



*Plain
Talks*

GULF STATES UTILITIES COMPANY

JUNE 1966

Taxpayers May Be Winners

AS ROGER W. BENEDICT points out in a Wall Street Journal feature article, the Rural Electrification Administration has experienced a series of recent setbacks. The most potentially significant of these is found in a Colorado Supreme Court holding that a new power plant in that state which was primarily financed with funds borrowed from REA is illegal. The Court's reasoning is that the area served by this plant was already adequately served. This is in line with the Certificate of Convenience and Necessity rule applied to investor-owned utilities. The REA loan amounted to an unnecessary duplication of facilities and a waste of the taxpayers' money.

The decision is on appeal to the U. S. Supreme Court, so it remains to be seen what the end will be. And REA has other troubles. It has been charged in Congress with failing to abide by loan directives approved by that body. Proposals to materially cut the amount of money that will be available for REA loans in the future have brought protests from REA spokesmen, who want higher, not lower, authorizations. Many members of Congress have criticized those REA co-ops that have been using money borrowed at the below-cost rate of 2 per cent from the U. S. Treasury to invest or lend at higher rates.

There are numbers of reasons for all this. One is that rural America is virtually electrified now, thanks to investor-owned utilities and REA co-ops, so why should the co-ops go on expanding in nonfarm areas? Another is that Congress, faced with undetermined deficits and the snarling threat of more inflation, is getting weary of ponying up more and more subsidies to tax-exempt commercial activities. REA isn't going to vanish—but there is a chance that from now on it will find that Congress will be asking more questions before punting up. If so, the taxpayers will be the winners.

Can 120-Million Americans Be Wrong?

ON THE AVERAGE, about seven per cent of all personal savings of the American people are invested each year in investor-owned electric power companies for new electric plant construction.

The four million direct owners of the power companies—the share-owners—come from every profession and walk of life. In addition, more than

120 million Americans have a financial interest in the industry through holdings of life insurance policies, savings bank accounts, and pension funds.

Our Company's shareholders number 19,545. There are 5,432 living in Texas and Louisiana who own 2,931,837 shares. Our shareholders owned 20,747,328 shares of common stock at the end of 1965.

OUR COVER

GROUND BROKEN FOR WILLOW GLEN NUMBER THREE. Helping break ground for the new number three turbo-generator at Willow Glen Generating Station on May 18 were these three enterprising young shareholders. Left to right, Richey, Mary Robbin, and Robert, the children of Mr. and Mrs. Robert McGill of Norwood, Louisiana. Four generations of the A. N. Smith, Sr., family including the McGills are shareholders of our Company and were present at the ceremony. Watching the young shareholders at work in the background are, from left, Floyd Smith, vice president for Baton Rouge operations, Chairman Richard and President Werner.

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Member of Southeast Texas
Industrial Editors and Inter-
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You Can't See America

YOU CAN'T SEE AMERICA.

It's not hotdogs. They eat hotdogs in Russia, too.

It's not baseball, either, despite what they say in the World War II movies. They also play baseball in North Vietnam.

It's not even motherhood. Even though the Russians didn't invent it, they've got it just like we do.

But they haven't got America.

America isn't something you see, but something you do. It's not being well governed, but governing well. It's not being told what to do, but doing the telling. It's not merely voting for somebody, but helping the somebody you want get the votes.

You can't see America, because America is a feeling.

It's a feeling that you can be anything you can be . . . that nobody is really your boss, because you are . . . that there's really no other way for you and your children and their children to live.

To be an American is to be America. For America is the total of all the strivings for justice and freedom by every single American. In America, to be is to do.

The things we believe in most sincerely are the things we cannot see.

And you can't see America.



HELPS WITH WILLOW GLEN GROUNDBREAKING. Alfred Neil Smith, IV, goes to work in earnest as he lends a hand at May 18th groundbreaking ceremonies for \$42 million, 580,000 third unit at Willow Glen Generating Station. Taking part in the ceremonies were: left, F. R. Smith, vice president for Baton Rouge operations; A. N. Smith, Sr., Baton Rouge shareholder; Richey, Mary Robbin and Robert McGill, great grandchildren of Mr. Smith who yielded the official groundbreaking shovel; President Werner; A. N. Smith, Jr., and Chairman Richard. The McGill children are the fourth generation of Gulf States shareholders in the Smith family.

Big Day at Baton Rouge

. . . as ground broken for system's largest unit at Willow Glen and Baton Rouge area share holders meet . . .

IT WAS A BIG DAY at Baton Rouge, May 18, as ground was broken for one of the South's largest electric turbo-generators at Willow Glen Generating Station.

Two hundred Baton Rouge area shareholders, city and state officials were guests of our Company at the start of construction on the \$42 million, 580,000 kilowatt unit. The addition of the number three unit will boost the station's capability from 382,000 kilowatts to 962,000 kilowatts.

Following the 10:15 a.m. groundbreaking ceremony, a shareholder's informational luncheon meeting was held in the Main Ball Room of the Capitol House.

"This one unit will provide twice as much power as Gulf States had installed in three power stations at the

close of World War II," Chairman Richard said at the groundbreaking ceremony. "The new unit will generate enough electricity for the normal needs of a city with twice the population of Baton Rouge."

Mr. Richard, who was joined at the event by other top management officials from Baton Rouge and Beaumont, said that upon completion of the number three unit, our total capability will be increased by 22 per cent.

"This and other generating units under construction or on order will add 1,600,000 kilowatts of additional generating capability by 1970," Mr. Richard said. "This will increase our total generating capability by 71 per cent.

"I hope all this impresses you, not because Gulf States is rapidly increas-

ing its power supply, but because these giant power additions can only mean that the Louisiana Gulf coast area is experiencing very rapid industrial growth. This is attributable not only to the abundance of raw materials found here, but also to the aggressive salesmanship of your state and local governments."

Mr. Richard said that our Company is especially confident that this region between Baton Rouge and New Orleans along the Mississippi River is headed for great things in industrial growth.

"A chemical complex is assured in this locale with some of the biggest names in the business already here or planning to build," he reminded. "That means more jobs, more commercial establishments, schools, new homes, and a tremendous boost to the economy."

"With such pacesetters and excellent locations remaining, other so-called blue chippers are sure to follow. It wouldn't surprise us at all to see this stretch between Baton Rouge and New Orleans quickly become the South's hottest industrial development spot."

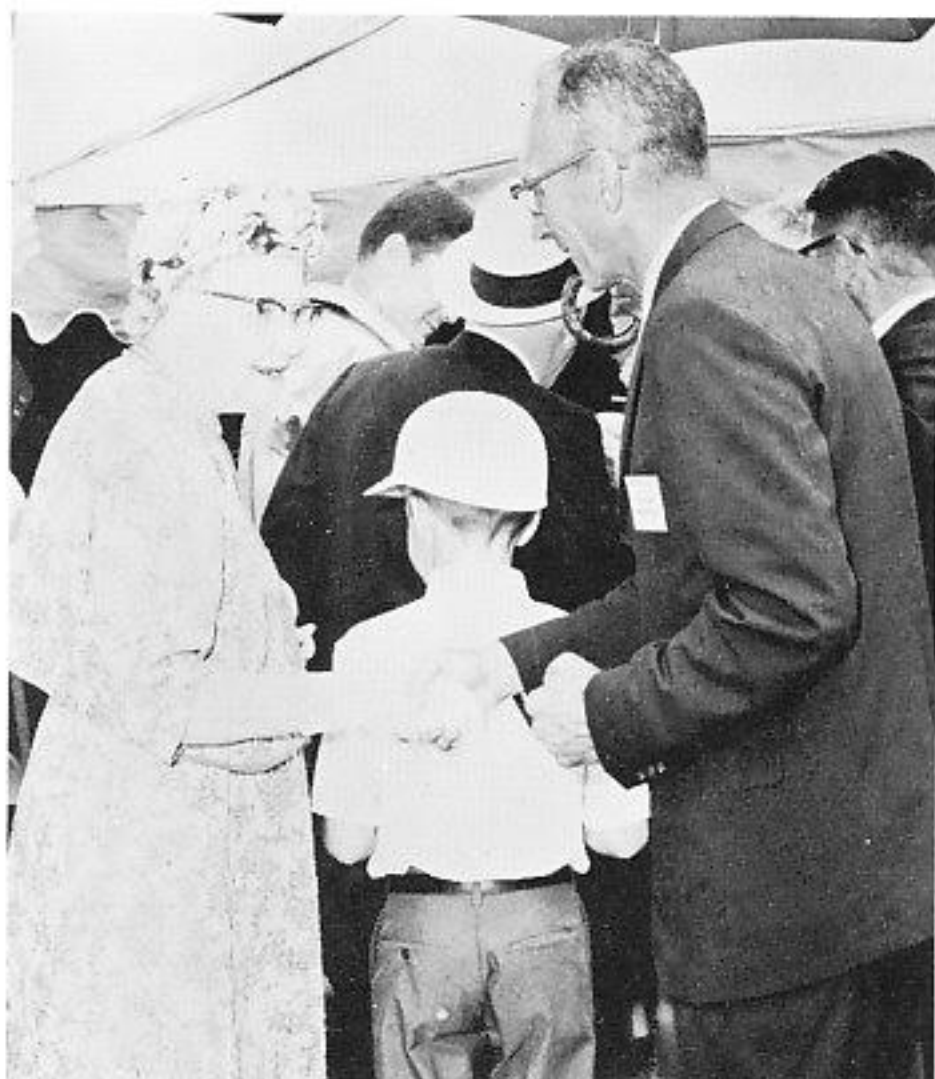
Following these brief remarks, Mr. Richard, President Werner, F. R. Smith, vice president for Baton Rouge operations, were joined by three young shareholders, Richey, Mary Robbin, and Robert, the sons and daughter of Mr. and Mrs. Robert McGill of Norwood, Louisiana. The children are the great grandchildren of A. N. Smith, Sr., of Baton Rouge and are the fourth generation of Gulf States shareholders.

Early the next day some 400 contractors' employees moved into the Willow Glen compound to begin work on the new unit. Installation work is expected to take a 30-month construction period.

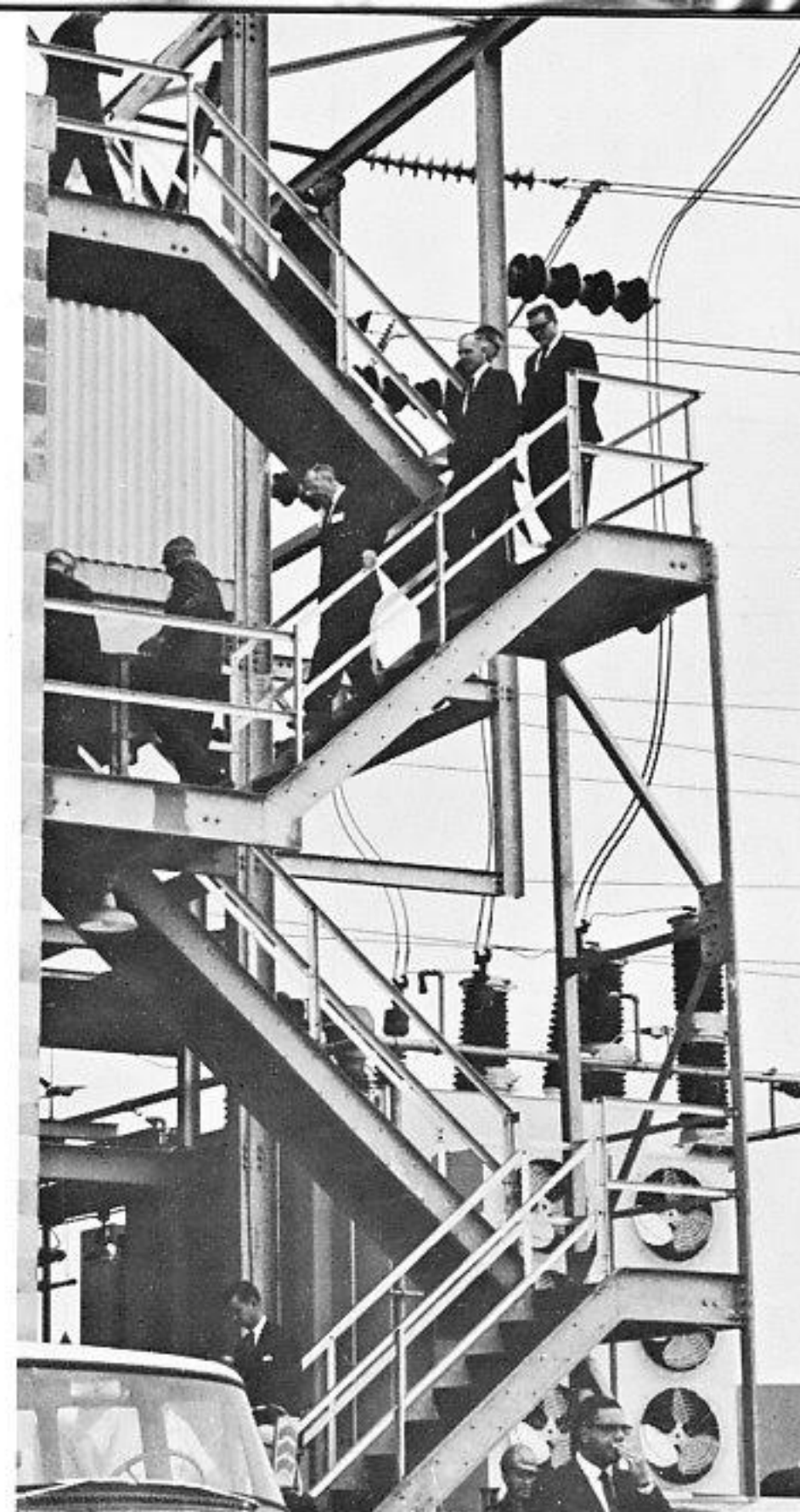
The third unit is expected to be on-the-line late in 1969. The first unit was completed in 1960 and the second was finished in 1964. With the number three unit, Willow Glen will become the largest generation station in our Louisiana and Texas service area.



SHAREHOLDERS. Bus service from Baton Rouge was provided area shareholders who wished to attend groundbreaking. Coverage of the event was provided by Baton Rouge television stations. A TV cameraman works at right.



GREETES GUESTS. Louis Christian, right, district superintendent, Baton Rouge, greets one of the shareholders who attended the groundbreaking.



TOUR STATION. Guests tour Willow Glen Station following groundbreaking ceremonies.



FEATURED SPEAKER. Chairman Richard was the principal speaker at both the groundbreaking and, along with President Werner, at the shareholders informational luncheon which followed. Mr. Richard said that by building this new 580,000 unit we were expressing our confidence that the region between Baton Rouge and New Orleans is headed for great things in industrial growth.



UNION REPRESENTED. Representatives of the Independent Electrical Workers Union, Joe Zammit, left, Louisiana Station, Bob Summers, Beaumont, business agent, and Herbert Ballard, Baton Rouge T&D, have picture taken with Chairman Richard and President Werner during the groundbreaking for Willow Glen Number 3.

