

*Plain
Talker*

GULF STATES UTILITIES COMPANY

JUNE, 1965



The Art of Making Friends

MANY times when a customer is mad as hops at us about some real or fancied wrong, we're afforded the finest opportunity in the world to make a lifelong friend for our Company.

If we're wrong, show great sympathy and act as the customer's "friend at court." We should become his representative and do everything we can to set things right, and let him know we are doing it.

If the customer is wrong, take great pains and patience in explaining matters completely. We shouldn't be happy until the customer's happy.

(This applies whether we are talking face-to-face with the customer, or on the telephone, or writing a letter.)

When we've turned an enemy into a friend, we've achieved a great thing for our Company.

We've achieved the one thing we want most in customer relations. We've made somebody feel that ours is not a big heartless, monopolistic corporation, but is a people-business, as friendly as the gasoline station attendant or the hairdresser or the barber.

Of course, we must have rules and regulations to fairly provide service to all our customers, but there are many chances to explain and soften them.

Customers who are ready to fight can usually be turned into the best kinds of friends.

Let's put on a real show of sympathy and understanding, and a sincere exhibition of willingness to explain at length and in detail.

OUR COVER

IT'S off to class for this trio at the fifth annual Texas Nuclear Science Symposium at the University of Texas June 6-9. The three were part of the 38-member delegation sponsored by our Company, which along with nine other Texas investor-owned utilities and the University conducted the symposium for 300 academically talented students and 200 of their teachers.

Shown checking the location of their next lecture are, from left, Mary Beth Todd of Huntsville High School and M. A. Milliff (a teacher) and Herbie Adcock both of Conroe High School. The symposium is designed to interest top-ranking high school students in a career in physics and related sciences and to inform them of progress being made in nuclear science research.

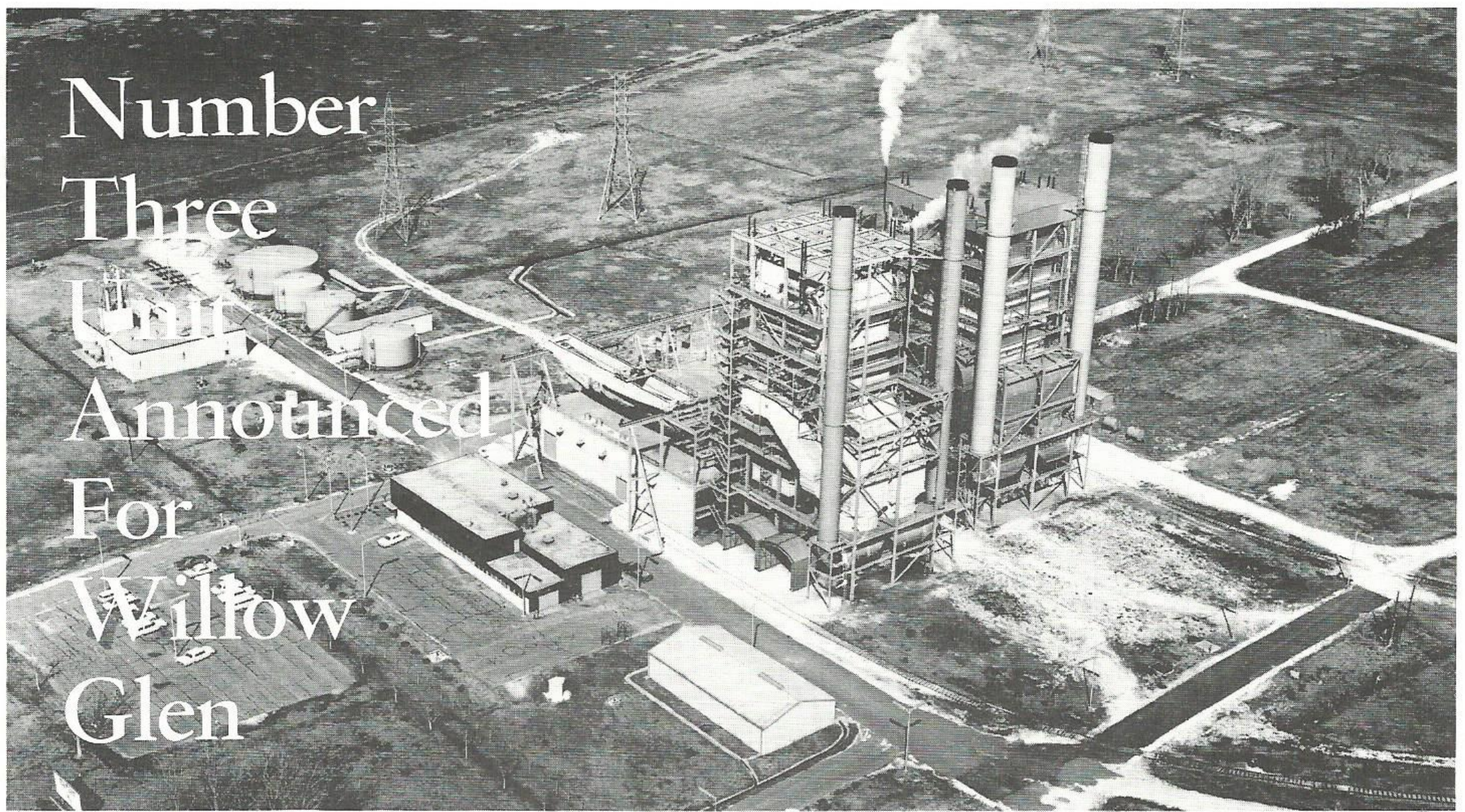
Our Company and nine other utilities support the symposium through their own Texas Atomic Energy Research Foundation, whose chief aim is to hasten the day when power of the hydrogen bomb can be controlled for the economic generation of electricity. Emphasis at this year's symposium was on plasma physics, which is related to development of nuclear power for peaceful purposes through nuclear fusion.

CONTENTS

Third Unit to Be	
Built at Willow Glen	1
Area Students Attend	
University of Texas	
Nuclear Symposium	2
Award Winning Advertising	4
Service Award Banquets	5
Jennings Businessmen's	
Good Farmer Neighbors	12



Member of Southeast Texas
Industrial Editors and Inter-
national Council of Inter-
national Editors.



Number Three Unit Announced For Willow Glen

THIRD UNIT FOR WILLOW GLEN. The contract for the 500,000 Kw turbo-generator was awarded June 8 for a third generating unit at Willow Glen Station. Construction of the new unit will begin in the fall of 1966. The unit

is scheduled to be "on the line" by November 1, 1968. The station is located some 20 miles south of Baton Rouge on the banks of the Mississippi River. The addition will bring system capability to over three million Kw.

OUR Company again expressed confidence in the continuing growth of our Texas-Louisiana service area earlier this month with the announcement that a third turbo-generator will be installed at Willow Glen Station near Baton Rouge.

The new unit, with a capability of 550,000 kilowatts, will more than double present plant capability of 382,000 kilowatts. The new electric generator will be the largest unit in any of our five generating plants and will raise Willow Glen's generating capability to 932,000 kilowatts.

Contract for design and construction of the unit has been awarded to Stone & Webster Engineering Corporation. The unit, one of the largest of its kind in use or on order in the country, is scheduled to be in operation by November 1, 1968.

Preliminary engineering work on the unit has begun and the order for the turbo-generator was placed June 8 with Westinghouse Electric Corporation. Bids on the boiler, received from major boiler manufacturers throughout the country, are now under study.

On-site construction of the new unit will begin in the fall of 1966.

Installation of the first unit at Willow Glen with a capability of 162,000 kilowatts was com-

pleted in 1960. The second unit with a capability of 220,000 kilowatts was placed "on the line" in 1964.

"Studies show that our service area will continue to grow in residential, commercial and industrial fields to where this additional capacity will be needed in 1968," President Richard said in announcing the turbo-generator contract had been awarded.

"This new unit, the completion of the new unit under construction at Sabine Station and the completion of the 500,000 volt transmission system now under construction across our system linking it with the ten other utilities in the South Central electric companies system will keep our system ahead of actual needs of new and expanding industries which require large blocks of power and of commercial and residential users," Mr. Richard said.

The new unit at Willow Glen, located some 20 miles south of Baton Rouge, with other capacity now under construction, will bring our generating capability to 3,055,000 kilowatts, thirteen times that existing at the close of World War II.

Willow Glen is presently as large as our other Baton Rouge area power plant, Louisiana Station.

Nuclear Science Symposium Opens Door On "Drama of the Atom" for Texas Youth

THE day of space travel is at hand and scientists are working furiously to exploit a potential hazard—the Van Allen Belts—through nuclear research experiments.

This profound statement was one of numerous revelations placed at the feet of 300 of Texas' most talented and science-oriented high school students and 200 of their teachers at the fifth annual Nuclear Science Symposium at the University of Texas June 6-9.

Pointing out perils of the Van Allen Belts or areas of radiation that encircle the earth was Dr. F. R. Scott, experimental physicist with General Atomic in San Diego, California. He was one of several noted scientists who spoke at the symposium designed to expose Texas' top-ranked students to firsthand experiences in the "drama of the atom."

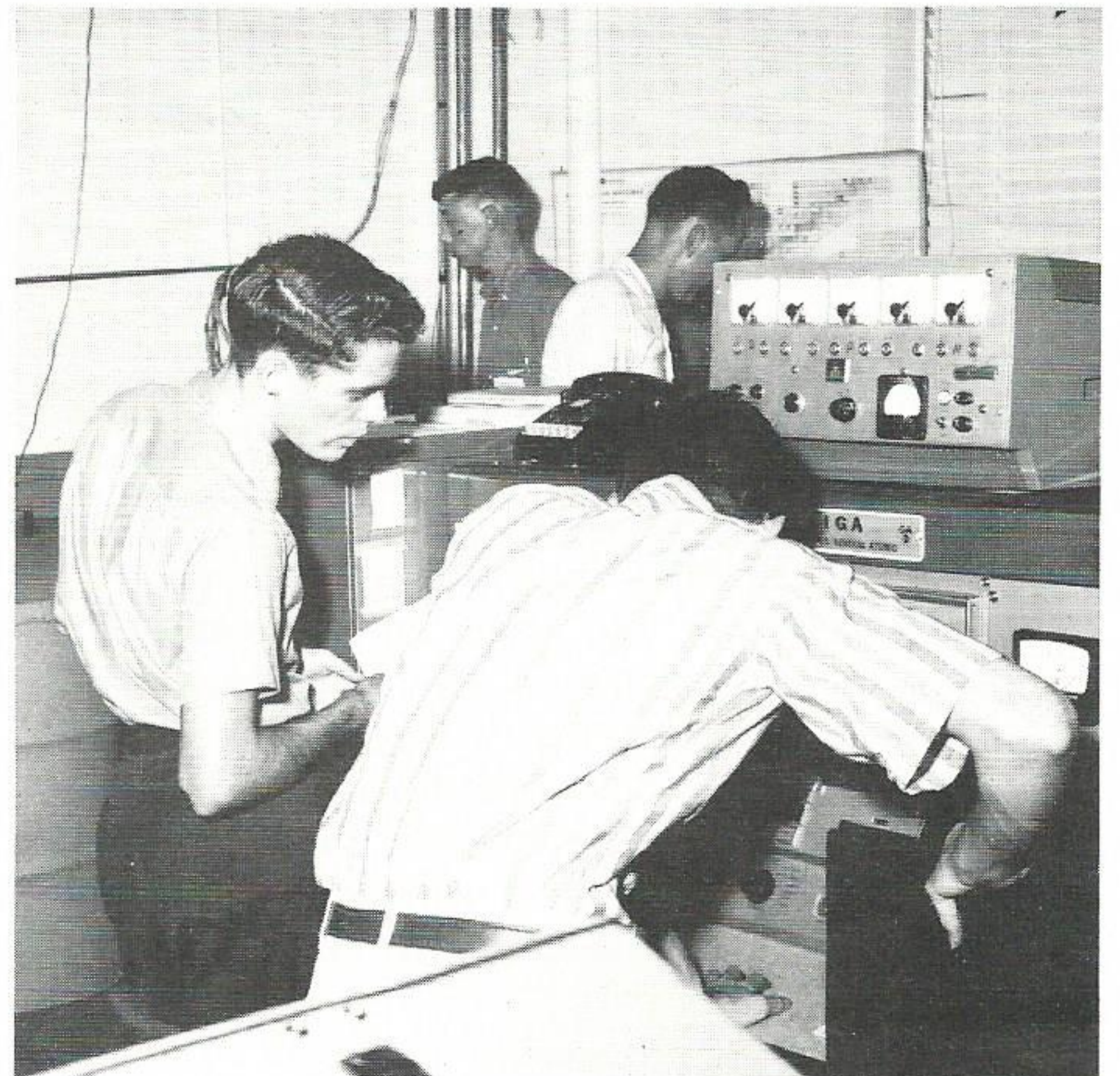
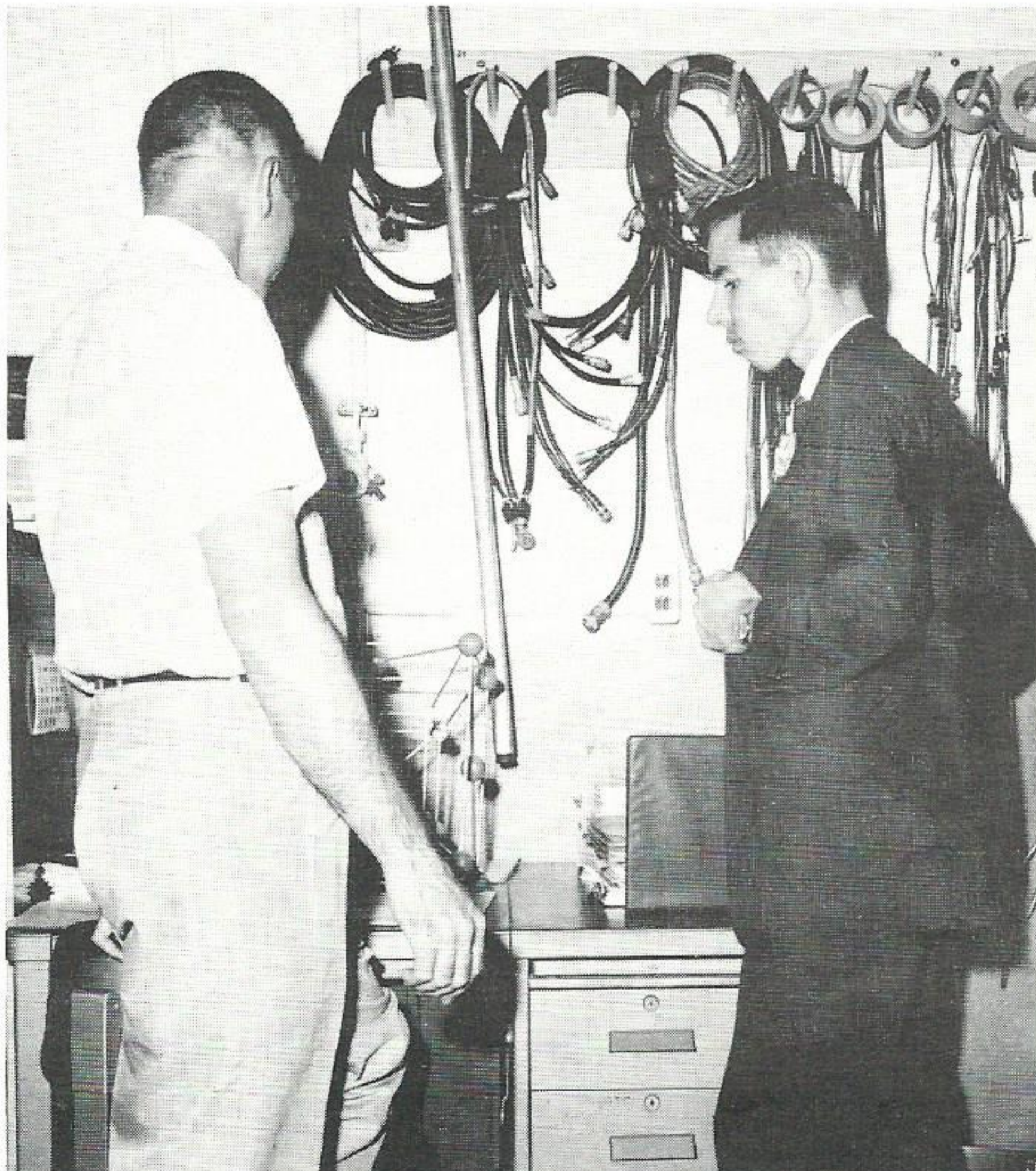
The four-day science conference was again sponsored by the University of Texas and the Texas

Atomic Energy Research Foundation, composed of our Company and nine other investor-owned electric utilities in the Lone Star State.

Our Company afforded expense-paid trips for 38 of the participants. The Gulf States delegation, chosen through careful screening from our Navasota, Port Arthur and Beaumont divisions, was made up of 20 students and 18 of their teachers.

The high-level lectures didn't soar over many heads. Our Company's group, whose overall high school career grade average hit in the mid-90's came away with a broader understanding of the objectives—and problems—now in effect in this nation's leading atomic research laboratories.

If the lectures created some confusion, students had ample opportunity to get things clear. It was common practice for the scientists to be surrounded and engaged by eager youngsters in informal discussions following the lectures.



"I find it very stimulating and encouraging to talk to a group of students so talented," confessed Dr. Scott of General Atomic. "The questions they ask never cease to amaze me. These youngsters are truly interested in learning."

Other leading symposium speakers were Dr. Gerald Tape of the Atomic Energy Commission in Washington, D. C., and Dr. W. E. Drummond of General Atomic in San Diego, California. Dr. Tape, an AEC commissioner, was the principal speaker at a June 8 banquet and Dr. Drummond, a theoretical physicist, lectured on plasma physics research.

How was the four-day program received by our Company's participants?

"It was a full schedule of events both day and night," summed up Forest Park High School student Bob Lenhart. "But it was too interesting and exciting to think about being tired. It has all been a wonderful and enlightening experience for me."

The lone "sour" note came from North High School student Louis Crosley, valedictorian of his 1965 graduating class.

"My only complaint was that it was all over too quickly."

