

GULF STATES UTILITIES COMPANY

DECEMBER, 1964

*Plain
Talker*



SEASONS GREETINGS

Court Blocks REA Loan To Louisiana Cooperatives

IN a significant decision last month, a Federal district court in Louisiana enjoined the Rural Electrification Administration in Washington from granting a \$56,521,000 loan to Louisiana Electric Cooperatives, Inc.

The loan would have been used by Louisiana Electric Cooperatives, Inc., an association of 12 of Louisiana's 13 rural electric cooperatives, to build a steam generating plant in the Baton Rouge area.

The action was brought by our Company, Central Louisiana Electric Company, Louisiana Power and Light, New Orleans Public Service, Inc., and Southwestern Electric Power Company.

The court concurred with the contention of the investor-owned companies that the proposed plant would bring about unfair competition.

The decision of the court stated: "Testimony indicates there has been a concerted effort on the part of the defendants, the super-cooperative and its member cooperatives to obliterate completely the wholesale electric power business of the plaintiffs."

Also named defendants in the case, besides the REA, were Norman M. Clapp, REA administrator, and Orville L. Freeman, secretary of agriculture.

In addition to the suit filed in the district court, the investor-owned electric companies also filed a complaint with the Louisiana Public Service Commission opposing the granting of loan to the Louisiana cooperatives. This complaint charges that the proposed generating and transmission facilities will result in higher priced and uneconomical electric power and is therefore contrary to the public interest and contrary to Louisiana law. The complaint to the Public Service Commission also claims that the proposed facilities of the "super" co-ops would duplicate existing facilities already dedicated to serving the electric cooperatives. It further argues that the Louisiana Electric Cooperatives, Inc., is attempting to take away customers without the approval of the Public Service Commission.

A third action taken by the companies was a telegram sent to the Comptroller General of the United States in Washington asking that the loan be nullified because of its unconstitutionality.

According to the co-op plan, the \$56.5 million G&T loan will be used for the construction of a generating plant in the Baton Rouge-Krotz Springs area and for building of more than 1,600 miles of transmission lines across Louisiana. Approximately \$1.5 million of the loan is slated for use in Arkansas.

OUR COVER

IN the spirit of things to come, John Beard, serviceman first class, Beaumont T&D, prepares to put the large lighted star on the top of the huge pine tree which is decorated each year at the Beaumont Service Center. The giant Christmas tree located on 11th Street is just one of the many and decorative ways that our Company and all Gulf States employees throughout our service area wish their friends and neighbors a most Merry Christmas and a Happy New Year.

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Member of Southeast Texas
Industrial Editors and Inter-
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**Thanks for a
wonderful year past
and best wishes for a
most joyous holiday season**

THE spirit of Christmas brightens the greatest day of the year and pervades the whole Holiday season, bringing warmth and fellowship, reunion with friends and relatives, and remembrance of others with kindness and generosity. More than at any other time, people put into practice the principles of charity, peace, and good will to men.

It is a time to take inventory of our own attitudes, and to renew qualities often forgotten or overlooked amid the pressures of our busy lives.

Let us here in Gulf States renew our efforts to understand others and their problems, and to work together in unity and in harmony.

On behalf of the Board of Directors and officers of our Company, to each member of the Gulf States family — my thanks for your individual contribution to the fine progress our Company has made this year. To retired employees, our warmest greetings. To all of you and your families, Best Wishes for a Joyous Christmas!



GLENN E. RICHARD
President

GSU Wives Speak Up On Safety Program



Mr. and Mrs. Jimmie Daigle

(This month the PLAIN TALKS staff interviewed 14 Gulf States wives from across our service area to find how they encourage their families to live safely. On these pages are the answers we received.)

VIOLA BRAUD, wife of VIRGIL BRAUD, repairman first class, Willow Glen Station, Baton Rouge.

"Safety has always been sort of a household word around our home because of the good training program carried on by Gulf States. As a former Gulf Stater myself, I took part in the program and I know the importance of safety as well as Virgil who is still a part of the program. Virgil is always building or repairing something around our new home and he uses this to teach the youngsters the merits of safety. As for myself, I know that the home—regardless of size—harbors many hazards and I feel that you can't be too careful."

PATSY BRITNELL, wife of CLAUDE BRITNELL, lineman first class, Port Arthur T&D.

"We try to teach and encourage safety every chance we get around the home and yard. With four boys, bicycles and tricycles really get a workout around here and we are constantly teaching our boys the safe way and place to ride. I feel that if they're big enough to ride in the street, they're big enough to learn how to do it safely. Potential dangers lurk in many places around the home, such as careless practices around the medicine cabinet,

matches and firearms. Claude likes to hunt and he often takes one or both of our oldest boys with him. He uses these trips to teach them gun safety as well as marksmanship."

BEVERLY LUSK, wife of J. C. LUSK, lineman first class, Beaumont T&D.

"I've really become conscious of the safety training Jim has received at Gulf States since we started remodeling our home. Jim has displayed the same good safety practices while working with his power tools and climbing ladders at home that he does while on-the-job. Since we started this project I've come to realize how much Jim has received from the Company's training program. It took living with safety to appreciate it. If I had to make a New Year's resolution it would be to mimic my husband at all times by practicing good safety habits at home, at work and while driving the car."

JEANNE LEVINE, wife of ALLEN LEVINE, repairman first class, Roy S. Nelson Station, Lake Charles.

"I find the Company's safety program very informative, not just what Allen passes on to me from discussions in safety meetings, but also the annual safety dinners. One that stands out most in my mind was the one on mouth-to-mouth rescue breathing. This is something mothers should know

since you never know when something will happen at home and daddy is at work. While talking about safety, I have two pet peeves and maybe I'm more aware of them since Allen is so careful himself. One is seeing young children playing near or operating a lawnmower. Allen always makes sure our three play on the other side of the yard while he's mowing. The second is small children playing with fireworks. These are two things we see in our neighborhood that have the makings of a tragedy. In summing up how I feel about safety, I'll borrow the slogan that the Olin Mathieson Company has on the bulletin boards this month, "Accidents don't just happen, they are caused." When I was told that I was to be interviewed about the Company's safety program, I asked some of the wives in the neighborhood about ideas on safety and I found out that Gulf States puts much more emphasis on safety than some of the other industries in our area."

VERLIE DAIGLE, wife of JIMMY DAIGLE, serviceman first class, Lafayette T&D.

"Like all other Gulf States wives whose husbands are on call, I worry about Jim going out at night or during a storm, but I know the company has provided him with the best safety training and equipment available. Also he has been doing his job long enough that he knows how to do it safely. I also know that he is not going to leave safety out in his service truck like his tools when he comes in the house. He built our home and made good use of the safe habits he acquired on the job. I think that the best advice I can give about safety, after being a Gulf States wife almost 20 years, is to let your husband leave his worries at home whether he is going to work, hunting, fishing or on a trip. A person can think and do his job much more safely if he doesn't have his mind full of troubles."

GAY HUFF, wife of WAYNE HUFF, JR., master test technician, Louisiana Station, Baton Rouge.

"By thinking about safety at all times, I feel that a lot of accidents and mishaps around the home can be prevented. I doubt if a person could work for Gulf States as long as Wayne and not be sold on doing things the safe way. He's a good influence on us here at home. Also, as a former employee I, too, know the importance of a good safety program both on and off the job. With four children, I think this has worked out well. I do all I can to teach our little ones good safety lessons in their play because I believe it's so important for them to learn early."

(Continued on next page)



Mrs. R. J. Jarreau and Julia Ann



Mrs. E. F. Heard and Polly



Mrs. J. C. Lusk



Mrs. Claude Britnell



Mrs. Virgil Brand

Mrs. Eddie Belair and Lynne Ann



Mrs. Doug Watkins

(continued from page 3)

WANDA WATKINS, wife of DOUG WATKINS, electrical maintenance supervisor, Neches Station, Beaumont.

“Before Doug came to work for Gulf States we weren’t too safety minded, but after being with Gulf States more than six years and being exposed to the safety training program Doug has become very safety minded. In turn he has made sure the children and I are safety conscious. Our attitude can be traced back to the Company’s safety training. A good resolution is; carry off the job the good safety habits learned on the job. The entire family needs to practice safety all the time. One thing Santa is putting in the kids’ stockings is seat belts. We have them in the front and make sure the children put them on, but they’ve always wanted to know why we didn’t have them in the back-seat. Now we will! I drive a kindergarden car-pool in the mornings and I’m going to make sure the other children learn to use seatbelts while in our car.”

ANN BELAIR, wife of EDDIE BELAIR, storeroom keeper, Jennings T&D.

“Safety really is important to the Belair family. Eddie must work with safety, I must instill safety in the girls in my home economics classes and, of course, we must all be safe at home. Safety must become a habit, but a good habit that comes from practice not preaching. Eddie and I feel that through action safety training becomes part of one’s life. One of the best resolutions that a family can make is to have a place for everything and everything in its place.”

DEAN JARREAU, wife of R. J. JARREAU, JR., lineman first class, Baton Rouge T&D.

“Doing things the safe way around our home is a standing rule because of three good reasons. First, I’ve seen the rewards of instilling good safety practices first hand. That was during the eight years I worked in the Baton Rouge Safety Department. Second, Roland practices safety daily on his job, so it’s only natural that he would promote

household, recreation and driving safety off-the-job for the benefit of his family. Third and best of all, the presence of our two small children prompts us to be on our best safety behavior at all times.”

DOT HEARD, wife of ELBERT HEARD, lineman first class, Lake Charles T&D.

“We have really seen the safety program at Gulf States develop since Heard came to work 15 years ago. It really makes the wives feel more secure to know that the Company has developed a good safety program. I really think that the program has helped the employees. The emphasis has helped us in our family traveling. Heard is a lot safer driver than when he came to work. We don’t sit down and discuss safety as such but it seems to rub off on the rest of the family. Safety must be rubbing off on our son, Gene. The other day Heard was spraying around the house. Gene came in and said he hoped that the insecticide was not flammable since his dad was spraying around the water heater. Not only has the program helped us at home, but Heard has been able to put more emphasis on safety in his Boy Scout work. So not only does the employee and the family benefit from a good safety program, but also the community.”

EMMA MUSE, wife of HAIRSTON MUSE, serviceman first class, Conroe T&D.

