

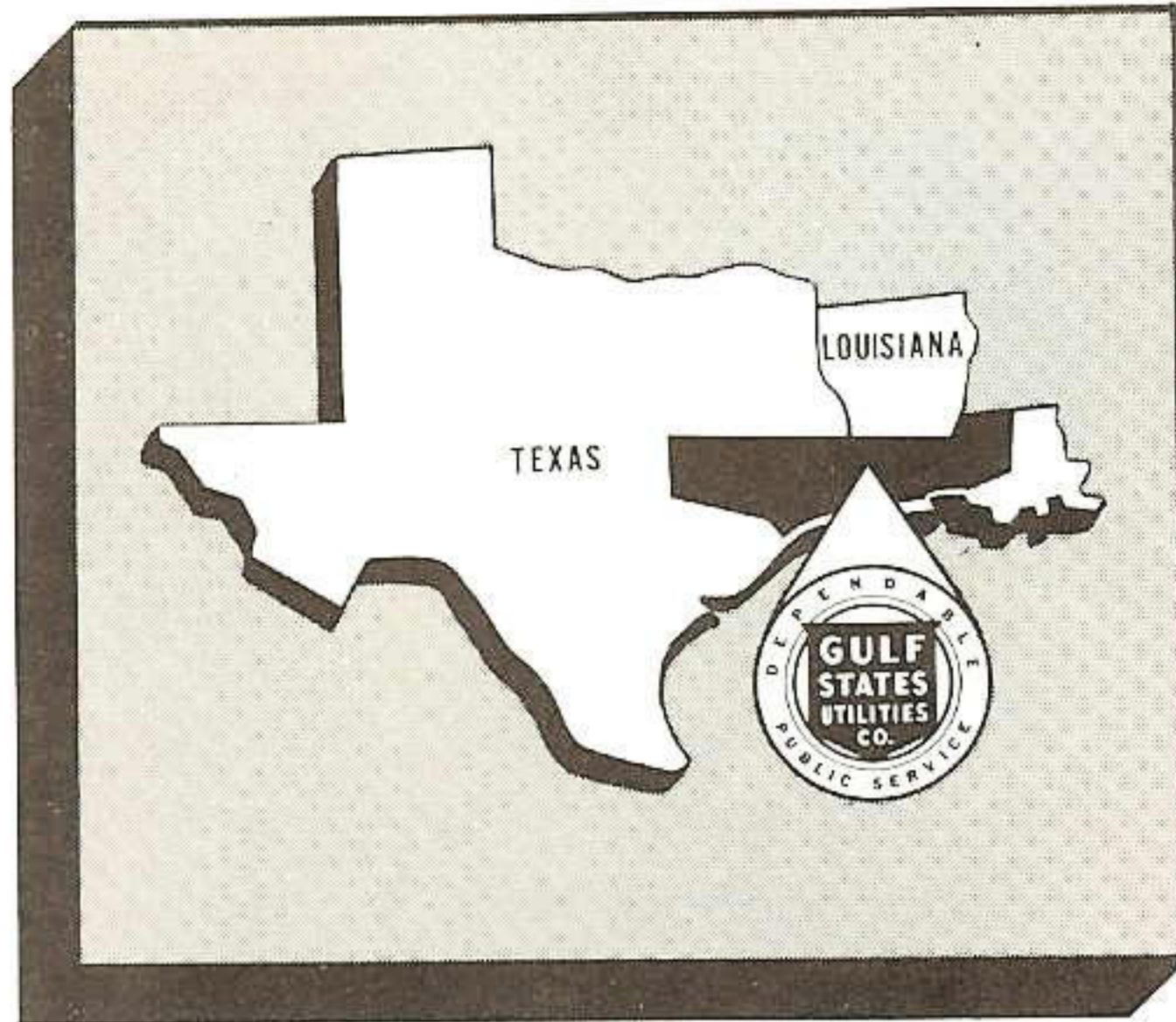
*Plain
Talks*

Page 5, 27, 30, 32,

GULF STATES UTILITIES COMPANY
SEPTEMBER, 1964



SUPPORT THE UNITED WAY



Plain Talks

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

System Operator Moves into New Quarters	1
Employee Thrift Plan Celebrates a Birthday	4
Right-of-Way Stakes Company to a Money-Time Saver	5
Another Industry First for Our Company	9
Conley's Camera	10

James S. Turner
Editor

Bunch Eads
Associate Editor

J. F. Worthy
Contributing Editor,
Baton Rouge

Hal Reagan, contributing editor; Howard Fussell, contributing editor; Jack Shofner, artist



EXECUTIVE OFFICERS

JOHN J. MORRISON Chairman of the Board	G. E. RICHARD President
A. W. HASTINGS Vice President	R. W. SHERWOOD Vice President Engineering, Production Production - Construction
F. F. JOHNSON Vice President Manager, Lake Charles Division	E. L. BAILEY Treasurer
L. M. WELCH Vice President Division Operations	J. M. STOKES Secretary
E. A. WERNER Vice President Baton Rouge	
R. O. WHEELER Vice President Personnel Manager	
L. V. DUGAS Vice President General Sales Manager	

DIRECTORS

A. W. Hastings, Beaumont; Edwin W. Hiam, Boston, Mass.; F. F. Johnson, Lake Charles; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; B. D. Orgain, Beaumont; G. E. Richard, Beaumont; H. R. Smith, Lake Charles; L. M. Welch, Beaumont; E. A. Werner, Baton Rouge; R. O. Wheeler, Baton Rouge; F. V. Wilson, Port Arthur.

REPORTERS

BEAUMONT DIVISION

Mary Schlicher	Sales
Gertrude Peady	Substation
Grace Fails	Line
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Alice Maldonado	Machine Accounting
Kay Prestridge	Credit & Collections
Davie Carpenter	Orange
Doris Cryer	Silsbee
Norman Morrison	Service Center, T & D
Noris Thomas	Purchasing
Judy Moses	Rate & Depreciation
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Gwen Thompson	Executive Dept.
Lily Walters	Engineering
Ken Londers	Storeroom
Kathleen Fuller	Sabine Station

BATON ROUGE DIVISION

Virginia Yarbrough	Government Street Line and Garage
Margie Force	T & D
Nancy Hoehn	Accounting
Joyce Rachal	Louisiana Station
Dora Landaiche	Willow Glen
Freda McGrew	Gas
Linda L. Gilpin	Substation
Wanda Lee	Electric Meter and Service
T. B. Chaney	Choctaw Line and Garage
M. D. Voyles	Electrical Engineering and System Surveying

LAKE CHARLES DIVISION

Fay Denney	Sales
Jack Bass	Sales
Bobbie Moon	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Dubois	Lafayette
Jo Ann Burnett	Substation
Pearl Darbonne	Sulphur
Tyrelle Hill	Safety
Mary Rion	Engineering
Hubert J. Landry	Meter Shop
Bob Wiggins	Dispatcher
Edith Patterson	Line
Dora Ann Johnson	Nelson Station
Glenda Parish	Service
Diane Carson	Customer Accounting

NAVASOTA DIVISION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Bernice Falvey	Conroe
Jean Haston	Madisonville
Roxeanne Pry	Navasota
Kathy Ramey	Trinity
Janis Flanagan	Calvert

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department

OUR COVER

HAVE you ever seen a happier look on a child's face? This little girl, a victim of cerebral palsy, has just heard her first sound while a CP center hearing and speech therapist was giving her a hearing test. This look of joy is just one of the many wonders worked by the money you contribute to the United Way once a year.

This youngster represents those of our communities who receive help each year from the agencies and services of your United Campaign.

She is a symbol of their hope, their need, their gratitude. And she serves to remind us of the work that is yet to be done in every community: of homeless children who crave love, of the elderly who seek dignity and fulfillment, of crippled and handicapped people who simply want a chance to help themselves, of families that need guidance, of the distressed who want friendship, of the thousands of sick who must be healed.

When you think about it, our United Way cover girl is really our conscience. How can we deny her?



NEW SYSTEM OPERATORS HOME. On May 11, this well-lit, colorful room in the basement of the General Office Building in Beaumont became the home of the Engineering-Planning Section's system operators. The new equipment in this room will insure that required generation

will be produced when needed by the most economical power plant. From this room a system operator can automatically control our Company's system-wide generation to adjust to meet our load as it varies. For further economy, a process control computer will be installed in December.

System Operators Pull Big Switch

... to new quarters

"TAKE over . . . it's yours right now!" came the voice over the telephone.

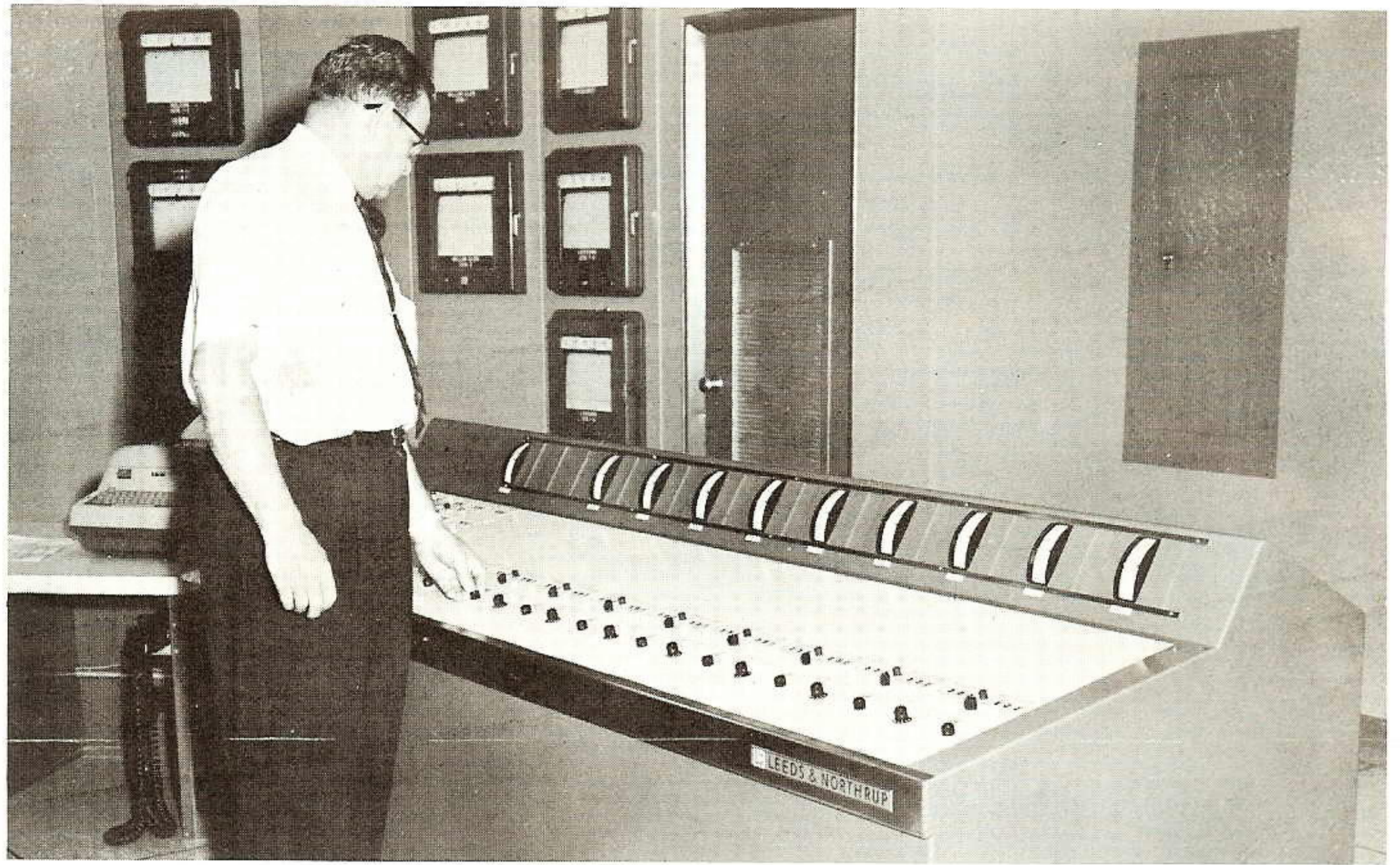
"We've got it," came the reply almost instantaneously.

And thus went the big switch from the system operator's old quarters at Travis and Mulberry in Beaumont to the new streamlined control room in the basement of our Company's general office building in downtown Beaumont. The time: 9:05 a.m. on Monday, May 11.

Even Hollywood couldn't have improved on the flawless and dramatic changeover of system generation control. Filling the key roles were R. C. Perdue, assistant chief operator who manned the switches and phone at the old control room, and W. J. Schumacher, an operator who put things in motion at the new flow control nerve center.

THE move was prompted by several reasons. Our control equipment was becoming obsolete and the little brick building—located three blocks from Gulf States' downtown general office—wasn't

(Continued on next page)



CHECKING NEW EQUIPMENT. R. C. Perdue, system operator in Engineering-Planning, Beaumont, runs through a quick check of the system dispatching control room's new Analog Load Frequency Systems Control. It automatically governs our Company's system-wide generation to adjust to meet our load as it varies.

(Continued from page 1)

large enough to house the modern and expanded control equipment. It was more economical to move the control room to the general office building than to enlarge the old headquarters, which date back some four decades.

So, after our Company's data processing center made its move from the basement to the third floor, a massive renovation began to house the system control room, computers and accompanying offices on the bottom floor of our 22-story downtown general office building.

The control room was completed and new equipment installed early in May. The end result—as seen today—is quite a stopover for our general office visitors. The transition has, indeed, been completed between the dull, lacklustre control rooms of old to the colorful yet practical system dispatcher's office of today.

The brightly-lit control room, measuring 45 by 30 feet and, with an eight inch raised floor, features the very latest in electrical generation control equipment. The foremost piece of new equipment is the Analog Load Frequency Control System, which automatically controls our Company's system-wide generation to adjust to meet our load as it varies.

THE new controller, built by Leeds and Northrup Company and considered the most modern in the solid state, is literally an operator's dream come true. It's faster, more accurate, more versatile and will require far less maintenance in years to come. Not to be overlooked is the fact that the



ROUTINE CONTROL ROOM OPERATION. That's the story here as Mr. Perdue inspects hourly readings and Bea Odom, departmental clerk, dispatches up-to-date weather information to our six power plants via teletype.

new controller was designed to be directed solely by digital computer. Our Company plans to take advantage of the new computer aspect and already has a process control computer (IBM 1710) on order. Installation is due sometime in December.

The computer angle was pursued in the interest of reducing generation costs. The "mechanical brain" will insure that required generation will be allocated to the most economical power plant at the time needed.

Thus, operating expenses are likely to dip once more because of our Company's pledge to always search for more economical electrical power. And the entire new system control equipment, designed with our customer in mind, is one more reason why electricity continues to be one of the best bargains around today.

AS a footnote to the lighting in the system dispatcher's control room, R. A. Landry, system supervisor of lighting sales promotion, was named second place winner in the Southwest Regional Conference's applied lighting competition. Mr. Landry designed the lighting technique used in the new quarters.

The title of his presentation was "Controlled Control Room Lighting," and included measures used to illuminate the new control room. The presentation was also made at the September 1 national technical conference of the Illuminating Engineering Society in Miami, Fla. It has also been selected to be included in the 1964 Illuminating Engineering Society Progress Report.

OUTGROWS QUARTERS. Cleburn Bean, system operator, dispatches power throughout our system in the old quarters prior to the May 11 move. One reason for the move was that most equipment in this control room was obsolete and the section had outgrown its old home.



HOUSED SYSTEM DISPATCHERS. This brick building at the Travis Street Substation housed the system operators on its second floor for more than four decades.

Thrift Plan Totals

More Than \$5,000,000

By Seventh Anniversary

MORE than 2,300 Gulf Staters have accumulated a good size investment for their retirement years by their participation in our Employees Thrift Plan the last seven years.

In fact, the Thrift Plan, which was established by our board of directors in August, 1957, held \$5,348,885.71 in trust on July 31, 1964.

ACCORDING to a financial statement released July 31 by Ken Jumel, supervisor of confidential records and payroll accounting, the Plan holds in trust the following cash, securities and investments:

	Shares	Amount	Per Share Average
preferred stock			
purchased	5,406	\$ 505,597.98	\$93.525
uninvested cash			
allocated to			
preferred stock			
purchases		16,323.14	
common stock			
purchased	101,909	3,493,471.39	34.280
uninvested cash			
allocated to			
common stock			
purchases		91,270.80	
cash invested in			
savings account		1,242,222.40	
total in trust		\$5,348,855.71	

The Employees Thrift Plan is designed to help Gulf Staters in accumulating an estate which will supplement assistance provided by Social Security and the Retirement Plan. It is designed for a long-time savings and investment program and not primarily intended to be used as a savings account from which withdrawals are made for buying an automobile, remodeling a house, etc.

Membership in the Plan is not compulsory, as is participation in the Retirement Plan. Eligible to participate in the Plan are all employees who have been continuously employed for one year.

OF the 2,591 Gulf Staters who were eligible on July 31, 2,368 or 91.4 per cent were enrolled in the plan. This figure includes 423 employees not



"Building for retirement."

actively participating in the plan for one reason or another.

The employees enrolled in the Plan can have 2, 4 or 6 per cent deducted from their base pay each month. For every dollar the employee places in the Plan the Company matches it with a contribution of 50 cents.

PARTICIPATING employees can authorize the Plan's Trustee (First Security National Bank of Beaumont) to:

1. purchase shares of Company preferred or common stock—1,270 employees are presently buying common stock while 136 invest in preferred stock;
2. deposit the deductions and contributions to his savings account—803 employees participate in this plan;
3. or designate certain amounts to all three—this is being done by 159 Gulf Staters.

DURING August the trustee purchased the following stock covering employee deductions and Company contributions through July:

- 1,157 shares of common stock at a total cost of \$54,668.25 or an average share of \$47.25 per share;
- 76 shares of \$4.40 preferred stock at a total cost of \$7,268.01 or an average cost of \$95.6317 per share;

These costs included brokerage and commission fees.

The trustee also deposited \$21,619.36 with the savings department of the First Security National Bank in Beaumont.



LIGHTER, MORE ECONOMICAL LOAD. That describes the difference in the new markers being used by our Company's survey crews. Now, stakeboys can carry a handful of new wire markers—called "handy markers"—instead of the heavy bag of wooden stakes, an ax and marking ribbon. Gene Caver, engineering helper, Survey, Beaumont, left, shows what the old load resembled. James Thompson, engineering helper, Survey, Beaumont, displays the new, lighter—and more economical—load.

Right-of-Way "Stakes" Company To a Money, Time Saver

GONE are the days of our Company's survey men fighting their way through dense wooded areas, high grass and swamps with bulky bundles of wooden marking stakes—or laths—and an axe.

Our survey crews will be covering the same type of terrain but with less wear and tear and in less time, thanks to the inventive genius of a midwestern company that decided to do some streamlining of the stakeboy's task.

The Blackburn Manufacturing Company of Neligh, Nebraska, has developed a marker made of 15½ gauge stiff wire with a bright non-fading plastic flag fastened at one end. Our Company is proving one of the pioneering users of the survey device—officially called a "handy marker"—and for sound economical reasons.

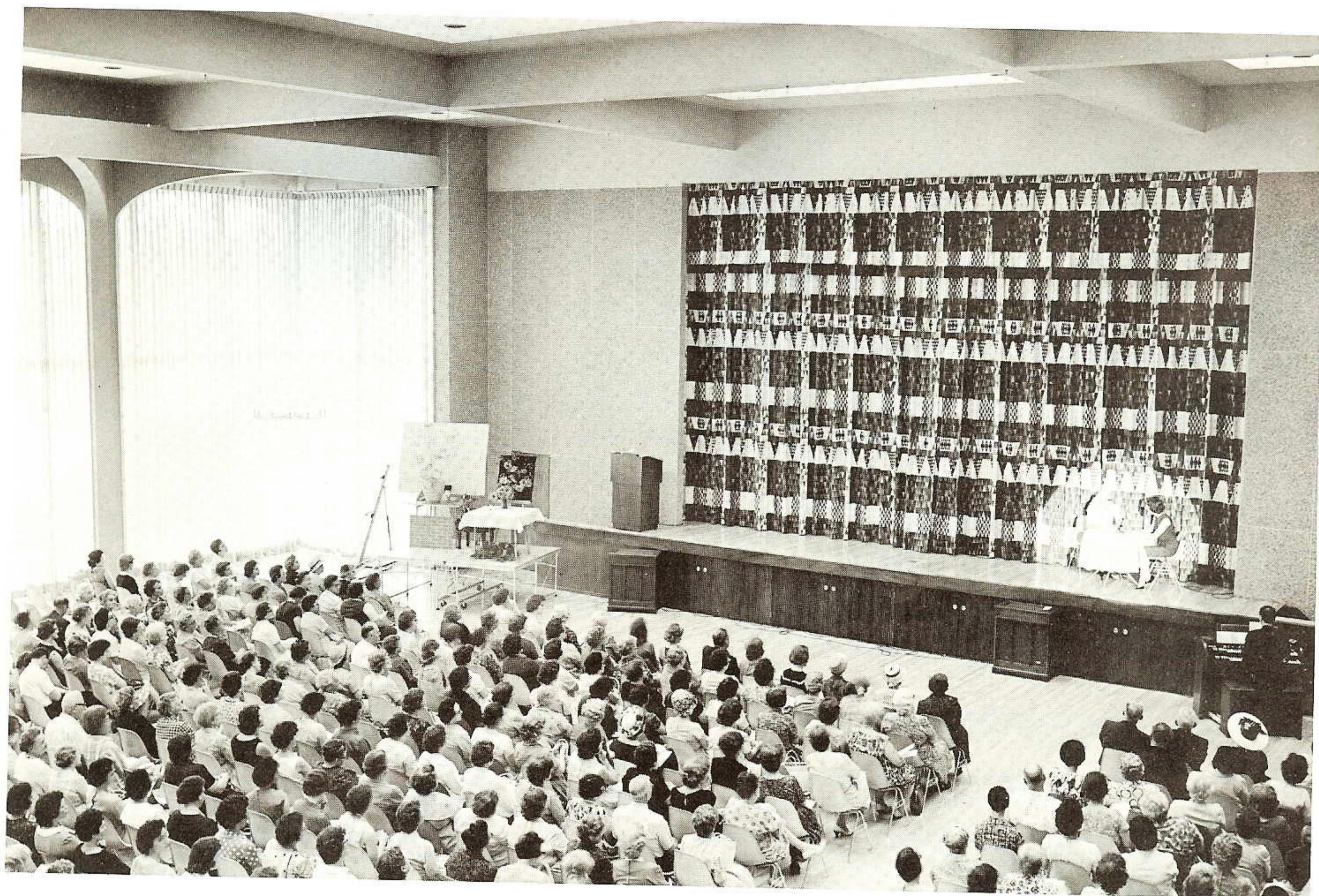
In the past, our stakeboys—or engineering helpers—have had to trudge out across vast expanses of fields, woods and marsh areas burdened down with bundles of four-foot wooden stakes, a bulky role of marking ribbon and a weighty axe. The

wooden stakes, which cost 5½ cents apiece, were used every 50 feet along the right-of-way.

With the new "handy markers," a stakeboy can easily strike out with enough of the small but durable wire stakes to work two or three miles at a time. And minus the heavy wooden laths, axe and role of marking ribbon. In addition to being a labor saver, the "handy markers" are money savers. They cost only \$1.40 for 100 as compared to \$5.50 for 100 of the wooden type.

According to J. B. Fanette, right-of-way supervisor, the new wire markers radiate a brilliance of their own and are capable of being seen long distances with a variety of backgrounds. The fluorescent red flags have proven to be a real aid to our survey engineers.

Other advantages for our Company are the lack of required storage space needed for the new markers and the prompt two-week ordering period. In the past, our Company has had to order wooden laths from one to two months ahead of the time they were needed.



HONORED AT BANQUET. Miss Genee Ann Hine, daughter of A. E. Hine, line foreman in Jennings, chats with Ed Hodges, Lake Charles Division sales superintendent, at banquet honoring Louisiana Bake-Off finalists. Miss Hine, who entered Jennings High School this month, submitted a cheese dish on the last day of the contest. She has been a member of the 4-H Club and her hobbies include sewing, reading, sports—and cooking.

PRESENTS LSU HOME AND GARDEN PROGRAM. Harriet Babin, right, home service advisor, Baton Rouge, and Mrs. Ray Kent, a home service advisor from Louisiana Power and Light, present part of the program during the session presented by our Company and the four other Louisiana electric companies during the Home and Garden Week program last month at Louisiana State University. More than 2,000 homemakers attended the annual, week-long program.

Four Service Area Ladies Named Louisiana Finalists In Pillsbury Bake-Off Contest

THE daughter of a Jennings Louisiana Gulf Stater was named one of the ten state finalists in the national Pillsbury Bake-Off contest. She was one of four ladies from our service area named finalists from Louisiana.

Our own GSU finalist is Miss Genee Ann Hine. Her father is A. E. Hine, line foreman in Jennings.

