

*Plain  
Talker*



GULF STATES  
UTILITIES COMPANY  
MAY, 1965





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### OUR COVER

**G**ENUINE courtesy in handling telephone calls require many attributes. Being pleasant, even during the most unpleasant situations, is a very necessary one. Here Cheryl Gilly, clerk in Lake Charles Customer Accounting, puts "a smile in her voice" as she deals with a customer over the telephone. On page 3 other Gulf Staters illustrate other important telephone manners.

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## THE PRICE OF SUCCESS

**I** OFTEN wonder what it is that brings one man success in life, and what it is that brings mediocrity or failure to his brother. The difference can't be in mental capacity; there is not the difference in our mentalities indicated by the difference in performance. In short, I have reached the conclusion that some men succeed because they cheerfully pay the price of success, and others, tho they may claim ambition and a desire to succeed, are unwilling to pay that price.

### AND THE PRICE IS

To use all your courage to force yourself to concentrate on the problem in hand, to think of it deeply and constantly, to study from all angles, and to plan:

To have a high and sustained determination to put over what you plan to accomplish, not if circumstances be favorable to its accomplishment, but in spite of all adverse circumstances which may arise—and nothing worthwhile has ever been accomplished without some obstacles having been overcome;

To refuse to believe that there are any circumstances sufficiently strong to defeat you in the accomplishment of your purpose.

Hard? I should say so. That's why so many men never attempt to acquire success, answer the siren call of the rut and remain on the beaten paths that are for beaten men. Nothing worthwhile has ever been achieved without constant endeavor, some pain and constant application of the lash of ambition.

That's the price of success as I see it. And I believe every man should ask himself: Am I willing to endure the pain of this struggle for the comforts and the rewards and the glory that go with achievement? Or shall I accept the uneasy and inadequate contentment that comes with mediocrity? Am I willing to pay the Price of Success?

**And the Time to Begin to Pay is Now**

Alexander Hamilton Institute  
235 East 42nd Street, New York, N. Y. 10017





**NEW DIRECTOR ELECTED.** Our Company's shareholders elected M. J. Rathbone, right, until recently chairman of the board and chief executive officer of the Standard Oil Company of New Jersey, to our board of directors during the annual shareholders meeting May 12. President Richard and Chairman Morrison talk to Mr. Rathbone following the meeting.

## Shareholders Approve 2-for-1 Stock Split; Elect New Director at Annual Meeting

**S**HAREHOLDERS of our Company authorized a 2-for-1 common stock split at the annual shareholders meeting, May 12, in the General Office Building in Beaumont. More than 250 Beaumont area shareholders attended.

M. J. Rathbone, until recently chairman of the board and chief executive officer of the Standard Oil Company of New Jersey, was elected to our board of directors.

The stock split was effected by filing an amendment of the Company's article of incorporation with the Texas secretary of state on May 27. This increased the presently authorized 20 million shares of common stock, without par value, to 40 million shares. The stock split should broaden the market for the common stock and result in a wider distribution and an increased number of shareholders.

The Company now has 10,373,664 common shares outstanding and will have 20,747,328 shares outstanding after the split. Certificates for the additional shares will be mailed shortly after June 18 to holders of common stock of record at the close of business May 27.

Issuance of the additional shares has been approved by the Federal Power Commission.

**M**R. RATHBONE retired March 1 as board chairman of Standard Oil Company after devoting his entire petroleum industry career to Standard Oil of New Jersey and its affiliates.

A native of Parkersburg, West Virginia, Mr. Rathbone received his degree in chemical engineering from Lehigh University. He began his career as a chemical engineer at the Baton Rouge refinery of Standard Oil Company of Louisiana in 1921. Through successive promotions he became president of the Louisiana company, now a part of Humble Oil and Refining Company. From Baton Rouge he went to Standard Oil's New York offices and advanced through a series of executive positions, and finally became president of Jersey Standard, January 1, 1954. In 1960, he was named chief executive officer and chairman of the executive committee and on April 1, 1963, was named chairman of the board while continuing as chief executive officer.

Mr. Rathbone serves on the boards of American Telephone and Telegraph Company, Morgan Guaranty Trust Company, Prudential Insurance Company, Bethlehem Steel Corporation and the Louis-

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(Continued from page 2)

iana National Bank of Baton Rouge.

Mr. and Mrs. Rathbone now reside in Summit, New Jersey, but he has always maintained very close contact with Baton Rouge, where they have a residence. They expect to make their permanent home in Baton Rouge as soon as his varied national commitments permit.

In other action at the meeting, the shareholders re-elected the following directors to serve for the ensuing year: Chairman Morrison, B. D. Orgain, President Richard, L. M. Welch and E. A. Werner of Beaumont; F. F. Johnson and Harrell R. Smith of Lake Charles; Charles P. Manship, Jr., F. R. Smith and R. O. Wheeler of Baton Rouge; Fred V. Wilson of Port Arthur; and Edwin W. Hiam of Boston, Massachusetts.

**O**UR Company's financial progress during the past year was reported on by President Richard. He said that in March of this year, the quarterly common stock dividend was raised to 35 cents a share, which is equivalent to \$1.40 on an annual basis, and that the directors have already announced their intention to declare a quarterly dividend of 18 cents a share on the split shares, payable this next September. This is equivalent to \$1.44 a share on an annual basis on the old shares.

Mr. Richard said that revenues were five per cent higher in 1964 and amounted to almost \$117 million. Taxes continued to be the largest single cost of doing business and accounted for almost 23 cents

out of every dollar of revenues received from our customers.

**M**R. MORRISON briefly discussed the Company's plans for the future and pointed out that during the five years, 1965-1969, we plan to spend \$265 million on new facilities. Included in that amount is \$49½ million for this year. These expenditures are necessary in order that we may stay abreast of the increasing demand for more electricity from the more than one million people who now live in the area served.

He said that our Company constantly keeps in touch with the latest developments in electric generation and, for the past eight years, has taken an active part in the research of adapting atomic energy as a fuel for generating electricity. During this eight-year-period, we spent \$1,200,000 on this research and are committed to spend an additional \$760,000 over the next five years. Our Company is a member of three different groups of non-government electric utilities engaged in atomic energy research.

In addition, the shareholders approved the designation by the company's board of directors of Lybrand, Ross Bros. & Montgomery as the firm of independent public accountants to audit the accounts for 1965.

Attending the Beaumont meeting as special guests were 15 business students and their teacher from Forest Park High School in Beaumont. An informational meeting was held in Baton Rouge for shareholders in that area on May 19.



**DISCUSSES FUTURE GROWTH.** Some 250 shareholders from the Beaumont area heard Chairman Morrison discuss Company plans for the future. Mr. Morrison pointed

out that during the next five years we plan to spend \$265 million on new facilities. This includes \$49½ million earmarked for use this year.





## Good 'Phone Manners Win Friends

**KNOW YOUR TELEPHONE EQUIPMENT.** We have good systems for handling telephone calls, but how we impress our callers depends on our attitudes and our use of the equipment. Lucina "Tookie" Guidry, clerk in the Lafayette office, explains to H. T. Buckalew, district accounting supervisor, how the recently installed PBX Touchspeed console speeds incoming calls.

**T**ODAY many of our customers transact their business with us over the telephone. This may be their only contact with Gulf Staters—and the reception they get often determines their opinion of our Company. To them the person answering their call is the Company.

Because of this, courtesy and efficiency in handling their telephone calls is vital in building cordial public relations.

In fact, one could almost say that the telephone is a public relations tool and that the Gulf Staters who use them are public relations men and women.

*(Continued on next page)*



(Continued from page 3)

We should be well aware that satisfactory public relations is the number one factor in our success as a Company and as individuals.

Every telephone call from a customer is a challenge for us to make a pleasing impression. Every telephone contact with the Company is a challenge to keep our operations efficient and build better employee relations.

We have a streamlined system for handling

telephone calls in our Company, but the success or failure of our efforts in this regard really depends upon the attitudes and performance of the Gulf Staters who talk on the telephone—to customers or to other employees.

A “smile in the voice” is fully as important as efficiency, and genuine interest “shows through” when we talk over the telephone, just as it does when we talk face to face.

These are the “plus factors” that help insure success. But they don’t do the whole job. We have



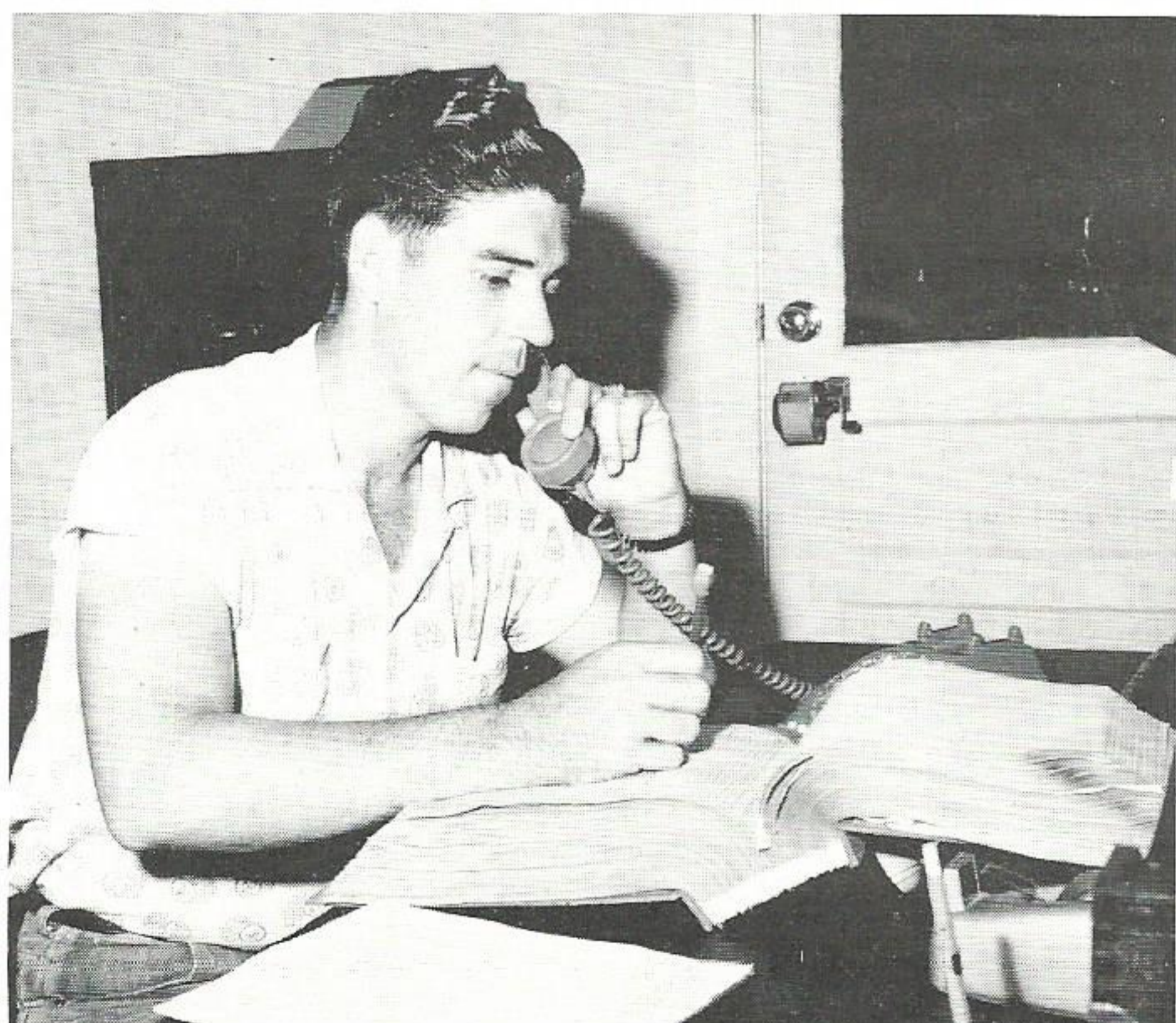
**HAVE INFORMATION.** Mary Ann Powers, customer application clerk, Baton Rouge, makes sure she has systematically-filed information at her fingertips for quick references as she takes a call.



**LISTEN ATTENTIVELY.** J. L. Poole, Port Arthur T&D, pays close attention to a call to be sure he gets all necessary information correct before he makes any changes on the Port Arthur dispatching board.

**TIME SAVING.** Leo Adams, storekeeper, Conroe T&D, finds that he must have on hand all information that might be required during a telephone conversation. This will save time both for him and the person he is calling.

**BE PATIENT.** Norma Moody, clerk at the service desk on the Beaumont salesfloor, waits patiently as she calls for needed information from Service Application for a new customer.





to observe many other "musts" in telephone techniques to attain our objectives.

These include answering promptly, having all necessary information at fingertips, taking notes when required, identifying ourselves properly, listening attentively without interrupting, speaking distinctly, letting the other fellow hang up first, and remembering the importance of "thank you" and "please."

Telephone courtesy can be fun and a challenge. By establishing a good relationship with our call-

ers, we can make them friends. People with grievances, whether real or imagine, can't stay angry if we express our concern and a willingness to help.

By our telephone personality, we show that our Company is made up of friendly people—and is a good place to do business.

Since our callers can't see us, can't see our smiles or facial expressions, let's put the smile in our voices and attitudes. Every Gulf Stater is on our public relations staff!



**TAKE NOTES.** Lillian Hansen, clerk in the Baton Rouge Gas Department, makes sure a customer's name and address are correct as she takes a service call. She is especially careful to spell the name right and learns to pronounce it correctly. Speak distinctly, and remember your voice is carried most clearly when you speak directly into the mouth piece with your lips close to it. Shouting distorts voices—whispering or mumbling hides your words. Your natural tone is best.

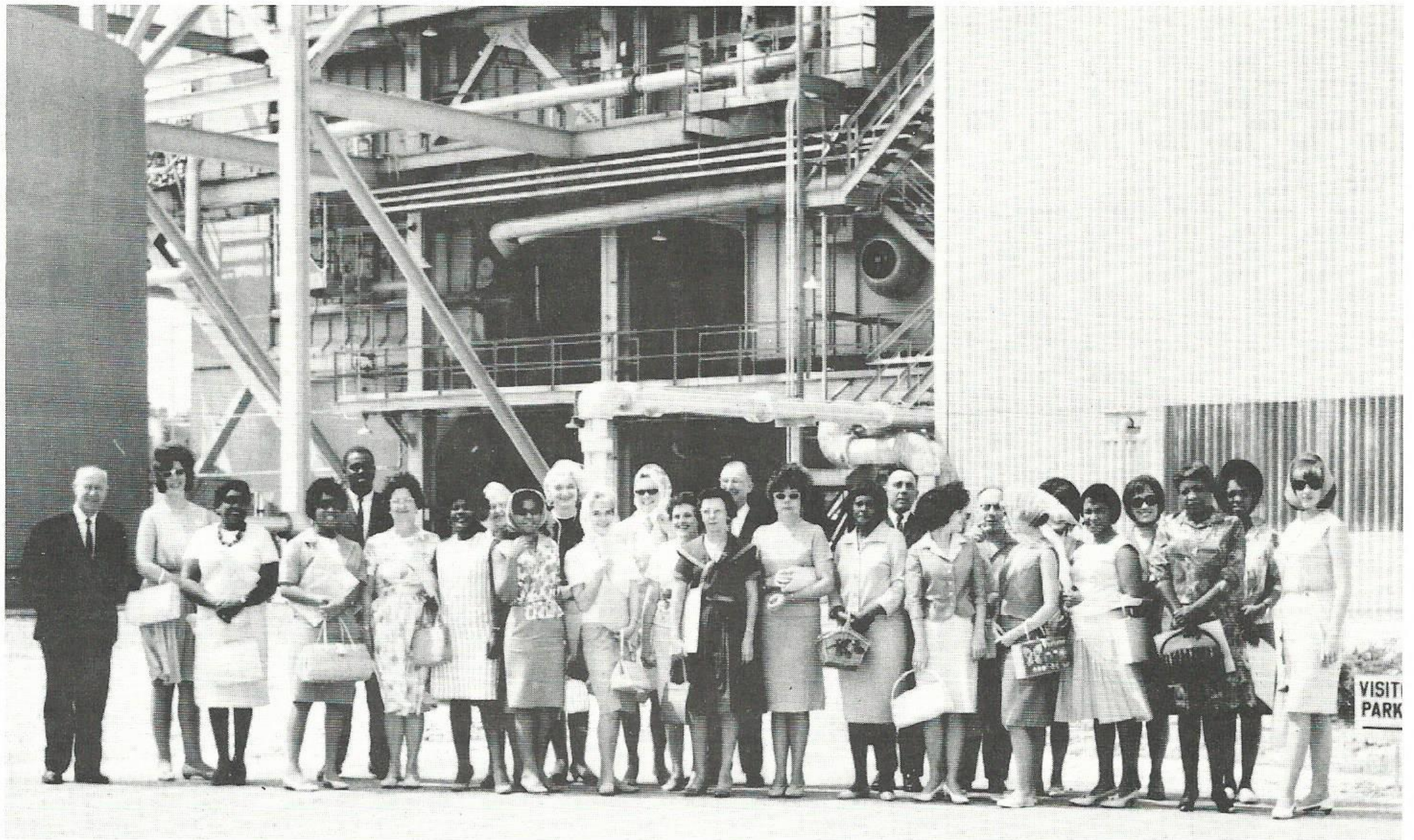


**PROMPT ACTION.** When a customer calls, Bob Leak, senior engineering assistant, Huntsville, T&D, keeps a customer pleased as he courteously and speedily relays a trouble call by radio to a serviceman.

**MAKES SMILE FELT.** Aubrey Sprawls, industrial engineer, Beaumont, makes sure that he has a "smile in his voice" by smiling while he takes a call from an industrial customer.







**TEACHERS ON TOUR.** This group of Port Arthur teachers got a close look at our Company as they tour Company facilities in the Port Arthur area and Sabine Power Station at Bridge City on Business-Education Day May 5.

Every two years the teachers are given an opportunity by Port Arthur businesses to learn of opportunities offered to well-trained students and to discuss their education problems with the businessmen.

## B-E Day Promotes Better Understanding Between Businessmen and Educators

**T**WENTY-FIVE Port Arthur school teachers saw electricity in the making May 5 as our Company once again participated in that city's observance of Business-Education Day.

Wide eyes and keen interest were the rule rather than the exception when the school bus wheeled into sight of our newest generating installation, Sabine Power Station at nearby Bridge City. After a brief rundown of how a power station produces electricity by Henry Kluttz, engineer, Sabine, the teachers struck out through the station in small groups to see for themselves.

The tour, conducted by J. Kirby

Jones, sales superintendent, Port Arthur Division, moved next to Port Arthur's Driftwood Motel where the teachers had lunch and compared notes with fellow teachers on similar tours with other companies.

Final stop of the day was at the Port Arthur Service Center, where the educators got a good look at operating procedures and equipment. One of the highlights was the dispatcher's room where teachers tried to spot their homes on giant service maps adorning the walls.

