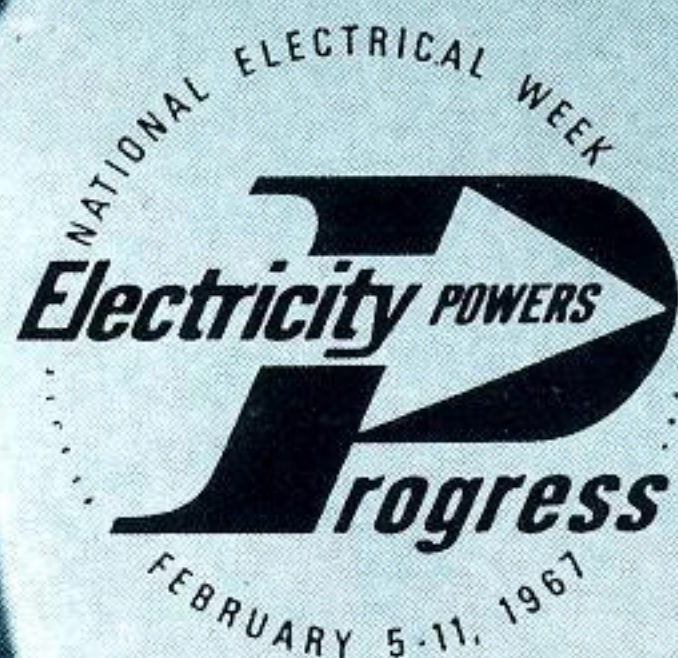
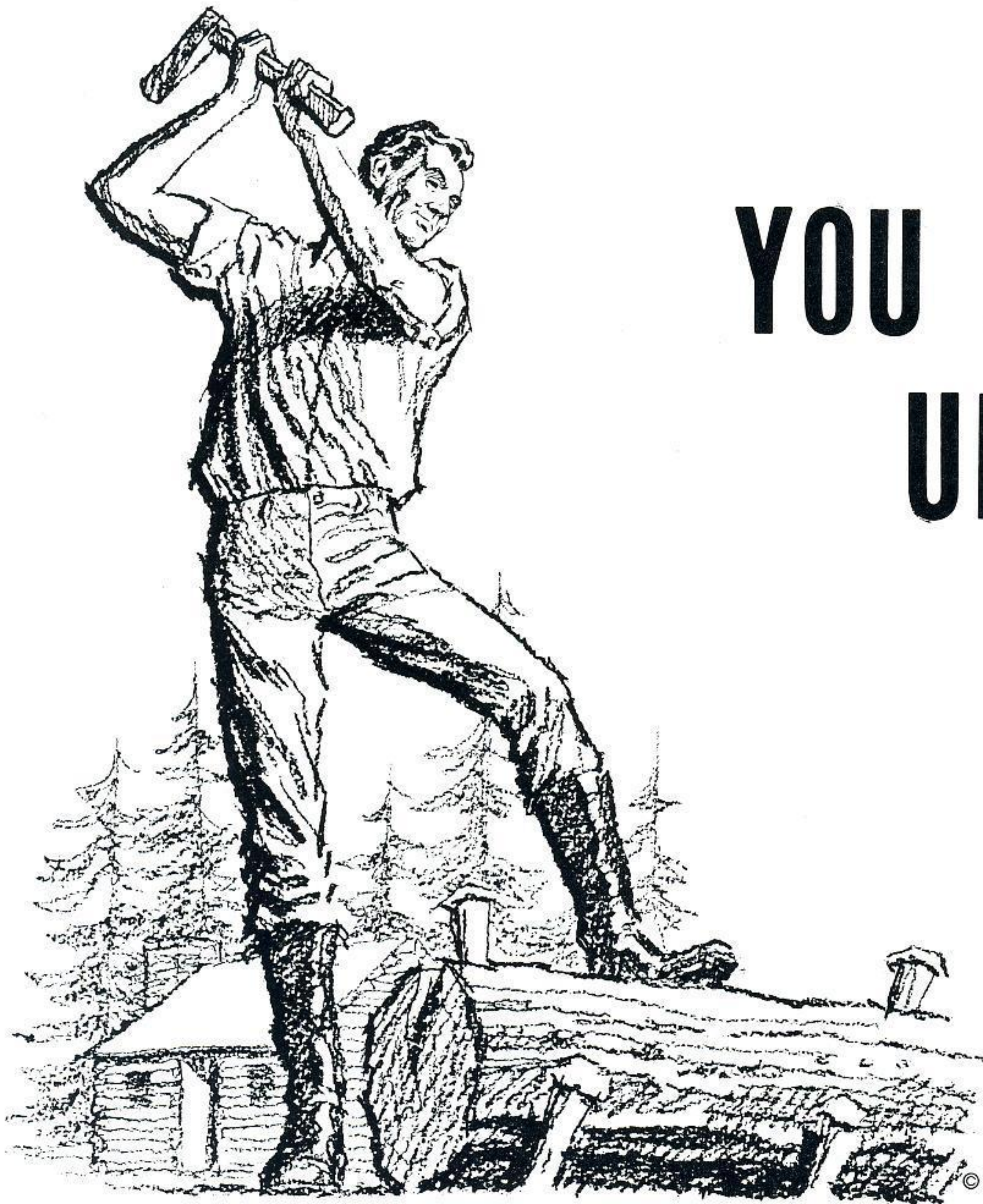


Plain Talks



GULF STATES
UTILITIES COMPANY

FEBRUARY, 1967



YOU NEVER KNOW UNTIL YOU TRY

Editor's note: February is the month of the birth dates of two of our most outstanding Presidents, Washington and Lincoln. Of all the Presidents, Lincoln has probably become most legendary. His rise from a very poor background to the highest position in America has served as an inspiration to many. Lincoln had a simple formula for success: To succeed you must never stop trying.

How many times have we heard people say, "I could be vice president of the Company, too, if I had all the breaks he had," or "I always wanted to be an engineer, but I didn't have the advantage of a college education."

There is always the temptation for us to say, "But why didn't you try?"

So many people give up their dreams too easily. It may be because of lack of faith in their abilities or the courage to face obstacles in their way. If they would only reach for a star, they might at least grasp the moon. But if we are willing to try and try again—and refuse to let defeats along the way crush our spirit, we will find that life has many rewards—in the friendship, love, respect of our fellow men, plus some material success if we are willing to work hard.

Abraham Lincoln is one of the best examples in American history of a man who refused to stop fighting for what he wanted from life after not one, but several blows to his career as well as to his personal life.

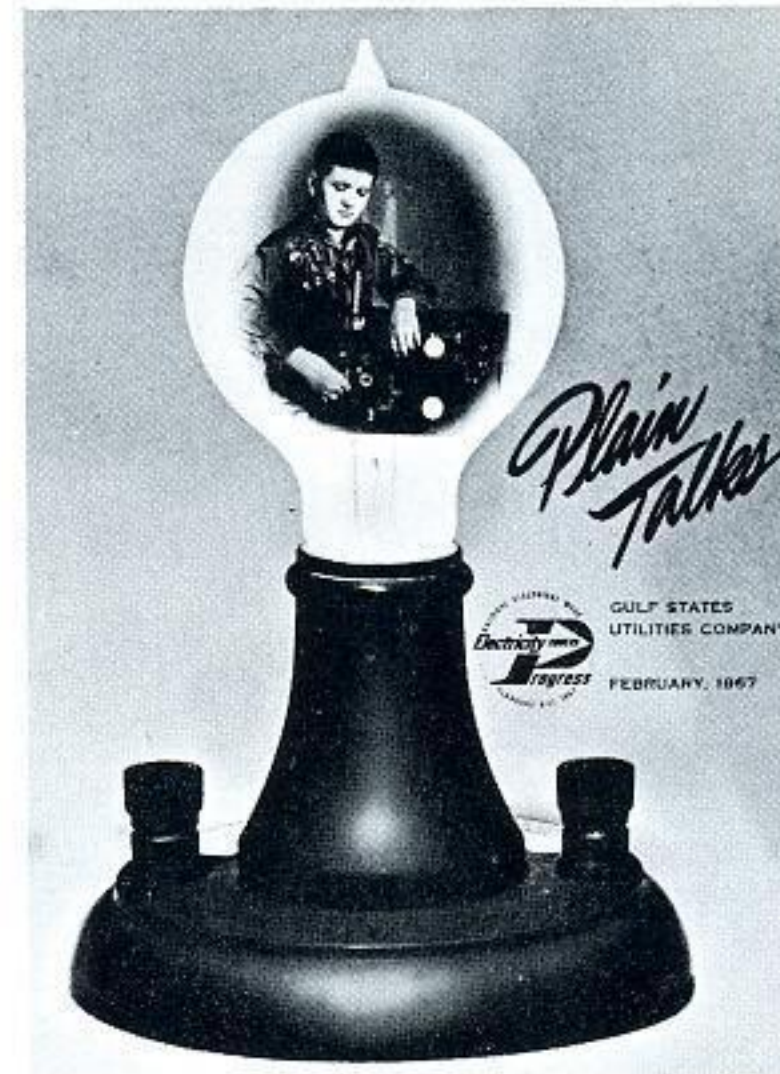
He failed in business in 1831; was defeated for the Illinois Legislature in 1832; again failed in business in 1833; his sweetheart died in 1835; had a nervous breakdown in 1836; was defeated for Speaker of the House in 1838; was defeated for Elector in 1840; defeated for Congress in 1843; again was defeated for Congress in 1848; was defeated for Senate in 1855; defeated for Vice-President in 1856; and was defeated for the Senate again in 1858.

But in the face of failure, Abraham Lincoln became President of the United States in 1860.

No man knows what is in him until he tries. Some people are gifted with more ability than others, but often the person who is less gifted, but willing to work hard, may go even further because concentration and effort are, in themselves, qualities in great demand on any job.

You never know your real abilities and potential until you try.

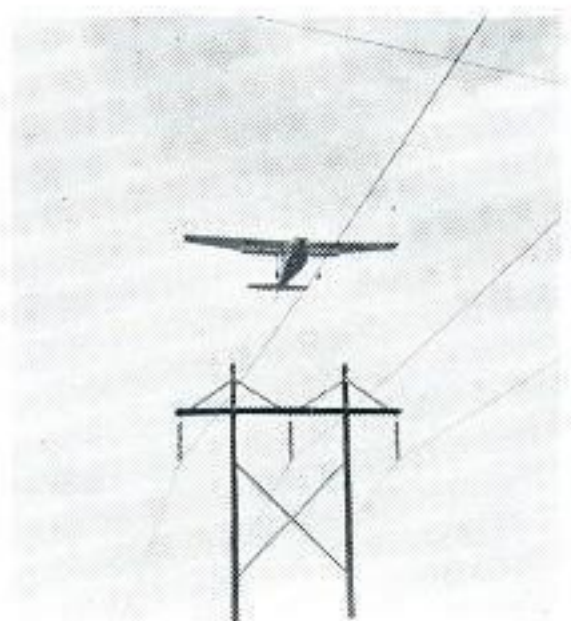




Our Cover

Since February 5-11 was both National Boy Scout and National Electric Week, our Company set up joint observances through Boy Scout electric merit badge clinics. Jimmy Richardson, son of J. A. Richardson, sales superintendent, Navasota, is shown working on his project for one of our workshops. And what better way to project the young Scouter than through Thomas Edison's first lamp?

Plain Talks and News • Vol. 45, No. 2 • February, 1967



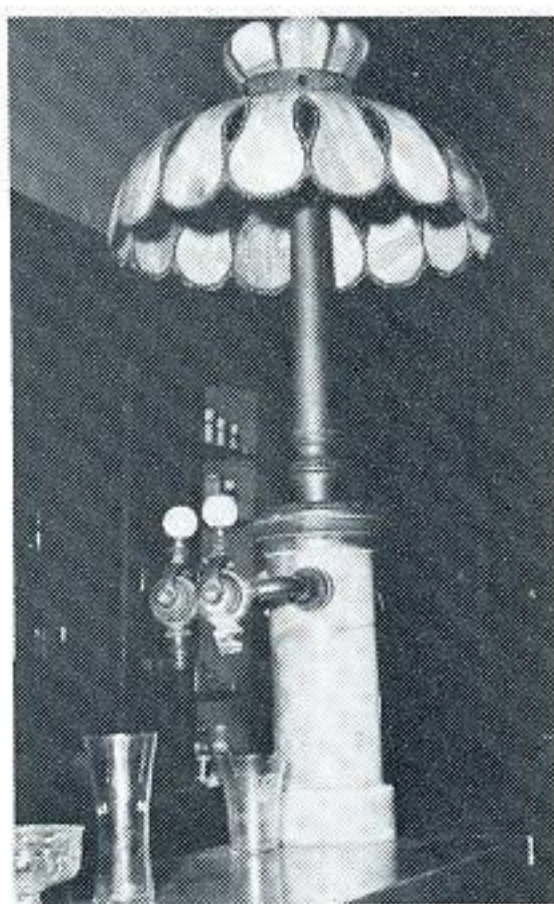
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Anderson p. 8



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- 8 *The Romantic Past of Anderson, Texas*
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- 11 *Reels of Public Service*
- 12 *Service Awards*
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PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

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and International Council of Industrial
Editors.



R. O. Wheeler



J. R. Murphy



H. E. Mortimer

Board Approves Vice President A

FOUR TOP MANAGEMENT changes were approved at the February 1 Board of Directors meeting held in Beaumont.

R. O. Wheeler, formerly vice president and personnel manager, was named vice president in charge of our gas operations. J. R. Murphy, formerly personnel director, was elected vice president and system personnel manager. H. E. Mortimer, assistant to the chairman of the board and J. M. Stokes, secretary of our Company, were elected vice presidents by the Board. These promotions became effective on February 1.

R. O. Wheeler

Mr. Wheeler, who has been one of our top administrative officials for eight years, joined our Company in 1939. He transferred from Oklahoma Natural Gas Company in Oklahoma City, Oklahoma, to head our gas operations in Baton Rouge. In 1959, he was named manager of the Baton Rouge Division. He became system personnel manager and was elected a vice president and director in 1963.

A native of Oklahoma, Mr. Wheeler attended the University of Oklahoma. He has been active in Baton Rouge and Louisiana civic and service organizations. He has served on the United Givers Fund, Junior Achievement and American Red Cross campaigns. He is a past director of the Downtown Kiwanis Club, past president and board

member of the United Cerebral Palsy Association of Baton Rouge, past secretary of the United Cerebral Palsy Association of Louisiana and a member of the St. James Episcopal Church.

He is secretary-treasurer of the Louisiana Manufacturers Association and has been on the board of the YMCA, Our Lady of the Lake Hospital, Family Counseling Service and the Greater Baton Rouge Safety Council. He is a member of the Chamber of Commerce.

J. R. Murphy

J. R. Murphy is a native of Hanover, Pennsylvania, and graduated from the Williamson Trade School at Media, Pennsylvania. He was employed in 1936 at Louisiana Generating Station in Baton Rouge and progressed through several jobs until he became assistant to the station superintendent in 1940.

In 1952, Mr. Murphy was transferred to the Personnel Department. He was promoted to industrial relations director in 1957 and to personnel director in 1966. He completed the Harvard School of Business Advanced Management Course in 1963.

H. E. Mortimer

Mr. Mortimer has been assistant to the board chairman since January, 1965. A native of Smithville, Texas, he graduated from Rice University with a B.S. degree in electrical engineering. He also attended the East

Texas School of Law and has completed management courses at Georgia Tech and the University of Pittsburgh.

Employed in 1928, Mr. Mortimer received experience in various engineering and sales positions in Beaumont, Silsbee, Port Arthur and Navasota. In 1948, he was promoted to supervisor of the Rate and Depreciation Department. He was named director of rates and depreciation in 1963.

Active in civic affairs, Mr. Mortimer is a member of the Beaumont Chamber of Commerce, the Young Men's Business League and the East Texas Chamber of Commerce. He is a director of the Beaumont Symphony Society and has served as vice president of the Beaumont Society for Crippled Children. He is a member of the Trinity Methodist Church where he is a past member of the Board of Trustees.

Mr. Mortimer is also a member of the Texas Water Conservation Association, past chairman of the Beaumont Section of the Institute of Electrical and Electronic Engineers, a member of the Edison Electric Institute's Rate Research Committee and is past secretary of the EEI Depreciation Committee. He is a trustee of the Southwest Atomic Energy Associates and is a registered professional engineer in Texas and Louisiana. He is a director of the Rice University Alumni Association and a past president of



J. M. Stokes

Assignments

the Rice University Beaumont Club.

Jerry Stokes

Mr. Stokes was named secretary of our Company in 1964. Employed in 1936 in the Beaumont Engineering Department, he progressed through several positions in the Engineering Department before being transferred to the Advertising Department where he rose to supervisor of employee publications in 1950. In 1956, he became claims agent and a year later he was promoted to system claims director. He was promoted to assistant personnel manager in 1962 and became assistant secretary in 1964.

A native of Victoria, Texas, he attended public schools there and in San Antonio. He also attended Victoria Junior College and in 1936 received an LLB degree from the East Texas College of Law. He was admitted to the practice of law a year later.

In 1960, Mr. Stokes completed the Harvard School of Business Advanced Management Course in 1960 and the Public Utilities Management Course of the University of Michigan in 1957.

He is a member of the Texas Bar Association, the Beaumont Chamber of Commerce, the YMBL, the YMBL Key Men's Club and is past president of the Advertising Club of Beaumont. He is an elder in the Westminster Presbyterian Church of Beaumont.

Where do we go from here?

**1966 Was Exceptionally Good Year
1967 Must Be Better in All Respects**

Mr. Richard, by telegram from New York City, and Mr. Werner, in person at the three January department head meetings (page 13), commended all Gulf Staters for making possible the very good year our company enjoyed in 1966.

Both top executives praised the team efforts of the Sales Department members, most of whom were present at the department head meetings, for recording another outstanding sales year, despite the "tight money" situation which adversely affects the home building industry.

At each meeting, Mr. Werner discussed the major challenges our Company faced in the immediate future. The highlights of his discussion follow:

Vast 5-Year Construction Program

Start with the fact that we serve one of the most rapidly industrializing sections in the country. Continuing to provide an ample, reasonably priced supply of electric energy for this area calls for swift acceleration of our already ambitious construction programs. In excess of \$425 million is expected to be invested in new plant in the period 1967-1971. The financiers, who are putting up most of the money for our new plant investments, are well aware of our area's potential. The element they are most interested in is the people who make GSU tick. The more efficiently we operate, the safer we work, the more we sell—these factors influence the money market people and can make financing less costly.

Where Money Goes

From 1968 through 1971, it is anticipated that we will add a large generating unit every year; two in 1971.

Our predictions have to be accurate because we must order right now the unit that is expected to be generating power in 1970. Other big ticket expenses include the Extra High Voltage system, beautification, underground work, new offices and service centers. The Company now invests \$4.88 to earn \$1 of revenue a year.

G & T and REA

The \$56.5 million REA loan to the Louisiana Electric Cooperative Inc., has not yet been made, although the U. S. Supreme Court has ruled in favor of the LEC. The Louisiana Public Service Commission on January 27 heard additional testimony in a suit filed by our Company and three other Louisiana investor-owned utilities against the LEC.

The investor-owned companies seek to restrain the LEC from building its own generating and transmission plant on the grounds that a Louisiana statute prohibits customers of one power company from obtaining electric power from another source. Key to the situation is whether the co-ops are "customers." We say they are; they say they aren't. The Commission designated February 27 and 28 as the final two days hearings may be conducted.

Last month the LEC took option to purchase a 117-acre tract in Pointe Coupee Parish as site of the proposed plant.

Senator Metcalf's Book "Overcharge"

You can expect the usual hoopla from the Washington-based National Rural Electric Cooperative Association arising from the publication of Montana's Senator Lee Metcalf's book en-

Continued on Page 23



Floyd Crow, patrol pilot, makes a tape recorded note of a woodpecker hole he has spotted on a power pole during a routine day of inspecting GSU's miles of power lines.

