increasing numbers of figure-conscious wives would find little difficulty in slipping into their cherished old satin and tulle.

But far too many middle-aged husbands would either find it totally impossible to squeeze into that dark blue suit, or they would find the waist need-

ed generous gussets and the coat was four inches shy of buttoning.

Rather than be glumly resigned to the status quo or worse, these good people can turn the clock back by adopting a palatable and tempting cuisine which is simply aimed at holding down calorie intake.

Recently several new books have come on the market to help overweights select such a cuisine. These books can help you plan "low fat menus" for it is fat in your diet that puts fat on your frame. Fats actually contain 2½ times as many calories as do the same amounts of protein or carbohydrate.

Most people are aware of the emphasis put on cholesterol in recent years. Briefly described, cholesterol is a substance present in everyone's blood. When it is there in excessive amounts it may, under certain circumstances, be deposited on the walls of the arteries. If the arteries become clogged, a heart attack may result.

Very recently medical scientists found evidence that larger amounts of carbohydrate (sugar) in the diet of persons over 40 may help to burn up cholesterol and other fats, thus retarding damage to the arteries.

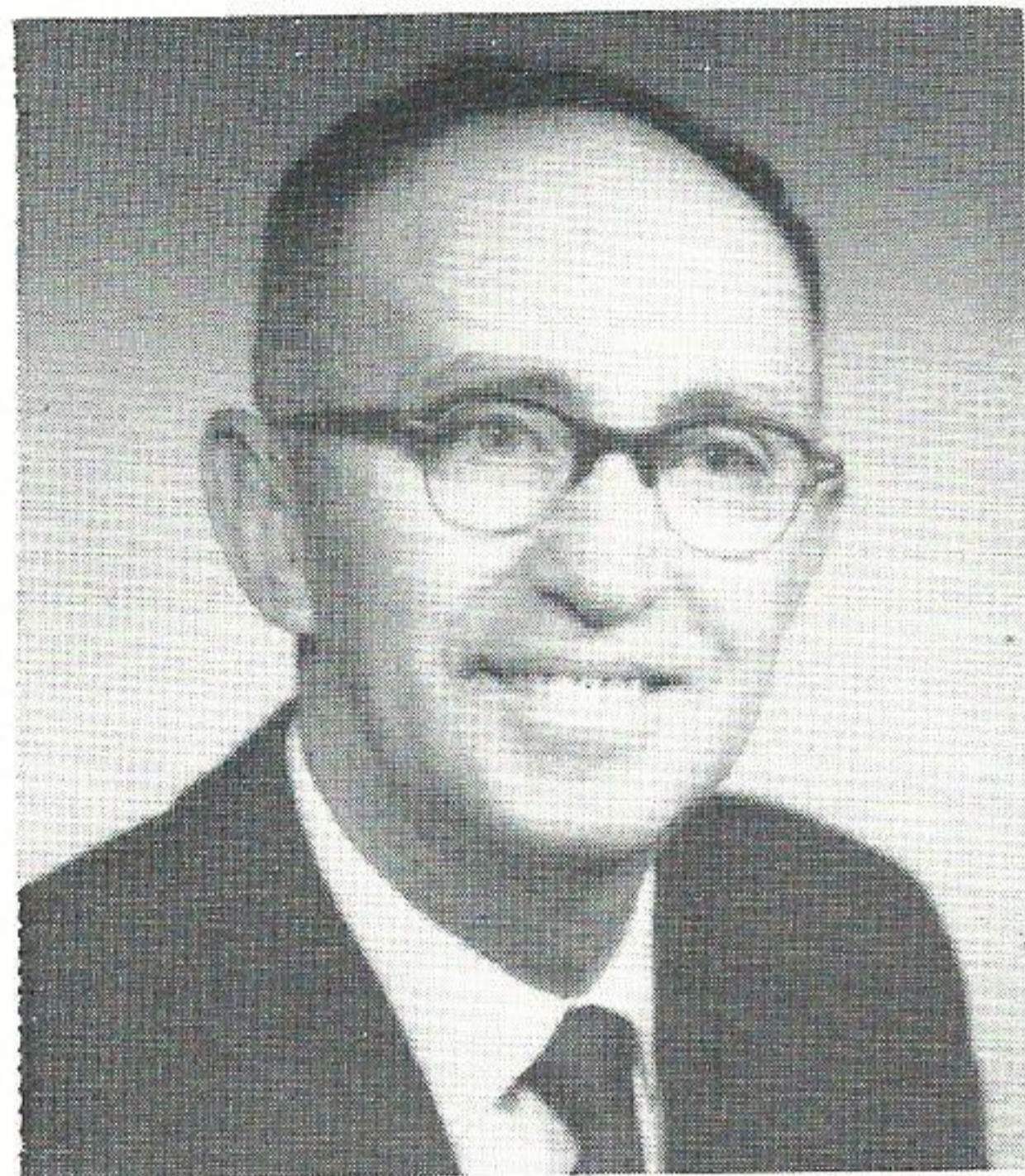
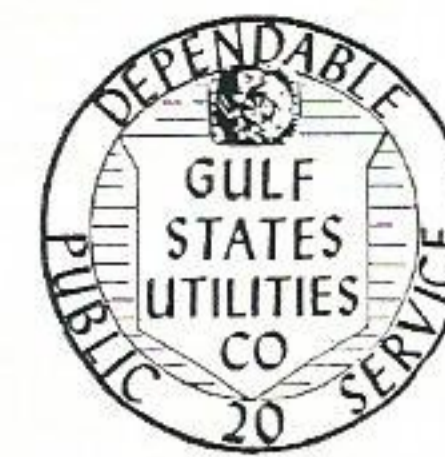
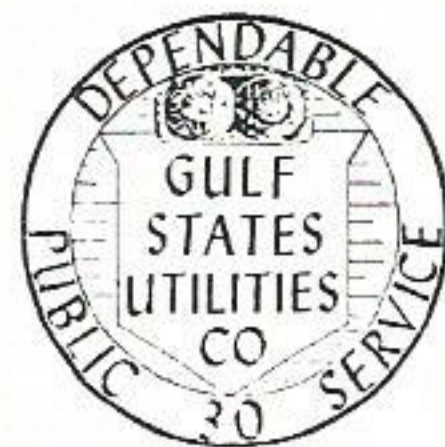
Today the person who has been lucky enough to survive a heart attack is invariably placed on a low-fat, low-cholesterol, reducing diet. But why continue eating overtime until a heart attack hits?

Far more sensible is the stitch in time that may save you 9 or even 29—extra years of happy living among friends and family. That is the bonus you may win if you start today on a low-fat menu of not more than 1,000 calories.

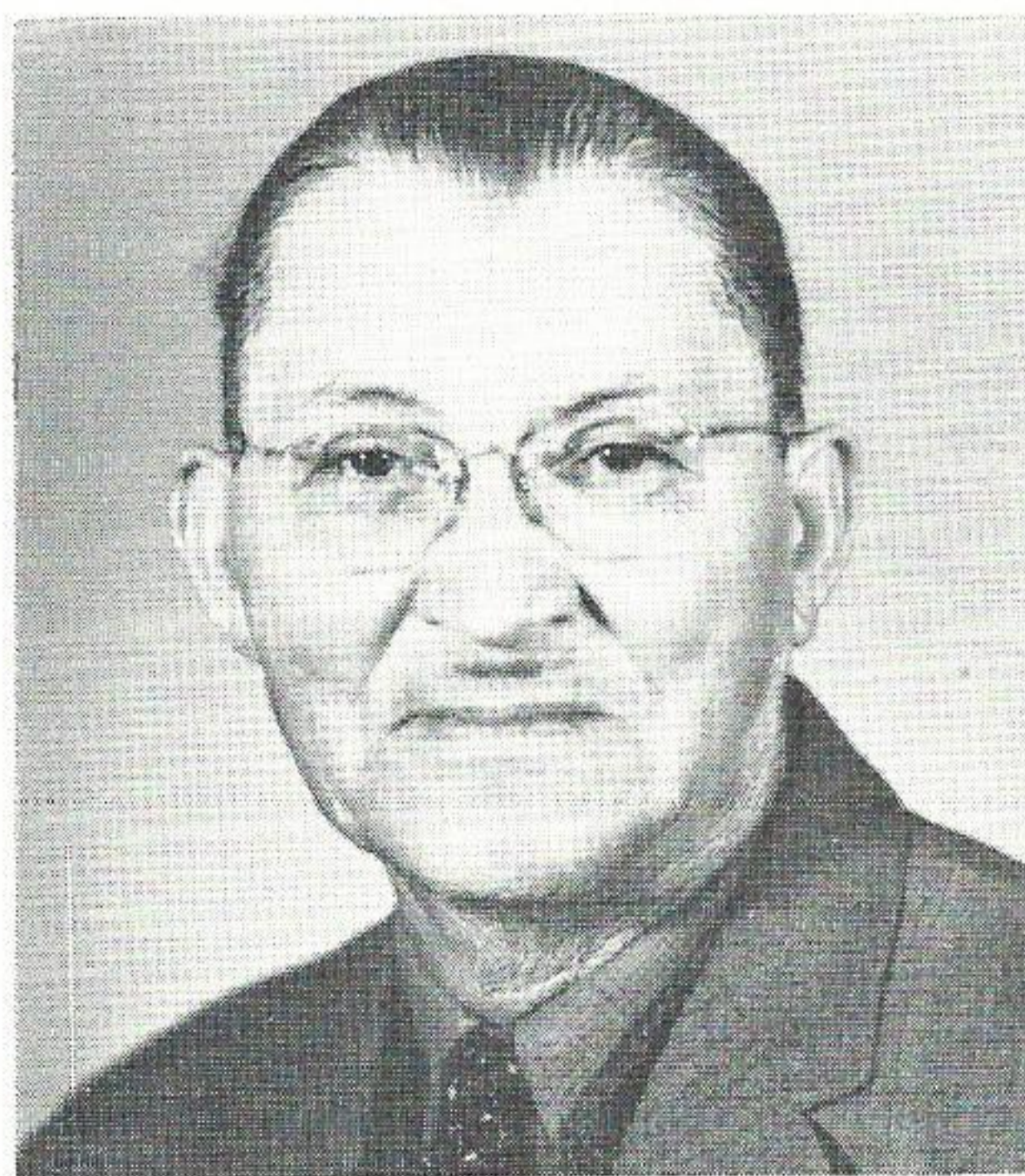
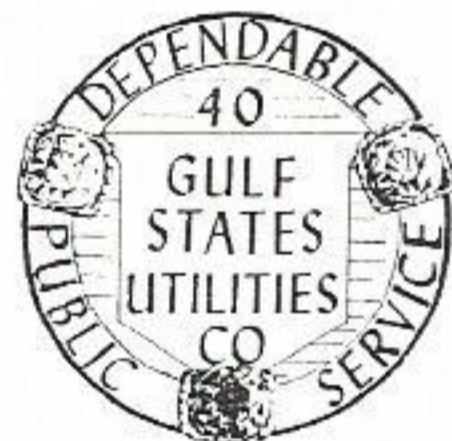
What do you have to lose? Not a thing except pounds.

This is the last of a series of articles by Dr. Karl W. Anderson, vice president and medical director of Northwestern National Life Insurance Co., with which he has been associated for about 30 years. A graduate of the University of Minnesota and a 1924 Olympic hurdler, he is also immediate past president of the Minnesota Heart Association.