The Business-Education Program is designed to bring business and education leaders closer together in an

atmosphere conducive to understanding each other's problems. It's intended to be a means of dispelling many misconceptions about the American business system and at the same time give business an opportunity to become better acquainted with local educators and to appreciate and understand their professional problems.

The teachers also learned of the opportunities offered to well-trained students by Port Arthur area industries. The Port Arthur Chamber of Commerce sponsors Business-Education Day annually.

Becky Jones and Cynthia Williams, home service advisors, Port Arthur, were hostesses for the tour.

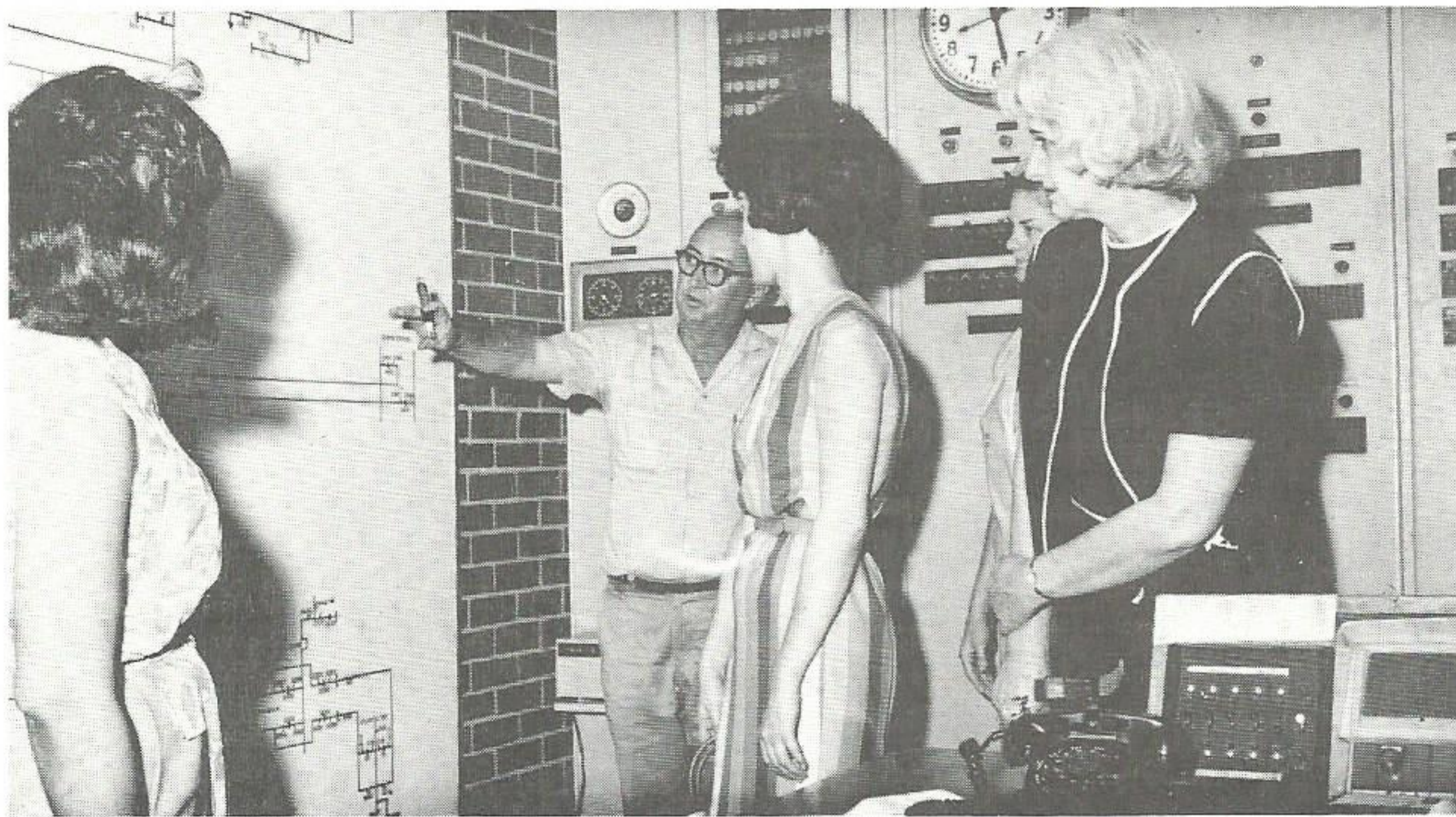




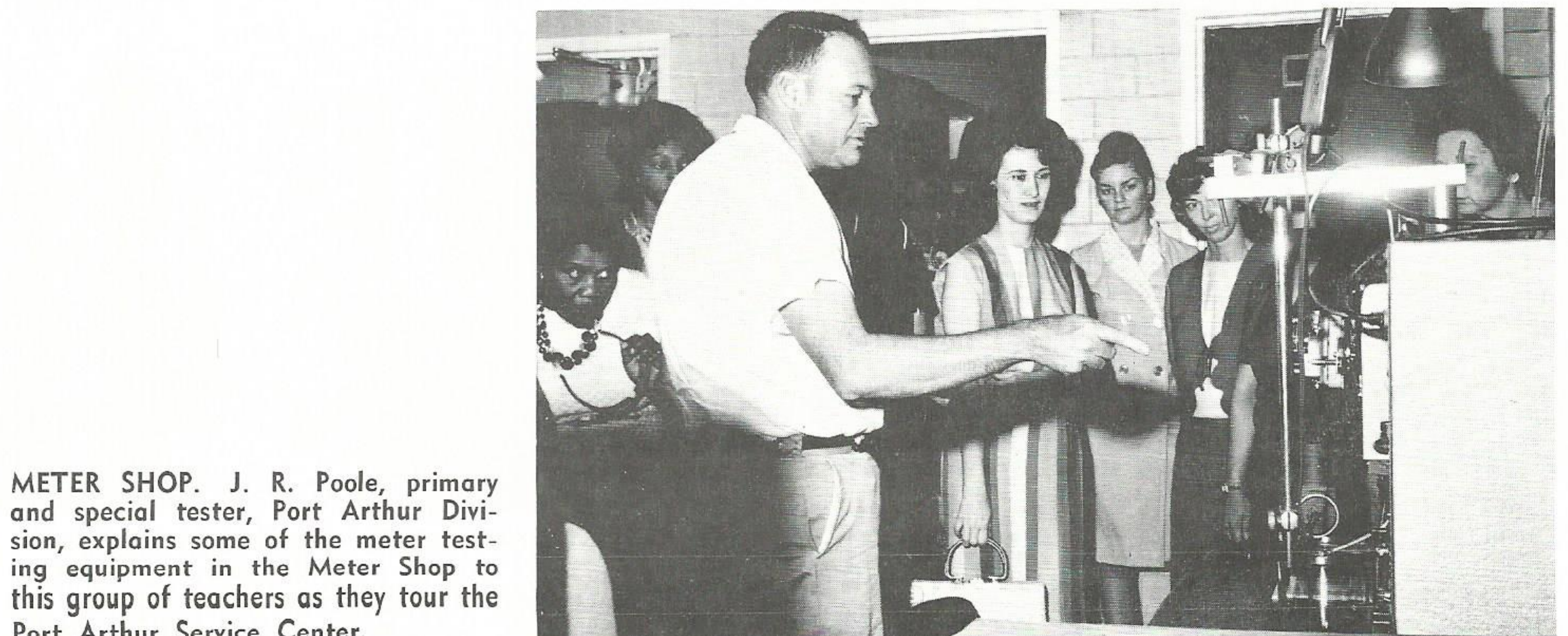
**TOUR SABINE.** Lee Hammack, engineer in System Production, Beaumont, answers question from some of the teachers about the control room at Sabine Station.



**TOUR HOST.** J. Kirby Jones, sales superintendent for Port Arthur Division, was our Company's host to the 25 teachers who toured our facilities. Becky Jones and Cynthia Williams, home service advisors, Port Arthur Division, were hostesses for the tour.



**PORT ARTHUR DISPATCHING.** D. C. Johnson, dispatcher, Port Arthur Division, explains the role the detailed dispatching board plays in providing our customers with dependable service.



**METER SHOP.** J. R. Poole, primary and special tester, Port Arthur Division, explains some of the meter testing equipment in the Meter Shop to this group of teachers as they tour the Port Arthur Service Center.



# Madisonville's Medallion-Rated Homes

**I**F practicing what you preach makes believers, Madisonville's 2,000 citizens are probably well aware of the merits of total electric or Gold Medallion living.

They've seen the handful of employees stationed in their town practice what our Company's Gold Medallion advertising has been preaching for years. Four of Madisonville's seven GSU'ers dwell in the total electric residences. And a fifth is only inches away with a new Bronze Medallion home.

There's a reason, reminds W. P. Carroll, Madisonville district superintendent.

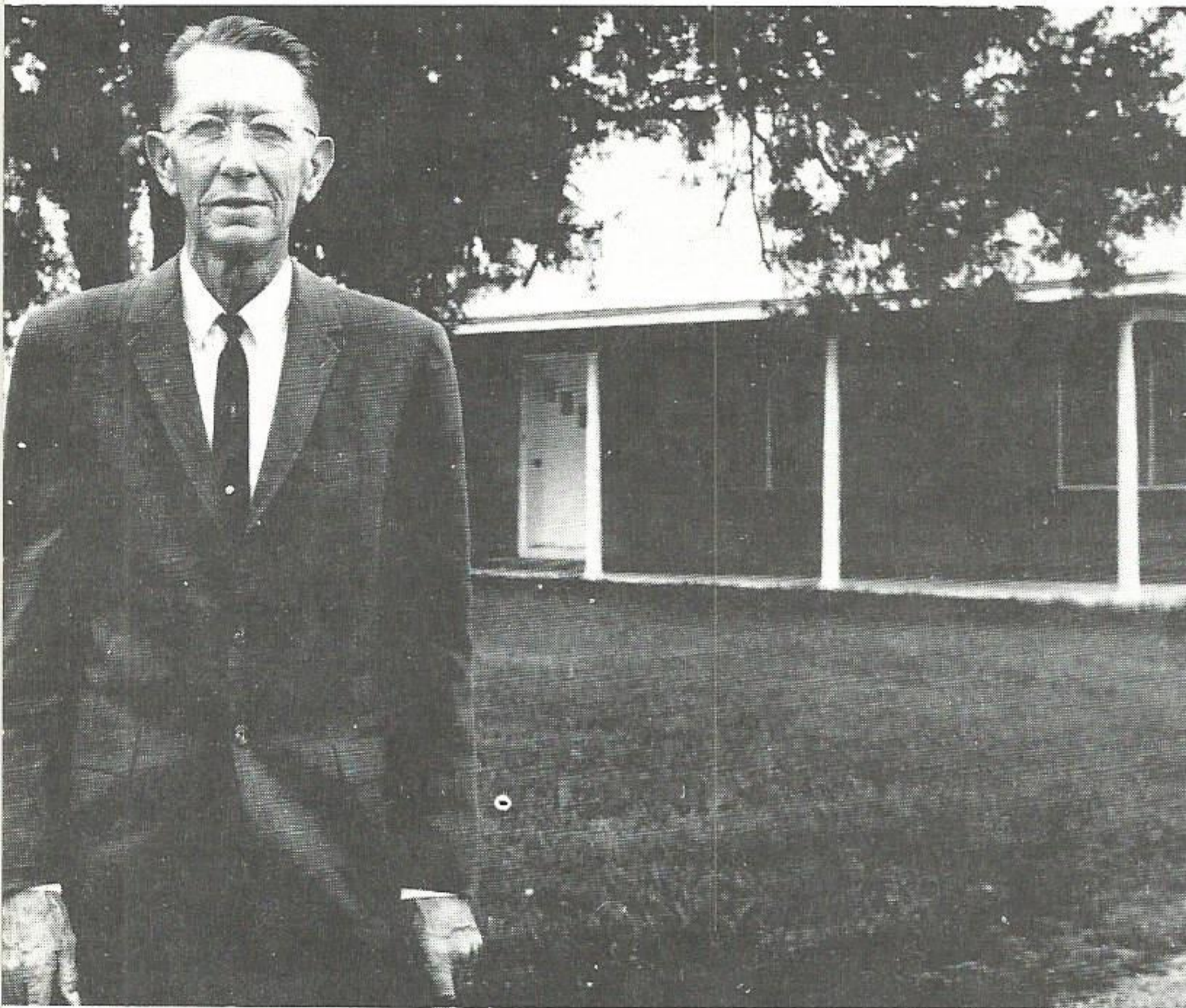
"When a house bears the Gold Medallion symbol, the home buyer can be sure that the home is adequately wired for today's appliances and electrical living conveniences and has at least four major electric appliances," he says. "We think the Gold Medallion home is especially suitable for Company employees because business commitments may require a family to relocate.

"If that's the case, you can bet that the employee with a Gold Medallion residence isn't going to have a difficult time selling. Home builders and real estate agents advise you to buy a home that will stay modern for a number of years and the total electric home fills the bill."

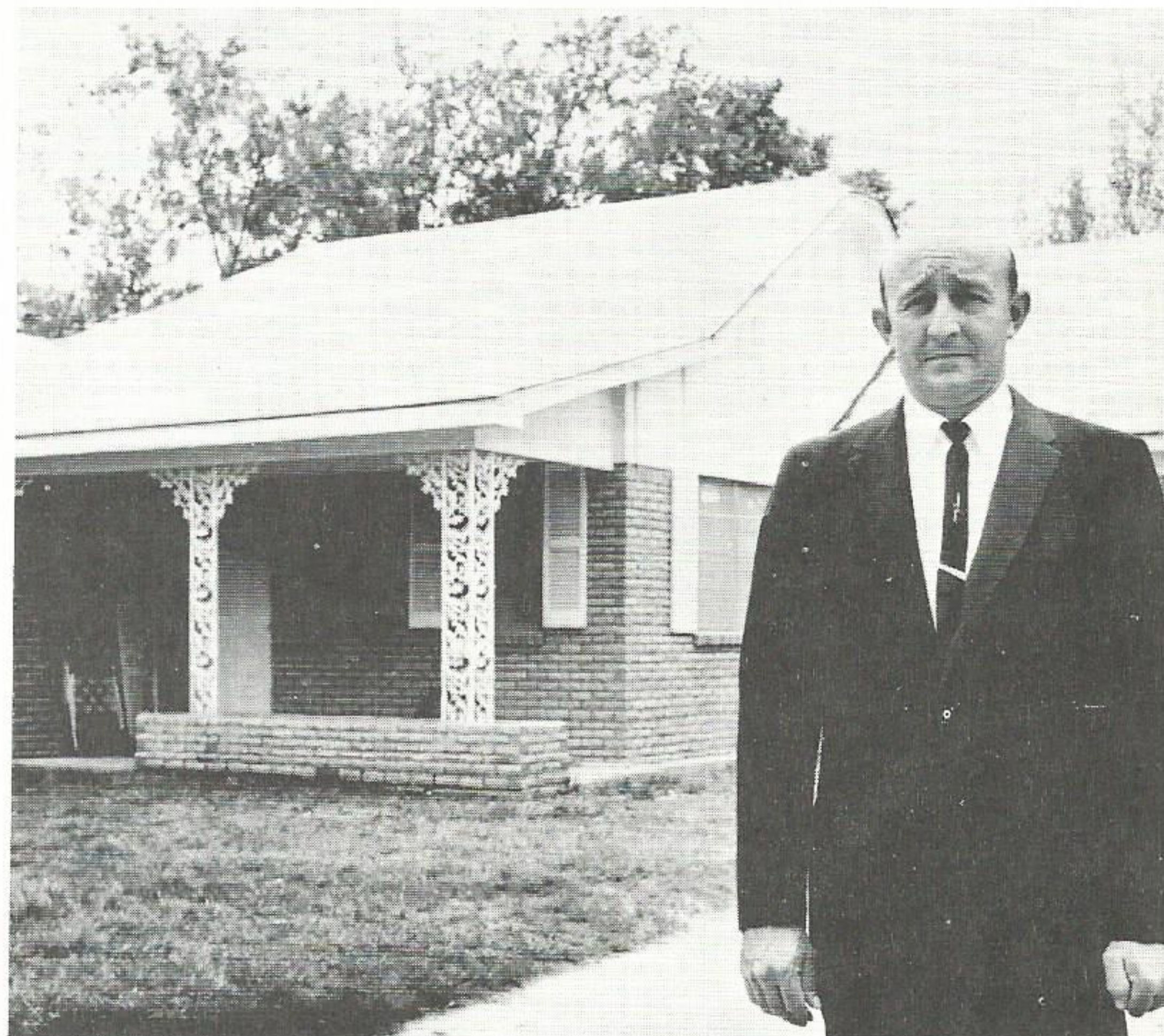
Madisonville's resident GSU'ers owning Gold Medallions are Mr. Carroll; Virgil Foster, residential sales representative; Robert Junot, serviceman first class; and Dalton Whitmire, meter reader. John L. Barrett, serviceman first class, has a Bronze Medallion residence.

The Carrolls' home is a retreat from even the small town life of Madisonville, being located out of the city limits and nestled in the midst of several sprawling shade trees. And the Carroll country residence is complete with room for cattle. The home is surrounded by 37 acres that belong to him.

The home itself, measuring 2,118 square feet of floor space, features a four-ton heat pump.



**QUIET COUNTRY LIVING.** W. P. Carroll, district superintendent, poses in front of his well-shaded, all-electric home on the outskirts of Madisonville. While the Carrolls enjoy country living, he is close enough to our Company's local office to be on the scene in minutes if needed.



**REMODELED JUNOT HOME.** Robert Junot, serviceman first class, shows off his recently-remodeled residence in the central part of Madisonville. Living comfort the total-electric route was included in modernization plans.



The Fosters' home, set off by a handsome yard light mounted atop an old ox yoke, is a sizeable brick residence with a winding driveway. Its beauty is enhanced by its setting—on a slight hill overlooking a lake. The 1,400 square feet of living area is heated and cooled electrically by a three-ton heat pump.

The Whitmires' residence has the real western ranch effect. Like Mr. Carroll, Dalton chose to build outside of Madisonville and his 115 acre—"spread" is complete with large barns and stock. But thanks to his Gold Medallion, the Whitmires have all the living conveniences of the most equipped city home. The 1,820 square feet of floor space is heated by resistance heating and cooled by window units.

The Junots remodeled their home, located in the residential section of Madisonville, and every aspect of living better electrically was included in the plans. Set off by gleaming white ornamental ironwork in front, the Junot home now features 1,800 square feet of floor space. A five-ton heat pump keeps the temperature at a comfortable year-around mark.

