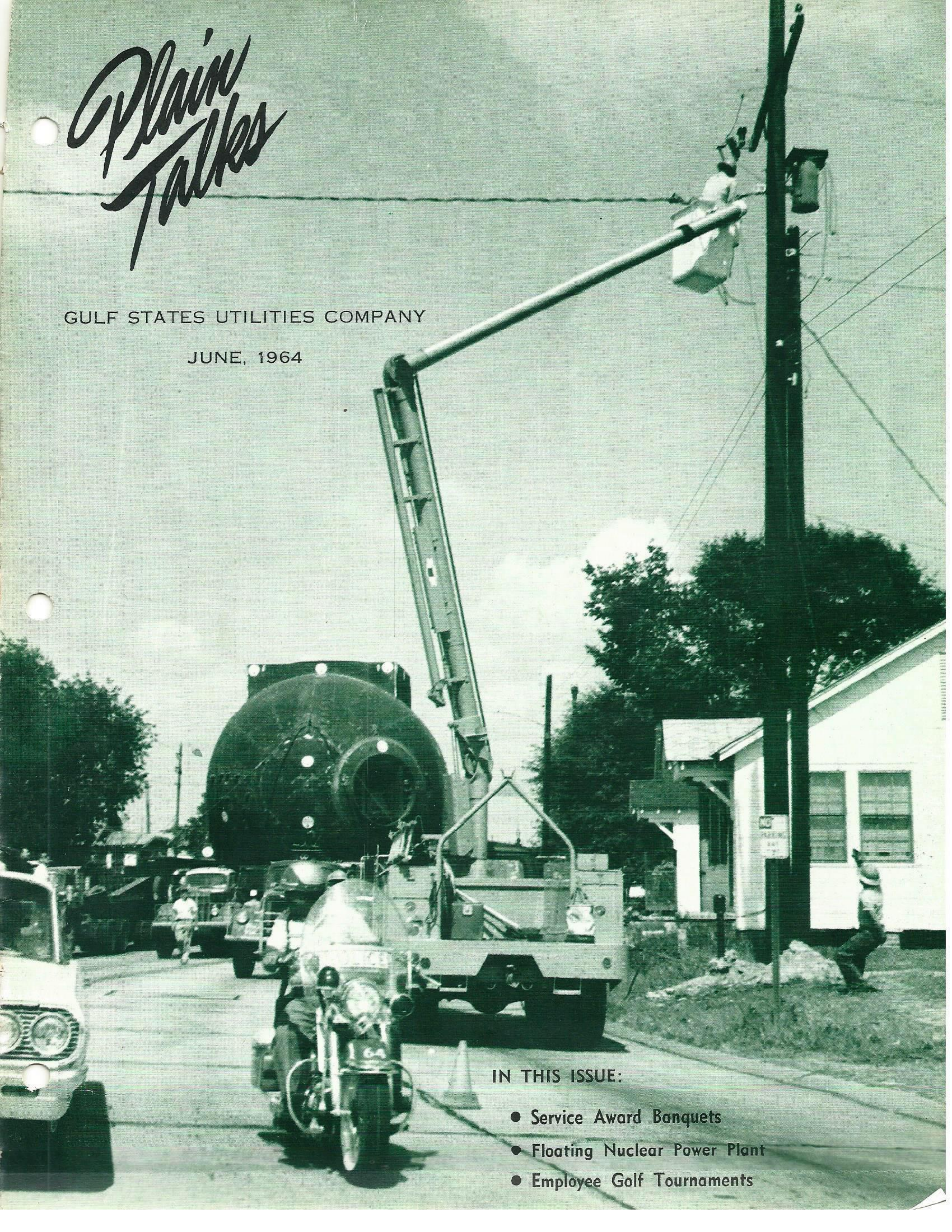


Plain Talks

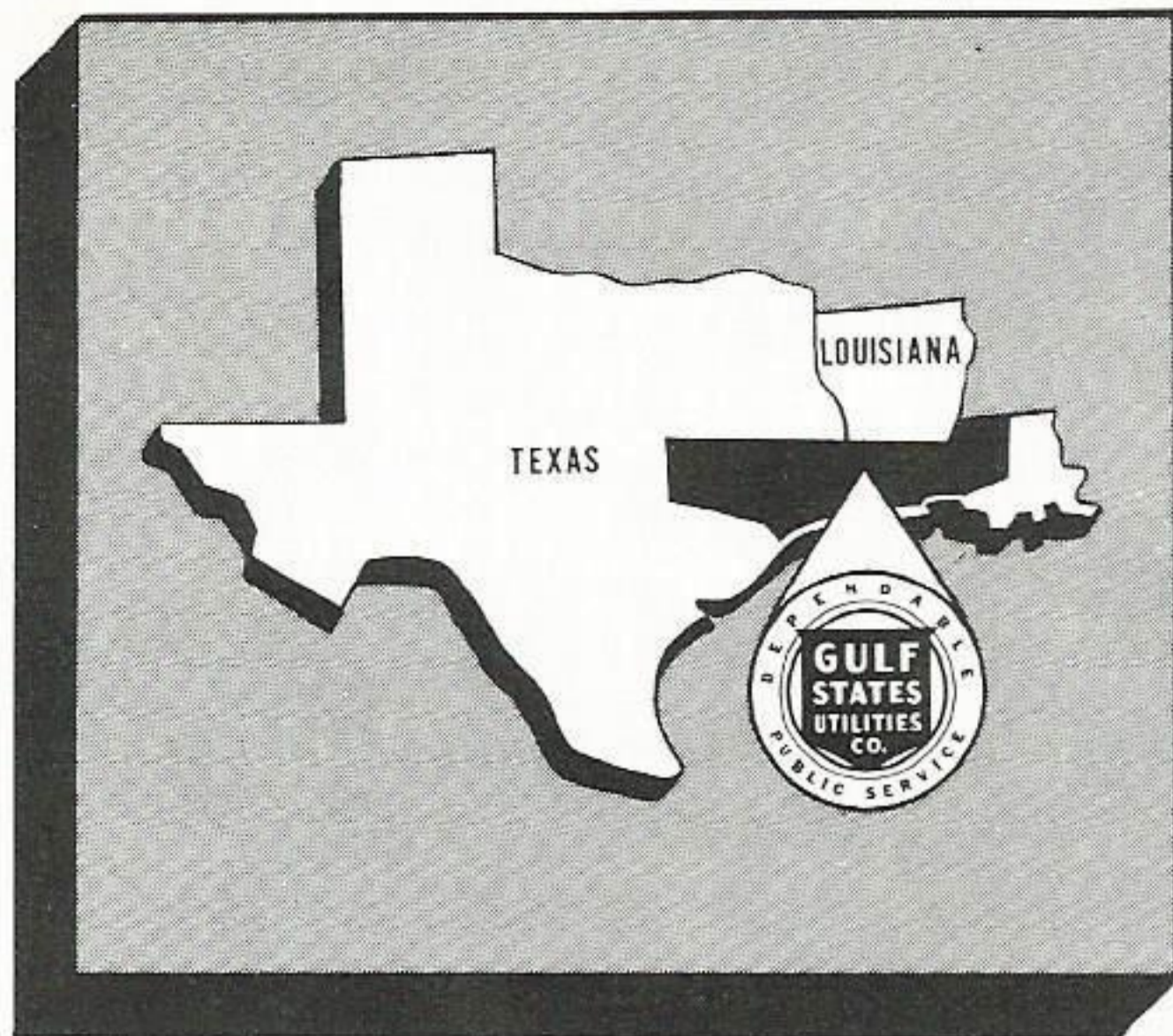
GULF STATES UTILITIES COMPANY

JUNE, 1964



IN THIS ISSUE:

- Service Award Banquets
- Floating Nuclear Power Plant
- Employee Golf Tournaments



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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FOOTNOTE to story on page 8. The 350-ton vessel for the world's first floating electric power plant using a nuclear power reactor was moved this month from Delta Southern Company in Baton Rouge where it was fabricated to the Mississippi River where it was transported by barge to New Orleans where it will be installed in a specially re-built Liberty ship.

The floating power plant will provide a power source capable of being towed to any port in the world to provide electrical power under any emergency conditions.

During the move Baton Rouge line crews had to remove the lines across the route as the vessel approached. Most lines were either raised or taken down beforehand, but a couple were left to be taken down in front of the vessel and put back behind it.

The vessel which towered more than 33 feet in the air had to be transported by a specially built trailer. The vessel and trailer extended across the entire four-lane highway. Police had to block off the route in sections and escort the vessel to the river.

James S. Turner
Editor

Bunch Eads
Associate Editor

Hal Reagan, contributing editor; Howard Fussell, contributing editor; Jack Shoffner, artist.

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Bob Wiggins	Dispatcher
Edith Patterson	Line
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Diane Carson	Customer Accounting

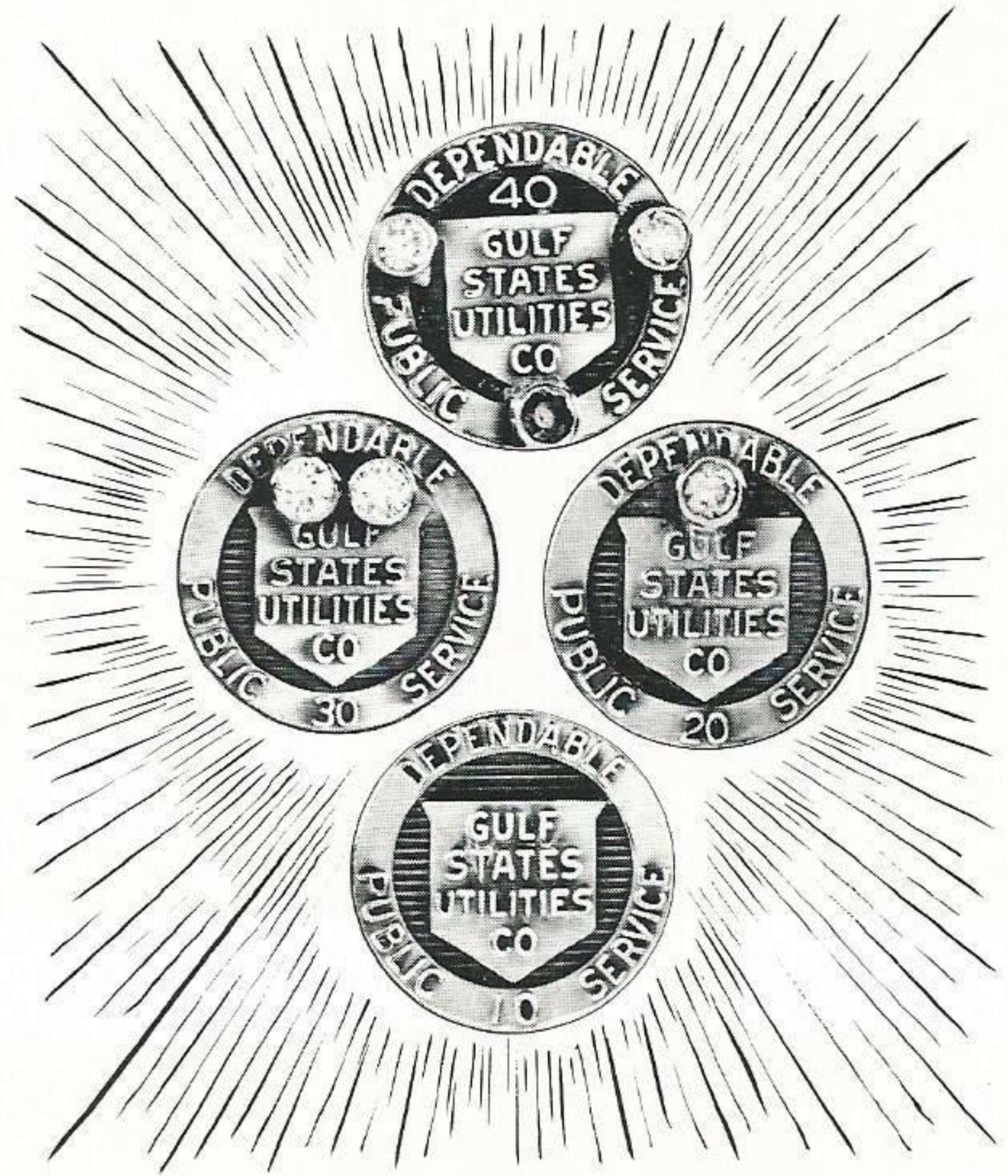
NAVASOTA DIVISION

Jeanette Sangster	Navasota
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Dorothy Stanford	Huntsville
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Jean Haston	Madisonville
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Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department

--- Long Time Employees --- Our Richest Asset



SERVICE Award banquets held the past two months throughout our service area prove that our Company is rich in the most important asset any company can have—dedicated employees with many years of valuable service.

Employees who remain with a company over a period of years learn more about their jobs, more about their company. They become increasingly more valuable to the smooth operation of the company.

In turn, long-term employees reflect favorably on the company. Prospective employees, as well as the general public, look with admiration on a firm whose employees pile up long years of service because they know that such loyalty is earned only by fair, honest and farsighted management, good working conditions and unusually favorable treatment of employees.

At seven service award banquets, starting with one for Port Arthur Division on April 27 and ending with Lake Charles Division on May 27, President Richard presented service award emblems to 123 Gulf Staters for their 40, 30, 20 and 10 years of service with our Company. This group of honorees represented 2,180 years of valuable experience.

The largest group to receive awards were the 65 Gulf Staters inducted into the service award club for the first time as ten year members—27 from Baton Rouge Division, 23 from Beaumont Division, 7 from Navasota Division, and 4 each from Port Arthur and Lake Charles Divisions.

President Richard presented awards to 31 twenty-year club members—15 from Baton Rouge, 7 from Beaumont, 4 from Lake Charles, 3 from Port Arthur and 2 from Navasota.

Fifteen Gulf Staters advanced into the 30-year member club—six from Baton Rouge, four from Beaumont, two each from Navasota and Lake Charles, and one from Port Arthur.

Moving up to the 40-year club were 12 employees—three each from Navasota, Beaumont and Lake Charles, two from Baton Rouge and one from Port Arthur.

Presently 1,547 Gulf Staters, or 55.9 per cent of all employees, have ten or more years service with our Company. At the end of April our Company had 2,767 employees.

SOME other statistics concerning employees and length of service stack up this way. We have 47 employees who have been with our Company 40 or more years, representing 1.69 per cent of the total number. There are 228 thirty-year employees, or 8.24 per cent. Employees having between 20 and 30-years of service total 311 or 11.24 per cent while 961 Gulf Staters or 34.73 per cent of all employees have between 10 and 20 years of service.

The figures, impressive in themselves, mean much more when viewed in the light of the large number of years of experience they represent.

Our Company depends on these more than 24,550 years of experience plus those of our more than 1,200 other employees for the smooth, day-to-day operations of our generating plants, transmission and distribution departments and our various offices.

Many of the 123 Gulf Staters who received service award emblems at this year's annual banquets are pictured on the following pages.



Forty Year Awards

top left . . .

BATON ROUGE. F. J. Bello, Gas; Mrs. Bello; President Richard; Mrs. W. A. Efferson, Mr. Efferson, local superintendent, Port Allen.

top right . . .

BEAUMONT. Mrs. A. G. Fontana, Mr. Fontana, Treasury; Mrs. W. B. Gurney, Mr. Gurney, System Production; J. C. Morrison, Distribution, Beaumont; and President Richard.

center left . . .

LAKE CHARLES. A. A. Adams, Distribution, Jennings; Mrs. Adams; President Richard; Mrs. W. A. White, Mr. White, Production, Riverside Station. Unavailable for picture; W. H. Adams, Legal, Jennings.

bottom left . . .

NAVASOTA. P. P. Newman, Sales; Mrs. Newman; W. R. Allen, Distribution; Mrs. Allen; Mrs. M. W. Taylor, Mr. Taylor, Distribution.

PORT ARTHUR. R. D. McMillian, Distribution, was unable to attend the Port Arthur Division dinner. He was presented his 40-year award at another time.



Thirty Year Awards

top left . . .

BEAUMONT. Mrs. G. T. DeLaMatyr, Mr. DeLaMatyr, Distribution; Mrs. B. J. Harrop, Mr. Harrop, Treasury; Mrs. W. A. Thomson, and Mr. Thomson, Sales.

bottom left . . .

NAVASOTA. C. H. Muse, Distribution, Conroe; Mrs. Muse; J. J. Jordan, Distribution, Cleveland; and Mrs. Jordan.

top right . . .

PORT ARTHUR. F. F. Elkins, Sales, and Mrs. Elkins.

center right . . .

LAKE CHARLES. H. A. St. Dizier, Sales, Lake Charles; Mrs. St. Dizier; President Richard; Mrs. Wilfred Duhon, Mr. Duhon, Distribution, Lafayette.

bottom right . . .

BATON ROUGE. Bottom row, C. E. Johnson, Production, Louisiana Station; J. A. Ellis, Distribution; and H. A. Williams, Production, Louisiana Station; top row, President Richard; S. H. Sharp, Treasury, Baton Rouge; M. O. Akins, Distribution; and C. L. Blackwell, Production, Louisiana Station.





Twenty
Year
Awards





top left . . .
LAKE CHARLES. J. T. DeVall, Distribution, Jennings; Jeanne Johnson, Treasury, Lake Charles; W. F. O'Kelley, Production, Nelson Station; and Whitney Trosclair, Distribution, Lafayette.

center left . . .
BEAUMONT. A. E. Boswell, Distribution, Beaumont; Artis Foreman, Production, Sabine Station; W. L. Rabe, Engineering, Pearlie Reeves and A. C. Smythe, Distribution, and T. F. Stewart, Production, Neches Station, all of Beaumont.

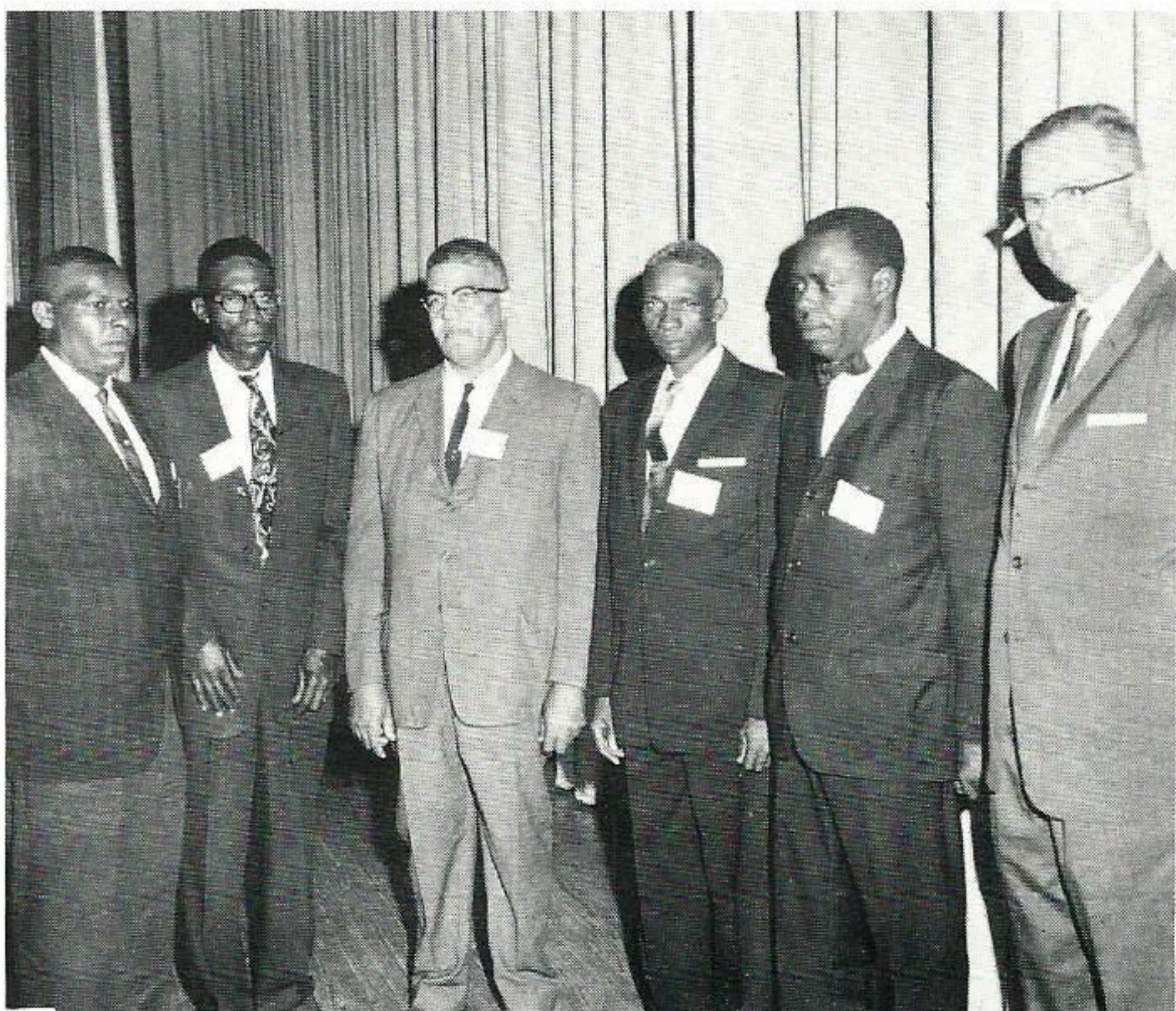
bottom left . . .
BATON ROUGE. Top row, J. W. Hebert, H. G. Dupuy, R. R. Floyd and E. J. Bello, all in Production, Louisiana Station; bottom row, President Richard; Sedonia Louviere, Treasury; E. P. Madsen, Production, Louisiana Station; and C. J. Soileau, Distribution. Unavailable for picture; S. B. Farrar and E. J. Bello, Production, Louisiana Station.

above . . .
PORT ARTHUR. Mittie Dunn, Sales, Port Arthur; President Richard; Elizabeth Whatley, Treasury, Mid-County. Unavailable for picture; D. C. Johnson, Distribution, Port Arthur.

top right . . .
NAVASOTA. Ed Allen, Treasury, Huntsville; Mrs. Allen; W. J. Petzolt, Distribution, Navasota; and Mrs. Petzolt.

center right . . .
TEXAS AND LAKE CHARLES DIVISIONS. J. E. Morrow, Building Services, and Mrs. Morrow.

bottom right . . .
BATON ROUGE DIVISION. Jimmie Kimble, Robert Fields, J. D. Herson, Willie Hart, and Herman Dotson, all of the Production Department at Louisiana Station; and Floyd Smith, division manager. Unavailable for picture; James Holliday, Production, Louisiana Station.



Ten Year Awards

reading left to right . . .

BEAUMONT. M. T. Alford, Engineering, D. J. Boullion, Distribution, Beaumont; G. E. Brown, Distribution, Dayton; D. N. Corgey, Engineering, Beaumont; J. L. Dowies, Treasury, Orange; W. L. English, Distribution, Betty Fontana, Division Treasury, J. L. Grimes, Engineering, and E. L. Hegwood, Jr., Distribution, all in Beaumont.

BEAUMONT. R. L. Hester, Treasury, G. A. Hickman, Distribution; B. B. Jackson, Distribution, H. R. Mathews, Sales, all in Beaumont; F. J. Ogden, Sales, Woodville; F. C. Peel, R. J. Peters, Engineering, M. K. Pruitt, Production, all in Beaumont; J. T. Sparks, Distribution, Orange; and H. G. Tierney, Treasury, Beaumont. Unavailable for pictures: N. F. Black, Jr., Production, Sabine Station; N. W. Ener, Jr., Treasury, Beaumont.

NAVASOTA. W. A. Jones, Distribution, Navasota; C. J. Heaton, Distribution, Huntsville; Virgil Foster, Sales, Madisonville; Fred Dickschat, Distribution, Navasota; Bobby R. Stout, Distribution, Conroe; E. L. Butler, Distribution, and C. R. Smith, Treasury, both in Calvert.

BATON ROUGE. Bottom row, Shirley Roddy, Treasury; President Richard; Hazel H. Malbrough, Treasury; Baton Rouge; Marie A. Vavasseur, Treasury, Port Allen; top row, P. E. Whitehead, Distribution; N. A. Parrino, Treasury; C. M. Naquin and F. H. Saizon, Distribution.

BATON ROUGE. Bottom row, President Richard; Robert H. Easley, Distribution; A. E. Glover, Sales; T. L. Clouatre, Distribution, Port Allen; and J. A. Locke, Distribution; top row, J. A. Kleinpeter, Gas; J. S. Gremillion, Production, Louisiana Station; A. D. McKowen, Sales; J. B. Conn, Distribution, Port Allen; R. C. LeJeune, Gas. Unavailable for picture: A. H. Harrison, Distribution; M. A. Neyland, Production, Louisiana Station; P. B. Couvillon, Distribution; F. J. Percle, Distribution; D. E. Shelton, Production, Louisiana Station.

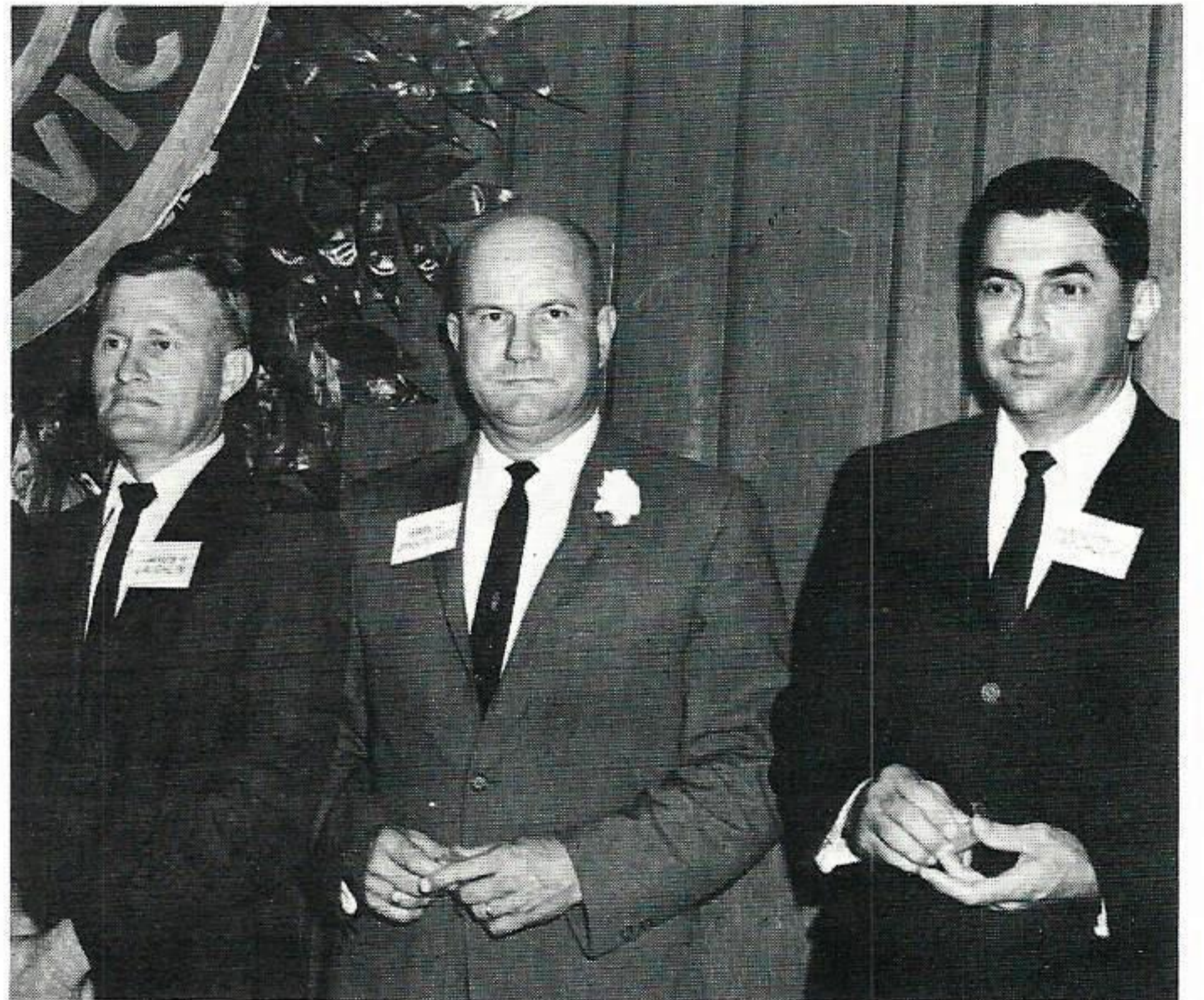
LAKE CHARLES. J. R. Laughlin, distribution, Lake Charles; Earl Broussard, Sales, Lafayette; H. J. Bourque, Distribution, Lake Charles.

