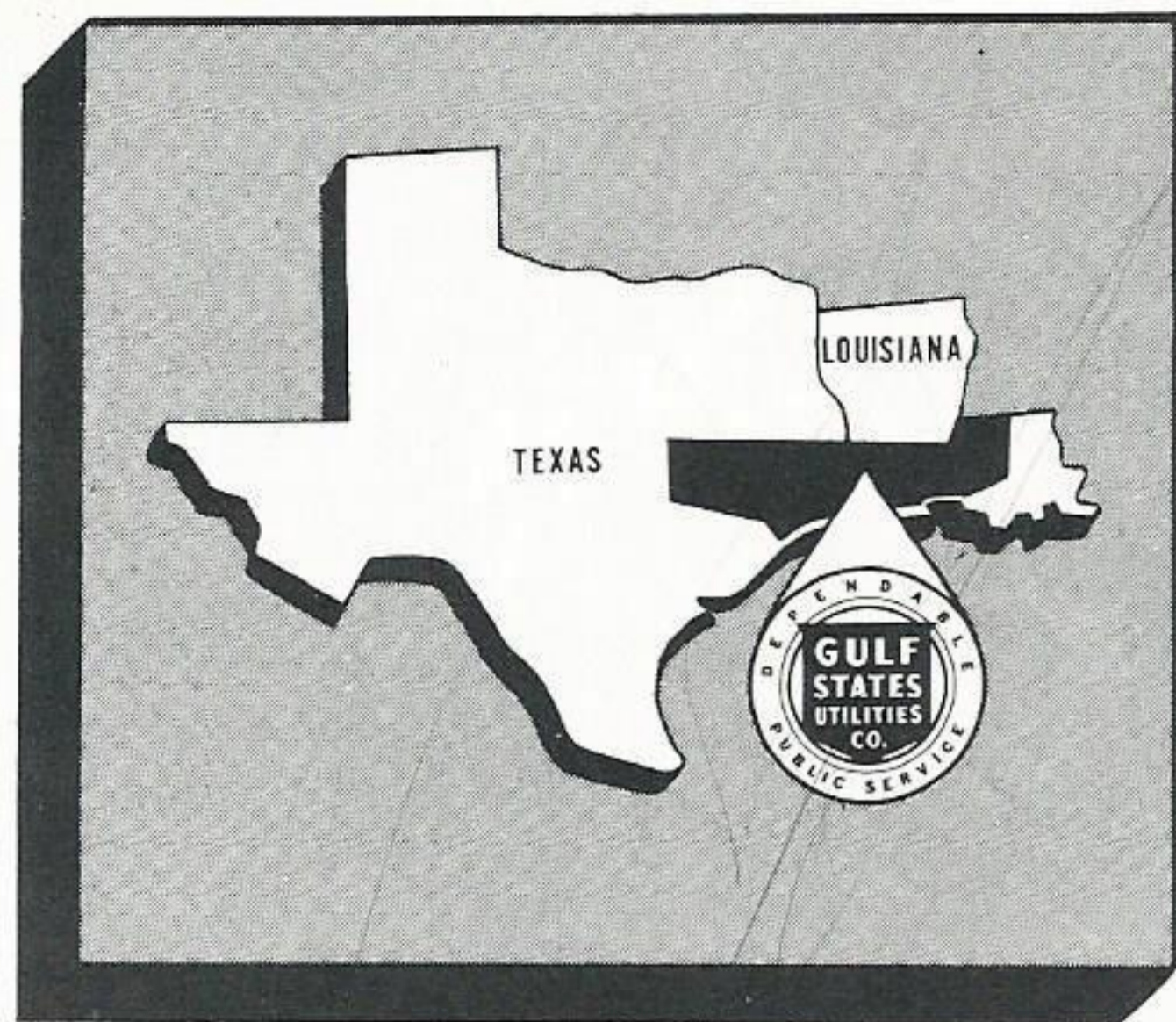


GULF STATES UTILITIES COMPANY
AUGUST, 1964

*Plain
Talker*

IN THIS ISSUE

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- Rural Youth Program
- Baton Rouge Fishing Rodeo



Plain Talks

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

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James S. Turner
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OUR COVER

GREEN boughs heavy with the weight of gold and pink peaches are a beautiful picture anytime. And when PLAIN TALKS discovered such a sight tucked away next to the back corner of the parking lot behind the Baton Rouge office, the possibility of a cover shot made it too good to pass up. Accordingly, two lovely lasses from the office were persuaded to come out, climb a ladder and pose fetchingly. To make a long story short, the idea of photographing girls and tree with the office building framed in the background proved to be a little too much. But, as we said, a tree loaded with peaches is a pretty picture anytime, especially when you add Joanie Brown, steno-executive, left, and Muriel Sidley, cashier. The tree, by the way, belongs to George S. Tidmore, father of Opel Temple, senior clerk in Baton Rouge Customer Accounting. Mr. Tidmore got about seven bushels of peaches off the tree this year.

The Big July Fourth Line Conversion

EARLY on the morning of Saturday, July Fourth, some 140 men and numerous vehicles rolled north out of Baton Rouge to carry out one of the biggest pre-planned, one-day electric operations in our Company's history.

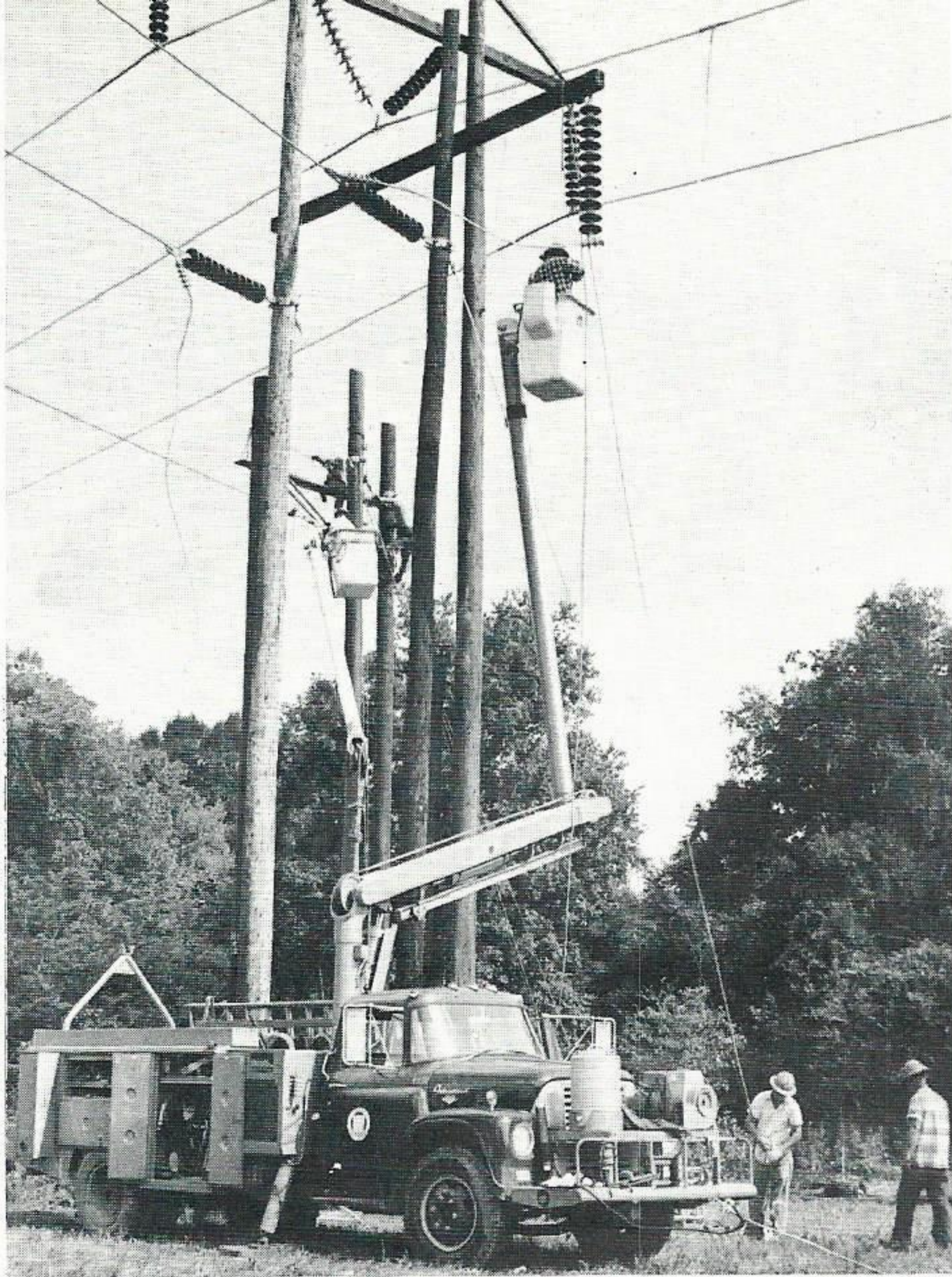
After nearly two months of detailed planning, our Company took advantage of the holiday shutdown by Crown Zellerbach Corporation to complete the first phase of a move designed to double the capacity of electric lines serving the plant. About seven miles of existing 69 Kv transmission lines are being converted to 138 Kv to take care of increased needs for electricity brought about by expansion of the big West Feliciana Parish paper mill.

The line-up for the job consisted of four labor crews, nine line crews, four utility crews and two substation crews. Not all these were from Baton Rouge. Some were from Port Allen and the west side of the Mississippi River and one was from Denham Springs. These Gulf Staters were also joined by several contract crews.

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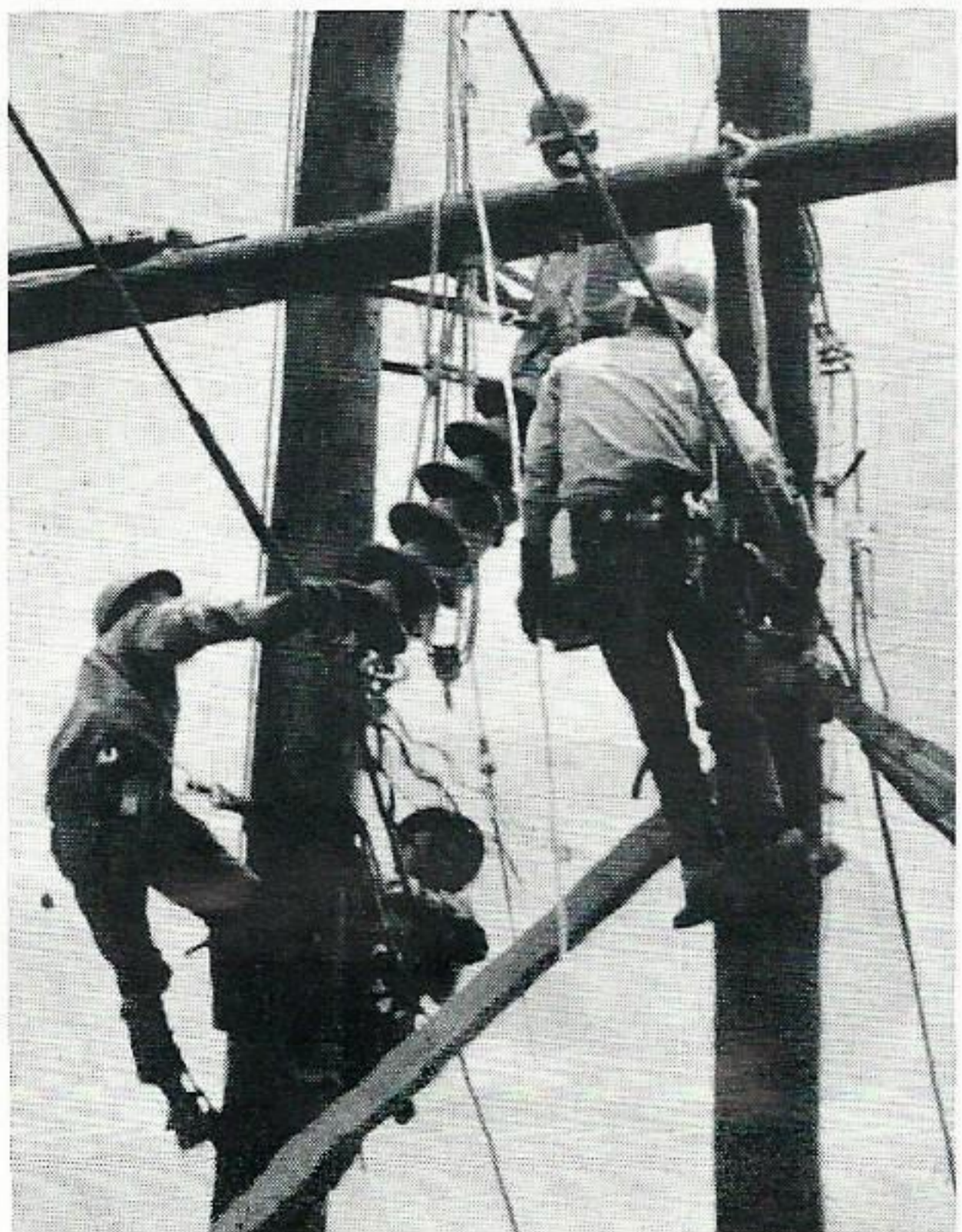
REASON FOR WORK IS IN BACKGROUND. This picture, taken from inside the yard at the paper mill, shows part of the reason for the Fourth of July job. In the background can be seen the white pillars for Crown Zellerbach's expansion at the St. Francisville plant. Gulf Staters high in the air in center are on 95-foot poles. Three-man crew at extreme left is not from our Company.





UNUSUAL TRUCK? The camera angle makes it appear as though this truck is equipped with dual buckets. Actually, the second truck is completely hidden at this structure back in the rolling, woods-covered West Feliciana countryside. Identification of individuals is difficult because of the number of men involved in the job and their movement from one area to another during the day.

FOUR ON THE JOB. Teams of linemen working on one structure were a common sight on July 4 job. Here, reading counter-clockwise from left, Carl Paline, Huey Stafford, Mac Percle and Billy Henderson are moving a line.



FOURTH OF JULY PICNIC. Plenty of people enjoyed picnic lunches on July 4, but it's doubtful that very many enjoyed the chance to sit and eat a bite as much as this group of Gulf Staters. Left to right they are K. B. Magee, Bill Tholborn, Harold Pourciou, Bateman Rabalais, Kenny Comeau, Grady Caldwell and Donald Kraft.



SETTING THE BRACES. Fabian Daigle, squatting left, watches as other Gulf Staters position timbers for the braces on this bucket truck in the yard at the Crown Zellerbach plant. The truck straddles an open ditch.



READY TO BEGIN LINE CONVERSION. This group of Baton Rouge Division line foremen and supervisors hold a last minute conference before the crews begin doubling the capacity of our electric lines to the Crown Zellerbach plant. The job was completed some 11 minutes less than the 12 hour outage the Line Department had requested of the big paper company.

(Continued from page 1)

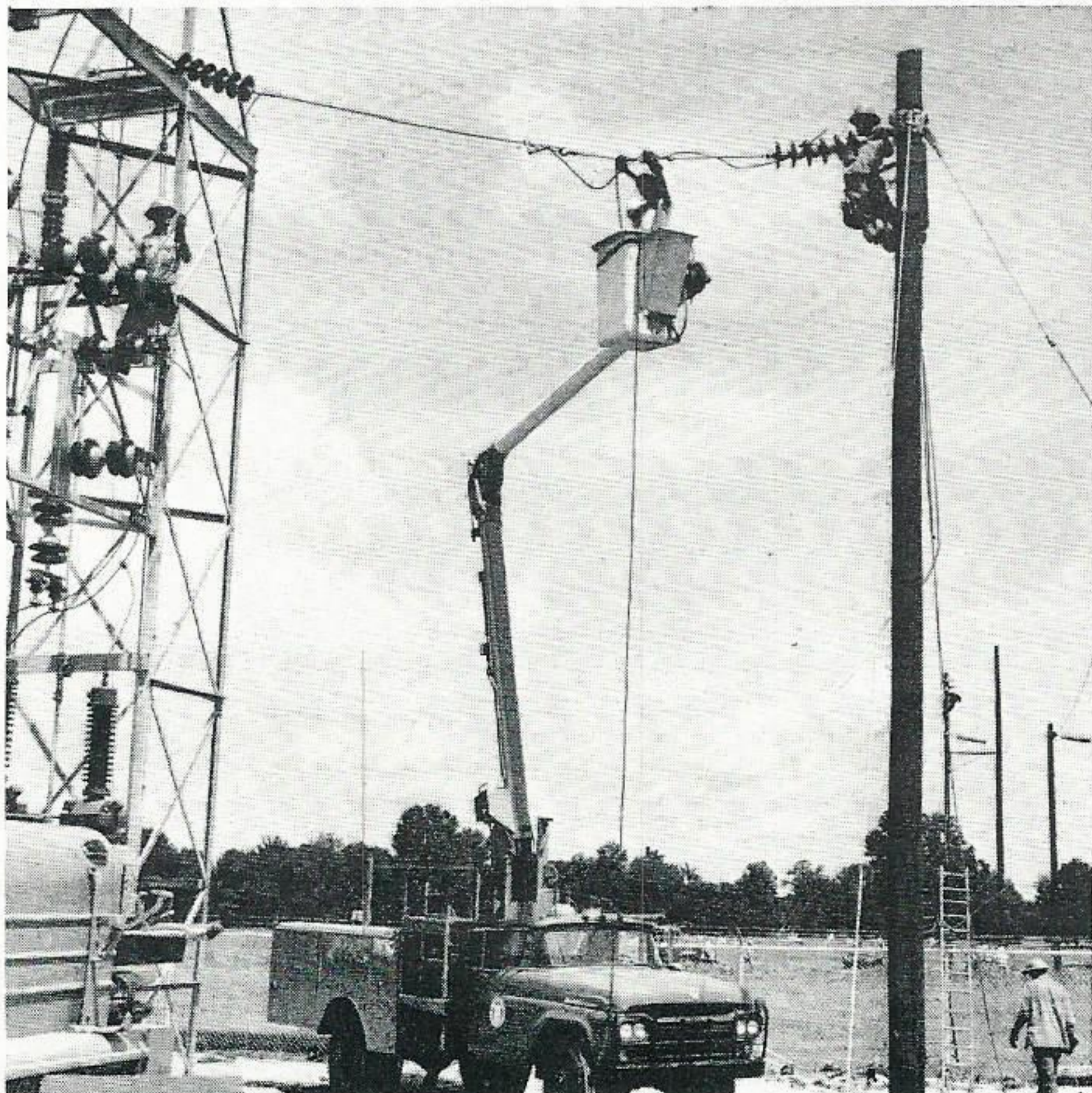
THE weather did not appear promising for the project. Overcast skies and frequent showers made it questionable whether the job could be carried out as scheduled over the wooded, rolling hills. But it was decided to go ahead to take advantage of the plant shut-down.

Crown Zellerbach has three scheduled shut-downs during the year—July Fourth, Labor Day and Christmas. By doing the special structures such as corner poles, a stream crossing and substations on the Fourth of July, the remaining portion of the conversion job can either be done with the line hot or during the Labor Day shut-down. The final conversion will be made on Christmas as scheduled. If these dates had been missed, it might have been July Fourth of next year before our Company could try again.