SERVICE AWARDS



Ellie Prejean
Production
Beaumont



Jacob Ross
Building Services
Baton Rouge



J. L. Barrett
Distribution
Madisonville



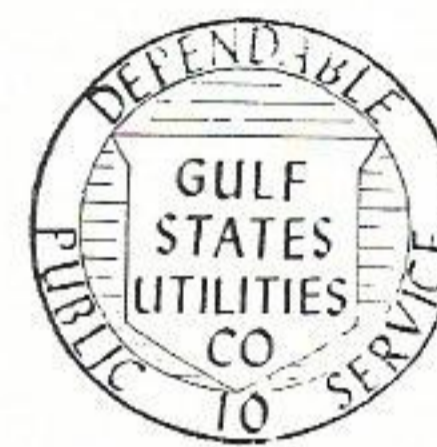
F. B. Stirling
Distribution
Baton Rouge



J. B. Wiggins
Baton Rouge
Production



J. L. Clement
Sales
Baton Rouge



A. O. Barrow
Engineering
Beaumont



A. C. Faggard
Treasury
Beaumont



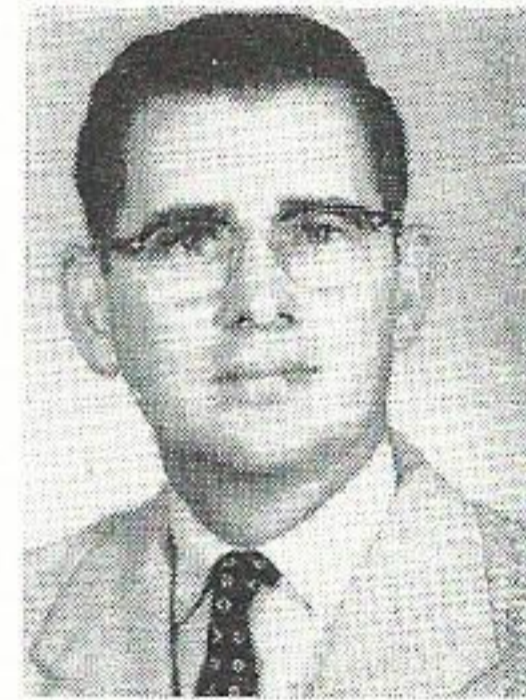
E. C. Wilson
Distribution
Beaumont



L. J. Sonnier
Distribution
Orange



L. W. Wade
Distribution
Port Arthur



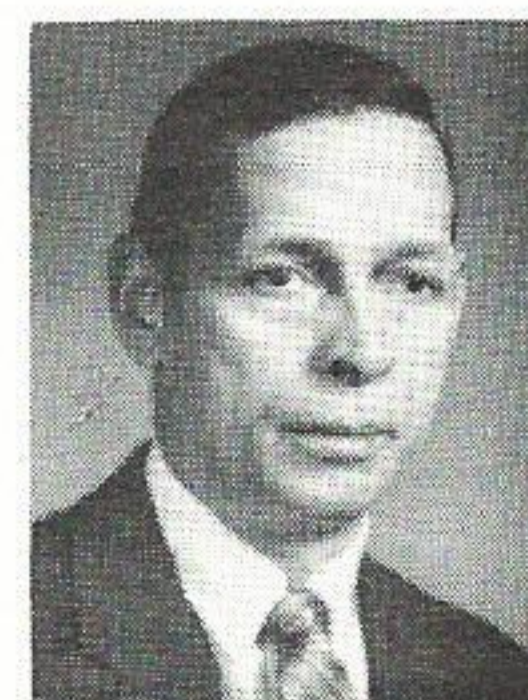
E. M. Greer
Production
Baton Rouge



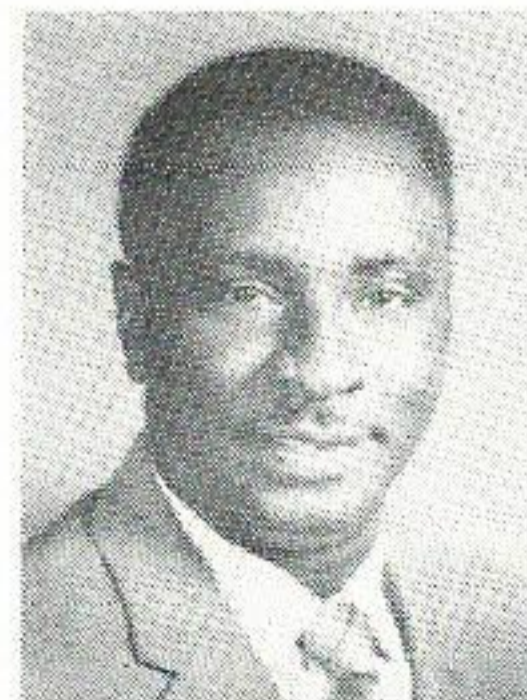
Rolan Goodson
Distribution
Navasota



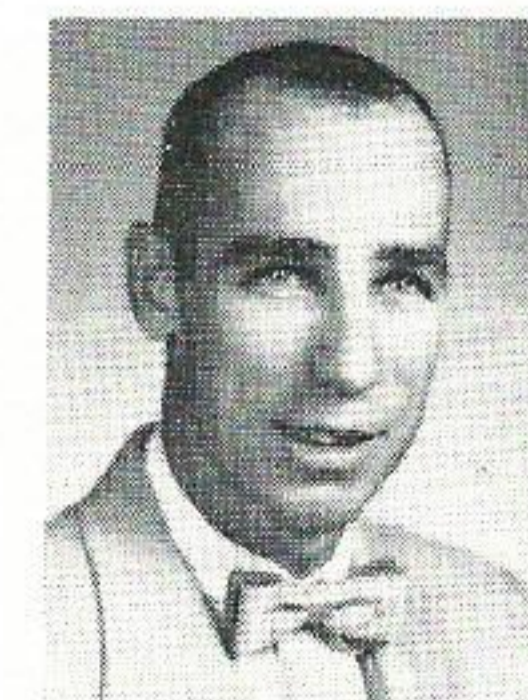
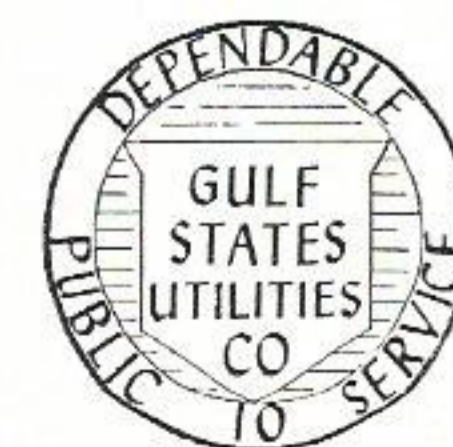
G. S. Aydell
Production
Baton Rouge



Leonard Sterling
Production
Beaumont



Joe West
Distribution
Beaumont



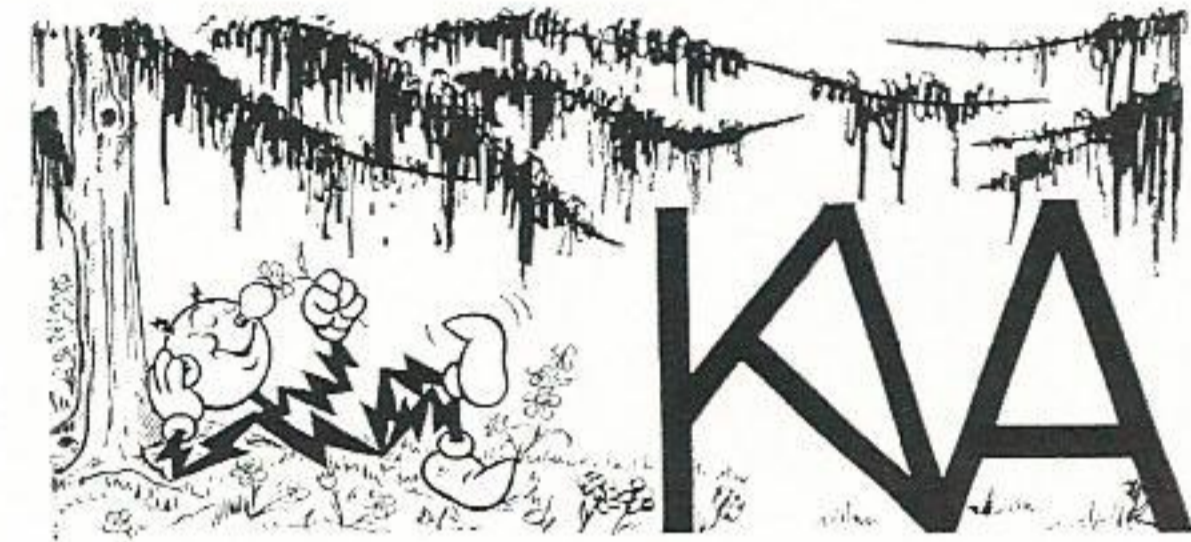
G. W. Braswell
Engineering
Beaumont



MEMORIES OF A HAPPY TIME. Members of Lafayette's K.V.A. Club will recall the wonder-



ful time they had on December 10, when the club held its annual Christmas dance.



THE Lafayette District K.V.A. (Kajun Vagabond Association) Club held its annual Christmas party Saturday night, December 10. Dance music was furnished by Jesse Domingue and his orchestra.

Barbecued ham, turkey, and beef along with hors d'oeuvres were arranged in a buffet to add to the informality

of the party.

The party mood was set by the beautiful arrangements of balloons and streamers and the dimmed colored lights added to the atmosphere of gay holiday spirit.

Long-winded conversations were at a minimum because dancing occupied everyone's time. We noted that no ladies were left sitting while the orchestra was playing. Approximately 60 couples attended this gala affair, and if all the bragging about this party is any indication of the wonderful time the members had, THEY HAD A BALL!

—By Bobbie Denais



PREPARATIONS FOR SAINT NICK. Members of Baton Rouge's Short Circuit Club were busy

December 15 wrapping gifts for the club's annual children's Christmas party.

TWO changes in the by-laws of the Live Wires Club were adopted recently by a majority vote of the club members. Last month the members were sent a ballot setting forth the proposed changes to increase dues to \$10 per year and to assess a \$10 initiation fee for each new member joining the club after January 1, 1961.

Due to the holiday season, the directors have decided, that in order to benefit the club, it will be necessary to extend the deadline to March 1, 1961 to put the initiation fee into effect. Until that time new members can join without having to pay the initiation fee. The club is now in the process of distributing new payroll deduction cards for each member to sign.

"We urge everyone to join now if he doesn't already belong, and take advantage of this \$10 savings," said Don Clawson, club president.

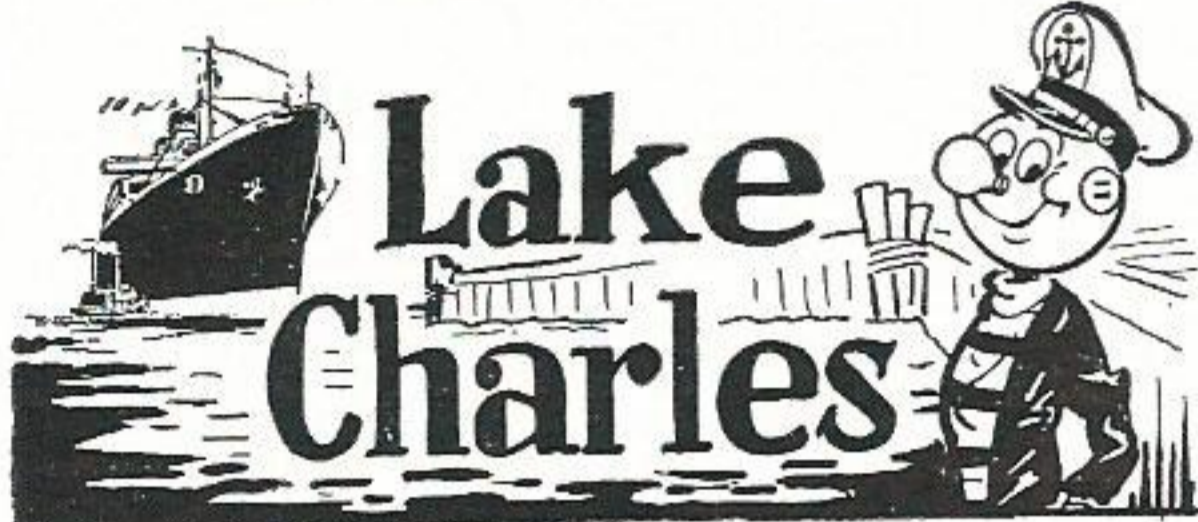
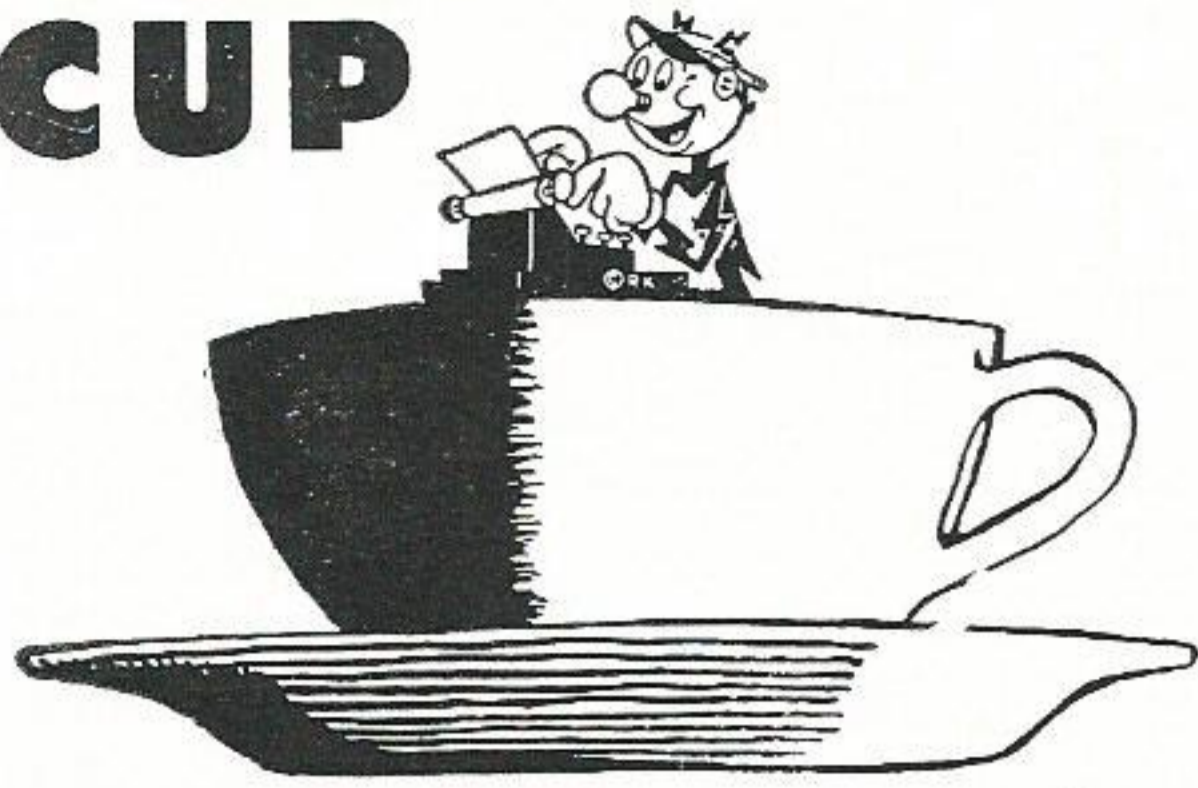
The directors are busy appointing a new entertainment committee for 1961. Anyone interested in serving on this committee should contact Mr. Clawson as soon as possible. The committees' aim will be to decide what functions the club will sponsor for the coming year and to see that all arrangements are made.

