



*Plain
Talks*

GULF STATES UTILITIES COMPANY

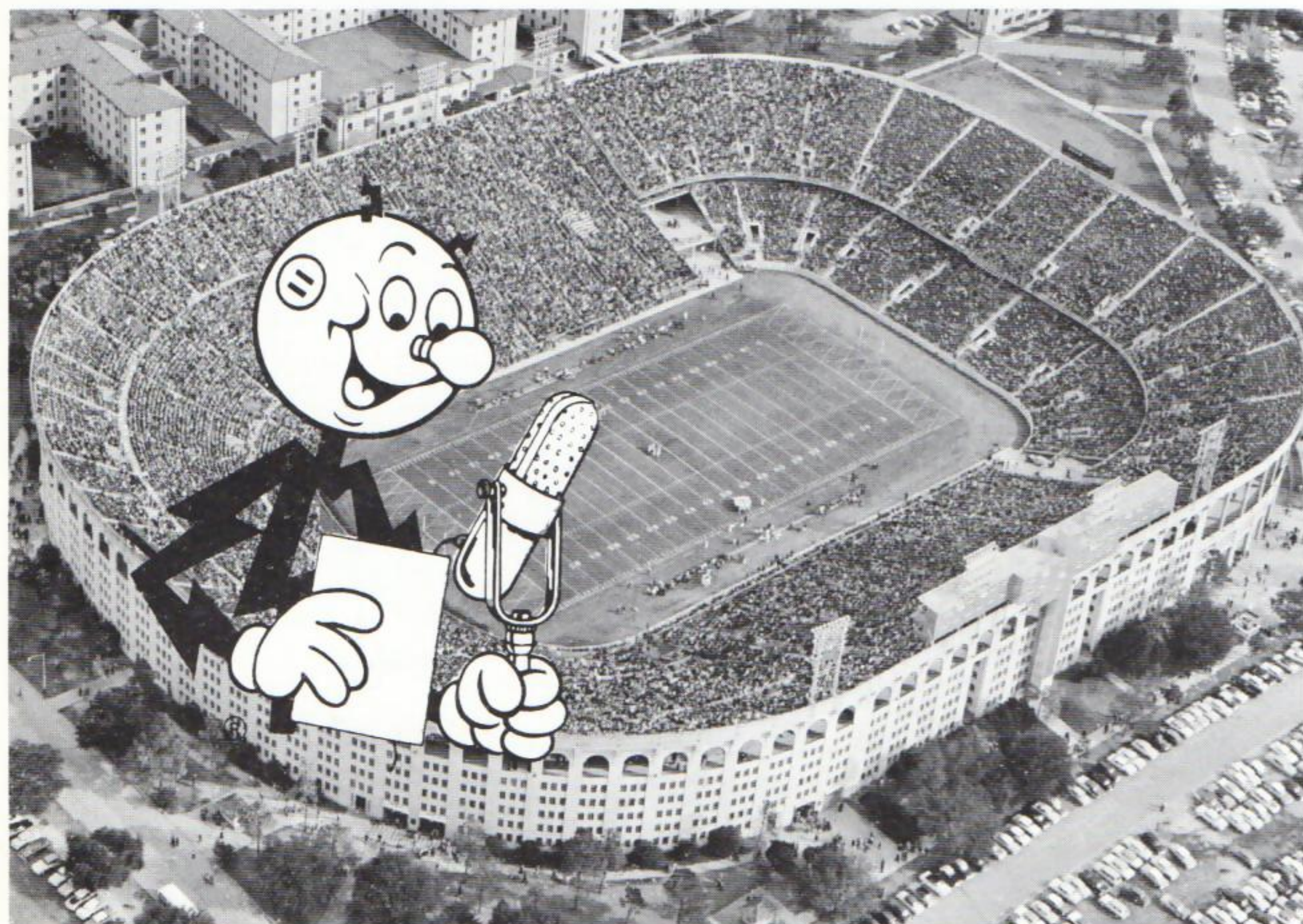
AUGUST, 1966

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Director
Public Relations

Bunch Eads
Editor

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Baton Rouge Division



Company to Co-Sponsor Tiger Football Broadcasts

REDDY KILOWATT will again be supplying all of you loyal Tiger fans with a direct "hot line" to Tiger Stadium and other points as Louisiana's investor-owned utility companies again sponsor, for the sixth straight year, the radio broadcasting of all Louisiana State University football games.

The broadcasts will be carried over the following radio stations: WJBO, Baton Rouge; KALB, Alexandria; WWL, New Orleans; KVOL, Lafayette; KWKH, Shreveport; KMBL, Monroe; KPLC, Lake Charles; and KIKC, Bogalusa.

Sponsors, along with our Company, are Louisiana Power & Light Co., Central Louisiana Electric Co., Southwestern Electric Power Co. and New Orleans Public Service Inc.

This year's schedule features games with South Carolina, September 17; Rice, September 24; Miami, October 1; Texas A&M, October 8; Florida, October 22; Ole Miss, October 29; Alabama, November 5; Miss. State, November 12; and Tulane, November 19. Home games are South Carolina, Miami, Texas A&M, Florida (homecoming), Ole Miss, and Miss. State.

Broadcast time will be at 7:15 p.m. except for the Kentucky game when broadcast time will be 6:45 p.m. and the Alabama and Miss. State games when broadcasts will get under way at 1:15 p.m.

OUR COVER

A WONDERFUL GIFT. Syliva Luquette and Mary Schlicher, stenographers in System Residential Sales, Beaumont, are putting to good use a newly arrived gift, a Deluxe Hamilton Beach Blender, as they whip up a cooling summer drink. Five other Gulf Staters will also receive Deluxe Blenders and a beautifully illustrated all-new "The Blender Way to Better Cooking" cookbooks for sending in the closest guess in the TOTAL ELECTRIC Operation Cost contest beginning this month. Turn to page 10 for details and contest rules. Hurry! Send in your entry today. Your extraordinary gift is waiting.

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

News Briefs



AUGUST, 1966

Vol. 1 No. 3

QUARTERLY DIVIDENDS DECLARED AS BOARD RE-ELECTS OFFICERS

For the second time in a row this year a quarterly dividend of 20 cents a share on common stock was declared by our board of directors at its meeting in Port Arthur August 11.

The board also declared regular quarterly dividends on the eight series of preferred stock. Dividends will be paid September 15 to shareholders of record August 22, 1966.

The board also re-elected all company officers for the ensuing year. Elected were: Glenn E. Richard, chairman of the board; Eldon A. Werner, president; Lionel V. Dugas, Henry C. LeVois, Robert W. Sherwood, Floyd R. Smith, Lewis M. Welch and Richard O. Wheeler, vice presidents; Jerome M. Stokes, secretary; and Edgar L. Bailey, treasurer.

COMPANY TO PRESENT THE DANNY KAYE SHOW

Starting this Fall our Company, through its association with the Electric Companies Advertising Program (ECAP), will sponsor one half hour of one of television's most highly acclaimed comedy-variety shows---the Danny Kaye Show---once a month during the 1966-1967 season.

The Danny Kaye Show is a regular color feature of the CBS Television Network on Wednesday nights. This is the fourth straight season for Danny Kaye in this time slot---9 p.m. in most of our service area. Be sure to check your local television station's schedule for one of TV's most wholesome and entertaining shows.

PUTTING THE YOU IN GSU

Every day we use the term "our Company." It is used throughout every issue of PLAIN TALKS.

Just who is "our Company?" "Our Company" is people, all the people who work for Gulf States Utilities Company. "Our Company" is each one of us.

Each of us---whatever our job---works for the same boss. That boss is our customers.

All Gulf Staters have the same goal---to produce a service that pleases the customer.

To achieve this we must work together as a team. That means cooperation among all Gulf Staters.

Continued

To our customers, "our Company" is the people in it. We're not T&D, Production, Personnel, Public Relations, Advertising, Executive, Treasury or Sales.

Many customers make up their minds about "our Company" on the basis of the Gulf Staters they deal with, both on and off the job. In reality, "our Company's" image can be no better than the one that we Gulf Staters reflect.

When we hear, use or read the term "our Company" in the future, let's take a moment to reflect. The term doesn't represent some big impersonal machine. It's all of us as a team!

HOME STRETCH IN SIGHT ALONG SALES ROUTE '66"

Beaumont Division continues to set the pace along "Sales Route '66" as it kept ahead of the pack by taking the July residential loadbuilding race with five first places---water heaters, dryers, heating, heat pumps, Gold Medallion Homes.

Tooling along in second place was the Navasota Division with a first in ranges. Port Arthur was third, Lake Charles fourth and Baton Rouge fifth with a first in Bronze Medallion homes.

Baton Rouge Division moved ahead to take the KWH trophy for a second lap with a July gain of 167 kilowatthours. The Reddy Kilowatt trophy has come into the possession of the Beaumont Division four times since January 1 and was taken once by Port Arthur Division.

After seven laps around the course the per cent of residential sales quotas reached are: ranges, 60.93 per cent; dryers, 51.81 per cent; water heaters, 58.14 per cent; heat pumps, 43.40 per cent; electric heating, 97.23 per cent; Bronze Medallion homes, 64.83 per cent; and Gold Medallion homes, 82.25 per cent.

In the commercial race, Lake Charles took the lead in July followed by Baton Rouge, Beaumont, Port Arthur and Navasota. The commercial boys finished their seventh race of the year by reaching the following per cent of quotas: heat pumps, 53.6 per cent; resistance heating, 86.4 per cent; lighting, 67.1 per cent; cooking, 59.9 per cent; and electric air conditioning, 82.1 per cent.

Top drivers along "Sales Route '66" last month were: Beaumont, residential, Jack Ogden, Woodville, commercial, O. C. Wingard, Orange, and Brooks Bishop, Beaumont (tie); Navasota, residential, D. L. "Pete" Allbritton, Huntsville, commercial, Joe Bailey, Huntsville; Port Arthur, residential, W. M. "Mooch" Ingwersen, Mid-County, commercial, Forest "Buck" Elkins, Port Arthur; Lake Charles, residential, Harold Beaugh, Church Point, commercial, Earl Broussard, Lafayette; Baton Rouge, residential, Charles Ross, commercial, W. E. Benjamin.

I AM A TIRED AMERICAN!

I AM A TIRED AMERICAN. I am tired of being called "The Ugly American." I'm tired of having the world panhandlers use my country as a whipping boy 365 days a year.

I am a tired American—weary of having American embassies and information centers stoned, burned, and sacked by mobs operating under orders from dictators who preach peace and breed conflict.

I am a tired American—weary of being lectured by General de Gaulle (who never won a battle) who poses as a second Jehovah in righteousness and wisdom.

I am a tired American—weary of Nasser and all the other blood-sucking leeches who bleed Uncle Sam white and kick him on the shins and yank his beard if the flow falters.

I am a tired American—weary of the beatniks who say they should have the right to determine what laws of the land they are willing to obey.

I am a tired American—fed up with the mobs of scabby faced, long-haired youths and short-haired girls who claim they represent the "new wave" of America and who sneer at the old-fashioned virtues of honesty, integrity, and morality on which America grew to greatness.

I am a tired American—wearied unto death of having my tax dollars go to dictators who play both sides against the middle with threats of what will happen if we cut off the golden stream of dollars.

I am a tired American—who is tired of supporting families who haven't known any other source of income other than Government relief checks for three generations.

I am a tired American—who is getting madder by the minute at the filth peddles who have launched Americans in an obscenity race—who try to foist on us the belief that filth is an integral part of culture—in the arts, the movies, literature, the stage.

I am a tired American—weary of the bearded bums who tramp the picket lines and the sit-ins—who prefer Chinese communism to capitalism—who see no evil in Castro, but sneer at President Johnson as a threat to peace.

I AM A TIRED AMERICAN—who has lost all patience with the civil rights groups which are showing propaganda movies on college campuses from coast to coast. Movies denouncing the United States. Movies made in Communist China.

I am a tired American—sickened by the slack-jawed bigots who wrap themselves in bedsheets in the dead of night and roam the country-side looking for innocent victims.

I am a tired American who dislikes clergymen who have made a career out of integration causes, yet send their children to private schools.

I am a tired American—who resents those who try to peddle the belief in schools and colleges that capitalism is a dirty word and that free enterprise and private initiative are only synonyms for greed.

They say they hate capitalism, but they are always right at the head of the line demanding their share of the American way of life.

I am a tired American—real tired of those who are trying to sell me the belief that America is not the greatest nation in all the world—a generous-hearted nation—a nation dedicated to the policy of trying to help the "have-nots" achieve some of the good things that our system of free enterprise brought about.

I am a tired American who gets a lump in his throat when he hears the "Star-Spangled Banner" and holds tears when he hears those chilling high notes of the brassy trumpets when Old Glory reaches the top of the flagpole.

I am a tired American who thanks a merciful Lord that he was so lucky to be born an American citizen—a nation under God, truly, with mercy and justice for all.

This editorial first appeared in the Rock County Herald in Luverne, Minn. It was reprinted in the Dec. 24 edition of the Buffalo (N. Y.) Evening News and was read into the Congressional Record Jan. 10 by the Rep. Thaddeus J. Dulski of New York.



BEGINS TO TURN OUT POWER. One of the two hydroelectric generating units at Sam Rayburn Dam began producing electric energy July 1. Our Company has contracted to purchase the entire output of this East Texas installation, marking the first time that power has come directly on our system from a hydroelectric source. Sam Rayburn Dam and Reservoir play an even larger role for Southeast Texas by providing water for recreational, industrial and agricultural use.

Company Begins to Receive Power from Rayburn Dam

INFANT BUT ALREADY-SPRAWLING Sam Rayburn Dam and Reservoir, fed by waters of the Angelina and Neches Rivers, stand on the brink of becoming a bee-hive of recreation for Southeast Texans and a source of abundant, fresh water for industrial and agricultural users of the Sabine area.

Also waiting in the wings as a by-product are the dam's two hydroelectric generating units, one of which started producing electric energy July 1. Greater generation is still in the future and will depend on the water level of the lake, which will fluctuate according to rainfall across the vast feedwater area.

Our Company has contracted to purchase 100 per cent of the hydro power which on occasion could total as much as 52,000 kilowatts. The dam, some 16 stories high and about 19,430 feet in length, houses two 26,000-kilo-

watt generators — 43,500 horsepower each.

Since a certain level of water is necessary to generate electricity (minimum of 148 feet), the U. S. Corps of Engineers — builders of the dam and lake and operators of the hydroelectric facilities — say that generation will be intermittent. It depends on how long the water level of the reservoir with a maximum elevation of 164 feet can be maintained.

The water level will fluctuate through a range of 12 feet between the top of the reservoir and the crest of the uncontrolled spillway for control of floods. Gradual drawdowns of as much as 15 feet below the power pool level will occur in the interest of low flow regulation, power development, municipal, industrial, agricultural and other uses.