Our Company's man on the scene was Hal Reagan, Advertising Department, Beaumont, who handled the organization and planning that went into the selection and publicizing of our delegation.

On these pages are pictures of the students and teachers as they toured the research facilities at the university.





ACCEPTS AD CLUB AWARD. Herschel Campbell, artist in the Advertising Department, accepts the first place award won by our Company in the newspaper institutional advertising classification from Chester H. Lauck, "Lum" of the radio and television "Lum and Abner". Mr. Lauck of Houston was master of ceremonies for the event. Our Company won two first places and seven honor awards at sixth annual advertising awards contest of the Beaumont Advertising Club.

Company's Advertising Wins Nine Awards In Beaumont Ad Club's Sixth Contest

OUR Company's advertising again proved to be award-winning as our Advertising Department walked away as top individual winner in the sixth annual advertising awards contest of the Beaumont Advertising Club. Two first places and seven honor awards were presented to members of the department last month at the club's awards banquet.

A first place and an honor award were won by advertising submitted in the classification for newspaper, black and white, half page or over, institutional.

The other first place and another honor award were won in the displays and exhibits classification.

The other five honor awards were presented in the following classifications: magazines and trade papers; radio commercials, 30 seconds or less;

outdoor posters; outdoor bulletins; and miscellaneous outdoor and transit.

The awards were presented by Chester Lauck, "Lum" of radio and television "Lum and Abner" fame, the master of ceremonies.

Creative work for the award winning advertising was by Jim Turner, supervisor of advertising, Herschel Mathews, supervisor of advertising production and records, Hal Reagan, Howard Fussell, Wallace Sisk, Walter Wright and Bunch Eads, writers, and Jack Schofner and Herschel Campbell, artists, under the direction of Kenneth Sutton, director of advertising.

The award-winning salesfloor displays entered in the displays and exhibits classification were constructed by Richard Smith of Smith Displays Service, Beaumont.



PRESENTS AWARDS. Alyce Corley of the System Advertising Department was one of the lovely young ladies who distributed plaques to advertising contest winners. She is presenting a first place award to Jack Darling of the First Security National Bank, Beaumont.



HONORED FOR FORTY YEARS. President Richard presents Chairman Morrison with his 40-year service pin.

Service Award Clubs

Observe Silver Anniversary

... as 133 Gulf Staters receive service emblem's

EURIPIDES, an ancient Greek dramatist, wrote "Everyman is like the company he is wont to keep."

This could well have been paraphrased to read "The Company is like everyman it's wont to keep" as our Company's Service Award Clubs celebrated their Silver Anniversary.

In 1940, the inaugural year of the clubs, there were 649 members initiated. The clubs now total 1,578. This membership represents approximately 58 per cent of the total number of Gulf Staters.

June, 1965.

The following is Chairman Morrison's message from the 1964-65 Service Awards booklet:

THE 1965 meetings mark the 25th anniversary of the formation of the Service Award Clubs.

Our Company has changed considerably during the past quarter of a century. Total plant investment of about \$60,000,000 in 1940 has grown to nearly half a billion dollars today, and in the same interval operating revenues have multiplied a dozen times. Many of us can remember when the Company was engaged in the water, ice, bus and railway-transportation business. Today, except for the gas business in Baton Rouge, we are wholly an electric utility.

We have grown to be a big company, and mere bigness brings its own species of problems and responsibilities. This is especially true in our relationships with customers, who ultimately determine whether we succeed or fail. We must continually mechanize and centralize methods of operation to keep the quality of service up and the price of service down, and this means fewer personal contacts with customers. In order to offset this trend, every one of us, regardless of what his job may be, must do our best in every public contact to project Gulf States as the kind of company our customers want as their utility.

Loyal and dedicated employees are the backbone of any successful company, and this applies especially to you Service Club members by reason of your years of experience and skills. You set the pattern that younger employees will seek to follow, and the public conception of the Company can never be better than a composite of the impressions made by each of you as you go about your daily tasks.

The management is appreciative of your loyalty and your devotion to duty.

John J. Morrison

This year the Company honored 133 employees who have achieved new service records of 10, 20, 30 or 40 years. The clubs inducted 71 employees for the first time as ten year members.

Awards were also presented to 17 employees for 40 years of service, to 9 employees for 30 years and to 36 employees for 20 years at banquets in Baton Rouge, Beaumont, Lake Charles, Port Arthur and Conroe.

(Continued on next page)



NAVASOTA. Mrs. C. B. Brooks and Mr. Brooks, district serviceman, Groveton.

Forty Year Club



LAKE CHARLES. F. W. Merrill, operating superintendent, Lake Charles Division, and Mrs. Merrill; Lillian Ferguson, secretary to division manager; President Richard; Mrs. Robert Guidry, and Mr. Guidry, maintenance supervisor, Roy S. Nelson Station. Not available for pictures: Arden Clark, Distribution, Jennings.

BEAUMONT. L. M. Welch, vice president, divisions operations, daughter, Charlotte, and Mrs. Welch; L. G. Maher, Treasury, and Mrs. Maher; H. S. Charlton, Treasury; T. E. Hensley, Production, Neches Station; and Mrs. Hensley; Mrs. J. B. Morrison, President Richard, and Mr. Morrison, Distribution, Beaumont; Mrs. W. E. Teel, and Mr. Teel, Distribution, Hull.





BATON ROUGE. W. L. Jones, Production, Willow Glen Station; F. G. Hornsby, Distribution; and A. J. Glynn, Jr., Production, Louisiana Station.



PORT ARTHUR. A. C. Handley, district superintendent, Mid-County, and Mrs. Handley, F. M. Peveto, line foreman, Port Arthur, and Mrs. Peveto.

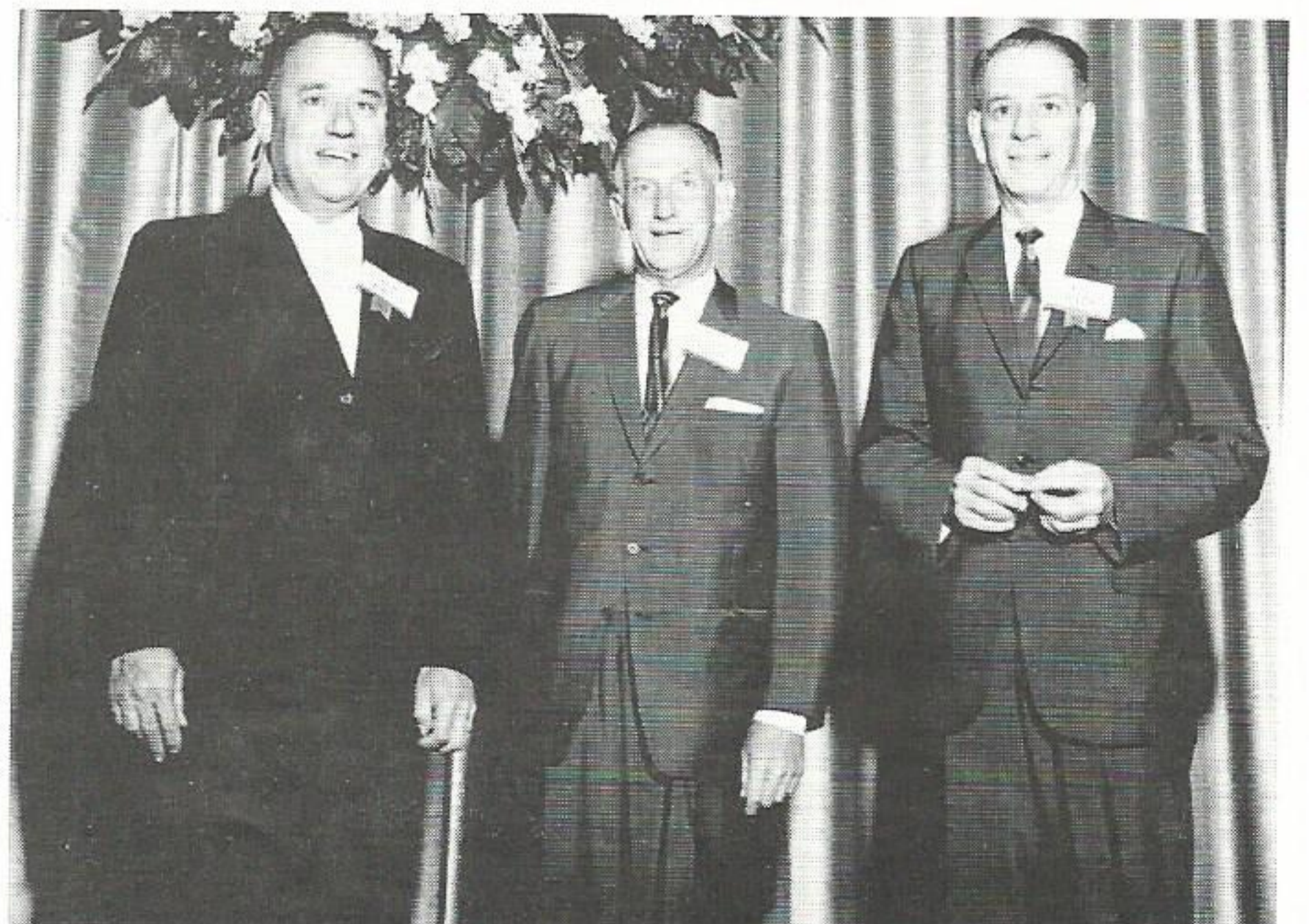
Thirty Year Club



BATON ROUGE. C. H. Harris, Distribution, and M. C. Corkern, Jr., Louisiana Station.



LAKE CHARLES. L. A. Sullivan, Jr., Distribution, Lake Charles; and G. F. Brill, test supervisor, Roy S. Nelson Station. Not available for pictures: G. G. Settoon, Distribution, Sulphur.



BEAUMONT. J. B. Fanette, Engineering; President Richard and W. V. Faver, Jr., Treasury, Beaumont.

Twenty Year Club



NAVASOTA. Pedro Abad, Treasury, E. D. Shead, Distribution, both in Navasota; and Mrs. Shead.



BATON ROUGE. Front row: Donald Voyles, Distribution; N. B. Bankston, Production, Louisiana Station; Mildred Tribble, Sales; Clarence Bailey, Jr., and Edward J. Alonzo, Jr., Distribution. Back row: S. C. Oliphint, Production, Louisiana Station; O. W. Reeves, Distribution, Baton Rouge; E. C. Kelly, Denham Springs; C. R. Jones, Jr., and J. R. Braud, Distribution, Baton Rouge. Not available for pictures: R. J. Berthelot, Production, Louisiana Station; J. W. Theriot, Gas; Virginia Harrison, Treasury; and G. J. Simoneaux, Gas.



LAKE CHARLES. Martin Wagon, Sales, Jennings; Edward Duhon, Distribution, Lake Charles; President Richard; and H. E. Istre, Distribution, Jennings. Not available for pictures: Dorelene L. Abrahams, Treasury, Lake Charles.



PORT ARTHUR. M. E. Adams, Distribution, and Lois Robertson, Treasury, being congratulated by President Richard.



BEAUMONT. P. E. Blanchette and R. E. Cowart, both in Distribution, Beaumont; President Richard; Delia Harrington, Treasury; J. C. Phillips, Distribution, Beaumont; E. R. Saide and O. W. Schultz, Distribution, Orange. Not available for pictures: Grace Fails, B. J. Borque, and G. W. Boswell, Distribution, Beaumont.

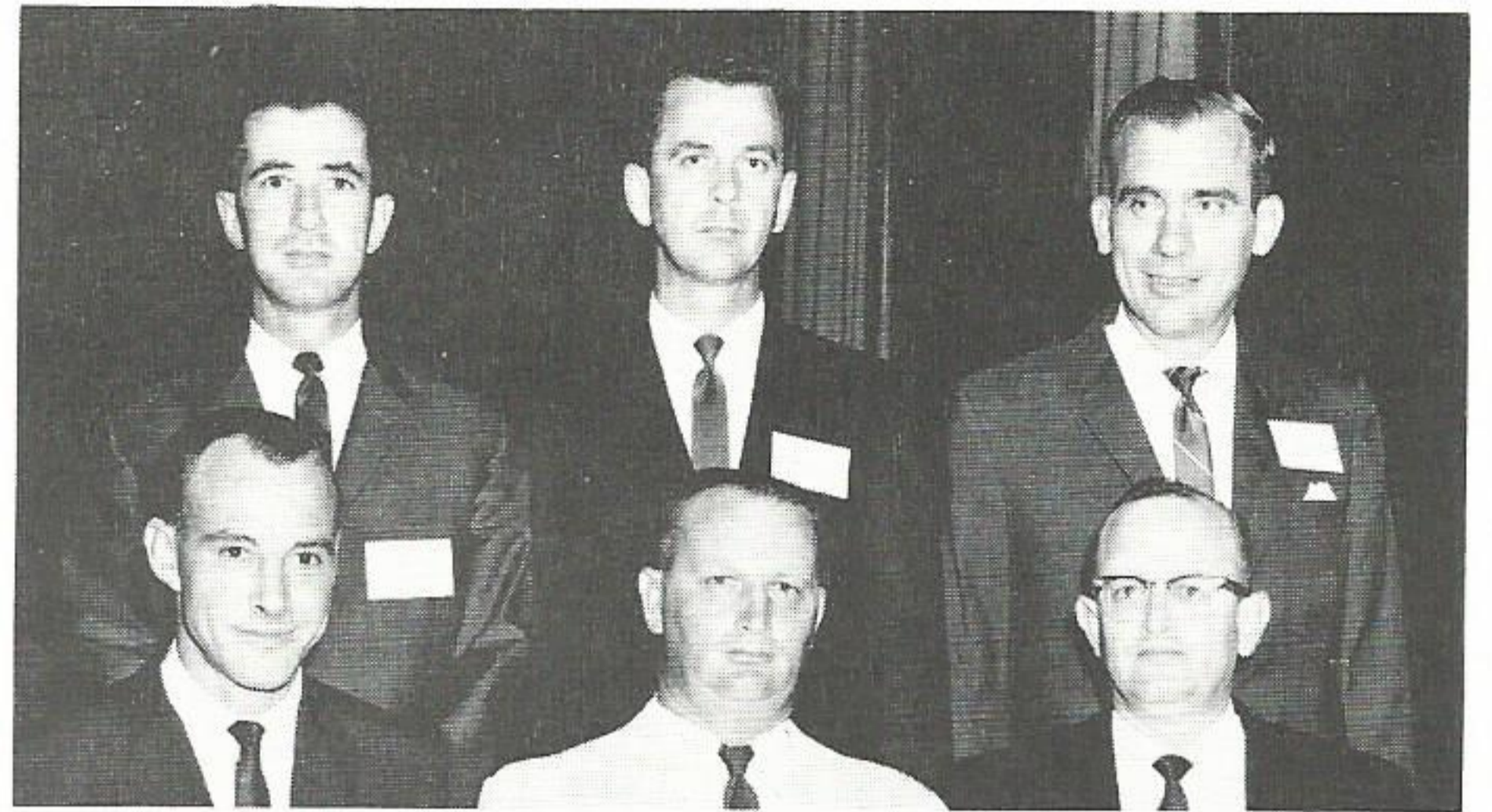
Ten Year Club



PORT ARTHUR. R. J. Cormier, Distribution, Port Arthur, receives his ten year emblem from President Richard.



BATON ROUGE. Front row: M. J. Gautreau and Lois Holden, Treasury; J. G. Aime, Distribution, Baker; P. D. Gascon, Distribution, Port Allen. Back row: V. B. Hereford, Jr., Treasury; M. J. LeBlanc, Jr., R. J. Didier, and T. R. Clayton, Distribution. Not available for pictures: P. C. Seymore, N. P. Daigle, Distribution; and G. L. Mustin, Production, Louisiana Station.



BATON ROUGE. Front row: T. L. White, Production, Louisiana Station; Batemen J. Rabalais, Distribution; Buck A. Morton, Production, Louisiana Station. Back row: R. D. Walker, Distribution, St. Francisville; M. L. Thomas, Gas; and Sammie Sylvest, Distribution.



BEAUMONT. J. I. Martin, and J. J. Scott, both in Treasury, Beaumont; E. M. Sealand, Jr. and Joyce Smith, both in Distribution, Beaumont; President Richard; R. E. Smith, Engineering; J. B. Thompson, and E. C. Van Eman, both in Distribution, Beaumont; and Florence Wenzell, System Operations, Beaumont. Not available for pictures: R. C. Cash, Distribution; Regina Sharpe, Treasury; and J. R. Williams, Distribution, all of Beaumont.



BEAUMONT. C. A. Arnold, Treasury, Beaumont; Davie Carpenter, Distribution, and Viva Courmier, Treasury, both in Orange; J. H. David, Sales, Silsbee; President Richard; Frances Engelbrecht, Personnel, Beaumont; J. L. Davis, Distribution, Woodville; F. O. Harrington, Distribution, Beaumont; and C. R. Lopez, System Production, Beaumont.

(Continued on next page)



LAKE CHARLES. C. L. Borne, Jr., Sales, Church Point; S. R. Robinson and Berton Young, Distribution, Lake Charles; L. A. Gravelle, Distribution, Jennings; President Richard; H. J. Henry, C. W. Jones, Distribution, Lake Charles; J. A. Petitjean, Distribution, Lafayette; G. L.

Trahan, Distribution, Lake Charles; W. T. Murrell, Distribution, Sulphur; and G. B. Mullin, Treasury, Lake Charles. Not available for pictures: Joseph L. Faulk, Distribution, Jennings, and H. B. Ferguson, Treasury, Sulphur.



NAVASOTA. A. E. Braune, C. L. Griffin, M. M. Feagin, and J. L. Hard, all in Distribution, Navasota; and Betty Ulbricht, local office clerk, Madisonville.