Helping keep our service economical and dependable

GSU's Airborne Patrollers

INSPECTING 3700 MILES OF LINE each month would be a near impossible task if it had to be accomplished on foot, even for a crew of a hundred men. And the cost of commercial air transportation for men and cargo around our system could be overwhelming and, during emergencies, almost impossible.

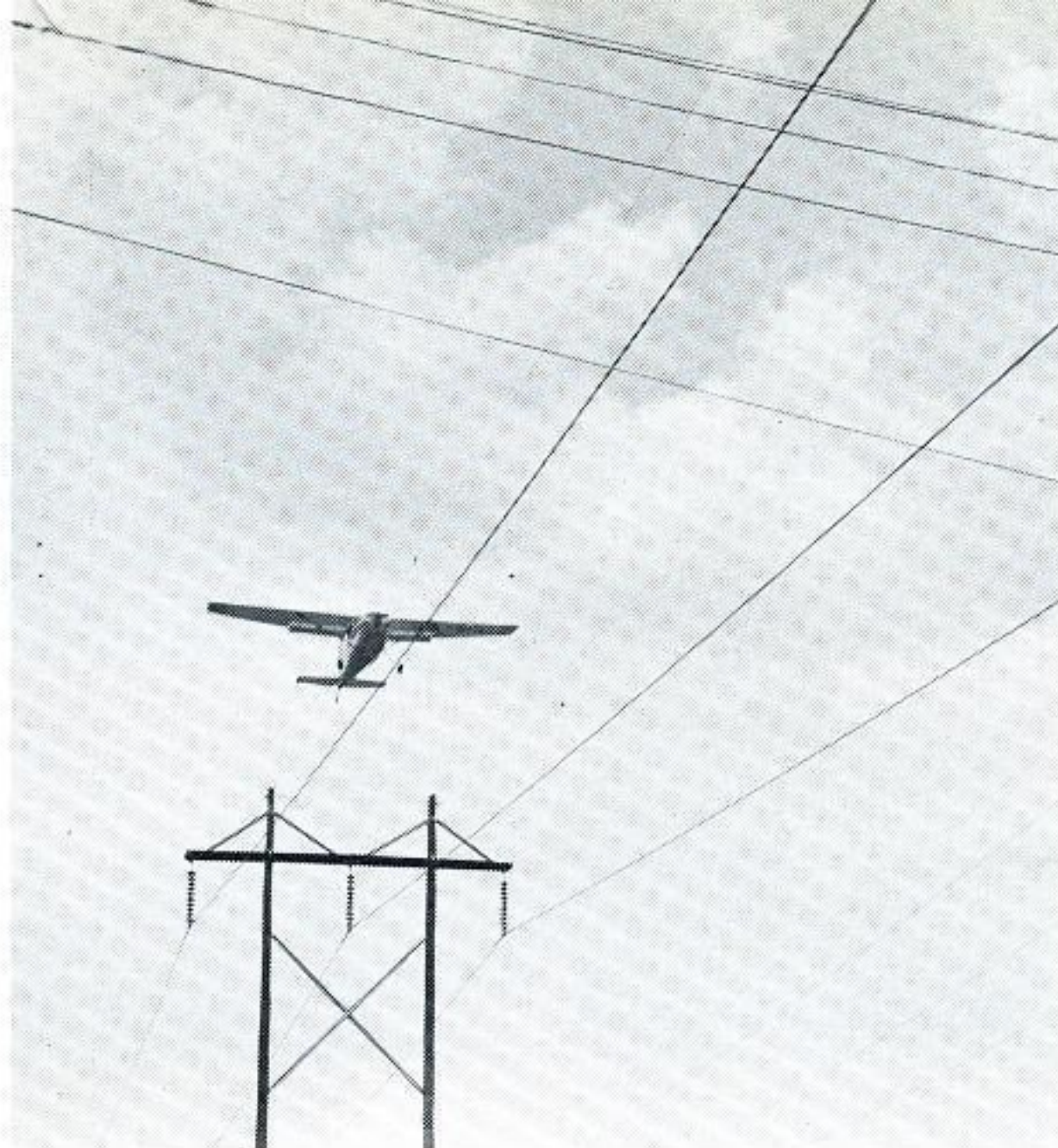
Our Aviation Department was formed almost 10 years ago and GSU pilots began patrolling our far flung network of transmission lines when it was determined that our lines could be patrolled faster and easier with a team of our own trained pilots. In addition, our own plane could stand ready to transport personnel anywhere in our system when necessary and could even be used at times to haul cargo.

Headed by Pete Carney, chief pilot, the department is a four man operation. Ray Holm,

Floyd Crow and Jim Killough, all pilots, constitute the staff.

Watching GSU's pilots at work, they seem to have acquired a seventh sense about flying. Each is a highly trained craftsman. Mr. Carney and Mr. Holm now hold the Airline Transport Rating which is the top transport rating in flying. Mr. Crow holds private, commercial, instrument and multi-engine licenses. Mr. Killough, who has logged more than 2,000 flight hours, is now working toward his instrument license.

The department is housed near a private hangar at the Jefferson County Airport between Port Arthur and Beaumont, where the patrol plane is kept. Well adapted for flying the very low altitudes necessary for patrolling our network of power lines, the patrol plane is a four seat light weight aircraft.



Jim Killough, patrol pilot, listens attentively to radio messages used by GSU's pilots, in top left photo. Moving clockwise, Company patrol plane is shown during a routine patrol. Bottom left, Pete Carney, chief pilot, and Ray Holm, reserve pilot, make final checks of flight operations for the week. Right, Floyd Crow leaves plane at the completion of a routine patrol flight.



Stay on Top of Their Jobs

Occasional cargo flights and patrolling enable the two crews to log many hours of flight time weekly. And because of the frequent flights and the tremendous responsibility involved, it is important that all of the flight equipment be in top condition at all times.

"Safety is the key to the entire operation of our department," Pete Carney, chief pilot, stated emphatically, "and for obvious reasons. Man will never become as familiar with flying as he is with walking or doing things in his natural environment."

Each year the pilots are required to attend flight proficiency schooling held in Dallas, a rigorous week's review of the primary and advanced aspects of flying. Simulated flights under emergency conditions are a part of the testing the pilots undergo. Everything that could go wrong with an airplane is simulated by the link instruc-

tor and it is the pilot's duty to decide upon alternative ways of correcting the dangers. In like manner, instructors at the school believe that a good pilot can maneuver a plane blindfolded and make him do so, from takeoff to touchdown.

Efficiency of operation has been the goal of the Aviation Department since its inception and safety is a further way the pilots of GSU have of defining that goal. Day in and day out their equipment is checked for safety; each year the pilots subject themselves to rigorous mental and physical testing; and time and again the plane is inspected to make sure it is 100 per cent operational. As a result, accidents are not afforded the chance to happen. It's a good way of doing things that perhaps can best be summed up in the words of a familiar TV commercial: "Is this any way to run an airline?" The answer: "You bet it is!"



NEW OFFICE IN SULP

Baskets of flowers, refreshments, door prizes and a hearty "Welcome!" signalled the formal opening of GSU's new office in Sulphur, Louisiana, on January 20.

An ultra-modern brick and glass facade with artfully landscaped grounds make the structure one of our most attractive and functional buildings.

Sales floor, offices and assembly room are under one roof. The building, which has about 5,000 square feet of floor space, is considerably larger than the former office in Sulphur.


The new building will be headquarters for 19 GSU employees in Sulphur and will be the service center for approximately 11,500 customers in the area. Located on Cypress Avenue, the office is directly across the street from the W. W. Lewis Junior High School, the first school in Calcasieu Parish to have an all-electric cafeteria.

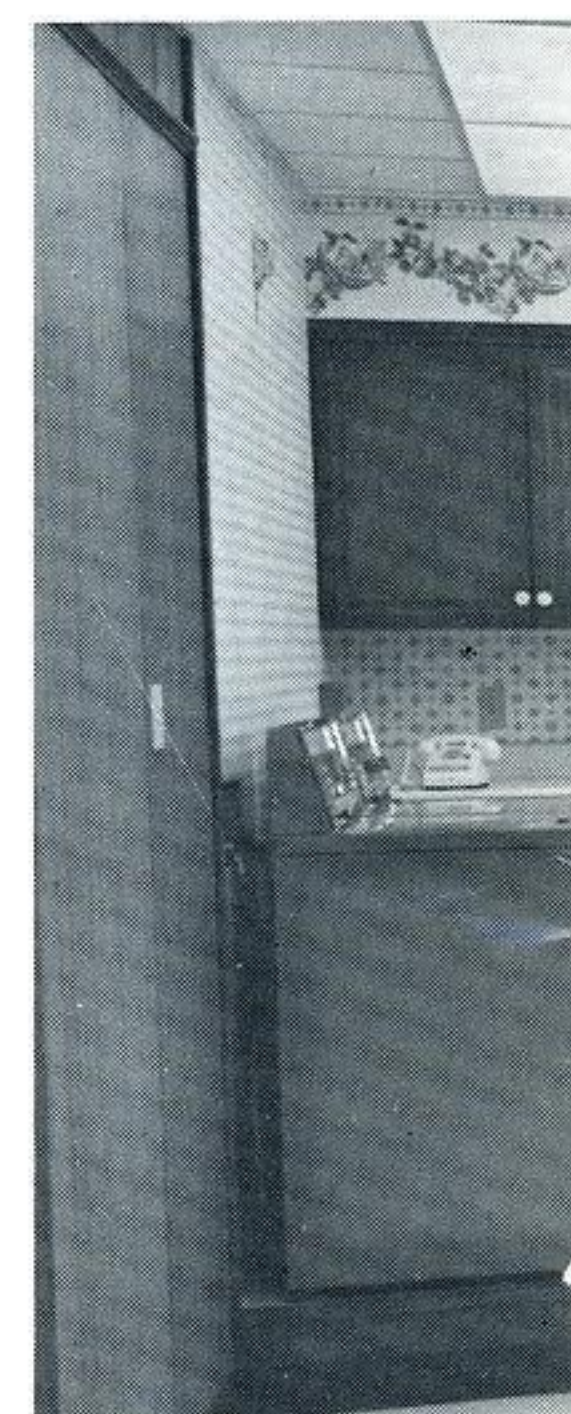
Ample customer and employee parking on two sides of the office building are provided and a fenced lot in the rear furnishes a protected area for service trucks and equipment.

Inside, walnut paneling adds beauty and warmth while glass skylights and fluorescent panels set in the vaulted ceiling contribute to the airiness of design.

At the entrance of the building is the sales room where extensive use of glass offers a bright and attractive display area for small and major appliances. The latest in electrical convenience for the kitchen is exhibited in a well arranged cabinet and appliance display at the rear of the room.

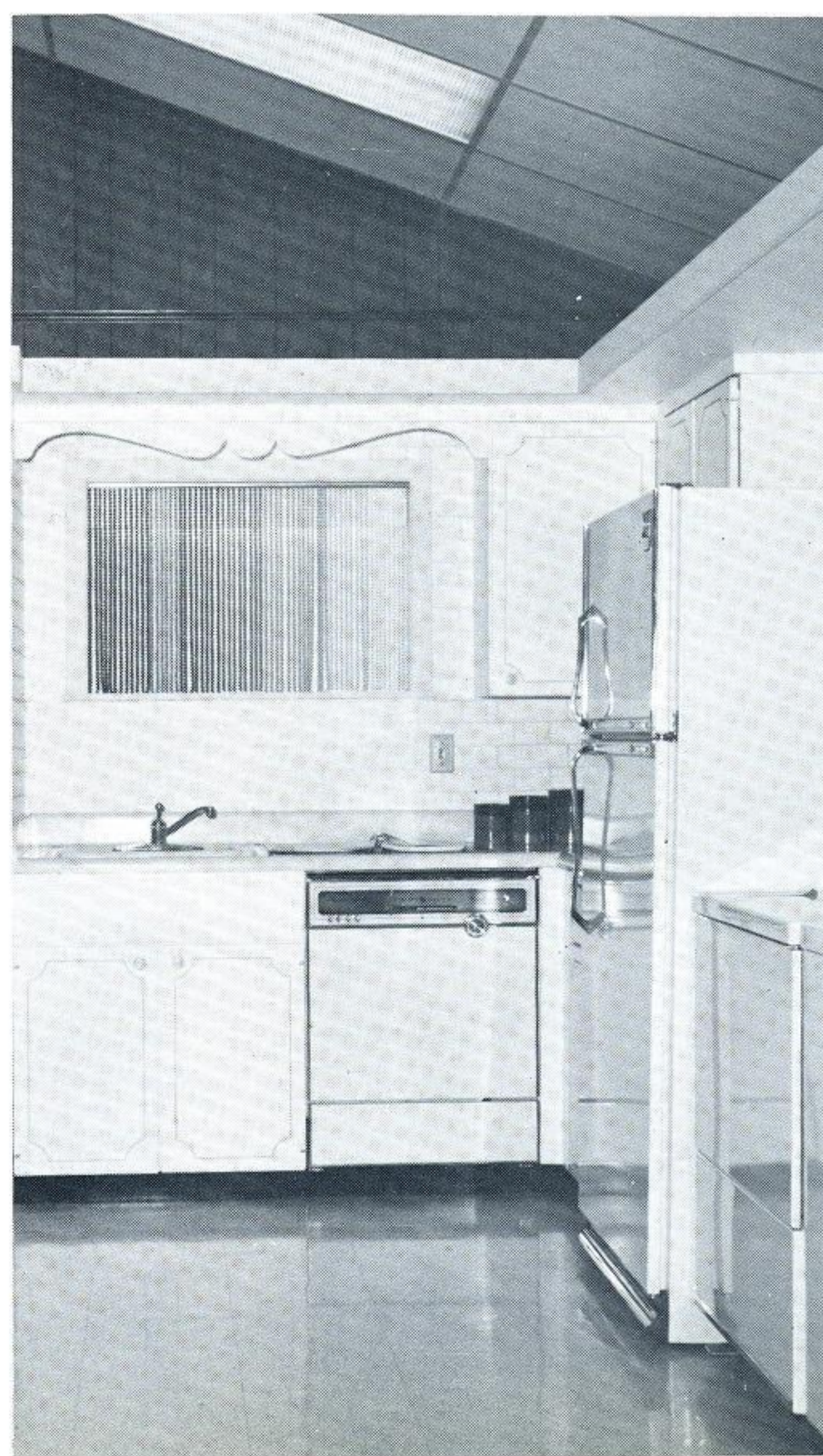
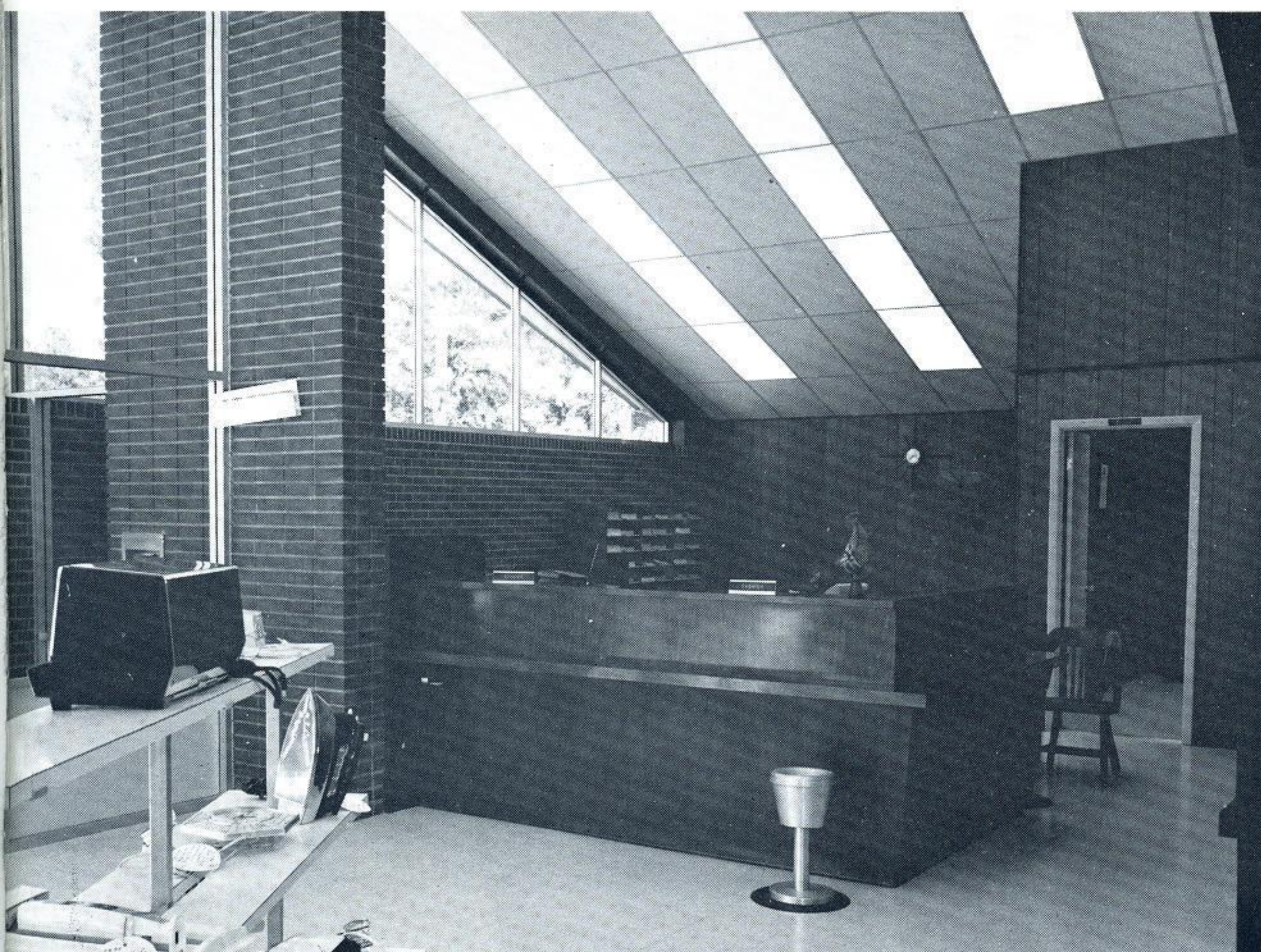
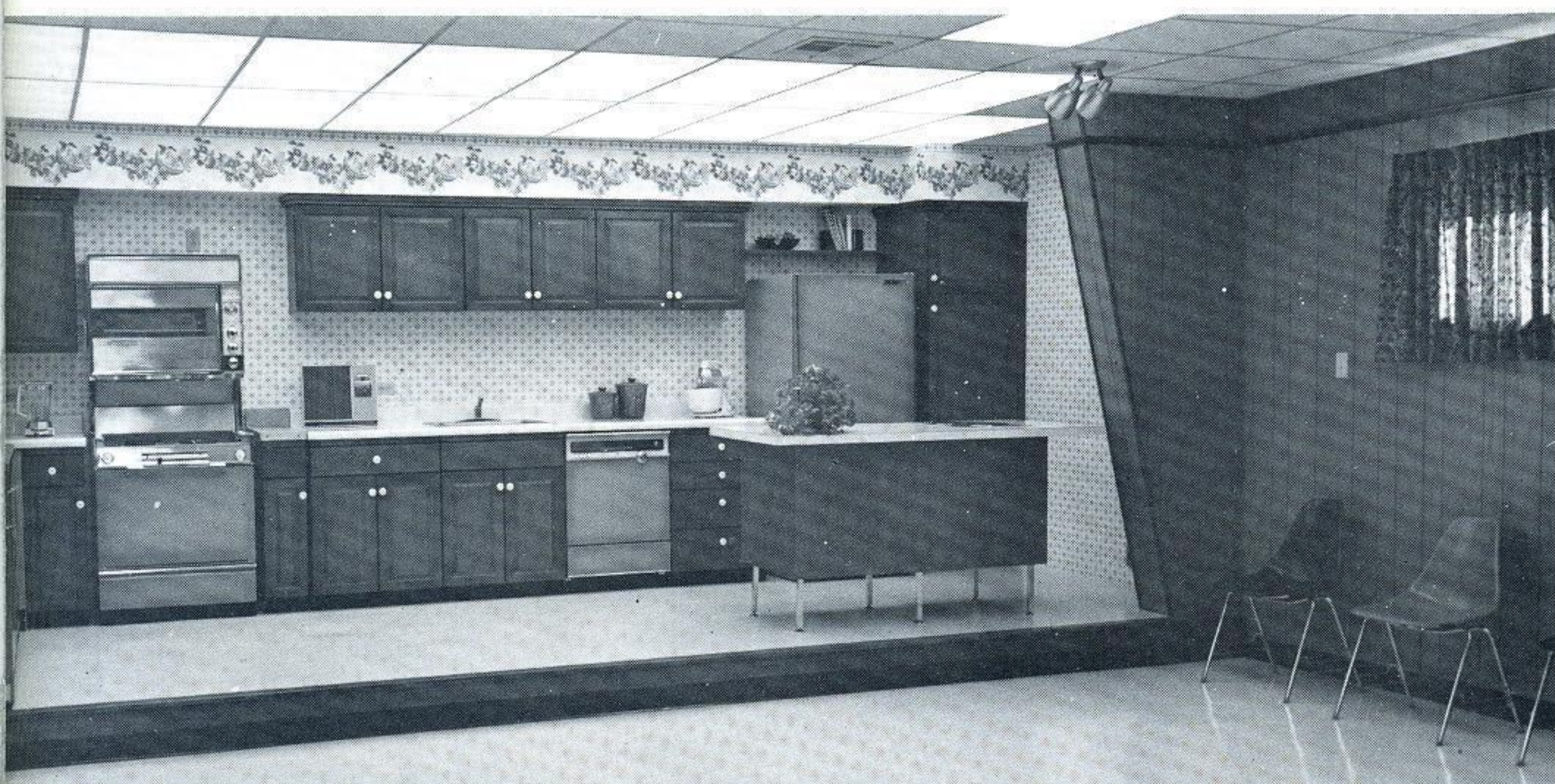
Adjoining the sales room is a spacious assembly room featuring a raised stage with fully equipped electric kitchen and work center. The room is an ideal setting for home service demonstrations and special meetings.