INFORM SHAREHOLDERS. Following the Willow Glen groundbreaking, guests and Baton Rouge area shareholders attended a shareholders informational luncheon in the Capitol House. They heard Chairman Richard and President Werner review 1965 operations and outline our Company's growth plans for the next ten years.





NEW INDUSTRY FOR LOUISIANA. Employees of a St. Martin Parish seafood company work at a job which the Louisiana Crawfish Industry Development Association hopes will be the basis of a new \$10 to \$15 million industry. The meat being shelled will be used by the recently built Breaux Bridge Fine Foods, Compagine, Inc., in processing frozen Cajun crawfish specialties. These women will shell some 5,000 pounds of boiled crawfish to obtain the almost

500 pounds of meat used daily in crawfish etoufee and patties currently being turned out by the food processing company. In the past the majority of the Louisiana crawfish harvest was marketed locally. This has amounted to around \$4 million a season the development association estimates. With the new method of blast freezing and development of suitable packaging crawfish can now be marketed on a national level.

A Local Food Specialty Is Developing Into a New Industry for Louisiana

"NOT TOO MANY YEARS ago people 'round here seined crawfish from the swamps and fed them to the pigs by the wagonload," said State Representative J. Burton Angelle, of St. Martin Parish as he talked about the early history of the Louisiana crawfish industry.

"But it didn't take a Frenchman long to discover what good eating crawfish are and now it's a way of life," he said.

Mr. Angelle is chairman of the Crawfish Industry Development Association and probably knows more

about crawfish than any other man around the Breaux Bridge-Henderson area. "Today, the industry averages around \$4 to \$5 million a year. We hope to increase this to \$10 to \$15 million."

This would be a pretty good income when you consider that the crawfish season is only about six months long, usually starting late in February. The season is governed by such variables as water, environment, climate and rainfall. Cold weather sends the crawfish into hibernation. During hot, dry weather of late summer he digs

into the mud and holes up.

Crawfish come from two sources, natural bodies of water such as swamps and from crawfish ponds which can be constructed yearly and drained when the season is over. Crawfish ponds, about 18 inches deep, can include rice fields.

Rice farming plays an important role in farming in this part of the country. Combining rice and crawfish, which is also a good eating combination, can provide the farmer with another \$200 to \$600 per acre from crawfish alone.

"About eight years ago the first crawfish farm was developed," Mr. Angelle said. "But it was about five years ago that the idea really caught on and we went to raising them commercially. There are now about 25 crawfish farms in St. Martin Parish alone. These represent some 20,000 acres under water."

Up to this year almost all of the crawfish harvested were marketed locally. With the construction of the \$175,000 processing plant of the Breaux Bridge Fine Foods Compagnie, Inc. in St. Martin Parish by Charles B. Gholson of Anse La Butte a program got underway to market crawfish nationwide.

"In the past the processing plants at Henderson and some of the restaurants, like Don's in Lafayette, had canned frozen crawfish etoufee but Breaux Bridge Fine Foods is the first to go at it in a big way," said Mr. Angelle.

Breaux Bridge Fine Foods is presently processing 240 pounds of crawfish etoufee and 240 pounds of crawfish patties. P. C. Carr, superintendent for Gholson and Gholson Oil Company and Manager of Breaux Bridge Fine Foods, had initially planned to market his products in a five state area, but he says he can't supply the local demand.

"One store in Lafayette has been our largest customer. He sells all we can supply him," Mr. Carr said. "We're now test marketing in Baton Rouge and New Orleans. One Baton Rouge grocery chain has said they could market all we can process."

It takes a lot of live crawfish to turn out almost 500 pounds of prepared etoufee and patties each day. Around 5,000 pounds of fresh crawfish are boiled and peeled at Naquin's Seafood Company next door to the processing plant. The meat is transferred directly to the processing plant. It is first cooled then cooked with the other ingredients in large stainless steel cookers. Following packaging it is cooled to 30 degrees and then blast frozen at 10 degrees below zero.

(Continued on next page)



CRAWFISH WEEK PROCLAIMED. Louisiana Governor John J. McKeithen holds up a crawfish following his signing a proclamation setting aside the week of the Breaux Bridge Crawfish Festival, held this year May 10-16, as "Official Crawfish Eating Week." At the right State Representative J. Burton Angelle of St. Martin Parish, president of the Louisiana Crawfish Industry Development Association, presents the governor with two packages of Breaux Bridge Fine Foods frozen crawfish etoufee. Present for the signing were, left, Garland Bonin, commissioner of welfare, Ray Pellerin and Aubrey Heumann, president and vice president, respectively of the Crawfish Festival.



CHECK CRAWFISH PONDS. Earl Broussard, commercial sales representative, Lafayette, and Rep. Angelle inspect one of the 25 commercial crawfish ponds in St. Martin Parish. There are presently some 20,000 acres in St. Martin Parish alone under water. The crawfish industry now covers some 25 parishes in South Louisiana and interest has spread to Texas and Mississippi.



PREPARES CRAWFISH ETOUFE. Mr. Broussard watches as Mrs. Harris Champagne, the chief cook for Breaux Bridge Fine Foods Compagnie, Inc., cook 240 pounds of crawfish etoufee. After cooking, the etoufee is packaged and blast frozen at 10 degrees below zero.

(Continued from page 5)

"The secret is in the cooking of the food and in the freezing," Mr. Carr said. "You not only have to know what ingredients to use and how much, but when to use them. It's something that comes from practice."

The cooking of the etoufee and patties is the responsibility of the chief cook, Mrs. Harris Champagne.

"Mrs. Champagne is responsible for the development of crawfish etoufee in this area on a big scale," says Earl Broussard, commercial sales representative at Lafayette. "She started out preparing etoufee from her own recipe in area restaurants about 15 years ago."

Mrs. Champagne said she and Mr. Carr started out with two pounds of crawfish and kept making samples until they came up with the recipe they wanted.

When crawfish are not in season, Breaux Bridge Fine Foods will prepare frozen okra, shrimp and chicken gumbo, prepared by recipes peculiar to the Cajun country, using local farm produce.

The Louisiana Crawfish Industry Development Association was organized in May, 1965, to promote the



PACKAGING CRAWFISH PATTIES. Employees of Breaux Bridge Fine Foods are in the process of packaging 240 pounds of crawfish patties. This is enough crawfish to fill 400 to 500 dozen patty shells a day. Breaux Bridge Fine Foods was organized earlier

this year for the purpose of marketing crawfish, long a favorite with visitors to the Cajun country, on a nation-wide basis. After the crawfish season is over, the company will process foods peculiar to the Cajun country, such as gumbos, using local farm produce.

industry and the use of crawfish in areas away from the local trade.

"The industry has grown now so that it has spread from St. Martin and St. Mary Parishes where it was first centered to include 25 parishes in South Louisiana," Mr. Angelle said. "In fact it has grown to such importance that the Mississippi Legislature has appropriated \$40,000 for research in the southern Mississippi counties."

This past year Louisiana Governor John J. McKeithen allocated \$50,000 for study and research—\$25,000 went to the University of Southwestern Louisiana, Lafayette, for research in processing and packaging and \$25,000 to Louisiana State University, Baton Rouge, for biological research.

Crawfish raising has even spread to Texas. A rice farmer near Winnie in Chambers County recently opened ponds on his farm as a recreational area letting the public catch crawfish, paying for them by the pound.

The highlight of the Louisiana crawfish season is the annual Crawfish Festival at Breaux Bridge during April and Lafayette Gulf Staters climax the season with a crawfish boil

on the Service Center parking lot. This year the boil was held June 3 with 1,400 pounds of crawfish prepared. When some 200 Gulf Staters, spouses and dates finished eating there were only about three crawfish left and they had been dropped on the ground.

"Man! That was some good eating."

CRAWFISH SEASON HIGHLIGHT. The annual crawfish boil held by Gulf Staters in Lafayette climaxes the crawfish season. There is a special, and easy, way to extract the meat from crawfish tails, and these two Lafayette employees, Lucina "Tookie" Guidry and Barbara Meaux, have no trouble shelling their crawfish, for some good eating.





NAMED TOP FARMER IN JEFF DAVIS PARISH. Mr. and Mrs. Carl Hoppe of Fenton, Louisiana, received the Jeff Davis Parish Farmer of the Year award from Leo Bordelion, right, vice chairman of the Jennings Association of Commerce's agriculture committee. At the left is Arthur Spurry, tour chairman. Mr. Hoppe, an operator of 630 acre farm in the Fenton community, is a customer of our Company.

Fenton Customer Named "Farmer of the Year"

A FENTON, LOUISIANA, FARMER, who got his start as a share cropper for his tenant farmer father, has been named "Farmer of the Year" for Jeff Davis Parish by the Jennings Association of Commerce.

Carl Hoppe, a customer of our Company, received this honor during the annual farm-home tour of the Association's agriculture committee and Jennings business people on May 31. He was also honored by the Association at a banquet on June 14.

Mr. Hoppe, who specializes in rice and soybean farming along with raising Black Angus cattle, now owns 560 acres of farm land at Fenton and rents 70 acres to give 630 acres for his farm production.

Most of Mr. Hoppe's crop income comes from rice, having 211 acres

planted at the present. The rice is rotated with clover and bermuda grass. He averages 27 barrels of rice per acre.

Last year Mr. Hoppe planted his first crop of soybeans. His crop consisted of 65 acres and yielded 2,199 bushels of beans. He plans to plant 130 acres in soybeans this year.

Last year Mr. Hoppe was able to harvest an unusual yield on ten acres of his soybean crop. His soybeans adjoined his rice field. When he turned the water out of his rice, he ran it across the soybean field. This particular spot yielded 45 bushels of soybeans per acre, over twice the average yield.

By growing soybeans, Mr. Hoppe is able to use the same equipment used for rice.

His herd of Black Angus consists of 96 brood cows and he uses only pure-bred Angus bulls. The cattle graze on grasses from laid-out rice land during the summer and rye grass during the winter.

The "Farmer of the Year" award is a revision of the annual Jennings AofC balanced farm-home award program. In the past, several farmers were chosen and were presented large outdoor plaques.

The revised program includes one farmer and his family as the "Farmer of the Year." Farmers who received awards in the past are eligible for the new award.

The A of C's choice is based not only on the farming aspect, but also on the farmer's home and family.

Mr. and Mrs. Hoppe's son, James Everett, 21, is following in his dad's shoes. He attends the University of Southwestern Louisiana where he is a junior in vocational agriculture.

James was an active member in 4-H and was a member of the Future Farmers of America at Fenton High School. He was chosen Star Chapter Farmer and State Farmer in 1963. He was recently awarded the "American Farmer of the Year" award at the national FFA convention in Kansas City.

James is married to the former Brenda Baker of Fenton.

The Hoppes have two daughters, Patti Jane, married to George Theriot, Jr., of Fenton. They have four daughters. The other daughter, Eva Marie, is married to Donald Doiron of Thornwell.

Both girls were active in 4-H work. Eva represented the parish at short course and 4-H Achievement Day.

Mr. Hoppe is a member of the Jeff Davis Parish Cattlemen's Association, and the Farm Bureau. He is also deputy grand knight of the Kinder Knights of Columbus. He is an honorary member of the Fenton FFA.

Mrs. Hoppe is an honorary member of the Future Homemakers of America. She has assisted girls in 4-H club work for six years and is a member of the Home Demonstration Club of Fenton.

Orange District Opens New Quarters

THE ORANGE DISTRICT Offices and Service Center, already in full use, welcomed the public to an open house on June 4. An open house was held for Gulf Staters and their families the previous night.

The new center is located on a 6¼ acre site at Strickland Drive and Camilia Street opposite Orange Memorial Hospital. It houses administrative, accounting, sales, engineering, line and service departments. Some 65 Gulf Staters work out of this facility providing services to the Orange County communities of Orange, West Orange, Orangefield, Bridge City, Cove, Little Cypress, Mauriceville, and the surrounding countryside.

The new offices replace the former district headquarters at 104 Front Street, which was our Orange home for 40 years.

The formal opening of the new offices and service center is a continuation of the partnership between the City of Orange and our Company formed back in 1925. For it was at Orange, forty years ago, that Gulf States Utilities Company was born.

Our Orange "parent", one of 60 predecessor companies, was the Orange Ice, Light and Water Company. Our Company was organized to purchase this enterprise as the nucleus of the electric power system that now supplies electric power to most

of Southeast Texas and South Central Louisiana.

Also housed in the all-electric building are an auditorium with 150 seating capacity, a coffee shop, a first aid room, locker and shower facilities for service and shop employees, storeroom, appliance repair and meter shops and a salesfloor on which are located the cashiers, sales personnel, PBX operators and information desk.

The building is of brick, concrete and steel construction with a decorative marble-crete on the outside of the auditorium.

Not only are the most up-to-date architectural designs incorporated in the new center, but the most modern methods in lighting, heating, and cooling are utilized.

The building, which is heated and cooled electrically is one of the first in our service area to use a heat conservation principle along with heat from lighting fixtures for the heating cycle.

Latest lighting fixtures are used throughout, including recessed cove arrangements. Different types of flood lighting equipment are arranged outside the building.

The entire pine tree covered tract has been landscaped to make the new Orange District Offices and Service Center an attractive new addition to Orange County.



