

Jay Roy Peckham pg. 13
Jack pg. 16

Plain Talker

GULF STATES UTILITIES COMPANY
NOVEMBER, 1965

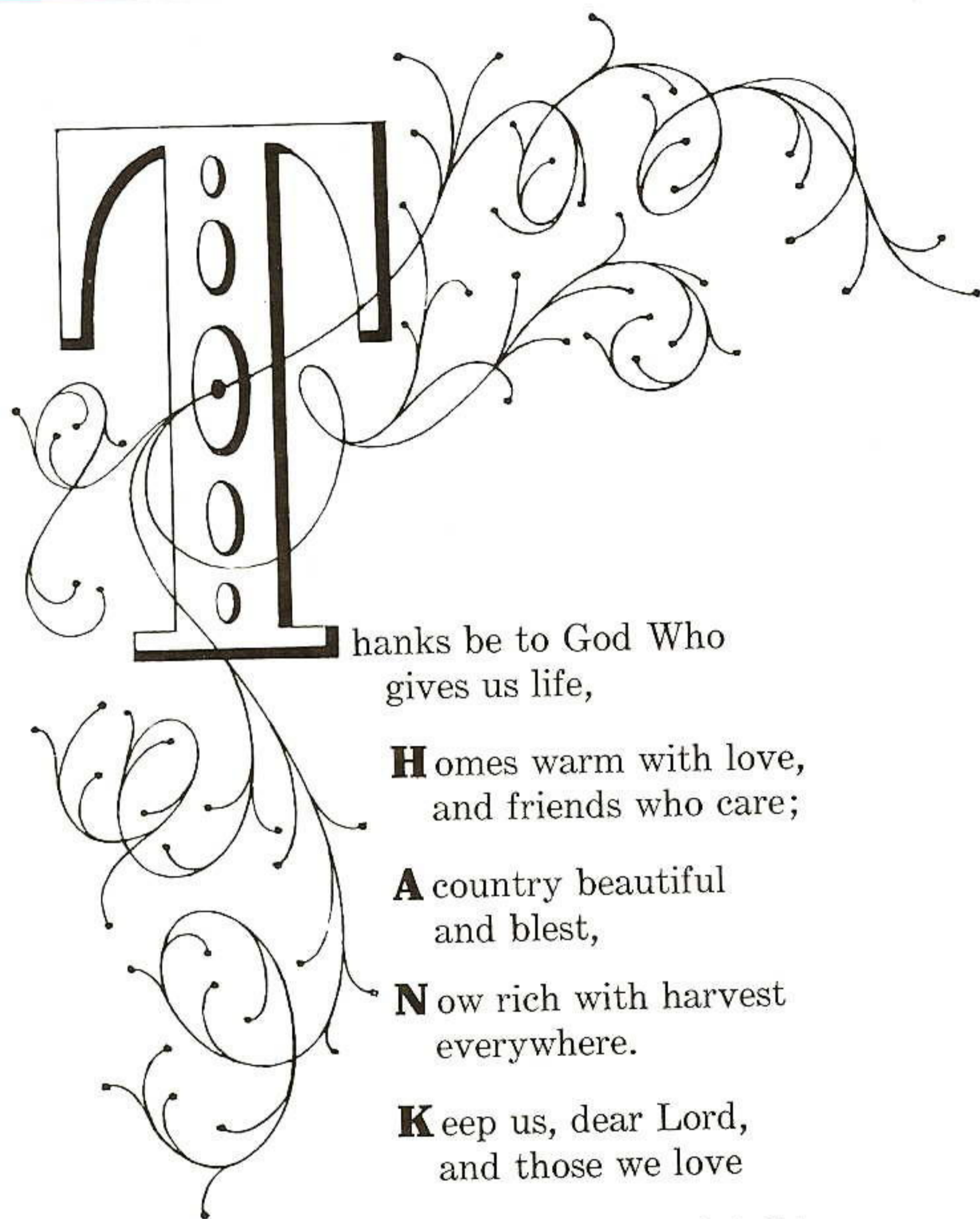


James S. Turner
Editor

Bunch Eads
Associate Editor

Jack Worthy
Baton Rouge Division
Hal Reagan
Beaumont
Contributing Editors

Jack Shofner
Artist



Thanks be to God Who
gives us life,

Homes warm with love,
and friends who care;

A country beautiful
and blest,

Now rich with harvest
everywhere.

Keep us, dear Lord,
and those we love

Safe under peaceful skies,
we pray.

Guard all those rights
we hold so dear —

In freedom's name
to go or stay,

Voice our opinions
without fear,

In our own ways
to worship Thee!

Now as we lift our
hearts in praise

God help us share abundantly!

MAUREEN MURDOCH

OUR COVER

HOLIDAY SETTING. Gregory and Patrice Mathews take time out from helping their mother set up a Thanksgiving centerpiece to eat a couple of the decorations. Greg and Patrice are the children of Herschel Mathews, supervisor of production, System Advertising, Beaumont.

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



CONVICTS AND BULLS. Thousands flock to Huntsville every Sunday during October to see the world famous Texas Prison Rodeo. Convicts throw caution to the wind whether it be a bucking bronco or an angry Brahman bull.

HUNTSVILLE, TEXAS

...a city that's putting
history in its future

CONVICTS, BUCKING BRONCOS and a stable of stars including Jimmy Dean, Tennessee Ernie Ford, Dizzy Dean and Bob Hope convert Huntsville into Texas' small city Cinderella for one month out of every year.

The world famous Texas Prison Rodeo, in its 33rd year, brings in outsiders by the thousands every Sunday in October. It's nothing to have a 30,000-plus rodeo crowd jamming this town of 14,000 citizens.

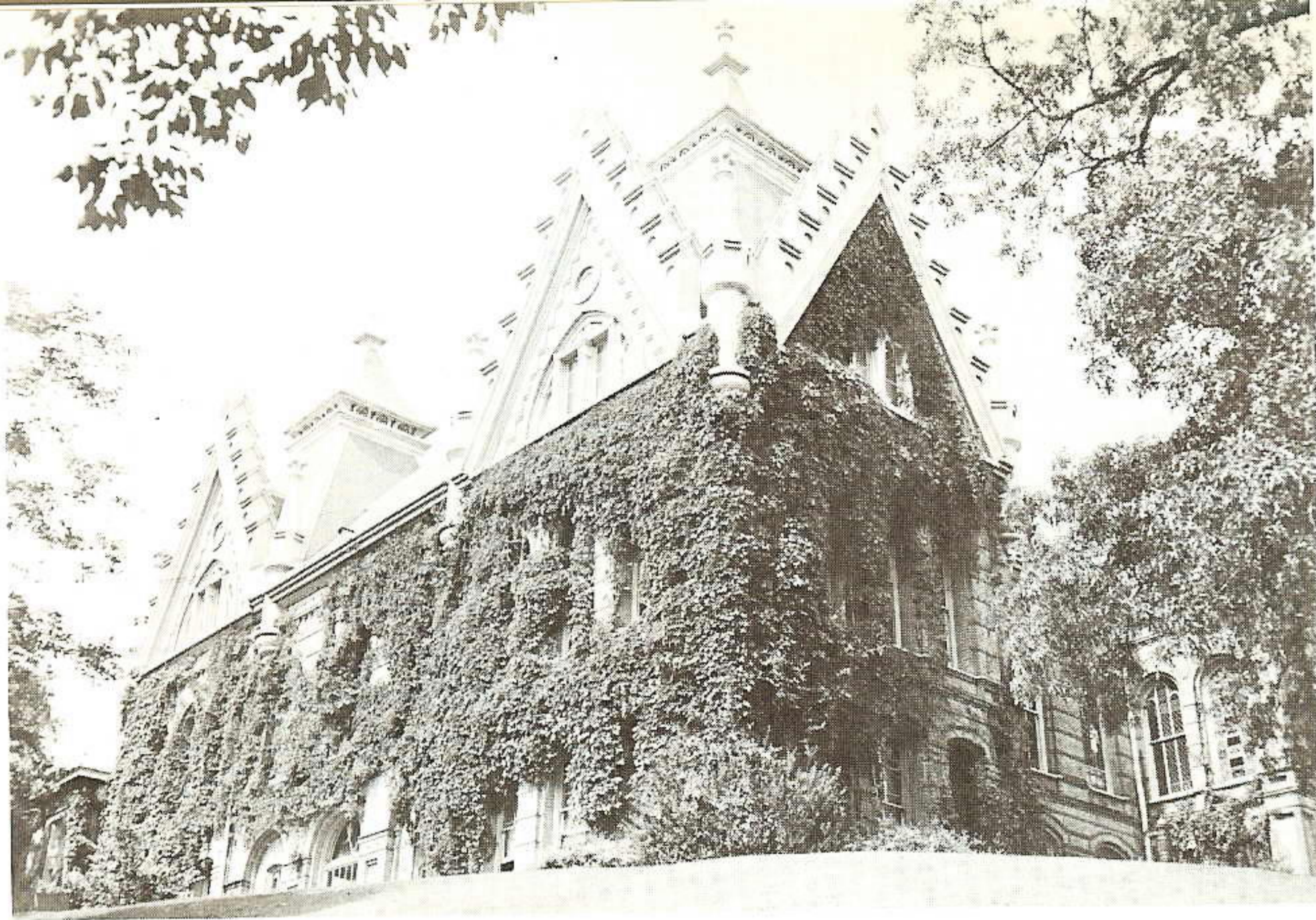
Huntsville civic leaders are tickled, to say the least, over the throngs that make this onetime stage coach center the state's "entertainment capital" of the fall. But they are working hard to spur a similar influx on a 12-month basis through residential and industrial development of the town that General Sam Houston called home.

Take, for instance, Huntsville's new Industrial Air Park. The groundwork that went into its birth is indicative of the far-sighted, imaginative leaders who are intent on pumping new blood into their city's economic arteries. The community-wide effort led to today's 450-acre industrial tract with a hard-surface municipal air strip smack in the middle. Permission is now being sought to lengthen the runway to further enhance the new "air park" concept that's catching on with industrial bigwigs searching for plant sites away from high density centers of population.

What's more, an adjoining 1,000 acres have been committed to Huntsville's new Industrial Air Park which promises to make land available for some time. With Houston growing north the way it is, leaders here anticipate considerable interest in the project in the not-so-distant future.

THE CITY GOVERNMENT, under the administration of Mayor Raymond T. Wright, a retired GSU'er, and the busy Huntsville-Walker County Chamber of Commerce, under the guidance of President C. R. Hackney, are working hand-in-hand to strengthen the economy through a transfusion of progress, opportunity and recognition.

(Continued on next page)



HUNTSVILLE LANDMARK. "Old Main," whose spires have long been a Huntsville landmark, remind passersby that Sam Houston State College is the oldest teacher training institution west of the Mississippi. "Old Main," erected in 1891, was the first teacher training building in the Southwest. Today, the college has an enrollment of about 6,600.



HOME OF GENERAL HOUSTON. This simple, white frame house that was once the home of General Sam Houston, the first president of the Republic of Texas, still stands as a state shrine. It's a favorite spot for tourists.

GENERAL SAM'S STEAMBOAT HOUSE. It was in the Steamboat House, a unique structure still standing in Huntsville, that General Sam Houston was living at the time of his death. The hero of the Battle of San Jacinto is also honored by the Sam Houston Memorial Museum and Park, final resting place of the first president of the Republic of Texas.



(Continued from page 1)

T. E. Humphrey, Jr., chairman of the chamber's Industrial Committee, has things humming on the new payroll front. His group worked with two companies that are now building plants here and will start operations with 10 employees each. Mr. Humphrey's committee is also promoting the air strip extension at the Industrial Air Park in cooperation with the municipal government that administers the investment.

Another thermometer of civic interest is the membership explosion of the chamber of commerce under Mr. Hackney, a professor at Sam Houston State College. His enthusiastic leadership spurred 95 new memberships in the chamber, which now has over 500 members.

FOR A SMALL CITY, Huntsville has much to offer new residents or tourists with flairs for getting close to history. Settled before the Texas Revolution in 1830, Huntsville is the home of General Sam Houston, hero of the Battle of San Jacinto and the first president of the Republic of Texas. His white frame home, now a Texas Shrine, still stands. Adjacent to General Houston's home is his law office in which he practiced his profession when not leading the Texas Army or serving in public office.

And just west of the General's home is the famous Steamboat House, where he died. Tourists flock to the Sam

Houston Memorial Museum, a building of rare architectural beauty which houses priceless relics of General Houston's belongings and of the Texas Revolutionary period.

HUNTSVILLE IS ONE of East Texas' centers of higher education thanks to the oldest teacher training institution west of the Mississippi, Sam Houston State College. An accredited four year co-educational college, the picturesque school — whose tall spires have long been a Huntsville landmark—offers an excellent degree program in applied sciences, business administration, fine arts, liberal arts and sciences, and graduate degrees are offered in the fields of liberal arts, business administration, education and science.

Its ever-improving physical plant and educational quality continue attracting a student body from all corners of the state. Enrollment reached a new high of 6,600 during the 1965 fall semester.

Citizens point with pride to other assets. There are gracious churches representing many faiths; a public school system with few equals in East Texas; peaceful, tree-shaded subdivisions featuring small city living at its finest; a pleasant year-around climate; recreation facilities galore (including scenic Huntsville State Park); a favorable tax rate; and excellent highways linking the city with two of the South's key markets, Houston and Dallas.

And not to be forgotten are Huntsville's civic leaders who, with sleeves rolled high, are "beating the bushes" for new business and a steady diet of progress.

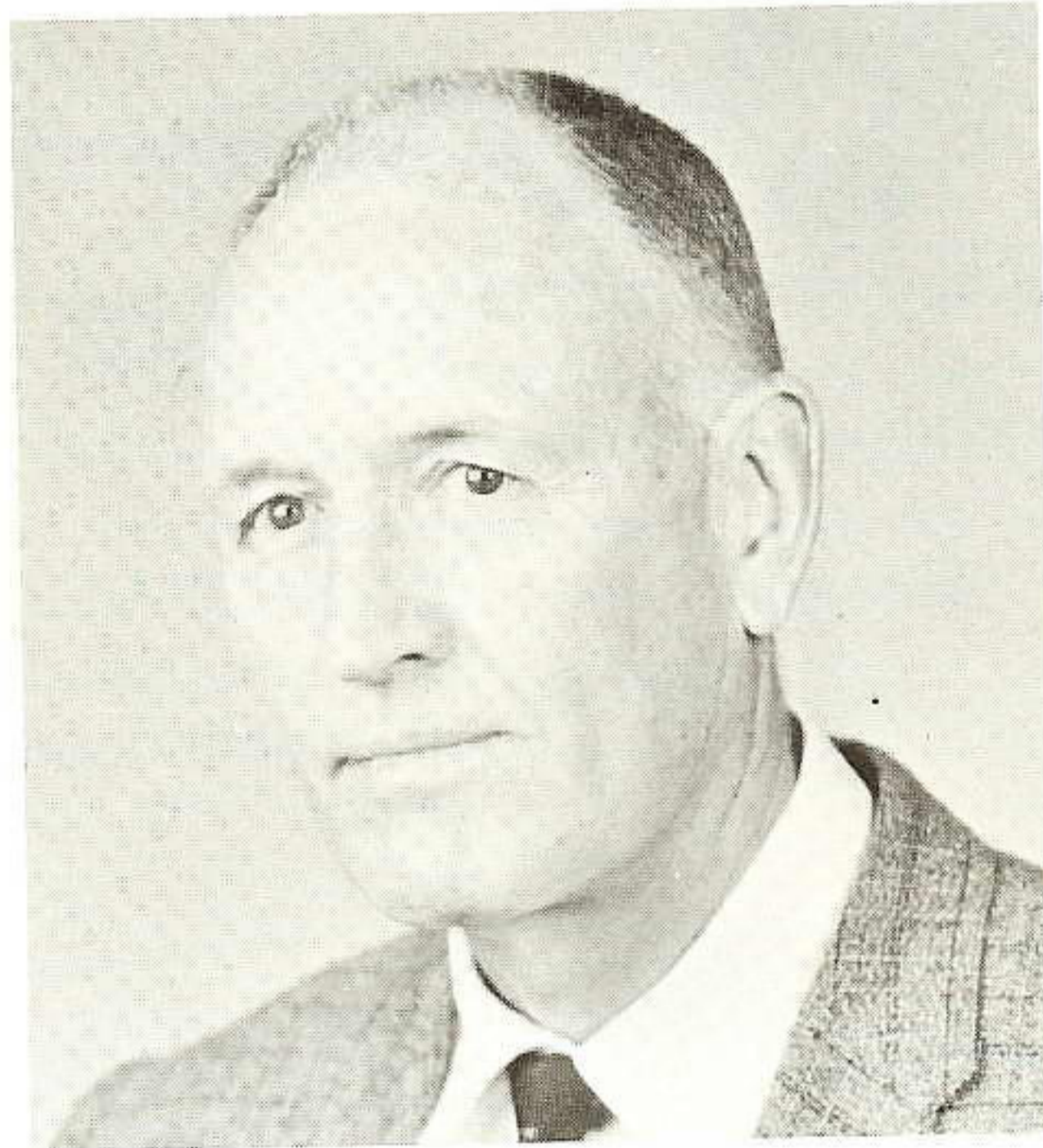
Huntsville has come a long way since the Alabama settler, Pleasant Gray, stopped his wagon, surveyed the countryside and got busy building a trading post near the center of what's now downtown. But today's leaders have even greater visions for the same countryside.

