



SOMEONE CARES



FEBRUARY, 1969

Bright Future Ahead

THE quality of the life we lead is getting a lot of attention these days. And there are a number of hopeful signs. For example, our industry, which celebrated National Electrical Week February 9-15, is tackling some of our toughest problems with encouraging results. The industry sees a future with some fascinating dimensions.

Consider some of the possible solutions to traffic congestion. For standard to-and-fro traveling, fast and clean systems of public transportation with electrically powered equipment have been proposed. For non-standard jaunts, individually operated electrical cars will be available. The cars will be equipped to use electrically powered highways which will assume control until the destination is reached. Besides making travel more pleasant, the electrical highway system will virtually stamp out highway accidents and sharply reduce a major source of air pollution—car exhaust fumes.

The electrical industry is devoting considerable attention to the control of our atmosphere. The industry reports that air-conditioning entire sections of cities is within existing capabilities. The conditioning can be done in such a way as to not only remove pollutants, but also to control the temperature and other climate factors. Present electrical technology has the ability to enclose homes in climate-mastery domes which would permit each family to select the atmospheric conditions most suitable to its desires and medical needs.

TO assure abundant power for our high-energy civilization, the industry is currently conducting extensive research on nuclear breeder reactors, which produce more usable fissionable material than they consume. When commercially developed, these breeders are expected to provide us with an almost endless supply of electrical energy.

It is impossible to predict what specific solutions to current problems will be adopted. But we can be sure that the electrical industry will provide the energy and much of the direction for these solutions.

As Gulf Staters we can be proud to be a part of this industry.

News Briefs



FOUNDATION AGREES TO PROVIDE FUNDS

Directors of the Texas Atomic Energy Research Foundation have agreed to furnish up to \$800,000 to the University of Texas

for nuclear research over a two-year period beginning May 1, 1969. The announcement was made during a meeting in Austin attended by Mr. Richard, a director of TAERF. The research will be part of the foundation's long-range effort aimed at making thermonuclear fusion (H-bomb) reactions usable for the generation of electric power.

Foundation support of fusion research at the university began in 1963. Under the new research pact, the foundation will finance a continuation and enlargement of the program for two more years, to April 30, 1971. The research will be carried out in the physics and engineering departments at the university.

Participating in the program were Texas Governor Preston Smith, Dr. H. H. Ransom, chancellor of the university, and E. R. Lockhart of El Paso, foundation president.

Our Company is one of the 10 Texas investor-owned electric utility companies which organized the foundation. The Company will sponsor 38 students and teachers to the 1969 symposium to be held in Austin June 3-6.

CONSTRUCTION BUDGET APPROVED BY COMPANY

A \$124.5 million construction budget for 1969 has been approved by the Board of Directors. This compares to the \$129.5

million spent in 1968. The directors also declared a quarterly dividend of 22 cents a share on common stock and regular quarterly dividends on the nine series of preferred stocks to be paid March 15 to shareholders of record Feb. 24 of this year. The meeting was held in Orange, Tex.

TWO PROMOTIONS ARE ANNOUNCED

Two personnel changes in the System Engineering Planning Department, Beaumont, were announced as Plain Talks went to

press. Alfred E. Naylor, who has been with our Company since 1958, advanced to supervisor-planning, and Ronald M. McKenzie, formerly engineer in Lake Charles T&D, was transferred to Beaumont in the Planning Section of System Engineering Planning.

CONSUMERS RATE
ELECTRICITY HIGH

According to a survey by the Opinion Research Corporation, electricity received the highest rating on value for money spent in a poll conducted across the nation. Sixty-two per cent of those asked listed electric power as the biggest value on the market today.

THERMAL RELEASE AIDS
OYSTER INDUSTRY

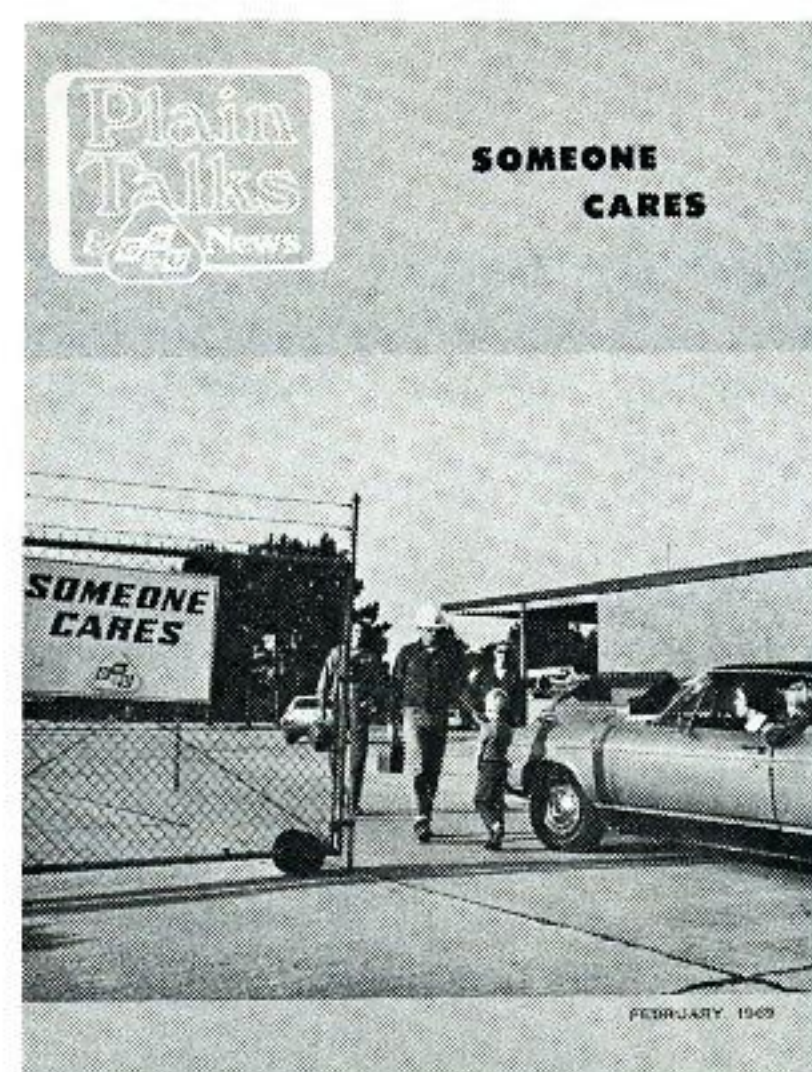
Conservation officials and the electric utility industry are cooperating on a project in Long Island Sound which uses thermal release from a local power plant for a new, efficient year-round operation of oyster hatchery breeding. An article in the Washington Post said, "Area oystermen believe the new hatchery technique and the power plant's warm-water oyster nursery will enable Long Island Sound to regain prominence as an oyster supplier."

HAMIL NOMINATED AS
REA ADMINISTRATOR

David A. Hamil, REA administrator from 1956 to 1961, has been nominated by President Nixon to become administrator again for a statutory 10-year term. Mr. Hamil was executive director of Colorado's Department of Institutions at the time of his nomination.

NIXON ANNOUNCES
TAX REFORM PLAN

President Nixon has directed the Treasury Department to prepare a "far-reaching tax reform package" for introduction to Congress with primary emphasis on efforts to make income tax laws more equitable. A longer-range tax reform program, which is not expected to be introduced this year, is reported to include a revision of federal-state tax relationships, tax sharing proposals, tax credits for state and local governments, and state and gift tax changes.



OUR COVER

Van Kitchens of the Orange office is met by his family as he ends his day's work. The daily meeting is evidence of the concern Mr. Kitchens' family has for his safety. The same sentiment of concern is evident in the sign on the gate—"Someone Cares."

Plain Talks and News • Vol. 47, No. 2 • February, 1969



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PUBLISHED MONTHLY FOR
GULF STATES UTILITIES EMPLOYEES

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

Member 

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Someone



Willie Wells, applying mouth to mouth resuscitation to child, and Roy McGee, both of the Baton Rouge Gas Department, were credited with saving the life of 9-month-old Thomas Wayne Achord. The two men were on a routine meter assignment at the time of the incident.

Claude Adams inspects safety gloves in Baton Rouge. His job may prevent harm or injury to others later on. Mr. Adams' concern is not only to perform a task but to further insure the safety of the men who will be wearing these gloves.

THE new year has thrust our Company into the middle of a new safety campaign bearing the theme, "Someone Cares." There is nothing unique about this slogan, but it does convey a message essential to any safety program. "Someone Cares" tells you, the individual employee, that others are concerned with your well being.

Our cover this month portrays the meeting at the end of a work day between an employee and his family. The concern here is obvious. It is etched on the faces of the wife, the children and of the employee.

Two of your fellow workers administer artificial respiration to an infant who has turned blue from the lack of oxygen. These men saved the life of that child, proving that they cared for the survival of another.

OTHER aspects of the safety program are less obvious, but they are no less sincere. An employee inspects safety gloves in the Baton Rouge Division. It is his job, but his concern for the safety of the men who will be wearing them prompts him to do his job well.

At a "tailboard conference" in the Cleveland, Tex., district, a foreman cautions his men on safety procedures. Three men discuss a new safe break elbow terminator to further insure the safety of those working on underground projects.

