

Plain Talks & News



JANUARY, 1968

End Discrimination on Taxes in America's Electric Bills

MANY MILLIONS of Americans pay in each dollar of their electric bills seven times the amount for taxes that is paid by customers of government-financed electric power businesses.

Four out of five electric customers in this country are served by investor-owned companies and pay in their electric bills an average of about 22 cents out of every dollar for taxes. The relatively few who are customers of government-financed power businesses pay 3 cents per dollar or less.

There's just no good reason why this discrimination should exist.

With greatly increased Federal spending and rising concern over inflation and higher taxes, this seems a good time to talk about a readily available source of revenue and at the same time a way of helping to achieve tax fairness to all.

Currently, the Federal tax bill of the investor-owned electric utility companies comes to well over \$1.5 BILLION a year. No Federal income taxes are collected from government power operations.

Federal power projects today are big business . . . more than \$8 BILLION of government money is invested in plant and equipment to make and sell electricity.

Since it is the policy of government to collect taxes through electric bills, it is only fair that it collect taxes through all electric bills and not just those of customers of investor-owned companies. Sooner or later, our government should recognize the economic benefits as well as the fairness of equal treatment.

Not many people in the United States are aware that government-operated power businesses do not pay the same taxes as investor-owned companies do. But when this situation is brought to their attention, most people feel that government power businesses and government power consumers **should** pay their fair share of taxes.

See how your friends feel about this — or if they even know about it!

Vote for Return to Fiscal Responsibility

NINETEEN SIXTY-EIGHT promises to be a momentous year for Gulf Staters. It will certainly be a year in which every qualified citizen should register and exercise his right to vote.

First of all, this is a presidential election year. The attitudes of the American People will determine the composition and direction of the U. S. government for the next four years.

There will be important elections, too, in the states of Louisiana and Texas and in certain areas we serve in these great states.

In 1968, we Americans will have the opportunity to halt the slide toward complete socialism and to return a policy of fiscal responsibility to our Federal government. More and more, people are speaking out against reckless spending of the taxpayers' money, whether it be for unnecessary electric power facilities or for buying the royal yacht of a foreign ruler.

Self reliance, of course, must begin at the grass roots level. State and municipal governments must be convinced that many local problems can be solved without the help of an all-powerful federal government.

In 1968, all of us can set an example for our various governments by prudent financial management of our affairs. Only in this way will our nation begin once again to live within its means. Inflation can be as deadly an enemy as communism.

Yes sir, 1968 will be a year of great challenge for all of us.

Let's Make 1968 "The Year of The Great Sell"

OLD MAN WEATHER, the tight-money situation and industrial labor problems all combined to have a dampening effect on our 1967 sales efforts. We've nothing to apologize for; it's just that these unpredictables did some harm.

On the bright side, more electric clothes dryers (over 9,500) were added to our lines than ever before. Other residential appliances sold well also, despite less new home construction.

But 1967 is ancient history. For the year 1968, the Sales Department has a promising new program, with some distinctly new features, unqualified backing from the management and employees and boundless optimism. Let's all work to make 1968 the greatest sales year in our history.

News Briefs



TWIN THREATS OF 1968: Presidential, state and local elections
ELECTRIC BANK AND are not the only exciting political
ELECTRIC RELIABILITY BILL activities facing Gulf Staters in 1968.

There will be, you can be sure, more agitation for a federal electric bank by proponents of a nationalized electric power system, and for passage of an Electric Reliability Act, as proposed by the Federal Power Commission.

THE ELECTRIC BANK bill died last summer, unmourned by either the investor-owned companies or the National Rural Electric Cooperative Association (NRECA).

Free Enterprise companies, ourselves included, supported and will continue to support, an Insured Loan Program that would provide rural electric cooperatives with the additional financing they will need for their continuing growth.

The insured loan approach was in a bill sponsored in 1967 by Rep. John McMillan (Democrat-South Carolina).

The electric bank bill, embodied in a bill sponsored by Rep. W. R. Poage (Democrat-Texas) would permit federal bank loans to be used to change the historic role of the Rural Electrification Administration from one of serving remote rural areas to one of an unfettered, subsidized and tax-exempt competitor for electric loads, wherever they might be.

THE ELECTRIC RELIABILITY ACT is, as far as we are concerned, a bad bill simply because it would weaken power reliability rather than strengthen it.

In essence, the bill would divide responsibility and authority. The responsibility of providing reliable electric service is basic to our Company, and to other electric companies. To carry out this responsibility our engineers and operating personnel must retain the authority to be able to make decisions and provide necessary facilities without the delays that are inherent in bureaucratic control.

Congressional hearings are now in progress on a regional basis. The Senate version of the bill is designated S. 1934 and the House version is H. R. 10721.

WANT TO THANK
CONGRESSMAN MILLS?

At the December Residential Sales Meeting in Port Arthur, several people asked how they could express their appreciation to

Congressman Wilbur Mills for his firm stand calling for a policy of fiscal responsibility on the part of our national government. The Chairman of the Ways and Means Committee wants this policy adopted before his committee requests that additional tax measures be passed. The address is: Honorable Wilbur Mills, Chairman, Ways and Means Committee, House Office Building, Washington, D. C. Letters of congratulations are always appreciated by dedicated public servants.

CONGRESS ENACTS NEW
SOCIAL SECURITY MEASURE

In the closing days of the 1967 session Congress passed a law of special interest to employees, employers and annuitants.

The law increases benefit payments under the Social Security Act and increases the tax. The maximum earnings on which the social security tax will be collected increased to \$7,800 annually from the old figure of \$6,600. The social security tax, for Old Age, Survivors, Disability and Health Insurance, remains at 4.4 percent during 1968. It will go up to 4.8 percent in 1969, 5.2 percent in 1971 and finally to 5.9 percent in 1987.

A STRONG HINT AT
THE FUTURE

Nearly half the capacity of new steam generating equipment ordered in 1967 by electric utility systems in the United States was nuclear.

LET CONGRESS KNOW HOW
YOU FEEL ABOUT SPENDING

"You must let your Congressman and two U. S. Senators know what you think about federal spending and the direction

it should take ... Let them know, today, that the best way to serve you and the entire nation is to make an all-out effort to reduce spending in substantial amounts and to preserve the financial integrity of the government and protect the nation's economy." --- Legislative Comments, Chicago Association of Commerce and Industry.

GULF STATERS
IN THE NEWS

These Gulf Staters rated recent mention in area newspapers: L. C. McCullar, district serviceman at Vidor, was elected

treasurer of the Vidor Chamber of Commerce. Glenn E. Richard, chairman of the board, was re-elected Dec. 19 for a second term as first vice president of the Board of Trustees of the Beaumont United Appeals. Martin J. Wagon, Jennings residential sales representative, was recently elected secretary of the Jennings Kiwanis Club. James A. Stelly, sales superintendent in Port Arthur, was recently elected second vice president of the Port Arthur Chamber of Commerce. He was also recently elected director of the YMCA there.



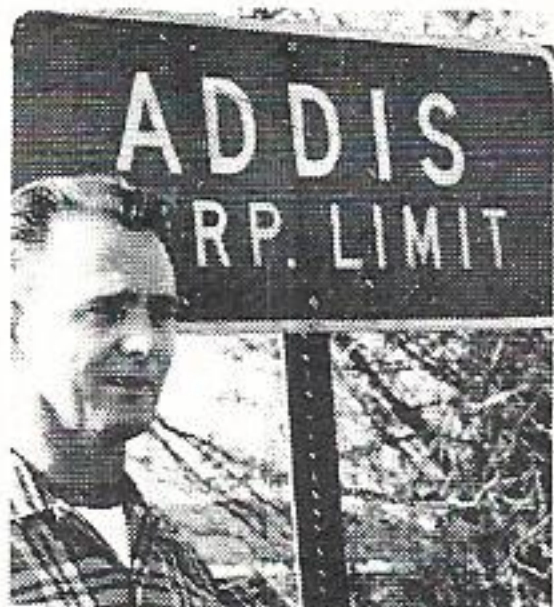
OUR COVER

All of the months of 1967 are represented by the pile of **Plain Talks** on the cover of this issue. We salute January, 1968, the beginning of a new year, with the issue on top of the stack. But the cover of that book is the same as the cover on the one in your hand. Well I'll be darned.

Plain Talks and News • Vol. 46, No. 1 • January, 1968



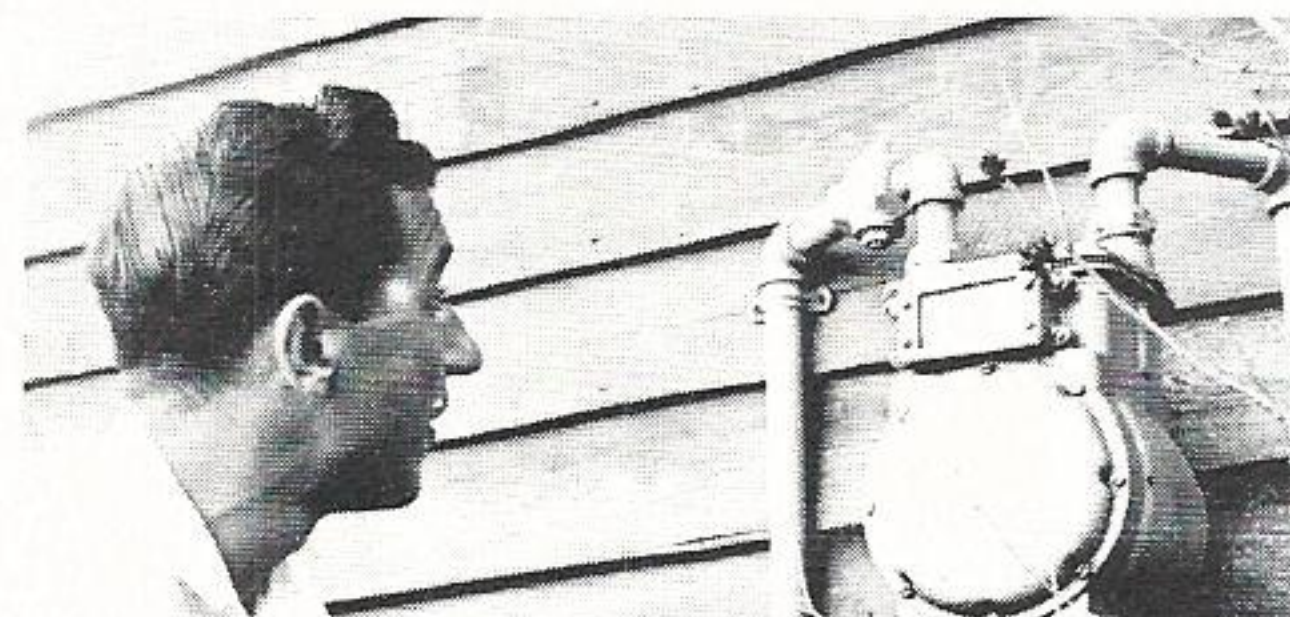
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Addis p. 4



Cleveland p. 6



Meter Readers p. 12

PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

James S. Turner .. Director, Public Relations
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Wait Wright .. Contributing Editor, Baton Rouge
John Powers .. Contributing Editor, Beaumont
Member of Southeast Texas Industrial Editors
and International Council of Industrial
Editors.

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METER READERS

GSU's Goodwill Ambassadors



Mrs. Ruth Jaster, one of two lady meter readers in the Beaumont Division, takes a reading at the rear of a house among bicycles and other scattered toys.

THE METER READER is an integral part of our Company's army of good will ambassadors. He (or she) must like people, for meter reading is one of the jobs in our business wherein a person comes into periodic contact with the Customer in his natural habitat — his home.

Among other necessary traits of a meter reader are a good set of legs, plenty of stamina and a way with animals.

"Some of us carry dog candy for the pups on our routes," says Mrs. Delia Harrington, meter reader in Beaumont. "You learn which dogs will bother you and you're prepared. Most are just a lot of bark."

Mrs. Harrington, along with Mrs. Ruth Jaster, are the only women meter readers employed by the Company. Both work in Beaumont.

These ladies, and meter readers across the system, walk several miles each day. "It's really a wonderful job for your figure," says Mrs. Jaster.

Females are not the only unique meter readers



Gene Trahan, rural meter reader in Lake Charles, pets a friendly dog before driving to his next stop.

in our system. Several rural meter readers use pickup trucks to patrol the many country meters served by the Company.

A typical rural meter reader is Gene Trahan of Lake Charles.

Mr. Trahan says that dogs are not the only hazards on the several routes which he reads. "I come across all sorts of farm animals every day," he says. "I've found that the dogs are pretty friendly in the country but I have a real problem with geese.

"Getting my truck stuck along a slippery country road in winter or a flat tire in the middle of a rice field can really throw me off schedule," he says.

In Baton Rouge meter readers must read both electric and gas meters at each home. This means that more time is required for a reader to make his rounds.

Veteran meter reader N. A. Parrino of Baton Rouge, notes that gas meters are sometimes hard to find.

"The gas meters are often near the ground or under the house, so you have to remember the location of each one on your route. You can lose a lot of time looking for a gas meter," he says.

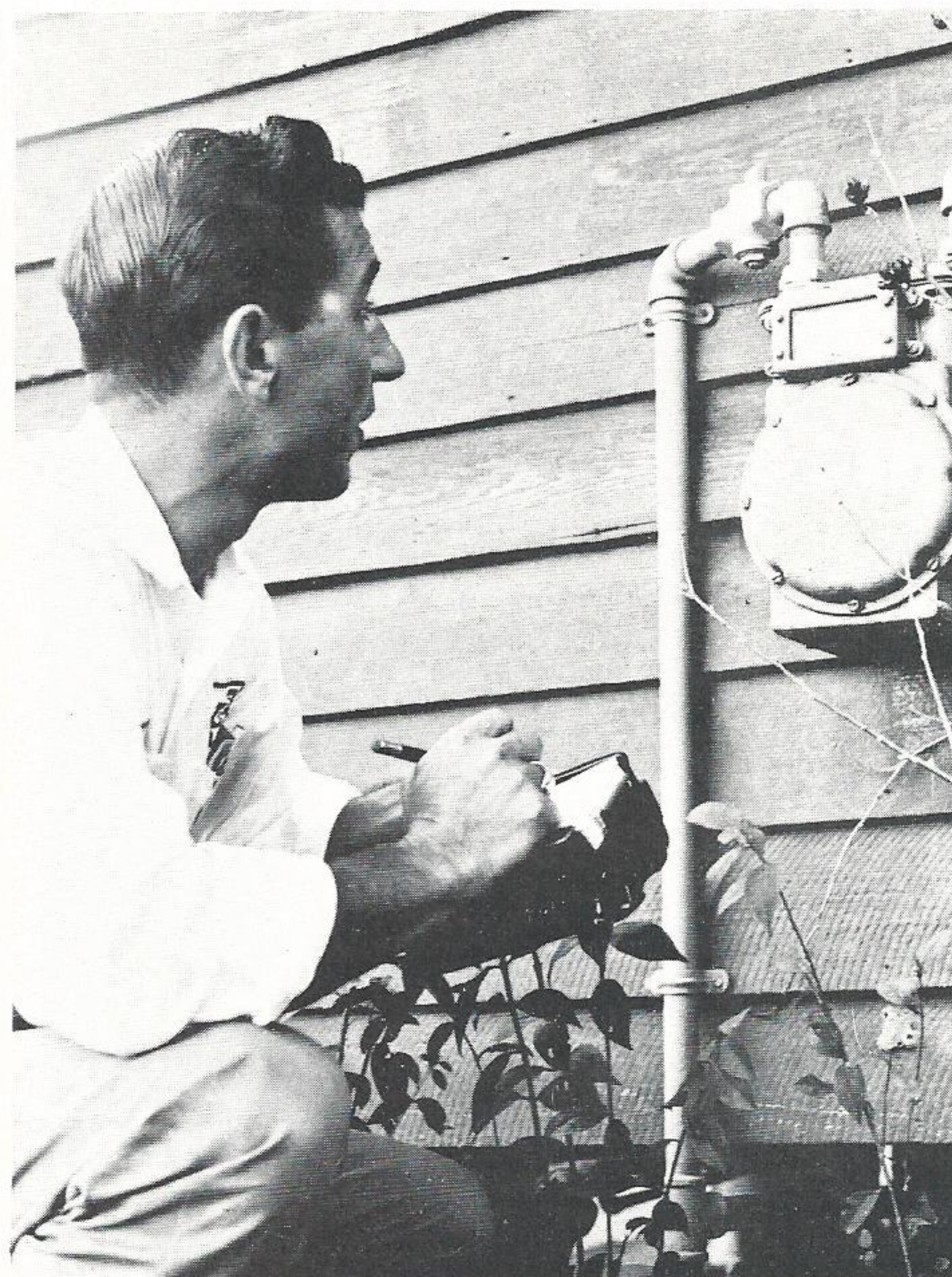
Ed Picou, new head of the meter department in Baton Rouge, has been reading meters, off and on, for about 40 years. He recalls that when he joined GSU in 1928 "quarter meters," were in vogue.

