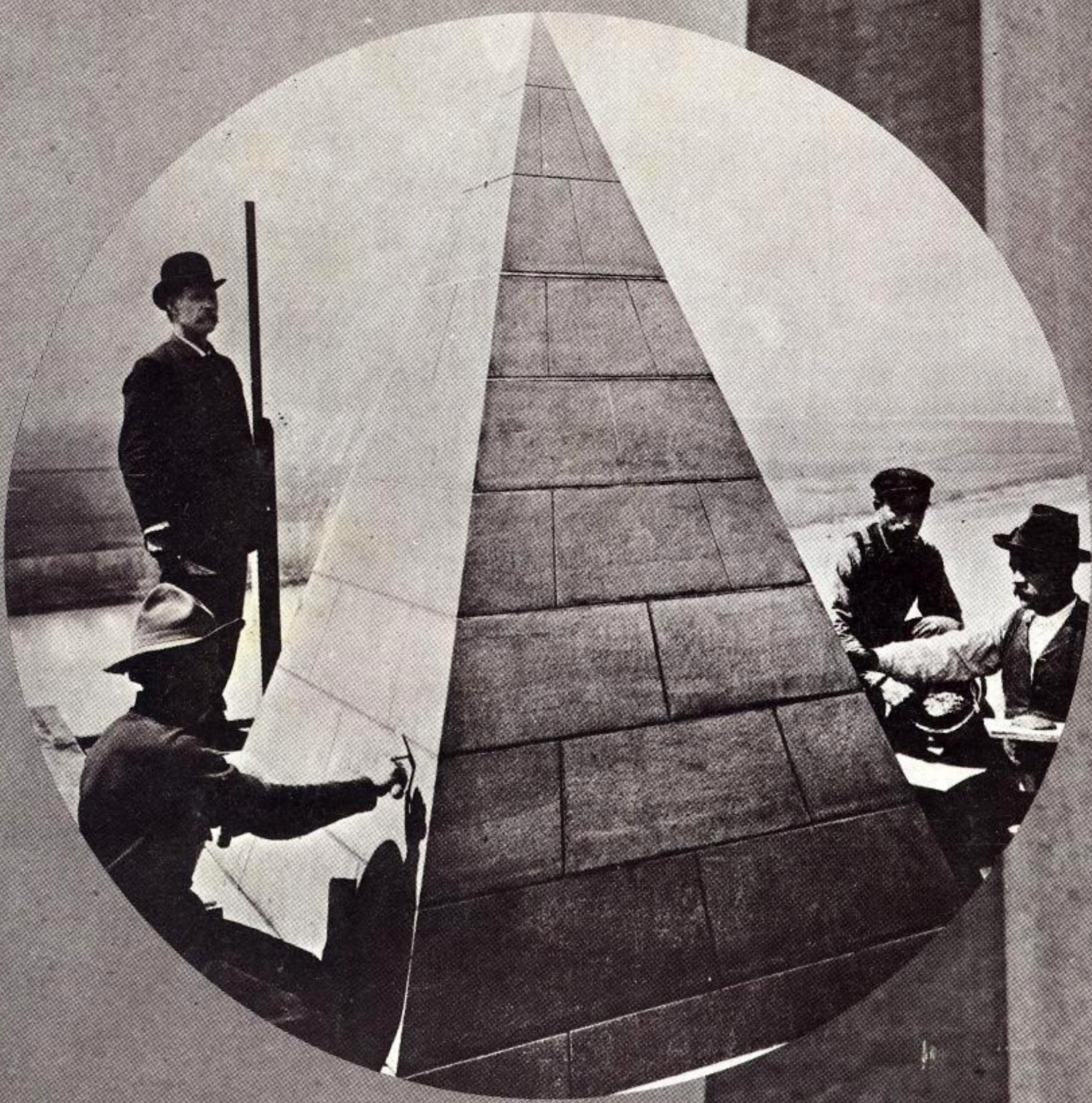


# Plain Talks & News





## *Reliability Is Our Thing*

**T**ESTIMONY is now being heard in Washington, D. C., concerning proposed legislation (HR 7186 and others) designed to improve electric service reliability through increased Federal control of the electric utility industry.

Robert Gerdes, president of the Edison Electric Institute and board chairman of Pacific Gas & Electric, points out that reliability of service "is the cornerstone of our business" and that over the years "increasingly elaborate and refined safeguards" have been developed for the ever-larger and more complex electric systems which have evolved.

The proposed legislation would decrease rather than increase reliability, Mr. Gerdes said, because the bills treat reliability as a regulatory matter, not the engineering matter that it really is. Also, the bills wander far afield from reliability.

**E**MPHASIZING that "delay is the greatest enemy of reliability" Mr. Gerdes pointed out that the legislation would centralize decision-making in Washington on a vast number of matters, woven into complex and time-consuming procedures, and that timely and effective action to maintain reliability would become extremely difficult, and the voluntary coordination which now works so well would be seriously impaired.

The testimony emphasized that the major reason why the electric power consumer in the U. S. enjoys 99.98 per cent service continuity is our reliance on the initiative and ability of individual electric power systems. Single centralized control and planning would not serve America as well.



# News Briefs

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## PURDON PROMOTED TO BUDGET ENGINEER

Purdon, formerly engineer in System Engineering Design, moves over to the System Engineering Planning Department. The promotion is effective May 1.

As Plain Talks went to press, the promotion of Geoffrey D. Purdon to budget engineer was announced. Mr.

## EIGHT MOVE UP IN BATON ROUGE

J. Gonzales, formerly service foreman, moved up to supervisor-contract crews, T&D Line; Clarence B. Pearson, formerly line foreman, advanced to assistant supervisor-contract crews, T&D Line; Thomas R. Clayton, formerly utility foreman in T&D Substation, became service foreman, T&D Service; Julien C. Melancon, formerly serviceman first class, promoted to service foreman, T&D Service; Henry R. Green, formerly serviceman first class, moved up to underground lines foreman, T&D Service; Sammie L. Eisworth, formerly lineman first class, advanced to line foreman, T&D Line; William M. Gordon, formerly lineman first class, promoted to utility foreman, T&D Line, and Preston E. Whitehead, formerly substation mechanic first class, advanced to utility foreman, T&D Substation.

Eight promotions, effective April 16, in Baton Rouge T&D, were announced as Plain Talks went to press. Floyd

## WATER QUALITY BILL GETS HOUSE APPROVAL

The U.S. House of Representatives has passed the proposed Water Quality Improvement Act of 1969 with some changes. Among the amendments was an insertion described as "clarifying" language in the provisions of the bill relating to the thermal effects of power generation.

The U.S. House of Representatives has passed the proposed Water Quality Improvement Act of 1969 with some changes. Among

## NEW RULES LISTED ON POWER SALES

The new requirement, effective for fiscal years beginning during 1969, would distinguish between sales for another system's total requirements and for another's partial requirements. The FPC said this new requirement would put municipals in line with previous requirements of electric companies and federal systems, and would provide inclusion of municipal sales and resales in the present FPC publications, "Sales of Firm Electric Power for Resale."

The Federal Power Commission has issued new reporting requirements for firm power sales for resale by municipals. The



HEARINGS CONTINUE  
ON UTILITIES BILL

Hearings are continuing in the Texas Legislature on a proposed bill that would set up a Texas Public Utilities Commission. The bill, sponsored by State Sen. Charles Wilson of Lufkin, has until May 14 to be reported out of committee.

NEW REA BANK  
IS INCORPORATED

Formal incorporation of the National Rural Utilities Cooperative Finance Corporation took place this month in

Washington, D. C. The first loan to a rural electric cooperative is not expected until May or June of 1970.

FOUR TOP AWARDS  
WON BY COMPANY

Our Company has won four top awards in the Public Utilities Advertising Association's international competition. The

nature of the awards will be disclosed next month at the group's annual meeting in New Orleans. Representatives of our Company will be present to accept the awards.

SEFOR ACHIEVES  
CHAIN REACTION

The first self-sustaining chain reaction has been achieved by the Southwest Experimental Fast Oxide Reactor (SEFOR)

near Fayetteville, Ark. This achievement signals the beginning of the experimental program at the nuclear power research facility. SEFOR, an experimental fast neutron reactor, will be operated by the Breeder Reactor Development Operation for the Southwest Atomic Energy Associates (SAEA). SAEA, which includes our Company, comprises 17 investor-owned utility firms.

Chairman Richard commented, "The purpose of SEFOR is not to produce electricity but to experimentally verify the physics calculations which show that fast ceramic fueled reactors can be designed with desirable operating and safety characteristics for large central-station electric power generation."





#### OUR COVER

The inset next to the Washington Monument on this month's cover depicts the final stage of work on the world's tallest shaft of masonry. It was not until December 6, 1884, that the capstone was finally set, 36 years after the laying of the cornerstone on July 4, 1848. This issue contains more information on Washington and the TV special "Mirror of America" which will be co-sponsored by our Company.

## Plain Talks and News • Vol. 48, No. 4, • April, 1969



Streetlights

p. 4



Action! p. 14



Mirror p. 2

PUBLISHED MONTHLY FOR  
GULF STATES UTILITIES EMPLOYEES

James S. Turner ... Director, Public Relations  
Jim Harper ... Associate Editor, Beaumont  
Walt Wright ... Contributing Editor, Baton Rouge

Member 

- 2 "Mirror of America"
- 3 Annual Report
- 4 GSU "Crime Stopper"
- 6 Mr. Richard Heads NAB
- 10 Service Awards
- 15 Letters
- 18 Coffee Cup



## 'Mirror of America' Set May 11

# Our Company To Sponsor TV Special

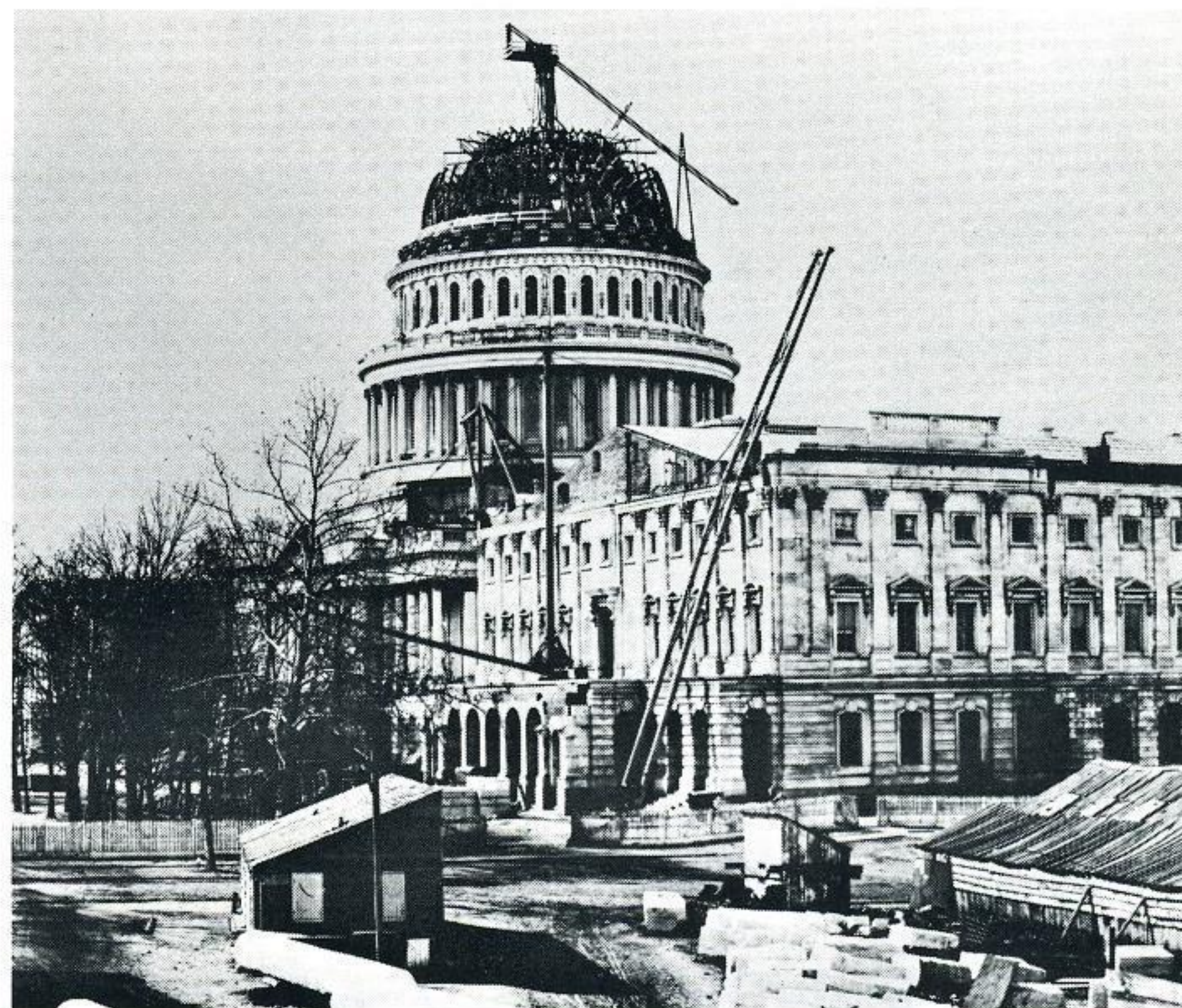
**T**HE story of the United States, in all its gawkins and glory, will be reflected in the color television special "Mirror of America" on May 11, sponsored by our Company and other investor-owned utilities.

The hour-long program will be presented on all NBC-affiliated stations in our service area beginning at 9 p.m. May 11. The sponsoring companies are members of the Electric Companies Advertising Program (ECAP).

The face of Washington today can only hint at all its history. The whole of it, in tiny bits and pieces, is hidden in a hundred different archives. For many months, Project 20 producer Donald B. Hyatt and head writer Richard Hanser have been digging deep to find these fragments. Finally, the bare dry facts have been endowed with flesh and blood.

**E**VERY city, like every individual, is a living, growing, ever-changing entity—a blend of apathy and passion, of vice and virtue, of noble ends and

**In the Memorial Hall of the Lincoln Memorial, sections of Daniel Chester French's famous statue of Abraham Lincoln are seen being hoisted into place in this 1920 photograph. Note, the head is still missing.**



**Built on the crown of Jenkins' Hill, the uncompleted Capitol is shown here flanked by construction sheds and building stone in 1862.**

nagging means. Only Washington, however, is so much a mirror image of the men who made it—and of all of us remaking it right now with our every word and action.

