

Plain Talk

*Jack pg 18
Grace + Al Naylor
pg 19*

GULF STATES UTILITIES COMPANY

MARCH, 1965



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- The Nation's Market Place



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PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

Being Big Is No Reason For Being Small

A UTILITY company like ours has to be big. The time is past when one could be started to serve 100 families.

The central generation plants have to be huge and costly. So, thousands of customers are necessary. But let's not think of our customers as a "necessary evil."

What our customers think of our service is important for many reasons. Here's the way one lady thought of her utility company, as discovered by an organization which makes a business of interviewing utility customers:

"If you go down and try to talk to them about something, they don't seem to have a personal interest in you as a customer. It's more of a big machine operation—too systematic."

Here's the trouble.

Our Company must be inhumanly efficient in its production and service—but it must also be as human as possible in its dealings with people.

We can't invest millions of dollars in equipment to deliver good service, and then fall down sadly in handling our customers.

Our management knows the importance of "customer relations" and would knock themselves out to please our customers, but few of them see many customers. There aren't enough top men to go 'round.

The answer is that every Gulf Stater who has any kind of contact with the public has to act big, considerate and thoughtful—whether the contact be on the telephone, in a letter or person-to-person.

"What would the boss do, if he were meeting this person and solving this problem?" is a question we must all ask. You can bet your bottom dollar he would lean over backwards to be pleasant and to build up the friendship of the customer.

In a way our bigness is a handicap. A lot of people may be inclined to dislike our Company because of its bigness. And it's true that big outfits make mistakes and have loose ends.

It's up to everybody in contact with the public to make our Company seem small. We've got to be the sympathetic family doctor or the next-door-neighbor, as well as the representative of Gulf States Utilities Company.

OUR COVER

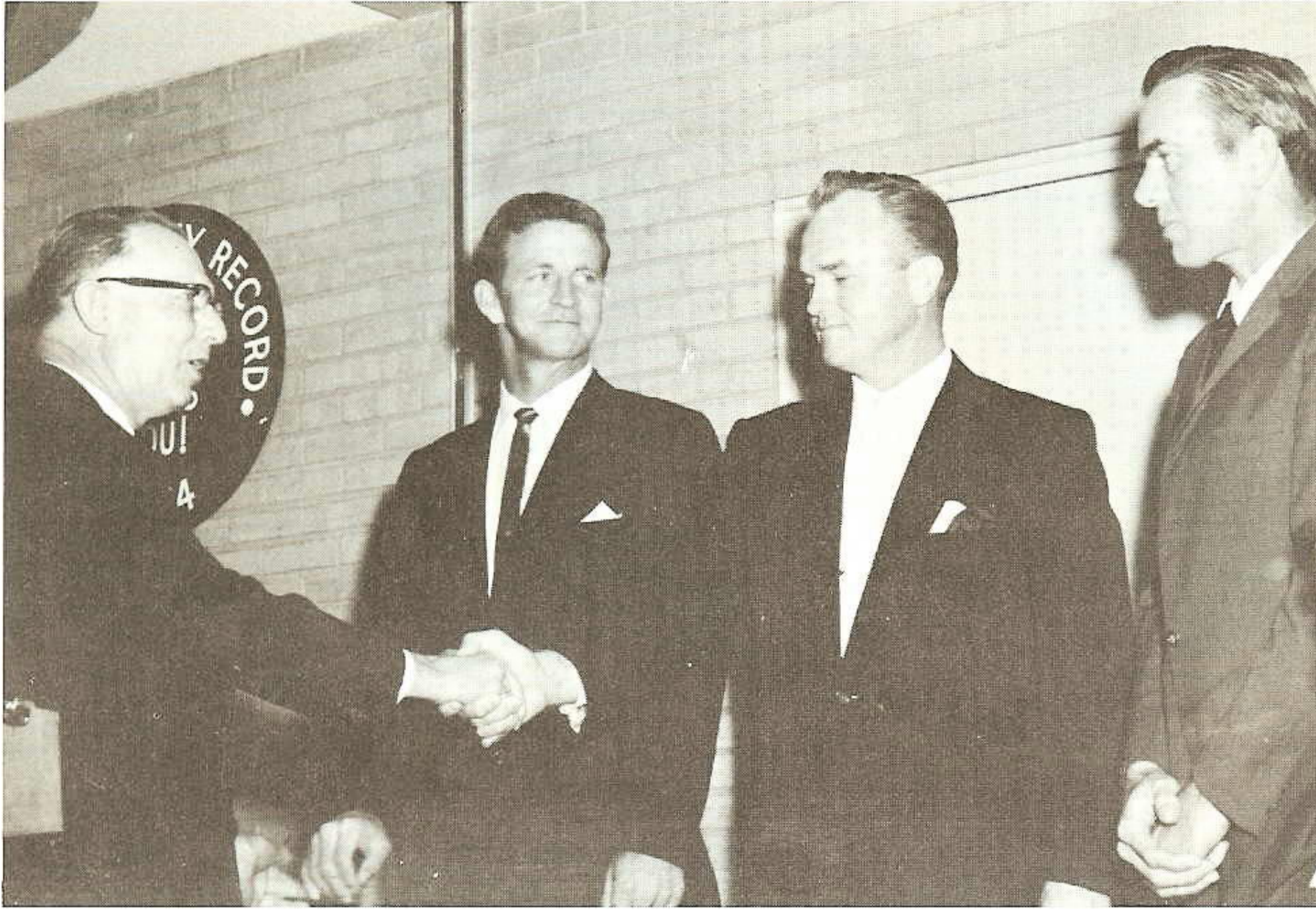
NOTHING is any prettier in the spring than a colorful kite against a blue sky. A boy or girl can let their imagination soar to the heavens—they can be an aerialist, a balloonist, a jet pilot—or today, an astronaut. But in "being" any of these, remember, it is safety that counts. Safety also counts when flying a kite in today's crowded urban areas. Trees, utility lines, highways; all can be potential hazards. Bob Cooksley, serviceman, first class, Beaumont T&D-Service, takes time to give his sons, Michael, 8, and Robert, Jr., 9, some kite flying safety pointers as he helps them rig their box kite for flight. On our inside back cover are listed some of these pointers.

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HONORED FOR SAVING A LIFE. President Richard congratulates Roy Cowart, Ray Thompson and Reggie Williams for the part they played last September in saving the life of a 20-month-old Winnie, Texas, girl by mouth-to-mouth resuscitation during Beaumont Division's Line and Substation Department's annual husband and wife safety dinner. Ray and Reggie have been awarded the President's Award for saving a life, the first to ever be presented by our Company, while Roy, A. D. Hare and C. A. Kincaid (not shown) will receive life saving medallions for their assistance in saving the child's life. Gulf Staters have saved lives by this method in 21 recorded instances.



PRESIDENT'S AWARD. Mr. Richard presents C. M. Scott, division manager, Port Arthur, with the President's Award for personal injuries, on-the-job section. This award is being presented to all divisions for finishing first with a zero frequency in 1964. In the foreground is Mrs. Welch, wife of L. M. Welch, vice president-operations.

THANKS !

... For "World's Safety Record"

... company's first president's awards for saving a life announced at husband and wife safety dinners . . . wives honored for role they played in helping employees setting "world's safety record"

A "World's Safety Record" for the electrical industry, the announcement of a new Company award for life saving, and a whole year without an on-the-job lost-time accident are the highlights of the annual husband and wife safety dinners currently being held across our service area.

For the first time in our Company's history, President Richard announced that a President's Award plaque for saving a life has been awarded to two Beaumont Division employees and three Baton Rouge Division employees. Three other Beaumont Division employees have been awarded life saving medallions for assisting in saving a life.

At the dinner for employees of the Beaumont Division Line and Substation Departments Mr. Richard announced that plaques will be presented Ray Thompson and Reggie Williams, linemen, first class, for saving the life of a 20-month-old Winnie, Texas, child last September.

(Continued on next page)



SPECIAL AWARD. Mr. Richard presents a Company Special Award to Mildred Tribble, home service advisor, Baton Rouge, in recognition of the Baton Rouge Division employees' outstanding safety achievement of 8,000,000 manhours without a disabling accident. This covered a period from May 2, 1960, to January 14, 1965.

(Continued from page 1)

The medallions will be presented to three other members of the same line crew, Roy Cowart, line foreman, A. D. Hare, truckdriver, and C. A. Kincaid, apprentice lineman.

At the Baton Rouge dinner, Mr. Richard honored Linda Gilpin, departmental clerk in the Substation Department, for saving a nine-year-old boy from drowning, and Willie Wells, serviceman, first class, and Roy McGee, helper, both of the Gas Department, for saving the life of nine-month-old boy by means of mouth-to-mouth resuscitation. All three will receive the President's Award at a later date.

"On June 6 of last year," Mr. Richard said in reading Miss Gilpin's citation, "Linda saved the life of a nine-year-old boy . . . rescuing him from the swift currents in the Leaf River about 12 miles north of Hattiesburg, Mississippi. Linda swam out into the river and was able to pull the boy to shore."

In reading the citation for Willie and Roy, Mr. Richard said, "On July 16,



ANNOUNCES LIFE SAVING AWARD. Mr. Richard congratulates Willie Wells, Baton Rouge Gas, as he announced at the Baton Rouge dinner that Mr. Wells, Roy McGee, Gas, and Linda Gilpin, Substation, (not present) were among the five Gulf Staters who have been awarded our Company's first President's Award plaque for saving a life. Willie and Roy were awarded the plaque for saving a small boy's life by mouth-to-mouth resuscitation last July. Linda will receive her award for pulling a nine-year-old boy from the swift current of a river near Hattiesburg, Mississippi, last June. The awards did not arrive from the engraver in time to be presented at the dinners but will be awarded later.

1964, by means of mouth-to-mouth resuscitation, the life of nine-month-old Thomas Wayne Achord of Baton Rouge was saved by two of our employees. This was the 20th instance of a life being saved by our employees by this method.

"While working at a routine meter job, they heard screams and calls for help from the house next door. When they arrived, the mother was out in the yard holding the blue and lifeless baby. After about five minutes or so, the child's color returned and he began to breathe. Wells and McGee then put him in a car and took him to the hospital. After they were sure he was out of danger, they went back to their job working on gas meters.

"We are all proud of you, and want you to know you all have the sincere congratulations of your fellow workers in the Company, as well as my own personal congratulations," Mr. Richard said.

The Beaumont line crew is credited with saving the life of Sheila Thibo-

deaux by using mouth-to-mouth resuscitation. The quick action of Ray and Reggie in applying this method is the 21st recorded instance in which a life has been saved by a Gulf Stater by this means of artificial respiration.

"Sheila fell into a washtub of water and was unable to get out," reads the citation. "Her mother discovered her after several minutes.

"Unable to revive her, Mrs. Thibo-deaux grabbed Sheila up and ran outside and down the road to where the line crew was working.

"Noticing that the little girl had turned nearly black, Thompson and Williams began mouth-to-mouth resuscitation. About half an hour later Sheila regained consciousness and was rushed to a hospital.

"It was through the grace of God and the efforts of Ray and Reggie that we believe Sheila's life was saved," Mr. Richard said.

Built around the theme "GSU Thanks You for the World's Safety Record", the dinners this year honor



"SAFETY ACHIEVEMENT AWARD." Mr. Richard reads the Edison Electric Institute's "Safety Achievement Award" as he presents it to David Kelly, lineman, first class, who represented the employees of the Beaumont Line and Substation Departments. Our entire Company received this award for its "World's Safety Record" of 6,000,000 manhours, without an accident.



NATIONAL SAFETY AWARD. George Square, Production, Louisiana Station, receives the National Safety Council's "Award of Honor" from F. R. Smith, vice president for Baton Rouge operations, as a representative of the Baton Rouge employees at the March 2 safety dinner. The division also received the Edison Electric Institute's award and our Company's President's Award.