Enthusiastic comments from a continuous flow of guests at the open house celebration attested to the community approval of the new office building. In fact, many returned for a second look and brought along friends. In all, about 350 guests were present for the opening, including employees who attended a special two-hour reception later in the evening. 



HUR

G. J. Gilmore, below, district supervisor at Sulphur, will direct GSU activities in the beautiful new glass and brick structure.



Along our Lines

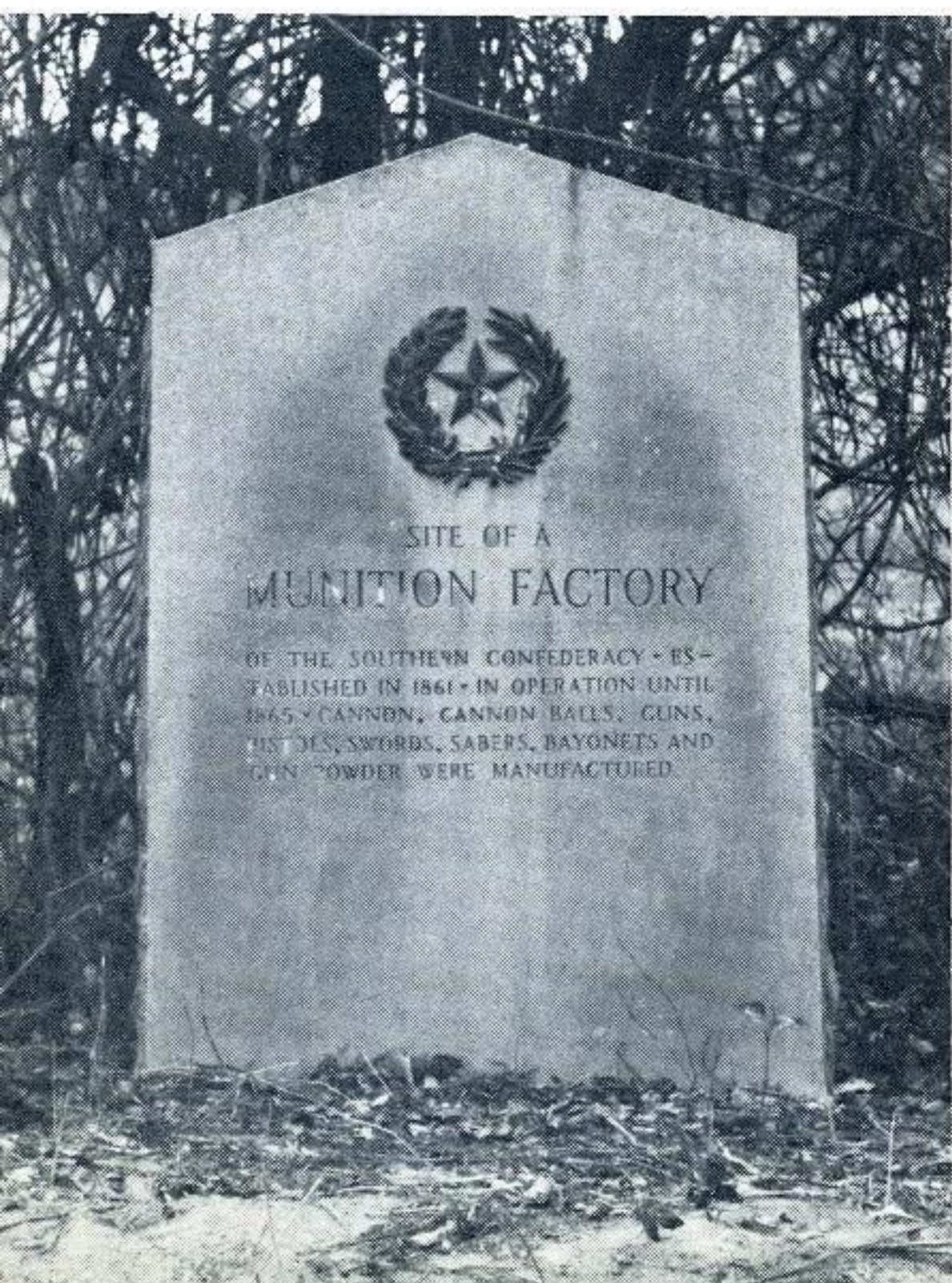
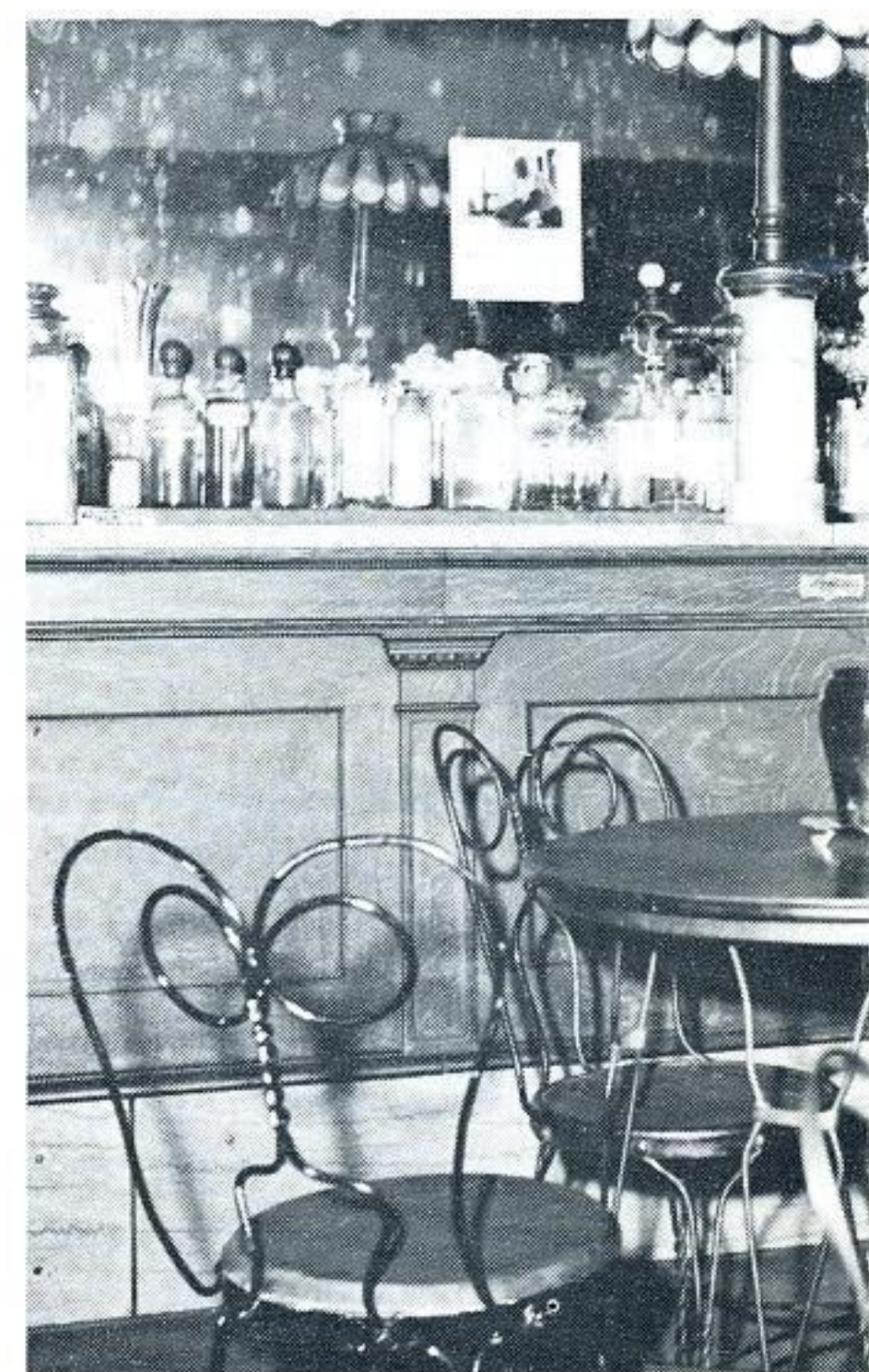
THE ROMANTIC PAST OF ANDERSON, TEXAS

ANDERSON, TEXAS, A SMALL community near Navasota, is one of the most historic communities along our GSU service lines. Important in Texas history, it was one of the state's earliest settlements and later became a major crossroad of the stagecoach route through Texas.

The town of Anderson had its beginning in 1821 when colonization started in Texas. Settlers who came to its pleasant hilly location were a part of Stephen F. Austin's "old Three Hundred," a group with permission to settle the territory granted by Governor Martinez of Mexico.

Early Anderson was known as Fanthrop's because of the prominence of Fanthrop's Inn, a combination stage depot, post office and inn for travellers. Sam Houston was a frequent visitor at the Inn. Its ancient register also records the names of Zachary Taylor, Texas general who later became president of the United States, and Amelia M. Murray, maid of honor to Queen Victoria. The name of Fanthrop's was later changed to Alta Mira meaning "high view."

When the Texas-Mexican War began in 1836, settlers from Alta Mira joined in the struggle



and some became legendary heroes. Tapley Holland, son of one of the earliest settlers in Anderson, was the first soldier to cross the line drawn by Colonel William B. Travis to determine who would stand and defend the Alamo. Leonodos Saunders, a young lawyer, was present at the drawing of the black beans following the capture of the Mier Expedition and died in Perote Prison in Mexico.

In 1846, after the revolution had ended, Grimes County was created in honor of the state senator from nearby Montgomery County. The settlements of Fanthrop's, or Alta Mira, and Rodolph, a nearby German village, were drawn together to form Anderson, the county seat of Grimes County. The name Anderson was chosen for Kenneth L. Anderson, the last vice president of the Republic of Texas who died at Fanthrop's Inn. The statesman is buried in a local cemetery directly across from the Inn.

The Grimes County Courthouse dominates the Main Street area of Anderson today. Built in 1894, the courthouse of natural stone construction

is the descendent of an earlier structure on the Fanthrop property and two other courthouses which burned on its present site. The rest of the town is a mixture of almost 150 years of architecture spread across the seven gently sloping hills which have earned Anderson the nickname "the Rome of Texas."

Everywhere in Anderson, historical markers record its romantic past, a bygone era which comes alive again every third Sunday in April when the townspeople of Anderson and nearby Montgomery sponsor the Texas Trek, a festival of the old West.

Ross Mitchell, Ernest Singletary and Herbert Stolz, Jr., are Navasota District Gulf Staters who participate in the annual celebration as trail riders. Many of the authentically furnished colonial homes are opened and residents don colonial dress for the occasion. An ox wagon transports visitors to one of Anderson's historic churches for services. It's an exciting journey into the pages of Texas history in one of the state's oldest towns, a town that we are proud to serve.





Competitive dryers, enacted by Joe DeJean and Myrle Johnson, plead their cases before Mrs. Harried Housewife, played by Leonora Masterson, and Judge Victor Gayle in Lake Charles. In Baton Rouge, Harriet Babin, right, urges dealers to look into the conversion market singing "Let's Make the Switch."



Residential Sales Launches "Project' 67"

ALL SIGNALS WERE "GO" as the 1967 sales program was launched around the GSU system. About 900 sales allies witnessed blast-offs in Beaumont, Port Arthur, Jennings, Baton Rouge, Lake Charles, Lafayette and Conroe.

Entitled "Project Electric Sales '67," the Residential Sales Department employed a space theme to announce its sales plans for the coming year to dealers, distributors and contractors.

A regular cast of four, including L. V. Dugas, vice president and general sales manager; Victor Gayle, system superintendent of residential sales; Joe DeJean, system supervisor of residential sales promotion; and Leonora Masterson, director of home service, all of System Sales, Beaumont, supplied the sound advice and encouragement for a star-studded sales future. The cast was ably assisted with talent provided by each residential sales division.

Local sales superintendents arranged for

meeting places, props and invitations and also acted as masters of ceremonies for the productions.

This year's target for sales is the conversion market and the residential sales cast had novel ways of illustrating how to reach this lucrative group. A bewigged folk singer urges dealers to convince their customers to "Cross Over the Bridge—Let's Make the Switch" to electricity; a space age teenager tells of the market possibilities among her age group; and an informative courtroom drama pits Mrs. Harried Housewife against a flaming clothes dryer and a modern electrical version to demonstrate the sound arguments for flameless electric dryers.

The show closed amid laughter and enthusiasm in each sales division. Launching of the new sales objectives had been A-OK. In fact, if response to the roadshow production is any indicator, appliance sales should rocket in 1967.

Baton Rouge Dealers, Distributors and Contractors at Residential Sales Show Sponsored by Our Company.



GSU's Film Library

REELS OF PUBLIC SERVICE



Shelf upon shelf of informative film comprise GSU's film library. Above, Barbara McLendon, departmental clerk, and M. A. Merchant, supervisor of records management, check over the list of films available. At right, Miss McLendon demonstrates film and display equipment loaned by the library.



UNLESS YOU CAN CALL "western" a film made in California about nuclear programs, you won't find a single western movie in GSU's film library. And about the closest we can come to a suspense thriller is entitled "Anatomy of an Accident." But the public response to our films is phenomenal!

Over the years, various departments within our Company have utilized films for training and for public showings. Finally, last year, GSU's film library was re-organized and consolidated in the Public Relations Department in Beaumont. This year, the library has been assigned to the Records Department and has grown to an inventory of more than 120 films on a variety of topics from leadership to lighting and from scientific to sales training.

Informative and useful, the films are loaned not only to employees throughout our system, but to churches, civic organizations, industries and schools. Also available are film equipment, slide projectors, easels, lighted podiums, projector screens, bulbs, opaque projectors and an assortment of equipment for making a successful presentation.

Everyday, requests for our films keep pouring in. Some firms have even asked for 25 to 30 reels at a time. In fact, the demand has been so great in some instances that distraught film seekers reserve them a year in advance. This problem has been partially solved by making available more than one copy of the more popular

films.

Because of their instructional nature, most of our requests for film come from schools. On the other hand, business organizations have found the motion pictures very helpful in presenting sales talks, training salesmen, stressing safety on the job and simply to entertain.

In Sales, the Home Service Department has found useful the films on lighting, electric cooking and heating and the advantages of Gold Medallion homes for modern living.

So successful has our film library become as a public relations aid to our Company that a form letter is attached to each canister of film mailed out to determine the size and nature of the audience, sometimes with surprising results.

"In the three months the film library has been in the Records Management Department, an average of 53 films a month have been checked out," M. A. Merchant, department supervisor, said.

The library is maintained by Barbara McLendon, departmental clerk. Miss McLendon sees that the films are kept in good repair, spliced when necessary and ready for use. She keeps a current index of films to which frequent additions are made as new reels are acquired.

So even though you won't find the latest western in our movie files, you will find top notch films on a variety of other subjects which are equally entertaining and considerably more informative.

SERVICE AWARDS

FORTY YEARS



Robert E. Compton
T&D
Lafayette



R. P. Griffith
T&D
Navasota



J. D. Jordan
Engineering Services
Beaumont



F. E. Mathis
T&D
Lake Charles



Jeanette Sangster
Executive
Navasota



A. J. Bearden
T&D
Beaumont



A. M. Bergeron
T&D
Lake Charles



E. E. Mayfield
T&D
Jennings



Clarence Patterson
T&D
Navasota



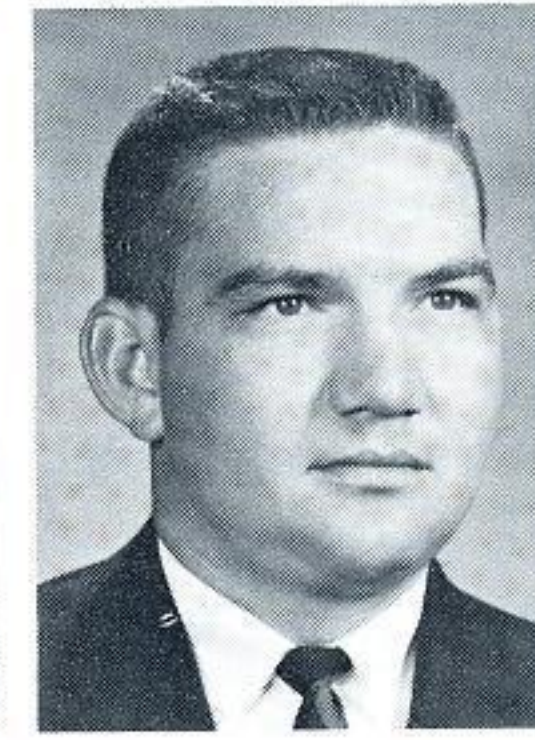
H. J. Ridley
Production
Sabine Station



J. J. Arabie
T&D
Lafayette



Lois Belle
Treasury
Baton Rouge



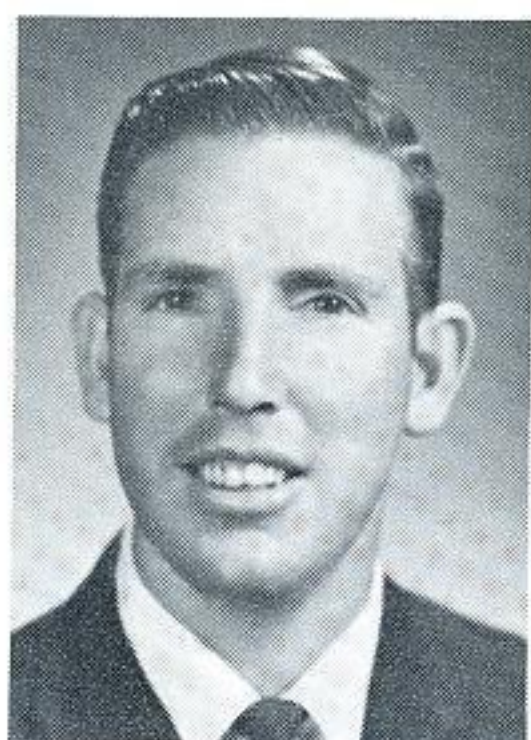
M. E. Boenker
T&D
Navasota



M. S. Cole
T&D
Beaumont



Elizabeth Dance
Treasury
Baton Rouge



K. R. Kirk
T&D
Beaumont



J. C. Phares, Jr.
T&D
Port Arthur



Carolyn Theobald
Sys. Engineering
Beaumont



H. E. Turner
T&D
Baton Rouge



J. D. Wiggins
T&D
Dayton



L. N. Wright
T&D
Beaumont

Sales, Advertising, Public Relations

Programs For 1967 Outlined

Sales, Advertising and Public Relations plans for 1967 were outlined at the first department head meeting of the year at Beaumont, Baton Rouge and Lake Charles on January 30, 31 and February 2, respectively.