NEW HOME OF ORANGE DISTRICT. After being located at 104 Front Street for the last 40 years, the Orange District offices and service center has moved to its new location at Strickland Drive and Camelia Street opposite the Orange Memorial Hospital. The new facilities were shown

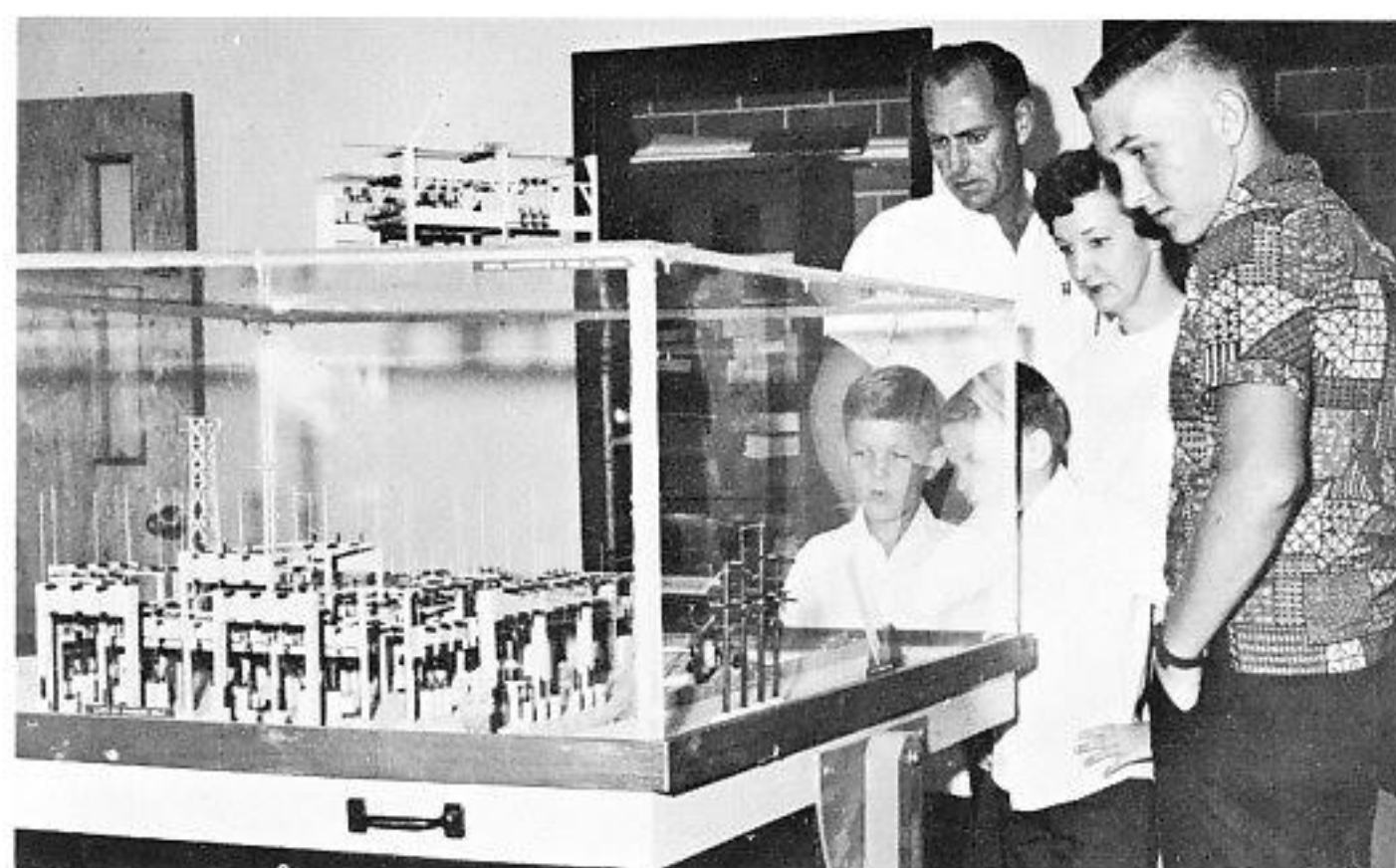
to our Orange friends at an open house on June 4. The carefully planned flood lighting shows off the architectural designs of the building and highlights the beautifully landscaped grounds. The beautifully designed building adds much to the Orange community.



TOUR NEW FACILITIES. A small part of the Orange citizens who toured the new facilities, June 4, look over the salesfloor displays. At the left is Henry Kluttz, general maintenance supervisor, Sabine Station, who was on hand to explain the power plant display. T. O. "Doc" Charleton, district superintendent, talks to some guests at the right.



TOUR STOREROOM AND SERVICE DEPARTMENTS. At the left, Don Cowan, storeroom keeper, and Buck Wingard, commercial sales representative, explain some of the line equipment on display. At the right, J. S. Rougeau, service foreman, and Gene Salonek, substation operator, explain how the planning room is placed into service during emergencies.



INSPECT SUBSTATION MODEL. The family of Harvey Barrow, collector for Orange District, look over the model of a bulk substation that was on display in the Engineering Department during the open house.

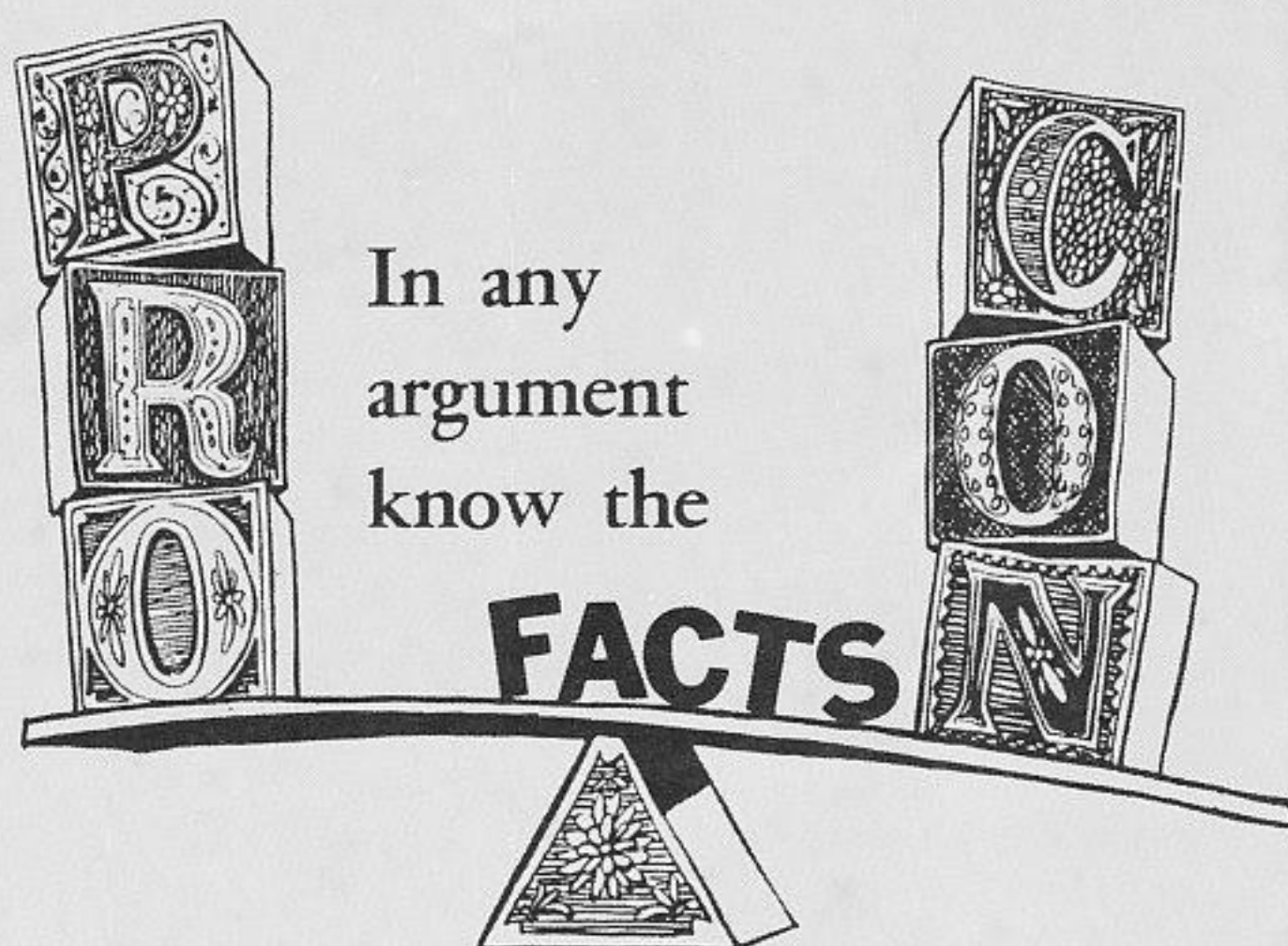


STOREROOM TOUR. Dalton Woodard, appliance repair, points out some special features of commercial cooking equipment as guests visit the merchandise storeroom. Below visitors pause in their tour of Orange headquarters for refreshments on the loading dock at the rear of the building.

ENJOY REFRESHMENTS. Gulf Staters are served refreshments during the employee open house on June 3.

VISIT AUDITORIUM. Walter House, sales supervisor, second from right, and Jane McKenzie, home service advisor, right, chat with guests as they visit the auditorium and demonstration kitchen.





In any
argument
know the

FACTS

Continued: The facts for combating the distorted story of the ever-continuing battle with Louisiana Co-Ops' efforts to build a Super Co-Op G&T with a \$56.5 million loan for the REA. Our Company and the other investor-owned electric companies of Louisiana still maintain that this loan is a waste of your tax money.

The super co-op says: "The companies are attempting to smoke screen their real reasons for opposing the loan with such issues as taxes, Federalism, interest rates, etc."

The facts: The Federally sponsored cooperatives are excused from paying taxes, their interest rates are subsidized and their rates and operations are not regulated by any public authority. This is very real and unfair competition to the investor-owned companies. It is the REA which acts to hide these facts with half-truths and exaggerations.

Investor-owned electric companies pay about 23 per cent of every dollar of revenue in support of local, state and Federal governments as compared to a token payment of about one per cent paid by the co-ops.

Cooperatives receive their financing from the Federal Government at an interest rate of only two per cent. To have money available for loan to cooperatives the Federal Government must secure it by borrowing on the open market at an interest rate much higher—presently nearly double—than the cooperatives pay the government.

The Federal Government maintains a staff of about 1,000 people in the Rural Electrification Administration Agency to supervise, control and provide cooperatives with engineering, sales and other services. Since the inception of the REA program, this control and the supervisory services have cost over \$130 million, none reimbursable, to the Government.

Cooperatives receive a special postal rate which amounts to about one-fourth of the regular second

class charge. This extra subsidy is particularly unfair and discriminatory since rates to other users of the U. S. mails have recently been raised to make up for the mounting postal deficit.

The super co-op says: "Although the power companies have about 27,000 miles of distribution lines, compared to about 26,000 miles owned by the Co-ops, the four companies have a 100 per cent monopoly of wholesale power sales, over 99 per cent of all industrial sales and approximately 95 per cent of all retail sales in the State."

"Not content with more than a lion's share, the companies are determined that a yardstick will not be established in Louisiana to measure the true cost of producing electricity."

The facts: Here again, the super co-op is pressing for a so-called "yardstick" which is just another attempt to justify the spending of taxpayers' money for unnecessary facilities—facilities that will only duplicate those of the investor-owned companies.

It was not the intent of the REA Act that co-operatives should use their subsidies to serve industries or anybody who had central station service. Nor was it the intent of the Act that co-operatives should use their subsidies as a means of attracting customers in communities already receiving adequate service.

The super co-op says: "If the Cooperatives are to continue to serve the remote areas, the back-forty farmers, camp sites, etc., of the state, they must secure a dependable source of wholesale power at reasonable costs. At present, the Co-ops have no security whatsoever, nor do the ONE-HALF MILLION citizens they serve. The Co-ops are utterly dependent on hostile companies for power."

The facts: The co-ops have been offered the security of a ten-year contract that will give them all the power they will need at wholesale rates which are among the lowest in the nation. Power is now delivered to the co-ops at some 138 points throughout the State. Additional delivery points have always been established as they were needed. However, while the REA representatives in Washington have continued to ignore the companies' offer, they have never questioned the cost of power, they have never questioned the points of service, nor have they questioned the length of the contract as being deficient.

Under the pretense of creating a "mythical yardstick" the REA administrator in Washington is dedicated to dividing the state of Louisiana into service territories, an act that would be held in restraint of trade under state and Federal laws.

Louisiana's Outstanding FFA'ers Win Honors at Baton Rouge

ENDLESS HOURS OF STUDY and work had their reward this month during Louisiana's annual Future Farmers of America Association convention in Baton Rouge. Our Company, along with the state's other investor-owned utilities, saluted the rural "leaders of tomorrow" with the second annual Farm Electrification and Mechanics Awards luncheon at the Lakeshore Parliament House Motor Hotel.

Some 200 blue and gold jacketed young men jammed the State Room for the event that served as a kickoff for the annual two-day state FFA convention. The Future Farmers heard an address by our Company's W. E. Richard, superintendent of industrial and commercial sales, whose thought-provoking talk on free enterprise opened eyes with its title: "Beetle Haircuts, Mod Skirts and the American Economy."

First place winner in the electrification and mechanics contest was Bill Huszar of the FFA chapter at Albany High School. He received a plaque and expense-paid trips to the national FFA convention in Kansas City for himself and his teacher, Orin Herring. Mr. Richard presented the first place state award.

V. M. Shaw, superintendent of sales, Baton Rouge, joined officials from Central Louisiana Electric Company, Louisiana Power and Light



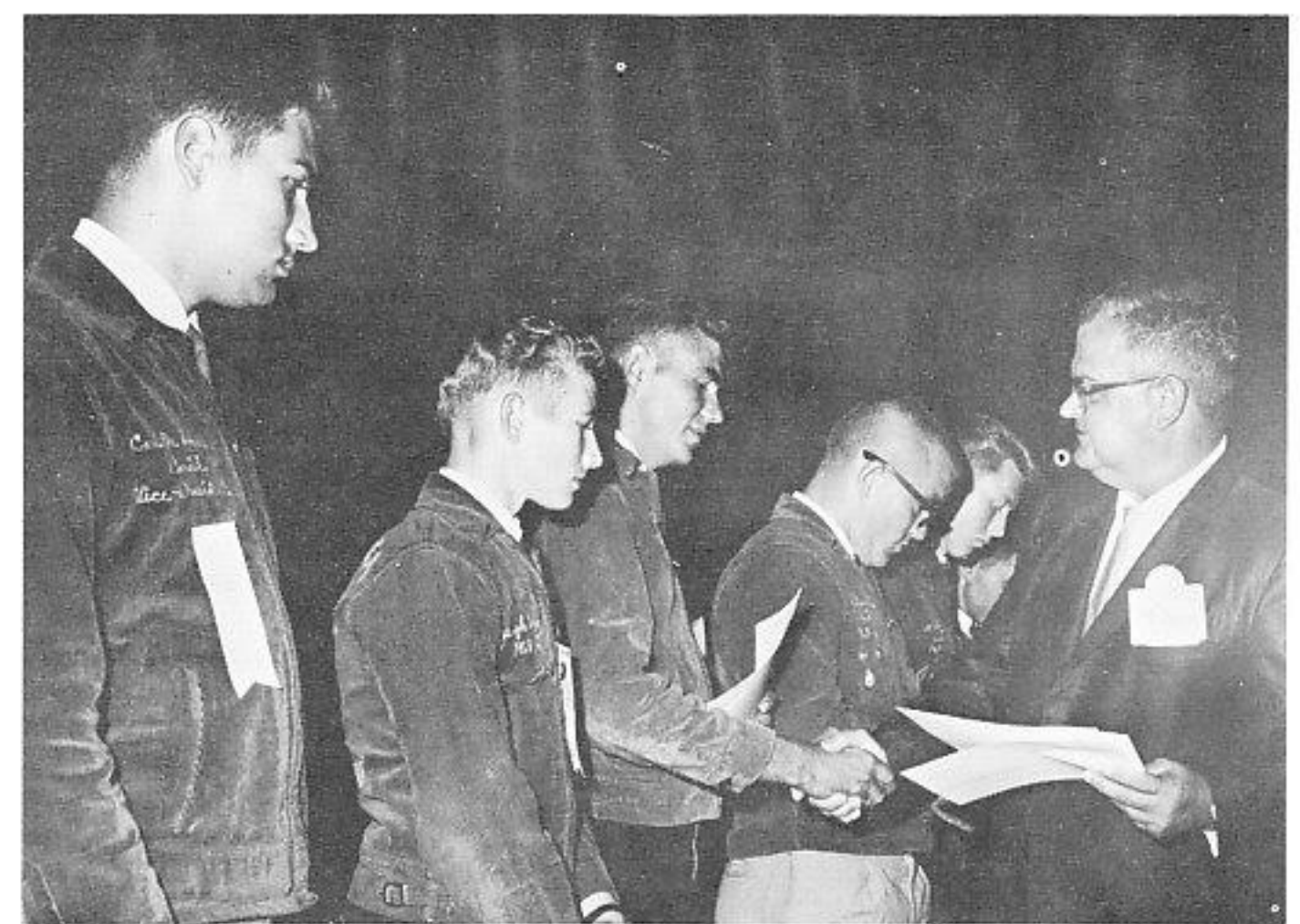
GSU'ER PRINCIPAL SPEAKER. W. E. Richard, superintendent of industrial and commercial sales, Beaumont, was the principal speaker at the Farm Electrification and Mechanics Awards luncheon during the annual Louisiana Future Farmers of America convention in Baton Rouge. He won the undivided attention of the FFA'ers with a talk on free enterprise entitled, "Beetle Haircuts, Mod Skirts and the American Economy." Kenneth Bordelon, president of Louisiana's FFA Association, and V. M. Shaw, superintendent of sales, Baton Rouge, are at Mr. Richard's left.