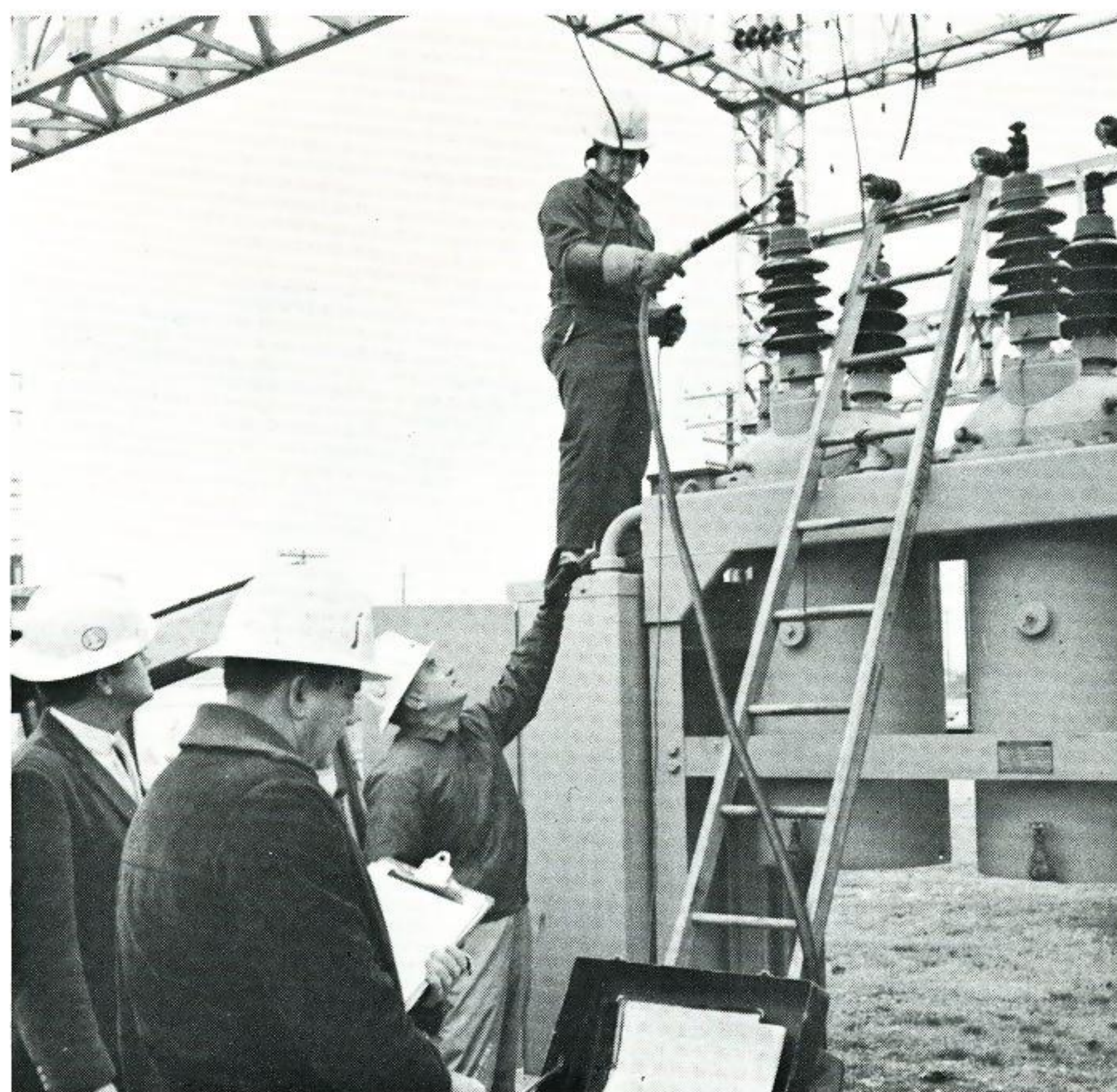
Someone does care for your safety.



e Cares



L. D. LaFleur, section head, Dan Goodman, line foreman, and H. E. Mack, division engineer, all of Lake Charles, discuss the proper method of installing a safe breaker elbow terminator for underground wiring program. Joint efforts of this type between the engineering department and line personnel have contributed greatly to the safety program.



James G. Guidry Jr., Beaumont substation mechanic, tests bushing on breaker for excess leakage as S. H. Canfield, assistant superintendent, gives instructions. Jack E. Strickland measures for leakage on diagram while Safety Representative Ray Thompson looks on. Procedures like this can pinpoint weaknesses in the breaker before they cause a breakdown.

Bennie Masters, alternate foreman, discusses safety procedures for a line project at a "tailboard conference" in Cleveland before work on the job begins. Listening in, from left, are Truman Brown, Kenneth Enloe, Joe O'Neill, truck driver, Larry Boyett and Bennie Kiti, hidden by Mr. Masters. Such conferences help maintain accident-free work days.





Henry C. LeVois

HENRY C. LeVois, vice president and general manager of the Lake Charles Division since 1965, retires March 1.

Mr. LeVois has been with our Company since 1928. He is a director of the Company.

A native of Thibodaux, La., he was educated in Lafayette and was graduated from the University of Southwestern Louisiana with an electrical engineering degree in 1926. He was student body president and a valedictorian of his college class when the school was known as Southwestern Louisiana Institute.

Mr. LeVois joined the Company in the engineering department after a tour of duty with Westinghouse Electric Corporation in Pittsburgh, where he took a graduate course.

HE progressed through various engineering and power sales classifications, and in 1947 he was named system superintendent of commercial and industrial sales at Beaumont.

In 1958, Mr. LeVois was promoted to Navasota Division manager, where he served until June, 1965, when he was named Lake Charles Division

Vice President LeVois To Retire March 1 After 41-Year Career

manager. In August, 1965, he was elected a vice president and director of the Company.

A tireless civic worker, Mr. LeVois is a past president of both the Petroleum Electric Power Association and the Port Arthur Lions Club. He is a former vice president of the Port Arthur Chamber of Commerce and directed the Community Chest fund drive in 1945 while in Port Arthur.

AT Navasota, he served as president of the United Funds drive, was a director of the Grimes County Chamber of Commerce and was a member of the Lions Club. In 1959 he was appointed to the Texas State Industrial Advisory Board by then Governor Price Daniel. He was also active in the Navasota Industrial Foundation to secure new business and industry for Navasota.

He is presently a member of the Board of Directors of the Greater Lake Charles Chamber of Commerce, a member of the Board of the YMCA, a member of the Board of the Kiwanis Club and was recently voted by that Club as the Outstanding Church Layman of the year 1968.

Mr. LeVois is married to the former Christine Clark of Crowley, La., and they have two daughters, Mrs. Martha Davis of San Antonio, Tex., and Mrs. Charlotte Hoepner of Nashville, Tenn.



Norman Lee



E. G. Hodges

Hodges, Richardson, Norvell Also Advance

Lee To Head Louisiana Operations

FOUR personnel changes, including the promotion of Vice President Norman R. Lee to vice president of all Louisiana operations, will become effective March 1.

Other promotions are Edwards G. Hodges, formerly Lake Charles Division sales superintendent, to division manager; James Richardson, Western Division sales superintendent, to Lake Charles Division sales superintendent, and Victor R. Norvell, Conroe district superintendent, to Western Division sales superintendent with offices in Conroe.

Mr. Lee, a native of Grayson, La., joined our Company in 1949 after a two-year stint with Allis Chalmers. He started out as a distribution engineer in the Beaumont Division, and also served as general substation foreman and project engineer in System Engineering.

He was transferred to Lake Charles in 1958 as division engineer and in 1965 he became division operating superintendent. In 1967 he was elected a vice president and director of the Company with responsibilities for the Baton Rouge Division.

HE attended LSU and was graduated from the California Institute of Technology with an electrical engineering degree. He also has attended the Public Utility Executive Program at Georgia Tech

and the Harvard University Advanced Management Program.

Married to the former Nell Ray of Beaumont, the couple has two children, Rebecca and Norman Jr.

Mr. Hodges became an industrial engineer with our Company in 1949 after receiving his BS degree in electrical engineering from Texas A&M University. In 1951 he was recalled to the Army as a second lieutenant and served in Korea.

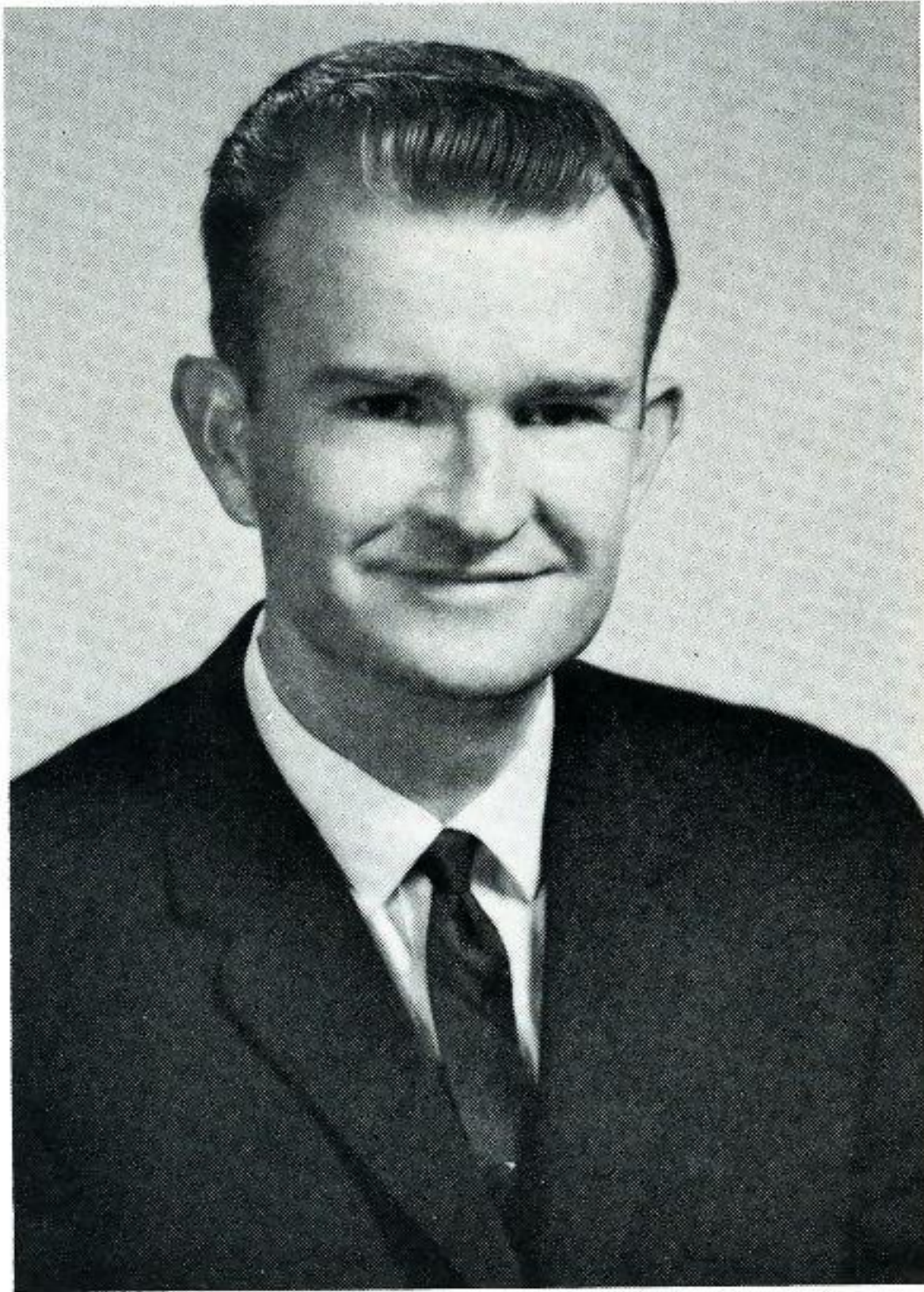
He returned to Beaumont in 1953 as an industrial engineer and was transferred to the Western Division in the same capacity in 1957.

Mr. Hodges was transferred to Lake Charles in 1959 and advanced to supervisor of industrial and commercial sales. In 1963 he was promoted to division sales superintendent.

He is married to the former Wanda Lewis of Beaumont and has two daughters, Colleen and Lisa.

A native of Crowville, La., Mr. Richardson was graduated from Louisiana State University with an engineering degree in 1950. He joined the Company that year in Baton Rouge and was later transferred to Lake Charles. In 1951 he moved to Lafayette.

MR. Richardson was promoted to area development engineer in 1956 and in 1962 he was transferred to Texas as an industrial engineer in the Western Division.