They picture a Huntsville of the future as the manufacturing center of East Texas along with all the accompanying fringe benefits. They're laying the groundwork today.

November, 1965



LEADERS AT WORK. That's the story here as Huntsville Mayor Raymond T. Wright, right, a retired Gulf Stater, and Frank Robison, our Company's Huntsville district superintendent, talk shop at City Hall. Mayor Wright's administration, a mayor-council type government, includes Kate Barr Ross, city comptroller; N. B. Davidson, city engineer; and aldermen W. Ben Blalock, Jr., Joe Jones, Frank Sprott, Marion King, A. J. Beckham, Doyle F. McAdams, Jr., Neil D. Cox and H. L. Costilow.



REWARDING TERM. C. R. Hackney, president of the Huntsville-Walker County Chamber of Commerce, has lent excellent leadership as 95 new chamber members attest. The organization has over 500 members today.



PROOF OF PROGRESS. The handsome, centrally air conditioned Huntsville-Walker County Chamber of Commerce is evidence of the progressive thinking of this deep East Texas locale. Opened in 1964, the new "community showcase" features five offices over a 2,457-square foot area. It's the headquarters of Maurice Turner, fulltime manager of the chamber.



FREEWAY DRIVING

things happen fast
on our highways

FREEWAYS ARE A BLESSING to motorists who want to avoid the delays and hazards of single lane traffic, intersections and built-up areas. But because traffic moves faster on the freeways, emergency situations can arise faster too.

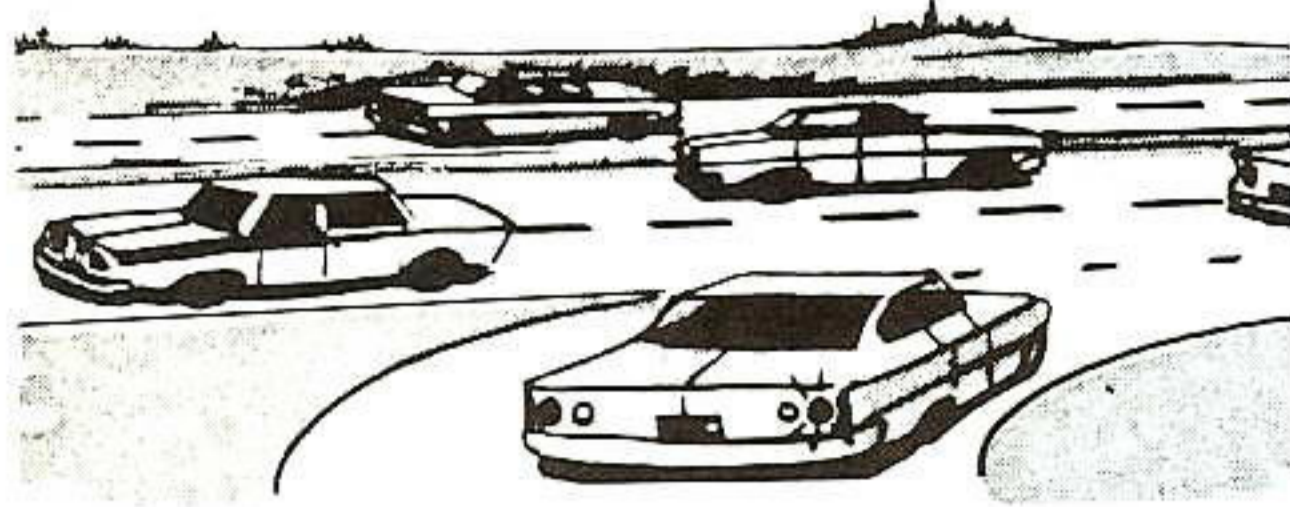
Strange as it may seem, the advantages of the freeway can in themselves be a hazard!

Long, uninterrupted stretches of highway can dull the senses. And yet, reactions must be especially quick if danger threatens at freeway speeds. Perhaps most serious of all, freeways tempt many motorists to drive beyond the speed limits, and beyond the speeds at which they can safely control their cars.

Drive at a safe, steady speed, and refuse to compete with thoughtless motorists who use the freeway as a speedway. Take it easy and you will avoid tension—and perhaps an accident.

No set of rules can substitute for alertness and common sense. But if you remember the freeway safety tips illustrated on the next page, you are less likely to be involved in accidents caused by the carelessness of others, and by the special demands that freeways make on the motorist.

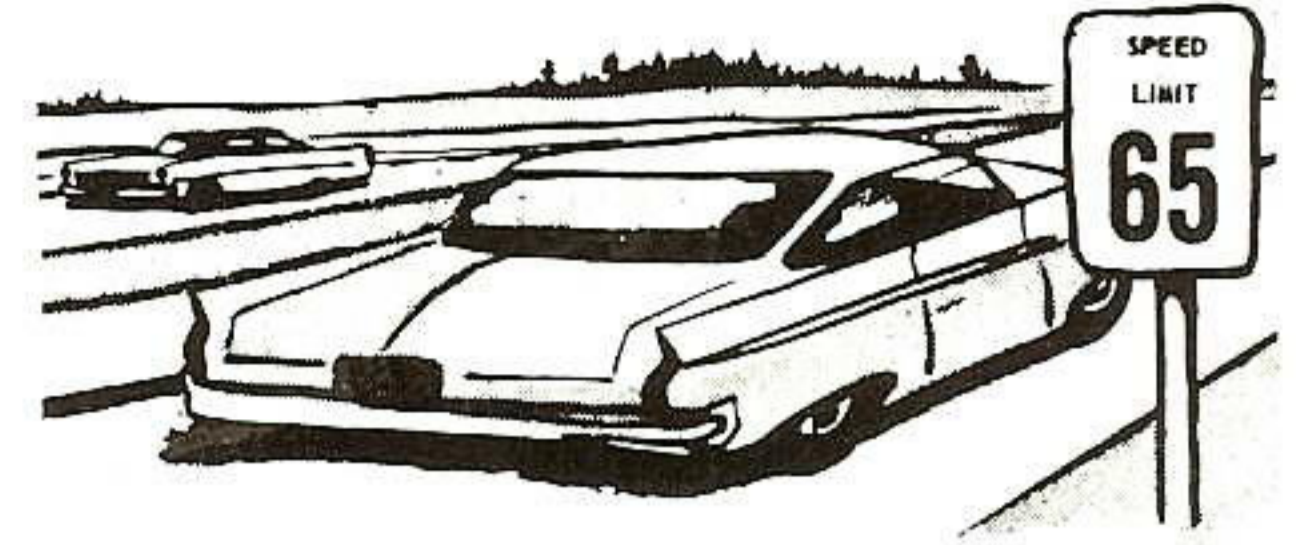
12 TIPS FOR YOUR SAFETY ON THE FREEWAY



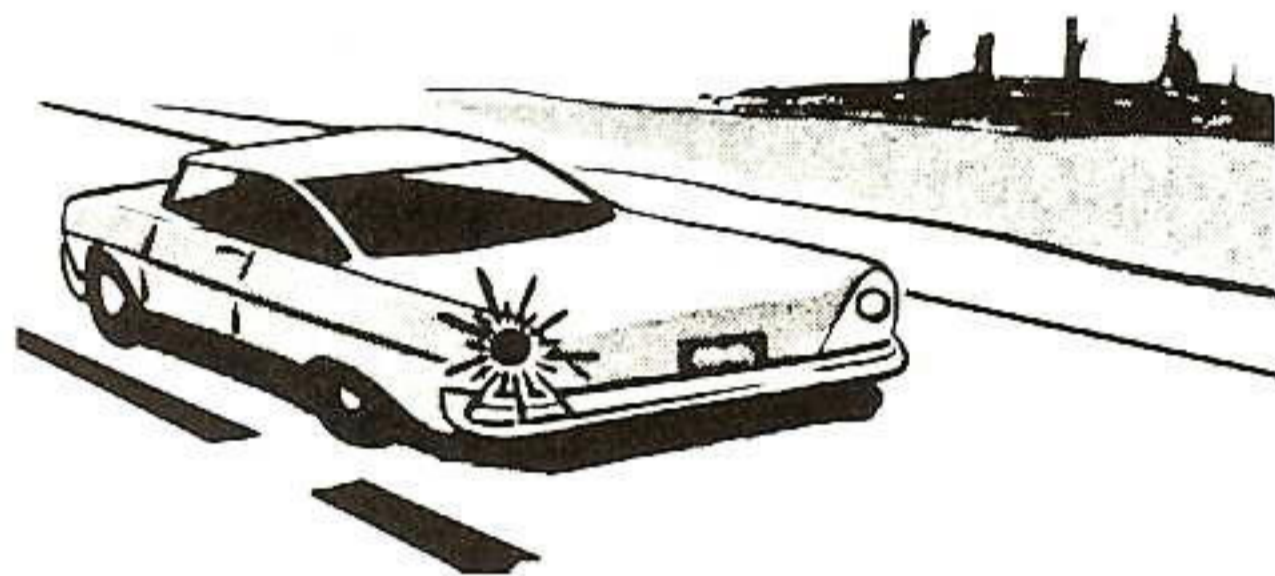
MERGE SMOOTHLY when entering a freeway. Stay to the right and increase speed in the acceleration lane to the speed of those vehicles already on the freeway; then merge smoothly with the flowing traffic.



WATCH FOR motorists entering freeway. Drivers already on the freeway have a responsibility to see that traffic merges smoothly. Adjust your speed to help new arrivals to make a smooth, safe entry.



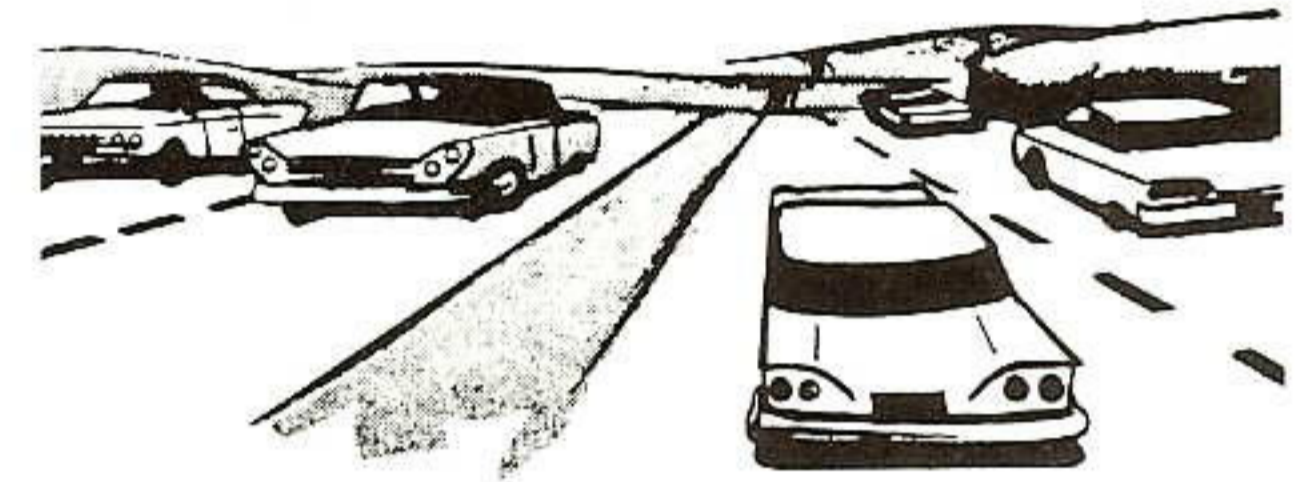
OBEY POSTED speed limits even though long stretches of clear highway may tempt you to exceed them. Beyond these maximum speed limits, you cannot react and stop quickly enough in an emergency.



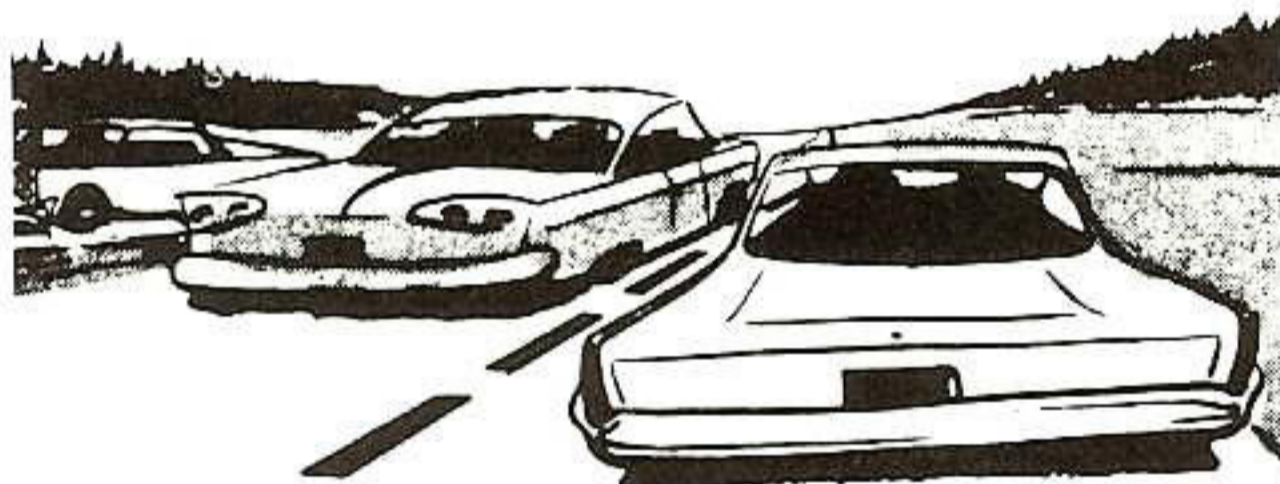
SIGNAL LANE changes and turns with signal lights or hand signals. Remember how angry you feel when other motorists pass you or dart into your lane without warning!



