

# Plain Talks

GULF STATES UTILITIES COMPANY

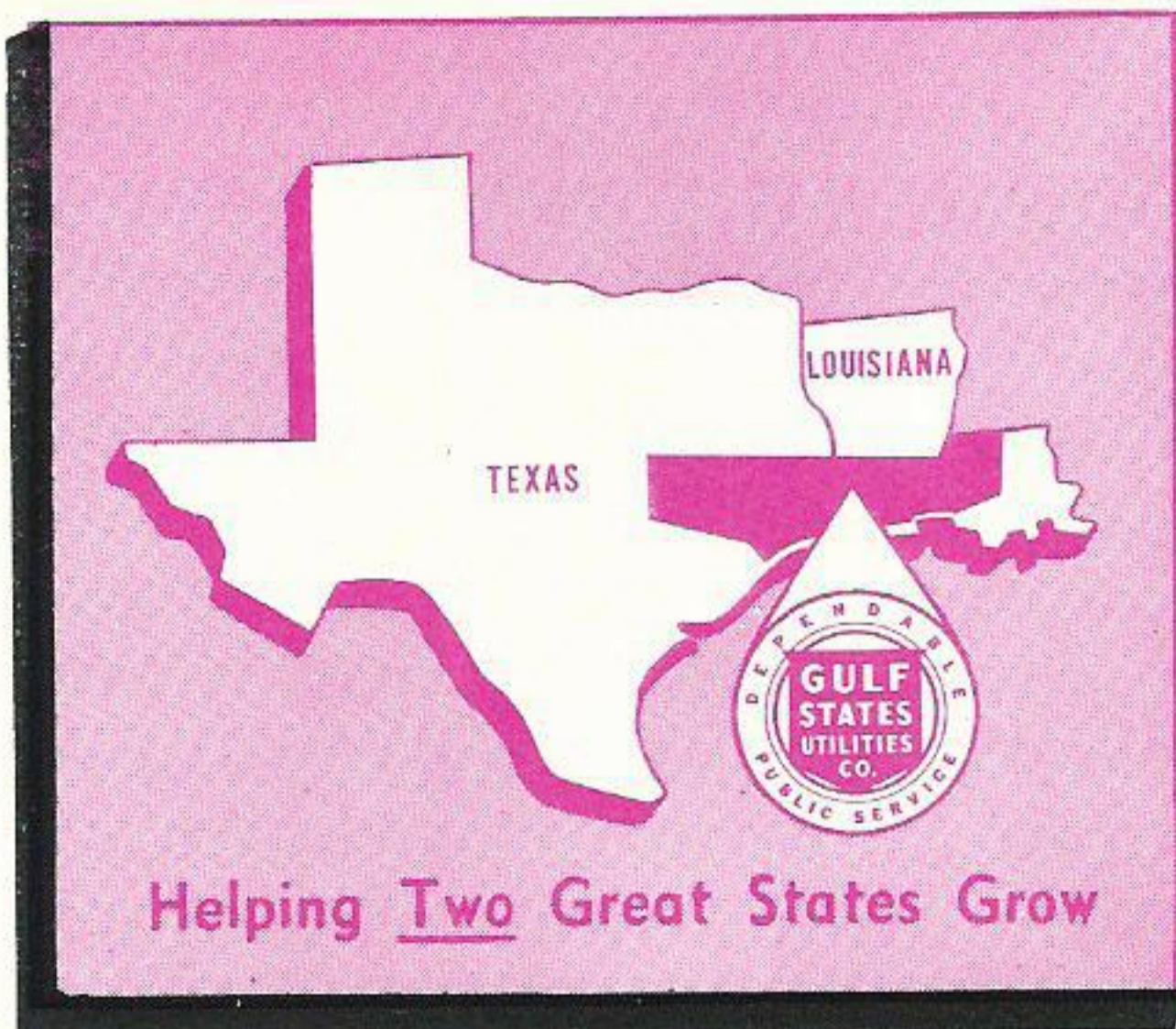
MAY, 1961



## IN THIS ISSUE:

- Company Owners Vote
- Service Awards Dinners
- Vacation Safety Picture Contest

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

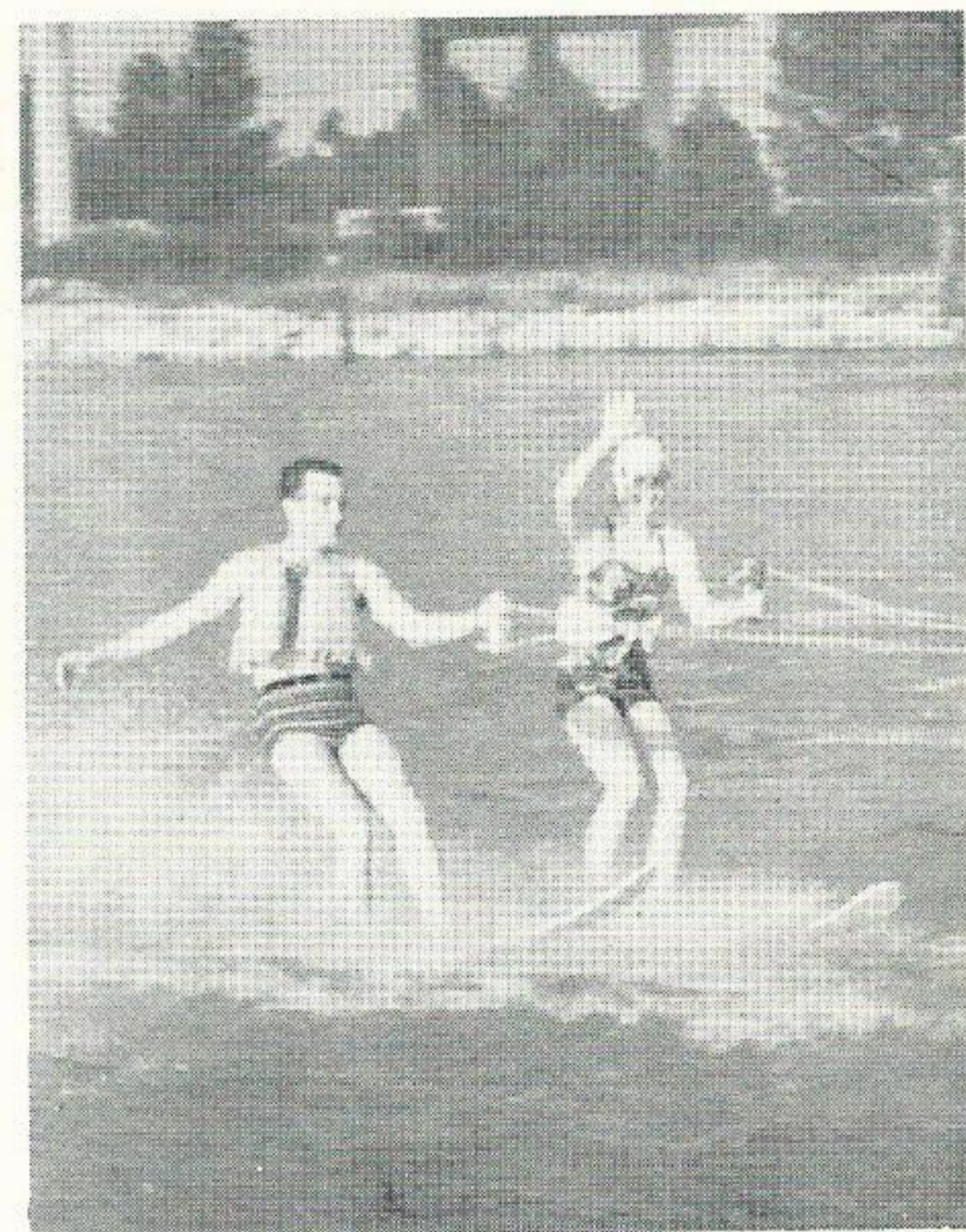
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James S. Turner  
Editor

Don Hinkle, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Charlotte Hoepner, artist; Bunch Eads, writer; George T. Smith, writer.

## OUR COVER



OUR cover shows Ed and Nonie Wheeler, Beaumont Gulf Staters, (he's in Engineering; she's in Advertising) doing just what they plan to do during their vacation this summer: water ski. The Wheelers effectively portray the anticipated freedom and fun of vacation time. They also make interesting subjects for our magazine's first full-color cover. The cover was printed by the same process used by the Beaumont Enterprise Company. In fact, the separations for the color printing were done by Mr. Jerry Lynas of the Enterprise. For more about this color process, read the story about the Beaumont newspapers on page 4.

### EXECUTIVE OFFICERS

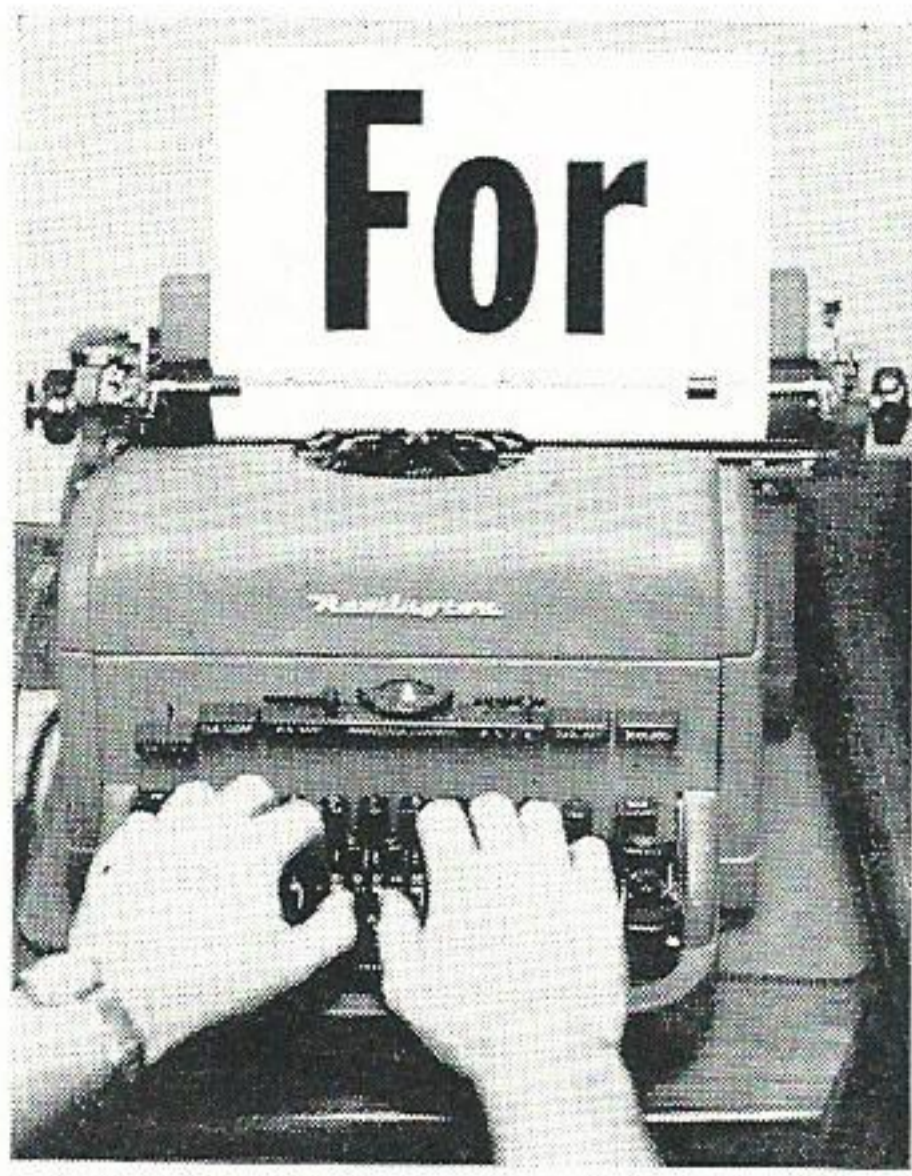
|   |  |                                       |
|---|--|---------------------------------------|
| <b>ROY S. NELSON</b><br>Chairman of the Board and President | <b>W. H. GIESEKE</b><br>Vice President and Secretary | <b>L. M. WELCH</b><br>Vice President  |
| <b>J. J. MORRISON</b><br>Executive Vice President           | <b>E. L. GRANAU</b><br>Vice President                | <b>E. A. WERNER</b><br>Vice President |
| <b>H. E. BROWN</b><br>Vice President                        | <b>A. W. HASTINGS</b><br>Vice President              | <b>G. E. RICHARD</b><br>Treasurer     |
| <b>R. E. CARGILL</b><br>Vice President                      | <b>E. L. ROBINSON</b><br>Vice President              |                                       |

### DIRECTORS

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

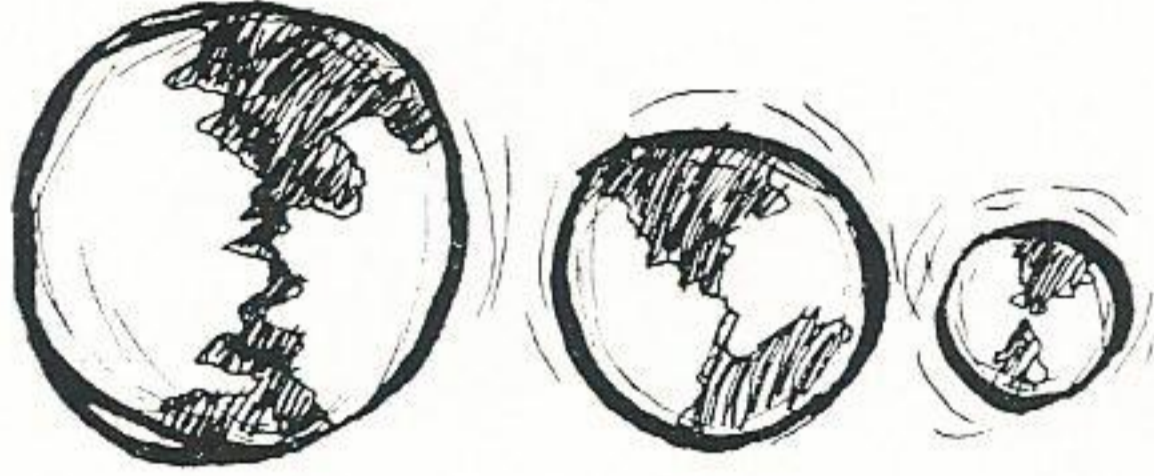
### REPORTERS

|                             |                       |                              |                       |
|-----------------------------|-----------------------|------------------------------|-----------------------|
| <b>BEAUMONT DIVISION</b>    |                       | <b>LAKE CHARLES DIVISION</b> |                       |
| Mary Schlicher .....        | Sales                 | Fay Denny .....              | Sales                 |
| Ann Evans .....             | Sales                 | Jack Bass .....              | Sales                 |
| Barbara Andrews .....       | Cust. Accounting      | Charlene Harper .....        | T&D                   |
| Gertrude Peddy .....        | Substation            | Rose Lynn Frazar .....       | Riverside Station     |
| Grace Falls .....           | Line                  | Mary Ann Gauthier .....      | Jennings              |
| Hazel Johnson .....         | Neches Station        | Cynthia Trahan .....         | Lafayette             |
| Bill Blanton .....          | Neches Station        | Martha Lynch .....           | Nelson Station        |
| Maxine Glenn .....          | Billing               | Jo Ann Burnett .....         | Substation            |
| Glenda Milner .....         | Billing               | Dale Land .....              | Sulphur               |
| Helen Byrd .....            | Stores Accounting     | Mary Ann Dowies .....        | Engineering           |
| Alice Maldonado .....       | Machine Accounting    | Tyrelle Hill .....           | Safety                |
| Helen Clifton .....         | Credit & Collections  | Hubert H. Landry .....       | Meter Shop            |
| Davie Carpenter .....       | Orange                | Bob Wiggins .....            | Dispatcher            |
| Doris Cryer .....           | Silsbee               | Margie Leon .....            | Line                  |
| Norman Morrison .....       | Service Center, T & D | Pearl Cole .....             | Customer Accounting   |
| Doris Thomas .....          | Purchasing            | Dora Ann Aguiard .....       | Nelson Station        |
| Minnie Marino .....         | Accounting            | Mona Faye Carroll .....      | Lake Charles District |
| Judy Moses .....            | Rate & Depreciation   | <b>NAVASOTA DIVISION</b>     |                       |
| Ward McCurtain .....        | Tax                   | Jeanette Sangster .....      | Navasota              |
| Charlotte Hoepner .....     | Advertising           | Anita Boles .....            | Navasota              |
| Frances Engelbrecht .....   | Personnel             | Louise Satory .....          | Calvert               |
| Carolyn Theobald .....      | Engineering           | Jane Bazzoon .....           | Cleveland             |
| Nadine Hester .....         | Engineering           | Dorothy Stanford .....       | Huntsville            |
| Jeannie Daniels .....       | Engineering           | Mablene Pollard .....        | Trinity               |
| Frances Linthicum .....     | Records               | Lois Groce .....             | Somerville            |
| Gwen Thompson .....         | Executive Dept.       | Berneice Falvey .....        | Conroe                |
| Lily McCullar .....         | Engineering           | Betty Lynch .....            | Madisonville          |
| Naomi Toujan .....          | Storeroom             | Roxeanne Pry .....           | Operations            |
| <b>BATON ROUGE DIVISION</b> |                       | <b>PORT ARTHUR DIVISION</b>  |                       |
| Virginia Yarbrough .....    | Electric              | Rosemary Vaught .....        | Port Arthur           |
| Gayle Miller .....          | Louisiana Station     | Loraine Dunham .....         | T & D                 |
| Jo Ann Bailey .....         | Gas                   | Elizabeth Whatley .....      | Nederland             |
| Margie Force .....          | T & D                 | Helen Powell .....           | Meter & Service       |
| Ethel Sharp .....           | Purchasing            | Jo Ann Landry .....          | Appliance Repair      |
| Brenda Haydel .....         | Executive             | L. Marshall .....            | Line Department       |



# For

# Your Information...



## THIS SHRINKING WORLD

IN this age of supersonic rockets and jets, it is not a cliché to say the world is shrinking.

Because as you look around, lots of things on our planet actually are shrinking.

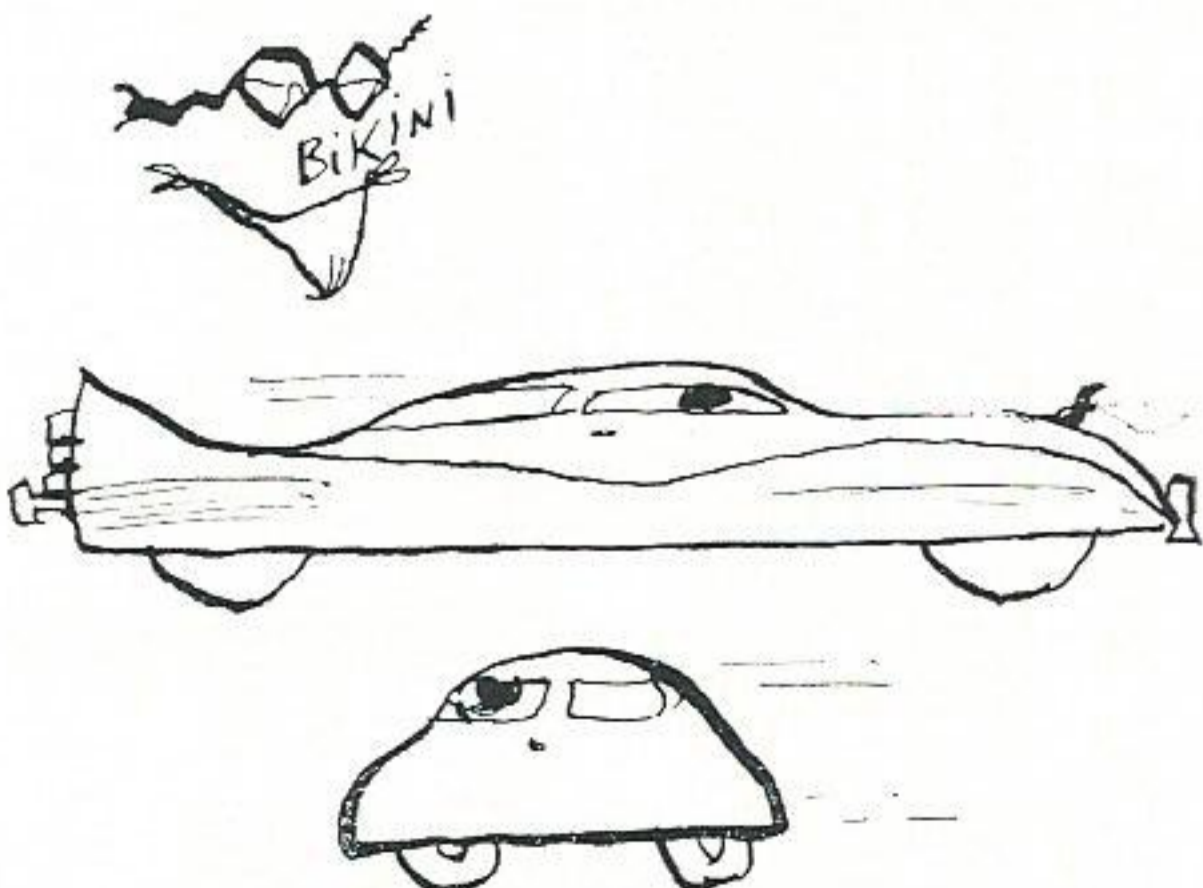
In recent years—even months—something has happened to ties, cars, bathing suits, radios, telephones, cereal boxes. They're getting smaller, narrower, thinner . . . shrinking.

Take compact cars. They twist and fit into parking spaces the old-time cars couldn't even enter endwise.

Or take one of your ties and put it next to the neckwear you wore a year or two ago. It's half the width.

And look at most hat brims. They used to be about three inches wide, even more. Now they're less than two.

Speaking about clothes, your old suits would look peculiar if you wore them today. The modern lapel is half the width of a few years ago. And the bulky shoulders are now passe'—hail the slender "natural" shoulders!



And did you ever hear of the bikini?

But the process of miniaturization doesn't stop there. As Alice in Wonderland would say, "My, my! Everything's getting littler and littler!"

Have you seen the new telephone? Once about two feet long and hung on a wall, it came down to desk size some years ago. And a new one makes the one presently on your table look huge.

And look around in the modern grocery. Cereals now come in "individual serving" boxes, not big containers. You can buy a loaf of bread with but eight slices; or a can of vegetables to provide one serving. Frankfurters come in "cocktail" size; juice in a tin holding one glassful.

They even have food "concentrates." With them, you can carry your breakfast and dinner in a glassine bag that fits into your change pocket.

Of course, we Gulf Staters know but some folks don't, that another thing that's shrinking is the unit price of electric service. For instance, the average revenue per kilowatt-hour used by our residential customers today is 2.7 cents, compared to 4 cents in 1939, a reduction of over 1/3! And this has been accomplished during a period when the cost of living has more than doubled. Electricity's place in the family budget is indeed small, despite the many services it performs and the steadily increasing quantities being used.

## WHAT LESSONS ABOUT AMERICA SHOULD WE EXPORT ?

PRESIDENT Kennedy, in announcing an appointment to the Tennessee Valley Authority board, called on that great Yard Stick to "study ways in which the lessons it has learned in the Tennessee Valley may be exported abroad."

What lessons? How to construct projects at taxpayers' expense? How to operate tax-free projects? How to force citizens in other areas to pay part of the electric bills of one particular area?

Shucks! If we are to export ideas on the production of electric energy, why not tell other nations that investor-owned tax-paying corporations produce approximately 70 per cent of the U.S.A.'s electricity?

Why not try to sell our friends abroad on the thought so aptly expressed by a homegrown American genius, Thomas Alva Edison, who said "The government never goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on." —JST

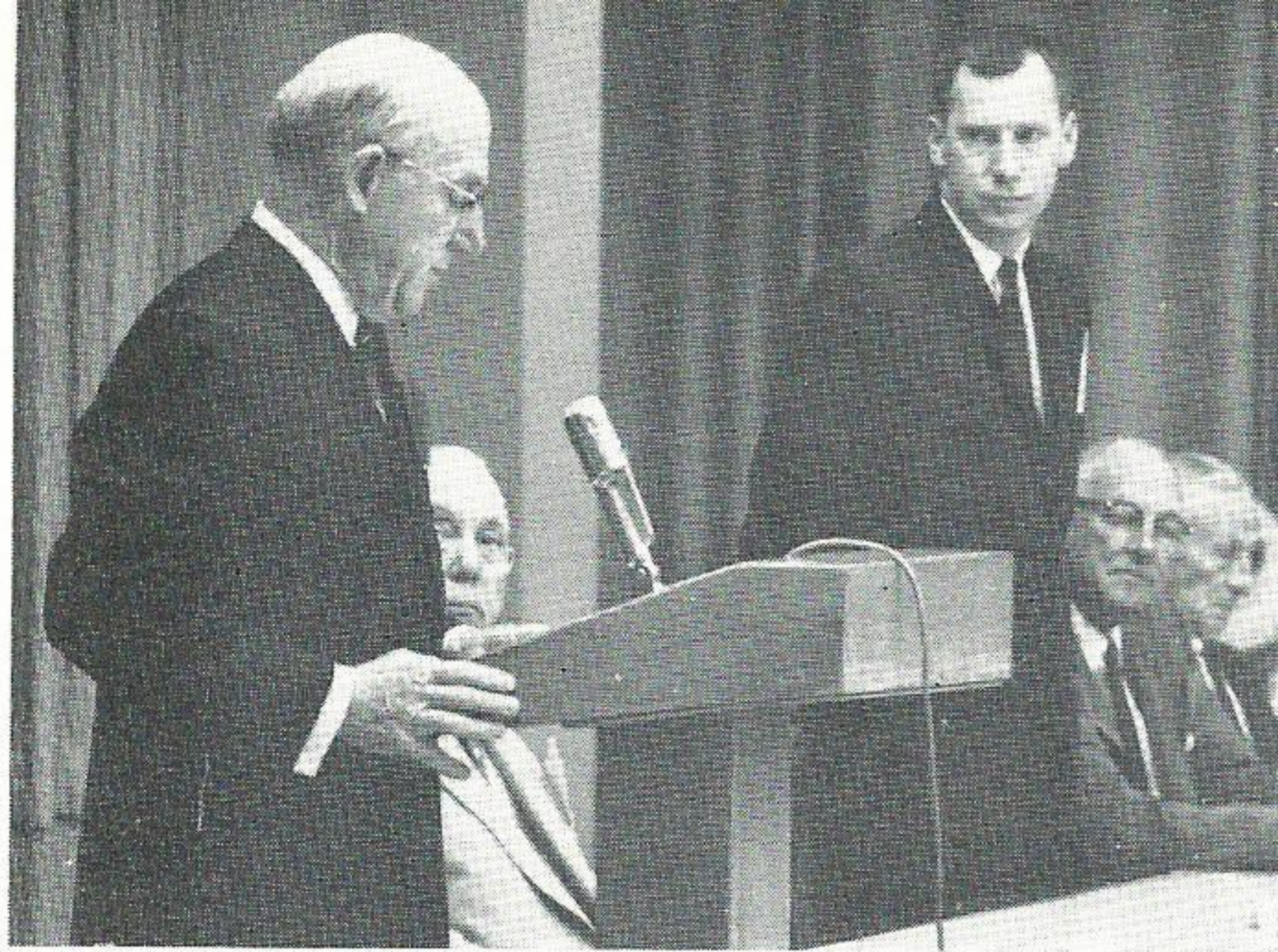


**WATCH THE PHOTOGRAPHER.** While posing for a newspaper photograph for Beaumont Journal photographer Tom Knapp, Messrs. Nelson and Gieseke smile at the prompting by Mr. and Mrs. Armand R. Davis, shareholders from Port Arthur, as they try to get son, Chipper, to hold his head just right. Also talking to him is Mrs. Ann Cook of the Corporation Department.