Customers inserted quarters into the meters to pay for service.

"We had about 50 meter routes then and some 11,500 customers in Baton Rouge," he recalls. "Now we cover 280 routes with more than 200,000 gas and electric customers."

Because meter readers are in constant contact with the public, they have very responsible jobs. Customer complaints are often registered with them first. Often they must patiently explain that a large bill is the result of a heat wave rather than a careless Gulf States.

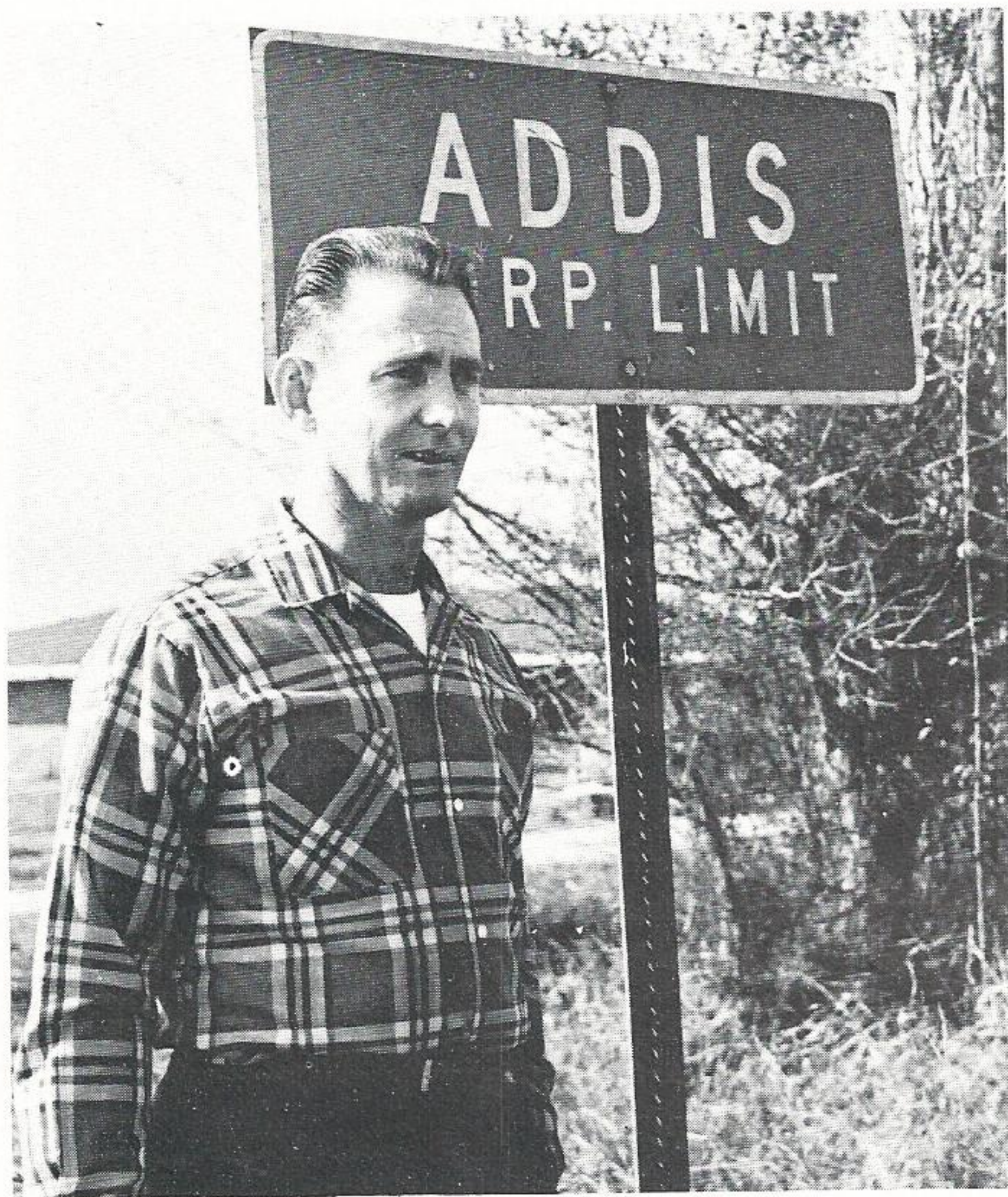
So the next time you see one of these fast walking members of the Gulf States family, give him a friendly smile. As a front rank member of our good will team, he deserves it.



N. A. Parrino stoops to read a gas meter in Baton Rouge.



Mrs. Delia Harrington, veteran lady meter reader in Beaumont, takes a reading.



William J. (Dub) Goodwin is a Gulf Stater and Mayor of the Village of Addis, La.

AMBITIOUS ADDIS

Gulf Stater is Mayor of Forward Looking Village

IF THERE IS ONE WORD that best describes the Village of Addis, La., across the Mississippi River from Baton Rouge, it would have to be "cooperation." The people of this thriving little community of 600 work together with a singular spirit to improve their community.

Leading the citizens of Addis is Gulf Stater William J. (Dub) Goodwin, Jr., primary and special tester in the T & D Department on Government St. in Baton Rouge, and mayor of his home town.

"We feel that Addis is on the verge of becoming the fastest growing community in this area," says Mayor Goodwin, "and we're all willing to work long and hard to make this happen."

An excellent example of the community's spirit is the story of how they got a city hall for \$1.

"We bought an old canning center for \$1. With volunteer labor we cleared some Village land next to the post office, moved the building to the site, and did quite a lot of renovation work on the inside," he recalls. "This was all accomplished with the donation of much time and material by nearly every able-bodied citizen."

Addis is now the proud possessor of a modern municipal structure which would be envied by any village in the country. It contains a civic center, mayor's office, council room, fire department center and a complete, modern kitchen to cater civic and club events.

The shiny red fire engine parked inside the town hall was also bought for \$1 from an adjoining community and put into running condition with volunteer help. A similar \$1 negotiation was made with the railroad for the Village's water tank.

Mr. Goodwin, although born in Monahans, Tex., was raised in the Village of Addis. He is a graduate of St. John's High School in nearby Plaquemine, La. He was valedictorian of his class.

After high school Mr. Goodwin served in the U. S. Navy for four years and attended LSU. He joined the Company in 1952.

He has been involved in politics in and around Addis for several years. Before being appointed mayor in October, he was on the town council for seven years. He served as mayor pro-tempore dur-



Mayor Goodwin meets with constituents in front of the Post Office in Addis.

Mr. Goodwin talks with Addis Town Marshal Charles Tuminello in front of the fire engine which the town purchased for \$1. Mr. Tuminello uses his personal auto as the village police car.



Working on a meter at the Government Street office.



ing the former mayor's lengthy illness and upon his death, Mr. Goodwin was appointed to the post.

An election is slated for next April, and he hopes to be elected for his first full term.

Incorporated in 1916, Addis got its start as a dropping off point for railroad passengers crossing the Mississippi River before any railroad bridge spanned the stream. Passengers would disembark trains and cross the river on ferry boats which operated between Addis and Baton Rouge. The town is named for a former railroad superintendent.

The Village's self reliance is typified by its modern looking paved streets, neat rows of houses and green, shrub filled lawns. And, with all this, Addis has never collected a penny in taxes.

The town foots the bill for twice-a-month rubbish pickups for those hard-to-dispose-of items; street lights have been installed at no cost to taxpayers; and the business of the Village is carried on with no special taxation, including street and drainage maintenance and weed cutting. The only monies available to the Village are a share of state taxes paid on beer and tobacco and a share of a parish-wide sales

tax.

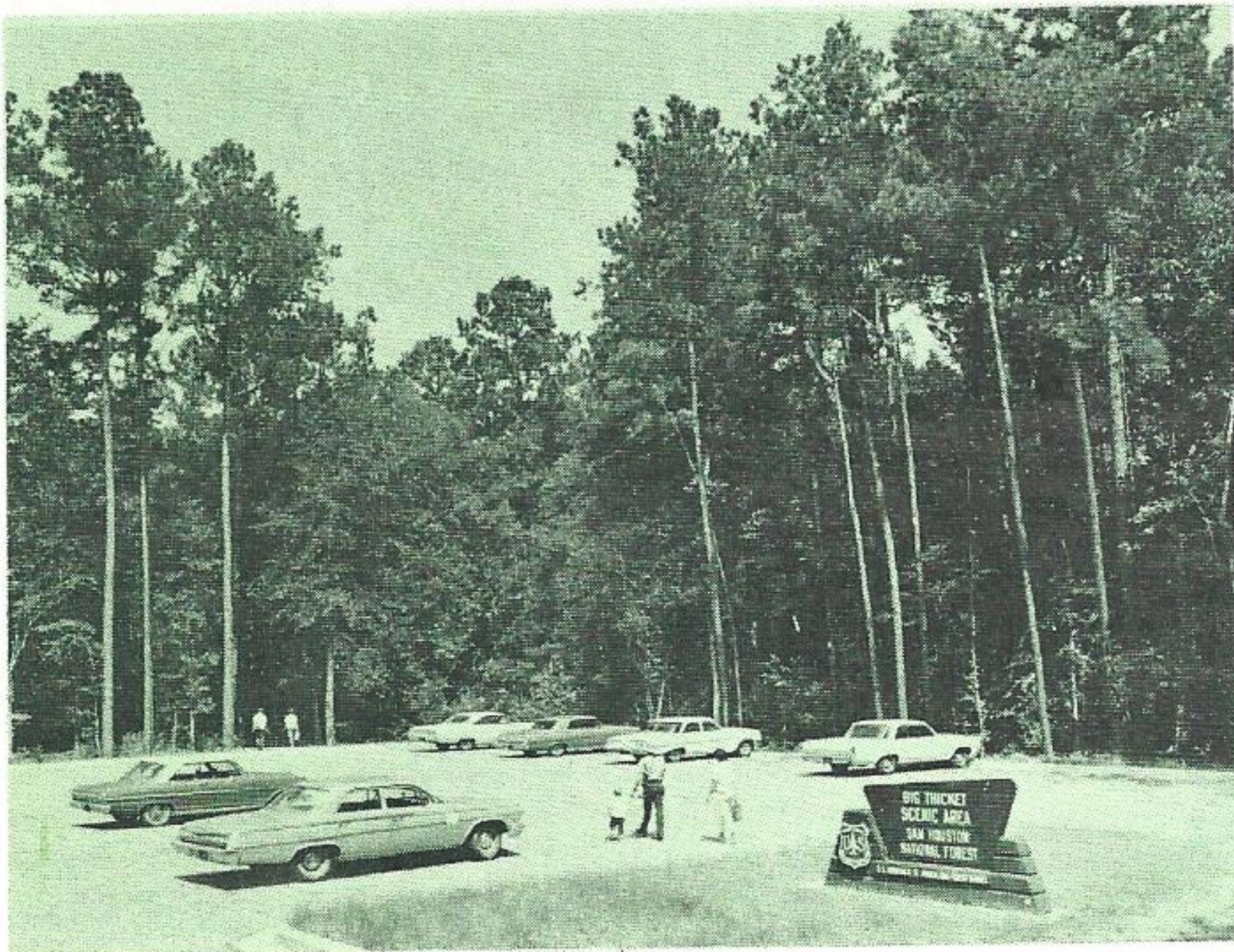
Proof that the efforts of the people have not gone unrewarded is seen in the two large manufacturing plants which have recently located in Addis. Copolymer Rubber and Chemical Corporation has recently completed a \$12 million synthetic rubber plant and Scott, Sevin and Schaffer, Inc. has just opened a large structural steel fabrication facility just north of the Village. The two plants employ more than 80 people. A third plant will occupy a recently purchased site.

Typical of the attitude of the people of Addis is Mr. Goodwin's answer to the question "Why do you want to be Mayor of Addis?"

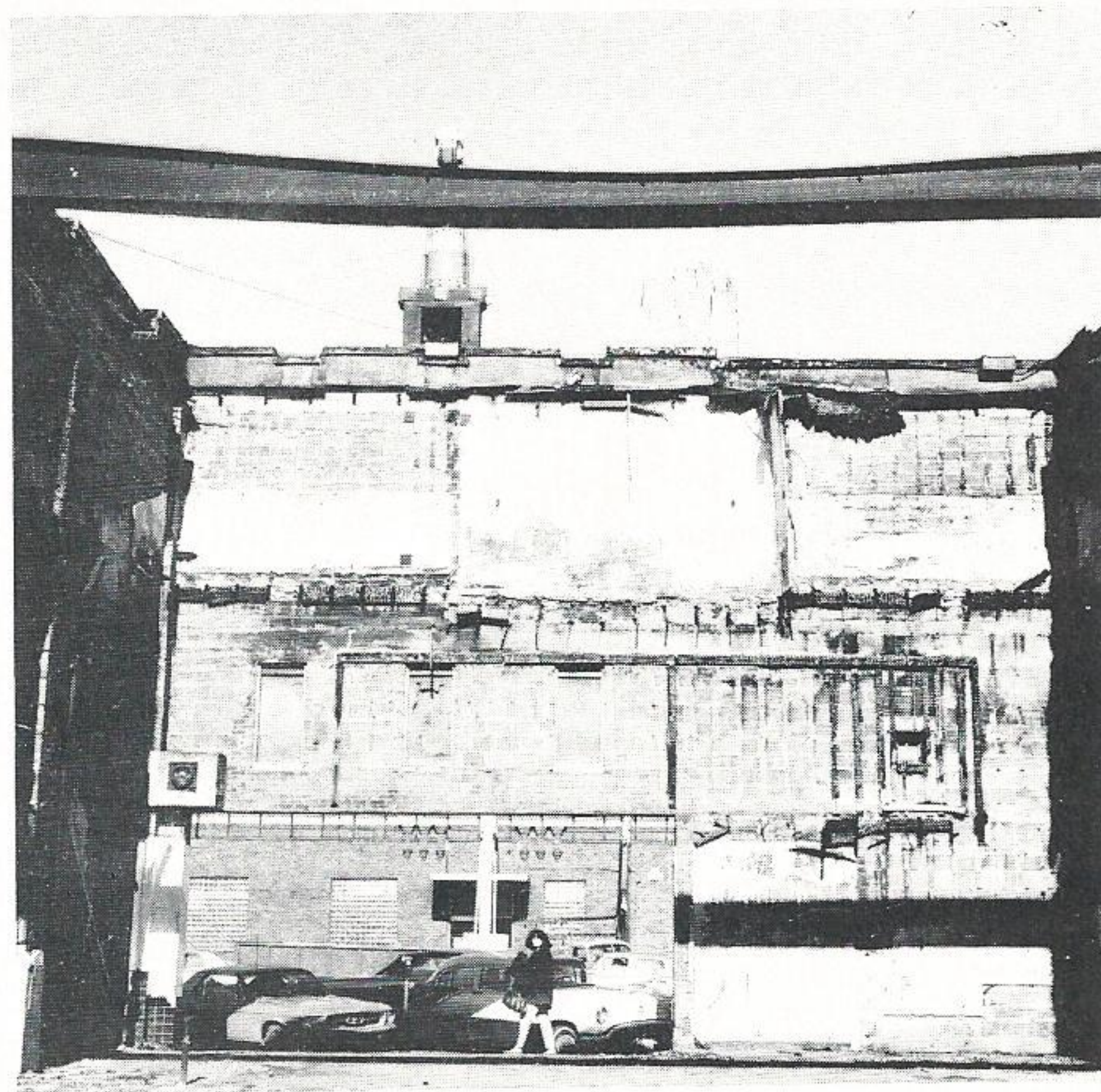
"I feel that we've 'let George do it' for too long in this country," he replies. "Being mayor has its headaches at times but the letters we get from people now and again, thanking us for some little thing which we've done to make Addis a better place to live, makes me feel that we are contributing something to a better world of the future."

In the case of Addis, the mayor is only one among many citizens working together to make their world a little better.

Cleveland — From R



Entrance to Sam Houston National Forest located near Cleveland.



Cleveland has been without a movie for several years since the old theater (above) burned down. Construction is now under way, however, for a brand new movie on this site.