AWARD OF HONOR. James Rhone, left, an employee in Beaumont Building and Grounds, receives the National Safety Council's "Award of Honor" from President Richard on behalf of the employees of Beaumont, Port Arthur and Orange at the March 2 dinner. This award was presented to the employees of all five divisions for working 6,000,000 safe manhours.

all Gulf Staters and their wives for making the more than six million manhours without a disabling on-the-job accident possible.

Each wife in attendance is being presented with a bracelet charm engraved with this year's theme as a memento for their part in helping their husbands achieve the world safety record.

S. L. Stelly, system safety director, says as he explains at the dinners why the charms are being presented, "We feel that the wives who send their husbands to work every day in a good frame of mind are the unsung heroes of this fine safety showing. We feel that they should be rewarded."

At each dinner two national awards, the National Safety Council's "Award of Honor" and the Edison Electric Institute's "Safety Achievement Award", are being presented for this record which was set January 20.

Also the President's Awards in the personal injuries, on-the-job section, is being presented to all five divisions for

finishing in first place during 1964 with a zero frequency. At dinners for Lake Charles Division employees, the first place President's Award in the motor vehicle accident section is being presented.

The Navasota Division employees are being presented the President's award for finishing in first place in the personal injury, off-the-job, safety section.

The Baton Rouge Division employees were also presented an additional award, a Special Company Award, in recognition of their outstanding safety achievement, 8,000,000 manhours without a disabling accident. This covered a period from May 2, 1960, to January 14, 1965.

The climax of each dinner is the showing of the film, "Service with Safety." This twenty minute, color movie, which shows how Gulf Staters work each day with safety foremost in their minds, was prepared by John Irwin, training representative in System Training and Safety.



OFF-THE-JOB AWARD. R. P. Griffith, general substation foreman, Navasota Division, and D. L. Knight, garage mechanic, first class, Navasota, receive from C. P. "Jack" Shirey, manager, System Training and Safety, Beaumont, the President's Award for Navasota Division employees finishing in first place in personal injury, off-the-job, safety section. The awards were made at dinners for Navasota employees on March 10 and 11.



Proposed Stock Split Spurs Stock Market Interest

THE announcement by our board of directors of the proposed two-for-one split of our Company's common stock has caused a great deal of interest among Gulf Staters in what the stock is doing on the market. This is especially true for those who have been buying stock through the Employee Thrift Plan.

"What did Gulf States do today?" This question is frequently asked of someone who bought an afternoon newspaper on the way to the parking lot.

Even with all of this interest most of us don't understand the role the stock market plays in the purchase of stock certificates. How does the stock market operate? What are its functions?

We know that the need for a stock market exists. Our Company must sell stock certificates to obtain capital. These certificates represent an investment in the Company, making the shareholder an owner of the Company. Individual ownership of private businesses is nothing new—it's an essential element of our free enterprise system.

A common lament of most potential buyers is that they don't have enough money to buy stock. Stock ownership is not a privilege limited to the wealthy. One in every six adults in this country owns stock—a total of more than 17 million individuals.

OUR Company's 10,373,664 shares of outstanding common stock are owned by more than 18,800 shareholders. Among these are some 1,400 Gulf Staters who are buying their stock through the Thrift Plan.

With 17 million people owning untold millions of shares of stocks, the buying and selling must be controlled and centralized. Most stock is bought and sold at stock exchanges. A stock exchange is merely an association of members who are organized for the buying and selling of various stocks. They are governed by their own strict rules and those of the Securities and Exchange Commission, a federal government agency.

With our securities listed on an exchange, they are eligible for trading there by members of that exchange. To "list" our securities, our Company

must meet certain standards of the exchange and file a registration statement with the Securities and Exchange Commission.

Although there are several stock exchanges throughout the country, the New York Stock Exchange is the major one. Founded in 1792, it is located in a large building at the corner of Wall and Broad Streets. It has 1,366 members (representatives of brokerage firms and individuals) who own "seats"—in reality the right to do business on the floor of the exchange.

The organization of the exchange is relatively simple. When our Company "listed" on the exchange it was assigned to a member who is called the specialist in Gulf States stock. A member may be a specialist for several stocks and one company may be assigned to more than one specialists. The specialist, or floor trader, assigned to handle Gulf SU stock has one job—to handle all transactions of our stock. He is the market for Gulf States stock.

FOR example, the specialist for Gulf SU takes all orders to buy our stock and all orders to sell the stock. When trading opens, he may get a notice that a customer of a member firm has 100 shares of Gulf States that he wants to sell at \$52 per share. A few minutes later he may get word through another member firm that one of its customers wants to buy 100 shares. The specialist then arranges the transaction.

This is the simplest type of transaction. It may be more complicated if a person wishes to buy at a lower price than the seller asks. The floor specialist may try to set a compromise price. If not, he may have to sell from his own holdings in our Company for he must buy and sell enough shares to make certain that reasonable transactions are made in the stock.

Another complication is that floor specialists deal only in round lots—orders in even hundreds. Orders to buy or sell less than 100 share are handled by "odd lot" traders who specialize in these type sales. Stock sold or bought in lots of less than 100 carries an additional charge of from 12½ to 25 cents per share.

OBVIOUSLY the price at which a share of stock sells depends on a great number of factors: its earnings record; its growth potential; its competition; its product; government regulation or legislation. The price of a given share of stock is what one person is willing to pay for it and another willing to sell it for, just like most commodities.

In trading on the New York Stock Exchange floor on a given day, normally several of the 1,150 companies listed will experience increases in the value of their stock, others will drop and many will remain relatively stable. To measure the overall movement of the market, there are several averages—the Dow-Jones, and the Standard & Poor's 500-Stock Index being the best well-known. Based on various combinations of stocks listed on the market, these averages indicate the general direction of the day's trading—up, down or stable. In effect, they are a measure of our economy. If the averages are consistently going up, it's known as a bull market and generally indicates a growing economy. The opposite is a bear market.

In addition to those companies listed on one of the many exchanges, a large number of companies are unlisted. Their stock is sold in what is known as the "over-the-counter" market. This means that there is no central place where the current price and available stock in the company can be found. Brokers must call other brokers and make private transactions.

Besides the average which reflect the general trend of the market, investors want to know how

particular stocks did. In our case, we are interested in Gulf States stock. Transactions on the New York Stock Exchange are carried in 588 daily newspapers in 471 cities. In addition some newspapers carry transactions on other exchanges and in the "over-the-counter" market.

It's easy to see from this brief description of the stock market why buying and selling stock can be a confusing business. It is also easy to see that "Wall Street Capitalists" are not special people. They are just like all of us.

You're not a capitalist? Well, most of us are.

Most Americans are members of one vast capitalist body. If you're enrolled in the Company's life insurance program, or the Employee Retirement Plan, have a savings account, belong to a credit union, own bonds—you are a member of this vast capitalistic body.

DURING February the trustee of the Employee Thrift Plan made the following purchases of Company stock covering employee deductions and Company contributions through January:

- 1,108 shares of Common stock at a total cost of \$56,592.02 or an average cost per share of \$51.019;
- 195 shares of \$4.40 Preferred stock at a total cost of \$19,155.25 or an average cost per share of \$98.232;

these prices included brokerage and commission.

The trustee deposited \$44,728.30 with the savings department of the First Security National Bank of Beaumont.

STOCK MARKET TABLES. Reading the stock market tables in a daily newspaper is obviously easier if you know how it's done. Here are some pointers which will make following our Company's stocks easier: (1) all stocks are listed by their market abbreviation, in this case, "Gulf SU" is the abbreviation used for Gulf States Utilities Company; (2) the number following stock name refers to current annual dividend based on the last declared dividend, in the case of preferred stocks, however, the dividend rate is guaranteed and does not vary as it can on common stock; (3) "pf" following the name means a preferred stock issue; (4) the number listed under sales is the number of shares traded during the day, expressed in hundreds of shares, in this case 44,000 shares; (5) "z" preceding the number of shares traded is the actual number traded and not an estimate; (6) high refers to highest price at which stock was first bought or sold; (7) low refers to lowest price for which stock was traded during the day; (8) last refers to the closing price or last price in the day's transactions; (9) net change is difference between stock's closing price for the day compared with stock's closing price on the last previous trading day.

	Sales	High	Low	Last	Net Chg
Gulf Oil 1.80	149	55 ¹ / ₈	54 ¹ / ₈	54 ¹ / ₂	- ⁷ / ₈
Gulf SU 1.40	44	53	52 ¹ / ₄	52 ¹ / ₂	-1
GulfSU pf4.44	z50	99 ¹ / ₂	99	99	- ¹ / ₂
GulfSU pf4.40	z30	95 ¹ / ₂	95 ¹ / ₂	95 ¹ / ₂	- ¹ / ₂
Gulf&W .40b	26	36 ¹ / ₂	36 ¹ / ₈	36 ¹ / ₂	+ ¹ / ₈
Gust Bac .60	22	18 ³ / ₄	18 ¹ / ₄	18 ³ / ₄	+ ³ / ₈
H					
HallPrt 1.40a	2	35 ⁷ / ₈	35 ⁷ / ₈	35 ⁷ / ₈	- ¹ / ₈
Halliburt 1.50	51	40	39 ³ / ₈	39 ¹ / ₂	-1 ¹ / ₈
Hallcraft	25	7 ⁷ / ₈	7 ³ / ₄	7 ³ / ₄	+ ¹ / ₂
HamWat 1.40	6	29 ⁷ / ₈	29	29	-1
Ham W pfcl	z30	117 ¹ / ₂	115	115	-4
HamPap 1.40	4	44	44	44	+ ¹ / ₄
HmdOrg 1.40	7	26	25 ⁷ / ₈	26
Hanna Co 1a	91	38 ³ / ₄	38 ¹ / ₂	38 ⁵ / ₈	- ¹ / ₄
HarbWIK 1.80	8	39 ³ / ₈	39 ¹ / ₄	39 ¹ / ₂	- ¹ / ₈
Harcourt .80	3	52 ¹ / ₈	52	52 ¹ / ₈	+ ¹ / ₄
Hardeman	34	5	4 ³ / ₄	5	+ ¹ / ₄
Harris Int .70	21	32 ¹ / ₄	32	32 ¹ / ₄	+ ¹ / ₄
Harsco 1.60	6	40 ¹ / ₂	40 ³ / ₈	40 ¹ / ₂	+ ¹ / ₄
HarshawCh 1	11	33 ³ / ₈	33 ¹ / ₂	33 ³ / ₈
HartSM 1.60	2	65 ³ / ₄	65 ¹ / ₂	65 ³ / ₄	+ ¹ / ₄
Harv Al 1.20	22	20 ¹ / ₂	20 ¹ / ₈	20 ¹ / ₂	+ ³ / ₈
Hat Corp .40	3	9	8 ⁷ / ₈	8 ⁷ / ₈
Haw Elec 1	2	34 ³ / ₈	34 ³ / ₈	34 ³ / ₈	+ ³ / ₈
Haw Tel .78	5	29 ¹ / ₄	29	29	- ¹ / ₄
Hayes In 1.40	8	26 ⁵ / ₈	26 ¹ / ₂	26 ⁵ / ₈	+ ¹ / ₈
Hazeltine .40	37	10 ¹ / ₄	10	10
HeclaMng 1b	19	33	32 ³ / ₈	32 ³ / ₄	+ ¹ / ₄
Heinz HJ 1	9	46 ³ / ₄	46 ¹ / ₈	46 ¹ / ₂	+ ³ / ₈
Helene Curtis	53	16 ⁵ / ₈	16	16 ³ / ₈	+ ³ / ₄
Heli Coil 1	14	22	21 ¹ / ₂	22	+ ³ / ₈
HellerWE .50	18	12 ³ / ₄	12 ⁵ / ₈	12 ⁵ / ₈	- ¹ / ₈
HelmeProd 1	3	22 ³ / ₈	22 ¹ / ₄	22 ¹ / ₄	- ³ / ₈
I					
IdahoPw 1.20	4	41 ¹ / ₂	41 ¹ / ₂	41 ¹ / ₂	- ¹ / ₈
Ideal Cem 1	x11	21 ³ / ₄	21 ¹ / ₂	21 ³ / ₄	+ ³ / ₈
IllCent Ind 2	21	50	49 ⁵ / ₈	49 ⁷ / ₈	+ ¹ / ₈
Ill Pow 1.40	47	43 ³ / ₄	43 ³ / ₈	43 ³ / ₈
Ill Pw pf2.35	z10	51	51	51
Ill Pw pf2.13	z20	47 ¹ / ₄	47 ¹ / ₄	47 ¹ / ₄
Indian Hd .40	6	18 ⁷ / ₈	18 ¹ / ₂	18 ⁷ / ₈	+ ¹ / ₂
Ind Gen .80	23	19 ³ / ₈	18 ⁵ / ₈	18 ⁵ / ₈	- ¹ / ₂
IndplsPL 1.20	21	35 ¹ / ₄	34 ⁵ / ₈	34 ⁵ / ₈	- ³ / ₈
Ind El Mex	4	7 ¹ / ₄	7 ¹ / ₄	7 ¹ / ₄
IngerRand 2	31	44 ⁵ / ₈	44	44 ³ / ₈