PORT ARTHUR. Jean Andrews, Treasury; President Richard; Jean Weber, Treasury; J. C. Fleniken and S. H. Thibodeaux, Distribution.

TEXAS AND LAKE CHARLES DIVISIONS. B. A. Stagg, Distribution, Mrs. Stagg, Mrs. Sam Turner and Mr. Turner, Building Services. Unavailable for picture: J. W. Meno, Treasury, Jennings.

BATON ROUGE DIVISION. Emmet O'Conner, Distribution; J. T. Stewart, Production, Louisiana Station; C. L. Harris and A. J. Triplett, Distribution; Verner Branagh and Oscar Hills, Jr., Gas. Unavailable for picture: Charlie Martin, Jr., Distribution, Maringouin.





Floating Power Plant

By LARRY FARLEY
Industrial Advertising Writer

OUR Company's future growth can many times be traced directly to the growth projected for our service area. As Gulf Staters, we are naturally glad to know that as our area develops, so does the electrical load, and opportunities for continued Company progress. Area development may come from industrial attraction of site-seeking businesses and industries, or it may come from the progress and diversity of an industry already within our borders.

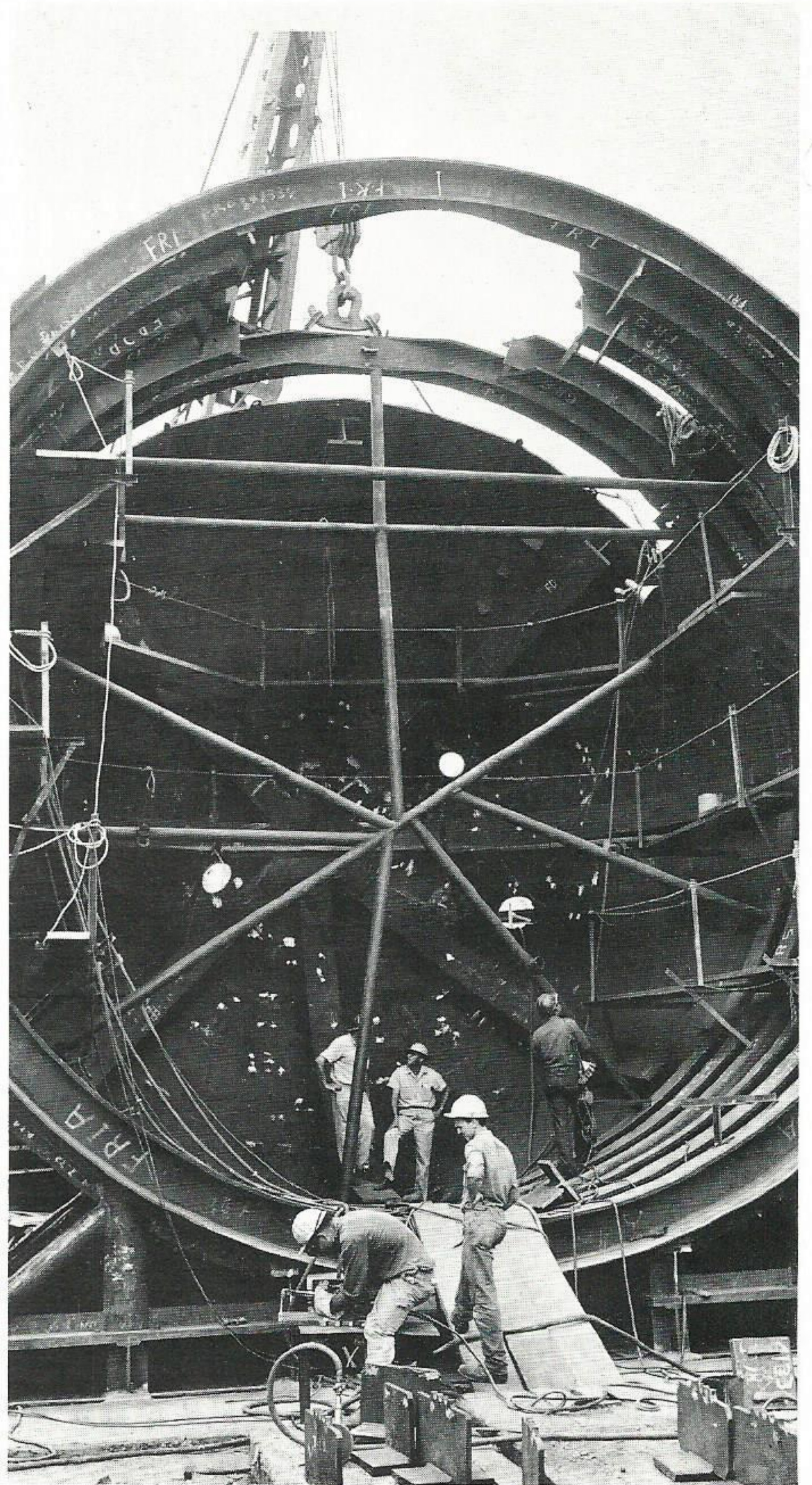
An example of such diversity of industry in our Company's Louisiana service area was the venture of Delta Southern Company in building the world's largest atomic reactor housing at its Baton Rouge plant.

The oval shell, which will house the nuclear reactor for a unique floating power plant, measures 31 feet in diameter and 49 feet in length. It weighs 350 tons.

The result of the project will be the first floating electric power plant utilizing a nuclear power reactor as a heat source. Designated as MH-1A, the plant will be totally independent of shore fuel logistics for over a year. The purpose of the plant is to provide a floating power source capable of being towed to any port in the world to provide or augment electrical power for wartime or emergency conditions.

Delta Southern Company, a division of Southwest Fabricating & Welding Company, Inc. of Houston, manufactured the vessel on a sub-contract from the Martin Company, prime contractor for the barge-mounted nuclear power plant designed for the U. S. Army Corps of Engineers.

G. H. Lockwood, president of the Baton Rouge firm, attributes the proximity of the Delta Southern plant to the Mississippi River as a prime rea-



WORLD'S FIRST FLOATING NUCLEAR POWER PLANT. Welders and fitters for Delta Southern Company, Baton Rouge, work on the MH-1A, the world's first floating electric power plant utilizing a nuclear power reactor as a heat source. The plant being built for the U. S. Army Corps of Engineers, will provide a floating power source capable of being towed to any port in the world to provide or augment electrical power for any emergency.

son for the company's winning the contract, which was sought by leading steel fabricating firms all over the United States.

Delta Southern officials said that water transportation was a vital factor in the manufacture of the vessel, since it was by far the most economical way to transport such a large cargo.

The nuclear power plant, which will cost \$17 million, will be installed in a Liberty ship hull, now being modified by a shipbuilding firm in Mobile,

Alabama. The vessel was shipped by Delta Southern by barge down the Mississippi to Avondale Ship Yards in New Orleans, where it will rendezvous with the Mobile ship and be assembled. Installation will be made late this summer. The entire project is scheduled for completion in 1965.

The transportation from fabricating plant to Mississippi barge was another engineering feat in itself. A special trailer had to be built to accommodate the vessel. The trailer was pulled by two trucks. Adding the trailer's weight to that of the vessel placed the entire load in the vicinity of 1,094,140 pounds. There was a total of 116 tires on the hauling unit with a weight per tire estimated between 8,330 pounds and 10,575 pounds. The structure had two feet clearance above the ground, but extended to a height which required our Company's raising service lines along the transport route in order for it to pass.

Steel used in building the giant vessel will range in thickness from 1-1/2 inches to 3 inches at the

SHELL BEGINS TO GROW. Workmen form the 350-ton oval-shaped shell which will house the nuclear reactor. Upon completion the vessel will be transported from the Baton Rouge plant to the Mississippi River and shipped

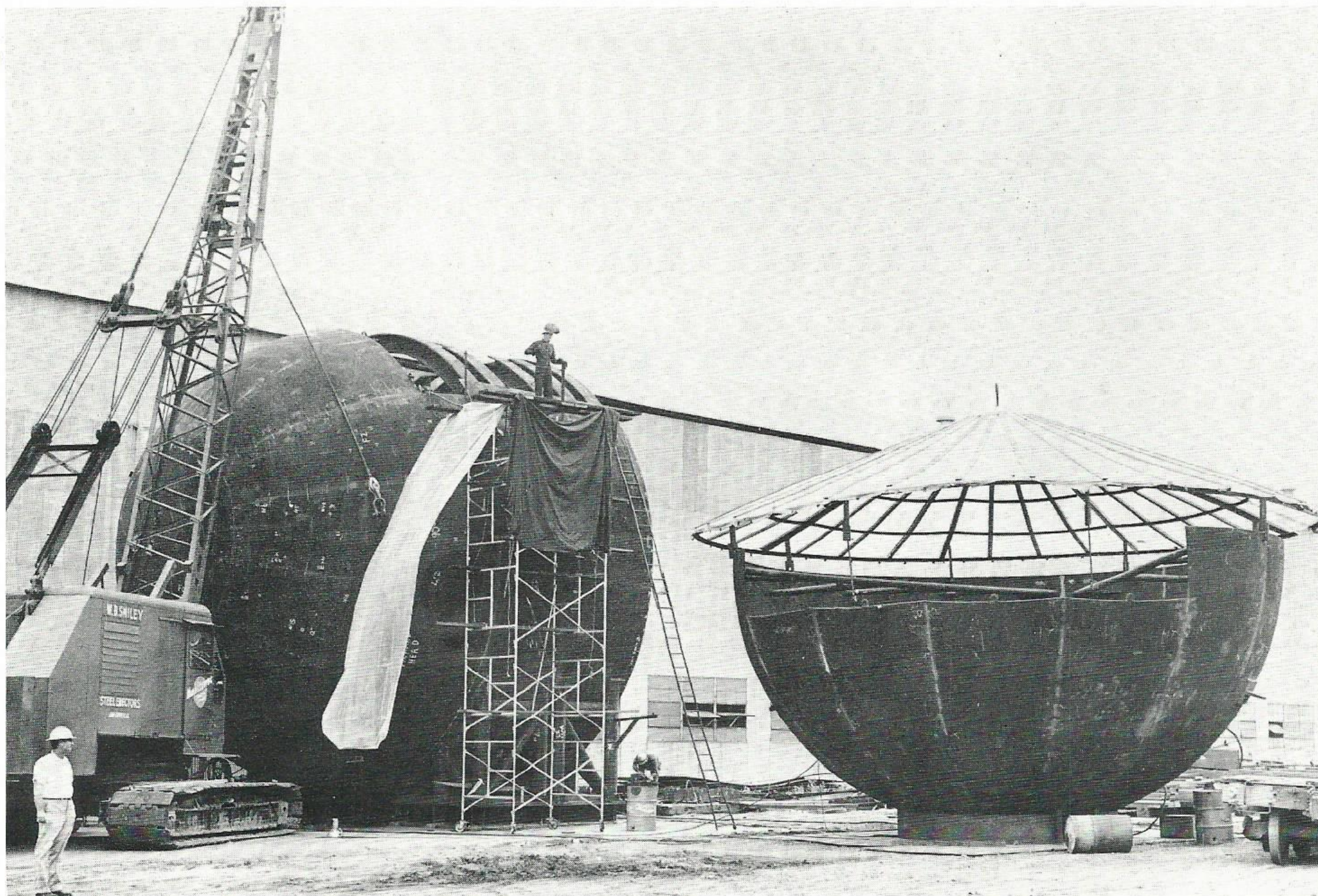
top. Delta Southern used a 2,500-ton electric press to form the steel for the vessel, and the finished product was tested by X-ray, hydro-test and mass spectrometer to insure against leaks. The electric load for just welding the steel amounted to 156,000 kilowatthours.

The football-shaped vessel also contains a personnel access tube and various inside structures. The cover alone weighs 13,000 pounds.

Keith Lanneau, chairman of the Economic Development Council of the Baton Rouge Chamber of Commerce, said that the awarding of the project to a local firm indicated once more the capabilities of Baton Rouge industries.

"More and more local industries are becoming part of Space Age projects," Lanneau said, "as national companies and the government realize that the technically-oriented people of Baton Rouge, combined with the city's location on the Mississippi River and in the heart of the 'Space Crescent' from Houston to Cape Kennedy, make it an ideal site for advanced technical projects relating to nuclear power and space technology."

by barge to New Orleans where it will be installed in the ship. The Baton Rouge T&D Department will have to raise service lines along the transport route to accommodate the vessel and trailer, which tower over 33 feet.



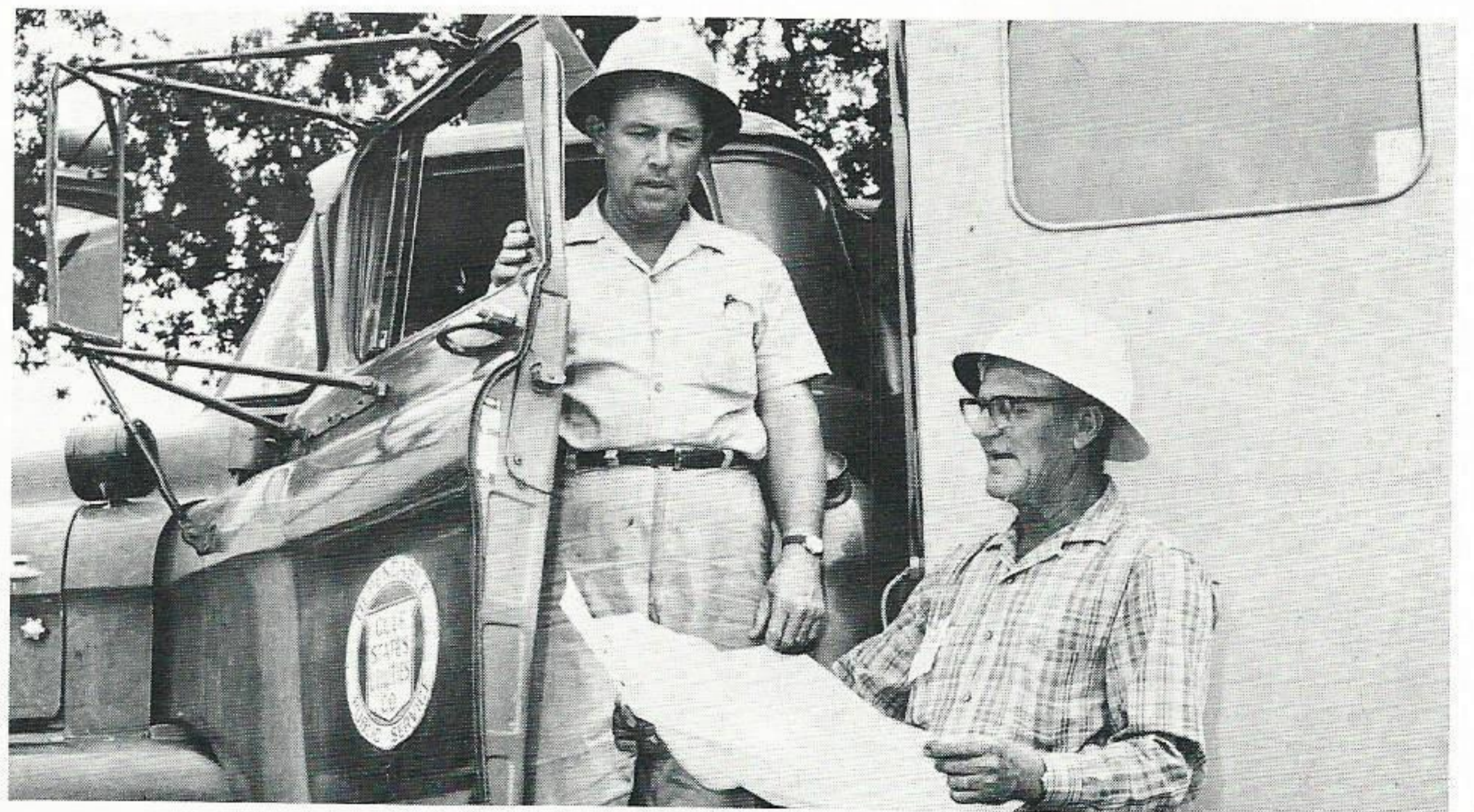


DRIVING SAFETY PAYS OFF. J. J. Morrison, chairman of the board, left, receives the first place plaque for our Company's finishing first in the 1963 Fleet Safety Contest. Making the presentation is R. Roy Dunn, a representative of the Southeastern Electric Exchange, sponsor of the contest.

A LONG-TIME DRIVER. Willie Trahan, Beaumont T&D, goes over a job order with Jimmy B. Morrison, line foreman, before starting a trip. Mr. Trahan has been with our Company 18 years—17 of them driving Company vehicles.



Company Safety Program Reduces Traffic Accidents



MAPPING THE ROUTE. Emory Shead, truck driver, Navasota T&D, and A. M. Seigler, line foreman, locate their trip route on a map of the division. Mr. Shead has been driving company vehicles for 15 years.

HOLDING employee safety in high esteem has paid dividends once more for our Company.

The latest reward is first place in the 1963 Fleet Safety Contest conducted annually by the Southeastern Electric Exchange—composed of 22 electric utility companies in this region of the nation. J. J. Morrison, chairman of the board, received the first place plaque from the SEE at a meeting this spring in Boca Raton, Florida.

According to John J. McDonough, president of the SEE in Atlanta, Georgia, the award is given annually to the utility firm that works the hardest in the prevention of motor vehicle accidents. Our Company won the award by exercising utmost safety in driving a total of 10,113,795 miles during 1963. According to our Safety and Training Department, that figure was attained through the driving of 816 vehicles.

At the presentation ceremony in Florida, C. A. Vorides, chairman of the SEE Accident Prevention Committee, said, "Gulf States can be truly proud of the fine safety record made during 1963 and I wish again to offer the Exchange's sincere congratulations upon this fine accomplishment."

IN March S. L. Stelly, system director of safety, and Anders Poulson, safety representative for the Texas divisions, returned from the 25th annual meeting of the Texas Safety Association with two more awards in recognition of records set by the Texas operations of our Company.

They were presented in recognition of an outstanding fleet traffic safety achievement and an outstanding industrial off-the-job safety achievement. The fleet safety award was presented in the Combined Industrial Fleet, Over the Road Operations, Electric Utilities, Group B. The awards commended our employees for their contribution to a safer Texas in 1963.

IN recognition of these outstanding fleet safety record awards, PLAIN TALKS has selected a driver from each division to be honored for their long-standing driving safety records.

Representing Lake Charles Division is Phillip J. Castete, a utility truck

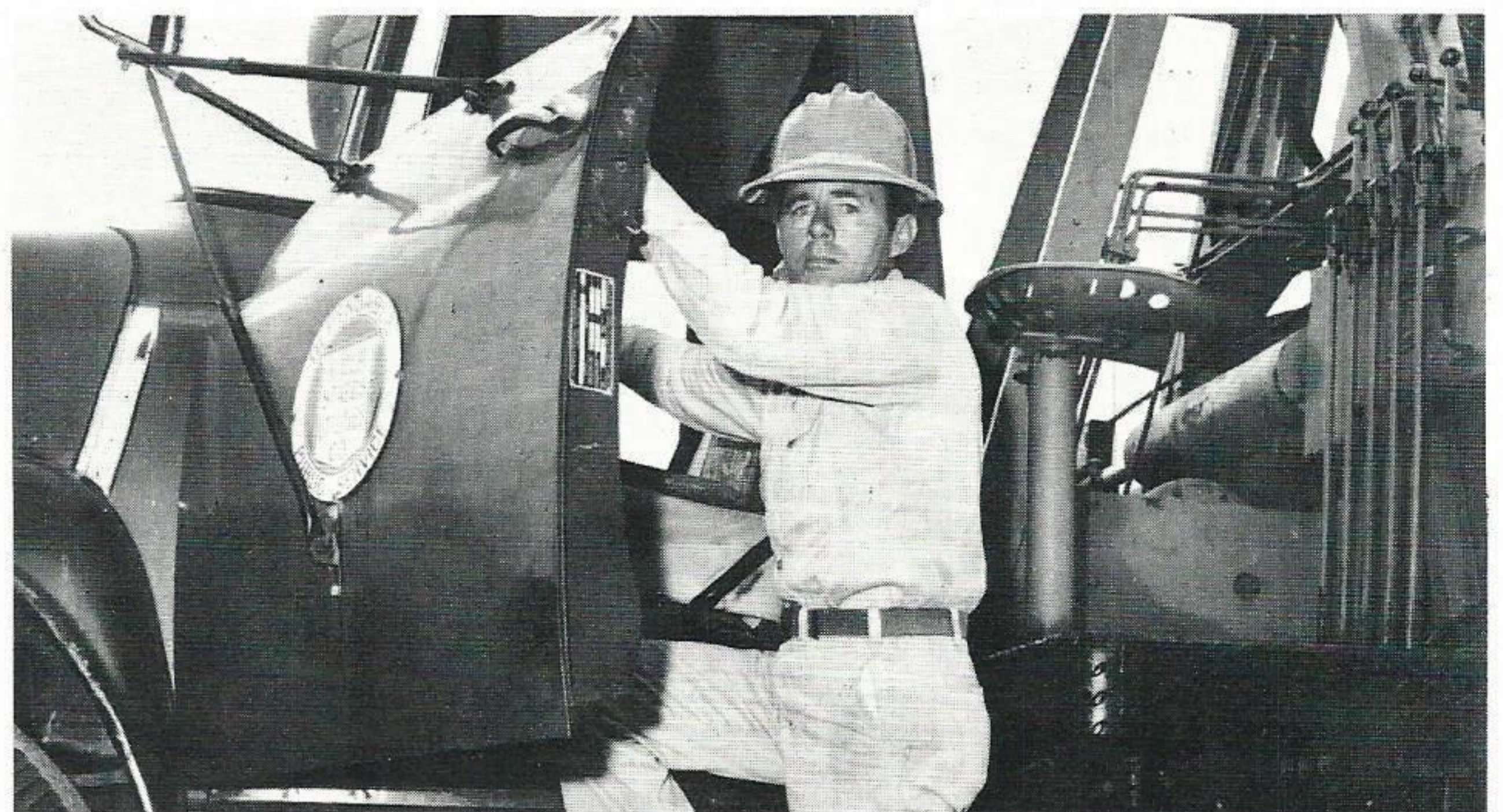
June, 1964



GETTING HIS ORDERS. Clyde Wilson, driver for the heavy equipment truck in Baton Rouge Division, receives his orders from W. A. Corkern, assistant general line foreman. He has been driving since 1949.



CLIMBING ABOARD. Phillip Castete, Lake Charles T&D, prepares to climb into the cab of his pole-setting truck. Mr. Castete has been safely driving our trucks and heavy equipment for 17 years throughout the Lake Charles Division.



READY TO MOVE OUT. Elmer M. Wheeler, Port Arthur T&D, has been driving Company trucks ever since joining our Company 12 years ago. During that time he has had no chargeable accidents.

driver in the T&D. He has been driving Company trucks for almost 20 years in Lake Charles and Lake Charles Division.

Clyde Wilson of Baton Rouge Division joined our Company in 1947 as a helper in the T&D. He started driving Company vehicles in 1949 and during that five year period has never had a chargeable accident. He is presently a driver for the heavy equipment truck.

A 12-year driving record without any chargeable accidents has been rolled up by Elmer M. Wheeler of Port Arthur. He has spent all of his service with our Company as a driver in the Port Arthur Division.

Emory Shead, Navasota T&D, has been with our Company since 1945 and has been driving for 15 years. During that time he has had no accidents.

Willie Trahan of the Beaumont T&D has a safe driving record of 17 years. He has been with our Company for 18 years.

Safe driving is something that these five men can appreciate since they operate the trucks and heavy equipment that are so essential to keeping our Company "rolling." There is not enough room to list all of our safe drivers, but PLAIN TALKS wishes to salute them too, and urge all employees to help set an even better safety record.

ON May 7 another accident-free record was established as part of our employee safety program. On that date the 139 Gulf Staters at the Neches Generating Station near Beaumont had worked 1,000,000 manhours without a lost time accident. This was record that extended back to October 14, 1960.

In a letter to E. E. Figari, station superintendent, J. A. Reich, production manager, extended his congratulations to the Neches employees.

"I knew all along that our Neches "gang" worked safely enough to once again get into the magic million class!" he wrote.

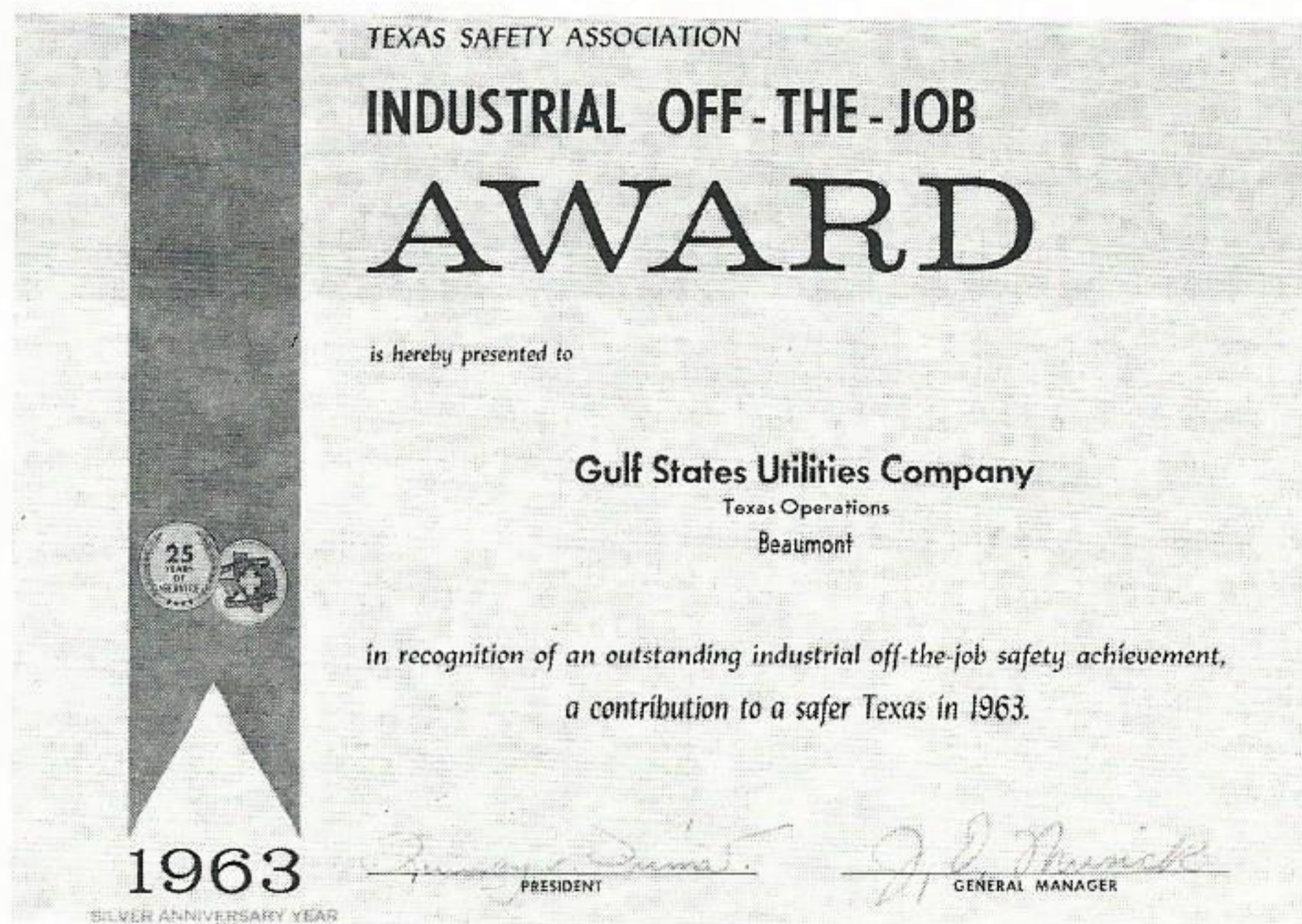
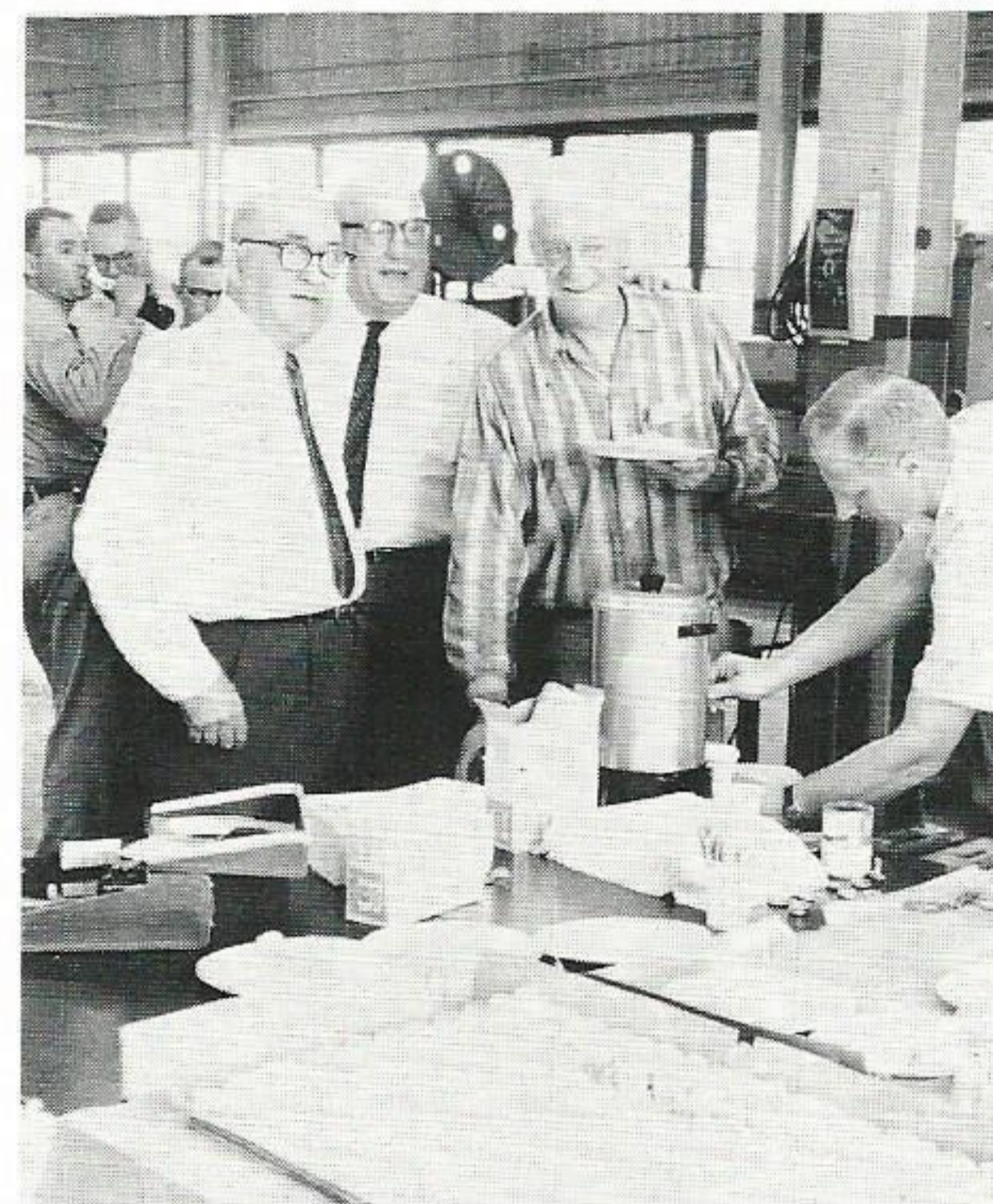
AND at midnight on May 29, our safety program paid further dividends. The employees of the Baton Rouge Division had worked another

safe million manhours—their seventh.