The announcement was made during the annual Home and Garden Week on the Louisiana State University campus at Baton Rouge. More than 2,000

Louisiana homemakers attended the August 17-20 program.

Among the highlights of the program was a two-hour session, "Electric Magic in the Home and Garden," sponsored by our Company and four other investor-owned Louisiana electric companies: Louisiana Power and Light, Central Louisiana Electric Company, New Orleans Public Service and Southwestern Electric Power Company. This session included a cooking demonstration, a garden lighting demonstration and the announcement of the ten state finalists in the national contest.

The session, held on the afternoon of Wednesday, August 19, led off with the cooking demonstration conducted by Mrs. Lederle Tolar, professional home economist and Louisiana television personality. She was followed by Miss Aileen Paige of Cleveland, Ohio, lighting specialist with the General Electric Company, with a slide talk on garden lighting—"Lighting Garden Greenery for More Enchanting Scenery."

TO climax the two-hour session, Miss Helen Wolcott, known as Ann Pillsbury and director of Pillsbury's Home Service Center at Minneapolis, announced the names of the ten state Bake-Off contest finalists and the state winner.

All foods prepared during the cooking demonstration were given to members of the audience in a drawing. Also given away, as the grand door prize, was a new General Electric self-cleaning oven.

Joe DeJean, supervisor of residential sales promotion, served as master of ceremonies for the show.

In conjunction with the garden lighting demonstration, Gulf States and the four other Louisiana companies sponsored a garden lighting display at Alumni House on the LSU campus, across the street from the new Union

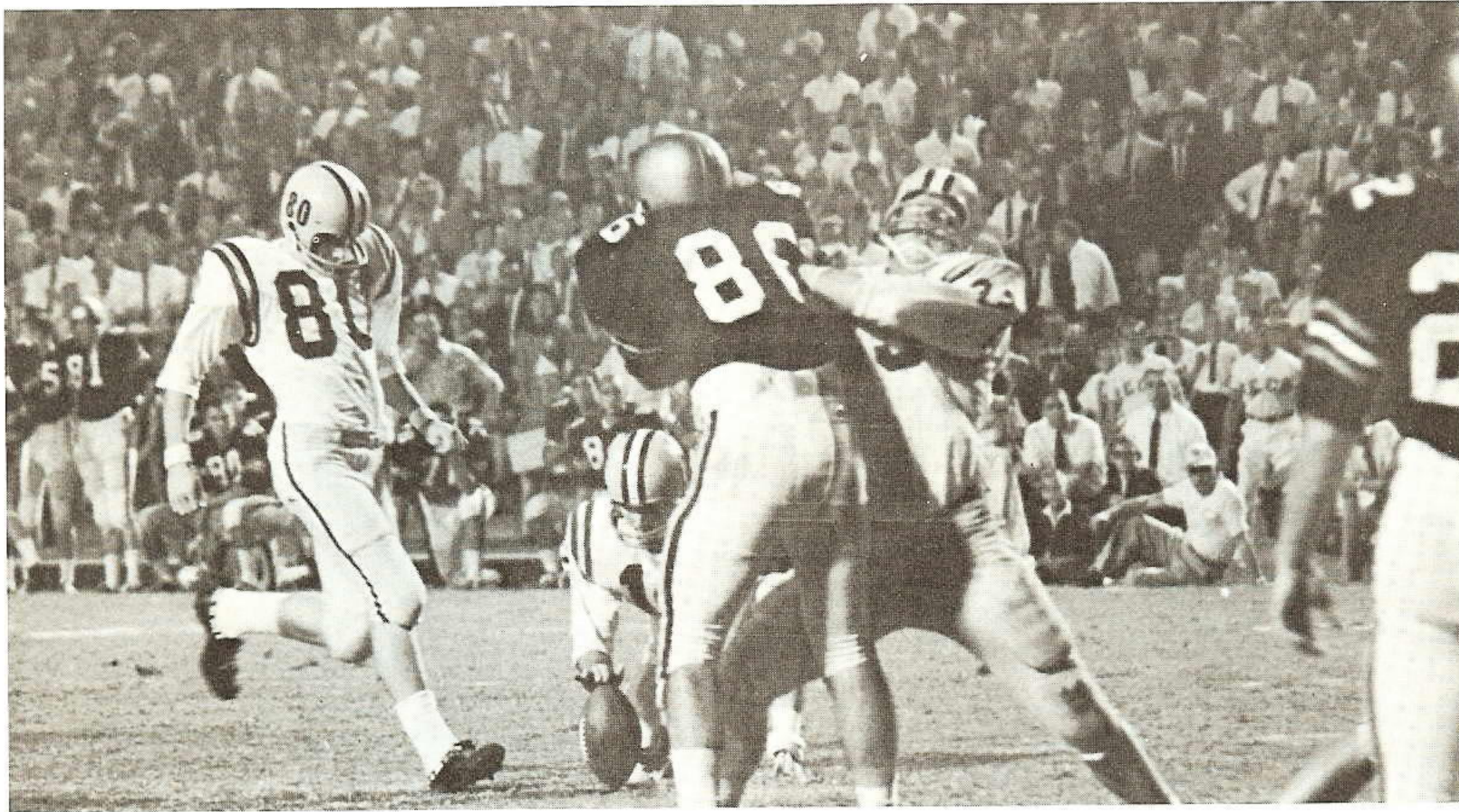


PREPARING FOR DEMONSTRATION. Mrs. Lederle Tolar, left, and Harriet Babin, GSU home service advisor, Baton Rouge, are making preparations for cooking demonstration that was a part of the "Electric Magic in the Home and Garden" show. Mrs. Tolar, a professional home economist and television personality in Louisiana, gave the demonstration. Watching are, second from right and right, Miss Sandy Rogers, assistant Pointe Coupee Parish home demonstration agent, and Mrs. Merrick Andre of Rougon, both Home and Garden Week participants.

building, focal point for the week's activities. The display was designed and executed by Pat Barras Jr. of Lake Charles, a well-known area lighting specialist, and drew crowds of interested visitors each evening during the week.



AREA BAKE-OFF FINALISTS. Finalists from our service area in the Pillsbury Bake-Off contest get in the picture with Ann Pillsbury after banquet honoring them and seven other finalists in Baton Rouge. Left to right, they are Miss Charlotte Smith of Lafayette, Miss Helen Wolcott, known as Ann Pillsbury, Miss Sharon Moore of Roanoke and Miss Genee Ann Hine. Miss Wolcott, director of Pillsbury's Home Service Center, came from Minneapolis to announce the state finalists at the Home and Garden Week program. They are all holding on to a big piece of Mardi Gras party cake baked from a national prize winning Louisiana recipe of a few years ago. Another area finalist not shown in this picture is Mrs. Amson J. Corner of Abbeville.



LSU KICKS OFF 1964 FOOTBALL SEASON. Saturday afternoons and evenings will again be action-packed for LSU fans in our service area when our Company and four other Louisiana electric and power companies present the radio broadcasts of the Tiger football games.

Company To Co-Sponsor LSU Football Broadcasts

ON hand when Louisiana State University kicks off its 71st year of football will be our Company and the four other investor-owned electric and power companies which do business in Louisiana.

For the fourth straight year Gulf States, Louisiana Power and Light, Central Louisiana Electric, Southwestern Electric Power and New Orleans Public Service will sponsor the radio broadcasts of the LSU games over an eight-station radio network.

The broadcasts will again feature John Ferguson as the play-by-play announcer and John Hill will present the game color and half-time activities. Both are well-known long-time announcers on WBRZ-TV in Baton Rouge.

LSU played its first football game in 1893. Only one game was played that year. But it was the beginning of a long-standing rivalry between LSU and Tulane University. Tulane won the game 34 to 0.

The Tigers started this season on September 19 as they came up against the Aggies from Texas A&M University in Tiger Stadium. During the following weeks the Bayou Bengals will meet Rice in Houston, Florida in Baton Rouge, North Carolina in Baton Rouge, Kentucky in Lexington, Tennessee in

Baton Rouge, which is also the homecoming game, Mississippi in Baton Rouge, Alabama in Birmingham, Mississippi State in Baton Rouge and Tulane in New Orleans.

All games this year will be on Saturday and all will be played under the lights beginning at 8 p.m. except for the Tennessee, Alabama, and Tulane games which will be played at 2 p.m.

The broadcasts will be carried over radio stations WJBO, Baton Rouge; WWL, New Orleans; KWKH, Shreveport; KPLC, Lake Charles; KALB, Alexandria; KVOL, Lafayette; KMLB, Monroe; and WIKC, Bogalusa. All broadcasts will begin 15 minutes before gametime.

PROGRAM SCHEDULE

Sept. 19	Texas A&M
Sept. 26	Rice
Oct. 3	Florida
Oct. 10	North Carolina
Oct. 17	Kentucky
Oct. 24	Tennessee
Oct. 31	Ole Miss
Nov. 7	Alabama
Nov. 14	Miss. State
Nov. 21	Tulane

Relaying Develops Industry First

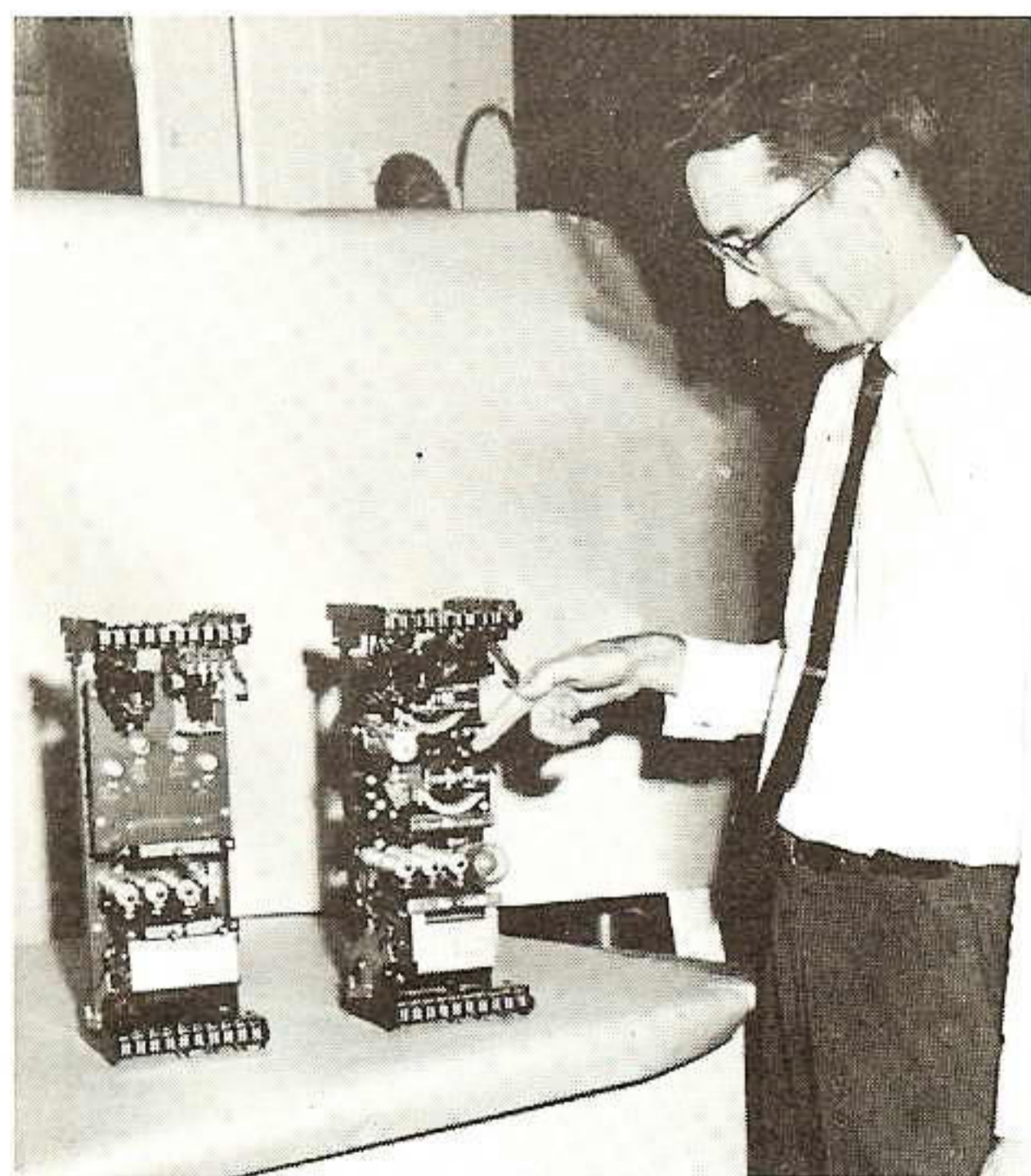
ALL for the want of trimming maintenance costs, another electric industry "first" has been scored by our Company.

The latest is the new static type relays placed into use by our Relaying and Communications Department several weeks ago near Baton Rouge. The all-transistorized equipment operating over microwave, featuring no moving parts, made this nation's operational debut on our Company's new 138-kv transmission line between Willow Glen Station and Southeast Baton Rouge.

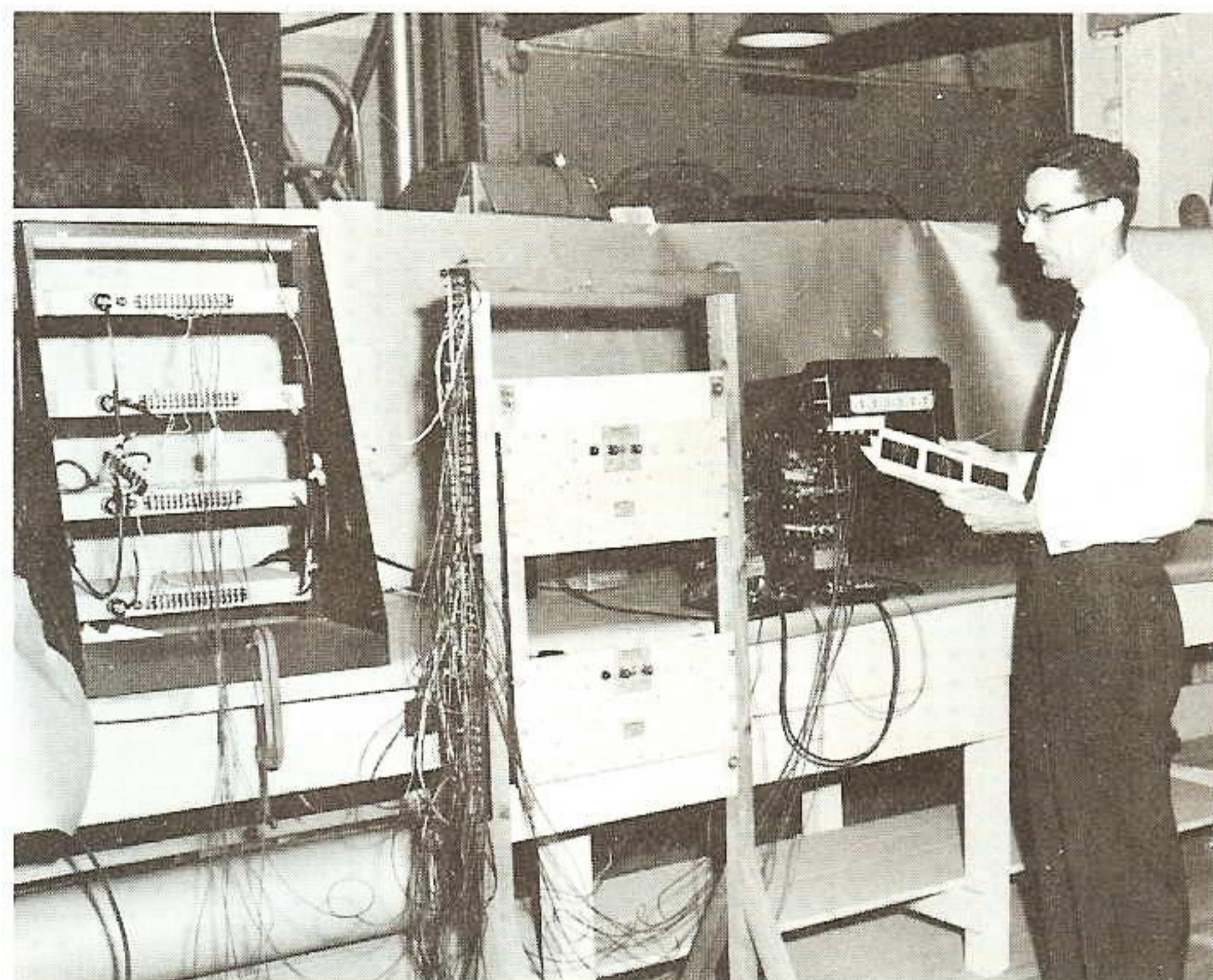
Heretofore, relay equipment used on microwave by Gulf States and other electric firms across the country consisted of a vacuum tube apparatus and mechanical or moving parts subject to wear, corrosion, burning, arcing and pitting.

THE new transistorized scheme eliminates replacement of burned-out vacuum tubes and mechanical problems, thereby curtailing maintenance time and cost. This goes back to the reason for developing the new static relays in the first place.

For those not versed in relay terminology in the electrical industry, the purpose of these relays is to protect high voltage transmission lines from damage. The relay equipment detects trouble instantly, and in conjunction with high speed breakers, removes the fault before service to exacting industrial customers is adversely effected.



BIG DIFFERENCE. Mr. Naylor points to the mechanical part found on old relays used by our Company and other electric utilities across the nation. At left is the new static type relay—minus moving parts—that was pioneered and developed by our Company.



NATION'S "FIRST" BEING TESTED. Al Naylor, engineer in Relaying and Communications, Beaumont, inspects the extensive testing that our Company's new static type relays underwent at the engineering lab in Beaumont during July and August. At left is the Motorola multiplex microwave equipment and the all-transistorized control unit produced by Westinghouse is in the middle. Immediately to the right of the control unit is the end result: this country's first static type relay operating over microwave.

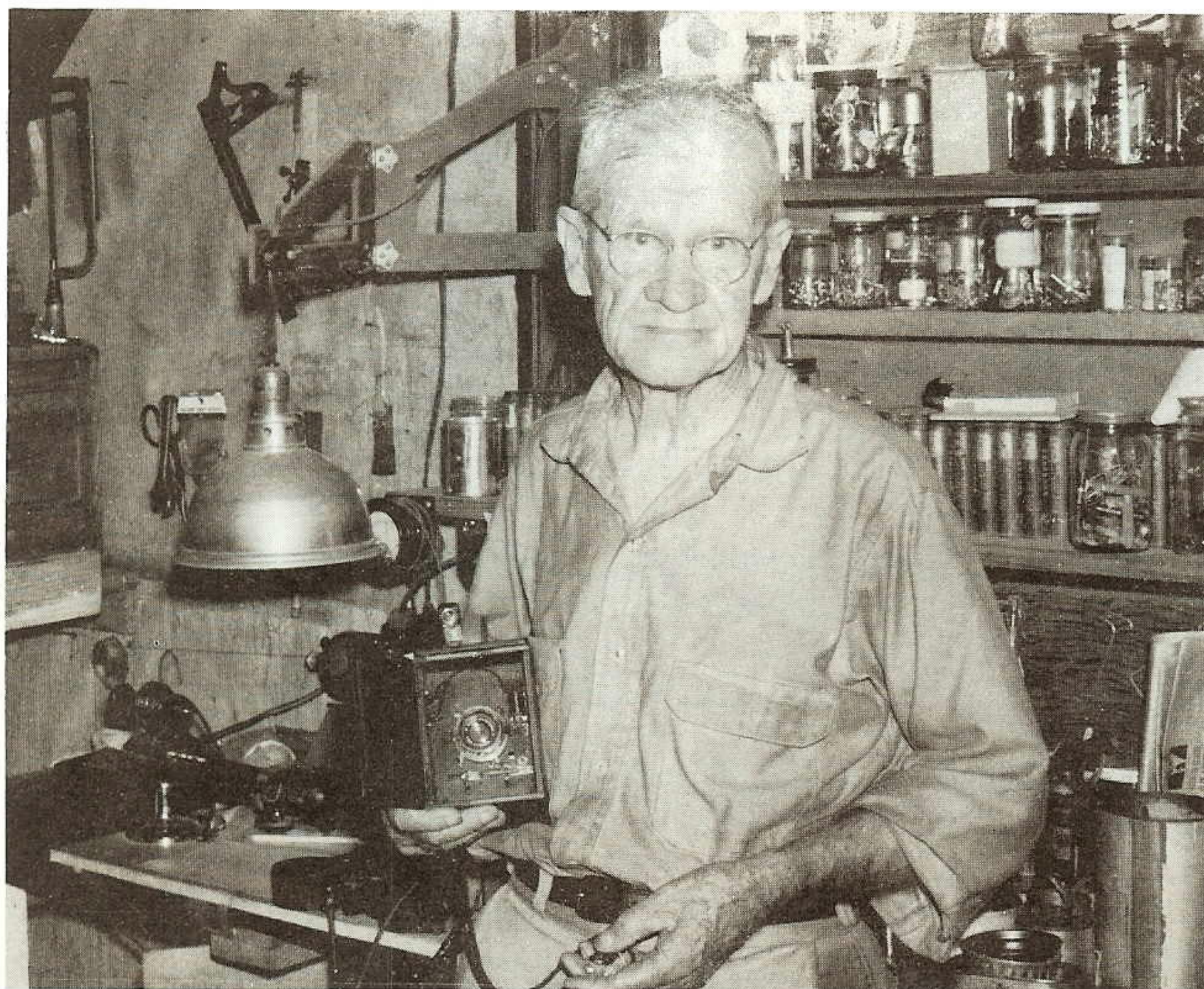
Our Company first initiated use of relaying with mechanical contacts over a microwave system five years ago in Baton Rouge. While that was progress, we still had to depend on mechanical relays.

AL NAYLOR and Lee Hammack, engineers in Relaying and Communications, Beaumont, and William Haack, communications foreman in Relaying and Communications, Beaumont, devised a method whereby the Motorola transistorized microwave equipment could be compatible with Westinghouse's transistorized relay equipment.

Messrs. Naylor and Haack forwarded their recommendations to Motorola and Westinghouse, asking the former to modify its microwave equipment and the latter to modify its relay equipment. Both firms complied and the end results were delivered to the engineering lab at Beaumont, where Messrs. Naylor and Haack assembled this country's first static type relays over microwave.

Three weeks of intensive, 24-hour testing followed at the engineering lab. The equipment was subjected to fault once an hour and was monitored by recording meters. The results proved encouraging and the new static relays were shipped to Baton Rouge for installation in August.

"Although the static relays cost more than the old type vacuum system now, we feel sure they will catch on rapidly, and other firms will follow us," Mr. Naylor said on the final day of testing. "In that event, the cost will come down for all of us. We're aware of several other companies eagerly awaiting to see how we come out on the new relays."



USES HOMEMADE CAMERA. J. H. "Pat" Conley, former Lake Charles employee who retired in 1952, shows off the camera which he made in 1946. With this and other cameras he has made, Pat has been recording Lake Charles area history since 1916 when he went to work for the Lake Charles Gas Company. On the wall of his workshop are tools, jars and cans of screws, some of which Pat bought over 30 years ago.

Retired Employee Gets Unusual Photos With Homemade Equipment

(editor's note: This story about the hobby of J. H. "Pat" Conley, a retired Lake Charles employee, was written by Raymond J. Carroll for the Louisiana Enterprise. Carroll is a chemist with Cities Service Oil Company in Lake Charles and writing feature articles like this is his hobby.)

NOBODY pays any attention to a man in work clothes standing on the street corner with a box under his arm. In this way, I can get real candid shots," explained J. H. "Pat" Conley, retired Lake Charles employee, as he searched his files for some of his more interesting pictures.

Searching through the files in his darkroom, the 78-year-old retired Gulf Stater sorted out one that he is especially proud of.

"Here's a picture of the old artificial gas plant (see top of next page)

which was taken in 1918 with a pinhole camera. Note the focus in all areas of this picture. This is not possible with a lens camera," "Pat" proudly pointed out.

At first, it would appear, that "Pat" is an ordinary camera bug, who has for many years made photography his hobby. But what makes him different is that the majority of his pictures have been taken with a camera that he made in his shop.

HIS first camera was the pinhole he used to take the gas plant pictures, made about the turn of the century.

In 1906, he purchased a commercial camera which he used several years. Today it is an integral part of his homemade enlarger.

That camera, which still has the original bellows, complete with film

packs, tripod, lenses and black cloth to cover the head, cost about \$16.50, he recalls.

Reminiscing about early cameras, he remembered one his father had which was purchased in 1888. The camera had a roll of 100 pictures built into it. When the pictures were taken, the camera and film were returned to the factory in Rochester, where the film was developed and returned to the customer.

HE has special movie camera lenses, and a specially built blackboard on which he mounts his film sheet.

The negative, or a very small portion of it, if desired, is mounted between glass plates and placed in the camera light box. After focusing and setting distances, all on a horizontal plane, the film is placed and the exposure made.

The results are that a portion of a picture the size of a fingernail can be enlarged to five by seven inches with exceptional clarity of detail. It is very obvious that dexterity of technique and not book rules are used.