Anahuac Customers Enjoy Pleasant New Offices

GULF STATERS visiting our Company's Anahuac office are in for a pleasant surprise. Replacing the old, small and crowded downtown quarters are new offices just across the main street that must rank among the finest in our smaller communities.

The steady stream of customers finds our office most pleasant, with new tile flooring, freshly painted walls,



SERVICE IN NEW OFFICE. Ann Heard, local office clerk, accepts payment from one of our Anahuac, Texas, customers in the new local office. The new building, which we lease, provides the finest in lighting and enlarged office, work and storage space. C. W. Choate is local superintendent in the Anahuac District.

new office furnishings, a bright ceiling featuring the finest in lighting and ample individual office, work and storage space.

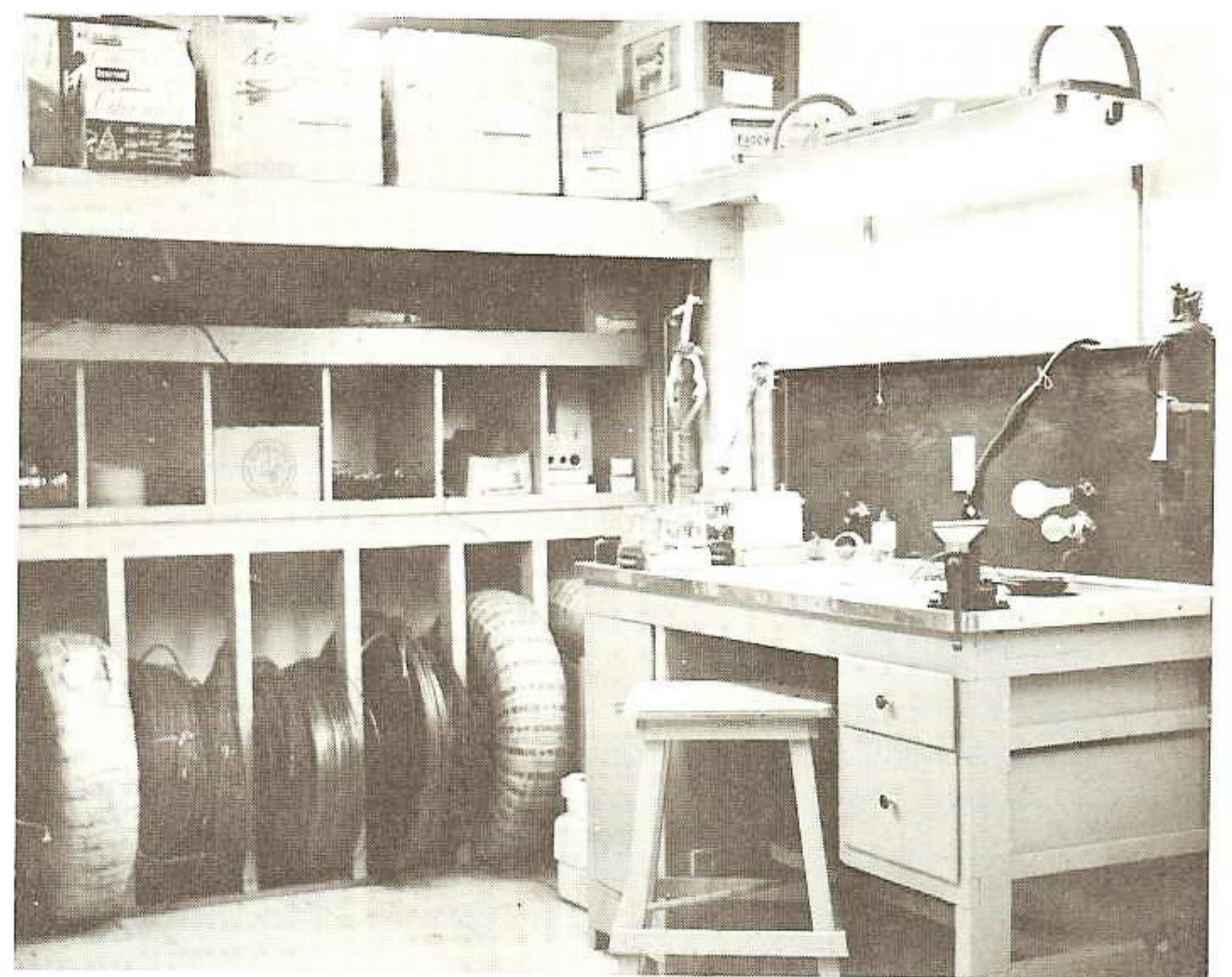
"Our Company leased the building with a previous request to the owner for certain improvements," A. B. Wilson, superintendent, Gulf District, said. "It was a little variation from former

office leasing practices in that our Company usually improves the property itself after renting."

The new Anahuac headquarters has three individual offices, a stationary file room, a merchandise store room and a spacious work room for servicemen. And there's ample room for displaying merchandise in an attractive manner up front.



NEW ANAHUAC HEADQUARTERS. This new modern building is located directly across the main street of Anahuac from our old offices.



WORK ROOM. This well-lighted work room provides plenty of work and storage area for the servicemen working out the Anahuac office.

C. G. DeCuir, Port Arthur, To Retire April 1

C. G. "BLACKIE" DECUIR, supervisor of residential sales, Port Arthur Division, will retire April 1 after more than 40 years of service with our Company.

Blackie joined our Company on March 9, 1925, as a helper in the Port Arthur T&D, but his electrical industry experience began March 3, 1923, when he was employed by Stone & Webster Engineering Corp.

In September, 1925, he was transferred to Sales as a range repairman. After serving in various sales classifications he was named supervisor of district representatives in 1934. In

1943, he was made supervisor of customer services and a sales supervisor in 1945. He has been supervisor of residential sales since 1946.

A native of New Iberia, La., he is married to former Ferna McCloy of Fairgroves, Michigan. They have two children: a son, Charles M., a residential sales representative in Beaumont Division Sales; and a daughter, Mrs. Alice Fern Anderson, dietitian at Baptist Hospital in Beaumont.

Blackie is a member of the Sertoma Club, the Elks and the Catholic Church. Retirement plans are underway for some fishing, hunting, the raising and



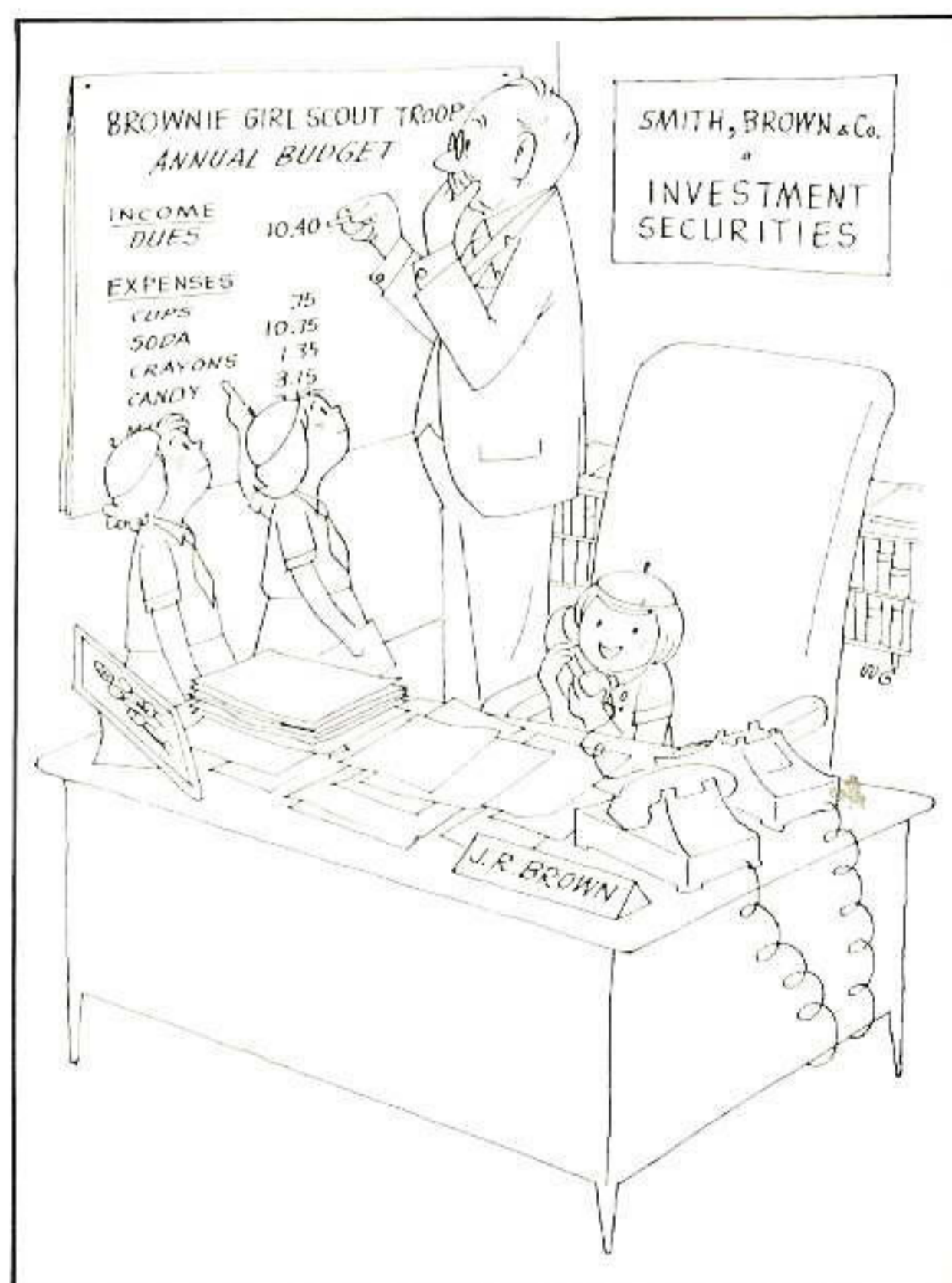
C. G. DeCuir

training of beagle hounds and the raising of cattle on some land at Kirbyville. This summer Mr. and Mrs. DeCuir plan to make a trip to Michigan. They will continue to make their home at 849 Woodworth Blvd., in Port Arthur.