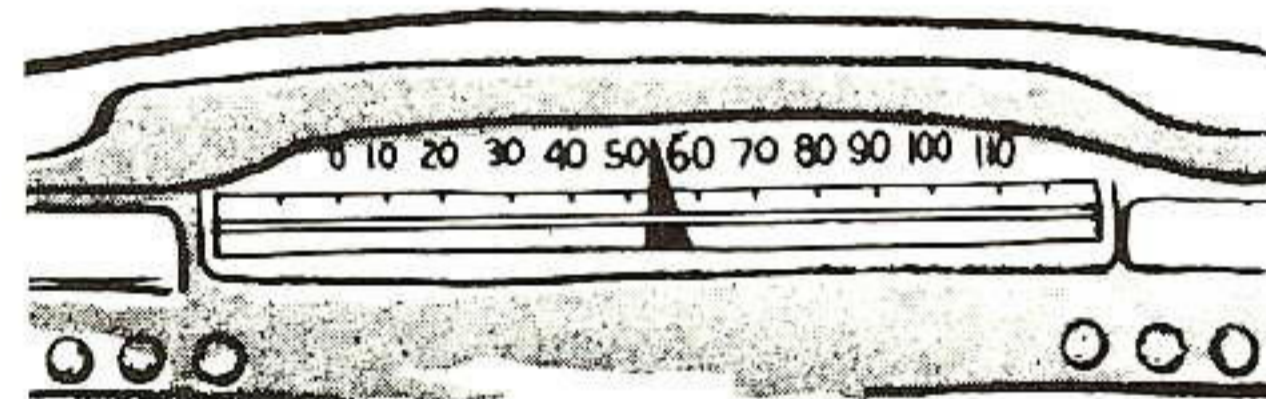
GUARD AGAINST highway fatigue. Reduced activity, engine drone, sustained speed and fixed staring can reduce alertness when you need it most.



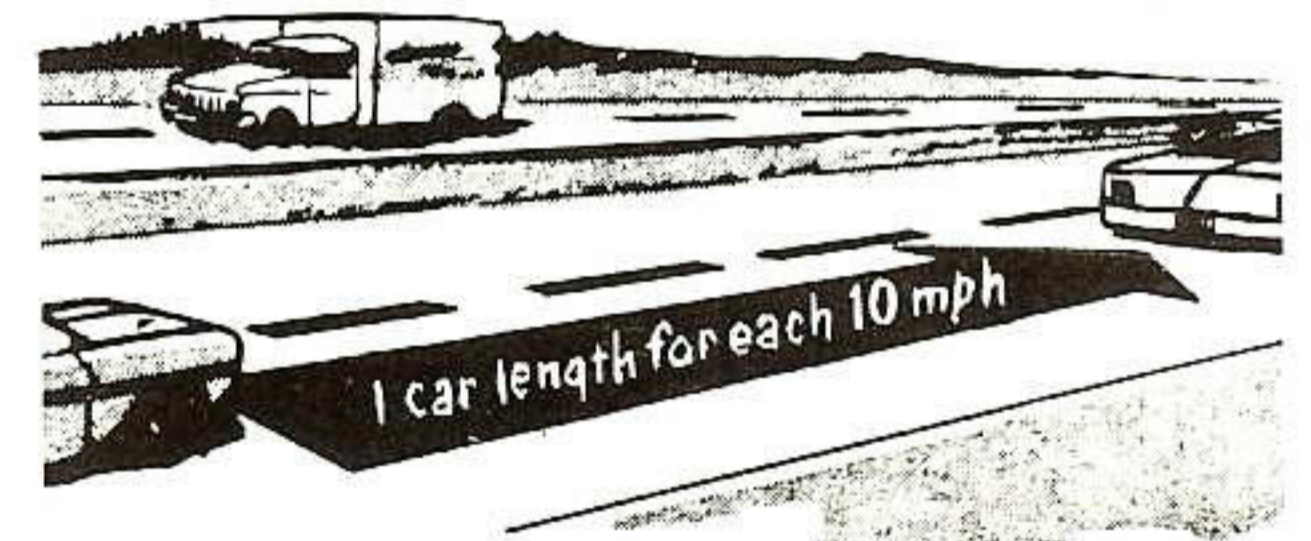
AVOID LANE-HOPPING. Stay in the right-hand lane unless overtaking and passing. Do not impeded or block faster moving traffic by driving in the passing lane.



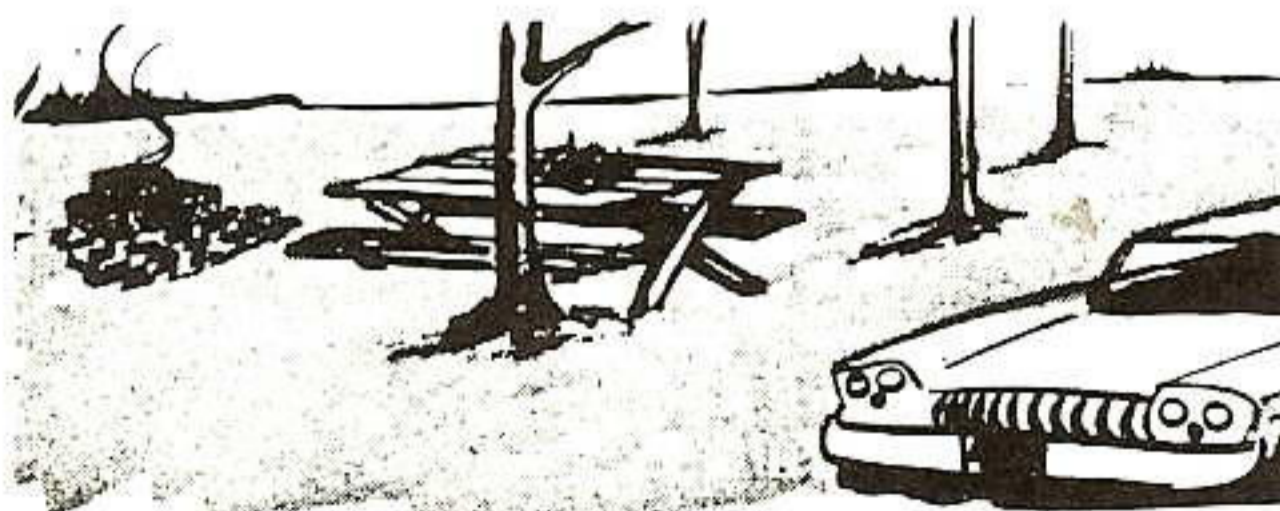
PASS ON THE RIGHT with caution. Motorists do not expect others to pass on the right, and they may not see them in time. The responsibility is on the individual passing on the right to do so safely.



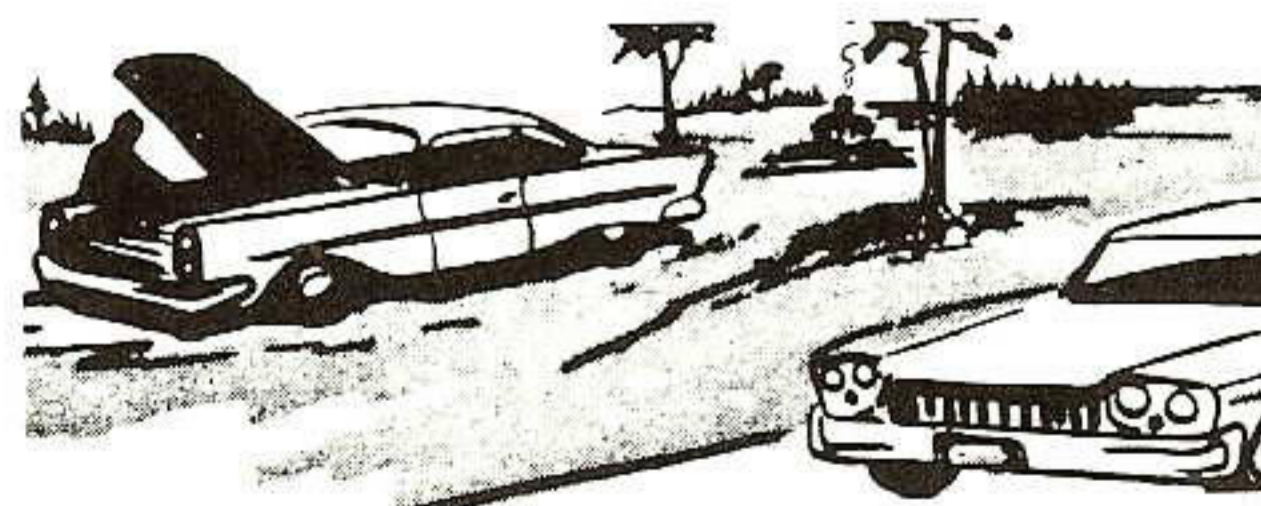
MAINTAIN STEADY SPEED to take full advantage of the time-saving benefits of the freeway. Sudden bursts of speed can confuse other motorists and lead to accidents.



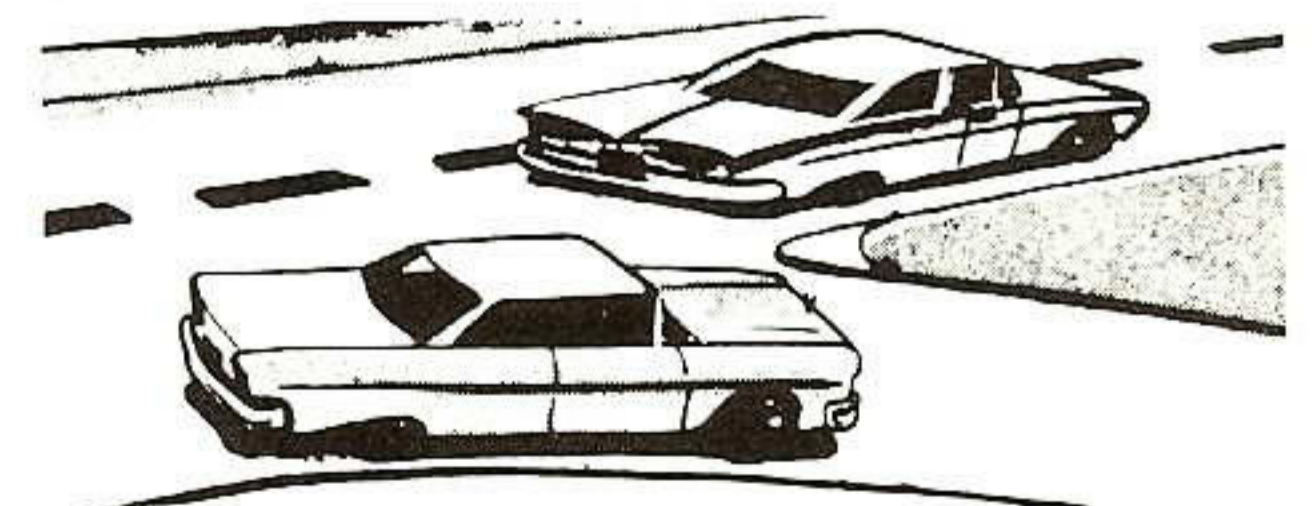
KEEP YOUR DISTANCE from the car ahead. Serious "chain reaction" collisions can result when cars ride too close together at freeway speeds. Stay far enough back to allow for unexpected stops.



TAKE REGULAR rest stops. If a restaurant is not easily reached, stop the car and have a proper rest. But do not park on the shoulder. Pull into a rest area or leave the freeway entirely.



LEAVE FREEWAY at first sign of car trouble. A fast-moving freeway traffic stream is no place for a balky car. Get as far off the road as possible; a car on the shoulder can easily be involved in a collision.



LEAVE FREEWAY with care. Choose the correct exit and move into the righthand lane. Do not slow down on the driving lane. Signal your turn, slow down in the speed change lane to a safe ramp speed.



LEARNING TO WORK WITH SAFETY. Twenty-three apprentice linemen from throughout our service area learned that our Company places great emphasis on the fact that the only way to do a job is to do it the right way with SAFETY as they attended the annual apprentice linemen's training course in Beaumont last month. The course was divided into two, five-day sessions with 12 Gulf Staters attending the first session and 11 the second.

Apprentices Climb Up with Safety At Annual Training Course

THE PRINCIPAL PHILOSOPHY of our Company's training and safety programs, "the only way to do a job is to do it right with SAFETY", was brought home to 23 apprentice linemen from throughout our service area last month as they attended two five-day training courses in Beaumont.

Twelve Gulf Staters attended the

first week's course and 11 attended the second course. Twenty-two of those attending the course are apprentices in T&D-Line and one is a shop and field tester in Substation. All have been employees of our Company for a year or less.

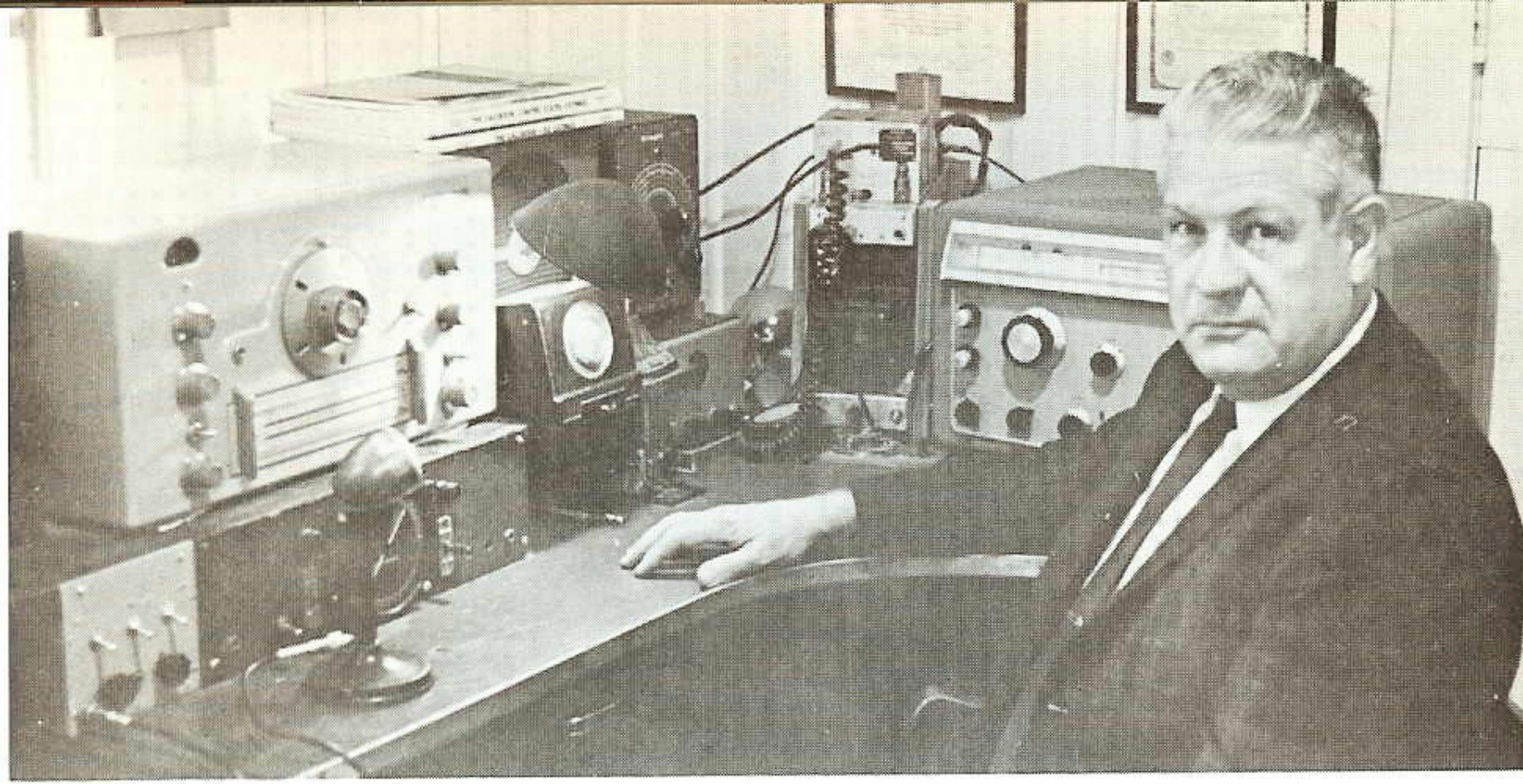
This program for apprentices is conducted annually, or whenever there is a sufficient number of apprentices

to warrant it, by the System Training and Safety Department. During the course they attend class and field exercises in which they are introduced to our Company's operations and the proper and safe way of working on electrical structures. In the field exercises, conducted like regular work assignments, they receive instructions in the proper use of protective safety equipment. This year, for the first time, they operated and worked from a bucket truck and worked on primaries and installed insulators from a suspended work platform.