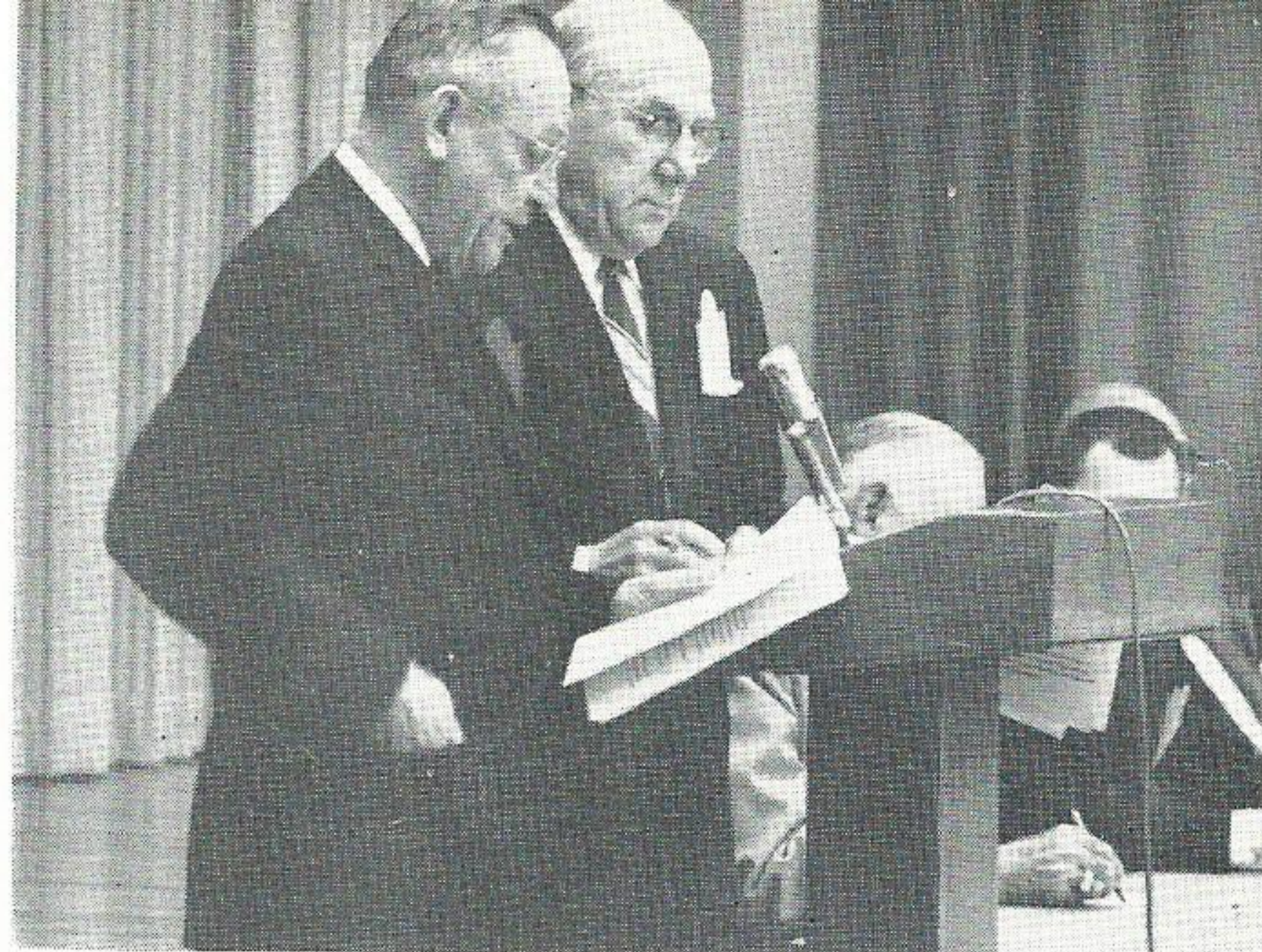
*At Beaumont Meeting May 10 . . .*

## OUR COMPANY'S OWNERS VOTE

*Including 1,500 GSUsers who  
are Shareholders*



**INTRODUCTIONS.** Edwin M. Hiam was introduced to shareholders by Mr. Nelson. Mr. Hiam is from Boston, Massachusetts, and the only director who lives outside our Company's area.



**TEAMWORK.** Mr. Nelson and Mr. Gieseke get together to explain the voting on one of the measures.

"BY 1966 our Company's power generating load will be twice what it was in the summer of last year. By comparison, electric power demands for the nation as a whole aren't expected to double until 1970, so our area will grow faster than the national average," Mr. Nelson informed 260 shareholders present for the annual shareholders meeting in Beaumont, May 10, and the 125 shareholders who attended a similar meeting in Baton Rouge the following day.

About 11,683 shareholders (out of a total of 15,158) cast votes representing 8,888,530 shares of Common Stock (85% of total shares outstanding) on the following business:

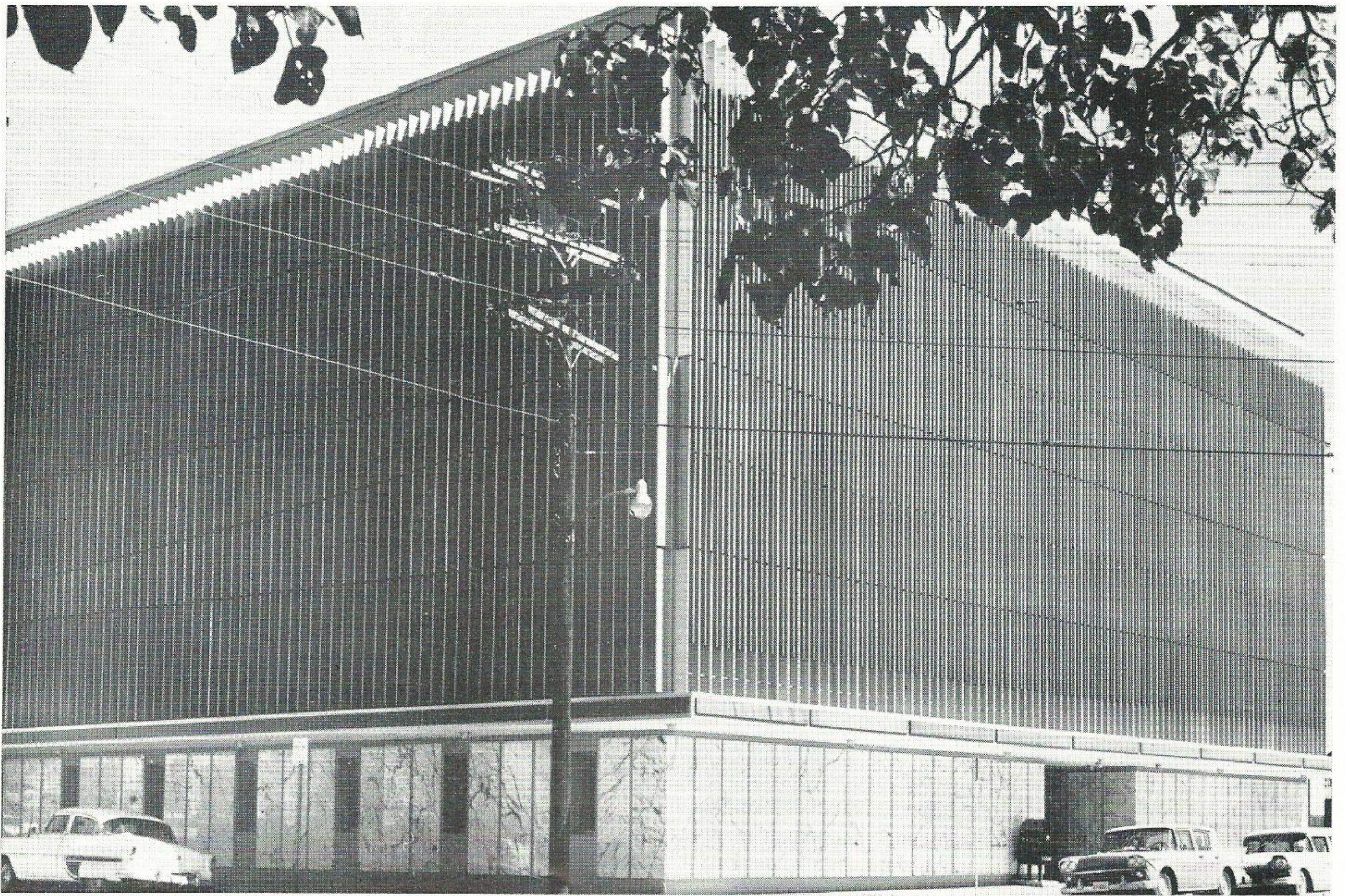
- The entire slate of the Board of Directors was re-elected unanimously. Re-elected were Munger T. Ball, Port Arthur; Harold E. Brown, vice president, Charles P. Manship, Jr., C. Vernon Porter, all of Baton Rouge; Edwin W. Hiam, Boston, Mass.; Ralph E. Cargill, vice president, John J. Morrison, executive vice president, Roy S. Nelson, president and chairman of the board, Will E. Orgain, and E. L. Robinson, vice president, all of Beaumont; and Edward H. Taussig, Lake Charles.

- The firm of Lybrand, Ross Bros. & Montgomery was approved as independent public accountants to audit our Company's accounts for the calendar year 1961.

- Restated the Articles of Incorporation to combine into one for document the Restated Articles as adopted in November, 1958, including amendments since adopted and to expressly prohibit any holder of Common Stock from cumulating his votes and applying them toward just one director, instead of splitting his votes between eleven (the number of directors). For instance, if a shareholder owns one share of stock, he is permitted to cast one vote for each of eleven directors instead of casting eleven votes for any one director.

**INFORMAL TALK.** Mr. Nelson used the occasion to explain to shareholders some of the details of our past and future operations, and why we predict such a bright future for the Gulf Coast area we serve.





**MODERN DESIGN.** The front and side of the remodeled Beaumont Enterprise and Journal building are composed of parallel aluminum

slabs, giving a modern appearance. Interior has been remodeled also. (Photos by Perry Murphy of The Enterprise Company.)

**TRANSMITTED PICTURE.** Electrical impulses speeding across the nation transmit pictures like the one held here by a newspaper staffer. Pictures can be quickly printed in the newspapers, to keep readers aware of the news.

*At The Beaumont  
Enterprise Co. . . .*

## A NEW LOOK FOR AN OLD - - AND RESPECTED - NEWSPAPER

**S**TILL growing in its 81st year of newspaper publishing, the Beaumont (Tex.) Enterprise Company recently underwent a face-lifting operation to modernize and enlarge the building which has been its "plant" since 1928. The company publishes the morning Enterprise and its evening

counterpart, the Journal, with a combined daily circulation of 91,090 and 75,782 on Sundays.

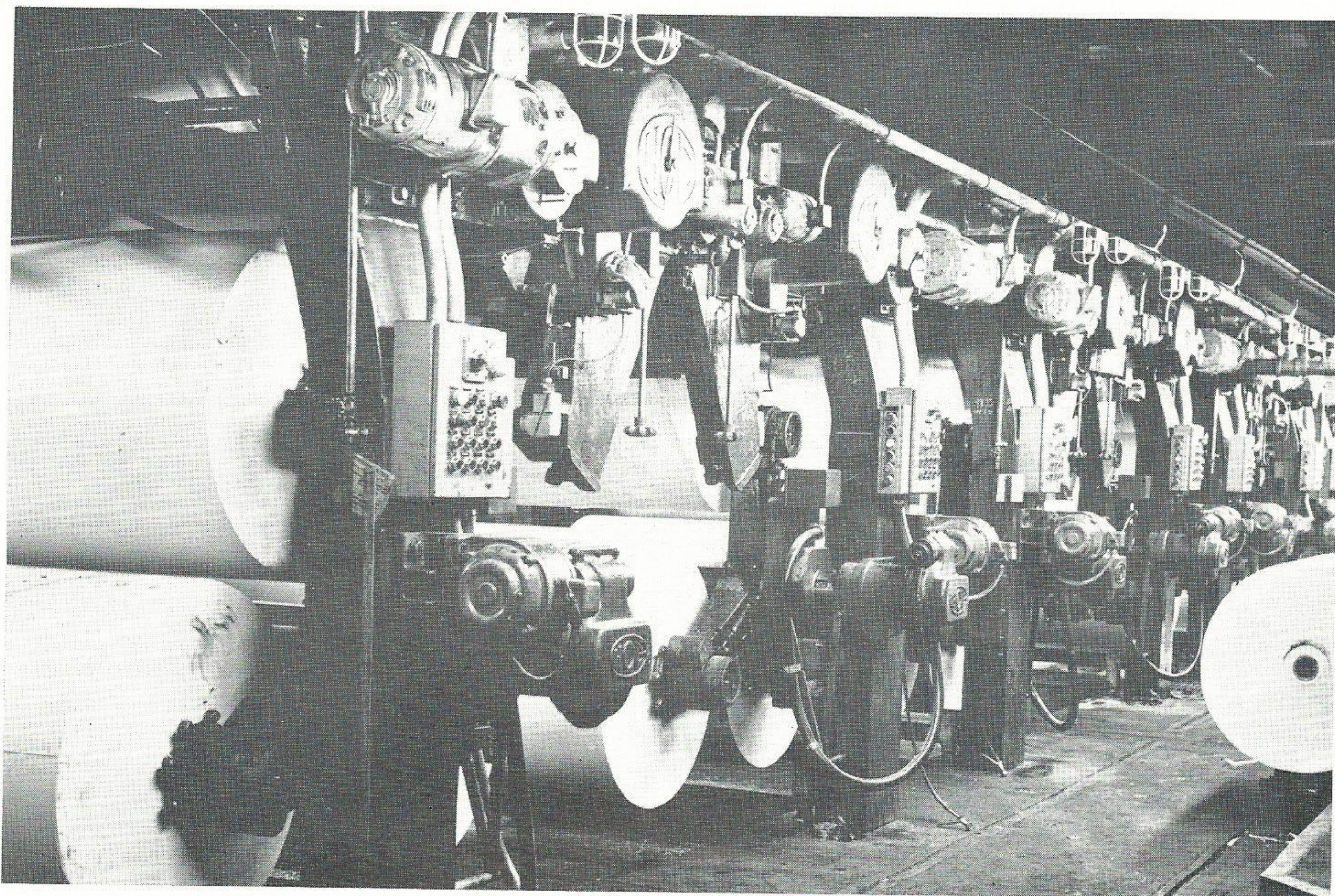
Over 25,000 square feet of floor space were added to the building. Its new face is composed of starkly modern aluminum slabs, and the new interior was brightened with fluorescent lighting. Furthermore, the company purchased a new high-speed Hoe Colormatic printing press, capable of printing up to 70,000 copies of a newspaper in an hour, one of four in the entire United States.

The 8-unit press is powered by 8 50-horsepower electric motors with provisions for 4 more 50-hp motors for an ultimate 10-unit press.

Formerly, the building was air conditioned by separate 5-ton units. Now, two powerful 150-ton units cool most of the building, and a 75-ton unit cools the pressrooms.

Modernization has touched the front pages of the newspapers, too, where full-colored photographs are being reproduced. These are the products of a new electrically-equipped photographic laboratory under the direction of Jerry





**POWERFUL PRINTING PRESSES.** Here is one section of the new 8-unit Hoe Colormatic printing press. Switchbox controls are duplicated on each section of the press so that pressmen can control it from anywhere in the room. Press

requires a 50-horsepower electrical motor for each unit. As the newspaper grows in number of pages, the press will grow too. Plans are now that it will eventually grow half again as large. Each unit prints eight pages.

Lynas. Strips of film are developed in tanks where the chemicals are agitated by oxygen bursts which are timed electrically. After development, the chosen negative is enlarged into three different prints, one for each color that will be printed. The picture is then "previewed" in the color analyst machine, which also helps Mr. Lynas correct the degrees of each color until he achieves the desired result. Separate engravings are then made for each color to be printed; the printing is done during the regular press run.

Electricity brings the news from far-away places too. The chattering of the teletype machines reflects the activities of an agitated world, reported by thousands of correspondents. Photographs, too, can be transmitted and received by the Photofax machine here in the Enterprise building. After a picture is shot anywhere in the world, it is placed in the machine where the image is broken into thousands of tiny dots which are transmitted and re-assembled, jig-saw puzzle fashion, by

the machine here, to reproduce the picture so that readers may see the picture in their morning or evening newspapers within hours after the original photograph was made.

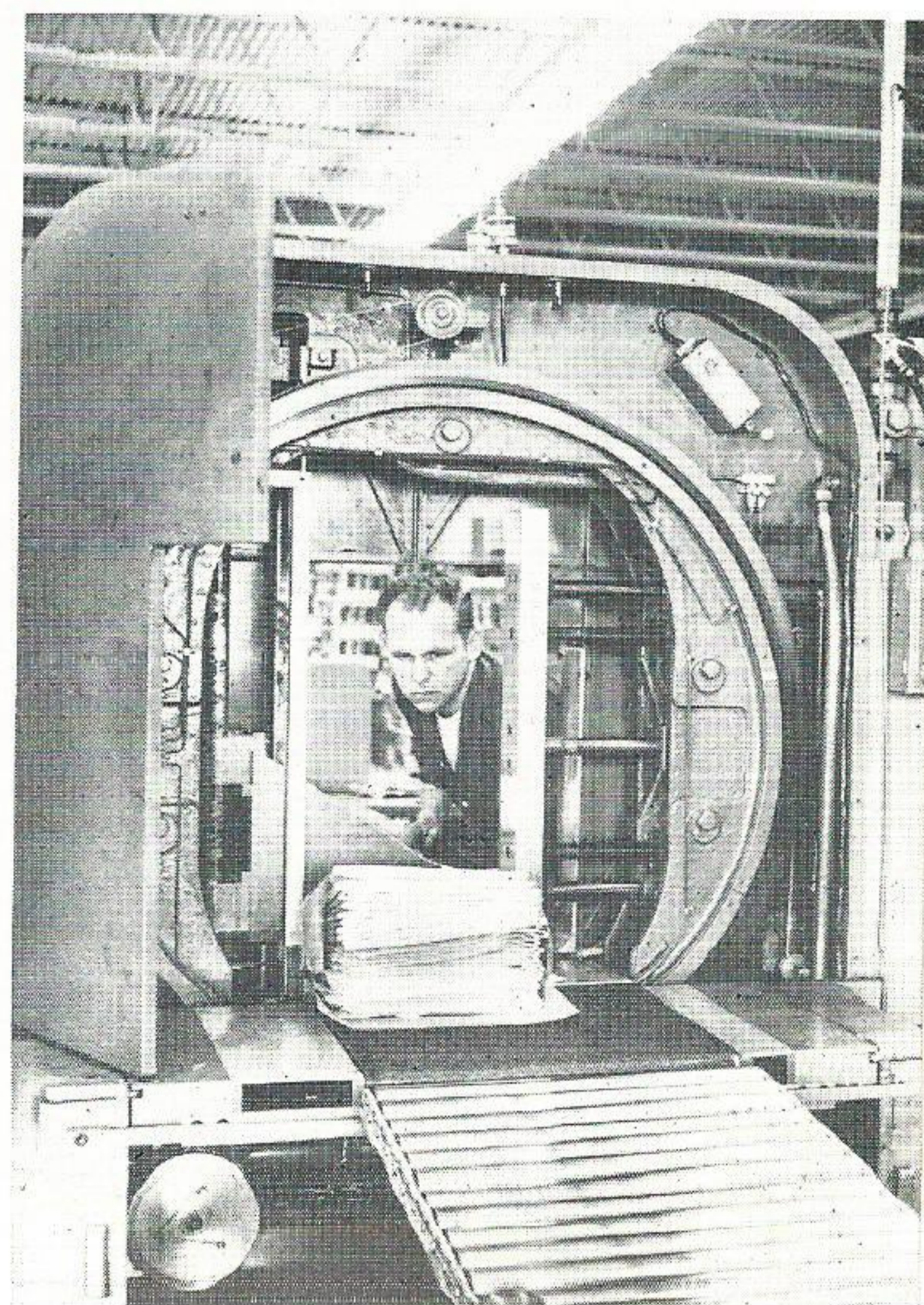
### Words into Type

Modernization and electric automation have also affected the typesetter machines, normally operated by humans. With the addition of a teletype device, which feeds pre-punched tape into the machine, words can be set into type almost twice as fast as was possible before.

Also included is a bright new coffee-snack shop, with automated service. Here, hungry newsmen and women can get everything from a cup of coffee to a meal with salad, soup, sandwich and desert or, for those on diets, a can of chilled Metrecal.

The Enterprise company will hold an "open house", starting May 22, for interested readers so that they can tour the building that's as up-to-date as the summer news.

**ELECTRIC BINDER.** As the papers come off the press, they are transferred by a conveyor to the binding room, where workers count them into stacks and then shove them into the jaws of this electric binder. Swish, clip, and the bundle of newspapers has been quickly bound.



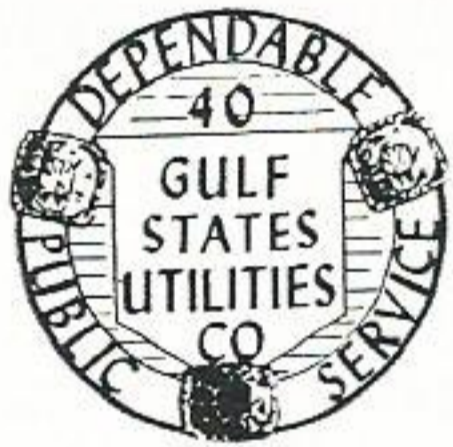
# Service

"I assure each of you of my deep personal appreciation of your help and cooperation in creating another annual operating record which reflects great credit on each one of us," Mr. Nelson told the employees attending Service Award Banquets in Conroe on April 21, in Port Arthur on May 1 and in Beaumont on May 2.

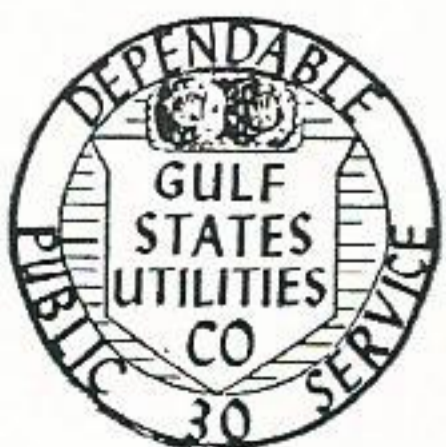
Ten employees of the Navasota Division were honored in Conroe with ten, thirty and forty year service emblems while in Port Arthur seven employees were recognized and fifty-two employees of the Beaumont Division received their awards in the Harvest Club.

This month and next month PLAIN TALKS will print pictures of the honorees from each division and excerpts from Mr. Nelson's speech.

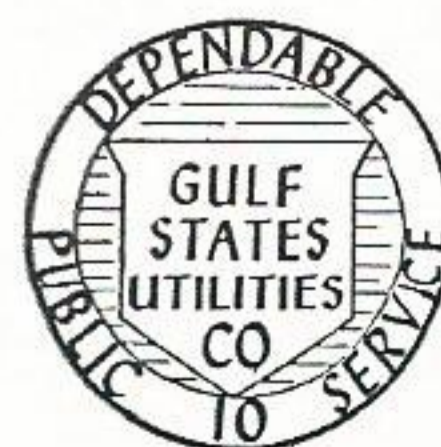
## Navasota



Mr. Nelson congratulates V. B. Hereford, district superintendent, Navasota, upon receiving his 40-year service emblem. Navasota employees were honored at a banquet in Conroe on April 21.



Mr. Nelson presents a 30-year service award to W. G. Matthews, local superintendent, Calvert. Waiting to be honored are J. G. Davis, Legal, Huntsville; J. L. Barrett, Distribution, Madisonville; E. J. Coleman, Distribution, Navasota; and P. F. Long, Distribution, Navasota.



Receiving his ten-year service pin from Mr. Nelson is R. T. Singletary, Distribution, Cleveland. Other ten-year honorees are J. M. O'Neill, Distribution, Cleveland; Rolan Goodson, Distribution, Navasota; and W. E. Richard, Sales, Navasota.



# Awards

## Safety Plays Important Role

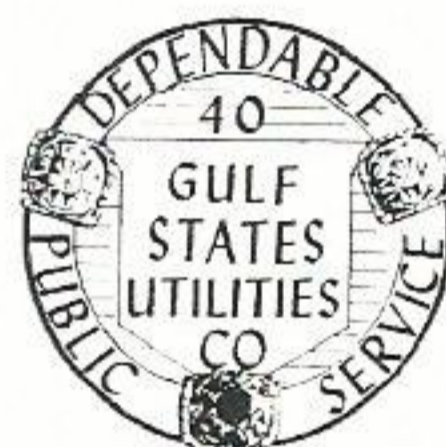
"This is one subject that deserves attention at any kind of a company group meeting any time, anywhere. Safe working, and indeed safe living, habits can be developed by housewives as well as by workmen. It is something that you have to be alert about and work at all the time.

"While I am proud to see Gulf States winning first places, I am not satisfied with our record and I don't want you to be. The only thing we can settle for is NO accidents at home or at work, and we can do it if we get excited about it enough to really try."

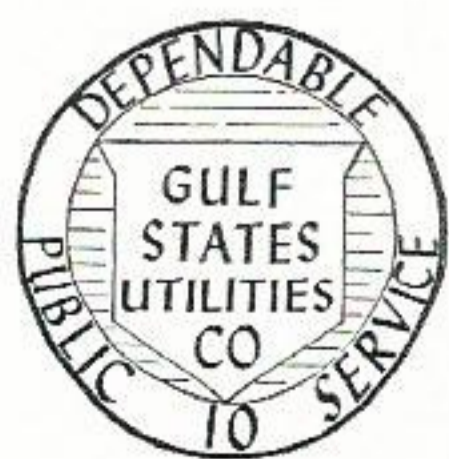
## Port Arthur



Mr. and Mrs. C. F. Lively are congratulated by Mr. Nelson after he had presented a 40-year service emblem to Mr. Lively. Mr. Lively is in Distribution in Port Arthur.

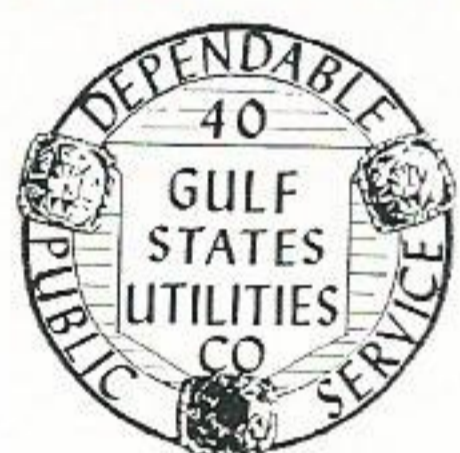


Receiving their ten-year service pins are: D. W. Bescher, Mr. and Mrs. H. E. Mack, and Mr. and Mrs. L. W. Lumpkin. Messers. Bescher, Mack and Lumpkin are all in Port Arthur Distribution. A ten-year award was also made to L. W. Wade, Distribution.



Twenty-year service emblems were presented three Port Arthur Division employees by Mr. Nelson. They are, left to right, M. T. Ball, director; Mr. and Mrs. P. W. Baker; Sales, Mr. and Mrs. R. E. White, Distribution. Port Arthur employees were honored on May 1.





Four Beaumont Division employees were presented their 40-year pins by Mr. Nelson in Beaumont's Har-

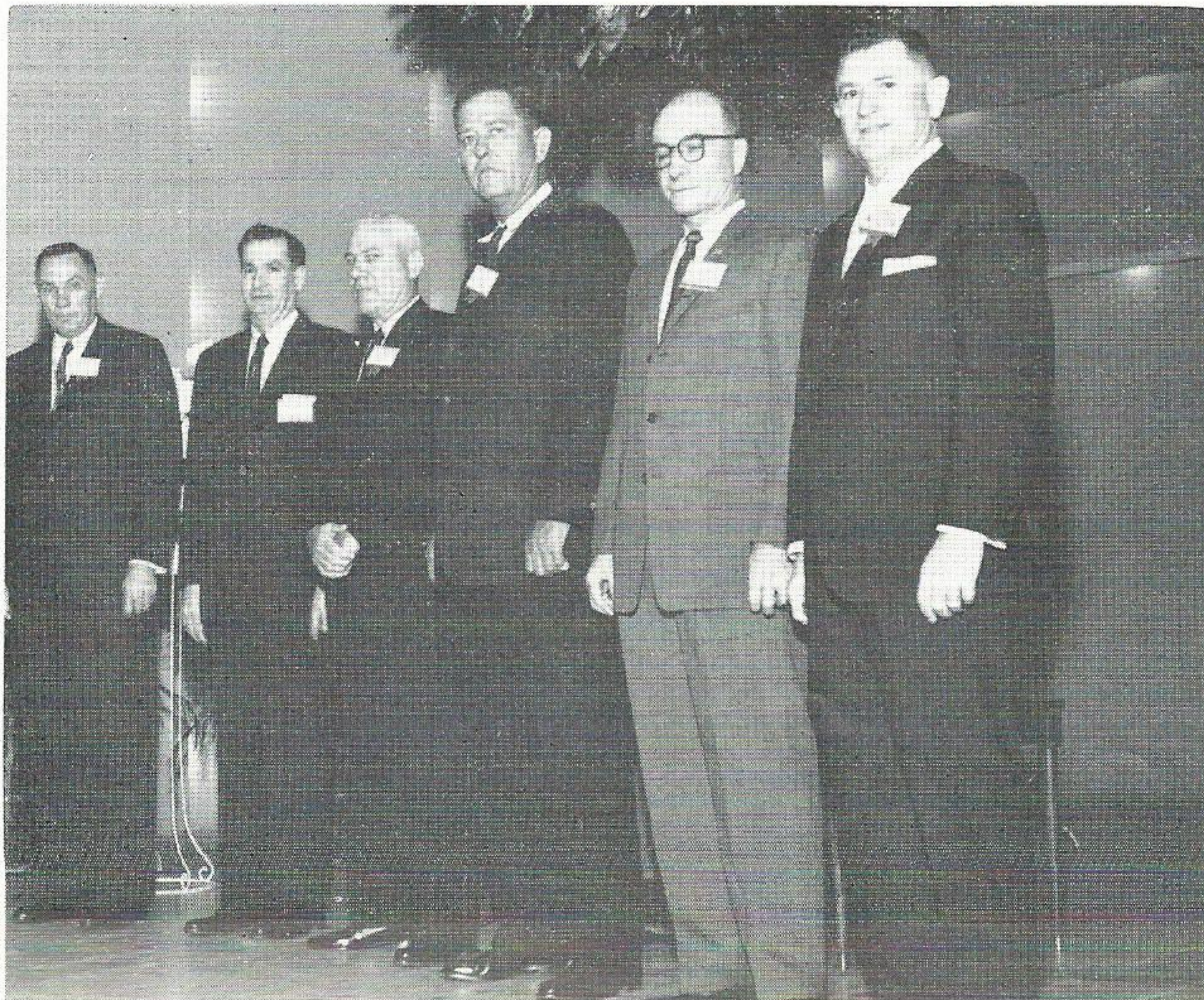
vest Club May 2. The honorees, with their wives, are, left to right, Mr. and Mrs. C. S. Crawley, Distribution; Mr. and Mrs. C. A. Boyd, Mr. and Mrs. R. H. Henckel, and Mr. and Mrs.