It was on October 18, 1963, that the Baton Rouge employees set "The World Record in the Electric Utilities Industry" according to the National Safety Council. The latest million safe manhours are part of a series that started on May 1, 1960.

Congratulations to the Baton Rouge employees from PLAIN TALKS and all other company employees on placing a seventh hardhat safety trophy on the Baton Rouge board room shelf.

CAKE ON THE BOSS. Employees at Neches Generating Station enjoyed cake on their boss, left, Production Manager Jack Reich, Beaumont, following their working one million no-lost-time safe manhours. The new record was set May 7 and it extended back to October 14, 1960.



TEXAS SAFETY ASSOCIATION AWARDS. Our Company received two plaques for outstanding safety achievement in industrial off-the-job safety and Texas fleet safety, at the 25th annual meeting of the Texas Safety Association.

W. H. Gieseke to Retire May 1, After 40 Year Financing Career

W. H. GIESEKE, Beaumont, vice president for finance and secretary of our Company, will retire July 1, completing a more than 40 year career in the electrical utility industry.

Mr. Gieseke, a native of Brenham, Texas, began his career with Houston Electric Company after being graduated from Massey Business College in Houston where he specialized in accounting and corporation finance.

He advanced to the position of general accountant by 1924 and later the same year he was transferred to Lake Charles as chief accountant. He remained in that position until 1927 when he was transferred to Boston, Mass. and later to Savannah, Ga.

Mr. Gieseke joined Engineers Public Service Company in New York in 1928 as a staff accountant. At that time our Company was a subsidiary of this supervisory organization.

While with Engineers Public Service he gained valuable experience in corporate finance and reorganization which involved working closely with the Federal Power Commission and the Federal Securities and Exchange Commission.

When our Company became an independent company in 1947, Mr. Gieseke was elected secretary and moved to

Beaumont. He was elected a vice president in 1954.

In these positions he has supervised our Company's long range financial planning and short term bank loan arrangements. Since 1947, he has been instrumental in raising approximately \$340 million of new money to finance expansion and construction programs in addition to arranging short-term bank credits totalling over \$200 million.

An interesting sidelight on these financing activities is that Mr. Gieseke was required to sign his name over 250,000 times to obtain these large sums of money. This was in addition to signing over 60,000 letters to shareholders and others who requested information concerning our Company's operations and financial affairs.

In 1956 Mr. Gieseke completed the Advanced Management Program of Harvard University's School of Business Administration.

Mr. Gieseke is very active in Beaumont community and civic affairs and national financial organizations. He is a director of the American National Bank of Beaumont, a member of the Beaumont Chamber of Commerce and the Young Men's Business League. He



W. H. Gieseke

has been a member of the Chamber's Governmental Affairs Committee and is presently serving on the Fresh Water Committee.

He holds memberships in the National Federation of Financial Analysts, American Institute of Management, American Society of Corporate Secretaries, American Management Association, and the Edison Electric Institute Investor Relations Committee.

He is presently a director and treasurer of the Beaumont Country Club, a past president and director of the Town Club and a member of the Beaumont Club. He is also a member of St. Marks Episcopal Church.



W. E. Richard

a deacon in the St. Andrews Presbyterian Church. He is married to the former Johanna Lorenzen and they have three sons.

W. E. Richard Named to Head Industrial-Commercial Sales

WILLIAM E. RICHARD, formerly system supervisor of commercial sales promotion, Beaumont, has been promoted to system superintendent of commercial and industrial sales. The promotion was effective June 1.

Upon being graduated from Texas A&M with a degree in mechanical engineering, Mr. Richard joined our Company as a student engineer in 1950. From 1951 to 1953, he was on active duty with the U. S. Army in Germany.

Upon his return from military service, he was assigned as an industrial engineer in the Lake Charles Division. In 1959, he was transferred to Navasota Division with the dual responsibilities of industrial engineer and area development engineer.

He is active in Boy Scout work, is a member of the Beaumont A&M Club, has served on the membership committee of the YMCA and is a captain in the Army Reserve. He is



ERECT SIGNS. Members of the Jennings Association of Commerce set up Balanced Farm-Home Plaques at one of the farms visited during the 1964 awards tour.

Two Rural Customers Receive Farm Awards

NOT that it's done only once a year, but town people visited their neighbors down on the farm in Jefferson Davis Parish May 19.

The occasion was the presentation of awards for winners in the eleventh annual Balanced Farm and Home Contest. Conducted yearly by the Jennings, Louisiana, Association of Commerce, the contest is aimed at creating a closer relationship between rural and town residents.

Two of this year's four winning farms are on our Company's rural lines—Duprelon J. Marceau and Darrell Gillett. Both have well-kept, productive spreads near Thornwell, Louisiana. Other 1964 winners were Vance Benoit, whose farm is near Lake Arthur, Louisiana, and Rolland McCown, whose farm is near Welsh, Louisiana.

The awards were presented during an afternoon-long car caravan trip that wound around the verdant and much-submerged Jefferson Davis Parish countryside. During brief presentation ceremonies, several caravan members were busy erecting handsome highway signs in each yard that told passerby that this was a Balanced Farm and Home Contest winner.

Each stop was climaxed by a tour of the winner's home and, finally, refreshments. Joining the tour were business leaders and townfolks who "just

WINNERS ALL SMILES. That's the case here as Mr. and Mrs. Duprelon J. Marceaux proudly show off the handsome highway sign that proclaims them to be winners in the 1964 Balanced Farm and Home Contest. Clovis Bailey, president of the Jennings Association of Commerce, right, made the awards presentation at the farm.

GOOD FARMING PAYS. And Mr. and Mrs. Darrell Gillett receive proof of it from Miss Wilma Knight, a Jennings hardware dealer, left, who presented the winner's plaque at the Gillett farm. The awards are made annually by the Jennings Association of Commerce to outstanding Jeff Davis Parish farmers.

wanted to visit their friends on the farm." Representing our Company were Martin Wagnon and John Bordelon, both in Residential Sales, Jennings.

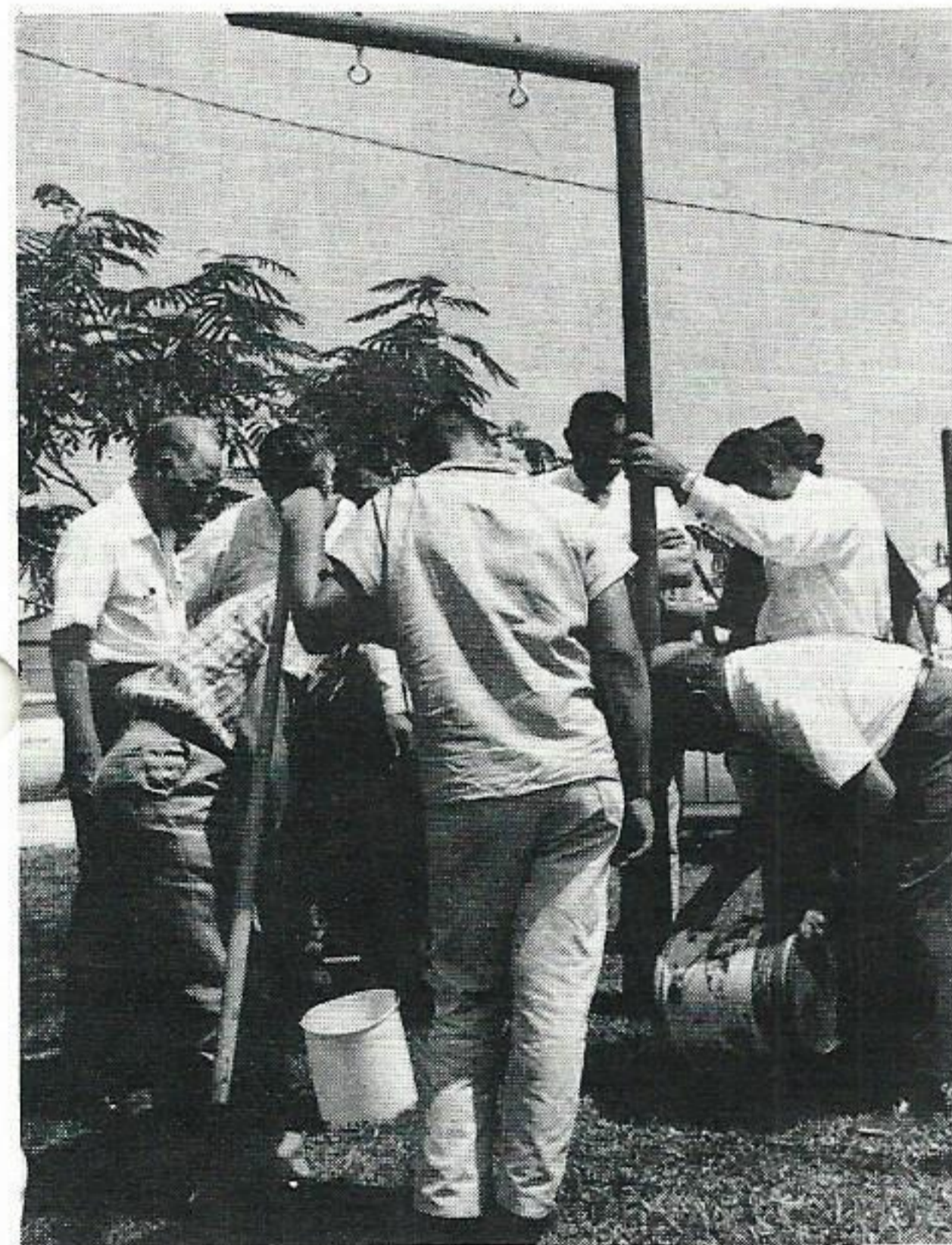
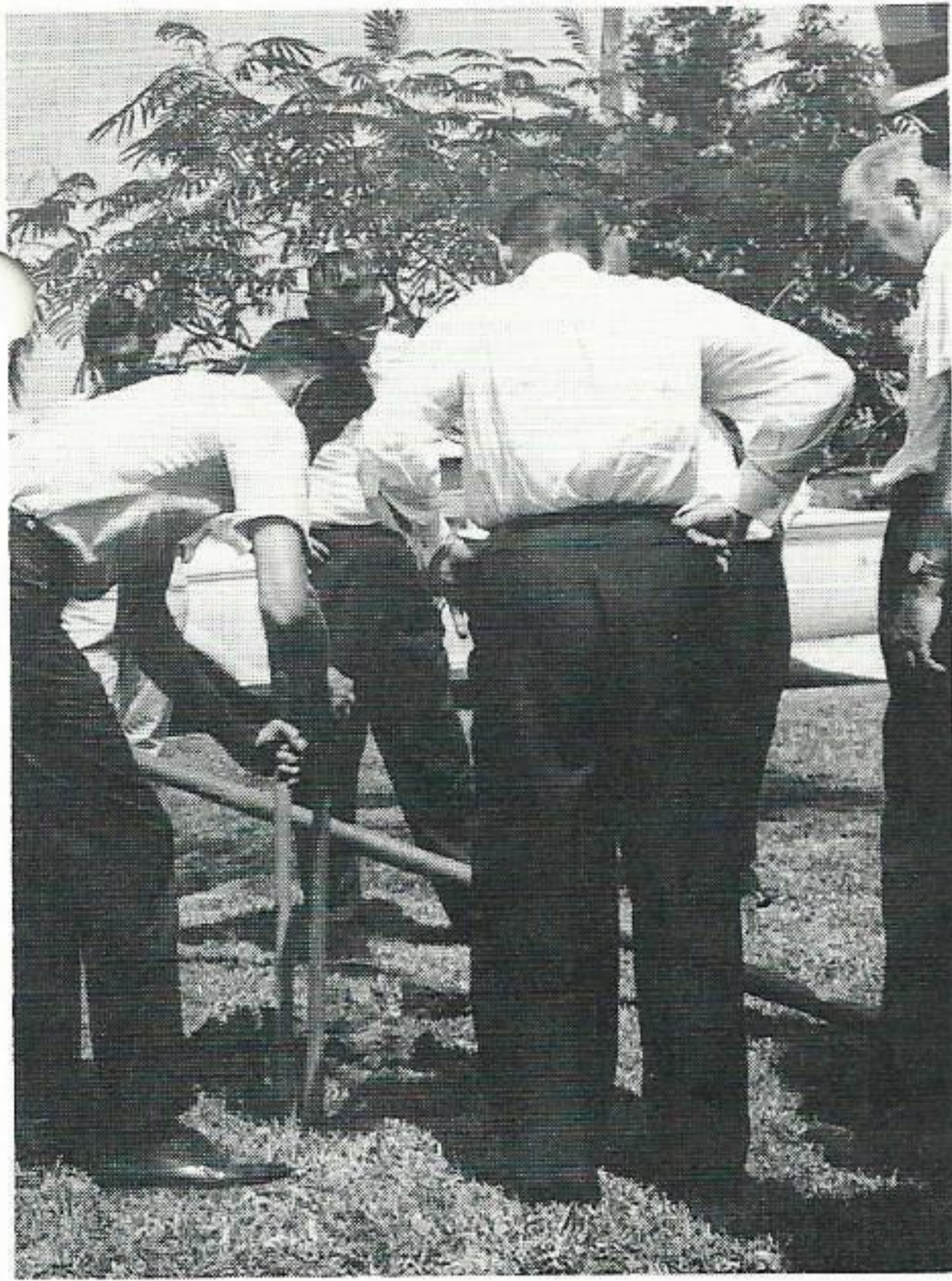
Mr. Gillett, one of the day's big winners on our Company's lines, grew up as a "town boy" but chose the farm life when it came time to earn a living. He now works a farm with a 355-acre rice allotment on the Henderson Estate on a 50-50 basis, a paying arrangement that's been in effect since 1947.

Mr. Gillett water plants the majority of his rice crop and he has been averaging about 25 greenweight barrels per acre. He also is a cattleman.

The other 1964 winner on our lines, Mr. Marceaux, has a 354-acre farm about a mile west of Thornwell and he's considered one of the top rice farmers in Jefferson Davis Parish. He has been averaging 28 greenweight barrels on his 155-acre allotment.

But that isn't all of the elements to his award winning. Mr. Marceaux is also planting 49 acres of rice on a 118-acre farm he is renting. In addition, he has purchased a small but effective rice drier that has proved a boon to his farming. He can store his product and sell at the most opportune time.





COMPANY ADVERTISING TAKES EIGHT FIRST PLACES. Advertising created by our Advertising Department received awards in 11 of the 17 categories of the 1964 Advertising Awards Contest sponsored by the Advertising Club of Beaumont. Kenneth Sutton, second from right, director of advertising, accepts one of the eight first place awards from Dr. Richard Setzer, vice president and dean of academic affairs at Lamar Tech College, master of ceremonies at the May 22 banquet. Phil Spencer, left, was co-chairman of the contest and Bob Lee, right, is president of the Ad Club.

Eight First Places Won In Beaumont Ad Contest

IT was a Gulf States night at the Advertising Club of Beaumont's 1964 Ad Awards Contest on May 22.

Our Advertising Department walked away with eight of the 19 first-place awards and received awards in 11 of the 17 categories.

In all, advertising produced during 1963 under the direction of Kenneth Sutton won 17 plaques. Nine other awards of merit were picked up in various categories.

Company advertising won firsts in the following classifications: newspaper, black and white, one-half page or over, institutional; newspaper, best use of color; magazines and trade paper; co-ordinated campaign using two or more media; displays and exhibits; outdoor posters; tri-vision outdoor bulletins; and miscellaneous outdoor and transit advertising.

Awards of merit were received for: outdoor bulletin; co-ordinated campaign, two awards; TV commercials, 20 seconds or less, two awards; TV

commercials over 20 seconds; miscellaneous outdoor and transit advertising; radio commercial, 30 seconds or less; and newspaper, black and white, half-page or over, institutional.

Other first place winners in the contest were: First Security National Bank, and Texas Coffee Company, two awards each; The White House; Lou's of Orange; Pig Stands Inc.; Jefferson Theater; Gateway Shopping City; Myrtle Kerr of Lamar Tech Art Department; and Village State Bank, one award each.

Entries in the 1964 contest were judged by advertising clubs in Amarillo, Shreveport, Waco, Corpus Christi and Abilene.

Dr. Richard Setzer, vice president and dean of academic affairs at Lamar Tech, was master of ceremonies of the event, which was attended by some 200 members, contestants and guests.

Assisting Dr. Setzer in distributing the awards were Neches River Festival Queen Anna Gordon Taylor and Princess Judy Irion.

READY FOR THE PROGRAM. An appreciative audience finishes breakfast and prepares to settle back for the brief but informative program on heat pumps presented by the commercial-industrial sales team. Dealers were out of the meeting and off to their stores before 8 a.m.



PRESENT PROGRAM FOR DEALERS. Presenting the program for Baton Rouge heat pump dealers May 15 were R. T. Collier, J. B. Waltrip, J. A. Stelly and W. E. Richard. Carolyn Chustz, steno, Baton Rouge Sales, portrayed Miss Heat Pump on the program to brighten the meeting.

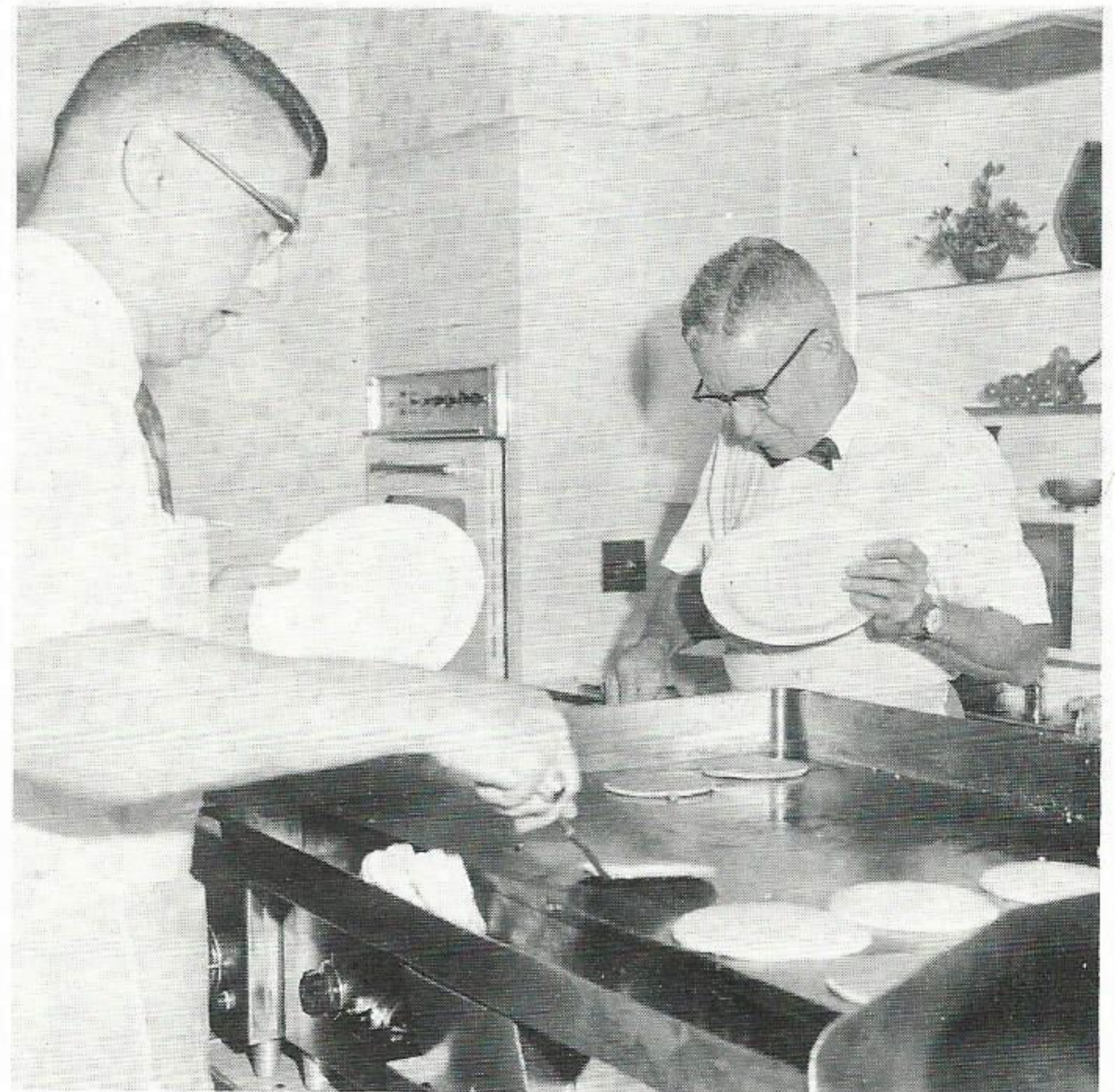
Breakfast Meeting Brings Out Baton Rouge Heat Pump Dealers

FIFTEEN Baton Rouge area heat pump dealers were treated to a breakfast of pancakes, sausages and eggs and some pointers on sales and servicing of heat pumps at a meeting early on the morning of May 15 in the second floor auditorium at the downtown Baton Rouge office.

Commercial sales representatives who cooked up the meal began arriving at 5:30 a.m. to get things rolling. By 7 a.m. breakfast was being served. This was followed by an informative program short enough so that dealers could get away to their stores before 8.

Present for the program were residential and commercial sales representatives and industrial sales engineers as well as E. A. Werner, Baton Rouge Division vice president, F. R. Smith, division manager, J. W. Kirkland, division superintendent of sales, and W. E. Richard, system superintendent of commercial and industrial sales.

The program was presented in four parts with J. A. Stelly, supervisor of commercial sales, leading off with a history of heat pumps and a general sales talk. He told the dealers that our Company had 6,200 heat pumps on the lines. He was followed by R. T. Collier and J. B. Waltrip, industrial sales engineers, who talked on dealer and



FLAPJACKS ANYONE? Donald Sullivan and Lester Landry, commercial sales representatives, dish up the chow for the breakfast meeting. Cooks for the program arrived at 5:30 a.m. to begin preparing the meal. Eggs and sausages were also on the menu.

manufacturer standards and on service. Mr. Richard closed the program with a talk on sales.

Walter Benjamin, commercial sales representative, was coordinator for the program, and Dolph McKowen, commercial sales representative, arranged some special lighting effects for the program. Carolyn Chustz, steno, appeared on the program as Miss Heat Pump.



REACTOR DEVELOPMENT CONTRACT SIGNED. President Richard, standing left, was on hand for the signing of the contract between the Atomic Energy Commission and Southwest Atomic Energy Associates for research and development in fast breeder reactor technology. In the AEC's Washington office for the signing were George White, general manager, atomic power equipment department, General Electric; General A. Luedecke, general manager, AEC; J. Robert Welsh, president of Southwestern Electric Power Company and SAEA; and Dr. Walthur Schnurr, director of Gesellschaft fur Kernforschung. With Mr. Richard is Curt Heidenreich of the European Atomic Energy Community.

AEC Contract Signed For SEFOR Research Facility

THE United States, West Germany and 17 southern and southwestern investor-owned electric utility companies, including our Company, have signed contracts for an experimental program designed to meet long term energy requirements through development of atomic breeder reactors.

The contract was signed by the Atomic Energy Commission, a West German corporation and an association representing the utilities in Washington, D. C., on May 14.

Work on the \$25 million research project, which will be constructed near Fayetteville, Ark., is expected to get under way immediately.

The \$25 million will finance construction and research of a fast reactor test facility on a 260-acre site. It will be known as SEFOR, the initials standing for Southwest Experimental Fast Oxide Reactor. The facility will include a

20,000 thermal kilowatt sodium-cooled reactor fueled with a mixture of uranium and plutonium oxides.

The 17 companies participating in the project are members of the Southwest Atomic Energy Associates which was formed in 1957 to conduct research into the use of nuclear fuels for the generation of electrical power. Upon completion of the first program which was conducted in California, the member companies decided that any future programs should be conducted in the area they serve.

Northwest Arkansas will be the first area to benefit from this decision. It will bring to the Fayetteville area some of the leading atomic experts from government agencies and private industry in both the United States and Europe.

Assisting SAEA in the financing of the project will be the West German

firm of Gesellschaft fur Kernforschung, a non-profit corporation which is entering the program on its own behalf and also on behalf of the Europe Atomic Energy Community (EURATOM).

The participation by the West German corporation in financing the reactor marks the first such direct participation within this country of a foreign concern in the reactor field according to the AEC.

The AEC will furnish \$12,700,000 for the research program. General Electric Company will design and construct the installation and will be the prime operating contractor. Construction is expected to take about three years.

Companies composing SAEA are: Arkansas-Missouri Power Company, Arkansas Power and Light Company, Central Kansas Power Company, Central Louisiana Electric Company, Empire District Electric Company, Gulf States Utilities Company, Kansas Gas and Electric Company.

Louisiana Power and Light Company, Mississippi Power and Light Company, Missouri Public Service Company, Missouri Utilities Company, New Orleans Public Service, Inc., Oklahoma Gas and Electric Company, Public Service Company of Oklahoma, Southwestern Electric Power Company, and Western Light and Telephone Company.