Company and Southwestern Electric Power Company in presenting winners in the four area contests.

FFA'ers from across the state competed in one of four area contests early last spring. They were judged on their ability to perform specific jobs dealing with their electrical and mechanical studies. Finalists in the area contests advanced to state judging last month, from where the 1966 winners emerged.



STATE EDUCATOR ON HAND. Mack Avants, executive assistant superintendent, State Department of Education, saluted the FFA'ers on their "excellent work" and the investor-owned electric companies' sponsorship of the state-wide contest. Ed Hodges, superintendent of sales, Lake Charles, is shown in foreground. Standing behind Mr. Shaw is Dick Krouse, area development engineer.



FFA AWARD WINNERS. V. M. Shaw, superintendent of sales, Baton Rouge, passes out certificates and congratulations to Area IV winners in the farm electrification and mechanics contest. Our Company was joined by Central Louisiana Electric Company, Louisiana Power and Light and Southwestern Electric Power Company in sponsoring the contest.



BATON ROUGE WINNERS. Top row, left to right, David Rogers, winner, champion flight; Richard Day, third, champion flight; Danny Garon, runner-up, third flight; Ed Loggins, third, second flight; Pat Murphy, runner-up, second flight; and Ken McCulloch, winner, first flight. Bottom row, left to right, John Watlington, winner, second flight; Joe Guercio, winner, third flight; Gary Diamond, runner-up, first flight; Richard Bergeron, runner-up, champion flight; and Phil Levert, hole-in-one winner.

Golf Tournaments Highlight Memorial Day Holiday

PAR WENT UNSCATHED but the fairways took a beating at Howell Park as our Company's Baton Rouge Division staged its fourth annual Memorial Day Golf Tournament.

Coming the closest to Howell Park's par 68 was David Rogers who fired a 78. It was good enough for first place in the championship flight, which paid off with a handsome trophy and merchandise. Close behind were Richard Bergeron with a 79 and Richard Day with an 80.

The tourney, which drew 35 entrants this year, had a hole-in-one contest and Phil Levert came the closest. He stroked his tee shot 13 feet from the No. 15 cup to claim top honors.

Ken McCulloch won the first flight with a 79 to win another trophy. Gary Diamond carded an 83 for second place and W. J. Goodwin shot an 84 for third place. The second flight trophy was claimed by John Watlington, who toured the flat, municipal course in 80. He was trailed by Pat Murphy with a 93 and Ed Loggins with a 94. Joe Guercio authored an 87 to win the third flight trophy. Danny Garon fired a 96 for second place and Joe Zammit hit an even 100 for third place.

There was some question as to the most deserving when it came to the "crying towel." Virgil Shaw won it officially, thanks to a round that included 122 strokes, but Tom Boone got some consideration. Mr. Boone, a member of the tournament steering committee, started to leave the park late in the day and discovered his golf bag had been stolen from his car. Not only was he minus bag, clubs and golf balls, but he had also put his watch inside the bag before starting to play.

A RAINY AFTERNOON slowed down, but didn't stop 69 Texas and Lake Charles Divisions Gulf Staters as they took part in the annual Memorial Day golf tournament at Pine-wood Country Club near Beaumont.

Luther Risher, Beaumont, walked away with two tickets for a Houston Astros game for ending up with low gross of 76 and the first place trophy in the first flight. H. J. Sutton, Beaumont, also won two tickets to the Harris County Domed Stadium with a low net of 62. He, too, walked away with a trophy for playing to a first place in the fifth flight.

Coming into the money besides Mr. Risher on the first flight were: Joe Prejean, retired Port Arthur employee, second place; E. A. Werner, Beaumont, third place, Bill Barksdale, Beaumont, fourth place; Butch Oliver, fifth place. Second flight winners were: Ed Hodges, Lake Charles, first place; Jack Shirey, Beaumont, second; Norman Lee, Lake Charles, third place; Herman Miller, Neches Station, fourth; and R. J. Robertson, Beaumont, fifth.

Winners in the third flight were: C. M. Scott, Port Arthur, first; Jerry Stokes, Beaumont, second;

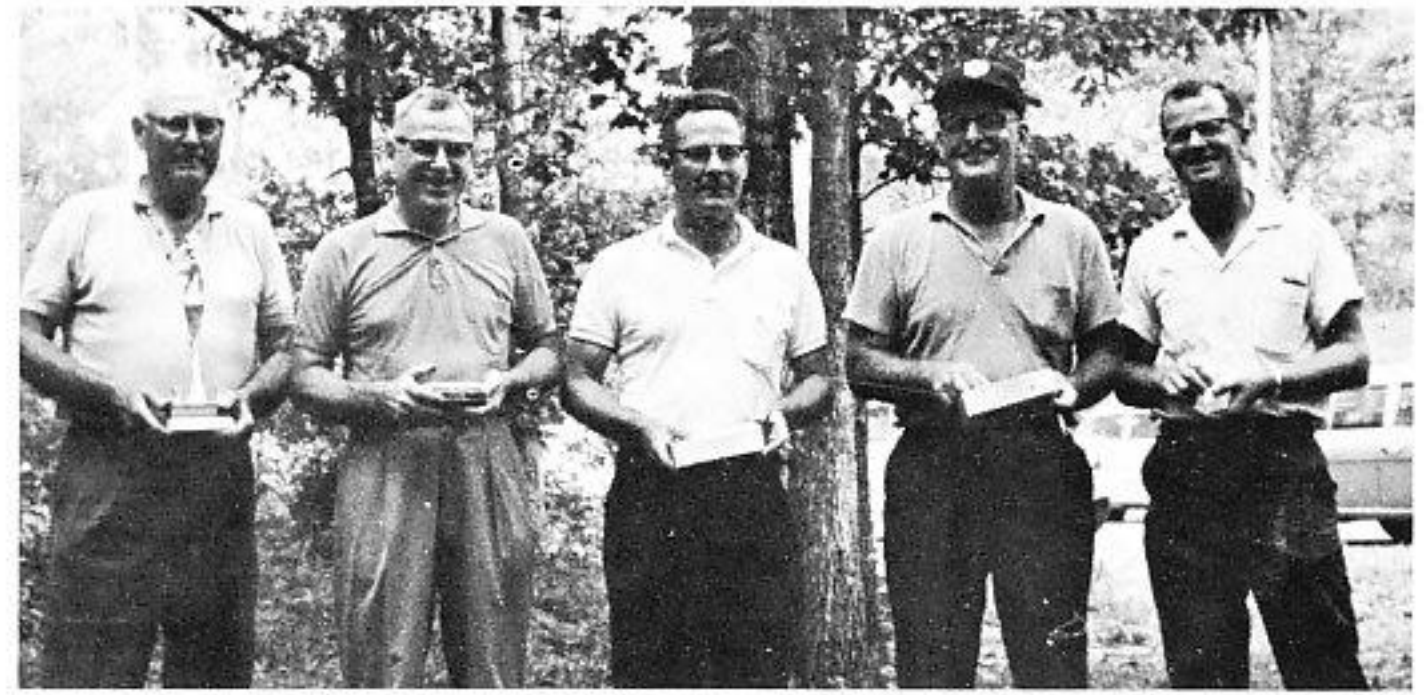


CHECK SCORES. Golfers in the Beaumont tournament check scores as Carol Marcella, Public Relations, and Alyce Corley, Advertising, tally up the scores.

Beaumont Tournament Winners



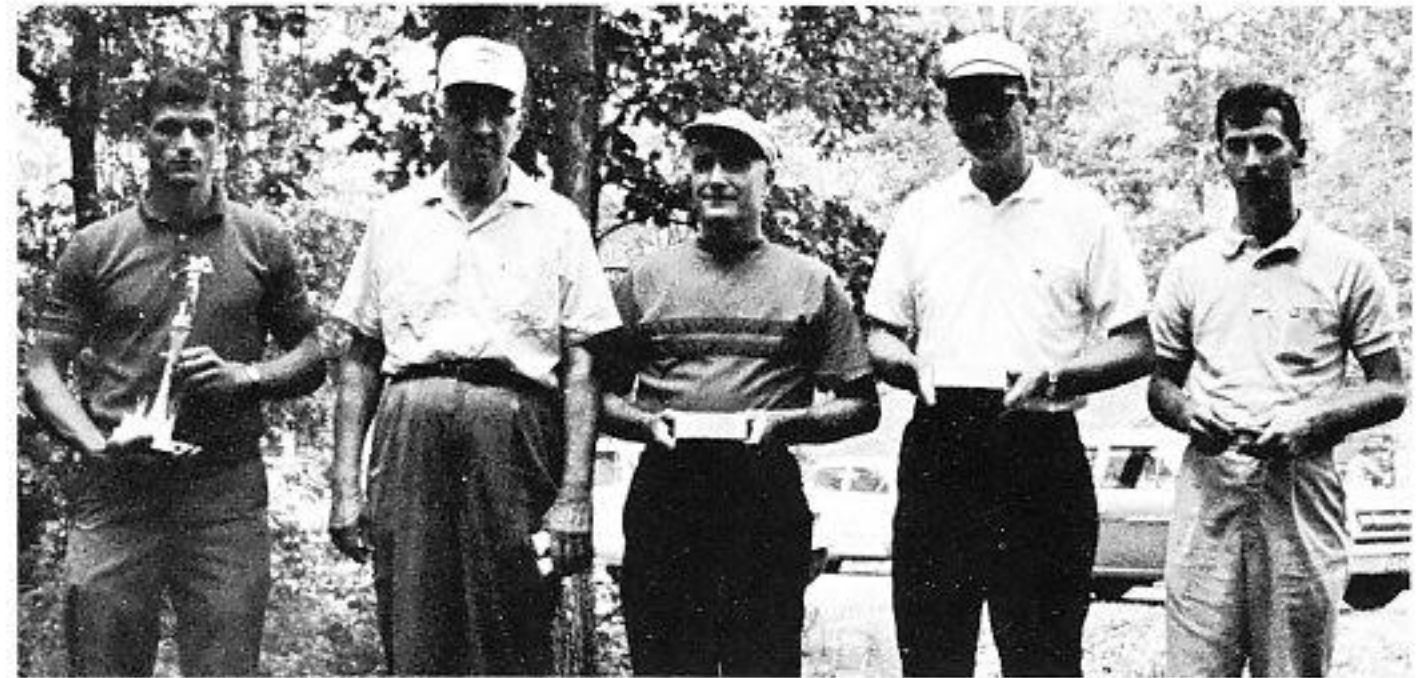
FIRST FLIGHT. Bill Barksdale, fourth place, Luther Risher, first, Joe Prejean, second, Butch Oliver, fifth, and E. A. Werner, third. Mr. Risher was also low gross winner.



THIRD FLIGHT. C. M. Scott, first place, Jerry Stokes, second, Ray Deaton, Frank Jones and Leroy Bodeman, tied for third.



SECOND FLIGHT. Ed Hodges, first place, Jack Shirey, second, Norman Lee, third, Herman Miller, fourth, and R. J. Robertson, fifth.

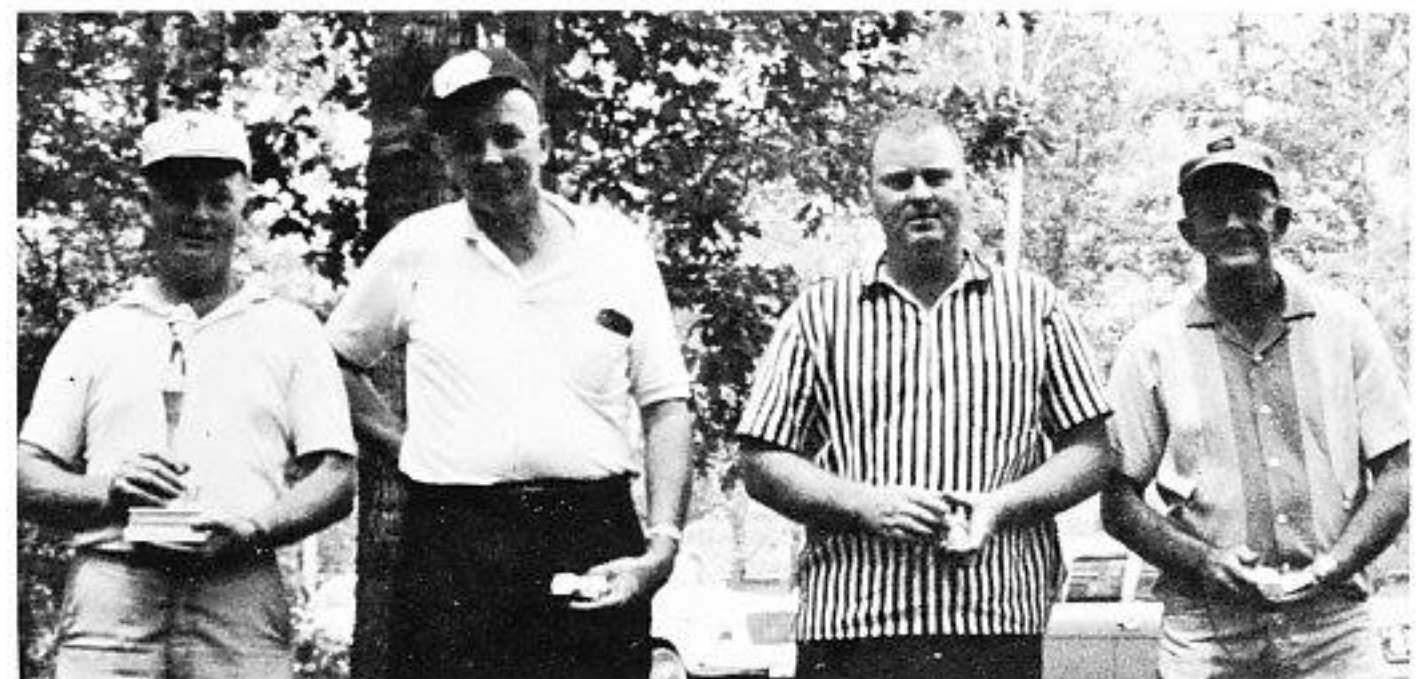


FOURTH FLIGHT. J. A. Johnson, first place, G. R. Fulton, second, Rex Lee, C. E. Shea and Gene Russell, tied for third place.