L. V. Dugas, vice president and general sales manager, reviewed the 1966 accomplishments and introduced the program to key departmental personnel and members of our Company's sales force attending. The programs were presented by Victor Gayle, system superintendent of residential sales; Bill Richard, system superintendent of commercial and industrial sales; Herschel Mathews, director of advertising; and Jim Turner, director of public relations. President Werner climaxed each meeting by briefly outlining the Company's long range and immediate objectives (see page 3).

In presenting the 1967 aims for residential sales, Mr. Gayle reviewed the outstanding sales accomplishments of the various divisions in 1966.

Residential sales for the coming year are to be focused on three special markets, he explained. These markets are the existing or conversion market for electric heating and heat pumps, the low income market for ranges and dryers and the youth market in view of their increasing numbers and earlier marriages. Special inducements

such as trading stamps for employees and a dealer appliance finance program call "Reddy Credit" will add impetus to sales campaigns of the department. Mr. Gayle estimated the annual revenue from the anticipated installations to reach approximately \$1,401,620.

Mr. Richard outlined four targets for his commercial sales programs for 1967. The four targets are all electric buildings, the conversion market, the

be shown the advantages of all electric buildings when attending jointly-sponsored electrical design seminars, such as the Electric Design Seminar in New Orleans and General Electric's Lighting Institute near Cleveland. For existing commercial buildings, he proposed an Electric Space Heating Campaign and Space Conditioning for the Space Age Campaign to interest owners in modernizing and improving their buildings.



Speakers at the first department head meeting of 1967 were Victor Gayle, system superintendent of residential sales; L. V. Dugas, vice president and general sales manager; Herschel Mathews, director of advertising; Bill Richard, system superintendent of commercial and industrial sales; and Jim Turner, director of public relations.

commercial cooking market, or restaurants, and sales of Rural Night Lights. Industrial sales, he explained, will be centered on space conditioning and the process heating markets.

Local architects and engineers will

In his current Rural Night Lights Campaign, Mr. Richard expects a sale of over 1,000 lights in the two-month period. Industrial sales, he added, will be boosted by campaign quotas for in-

(Continued on Page 18)

In Beaumont Division

System Engineering Promotes Three

Three management promotions in our Company's Beaumont Division and System Engineering were announced on January 21.

George T. De La Matyr, former operating supervisor in the Beaumont T&D Department, has been promoted to supervisor of engineering research and communications in System Engineering.

He will be succeeded by Leroy J. Bodemann, former division engineer in the Beaumont T&D Department. Taking Bodemann's place as division engineer will be Joseph E. Bondurant, former supervisor of scheduling in System Engineering.

Mr. De La Matyr joined GSU in 1933 in Baton Rouge after graduation from Louisiana State University. He was



G. T. De La Matyr transferred to Beaumont in 1950 as an engineering specialist and was promoted to office engineer in the Executive Department in 1953. He went to re-

lay engineer in System Engineering in 1955 and was promoted to communications engineer in 1956. A native of Clearwater, California, Mr. De La Matyr is married and has two sons, George, Jr., and Richard. They are members of St. Andrews Presbyterian Church. He is a member of the Beaumont Chamber of Commerce; Young Men's Business League; Tau Beta Pi, an honorary engineering fraternity; and Phi Kappa Phi, an honorary scholastic society.

Mr. Bodemann came to work for our Company in 1949 after graduation from Texas A&M. He was a junior engineer in the Port Arthur T&D Department before taking a two-year military



L. J. Bodemann leave.

He returned from the Army in 1954 and became an engineer in the Port Arthur T&D Department. Mr. Bodemann was transferred to Beaumont as an application engineer in System Engineering in 1956. He was transferred to the Beaumont Division Sales Department as an industrial engineer in 1959 and was promoted to system industrial engineer in 1961. He was elevated to division engineer in August of 1964.

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

Mr. Bondurant joined GSU in 1957 following graduation from Georgia



J. E. Bondurant Tech. He went to work as an engineer in the Beaumont Division's T&D Department and was transferred to Special Projects Section in System Engineering in 1962. He was promoted to supervisor of scheduling in July of 1965.

A native of Fulton, Kentucky, Mr. Bondurant is married and has two children, Alyson and Tammy. They are members of the Forest Park Methodist Church, where he is on the Official Board and adult superintendent of the Sunday School.

Lotta Kilowatts!

Residential customers in our service area use a lot of dependable, low cost GSU electricity.

As of December 31, the annual average use per residential customer was 6,442 kilowatt hours, an increase of 491 kilowatt hours over the 1965 figure.

Wright to Advertising Rep in Baton Rouge

Walter Wright of the Beaumont Division has been promoted to advertising representative and transferred to the Baton Rouge Division offices.



Walter Wright Formerly in the Advertising Department in Beaumont, Mr. Wright will assume the advertising duties of Jack Worthy, director of community relations, who will take over many of the duties of T. P. Comerford, assistant secretary, who retired February 1.

Mr. Wright, a native of Greenville, Ohio, was graduated from Michigan State University with a bachelor of arts degree in advertising and journalism. He joined our Company in 1959 at Beaumont as an industrial and area development copywriter. He later became a commercial advertising and residential advertising writer.

He is married to the former Carolyn Ruth Miller of Lake Charles and they have two sons, Dennis, 8, and David, 5. They are members of the First Methodist Church and he is a member of the Beaumont Young Men's Business League.

Three Navasota GSU'ers Accept Civic Duties

Three of our Navasota GSU'ers were recently elected to top civic positions.

A. W. Baird, division manager, Navasota, was elected president of the Grimes County Chamber of Commerce.

E. L. Maris, residential sales representative, was elected treasurer of the Chamber.

W. W. Winborn, sales supervisor, is a newly elected director of the Navasota Kiwanis Club. He is also chairman of the Advancement Committee for the local Boy Scouts.

New Distribution Supervisor

Rougeau, LeBouef, Snider Promoted In Orange

In a trio of personnel changes at Orange, J. S. Rougeau was elevated from service foreman to distribution supervisor, Stanley LeBouef succeeded Rougeau as service foreman and E. R. Snider was promoted from utility foreman to general foreman.

Mr. Rougeau will succeed Cecil Nantz who retired February 1 after more than 47 years with GSU and our predecessor company.

A native of Opelousas, Louisiana, Mr. Rougeau came to work for our Company in 1939 as an ice platform man. He became a utility and relief man later that year and an apprentice



J. S. Rougeau in the T&D Department in 1941. Mr. Rougeau progressed to serviceman in 1945, was made lineman in 1948 and became a service foreman in 1949.

The new distribution supervisor is

married to the former Dorothy Breaux of Vinton, Louisiana, and they have one daughter, Taska Lynn, now Sister Mary de Paul of Houston. Mr. Rougeau is president of the Pinehurst Lions Club, on the advisory board of the Salvation Army and a member of the Orange Gun Club.

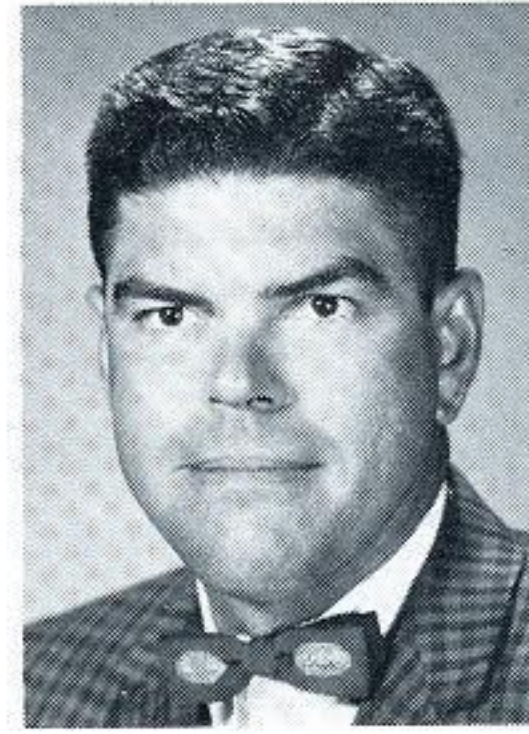
Mr. LeBouef, a native of Orange, joined GSU in 1946 as an engineering helper. He became an engineering assistant in 1948 and a senior engineering assistant in 1951. He was elevated to section head in 1960.



Stanley LeBouef married to the former Margery Hagy of Orange and they have two children, Paul, 20, and Martha, 17. They are members of the First Methodist Church. He is on the City of Orange Heating and Air Conditioning Board and formerly served

six years on the Planning and Zoning Board of the city.

A native of Strafford, Missouri, "Joe" Snider has been with our Company since 1951 when he came to work as an operator's helper in the old Sabine Power Plant. He was transferred to the line department as a helper in 1953 and he progressed through the line and service classifications until becoming an upper echelon lineman in 1958. He was promoted to utility foreman in January of 1965.

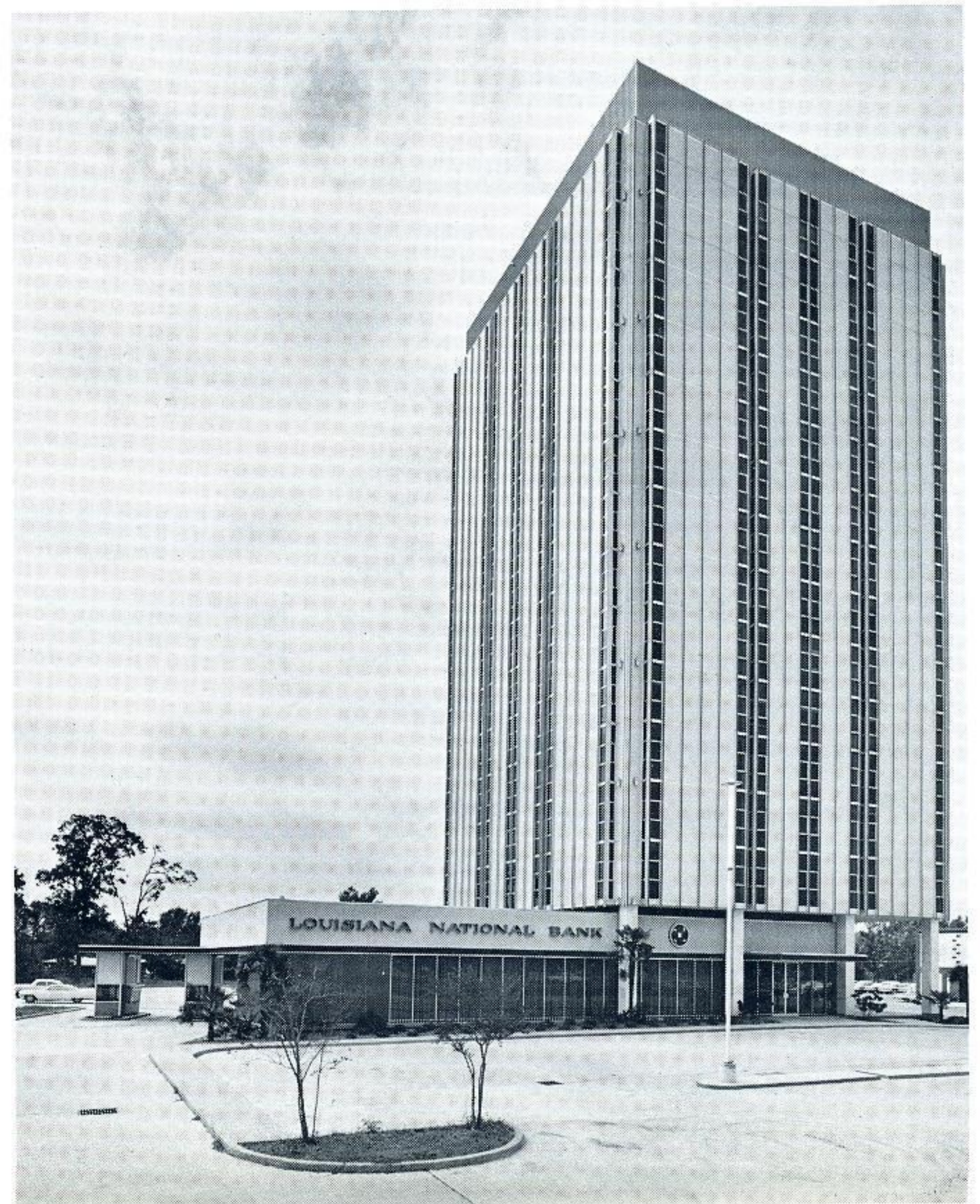


E. R. Snider they have two children, Mary, 14, and Bill, 17. They are members of the Second Baptist Church of Bridge City. Mr. Snider is a member of the Masonic Lodge and the Bridge City Cardinal Booster Club.

All-Electric Republic Tower In Baton Rouge

The Republic Tower, a 14-story all-electric office building which opened in September of this year, is one of the newest additions in the progressive growth story of Baton Rouge, Louisiana. Also representing progress through the utilization of electricity in a modern structure, the Republic Tower incorporates an advanced engineering design of lighting, electric heating and cooling to produce the most efficient working environment possible. The tallest "lift slab" building in the world, it has over 5,000 square feet of rentable space on each floor with a total of 60 offices available for tenants.

The Republic Tower is practically a complete business community within itself. It offers modern office facilities, dining accommodations and convenient banking under its roof. One of the building's features is the Top-Of-The-Tower Restaurant which occupies the entire 14th floor. Decorated in oriental motif, the restaurant boasts the finest in electrical cooking equipment and electric maintenance facilities. The building is located at 5700 Florida Boulevard, one of the major traffic arteries in Baton Rouge.



Poulson To Teach Driver Training, Thompson Promoted To Safety Rep

The Personnel Department has announced two changes within its Safety Section.

Anders Poulson, safety representative, will coordinate and extend our Company's Traffic Safety and Driver Training Program. He will also coordinate the safety program in all departments throughout the Texas divisions, with the exception of the T&D Departments.

A native of Lott, Texas, Mr. Poulson started with GSU in 1928 as an office boy in the Beaumont Division. He was



Anders Poulson

later transferred to Bryan, Texas, as a cashier in the old Ice Department. In 1934, he returned to Beaumont to work in Accounts Receivable for a year before becoming a meter man.

When the war began in 1941, Mr. Poulson joined the Marine Corps and during his term of service spent 36 months in the South Pacific. In 1945, he returned to our Company and took up his position as meter man. He became a safety representative the following year.

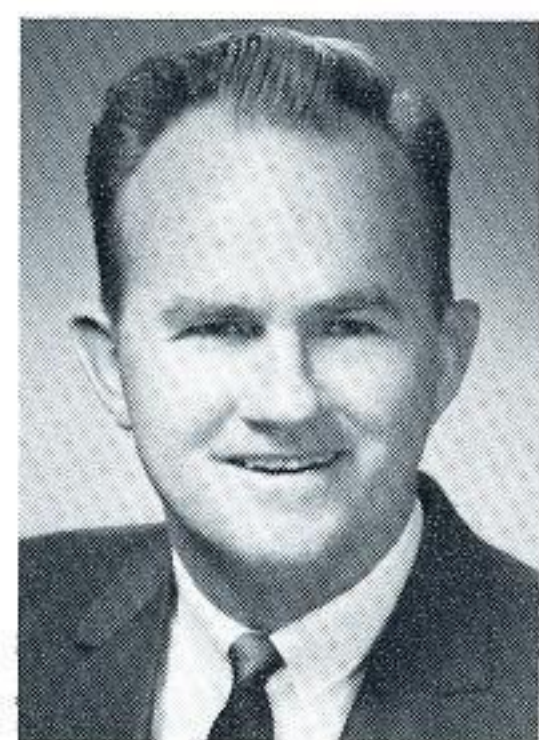
Mr. Poulson is married to the former Muriel Lamkin and they have one daughter, Francis Ann, both former GSU'ers. He attended Lott High School and has taken several short courses at Texas A&M.

He is a member of the American Association of Safety Engineers, the Southwest Electric Safety Exchange and the Texas Safety Association. The Poulsons are members of the First Methodist Church of Beaumont where he is on the Official Board.

Mr. Poulson will teach the Smith System of Driver Improvement Training, a program in defensive driving techniques, as part of his new duties.

Ray P. Thompson, formerly district serviceman in Vidor, has been promoted to the position of safety representative.

In his new position, Mr. Thompson will coordinate the safety program in the T&D Departments throughout the Texas service area.



Ray Thompson

A native of Beaumont, Mr. Thompson graduated from South Park High School. Graduating at the close of World War II, he entered the U. S. Merchant Marine and served for a year before enlisting in the U. S. Marine Corps, where he served three years.

He joined our Company in 1950 in the T&D Department and eight months later was recalled by USMC for two years of duty in Korea, where he rose to the rank of staff sergeant.

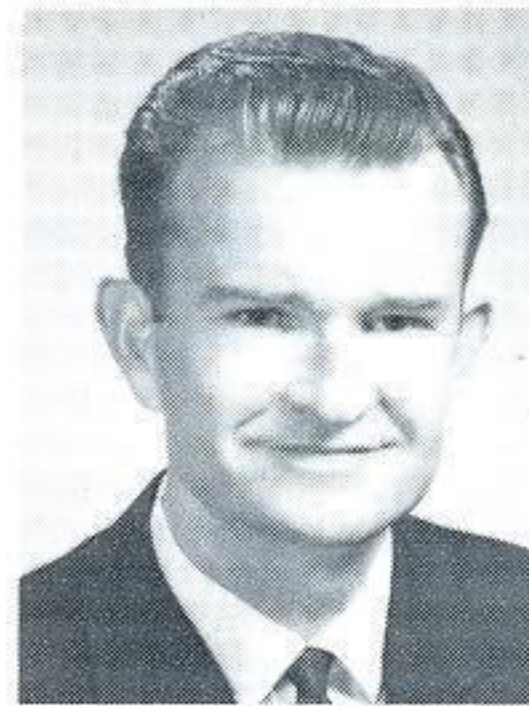
Upon his discharge in 1952, he returned to our Beaumont Division. He progressed through several classifications in the T&D Department and was assigned to Vidor as district serviceman in January, 1966.

Mr. Thompson is a member of the Freeway Church of Christ. The Thompsons have two daughters, Darline, 13, Teri, 10, and a son, Mark, 7.

Richardson to Head Navasota Sales

James A. Richardson, formerly supervisor of system commercial sales promotion, was elected to superintendent of sales for the Navasota Division. He succeeds the late P. P. Newman, who died January 15.

A native of Crowville, Louisiana, Mr.



J. A. Richardson

Richardson graduated from Louisiana State University in 1950 with an agricultural engineering degree. He joined our Company the same year in Baton Rouge and was later transferred to Lake Charles. In 1951, he moved to Lafayette, as a farm representative.

Mr. Richardson was promoted to area development engineer in 1956. In 1962, he was transferred to Texas as industrial engineer for the Navasota Division. He was promoted to supervisor of commercial sales promotion and transferred to Beaumont in September of 1964.

He is married to the former Marie Hall of Bunkie, Louisiana, and they have three children. They were members of the First Methodist Church in Beaumont. Mr. Richardson did graduate work at Lamar State College of Technology and has been active in Boy Scout work in Beaumont. He is a veteran of the Navy, having served between 1945 and 1947.

Tompkins Promoted in System Engineering

Victor H. Tompkins has been promoted from supervisor of communications operations to



V. H. Tompkins

supervisor of systems simulation in our System Engineering Department.