Our Company, for example, will

seldom receive the dam's full capacity of generation in its 138,000-volt lines connected to the hydro facilities because the power pool must be replenished after several hours operation. As a result, the two hydroelectric units may be used for only short periods of time during peak demands. The "drawdown" is controlled by the need for water for irrigation and other purposes, and is not a Company responsibility, as some fishing enthusiasts believe.

The dam's powerhouse is operated by the U. S. Corps of Engineers and regulated by the Southwestern Power Administration, a governmental marketing agent for hydroelectric power in several states.

Power will be sold to the new Sam Rayburn Dam Electric Cooperative, Inc., which will sell to our Company. We will use some of the electricity as "peaking" power over our two-state system and will distribute the remainder as designated by the SPA.

Chairman Richard has described the operation of Sam Rayburn Dam hydroelectric facilities as "an example of how Federal government-supported agencies and an investor-owned company can work together harmoniously toward the economic development of Southeast Texas."

The Sam Rayburn power marks the first hydroelectric energy for our Company, which has depended solely on steam generating plants the last 40 years. But it isn't the last by any means.

Work is progressing on Toledo Bend Dam and Reservoir on the Sabine River, and upon completion in 1968 we will join Louisiana Power and Light and Central Louisiana Electric in absorbing 80,000 kilowatts of hydro power. Our Company will purchase 50 per cent of the energy or 40,000 kilowatts while the other two firms will buy 20,000 kilowatts each. Unlike Sam Rayburn, Toledo Bend is being built as a joint project of Texas and Louisiana with no Federal money being spent.

Our Company will also use this hydro energy as peaking power.



St. Francisville, Louisiana, Moves out from Under The Magnolias

SPIRITUAL SOURCE SINCE 1858. Storied old Grace Episcopal Church, built in 1858 when St. Francisville was a busy shipping center, sits majestically amidst moss-draped trees as a constant reminder of an era long past. The church still bears wounds received during the Civil War when the U.S.S. Lafayette shelled the city for four hours.

"OUT FROM UNDER the magnolias and back into the mainstream of American progress," is the cry across rejuvenated Louisiana these days.

And if folks up around St. Francisville didn't know better, they would swear the rest of the state borrowed their guideline for action. They still have the picturesque antebellum homes that are turning the place into a tourist mecca. But, thanks to dynamic leadership, they have been working overtime to get their share of the unprecedented growth being enjoyed in the South today.

Like all industrial development work, results are slow. But the foundation has been laid and most of the credit goes to Joseph Rinaudo, Jr., and his St. Francisville Industrial Development Committee. They have worked tirelessly on avenues of community improvement as well as luring new business and industry. They're convinced that the two—community betterment and progress in that order—are inseparable.

Civic leaders reached the point last year of wanting "to tell the world" about their locale, and they plunked down the cash to advertise. They did it via attractive, colorful brochures that publicized St. Francisville's close proximity to major markets and suppliers, strategic location on the Mississippi River, available labor force, ample fresh water and excellent transportation.

That was the industrial side of the story and it was told in a brochure aimed to catch the eye of the busy industrialist looking for new frontiers of operation. Mr. Rinaudo and his

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committee then went to work to come up with a mailing list of well-screened industries in other parts of the country that could operate easily in this area.

Civic leaders aren't forgetting the area's magnetic pull for its tourist attraction. The countryside is dotted with perfectly-preserved antebellum homes, which, with a little imagination, can send any tourist back to Louisiana's pre-Civil War era with its plantation homes steeped in grandeur and grace. A stroll through any is enough to let you feel the mode of life that teemed and throbbed inside them over 100 years ago.

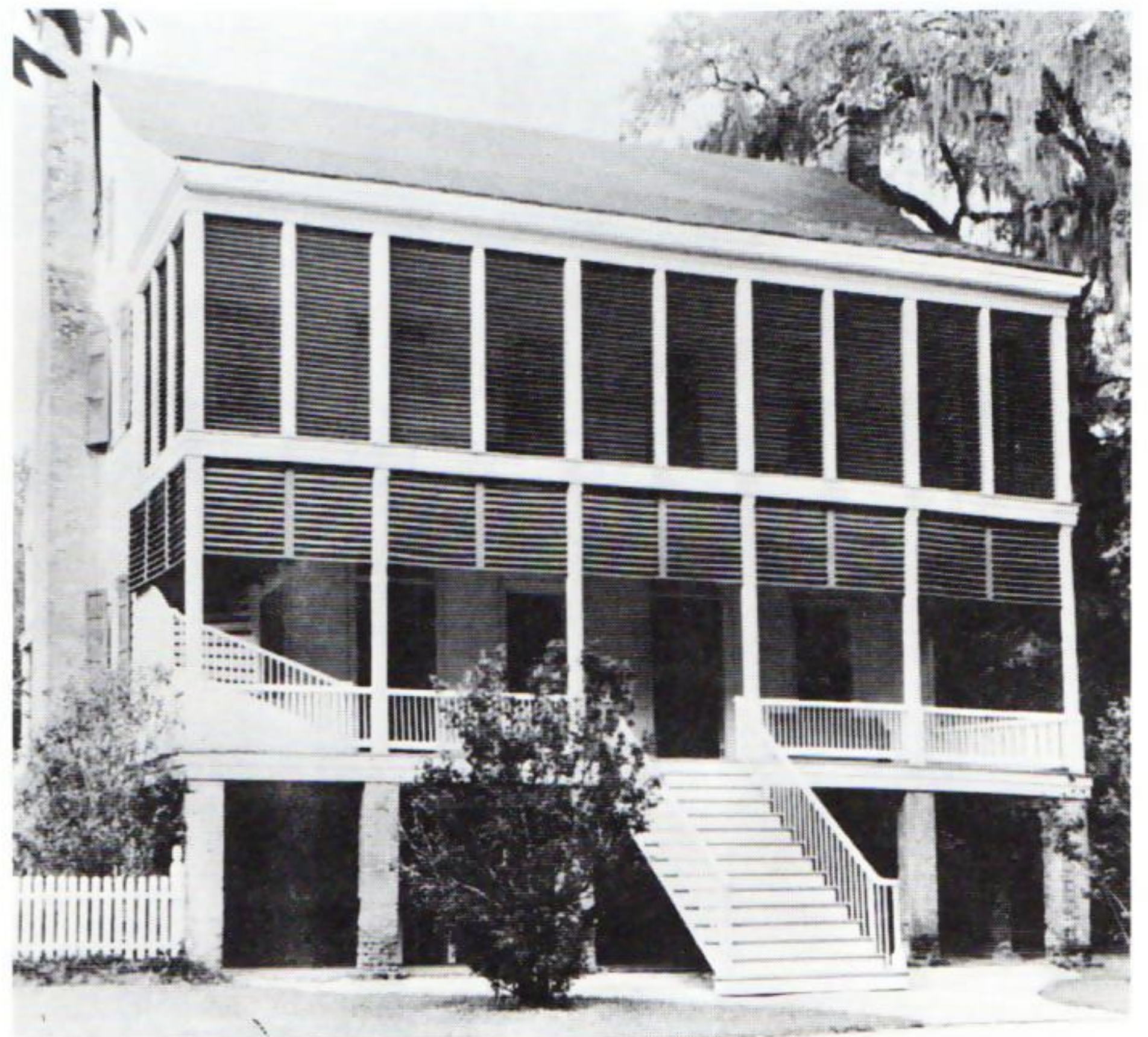
The development committee recaptured all the charm of that flamboyant period in American history in a brochure designed especially to attract tourists. Included are pictures and brief histories of the old Grace Episcopal Church (1858), Fairview Plantation (1845), The Myrtles Plantation (1834), Afton Villa Gardens with 100-year-old live oaks and azaleas, Oakley House at Audubon State Park



PARTNERS IN PROGRESS. Joseph Rinaudo, left, livewire chairman of St. Francisville's Industrial Development Committee, huddles with our Company's Dick Krouse, Jr., area development engineer, Baton Rouge, to check one of the new industrial opportunity brochures prepared by the committee. Mr. Krouse works with the committee frequently and is an unofficial member of Mr. Rinaudo's "progress team."



UNUSUAL PLANTATION HOME. The Cottage, six miles north of St. Francisville, is one of the most unusual of the plantation homes. The original architecture is Spanish but it was added to several times until its appearance changed over the years. House and ground tours are conducted year-round.



A TOUCH OF YESTERYEAR. The Oakley house, whose history dates back to 1799, has been restored to its natural beauty and is a tourist "must" in Audubon State Park near St. Francisville.

(1799), The Cottage Plantation home (1795) and Rosedown Plantation home (1835).

"The brochures are just two of our community improvement projects," explains Mr. Rinaudo, who takes time out from running the town's biggest department store with his father to work toward making St. Francisville a better place to call home. "They may be small by some standards but it has been heartening to see the community brought together and work together on such a worthwhile effort. Everyone has wanted to do his part."

St. Francisville, tucked in a huge bend in the Mississippi River in what's known as the Florida Parishes, has a dramatic history of community cooperation and fighting adversity.

With the old sister town of Bayou Sara, St. Francisville became one of the South's most flourishing river ports in the 18th century. Bayou Sara, existing now in name only, was hard against the mighty Mississippi River and its wharves jutted boldly into the "Big Muddy" for hundreds of yards along the Eastern shore. Timber, cotton, cattle, staples, naval stores,

whiskey and even slaves streamed along the boardwalks and corduroys leading to the massive paddle-wheel, river steamboats.

Bad times hit in 1912 when floodwaters of the Mississippi destroyed much of old Bayou Sara. It was the same year, recall oldtimers, that the boll weevil stripped the cotton fields. Merchants and farmers were wiped out and it was a blow that was to cripple the economy of the area for years.

St. Francisville, which moved a few miles eastward from its former spot along one of the sharp, hog-back ridges that cut the bluff line, fought back doggedly during the 1920's and 1930's and sustained almost entirely by the budding hardwood timber industry. The fading cotton fields were further replaced in the early 1940's when sweet potato and cattle arrived on the scene. Another "shot in the arm" came during the 1950's when one of the nation's biggest timber companies, Crown-Zellerbach Corporation, erected a \$31 million paper mill at St. Francisville. It gave West Feliciana Parish a three-pronged economic base of cattle,

potatoes and timber products. The tempo picked up with the arrival of the sand and gravel business along the banks of Bayou Sara.

The good times continued when the expanding cattle industry welcomed word of the establishment of a local mill producing mixed cattle feed and pellets. Today, four feed mills are humming with activity, turning out custom mixed and pelletized feeds utilizing sorghum almun, coastal bermuda and other green feeds grown locally.

The sweet potato industry is nothing to scoff at, thanks to a land singularly well adapted to the growing of Puerto Rico yams and the ever-expanding Princeville Canning Company—the parish's second largest employer. At the peak of the canning season, upwards of 1,100 persons are employed by Princeville and its payroll runs over \$600,000 annually. The plant canned over 2,000,000 cases of sweet potatoes in 1965 as West Feliciana Parish protected its title as the "Sweet Potato Capital of the World." The parish has produced more yams than

(Continued on next page)



A TOUCH OF NEW. In contrast to St. Francisville's storied old plantation homes are new subdivisions like this that feature the most modern homes. The new homes were prompted by new business and plant expansions.



NEW RECREATION SPOT. Youth must be served, goes the old saying, and St. Francisville takes it seriously. Among recreational facilities is the new Bikini Beach featuring the "world's biggest kidney-shaped pool," a picturesque lake for boating and fishing, a real sand "beach," snack bar and dancing.

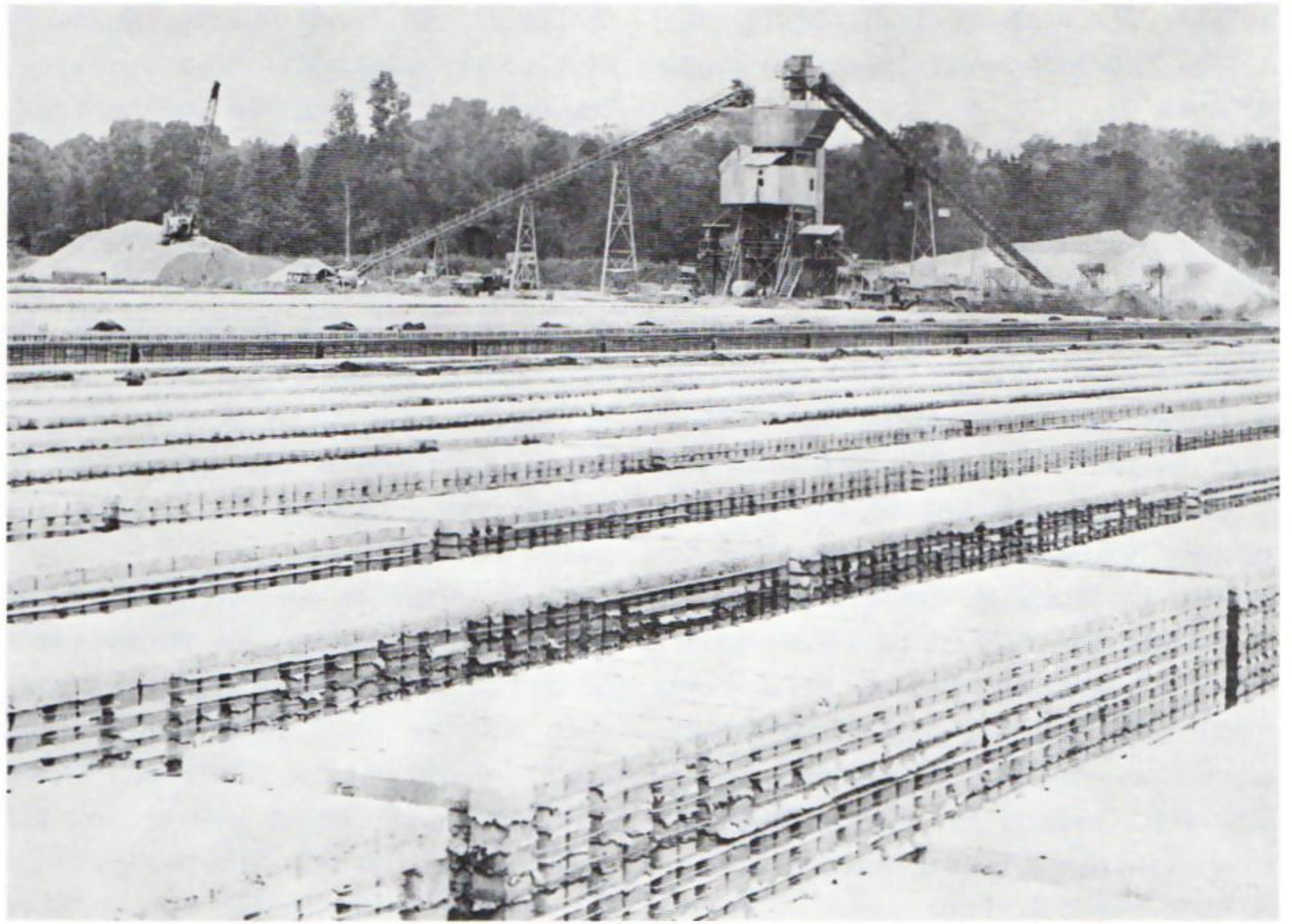
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any other parish or county in the nation for years.