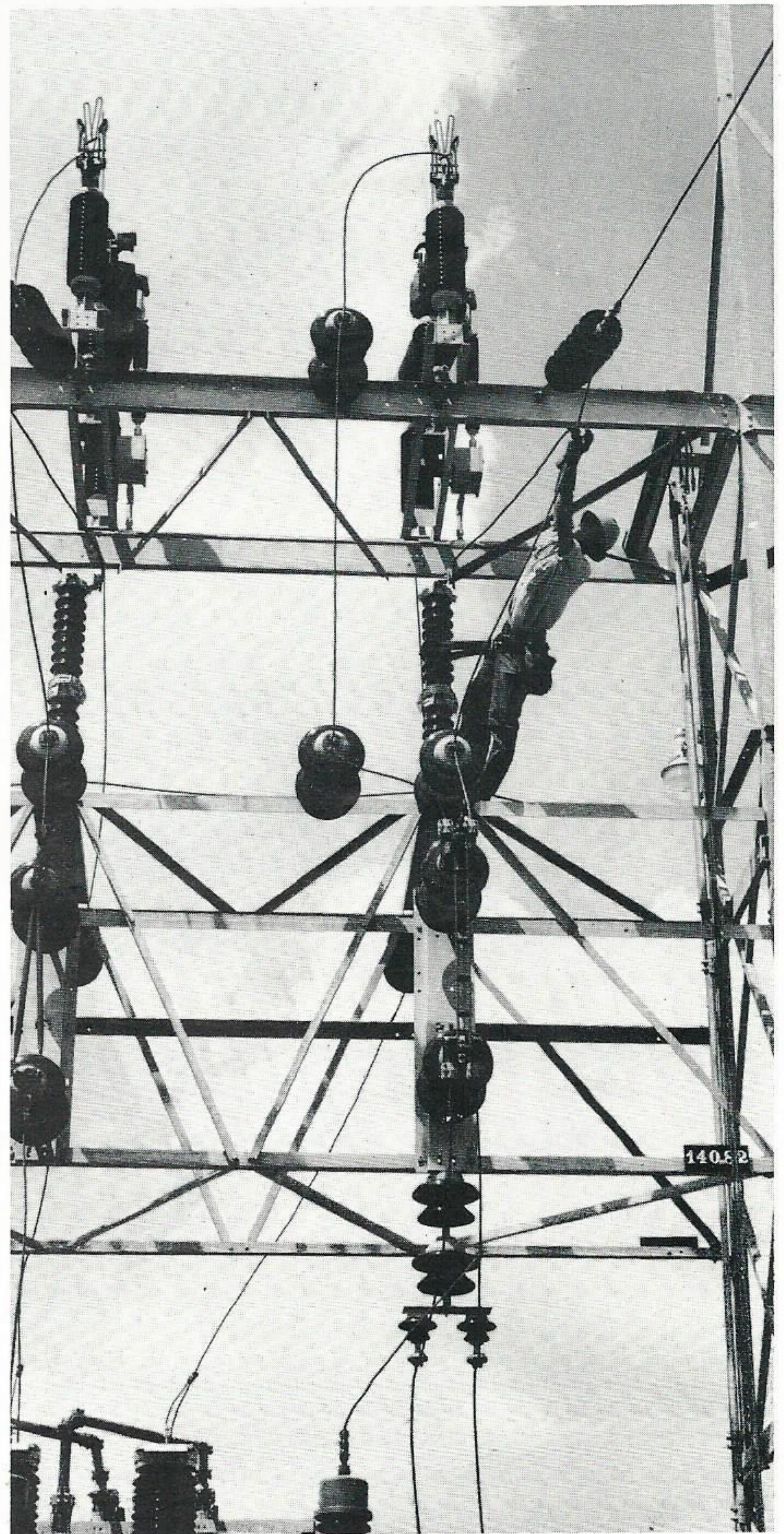
THE execution of the job was “just perfect,” said S. L. Adams, Baton Rouge T & D superintendent. “The fact that a job of such magnitude went off so smoothly reflects the advance planning and the conscientious efforts of the men on the job.”

Every effort was made to ensure that each man knew the job and what he was expected to do, Mr. Adams said. During the week before, the foremen were taken in small groups to the job site and procedures were discussed. They in turn briefed their men.

“We asked Crown Zellerbach for a 12-hour outage, and we completed this phase of the job in some 11 minutes less than 12 hours,” Mr. Adams said.



August, 1964



OUT AND UP. Paul LeBlanc hangs by his safety belt as he reaches up and out to complete his part of the job at the substation at Colonial Pipeline pumping station.

WORKING IN SUBSTATION. Paul LeBlanc, left, Nathan Thibodeaux, in bucket, and Werner Rosemann, on pole, here tie in line to substation at Colonial Pipeline pumping station as part of day's work. Richard Hardenburgh is on the ground. In the pasture in background are several Gulf Staters and a herd of cattle.

Page 3



WORKSHOP IN ACTION. Dick Krouse, area development engineer, Baton Rouge, third from right, listens to a question from one of the vo-ag teachers attending the electric

workshop at the FFA Leadership Camp near Bunkie, Louisiana. Our Company conducted several such wiring courses at the camp this summer.

Area Development's Rural Youth Program Helps Train Tomorrow's Customers

THE bulk of our Company's electrical load hums toward the larger cities with their large industry and mushrooming complexes of housing subdivisions. Thus, our Company's myriad of sales-operation-public relations activities in those locales.

But it's not at the expense of snubbing our many rural residents and smaller communities. To the contrary, our Company not only provides the same dependable electrical service at the same rates enjoyed elsewhere but one of our departments makes a special effort to help our rural customers and our smaller towns.

IT'S the Area Development Department headed by Lloyd Brannan, supervisor, Beaumont, who is assisted by a civic-minded staff of Aubrey Sprawls, industrial engineer, Beaumont; Jim Richardson, industrial engineer, Navasota; Malcolm Williams, area development engineer, Lake Charles; and Dick Krouse, area development engineer, Baton Rouge.

They are constantly on the go toward furthering community betterment through many channels. And one of their more enjoyable tasks is working with high school vocational agriculture teachers, 4-H Clubs and Future Farmers Association chap-

ters and other youth groups around our Company's two-state service area. Our area development personnel doesn't leave a stone unturned in these areas.

They can be found doing anything from judging at 4-H Achievement Days to conducting technical farm wiring workshops for vo-ag teachers or teaching science classes. It's all in a day's work for them. As Mr. Brannan sees it, "Area development means coordination of efforts to develop communities and rural areas to their fullest economic potential in accordance with an orderly plan of action embracing both industrial development and community planning."

WORKING with the future leaders in our rural areas and the high school vo-ag teachers who help mold these youngsters is one way of helping the communities to help themselves, Mr. Brannan continued.

Practicing what we preach, our Company has been involved in a flurry of workshops, short-courses, clinics and demonstrations this summer. The most recent was August 12-13 when our area development department joined similar groups from Houston Lighting and Power Co. and Central Power and Light Co. to conduct an electric motors

workshop at Rosenberg, Texas, for the benefit of vo-ag teachers from FFA Area III.

Extensive work went into our Company's own two-day water system shortcourse July 8-9 for vo-ag teachers from the FFA Southeast Rice Belt District of Area IX at the Beaumont Service Center. Water well manufacturing experts were on hand along with Messrs. Brannan and Sprawls to throw light on the latest in water system technology for the high school teachers.

OUR Beaumont and Navasota Divisions joined hands to stage a two-day farmstead wiring workshop June 23-24 at the new Community Inn at Woodville, Texas. Conducted by Messrs. Richardson, Brannan, Sprawls, and Joe Bailey, commercial sales representative, Huntsville, the Woodville clinic drew vo-ag teachers from the FFA Sam Houston and McGee Bend Districts of Area IX.

Vo-ag instructors from our Baton Rouge and Lake Charles service areas made up the audiences June 23-24 and July 8 at a wiring workshop at the state FFA Leadership Camp near Bunkie, Louisiana. Messrs. Krouse and Williams shared teaching chores with engineers from Central Louisiana Electric Company. Messrs. Krouse, Williams and Earl Broussard, residential sales, Lafayette, have also been busy giving electrical demonstrations at 4-H summer camps at Pineville, Garrison, and DeRidder, Louisiana.

Though not officially connected with our Area Development Department, Mr. Broussard has been tapped to assist in our Company's youth projects. He and Franceen Delahoussaye, home service advisor, Lafayette, conducted 4-H Club electric clinics last spring in Acadia Parish, St. Martin Parish and St. Landry Parish.

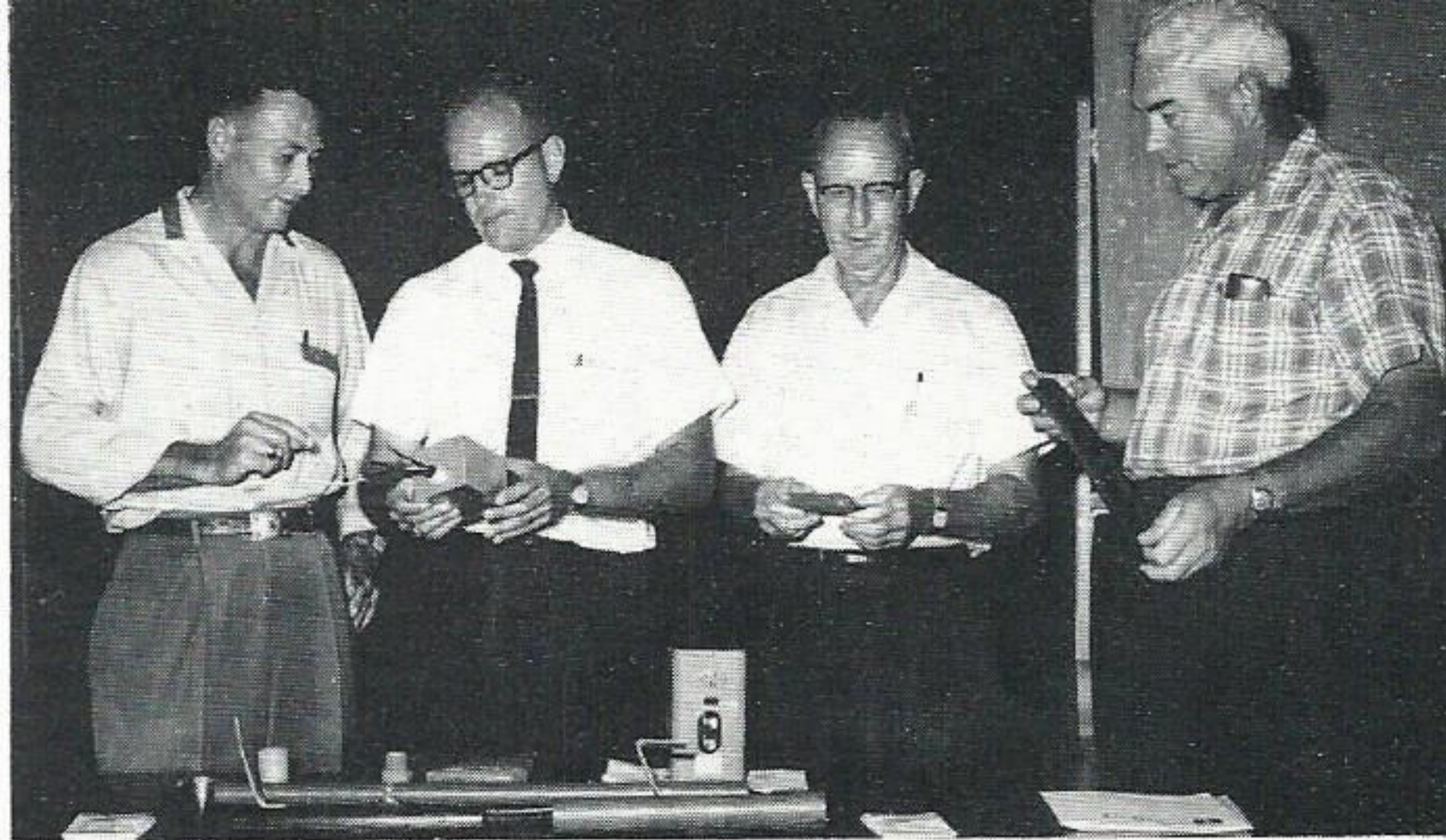
In Jeff Davis Parish, John Bordelon, residential sales, Jennings, conducted numerous tours for 4-H Clubs and FFA groups through our sub-station at Jennings.

OUR area development engineers must be versatile. Mr. Williams, for instance, made new friends and cemented our good relations with rural youth by delivering the principal address at the annual 4-H Club Local Leadership Banquet at Lafayette last March. Mr. Broussard served as master of ceremonies on the same program.

Maybe these activities have no immediate effect on load building. But there's a positive thread connecting each. Our area development people like to think of today's work as an investment on tomorrow's future in the smaller communities and rural areas.

And what better way to start than with today's youth who will be our progressive rural neighbors on the farm tomorrow.

August, 1964

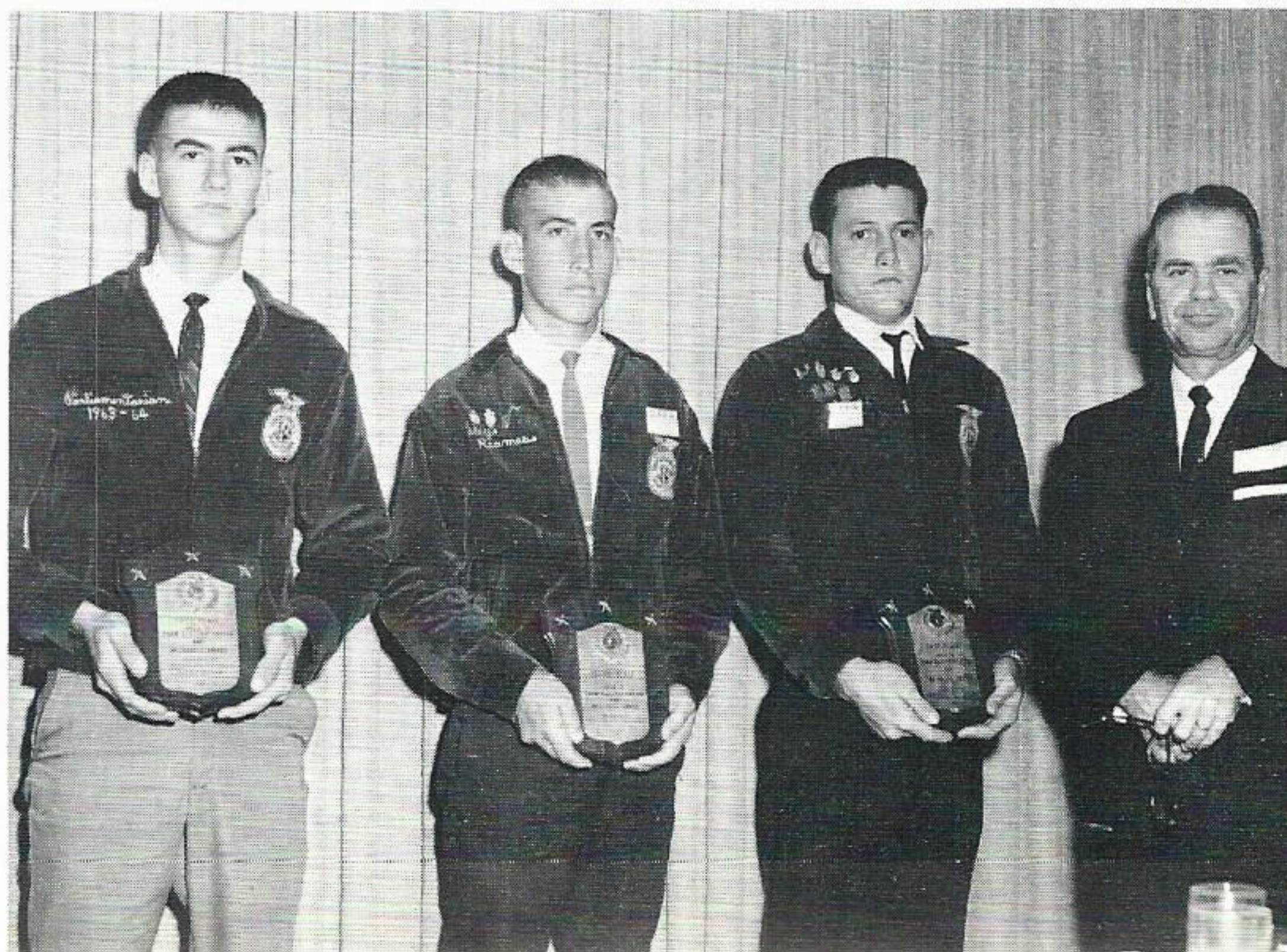


TEACHERS AT BEAUMONT WORKSHOP. Aubrey Sprawls, industrial engineer, Beaumont, second from left, explains some of the equipment necessary for proper water well operation at a July water system workshop in Beaumont. Nineteen vo-ag teachers from Southeast Texas attended the two-day course at our Service Center auditorium.



EXPLAINING CONTEST RULES. Malcolm Williams, area development engineer, Lake Charles, left, goes over wiring specifications that will be employed in the Farm Electrification Contest conducted annually by our Company and the other investor-owned electric utilities in Louisiana. His audience is Charles Smith, a vo-ag teacher from St. Francisville, Louisiana.

RECOGNIZED AT STATE FFA MEET. J. W. Kirkland, sales superintendent, Baton Rouge, right, presents the annual Farm Electrification and Mechanics awards for Area IV at the Louisiana FFA Convention at Shreveport earlier this summer. Winners were, from left, Charles Johnson, St. Francisville, fourth place; Huey Reames, Pride, third place; and Arnold Molaison, Napoleonville, first place. Not shown is second place winner Butch Hammons of Kentwood.



Rodeoing — Louisiana Style

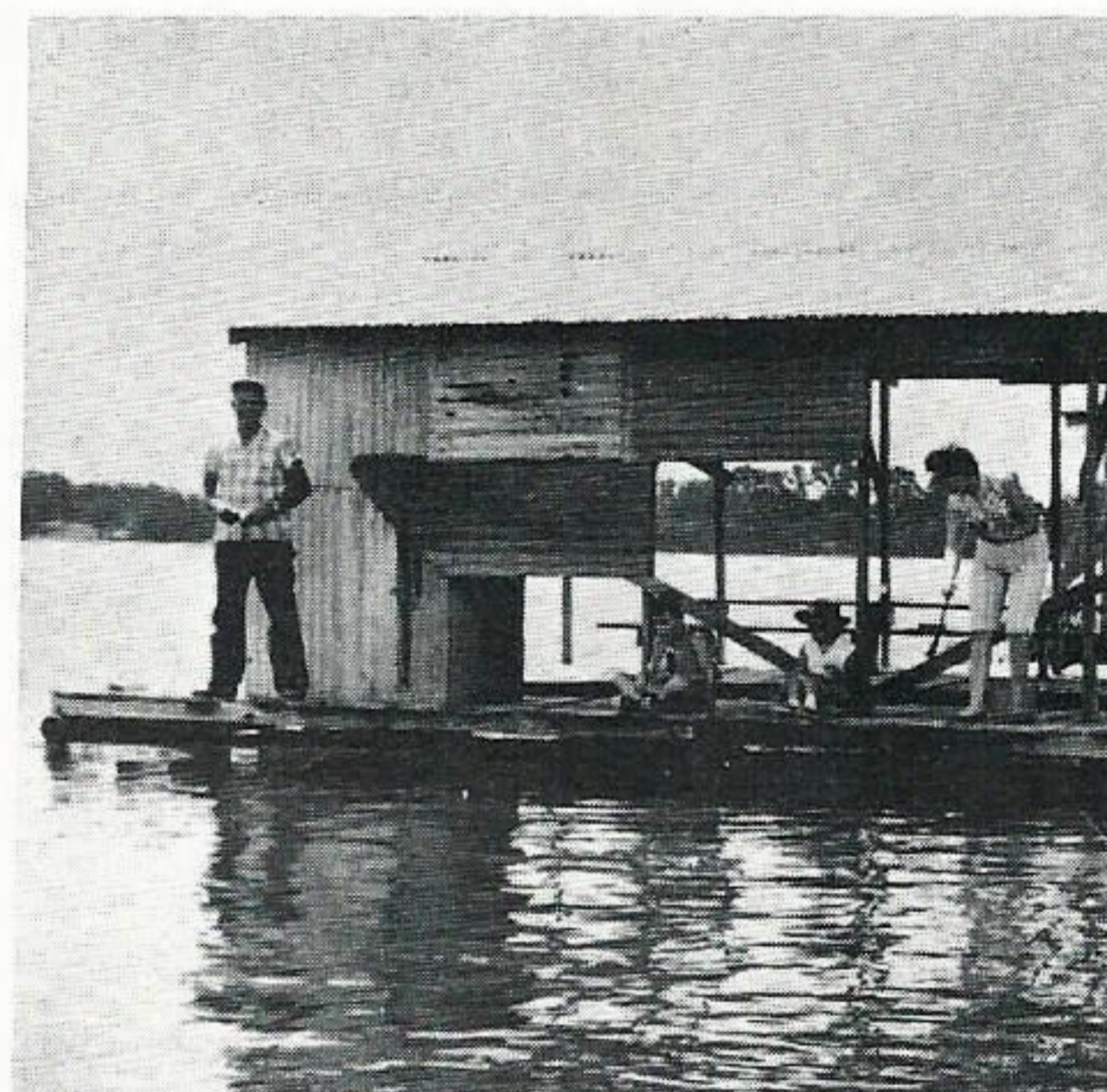
THE ninth annual Gulf States Employees Fishing Rodeo got under way June 12 with a flurry of activity as many Gulf Staters in the Baton Rouge area headed for Old River and False River.