J. Robert Welsh, president of Southwestern Electric Power Company, Shreveport, is also president of the SAEA.

Resolutions Adopted

On June 7, 1776, Richard Henry Lee, Virginian statesman and orator, introduced in Congress the famous resolutions: "that these united Colonies are, and of right ought to be, free and independent States, that they are absolved from all allegiance to the British Crown, and that all political connection between them and the State of Great Britain is, and ought to be, totally dissolved; that it is expedient to take the most effectual measures for forming foreign alliances; that a plan for confederation be prepared and transmitted to the respective Colonies for their consideration and approbation."

Lee's first resolution was adopted on July 2, the Declaration of Independence two days later.

MENACES OF THE

WHEN we read from the National Safety Council that a person who drives 12,000 miles a year has one chance in three of having an accident, it is comforting to know that the accident surely will happen to the other driver. The reason for such confidence is obvious to us. We are too skilled at driving, too alert, and too considerate of other drivers to be as vulnerable to accidents as other drivers.

We know this is true because we recognize all the foolish antics of other drivers and we know they cannot be found in our driving.

Often times these other drivers perform like witless animals or birds driving on the highways. It reminds us of a highway menagerie. Why do they behave that way? Why can't they drive as carefully as we do? It's very discouraging at times.

We wish they would watch US drive. We are safe drivers and it is reassuring to realize this.



LOVEBIRDS

But we suppose there always will be some of the other kind. Here, we point out a few types we have noted with dismay.

THE JACKASS behind the wheel is a common sight. He darts in front of safe, conservative you. He weaves from one lane to another. He won't give turn signals. Right turns from the left lane are his specialty. When it rains he speeds up a little. He wants to get home before he has an accident.

THE LOVEBIRDS are strictly for the birds. They both sit behind the wheel. Her big, strong eagle operates 300 horsepower but the nearness of lovey-dovey has blurred his vision and sent his mind soaring high above the earth. Up there he can't hear anything but wedding bells. Having her snuggle close to him demonstrates how he protects her. When they collide with you they will both have blissful smiles on their faces.



JACKASS

THE CHIMPANZEE, a lovable fellow, is certainly interesting to watch. He hooks the fingers of his left hand over the roof of the car. Occasionally he drops his arm in a sweeping arc to drum on the outside of the door. Is he signalling for a turn? For a stop? You will never know. He is in a world of his own and it is not the world he is driving in. Do not second guess this driver or you may find yourself up a tree.

THE KANGAROO proceeds with leaps and bounds. He tries to make his car airborne but he always comes back to earth the next traffic light. He is a study in futility. He once read that "easy does it." Ever since, he has been trying to prove that to be wrong.

THE MULE is readily recognized for the way he double parks on downtown streets while he runs into a store "for just a second." He also creeps along at 5 m.p.h. while looking for a



JACKRABBIT

HIGHWAY MENAGERIE

parking place or his wife who has been shopping. Don't tootle your horn at him. It makes him s-t-u-b-b-o-r-n.

THE WILDCAT drives with bared fangs. When he came out this morning he found other people using his streets and he is angry. Be humble in his presence or he will tear you fender from hubcap. Give him a lane and a half, at least, and you will not have to meet him at closer range over an accident report.

THE ROADHOG is the long-time favorite of every driver who does not care when he reaches his destination. The roadhog only wants half of the road but he favors the middle half. You'll see him parked on metered streets, too. That is his car protruding several feet into the space assigned to the adjacent parking meter. The roadhog is always very fat between the ears.

THE WOLF is one of our most alert driver. His eyes dart con-

stantly from sidewalk to sidewalk in search of a pretty face and figure. He is a cruising Casanova and he does not miss a thing except, once in awhile, a car in front of him.

THE JACKRABBIT isn't really frightened when he spins his wheels at takeoff. But you might well be. He fancies himself a daring favorite at the Indianapolis "500" and he is out to win. Being first away from the light isn't enough for him. He has to weave through traffic, too. His agility is only surpassed by the spectacular way he stops occasionally.

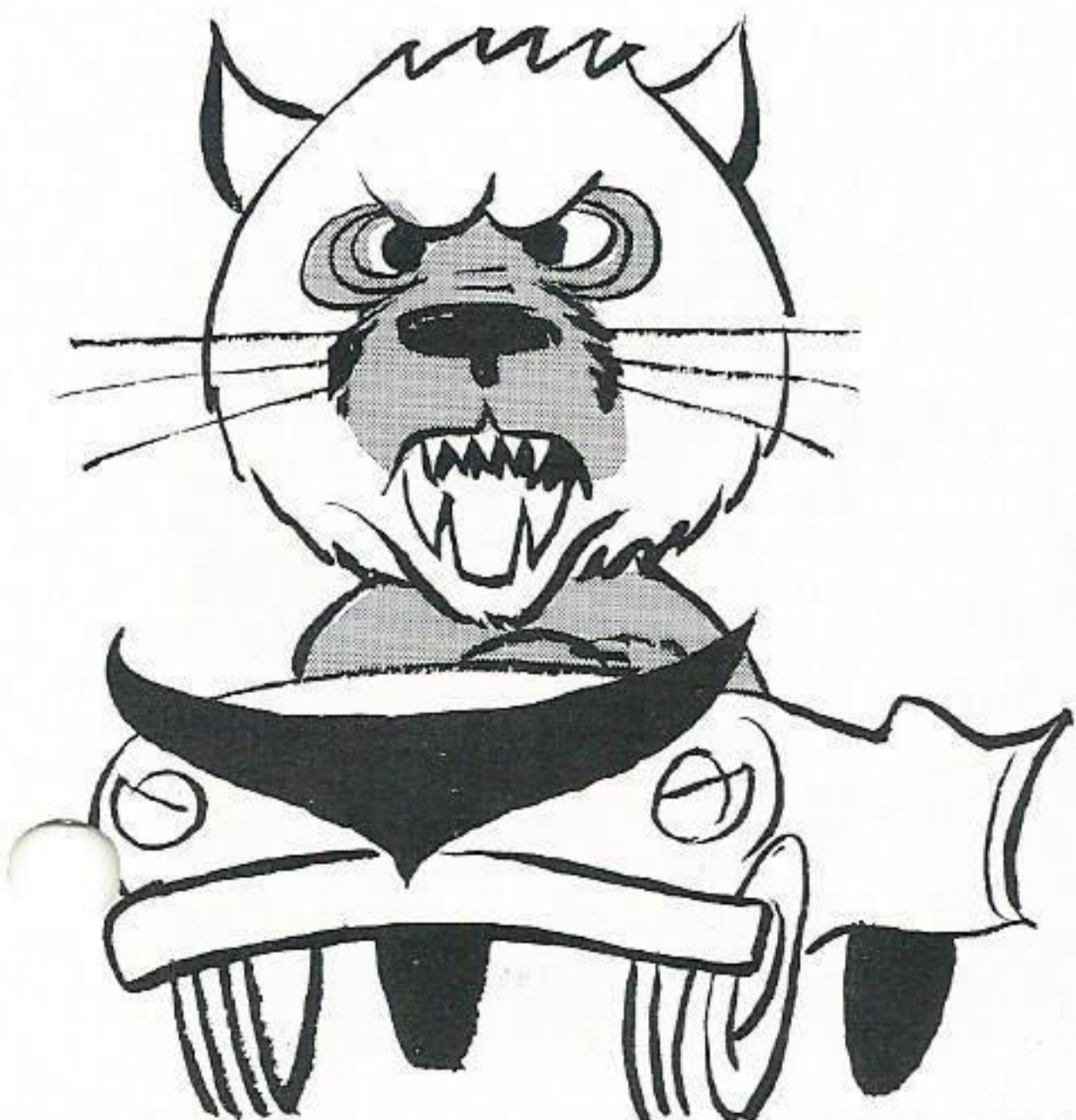
THE GANDER is sometimes referred to as "the honker." To him, a firm hand on the horn button is the solution to every traffic problem. He uses the horn as a reminder, too. Even before you get a green light, he will alert you to move the instant it says, "Go." He enjoys his own form of bedlam so much he favors the horn over the brakes. We don't know if we

could get along without the honker, but we would be willing to try.

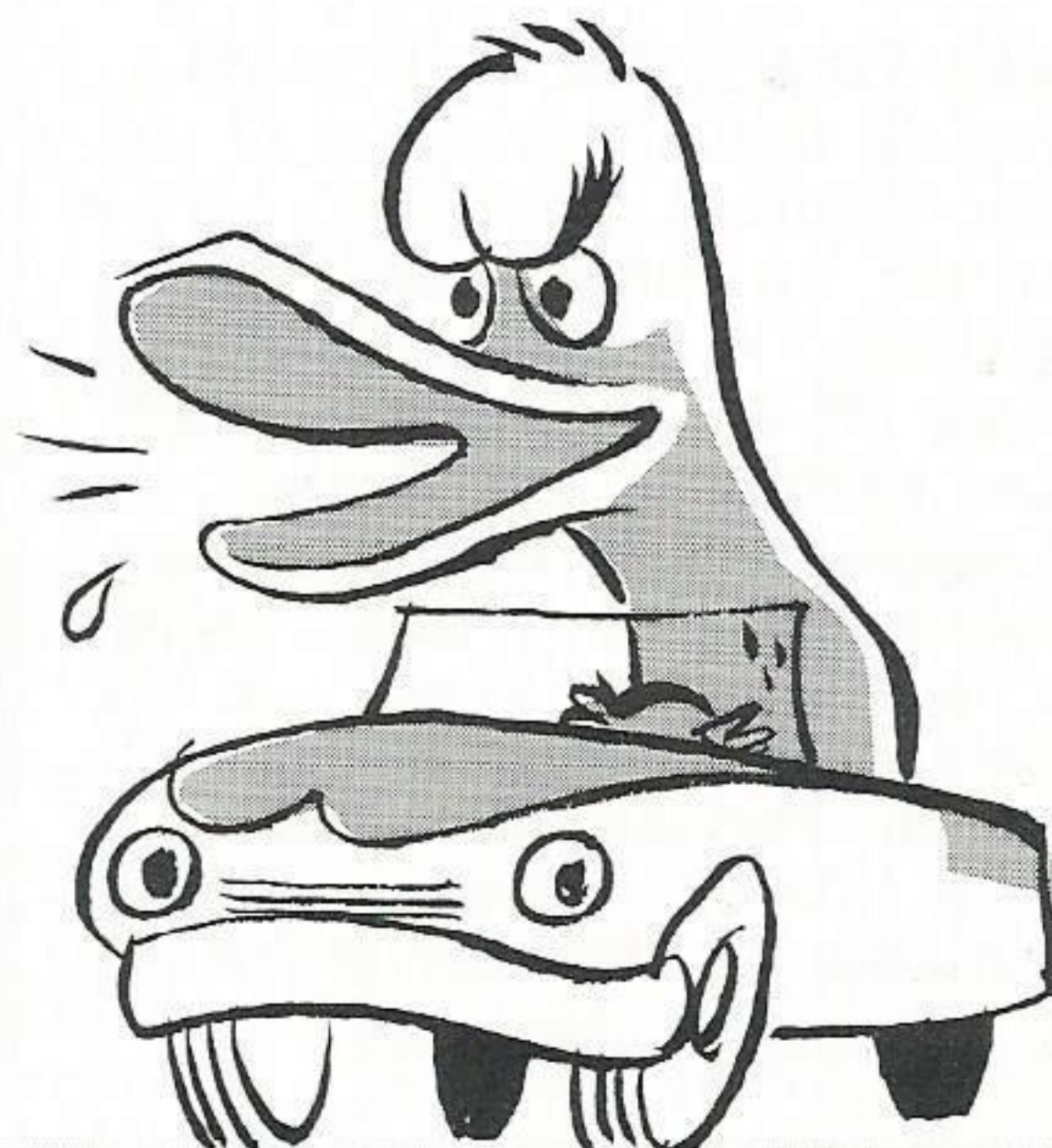
THE ELEPHANT is the self-styled champion of conservative driving. He plods along, leading a parade of anxious motorists who are his traffic prisoners. He is hurt when accused of being a traffic hazard. "Twenty miles an hour is fast enough for anyone," he says.

THE SWIVEL-BILLED JABBER BIRD would rather talk than drive. He gives driving about five per cent of his attention. This bird wants to be sure of his audience, so he looks around at his passengers frequently to be sure they are paying attention. His conversation is not so interesting. But some of his collisions are the talk of the emergency ward.

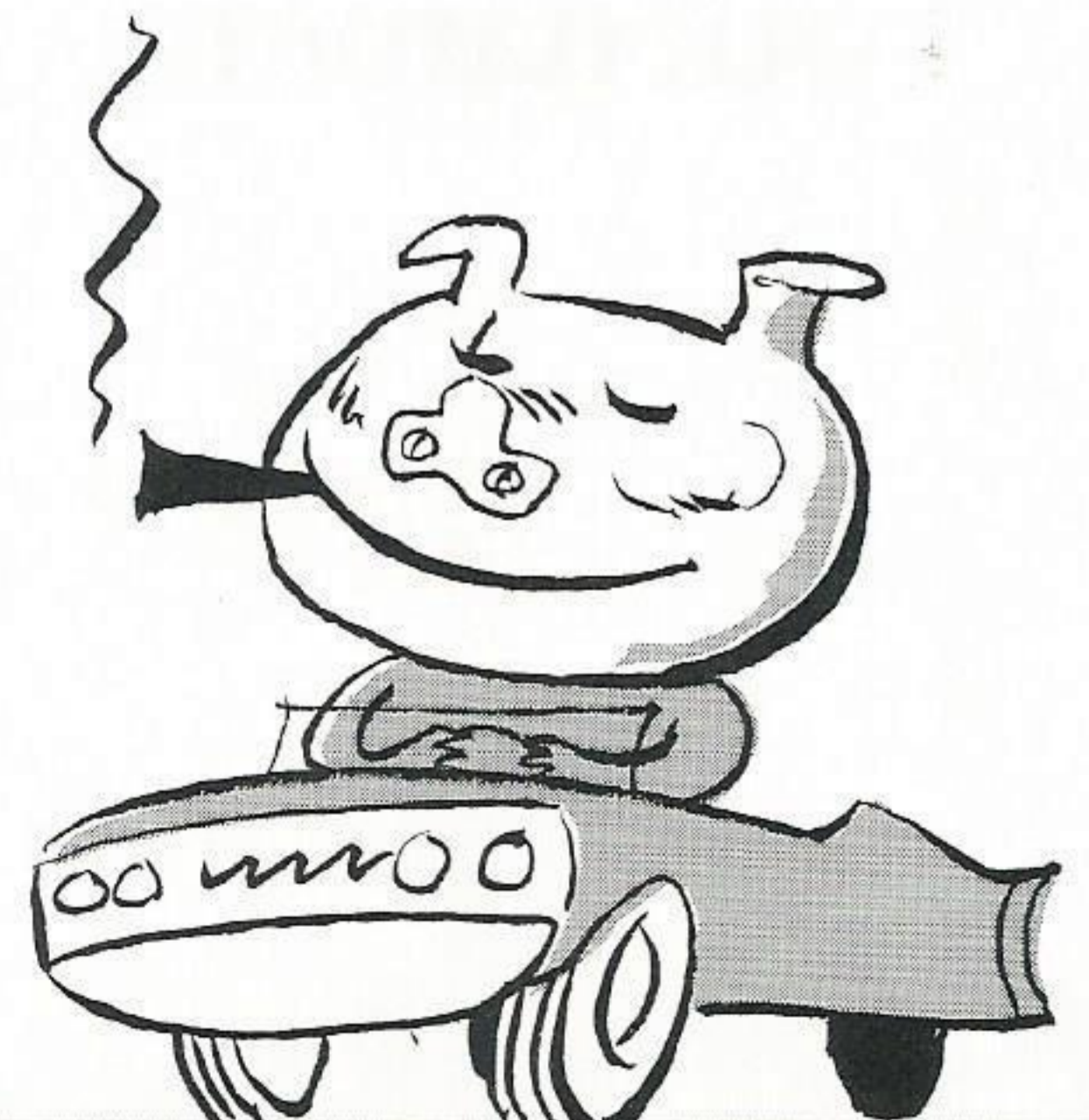
(Editor's note: We hope that no Gulf Stater can be found in this menagerie. Permission for use of this feature was given by David J. Schneider, Editor, The Cincinnati Telephone Bulletin.)



WILDCAT



HONKER



ROADHOG



PLEASURE ISLAND TOURNAMENT WINNERS. Taking home trophies and prizes from the Company's eighth annual Memorial Day Classic at Port Arthur's Pleasure Island golf course were, from left, Hal Reagan, Louis

Clark, Malcolm Williams, Leonard Ernst, Clifford Meaux, Joe Prejean, W. A. Thomson, Eugene LeFloor, S. A. Oliver, R. A. McAlpine, W. B. Gurney, T. G. Franklin, Martin Riggs, Vic Tompkins, Paul Hampton and Joe Fontana.

Sterling Oliver Is Winner in Port Arthur Memorial Day Golf Tournament

AN iron in a lake, an hour-long shower with brisk winds and a blistering sun sound like a losing combination. But offset it with heaping piles of fried fish, a rolling and finely-manicured golf course, posh greens and a renewal of longtime acquaintances and you'll have our Company's eighth annual Memorial Day Golf Classic.

Site of the 1964 tournament was Port Arthur's Pleasure Island and Sterling Oliver, Engineering, Beaumont, found it to his liking. Mr. Oliver toured the 6,077-yard layout in an eight-over par 79 to capture medalist honors and the first flight championship. Sharing top honors with Mr. Oliver was Eugene LeFloor, Beaumont T&D, who combined a 20-stroke handicap with an actual 82 to win the overall meet title with an adjusted score of 62.

Mr. LeFloor's 38-44 was also good

enough to win the third flight. Hal Reagan, Advertising, Beaumont, carded an 83 and won the second flight championship with an adjusted score of 67. Randy McAlpine, superintendent of sales, Beaumont, shot an 89 to nab honors in the fourth flight with a handicap total of 66.

And making it an all-Beaumont day in the winner's circle was the fifth-flight champion, W. B. Gurney, Production, Beaumont, who fired an actual 94 and an adjusted 68.

Leonard Ernst, Lake Charles T&D, was runnerup to Mr. Oliver in the first-flight battle with a handicap total of 68. He was followed by Martin Riggs, Engineering, Beaumont, who had a 70 and Joe Fontana, Treasury, Beaumont, who had a 71.

Trailing Mr. Reagan in the second flight were W. A. Thomson, Beaumont Sales, who carded a 68; and the trio

A CHAMP IN ACTION. That might be the story in this action series of Joe Fontana, Treasury, Beaumont, that catches him working toward a par on the 18th hole. In order, he chips from eight feet off the green; dances with joy over sinking a seven-footer; receives congratulations from Bill Heaner, Claims, Beaumont; and, finally, checks to see what a par on the final hole gave him for the day. Inspecting Mr. Fontana's arithmetic are: H. A. St. Dizier, lighting engineer, Lake Charles; Mr. Heaner; and S. A. Oliver, Engineering, Beaumont.



of Joe Prejean, retired, Port Arthur, Jerry Stokes, assistant secretary, Beaumont, and Clyde Ingalls, Lake Charles T&D, who tied for third place with matching 69's. Following Mr. LaFloor in the third flight were T. G. Franklin, Treasury, Beaumont, who had a 63; Malcolm Williams, area development engineer, Lake Charles, who had a 67; and Paul Hampton, Port Arthur T&D, who had a 68.

Runnerup in the fourth flight was Clifford Meaux, serviceman, Winnie, who shot an adjusted 67. Rex Lee, Beaumont Division Manager, came in third with a handicap score of 70.

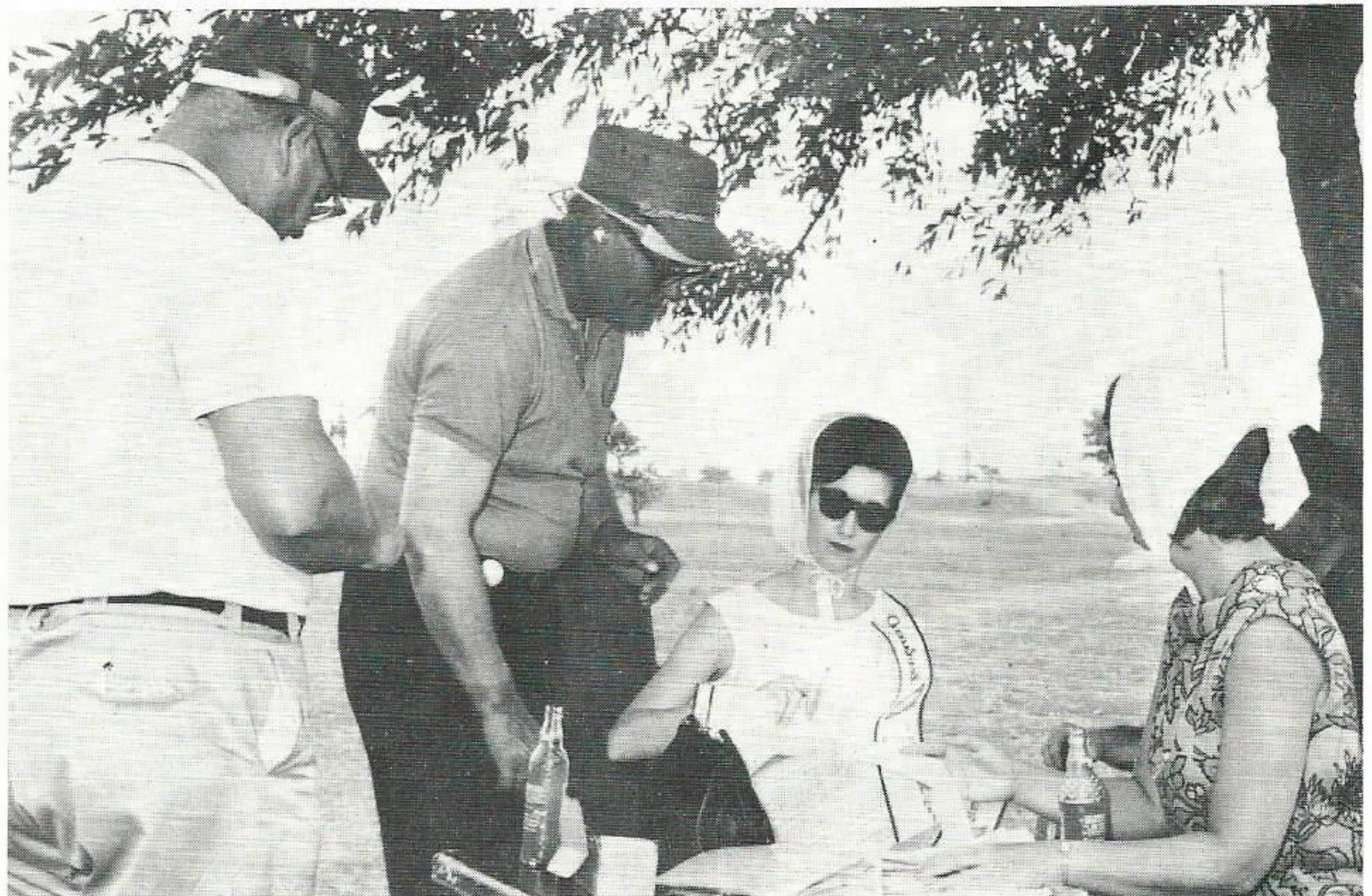
Second place in the fifth flight went to Vic Tompkins, Engineering Relay and Communications, Beaumont, and Louis Clark, Lake Charles T&D, who tied with matching 70's.

For employees in our Company's Beaumont, Navasota, Port Arthur and Lake Charles Divisions, the 18-hole medal-play tournament drew a total of 54 players. Contestants and their families were treated to a fish dinner following competition.

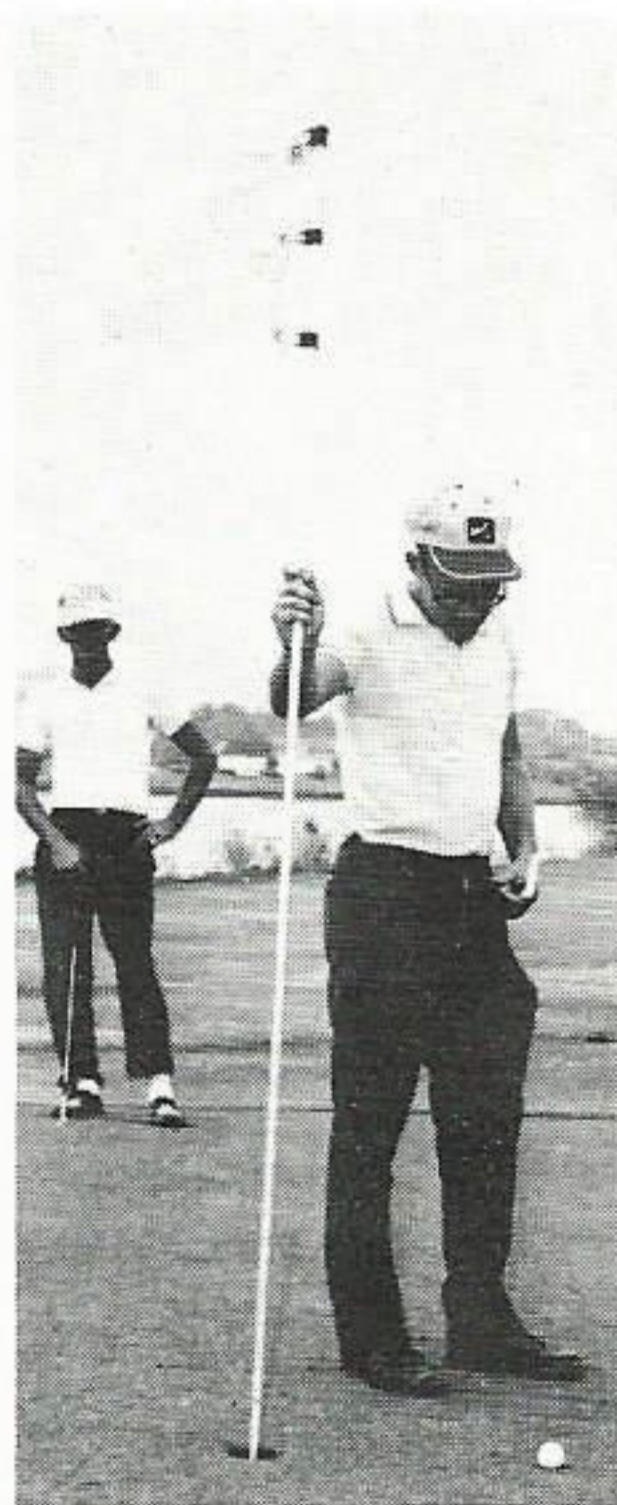
And about that golf club that sailed into a lake—it belonged to easy-tempered Jim Minner, Port Arthur T&D, who got a little exhuberant on a swing during the height of the downpour. The club smacked the ball smartly but it didn't stop there. The wet handle caused it to take off right behind the ball.

It landed in the middle of a lake. And that's where it stayed the rest of the day, Minner reported. Pleasure Island golf pro Johnnie Barlow promised to see about retrieving it.

J. C. Siddall, Port Arthur T&D, 1964 tournament chairman, announced that next year's Memorial Day Classic will be hosted by the Lake Charles Division.