Jim Richardson

He was promoted to supervisor of commercial sales promotion in Beaumont in 1964, and in 1967 was advanced to superintendent of sales for the Western Division with offices in Navasota.

Mr. Richardson and his wife, the former Marie Hall of Bunkie, La., have three children. They are Jimmy, Sue and Kay.

An engineering graduate of Texas A&M, Mr. Norvell started out with our Company in 1948. He



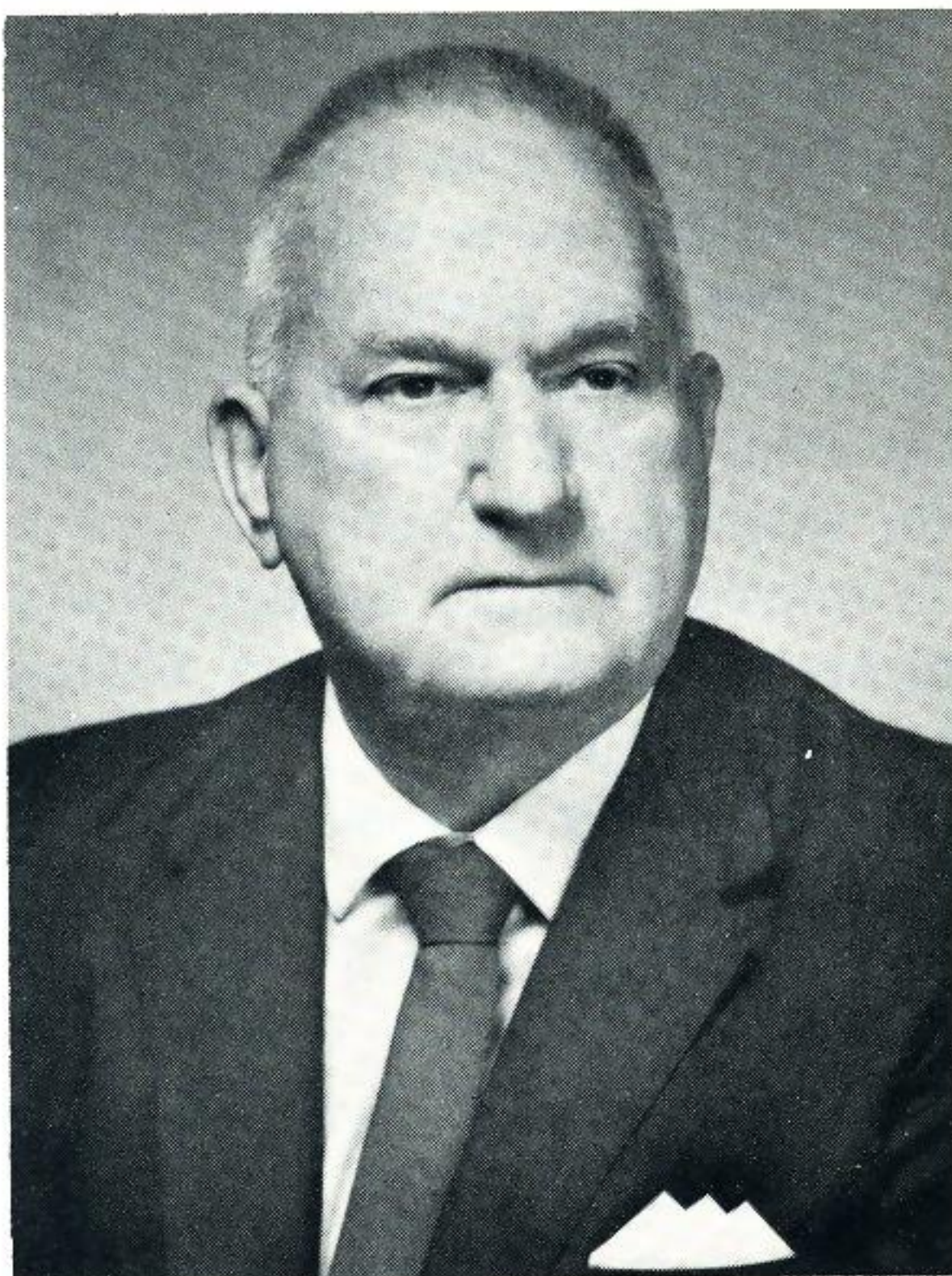
Victor Norvell

was named agricultural engineer in the Western Division in 1949 and was promoted to local superintendent in Woodville, Tex., in 1956.

Mr. Norvell was advanced to district superintendent in Silsbee, Tex., in 1962 and became Conroe district superintendent in 1968.

He is married to the former Geraldine Winkel of Tyler County, Tex. Their two sons are Brad and Wade.

Coltharp Retires After 42 Years



J. B. Coltharp

JAMES B. Coltharp, consulting engineer for our Company's system since 1965, closes out a 42-year career when he retires March 1.

In his duties as consulting engineer, Mr. Coltharp had as one of his first major assignments the supervision of the 500,000-kilowatt line project in Louisiana. He also coordinated the joint Toledo Bend Dam project with the Louisiana Power and Light Company and Central Louisiana Electric Company.

Additional duties included service as an engineering consultant to the executive department, department heads, division managers and all engineering personnel. He also negotiated with other utilities in matters pertaining to interconnections, power flows, losses and other projects.

Mr. Coltharp, a native of Corpus Christi, Tex., joined our Company in 1927 as assistant to lighting engineer in the Beaumont Division. The following year he became a student engineer in distribution, and in 1959 he was advanced to distribution engineer.

In following years he served as assistant district superintendent in Beaumont, assistant superintendent and superintendent of electric T&D in Baton Rouge, and in 1954 he returned to Beaumont as operating superintendent.

Mr. Coltharp was named operations manager in 1956 and engineering manager in 1963 before being promoted to consulting engineer.

A graduate of the University of Texas with a bachelor's degree in electrical engineering, Mr.

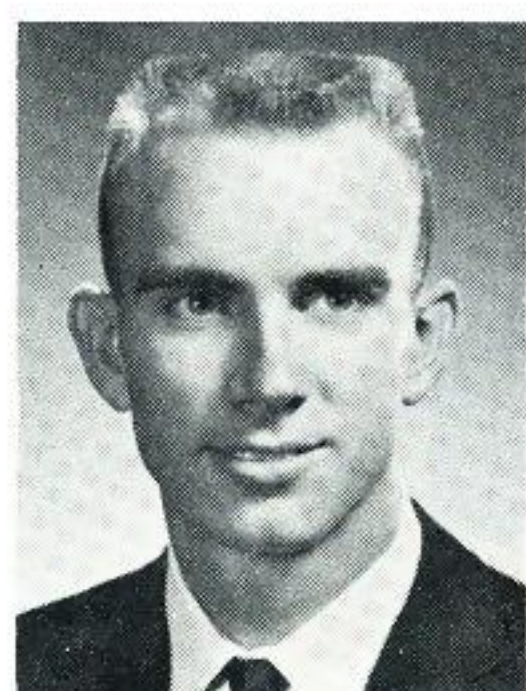
Coltharp also is a graduate of the Harvard Business School Advanced Management Program.

He holds memberships in the Texas Society of Professional Engineers, the Institute of Electrical and Electronics Engineers and the Beaumont YMCA.

Mr. Coltharp is married to the former Mary Alice Theriot of Vinton, La. Their children are Thomas, Myrtis, Antionette, Azilee and Marcellus.

Don Dean Is Promoted To Industrial Engineer

Don R. Dean, an engineer with our Company since 1964, has been transferred to the Port Arthur Division Sales Department as industrial engineer.



Don R. Dean

The promotion is effective March 1.

Mr. Dean replaces Gilbert W. (Wayne)

Hiter who has been named supervisor of industrial and commercial sales in the Baton Rouge Division.

A native of Kilgore, Tex., Mr. Dean moved to Beaumont with his family at an early age. He was graduated from French High School at Beaumont in 1960.

Mr. Dean holds a bachelor's degree in electrical engineering from Texas A&M University. He was graduated in 1964 and joined our Company as an engineer in Beaumont T&D.

He was called into military service with the Army in 1965 and rejoined the Company as an engineer in the system Engineering Planning Department in 1967.

Mr. Dean is married to the former Paula Cannon of Beaumont, and the

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You can make your income tax refund work for you by investing it in U. S. Savings Bonds. Simply check the appropriate box on your tax form.

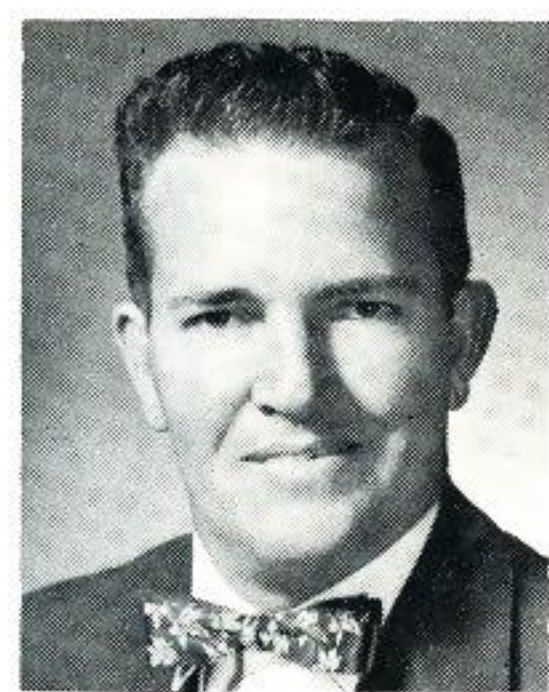
Interest rates on U. S. Savings Bonds have been increased five times since the first Series E Bond was sold on May 1, 1941. The current rate is 4.25 per cent, if held to maturity.

couple has two daughters. They are Susan Marie, 2, and Linda Ann, 3 months.

The family attends St. Andrew's Presbyterian Church in Beaumont.

T. W. Mitcham Gets Foreman Post in Orange

Thomas W. Mitcham, formerly utility foreman in the Orange District, has been promoted to substation maintenance foreman.



An employee since 1949, Mr. Mitcham started out as a T&D helper in Beaumont. He was assigned to the substation department as a mechanic in 1952 and became a mechanic first class in 1955.

Mr. Mitcham was named utility foreman in 1966 in the Orange District.

A native of Sacul, Tex., he was educated in Beaumont schools. He served in the Army during the years 1945-48 and was discharged as a sergeant.

Mr. Mitcham is an active civic worker and has worked in Little League and Baptist church activities.

He is married to the former Annie L. Hudson of Carthage, Tex. Their three children are Ricky, Debbie and Jack.

8th Bowling Tourney Set On March 29

The eighth annual GSU Bowling Tournament will be staged Saturday, March 29, at the Greenwich Bowl-Arena in Lake Charles, La.

This will be the first year for a one-day tourney. In the past, the tournaments had been held over two days.

The tournament is set up with doubles competition during the morning and team events for the afternoon hours. A social hour and banquet will follow the tournament in the Arena party room.

Last year more than 100 bowlers participated in the event held in Beaumont. Twenty-three teams were entered in the competition.