Mr. Tompkins is a native of Many, Louisiana. He joined our

Company in Beaumont in 1958 following graduation from Louisiana State University. He progressed to an engineer in Port Arthur Division T&D Department and later to engineer in the System Communications Department in Beaumont.

He served in the U. S. Navy from 1951 to 1955. Mr. Tompkins is married to the former June McKnight of Beaumont.

C. R. Lopez Promoted To Scheduling Supervisor

C. R. Lopez, formerly an engineer in Information Services, succeeds Joseph



C. R. Lopez

Bondurant as supervisor of scheduling.

A native of Lake Charles, he is a graduate of the University of Southwestern Louisiana at Lafayette with a degree in mechanical engineering.

Mr. Lopez came to work for our Company as a junior engineer on June 1, 1955. A month later he went on active duty with the U.S. Air Force. He returned to GSU in November, 1957, as an engineer in Beaumont. Assigned to System Production in January, 1958, he

was transferred to Neches Station in July, 1958, as office engineer. In 1959 he became an engineer in the Electrical Maintenance Section, and in 1961, he went to System Production. He was promoted to an engineer in Information Services in 1966.

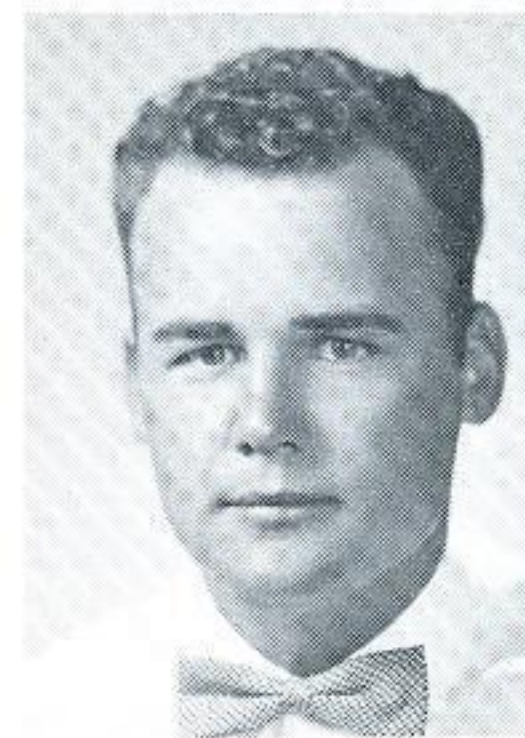
Mr. Lopez is married to the former Geraldine Delahoussaye of New Iberia, Louisiana. They have five children.

R. A. Yates Promoted To Utility Foreman

Robert A. Yates, Jr., former lineman at Huntsville, was promoted to utility foreman there January 16. He will head a new three-man line crew.

A native of Huntsville, Mr. Yates joined GSU as a helper in the T&D Department in 1952. He became an apprentice lineman the following year.

Mr. Yates is married to the former



R. A. Yates

Mary Fletcher of Sparta, Tennessee, and they have three children, Deborah, 13, Robert, 10, and Steve, 9. The Yates are members of the Second Baptist Church of Huntsville.

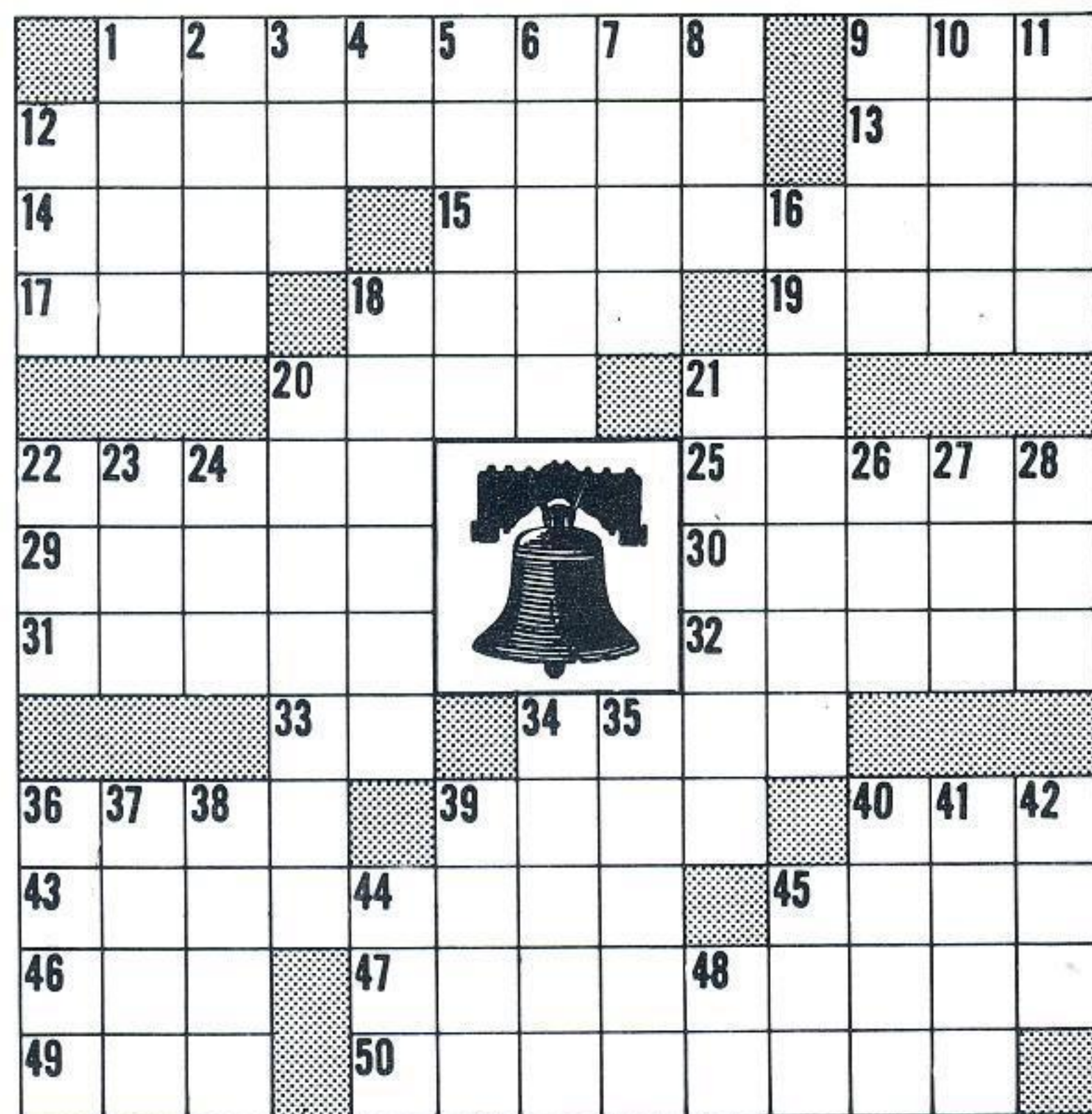
He is a member of the Veterans of Foreign Wars and the Masonic Lodge.

A veteran of the Korean Conflict, Mr. Yates served with the Marine Corps and experienced duty in the Far East.

Virgil Foster Appointed Deacon

Virgil Foster, residential salesman, Conroe, has been appointed a deacon of the Mims Memorial Methodist Church in Conroe. He is a teacher in the Married Young People's Sunday School class there.

American Way Crossword Puzzle



ACROSS

1. 9. The best kind of life for us
12. Business owned and operated this way gives U. S. world's highest standard of living
13. South American river
14. All (Latin)
15. Our way of choosing government officers
17. Caustic
18. American kind of enterprise
19. Case for small articles

DOWN

20. This type of production helped U. S. industry grow
21. Senior (ab.)
22. These are highest in U. S.
25. Buying and selling
29. Live
30. Seeps
31. Like India's population
32. This syndicate is an enemy to Labor and Capital
33. Internal Revenue (ab.)
34. Inquires
36. Improved profit
39. Laws
40. Lawyers are said to practice at this
43. Merchant
45. Exchange goods for money
46. Americans—more fortunate than people in other nations
47. Used in industrial production
49. Pop's wife
50. The American Way is for individuals, not government, to own this
6. Tumors
7. Nautical term
8. Largest Eastern city (ab.)
9. Court order
10. Japanese aborigine
11. Hindu ascetic
12. Politics (ab.)
16. Common emotions in dictator-run countries
18. How good work helps you get ahead
20. Sicilian seaport
21. Certificates of investment in private enterprise
22. Married
23. Chopper
24. Machine to take seeds out of cotton
26. Prefix, highest
27. Political party (ab.)
28. There's no time like the pr_____nt
34. Combining form, acetic
35. Type of bacteria (slang)
36. Small unit of weight
37. Combining form, air
38. One thing
39. Axillary
40. Defeat
41. Team mate
42. Initials of author of "Kidnapped"
44. Mischief maker
45. Polite form of address
48. Most of us p_____fer the American way of doing business

Answers on Page 21

Industry Breaks Records in 1966

Sales of electricity in the United States exceeded one trillion kilowatt-hours for the first time to head a number of records set in the electric utility industry during 1966, according to Glenn E. Richard, chairman of the board of our Company.

In a year-end report, Mr. Richard said that with advances reported in all major customer categories, total sales in 1966 were an estimated 1.038 trillion kilowatt-hours—an increase of 8.9 per cent over the 1965 total.

Records were also set last year in output, generating capability, revenues, taxes, construction expenditures and orders for new generating equipment.

Mr. Richard said the average use of electric power in the American home rose to a record 5,270 kilowatt-hours, an increase of 337 kilowatt-hours over 1935. By comparison, he said average home use of electric power in our two-state service area reached an all-time high of 6,442 kilowatt-hours, considerably above the national average.

"At the same time, our average price per kilowatt-hour of residential electric service dropped to a record low of 2.40 cents from 2.43 cents in 1965," he said.

"Larger and more efficient generating units, and higher transmission voltages, plus more interconnection and pooling, greater use of electricity and good government regulation have brought the average price of a kilowatt-hour of household electricity to less than half what it was 30 years ago. Living costs have more than doubled over the same period."

This nation's generating capability reached a record capability estimated at 266.8 million kilowatts, an increase of 5.4 per cent over the 1965 total. GSU's capability also hit an all-time high of 2.5 million kilowatts upon completion of a major expansion of Sabine Power Station near Bridge City,

Texas.

Mr. Richard said that nuclear power and atomic research became more prominent in the industry in 1966.

"By the year's end, some 130 investor-owned electric companies were taking part in one or more of the 53 atomic power projects aimed at making the atom an even more practical, more economical source of electric energy," he explained. "Gulf States is presently involved in three nuclear research projects."

Investor-owned power companies are expected to have a 1966 tax bill of \$3.03 billion, about \$158 million greater than their 1965 tax bill.

"Gulf States will pay over \$29 million in taxes as our part of the 1966 tax bill," Mr. Richard said. "It figures out to approximately \$2.4 million a month. Twenty-two cents of every dollar received is for taxes to Federal, state and local governments."

Progress continues to be made on investigation of transmission at extra-high voltages, improving the esthetic design of transmission facilities, operating characteristics of combined alternating-current and direct-current transmission systems. Other research projects involve reduction of air pollution, underground transmission and use of plutonium as a fuel.

Mr. Richard emphasized that the industry's research and development program is aimed at continuing improvement of service and at keeping costs down.

Bill Richard Heads "Y" Drive

W. E. "Bill" Richard, system superintendent of commercial and industrial sales, Beaumont, will serve as "Big Boss" of the Beaumont YMCA's annual membership roundup February 6-23 for the third consecutive year.

Programs Outlined

Continued from page 13

dustrial salesmen based upon sales calls, demonstrations and actual sales, and direct mail advertising.

Herschel Mathews presented his department's plans for the coming year highlighted by slide and taped previews of samples of next year's advertising campaigns which will employ the media of newspapers, billboards, radio and television. He explained that our Company's advertising will continue to stress the economy of electrical living. Advertising will acquaint the public with our employers through our "meet one of our experts" campaigns in order to reduce our organization to an informal and personal level. Further, it will inform the public about special events in the electrical industry. For the first time, he said, most of GSU's television commercials will be filmed in color.

A threefold plan of long range objectives for the Public Relations Department was outlined by Mr. Turner. His objectives were to provide an accurate and favorable image to our public, to relate company affairs to the industry at large and to clarify issues of national electric power policy.

He explained that 70% of our customers know they are served by an investor-owned company, according to a recent survey. The survey also showed that 57% of our customers prefer having us serve them to having a city, state, or co-op electric system provide their electricity. Therefore, a short-range goal of his department will be to improve these percentages in our favor to 75% and 60% respectively.

Mr. Turner briefly explained the work of his department in organizing plant tours, distribution of Company and industry-prepared literature, youth activities, speaker's bureau, film library and special events. Communications with employees is another area of his department's responsibility which he touched on including the Company publication "Plain Talks," and reading rack and bulletin board material.

Death Claims Newman, Skeide



P. P. Newman

Two Navasota GSU'ers, P. P. Newman, Sr., superintendent of sales for Navasota Division, and Marvel Skeide, storeroom supervisor, expired last month.

P. P. Newman, a long time employee of our Company, was found dead at his home in Navasota on January 15. He started with GSU as a salesman in 1924 in our Baton Rouge Division. A native of Greensburg, Louisiana, he attended Mississippi State and Louisiana State University.

In 1939, he was transferred to Port Arthur where he was a merchandise sales manager. The following year he became superintendent of sales there. Mr. Newman was serving as superintendent of sales in Port Arthur in 1942 when he transferred to Navasota in the same position. He became superintendent of sales for the Navasota Division in 1945.

He was a member of the Methodist Church in Navasota and a Mason. Survivors include his wife, Mrs. Allie Newman; a daughter, Mrs. James White, a son, Dr. Phillips Newman of Lake Charles, two granddaughters and five grandsons.



Marvel Skeide

Marvel Skeide, who had recently been promoted to storeroom supervisor in Navasota, suffered a heart attack on Saturday, January 28.

Mr. Skeide joined our Company in February, 1946, as a helper in the T&D Department at Hempstead, Texas. In 1948, he was transferred to the Engineering Department in Navasota. He progressed to storeroom assistant in 1950 and was made storekeeper in 1952.

A native of Hempstead, Mr. Skeide graduated from Hempstead High School and spent 30 months with the U.S. Army in the Pacific prior to joining our Company.

He was a member of the Lutheran Church and the Oddfellows Lodge in Navasota.

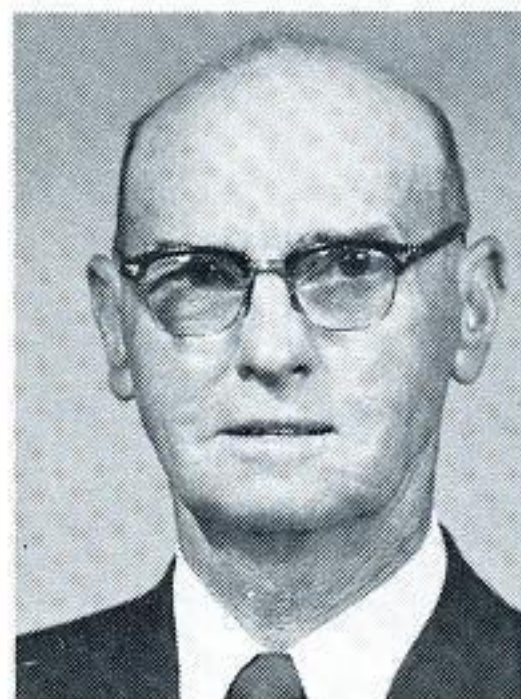
William Allen, Julia Amhrein Retire Feb. 1

Editor's Note: A misprint in the January issue of Plain Talks caused the omission of the following retirement

RETIREMENTS *Continued* stories.

William Allen, maintenance man of the Navasota Division, and Julia Amhrein, departmental clerk in Baton Rouge, retired February 1, having a combined total of 66 years with our Company.

William Allen began his career with a predecessor company of GSU in 1923 as a distribution maintenance man in Navasota.



Since that time he has served as a water distribution foreman, assistant serviceman, and property maintenance repairman. Since 1952, he has

William Allen served as a maintenance man in Navasota. Active in civic affairs, Mr. Allen is a Mason, member of the Knights Templar and Arabia Temple Shrine and a past Noble Grand of the Odd Fellows. He is a charter member of the Brazos Colorado Water and Sewerage Association.

Mr. Allen attended Navasota High School and has taken several short courses at Texas A&M. He is married to the former Alta Scott of Casper, Wyoming and they have one married daughter living in San Antonio.

Julia Amhrein, retiring departmental clerk of the T&D Department in Baton Rouge, started with our Company in 1945 as a distribution department clerk.



A native of Zachary, Louisiana, Miss Amhrein attended St. Joseph's Academy in Bay St. Louis, Mississippi and the Ursuline Academy in New Orleans.

Julia Amhrein She is a member of the Woman's Club and the Baton Rouge Business and Professional Women's Club. She attends St. John the Baptist Catholic Church where she is a member of the Rosary Organization, The Third Order of Mary, the Apostleship of Prayer and the Catholic Daughters of America.

Baton Rouge and Beaumont Are Winners In Commercial and Residential Sales Results

Saleswise, to paraphrase the popular tune, 1966 was "a very good year" for our company.

Proof? Final system-wide residential sales totals were 8,048 ranges, 7,615 clothes dryers, 3,918 water heaters, 676 heat pumps, 2,299 Gold Medallion homes and apartments, 614 bronze medallion homes and 17,008 kilowatts of electric heating.

Overall commercial sales efforts resulted in the adding to our lines of 181 commercial type heat pumps, 29,068 kilowatts of lighting load, 10,795 kilowatts of resistance heating load, 7,000 kilowatts of cooking load and 21,796 kilowatts of electric air conditioning (cooling) load. All quotas were exceeded except cooking.

While all sales personnel have good reasons to be proud of that record, Gulf Staters in Baton Rouge and Beaumont are especially happy.

Residential Sales Race

On the basis of quotas, Beaumont was the leading division in residential sales, finishing first in sales of water heaters, clothes dryers and heat pumps. Baton Rouge was a close second, and led in range and Gold Medallion home sales. Third-place Navasota led in heating and Bronze Medallion home sales, while Lake Charles

and Port Arthur, which tied for fourth, turned in good selling jobs.

Baton Rouge is the residential load-building champion of 1966, registering an annual average increase of 646 kilowatt-hours per home customer. That's quite a chunk of Kwhs, fellows!

In other residential sales races, Baton Rouge copped the year-end dryer sale with a whopping 172% of quota. Lake Charles was second and Navasota, third. Port Arthur won the final range campaign, selling 127.35% of quota with Navasota a close second.

Commercial Sales

In the commercial sales arena, Baton Rouge was the winner, followed in order by Lake Charles, Beaumont, Navasota and Port Arthur.

Walter Benjamin, Baton Rouge, was named "Commercial Salesman of the Year" for the Company. Glenn Haines, of Beaumont, was the Texas champion and Rufus Mier of Lafayette, topped the field in Louisiana.

At the recent Department Heads meeting devoted to sales, Vice President and General Sales Manager L. V. Dugas warmly congratulated all sales personnel for their outstanding sales performance in 1966, and called on them for even greater efforts this year.

Two Selected For National Honor

Miss Harriet Babin, home service advisor, Baton Rouge, and Mrs. Thelma Lou Dowies, wife of James Dowies, district accounting supervisor in Orange, were selected "Outstanding Young Women in America" in a recent survey for a book of the same title.

The book is an annual biographical compilation of 6,000 young women between the ages of 21 and 35 who have distinguished themselves in civic and professional activities.

Miss Babin, a native of Dutchtown, Louisiana, started with our Company



Miss Babin

in August, 1960 after her graduation from Louisiana State University.

Her professional affiliations include active membership in the Baton Rouge

Home Economics Association, the Louisiana and American Home Economics Association and the Louisiana Home Economists in Business of which she is chairman-elect.

She has also served in the LHEIB as recruitment chairman, state workshop chairman and delegate to the national convention in Atlantic City, New Jersey. Currently, she is secretary of the East Baton Rouge Parish Chapter of the LSU Alumni Association and past president of the LSU Home Economics Alumni Association.