The camera which "Pat" now uses was made in 1946, four years after he built his darkroom. It is the conventional type box camera with several modifications. One of them is that he can take 2¼ by 3¼ pictures either with roll film or a two-picture film pack.

The front of the camera, which has a remotely operated shutter, and the lens settings are shielded by a Bakelite cover with a hole just large enough for the lens opening. This opening is shielded as well.

WITH this camera, you can shoot right into the sun, and get a good picture. On the page opposite is one of the platforms of the Southern Pacific Depot which was taken into the sun early in the morning. The posts and shadows and the rays of the sun behind prove that he knew what he wanted.

Recalling a picture taken in Savannah, Ga., about the turn of the century, he noted that the house which was the subject of the portrait was his mother's home, and was dubbed at that time "Haywood's Folly."

"It was called that because it had two bathrooms," Mr. Conley said.

THE only thing which will take him away from his darkroom is his shop, a large room with 18-foot ceilings which has electrical cables, spotlights, and workbenches set around the room with many cabinets housing his tools.

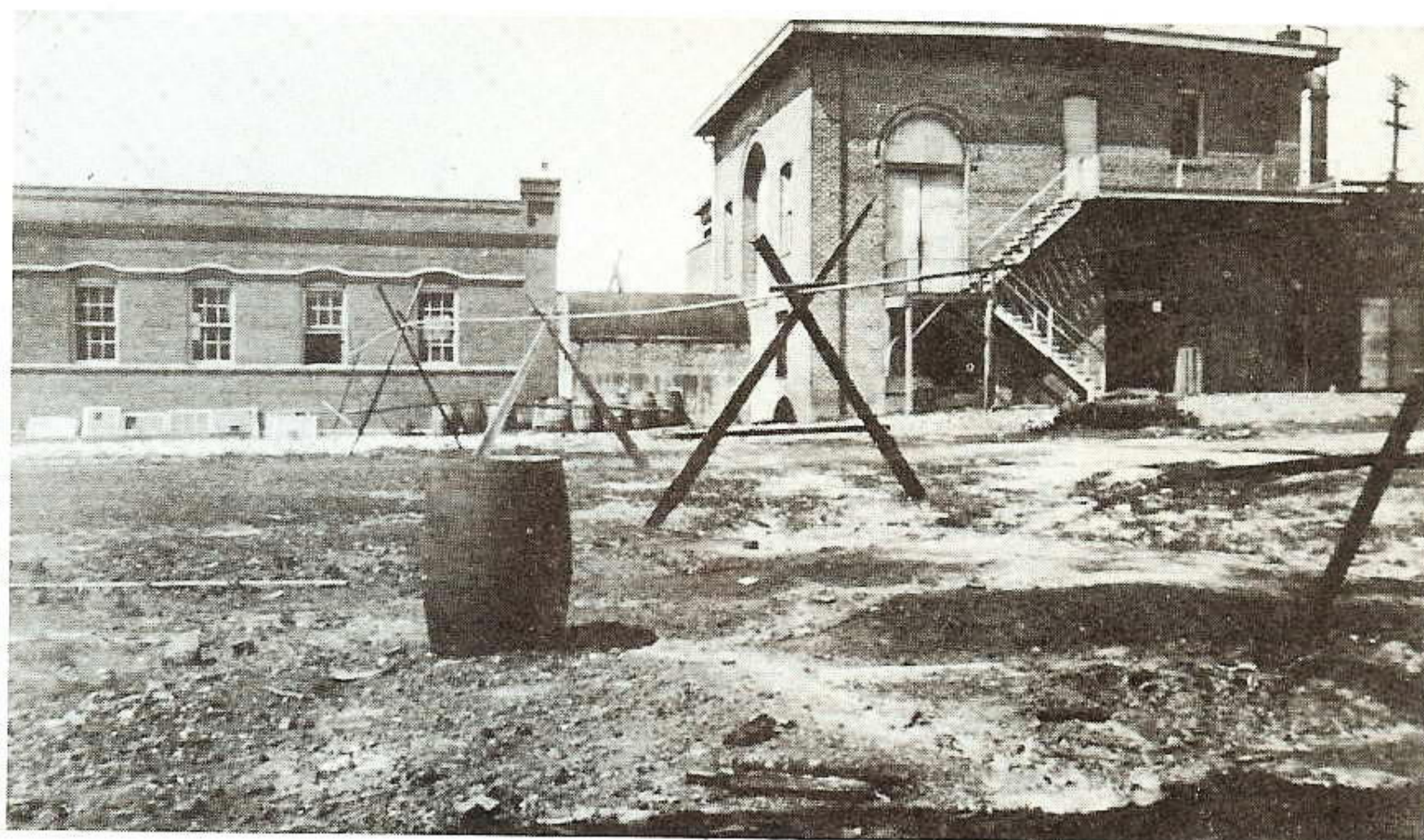
Commenting on his house at 132 North Ryan, Mr. Conley guessed that it was built about the middle 1890's. The large rooms with woodwork that had carved corners were put together with square nails, he pointed out.

The house, nearly closed in by trees, houses memorabilia of early Lake Charles. Hand carved fireplaces and pictures taken as long as 64 years ago, are found around the house.

MR. Conley was born in Brooklyn and lived in New Jersey, New Castle, Pa., and Chicago. In Titusville, Pa., he lived near Col. Edwin Drake's famous wells. From there the family moved through Missouri and Kansas where his father was employed by an artificial gas company.

He was graduated from high school in Missouri and attended college in Kansas. In 1913, the Conley family went to Port Arthur to the gas plant there and then to Beaumont.

In 1915, he came to Lake Charles to visit, and then in 1916 he came back to work for the Lake Charles



EARLY COMPANY HISTORY. Mr. Conley took this picture of an early company predecessor, the Lake Charles Gas Company, in 1918 with a pinhole camera that produced pictures with clarity of detail and focus as good as any lens. The gas company was purchased in 1924.

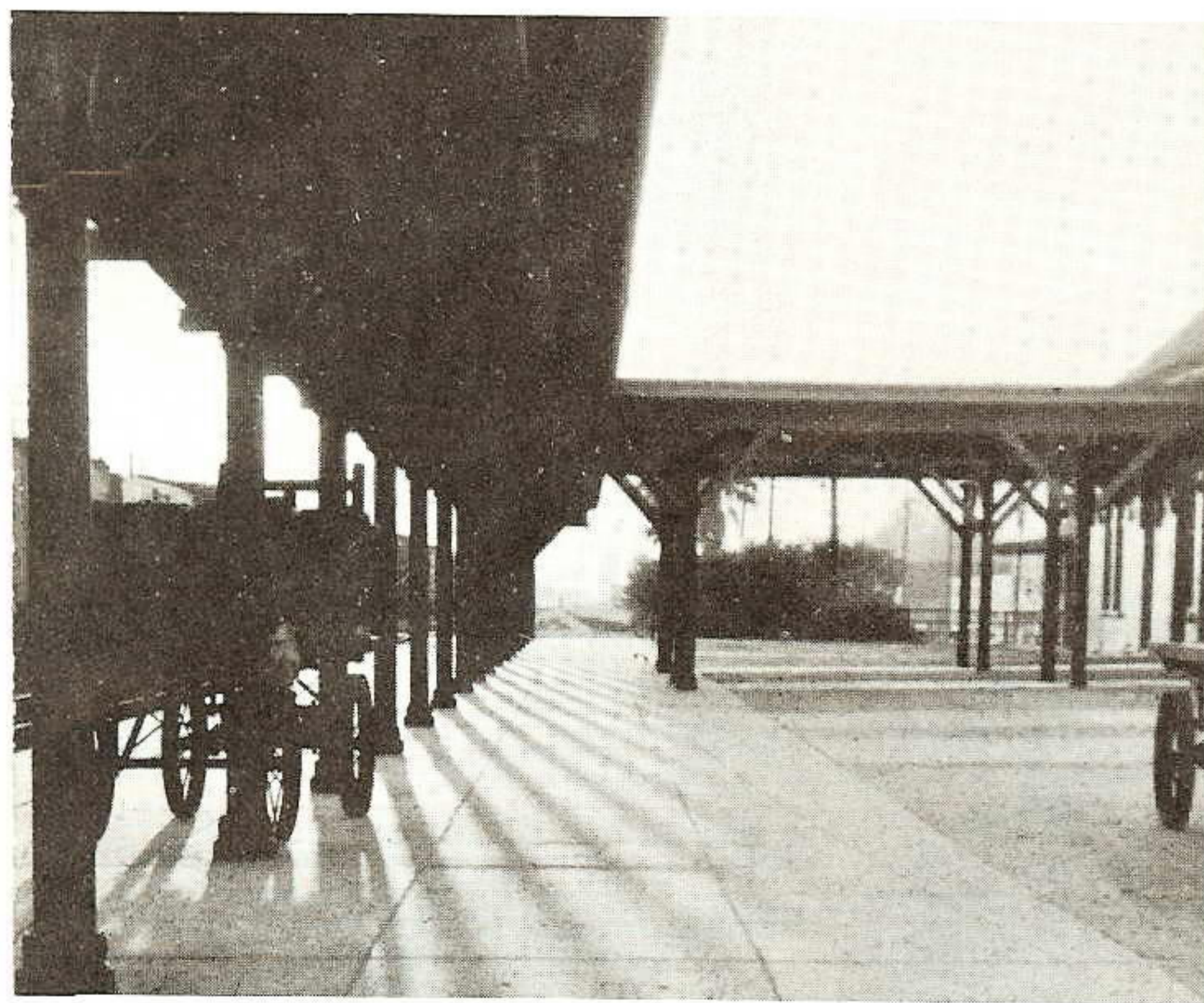
Gas Company when the artificial gas plant was built there.

REMINISCING about his "gas plant" days, where he served as chief engineer, he commented on the distribution center which was then located at Peake and Clarence Streets.

In a brick building, high pressure gas was vented during peak load times to the low pressure system used throughout the city. The automatic gadget which regulated the pressure was engineered by Mr. Conley using "America" alarm clocks, paper, pumps

and water buckets. This "center" worked satisfactorily for years, and was on of the most ingenuous devices at that time.

When the gas plant was purchased by our Company in 1924, Mr. Conley took a two-year vacation. He returned to work in 1926 as gas plant superintendent. In 1933, he was transferred to the water works, which was operated by our Company at that time and later sold to the city of Lake Charles. In 1936, he moved to the electrical T&D where he worked until his retirement in 1952.

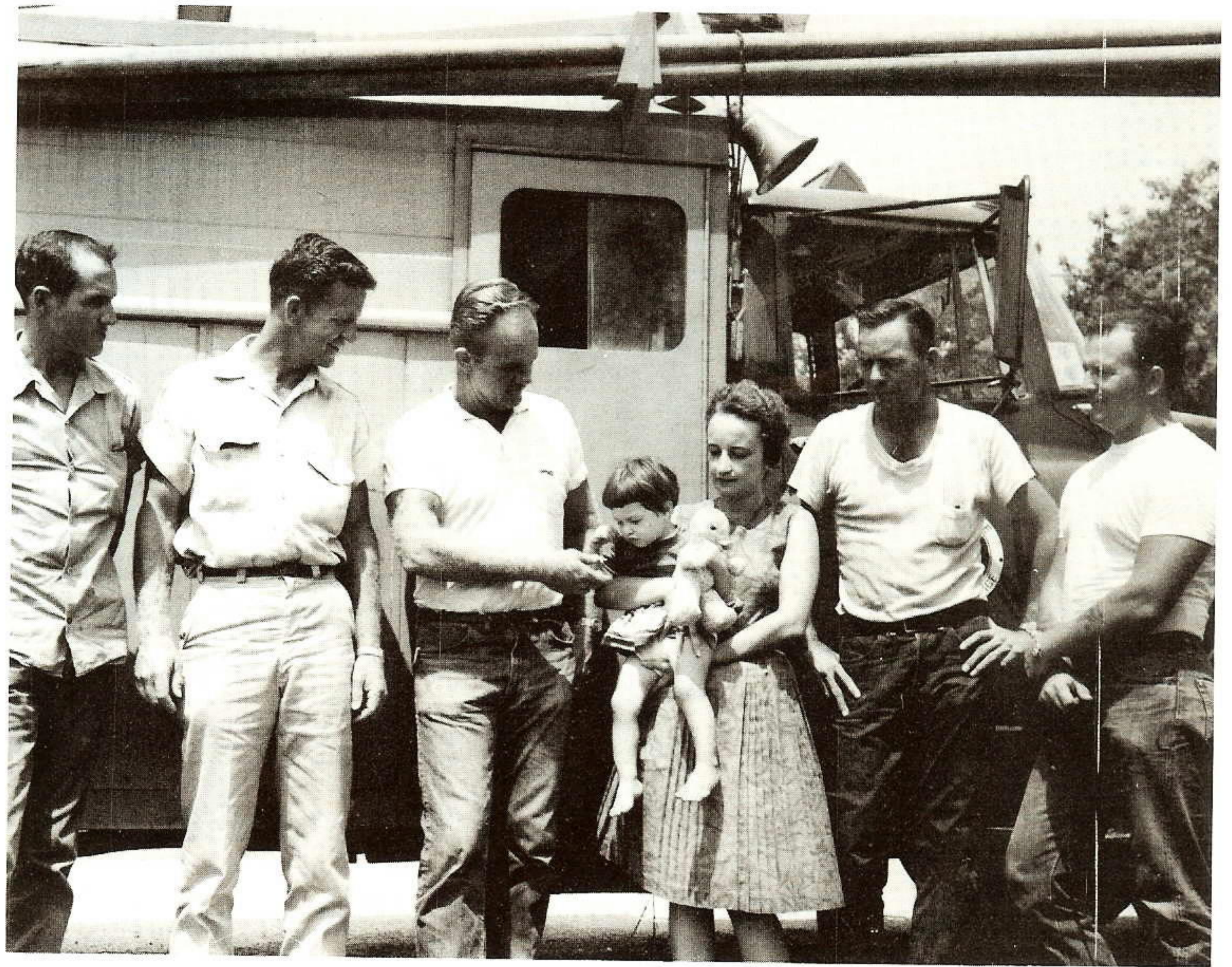


TAKEN WITH A HOMEMADE CAMERA. Using a homemade camera, Mr. Conley took this picture of the Lake Charles Southern Pacific depot walk in 1947. The shadows show that he took the picture facing into the light.

ONE of his showpieces which he has on the mantle in the "front room" is a bowling trophy which he was given for being the oldest bowler on the Lake Charles Gulf States Utilities team. This was when he was 67, about nine years after he took up the sport. He would probably still be bowling if he did not have trouble with his legs following a fall which took him to the hospital for several weeks this past spring.

Today Mr. Conley's activities are centered around his daily trips "down town", which make him unavailable usually except in the evenings. He walks regularly to the Recreation Lanes, no short trip for anyone from his North Ryan Street home, let alone a man of 78.

He also spends much of his time in the library since he is an avid reader.



CREW SAVES YOUNGSTER. Sheila Thibodeaux, 20-month-old daughter of Mr. and Mrs. Steven Thibodeaux, Jr., Winnie, Texas, is surrounded by the Beaumont line crew that was credited with saving her life. The child fell into a washtub of water and was unable to get out. Her mother discovered her after several minutes and—after being unable to revive her—grabbed her and ran outside and down the road where the crew was working. Noticing the child had turned nearly black, the crew promptly began mouth-to-mouth resuscitation and she regained consciousness about a half hour later. She was rushed to a hospital for final checkup. Crew members are: A. D. Hare, truckdriver; Roy Cowart, line foreman; Ray Thompson, Reggie Williams, and C. A. Kincaid, linemen.

Mouth - to - Mouth Resuscitation Method Credited With Saving Lives Numbers 20 and 21

LAST month employees of our Company were credited with saving the lives of two small children by using the mouth-to-mouth resuscitation method of artificial respiration.

These were the twentieth and twenty-first recorded instances in which a Gulf Stater has saved a life because of the ability to perform this procedure.

The twentieth life to be saved was that of nine-month-old Thomas Wayne Achord of Baton Rouge, Louisiana, while the twenty-first was that of Sheila Thibodeaux, a 20-month-old Winnie, Texas, girl.

CREDITED with saving the life of Thomas Wayne is Willie Wells, an employee in the Baton Rouge Gas Department.

Mr. Wells and Roy McGee, also of the Gas Department, were working on a routine meter job at a residence in north Baton Rouge, when they heard screams and calls for help.

"We were just finishing up the job when the lady next door started screaming," Mr. Wells said. "The lady where we were working went to investigate and came back to see if we knew anything about first aid. I went over to see what we could do, figuring a cut or something."

"When I got to the house Mrs. Achord was holding the baby out in the yard. It was blue and lifeless."

MR. Wells grabbed the little boy and laid him on the porch. After a quick check for any obstructions in mouth or throat, he began giving mouth-to-mouth resuscitation. For three or four minutes he breathed his own breath into the child's lungs, covering both mouth and nose with his own mouth.

"It was an awful long time," Mr. McGee commented later. All he could do was stand helplessly by with the mother and two neighbors while his colleague worked. The baby soon began to change color, showing the effects of the resuscitation efforts even before he resumed breathing.

As soon as Thomas Wayne was able to breath without help, Messrs. Wells and McGee put him in

a car and took him to a hospital. Mr. Wells, a father of three, and Mr. McGee, a father of one, remained at the hospital long enough to determine the baby was out of danger, then went back to their job working on gas meters.

According to Mrs. Achord, Thomas Wayne had been ill and suddenly developed a high fever before he stopped breathing.

CREDITED with saving the Thibodeaux child's life were the members of a Beaumont line crew which was working near the Thibodeaux residence about two miles north of Winnie, Texas. Members of the crew are A. D. Hare, truckdriver; Roy Cowart, line foreman; Ray Thompson, lineman first class; Reggie Williams, lineman first class; and C. A. Kincaid, lineman.

Shelia fell into a washtub of water and was unable to get out. Her mother discovered her after several minutes.

After being unable to revive her, Mrs. Thibodeaux grabbed her up and ran outside and down the road to where the line crew was working.

Noticing that the little girl had turned nearly black, the crew promptly began mouth-to-mouth resuscitation. Shelia regained consciousness about a half hour later. Afterwards, she was rushed to a hospital.

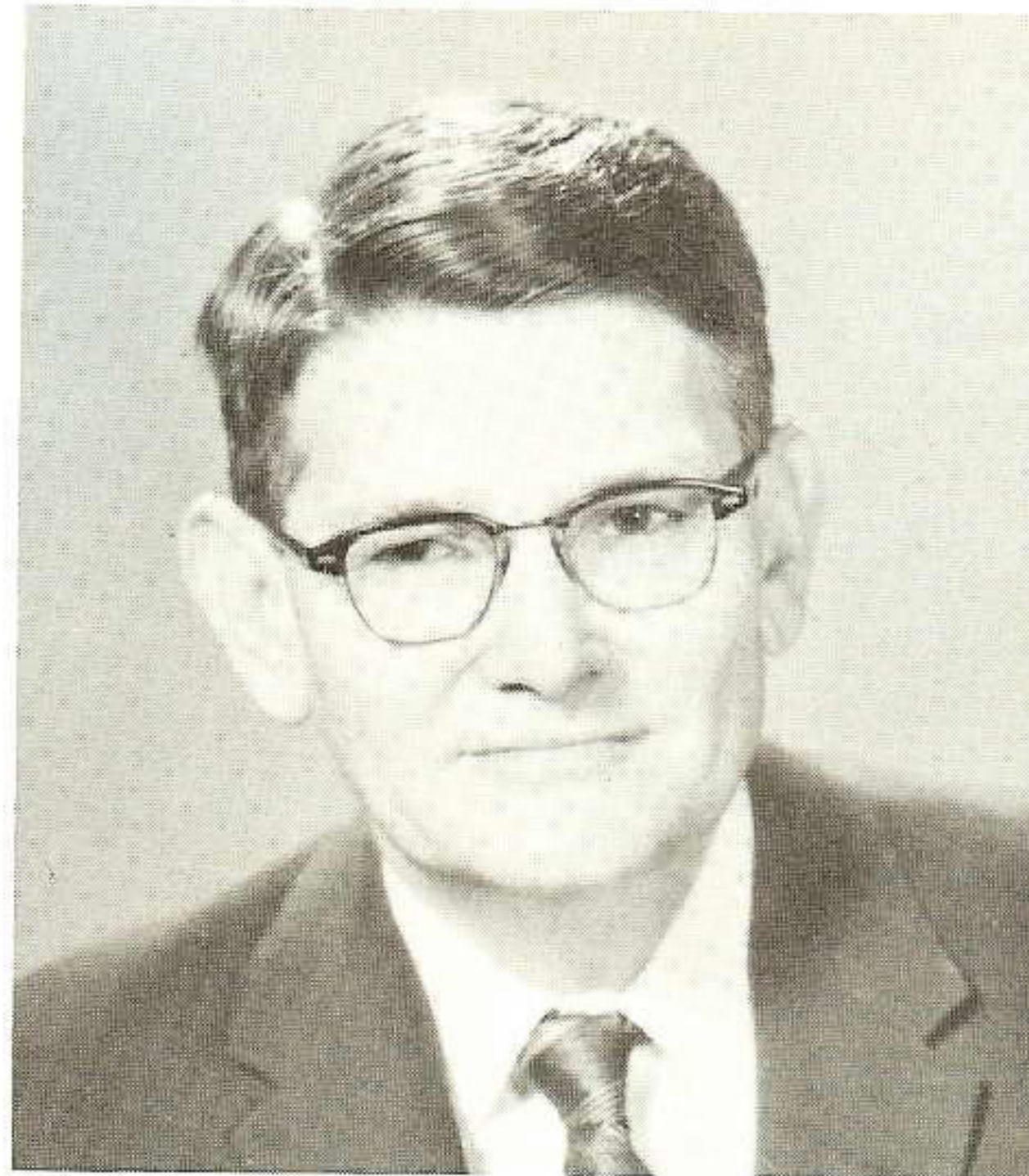
This was not Mr. Thompson's first experience with mouth-to-mouth rescue breathing. He had his own life saved by this method back in 1959.



SECOND MEETING. Nine-month-old Thomas Wayne Achord, son of Mr. and Mrs. W. T. Achord, Jr., of Baton Rouge, and Willie Wells, right, of Denham Springs, meet again, but under different circumstances from their first meeting. Mr. Wells spent what were probably some of the longest minutes of his life breathing air into the baby's lungs to revive him. Left, is Roy McGee, Baton Rouge, Mr. Wells' companion on the day of the rescue. Both are employed in the Baton Rouge Gas Department.



R. J. Robertson



F. A. Wilson

Robertson Named Production Head; Wilson, Construction Manager

R. J. ROBERTSON, formerly construction manager in the Production Department, has been promoted to production manager to succeed J. A. Reich, who retired September 1. Mr. Robertson was succeeded by F. A. Wilson, Jr., formerly construction engineer. Both promotions became effective September 1.

MR. Robertson, a native of Philadelphia, Pa., and a graduate of Williamson Trade School in Media, Pa., began his power career with Tampa Electric Company in 1926. He joined the old Louisiana Steam Generating Corporation as a combustion engineer in 1935. He became associated with Gulf States three years later when that firm was merged with our Company.

From 1941 until 1945, Mr. Robertson was on loan to Stone and Webster Engineering Corporation. He was active in building facilities for military installations in World War II.

He returned to Gulf States in 1945 and was named superintendent of Louisiana Station in Baton Rouge. He was elevated to superintendent of production for Gulf States' Louisiana service area two years later and in 1952 was promoted to system-wide superintendent of production. He was

elevated to construction manager of production and transferred to Beaumont in 1959.

Mr. Robertson attended the Advanced Management Course at Harvard University in 1950.

He is married to the former Cadell Harley of Tampa, Fla. They are members of St. Andrews Presbyterian Church and he is a member of the

Beaumont Chamber of Commerce and the YMBL. He is a licensed engineer in Louisiana and is a member of the Louisiana Engineering Society and the American Society of Mechanical Engineers.

MR. Wilson, a native of San Augustine, Texas, studied mechanical engineering at the University of Texas and began his power career in 1927 as an oiler at the old power plant in Orange. He was promoted to assistant fireman and transferred to Beaumont in 1928. Later that year, he became a file clerk and draftsman.