In the rush to get some fish weighed in, many of the happy anglers were on the water off and on around the clock during the first few days. By the time the weekend was over, however, the rodeo had

settled down and those who were taking some of their vacation time to fish fell into the easy routine of catch 'em, weigh 'em and eat 'em.

The Rodeo ended on June 21 and by the end of the week Chairman Russell Marler, Secretary-Treasurer Bobby Kirkpatrick and other committee workers put together a list of 102 winners in 14 categories. On June 29, this group of winners or their representatives gathered at the Louisiana

BIG WINNER. Mr. and Mrs. L. B. Kent show off the prizes they won for having the biggest employee and family basses. Mr. Kent also won the first place in the entrance prize drawing.

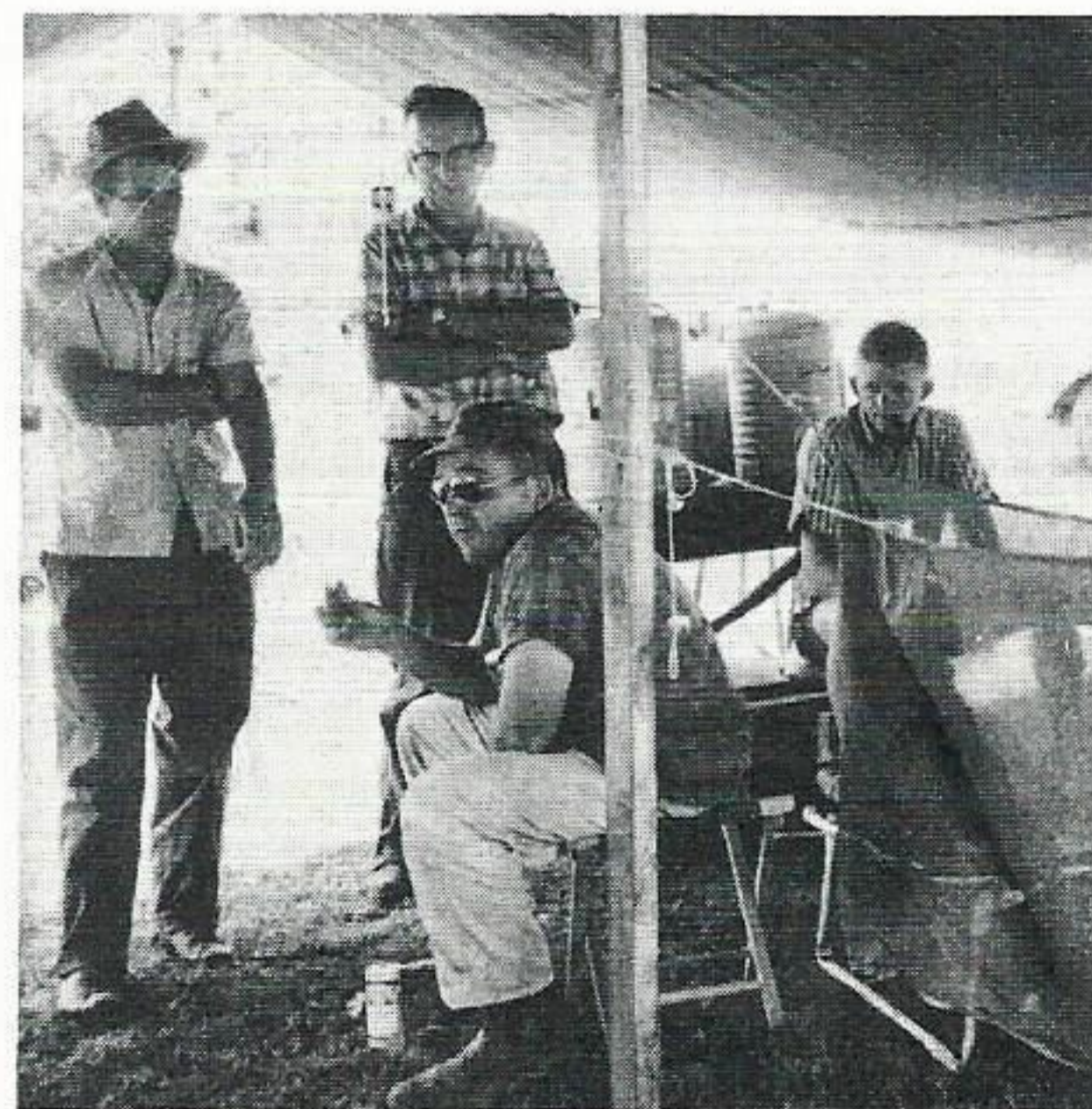
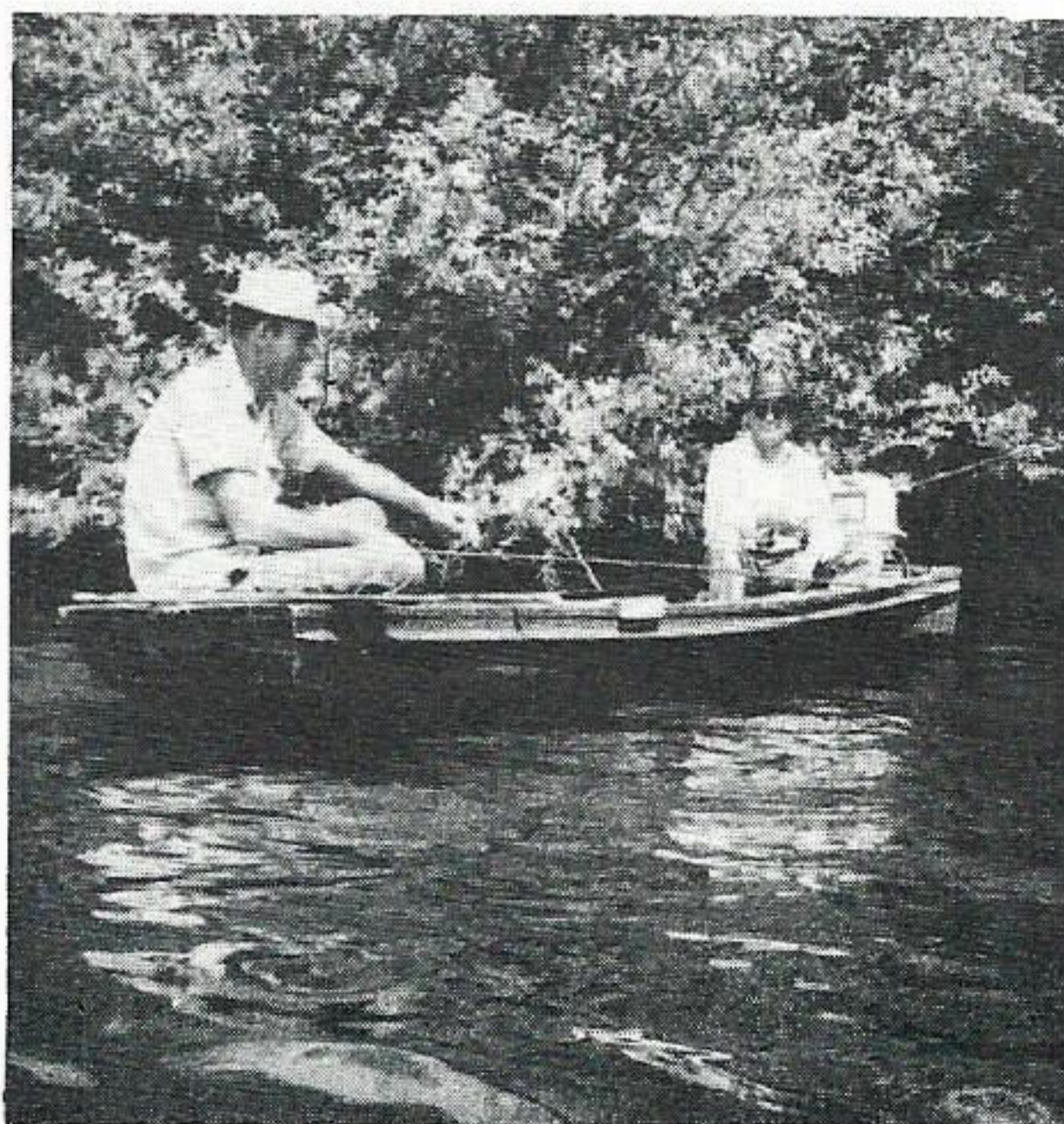


DOCK FISHING. Vernon Young and family preferred to do some of their fishing from one of the floating docks.



NETTING THE CATCH. Howard Buschmille and Earl Bowlin are bringing aboard one of their catches during the Baton Rouge Fishing Rodeo.

JUST FISHIN'. Carol Guidry and Ed Alonzo have picked a nice cool, shaded place to do some of their fishing during the ninth annual event.



TALKING IT OVER. Clyde Wilson, J. A. Fredericks and Daryl Clement talk over the day's catch with Mr. Harris of the Wild Life Conservation.

Station meeting hall where an estimated \$2,500 in prizes was distributed.

BIG winner was the L. B. Kent family, who walked away with an electric troll motor, battery box, Coleman stove and lantern and two boat cushions for biggest employee bass and an ice box, Thermos outing kit, rain suit and two boat cushions for biggest bass caught by a member of an employee's family. Mr. Kent also won first place in a drawing for en-

trance prizes, a Bake-O-Matic oven.

P. E. Whitehead won a 12-foot aluminum bateau with the first ticket drawn from the bucket for registration prizes.

Other first place winners were B. A. Morton, employee bream; Boyd Eisworth, employee sac-a-lait; J. L. Clement, employee striped bass; B. W. Umberger, employee catfish; C. F. Dorhauer, employee goo; J. W. Herbert, employee rough fish; Anne

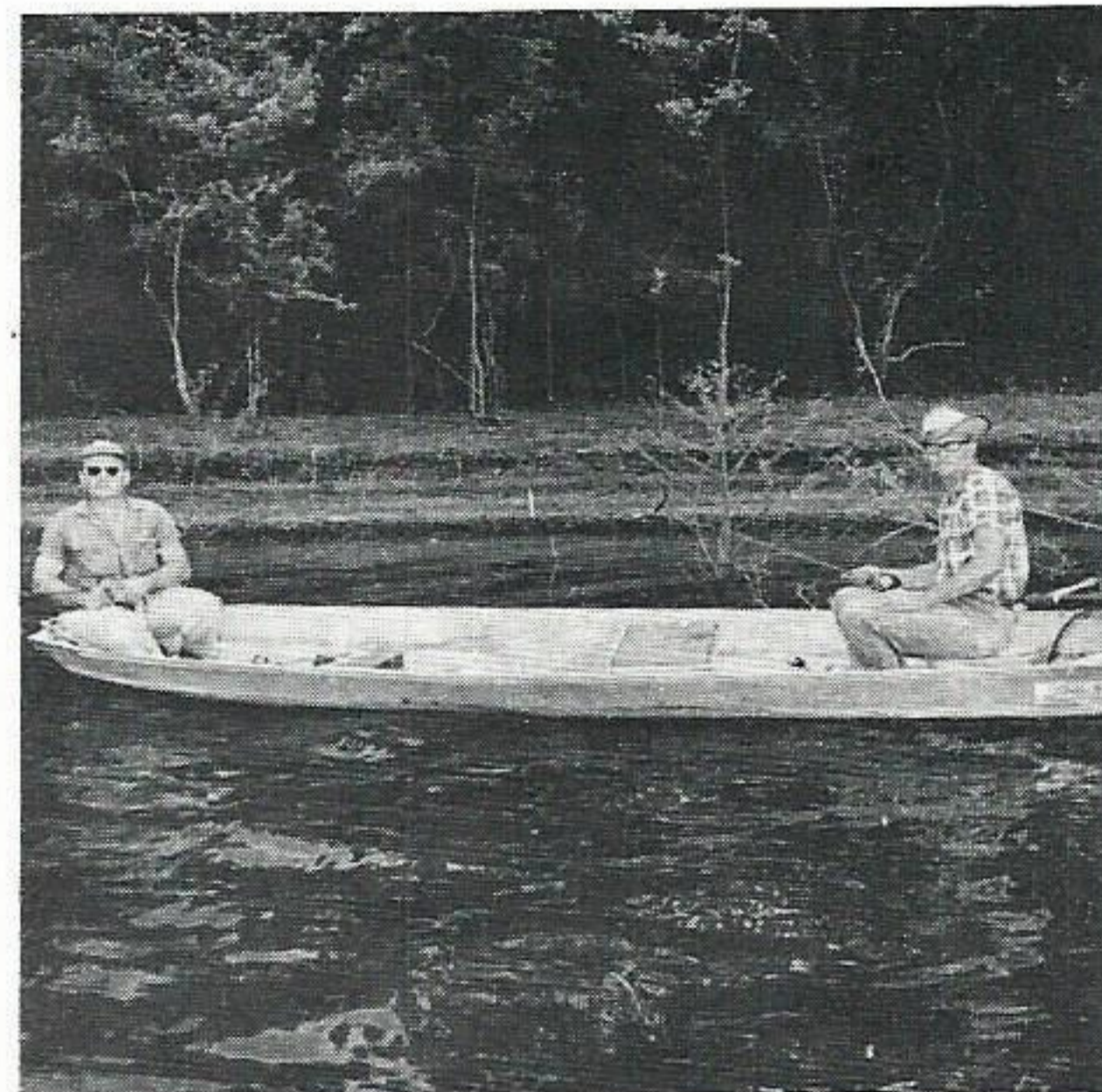
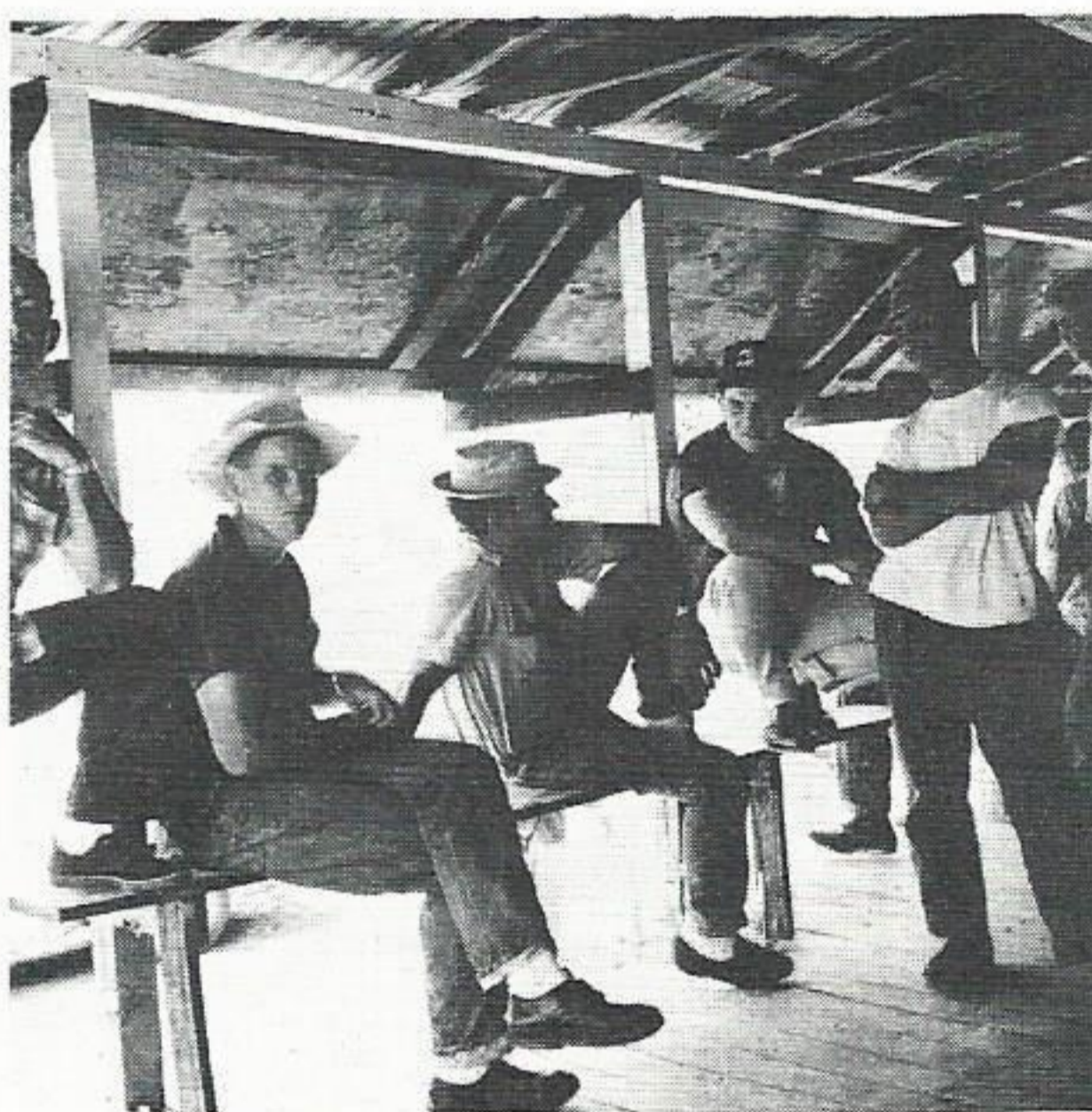
Kent, family bass; Mrs. E. J. Alonzo, family bream; Darrell Aucoin, family sac-a-lait; Russell Marler Jr., family striped bass; A. J. Speeg, family catfish; Stacie Sair, family rough fish; and Keith Lea, junior division.

Committeemen for the Rodeo this year included John Hood, Paul Bernard, A. J. Printz, Jim Harvey, Noodle Long, J. A. Fredericks, F. Amedee, James S. Gremillion, Boone Chaney and Stanley Paxton.

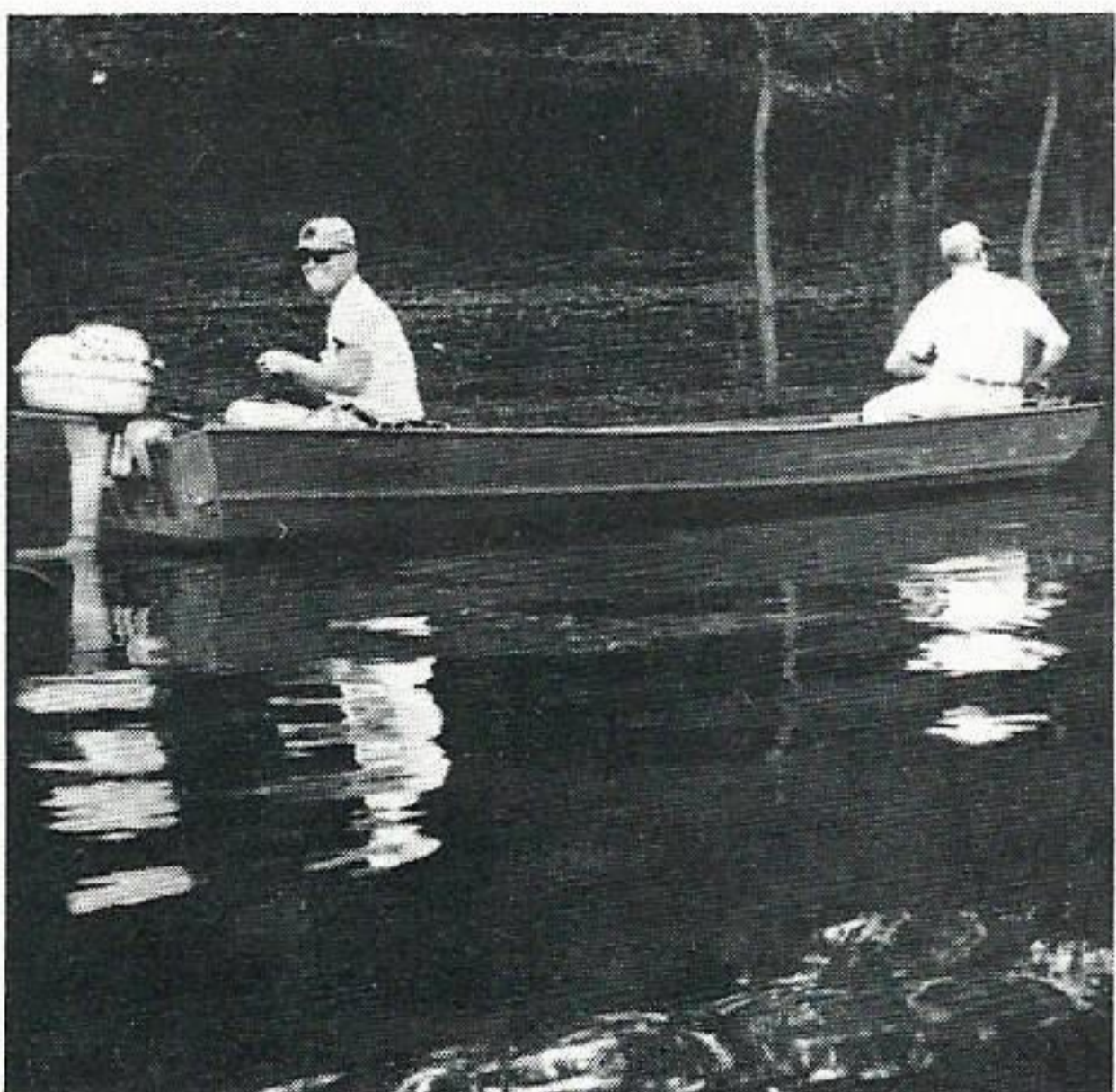


WEIGHING IN. Rusty Marler, son of Russell Marler, has his catch weighed in by the weighmaster.