Leroy Bodeman and Ray Deaton, both of Beaumont, and Frank Jones, Port Arthur, all tied for third place. J. A. Johnson, Neches Station, came in first in the fourth flight while G. R. Fulton, retired vice president, Beaumont, came in second and tying for third place were: Rex Lee and C. E. Shea, Beaumont, and Gene Russell, Neches Station.

Winners in the fifth flight, beside Mr. Sutton, were: C. R. Brinkley, Cleveland, second; and Beaumonters C. W. Holbrook, Walter Hudson and Perry Blanchette, third, fourth and fifth place respectively. The sixth flight winners was headed by L. D. Clarke, Lake Charles. Other winners were: W. E. Thomason, Beaumont, second; Lyle Gerac, Beaumont, third; Horace LaCombe, Lafayette, fourth, and E. L. Bailey, Beaumont, fifth.

"To the many Gulf Staters and their families I would like to extend my thanks for making this year's tournament a successful one," said Bill Barksdale, chairman of the tournament. "I only wish my game had been as good as the cooperation of the Golf Committee members. Have a winning golfing year and we'll see you in Port Arthur on May 30, 1967."



FIFTH FLIGHT. H. J. Sutton, first place, C. R. Brinkley, second, Walter Hudson, third, and Perry Blanchette, fifth. Not present when pictures were made was C. W. Holbrook, third place winner. Mr. Sutton also turned in the low net score.



SIXTH FLIGHT. L. D. Clarke, first place, W. E. Thomason, second, Lyle Gerac, third, Horace LaCombe, fourth, and E. L. Bailey, fifth.

Proposed REA Bank Poses Serious Threat to Investor-Owned Companies

BILLS CALLING FOR THE ESTABLISHMENT of a Federal Electric Bank have been introduced in Congress by Representative Harold D. Cooley (D-N.C.) and Representative William R. Poage (D-Tex.) with the backing of Secretary of Agriculture Orville Freeman. The enactment of either bill would pose a serious threat to investor-owned companies and their employees.

Though proposed as an amendment to the Rural Electrification Act, this proposal has strayed considerably from the original intent of the act, which was passed by Congress 30 years ago to help bring electric service to rural America.

No such need exists today so the REA has turned its attention to building electric generating plants and transmission lines, often in competition with existing private enterprise projects.

The Electric Bank could make available to REA co-ops up to \$11 billion of tax-free capital to supplement their existing access to Federal funds at two per cent interest.

Congress has directed that such "loans should be made only when reasonable contracts cannot be obtained" for power supply, yet REA money has been used to subsidize businesses, manufacturing plants and petroleum operations. Representative Cooley's bill makes no pretext of limiting borrowers to "rural" projects.

In fact, Congress would have no control over loans by the bank, once it is established—with Federal money.

Stock worth \$750 million would be "sold" to the government to launch the bank. In addition, a kind of revolving fund called the Rural Electrification Account would be set up in the Treasury.

More funds could be raised through the sale of stock to the government, others eligible to borrow from the bank, and to electric consumers of borrowers. Debentures in amounts up to 10 times paid-in capital are authorized to be sold in the private money market.

Thus the bank will continuously have funds available and is virtually insured against failure. There would be no Federal income tax payments from co-op operations. So the government would be spending Federal money to build unnecessary or

duplicate facilities and in doing so would reduce government tax revenues available from investor-owned utilities, which now pay a \$2.9 billion annual tax bill to all levels of government.

This highly unorthodox bank would eventually pass from Federal into private hands. Each borrower would have to buy stock equivalent to five per cent of his loan. As the borrowers gain a controlling stock interest, the Federal, or Class A stock, is redeemed.

Opposition to H.R. 14837 and a similar bill, H.R. 14000, introduced by Representative Poage must come from the taxpayers, both individual and corporate, who would be footing the bill for an expensive and unnecessary expansion of REA power in the face of constructive and economical power progress by investor-owned electric utilities.

THE ELECTRIC BANK WOULD BE BIG-TIME BANKING

Under the bill proposed by Representative Poage, the Electric Bank would have available \$11,000,000,000 for loans.

Under the bill proposed by Representative Cooley, the Electric Bank would have \$8,250,000,000 for loans. This table shows that, under either plan, this bank would be among the largest in the country. The American Bankers Association lists the 10 largest banks in the country and here is where the Electric Bank would fit in:

Bank of America—	\$14,937,130,457
Chase Manhattan Bank—	\$12,913,118,932
First National City Bank—	\$11,948,824,000
FEDERAL ELECTRIC BANK	
(under Poage bill)—	\$11,000,000,000
FEDERAL ELECTRIC BANK	
(under Cooley bill)—	\$8,250,000,000
Manufacturers Hanover Trust—	
	\$6,643,289,686
Chemical New York—	\$5,814,413,092
Morgan Guaranty—	\$5,646,360,443
Continental Illinois—	\$4,512,340,231
Bankers Trust—	\$4,497,310,000
Security First National	
of Los Angeles—	\$4,430,138,897
First National of Chicago—	\$4,062,192,658



ANNUAL REPORT WINS NATIONAL AWARD. Chairman Richard receives an award our Company won in a national annual report competition from Ashton B. Collins, board chairman of Reddy Kilowatt, Inc., sponsor of the competition.

Annual Report Wins National Award

OUR COMPANY'S Annual Report was one of 29 winners in the Reddy Kilowatt Annual Award Competition. Chairman Richard accepted the award at the Edison Electric Institute's Annual Convention in San Francisco earlier this month.

One hundred and thirty seven annual reports to shareholders were submitted by investor-owned electric utility companies in the U. S. and abroad.

The awards were established by Reddy Kilowatt, Inc., 27 years ago to encourage companies to simplify, dramatize and humanize their annual reports.

The total Federal income tax bill in 1964 for the nation's investor-owned electric power companies was over \$1.5 billion.

This amount would more than cover the Federal administrative budget expenditures in that year—the latest figures available—for the Department of Interior and Department of State combined.

Gulf Staters in the news

Pete Allbritton, residential sales representative, Huntsville, has been installed as president of the Huntsville Lions Club.

F. G. "Red" Hornsby, electrical operating superintendent, Baton Rouge Division, was recently installed as grand counselor of the Mississippi-Louisiana Grand Jurisdiction of the United Commercial Travelers at the group's 66th annual convention in New Orleans.

A past counselor of the Baton Rouge Council 1499 of the United Commercial Travelers, he was chairman of the building committee for the UCT Home and is now chairman of the building and grounds committee.

Curtis W. Doucet, control operation foreman at Roy S. Nelson Station, was recently presented a plaque from the Maplewood-Hollywood, Louisiana, Lions Club for the "Lion of the Year" award. He has also been elected secretary-treasurer of the club for 1966-1967.

Enrollment Opens For T&D Home Study Courses I & II

ENROLLMENT IS NOW OPEN for Volume I and Volume II of the T&D Home Study Course being offered by the Training Department. Both courses will begin September 1.

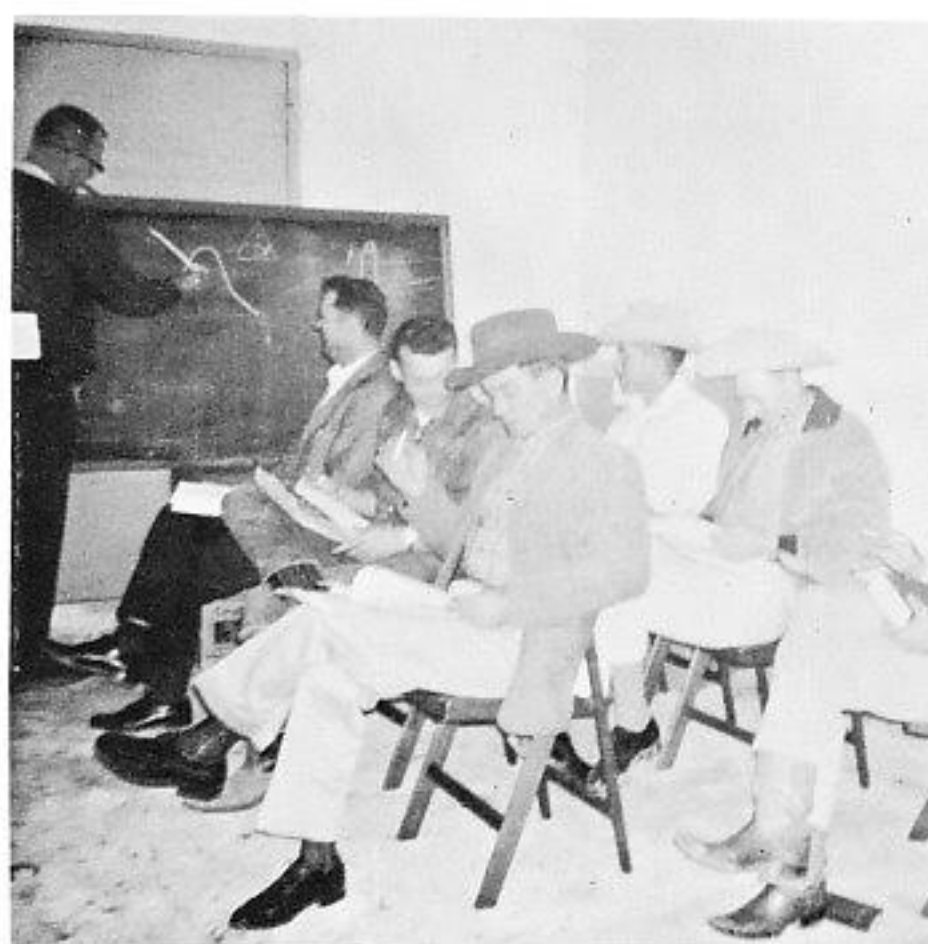
When this course was first offered in September, 1965, 380 Gulf Staters enrolled for the first part of the course. Those who have successfully completed Volume I can now enroll for Volume II.

Volume I is open to any T&D employee who can benefit from the

course. The course is built around the "Lineman's and Cableman's Handbook" by E. B. Kurtz.

Pamphlets explaining the course and enrollment forms may be obtained from the division operating departments and the district offices.

"Remember, if you haven't already signed up for these courses and wish to, send in enrollment forms before July 1," urges C. P. "Jack" Shirey, training and safety manager.



HUNTSVILLE GSU'ERS HIT THE BOOKS. The entire Huntsville District line crew, an engineering assistant and two salesman have enrolled for Volume I of the Training Department's T&D Home Study Course. Ever since they enrolled they have been meeting together on their own time to study. At the left, Robert A. Yates, discusses the installation of span guys and at the right, Robert E. Leake, discusses the installation of a rock anchor. All of the men took turns in leading the discussions. Taking the course were Homer Grisham, Joe Nettle, Joe Bailey, Bobby Hoke, James Wells, Carrol Joe Heaton, Bob Leake, Robert Yates, and Pete Allbritton.



Mrs. Carson



Bob Guidry



Bill Metzke

Four Employees To Retire July 1

MRS. THELMA CARSON, home service advisor senior, Beaumont, will retire July 1. She has been with our Company since 1940 and has been in charge of the kitchen planning center for the past 19 years.

Prior to joining our Company Mrs. Carson was a home service advisor for Texas Power and Light Company at Dallas and Central Power and Light Company at Corpus Christi.

A native of Denver, Colorado, where she was reared and educated, she attended the University of California at Berkeley. She also completed courses for home service advisors and in residential lighting from LaSalle Extension University, Chicago.

Mrs. Carson is a member of the Sabine Area Home Economics Unit and the Presbyterian Church.

Following her retirement, Mrs. Carson will make her home at 326 South Emerson Street, Denver, Colorado 80209.

"I plan to return to my old home in Denver to be with my mother, Mrs. J. E. Holder, and my sister, Miss Marguerite Holder," Mrs. Carson said.

ROBERT GUIDRY, maintenance supervisor at Roy S. Nelson Station, will retire July 1 after 42 years of service.

Mr. Guidry was employed in the Production Department at Beaumont

in July, 1924. He has worked in various production classifications at Beaumont, Port Arthur, Orange, Silsbee, Baton Rouge, and Lake Charles. He was transferred from Beaumont to Lake Charles in 1956 as maintenance engineer at Riverside Station. He has been at Nelson Station since 1958.

A native of New York City, he was reared and educated at Port Arthur, Texas. He is married to the former Edith M. Harper of New Willard, Texas.

Mr. Guidry is a member of the Lake Charles Association of Commerce, the Industrial Management Club and the Southwest Louisiana Rose Club. He is past master of the Tolerance Lodge AF&M in Beaumont. He has served on the electronics technology advisory committee of Sowela Technical Institute in Lake Charles.

Mr. Guidry says retirement plans call for some traveling and rose growing.

(Editor's Note: Mr. Guidry has been responsible for the beautiful landscaping and rosebeds that make Nelson Station one of the show places on our system.)

W. R. "DUTCH" METZKE, a sub-station mechanic, Beaumont T&D, will retire July 1. He has been with our Company since September 18, 1929.

Mr. Metzke came to work as a groundman at Beaumont. He worked at Sour Lake and Liberty from 1933 to 1940 when he was moved to Beaumont.

A native of Columbus, Texas, he was graduated from high school there. He was employed by the Texas Company and Gulf Oil Company before joining our Company.

He is married to the former Ruby Green of Corsicana, Texas. They have one daughter, Judy, a student at Lamar Tech, who is employed in Beaumont this summer. The Metzkes are members of the First Baptist Church.

WHITNEY TROSCLAIR, an employee in the Lafayette T&D, will retire July 1. He has been employed since November 17, 1943, in Lafayette.

A native of Breaux Bridge, Louisiana, he is married to the former, Felecia Johnson of Arnaudville, Louisiana. They have one daughter, Mrs. Sidney H. Domingue of Venton, Louisiana.

Mr. Trosclair is a member of the Woodmen of the World, Camp 238, Lafayette, and a member of Our Lady of Fatima Church. The Trosclairs will continue to make their home at 222 St. Joseph St. in Lafayette, and Mr. Trosclair plans to take it easy at home.



Whitney Trosclair

Two Neches Station Employees Elected To Council Posts

TWO NECHES STATION employees have joined the list of Gulf Staters who serve on their community's governing bodies by being elected to the city council of Rose Hill Acres.