The Board of Directors would like to let it be known that the Entertainment Committee for 1960 did a magnificent job.

Many thanks to Sheldon Fruge, Archie Whitson, Dan Dumas, Minnie Marino, Charlotte Hoepner, Grace Spivey, Charles Dunaway, Muriel Hayes, Glenda Milner, Eldridge Mathews, Frank Peel, Sonny Dixon, Bobo Faggard, Dorothy Gaus, Jimmy Grimes, Joe Fontana, Martin Riggs, Bill Harland, Jack Sirman, Jim Moss, Doug Watkins, Joe Bondurant, Charles Lopez, Morris Sandefer, George Irvin, and Bill Reynolds.

"We will inform you of future developments for the campsite at a later date," Mr. Clawson said. "In the meantime if you know of a fellow employee who is not a member of the Live Wires explain our organization to him and invite him to become a member."

over the COFFEE CUP



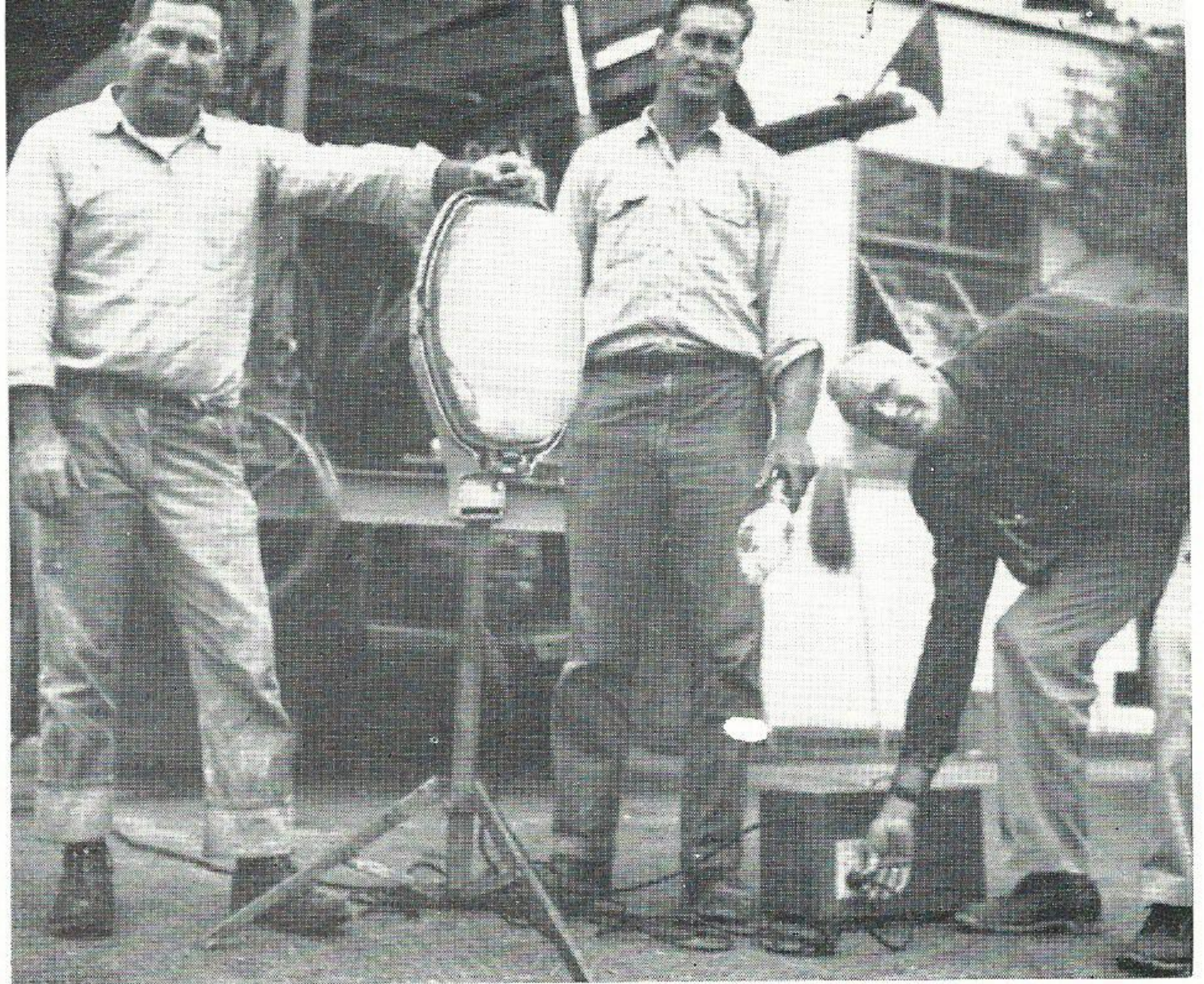
DAVID DOMINGUE, engineer's assistant, and his wife and son moved into their new home at 1606 11th Street in December.

The Lake Charles Kilowatt Klub held their annual New Years' Eve Dance in the Majestic Hotel Colonial Room with music supplied by the Strollers.

Sonny Horstmann, senior engineer's assistant, sponsored the sale of fireworks during the holiday season. The proceeds of the sale went to the support of the non-sponsored Lake Charles Bowlers. **Murphy Guidry**, serviceman, operator of the Tee-Off Golf Driving Range, was one of the merchants helping Sonny in this campaign.

—By *Mary Ann Dowies*
VACATIONING during December from the Meter Department were **Shirley Robinson**, **James Wall**, **J. L. Broussard**, **F. C. Watson** and **R. L. Henry**. **Jake Andrus** enjoyed a vacation the first two weeks of December.

DECEMBER BRIDE. **Mary Jo Thompson**, stenographer, Port Arthur Sales Department, became the bride of **John R. Jurisich**, December 31, in Trinity Methodist Church, Port Arthur. The couple now make their home at 4129 Herschel, Apartment A, Dallas, Texas.



INGENUITY AT WORK IN CLEVELAND. During nighttime emergencies, nothing adds safety or speeds up a job of repairs like having plenty of light on the trouble spot. With this in mind, the imaginative and thrift-conscious Gulf Staters of the Cleveland T & D Department devised this special portable flood light, using a mercury-vapor streetlight and an old tripod base. The

light gives as much light as four regular lights previously used for night work, says **E. L. Hegwood**, line foreman, whose crew rigged up the light. It can be operated off a 110-volt line or the truck's light plant. **Benny Masters** and **J. W. Jackson**, who helped develop the rig, are shown with Mr. Hegwood.

Jake failed to kill a deer but the party he was hunting with killed four bucks.

John M. Hebert attended the December apprentice school in Beaumont.

Vacationers from the Substation Department during December were **J. F. Simonson**, **James T. VanWinkle**, **R. J. Heinen**, **Eunice E. Byrd**, **Walter E. Duplechain**, **Jo Ann Burnett**, and **Clayton J. Gray**.

Robert W. Derby, substation foreman, attended the T&D Apprentice Training Class in Beaumont as an instructor during December. A student in the class was **Chester J. Landry**.

—By *Jo Ann Burnett*

ERNESTINE AMIS, home service advisor, was married to **Lee Richard**, November 26, in Our Lady Queen of Heaven Church in Lake Charles. The couple honeymooned in Colorado.

May Thomson recently suffered a rather serious attack of asthma and spent several days in the hospital. We welcomed her back to work the last week in November.

Allie Gloria, **Jeanne Johnson**, **Elouiese Akins**, **Hope Barnett** and **Mildred Nunez** were released from office confinement for relaxing vacations during November and December.

Ann and Henry Snider enjoyed

beautiful scenery and plenty of snow in 8 degree weather while vacationing in Durango, Colorado, and Holdrege, Nebraska, recently. They got in plenty of deer and pheasant hunting while there. **Ann** is saleslady on the Lake Charles Sales Floor.

—By *Pearl Cole*

J. A. CORMIER, who is working in the line department for training purposes, attended the T&D Apprentice Training Course in Beaumont during December.

Emery J. Fruge attended the State Bowling Tournament in Monroe, Louisiana, recently. Emery bowled on the team sponsored by Joe's Paint and Body Shop in Lake Charles. Mr. Fruge is a line foreman in the Lake Charles T&D.

Perry A. Dickinson, line foreman, was off duty for a few days this month due to illness. We are glad to have Perry back again.

—By *Margie Leone*

DANIEL R. BLANCHARD, a new employee at Riverside Station, came to work on October 6 as a mechanic's helper. Daniel and his wife, **Vivian Joyce**, and two children, **Daniel, Jr.** and **Pamela** reside in West Lake. We're happy to have Daniel join our happy "family".

Recent visitors to the Great Smoky Mountains were **Mr. and Mrs. L. R. Eddins**, superintendent at Riverside Station. They had a wonderful time on their three weeks vacation and really saw some beautiful country.

Charles L. Waldron moved to Texas during his vacation. Mr. Waldron retired from our Company after 31 years of service on December 1. He and his wife, **Peg**, now reside at Star Route Box 21, Woodville, Texas. Mr. and Mrs. Waldron along with many of their friends enjoyed a delicious shrimp supper, November 25. Mrs. Waldron was surprised when presented with a radio and Mr. Waldron was presented with a beautiful wrist watch.

—By *Rose Lynn Farzar*

LAFAYETTE

OUR annual Christmas Party was held on Thursday and Friday, December 15 and 16. Over 150 gifts were distributed to employees' children by Santa Claus. **Denis Dugas** portrayed Santa Claus this year. General chairmen for the party were **Russell Bonnet** and **Earl J. Broussard**. Serving on various committees were **Rufus Mier**, **C. J. Rome**, **Jessie Fremin**, **Bobbie Denais**, **Willie Cox**, **Barbara Meaux**, **Charlotte Guilbeau**, **A. B. Mitchell** and **Cynthia Trahan**.

Refreshments were served by **Miss Corine Hanley**, employed this month as home service advisor. Everyone enjoyed the gifts and refreshments.

Elmer "Jug" Sudderth reported to us that he had a fine deer hunt in West Texas. He spent two weeks of his vacation there.

Others who took their vacations at this time of the year for hunting purposes were **Oray Hernandez**, **Harold Beagh**, **R. E. Compton** and **Paul Broussard**.

—By *Cynthia Trahan*



THE employees of the main office in Baton Rouge adopted a needy family for Christmas. We all enjoyed the spirit of Christmas by helping someone less fortunate than we. The family consists of a mother and six children.



RETIREMENT IS FUN. **Patty Gietzen**, secretary to **Rex Lee**, **Beaumont Division Manager**, left December 15 pending motherhood. On the day she left the 9th floor **Beaumont Division Sales Department** gave her a surprise party. Not to be outdone the 10th floor stenographic

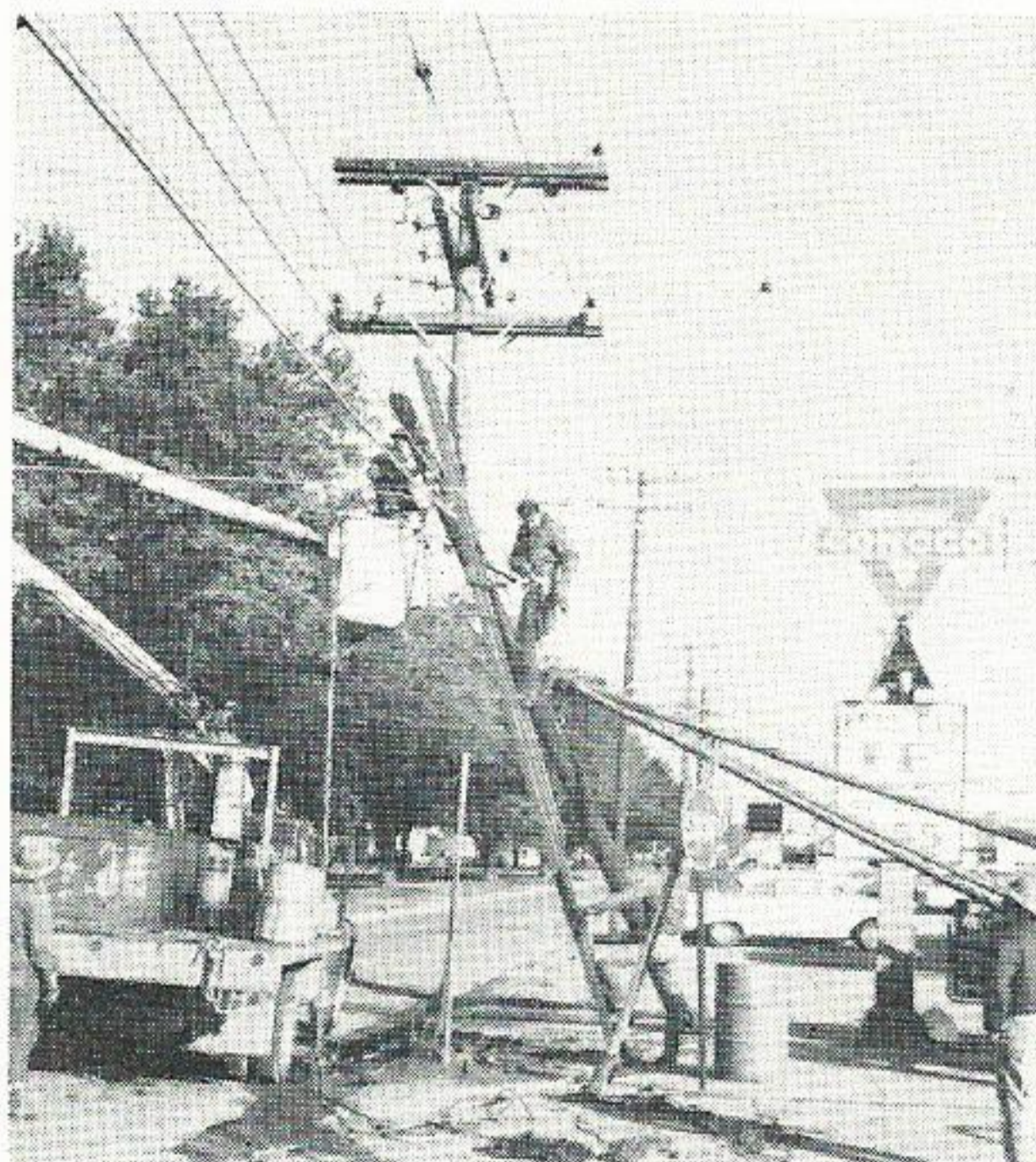
The girls in the Cashier's and Credits and Collections sections enjoyed a Christmas party at **Bob and Jake's Steak House**. Gifts were exchanged and everyone had a wonderful time. And the girls in the Service Application Department gathered at **Joy Latham's** home for a Christmas get-together and a surprise wedding shower for **Maxie Seitz**, who will be married on February 4.