IN 1879 A COMMUNITY headed by "Judge" Cleveland grew out of the establishment of a new railhead in the piney woods of East Texas. The railroad encouraged development of the timber industry and limited amounts of oil production. Today eyes are still watching the slow but steady growth of Cleveland, Tex.

In March of 1966 Williams Lumber Company—Cleveland's top payroll producer—was totally destroyed by fire. But the lumber company expressed its faith in the future of the community and rebuilt the big, modern sawmill. The faith was well founded. The town now has over ten and a quarter million dollars on deposit in its two banks, Farmers State Bank and First National Bank. This shows a two million dollar growth in deposits since 1966. The First National Bank also broke ground in December for a new \$300,000 building. Also the Trinity Valley Savings & Loan has just received its charter and will operate in Cleveland

Along with the growth of Cleveland's economy, a comforting stability has prevailed. The Cleveland Hardware Store has been in the same location for the past twenty years. In addition, Cleveland's industries are varied, as well as promising. The Hilltop Herb Farm is more widely known to Eastern markets than to local ones. And the diversified



The railroad, which first encouraged the establishment of Cleveland, cuts across the main streets of the town and still plays an active part in the community's growth.

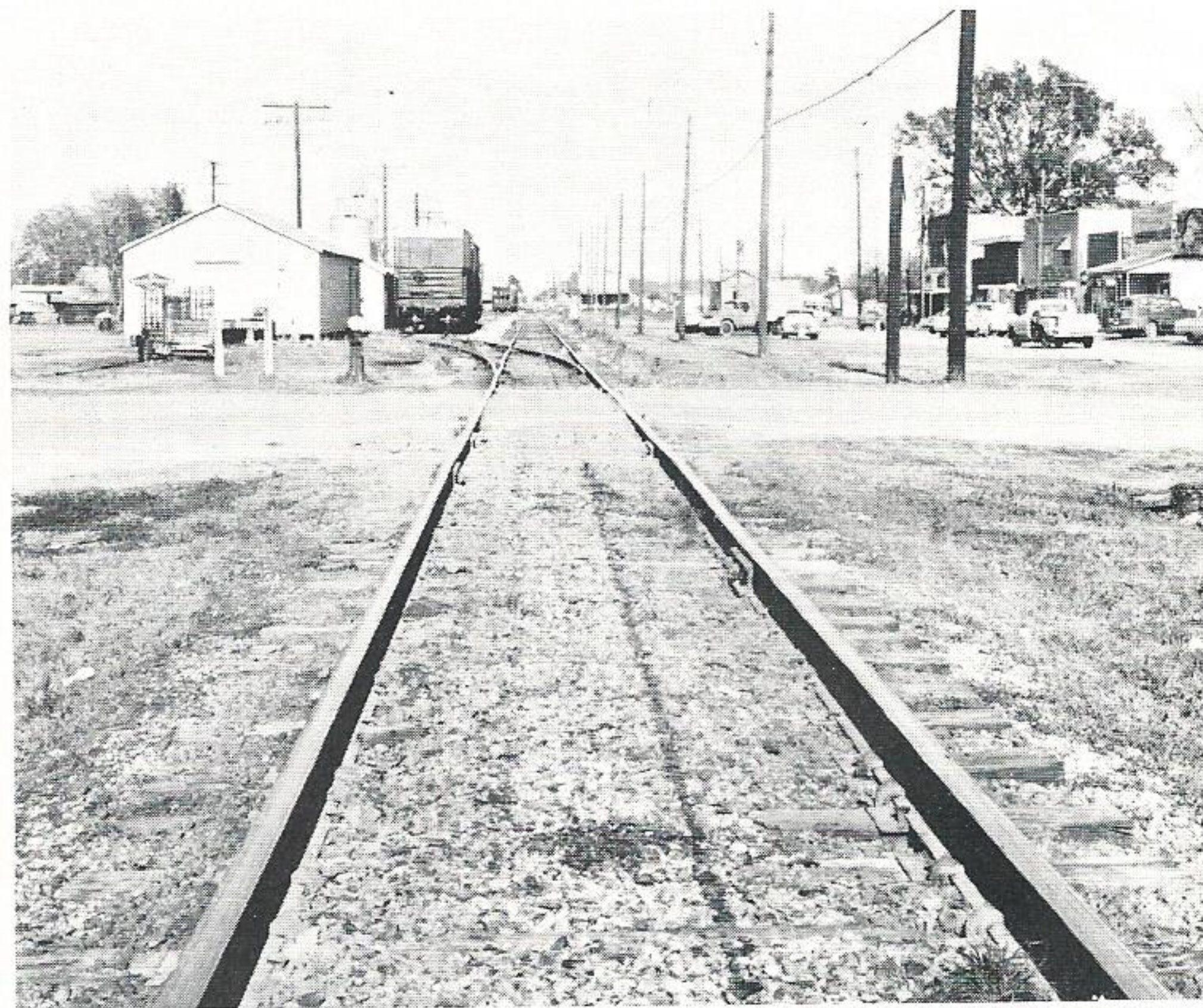
AILS to Riches

farming, which includes the dairy industry, is fast changing to the raising of calves for meat market production.

Other mainstays to Cleveland's economic activity include 18 small manufacturers—most of them related to the lumber industry because of the abundance of oak, ash, pine, sweet gum, magnolia and black gum.

With all this forest land, Cleveland serves as the gateway to the Big Thicket opening onto 158,200 acres of Sam Houston State National Forest. The woodland teems with coyote, white-tailed deer, red wolf, fox, armadillo, mink, alligator and squirrel—thus offering an ideal environment for hunters. Clear streams flow year around, and the big, 30-acre Lake Cleveland has been restocked with large-mouth bass, channel catfish and red ear sunfish. Small wonder this area is rapidly becoming popular as a retreat for campers, hunters and fishermen who seek escape from the bustle of nearby metropolitan centers.

Another reason for Cleveland's expansion is renewed interest in the Chamber of Commerce pro-

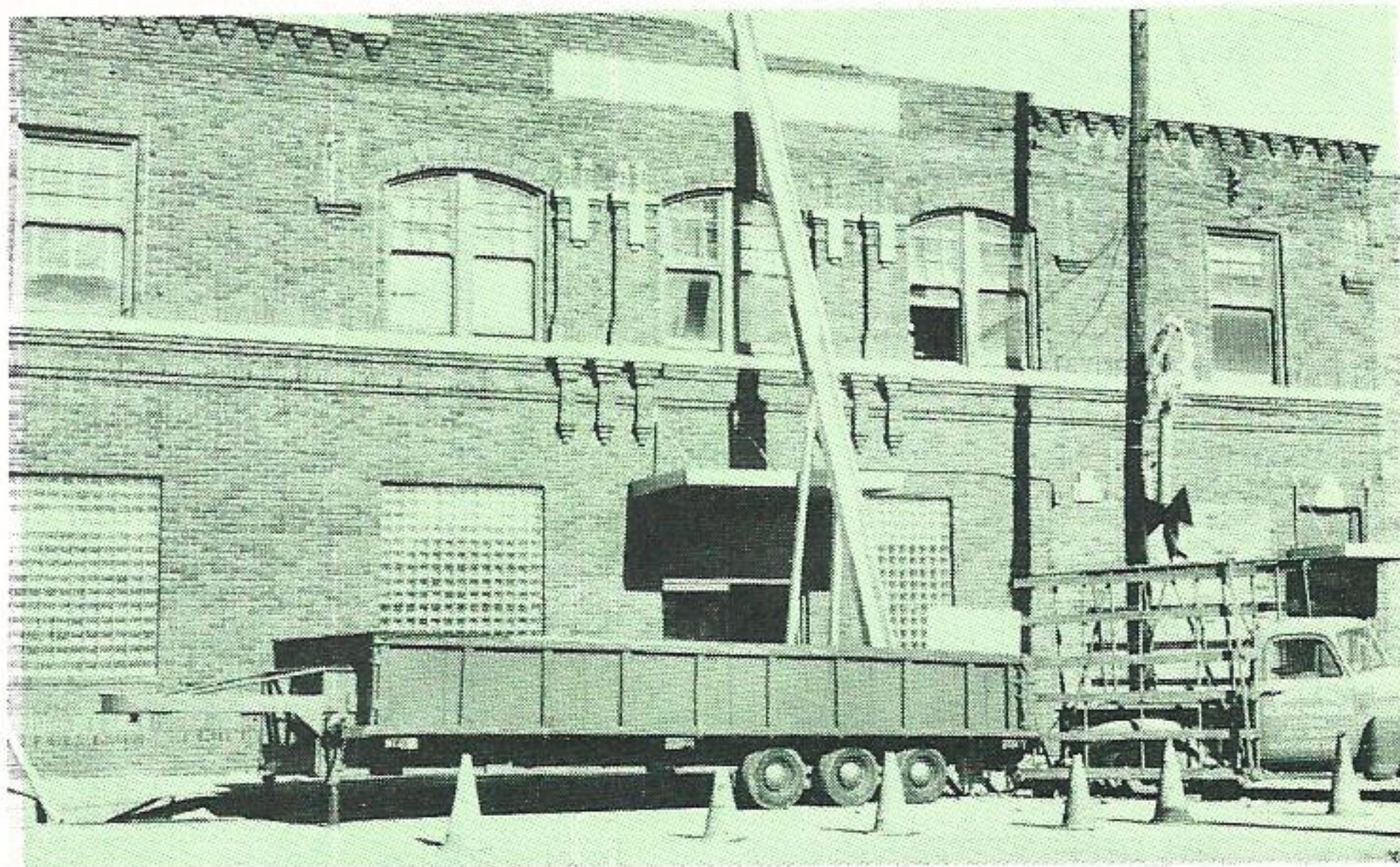


gram. As a result of this program, Cleveland is amid a trend toward revamping the downtown area. Much of the chamber's work is aimed at attracting industry to Cleveland. Pat Malone, manager of the chamber, lists four points as primary incentives: completion of Lake Cleveland, availability of land for home building, location in relation to Houston Intercontinental Airport and completion of highway access to Houston (Highway 59).

C. R. Brinkley, our Company's district superintendent in Cleveland, serves on the chamber's board of directors.

Progress, once it begins, aims ever upward. Cleveland has boosted its progress by approving a bond issue which will provide a private airport for charter and air freight planes. The new airport, with 3,200 feet of paved runway, will accomodate the new industries along with the three existing truck lines and two railroads.

Cleveland's weekly newspaper, The Cleveland Advocate (left) has moved to a new location in the old Farmer's State Bank building (right) which is located across the street from the former office.



Our Customers Rate Us



EVER WONDER what our customers think of us and GSU?

Sure, you've been on the receiving end of jokes (are you certain?) from your friends about bills, service or Company practices, but what about the hundreds of thousands you never contact?

Determining our weakness and strengths is the first vital step in operating a successful business.

To find out how we're doing, we periodically conduct customer opinion surveys. The latest survey was completed late in 1967.

We have a lot of strong spots and only a few weak areas. For instance:

- 73 percent of our customers say the Company is doing a good job in helping to bring new industry and development to this area.



- 92 percent say we are doing as much as we should to keep up the appearance of our buildings, power lines and other facilities.

- 70 percent say the Company and employees take an active role in civic affairs and other projects that are good for the community.

jects that are good for the community.

- 63 percent are favorable about the cost of electricity.
- 73 percent know they are served by an investor-owned utility.
- 89 percent think GSU can supply all the electricity our customers will need in the future and

that no Federal assistance is required to meet these demands.

Looks like everything is going pretty well and we can devote less time to training new contact employees, improving service techniques, carrying for-



ward our youth and other public relations programs, and sprucing up the substations, right?

Wrong. While the above showing is above the national average, there is still substantial room for improvement.

President Werner puts it this way: "The survey indicates that our employees are doing a very good job of providing service. And our communications people are doing a good job of telling our various publics about this good service.

"But how can we relax our efforts when this same survey revealed that 50 percent of our customers prefer investor-owned company service, while 39 percent have no preference? That translates into about 117,000 customers who apparently don't care who provides this service. Obviously we must provide whatever extra effort is necessary to get this 39 percent, or 'apathy group,' to root for our side."

There are other areas that require extra effort. Nearly one fourth of our customers believe

there is a chance of a widespread power failure in this area. Of these, however, only 6 percent are worried about the possibility.

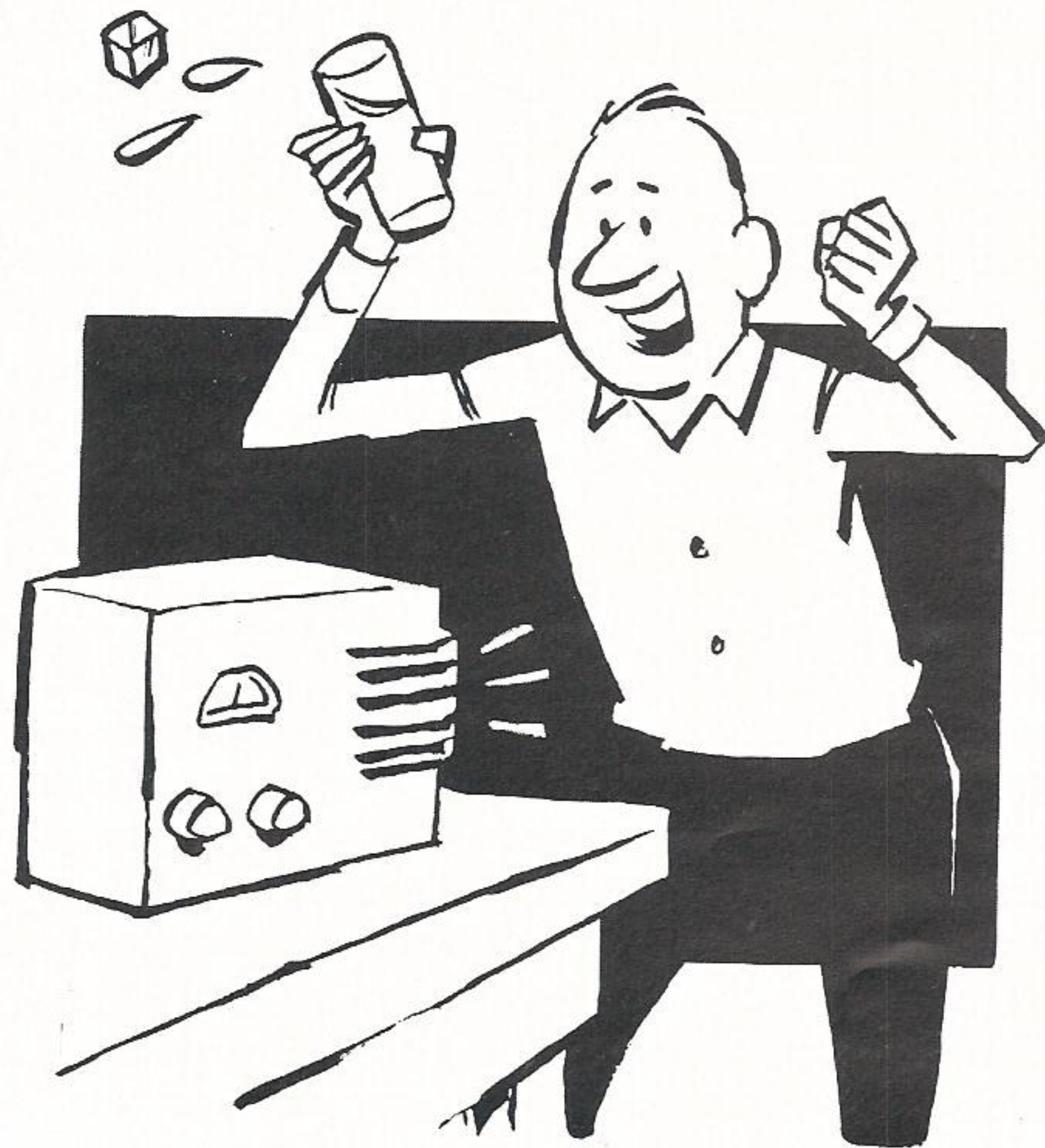
About one sixth say they have registered complaints with us, mostly in regard to bills, rates or meter readings. By a narrow margin of 9 percent to 8 percent, those who have had complaints say their problems were taken care of satisfactorily.

While only 2 percent of those queried said they'd prefer service from an REA co-op, a disappointing 55 percent though co-ops should pay taxes on the same basis as investor-owned systems. This is disappointing because in the 1964 survey 66 percent thought co-ops (which earn profits but don't call them that) should bear the same tax burden as investor companies. So the ranks of those in favor of co-ops having the responsibilities of business as well as the rights of business, are thinning.