"The successful operations of Crown-Zellerbach and Princeville should be proof that similar firms and other business can prosper in our healthy economic climate," says Mr. Rinaudo. "There is no shortage of labor, yet a new industry would find all the assets of a small town—favorable tax structure, plenty of room for future expansion, a friendly and restful atmosphere, excellent schools and churches and outdoor recreation galore.

"Throw those in with our natural resources and St. Francisville has a lot to offer."

Mr. Rinaudo projects a glowing image of his town and it's one so typical of the new face of Louisiana: the fascinating vision of another era interspersed by space-age ideas and a populace bent on progress.



RIVER OPERATION. River mats are big business at St. Francisville and the reason is the big Corps of Engineers plant that casts some 200,000 of the concrete river mats annually. The Corps uses the mats for revetting work along the banks of the Mississippi River in Louisiana.



MILLION DOLLAR YAM BUSINESS. Princeville Canning Company, which canned over 2,000,000 cases of sweet potatoes last year, is a tremendous boost to St. Francis-

ville's economy. The plant employs 1,100 during its peak operation. St. Francisville is easily called "the Sweet Potato Capital of the World."



TEXAS UTILITIES COMBINE RESEARCH, RECRUITING. In an effort to get their share of top college graduates, four Texas utilities have joined the University of Texas to inaugurate an undergraduate research program. The project is designed to interest senior electrical engineering students in the power field and slow the graduate flow toward space and electronics industries. Participating companies in addition to our Company are Dallas Power and Light, Houston Lighting and Power and Texas Electric Service. The two students engaged in our Company's research are Don Stafford of Austin, standing at left, and Murray Boozer of Houston, second from left. Their professor, Don Krezdorn, is in the middle. They are checking their progress in our system operations office in Beaumont. Seated is Don Hamilton and standing at right are T. A. Wier, second from right, and R. E. White, system operations manager.

Student Research Projects Designed to Attract Engineers Into Utilities Careers

GIVE A BRIGHT, young electrical engineering graduate equal shots at careers in the new space industry and the old, established electric power field and it's the latter in most cases that loses a prospective employee. Electric company talent recruiters, working the campus harder than ever, are the first to tell you that visions of being a part of space

programs through electronics have a fascinating, even magic ring.

Four Texas investor-owned utilities have joined the University of Texas in hopes of making the electric industry as attractive to graduates as the always-glamorous space-electronics industry.

Our Company joined Dallas Power and Light, Texas Electric Service and

Houston Lighting and Power to inaugurate semester-long research projects to be carried out by carefully-selected undergraduate students in the university's electrical engineering department. Purpose of the program is to stimulate the interest of the undergraduate electrical engineering student in the electric power industry by making him a part of it in his formative years.

Students are paid for their work and each spends at least 10 hours per week on the research. The senior electrical engineering majors are presently engaged in eight projects, two for each of the four participating companies. The students, tutored by Professor Roy Krezdorn of the university's electrical engineering department, visit their sponsoring firms four times a semester to make first-hand progress reports.

The student research projects can be of the type that requires a computer which the university has or they can be of a physical type requiring certain laboratory facilities. Our Company, for example, has two seniors working on the preparation of IBM programs suitable for use on our 1620 computer. They are calculating electrostatic induction in lines underbuilt on GSU's 500 KV system and phase unbalance in transmission lines due to lack of transpositions.

Texas utility people feel that in order to get desirable grade young men interested in the electric power field, it is necessary to get their interest before they reach a graduate level—thus the use of undergraduate students in the research program. They are hopeful that this joint project will steer top caliber engineering personnel into the electric power field.

As one personnel official of a participating utility put it: "We in the power field have to get more progressive in our campus recruiting if we are going to get our share of bright, capable engineers. Programs like this that give undergraduate students an insight to the challenges and opportunities in the power field should be a step in the right direction."



Robert E. Morton



George W. Adams



Samuel L. Mixon

Four to Retire September 1

FOUR LONG-TIME EMPLOYEES of our Company will retire September 1.

Robert E. Morton, operating superintendent for Navasota Division, has been with our Company since November 8, 1928. He was employed as a lineman at Beaumont.

He worked in Beaumont until transferred to Navasota in 1929 as a substation foreman. He was promoted to general substation foreman in 1939, to operating supervisor in 1950 and has been operating superintendent since 1965.

A native of Ocala, Florida, he was reared and educated at Waycross, Georgia. Mr. Morton is married to the former Addie Mae Powell of Enterprise, Alabama. They live at 1014 E. Washington Ave., Navasota.

Mr. Morton is a member of the Grimes County Chamber of Commerce and the First Baptist Church. He says he has no plans for retirement at present, but probably will do some traveling.

George W. Adams, line foreman at Dayton, will retire after almost 40 years with our Company. He came to work at Liberty as a lineman on January 14, 1927. He progressed to become line foreman in 1939.

Samuel L. Mixon, master repairman at Louisiana Station since 1943, would complete 47 years of service with our Company and predecessor Baton Rouge companies if he were not retiring August 1.

He came to work on August 18, 1919, as a shedman's helper for Baton Rouge Electric Company. He worked in various positions until becoming a repairman at Louisiana Steam Generating Company in 1936. He came to our Company in 1938 and served in various repairman positions until made master repairman. Prior to joining our Company he worked for Standard Oil of Louisiana at Baton Rouge as a painter.

Mr. Mixon is a native of Tangipahoa, Louisiana, and is married to the former Hazle Anderson of Chesbrough, Louisiana. They make their home at 3413 Hiawatha in Baton Rouge.

"I plan to take life easy with enough work and exercise to keep in good health," Mr. Mixon says. "IH 10 is taking my home, so I hope to do some traveling after building a new home."

Luther E. Mosier, collector, Sulphur, joined our Company on July 15, 1935, as district representative at Beaumont.

He was transferred to Port Arthur in 1940 and to Lake Charles in 1943. He was made a residential sales representative in 1946 and was later transferred to Sulphur. He was made a residential sales representative senior in 1949 and in 1955 was made a commercial sales representative senior. He has been a collector since 1964.

A native of Waurika, Oklahoma, he is married to the former Claudia Mary Bonin of Orange, Texas.

He was a member for 20 years of Lions Clubs in Lake Charles, Maplewood and Sulphur and served as president of the Sulphur Lions. He served as a two year director for the West Calcasieu Association of Commerce and is a member of Lady of Lasalette Catholic Church in Sulphur.



Luther E. Mosier

Thirteen Gulf Staters Move Up

Stelly Heads

Port Arthur Sales

JAMES A. STELLY, formerly supervisor of commercial and industrial sales for the Port Arthur Division, has been promoted to sales superintendent for Port Arthur Division.



Jim Stelly

A native of Lake Charles, he is a graduate of Lake Charles High School, McNeese Junior College and Louisiana State University, where he received a degree in electrical engineering. He joined our Company in 1949 as an industrial engineer at Lake Charles and moved to Baton Rouge in 1950 as a junior lighting engineer, later advancing to industrial engineer. He was promoted to supervisor of commercial sales in 1954. He was promoted and transferred to Port Arthur in 1965.

Mr. Stelly has been a state director of the Louisiana Restaurant Associa-

tion and served as chairman of the New Orleans section of the International Illuminating Engineering Society. He is a past member of the American Society of Heating, Refrigeration and Air Conditioning Engineers and is a member of the Louisiana Engineering Society. He serves on the Industrial Development Committee of the Port Arthur Chamber of Commerce.

He is married to the former Billie Rae Vincent of Lake Charles and they have two daughters, Jamye Rae and Kathryn Lyn.

Oliver Named Drafting Coordinator

STERLING "BUTCH" OLIVER, formerly chief draftsman in System



S. A. Oliver

Services Section, Beaumont, has been named drafting coordinator and will coordinate the work flow into and out of the System Drafting Department.

He has been with our Company since 1937 and was

chief civil draftsman before being named chief draftsman in 1965.

A native of McLennan County near Waco, Texas, he is married to the former Lillian Alley of Navasota and they have one son, Steven. The Olivers are members of St. Mark's Episcopal Church, Beaumont.

Clawson Promoted To Drafting Supervisor

D.R. CLAWSON, formerly a senior engineering assistant, Beaumont, has been promoted to drafting supervisor, System Services.



Don Clawson

Mr. Clawson came to work for our Company in 1952 as an engineering helper at Beaumont. He was made a draftsman in 1954 and senior engineering assistant in 1958. He was promoted to his new position on July 16.

A native of Beaumont, he is a graduate of Beaumont High School. He is married to the former Helen Chaney of Beaumont and they have three sons, Glen, Randall and Kirby. Glen and Randall attend Beaumont's Stephen F. Austin Junior High.

Mr. Clawson served as president of the Live Wires Club for eight years (1955-1963) and has been active in Evening Optimist Little League for nine years. He is a member of Forest Park Methodist Church.

West Made Electrical Maintenance Supervisor

ROY J. WEST, formerly electrical maintenance foreman, Louisiana Station, was promoted to electrical maintenance supervisor on August 1.



Roy West

Mr. West has been with our Company since 1958. He was employed in Beaumont as an engineer upon graduation from Texas A&M and was

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SUMMER FUN. Marianne Nelson and Becky Jones, home service advisors for Port Arthur Division, conducted a series of "Food and Fun for Everyone" programs for Port Arthur girls at the Service Center last month. The second session, which was for girls 12 through 14, had 120 girls enrolled. The fun packed, three-day program featured electric cooking menus, beauty hints and etiquette pointers.

Guess-the-Operating-Cost Contest — — GSU Emp

5 DELUXE HAMILTON BEACH BLE

to be given away

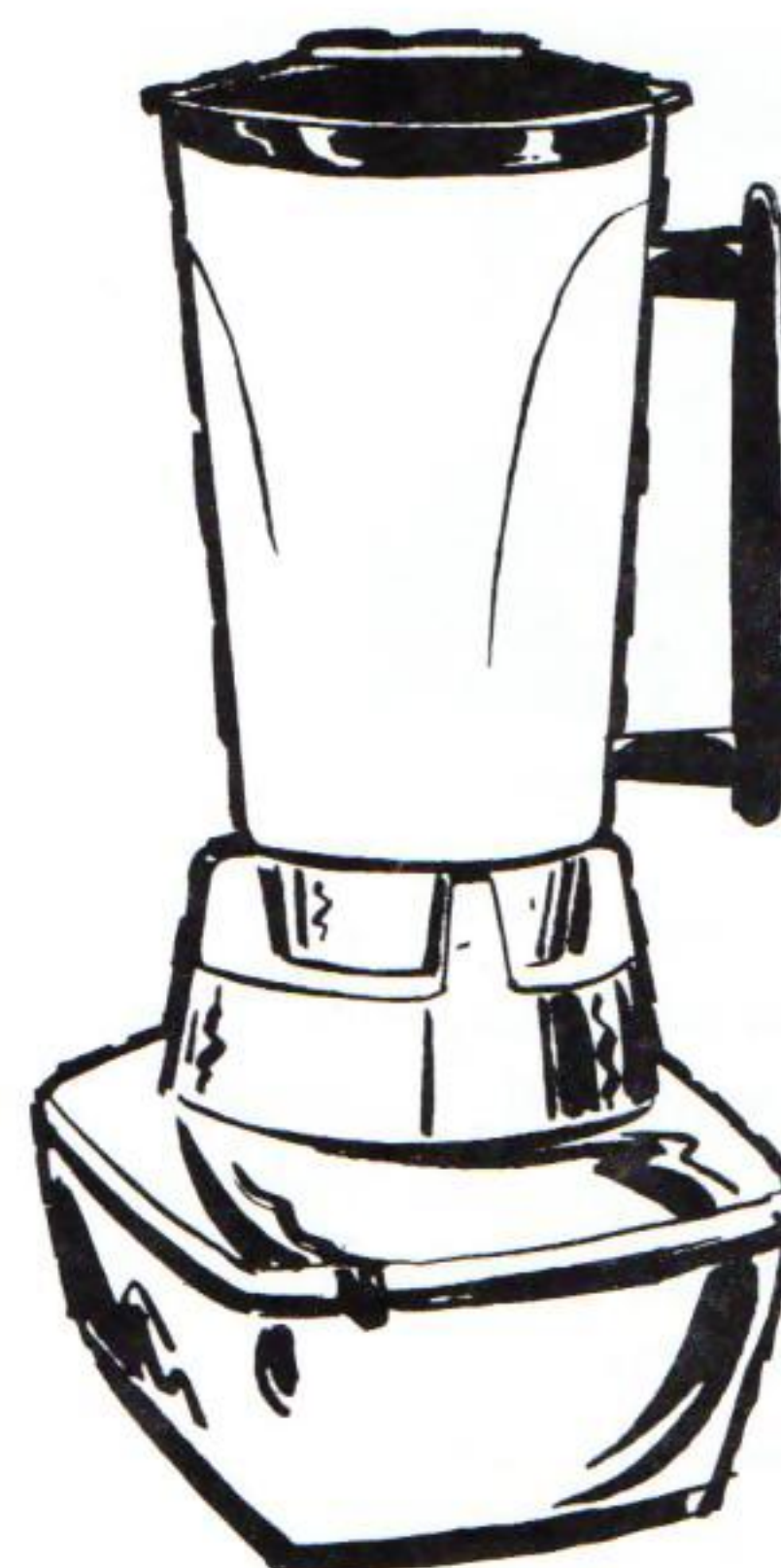
One In Each Division

Retail Value \$57.70

PLUS

FULL COLOR COOK BOOK

\$8.00 Value



BEAUMONT DIVISION

Home contains 1,930 square feet of living space, is of brick construction on a slab foundation and has four bedrooms and two baths. There are seven persons in the family and the children's ages are 18, 16, 12, 8 and 5. The home is heated and cooled by a three ton heatpump with average temperatures maintained at 77 degrees in summer and 75 degrees in winter. Major electrical appliances in the home include a range with double oven and rotisserie, 50 gallon water heater, washer, dryer, dishwasher, a frostless refrigerator, an 11-cubic foot freezer, two electric bathroom heaters and disposal.

HOW MANY GULF STATERS can guess the average monthly operating cost of a TOTAL ELECTRIC Gold Medallion Home? Would you guess high or would you guess low? Try your skill!

You might win yourself a Deluxe Hamilton Beach Blender which retails for \$57.70 and a full-color cook-book which would cost you \$8 if you could buy it.