C. R. McGrew, operating engineer, was re-elected for a second term. He has lived in Rose Hill Acres for three years. He has two daughters and a son.



C. R. McGrew

Mr. McGrew belongs to the Citizens League of Rose Hill Acres, the YMBL and the Chamber of Commerce at Beaumont.



J. W. Baird

J. W. Baird has been elected for his first term. He is a station engineer at Neches.

Mr. Baird has lived in Rose Hill Acres for three years and has a son and a daughter. He is president of the Citizens League.

Cassidy Promoted To Engineer Following Graduation

O. K. CASSIDY, formerly a relayman first class in Port Arthur



Omar Cassidy

T&D, has been promoted and transferred to System Engineering in Beaumont as an engineer in Communications Section after receiving his bachelor of science in electrical engineering from Lamar Tech last month.

He joined our Company at Beaumont in 1949 as a rod and chainman in System Engineering and became a helper in Relay Section a year later. He was made a relayman first class in 1954 and was transferred to Port Arthur in 1960.

A native of Singer, Louisiana, he is married to the former Louise McBride of San Augustine, Texas. They have three sons, Fred Albert, Rodney O. and Ted W.

Mr. Cassidy worked for KCS Railroad Company in Beaumont and Port Arthur before joining our Company. He served in the U. S. Navy Reserve from 1945 to 1946.

Company Presents Awards in Texas 4-H Electric Contest

OUR COMPANY, along with the other investor-owned electric utilities companies of Texas, presented the awards to the winners in community improvement and electric demonstration contests at the Texas 4-H Roundup at Texas A&M University, June 8.

Three adult leaders from our service area were honored during the 4-H adult leaders luncheon with the 1966 volunteer adult leaders awards. They were Mrs. Laura Woods of Montgomery County, Mrs. Lloyd B. Ramke, Orange County, and F. W. "Boots" Schroeder, Jefferson County.

Lloyd Brannan, system area development supervisor, Beaumont, was one of the judges for the electric demonstration contest.



TOUR ORANGE FACILITIES. Three of the 12 mechanical engineers from Chinhae Chemical Co. of Seoul, Korea, talk to Orange Mayor Neal Miller, Jr., following a tour of Orange industries. The group were the guests of our Company for a tour of the new Orange offices and service center conducted by Walter House, sales supervisor. The group is touring the United States as part of a six-month training period. With Mayor Miller are Yoon Chong Rhee, Joon Sik Oh and Mu Sang Lee.



John Hill

Beaumont Retiree, John Hill, Dies

JOHN H. HILL, 68, of Beaumont, died May 16 at a Beaumont hospital after being stricken at his home.

A native of Caldwell, Mr. Hill was a resident of Beaumont for 40 years. He retired October 31, 1962, after being with our Company since 1922. He was a serviceman in the Beaumont T&D at the time of his retirement.

Mr. Hill was a member of St. Anne's Catholic Church and the Holy Name Society, a veteran of World War I and a member of the American Legion.

Survivors include his wife, Mrs. Ruth Hill, 3060 Harrison, Beaumont; two sons, Jerry of Houston and John, a student at the University of Texas; two brothers and five grandchildren.

In the United States there are more than 300 electric power companies which pool their resources one with another. Nearly all major electric power systems in this country, providing 97 percent of the nation's electric energy requirements, are members of one of several major interconnected operating groups covering the United States.

Follmer Promoted To Section Head In Standards Section

J. E. FOLLMER, formerly an administrative assistant in Engineering Services, has been promoted to section head in the Equipment Group of the Standards Section.



Jack Follmer

Mr. Follmer was employed at Beaumont in 1949 as an engineering helper in System Engineering. He was made a draftsman in 1951. He progressed to senior engineering assistant in 1954. He has been an administrative assistant since 1965.

He and his wife, Geraldine, have four children, Jack, Pat, Lea Anne and Mark. They are members of St. Pius X Catholic Church in Beaumont.

Mr. Follmer is assistant scoutmaster of Troop 78 and member of the Knights of Columbus, Msgr. Kelley Council. A native of Beaumont, he is a graduate of Beaumont High School and attended Lamar Tech and Texas A&M.

He worked for Pennsylvania Shipyards, Pittsburgh Plate Glass Company, Magnolia Refinery and Bethlehem Steel, all in Beaumont, before coming to our Company.

Stout Named Technical Writer For Standards

R. J. STOUT, JR., formerly a senior engineering assistant in System Engineering - Engineering Services (Standards - Application), Beaumont, has been promoted to technical writer in the Application Group.

Mr. Stout has been an employee since 1956 when he came to work as an engineering helper in the Survey Section at Beaumont. Later that year he moved to the Standards Section. He had been a senior engineering assistant since 1965.

He worked for Bethlehem Steel Company at Beaumont before coming to work for our Company. He served in the U. S. Army from 1953 to 1955 being released as a sergeant.

A native of Beaumont, he is a graduate of Beaumont High School and is attending night classes at Lamar Tech where he has completed two years work toward an engineering degree.

He is married to the former Peggie Bullard of Freeport, Texas. They have a 12-year-old daughter Pamela Renee, an eighth grade student at George C. Marshall Junior High.

Mitcham Moves To Orange T&D As Utility Foreman

THOMAS W. MITCHAM, JR., formerly a substation mechanic



Tom Mitcham

first class in the Beaumont T&D, has been transferred to Orange and promoted to utility foreman in the Substation Department.

Mr. Mitcham was employed in Beaumont in 1949 as a helper in the T&D. He was assigned to the Substation Department in 1952 as a substation mechanic fourth class. He had been a substation mechanic first class since 1955.

A native of Sacul, Texas, he was raised and educated at Beaumont.

Prior to joining our Company he worked for Beaumont Iron Works and Oil City Brass Works. He served in the U. S. Army from 1945 to 1948, being discharged as a sergeant.

Mr. Mitcham is married to the former Annie L. Hudson of Carthage, Texas. They have three children, Ricky, Debbie and Jack. Mrs. Mitcham is a supervisor for Southwestern Bell Telephone Company.

He is a member of the Chance-Loeb Volunteer Fire Department, Silsbee Masonic Lodge #927, the Chance-Loeb

Civic Club and is manager of a Little League baseball team. He is a member of the Fletcher Emanuel Baptist Church where he is past president of the Brotherhood and assistant superintendent of the junior high Sunday school department.

Smith Transferred To Planning Section, Information Services

A. **M. SMITH**, formerly an engineer in Estimating and Budgeting Section, Beaumont, has been transferred to the Planning Section, Information Services.



Milton Smith

Mr. Smith joined our Company in 1959 following his graduation from Texas A&M with an BS in electrical engineering. He was in System Engineering until called to active duty with the U. S. Army in 1960. Upon his return in 1962 he went on a three month orientation program and was assigned to the Beaumont Division T&D in July, 1962. He has been in Estimating and Budgeting since 1963.

A native of Bryan, Texas, he is married to the former Beverly Finke of Bryan. They have three children, Jimmie, David and Robin.

He is a member of IEEE, the Beaumont A&M Club, general superintendent of the Sunday school at Woodland Baptist Church, committee chairman of Boy Scout Troop 23. He is a registered professional engineer in both Texas and Louisiana.

In 1965, the nation's electric power companies bought an estimated 210 million tons of coal, more than any other industry, and nearly half of all the coal consumed in the U.S. A large portion of the coal was from the Appalachia region.

On Our Library Shelves



The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.

The Human Side of Sales Management by Burton Bigelow. This book was assembled as a practical working manual for the top executive who must motivate and manage people. It is slanted at the management of salesmen and their field managers.

Hurricane Betsy A copy of the Hurricane Betsy Report, 8-11-65.

Heat Pump Systems Manual for Commercial and Industrial Applications—Book I. This booklet outlines methods for preliminary budget and investment evaluation of heat pump systems. Reference information is included for use when determining the economic justification for such systems.

Heat Pump Systems Manual for Commercial and Industrial Applications—Book II. This booklet is concerned with analyzing the system, as well as studying the operating costs. Heat loss calculation charts and diagrams are included.

New Rooms for Old by H. L. and O. K. Williams. A basic do-it-yourself book. In no other book is furniture renovation, interior remodeling and decorating so completely interrelated.

Radioactive Wastes by Charles H. Fox. This booklet is one of a series entitled "Understanding the Atom". It explains the typical radioactive wastes and disposal methods, primarily educating Americans to gain an understanding of this vital force.

Radioisotopes in Industry by Philip S. Baker. From the series entitled "Understanding the Atom", this booklet explains what radioisotopes are, the application of them in different industries, and what the future holds toward expanding economy.

Major Activities in the Atomic Energy Program. A very informative report describing the Atomic Energy Commissions activities in 1965.

Profitable Sales Promotion by Harry Simmons. Primarily a sales promotion idea book—for all sales promotion, advertising, and sales executives in any and every type of business.

Scales and Weights by Bruno Kisch. An outline of the history of weights and scales.

Public Utilities Information Sources by Florine E. Hunt. An aid to public utility managers, students, and librarians. Historical as well as modern references are included in this volume, and the user will be able to trace the development of the public utility concept and the economics of regulated industry through the works cited.

An Energetic Distributor of the Energy of the Future—The Story of the Northern Illinois Gas Company by Marvin Chandler. History and growth of Northern Illinois Gas Company.

Directory Employee Relocation Real Estate Services, 1956 (Reference). Created to meet industry's need for information on real estate brokers and appraisers who are prepared to give particular attention to the sale and/or acquisition of homes when employees are transferred from one location to another.

Our Customer's Letters Reflect Good Public Relations

FROM ORANGE:

The following notes expressing the appreciation of the Orange Film Survey Committee for the use of the auditorium at the new Orange Service Center on May 20 was received by T. O. "Doc" Charlton, district superintendent, Orange.

Thank you for the use of your auditorium.

Ronny B. Baxter

Mrs. Eugene Wilhoit

Mrs. Lawrence Bray

Thank you so much for the use of your beautiful new building.

Sincerely, Mrs. Joseph J. Poland

Indeed, thank you.

Maurine Briggs

Thanks for the use of the auditorium.

Mr. and Mrs. Hancock

Thank you very much.

Carolyn and Frank Karppi

Enjoyed the very attractive and comfortable atmosphere—we thank you.

Fern Dean

FROM GROVES, TEXAS:

Dear Sir:

We thank you for sending us the kite safety booklets. We enjoyed reading them. We will try to follow the rules.

We made posters on kite safety. We invited our parents to come and listen to us explain our posters.

We found in a book that kites have been used in many ways. We have learned many rules now.

Yours truly,
Terry Girouard
Sims School
Groves, Texas

FROM BATON ROUGE:

Dear Bill Goff:

Before you got back from your sick spell, I needed a Gulf States man bad! It was an emergency!

I called the trouble department, and I'm sure that I got one of the best men you have ever had or ever will have!

He was wonderful and got us all straightened out before we realized what was happening.

Do you folks sell water heaters, if you do, I'll be ready before very long to pay cash for one.

Your man, that I have been talking about, is Mr. Ben Fugler. He was so courteous that even my boys complimented him.

Best wishes. Thank you for having such good help.

your friend,

Mrs. Fadra Holmes Wilson

Dear Miss Tribble,

We, the fifth grade class at the Louisiana State School For Deaf, extend to you and Gulf States Utilities Company a most sincere appreciation for the purchase of the material on "The Story of Light and Sight".

Each of us would like to thank you, Miss Tribble, for seeing to it that we received the material. We appreciate your interest and the Company's interest in us.

Yours truly,
Fifth Grade Class

Mrs. E. A. Anderson, Instructor

FROM SILSBEE:

Dear Mr. Mashburn:

About a week ago your very capable crew restored our flag to its flagpole for the second time within the past two years.

Without your congenial courtesy we would have suffered a hardship



LOUISIANA STATION'S "D" SHIFT PICNICS. The men of 'D' Shift, Louisiana Station, held their annual picnic at the U.C.T. grounds recently. The men turned out at 10:30 a.m. to prepare the barbecue chicken, hot dogs and hot smoked sausages. The cooks and bottler had chicken gumbo as a snack while waiting for the main meal. The families began arriving at 2:30 and by 4 p.m. all were accounted for. At the right, employees children gather around for the drawing of the watermelon prize. Following the drawing everyone lined up for the main event, the supper.



because having our flags raised is a part of our daily routine and it is a requirement for all Texas Schools. You can understand now how indebted and grateful we are to you for this service.

It is the cooperation from companies such as you represent that makes our schools feel that we have your full support.

Thank you again for your service.

Sincerely yours,
Mrs. Mableen Brent,
Principal
Frank Robinson
Elementary School

FROM NAVASOTA:

Dear Friends,

Thank you very much for showing us your Gulf States buildings and plant. We will remember what we have read by actually seeing how you control electricity. We have learned that electricity can be both dangerous and helpful. We also appreciated the pencils and enjoyed the drinks.

Your friends,
Mrs. Holder's Fifth
Grade Class

FROM BEAUMONT:

Gentlemen:

The Beaumont Power Squadron has just completed a very successful Piloting Class. The success of this class would not have been possible had it not been for the Gulf States Utilities Co.

We used your meeting room at the Service Center on three different occasions. We certainly appreciate the use of these facilities and thank you for your generosity.

Sincerely,
Joe B. Kinsel, AP
Squadron Commander

FROM GROVETON, TEXAS:

Dear Mr. Frank Robinson:

We would like to thank you for your interest shown in our F.F.A. boy's 1966 calf show and sale. Interested citizens like you are responsible for the success of the sale, and your donation of the calf to the chapter will further the interest of all boys in future participation in chapter activities.

Thanks a million for your interest

shown in our young people of our community.

Our entire community recognizes you as a person interested in our boys, their projects and through your purchase of a calf you have helped them along to become better citizens of tomorrow.

Yours very truly,
Darwin Creasy
Chairman of Calf Show

Dear Mr. Robinson:

We wish to take this opportunity to express our deepest appreciation to you for the excellent manner in which you supported our calf show this year. Your purchase of a calf helped to make this year's show a success. Without such supporters as you, we would be unable to carry on our program.

We wish to report that several of the boys have already invested their earnings in livestock or they are trying to locate cattle to buy with their money.

Again let us say "thank you" for helping us by donating the calf back to the chapter. This was indeed an excellent gesture on your part. The calf will be used to further our program as a chapter.

Sincerely yours,
Nelson Due, Pres. F. F. A.
Perry Bock, Calf Owner
Fred Magee, Advisor

FROM COLLEGE STATION, TEXAS:

Dear Mr. Baird,

I certainly appreciate the time and effort you gave to make our student's trip both interesting and educational. I regret I could not accompany them. However, Mr. Jones and the students advised me that they benefited greatly from this visit.

We at the University appreciate the continued interest your company has in our efforts. The opportunity to see engineering at work contributes much to our student's education and their appreciation of the challenges they will face.

Again, my thanks for your help.

Yours very truly,
John S. Denison

FROM PORT ARTHUR:

Dear Mr. Jones:

Thank you for the beautiful framed picture of Thomas Jefferson and Vincent Sheean's book on Thomas Jefferson. Students and faculty members of Thomas Jefferson High School will enjoy the picture and the book. We appreciate your thoughtfulness.