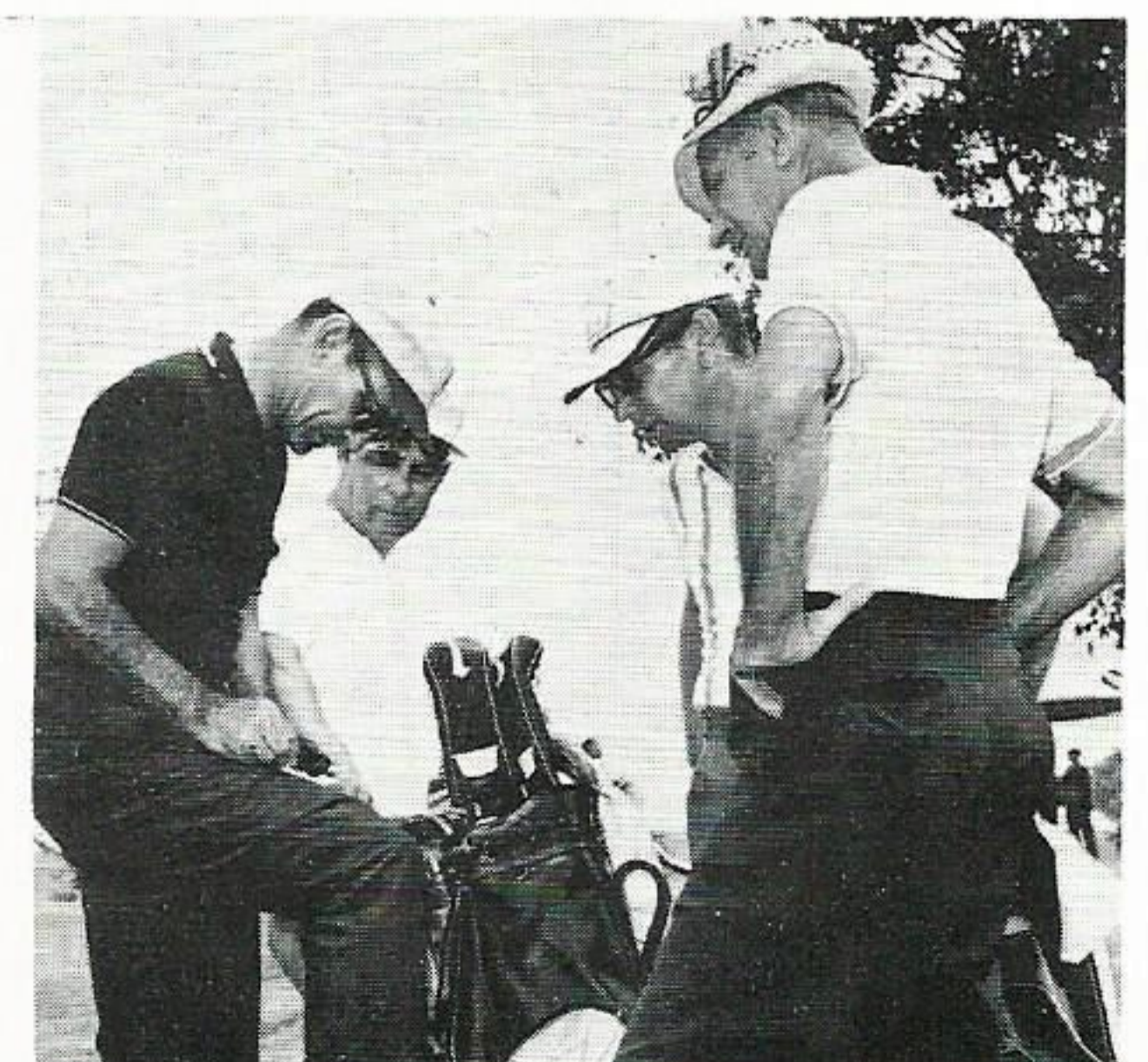
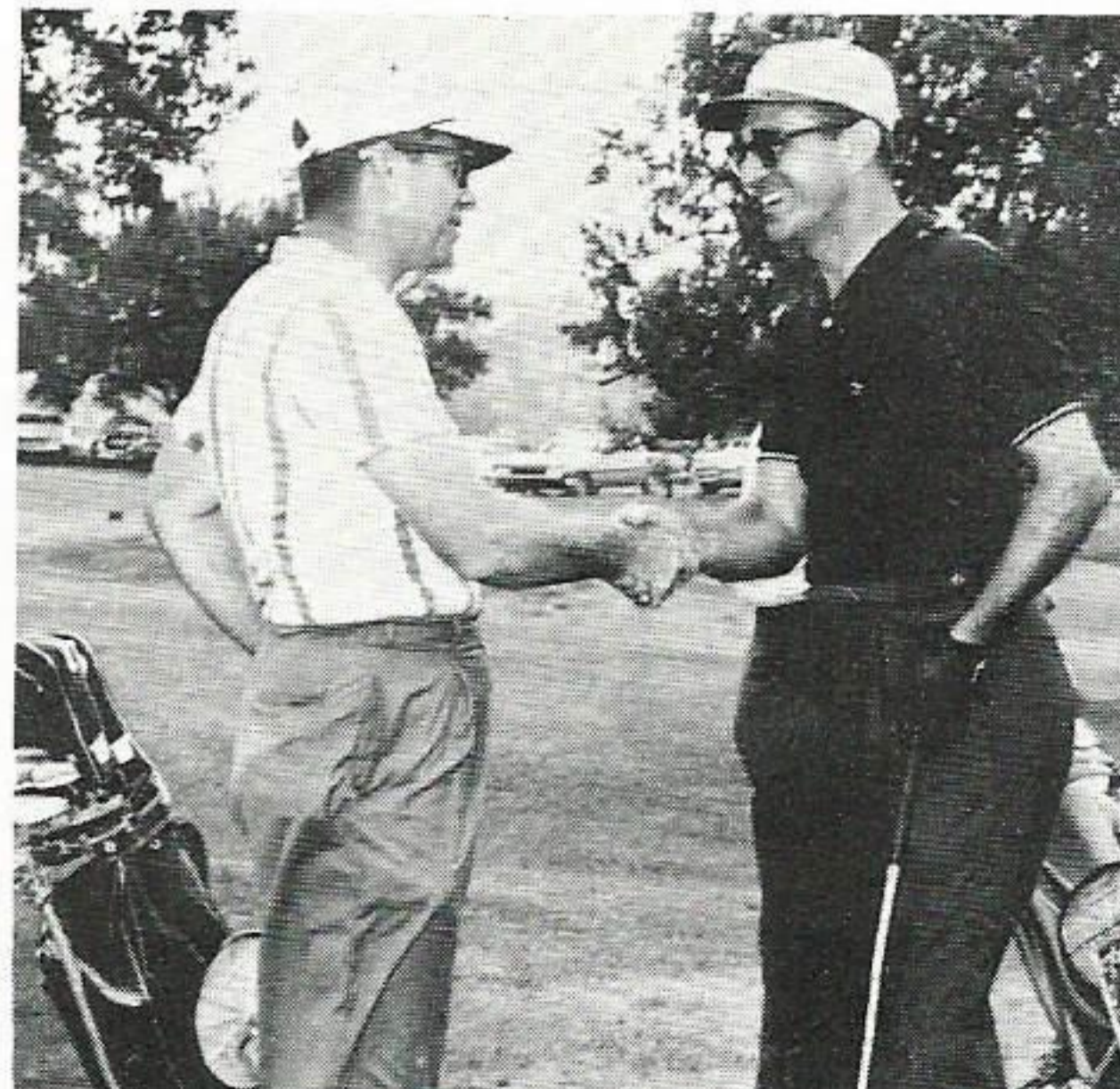
BUSY SCOREKEEPERS. Becky Jones, home service advisor, Port Arthur, right, and Helen Powell, Port Arthur T&D, record the scores of Virgil Shaw, supervisor of commercial and industrial sales, Port Arthur, left, and Jim Minner, Port Arthur T&D.



WATCHING IT RUN. Paul Hampton, Port Arthur T&D, tends the flag and watches a putt run up to the 18th hole. Watching action from the background is Eugene LeFloor, Beaumont T&D, who won the overall tournament championship with a handicap of 62.



STUDYING THE SITUATION. Frank Jones, operating superintendent, Port Arthur, "takes five" to study the 18th green before winding up his round during our Company's eighth annual Memorial Day Classic at Port Arthur.



Garrison Wins Baton Rouge Golf Meet

B. R. GARRISON shot a sizzling 69 to cop first place in the Championship Flight and walk away with top honors in the second annual Memorial Day Gulf States Employees Golf Tournament in Baton Rouge May 29.

Forty-nine golfers took part in the tournament held at Baton Rouge's Howell Park. Pairings were grouped in five numbered flights and a championship flight according to qualifying scores each golfer turned in to the tournament committee.

Winners in each of the numbered flights with their scores were: Vernon Gautreaux, 80; First Flight; Sonny Breaux, 78, Second Flight; John Jenks, 80, Third Flight; Randy LeJeune, 91, Fourth Flight; and R. B. Hardenburgh, 92, Fifth Flight.

D. I. Rogers Jr. won the hole-in-one contest on the ninth green with a drive that stopped 21 feet, 2 inches from the cup. Only seven players from the entire field managed to set their first shot on the green and bring forth a measurement by pretty measuring and photography assistant Joan McCants.

R. R. Gautreaux won the crying towel as high man with a 119 and E. E. Roberts was awarded a prize for being judged best dressed by Mrs. Bill Tholborn, scorekeeper for the tournament.



DISPLAYING THE TROPHIES. Trophy winners, left to right, are B. R. Garrison; Vernon Gautreaux, First Flight; Sonny Breaux, Second Flight; John Jenks, Third Flight; Randy LeJeune, Fourth Flight; and R. B. Hardenburgh, Fifth Flight. Behind them is the complete and official listing of the scores.



CLOSE ENOUGH TO WIN. D. I. Rogers, Jr. set one down on the ninth green 21 feet, 2 inches from the cup, close enough to win the hole-in-one contest. His ball was 10 feet closer than any of the other six who managed to land on the green. Here pretty Joan McCants shows Mr. Rogers the winning measurement.



POINTING TO WINNING SCORE. A proud B. R. Garrison has a firm grip on the trophy he won for taking first place in the Championship Flight of the second annual Memorial Day Gulf States Employees Golf Tournament May 29 in Baton Rouge. Mrs. Bill Tholborn, scorekeeper for the tournament, points to Mr. Garrison's score. As can be seen from the scoreboard, he was warmed up enough on the front nine to fire a 36. But on the back nine he turned red hot, especially with his irons, and came home with a 33 to take the tourney with a sizzling 69 total. He hit 17 of the 18 greens in regulation.

Baton Rouge Team Wins Bowling Event

THE third annual employees bowling tournament was held May 2-3 at the Bowlarena in Lake Charles.

Twenty teams, 31 doubles entries and 62 singles contestants entered the tournament for employees and their families. Teams were entered from Jennings, Lafayette, Baton Rouge, Beaumont, Port Arthur and Lake Charles.

Coming away with trophies and prizes in team standings were: the Delays from Baton Rouge with 2,429 pins, captained by Lois Holden; the Watts from Lake Charles with 2,416 pins, captained by J. R. Laughlin; the Trailens from Beaumont with 2,411 pins, captained by Ken Londers; and the Turbins from Baton Rouge with 2,392 pins, captained by Rod Scioneaux.

In the scratch event Ralph McClung, husband of Joyce McClung, Beaumont, with a 1,734 received the trophy. Finishing second was Buddy Ringuet of Jennings with 1733.

The top three in the scratch with handicap event were: Buddy Ringuet, Jennings, 1,913; Curtis LeBlanc, Lafayette, 1,903; and Jessie Poulson, Beaumont, 1879.



LIVE WIRES TROPHY WINNERS. Coming away with trophies from the second annual guest-member golf tourney of the Beaumont Live Wires Club were: Jerry Stokes, assistant secretary, tied for second place on second flight; Bill Toups, Beaumont T&D, third place, second flight; Gerald Hudson, System Engineering, who tied Mr. Stokes; and George Irvin, System Accounting, winner of the low net trophy and first place winner of the second flight; Kay Green, Duplicating, tournament scorekeeper, who awarded the trophies; Bill Heaner, system claims director, top man on the first flight and tournament medalist; Ernest Bilson, guest player, who finished third on the first flight; and George Hayes, general chairman for the tournament. Finishing second on the first flight was Bill Bass, Jr., son of Charlotte Bass, Beaumont Customers Accounting, and fourth place winner was Elvin Sandlin, brother of Earl Sandlin, System Engineering. Mr. Hayes was assisted by Bill Barksdale as co-chairman.

In the highest handicap game, Mr. Londers of Beaumont with 261, Buck Morton of Baton Rouge with 259 and Columbus Hanks of Lake Charles with 253 were top three in men's division. Winners in the women's division were: Mrs. Holden with 245; Jane Fruge of Lake Charles with 243; and Juanita Girdler of Beaumont with 242.

Highest handicap series, men's division, went to Mr. Poulson, for a 678; Mr. Ringuet, for a 665; women's divi-

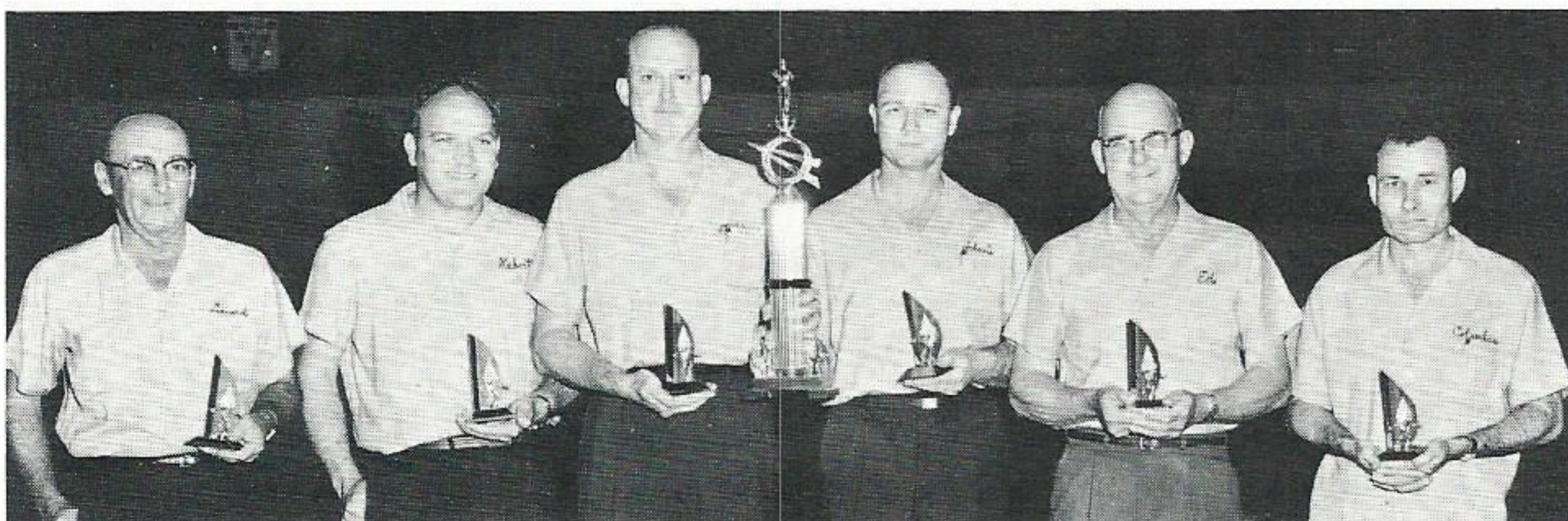
sion: May Gautreaux, Baton Rouge, 650; and Imogene Whitehead, Baton Rouge, 649.

Doubles events were won by: Leonard Roy and G. L. Hagler, Port Arthur, 1,238 pins; Del Vavasseur, Baton Rouge, and Mr. McClung, 1,225 pins; W. B. Gully and Wilford LeBlanc, Baton Rouge, 1,223 pins; Ray Cormier and Curtis LeBlanc, Port Arthur, 1,207 pins; Jane and Emery Fruge, Lake Charles, 1,204 pins.

Paul Granger of Lafayette took the singles event with a 655. He was followed by Howard Buschmille, Baton Rouge, 648; Bob Guidry, Lake Charles, 644; Mr. McClung, 637; Mrs. Holden, 635; and Mr. Londers, 633.

Bonus winnings went to Stan Paxton, Baton Rouge, ten gallons gasoline; Freida Ringuet, Jennings, two steak dinners; Mr. Roy, refreshments for the team; and Carol Guedry, Baton Rouge, pro shop gift certificate.

Winners of the elderberry malts were Johnnie Prejean, Mr. Poulson, Mike Girdler, Mrs. Girdler, Mrs. Gautreaux, Mrs. Holden, L. O. Holden, and Mr. Buschmille.



LAKE CHARLES INDUSTRIAL CHAMPS. The 1963-64 champions of the Lake Charles industrial bowling league were these Lake Charles employees who bowl on the team sponsored by Sonnier Electric. Left to right, they are: L. H. Ernest, Line; Hubert Landry, Meter; Carol Foreman, Service; Johnny Prejean, Stores; Ed Farlow, Service; and C. Hanks, Dispatcher. Mr. Landry won first in high game for the session, Mr. Prejean was second in high average, and Mr. Foreman, captain of the team, finished fifth in high average.



RETIRES FROM ARMY SERVICE. Colonel Clarence B. Barron retired from the U. S. Army on May 1 after a total of 39 years of active and reserve service. He was commissioned a second lieutenant in 1925 following his graduation from MIT. He was one of the first Gulf Staters to be called to active duty prior to WW II. He served on active duty from December 1940 to June, 1946. He first served with the 69th Coast Artillery at Camp Hulén, Texas. He later attended the Commanding General's Staff School at Fort Leavenworth, Kansas, and saw duty with the War Department at the Pentagon in Washington, D. C. He is sales research supervisor in Beaumont.



THRIFT PLAN

DURING May the trustee of the employee thrift plan purchased the following stock covering employee deductions and Company contributions through April:

- 1,310 shares of common stock at a total cost of \$54,319.24 or an average cost per share of \$41.465.
- 64 shares of \$4.40 preferred stock at a total cost of \$6,108.92 or an average cost per share of \$95.452.

These costs included brokerage and commission fees.

The trustee also deposited \$24,117.65 with the savings department of the First Security National Bank.

Pat Fukes Named "Girl of the Year"

CHOSEN "Girl of the Year" by the 16 Beaumont chapters of Beta Sigma Phi Sorority was **Pat Fukes**, clerk in the System Personnel Department.

Mrs. Fukes was honored by the chapters at the annual Founders Day dinner.

She was given the award because of her outstanding service to the organization.

She is immediate past president of the Beaumont Council of Beta Sigma Phi and during her term of office she inaugurated a publicity system of unusual efficiency. She also has served as advisor of Phi Beta Alpha, a junior chapter, and as recording secretary of her own chapter, Xi Gamma Beta, which she will head during the coming year.

Mrs. Fukes is married to George Fukes, a salesman with Southwestern Drug Co.

Gulf Staters in the news

Richard Peterman, industrial engineer, Lake Charles Division, has been named vice chairman of the Lake Charles sub-section of the Institute of Electrical and Electronic Engineers.

R. M. Knobloch, supervisor of credit and collections, Baton Rouge, has been elected to a two-year term as a director of the Baton Rouge Credit Bureau.

Hal Reagan, publicity writer, System Advertising, Beaumont, has been named a board member of the Beaumont Civitan Club.

Edd L. Mitchell, residential salesman, Cleveland, served as chairman of the barbeque committee for the annual Dairy Celebration on April 23, 24 and 25. Mr. Mitchell is also a member of the Kiwanis Club of Cleveland.

H. E. Brown, retired vice president, Baton Rouge Division, has been named a director of the Baton Rouge Better Business Bureau.



AH, 1926, THAT'S WHEN THEY REALLY PLAYED BASEBALL! Well, like H. P. Robichau says, 1926 was one of the Golden Years of baseball. It was the undisputed king of American sports. The famous Babe Ruth hit 47 homers and led the Yankees to yet another pennant, and then hit his record 60 the following year. This group of doughty, slick-fielding, hard-hitting Beaumont Eastern Texas Electric Co. employees borrowed a bus from the late Leo Singleton, who operated our old street railway system, and went over to Houston to play the Houston Electric Company gang. The game was played near where the Shamrock-Hilton Hotel now stands. That's the old Herman Hospital in the background. And lined up left to right were: Henry Pressler (deceased), Mr. Robichau, who provided this photo and who is an administrative assistant in Beaumont; Cecil Nantz, distribution supervisor, Orange; Don Henderson, now with another company; A. G. "Tony" Fontana, internal auditor, Beaumont; Louis White, Morris Jenkins, Lucky Ranier (deceased), Jack Morris, Shorty Price and Oliver Mahan (front), all now working elsewhere.

Included in the group of 25 adults taking part in a Boy Scout leaders training session for the Trinity-Neches Council recently at Camp Urland near Woodville were: **Vic Norvell**, district superintendent, Silsbee, general chairman of the event and permanent chairman of the council's leadership-training committee; **Frank Robinson**, local superintendent, Woodville, who assisted Mr. Norvell by handling on-the-site arrangements and serving as commissary officer and **Tom Prothro**, Purchasing, Beaumont.

C. R. Nantz, distribution supervisor, Orange, has been re-elected president of the Orange County school board.

Dale Walker, serviceman in the Northern District of Baton Rouge Division, was appointed to serve on the planning and zoning committee of the town of St. Francisville.

Events That Make Life Beautiful

UPON arriving at the home of a customer, Mrs. Guy Daniels, 810 Holland, Port Neches, Texas, our appliance repairman, **Lloyd Craig**, found the following note:

"Thank you for coming, Mr. Gulf States!! The oven & top burners are acting down right crazy!!! Please fix them.

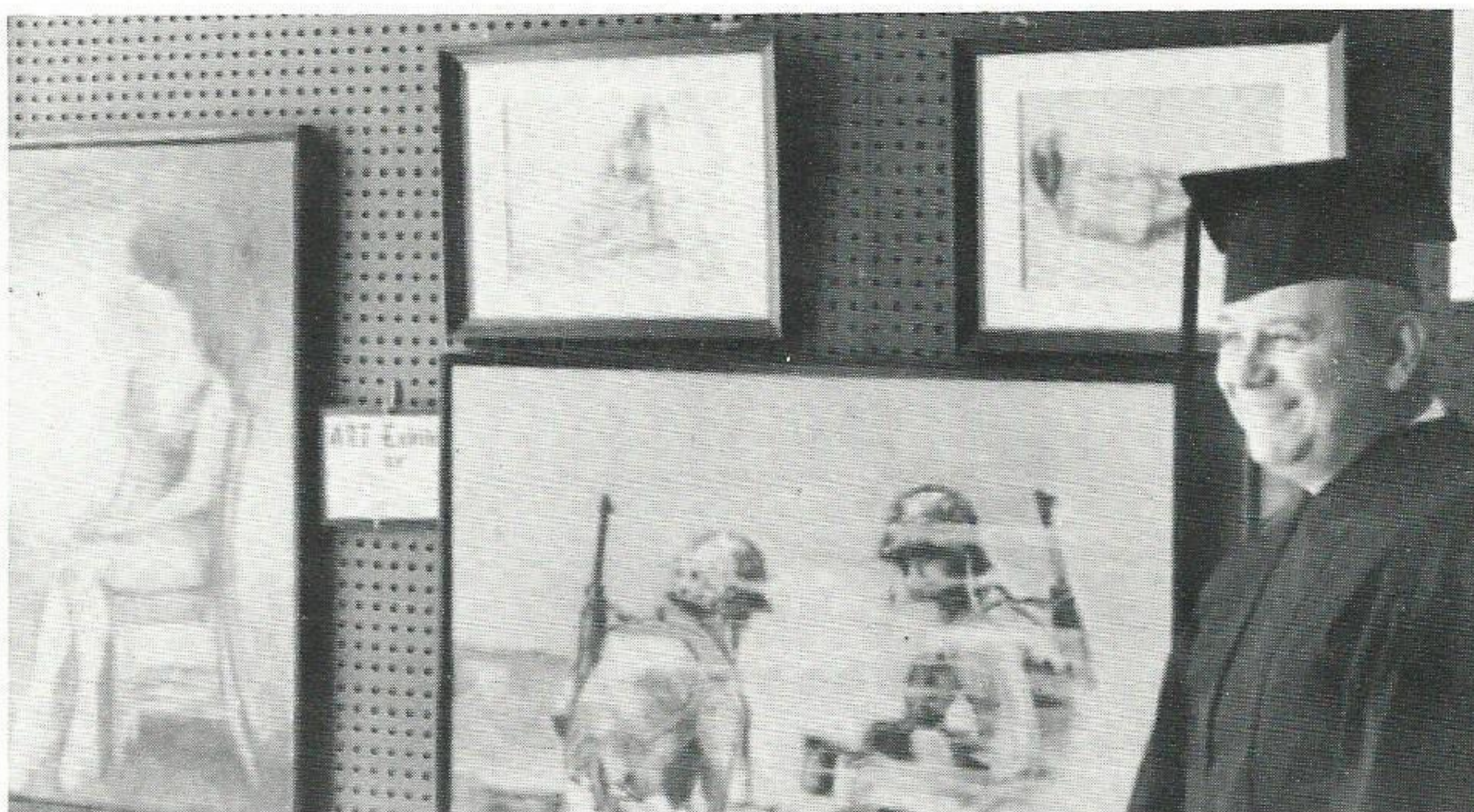
Thanks. Help yourself - plug in coffee—cake on tray, milk in Frigie—cokes in Frigie if you don't like coffee. I am at Dr. Nash's office RA 2-3521 call if you need to ask me a question. Make yourself at home.

L. Daniels"

—By Jo Anne Landry

* * * * *

Youthful drivers in 1963 had the worst record of any age group in the United States. Young men and women under age 25 represent only about 15 per cent of the nation's licensed drivers, yet they were involved in more than 29 per cent of all fatal accidents and in more than 26 per cent of all non-fatal accidents.



RECEIVES DEGREE. Ken Haynie, Neches Station, received a BS degree in commercial art from Lamar Tech on May 31. In the background are some of the artwork Mr. Haynie displayed at a one-man show in the King Edward Towers in Beaumont last month.

Ken Haynie Receives Lamar Degree

KEN HAYNIE, Neches Station, who received a BS degree with a major in commercial art at Lamar Tech on May 30, had a one-man showing of oils, watercolors, etchings and woodcuts in the lobby of the King Edward Towers in Beaumont last month.

The exhibition is one of a series being presented by the art department of the college.

At Lamar Mr. Haynie is a member of Kappi Pi, art fraternity. He is also

a member of the "Blotter Press," publishing group at Lamar Tech and the Lamar Tech Honor Society.

A member of the Beaumont Art League, he has exhibited at the Beaumont Art Museum, The Driftwood Galery in Port Arthur and the league.

Mr. Haynie is a turbine engineer at Neches Station and has been an employee of our Company since July, 1947.

Four Present New York Paper

OUR Company was responsible for an entire session of the program at the first Systems Engineering Exposition and Conference June 8-11 in New York.

Four members of Engineering-Production appeared on session 11 on June 9 to present a case study of advanced control approaches in power plants. R. W. Sherwood of Beaumont, vice president for engineering and production, served as chairman of the session.

John Warmack, engineer, Production, Beaumont, talked on "Applied Ideas at Riverside Station;" A. H. Demers, superintendent of Roy S. Nelson Station and Riverside Station,

spoke on "Influences and Motivations," and Joe Robichau, engineer, Production, Beaumont, talked on "Evaluations and the Future."

The combining of computer system, data handling equipment, materials handling equipment, instrument systems, controllers, sensors, actuators, signal transmission equipment, power supplies and accessories such as timers, relays, switches, counters and the like were the subjects of both the exhibits and the conference sessions.

Sympathy to :

Charles Saunders on the death of his father, Raymond Saunders of Iowa. Mr. Saunders is employed in Orange.

C. P. "Red" Jordan, line foreman, Orange, on the death of his wife, Jimmy.



J. L. Bruce

Funeral Services Held for James Bruce

FUNERAL services were held at the New River Baptist Church in Gonzales April 4 for James L. Bruce, control operations foreman, Willow Glen Station.

Mr. Bruce, 44, died April 3 in Baton Rouge General Hospital. He had been an employee of our Company since December 7, 1943.

He began his Gulf States career as an operator's helper at Louisiana Station in Baton Rouge. He held various positions until becoming a turbine engineer in 1949. He was made a fireman at Louisiana Station in 1952. He was transferred to Willow Glen in 1960 and was promoted to control operations foreman.

He was a native of Sulphur Rock, Arkansas, where he attended public school. Before joining our Company he was employed by Stone & Webster Engineering Corp. in Baton Rouge as an ironworker.

He is survived by his wife, the former Elsie Cannon; his mother, Mrs. Ada Bruce, Batesville, Arkansas; twin children, James and Jean; a married daughter, Mrs. Pattye Waldrup, Biloxi, Miss.; two grandsons, Timothy and Michael Waldrup; six sisters and one brother.

Mrs. Bruce is a teacher in St. Amant High School in St. Amant, Louisiana.



INSPECTING GSU'S NEW ORANGE HOME— President Richard, fourth from left, gets a preview of Gulf States' proposed new service center in Orange through this scale model presented by the architect, Gale Cook of Orange, third from left. To be located on a six and one quarter acre tract of land on Strickland Drive and Camellia Avenue, the all-electric building will house the Orange District offices and the entire operating department, which will total about 65 people. Joining Messrs. Richard and Cook around the scale model are, left, D. H. Poulson, system building design supervisor; Cecil Nantz, operating supervisor, Orange District; Rex Lee, manager, Beaumont Division; and T. O. Charlton, superintendent, Orange District.

Rogers Named Administrative Assistant in Corporation

BERT ROGERS, an employee in the Purchasing Department, Beaumont, has been promoted to administrative assistant and transferred to the Corporate and Finance Department.

Mr. Rogers, a native of Beaumont, joined our Company as a junior ac-

countant in 1960 in General Accounting, Financial Reports. He has been in Purchasing since July, 1963.