“I may have been more fortunate than a lot of other mothers when it comes to safety around the home. I’ve had a Girl Scout group for the last ten years. We organized when the girls were in the second grade and now they’re seniors. And as a result of working with this organization — and especially this group—I believe that my daughter and I are safety oriented. We teach and practice the safe way to play and work wherever we might be. That training and Hairston’s regular safety meetings at work create a healthy situation around our home. I feel that parents can do a lot toward establishing safe driving practices among teenagers.



Mrs. Grady Portie, Pattie and Pam

I have two, a freshman and a senior, and setting a good example behind the wheel has been one of our objectives for some time. The youngsters may not say much when they're sitting in the back seat but they know how fast their parents drive and how careless. These children are going to follow in their parents' footsteps when they start driving."

DOROTHY MARTIN, wife of CURTIS MARTIN, master test technician, Sabine Station, Bridge City.

"The home isn't really as safe as it seems. When you get a few children around, you begin to realize how hazardous it can be. I feel that the home can be just as bad a place to have an accident as on the job. Never let your guard down because it can be a real 'booby trap' with the help of a little negligence. We have five children and it's almost a full time job teaching the safe way to do things around our home. The little ones are more prone to get into something but our older children face their share of hazards too. Parents should utilize the highest places available to keep poisons and potentially dangerous medicine out of the reach of children. One mistake with that could be a bad one."

DORIS WELLS, wife of SAMMIE WELLS, serviceman first class, Cleveland T&D.

"I think parents can promote safety around the home by several methods. Having the confidence of your children and being a close-knit family are two principle ways. Our family has always been close and when all three children were home I always knew where they were and what they were doing. We've been a family who do things together and this lends itself to teaching good safety practices around the home and at play. You don't have to make a big issue of teaching safety. If you believe in household safety, you can do a lot of unconscious teaching from day to day by just being a good influence on the children in whatever you are doing. I feel that safety will always be a household word around a Gulf States home because of the Company's continuing safety training program."

JOY PORTIE, wife of GRADY PORTIE, repairman first class, Riverside Station, Lake Charles.

"Around home you think that everything is safe, but with children things are always happening. Sometimes it takes something tragic to really bring this to mind. I know that I was made more aware when a friend's child swallowed caustic household cleaner. This really taught us to be on the watch for unsafe habits. Although I know that with so many of the procedures in operating Riverside now automated, Grady is so much safer, I also know that safety will never be automatic. Therefore, it is so important to make everything as safe at home and at work as possible."



Mrs. Curtis Martin



Mrs. Hairston Muse



Mrs. Wayne Huff

Allen Levine,
Todd, Jerry
and Mrs. Levine



Mrs. Sammie Wells



GORDON and Sheila MacRae, stars of the musical stage, screen and television, will host the special "Winterland on Ice" holiday spectacular featuring the Shipstads and Johnson Ice Follies and the Good Time Singers on ABC-TV, Sunday, December 27.

The full-hour show will be the first of a series of "Electric Showcase" special telecasts during the 1964-65 season featuring the MacRaes. Our Company will sponsor the show in our service area as a member of the Electric Companies Advertising Program. We will also sponsor other programs of the series on February 7 and April 29, with two additional shows planned for the fall of 1965.

"Winterland on Ice" will set the mood for the New Year's holiday by spotlighting the MacRaes in solo and duet numbers performed against the live background of the Ice Follies revue. The television show is to be staged during an actual public performance of the Ice Follies and will present the colorful ice production for the first time on television.

The MacRaes will supplement their emcee activities with duets of "Sleigh Ride" and "Call Me Irresponsible" and a series of comic impressions of famous stars. Gordon will also sing "If Ever I Would Leave You," "Oh What A Beautiful Morning" and "More." Gordon MacRae has been a top attraction in all phases of show business

ever since he won a singing contract at the New York World's Fair in 1939 and later did a brief stint as a vocalist with the Harry James and Les Brown Bands. By 1947 his voice was heard regularly on a network of 580 radio stations and he began his recording career that same year. He signed a movie contract in 1948 and in 1954 won the role of Curly in the motion picture version of "Oklahoma."

Sheila MacRae teamed up with Gordon professionally in 1957 and, according to Gordon, provides most of the ideas for their present performances together. Actually they have been "teamed up" much longer, having been married for more than 23 years. They

"Winterland on Ice"

first in
"Electric
Showcase"
series
to be
presented
December 27
on ABC-TV



YOUNG SINGING GROUP. The talented Good Time Singers will be featured in the holiday spectacular, "Winterland on Ice," the first of the "Electric Showcase" specials, to be telecast over ABC-TV, Sunday, December 27, at varying local station showings.

have four children, ranging from ten to 19 years of age. Their popularity was summed up by one critic with the statement that the MacRaes were "the greatest team to hit New York since the Yankees."

Participating in "Winterland on Ice" will be some of the world's most talented young skaters. Donald Jackson, one of the finest skaters in the history of the sport, won the World's Figure Skating Championship after previously capturing two North American crowns, four Canadian Senior titles and a Bronze Medal in the 1960 Olympics. Dapper Richard Dwyer had a career studded with amateur titles before he was selected to succeed Roy Shipstad in the Follies at the age of

14. His lovely partner, Dorothyann Nelson, is a triple Gold Medalist and former U.S. Pair Champion. The stunning Ina Bauer, a three-time German Champion, is regarded as one of the world's top free-skating artists. Lighter moments will be provided by the distinctive comedy duo of Wall and Dova.

Also featured on the program will be the nine-member Good Time Singers, who rose to stardom on the Andy Williams television show. This talented group will perform "Little Ole' Road" and "One Step More."

Rounding out the show will be lavishly costumed production numbers including "Ice Cream Land," "Footlight Romance" and "Highland Swing."

The entire cast will be seen in a glittering New Year's Eve finale, complete with the traditional balloons, confetti and streamers.

The executive producer of the "Winterland on Ice" spectacle is Joseph Cates, with Gilbert Cates producer-director. The writer is Selma Diamond, whose credits include "The Perry Como Show," "The Colgate Comedy Hour," and "The Jackie Gleason Show." Musical directors are Van Alexander and George Hackett.

The programs will be presented in our service area over the following TV stations:

KBMT-TV, Beaumont, 7-8 p.m.

KATC-TV, Lafayette, 7:30-8:30 p.m.

WAFB-TV, Baton Rouge, 8-9 p.m.



ON A SLEIGH RIDE. Gordon and Sheila MacRae, singing stars, will host the "Electric Showcase" series to be sponsored by our Company and ECAP over ABC-TV. Here Gordon and Sheila open the "Winterland on Ice" show with the duet, "Sleigh Ride."



SKATING STARS. Richard Dwyer, 28-year-old skating veteran; Dorothyann Nelson, triple Gold Medalist and former U. S. Pair Champion; and Donald Jackson, winner of the 1962 World's Figure Skating Championship, will be featured on the holiday season show.



GRIMES COUNTY. Marian Szymczak is the son of Mr. and Mrs. Adam Szymczak of Anderson. He has been in 4-H Club work for five years. He has served as a delegate to the county 4-H council and as treasurer and vice president of his 4-H club. His major projects include swine, corn and dairy. He won county awards in crops and swine. Carolyn Walkoviak is the daughter of Mr. and Mrs. Jesse Walkoviak of Richards. She has been a 4-H Club member for five years. She has served as president and secretary of her club and member of county 4-H council. She has carried projects in foods and nutrition, clothing, food preservation and beef. She is a freshman at Richards High School and plans to major in home economics in college.

county 4-H program.

Requirements for the awards are:
 1. The club member must be at least 13 years of age. 2. The club member must have completed at least three years of club work. 3. The club member must be an active 4-H member during the current year. 4. A club member may receive this award only one time.

Our Area Development Department has received a number of letters from 4-H sponsors expressing appreciation for our sponsorship of the banquet and the following are typical of those received. Also pictured on these pages are the Gold Star winners from our service area.

Dear Sir:

It was our pleasure to attend the Gold Star Banquet on December 7, 1964.

The success of this affair was due to the willingness of you friends of 4-H to assume the financial burden.

We, as adult leaders, thank you and your company for your cooperation in this fine 4-H work.

Sincerely,
 Enid H. McIntosh
 S. W. McIntosh

Dear Sir:

The District 11 4-H Gold Star Banquet was an outstanding achievement and we in Extension sincerely appreciate your part in making it such a lovely affair.

The presentation of the Gold Star Award is a highlight in the life of every boy and girl fortunate enough to receive it, and you and the people at Gulf States Utilities certainly made it a night to remember for all the 1964 winners.

Thank you for all that you have done for the 4-H Club program. Your support and assistance is greatly valued.

Sincerely,
 Jennie Kitching, Assistant
 County Home Demonstration
 Agent
 Liberty County

Company Co-Sponsors First Gold Star Awards Banquet For District 11 4-H Youths

THE Area Development Departments of our Company and Houston Lighting and Power Company were co-sponsors of the Gold Star Awards Banquet for the 4-H Club members of District Eleven. The banquet was held November 7 in the Hotel America in Houston.