Yours truly,
Clyde M. Gott, Principal
Thomas Jefferson High School

FROM PORT NECHES:

Dear Mr. Calder:

On behalf of the Port Neches Rotary Club and the faculty and students of Port Neches-Groves High School we wish to express our sincere thanks to you for making this year's Career Day a success. Our students have complimented and gratefully appreciated your participation in this very rewarding activity.

We hope you enjoyed this short association with our seniors as much as they found it worthwhile. Any suggestions for improvement of plans for Career Day would be appreciated.

Sincerely,
Dana M. Ransom
Counselor
Frank J. Motycka
Counselor

Leslie Calder, an engineer in Application Group, Engineering Services and formerly an engineer in Port Arthur T&D, presented a short talk and a film on engineering careers during the Port Neches-Groves High School's Career Day program.

FROM CLEVELAND:

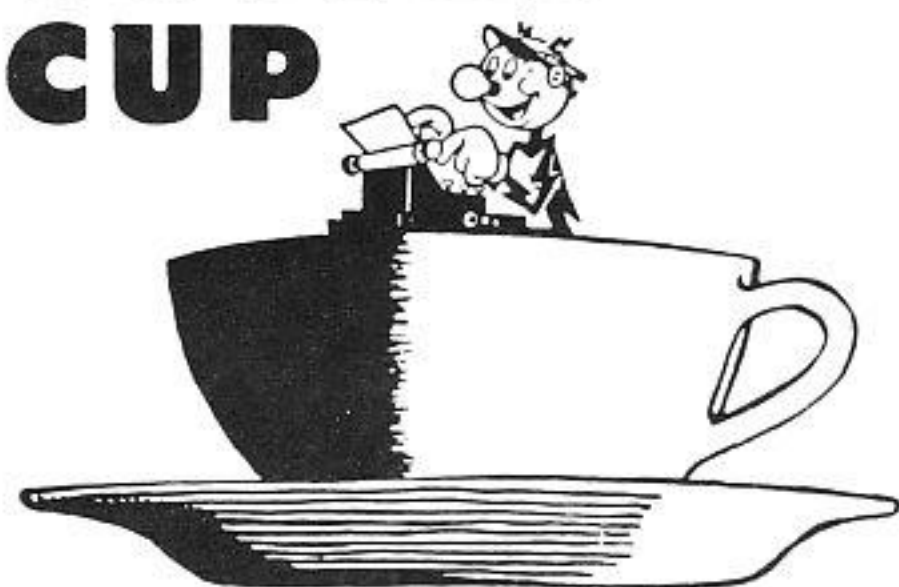
Dear Sirs:

We would like to thank you for the loan of the films, "Pulse of Life" and "Rescue Breathing", and for the demonstration of rescue breathing by Mr. Andy Poulson.

Both were a great help in teaching Safety and First Aid to our Students.

Sincerely,
Mrs. Joe O'Neill,
Instructor

COFFEE CUP



MELBA MAGEE recently celebrated her 20th anniversary in Beaumont Billing and was feted at the B&PM Club by a group of co-workers.

Juanita Girdler and husband, Mike, had a "blast" in New Orleans while Juanita participated in the National WIBC Tournament.

Various plans from painting to fishing and camping to trips to the beach to "no telling what" were rampant in the department prior to the Memorial Day Holiday, but everyone enjoyed it immensely.

—By Glenda Hinkle

SHIRLEY MOAK, Customer Accounting, Beaumont, and her husband, T. W., moved into their new "Gold Medallion" home at 4490 Calder, Beaumont, recently.

Customer Accounting has welcomed four new employees. Billie Myers is a native of Livingston and a graduate of Big Sandy High School. Billie's husband, Luther, is employed at Livingston Ship Yard in Orange. They have one son, Darrell, and they reside in Vidor.

Sue Smith is a native of Oakland, California, and is a graduate of Oakland High School. She also attended college in Oakland. Sue resides in Winnie and has one child.

Betty Alexander is a native of Port Neches and a graduate of Port Neches-Groves High School. She is also a graduate of Chenier Business College. She has four children and lives in Beaumont.

Barbara Blake, an ex-employee of this department, is back with us. Barbara had to resign last year to await the arrival of the stork. She and her husband, Norman, have a little girl, Kimberly.

We were sorry to have lost Elaine Kennedy and Jo Sterling. Gifts and a cake were presented to these girls by their co-workers.

—By Betty Bass

NELSON STATION

D. GENE STANLEY, mechanic's helper at Roy S. Nelson Station, was recently licensed to preach the Gospel. Mr. Stanley has already been asked to deliver a number of sermons in his church. He and his wife, Nelda, are presently looking around for a nearby area in which to start a mission.

Vacations and weekend trips are certainly going to be more pleasant for Louis E. Stough, master test technician. Mr. Stough has beaten the expense and trouble of motel rooms by buying himself a camper-trailer. He has already made some weekend fishing trips and enjoys the comfort and ease of this new way of traveling-living.

Armand Demers, plant superintendent, along with his wife, Jo, and Robert Guidry, maintenance supervisor, and wife, Edith, all visited San Antonio, Texas, during Fiesta time. Mr. Demers went as a guest speaker and participant at the Southwestern Design and Operating Committee meeting while Mr. Guidry was more fortunate as to be on vacation.

It seems that some people never get over their childhood. Hubert J. Broussard, equipment operator, was home sick for over a week with the mumps. Evidently he is not the only youngster here—others were quite concerned that they might get the disease.

—By Penny Davis



Mr. and Mrs. Larry B. Boehme, Orange, T&D-Line, a daughter, Harra-beth Anne, May 18.

Mr. and Mrs. John C. Head, Orange, T&D-Substation, a daughter, Lisa Rene, April 22.

Mr. and Mrs. Frank A. LeMire, supervisor of credit and collections, Beaumont, adopted a daughter, Jeanne Marie, who was born February 25.

Mr. and Mrs. Clifford P. Matthews, Lafayette, T&D-Line, a daughter, Andrea Denise, April 30.

Mr. and Mrs. Joseph R. N. Cloutier, Lake Charles, T&D-Substation, a son, John Steven, May 4.

Mr. and Mrs. Peter Jones, Marin-gouin T&D-Right-Of-Way, a son, Peter Barrette, May 2.

Mr. and Mrs. Al Naylor, Planning Section, Information Services, Beaumont, a son, David Reagan, June 7.

Mr. and Mrs. William L. Dupuy, he's an operator's helper at Louisiana Station, on their third son, Christopher Paul, June 8. Mrs. Dupuy is the former Ella Teekel of Baton Rouge.

Mr. and Mrs. A. J. Printz of Baton Rouge on their grandson, Richard Lloyd Miner, Jr., May 6, at Methodist Hospital in Houston. He is the first child of Mr. and Mrs. Richard Lloyd Miner of Houston. Mrs. Miner is the former Sue Ellen Printz. Mr. Miner's parents are Mr. and Mrs. George R. Miner of Lake Charles.

Weddings

Susan E. Kimball, a steno in Baton Rouge Sales, was wed to Charles R. McCown on April 22.

Peggy G. Whitley, a steno in Records, Beaumont, was wed to Billy Ray Dykes on May 21.



THE ROMERO DAUGHTERS. Jacqueline, 3, and Jennifer, 1, daughters of Mr. and Mrs. Howard Romero strike a happy pose. Mr. Romero is a sub-station operator at Port Arthur.

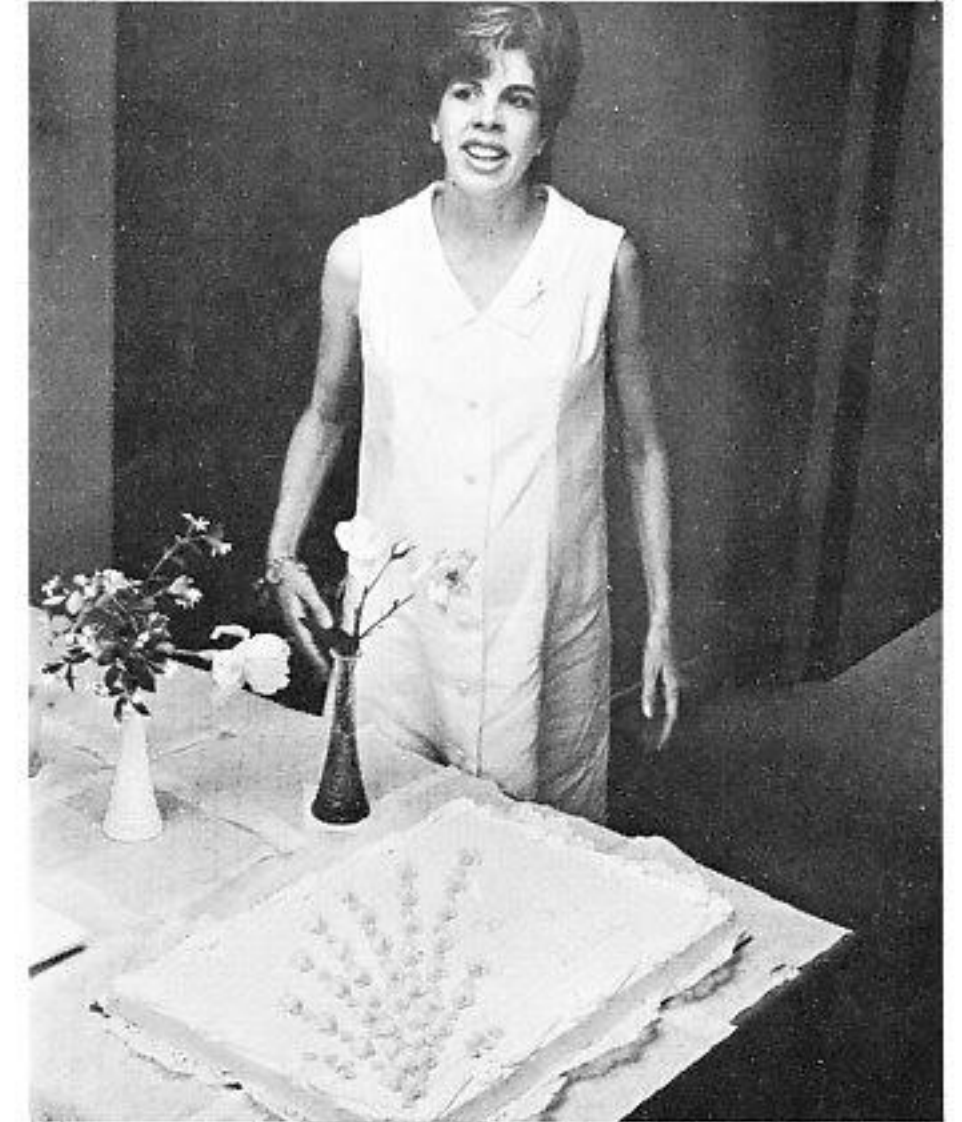


ROYALTY OF ST. VINCENT'S INSTITUTE. Danny Charleville, son of Mr. and Mrs. Joseph J. Charleville, he's equipment operator at Willow Glen Station, was king of the annual Children's Carnival at Donaldsonville. Serving as a duke in the king's court was Danny's twin brother, Robert, right.



NEWEST DAIGLE. Kevin Charles is the latest addition at the home of Mr. and Mrs. James Daigle, he's a serviceman at Lafayette. Kevin was born March 26.

FAREWELL FETE. Grace Spivey Naylor, supervisor of the Records Department's Steno Pool, was showered with gifts and a cake as she left the Company to await the arrival of her first child. Mrs. Naylor is married to Al Naylor, an engineer in Information Services. David Reagan Naylor was born June 7.

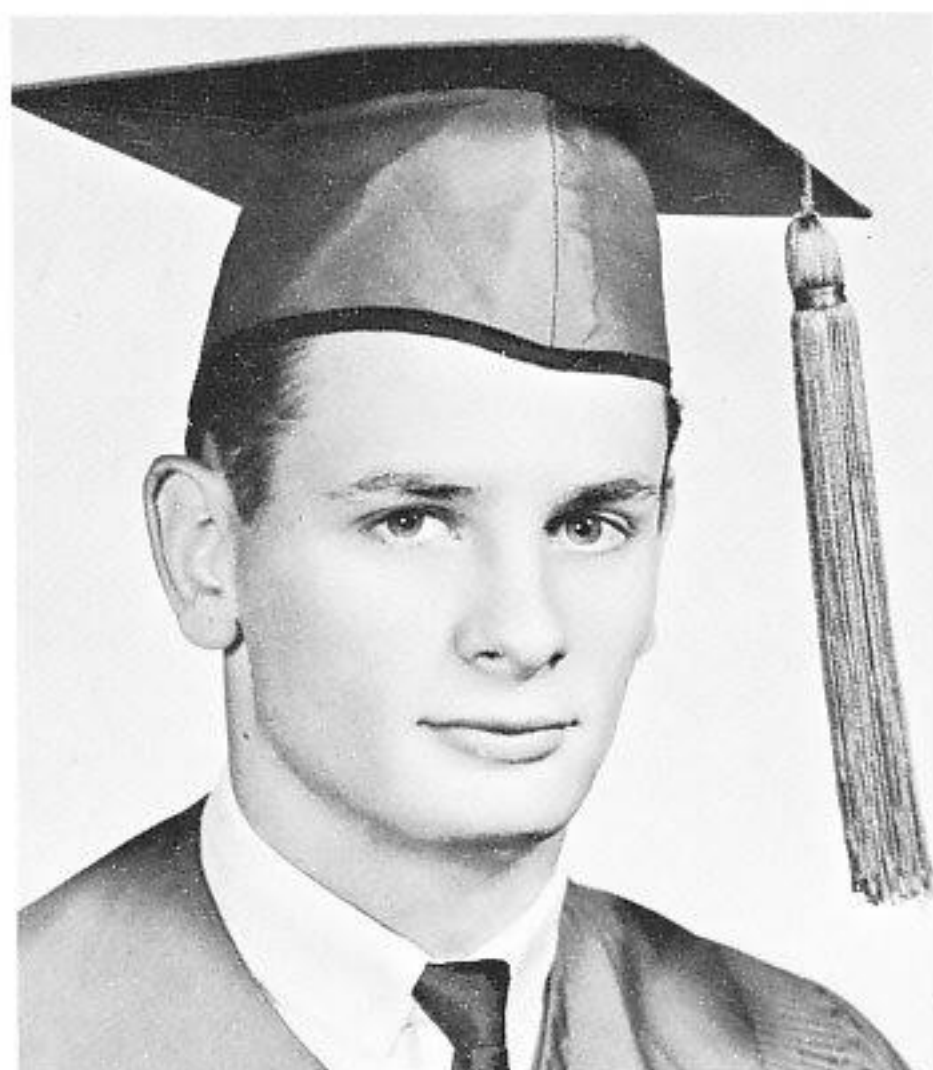


"LAISSEZ LE BON TEMPS ROULET." The Lafayette Gulf Staters went western at the recent KVA Social Club dance. At the right, club members dance to the music of A. B. Sonnier and his band. Center, John Pettijean, senior engineering assistant, and Gloria Lalonde, wife of



Lester Lalonde, Meter Shop, won the western dress contest. At the left, the "GSU's Three-Piece Cajun Band" made up of Russell Thomasee, helper, T&D, Joe Olivier, secondary power tester, and Harrison Carlin, lineman first class, entertain during intermission.





