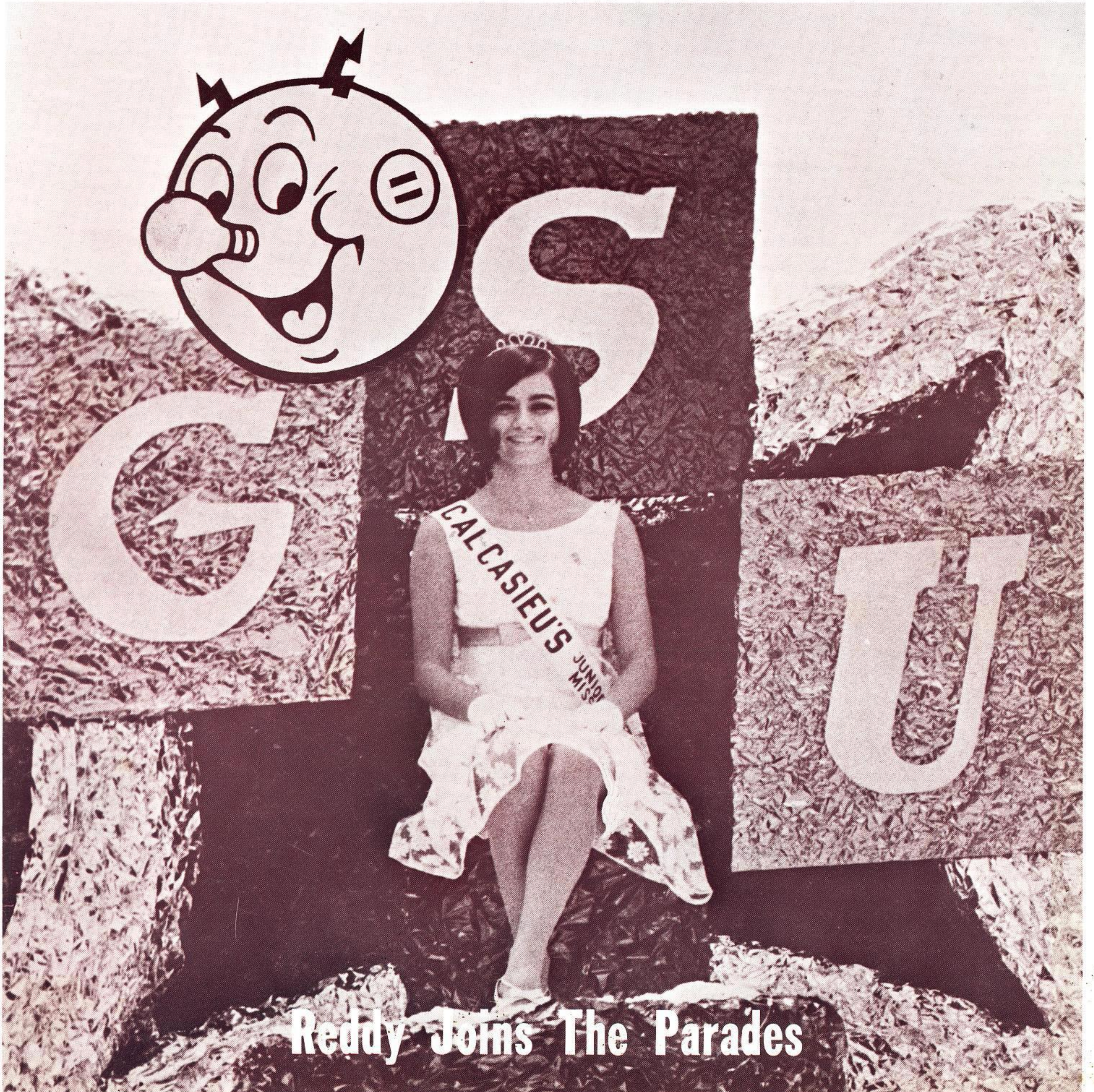


*Plain  
Talks*

GULF STATES UTILITIES COMPANY  
MAY, 1967




Reddy Joins The Parades



## **Social Security: New Welfare Tool?**

The Federal Government will be digging deeper and deeper into our pockets if H.R. 5710, the Social Security bill, passes Congress this month. In part, the bill would raise an individual's Social Security taxes from a \$290 annual maximum to \$599 per year by 1974. Wage-related benefits, a traditional provision of Social Security, would be subject to elimination by the new provisions. And for the first time, Social Security benefits will be taxable for persons judged to have "too much" income after retirement. Designed to help decrease the raiding of the general funds of the U. S. Treasury, as the bill is currently outlined, raising Social Security taxes will not wholly solve the problem and drafting of general funds will continue. In summary, the Administration's proposal would make the Social Security program little more than another welfare program.

The principal argument for H.R. 5710 is that Social Security benefits have not kept up with the rising cost of living, even though Congress has voted an across-the-board increase on these benefits on five occasions since 1940. Between late 1954 and late 1966, the Consumer Price Index rose roughly 23 per cent while Social Security benefits rose only 14 per cent. The bill, however, proposes a minimum increase of 15 per cent for some and up to 59 per cent for others, or a 20 per cent average increase overall. This sum is considerably in excess of the nine per cent amount indicated necessary by comparison with Consumer Price Index figures.

Even though an increase in Social Security taxes would appear to ease the strain on the U. S. Treasury's general funds from which relief payment, in the past, have come, the general funds will continue to filter out according to the current proposal. Finally, reducing Social Security protection to a "needs test" and destroying the principal of wage-related benefits is in direct contrast to the original aims of the Social Security Act. We urge you to write your Congressman using the above information to point out the inadequacies of the bill in order to support the preservation of a sound program of Social Security protection. 



# News Briefs

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MAY, 1967

Vol 2, No. 3