Also having a Christmas gathering were the bookkeepers, who had dinner at **Jack Sabin's Restaurant**.

While not partying some employees of the Accounting Department enjoyed Christmas vacations. On vacation were **Lois Milazzo**, **Frances Pecora**, **J. B. LeBlanc** and **B. R. Garrison**.

—By *Mary E. Babin*

AS the year ended there were still a few Louisiana Station employees taking vacations. **Buck Morton** got in a little squirrel hunting and a trip to Texas on his vacation. Also enjoying vacations were **Wayne Herndon** and **Raymond Harris**.



FAST WORK. Shortly after this **Lake Charles Telephone Company** pole with our attachments on it was broken by a public auto, repairmen were on the spot putting in a new pole. **Emery J. Fruge** and his line crew are shown preparing to do the required line work necessary to attach electrical equipment to a new pole.

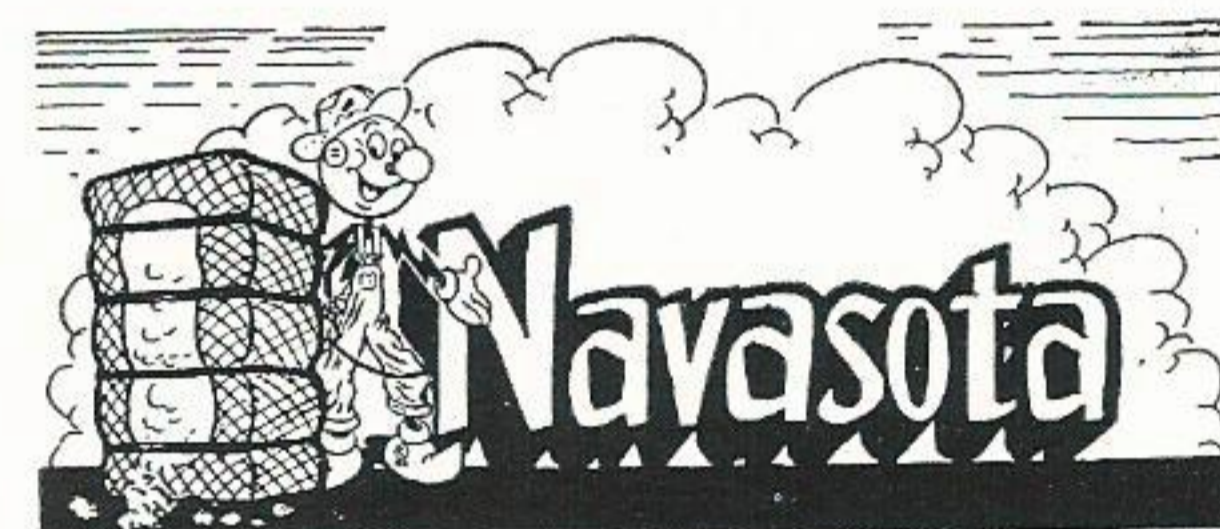


and PBX girls also gave her a farewell party. At both parties she received personal and baby gifts. **Mrs. Gietzen** worked for the Company for 7½ years. She started as a stenographer and became an executive secretary in 1956.

James O. Perry is now sporting a new 1961 green Ford. **Guy Adell** is also the proud owner of a new Ford.

Visitors in the home of **Mr. and Mrs. George Bunch** for the Christmas holidays were **Mr. and Mrs. Fred Bunch** and family of Bossier City, Louisiana.

—By *Gayle Miller*



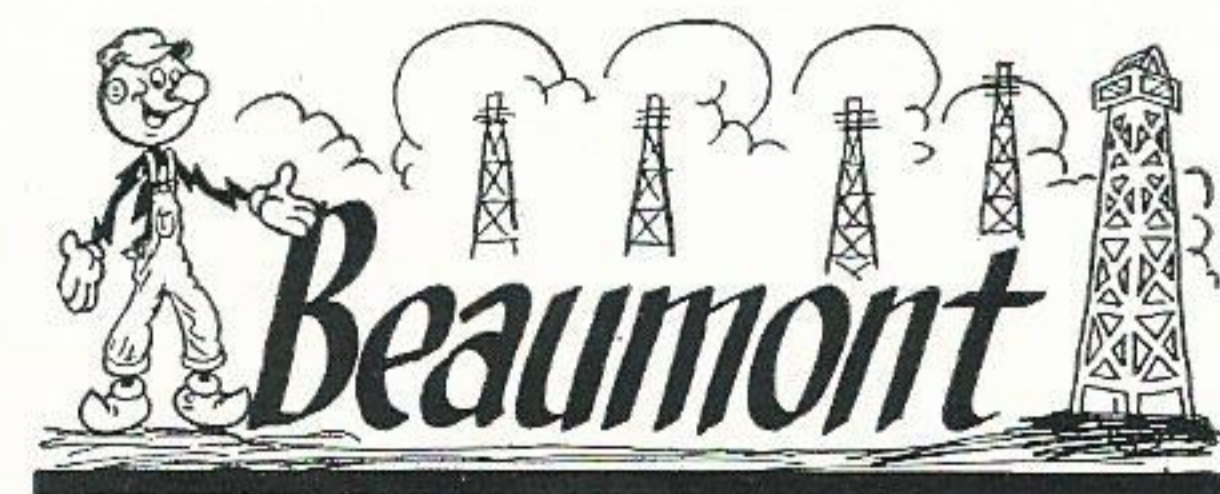
JOAN SEIGLER, daughter of **Mr. and Mrs. A. M. Seigler** of Navasota, was among the fourteen students of **Incarnate Word College** at San Antonio to be named to **Who's Who Among Students in American Universities and Colleges** for the 1960-61 session.

Selection to the society is based on excellence and sincerity of scholarship and promise of future usefulness to society.

She was also re-elected to the **Texas Phi Chapter of Alpha Chi**. The top-ranking ten percent of the Juniors and Seniors in colleges having Alpha Chi are elected annually to membership in the honor society.

Mr. Seigler is line foreman in the **Navasota T&D Department**.

—By *Jeanette Sangster*



CLEO TOLLEY was employed in December as a stenographer in the **System Residential Sales Department**. Cleo is a native of this area and resides in **Nederland** with her husband and 13 month old son. Cleo's husband is a gauger for the **Texaco, Inc.**

—By *Mary Schlicher*



DEEP SEA RODEO HOPEFULS. Recently, Baton Rouge Gulf Staters R. A. Giroir, left, A. V. Thornton and C. A. Dominguez journeyed to Destin, Florida, to participate in the annual Deep Sea Rodeo held at Destin during the month of October. The weather was excellent. The catch was fine but none were of a size to bring home a prize. So the boys had to be content with the 100 pounds of snapper they caught.

THE Advertising and Publicity Departments were really busy during the Holiday Season. **Tip Smith**, publicity writer, and his wife, **Nanny**, hosted both departments to a Christmas party December 17 in the home of her parents, Mr. and Mrs. H. B. Neild. Everyone enjoyed visiting, dancing, and eating a scrumptious barbecued chicken dinner.

Those who had Santa visit them in other cities were: Tip, Nanny and daughter, **Jodie**, who went to see his grandfather in Fort Worth. Publicity Writer **Bunch Eads** and wife, **Barbara**, journeyed to Springfield, Missouri, to see her mother—Barb stayed until New Years, then Bunch went back for her. Advertising Writer **Al Young** and wife, **Lilah**, and son, **Scott**, visited Lilah's parents in Monroe, Louisiana. Supervisor of Advertising **Joe DeJean**, wife, **Lydee**, daughter, **Melanie**, and son, **Eddie**, visited Joe's mother, Mrs. Charles DeJean, in Port Barre, Louisiana, and Lydee's mother, Mrs. James M. Johnson, Jackson, Louisiana. Steno **Nonie Wheeler**, husband, **Ed**, of the Beaumont Engineering Department, and son, **Charles**, were in Grandmother Wheeler's home for Christmas. Artist **Charlotte Hoepner** and husband, **Bob**, joined her sister and brother-in-law to visit her parents, Mr. and Mrs. **H. C. LeVois**, division superintendent, Navasota.

Those who greeted Santa at home were: **Don Hinkle**, Plain Talks associate editor, and wife, **Jackie**; **Herschel Mathews**, wife, **Delores**, and daughter, **Patrice**; **Herschel Campbell**, artist, wife, **Virginia**, son, **Jeffery**, and daughter,

Lisa; Steno **Marion Holder**, husband, **Doyle**, and daughter, **Derralean**, who entertained his sister and family from Denton, Texas, for part of the holidays; and Supervisor of Publicity **Jim Turner** (with whom we all sympathized), wife, **Elaine**, their three boys and one girl—**Leslie Sue**, **Mike**, **Pat** and **Chris**—Jim caught the mumps from his children and spent two weeks in bed.

Christmas came early for Director of Advertising **Kenneth Sutton** and wife, when their daughter, **Mrs. Russell Coates**, and grandchildren from Washington, D. C. visited them before the holidays. Mrs. Coates returned home the weekend before Christmas.

—By *Charlotte Hoepner*

SET it up! Hit it three times! Sound like a party? It's merely the sound track of a typical volleyball game at the Beaumont YMCA. In case you don't know it a men's volleyball class is held at noon every Monday-Wednesday-Friday in the YMCA gym. Gulf Staters participating currently are: **Jim Turner**, **Tip Smith** and **Al Young** of the Advertising Department, and **Ward McCurtain**, Tax Department.

Gulf Staters interested in joining the activity call extension 437 for further details.

Hats off to Director **Grady Smith** of Plant Accounting, **Doris Moueton** of Records, and **Gwen Thompson** of Executive, for their initiative and know-how in organizing the Gulf States Choir which performed so admirably on December 22, 1960. Everyone who listened seemed to be favorably impressed. Let's keep it going!

Former PBX operator, **Carol Summerlin**, now engaged in fulltime household duties, had the misfortune to be injured recently when her auto was struck from behind by a truck. Luckily, her injuries were more painful than serious.

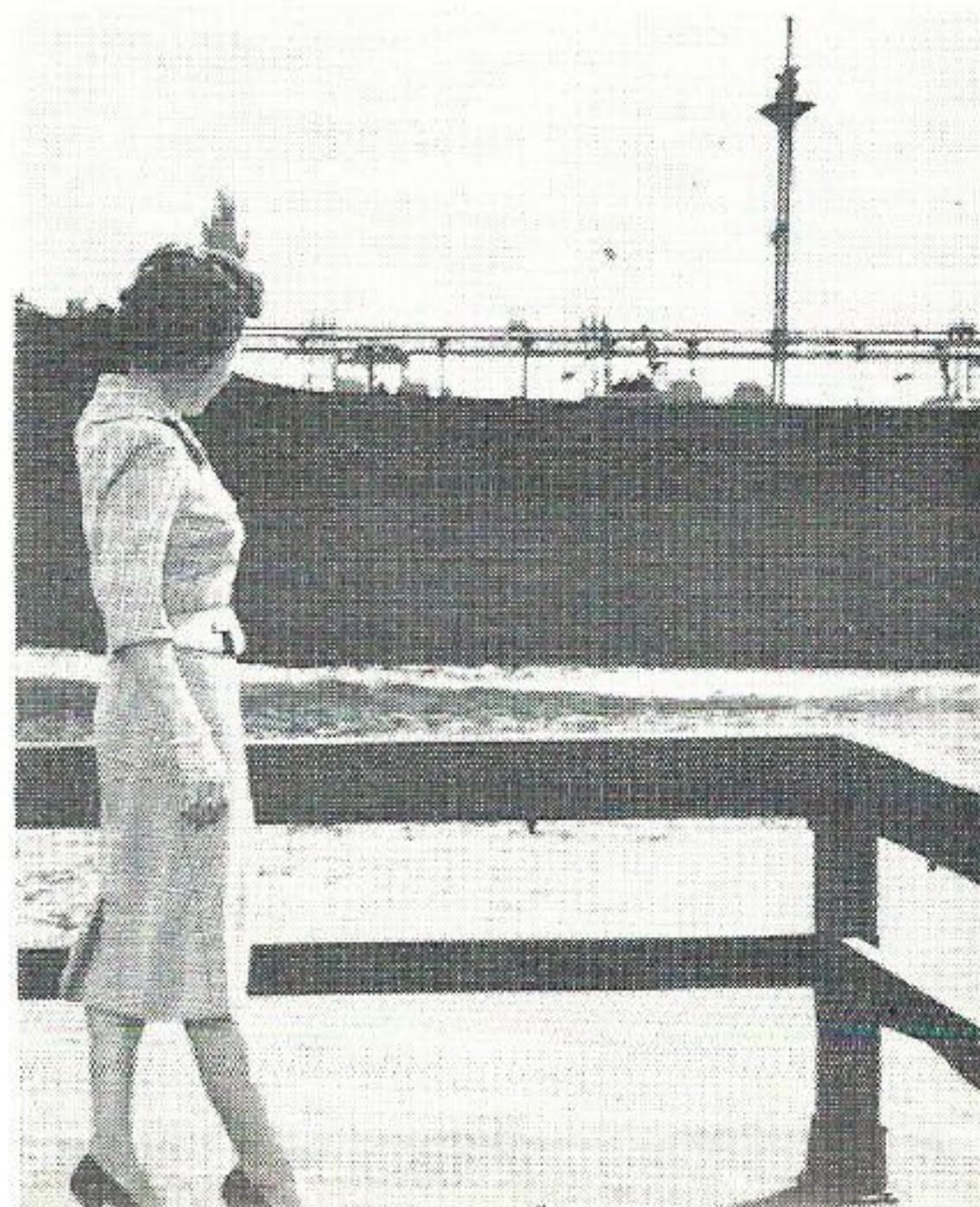
The 10th floor Mail Room had its own Christmas Party at which gifts were exchanged by the employees concerned. An extra, added attraction was a buffet to end all buffets presided over by **Carolyn Murphy** and **Audrey Sirman**. A multitude of guests consumed punch and hors d'oeuvres. No serious casualties have been reported.