He and his wife, Frances Ann, have one son, Bert, Jr. They are members of Beaumont's First Methodist Church and he is past president of the Quarters Class. He is a member of the Lamar Student Association. He received his BBA degree in industrial management from Lamar in 1956 and served a six-month tour with the Army in 1957.



Bert Rogers

The American's Creed was chosen as the best brief summary of the faith of the United States, from among several thousand entries submitted to a national citizens creed contest in 1917. It was written by William Tyler Page, clerk of the U. S. House of Representatives, and formally accepted in the name of the U. S. Government on April 13, 1918.

Plea for Patriotism

WATCH the faces of refugees coming to our shores.

Watch the faces of new citizens being naturalized.

Listen to the words they speak.

Do this, and you'll begin to see and feel what our founding fathers saw and felt.

Patriotism is a timeless and timely subject—a subject that is of the highest importance to every American. Patriotism can be found in a thousand corners and crevices in this country today. Yet the colors of the red, white and blue are, at times, a little faded.

What has happened to patriotism today?

Why is the display of the American flag practically non-existent on Flag Day?

Why is the Pledge of Allegiance being dropped as part of the curriculum of hundreds of schools throughout our country?

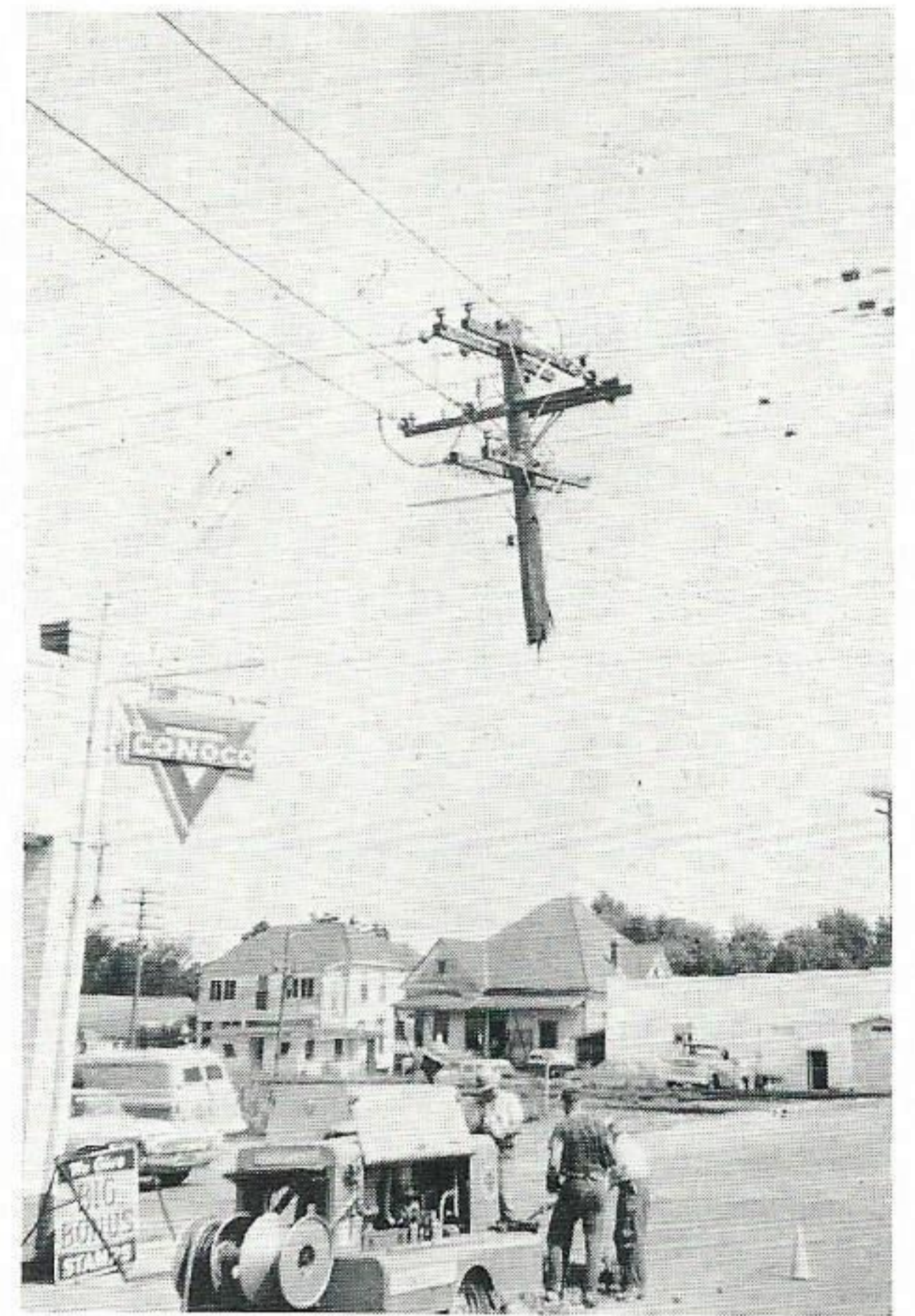
Why are the Fourth of July and Memorial Day holidays recognized for automobile races, jazz festivals, rodeos, blackberry festivals, carnivals and traffic deaths than for the occasions they mark?

Looking back to the turn of the century, one can find an almost naive and exuberant display of patriotism. The people of those times possessed a simple and basic pride in being American. These were the years when American patriotism was, in all truth, a daily affair, a feeling, and a way of life.

Today, why must we have to look for such shining evidence of patriotism in the faces of refugees coming to our shores and of new citizens being naturalized?

Sophistication has gradually colored our patriotism today. In the ideological war that we are now engaged in, it needs to be much more than it is. Not just flag waving, not just parading, not just festive occasions—patriotism needs to again be a daily affair, a feeling, a way of life.

—NBE

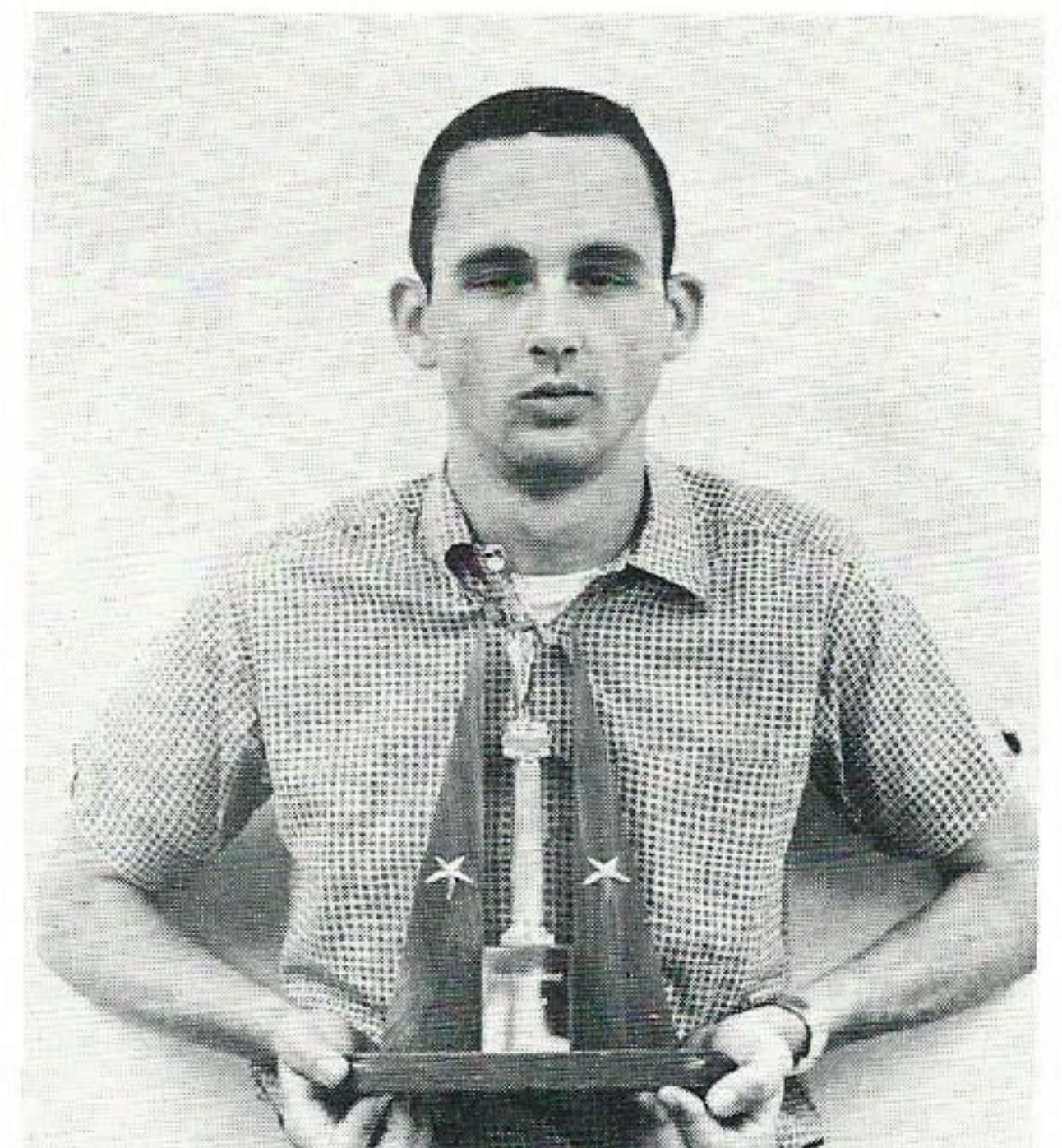


NOT THE LATEST IN POLE SETTING. The Lake Charles T&D hasn't been setting their line poles in orbit. This unusual line setup was the result of an accident involving a public vehicle.

MODERNS: People who face up to a problem—after taking a pill.

GROUCH: A guy who has sized himself up and is sore about it.

CHARGE ACCOUNT: What you use to buy today what you can't afford tomorrow while you're still paying for yesterday.



TOURNAMENT TROPHY. Jessie Poulson, Engineering, Beaumont, brought home this trophy for highest handicap series from third annual bowling tournament, May 2-3, at the Bowlarena, Lake Charles. Employees of the Lake Charles Division were hosts.

Let's Read Our Mail

FROM PORT ARTHUR:

Dear Mr. Jones:

My selection as a participant in the Texas Nuclear Science Symposium at the University of Texas, June 7-10, is an educational opportunity of tremendous value! I consider it an honor and a privilege to have been chosen to attend, and I wish to express my genuine gratitude to you and to Gulf States Utilities Company for sponsoring my participation in this nuclear conference. I sincerely hope that in the future I will prove myself worthy of the confidence you and Thomas Jefferson High School have placed in me by selecting me to represent you.

Sincerely,
Bill Seale

FROM PORT ALLEN:

Dear Mr. Krouse:

The West Baton Rouge Parish Extension personnel wish to thank Gulf States for sponsoring our 4-H local leader recognition banquet again this year. The company's interest in the development of our 4-H youth is very gratifying. . .

We want to thank you personally for the many services you contribute to the 4-H program. We are counting



TOUR JENNINGS PROPERTY. Earl Mayfield, substation operator, Jennings, conducts a tour of the Jennings substation for this group of students from the Jeff Davis Training School in Jennings.

on your continued support and interest.

Sincerely,
I. R. Creel
Associate County Agent

On April 29 our Company, as part of our youth work phase of the area development program, honored 30 West Baton Rouge 4-H leaders with a banquet in Tu-Jay's Restaurant in Port Allen. W. A. Efferson, local superintendent, Western District of Baton Rouge Division, represented our Company at the banquet and gave the welcoming address.

FROM CANOGA PARK, CALIFORNIA:

Dear Mr. Strong:

Subject: Visit to the Station

We would like to express our sincere appreciation for your hospitality during our visit to your station on April 23. The following are the names of the personnel and their positions in the event you do not have them:

Mr. Y. Uchida—Special Assistant to the Chief of Thermal Power Department Kansai Electric Power Company, Osaka, Japan.

Mr. Y. Suesada—Instrument Engineer Kansai Electric Power Company.

Mr. E. Kurihara, President Kurihara Industries Company, Osaka, Japan.

Each of us was very impressed by both the plant in general and the computer installation in particular. We all think you have the most impressive computer-power plant installation that any of us have seen.

Once again, thank you for your time and hospitality.

Very truly yours
THE BUNKER-RAMO
CORPORATION
C. A. Hessenflow

FROM BEAUMONT:

Dear Mr. Richard:

Recently, I was the recipient of one of the many customers services provided by your fine company. But that is not the primary reason that I write, although the service your company renders is always worthy of commendation. But I write primarily to speak a word of praise for some of the employees of your company. Of course,



RESIDENTIAL SALES TROPHY. L. V. Dugas, general sales manager and vice president, Beaumont, presents J. Kirby Jones, sales superintendent, Port Arthur Division, the residential kilowatt-hour trophy for April sales results. The presentation was made following the sales superintendents meeting earlier this month. The trophy is awarded monthly to the division having the largest gain in the average use per home customer.

I'm sure all of your employees are fine people, yet I have not had the privilege of knowing them as I have these of whom I speak.

I'm sorry to say I can't recall the name of one but he reads the meter in our area on or about the 16th of each month.

The other young man I know by his last name only— DeCuir. He works in your company's service department for the southern part of our city. I would like to say that I have never met a more efficient, pleasant, clean-cut, young man.

Thought you would like to know—perhaps even pass it on to his supervisor.

Thanks for the splendid service of your company.

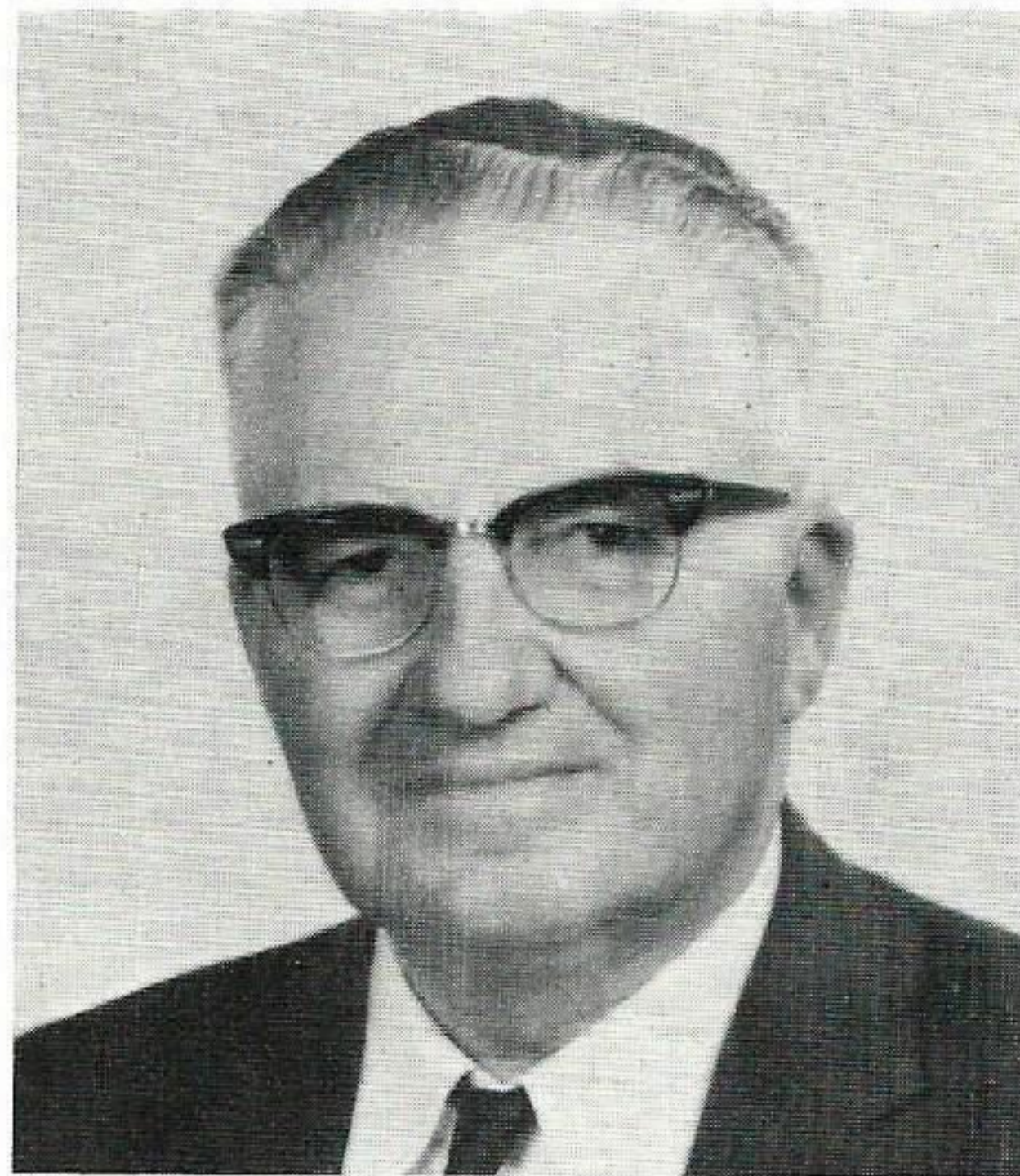
Yours truly,
Cecil Roberts
5035 Shelby Dr.

The employees Mr. Roberts mentions in his letter are Bonner Horn, meter reader, and Wilton DeCuir, appliance repairman, both in the Beaumont Division.

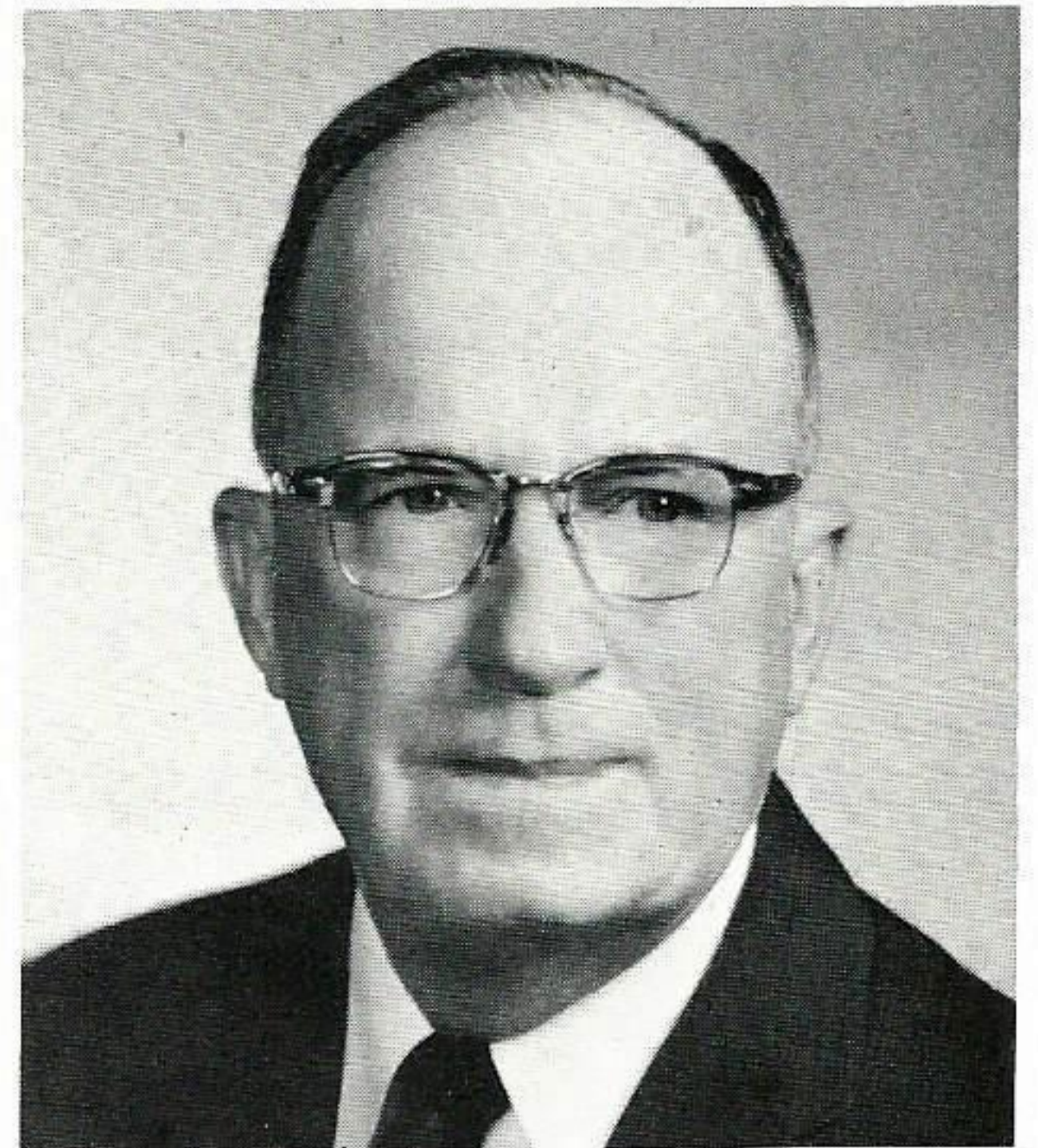
FORTY YEARS



Robert Guidry
Production
Nelson Station



F. W. Merrill
Distribution
Lake Charles



P. G. Simon
Rates and Depreciation
Beaumont

THIRTY YEARS



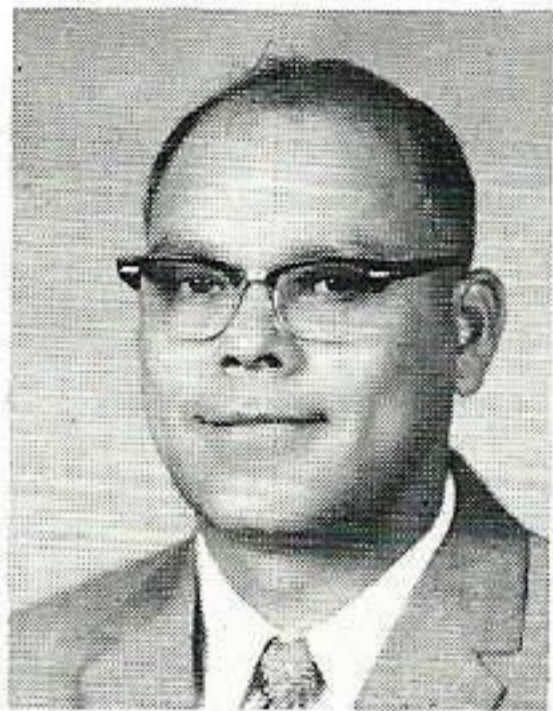
G. F. Brill
Production
Nelson Station



W. V. Faver, Jr.
Treasury
Beaumont

**SERVICE
AWARDS**

TWENTY YEARS



Pedro Abad
Treasury
Navasota



B. J. Borque
Distribution
Beaumont

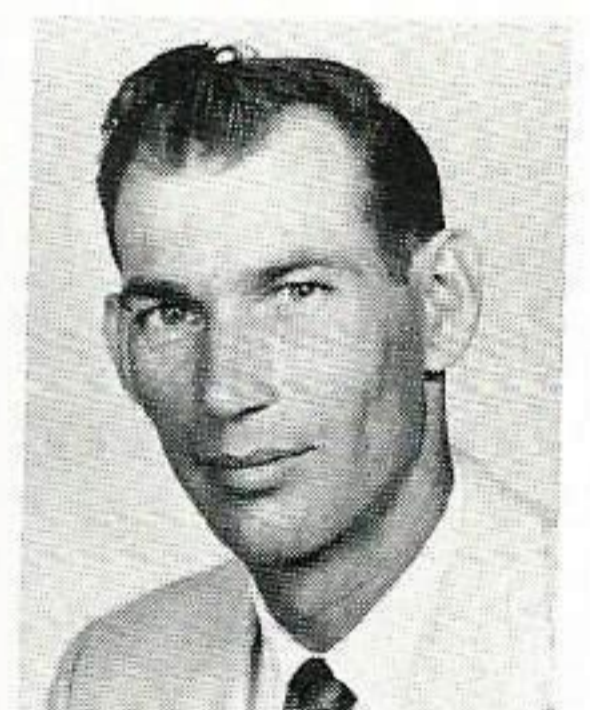


P. J. Castete
Distribution
Lake Charles

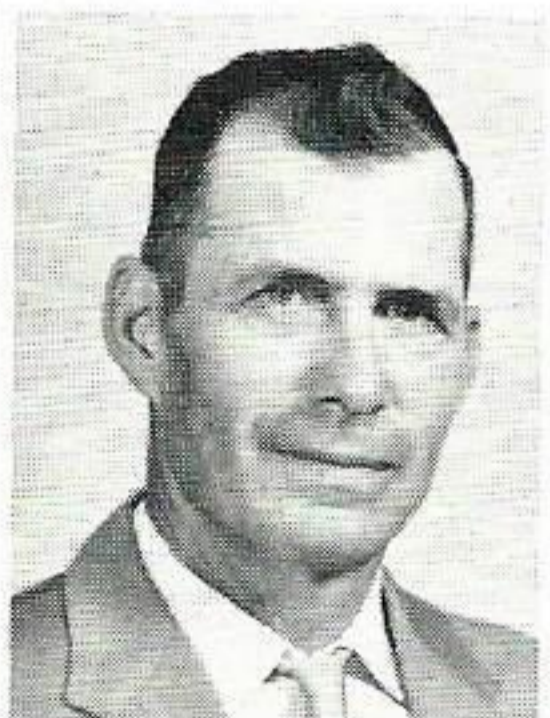
TEN YEARS



O. L. Borne, Jr.
Sales
Church Point



H. J. Henry
Distribution
Lake Charles



Edward Duhon
Distribution
Lake Charles



Delia Harrington
Treasury
Beaumont



J. C. Phillips
Distribution
Beaumont

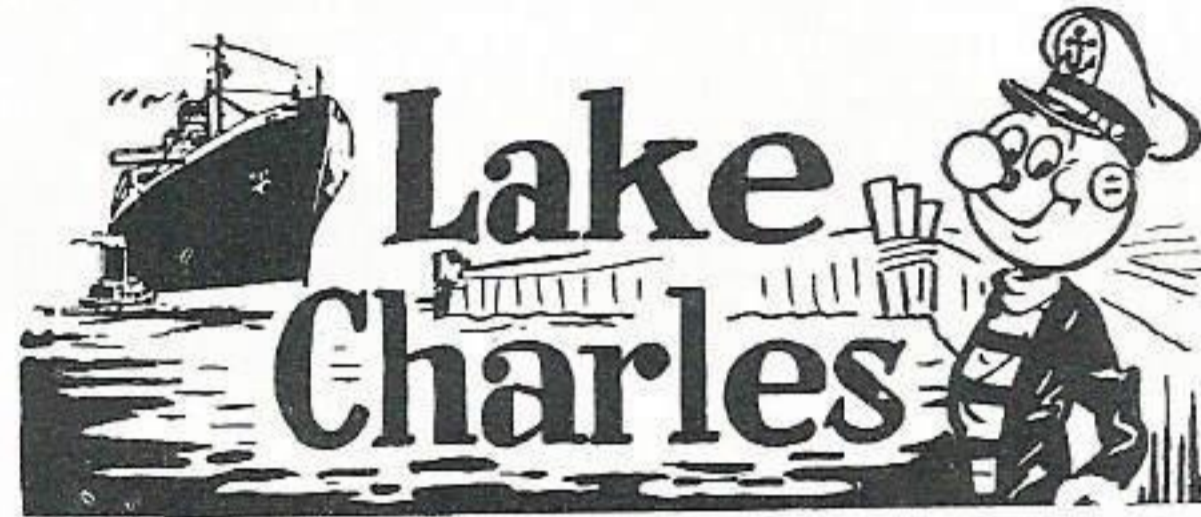
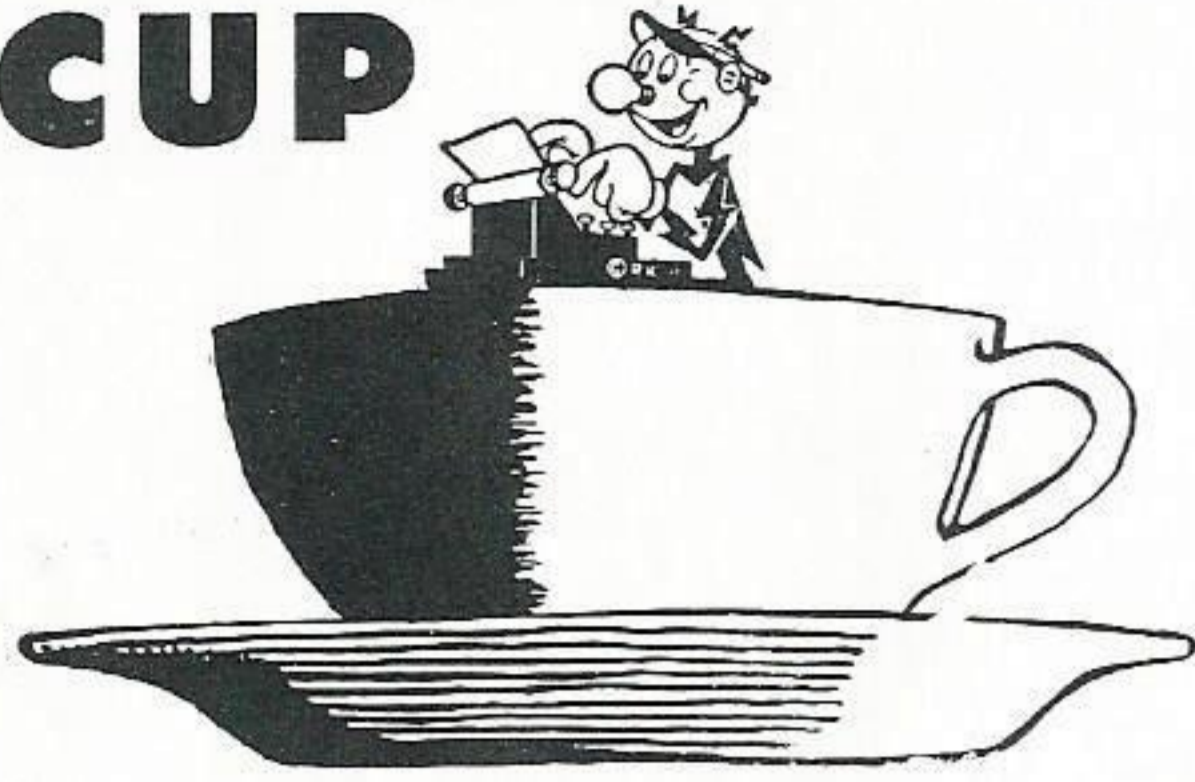