At times, we learn, our aims outstripped our capabilities. The Washington Monument is one example. Meant to be the symbol of our soaring aspirations, it became, instead, a scandal and the cause of four investigations. Costs kept leaping skyward but the monument remained a stump. Almost a century elapsed before construction was completed.

**E**VENTUALLY, everyone wound up in Washington. Protocol brought kings and crackpots brought their schemes. Movie stars and statesmen mingled. The city was a mecca for assassins and for bigtime wheeler-dealers. Swapping favors was a way of life.

At any given moment, the aura of the city was exactly what the nation made it. Each inauguration ushers in another style. All things changed except the system—and the system always saved us when disaster struck.

In the panoramic sweep of "Mirror of America," we can clearly see the continuity of "people power" that kept and keeps the country on a fairly even keel. Individuals may die but institutions are enduring.



# 'Newcomers' Featured in Annual Report

**T**HE exciting world of the Newcomers was unveiled in the 1968 Annual Report mailed out to our Company's 23,000 shareholders, 2,900 employees and other interested persons throughout the U.S. and several foreign countries.

The Newcomers, a mythical family making their home in our service area for the first time, were featured in the report as being typical of the residential customers we serve. The report used full color pictures to illustrate the benefits of our Company's booming service area.

Emphasizing the record growth enjoyed during 1968, the report also highlighted the following figures:

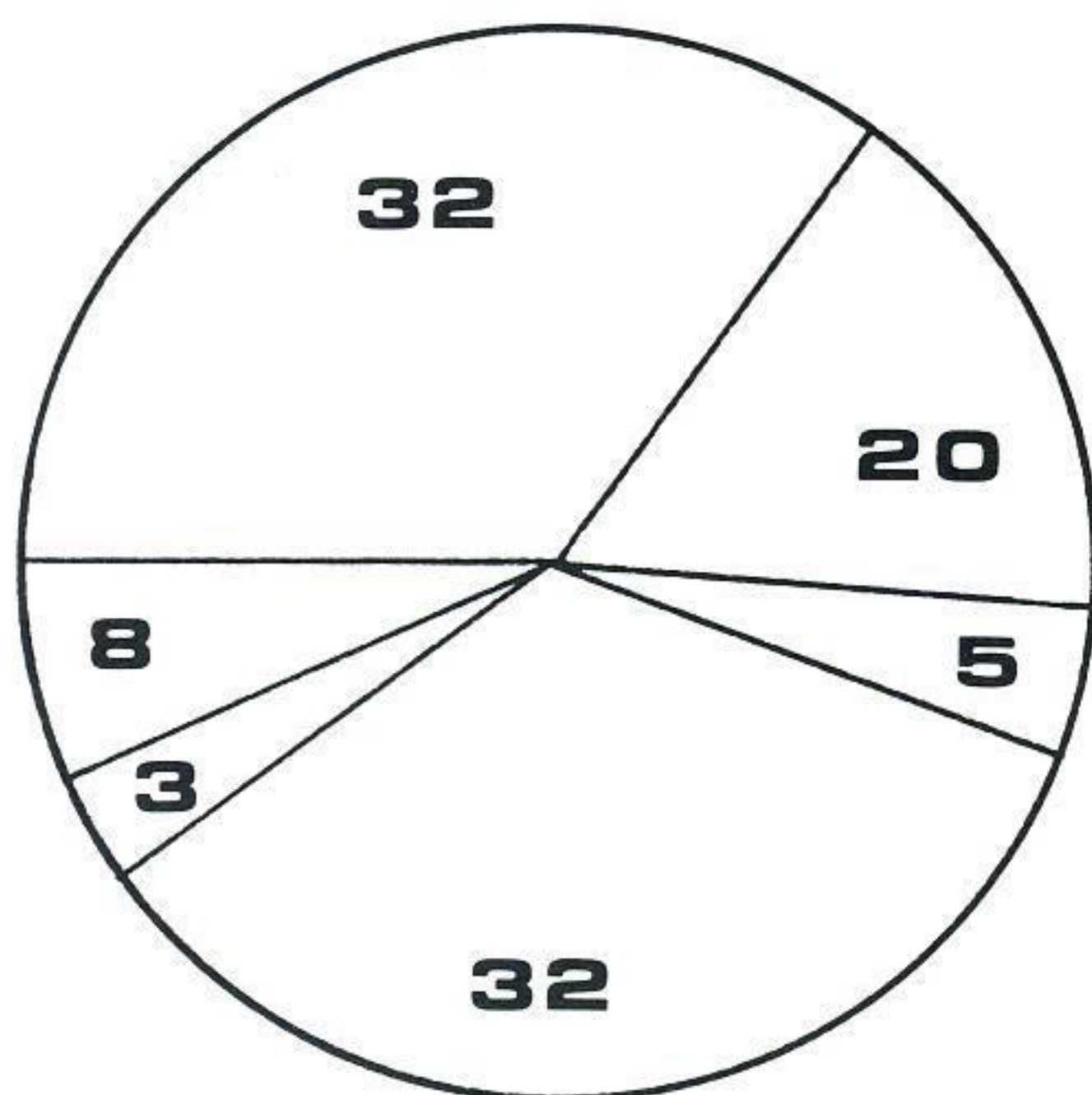
- Kilowatt-hour sales increased 1.8 billion, or 14 per cent, to total more than 14 billion.
- Operating revenues advanced to \$165.4 million, or 12 per cent, a gain of \$17.7 million.
- Net income rose to \$4.7 million, or 16.8 per cent, to total \$32.7 million.
- Earnings per common share increased to \$1.30 from \$1.19, a 9.2 per cent gain.
- Peak kilowatt demand climbed by 254,400 or 11 per cent, to reach 2,554,000.
- Utility and other plant expanded \$117.3 million, or 15.7 per cent, to total \$863.8 million.
- Electric customers at year-end totaled 350,731, a 2.7 per cent increase.

- Gas customers at year-end totaled 66,121, a 3 per cent gain.
- Residential customer use of electricity increased 846 kilowatt-hours, or 12.4 per cent, to average 7,652 kilowatt-hours per customer.
- Support of federal, state and city governments through taxes amounted to \$36.3 million, up 13 per cent, and continued to be the largest single expense item. The tax cost to the Company amounted to 22 cents out of every dollar of revenue received.

It was also noted that the cost of financing our Company's growth is continuing to increase, with inflation and the tight money situation having a big effect on borrowing. Interest costs, for example, were 5.28 per cent for a 1967 bond issue; in 1968 interest costs for two new issues averaged 6.65 per cent, and in March of this year the interest costs on an issue of bonds climbed to 7.21 per cent. This is a 37 per cent increase in interest costs in the last two years involved.

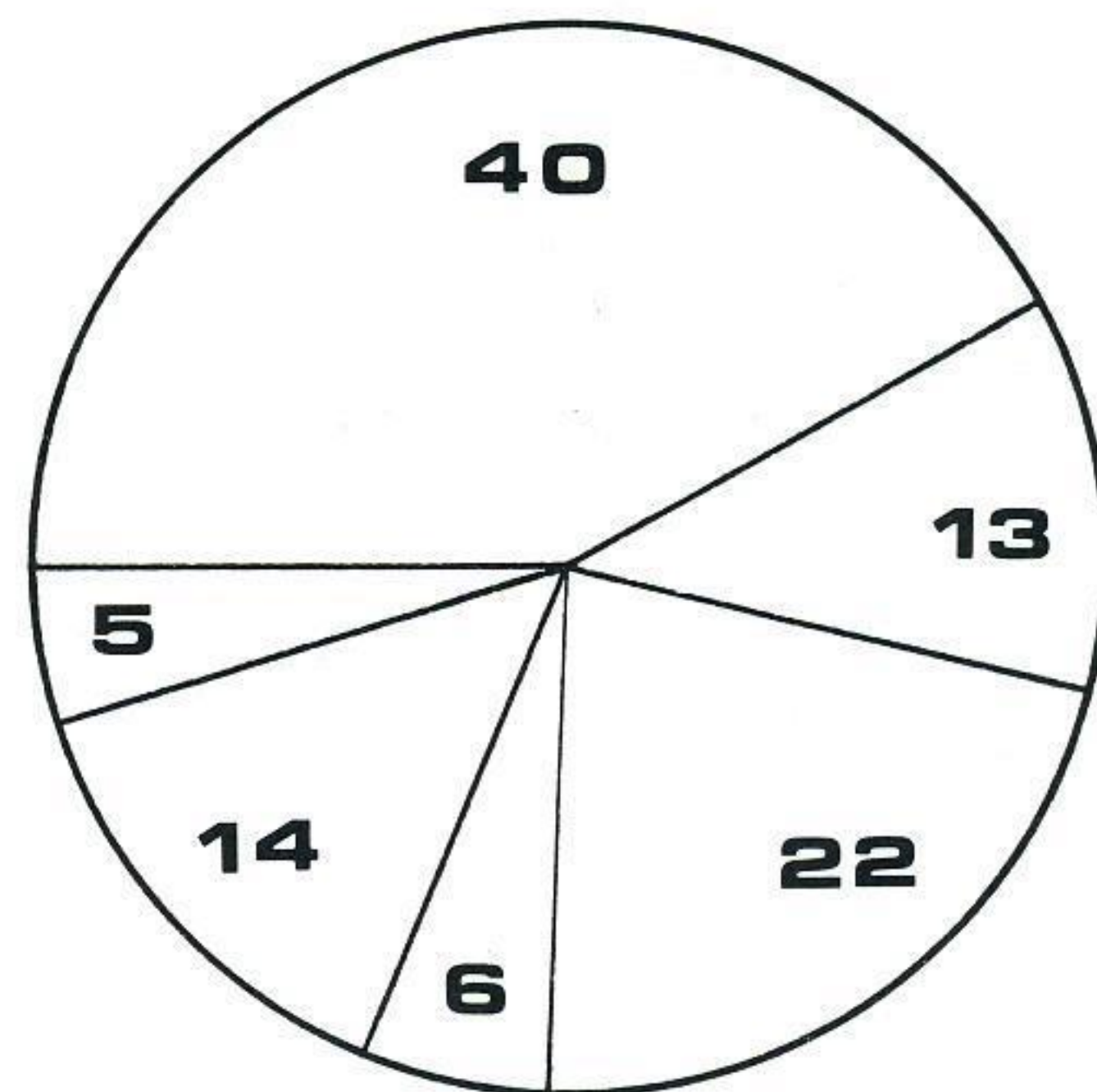
The report also projected certain figures for the current year. Sales of electric energy, the report said, are expected to increase 14 per cent, producing revenues 11 per cent greater than in 1968. Net income is estimated at \$34.9 million, an increase of 7 per cent. Earnings per share of common stock are estimated at \$1.39.

## The 1968 GSU Dollar



### Where We Get It

Residential Customers	32¢
Steam Product Sales	8¢
Gas Sales	3¢
Industrial Customers	32¢
Government, Other Utilities, Miscellaneous	5¢
Commercial Customers	20¢
<b>Total</b>	<b>\$1</b>



### Where It Goes

Expenses	40¢
Retained Earnings	5¢
Dividends	14¢
Interest, Other Deductions	6¢
Taxes	22¢
Depreciation	13¢
<b>Total</b>	<b>\$1</b>





Street lights brighten the night along this well traveled thoroughfare in West Orange, Tex. Reportedly the largest city in our system to be completely covered by lights, town officials see the lights as insurance "for a brighter future."

## Street Lighting Fast Becoming Crime Stopper

**C**RIME fighting ordinarily is not our Company's line of business, but at least one phase of our industry is receiving credit for reducing the compound problems of crime and automobile accidents.

More efficient lighting of streets and highways, the experts say, is a valuable weapon against night-time intruders as well as slow reacting motorists.

Street lighting also serves other purposes. Mayor Elmo Broussard Jr., mayor of Cankton, La., recently accepted a Louisiana Municipal Association achievement award for his town, and he credits street lighting with being a major factor in winning the award.

**"W**E are very well pleased with the results of our street lighting program," said Mr. Broussard. "Without it and the creation of a fire control district, I don't think we could have won the award."

Similar praise comes from Glenn F. Seale, mayor of West Orange, Tex.

"Our efforts in behalf of the citizens of West Orange have often been in the spotlight," the mayor wrote Orange District Superintendent T. O. Charlton, "but now, with a well lighted city, we may look forward to a brighter future."



Why such praise for items like street lights? The answer lies in studies made over the years by various law enforcement and governmental agencies.

A recent study showed that night crime percentages ranged from 53 per cent of the larcenies to more than 90 per cent of the aggravated assaults in our country. Almost three-fourths of the burglaries and two-thirds of the auto thefts occur at night.

**S**TREET and highway lighting will not eliminate all crime, nor will it reduce traffic fatalities to zero. But adequate lighting, studies show, will help.

Tallahassee, Fla., for example, installed 450 mercury lights in a newly annexed area in 1964. Break-ins, which had been plaguing the area before the lights, were reduced to a negligible level.

A poll by the trade journal, *Electrical World*, revealed that 1,300 police chiefs across the U.S. cited adequate lighting for decreasing vandalism and reported a drop in crime rates when poor lighting was improved in high crime areas.

Concerning safety, one police officer commented:


"Very often the person walking the street can see an automobile coming because the lights on the automobile make the car visible, and they assume that the driver can see them. This is not necessarily so. In a poorly lit situation, the driver cannot see the pedestrian crossing the street. Light would render the pedestrian more visible and reduce the possibility of accidents."