The donor of the awards is the Texas Agricultural Extension Service. District Eleven counties in our Service area are Grimes, Chambers, Liberty, Orange, Hardin, Jefferson, and the

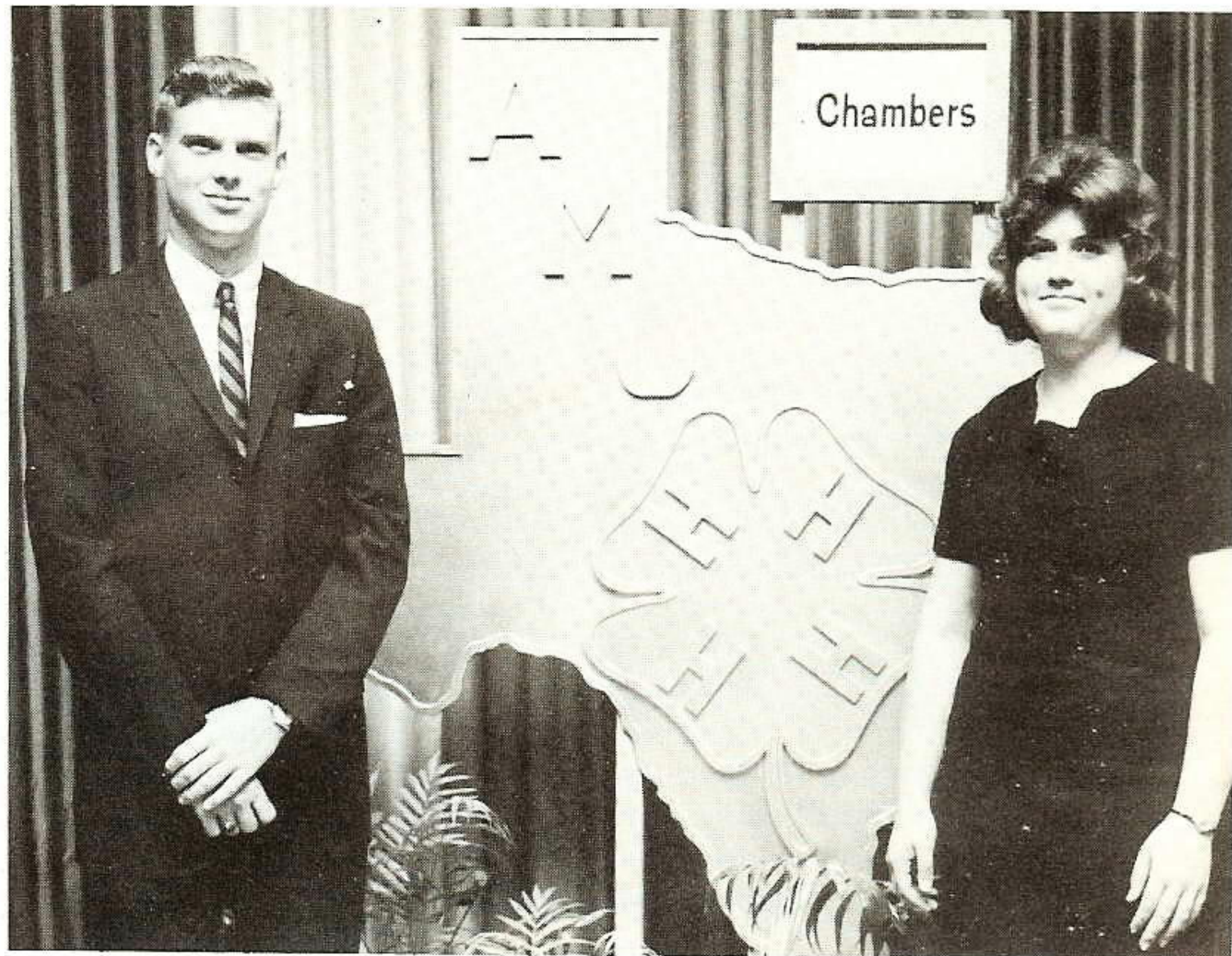
Bolivar Penninsular area of Galveston County.

The Gold Star Awards are made to outstanding 4-H Club boy and girl from each county. This is the highest county award provided by the Texas Agricultural Extension Service.

The awards recognize outstanding achievement, leadership and contribution to the county 4-H program. It is designed to stimulate Gold Star winners to further achievements and encourage others to participate in the

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CHAMBERS COUNTY. Donnie Lagow is the son of Mr. and Mrs. Joe L. Lagow of Anahuac. He has been in 4-H Club work eight years. He has served as vice president of the Chambers County 4-H Horse Club, chairman of the Chambers County 4-H Council and co-vice chairman of the District 4-H Council. His major projects include wildlife, crops and livestock. He has won the 4-H perfect attendance award and the wildlife conservation award. He is president of the Anahuac High School student body and president of the student council. Nancy Von Feldt is the daughter of Mrs. Ferne Von Feldt of Winnie. She has been in 4-H Club work for five years and has served as president and secretary of the local 4-H Club. Major projects include civil defense, leadership, dress revue and youth project show. She earned the coveted purple ribbon at the 1963 Youth Project Show. A freshman at Winnie High School, she plans to major in English in college.

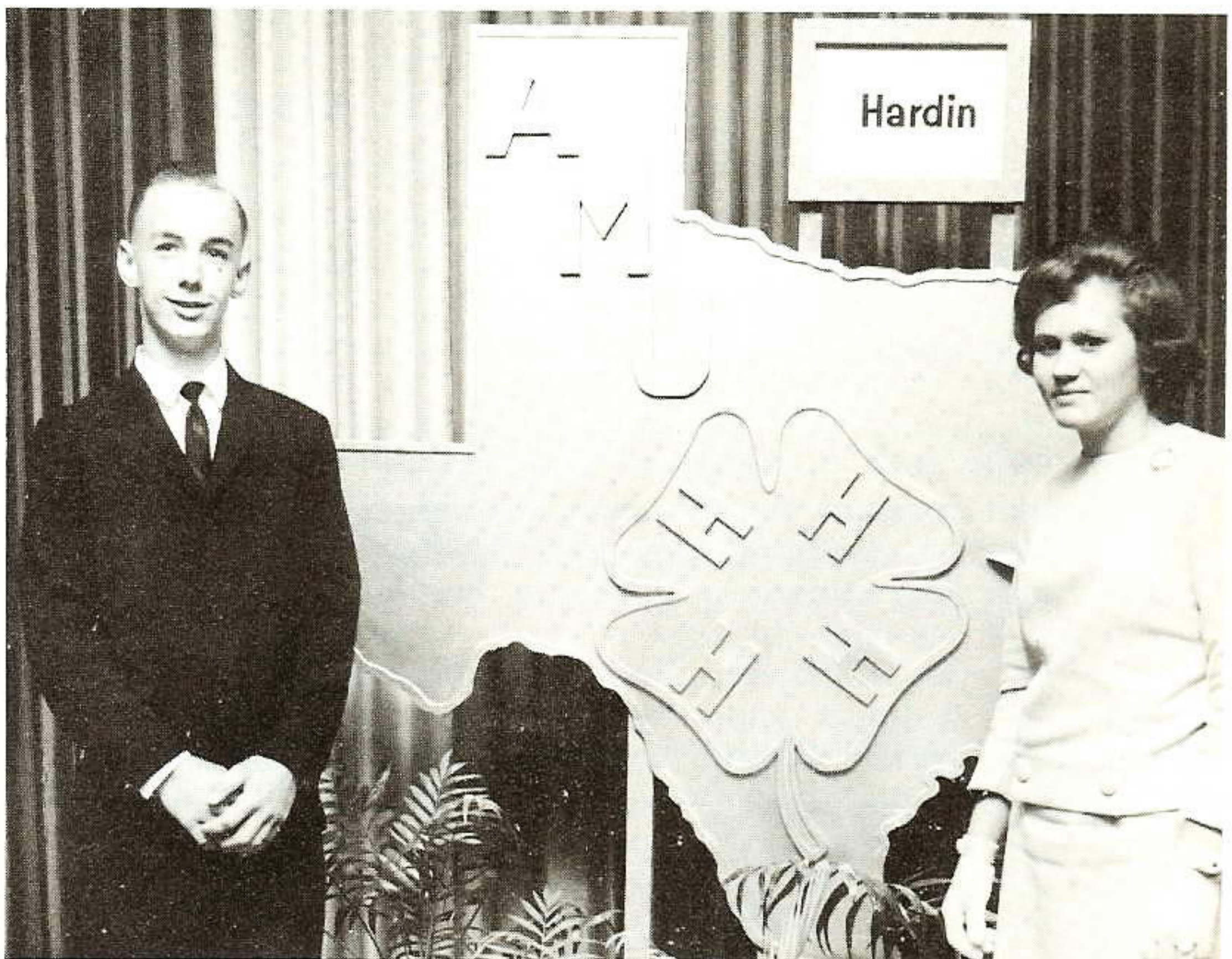


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GALVESTON COUNTY. Harry Hughes, Jr., is the son of Mr. and Mrs. Harry Hughes of Port Bolivar. He has been in 4-H work for eight years. He has served as treasurer, vice president and president of his 4-H Club. He is also treasurer of the Galveston County 4-H Council. Major projects include leadership, beef, dairy, swine, poultry, rabbits and tractor. He has won numerous ribbons with his projects. He plans to major in veterinary medicine. The other Gold Star winner from Galveston County is not from our service area. She is Margaret Achille, daughter of Mr. and Mrs. P. G. Achille of Arcadia. She has been in 4-H Club work for six years and is now serving as a junior leader. She has served as vice president, secretary-treasurer and reporter of her local club and secretary of county 4-H council. She is a sophomore at Santa Fe High School.

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HARDIN COUNTY. John Richardson is the son of Mr. and Mrs. D. W. Richardson of Kountze. He has been in 4-H Club work for four years. He has served as junior trail boss of the 4-H Trail Riders, president of his local 4-H Club and president of the county 4-H Club. Major projects include beef, horse and pasture improvement. He has won awards in beef and leadership. He attended the 1964 Texas Youth Forestry Short Course and was awarded a certificate of merit in basic forestry. Mary Carol Jordan is the daughter of Mr. and Mrs. Harold C. Jordan of Batson. She has been in 4-H Club work for three years. She has served as president of the 4-H Club. Major projects include foods and nutrition and clothing. She has received recognition for her accomplishments in clothing and favorite food show. She received an achievement pin in 1963. She is a freshman at West Hardin High School where she has served as a class president and participated in Interscholastic League spelling.