Attending the October 18-22 session were: Thomas J. Arabie, Lafayette; John H. Broussard and Kenneth B. Carr, Baton Rouge; Wade F. Castile and Milton L. Huebel, Port Arthur; T. W. Ferguson, Orange; Tommy L. Elliot and Conrad A. Kincaid, Beaumont; Barkley E. Lilley, Cleveland; Olan Richard, Jennings; and Larry J. Lee, Navasota.

Attending the second course were: Richard Bergeron, James E. Lawless, Irving C. Saxton and Robert H. Sheets, Baton Rouge; Willis E. Coon and Michael L. Defee, Beaumont; H. F. Eickenhorst and Wilburn L. Woods, Navasota; Robert L. Gary, Jennings; Russell Thomasee, Lafayette; and Henry A. Wagner, III, Orange.

Instructors for the field exercises were D. R. Tyler, utility foreman, Lake Charles; and R. P. Thompson, lineman first class, Beaumont. The classroom sessions were conducted by C. P. Shirey, manager, Safety and Training; R. E. White, manager, Operations; S. H. Canfield, assistant general substation foreman for Beaumont Division; A. M. Melancon, supervisor, Standards and Specifications; S. F. Krebs, service foreman for Beaumont Division; S. L. Stelly, system safety director; Anders Poulson, safety representative, Texas Divisions; Ralph Shirley, safety representative, Baton Rouge Division; Mel Cole, engineer, Beaumont Division; A. J. Mary, director, System Services-Engineering; E. A. Grimshaw, engineer, Beaumont Division; and K. E. Jumel, supervisor of confidential records and payroll accounting.



GOODWILL BUILDER. George DeLaMatyr, operating supervisor, Beaumont Division, is well-qualified to find solutions to both electrical and radio problems. He is not only an electrical engineer but has been a licensed amateur radio operator (W5BRR) for 37 years. He recently put his knowledge in both fields to work building goodwill between amateur radio operators and our industry as he wrote an article for QST, a magazine dealing with problems of amateur radio operators. Since having the article printed he has received letters on power line interference from across the country as well as from Australia. Mr. DeLaMatyr is also proud of his DX work—long distance contacts. He has a collection of QSL cards (acknowledgement cards) which contains contacts from 312 different countries around the world.

GSUer's Article Creates Goodwill For Our Industry

GEORGE DELAMATYR, operating supervisor, Beaumont Division, recently showed how important good public relations are to the utilities industry when he had an article printed in the September, 1965, QST magazine. The magazine is the official publication of American Radio Relay League, an association of amateur radio operators.

Mr. DeLaMatyr's article was in answer to a letter in the March QST by G. L. Countryman of Charleston, S. C., stating how he obtained prompt action from the local utility company when he experienced interference from power line noise.

Mr. Countryman set down three suggestions that can be used in seeking such action: 1) Thoroughly investigate your problem; 2) Write a letter to the president of your utility company; and 3) Any personal contracts or friends of the top man at the utility company may be of assistance, but only if they are personal friends of yours also.

In his article Mr. DeLaMatyr said, "A pre-investigation by the ham is of great importance for he is in the position to determine many factors

having a bearing on the problem. Careful use of the rotatable direction antenna can often pinpoint the trouble area. Noise often tends to peak at certain frequencies, so all bands should be tried. At times a 50-Mc. beam will definitely point to the spot where 21 Mc. or 14 Mc. will not, yet at other times the lower frequencies are most directive. The actual cause of the noise seems to be involved in these frequency characteristics, but we have not yet been able to establish direct relationship.

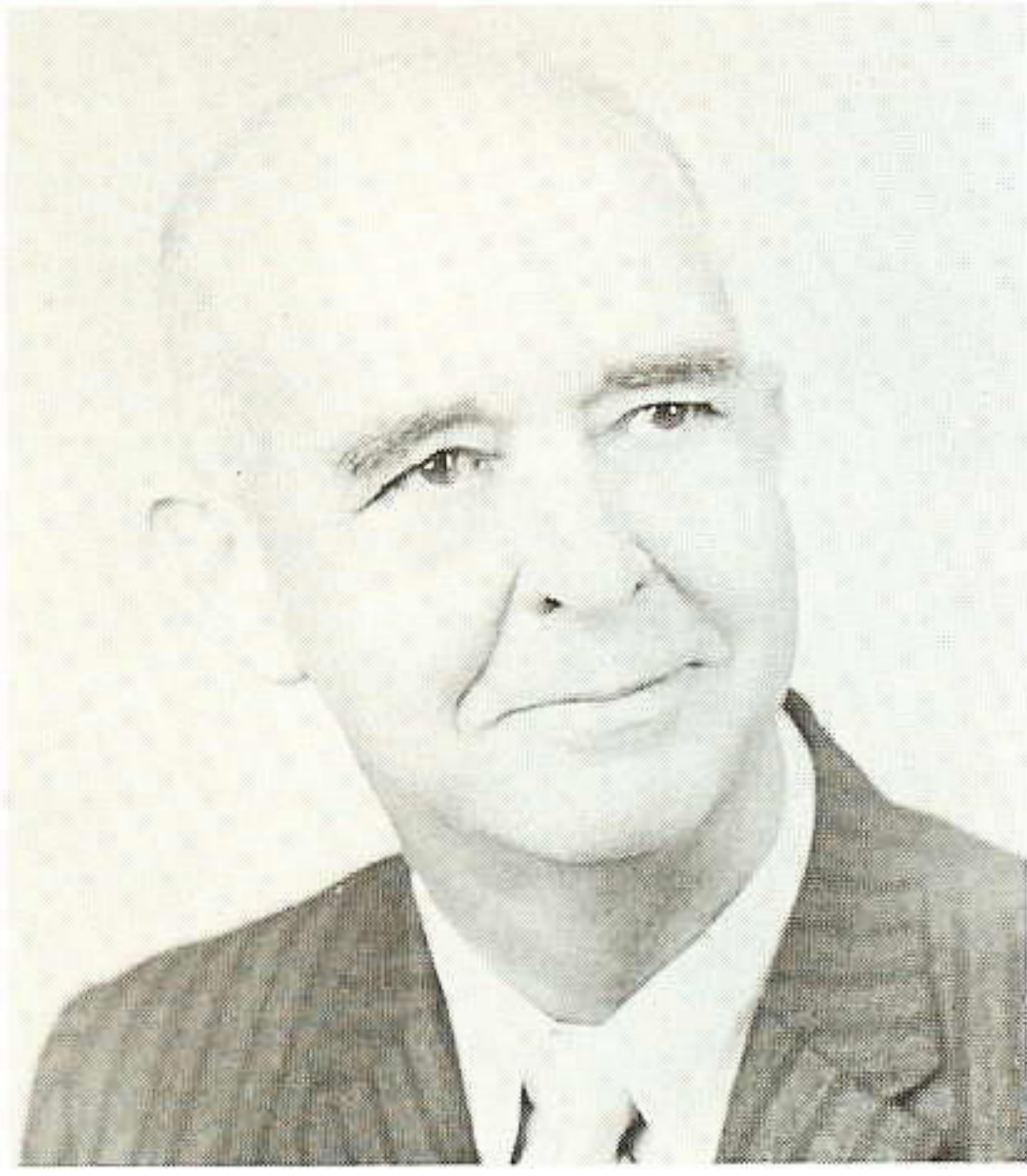
"Contrary to popular belief, the transformer almost never is the cause of radio interference. However, a transformer installation involves much more hardware than a simple tangent structure, so there is always a possibility of trouble at that spot. Lightning arresters are often the cause of a continuous discharge with relatively constant level and tone. Whether the noise is prevalent in wet or dry weather is also of great importance."

In discussing suggestion (2), Mr. DeLaMatyr wrote, "I do not recommend writing to the president of the power company. The president will

not understand your problem and will merely pass the letter on, through channels, taking more time and stirring up more feelings. I do recommend that your letter be sent to the division operating superintendent. He is close to the problem, receives such complaints regularly, and is equipped to do something about them. It is not necessary to list everything you have found in your letter, since if you really desire to cooperate in elimination of the interference you will make an appointment to meet the company representative at your home or other designated location. The personnel who meet with you will have the knowledge to speak in your terms. Cooperation and good will are imperative if a satisfactory solution is to be obtained, and starting out on the right foot without ruffling any feathers is the best approach. The amount of money invested is of no consequence. Utility companies are just as anxious to satisfy a novice with a \$50 investment as a ham with \$10,000 in fancy gear. A television set in trouble is enough to start an investigation.

"Suggestion (3) also can be simplified a bit. Friends are wonderful to have, anywhere and any time, and if you can cultivate them within the power company, you should certainly do so. You will probably find them of great value in many other ways, some known only to hams. But having a personal friend is certainly not a requirement for obtaining immediate action on interference.

"It is often very expensive to eliminate a source of radio interference, but more than that, it often requires many manhours of work time which is usually harder to obtain than money. Hence, more reasons for making the personal contact with the group who will actually have to do the work. It is not unusual to tie up a whole line crew for a week clearing a single case of trouble. Also, it isn't necessary, and probably would do little good, to bring the Federal Communications Commission into the picture. They and the power company both prefer it to be kept on a local and cooperative level."



V. B. Hereford, Sr.



James O. Lively



Clement Schwab

Three to Retire December 1

VAN B. HEREFORD, SR., district superintendent of the Navasota District, has been a superintendent for our Company ever since 1926.

He was employed on April 15, 1921, by one of our predecessor companies, Hempstead Lighting and Power Company. He was made superintendent at Cleveland in 1926 and has served as district superintendent at Madisonville, 1928 to 1948; Navasota, 1948 to 1953; Conroe, 1953 to 1957. He was transferred back to Navasota in 1957.

Mr. Hereford is a native of Llano, Texas, and received his education in Bertram, Texas.

Mr. Hereford, active in civic affairs throughout the Navasota Division, served as a director of the Madisonville Chamber of Commerce for 15 years; member of the Madisonville School Board for six years; a member of the Grimes County Chamber of Commerce for 13 years. He also held memberships in the Rotary Club of Madisonville and Conroe and the Kiwanis Club in Navasota. He has been a Mason for 44 years and is a member of Madisonville Lodge No. 740. He is a member of the First Baptist Church and has served as deacon in churches in Madisonville,

Navasota and Conroe.

Mr. Hereford plans to take life easy and visit with his family. He has one son, Van B. Hereford, Jr., supervisor of customer accounts in Baton Rouge. Mr. Hereford makes his home at 505 Teague in Navasota.

JAMES O. LIVELY, primary and special tester in Navasota, has been an employee of our Company since November 12, 1926, when he was employed in Port Arthur as a helper.

He served in various meterman positions in Port Arthur until transferred to Navasota in 1946 as a meterman first class. He has been a primary and special tester since 1949.

A native of Palestine, Texas, Mr. Lively was educated in Tyler, Texas. Prior to coming to work with our Company he was employed by St. Louis Southwestern Railway Company as a clerk and as a mechanic by a Tyler service garage.

Mr. Lively is married to the former Pearl Talbert of Liberty, Mississippi. They have three children, James Otis, a graduate of A&M School of Veterinary Medicine, who now practices in Ft. Worth; John Robert, a second year law student at the University of Texas Law School; and

Susanne, a junior music education major at Sam Houston State College in Huntsville.

Mr. and Mrs. Lively make their home at 211 Miller Street in Navasota. Mr. Lively is a deacon in the First Baptist Church.

"I plan to do some electrical work and catch up on other things I've wanted to do for years," Mr. Lively said.

CLEMENT SCHWAB, master repairman at Louisiana Station in Baton Rouge, has been with our Company since April 20, 1930. He was employed as a turbine operator at Louisiana Station.

He served in various repairman and pipefitter positions until made a master repairman in 1944.

A native of Pointe Coupee Parish, Louisiana, Mr. Schwab received his education in New Roads, Louisiana, and attended Soule College in New Orleans for one year. He has taken courses in electrical welding and mechanical drawing at LSU night school. Prior to coming to work he was employed by firms in New Orleans, Baton Rouge, New York and Houston, Texas. He served in the U. S. Navy from 1921 to 1925 as machinist mate first class.

Mr. Schwab is married to the former Gertrude Babin of Port Allen, Louisiana. They live at 3845 Capital Heights Ave. in

Baton Rouge. They have three daughters, two married and one living at home, a teacher in West Baton Rouge Parish. They are members of the Ingleside Methodist Church.

"I can't say that I'm going to catch up on hunting and fishing," Mr. Schwab said. "Because during hunting season I stay in the swamps every weekend. Only I'll have more time now and can spend a few extra days in the woods and do some fishing on the side. Next spring we plan a trip to Florida. I've just bought a new pickup truck and I'm going to pull a 26-foot travel trailer. I won't have to be in a hurry to get back to work."

Humphries Promoted To Baton Rouge Gas Meter Foreman

BILL H. HUMPHRIES, formerly foreman in the



Bill Humphries

retired that date.

Baton Rouge Gas Department, was promoted to meter and regulator foreman on November 1. He succeeded F. J. Bello who

Mr. Humphries has been an employee since 1936 when he joined the Gas Department as a helper. He served in various gas classifications to become a meterman first class. He has been a foreman since 1960. He served in the military service for three years during World War II.

A native of Grayson, Louisiana, Mr. Humphries is married to the former Elizabeth Allen of Denham Springs and they have two children, a son, Hugh, and a daughter, Hollis.

Beard Named Utility Foreman At Beaumont

JOHN W. BEARD, formerly a



John Beard

lineman first class in Beaumont T & D, was promoted to utility foreman in the Beaumont Line Department on November 1.

A native of Broadus, Texas, Mr. Beard was employed in the Beaumont Line Department in 1949 as a helper. He worked in various capacities in the Line and Service Departments until being promoted to lineman first class in 1954.

He attended public schools in Broadus and was graduated from high school there in 1946. He later attended Port Arthur College.

He is married to the former Jane Kennedy of Broadus and they have one son, Mickey, a student at Bowie Junior High School. The Beards attend the Ridgewood Church of Christ.

• More than 6,500 people last year were victims of fires in their own homes, National Fire Protection Association figures indicate.