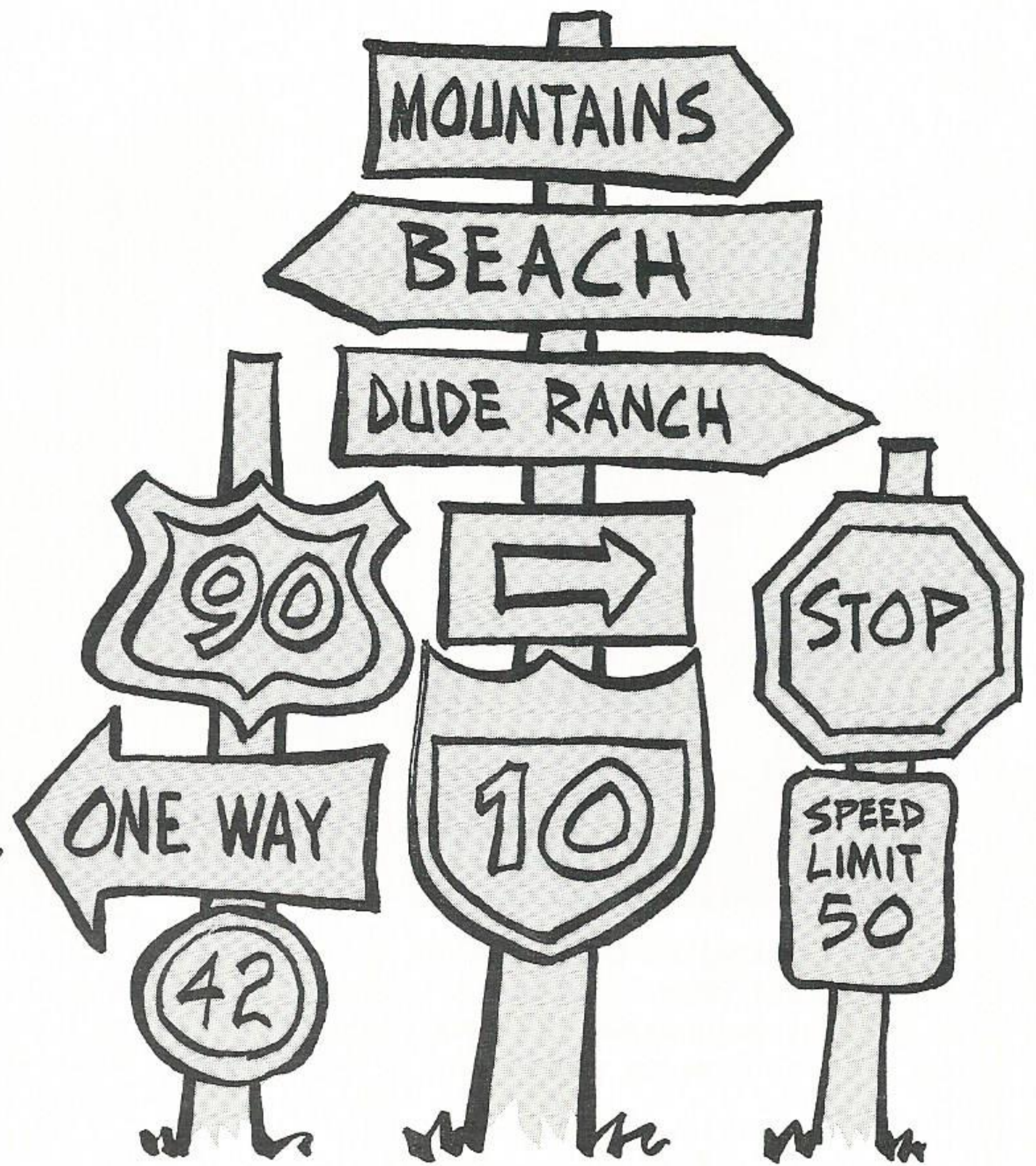


TEXAS AND LAKE CHARLES DIVISION. Herman Washington, Distribution, Port Arthur; L. E. Crawford, Treasury, Huntsville; Alvin St. Julien, Distribution, Lafayette; and A. B. Reder, Distribution, Lake Charles.



BATON ROUGE. Eighteen Baton Rouge Division employees were honored for their 10 and 20 years with our Company at a service award banquet at Capitol High School on May 5. F. R. Smith, vice president, Baton Rouge, presented 20 year emblems to Roy Burk, Wilbert Carney, Manuel Turner, Henry Sanford and Arthur Wilson of Louisiana Station and 10 year emblems to John Eaphrom, Building Services, Lloyd Nelson, W. V. Reed, Jr., L. F. Collins, C. C. Kador, Isaac Jefferson, Jr., Clarence Patin and F. L. Kelly, all in Distribution; C. S. Parker, Sevar Young and Lennis Brown, all in the Gas Department; and E. J. Bennett, Sr. and Odis Banks, both in the Production Department at Louisiana Station.

How to Collect Your Insurance Without Trying



They are reminders of how little a one-way vacation may cost.

- "Let's not stop for coffee; let's put in another 75 miles and stop for the night."
- "Just one more drink for the road."
- "You can always make a highway turn about 15 miles per hour faster than the signs say."
- "I'll never use the seat belt unless I get out on the highway."
- "Look over there! Isn't that pretty?"
- "Put your brights back on. He won't dim his."
- "I think I'll just see what it will do on this open stretch."
- "If we take turns driving and sleeping every hour or so, we can drive straight through."
- "You needn't slow down for road repairs if you just watch for heavy equipment."
- "Cattle crossing! Now there's a funny sign."
- "The traffic's not very heavy here: I won't have to get off on the shoulder to fix that flat."
- "We can speed a little through here. I know the road real well."
- "Let me know if you see that ambulance I hear, and I'll slow down."
- "One good thing about playing the radio loud, you don't hear all that traffic noise."
- "That's all we need, to get stopped by that train. I think I can beat it to the crossing."
- "Don't worry about it. I've got the right-of-way."
- "We'll just see who can bluff who!"

THERE are a few weeks out of every year designed to give each man a period of rest and relaxation. The period is called a vacation—from a Latin word which means to be empty (or, loosely, free from duty).

Man will go to any length to get this "rest."

He'll load himself, six kids, a wife, a dog, a cat and canary in a foreign import and drive 700 miles a day to spend two days on a crowded beach.

He'll pack his fishing gear and drive 200 miles down back-country lanes to catch a two-pound turtle. He'll bear sunburn, sunstroke, frostbite and exhaustion in the name of relaxation. He'll drive all night to be the first one at a campsite.

It's all well and good since he can always catch up on his sleep when he gets back on the job. That is, if he gets back to his job.

There are a large number of people set on parlaying their vacation period into a much longer "rest." A much, much longer rest.

And their cars can get them there in the twinkling of a careless second. For the wiser, careful drivers, here are some remarks heard just before the crash.



EXPLAINS FARMING OPERATIONS. Leroy Delafosse, center, who owns a 409 acre farm near Elton, explains his farming operations and answers questions for the Jennings businessmen who visited his farm during the annual tour. Mr. Delafosse was awarded a Balanced Farm and Home award during the tour.

Jennings A of C recognize that . . .

Today's Good Farmer Makes A Good Neighbor and Customer

IT might only be incidental, but all four winners in the Jennings, Louisiana, Association of Commerce's 12th annual Balanced Farm and Home Contest are served by our Company. The four prize-winning farmer-businessmen who "farm better . . . electrically," are Leroy Delafosse of Elton, Edmund Walker of Pine Island, and Robert H. Compton and F. E. Landry, Jr., of Hathaway.

The Balanced Farm and Home Contest is conducted yearly by the Association of Commerce and is aimed to create a closer relationship between rural and town residents.

The awards were presented May 25 during an afternoon-long car caravan trip through some of Louisiana's most prosperous farming country north of Jennings. During brief ceremonies at each farm home, members of the Association's Agriculture Committee erected signs that proclaimed the farms

and their owners to be winners in the contest.

Representing our Company on the tour were Martin Wagon, residential sales representative, and Hutt Reed, commercial sales representative, Jennings.

MR. DELAFOSSE, who began farming in 1947 on a part-time basis, graduated to fulltime farming in 1952. He owns a 409 acre farm near Elton and rents another 60 acres which he uses for raising hay.

His crops this year include 146 acres of rice, 41 acres of lespedeza, and 177 acres seeded in rye grass. In addition he raises Brangus and Angus cattle. During the past five years he has produced an average yield of rice of 27 barrels green weight per acre.

The Delafosse family is active in community and church life. They attend the Immanuel Lutheran Church in Jennings where Mrs. Delafosse is

a member of the Ladies Aid and the Missionary League.

Mr. Delafosse is a member of the Elton Athletic Association, the Farm Bureau, the Cattlemen's Association and the Jeff Davis advisory committee of the Louisiana State University agriculture extension service.

The Delafosses have four children, Jonathan, 16, is a high school sophomore at Concordia College in Austin, Texas, where he is studying for the ministry. Becky, 14, is an eighth grade student at Elton where she plays the alto sax in the band and is a first year basketball player.

Jodie Lynn, 12, is a sixth grader at Elton and an outstanding 4-H clubber. She plays the cornet. Carolyn, 10, is in the fourth grade and plays the flute.

MR. WALKER, began farming as tenant and hired hand on his father's farm in 1941. He now has a 256 acre farm in the Pine Island community near Hathaway. In addition to his own farm he plants rice, soybeans and pasture on 1,400 acres of rented land.

His farming achievements go back to when he was a student at Hathaway High School. He was active in the 4-H Club and the Future Farmers of



MORE THAN A FARMER. Mr. and Mrs. R. H. Compton, like many of today's farm families, are more than farmers. They are active members of their community. He is not only a rice farmer and cattleman, but operates a dragline service as well and finds time for a hobby, raising orchids and winter tomatoes in his green house and an outstanding rose garden.

America. He won a hog for placing in a Sears, Roebuck foundation high school agriculture essay contest and was on the 4-H judging team.

After graduating he went to work on his father's farm. His father gave him his first 22 acres on which he planted his first rice crop, making 15 barrels per acre on that crop.

At present, he has 409 acres planted in rice and has had an average rice yield of 26 barrels dry weight per acre for the past two years. In 1963, he put up six tanks or batch driers at a cost of \$19,000 to help solve his drying problem. His driers have a total capacity of 90,000 barrels. That year he also dug an additional irrigation well.

Mr. Walker is also a cattleman. He has a herd of 100 cows of an Angus-Brahman crossbreed. He uses land not planted in rice for pasture. In addition, he raises purebred quarter horses.

The Walkers are active in community and parish affairs. He is a member of the Cattlemen's Association and the Farm Bureau. He is also vice president of the Hathaway High School Athletic Association.

Mr. and Mrs. Walker have three children. Darrell, 22, recently released from duty with the Air Force, now farms with his father. Their daughter, Barbara, 19, is a physical education major at McNeese State College in Lake Charles. Kirk, 10, had the grand champion steer at the parish junior livestock show this year.

The family attend the Raymond Methodist Church where Mr. Walker is an active church leader and Mrs. Walker is a member of the Ladies' Auxiliary. Both Darrell and Kirk have shown beef animals at the Jeff Davis Parish Fair and they and their sister have also shown quarter horses.

MR. COMPTON is not only a rice farmer and cattleman, but operates a dragline on the side as a community service type business.

He farms land which was homesteaded by Mrs. Compton's grandfather in the 1880's. He now owns 390 acres, of which 130 are in rice. His average yield has been 25 to 26 barrels of rice an acre. He uses his idle land

for pasture on which he runs 60 black Angus cows. He plants rye grass in winter and alyce clover in the summer. He also rents 60 acres of rice land.

Mr. Compton also has a green house, as a relaxing and rewarding hobby, in which he produces Cattalya and Vanda orchids along with tomatoes during the winter.

The Comptons are active members of the Raymond Methodist Church. Mrs. Compton is district president and local president of the Methodist Woman's Society of Christian Service. She teaches a junior high church school class and is a choir member.

Mr. Compton is church school superintendent, a position he has held for 26 years. He is a member of the official board of the church and is a former scout master.

He is a member of the Farm Bureau and a community committeeman of the Agricultural Stabilization and Conservation Service. He is a past Noble Grand of the Independent Order of Odd Fellows and Mrs. Compton is a past Nobel Grand of Victor Rebecca Lodge.

The Comptons have three children and two grandchildren. Robert Lynn, 27, is a graduate of Texas A&M and has just completed three years of service in the Air Force. Their daughter, Genevieve Marie, is married and lives in Shreveport. Cecil Gene, 20, is presently a junior at Texas A&M where he is majoring in agriculture economics.

MR. LANDRY is a member of an long time farm family in Jeff Davis Parish. His grandfather was a pioneer in the Hathaway community, and his father, the late F. E. Landry, Sr., was one of the master farmers of Jeff Davis Parish.

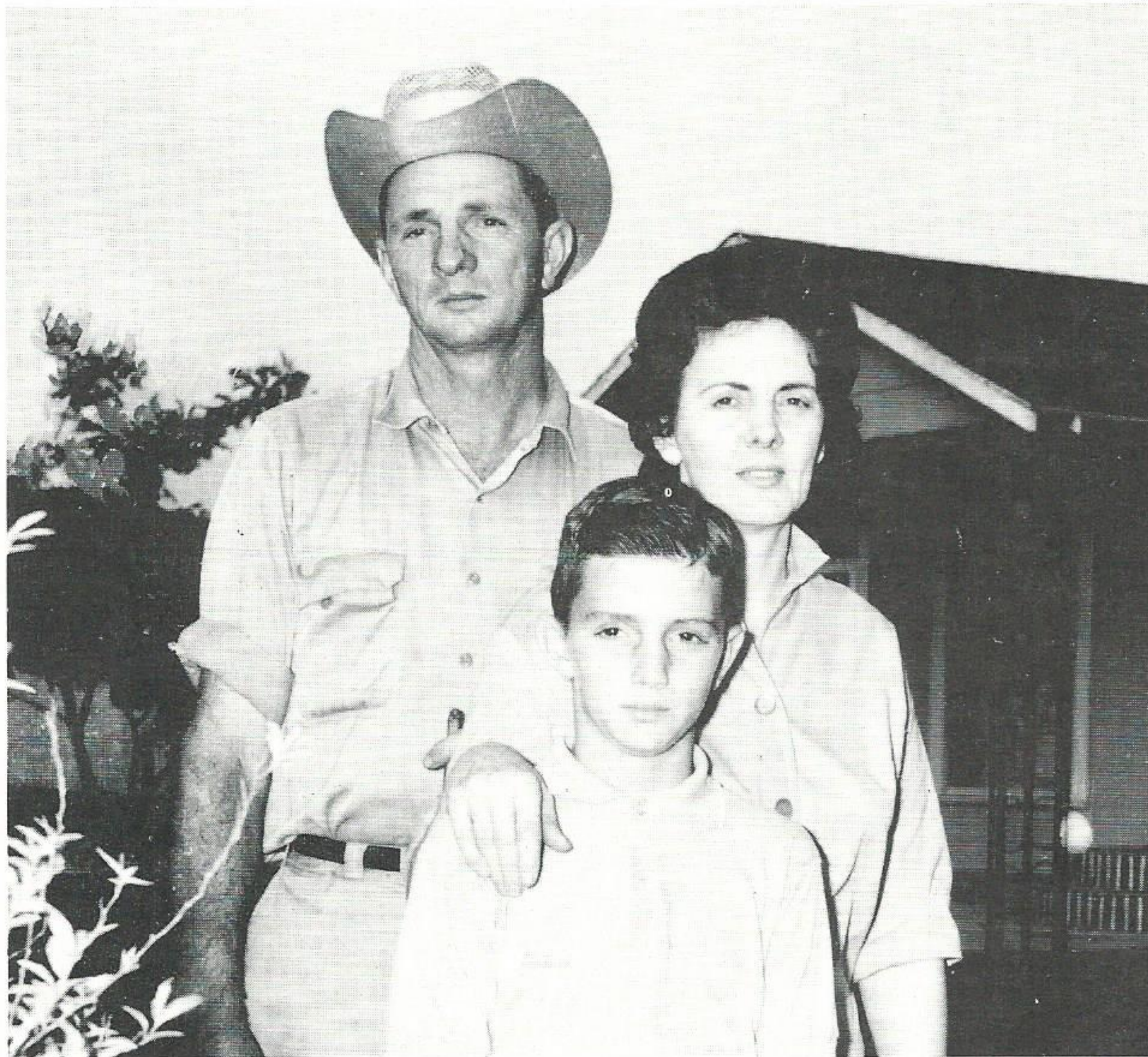
Mr. Landry began farming with his father after graduating from high school. He took over supervision of the farm in 1946. Today the farm consists of 200 acres that he cash-rents from his sisters. This year he has 232 acres in rice.

The Landrys have four children, Ann, 17, is a recent graduate from Providence Academy in Alexandria

(Continued on next page)



ACCEPTS AGRICULTURE AWARD. Bo Says, chairman of the Jennings Association of Commerce's agriculture committee presents the Balanced Farm and Home award to the members of a noted and long-time Jeff Davis Parish farming family, the F. E. Landry, Jr., family of the Hathaway community. Accepting the award are Ann, 17, Frank, III, 13, Mr. Landry, Joe, 8, Dan, 11, and Mrs. Landry.



A FARMER SINCE HIGH SCHOOL. Edmund Walker began farming as soon as he graduated from high school on his father's farm. Last month he was named one of the four Jeff Davis Parish farmers to receive the annual Balanced Farm and Home award from the Jennings Association of Commerce. Mr. and Mrs. Walker are shown with their son, Kirk, 10. Mr. Walker owns 256 acres in the Pine Island community and raises rice on 409 acres of rented land.

(Continued from page 13)

and plans to enter the University of Southwestern Louisiana in Lafayette.

Frank E. III, 12, is a freshman at Hathaway High School. An outstanding 4-H Clubber, he showed the champion mare at the Jeff Davis Junior Livestock show last year and placed third in the state at the Baton Rouge show.

Eleven-year-old Dan is a fifth grade student at Hathaway. Also an outstanding 4-H club member, Dan showed the champion stallion at the parish livestock show this year and took a purple ribbon at the district show and second place at the state show. Joe Charles, an eight-year-old third grader, is the youngest member of the family.

The Landrys are active members of St. Lawrence Catholic Church in Hathaway. Mr. Landry is a fourth degree member of the Knights of

Columbus and is a past grand knight of Hathaway Council No. 4787. He is president of the Confraternity of Christian Doctrine and is a lector in the church.

Mrs. Landry is a member of the Altar Society and young Frank and Dan are both altar boys at the church.