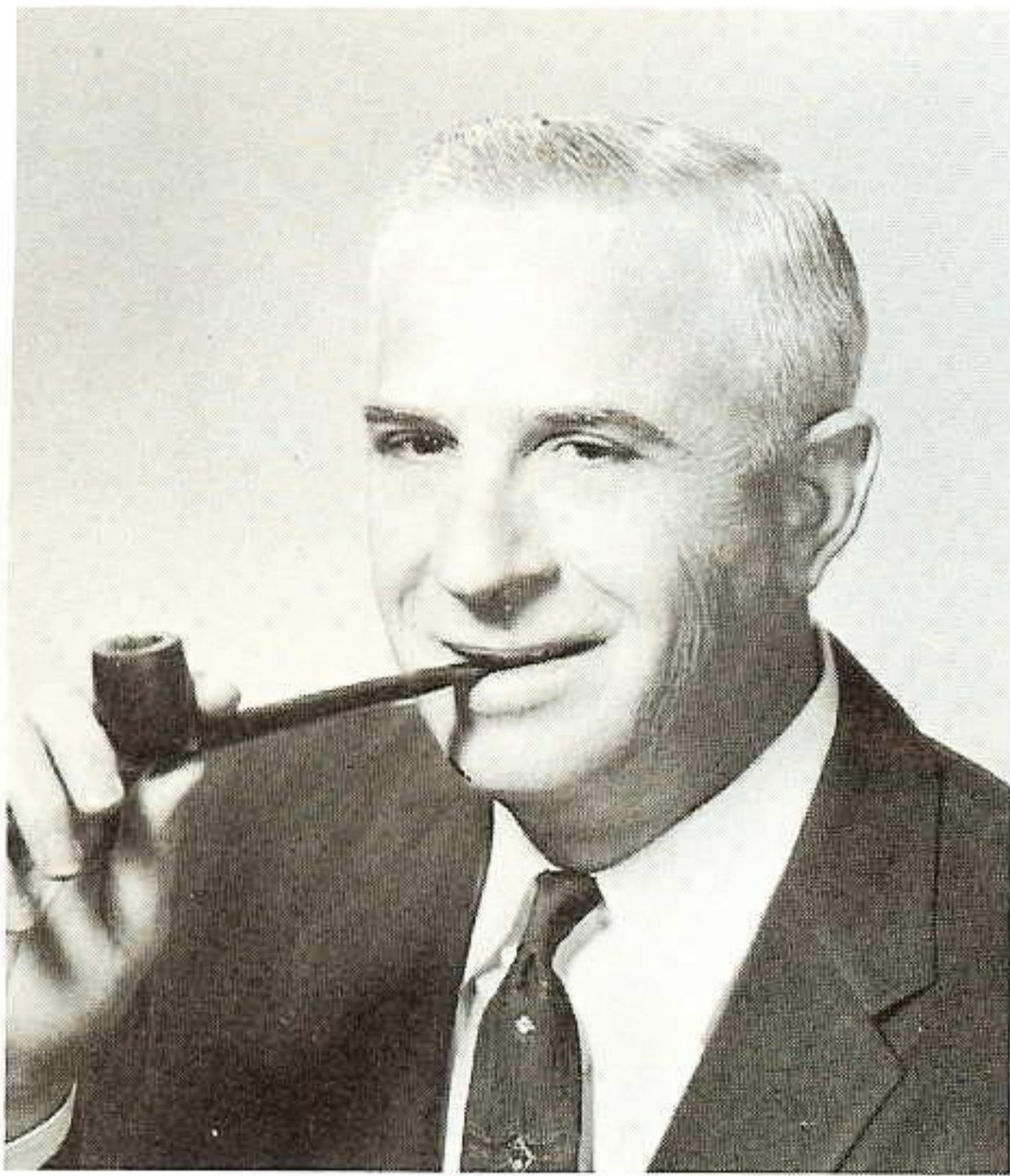
Mr. Wilson was promoted to office engineer and transferred to Baton Rouge in 1930 and he became assistant to the superintendent of Louisiana Station four years later. He was elevated to executive office engineer and transferred back to Beaumont in 1948. He became construction engineer in 1959.

He attended a public utility management course at Georgia Institute of Technology in 1956.

Mr. Wilson is married to the former Helen McDaniel of Beaumont. They are members of St. Pius Catholic Church and he is a member of the American Society of Mechanical Engineers, the Beaumont Chamber of Commerce and the YMBL.



A REAL COOL MEETING. Some 2,000 persons gathered at LSU's John M. Parker Agricultural Center August 3 to mark the 50th anniversary of LSU's Agricultural Extension Service. The huge indoor arena, the scene of basketball games, stock shows and rodeos, would have made a sweltering meeting place had not our Company and four other investor-owned Louisiana electric companies come forward and volunteered to supply the portable air conditioning equipment seen in the picture. The other companies are Louisiana Power and Light, Central Louisiana Electric Company, New Orleans Public Service and Southwestern Electric Power Company.



E. H. Pintsch



W. E. Heaner

Pintsch Promoted to Manager, Insurance-Claim; Heaner Named Assistant Manager

E. H. PINTSCH, formerly system director of insurance and taxes, has been promoted to the newly created position of insurance and claim manager, and W. E. Heaner, Jr., formerly claim director, has been named

assistant manager of insurance and claim. Both promotions are effective September 1.

M R. Pintsch joined the Company in 1928 as an analysis clerk in Beaumont. He worked in various accountant classifications until he was transferred to Navasota in 1930 as a cashier.

A native of Menasha, Wisconsin, Mr. Pintsch was moved back to Beaumont in 1933 as a voucher clerk. He became a construction clerk in 1935 and one year later was made a clerk in statistics. He was promoted to assist-

Board Declares Quarterly Dividends

A LL Company executive officers were re-elected at a meeting of the board of directors of our Company August 6 at Baton Rouge, Louisiana.

Quarterly dividend of 31 cents a share on the common stock and regular quarterly dividends on the eight series of preferred stock were declared. Dividends will be paid September 15 to shareholders of record August 17, 1964.

Chairman Morrison of Beaumont presided at the meeting.

Other directors present were Fred V. Wilson of Port Arthur; Alan W. Hastings, Roy S. Nelson, Benjamin D. Orgain, Glenn E. Richard and Lewis M. Welch, of Beaumont; Eldon A. Werner and Richard O. Wheeler of Baton Rouge; Fred F. Johnson, Harrell R. Smith and Edward H. Tausig, of Lake Charles; and Edwin W. Hiam of Boston.

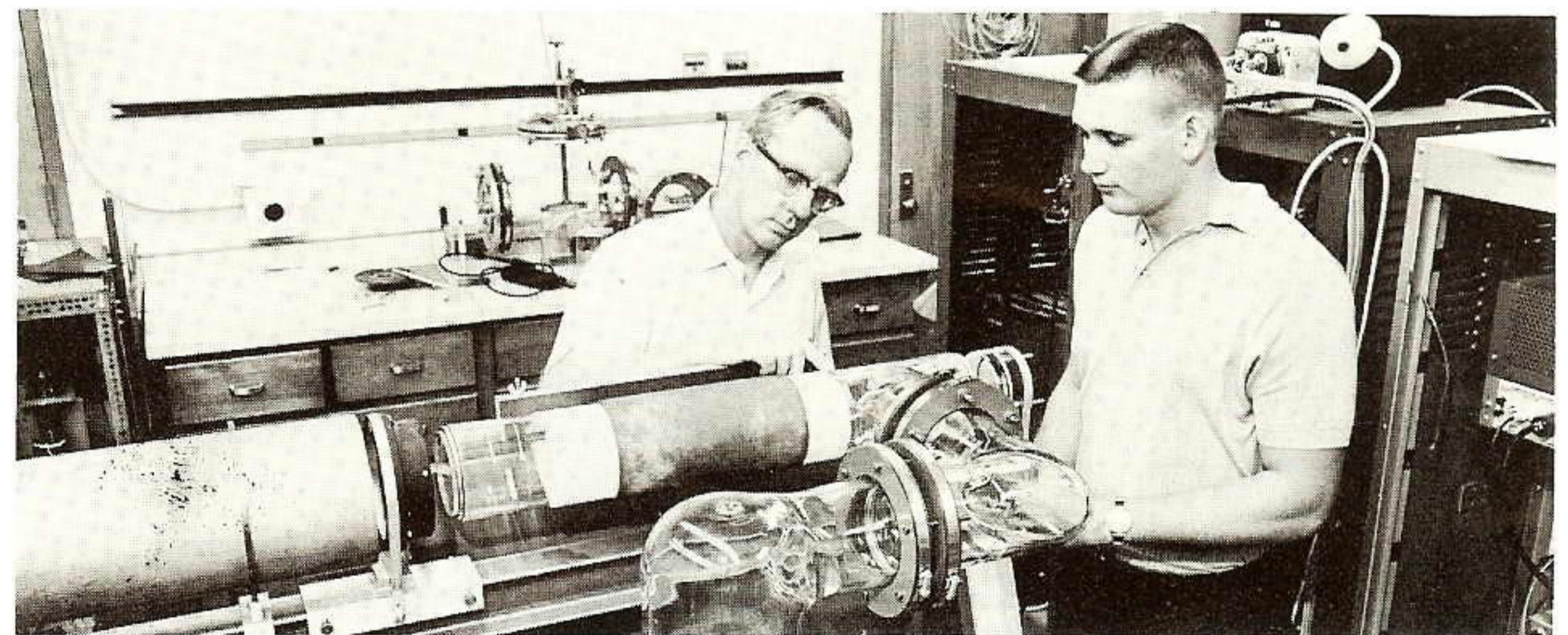
ant to the tax accountant in 1941 and was named a tax and insurance agent in 1948. He was promoted to director of insurance and taxes in 1962 and was named director of insurance earlier this year.

Mr. Pintsch is married to the former Helen Herring of Alvin and they have two children, Mrs. Joyce Seay and William Pintsch, both of Beaumont. He is a member of the Beaumont Chamber of Commerce, YMBL, East Texas Chamber of Commerce, and the Edison Electric Institute Insurance Committee.

M R. Heaner, a native of Brownsville, Texas, was employed in 1960 as claim agent in Beaumont. He was promoted to claim director two years later.

Mr. Heaner was graduated from the University of Texas in 1954 with a business administration degree. He secured his LLB degree in law two years later from the University of Texas and was associated with a law firm in Brownsville, before coming to work in Beaumont.

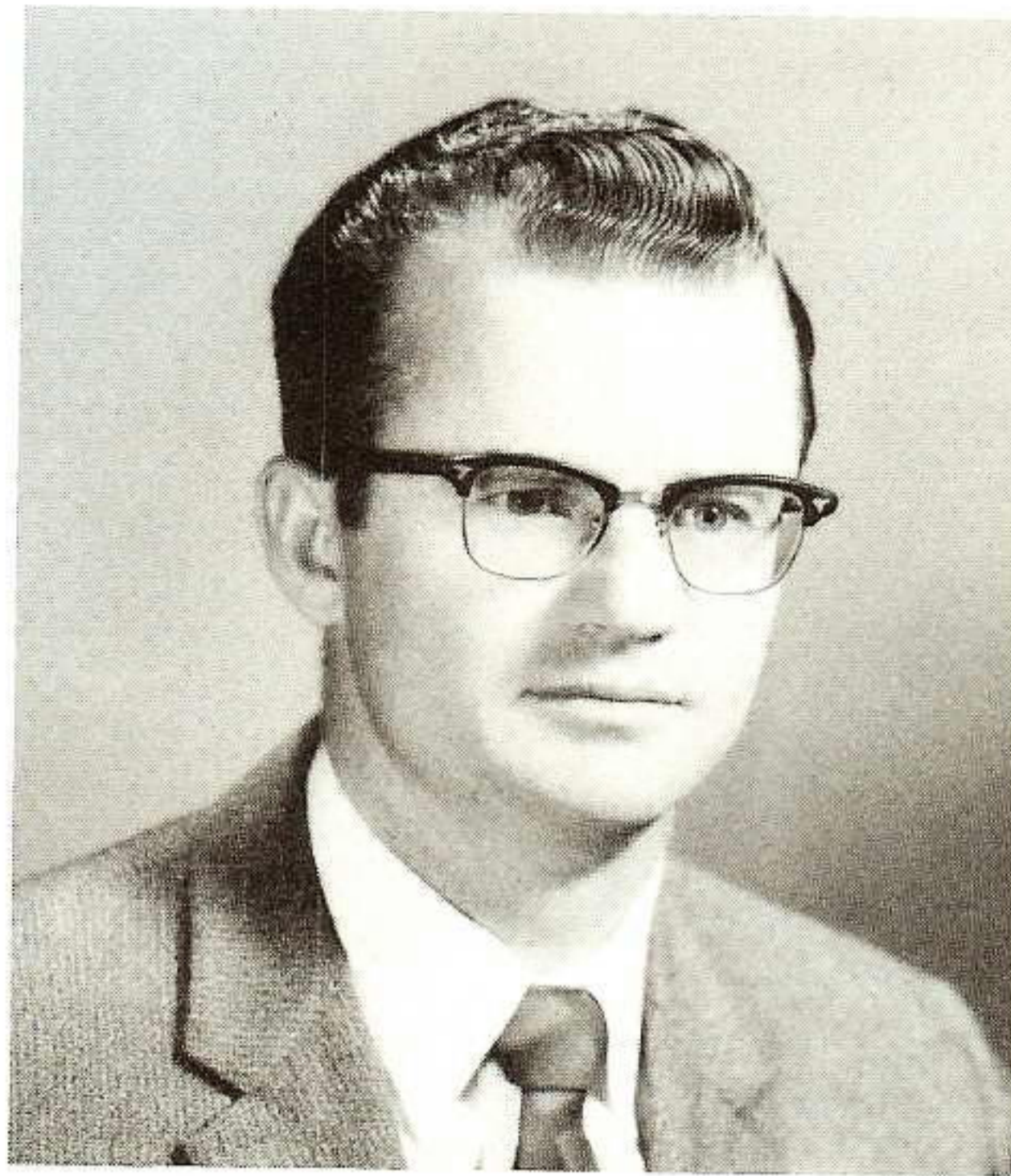
He and his wife have five children, Margaret, Ann, William, III, Joan, and Mary. They are members of the First Methodist Church and he holds memberships in the Beaumont Chamber of Commerce, YMBL, Texas Bar Association, State Junior Bar Association, American Judiciary Society, Sabine-Neches Claims Association and the Beaumont Golf Association.



ATOMIC RESEARCH FELLOWSHIP WINNER. Albert W. Baird, III, son of Al Baird, operating superintendent, Navasota Division, and a graduate student in electrical engineering at the University of Texas, is shown with Dr. Ralph Loveberg in the laboratory of General Dynamics Corporation in San Diego, California, where he spent the summer in nuclear fusion research on a fellowship awarded annually by the Texas Atomic Energy Research Foundation of which our Company is a member.



Lewis Guthrie



Leroy J. Bodemann

Five Beaumont Engineers Receive Personnel Changes

PERSONNEL changes were made recently for five engineers in Beaumont.

Lewis C. Guthrie, formerly division engineer in the Beaumont Division T&D, has been promoted to supervisor of standards in System Engineering. The promotion was effective August 1. In his new capacity, Mr. Guthrie fills the vacancy created when George Cannon was elevated to supervisor of production planning.

Leroy J. Bodemann, system industrial engineer in System Sales, was promoted to succeed Mr. Guthrie as division engineer. This promotion was effective August 16.

J. L. Warmack, an electrical engineer in System Production, has been transferred to System Engineering on special assignment.

J. O. Robichau, an engineer in System Production, has been promoted to electrical engineer in Production Planning.

H. L. Hammack, an engineer in Relaying and Communications, System Engineering, has been transferred to System Production as a system engineer.

MR. Guthrie, a native of Taylor, was graduated from the University of Texas in 1950 with a degree in electrical engineering. He joined our Company that year as a junior engineer in Beaumont and was transferred to Baton Rouge six months later in the same capacity.

He was promoted to an engineer in Baton Rouge T & D in 1954. Mr. Guthrie was transferred back to Beaumont in 1956 as a project engineer in System Engineering. He became the Beaumont Division project engineer in 1957 and was promoted to equipment engineer in 1959.

He was elevated to division engineer in the Beaumont Division in 1960.

Mr. Guthrie is married to the former Jacqueline Carswell of Taylor, Texas, and they have four children, Cynthia, Jacqueline Lewis, Lewis, III, and Cassandra. They are members of St. Andrews Presbyterian Church and he is a member of the YMBL and the Beaumont Chamber of Commerce.

MR. Bodemann, a native of Sinton, Texas, was graduated from Texas A&M University in 1949 with an electrical engineering degree. He joined our Company that year and,

after undergoing a brief orientation program, was transferred to the Transmission and Distribution Department in Port Arthur as a junior engineer. He spent two years in the Army as a second lieutenant and returned to Port Arthur in 1954. He became an engineer later that year.

Mr. Bodemann was transferred to Beaumont as an application engineer in System Engineering in 1956. He was transferred to the Beaumont Division Sales Department as an industrial engineer three years later. In 1961, he was promoted to system industrial engineer in System Sales.

Mr. Bodemann is married to the former Gloria Powell of Kirbyville and they have three children, Cynthia Ann, John, and Theresa Lynn. They are members of Calder Baptist Church and he is a member of the Beaumont Chamber of Commerce, YMBL and the Institute of Electronic and Electrical Engineers.

He is a licensed professional engineer in Texas. Mr. Bodemann is presently serving as president of the Meadowbrook-Westfield Terrace Neighborhood Association.

MR. Warmack joined our Company as a junior engineer in 1952 at Louisiana Station in Baton Rouge. He received his electrical engineering degree from Louisiana State University in 1951. He is a native of Hope, Ark.

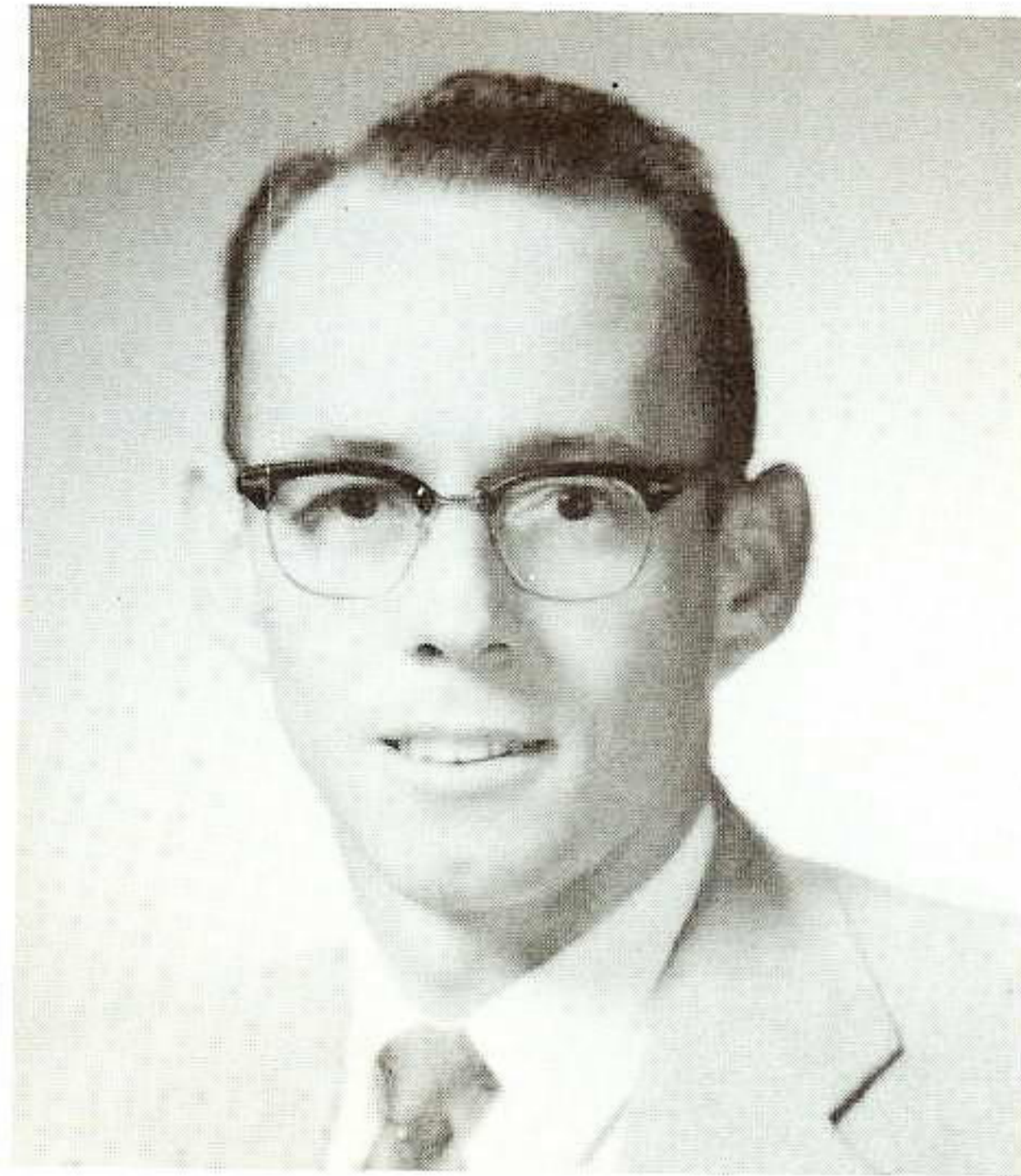
After being made an engineer, he worked on special assignment at various system power plants. In 1959, he was transferred to System Production in Beaumont as an electrical engineer.

Mr. Warmack is married to the former Mary Allen of Baton Rouge and they have four children, Patricia, John, Jr., Mary Jane, and Robert. He is a member of the Chamber of Commerce and YMBL, IEEE, and is a registered engineer in Louisiana. He serves as a commissioner in the Cub Scouts and is a neighborhood commissioner on the Trinity-Neches Council staff.

MR. Robichau, a native of Beaumont, joined our Company as an engineer in the Relaying and Communications in 1957 following his graduation from Lamar Tech with an elec-



John Warmack



Joe Robichau



Lee Hammack

trical engineering degree. He was transferred to System Poduction in 1960.

He is married to the former Betty Jean Pate of Beaumont. They have six children, Jo Ellen, Joe, Jr., David, Susan, Margaret, and Mark. They are members of St. Anne's Catholic Church.

He is a registered engineer in Texas and a member of IEEE.

MR. Hammack joined our Company in 1958. He was graduated from Lamar Tech the same year with an electrical engineering degree. Prior to entering Lamar he had served four years in the U. S. Air Force.

A native of Lampasas, Texas, he was raised in Port Arthur and attended Thomas Jefferson High School. He is married to the former Jane Boyum of Port Arthur and they have two children, Susan and Stephen. They are members of St. Pius Catholic Church. Hammack also holds a membership in the IEEE.

Company, ECAP to Co-Sponsor TV Network Variety Shows

LATE this year, our Company, through its participation in the Electric Companies Advertising Program, will begin sponsorship of a series of spectacular, full-hour variety shows on network television.

The shows will augment continued strong presentation in leading magazines of the accomplishments of the investor-owned industry.

Designed for the family, the series on American Broadcasting Company's television network will open with a colorful "Holiday on Ice" revue, to be presented on Sunday, December 27, to close the long Christmas weekend on a festive note.

Gordon and Sheila MacRae, a top show business husband and wife team, will be host and hostess for the series, will speak for the industry and will

entertain with other performing stars. **D**ESIGNED for broad appeal, the programs will combine the excitement and entertainment of such live spectacles as ice shows and water cavalcades with guest appearances of big-name comedians and other widely-known stars.

The second variety spectacular in the series will be telecast Sunday, February 7, marking the opening of National Electrical Week. It will take place against the background of an aquatic cavalcade.

The third ECAP-GSU television special is planned for showing in late April with others to follow in September and November of 1965.

IN the new series, television commercials will convey to the viewers the accomplishments of the invest-

or-owned, business-managed electric light and power business in powering America's progress economically and responsibly.

These messages will reinforce the impressions conveyed in a magazine advertising campaign which will feature the benefits to people of the industry's accomplishments. Beginning in the fall and continuing through 1965, these messages will appear in national consumer magazines, the newsweekly magazines, farm magazines, and publications addressed to newspaper editors and publishers.

This continuing effort of the more than 100 electric utilities in the ECAP program was born in 1941 as a national program to help tell the story of utility investor ownership.

Our Company will sponsor this series on the two ABC affiliates in our service area—KBMT-TV, Beaumont, and KATC-TV, Lafayette. Arrangements are being made to carry the programs over other stations in towns which do not have ABC affiliates.



Mrs. Grace Brooks



C. C. Roper



George C. Lill

Four Retire From Company

THREE employees, Grace Brooks, Beaumont, George C. Lill, Baton Rouge, and C. C. Roper, Port Arthur, will retire October 1, while Hugh P. Bell, Neches Station, retired August 1.

MRS. BROOKS, a home service advisor in the Beaumont Division Sales Department, has been an employee of our Company since 1937 as a home economist in Beaumont. Mrs. Brooks was one of the pioneers in presenting range demonstrations in public schools.

Mrs. Brooks, a native of Abbeville, Louisiana, received her education in Crowley, Louisiana. Prior to joining our Company she was employed by a printing company as a saleswoman.

Mrs. Brooks is very active in women's affairs in Beaumont. She is a member of the Beaumont Woman's Club, the American Legion Auxiliary, and the Daughters of the American Revolution. She is a member of the First Church of Christ Scientist where she was a soloist for ten years and is now substitute soloist.

Mrs. Brooks has no plans at the present for retirement. She has been spending her vacation-time this summer visiting her children and entertaining her grandchildren at her home in Beaumont. Earlier this summer she spent two weeks visiting her son, Ed-

ward, in Honduras, where he is executive officer for the AID Program in Tegucigalpa.