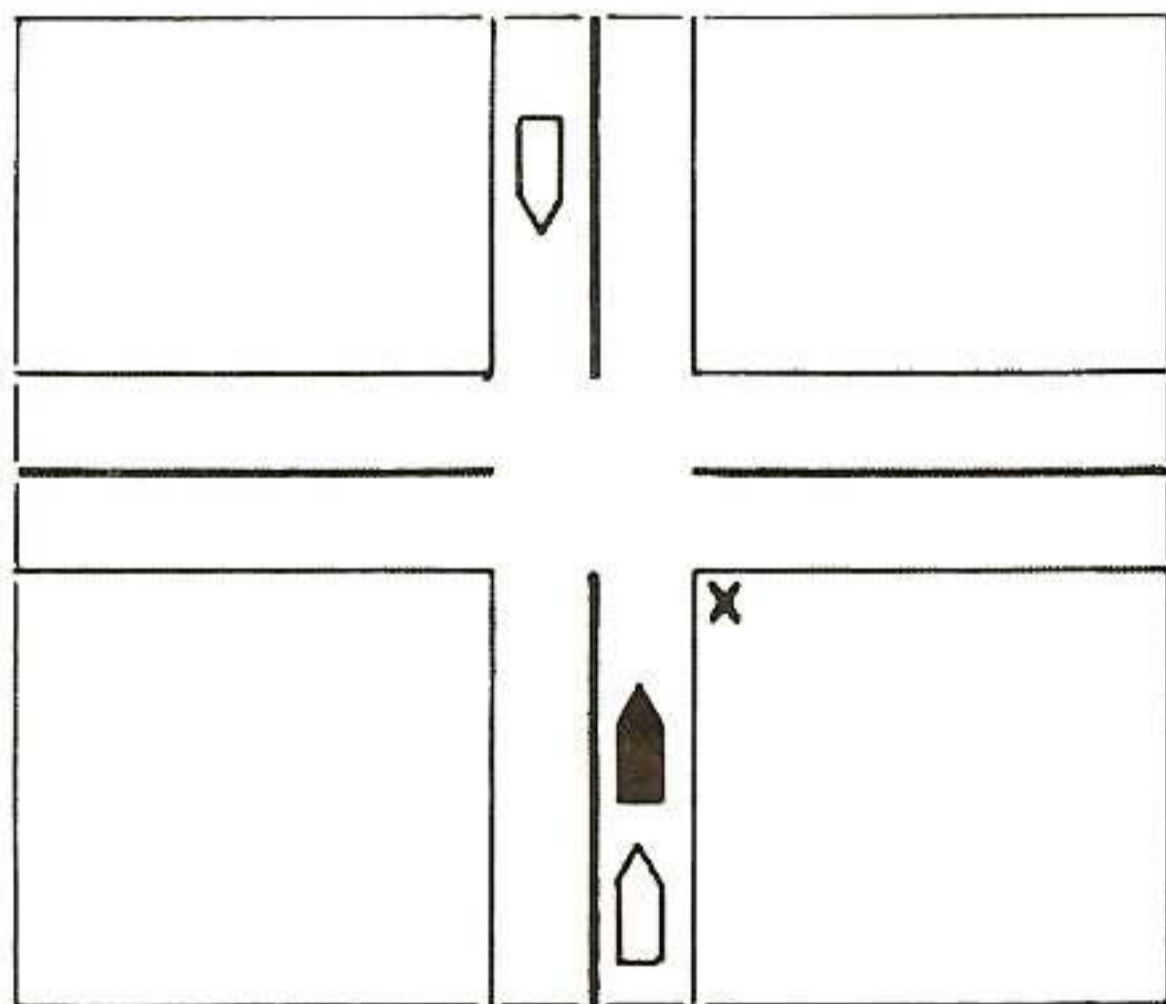
NECHES STATION WINS ANOTHER UA BANNER. Employees of our Company's Neches Station won another Fair Share banner last month by hitting the 77.2 per cent mark in Fair Share pledges. Only 70 per cent is required for winning one of the Beaumont and North Jefferson County United Appeals awards. Price Bradshaw, holding the banner at the left, was chairman of the Neches Station drive. Special guests at the banner presentation ceremony were Glenn E. Richard, president; R. W. Sherwood, vice president, engineering and production; R. J. Robertson, production manager; John Geis, general chairman of Beaumont's 1966 United Appeals drive; and L. N. Brannan, supervisor of area development and chairman of GSU's overall United Appeals efforts this year. Neches Station's "C" Watch, Operations Department, a 14-man group headed by foreman T. A. Sandidge, hit 100 per cent in Fair Share giving for the third straight year. Members of the department are L. L. Thompson, J. O. Wells, W. L. Dube, A. L. Whitson, Jr., C. C. Kuritz, G. T. Thurman, G. K. Zorn, W. K. Haynie, H. A. Dubuisson, B. D. Perry, M. E. Hinch, C. C. Petry and L. C. Madden.



What would you do in this driving situation?

?

by Tom Dobbs



Pedestrian (X), standing at corner, seems unaware of traffic and looks as if he might attempt to cross street.

YOU SHOULD: (a) Come to a quick stop. (b) Pull over into other lane, tap horn lightly (c) Slow, prepare to stop if necessary, warn him with a tap of the horn.

(Answers on page 19)

Peterman Moved To System Rates As Engineer

RICHARD J. PETERMAN, formerly an industrial engineer in Lake Charles Sales,



Dick Peterman

was transferred to Beaumont on October 16 as an engineer in the Rates and Depreciation Department.

He has been an industrial engineer in Lake Charles since 1960.

A native of Alexandria, Louisiana, he was graduated from Louisiana State University in 1958 with a BS in electrical engineering. He joined our Company at Beaumont following his graduation. After a six month orientation period, he was assigned to the Lake Charles Division as an engineer in T&D in November, 1958.

He is married to the former Virginia Dunn of Lake Charles and they have two children, Suzanne Gale, and Richard Russell. They are members of Our Lady Queen of Heaven Catholic Church.

Prior to attending LSU, he served in the Air Force for four years. He was a member of the Young Men's Business Club and the Association of Commerce of Lake Charles. He is also a lifetime member of Tau Beta Pi, engineering honorary fraternity.

Good judgment is essential to a well ordered life. Good judgment, however, must be exercised habitually if it is to be made the warp and woof of living. —UNITY.



THRIFT PLAN

THE TRUSTEE of the Employees Thrift Plan purchased the following Company stock during October covering employee deductions and Company contributions through September:

- 3,685 shares of Common stock at a total cost of \$100,550.90 or an average cost per share of \$27.287;

- 217 shares of \$4.40 preferred stock at a total cost of \$20,046.77 or an average cost per share of \$92.381.

These shares included brokerage and commission fees.

The trustee also deposited \$9,624.12 with the savings department of the First Security National Bank in Beaumont.

Kent Promoted To Superintendent At Port Allen

LESLIE B. KENT, formerly assistant general line fore-



L. B. Kent

man in Baton Rouge, was transferred to Baton Rouge Division's Western District and promoted to local superintendent at

Port Allen on November 1.

He succeeded W. A. Efferson who retired October 31 after 42 years of service.

Mr. Kent, a native of Pointe Coupee Parish, is a graduate of Livonia High School. He joined our Company in 1938 at Baton Rouge in the Transportation Department. He was transferred to the Electric-T&D in 1942. He was a serviceman in Port Allen for seven years. In 1952, he was promoted to utility foreman and to line foreman in 1954. He has been assistant general line foreman since 1957.

He is married to the former Anne Soileau of Washington, Louisiana. They have two children, Joanne Parrish, an employee in Baton Rouge Credit and Collections, and Leslie B. Jr. Mrs. Parrish has one daughter and Leslie, Jr. has two sons. Mr. Kent is the son of D. T. Kent, retired right-of-way maintenance foreman for Baton Rouge Division.

gulf staters in the news

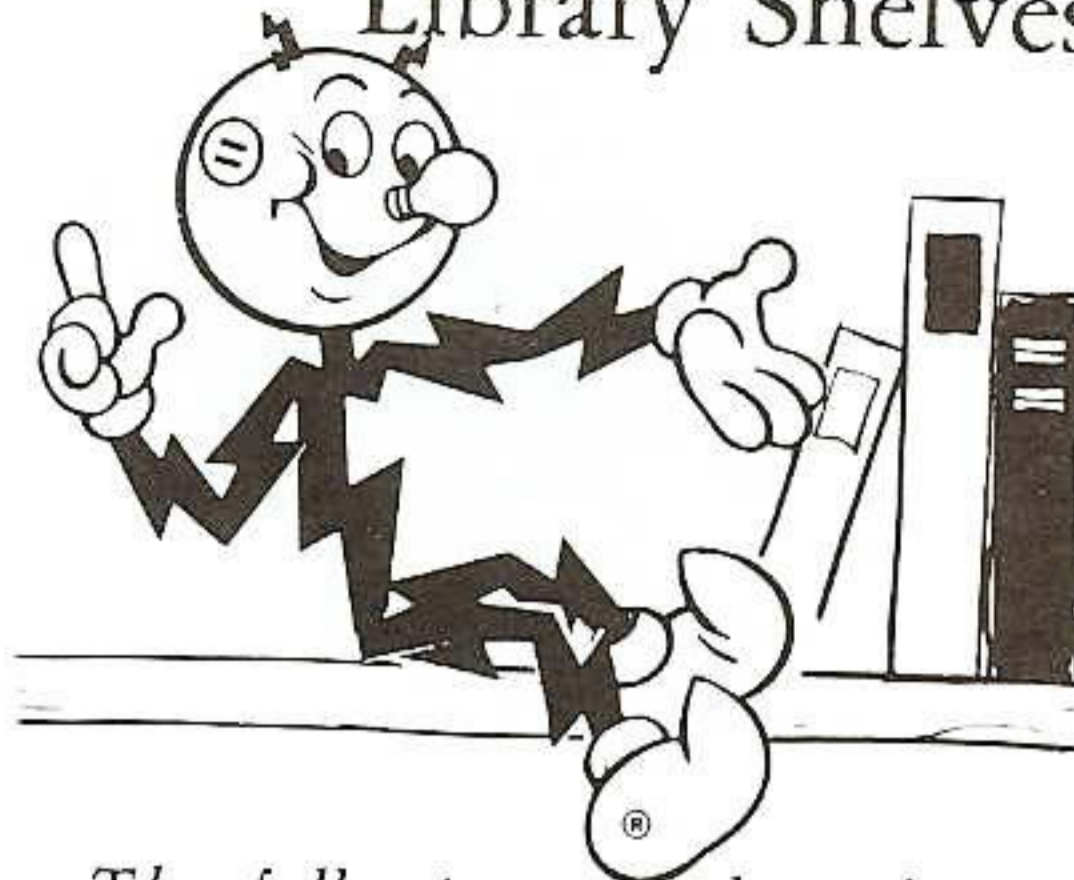
W. Garland Strong, Riverside Station, was elected president of the West Calcasieu Association of Commerce for the coming year.

C. H. Watler, operations supervisor, Roy S. Nelson Station, was elected to serve on the board of directors of the West Calcasieu Association of Commerce.

Randy McAlpine, superintendent of sales, Beaumont Division was elected president of Beaumont's 1966 Neches River Festival.

Benny F. Lott, director of system and procedures, Beaumont, appeared on a panel during the Data Processing Management Association's International Fall Conference in Dallas earlier this month. He discussed utility company management information systems, problems in the management of data processing information and services with other members of the panel.

On Our Library Shelves



The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.

How to Live with Your Computer by Paul T. Smith. Actual experiences in data processing, both good and bad, and offers observations on the reasons for success or failure, comments on management problems with computers, and provides workable solutions to them.

Old Hilarity by A. J. G. Priest. The purpose of the book is to evoke laughter. Targets are sufficiently varied to add to the arsenal of almost any speaker who would warm a chilled audience.

Interpersonal Competence and Organizational Effectiveness by Chris Argyris. The activities of research, training, and consulting form a new and important role for developing the organization. The men who develop skills in these activities can become extremely useful in helping to increase and make more secure the health of an organization.

The Rational Manager by Charles H. Kepner and Benjamin B. Tregoe. Shows the manager how to improve his problem solving and decision making by using information efficiently. The thesis of the

book is that, because information is the raw material with which managers work, the most effective way to improve managerial performance is to improve the use of information.

Direct Use of the Sun's Energy by Farrington Daniels. The author covers all aspects of the subject of solar energy. Description of the full range of the experimental work involving collectors of solar radiation, cooking and heating water, agricultural and industrial drying, storage of heat, solar furnaces and engines.

Integrating the Individual and the Organization by Chris Argyris. Primary objective of the book is to present the author's preliminary thinking and theorizing about how organizations might be redesigned to take into account—more fully than has been possible up to this date—the energies and competences that human beings have to offer.

Principles of Cinematography by Leslie J. Wheeler. Explanation of the fundamental principles governing the equipment and processes involved in the art of cinematography—and recognizing those variations required when the 'end product' is to be used either in the cinema or for television.

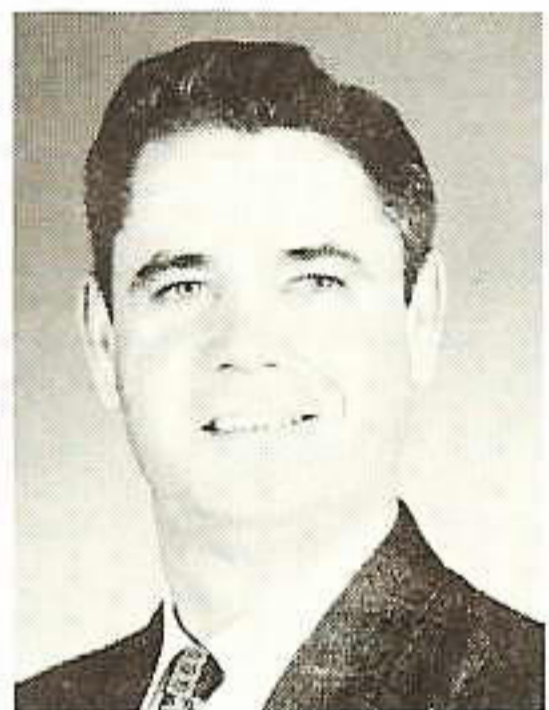
Standard Handbook for Electrical Engineers by Archer E. Knowlton. Presents a handy-reference compilation of practical usable data from all fields of electrical engineering practice, plus the most frequently required fundamental theory, units, and systems of measurement, made dependable by the work of more than 100 engineers, scientists, teachers, and other authorities.



GENERAL OFFICES WINS FAIR SHARE BANNER. General Offices employees in Beaumont hit the 74.7 per cent mark in Fair Share pledges last month to win another banner from the Beaumont and North Jefferson County United Appeals drive. Displaying the giant banner at the close of the 20th floor auditorium meeting are, from left, L. N. Brannan, supervisor of area development, Glenn E. Richard, president, and Doug Olson, plant accounting. Mr. Brannan was Beaumont coordinator for UA drives at the General Offices, Beaumont Service Center and Neches Station while Mr. Olson served as chairman of the General Offices campaign. Of the 546 General Offices employees, 408 pledged Fair Shares.

Bonnette Named B R Engineering Section Head

RUSSELL J. BONNETTE, JR., formerly senior engineering assistant in the Baton Rouge T&D, was promoted to the position of section head in T & D - Engineering on October 16.



Russell Bonnette

Mr. Bonnette has been an employee since May 30, 1941, when he came to work as a rod and chainman in the Baton Rouge survey crew. From 1942 to 1945 he served in the U. S. Marine Corps. He returned to the survey crew in 1945.

He was made an engineering assistant in 1948 and was promoted to senior engineering assistant in 1949. In 1962 he was granted a two-year leave of absence to serve as assistant busi-

ness agent for the Independent Electrical Workers Union. He returned to his job in the Baton Rouge T&D in 1964.