—By *Ward McCurtain*

THE "A" Watch at Neches Station was treated to breakfast at the Pig, Jr., in Beaumont on December 27 by **H. G. Zahn**, station engineer on the watch. The following men were present; **O. V. McNeil**, **J. C. Willcox**, **P. E. Kriner**, **A. J. Edwards**, **J. R. Wheeler**, **R. T. Fox**, **W. K. Haynie**, **R. D. Hereford**, **J. M. Wells**, and **H. M. Heil**.

Mr. Zahn stated that the treat was in recognition of good men and besides he was cut voted 10 to 1.

—By *Hazel Johnson*



A YACHT OF HER OWN. Rosemary Vaught, secretary to C. M. Scott, Port Arthur Division manager, waves to a passing ship from the canalside boat dock her husband built behind their house at 5050 Lakeside, Port Arthur.

THE employees of the Beaumont Billing Department spent the Christmas season tripping around the country. **June Bobo** and husband, **Floyd**, made a quick trip to Mena, Arkansas for a pre-Christmas holiday on the weekend of December 17.

Jimmylyu Syme, husband, **Weldon**, and daughter, **Debbie**, spent Christmas with their parents in Belton, Texas. **Seldra Weaver** and husband, **Miles**, journeyed to Medicine Park, Oklahoma for the holidays.

Martha and **Tommy Evans** went to Merryville, Louisiana, to visit Tommy's relatives. **Elsie Duff** took a weeks vacation just before Christmas to finish most of her Christmas shopping. **Joy Hughes** vacation during Christmas week was spent enjoying the holidays at home.

Best wishes were extended to **Pat Ester** who became the bride of Jack King of Evadale, Texas, on December 30. The couple has bought a home in Evadale and Pat will continue to commute.

Charlie Faye Dickerson and **Gwen Fischer** are the proud recipients of sparkling diamonds over the holidays. Charlie Faye will say her vows in February and Gwen plans an April wedding.

Miss Fischer had as house guests for New Year's weekend Miss Frankie Dedeaux, and her fiancée, Rick Richard, from Gulf Port, Mississippi. **Clara Lackey** had as her house guests for New Year's Beryl Ann and Gene Barnett. Beryl Ann is a former employee in the Billing Department.

The Billing Department said good-bye to **Dona Mitcham**, who became a full time housewife, and **Dean Morrell**, who transferred to the IBM Section—General Accounting.

—By *Glenda Milner*

CHRISTMAS meant visiting out of town relatives for a number of the 18th floor employees. **J. A. Reich**, production manager spent the holidays in Minneapolis, Minnesota; **Betty Welch** visited in Memphis, Tennessee; **J. L. Warmack** and family motored to Baton Rouge; and **Nora Ann Baldwin** and her husband—via their Christmas present, a Cessna 170—visited in Corpus Christi, Texas. The Baldwins own the new plane in a four way partnership and Harvey is the pilot for the group. Nora Ann claims she couldn't fly the thing half a mile if she had to.

W. C. "Bill" Tolbert of the Production Department spent a part of his vacation hunting in Rockland, Texas. His major fete was a regular "believe it or not"—four squirrels in one shot! Bill will swear to this four-in-one too.

Morris M. Creel of the Production Department entered Baptist Hospital on January 2 for minor surgery. He returned to work during the second week of January.

Receiving an engagement ring for Christmas from **Prentice Ward** of the Accounting Department was **Imogene Poindexter** of the Records Management Department.

Mr. and Mrs. J. L. Warmack celebrated their tenth wedding anniversary on January 4. Mr. Warmack is with the Production Department.

—By *Frances Linthicum*

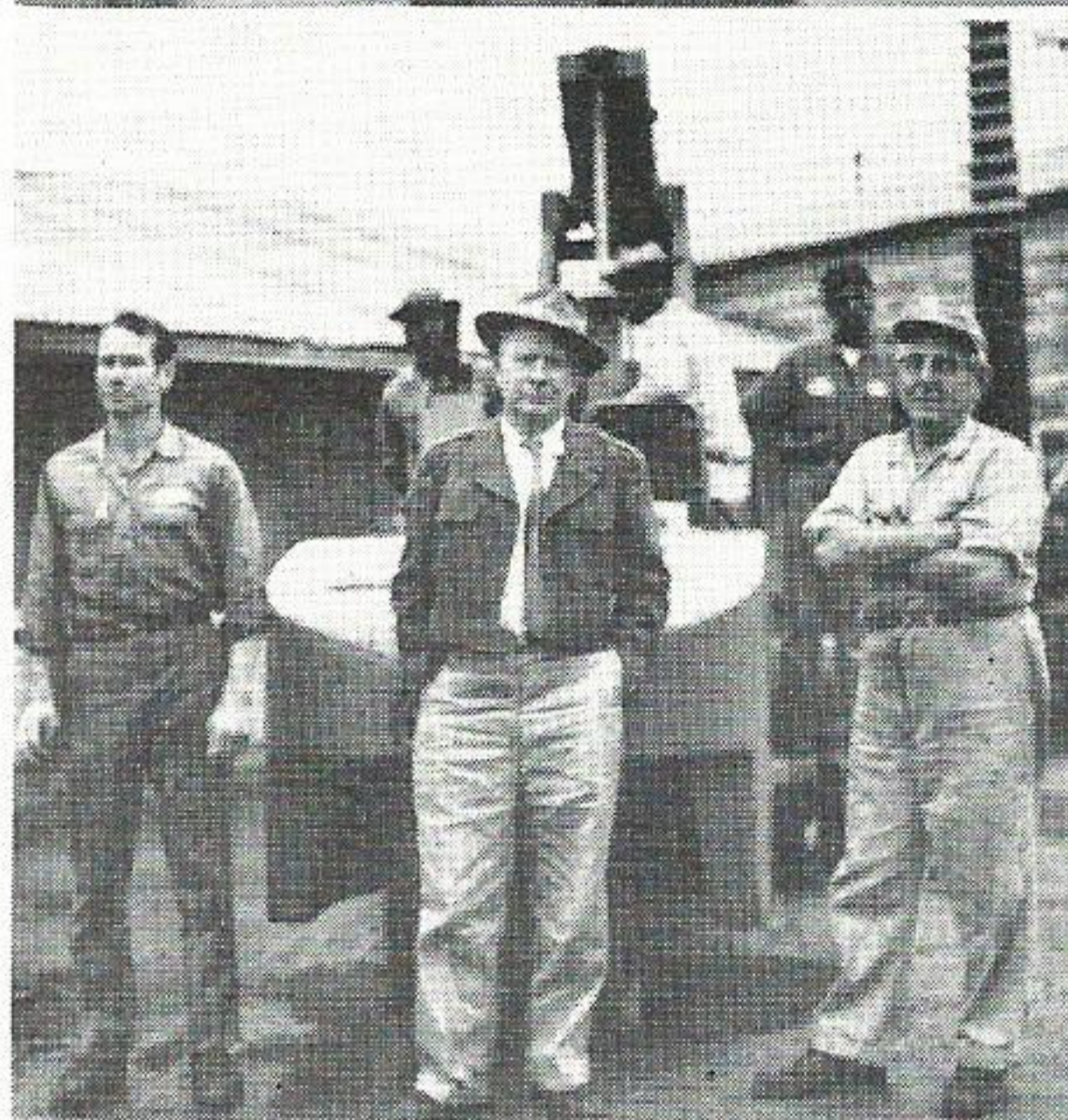
MADISONVILLE

MR. AND MRS. W. P. CARROLL spent two weeks of their vacation in Tucson, Arizona, with their son and his family, Lt. and Mrs. R. P. (Pat) Carroll and Bobby, Dianne and Julie Marie.

The Children's Christmas Party was held December 16 in the Madisonville office. After the gifts were distributed by Santa Claus, refreshments were served.



TRICK OR TREAT. Roddy Ringuet, son of Rodney Ringuet, Jennings meter reader, visits Jennings Superintendent and Mrs. B. J. McMaster on Halloween. He seems delighted with the treat he received.



MOVING INTO NEW HOME. The employees of the Navasota Garage will soon move into a new building on which construction began last month. Making the move are, front row, left, Curtis Gideon, mechanic, D. M. Doan, foreman, and Frank Dupree, mechanic. On the fork lift are Clarence Mason, Weldon Green, and Edroy Gaines, car washers.



A GOOD HUNT. Britt Powledge, serviceman, Cleveland, displays the deer he and his wife bagged near Pearsall, Texas, the last part of November.



A REAL DEER HUNT! R. C. Cowen, truck-driver, Navasota store-room, and friends show some of the deer they killed while hunting near Rifle, Colorado.



LET A SMILE. . . It would be difficult to tell just who is celebrating a birthday from all the smiles, but it happens to be Helen Powell, center. Sharing the occasion and her cake are co-workers Loraine Dunham, left, Jo Anne Landry and Annie Hebert. All are employed at the Port Arthur Service Center.

Those at the party included Mr. and Mrs. Carroll, Mr. and Mrs. Earl C. Parker, Mr. and Mrs. John Lee Barrett, Mr. and Mrs. Robert Junot, Jacque and Jennie, Mr. and Mrs. Dalton S. Whitmire, and Andy, Mr. and Mrs. Virgil Foster and Linda, Diana and Julie, and Misses Jean Haston and Betty Lynch.

Also the employees had drawn names and each one received a gift from the tree.

—By Betty Lynch

HUNTSVILLE

"A hunting we did go" was the theme song for the Huntsville GSUers this year. G. B. "Red" Boswell, foreman of the Huntsville line crew, killed an eight point buck this season . . . and . . . James Wells, truck driver in the T&D Department, killed a six point buck. Just goes to show you that the T&D employees out-shot the rest of the men. Mrs. Robert Leake, wife of Robert Leake, senior engineer's assistant, Huntsville, bagged her first deer, a six pointer.

Employees and families enjoyed the annual Christmas Party held in the Saint Joseph Catholic Church Recreation Center. Approximately 100 adults and children were present. Welcome address was given by R. T. Wright, district superintendent, and the invocation by Carrol Joe Heaton. Miss Eddene Allen, daughter of Mr. and Mrs. Ed Allen presented a pictorial story of "The Christmas Santa Claus Didn't Come". She was assisted by Miss Mary Beth Kaltwasser, daughter of Mr. and Mrs. E. E. "Cotton" Kalt-



CHRISTMAS GIFT. The girls of the Port Arthur office had their Christmas tree, December 15, at the home of Rosemary Vaught on Lakeside Drive, or as it was better known at the Christmas season, Candy Cane Lane. Santa Claus was none other than C. M. Scott, division manager, Port Arthur.

wasser. James Wells, assisted by Garland Allcorn on the guitar, led in group singing of the old-time, favorite Christmas Carols. Wade Stanford, husband of Dorothy Stanford, local office clerk, portrayed Santa Claus. Anita Boles, Mrs. Wright, Mrs. C. B. Brooks, and Mrs. Stanford served the refreshments.

—By Dorothy Stanford



Mr. and Mrs. Leslie A. Kirby on the birth of their daughter, Theresa Yvonne, December 8. Mr. Kirby is meter reader in the Huntsville District.

Mr. and Mrs. Garland Alcorn on the birth of their son, Doyle Vann, December 26. Mr. and Mrs. Alcorn have two other sons, Leonard Dale, age 4, and Douglas, age 2. Mr. Alcorn is in the T&D Department in Huntsville.

Mr. and Mrs. Morris Rabalais on the birth of their second child, a son, Gary Paul, November 24. Mr. Rabalais is an operator at Louisiana Station.

Mr. and Mrs. Vernon Blanchard on the birth of their fourth child and second daughter, Sandra Lynn, November 23. Mr. Blanchard is an operator at Louisiana Station.

Mr. and Mrs. John Hood on the

birth of their first child, a daughter, Helen Carol, December 1. Mrs. Hood is a former departmental clerk and PLAIN TALKS reporter at Louisiana Station. She is the former Patsy June Peak of Walker, Louisiana. Mr. Hood is a mechanic at Louisiana Station.