Betty Bass' team of Beaumont took top honors in 1968 team competition with a 2,483 series. Members of the team were Glenda Hinkle, Betty Bass, Clint Bass and Bo Clark.

Doubles winners were Sonny and Anne Horstman of Lake Charles. The couple rolled a tournament record high of 1,317.

Jack Diltz of Port Arthur, with a 654 series, was the top individual bowler of the tournament. He was also the all-events winner with a combined score of 1,949 for the team, doubles and singles events.

Sonny Horstman is tournament director for this year's event.

Major Personnel Changes Given

A major realignment of personnel, including the creation of a new top-level engineering position, went into effect in our Company on Feb. 1.

Vice President S. L. Adams, who has been in charge of engineering and production since Feb. 6, 1968, has assumed the former responsibilities of R. W. Sherwood, senior vice president who retired Feb. 1.

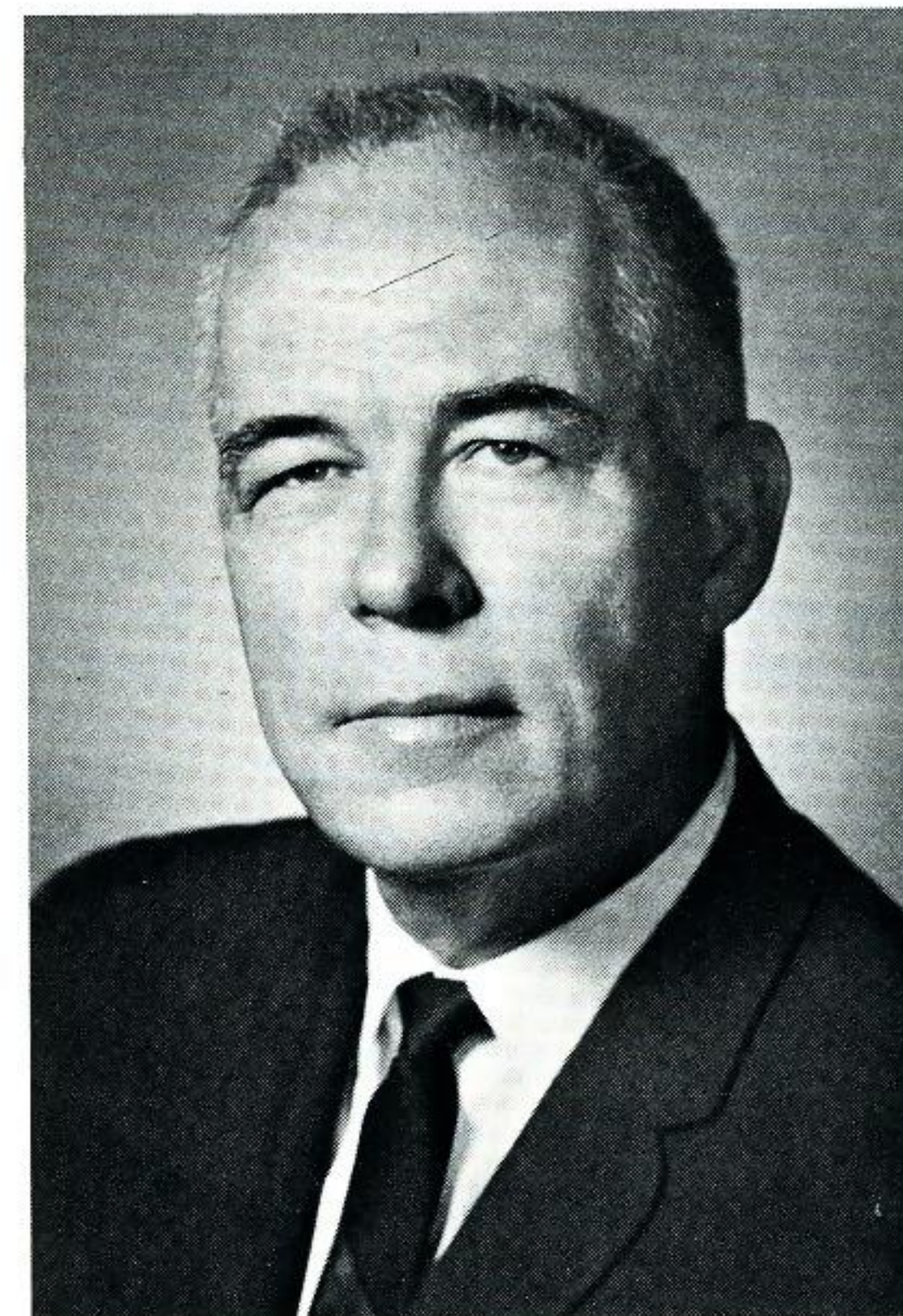
Austin J. Mary, formerly director of system services-engineering, has moved up to assistant to vice president-engineering and production.

The newly created post, general director-engineering, was filled by J. W. Atkins Jr., formerly operating superintendent of the Beaumont Division.

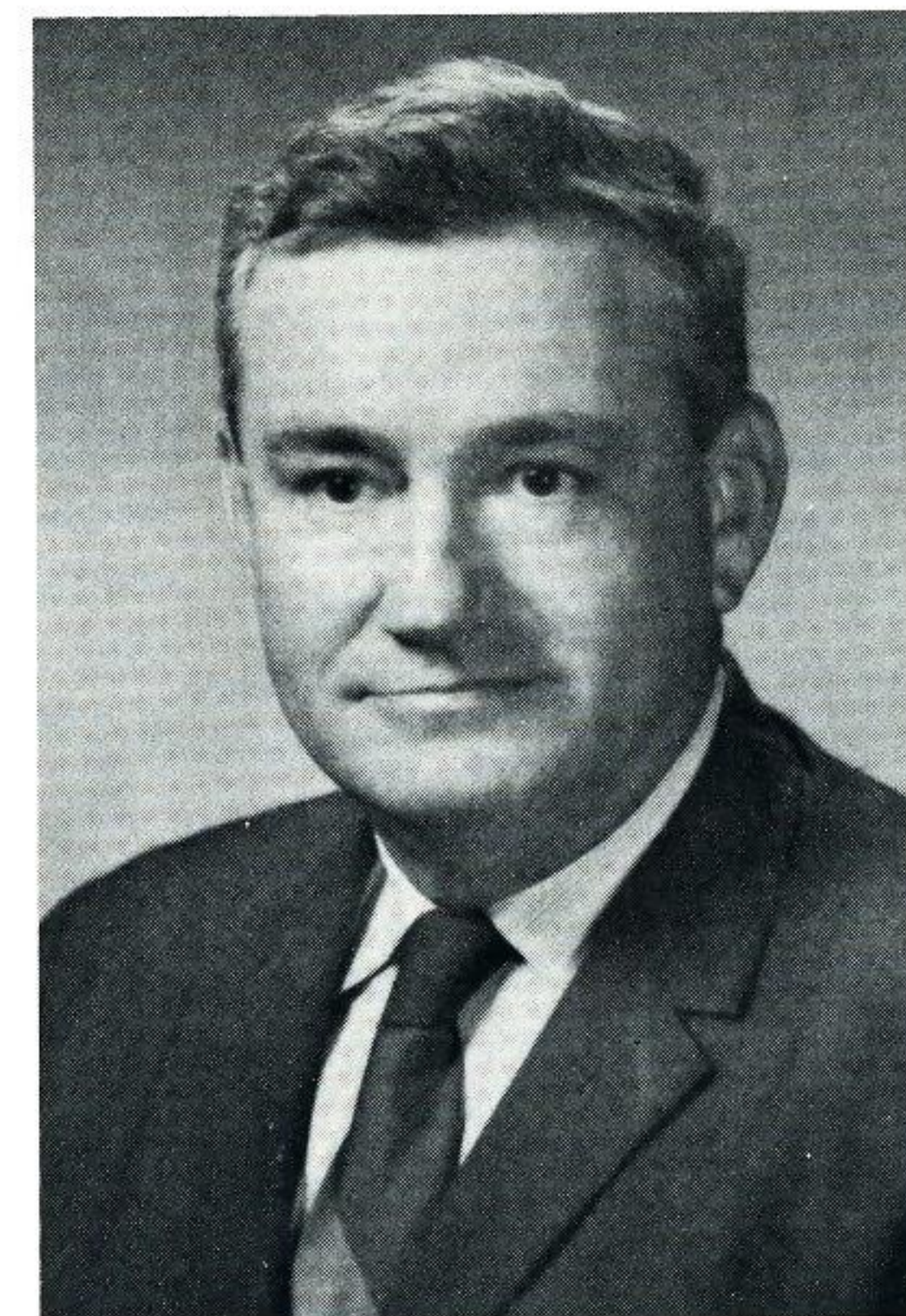
Albert W. Baird, who directed our Company's operations in Navasota, has now assumed the responsibilities of Beaumont Division operating superintendent.

B. R. (Ray) Clausen, formerly supervisor of planning in the system Engineering Department, has advanced to system director-planning and engineering.

Mr. Adams, who joined our Company in 1938, is a native of Beaumont. He is a graduate of South Park High School, Lamar Junior College and holds an electrical engineering degree from Texas A&M.



S. L. Adams



A. W. Mary

AFTER serving in various areas of the Company's system, Mr. Adams was transferred to Baton Rouge in 1953 as electric maintenance supervisor at Louisiana Station. He also served as electric operating superintendent until 1965, then he was appointed director of information services-engineering and transferred to Beaumont. In 1967 he was promoted to general manager of engineering and production.

Mr. Adams is married to the former Ruth Wilson of Beaumont.

Mr. Mary, born in Port Allen, La., holds bachelor's and masters degrees in electrical engineering from Louisiana State University. He is a past chairman of the Interconnected Systems Group and a member of the Institute of Electrical and Electronics Engineers.

He has been with the Company since 1935 when he was employed as a helper in Baton Rouge. He became an engineer in the Gas Department a year later and was transferred to the Electric Department in 1937. After a tour of duty in the Army during World War II, he rejoined the Com-



J. W. Atkins

pany in 1945 and a year later was named a supervisor.

HE was promoted to office engineer-executive and transferred to Beaumont in 1955. In 1956 he was advanced to superintendent of planning for system engineering, and in 1965 he became director of system services-engineering.

He is married to the former Dorothy Julian of Baton Rouge, and the couple has a son, Jimmy.

Mr. Atkins is a Savannah, Ga., native and holds an electrical engineering degree from Georgia Tech. He was a lieutenant colonel of the Army Corps of Engineers during World War II. He is a member of Beaumont's West End Rotary Club and is a registered engineer in Texas.

Employed by the Company in 1938, Mr. Atkins progressed through several engineering posts in Beaumont until 1952 when he was promoted to engineering supervisor and transferred to Navasota. In 1954 he went to Port Arthur as operating supervisor and two years later returned to Beaumont as project engineer in systems operations. He was named operating superintendent for Beaumont in 1960.