SITTING IT OUT. J. A. Fredericks, John Hood, Paul Bernard, Roy Marler and Russell Marler tell fish tales at the weighmaster station.

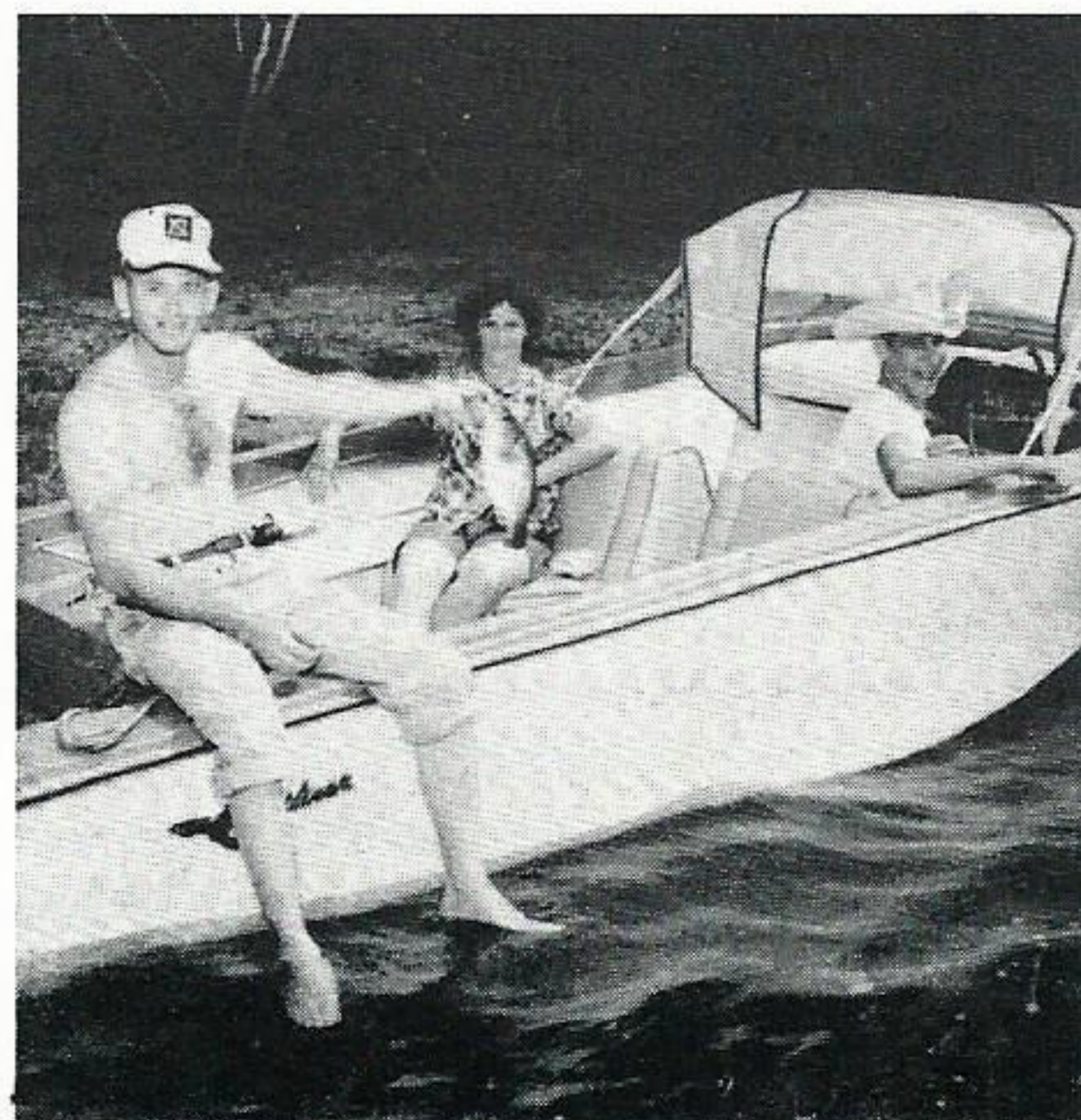


TRYING FOR THE BIG ONES. Daryl Clement and Fletcher Newman, a guest, try for some winning catches during the rodeo.



BUSY AT IT. C. A. Carpenter and his father-in-law, H. T. Blanchard, were almost too busy to have their picture taken.

DIDN'T GET AWAY. Billy Henderson shows off one that didn't get away. In the boat are Mrs. Henderson and Billy's brother-in-law.



ALL WINNERS. This group of Baton Rouge employees children received these prizes for their winning catches in the junior division.

Don't Get Caught With Your With- Holdings Down

BECAUSE of changes in the withholding provision of the new Federal income tax law, tax money withheld from your pay checks this year will fall about \$800 million short of meeting the actual 1964 tax bills of Americans.

By now most Gulf Staters have noticed the reduction in Federal income tax withholdings. This change was made in accordance with the 1964 income tax law, and the present reduced withholding will continue until the law is changed.

However, this does not result in a great windfall for many employees during the year 1964 as it first appears.

A great many employees will owe more tax for the year 1964 in proportion to the tax withheld during the year than they had in the past. This discrepancy will be reduced in 1965 when the rates are further reduced for the payment of tax while the withholding rate will remain the same.

TO help you in estimating your 1964 income tax bill the revised Internal Revenue Service tax rate schedule is reprinted on the next page.

By using this schedule, estimating



"Don't wait until the DEADLINE!"

your deductions, projecting your present income and tax money withheld, you should be able to determine now if your present withholdings are large enough to cover your 1964 taxes.

If indications are that you will be "under-withheld", you can correct the situation by filing a Form 104-ES (available from your nearest IRS office) and paying in quarterly installments the additional tax due.

Or, as an alternative, you may have additional tax withheld from your salary by reducing or eliminating the exemptions claimed on the Form W4 which you have on file with the Company.

If you desire to follow the latter method contact the Payroll Department, requesting a new W4 Form.

IT should be pointed out that the Revenue Act of 1964 contains a number of important changes regarding deduction and other provisions which could affect your tax liability. Some of these changes are summarized in U. S. Treasury Department Form 1040-ES (Supplement), which may be obtained from your nearest IRS office.

A few minutes wisely spent in studying the tax figures on the accompanying tax rate schedule which apply to you could prevent you from being "caught with your withholding down!"

TAX RATE SCHEDULE

These rates are effective for taxable years beginning on or after January 1, 1964, and before January 1, 1965, and are to be used only for the purpose of computing your tax on Form 1040-ES, U.S. Declaration of Estimated Income Tax.

Schedule I. SINGLE TAXPAYERS not qualifying for rates in Schedules II and III, and MARRIED PERSONS FILING SEPARATE RETURNS.

<i>If the amount on line 5, Tax Computation Schedule, page 2, Form 1040-ES, is:</i>		<i>Enter on line 6, Tax Computation Schedule:</i>		<i>If the amount on line 5, Tax Computation Schedule, page 2, Form 1040-ES, is:</i>		<i>Enter on line 6, Tax Computation Schedule:</i>	
Not over \$500 16% of the amount on line 5.				Over— But not over— of excess over—			
Over—	But not over—		of excess over—	Over—	But not over—		of excess over—
\$500	— \$1,000	\$80, plus 16.5%	— \$500	\$20,000	— \$22,000 . . .	\$6,450, plus 50.5%	— \$20,000
\$1,000	— \$1,500	\$162.50, plus 17.5%	— \$1,000	\$22,000	— \$26,000 . . .	\$7,460, plus 53.5%	— \$22,000
\$1,500	— \$2,000	\$250, plus 18%	— \$1,500	\$26,000	— \$32,000 . . .	\$9,600, plus 56%	— \$26,000
\$2,000	— \$4,000	\$340, plus 20%	— \$2,000	\$32,000	— \$38,000 . . .	\$12,960, plus 58.5%	— \$32,000
\$4,000	— \$6,000	\$740, plus 23.5%	— \$4,000	\$38,000	— \$44,000 . . .	\$16,470, plus 61%	— \$38,000
\$6,000	— \$8,000	\$1,210, plus 27%	— \$6,000	\$44,000	— \$50,000 . . .	\$20,130, plus 63.5%	— \$44,000
\$8,000	— \$10,000	\$1,750, plus 30.5%	— \$8,000	\$50,000	— \$60,000 . . .	\$23,940, plus 66%	— \$50,000
\$10,000	— \$12,000	\$2,360, plus 34%	— \$10,000	\$60,000	— \$70,000 . . .	\$30,540, plus 68.5%	— \$60,000
\$12,000	— \$14,000	\$3,040, plus 37.5%	— \$12,000	\$70,000	— \$80,000 . . .	\$37,390, plus 71%	— \$70,000
\$14,000	— \$16,000	\$3,790, plus 41%	— \$14,000	\$80,000	— \$90,000 . . .	\$44,490, plus 73.5%	— \$80,000
\$16,000	— \$18,000	\$4,610, plus 44.5%	— \$16,000	\$90,000	— \$100,000 . . .	\$51,840, plus 75%	— \$90,000
\$18,000	— \$20,000	\$5,500, plus 47.5%	— \$18,000	\$100,000	— \$200,000 . . .	\$59,340, plus 76.5%	— \$100,000
				\$200,000	\$135,840, plus 77%	— \$200,000

Schedule II. MARRIED TAXPAYERS FILING JOINT RETURNS and CERTAIN WIDOWS AND WIDOWERS.

<i>If the amount on line 5, Tax Computation Schedule, page 2, Form 1040-ES, is:</i>		<i>Enter on line 6, Tax Computation Schedule:</i>		<i>If the amount on line 5, Tax Computation Schedule, page 2, Form 1040-ES, is:</i>		<i>Enter on line 6, Tax Computation Schedule:</i>	
Not over \$1,000 16% of the amount on line 5.				Over— But not over— of excess over—			
Over—	But not over—		of excess over—	Over—	But not over—		of excess over—
\$1,000	— \$2,000	\$160, plus 16.5%	— \$1,000	\$40,000	— \$44,000 . . .	\$12,900, plus 50.5%	— \$40,000
\$2,000	— \$3,000	\$325, plus 17.5%	— \$2,000	\$44,000	— \$52,000 . . .	\$14,920, plus 53.5%	— \$44,000
\$3,000	— \$4,000	\$500, plus 18%	— \$3,000	\$52,000	— \$64,000 . . .	\$19,200, plus 56%	— \$52,000
\$4,000	— \$8,000	\$680, plus 20%	— \$4,000	\$64,000	— \$76,000 . . .	\$25,920, plus 58.5%	— \$64,000
\$8,000	— \$12,000	\$1,480, plus 23.5%	— \$8,000	\$76,000	— \$88,000 . . .	\$32,940, plus 61%	— \$76,000
\$12,000	— \$16,000	\$2,420, plus 27%	— \$12,000	\$88,000	— \$100,000 . . .	\$40,260, plus 63.5%	— \$88,000
\$16,000	— \$20,000	\$3,500, plus 30.5%	— \$16,000	\$100,000	— \$120,000 . . .	\$47,880, plus 66%	— \$100,000
\$20,000	— \$24,000	\$4,720, plus 34%	— \$20,000	\$120,000	— \$140,000 . . .	\$61,080, plus 68.5%	— \$120,000
\$24,000	— \$28,000	\$6,080, plus 37.5%	— \$24,000	\$140,000	— \$160,000 . . .	\$74,780, plus 71%	— \$140,000
\$28,000	— \$32,000	\$7,580, plus 41%	— \$28,000	\$160,000	— \$180,000 . . .	\$88,980, plus 73.5%	— \$160,000
\$32,000	— \$36,000	\$9,220, plus 44.5%	— \$32,000	\$180,000	— \$200,000 . . .	\$103,680, plus 75%	— \$180,000
\$36,000	— \$40,000	\$11,000, plus 47.5%	— \$36,000	\$200,000	— \$400,000 . . .	\$118,680, plus 76.5%	— \$200,000
				\$400,000	\$271,680, plus 77%	— \$400,000

Schedule III. Unmarried (or legally separated) taxpayers who qualify as HEAD OF HOUSEHOLD.

<i>If the amount on line 5, Tax Computation Schedule, page 2, Form 1040-ES, is:</i>		<i>Enter on line 6, Tax Computation Schedule:</i>		<i>If the amount on line 5, Tax Computation Schedule, page 2, Form 1040-ES, is:</i>		<i>Enter on line 6, Tax Computation Schedule:</i>	
Not over \$1,000 16% of the amount on line 5.				Over— But not over— of excess over—			
Over—	But not over—		of excess over—	Over—	But not over—		of excess over—
\$1,000	— \$2,000	\$160, plus 17.5%	— \$1,000	\$38,000	— \$40,000 . . .	\$14,215, plus 54%	— \$38,000
\$2,000	— \$4,000	\$335, plus 19%	— \$2,000	\$40,000	— \$44,000 . . .	\$15,295, plus 56%	— \$40,000
\$4,000	— \$6,000	\$715, plus 22%	— \$4,000	\$44,000	— \$50,000 . . .	\$17,535, plus 58.5%	— \$44,000
\$6,000	— \$8,000	\$1,155, plus 23%	— \$6,000	\$50,000	— \$52,000 . . .	\$21,045, plus 59.5%	— \$50,000
\$8,000	— \$10,000	\$1,615, plus 27%	— \$8,000	\$52,000	— \$60,000 . . .	\$22,235, plus 61%	— \$52,000
\$10,000	— \$12,000	\$2,155, plus 29%	— \$10,000	\$60,000	— \$64,000 . . .	\$27,115, plus 62%	— \$60,000
\$12,000	— \$14,000	\$2,735, plus 32%	— \$12,000	\$64,000	— \$70,000 . . .	\$29,595, plus 63.5%	— \$64,000
\$14,000	— \$16,000	\$3,375, plus 34%	— \$14,000	\$70,000	— \$76,000 . . .	\$33,405, plus 65%	— \$70,000
\$16,000	— \$18,000	\$4,055, plus 37.5%	— \$16,000	\$76,000	— \$80,000 . . .	\$37,305, plus 66%	— \$76,000
\$18,000	— \$20,000	\$4,805, plus 39%	— \$18,000	\$80,000	— \$88,000 . . .	\$39,945, plus 67%	— \$80,000
\$20,000	— \$22,000	\$5,585, plus 42.5%	— \$20,000	\$88,000	— \$90,000 . . .	\$45,305, plus 69%	— \$88,000
\$22,000	— \$24,000	\$6,435, plus 43.5%	— \$22,000	\$90,000	— \$100,000 . . .	\$46,685, plus 69.5%	— \$90,000
\$24,000	— \$26,000	\$7,305, plus 45.5%	— \$24,000	\$100,000	— \$120,000 . . .	\$53,635, plus 71%	— \$100,000
\$26,000	— \$28,000	\$8,215, plus 47%	— \$26,000	\$120,000	— \$140,000 . . .	\$67,835, plus 72.5%	— \$120,000
\$28,000	— \$32,000	\$9,155, plus 48.5%	— \$28,000	\$140,000	— \$160,000 . . .	\$82,335, plus 74%	— \$140,000
\$32,000	— \$36,000	\$11,095, plus 51.5%	— \$32,000	\$160,000	— \$180,000 . . .	\$97,135, plus 75%	— \$160,000
\$36,000	— \$38,000	\$13,155, plus 53%	— \$36,000	\$180,000	— \$200,000 . . .	\$112,135, plus 75.5%	— \$180,000
				\$200,000	\$127,235, plus 77%	— \$200,000

J. A. Reich, Beaumont, to Retire September 1 as Production Manager

J. A. REICH, manager of the System Electrical Production Department, Beaumont, and a veteran of 46 years in the field of power generation and production, will retire September 1.

Mr. Reich's electrical career dates back to 1918 when he was employed by the Ponce Electric Company as an operating engineer in Ponce, Puerto Rico. Since then his career has carried him to Galveston, El Paso, back to Puerto Rico for another four years, Boston and Richmond, Virginia.

HE joined our Company in 1946 as manager of production, a capacity in which he supervises approximately 500 employees who operate the Company's six thermal generating stations in Texas and Louisiana with a generating capacity of over 2,000,000 kilowatts.

When Mr. Reich came to Beaumont 18 years ago, the company had four generating stations and a total generating capacity of only 198,000 kilowatts.

During the time Mr. Reich has been with our Company two of the four original power generating plants, Lakeside in Port Arthur and the old Sabine Power Plant in Orange, have been retired and three new plants, Roy S. Nelson near Lake Charles, Willow Glen near Baton Rouge, and Sabine at Bridge City, Texas, have been built while new units have been added to Louisiana Station in Baton Rouge and Neches Station in Beaumont. All of which has increased our generating capacity almost 12 times what it was in 1946.

WHILE heading the Production Department, he brought wide acclaim in the electrical industry to our Company by developing the world's first operational automatic power station. It was Riverside Station at Lake Charles, an 86,000-kilowatt "peaking" plant completed only last year.

Under Mr. Reich's guidance, the Production Department introduced the

first incremental loading; used the first data logging and special purpose computers for efficiency tracking; was the first power firm to use the now-popular "Critical Path Method" in major turnarounds in power stations and combined with productivity planning resulted in the reduction of "down" time of efficient units and a savings in cost; was the first to reach 3,000,000 safe manhours of on-the-job-safety; and began a study on maintenance productivity resulting in substantial savings.

FOR his progressiveness in the industry, Mr. Reich was named the 1962 recipient of the International Philip T. Sprague Award in recognition of his "pioneering application of digital acquisition systems to operation and control of steam electric generation stations."