The new survey also reveals that 46 percent of our customers now feel co-ops should serve towns and industries rather than limiting their service to rural areas. This is an increase of 11 percent over the 1964 results.

So you see, while the overall results are gratifying, there's no reason for any of us to become smug, whatever our jobs may be.

Other interesting findings came to light during



the survey. In Louisiana, 53 percent of our customers listen to the LSU football games which the five Louisiana investor-owned utilities sponsor. Of these listeners, however, only 8 percent identify the electric companies as sponsors.

Fewer customers are acquainted with Gulf States than ever, the survey shows. In 1962, 55 percent



knew employees; in 1964, 47 percent and only 43 percent this year. This is explained by the increasing customer count, stable number of employees and the introduction of operating efficiencies, plus increased urbanization. Surveys reveal that employees in rural areas are better known to the public.

The Medallion Home concept is widely recognized. Almost four-fifths of our customers (78 percent) say they have seen or heard something about Medallion Homes.

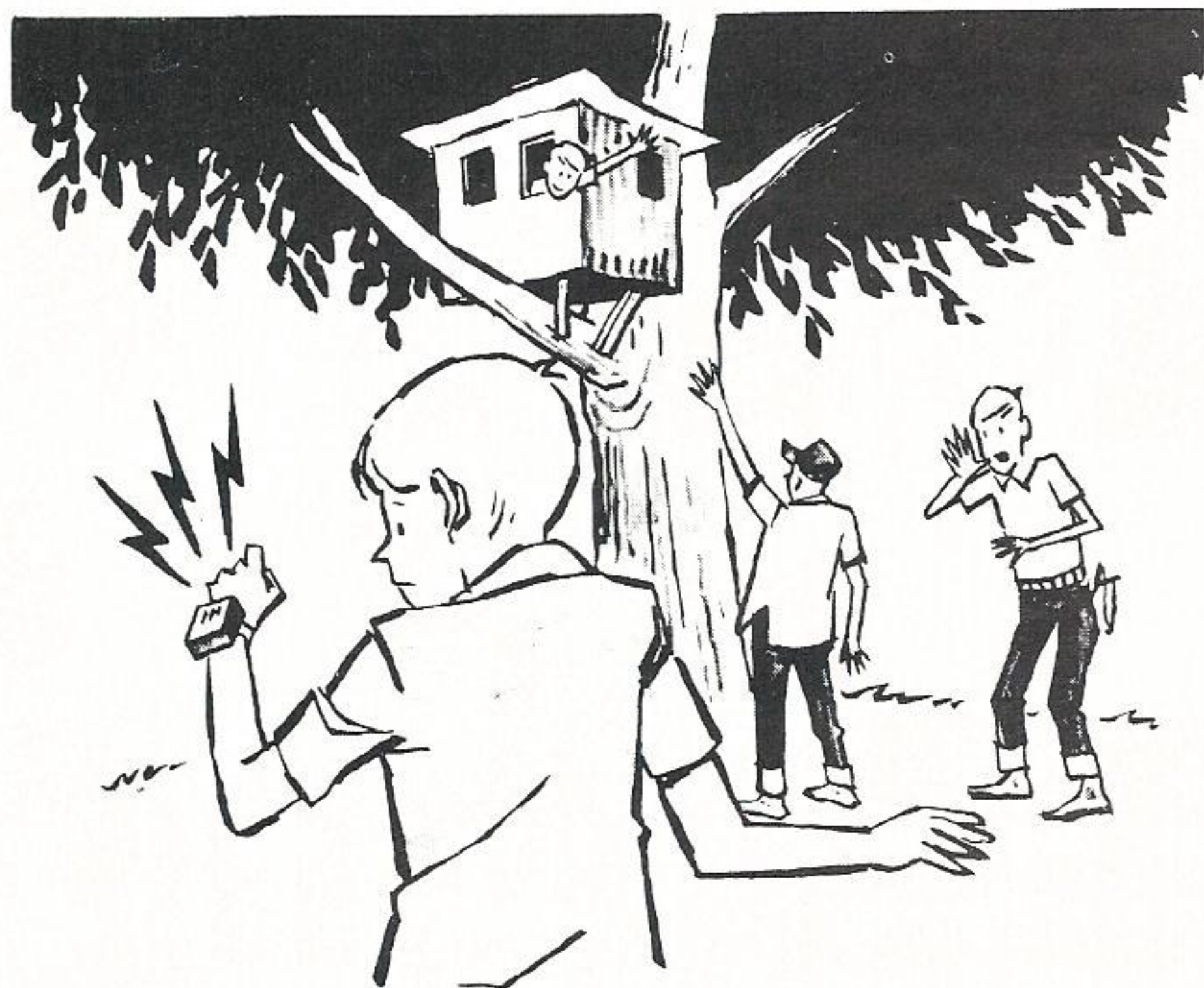
In Louisiana, 53 percent were aware of the existence of the State Public Service Commission and knew that the Commission decides what rates electric power companies can charge. Fifty-three percent think the PSC regulates the rates of REA cooperatives. Although the Commission does not regulate cooperative rates, 77 percent think company rates should be regulated and 71 percent think co-op rates should be regulated.

Commenting on the survey, President Werner said: "We can be proud of the job we are doing. This survey indicates that most of our customers, from whom all blessings flow, appreciate our efforts. But we must redouble our efforts so we can measure up to the public's trust. And, of course, by setting higher and higher standards of performance, we're making our goals harder to reach.

"I know you will accept this challenge and respond in the same manner you always have."

National Electric Week Is Feb. 11-17

The Future is "All Electric"



BOBBY IS OUT PLAYING with his friends when suddenly a voice coming from his wrist tells him that it is time to hurry home. Without leaving the kitchen, Bobby's mother has called him for dinner through a tiny radio receiver which he wears like a sturdy wristwatch.

Bobby's mother chooses her dinner menu by pushing a few buttons. The selected portions of frozen food are transferred from the freezer to a microwave oven where automatic controls heat them to precisely the right temperature in a matter of seconds.

After dinner, the dishes are cleaned with ultrasonic waves, and an intense light vaporizes all of the garbage.

Sound impossible? These are just some of the future developments envisioned by leaders in the electrical industry, which observes National Electrical Week, Feb. 11-17.

They predict that we will see many times more electrical progress in the next 10 years alone than took place during Thomas Edison's entire lifetime.

Imagine electrostatic air filters and sonic cleaners installed at the entrances of your home to remove dust from your clothes and dirt and pollen from the air. Your shoes are cleaned by vibrating floor grills at the doorways. Dusting, scrubbing and vacuuming will be things of the past.

Ultrasonic cleaning devices can be on duty in your closets. At the end of the day, you will hang up your clothing, and the next morning find it fresh,

clean and neatly pressed.

Driving will be a breeze. Your electric car will contain a portable computer that works in conjunction with an electronic guidance system beneath the road, which takes over the operation of your vehicle.

Business communications will be simplified. A businessman will be able to sit in his office and exchange information, ideas and documents in written form with a colleague hundreds of miles away through a document transmission system. Pocket-sized portable telephones will enable people to keep in touch with office and home from any location.

You will be able to keep detailed information right at hand with a complete encyclopedia that fits in your pocket. It will consist of 24 one-inch plastic squares. An electronic viewer will enable you to find and read the pages. To keep your encyclopedia current, the publisher will send you a new, updated group of plastic squares every three months.

Although some of these predictions may seem visionary, electrical industry leaders emphasize that they are based on responsible reports by scientists and technical editors.

There is no end in sight for the parade of new uses by which electricity will benefit our way of living. The onrush of electrical progress will play a major role in new conquests of space, new discoveries in medicine, improvements in education techniques and industrial advances.

This progress stems from the almost infinite potentialities of electricity and the extensive research and development programs supported by the electrical industry. Electrical manufacturers employ one-fourth of all engineers and scientists engaged in research and development work in all American industry.

Moreover, through continual progress in generating electricity and transmitting it to the user, the electrical industry has been able to meet the ever-increasing demand for more electrical power, and at the same time steadily reduce prices. In the last 25 years, while the cost of living has doubled, the average price of electricity has been cut 44 per cent.

We can expect the new developments to come at a fast pace. And each innovation leads to many unanticipated new ideas. Electricity's potential is unlimited, and we Americans are the beneficiaries.

SERVICE AWARDS

FORTY YEARS



A. E. Hine
T & D
Jennings

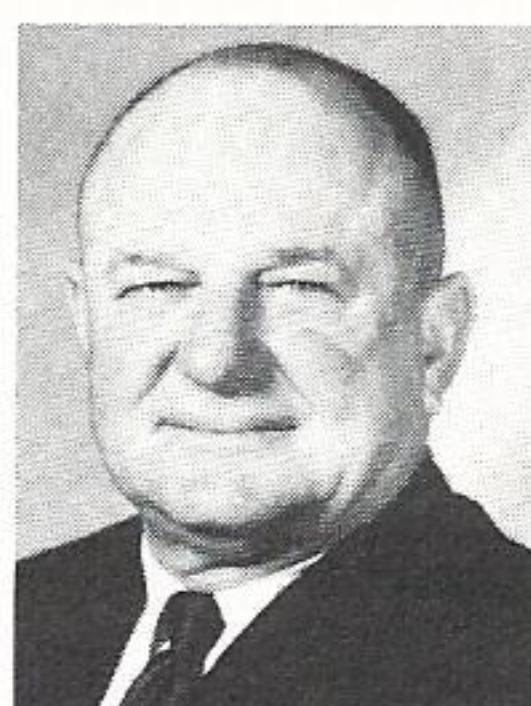
TWENTY YEARS



S. L. Esworth
T & D
Baton Rouge



Charles McManus
Operating
Hull



John Sebastian III
T & D
Conroe

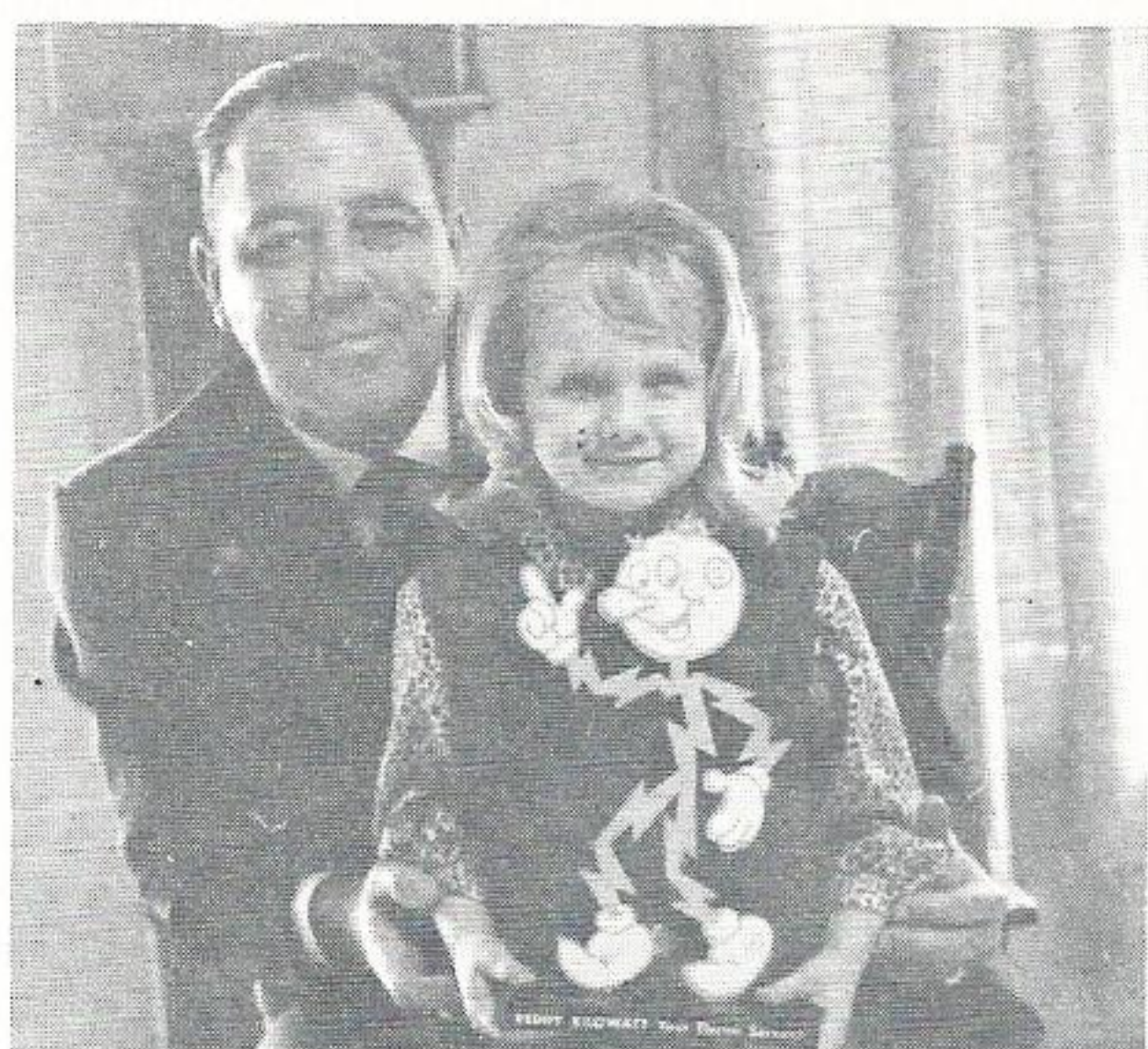


H. C. Stabler
T & D
Navasota

TEN YEARS



J. L. Marchesseault
T & D
Baton Rouge



Jim Stelly, sales superintendent at Port Arthur, presents a large statue of Reddy Kilowatt to Franny Underhill. The youngster wrote the Company asking about the little electric man which she sees "everywhere I go."

Reddy Kilowatt Is Hero Of Port Arthur Youngster

His nose is a light bulb, his ears are electric outlets, he wears rubber gloves and shoes, and his limbs and torso consist of four bolts of lightning. His family name is Kilowatt, his first name is Reddy.

At least one little girl in Port Arthur has seen so much of Reddy that she wrote a Christmas card to the Company recently.

"I think your little Gulf States man

is so cute and do you know that I see him everywhere I go!" wrote five-and-a-half-year-old Franny Underhill. "I just don't understand why his body is made that way but I still think he is cute."

It didn't take Jim Stelly, sales superintendent in Port Arthur, long to gather up an explanation of Reddy and a statue of Franny's hero about half her size to present the inquiring youngster.