This is not just one contest—in reality it's five contests. We have selected a Gold Medallion Home from each division. So you will base your guess on the data supplied for the home in your division. A

Deluxe Blender will be awarded in each division to the Gulf

LAKE CHARLES DIVISION

Home contains 2,250 square feet of living space and is of brick construction on a slab foundation. There are six persons in the family and the children's ages are 8, 6, 5 and 3. The home is heated and cooled by a three ton heatpump and average temperatures of 74 degrees in summer and 76 degrees in winter are maintained. Major appliances included in the home are range, 40 gallon water heater, washer, dryer, dishwasher, refrigerator (not frostless), a 16-cubic foot, frostless freezer and two electric bathroom heaters.

It's fun! Plan to enter
NOW!

Employees Only ENDERS

PORT ARTHUR DIVISION

Home contains 1,640 square feet of living space and is of brick construction on slab foundation. There are four persons in the family and the children's ages are 7 and 9. The home is heated and cooled by a three ton heatpump with temperatures averaging 78 degrees in summer and 74 degrees in winter. Major appliances in the home are the range, a 40 gallon water heater, washer, dryer, dishwasher, refrigerator (not frostless), 18-cubic foot freezer, two electric bathroom heaters and a water pump.

NAVASOTA DIVISION

Home contains 1,900 square feet of living space and is of brick construction on a slab foundation. There are four persons in the family and the children's ages are 11 and 15. The home is heated and cooled by a three ton heat pump. The homeowner maintains an average temperature of 75 degrees in the summer and 74 degrees in the winter. Major electrical appliances in the home include a range, a 40 gallon water heater, washer, dryer, frostless refrigerator, an 18 cubic foot freezer, two electric bathroom heaters and a disposal.

Submit this entry form
before September 10, 1966

Stater who comes closest to guessing the cost.

All Gulf Staters, with the exception of system and division sales personnel, are eligible for the contest.

The average monthly billing for each home will be figured on a 12-month basis ending with the August, 1966, meter readings. A tie breaker has been included in the contest. Send in an estimate of what you think was the highest monthly bill during any one of the winter months (November-April).

A tabulation and analysis of the entries will be carried in next month's PLAIN TALKS. Winners will be announced in the October PLAIN TALKS.

Send in your entry today! Beat the September 10 deadline!

BATON ROUGE DIVISION

Home contains 1,264 square feet of living space and is of brick construction on a slab foundation. There are four persons in the family and the children's ages are 3 and 7. The home is heated and cooled by a three ton heat pump with average temperatures of 73 degrees in summer and 75 degrees in winter. Major electrical appliances in the home include a range, 40 gallon water heater, washer, dryer, dishwasher, frostless refrigerator, 14 cubic foot freezer, one electric bathroom heater and a disposal.

ENTRY FORM

Guess-the-Operating-Cost-Contest

Deadline: This entry form must be received by the PLAIN TALKS editor, Beaumont, no later than September 10, 1966.

My estimate for the *average monthly operating cost of the employee's TOTAL ELECTRIC Gold Medallion Home for the 12 months ending with the August, 1966, readings. In the

_____ Division is \$ _____.

TIE BREAKER: My estimate of the highest monthly electric bill during any one of the winter months (November through April) during the above year was \$ _____.

Name _____

Address _____

Send to: (No later than September 8, 1966)

N. B. Eads
Editor
PLAIN TALKS
Beaumont

*Remember that this is an *average monthly bill* for the period shown.

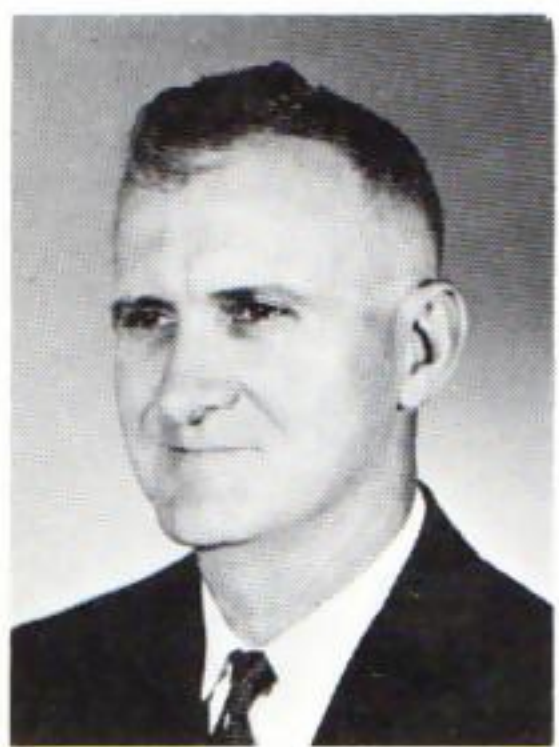
(Continued from page 9)

later assigned to Louisiana Station as an engineer. He was transferred to System Construction - Production at Beaumont in 1950. He has been in Baton Rouge since 1965 and has been assigned as planning supervisor and electrical maintenance foreman at Louisiana Station.

Mr. West is married to the former Jeanette Zimmerman of Atlanta, Georgia. They have two sons, Dennis and David.

Laurent Named Electrical Maintenance Foreman

STEPHEN J. LAURENT, formerly a master electrician at Louisiana Station, was promoted to electrical maintenance foreman on August 1.



Stephen Laurent

A master electrician since 1951, he joined our Company in 1943 as a helper at Louisiana Station. He progressed to electrician first class in 1945.

He is a native of Reserve, Louisiana.

Mr. Laurent is married to the former Marguerite Bourgeois of Gramercy, Louisiana, and they have six children, Mrs. Junius Alvarez, Mrs. Robert Fennell, Leopold and Marshall Laurent, all of Baton Rouge, Mrs. Lloyd Altazin, Eunice, Louisiana, and Mrs. Jack Coffee, Kassel, Germany.

Mr. Laurent is a member of St. John's Catholic Church in Zachary and is a member of the Knights of Columbus.

Two Made Production Maintenance Planners

JIMMIE SMITH, formerly a repairman first class at Louisiana Station, has been promoted to maintenance planner.



Jimmie Smith

class in 1953.

He has been with our Company since 1948 when he was employed as a mechanic's helper at Louisiana Station at Baton Rouge. He was promoted to a repairman first

Mr. Smith is a native of Dallas, Texas, but was reared and educated in Baton Rouge where he was graduated from Istrouma High School and attended Louisiana State University and the Baton Rouge Trade School.

He is married to the former Agnes Babin of Port Allen, Louisiana, and they have two children, Richard, a junior at Redemptorist High School where he is a member of the Key Club and the band, and Cheryl, a fourth grader at St. Gerard's School. Cheryl is featured twirler with Redemptorist High Band.

Mr. Smith has been active in East Baton Rouge's United Givers' Fund. He was elected to the board of directors for three terms and served on the executive committee. He was co-chairman for 1966 Baton Rouge Division employees campaign.

He served in World War II with the U. S. Navy as a demobilization specialist. He received private and commercial pilot training and worked for the LSU department of aeronautical research prior to joining our Company.

Mr. Smith served for nine years as an executive committeeman of the Independent Electrical Workers Union. He was first vice president of IEWU and was a member of the bargaining and central grievance committees. He is a member of the American Legion, the Kilowatt Klub and St. Gerard's Catholic Church.

S. P. FRUGE, formerly a repairman first class, Neches Station, has been promoted to maintenance planner.



Sheldon Fruge

He came to work as a mechanic's helper at Neches Station in 1952 and progressed to repairman first class by 1959. He was promoted to his new position on July 16.

A native of Gueydon, Louisiana, he is a graduate of Gueydon High School and attends night school at Lamar



BATON ROUGE HOME SERVICE DEPARTMENT PLANS SUMMER PROGRAM. Leonora Masterson, home service director, confers with two Baton Rouge Area home service advisors, Sally Pelton, left, and Fredda Hobgood, right, as the threesome work on details for youth group classes scheduled for July and August in the Baton Rouge Division rural districts. Sessions will include basic fundamentals of food preparation and personal care using electrical helpers, of course.

Tech. He is married to the former Rita Vincent of Gueydon and they have four sons, Mark, Vincent, Wade and David. Mark, Vincent and Wade attend Assumption Parochial School.

Mr. Fruge is a manager in the YMBL Little League, is a member of the Caper and Live Wires Clubs and is a member of Assumption Catholic Church in Beaumont.

Three Promoted to Project Section Heads

COHRON DAVIS, JR., formerly designer in Engineering Services Project Section, was named section head in Project Section on August 1.



Cohorn Davis, Jr.

A native of Center, Texas, Mr. Davis joined our Company in 1941 as a helper in the Beaumont Line Department. He was transferred to the Relay Department in 1943 and progressed through various classifications to become a relayman first class in 1949.

He was promoted to foreman in 1956 and to supervisor of relaying testing in 1964. He had been a designer since March, 1966.

CARROLL C. HENRY, formerly senior engineering assistant, Design Group, Standards Section, was promoted to section head, Project Section, Engineering Services, on August 1.



Carroll C. Henry

He has been with our Company since 1955 when he came to work as an engineering helper at Beaumont. He progressed to senior engineering assistant by 1960.

He is a native of Kemp, Texas, and attended Baylor University and Lamar Tech.

Mr. Henry is married to the former Carleen Reese of Beaumont. They have two children, Caryl, a freshman at Beaumont High, and Bradd, a fifth grader at Averill Elementary. They are members of the First Baptist Church of Beaumont.

HOWARD W. GALE, formerly a senior engineering assistant in Equipment Group, Standards Section, was promoted to section head, Project Section, Engineering Services, on August 1.



Howard W. Gale

He was employed in 1952 as a rod and chainman at Beaumont and progressed to become a senior engineering assistant in 1958.

He is a native of Beaumont and a graduate of French High School.

Mr. Gale is married to the former Ruth Darlene Myers of Harper, Kansas. They have two children, Duane Warren, a graduate of Beaumont's French High, now with the U. S. Navy Reserve, and Darlene, a sophomore at French High.

Mr. Gale is a member of the Beaumont Boat Club, Beaumont C. B. Radio Club, Tolerance Lodge 1165 and Asbury Methodist Church, Beaumont.

He is vice-captain, Division VI, 8th Coast Guard Auxiliary and is a member of the Sabine-Neches Waterways Safety Council. He served as commander for three years of Flotilla 65, 8th Coast Guard Auxiliary before being promoted to captain. He is in charge of Hurricane operations for the Coast Guard Auxiliary in the Gulf Coast area of southeast Texas and southwest Louisiana. He has served ten years, with four on active duty, with the U. S. Coast Guard Reserve and has been active with the Auxiliary for eight years.

Scrivener Named Right-of-Way Man

LEE G. SCRIVENER, formerly a senior engineering assistant, Navasota, was promoted to right-of-way man on August 1.



Lee Scrivener

He joined our Company in 1947 as an engineering helper at Navasota and advanced to senior engineering assistant by 1952.

He is a native of Navasota and attended Sam Houston State Teachers College at Huntsville.

Mr. Scrivener is married to the former Ivamaye Maxwell of Navasota. He is a member of the First Presbyterian Church where he's chairman of the Board of Deacons (Deaconate) of the Church.

Mrs. Gaus Moves To System Operations As Executive Stenographer

DOROTHY GAUS, formerly a stenographer in Beaumont Division Operations, was transferred to System Operations on July 15 and promoted to executive stenographer.

Mrs. Gaus first came to work for our Company in 1959 as a stenographer in Beaumont Division Sales. She left in 1961 when her son, Henry John, was born. She returned to work in 1962 as a clerk in Records Management and later transferred to T&D where she worked as stenographer to the operating superintendent.

A native of Zwolle, Louisiana, where she was a graduate of Zwolle High School, Mrs. Gaus attended Northwestern State College of Louisiana at Natchitoches.

(Continued on next page)

Eldridge Mathews

Made Instrument Foreman

ELDRIDGE L. MATHEWS, formerly a master technician in System Production, Beaumont, was promoted to instrument foreman on August 1.



Eldridge Mathews

Mr. Mathews was employed in August, 1950 as an operator's helper at Neches Station.

Late in 1950 he was called to active duty with the Navy and served until 1951. After his return from service he progressed through various production classifications until named test technician first class in 1958. He was transferred to System Production in 1962 and had been a master technician since 1964.

A native of Jasper, Texas, he was graduated from Beaumont's French High School, and took courses in industrial electronics at Port Arthur College and electronics at Lamar College's Vocational Division.

He is married to the former Dolores L. Gilbert of Beaumont and they have two children, Landa Bess, a seventh grader at Austin Junior High, and Edward Lee, a second grader at Guess Elementary.

Mr. Mathews is a member of the B. F. Quicksall Masonic Lodge No. 1370, the Beaumont YMCA, the Beaumont Chapter of the Experimental Aircraft Association, and the Rosedale Baptist Church. In addition to being in the Navy Reserve, he also served in the U. S. Air Force.

Mr. Mathews has attended the Leeds and Northrup Customer Training School, Philadelphia, Pa., the RCA Computer School, West Palm Beach, Fla., the Foxboro Computer School, Natick, Mass., and the Control Data Corporation Computer School presented in Beaumont in 1965.



TAKES COMMAND. Herschel Campbell, left, artist, System Advertising, Beaumont, assumes command of C Company, 1st Battalion, 23rd Regiment, 4th Marine Division, during change of command ceremonies, July 16. At the right is Capt. Tom Smith of Houston, outgoing commanding officer. At center is CWO Leonce Olivier, Beaumont, adjutant. Mr. Campbell was promoted to major on June 30.

gulf staters in the news

Safety Plaque Awarded Three Baton Rougeans

THREE BATON ROUGE Gulf Staters recently received a national safety award for their work on an outstanding safety program.

At the 79th Supreme Convention of the United Commercial Travelers in Hot Springs, Ark., in June, the Baton Rouge Council of the United Commercial Travelers was presented a bronze safety plaque. **F. G. "Red" Hornsby**, operating superintendent, Baton Rouge Division, received the plaque for the Baton Rouge Council. Mr. Hornsby is also Grand Counselor of the Louisiana and Mississippi District.

At a recent monthly meeting, Mr. Hornsby presented the plaque to Senior Counselor **Vernon C. Young**. Mr. Young, Baton Rouge Substation Department, was safety chairman for 1965 and his co-chairman was **Walter W. Jones** of the Electric Engineering Department. Mr. Jones is this year's safety chairman.

The award was for an outstanding safety program during 1965 and 1966. The program consisted of a safety poster contest with some 30 Baton Rouge area schools competing. The winners competed in the Regional Louisiana-Mississippi contest with Baton Rouge contestants taking all four first places. They then competed in the Supreme (National) contest.



RECEIVES SAFETY PLAQUE. Vernon Young, right, Baton Rouge Substation Department, receives a bronze safety plaque from Supreme Safety Chairman Dan Martin for his outstanding safety program while safety chairman for 1965 for the United Commercial Travelers, Baton Rouge Council.