A native of Baton Rouge, he is a graduate of Istrouma High School. He is married to the former Emily Dupuy of Lusher, Louisiana. They have two children, Gayle and Chris. They are members of St. Anthony's Catholic Church. Mr. Bonnette is a member of the American Legion and is on the board of directors of the United Givers Fund of Greater Baton Rouge.



**Congratulations
On Your
Promotion**

Arthur C. Guidry to repairman first class at Neches Station.

Michael L. Defee to apprentice in Beaumont T&D-Line.

Larry L. Gurney to electrician first class at Sabine Station.

Clabe C. Tuttle to repairman first class at Sabine Station.

Wade F. Castille to apprentice in Port Arthur T&D-Line.

Edwin L. Bush to lineman second class in Port Arthur T&D-Line.

John H. Linder to test technicians first class at Louisiana Station.

Alfred J. DeArmond to senior engineering assistant in Baton Rouge T&D.

Robert R. Sheets to apprentice in Baton Rouge T&D-Line.

James C. Lawless to apprentice in Baton Rouge T&D-Line.

William B. Gully to lineman fourth class in Baton Rouge Line.

Terry J. Spencer to second fireman at Roy S. Nelson Station.

Carl R. Bradley to appliance repairman second class in Lake Charles.

Olan Richard to apprentice in Jennings T&D-Line.

Russell C. Thomasse to apprentice in Lafayette T&D-Line.

Corkern Made

B R Storeroom

Supervisor

M. C. CORKERN, JR., formerly a storekeeper in the Louisiana Station storeroom, was promoted to the position of storeroom supervisor for Baton Rouge Division on November 1



M. C. Corkern

and is now stationed at the Government Street Service Center. He succeeded Sam Sharp who retired that date.

Mr. Corkern joined our Company as an operator in the Denham Springs ice plant on February 1, 1935. He was made a storeroom helper in 1936. He was moved to Plant Accounting in 1937. He served in various accounting clerk positions until promoted to accountant junior in 1949. He has been a storekeeper since 1951.

A native of Washington Parish, he is a graduate of Denham Springs High School. He is married to the former Joyce Felder of Denham Springs. They have two children, a son, Curtis, and a daughter, Joycelyn, and three grandchildren. The Corkerns are members of the First Baptist Church of Denham Springs.

Peckham Promoted To Beaumont Right-of-Way Man

JAY ROY PECKHAM, JR., formerly a senior engineering



J. R. Peckham

assistant in Beaumont T&D, was promoted to right-of-way man in the Beaumont Division Engineering Section on November 1.

He joined our Company in 1950 and had been a senior engineering assistant since 1954.

A native of Port Arthur, he is married to the former Patricia Hutchison of Beaumont. They have three children, Mike, Pam and Ricky. Mrs. Peckham is a former steno in Beaumont Division Engineering. The Peckhams are members of Trinity Methodist Church.

Mr. Peckham served in the U. S. Navy during World War II. He attended college at Sam Houston State College, University of Texas, University of Houston and attended night classes at Lamar Tech.

He is the son of J. Roy Peckham, Sr., retired Lafayette District superintendent.



FAIR BOOTH. Our Company sponsored this booth as our display at the 1965 South Texas State Fair in Beaumont last month. Some 300,000 visitors viewed the booth which featured an all-electric kitchen and utility room and an entertaining display of animated, talking

puppets from General Electric who told the live-better electrically story. The smaller picture shows a group of fairgoers watching the puppets. The booth was designed by Thelma Carson, home service advisor, and was created by Richard Smith of Smith Displays, Beaumont.



ANNUAL HOME SERVICES MEETING. Home service advisors from throughout our service area held their annual two-day conference at the General Offices in Beaumont last month. The home service advisors formulated their 1966 work program in cooking, lighting, kitchen planning, heating, laundering and small appliance usage. Lionel V. Dugas, vice president and general sales manager, talks to our "home-kitchen experts" about our Company's over-all sales program for the coming year.

Beaugh Moved To Church Point Residential Sales

JOHN H. BEAUGH, formerly district serviceman first class at Church Point, was made a residential sales representative senior at Church Point on September 12.



Harold Beaugh Mr. Beaugh has been district serviceman in Church Point since July, 1953. Prior to that he was in line and service work in Lafayette T&D. He has been with our Company since March 11, 1947. A native of Church Point, he is married to the former Juanita Richard of Sunset. They have three children, Johnny, Vicki Lynn, and Suzanne. Mr. Beaugh

is a graduate of Church Point High School and served with the Army Signal Corps in Europe from 1942 to 1945. He is a member of Knights of Columbus, Council 2504, the American Legion, the Little League Booster Club and the Quarterback Club in Church Point.



Thomas E. Maclin, helper in Beaumont T&D-Line.

Robert W. Gajeske, helper in Navasota T&D-Substation.

Rayford L. Grubbs, Jr., helper in Port Arthur T&D-Line.

Charles E. Henry, helper in Baton Rouge T&D-Line.

Willard E. Johnson, helper in Baton Rouge T&D-Line.

Donald J. Bringol, engineer's helper in Baton Rouge T&D-Engineering.

William E. Harrington, helper in Lake Charles T&D-Substation.

Terry D. Roy, helper in Jennings T&D-Line.

Lacy L. Spears, rate analyst in System Rate and Depreciation, Beaumont.

Patsy R. Richmond, departmental clerk in Records Management, Beaumont.

Judith A. Moore, departmental clerk in Records Management, Beaumont.

Nathan K. Knox, IV, accountant junior in General Accounts, Beaumont.

Ann B. O'Neill, steno in Credit and Collections-Customers Accounting, Beaumont.

Lahoma H. Arnold, clerk in Credit and Collection-Customers Accounting, Beaumont.

Pauline R. Reid, clerk in Credit and Collection-Customers Accounting, Beaumont.

Patricia H. Markwardt, clerk in Customers Accounting-ARC, Beaumont.

Betty P. Pfler, local office clerk in Conroe.

Kenneth H. Fontenot, meter reader in Port Arthur.

Kathleen F. Dedman, clerk in Customers Accounting, Port Arthur.

Laura V. Fussell, clerk in Customers Accounting, Baton Rouge.

Bessie A. Esthay, clerk in Customers Accounting, Baton Rouge.

Gail A. Sanches, clerk in Customers Accounting, Baton Rouge.

Frances A. Penn, clerk in Credit and Collections-Customers Accounting, Baton Rouge.

Stephen S. Pillow, clerk in Purchasing, Baton Rouge.

Kelton M. LeDoux, meter reader in Sulphur.

Fredda M. Hobgood, home service advisor, junior, Baton Rouge.

Rose Y. Erickson, clerk, Customers Accounting-Credit and Collections, Baton Rouge.

Francis J. Williams, clerk, Credit and Collections, Baton Rouge.

Rachel A. Locke, clerk, Customers Accounting-Credit and Collections, Baton Rouge.

Jeannette Alexander, clerk, Baton Rouge.

Brenda S. Gordon, clerk, Baton Rouge.

Loretta M. Gilbert, local office clerk, Jennings.

RECENT TRANSFERS

Peter C. Charlot from Building Services, Beaumont, to Records Mailroom.

Irving C. Saxton from helper in Port Arthur T&D-Line to shop and field tester in Substation.

David E. Martin from truck-driver Port Arthur T&D to repairman, T&D-Line.

Leroy P. Boutin from Lafayette to Church Point as district serviceman first class.

Let's Read Our Mail

FROM WINNIE, TEXAS:

Dear Mr. LeMire:

I wish to thank you for your trust and confidence in me. It is my pleasure to pay our bills on time and to gain in return such rewards as yours.

We wish to thank you for your prompt service and such a good dependable electric company.

Yours truly,
Paul E. Trant

GIVE HEALTH

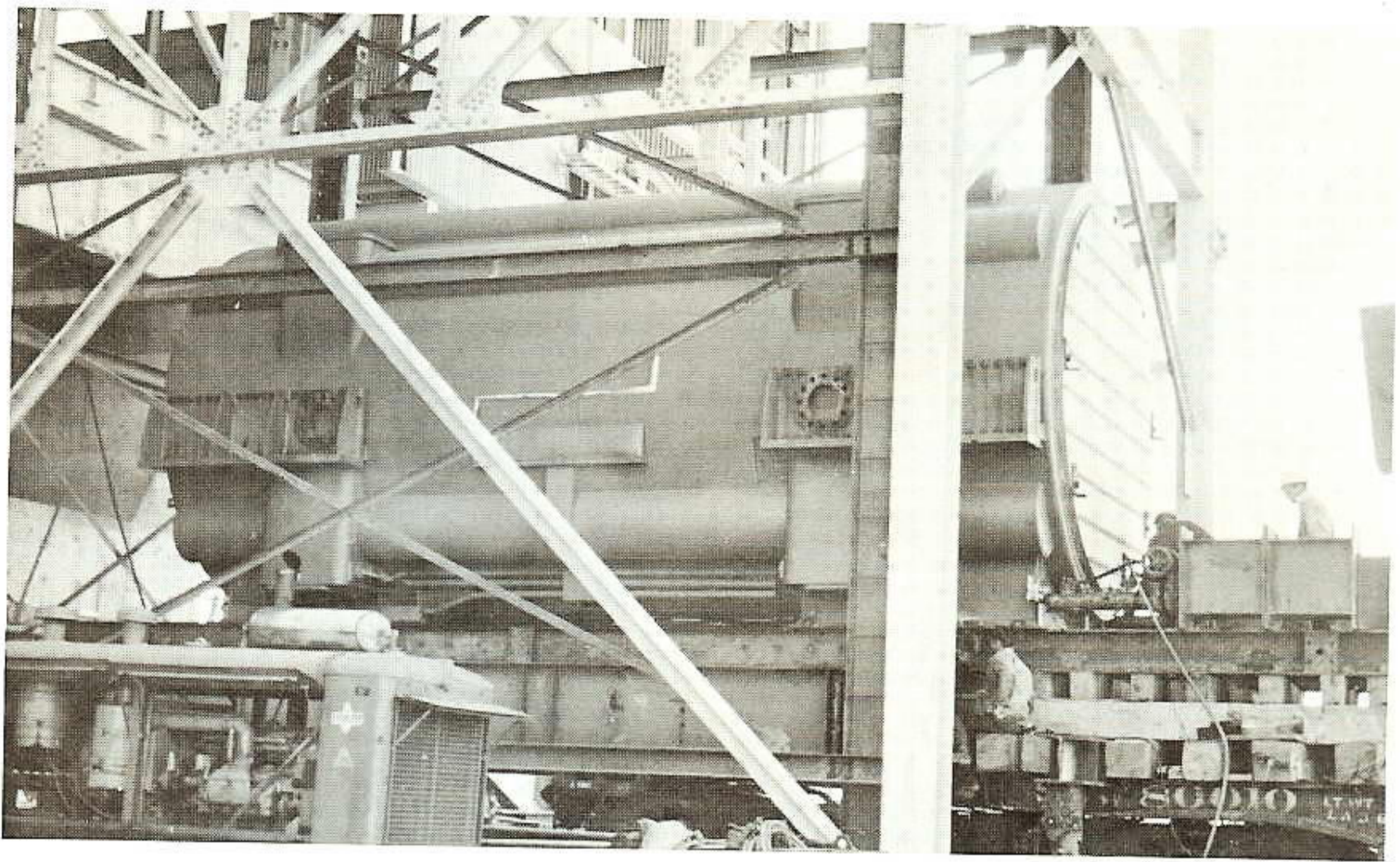
AND
HOPE

WITH

CHRISTMAS SEALS



FIGHT TB AND OTHER
RESPIRATORY DISEASES



END OF LONG JOURNEY. It's the end of a long cross-country journey for the new No. 3 generator at Sabine Station as workers prepare to hoist it from the oversized flatcar (12 wheels each side) to the second floor where it will be at home. The new unit, weighing 550,000 pounds, was shipped from the main plant of General Electric at Schenectady, New York, via special routing to insure proper clearance and heavy duty tracks. The metal framework around the unit is the "jacking structure" with a 100,000-ton hydraulic jack which was rented from neighboring Houston Lighting and Power Company. The new unit had to be raised 25 feet from the flatcar to the concrete second floor. According to the November 1 progress report, the multimillion dollar addition to Sabine Station was 33.1 per cent complete.

FROM HOUSTON:

Dear Mr. Scott:

We wish to take this opportunity to express our special thanks to the Gulf States Utilities Co. and especially to your Mr. O'Dell James for his fine assistance in restoring the service to our store in Baton Rouge, La. following hurricane Betsy.

Mr. James' immediate attention to our dilemma prevented what could have been a sizable merchandise loss.

Thanking you and Mr. James again for a job well done, I am

Very truly yours,

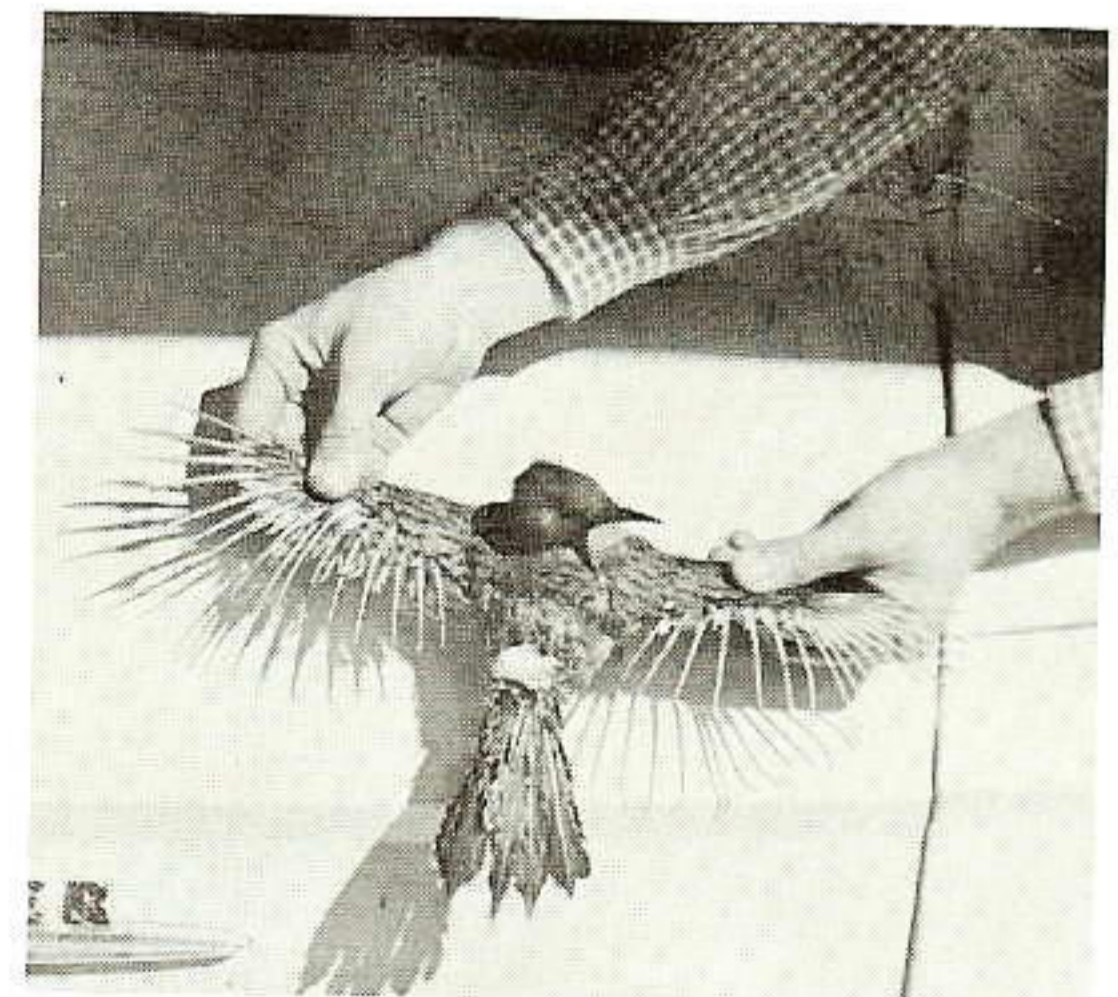
T. F. Jones

Division Engineer

Henke & Pillot

Division of the Kroger Co.