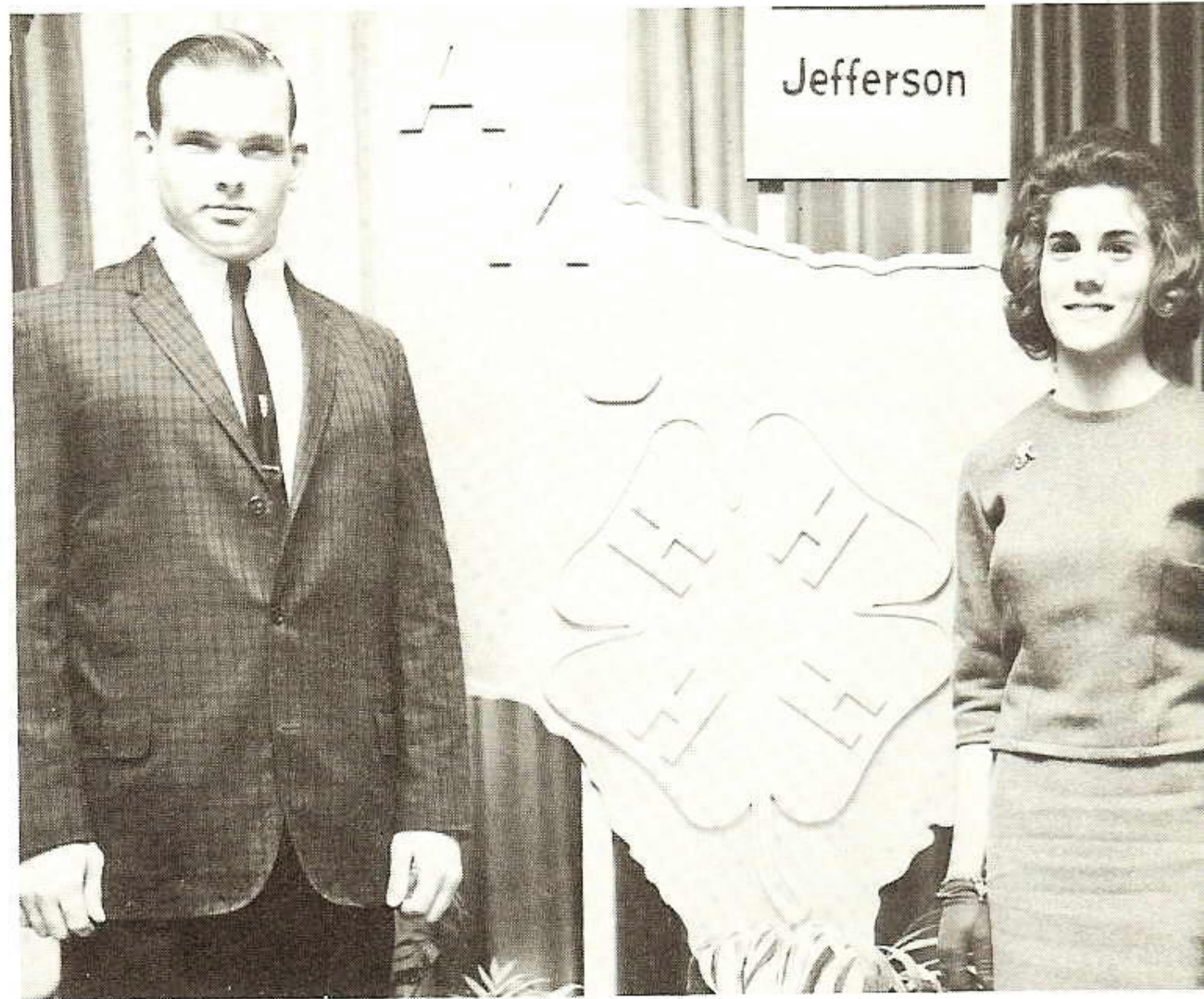


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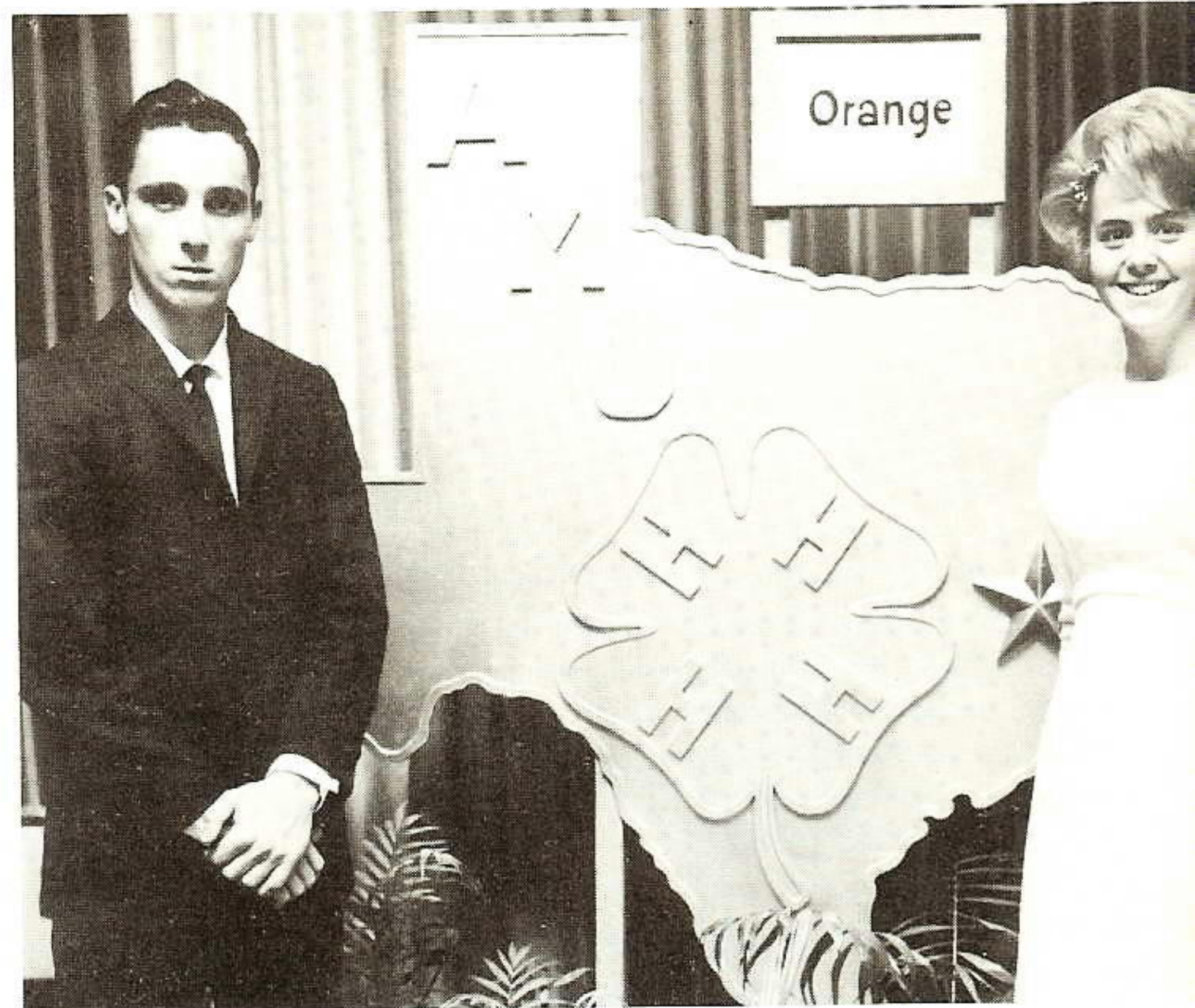
JEFFERSON COUNTY. John Flocke is the son of Mr. and Mrs. O. R. Flocke of Beaumont. He has been in 4-H Club work for four years. He has served as recreation chairman, vice president and president of his local 4-H Club. He has also served on numerous county 4-H committees. He was elected president of the 4-H livestock judging team. His major projects include beef and poultry. He has won a number of medals with both of these projects. He plans to be a veterinarian. Pamela Ann Ross is the daughter of Mr. and Mrs. Walter Ross of Beaumont. She has been a 4-H Club member for six years. She has served as president and secretary of the local 4-H Club and is a member of the county 4-H council. Major projects include food and nutrition, food preservation and home improvement. She has won county awards in clothing and food and district favorite food award in 1964. A senior at Nederland High School, she plans to attend business college to become a secretary.



LIBERTY COUNTY. Nolan Greak is the son of Mr. and Mrs. Joe Greak of Liberty. He has been in 4-H Club work for five years. He has served as secretary, vice president and president of his local club. He is presently a delegate to the county 4-H council. Major projects include beef, rabbits and gardening. He has won medals in achievement and gardening. He plans to major in education in college. Mary Aycok is the daughter of Edward Aycok of Hardin. She has been a 4-H club member for seven years. She is a member of the county 4-H council. Major projects include foods and nutrition, clothing, home improvement and landscaping. She has received awards for frozen foods, achievements, home economics and dress revue. A senior in Hardin High School, she is a member of the National Honor Society and plans to enter college next fall.



ORANGE COUNTY. Coleman Peveto is the son of Mr. and Mrs. Wayne Peveto of Mauriceville. He has been in 4-H Club work for five years. He has served as vice president and president of his local 4-H Club and is a delegate to the county 4-H council. Major projects include swine, beef and gardening. He has won a number of awards with his swine projects at the South Texas State Fair. He plans to be a farmer. Glenda Sanders is the daughter of Mr. and Mrs. E. F. Sanders of West Orange. She has been in 4-H Club work for six years and has held every office in the local 4-H Club. She was vice chairman and secretary of the county 4-H council. Major projects include clothing, foods and nutrition and bedroom improvement. She participated in county and district favorite food shows and served on the district favorite food show committee. Her food and education demonstration earned a fifth place in state. A junior at West Orange High School, she plans to major in journalism in college.



Gulf States in the news

Bob White, son of Mr. and Mrs. Earl White, Beaumont, he's system operations manager, a senior at St. Louis University School of Medicine, has been elected to membership in the university's chapter of Alpha Omega Alpha, national medical honor society.

He received his bachelor of science degree from St. Louis University in 1961. He was elected along with six other senior students. Membership is based on scholarship, character and personality.

W. B. McMorris, local superintendent, Northern District of Baton Rouge Division, has been appointed to the newly formed Planning and Zoning Commission of Zachary, Louisiana.

President Richard has been appointed chairman of the Beaumont Chamber of Commerce program of work committee for 1965. This committee determines many of the chamber's policies for the coming year.

V. P. Gayle, superintendent of system residential sales, was awarded a 15 year certificate for service as a volunteer in the American Cancer Society at the regular Board Meeting in Beaumont on November 12. He was also elected to the Board of Directors of the Business & Professional Men's Club for the year 1964-65.

T. O. "Doc" Charlton, district superintendent, Orange, has been named treasurer and chairman of the fiscal committee on the Orange Memorial Hospital Corp. board of directors.

Mr. Charlton has also been elected president of the Sabine Area Council of Boy Scouts of America for 1965.

R. W. Sherwood, vice president for engineering and production, Beaumont, is among 31 systems engineers, scientists and educators throughout the United States chosen to serve on the program committee for the second Systems Engineering Conference in Chicago, September 20-23.