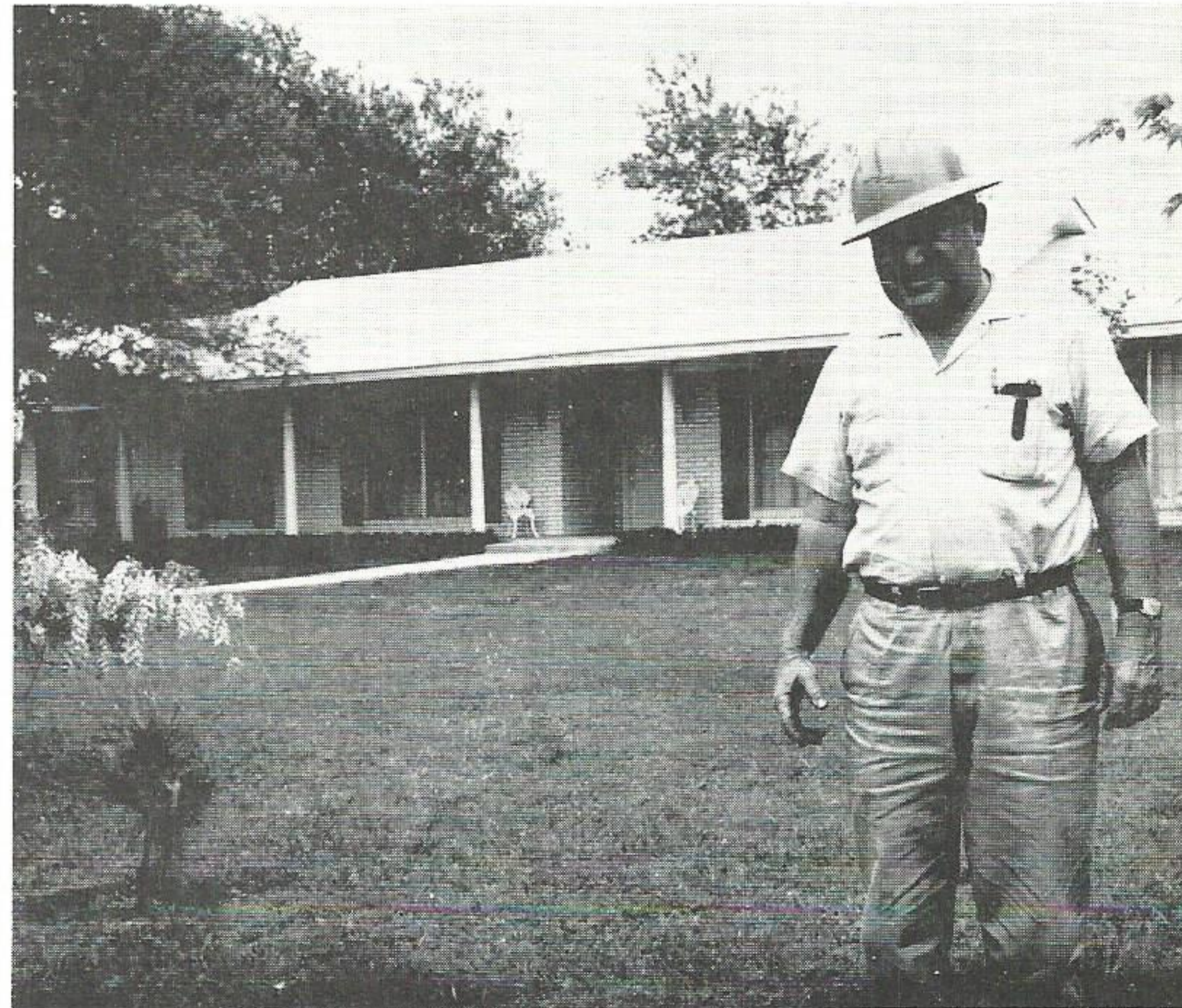
The Barretts' home, truly one of the city's most picturesque, is of white brick and sits only a stone's throw from where he was born. A deep green yard and plentiful shade trees lend to the attractiveness of the home. The 1,800 square feet of floor space is air-conditioned by a three-ton air conditioner.



**SUBDIVISION LIVING IN STYLE.** Virgil Foster, residential sales representative, shows off his new Gold Medallion home located in an attractive subdivision in north Madisonville. The ox yoke yard light, to the immediate left of Mr. Foster, is quite a conversation piece.

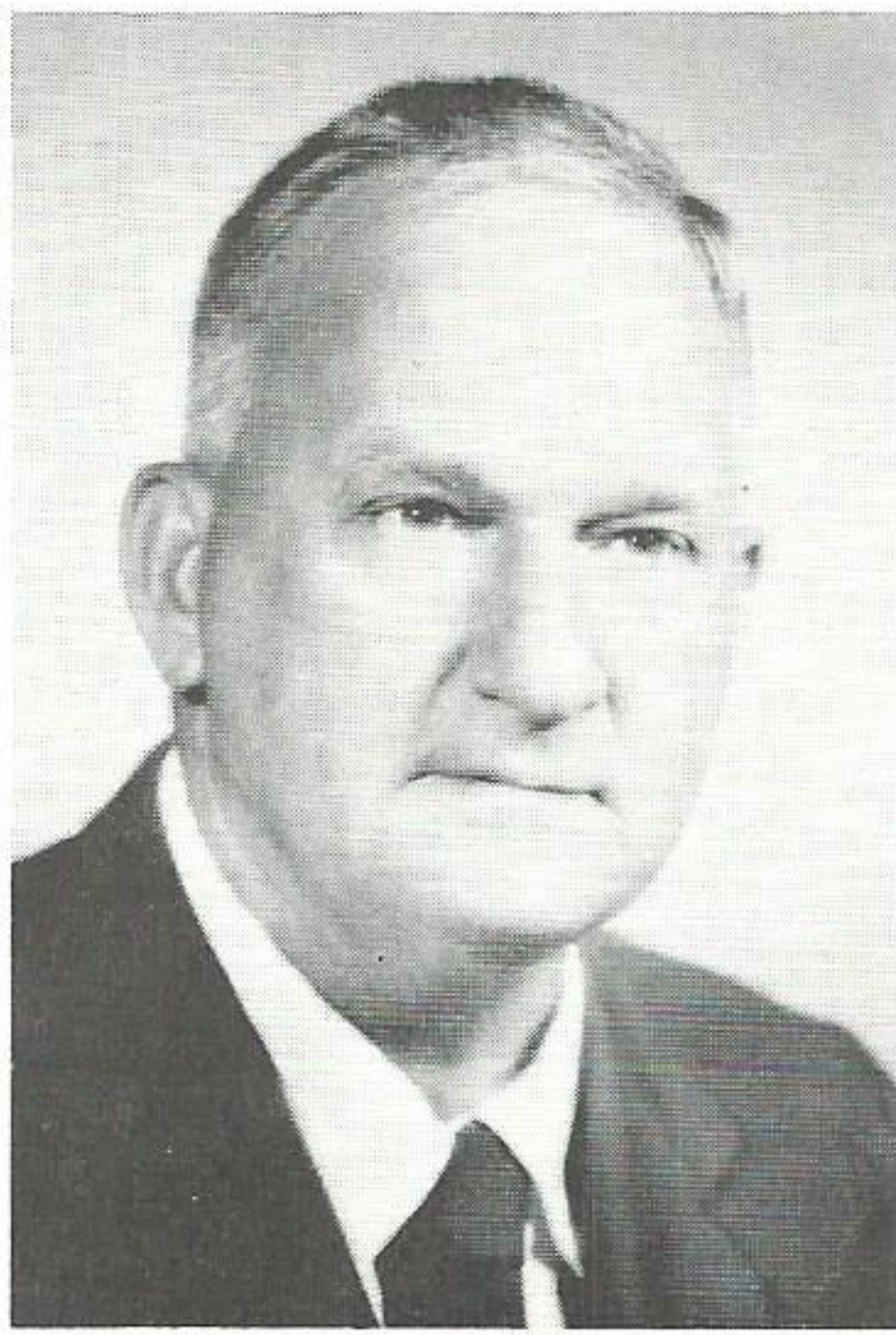


**RANCH STYLE.** The Dalton Whitmire residence, he's a meter reader, is situated atop a hill in the country north of Madisonville and is surrounded by many acres and considerable stock. Adding to the ranch effect are cattle barns and outbuildings.



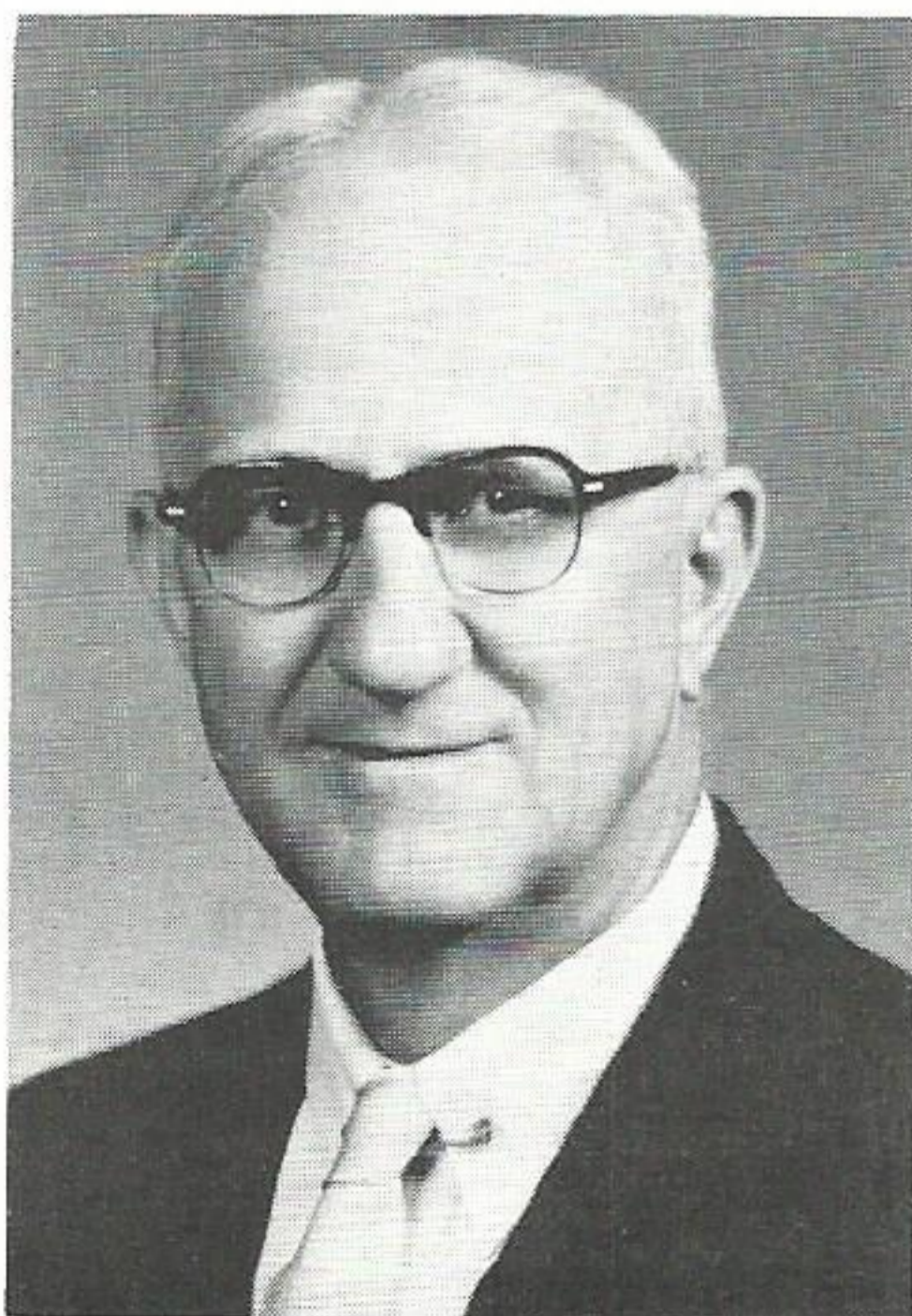
**PICTURE OF RESIDENTIAL ELEGANCE.** John L. Barrett, serviceman first class, poses in front of his beautiful new home in east Madisonville. Further enhancing the beauty of this residence is the tree studded, green St. Augustine lawn.





J. B. Coltharp

## New Positions Announced for J. B. Coltharp, N. C. Spencer



N. C. Spencer

**J. B. COLTHARP**, formerly system engineering manager, and **N. C. Spencer**, formerly superintendent of electrical and civil engineering, were moved to new positions on April 16.

Mr. Coltharp has assumed responsibilities of consulting engineer while Mr. Spencer has been named director of system engineering.

Mr. Coltharp, who joined our Company in 1927, now has major responsibilities in connection with large investment projects, intercompany liaison and other representative positions both in and outside the Company. One of his first assignments was to take charge of the multi-million dollar extra high voltage (500,000 kilowatt) line project under way in Louisiana.

Mr. Coltharp will also coordinate the joint Toledo Bend Dam project with Louisiana Power and Light Company and Central Louisiana Electric Company. The three companies have contracted to buy the power created by the hydro-electric plant and our Company has been designated to control the expected 80,000 kilowatts of power.

In addition, Mr. Coltharp will serve as engineering consultant to the executive department, department heads, division managers and all engineering personnel and will negotiate with other utilities in matters pertaining to interconnections, power flows, losses and other projects.

Mr. Spencer, an employee since 1926, will be responsible for maintaining engineering output through projected organizational changes.

Upon completion of these changes, Mr. Spencer will direct activities of building design, design engineering, project engineers, right-of-way and standards.



Norman Lee

## Lee Named Lake Charles Operating Superintendent

**NORMAN LEE**, formerly operating supervisor for the Lake Charles Division, was promoted to division operating superintendent, on May 1 replacing Forrest Merrill who retired that date.

Norman joined our Company on January 3, 1949, in Beaumont as a distribution engineer. In Beaumont, he served as assistant general substation foreman for the Beaumont Division and a project engineer in System Engineering. He was transferred to Lake Charles in 1958 as division engineer.

A native of Grayson, Louisiana, he attended LSU and was graduated from California Institute of Technology in 1947 with a BS in electrical engineering. Upon graduation he was employed by Allis Chalmers until joining our Company.

Norman served two tours of duty with the U. S. Navy during World War II and the Korean Conflict.



He is an active worker in Lake Charles Boy Scout affairs and is presently vice chairman of the Lakeside District, BSA. He is a member of the Kiwanis Club of Lake Charles, the Association of Commerce, the Institute of Electric and Electronic Engineers, University Methodist Church and is a registered professional engineer in the state of Texas. He attended the public utility executive course at Georgia Institute of Technology in Atlanta in 1964.

He is married to the former Nell Ray of Beaumont. They have two children, Rebecca, 10, a student at Dolby School and Norman, Jr., 12, a student at Forest K. White Junior High.

## Shaw Named Baton Rouge Sales Superintendent

**VIRGIL M. SHAW**, formerly supervisor of industrial and commercial sales, Port Arthur Division, has been promoted and transferred to Baton Rouge Division as superintendent of sales. The change was effective May 1.

Virgil has been supervisor of industrial and commercial sales in Port Arthur since 1961. He went to Port Arthur as an industrial engineer in 1955. He joined Gulf States in 1949 as an engineer in Beaumont. He has also been an industrial engineer in Beaumont and Navasota Divisions.

A native of Mexia, Texas, he was graduated from Texas A&M with a degree in mechanical engineering. He attended the Public Utility Executive Program at the University of Michigan at Ann Arbor in 1964.

Virgil has long been an active member of Port Arthur and Groves civic organizations. He is a past member of the advisory board of the Salvation Army, and served on the budget committee for the Port Arthur United



V. M. Shaw

Community Services for 1963 and 1964. He is presently a trustee of the United Community Services. He is a past president of the Port Arthur Junior Chamber of Commerce and was awarded the Jaycee's distinguished service award in 1957.

He is a member of the Groves Chamber of Commerce, chairman of Pleasure Island division of the Port Arthur Chamber of Commerce, a director of the Port Arthur Chamber of Commerce and a member of the board of directors of the Cav-OIL-Cade.

He was also vice chairman of the planning and zoning commission, City of Groves, building chairman and a past president of the YMCA.

He is registered professional engineer in both electrical and mechanical engineering in the state of Texas.

Virgil and his wife, Anne, have five children, Brian, Mark, Ruth Ann, Scott and Burt.

## Tenholder Moved To Port Arthur

**FRED H. TENHOLDER**, a commercial sales representative in the Beaumont Division, was promoted and transferred to the Port Arthur Division as supervisor of residential sales on April 16.

Fred joined our Company in Beaumont in 1938 as a stores clerk. After serving in several accounting positions he was transferred to Sales as a commercial sales representative in 1949.

Active in Beaumont and North Jefferson County civic affairs, he has served as: the 1960 chairman of the South Texas State Fair and has been on the Fair committee for ten years; the 1963 president of the Young Men's Business League, of which he has been a director for five years; a director of the Beaumont Chamber of Commerce for four years; a director for ten years and the 1959 chairman of the Jefferson County Chapter of the National Foundation; and a director for two years of Service Unlimited.

He is a past director of the Camp Fire Girls and a past director of the Oaks Country Club.