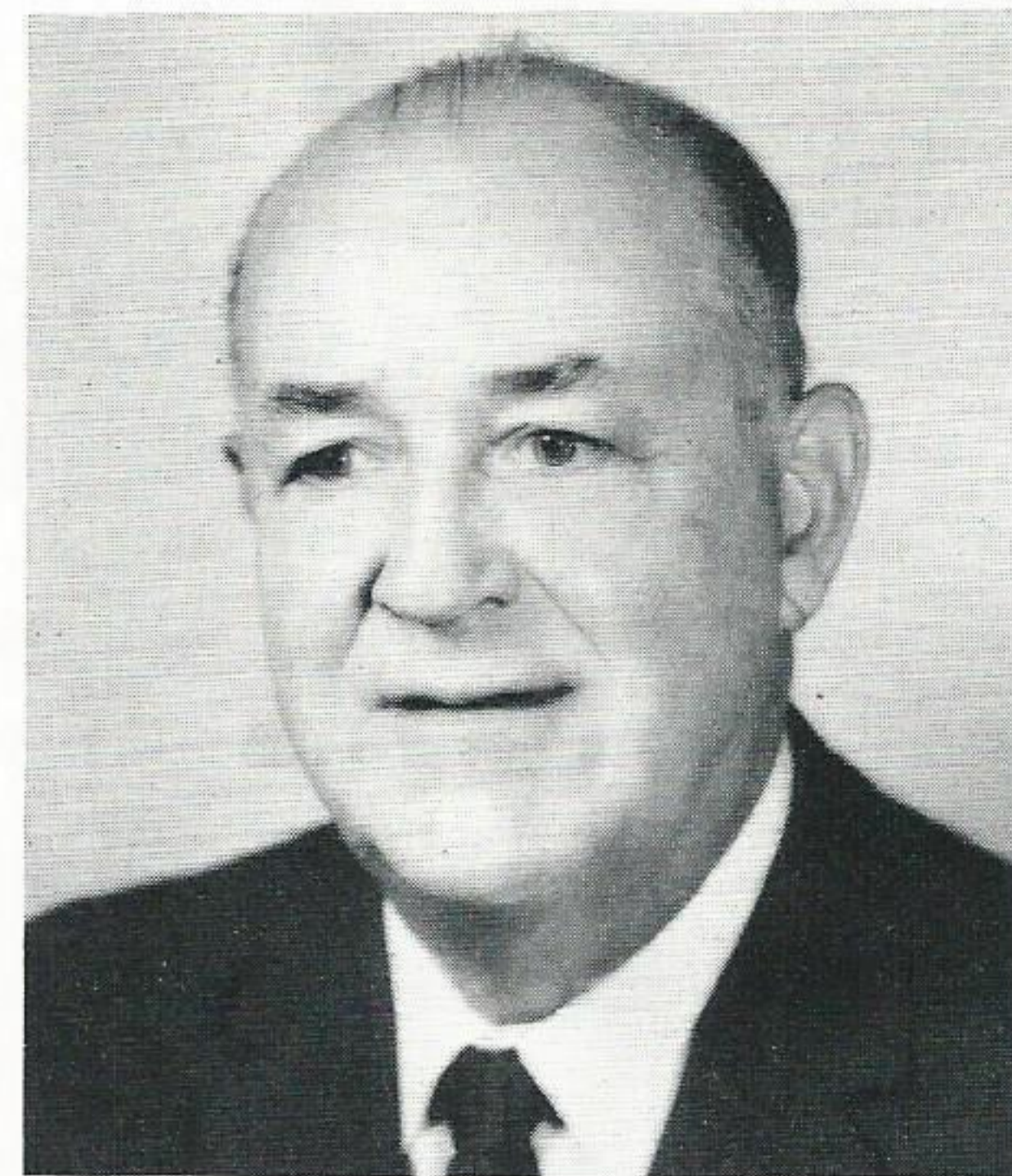
Mr. Reich was graduated from the Philadelphia Trades School of Electricity, Williamson School of Mechanical Trades and Hays School of Combustion. He also attended and completed the advanced management program for utility executives at Harvard.

A native of Philadelphia, Pennsylvania, Mr. Reich worked for Ponce Electric Company in Puerto Rico, Galveston-Houston Electric Company, El Paso Electric Company, Stone and Webster Engineering Corporation in Boston, Massachusetts, and Virginia Electric and Power Company in Richmond, Virginia, before joining our Company.

MR. REICH formed the production section and served as first chairman of the Southeastern Electric Exchange—an organization comprised of 22 electric firms.

He has also been active in the Edison Electric Institute, having served on committees on instrumentation and automation, oil and gas and power station personnel.

Mr. Reich is married to the former Ruth Allen of Big Spring, Texas, a



J. A. Reich

great grand niece of the author of the preamble of the Constitution of the Republic of Texas, Willie McAlpine Williamson. The Reichs plan to remain in the Beaumont area following retirement.

They have a daughter, Mrs. Barbara Walsh, and three grandchildren, John, Brian and Kathy Walsh, all of Indianapolis, Ind.

MR. REICH and T. H. Bloodworth, chief system engineer, Allisworth, chief system engineer, Allis-Chalmers Manufacturing Co., Milwaukee, were co-authors of an article in the June issue of Mechanical Engineering on "The First Computer-Controlled Power Plant", a four-page article about the conversion of Riverside Station from a manually operated station into a fully computer-controlled peaking station.

Cannon Authors Production Planning, E W Article

G. S. CANNON, supervisor of production planning, Beaumont, was author of an article on "Switch Substation Capacitor Banks" in the July 20 Electrical World. The article explained how extensive installation of shunt capacitors and varying system current characteristics on our system have prompted investigation and installation of vacuum switches, oil switches and oil circuit breakers.

W. W. Eckles to Join Texas A&M Research Staff Following Retirement

W. W. ECKLES, electrical engineer in System Engineering, Beaumont, will retire September 1. He has been with our Company and its predecessors more than 46 years.

Mr. Eckles joined Beaumont Electric Light and Power Company in Beaumont on July 1, 1918, as a plant clerk. By 1922, he had advanced to station engineer. In 1923, he was transferred to the power plant in Port Arthur as an electrician.

For a year, 1924-25, he was on loan to Stone & Webster Engineering Corp. When he returned in March, 1925, he was reassigned as a station electrician in Port Arthur. He was transfer-

red back to Beaumont in 1926 as an electrician. In 1928, he was named chief electrician in System Production. He has been electrical engineer since 1930. He is presently assigned to the Planning Section of System Engineering.

A native of Texarkana, Arkansas, Mr. Eckles was educated in the public schools of Fort Worth. He is married to the former Edna Szehner of Milwaukee.

Mr. Eckles is a senior member of the Institute of Electrical and Electronic Engineers, a corporate member and representative to the National Association of Corrosion Engineers.



W. W. Eckles

Following his retirement, Mr. Eckles will join the staff of Texas A&M University as an associate research engineer at the beginning of the fall term.

L. C. Pace, Neches Station Foreman, To Retire after 38 Year Career

L. C. PACE, electrical maintenance foreman at Neches Station, will retire September 1. He has been an employee of our Company for more than 38 years.

He joined our Company as an electrician, helper, in Port Arthur on February 15, 1926. In March, 1926, he was transferred to Beaumont and in December, 1926, he was moved back to Port Arthur and remained until moving back to Beaumont and Neches Station in 1934 as an electrician. In

1942 he was made an electrician, first class, and became a master electrician two years later. He has been electrical maintenance foreman since February, 1947.

A native of Pine Hill, Texas, Mr. Pace is married to the former Winnie Cecile Wallace of Pine Hill. They have a daughter, Mary Linda, who is a junior at Forest Park High School in Beaumont.

Mr. Pace is a member of Beaumont Masonic Lodge 286, a past high priest of the Beaumont Royal Arch #188, a member of Beaumont Commandery #38, Knights Templars, a 32 degree member of the El Mina Shrine in Galveston, a member of the Port Arthur Order of Eastern Star and the Port Arthur Grotto. He is a member of St. John's Episcopal Church in Port Arthur.

Mr. Pace says his plans for retirement call for him to quit working for a while. They plan to sell their home in Beaumont and move to Timpson, Texas, and Mary Linda will attend Stephen F. Austin College in Nacogdoches.

Sabine's Third Boiler Featured In CE Ad

THE news that our Company had ordered the third controlled circulation boiler for Sabine Station at Bridge City, Texas, was the subject of a two page ad in the July 27, 1964, Electrical World.

Featured in the ad was a full-page map of Texas and Louisiana showing our service area and the location of Sabine Station. Also incorporated in the ad were pictures of our six power stations.

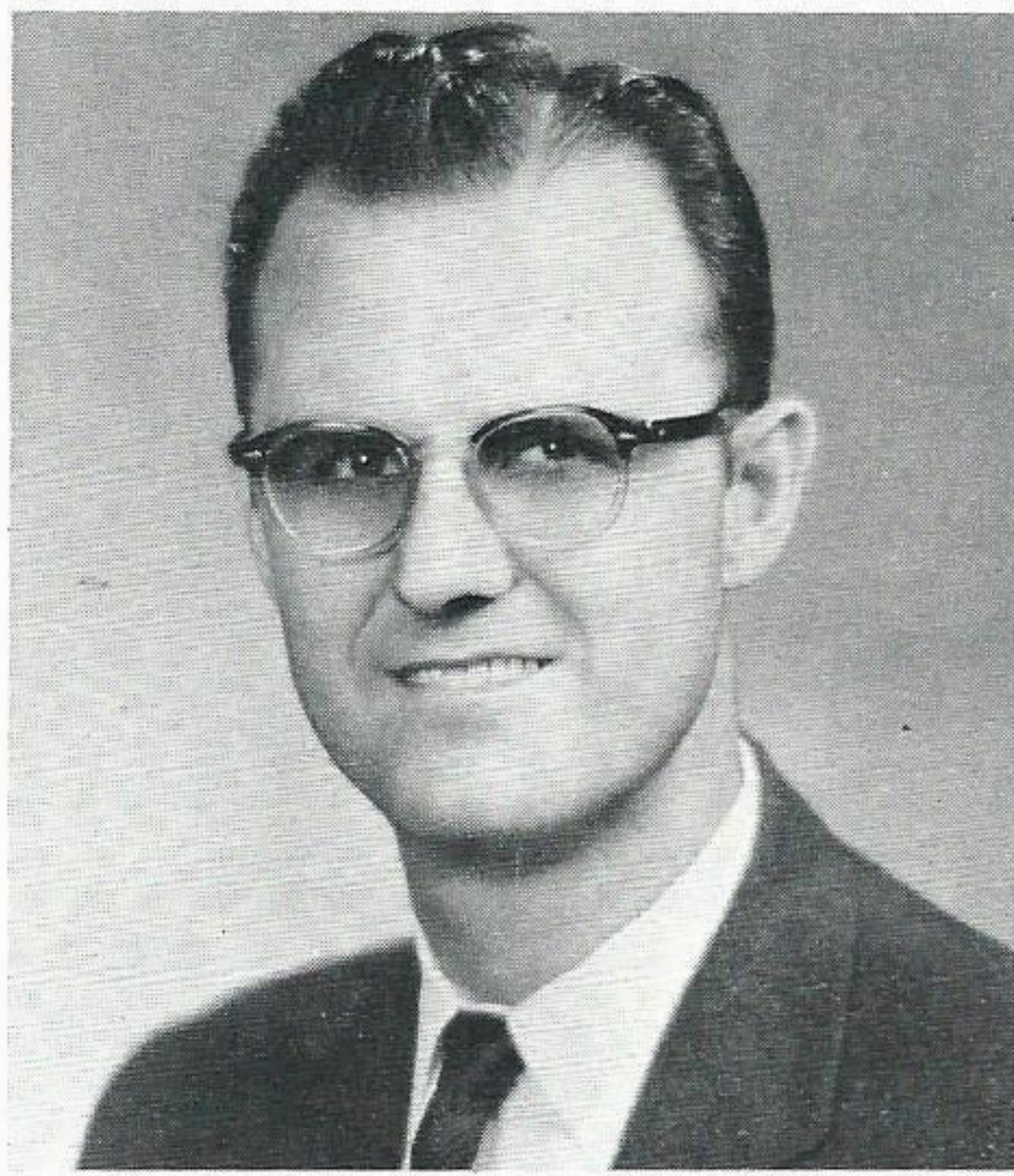
The ad pointed out that this new 410 megawatt unit is our system's largest and will almost double the existing capacity of the station. Two such units now serve the 460 mw station.

The new radiant reheat boiler, designed to burn gas or oil, will produce 2,800,000 lb/hr of steam. Turbine throttle pressure will be 2520 psig with temperatures of 1005/1000F.

The ad was prepared and run by Combustion Engineering, manufacturers of the new boiler.



L. C. Pace



G. S. Cannon



C. E. Calvert

from the University of Arkansas in 1950 with an electrical engineering degree. His first assignment was in the T&D Department in the Beaumont Division.

He was transferred to a similar capacity in the Navasota Division in 1954 and was promoted to division engineer in 1956. One year later, he was transferred back to Beaumont in System Engineering. In 1960, Mr. Calvert was assigned project engineer at Sabine Power Station during its construction and the following year he was promoted to staff engineer in the Production Department.

Mr. Calvert is married to the former Patricia Thom of Oakdale, Louisiana, and they have three children, Clinton, Jr., 13, Bryan, 9, and Robert, 1. They are members of the North End Methodist Church, where he is serving on the board of stewards. He is also a member of the Beaumont Chamber of Commerce and the Young Men's Business League.

Mr. Calvert is active in Boy Scout work and organized youth baseball programs. He is a registered engineer in both Texas and Louisiana.

Cannon, Calvert Promoted By Production Department

GEORGE S. CANNON and Clinton E. Calvert were promoted earlier this month to positions in the Production Department.

Mr. Cannon, former supervisor of standards in System Engineering, has moved to the newly-created post of supervisor of production-planning.

Mr. Calvert, former staff engineer in the Production Department, has been transferred to Baton Rouge to become general maintenance supervisor of Louisiana Generating Station.

Both promotions became effective August 10.

MR. CANNON, a native of Baton Rouge, joined our Company in 1948 following graduation from Louisiana State University with an electrical engineering degree. After six years in the T&D Department in Navasota, he was promoted to division engineer in 1954.

Mr. Cannon was transferred to Beaumont two years later as a standards engineer. Later that year, he became project engineer for the Lake Charles Division. He was promoted to staff engineer in System Operations in 1960 and was elevated to supervisor of standards in 1962.

He is married to the former Rita Braud of Baton Rouge and they have four children, Cynthia, 16, Cheryl, 13, Layne, 12, and Stewart, 10. They are

members of St. Anne's Catholic Church and he also holds memberships in the Beaumont Chamber of Commerce, Young Men's Business League of Beaumont and the Institute of Electrical and Electronic Engineers.

MR. CALVERT, a native of Oakdale, Louisiana, went to work for our Company following graduation



OFF TO SCOUT JAMBOREE. This group of Gulf Staters was among the Beaumont area Boy Scouts who attended the two-week Jamboree at Valley Forge, Pa., last month. Leaving the KCS depot in Beaumont on July 11 were: Charles McManus, serviceman in Liberty; Brad Norvell, son of Vic Norvell, district superintendent, Silsbee; Dudley McManus, son of Mr. McManus; Clinton Calvert, son of Gene Calvert, general maintenance supervisor, Louisiana Station; and David Pate, line foreman, Woodville. En route to Valley Forge, the group visited Philadelphia and stopped over in New York City, where they toured the World's Fair and saw a Yankee ball game.

Company Passes Three Million Safety Mark

ON July 8, the employees of our Company completed 3,000,000 manhours without a disabling, on-the-job injury.

This accident-free time spans back to December 30, 1963, and includes working days only. The feat was accomplished by 2,754 Gulf Staters in the 287 communities and cities served by our Company.

Our Company has reached the 3,000,000 safe manhours mark only three times previously. The systems' all-time record is 4,000,000. It takes about 45 working days to complete a million manhours. Barring a disabling injury before midnight September 10—that mark could be reached again.

"I offer my sincere congratulations to each member of our organization for accomplishing this outstanding feat," President Richard said in announcing the 3,000,000 safe manhours.

"It takes the alertness and diligence of our entire Company to achieve such a fine showing in safety."



ONE MILLION SAFE MANHOURS. The 139 employees at Neches Generating Station were recently honored by the Company's president, Glenn E. Richard, when they had completed one million on-the-job manhours without a lost-time accident. Mr. Richard, at right, foreground, presents the Gulf States Safety Achievement Award to C. M. O'Brien, safety co-ordinator at the plant. The last accident at the plant occurred on October 13, 1960. Neches Station employees have also received safety achievement awards by the National Safety Association and the Edison Electric Institute.

Highway accidents in the U.S. took a record number of lives in 1963. Some 42,700 persons died on the nation's highways last year, and more than 3,460,000 were injured.

* * * * *

Studies show driver error and lack of judgment were responsible for 34,700

deaths and nearly 3,000,000 injuries on U.S. highways in 1963.

* * * * *

Excessive speed continued to be the number-one killer on the nation's highways in 1963. More than 14,000 traffic deaths were directly attributable to speeding.



SAFETY ACHIEVEMENTS RECOGNIZED. Our Company's Right-of-Way and System Engineering Relay Departments were recipients of Meritorious Achievement Safety Awards recently in brief presentation ceremonies at the General Offices in Beaumont. The awards were won when the two departments went accident free during 1963. Shown receiving the Relay awards are H. J. Sutton, superintendent



of Relay and Communications, left, and H. R. Leicht, Jr., relay foreman, Beaumont. Shown receiving the Right-of-Way awards are, from left to right, J. B. Fanette, right-of-way supervisor, Beaumont, and party chiefs R. K. Welch, J. D. Boykin, L. P. Cammack, Jr., and Asa Barrow. At extreme right is N. C. Spencer, superintendent of electrical and civil engineering.



E. A. Ganier

Services Held For E. A. Ganier

E. A. GANIER, serviceman, first class, Baton Rouge Gas Department, died July 11 in a Baton Rouge hospital. Funeral services were held July 13 in St. Anthony Catholic Church.

Mr. Ganier was 58. He was a native of Welcome, Louisiana, and had been an employee of the Gas Department since March, 1936.

Survivors included his wife, Mrs. Flora Belle Huff Ganier; one daughter, Mrs. Ina Lee Tortorich of Baton Rouge; his mother, Mrs. Josetha Ganier, Grand Point; one sister, three brothers and four grandchildren.

Sympathy to:

F. G. Krumholt, water plant operator, Louisiana Station, on the death of his wife, July 21.

Mrs. Maggie Buch, wife of **Feland Bush**, substation mechanic, Lake Charles, on the death of her father, Charles Gratton, and her grandfather, Enoch Gratton.

Mr. and Mrs. Willie H. Banks and **Mr. and Mrs. Willie Banks** in the loss of their baby and grandbaby, a newborn infant. Willie H. Banks, Gas Department employee, is the son of Willie Banks, who is employed in the Choctaw Garage.

FINANCIAL WORLD

Merit Award

In recognition of the excellence of its 1963 Annual Report to Shareholders, this certificate is presented to

GULF STATES UTILITIES COMPANY

Selected on the basis of content, design and typography from among five thousand entries in the Twenty-fourth Annual Report Survey conducted during 1964

Editor and Publisher

June 24, 1964

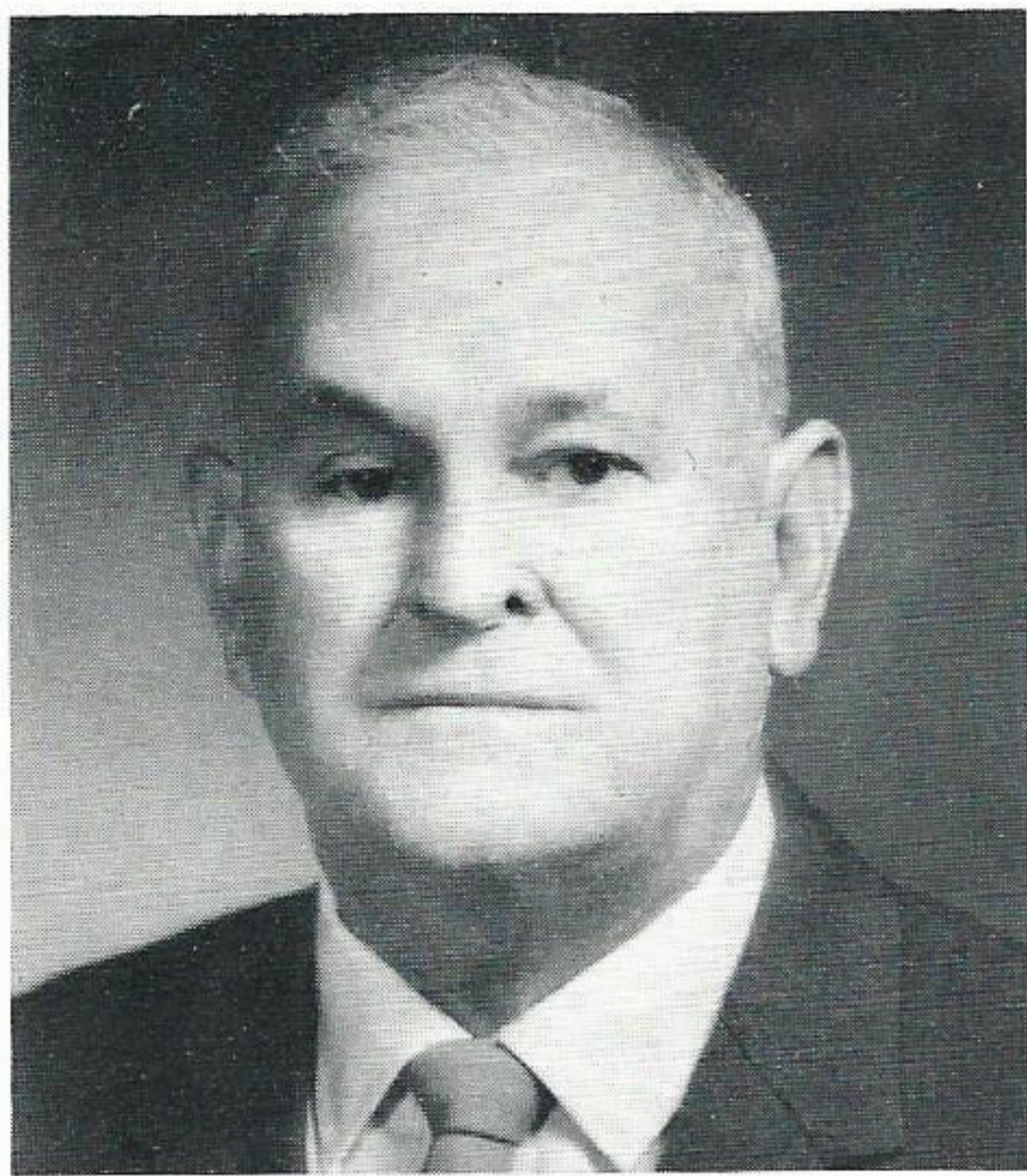
ANNUAL REPORT WINS AWARD. Financial World, America's investment and business weekly, has awarded our Company's annual report a "Merit Award" certificate in recognition of its excellence in the magazine's Annual Report Survey. This means that our annual report is now to be considered by the independent board of judges for one of the coveted Oscar-of-Industry trophies later this summer. The presentations will be made October 27 in New York City. Financial World inaugurated this awards program in 1941. It is designed to improve the image of business management to the American people. The Oscar-of-Industry awards are now hailed as a unique program throughout the world. About 5,000 corporations each year submit their current annual report in hopes of winning one of the trophies.