Mr. and Mrs. Edward P. Madsen on the birth of their grandson, Bryan Keith, the son of Mr. and Mrs. C. L. Madsen of Monroe, Louisiana, born December 2. Mr. Madsen is an electrician at Louisiana Station.

Mr. and Mrs. Joe Hebert on the birth of their first child, a daughter, Kari Marie, December 23. Mr. Hebert is an operator at Louisiana Station.

Mr. and Mrs. Albert J. Boudreaux on the birth of their son, Albert J., II, October 3. Mr. Boudreaux is employed at Riverside Station.

Mr. and Mrs. Hubert Landry on the birth of their fifth child, a daughter, Marla Ann, December 1. Mr. Landry is employed in the Lake Charles Meter Department.

Mr. and Mrs. Joe Regan on the birth of their second son, James David, December 13. Mr. Regan is employed in the Meter Department, Lake Charles.

Mr. and Mrs. Thomas E. Hebert on the birth of their daughter, Melissa Aline, September 24. Mr. Hebert is employed at Riverside Station.

Mr. and Mrs. L. J. "Slim" Frederick on the birth of a daughter, Lee Anne,

December 5. Mr. Frederick is line foreman in Lake Charles T&D Department.

Mr. and Mrs. Vincent J. Misuraca on the birth of their son, Vincent J. Jr., November 23. Mr. Misuraca is in the survey section of the Beaumont Engineering Department.

Mr. and Mrs. John A. Petitjean on the birth of their son, John Christopher, December 23. Mr. Petitjean is employed in the Lafayette T&D Department.

Mr. and Mrs. Buster J. DuBose on the birth of their daughter, Delois Darlene, December 7. The DuBoses have one other daughter, Debra Kay. Mr. DuBose is employed in the Cleveland T&D Department.

Mr. and Mrs. Lovelle Marshall on the birth of their third son, Larry Don, November 18. Mr. Marshall is employed in the Port Arthur Line Department.

Joe D. Hatley, Port Arthur Appliance Repair Department, on the birth of his grandson, Joseph Daniel, December 3. The parents are Mr. and Mrs. George C. Hatley.

Mr. and Mrs. W. P. Carroll on the birth of their granddaughter, Julie Marie, born December 2 in Tucson, Arizona. Parents of the new baby are Lt. and Mrs. R. P. (Pat) Carroll. They have two other children, Bobby and Dianne. Mr. Carroll is local superintendent, Madisonville.

B. F. Parks, Serviceman, Lion, Union Member, Citizen, and Friend

B. F. Sparks, serviceman first class, Conroe, recently was initiated a member of the Conroe Lions Club. A fellow Gulf Stater, Bill Earthman, residential salesman, came up with a short biography on Sparkie for the Lions Roar, the club's newsletter. Writing under the pseudonym of Ealph Redwards Blue Flame, Mr. Earthman called Mr. Sparks' life history "This is Your Strife"

ONE night in the deepest of darkness, July 3, 1907, there came a sound of crying which marked the beginning of a new life. A bouncing baby boy brought light into the darkness. His name was Bunyan Franklin Sparks. He was born in Edith, Texas. He remained in the West Texas area on the banks of the Colorado River for some time. He worked on a ranch from the time he was big enough to crawl on a horse until he was almost grown. Out under the open sky, close to nature and exposed to the elements, he became a man.

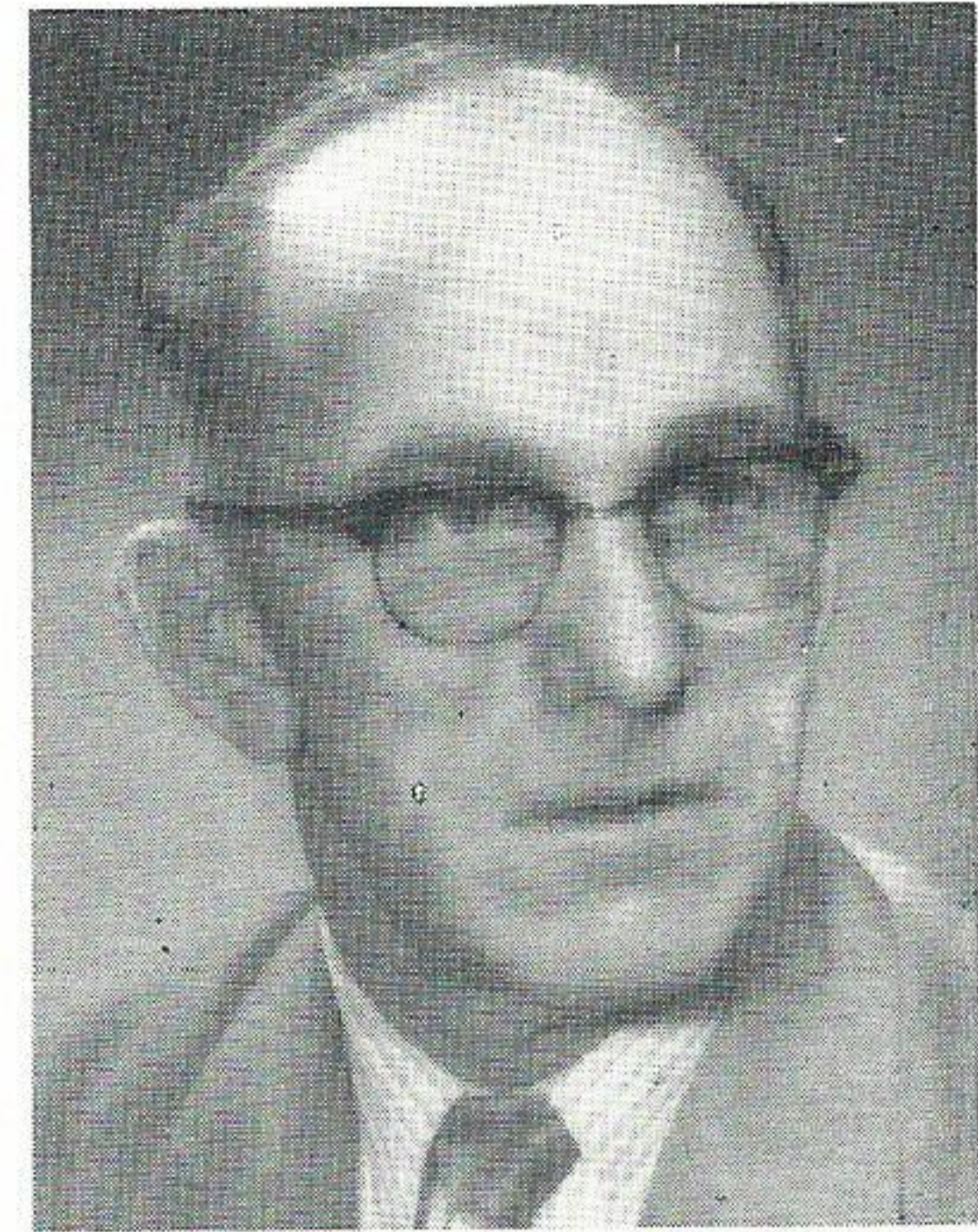
Liking adventure, he decided to give up ranching and try the salty brine. He became a merchant marine. After this, he landed in Conroe in the 1930's during the Oil Boom. He found a job as a cook in Sam Herbert's Cafe which

is now the location of Carter's Drug Store on Main Street.

While Sparkie was employed there, a fellow applied for the job of dishwasher. He got the job and remained in Conroe. This man was Jimmy Williams. After these two completed their daily work, they retired to their "Hotel Room" which was a line of bunks in the rear of the building. After several months of work, there were some changes made. Mr. Williams was promoted to handling the cash-register and Mr. Sparks, always pushing forward, was moved to head waiter. (Mr. Herbert, the manager, was changed to the dish washing and cooking department.)

In 1935, Sparkie became an ice doodler for Gulf States Utilities which opened a new life for him. He was such a good doodler, that Gulf States moved him to Huntsville where he worked in the line crew. In 1941, he was moved back to Conroe where he stayed in the line crew until a promotion in 1949 made him a serviceman. Since he has been in the service department, he has proved a valuable employee, making friends every day and proving his capability in his work.

His personal life would need



B. F. Sparks

some time in preparing. At this time, I have the 1002nd page, but it is not ready for publication (censor trouble).

He is a very devoted man and has a lovely wife named Daisey. Time and time again she has begged him to leave his house for outside activities. She even has to go to parties by herself. But, I can't understand why there are so many Union meetings that he **has** to attend and he only belongs to one Conroe Local. He loves Unions, he will attend any meeting, anywhere, anytime.

All kidding aside, it is a pleasure to work with him every day like I do. There is one thing for sure, whether it be a damsel or a dane in distress, you can count on the Sparkplug to fire into action.

gulf staters in the news

Earl White, operating superintendent, Port Arthur, was recently elected a new director of the Port Arthur Chamber of Commerce. Mr. White is also chairman of the Chamber's research and development committee.

W. Garland Strong, operating supervisor, Riverside Station, was elected president of the Lake Charles Industrial Management Club, on November 22.

W. E. Dinkins, district superintendent, Conroe, was elected first vice president of the Montgomery County

Chamber of Commerce.

Walter House, sales supervisor, Orange, was recently installed as district chairman of the Orange District Committee, Boy Scouts of America, for the new fiscal year. Mr. House has been active in the scout movement in Orange for the past six years. He formerly served as district vice-chairman.

Virgil Shaw, industrial engineer, Port Arthur, has been reelected president of the Port Arthur YMCA and **C. M. Scott**, manager, Port Arthur Division, was elected a director of the Chamber for a three year term.

C. A. Stelley, safety director, Lake Charles, recently presented the program for a dinner meeting of the Orange Lions Club. He described some of the highlights of "Cajun Country" including some of the favorite "Cajun" stories.

SYMPATHY TO:

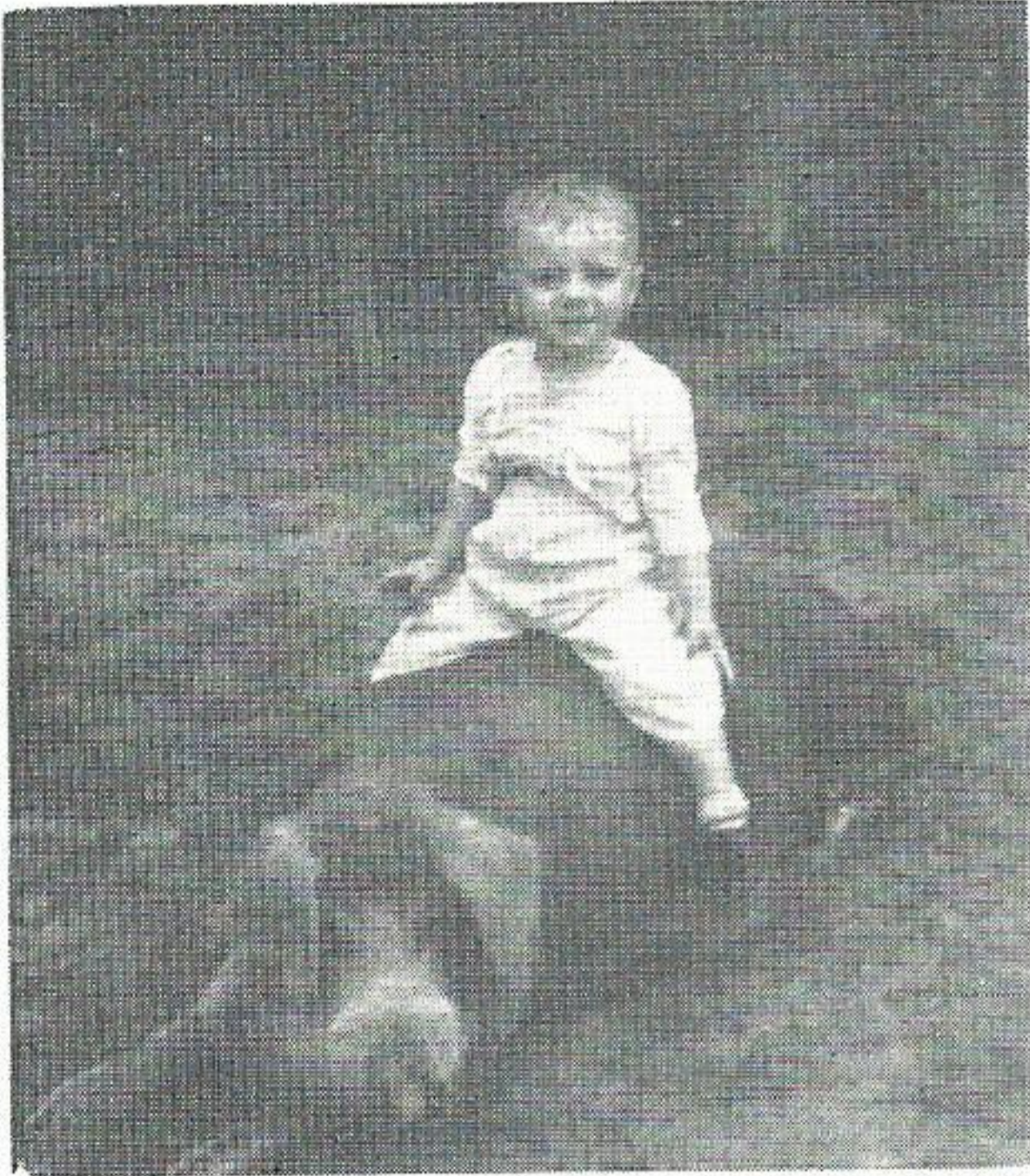
Jack Killough, general line foreman, Lake Charles, on the death of his father-in-law.