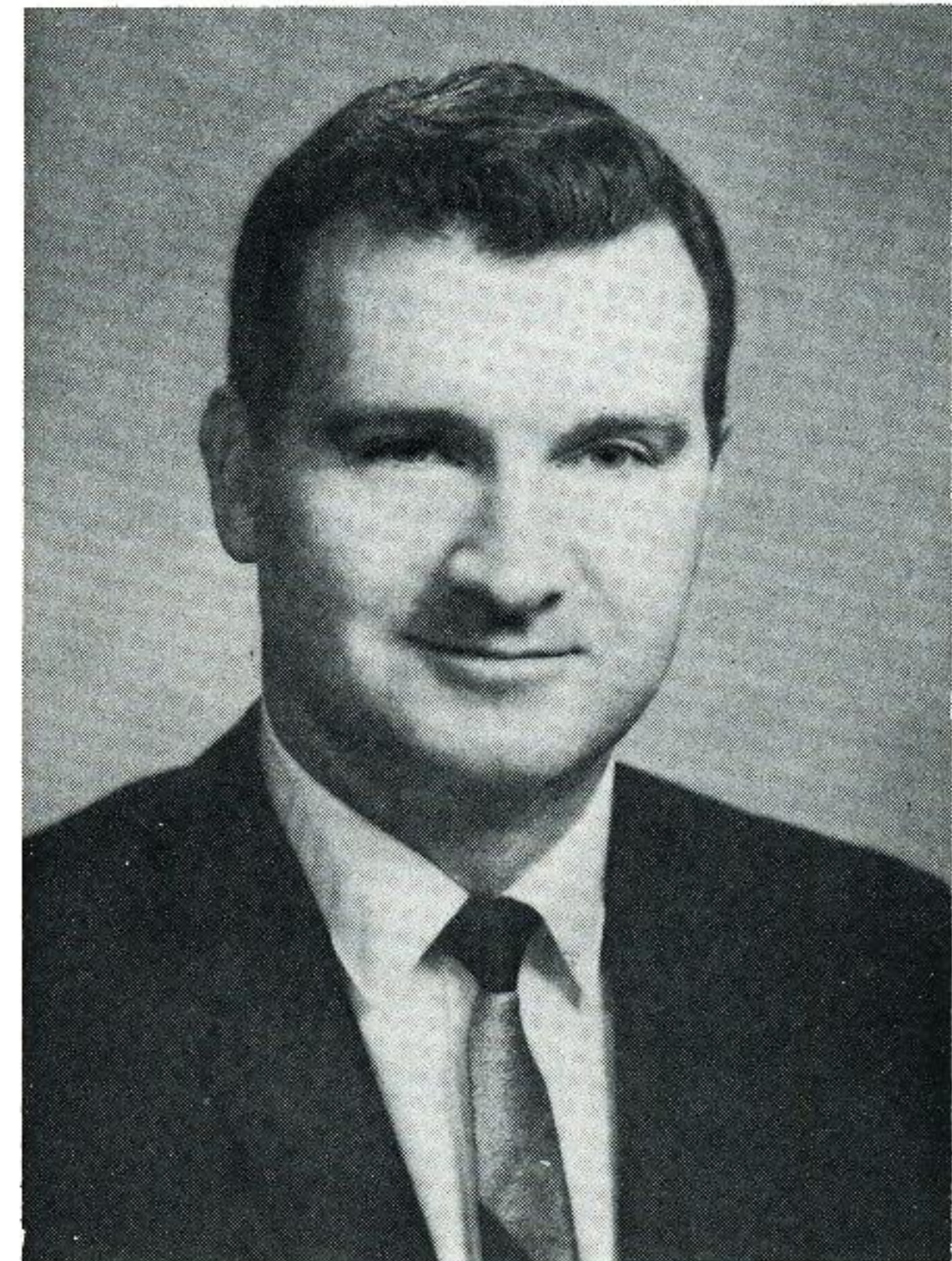
Mr. and Mrs. Atkins have four daughters, Betty, Pattie, Katherine and Nancy.

MR. Baird is a native of Frost, Tex., and received his electrical engineering degree from New Mexico State University. He has served in a number of civic posts in Grimes County.

He has been with the Company since 1936. He has served in numerous posts throughout the system, including distribution engineer, senior engineer, engineering superintendent and operating engineer. He was named division manager at Navasota in 1965.



A. W. Baird



B. R. Clausen

He is married to the former Daisy Merle West of Lamesa, Tex., and their two sons are A. W. III and Charles Robert.

MR. Clausen is an electrical engineering graduate of Auburn University and is working toward a masters in engineering at Lamar Tech. He is a native of Mobile, Ala.

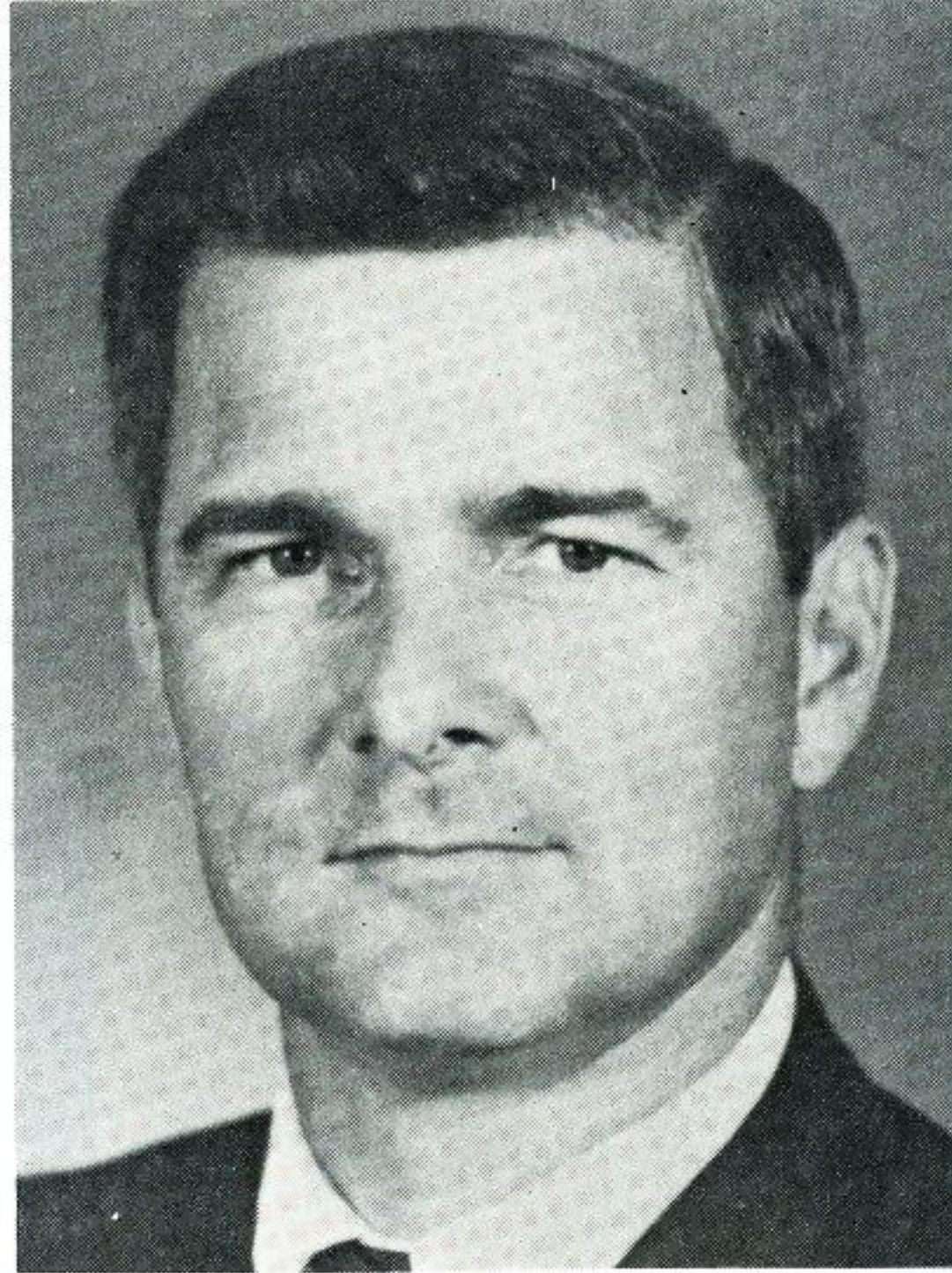
He joined our Company in 1957 as an engineer in Lake Charles T&D and was transferred to Beaumont in 1960 and named an engineer in the Planning Section.

Married to the former Anny TerBoo of Mobile, Ala., the couple has three children, Ray Jr., Mike and Donald.





W. E. Richard



E. M. Loggins



G.W. Hiter

3 Key Promotions Announced

THE naming of a new Western Division manager and the promotion of two key Sales Department personnel were announced Feb. 1.

W. E. (Bill) Richard has been advanced to Western Division manager with offices in Conroe, Tex. He was formerly system industrial sales promotion director.

Edward M. Loggins Jr. has assumed the post held by Mr. Richard and has moved to the Main Office in Beaumont. Mr. Loggins had been industrial and commercial sales promotion supervisor for the Baton Rouge Division.

Moving into the Baton Rouge position is G. W. (Wayne) Hiter, formerly industrial engineer for the Port Arthur Division.

MR. Richard joined our Company in 1950 upon being graduated from Texas A&M with a degree in mechanical engineering. He was on active duty with the U.S. Army in Germany from 1951 to 1953.

Upon his return from military service, he was assigned as an industrial engineer in the Lake Charles Division. In 1959 he was transferred to the Navasota Division with the dual responsibilities of industrial engineer and area development engineer.

He was later named system supervisor of commercial sales promotion and transferred to Beaumont. In 1964 he was advanced to system superintendent of commercial and industrial sales, and in 1968 he was named director of industrial sales.

A native of Lake Charles, Mr. Richard is active in Boy Scout work, has served on the membership committee of the YMCA and is a member of

the Beaumont A&M Club.

He is married to the former Johanna Lorenzen of Dormstadt, Germany, and the couple has three sons.

Mr. Loggins, a native of Winonia, Miss., received his electrical engineering degree from the University of Texas, joined our Company in 1958 and was assigned to an engineering position in the Navasota Division. He was transferred to Baton Rouge in 1960 as an electrical engineer at Louisiana Station and later moved to Willow Glen Station in the same position.

In 1964, Mr. Loggins was reassigned as an industrial engineer in the Baton Rouge Division, and in 1968 he became industrial and commercial sales superintendent for the division.

HE is married to the former Patricia Smith of Hattiesburg, Miss., and their four children are Cindy, Martha, Russell and Sharon.

Mr. Hiter was born in El Dorado, Ark., and holds an electrical engineering degree from the University of Southwestern Louisiana. He was employed by our Company as an engineer in the Beaumont Division in 1959.

In 1960, he was transferred to the Navasota Division as an engineer, and in 1961 he was promoted to industrial engineer for the Port Arthur Division.