## POWER FAILURE SUBJECT OF TOP LEVEL MEETINGS

A rare "double contingency"---failure of a lightning arrestor and burned-out bushing and tripping of two Louisiana-Texas 138,000-volt transmission lines---were traced as the causes of the May 11 power failure affecting some 163,000 of our customers in an 18-county area of Southeast Texas.

The arrestor is mounted on the high-voltage side of a 500 mva transformer which serves the 440,000-kilowatt, Number 3 generating unit at Sabine Station. Trouble began when a flashover from the arrestor caused a bushing of the transformer to burn out, which, in order to protect the unit, shut it down. At the time, Unit Number 1 was undergoing routine maintenance and Number 2 was operating normally.

Loss of the power being generated on Number 3 was replaced by power from Louisiana over our two 138,000-volt tielines. A fault developed on one line which tripped automatically, putting the load on the remaining line. The thermal limit of the remaining line was exceeded and this line also opened, isolating the Texas system from Louisiana.

With the loss of both lines into Louisiana, the Texas load was on Neches and Sabine Stations which could not carry the 696,000 kw load with their combined remaining capability of 546,000 kw. Neches' Number 7 unit was also down for maintenance. The frequency began dropping rapidly and Neches' remaining units began shutting down.

Station service was restored to Sabine and Neches within an hour after the outage occurred, thus beginning the process of power buildup, block by block. By 5:30 p.m. power has been restored to the entire Texas system, in many sections, much earlier.

For several days following the power failure, Company officers and engineering personnel met to study specific measures for preventing any recurrence of a power failure. During these meetings it was noted that the teamwork of GSU personnel had been a vital factor in the quick and efficient restoration of power to our Texas customers.

## APRIL RESULTS OF GSU'S SYSTEM SAFETY CONTEST

Again, Baton Rouge, Beaumont, Navasota and Port Arthur Divisions placed first in the System Safety Contest for personal lost time injuries during April. Two injuries were suffered in the Lake Charles Division.

In motor vehicle accident standings Beaumont placed first, Baton Rouge, second; Lake Charles, third; Navasota, fourth; and Port Arthur, fifth. The combined damages of motor vehicle accidents during April cost our Company \$4,629.00.