YOUR CHRISTMAS

Navasota



*Orange District and
Sabine Station*



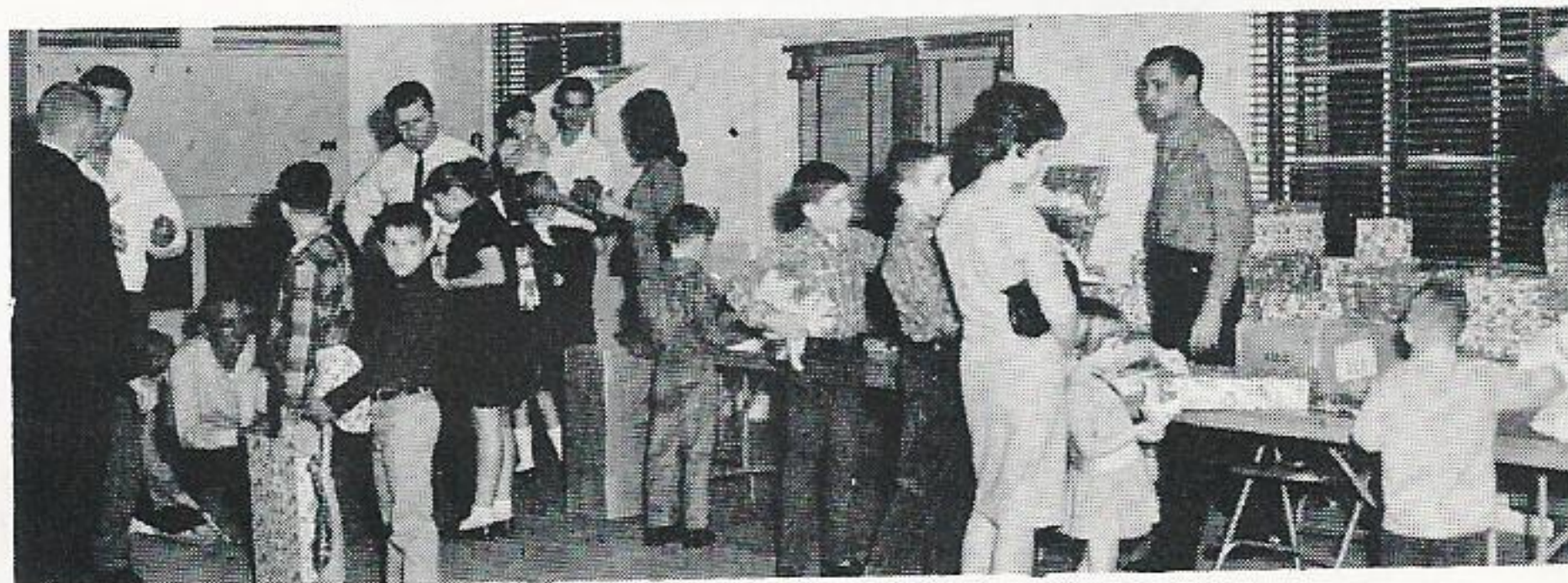
Beaumont



*Dayton, Liberty, Hull
Sour Lake and Anahuac*



Louisiana Station



*Gas Dept.
Baton Rouge*



Beaumont



Jenne



MEMOR Y ALBY

*Sales-Accounting Dept.
Baton Rouge*



Port Arthur



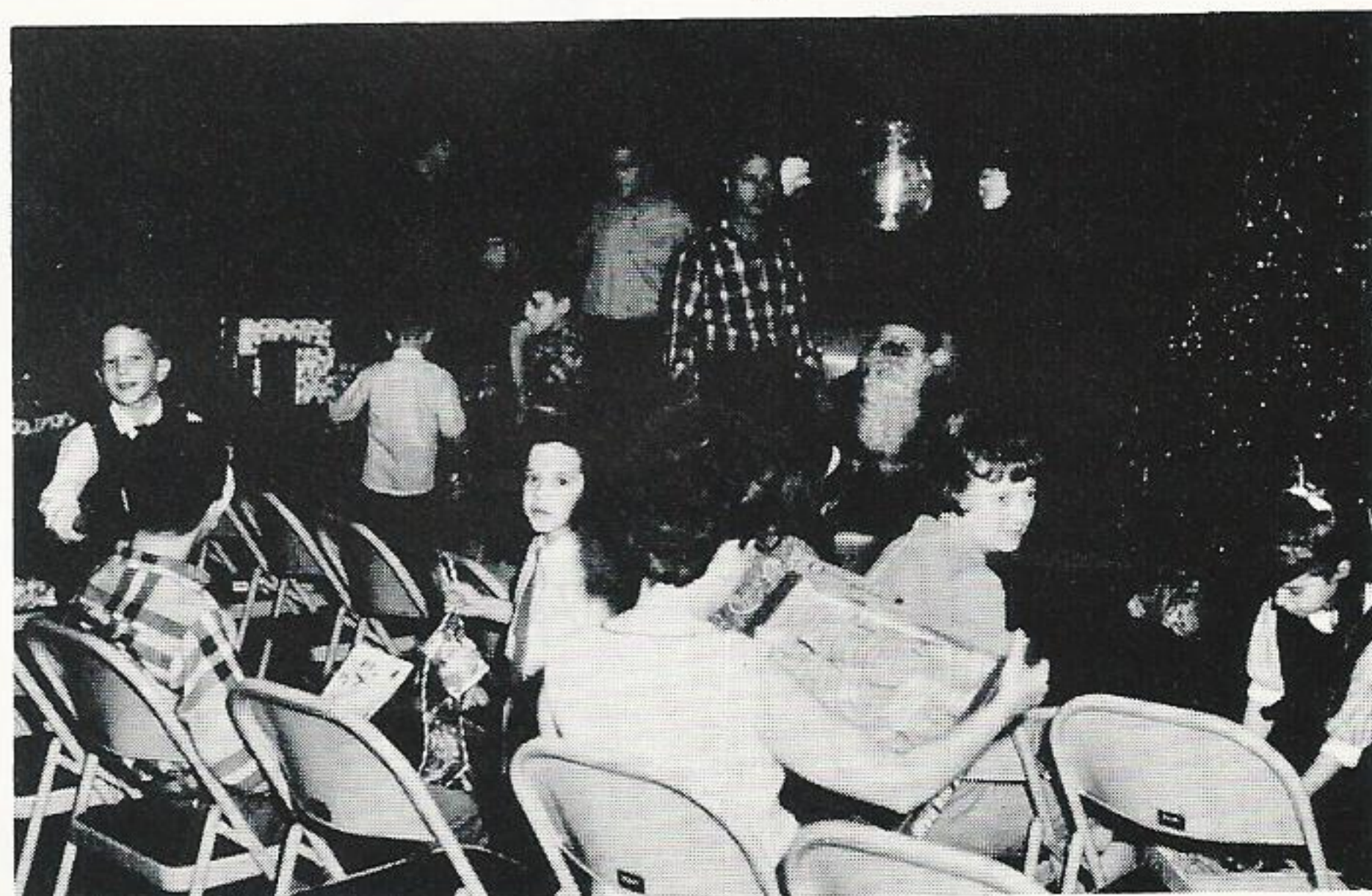
Woodville



*7&D Dept.
Baton Rouge*



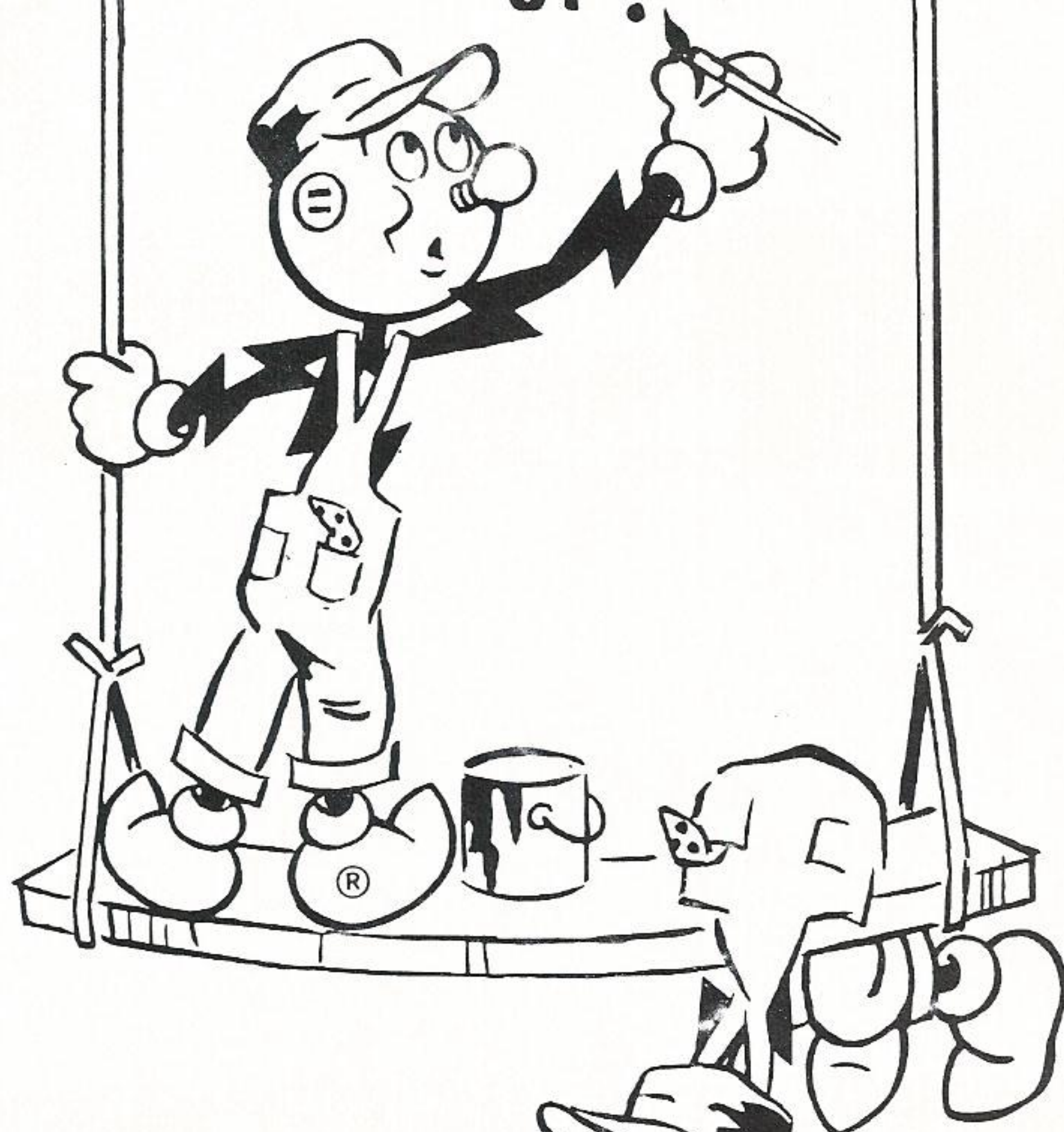
Willow Glen



Conroe



COST OF Doing Business IS UP!




PRICE OF ELECTRICITY IS DOWN!



Most businesses must pass along to their customers, in the form of higher priced products, the increases in the cost of materials and labor used to produce their products. Fortunately, this is not the case at Gulf States. While the cost of almost everything we need to do business is rising, the price which our average home user pays per kilowatt-hour is moving steadily downward. This is made possible by more efficient generating facilities and greatly increased use of electricity.

The following figures illustrate this point:

Item	Cost in 1962	Cost in 1967	% of Increase or decrease
Utility pole (40 feet)	\$27.35 each	\$28.15 each	+2.9
Street light globes	\$ 3.43 each	\$ 4.20 each	+22.4
Padlocks (brass)	\$ 1.52 each	\$ 2.95 each	+94.1
30 amp fuses	\$ 6.96 per hundred	\$ 8.10 per hundred	+16.4
10 in. bolt (galvanized)	\$48.69 per hundred	\$53.76 per hundred	+10.4
Chamois	\$82.70 per thirty pieces	\$97.50 per thirty pieces	+17.9
Average hourly wage rate per employee (not including fringe benefits)	\$ 3.14	\$ 3.64	+16.0
Cost Per Kilowatt-Hour to Residential Customer	2.55¢	2.36¢	-7.5

Just further proof that electric service is probably the best bargain anyone can buy. 

LETTERS

From employees, customers and friends of GSU

ORANGE

Gulf States Utilities
Orange, Texas 77630

Dear Mr. House:

We sincerely appreciate the accommodations and courtesies shown in carrying out our Beef Consumer Day Program. I caught myself referring to the physical set up as "our beautiful county kitchen" and even accepting some of the praise. Needless to say, I was pleased over the comments: "How beautiful," "What a wonderful set-up," "Most convenient," "The colors are beautiful." This is the prettiest place that we have had to present our demonstrations.

Not only are we pleased over what our county has to offer; but, also in having your home service adviser, Miss McKenzie, to serve on our planning committee.

On behalf of all of those who attended, may I say "Thank You" for the spatula and for Mrs. H. M. Beard, the winner of the cookbook. She was especially pleased, as it gave many recipes for using prepared mixes.

I am enclosing a copy of the narrative which I wrote about this program in hopes that you may be able to use parts of it in developing your special article.

Sincerely,

Dorothy Ives
County Home Demonstration
Agent

Don Katchtik
County Agricultural Agent
Agricultural Extension Service
of Texas A&M University

NAVASOTA

Gulf States Utilities
Navasota, Texas

Dear Mr. Baird:

In the normal course of operation of your company I am sure that you receive many letters of complaint and very few letters commending your personnel on their efficiency.

I would like to take this opportunity to say that we have received excellent service from members of your staff. I feel that the following men; Messrs. Jim Richardson, Gene Anderson, Virgil Foster and others are due a well-deserved "pat on the back" for the job they are doing.

Thank you again for your cooperation and service in our phase of your business.

Yours very truly,
William C. White

LAKE CHARLES

Gulf States Utilities
Lake Charles, La.

Dear Mr. LeVois:

The Calcasieu Parish 4-H office would like to thank you and the representatives of Gulf States for helping to make our 4-H program such a success.

The 4-H'ers thoroughly enjoyed the demonstration and the electric clinic held recently at your company.

Again thanking you for your assistance and wishing you a most successful year.

Sincerely yours,
Sherline Z. Carver
Assoc. Home Demonstration Agent

Board of Directors Approves Financing

The Board of Directors met Dec. 28 in Beaumont and approved a proposed \$55 million financing program.

The issuance and sale of \$25 million of a new series of first mortgage bonds and 1,400,000 additional shares of common stock, without par value, was approved.

The proposed financing will be subject to approval of the Federal Power Commission and also the Federal Securities and Exchange Commission. The Bonds and the common stock are to be sold at competitive bidding, with bids expected to be opened Feb. 13 in New York City.

Proceeds from the financing will be used to pay off outstanding short term notes which were issued in connection with the Company's construction program and for other corporate purposes.

H. E. Istre Retires From Jennings T&D

Henry E. Istre will retire from the T&D Department at Jennings Feb. 1.

The Mermentau, La., native joined the Company in 1945 at Jennings.



Mr. Istre is married to the former Hanna Savoy of Church Point, La. They have two grown sons.

Mr. Istre, who worked as a farmer before joining GSU, plans to spend much of his time in his vegetable garden after his retirement. At present he has a 1/4 acre plot in which he plants cabbage, tomatoes, peas and other assorted vegetables. This he plans to expand to a full acre as soon as possible.

When not in his garden he says hunting and fishing will take up most of his time.

Mr. Istre attends Our Lady Help of Christian Catholic Church in Jennings.

Cashier At Liberty To Retire Feb. 1

Tennie S. DeVore, cashier at Liberty, Tex., says she will be cooking and



reading to her heart's content when her retirement becomes effective Feb. 1.

Mrs. DeVore retires after nearly 47 years of service to the Company.

Tennie S. DeVore It was the Inter-mountain Railway and Electric Co. that Mrs. DeVore joined in 1921, a predecessor of GSU. She was stationed at Somerville

She later worked in Huntsville, Trinity and Groveton, Tex., installing book-keeping systems in those offices.

She also worked for a time in the Billing Department at Beaumont.

A native of Somerville, Tex., Mrs. DeVore is a graduate of Somerville High School.

She is very active in the First Methodist Church of Liberty. She is a member of the Wesleyan Service Guild and first vice-president of the Gleaners Class at that church.

Gulf Staters in the News

- **E. G. Hodges**, superintendent of sales in Lake Charles, has been elected second vice president of the Better Business Bureau of Southwest Louisiana effective Jan. 1. Mr. Hodges was also recently elected to the board of directors of the Lake Charles Country Club.
- **S. R. Bono**, service foreman in Lake Charles, was elected to the Lake Charles City Council on Dec. 16.
- **Guy Miller**, operating supervisor in Baton Rouge, has been re-appointed chairman of the education committee for the Baton Rouge Chamber of Commerce.

Christmas Eve Auto Accident

Beaumont Storeroom Assistant Killed Near Kirbyville, Texas

Lewis J. Guidry, storeroom assistant in Beaumont, died Dec. 25 as the result of a Christmas Eve auto accident near Kirbyville, Tex.

Mr. Guidry, 24, joined the Company some 18 months ago and was in charge of the stationery storeroom at the time of his death.