GSUer Appears

In National Magazine

Alyce Corley, addressing machine operator, Beaumont, and former GSU employee **Larry Farley** adorn the cover of the August edition of a na-

tional business magazine, Today's Business. That publication's managing editor, Pat Kellogg, came to Beaumont from Chicago to do the photography and story on the newly-redecorated bridal room of Aaron Rose Jewelers. Miss Corley and Mr. Farley posed as a young couple shopping for china.



J. B. Flanagan, Sr.

J. B. Flanagan, Retired Employee, Dies in Beaumont

J. B. FLANAGAN, SR., a Beaumont Gulf Stater who retired in December, 1960, died in a Beaumont hospital, July 26. He was 68.

Funeral services were held July 28. Mr. Flanagan had been a resident of Beaumont for 49 years. He was a native of Crowley, Louisiana.

Mr. Flanagan was a forty-year employee of our Company. His entire length of service was spent in Beaumont. At the time of his retirement he was employed in the Beaumont T&D-Substation.

He is survived by his wife, Mrs. Marie Flanagan of Beaumont; two sons, J. B., Jr., an employee in the Beaumont Line, and John of Beaumont; a daughter, Mrs. Eugenia Jennings of Port Arthur; five brothers, four sisters, nine grandchildren and two great-grandchildren.

If a person is to get the meaning of life he must learn to like the facts about himself—ugly as they may seem to his sentimental vanity—before he can learn the truth behind the facts. And the truth is never ugly.

Eugene O'Neill



BEAUMONT, TEXAS

PUBLISHED BY GULF STATES UTILITIES CO.

JUNE, 1964

"GOOD CLIMATE" LURES JOBS

Out with the Old . . .



. . . In with the New



GOING MODERN — That's the story here as Gulf States' Martin Wagon, lower photo, poses beside the new electric motor that replaced the old steam engine at Mermentau, Louisiana. Ovey Legros, top photo, is shown "firing up" the old steam engine the last time.

Collector's Item Wins Retirement

A steam engine of early 20th century vintage that's nearly a collector's item has just completed an illustrious career along the banks of the Mermentau River near Mermentau, Louisiana.

The antiquated engine, which requires a separate boiler room and operator along with plenty of "elbow room," has toiled for Mermentau Rice Mill since the early 1900's.

And what's more, the engine is older than that, points out owner Jack Cas-

sidy, who recalls purchasing the steam setup second hand from the early Louisiana oil fields and bringing it to its present location by barging it up the Mermentau River.

The engine is truly a conversation piece but it leaves much to be desired when it comes to efficient and economical rice milling. For this reason, Mr. Cassidy chose to go electric and he purchased a new 175-horsepower electric motor to replace the entire steam operation.

Communities Must Take Initiative In Bringing In More Industries

Want to lure industry to your locale? The obvious answer throughout GSU-land is yes but where and how do you start?

That's where Gulf States' Area and Industrial Development Department comes in.

"An industry finding that it has outgrown its present quarters, or one seeking a new home base, is looking first of all for a location with the right environment for its profitable operation," says Lloyd N. Brannan, supervisor of Gulf States' Area Development Department.

Mr. Brannan goes on to point out that the community that provides this good business climate—where an industry can grow and prosper among friendly neighbors in a congenial atmosphere—is the community that will hold its present industries and attract new ones.

"Many industries and businesses in this portion of the country are organizing

their forces to meet industry's needs effectively," Mr. Brannan explains. "They are developing comprehensive industry programs to work with local companies and let them know they are appreciated."

And they are prepared to welcome new concerns with 100 per cent plant financing and other practical aids.

The basic objectives of Gulf States' Area Development Department are twofold:

★ Create, develop and maintain a high degree of economic prosperity throughout the area served by Gulf States Utilities Company.

★ Encourage communities in Southeast Texas and South central Louisiana to actively participate in programs of orderly growth and development through organized and planned efforts, thereby, furthering the economic development of their respective areas.

Those, in turn, break down into three responsibility areas: industry development, community program and area development itself.

Gulf States' industry development amounts to the constant promotion of the locations, development and expansion of productive and distributive industrial facilities in a community or area.

The firm's community program boils down to continuous efforts to assure orderly, balanced and compatible growth of the physical, social, cultural and economic elements of a community or area.

GSU's area development work is the coordination of efforts to develop communities and areas to their fullest economic potential in accordance with an orderly plan of action embracing both industrial development

(Continued on Page 4)



Brannan



THE gifts Gulf Staters made last fall to their communities' United Campaign is working many wonders for many people right now and will continue to do so all year.

Wonders such as the first step taken

by a little girl last month at the Cerebral Palsy Center, or the help given a stranded family at the Volunteers of America or the Salvation Army, or the joy a young boy found in completing a productive task at an association for retarded children.

These and many other wonders are occurring everyday because you gave last fall to your United Campaign.



CHANGE OF COMMAND. Herschel Mathews, supervisor of advertising production, Beaumont, and incoming president of the Beaumont Advertising Club, huddles with other new officers for 1964-65. Mr. Mathews succeeded Robert Lee as head of the Sabine area organization. Flanking Mathews are Mike Isenberg of Goodwin, Dannenbaum, Littman and Wingfield Advertising Agency, left, vice president, and Ben Woodhead of Woodhead and Reidy Advertising Agency, permanent secretary-treasurer.

'Power of Purse' Used by Congress

THE authoritative Congressional Quarterly reports: "Congress used the 'power of the purse' this past session to curb alleged 'empire-building' tendencies on the part of two power agencies, the Rural Electrification Administration and the Federal Power Commission.

"Furthermore, both agencies are on notice that unless they heed 1963 congressional warnings they are going to have further troubles on Capitol Hill this year."

The details of the matters which have thus irritated Congress are complex. The principle is not. There is no doubt that congressional sentiment and public sentiment against the tax-paid progress of the socialized power movement has been growing, and at an accelerating rate. This is particularly true, as Congressional Quarterly also points out, about the REA lending policy. Some of these loans, it says, according to competent witnesses, "... would result in higher-cost power than if the co-ops had continued to buy their power from utilities." Also, it can be added, loans have been made for purposes—such as a ski lift—which have no conceivable connection with rural electrification.

Basically, the story is a simple one. Rural America is about 98 per cent electrified. The REA is a big and going concern whose job has been practically completed. But, like all bureaucracies, it is never satisfied. So it is branching out into areas of service which were never considered when it was created. And it is doing this with tax advantages denied private enterprise—and with public money which it loans at about half the going rate of interest.

The 'power of the purse' that Congress has so far used to curb the federal power agencies deserves all commendation. But, as yet, it hasn't been used to nearly the needed extent.

—from *The Orange Leader*
Monday, July 20, 1964

gulf staters in the news

C. W. Choate, local superintendent at Anahuac, has been appointed to a one-year term as official representative of the East Texas Chamber of Commerce for the Anahuac area, according to Robert P. Green, M.D., East Texas Chamber of Commerce president. "As our community representative, I feel that Mr. Choate is exceptionally well qualified to fill this post," Dr. Green said in the July 9 announcement.

D. O. Gipson, control operations foreman, Roy S. Nelson Station, is the editor of *The Industrial Courier*, the monthly publication of the Industrial Management Club of Lake Charles.

Joe DeJean, system residential sales promotion supervisor, Beaumont, was the keynote speaker at the annual



ACCEPTS AWARD. C. W. Watler, right, operations supervisor, Roy S. Nelson Station, accepts the coveted "E" award of Excellence awarded the Lake Charles Industrial Management Club from C. L. Ploegsma, center, executive secretary. At the left is George West, Lake Charles Water Co. He is a former Gulf Stater from the days when our Company owned the water plant. The Industrial Management Club is an organization of management people in the Lake Charles area. It is sponsored by the YMCA.



NEW HOME SERVICE ADVISOR. Artie Blair has joined our Navasota Sales Department as a home service advisor. Miss Blair is a native of Huntsville, Texas, and is the daughter of Mr. and Mrs. A. L. Blair of Huntsville. She is a graduate of Sam Houston State Teachers College with a BS degree in home economics. She replaces Bennie DeLaune who left last month to become Mrs. Billy Simmons of Shreveport, Louisiana.

Stedman Company's salesman of the year dinner. He spoke on "Exploding Eight Myths About Salesmanship."

John Phares, engineering assistant, Port Arthur Engineering, was named "Jaycee of the Month" for June by the Port Arthur Junior Chamber of Commerce for his "outstanding work" during the Jaycees' Junior Golf Tournament.

John R. Bordelon, residential sales representative, Jennings, has been elected secretary of the Jennings Lions Club.

Charles M. Heichelheim, lineman, Jennings, was initiated into the Order of Arrows of the Boy Scouts of America on July 19. He was chosen by his committeemen for this honor after spending 20 days and nights camping with his troop. He has 44 boys in his troop. He has worked with the Scouts for the last four years, starting out with the Weablow Den.

Mr. Heichelheim is also the program chairman of the Promenading Eights, a local square dance club.

In Our Library

The following is a list of new books recently received that can be found in the Company library now located in room 1067, General Office Building, Beaumont, in the new Records Department offices. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by any employee. You are urged to make use of this facility.

Standard Handbook for Secretaries, written by Lois Hutchinson, to be used as a reference book for secretaries and business executives.

Reference Manual for Stenographers and Typists by Ruth E. Gravin and E. Lillian Hutchinson, designed for quick references by persons engaged in office work as well as for students.

Steel and Inflation / Fact vs. Fiction, published by the U. S. Steel Corporation.

Prehistoric Crete, written by R. W. Hutchinson as a supplement to Pendlebury's "Archaeology of Crete" which dealt more in detail with Minoan and Hellenic Art in Crete. This supplement tries to summarize the result of a later research in Cretan pre-history.

Face of North America, written by Peter Farv to give the amateur naturalist or traveler a solid understanding of the continent's long history and its diverse land and water forms.

The Two Cultures: and a Second Look, written by C. P. Snow to show the gulf that exists between scientist and non-scientist and how fatal the lack of communication between these two groups could be.

Growth trends in the Electric Utility Industry, published by Merrill Analysis.

Special Reports on Major Business Problems, published by Business Week.

Inventing the Future, written by Dennis Gabor, giving his views on how man can shape his natural environment through science. How man will shape the environment is the discussion.

The American Petroleum Industry—The Age of Illumination, by Harold F. Williamson and Arnold R. Daum written as a study of the kerosene illumination and beginning of the gasoline age.

The American Petroleum Industry—Age of Energy, Volume II, written by Harold F. Williamson, Ralph L. Andreono, Arnold R. Daum, Gilbert C. Klose, as a discussion of the change from being a producer of illumination to a major supplier of energy.

REFERENCE BOOKS

Handbook of Private Schools—45th Edition 1964

Junior Colleges and Specialized Schools and Colleges—3rd Edition 1964

Annual Statistical Report—Rural Electrification Borrowers 1962

Economic Report of the President, January 1964

Information Please Almanac, Atlas and Yearbook 1964

Annual Report of the Tennessee Valley Authority 1963



"I'M NO DUMMY." Relaxing with one of her favorite publications is Mrs. G. E. Faire, one of 32 audio-animatronic "stars" in the General Electric show at the New York World's Fair. Granny, as she is known to affectionate fans, is an electronic actress who helps tell millions of G-E guests about the joys of all-electric living. She can perform up to 350 different motions, including mouth, eye, arm, hand and chest movements. Asked about the World's Fair, Granny is prone to say, "It's electrifying! Don't miss it."

Let's Read Our Mail

FROM WOODVILLE:

Dear Mr. Morrison:

As one of the participants of the recent Nuclear Science Symposium, I would like to take this opportunity to express my sincere gratitude to you at Gulf States. From the first packet of booklets we received in the mail before the Symposium to the recently received photographs and information, it has been clear that you people are really interested in the welfare of the students of the area. This was my first time to attend a Symposium and I can assure you that I really enjoyed

the days at Austin. I was constantly amazed, while there, at the amount of attention which all of the participants were given. It seems as if the sponsors were willing to pay any cost to establish a free atmosphere so necessary for learning and thinking.

Such events as this Symposium make me proud to be a Texan and even more importantly, I am proud of the progress of my country in its never-ending drive to improve upon humanity. I am glad to be a member of this drive to the worthy goal of advancement and I thank you for allowing me the opportunity to learn and observe.

Sincerely yours,
Charles F. Blanks, Jr.

(Kirby High School)

Ken Haynie Chosen EHV Art Winner

KEN HAYNIE, a turbine engineer at Neches Generating Station, has been chosen a winner in a national art contest, according to an announcement by the sponsors in Milwaukee.

Mr. Haynie, who received his BS degree in commercial art from Lamar Tech last May, won in the Dallas region of the competition that features oil paintings of equipment dealing with the transmission of extra high voltage.

Allis-Chalmers, a supplier of electrical equipment for utilities, is sponsoring the contest. Judging was done in five regions and those winning entries are now headed for the Layton School of Art in Milwaukee. The sponsoring firm will pay \$3,000 for paintings selected by its "purchase awards jury" in August.

Other regional centers were San Francisco, New York, Atlanta and Milwaukee. Following the final national judging, all winning regional paintings will be sent on a two-year tour of art centers throughout the country.



WINS IN CONTEST. "Neches Span," a painting by W. Ken Haynie, Jr., has been adjudged one of the best in the Southwest region in the Allis-Chalmers "Art of Extra High Voltage" art competition. The water color will be sent to Milwaukee for final judging in August. Shown with the painting are J. L. Pratt (left), Allis-Chalmers commercial vice president, and Jerry Bywaters, professor of art at Southern Methodist University.

Weaver Promoted To R-O-Wman

FRANK H. WEAVER of Beaumont has been promoted to right-of-way man in System Engineering Department. The promotion was effective July 16.

Mr. Weaver, a native of Port Arthur, joined our Company in 1959 as an engineering helper in Survey. He was promoted to an engineering assistant in the Right-of-Way Section in 1960, the position he held until his recent promotion.

Mr. Weaver graduated from Thomas Jefferson High School in Port Arthur in 1954. After a three-year tour with the U. S. Army, he returned to Beaumont and enrolled at Lamar Tech.

He is married to the former Shirley Johnson of Vidor and they attend the First Presbyterian Church in Vidor. Mrs. Weaver is employed in Customer Accounts in Beaumont.



Can You Beat This!

AN elderly lady came into the Nederland-Port Neches Office and told Mattie Gray, local office clerk, that she wanted to pay her light bill but did not have her bill with her. When Mattie asked her what her name was, the lady told her, but did not speak very plain so Mattie asked her how she spelled her name, the lady answered: "Well, you ought to know, you know how to read and write. I don't!"

—Submitted by Elizabeth Whatley
Mid-County Reporter

(Do you have any stories about amusing or unusual incidents about Company operations or customer relations? If so, how about sending them in to PLAIN TALKS?)



NEW LAFAYETTE HOME SERVICE ADVISOR. Charlotte Ann Egle has joined the Lafayettes Sales Department as a home service advisor. Miss Egle is a native of Golden Meadow, Louisiana, and was graduated from the University of Southwestern Louisiana with a degree in home economics education. She is the daughter of Mr. and Mrs. John A. Egle of Golden Meadow. At USL she was a member of the Home Economics Club, Newman Club, Aggie Club and Alpha Sigma Alpha social sorority.

August, 1964

Daffynitions

SUCCESSFUL MAN: One who earns more than his wife spends.

CALORY: Weigh of life.

TOTALITARIAN STATE: Where everything is forbidden that is not compulsory.

OLD TIMER: One who can remember the days when he bought some-

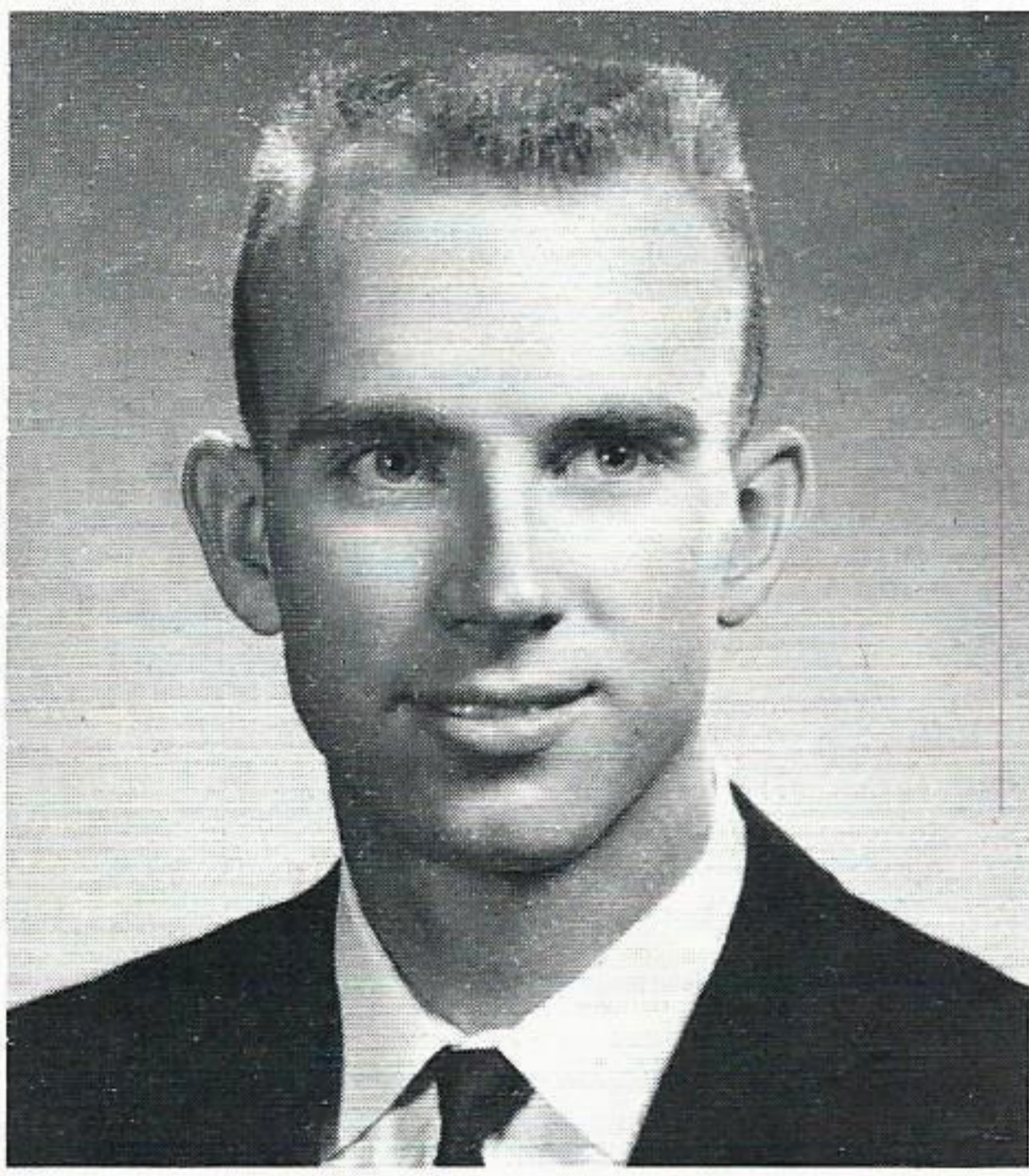
thing and the salesman didn't say "plus taxes."