Ellie Prejean. Messrs. Boyd, Henckel and Prejean are all employed in the Production Department at Neches Station.

## Beaumont

### Winds of Change

"The winds of change are blowing in the world today—in more ways than we realize, and in more directions. They are blowing away old ideas and old concepts, as well as some old institutions. They are blowing constructively as well as destructively, and over the past very few days they have been blowing with increasing insistence and intensity."



Receiving their 30-year service emblems in Beaumont were: Price Bradshaw, Production; L. V. Dugas, superintendent of commercial and industrial sales; K. L. Jumel, Treasury; P. H. Lea, Distribution, High Island; R. W. Lee, manager, Beaumont Division; and R. A. McAlpine, superintendent of sales, Beaumont Division.

"New tools, new methods have been developed to meet new conditions and we will be well advised to approach our political and economic problems with open minds and sincere efforts to study and understand viewpoints other than our own."

"Few, if any, corporate changes are being made any more in our industry. No new companies or groups are being formed, and each existing one, large or small, has its own management group and Board of Directors—each with its own opinions and responsibilities. More and more, however, we are having to reach common grounds on various controversial problems."

### New Relationships

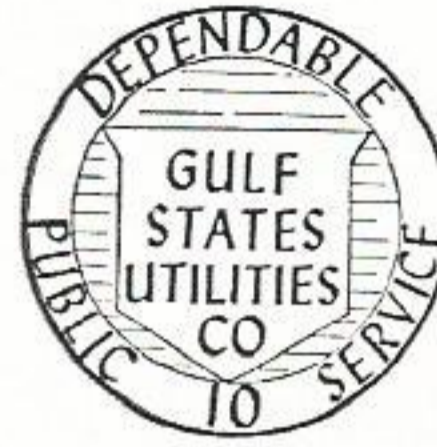
"Relationships between companies have been marked by mutual confidence and cooperation. This, I believe now, will have to increase very rapidly to meet the demand building up for power in homes and industries."

"The new future will surely see us joining with other utility companies on common studies, and agreeing on uniform engineering practices even to a greater degree than we do now, so that vast areas may be served with maximum efficiencies. Corporate, political, and geographic lines are disappearing with startling rapidity."

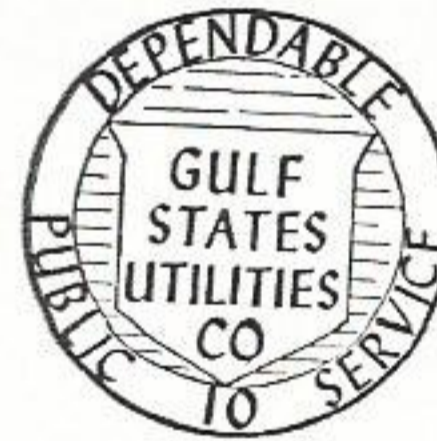
### Grid System Plans

"I was somewhat surprised at the great public interest aroused by our announcement jointly with other companies of studies and plans which have been made over recent years on an eight-state high voltage transmission network to be built and used for our common needs. It is estimated that some or all of our portion will be required in service in five or six years."

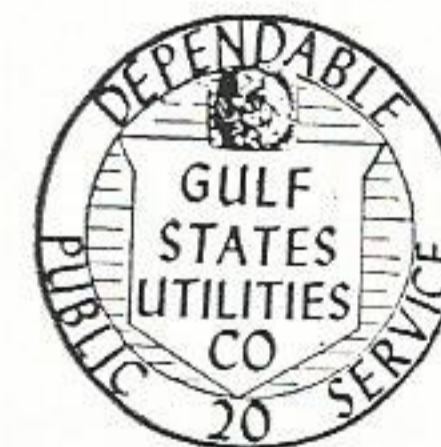
"Recently plans for such a transmission grid for Texas were published. This line will march up from Houston through Conroe and Navasota. There won't be substations every few miles, but it will be a super-highway for power to travel over from great generating centers such as we are not building near Beaumont."



Beaumont ten-year honorees are: A. O. Barrow, Engineering; A. R. Burgess, Production; C. E. Calvert, Engineering; B. G. Creel, Sales; Nell Dube, secretary to division manager; H. A. Dubuisson, D. A. Fagg, both Production; Helen Head, A. C. Faggard, B. F. Lott, all of Treasury; E. L. Mathews, Production; J. T. Meinscher, Jr., Treasury.



Other ten-year honorees are: L. S. Mills, N. E. Morrison, both of Distribution; Michael Page, Production; J. I. Pike, Distribution, Woodville; J. L. Powdrill, Engineering; C. F. Russum, Distribution; Betty Scanlon, Treasury; L. J. Sonnier, Distribution, Orange; G. I. Thurman, Production; H. T. Trammell, Distribution, Orange; J. S. Turner, Advertising-Publicity; and G. K. Zorn, Production. Not shown are: A. S. Daigle, Jr., F. J. Duhon and H. J. Rutherford, Production; and W. B. Nusom, E. C. Wilson, Beaumont Distribution and L. E. Roberts, Distribution, Orange.



Honored in Beaumont for their 20-year service were: J. O. Castilaw, J. T. Doiron, Ruby Kessler, S. F. Krebs, L. C. McCullar, Vidor; E. L. Priest, Clifford Meaux, Winnie; T. W. Stiteler, C. W. Stracener, E. R. Vick, E. S. Wall, Woodville; and not shown Jesse Perricone. All are in Distribution, except Miss Kessler, who is employed in System Engineering.

# FIRST AWARD 1961 BETTER COPY CONTEST

TO Gulf States Utilities Company

FOR Window Display

This contest was conducted by the Public Utilities Advertising Association to determine and give recognition for the best advertising by Public Utility Companies during the period of January 1, 1960, to December 31, 1960.

AWARDED AT THE ANNUAL MEETING OF THE PUBLIC UTILITIES ADVERTISING ASSOCIATION IN DETROIT, MICHIGAN, MAY 4-5, 1961

Frank C. Lutz  
FRANK C. LUTZ, PRESIDENT

William J. Perdue  
WILLIAM J. PERDUE, CHAIRMAN  
BETTER COPY CONTEST



Affiliated with  
The Advertising Federation  
of America



OUR AWARD WINNING ADVERTISING. Window display at right won a first place in the Public Utilities Advertising Association better copy contest for 1960. On the opposite page are other award winning

entries with their awards, which were submitted in the contest. The plaques were presented May 4 to Jim Turner, supervisor of advertising-publicity, Beaumont, at the 40th Annual PUA A convention in Detroit.

*In National Public Utility Competitions . . .*

## Company Advertising

## Wins Four Awards

OUR Company won four awards in the annual better copy contest conducted by the Public Utilities Advertising Association during the period of January 1 to December 31, 1960. The two first places and two third place award winners are shown on these pages.

The award winning advertisements were created by Herschel Campbell and Charlotte Hoepner, artists, and Walter Wright and Al Young, copy writers, of the Advertising Department in Beaumont. The award winners were produced in 1960 under the supervision of Joe DeJean, presently system super-

visor of residential sales promotion. The Advertising Department is under the direction of Kenneth Sutton.

Jim Turner, who succeeded Mr. DeJean earlier this year as advertising supervisor, accepted the awards at the annual convention of Public Utilities Advertising Association in Detroit May 3-5.

The competition in which our Company was top award winner was for all electric and gas companies in the country serving between 150,000 and 400,000 customers.

# FIRST AWARD 1961 BETTER COPY CONTEST

TO *Gulf States Utilities Company*  
 FOR *Car and Bus Cards and Truck Posters*

This contest was conducted by the Public Utilities Advertising Association to determine and give recognition for the best advertising by Public Utility Companies during the period of January 1, 1960, to December 31, 1960.

AWARDED AT THE ANNUAL MEETING OF THE PUBLIC UTILITIES ADVERTISING ASSOCIATION IN DETROIT, MICHIGAN, MAY 4-5, 1961

*Frank C. Lief* *William S. Perdue*  
FRANK C. LIEF, PRESIDENT WILLIAM S. PERDUE, CHAIRMAN



Affiliated with  
 The Advertising Federation  
 of America

*Clean as electric light*

## ELECTRIC COOKING

# THIRD AWARD 1961 BETTER COPY CONTEST

TO *Gulf States Utilities Company*  
 FOR *Single Packet or Pamphlet Distributed to Customers*

This contest was conducted by the Public Utilities Advertising Association to determine and give recognition for the best advertising by Public Utility Companies during the period of January 1, 1960, to December 31, 1960.

AWARDED AT THE ANNUAL MEETING OF THE PUBLIC UTILITIES ADVERTISING ASSOCIATION IN DETROIT, MICHIGAN, MAY 4-5, 1961

*Frank C. Lief* *William S. Perdue*  
FRANK C. LIEF, PRESIDENT WILLIAM S. PERDUE, CHAIRMAN



Affiliated with  
 The Advertising Federation  
 of America

HOLLAND

SO CLEAN  
 FLAMELESS  
 ELECTRIC COOKING

# THIRD AWARD 1961 BETTER COPY CONTEST

TO *Gulf States Utilities Company*  
 FOR *Outdoor Advertising*

This contest was conducted by the Public Utilities Advertising Association to determine and give recognition for the best advertising by Public Utility Companies during the period of January 1, 1960, to December 31, 1960.

AWARDED AT THE ANNUAL MEETING OF THE PUBLIC UTILITIES ADVERTISING ASSOCIATION IN DETROIT, MICHIGAN, MAY 4-5, 1961

*Frank C. Lief* *William S. Perdue*  
FRANK C. LIEF, PRESIDENT WILLIAM S. PERDUE, CHAIRMAN



Affiliated with  
 The Advertising Federation  
 of America



BURGER CHEF DRIVE-IN, Baton Rouge. Invented by Lamar Advertising Company, Baton Rouge.

Let us help you. Our commercial representative will gladly work with you and sign suppliers to increase the pulling power of your existing sign or suggest a new electric sign that will attract more customers. For more information, write or phone your Gulf States office. No obligation.

Gulf States Utilities Company

FINGER'S  
 Fabulous FURNITURE SHOWROOM  
 BEAUMONT'S LOWEST PRICES

FINGER FURNITURE COMPANY, Beaumont. Invented by State Heart of Beaumont, Inc.

ELECTRIC SIGNS ARE

*Magic Magnets*

that say "LOOK HERE... SEE WHAT WE SELL"

# TAKE BETTER VACATION PICTURES

*. . . And Enter The  
New Vacation Safety  
Photo Contest*



AMERICANS are some of the most camera-conscious people in the world. Nearly every family owns a camera. But, you might ask yourself, do you use your camera to record those moments you want to save, or do you keep it lying on a shelf, only to be brought down for an occasional shot when someone happens to remind you?

Picture-taking can be a way to actually record the many joys and happy moments that your family experiences. At least once a day there is an opportunity for you to take a picture of your family. And especially during vacation-time, you should snap off a couple of rolls.

This year, Plain Talks and the System Safety Department offers special prizes to the five best vacation *safety* pictures submitted by Gulf Staters before September 1. (See instructions and rules in box.) If you want to enter, here are some general suggestions that might help you (1) improve all your pictures, and (2) have a better chance of winning prize money.

## **Try Anything**

Don't be afraid of a new angle, the unusual point of view. Look up, look down. Don't think that if your camera has an "eye-level" viewfinder that you must stand up to your full height for every shot. "Eye-level" is wherever your eye happens to be. If a worm's-eye view of a subject is the most interesting, lie down on the grass (or the floor) to shoot it. If a bird's-eye view is best, climb up on a chair, or a stepladder, or a roof. Be new and different—don't take the pictures everybody took last year safety.



### Keep It Simple

Go for simple backgrounds, simple arrangements. Don't line up your subject against a background that's full of hash—bright spots, dark spots, objects that don't have anything to do with the picture. This is the modern era—clean lines, interesting textures, broad surfaces, no dust. A smooth lawn, a brick or concrete wall, the broad sweep of open sky—these are the backgrounds that fit into modern pictures. Limit your material—move closer if you have to, to cut out things that don't belong—and make everything in the picture *count*.

### Keep It Natural

Who wants "posey" pictures? Have people in a natural setting—doing something that's natural to them—not looking at the camera, because that merely says, "I'm standing still to have my picture taken." Don't think people have to be doing something big and important. It's the little everyday acts and gestures that make good pictures. The small boy laboring over his first pencil pad, learning how to letter C-A-T . . . the boy and girl plucking petals off a daisy . . . someone concentrating on how to thread a needle . . . these are the unpretentious "bits of life" that make fresh, appealing pictures.

### Arrange It Nicely

This is the age of clean, modern design. Throw the rule-book out the window. Forget the two-dollar words like "pictorial composition". Just frame the subject-matter you want within the borders of your viewfinder, the way it pleases your eye. And learn to move your feet—move left or right, higher or lower, closer or farther away. This is how you find the just-right point of view for each picture—whatever the subject may be.

### Think Stories

A good picture always has something to say.

Many situations have a story to tell, that calls for several pictures in sequence. Learn to operate your camera smoothly and rapidly—so you can take pictures in quick sequence, indoors or out, with sun or flash. And when you pick a subject, think about the story it has to tell—because that's where the good pictures are. Maybe the story is what a small boy or girl does when playing with a new toy. Maybe it's the making of a new dress. Maybe it's a puppy trying to retrieve a ball from a swimming pool. Or maybe it's a housewife doing unsafe working practices. Don't be stingy with film. It's cheap, measured against the delight of a series of good pictures.

### Keep Your Eyes Open

Look for patterns—designs—the curve of white rail fences across a blue-grass pasture, the pattern of surf on a sandy beach, the lacework of a bridge against the sky. Look for color—you can shoot full-color film as easily as black-and-white, and some subjects demand it. Don't be worried about "unusual" light situations—experience, an exposure guide, a meter, and flashbulbs will always take care of them. Practice with your camera until it's second nature to use it—and keep it with you as much as possible, because some of the finest picture opportunities come unexpectedly. And keep your outlook fresh—the world is a wonderful place, full of wonderful pictures for the eye that's youthful enough to find them.

Because the winning pictures will be printed in the September issue of Plain Talks, please submit black-and-white pictures—they're easier to print. But, if you have what you think is a truly unusual color shot, send it along too. It can still win an award.

So dust off your camera and load it with film. We'll be looking for your pictures.

---

## SAFETY VACATION PICTURE CONTEST RULES

Although Plain Talks will be happy to print any good vacation pictures, prizes will be awarded only for pictures that emphasize some aspect of *safety* during vacation or summer time. You may tell your safety story in one picture or in five or six, making a picture story out of it. Use your family or neighbors as models.

The deadline for all entries is September 1, but you may submit pictures at any time during the next months. Send your entries to Frank Jones, System Safety Office, Beaumont, Texas.

First prize — \$25. Second prize — \$10. Three third prizes — \$5 each.



The Ladies at Sabine Oaks, Home for Aged.

*Sabine Oaks in Beaumont . . .*

## WHERE YOUR DOLLARS WORK

"**BETTER** watch out, we'll break that nice camera of yours," they laughed, but they betrayed their excitement as they trooped together out on the shady front porch for their "class picture."

As I lined them up in order, feeling a bit foolish doing so, one confided to me: "This is my best side for a picture," and winked.

Feeling that the group picture was perhaps too formal, I asked them if I could snap a few candid shots of them occupying themselves, doing what they liked best.

"That would be eating," cracked one.

"And watching television," giggled another. These little ladies were having a good time.

"On Sunday afternoons, we have Services here; would you like a picture of that?"

I thought that would be a good idea since it wasn't dinnertime and the television wasn't working.

As one played the piano, the others sang the old hymns they knew and loved. The photographer hummed along with them as he snapped the picture you see here.

These are ladies of Sabine Oaks, Home for Aged in Beaumont, Texas, an agency partially supported

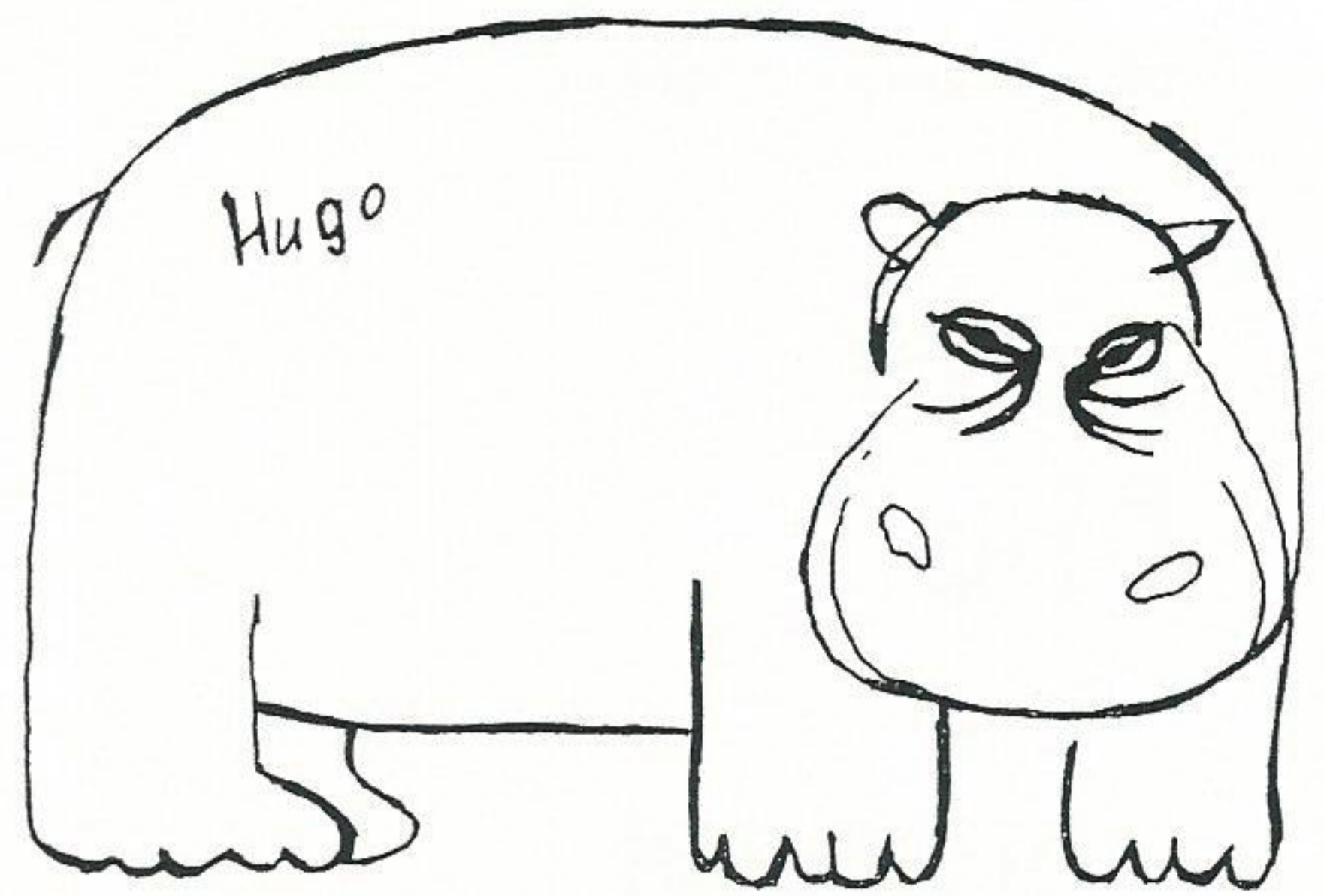
by citizens who donate to the yearly United Appeals drive. They live socially, happy with each other's company. They can enjoy contemplative solitude or the happy repartee around the dinner table ("We may seem silly, but we need to have a good time so we won't feel sorry for ourselves"), or the soul-pleasing solace of a Sunday sermon. All are over 65, and unable to support homes of their own. That's why the dollars donated to United Appeals drives in North Jefferson County help them enjoy their golden years.

**SOMETHING TO KEEP IN MIND WHEN YOU ARE ASKED TO DONATE TO THE FUND-RAISING CAMPAIGN IN YOUR COMMUNITY.**





# IT'S BAD TO BE FAT



Hugo is overweight. His appealing smile is hidden in fatty folds.

Hugo may be gross and ugly but he's won the admiration of the Maryland Heart Association, because he's making the people of Maryland acutely aware that "fatness is bad for your looks and your heart." A drawing of hefty Hugo carrying this legend has appeared in Maryland newspapers; it

pops up as a table-tent card at men's service clubs.

Maryland Heart, with Hugo's help, is getting across the fact that overweight is a health hazard whether a person has heart disease or not. Statistics clearly indicate that overweight people are more apt to develop diabetes, heart disease, gall bladder disorders and other serious conditions.

(Hugo appeared in the Spring, 1961,

issue of *The American Heart*, the quarterly publication of the American Heart Association and its affiliates. The American Heart reports to the public the latest advances in research, education, and community service in the field of cardiovascular disease. It is distributed by the Sabine District Chapter of the Texas Heart Association, an agency of the North Jefferson County United Appeals.)

## Huff Story Wins Praise

Mr. James S. Turner, Editor  
PLAIN TALKS  
Gulf States Utilities Company  
Beaumont, Texas

Dear Mr. Turner:

I was very much interested in your April 1961 issue of *PLAIN TALKS* in which one of our students, Mr. Wayne L. Huff, Jr., was featured.

We are proud of Mr. Huff, as with all of our students who have to work all day and are endeavoring to work toward a college degree at night. It is also gratifying to see a company take notice of a person such as Mr. Huff, who is motivated in not only trying to up-grade himself but also trying to become a valuable employee for the company.

I enjoy your magazine, and hope you continue to publicize employees who are obviously making a big effort to improve themselves.

Very truly yours,  
Frank T. Carroll, Jr., Director  
University College

## The Postage Rate Question Again

*Lois Groce, local office clerk, Somerville, edits the Yegua Pow Wow, official publication of the Rotary Club of Somerville, Texas. For her March 23 publication Mrs. Groce came up with the article on postal rates which we have reprinted here.*



**W**ORD again comes from Washington that postage rates must be increased to keep the post office from losing money. That seems reasonable, but since when, may we ask, has a government operation made money? Government bureaus, it seems, just don't operate that way. Give any of them more money and they embark on a spending spree to spend the

money so they can ask for more.

If the government raised the rates of all its power generating plants, its hundreds of other business enterprises now running on tax dollars, selling to a favored few at the expense of all, then and then only should Congress consider raising postal rates. Why does the government loan money to REA at 2%, then borrow it back from them at 4%? We could go on for page after page listing government enterprises operating at a loss to all taxpayers. Of all of them, only the post office is used by all the people and supported by all the taxpayers. The others are used by a few and supported by all. So why pick the P.O. for the first raise? Why not begin with TVA and the other great power plants that are losing money?

# The Storms Came

*On the night of March 16 and up until the afternoon of March 17, the Lake Charles Division was struck by tornadic winds and raging thunderstorms which de-roofed homes, smashed plate glass windows, crashed trees to the ground, caused some flooding and disrupted power and telephone service. The line crews of Lake Charles Division were called out about 2 a.m. on March 17 and worked until regular quitting time at 4:30 p.m. One crew in the Lafayette area worked until 9 p.m. restoring service. PLAIN TALKS quotes from Mr. Merrill's memorandum to E. L. Granau, vice president and manager of the Lake Charles Division, to give the extent of the damage and show how rapidly service was restored to the area.*

**By F. W. Merrill**

**Operating Superintendent  
Lake Charles Division**

**A**T about 10 p.m., March 16, it became evident in and around Lake Charles that we would have considerable bad weather during the night. At that time we began having heavy rains accompanied by hail and exceptionally hot lightning.

However, it wasn't until 1:30 a.m., March 17, that our oil circuit breakers started tripping out on temporary faults due to lightning. Later they started locking out on permanent faults due to lines



**REPAIR DAMAGE.** Service crews of the Lake Charles Division work long and hard to rapidly restore service to areas struck by the tornadic winds and heavy rains on March 17. Here a line crew is replacing a pole which was downed by the wind west of Lacassine.

being knocked down by scattered tornadoes and/or tornadic winds. These winds moved easterly throughout the Lake Charles Division and caused considerable damage starting east of the Lake Charles city limits.

By 2 a.m. our line crews were at their district service centers getting instructions and being dispatched to the trouble areas. In the field they found that their first and biggest job would be to raise leaning poles and repair broken ones.

The heavy rains that preceded the tornadic winds soaked the ground to an extent that the high winds made them lean over. This was the case at the east end of Opelousas Street in Lake Charles where a ditch had been dug at a steep angle next to our poles. With less dirt than they should have had and the ditch full of water five poles were vulnerable to the strong winds. The same was true in other places where the ditches were full of water.

Our hardest hit area was around Roanoke and Lacassine which seems to be an area which attracts storms and tornadoes. There were 35 double circuit poles leaning over U.S. Highway 90 east and west of Roanoke. The town itself was free of leaning poles. In this area it was quite evident that the better class poles, guying and less marshy ground prevented many other poles from coming down.

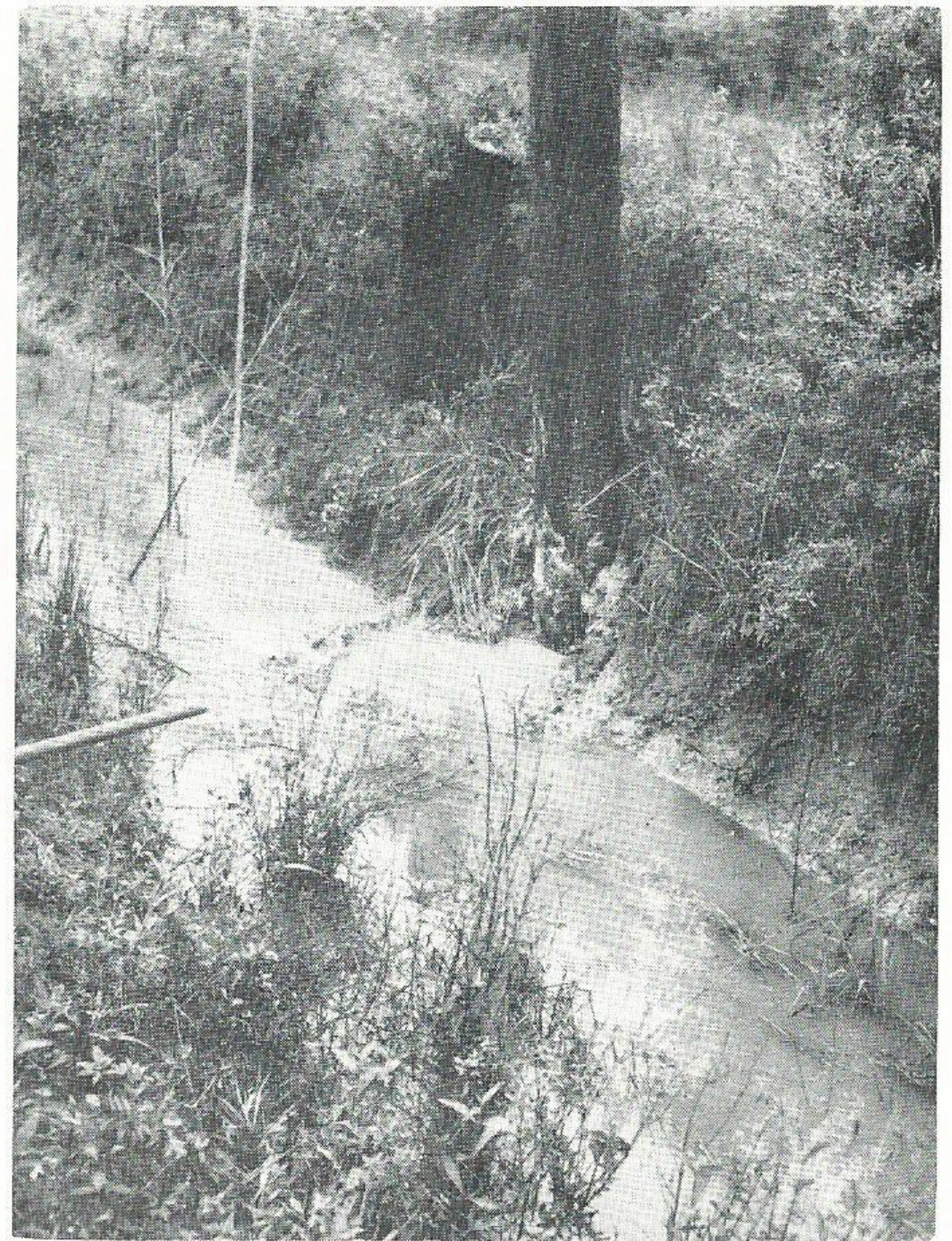


**POLE DAMAGE.** This structure was broken by a small tornado which skipped along U.S. Highway 90 west of Lacassine. A number of structures were downed in this area.