The family is also active in community affairs. Mr. Landry is a charter member of the Hathaway Athletic Association, and was first president of the organization. Mrs. Landry is a member of the Hathaway PTA and is chairman of that group's pre-school round-up.

Mr. Landry is a member of the Farm Bureau and the Cattlemen's Association and the Jeff Davis Parish extension advisory committee and was president of the latter organization for two years. He has also worked with Louisiana State University's experiment station on rice fertilization.

EHV Art Exhibit

Opens June 18

In Beaumont

THE results of a nationwide art competition will be unveiled in Beaumont later this month when the Allis-Chalmers "Art of Extra High Voltage" exhibition opens June 18 in the lobby of Hotel Beaumont. It will remain there through June 30.

From an art competition solely for employees of the nation's electric utility companies came the exhibition of 82 paintings, all depicting some concept of extra high voltage.

The contest was intended to develop on the part of the American public an awareness of extra high voltage and the \$8 billion, ten-year program undertaken by the nation's power companies to build more than 100,000 miles of EHV transmission lines.

The exhibition is providing the companies with ready-made art collection for use as an educational tool in their respective communities.

Hundreds of painting were submitted in the contest. Entries came from secretaries, mechanical designers, engineers, meter readers, truck drivers, sales supervisors and top executives.

Among the paintings being exhibited in Beaumont is one by Ken Haynie, a turbine engineer at Neches Station. "Neches Span" is a watercolor of the river crossing near our Neches Station done in realistic terms.

Ken had been painting on and off for 15 years when he first studied art in college. His favorite media is watercolor. Last year at the age of 38, he completed his college education, graduating with honors from Lamar Tech.



FFA SPEAKER. L. V. Dugas, vice president and general sales manager, was the principal speaker at the breakfast for officers and sweetheart candidates during the May 31-June 1 Area IX Future Farmers of America convention in Beaumont. The breakfast was hosted by our Company.

Company Plays Big Role In Future Farmers Meeting

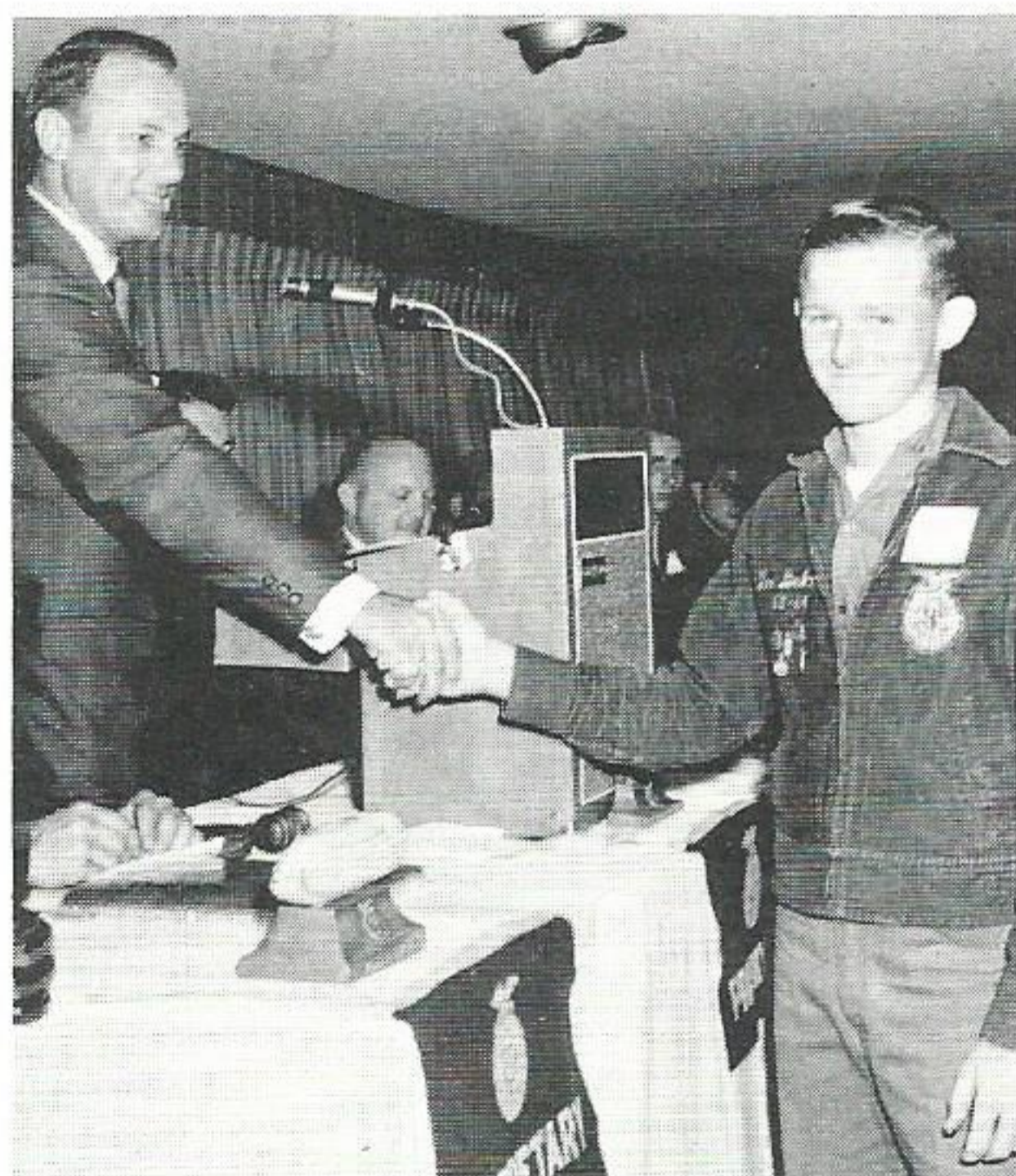
SOME 500 blue and yellow jacketed Future Farmers of America assembled for their annual Area IX Convention in Beaumont May 31 and June 1, and Gulf Staters figured prominently once more in the busy program schedule.

Shortly after Beaumont Mayor Pro-Tem W. W. Leach welcomed the youngsters to the city in opening business, our Company's Bill Richard,

superintendent of industrial and commercial sales, moved into the spotlight to announce and congratulate winners of the 1965 Texas Electrification Awards. Diboll's Marvin Baker was recipient of the \$50 first prize, followed by Cleveland's Melvin Ray (\$40), Zavalla's Ken Marshall (\$30) and Kirbyville's Don Gooch (\$20).

At 7 a.m. the next morning, our Company hosted Area IX FFA officers and 1965 sweetheart candidates at a breakfast. A generous helping of bacon and eggs set the stage for a brief talk by Lionel Dugas, vice president and general sales manager. Other early-rising GSU'ers were Rex Lee, Beaumont division manager; Mr. Richard; Randy McAlpine, Beaumont division sales superintendent; Aubrey Sprawls, industrial engineer, Beaumont.

Later in the day, our Company's H. C. LeVois, now Lake Charles division manager but until June 1 manager of the Navasota division, was named one of eight East Texas businessmen to receive a 1965 Honorary Lone Star Farmer Degree. Mr. LeVois' degree was a result of his contribution over the years to the FFA and vocational agriculture teachers programs, according to Jeff Davis of Crockett, Area IX director.



ELECTRIC UTILITY AWARD. W. E. Richard, superintendent of industrial and commercial sales, congratulates Lee Baker of Diboll on being awarded the Area IX \$50 first place Texas Electric Utility Companies award.

Company Stock Proves Good Selling Aid For Beaumont Firms

OUR Company's stock has proven good business in more ways than one for a pair of enterprising Beaumont businessmen.

In an effort to sell and install aluminum and United States Steel siding on homes, Ray Coale of Coale Lumber Company and Harry Morris of Gulf Builders dressed up their offer by throwing in a gift of one share of stock in Gulf States Utilities Company. They put it to test last fall as a special promotion, and, according to Mr. Coale, "We had a lot of success, thanks to the GSU stock."

In fact, it proved so successful that the Texas businessmen repeated their offer—complete with Gulf States stock—this spring by "popular demand." Again, the promotion attracted a flow of traffic from the Beaumont, Vidor, Nederland, and Port Neches area.

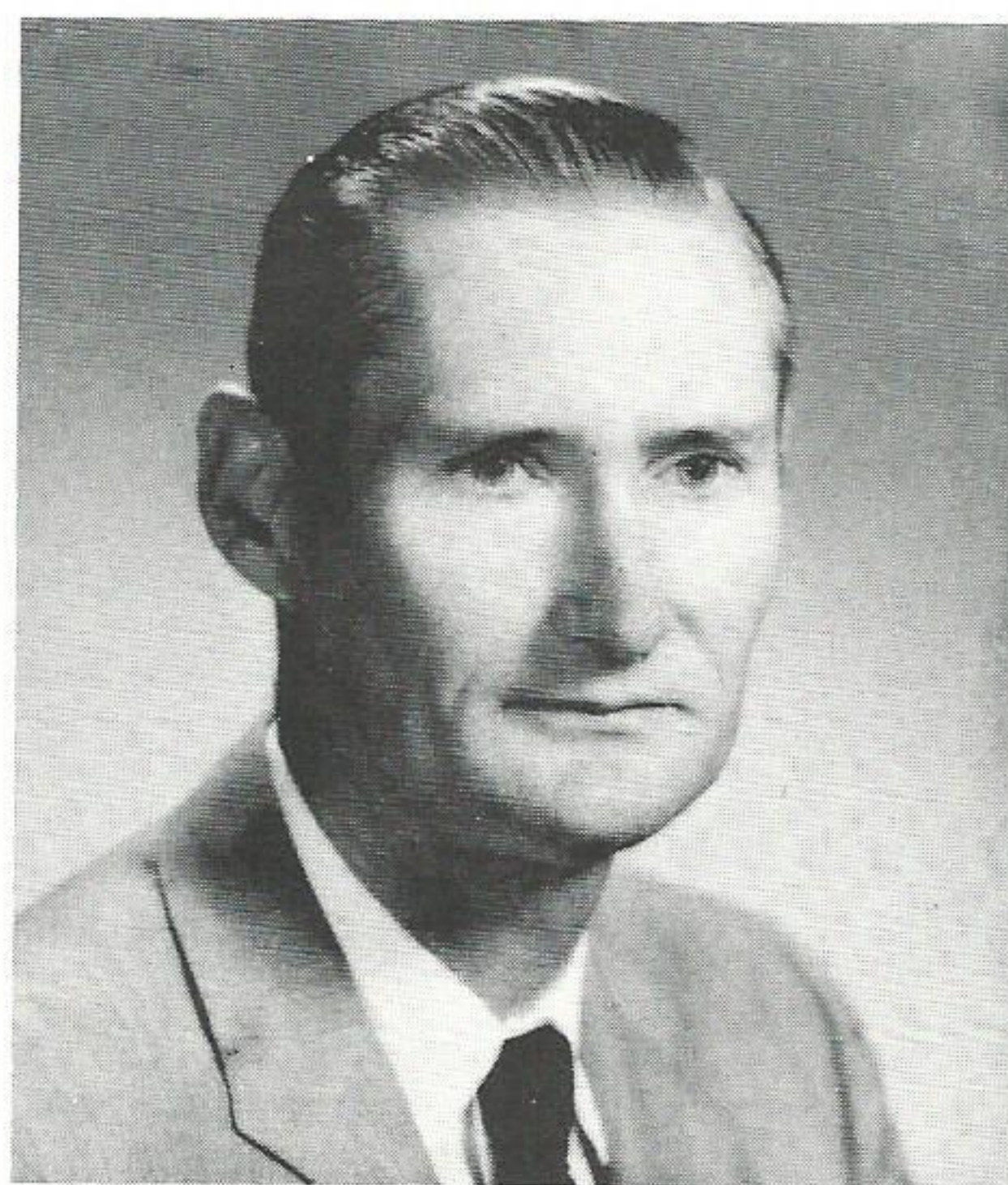
Actually, the national supplier of the siding suggested that dealers and builders employ the give-away bonus but, Mr. Coale recalls, they were urged through sales literature to use United States Steel stock. Mr. Coale and Mr. Morris chose to localize the gift offer by substituting our Company stock for United States Steel stock.

"It seemed like the natural thing to do," Mr. Coale said, "because all of our trade area is aware of Gulf States' good business reputation and solid management. I've been buying GSU stock myself for some time and I consider it a sound investment."

The Beaumont businessmen knew the importance of a good reputation. They founded and built their firms on a reputation for after-the-sale dependability and customer satisfaction. Mr. Coale started Coale Lumber Company in 1927 and Mr. Morris established Gulf Builders in 1950. With the birth of their joint home remodeling and repairs ventures, Beaumont area residents have benefited ever since. Coale Lumber has been the supplier and Gulf Builders the applicator.



H. C. LeVois



A. W. Baird

LeVois, Baird Promoted to New Division Manager Positions

H. C. LeVOIS, division manager in Navasota since 1958, has been named manager of the Lake Charles Division. Promoted to succeed Mr. LeVois in Navasota Division is **Albert W. Baird**, division operating superintendent. The moves were effective June 1.

Mr. LeVois succeeds F. F. Johnson, who retired June 1.

A native of Thibodeaux, Mr. LeVois was educated in Lafayette and received his electrical engineering degree from the University of Southwestern Louisiana.

After a brief period with Westinghouse Electric Corporation in Pittsburgh, Mr. LeVois joined our Company in 1928 in Lake Charles.

He gained experience in engineering and power sales positions in Lafayette, Lake Charles, Port Arthur and Beaumont. In 1957, he was named system superintendent of commercial and industrial sales. One year later he was promoted to manager for the Navasota Division.

Mr. LeVois is a past president of the Petroleum Electric Power Association. In Port Arthur, he was a president of the Lions Club, a vice president of the Chamber of Commerce and headed the Community Chest fund drive.

Since being in Navasota, he has served as president of the Navasota-Grimes County United Fund Drive, Incorporated. He was on the board of directors of the Grimes County Chamber of Commerce and a member of the Lions Club. He has been actively assisting the Navasota Industrial Foundation to secure new business and industry for Navasota. He was a member of the First Methodist Church, serving as a steward and chairman of the church's finance committee.

He is married to the former Christine Clark of Crowley, Louisiana, and they have two daughters, Mrs. Martha Davis of San Antonio, and Mrs. Charlotte Hoepner of Nashville, Tennessee.

Mr. Baird has been in Navasota since 1960.

A native of Frost, Texas, he was employed by our Company in 1936 after securing an electrical engineering degree from New Mexico A&M.

His first job was in estimating and planning in Beaumont and Orange. He was promoted to distribution engineer in Port Arthur in 1942 and entered the military service one year later during World War II. When he returned from the service in 1945, he was named engineer in the Navasota Division.

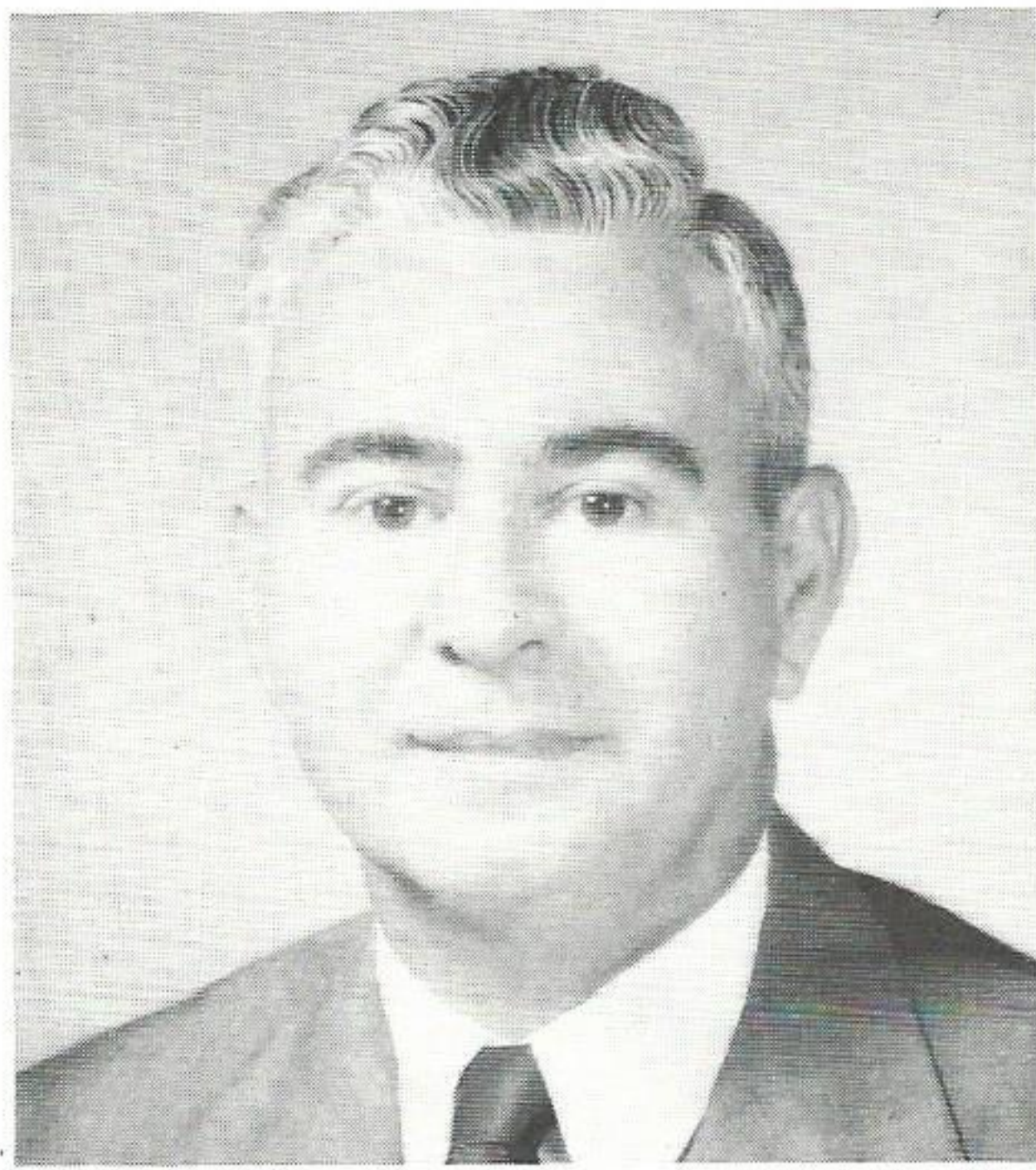
He was transferred to Port Arthur in 1949 in the same capacity and later that same year was promoted to senior engineer. He was elevated to engineering superintendent in Beaumont in 1952 and was named Beaumont Division engineer in 1956. Later that year, he became operating engineer.