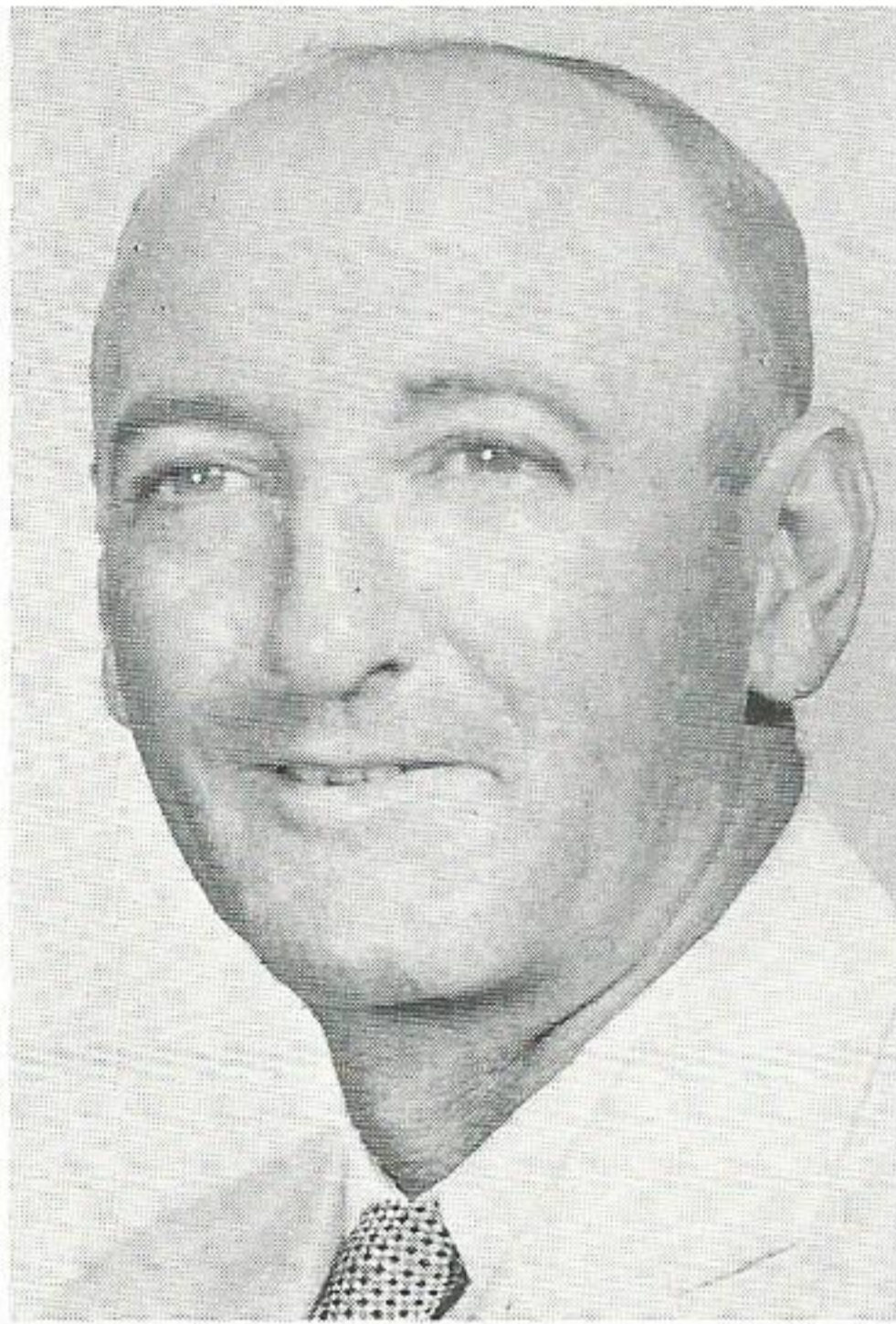
He and his wife, Elaine, have two children, Mary Elaine, who will graduate in June from Lamar Tech, and a son, George, a junior at Forest Park High School. They are members of St. Anne's Catholic Church.

A native of Beaumont, Fred is a graduate of St. Anthony's High School and attended St. Mary's University. During World War II he served three years with the U. S. Army in the South Pacific.



F. H. Tenholder





L. H. Ernst

## Ernst Made Lafayette General Line Foreman

**L**eonard H. Ernst, a line foreman in Lake Charles T&D, was promoted and transferred to Lafayette as general line foreman on May 16. He succeeds Elmer Sudderth who retired May 1.

Mr. Ernst joined our Company as a groundman in Lake Charles in 1936. He became a truck driver a year later and was transferred to the substation crew in 1938. He progressed to lineman first class in 1943 and serviceman first class in 1947.

He was promoted to substation foreman later that year and has been a line foreman since 1957.

A native of San Antonio, Mr. Ernst was graduated from San Marcos, Texas, Baptist Military Academy and attended Saint Edward's University in Austin, Texas, for two years. After a two-year stint in semipro baseball, he moved to Lake Charles in 1933.

He is married to the former Elaine Verret of Lake Charles

and they have seven children, Barbara, Cheryl, Debra, Marguerite, and Albert, who all live at home.

Other children are Leonard, Jr., a student at McNeese State College, and Mrs. Elizabeth Arceneaux of Fort Walton Beach, Fla.

## Ledbetter Promoted To Lake Charles Garage Foreman

**W**ILMER LEDBETTER, formerly a mechanic first class, was promoted, May 1, to garage foreman in the Lake Charles garage. He succeeds D. A. Spell who retired May 1.

He joined our Company as a mechanic's helper in 1946. He has been a first class since 1950.

A native of McMinnville, Tennessee, Wilmer came to Louisiana in 1941 while serving a 4½ year tour with the U. S. Army. He attended Southwestern Trade School and studied auto mechanics while in the Army. Upon his discharge he attended Sowell Tech and received a certificate in auto mechanics.

He is married to the former Georgia Daniels of Roanoke, Louisiana. They have two children, Monty, a senior at Northwestern State College, and Mrs. Kay Moore of Lake Charles. Monty, who has been active in track and football at Northwestern, is now considering a pro football career. Kay is the wife of Patrick Moore, Lake Charles T&D.

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State law requires inspection of cars annually. Your heart is not a machine—and you can't trade it in for a new one. A regular physical examination by your doctor is your best protection, your Heart Association advises.



George Irvin

## Irvin Named Assistant Stores Supervisor

**G**EORGE L. IRVIN, III, formerly a junior accountant in General Accounting, Beaumont, has been promoted to assistant supervisor of stores and stores accounting. The promotion was effective May 1.

George has been an employee of our Company since 1957. He has served in various accounting positions in Billing, Customer Accounting, General Accounting and Purchasing Departments.

A native of Beaumont, George is a graduate of Beaumont High School and is attending Lamar Tech. He served with the U. S. Army from 1954 to 1957 with a tour of duty in Germany.

He is a member of the Beaumont Mental Health Association, the Bayou Din Golf Club and a past member of the Sabine-Neches Purchasing Agents. He is a member of St. Marks Episcopal Church, where he is a youth director and a lay advisor to the Episcopal Young Churchmen.

He is married to the former Jo Ann Ruff of Beaumont and they have three children, George IV, 7, Julie, 5, and Melissa, 2.





F. F. Johnson



William Prejean

## June Retirements

F. F. Johnson  
Grace Fails  
William Prejean  
J. C. Morrison



Grace Fails

**F.** F. JOHNSON, manager and vice president for the Lake Charles Division, has been with our Company since 1927, when he was employed in Sales in Baton Rouge.

In 1929, he was transferred to Beaumont and served in various sales positions in Beaumont and Navasota. In Navasota he was superintendent of sales.

He was transferred to Lake Charles in 1942 as supervisor of customer services and, in 1943, was made superintendent of customer services. He was promoted to superintendent of residential sales in 1945 and was named superintendent of sales in 1947. He has been division manager and a vice president and director since 1963.

For his outstanding community work, Mr. Johnson was awarded the Lake Charles Civic Service Award by the Association of Commerce in 1962, the Outstanding Safety Man-of-the-Year award by the Calcasieu Area Safety Council in 1964, and the Silver Beaver Award, the highest award a Boy Scout council can bestow on a leader.

Mr. Johnson is a board member and officer of the YMCA and is chairman of the 1965 advanced gifts division of the development fund campaign. He is a member and past chairman of the board of the First Methodist Church, a past president of the Lake Charles Golf and Country Club, a member of the board of directors of the Association of Commerce, president of Calcasieu Area Safety Council, a director of the Lake Charles Pioneer Club and a director of the Better Business Bureau. He has served as chairman and president of the Calcasieu United Appeals and president and lieutenant governor of the Kiwanis Club.

A native of Hickory, Mississippi, Mr. Johnson attended LSU Law School.

**M**RS. GRACE FAILS has been with our Company since November 6, 1944, when she came to work as a distribution department clerk in Beaumont.

She was made a senior departmental clerk in Beaumont T&D in 1951. She is a native of Lexington, Texas, and attended the Taylor, Texas, Schools.

**W**ILLIAM PREJEAN has been maintenance supervisor at Riverside Station since 1958. He joined our Company on September 16, 1918, as an oiler at the old Lakeside Station in Port Arthur.

He was transferred to Neches Station in 1926 as a turbine operator and was made station engineer a year later. He has been in Lake Charles since 1947 when he was transferred to the newly acquired Riverside Station as an operating engineer.

A native of Mauriceville, Louisiana, Mr. Prejean is married to the former Eunice Doiron of Breaux Bridge, Louisiana. They have one daughter, Mrs. Charles H. Burgess of Beaumont. The Prejeans make their home at 324 Madison, Maplewood, Louisiana.

Mr. Prejean is a member of the Lake Charles Association of Commerce, a past member of the

*(Continued on next page)*



(Continued from page 13)

Lake Charles Industrial Management Club and the Catholic Church.

**J.** C. MORRISON joined our Company on December 31, 1923, as a truckdriver in Beaumont. He served in various line-man position in Beaumont and Sour Lake until made a gang foreman in 1926 and was transferred to Conroe.

He was made a sub-foreman in 1927 and later that year he was transferred back to Beaumont in the same position. He was named line foreman in Huntsville in 1928 and was later moved back to Beaumont as a line sub-foreman. He has been assistant to the general line foreman since 1963.



### THRIFT PLAN

**D**URING May the Trustee of the Employees Thrift Plan withdrew \$15,787.12 from the savings department of the first Security National Bank of Beaumont to be used in the purchase of stock.

In other transactions, the trustee purchased the following Company stock during May covering employee deductions and Company contributions through April:

- 1,302 shares of common stock at a total cost of \$70,282.44 or \$53.98, average cost per share,
- 59 shares of \$4.40 preferred stock at a total cost of \$5,722.00 or \$96.983, average cost per share.

These cost included brokerage and commission fees.



**WORK ON CLASP CAMPAIGN.** This group of Lamar Tech Exes are going over cards on the 1,100 Lamar Tech ex-students in the Beaumont area during a work session in the library of the First Security National Bank last month during the annual College Loyalty Alumni Support Program. Getting the cards in order are, standing: Grady Smith, assistant plant accountant, who was in charge of solicitation of all exes employed by our Company; Doug Miller, First Security National Bank; Jimmy Booker, engineer in System Production; director of the 1964 campaign and advisor for solicitation during the 1965 campaign; seated, Hadley Melo, Pan American Life; Bert Rogers, administrative assistant, Corporate and Finance Department, 1965 campaign director; Danny Sudduth, and Elvis Mason, First Security. There were 29 Beaumont exes conducting the Lamar Tech campaign which lasted the entire month of April. Lamar Tech was one of 24 Texas colleges and universities participating in the CLASP campaign. The drive is a cooperative effort by the local alumni of the various schools to strengthen higher education in Texas.

## March Promotions

**Willis E. Coon**, truckdriver in Beaumont T&D-Line.

**Virgil C. Williams, Jr.**, line-man fourth class, Beaumont T&D.

**Beth Dodge**, stenographer, senior, Corporate and Finance, Beaumont.

**Bertie S. Graham**, stenographer, senior, Budget, Financial and Regulatory Reports, Beaumont.

**Jo W. Bordeman**, key punch operator, senior, System Billing Records, Beaumont.

**Charles E. Shea**, accountant, Systems and Procedures, Beaumont.

**Charles M. DeCuir**, residential sales representative, senior, Beaumont.

**William N. Avery**, substation mechanic third class, Navasota.

**Lee C. Terro**, substation mechanic third class, Port Arthur.

**Wilery R. Bordelon**, repairman first class, Louisiana Station.

**William C. Fortenberry**, line-man second class, Baton Rouge.

**John O. Stewart**, relayman second class, T&D, Substation-System Relaying, Baton Rouge.

**Armand H. Demers, Jr.**, relayman first class, T&D, Substation-System Relaying, Baton Rouge.

**Sammie E. Stephenson**, storekeeper, Baton Rouge.

**Huey D. Stafford**, line-man third class, Denham Springs.

**Virgil L. Fuselier**, residential sales representative, senior, Lake Charles.



## gulf staters in the news

**L. J. Bodeman**, division engineer, Beaumont Division, has been named to a group of citizens selected to study Beaumont's electrical code and make suggestions for improvements. This is not an official body but is composed of men who are familiar with electrical work and electrical inspection problems.

**Ed Hodges**, superintendent of sales, Lake Charles Division, was a member of the 35-man delegation of Department of Commerce and Industry officials and professional industrial development experts and headed by Louisiana Governor McKeithen which traveled to Chicago recently on an industry-hunting trip.

**Patti Warmack**, daughter of **John Warmack**, System Engineering, Beaumont, a student at Austin Junior High, won a fourth place with earth science exhibit, "How to Make Soft Water," at the 9th annual Lamar Tech Science Fair. The fair is sponsored jointly by Lamar Tech and the Beaumont Chamber of Commerce.

**LYNNE PIZZUTO**, daughter of **Mr. and Mrs. J. C. Pizzuto**,



he's employed in the Baton Rouge Appliance Repair Department, was recently chosen Miss Wood-

**Lynne Pizzuto** lawn High School by the school faculty.

Lynne has been class president for four years and member of Beta Club and Future Teachers of America for three years. This year she was secretary of Senior Y-Teens, vice president of FTA, and a member of the student

council. She has not only participated in the activities of the school band for four years but is a member of the All Parish Band. As a junior Lynne also attend a leadership conference at LSU.

Lynne plans to enter LSU in June and will major in education.

**JOHN C. PHARES, JR.**, engineering assistant in Port Arthur Engineering, a director of the Port Arthur Jaycees, has been named coordinator for Jefferson County for the Texas Youth Conference.

The conference, held each year in August, was formed by At-  
(Continued on next page)



**TEEN SAFETY.** F. F. Johnson, vice president and manager, Lake Charles Division, talks about teen safety to Sherrel Stephens, Miss Teenage Oklahoma City and finalist in the Miss Teenage America Pageant. Sherrel was "keynoter" at the Teen Safety Conference held recently for "top leadership" in the Calcasieu Parish high schools. More than 200 students attended the session which included traffic and recreational safety. Mr. Johnson is president of the Calcasieu Area Safety Council, sponsor of the conference. Mr. Johnson told the students, "Your safety is very important to those of us who work with the Calcasieu Area Safety Council. Your driver's license represents a milestone in your life—a wonderful and exciting leap into adulthood. Your pleasure on our waterways is a joy for us to behold. We will appreciate your help in making Calcasieu Parish a safer place for all of us to live and enjoy."



(Continued from page 15)

torney General Waggoner Carr in 1963 as a new concept in fighting juvenile crime.

The program has grown in two years to include seminars and programs on all phases of youth activities.

**EDD MITCHELL**, residential sales representative, Cleve-

land, was chairman of the barbecue committee for Cleveland's annual Dairy Day show, April 22, 23 and 24.



Joyce O'Neill

Over 1,000 pounds of barbecue was served to approximately 1,800 people on April 23.

Our Company purchased the fifth place hog at the livestock auction on April 24.

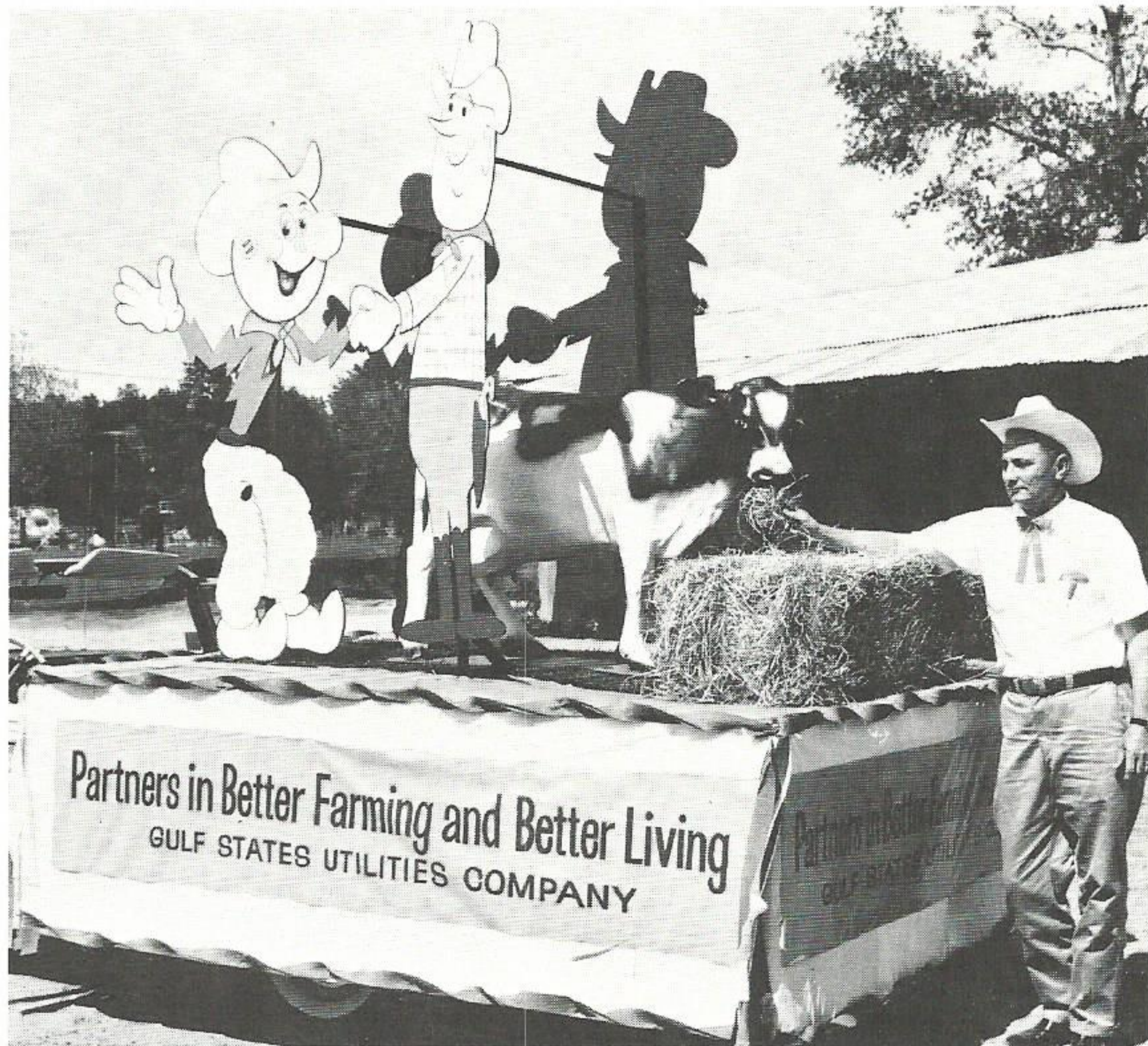
Joyce O'Neill, daughter of Joe O'Neill, truckdriver, Cleveland T&D, was chosen second runner-up in the Dairy Day Queen contest.

First place in the parade was awarded to the float entered by our Company.

Frank Robinson, local superintendent, Woodville, was the principal speaker at the Junior-Senior banquet of the Corrigan High School on May 1.

Capt. Stephen H. Scott, son of C. M. Scott, division manager, Port Arthur, is the commanding officer of Btry D, 1st Missile Bn, 67th Arty at Wertheim, Germany, which attained the highest score of any unit in Europe this year at a "short notice annual service practices" at McGregor Range, N.M. Capt. Scott's unit attained the highest score with Nike missiles two years ago and was second highest last year.

W. H. Gieseke, retired vice president and secretary of our Company, is helping organize a Service Corps of Retired Execu-



**FIRST PLACE WINNER.** Edd Mitchell, residential sales representative, Cleveland, feeds the GSU's ole Bossy before she took part in the Cleveland Dairy Day parade last month. The float was awarded the first place ribbon by the parade committee. The float was designed by the System Advertising, Beaumont, and was built by Richard Smith of Smith Display Service, Beaumont.