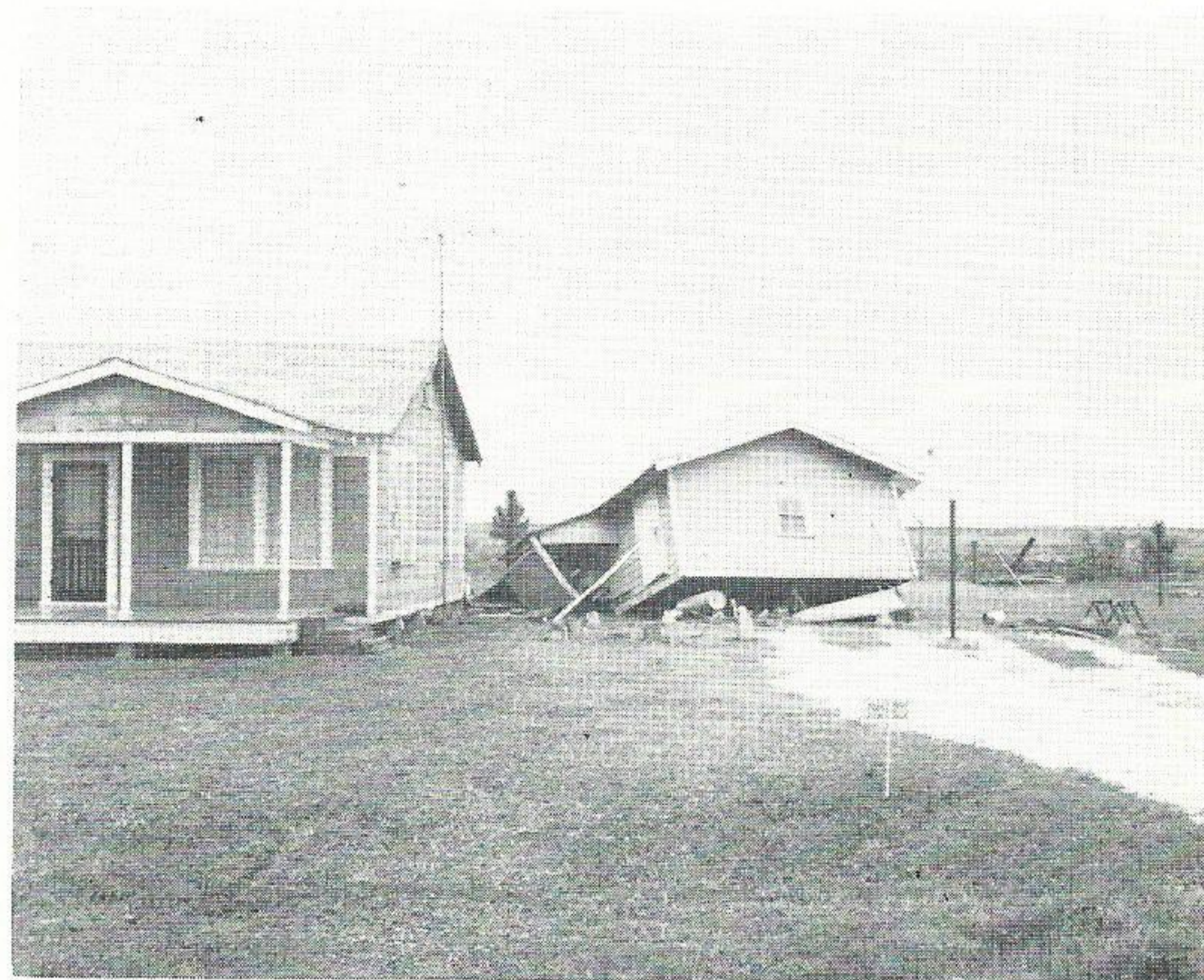
Although the damage to our 138 KV lines running east out of Lake Charles Bulk was confined to a very small area north of Lacassine, the damage there was considerable. Evidently a small tornado moving in a northeasterly direction must have struck these lines at an angle. Line 298 being on the south of line 254 was hit first. It broke the south pole of two pole structure 226 at a point where the bottom part of the X-brace bolts to the pole (the structure remained erect). It demolished structures 229 then crossed over to line 254 and caused structures 229, 230 and 231 to lean over with a near ground line break of one pole of structure 229.

Also adding to the misery was the fact that we had trouble with two oil circuit breakers, one at Chlomal and the other at Lafayette. The one at Chlomal had a defective closing coil and would not reclose, and the one at Lafayette had a manual operating switch stuck needing the attention of a substation mechanic before it could be operated.

To sum it up we could say that considerable damage was done to our lines. Our distribution poles fared the storm much better but not without damage. Distribution outages, generally, could have been handled much faster, but our crews were working on the more important lines.



**WATER DAMAGE.** This ditch was cut too close to the base of this pole. When the rains filled the ditch the ground became soaked and the high winds were able to easily push them over.



**WIND DAMAGE.** This garage blown off its foundation is typical of the damage caused by the tornadic winds that struck the Lacassine-Roanoke sector of the Lake Charles Division.



**TEACHERS WELCOMED.** Mr. Nelson welcomes the group of Port Arthur Independent School District teachers to Neches Station as they arrive

to tour the plant as part of their observance of Business-Education Day on April 26. The tour was sponsored by the Port Arthur Division.

*Port Arthur Division Hosts Area Teachers Who Learn . . .*

## Industry's Role in Education

**T**HIRTY teachers of the Port Arthur Independent School District toured Neches Station as part of their Business-Education Day observance on April 26 and 27. Mr. Nelson welcomed the teachers to the station and told them about the role our Company plays in the community.

Business-Education Day is sponsored every other year by the industries of Port Arthur Division in cooperation with the school boards. The program is designed to help area teachers obtain a better understanding of the demands industry places on the educational field. The teachers also learn of the

**PLANT TOUR.** Doug Watkins, office engineer, Neches Station, explains the operations of the control room console to this group of Port Arthur teachers who toured the plant on April 27.

opportunities offered to well-trained students by area industries.

Jack Shirey, training and safety director, Beaumont, explained to the teachers the job opportunities at Gulf States, personnel procedures and the training program given new employees. Following the welcoming talks the teachers were taken on a tour of the plant by Doug Watkins, office engineer, and Price Bradshaw, test engineer.

Others participating in the program were Jim Turner, supervisor of advertising-publicity, Beaumont, on a panel discussion on company publications; Virgil Shaw, industrial engineer, Port Arthur, on a panel on customer relations; Kirby Jones, superintendent of sales, Port Arthur, on a panel on industry's responsibility to the community. Hostesses for the tours were Dorothy Rea and Becky Jones, home service advisors, and Linda Schnell, waterproof steno in Port Arthur Sales.

"The opportunity afforded us to visit businesses on Business-Education Day gives us an excellent opportunity to see the activities and progress being made in our community," said Mrs. Jessie Judd Miller of Thomas Jefferson High School. "I feel my day spent with you and your hostesses was extremely beneficial and that I gained a great deal of knowledge regarding the electrical services rendered this area."





### Reddy's Kollege of Kilowatt Knowledge

- Last month, Plain Talks announced plans for our Company to participate in building a superpower grid that will connect investor-owned utility systems in eight states. What is the total generating capability that will be linked together by this grid?
  - 5,000,000 kilowatts;
  - 18,000,000 kw;
  - 3,000,000 kw;
  - 12,000,000 kw.
- The cost of living in the United States increased approximately 64% between 1945 and 1960. How does the average cost per residential kilowatthour paid by our customers in 1960 compare with the 1945 average cost?
  - about the same;
  - 1960 cost is 27% lower than 1945 cost;
  - 1960 cost is 15% higher than 1945 cost;
  - 1960 cost is 5½% lower than 1945 cost.
- Which group of customers in the United States consumes the most electric power?
  - industrial;
  - residential;
  - commercial;
  - others.
- Who was President of the United States when our Company was founded?
  - Woodrow Wilson;
  - Herbert Hoover;
  - Theodore Roosevelt;
  - Calvin Coolidge.
- What is the largest electric utility system in the United States?
  - Pacific Gas & Electric Co.;
  - Commonwealth Edison Co.;
  - Tennessee Valley Authority;
  - Philadelphia Electric Co.
- How much has our Company earmarked for atomic energy research over a five year period?
  - \$100,000;
  - \$650,000;
  - \$400,000;
  - \$800,000.

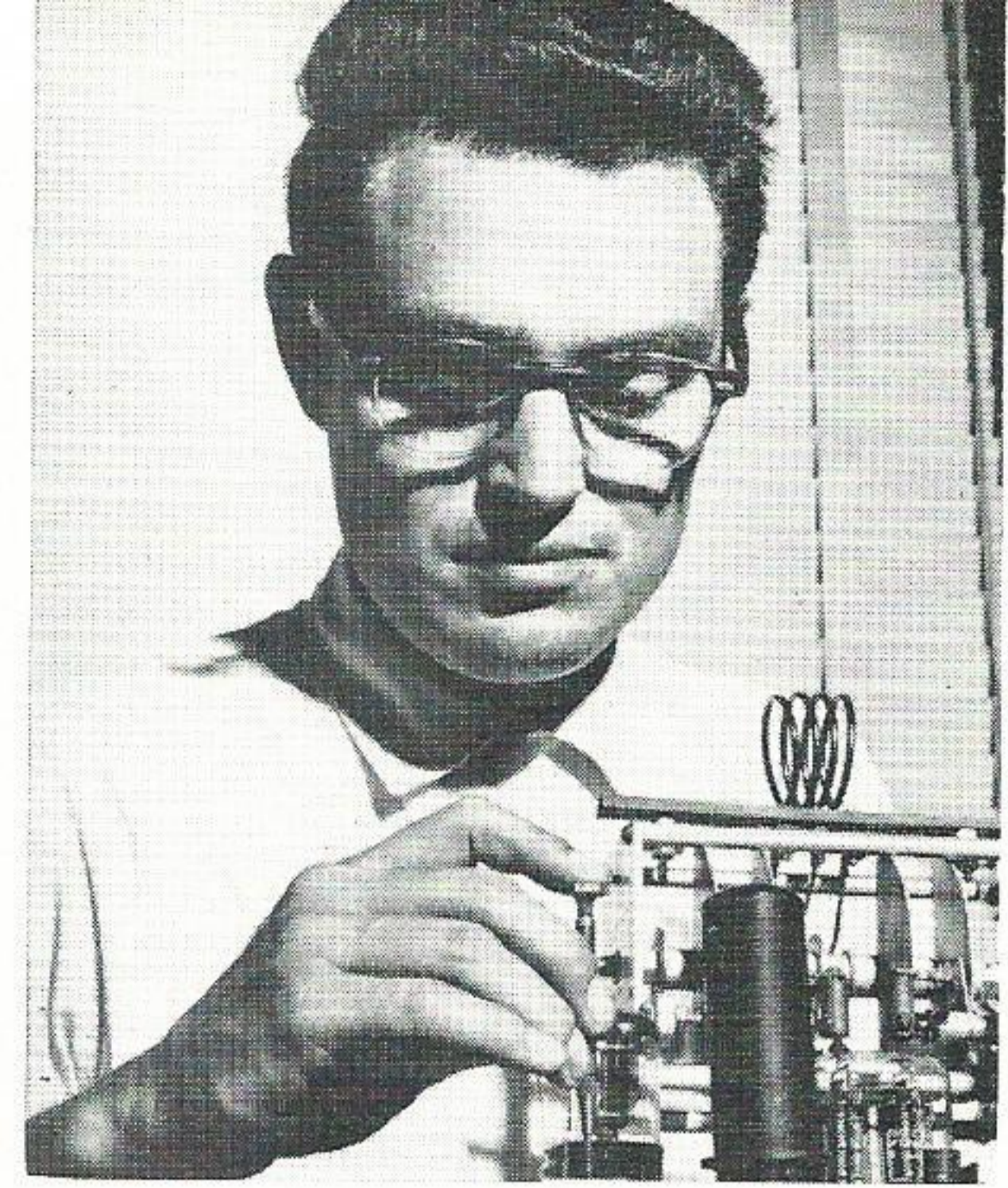
Answers on Page 24

## TAERF Awards Research Fellowship

**E**DDIE REYNA, a native of Huntsville, Texas, has been awarded for the second consecutive year one of the six summer fellowships in atomic energy by the Texas Atomic Energy Research Foundation and the General Atomic Division of General Dynamics Corporation. Our Company is one of the 11 Texas power companies who comprise the membership of the foundation.

Mr. Reyna is a research assistant in the physics department at Texas A&M College, where he obtained his master of science degree in 1959.

The summer fellowship program was inaugurated in 1960 by the Foundation and General Atomic, who have for the past five years, jointly sponsored the world's first and largest privately financed program of controlled thermonuclear research.



Mr. Reyna

The research is directed toward finding a way of controlling and sustaining a fusion reaction. If nuclear fusion—the energy process of the sun and stars—can be brought under control for the production of electrical power, the world will have an almost limitless source of fuel to meet its future energy requirements. This is because the fuel for fusion, deuterium, is present in abundance in the oceans of the world.

The recipients of the fellowships were selected by a committee composed of representatives of Texas educational institutions, General Atomic and the Foundation. They will assist in theoretical and experimental research at the General Atomic Laboratory in San Diego, California, this summer. All of the recipients intend to pursue their studies toward advanced degrees in atomic science or mathematics.

Other recipients of the research fellowships are: Miss Margaret Ann Brenan of Terrell, a senior mathematics major at the University of Dallas, who will begin work on her master's degree after graduation this June. Dwight L. Cole of Raymondville, who will receive his master's degree in electrical engineering from the University of Texas in June.

Edward J. Dowdy of San Antonio, a physics and mathematics major at St. Mary's University in San Antonio where he is preparing for a career in nuclear physics. Worth B. Hurt, Jr. of Houston, a candidate for a master's degree in physics at the University of Texas who is presently a research assistant in the University's physics department. Mark D. Kregel of Denton, who expects to receive his master of science degree in June from North Texas State College in Denton where he is currently doing research in plasma dynamics.

## Let's Read Our Mail



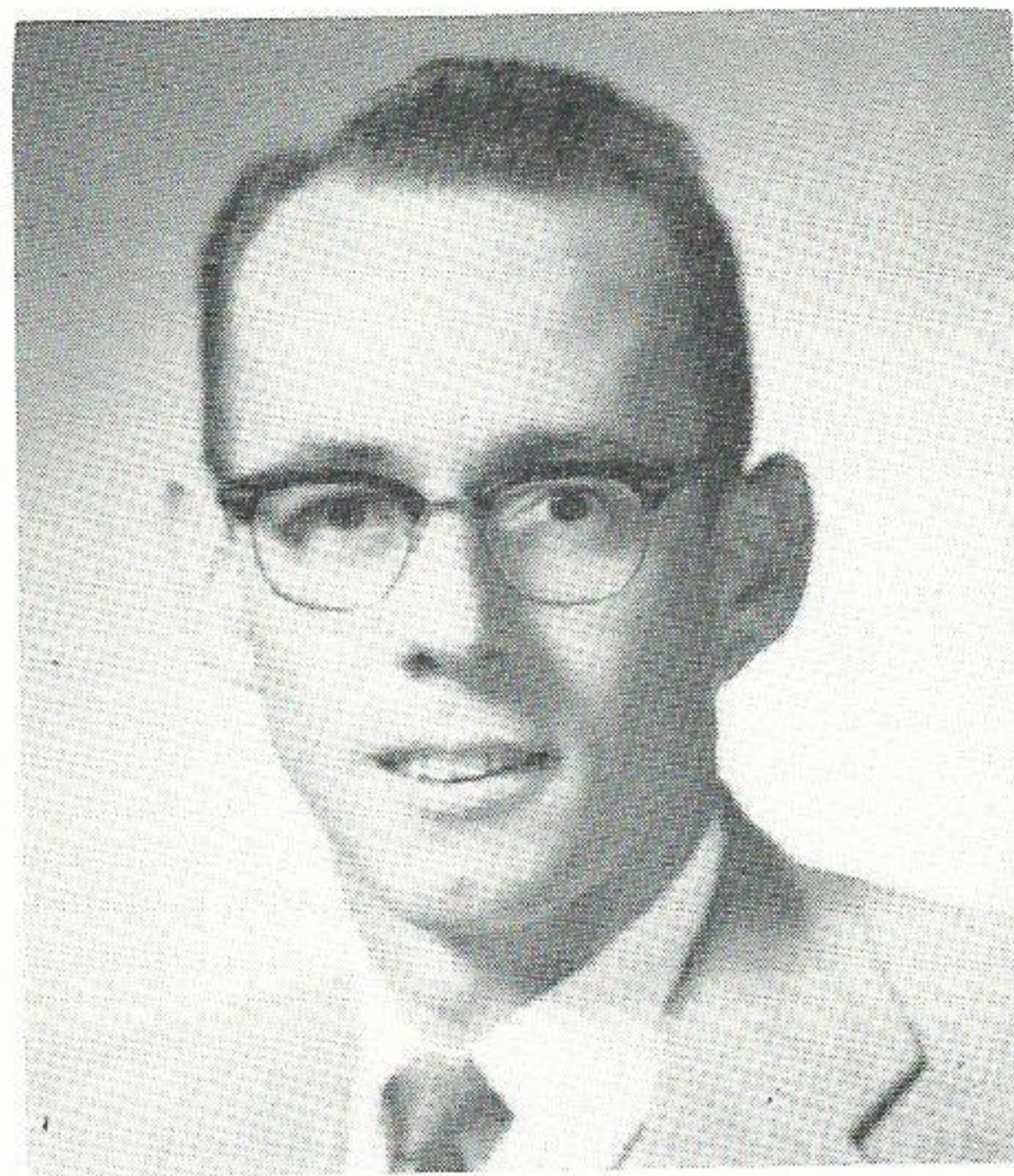
Gulf States Utilities Company  
Safety Department  
Beaumont, Texas

Dear Sirs:

The fourth grade class would like to thank you for the safety books, "Porky Pig's Kite Fun Book", you sent us. They helped us learn more about safety. Everyone in the class has read their own and liked them. We liked the characters you put in it, too.

Sincerely yours,  
Fourth Grade  
Hamshire Elementary School  
Hamshire, Texas

# Robichau Presents Systemization Paper



Mr. Robichau

J. O. ROBICHAU, engineer with our Company's System Production Department, Beaumont, presented a paper entitled "Data Logging Development and Computer Experiences," obtained from eight of the Company's generating installations, May 9, in Chicago, Illinois, at the Power Division of the Instrument Society of America's fourth National Power Instrumentation Symposium.

In his presentation, Mr. Robichau reviewed the experiences of our Company in regard to instrumentation and operation of power production facilities. Purpose of this instrumentation is to effect lower operating costs and improved safety of personnel and equipment through better utilization of manpower.

Also of importance in the decision to install automatic data handling systems was the rapid growth of our Company's generating capability, which

more than doubled in the four year period from March, 1956, to April, 1960.

In his discussion, Mr. Robichau described existing and proposed systems used by Gulf States, briefly summarizing the jobs performed by this equipment at the various generating stations.

In conclusion, Mr. Robichau discussed our Company's economic and technical experiences with the installation and operation of data systems and the substantial background provided by this data for further investigations.

# Cost Cutting At Work

**P**RE-STRETCHING our aluminum transmission lines actually stretches three things: the line itself, the time of the line crews and our construction budget.

As the cable is pulled tight, unwanted give is taken out so the cable will not sag below specified limits after being strung. This process eliminates the necessity of returning crews to the line to resag cables that have dropped below the safe limit. The time and cost saved is applied to other jobs.

Pre-stretching is done after the line has been strung through pulleys on the cross-arms of each pole in the span being constructed. The cable is tied to the base of a pole at each end, and a tension of 7,300 pounds is applied for about 30 minutes.

At the end of the half-hour period, the line is released and removed from the pulleys, to be clipped and sagged in. Finally the line is tied off at each insulator and the electrical connections are made to put it into service.

Like all of our operations, safety plays an important role in the pre-stretching operation. While the line is under strain, no one is allowed on any pole in the span. With a strain of almost four tons on the aluminum, a break would cause it to whip through the air with tremendous force.

The three-way stretch is another example of the many ways our T & D Department holds down the cost of building new facilities, which, in turn, helps us deliver good service at the lowest rates possible.



## THRIFT PLAN INVESTMENTS

Purchases of Gulf States Utilities Company stock made by the Trustee during April covering employee deductions and Company contributions through March were as follows:

| Type of Stock    | No. of Shares | Total Cost  | Average Cost per Share |
|------------------|---------------|-------------|------------------------|
| Common           | 1585          | \$63,358.27 | \$39.973672            |
| \$4.40 Preferred | 96            | 8,872.00    | 92.41667               |

The Trustee deposited \$21,905.04 with the Savings Department of The First National Bank.



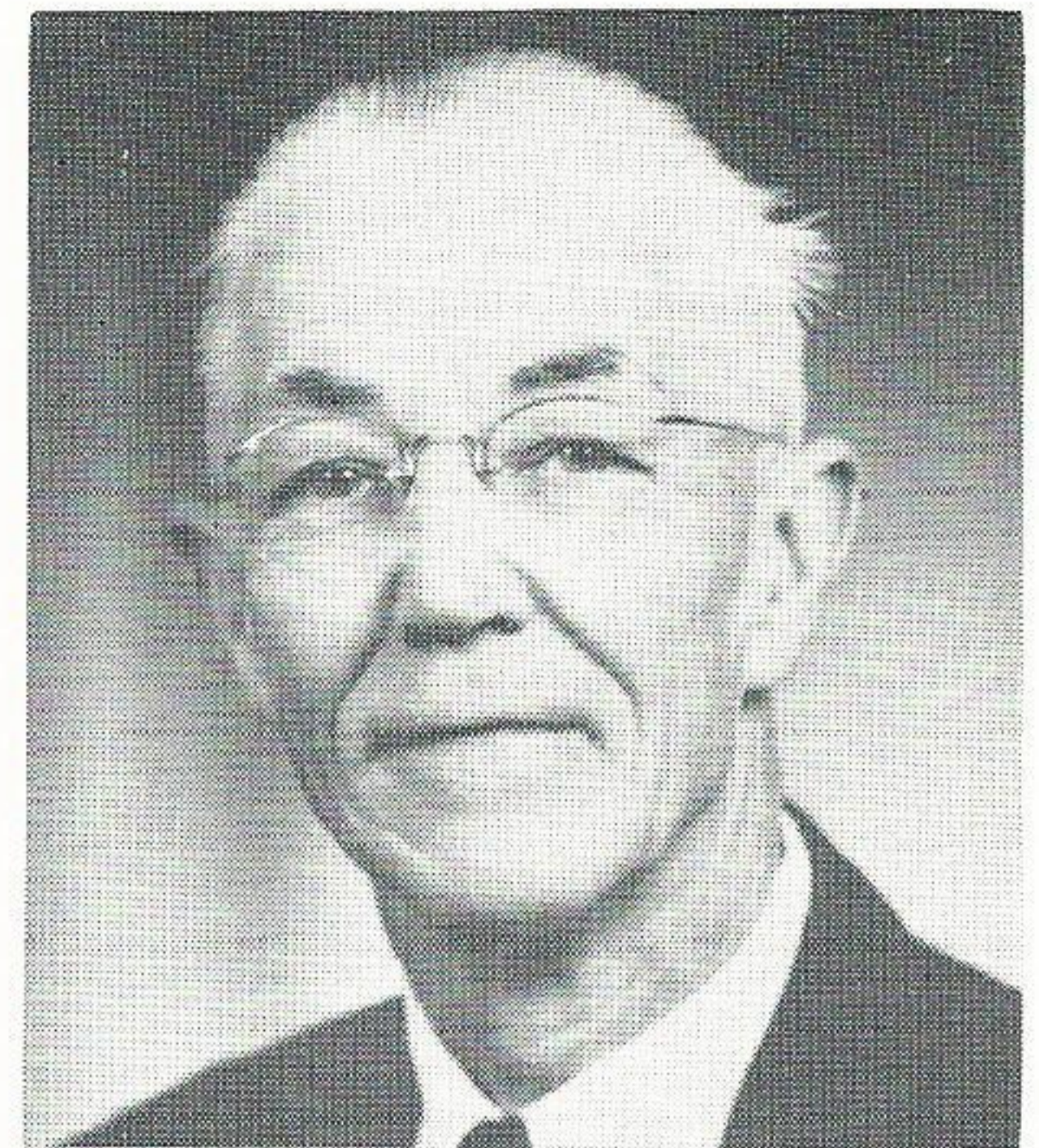
**PRESIDENT'S AWARD.** R. O. Wheeler, manager, Baton Rouge Division, accepts from Frank Jones, safety director, Beaumont, the President's Award for personal accident safety. Baton Rouge Division had the best personal accident safety record for 1960.

# J. D. Hatley, C. S. Crawley Retire June 1

THE retirement of two long-time employees of our Company will begin June 1. J. D. Hatley, Port Arthur Appliance Repair Department, will retire after 35 years of service and C. S. Crawley, Beaumont Building and Grounds, after 41 years.



C. S. Crawley



J. D. Hatley

## Mr. Hatley

Beginning his career in the electrical industry in Beaumont, Mr. Hatley was employed as an electrician helper on June 21, 1926. He served in various positions in Beaumont until he was transferred in 1929 as district representative to Orange. In 1934, he was moved to the Appliance Repair Department in Port Arthur as an appliance repairman and was promoted to appliance repair clerk in 1941.

A native of Laredo, Texas, he received his education in the public school of Galveston and attended Texas A&M College. Prior to coming to work for

our Company he worked as a clerk in various businesses in Laredo.

## Mr. Crawley

Mr. Crawley began working in the Substation Department of Northern Texas Traction Company, a predecessor of Gulf States in the Navasota Division, on June 25, 1920. By 1926, he had advanced to meter tester in Navasota. Later that year he was transferred to Somerville where he remained until coming to Beaumont in 1930 as an electrician. He passed through various

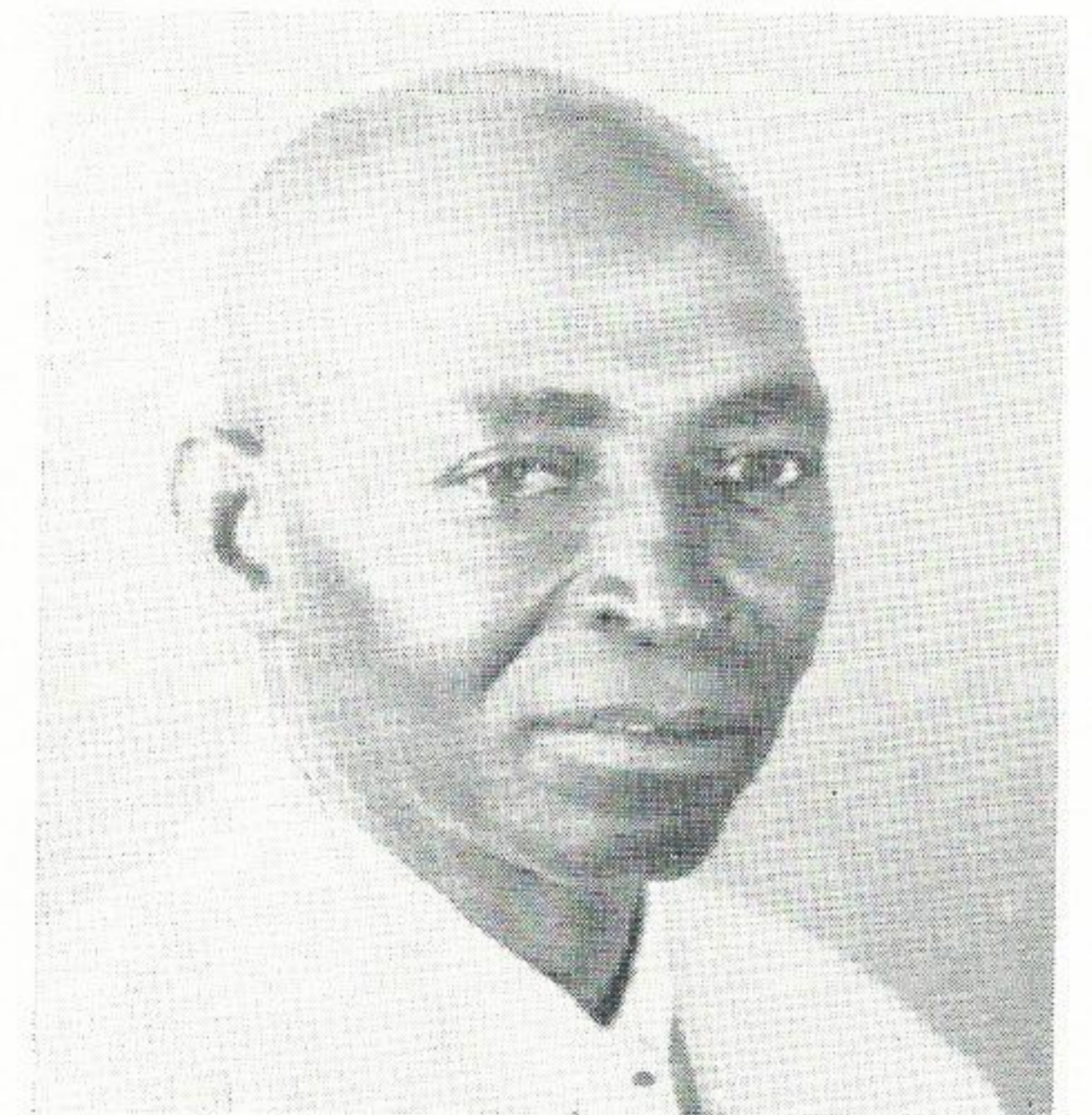
classifications to become substation shop foreman in November, 1939. He was promoted to supervisor of Building and Grounds at the Beaumont Service Center in January, 1950. He holds this position at the time of his retirement.