A fanatic is someone who is highly enthusiastic about something in which you aren't even remotely interested.

The truly miracle drug is that which children will take without screaming.

People who slap you on the back may be trying to get you to cough up something.



"I'm sorry but Mr. Brown is tied up just now. Whom is calling?"

Hank Rouse Named New General Accounting Supervisor

H. R. "HANK" ROUSE, section supervisor of classification and responsibility accounting, System Treasury, Beaumont, was promoted on March 1 to supervisor of general accounting.

Hank has been an employee of our Company since 1956 following his graduation from the University of Texas with a bachelor of business administration in accounting. He was employed as a senior accounting clerk in Plant Accounting in Beaumont. From 1960 to 1962, he was an accountant in the Statistical Department. He has been a section supervisor since 1962.

He is a veteran of four years with the U. S. Navy as a dental technician. He was in Korea 16 months as a corpsman with the First Marine Division.

He and his wife, the former Ruth Borchardt, a native of Ontario, Canada, have three children, Peggy, Kathryn

and Ford. They are members of St. John's Lutheran Church. Hank is past treasurer of the North Jefferson County Chapter of the Camp Fire Girls.



H. R. Rouse



OUTSTANDING CITIZEN. J. W. Lamm, second from left, receives the Citizenship Award from Denham Springs Chamber of Commerce President J. W. Ellis. Guest speaker for the banquet during which Mr. Lamm was presented the award was Baton Rouge Mayor-President W. W. Dumas, second from right, Denham Springs Mayor Matt Allen Scivicque is at right.

J. W. Lamm Named Denham Springs' Outstanding Citizen

J. W. LAMM, local superintendent of the Eastern District, Baton Rouge Division, was presented the Outstanding Citizenship Award during the Denham Springs annual Chamber of Commerce banquet in February.

Mr. Lamm was chosen from 20 nominees and from five finalists for the coveted honor.

A native of Denham Springs, Mr. Lamm started his GSU career as an ice plant operator there in 1937. He served in the Pacific Theatre during World War II and was engaged in two major actions.

He is married to the former Ruth Eileen Miller of Denham Springs. Their children are John Keith, 17; and Annette Miller, six.

Mr. Lamm has actively participated in numerous community organizations and projects. He is a member of the

board of directors of the Chamber of Commerce; chairman of the electrical board, City of Denham Springs; a member of the board of adjustment for zoning; board member of the Teenage Recreation Center; and a member of the Welfare Board for Livingston Parish.

He is a director of the Kiwanis Club, a member of the American Legion, Lodge No. 197, F&AM, the Royal Arch and the Parish Sportmen's League.

Mr. Lamm has actively supported the United Givers, having served as chairman for a number of years. He has also been in charge of solicitations from business and industrial firms.

Also active in church work, Mr. Lamm is a member of the building committee and a primary Sunday School teacher in the First Baptist Church.

gulf staters in the news

Victor Norvell, district superintendent, Silsbee, has been elected a director of the Deep East Texas Development Association and 1965 president of the Silsbee Chamber of Commerce.

S. L. Stelly, system safety director, Beaumont, presented the program for the annual "Bosses' Night" meeting of the Sabine-Neches Chapter of the American Society of Safety Engineers last month. He spoke on the "The Trouble with Safety".

Anders Poulson, safety representative for the Texas Divisions, will speak on "Safety-Off-the-Job" during the public utilities section on March 30 at the 26th annual Texas Safety Conference and Governor's Highway Safety Conference in Houston. **C. P. "Jack" Shirey**, manager of safety and training, Beaumont, is program chairman of the church safety section as well as vice president of the Texas Safety Association, Inc., for church activities.

Mr. Shirey and Mr. Stelly were on the program for the regional safety conference in Beaumont, March 3. The conference was co-sponsored by the American Society of Engineers. The one-day program was developed for anyone whose responsibility includes the safe operations of his company, department or small business.

Virgil Shaw, supervisor of industrial and commercial sales, Port Arthur Division, was the featured speaker at a recent meeting at the Breakfast Sertoma Club in Port Arthur. He spoke on our Company and its service area.

W. E. Richard, superintendent, System Commercial and Industrial Sales, Beaumont, served as "Big Boss" during the recent Beaumont YMCA membership roundup.

Ward McCurtain, tax representative, System Treasury, Beaumont, spoke last month at the meeting of the Pineywoods chapter of the Texas Association of Tax Assessor and Collectors in Woodville on "Public Utilities Relationship to the Local Tax Office."

B. R. Clausen, engineer in System Planning, Beaumont, was the guest speaker at a recent meeting of the Lake Charles Sub-Section of the Institute of Electrical and Electronics Engineers. He spoke on "How Utilities Control Frequency, Time and Tie Line Flow."

Jim Dowies, district accounting supervisor in Orange, has been named president of the Orange County United Fund, Inc., for 1965.

Two Honored During Kiwanis Anniversary

TWO Jennings Gulf Staters were recently honored during the Jennings Kiwanis Club's observation of the organization's Golden Anniversary. They were **M. E. "Pete" Dennis**, retired district superintendent, and **Martin Wagnon**, residential sales representative.

Mr. Dennis has been a member of the Jennings Kiwanis Club for 26 years. He is a past president, vice president and has worked on all club projects during his long years of service.

Mr. Wagnon has been a Kiwanian for 12 years, serving on many club committees. He has headed the club's house committee, has worked with the Key Club and under-privileged children.

Four Have Articles Printed in E W

FOUR Gulf Staters have recently had articles printed in the Electric Utility Methods Report section of Electrical World.

In the February 8 issue, Jack Kilough, general line foreman, Lake Charles Division, and Ben Exner, general line foreman, Baton Rouge Division, had an article on our Company's experiments with air conditioned exchangers which are worn under the lineman's shirt.

The cool air is distributed by a perforated chest-arm harness. Protective clothing and gloves are worn conven-



ATTENDING SEMINAR. Norman Ener, supervisor of billing records, Beaumont, Harvey Johnson, general line foreman, Jennings, Douglas Latimer, industrial engineer, Baton Rouge, were among the some 90 supervisory personnel who attended the three supervisory seminars in January and February. The four-day seminar, conducted by outstanding professors from Texas colleges and universities and personnel people from various industry, was designed to increase the supervisory skills and knowledge of the Gulf Staters attending. The seminar was under the direction of Jim Towers, training representative, System Safety and Training, Beaumont. Photo courtesy the Galveston News-Tribune.

tially while cool air circulates under them. The truck compressor supplies the air to the belt-mounted exchanger.

In the same issue was an article by J. E. Cryer, industrial engineer, Beaumont Division Sales. He described how our Company has made use of steel outriggers to provide clearance on 69 kv lines circuits being converted to 138 kv. This method has been used to provide a tie between two 138/69 kv bulk substations in the Beaumont-Port Arthur-Orange service area.

In the February 22 issue was featured an article by Leslie B. Kent, assistant general line foreman, Baton Rouge, on the use of the lightweight aluminum hoist winch being used by our T&D people. The hoist, using 12-foot long nylon webbing instead of chain, has been found effective and convenient for lifting and dead-ending conductors.

The hoist is powered by a worm gear drive which is designed to permit

(Continued on next page)

(Continued from page 9)

the handle to operate in a continuous circle.

A metal strap, with a hook on one end and an eye on the other, is used for anchoring the hoist. The strap is made from a heavy metal crossarm brace. It can be hooked onto the spool pin of the secondary rack which permits a more direct in-line pull and a better and closer "make up."

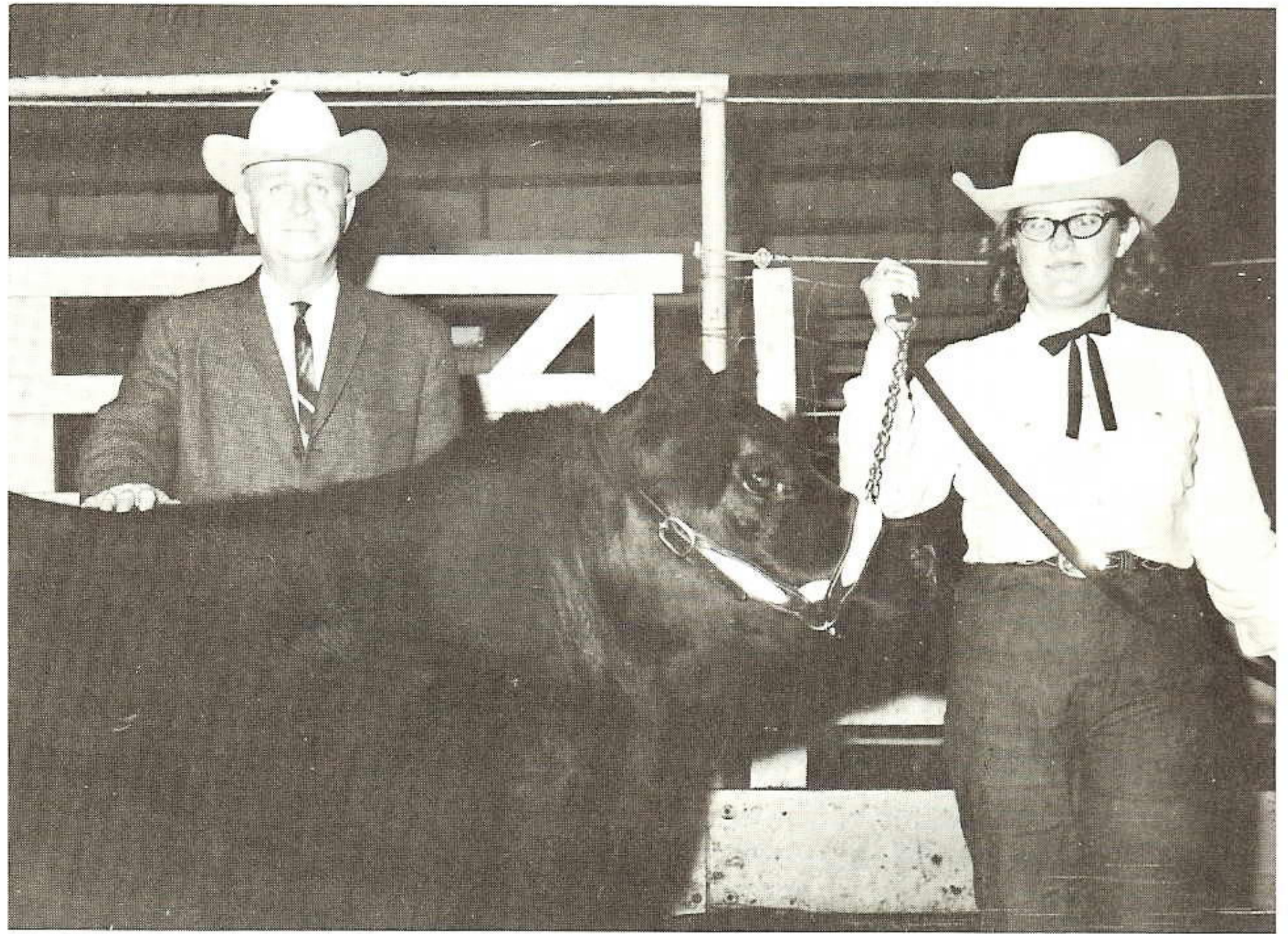
In the same issue was an article on our Safety Department's use of decals on the tops of line trucks, on the general foreman's cars and on the safety representatives' cars cautioning linemen that if it is not grounded it is not dead.

These caution signs serve as an added reminder that when working on dead lines that could become energized by the closing of a switch, from static, from inductance, or from lightning, such lines should be grounded or they should be worked as though they are energized. No line is considered dead unless it is grounded.

Our Company has been using these decals since April, 1964.