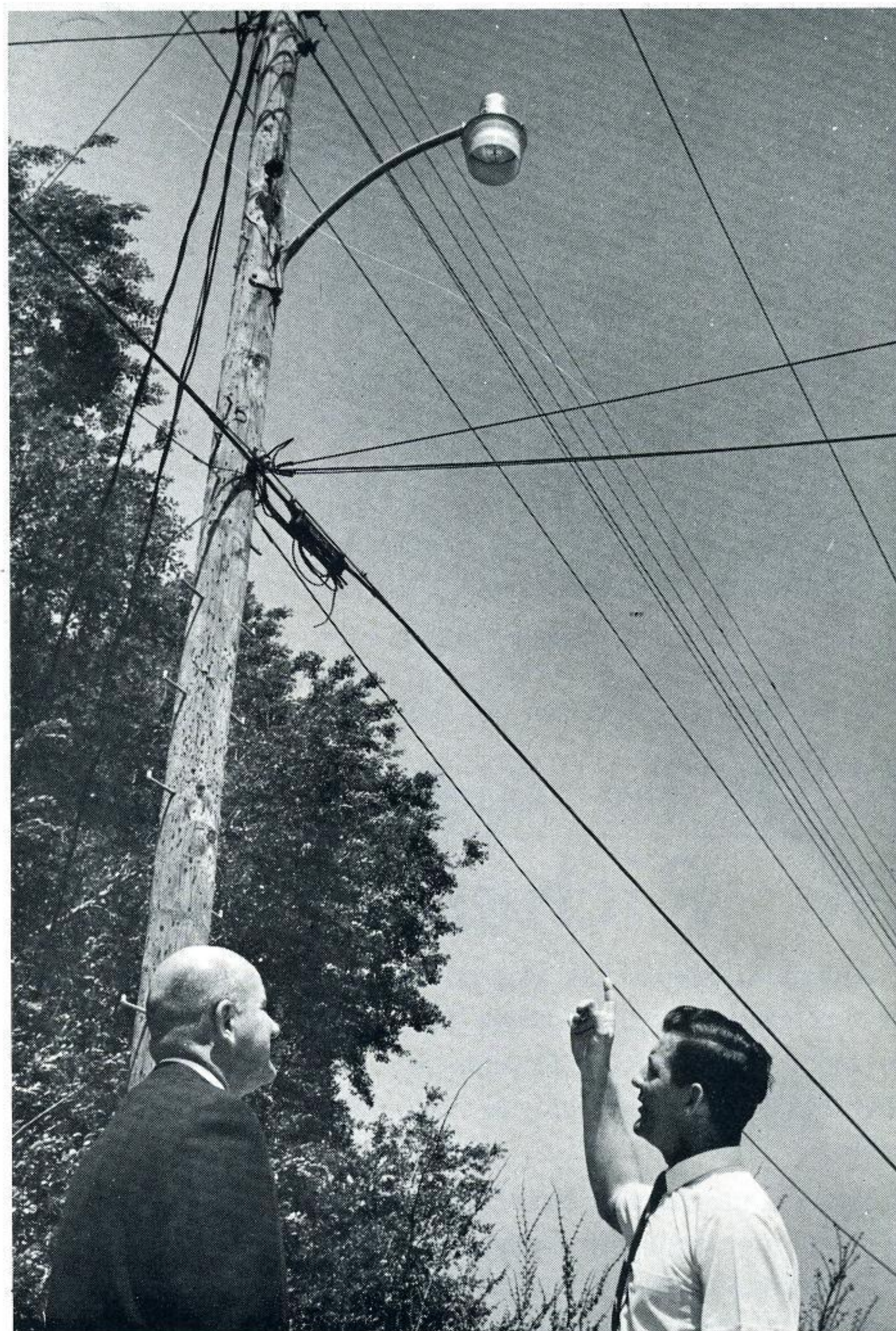
**G**IVEN these facts, it is not difficult to see why so many municipal officials are so pleased with street lighting.

Mayor Broussard of Cankton heaps special praise on Commercial Salesman Earl Broussard of the Lafayette office and our Company in particular. "Gulf States has gone out of its way in striving to please our community, and we are deeply grateful," the mayor said.

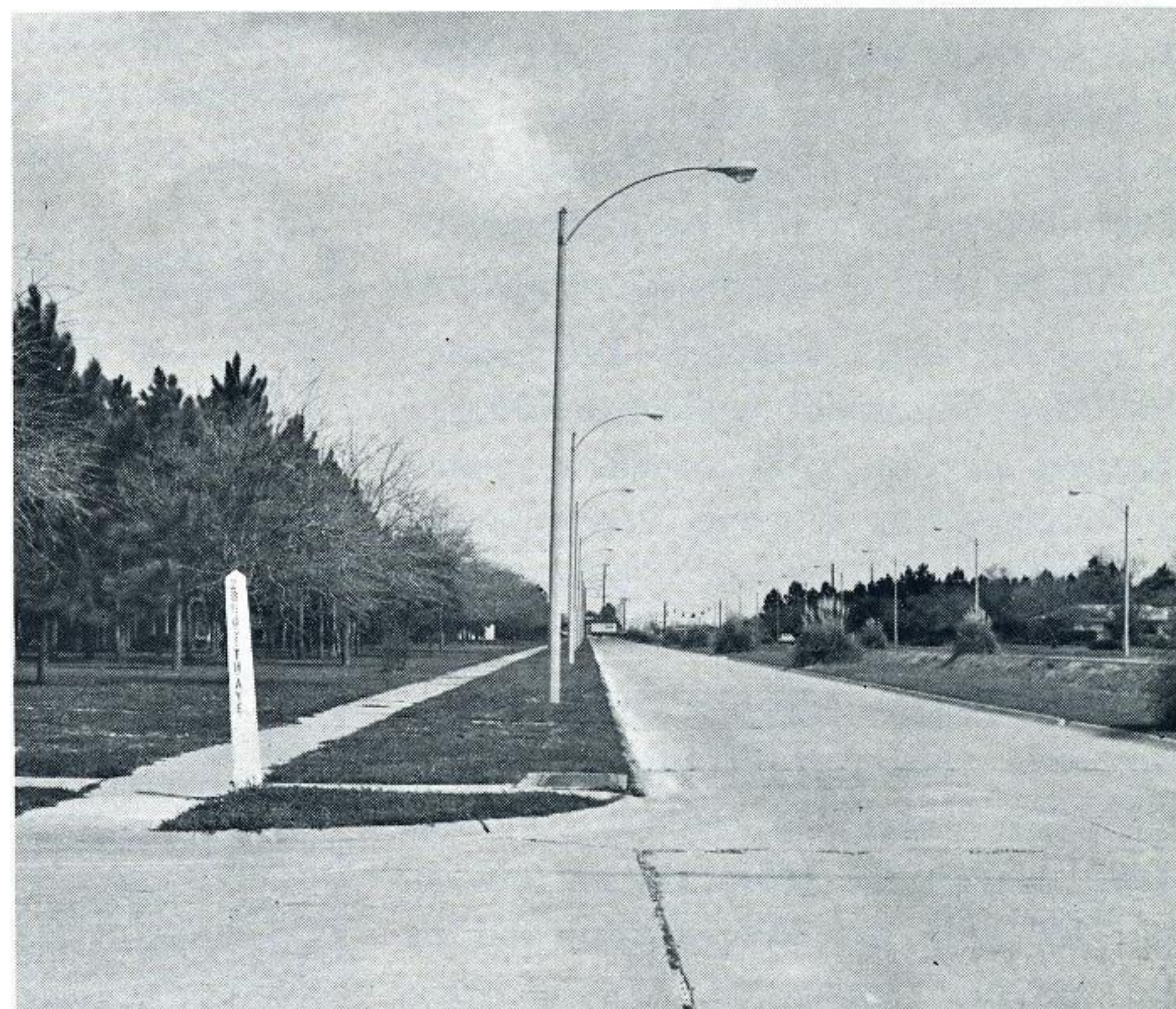
In a small town such as Cankton, the mayor pointed out, the lights further insure the protection of individual property. Also, since the community straddles a busy highway, the lights probably have been of untold value in cutting down on traffic mishaps within the corporate limits of the city.

Both Mayor Broussard and Mayor Seale also must be pleased with the economy of street lights, for it is estimated that it costs only 10 cents more per night to light the middle area of an average city block.

Economy, safety, crime stopper. A difficult combination to beat. 



Mayor Elmo Broussard Jr. of Cankton, La., points to the type of street light that helped his city win a Louisiana Municipal Association achievement award. Commercial Salesman Earl Broussard, left, was instrumental in helping the city carry out its lighting program.



This divided avenue in Lake Charles, La., probably has a low night-time accident rate because of these street lights. It has been shown that night mishaps are reduced significantly when such lights are installed.





**Chairman Richard, center,** briefs area newsmen on progress of NAB program in Beaumont. Others at the head table are, from left, R. E. White, operations manager of our Company; Fred Ewing of Mobil Refinery, Mrs. Marvin R. Voight, and Joe Parrish of the Texas Employment Commission.

## NAB To Aid Jobless Mr. Richard Heads Business Alliance

President Nixon has singled out two of our Company's executive personnel to aid in the task of finding jobs for the hard-core unemployed in Beaumont.

Board Chairman Richard has accepted the metropolitan chairmanship of the National Alliance of Businessmen, and R. E. White, operations manager, has been named metropolitan director.

Others serving on Mr. Richard's staff are Fred Ewing, senior employee relations assistant for Mobil Oil Company, who will be manager of job procurement and placement; and Mrs. Marvin R. Voight, supervising interviewer for the Texas Employment Commission, who will be manager of recruiting and government programs.

Mr. Richard accepted the Presidential appointment while attending a meeting of the NAB executive board in Washington. He was accompanied by Beaumont Mayor James McNicholas.

The National Alliance of Businessmen was created in former President Johnson's Manpower message to Congress on Jan. 23, 1968. Its purpose is to find jobs for the unemployed in the private sector of the nation's economy.

The hard-core unemployed, those persons lacking either a skill or formal

education, would be employed on a hire-first principle. This would be followed by on-the-job training and remedial counseling to retain trainees as productive employees.

The original alliance goal was to have 500,000 men and women on the job by June 30, 1971, in the 50 target cities designated by the President. As a result of the expansion of the goal to 125 metropolitan areas, Beaumont was included. The 1971 goal now has been increased to 614,000 persons on productive jobs.

NAB activities are financed by the participating industries at no expense to the government. Salaries and ex-

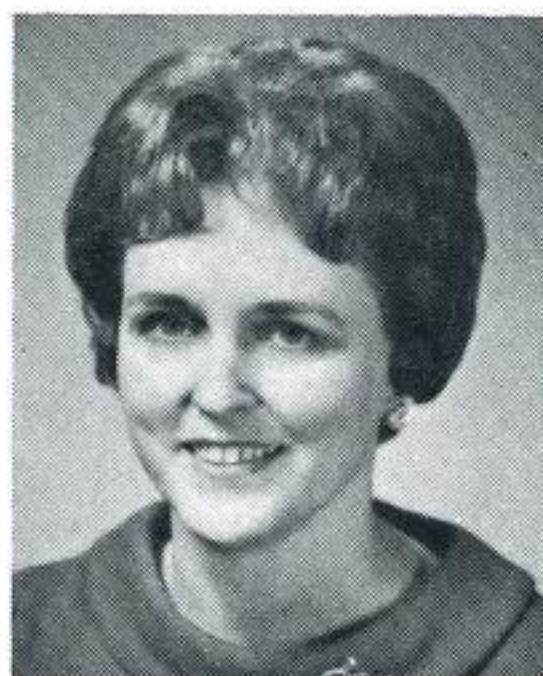
penses of volunteer workers such as Mr. White and Mr. Ewing, who will devote full time to the Beaumont operation, will be defrayed by their companies.

Mr. Richard, in his role as metro chairman, will be responsible for providing leadership, guidance and stimulating the community to accomplish the NAB goals. Mr. White will oversee and coordinate the entire Beaumont NAB program.

Mr. Ewing will be in charge of obtaining job pledges from area firms and industries, while Mrs. Voight will arrange the necessary support for the job applicant.

## Carolyn Theobald Promoted To Librarian in Beaumont

Carolyn E. Theobald, formerly departmental clerk, has been transferred to Administrative Services-Records Management and promoted to librarian in Beaumont.



Carolyn E. Theobald 1957 as a departmental clerk in System Engineering. The following year she was transfer-

red to System Engineering Design as a departmental clerk. She served in that post until her recent promotion.

A native of Beaumont, she is a graduate of French High School. She also attended Lamar Tech for one year.

Mrs. Theobald is married to David Theobald. The couple has one son, David Jr., who is majoring in accounting at Lamar Tech.

Mrs. Theobald is a member of Beta Sigma Phi, a service and social group, and attends North End Baptist Church.



# Miss Mary Lilyerstrom Honored For Long-Time Civic Activities

Friends, fellow workers and admirers of Mary O. Lilyerstrom, retired secretary to former Vice President and Treasurer H. V. Faber, turned out on her 80th birthday to honor the tireless civic worker.

Beaumont Mayor James McNicholas declared March 29 "Mary O. Lilyerstrom Day" in Beaumont, and a reception and dinner were held at the Royal Coach Inn.

The affair was a fitting tribute to "Miss Mary" who has worked actively for civic and charitable organizations throughout her adult life.

Miss Mary, a native of Mjolby, Sweden, was one of the 212 women who met in St. Louis in 1919 to organize the National Federation of Business and Professional Women's Clubs. The organization has since grown to include 178,000 members in more than 3,700 clubs throughout the 50 states, District of Columbia, Puerto Rico and Virgin Islands.

Among the many groups which Miss Mary has served as a member and

officer are the YMCA, Camp Fire Girls, Beaumont Music Commission, Beaumont and Texas B&PW Clubs, United Appeals, Chamber of Commerce and Jefferson County Welfare Agency.

She is a past recipient of the Gulick Award, highest honor bestowed on a Camp Fire volunteer worker, and the Beaumont Music Commission presented a plaque to her for 38 years of dedicated service. In addition, the Texas B&PW group has honored her by naming one of two state-wide projects the "Mary O. Lilyerstrom Foreign Scholarship Fund."

Miss Mary, now living in Liberty, Tex., began her utility career with Stone & Webster in Keokuk, Iowa, in 1911. She moved to our Company, then affiliated with Stone & Webster, in 1925. She retired in September, 1955.

She originally settled in Knoxville, Ill., after arriving in the United States from Sweden. She is a graduate of Brown's Business College in Galesburg, Ill.



Mary Lilyerstrom

## T. E. Parsley Gets New Post

Thomas E. Parsley, an employee of our Company since 1961, has been



promoted to administrative assistant, Information & Data Services Department, in Beaumont.

Mr. Parsley formerly had been a relayman. He joined our Company as an engineering helper in System Engineering, Relay.

In 1964, he was named relayman in System Engineering and advanced through several classifications in that post. He was transferred to Beaumont T&D in 1966, and in 1968 he moved over to Information & Data Services.

A native of Daisetta, Tex., he was graduated from Hull-Daisetta High School in 1956. He recently completed a computer course with the Academy of Computer Technology in Beaumont.

Mr. Parsley is a four-year veteran of the Navy, having served during the years 1957 to 1961.