Reynolds Transferred To Beaumont Treasury

WILLIAM B. REYNOLDS, formerly customer accounting coordinator, Systems and Procedures, Beaumont, has been transferred to Accounting Operations in the Beaumont Treasury.



Bill Reynolds

He had been in Systems and Procedures since 1965.

He has been employed since 1956.

A native of Beaumont, he is married to the former Helen Vance of Tooele, Utah. They have three children, Russell, Debbie and Laurie. They are members of the Church of Latter Day Saints.



THRIFT PLAN

THE TRUSTEE OF THE Employee Thrift Plan purchased the following stock during July covering deductions and Company contributions through June:

- 4,321 shares of common stock at a total cost of \$115,941.49 or an average cost per share of \$26.832
- 248 shares of \$4.40 preferred stock at a total cost of \$21,284.35 or an average cost per share of \$85.824

These costs included brokerage and commission fees.

The trustee also deposited \$45,086.63 with the savings department of the First Security National Bank of Beaumont.



C. E. Kleinpeter



M. J. LeBlanc

Death Claims Two Gulf Staters

CHARLES E. KLEINPETER, 66, retired Baton Rouge Substation Department employee, died July 18 in a Baton Rouge Hospital.

Mr. Kleinpeter retired March 1, 1964, after being with our Company since October 5, 1935. He was a substation mechanic at the time of his retirement.

He was a native of Hope Villa, Louisiana. He was a member of the Grace Baptist Church and the American Legion, Nicholson Post No. 38.

Mr. Kleinpeter is survived by his wife, Mrs. Helen Easley Kleinpeter, 541 Hebert St., Baton Rouge; two sons, Thomas Alvin, Baton Rouge, and Billy Joe, with the U. S. Navy in North Carolina; a daughter, Wanda, Baton Rouge; a sister and a brother.

MELVIN J. LEBLANC, JR., serviceman in Baton Rouge, died June 22 in a Baton Rouge Hospital. He was 32 years old.

Mr. LeBlanc had been with our Company since October 25, 1954. He had been a serviceman first class since 1960.

A native of St. Gabriel, he attended Louisiana State University for two years and was employed by Texas Company and Westinghouse Elevator

Company before joining our Company.

He is survived by his wife, Mrs. Audrey Chaney LeBlanc, Sunshine; his parents, Mr. and Mrs. M. J. LeBlanc, Sr., St. Gabriel; seven sons, Melvin J. III, Kendrick, Michael, Robert, Douglas, Lance, Dale, and two daughters, Linda and Tracey, all of Sunshine; and two brothers.

Sympathy to:

Vivian "Cookie" Hays, senior clerk, Customer Accounting, Baton Rouge, on the death of her son, Lacey B. Cook, May 27, in Our Lady of the Lake Hospital. Mrs. Hays also lost a brother-in-law on August 3. He lived in New Orleans.

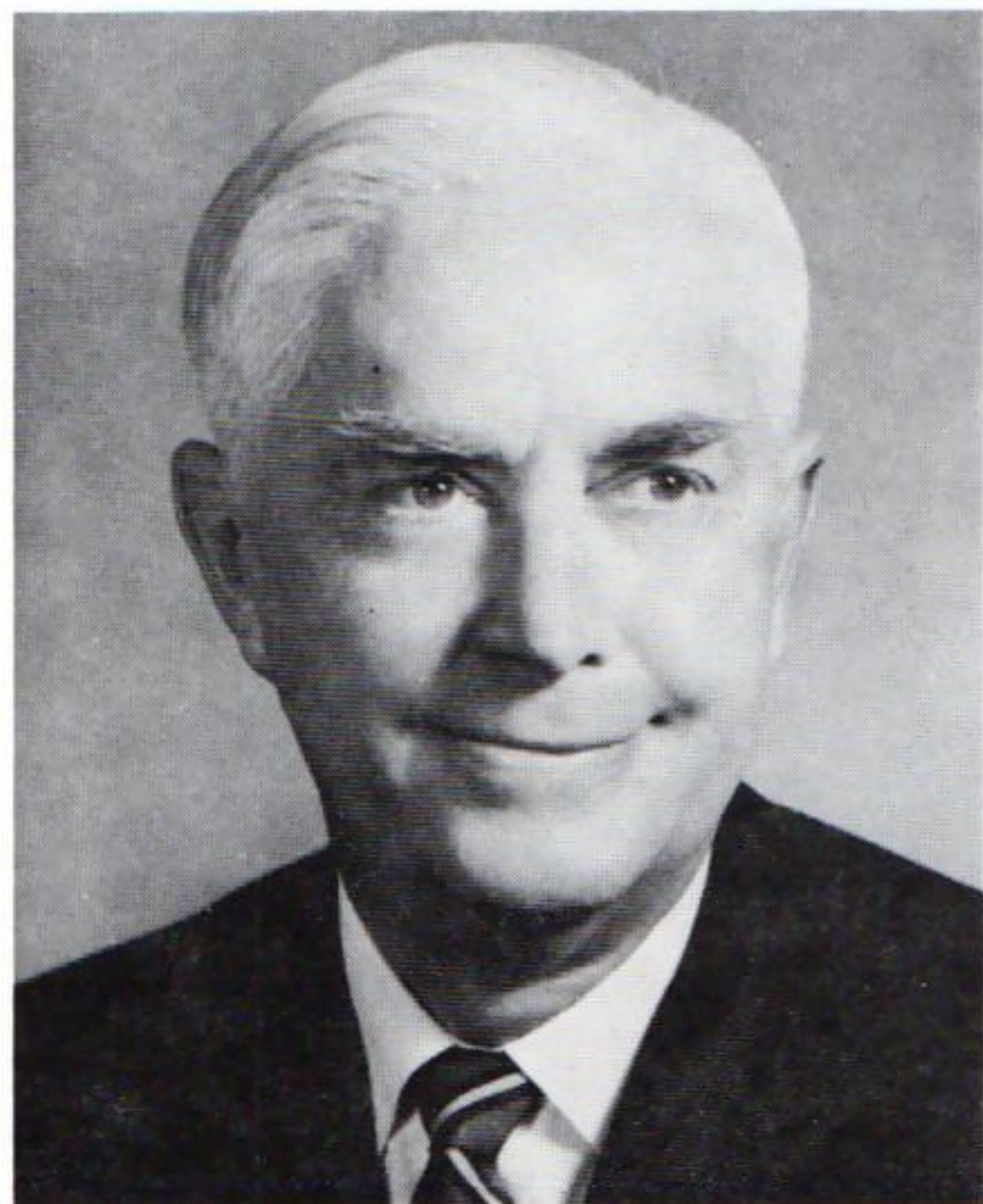
**When you give
the United Way
you give to**



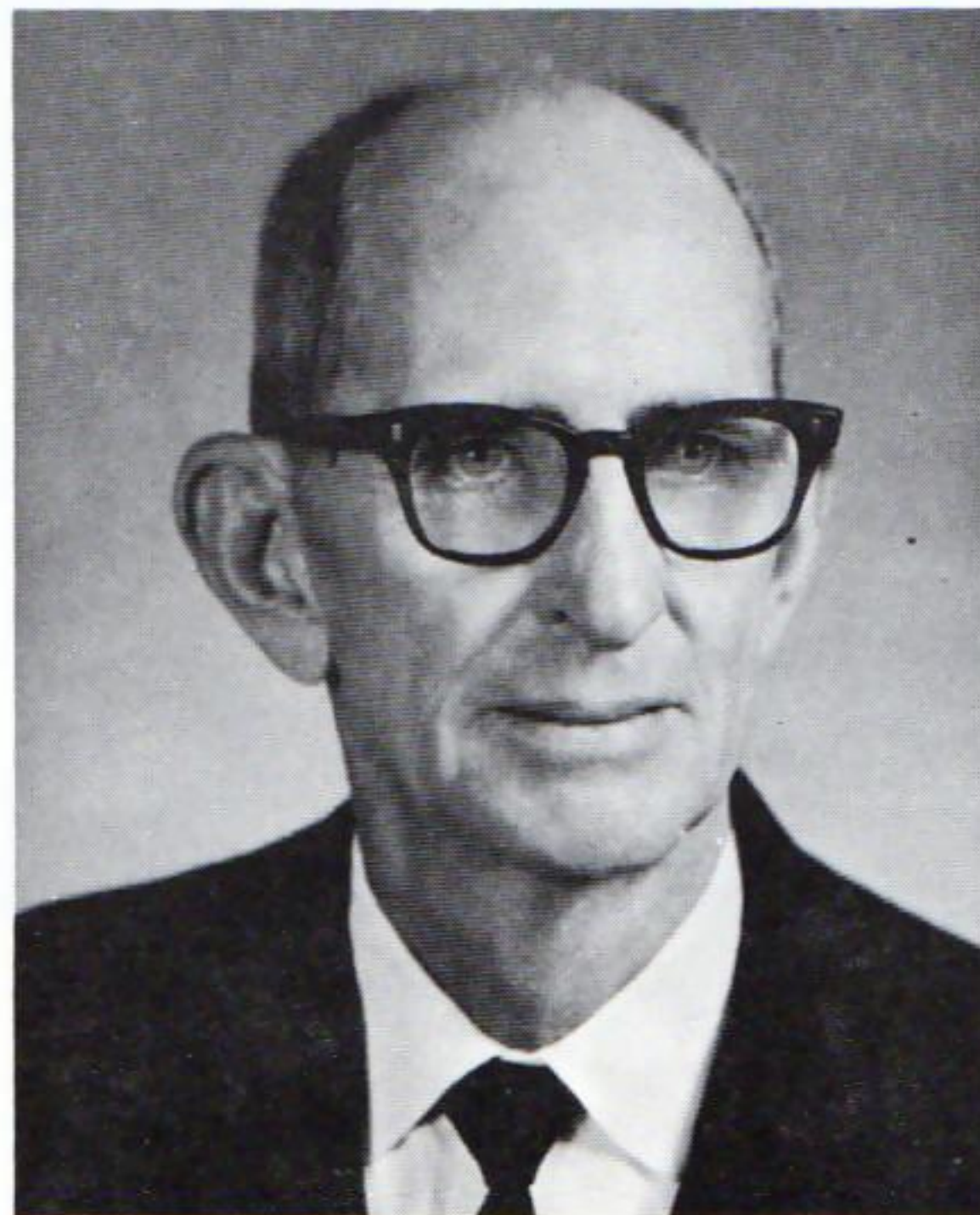
**Local Chapter
Boy Scouts of America**

SERVICE AWARDS

FORTY YEARS



B. J. McMaster
District Superintendent
Jennings



G. B. Oglesbee
T&D
Beaumont



Sheldon G. Sibley
T&D
Lake Charles

THIRTY YEARS



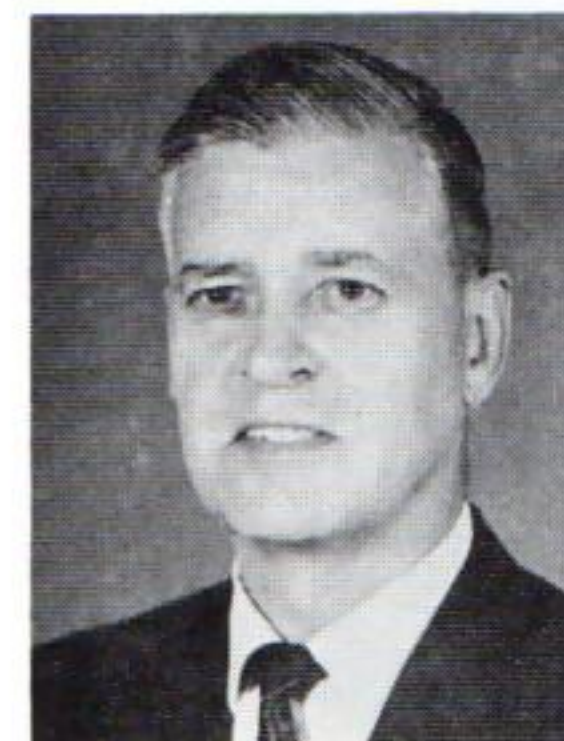
C. R. Brinkley
Dist. Superintendent
Cleveland



Thomas W. Carr
T&D
Baton Rouge



L. H. Ernst
T&D
Lafayette



D. G. Latimer
Sales
Baton Rouge



Thomas C. Merriman
T&D
Beaumont

TEN YEARS



Evan E. Evans
System Treasury
Beaumont



Allen J. Hernandez
Division Treasury
Lafayette



Kenneth R. Londers
Division Treasury
Beaumont

TWENTY YEARS



James W. Babin
Division Treasury
Baton Rouge



John Bell, Sr.
Production
Louisiana Station



Gerald C. Bond
T&D
Baton Rouge



Darrell G. Clement
T&D
Port Allen



C. A. Estes
T&D
Navasota



Luther P. Gallet
T&D
Lafayette



Lester J. Gauthier
T&D
Lafayette



R. E. Massey
T&D
Beaumont



R. A. McReynolds
T&D
Beaumont



Wallace S. Norwood
Production
Sabine Station



Raymond U. Prince
T&D
Baton Rouge



James Wall, Jr.
T&D
Lake Charles



R. K. Welch
System Services
System Engineering
Beaumont



Junior D. Wells
Production
Neches Station



William R. Major
Gas
Baton Rouge



Jimmie R. Neal
T&D
Baton Rouge



Donald A. Sigur
T&D
Lake Charles

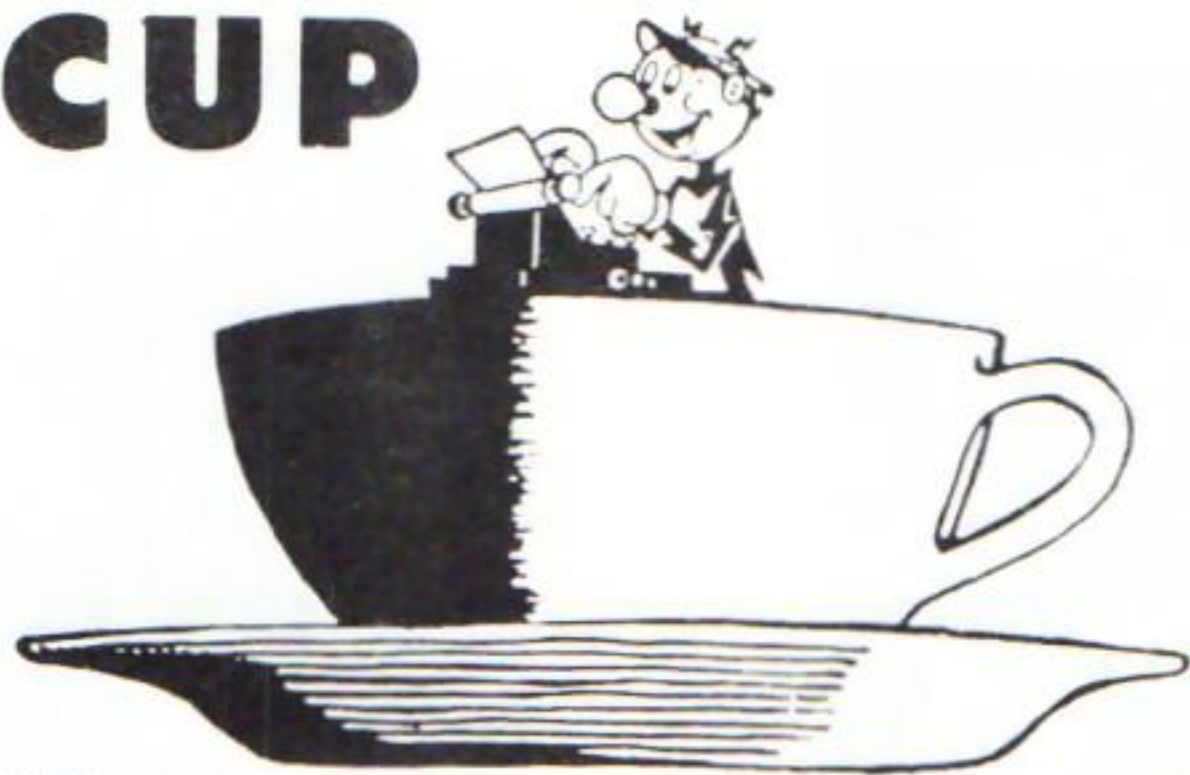


John L. Sullivan
T&D
Baton Rouge



William C. Tolbert
Engineering Services
System Engineering
Beaumont

COFFEE CUP



Thelma Carson Sends Her Thanks

To all my friends at Gulf States:

I don't have words to tell you all how much I appreciate my wonderful retirement gift and your well wishes. I do want to thank each one of you. It is something I have wanted for a long time and it is just perfect. It will give me many hours of pleasure and will always bring back pleasant memories of my many years of association with you.