EEI to Sponsor EHV Study

THE investor-owned electric companies, through the Edison Electric Institute, will sponsor a two-year, \$750,000 study at General Electric's extra-high-voltage transmission research facilities near Pittsfield, Mass.



GSU BUYS SHOW'S BIGGEST CALF. Huttson Reed, commercial sales, Jennings, was the high bidder for our Company on the biggest calf at the 25th annual Southwest District Fat Stock show auction at Lake Charles March 1. Mr. Reed purchased the 1,050-pound calf at 50 cents per pound from Miss Judy McCoy. As usual, Gulf Staters played a big role in the staging of the annual fat stock show and rodeo.

"This research project," said Walker L. Cisler, president of EEI and chairman of the board, Detroit Edison Co. "is part of the evolutionary process in preparing to carry even larger blocks of power greater distances to larger load centers at higher voltages."

The studies will probe advance areas of insulation, radio noise, corona, meteorology, and other technologies

related to EHV transmission.

The two-year study is intended to meet two major electric utility needs: (1) fill in gaps in existing data by performing those tests and analyses which will permit generalized application of results; (2) convert achievements at the facility into a form that can readily be used by the utility industry.



PLAN WORKSHOP. Nine members of the Planning Committee of the South Central Residential Workshop of Edison Electric Institute recently met in Beaumont to set up working committees for the August 9-10 workshop at Western Hills Motel in Fort Worth. The workshop is made up of 25 investor-owned utilities located in New Mexico, Oklahoma, Kansas, Arkansas, Texas and Louisiana. Present were, left: Joe DeJean, system supervisor of residential sales promotion; T. C. Winter, Dallas Power & Light; E. H. Gardiner, Texas Power & Light, Dallas; J. B. Austin, Southwestern Public Service, Amarillo; J. M. Williams, Central Power & Light, Corpus Christi; R. M. Douglass, Dallas Power & Light, co-chairman of the committee; J. I. Wheeler, Texas Electric Service, Fort Worth, arrangements chairman; R. E. Kennedy, West Texas Utilities, Abilene, program chairman; Victor Gayle, superintendent of residential sales, general chairman; C. J. Blum, Houston Lighting & Power; and E. G. Barry, Arkansas Power & Light, Little Rock.

Wayne Huff, Baton Rouge, Receives Degree Under Education Program

WAYNE HUFF, master test technician, Louisiana Station, Baton Rouge, recently joined the ranks of employees who have received college degrees under our Company's financial aid to education program.

Wayne was graduated from Louisiana State University on January 26 with a bachelor of science in general studies. This was the climax of six and a half years of night school.

A native of Baton Rouge, Wayne joined our Company in August, 1950, as an operator's helper at Louisiana Station. He had served three years in the U. S. Navy. Upon his return to civilian life in 1946, he enrolled as a full-time student at LSU. After a year and a half, he was forced to drop out. In 1951, when LSU started its night school division, he again enrolled for a semester, but it was not until September, 1958, that he started back

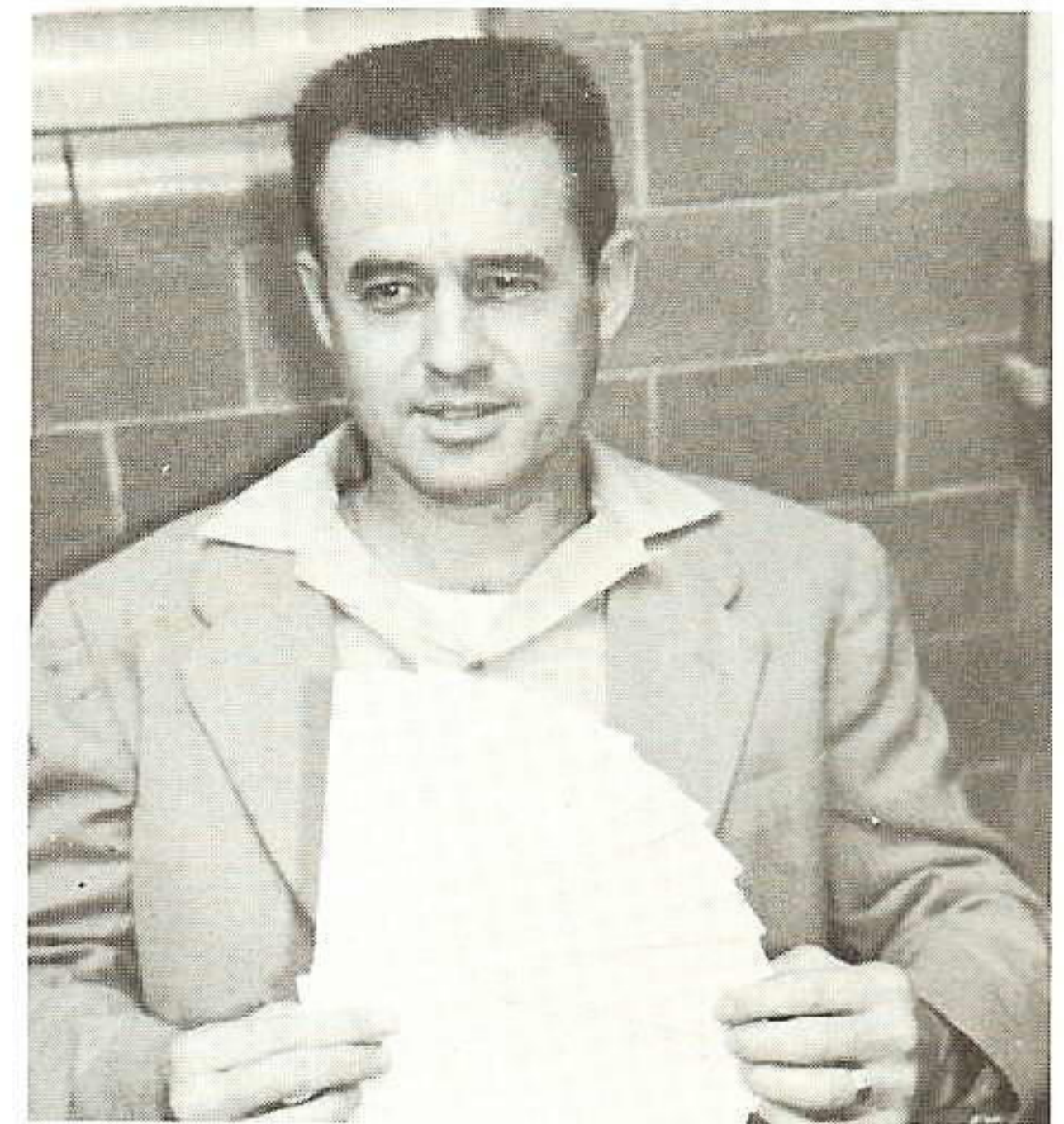
as a full-time night school student.

"In September I'll be back in school," Wayne said. "I lack 30 hours of having a bachelor of business administration in office management."

OUR Company has been financially aiding Gulf Staters who want to further their education since 1957. Since then Gulf Staters have made 469 applications for completed courses under the program and have received \$12,086.38 as our Company's share of their tuition. The average amount paid has been \$25.76.

Under this program our Company pays half of all approved expenses, including textbooks, incurred by the employees in attending school. Payment is made upon completion of the course. This aid is also given for approved correspondence courses.

In order to qualify for this financial aid, the course must have a relationship to some phases of work in



RECEIVES DEGREE. Wayne Huff, master test technician, Louisiana Station, Baton Rouge, shows off the stubs from 13 checks, representing more than \$200 he has received during the last six and a half years from the Company as its share of his tuition under the aid to employees for education program. Wayne received his bachelor of science degree in general studies from Louisiana State University on January 26.

which our Company is engaged, or must include credits toward a degree which has bearing on an employee's classification or which will prepare an employee for advancement.



A SAFE 25 YEARS. N. C. Spencer, superintendent of electrical and civil engineering, Beaumont, presents a safety award plaque to H. J. Sutton, superintendent of relaying and communication, on behalf of the employees of the Relay and Communications Section which on November 16 had worked 25 years without a lost time accident. Present for the presentation were Cohron Davis, supervisor of relay testing, Harry Leicht, relay foreman, Bill Rabe, T. E. Parsley, Larry Knight, Bill Haack, T. L. Jones, Don Corgay, M. T. Alford, N. M. Teague, J. W. Bates, and Wayne Fails.

Dates Set For Service Award Dinners

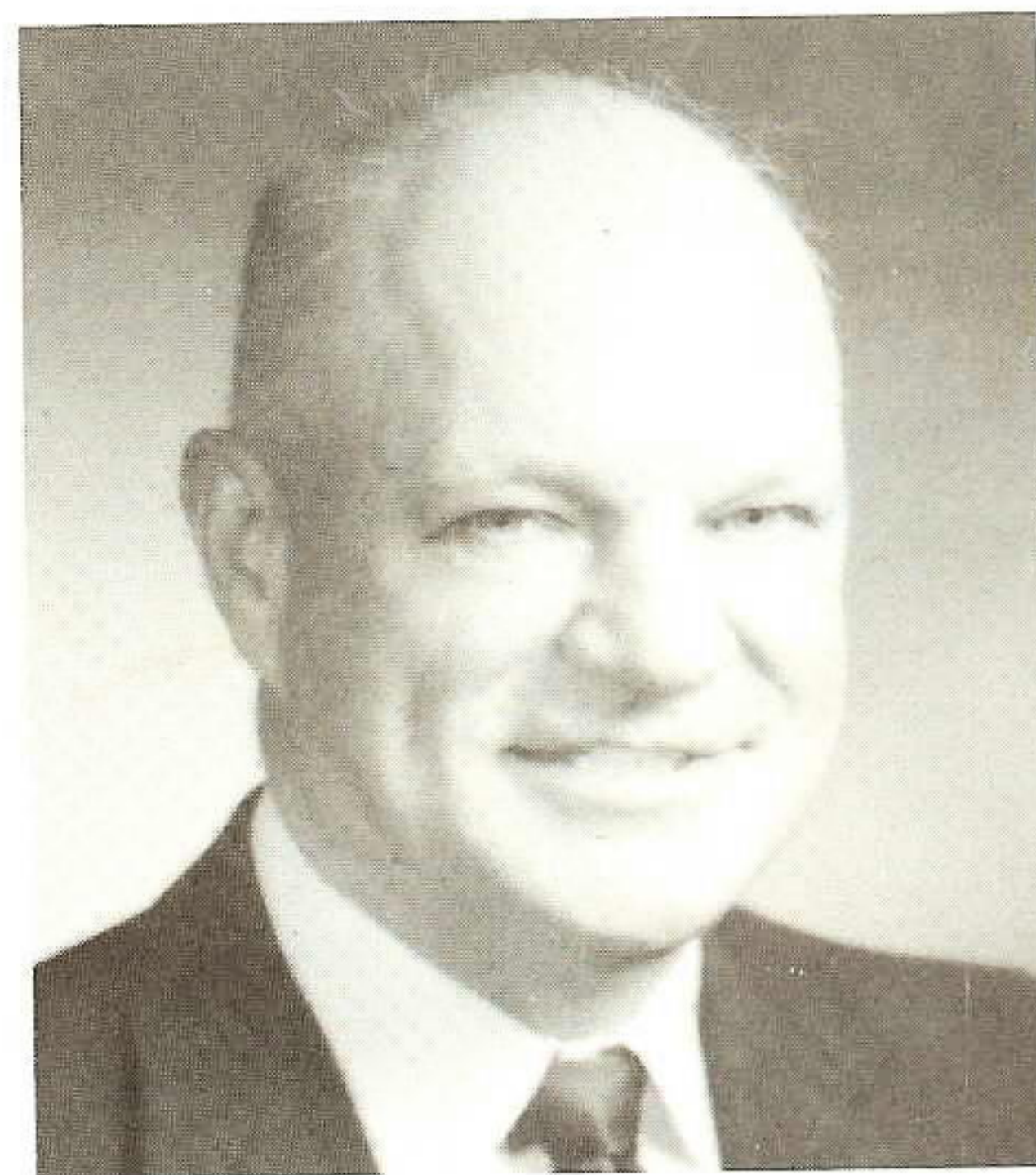
THE following dates have been set for the 1965 service award dinners with 139 Gulf Staters being honored throughout our system, this includes 73 who will join the Service Award Club for the first time as ten year members.