Married to the former Sarah Simpkins of Liberty, Tex., the Parsleys have two children. They are Thomas Earl II, 3, and David Delane, 1.

The family attends the North End Baptist Church in Beaumont.

## Eleanor Ard Retires After 27 Years in Beaumont Post

Eleanor N. Ard, an employee in the Beaumont Division since 1942, retires on May 1.



Eleanor N. Ard

Mrs. Ard began her career with our Company as a customer contact representative. She served in that post until 1949 when she became a

meter reader.

She has been a departmental clerk in Records Management since 1966.

A native of Geneseo, N.D., she came to Texas at an early age when her parents swapped the frigid North Dakota winters for the warmth of the Rio Grande Valley. Mrs. Ard said her parents had homesteaded land in North Dakota which previously had

been Indian territory.

Mrs. Ard attended schools in Kingsville and Keene, Tex., then moved to Sherman, Tex., before coming to work for our Company in Beaumont.

An active church worker, she is the clerk for the 7th Day Adventist Church in Beaumont.

Following retirement, Mrs. Ard said she and her husband, Andy M. Ard, plan a leisurely travel tour of the United States. Much of her time, however, will be spent with her two stepdaughters, Mrs. Jack Murray of Orange and Mrs. Frank Brazier of Kerrville, Tex.

"I have six grandchildren and two great-grandchildren," she added, "and I'm going to spend plenty of time with them."





**TEENCO**, a Company-sponsored Junior Achievement firm in Baton Rouge, was recently named the winner of the "Company of the Month" contest by the Junior Achievement of Greater Baton Rouge, Inc. Here, Claims Supervisor T. O. McKnight presents Debbie Hodges, president of TEENCO, with the award. GSU advisors are W. B. Reynolds, M. S. Durham and T. C. Thigpen Jr.

## C. M. Heichelheim Named Foreman

Charles M. Heichelheim III, formerly serviceman first class in Jennings



T&D, has been transferred to the line department and promoted to utility foreman.

Mr. Heichelheim joined our Company in 1946 as a helper

C. M. Heichelheim III in Jennings T&D. He moved up to apprentice in 1947 and became a lineman in 1948.

After serving as a lineman for one year, he was named a serviceman. He progressed through various classifications as both a lineman and serviceman until being named serviceman first class in 1966.

A native of Jennings, he is a graduate of Jennings High School and attended the Jeff Davis Parish Trade School. He is a four-year veteran of the Navy and served during World War II.

Married to the former Ethel Pugh of Daisetta, Tex., the couple has four children. They are Charles Brent, 18; Colette, 16; Jay, 13, and Craig, 7.

The Heichelheims attend Our Lady Help of Christians Catholic Church in Jennings.

## Victor Tompkins Takes New Engineering Post

Victor H. Tompkins, supervisor of systems simulation in Engineering Planning since 1967, has been promoted to director - Power Systems Operation, System Engineering.



Mr. Tompkins joined our Company as an engineer in Beaumont in 1958. He was assigned as an engineer in Port Arthur T&D later that year.

He was transferred to Beaumont in 1963 as an engineer in the Relay and Communications Section, System Engineering. In 1965, he was promoted to supervisor of the Communications-Operations Section, and two years later he advanced to supervisor of systems simulation.

A native of Many, La., Mr. Tompkins received his high school diploma from Leesville, La., High School. He earned his bachelor's degree in electrical engineering from Louisiana State

University in 1958.

Mr. Tompkins is a veteran of the Navy, having served during the years 1951-1955.

He is a registered professional engineer. He attends Calder Baptist Church in Beaumont.

## R. C. Perdue Is Promoted To Chief System Operator

R. C. Perdue, formerly assistant chief system operator, has been promoted to chief system operator, effective April 16.

Mr. Perdue replaces J. F. DeLage who retired on April 1.

Mr. Perdue joined our Company in 1925 as an oiler in the Port Arthur Division. He held various positions in the generating plant there and was moved to Beaumont in 1933 as a tur-



R. C. Perdue

bine operator at Neches Station.

He advanced to head fireman in 1941, and in 1947 he was promoted to system operator.

Mr. Perdue is a native of Glade-water, Tex., and was graduated from Port Arthur High School. He also has completed courses on electricity while employed by the Company.

Married to the former Verma Duhon of Sour Lake, Tex., the Perdues have two married daughters. They are Mrs. Joyce Leftwich of Beaumont and Mrs. Carol Dupree of Fishkill, N. Y. Mrs. Dupree's husband, Raymond, is a former employee of our Company.



# P. J. Guelfi To Retire May 1, After 42 Years

Peter J. Guelfi, supervisor of Estimating and Budgeting-System Engineering Planning, ends 41 years of employment with our Company when he retires May 1.

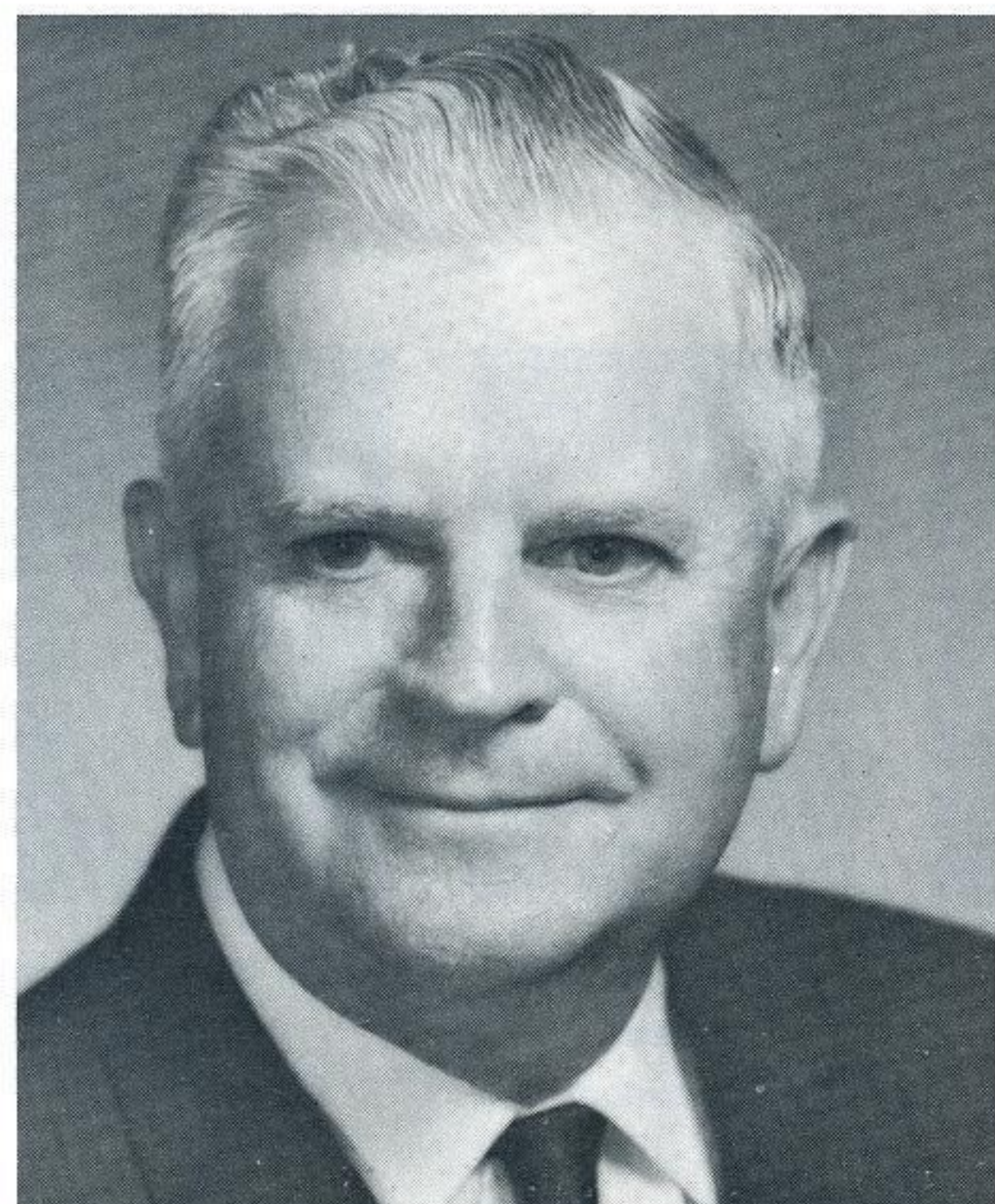
A native of Galveston, Tex., he joined the Company in 1926 as a meter tester in Beaumont shortly after receiving his electrical engineering degree from Texas A&M. He moved up to student engineer a year later.

Mr. Guelfi was named assistant to the district superintendent at Beaumont in 1929 and became a power sales student in 1930. He was transferred to Navasota and advanced to assistant superintendent of sales in 1935. The following year he was promoted to superintendent of sales.

In 1936, Mr. Guelfi was named industrial sales manager for the Baton Rouge Division, and in 1943 he became superintendent of industrial sales.

Mr. Guelfi returned to Beaumont as assistant rate supervisor in 1947, and in 1948 he was named office engineer. He was advanced to staff engineer in 1958, and in 1965 he moved up to his present post.

Married to the former Sadie Ray Scherer of Anahuac, Tex., the Guelfis have two children. They are Mrs. Don R. Miller of Shreveport, La., and Mrs. Al E. Callenius of Beaumont.



**Dennie K. Clubb**



**Peter J. Guelfi**

Mr. Guelfi has held memberships in the Beaumont Chamber of Commerce, the Young Men's Business League and the Beaumont A&M Club.

He is a member of St. Anne's Catholic Church.

## Dennie Clubb To Close Out 48-Year Utility Career May 1

Dennie K. Clubb closes out an electric utility career covering 48 years when he retires as assistant treasurer of our Company on May 1.

Mr. Clubb began his career with the Eastern Texas Electric Company in 1921. The firm was a forerunner to our Company.

He advanced through various accounting positions with Eastern Electric until dissolution of the company in 1937.

Mr. Clubb was assigned to the Treasury Department of our Company and served as statistician, administrative assistant and tax and budget accountant before being named assistant treasurer in 1964.

A native of Beaumont, Mr. Clubb attended South Park and Beaumont High schools.

## Dixon Promoted To Foreman

Orin M. Dixon, formerly substation mechanic first class in Beaumont T&D, has been promoted to utility foreman in T&D substation. The promotion was effective April 1.



Mr. Dixon is a 21-year employee of our Company, having started in 1948 as a helper in Beaumont T&D. He moved up to apprentice in 1951, and in 1952 he was named a substation mechanic.

He advanced through various classifications as a substation mechanic until being named to his recent post.

Married to the former Bertha Candal of Ponce, Puerto Rico, the Dixons have four children. They are Mrs. Betty LeBlanc of Beaumont; Harvey Tipton of Houston; Charlotte, 12, a student at MacArthur Junior High School, and Mark, 10, attending Fehl Elementary School.

He is active in civic work of the area, having served on the board of directors of the Beaumont Chapter of the American Red Cross. He also is a member of the Beaumont Chamber of Commerce, the Administrative Management Society and the Pinewood Country Club.

He is a former member of the Business and Professional Men's Club and the Young Men's Business League.

Married to the former Mabel Vaughan of Port Arthur, the Clubbs have one daughter. She is Mrs. C. H. Monkhouse of Beaumont.

Mr. Clubb has no special plans following retirement except to relax and catch up on his fishing and hunting. Later on, he said, he may do some traveling.

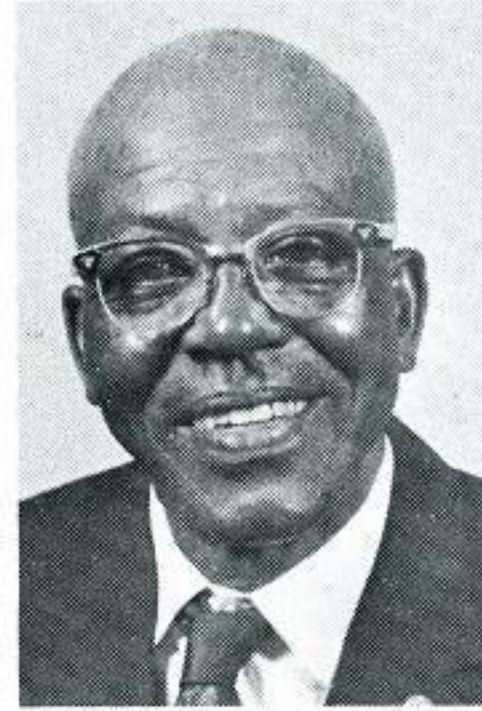


# SERVICE AWARDS

## THIRTY YEARS



**George E. Anderson**  
Production  
Baton Rouge



**Nelson B. Key**  
Distribution  
Calvert



**A. M. Melancon**  
Engineering  
Beaumont

## TWENTY YEARS



**Velma G. Anderson**  
Treasury  
Lake Charles



**L. J. Biessenberger**  
Distribution  
Jennings



**J. S. Gray**  
Production  
Baton Rouge



**J. G. Koenig**  
Distribution  
Port Arthur



**Edward Kopp**  
Production  
Baton Rouge



**Alonzo D. Sandifer**  
Production  
Baton Rouge



**D. W. Smith**  
Distribution  
Port Arthur

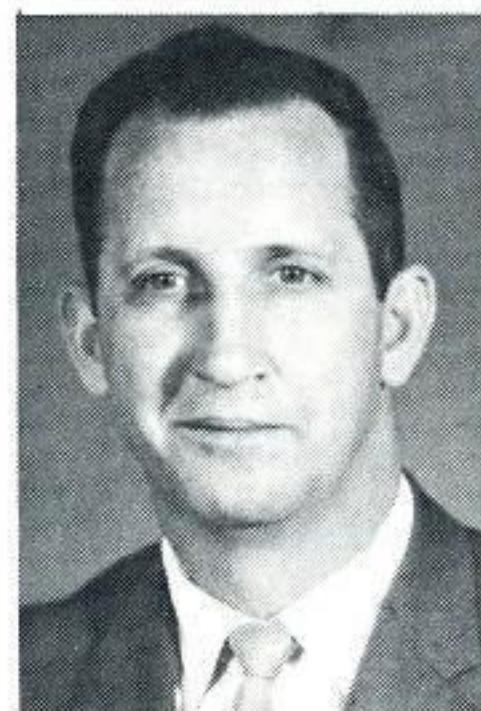
## TEN YEARS



**Paul Bernard**  
Production  
Baton Rouge



**Edwin Bush**  
Distribution  
Port Arthur



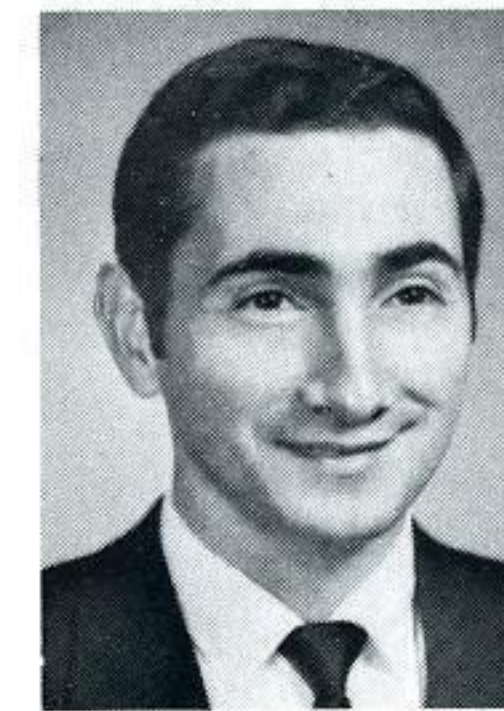
**Malcolm J. Courtney**  
Sales  
Baton Rouge



**James N. DuBose**  
Engineering  
Beaumont



**Kenneth McKnight**  
Distribution  
Baton Rouge



**Alex N. Moses**  
Engineering  
Beaumont



**Samuel E. Stephenson**  
Treasury  
Baton Rouge



# Services for L. R. Eddins Are Held in Lake Charles

L. Ralph Eddins, retired superintendent of Riverside Station in Lake Charles, died March 19 in a Lake Charles hospital. Funeral services were held March 21 in the Hixson Funeral Home at Sulphur, La.