A native of Arlington, Texas, he is a graduate of the Arlington High School and attended Tri-State College in Oklahoma.



Promotions for the month of March were:

| NAME                     | LOCATION     | POSITION            |
|--------------------------|--------------|---------------------|
| Dale E. Karaff           | Beaumont     | Electrician 2/C     |
| Emmitt C. Van Eman       | Beaumont     | Lineman 1/C         |
| Harry J. Stelly          | Beaumont     | EngAsst—EngDept     |
| Dorothy J. Martin        | Beaumont     | KeyPunchOper—Sr     |
| Beverly S. Casey         | Beaumont     | KeyPunchOper—Sr     |
| Thomas J. Berryhill, Jr. | Baton Rouge  | TestTech 2/C—LaSta  |
| Herbert W. Hopson        | Baton Rouge  | Repairman 2/C—LaSta |
| Therman C. Varnado       | Baton Rouge  | Apprentice—Gas      |
| Reiley L. Robertson      | Baton Rouge  | Lineman 1/C         |
| John W. Gross            | Baton Rouge  | Serviceman 2/C—Gas  |
| Werner E. Roseman        | Baton Rouge  | Serviceman 1/C      |
| Paul D. Gascon           | Port Allen   | Lineman 1/C         |
| J. M. Manuel             | Lake Charles | Serviceman 2/C      |
| Noah W. Dickerson        | Lake Charles | Serviceman 1/C      |
| George L. Trahan         | Lake Charles | S/StaMech 1/C       |
| Allen J. Hernandez       | Lafayette    | Lineman 2/C         |



Steve Williams

# Steve Williams Retires April 1

STEVE WILLIAMS, Baton Rouge T&D, retired April 1 after 28 years of employment in the Baton Rouge Division.

He came to work as a laborer in the T&D Department on July 22, 1933. In 1941, he was promoted to car washer in the Baton Rouge garage. His entire length of service has been in the Baton Rouge Division.



# Baumgartner Completes G E School

**E**RNEST A. BAUMGARTNER, System Engineering, Beaumont, has completed General Electric's 30-week Power System's Engineering Course with 29 other utility engineers representing 13 states, two Canadian provinces and Japan.

This course provided selected engineers with a medium for exchanging ideas with other utility and manufacturing company engineers. In addition to formal classroom lectures, the course consisted of informal seminar sessions, inspection trips and an engineering work assignment program. More than 200 engineers have participated in this program since it began 11 years ago.

**TOURS GE PLANT.** Ernest A. Baumgartner, left, of Relay and Communication Section, System Engineering, Beaumont, and Mitsuo Inagaki, of the Chubu Electric Power Company, Incorporated,

ed, Nagoya, Japan, inspect low voltage switchgear while on a tour of General Electric's plant at Philadelphia, Pennsylvania, during the 30-week engineering course.

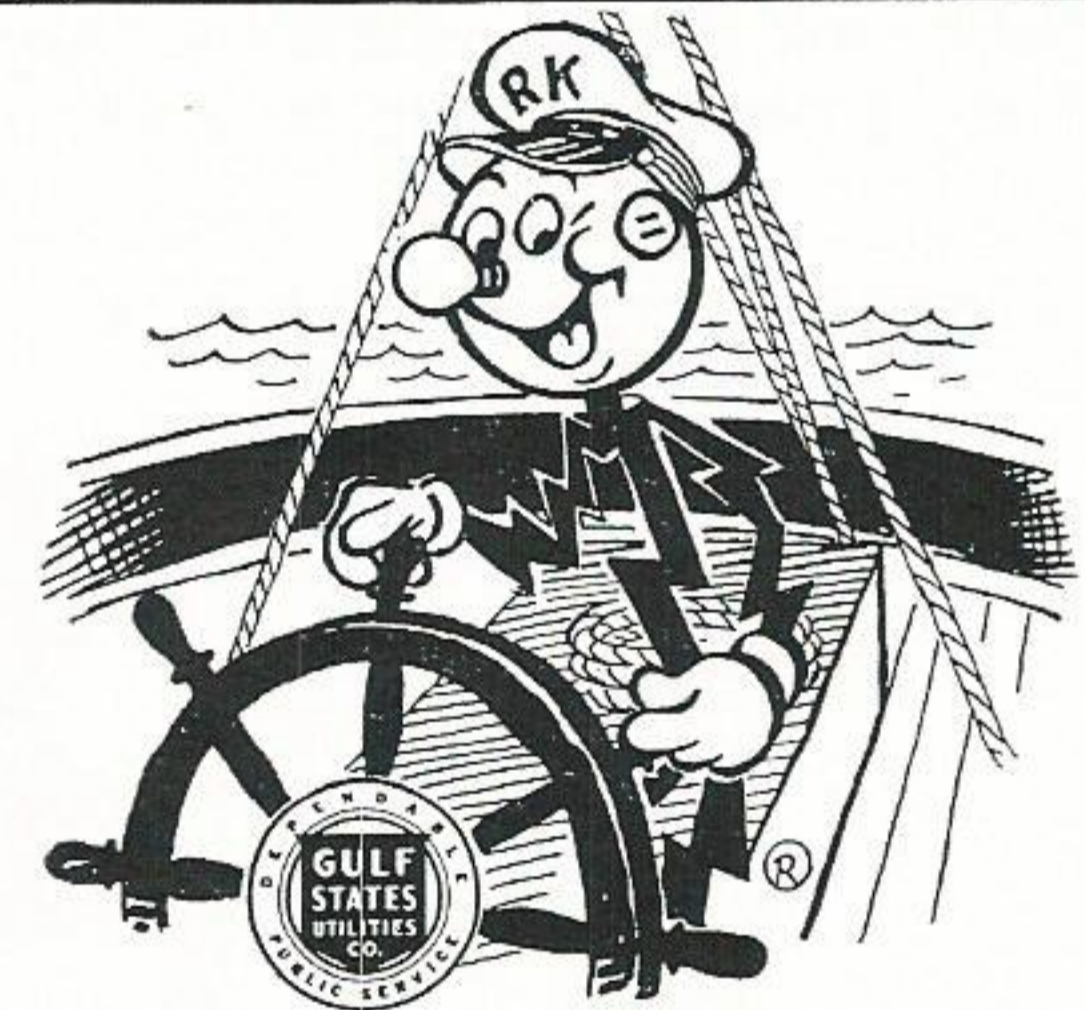
*Public Enemy No. 1 among fire causes is careless smoking and use of matches, National Fire Protection Association studies show. It is responsible for more than 200,000 fires and 1,200 fire deaths each year in this country.*

## TOP TEN SCORE

**D**URING March our customers reached an average annual use figure of 4,120 KWH per home customer as compared to the national average of 3,790 KWH per year. The city of Nederland continues to hold the number one position in our Top Ten cities.

|                    |       |
|--------------------|-------|
| Nederland .....    | 5,021 |
| Orange .....       | 4,827 |
| Liberty .....      | 4,802 |
| Port Neches .....  | 4,783 |
| Beaumont .....     | 4,664 |
| Lake Charles ..... | 4,464 |
| Baton Rouge .....  | 4,430 |
| Port Arthur .....  | 4,261 |
| Sulphur .....      | 4,233 |
| Vidor .....        | 4,103 |

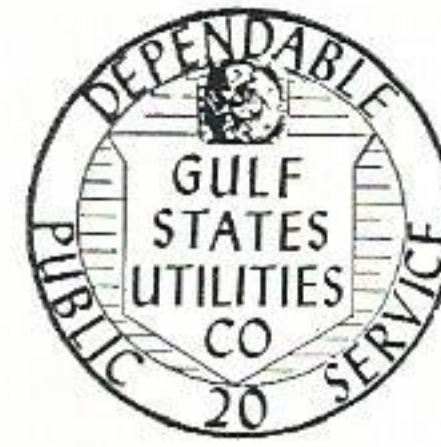
## Welcome Aboard



New employees for the month of March are:

| NAME               | LOCATION     | DEPARTMENT    |
|--------------------|--------------|---------------|
| Marvin J. Schaefer | Conroe       | T&D—Line      |
| Sandra T. Harris   | Baton Rouge  | T&D—Eng       |
| Edward B. Thomason | Lake Charles | T&D—S/Sta     |
| Don M. Blue        | Baton Rouge  | Gas           |
| Sally L. Orsborn   | Beaumont     | Eng           |
| Florence N. Meads  | Beaumont     | Records       |
| Gale H. Buss       | Beaumont     | CustsAcctg    |
| Carolyn M. Kehtel  | Beaumont     | SysBillRec    |
| Betty J. Carter    | Beaumont     | MachAcctg—Gen |
| John R. Long       | Beaumont     | GenAcctg      |
| Shelly T. Wiggins  | Beaumont     | GenAcctg      |
| Emily H. Signor    | Conroe       | Treasury      |
| Mary C. Rush       | Liberty      | HomeService   |
| Leslie G. Calder   | Eeaumont     | Eng           |





# SERVICE AWARDS



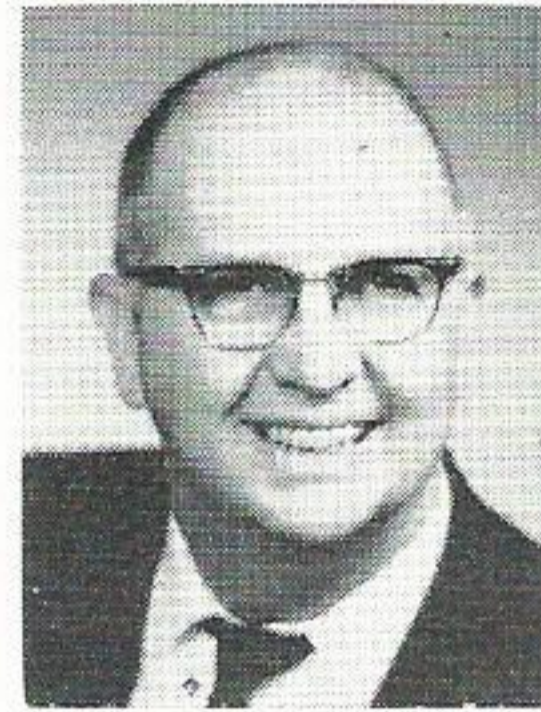
J. R. Huff  
Distribution  
Baton Rouge



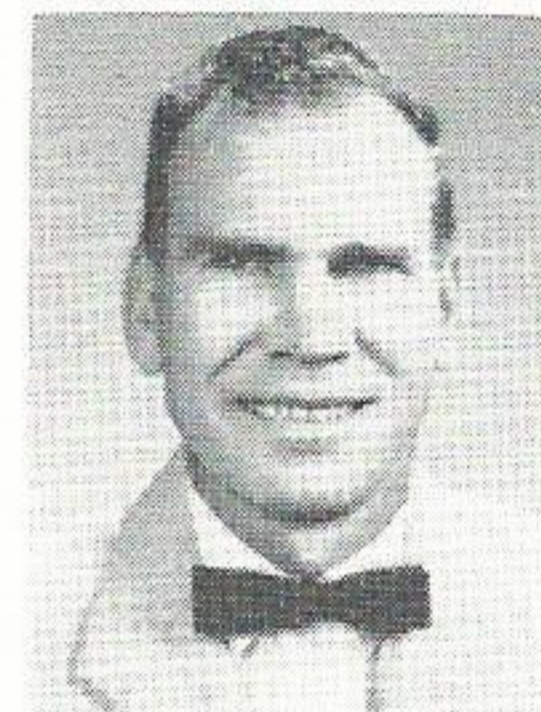
L. J. Blanchard  
Production  
Baton Rouge



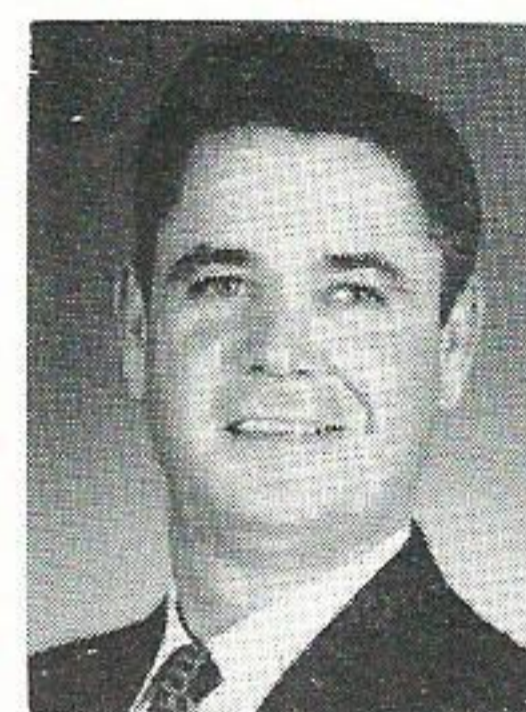
R. A. DeBlanc  
Production  
Lake Charles



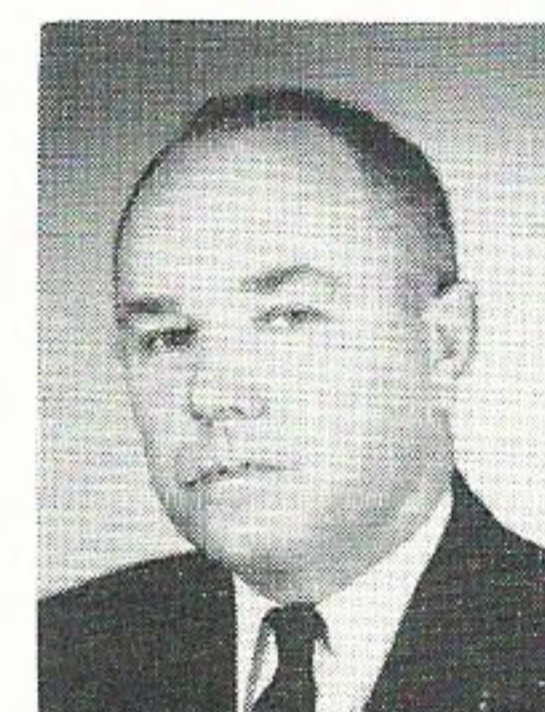
T. W. Stiteler  
Distribution  
Beaumont



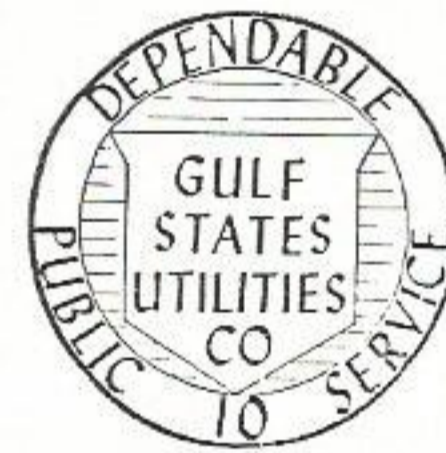
C. W. Stracener  
Distribution  
Beaumont



R. J. Bonnette, Jr.  
Distribution  
Baton Rouge



A. W. Carpenter  
Gas  
Baton Rouge



J. D. Brown  
Production  
Lake Charles



F. J. Hazmuka  
Distribution  
Lake Charles



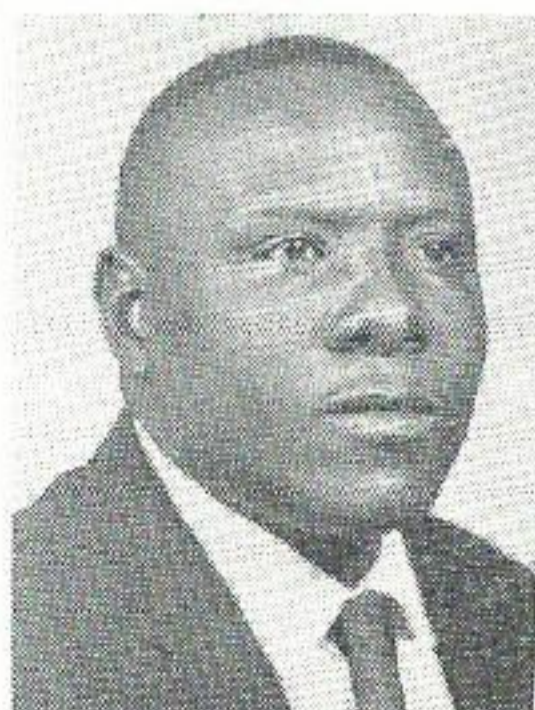
R. G. Domingue  
Distribution  
Lafayette



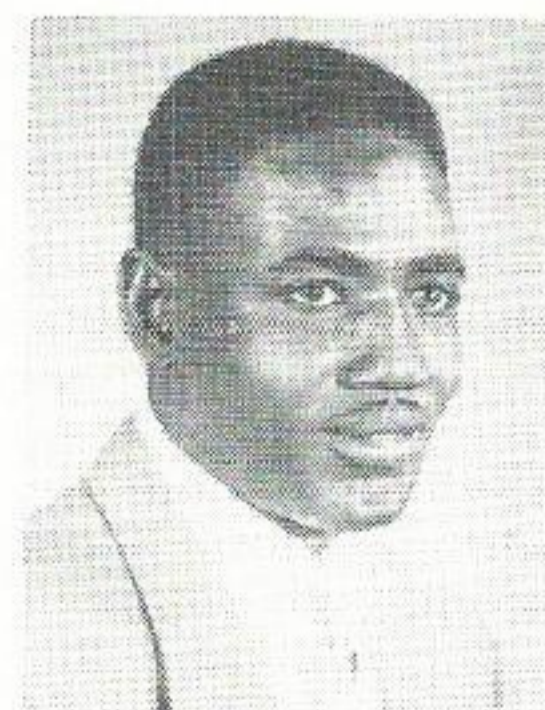
N. W. Dickerson  
Distribution  
Lake Charles



J. S. Turner  
Sales  
Beaumont



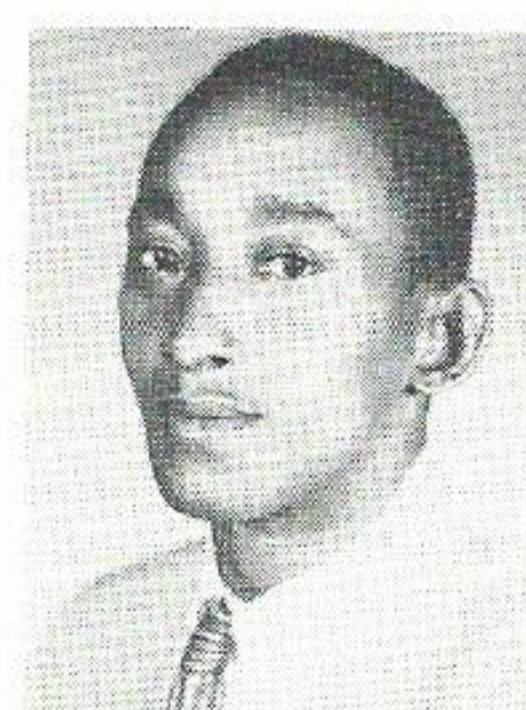
T. D. Williams  
Distribution  
Jennings



Samuel Smith  
Gas  
Baton Rouge



J. E. Angelle  
Distribution  
Lafayette



Richard Williams, Jr.  
Gas  
Baton Rouge



Henry Prudhomme  
Building Services  
Beaumont

# BIBLE - BREAK

a monthly column

by Ruby Lee Adams

**T**HE Twelve by Twos. In Mark 6:7, it is stated that Christ sent these men forth 'by two and two.' He divided the apostles into six groups. Why send them out 'by two and two.' Perhaps these men were sent out in groups of two to encourage each other; they were on a perilous mission; the world neither loved nor knew their Master. They would be lonely amid the persecutions and almost insuperable difficulties that awaited them; their hearts would almost die. Then they would need the face of a brother, the hand-clasp of a friend, the cheer and confidence and inspiring sympathy of a kindred soul. So Jesus did not leave your them to fight single-handed.

The Master displayed great wisdom in the choice of his disciples; they were not merely mated, they were matched. Thus each was a helpmate to the other. Each magnified the other's virtues, minimized the other's faults. This is the key to the life and character of these men, and as we shall find ourselves coming more and more into a realistic and sympathetic acquaintance with the twelve men who first proclaimed to the world, Him who is its fadeless and eternal light.

According to his divine arrangement of the 'Twelve by Twos,' Peter the impulsive went forth with Andrew the conservative; James the elder with John the youth; Philip the dullard with Bartholomew the sage; Thomas the doubter with Matthew the man of strong convictions; James the champion of duty with Jude the champion of doctrine; Simon the zealot with Judas the traitor.

Thus all temperaments, all ages, all degrees of mentality, all stages of spiritual experience, all types of religious life, even our very frailties are called, transformed, consecrated, utilized in the ministry of the Church whose great head lays the universe under tribute for His glory.

Effective July 1, 1941, Mr. C. P. Shirey is assigned as a full time safety man for the entire Gulf States system. Until more definite plans are arranged, he will coordinate his work with that now being done by Mr. Reidy. He will reside in Lake Charles, and until a permanent organization setup is made, Mr. Merriam will assist him in working out a program.

It is not the intention that Mr. Shirey's appointment will release any employee or supervisor from any responsibility for the safety of employees and safe practices within the Company, and to that end Mr. Shirey's work will be advisory and supplementary to the safety work now being carried on in the various divisions.

*John P. Walker*



Beaumont, Texas

June 26, 1941

**LOOKING BACK.** Twenty years ago, next month, C. P. "Jack" Shirey was assigned to be full-time safetyman for our entire system. Today Mr. Shirey is safety and training manager for the system with his office in Beaumont's General Office. During this time Mr.

Shirey's staff has grown to include: J. P. Towers, training representative; F. W. Jones, safety director; Andy Poulson, safety representative, all of Beaumont; S. L. Stelly, safety-claim agent, Lake Charles; and T. O. McKnight, safety-claim agent, Baton Rouge.

## Answers to Reddy's Kollege of Kilowatt Knowledge

Questions on Page 19

1. d. 12,000,000 kw—The 4,000 mile network will include some of the most powerful transmission lines ever built in the Southwest, up to 345 KV and higher.
  2. b. 1960 cost is 27% lower than 1945 cost—While the average cost of other things increased 64%, the average cost per KWH to our residential customers decreased by 27% between 1945 and 1960.
  3. a. industrial—Industrial customers (including processors, manufacturers, the Atomic Energy Commission, etc.) use approximately 48% of the electric power sold in the U. S.; residential customers 28% commercial customers 18% and others (railroads, special rural users, government operations and street lighting) 6%.
  4. d. Calvin Coolidge—Gulf States Utilities Company was incorporated on August 25, 1925.
  5. c. Tennessee Valley Authority—The \$2 billion tax-subsidized TVA serves customers in seven states and generates approximately 63,000,000,000 KWH a year.
  6. b. \$650,000—Approximately \$407,000 of this amount had been paid through last year for the Company's participation in three nuclear power projects.
- Sources for these answers will be furnished upon request.

## PLAIN TALKS SYMPATHY TO

**Kenneth and Glyn Howell**, Lake Charles Line, on the death of their father, **Shelton Howell**, on April 8.

**A. B. Mitchell**, Storeroom, Lafayette, on the death of his mother, **Mrs. T. J. Mitchell**, of Hearn, Texas.

**V. V. McGee**, Port Arthur Appliance Repair Department, on the recent death of his father, **Lewis Monroe McGee**.

**Dorothy Stanford**, local office clerk, Huntsville, on the death of her father, **L. R. Swearingen**, at his home in Phelps, Texas, on March 25.

**Tip Smith**, Publicity, Beaumont, on the death of his grandfather, **George Tipton**, in a Fort Worth hospital on April 29.

## gulf staters in the news

**Carita Goodreau**, local office clerk, Jennings, was recently elected president of the Jennings Jaynes, the Auxiliary of the Jennings Junior Chamber of Commerce.

**B. J. McMaster**, superintendent, Jennings District, has been elected to the Board of Directors and secretary of the Board of Directors of the Jennings Golf Club for 1961.

**C. R. Nantz**, distribution supervisor, Orange, has been re-elected for his third term on the Orange County School Board. Mr. Nantz is trustee-at-large.

**Sammie R. Bono**, service foreman, and **Leslie A. "Pat" Sullivan**, right-of-way agent, both of Lake Charles, have been re-elected to the City Democratic Executive Committee in the Lake Charles city election on April 8.

*A dollar buys a lot of "pasta" for destitute families in Italy through CARE's Food Crusade. For every \$1 donated, CARE can deliver a 20-lb. package of Italian macaroni, made from U.S. surplus flour.*

May, 1961



**Mr. and Mrs. Hubert J. Faulk** on the birth of their son on April 24. Mr. Faulk is employed in the Lafayette Line Department.

**Mr. and Mrs. E. D. Desormeaux** on the birth of their son, **Brian Paul**, April 2. Mr. Desormeaux is an appliance repairman in Lafayette.

**Mr. and Mrs. Preston Darland** on the birth of their daughter on May 1, 1961. Mr. Darland is with the Records Department.

**Mr. and Mrs. Raymond T. Kearney** on the birth of their daughter, **Clare Ann**, April 15. This is the third girl in the family; the Kearneys also have a boy. Mr. Kearney is employed in the Engineering Department, Beaumont.

**Mr. and Mrs. Patrick A. Wagner** on the birth of their daughter, **Susette Marie**. The Wagner's third girl was born on April 21 at Baptist Hospital, Beaumont. Mr. Wagner is employed in the Engineering Department, Beaumont.

**Athen C. and Phyllis Hughes** on the birth of their son, **Frederick James**, April 13. Athen is employed in the Lake Charles Line.

**Mr. and Mrs. Luther M. Risher** on the birth of their fifth child, **Susan Gail**, March 10. Mr. Risher is stores supervisor in the Lake Charles Division.

**Mr. and Mrs. Howard E. Mack** on the birth of their son, **James Edmond**, March 5. Mr. Mack is an engineer in the Port Arthur T&D.

*Fire has taken 116,000 American lives in the past decade, according to National Fire Protection Association estimates.*

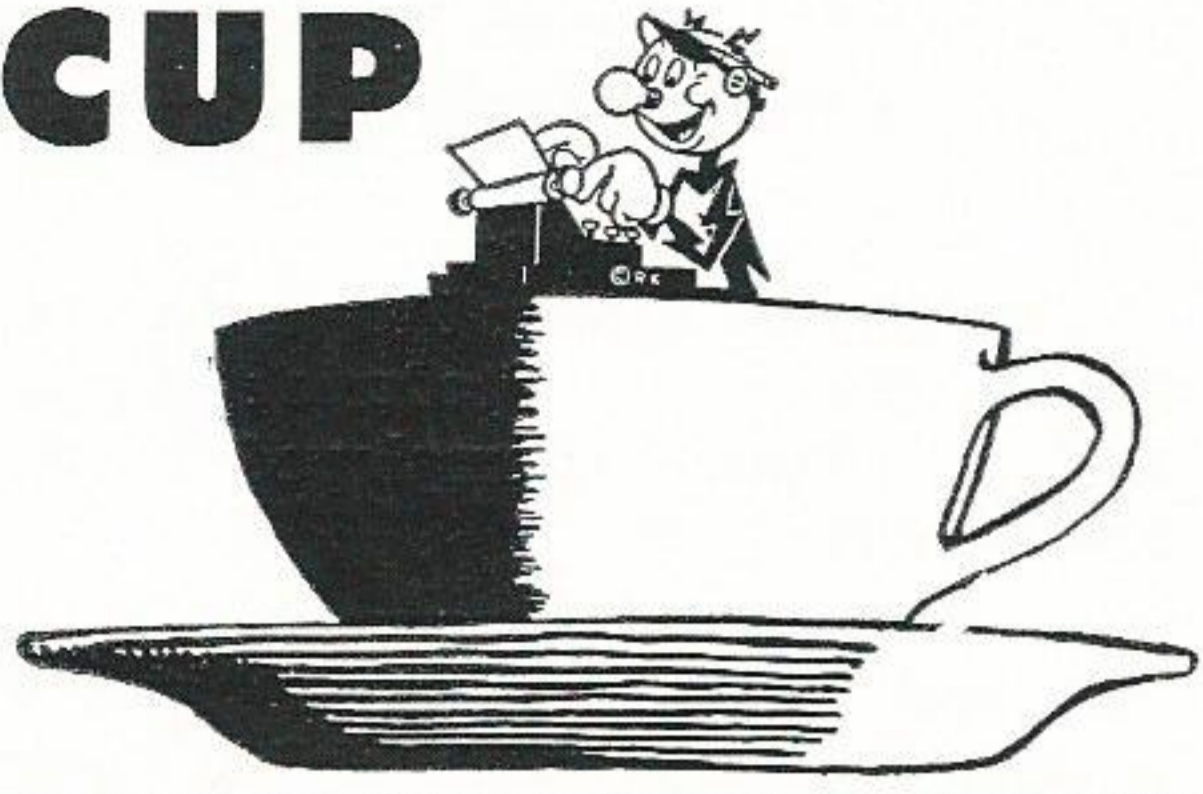
*Children and the elderly are the most frequent victims of fire, National Fire Protection Association studies show. Together they account for about 53 percent of all casualties.*



**MR. AND MRS. WESTBROOK CELEBRATE GOLDEN WEDDING.** Mr. and Mrs. James Earl Westbrook (he retired from our Company in 1955 after a 42-year career) celebrated their golden wedding anniversary on April 16, in Beaumont, at an open house. Over 200 friends, fellow Gulf Staters and relatives attended. Hostesses

were two daughters, Mrs. W. L. Hammond, who is secretary to E. L. Robinson, vice president, Beaumont, Mrs. W. T. Brandt, Jr., of Lake Charles, a former GSUer, and granddaughter, Miss Judy Ann Hammond. The day was also Mr. Westbrook's birthday.