RESULT OF SHOCKING EXPERIENCE. This Yellow Shafted Flicker (better known as a woodpecker) caught the eye of a hungry cat while perched atop a transformer at the downtown Beaumont Travis Substation early one morning last month. Knowing a cheap breakfast when he saw one, the cat set about stalking the feathered creature. A mighty leap put the cat within inches of its prey, but it also put it in contact with the transformer and breaker at the same time. A charge of electricity sent the cat earthward, snuffing out its life. The woodpecker? The ensuing flash consumed its wing feathers, left it well singed on all fronts and sent it fluttering to the ground. Although in a state



of shock, it wobbled out of reach of our Company's servicemen and retreated to a nearby car lot. Price of the breakfast attempt: 500 downtown customers without electricity for about 30 minutes.

FORTY YEARS



W. H. Caswell
Distribution
Beaumont

SERVICE AWARDS

THIRTY YEARS



S. R. Bono
Distribution
Lake Charles



M. H. Elissalde
Engineering Services
Beaumont



J. M. Geen
Engineering Services
Beaumont



Naomi W. Haynes
System Production
Beaumont



A. G. Mashburn
Distribution
Silsbee

TEN YEARS



Harrison J. Carlin
Distribution
Lafayette



Dennis Dugas, Jr.
Distribution
Lafayette



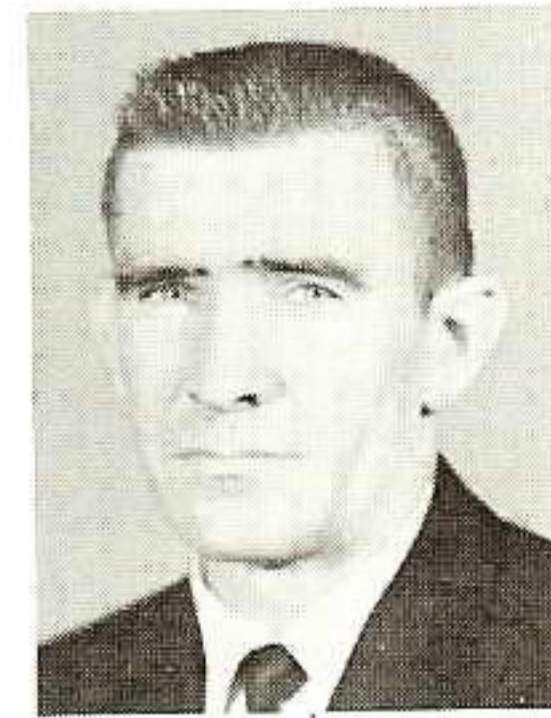
J. S. Guercio
Production
Willow Glen



W. H. Stoeber
Distribution
Port Arthur



Olen R. Jones
Division Treasury
Beaumont



Archie L. McClure
Production
Louisiana Station



Joseph L. Manena
Distribution
Lake Charles



Alvin J. Phillips
Engineering-
System Services



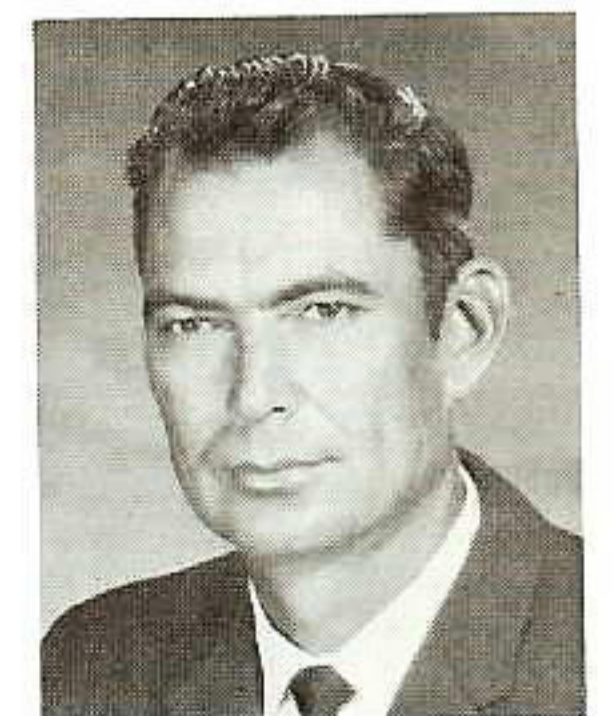
Eddie L. Pool
Distribution
Port Arthur



Sherman R. Powell
Distribution
Beaumont



Jack A. Sirman
Engineering Services
Beaumont



Hershel L. Stagner
Distribution
Orange

**TWENTY
YEARS**



Gilbert Batiste
Production
Neches Station



Eli Benoit
Treasury
Lake Charles



Alfred Boswell
Distribution
Beaumont



H. O. Breaux
Distribution
Sulphur



S. C. Davis
Production
Louisiana Station



J. W. Dodd
Distribution
Lake Charles



F. W. Fahrenthold
Distribution
Beaumont



C. L. Fruge
Treasury
Port Arthur



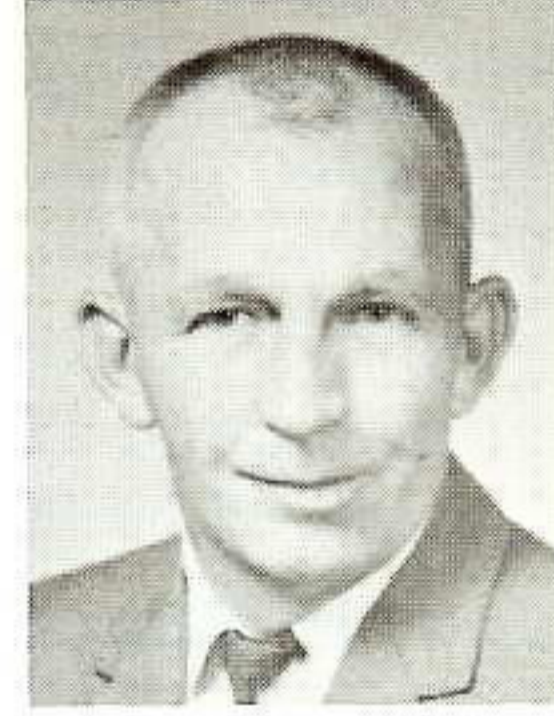
E. J. Fruge
Distribution
Lake Charles



D. J. Goodman
Distribution
Lake Charles



M. W. Green
Production
Louisiana Station



A. J. Hamilton, Jr.
Building Services
Beaumont



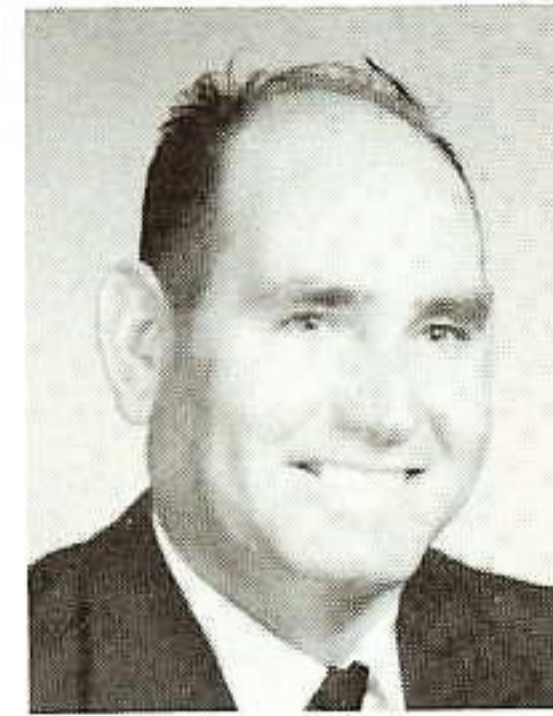
Oray Hernandez
Distribution
Abbeville



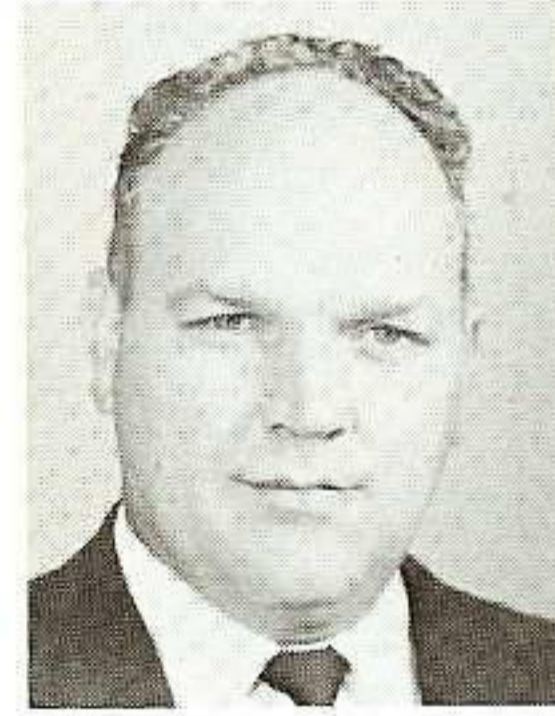
W. H. Jefferson
Production
Neches Station



R. L. Jowers
Distribution
Beaumont



F. L. Kirkpatrick
Distribution
Beaumont



H. J. Landry
Distribution
Lake Charles



H. J. LeBlue
Distribution
Lake Charles



L. J. Lewis
Division Treasury
Beaumont



Melba M. Magee
Treasury
Beaumont



T. L. Osburn
Distribution
Beaumont



G. W. Parton
Distribution
Lafayette



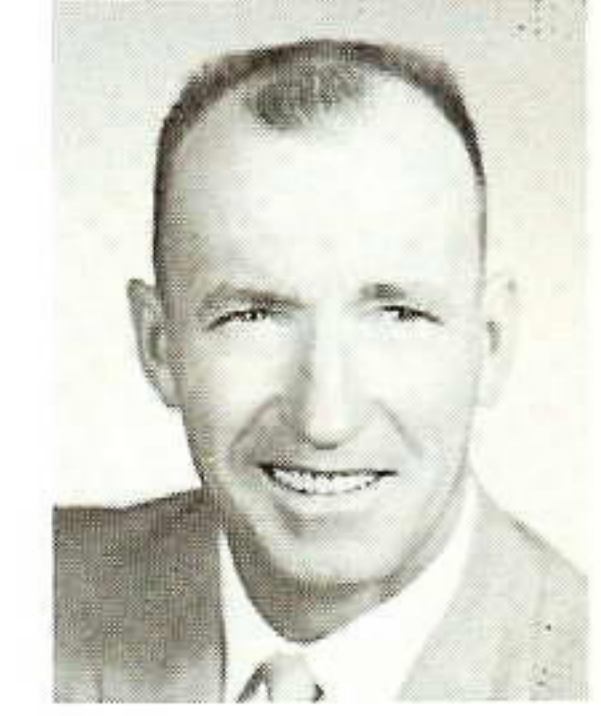
John Sam
Records Management
Beaumont



J. H. Sanders
Distribution
Beaumont

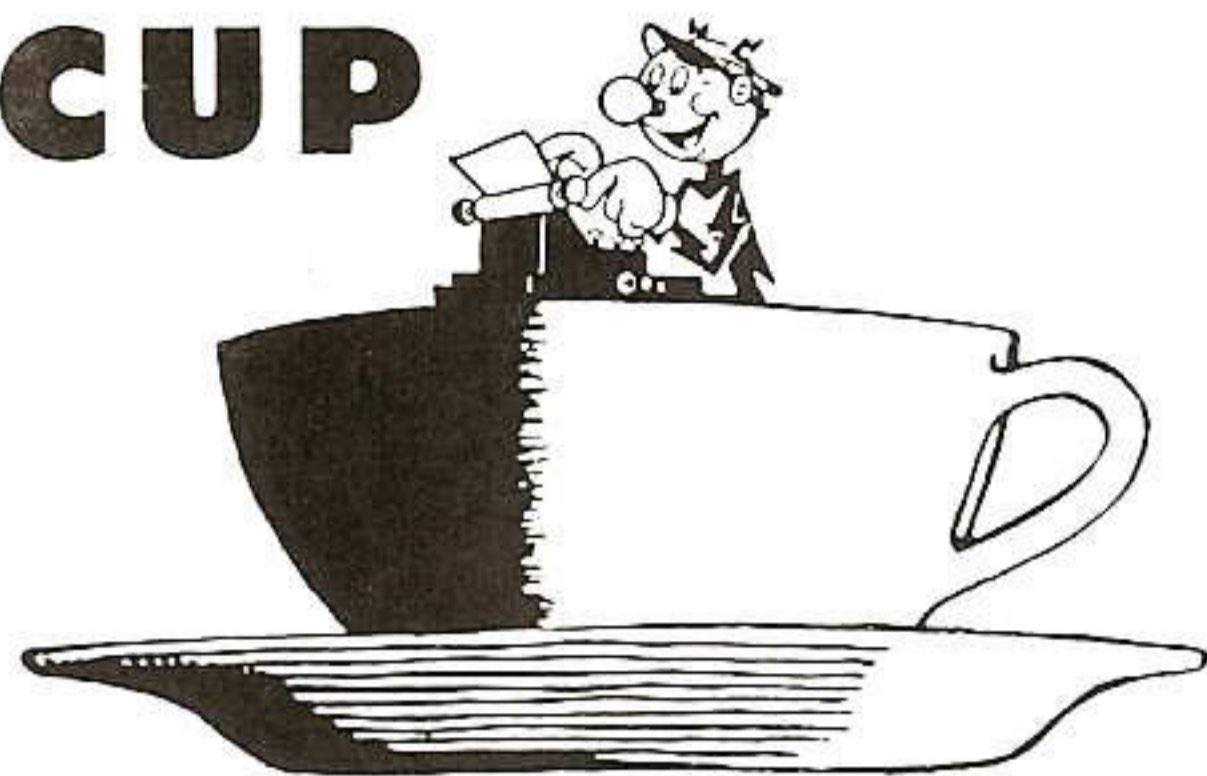


H. C. Westrope
Distribution
Lake Charles



J. T. Williams
Distribution
Beaumont

COFFEE CUP



MRS. LILLIAN HANSEN, Gas Department employee, has recently moved back to her old neighborhood. She had been staying with her nephew in Jackson awaiting the completion of her new house at 2816 Zeeland Avenue. Since she built on the vacant lot adjoining her apartment, she only had to move across the backyard.



NEVER THE SAME. Yes, the west will never be the same—'specially Bandera's Mayan Dude Ranch and Patsy Woodall and Becky Jones. This picture was made at the end of a long horseback ride and prior to "dinner eaten off the mantel". Patsy is a clerk on the Port Arthur service desk and Becky is home service advisor in Port Arthur Sales.

She knows she is going to enjoy it; especially the big fireplace in the den.

F. J. Bello, foreman of the Gas Meter Shop, retired on October 29. He had been with the company for 42 years. On retirement day he was presented with a flyrod, reel, baitbox, and baits. He will be greatly missed by all. Good luck Mr. Bello.