Mrs. Dowies, who is now attending Lamar Tech in Beaumont, in addition to being a



Mrs. Dowies

housewife and mother, is an accomplished vocalist. Besides her vocal lessons and the full time job of raising a family, she also does work in the PTA, the First Baptist Church and on the Committee for Decent Literature. She is on leave from the Orange Service League.



Residential Sales winners in Beaumont smile proudly for this group shot taken at Neches Station where they were given a victory celebration. L. V. Dugas, vice president and general sales manager, is seated front row center.

Company To Co-Sponsor LSU Scholarship And Research Grant

Our Company, along with four other utility companies of Louisiana, is sponsoring a scholarship and research support program in Louisiana State University's Department of Electrical Engineering.

An initial grant of \$33,634 will include four undergraduate scholarships and two graduate research assistantships for the current year.

The goal of the Company-sponsored program is to increase student interest at both the undergraduate and graduate levels in career opportunities offered by the electric power companies and to support research programs to stimulate faculty and student interest in the problems associated with the operation of a utility system.

Undergraduate scholarships for the current year have been awarded, and so far, one of the research assistantships has been awarded.

Although the ultimate goal of the student research programs is the development of a power simulator for use in training power generation station operators for Louisiana utility plants, including our own, the first year's research will center on an analysis of existing simulators.

Used in the power industry as a training aid, the simulator is constructed like a power plant control panel.

The simulator demonstrates control of the entire conversion process, from the original fuel to the turbine which powers the generator, through a series of transformers and eventually to the end product, electricity for household and industrial use.

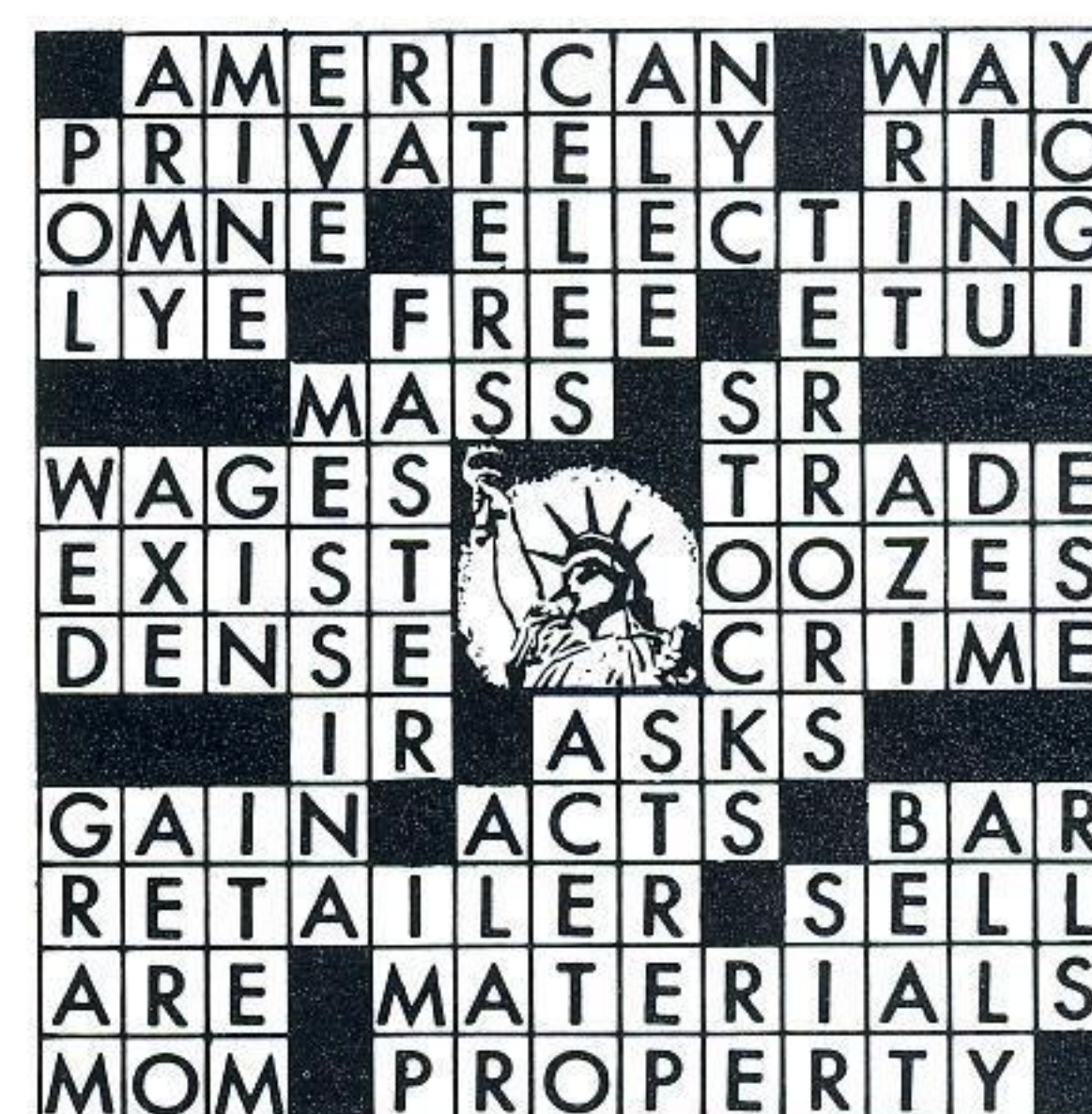
The students will also study a supercritical 500-megawatt unit scheduled to begin operation in Louisiana some time next year.

FPC Denies Petition To Colorado-Ute For Plant

On January 6, the Federal Power Commission dismissed a petition by nine members of the Colorado-Ute Electric association, thereby refusing to take jurisdiction over the association's controversial steam plant.

The commission, in dismissing the petition, noted that it retained its au-

Puzzle Solution



thority to act under the emergency provisions of the Federal Power Act (Section 202-C). It took no affirmative action on this point at the present time, however.

The U. S. Supreme Court, on October 24, 1966, refused to review a decision by the Colorado Supreme Court which, in effect, held construction of the Colorado-Ute steam plant illegal. The Colorado court earlier held that the Public Utility Commission of that state wrongly issued a certificate of convenience and necessity to Colorado-Ute to permit construction of the 150,000 kilowatts, \$31 million plant. It was financed in part by REA loans of more than \$22 million which were approved in 1962.

Plan A Home Fire Route

More than 2,000 children die every year in home fires. Yet, most of them could walk swiftly away from death if they were given the most elementary fire instructions, says Today's Health, the magazine of the American Medical Association.

Map out, with the children helping, two separate escape routes from each room—a main route, and in case that is blocked, an alternate. Main exits usually are doors and stairways. Alternates usually are windows.

The most important lifesaving command to impress upon children is: Escape immediately. Don't try to put out the fire or pause to gather up possessions. Minutes, even seconds, are crucial.



Students of the Machinist's Section of the Baton Rouge Vocational and Technical School were impressed with their visit to Louisiana Station on January 5. Jack Farrar, son of Starley Farrar, master repairman at Louisiana Station, is a member of this class.

Rural Nightwatch Sales Contest Will Run Through March 15, 1967

The race to sell rural nightwatch lights is on and the incentive is a generous 1,000 Top Value stamps for each light sold. The campaign, which started January 15, will run through March 15 and is open to all GSU employees.

"Selling rural nightwatch lights is easy because of their practical nature," says R. A. Landry, Jr., lighting sales promotion supervisor, Beaumont.

A durable and powerful outdoor unit, the pole-mounted lights have a built-in photoelectric cell which automatically turns them on at dusk and off at dawn.

The lights offer safety and security for the homeowner at a cost of only \$3.25 a month. Our Company installs and provides all maintenance for the specially designed rural lights.

Information concerning policies on installation of Rural Nightwatch Lighting Service and rules for earning the many desirable prizes obtainable for Top Value stamps are as follows:

- (1) Rural Nightwatch Lights are intended primarily for rural installations.

- (2) If a location is not in a rural area, check with your local sales department before contacting the prospect.
- (3) Location of unit is subject to approval of division sales superintendent.
- (4) Turn in only prospects whom you have contacted personally and whom you have determined are bonafide prospects.
- (5) A sales representative will take care of the final sales call and will have the application signed by the customer.
- (6) All prospect cards must be DATED AND SIGNED by employee and customer.
- (7) In case of duplicate prospect cards, the date will be the deciding factor. Identical dates or other questions will be decided by the division sales superintendent.
- (8) Units are installed only on our poles where EXISTING SECONDARY is available and space permits safe installation.

- (9) There is a \$50 charge for additional pole when a location is desired that is within one span of our existing secondary facilities.
- (10) Payment of pole charge can be financed on 12 month basis.
- (11) Customer must sign prospect card.
- (12) To qualify, a prospect card signed by the customer must be in possession of sales department representative by midnight March 15, 1967. Prospect must take service from Gulf States. To establish a definite date for closing the campaign, lights must be installed by April 30, 1967. Trading stamps will be issued to divisions on the basis of memorandum requests from division sales superintendents.

Local Tours Help To Lure Industry

A two-day tour of local communities conducted by our Company and the Texas Industrial Commission outlined for businessmen what is being done and what can be done to attract industry into the area. The communities visited on the tour were Dayton, Winnie, Anahuac, Sour Lake and Woodville.

L. N. Brannan, supervisor of the Area Development Department, Beaumont, explained to the participants how GSU's advertising and consultation program is aimed at attracting industries into our service area.

Don Raburn, industrial consultant with the Texas Industrial Commission, told how the state commission could help small communities attract industry through its services.

Chamber of commerce members and interested citizens were invited to the informal meetings, which had been coordinated by local GSU superintendents and Morris Johnson, commercial sales representative, Beaumont.



Cleo Tolley, stenographer, **L. V. Dugas**, vice president and general sales manager, and **Margaret Williford**, stenographer, are shown checking Top Value stamps for the rural lights campaign. With an opportunity to earn 1,000 trading stamps for each rural light sold, every GSU family may have the pleasant task of selecting prizes from a Top Value catalog.

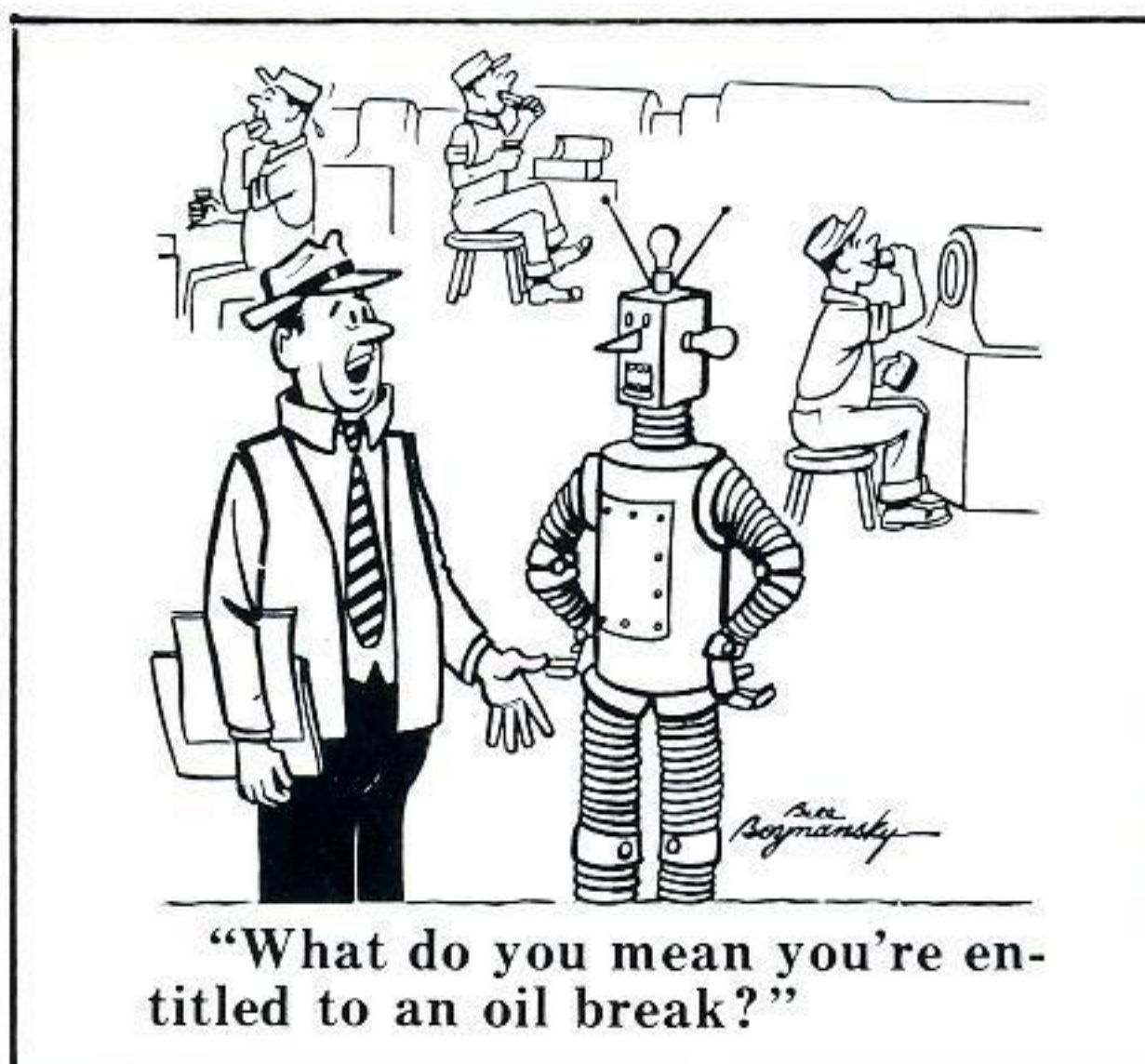
\$35 Million of GSU Bonds Sold In Competitive Bidding February 1

Glenn E. Richard, chairman of the board, announced that \$35 million of first mortgage bonds, 5% per cent series due 1997, were sold at competitive bidding in New York City while our Board of Directors, who approved the sale, were in session in the Beaumont general offices.

Four groups representing 160 investment banking houses, with offices located in practically every state, submitted sealed written bids for the bonds. The \$35 million issue was awarded to Lehman Brothers, Salomon Brothers and Hutzler and Eastman Dillon, Union Securities Company, financiers, of New York City, who headed one of the nationwide groups of underwriters, at 101.40 for an annual net interest cost of 5.2815%.

Subject to clearance with the Federal Securities and Exchange Commission and approval by the Federal Power Commission, the new bonds had been offered to the public at 102.336% to yield 5.22%. Actual delivery of the bonds was February 8 in New York City upon receipt of the purchase price.

The proceeds from the bonds will be used to pay off \$29,256,000 of short-term notes. Our 1966 construction program totaled approximately \$58.7 million. The balance of the proceeds will be used to carry forward our Company's expansion program into 1967 and for general corporate purposes.



Our Future *Continued from Page 3*

titled "Overcharge." The book consists largely of accusations by innuendo. While "Overcharge" is hardly expected to become a best seller among intelligent people, you may be asked questions and should be ready to answer with the facts. These facts have been made available to all employees by the Training and Public Relations Departments.

Job Opportunities Await Those Who Prepare

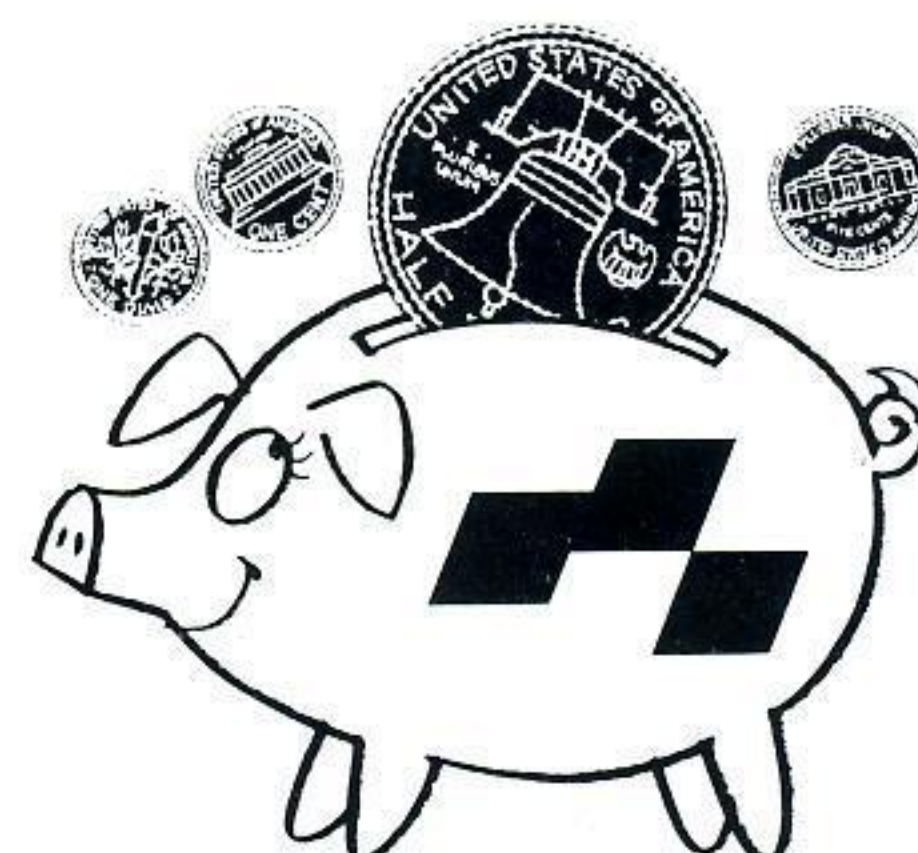
In the next five years, there will be 100 retirements in the Company. This is normal retirement of personnel and does not include attrition. Of these, 52 retirements are at the top three levels of management. This will result in at least 92 organizational changes. These responsible jobs will be filled by the men and women who are preparing themselves for advancement. The Company's financial aid-to-education programs are readily available. Leadership in community betterment programs will also be recognized. Opportunities await those who seek them.

GE Musical Viewed By Company Sales Staff

GSU salesmen and sales supervisors attended a film and lecture presentation by General Electric, January 16, 1967 in GSU's Beaumont auditorium. The program was a condensation of the Fifth Electric Utility Executive Conference held in Williamsburg, Virginia, earlier this year.

The three-hour program featured a musical film with colonial setting in which the characters, through song, illustrated the marvels of modern electrical facilities. A production number entitled "Big Fat Wife" emphasized the need for larger facilities by the utility industry to meet the demand of a growing population.

Record albums of the presentation were distributed to the more than 100 GSU employees who attended.