LAMAR GRADUATE. Barry Boecher, husband of Beverly Boecher, Duplicating, Beaumont, was graduated from Lamar Tech last month with a degree in physical education. He has started work on a master's degree this summer. He has accepted a teaching position in Michigan for this fall. Barry was a member of the Cardinal track team.



THRIFT PLAN

THE TRUSTEE of the Employee Thrift Plan purchased the following stock during May covering employee deductions and Company contributions through April:

- 2,596 shares of Common stock at a total cost of \$68,297.78 or an average cost of \$26.309 per share;
- 55 shares of \$4.40 preferred stock at a total cost of \$4,848.75 or an average cost of \$88.159 per share. These costs included brokerage and commission fees.

The Trustee also deposited \$5,793.95 with the savings department of the First Security National Bank of Beaumont.

SERVICE AWARDS

THIRTY YEARS



Albert W. Baird, Jr.
Manager
Navasota Division



Ray S. Pace
Purchasing
Beaumont

TWENTY YEARS



M. D. Byrd
Distribution
Lake Charles



E. K. DeWoody
Distribution
Lake Charles



C. E. Torrains
Distribution
Lake Charles

Thirteen Nuclear Plants Now In Operation

At present, 130 electric power companies are participating in one or more of 42 projects aimed at making nuclear energy a practical, economical source of electricity, the Edison Electric Institute reports.

Thirteen of these are plants now in operation, having a combined electric generating capacity of more than one million kilowatts. The plants built, scheduled for construction or in the planning stage will have a total ultimate capacity of 13 million kilowatts.

Drive as if you owned the car
and not as if you owned the road.



FISHING CHAMP. Harmon LaCombe, 7, son of Horace "TuTu" LaCombe, Lafayette Sales, holds the trophy he was awarded as second place winner of the chinqupin (cross between a goggle-eye perch and a brim) contest at the annual St. Martin Junior Chamber of Commerce Fishing Rodeo at Henderson, May 28. The fish weighed ten ounces.

It's Always Fair Weather During Vacation - Time If You Fly the Flag of **SAFETY!**



S

Start out with your vehicle in good, safe condition and your trip well planned.

A

Accidents can ruin your entire vacation. As you travel, take frequent rest stops and drive with care.

F

For every passenger in a boat, have a life preserver. It's the law!

E

Eliminate post-vacation misery. Don't overdo it. Return home refreshed.

T

Think about your safety even if you stay home. Accidents never take a vacation.

Y

You'll have a good vacation when you work with S. A. F. E. T. Y.

Accident death toll rises sharply during summer vacation months. Use your safety-training to protect you and yours!

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

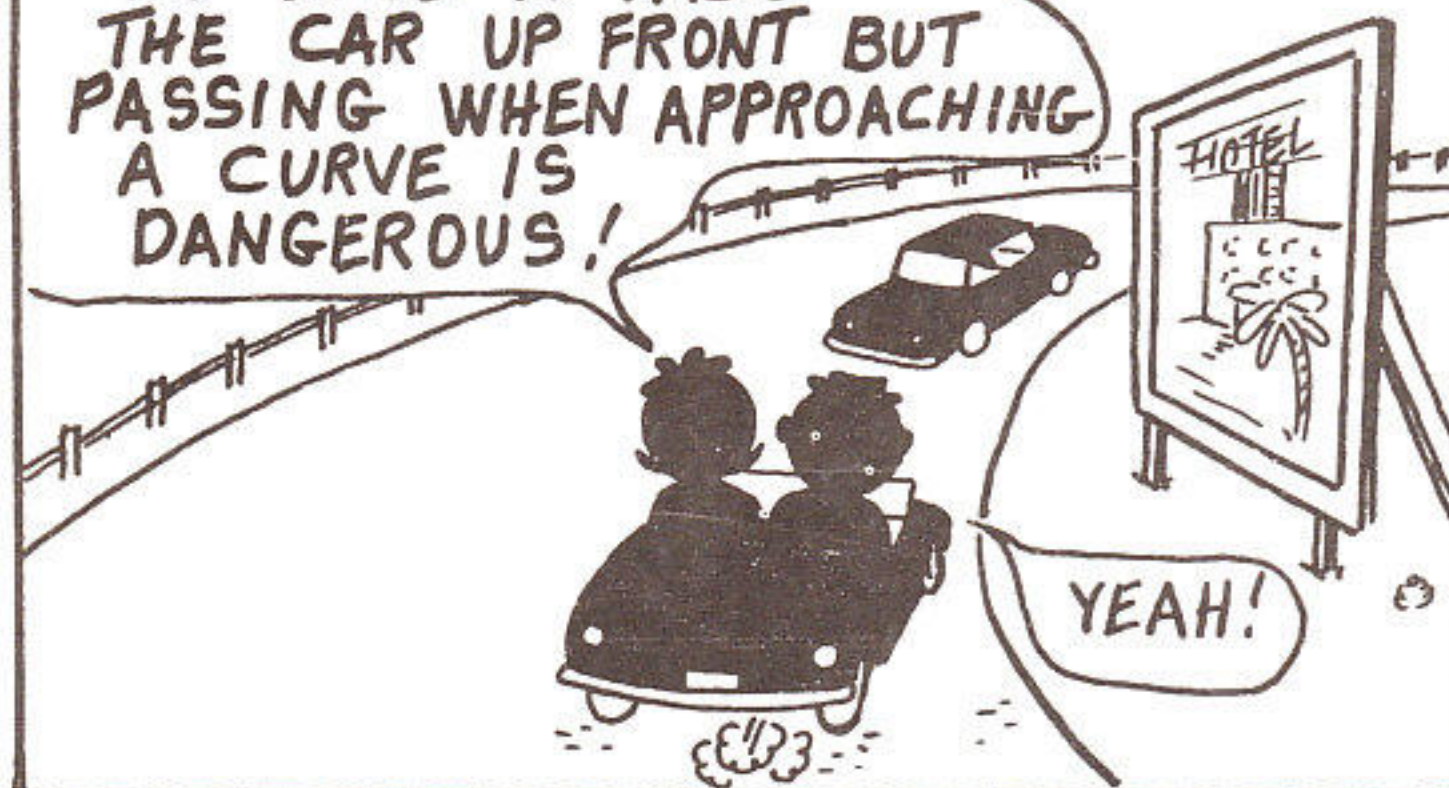
RETURN POSTAGE GUARANTEED

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

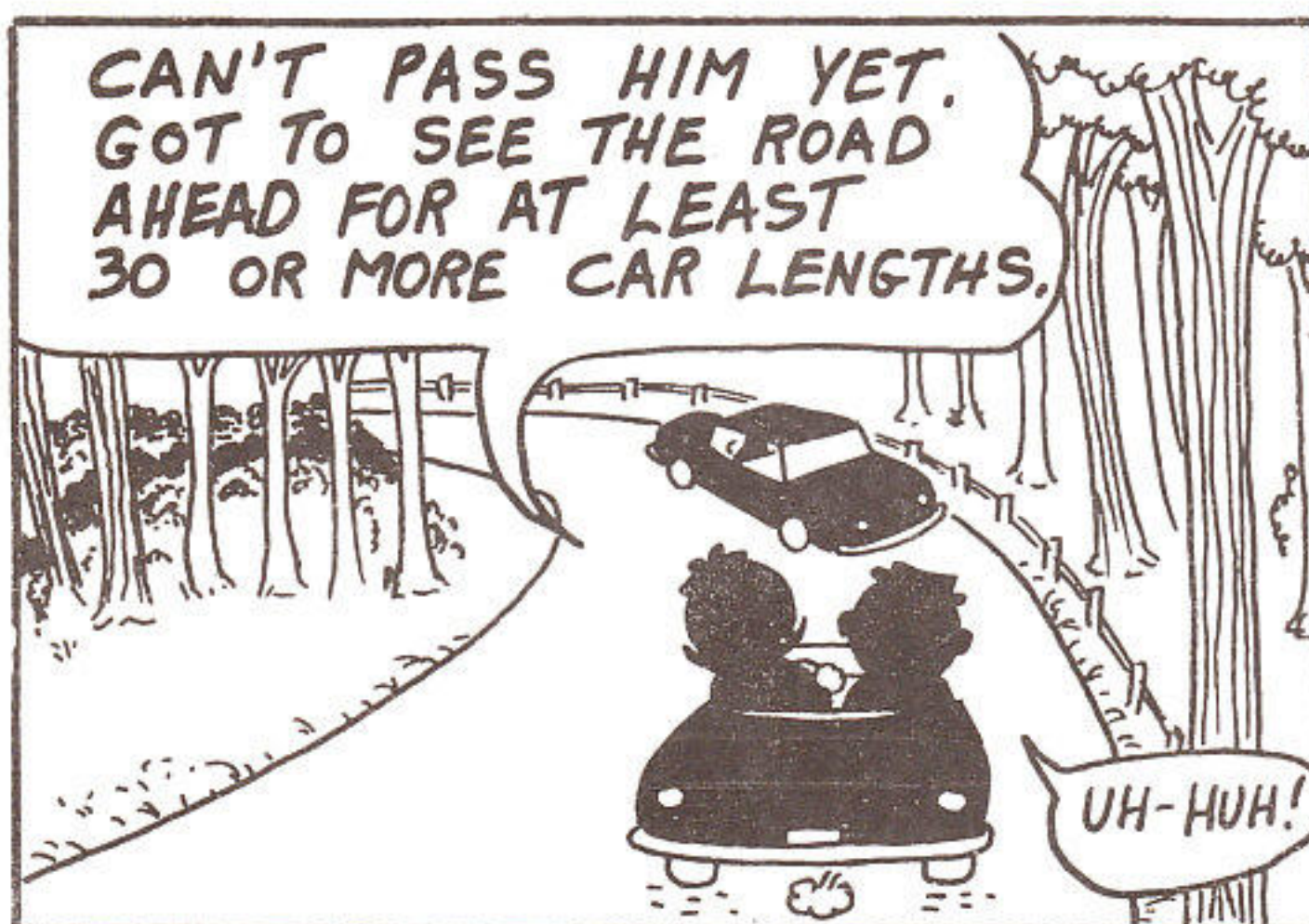
Al & Grace Naylor
345 Masterson Drive
Beaumont, Texas 77707

THE DRIVE-ABOUTS

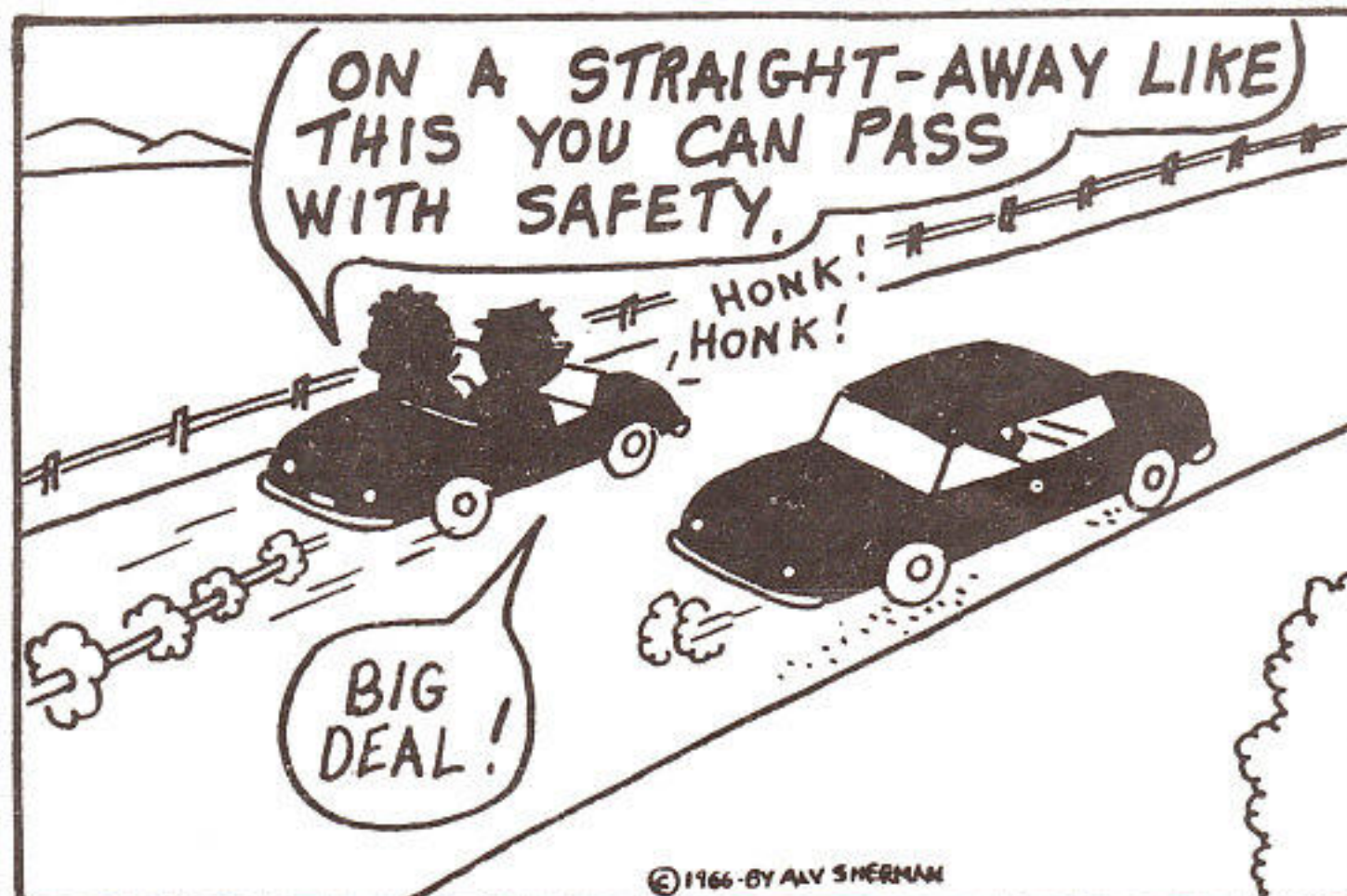
I'D LIKE TO PASS
THE CAR UP FRONT BUT
PASSING WHEN APPROACHING
A CURVE IS
DANGEROUS!



CAN'T PASS HIM YET.
GOT TO SEE THE ROAD
AHEAD FOR AT LEAST
30 OR MORE CAR LENGTHS.



ON A STRAIGHT-AWAY LIKE
THIS YOU CAN PASS
WITH SAFETY.



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ALV
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