# over the COFFEE CUP



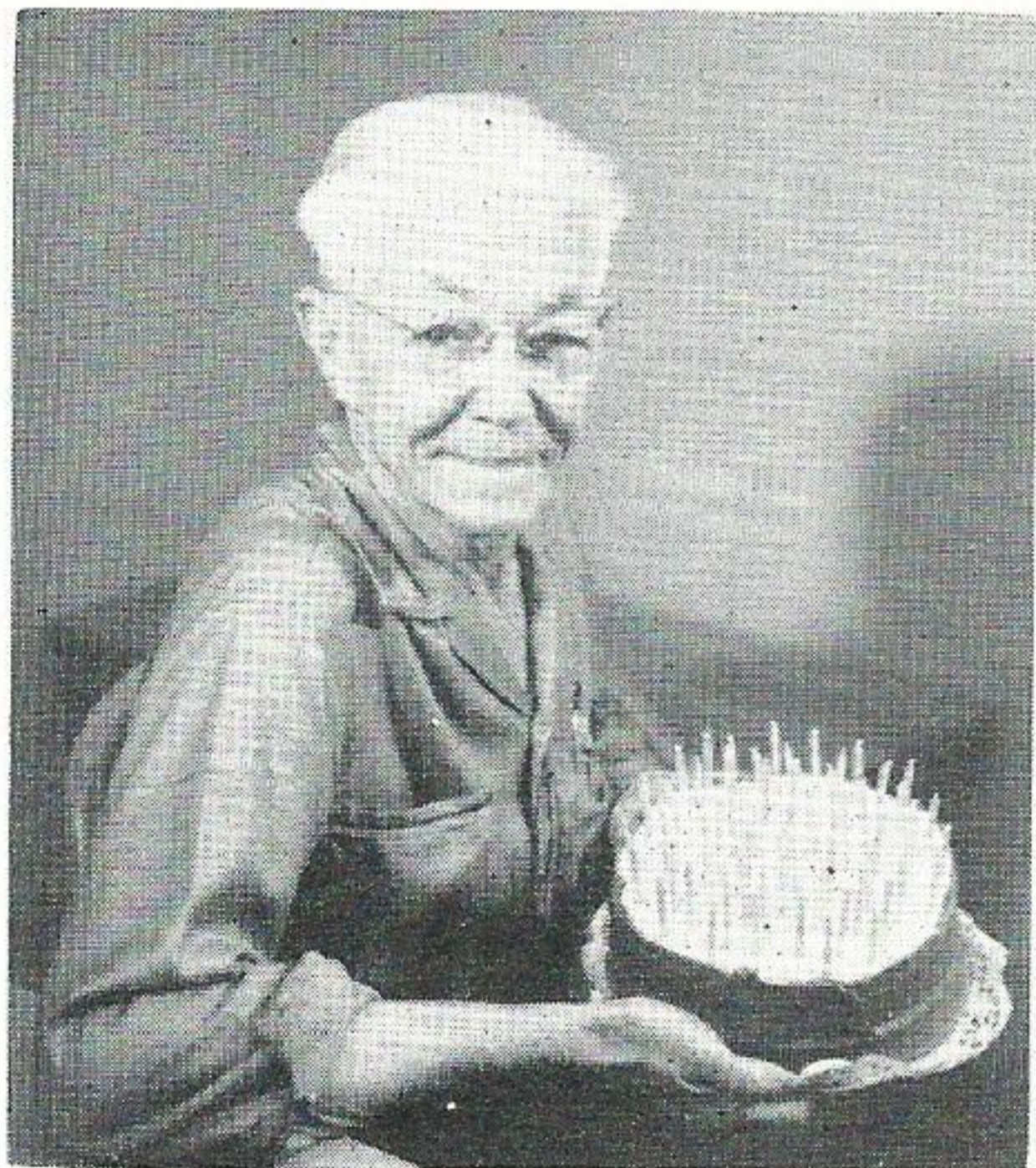
**JOE D. HATLEY**, Port Arthur Appliance Repair Department, got a sample of what it will be like when he retires June 1, when he recently took four weeks vacation.

**Helen Powell**, departmental clerk, also enjoyed a weeks vacation and a visit to Houston.

—By Jo Anne Landry

## ORANGE

SINCE the summer season is nearing, members of the Wye Delta Recreation Association are beginning to work on the recreation grounds for the coming season. As a habit from previous years, workers are getting together on



**BIRTHDAY PARTY.** Joe Hatley, Port Arthur Appliance Repair, celebrated his 65th birthday with his fellow employees before retiring May 31. When presented with the 65 candle-cluttered gift, Joe remarked, "Who says I can't have my cake and eat it, too?"



**WYE DELTA GROUNDS.** Orange employees have been putting in their Saturdays lately to get the Wye Delta Recreation Association's recrea-

Saturdays at the grounds for work sessions. One Saturday recently was not all work, a barbecued chicken dinner with all the trimmings was served. The cooking was done by **Stanley LeBouef** and reports were that it could not have been better. With this as a stimulate, the work went well in the afternoon. Some of the wives have been going along to do their part in order to get the grounds ready for use. Future plans call for more of these work sessions in order to get the park in shape and to add some much needed facilities.

A switch has been made by **W. L. "Army" Armstrong** who is conducting a school instead of attending. Orange Little League fathers are going to a school conducted by "Army" to learn how to be base umpires for the coming summer of play. This makes the fifth year he has been behind the plate in the Little League.

Recently, **Bobby Jack Walls**, son of **Reba Willey** of the Orange Sales Department, was awarded the Degree of Chevalier, the highest honor that can be given by the DeMolays. The Supreme Council selected Bobby for this degree on the basis of his fine record in the Orange Chapter and the work he has done for the order, plus his loyalty to DeMolay and the Supreme Council.

On April 21, 55 children from Anderson Elementary School made a trip by bus to Beaumont and Neches Station. The group was accompanied by **Morris Johnson** of the Orange Sales Department. The fifth graders made the trip in order to find out where the electricity for their homes and classrooms come from.

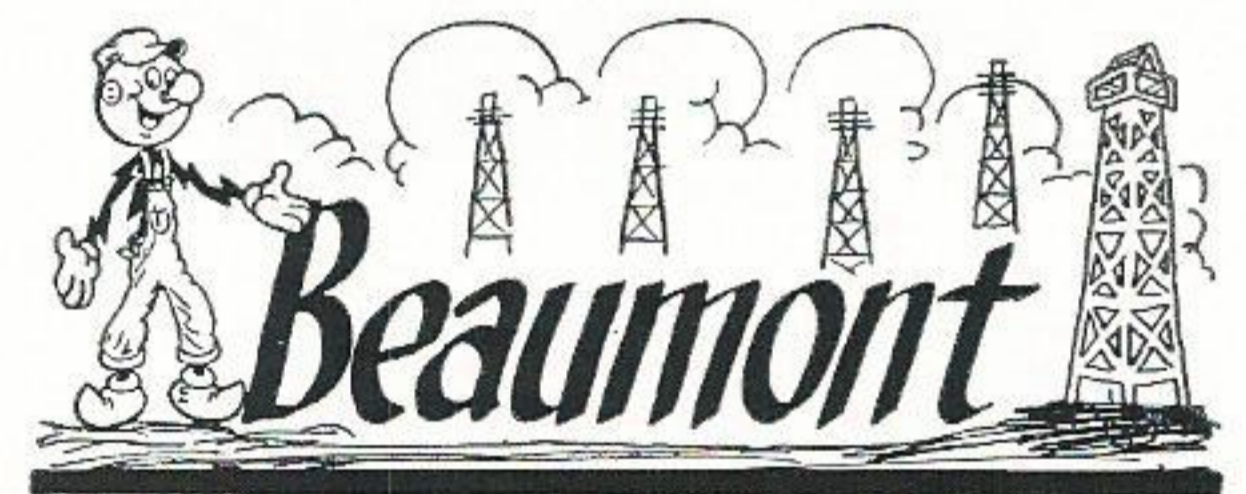
Several Orange Gulf Staters were on vacation recently. Included were **Van Kitchens**, **Fred King**, **Mollie Matthews**, **R. H. Steele** and **C. R. Nantz**. Taking their vacations out of town were Fred,

tion ground in shape for summer fun. Here a group of Orange GSUers enjoy a barbecue chicken dinner at a recent work session.

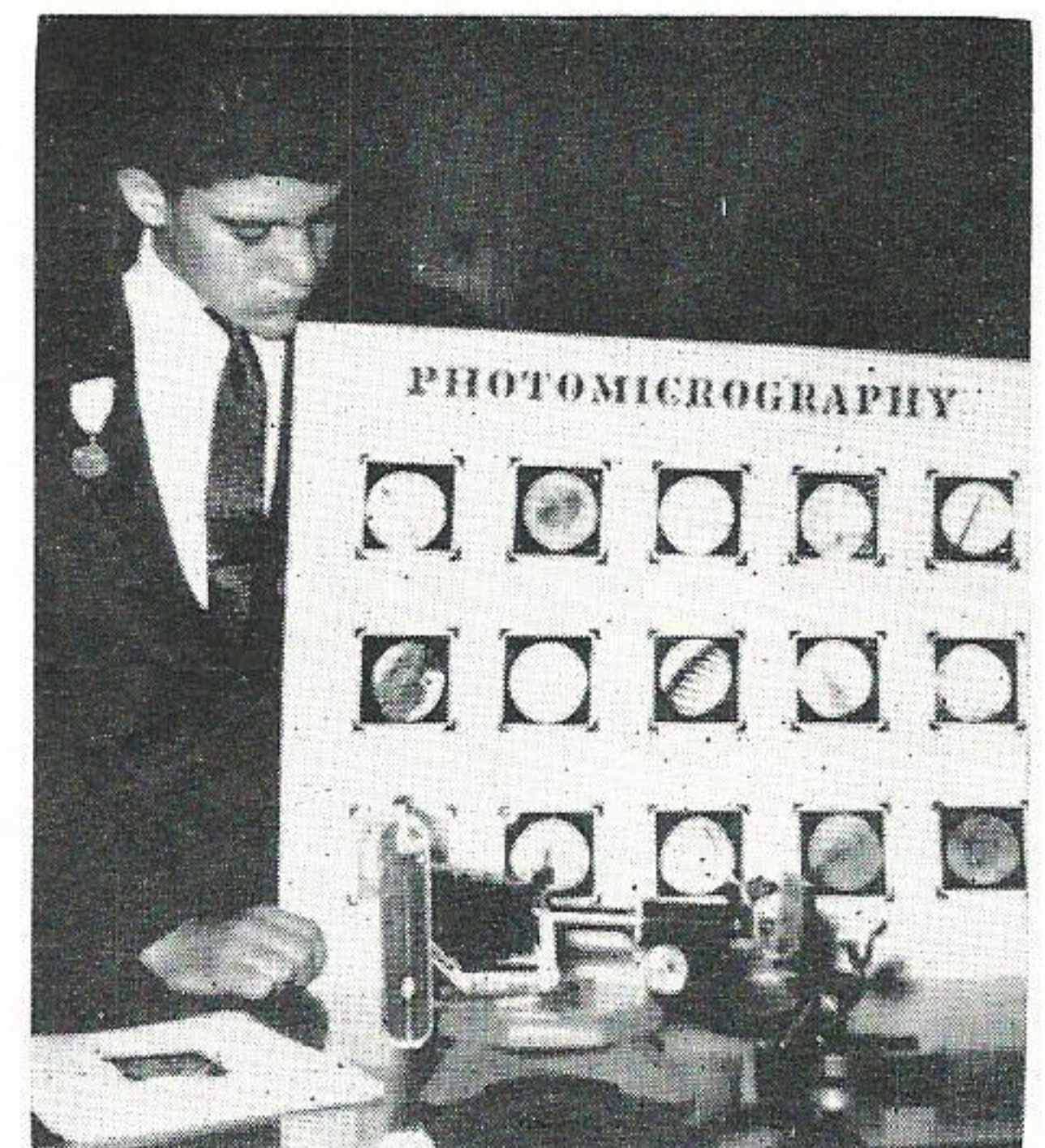
who went to Arkansas, and Mollie, who visited in Troup, Texas.

We here in Orange are certainly pleased to welcome as a new employee **Florence Finnell**. Florence began working in the Accounting Department.

—By Davie Carpenter



**A. G. "TONY" FONTANA**, stores auditor, Beaumont, was presented with a life membership at the Beaumont Bowling Association's annual



**SCIENCE FAIR EXHIBITOR.** Gerald P. Handley, Jr., son of Nevelyn and Gerald P. Handley, Sr., placed third in the biology division of McNeese State College's Science Fair with his photo-micrography exhibit. Gerald is a student at LaGrange High School in Lake Charles. His father is a utilityman in the Lake Charles T&D Line.



**MARCH BRIDE.** Miss Gordie Legg, Beaumont's Customers' Accounts, became the bride of Raymond Alvin Noack, March 18, in the North End Baptist Church, Beaumont.

meeting recently. This is the first honor of this kind to be given by the association. Tony, long a member of the association, is past secretary of the Beaumont group. He is past state president family and also a life member of the Texas State Association.

—By Ken Londers

**T**ALK about "Exodus"! The 10th floor suffered serious inroads in its population in April when four of its prettiest occupants departed to assume other duties. Going away parties, replete with appropriate gifts, were given in honor of **Barbara Malley**, **Linda Adams**, both of the Steno Pool, **Jolyn Jones**, PBX, **Brenda King**, Duplicating.

They will all stick around close to the house except for Linda. She is moving to Baker, Louisiana with her spouse, John, whose company recently transferred him to Baton Rouge. She plans to seek employment with GSU in Baton Rouge. Barbara and Brenda are expected to visit their old compadres soon with bundles wrapped in blue and/or pink. As for Jolyn, she already has a houseful so everybody knows she'll have her hands full at home. Good luck, gals, come see us soon!

Two new smiling faces in Beaumont Duplicating are **Agnes Davis** and **Annie Pearl Leigh**. Agnes is a recent graduate of Colmesneil High, Colmesneil, Texas. And you bachelors take note, she's redheaded and single. Annie graduated from Edna High School, Edna, Texas, and has one husband, **Joe**, and two dogs, GiGi and Timbo (Leigh, of course). Joe is an electrician for Hinote Electric Company.

—By Ward McCurtain

**NAOMI WRIGHT** of the Construction Budget Section, her husband, and two children visited Naomi's sister and brother-in-law in Springhill, Louisiana on April 8 and 9. On their return trip, they visited Hodges Gardens in Many, Louisiana. There the azaleas are still in bloom; and the roses are just beginning to be pretty.

**Stella Smith**, previously of the Re-



"COME OVER FOR COFFEE." Jolyn Jones, Beaumont PBX operator, extends an invitation to her fellow workers on the 10th floor to come out and try out the new coffee pot she received as a farewell gift when she left to become a full-time housewife.

cords Department, left the Company on April 14.

**Imogene (Poindexter) Ward** of the Records Department and **Prentice Ward** of the Accounting Department were married in a double ring ceremony at 6:30 p.m., April 8, at Magnolia Avenue Baptist Church of Beaumont. Following the ceremony, the couple were complimented by a reception in the church education building before departing for their New Orleans honeymoon. The Wards are now at home at 4887 Ironton.

—By Frances Linthicum



**CRYING THE BLUES.** Gene Mullin, left, General and Plant Accounting, Beaumont, presented a crying towel to the Rebels, the team which had won the first half of the GSU league bowling season, the day after they lost by four points to the team on which Mr. Mullin bowls. The Maroons had been the last place

team in the first half of the season. Making use of the towel are, left to right, **Joe Fontana**, General and Plant Accounting, **Betty Welch**, Systems Operation-Construction Budget Section, **Dolores Spafford** and **John Scott**, General and Plant Accounting.

**JEANETTE HALL**, the daughter of **Mr. and Mrs. G. G. Hall**, Beaumont, is making a name for herself in the college music world at Lamar Tech this year.

Jeanette, a sophomore music major at Lamar, has appeared in numerous productions with the Lamar Tech-Beaumont Opera Workshop. Her most recent appearance was in "Rigoletto" and "Amelia Goes to the Ball". She also appeared in Lamar Tech student production of "Down in the Valley" in 1960.

Jeanette is a member of Lamar's Grand Chorus and A Capella Choir and presently is secretary of the choir. Jeanette has been on several tours in the past two years with the A Capella Choir. A tour was made to Monterrey, Mexico, last year. This year the choir will present concerts in public schools and colleges.

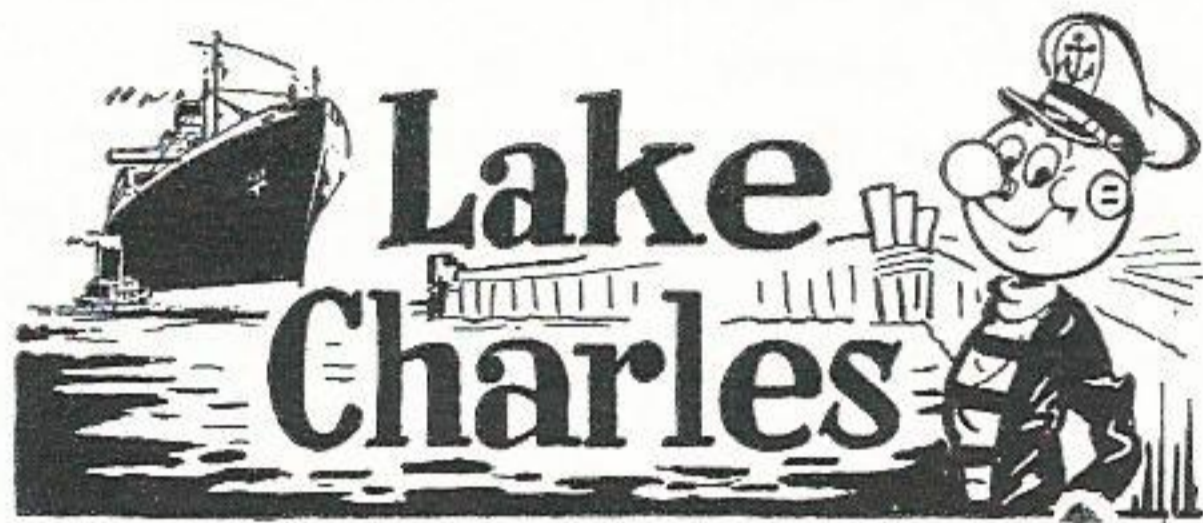


Miss Hall

Miss Hall is second vice president of Omicron Beta chapter, Delta Omicron, professional music fraternity for women. She is also a student assistant to George Parks at Lamar and is attending Lamar on a scholarship from Beaumont's Trinity Methodist Church Choir, where she studied under Joseph Truncala.

Mr. Hall is electrical maintenance supervisor at Neches Station and Jeanette has worked in the Beaumont Records Department for the past two summers.

—By Hazel Johnson



**A**N Easter Parade and style show was recently presented by the Marion Elementary School PTA. Prizes were awarded in each group as follows: pre-school, **Sandy Clements, Ellen Wall** and **Keith Ortega**; primary, **Peggy LaFleur, Madeline Guidry** and **Theresa Bourque**; upper elementary, **Sue Marcin, Glen Johnson** and **Milly Clements**; Junior high, **Pamela** and **Linda Laverne**. Sandy and Milly are the daughters of **Lloyd J. Clements**, senior engineering assistant. Ellen is the daughter of **James Wall**, meter inspector. The daughters of **John Conley**, engineer, and the son of **Jake Andrus**, Meter Department, were entries in the contest also.



**LOOKING BACK TWENTY YEARS.** Three of the Baton Rouge employees in this picture are still with our Company. The picture was taken around 1940. Still with the Company are R. C.

Harris, second from left in the front row; and E. E. Julian and R. W. Minvielle, second and third from left in the back row. All three are employed in the Baton Rouge Substation.

**Pat Sullivan**, right-of-way agent, recently attended the Southeastern Electric Exchange meeting in Hollywood, Florida.

**Vann V. Boudreaux's** oldest daughter, **Lark**, is recovering from a leg operation in Cleveland, Ohio. We wish to offer our wishes for a successful and speedy recovery.

—By Mary Ann Dowies



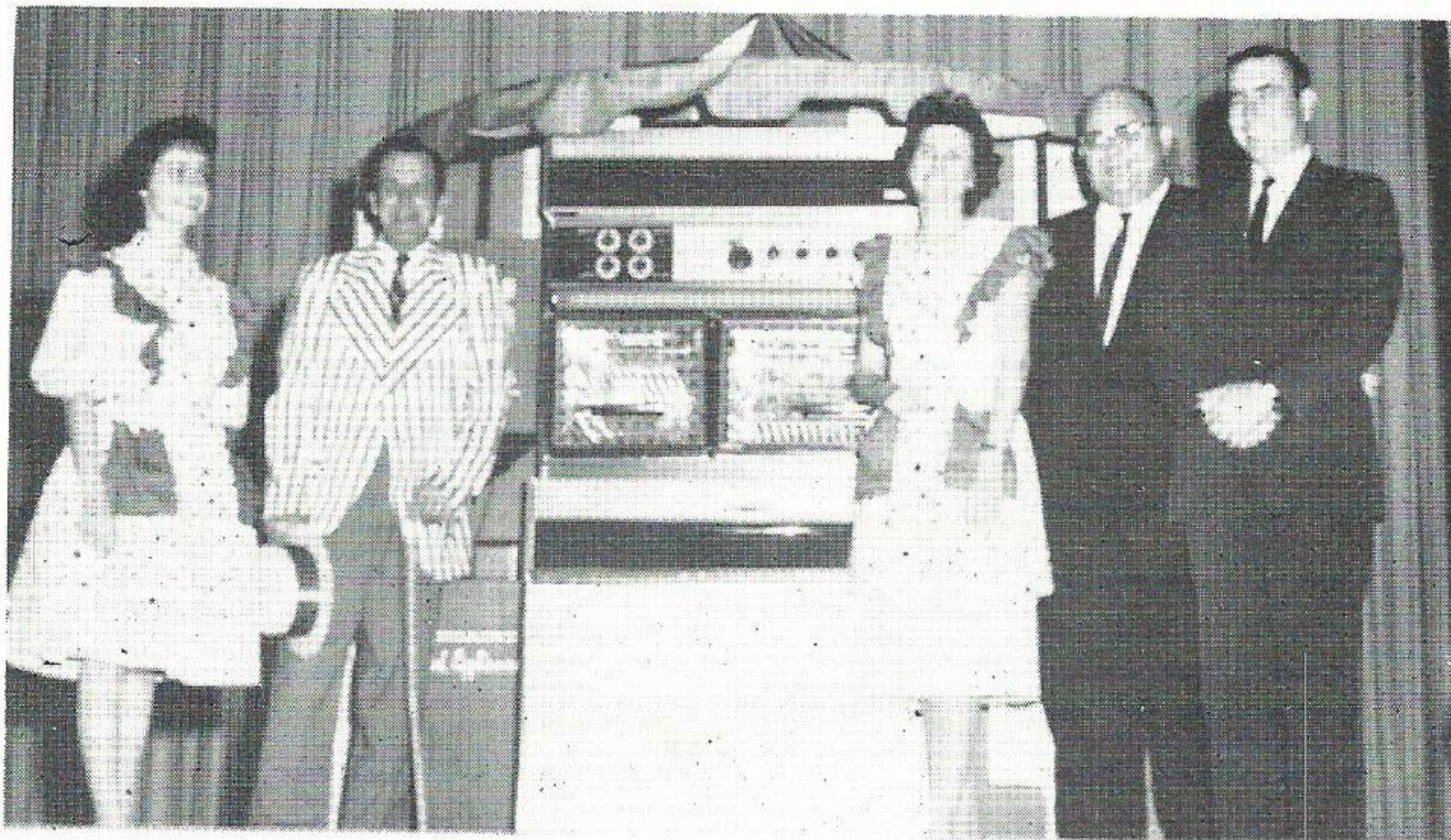
**LITTLE GIRL, BIG DESK.** Judy Tucker, departmental clerk and new employee at Louisiana Station, Baton Rouge, seems to be surrounded by one huge desk, but this picture was taken from an angle where the desk of four departmental clerks are shoved together.

**T**HE Roy S. Nelson Station basketball team finished their season with a bang. They were defeated by only one team in the quarterly tournament and went on to win first place in the tournament.

Now a baseball team is being formed with **Buck Mouhart's** supervision. The team includes **Bruce Broussard, Joe Dorociak, Ed Stough, Sam Chamberlain, Joe Schatzle, Bill Dowden, Bobby Jordan, Donald LaRocco, Derrick Smith** and **Fred Doucet**. The team, known as "The Has Beens", asks any other team in the system that would like a practice game to please get in touch with them. At the present "The Has Beens" are in practice and we are all looking forward to the first big game.

Mr. Mouhart has also been turning his hobby into a profitable one. He tells his own original humorous cajun experiences. On April 7 he did a benefit show for the Jaycees in LaPorte, Texas. He received a standing ovation and made the headlines in the LaPorte newspaper. On April 14 he appeared with the U. S. Air Force Band at Chenault Air Force Base in Lake Charles. He has been asked to return for more performances. Buck has a recording entitled "Buck Mouhart, The Flying Cajun" on Gold Band Record which will be released shortly. Honestly if you have ever heard this guy with his stories you'll agree when we say he is the greatest!

**Mr. and Mrs. Robert Guidry** spent part of their ten day vacation in Houston. Mrs. Guidry had to spend five days of her vacation in the Methodist Hospital in Houston. We are happy to say she is home and doing much better.



**THE BIG SHEW.** Coronne Hanley, home service advisor, Lafayette; Emcee Martin Wagnon, residential sales representative, Jennings; Irma Lee Hargroder, home service advisor, Jennings; Chunkie Hester, one of the sponsors; and John

Bordelon, residential sales representative, Jennings, recently presented a Kitchen Carnival in the Elton High School auditorium. The carnival was sponsored by the Elton Band Mothers' Club and Chunkie's Appliance of Basile.

Mrs. Rene DeBlanc recently underwent surgery in the Lake Charles Memorial Hospital.

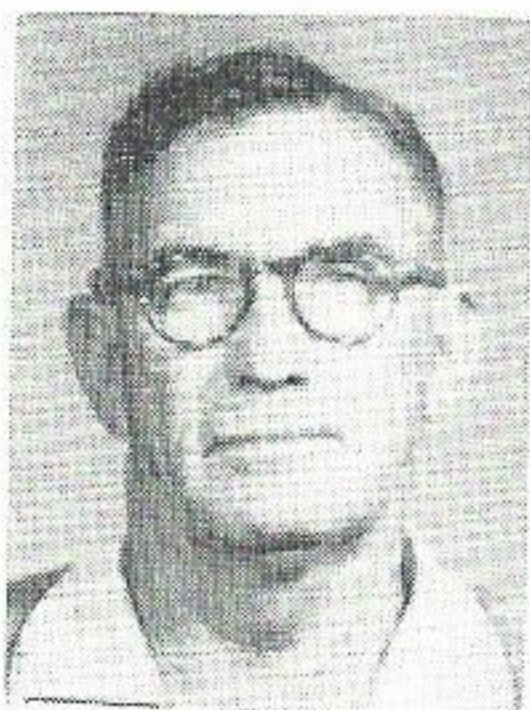
—By Dori Aguiard

Allen S. Keller and Harry J. Henry, Lake Charles Line, attended the T&D Training program in Beaumont last month and Lloyd J. "Slim" Frederick, line foreman, attended the Texas Safety Conference in Houston.

We have two new employees, Richard Earle and Charles O. Bourque, in the line Department.