The dates are:

Navasota Division	April 23
Port Arthur Division	April 26
Beaumont Division	April 27
Lake Charles Division	April 29
Lake Charles, Port Arthur, Beaumont, Navasota Divisions	
Colored Employees	May 1
Baton Rouge Division, Colored Employees	May 6
Baton Rouge Division	May 19

SERVICE AWARDS

FORTY YEARS



H. S. Charlton
Treasury
Beaumont



A. J. Glynn
Production
Louisiana Station



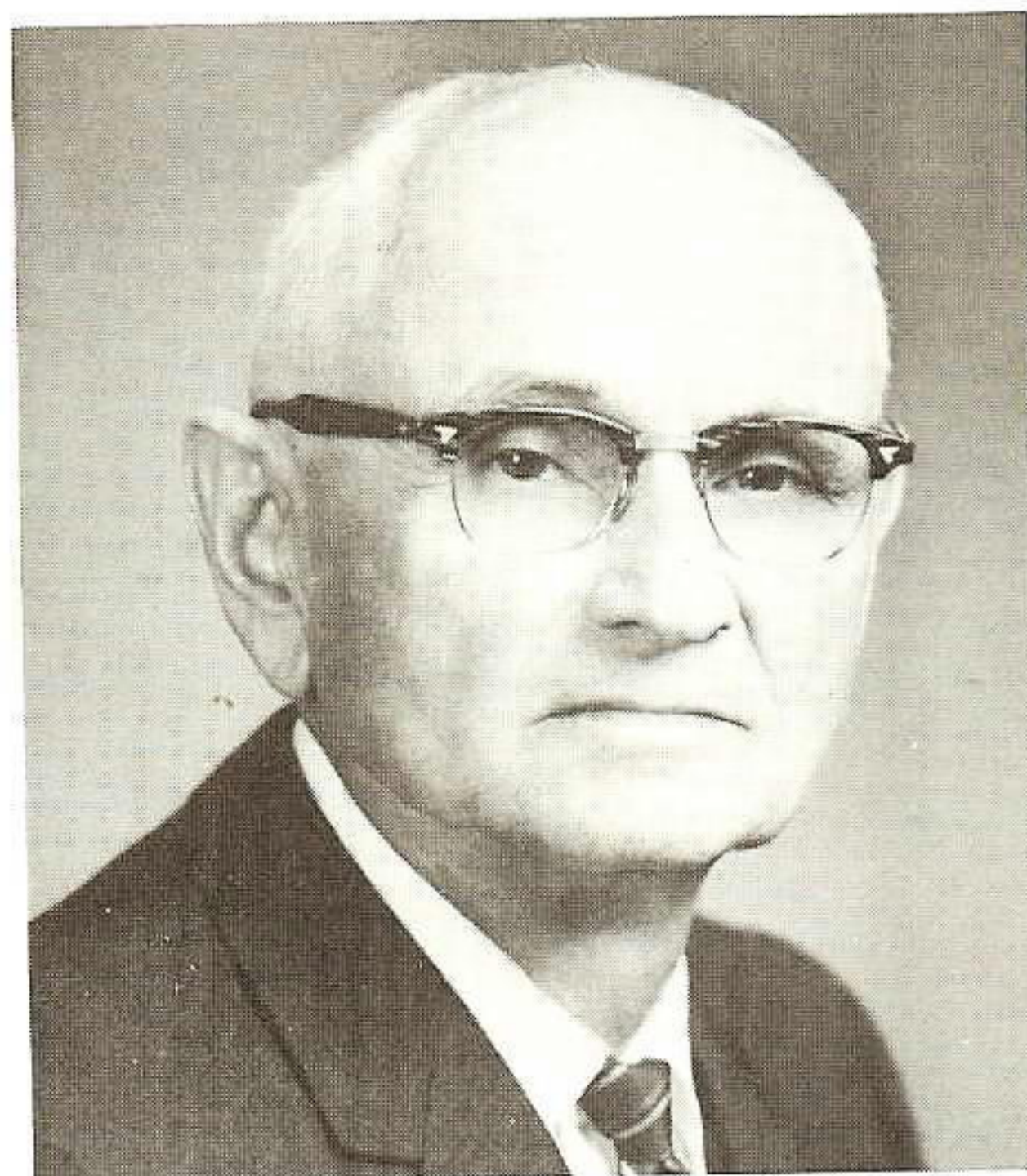
W. L. Jones
Production
Willow Glen



L. G. Maher
Treasury
Beaumont



J. B. Morrison
Distribution
Beaumont



F. M. Peveto
Distribution
Port Arthur



L. M. Welch
Executive
Beaumont

THIRTY YEARS



Henry Landry
Sales
Baton Rouge



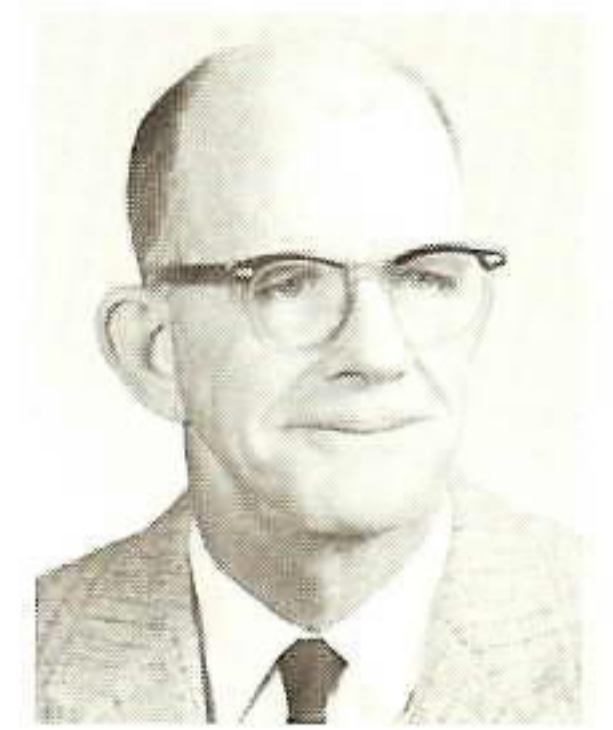
G. G. Settoon
Distribution
Sulphur



Grace Fails
Distribution
Beaumont



Lois Robertson
Treasury
Port Arthur



Perry Blanchette
Distribution
Beaumont



L. A. Sullivan, Jr.
Distribution
Lake Charles



C. M. Bailey
Distribution
Baton Rouge



Roy Burk
Production
Louisiana Station



Wilbert Carney
Production
Louisiana Station

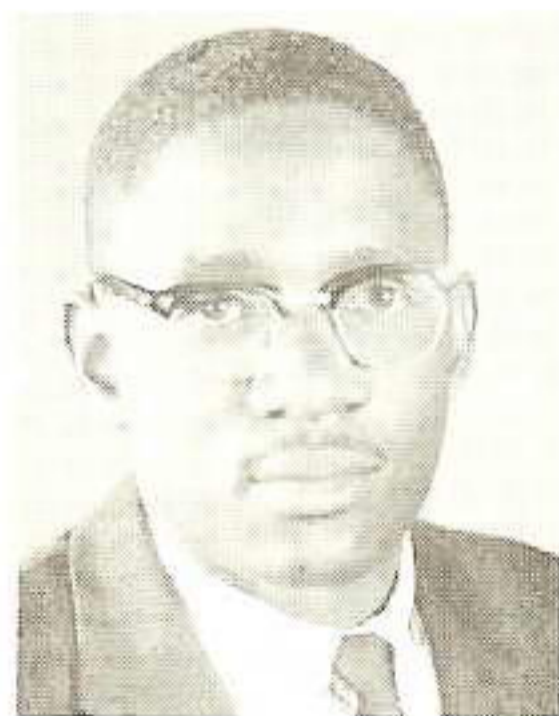
TEN YEARS



Charles Lopez
Production
Beaumont



J. I. Martin
Treasury
Beaumont



W. V. Reed
Distribution
Baton Rouge



E. M. Sealand
Distribution
Beaumont



S. J. Sylvest
Distribution
Baton Rouge



E. C. Van Eman
Distribution
Beaumont



Berton Young
Distribution
Lake Charles



Sevear Young
Gas
Baton Rouge



STUDY IN FUTILITY. Ellis Pope, a Conroe, Texas, Gulf Stater, found these remains of two warring bucks alongside a pipeline right-of-way southwest of Splendora, Texas, on January 27. Moon Young, Cleveland photographer who made this photo, captured dramatically the battle of survival and resulting death in nature. Texas A&M experts said the bucks weighed between 140 and 180 pounds. Ellis brushed the locked antlers and skulls with shellac to preserve them.

What's Wrong With Profits?

NOTHING, if you are sharing them!

Did you ever stop to think how many ways we all share in profits? Profits can be referred to as the leaven in the bread. They are the unseen force causing growth and bettering human welfare.

Profits go into research and development from which emerges the new and wonderful products that are ours. Profits combine with individual savings to finance the building of new plants which in turn offer additional employment.

But profits do something else. They are used to pay you for the use of your money. Whether you have provided money directly through the purchase of securities or indirectly through your ownership of a bank account, shares in a savings and loan association, credit union or pension fund or the purchase of insurance, your money is at work and payment must be made for its use. This is done by the payment of interest and dividends.

Profits are the **secret** of the American system. What's wrong with profits? Nothing, as long as **you** are sharing them.

Company to Sponsor Students at U of T Nuclear Symposium

THANKS to our Company's sponsorship, many academically talented high school science students and teachers from our Texas service area will get a front seat to the drama of the atom next June 6-9 at Austin. For the fifth straight year, our Company will send a delegation to the Texas Nuclear Science Symposium on the campus of the University of Texas.

This year's 38 GSU-sponsored participants will be carefully screened and selected by school administrators during March. Names of the participants will be announced in April.

The four-day symposium is jointly sponsored by the University and the Texas Atomic Energy Research Foundation, which is composed of our Company and nine other investor-owned electric firms.

Some 500 science students and teachers are expected to attend the 1965 conference, which will feature lectures, demonstrations and discussions by prominent scientists on recent developments in nuclear science. The symposiums are designed with two objectives in mind: to bring to the students lectures on nuclear physics and related subjects by top-flight scientists and to provide students with an opportunity to obtain answers to their questions on college curricula and careers in science.

Last year, our company paid room, board and travel expenses of 38 students and teachers at the symposium. Since the conferences began in 1961, we have sponsored 122 students and teachers at the sessions.

Last year, seven of the participants told of their symposium trips before several service club gatherings around our Company's Texas service area. Also, one school had its two participants talk about the symposium at an all-school assembly the following September when classes resumed.

Live Wire Club Sets April 3 For Golf Tourney

THE third annual Live Wire Club's Membership-Guest Golf Tournament has been scheduled for Beaumont's Bayou Din Golf Club Saturday, April 3, according to W. E. Barksdale, Engineering, Electrical and Civil, Beaumont, chairman of the 1965 event.

The 18-hole medal play tourney, slated to begin at 8:30 a.m., is also open to our Company's Louisiana employees. Entry fee is \$2.50 per player and entry payments should be forwarded to Joe Fontana, Treasury, Beaumont.