For a brief time in 1960, Mr. Baird served as operations staff engineer in Beaumont.

Mr. Baird is married to the former Daisy Merle West of Lamesa, Texas. They have two sons, A. W. III of Austin, Texas, and Charles Robert of Navasota.

He has been president, secretary and a director of the Grimes County United Fund, Inc., and is a member of the Lions Club. He is also a member of the Brazos River Fishing Club, the Navasota Fishing Club, the August Horst Country Club and the Methodist Church.





Leon Gaspard

Gaspard Named Garage Foreman In Beaumont

L EON GASPARD, formerly a mechanic first class, was promoted to garage foreman for the Beaumont Division on June 1.

A native of Lake Charles, he succeeds A. M. Sirman, who retired May 1.

Mr. Gaspard is a graduate of Beaumont High School, and was employed by our Company in 1945 after serving five years in the U. S. Army. He began as a garage mechanic helper and progressed to mechanic first class in 1950. He was recalled to active duty with the U. S. Air Force during the Korean conflict.

He returned a year later to assume his former position as mechanic first class.

He is married to the former Agnes Eckles of Beaumont and they have two children, Judy, 19, a Lamar Tech junior, and Lvonne, 15, a sophomore at French High School.

He is a member of the Masonic Tolerance Lodge 1165, the Beaumont Chapter 188 of the Royal Arch Masons and the Beaumont Commandery No. 38, Knights Templar. He is a member of the Presbyterian Church.

July Retirements

C. B. Barron

Arden Clark

F. M. Peveto

C. B. BARRON, system sales research supervisor in System Industrial and Commercial Sales, Beaumont, has been with our Company since 1928.

A native of Quincy, Massachusetts, he started his utility career in Beaumont. He is a graduate of Massachusetts Institute of Technology with a degree in business and engineering administration.

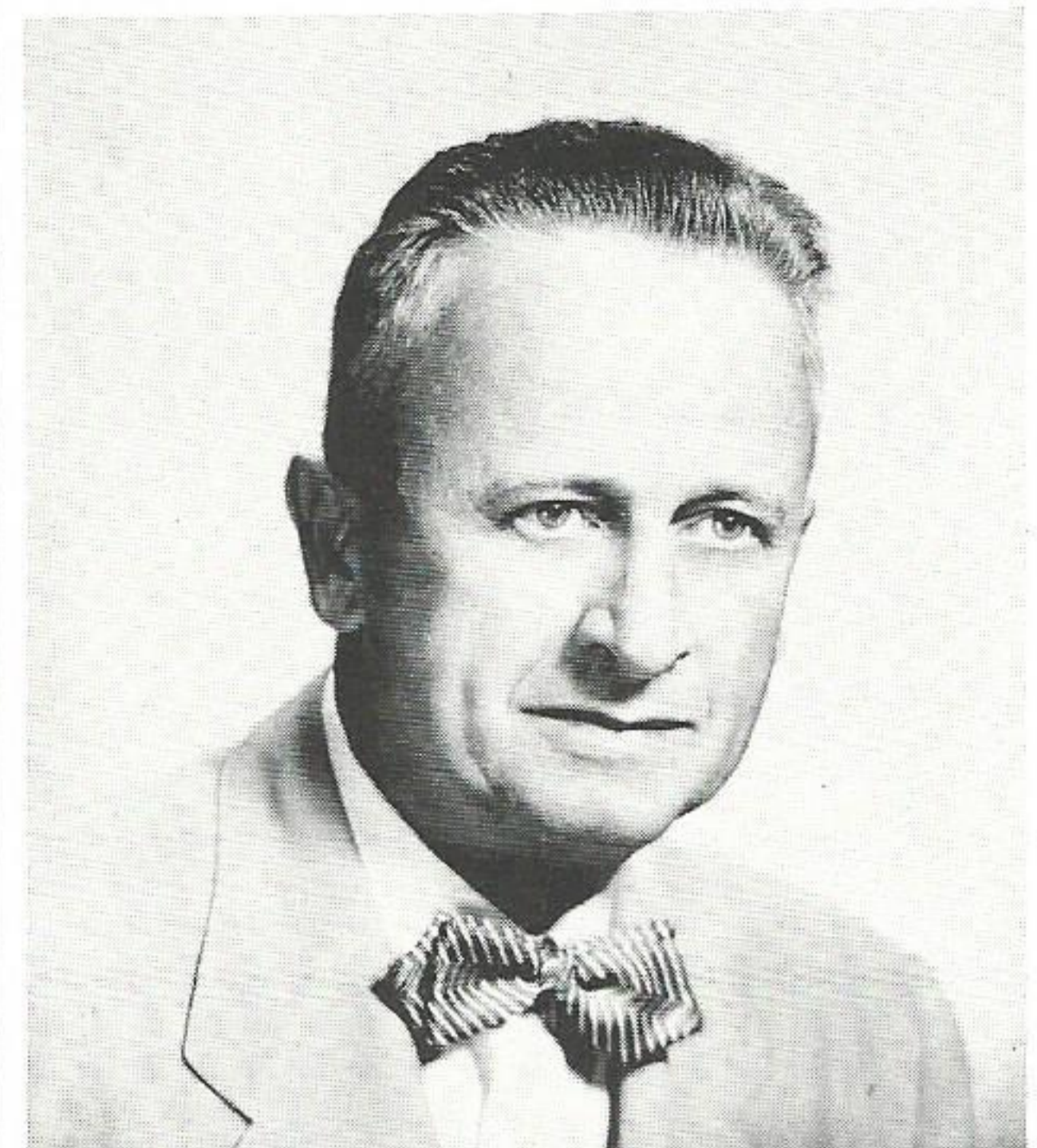
He has been connected with our sales operations for more than 37 years except for time spent in service during World War II. A captain in the Army Reserve, he was the first Gulf Stater to be called to active duty in 1941. By the end of the war, he had risen to colonel and holds that rank in the honorary retired reserves.

Upon his return in 1946, he resumed his duties in Beaumont. In 1947, he was named system lighting director and in 1949, he was promoted to system director of lighting and municipal sales. He was transferred to Baton Rouge in 1954 as division sales superintendent. He moved back to Beaumont and his present position in 1963.

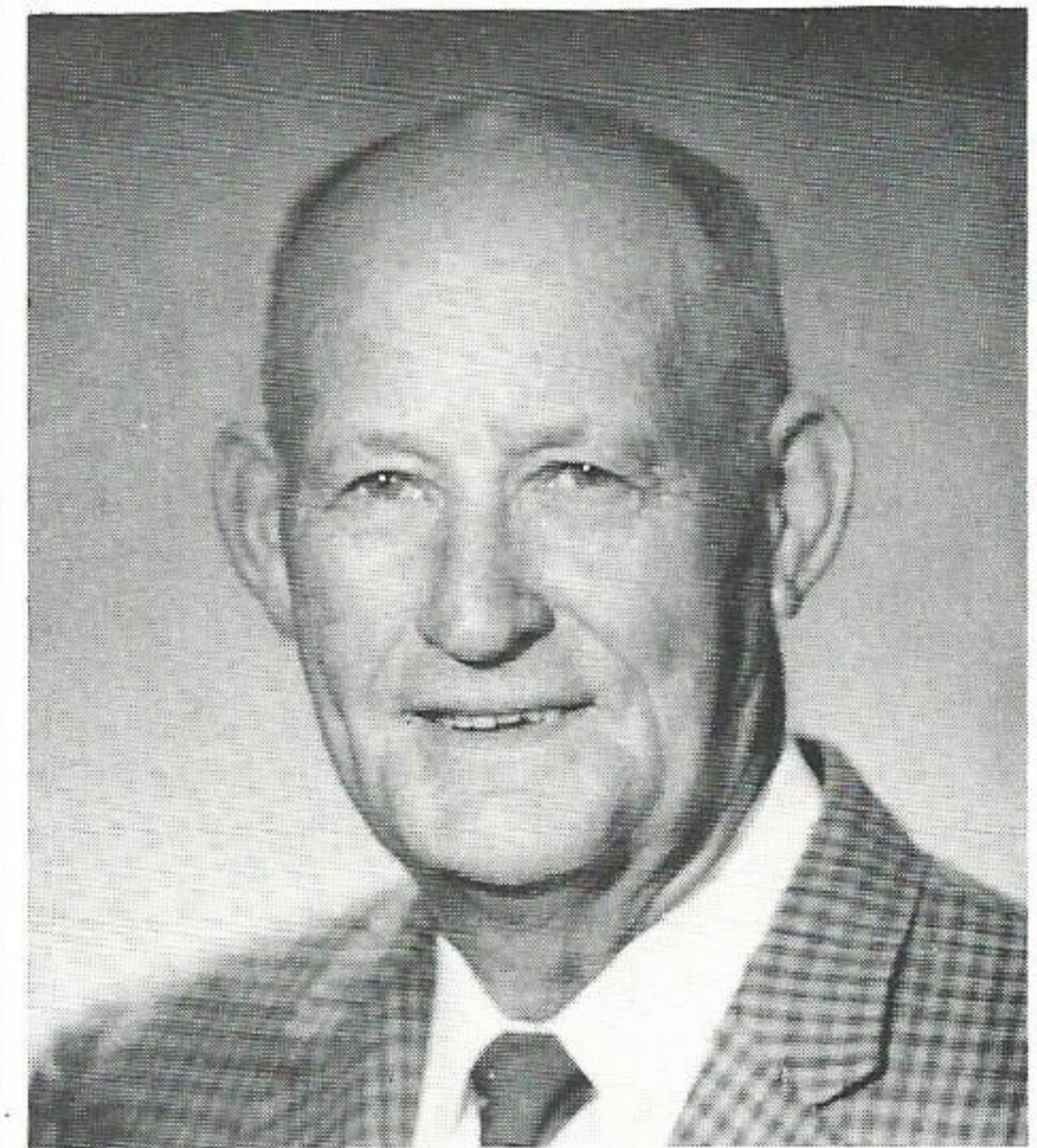
A RDEN CLARK, service foreman, Jennings, T&D, has been with our Company since June 18, 1924, when he was employed as a day engineer in the Jennings ice plant.

He was transferred to the Electrical Service Department in 1930 as a troubleman. He was made a serviceman first class in 1941 and was transferred to Elton in 1942 as a district serviceman first class.

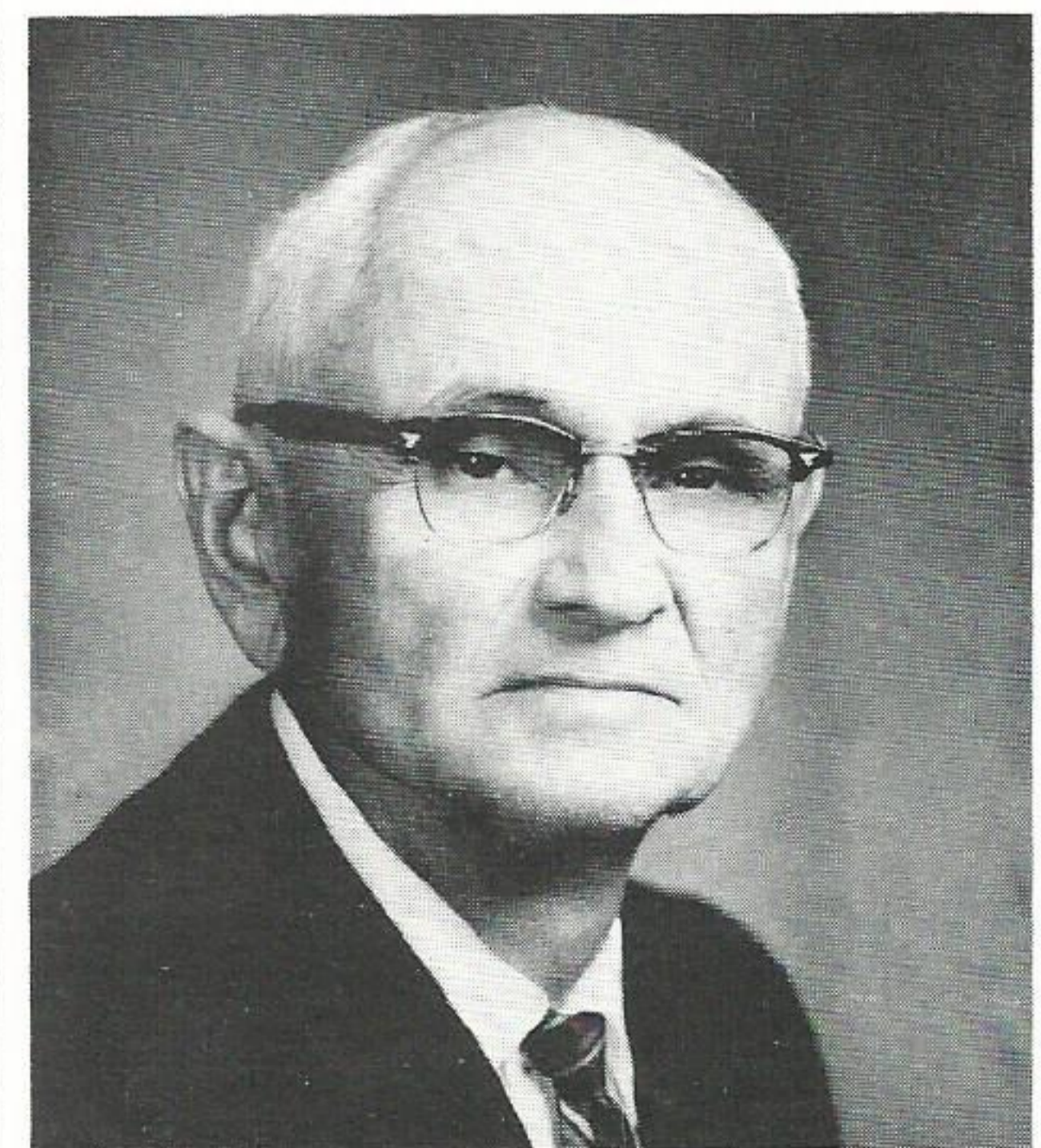
(Continued on page 21)



C. B. Barron



Arden Clark



F. M. Peveto

Former Production Manager Dies In Virginia

T. E. CROSSAN, former production manager for our Company and more recently connected with Virginia Electric Power Company at Richmond, Virginia, died May 17 at the age of 72. Interment was at Avondale, Pennsylvania, in Kemblesville Methodist Cemetery.

Mr. Crossan, who began his career with Stone & Webster Engineering Corporation in Tampa, Florida, in 1914, was Gulf States' production manager for four years prior to joining Virginia Electric Power Company as system superintendent of production in 1946. Before that, Mr. Crossan, a graduate of Williamson Trade School, served as superintendent

of our Company's Louisiana Power Station for 12 years.

Mr. Crossan's move to Virginia was half of the two-company job "swap" that also saw J. A. Reich come to Gulf States from Virginia Electric Power Company. Mr. Reich retired last year as our Company's production manager.

Charles Waldron, Retired Employee, Dies in Florida

WORD was recently received of the death of **Charles Waldron**, an employee who retired in 1960 from Riverside Station. He was 69 and had been living in Mayo, Fla., since his retirement. He died March 17 and was buried in Mayo.

Mr. Waldon, a native of Lake City, Fla., joined our Company in 1929 as a boilermaker in Port Arthur. He was transferred to Riverside Station in Lake Charles

in 1950 as a second fireman. He was a repairman at the time of his retirement.

Survivors included his wife, Peggy, Rt. 2, Box 70, Mayo, Florida, and son, Lester, of Groves, Texas.

Sympathy to:

Sylvia Guillotte, local office clerk, Jennings, on the death of her brother-in-law, Billy Malone, in Abilene, Texas.

Helen Byrd, General Accounting, Beaumont, on the death of her grandson, David Brian Summerlin, 3, the son of Mr. and Mrs. W. D. Summerlin. Mrs. Summerlin is the former Carol Byrd, who was employed as a PBX operator in Beaumont.

L. N. Brannan, supervisor of area development, Beaumont, on the death of his sister, Mrs. W. H. Massey of Itasca, Texas, June 7.



BATON ROUGE SHAREHOLDERS MEETING. Miss Lone E. Burden, Windbrush Plantation, second from left, and Mrs. Sara C. Casey are greeted at the informational meeting for Baton Rouge area shareholders by Chairman Morrison and F. R. Smith, vice president for Baton Rouge operations and a director. The meeting, attended by 150



Baton Rouge area shareholders, was held May 19. Chairman Morrison discussed our Company's financial progress and future construction plans for the next five years, which were listed at \$265,000,000 for new facilities. At the right, President Richard talks with A. N. Smith, Sr., Blanks, and Mrs. J. Keller McKowen, Jackson.



RESIDENTIAL SALES TROPHY. L. V. Dugas, vice president and general sales manager, presents the residential kilowatt-hour trophy for April sales to Beaumont Division top sales representatives, Bill Creel and Ken Maxwell. The trophy is awarded monthly to the division with largest gain in average use per home customer.

Wyatt Bell Named Top Counterline Contest Salesman

WYATT BELL, commercial sales representative, Liberty, sold 138 per cent of his quota in the just concluded counterline campaign.

Wyatt, Ray Pace, Brooks Bishop, Glenn Haines and Fred Tenholder, sold enough kilowatts of counterline cooking equipment to put Beaumont Division in first place. All five attained more than 100 per cent of their quota—Ray, 120 per cent, Brooks, 116 per cent, Glenn, 104 per cent and Fred, 103 per cent.

Lester Landry of Baton Rouge was top system representative in the number of kilowatts sold—158.4. Phillip Marquette was top Baton Rouge Division salesman with 124 per cent of quota.

Baton Rouge Division was in second place with a total of 383.7 Kw. Port Arthur finished third with 105.9 kilowatts, Navasota, fourth, 77.7 Kw, and Lake Charles, fifth, 106.2 Kw.