—By Cecile Keller

NELSON STATION

MR. AND MRS. B. C. CANNON and family visited with their son and his family, the Marshall Cannons of Louis-town, Ill. They returned home with their two-year-old grandson, Burt, who will be visiting with them a while.

Mr. and Mrs. Robert Guidry visited relatives in Texas while on their vacation. They saw two baseball games in the Astrodome in Houston and spent eight days at the Jack Tar in Galveston.

—By Dora Ann Johnson



ROUNDUP KICKOFF. Charles Heichelheim, left, Jennings serviceman and scoutmaster of Jennings Troop 67, fills out his troop's commitment sheet outlining their goal for obtaining new members during annual roundup time. Bernard Marcantel, right, is Jeff Davis District organization and extension chairman.



Ted A. Mitchell, a truckdriver in the Beaumont T&D, and Patricia Gail Smith of Beaumont were married on October 16 in the Forest Park Methodist Church in Beaumont. The couple now make their home at 2555 S. Fourth.

Miss Janis Geraldine Flanagan, a local officer clerk in Calvert, will marry Alvin John Wilganowski of Bremond on November 27 in St. Mary's Catholic Church in Bremond.

James M. White, Orange Line, and Candie Sue Carroll were wed on October 15.

Betty J. Clark, clerk, Customer Accounting, Beaumont, was wed to Clint Bass on October 16.

Opal Williams, local office clerk, Huntsville, was wed to Jimmy C. Fry.



RECENT BRIDE. Miss Fanell Parton, daughter of Mr. and Mrs. George W. Parton, he's substation foreman in Lafayette, became the bride of Robert P. Alleman in Our Lady of Fatima Church in Lafayette on October 2. The bridegroom is a graduate of University of Southwestern Louisiana and is presently working on his master's degree.



Mr. and Mrs. Lawrence L. Vaughan, Jr., he's an employee in the Government Street Store-room in Baton Rouge, on the birth of their daughter, **Amy Kirsten**, October 13.

Mr. and Mrs. Edward Hutchins, substation operators, Beaumont, on the birth of their son, **Thomas Gregory**, on September 22.

Mr. and Mrs. Herman E. Miller, substation mechanic first class, Beaumont, on the birth of their daughter, **Amanda Ann**, on October 4.

Mr. and Mrs. Edward R. Barton, helper, Liberty T&D, on the birth of their son, **Troy Edward**, on September 21.

Mr. and Mrs. John G. Dias, senior draftsman, Beaumont, on the birth of their son, **John Damian**, on October 10.

Mr. and Mrs. Volz D. Elliott, commercial sales representative senior, Conroe, on the adoption of a son, **Donnie**.

Mr. and Mrs. Mitchell Hollier, chemist, Beaumont, on the birth of their son, **Gregory Jude**, October 13.

Mr. and Mrs. James N. DuBose, draftsman, Beaumont, on the birth of their son, **James Noel, Jr.**, on October 13.

Mr. and Mrs. David L. Bourgeois, engineer, Baton Rouge, on the birth of their daughter, **Kelly Ann**, on October 12.

Mr. and Mrs. Thomas A. Boone, residential sales representative, Baton Rouge, on the birth of their daughter, **Jill Michelle**, October 6.

Mr. and Mrs. Alfred P. LeBlanc, collector, Baton Rouge, on the birth of their daughter, **Monique Maree**, on October 15.

Mr. and Mrs. Melvin L. Hogan, meter reader, Orange, on the birth of their daughter, **Holli Dence**, October 4.

Mr. and Mrs. Jerry D. Walker, secondary power tester, Baton Rouge, on the birth of their daughter, **Sherry Lynn**, on October 22.

Mr. and Mrs. Hugh A. Hall, secondary power tester, Baton Rouge, on the birth of their daughter, **Donna Carol**, on October 21.

Mr. and Mrs. Joseph R. Bonaventure, serviceman first class, Gas Department, Baton Rouge, on the birth of their son, **Thimothy James**, on September 18.

Mr. and Mrs. James D. Maines, lineman first class, Beaumont, on the birth of their daughter, **Sheila Kay**, on October 12.

(Answer to Safety

Quiz on page 10)

(c) You can't know what the pedestrian's going to do, so you can't take evasive action as yet. But be prepared to do whatever is called for when and if he does make a move.



PROMPT, COURTEOUS SERVICE. That's what our Company's Silsbee customers receive when they enter our district office. The reason is threefold: office clerks **Mary Tarver, Doris Cryer and Maxine Bell** (left to right).



BARRACUDA CHAMP — Sam Sharp shows he is well qualified for the job of full-time fisherman which he may assume now that he has retired from being Baton Rouge Division storeroom supervisor. Mr. Sharp was presented the trophy for his catch of the largest barracuda in the 1965 Grand Isle Tarpon Rodeo. His catch of the 32.5 pound, five foot, six inch-prize is the second largest barracuda ever caught in Louisiana waters.



NOW, THIS GUY SAID TO ME . . . Sean Alan, eight-month-old son of Mark W. Kingham, equipment operator at Roy S. Nelson Station, seems to be telling the photographer a pretty windy story as he has his picture made.

That Ill-Wind, Betsy, Blew Up Some Goodwill

Dear Mr. Smith:

The Baton Rouge Chapter of the Public Relations Society of America passed the enclosed resolution at our September meeting. We thought you would like to have a copy of it.

All of us who attended the meeting agreed that you did an excellent job of public relations during the emergency.

Sincerely,
Lew Barnum
Secretary

LB/lm

Enclosure

P. S. We particularly enjoyed Jack Worthy's description of some of the hurricane activities.

RESOLUTION

WHEREAS, Hurricane Betsy caused very severe damage to electric power lines, telephone lines, and other utility facilities in the Baton Rouge area; and

WHEREAS, the various utility companies did an excellent job under nearly impossible conditions of maintaining service to the extent possible during the course of the hurricane and restoring lost service as promptly as possible thereafter; and

WHEREAS, during this period, the utility companies obviously gave consideration to the problems that lack of service might create among their customers and took steps to minimize such inconveniences; and

WHEREAS, the various regular news media and such non-professionals as citizens band and amateur radio operators performed excellent service in establishing emergency communica-

tions and keeping the public informed,

NOW, THEREFORE, the Baton Rouge Chapter of the Public Relations Society of America in its regular monthly meeting does hereby commend the utility companies and the communications media for their efforts and their demonstration of good public relations during and after Hurricane Betsy.

Dear Mr. Smith:

Our Commission last night unanimously adopted the enclosed resolution of our appreciation to Gulf States Utilities Company for their continued support of this organization and especially in time of crisis. We had a real problem on our hands with the light poles at the stadium and there was absolutely no way that we could handle this situation. If Gulf States would not have come to our aid then we would have had a good number of problems at the football game with the large crowd in attendance. As always your personnel were very cooperative and worked with real precision to do a week's job in one day.

I do not really know how we can thank you enough but we have contacted all news media and we know that both television stations and the radio stations have announced this public service that Gulf States has given to us. You can be sure that we are all behind a fine organization like you have at Gulf States.

Again on behalf of the Commission thank you for this most needed help.

Sincerely yours,
Eugene A. Young
Superintendent
Recreation and
Park Commission

RESOLUTION

WHEREAS, Gulf States Utilities Company has always given a tremendous amount of public service to this and other government organizations; and

WHEREAS, when the Commission has needed emergency help Gulf States has always come to our aid; and

WHEREAS, Gulf States has spent many thousands of dollars in our behalf without repayment; and

WHEREAS, we had a very serious problem with light poles at Memorial Stadium which needed immediate correction; and

WHEREAS, Gulf States having the capable personnel and the necessary equipment for this immediate correction to our light poles; and

WHEREAS, this correction prevented hardship on thousands of Baton Rouge football fans using Memorial Stadium; and

WHEREAS, immediate attention was given to the matter of guying the poles at the Stadium;

NOW, THEREFORE, BE IT RESOLVED that this Commission goes on record as unanimously commending and expressing our gratitude to Gulf States Utilities Company, its employees, and its officials for their most capable assistance that was given to us in securing the poles at Memorial Stadium.

BE IT FURTHER RESOLVED that the staff inform the news media, the Mayor-President, the City-Parish Council, and the general public of this action of this important organization in our community.



“HUNTERS SHOOT FOR SAFETY!”

RECALLING THE INCIDENT last year when a farmer received much publicity by painting C-O-W on his broad brown bovine to protect it from overzealous hunters, Dr. John W. Ferree, executive director of the National Society for the Prevention of Blindness zeroed in on the hunters now out in the woods. Aiming at the thousands of “Sunday shooters,” Dr. Ferree claimed that the hunters “will more often be the targets themselves, rather than the cows, because of defective eye sight.” Accident records compiled by the NSPB indicate that nearly one out of every four victims of hunting accidents was the result of misidentification of a man for an animal, and that an alarming 13 percent of those hunters injured, were hit while out of sight of the shooter.

Urging the hunters to show full consideration for their own safety, as well as that of others, the NSPB official has recommended the following voluntary measures to improve hunt-

ing safety, over and above the routine equipment purchasing and checking:

A comprehensive eye examination for all hunters annually before the opening of hunting season.

Carry spare eyeglasses, with an up-to-date prescription, in case of the loss or breakage of one's regular pair.

Use of shatter-resistant safety lenses for protecting the eyes from twigs, ejecting shells, stray pellets and other field hazards. Dr. Ferree called special attention to the advisability of those not requiring glasses, in the interest of continued eye safety, to wear protective goggles in the woods, emphasizing that “one's vision is an irreplaceable gift.”

He further stressed the necessity of special attention to the loss of visibility and the difficulty of making out contrasting colors while wearing sunglasses, either in the woods or on the road. Because of the comfort afforded by the reduction of glare, Dr. Ferree

cautioned those hunters wearing sunglasses, to be especially careful to remove them before starting the drive home. Citing statistics showing dusk to be the most dangerous time to drive and the period in which most highway accidents occur, he urged hunters to improve their vision at this time by removing their sunglasses.

Also on the topic of sunglasses, Dr. Ferree suggested that every pair be either of case-hardened safety glass or optical-grade plastic, and in safety frames.

“Safety, whether afield, at home or at work,” said Dr. Ferree, “is just a matter of plain common sense.” The National Society for the Prevention of Blindness is the only national voluntary health agency devoted completely to sight conservation through a comprehensive program of research, education and community service. Working nationally and through state divisions, it has headquarters at 16 East 40th Street, New York, N. Y. 10016.

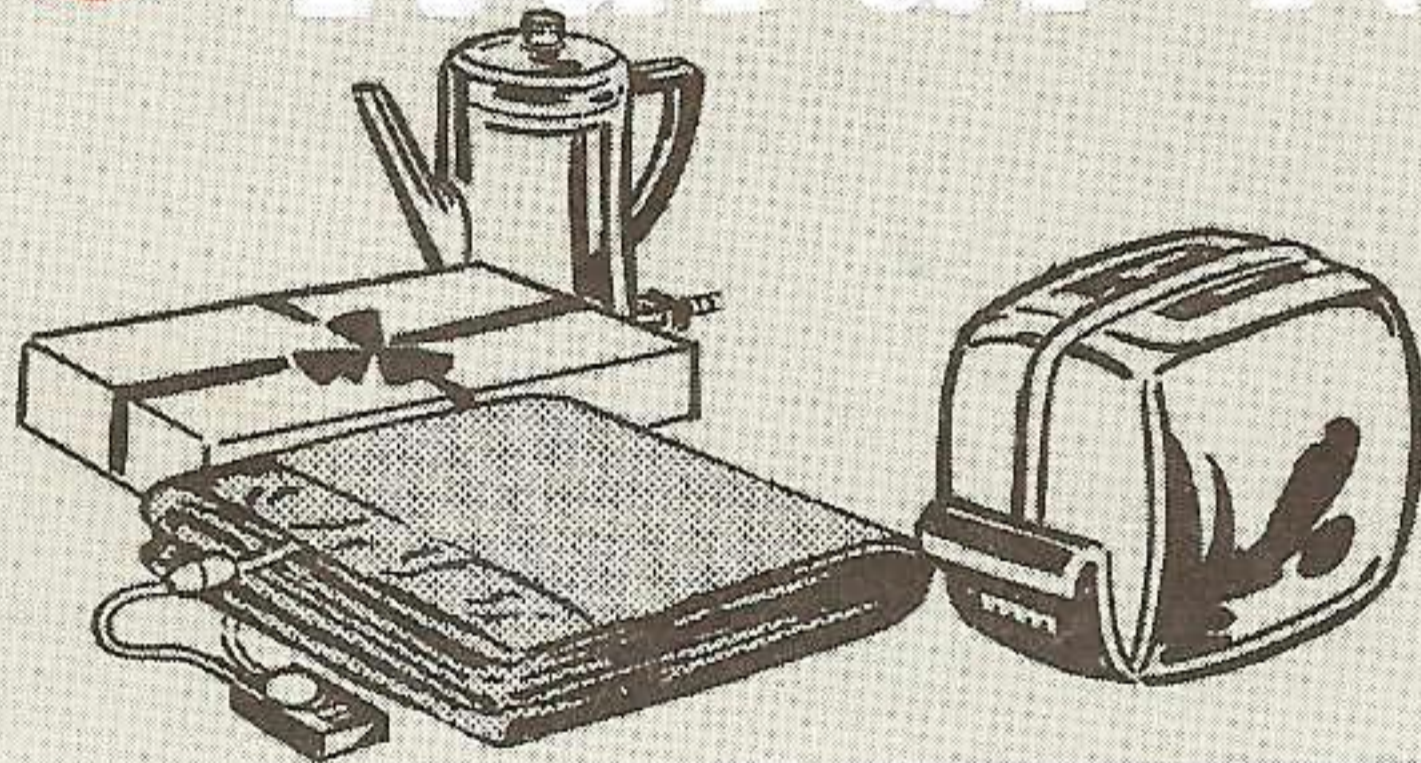
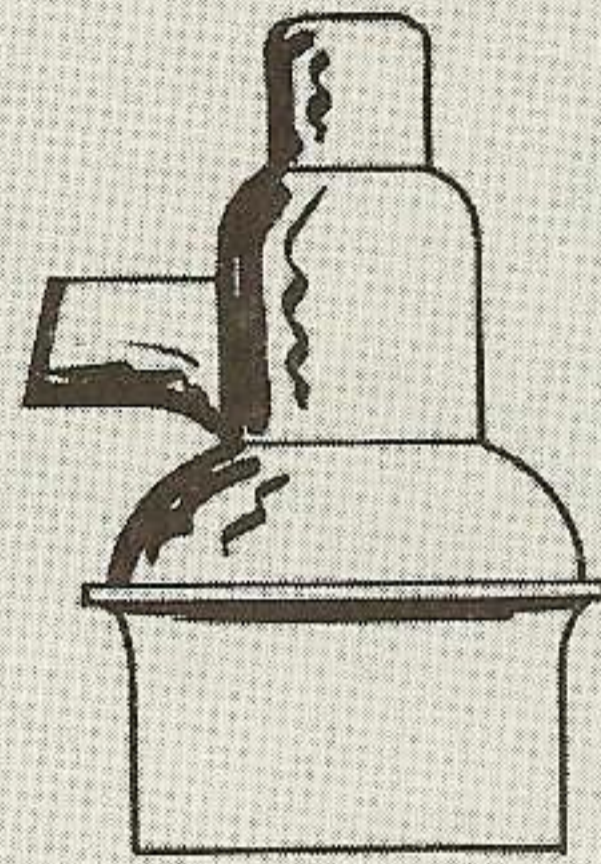
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