RECEIVES PROMOTION. Bobby Hilborn, Baton Rouge T&D-Line, left, was among this group recently promoted to Master Sergeant, E-8, by the 4010th Garrison (U. S. Army Reserve) in Baton Rouge. Also promoted were Tom Morgan, Ernest Tate and Fred Turpin. Bobby has been a member of the reserves for 16 years.

Heat Pump Breakdown Insurance Made Available by Company

OUR Company is making available two kinds of heat pump breakdown equipment protection insurance to employees, according to Vic Gayle, superintendent of system residential sales, Beaumont.

The policies, afforded by The Hartford Steam Boiler Inspection and Insurance Company, are issued on residential air conditioning from two to five tons for an initial period of three years with one premium payment at the time of purchase.

Mr. Gayle said heat pumps of larger size may be covered with a proportionate increase in premium.

"Gulf States will finance the purchase of this insurance on payroll deduction for 12 months," he explained, adding that the insurance is paid in one year and continues in effect for two more years without further payment.

The insurance will be purchased through T. E. Moor and Company Insurance Agency in Beaumont. The Hartford Steam Boiler Inspection and Insurance Company provides field inspection throughout our Company's two-state service area, Mr. Gayle pointed out.

"We recommend that employees seriously consider purchasing this in-

urance to avoid a major expense in case of a breakdown of your heat pump," he said. "The insurance covers either a major breakdown of the refrigeration system or just the compressor motor unit. It does not provide for maintenance."

Additional information on the insurance may be obtained by contacting your local Residential Sales Department.

Thrift Plan

THE trustee of the employees thrift plan purchased the following Company stock during November covering employee deductions and Company contributions through October:

- 1,150 shares of common stock at a total cost of \$55,242.77 or an average cost of \$48.0372 per share.
- 108 shares of \$4.40 preferred stock at a total cost of \$10,489.40 or an average cost of \$97.1241 per share.

These costs include brokerage and commission fees.

The trustee also deposited \$33,949.42 with the savings department of the First Security National Bank of Beaumont.



W. B. Gurney



P. G. Simon

Four to Retire January 1

FOUR long-time employees of our Company will retire January 1.

They are: William B. Gurney, superintendent of results, System Production, Beaumont; Peter G. Simon, executive office engineer, Rates, Beaumont; James E. Dulany, mechanical maintenance foreman, Louisiana Station; and Earl R. Harrison, line foreman, Orange T&D.

MR. GURNEY began his electrical career as a student engineer with Stone & Webster in Boston, Ponce, Puerto Rico and at Montawp Station, Boston, following his graduation from Massachusetts Institute of Technology with a B.S. in mechanical engineering.

He joined our Company in 1932 as an efficiency engineer in the Production Department in Baton Rouge. He has been superintendent of results since 1954.

A native of Marshfield, Mass., he is married to the former Alida Conrad of Baton Rouge. They have two daughters, Brewster, a student at University of Texas, and Alida, who is married and has three children. He is a member of the Beaumont Country Club, Knights of the Neches and the Episcopal Church.

Mr. Gurney plans to go into consulting work following his retirement.

MR. SIMON has been with our Company since 1924 when he came to work as an oiler at the Lakeside Station in Port Arthur. After serving in various positions at Lakeside, he was transferred to Neches Station in 1926 as an auxiliary operator. He became a station engineer in 1927 and in 1928 he was made a load dispatcher. Later that year he was transferred to the Accounting Department in Beaumont as a clerk. In 1930 he was transferred to Navasota as assistant to superintendent of distribution.

In 1937 he was transferred back to Beaumont as an engineer. He was promoted and transferred to Lafayette as supervisor of the T&D. He was transferred back to Beaumont in 1943 as assistant chief system operator. He was named an engineer in System Engineering in 1947 and became an engineer specialist in 1949. He has been in the Rate Department since 1954.

A native of Oberlin, Louisiana, Mr. Simon is married to the former Stella Mae Dickson of Navasota. Mr. Simon is active in area civic, social, professional and fraternal affairs. He is a member of the Business and Professional Men's Club of Beaumont and the Beaumont Knife and Fork Club. He is a member of the Sabine Chapter

of the Texas Society of Professional Engineers. He is currently a member of the board of directors and has served as treasurer of the council for two years. He holds memberships in the following Masonic organizations: Beaumont Lodge No. 286; a life member of Beaumont Chapter No. 188 and is a past high priest; Beaumont Council No. 126, Royal and Select Masters; Beaumont Commandery No. 38, Knights Templar; the Beaumont Shrine Club; and the El Mina Shrine Temple of Galveston.

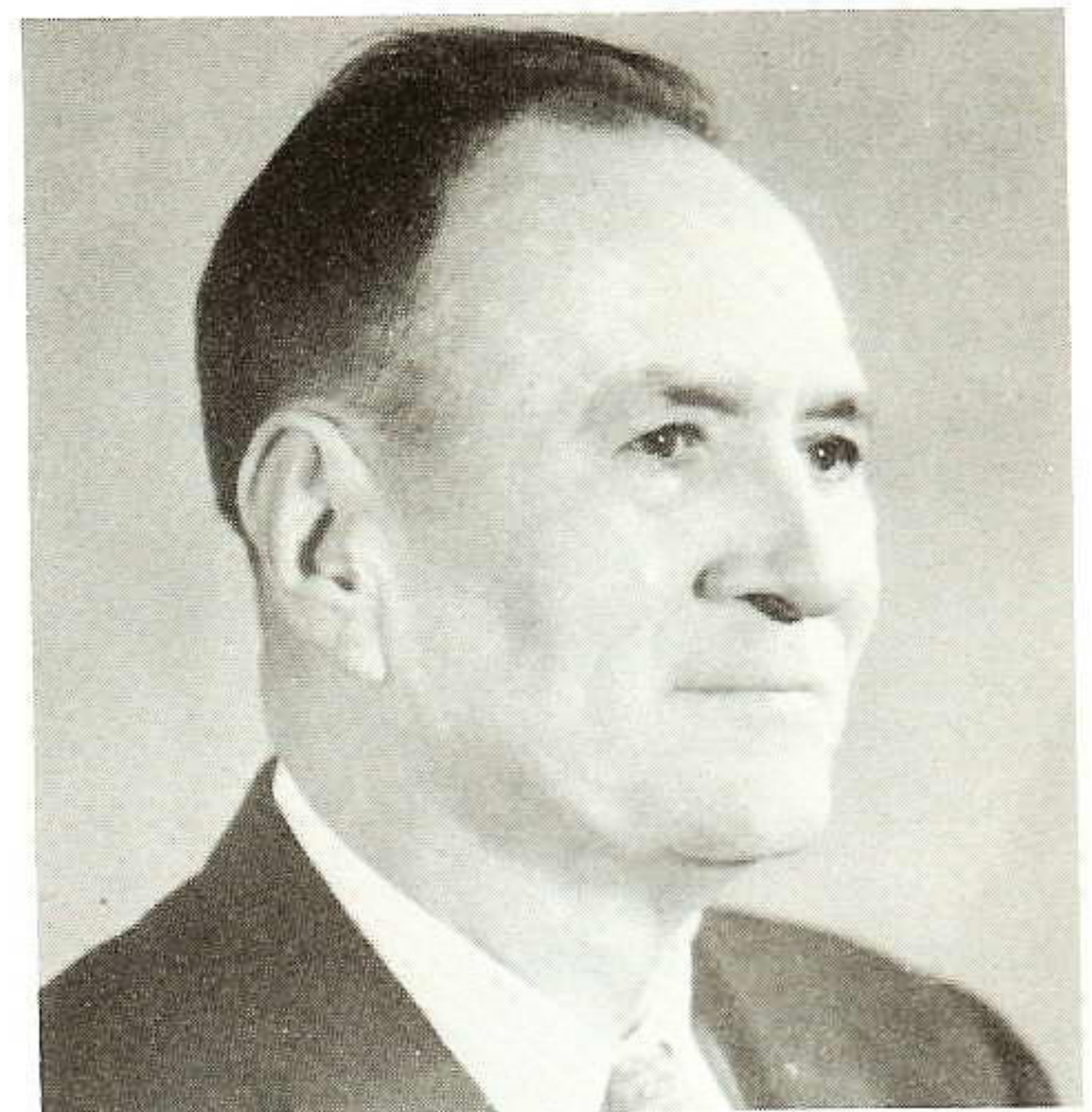
He is a member of the official board of the First Methodist Church of Beaumont and has served as president of the Men's Fellowship Class. He is also a member of the Young Men's Business League and the Beaumont Chamber of Commerce.

Mr. Pete is a graduate of Louisiana State University with an electrical engineering degree.

Mr. and Mrs. Simon's plans for retirement call for lots of loafing at their beach house at Crystal Beach on the Bolivar Peninsular.

"At the present time the fish bite on either Friday or Monday which is always the wrong time for weekend fishermen," Mr. Pete said. "But next year it will be different as we plan to wait them out and stay there until they bite."

MR. DULANY started his career in the electrical industry as a pipefitter for Stone & Webster Engineering Corp. in Beaumont, Port Arthur and Baton Rouge. He joined our Company in 1931 as a pipefitter in Baton Rouge at Louisiana Station.



J. E. Dulaney

By 1936 he had risen to pipefitter foreman and was made maintenance foreman in 1953. He has been mechanical maintenance foreman since 1959.

A native of Cheyenne, Oklahoma, Mr. Dulany is married to the former Thelma Joe Johnson of Laneville, Texas. He is a member of the Presbyterian Church.

MR. HARRISON has been an employee of our Company since 1926. His entire length of service has been spent in Orange. He came to work as lineman's helper. He advanced through various lineman classifications to become a first class in 1941. He has been line foreman since 1947.

He is member of Madison Lodge No. 126. He is a past president and past assistant chief of the Volunteer Fire Department and is a member of the Christian Church. He is a native of Philadelphia, Miss. Mr. Harrison's retirement plans include some traveling.

A. Richard Named Utility Foreman

ALBERT RICHARD, a serviceman first class, in the Port Arthur T&D, has been promoted to utility foreman and transferred to the Port Arthur Line.

A native of Loreauville, he has been an employee of our Company since 1948 when he came to work as a helper in the T&D in Port Arthur. He progressed to lineman first class by 1953. He has been in the Service Department since 1960.

He served in the U. S. Army from 1943 to 1945. He is a member of Knights of Columbus, Council 3491 in Groves.