Thrift Plan

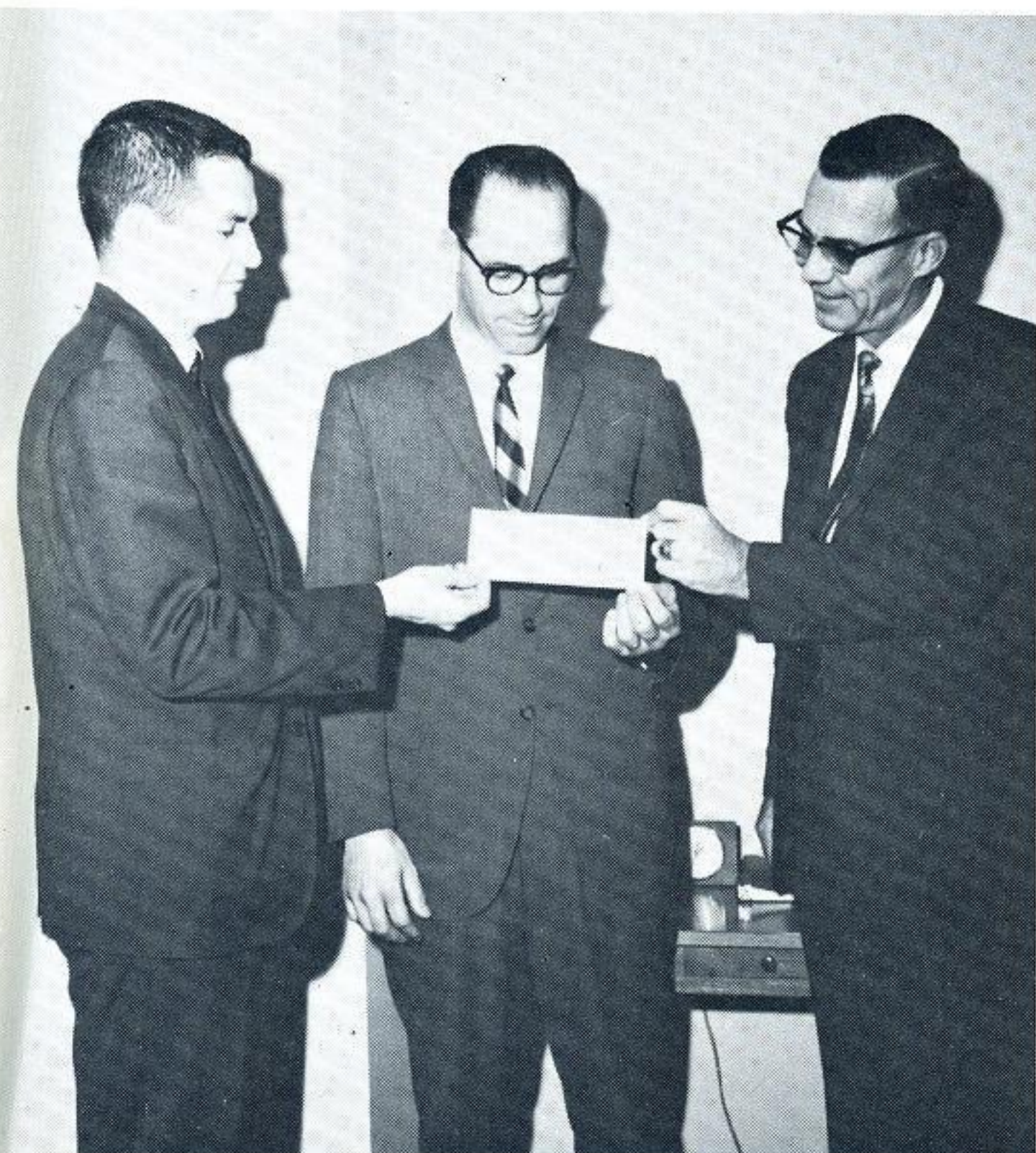
PURCHASES OF GSU stock made by the Trustee during January covering employee deductions and Company contributions through December were as follows:

4027 shares of common stock at a total cost of \$110,228.36 or an average cost per share of \$27,372.

412 shares of \$4.40 preferred stock at a total cost of \$35,991.37 or an average cost per share of \$87,358.

These costs included brokerage and commission fees.

The Trustee also deposited \$68,021.00 with the savings department of the First Security National Bank of Beaumont.



Careful handling of the \$35 million check received from bond sale is given by Bert Rogers, Olice Steward and Roy Eyler, administrative assistants, corporate and finance, Beaumont.



G. B. Mullins Named ABWA Boss of the Year

G. B. Mullins, accounting supervisor of Lake Charles, was crowned "Boss of the Year" at the January 9 meeting of the American Business Women's Association.

The meeting was held in the Belmont Restaurant in Lake Charles.

Mrs. Allie Mae Gloria, secretary to Mr. Mullins, placed the crown on her boss at the event. Her winning letter won the title for Mr. Mullins.

The event was attended by approximately 110 persons, including 21 bosses, 47 ABWA members and 42 guests.



"Boss of the Year", G. B. Mullins and his secretary, Allie Mae Gloria, who nominated him.

BATON ROUGE

Welcome to James C. Neese, Jr., helper in the Gas Department's meter shop.

Robert V. Campagna, has transferred from storeroom assistant in the treasury department to helper in the

Gas Department's meter shop.

— Beverly Hayden



Mrs. Patrick Hopkins, formerly Melanie Richard, local office clerk in Lafayette, was married January 14. Her husband is the son of Josner J. Hopkins, line foreman in Lafayette.

LAFAYETTE

There are several new faces around our Lafayette office. Have you met Sue Hoffpauir, our new home service



Genee Hine, daughter of E. A. Hine, line foreman, Jennings, and Judge H. O. Lestage, Jr., review Miss Hine's prize winning script in the local VFW "Voice of Democracy" contest.

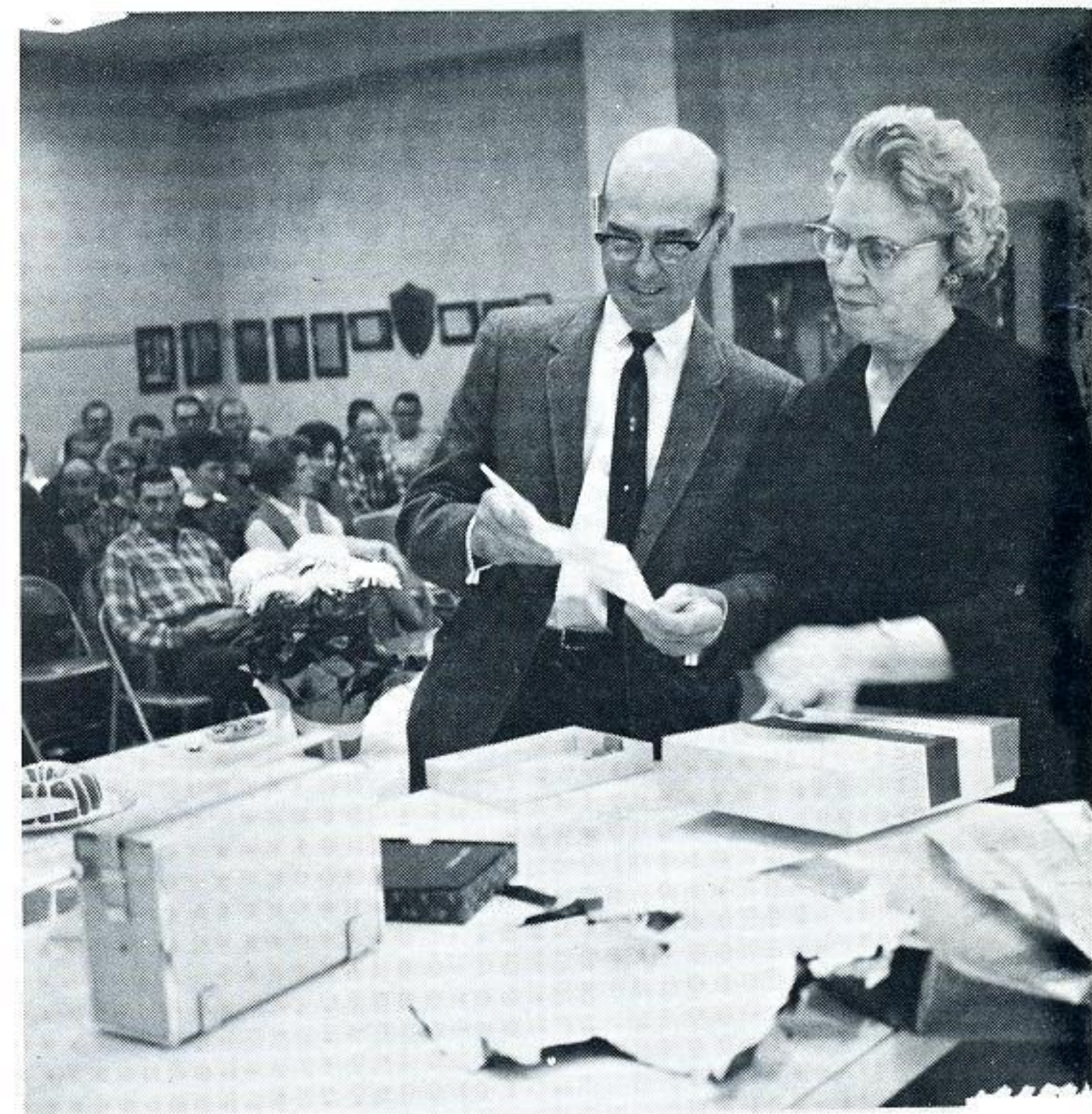
advisor? Or Loretta Savoy, local office clerk in the Church Point Office? There is also Thomas D. Smoak, engineering helper, who's replacing George Arce-neaux, and Lorraine Tally, local office clerk, who replaces Jane David.

— Lucina Guidry

LAKE CHARLES

Brent Trouard, son of Jack P. Trouard, line foreman, received the scholastic trophy awarded by LaGrange Senior High School. He received the award at the football banquet January 19, 1967.

F. E. "Boobie" Mathis has been having excellent fishing luck lately and at least two of the Lake Charles T&D Department employees have been enjoying his catch. Boobie is a line foreman when he is not being a fisherman. His last catch netted 55 big redfish.



W. R. "Bill" Allen, maintenance man, and Mrs. Allen enjoy the retirement party given for him at the Nava-sota Division auditorium on January 27.

W. M. "Murph" Gibbs, recently retired line foreman, and his wife have just completed their vacation house. It is located around the Woodville, Texas, area and they plan to spend many weekends resting and enjoying the quiet.

Various Lake Charles employees have been enjoying some excellent hunting at Curley P. Rogers' hunting



Everybody is all smiles about the promotion of Joe Bondurant to division engineer, Beaumont. Betty Duhon, departmental clerk, presents him with a celebration gift from the Scheduling Department in Beaumont where he was formerly supervisor.

camp at Johnson Bayou. Curley is a lineman in Lake Charles and spends lots of spare time hunting.

—Edith Patterson

Mr. J. F. Simonson attended the General Substation Foreman's Meeting in Beaumont, January 10 and 11.

Employees of the Substation who were on vacation during the month of January were Jim Manual and James H. Leveque, Jr.

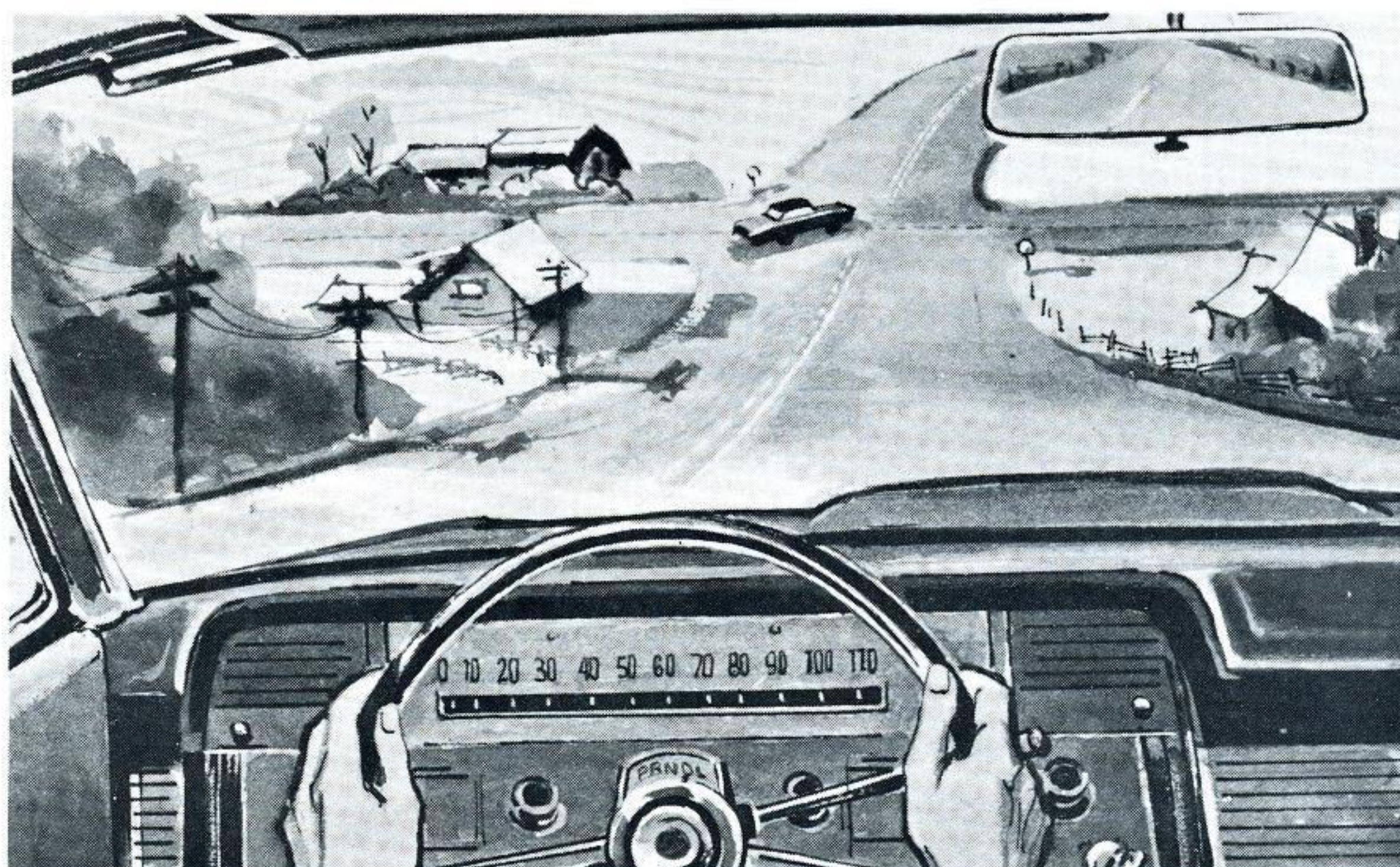
—Dorothy Cooley



Our Port Arthur representatives to the State AAA Championship Game in Waco were Paul Hampton, engineering assistant, and his family. They were cheering on the Bridge City Cardinals who won the championship.

Driver Accident Prevention

Test No. 1 — Answers on Next Page



PEDAL GOES TO FLOOR....NO BRAKES!

If the driver were you.... **think**
what would you do?

With your eyes? (Put an "X" through what YOU would do!)

1. LOOK LEFT	 LOOK STRAIGHT	 LOOK RIGHT	 LOOK REAR MIRROR	 LOOK SIDE MIRROR
-----------------	-------------------	----------------	----------------------	----------------------

With your feet?

2. INCREASE GAS	 DECREASE GAS	 OFF GAS	 RAISE BEAM	 LOWER BEAM
3. SLAM BRAKE	 BRAKE SLOWLY	 PUMP BRAKES	 OFF BRAKE	 PARKING BRAKE

With your hands?

4. STEER LEFT	 STEER RIGHT	 GRIP FIRMLY	 HOLD LOOSELY	 SWERVE
5. SHIFT NEUTRAL	 SHIFT LOW	 SHIFT REVERSE	 SHIFT PARK	 SHIFT DRIVE
6. SIGNAL RIGHT	 SIGNAL LEFT	 SLOW OR STOP	 LIGHTS ON & OFF	 BLOW HORN

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Printed in U.S.A.

DAP SERIES No. 5-D-1

Driver Accident Prevention

HERE ARE THE CORRECT ANSWERS!



Keep eyes STRAIGHT AHEAD on the road and the hazards before you. Look ahead for possible routes of escape in case a car or pedestrian is in your way.



Keep your foot OFF THE GAS! Be positively certain you do not touch the gas accelerator pedal by mistake.



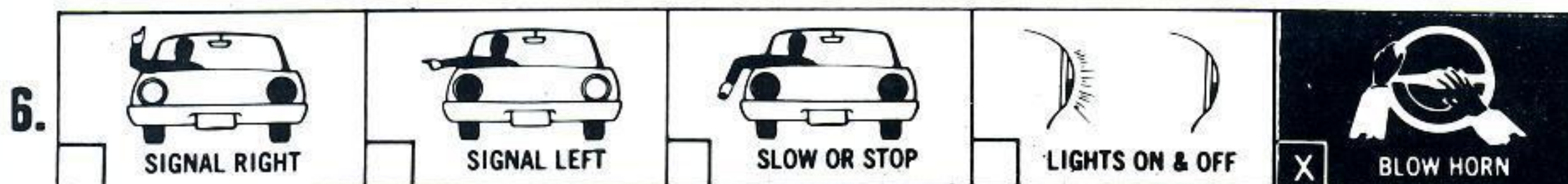
Step immediately on PARKING BRAKE. This is the one time it is an **Emergency Brake!** It should slow down the car considerably.



GRIP WHEEL FIRMLY. Steer your car straight ahead, watch for obstacles or pedestrians in your way.



Shift into LOW. This will act to slow your car. Shifting into Reverse or Park will strip the gears.



BLOW HORN to give warning of potential danger. Keep your hand on the horn as a constant danger signal to others.

Additional control measures: Don't panic . . . t-h-i-n-k! Try to rub car wheels by guiding your car against the curb or road embankment. If you see underbrush or bushes, drive through them to slow down. At the last moment, turn off Ignition to prevent fire in case of collision.

Here is your first in a series of safe driving tests

Picture yourself in this situation—answer the questions on the front—check your answers against the correct answers above. THEN REHEARSE THE CORRECT ACCIDENT PREVENTION ANSWERS OVER AND OVER—they may save your life!

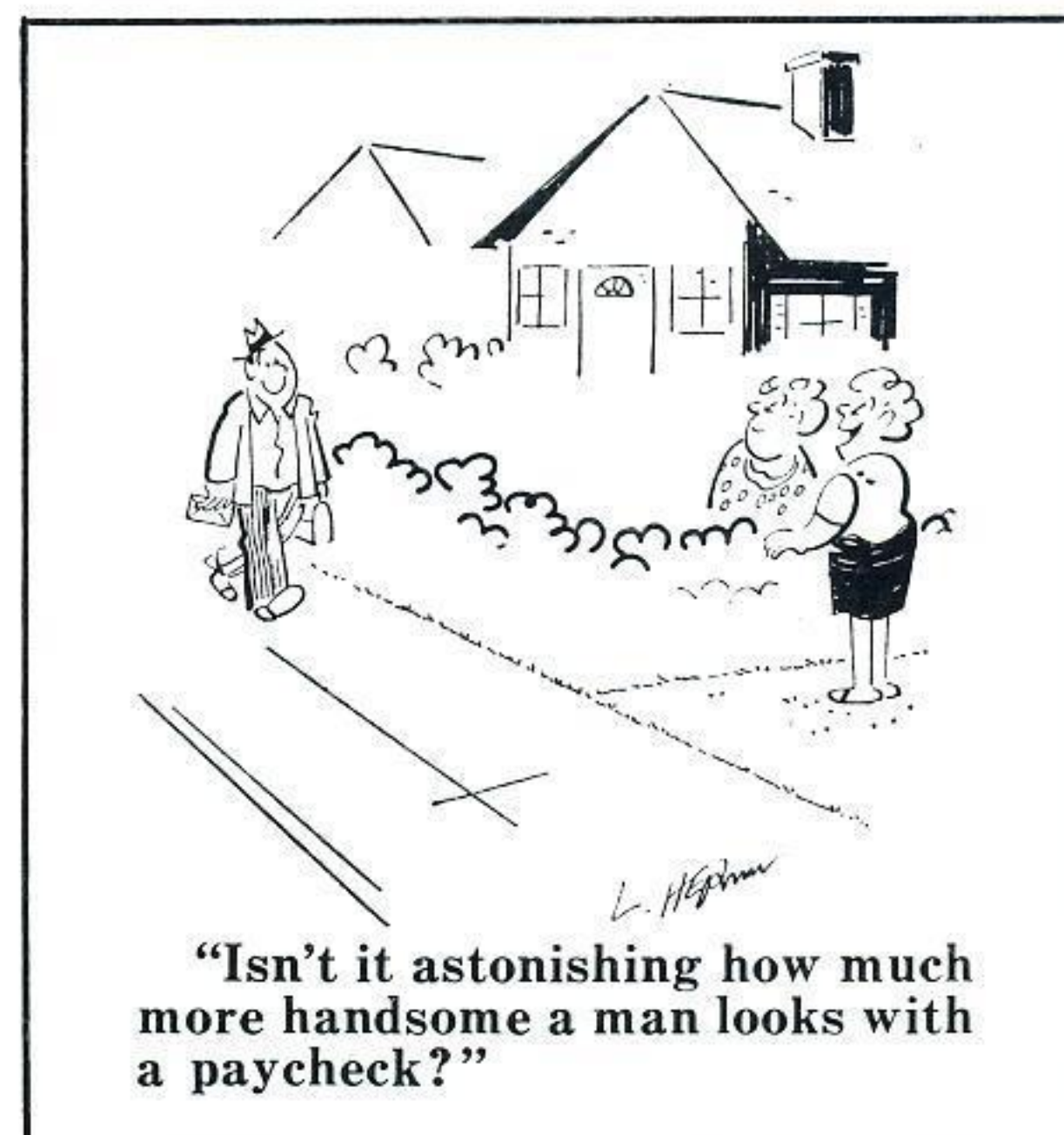
Take these Driver Accident Prevention Tests home with you . . . let your family and friends test themselves . . . have them REHEARSE the correct things to do in these emergency situations.