Lake Charles, Navasota and Port Arthur tied for first place in off-the-job injuries. Beaumont came in fourth and Baton Rouge trailed in fifth place.

SERVICE AWARDS TO BE PRESENT - Revival of the annual Service Awards Dinners  
ED AT ANNUAL AWARD MEETINGS for service awards presentations has been  
announced by J. R. "Pat" Murphy, vice-president and system personnel manager.  
Under the plan, all service club members (employees with 10 or more years of service) will receive invitations to annual dinner meetings to be held in April or May. The first annual awards dinner is scheduled for 1968.

At the end of this month, the present method of service awards presentation will be discontinued. Employees reaching a 10, 20, 30 or 40 year anniversary date from June 1, 1967 through May 31, 1968 will receive awards at the dinner meetings in April or May, 1968.

COLORADO UTE PLANT STILL The manager of the Colorado-Ute Electric  
IN NEGOTIATION Association said that negotiations were  
proceeding with utilities for the sale of the  
cooperative Hayden power plant. The  
Colorado Supreme Court has declared that the plant was built illegally since there was  
sufficient power available. The Colorado General Assembly recently rejected a bill  
to circumvent that decision. Talks are in progress with Public Service Company of  
Colorado, Utah Power & Light Company and Western Colorado Power Company.

COMMITTEE CONTINUES BANK The House Agriculture Committee will  
BILL MARK-UP continue work in executive session this  
week on the proposed REA bank bill. It  
is reported that agreement still has not been  
reached on the issue of continuing two per cent loans for generation and transmission  
facilities.

RESIDENTIAL KWH USAGE Our Company is well ahead of the national  
ABOVE NATIONAL AVERAGE average of KWH usage per home customer.  
As of February 28, 1967, the national average  
was 5,312 KWH per year, while our average  
per home customer during that same period was 6,476 KWH.

THREE PROPOSED BILLS CONCERN Representative Richard L. Ottinger (D-N.Y.)  
UNDERGROUND TRANSMISSION has introduced H. R. 4135 to provide a tax  
credit for underground electric transmission;  
H. R. 4151 to provide a research and devel-  
opment program for construction of underground transmission; and H. J. Res. 234 to  
provide a study of the effects of overhead transmission.





#### Our Cover

Cheryl Prejean, daughter of John Prejean, storeroom supervisor, Lake Charles, added the final touch of beauty to our Company's float in Lake Charles' Centennial Celebration Parade. See parade feature on page 6.

## Plain Talks and *es* News • Vol. 45, No. 5 • May, 1967



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20 *Boating Fun*

#### PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

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Tom Spencer Associate Editor, Beaumont  
John Powers Contributing Editor, Beaumont  
Walt Wright Contributing Editor, Baton Rouge  
Member of Southeast Texas Industrial Editors  
and International Council of Industrial  
Editors.





## Commercial Sales Represent

# Selling W



RUFUS MIER IS A COMMERCIAL sales representative in our Company's Lafayette office, but you will seldom find him there. More often than not he is out making calls on customers in a sales territory which includes Lafayette's neighboring communities of Carencro, Scott, Church Point, Delcambre, Maurice and the area around Abbeville. He may be assisting a present customer with the economical operation of his electrical equipment or convincing a prospective customer of the varied advantages of total electric construction. But wherever you find him he's spreading good will for our Company through his friendly, easy manner.

Customers call him by his first name because that's the way Rufus prefers it. "It's just a lot easier to transact business when you start things off on a friendly, informal tone," he said, accenting each word with hand gestures, a familiar trademark of his.

What does a commercial sales representative like Rufus do? He will probably tell you there isn't much he doesn't do as far as account servicing is concerned, and rightly so. In many instances he is responsible for initial customer contact on commercial accounts. Sometimes his contact may be only one person, such as the architect or the proprietor, but he has sat in on boards or building committees in which 25 to 30 persons were present.