Other sales representatives attaining 100 per cent of their quotas were Lester, Walter Benjamin and Dolph McKowen, all of Baton Rouge. Top salesman in Port Arthur was Buck Elkins, Navasota, Charles Boring and Lake Charles, Charles Callahan.

The 1965 campaign added 1,283.7 KW to our system load. This is a 14 per cent increase over 1964.

April Promotions

Lawrence L. Rainwater, Beaumont, to truckdriver, T&D-Line.

James L. Wallace, Beaumont, to truckdriver, T&D-Line.

Bobby J. Covington, Beaumont, to accountant, junior, General Accounting, Data processing.

Anna P. Gibbs, Beaumont, to stenographer, senior, Advertising.

Clarence Rembert, Sabine Station, to laborer II.

Alfred Berry, Jr., Sabine Station, to laborer II.

Johnnie L. Reed, Sabine Station, to laborer II.

Jack D. Wiggins, Liberty, to lineman first class.

David Thomas, Orange, to janitor in Accounting.

John M. Rideau, Lake Charles, to laborer II at Nelson Station.

Joe K. Nettles, Huntsville, to truckdriver, T&D-Line.

William A. Whaley, Port Arthur, to lineman third class.

Donald W. Kraft, Baton Rouge, to relayman third class, T&D-Substation.

Edwin G. Nelson, Baton Rouge, to appliance repairman second class.

Eunice E. Byrd, Lake Charles, to utility truckdriver, T&D-Line.

Joseph L. Faulk, Jennings, to Lineman first class.

Cesaire Guidry, Jr., Lafayette, to lineman second class.



JUNIOR ACHIEVEMENT AWARDS. F. R. Smith, vice president for Baton Rouge operations, and Miss Darlene Edgar, president of EXCEL, a Junior Achievement company sponsored by our Company, display the award presented to EXCEL for first runner-up in the annual report competition. Five other individual awards were won by members of the JA company. R. M. Knoblock, supervisor of credit and collections, served as management advisor for EXCEL. Products of the company were a utility board, a novelty item and a decorative bow. Shareholders of EXCEL were paid the maximum allowed dividend of ten per cent for each share of \$1 par value stock.

gulf staters in the news

Loraine Dunham, departmental clerk, Port Arthur T&D, has been named staging consultant for the 1965 "Miss Port Arthur" pageant to be sponsored by the Port Arthur Junior Chamber of Commerce on June 26.

R. L. Wynne, assistant treasurer for budget, financial and regulatory reporting, Beaumont, has been elected a director of Beaumont Chapter, Administrative Management Society.

V. P. Gayle, system superintendent of residential sales, Beaumont, has been elected treasurer of the North Jefferson County unit of the American Cancer Society.

Employee's Wife Heads Baton Rouge Art Guild

THE Louisiana Art and Artists' Guild will hold its third annual festival of contemporary art July 7-10 in Baton Rouge at the Sears, Roebuck & Co.

President of the Guild is **Mrs. Mary Shaffer**, wife of **Clarence Shaffer**, Baton Rouge Line.

"All paintings and drawings to be shown are by Louisiana artists. Some are professional, more are amateurs, but all share a common interest and enthusiasm in their work. They'd like to share this with you in July," Mrs. Shaffer said.



HEADS ART GUILD. Mrs. Mary Shaffer, wife of Clarence Shaffer, Baton Rouge Line, is the president of the Louisiana Art and Artists' Guild, which will hold its annual festival July 7-10 in Baton Rouge. A native of England, Mrs. Shaffer displays some of her work in landscapes and portraits.

A native of Derbyshire, England, Mrs. Shaffer studied art at Derby Technical College before coming to this country.

"Louisiana landscapes are my great love," confesses Mrs. Shaffer who also does street scenes and some portraits. "Louisiana is so lovely and so unique, with all the bayous and cypress trees and the beautiful ante-bellum homes, that an artist could paint a lifetime and still not have covered all the possibilities for paintings."

Elmer "Jug" Sudderth, retired general line foreman, Lafayette, was honored last month by the masonic bodies of Lafayette at a testimonial dinner in the Masonic Temple in Lafayette for his tireless efforts and devotion to Masonic activities.

Joe McClelland, industrial engineer, Navasota Division, was on a ten-day mission flying material to Santo Domingo during the Dominican Republic crisis when President Johnson ordered U. S. troops into the country. Joe is the commanding officer of the 794th Troop Carrier Squadron stationed at Ellington Air Force Base in Houston.



SAVED BY SEAT BELT. An unidentified boy examines the burned out 1964 convertible of Lanny Hawk, husband of Sandra Hawk, departmental clerk in Baton Rouge Appliance Repair. Lanny was driving slowly along a winding gravel road near Woodville, Mississippi, followed by a carload of friends. The road was slightly wet from rain that day and a dew had fallen making it even damper. The car skidded off the runners on the bridge and went down into a 20 foot embankment. Lanny was wearing a seat belt which prevented him from being thrown from the car or through the windshield. Lanny crawled out an opening without a scratch. Thirty minutes later a short ignited a flame and the car burned. Upon investigating the accident the sheriff contributed the accident to two things: loose gravel could have caused the car to skid; there were two holes at the edge of the bridge that, if hit at the right speed could have thrown the car into a skid. This is just another object lesson that **SEAT BELTS SAVE LIVES.** If you have seat belts in your car **USE THEM.** If not, **INSTALL THEM.**



NAMED OUTSTANDING CITIZEN. In 1962, Mrs. Irene Oubre was given the outstanding citizen award by the V.F.W. Post 8167, Garyville, Louisiana. This year her husband, Joseph Gayle, was presented the same award. Between the two their activities have covered every civic and charitable organization or project in the community over the years. Joe is a member and officer of the following Garyville organizations: Usher's Society, St. Hubert Church; Holy Name Society; St. Hubert's Recreation Organization; Garyville Volunteer Fire Department; and Mark's Bowling Team.

Raborn Elected To Parish Council

Dewey Raborn, station engineer at Louisiana Station, recently won an upset victory as a Republican candidate to fill an extra seat on the East Baton Rouge Parish council from Ward 2. Mr.



Dewey Raborn

Raborn is the first Republican to win an office in East Baton Rouge since the turn of the century, and probably since Reconstruction days.

He campaigned on a platform calling for improved drainage and flood control for Ward 2, better streets and industry for the ward. He had previously campaigned unsuccessfully as a Republican candidate for mayor of Baker.

(Continued from page 17)

He was transferred back to Jennings in 1948 and promoted to line foreman. He has been a service foreman since 1960.

A native of Crowley, Louisiana, Mr. Clark is married to the former Dolly Richard of Iota, Louisiana, and they have two married children, Roland and Mrs. Charles Nelson.

They are members of the Methodist Church. The Clarks mailing address is P. O. Box 923, Jennings.

F. M. PEVETO, a line foreman in the Port Arthur T&D, was employed on April 6, 1925, as a helper in Sour Lake, Texas.

He has been in Port Arthur since being transferred there in

July, 1925, as a helper in the T&D. He was made a serviceman in 1926 and a first class in 1941. He has been line foreman since 1952.

A native of Johnson Bayou, Louisiana. Mr. Peveto is married to the former Vera Lewis. They have a daughter, Mrs. Joe E. Griffith of Crockett, Texas.

He is a member of Cos Lodge #827, R.F.&A.M. and the First Baptist Church where he is a member of the board of deacons and general secretary of the Sunday School and Training Union.

Mr. and Mrs. Peveto will remain in Port Arthur at 3924 5th St. for the present. He plans to do some hunting and fishing and some painting and repairs on the house.



FOREIGN VISITORS CHECK LOCAL COMPUTER SYSTEM. Benny Lott, director of systems and procedures, Beaumont, seated left, and Russell Warner of IBM, seated right, go over our new computer systems with three electrical industry executives from Osaka, Japan. The visitors spent two days recently at the General Offices observing and studying our use of computers in our on-line customer service system (computer tele-processing) and its economic electrical load dispatching system. Looking on are, from left, Shigeo Hayashi, a research engineer with a Japanese electrical equipment manufacturer; and Kiichero Usuda and Mitsuo Takahashi of Kansai Electric Power Company. Usuda is a systems engineer and Takahashi is acting chief of the company's central load dispatching office. The tele-processing system, which provides terminals throughout our service area for communications and transmitting into a computer at a central location was developed through a joint study by our Company and IBM.

Let's Read Our Mail

FROM CALVERT:

Dear Mr. Maris:

The Calvert Woman's Club wishes to express to you their deep and sincere appreciation for the excellent program and demonstration you presented for us on mouth-to-mouth resuscitation. So graphic and applicable was the use of the life-size model that we all feel more at ease in our homes and on the roads from having acquired this important knowledge. The excellent attendance should be some indication to you of our interest and gratitude to you for this program.

Thank you for sharing with us your time and vast knowledge on this vital topic. It could mean the difference between life and death for some of us.

Sincerely yours,
Mrs. T. D. Corley
Corresponding Secretary
Calvert Woman's Club

FROM SULPHUR:

Dear Mr. Gilmore:

Thank you so very much for your fine cooperation and your wonderful contribution to the success of National Library Week in our city.

We are looking forward to greater service to you and our community, in the future.

Sincerely,
Laura B. Louviere,
Sulphur Branch.

What Others Are Saying

The following letter appeared in the May 26 Jennings Daily News.

EDITOR, the Daily News:

For six years I worked near a great power company substation, ranks of great transformers surrounded by a high fence and awesome wires running into the station and out again. This was to me a fearful place, one packed with danger.

There was electricity there in high voltage. To step inside that fence meant caution or death.

Once in a while our part of the city would be lashed with severe and sometimes dangerous thunderstorms. The earth would seem to rock and shake under the thrusts of the black angry sky. Rain poured down in sheets and the lightning played its frightful hysterics in the air.

And right in the midst of the storm we could look out of our office window and see the power station. Almost always there would be power company emergency trucks, and brave men working among those great transformers and wires.

Let the lights flicker and go out in a storm, and here came the emergency crews from the power company. It was not for these men of courage to sit in comfort while the world went wild outside. No, they had to brave the rain and wind, the deadly lightning and the danger of high voltage wires. There they were, on the job, and soon power was restored again.

Not enough of us appreciate this sort of public service. True, these men were getting paid for this work, but some things are a little bit hard to pay for. The discomfort, the ever-present danger of that high voltage wire—these and many other things are hard to price properly.

My desire for our city and country is a proclamation of "Linemen's Day" wherein we can and would honor these great heroes of public service.

On a stormy night when all the world is in danger, would you breathe a prayer for our faithful linemen on the job somewhere.

Sincerely,
Sam Aucoin, Pastor
First Baptist Church
Evangeline, La.



SAFETY AWARDS FOR SYSTEM ENGINEERING, RELAY. At the regular monthly safety meeting of System Engineering and Relay May 17 in Beaumont, six foremen and crew awards and two districts, division awards—all for working one full year without a disabling, on-the-job accident, were presented by N. C. Spencer, director-engineering, left. Others showing off the awards are, from left, E. A. Baumgartner, relay engineer; E. J. Vogel, supervisor of party chiefs; L. P. Cammack, survey party chief; J. D. Boykin, survey party chief; R. K. Welch, survey party chief; H. R. Leicht, relay foreman; and Cohron Davis, Jr., supervisor of Relaying and Testing.



Mr. and Mrs. Oran Richard, Jennings, on the birth of their first son on May 3. Flip is a Jennings District lineman.

Mr. and Mrs. D. T. Brady, of Beaumont, on the birth of their daughter, Beth, May 5, in Beaumont's St. Elizabeth Hospital. Don is an engineer in System Engineering-Project. The grandfather is Tully Brady, assistant to the general line foreman, Baton Rouge.

Mr. and Mrs. John Carnes, he's a meter reader in Cleveland, on the birth of their son, Marty Duane, May 31. Marty was welcomed by his older brother, Monte.

Mr. and Mrs. David C. Smith, Beaumont T&D-Line, on the birth of their son, Carroll Mack, April 15.

Mr. and Mrs. William E. Heaner, Jr., assistant manager, Insurance and Claims, Beaumont, on the birth of their daughter, Julie, May 12.

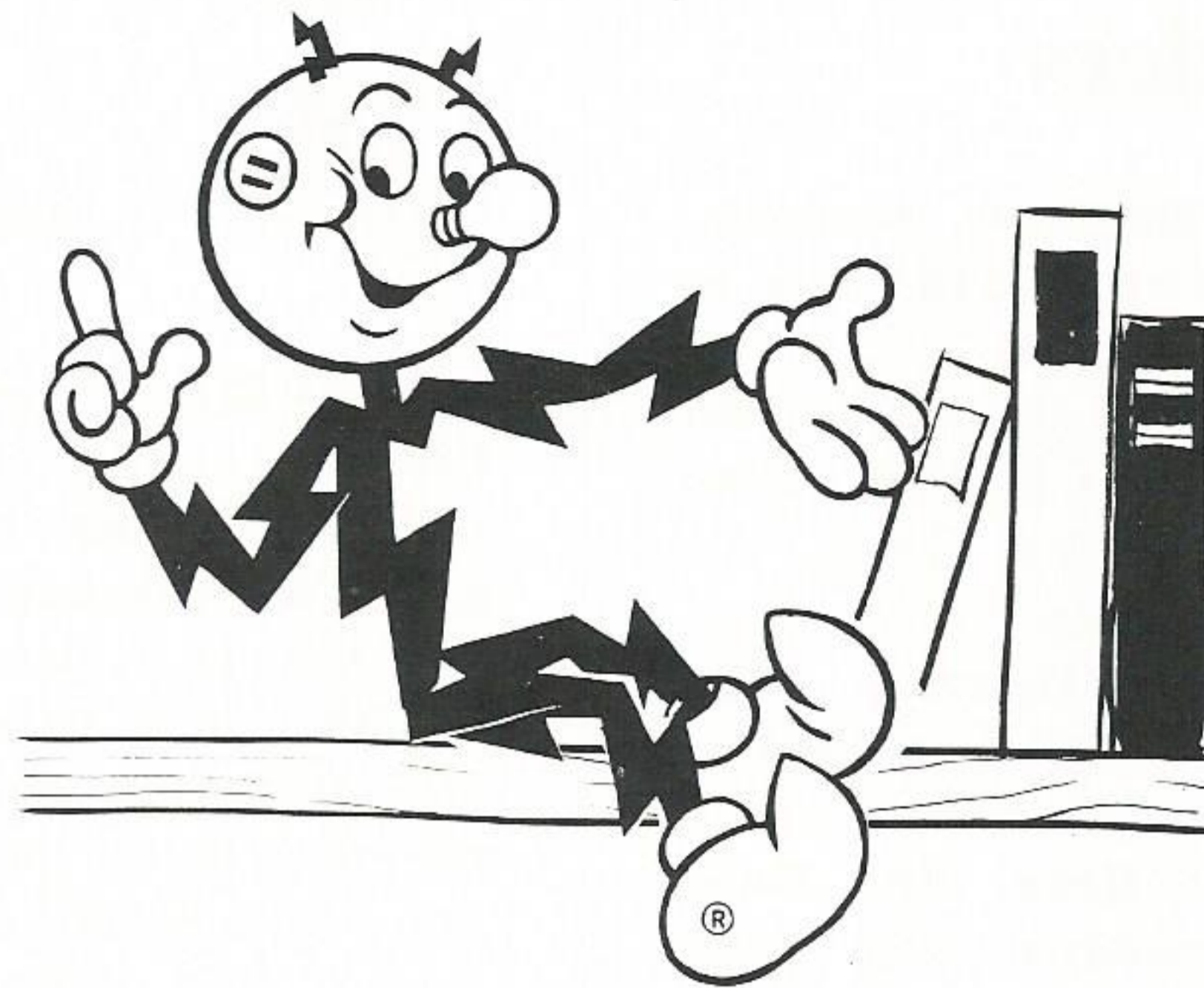
Mr. and Mrs. Mark W. Kingham, equipment operator, Nelson Station, on the birth of their son, Sean Alan, May 4.

Mr. and Mrs. Lyle P. Gerac, General Accounting, Beaumont, on the birth of their son, Phillip Martin, May 8.

Mr. and Mrs. James Grimes, Engineering-Planning Beaumont, on the birth of their son, Casey Paul, May 27.

If at first you do succeed, don't take anymore chances.

Kin Hubbard



On Our Library Shelf

Books added to System Library during May are:

PERT: A New Management Planning and Control Technique by Gabriel N. Stilian. Program Evaluation and Review Technique developed by the Navy and the Air Force as a valuable management tool. Today this tool is promising more aid to precise decision making.

Real-Time Business Systems by Robert V. Head. The author, an authority on computers and data processing; brings years of practical experience to describe such systems as the American Airlines' System (SABRE) and the Bank of America's (ERMA) system. Special attention is given to managerial and technical problems.

Financing International Operations by William D. Falcon. A guide to sources and methods for financing overseas operations.

The Big Business Executive by Mabel Newcomer. The factors that make an executive.

New Ways to Better Meetings by Bert and Frances Strauss. Discusses better and more practical ways to make meetings more meaningful and effective. The book also discusses ways to gain the interest and cooperation of every member.

Level-Headed Letters by Dr. Dugan Laird and Joseph R. Hayes. A book written for the businessman who wishes to improve his letter-writing and his attitude in letter-writing.

Management and Its People . . . by Elizabeth Marting and Dorothy MacDonald. The growth and change, enlightenment, increasing sophistication, and the major discoveries in personal management during the past 45 years.

The Complete Automobile Pricing Manual

The Art of Conversation by Milton Wright. The author has tried to show how the principles of conversation may be applied.

Finding the Critical Path by R. L. Martino. (Project Management and Control: Vol. 1) Discusses the two planning and control techniques that are revolutionizing project management today.

Results of Municipal Lighting Plants (Records of 512 cities under municipal ownership—Rates in effect 1936-1937).

American Standard Code for Electricity Metering 1965.

April Transfers

Perry E. Blanchette, Beaumont, from truckdriver in T&D-Line to patrolman, T&D.

Edaleen Bean, Beaumont, from billing clerk in System Billing Records to clerk in General Accounting-Vouchers.

Andrew Williams, Lake Charles, from Riverside Station to Sabine Station.