Mrs. Brooks has two other children. Her son, Jack, is U. S. Congressman from the Second Congressional District. Her daughter, Mrs. Marie Manry, lives in Houston. She also has four grandchildren.

MR. Roper joined our Company as a helper in the Port Arthur T&D on September 5, 1924. He progressed through various T&D positions to become a serviceman, first class, in 1941. He has been a line foreman since 1949.

A native of Milano, Texas, he served in the U. S. Navy where he attained the rank of first class petty officer. He has a daughter, Joan, living at home who is a school teacher in Port Arthur. He is a member of the Port Arthur Masonic Lodge Number 1264.

A native of Lawrence, Kansas, Mr. Lill was employed on March 1, 1935, as a bus mechanic in Baton Rouge. He has worked in various mechanic classifications in the Baton Rouge Garage. He has been garage shop foreman since 1953.

A native of England, Mr. Bell was a fighter pilot in the Royal Air Force (RAF) during World War I. After attending Oxford, he came to

this country in 1923 and joined Stone and Webster Engineering Corporation two years later at Jennings, Louisiana.

Mr. Bell transferred to Galveston in 1926 and stayed there until 1928, at which time he was employed by our Company and assigned to Neches Station. He left Gulf States a year later to return to Stone and Webster at Lake Charles and Baton Rouge. He was in business for himself between 1931 and 1937 and following that he returned to Stone and Webster at Gulf States' Neches Station.

For six months in 1939, Mr. Bell worked for Key West Electric Company in Key West, Florida. Later that year, he returned to our Company at Neches Station and stayed there until retiring. He was promoted to master electrician in 1944.



H. P. Bell



RIVERSIDE ATTRACTS VENEZUELAN VISITOR. O. H. Pfersdorff, assistant production manager of La Electricidad Company in Caracas, Venezuela, left, confers with J. A. Reich, manager of production before his September 1 retirement, about the successful operation of our Company's Riverside Station—the world's first operational computer-controlled power plant.

Riverside Receives Return Visit From Venezuelan Visitor

OUR Company's Riverside Station, the world's first operational computer-controlled power plant, continues to draw visitors from afar.

One of the latest was O. H. Pfersdorff, assistant manager of production for La Electricidad de Caracas—a sprawling electric firm with headquarters in Caracas, Venezuela. Mr. Pfersdorff, a native of this country but an employee of the South America company since 1950, made what he called a "follow-up visit" to Gulf States August 11 to check on the success of computer applications at the fully-automated Riverside Station.

He made his first visit with our Company's Production Department two years ago when Riverside Station was in the midst of being converted to computer control.

Mr. Pfersdorff, a graduate of the University of Michigan, explained that his firm is very much interested in our progress in applying computers to power station operation.

Mr. Pfersdorff's company, La Electricidad de Caracas, is one of South America's oldest, having been established in 1896 with small hydro plants. Today, his firm has three main steam

plants, one gas turbine plant and seven small hydro plants—the latter of which are maintained mostly because of "sentimental reasons". Mr. Pfersdorff became acquainted with Venezuela when an American company he worked for sent him to Caracas to design the first steam unit employed by La Electricidad.

He liked the country so much that he chose to remain there, joining La Electricidad two years later. He has been instrumental in building up his firm's total generating capability to its present 485,000 kilowatts.

Pardon?

THE Constitution of the United States gives Congress no power to legislate in the matter of a great number of vital problems of government, such as the conduct of public utilities, of banks, of insurance, of business, of agriculture, of education, of social welfare, and of a dozen other important features. Washington must never be permitted to interfere in these avenues of our affairs." —Franklin D. Roosevelt

Sight-Saving Campaign Underway

SEPTEMBER is Sight-Saving Month, a time when the Texas Society for the Prevention of Blindness will be conducting a statewide educational campaign aimed at alerting Texans to the dangers and threats to their eyesight.

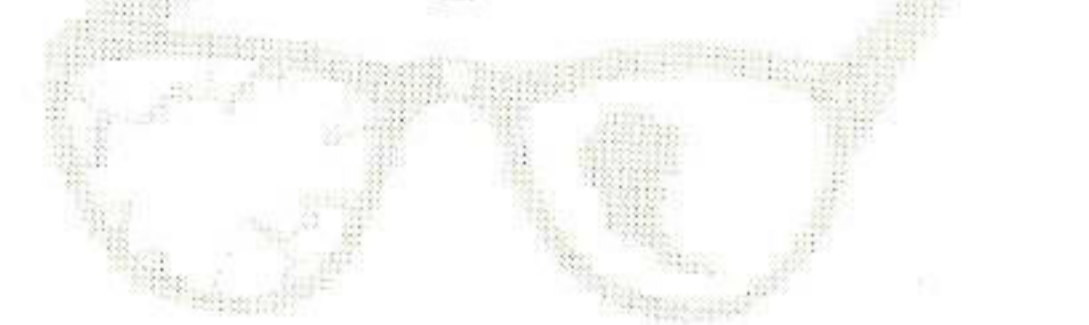
At present there are 24,900 blind persons living in Texas, with an estimated 1,750 individuals losing their sight each year. Much of this blindness could be prevented by applying the sight-saving knowledge we already have.

Since 1955, the Texas Society has worked closely with physicians, nurses and other specially trained volunteers in holding free glaucoma and preschool vision testing programs.

The Society also is working for improved eye safety in industry (Wise Owl Clubs), on playgrounds and in school laboratories, in the home, as well as better educational services for partially seeing children.

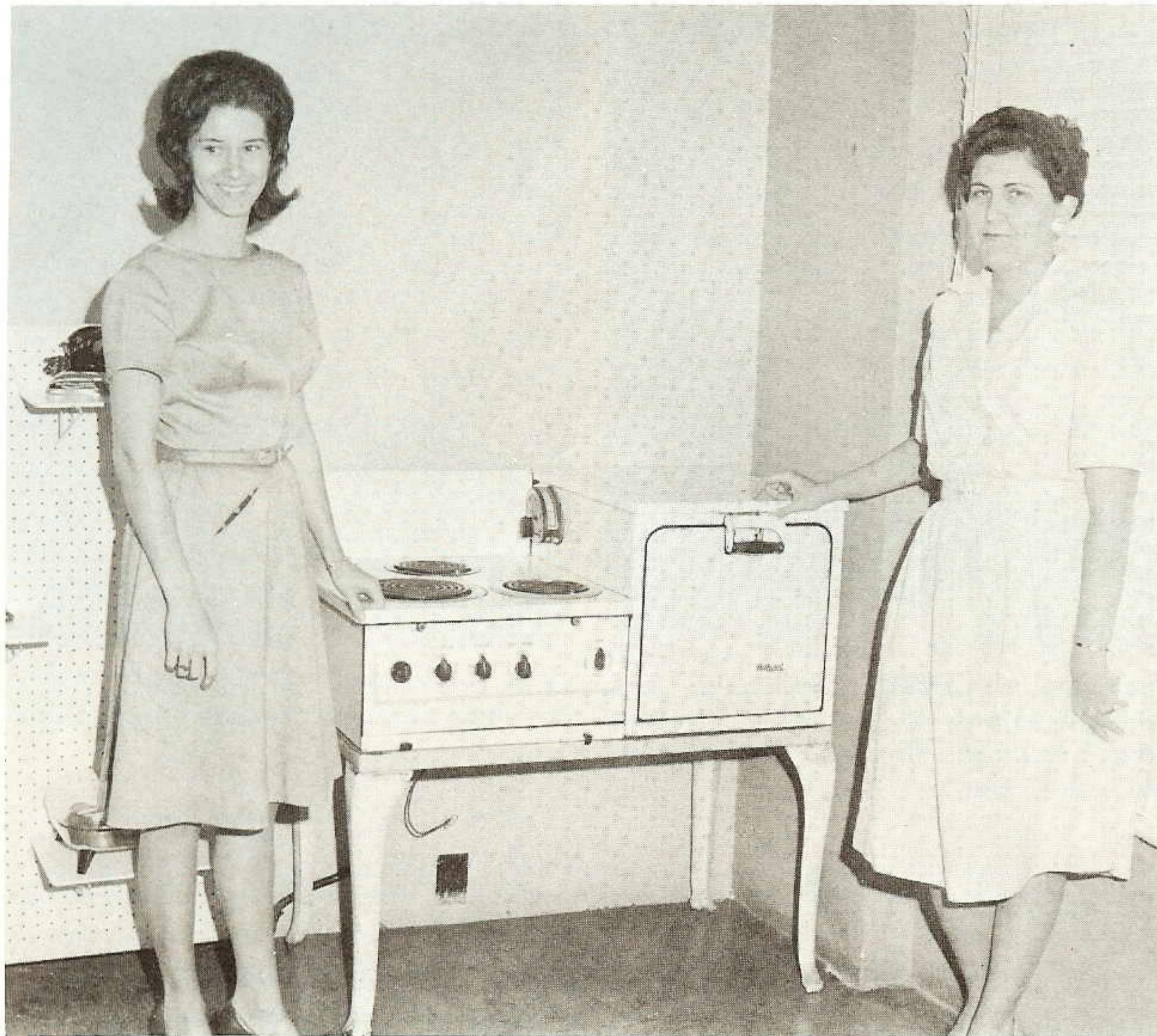
The Texas organization, affiliate of the National Society POB, is also making its annual appeal for funds during September. State headquarters are at 4705 Montrose Blvd. in Houston.

Why



SAFETY GLASSES?

If you wear glasses, you need safety glasses. Millions of American men, women and children now wear corrective eyeglasses... with lenses that can break into eye-destructive glass slivers. Shatter-resistant safety glasses give protection with correction.



A LITTLE BIT DIFFERENT. Kathy Gremillion, left, and Dell Vavasseur of the Port Allen office generally keep shiny, new appliances on display. For a couple of weeks in July, however, they had this Hotpoint range which, although shiny, could hardly be considered new. According to best estimates, it was made in the early 1930's. Aubrey Glover, Baton Rouge residential sales representative, traded one of our Port Allen customers a newer model for this one. When he went to pick it up, he had to wait until she finished baking biscuits.

gulf staters in the news

V. P. Gayle, system superintendent of residential sales, Beaumont, has been elected treasurer of the Sales and Marketing Executives of Beaumont for the year 1964-65.

Mr. Gayle was also the principal speaker at a recent meeting of the Rotary Club of Cleveland, Texas. He spoke on "What is a Customer."

Edward J. Belair, Jennings store-keeper, recently became a member of the Jennings Lions Club.

Virgil Foster, residential sales representative, Madisonville, has been elected president of the Madisonville Lions Club for the coming year.

Joe McClelland, industrial engineer, Beaumont Sales and a lieutenant colonel in the Air Force Reserve, was assigned co-pilot for a flight that carried 26 Southeast Texas Naval Reserve officers to Ames, Iowa, to attend the Institute for Atomic Research.

**PREVENT
FIRES**
...it's your job, too!



FIRE PREVENTION WEEK OCT. 4-10

Fire Prevention: Your Job

FIRE is something that happens to the other fellow, maybe, but not to me."

Do you dismiss fire and its destructive potential in this casual, careless way? Far too many of us do, yet statistics from the National Fire Protection Association show how wide of the mark is this attitude.

Consider the fire record in homes: In the United States, more than 586,000 homes and apartments destroyed or damaged annually, bringing death to over 6,300 people; in Canada, more than 61,000 residences hit by fire, with about 450 killed.

This very year, on the basis of national averages, a home in your general neighborhood will be involved in fire, possibly a fatal one—and it could be yours!

Consider what fire does to industrial and commercial buildings each year: Over 162,000 U. S. and 14,000 Canadian plants, stores, offices and other business properties destroyed or damaged.

This very year, on the average, a business operation in the area where you work will be hit by fire, possibly involving temporary or longer-term loss of earnings and jobs by its employees. It could be yours!

Don't gamble that you can escape the financial headaches or family heartbreaks that fire inevitably brings. Make fire prevention your business too, at home and on the job.

Aubrey Sprawls, industrial engineer, Beaumont Sales, was the principal speaker at a meeting of the Consumer Credit Executives of Beaumont, August 28. Sprawls talked on Beaumont and its industrial developments and potential. **Frank A. LeMire**, supervisor of credit and collections, Beaumont Division, was program chairman.

Beaumont's United Appeals Campaign is under way and GSU'ers are playing a big role as usual. **Glenn Richard**, president, and **Roy Nelson**, former president and chairman of the board, are prominent leaders in the Advance Gifts Program; and **H. P. Robichau, Sr.**, administrative accountant, Beaumont, is working with the Commerce and Industry Committee. Many more Beaumont GSU'ers are busy helping reach the \$796,060 goal.

Dave Boykin, survey party chief, Beaumont, has been elected commander of the Beaumont American Legion Post 33. He was installed at an August 4 ceremony conducted by the Mid-Jefferson County "40 and 8" Installation Team. A member of the American Legion for 18 years, Mr. Boykin has held several previous offices.

C. A. Ibach, superintendent of Sabine Station, was one of four Orange business and civic leaders chosen to represent that city in the Secretary of the Navy Civilian Indoctrination Program during August. Mr. Ibach reported to the Corpus Christi Naval Air Station August 12, boarded a plane and flew out in the Gulf of Mexico to land aboard the Navy's aircraft carrier U.S.S. Lexington. He spent two days cruising aboard the massive ship, observing flight operations and typical day-to-day shipboard life. The program is designed to familiarize the citizenry with Navy methods, procedures and how tax dollars are used for national defense.

Mr. Ibach was the principal speaker at Beaumont's South Park Rotary Club meeting on July 27. He spoke on "Power Production by Gulf States Utilities Company."

HENRY L. LANDRY, industrial sales engineer, Baton Rouge, has been elected chairman of the Baton Rouge Section, Institute of Electrical

Peak Load Hits All-Time High

OUR Company hit an all-time peak load—higher than anything estimated this summer—during the one hour period ending at 4 p.m. on Wednesday, September 2. The new peak load, figured now to stand until next year, was 1,712,100 kilowatts.

The unexpected high was reached when our Company's generation facilities picked up an additional load from Dow Chemical in Baton Rouge. That firm lost one of its own 50,000-kilowatt generating units and had to switch to GSU power temporarily to resume operations.

Our previous peak was recorded at 1,679,700 kilowatts at 3 p.m. on August 5.

ALSO for the first time in its 40-year history, our Company exceeded the one billion mark in kilowatthours generated for its system use during a one-month period.

Our net generation soared to 1,021,563,400 kilowatthours between August 1 and 31. Actually our six power plants generated more than that including the sale of power to neighbor-

ing utilities.

The record use of electricity was attributed to a number of factors: continuous hot weather causing high use of air conditioning and refrigerating facilities, additional customers and the constantly increasing saturation and use of electric equipment in homes, agriculture, business and industries throughout the area.

As of September 1 our company had 309,814 customers, including 271,009 residential, 33,972 commercial and 3,858 industrial and 975 street light and miscellaneous customers.

Some 26,396,000 kilowatthours were sold to other companies, which increased the total generation for August to 1,047,932,400 kilowatthours.

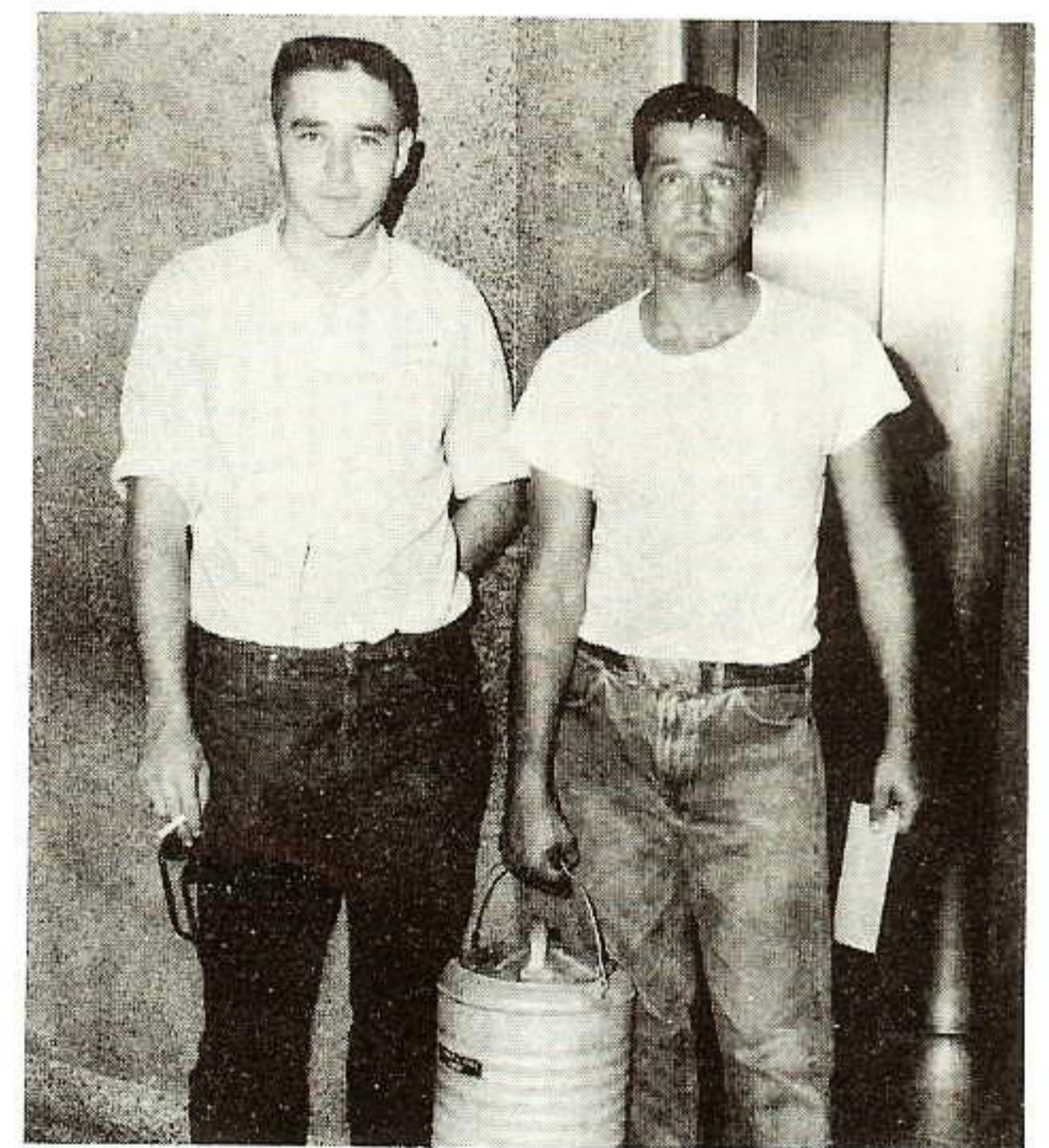
Our previous one-month generation high for system use occurred in July. We then generated 977,383,800 kilowatthours. With the additional sale of power to neighboring utilities, the total July generation reached 1,003,613,800 kilowatthours—the first time for our system to generate one billion kilowatthours.

and Electronics Engineers. There are about 350 active members in the section, which covers all of Louisiana except New Orleans and Lake Charles.

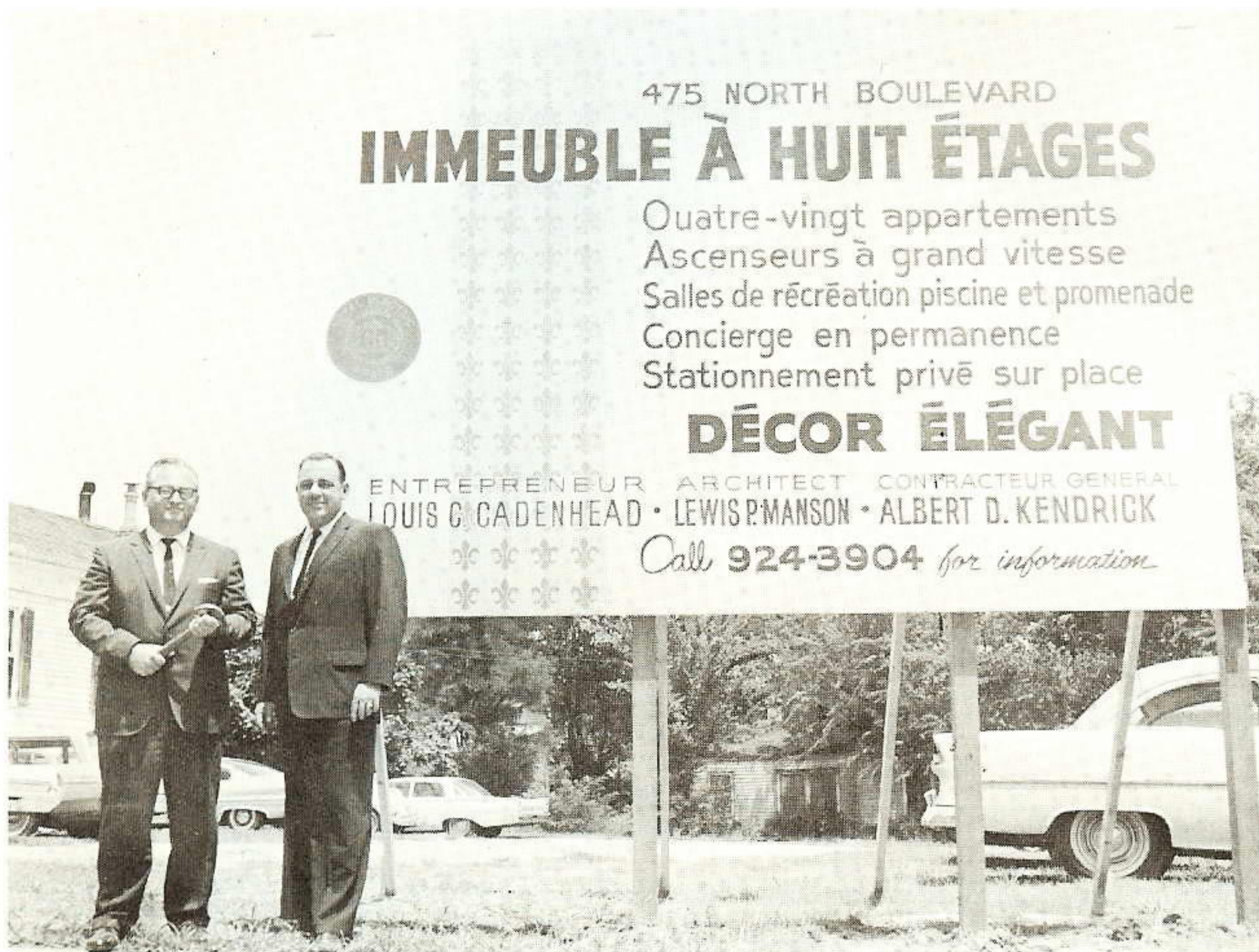
The newly elected chairman has been a member of the section for 15 years and has previously served on the executive committee, as secretary-treasurer and as first vice president.

Landry has been with our Company since 1935, joining as a substation operator and dispatcher in Lafayette. In 1939, he was named commercial sales engineer and transferred to Baton Rouge. He was named industrial sales engineer in 1946.

A graduate of the University of Southwestern Louisiana with a BS in electrical engineering, Landry is married and has two daughters. He is a member of the Baton Rouge Chamber of Commerce, North Baton Rouge Lions Club, Knights of Columbus and a member and past president of the Baton Rouge Chapter, Louisiana Engineering Society.



AND AFTER THE SHOW, WORK CONTINUES. Steve Street, left, and Aubrey Glover, residential sales representatives, Baton Rouge, are shown here, water can in hand, about to return to LSU campus to complete job of removing fixtures set up for lighting display at Alumni House. Steve, Aubrey and other members of the Baton Rouge sales force worked behind the scenes before, during and after the show to help make it a success.



THE FRENCH HAVE A NAME FOR ELECTRICAL ELEGANCE. If you read French, you don't have to go any further. If you don't and are curious, the sign marks the spot across the street from the Baton Rouge Division offices where construction will soon begin on a luxury apartment building. There will be 80 apartments, high speed elevators, recreation rooms, swimming pool, promenade, building superintendent in residence, private parking and elegant decor. The eight-story building will be total-electric as indicated by the Gold Medallion emblem. Jack Waltrip, industrial engineer, left, and J. A. Stelly, supervisor of commercial sales, Baton Rouge, went over and personally nailed the emblem to the sign. The use of French has caused great interest, thereby increasing greatly the promotional value of the sign.

Let's Read Our Mail

FROM MADISONVILLE:

Dear Mr. Reagan:

Thanks so much for sending me the July issue of "Plain Talks." We were pleased to see that our representatives had made page 1. More pleasing, however, was the enthusiasm they showed concerning the programs and activities of the Nuclear Science Symposium.

Our student representative, Larry McWhorter, has appeared before the local Lions Club to tell of his experiences. In addition, we have plans for him to appear before the student body and individual science classes. Incidentally, Larry is at present attending a six weeks mathematics institute at A&M. With his interest and ability we feel that he is well-suited for the scientific field.

May I express my appreciation to you, as I have done to our local Gulf States manager, Mr. Carroll, for your interest in our students. I trust that you will continue the program and that our students and faculty members will be able to participate in the future.