He is married to the former Lula Mae Tweedel of Port Arthur and they have six children, Albert, Jr., Debra, Dale, Donna Gale, Cynthia Ann, and Anna Marie. They are members of St. James Catholic Church.



E. E. Evans



J. E. Wilder

Two Beaumonters Receive System Treasurer Promotions

E. E. "KIT" EVANS and James E. Wilder have received promotions in the System Treasury Department, Beaumont. Both promotions become effective December 1.

Kit has been promoted from section supervisor of IBM machine billing to supervisor of data processing - operations and Jim has been elevated from junior accountant in Systems and Procedures to systems analyst.

A native of Emporia, Kansas, Kit joined our Company in 1956 following graduation from Stephen F. Austin State College with a BBA degree in general business. He joined as a senior

accounting clerk in General Accounting.

He became a junior accountant in Customers Accounting in 1957 and became an accountant in IBM Machine Billing a year later. He was promoted to section supervisor of IBM machine billing in 1963.

A veteran of the U. S. Navy, Kit is married to the former Jeanette Tompkins of Beckville. They have two children, Thomas and Susan. They attend Memorial Methodist Church.

A native of Beaumont, Jim was employed in 1960 following graduation from Lamar Tech with a BBA degree in accounting. He came to work as a junior accountant.

A 1951 graduate of Beaumont High, Jim served in the U. S. Army before beginning his college career. He is married to the former Beverly Toups of Beaumont and they have two children, Cheryl Lynn and Dina Sue. They are members of the North End Methodist Church.



Albert Richard





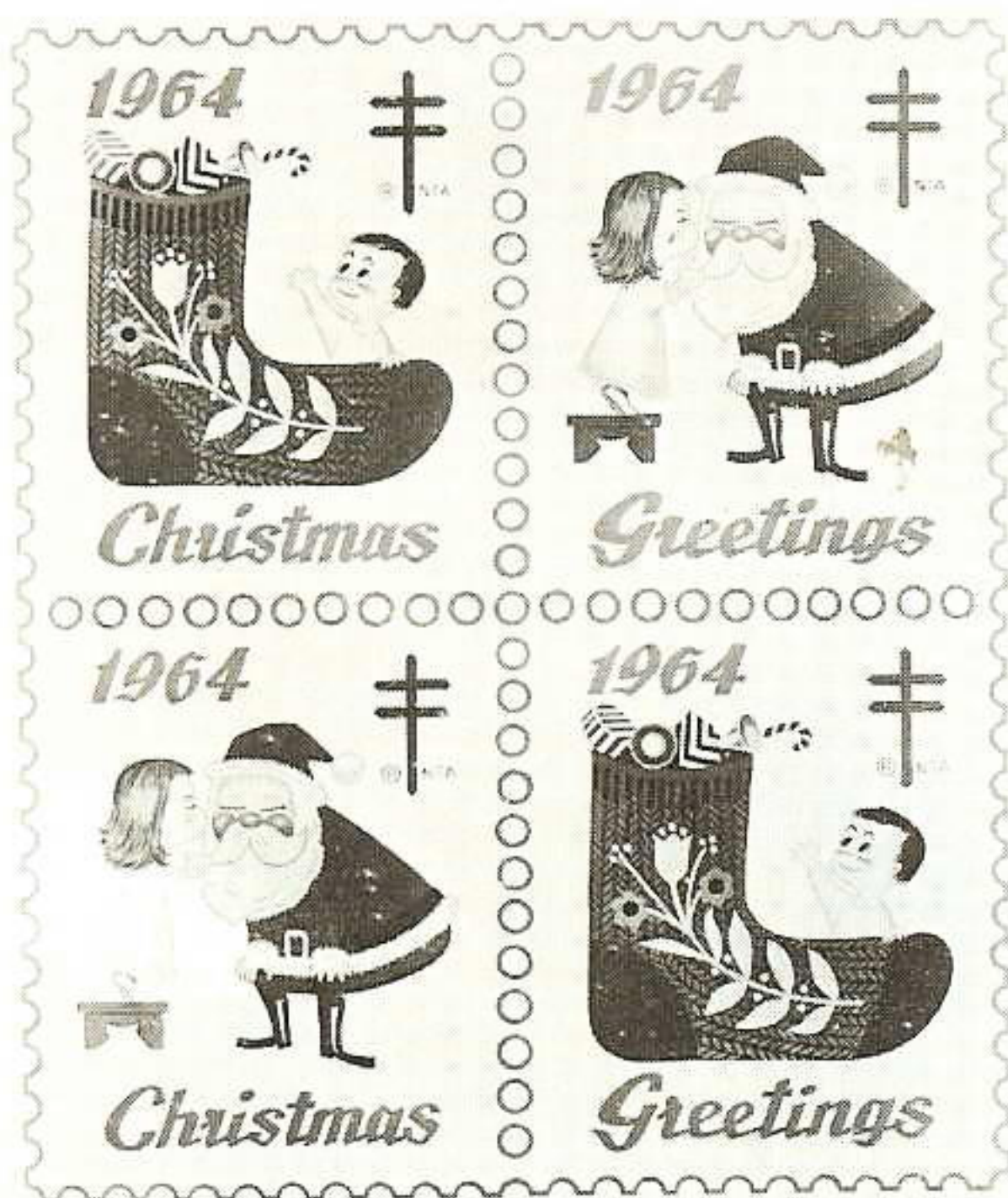
C. W. Shrigley

C. W. Shrigley Funeral Services Held in Beaumont

FUNERAL services were held December 4 in Beaumont for Charles Wayne Shrigley, 71, a retired employee of our Company.

Mr. Shrigley retired in 1958 as an auditor in Customer Accounts, Beaumont. He had been an employee of our Company since 1925. He started his electrical career in 1918 with the Houston Electric Company. From 1941 to 1949 he had been a traveling auditor for our Company.

A native of White Cloud, Ind., Mr. Shrigley is survived by a sister, three half-sisters and a brother.



Phillip Castete Dies November 7

FUNERAL services were held November 9 for Phillip Joseph Castete, 56, a utility truckdriver in the Lake Charles T&D. He died November 7 in a Lake Charles hospital.

A resident of Lake Charles, he worked for our Company since June, 1944, when he came to work as a helper in the Lake Charles T&D. He was made a truckdriver in 1948 and has been a utility truckdriver since 1955.

Survivors included his wife, Florence; two brothers and five sisters.



P. J. Castete

Sympathy to:

Percy P. Lee in the death of his father, George Preston, on November 22. Percy is employed in Baton Rouge Gas Service.

Mr. and Mrs. V. P. Gayle, Sr., of Beaumont on the death of Mrs. Gayle's mother, Mrs. Mary D. Ganter, 79, of Houston on December 1. Mr. Gayle is superintendent of system residential sales.

Orville L. Lingalls, Lake Charles Line, on the death of his grandmother.

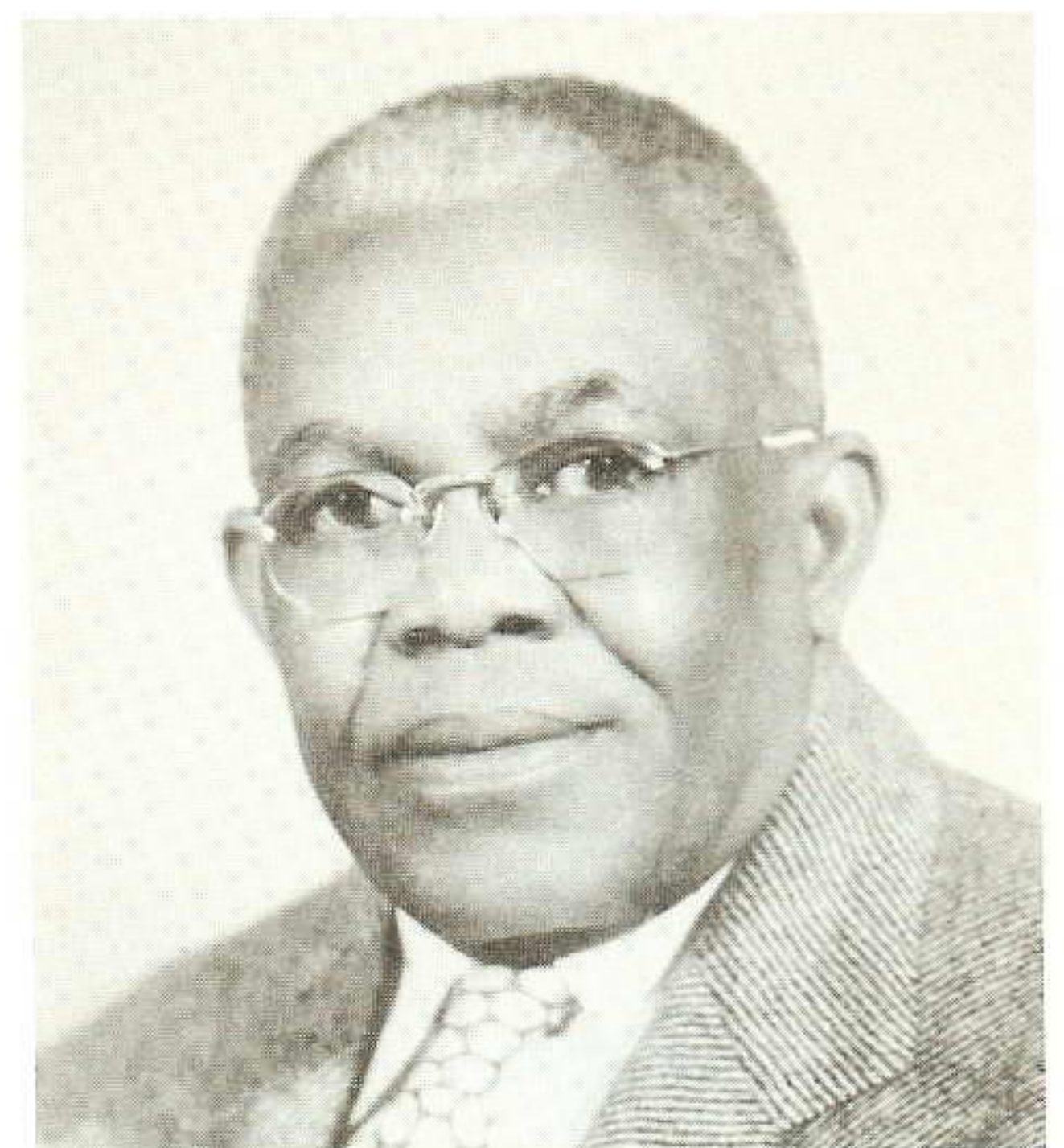
Roger Cloutier, Lake Charles Substation, on the death of his father, Noe Cloutier, October 4. Mr. Cloutier resided in Saco, Maine.