I will miss all of you and I hope if you ever come to Denver you will look me up.

Again thank you from the bottom of my heart.

Sincerely,
Thelma Carson



DENVER BOUND. Thelma Carson, home service advisor, Beaumont Division, and Leonora Masterson, director of home services, go over the long list of names from well-wishers that was included with the gifts Mrs. Carson received upon her July 1 retirement. Mrs. Carson is now making her home in Denver, Colorado.



A GROUP OF GIRLS from System Billing Records was invited to Maxine Glenn's home recently for a meat ball-stuffed pepper luncheon. **Bernice Eaves** launched into a swinging rendition of Boogie Woogie on the piano. Maxine's pool looked so inviting, but true to our duties we resisted the temptation and returned to work.

Mrs. Eaves vacationed for a week of "sun 'n fun" at Caplen Beach with several friends.

Norma Cole and family made a swing over Texas, dipping down into Mexico, over to Carlsbad Caverns and back by way of Six Flags.

Mrs. Glenn spent some of her vacation in Baton Rouge and New Orleans. She traveled the gourmet path, sampling Polynesian, Italian, French and German foods.

Betty McCord came back from a week's vacation—being very secretive, but she insists it was a restful week and she does act younger.

—By Glenda Hinkle

CUSTOMER ACCOUNTING welcomed two new employees, **Juanita Saleme** and **Doris Hogge**. Juanita is a native of Beaumont, a graduate of Bishop Byrne High School in Port Arthur and a graduate of Beaumont Commercial Business School. Her husband, Thomas, is employed at DuPont in Beaumont. They have three children and live at 5440 Bettis Lane in Beaumont.

Doris is a native of Vidor and graduated from Vidor High School. She attended Lamar Tech. Her husband, Richard, is employed by Gulf Lease Company in Beaumont. They live in Vidor and have one child.

We were sorry to lose **Shirley Mook**, **Sue Smith**, **Pam Harmon** and **Eleanor Ard**. Shirley quit to become a full time housewife. Sue moved to Houston, Pam was transferred to the Right-of-Way and Eleanor was transferred to Duplicating. Each were presented with a cake and a gift from their co-workers.

—By Betty Bass

BATON ROUGE GAS

MR. AND MRS. ALBERT J. WEIMER and family recently returned from a three week vacation



HAWAIIAN EXPRESS. Robert Guidry, maintenance supervisor, Nelson Station, was presented with a "Nelson Station made" surfboard for use on his trip to Hawaii later this year. Besides the surfboard (which is being presented by John Window, repairman first class) Mr. Guidry received a number of other gifts and best wishes from his fellow employees for his retirement.

to North Carolina and Houston. He is a meterman in Baton Rouge Gas.

PLAIN TALKS has a new reporter in the Gas Department. She is **Beverly K. Hayden**, departmental clerk. If any Gulf Staters or their families have any pictures or news items for PLAIN TALKS they are reminded to send them to Miss Hayden.

JENNINGS

MR. AND MRS. J. C. GAUTHIER of Jennings honored **Brad McMaster**, district superintendent, Jennings, with a barbecue on his forty year anniversary with the Company.

Guests for the occasion were member of the Jennings office force: **Mr. and Mrs. Hutt Reed**, **Mr. and Mrs. Amos Fontenot**, **Mr. and Mrs. Martin Wagnon**, **Mr. and Mrs. Rodney Rinquet**, **Mr. and Mrs. Rodney Benoit**, **Mr. and Mrs. Dan Gilbert**, **Mr. and Mrs. Wade Guillott**, **Miss Elaine Royer**, **Mr. and Mrs. John Bordelon**, and **Mrs. McMaster**.

Mrs. Gauthier is departmental clerk in the Jennings office.

Dwain Istre, son of **Mr. and Mrs. Stanford Istre**, Jennings serviceman, played for the West team in the annual Louisiana High School All Star football game in Baton Rouge on August 4.

Dwain, a six foot, 185-pound half-back, scored 139 points in two years for the Jennings team and rushed for 1,355 yards. He also handled the punting, averaging an astounding 45.5 yards per kick. He also completed 14 of 20 passes.

Weddings

Betty A. Guidry, local office clerk, Church Point, was wed to **James Larry Smith** on June 11.

Gene D. Reese, helper, Lake Charles T&D-Line, and **Carol Duhon** were wed on May 28.

Katherine Gremillion, local office clerk, Port Allen, was wed to **Daniel Michael LeBlanc** on June 4.

Kenneth Maxwell, residential sales representative, Beaumont, and **Frances R. Stripling**, departmental clerk, Records Management, Beaumont, were wed on June 24.

William L. Norwood, shop and field tester, Navasota Meter, and **Miss Linda Mann** of Houston were wed June 10 in the Trinity Lutheran Church. They are now making their home at 216 North Judson, Navasota.

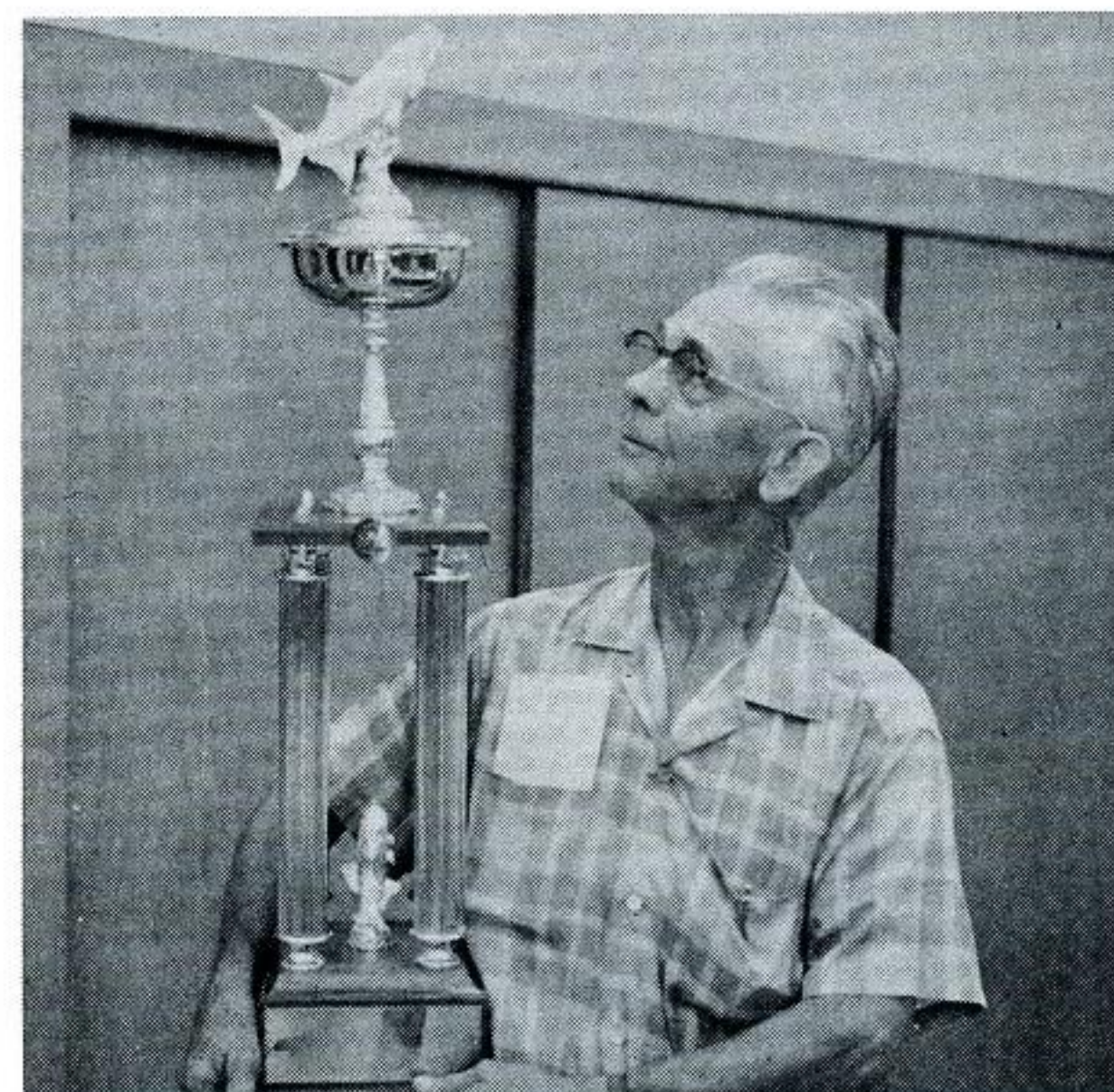
Elizabeth Lee Johnson, departmental clerk, Records Department-Photo Copy, Beaumont, was wed to **Jerry Don Sandell** on June 18.

David L. Corbitt, engineering helper, Baton Rouge T&D-Engineering, and **Bobbie J. Morris** were wed on June 24.

Bobbie Jean Thane, department clerk, Navasota T&D, was wed to **Cyril N. Burke** on June 25.

Joan E. McCants, steno-executive, Baton Rouge, was wed to **Robert J. Stephenson**, rural service truckdriver, Denham Springs, on June 18.

Charles L. Leard, substation operator, Orange T&D, and **Dorothy Kristine Gennuso** were wed on July 6.



FISHING CHAMP. Sam Sharp, retired Baton Rouge employee, brought in the second largest spade fish ever caught in Louisiana to receive the first place trophy in the 1966 Grand Isle Tarpon Rodeo. The fish weighed 6 pounds and 15 ounces.



TRANSFER PARTY. JoAnne Landry's transfer from Frank Jones' office in Port Arthur to Jim Atkin's office in Beaumont brought "mixed emotions" when saying goodbye. On hand to wish JoAnne, center, farewell were John Phares, Don Boring, Carl Beaumont, Helen Powell, Calvin Hebert, Lloyd Craig, Danita Harper, Loraine Dunham, Ray Cormier, Leon Romero, John Baron, Ray Pharo and Arthur Elster.



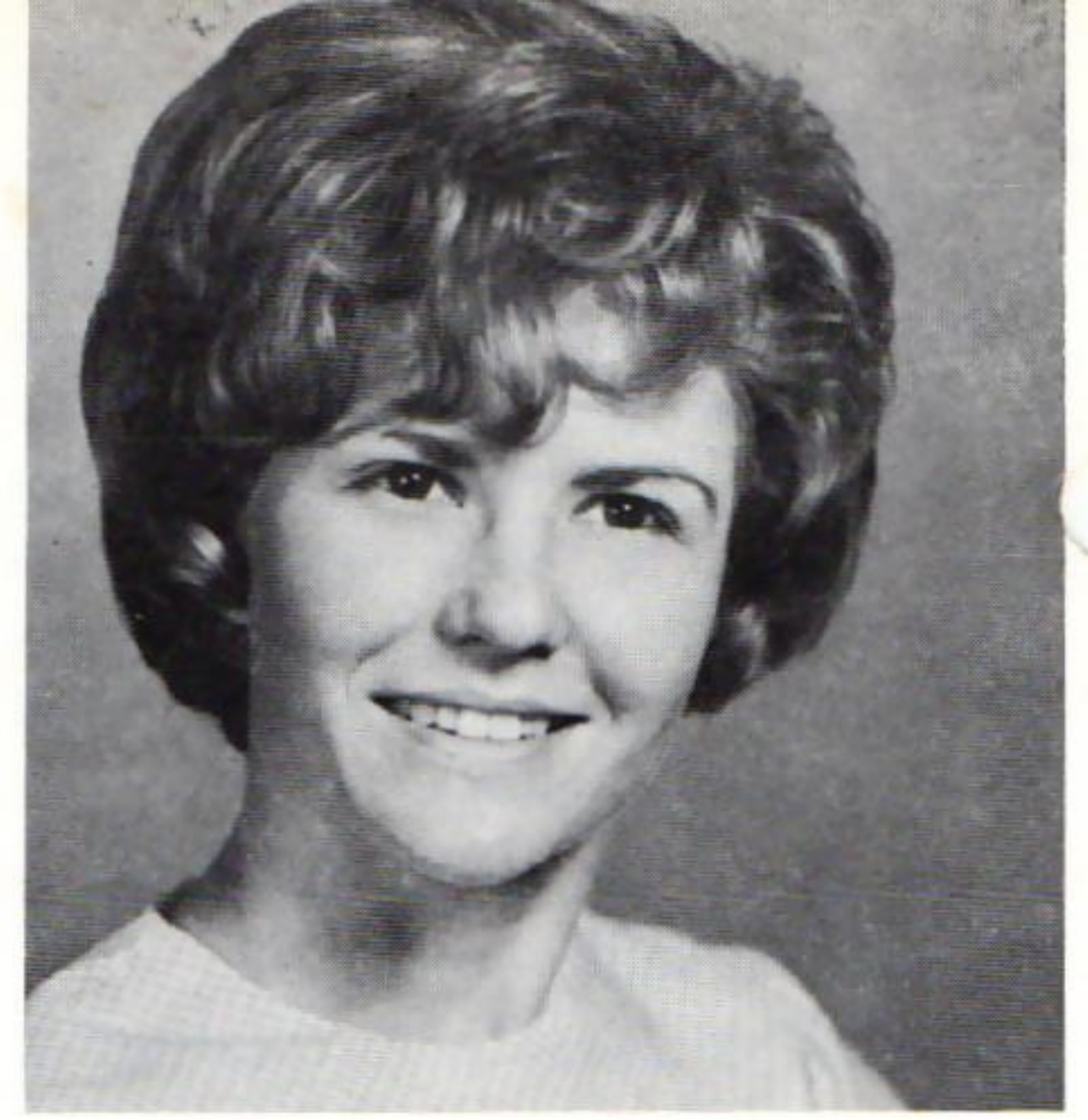
SEND-OFF FOR DUTCH. W. R. Metzke, right, and his wife, Ruby, are really pleased as George DeLaMatyr, operations supervisor, Beaumont Division, presents Dutch with one of the gifts he received upon his July 1 retirement. Dutch had been with our Company since 1929 and was a substation mechanic.