Sincerely,

R. E. Hawthorne, Principal

FROM VIDOR:

Dear Mr. Reagan:

Please forgive me for writing you so late. I'm just writing to thank you and Gulf States personally. You and Gulf States have made it a pleasure to represent Vidor at the Texas Nuclear Science Symposium. You are to be highly applauded for your part in the Symposium. Your arrangements for having Mr. Voges and I stay at Kinsolving and the many nice gifts that you made possible for us to have will always be an attribute for you and Gulf States. Thanks again for

such a nice time and keep up the good work. Gulf States can one day say we kept our country growing and going.

Thankfully yours,
Richard E. Hinote

FROM ORANGE:

Dear Mr. Morrison:

At the present time I am attending the Junior Engineers and Scientists Summer Institute and I have been informed that you are my benefactor.

I would like to take this opportunity to express my appreciation for the financial aid extended to me. The institute already has answered many questions concerned with careers and science that have been of importance to me. We have had excellent speakers and interesting topics. I am looking forward to hearing the discussion presented by your company tomorrow night.

Since my father is himself a student at Lamar, he, too, is interested in the program. His major is Chemical Engineering. Thank you again for a knowledge-filled, enjoyable, and inspiring experience.

Very truly yours,
Patricia Sherburne

FROM GREENWELL SPRINGS:

Dear Sir:

The Baton Rouge newspapers recently published an account of the lifesaving action of one of our employees in administering artificial respiration to a man who had been rescued from the depths of False River.

One of the headlines read "WOMAN FINISHES COURSE IN TIME TO RESCUE MAN" (Morning Advocate—July 23, 1964). The course referred to was a medical self-help course given for Greenwell Springs employees by the In-Service Education Department of the hospital in cooperation with the Department of Hospitals and Civil Defense authorities.

As the instructor of the course, I would appreciate the opportunity to publicly acknowledge, through the facilities of "PLAIN TALKS," the help provided by Ralph Shirley, safety representative, Baton Rouge Division of GSU, in presenting the lesson about

artificial respiration. He was kind enough to bring "Resucie-Anne" for our use in practicing and to personally demonstrate the correct techniques involved in the administration of artificial resuscitation by the mouth-to-mouth method and the back pressure—arm-lift method.

Mr. Shirley also presented a film, "Pulse of Life", which we found most helpful. He has been responsible for establishing self-confidence in a total of 61 employees of Greenwell Springs Hospital who completed this course.

Thank you, Ralph Shirley, for your interest and encouragement. Many thanks, also, to Gulf States Utilities Company, for allowing an employee the time to promote better understanding of safety measures to fellow citizens. As the wife of a GSU employee (Elborn Dallas Kelly, Louisiana Station), I was aware of your excellent safety program for your employees. In meeting Mr. Shirley, I have been made aware of the "Gulf Staters" ever more active interest in the safety of the "public they serve."

Sincerely yours,
Anne Kelly, R.N.
Instructor,
In-Service Education
Greenwell Springs Hospital
Greenwell Springs, Louisiana

FROM PORT ARTHUR:

Dear Sirs:

The process of moving into a new home is usually punctuated with many problems and adverse conditions. My recent move was no exception.

However, there was one bright spot—the courteous service that was rendered by Gulf States Utilities Corporation. Though other parties involved were slow and not very accommodating, your company was on the spot when needed.

A sincere "Thank You" for your friendly cooperation and excellent service. I am looking forward to a continued good relationship with Gulf States as I "Live Better Electrically" in my new Gold Medallion Home.

Sincerely,
Milton Boozer

Dear Miss Jones,

We enjoyed the cooking school very much. Thank you for being our teacher.

I tried some of the recipes in the cook book. They were good.

Yours,
Cheryl Cooper
Ki-La-Ya-Ka
Camp Fire Girls

FROM BATON ROUGE:

Dear Mr. Stelly:

It was very good of you to forward the two color photographic reproductions of our Kent Store in Rebel Shopping Center.

In the various towns and cities in which we build in the seven southern states along the gulf coast, often the necessary arrangements with local utility companies are difficult. Unquestionably Gulf States Utilities is the exception; with Gulf States our relations have been most favorable, and we attribute it to the fine spirit of cooperation and assistance of Gulf States' representatives.

With warm personal regards.

Cordially yours,
COMMERCIAL PROPERTIES
DEVELOPMENT CORPORATION
Wilbur Marvin, President

FROM BEAUMONT:

Dear Mr. Spafford:

Earlier this afternoon I was parked on Forsythe Street near the library and could not get out as the car in front of me was too close. I was about to call the police to help when "a good Samaritan" came along.

My good Samaritan was one of your employees, Bobbie O'Bannion. Many people passed but she was the only one who offered to help. She had to find a place to park but returned, and helped me push the car in front of me enough so I could get out. When I told her she was a good Samaritan, her reply was: "They teach us that at Gulf States." As she spoke there was evidence of a great deal of pride in her company.

May I congratulate you on the fine spirit you are instilling in your employees? And may I also congratulate you for your good fortune in having such an employee as Bobbie O'Bannion?

Sincerely,
Jennie Johnstone

FROM BOSTON:

Dear Mr. Lopez:

I have received the comments prepared by Mr. L. J. Cobb and also a

(Continued on page 25)



PRESENTED CERTIFICATES. E. A. Werner, vice president, Baton Rouge Division, presented certificates to the division's Southern and Western Districts for attaining a customer average usage of 4,000 kilowatthours at the Department Heads Meeting in Baton Rouge on July 28. Accepting the certificates were left: C. A. Glover, Southern District local superintendent; and right: L. C. Christian, district superintendent. Mr. Christian accepted the certificate for W. A. Efferson, Western District local superintendent, who was unable to attend the meeting.



Marshall Walls

Baton Rougean To Retire

MARSHALL WALLS, an employee at Louisiana Station, will retire October 1. He has been with our Company since June 26, 1930.

He joined our Company as a truck-driver in Baton Rouge. In 1941, he was transferred to the Production Department at Louisiana Station as a laborer.

A native of Maringouin, Louisiana, he worked for area lumber and railroad companies until he joined Stone and Webster Engineering Corp. in Baton Rouge in 1929.

He and his wife, Melvina, plan to continue to live in Baton Rouge. They are members of the Second Baptist Church. He says he is going to put in his retirement time raising a small garden, going fishing on good days and resting up and enjoying life.

Every man ought to be inquisitive through every hour of his great adventure down to the day when he shall no longer cast a shadow in the sun. For if he dies without a question in his heart, what excuse is there for his continuance.

Frank Moore Colby

Our Constant Needs

A hurricane slams into our coastal service area, a tornado swoops down on one of our inland communities, or a fire rampages in one of our large pine forests and the spontaneous outflow of help for the victims is immediate and heart-warming.

But no dramatic news story, no heart-rending photographs announced the every day disasters that strike countless families in every one of our communities; illness, a crippling disease, accidents, loss of income, a broken home, a teen-age problem. Yet help is needed here, is just as necessary, equally appreciated.

You and I, however compassionate we may be, are not able to give our personal response to these remote crises but we do help in these times of need.

Through United Community health and welfare agencies supported with our United Way contributions, we respond to the unpublished disasters that strike so many homes. We provide day nurseries, family counselling, legal aid, travelers aid, adoption services, social services . . . a host of United Way services to help families every day of the year.

Truly, one gift works many wonders when it is made the United Way.

—NBE

Why We Advertise Our Services

WE had called to our attention the other day a letter to the editor that appeared in *McCall's*, a popular woman's magazine.

A beleaguered reader had written to ask why public utilities advertise. She was bothered by the fact that her dollars spent on utilities were being used to urge her to spend more.

"Advertising," she felt, "is pointless since utilities are monopolies."

McCall's answer was a sound one. Advertising is used to stimulate sales. Electric utilities' advertising particularly hopes to stimulate the sale of electric appliances and the use of more power, *McCall's* explained. The more power a company sells, the lower the unit cost becomes, just as a greater volume of sales lowers the cost of any product.

McCall's makes good sense. For example, the increased use of electric appliances over the last two decades is one reason why the cost per kilowatthour to our residential customers averaged 3.8 cents. Last year—two decades later—it was only 2.5 cents, a drop of more than a penny a kilowatthour.

Our Company advertises for a number of reasons. One is to tell the public what kind of business we are and what kind of service we perform.

Another reason is that we have competition just as other businesses do. It is true, of course, that we do have an exclusive franchise to sell electric power in our service area, but that doesn't mean we don't have competition. We do have competition from other fuels and by other products seeking the consumer's dollars. We use advertising to help meet this competition. So, as *McCall's* told its reader, "The reason electric power companies advertise is to sell more current. This investment in advertising doesn't raise the cost per kilowatthour to you. It lowers it and, in the end, you benefit."

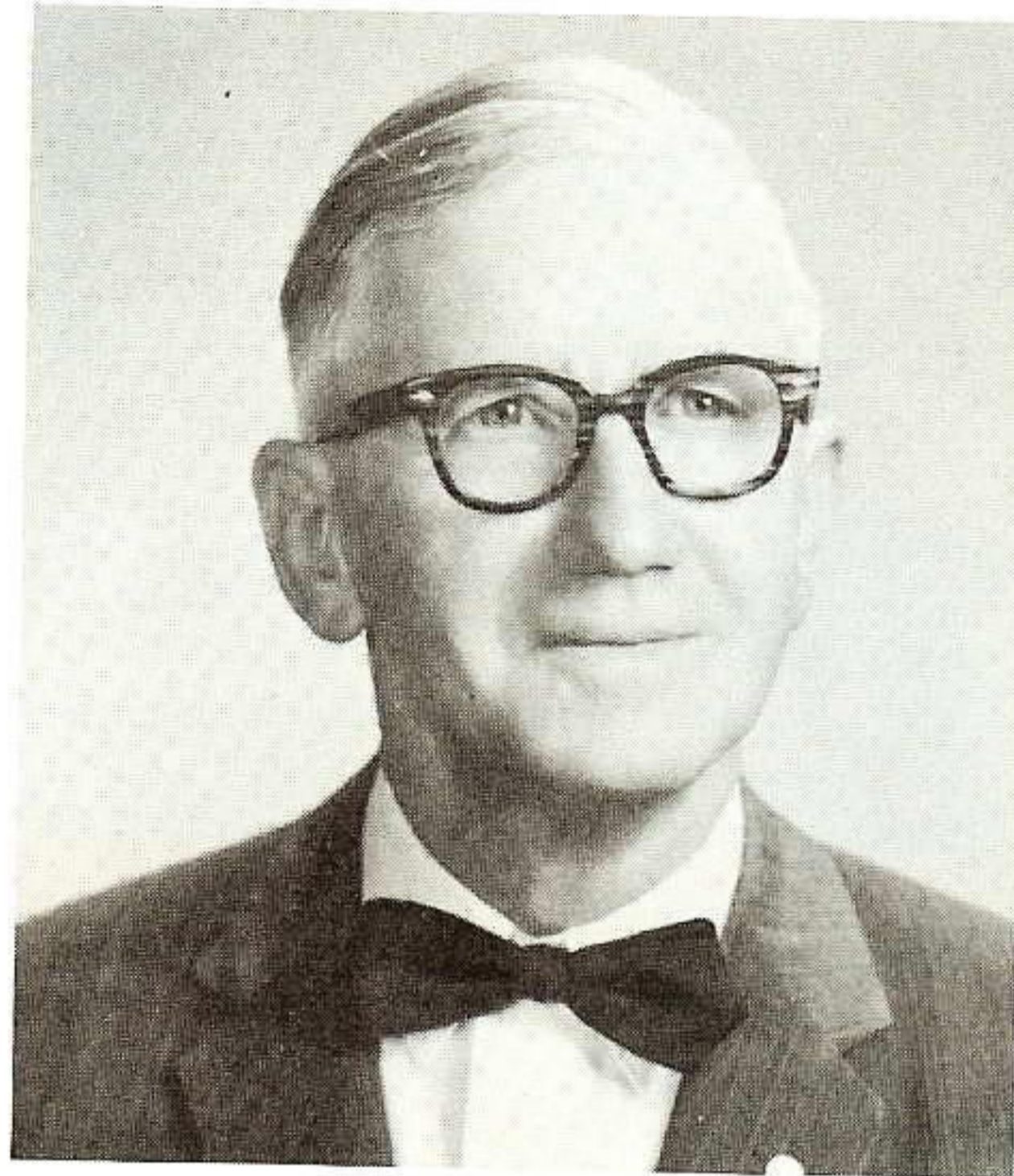
—HR

Service Awards

FORTY YEARS



C. B. Brooks
Distribution
Groveton



W. E. Teel
Distribution
Hull

TWENTY YEARS

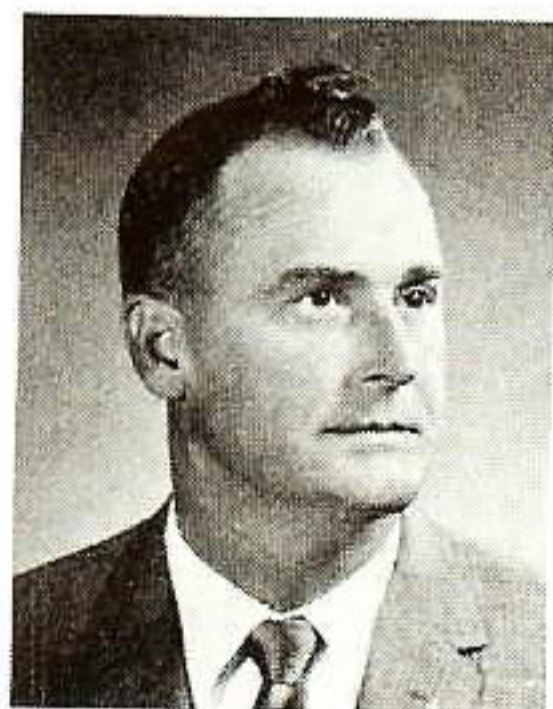


M. J. Wagnon
Sales
Jennings

TEN YEARS



L. E. Crawford
Treasury
Huntsville



W. A. Jones
Distribution
Navasota



J. J. Scott
Treasury
Beaumont



Regina N. Sharpe
Treasury
Beaumont

(Continued from page 23)

copy of the Critical Path Chart used on your Sabine Station overhaul. Needless to say, I greatly appreciate the time that you and others have spent to answer my inquiry. This material will mean a great deal to us and I am sure it will help us avoid some trial and error situations.

This is the first time that our Construction Department has planned the major overhaul of a turbine and its related equipment both steam and electric. This is the first of two 250 MW units in our Brayton Point Station and has been in service nearly a year. If all goes well this may set a pattern for major maintenance in our larger steam and hydro plants.

Again, many thanks for your courtesy.

Sincerely,
NEW ENGLAND
POWER SERVICE COMPANY
J. W. Gronbeck
Construction Manager



OUR service area is made up of many United Campaign communities. Last fall Gulf Staters supported this once-a-year campaign. They helped make sure the services of hundreds of United agencies would continue making our service area a better place in which to live and work. The health, welfare, character building and medical research progress supported through United giving will benefit thousands directly and, indirectly, everyone who lives in this area.

Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.

Mark Twain

A man of sense may be in haste, but can never be in a hurry.

Lord Chesterfield

We show our best side to those who mean least to us.

Arnold Glasow

Funeral Services Held for C. T. Hebert, Baton Rouge T&D

CLIFFORD T. HEBERT II, senior engineering assistant, Baton Rouge T&D, died July 31. He was 34 years old, a native and lifelong resident of Brusly.

He had been an employee of our Company since June 10, 1949, when he joined the Baton Rouge T&D as an engineering helper. He served in the U. S. Marine Corps from 1951 to 1954 and returned to Baton Rouge as an engineering assistant. He had been senior engineering assistant since 1958.

Survivors include his wife, Marilyn; two sons, Kevin Gerard and Jeffrey Michael; two daughters, Stacey Ann and Carol Maria, all of Brusly; his mother, Mrs. Theresa D. Hebert of Brusly; a sister and a brother.

He was a member of St. John the Baptist Catholic Church, the Holy Name Society, Council 2875, Knights of Columbus, and the Brusly Lions Club.



Clifford T. Hebert

SYMPATHY TO:

Mr. and Mrs. Eddie L. Pool, Port Arthur T&D, on the deaths of their new-born twin boys, **Clifton Alexander** and **Charles Raymond**, August 10, 1964.

B. J. McMaster, Jennings District superintendent on the death of his father, W. M. McMaster, on August 4.

A. H. Demers on the death of his father, Horace Demers of Holyoke, Mass., August 2. Mr. Demers is plant superintendent of Riverside and Roy S. Nelson Stations.

Wanda Humphrey, Beaumont, Dies Following Illness

FUNERAL services were held August 4 for Wanda Jean Humphrey, key punch operator, senior, in the IBM section, Beaumont. Mrs. Humphrey, 24, died August 3 in a Beaumont hospital following a brief illness.

She was employed by our Company in 1960 as a clerk in Customer's Accounts. Later she transferred to the IBM Section.

A native of Broadus, Texas, Mrs. Humphrey had lived in Beaumont 4½ years. She was a member of the Rosedale Church of Christ.

Survivors include her husband, Donald F. Humphrey of Beaumont; her mother, Mrs. Doris Stanley of Lufkin; her father, Robert Stanley of Crockett; two brothers and one sister.

Kenneth W. Ferrell on the death of his father, Sam Ferrell of Houston, Texas, on August 9. Mr. Ferrell is employed at Roy S. Nelson Station as an equipment operator.



A BACKWARD GLANCE. This group of early Gulf Staters are conducting an anchor test at the South Texas State Fairgrounds in Beaumont. The tests were conducted April

13-14-15, 1928. Jack Follmer, section head in the Standards Section, Beaumont, turned up this picture and the results of the test while retiring some files recently.

Hardhat Saves Baton Rouge Man From Possible Serious Injury

CHARLES L. DAKE, helper, Baton Rouge T & D, believes in hardhats.

He should. He has one that bears a cut some six inches long—a cut made by a sharp-edged piece of broken insulator. The chunk of ceramic, estimated to weigh better than a pound, fell from a string of insulators being lowered from a 65-foot pole.

Charles was part of a five-man crew changing out insulators on August 5 west of the Amite River, between Baton Rouge and Denham Springs. Henry Norton and Charles Naquin were on the pole, which was in about four feet of water, and Charles, Richard Bergeron and Marvin James were working from a boat. Z. B. Jackson was foreman on the job.

Mr. Dake was on the hand line, letting the old string of insulator bells down.

"I was watching them as they came down and saw small pieces beginning to fall, so I put my head down. About then the boys on the pole yelled 'Headache.'

"I didn't realize the big piece had fallen until it hit me on the head, knocking my hardhat and glasses into the water. I didn't fall—but my knees sure buckled."

Mr. Dake hung on to the hand line until Mr. Bergeron grabbed it to prevent the rest of the string of insulators from falling—possibly on the heads of the trio in the boat.

Efforts to recover the broken piece were unsuccessful.

Asked later about the extent of his injuries, Mr. Dake mustered up a wry smile, "I saw spots when it hit and had a slight headache for about half an hour."



THANKFUL FOR PROTECTION. Mrs. Charles Dake of Baton Rouge holds her husband's hardhat, the difference between safety and an accident. In the nearly 15 years our Company has required the use of hardhats, uncounted accidents have been prevented because of them. The enforcement of the use of head protection is just one part of our Company's continuing program to help make your job safer.

what others are saying:

Wiring a Nation Together

HEAVY emphasis is being laid on the importance of extra-high voltage transmission lines which make possible economical transport of electricity for great distances and power pooling by the nation's power systems.

This sounds harmless enough—no one doubts the value of such developments. But there is a danger that an effort may be made by the never-say-die advocates of socialized power to convince an uninformed public that they are new innovations and that the needed measure of success can only be attained by some all-out federal plan.

* * *

The fact is that power pooling and interconnection of systems is an old story to the investor-owned utility industry. Along the eastern seaboard, for instance, one interconnection has a generating capacity of 15 million kilowatts and 13 utilities are participants.

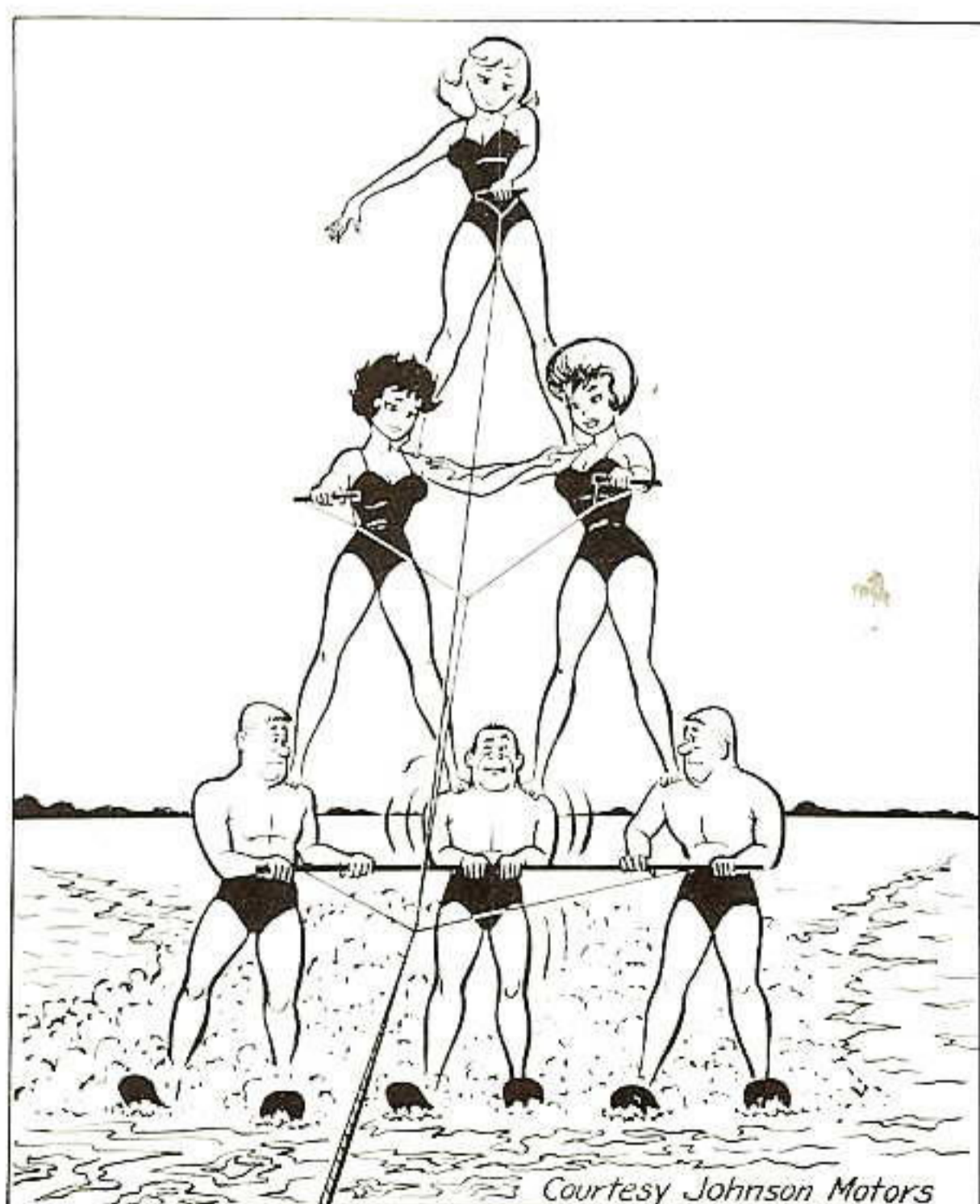
Much the same thing is true of high voltage transmission. More than 100,000 miles of these lines are now in service. And the figure will be doubled by 1970 as a part of the industry's \$8 billion expansion and improvement program.

The situation is summed up by Investor's Reader in these words: "By now nearly all major U.S. utilities are linked in the most advanced power complex in the world though still stronger ties are on schedule . . . Countless additional interconnections are planned for this year and next. But 1966 will be the big year in which virtually all the utilities will be linked coast-to-coast . . ."

* * *

The socializers will continue to make their claims and charges. But the investor-owned utilities have an unshakeable record of progress and achievement on their side.