Company Puts Equal Payment Plan in Effect

AN equal payment plan designed for our Company's residential and church customers whose bills fluctuate to a large degree from season to season was inaugurated in November.

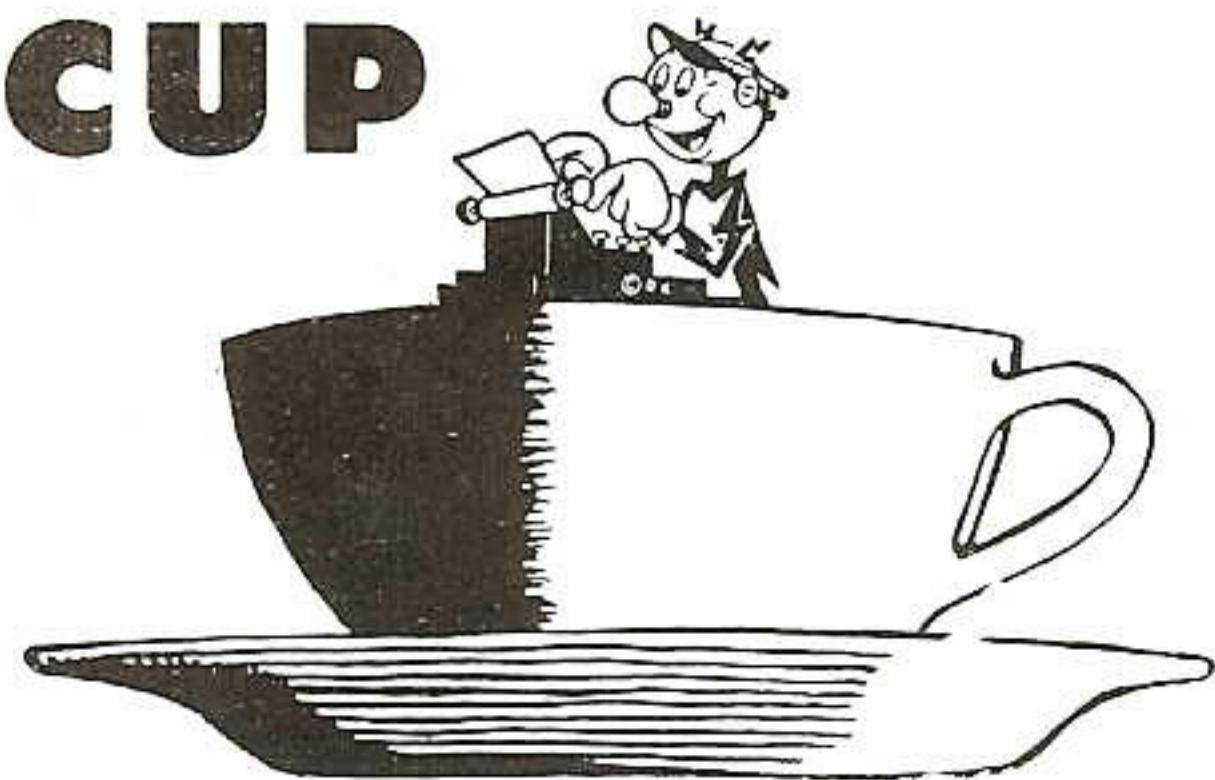
The purpose of the plan is to provide a service to the customer whereby he may pay an average amount each month which is sufficient to pay his total billings throughout the year. It is hoped that the new system, based on a customer's previous 12 months billing, will reduce bill inquiries due to seasonal fluctuations and also be used to spur increased kilowatt-hour use.

Those qualified for the equal payment plan are customers (electric heating or air conditioning) whose average bill is at least \$20 and who have good credit ratings.



DIES. Harry Dent, 67, a retired Baton Rouge employee died October 28. He retired in 1960 and was employed as a janitor in Baton Rouge General Offices.

over the COFFEE CUP



BEAUMONT

SOME of our Customer Accounts employees have carried their vacations on into winter. Betty Vandiver recently vacationed in Huntsville, Texas, while Linda Morgan spent most of her time in Cleveland, Texas. She came back bragging about her new niece, Kellon Sue Rice. Eleanor Ard stayed at home and rested while on her vacation.

—By Betty Clark

LAKE CHARLES

BERTON YOUNG, Lake Charles lineman, got the first deer reported this year, a seven point buck. Lots of other Lake Charles Gulf



THANKSGIVING TURKEY. Shirley Stuart, Accounting, and Emmitt Van-Eman, T&D, walked away with the annual Thanksgiving turkeys by rolling up the highest scratch game on November 18 during a regular league night of Beaumont's Big Ten Bowling League. Shirley rolled a 181 in the women's division and Van turned in a 256 in the men's division.

Staters plan to try their luck this year.

Dusty A. Speel and his wife have returned from Washington, D. C. where they visited their daughter, Judy and family. They made a number of interesting sightseeing tours, included were Annapolis and the new Dulles Airport. They returned along the east coast and saw some pretty country. They said the three grandchildren were fine and their trip was most enjoyable.

Bill Reeves, engineer, reported back to work December 1 after serving six months active duty at Fort Polk with the Louisiana National Guard.

Mr. and Mrs. J. F. Simonson spent a couple of weeks vacationing in Peel, Arkansas. They visited friends and Mr. Simonson spent some time fishing at Bull Shoals Lake. He is substation supervisor in Lake Charles.

—By Bobbie Moon

CLEVELAND

THE Cleveland District recently welcomed aboard two members of the Line Department who were transferred from the Conroe T&D. They are Artis G. Scott and Bennie G. Kite, both lineman helpers.

—By Barbara Snell



RETURN VISIT. A former Neches Station employee, Hazel Collins Johnson, recently paid a visit to the station with her 14-month-old daughter, Sharon. Hazel and her husband, Dan, now live in Tyler, Texas, where he is employed with Superior Oil Company.

MADISONVILLE

THE home of Mrs. E. A. Berry, Sr., was the scene of the wedding of Miss Wanda Jean Haston and Billy Tinsley on October 10. The ceremony was performed by T. H. Stevens of Madisonville.

Their only attendants were Mr. and

Live Wires Elect Officers

AT the annual general membership meeting on November 13, the Live Wires Club elected five new members to the board of directors.

New directors are: Gerald Dean, Building Services; Wilton Decuir, Appliance Repair; Jeff Purdon, Rates; and Frank Peel; Building Design.

Some 300 Gulf Staters attended the November 13 meeting following a dinner of shrimp and oysters in the Neches Assembly Hall. Dancing followed the business meeting.

Holdover members of the board are Muriel Hayes, Records-Duplicating; Doug Watkins, Neches Station; Perry Blanchette, T&D; and Bill Buckley, Accounting.

On November 21, the board met at

the Live Wire's Club grounds near Silsbee and elected George Hayes, Engineering, president; Sheldon Fruge, Neches Station, vice president; and Don Davis, Engineering, secretary-treasurer.

President Hayes expressed the appreciation of the board and the Live Wire members to Miss Hayes, outgoing secretary-treasurer. "We wish to express a debt of gratitude to Muriel," George said, "She has served our club as secretary-treasurer since it was formed in 1956."

On December 12, the Live Wires held their final social event for 1964—the annual Christmas dance in the Harvest Club at the South Texas Fair Grounds.

Mrs. James Reno. The bride is the daughter of Mrs. Effie Haston of Madisonville and is a graduate of Madisonville High School and McKenzie-Baldwin Business College, Bryan, Texas. She has been employed as a clerk in our Madisonville office since 1958.

The groom is the son of Mrs. Pauline Tinsley of Madisonville. He is a graduate of Madisonville High School, attended Allen Academy and Sam Houston State College and is co-owner of the Tinsley Brothers Texaco Service Station. He also raises registered Brangus cattle and is a member of the International Brangus Breeders Association.

Mr. and Mrs. Tinsley are making their home in Madisonville. Mrs. Tinsley is continuing to work in the local office.

—By Betty Ulbricht

CONROE

A pair of Gulf Staters in Conroe, **Odie Buchanan**, office clerk, and **Robert Boenker**, lineman first class, were wed December 12 at the First Baptist Church in Willis, Texas. The new Mrs. Boenker isn't ready to retire to the peace and quiet of being a housewife. She's going to work to help buy their "dream home" someday.



Mr. and Mrs. Steve Dent on the birth of their seventh child, a son, **Arthur Leonard**, November 19. Steve is employed at Louisiana Station.

Mr. and Mrs. Murphy J. McLin on the birth of their daughter, **Becky Lynn**, November 25. Murphy is in the Survey Section of the Engineering Department, Baton Rouge.