"Personal contact is all important," he emphasizes, "and since no two customers are alike, selling becomes a matter of individual technique."

Rufus' individuality in selling goes beyond mere business acumen. He is keenly concerned about customer satisfaction without which, he estimates, a dozen future sales could be lost. In pursuing this intangible goal, he may voluntarily assist the small business man with the electrical design of his structure, advise a large manufacturer on the efficient operation of his electric equipment, suggest improved lighting methods, even calm a complaining customer or handle a collection with the utmost urbanity.

In a typical day Rufus contacts an average of seven to eight customers, but the total will sometimes climb as high as 20. A single customer may



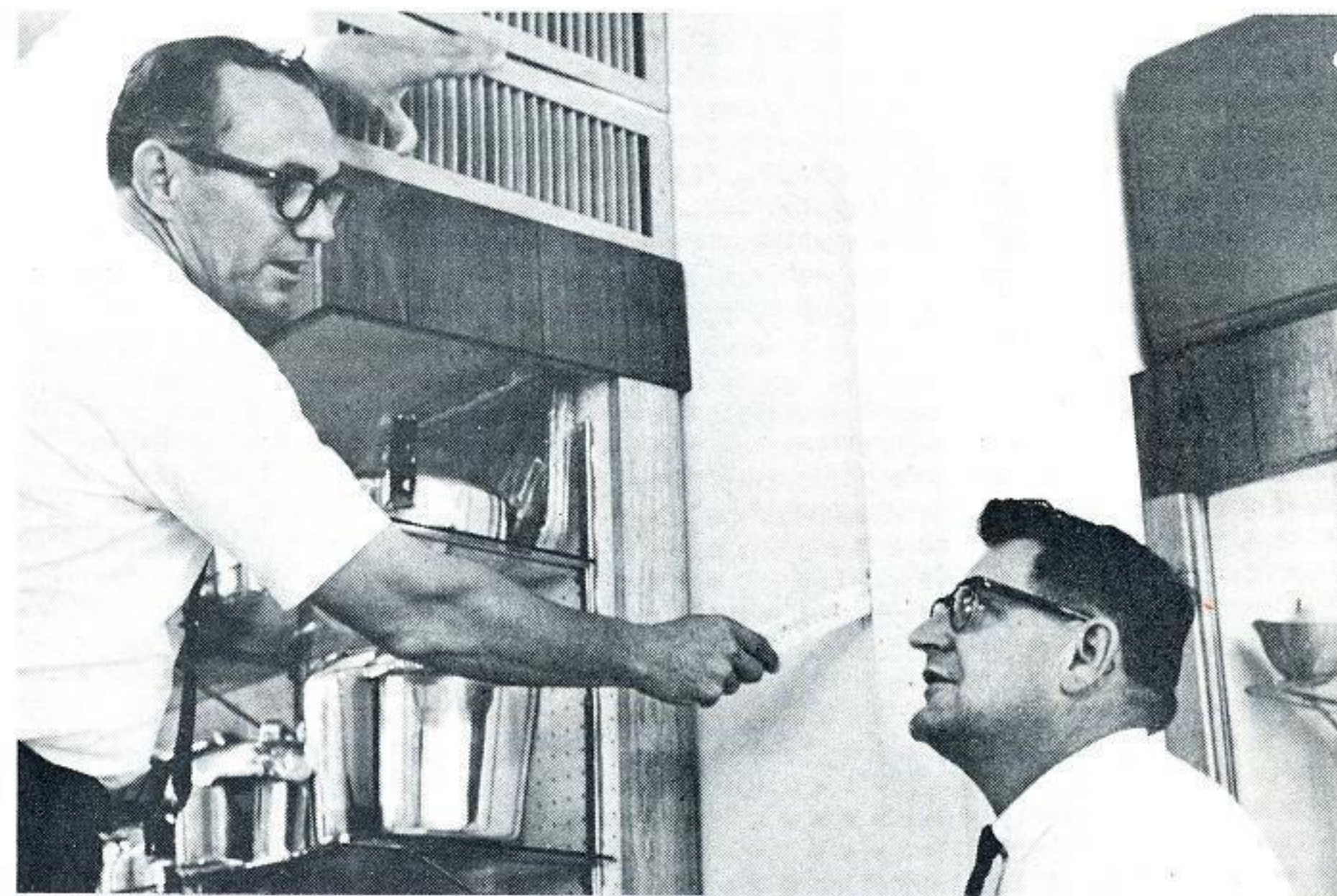
# ith A Personal Touch

require 16 to 20 hours of his time before a project is completed. At the beginning of a morning he spends an hour organizing his day, completing records, drawing up applications and handling routine office matters. The greater part of his day is spent in the field.

Rufus was raised in Lafayette and the towns and the people of his territory are familiar to him. He had completed a year at the University of Southwestern Louisiana and four months of a refrigeration course at a state trade school in Crowley when he joined GSU's Engineering Department as a helper in Lafayette. In 1955 he was promoted into the Commercial Sales Department, at first handling small businesses then expanding his accounts to include farms and large commercial firms. Today he services accounts which range from cattle water wells to large refrigeration manufacturing plants. And with experience has come recognition for a job well done. He was presented the Commercial Load Builders Award for the Lake Charles Division for 1963, 1965 and 1966.

Rufus is no less penetrating in other facets of life. His civic activities are sufficient to stagger a person of lesser energy. He is an active member of the Scott, Louisiana Lions Club and publicity chairman for its annual fishing rodeo. He is an enthusiastic supporter of the Lafayette Lion Backers Club which boosts youth sports of the Lafayette area. At Saint Jules Catholic Church, he is principal of the High School of Religion and is a member of the Building Committee. He is the sole advisor to a Junior Achievement Company, "Young Business," which makes and sells imprinted sweat shirts and home bulletin boards. Believing that he, rather than the organizations, derives the greatest benefit from his participation in civic ventures, he shuns personal recognition: "A fellow should have civic goals as well as personal."