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

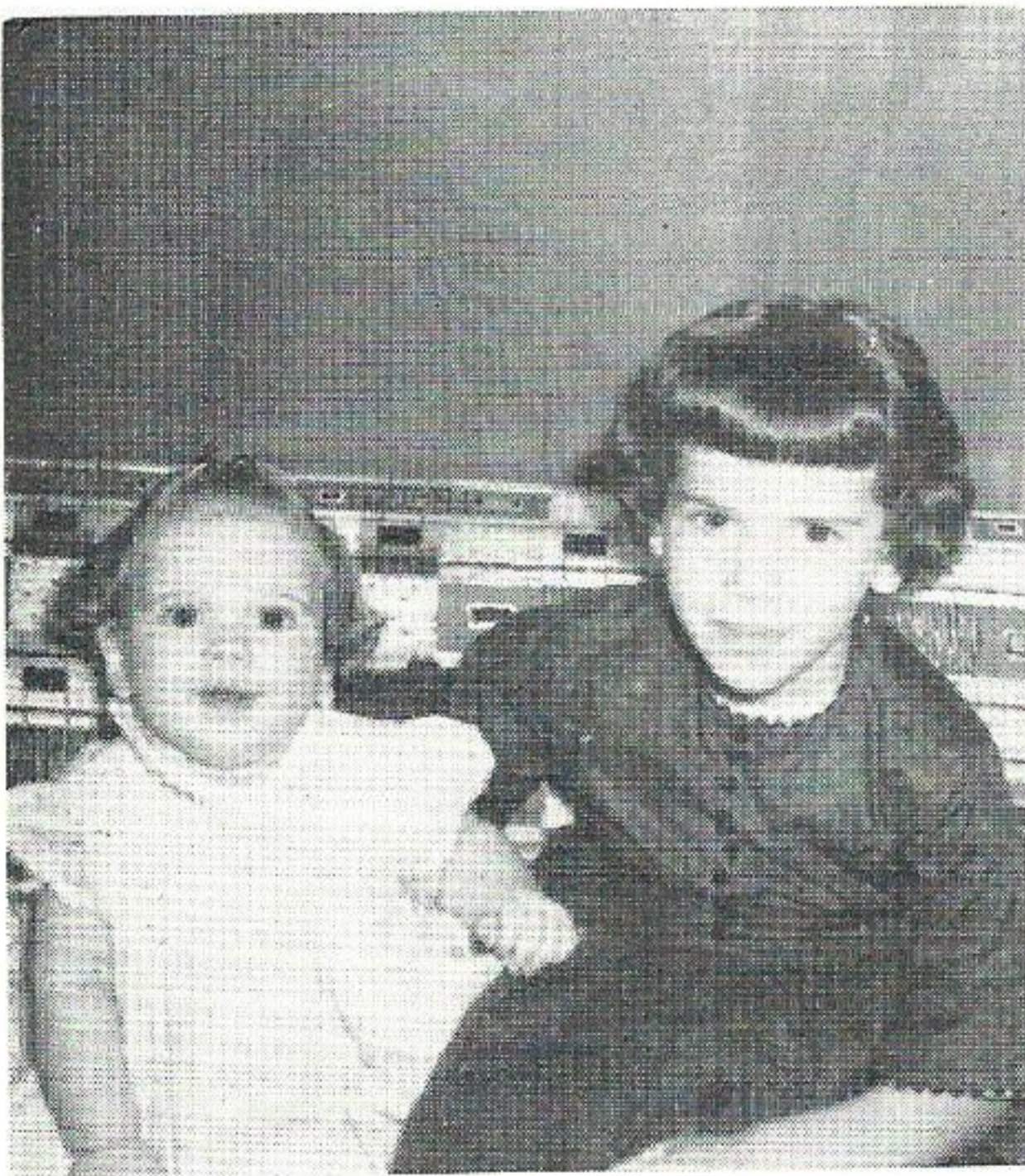
F. T. Hargrove, Port Arthur Appliance Repair Department foreman, on the death of his son, **Ronald**, December 1.

Bob Montgomery, writer, Advertising Department, Beaumont, on the death of his father, **Robert J. Montgomery, Sr.**, on December 20 in Dallas.

GROWING with Gulf Staters



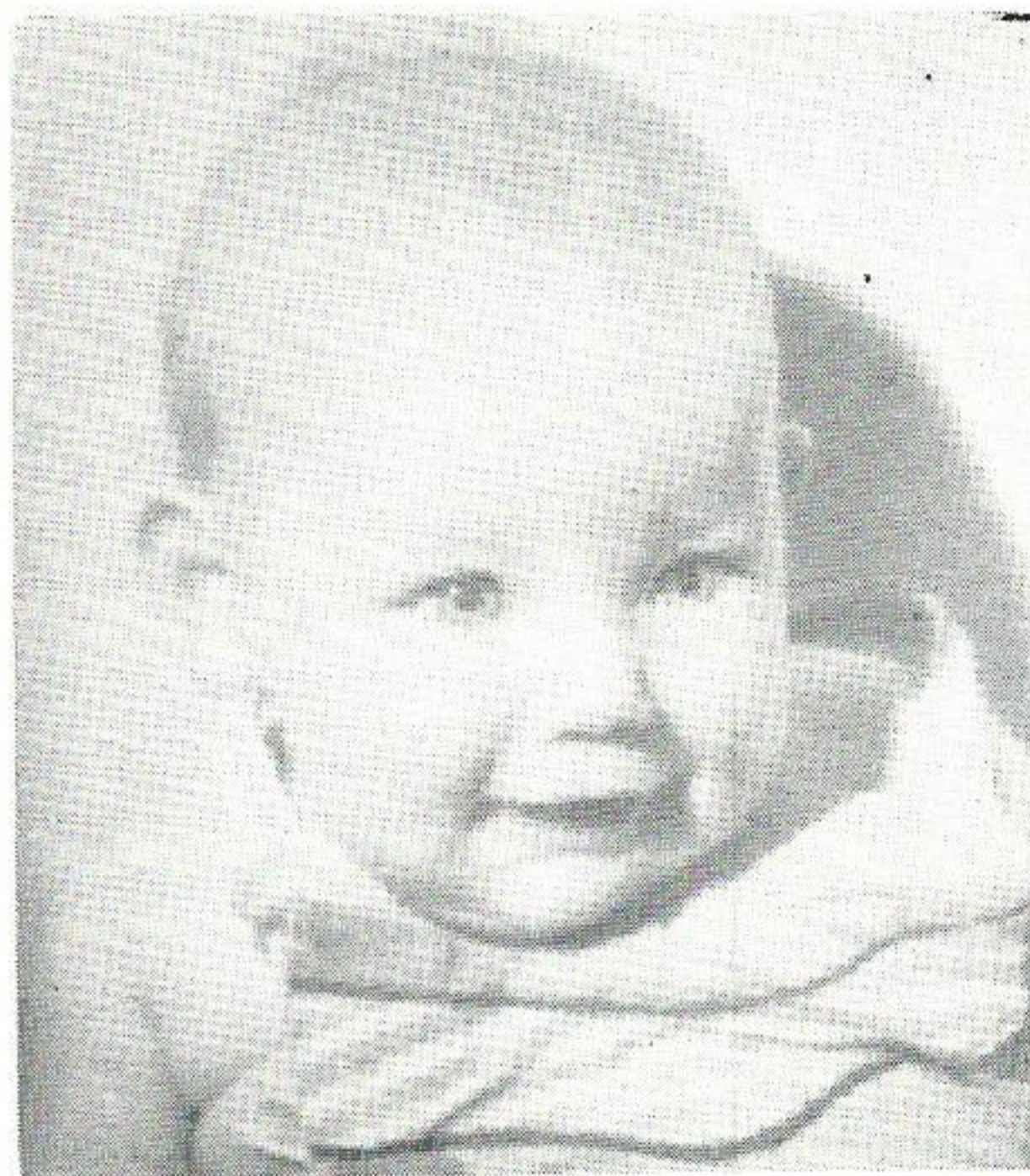
A BOY ON A HOG. Michael, 18 month old son of Mr. and Mrs. Leon Meaux, Abbeville, Louisiana, is all ready for a wild ride. Mike's mother is Barbara Meaux, customers' clerk in the Lafayette office.



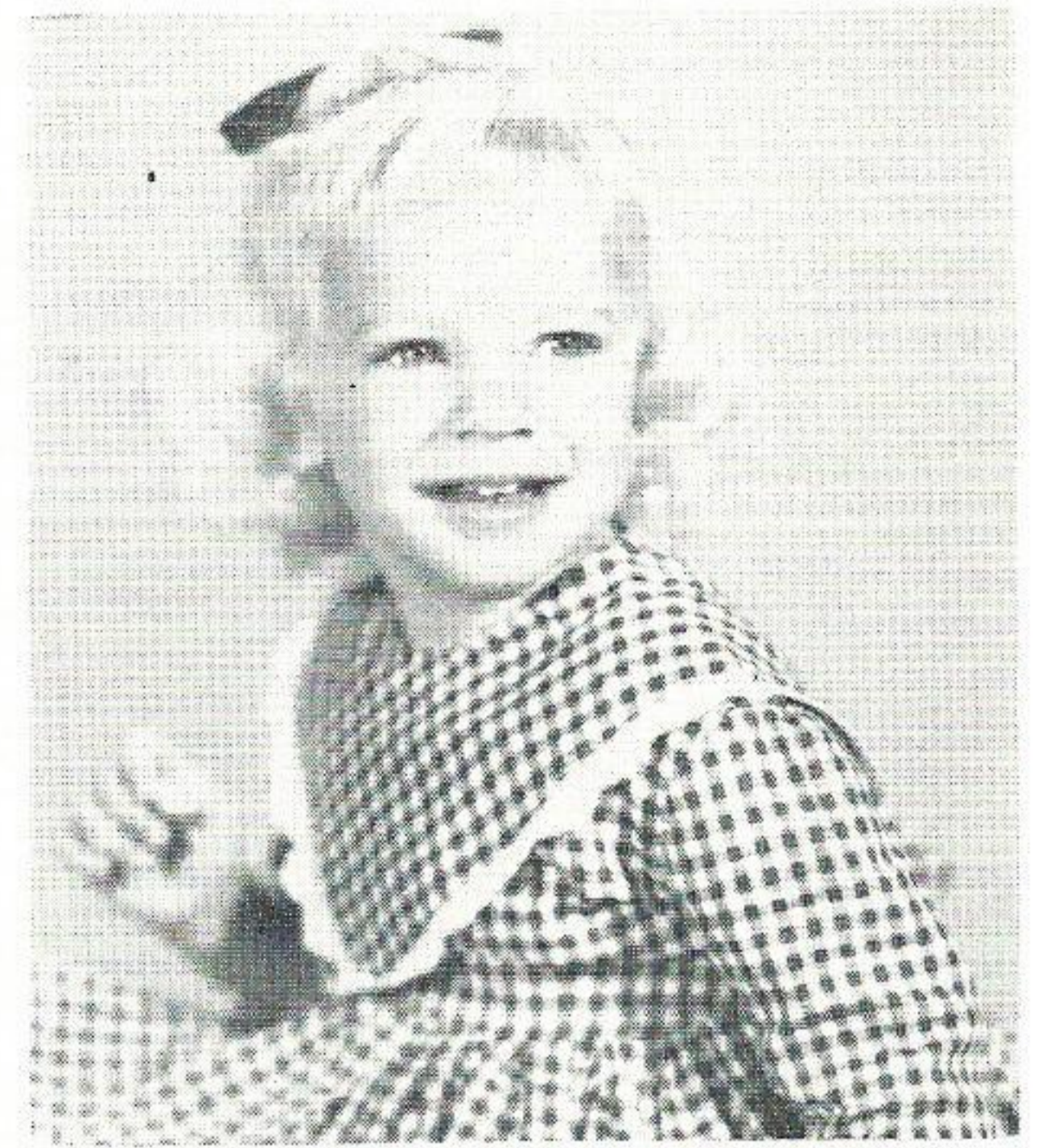
GRANDFATHER'S PRIDE. Barbara Lynn and Elizabeth Jean Young are the granddaughters of Mr. and Mrs. Lovette Young, Baton Rouge. They are the daughters of Mr. and Mrs. Wesley E. Young, Springhill, Louisiana. Mr. Young is chief chemical engineer at Louisiana Station.