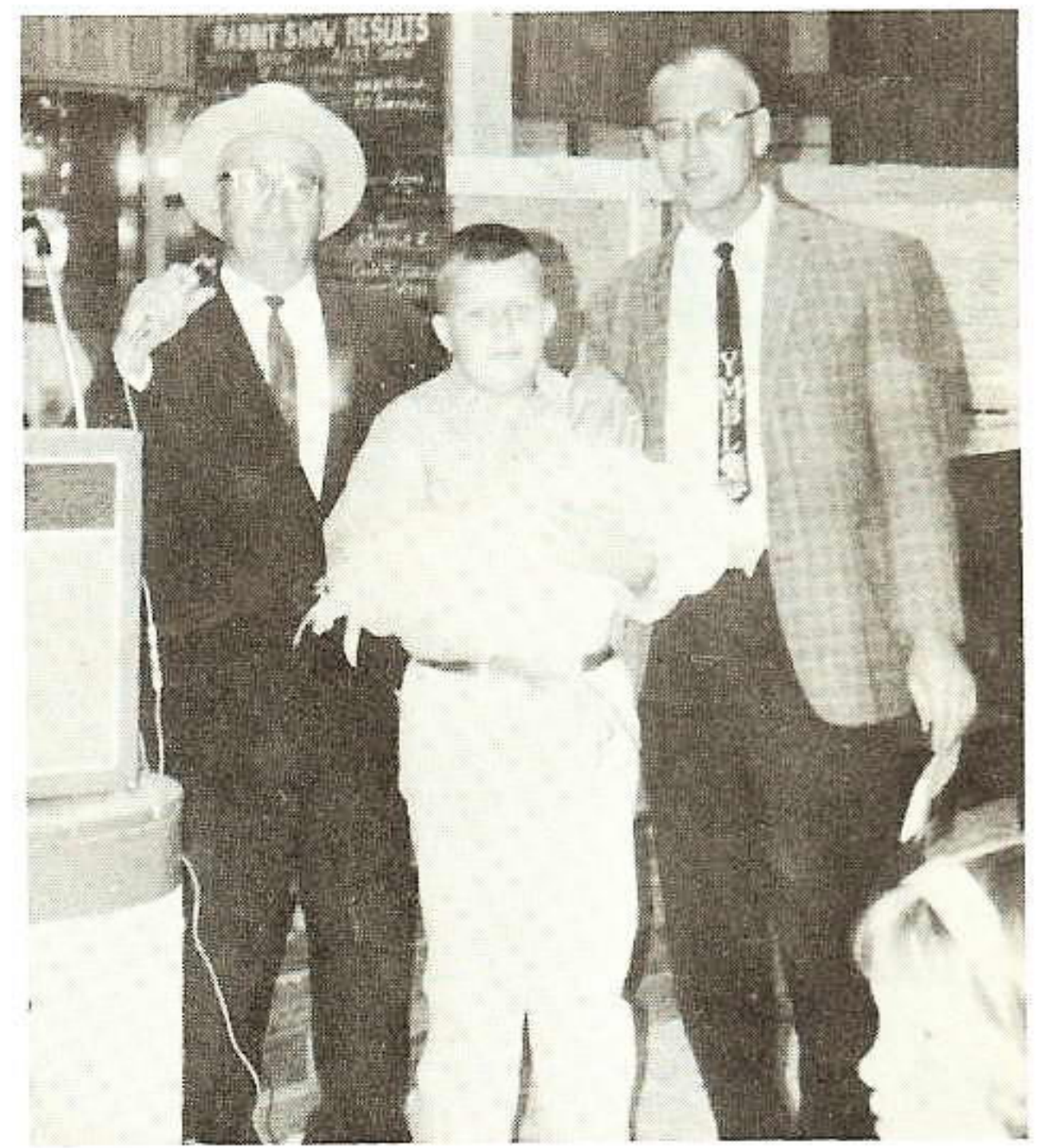


Ogden Children Take Ribbons at South Texas State Fair

THREE of the Jack Ogden children were ribbon winners at the South Texas State Fair back in October. Jack is a residential sales representative in Woodville.

At top, left, Jill shows off her first place ribbon for her junior high school dress entry which was made of blue bandana printed cotton. She made the dress from fabric won as an award in the District 9 4-H Dress Revue at Nacogdoches. Jill is 12 years old and has been in 4-H work for three years. Her other projects are foods, electricity, and a dairy calf.

At the top, right, Jackie auctions off his fourth place pen of capons. Jackie has already invested the \$72 he received for his three capons in a young heifer. Jackie has been in 4-H work four years. His projects, other than poultry, are gardening, electricity and beef cattle. With Jackie are Charlie



Schmucker of the First Security National Bank, left, and Fred Tenholder, right, commercial sales representative, Beaumont Sales.

At the bottom, right, Roger, center, shows one of his capons. His pen of three won fifth place and sold for \$68.50. He plans to invest his money in a heifer in the spring. He has only been in 4-H for one year. His projects are poultry and a dairy calf.

Mr. and Mrs. Lynn Wilson on the arrival at their home of **Mary Lynn**, October 26. Ethlyn is employed in Customer Accounts, Beaumont.

Mr. and Mrs. J. O. Bauman, he's electrical maintenance supervisor at Louisiana Station, on the birth of their fifth grandchild and second granddaughter, **Stephanie Kay**, on November 27. The parents are Mr. and Mrs. John Bauman of Baton Rouge.

Mr. and Mrs. Carroll Foreman on the birth of their new daughter **Patricia Ann**, November 7. Carroll, Lake Charles Appliance Repair, spent his two weeks at home with his new baby girl.

Mr. and Mrs. Elbert F. Heard on the birth of their daughter, **Polly Elizabeth**, November 12. Heard of the Lake Charles Line took his vacation to look after her.

Traffic Safety Is a Moral Responsibility

The Ten Commandments of Good Driving

- | | | | |
|------------|---|-------------|--|
| I | <i>The good driver keeps his car in safe condition.</i> | VI | <i>He is considerate of other drivers for he knows that he is his brother's keeper.</i> |
| II | <i>He drives only when sober and never when extremely tired.</i> | VII | <i>He keeps his temper knowing that self-control is vital to car-control.</i> |
| III | <i>He keeps his mind on his driving.</i> | VIII | <i>His care protects children and pedestrians, for over them he has the power of life and death.</i> |
| IV | <i>He recognizes the hazards of night driving and lowers his speed.</i> | IX | <i>He obeys the Golden Rule, driving with the care, caution and courtesy he would have others use.</i> |
| V | <i>He knows and obeys the traffic laws.</i> | X | <i>He constantly remembers that courtesy is the first law of self-preservation.</i> |

THOU SHALT NOT KILL

AFTER FIVE DAYS RETURN TO

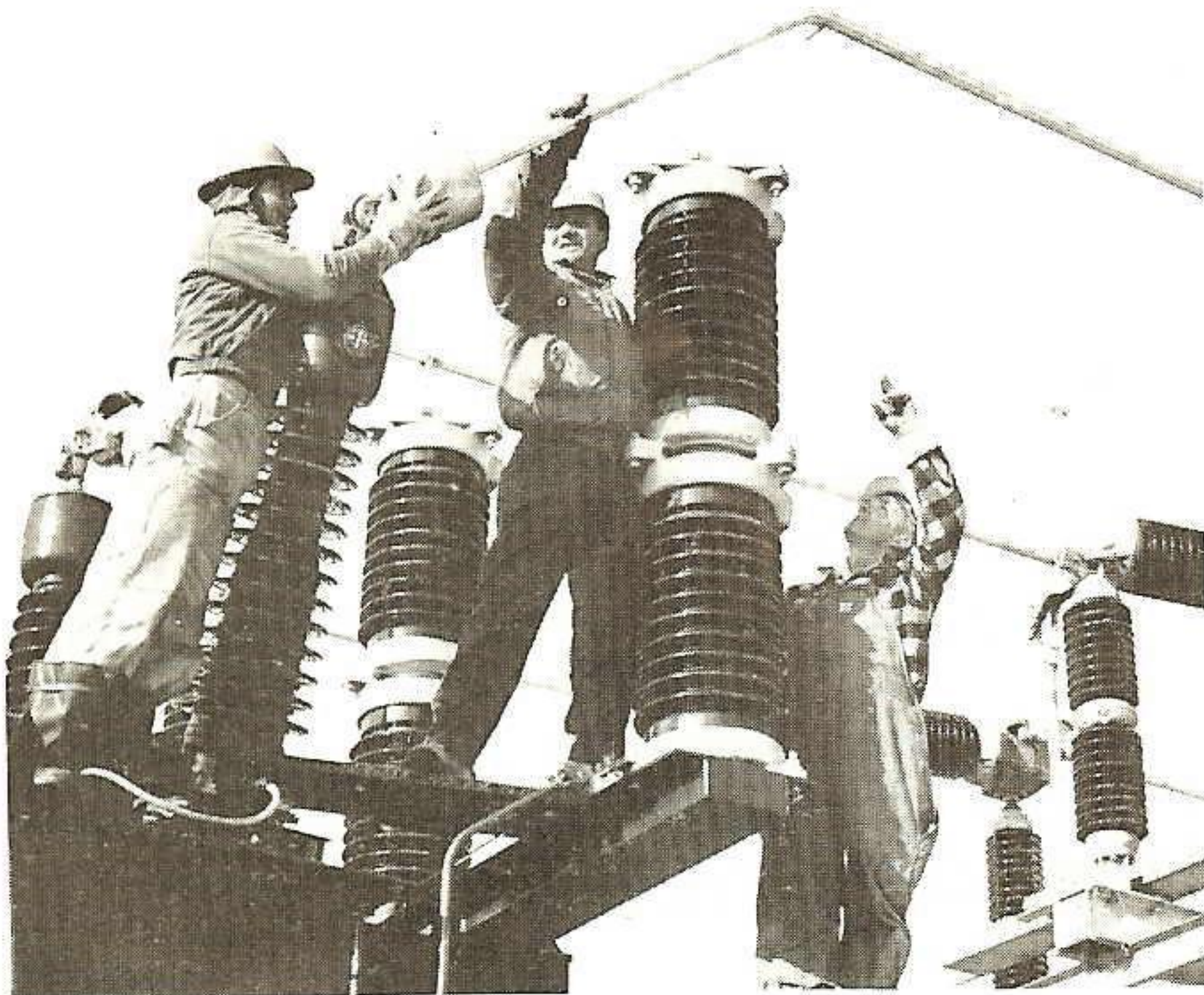
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OUR nation is moving ahead so rapidly on so many fronts that an essential industry—such as the investor-owned electric light and power industry—has to run pretty fast to stay ahead.

To provide for your growing electrical needs, plus an adequate reserve, America's more than 300 investor-owned electric light and power companies will be making capital expenditures of more than \$3,900,000,000 in 1965.

A large part of this sum will be used for new power plants and lines to serve the ever-growing need of homes and businesses. Part will be spent for the further development of atomic electricity. And part will be used to build high-voltage transmission lines to interconnect power systems.

Additional millions will go for research and development aimed at keeping your electric service plentiful and low-priced. More than 1800 such projects are under way or recently completed.

Where will the money come from? From the companies' earnings and from the savings of millions of people who invest in the industry.

Who will benefit? Many people—for as the money is spent through thousands of businesses, it will help to create jobs and wages.

But the main purpose is to provide you—in your home or on the job—with the best possible electric service. As in the past, a sure and abundant supply of low-priced electricity will continue to be a main-spring of America's growth.