Defending champions are George Irvin, General Accounting, Beaumont, who won the low net title, and Bill Heaner, Claims, Beaumont, who was medalist.

Louisiana employees wanting to know more about the tournament may contact Norman Lee, operating supervisor, Lake Charles.

Committees for the tournament include Mr. Barksdale and W. G. Hudson, Engineering, Electrical and Civil, handicaps, pairings, starting and scoring; Mr. Fontana, entry fees; Hal Reagan, Publicity; V. H. Tompkins, Engineering, Relay and Communications, and Joe Vallot, Engineering, Electrical and Civil, rules; and J. F. Carraway, Engineering, Electrical and Civil, and Y. L. Hughes, Engineering, Electrical and Civil, prizes.

Daffinations

DANDELION: Another thing which, if given an inch, will take a yard.

GUEST TOWEL: What guests stand in front of while waiting for the air to dry their hands.

. . . personal soundness is not an absence of problems but a way of reacting to them.

Donald W. MacKinnon



ANNUAL MEMORIAL DAY EMPLOYEE GOLF TOURNAMENT MONDAY MAY 31 LAKE CHARLES COUNTRY CLUB

(further information next month)



Mr. and Mrs. Virgil Dan Holland, Baton Rouge Gas, on the birth of their son, **David Eugene**, February 13.

Mr. and Mrs. Joseph L. Doraciak, Roy S. Nelson Station, Lake Charles, on the adoption of their son, **Michael James**, February 3. He was born December 31, 1964.

Mr. and Mrs. Stephen V. Blair, Louisiana Station, Baton Rouge, on the birth of their daughter, **Bonnie Sue**, February 18.

Mr. and Mrs. Thomas C. Graves, Port Allen, Louisiana, on the birth of their daughter, **Deborah Kay**, February 10.

Mr. and Mrs. Joseph D. Breaux, T&D, Jennings, on the birth of their son, **Walter David**, February 21.

Mr. and Mrs. Mitchell S. Bridges, T&D, Lake Charles, on the birth of their daughter, **Michelle**, February 24.

Mr. and Mrs. J. B. Coltharp, Beaumont, on the birth of their fourth grandchild and second grandson, **Martin Blanchette**, February 18. He is the son of **Mr. and Mrs. T. W. Coltharp** of Lubbock, Texas.

Mr. and Mrs. Bobby Fleming, Systems and Procedures, Beaumont, on the birth of their son, **David Brian**, January 19.

Mr. and Mrs. Rocta Guillory, T&D-Substation, Lake Charles, on the birth of their son, **Randy Joseph**, February 4.

Mr. and Mrs. Norton J. Zeringue, T&D, Lafayette, on the birth of their son, **Ken David**, January 29.

Mr. and Mrs. James L. Braswell, General Accounting, Beaumont, on the birth of their grandson, **Michel Phillip**, January 23.

Mr. and Mrs. W. E. Barksdale, System Engineering, Beaumont, on the



Can You Beat This?

FROZEN ASSETS: Recently Mattie Gray, local office clerk, in the Mid-County office, had an interesting experience. A lady who came in to pay her bill handed her the necessary cash . . . and it was COLD . . . Miss Gray remarked on the temperature of the money. The customer explained it this way: she was scared of "boogers" so she hid it in the freezer.

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

birth of their son, **William Bradly**, on January 9.

Mr. and Mrs. John N. Watlington, Willow Glen Station, Baton Rouge, on the birth of their twin daughters, **Dana De** and **De Ann**, February 4.

Mr. and Mrs. Doyle Holder, Midland, Texas, on the birth of their daughter,

Madeleine Renee, February 5. The mother, Marion, was formerly a stenographer in System Advertising, Beaumont.

Mr. and Mrs. R. W. Sherwood, he's vice president for engineering and production, Beaumont, on the birth of their grandson, **Robert Wesley, III**, March 1, in Barranquilla, Columbia.

Picture Personalities

WELCOME BACK. A. M. Melancon, supervisor of project engineering, Beaumont, was welcomed back to work after being off ill since last summer by the 15th Floor Gulf Staters recently. On hand were Don Brady, Project Engineering, Barbara Hubbard, Alex Moses and Bill Simpson, all in Electric and Civil Engineering.



AW, YOU SHOULDN'T HAVE. Carol Womack, Advertising, Beaumont, was very pleased as she opened one of her going away presents from her fellow employees in System Sales. Looking on are: Margaret Williford and Cleo Tolley, System Commercial and Industrial Sales; Sylvia Luquette, System Residential Sales; and Walter Wright, System Advertising. Mrs. Womack left the Company on December 31 to await the arrival of her first child.



RETIREMENT CAKE. E. A. Boswell, patrolman, Beaumont T&D, presents a piece of cake to Mrs. Boswell at a retirement party given by his fellow T&D employees on his last day at work. Helping serve cake and coffee are Mrs. Grace Fails, Line, Mrs. Gertrude Peddy, Substation, and Mrs. Dorothy Gaus, T&D Staff.



THINK PINK! OR BLUE? The members of the System Personnel Department, showered Mary Darney, center, with baby gifts as she left the Company on January 29. On hand were, left: E. H. Pintsch, director, Insurance and Claim; John Irwin and Jim Towers, Training; Virginia Welsh, Insurance and Claim; Peggy Hatfield, Personnel; Billie Templain, Insurance and Claim; Jack Shirey, manager, Training and Safety; Frances Engelbrecht, Training and Safety; Pat Fukes, Norma Carlisle, Mildred Killbuck and Ellia Dace, Personnel; and Annie Ruth Finley, Training and Safety. Mrs. Darney had been an employee of our Company since 1958.



RETIREMENT PARTY. E. R. "Deek" Harrison, line foreman, Orange District, was presented this boat motor by his fellow employees at his retirement party. This is to help him spend more leisurely the many hours of fishing he will be doing.



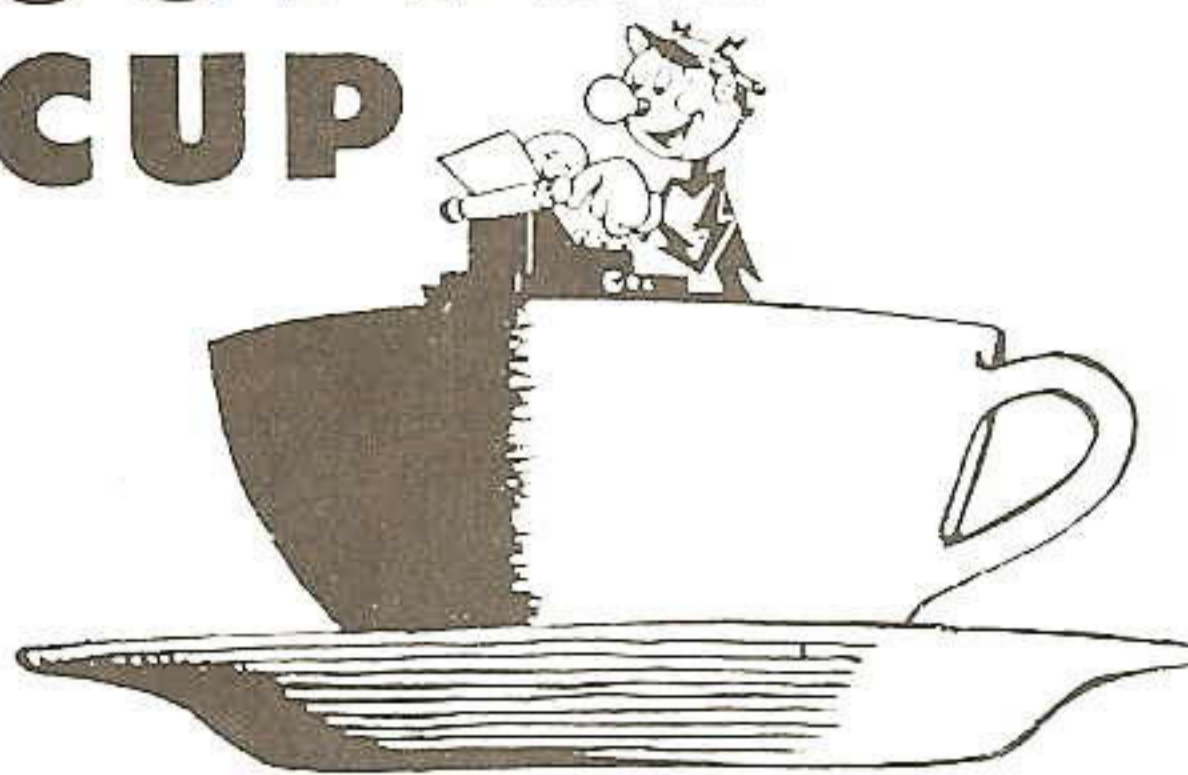


GOOD SPORTSMANSHIP? B. J. Harrop, left, assistant treasurer for accounting, Beaumont, and T. G. "Butch" Franklin, supervisor for customer accounts for Beaumont Division, have been playing table tennis at lunch for over a year and Johnny has yet to win a game. Recently Johnny decided that he would apply a little psychological warfare. One noon he showed up at the YMCA wearing this costume which Mrs. Harrop had made out of some material supplied by Carroll Henry, Engineering - Building Services. Johnny was hoping that Butch wouldn't be able to follow the ball against this background. It didn't work, Butch beat him again! Johnny is back figuring out his next move in the war of nerves.



JANUARY BRIDE. Dorothy Jaster, daughter of Mr. and Mrs. W. A. Jaster of Vidor, became the bride of Colbert Steele, son of Mr. and Mrs. George Geiger, of Beaumont, on January 9 in the First Methodist Church of Vidor. Dorothy's mother, Ruth, is in Beaumont Division Accounting. Colbert is the son of George Geiger of the Beaumont T&D-Line.

over the COFFEE CUP



CUSTOMER Accounting welcomed another new employee, **Elaine Kennedy**, last month. Elaine is a former Beaumont who has been attending college at Texas A&I in Kingsville. She is a graduate of Tivy High School in Kerrville.

We are glad to have **Shirley Noah** back with us. She has been in the hospital with a minor illness.

—By Betty Clark

THOMAS L. GRANT, auxiliary operator at Neches Station and Miss Sandra Marie Neely of Silsbee, Texas, were married on February 9. The couple now make their home at 4825 Detroit, Beaumont.

Miss Jeanette Hall, graduate student at Indiana University in Bloomington appeared in the starring role of Amelia Grimaldi in the opera "Simon Boccanegra" on January 16. Jeanette is the daughter of **G. G. Hall**, general maintenance supervisor at Neches Station.

—By Flo McDonald

T. E. Wier, engineering assistant in the Relay Section and scoutmaster of Troop 38, Beaumont, had a scoutmaster's dream come true the weekend of February 6. **Jack Sirman** of the Right-of-Way Section, troop committeeman, along with three other dads, took the troop on an overnight camping trip to Camp Urland while Tom stayed at home and slept in his own bed.

If you have never been on an overnight camping trip with a scout troop,

you can hardly appreciate the effort involved. To load 19 boys and all their equipment in four vehicles, transport them 50 miles and then get them and all their equipment back to mom and dad is a job in itself. But that is only half the fun. It seems that half the boys want to go to bed at 10:00 p.m. so they can get up at 4 a.m. to chop wood and cook breakfast while the other half wants to sit around the campfire, sing and chop wood until 2 a.m. The short interval between the time the last boy is in bed and the first one gets up leaves very little time for sleeping.

Then there is always a five mile night hike through the woods by the light of flashlights, night compass courses and daytime nature hikes. All in all it is a tiring weekend for the adults.

When asked about the trip, Jack assured the scoutmaster he would be ready to go again after a couple of weeks to catch up on his sleep.

Making the trip with Jack and the 19 eager boys was Dalton Theall, "Punk" Thornall and Underwood Hill.