M. C. Corkern, Jr., Baton Rouge, transferred from Choc-taw Service Center to Louisiana Station as a storekeeper.

Joseph R. Mayfield, Lake Charles, from Riverside Station to Baton Rouge Gas Department.

William C. Fortinberry, Baton Rouge, from Line Department to Substation as a substation mechanic second class.

James M. Myers, Lake Charles, from Riverside Station to Nelson Station.

Henry Gurie, Lake Charles, from Riverside Station to Nelson Station.

Leroy Winbush, Lake Charles, from Riverside Station to Nelson Station.



Congratulations

On Their

Wedding Day:

James Ernest Wooten, residential sales representative, Beaumont, and Miss Mary Louise Edgar of Nederland, were married May 14 in the First Methodist Church in Palestine, Texas. Mrs. Wooten is employed as a secretary in the juvenile probation department of Jefferson County. The couple are making their home at 623 Dallas, Port Neches.

Orie S. Richardson, master electrician at Neches Station, and Joyce Walley were wed May 19.

Cynthia R. DuBois, department clerk in the Lafayette T&D-Engineering, was wed May 26 to David G. Casey, Jr.

What makes us so bitter against people who outwit us is that they think themselves cleverer than we are.

La Rochefoucauld

New EEI President Cites Industry's Pioneering Spirit

THE new president of the Edison Electric Institute, Robert T. Person, president, Public Service Company of Colorado, has taken a long look into the future. And the view is spectacular.

By the year 2200, EEI studies indicate, electric power usage in this country may be as high as 100,000 kilowatthours a year per capita. That is about 20 times our present per capita consumption.

The key to meeting the challenges that are to come, he went on, lies in continued research and development. And these are fields in which the industry is and has long been hard at work. In a recent year, for instance, expenditures for those purposes by 138 power companies, 14 leading electric equipment manufacturers, and EEI came to about \$151 million. The result is constant, often-dramatic progress and breakthroughs in technology. And the result of that, in turn, is better, more economical, more dependable service for consumers of every kind—in the home, in industry and in agriculture.

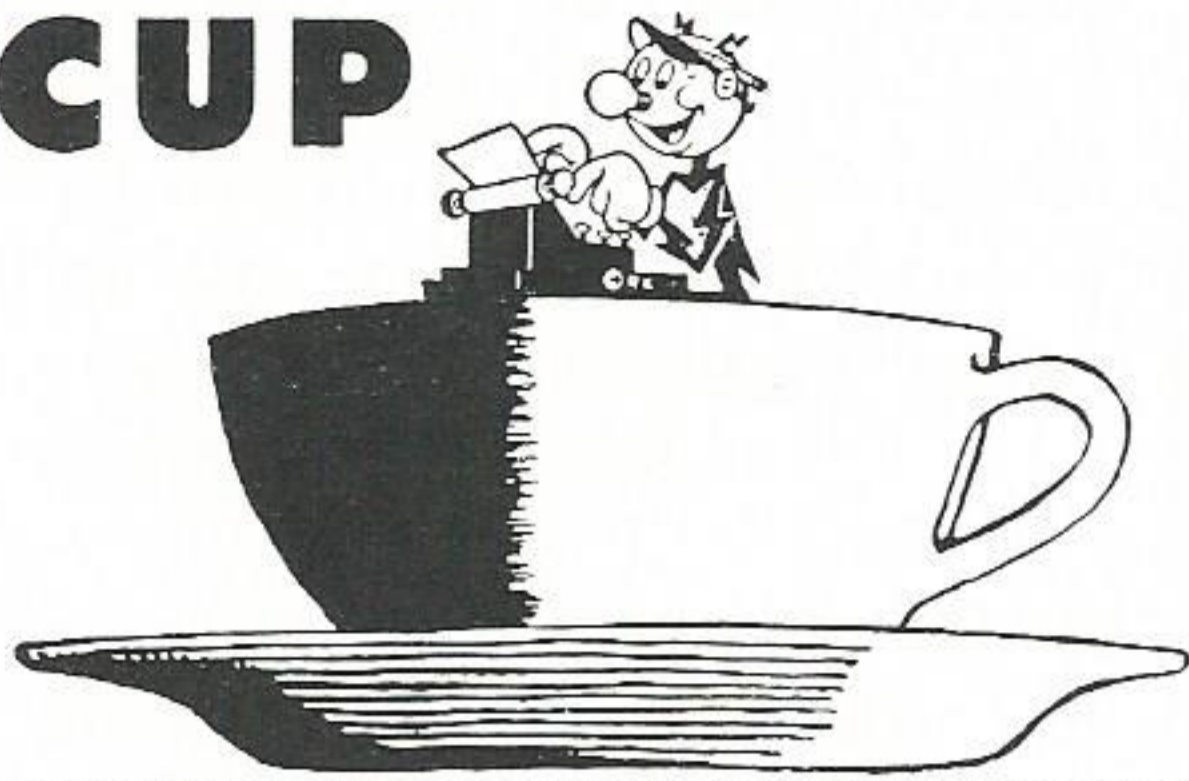
He also said that the "same pioneering spirit which our predecessors exhibited in bringing the blessings of electricity to the people of the world still exists in our industry today."

No matter how incredibly huge the job, the industry can do it—and, of no small importance, pay out huge sums in taxes for that privilege.



SWIMMING POOL UNDERWAY. Checking progress on the Baton Rouge Short Circuit Club's swimming pool are J. L. Clements and Jack Waltrip, Sales, and F. J. Gonzales, service foreman. The club expects to have the pool in operation by June 15. The members have been putting in the weekends clearing the club's new ten acre site and getting it in shape for use this summer.

COFFEE CUP



NORMA FAYE, the 17-year-old daughter of Arsey L.



Miss Borne

Borne, supervisor of customer accounting, Port Arthur Division, was graduated last month from Bishop Byrne High School

in Port Arthur.

She was awarded a \$2,000, four-year Merit Scholarship and the \$50, Catholic Daughters of American Award. Norma Faye



HOW ABOUT A RIDE! Mona, daughter of Mr. and Mrs. John A. Landry, persuades daddy to stop yard work long enough for a wagon ride. John is employed at Roy S. Nelson Station.

June, 1965

will attend Sacred Heart Dominican College in Houston where she'll major in biology.

During her high school career she has been active as the freshman class secretary, a four-year member and secretary of the Sodality in her senior year, a member for four years and secretary for three years of the Junior Legion of Mary, a four-year member of the Future Nurses of which she was a vice president in her sophomore year, president in her junior and senior years and a convention delegate in her sophomore and junior years.

She was also a member of the Glee Club for three years, the Colleens Drum and Bugle Corps for two years, and the Snowball Queen Candidate in her junior and senior years.

She was a Junior Historian for two years, the business manager of the "Christopher" her senior year and was in dramatics in her junior and senior years.

JENNINGS

LOUISIANA'S "Cleanest Town" and area have been making a number of new improvements lately. The Jennings City Council recently accepted a

completed \$190,600 water works and water distribution system.

A new post office building is being constructed in Lake Arthur and should be completed around the middle of July.

Richard Roe Oldsmobile Co. is constructing a new \$80,000 building near our Jennings Service Center. This will be one of the most modern automobile agencies in Southwest Louisiana.

Some Jennings Gulf Staters have been vacationing lately. **Deanna Guillory**, local office clerk, and family spent their vacation visiting friends and relatives in Houston and Orange. While in Houston, her children enjoyed a visit to Hermann Park Zoo.

L. J. Biesenberger and family spent nine days traveling on "Sum-Yot" up the Mermentau River. All had an enjoyable time including Ceasar, their dog.

Carolyn Spell, clerk in T&D, was honored with a "demi-tasse" shower given by **Sylvia Guillotte** and **Mary Ann Gauthier**. Carolyn was married on June 5 to Al Habetz of Crowley, Louisiana.

—By *Mary Gauthier*

(Continued on next page)



RETIREES HONORED. Dosty Spell, garage foreman, Lake Charles, shows his "loot" to A. C. Handley, district superintendent, Mid-County, L. M. Welch, vice president, Beaumont, and Howard Mack, division engineer, Lake Charles, while F. W. Merrill, operating superintendent, Lake Charles Division, gets some advice by C. M. Scott, division manager, Port Arthur. Both retired May 1.



Lake Charles

F. W. MERRILL, operating superintendent, Lake Charles Division, and **Dosty Spell**, garage foreman, were honored with a retirement party on April 30. Approximately 150 people attended the barbecue and fish fry from all five divisions.

F. F. Johnson was master of ceremonies and presented gifts to each retiree. Mr. Merrill received a set of luggage and a little travel expense money. He has two daughters and grandchildren living in Texas so he will be able to use this.

Mr. Spell received a camera, projector, screen and portable ice box. He has grandchildren and plans to use the camera to take pictures of them and all the fish he hopes to catch.

Mr. Merrill had been with the Company since 1924 and Mr. Spell since 1935. Everyone in Lake Charles will miss both of



KILOWATT KLUBBERS. Enjoying the recent Kilowatt Klub party in Lake Charles were Mrs. Raymond McGowen, whose husband is in Sales, Columbus Hanks, dispatcher and current treasurer of the Kilowatt Klub, Joe Regan, Meter and chairman of the Kilowatt Klub, Harry Henry, Line, and John Window, Nelson Station representative on the Kilowatt Klub committee.

Page 26

these fine men, but we wish them many years of enjoyment.

—By *Bobbie Moon*

MR. AND MRS. CHARLES REIFSNIDER and family recently visited Charles' parents and relatives in Orlando, Fla. They reported having a nice time and Charles' father, who had been seriously ill, was feeling better.

Frank Washington attended the 84th annual session of the Grand Lodge, Knights of Pythias, State of Louisiana, the week of April 18 in Algiers.

Attending the supervisory control school in Beaumont, May 4-5, were **J. T. VanWinkle**, **Hugh Holland**, **Jim Fugitt** and **Edward Thomason**.

Wilmer Ledbetter, garage foreman, and **Johnnie Babin** attended a hydraulic school at the Beaumont Service Center, May 17-18.

—By *Jo Ann Burnett*

MR. AND MRS. ED FARLOW recently spent two weeks vacationing in Las Vegas, Nevada. While in Las Vegas, they were entertained by such celebrities as Danny Thomas, Debbie



ENJOY BARBECUE. Some of the Lake Charles employees who attended the recent Lake Charles Kilowatt Klub annual spring party were Mrs. J. F. Simonson, Harold Westrope, Service, Lucina Ory, Sales, and Gene Oray, Mr. Simonson, Substation, and Mrs. Bono, wife of Sammie Bono, Service.

Reynolds, Mamie Van Doren and Jane Ryan (Grannie on Beverly Hillbillies). The return trip included visits to the Petrified Forest, Carlsbad Cavern, Old Mexico and Galveston, Texas. Ed is supervisor of service and appliance repair in Lake Charles.

—By *Susan Clynes*

THE Lake Charles Kilowatt Klub recently held their annual spring party at Our Lady Queen of Heaven Knights of Columbus Hall. Barbecue and all the trimmings were served to members and guests.

Winners of prizes awarded during the evening were: **Mrs. Juanita Prejean**, wife of **John Prejean**, stores supervisor, a pair of shoes and a shampoo and set at a local beauty parlor; **Louis Stough**, Nelson Station, an ice crusher; **Michael Bridges**, Engineering, a pair of matching table lamps; **Jack Haley**, Service, canned ham; **Harry Henry**, Line, a SECURA-Lite. A small cash prize was divided between **Carl Grimmett**, Engineering, and **Mrs. Loretta Connor**, wife of **Don Connor**, Engineering.

Dancing to juke box music followed the meal and games.



SHARKEY J. BERGERON, an employee in Gas Engineering, recently broke his leg. Everyone wishes him a speedy recovery.

Charles Cowart, son of **Mr. and Mrs. E. A. Cowart**, Gas Engineering, was recently graduated from Central High School.

W. P. Gautreaux, foreman in Gas Service, surely has been looking bright and cheerful after a three-week vacation.

Plain Talks

After three and a half years of working with the greatest bunch of people, your reporter is retiring to await the stork. "I just want to say that I'll miss you all and hope you'll miss me a wee bit. Best wishes to each of you."

—By *Freda McGrew*

LOUISIANA STATION

ALL of the gang at Louisiana Station were glad to see the cheerful smiling countenance of **John M. May, Jr.**, test supervisor, upon his return from a real blast of a vacation. Max lived it up barging around the house and it seems that doing not much really agrees with him.

R. R. Floyd down at the water plant has a nifty little oven that really does those Betty Crocker biscuits up super-cool. As we all say "Live Better Electrically."

Gulf Staters do stick together but the good folks down at Willow Glen were slightly relieved to see the fellows from Louisiana Station get sent back up the river.

—By *Joyce Rachal*



ANOTHER FIVE POUNDER. Roy Hester, tax representative, Beaumont, caught this 5 3/4 pound bass in the lake at the Live Wires Club after work on May 17. He caught it on a "Lucky Thirteen" lure.



THE girls in System Billing Records honored **Edaleen Bean** with a gold charm bracelet when she was transferred to the Voucher Section.

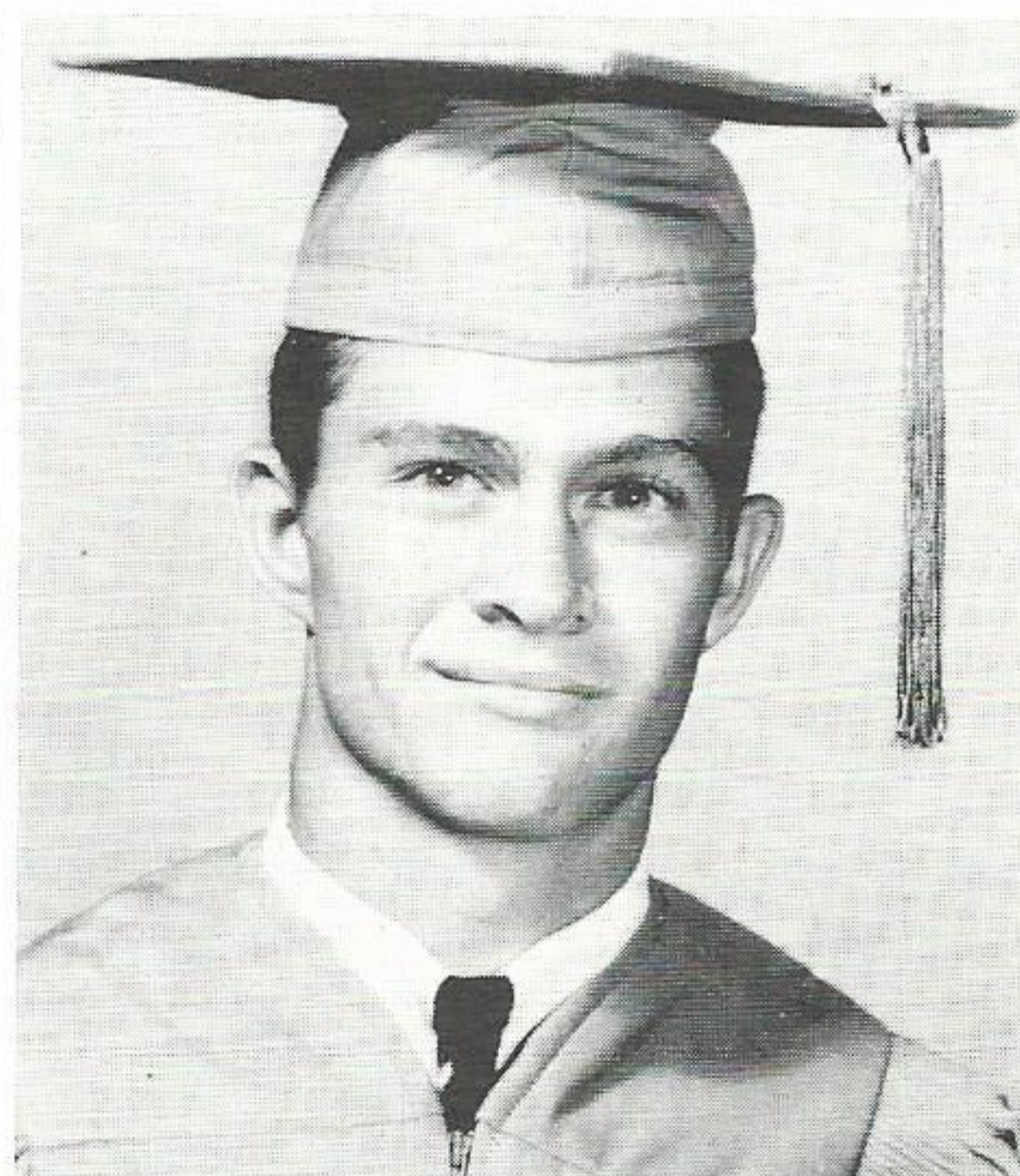
"Come on in, the water's fine" has been the cry around **Maxine Glenn's** home since the new swimming pool has been completed. Maxine's tan will be the envy of the General Offices before summer's over with such a temptation right outside her back door.

Bernice Eaves, with two girl friends, went to the "Dixie Dude" Ranch in Bandera for the first week of her vacation, then Bernice went on to Dallas to spend some time with her daughter.

Jimmyly Syne spent a week's vacation "mostly at home" with some short trips, while **Juanita Girdler** attended a bowling tournament in Waco on vacation.

Jessie Dyer, **Betty Lum** and **Edaleen** went to Houston to see "My Fair Lady" on May 8.

—By *Glenda Milner*



TOP HONORS. Richard Earl Dinkins, son of T. J. Dinkins, engineering assistant, Cleveland, was graduated this spring with top honors. He had a four year average of 92.68 and has been a member of the National Honor Society the last two years. He plans to attend Texas A&M in the fall.

THE 15th floor Engineering Department's last bachelor **W. G. Hudson**, engineer in Project Section, and **Linda Henderson**, Purchasing, were wed May 29 in Cleveland, Texas.

The 15th floor welcomed **Barbara Hubbard** back to work after being off recently with illness.