—Port Arthur News
August 5, 1964



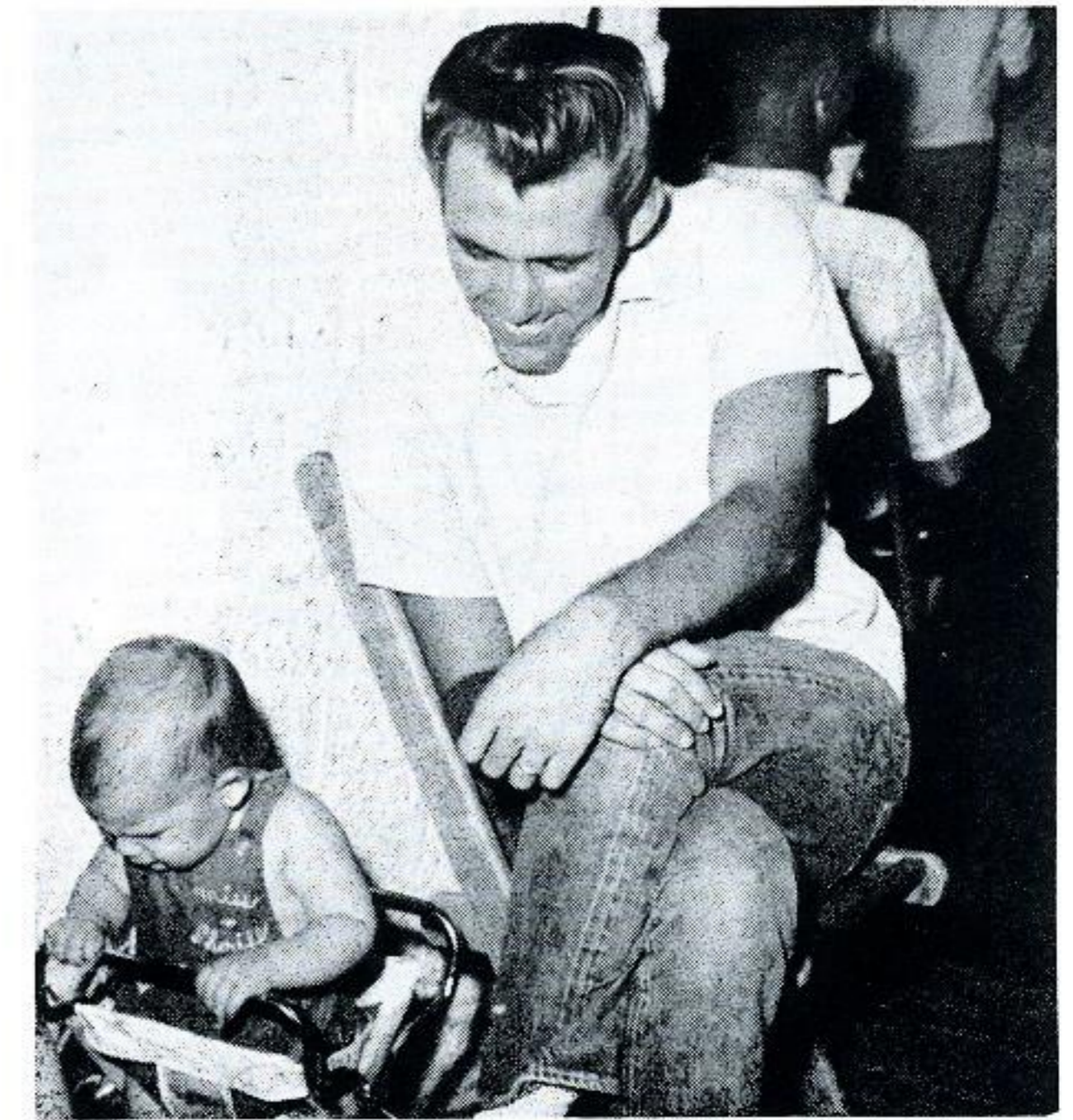
"I'm going to sneeze!"



“Coke—Fund” Foots Beaumont T&D Picnic

SOME 200 Gulf Staters (employees, wives, children and retired employees) found themselves trapped inside the pavilion at Beaumont's Tyrrell Park on July 26 by a driving rainstorm. The event was the annual "Coke-fund" picnic for the Beaumont Service Center employees.

The number of people attending this year's event was greatly reduced when the storm slammed into



the Beaumont area at the same time most of the families were getting ready to leave home. Due to wind and lightning damage caused to a large area by the storm T&D-Line crews had to be called, either at home or away from the picnic, to make emergency repairs.

But those who found that they were isolated in the stone structure at the park enjoyed an afternoon

of good food, visiting and having their names drawn for door prizes.

Serving as general chairman for this year's event was Preston Davis, T&D-Engineering. Dorothy Gaus is secretary-treasurer of the fund. Working with Davis were Joyce Smith, E. L. Hegwood, W. R. Metzke, K. L. Londers, C. F. Russum, N. E. Morrison, Drew Stephenson, Buddy Jackson, Charles McNeely and Gene Pairett.

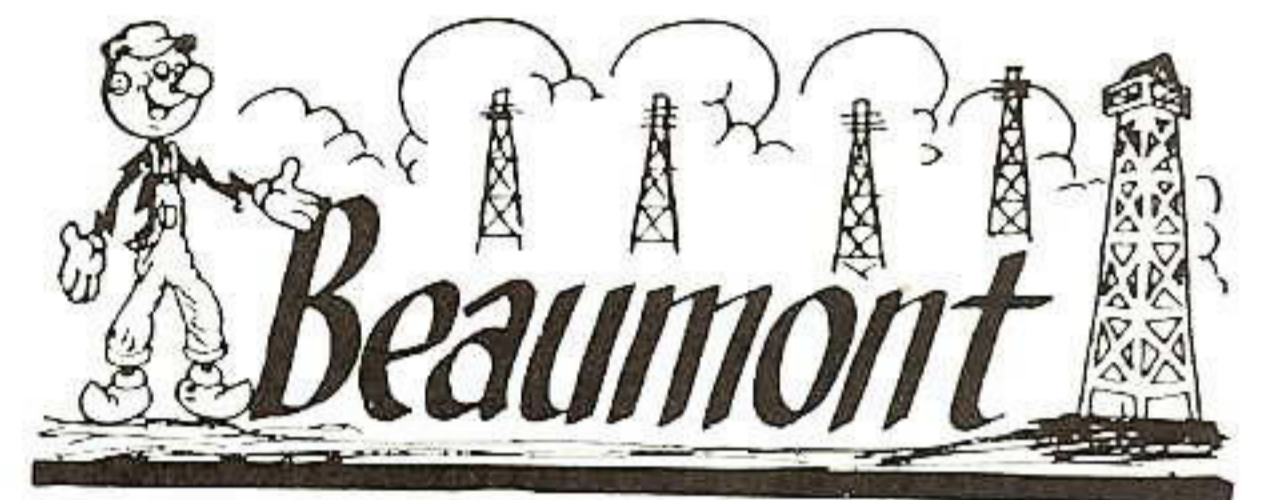
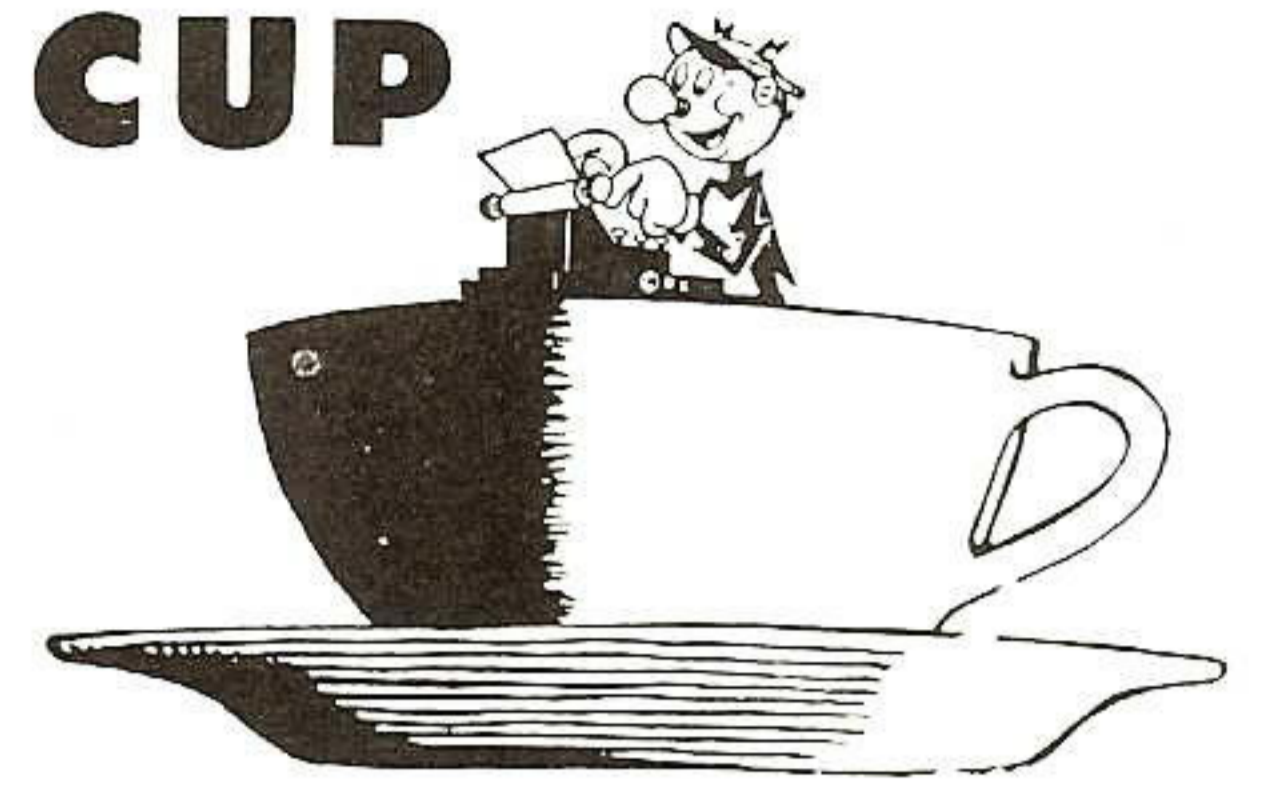


DESK LADEN WITH GIFTS. Fellow Gulf Staters from the Baton Rouge downtown office gather around to bid farewell to Pat Hoyt, steno-executive, on July 31. Mrs. Hoyt, shown here at extreme right opening gifts piled high atop the desk, had worked for our Company some four years. She is expecting her first child in December.



ON THE PIONEER TRAIL. Kenneth Parks and his cousin, Linda Cooper, won second prize in the Fourth of July Parade in Grant's Pass, Oregon, while on vacation with Kenneth's parents, Mr. and Mrs. Bob Parks. Bob is employed in the Lake Charles Service Department.

over the **COFFEE CUP**



THE Beaumont Customer Accounts people have been putting in their vacation time doing quite a variety of things. **Charlotte Bass** and husband, **Bill**, spent part of their vacation remodeling their recently purchased home. They also visited Charlotte's relatives in Austin.

Shirley Weaver and husband, **Frank** in System Right-of-way, vacationed in New Orleans. **Ruth Hardy** and her husband, **Billy**, also visited friends in New Orleans. **Betty Vandiver** flew to Tulsa to visit relatives on her vacation.

Tony Noah, son of **Shirley Noah**, took top honors and won a blue ribbon in an underwater swimming contest at the Baptist encampment at Newton.

Lillian Whitman who was recently injured in an automobile accident is convalescing at her parent's home in Silsbee. She visited the department on her birthday and was surprised with a cake and a gift.

—By Betty Clark

AT 8:15 p.m. on September 5, **Nancy V. Holland** became the wife of **James Clifton Jones** in a ceremony at St. Anthony's Catholic Church in Beaumont. Nancy is a stenographer in the Budgeting and Regulatory Reports Department. After a honeymoon trip the newlyweds began housekeeping at 1662 Cartwright.

—By Ward McCurtain

A carefree vacation in the Scandinavian countries was enjoyed last month by **C. B. Barron**, sales research supervisor in System Sales, Beaumont, who took a "land cruise" via train from Stockholm, Sweden, to Narvik, Norway — well above the Arctic Circle.

Mr. Barron, a veteran of previous European tours, departed Beaumont by air for Dallas, New York, London and finally Stockholm. His train left Stockholm August 5 and went north along the Gulf of Bothnia and across the Arctic Circle into Norway to Narvik.

The tourist special, which Mr. Barron said was appropriately "all electric," returned to Stockholm on a more westerly route, allowing him to view interesting spots of scenery, culture, industry and handicraft and a chance to meet the people of Norway and Sweden.

After covering some 256 miles on the week-long trip, Mr. Barron arrived back in Stockholm on August 12.

SABINE STATION

THE A. V. Leverett family have been telling about the good times they had after returning from Mississippi and a visit to Six Flags in Dallas. Mr. Leverett is an equipment operator at Sabine Station.

Mr. and Mrs. **Jim Rose** were also among the visitors at Six Flags this summer. Jim is also an employee at Sabine.

Earl Garner, control operations foreman, spent his vacation time working. He has bought a camp on Cow Creek.

—By Kathleen Fuller



JERRY DICKINSON and wife visited several places in southern Texas while on vacation. Perry is the assistant general line foreman.

Murphy Gibbs, line foreman, and wife spent their vacation up in Texas.



RETIREMENT TIME. W. W. Eckles, center, electrical engineer, System Engineering, Beaumont, shows some of the gifts he received from members of the System Engineering Department to Austin Mary, system superintendent of planning. At the right, Jimmie Grimes, Planning, presents another gift to Mr. Eckles, who retired September 1 and has accepted a job as an associate research engineer with Texas A&M University.



HAPPY BIRTHDAY, BOSS! Bob Guidry, maintenance supervisor, Roy S. Nelson Station, presented this giant birthday greetings to Jack Reich, production manager, on his 65th birthday, August 25. The greetings contained the signatures of some 500 Production Department employees from all over the system. Mr. Reich retired September 1 after more than 46 years in the electrical industry.



WEDDING BELLS. Sandra Joy Williams of Ackerman, Mississippi, was wed to Michael W. Fancer, engineer in the Port Arthur T&D, on June 28 in a double-ring ceremony in the Ackerman Baptist Church. The bride attended Baylor University where she majored in elementary education. The groom received his BS in electrical engineering from Mississippi State University. The couple are now making their home at 4621 Alamosa, Port Arthur.

They visited Six Flags and other points of interest.

—By Edith Patterson

N. R. LEE, operating supervisor, Lake Charles Division, has been attending the Public Utility Executive Course at Georgia Tech in Atlanta during the month of August. Welcome back to Lake Charles.

J. R. Laughlin, senior engineering assistant, Lake Charles T & D, and family spent an enjoyable vacation in Texas. They spent one week with his parents in Rule and one week visiting sights around New Braunsfels.

Carl Grimmett and family had a very nice cool vacation in Hot Springs, Arkansas. Carl is also a senior engineering assistant.

Bennet Ellender and family just returned from a visit with his parents in Oklahoma. They also visited Six Flags and a former employee, Truman Burton, in Arlington, Texas.

It seems as if everyone is going to Texas on vacation this year. **Lee LaFleur** and family also visited Texas. They went to San Antonio and Brackettville and saw the movie props where the movie "The Alamo" was filmed. They also visited points of interest in Mexico. Lee is section head in the Engineering Department.

—By Wanda Bradford

E. K. DEWOODY and his family spent two weeks vacationing at Lake Hamilton near Hot Springs, Arkansas. All enjoyed swimming, fishing, boating and lots of loafing.

Carroll Foreman, appliance repairman, spent his vacation puttering around the house. He also spent several days in New Iberia.

Bob Parks and his family spent three weeks touring Oregon and California camping out in state parks along the way. Their sightseeing included the Grand Canyon and, naturally, Disneyland.

—By Glenda Farish

LEROY COURVILLE and family made good use of their new Buick this vacation. They visited "Six Flags over Texas" and from there 'made the loop' through seven states including Oklahoma, Arkansas, Tennessee, Georgia, Florida, Alabama, and Mississippi. LeRoy also saw the Houston Colts win over Milwaukee.

—By Bobbie Moon

L. J. CLEMENTS, division engineering, Lake Charles, recently received a letter from T. E. Burton, a former Lake Charles employee who resigned earlier this year to go into business for himself.

While an employee of our Company



Here are some of the men . . .



Some of the women . . .



And the hosts, Mr. and Mrs. Clement, in white aprons.

SALES DEPARTMENT FISHFRY. On the evening of July 31 the men and women of the Baton Rouge Division Sales Department, their wives and husbands—48 persons—gathered at the home of J. L. Clement to eat over 50 pounds of Amite River catfish, mounds of french fries and hush puppies, and chat.

Burton was an advocate of electric living. He even constructed a "Gold Medallion" home in southwest Lake Charles. When he left he said he planned to utilize the all-electric living scheme in his new enterprise, a motel, The Oak Park, in Arlington, Texas.

Clements said Burton issued an invitation to his friends in the Jennings, Lafayette, Lake Charles and Sulphur Districts to visit him while in Arlington or visiting Six Flags.

LAFAYETTE

MISS FRANCE EN DELAHOUS-SAYE and Harold Miller were married in Lawtell, Louisiana, on August 16. The bride is a former home service advisor in Lafayette and the groom is the son of **M. M. Miller**, district serviceman in Opelousas.

Lafayette employees have really enjoyed pleasant vacations this summer. **Mr. and Mrs. Rufus Mier**, Commercial Sales, and family camped in Arkansas. The highlight of their trip was Dot's finding a diamond in one of the diamond fields.

Mr. and Mrs. Corbett LeBlanc, he's assistant storekeeper, and girls enjoyed Six Flags over Texas and nearby



Dallas. **Mr. and Mrs. F. B. Sonnier**, he's distribution supervisor, visited their son and his family in Albuquerque, New Mexico, for two weeks.

Mr. and Mrs. Horace LaCombe, Residential Sales, and family enjoyed the beach at Holly Beach. **Mrs. Bobbie Denais** and children, she's a bookkeeper, spent a few days just lounging at the Holiday Inn pool. Our prize fishermen, **Honore Miller** and **Bernard Wiltz**, spent a week shrimping in the Gulf. Honore is in the Meter Department and Bernard is an appliance repairman.

—By Cynthia DuBois

MADISONVILLE

VIRGIL FOSTER, residential sales representative, spent three days of his vacation fishing at Lake Buchanan near Burnet, Texas, in August. He came back with the tale that he caught 415 white bass and crappie, but he had no pictures for proof.

Robert Junot, serviceman, spent two weeks of his vacation remodeling his home. He installed a five-ton heat pump, making his home a Gold Medallion.

Betty Ulbricht, local office clerk, returned to work August 10 after being ill for two months.

—By Betty Ulbricht



PARTY TIME AT LWC RANCH. That was the story August 1 as some 50 members and guests of the Live Wires Club in Beaumont had an old fashioned steak cook-out, Texas style, at the LWC Ranch south of Silsbee. Hosts for the occasion were Gerald Dean, supervisor of building maintenance, Beaumont, and George Hayes, electric-civil engineering, Beaumont. The club's new grill was put to its first major test and, according to Mr. Hayes, came through with "flying colors." Live Wires Club members are reminded that the camp site is open for small parties and get-togethers. At left Mr. Dean uncovers the stack of steaks that was grilled for the event.



ON THEIR HONEYMOON. Above **Mr. and Mrs. Jimmie E. McLean** of Beaumont visit the famous Niagara Falls while on their honeymoon. Below the McLeans visit the New York World's Fair as they honeymoon through the northeast United States. Mrs. McLean is the former Betty Alice Welch in System Construction - Budget. The couple were married May 23 in the First Christian Church of Beaumont.



LOUISIANA STATION

WELCOME back to Marvin Vincent who has been away from work due to sickness. Everyone is happy to have Marvin feeling cheery once again.

Congratulations are in store to Mr. and Mrs. John M. May, Jr. On August

4 they celebrated their 25th Wedding Anniversary.

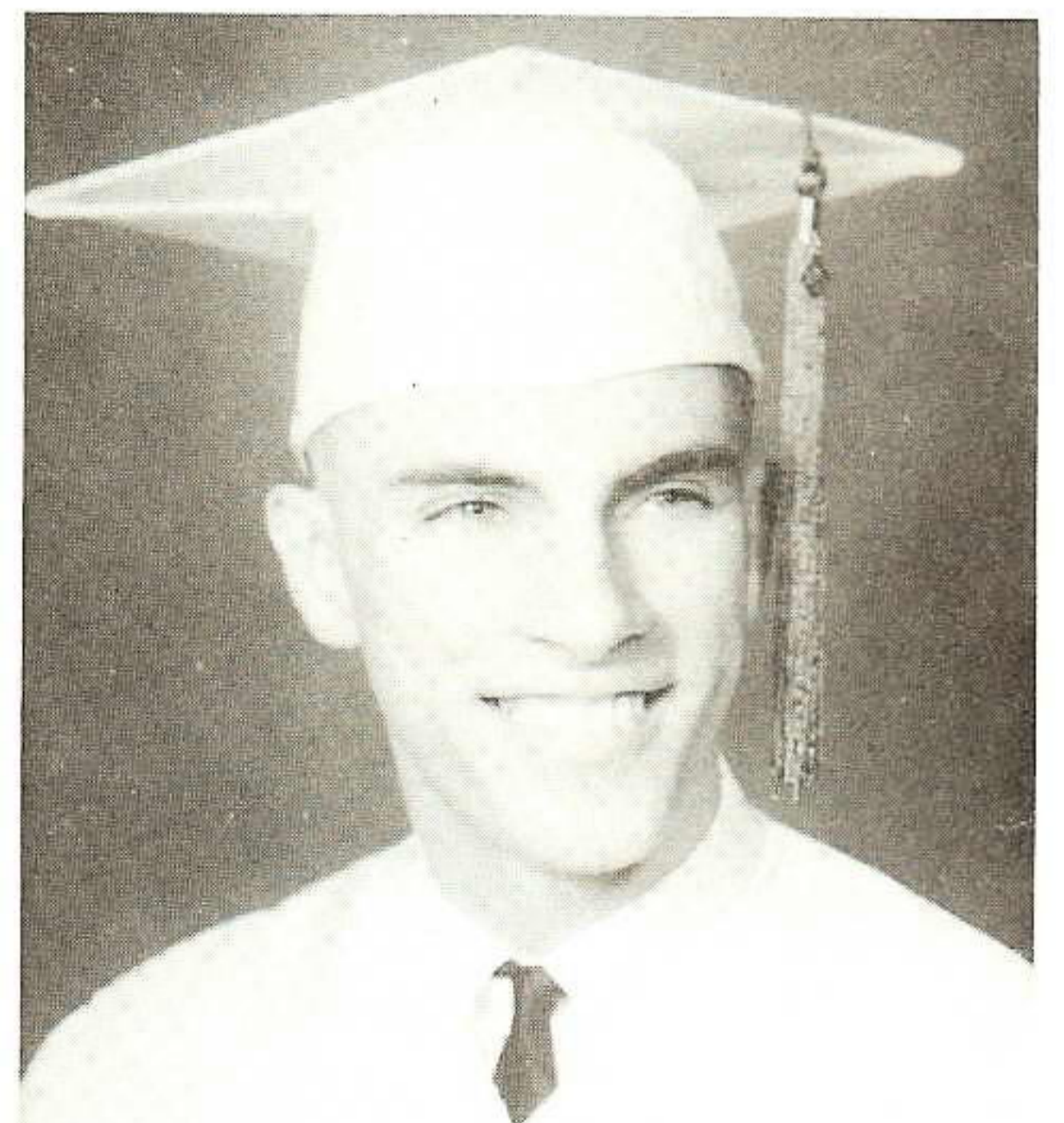
Alfrieda Mitchell was given a warm welcome back by all employees from Louisiana Station after being off work for a week. Miss Mitchell has been ill with an eye infection.

Away for a week's vacation was E. V. Wilson. E. V. with his family and friends enjoyed a couple of days fishing on the Amite River. For the rest of the time he just more or less "loafed around and did whatever he pleased."

—By Joyce Rachal



BUSY GIVING OUT GIFTS. W. E. Richard, system superintendent of commercial and industrial sales, Beaumont, found himself busy the last month presenting gifts and telling employees goodbye. Left, he watches as Charlene Craigen works to open one of the presents given her by System Sales when she left the Company on July 31. Mrs. Craigen had been a stenographer in Commercial and Industrial Sales for more than five years. Right, Bill presents a going-away gift to Leroy Bodeman, former industrial engineer in Commercial and Industrial Sales, who was promoted to engineer in Beaumont Division T&D, August 16. Mr. Bodeman departed his former 11th floor home with a box of golf balls.



GOODBYE—HELLO! On June 12, Mrs. Louella Clayton, left, resigned from our Company after having been employed as local office clerk in the Zachary office since July, 1960. The Northern District was very sorry to see Louella leave. A going away party was given in her behalf at the Zachary Office and she received a spinning reel and rod from the group. Louella loves to fish with her husband Emerson, and daughter, Roxie. She also received a token of appreciation from the new office clerk, Wanza Williams, right, who was welcomed aboard by the Northern District.

ENTERS COLLEGE. James DeLatte, son of J. N. DeLatte and brother of Helen DeLatte, Stores Accounting, Beaumont, is a 1964 graduate of Central Catholic High School. James left September 14 for Dubuque, Iowa, where he will be a freshman at Loras College taking an ecclesiastical course.

in the 'hills' of Colorado. I think this vacation was much enjoyed by both "Miss Boots" and Mr. H., since it's the first time they have had what you would call a real honest to goodness vacation and gotten away from "Big BR" in many a year.

The **B. G. Hilborns** took off for a week on a camping trip to the 'hills' of Arkansas. Seems that the whole family goes in for the 'outdoor' life. **Gladys Smith** took her mother and went to the 'hills' of Tennessee. As of this writing they have not returned, but a card from her stated they were having a wonderful time.