—By Margie Leone

WALTER E. DUPLECHAIN suffered a heart attack on March 28 and

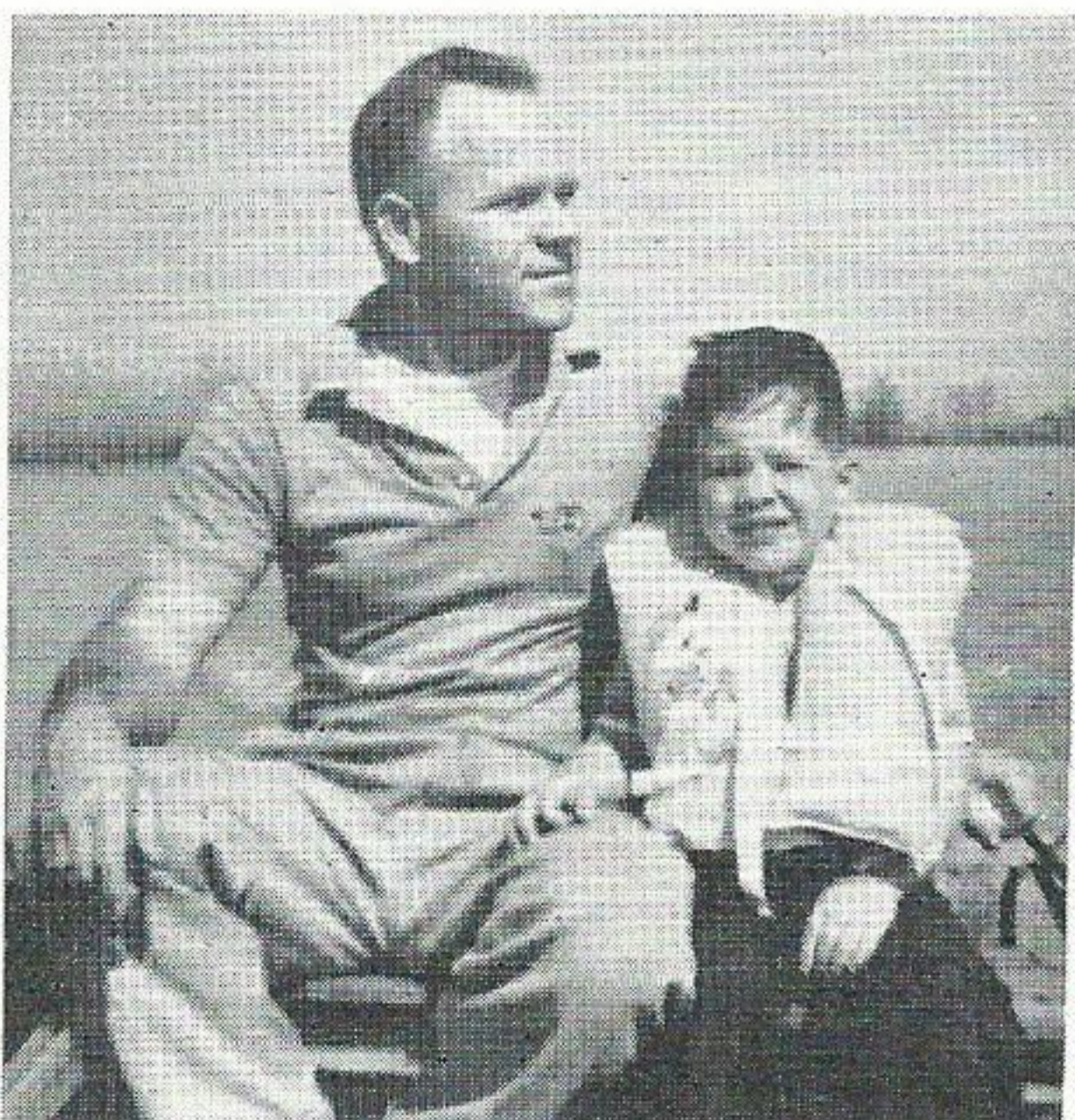


was hospitalized in St. Patrick's Hospital, Lake Charles, for three weeks. He is now at home and feeling much better. Mr. Duplechain has been with our Company for approximately 35 years. He is the Hyster operator at the Lake Charles Service Center. Our best wishes to him for a speedy recovery.

On April 13-14 J. F. Simonson, substation supervisor, attended the Southeastern Electric Exchange meeting in Hollywood, Florida. He and Mrs. Simonson also enjoyed a week vacationing in Florida.

Philo East, utilityman, recently enjoyed a three-week vacation. He and Mrs. East spent a week in Athens, Georgia, where they attended a meeting of the Southeastern Game Bird Raisers Association.

—By Jo Ann Burnett



A DAY OF BOATING. Leo Luquette, Baton Rouge Engineering Department, and his 3½ year old son, Leo, Jr., are enjoying a day of boating on Taylor's Bayou near Beaumont.



"SWING YOUR PARTNERS!" Getting into the swing of it at a square dance held recently by the "Promenading Eights", Jennings' adult square dance club are, left to right, Gulf

Staters Mary and John Deshotel, Gene Dugal, Mrs. Lemuel Gravelle, Johnny and Gwinn Miller. In the background directly behind Mrs. Gravelle is L. J. Biessenberger.

## LAFAYETTE

WE hear that several Lafayette employees went crawfishing last month and really mopped up. They reported they had a real nice time.

Claude Patin, mechanic, Lafayette Garage, attended an automotive school in Dallas, Texas, from April 10 to 14.

Several employees have been enjoying spring vacations. Those taking off during April were: Charles Breaux, E. D. Desormeaux, Allen Hernandez, Albert Louviere, William Sheets and Eugene Sarver.

"Welcome back old friend". Cynthia Nolan, who has been away from Lafayette for a year, has returned. She is replacing Willie Cox, who is leaving us to go to Lake Charles.

Mrs. Cox was honored and surprised at a farewell party on April 28 in the Lafayette Service Center. Her co-workers presented her with a gift.

—By Cynthia Trahan

## JENNINGS

THE "Promenading Eights", local adult square dance club in Jennings, Louisiana, were host on April 20 to the graduating square dance classes of Royce Barfield and Lemuel Gravelle, Jennings Line. The "Promenading Eights" is one of the largest square dance clubs in this district with about 50 couples in the club. Mr.

Gravelle is one of the newest square dance callers and instructors in the Jennings District and is always available to call for any square dance get-together.

John J. Deshotel, Jennings Line, and wife, Mary, were among the 30 couples receiving their diplomas at the graduation. Refreshments for the event were planned and served by Mrs. L. J.



NEW EMPLOYEE. Sandra Harris is a recent employee in Baton Rouge Division. Mrs. Harris is a departmental clerk in the Baton Rouge T&D Engineering Department.

Biessenberger, wife of L. J. Biessenberger, dispatcher, and Mary Ann Gauthier, local office clerk and PLAIN TALKS reporter.

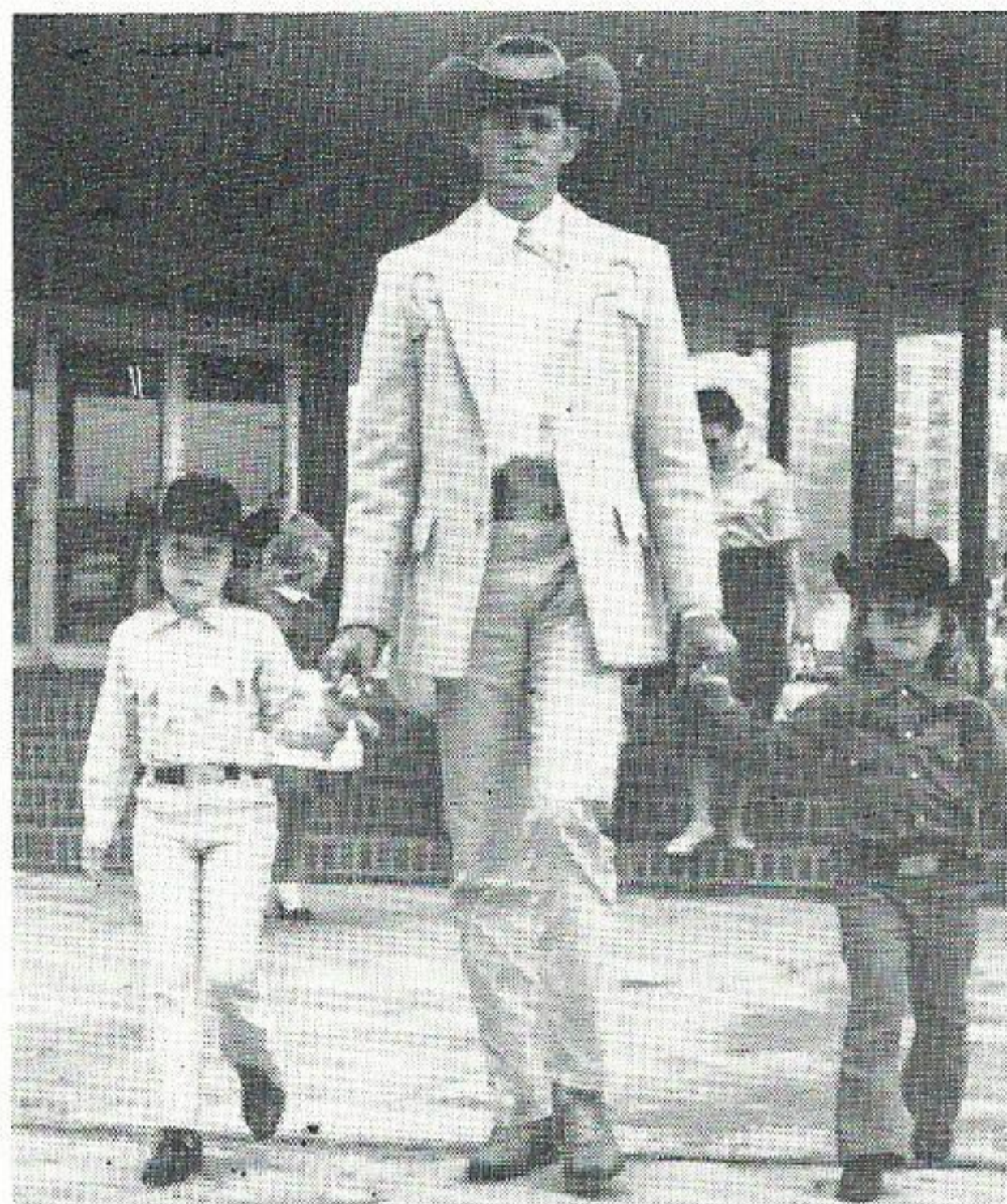
MRS. FERN HEICHELHEIM, wife of Jennings Lineman Charles Heichelheim, III, was installed as third vice-president of the Northside PTA on April 11.

Carolyn Spell, department clerk in the Jennings Substation, recently attended the New Employees Training Course in Beaumont. Carolyn stated it was very educational and she had a very enjoyable time in Beaumont.

—By Mary Gauthier

## HUNTSVILLE

MOLLY BOSWELL, daughter of Mr. and Mrs. G. B. "Red" Boswell, Huntsville, recently appeared in the



WESTERN FASHION. Carrol Joe Heaton, Huntsville Line Department, and his daughters, Nannette and Vickie, were right in step and dress when they attended the Fat Stock Show and Rodeo in Houston.



REMEMBER WHEN? Ernest Kelly, Denham Springs T&D, saved this picture from a fire that completely destroyed his home two years ago. It was taken in 1945 at what is now the Inniswold subdivision in Baton Rouge. The men are, second row, left to right, C. R.



4-H GROUP VISITS WILLOW GLEN. Eight students enrolled in the electric project of the Riverside 4-H Club of Baton Rouge toured the facilities at Willow Glen Generating Station

last month. J. S. Gray, (second from right) equipment operator at Willow Glen, and Dick Krouse, Area Development Engineer in Baton Rouge Sales, explain the plant's operation.

annual spring dance concert in Old Main Auditorium at Sam Houston State Teachers College in Huntsville. The concert was presented by the Sam Houston State Teachers College Dance Group. Miss Boswell, president of the group, is a speech and drama major and will receive her degree this month. Mr. Boswell is line crew foreman in the Huntsville T&D Department.

Miss Lynne Werner, grand-daughter of R. T. Wright, district superintendent, Huntsville, is busy making preparations to attend summer camp at Camp Mystic near Kerrville, Texas, in June. Lynne is the daughter of Mr. and Mrs. Robert Werner, Huntsville. Her mother is the former Carolyn Wright, daughter of Mr. and Mrs. Wright.

—By Dorothy Stanford



WE in the accounting department lost two of our fellow employees last month. Mary Ellen Babin left April 14 to work for Uncle Sam in the Marine Corps. She will be stationed in Paris Island, South Carolina, for eleven weeks. There she will undergo her basic training. We were all sorry to see Mary Ellen leave, but we wish her lots of luck and know she will be happy in her new vocation.

Mike Chevalier left April 21 to await a visit from the stork. We have enjoyed working with Mike and we are going to miss her. She was given a lovely gift by her fellow workers. Mike has one little boy, Scotty, two and a half years old.

We all want to welcome two new employees to our staff. Dell Kimball came to work April 17, as a bookkeeper in the accounting department. We are happy to have Dell with us, and we will enjoy working with her.

Also, welcome to Frances West.

Frances is employed in our Denham Springs office as a local office clerk. We are proud to say that last year she won the title of "Miss Livingston Parish".

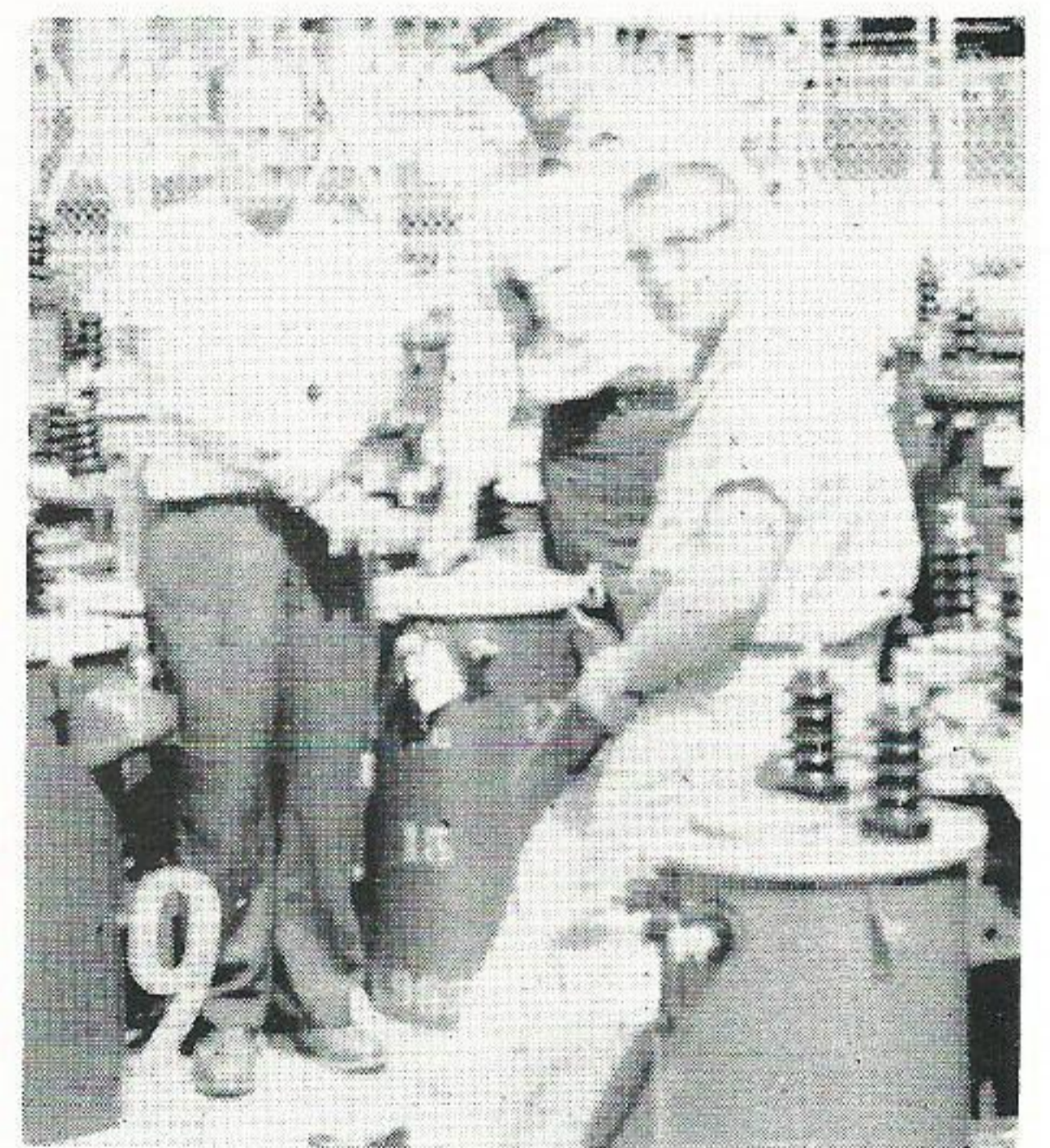
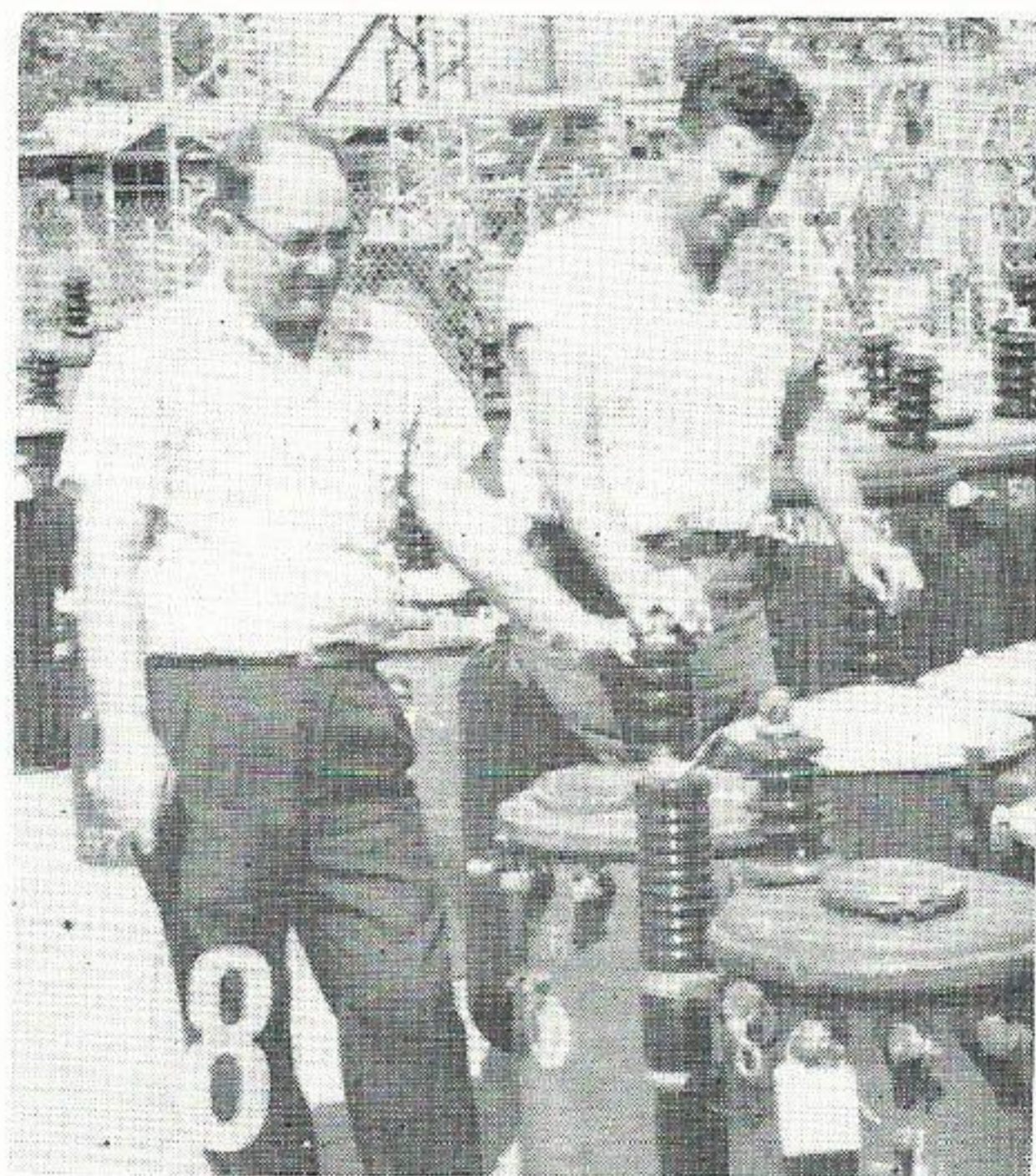
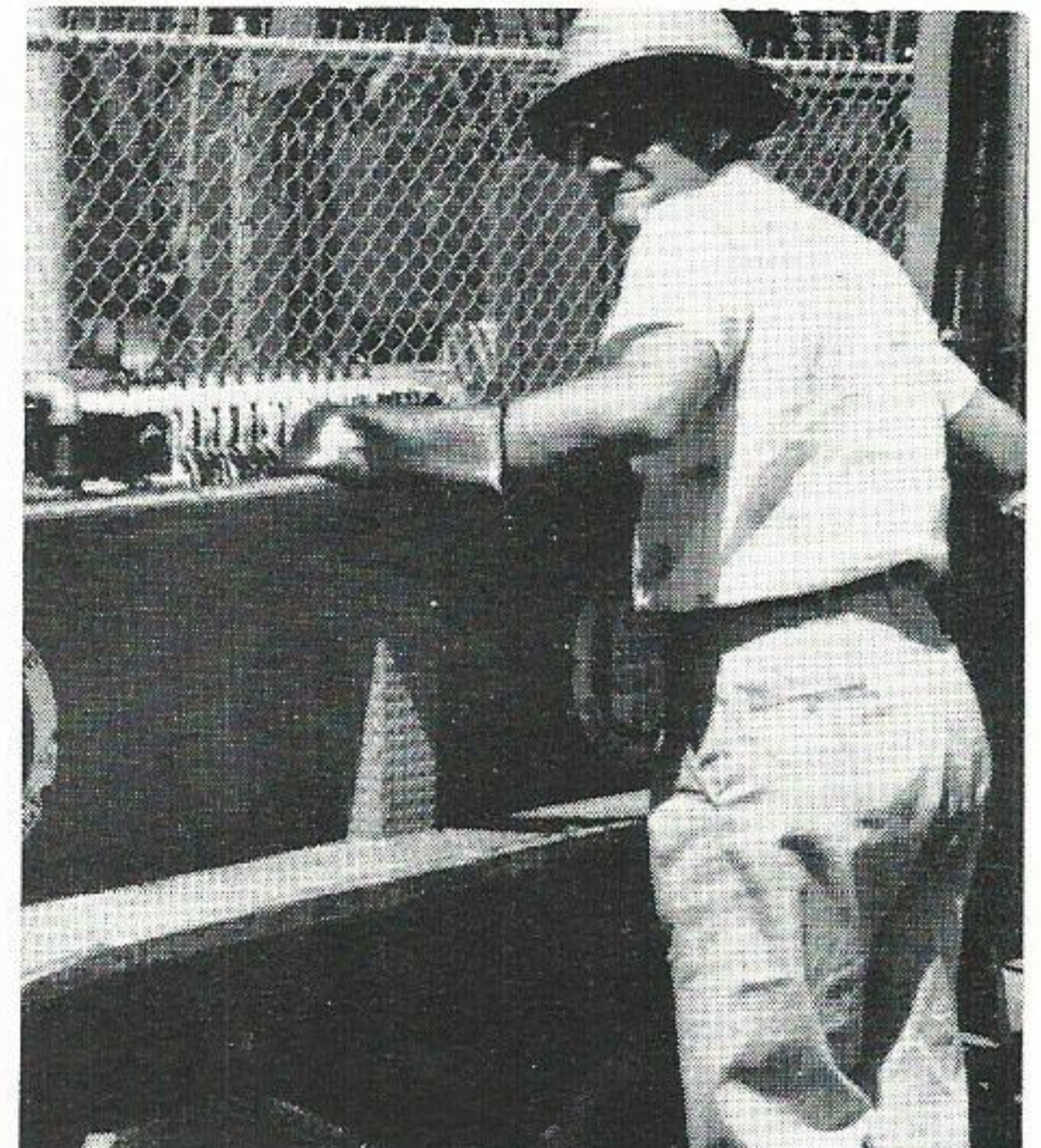
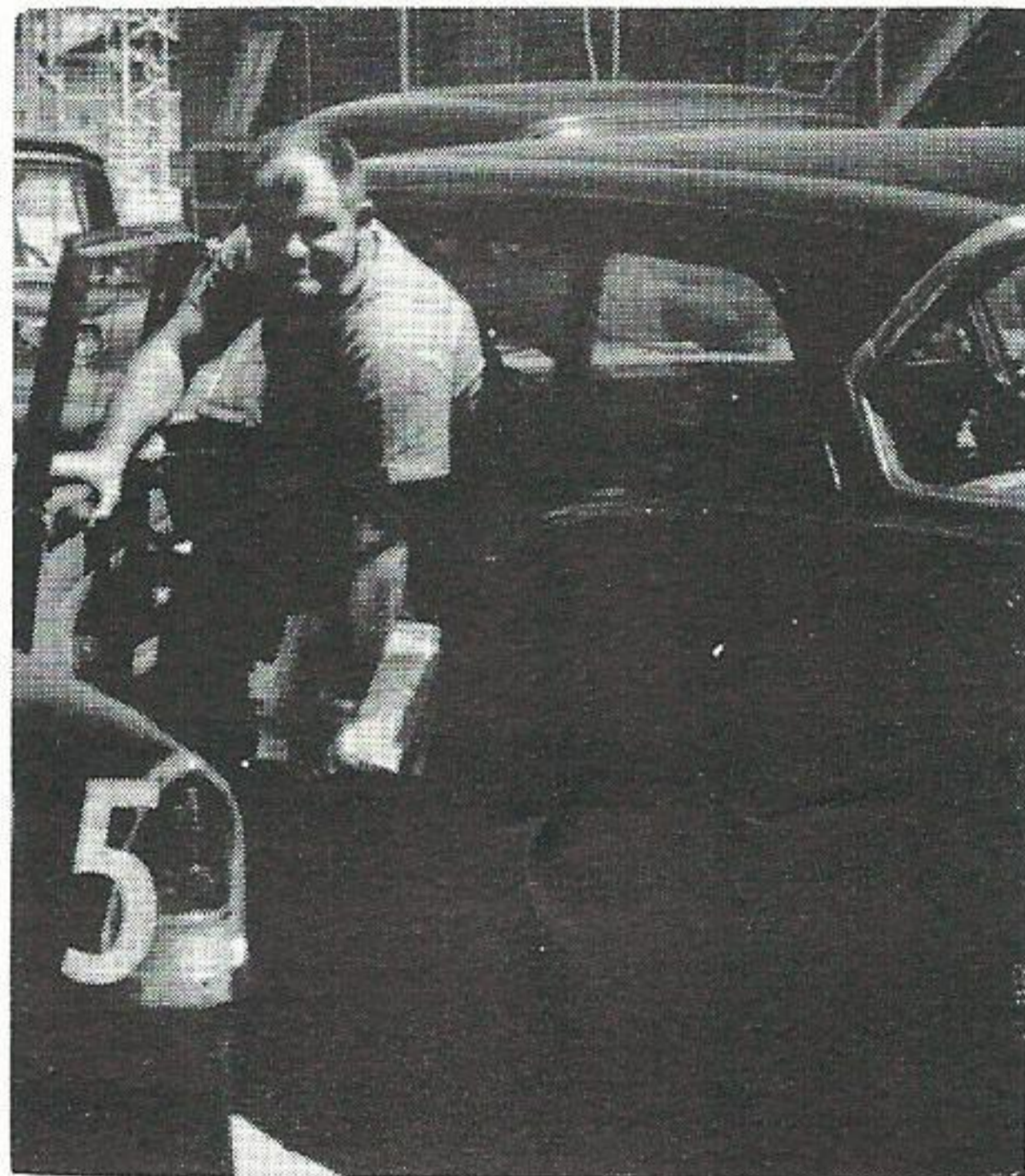
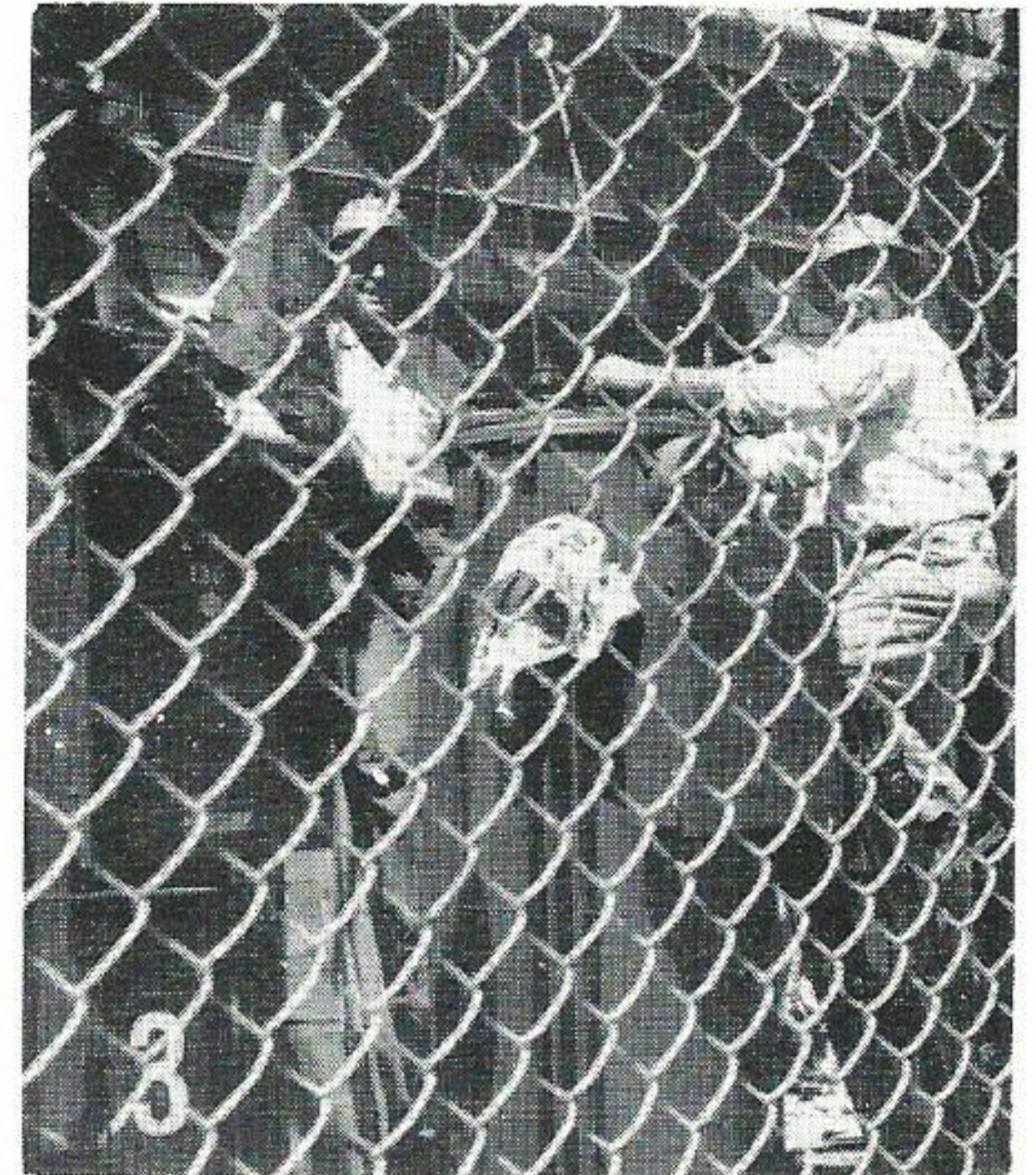
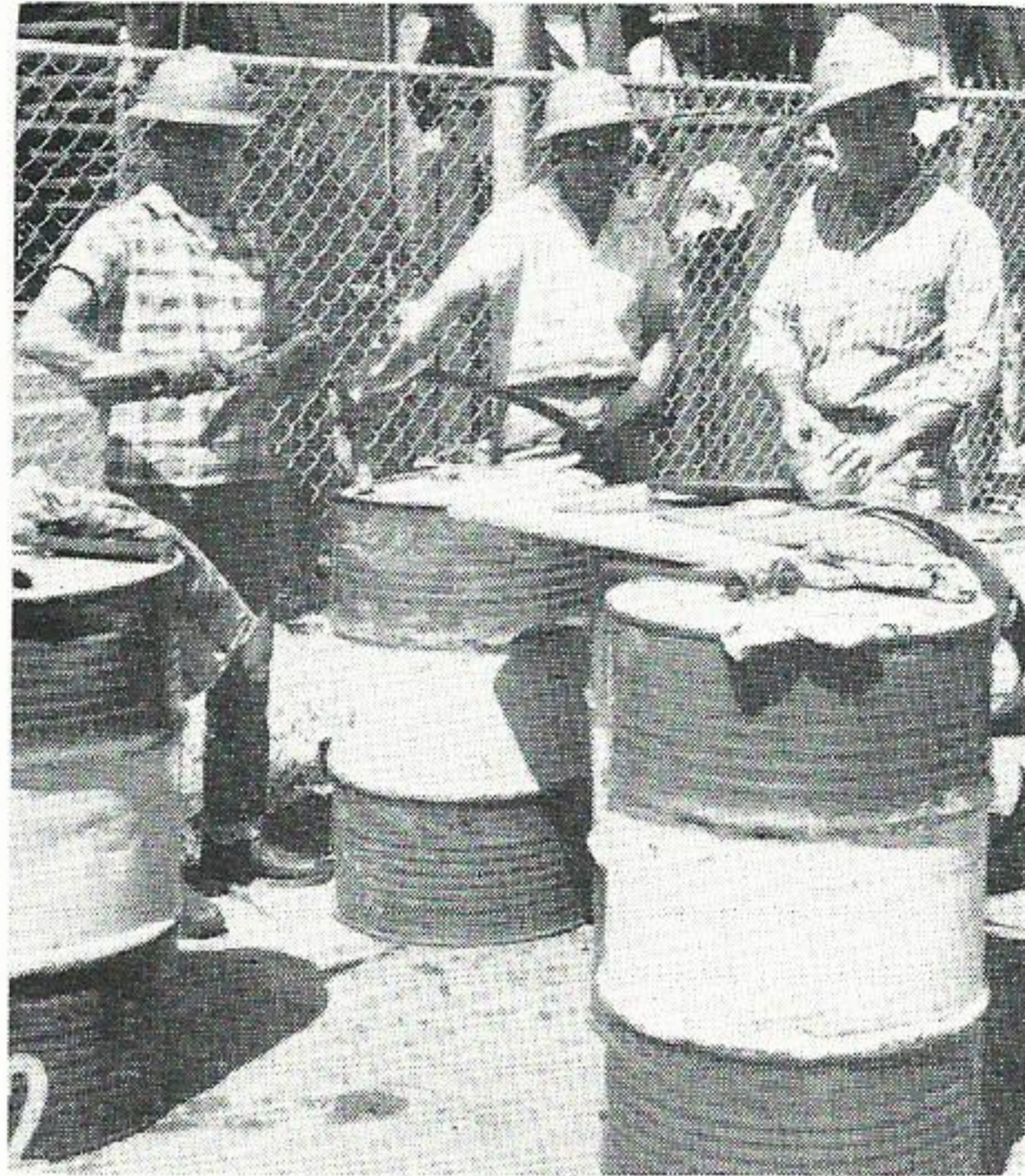
—By Nancy Hoehn