—By *Gayle Lowery*

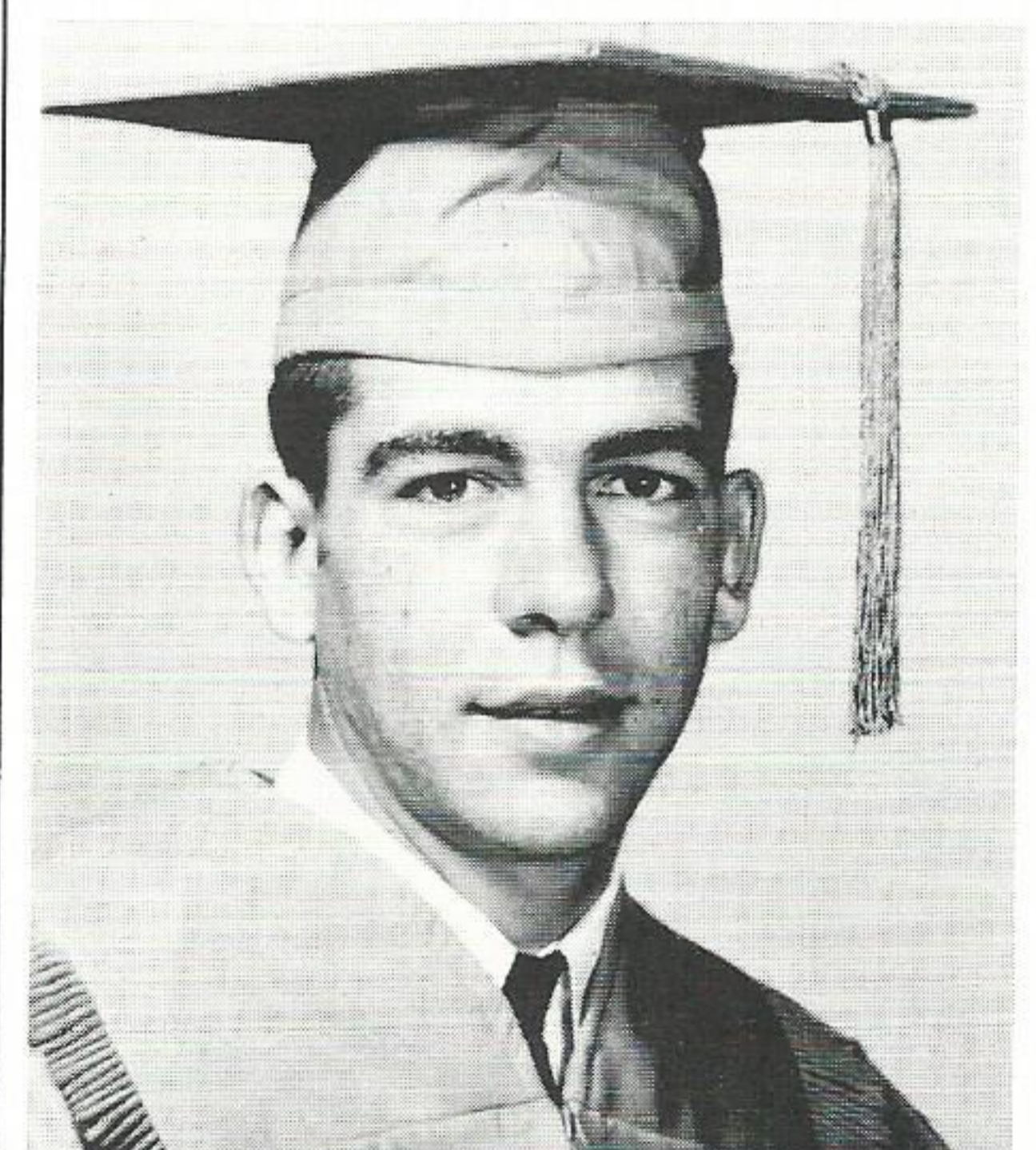
BLUE ribbon was won by **Tony**, son of Customer Accounting's **Shirley Noah**, in a recent track meet sponsored by the RA Group of the First Baptist Church. Mrs. Noah and her children vacationed with her mother in Oklahoma.

Elaine Kennedy recently visited her parents in Kerrville, Texas, while **Linda Morgan** vacationed in Cleveland, Texas.

Charlotte Bass, Customer Accounting, started to work one morning and when she walked out into her yard she was surprised to discover that her lawn was overrun by a herd of buffalo.

She was really upset because she couldn't get to her garage and would be late for work.

(Continued on next page)



CLEVELAND GRADUATE. Ronald L. Wells, son of S. D. Wells, serviceman at Cleveland, Texas, was graduated last month from Cleveland High School.

(Continued from page 27)

Charlotte's husband, **Bill**, called the Beaumont Park and Recreation Department and they immediately came to their rescue.

The Basses live near Tyrrell Park and some time during the night the buffalo had broken out of their pen in the park.

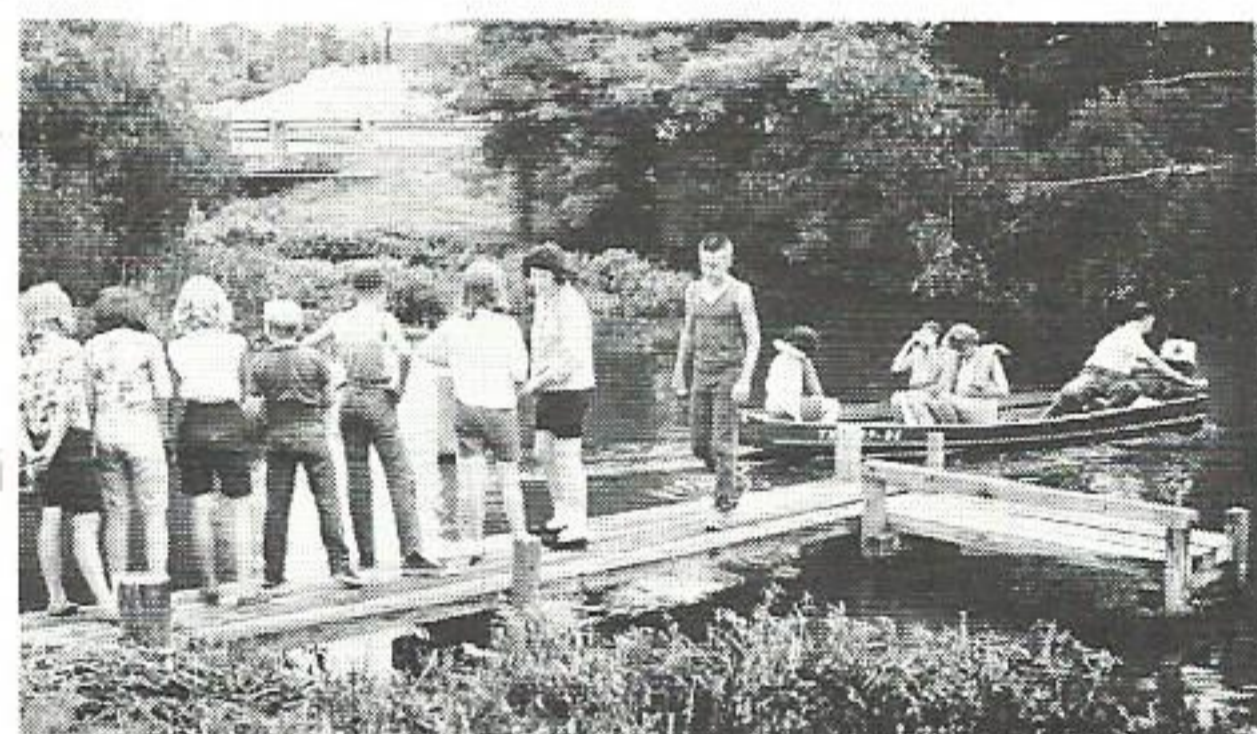
When she finally got to work, Charlotte had some explaining to do, but her boss, **T. G. "Butch" Franklin**, after some convincing, said she really did have a good reason for being late.

—By Betty Clark

NAVASOTA

DANNY SHEAD, son of Mr. and Mrs. E. T. Shead, truck-driver in the Navasota Line Crew, was selected to attend the week-long Boy's State program in Austin, June 5-10, under the sponsorship of the Navasota VFW #4006. Danny stayed on the University of Texas campus and took part with other representatives in political campaigns for offices of state. The purpose of Boy's State is to train young men in state government.

The Rev. Conrad Winborn, Jr., son of Mr. and Mrs. C. W. Winborn, supervisor of residential sales, Navasota Division, was the principal speaker at the graduation exercises of the Navasota High School last month. Rev. Winborn, a Methodist minister for 11 years, is the pastor of the 700-member First Methodist Church of Seabrook, Texas. In his congregation are a number of astronauts from the Manned Space Craft Center. And early this month Rev. Winborn had an extra heavy burden placed on him since he is the pastor of Major Edward H. White, II, the first man in history to step out into space equipped with a space gun for maneuvering outside the Gemini spacecraft.

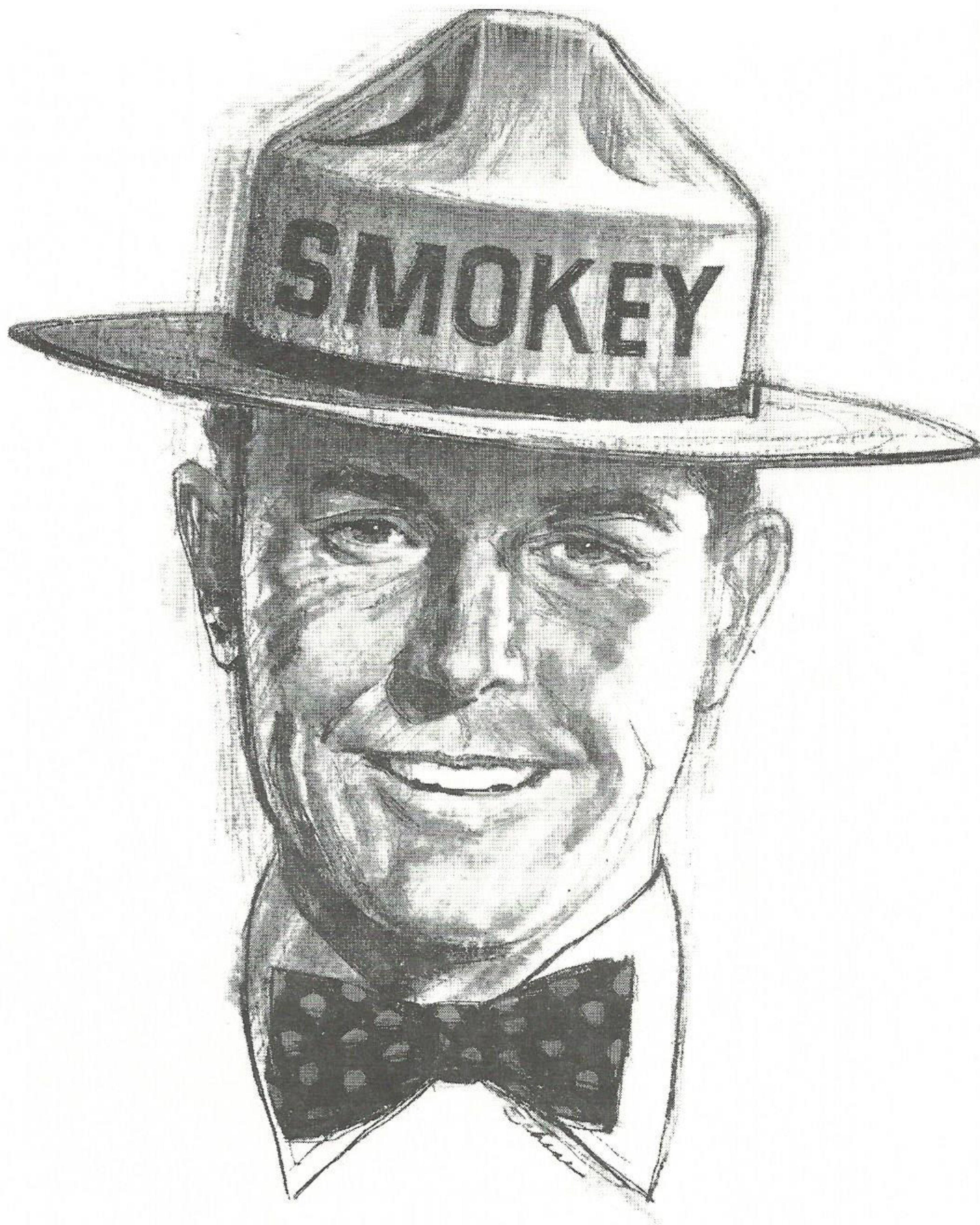


Play Day for Orange Gulf Staters

GULF STATERS from the Orange District office and their families enjoyed the annual outing of the Wye Delta Recreation Club, May 22, at the club's grounds. Some 135 Gulf Staters came out to eat the barbecue prepared by Stanley LeBouef and O. C. "Buck" Wingard. Helping prepare the food were Viva Courmier and Ann Fonti. The menu included barbecue, salad, baked beans and all the trimmings.

Activities included horseshoes, washers, dominos, cards, volleyball, pony rides and boat riding.

Working to make the day a success were: Dude Johnson, chairman; Don Cowen, Travis Vincent, Hershel Stagner, Gene Koci, Glenn Tarver, J. E. Dowies, J. O. McCune, Dalton Woodward, Charles Saunders, Mrs. Courmier, Miss Fonti, Messers. LeBouef and Wingard.



This hat does things for you

It shows you are a member of a great team—meeting your personal responsibility—doing your share to prevent forest fires. 🐻 Because of you, and others like you (men, women *and* children), wonderful things have happened since Smokey's program first started in 1942. There have been over 272 million acres that did *not* burn, more than 1 million fires that did *not* happen, and over 10 billion dollars worth of damage that did *not* occur. 🐻 You helped! So, continue to wear Smokey's hat, keep up the good work—and this America we all have will stay green and be more beautiful than ever.

remember-only you can prevent forest fires



AFTER FIVE DAYS RETURN TO

*Plain
Talks*

P. O. BOX 2951
BEAUMONT TEXAS

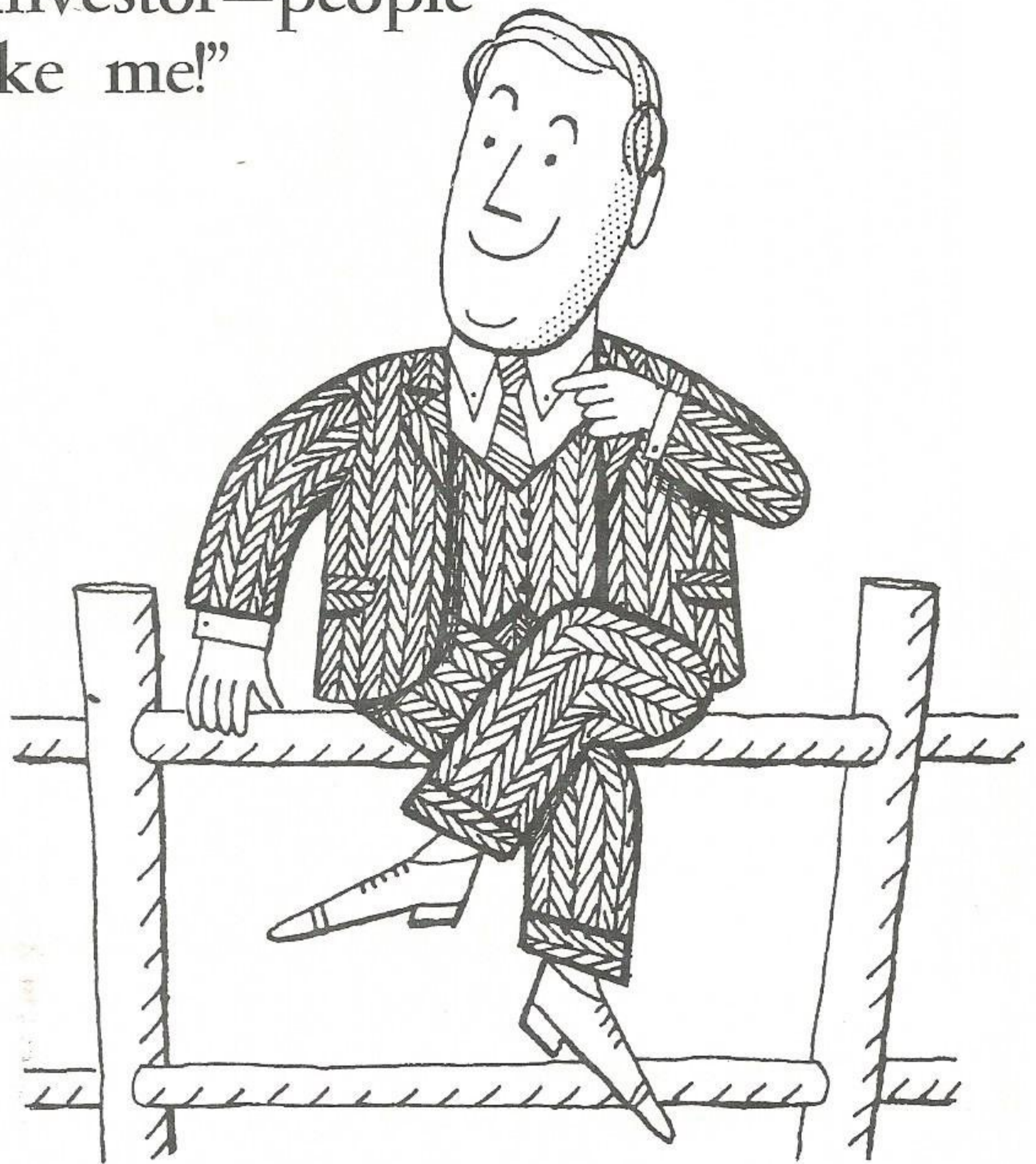
RETURN POSTAGE GUARANTEED

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

“Who owns Gulf States Utilities?”



“Investor—people
like me!”



MOST of our “owners” are folks like you and your neighbors, who recognized that our company is a good investment for their savings. They know we are a stable, people-managed business . . . with the interests of people uppermost in our service and planning.

We—and the nation’s more than 300 other investor-owned electric companies—are proud to be a part of a business system which has grown and improved constantly over the years, in the traditional American way. And our customers can depend on us to keep right on supplying them with the best electric service in the world!