Mr. Eddins began his electrical utility career in 1917 with the Northern Texas Traction Company in Fort Worth, Tex. He later was an oiler and foreman at the firm's power station in Handley, Tex.

He joined our Company in 1926 as a fireman at Neches Station in Beaumont. He served as station engineer, office engineer, chief engineer in Beaumont and Navasota, and maintenance engineer before being named superin-

tendent at Riverside Station in 1952.

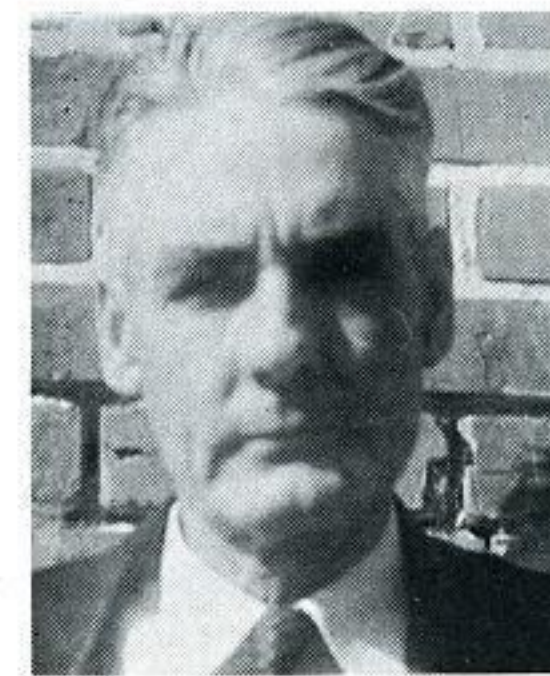
Mr. Eddins remained active in civic work after his retirement in 1962. He became manager of the West Calcasieu Association of Commerce and served in that post until illness forced him to resign in January of this year.

He was a native of Harrison, Ark., and had lived in West Calcasieu, La., for 16 years. He had been very active in civic and Methodist Church work.

Surviving are his wife; one son, Lee Eddins of Orange, Tex.; one daughter, Mrs. Arthur E. Smith Jr. of Houston; two brothers, Clyde Eddins of Van, Tex., and Hugh Eddins of California; three sisters, Mrs. Guy Boudreaux of Tulsa, Okla., Mrs. Dick Finnigan and Mrs. Mike Stalker, both of Houston; six grandchildren and four great-grandchildren.

## Death Claims E. W. Ward

E. W. Ward, retired operating supervisor for the Lake Charles Division,



E. W. Ward

died March 30 in a Lake Charles hospital. Funeral services were held March 31 in the Hixson Funeral Home chapel.

Burial was in the Gatesville, Tex., Cemetery.

Mr. Ward retired in 1963 after serving our Company nearly 45 years.

He started out at Navasota in 1918. Two years later he was transferred to the Port Arthur Line Department and worked there in various positions until becoming assistant line foreman in 1926.

He was promoted to line foreman later that year and served in that post at Port Arthur, Dayton and Navasota. He moved to Lake Charles as distribution supervisor in 1943, and was named operating supervisor in 1956.

A native of Gatesville, he had been a member of the Lake Charles Association of Commerce and the Boulevard Church of Christ.

Surviving are his wife, Mrs. Ruth Taliaferro Ward; two brothers, Jack Ward of Houston and Bill Ward of Vidor, Tex.; six sisters, Mrs. Emory Foster of Cisco, Tex., Mrs. D. F. Beasley of Killeen, Tex., Mrs. W. A. Prewitt Sr., Mrs. A. P. Brashear Sr. and Mrs. Wallace Smith, all of Temple, Tex., and Mrs. R. Y. Mosley of Haskell, Tex.

## Gulf Staters In The News

**Frank Robinson**, Huntsville District superintendent, has been elected president of the Huntsville Rotary Club.

**James S. Turner**, system director of public relations and advertising, Beaumont, has been named to the Beaumont YMCA board of directors.

# Funeral Services Are Held For Octavus King Beard

Funeral services for retired employee Octavus King Beard, 71, were held March 31 in the Kelley-Hixson Funeral Home at Beaumont. Burial was in Forest Lawn Memorial Park.



Mr. Beard, who retired in 1962 as chief system operator, died March 29 in St. Elizabeth Hospital at Beaumont.

He was first employed by Eastern Texas Electric Company at Port Arthur in 1926. After one month, he was transferred to Beaumont.

In June, 1927, Mr. Beard was promoted to chief load dispatcher, and he was named chief system operator in 1942.

A native of Edge, Tex., Mr. Beard was a 1919 graduate of Texas A&M. He had lived in Beaumont for 43 years and was a member of the First United Methodist Church. He was a Mason.

Surviving are his wife, Mrs. Frances Ann Beard; one daughter, Mrs. W. W. McNease of Beaumont; one brother, Travis E. Beard of Beaumont; three sisters, Mrs. Dan S. Hall and Mrs. E. K. Payte, both of Bryan, and Mrs. Grover C. White Jr. of Washington, D.C., and three grandchildren.

★ ★ ★

U. S. Savings Bonds and Freedom Shares account for approximately 23 per cent of the privately held portion of the Federal Government's debt. They are described by Treasury officials as the keystone of the national debt structure.





**Walter Benjamin**, commercial sales representative, assists in straightening out wires, clips, batteries and bulbs used in the second session of Merit Badge Clinic in Baton Rouge.

## 100 Boy Scouts Attend B. R. Clinic on Electricity

More than 100 Boy Scouts attended a recent Electricity Merit Badge Clinic which was conducted by Baton Rouge Sales Department personnel.

The two-session, four-hour course was headed by D. H. Latimer, former industrial sales engineer since retired, and Aubrey Glover, commercial sales representative. The course was held at the North Boulevard office of our Company.

The first session was devoted to reviewing the merit badge requirements, including how to read an electric meter and compute a residence bill. Other points covered in the initial meeting were understanding electrical terms, how to splice and tape insulated wire and practicing electrical safety.

Assisting Mr. Glover and Mr. Latimer during the first session was Kenneth Hymel, engineer in Baton Rouge T&D.

The second meeting of the group consisted of checking individual projects which each boy was required to complete. Projects included a miniature traffic signal, simple rheostats, door bells and electromagnets.

Personnel who helped the hosts in the project inspections were Tom Young, industrial sales engineer, and Walter Benjamin, commercial sales representative.

Plans for a second clinic later this year are already under way.

### Thrift Plan

Purchases of GSU stock made by the Trustee during March, 1969, covering employee deductions and Company contributions through February, 1969, were as follows:

3,048 shares of Common stock at a total cost of \$75,597.53 or an average cost per share of \$24.803.

81 shares of \$4.40 Preferred stock at a cost of \$5,604.94 or an average cost per share of \$69.197.

The Trustee also deposited \$33,786.69 with the Savings Department of the First Security National Bank.



**Margo Leininger**

### Copywriter Joins Staff

Margo Leininger is the latest addition to the Advertising Department in Beaumont, having joined our Company this month as an advertising copywriter.

She will be primarily concerned with the preparation of residential and commercial advertising copy for use in our service area.

A native of Long Beach, Calif., she received her bachelor of arts degree from College of the Holy Names in Oakland, Calif.

While in college, Mrs. Leininger was a member of Alpha Theta Epsilon, English honor society. She also was recording secretary for the student government association.

She is married to John W. Leininger.

★ ★ ★

U. S. Savings Bonds and Freedom Shares are "indestructible." Every bond and share is registered in the name of the owner, microfilm copies of that registration are kept on file, and any bond or share lost, stolen, mutilated, or destroyed will be replaced by the Treasury.



# Residential Salesmen of the Month

The top residential salesmen of each month for the first quarter of this year have been chosen by divisions. They were selected for their outstanding achievements during this period, based on the amount of revenue achieved. Starting this month, Plain Talks will run these pictures as a continuing feature. In the event of a tie, such as occurred during this initial contest, pictures of both men will be used.

## January



**Gene Koci**  
Beaumont Division



**J. O. McCune**  
Beaumont Division



**Pete Allbritton**  
Western Division



**Jim Peninger**  
Port Arthur Division

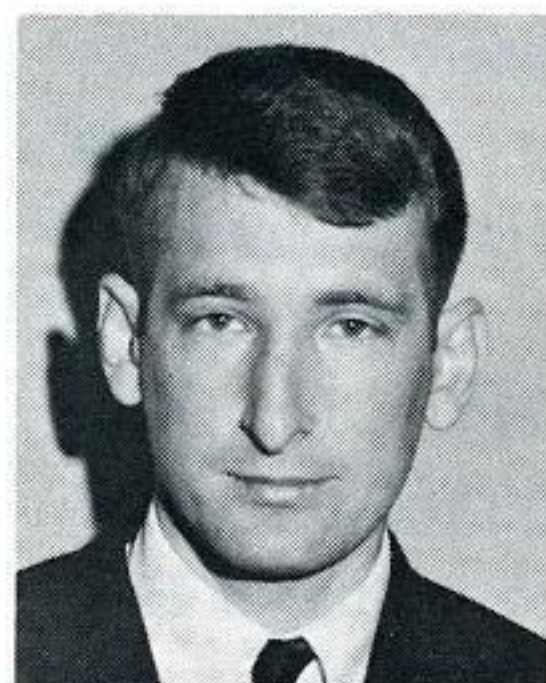


**Bill Hays Jr.**  
Baton Rouge Division

## February



**Bill Burke**  
Western Division



**James Glascock**  
Baton Rouge Division



**Walter Cooley**  
Beaumont Division



**W. M. Ingwersen**  
Port Arthur Division

## March



**Tommy Allen**  
Baton Rouge Division



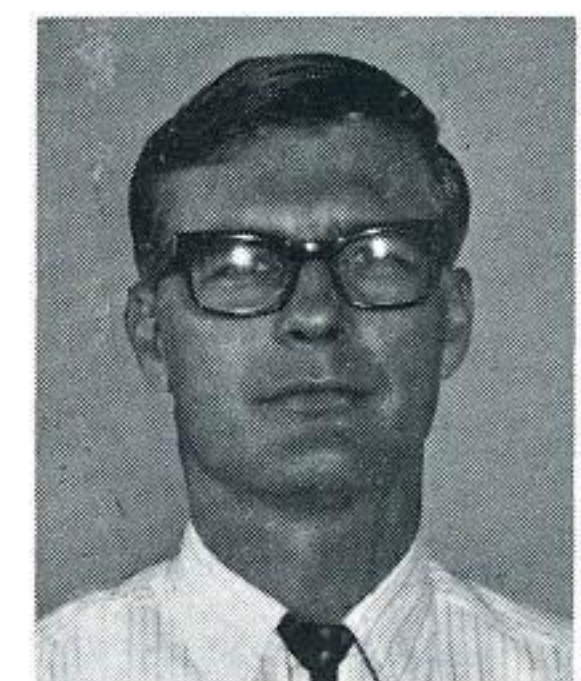
**Gene Tillery**  
Beaumont Division



**George Myers**  
Port Arthur Division



**W. M. Ingwersen**  
Port Arthur Division



**Ernest Dawson**  
Western Division



# Gerac and Cunningham Move Up in Accounting

Two personnel changes in the Accounting Department, Beaumont, became effective April 1.

Lyle P. Gerac, formerly supervisor-Accounts Payable, was transferred to Plant Accounting and promoted to

supervisor-Plant Accounting.

Ronald D. Cunningham, who had been internal auditor, Internal Audits, was transferred to Accounting Operations and advanced to supervisor-Accounts Payable.

Mr. Gerac joined our Company in 1964 as an accountant junior in General Accounting. He was transferred to the Financial and Regulatory Reports Section and promoted to administrative assistant later that year.



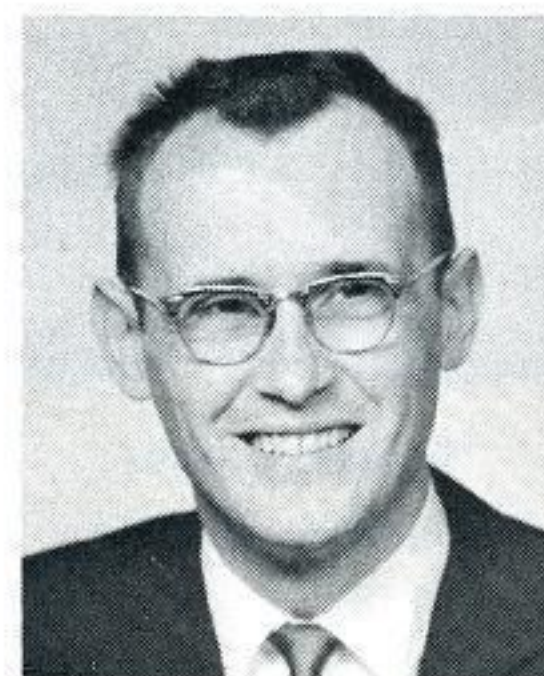
**Lyle P. Gerac**

He was moved up to supervisor of Accounts Payable in 1968.