ENGLISH: A second language for jive addicts.

TOASTMASTER: An after-dinner annoyance no medicine can cure.

HORSEFLY: Early victim of automation.

CONFERENCE: A meeting at which people talk about things they should be doing.



Don Dean

New Engineer Joins Company

DON R. DEAN, a spring graduate of Texas A&M University, has been employed as an engineer by our Company and assigned to the Beaumont T&D.

Mr. Dean was graduated from Texas A&M with an electrical engineering degree.

A native of Kilgore, he moved to Beaumont at an early age with his family and graduated from French High School in 1960.

He is married to the former Paula Cannon of Beaumont and they attend St. Andrew's Presbyterian Church.



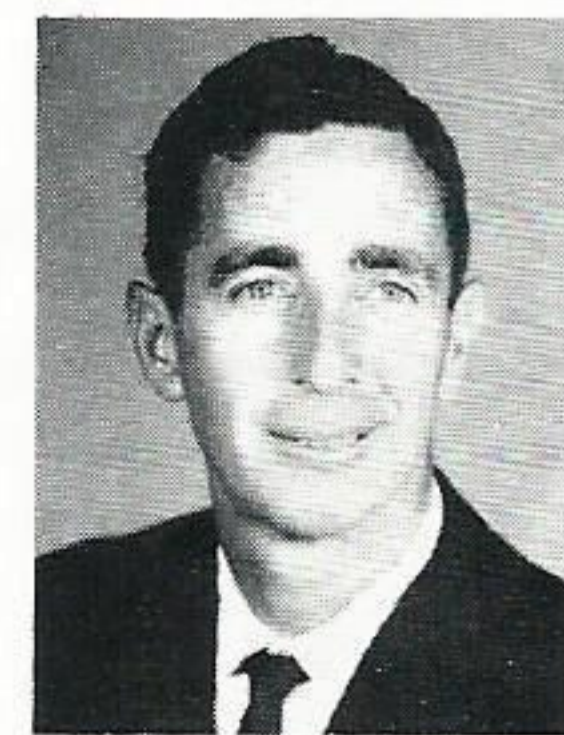
GSU-SPONSORED YOUTH MAKES REPORT. Kim Harris of Beaumont High School, one of 38 high school science students and teachers our Company sponsored to the fourth annual Texas Nuclear Science Symposium in Austin, is shown making a first-hand report on his trip before the Beaumont Downtown Optimist Club July 20. Kim and another Beaumont High participant, Anna Gordon Taylor, presented a 20-minute program. They were introduced by their Beaumont High science teacher, Mrs. Harold E. Mortimer, who was also sponsored to the symposium by our Company.

SERVICE AWARDS

TWENTY YEARS



SUMMER WORKSHOP FOR TEACHERS, STUDENTS. During June Baton Rouge home service advisors Mildred Tribble, Rhae Gary and Harriet Babin, in background, standing left to right, conducted six three-hour workshop sessions for Baton Rouge area home economics teachers and students. Programs covered kitchen and laundry planning, and included small appliance and range demonstrations and discussion of lighting techniques and applications.



J. R. Braud
Distribution
Baton Rouge



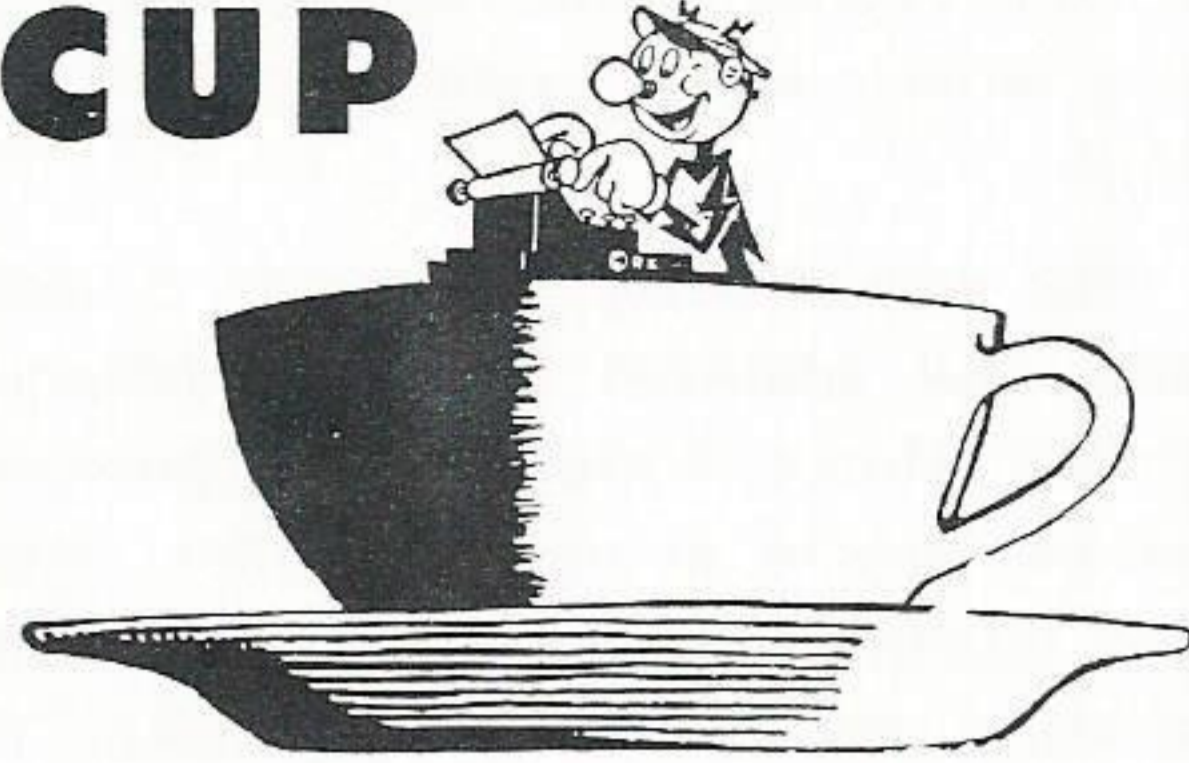
MISS LAKE CHARLES PLANT. Sue Jacobsen, the daughter of C. W. Water, operations supervisor, Roy S. Nelson Station, has been selected as "Miss Lake Charles Plant of 1964" to represent the Lake Charles Pittsburgh Plate plant in the company-wide competition for "Miss Pittsburgh Plate of 1964". Sue is a graduate of LaGrange High School and McNeese State College, where she was a member of Alpha Delta Pi sorority and is a lifetime member of Rainbow Girls. She is married to O. Scott Jacobsen of Sulphur, Louisiana. She is a clerk-typist at the Lake Charles Plant.



CUT WEDDING CAKE. Don LaRocco, second fireman at Roy S. Nelson Station, and Margaret Ann Corder of Clinton, Tenn., were married May 8 in Lake Charles at the home of Kenneth Ferrell by Rev. A. D. Becton, pastor of First Baptist Church of Westlake. They spent their honeymoon vacationing in Tennessee and Kentucky. They visited the Smoky Mountains, Knoxville, Louisville, the Lincoln Memorial at Hodgenville, Lincoln's birthplace and the "My Old Kentucky Home" mansion at Bardstown.

August, 1964

over the **COFFEE CUP**



LEO CASTETE, truck driver, Lake Charles Line, is back to work after a hospital stay in Lake Charles, as well as extensive tests in New Orleans. He reports that he is glad they were unable to find any trouble.

G. P. Handley, Line Department utilityman, went on vacation the first part of the month. He spent some time in Texas and the rest loafing around home.

Pat Moore, Line Department employee, took his vacation and spent it on the river banks. His brother has returned from the Navy and they made like a couple of fishermen. They came back with more fish "tales" than fish.

Jim Doucett enjoyed a leisurely vacation around home. He did some fishing—but not enough to disrupt his rest.

—By Edith Patterson

MR. AND MRS. **GEORGE TRAHAN** and children visited relatives and friends on their vacation to Biloxi, Mississippi. His brother and family, who just returned from Germany, spent some time with them. He's employed in the Lake Charles Substation.

Mr. and Mrs. Charles Reifsnider and children spent their vacation in Baltimore, Maryland. They reported having a nice time and enjoyed the reunion with his parents, brothers and sisters.

David Lewis returned to work last

month after spending two weeks attending Army Reserve Camp at Fort Sill, Oklahoma.

—By Jo Ann Burnett

ROBERT ALESHIRE and family spent two weeks touring Grand Canyon, Yellowstone Park and the Black Hills of South Dakota.

John and Gloria Hebert recently vacationed in New Orleans and also did some fishing. John is a shop and field tester and Gloria is in the Lake Charles Credit Department.

—By Hubert J. Wiggins

MR. AND MRS. **R. J. HEINEN** recently visited their daughter and family in Middletown, New Jersey. They went on sightseeing tours with their grandchildren and reported having a nice time. Dick is shop foreman of the Lake Charles Transformer Shop.

Mr. and Mrs. Nathan Demarest and family are enjoying their new home in Sweet Lake. **Mr. and Mrs. Edward Duhon** recently moved into their new home in Dickerson Sub-Division. They live at 1501 Cathy, Lake Charles. Nathan and Eddie are substitution mechanics.

Mr. and Mrs. D. A. (Dusty) Spell visited friends in Port Arthur on their vacation. Mr. Spell is foreman of the Lake Charles Garage. He also went fishing at Henderson, La.

JOHN PREJEAN, his wife and two daughters spent three weeks seeing the sights from Miami, Florida, to Shelby, North Carolina, and visiting "kinfolk" along the way. Johnnie is stores supervisor in Lake Charles.

Theodore "Yo" Matte spent his vacation just lounging around.

LeRoy Courville, is sporting a new beige Buick "Special" and is enjoying the air conditioning feature these warm days.

Another Storeroom employee, **Felix Etienne**, has returned from a nice two week's rest.

Clifton Etienne spent his time painting his mother's house and trying to keep cool.

We all hope **George Hill**, a recent victim of an auto accident, has a com-



Marie Evelyn Gary

fortable and speedy recovery. Tyrelle, George's wife, is a stenographer in the Lake Charles Safety-Claims Department.

—By Bobbie Moon

LAFAYETTE

MARIE EVELYN GARY, daughter of Mr. and Mrs. Charles Gary of Breaux Bridge, La., was named co-valedictorian of the 1964 graduating class of Breaux Bridge High School. During high school she was active in



VISIT TO MEXICO. Bobby, Pam, Naomi and Mark Kingham are seated in front of a royal coach in Chapultepec Castle in Mexico City. This castle was the home of Maximillian and Carlotta in 1866. It was begun in 1783 and completed in 1840. Mr. Kingham is an equipment operator at Nelson Station.

school activities serving as president of the Dramatics Club, treasurer of the Beta Club for two years, secretary of the French Club, reporter for the pep squad, and secretary of the 4-H Club.

She was also on the student council and was admitted into the National French Honor Society. She represented her school at district rallies, placing fourth and fifth in English composition, and merited second place in senior math in state rally competition. She attended Pelican Girls' State and won the Voice of Democracy contest in her school.

Besides schoolwork she is active in Senior Girl Scouting and was patrol leader for the National Round-Up in Vermont. For her achievements Marie has merited two scholarships to Northwestern State College where she will enroll for the fall semester.

Mr. Gary is the supervisor of sales for the Lafayette District.

—By Cynthia DuBois

NELSON STATION

VACATION time around Nelson Station finds **Milton Pharr** and **Louis E. Stough** fishing and trying out Stough's new Boston Whaler boat in Grande Isle, La. They are catching an assortment of fish including speckled trout, sand trout, groupers, snappers, blue fish and large sharks. They met other Gulf Staters while in Grand Isle. They were **S. L. Adams**, **Cedric Blackwell** and **Reeves Garrison**.

Cedric Watler and family enjoyed an extensive vacation through the North Eastern part of the U. S. and on into Niagara Falls, Canada. Cedric represented the Industrial Management Club at a conference in Pittsburgh, Pa. From Pittsburgh they journeyed on to see Niagara Falls and Ft. George. The highlight on the trip was New York and they spent five days and took in the World's Fair.

Gettysburg was a point of interest en route to Washington, D. C. where they spent four days seeing the capitol

city and the many things it has to offer. The trip home included such stops as Williamsburg, Jamestown, and Yorktown.

Mr. and Mrs. George Brill spent several days enjoying Texas attractions. They toured San Antonio, Austin, the Aquarena in San Marcos and Six Flags. On a previous trip the Brills visited Bellingrath Gardens of Mobile, Ala. and Ft. Carnie at Dauphin Island. From there they went to Pensacola, Fort Walton Beach and DeFuniak Springs, Florida.

Dora and Cliff Johnson spent a long week-end on a short trip to San Antonio, Texas, with relatives, Mr. and Mrs. Joe Johnson and Kenward and Carl Johnson of Carlyss. They toured the Alamo, Breckenridge Park, various museums, and other points of interest. Returning home they stopped in San Marcos where they took in the Aquarena.

Mark Kingham and family enjoyed a lovely vacation motoring through Mexico. They stayed about a day in each town such as Mexico City, Guanaajuato, Alcapulco, Monterrey and others of special interest to see the sights. Only to mention a few of the sights on the 3,600 mile tour were ancient cathedrals, pyramids, a castle, tropical jungles, many beautiful mountains and canyons, and lots of cactus. They also enjoyed an excursion boat ride on the Bay of Acapulco. The Kinghams were accompanied by Rev. and Mrs. Plotts, parents of Mrs. Kingham.

—By Dora Ann Johnson

JENNINGS

HARRY JEANISE and family spent their vacation recently visiting friends and relatives in Elton, La. Harry's brother and family were spending their vacation in Elton after returning from Germany where he was stationed with the U. S. Armed Forces for the last three years. Harry is a Jennings district serviceman.

Mr. and Mrs. L. J. Biessenberger and children camped out on their houseboat

"Sum-Yout" cruising the upper Bayou Nezpique. Of course, **Paula Joe** and **Mary Beth** would not go without "Caesar" their dog. Biessie built the "Sum-Yout" in 1960 and has had many good times with his family and friends camping out. Biessie is the Jennings district dispatcher.

Mr. and Mrs. Ray Morris traveled to Fayetteville, N. C. to visit their son, Ray, Jr., stationed there in the Army. From there they toured Washington, D. C. and other points of interest on their way to Lockport, N. Y., where they visited with Ray's relatives. Ray is an appliance repairman in the Jennings District.

Mr. and Mrs. John Bordelon and children spent an enjoyable week in Houston, Texas, visiting the zoo and other places of interest. They then motored to Navasota to visit with the **Jim Richardsons** on their way home. John is a residential salesman.

Mr. and Mrs. Don McCoy and family motored to Baton Rouge, New Orleans and Mississippi. While in Mississippi, they visited with the **Ronnie Goodreauxs**. Mrs. Goodreaux, Corita, is a former Gulf Stater.

Mr. and Mrs. Lem Gravelle and son, **Kent**, vacationed in the Sunshine State. They stayed in Miami and toured West Palm Beach, Ocala and Silver Springs. On the way home they visited Tallahassee.

—By *Mary Gauthier*



REGINA SHARPE visited Merry Old England during her vacation this June and July. She and husband **Leslie**, a native of Liverpool, toured the New York World's Fair, and Dublin, Ireland, as well as England. Greatest disappointment was traveling 5,000 miles and missing the Beatles.

Welcome Aboard! New residents of the Third Floor are **Helene Hartel**, **E. V. Folsom, Jr.**, and **Hal Tierney**. They are members of the Audit, Budget and Regulatory Reporting Department.

August, 1964

More and better news concerning them will be forthcoming—we hope!

Clayton and Gale Arnold have a glistening new home at 975 Iris Lane, Westgate Addition. The welcome mat is out so drop by for some coffee and chit-chat. Iris Lane is a real GSU Street—**Luther Risher** and **John Scott** reside there also.

—By *Ward C. McCurtain*



LILLIAN HANSEN, departmental clerk, really had a nice vacation this year. She visited relatives in Natchez, Mississippi, Jackson and Lake Charles, Louisiana, and in Houston, Texas. A good deal of her time was spent buying out dress shops and shoe stores, but she says the highlight of her vacation was getting to see the Colts edge by the Giants in an exciting three-hour game.

Well, summer is here, and once again Engineering Department employee, **Elvie Cowart**, has played the part of a modern-day pioneer. He and his family hooked up their trailer and rambled toward the Smokies, visiting various places of interest along the way. "The days were so pleasant, and at night we slept under a blanket,"

says **Elvie**. After a week of leisurely living, the Cowarts ambled home.

Engineering Department employee, **Marvin Day**, spent two weeks of his vacation resting, in preparation for his big third week. Marvin is assistant scout master of Troop #163. He and his scouts spent the third week of his vacation at the Avondale Scout Reservation in Clinton, Louisiana. Marvin said, "I really enjoyed it, but I surely am glad I was able to rest up beforehand."

Albert Weimer, Meter Shop employee, and his family vacationed in the west this year. They went to Six Flags Over Texas and stayed in the world's largest tourist court in Dallas. "It has 500 rooms and two swimming pools," says **Albert**. From there, they went to New Mexico where they went down into the crater of an extinct volcano. The Weimers then traveled on into Colorado and saw the Royal Gorge, visited the Air Force Academy, and Pike's Peak. While at Pike's Peak, they went to the North Pole and saw Santa's Workshop. There, they bought some beautiful blown-glass Christmas tree decorations. Then, with a car bulging with souvenirs and happy thoughts, they journeyed home.

Get-well wishes go out to **Fabian L. Roberts**, serviceman, who underwent a recent operation.

—By *Fred McGrew*



PETE'S GOODBY. Virginia Guy fastens charm bracelet on the arm of Shirley "Pete" Roddy, seated, as a group from the Baton Rouge Division office looks on. Pete was given the charm bracelet as a going away gift on July 2. After nearly three years in Baton Rouge, Pete has taken a transfer back home to Lake Charles where she is working in Credit and Collections.

LOUISIANA STATION

MR. AND MRS. R. H. LAWTON spent their vacation in Pensacola, Florida, where they attended their annual family reunion.

John B. Wiggins and family spent their two weeks vacation in the Smoky Mountains. On their way they visited Lookout Mountain in Chattanooga, Tennessee.

—By Joyce Rachal



Mr. and Mrs. John Trouille, Lake Charles, on the birth of their son, **Allen Paul**, July 21. The father, Al, a lineman first class in the Lake Charles T&D, took his vacation to babysit.

Mr. and Mrs. Lawrence L. Vaughan, Jr., welcome their first child, **Mary Allison**, born on July 7 at the Baton Rouge General Hospital. "Larry" is a storeroom assistant at the Government Street Storeroom.

Mr. and Mrs. L. J. Bodeman on the birth of their daughter, **Theresa Lynn**, July 18. Mr. Bodeman is system industrial engineer in Industrial and Commercial Sales, Beaumont.

Mr. and Mrs. Sam H. Chamberlain, Westlake, on the birth of their first child, a daughter, **Sheila Ann**, July 7, in Memorial Hospital, Lake Charles. The Chamberlains have also moved into a new brick home at 2306 Jones Street, Westlake. Mr. Chamberlain is employed at Roy S. Nelson Station.

Men who are unhappy, like men who sleep badly, are always proud of the fact.

Bertrand Russell



COOKING SCHOOL AT PORT NECHES. Dorothy Rea, home service advisor, Port Arthur, is shown conducting one of the series of cooking demonstrations for Nederland and Port Neches Camp Fire Girls during July. Held at the Port Neches office, the classes attracted near-capacity audiences July 7-9 and 14-16. The young "housewives of tomorrow" participated in the schools by cooking some dishes themselves.



ATTEND COOKING SCHOOL. These three Beaumont Camp Fire Girls were part of the group that attended a cooking school recently in the kitchen auditorium of the General Offices in Beaumont. They are Jo Frances Marino, Patricia Tanner and Joni Kay Brewer. Assisting them in stuffing prunes with cream cheese is Mrs. Grace Brooks, home service advisor, who conducted the school.