Crack salesman, civic-minded zealot, sports booster, sometime philosopher, Rufus Mier wears many hats and wears them all well. If he has a sales secret it can be described in two words: honesty and sincerity; guiding principles he doesn't leave at the office when he departs at five o'clock.



**Helping a customer** achieve efficient operation from his electrical air conditioning system is one of Rufus' varied jobs.



**A customer wanted** modern electrical wiring and fixtures in his department store expansion. Rufus showed him how.



**Working with youth** is Rufus' favorite pastime.





# project 808

**orange district zeroes in on safety**





Eventually, every employee gets to conduct a safety meeting in Orange.

Here, O. F. "Skeeter" Peveto, serviceman, discusses safe driving rules before an attentive audience of fellow workers.

FROM THE BEGINNING YOU KNEW that it wasn't going to be one of those highly-statistical, perfectly-elocuted speeches by a safety expert. The speaker, in fact, knew no more about the techniques of public speaking than a professional speaker would know about installing a service loop. But he did know about safety, and in the next eight minutes he was to provide an amusing and enlightening account of the common sense value of observing safe driving rules and warnings.

Orange's 808 Safety Meetings were initiated almost two years ago following a rash of rear end accidents throughout our service system. "We were

looking for some way to emphasize driving safety, not only for employees who drive Company vehicles, but an overall driving safety program which would benefit every employee in our district," said T. O. "Doc" Charlton, Orange district superintendent and originator of the idea for the 808 Meetings.

The formula for the meetings is surprisingly simple. Held each month in the auditorium of the new office-service center in Orange, the meetings begin promptly at 8:08 and last no longer than eight minutes. Any employee can volunteer to speak on any phase of driving safety.

When the program started, supervisors were asked to deliver the first speeches, but soon after other employees rallied to the cause for safety and mounted the rostrum. Doc points out that whatever popular opinion may be to the contrary, some of his best speeches on driving safety have been given by women employees. Source material for a speech may come from any one of several safety manuals on hand at the office or from personal observances of unsafe driving practices.