A native of Lafayette, La., he holds a BS degree in business management from the University of Southwestern Louisiana.

His wife is the former Marie Louise Braud of Gonzales, La., and the couple has three children. They are Phillip, Patrick and Stephanie. The family attends St. Anne's Catholic Church.

Mr. Cunningham was employed by our Company in 1963 as an accountant junior in Plant Accounting. He was transferred to General Accounting in 1965 and advanced to accountant.



**R. D. Cunningham** Internal Auditing Department and named internal auditor.

Mr. Cunningham, a native of Stillwater, Okla., was reared in Denham Springs, La., and received his high school diploma from Marshall, Tex., High School. He holds a bachelor's degree in business administration from Louisiana Tech.

Married to the former Nancy Rinando of Beaumont, the couple has two children, Darrell and Vicki. The family attends St. Anne's Catholic Church.

## Henry Named Section Head

Carroll C. Henry, an employee of our Company since 1955, has been transferred to Building Design and promoted to section head.



**Carroll C. Henry**

Mr. Henry, formerly section head in System Engineering Design, joined the Company as an engineering helper in Building Design at Beaumont. He was promoted to engineering assistant in 1956.

After serving four years as an engineering assistant, he moved up to senior engineering assistant in 1960. He was promoted to section head in Engineering Design in 1967.

A native of Caldwell, Tex., he is a graduate of Caldwell High School. He attended Baylor University for a year, then transferred to Lamar Tech. He will receive his bachelor of business administration degree from Lamar Tech in May.

Active in civic work, Mr. Henry has taken part in YMCA membership drives in Beaumont and has worked in United Appeals campaigns. He is a former manager of the Sherman Lumber Company softball team.

Mr. Henry is married to the former Dorothy Davis of Nederland. He has two children, Caryl, 16, and Bradd, 12.

He attends Calder Baptist Church in Beaumont.



**Actress Lynn Redgrave** relaxes between takes with another member of her film company. The scene was being filmed near our Company's North Boulevard office.

## Action ! Roll 'Em

Is Baton Rouge suddenly becoming "Hollywood East?"

This is the feeling our Company's personnel are expressing to Plain Talks. During the first part of April a movie company spent a day shooting scenes for the film, "Blood Kin," starring James Coburn and Lynn Redgrave, about three blocks from the North Boulevard office.

Many employees watched the action while on their lunch hour.

Approximately two months earlier, another film company announced the shooting of a picture north of Clinton, La., which will feature John Wayne and Rock Hudson.

With all the "extras" needed for these films, it wouldn't surprise us to find employees of our Company appearing in theaters across the country.

★ ★ ★

Savings Bonds and Freedom Shares cannot be used as collateral because only the registered owner can redeem them — another safety feature of bonds and shares.



# LETTERS

*From employees, customers and friends of GSU*

## BEAUMONT

Dear Mr. Bishop:

I have just realized that I never have thanked you for the graciousness of Gulf States in furnishing us a pancake grill for Shrove Tuesday.

We had a great time. Your helpfulness is deeply appreciated by all of us here.

Faithfully yours,

Ralph H. Shuffler II

Priest-in-charge

St. Matthew's Episcopal Church

Dear Mr. Braswell:

The YMCA had its most successful membership campaign in history. One of your employees, Mr. Tracy Webb, worked many tireless hours in our behalf and was given special recognition by our organization.

Since the Gulf States Utilities Company is community oriented and encourages your employees to work in civic affairs, we are certain you will be interested in knowing of his success.

If you could again acknowledge his contribution to our YMCA, we would be most grateful.

Sincerely,

Jack L. Freeman, President  
Beaumont YMCA

Mike P. Cokinos, Chairman  
Membership Campaign

## CLEVELAND

Dear Mr. Brinkley:

On behalf of the residents of Woodbranch Village, I would like to take this opportunity to thank you for the Sunbeam Electric Knife which was given to first place winner in our Annual Outdoor Christmas Decoration Contest for 1968.

The winners were Mr. and Mrs. Roy Keel of 208 Linwood, Woodbranch Village. They were very excited about receiving such an excellent gift along with their first place trophy.

Yours truly,

Mrs. Barbara Lock

Secretary

Woodbranch Civic Club  
New Caney, Texas

## CONROE

Dear Mr. Norvell:

On behalf of all 4-H and FFA members in Montgomery County, may we express our sincere appreciation for your support of the auction sale at the 1969 Montgomery County Junior Livestock Show.

Your investment in Montgomery County youth will long be remembered.

Sincerely,

Morris E. Straughan

County Agricultural Agent  
Montgomery County

Billy Archer, Assistant

County Agricultural Agent  
Montgomery County

Dear Mr. Richard:

We would like to take this opportunity to say "thank you", to you and your company, for allowing Mr. Maris to come to Trinity, and bring Resusi-Annie and speak to our First Aid Class recently.

This was a great help to our instructor and to the men in the class. Mr. Maris did a fine job, and we certainly appreciate his taking time to help us.

Again, thank you. If we may ever be of service to you, please call on us.

Yours truly,

Marvin Britton, Director  
Trinity County

Emergency Corps, Inc.

## ORANGE

Dear Mr. Charlton:

In behalf of the Orange Community Action Association, I want to express appreciation to Gulf States Utilities Company for your contribution of \$180 in support of the Learning Laboratory project of our program.

You may have noticed in the news that the board recently authorized the Learning Laboratory committee to order the necessary teaching materials. Response of industry has been sufficient to assure opening of the Learning Laboratory. We expect to be able to publicize for applicants late this spring, and to be able to report success later in the year.

Thanks again for your generosity.

Sincerely,

John Arnold

Finance Committee Chairman  
Orange Community

Action Association

Dear Mr. House:

We would like to thank you for setting up our field trip. Our Science class really enjoyed it and we feel we have learned a lot from it. We would like for you to tell the men who toured us we really did appreciate it.

Sincerely

Bert Reaves

8th Grade

Science Class

## LAKE CHARLES

Dear Mr. Hodges:

Mr. Dan English of our Beaumont office has informed me of the prompt response of your organization to the emergency at our Church Point Station when electrical service was lost at midnight Wednesday, February 19, 1969. The commendable effort put forth to restore this service by approximately 6:30 p.m. that same day is sincerely appreciated.

This is to express our appreciation to you and all others in your organization who were involved in this incident for your efforts in restoring power to our station in minimum time.

Very truly yours

Colonial Pipeline Company  
A. E. Wooster



# Beaumont, Lake Charles Changes Guthrie, Bondurant, Mack, Smith Move Up

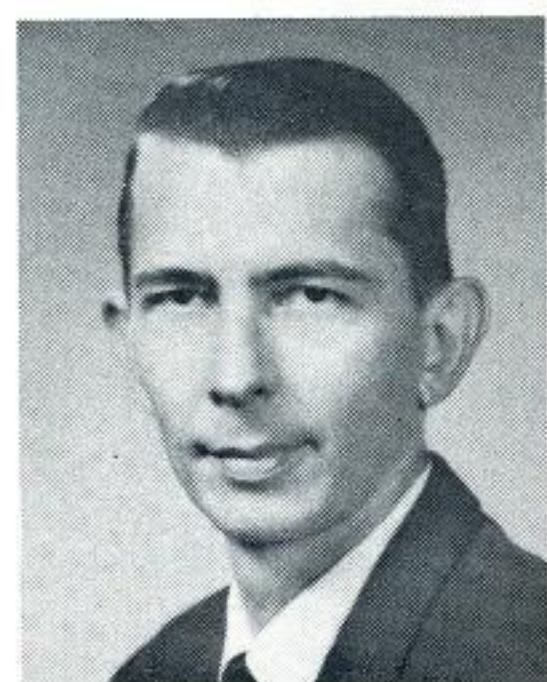
Four personnel changes, effective April 1, have been announced in the Beaumont and Lake Charles Divisions.

Lewis Guthrie, formerly operating superintendent in Lake Charles, was transferred to Beaumont and moved up to director-Engineering Design. He replaced N. C. Spencer who retired April 1.

Filling Mr. Guthrie's post in Lake Charles was Joseph E. Bondurant, formerly operating supervisor. Howard E. Mack, who had been serving as division engineer in Lake Charles Division, was named operating supervisor.

A. Milton Smith, formerly assigned to the Engineering Planning Department in Beaumont, was transferred to Lake Charles and moved up to division engineer.

Mr. Guthrie was originally employed by our Company as a junior engineer at Beaumont in 1950.



He has been project engineer, applications engineer, division engineer in Beaumont and supervisor of the Standards Section.

**Lewis Guthrie** An electrical engineering graduate of the University of Texas, he is a member of the Lake Charles Chamber of Commerce and has been active in Little League and LaGrange High School activities.

Married to the former Jacqueline Carswell of Taylor, Tex., the couple has four children. They are Cynthia, Jacqueline, Lewis III and Cassandra.

Mr. Bondurant joined our Company in 1957. He progressed through various engineering positions and served as division engineer in Beaumont before being named operating supervisor at Lake Charles in 1967.



**Joseph E. Bondurant** Ky., he received his

engineering degree from Georgia Tech in 1957. He has been active in work of the Methodist church.

His wife is the former Sarah Garner of Atlanta, Ga., and he has two children, Alyson and Tammy.

Mr. Mack, a native of Port Arthur, was employed by our Company in 1950 as an engineer.



**Howard E. Mack** has been division engineer in Lake Charles since 1963.

He is married to the former Delpha Fuselier, and the couple has two sons. They are James and Jeffrey.

He is a former chairman of the Beaumont Section of the Institute of

Electrical and Electronics Engineers and is a registered engineer in Texas and Louisiana.

Mr. Smith has been with the Company since 1959. He has been an engineer in the transmission and distribution, construction budget, information services and engineering planning sections of the Company.

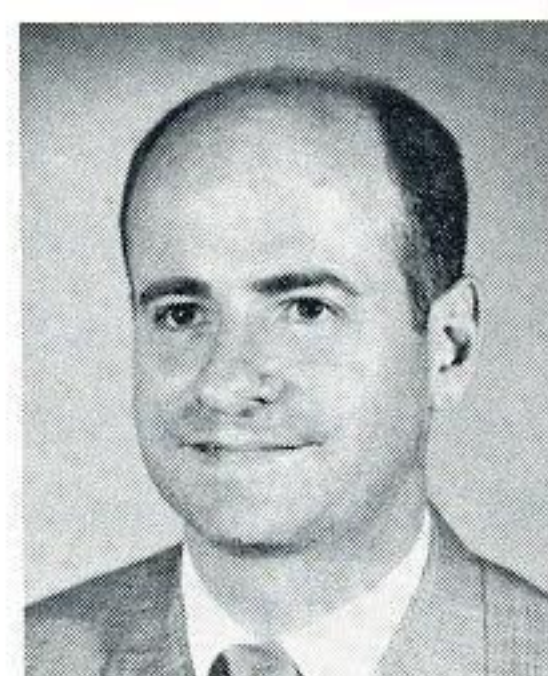


**A. Milton Smith** An electrical engineering graduate of Texas A&M, he is currently working on his master's degree at Lamar Tech. Married to the former Beverly Finke of Bryan, Tex., the couple has four children, James, David, Robin and Donna.

He is a member of the Institute of Electrical and Electronics Engineers and is a registered engineer in Texas and Louisiana.

## Hansen Gets New Job At Louisiana Station

Everett D. Hansen, formerly engineer in Baton Rouge, has been promoted to electrical maintenance supervisor at Louisiana Station. The promotion was effective April 1.



**Everett D. Hansen** has been with our Company since 1966. He started out in Baton Rouge T&D and moved to Louisiana Station as an engineer in April, 1968.

A native of Amory, Miss., he was graduated from Amory High School. He holds a bachelor of science degree in electrical engineering from Mississippi State University.

Mr. Hansen is a member of the Institute of Electrical and Electronics Engineers and is a registered profes-

sional engineer in Louisiana.

He also serves on the Board of Stewards of the First Methodist Church of Baton Rouge.

Married to the former Rebecca Allison of Amory, the Hansens have two children. They are Frederick, 12, and Allison, 9. The children attend Villa del Rey Elementary School.

## Golf Tourney Slated May 30

The annual GSU Golf Tournament will be staged this year at the Du Pont Employees Recreation Association golf course in Orange, Tex.

Date for the event is Friday, May 30. Joe Snider in Orange and Jim Minner in Port Arthur are in charge of this year's contest.





Planning Baton Rouge Golf Tournament are, from left, Bob Davis, R. M. Andrews, Jack Worthy, Joe Guercio, Bill Hayes, R. M. Knobloch and Donald Kraft. The tourney will be held May 30 at Baton Rouge's Howell Park Golf Course.

## 7th Annual Golf Tourney Scheduled in Baton Rouge

The seventh annual Greater GSU Baton Rouge Employee Golf Tournament is scheduled Friday, May 30, at Howell Park Golf Course starting at 9 a.m.

Deadline for registering is Monday, May 19, according to Joe Guercio, general chairman. Entry fee is \$4.

An abundant supply of prizes will be awarded to medalist and individual flight winners. The ever-popular hole-in-one contest will again be challenging the skill of each entrant.

Committeemen for the tournament are Tom Young, starter; R. M. Andrews and Bob Davis, prizes; Donald Kraft, Walter Benjamin, J. R. Braud and Van Hereford, rules and pairings; R. M. Knobloch, finance; and Bill Hayes and Walt Wright, publicity.

Department representatives who will be happy to receive entry fees and registration forms are Donald Kraft, meter, service, engineering and appliance repair; Bill Tholborn, Line Department, Gas-Choctaw; Phil Levert,

Line Department Substation, Gov't. St.; Jim Towers and Wayne Hiter, North Blvd. Office; Ken McCullough, Louisiana Station; and Gary Diamond, Willow Glen.

According to Guercio, "We sincerely would like any Gulf Stater interested, regardless of their score, to join us on Memorial Day. If you've never played in one of our tournaments, I think you'll find it very enjoyable."