(Photo courtesy The Dayton News, Dayton, Texas.)

tives, SCORE, in Beaumont for the purpose of assisting small businesses in the Sabine-Neches area. Mr. Gieseke is one of the 26 members of the Houston chapter of SCORE.

SCORE enlists retired business executives to serve as volunteers and make their managerial skills and experiences available to area small businesses.

SCORE provides a businessman-to-businessman advisory relationship and management help on a level the businessman can understand. It is designed to make the small owner or manager more efficient by helping him reach a balanced approach to the management of his business.

Retired employees who wish further information on SCORE can contact Mr. Gieseke at 155 Ridgeland, Beaumont, TW 2-9101.

L. V. Dugas, vice president and general sales manager, Beau-

mont, has been named to an industrial technical team by the industrial committee of the Beaumont Chamber of Commerce. He'll specialize in electrical power supply and rates.

**BARBARA LYNN TYLER**, five-year-old daughter of



Barbara Tyler

Mr. and Mrs. Ray Tyler of Lake Charles, was awarded trophies in two recent contests. She was presented a trophy for being second runner-up in the Little Miss Majorette contest, April 10. She was judged on her strutting ability as well as poise and beauty. Barbara was first runner-up in a beauty pageant for children held at the Charleston Hotel on April 11. Ray is a lineman in the Lake Charles T&D.



## Transfers

**Aubrey C. Hayes, Jr.**, Beaumont, from Data Processing to Systems and Procedures as an accountant, junior.

**Willie A. Bridges**, Riverside Station, from department clerk to clerk in Customers Accounting, Lake Charles.

## Six Boating Sins

**H**ERE'S a list of the six most violated safe boating rules, prepared by the Evinrude News Service.

Keep alert and make sure that you or your boating friends are not guilty of these during the coming season.

1. Excessive speed, especially in congested areas.
2. Overloading.
3. Improper loading.
4. Operating in a swimming area or posted dangerous water area.
5. Erratic operation.
6. Failure to carry required safety equipment.

## Let's Read Our Mail

### FROM LAKE CHARLES:

Dear Mr. Watler:

We wish to express to you our sincere appreciation for your contribution to our Career Day. Realizing how busy you are, we are doubly appreciative of your time and effort, which you so generously and graciously gave.

The students also deeply appreciate your interest and your help in advising them regarding a vocation.

Sincerely yours,  
Mildred Scott  
Counselor



**A SAFE, THANKFUL FAMILY.** Leo and Mary Adams, he's a storekeeper in Conroe, have Leo's safety training and quick thinking to thank for the life of their smallest child, Vicki. Leo and Mary tell the story in the following letter they wrote to Anders Poulson, safety representative for the Texas Divisions. Here Leo, Mary and Vicki join the other two children, Kathy and Douglas, for a happy family picture.

March 31, 1965

Mr. Anders Poulson  
Safety Dept.  
Gulf States Utilities  
Box 2951  
Beaumont, Texas

Dear Sir:

### "SAFETY IS EVERYBODY'S BUSINESS"

This is a slogan that has been impressed upon us for a number of years by Gulf States and our Safety Department. My family and I have much to be thankful for because of the work and time of the Gulf States Safety Dept. and personnel, as per an experience we had recently.

On February 22, 1965, my two daughters, Vicki, age 1½, and Kathy, age 4½, were playing in their brother's bed, like all children they love to bounce on the beds when mother and daddy aren't looking. Our son, Douglas, received an electric train set for Christmas and we have it set up near this bed where the girls were playing. I was outside looking at the car while Mary, my wife, was checking the deep freeze for something to prepare for lunch. Kathy ran to the back door and told me that Vicki had fallen off the bed, hit the train, and could not get up.

I ran to her and found she was blue about the mouth and her hands were drawn into fists. She had completely lost her breath. Picking her up and forcing her head back, I administered mouth to mouth resuscitation. In a matter of seconds, I had her breathing again. She let out a few screams and I can say I certainly was glad to hear them.

After we saw that Vicki was recovered and Mary's nerves had calmed down, Mary asked me to teach her this and other safety features we have learned through Gulf States Safety Programs.

We wish to thank and credit Gulf States, through such programs and meetings, for helping us save our baby's life.

Yours truly,  
Leo and Mary Adams



# New Atom Film Added to System Sales Library

A new 16mm color soundfilm, "Magic of the Atom," has been added to the film library in the System Sales Department in Beaumont.

This film explains with the aid of simple animation, the production of electricity from the atom. The picture starts with an illustration of power uses, a demand which is doubling every ten years, and examples of conventional power sources (fossil fuels and water power).

An explanation of the heat-producing process of atomic energy is dramatically illustrated with simple animated diagrams showing the various ways that atomic energy is utilized in producing turbo-generator electricity.



**NORVELL HONORED BY RECEPTION.** Victor Norvell, second from left, district superintendent, Silsbee, was honored by a reception at Craven's Camp near Silsbee prior to being installed as president of the Silsbee Chamber of Commerce at the annual Chamber of Commerce banquet last month. Talking to the new president are Randy McAlpine, superintendent of sales, Beaumont Division; Emory Pintsch, insurance and claims manager; and L. V. Dugas, vice president and general sales manager.

The film runs 14 minutes and can be recommended for use in science classes in high schools, universities, adult education, television, as well as informing Gulf Staters about atomic power production.

This film may be reserved through the System Residential Sales Office.

## Wedding Congratulations

**Linda J. Roberts**, a clerk in the Beaumont Accounting Department, was wed to Jurl R. Laird on April 19.

**Shirley M. Lilly**, PBX operator, Baton Rouge, was wed to Ralph J. Topping on March 28.

**Virginia A. Spraggins**, a clerk in Beaumont Accounting, was wed to William Fred Peters on April 17.

**Patricia Lynn Story**, department clerk in Baton Rouge T&D-Engineering, was wed to Richard P. Sullivan on April 16.

**Tom Ridley**, master repairman at Neches Station, Beaumont, and Mrs. Kathleen W. Welch were married on April 19.

**Johnnie Hudson**, Port Arthur T&D-Line, and Alma K. Baker were married March 30.



**ORANGE COUNTY "PULL"?** A pair of Orange District GSU'ers, Cecil Nantz, distribution supervisor, kneeling, and Jim Dowies, supervisor of accounting, standing, point out one of Orange County's new 1965 car license plates in their area. The new tags bear the initials of L. M. Welch, vice president for divisions operations.

**Investment Advice:** For growth, buy Series E U. S. Savings Bonds; for current income, put your money in Series H Bonds.

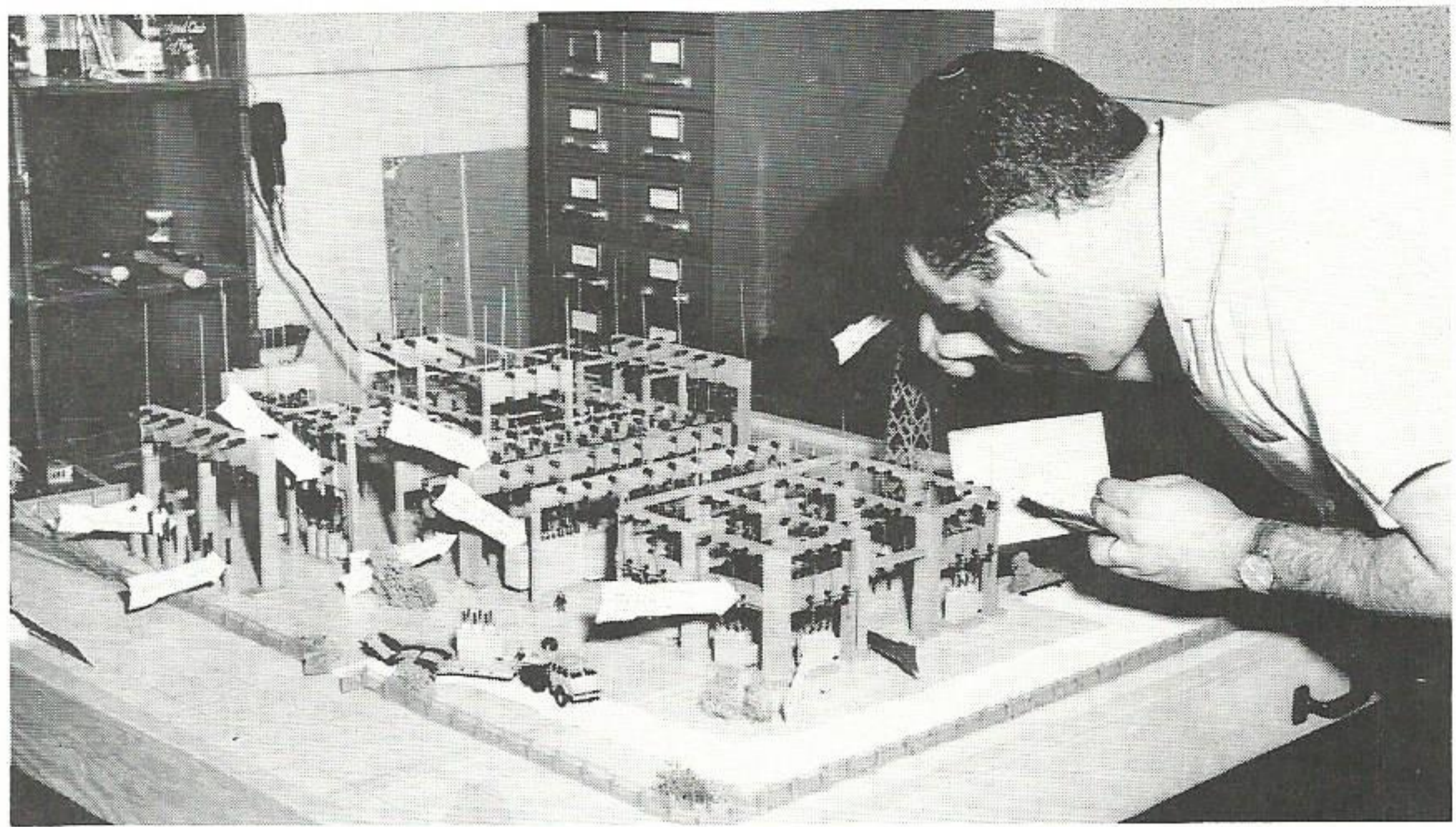


# It Pays to Be Up on Your Social Security Rights

**E**VERY 20 seconds another American reaches retirement age. Recently President Johnson handed a social security check to Mr. 20 million—William Kappel of Fort Wayne, Indiana.

Social Security monthly benefits play a considerable part in maintaining the economic stability of the community. In Beaumont area alone, 12,345 people are receiving \$844,417 in monthly benefits. This figure includes disabled workers, their families, the families of deceased workers as well as the retired and their dependents.

These checks are a main source of income for many of these people. They may be your's someday. That's why it is important to find out all about your rights and responsibilities under the social security law now—for your family's sake. The best way to get this information is write, phone or visit your local social security office.



**AN ARTIST AT WORK.** Don Clawson, senior engineering assistant, System Engineering-Planning, adds the last of 12,000 beads and sequins to a model showing the ultimate development of a 138kv/69 bulk substation which took him some 240 hours to build. Such models are being constructed in the preparation of construction data. Photo-drawings are made of the scaled models and are used as a new technique to reduce time in manual drafting. The first time this technique will be applied in substation building will be at the new New Iberia bulk. Don used balsam, wire, beads, sequins, pins and screen wire to build this model. The entire structure is held together with plastic gussets. The model can be broken down to design any size of bulk substation. The model is available for public display. It was exhibited at the LSU science exhibit last month and at the annual meeting of the Southwest Regional Group in Beaumont in March.

## New Employees

**Bobbie F. Wood**, Beaumont, helper T&D-Line.

**Max A. Jacobson**, Beaumont, Engineer Helper, T&D-Engineering.

**Marie L. Wingate**, Orange, departmental clerk, T&D-Service.

**Bobby L. Hoke**, Huntsville, helper, T&D-Line.

**Lloyd S. Jolibois**, Baton Rouge, shop and field tester.

**Clarence B. Kemp, III**, Denham Springs, helper, T&D-Line.

**David H. Stephenson**, Beaumont, engineering helper, Engineering-Survey.

**Joe C. Clow**, Beaumont, engineering helper, Engineering-Survey.

**Linda L. Adams**, Beaumont, departmental clerk, Records Management.

**Gloria M. Skinner**, Beaumont, stenographer, Purchasing.

**Shirley H. Donnell**, Beaumont, clerk, Data Processing, General Accounting.

**Beverly A. Hamm**, Beaumont, clerk, Plant, General Accounting.

**Mary R. Jimmerson**, Beaumont, clerk, Plant, General Accounting.



**FROM AD TO ART.** Mrs. J. B. Jones, librarian, Roy M. Hatton Elementary School, Bridge City, shows Buck Wingard, commercial sales representative, Orange, how she adapted the illustrations in the safe kite flying ad we ran in area newspapers during March and April to make these posters. Mrs. Jones placed them in the school corridors. She reports that they received high readership from the students.

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(Continued from page 19)

**Dennis S. Brennan**, Beaumont, accountant, junior, General Accounting.

**Carolyn J. Walton**, Vidor, local office clerk.

**Carol H. Lay**, Baton Rouge, clerk, Credit and Collections, Customers Accounting.

**Jo A. Bonanno**, Baton Rouge, clerk, Customers Accounting.

**Julia L. Jones**, Lake Charles, clerk, Customers Accounting.

## Mrs. Lola Martin Dies Following Long Illness

**F**UNERAL services were held May 1 for **Mrs. Lola B. Martin**, 73, of Beaumont. Mrs. Martin died April 30 after a lengthy illness.

Mrs. Martin, a native of Trinity, Texas, had lived in Beaumont since 1935. She was a retired departmental clerk in the Residential Sales Department where she had been employed for 22 years.



**TOUR GENERAL OFFICES.** Earlier this month a group of secretarial science majors from Lamar Tech toured the Accounting, Duplicating, Records and Stenographic Departments in the General Offices in Beaumont to get a close look at the type of work they will probably be doing upon completion of their studies. This group of young ladies listen closely as M. A. Merchant, records management supervisor, explains a microfilming process as they visit the Records Department.

Surviving is a niece, Mrs. Marvin J. Landry of Chateaurous, France.

## Sympathy to:

**L. V. Homuth**, Port Arthur T&D, on the death of his brother, W. C. "Wig" Homuth, 50, in Smithville, Texas. Mr. Homuth

was a former Port Arthur resident and worked in the Line Department during the depression in Port Arthur.

**Neill Carpenter**, supervisor of industrial and commercial sales, Lake Charles, on the death of his wife, April 14.

## Baton Rouge Retiree Dies

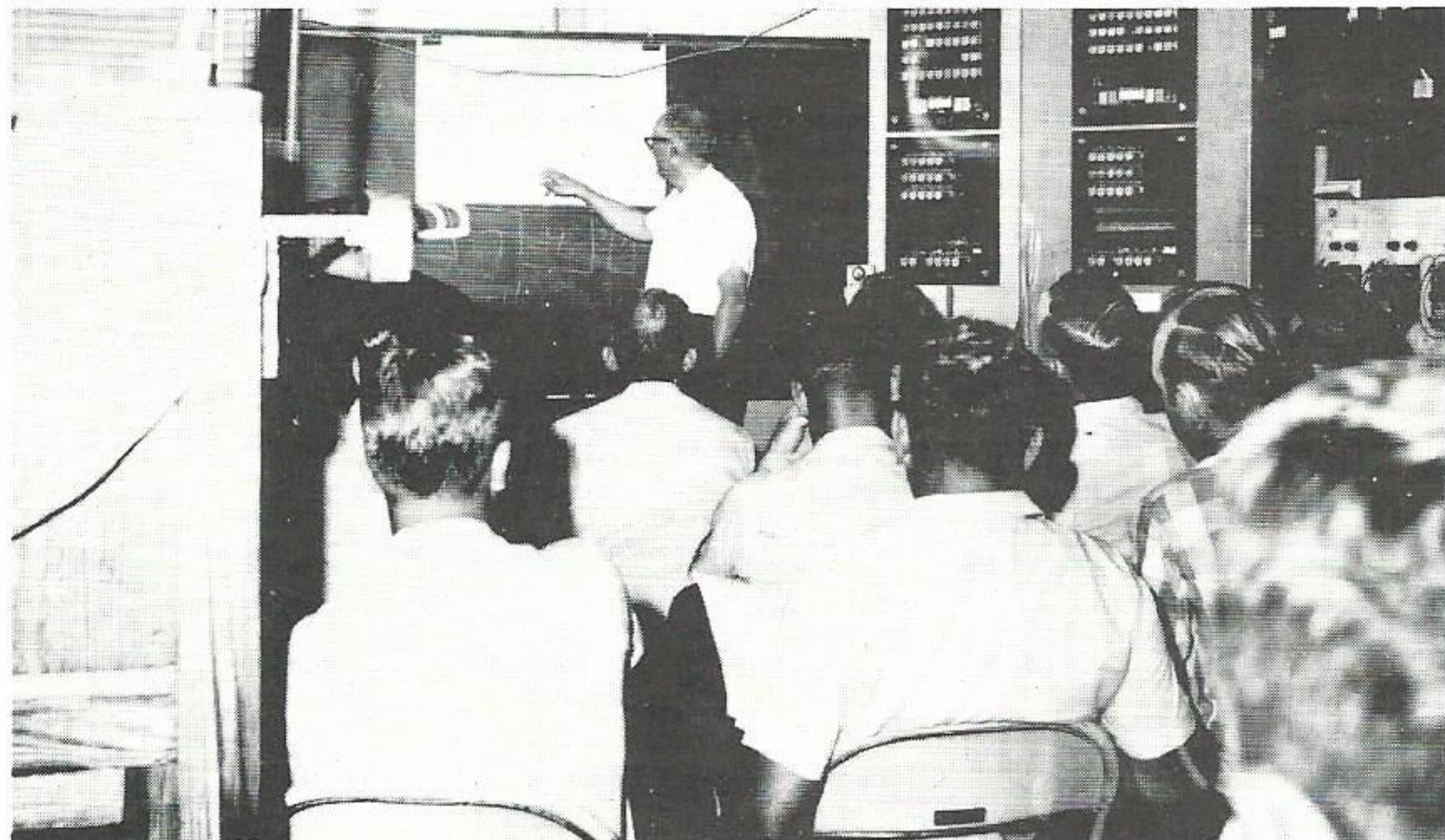
**OSCAR LIVOUS**, a retired Baton Rouge T&D employee, died March 31. He was 66.

He joined our Company on June 15, 1925, as a laborer in Baton Rouge. He retired in 1948 because of ill health.

He was a native of Wilson, Louisiana, and was the pastor of the McKowen Baptist Church.

Survivors include his mother, Mrs. Orelia Eli, New Orleans; one son, Oscar, Jr., Baton Rouge; two daughters, Mrs. Ethel Gordon, Boston, and Mrs. Helen Jackson, Chicago; two sisters, four brothers, nine grandchildren and three great-grandchildren.