RECENT BRIDE. Charlotte Schow Welch, daughter of Mr. and Mrs. L. M. Welch, vice president for divisions operations, Beaumont, was wed to William Henry Newnum, Jr., on May 27. The bride is a graduate of Lamar State College and the bridegroom is a graduate of Stephen F. Austin State College and is an accountant with Neches Butane Products Co. The couple now make their home at 2356 Briarcliff in Beaumont.



TO WED. Nancy, daughter of Mr. and Mrs. Frank J. Robinson, Sr., district superintendent, Huntsville, will be wed on August 27 to Richard Grossenbacher of San Antonio. The bride-elect is a graduate of Woodville High School and attended Sam Houston State College. Mr. Grossenbacher is a graduate of Central Catholic High School, San Antonio, and is a senior at Texas A&M. The wedding will be held in St. Thomas Catholic Church, Huntsville, at 8 p.m.



RECENT BRIDE. Bobbie Thane, departmental clerk, Navasota Meter Department, became the bride of Cyril N. Burke, June 25, in the Trinity Lutheran Church, Navasota. They now make their home at 106 McKinney Street, Bryan. Mr. Burke is a student at Texas A&M University and Mrs. Burke will continue working in Navasota.



QUEEN-FOR-A-DAY. Lydia Albers, departmental clerk, Port Arthur Accounting, since 1942, was selected by Radio Station KOLE as "Queen KOLE for a Day" on July 26. Queen Lydia as she was called all day that Tuesday is usually called very affectionately "Grannie." She has four daughters and a son and 22 grandchildren ranging in age from 17 years to 5 months.



RECEIVES WHITE HAT. Jimmie Smith, formerly repairman first class, Louisiana Station, received his new white hat from Floyd Langlois, planning supervisor, on July 16 as he was promoted to maintenance planner at Louisiana Station.



RECENT VISITORS. Mr. and Mrs. E. P. Madsen, he's a master electrician at Louisiana Station, had a couple of visitors from Ruston, Louisiana. They were their grandchildren, Brian Keith, 5, and Eddie Lynn, 9. They are the sons of Mr. and Mrs. C. L. Madsen of Ruston where Mr. Madsen is employed with the State Troopers.

HAVE A CIGAR ON-

Mr. and Mrs. Joe K. Nettles, a truckdriver in the Huntsville T&D-Line, a son, **David Wayne**, June 2.

Mr. and Mrs. Donald E. Hamilton,

Jr., engineering assistant, Beaumont Relay, a daughter, **Angela Jane**, June 29.

Mr. and Mrs. Lyle P. Gerac, administrative assistant, Financial and Regulatory Reports, Beaumont, a daughter, **Stephanie Anne**, July 17.

Mr. and Mrs. Michael C. Wilson, general accountant junior, Beaumont, Accounting, a son, **Michael Clint, Jr.**, July 7.

Mr. and Mrs. Richard D. Smith, meter reader, Beaumont Treasury, a son, **Donald Wright**, June 6.

Continued

There are only five races left in the "Sales Route '66" season and it's still a long way to the final quota finish line but one sure bet is that "Sales Route '66" will prove to be a profitable track for our Company when the total winnings are posted at the end of the season.

SEARCH ON FOR BACK ISSUES OF PLAIN TALKS

When the Public Relations Department recently had its collection of PLAIN TALKS permanently bound and placed in the Company library we found that we were missing some back issues.

So now we come begging. If any Gulf Staters have copies of Plain Talks for the years 1931, 1932, 1933, 1935, 1939 and 1940 and would like to have them placed in this permanent collection we would like to hear from them. Besides having sentimental value to many Gulf Staters, back issues of PLAIN TALKS provide archives for the editorial staff and researchers. If you have any of these back issues, won't you let us have them?

LOUISIANA GOVERNOR SALUTED FOR INDUSTRIAL INDUCEMENTS

Louisiana Governor McKeithen told some 250 industrial leaders attending an August 3 "billion dollar banquet" that "nearly one quarter of all the industrial investment to take place in Louisiana in the past 20 years have taken place in the past 26 months."

Our Company and the other four investor-owned electric utilities doing business in Louisiana were honoring Gov. McKeithen, the Louisiana Board of Commerce and Industry and the 250 industries which have invested more than \$1 billion in industrial expansion in Louisiana since May, 1964.

The chief executive was presented with a plaque for his leadership in industrial development at the banquet which marked the record billion dollar industrial expansion during the past two years.

The industries honored at the banquet were presented with "Billion Dollar Club" certificates by the Louisiana Board of Commerce and Industry.

The governor told the industrial leaders that even while they celebrated the first billion dollars Louisiana was well on her way toward the two billion dollar mark.

"In fact, we are almost half-way there now," Gov. McKeithen said. "Two billion dollars in new industry in four years or less is a heady prospect for a state that was once considered cutover and burnt out.

"Louisiana's unprecedented industrial expansion in the past two years has created more than 50,000 industrial or construction jobs. In addition, more than 10,000 service and related positions have been indirectly created."

Continued

Helping Louisiana achieve this favorable industrial climate are the five utilities companies which have already invested \$1,162,252, 563 in Louisiana and who will spend more than \$144,000,000 during 1966 for new construction alone.

The banquet was sponsored by our Company, New Orleans Public Service, Central Louisiana Electric Co., Louisiana Power and Light Co. and Southwestern Electric Power Co. Virgil Shaw, sales superintendent, Baton Rouge Division, was banquet chairman.

GO "OUT OF THIS WORLD" AT BEAUMONT HOMEMAKERS HOLIDAY!

Beaumont area homemakers will go into orbit when they attend next month's Homemakers Holiday Show in Beaumont's Jefferson Theatre.

The two-day stand, sponsored by the Beaumont Division Sales and the Beaumont Enterprise and Journal, will be built around an "Out of this World" theme taking its name from the Home Services Department's 1966 cookbook.

The holiday will include demonstrations by Beaumont Division home service advisors, Gwen Hansen, Jo Ann Smith, Mary Rhoades and Jane McKenzie, a style show by the White House and a court room skit "This is the Case of Willing Washer and Delightful Dryer vs. Mrs. Poor Bedraggle."

The "Out of this World" cookbook features such receipes as Moonshot Macaroon, Orbiting Chicken, Countdown Steam Eggs, Blender Astroid and Satellite Skillet Pizza.

So ladies, fasten your seat belts and get ready to blast off for an orbiting Homemakers Holiday, September 20 and 21.

ELECTRIC BANK DEFEATED IN HOUSE SUBCOMMITTEE: PROPONENTS PROMISE RENEWED EFFORTS IN SENATE SUBCOMMITTEE HEARINGS

A motion to report legislation to establish a Federal electric bank was defeated by a 5-5 vote in the Conservation and Credit Subcommittee of the House Agriculture Committee August 18. The subcommittee scheduled the meeting to take "final action" on the electric bank bills.

There were no formal subcommittee statement, but committee aides said the "subcommittee met and did not report a bill." United Press International reported, "The tie vote meant that no action was taken, and it was believed this situation may remain unchanged." The news service quoted a spokesman for Subcommittee Chairman W. R. Poage (D-Tex.) as interpreting the action as killing the bill. UPI reported its sources said Agriculture Committee Chairman Harold D. Cooley (D-N. C.) could still call the measure up before the full committee, but his absence from the meeting at which he could have voted indicated he would not do so.

In the Senate, the Agriculture and Forestry Committee's Credit and Rural Electrification Subcommittee, meeting the same day, continued its hearings on similar legislation (S. 3720 and S. 3337).

Meanwhile, the NRECA promised new efforts to have Congress pass the electric bank legislation this session.

POLE BUDDY

The following article is reprinted from The METER, employee magazine of Oklahoma Gas and Electric Company. It was written by Paul Flynn, serviceman in OG&E's Oklahoma City's South District.

SO YOUR'RE GONNA be a lineman, are you! Fella, you picked about the hottest, coldest, the wettest, and the roughest job I know about. You'll cuss the day you ever put on a pair of hooks; but if you're still interested, let me give you some advice that may someday be the difference between being a live lineman or a dead one.

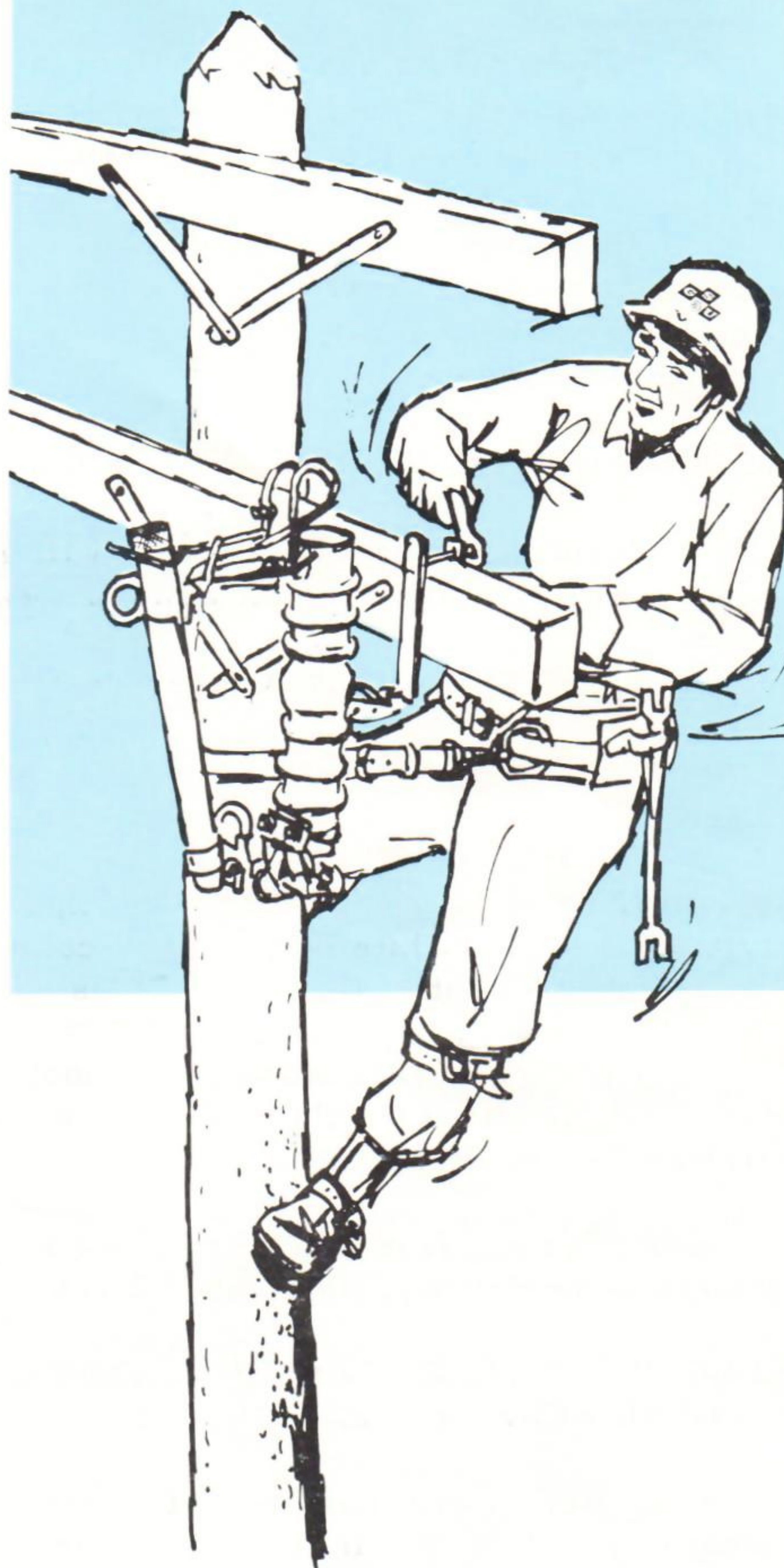
You're gonna need a pole buddy, and a good one. One that will guard you when you are too tired to think, or too cold to feel; when it's raining and lightning so bad that the sky is afraid. Just a plain lapse of memory could put your future in the hands of this pole buddy. Over a period of years, you'll be dependent upon him many times, so choose him wisely. He won't take up any more pole space because he'll be wearing your hooks. He's your safe work habit.

Your work habit buddy will cause you to always question the obvious and to be suspicious of the easy routine jobs.

This buddy will remind you to stay clear of grounds and to learn to work with the elbows next to the body, taking as little pole space as possible. Remember, space is the best insulator known; however, as an additional precaution, use plenty of rubber goods.

Do not ever climb a pole until you have studied the construction; insulators, wire and transformer sizes will tell you the voltage, capacity, and many other things important to a lineman.

The area to be worked should be considered. Train yourself to know just where you are going before you start to climb the pole. Be properly dressed for the trip. Remember, long sleeves are recommended for a reason. Wear good leather gloves and change rubber gloves regularly. A hard hat, brushed against a primary or even a secondary under many conditions, could save your life. Summed up, proper tools in good condition, plus the proper clothing, are important in any industrial job, but nowhere are they as necessary as to the lineman.



Keep the handlines out of the streets and away from curbs. Buckle off as low as you can comfortably perform the work. If you do get in trouble, chances of falling clear are much better.

After reaching the work area and before you begin any work, look around. A loose pin, a cracked insulator, a missing nut, a bad connection, or a faulty bushing are but few of the hazards that lie waiting for the careless lineman. Learn to hunt them. They are your companions, and bad ones. Outwit them by spotting them and making allowances for their bearing on your work.

This should not be a now and then proposition. It requires practice and training. Constantly strive to widen the margin between skill and chance. As you develop this work pattern, so will your work habit buddy. Remember, train him well and he may save your life.