## Former EEL President Dies

Charles Wetmore Kellogg, president of the Edison Electric Institute from 1936 to 1946, died in a Maryland hospital this month at the age of 89.

Funeral services were conducted at the Old Wye Church in his home city of Queen Anne, Md.

## Reddi Quips



"Your daughter-in-law thinks your son-in-law should have a raise, Pops."



"The Sales Manager made a big hit at the banquet last night. When called on to make a speech, he declined to do so."



"Just sign on the bottom line, sir, and I'll get out of your hair . . ."





## BEAUMONT



**Mike Fields**, assistant purchasing agent, is still young enough to enjoy an Easter basket. At least, Nelda Steely, purchase order typist, thought so. She fixed up this Easter basket and left it for Mike while he was out of the office for lunch. Here, Mike is enjoying the jelly bean "Easter eggs" as offered by Nelda.

*Darla McMurray*

A small group of Engineering personnel, along with their wives and guests, attended the USL-Lamar Tech basketball game, won by USL 85-74. Among those attending were Lester Saucier, Tom Reeves, Steve Fremin, Tony Martinez and Mike Segree. After the game, Pat Bourne and Charles King served sarsaparilla and snacks.

*Jo Anne Landry*



**Vice President J. M. Stokes** bids farewell to Assistant Treasurer Dennie Clubb at Mr. Clubb's retirement party in the Main Office building. Mr. Clubb ends more than 40 years of service when he retires May 1.



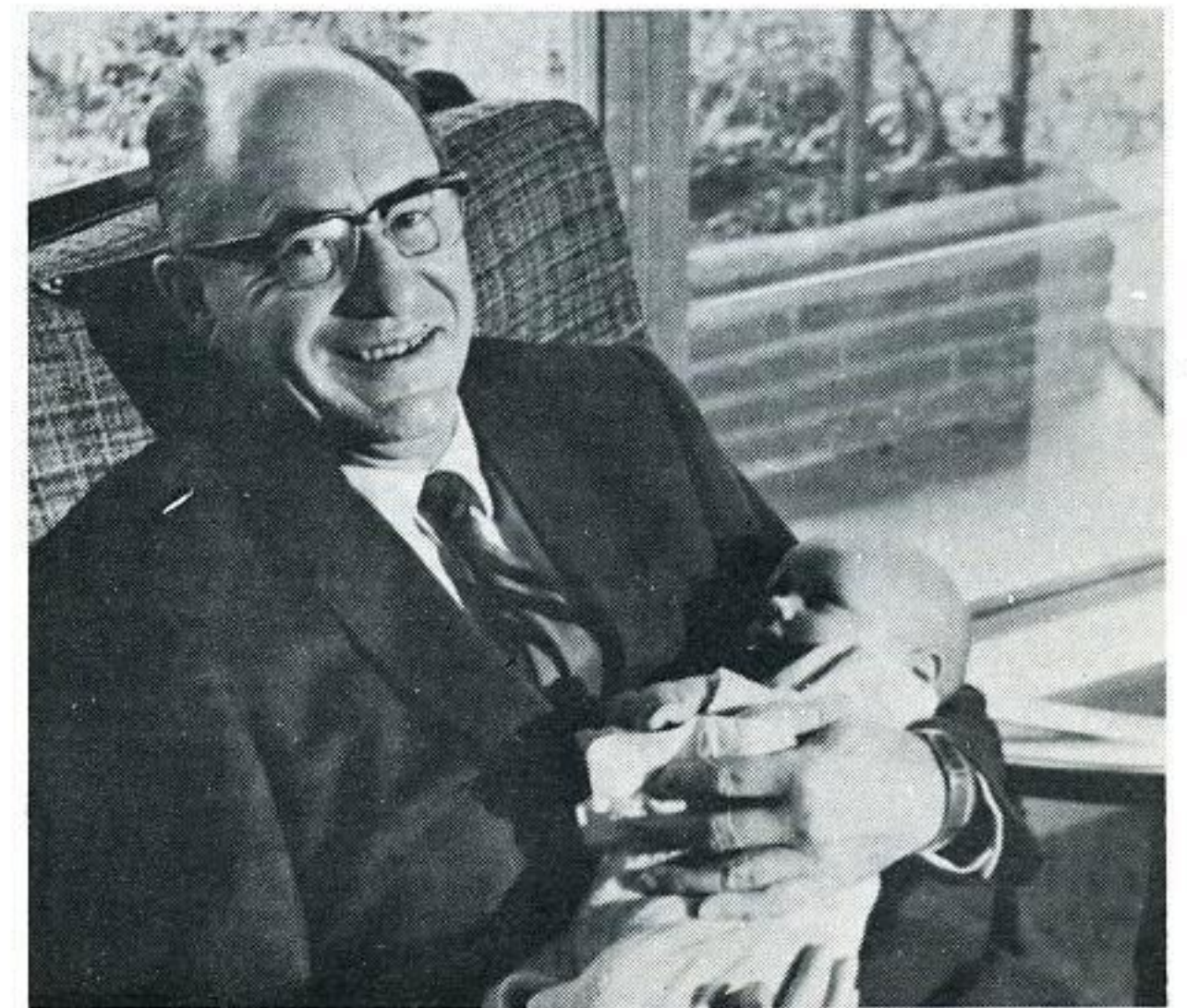
**Peter J. Guelfi** poses beside this poster at his retirement party. The poster was one of many displayed at the party on the 14th floor of the Main Office building. Mr. Guelfi, supervisor of Estimating and Budgeting-System Engineering Planning, retires May 1.



**Mrs. Eleanor N. Ard**, departmental clerk in Records Management, expresses her thanks for the gift presented her at a retirement party in the Test Kitchen. At left is Sam Gallier Jr., supervisor of duplicating-photocopy, who presented the gift, and Mrs. Ard's husband, Andy M. Ard.



**Friends and co-workers** of Leonora Masterson, home service director, gathered in the Test Kitchen to wish her best of luck on her departure for a new post with the American Dairy Association. Mementos of her long association with the Company were presented Mrs. Masterson at the party.

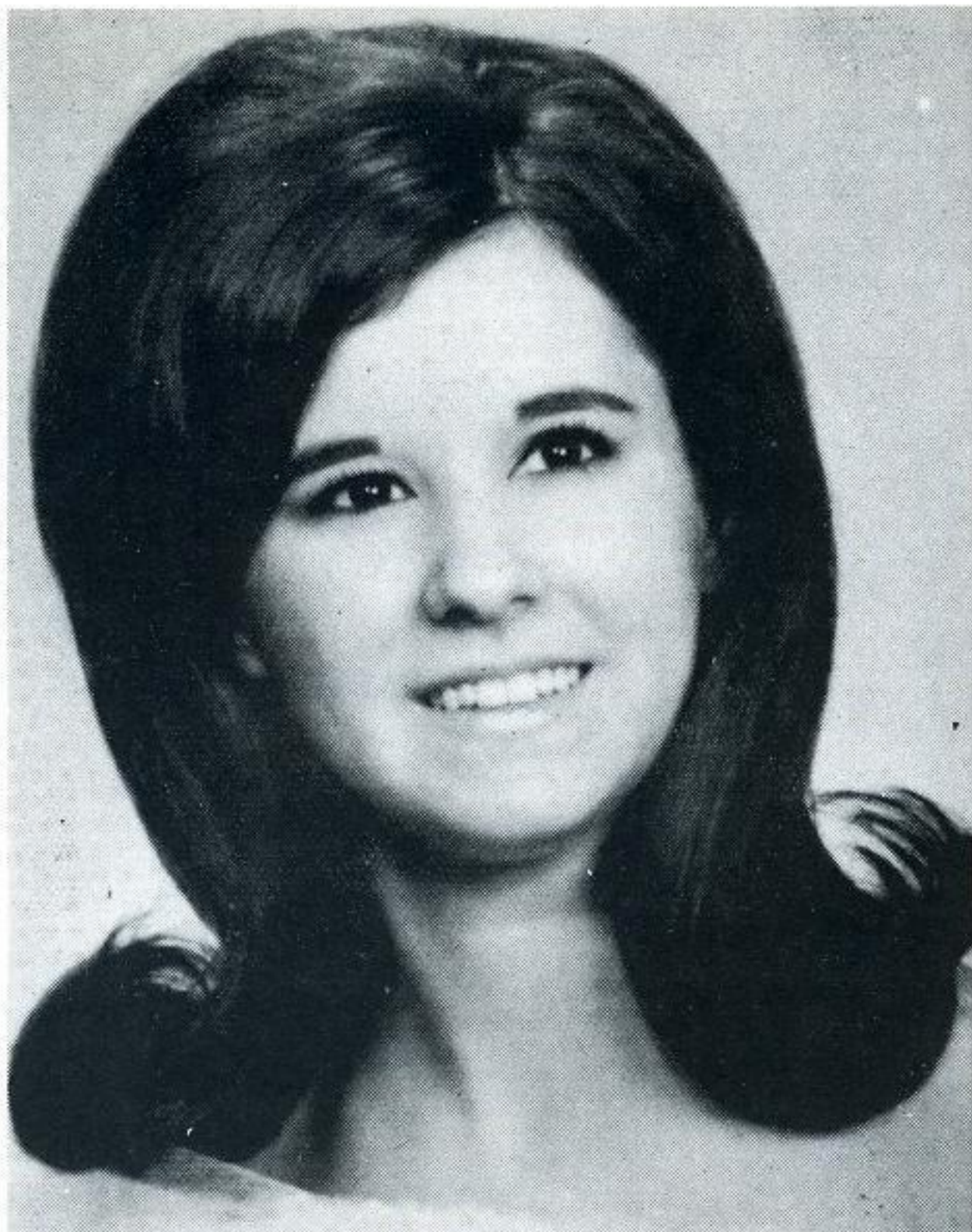


**C. P. (Jack) Shirey** beams as he holds Stewart Harmon Shirey, his first grandchild. Little Stewart, the son of S. J. and Mrs. Marie Shirey of Houston, was born Jan. 7 in North Carolina. The senior Mr. Shirey is training and safety manager for our Company.



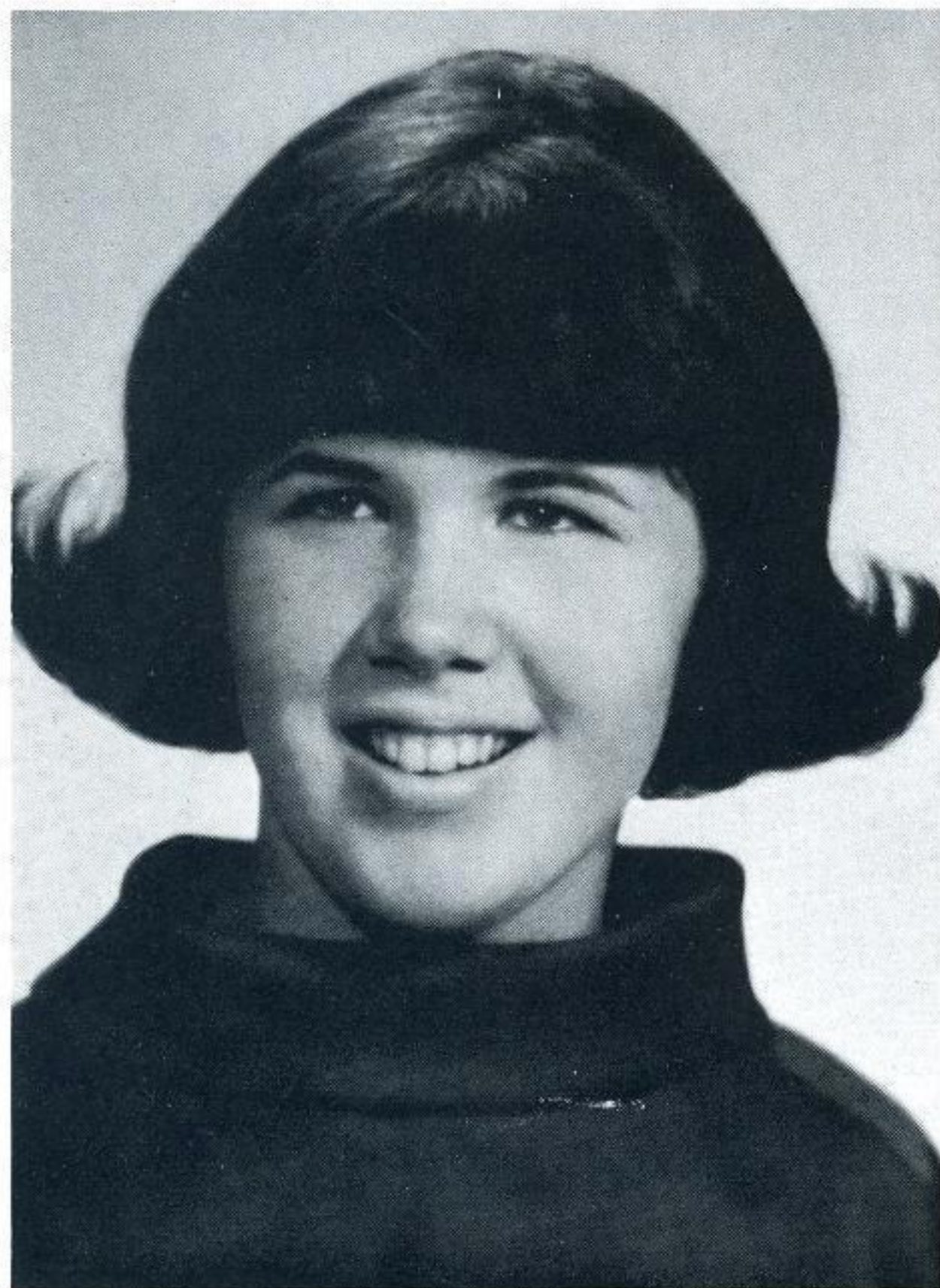
**Wallace V. Sisk Jr.**, public relations representative, holds the plaque he received after being named to appear in the 1969 edition of "Outstanding Young Men of America." He was chosen for his civic contributions to the city of Beaumont.





**Sheila Martin**, 18, daughter of W. B. (Bill) Martin at Neches Station, was chosen as a princess in the 1969 Neches River Festival. Her escort was Joe Beaty, son of Mr. and Mrs. Joe M. Beaty. Miss Martin is a senior at French High School.