W. T. Murrell
Distribution
Sulphur



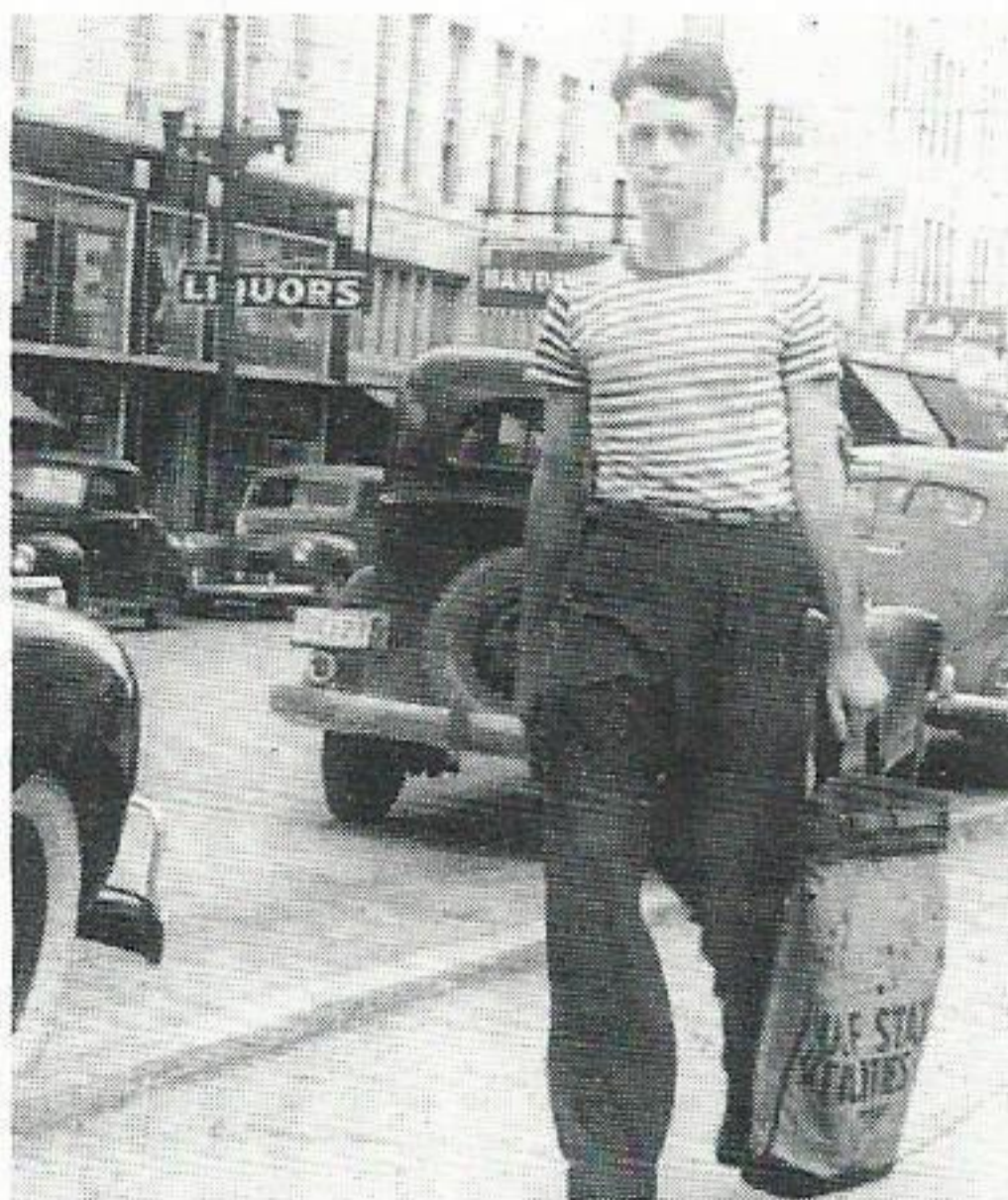
R. E. Smith
Engineering
Beaumont

over the COFFEE CUP



GEORGE TRAHAN, Substation, has returned to work after several days in the Lake Charles Memorial Hospital. He reports he is feeling much better now.

Several Substation wives have also been in the hospital recently. **Gwen Holland**, wife of **Hugh Holland**, Relaying, and **Virginia Heinen**, wife of **Dick Heinen**, shop foreman, are now back home after brief stays in St. Patrick's. **Joe Manena**, communications, says his wife, **Faye**, has been convalescing at home after being in the hospital for several days. Mrs. Manena was bitten by a copperhead snake while working in her flower garden.



RECOGNIZE THIS MAILBOY, CIRCA 1945? It's a younger **J. O. Robichau**, then a summer employee awaiting September and college. Joe today is an engineer in the System Production Department in Beaumont. Joe is the son of **H. P. Robichau**, administrative assistant in the Treasury Department.

Mr. and Mrs. Sheldon Sibley have been having some early summer visitors recently. Visiting them were "Shot's" sister and family from Lawson, Oklahoma, and his brother and family from Houston.

Frank Washington recently attended the 83rd Annual Session of the Grand Lodge-Knights of Pythias—State of Louisiana in Houma.

—By *Jo Ann Burnett*

IT is good to have **Murphy Gibbs** back to work and running things again. He has been in the hospital with a cold and its unpleasant accompaniments. Mr. Gibbs is a line foreman and hard to do without.

A couple of other Line employees have been in the hospital too. **George Hayes** has been recuperating from recent surgery and **Allen Keller** has been at home following a "vacation" in the hospital with back trouble.

—By *Edith Patterson*

TWO of our Stores employees have been vacationing recently. **Willie Duhon** spent two weeks painting and fixing up around the house and **Oscar Smith**, spent his three weeks making short trips and resting up.

—By *Bobbie Moon*

RIVERSIDE STATION

RIVERSIDERS have already been vacationing around the country as summer gets under way. **Jim** and **Melba Hale** enjoyed a week's stay in Houston where they took in several Colt baseball games and enjoyed the sights.

James and **Rena Myers**, accompanied by their daughter-in-law and granddaughter, enjoyed two weeks visiting with their son, **Aubrey**, who is stationed at the United States Army Armor Center in Fort Knox, Kentucky.

During their visit to Fort Knox they visited the U.S. Gold Repository where the major portion of our country's gold reserve is housed. They also visited the Lincoln National Monument near Elizabethtown, and toured the state shrine—Federal Hill at Bardstown. This shrine is known throughout the world as "My Old Kentucky Home." **Stephen Collins Foster** was visiting this home in 1852 when he was inspired to write his immortal "My Old Kentucky Home."

Enroute to McComb, Mississippi for a visit with relatives before heading home, the Myers crossed the new John F. Kennedy Memorial Bridge which spans the Ohio River.

Jim Meitzen, test supervisor, spent three weeks in Natick, Massachusetts, attending classes held by the Foxboro Digital Systems. While there he took time to visit the New York World's Fair.

—By *Willie Cox*

BEAUMONT

EMPLOYEES of the Beaumont Storeroom welcomed **Pat Jameson** aboard last month. Pat fills a vacancy left when **Shirley Morris** retired to await Mr. Stork. A small get-together on May 15 honored Shirley.

Joe and **Marion Summers** spent two weeks in Las Vegas, Nevada, recently. Marion is the clerk in the Merchandise Storeroom.

—By *Ken Londers*

SABINE STATION

EMPLOYEES at Sabine Station are having to change "Cuz" Burris to "Grandpa" Burris now that his daughter has presented him with a little girl by the name of **Tammy** on May 1. Tammy's parents are Mr. and Mrs. **Jimmy Brown**. The grandparents are **Mr. and Mrs. Walter H. Burris, Jr.**, he's a control room foreman for Sabine Station.

And a proud uncle, **Walter, III**, added to the excitement of the household with his graduation from Bridge City High School on June 1.

—By *Kathleen Fuller*

ORANGE

SUMMERTIME is almost here and that is the signal for the IEWU, Local #4 softball team to start practicing. The team is composed of approximately 15 employees, with **Charles Saunders** as manager and **Don Cowen**, assistant manager. They plan to participate in the duPont League again this year.

Florida has been a favorite vacation spot so far this year as two early vacationers found their way down to the sunny playland. Enjoying the sights,

sun and fun were **Flo Ward** and her husband and **Ollie Schultz** and his wife who also stopped to see **Julia Ann Shreve** who was an employee in the **Orange Accounting Department** for many years.

Reba Willey and her husband, **Cecil**, attended the recent men's state bowling tournament in **Corpus Christi**.

Members of the **West Orange** volunteer fire department recently presented **Mr. Saunders** with a wrist watch for his services to the department. **Charles** has been active with the association for many years and is doing a worthwhile service for his community.

—By *Davie Carpenter*



VICKI LETEFF, daughter of **Mr. and Mrs. J. A. Leteff**, was presented a set of sterling silver flatware as the outstanding home economics student in the 1964 class. The choice of the winning student was based on ability and interest in the field of home economics, personality and grooming, attitude, class cooperation and participation. **Mr. Leteff** is a foreman in the **Baton Rouge Gas Department**.

—By *Freda Hoyt*

LOUISIANA STATION

"ALL I did was work," said **Gordon Mustin** after returning from a week's vacation. But we heard he took a day off and went to **New Orleans** and did a little crayfishing.

Sheila Boyles and **Joan McCants** from the **Main Office** and **Joyce Rachal** and **Ann Gayle Stiegler**, **Louisiana Station**, spent a lazy, luxurious weekend in **Biloxi**. "How great to lay in the sun and forget about the hustle and bustle of the business world."

Frances Heffner paid us a visit recently. With her was the new addition to the family, **John Patrick**.

A couple of **Louisiana Station** husband and wives were in for congratulations recently. **Mr. and Mrs. Sammie McKenzie** celebrated their 20th wedding anniversary on **May 6**. **Mr. and Mrs.**

Cyril Dominguez celebrated their 25th anniversary on **June 6**. They took a second honeymoon to **Mexico City** and spent a few days in **Acapulco**.

—By *Joyce Rachal*



Mr. and Mrs. Thomas J. Berryhill on the birth of their daughter, **Lauren Renee**, **April 8**. **Mr. Berryhill** is an employee at **Sabine Station**.

Mr. and Mrs. Hal J. Ridley on the birth of their new daughter, **Laura**, **May 7**. **Mr. Ridley** is control room foreman at **Sabine Station**.

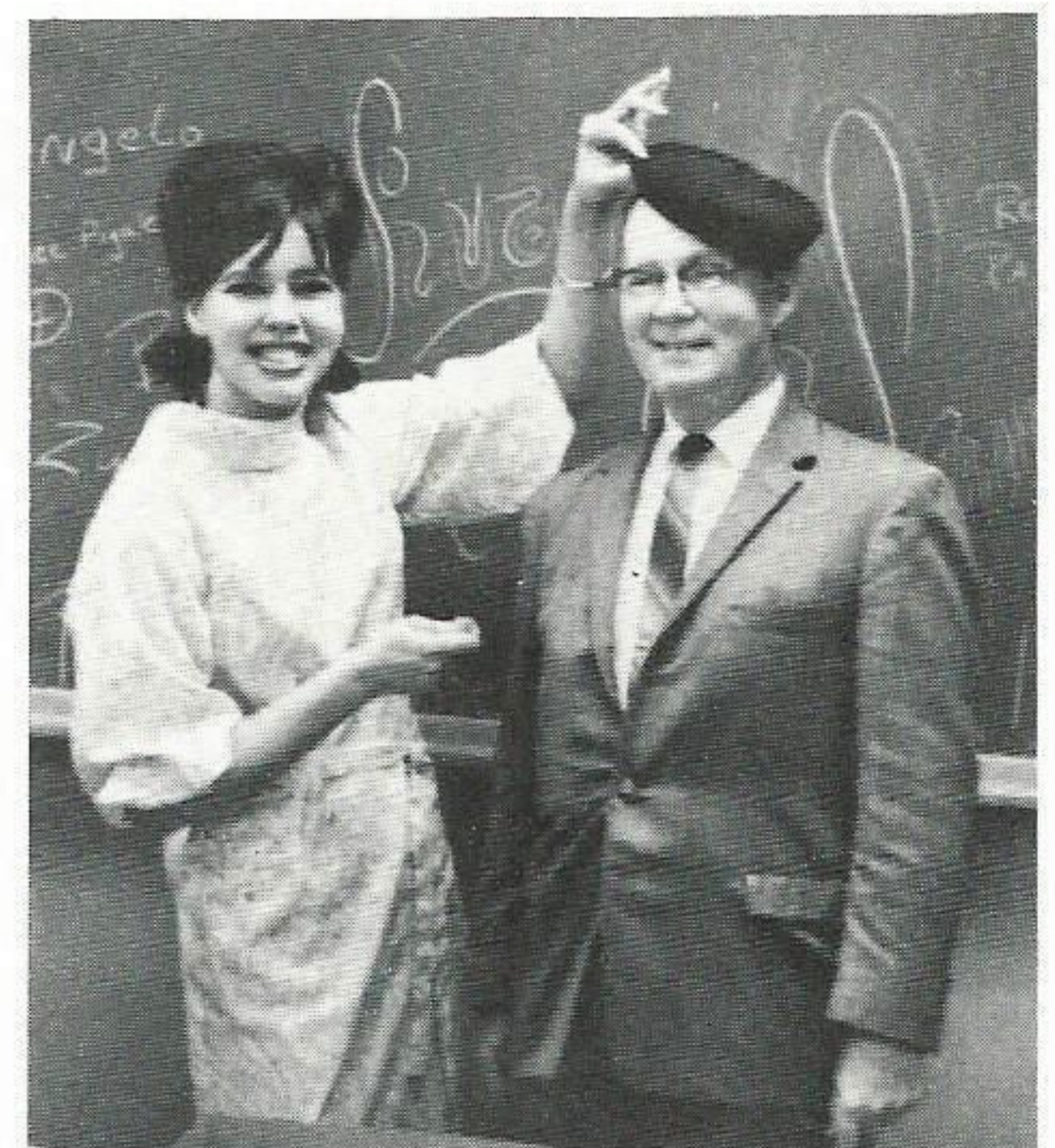
Mr. and Mrs. William E. Jones, he's an employee at **Willow Glen Station**, on the birth of their third child, and first daughter, **Cindy Aleice**, on **May 14**.

Albert and Lorraine Boudreaux on the birth of their daughter, **Jennifer Marie**, **May 17**. **Mr. Boudreaux** is employed at **Riverside Station**.

Mr. and Mrs. Allen S. Keller on the birth of their son, **Hugh Donovan**, born **January 25**. **Mr. Keller** is employed in the **Lake Charles T&D-Line**.

Mr. and Mrs. John M. O'Banion on the birth of their son, **Jeffrey Blain**, **May 19**. **Mr. O'Banion** is employed in the **Engineering Department, Survey Section**, in **Baton Rouge**.

CELEBRATE 50TH ANNIVERSARY. **Mr. and Mrs. Vincent Pizzuto** of **Lutcher, Louisiana**, celebrated their 50th wedding anniversary **April 19**. **Mr. Pizzuto** is 75 and **Mrs. Pizzuto** is 70. They have six children, two of them **Gulf Staters**—**V. J.**, **Baton Rouge Gas**, and **J. C.**, **Baton Rouge Electric Appliance**—20 grandchildren, and seven great-grandchildren.



OFF TO PARIS. **Bonnie Connor**, stenographer, **Relaying and Communications**, places a beret on her boss, **H. J. Sutton**, superintendent of **Relaying and Communications**, at a farewell party prior to his leaving for **Paris, France**, and the **International Conference on Large Electric Systems**. Below, **Bonnie**, pins an orchid on **Mrs. Sutton**, who accompanied her husband to **Europe**.



Six Selected for Training Schools

SIX Gulf Staters have been selected to attend executive training programs this summer.

J. W. Atkins, operating superintendent, Beaumont Division, will attend the fall session of the Advanced Management Program of the School of Business at Harvard University in Boston, Mass.

Norman R. Lee, operating supervisor, Lake Charles Division, and Curtis E. Johnson, test supervisor, Louisiana Station, Baton Rouge, will attend the 12th Annual Public Utility Executive Course sponsored by the Southeastern Electric Exchange in cooperation with the Georgia Institute of Technology in Atlanta.

Virgil M. Shaw, supervisor of industrial and commercial sales, Port Arthur Division, is presently attending the Public Utility Executive Program at the University of Michigan in Ann Arbor. Jim Turner, system supervisor of advertising, Beaumont, will attend the same course later this summer.

James L. Braswell, general accountant, Beaumont Treasury, recently returned from the Stone & Webster Management Training Course held May 4-22 in New York City.

MR. ATKINS will attend the Boston program from September 13 to December 11. The three-month program is designed to provide participants with the opportunity to live in an university community, to work closely with participants drawn from scores of diverse companies and organizations and representing a variety of managerial functions.



J. W. Atkins

Mr. Atkins has been with our Company since 1938 and has worked in Beaumont, Navasota and Port Arthur Divisions in various engineering jobs. In Port Arthur he was operating supervisor for two years before coming back to Beaumont as a project engineer. He was made a staff engi-

neer in Systems Operations in 1957 and was named operating supervisor for Beaumont Division in 1960. He has been operating superintendent since January, 1963.

A native of Savannah, Ga., he was graduated from Georgia Tech in 1938 with a BS in electrical engineering. Prior to joining our Company in Beaumont he was employed by the Savannah Electric and Power Company. He served in the Army from 1941 to 1945 as a lieutenant colonel in the Corps of Engineers, with duty overseas in the Southwest Pacific.

He is a member of the Pinewood Country Club, the Chamber of Commerce and Young Men's Business League. In 1961 he attended the Public Utility Executive Course at Georgia Tech.

Mr. Atkins and his wife, Nan, have four daughters, Nancy, an employee at Tennessee Gas in Houston; Betty, a senior at Lamar Tech; and Patty and Kathy, both students at St. Anne's Grade School. The Atkins are members of St. Anne's Catholic Church.

MESSRS. Lee and Johnson will attend the Georgia Tech course August 3 through 28.

The four-week course consists of a program of instruction, problem-solving and case discussion. It is designed to provide the participants with the "why" and the "how" of effective managerial performance.

The faculty for this course includes some of the outstanding men in education and industry. They have been chosen on the basis of professional knowledge, reputation, and instructional skill.

MR. LEE, a native of Grayson, Louisiana, has been with our Company since 1949. He attended Louisiana State University and the California Institute of Technology at Pasadena, from which he was graduated in 1947 with a BS in electrical engineering.



N. R. Lee

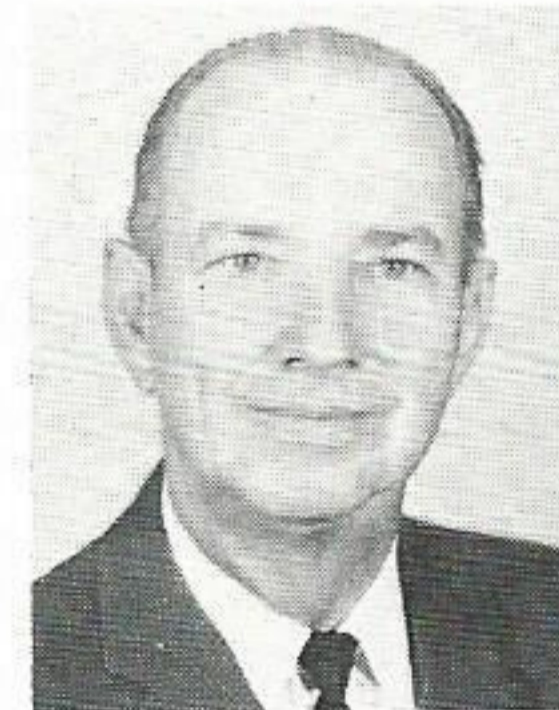
During the Korean Conflict he was called into the Navy for two years. Upon his return in 1952, he was assigned as an engineer in Beaumont.

In 1953 he became an assistant general substation foreman and in 1956, he was named a project engineer. He has been in Lake Charles since 1958. At that time he was made division engineer. He has been operating supervisor since April, 1963.

He is a member of the Kiwanis Club of Lake Charles, and works with area Boy Scouts as chairman of the camping and activities committee of the Lakeside District in Lake Charles. He is a member of the YMCA, the Association of Commerce and the IEEE. He has served on the Board of Stewards of the University Methodist Church for three years.

He and his wife, the former Nell Ray of Beaumont, have two children, Norman, Jr. and Rebecca.

MR. JOHNSON joined our Company in 1933 following his graduation from Texas A&M with a BS in chemical engineering. He is a native of Gordon, Texas.



C. E. Johnson

He came to work as an assistant fireman at Neches Station where he was made an auxiliary operator in 1937 and a chemist in 1939. He was transferred to Riverside Station at Lake Charles in 1947 as a test engineer and was moved in the same position to Louisiana Station in 1954. He has been test supervisor at Louisiana Station since 1961.

Mr. Johnson and his wife, Lucille, have two daughters, Carol Sue Lalumandier of Baton Rouge, and Barbara Ann Hodgson of Atlanta, Ga.

He is former secretary of the Southwest Louisiana Safety Association (Lake Charles). He served in the Army from May, 1941 to January, 1946. The last two years he was a major in the Chemical Warfare Service.

THE course Mr. Shaw is attending began May 31 and will run through June 26. Mr. Turner will go

to Ann Arbor for the course beginning July 12 through August 7.

The four-week course is designed to benefit the nation's utility company executives. It deals mainly with problems facing top management in business and economics. Leading educators and guest lecturers from government and industry will conduct the course.

MR. SHAW has been supervisor of industrial and commercial sales in the Port Arthur Division since 1961. He has been in Port Arthur since 1955.



V. M. Shaw

A native of Mexia, Texas, Mr. Shaw is a graduate of Texas A&M with a degree in mechanical engineering. He joined our Company in Beaumont in 1949. He has been an industrial engineer in Beaumont, Navasota and Port Arthur Divisions.

He and his wife, Anne, have five children, Brian, Mark, Ruth Ann, Scot and Burt. They are members of the Groves Christian Church.

He is a past member of the advisory board of the Salvation Army and has served on the budget committee for the 1963 and 1964 Port Arthur United Fund. He is a past president of the Port Arthur Junior Chamber of Commerce and was awarded the Jaycee's distinguished service award in 1957.

He is a member of the Groves Chamber of Commerce and is chairman of the new plant procurement committee for the Port Arthur Chamber of Commerce. He is presently a member of the planning and zoning committee of the City of Groves. He is a registered professional engineer in both electrical and mechanical engineering in the State of Texas.

MR. TURNER has been system supervisor of advertising in Beaumont since 1961. He joined our Company in 1951 in Baton Rouge as assistant advertising director. He was transferred to Beaumont in 1956 as system supervisor of publicity.



J. S. Turner

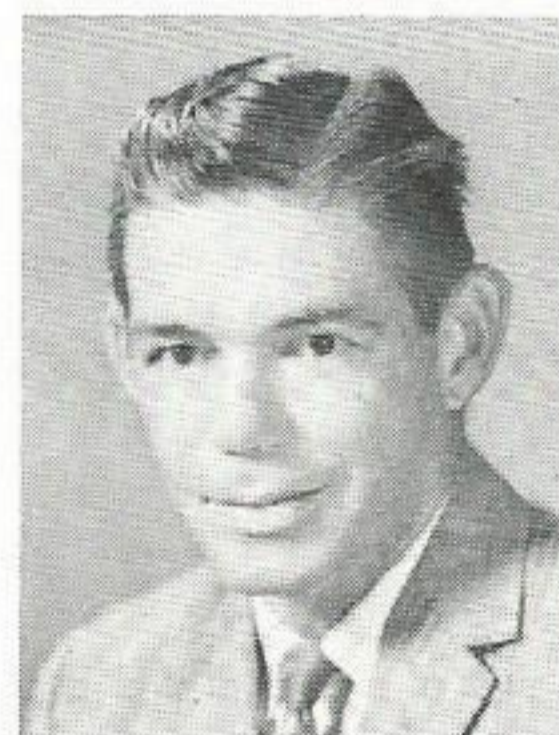
A 1948 graduate of LSU, he holds a BA degree in journalism. During World War II he was a pilot with the Air Force. Before coming to our Company he was a reporter on the Bogalusa, Louisiana, Daily News and served as public relations officer for the Louisiana State Department of Veterans Affairs.

He is a past president of the Advertising Clubs of Beaumont and Baton Rouge and has served on the boards of both clubs. For the past several years he has served on the public relations committee of the Beaumont United Appeals.

He is a member of the YMCA and the Y's permanent publicity committee. He is a past president of the Sabine-Neches branch of the LSU Alumni Federation. He has worked on the Boy Scout unit membership drive and was recently elected to the board of the Downtown Optimist Club of Beaumont.

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

MR. BRASWELL was promoted to general accountant in February



J. L. Braswell

of this year. He has been with our Company since 1938. He served in various accounting positions until named assistant general accountant in 1956. He is a native of Jasper, Texas, and attended Lamar Junior College.