Watch for Quiz No. 2 in your Company's campaign to help make you and your family SAFER DRIVERS.

Coffee Cup *continued*



Leo Castete, truck driver, and Curley Rogers, lineman, both of Lake Charles, display ducks they shot at Mr. Rogers' hunting camp.



Mrs. Lillian Ramsey, representative for John Oster Manufacturing Company, gave a 45-minute demonstration on the many uses of the Osterizer to members of the Baton Rouge Sales Department recently.



THERE'RE 110 YEARS of service here. All five of these Lafayette employees received their 20-year awards the same day. They are: Cullen Rome, T&D; Paul Broussard, T&D; John Lamm, District Superintendent; Horace Trahan, Service Department; and Corbett LeBlanc, Accounting.



BIG BROTHER Jim is 16½ months old and Mollie Mae Poche is three weeks. They are the grandchildren of Mr. and Mrs. V. Westh, he's mechanical maintenance supervisor at Louisiana Station.

HUNTSVILLE CHRISTMAS PARTY



HELEN POWELL, stenographer, Port Arthur, appeared as Mary in the pageant cast presented Christmas week at the Central Baptist Church in Port Arthur.



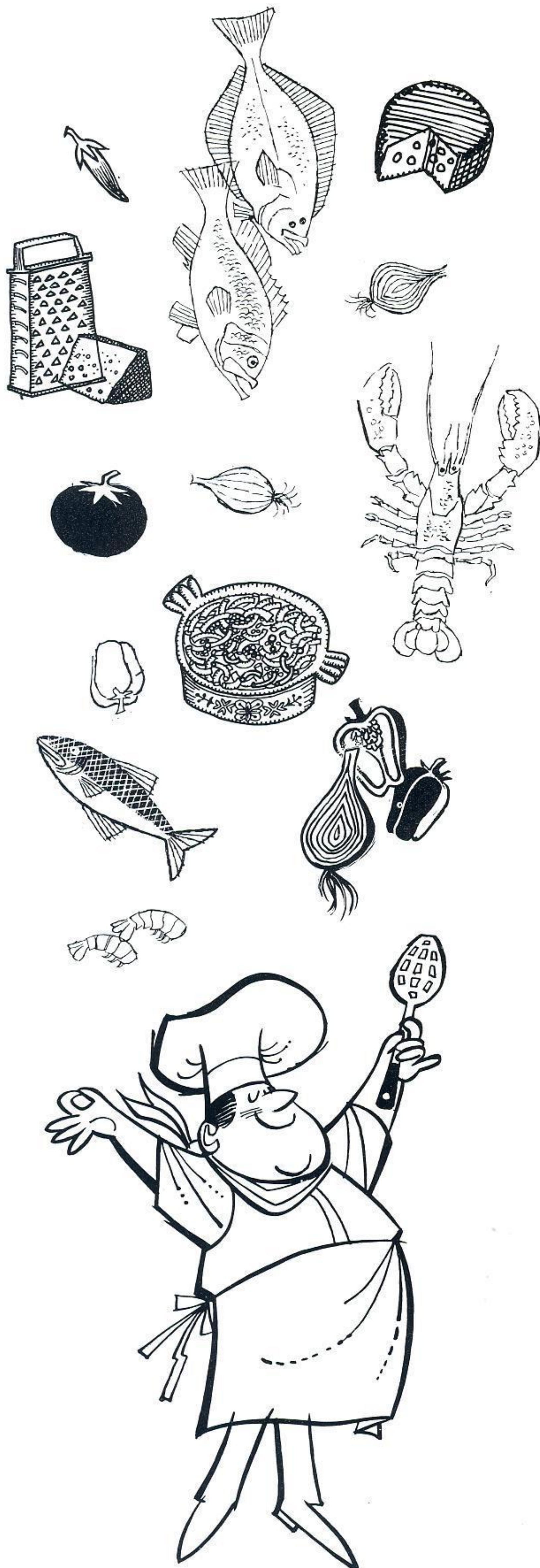
OUR PRETTY OFFICE clerks in Madisonville, Texas, are Jean Tinsley and Betty Ulbricht. Both are 10-year employees of our Company.

CONROE CHRISTMAS PARTY



Variety in Meal Planning

Main Dishes



STUFFED FLOUNDER WITH SEAFOOD DRESSING

- | | |
|--|--|
| 1 medium-size flounder | 1 cup pre-cooked shrimp, chopped |
| $\frac{1}{4}$ cup margarine ($\frac{1}{2}$ stick) | 1 can crab meat |
| $\frac{1}{4}$ cup chopped onions | $\frac{1}{4}$ cup finely chopped onion |
| 2 cloves garlic, chopped fine | tops and parsley |
| 1 No. 303 can whole tomatoes | Salt and pepper to taste |
| 1 Tbsp. chopped green pepper | 1 cup bread crumbs |
| 1 Tbsp. Worcestershire Sauce | |
| 2 Tbsps. chopped celery | |

Wilt onions in margarine. Add garlic, tomatoes, green pepper, Worcestershire sauce, celery and cook until tender; approximately 30 minutes. Add shrimp, crab meat, onion tops and parsley and simmer for 15 minutes. Add bread crumbs. Slit flounder on top side from front to back; season with garlic salt, red and black pepper, and salt. Add stuffing to flounder, top with bread crumbs and bake at 375 degrees, 30 to 40 minutes or until done. When done, fish will be flaky.

SALMON FRITTERS

- | | |
|-----------------------------------|---------------------------|
| $1\frac{1}{4}$ cups flour | 1 can red salmon, drained |
| $1\frac{1}{2}$ tps. baking powder | 1 egg, slightly beaten |
| 1 tsp. salt | $\frac{3}{4}$ cup milk |
| $\frac{1}{4}$ cup yellow cornmeal | |

Combine ingredients in order given, blending dry ingredients. Break drained salmon into bite-size pieces; add salmon to other ingredients and stir lightly. Drop with tablespoon into deep fat at 370 degrees and fry about 4 minutes or until golden brown. Serve with green peas.

FISH LOAF WITH CHEESE SAUCE

- | | |
|---|---------------------------|
| One 8 oz. pkg. fish sticks | 1 tsp. salt |
| 2 Tbsps. green pepper, chopped | $\frac{1}{8}$ tsp. pepper |
| 1 Tbsp. onion, finely minced | 2 egg yolks |
| 2 Tbsps. butter or margarine | $\frac{1}{2}$ cup milk |
| $\frac{3}{4}$ cup fine, soft bread crumbs | 1 Tbsp. lemon juice |
| | 2 egg whites |

Cut the fish sticks in small pieces. Saute' green pepper and onion in butter or margarine. Add to the fish along with bread crumbs and seasonings. Beat egg yolk, add to milk, then to fish mixture. Stir in the lemon juice. Fold in stiffly beaten egg whites. Pour into greased loaf pan. Set pan in another pan of hot water. Bake electrically at 350 degree. 1 hour. Serve with cheese sauce.

Mushroom Cheese Sauce:

- | | |
|--|---------------------------------|
| 1 can condensed cream of mushroom soup | $\frac{3}{4}$ cup grated cheese |
| | $\frac{1}{8}$ tsp. pepper |

Combine soup and cheese. Heat slowly. Add pepper. Serve over fish loaf.

Without Meat

LOUISIANA CRAB GUMBO

12 boiled crabs*	1 small clove garlic,
3 Tbsps. flour	chopped
4 Tbsps. fat or bacon	3 cups boiling water
drippings	One 8-oz. can tomato sauce
1 large onion, chopped	Salt and pepper
1 medium green pepper,	Hot cooked rice
chopped.	

Add flour to fat in large utensil, using medium heat of the electric range. Stir constantly to make dark brown roux (color of cocoa). Stir in onion, green pepper and garlic and cook until wilted. Add water, seasonings to taste. Cover. Simmer 30-45 minutes. Add crabs and boiling water to cover crabs, cook 20 minutes. Remove from heat, sprinkle with tablespoon of file' if desired. Serve over hot rice.

*To boil crabs: Immerse 12 crabs in boiling, salted water to cover. Use 1-2 tablespoons "Crab Boil" seasoning if desired. Boil until red, (20-25 minutes,) then cool in cold water. Clean thoroughly, break off claws, legs and shells. Remove spongy substance and fat from body. Crack shell with nutcracker.

CHEESE SOUFFLE

2 Tbsps. butter	¾ cup milk
3 Tbsps. flour	3 eggs, separated
½ tsp. salt	1 cup cheese, grated
Cayenne	½ tsp. cream of tartar

Grate cheese. Melt butter in a saucepan. Add the flour and stir until smooth. Add the seasonings and the milk and cook until thick, stirring constantly. Beat the egg yolks, add some of the hot sauce, return to the saucepan and cook 2 minutes, stirring constantly. Add the cheese and stir until it is melted. Remove from the heat. Beat the egg whites until frothy, add the cream of tartar and beat until the whites form a peak, stiff but not dry. Fold egg whites into the cheese mixture, carefully, pour into a buttered baking dish, set the dish in a pan containing hot water and bake at 350° for 50-60 minutes. Serve at once. Serves 4.

TUNA MOUSSE

1 can mushroom soup	2 tsps. grated onion
(cream of)	2 tsps. chopped pimento
1¼ cup of water	¼ tsp. salt
1 pkg. and 1 tsp. unflavored	¼ tsp. cayenne
gelatin	½ cup slivered almonds
1 can of tuna	1 cup mayonnaise

Soak gelatin in ¼ cup of water. Heat soup and remainder of water together. Add gelatin to dissolve. Add tuna, onion, pimento, salt and cayenne. Allow to set until thickened. Add almonds and mayonnaise. Pour into well oiled mold. Allow to set.

Portable Clothes Dryers

Tiny Tumblers

Have you ever wished for a miniature clothes dryer when you only need to dry socks or lingerie?

No need to wish anymore. They're already here! In fact, the portable clothes dryer is the latest innovation in the wonderful world of better electrical living.

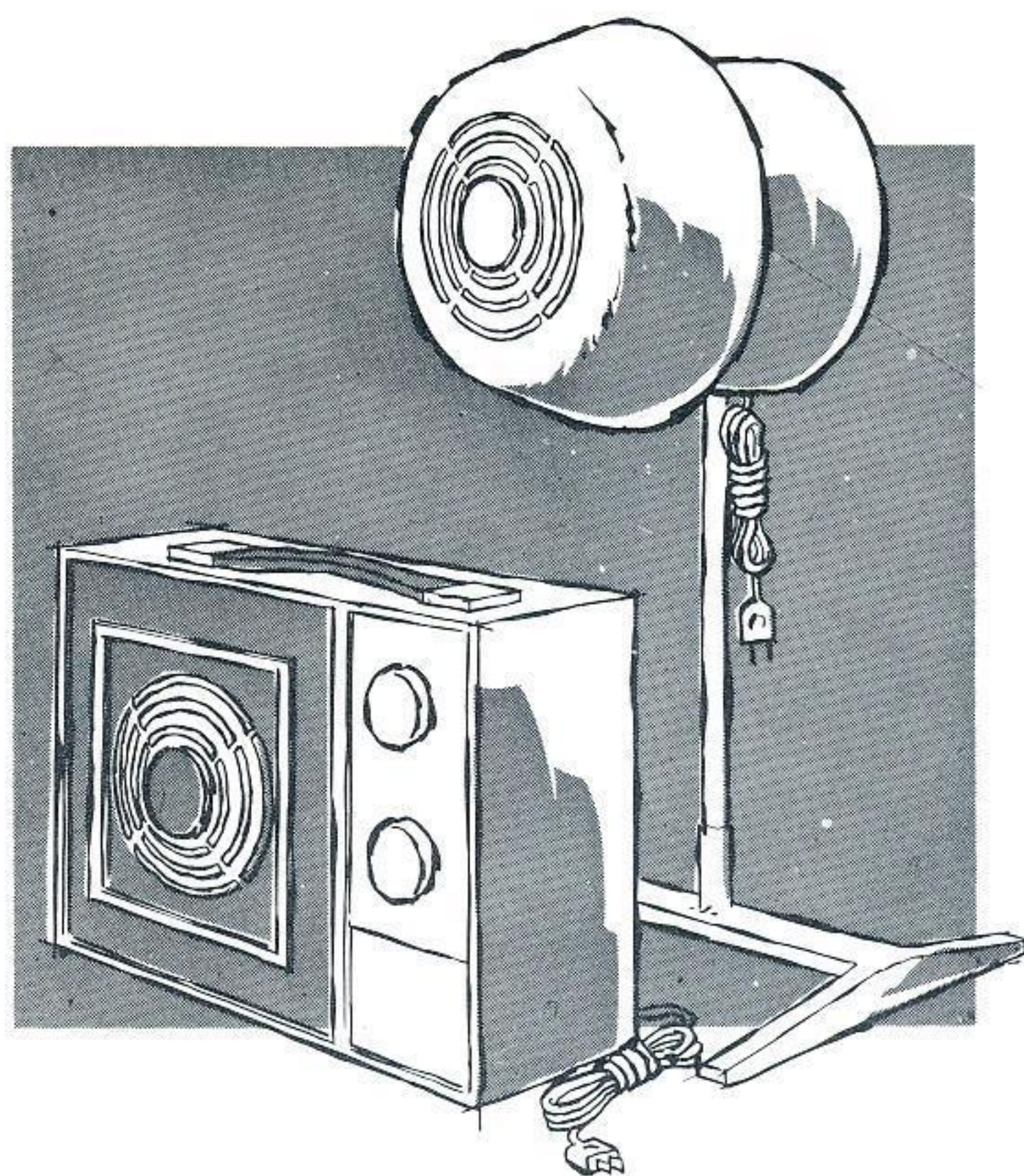
About the size of a portable television, this under-sized dryer will operate anywhere you have an electrical outlet. Plug it in and it tumble dries up to two pounds of wet clothes.

Several manufacturers have models of the portable dryers priced under \$40. Front-loading like their big brothers, they are lightweight and generally feature a one-year guarantee.

Some dryers have set and forget timers which shut them off automatically. Some are mounted on stands for easy accessibility. Most come in decorator colors or even a wood grain look.

Although the portable dryers were invented for drying clothes, the manufacturers promise that the soft, warm air can serve you in a variety of ways, fluffing items of clothing, for example, or as supplemental bathroom heat.

Like all modern appliances, the portable dryer was designed to improve your daily living by use of low cost, dependable electricity.



AFTER FIVE DAYS RETURN TO:

Plain Talks

P. O. BOX 2951
BEAUMONT TEXAS

RETURN POSTAGE GUARANTEED

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



Thomas Alva Edison changed history 88 years ago when he invented the electric light. Edison's first incandescent light was a creative inspiration to the inventors and craftsmen who followed with new and better electric products which have all powered our progress.

Today, electricity affects nearly every aspect of our daily lives . . . from reading light to flameless electric cooking, and much more. The research Edison began continues at an accelerating pace. Each year, in excess of \$2.5 billion is invested in electrical research that will benefit mankind throughout the world. These contributions will enable us to solve some of the pressing problems of humanity.

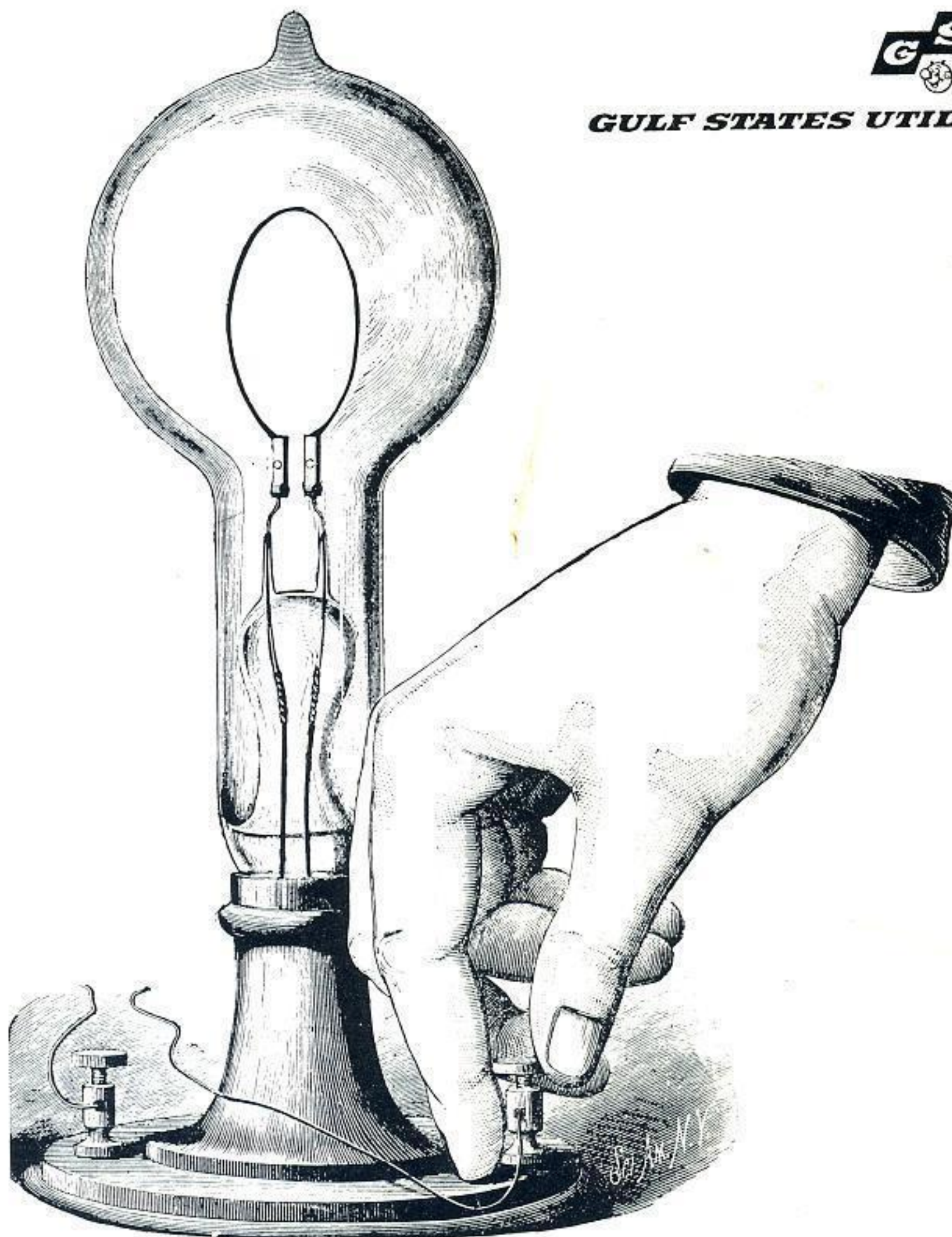
Our society has been built on progress . . . and electricity powers progress. Gulf States Utilities is proud to join in the observance of National Electrical Week, February 5-11,



an anniversary celebration of Thomas Alva Edison's birthdate.



GULF STATES UTILITIES COMPANY



*An idea
that powered
progress*