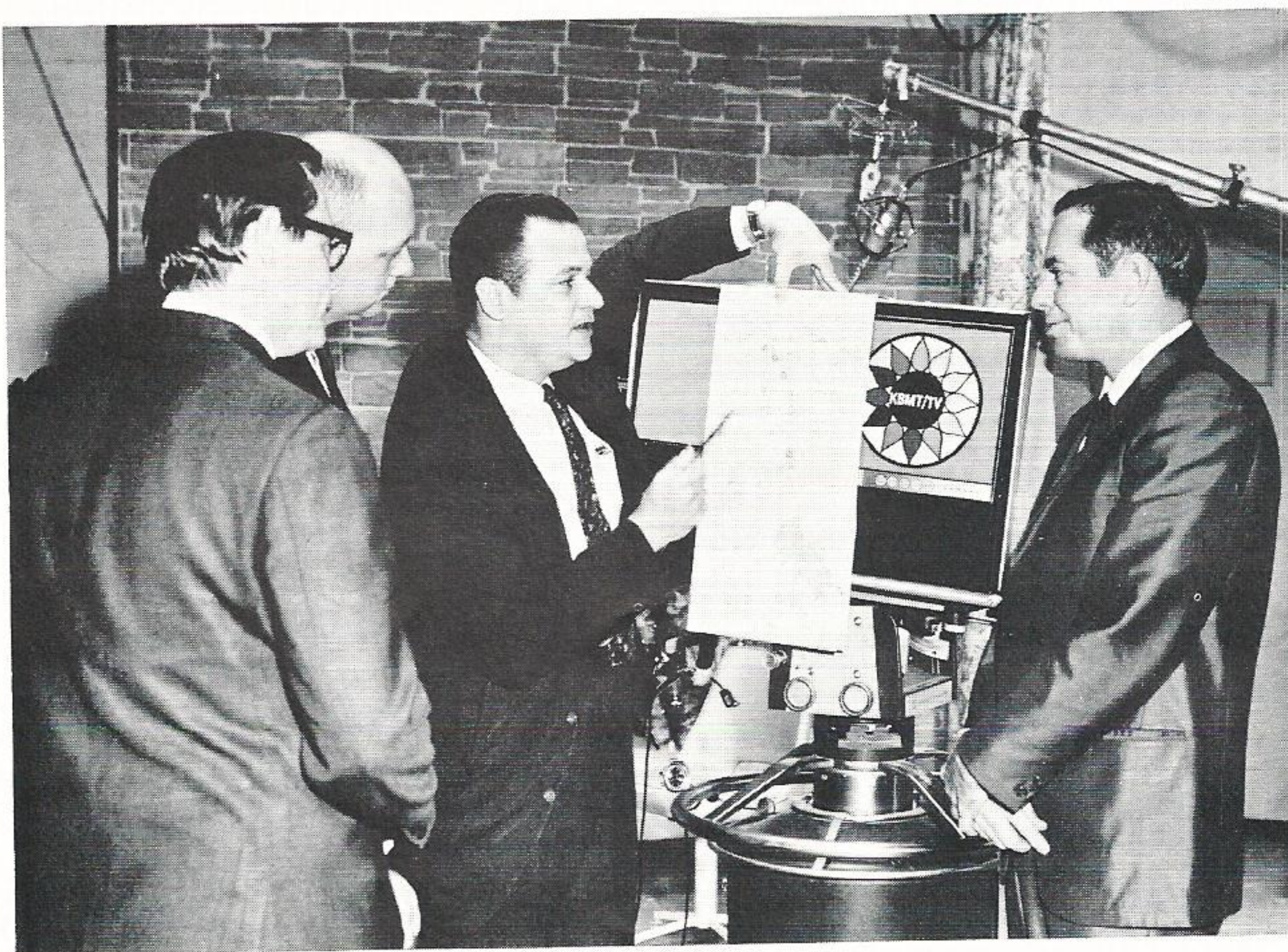
Lewis J. Guidry driving collided head-on with a Texas Highway Patrol unit. Mr. Guidry's brother-in-law and a Highway Patrolman were also killed.

A native of Beaumont, Mr. Guidry was a graduate of South Park High School.

He also attended Guilford College in Guilford College, N. C. He was attending night classes at Lamar Tech.

He is survived by his wife, Mrs. Jonell Guidry; a son, Lewis James Guidry Jr.; a daughter, Dana Marie Guidry; a step-daughter, Deborah Ann Butler; two step-sons, Jack E. Butler, Jr. and Joey Glenn Butler, and his parents, Mr. and Mrs. R. J. Guidry, all of Beaumont; three brothers, J. Paul Guidry of Beaumont, Rudolph A. Guidry of Downey, Calif., and Kenneth D. Guidry of Los Angeles, Calif., and two sisters, Mrs. G. D. Travis and Mrs. C. G. Lewis of Beaumont.

Funeral services were held Dec. 26 in the Carroll-Wallace Chapel. Burial was in Magnolia Cemetery in Beaumont.



Charles Pearson (with map) points out areas of Vietnam visited by him and fellow newscaster Allie Martin, left, to Herschel Mathews, advertising director, and Jim Turner, (right) public relations director. Our Company sponsored a two-week visit to the battle areas by the pair of Beaumont television reporters (KBMT-TV) to interview servicemen from our service area. The taped filmed interviews will be broadcast this month in the Sabine and Baton Rouge areas.

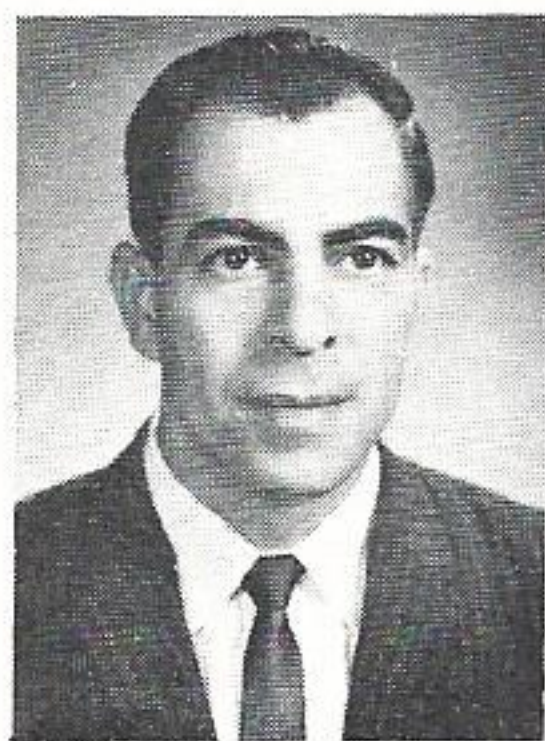
One Transferred to Beaumont

Larriviere, Bourgeois Promoted In Engineering Design Department

Two promotions in the Relay Design and Coordination Section of the Engineering Design Department became effective recently.

F. B. Larriviere, formerly an engineer in this section, was promoted to relay engineer and David L. Bourgeois, formerly an engineer in the Baton Rouge T&D Department, was promoted to relay engineer in the same section and transferred to Beaumont.

Mr. Larriviere joined the Company in Beaumont as an engineer in 1956. He



F. B. Larriviere was transferred in December of that year to Port Arthur as an engineer in the T&D Department. In 1959, he was moved back to Beaumont as an engineer in the System Engineering Department. He later joined the Project Section of the Engineering Department and in 1960 he joined the Relay Section.

A native of Lafayette, La., he received his bachelor of science degree in electrical engineering from the University of Southwestern Louisiana in Lafayette in 1956.

He served in the U.S. Air Force from 1948 to 1952.

Mr. Larriviere is married to the former Barbara Quebedeau of Opelousas, La. They have two boys, Sidney Gerald, 7, a second grader at St. Pius X School in Beaumont and David Louis, 3.

The family attends St. Pius X Catholic Church and Mr. Larriviere is a member of the North Beaumont Lions Club.

Mr. Bourgeois joined the Company in 1952 as an instrument man in the System Survey Crew.



David L. Bourgeois In 1955 he left GSU to attend Lamar Tech in Beaumont. While in school Mr. Bourgeois worked two summers for the Company and upon graduation he became a T&D engineer in Baton Rouge.

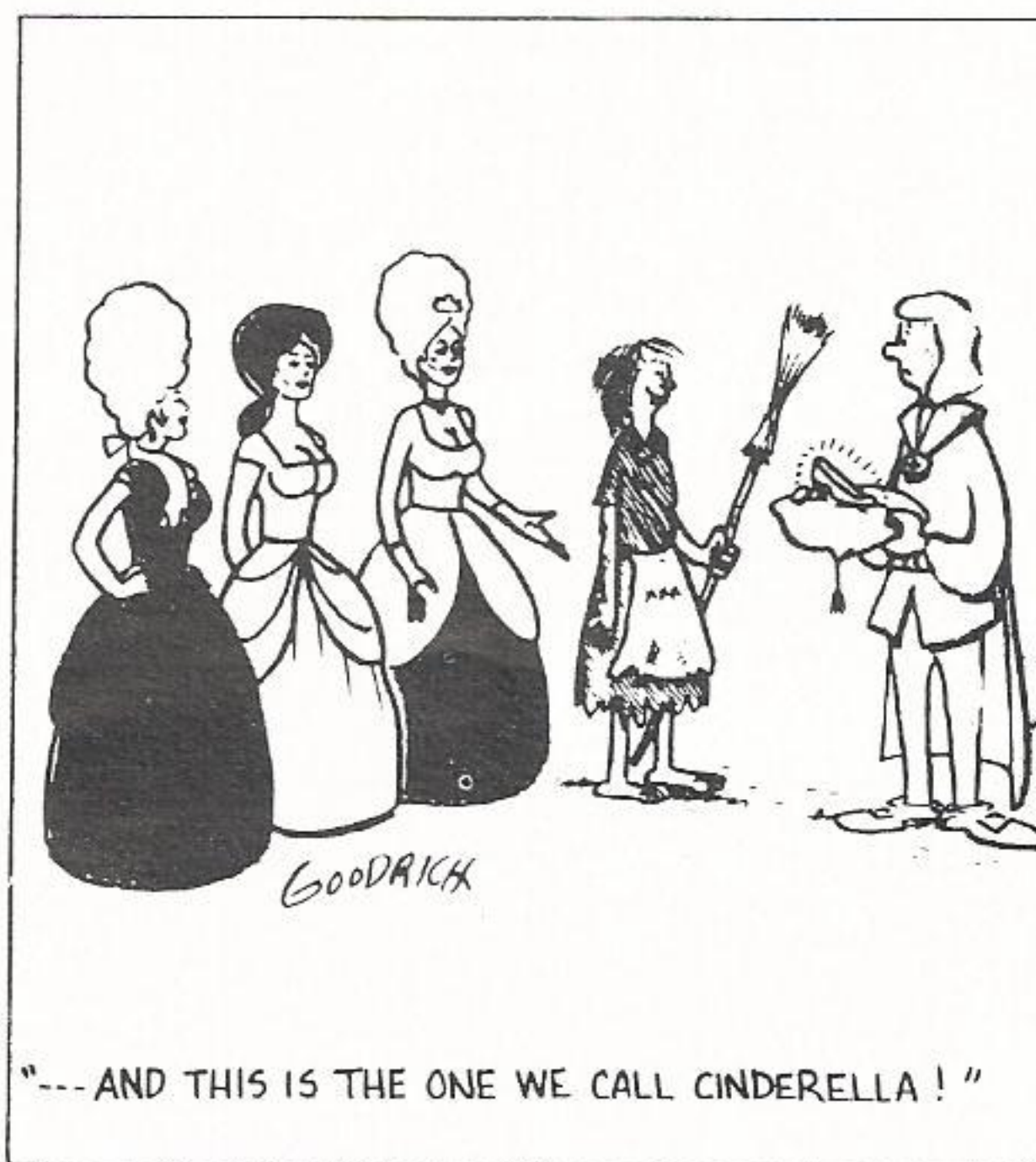
The transfer is a homecoming for the Beaumont native.

Mr. Bourgeois is married to the former Peggy McGregor of Clarksdale, Miss. They have two girls. Kim is six years old and Kelly is two.

He is a member of the Institute of Electrical and Electronic Engineers, Eta Kappa Nu Engineering Society and he was in the Naval Reserve from 1949 to 1953.

The family attended Lanier Baptist Church in Baton Rouge.

(Shortly after this announcement Mr. Bourgeois resigned.)



Use Seat Belts, Courts Declare

Several recent court cases have brought to light the fact that the occupant of an automobile may be barred from recovering for injuries received in an accident if he was not wearing a seat belt.

The American Law Review in a recent article notes that in several cases the question of the non-use of seat belts had been considered grounds for barring recovery.

Apparently Sams v Sams in 1966 was the first reported case which dealt with the question. In that case the passenger of the car was suing the driver.

It was held on appeal that the trial court was in error when it ordered struck from the record an answer which specified contributory negligence in riding in the automobile without taking the necessary precaution of wearing the seat belt which the driver had provided.

In a later Texas case, Vernon v Droeste, the District Court of Brazos County denied recovery to the plaintiff for not wearing his seat belt.

The plaintiff received face, elbow and knee cuts in a head-on collision but an expert testified that, had he been wearing his seat belt, he would not have hit the windshield. The jury concluded that he was guilty of contributory negligence and that 95 percent of his injuries would have been avoided if he had used the safety device.

In the case of Busick v Budner in 1965, contributory negligence was found as a matter of fact upon evidence that the plaintiff, driving her own car which was equipped with seat belts, drove into the rear end of the defendant's vehicle and suffered injuries while she was not using the belt.

These cases and others, plus pending legislation in several states making it illegal to drive without seat belts, make it clear that it will not be long before driving without seat belts will become as dangerous from a legal standpoint as it is from a safety standpoint.

Mary Snowden Retires From Records Dept.

Mary Snowden, addressograph operator in Beaumont, will retire effective February 1.

Mrs. Snowden closes a 25 year career with the Company.

A native of San Augustine County, Tex., Mrs. Snowden was raised at Neuville, Tex. She is a graduate of Neuville High School.

Mrs. Snowden began her career at GSU as a meter reader during World War II. She won three safety awards during this time for safe driving.

She was later made addressograph operator in the Billing Department. She also worked some ten years in the Advertising Department, and she retires from the Records Department.

It has been her responsibility to address and mail many, many copies of **Plain Talks** over the years.

On her retirement Mrs. Snowden said "I've tried to always give an honest day's work and I've always been treated fairly at Gulf States."

Mrs. Snowden is a member of the Beer Creek Baptist Church at Call Junction, Tex.

She and her husband plan to travel after her retirement.



Mary Snowden

er during World War II. She won three safety awards during this time for safe driving.

She was later made addressograph operator in the Billing Department. She also worked some ten years in the Advertising Department, and she retires from the Records Department.



Mr. and Mrs. H. C. LeVois, vice president and manager of the Lake Charles Division, on the birth of their granddaughter, Cheri, in Nashville, Tenn., last Nov. 21. Cheri is the first daughter of Bob and Charlotte Hoepner. Charlotte formerly worked in the Company's Advertising Department in Beaumont as an artist.

Northwestern Utilities Oppose Reliability Act

Major investor-owned and government-style electric utilities in the Pacific Northwest oppose the proposed Power Reliability Act, a bill drafted by the Federal Power Commission.

Representatives of the various utility groups propose instead a system of voluntary regional councils under a National Advisory Committee on Reliability as the best method to achieve the coordinated planning and operation necessary to minimize power failures.

Accord between the investor-owned companies, Public Utility Districts and municipal systems was brought out at the first regional meeting of the Senate Commerce Committee at Seattle, December 20-26.



"Now, how did he get up there?" asks C. N. Giffin (left) and Arthur Smith of the carpool at the Beaumont office. This fat young possum was waiting for the men when they arrived for work on a recent morning. During the night the animal somehow managed to enter the garage, on the ground floor of the building, and climb atop an automatic car washing rack. He was caught napping there the next morning.

At right, H. C. LeVois, vice president and manager of the Lake Charles Division, (left) presents a check for \$113,539.05 to Lake Charles Mayor James E. Sudduth in payment of the Company's 1967 city property taxes. Mr. LeVois also delivered a check for \$941,542.25 to Calcasieu Parish officials for 1967 state-parish property taxes. Ours is the largest tax paying concern in Lake Charles and the second largest in the parish.



At left, Norman Lee, vice president of Baton Rouge Division (right) presents a check for \$1,884,443.12 to Baton Rouge Sheriff and Tax Collector Bryan Clemmons in payment of the Company's 1967 property taxes for Baton Rouge, Baker, Zachary and East Baton Rouge Parishes. This is the largest single advalorem tax payment made by GSU this year of a total \$4,024,957.55 paid in Louisiana and \$2,725,912.36 paid in Texas.



Welcome Aboard!