Mr. Hiter, an active civic worker, is a member of the Port Arthur Chamber of Commerce, the North Port Arthur Rotary Club and the YMCA. He is a past director of the Port Arthur Jaycees.

Married to the former Joanne Tyson of Kinder, La., the Hiteres have three children, Candyce, Karen Ann and Betsy.

LETTERS

From employees, customers and friends of GSU

BEAUMONT

Dear Mr. Werner:

Today we experienced a bit of excitement in the Coffee Shop at the airport Terminal building when a small fire caused by a defective unit in the cooking range was reported.

I recall my thoughts upon arriving at the scene. I remember thinking to myself "while all these people are so upset about what to do I think I'll just call the Nederland office of the Gulf States Utilities Company". I did this and informed your Nederland office that we could consider the affair an emergency and appealed to her to obtain rapid action by your repairman. She did this and within a very, very short time I noticed one of your personnel had not only located the trouble but was making the necessary arrangements for repairs to the range.

This salesman's name was Don Ramsey. In any event, we naturally fell into a discussion about the cause and preventive measures for the future. In our discussion we actually got into the management problems of the kitchen created by poor placement of equipment for the personnel to work efficiently. Mr. Ramsey had several suggestions, each of which I will explore. He took our problems to heart just as he and others have done so many times in the past.

The purpose of this note is to once again express our gratitude for not only the efficiency of your people but, equally important, their attitude. I don't recall a disagreement in the past eighteen years with any personnel in Gulf States Utilities, whether or not it be a department head, engineer, lineman, repair specialist or anyone. This includes those who answer your telephones. We hold them all in high

regard.

I felt it would do no harm to thank you. We are all guilty these days of not taking time out to express how grateful we are for so many services that we are likely to take for granted if we don't watch out.

Very truly yours,
R. C. Owens
Manager

BATON ROUGE

Dear Miss Tribble:

On going through my desk today, I saw written on my Flower Growers program this notation: "Write Miss Tribble." Imagine, that was in November and here I am almost in February fulfilling my obligation! They say, 'better late than never.'

So, on behalf of the Flower Growers Study Group, we do sincerely thank you for the splendid program, "Garden Lighting," which you so elegantly presented to our group on November 6. What lovely pictures one can create with proper garden lighting.

I have enjoyed your programs on T.V. I am sure that Gulf States realizes how fortunate they are to have a grand person like you.

Please accept my apologies for the delay in writing you, but no doubt the Christmas rush was responsible for my neglect.

If you are ever anywhere near False River, stop in Oscar to see me, won't you?

Sincerely,
Marguerite P. Allendorph

Dear Mr. Shaw:

I wish to thank you and the members of the Scholarship Board for mak-

ing my graduation from LSU a reality and not just a dream. Without the scholarship from Gulf States I never would have been able to continue my studies these last few years.

Thank all of you very much once again. This degree means so much more because it is what my father wanted, and you have made it possible.

Sincerely,
Mary Virginia Ellis

Dear Mr. Sullivan:

This is just a note to acknowledge your rapid response to any request that I have made. You are always so very cordial; whether it be tabulating our back balance, which we have now completed paying, or replacing the mercury-vapor street lamp at the intersection of Chalice and North Sherwood Forest Drives.

In addition, I am glad you came out with your studies for the two aluminum pole lights for our parking lot which will forestall vandalism.

With all good wishes and kind personal regards, I remain,

Yours sincerely in Christ,
Rev. John J. McNamara
Pastor, St. Louis King
of France Church

JENNINGS

Dear Mr. Reed:

We wish to express our sincere appreciation to you for the use of the Council Room in your office for our Southwest Area Supervisors Meeting.

You were most gracious to furnish us with prepared coffee and the lovely settings that added to our comfort.

And we would like you to extend our gratitude to your staff, our unseen host for their efforts.

Sincerely,
Mrs. Freida Bucklin,
SW Area Supervisor
School Food Service



Lloyd N. Brannan

Dayton Supt. Brannan To Retire On March 1

Dayton District Superintendent Lloyd N. Brannan, who came to work for our Company in 1929, retires March 1.

Mr. Brannan began his electrical utility career as a student in the Commercial Sales Department 40 years ago. He worked in various capacities before being named senior district representative at Orange in 1942.

He advanced to commercial sales representative in 1946, and in 1947 he was named Silsbee District superin-

tendent. In 1958 he became system supervisor of area development with offices in Beaumont.

Mr. Brannan has been Dayton District superintendent since 1967.

A native of Hillsboro, Tex., Mr. Brannan graduated from high school there and has completed several courses while working for our Company.

While in Silsbee, Mr. Brannan was president of the Kiwanis Club and served as lieutenant governor of the Texas-Oklahoma District. He has served as a director of the East Texas Chamber of Commerce and was president of the Silsbee chamber for two terms.

He is a member of the Dayton Rotary Club and has served in various capacities for the Sabine-Neches Boy Scout Council. He also has worked with the Texas Forestry Association and the Future Farmers of America.

Mr. Brannan and his wife, the former Catherine Morrel of Milford, Tex., have two daughters. The Brannans have a country home in Milford and plan to live there after retirement.

Neill Carpenter To End Career After 43 Years

Neill G. Carpenter, supervisor of industrial and commercial sales in the Lake Charles Division, retires March 1 after 43 years with our Company.

Mr. Carpenter joined the Company in 1926 as a student engineer in Lake Charles. He was named supervisor of service in 1929, and in 1930 he was transferred to Lafayette as supervisor of transmission.



He remained in Lafayette until 1933 when he moved back to Lake Charles as district supervisor. He became supervisor of electric distribution in 1939, and in 1949 he became a power sales engineer. He served for a short time as an engineer in T&D following World War II, but then he moved back to his post as sales engineer in 1946.

He was promoted to industrial engineer in 1949 and moved up to industrial and commercial sales supervisor in 1963.

A native of Texarkana, Tex., Mr. Carpenter holds an electrical engineering degree from Texas A&M University.

An active civic worker, he is a director of the Evening Lions Club in Lake Charles and a past director of the

local branch of the Louisiana Restaurant Association. He also is a member of the Institute of Electrical and Electronics Engineers.

Mr. Carpenter's outside interests are many and varied. He collects antique weapons, is an amateur oil painter and has been interested in genealogy for many years. He plans to devote more time to his hobbies after retirement.

While serving as an officer in the Army Signal Corps during World War II, Mr. Carpenter was stationed in Rome when the Allies took command of the city. In one of the first adaptations of psychological warfare, Mr. Carpenter's division took over all news media in the city, and he was in charge of commercial radio stations.

Mr. Carpenter and his wife, the former Marian Graham of Lake Charles, plan to spend three months in Europe following his retirement, and one of the cities they will visit is Rome. This time, he says, it will be a more leisurely sojourn.

Mr. Carpenter has three sons, Neill William of Houston, Glenn of Lafayette and Craig, now in the Marine Corps. He also has two stepsons, Taylor Kaough of Sulphur, La., and Gilbert Kaough, a student at McNeese State College in Lake Charles.

Thrift Plan

PURCHASES OF GSU stock made by the Trustee during January, 1968, covering employee deductions and Company contributions through December, 1968, were as follows:

5,161 shares of Common stock at a total cost of \$129,672.92 or an average cost per share of \$25.13.

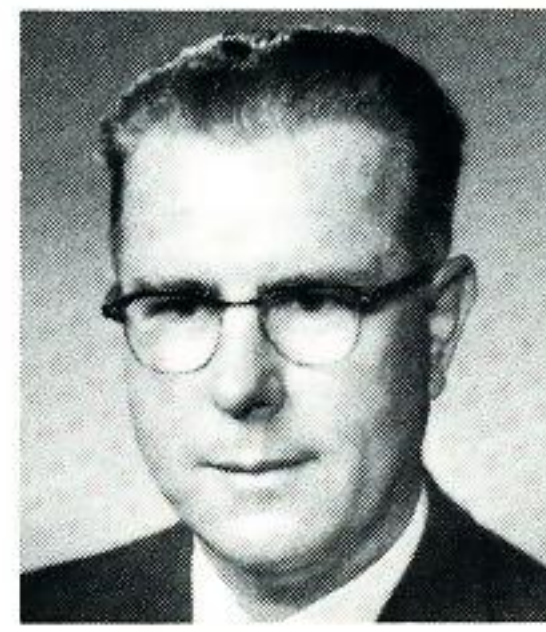
192 shares of \$4.40 Preferred stock at a cost of \$13,455.48 or an average cost per share of \$70.08.

The Trustee also deposited \$80,755.11 with the Savings Department of the First Security National Bank.

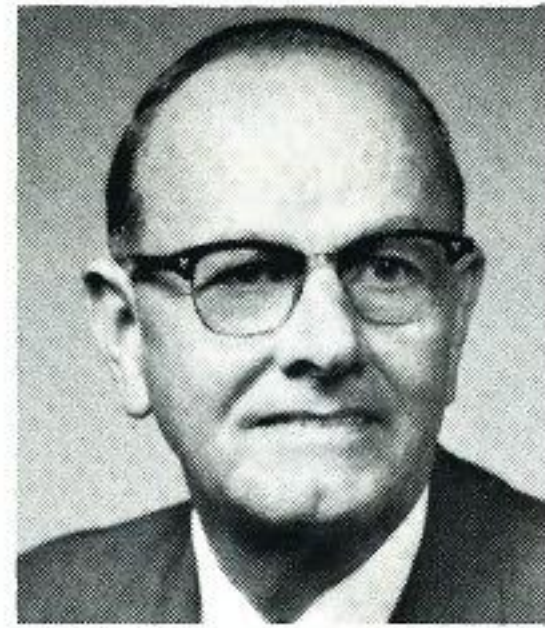




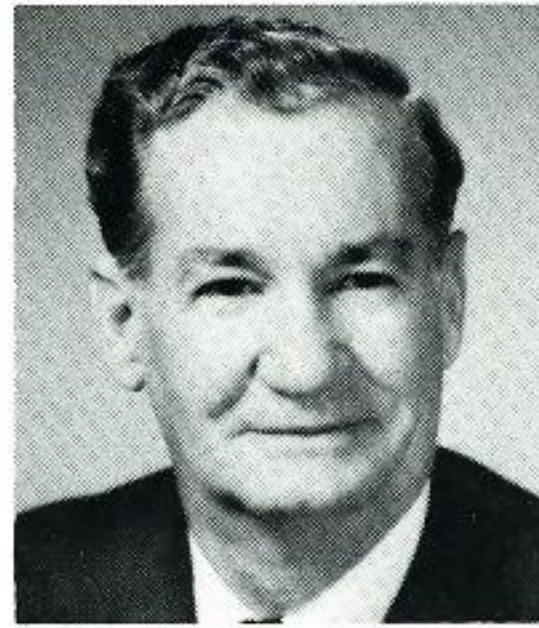
E. A. Werner
'State of Company'