Well now that leaves **L. B. Kent** and myself! The Kents, who are about the 'fishingest' couple one could find anywhere, took off for their camp on False River to spend a week on August 28. This reporter understands that it is really Ann that does most of the catching of fish. Now that leaves me—well quittin' time August 28 I took off for the 'hills' also.

Afterthought—I must confess I was remiss in failing to report on the 'western excursion' the **L. J. Effersons** took during the early part of the summer.

—By Virginia Yarbrough



LOUISIANA CAN HAVE IT! Who says "They grow'em big just in Texas." This Louisiana wasp nest with its thousands of inhabitants was discovered by two Nelson Station employees after passing several feet below it. **Julius Smith** and **Bruce Guillory** quickly disposed of this "Unsafe" structure.

September, 1964

GAS DEPARTMENT

THE Gas Service Department welcomes departmental clerk, **Barbara Thompson**, and helper, **Virgil Dan Holland**.

Barbara was born in Brooklyn, New York, but has lived most of her life



WHERE'S THE NUMBER ONE TEE? Phillip Craig is the 16-month-old son of Mr. and Mrs. Hal Reagan of Beaumont. Mr. Reagan, publicity writer in System Advertising, is known for liking to play the links in the Beaumont and Port Arthur area and from the looks of the hat Craig is wearing, he'll be following in Dad's footsteps.



A BAD ONE OUT OF THE WAY. Several Gulf Staters from around the system have visited Sabine Station to enjoy the fishing. But it hasn't been too good lately. The reason: the 44-pound alligator gar which was caught by **E. C. Martin**, master test technician at Sabine.

in Louisiana. She is the daughter of Rev. and Mrs. W. L. Thompson, Jr., of Clinton, Louisiana.

Dan, a resident of Zachary, Louisiana, is married to the former **Janette Fenton** of Jackson, Mississippi, and has one daughter.

—By Freda McGrew



A HAPPY BOY. Gary Michael is the two-year-old son of Mr. and Mrs. Ed Wheeler of Beaumont. Gary's father is employed in System Electrical and Civil Engineering. His mother, **Noni**, was formerly a stenographer in System Advertising. Gary has a brother, **Charles William**, a fifth grader.



BIG CATCH. Milton H. Pharr, equipment operator at Roy S. Nelson Station, shown with 70 pound tarpon he brought in on the "Pirate" out of Cameron, which marks the 22nd tarpon for the Pirate this year. Same trip included a good catch on lings, Spanish and king mackerels.



Mr. and Mrs. Lawrence Bellow on the birth of their daughter, **Mary Matilda**, born August 3. Lawrence is employed in the Lake Charles Substation Department.

Charles Jones and wife on the birth of their baby girl, born August 15, Charles is a lineman and Libby, his wife, formerly worked in Customer Accounts in the Lake Charles office.

Mr. and Mrs. Harry Guidry on the birth of their twin daughters, **June** and **Julie**, in June. This brings the Guidry children to six. Harry's comment was that "when they arrive two at a time, the house fills up pretty fast." Harry is a substation mechanic, Lafayette.

Mr. and Mrs. Gerald Fremin on the birth of their son, **Jonathan Charles**, August 27. They have two daughters, **Jenifer** and **Jolene**. Jessie worked as a bookkeeper in the Lafayette Accounting Department for several years. She is now a full-time housewife.

Mr. and Mrs. Stanley E. Davis, he's an electrician first class at Louisiana Station, on the birth of their ninth child, **Katherine Grace**. Katherine was born on August 24. Mrs. Davis is the former Ouida Gautreaux of Gonzales.

Mr. and Mrs. Henry Landry, Baton Rouge, on the birth of a granddaughter, **Laura Denise Comeaux**, on July 27 in El Paso, Texas. The mother is the former **Jane Landry**, onetime employee in Baton Rouge T & D. Mr. Landry is an industrial engineer in Baton Rouge.

Mr. and Mrs. Virgil F. Foster, Madisonville, on the birth of their daughter, **Lisa Faye**, July 12. Mr. Foster is a residential sales representative.

Mr. and Mrs. Dorvan R. Herring, auxiliary operator at Louisiana Station, on the birth of their second child, a son, **Dorvan R. Herring, Jr.** Dorvan was born on August 17. Mrs. Herring is the former Barbara Childers of Baton Rouge.

Mr. and Mrs. James Perry (he's a repairman first class at Louisiana Station) are proud to announce the birth of their second child, a son, **Wade Martin**, born on August 12. Mrs. Perry is the former Ethel Veazey of Lafayette, La.

A girl was born August 7 to Mr. and Mrs. William E. Fox. Bill is in the Meter Department, Beaumont Service Center. They named the new arrival **Terrie Lynn**.

Mr. and Mrs. John W. Theriot on the birth of a daughter, **Mary Josette**, August 6. Mr. Theriot is a serviceman in the Gas Department.

Mr. and Mrs. Cesaire Guidry, Jr., on the birth of their first son, **Scott Jerard**, August 31. Mrs. Guidry is the former Lois Fontenot of Church Point. Cesaire is an employee in Lafayette.

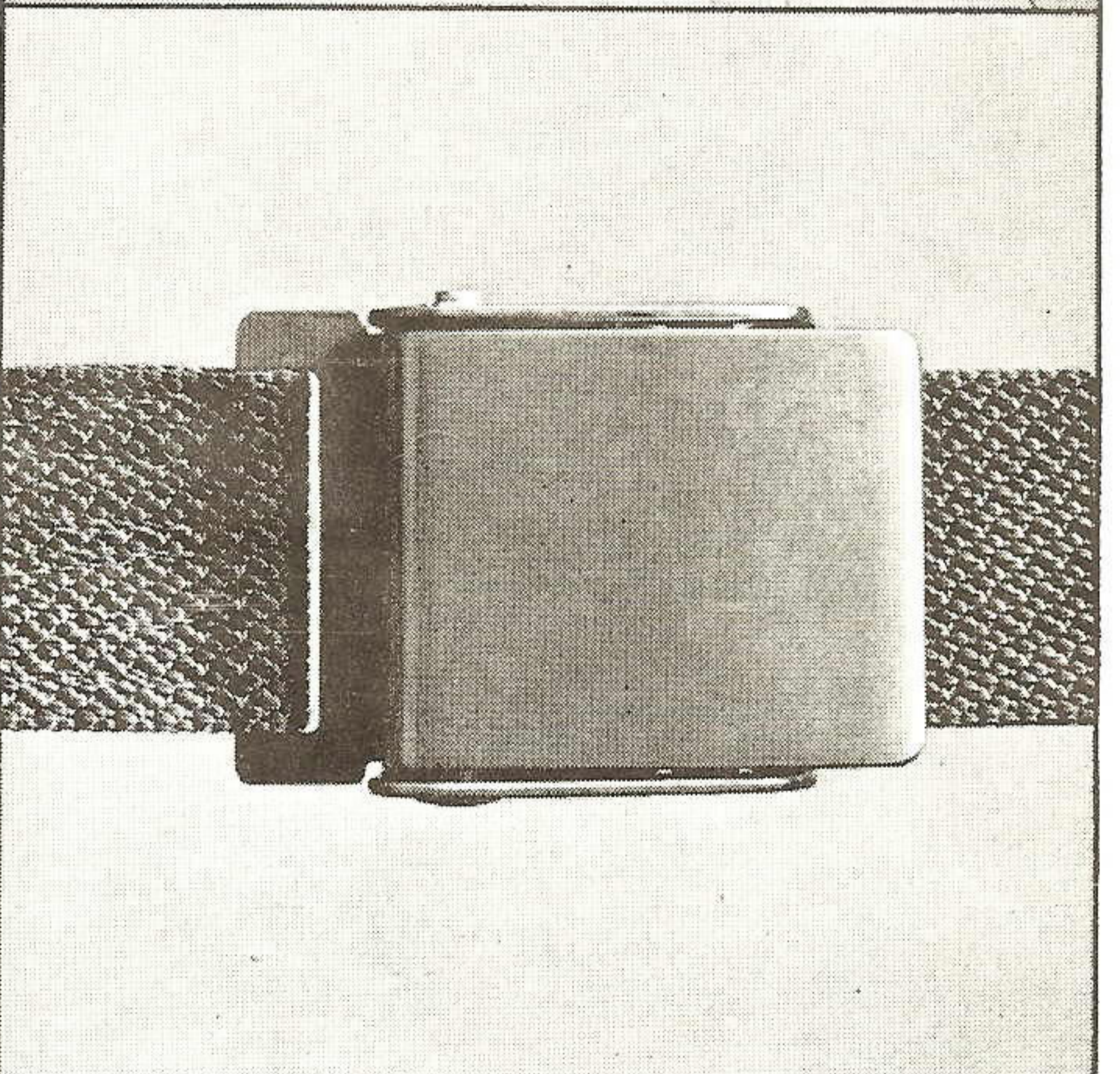
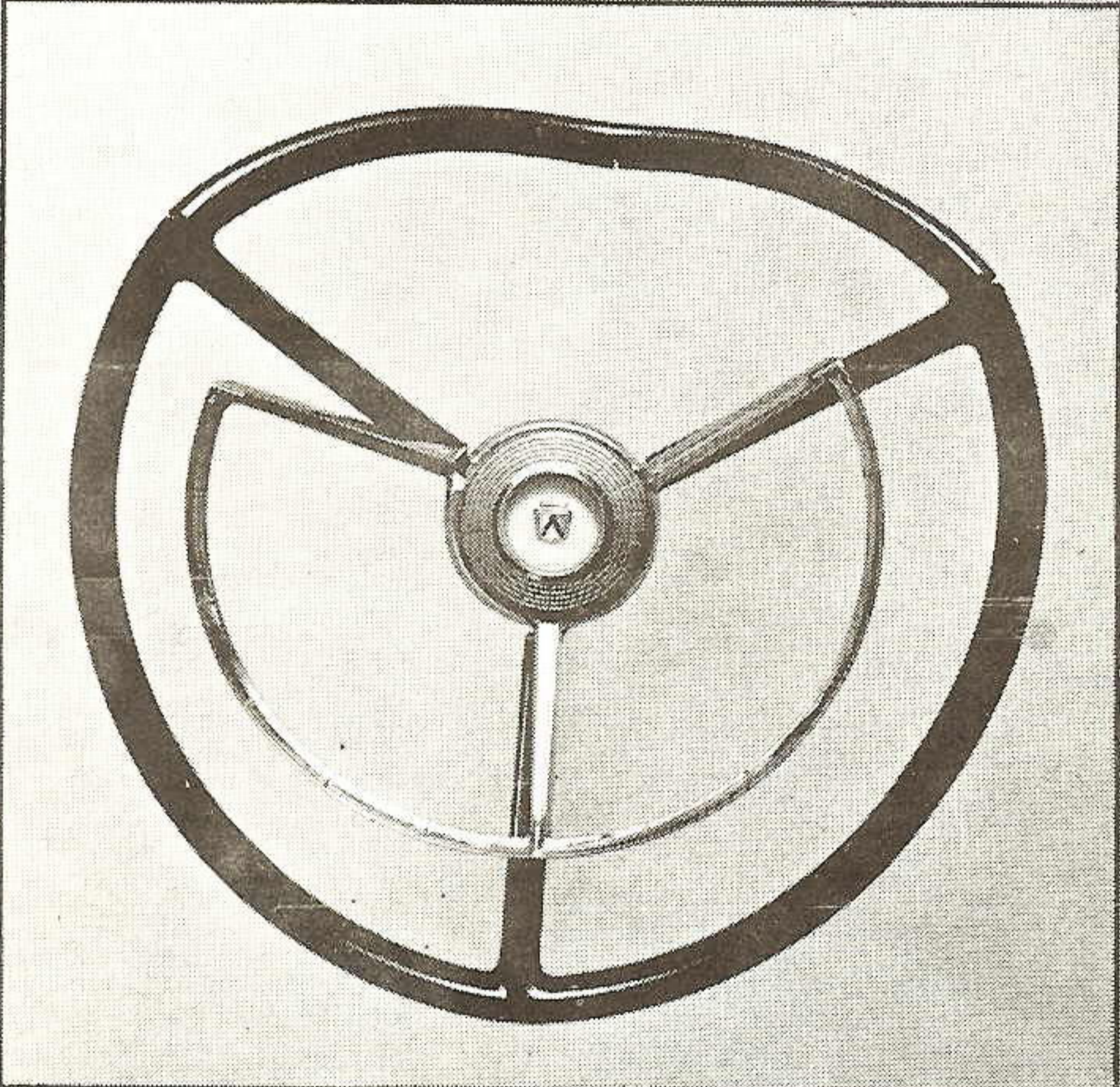
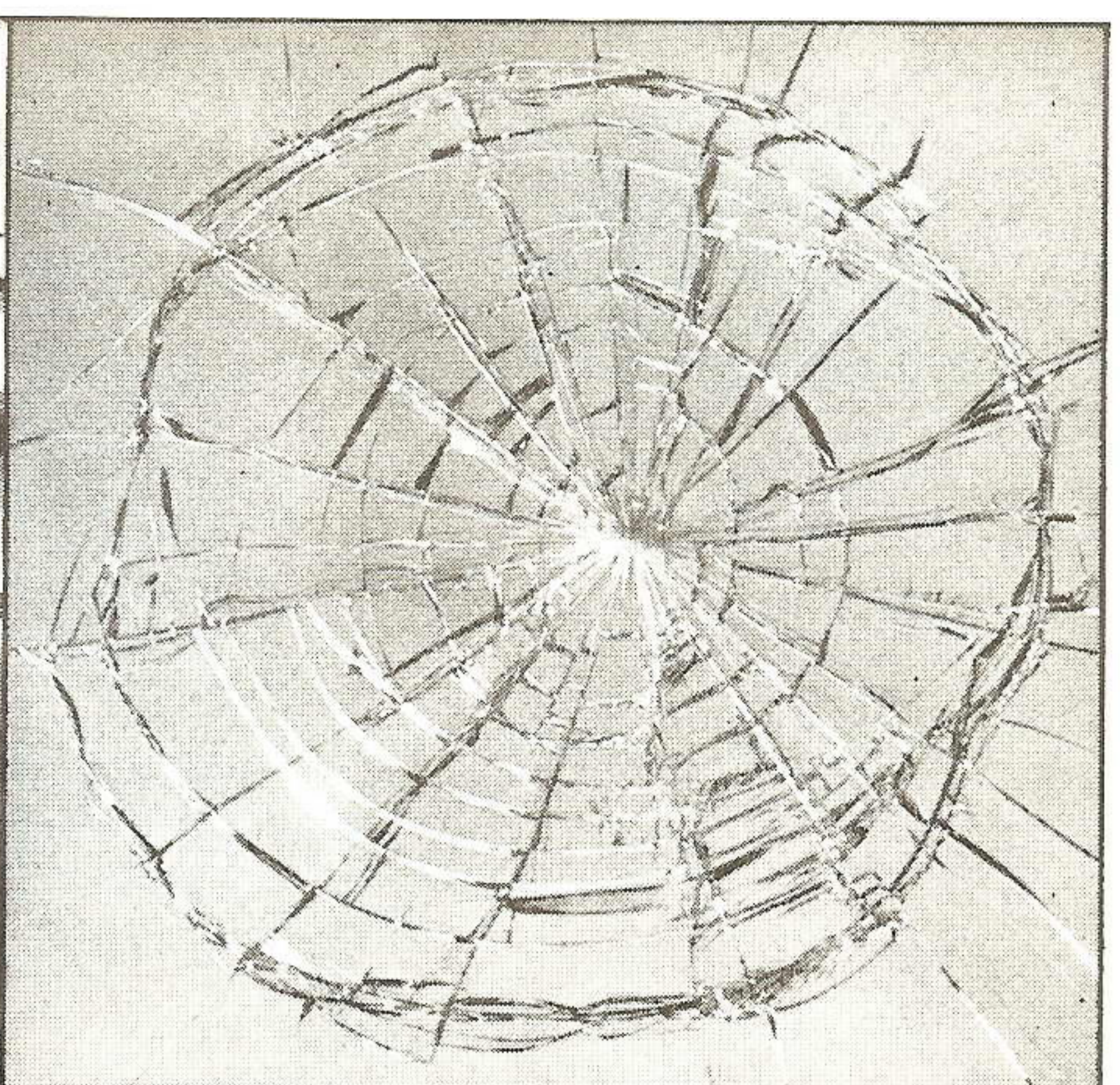


RETIREMENT PARTY. Doug Watkins, electrical maintenance supervisor, Neches Station, middle, is shown shortly after presenting retirement gifts to a pair of Neches Station's departing "longtimers" — L. C. Pace, left, and Hugh P. Bell. Mr. Pace, an employee since 1926, was electrical maintenance foreman prior to his September 1 retirement. Mr. Bell, a native of England and a GSU employee since 1939, was a master electrician before his August 1 retirement. Over 150 Neches Station employees, system employees and former Gulf Staters turned out August 14 at the Neches Station hall for the "farewell party."

WHAT HAVE YOU DONE?

Played a piano, the horses, a slot machine?
Lost a dog, a bet, a marble championship?
Answered a phone, your country's call, an ad?
Inhibited?
Need to Europe, the Carribean, False River?
Talent show, a beauty contest, a raffle?
Ababy, a wreck, a vacation?
Looked at the moon, a movie, the evening papers?
Kissed a pretty girl, your wife, a foot?
Swam the channel?
 the world wants to know

The above free verse was created by Ann Gayle Stiegler of Louisiana Station to remind the employees that PLAIN TALKS is interested in news about Gulf Staters. Maybe our other reporters can use this as a guide to get news from employees in other departments. PLAIN TALKS thanks Mrs. Stiegler for the contribution to better reporting. The Editors.



PEOPLE STOPPERS

WHEN your car stops suddenly in a collision or emergency, the people inside keep going with tremendous force.

What stops them?

The windshield. Steering wheel. Dash. Too often with tragic results.

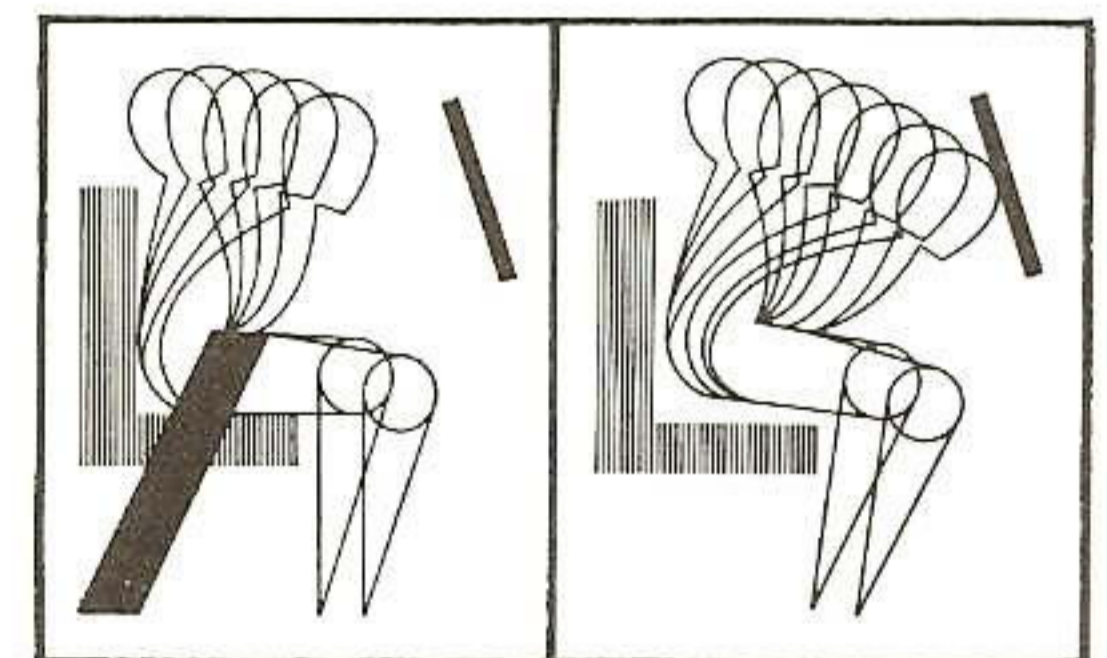
OR, SEAT BELTS STOP PEOPLE SAFELY.

With a seat belt, when your car stops suddenly, you "stay put." You

maintain a vital Margin of Safety between your body and serious injury.

The National Safety Council says that if everybody used seat belts, at least 5,000 lives could be saved a year . . . serious injuries reduced by one third.

Protect your loved ones and yourself, install seat belts throughout your car . . . and buckle up for safety!



WITH SEAT BELTS WITHOUT SEAT BELTS

Published to save lives in co-operation with The Advertising Council and The National Safety Council.

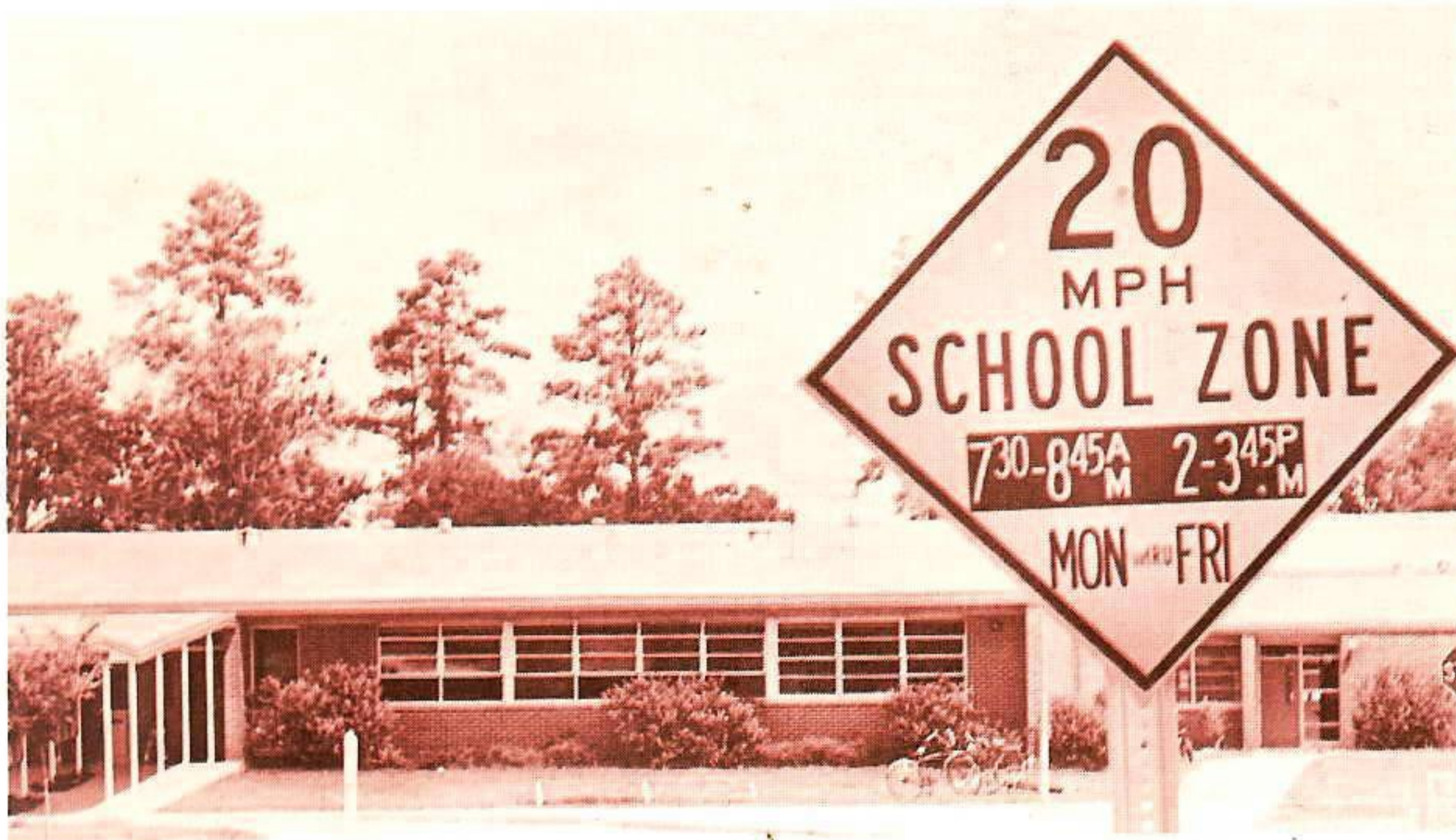
AFTER FIVE DAYS RETURN TO

*Plain
Talker*

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

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



SCHOOL DAYS ARE HERE!

THE sign at the left reminds us that it is time for a little extra driving care. Some of us may have developed, during the summer, the habit of overlooking the posted lower speed limits in school areas.

There will be many little ones going to school for the first time, and we drivers share with school patrols and police a responsibility for their safety in traffic.

Let's remind ourselves throughout the school year to slow down and remain alert while passing through a school zone and to always stop for the school bus loading or unloading. We never know when an ill-trained child, or for that matter a thoughtless, trained one, will dart across our paths.