Mary H. Butts, Local Office Clrk, Vidor
Cathy D. Walker, Local Office Clerk, Zachary
Andrew E. Galloway, Jr., Meter Reader, Baton Rouge
Raymond A. Batiste, Meter Reader, Baton Rouge
Alvin R. Conner, Meter Reader, Sulphur
Margaret L. Shearer, Clerk, Baton Rouge
Jean P. Brannon, Clerk, Beaumont
Julia J. McCarley, Clerk, Beaumont
Ruth M. Phenix, Clerk, Beaumont
Johnnie M. Nickson, Clerk, Beaumont
Norma W. Harrison, Home Service Adviser, Beaumont
Janet D. Womack, Steno, Beaumont
Dorothy D. Stoltz, Stenographer, Navasota
James A. Figuerant, Operator's Helper, Baton Rouge
Lambress Joubert, Laborer I, Beaumont
Ronald P. Gauthier, Helper, Baton Rouge
Lee J. Savoy, Jr., Engineer, Baton Rouge
Ronald M. McKenzie, Engineer, Lake Charles
Jerry Murdock, Helper, Beaumont
Vincent Tantillo, Jr., Helper, Beaumont
James Kellum, Helper, Orange
Karl A. Leigh, Helper, Pt. Arthur
Richard W. Egle, Helper, Baton Rouge
Winson D. Corkern, Helper, Baton Rouge
Michael L. Brown, Helper, Baton Rouge
Robert L. Pace, Jr., Helper, Baton Rouge
Jimmy R. Hicks, Helper, Baton Rouge
Charles R. Guidry, Jr., Helper, Baton Rouge
James A. Martin, Helper, Lake Charles
Lawrence Stevens, Laborer I, Lake Charles
Lachresa Teague, Dept. Clerk, Beaumont
Ruth L. Newsom, Dept. Clerk, Baton Rouge
Susan A. Kruse, Dept. Clerk, Baton Rouge
Vernice A. Davis, Jr., Eng. Helper, Beaumont

Stephanie M. Gager, Key Punch Operator, Beaumont
Jennie R. Tevis, Dept. Clerk, Beaumont
Burton G. Duhon, Residential Sales Repr., Lafayette
Della M. Pierce, Floor Saleslady-Trainee, Baton Rouge
Rachel T. Guthrie, Home Service Adviser, Baton Rouge
Louvita Tridico, Dept. Clerk, Baton Rouge



Thrift Plan

PURCHASES OF GSU stock made by the Trustee during December covering employee deductions and Company contributions through November were as follows:

2603 shares of Common stock at a total cost of \$65,103.25 or an average cost per share of \$25.011.

118 shares of \$4.40 Preferred stock at a total cost of \$8,685.18 or an average cost per share of \$73.603.

* Average brokerage and commission approximately \$0.30 per share.

The Trustee also deposited \$21,086.31 with the Savings Department of the First Security National Bank of Beaumont.

J. M. Myers Retires At Nelson Station

James M. Myers, master repairman at Roy S. Nelson Station, Lake Charles, retires Feb. 1 after some 26 years with the Company.

Mr. Myers is a native of McComb, Miss. He is a graduate of McComb High School and he attended Tulane University where he studied engineering.



He is married to the former Rena Laurence of McComb. They have one son, Aubrey Myers of Lake Charles, and one granddaughter, Tina, 7.

Mr. Myers joined the Company at Louisiana Station in Baton Rouge. In 1948, he was transferred to Riverside Station in Lake Charles as a master repairman and he worked there until the plant was sold. He has been at Nelson Station for the past two years.

Mr. Myers said that since he joined Gulf States he's always felt secure. "I've always felt that I couldn't have selected a better Company to work for."

The Myers family attends Emanuel Baptist Church of Lake Charles.

Dates Are Set For Service Award Dinners

Service Award dinner meetings during 1968 will be held on the following dates:

Lake Charles Division — Thursday, April 18

Beaumont Division — Tuesday, May 7

Baton Rouge Division — Thursday, May 9

Port Arthur Division — Monday, May 13

Navasota Division — Friday, May 17

New members of the 40, 30, 20 and 10-year Service Clubs will be honored at the meetings.



C. W. Conn, Jr. (left) of Conn Appliance Inc. in Beaumont is shown being congratulated by R. A. McAlpine, Beaumont sales superintendent, on his appointment to the co-chairmanship of the 1968 convention of the National Appliance and Radio-TV Dealers Association. The convention will be held Feb. 8-10 in Houston. Mr. Conn is also treasurer of the Association.

Tire Safety Is A Winter Must

The tires of your car are your only contact with the road. It is very important to have them checked regularly and often.

Be sure that your tires have the proper pressure, as recommended by the manufacturer. Regularly, check tires for weak spots, blisters, nicks, etc. Should your tires hit a curb or should you drive over an obstacle, check your tires at once.

Make sure that your spare is in good condition. Rotate all tires, including your spare, every 5,000 miles, in the recommended manner. A few minutes spent on regular tire inspection and care may save your time—and your life!

Safety experts note that worn tires are often the cause of skids on wet, wintry streets. Most people buy new tires before the summer driving season when tire wear is greatest. The experts recommend that winter is at least as good a time of year to consider purchasing new tires as summer.

GSU Bowling Tourney To Be Held in Beaumont

The seventh annual GSU Bowling Tournament is slated for Feb. 24-25 at Village Bowling Lanes in Beaumont.

The tournament, which has had good participation in the past, is being held in Texas for the first time.

Some 25 teams from throughout the system are expected to take part in the event. Tournament Director Ken Londers, Beaumont storekeeper, said three events will be held. These include a team event, doubles and singles.

Winners in each category will be awarded trophies, and a cash award fund will be divided among top teams in the competition.

Teams may include both men and women and all events are open to ladies as well as men. A 75 per cent handicap will be allowed all participants. Also, a team is allowed one bowler who is neither a GSU employee nor spouse.

Bowlers may enter as many events as

they choose, but a bowler participating in doubles competition must also bowl singles.

President of the Beaumont Big Ten Bowling League, Dennis Brennan, administrative accountant in Beaumont, said a buffet supper and dance are being planned for tournament participants.

Interested bowlers should fill out an official entry blank and send it along with \$3.50 for each event entered to Ken Londers at the Beaumont Storeroom.

The tournament is sanctioned by both the A.B.C. and the W.I.B.C.

Mr. Londers said 24 lanes will be available to bowlers so they should be able to bowl at any time they wish. He asked, however, that participants try to bowl on Saturday so that Sunday might be left open for late arrivals.

No entries received after midnight Feb. 17 will be accepted.

SEVENTH ANNUAL GSU BOWLING TOURNAMENT OFFICIAL ENTRY BLANK

Village Bowling Lanes
Beaumont, Texas

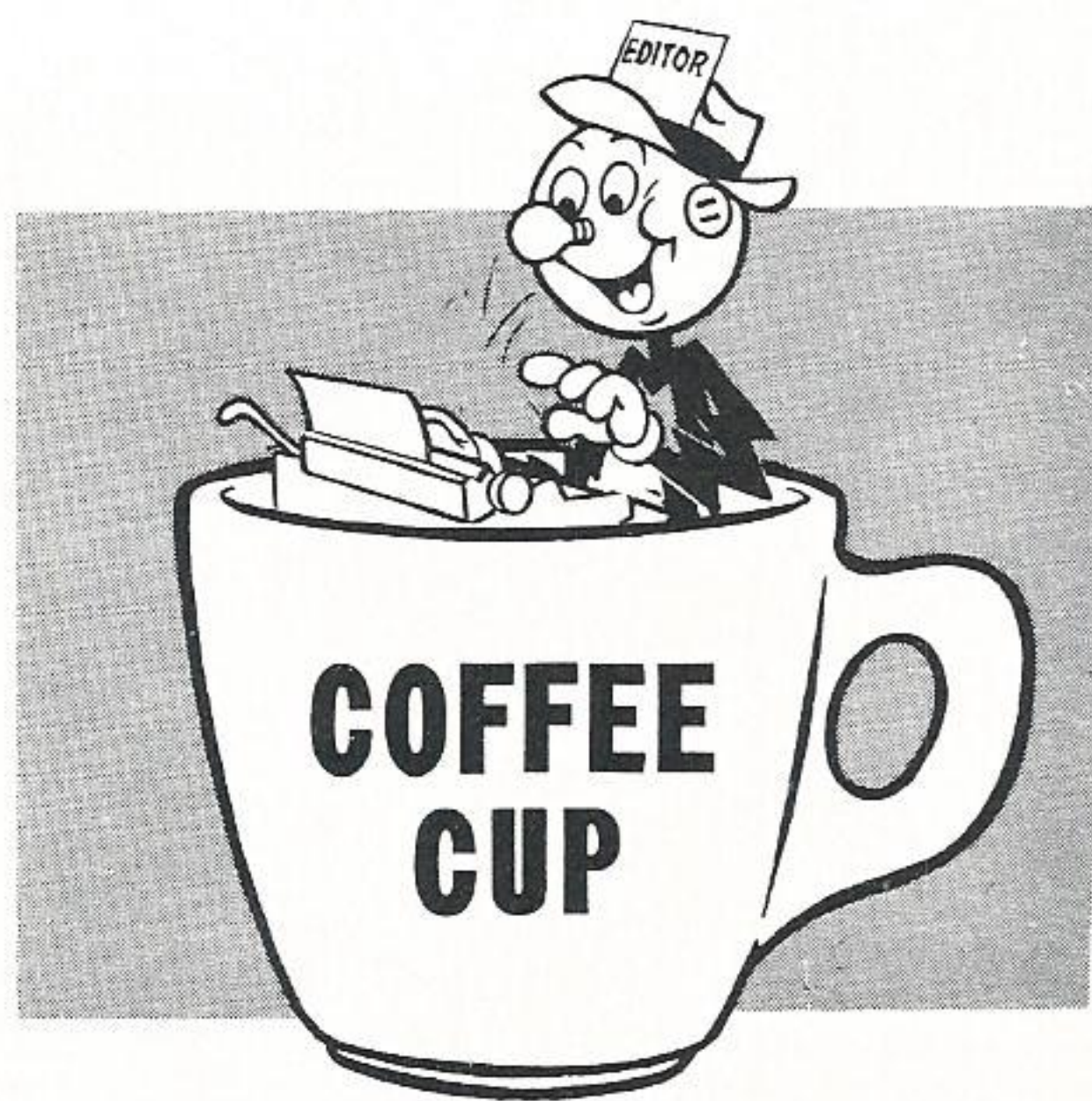
Feb. 24-25

Team Name			Doubles		Singles	
Names of team members	ABC CARD Number	Avg.	Names	Avg.	Names	Avg.
1.			1.		1.	
2.			2.		2.	
3.			3.		3.	
4.			4.		4.	

TIMES — Please circle time which you wish to bowl. If possible try to bowl on Saturday.

	Morn.	Eve.		Morn.	Eve.
Saturday Feb. 24	9:00	2:00	Sunday Feb. 25	9:00	2:00
	11:30	4:30		11:00	

Mail application and \$3.50 for each event entered to Ken Londers at the Beaumont Storeroom. All entries must be received before midnight Sunday, Feb. 17.



BATON ROUGE

Marie Lindsay, service application, will soon leave us for "yankee-land." Marie's husband, Charles, is to be commissioned into the Air Force as a 2nd Lieutenant Jan. 22, and the couple will be stationed in Plattsburg, N. Y. Charles graduates from LSU with a B.S. in chemistry Jan. 23.

Kay Elliott left the Credit and Collection Department recently to await the arrival of her first child. Kay and her husband, Neal, expect the little one in the spring.



The girls in the Accounting Department presented their new boss, Bill Reynolds, with a cake on the occasion of his birthday recently. Pictured above are, from left, Bessie Esthay, Linda Daigle, Marie Lindsay, Mary Ann Powers, Mr. Reynolds, Sharyn Evans, and Kay Elliott.



William Wilkinson's friends at the North Blvd. office wish him a fond farewell on the occasion of his retirement. Pictured above at the cake and coffee break are from left, home service advisers Harriet Babin, Sally Pelton and Rachel Guthrie.



J. L. Clement, Baton Rouge commercial sales representative, proudly displays the 8-point, 200 pound buck he shot in Concordia Parish on December 8. Clement claims there's another buck on his lease as big as an Elk, 20 points and weighing 400 pounds . . . (?)



Friends and associates of R. M. Knobloch wish him the best of luck on his promotion from Baton Rouge supervisor of credit & collection to purchasing agent.



Sales Department personnel gathered Dec. 29 at a cake and punch break in honor of Garland Whittington residential sales representative, (center) who will soon leave the company.

SILSBEE

Mary Rhodes and Norma Harrison, home service advisers, journeyed to Silsbee December 7, and put on a real feed for employees and their families in the Silsbee and Kountze area. The girls demonstrated the use of electric appliances in preparing a real Christmas dinner with all the trimmings. Everyone attending reported that the girls are very good cooks.

LAFAYETTE

A special welcome to new employees John Menard, shop and field tester in the meter shop, and Boring Janice, helper in T&D.

Suzanne Champagne

CONROE

Congratulations to Bobby Stout, Jim Milliff, Leo Adams, Frank Dupree, B. F. Sparks, and Buddy Moore. They killed at least one deer each this year.

Our sympathy is extended to Edwin Lewis on the recent death of his father.

Odie Boeker

ORANGE



Congratulations to Walter House, supervisor of sales at Orange, upon receipt of his Silver Beaver Award. Shown above making the presentation is former Silver Beaver recipient T. O. (Doc) Charlton, district superintendent for Orange. The Silver Beaver is the highest Boy Scouting award presented by a local council. The purpose is to recognize noteworthy service of exceptional character to boyhood by registered Scouters within the territory under the jurisdiction of the local council.



Jane McKenzie takes a knife to a cake dropped by the Orange office shortly before Christmas by good customer and friend of Gulf States J. K. Conn of Conn Furniture in Orange.

BEAUMONT

Frances Broussard, key punch operator, was honored at a linen shower held during the noon hour Dec. 19 on the 3rd floor. Frances married Paul Wayne Williams Dec. 23.

Nancy Westmoreland



The girls on the 11th floor in Beaumont put on quite a feed for members of the Advertising, Public Relations and System Sales Departments at noon on Dec. 22. The consensus among the men present was that this should become a daily practice.



On December 15th, a farewell party was given on the 19th Floor for Deanna Fowler, executive secretary, Beaumont. Deanna retired to raise a family. An outgoing person with a well-known smile, Deanna has worked in several departments in her nearly eleven years with the Company and has a host of friends, many of whom came to wish her well.

Jim Harvey, administrative accountant, will be absent from his desk in Beaumont for the next eight weeks while serving as accountant for the inspection of Sabine Unit No. 3 at Sabine Station. This is the first internal inspection for the unit which went into service in December of 1966.

Cookie Evans, steno for the second floor, left Jan. 19. Cookie will live in Amarillo, Tex., with her parents while she prepares to become an airline stewardess.

Rebecca Ann Payne has been transferred from steno in the records department to steno for the second floor.

Lynn Hardy



For the third consecutive year the Key-Punch Section collected money and bought gifts for the resident children at the Cerebral Palsey Home in Beaumont. Pictured above are some of the children with the gifts delivered by JoAnn Bordenman, Lorene Gant, Barbara Hayes and Nancy Westmoreland.

The eleventh floor wishes to extend sympathy to Joe DeJean, residential sales promotion director, on the death of his mother in Port Barre, La., Dec. 31.

Mary Schlicher



A birthday party was given for Anita Westermann, departmental clerk in the Records Department, Dec. 14 by her co-workers on the tenth floor. Pictured above are, from left, Imogene Ward, executive file clerk, Anita, Linda Adams, Frances Maxwell, Mary Ellen McLemore, and Ann Zoch, all departmental clerks. Ann Zoch "created" a beautiful cake for the occasion.

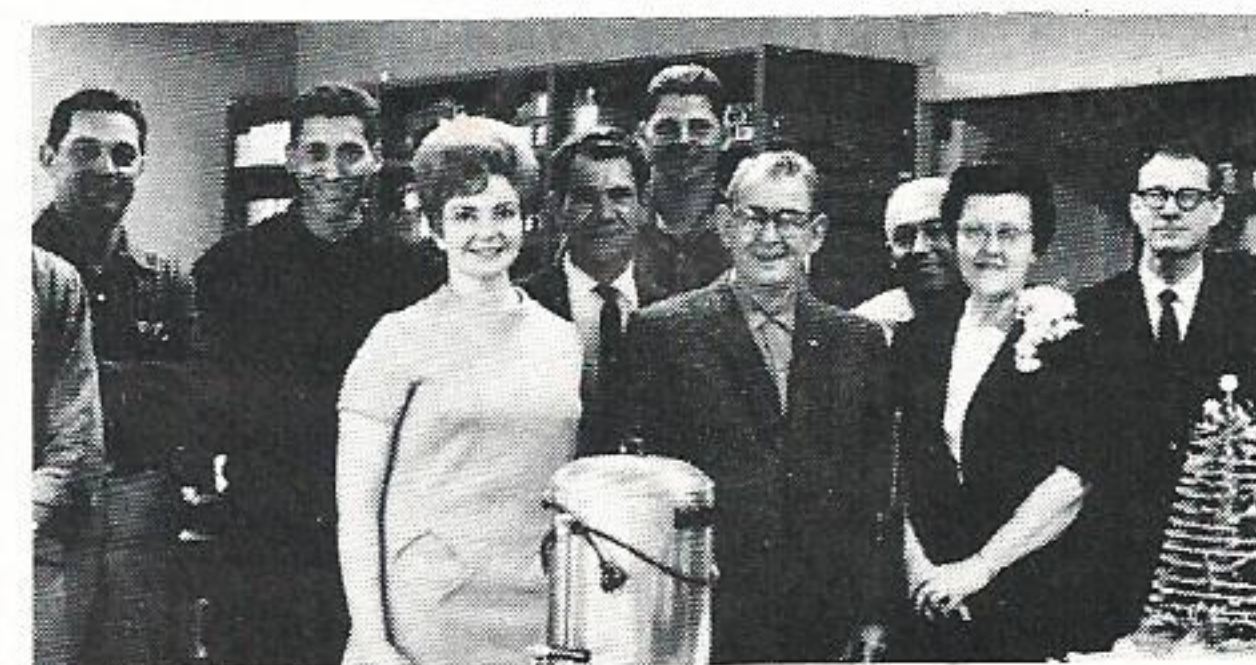
Wallace Sisk, systems advertising representative, has been elected to the post of publicity chairman of the Beaumont March of Dimes Campaign. He is also a former publicity chairman for the Beaumont and North Jefferson County United Appeals Campaign.