F. R. Smith
'1969 Challenges'



E. L. Bailey
'Revenue Goals'



L. V. Dugas
'Sales Objectives'



J. S. Turner
'Public Relations'



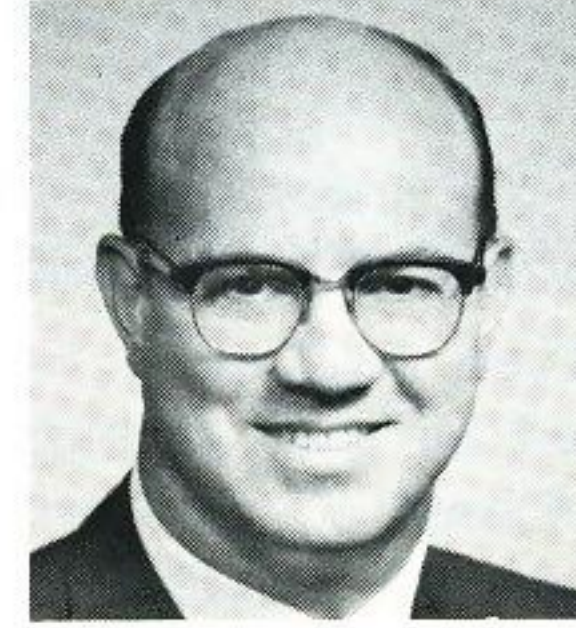
H. R. Mathews
'Revenue from Sales'



W. E. Richard
'Industrial Goals'



S. L. Adams
'Cycles of Growth'



R. W. Jackson
'Tight Money'



Bob Wynne
'How We Budget'



R. E. White
'Budget Control'



J. R. Murphy
'Job Opportunities'



Jack Worthy
'Future Legislation'

"State of Company" Meetings Held

Over 200 supervisory employees were attentive targets for last month's series of fast-paced "state of the union" quarterly management meetings.

Meetings were held late in January in Baton Rouge, Lake Charles and Beaumont and are being held this month for supervisors who were unable to attend earlier.

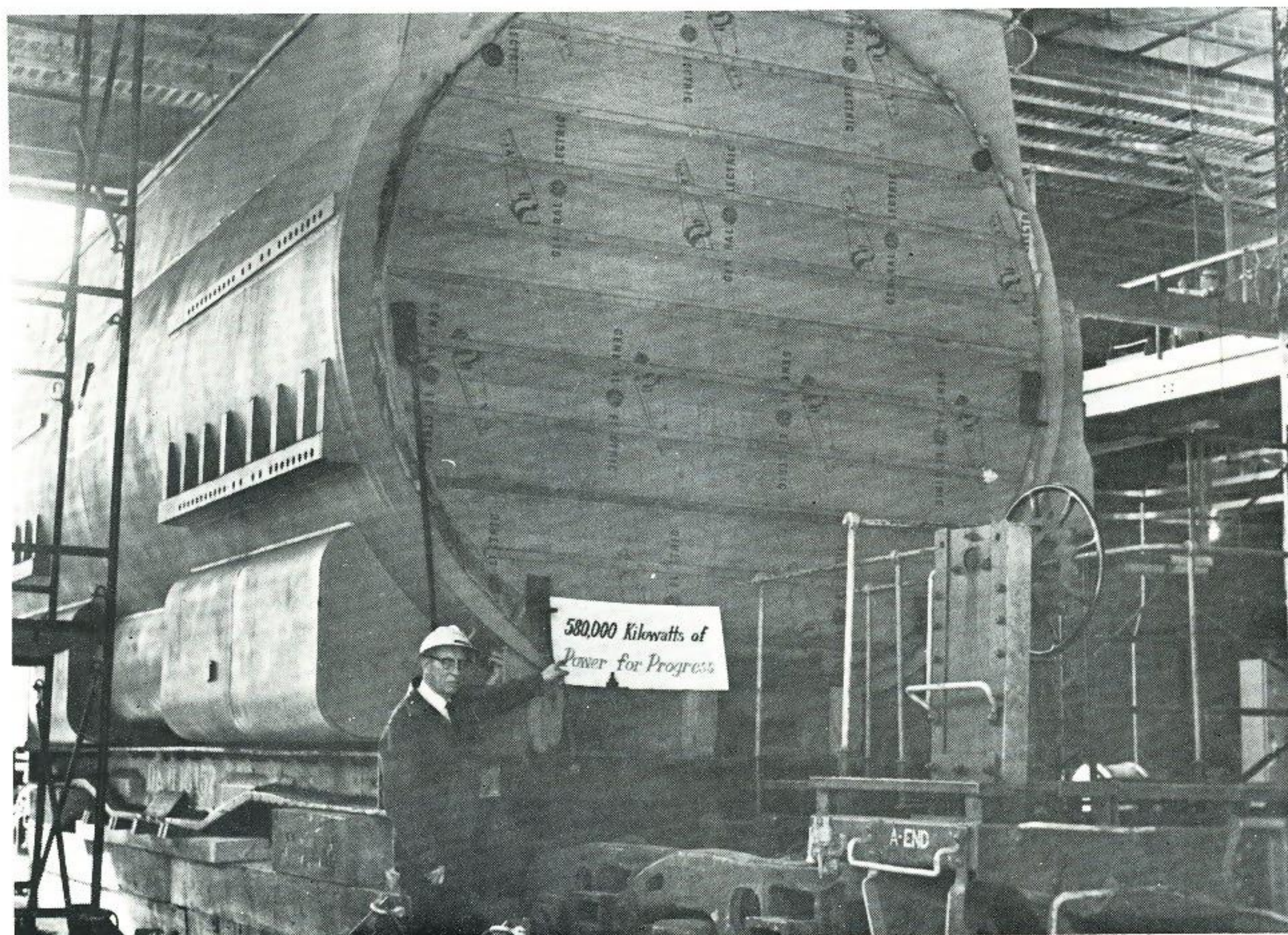
Theme of the program centered around challenges facing our Company in 1969 and during the next several years. Presentations were made by Floyd Smith, vice president of division operations, who introduced the program and set the stage for the program; E. L. Bailey, treasurer, who compared the financial pictures for 1968 and 1969; L. V. Dugas, vice president and general sales manager, Jim

Turner, advertising and public relations director, Herschel Mathews, residential and commercial sales promotion director, and W. E. Richard, then industrial sales director, who teamed up to present 1969's sales, advertising and public relations objectives; S. L. Adams, vice president of engineering, production and production-construction, who listed the concurrent conversion to higher transmission voltages and vast production construction programs as the reasons for the ambitious financing program now underway; R. W. Jackson, assistant treasurer, who explained the complexities of raising capital under the present tight money situation; Bob Wynne, assistant treasurer, who outlined how a budget is established; R. E. White, operations manager, who

discussed how every employee could contribute to budget control; J. R. "Pat" Murphy, vice president and personnel manager, who covered personnel development, labor relations, employee benefits and job opportunities and Jack Worthy, assistant to the vice president, Louisiana, who analyzed proposed national and state legislation that would affect GSU.

President Werner summed up the meetings by elaborating on the many examples of teamwork that had helped make possible a good year in 1968 and would help us set new records in 1969.

Mr. Werner emphasized that excellent records in safety, sales and cost awareness are mandatory if we are to successfully achieve our goals for 1969.



After 30 days of travel aboard a railroad flat car, a new 580,000 kilowatt generator was delivered for the fourth unit at Nelson Station in Lake Charles. Superintendent A. H. Demers is dwarfed in the picture by the giant generator, which will boost the generating capacity at Nelson Station to 964,000 kilowatts when it is phased into service. The unit was manufactured at General Electric's Schenectady, N. Y., plant and shipped to Nelson Station.

Johnson, Gann, Leblanc Move Up to New Posts

Three promotions in Jennings T&D were announced, effective Feb. 1.

Harvey R. Johnson, general line foreman at Jennings, was promoted and transferred to general line foreman, Lake Charles.

Moving into the post held by Mr. Johnson is Oscar A. Gann, formerly line foreman.

Odon J. LeBlanc succeeds Mr. Gann as line foreman in Jennings.

Mr. Johnson, a native of Westlake, La., had been general line foreman since 1954. He joined our Company in 1938 as a water works operator in Lake Charles. He progressed through various classifications in T&D until becoming a lineman in 1944.

Mr. Johnson served as line foreman in Lake Charles T&D from 1951 to 1954, before being transferred to Jennings.

Mr. Gann is a native of Gorman, Tex., and attended public schools in Albany, Tex., and McMurry College in

Abilene, Tex. He has been with our Company since 1946 when he was employed as a helper in Jennings T&D. He moved up to lineman in 1948, utility foreman in 1953 and line foreman in 1960.

Mr. LeBlanc, born in Rayne, La., joined the Company in 1947 as a helper. He became a lineman in 1949 and utility foreman in 1965. He graduated from St. Joseph High School in Rayne.

★ ★ ★

Estimated annual average use of electric power in the American home rose to a record high of 6,065 kilowatt-hours during 1968, an increase of 488 kilowatt-hours over the preceding year.

★ ★ ★

Tens of millions of Americans now own Savings Bonds and Freedom Shares worth \$52.2 billion.

Victor Bradley Named Foreman

The promotion of Victor H. Bradley Jr. to control operations foreman at Neches Station in Beaumont has been announced.

Mr. Bradley, a 20-year employee of our Company, was moved up from his position as turbine engineer at Neches.



He started out with the Company as an operator's helper at Neches in 1948. He became auxiliary operator in 1951, turbine operator in 1952 and second fireman in 1956.

In 1958 Mr. Bradley was promoted to equipment operator, and in 1966 he advanced to turbine engineer.

A native of Beaumont, Mr. Bradley was educated in South Park schools. He is a two-year veteran of the Navy.

Brandon Bryan Gets New Post

Brandon C. Bryan, formerly a scheduling analyst in engineering planning, has been transferred to the corporate and finance department and promoted to administrative assistant. The promotion became effective Feb. 1.

Mr. Bryan was employed by our Company in 1968 as a scheduling analyst.

A native of Beaumont, he attended public schools there and was graduated from Beaumont High School in 1960. He holds a bachelor of business administration degree from Lamar Tech and is working on an MBA.

Mr. Bryan is a member of the Beaumont Junior Chamber of Commerce and attends St. Andrew's Presbyterian Church.

He is married to the former Mary Ellen Osborn of Beaumont, and the couple has one child, Mary Cathryn, born Dec. 7, 1968.

SERVICE AWARDS

**TWENTY
YEARS**



W. W. Anderson
Production
Sabine Station



Mary F. Schlicher
Sales
Beaumont



Virgil M. Shaw
Executive
Baton Rouge



J. E. DeJean
Sales
Beaumont

**TEN
YEARS**



John G. Diaz
Engineering
Beaumont



Jim Purkey
Engineering
Beaumont



James Towers
Personnel
Baton Rouge

Five Employees Earn Diplomas

A number of employees took advantage of our Company's adult aid to education program during the past year to earn their high school or GED diplomas.