He was a member of the Fourth District Baptist Association, John G. Jones Masonic Lodge and the Ethiopian Society.



**SCHOOL IN SESSION.** Members of our Company's Communications and Relay Department attended a two-day Supervisory Control School May 4-5 at the System Engineering Laboratory in Beaumont under the direction of R. E. Menefee, a Westinghouse Corporation field engineer. Twenty-nine GSU'ers from Lake Charles, Navasota, Port Arthur, Lafayette, Baton Rouge, the Beaumont service center and the system relay group made up the class that studied the Visicode Sr. and Redac, theory of operation, operation of components and methods of troubleshooting. Time was also devoted to a detailed study of equipment for less experienced personnel.





Walter Brader

## Walter Brader Dies Following Long Illness

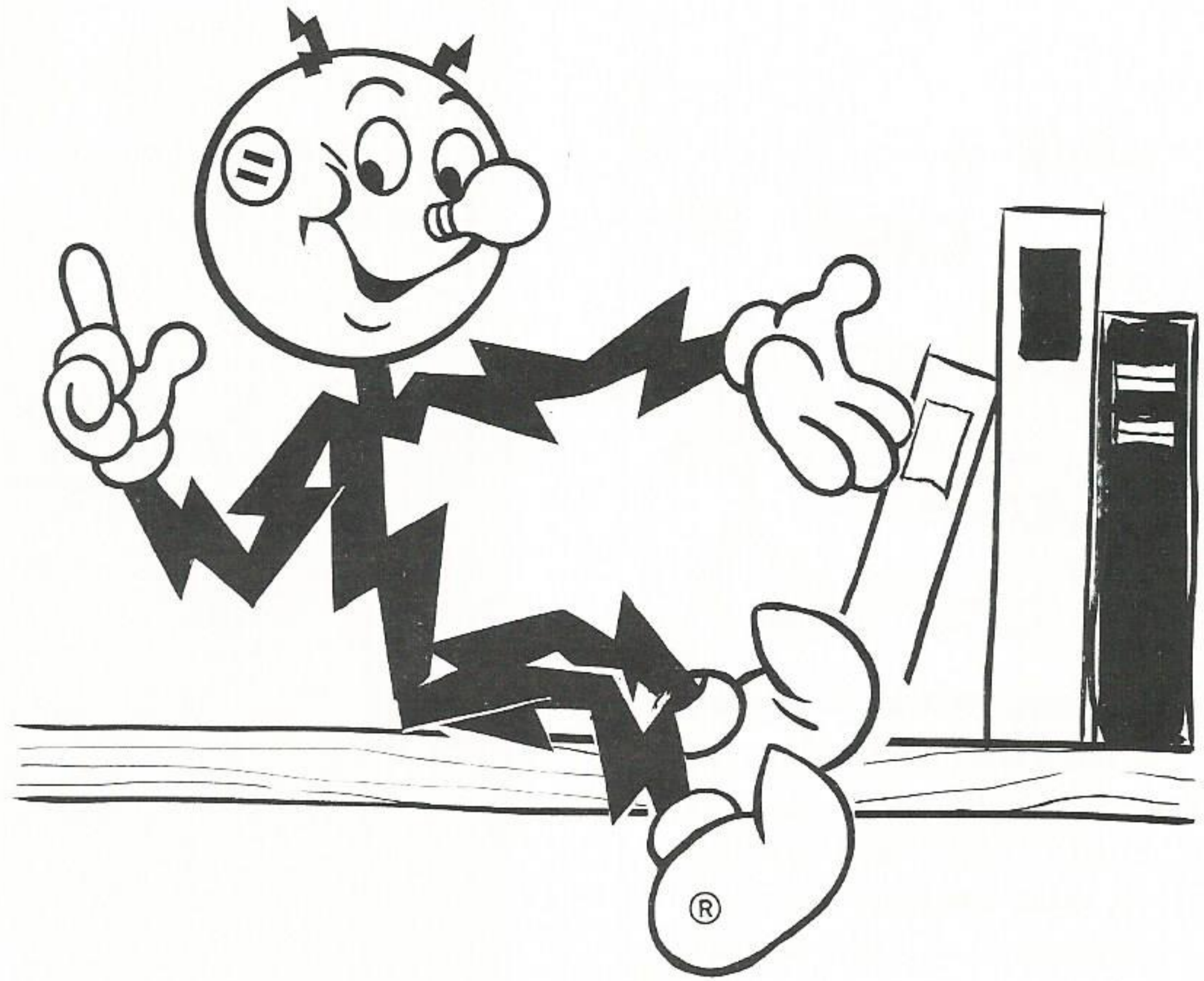
**W**ALTER BRADER, meter foreman in the Beaumont Division, died May 17 at the Veterans Hospital in Houston following a long illness. He would have retired July 1 after more than 42 years with our Company.

A native of Joplin, Mo., he had lived in Beaumont 43 years. He joined our Company on February 15, 1923, as a meter tester in Beaumont. Later that year he was transferred to the Port Arthur Meter department. He was in Port Arthur until transferred back to Beaumont in 1925.

He was made a meter shop foreman in 1926 and was promoted to meter foreman later that year.

He was a World War I veteran and a member of Robbins Memorial Presbyterian Church, where he was a deacon. He was a member of Masonic Lodge 335 in Joplin.

Survivors include his wife, Mrs. Mabel Brader, 580 Highland Drive, Beaumont; a daughter, Mrs. Cynthia Darbre, Beaumont; two sons, Walter, Jr., and Donald M. of Austin; mother, Mrs. Mona Brader of Kansas City; two sisters and five grandchildren.



## On Our Library Shelf

New books added to System Library, Beaumont.

**Mechanisation in the Classroom**, written by Maurice Goldsmith as a handbook on teaching machines. The book gives a description of the significance and meaning of programming.

**The Art of Contrary Thinking**, written by Humphrey B. Neill, is a discussion on contrary opinions. One man's way of solving the puzzles of economic trends.

**How to Read Schematic Diagrams**, written by David Mark to give the reader, regardless of background or experience, a way to interpret diagrams such as electric and electronic diagrams, direct and alternating current circuits, electronic equipment power supply circuits, audio amplifier circuits, and interpreting schematics.

**Recent Developments in Information and Decision Processes**, written by Robert Machol and Paul Gray, deals with trends in the application of mathematics to the information and decision process.

**Mexico before Cortez: Art, History and Legend**, written by Ignacio Bernal as an introduction to the ancient New World with the relation of myths with the art and history of North American Indian Classical Period and Middle Ages. Written to give an understanding of the rich and extensive pre-Columbian History.

**Reinsurance: Methods, Markets, and Economics**, published by the American Management Association, discusses retention and limit as the beginning and end of the insurance problem—from the insured to the insurer.

**Schedule, Cost and Profit Control with Pert**, written by Robert W. Miller as an authoritative evaluation of methods and techniques in the Pert Management Systems.

*(Continued on page 25)*





Mr. and Mrs. Wilery Bordelon, he's a repairman first class at Louisiana Station, on the birth of their fourth child and second daughter, **Kim Darlene**, April 27. Mrs. Bordelon is the former Marie Clark of Morrow, Louisiana.

Mr. and Mrs. Lester Jackson, general substation foreman, Beaumont T&D, on the birth of their granddaughter, **Stacey Dyann**, the daughter of Mr. and Mrs. Thomas R. Jackson of Beaumont.

T. O. "Doc" Charlton, district superintendent, Orange, on the birth of his first grandchild, **John Kingsley**, son of Tom and Betty Charlton of San Antonio.

Mr. and Mrs. David E. Lewis, who adopted a baby girl, **Jody Lynn**, April 8. Jody was born January 25. David is employed in the Lake Charles Substation Department.



**CAMPOREE CHAMPIONS.** Proving that practice pays off, the Mighty Sioux patrol of Boy Scout Troop 81, sponsored by the Pear Ridge Lions Club, amassed a total of 108 points to outscore other patrols in the Boy Scout Camporee recently in Groves Lions Park. Left to right, front row, are Ronnie Overman, Michael Travis, Lane Brown and Hugo Becker, scoutmaster and a substation mechanic first class in Port Arthur T&D. Rear row are Narrie Travis, Fred Romero, Mike Becker and Van Overman.

Mr. and Mrs. Artis Foreman, equipment operator, Sabine Station, on the birth of their son, **Terry Lynn**, March 26.

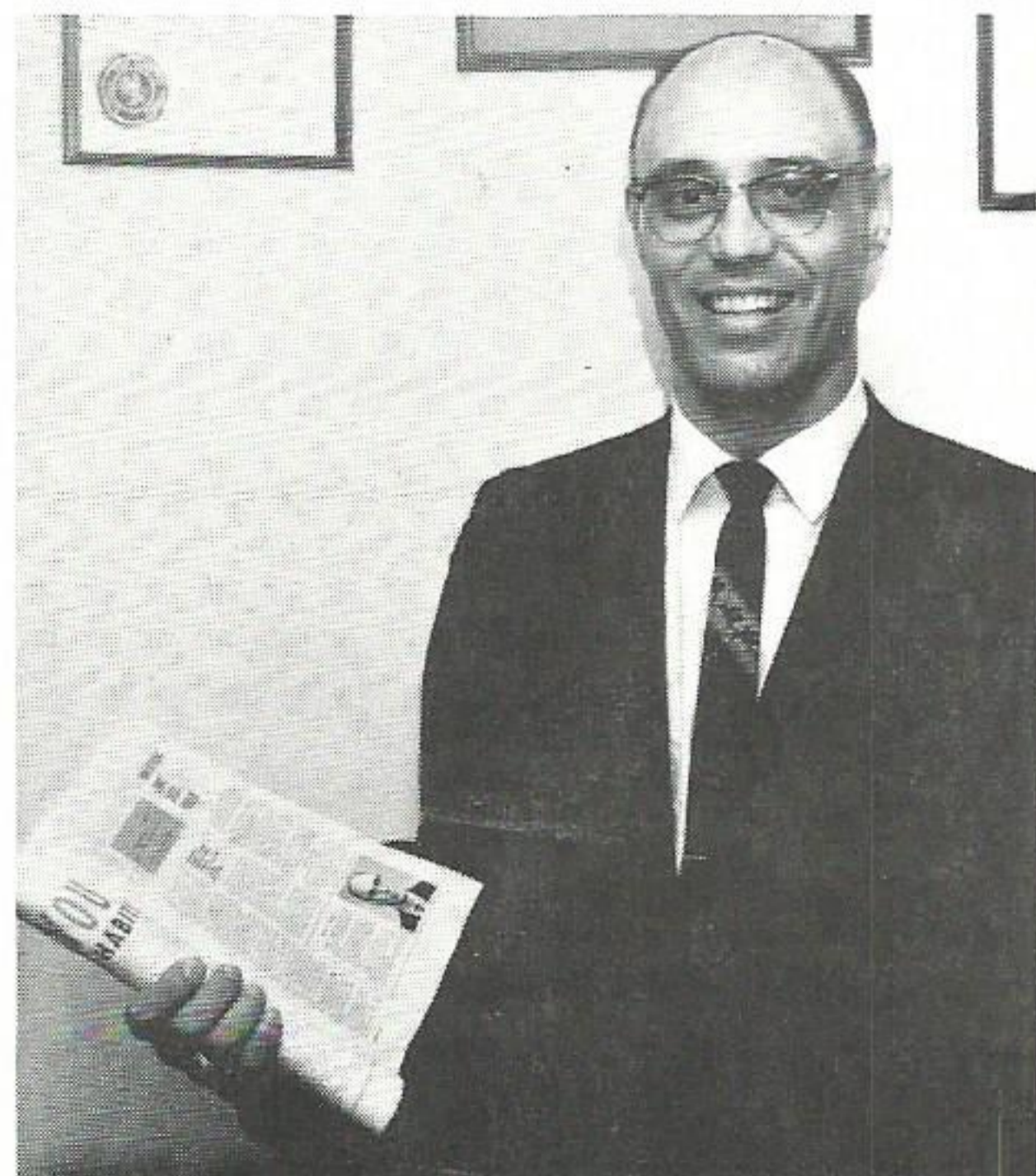
Mr. and Mrs. Vincent J. Misuraca, Baton Rouge Engineering, on the birth of their son, **Joseph Anthony**, March 15.

Mr. and Mrs. Allen E. Anderson, engineer in Navasota T&D,

on the birth of their son, **William Roberts**, April 1.

Mr. and Mrs. Paul B. Bertrand, Port Arthur T&D-Meter, on the birth of their daughter, **Sharon Rochelle**, February 17.

Mr. and Mrs. Paul Narcisse, Jr., Port Arthur T&D-Line, on the birth of their son, **Donald Ray**, February 26.



**HAS TALK PRINTED.** Frank A. LeMire, supervisor of credit and collections, Beaumont Division, had a talk he gave before the Texas Credit Conference in San Antonio printed in the April-May issue of Consumer Credit News of Texas. Frank reviewed the "non sufficient funds check" problem before the group and explained how our Company meets this every increasing problem. "For the first four months of 1964 our Company has received 511 N.S.F. checks," Frank said, "as opposed to 461 and 313 for the like periods in 1963 and 1962. That is a tremendous increase, obviously, work is needed to cut this number down. While we eventually collect most of them, we need to discourage them in the first place. They claim too much of our time and effort." Frank has been in credit and collection work for three years. He received his BBA degree in accounting from North Texas State University, following his education at Lamar Tech, Beaumont, and in the Port Arthur schools. He was recently elected vice president of the Consumer Credit Executives of Beaumont and is president of the Creditmen's Association of Beaumont.



**Mr. and Mrs. Demas Martin, Jr.**, Baton Rouge T&D-Garage, on the birth of their daughter, **Jur-rutha Lee**, April 2.

**Mr. and Mrs. Sammie E. Stephenson**, storekeeper, Baton Rouge Accounting, on the adoption of a son, **James Louis**, September 23.

**Mr. and Mrs. John G. Adams**, chemist, System Production Department, Beaumont, on the birth of their son, **Christopher Clinton**, March 10.

**Mr. and Mrs. Raleigh E. Cunningham**, System Engineering Beaumont, on the birth of their son, **Tate Regan**, April 18.

**Mr. and Mrs. Charles C. Brooks**, meter reader, Dayton Accounting, on the birth of their son, **James Clinton**, April 12.

**Mr. and Mrs. Percy J. Vincent**, engineering assistant, Beaumont T&D, on the birth of their son, **Derek Craig**, April 22.

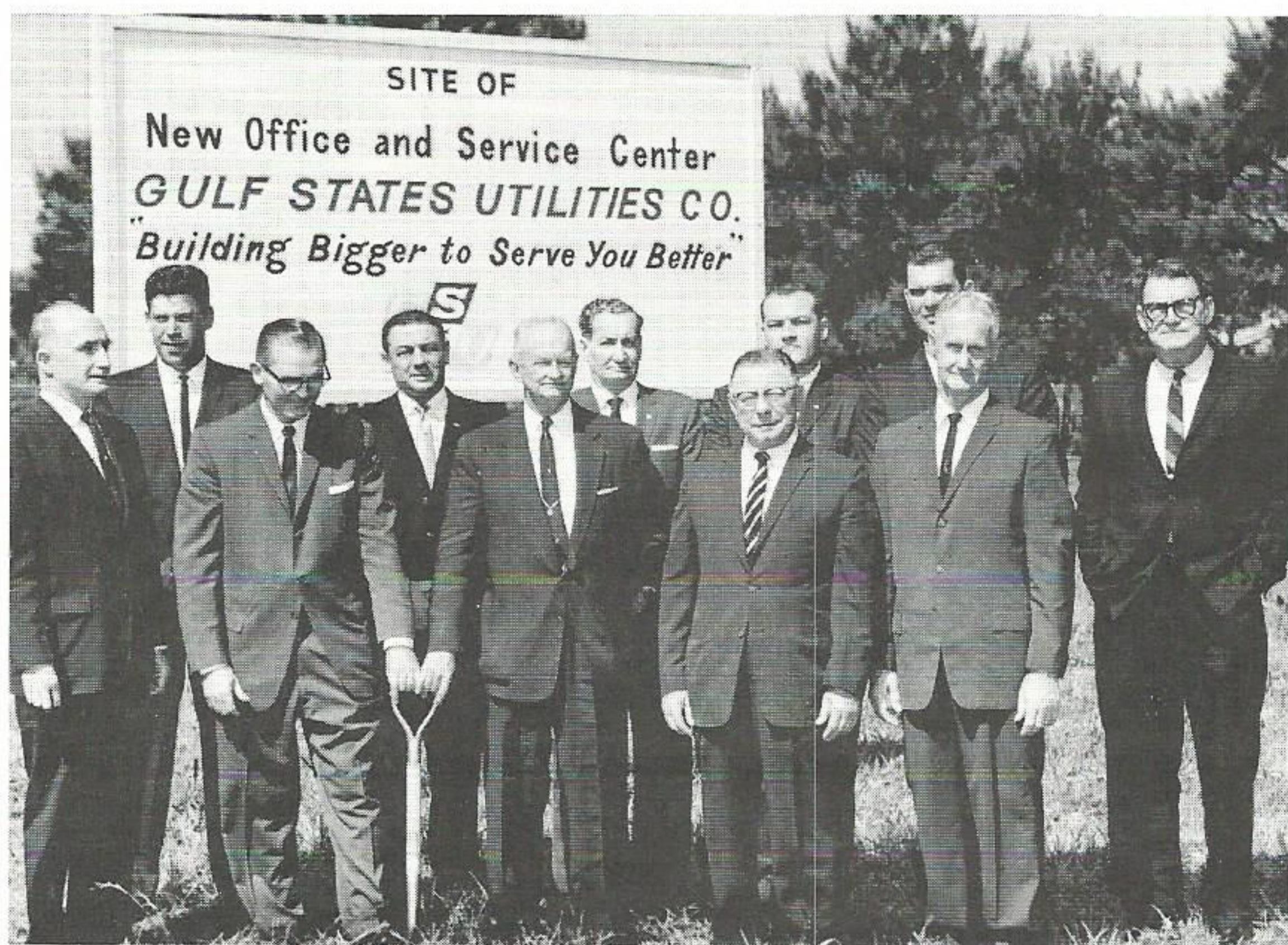


**BETTER COMMERCIAL COOKING—ELECTRICALLY.** Last month 90 Gulf Staters attended five, one day, commercial equipment service schools held in Beaumont, Baton Rouge and Jennings. The schools were conducted by Mott Dennis, E. E. Whitney, field service representatives from General Electric Co. in Atlanta, Ga. and Dallas, Texas. The course covered the servicing of steamers, char-broiler, space-saver ovens, fryers and griddles, and was conducted for employees of the Appliance Repair and Commercial Sales and district serviceman.