A blender and a really fine "Instant Hippie Kit" were presented to Alyce Corley recently on the occasion of her leaving the Company for San Francisco. Alyce was secretary to the System Public Relations Department. She will reside with her sister in California for a time. Everyone on the eleventh floor wishes her the best of luck.



A retirement party was held on the 19th floor recently in honor of Imogene Davis. The honoree received several nice gifts from her many friends who gathered to wish her well.



Friends of Tom Brown, primary and special tester, gathered in the meter shop Dec. 29 to wish a fond farewell to a really "nice guy." Mrs. Brown joined in surprising her husband.

PICTURE OUT OF OUR PAST



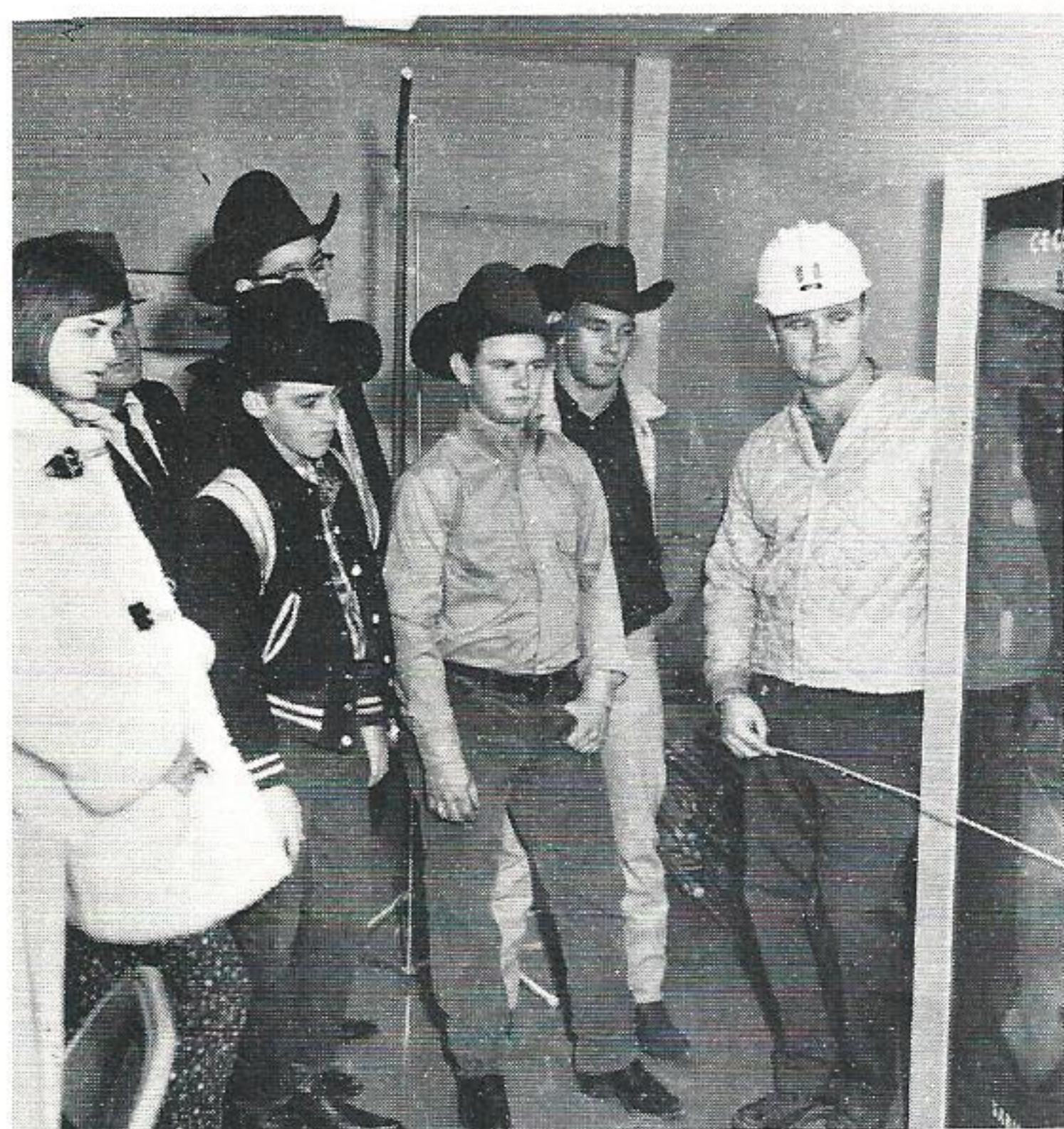
It was a great day for a picnic back in 1927 — when all of these Gulf Staters from the Lake Charles Division gathered out at the old Lake Charles Country Club. Many will recognize familiar faces in the crowd but for most only the four with arrows pointing at them will be familiar because these are the only four still with the Company. From left, they are Glenn Richard, then in the accounting department at Jennings, now chairman of the board of directors,

Beaumont; Lee Henry, then a meter man; Ed Barlow, then a serviceman, and Neill Carpenter, who was an electrical engineer back in 1927. The photo belongs to W. A. Morton who is the little boy on the front row at the left holding his knees. His father (second from left) was a time keeper for the Company back then. Our thanks to Mr. Morton and to Mr. Carpenter, Lake Charles supervisor of industrial and commercial sales, for making this fine picture available to us.



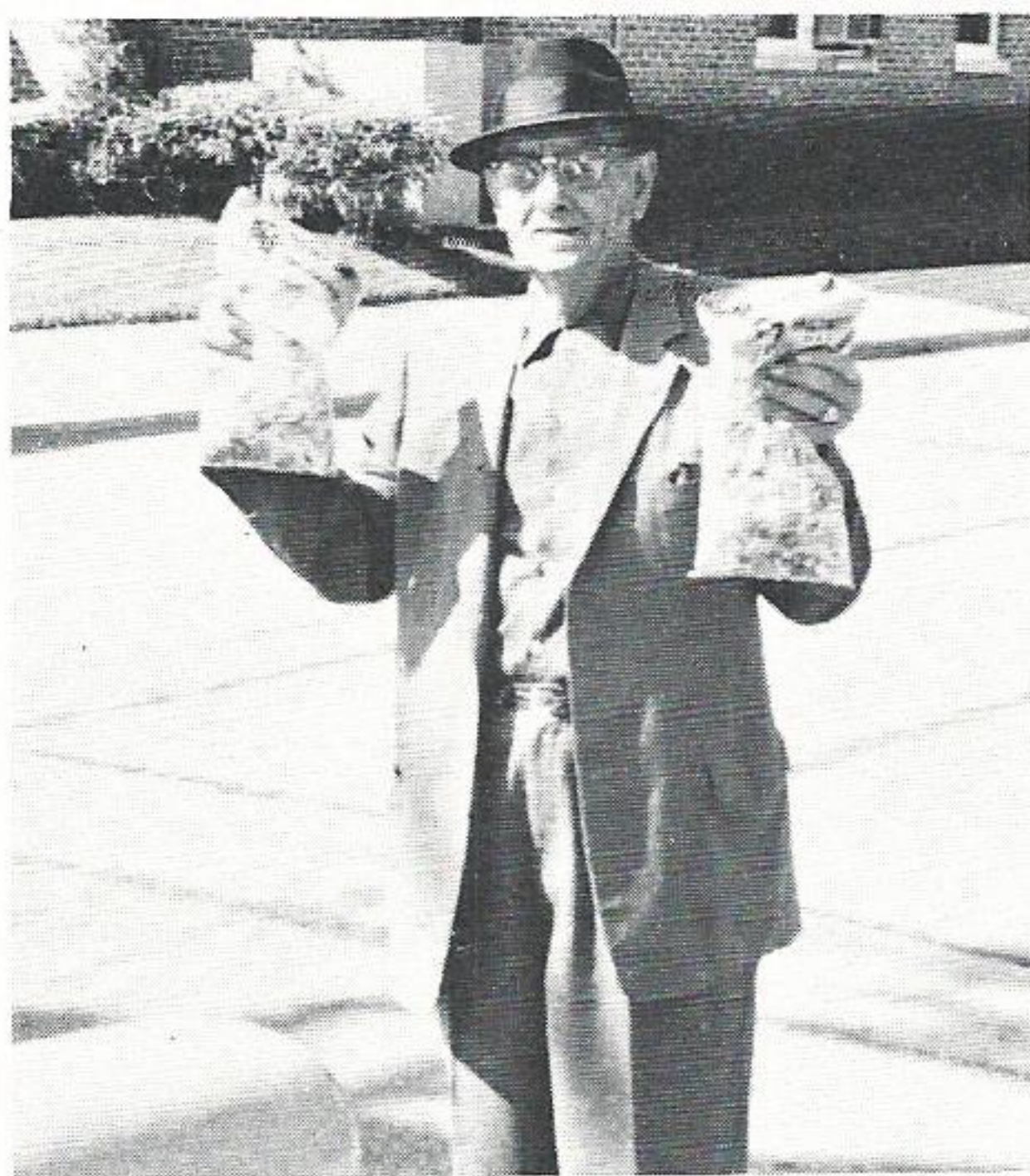
These five proud Gulf Staters are Beaumont City Bowling champs and holders of a new record for the annual tournament of 3260 pins. They are, from left, George Hayes, engineering, Bob Cooksley, Beaumont T&D, Ricks Bryant, Beaumont T&D, Fritz Duhon, Neches Station, and Willie Wilson, serviceman at Vidor.

SABINE STATION



Members of the Port Bolivar 4-H Club traveled to Bridge City Dec. 28 and toured Sabine Station. Eight adults and 18 youths in the 4-H program made the trip. Looking at a lighted diagram of a boiler unit are (from left) Lou Ann Simpton; Ralph Kahla, project leader for the group; A. J. Shaw; Joe Guidry; William Greb; Ralph Kahla, Jr.; and Ralph Havard, test technician at Sabine. The trip was arranged by Frank Osborne, district serviceman in Port Bolivar and a 4-H project leader.

LOUISIANA STATION



Sabre "Pop" Guidry, retiree from Louisiana Station, is now 73 years old and still going strong. He is doing civic work selling Trick-or-Treat candy for the Lions' Club, in Abbeville, La., with proceeds going to the blind. In ten days, he sold more than twenty-three cases of candy at \$24.00 a case, for a total of \$552.00.

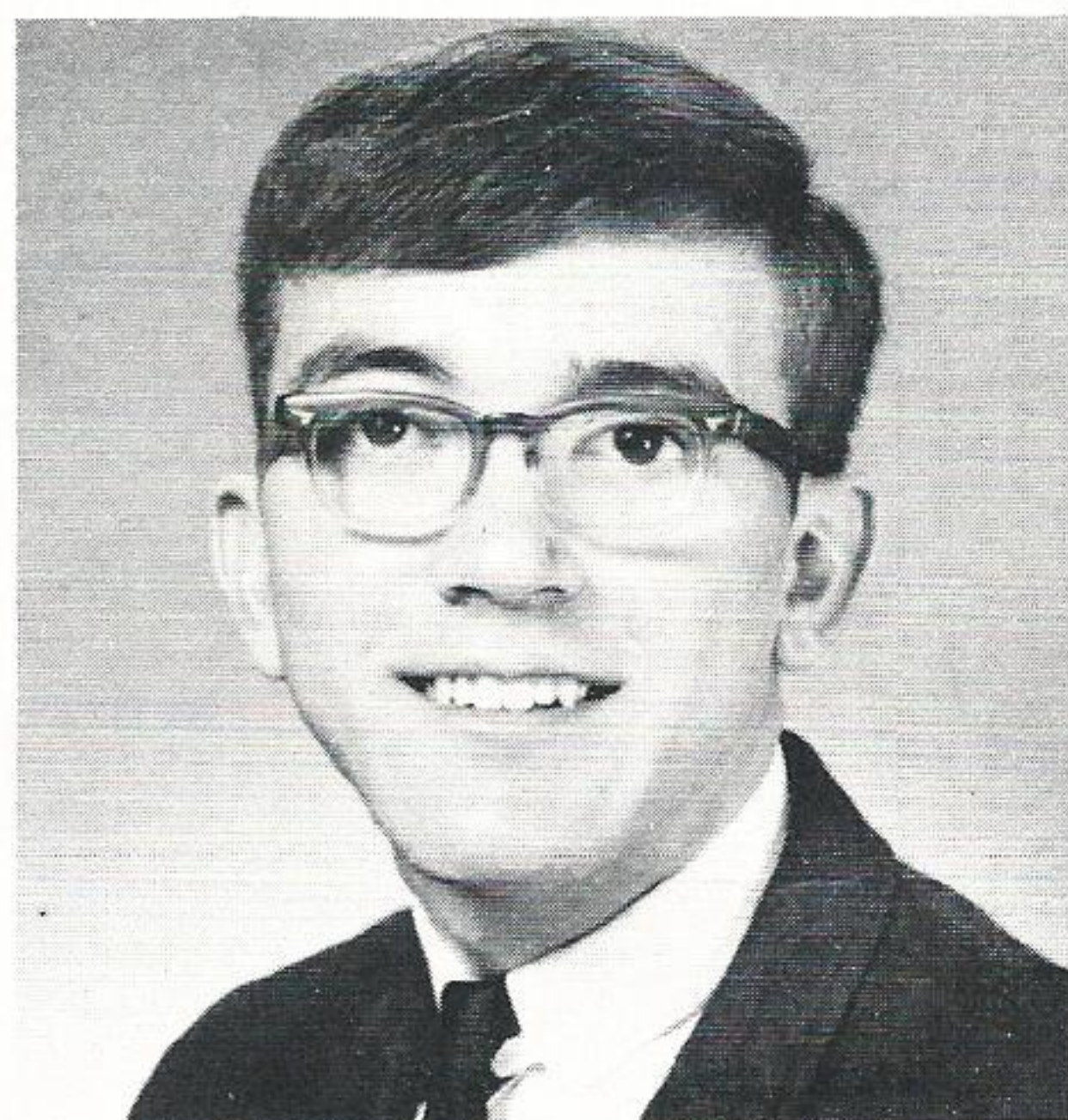
Also, Mr. and Mrs. Guidry are very excited about celebrating a memorable occasion. On December 27, 1967, "Mom & Pop" observed their 50th wedding anniversary. "Pop" says he hopes there will be 50 more.

Donna Parsons

LAKE CHARLES

A Christmas Party was given for the girls in the Accounting and Sales Departments by Mrs. Pete Roddy on Dec. 20, in her beautiful new home. A most enjoyable time was had at the affair by Mildred Nunez, Libby Jones, Barbara Wilkerson, Darlene Faires, Allie Glorie, Elaine Anderson, Trisha Browne, Virgie Lautigar, Gloria Hebert, Jeanne Johnson, Dorothy Mitchell, Ann Snider, Lucina Ory, Faye Denny and Elizabeth Sealy.

Patsy Cook



James Bush is among 100 most outstanding high school seniors in Louisiana designated as LSU's first Alumni Federation Scholars. He will compete for annual scholarships ranging from \$1500 to \$250 in a program on the LSU campus Jan. 12-13. James, who attends La-Grange High School, is the son of substation mechanic 1st class Feland Bush.

Dorothy Cooley

NAVASOTA

Sympathy to Paul Long, substation operator, on the death of his son, Paul Jr., Jan. 6.

Sympathy to Albert Baird, Jr., division manager, on the death of his father, A. W. Baird, Sr., Jan. 7, in Cordell, Okla.

Back Cover and
Inside Cover
not available