The five men who took part were T. L. Perkins, production employee at Willow Glen Station; Nathaniel Brown, Beaumont T&D; Raymond Jones, Baton Rouge T&D; C. S. Parker, Baton Rouge Gas Department; Lloyd Nelson, Baton Rouge T&D, and S. J. Turner, utility labor foreman, Beaumont.

In addition to these men, Herschel R. Mathews, residential and commercial sales promotion director for the system, won his master of arts degree through the program. Mr. Mathews received his degree from Lamar Tech in Beaumont.

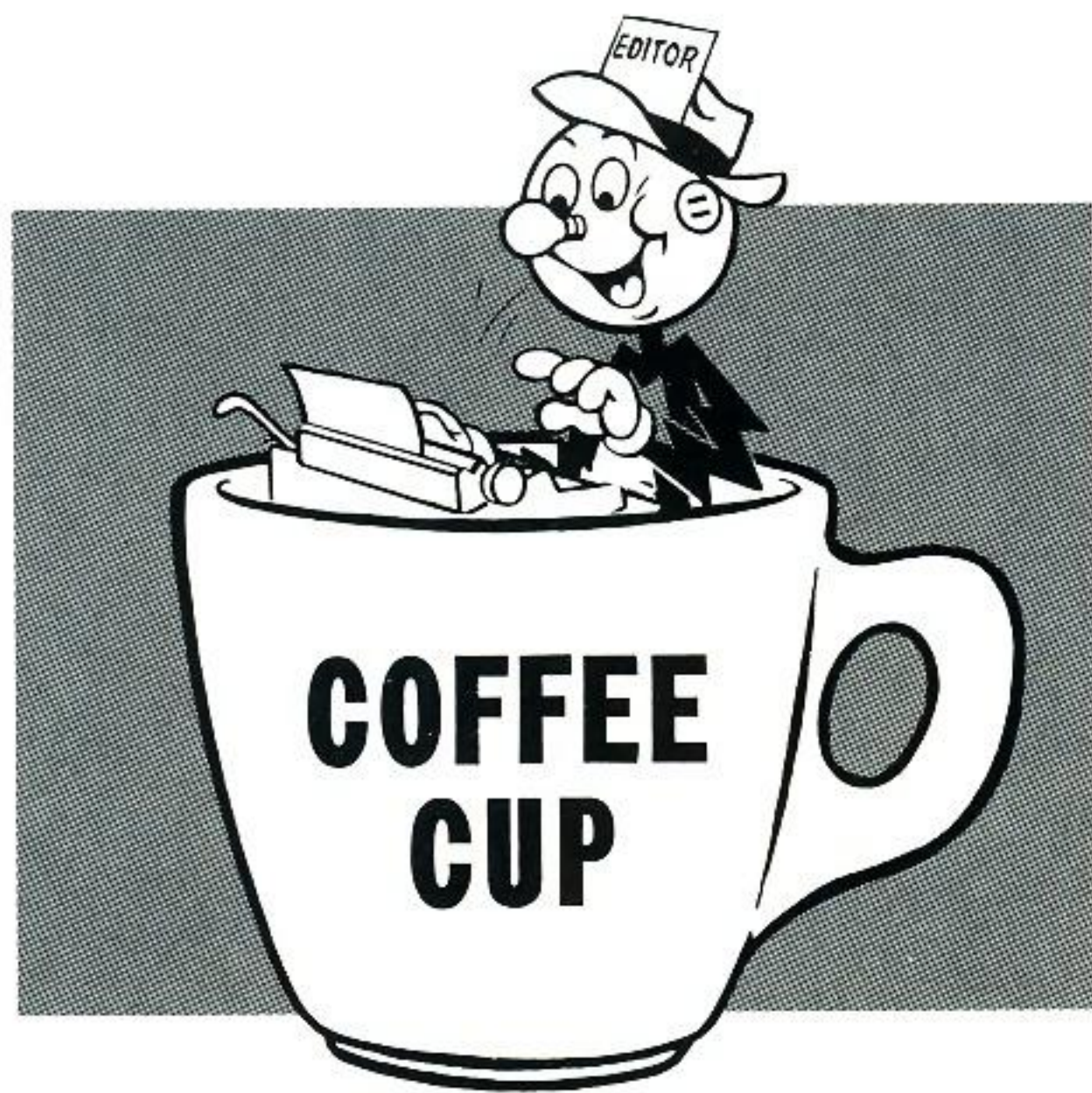
Employees who wish to participate may contact their supervisors who will obtain the necessary information from the Training Department.



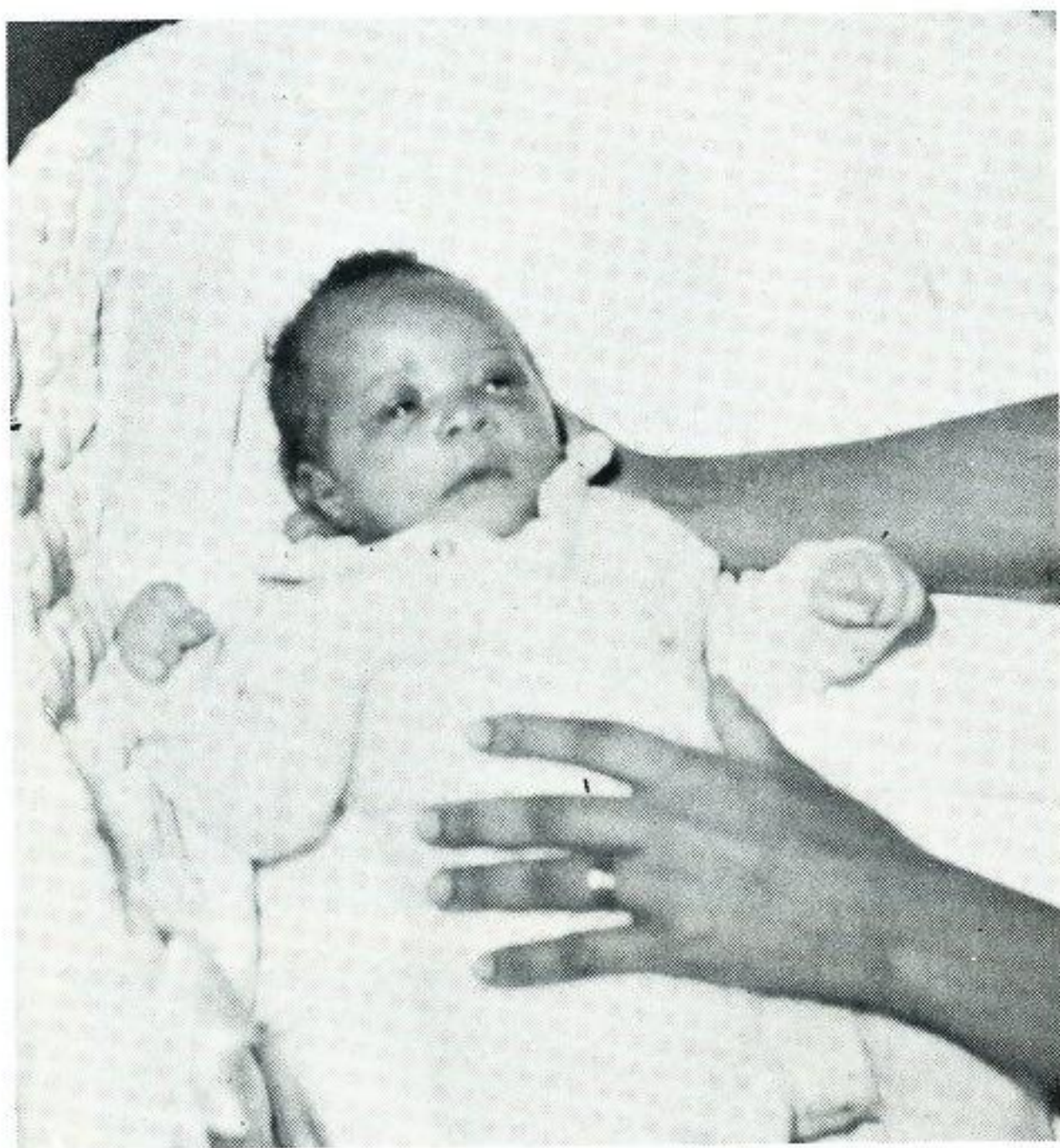
A series of Residential Dealer Kickoff Meetings captured the fancy of our Company's personnel as well as those businessmen in our system interested in the finer art of selling electric appliances.

The accent was on Vaudeville with banjo playing, pantomime and Gay Nineties costume skits sprinkled throughout the show. The program was presented throughout our system, and the reception was warm in all areas.

Twin movie screens were implemented to portray the theme of this year's advertising campaign to sell dryers. "Fight for Workless Washdays," a musical jingle created by our Company's advertising agency, also was incorporated in the show.



BATON ROUGE



Necchi Evyette Tunious, one month old, is the granddaughter of Mr. and Mrs. Leroy Tunious. Mr. Tunious is employed in Electric T&D.



Irene Serpas, credit department, was presented with a number of gifts before her departure to become a full-time homemaker. Pictured, left to right, are Laura Dupree, Mrs. Serpas, Toni Hudson, Martha Reeves (background), and Shirley Malbrough.



Claudia Adams, 16-year-old daughter of Mr. and Mrs. Claude D. Adams (Electric Meter Department) was chosen to represent her Junior Achievement Company, DOWCO, at the Southeast JA conference in Columbus, Ga. She is purchasing manager of her company and is a junior at Istrouma High School.

Margie Force



Dudley Holland's co-workers recently gathered to wish him the best of luck as he leaves to enter military service. He received his BS degree at LSU in January. Left to right are Barbara Hyatt, Irene Serpas, Toni Hudson, Mr. Holland, Opal Temple, Laura Dupree, Sharyn Evans and Glenda Ammons.

Mary Grunewald became the bride of Denton N. Thomas in a quiet ceremony on January 25 at the First Baptist Church.

Dan Wilson's brother, Charles V. Wilson, holds the title of "World's Champion Liar of 1968." He won the title recently from the Burlington, Wis., Liars Club. This tall-tale teller won with a description of his hometown (Ethel, La.). He said it was "so small they had to extend the town limits so there would be enough room in town for a phone booth."

Wedding bells will be ringing for Jo Ann Hayden and Charles A. Price. The rites will be held at 3 p.m. March 1 in the Winbourne Avenue Baptist Church.

SULPHUR



Little Steven Scott Schwalbe was the first baby to be born in Sulphur for 1969. The son of Mr. and Mrs. Steven O. Schwalbe, the infant was born Jan. 6 at 7:32 p.m., weighed 6 pounds, 15 ounces and was 20 inches long. Mr. Schwalbe, T&D substation helper, and his wife received an array of gifts from business firms in the Sulphur area.

Dorothy Bennett

NAVASOTA

Robert E. Lanier, division operating superintendent, was elected a director of the Navasota Federal Savings and Loan Association during a recent meeting of the group.

William Minor, son of D.A. (Dub) Minor of the storeroom, performed with the Prairie View A&M marching band during the Inaugural Parade for Texas Governor Preston Smith. Young Minor is a junior music major at Prairie View.