Mrs. West

Jones, J. R. Huff, Bob Robinson, Ben Exner, Russell Hicks, and Blondie Gains; front row, left to right, Ernest Kelly, Gene Shaffer, and Irvin Kleinpeter. Messrs. Huff, Exner, Kelly and Shaffer are still with our Company. Messrs. Hicks and Gains are both retired employees.





AROUND GOVERNMENT STREET. Margie Force and Virginia Yarbrough, departmental clerks, Baton Rouge T&D, recently acquired a Polaroid-Land camera and took these pictures around the Government Street Service Center. 1. James Cutrer and C. E. "Keg" Kleinpeter at work around the substation shop. 2. B. Schenk, P. R. Stafford and Mac Price filtering oil into barrels. 3. This is not a bird cage, just B. S. Eisworth and Phil Levert overhauling regulators in the

Government Street Sub. 4. L. F. Donaldson, service supervisor, was caught as he was about to get into his car to go out into the field. 5. Yerby Hughes, Jr., electrical engineer, has just returned from some field work. 6. J. R. Stafford is checking paper oil filters before sending them out. 7. A. O. "Dizzy" St. Dizier and John O'Stewart are taking inventory of transformers in the storage yard. 8. R. W. Minvielle, substation foreman, and Vernon

Young, take a look at some transformers. 9. Minvielle, St. Dizier, and O'Stewart take a little time out among the transformers. These pictures show how these two ladies made use of imagination and a camera to come up with some pictures showing employees in typical working situations. Let this be a challenge to our other reporters and let us see what you can come up with. Margie and Virginia were able to use the camera after only one lesson.



# GROWING with Gulf Staters



**SITTING PRETTY.** Norma, 19 month old daughter of Carolyn Boles, stenographer in the System Safety Department, Beaumont, is ready for the easy chair.



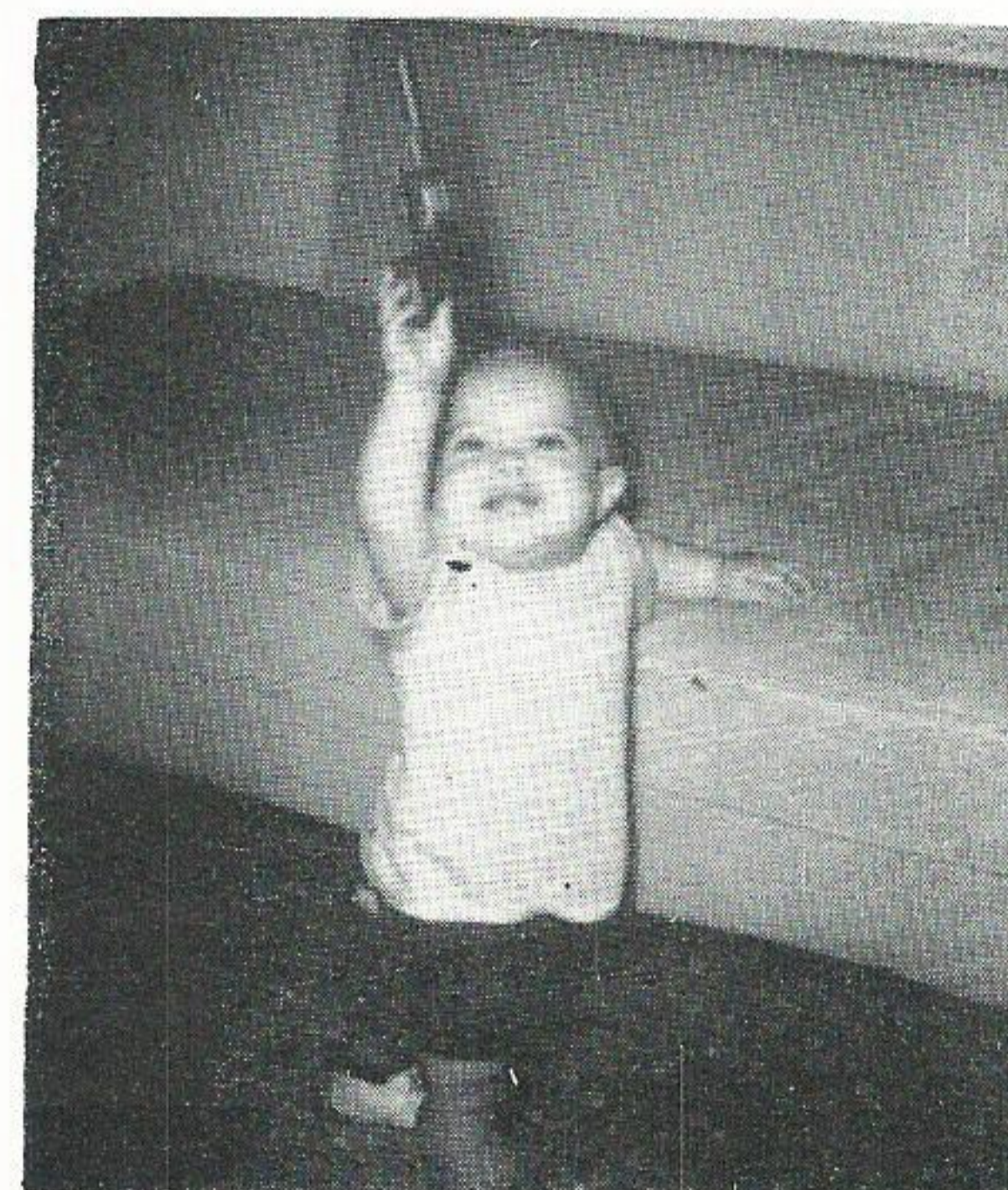
**AN ENCHANTRESS.** Kim Renee, 18 month-old daughter of Richard Hughes, Electric Meter Department, Baton Rouge, has a smile that would melt any heart.



**EASTER ENCHANTMENT.** Pamela Kay, 5, and Walter Keith, 3½, the children of Walter Jones, Baton Rouge T&D Engineering Department, cheerfully display their findings from an Easter Egg Hunt.



**A FINE TRIO.** Richard Lloyd, 2, Robert Thomas, 4, and Raymond Paul, 6, are the sons of Mr. and Mrs. Raymond U. Prince, Baton Rouge. Mr. Prince is employed in the Baton Rouge Appliance Repair Department.

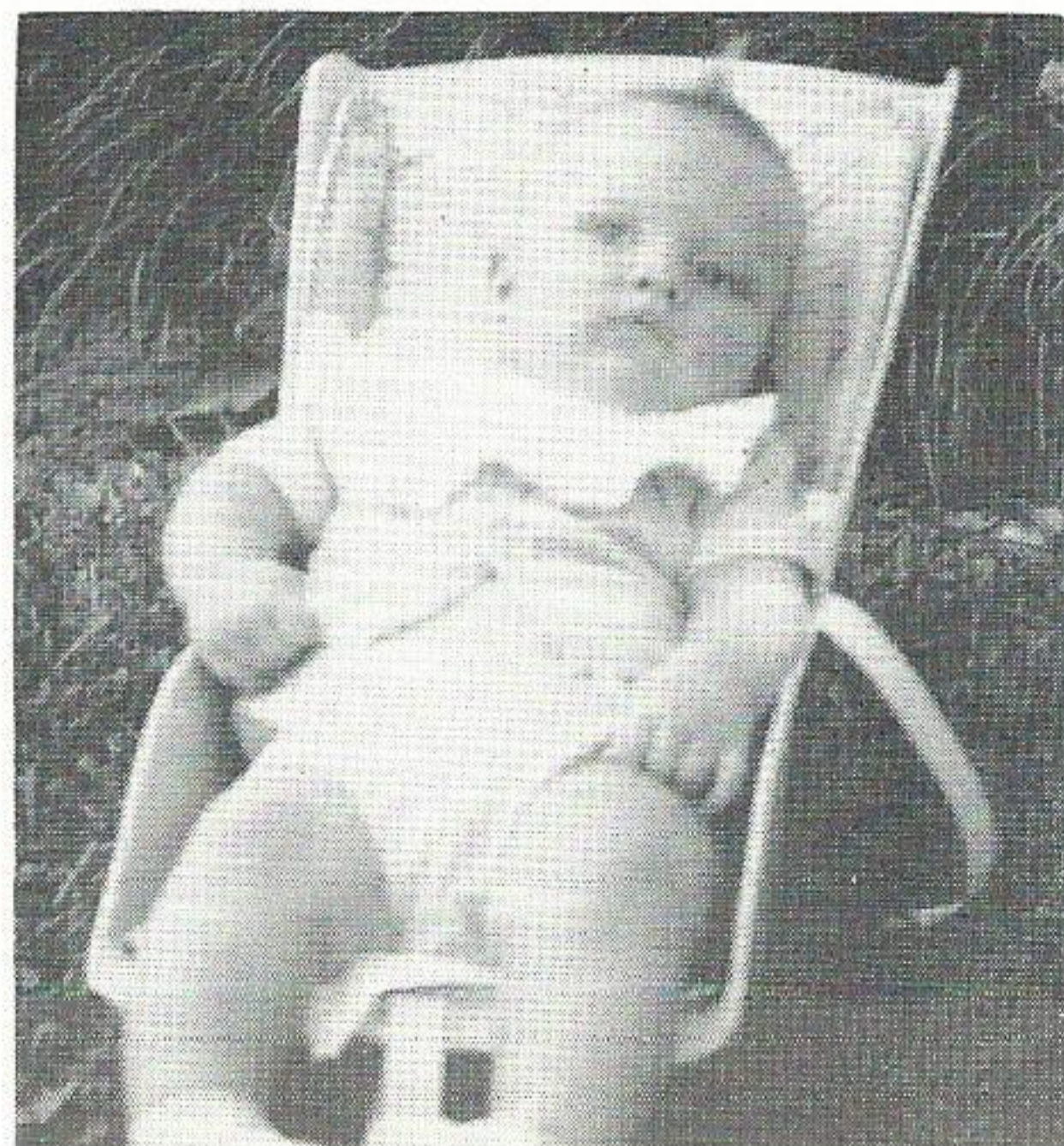


**"I HAVE YOU COVERED."** Davy, son of Mr. and Mrs. David Domingue, Lake Charles, is ready for action. Mr. Domingue is an engineer's assistant in the Lake Charles T&D Engineering.

**EASTER PARADE WINNERS.** Mille and Sandy Clements take their places in the top standings at the Easter Parade style show presented by the Marion Elementary School PTA in Lake Charles. They are the daughters of Lloyd J. Clements, engineer's assistant in the Lake Charles T&D Engineering.

**OUT FOR A SUNTAN.** Kerry, 4½ month old son of Mr. and Mrs. Carl Chaney, Baton Rouge, soaks up some of the South's good old sun. Mrs. Chaney is a former employee in the Baton Rouge Line Department.

**"JUST WHAT I ORDERED!"** Denise Elaine Roy has a contented look on her face as she inspects the Easter Rabbit's gifts on her first Easter. Denise is the four month old daughter of Mr. and Mrs. R. W. Roy, Jr., Baton Rouge. Mr. Roy is an employee in the Baton Rouge Gas Department.



SORRY,  
YOU  
MISSED

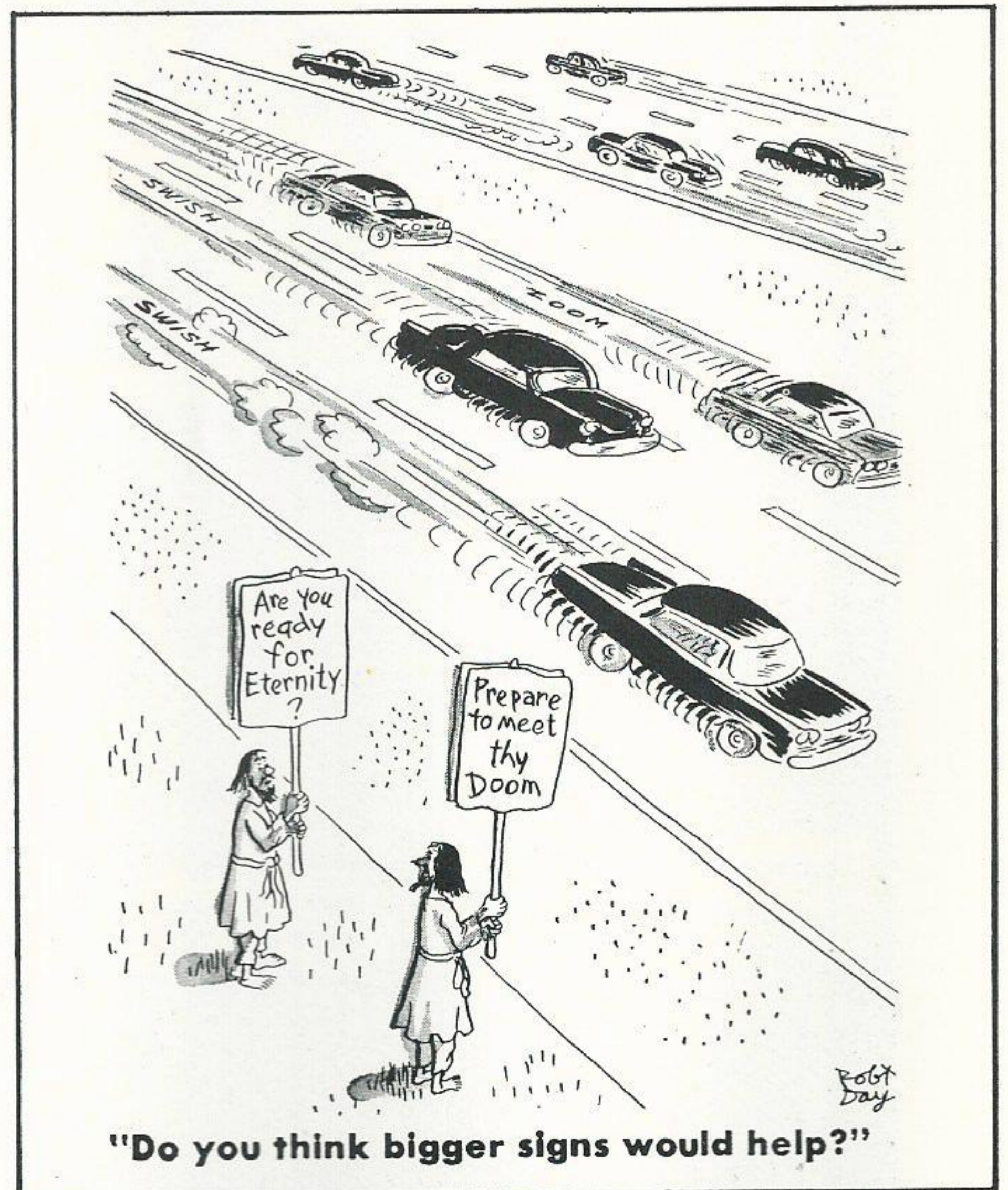
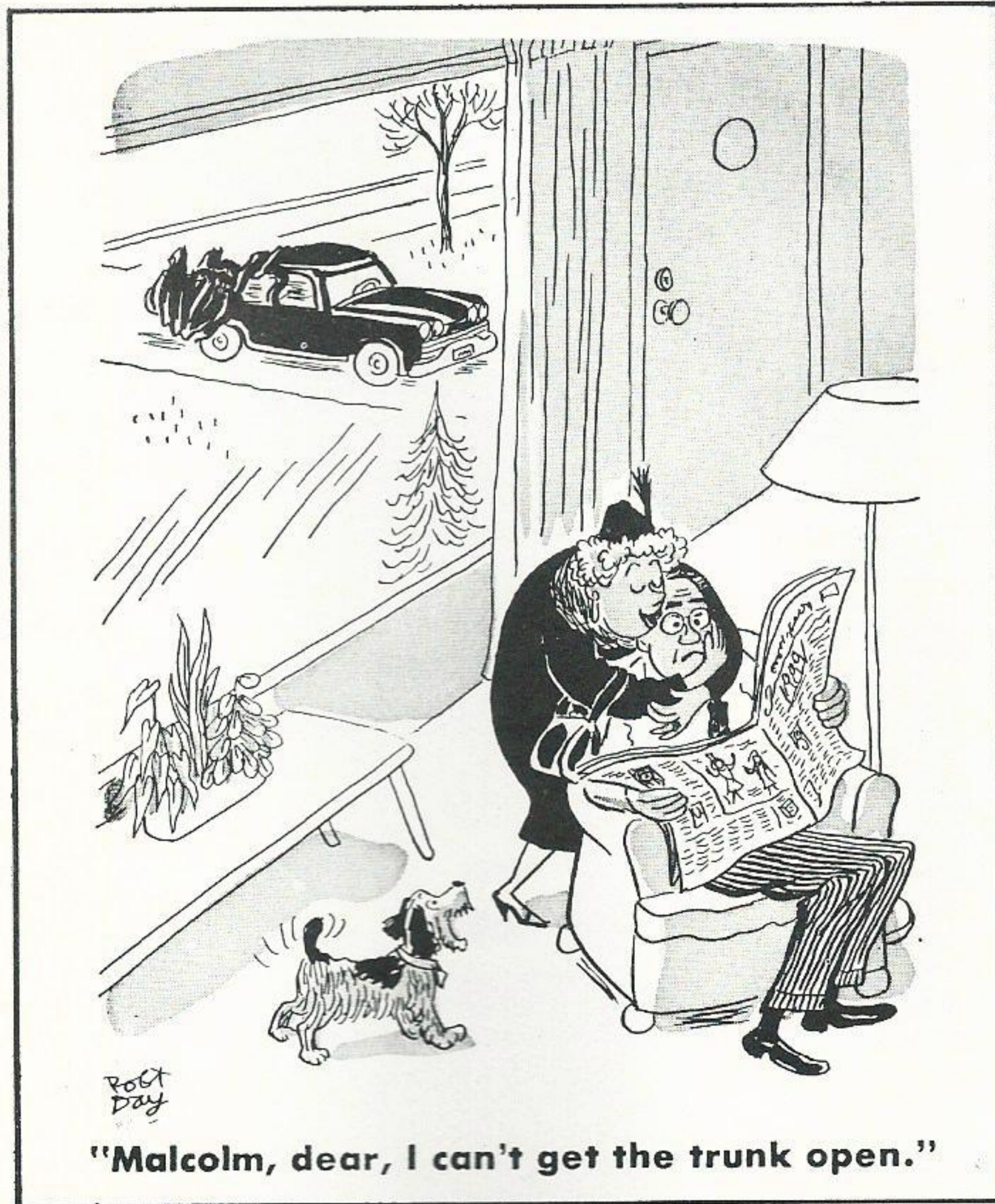


FOR the last, two months, readers of Plain Talks have been sending in many correct answers to the Hidden Safety Slogan Contest but for April, the score was zero! That's right, all the answers were wrong. So there are no winners this month.

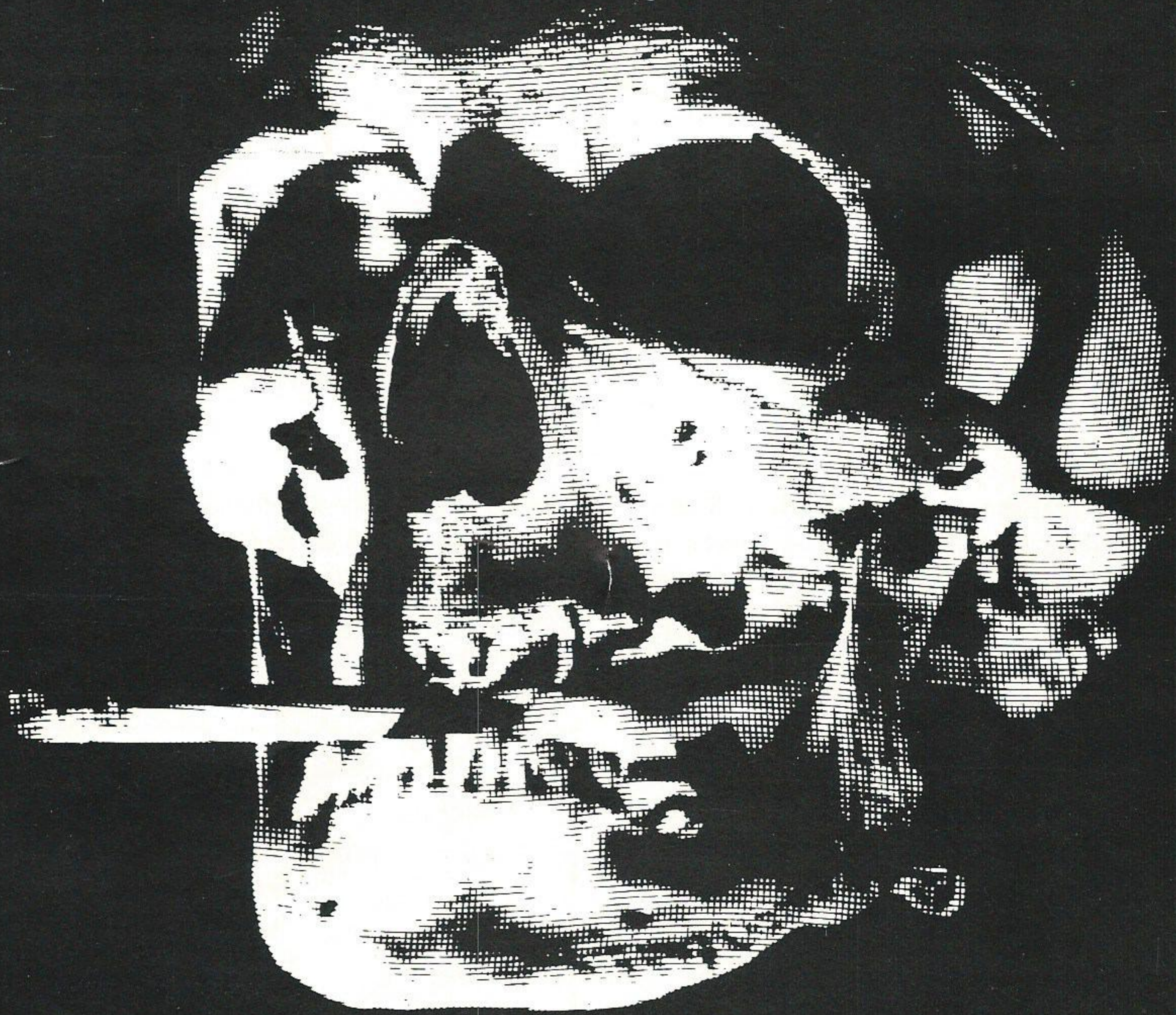
If you're curious, the correct answer was: "Think

Ahead, train your family in civil defense measures," and can be found on pages 1, 7, 11, 12, 15, 16, 24, 30.

But don't give up. Give it a try again this month, and remember: the words of the slogan are hidden *in order*—if you confuse the order, you cannot win. There are six words in the slogan.



**I never did  
believe in signs...**



**especially  
Fasten Seat Belt  
signs!**