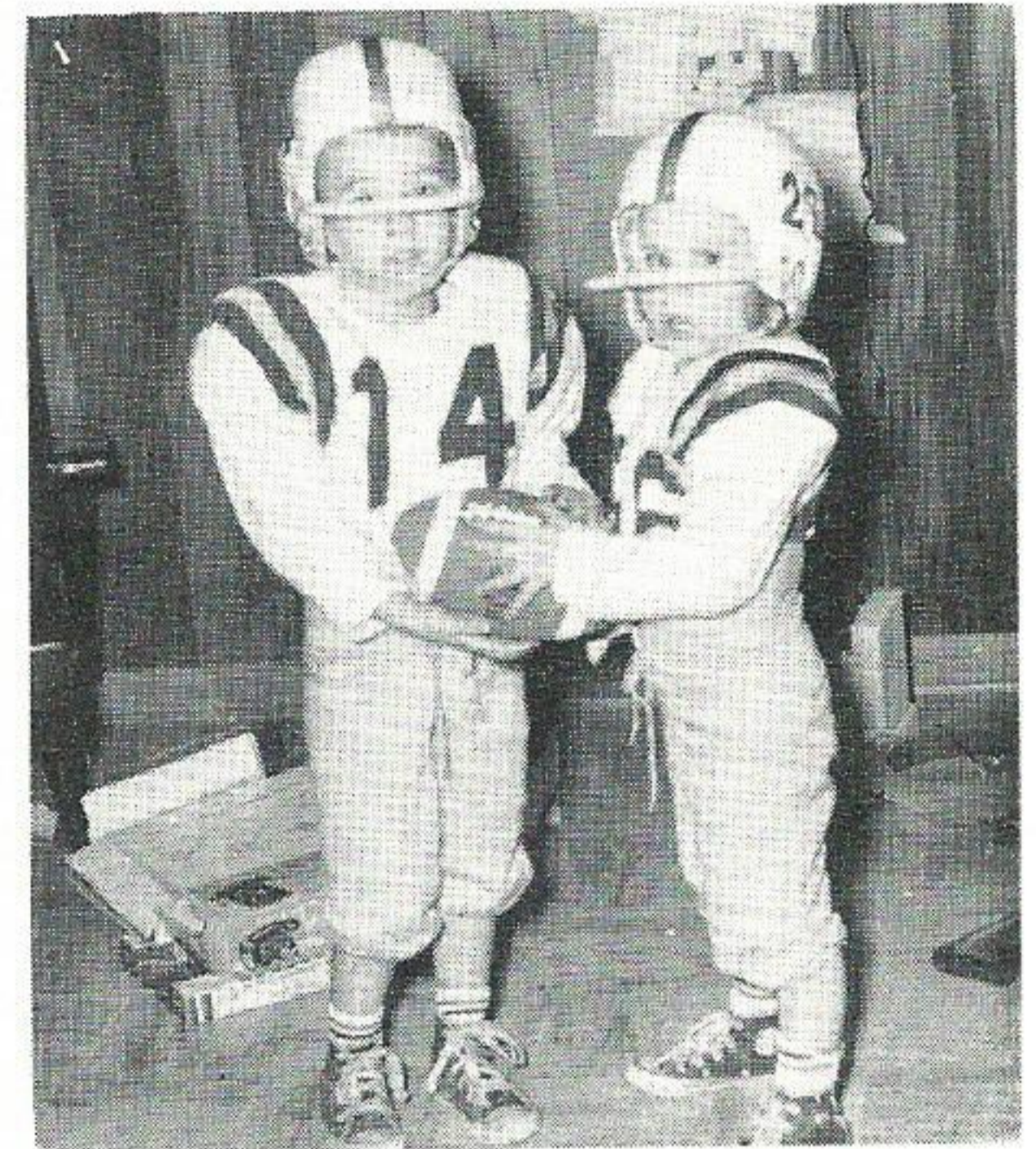
A BABY SISTER. Back in 1959, Mr. and Mrs. W. L. English adopted a baby boy, whom they named Eddie. On December 19, Mr. and Mrs. English adopted four-year-old Eddie a baby sister, one month old Della Marie. Mr. English is a lineman in the Beaumont T&D Department.



CAN A HEAT PUMP DO ALL THAT? Joe Glynn is the seven month old son of Mr. and Mrs. Carrol Joe Heaton, Huntsville. They have two daughters, Nanette and Vickie. Mr. Heaton is a lineman in the Huntsville T&D.



A PRETTY LITTLE MISS. Cynthia Ann, is the 2½ year old daughter of Mr. and Mrs. LeRoy J. Bodemann. Mr. Bodeman is an industrial engineer in the Beaumont Sales Department.



FUTURE LSU TIGERS. Archie, Number 14, and Rip, Number 26, huddle over what the next play will be on Christmas morning. They are the sons of Mr. and Mrs. Archie L. McClure. Mr. McClure is employed in Maintenance Department at Louisiana Station.





SLOGAN DISPLAYED. Personnel at Port Arthur Division's Service Center were the first to display the colorful banner bearing our Company's slogan for 1961's safety campaign. This slogan

was adopted as an all-out effort to remind employees of the necessity of practicing safety at all times and places. The campaign, kicked off early in January, is aimed at improving

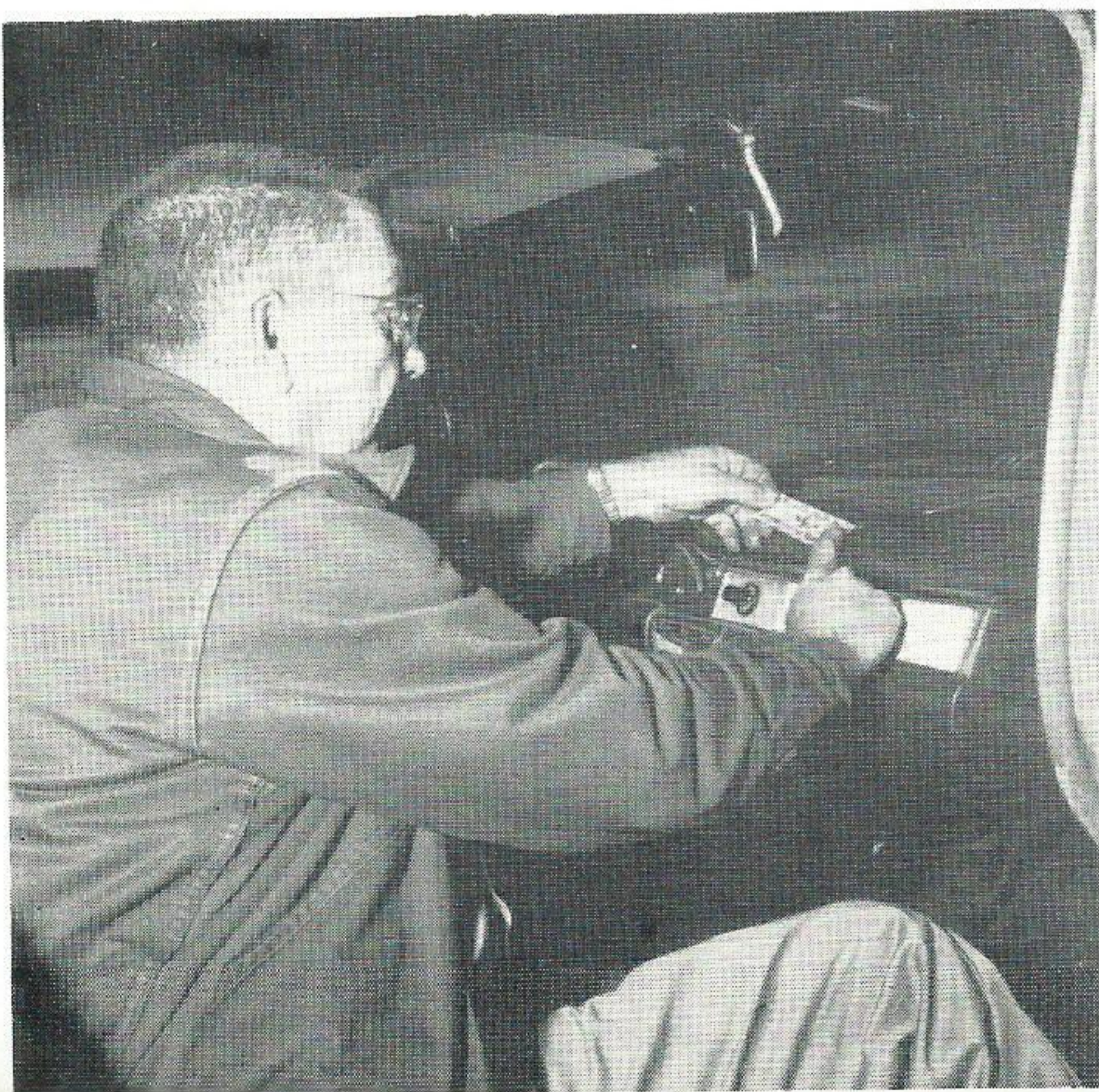
our Company's 1961 safety record over that of 1960, and the slogan will be used in all phases of safety promotion by the Company throughout the year.

NEW SAFETY PROGRAM

START THE NEW YEAR SAFETY RIGHT

SEAT BELT STICKERS ADOPTED. Tom Sturrock, Beaumont garage, main office, applies one of the seat belt stickers designed by our Company's Advertising Department to the dash of one of the Company's pool cars. These stickers, adopted as one of the first programs of the 1961 safety campaign, read "Don't Get Caught Dead Sitting on your Seat Belt" and were patterned after those used in automobiles of the Texas Highway Patrol.

NEWEST TURTLE CLUB MEMBER. Earl White, operating superintendent, Port Arthur Division, presents W. H. Foster, Port Arthur lineman, with his Turtle Club membership certificate and hard hat. Looking on is Anders Poulson, safety representative from Beaumont. Mr. Foster was saved from a crushed skull by his hard hat, October 17, 1960, when an "A" frame was inadvertently dropped some 20 feet. The "Turtle Club" award is sponsored by the E. D. Bullard Co.



GRAND PRIZE WINNERS ANNOUNCED FOR TRAFFIC SAFETY CONTEST

\$100



GRAND PRIZE WINNER. \$100 went to M. W. Taylor, substation mechanic in Navasota. A. W. Baird, operating superintendent is at left.

\$75



SECOND PLACE. George Brill, test supervisor at Riverside Station in Lake Charles, receives \$75 from L. R. Eddins, Riverside Superintendent.

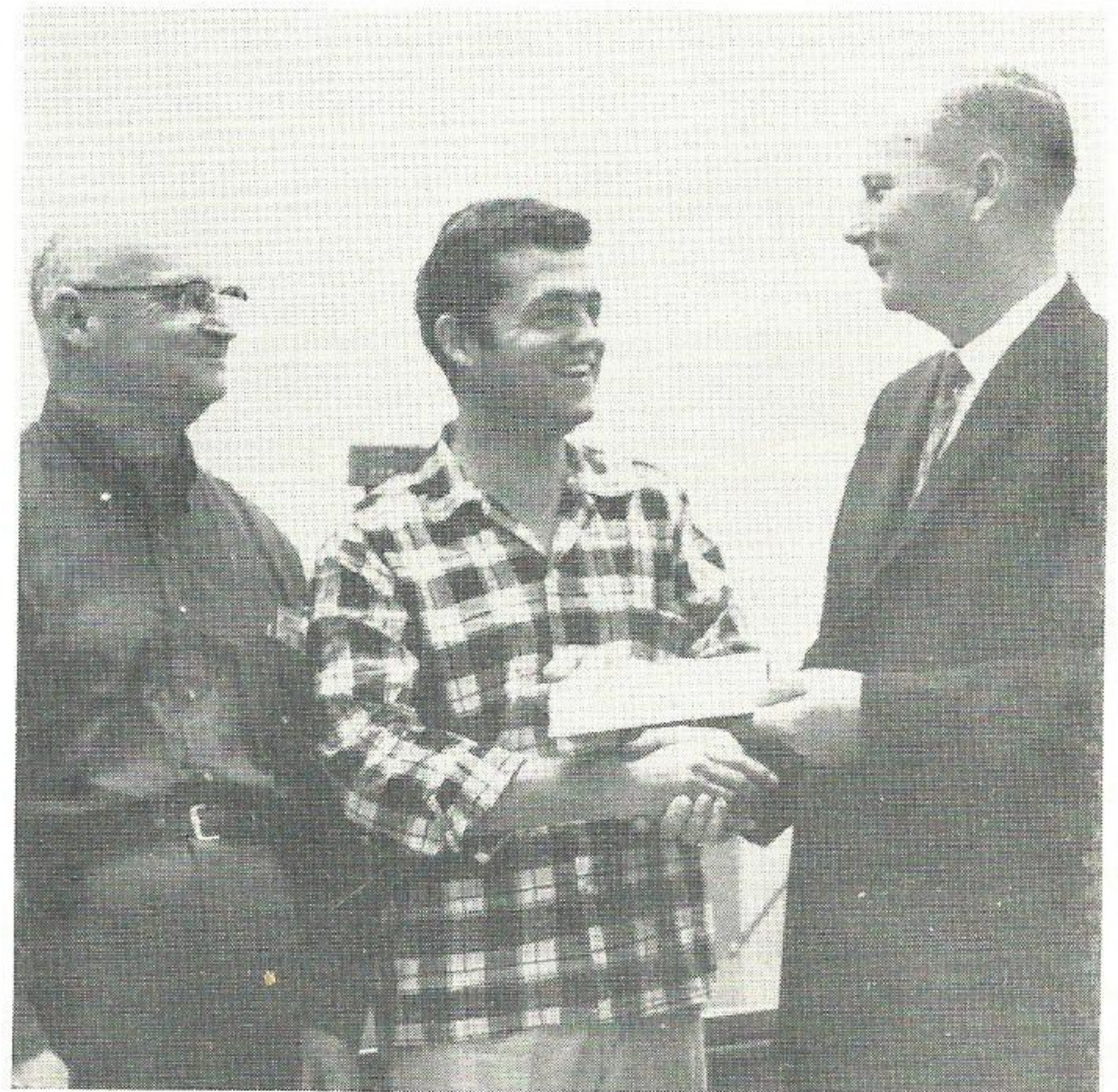
NOVEMBER'S WINNERS

\$25



NOVEMBER WINNER. Lee D. LaFleur, T&D Section head in Lake Charles, receives his check for \$25 from Norman Lee, division engineer as first place winner.

\$15



NOVEMBER SECOND PLACE. Second place prize of \$15 was given to Leonard Roy, Jr., in Port Arthur T&D, by Earl White, operating superintendent, while Garrett Hagler, meter foreman, looks on.