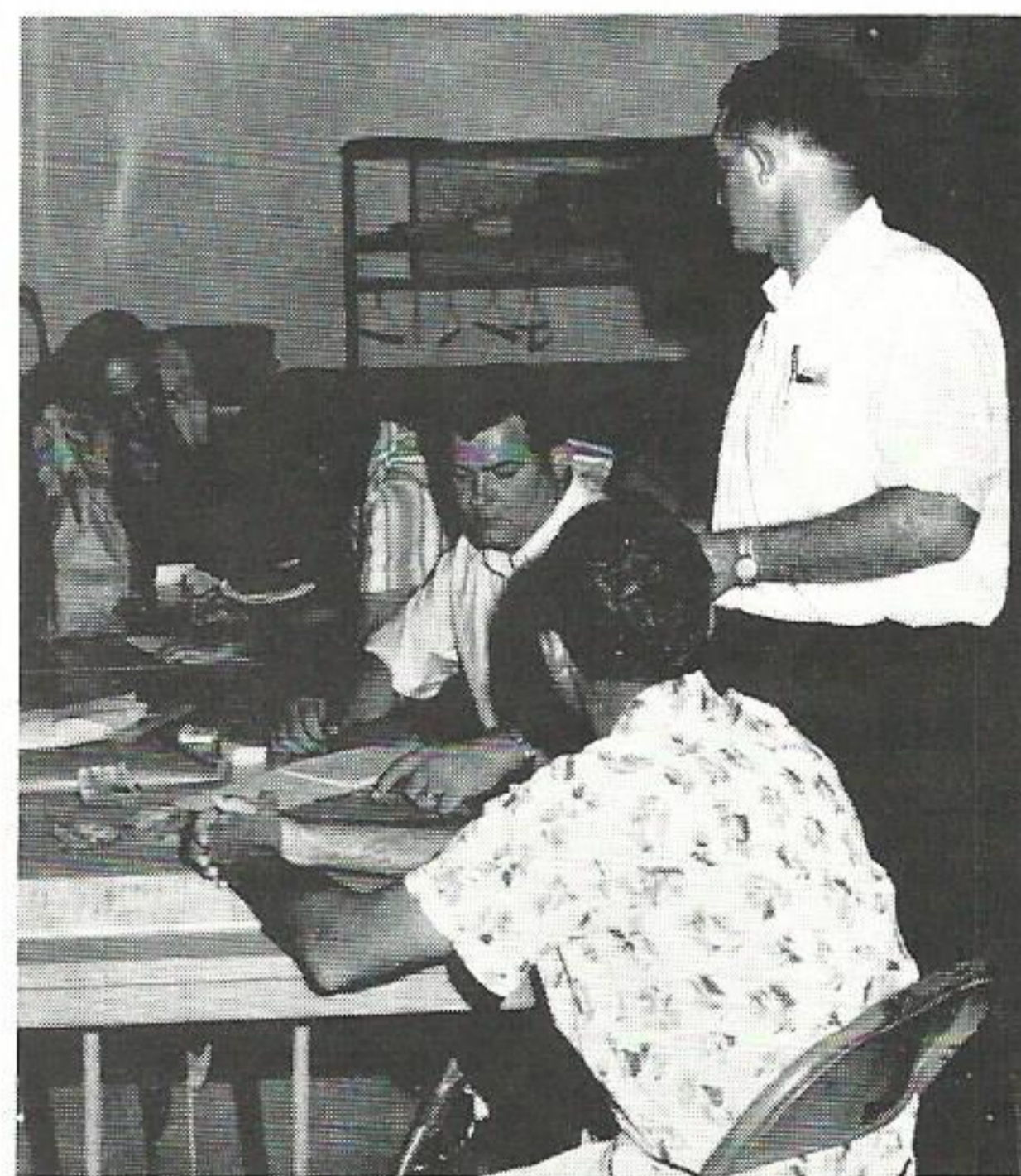
**Mr. and Mrs. William J. Goodwin, Jr.**, primary and special tester, Baton Rouge T&D-Meter, on the birth of their son, **Stephen Mark**, April 17.

**Mr. and Mrs. Wilery R. Bordelon**, repairman first class, Louisiana Station, on the birth of their daughter, **Kim Darlene**, April 27.

**Mr. and Mrs. Bill Blanton**, test technician first class, Neches Station, on the birth of their son, **John Patrick**, April 24.

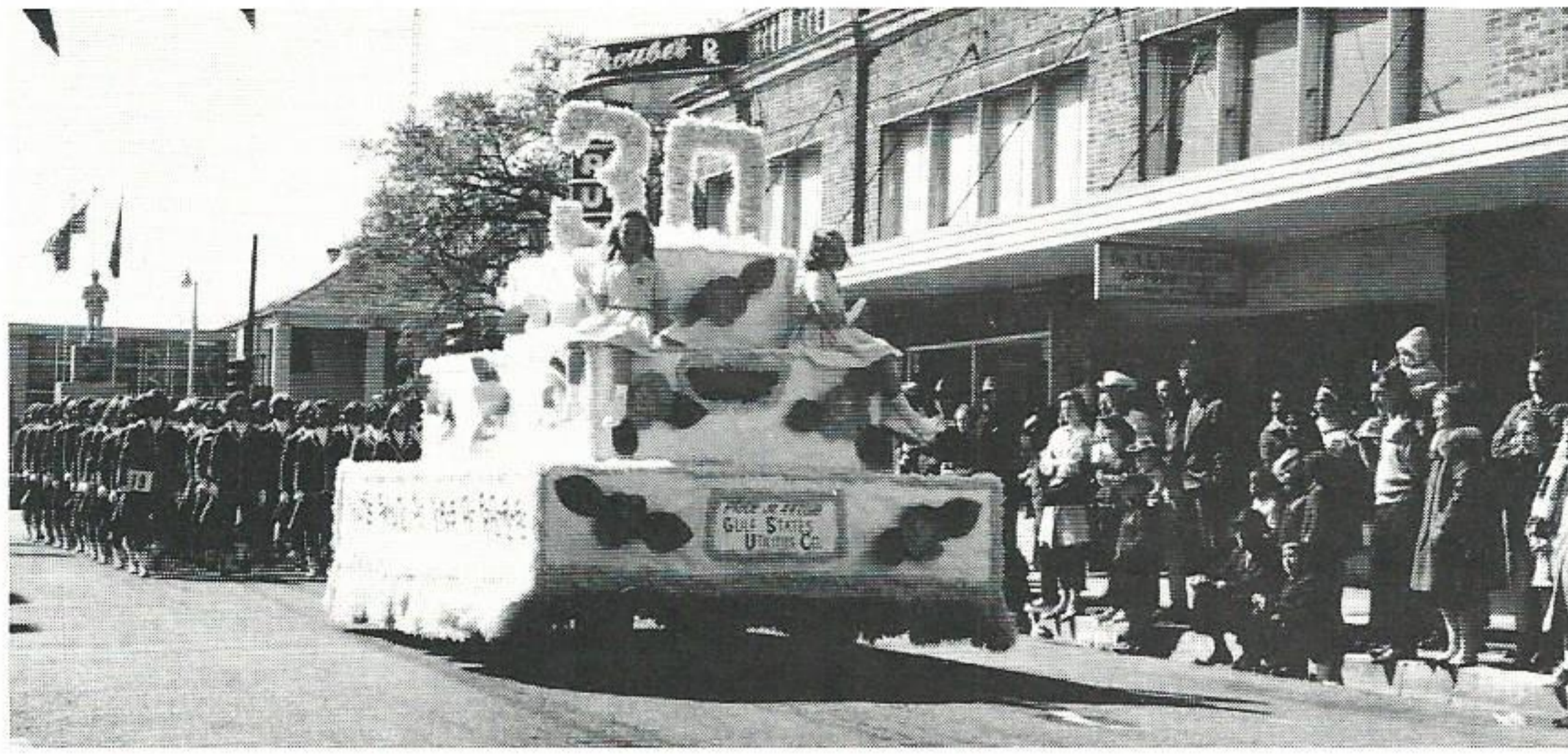


**ORANGE GROUNDBREAKING.** T. O. "Doc" Charlton, superintendent, Orange District, and L. M. Welch, vice president for divisions operations, push the gold-plated shovel deep into the ground at the site of the new Orange District headquarters. Others present for the brief groundbreaking ceremonies were, front row; Rex Lee, manager, Beaumont Division; C. A. Ibach, superintendent, Sabine Station; C. P. Nantz, distribution supervisor, Orange District; Walter House, sales supervisor, Orange District. Back row are; Gale Cook, architect; John Neild, representative for H. B. Neild and Sons, Inc., general contractor; L. V. Dugas, vice president and general sales manager; Bill Neild, contractor's representative; and Jim Dowies, district accounting supervisor, Orange District. Completion of the new headquarters is expected in April, 1966. The modern, brick and concrete block building will house 65 district employees.



**READY FOR FISHING RODEO.** Counting prize money and checking gift certificates that will be awarded to winners in the annual Baton Rouge fishing rodeo are A. J. Printz, Earl Bowlin, Bobby Kirkpatrick, Dave Bourgeois and F. L. Amedee. This year's rodeo will get under way at 6 p.m., May 28, and will continue through the Memorial Day Weekend and will end at noon, June 6.





**ROUNDUP WINNER.** The float sponsored by our Company and entered by the Pride Junior 4-H Club in the annual roundup parade of the LSU Livestock Show and Rodeo was awarded the first place ribbon in the junior division. It was entitled "4-H'ers Salute 30 Years of Progress on the 30th Anniversary of the Roundup Parade" and was in the shape of a birthday cake.

—Be A Safe Driver . . .

**Here's How  
By  
Sam Hanks**



*Racing Director, Indianapolis Speedway  
1957 Memorial Day 500-Mile Winner*

### Driving with Children

**M**Y wife tells me some writers for women say it's safer to have the children ride in the back seat of the car.

I ought to know better than argue with a woman, but my own experience tells me differently. I've driven behind too many cars in which the harried mother is trying to cope with both the traffic in front of her and the children behind her and not doing a good job of either.

It's best, of course, to have the children secured by seat belts. It's not only safer, but cuts down on horseplay. If belts aren't available, seat the children firmly in the front where the driver can keep an eye on them without having to turn around to see what they're up to. And please, mothers, when the youngsters get out of hand, pull off the road and stop until you get them quieted down. Don't try to drive and discipline at the same time.

## The Sky Is The Limit

**F**ACTS, as Smollet once said, are stubborn things. Sometimes they come back to haunt us. Here are some to ponder:

- Taxes and other government levies take 38 per cent of the total national income. (That's the 1963 ratios; it's undoubtedly higher now.)
- One out of six workers in the United States, excluding farm hands, is a government employee.
- One out of every five dollars spent for goods and services is spent by government. (Where does the money come from? The only source, of course, is the taxpayer.)
- Federal grants of taxpayers' funds to state and local governments now total \$13.6 billion. (Quite a jump from the \$3.8 billion in 1956.)

The figures do not even reflect the impact of current spending, much less the future. As Senator Dirksen has said: "There is no conceivable way to estimate future costs. The sky is the limit."

Who can deny that statement?



**SAFETY AWARD OF MERIT.** George Simmons, of the National Safety Council, presents an Award of Merit to R. H. Lawton, superintendent, Louisiana Station, at ceremonies at the office of the East Baton Rouge Parish's mayor-president's office last month. The award was presented to the employees at Louisiana Station for operating 2,000,000 manhours without a disabling injury for the period from April 30, 1960, to March 17, 1965.



# Service Awards

## TWENTY YEARS



J. R. Flynt  
Distribution  
Huntsville

## TEN YEARS



Davie Carpenter  
Distribution  
Orange



Joseph L. Faulk  
Distribution  
Jennings



L. A. Gravelle  
Distribution  
Jennings



L. A. Kirby  
Treasury  
Huntsville



S. R. Robinson  
Distribution  
Lake Charles

(Continued from page 21)

**Unaccustomed As I Am . . .**, by Arthur J. Zito as a handbook for businessmen to use in preparing for public speaking.

**The Language of Computers**, written by Bernard A. Galler as a study of problems which might be posed to a computer, thus generating a description of a computer language.

**Communication in the Business Organization** by William Scholz. The author addresses the businessman with the purpose of showing him how to communicate in ways that will aid in solving the most vexing problems of today's businessman.

**How to design and Install Plumbing** by A. J. Matthias, Jr., and Esles Smith, Sr. The book contains explanations and illustrations of standards in plumbing. Written so that each individual can familiarize himself with plumbing problems.

**Masonry Simplified** Volumes I & II by J. Ralph Dalzell and Gilbert Townsend. A book written as a reference for people who do masonry work, whether it is business or personal work.

**Cabinet Making and Millwork** by Alf Dahl & J. Douglas Wilson. The book familiarizes the reader with important aspects of cabinet-making and millwork with special emphasis on the problems of layout and construction.

**How to Plan A House** Gilbert Townsend & J. Ralph Dalzell. Filled with house plans, the book gives factors involved in every decision which helps shape the plans.

**Fundamentals of Carpentry, Volume 2 Practical Construction** by Walter E. Durbahn & Elmer W. Sundberg. A wide knowledge of procedures for carpentry are presented by following a progression of a house from the plans to the completed construction.

**Rebel Private Front and Rear** by William Andrew Fletcher. A private gives his account of the Civil War without heros.

**The Attack on Big Business** by J. D. Glover. A study and survey of Big Business and of Industrial Civilization.

**Behind the Executive Mask** by Dr. Alfred J. Marrow. The effects that a manager's personality has on his performance and what can be done to correct bad personality traits.

**Modivation and Productivity** by Saul W. Gellerman. A discussion of the significant achievements in productivity brought about during the last 30 years. Written for the manager, the book helps to show how the results of the research can help increase individual productivity.

**Developing A Tough-Minded Climate . . . for results** by J. D. Batten. The author presents a formula using principle, not theory, for developing a new business way of life.

**Soil Engineering** by M. G. Spangler. The book contains information on important topics such as the use of the development of the United System of Soil classification and new methods in the determination of allowable bearing capacity of foundation soils has been included.

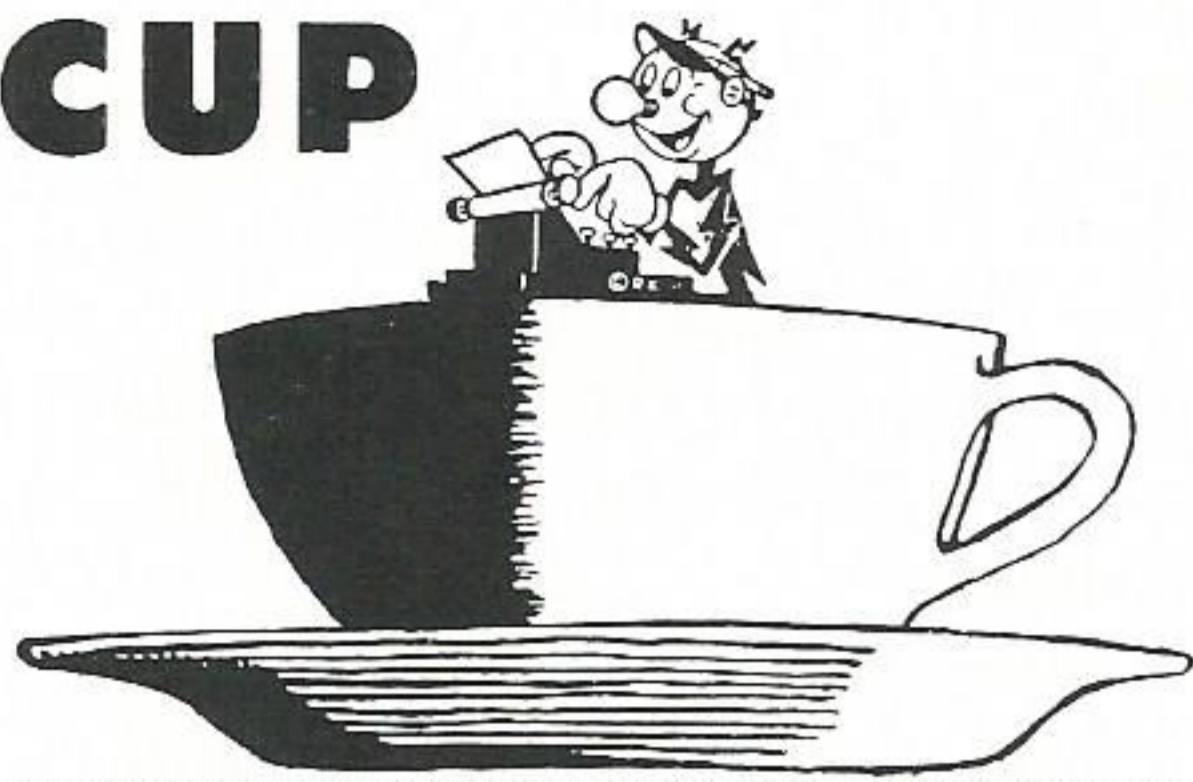
**McGraw-Hill Directory of Latin-American Electric Utilities** (Handbook for Electrical Exporters)

**What Everyone Should Know About the Constitution of the U. S. of America**

**Managing with EDP: A Look at the State of the Art** by M. Valliant Higginson (American Management Association)



# COFFEE CUP



**T**HE April 3rd weekend found two Gulf Staters working with the Young Men's Business Club of Lake Charles from sunrise to sunset. **Richard Peterman**, industrial engineer, and **Joe Manena**, communication serviceman, helped make the third annual Jean Lafitte National Sports Car Races a success. Proceeds from the races will go to Boy's Village of Lake Charles.

Richard was ticket chairman and Joe was in charge of intertrack communications provided by the Amateur Radio Club of Southwest Louisiana of which he is vice president.

Two Substation employees were away recently attending meetings. **J. T. VanWinkle**, substation foreman, went to Houston for the Texas Safety Convention, March 29-31. **Nathan Demarest**, substation mechanic, attended the employee information development course in Beaumont, March 30-April 2.

**Mr. and Mrs. Jim Leveque** and children visited New Orleans during Jim's vacation to attend the wedding of their son, **James**, April 3. James will graduate in June from Tulane University Law School. Jim is a communication serviceman.

**Mr. and Mrs. George Trahan**, children and George's mother of Lake Arthur visited relatives in Biloxi, Mississippi, recently. George is a substation mechanic first class.

**W**ANDA BRADFORD, who has been a stenographer in the Engineering Department for five years, resigned to accept a position of pastor's secretary and guidance counselor to young women at the First Baptist Church in Lake Charles.

—By *Bobbie Moon*

**F. E. "Boobie" Mathis** has been on vacation and tried to catch all the fish in the area but it seems there are still a few around to be caught. Boobie is a line foreman when he isn't a fisherman.

**Pete McCrosky's** middle son won the "best dressed boy in the Easter Parade" title. Pete is a lineman. He and his wife, **Sybil**, have three sons.