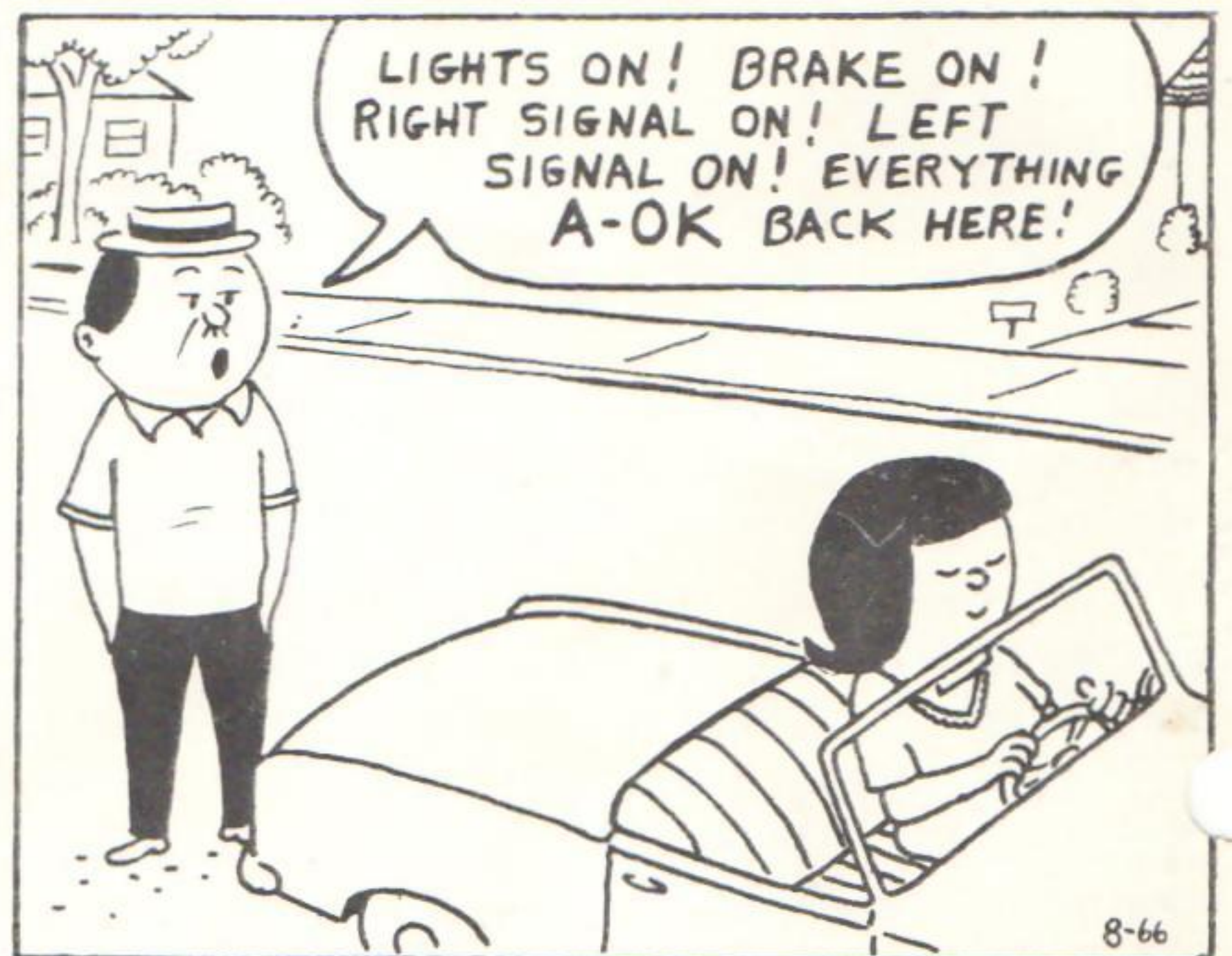
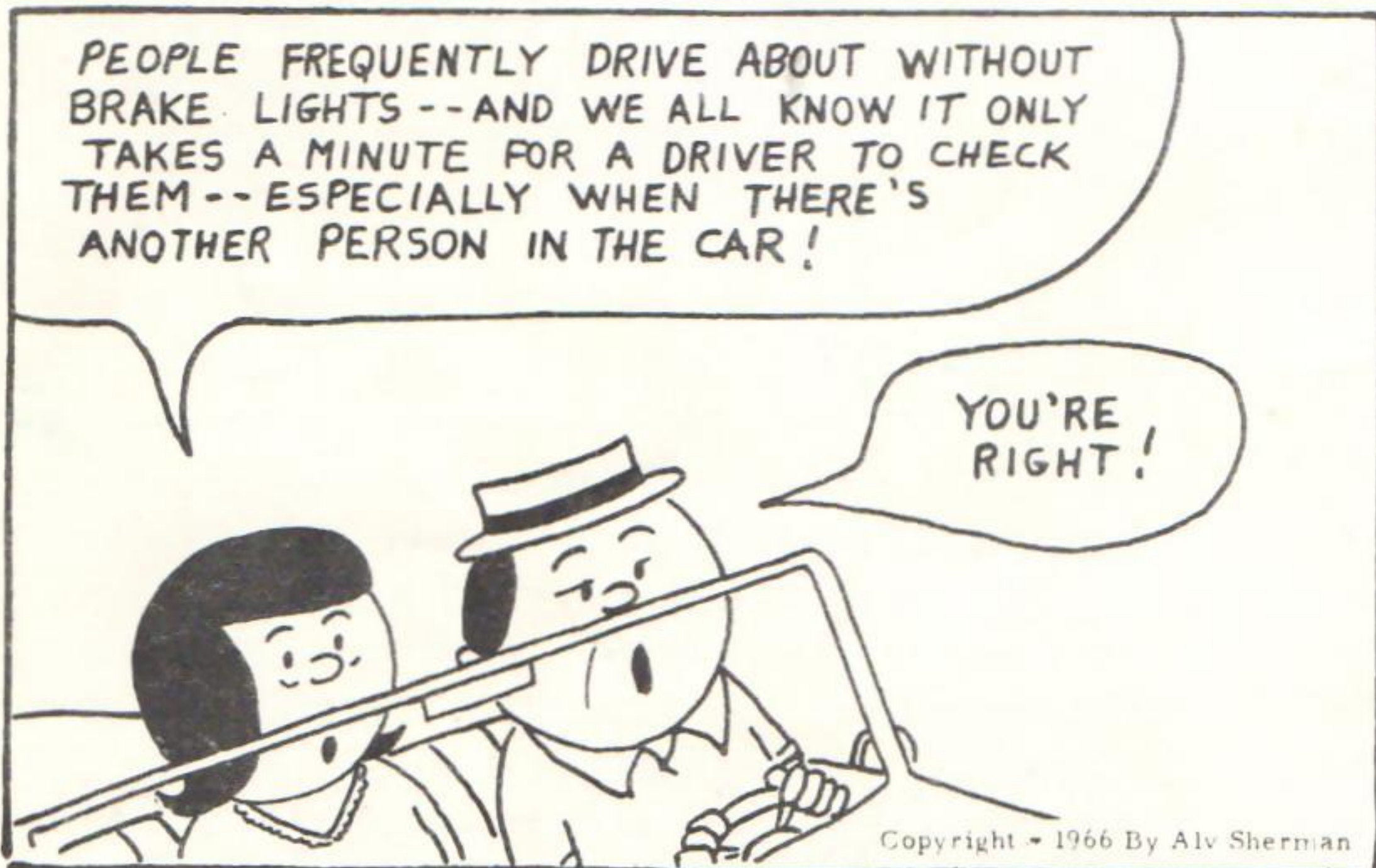
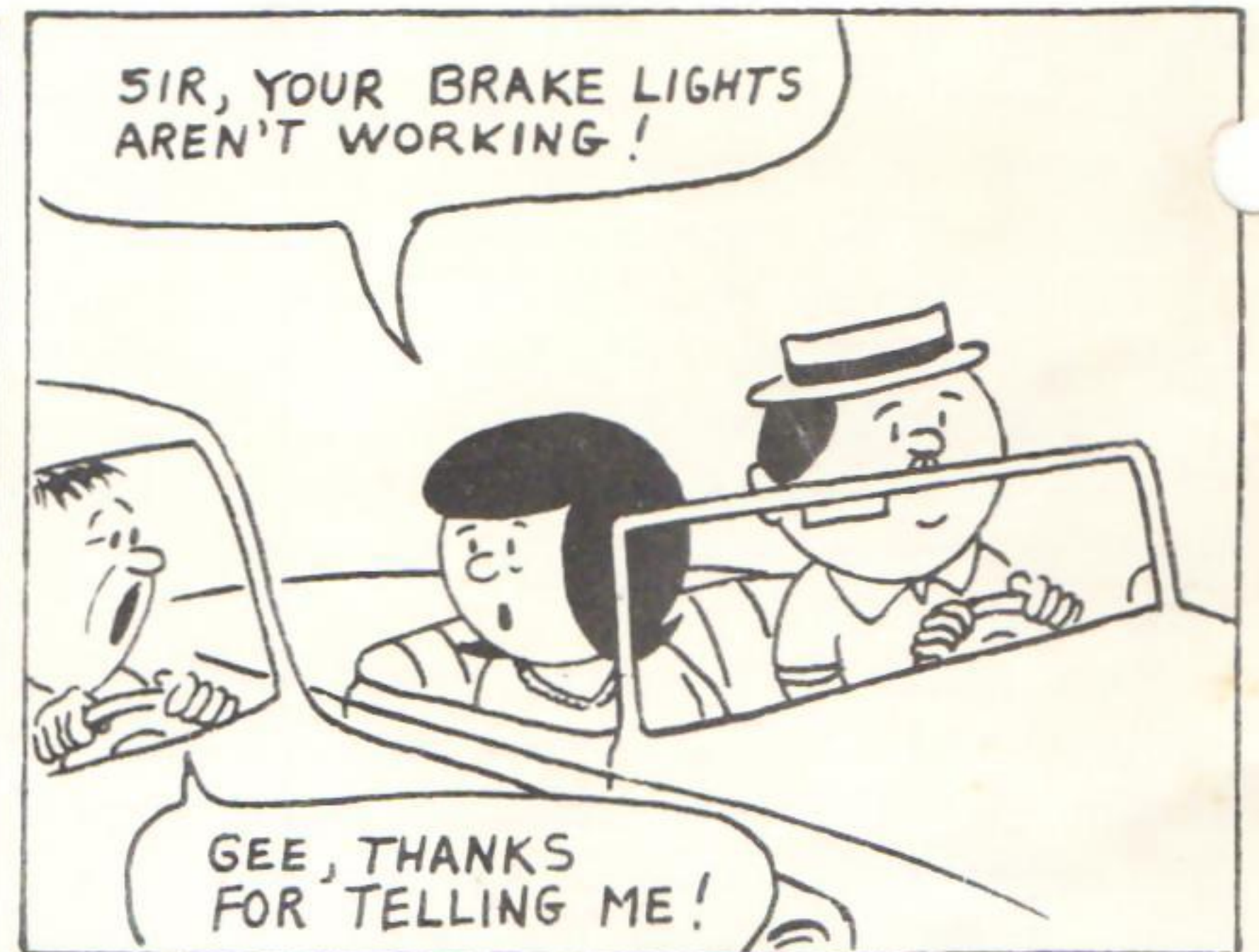
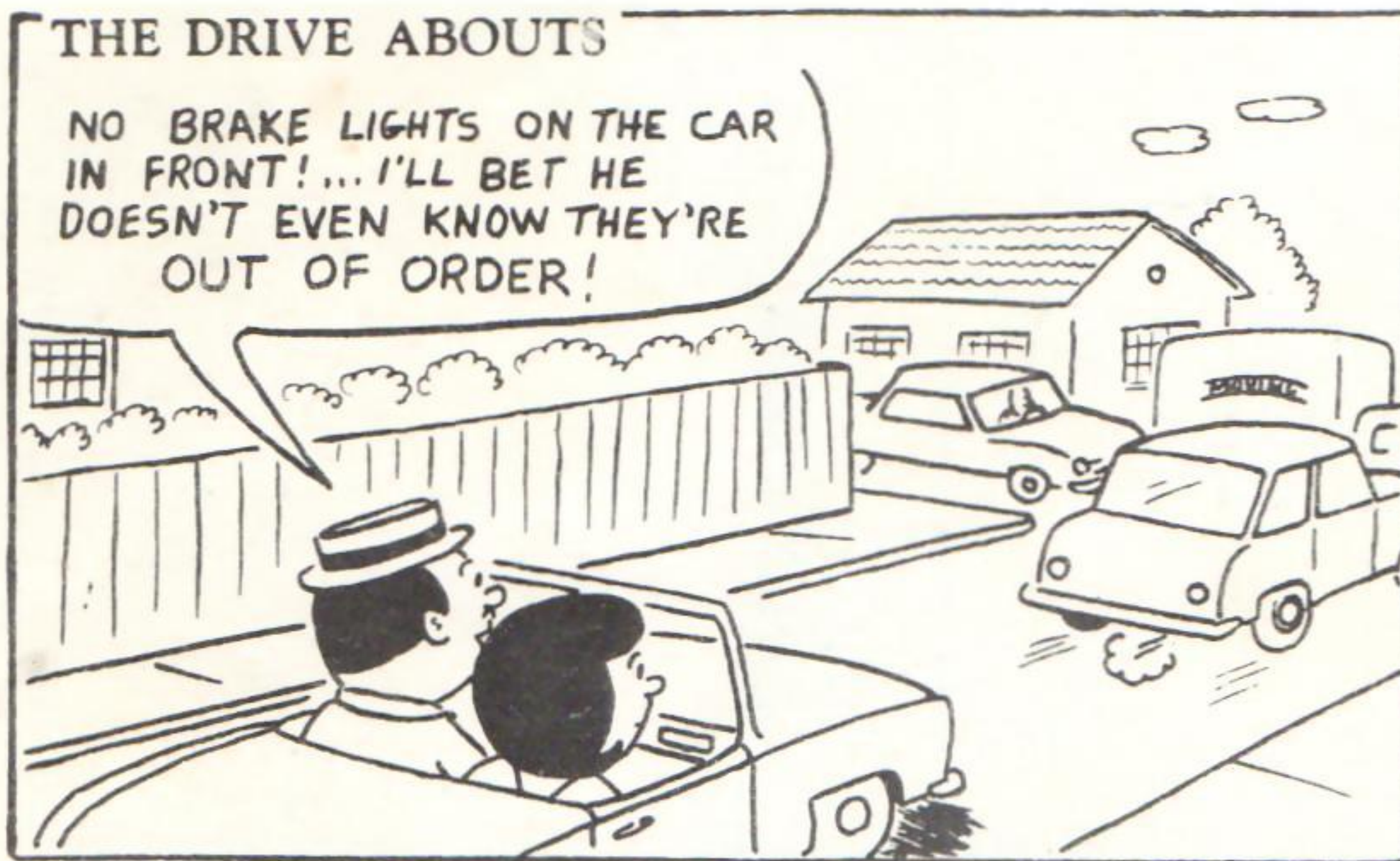
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