JEAN BRASWELL, the daughter of Mr. and Mrs. James L. Braswell, he's assistant system general accountant, Beaumont, became the bride of Joel Lynn Randall on February 20 in Huntsville. They are now making their home in Houston. Jean is a former student at Sam Houston State Teachers College in Huntsville.

SHIRLEY ANN MCGILBERY and **Olen Ralph Jones**, Credit and Collections, Beaumont, were married January 31 in the North End Baptist Church in Beaumont.

The bride is the daughter of Mr. and Mrs. J. D. McGilbery, Bridge City. She is a graduate of Bridge City High School and Port Arthur Beauty College. She is employed at Helen's Beauty Salon in Bridge City. The bridegroom is a graduate of French High School, Beaumont, and served in Germany with the U. S. Army.

Following a wedding trip to Nassau, the couple are now making their home at 2016 4th St., Port Neches.



SNOW SCENE. Betty Dowell, left, and Janice Flanagan, local office clerks in Calvert, Texas, prepare for a snowball fight during a recent six inch snowfall.



L EON ANDRUS, Lake Charles Appliance Repair, spent a recent Saturday morning enjoying his favorite sport-fishing. He returned home with 12 white perch and one bass.

—By Susan Clynes

B ARNEY M. SAVELL recently returned to the Lake Charles Line as a helper. He has been on military leave for the past two years with the



LEAVES A FEW WORDS. H. P. Robichau, administrative accountant in System Treasury, Beaumont, takes time to leave a few words of advice on his last day of work before taking a month's vacation before his retirement on March 1. Mr. Robichau has been an employee of our Company since 1925.

March, 1965

Army in Germany. Barney says he is glad to be back to civilian life again.

Charlene Harper, a former stores clerk, has been down visiting everyone at the Service Center. She and her family recently moved into their new home in Iowa, La., where her husband is in business.

Brenda Morgan, another former GSUer, had some of the girls out for lunch recently. They briefed her on all the latest news plus a little gossip. Brenda and her husband live in Vinton, where he teaches in the high school.

Orville L. Ingalls, Line, took his vacation to take care of his wife and two sons who all had the flu. He didn't have much fun, but reports they are all up again.

F. E. 'Boobie' Mathis took a week's vacation to fish. His wife and daughter went to New Orleans for Mardi Gras while he caught all the fish.

Curley Rogers, Line, was on vacation due to the serious illness of his father-in-law. His wife was also in the hospital but both are muchly improved.

Al Keller, utility truck driver, was off work several days during a bout with pneumonia.

The Line Department has had quite a few out for the flu or virus over the past month.

—By Edith Patterson



SURPRISE RECEPTION. Grace Spivey, supervisor of the Steno Department, Records, Beaumont, and Al Naylor, System Relay and Communications, were surprised with a cake and gifts the day before they were married. The wedding took place in Kountze on February 19. Hostesses for the informal reception in the 10th floor steno pool were Sunny Thompson, Avon Ogden, Sue Tyson, and D'Ann James.

J EANNE JOHNSON, Lake Charles Credit, is back at work for four hours a day after being off from work since last June when she received serious injuries in an automobile accident. Jeanne expects to be back on full time in the near future.

Raymond McGowen, Commercial Sales, was in Lake Charles Memorial Hospital for some time, but he is now at home and doing much better.

—By Fay Denney



OPEN GIFTS. Mr. and Mrs. H. C. Davidson busily open gifts on his last working day before taking a month's vacation prior to his March 1 retirement. Mr. Davidson is an accountant in System Construction-Budget, Beaumont. He has been an employee of our Company for more than 39 years.

LOUISIANA STATION

LOUISIANA Station employees recently welcomed a new departmental clerk, **Donna S. Talley**. Donna is a graduate of Istrouma High School in Baton Rouge.

The gang at Louisiana Station welcomed back **Alfrieda Mitchell** from vacation. Alfrieda spent her vacation in the quite and peaceful surroundings of the country.

—By *Joyce Rachel*

Let's Read Our Mail

FROM JENNINGS:

On February 11 a car went out of control and crashed into one of our utility poles on Fourth Street in Jennings. The following letter was sent B. J. MacMaster, district superintendent, commending Jennings Gulf Staters for their fast work in restoring service.

Taking part in the work were: H. R. Johnson, general line foreman; O. A. Gann, line foreman; C. M. Heichelbeim, Louis Hormel, and W. L. Broussard, linemen, first class; Henry Jeanise and O. J. LeBlanc, servicemen, first class; Camile Miller, truckdriver; and Wayne Hay, helper.



TEMPORARY DAYTON OFFICE. Shown here is the temporary Gulf States office in Dayton while workers enlarge the permanent quarters. Our Company's permanent office is being nearly tripled in size and completion is due about the middle of July, according to C. R. Brinkley, superintendent, Liberty District.

Gentlemen:

Refer to the accident which occurred February 11, 1965, approximately 7:25 p.m. on Fourth Street, Jennings, Louisiana.

I want to commend the Gulf States Utilities Company's staff and service crew for the efficient manner and serv-

ice given to restore electric power to residents in the area.

It was noted that it only took two hours to repair damages which normally would require additional time to restore to normal operations. Thanks.

Sincerely,

Chris C. Johnson

Sympathy to:

Dan J. Goodman, line foreman, Lake Charles, on the death of his mother.

Leo Mathis, Lake Charles Line, on the death of his son, Robert.

H. E. Mortimer, assistant to the chairman of the board of directors, on the death of his wife, March 1. Mrs. Mortimer had been a chemistry teacher at Beaumont High School for 23 years.

W. A. Jones, serviceman, Navasota, on the death of his father, W. M. Jones of Tyler, Texas, February 22.

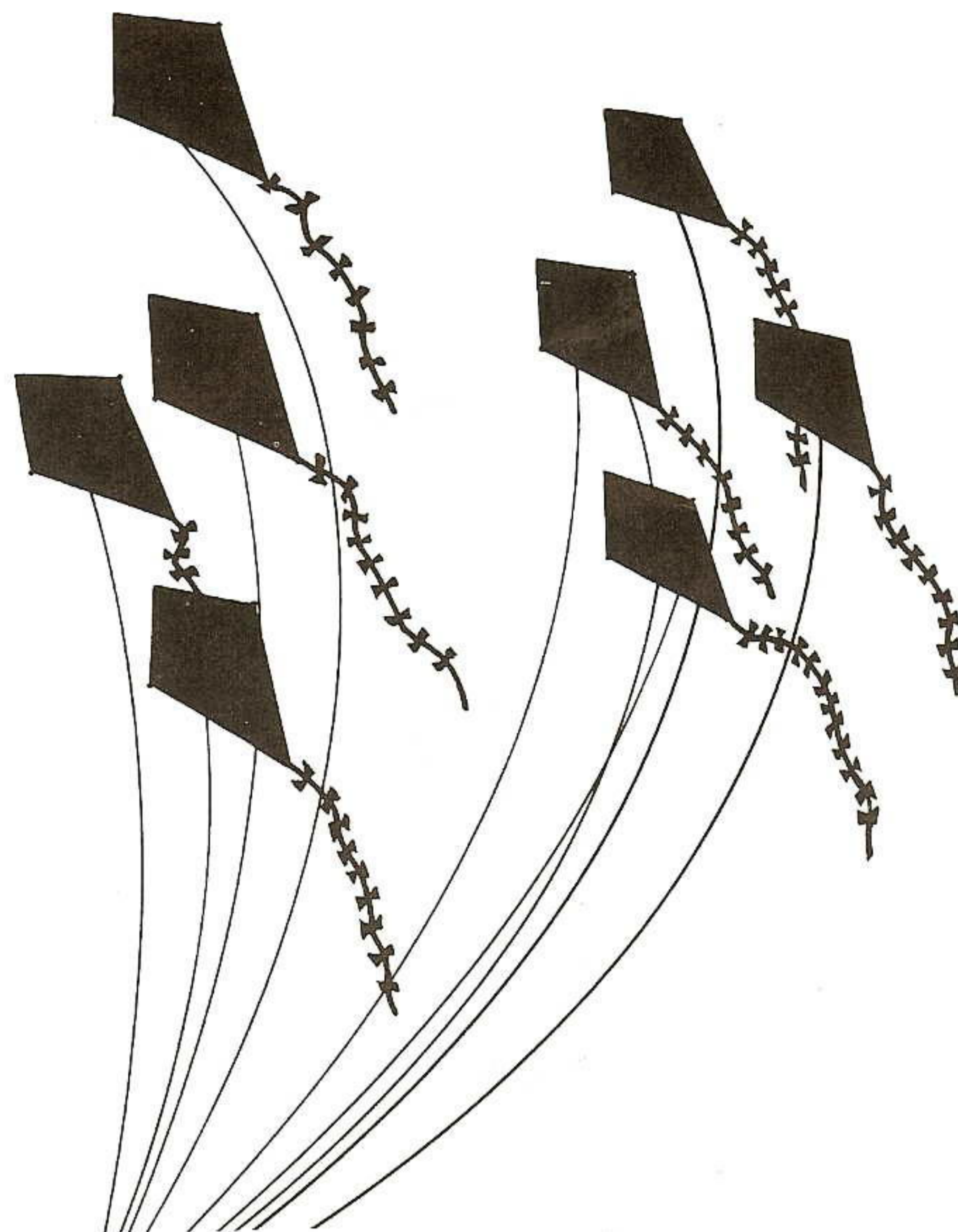
William A. White, station engineer, Riverside Station, Lake Charles, on the death of his father, R. B. White of Orange, on February 26.

Wanda Douglas, Personnel, Beaumont, on the death of her mother, Mrs. Tom A. Stevens, Jacksonville, Texas, March 11, following a lengthy illness.



HAPPY BIRTHDAY. Alan Hastings, right, retired vice president and assistant to Chairman Morrison was surprised with a cake on his 65th birthday. Coming by to have cake were: Dora Brockett, System Production; R. J. Robertson, production manager; Naomi Haynes, System Production; Gwen Thompson and June Carlisle, Executive; and M. A. Merchant, Records.

SAFE
SAFE
SAFE
SAFE
SAFE
-KITE



FLYING

LIGHT-WEIGHT wood should be used in the construction of kite frames. Nails or pins left exposed may cause injury to arms or hands.

STOUT, dry cord makes the best kite string. Wire or cord containing metal thread can cause a shock if it should come in contact with electric equipment or wires.

ALERT handling of a kite is needed to prevent being thrown off balance by a sudden gust of high wind. This can also cause burns as the cord slips through the hands.

IN raising or lowering a kite, the cord should always be kept compactly coiled so no one can trip over it.

SELECTING a good, level, open space is very important. The area should be given "the once over" before attempting to put the kite in

the air. Wires, poles, trees, large stones, ruts and ditches may cause injury.

STREETS, highways, railroad rights-of-way and other areas used by moving vehicles must be avoided.

ROOF tops or other elevated structures are unsafe for kite flying unless they are protected by an enclosure high enough to prevent a fall.

IT is better to lose a kite than a life. If a kite becomes lodged in wires or a high tree, no attempt should be made to get it down.

LIGHTNING is electricity and wet string a conductor so rainy or threatening weather is not the time for flying kites. (Ben Franklin was lucky he didn't get electrocuted during his experiment with the key.)

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YOUR PURCHASE OF EASTER SEALS HELP. Tiny Linda finds encouragement as skilled hands guide her through a part of her physical therapy program at an Easter Seal center. Occupational therapy, speech and hearing therapy and other professional services are frequently brought into the program to attain complete rehabilitation. The Easter Seal Campaign is the major means of support of the professional therapists and the medical services given in Easter Seal centers. Buy and use Easter Seals during the 1965 Campaign—March 1 to April 18.