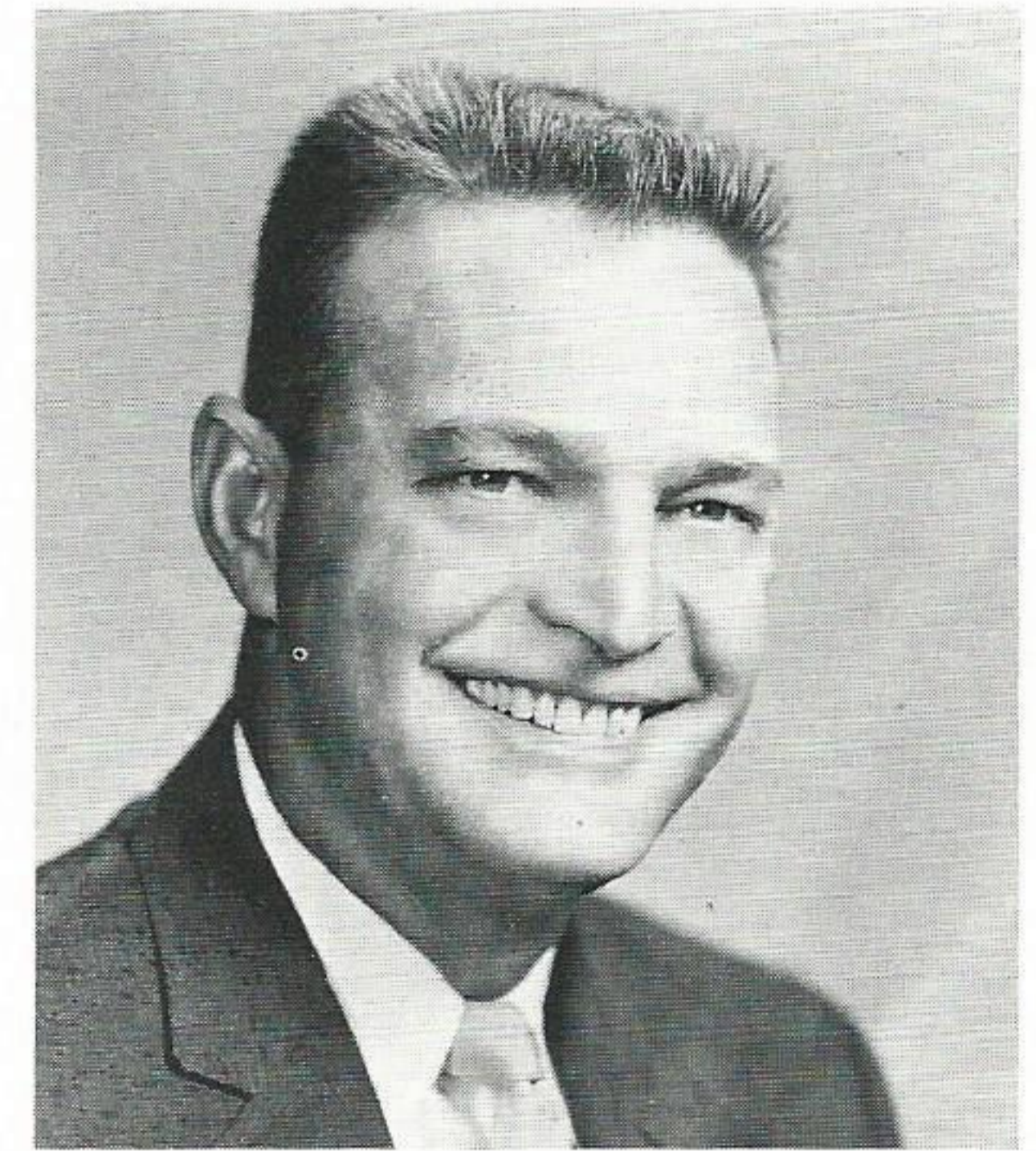
He is married to the former Neva Lee Howell of Newton and they have three children, Martha, Jean and Linda. The Braswells are members of the South Park Baptist Church.

He is a member of the Beaumont Chamber of Commerce, YMBL and the YMBL Keymen Club. He is a former member of the YMBL board of directors and a former member of the South Texas State Fair board of directors.

The Stone & Webster course is designed to provide the engineering corporation's clients with a study into the problems that confront top utility management and how various tools can be used in meeting these problems. The course provides two weeks of lec-

tures by outstanding utility industry personnel and a one-week problem workshop.

This year's session was attended by 37 people from all phases of the electrical and gas utility industry. They came from utilities located in all sections of the United States and Canada.



P. E. Sanderson

Sanderson Named Utility Foreman

PERRY E. SANDERSON, formerly a lineman first class in the Beaumont T&D, has been promoted to utility foreman in the Beaumont T&D.

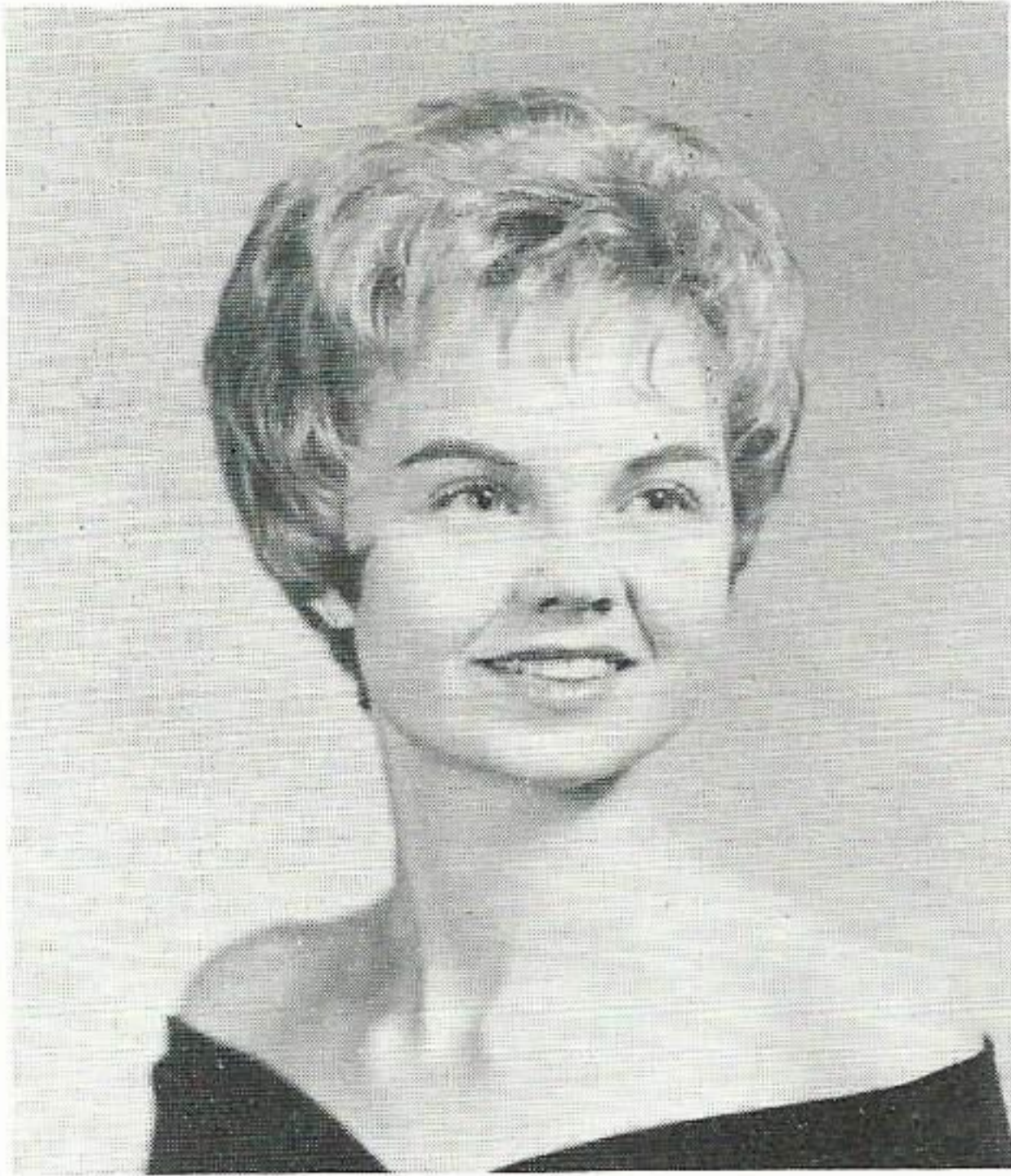
A native of Fort Worth, Mr. Sanderson has been an employee of our Company since 1948. He came to work as a helper in the Beaumont T&D after six years of service in the U. S. Marine Corps.

He progressed through various line and service classifications until made a lineman first class in 1954. In 1959, he was moved to the Service Department as a serviceman first class. A year later he was transferred back to the Line Department.

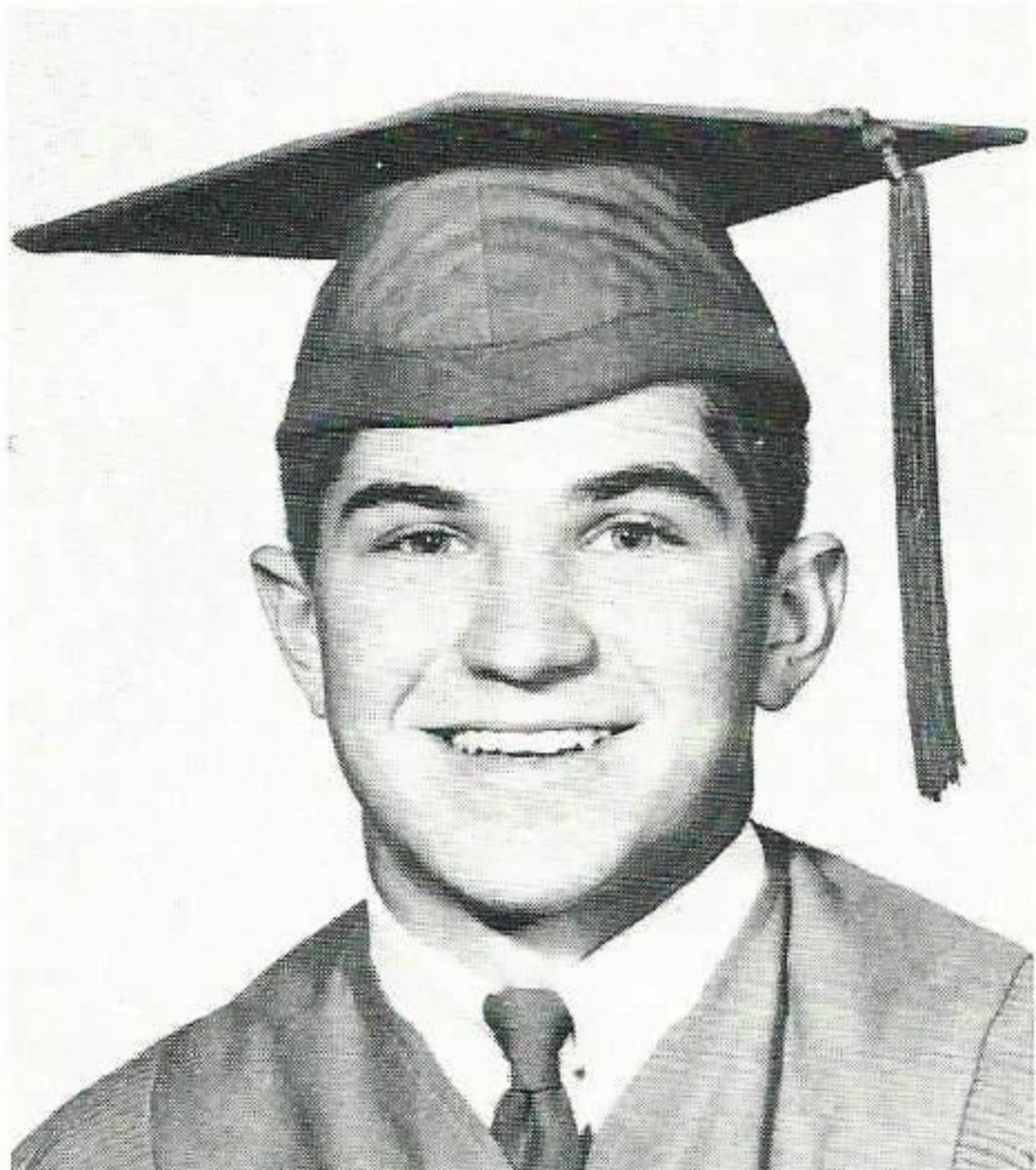
Mr. Sanderson and his wife, Peggy, have three children, Lorrie Kay, 8, Perry, Jr., 6, and a married daughter, Mrs. Jerry Durmon of Beaumont.

He is a member of the North End Methodist Church and for the past five years has been active in Colt League Baseball for boys, 15 and 16 years old. He has served as president of the Independent Electrical Workers Union for four years.

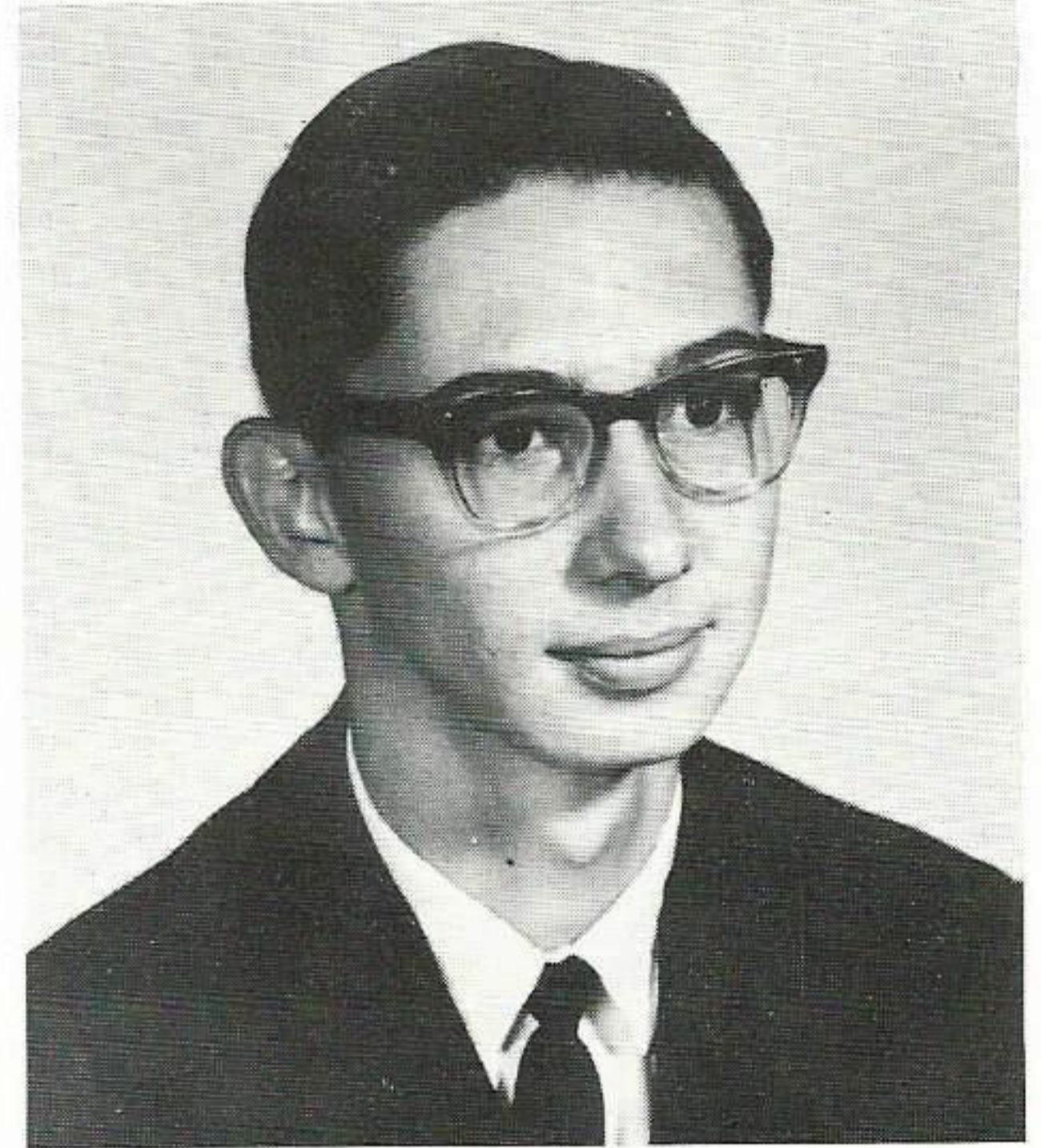
GSUers' Children Graduate,



KIRKLANDS GRADUATE IN TWO STATES. Linda and Skipper Kirkland, daughter and son of J. W. Kirkland, Baton Rouge superintendent of sales, were both graduated May 22, but miles apart. Linda received her bachelor of music education degree from Baylor University, Waco, Texas, on the same day her younger brother, Skipper, was handed his diploma from Baton Rouge's Broadmoor High School. After some discussion between the proud parents, it was decided that Mr. Kirkland would stay in Baton Rouge for Skipper's big day while his wife, Allegra, went to Waco. Skipper will enroll at LSU in September. Linda, engaged to be married to Bill Miller of Navasota, Texas, in August, has accepted a teaching position in Taylor, Texas, where she will begin working this fall.



IN TOP TEN. Ann Miller, daughter of Mr. and Mrs. Camile Miller of Jennings, was named one of the top ten students in a graduating class of 129. She plans to become a nurse. In high school she was a member of the Beta Club, Press Club, Thespians, Future Teachers of America, the Verse Choir, the annual staff and Chronical staff. She was a literary essay finalist and has attended summer twirling camps at Lamar Tech in Beaumont and McNeese State College in Lake Charles. She has been awarded a scholarship to Louisiana State University for four years based on her academic high school work. She was a majorette for three years. Mr. Miller is employed in Jennings T&D.



JENNINGS GRADUATE. Earl Everett, son of Mr. and Mrs. Earl E. Mayfield, Sr., of Jennings, is a 1964 graduate of Jennings High School and plans to enter Louisiana Tech this fall. Earl was active in the high school Safety Council, chorus, track, 4-H and baseball. He was an alternate to Pelican Boys State and attended the McNeese Music Festival. Mr. Mayfield is employed in Jennings T&D Substation.



NAMED TWIRLER. Clarise, daughter of J. E. Foreman, serviceman in Hull, Texas, has been named a twirler at the Hull-Daisetta High School. Clarise is also the granddaughter of Mr. and Mrs. John B. Cassels, he's district serviceman in Kountze, Texas.



NAMED TO HONOR SOCIETY. Cynthia, daughter of Mr. and Mrs. George Cannon, he's supervisor of standards, Beaumont, has been named to the National Honor Society of Forest Park High School in Beaumont, where she is a sophomore. Cynthia was named to the society for character, leadership, service and scholarship.

Receive School Honors



TO ENTER LOUISIANA TECH. Edward G. Gauthier, son of Mr. and Mrs. J. C. Gauthier of Jennings, plans to enter Louisiana Tech this fall where he will major in electrical engineering. He was manager of the Jennings football team and on the track team last year. He is a member of the "Glades", a hometown teen orchestra. Edward's mother, Mary, is a local office clerk.

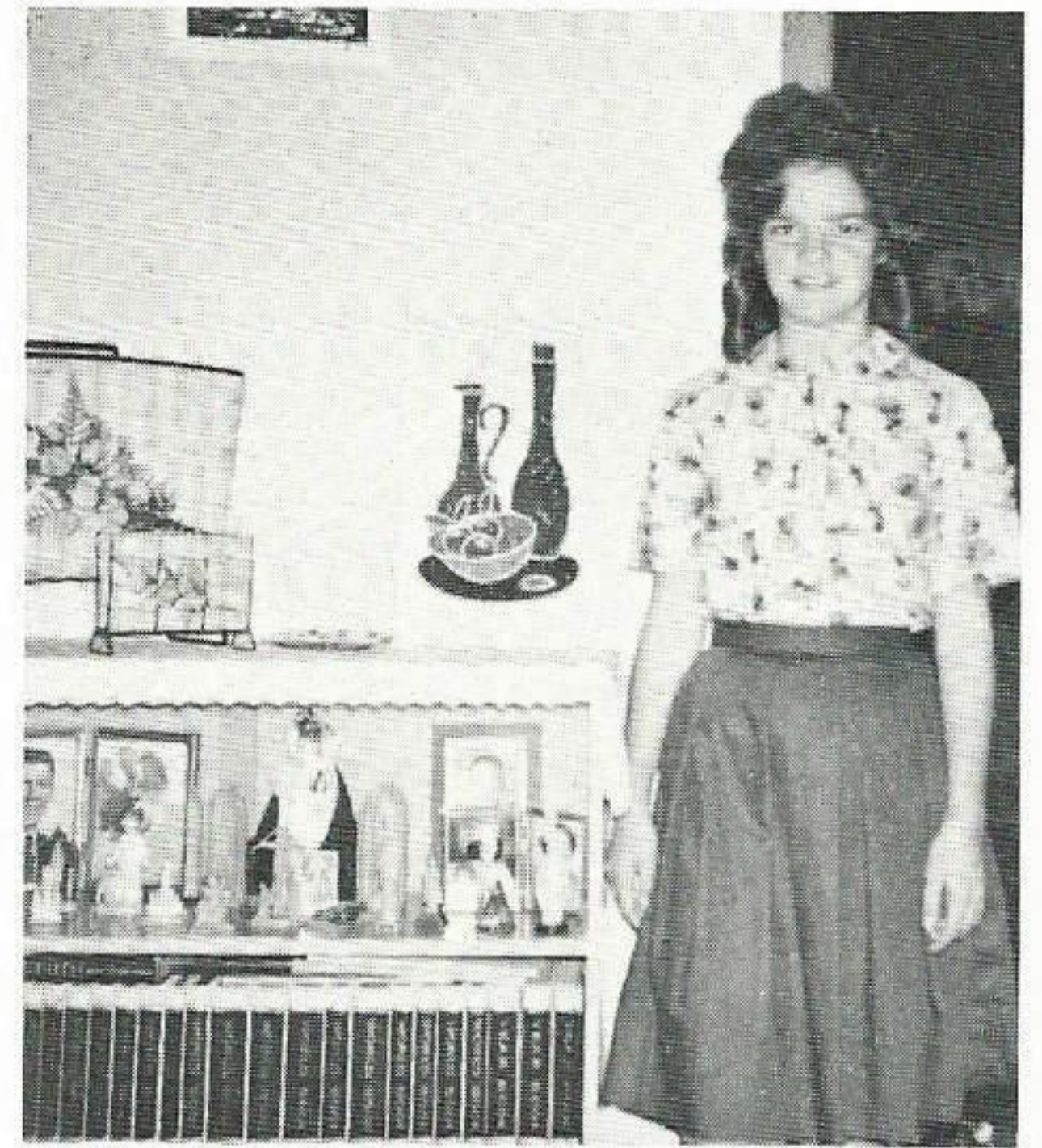


WINS HONOR. Richard, son of Mr. and Mrs. T. J. Dinkins, he's an engineering assistant in Cleveland, was elected a member of the Cleveland High School Chapter of the National Honor Society of Secondary Schools. Membership is based upon scholarship, leadership, service and character.

ENTERS HIGH SCHOOL. Bill, son of Mr. and Mrs. Bill Bass of Beaumont, will enter South Park High School this fall. Bill has been attending MacArthur Junior High where he played right half in football, was on the starting squad in basketball, a pole vaulter in track, and a member of the MacArthur golf team. He was named All-Star pitcher and shortstop in 1961 for the South Beaumont Lions Little League and received this title again in 1962 and 1963 in the Pony League. He is now playing his first year in the Colt League. He finished second in the recent Live Wires annual golf tournament at Bayou Din Golf Club. Bill's mother, Charlotte, is a clerk in Customer's Accounting, Beaumont.



BATON ROUGE GRADUATE. Patricia Diane, daughter of Mr. and Mrs. Max D. Quinn, he's employed at Willow Glen Station, was graduated last month from Istrouma High School in Baton Rouge where she majored in commerce.



SEWING WINNER. Mary Elaine, daughter of Mr. and Mrs. John J. Deshotel of Jennings, wears the skirt and blouse which won her a second place during 4-H Achievement Day. Elaine was top winner for her club placing first in mosaics, leathercraft, copper tooling and health improvement. She also received a second in foods and nutrition and a third in basketry. This is her second year in 4-H work. She is a sixth grader at Immaculate Conception School. Mr. Deshotel is a Jennings serviceman.

SPRING GRADUATE. Brenda Faye, daughter of Edgar Perkins, General Office Garage, Beaumont, was a recent graduate of Beaumont's Charlton Pollard High School.



Time-Saving Recipe

RECIPES for making it possible for the smart housewife to take advantage of the work-saving, time-saving electrical appliances to make life more enjoyable is just one feature of the electric story being told by our advertising.

And there are ads on "Frostless Refrigerator-Freezers", "Electric Cooking that brings out the best in foods (and people)," and the door-to-door sale of electricity. Our advertising covers a wide field—just as our electrical services do every day.



There's no defrosting ever with a Frostless Refrigerator-Freezer

No frost is the most modern and work-saving feature you'll find in any refrigerator-freezer. It means no defrosting ever in both the spacious refrigerator and your temperature-freezer sections. And that's not all. A frostless refrigerator-freezer saves you:

- MONEY** because you can stock up on specials in quantity.
- TIME** because you can cook and freeze entire meals ahead of time.
- SPACE** because modern styling provides more storage space in the same amount of floor space.



See the new frostless refrigerator-freezers at your electric dealer's.



Put a supermarket in your kitchen with a Frostless Refrigerator-Freezer

Practically any food can be stored in a new refrigerator-freezer...bread, pastry, meat—oven milk. Refrigerator-freezers also permit housewives to take advantage of special food bargains. Stock up when prices are low, serve any season of the year.

Today's new refrigerator-freezers are frostless. No longer is the housewife saddled with messy defrosting.

See the new frostless refrigerator-freezers at your electric dealer's.



M-M-M...

Electric Cooking brings out the best in foods (and people)

AND NO WONDER

Electric heat is as much an ingredient in your favorite recipe as your flour, shortening or whatever you use. It's measured just as accurately so there's no guesswork. You get perfect results...every time.

With this in mind, it's easy to see why over 100,000 thoughtful Gulf States customers realize that you get what you pay for and that the many advantages of electric cooking are really worth the few pennies a day it costs to operate an electric range—approximately 7¢pc.

If you haven't already tuned up to electric cooking, now's a time to see your electric dealer's.

How much electricity would you buy if you bought it at your door?

Would you consider buying enough for all the electric needs at home for one month?

Choose any time you like to think up all the jobs that require electricity from the time that you wake up in the morning, through the day, and into the evening. Write down every job that uses electricity. List the amount of electricity used for each job. Add up all the jobs. Write in the amount of electricity used.

Now, if you could buy the electricity you need for all these jobs at your door, how much electricity would you buy?

See the new Electric Meter Service at your electric dealer's.

Cook Now-Serve Later with a Frostless Refrigerator-Freezer

Put your favorite recipes on hold for later. With a Frostless Refrigerator-Freezer, you can cook your meals now and freeze them for later. It's so easy to do. Just cook your meal as usual. Then freeze it in the freezer section of your Frostless Refrigerator-Freezer. When you're ready to eat, just thaw and reheat. It's that simple.

See the new Electric Meter Service at your electric dealer's.

Buy Now-Save Later with a Frostless Refrigerator-Freezer

Buy your favorite foods now and freeze them for later. With a Frostless Refrigerator-Freezer, you can buy your favorite foods when they're on sale and freeze them for later. It's so easy to do. Just buy your favorite foods as usual. Then freeze them in the freezer section of your Frostless Refrigerator-Freezer. When you're ready to eat, just thaw and reheat. It's that simple.

See the new Electric Meter Service at your electric dealer's.

Stop Shopping-Stop Mopping with a Frostless Refrigerator-Freezer

Now you can stop shopping with your vacuum cleaner. With a Frostless Refrigerator-Freezer, you can buy your favorite vacuum cleaners when they're on sale and freeze them for later. It's so easy to do. Just buy your favorite vacuum cleaners as usual. Then freeze them in the freezer section of your Frostless Refrigerator-Freezer. When you're ready to clean, just thaw and reheat. It's that simple.

See the new Electric Meter Service at your electric dealer's.

HAVE MORE FUN... LIVE ELECTRIC!

Even the busiest homemaker can enjoy a snack with the boys (and girls) when she and Gulf States electric service team up to zip through those daily chores. Electric service helps her do those jobs easier and faster, too, then puts more fun in family living. If your electric bill is a little higher than it was a few years ago, isn't it because your entire family is living so much better...electrically?

FREE

...more time for the things you want to do

When you use dependable, economical Gulf States electric power, you get through the daily chores in much better and easier. You have more time for the things you want to do. And Gulf States electric service is so convenient that you can get the best possible electric service at just about the lowest possible cost.

See the new Electric Meter Service at your electric dealer's.

There's more time to enjoy life when you live electrically

Smart homewives know that electric living gives them more time to do the things they want to do. Work-saving, time-saving electrical appliances make life more enjoyable. And the dependable Gulf States electric power that runs these appliances is so low in cost it does most jobs for just pennies. Yes, hard-working Gulf electricity is about the biggest bargain in any busy homemaker's budget.



My Creed

I do not choose to be a common man. It is my right to be uncommon—if I can. I seek opportunity—not security. I do not wish to be a kept citizen, humbled and dulled by having the State look after me. I want to take the calculated risk, to dream and to build, to fail and to succeed.

I refuse to barter incentive for a dole. I prefer the challenges of life to the guaranteed existence; the thrill of fulfilment to the stale calm of utopia.

I will not trade freedom for beneficence nor my dignity for a handout.

I will never cower before any master nor bend to any threat. It is my heritage to stand erect, proud and unafraid; to think and act for myself, enjoy the benefit of my creations and to face the world boldly and say, this I have done.

ALL THIS is what it means to be an American.

AFTER FIVE DAYS RETURN TO

*Plain
Talks*

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
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Permit No. 11

Safe boating is fun!



National **SAFE BOATING WEEK**
June 28-July 4