Mr. and Mrs. Milton L. Ballard, Neches Station, are the proud parents of a 7-pound, 5½-ounce boy. He was born March 31 at St. Elizabeth Hospital.



**Katherine Bradley**, daughter of Victor H. Bradley Jr., control operations foreman at Neches Station, will graduate cum laude from South Park High school in May. To qualify for this honor, Miss Bradley had to post a grade average of 89.5 or higher for all courses beginning with the ninth grade.

*Betty Neville*

## BATON ROUGE

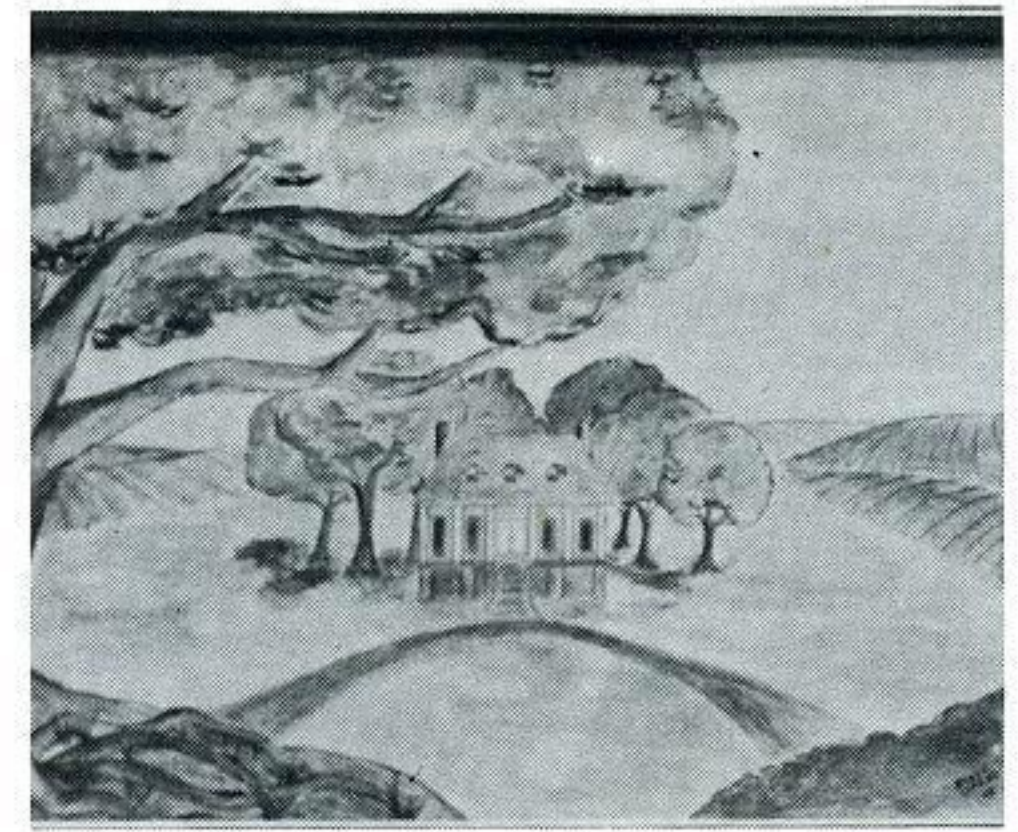


**Bryant Calvert**, son of Mr. and Mrs. C. E. Calvert, was promoted to the rank of Eagle Scout at a Court of Honor held by Boy Scout Troop 178 on Feb. 11. Mr. Calvert is superintendent at Willow Glen Power Station.



**B. R. (Reeves) Garrison**, Baton Rouge Accounting, recently bagged two huge "gobblers" north of Clinton, La. His tip for successful turkey shooting is simply to "stay quiet and keep well hidden."

Residential Sales welcomes Hal Faulk as a new member of the team. Hal and his wife, Betty, have two children. They are Todd, 2, and Stacey, 3 months. Although claiming to be a native of Crowley, La., Hal is practically a native Baton Rougean, having lived here about 20 years.



**Karen Cifreo**, daughter of Mr. and Mrs. J. E. Cifreo, has used her talents with paints and has sent two pictures depicting scenes of the Old South to Willow Glen Station after learning that Dora Landaiche, departmental clerk, was looking for pictures of this type for use near her desk. Karen's father is electrical maintenance foreman at Willow Glen. Dora is particularly appreciative of the pictures because they were done by a station employee's daughter. Karen is an eleventh grader at Redemptorist High School in Baton Rouge.

## LAKE CHARLES

Congratulations to Division Manager Ed Hodges during opening ceremonies of the GSU Bowling Tournament here. A challenge between "Aggie" Ed and Bowlarena's Roy Gillespi had been staged in that if Roy knocked down fewer than seven pins, then the Lake Charles boss would be stuck with buying each of the bowlers making a first frame strike the drink of their choice. Results: A tremendous 1-3 pocket strike that cost Roy 14 drinks. The challenger will get a chance for revenge next year, however, since the group chose Lake Charles for the 1970 tournament site.

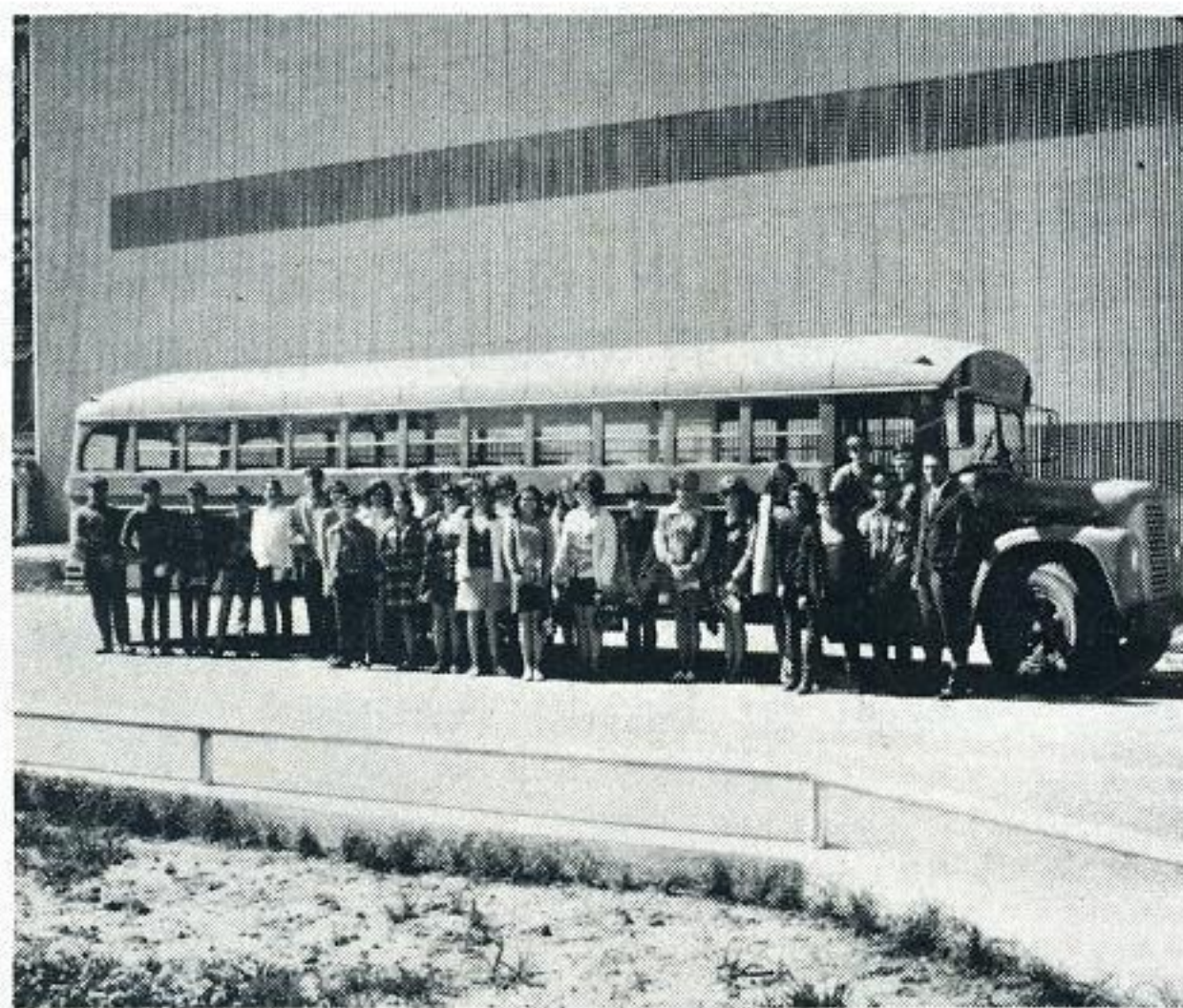
*Cheryl Gilbert*



## SABINE STATION



More than 94 honor students from eight area Orange County high schools, their superintendents and principals toured the station during Texas Public Schools Week. The tour was sponsored by the Greater Orange Area Chamber of Commerce to afford students an opportunity to visit area industries. In the photo, Earl Garner of our Company, right, explains control operations to Bill Godwin, principal of Bridge City High School, Lynn Sasswell of Little Cypress High and Anita Fowler of Orangefield High.

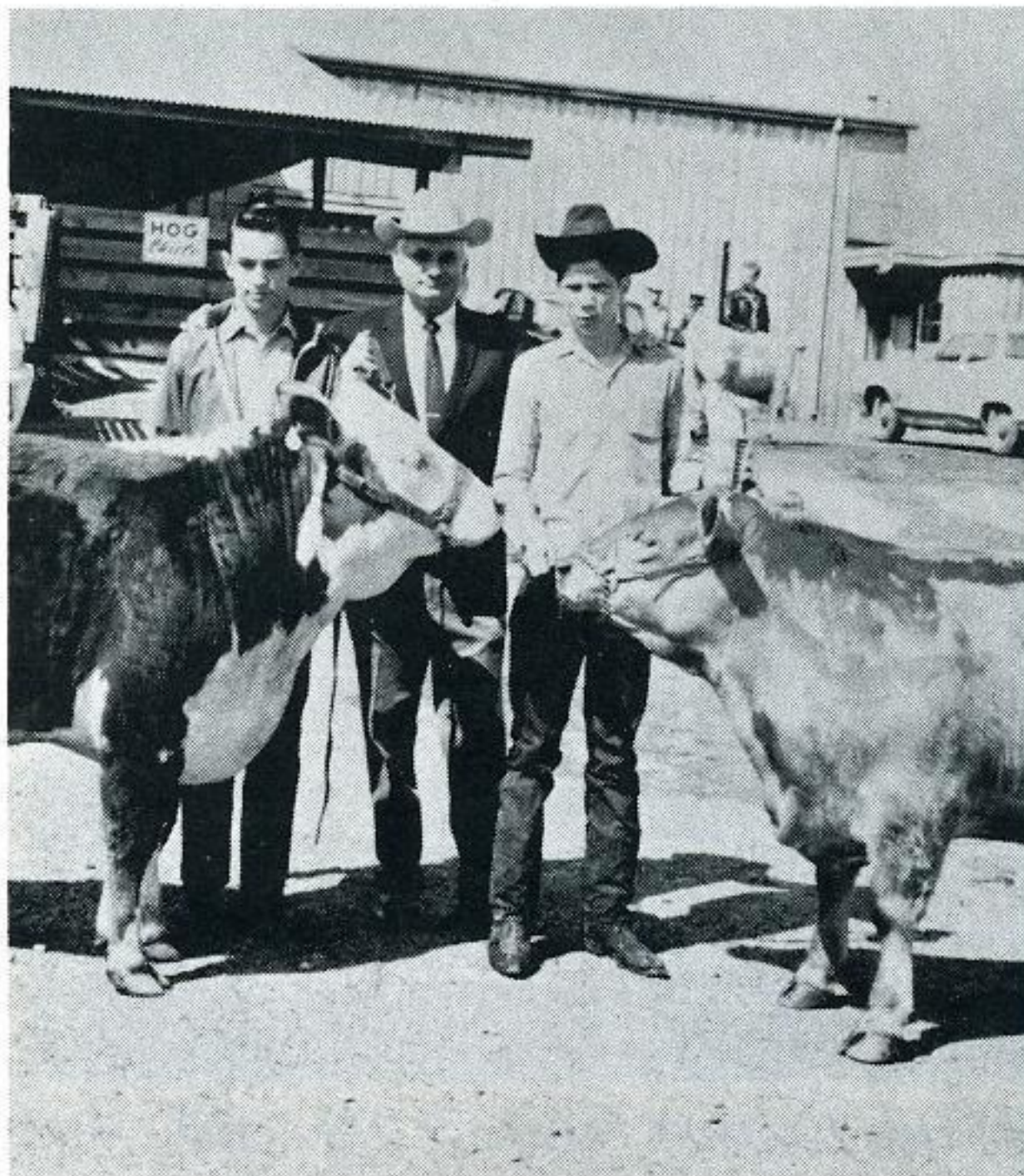


These eighth grade students from Little Cypress High School recently toured the station. The 29 youngsters received information on the operation of the plant, then were served cookies and soft drinks.

## WESTERN

Melanie Jan Knight is the new granddaughter of Mr. and Mrs. Dick Knight. Mr. Knight is a Navasota Garage employee. The little girl is the daughter of Mr. and Mrs. Gene Knight. She was born on March 7.

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Sales Superintendent Vic Norvell poses with two champion steers and their former owners at the Montgomery County Junior Livestock Show. Our Company purchased the steers which were then turned over to a charity group. The boys are Clifford Brown, left, and Lloyd Guinn.



Diana Abad, daughter of Pedro Abad of the Navasota Garage, was the second place winner in the Navasota High School Science Fair for her exhibition on photography. Miss Abad displayed darkroom techniques of developing film and printing picture enlargements.

## PORT ARTHUR



Mrs. Kathryn Messina was the proud recipient of a beautiful white orchid and officially declared "Secretary of the Day" March 18 by a local radio station. Her boss, Jim Minner, presented her with the gift.

*Lorraine Dunham*



Mrs. Lydia (Grannie) Albers, customer clerk in the Accounting Department, was honored at a retirement party at the Service Center. The orchid she wears was a gift of her children, all of whom attended the open house along with their wives and husbands. She received a scroll entitling her to "rest, loaf and care for her grandchildren and flowers." Mrs. Lois Robertson, a co-worker, wrote a poem to Grannie and presented it to her.