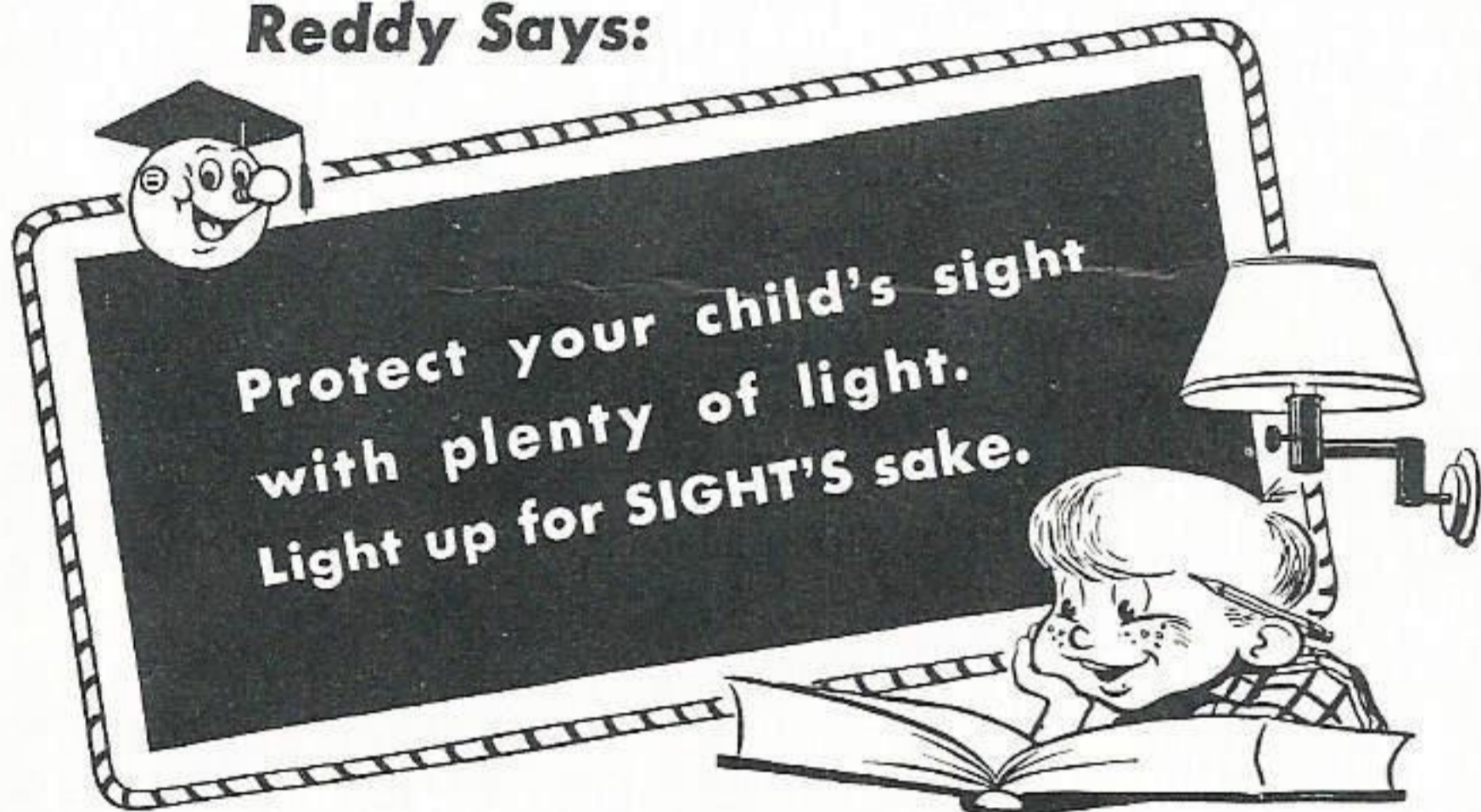
Better light ... Better Sight

IF the light is right . . . the mind stays bright!

In a few more weeks our boys and girls will be back in school. In order to help them get the most out of their studies, Reddy reminds parents that proper lighting can aid concentration and prevent eyestrain, during long periods of reading and writing.

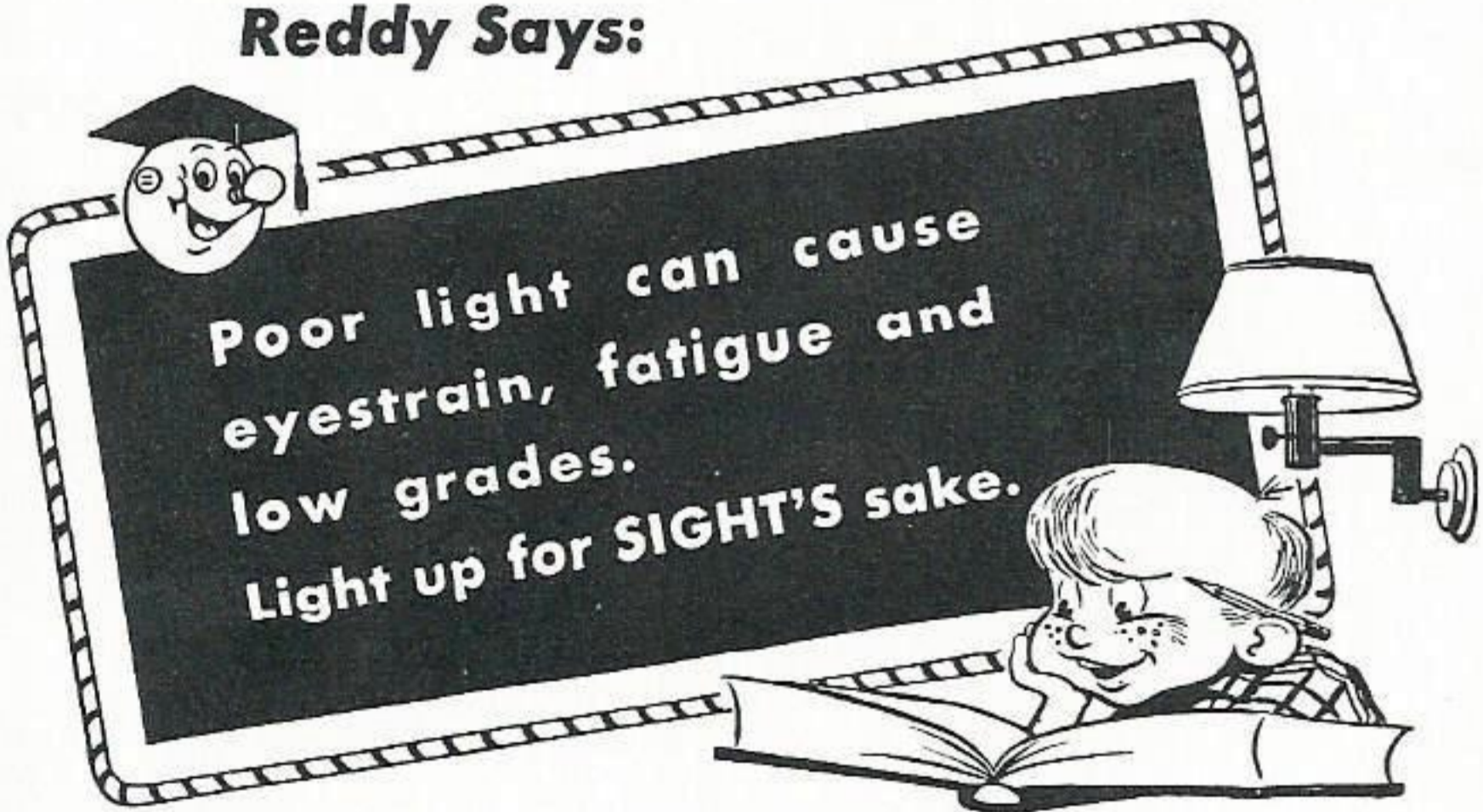
Reddy also reminds customers that already some 100,000 area homemakers have found that flameless electric cooking is cleaner and invites all other homemakers to join in finding out why flameless cooking is one of the joys of total electric living.

Reddy Says:



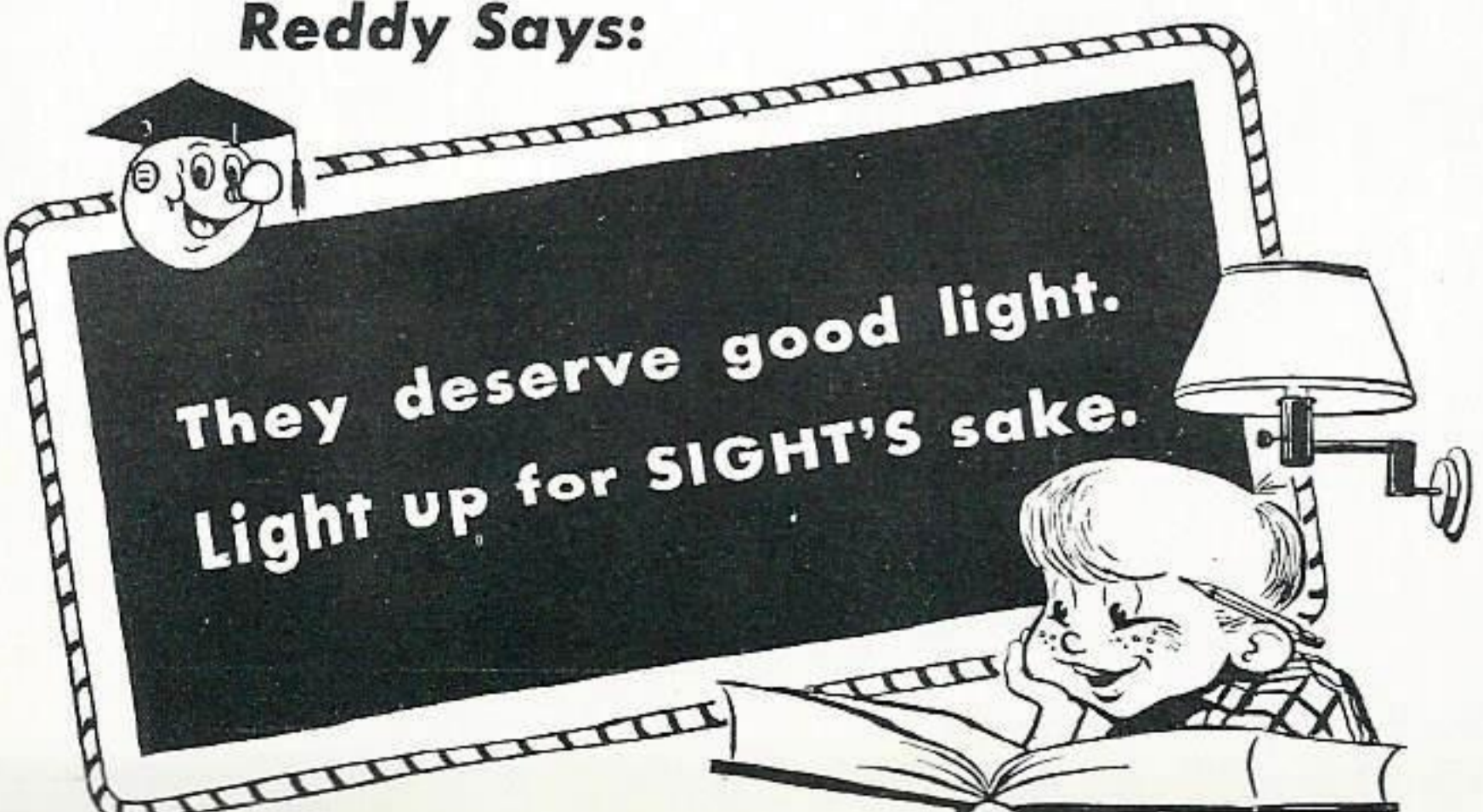
EYESIGHT IS PRICELESS—GOOD LIGHT IS CHEAP!

Reddy Says:



EYESIGHT IS PRICELESS—GOOD LIGHT IS CHEAP!

Reddy Says:



EYESIGHT IS PRICELESS—GOOD LIGHT IS CHEAP!

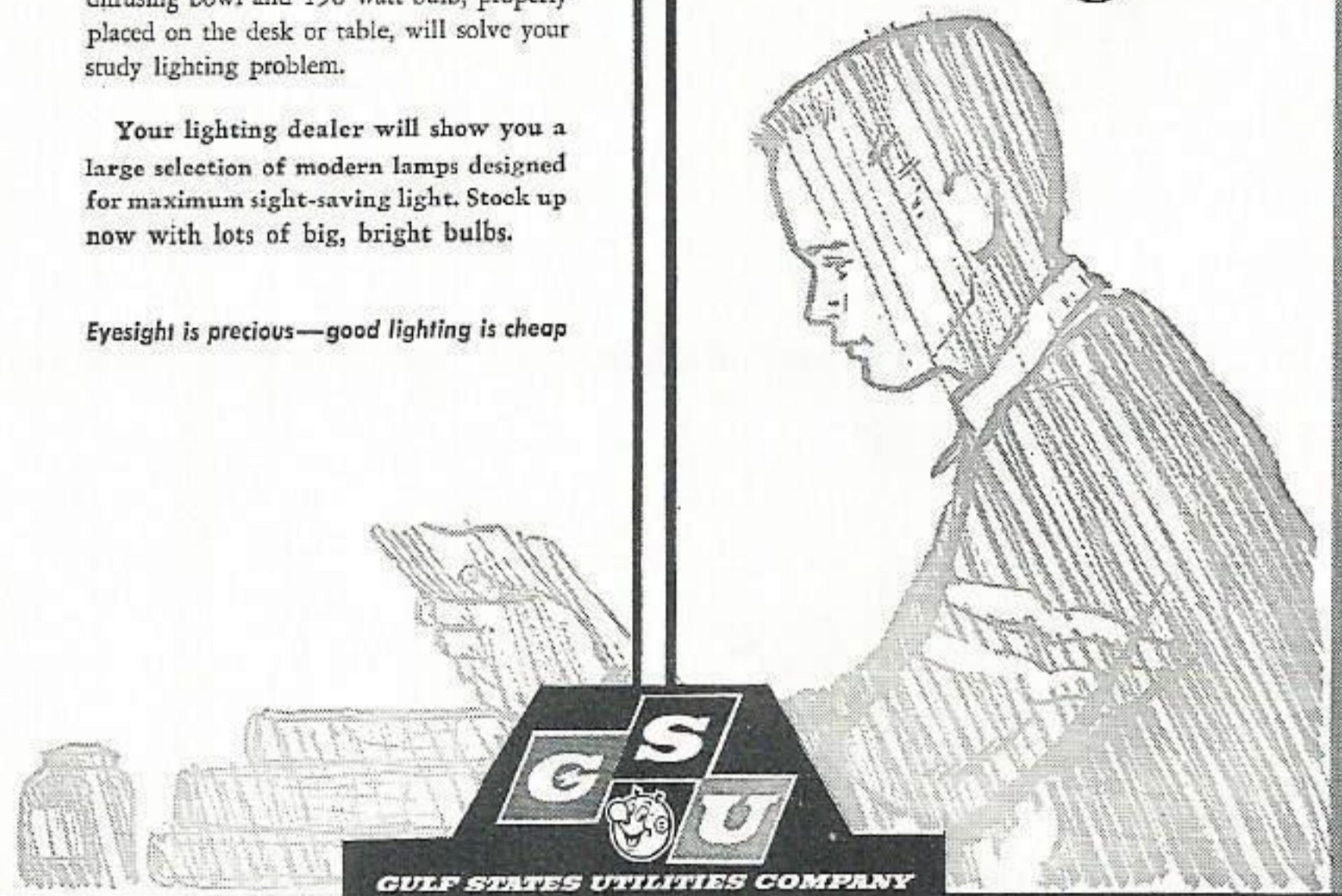
If the light is right...

...the mind stays bright!

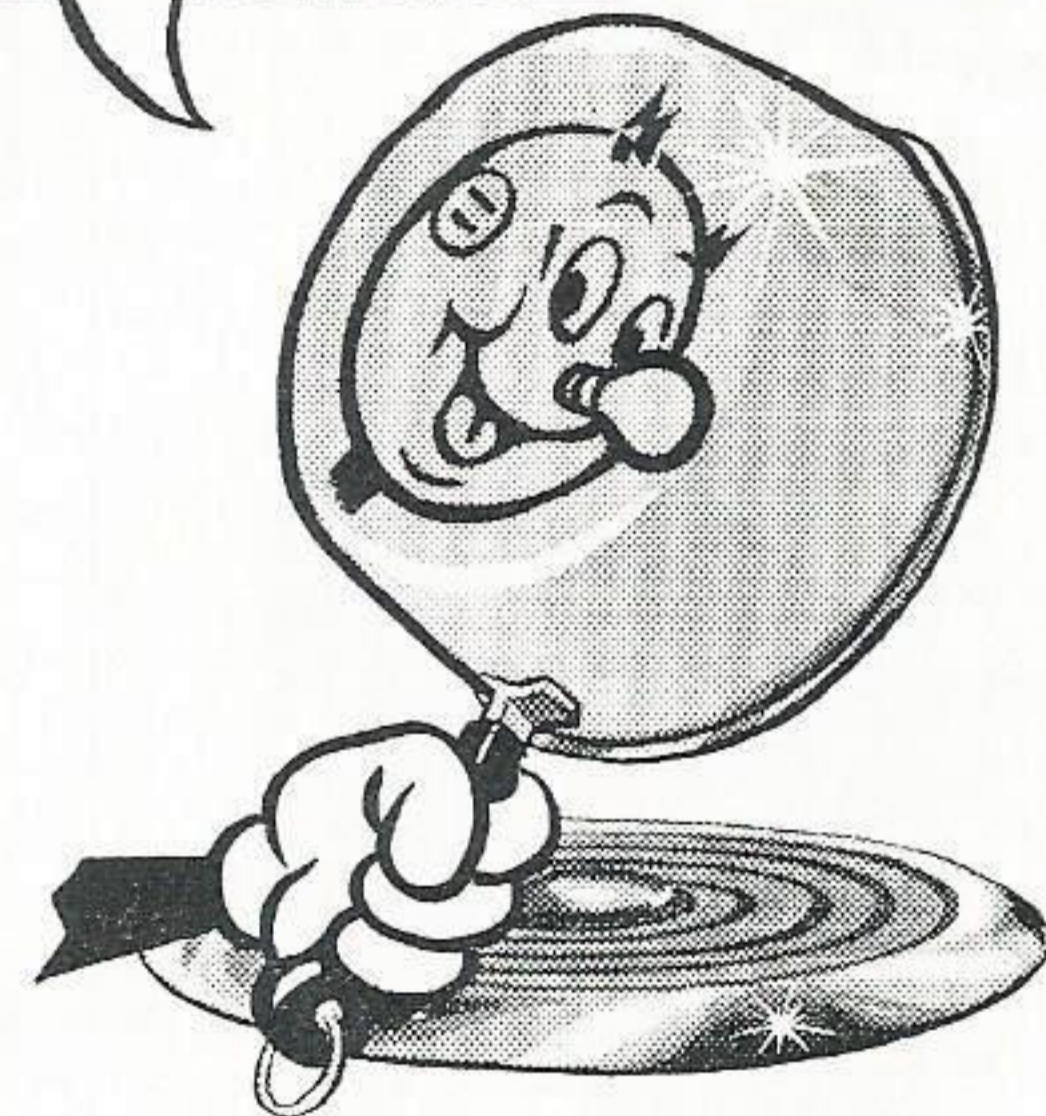
Proper study lighting aids concentration, prevents eyestrain, during long periods of reading and writing. A study lamp with a diffusing bowl and 150 watt bulb, properly placed on the desk or table, will solve your study lighting problem.

Your lighting dealer will show you a large selection of modern lamps designed for maximum sight-saving light. Stock up now with lots of big, bright bulbs.

Eyesight is precious—good lighting is cheap



Noticeably Cleaner



That's the Flameless Electric Range

And that may be why more than 100,000 Gulf States area homemakers prefer Flameless Electric Cooking. Because electric cooking is cleaner. Or perhaps they prefer it for its coolness or quickness, or the fact that it's much more modern. Why not join them? Find out why flameless cooking is one of the joys of total electric living.

Your appliance dealer has the flameless electric range that fits your kitchen, your budget and your cooking needs.

Gulf States will pay \$20 toward the wiring of your new electric range, where needed.



GULF STATES UTILITIES COMPANY

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11

This ad appeared August 11 saluting a Beaumont neighbor, The Beaumont Journal, on its 75th anniversary.



With roots nourished by many favorable factors few other areas enjoy, now is only the beginning of growth for Southeast Texas. The Beaumont Journal, founded 75 years ago, will continue to provide important leadership in the future as in the past. You can count on us, as always, to be ready with an abundance of low-cost electric power also essential to growth and continuing prosperity.

GULF STATES UTILITIES COMPANY



HELPING THE AREA GROW IS PART OF OUR JOB