**Andrew Landry** has been off after undergoing an appendectomy.

**Travis Fox** and **Elbert Heard**, both linemen, have been attending training courses in Beaumont.

**Berton Young**, a lineman, has built a houseboat on which to



"HAPPY BIRTHDAY TO THE 'OLD MAN'". That's what was on the birthday cake that the Port Arthur Division office group presented **C. M. Scott**, center, division manager, on his birthday, April 9. Helping him celebrate are, left, **Becky Jones**, **Linda Schultz**, **Danita Harper**, **Lydia Albers**, **Linda DeCuir**, **Kathryn Messina**, **Blackie DeCuir** and **Rosemary Vaught**.



**RETIREMENT PARTY.** **William Prejean**, maintenance supervisor at Riverside Station, was given a retirement party on April 2. **Garland Strong** presented him with a console hi-fi combination AM/FM from his employees. Employees from all the power plants, the Lake Charles office and Lake Charles Line attended the party. Mr. Prejean is being congratulated by **F. F. Johnson**, vice president and division manager, Lake Charles.



spend weekends fishing and lazing. **Murphy Gibbs**, line foreman, spent a weekend out with the Youngs, practicing for retirement.

—By *Edith Patterson*

## SULPHUR

**T**HE Sulphur District recently welcomed a new employee, **Darla Jane LaRue**. Darla is replacing **Verlie Gibson** who moved to Baton Rouge in April and is now employed in the Customers Accounting in Baton Rouge.

**Guy Setton** has been on the sick list recently. He is improving nicely and should be back real soon.

—By *Pearl Darbonne*

## ORANGE

**S**EVERAL Orange Gulf States previewed the Astrodome in Houston during the recent exhibition games. Seeing the "Eighth Wonder of the World"

were: **Flo Ward, Davie Carpenter, Don Cowen, Walter House, C. R. Nantz** and their families.

New Orange District employees include: **Marie Wingate**, Service; **Henry Bishop**, Substation; **Jerry Curl** and **Larry James**, Line.

—By *Davie Carpenter*



**H**ELEN POWELL, departmental clerk, Port Arthur Meter, is back with us again after recuperating from recent surgery which kept her confined over a month.

Another Port Arthur Gulf Stater we're happy to see around again is **Dan Puckett**, appliance repairman. He, too, has been recovering from surgery and is now able to be back on the job.

—By *Jo Anne Landry*



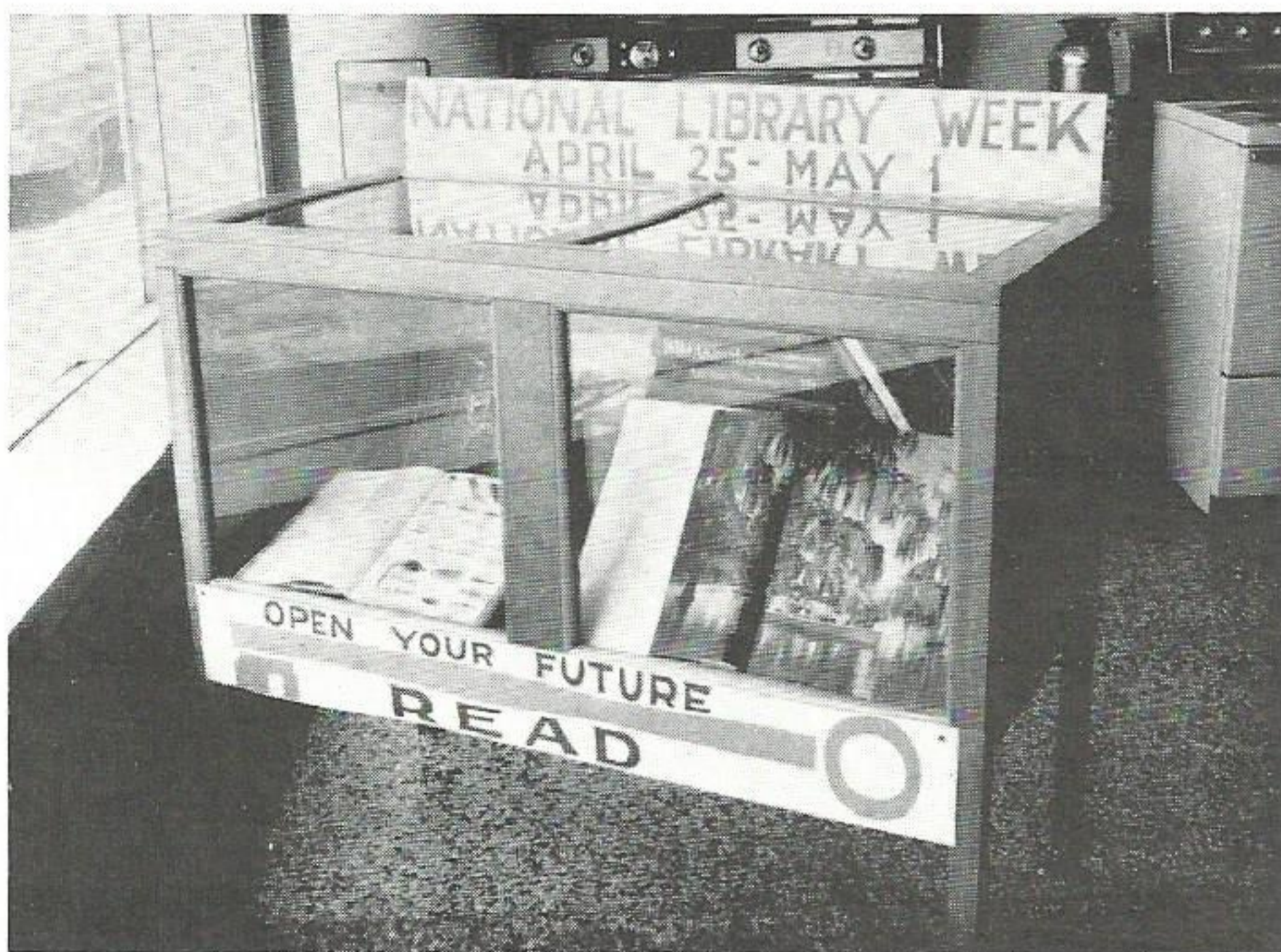
**D**ON BLUE, Gas Meter Shop employee, wants everyone to know that he is taking his first vacation in five years without the company of "Uncle Sam's" reserves.

**Albert Weimer**, also an employee of the Gas Meter Shop, reports that he really enjoyed **Mark Couvillon's** vacation.

Your reporter and her husband have moved to Baker and are really enjoying life in their very own little home on wheels.

A couple of members of the Gas Department family, **Shirley Brumfield**, serviceman, and **Mrs. Beryl Carpenter**, wife of **Allen Carpenter**, Gas Meter Shop, have been recuperating from recent operations.

—By *Freda McGrew*  
(Continued on next page)



**KEY TO THE FUTURE.** This display was exhibited on the sales floor of our Sulphur office during National Library Week. The case and books were provided by **Ralph Eddins**, retired Riverside Station superintendent.



**SULPHUR MIDGET LEAGUE CHAMPS.** Members of **Frasch Elementary School** of Sulphur, ages 9-11, were runner-ups in **Ward 4** basketball tournament with a record of 21-1. They were coached by **Don LaRocco**, right, equipment operator, **Roy S. Nelson** Station. Left to right, top row, they are **J. Henning, D. Hoffpauir, D. Hoffner, M. Valentine, S. Tipton** and **L. Frederick**; front row, **S. Burns, P. Adams, P. Lanier, S. Covington** and **M. Tolbert**.



## LOUISIANA STATION

**A**NN GAYLE STIEGLER and Donna Talley returned to work after the Easter holiday with a brand new sunburn. They spent the week-end in Biloxi, Mississippi, and said the sunburn was worth all the fun they had.

—By Joyce Rachal

## NAVASOTA

**L**INDA GOODSON, daughter of Mr. and Mrs. Rolan Goodson, he's a substation operator in Navasota, will graduate from high school in May.



Linda Goodson

Linda was president of the Navasota chapter of Future Teachers of America and a member of the student council her junior and senior years. She was chosen "most beautiful" in her sophomore year and was a contestant in "most beautiful" contest in her senior year.

Besides school activities, Linda has taken an active part in church work. She was president of the local Young Women's Auxiliary and social director of the district Young Women's Auxiliary this year. She also worked at the hospital as a candy striper her junior year and as a receptionist her senior year.

Last summer, Linda attended a charm school in Houston and was a contestant in Miss Teenage America contest this year. After graduation she plans to attend Sam Houston State College and major in dance and minor in physical education.

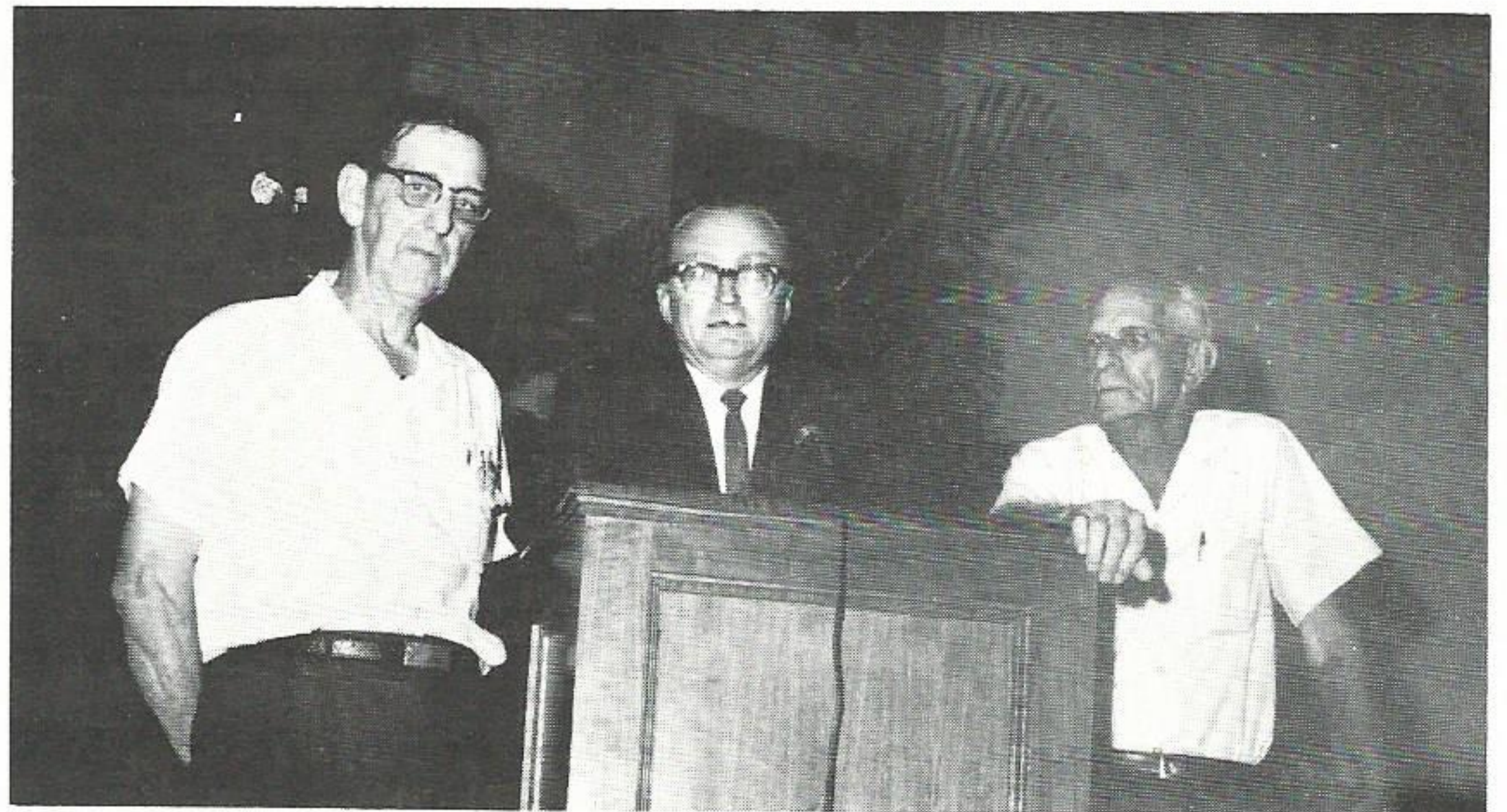
—By Roseann Pry



**RETIREMENT PARTY.** J. Roy Peckham, district superintendent, Lafayette, reads a note to Elmer "Jug" Sudderth, third from left, during the crawfish boil honoring him upon his retirement. Many employees from throughout the system attended the party. The Lafayette employees gave Jug a toy camping trailer filled with money to get him started on his travels around the fishing spots. With Jug are his grandson, Ted, and his wife, Earline.



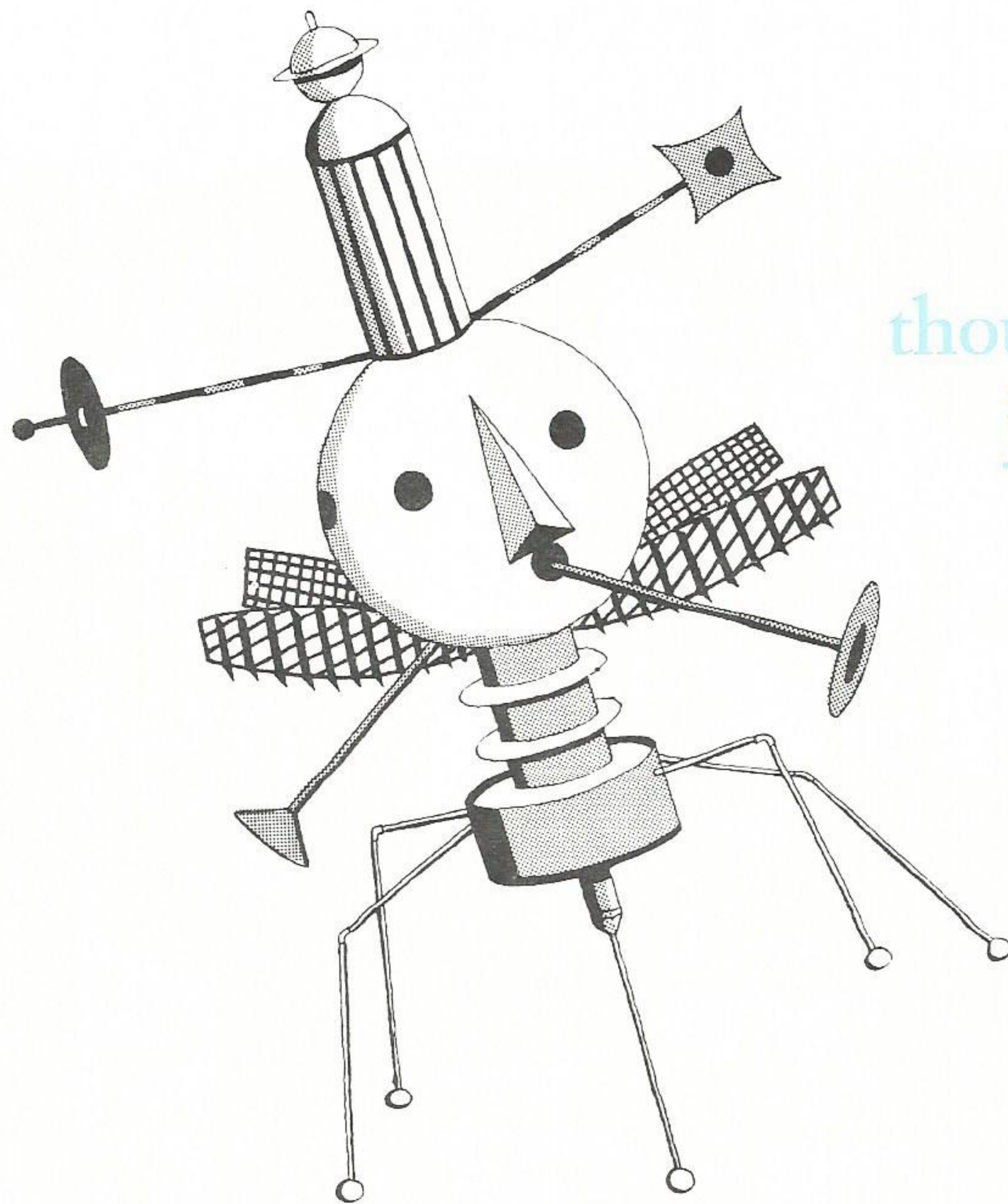
**HAPPY BIRTHDAY SHIRLEY.** Thirty-five of Shirley Stuart's friends threw a chicken barbecue for her on April 11 at the Live Wires camp to celebrate her birthday. Helping Shirley, Plant Accounting, in center of sign, celebrate were Pat Ashby, Ronnie and Nancy Cunningham, Wayne Bernard, Edna Grant (hidden) and daughter Kelly, Bill Buckley, Jan Teague, Norma Peel and Gwen Johnston.



**HONORED UPON RETIREMENT.** A. M. Sirman, left, garage foreman, and J. C. Morrison, right, assistant to the general line foreman, Beaumont T&D, were honored by their fellow employees at a retirement party April 30. Slim retired May 1 while J. C. will retire June 1. J. W. Atkins, operating superintendent for Beaumont Division, acted as master of ceremonies.



# “Who owns Gulf States Utilities Company?”



“Investors—  
thousands of people  
just like me!”



**T**HAT'S right. Our company is owned by people. People like you and the teacher, the baker, the mailman . . . people who save and invest their savings in it.

We're a people-owned and people-managed business, just like the more than 300 other investor-owned electric light and power companies throughout the country. And because of this, we have people constantly in mind.

That's why your electric service is constantly improving, in the traditional American business way. And why it will always be the best there is, anywhere, anytime.



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**AWARDS FOR 1964 SAFETY RECORD.** When the 2,739 Gulf Staters completed 1964 with an on-the-job accident frequency of zero they were in for a landslide of national, state and regional awards.

At a recent conference leaders training session at the Main Office, Chairman Morrison presented four of the latest awards to a representative group of employees from throughout the Company's service area.

Mr. Morrison is presenting a bronze plaque awarded by the Edison Electric Institute to Gulf Staters for having the lowest accident frequency rate in the entire electric utility industry to Morris Sandefer, master electrician at Sabine Power Station.

Others are, left; S. L. Stelly, system safety director, Beaumont; Joe Bailey, a commercial sales representative,

Huntsville; Calvin Oubre, master repairman at Louisiana Station, holding the Southeastern Electric Exchange's first place award in the personal injury on-the-job section.

Marvin Day, a senior engineering assistant in the Gas Department in Baton Rouge, holds the National Safety Council's first place award for on-the-job safety contest in group A, combination gas and electric division. This was won in a public utilities section safety contest in competition with all utilities in the United States.

Charlie Collier, a senior draftsman in System Engineering, Beaumont; Don Smith, a lineman first class in Port Arthur; and Charlie Breaux, a substation mechanic first class in Lafayette, holding the Southeastern Electric Exchange's award for our Company being the first place winner in the exchange's fleet safety contest.