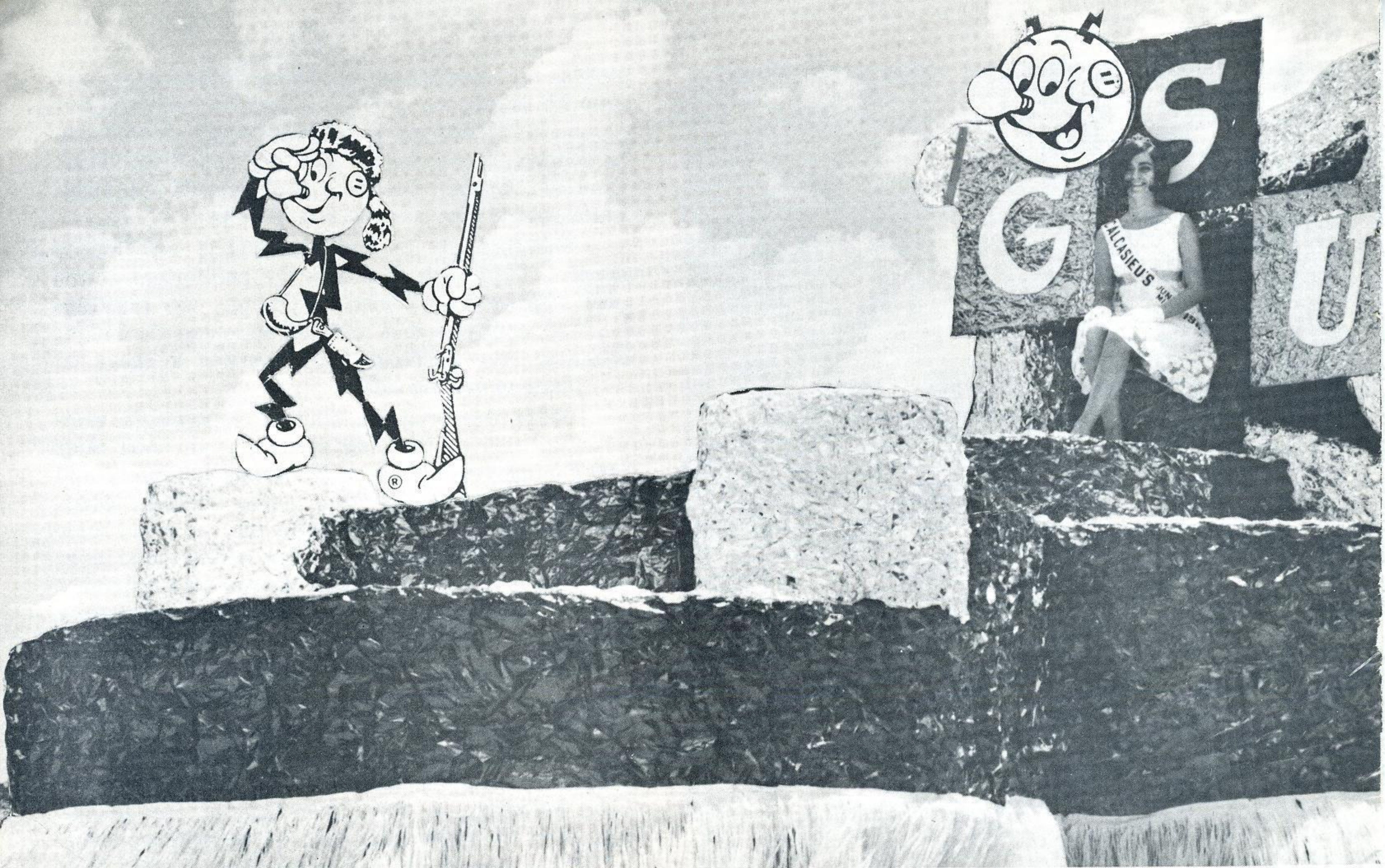
Announcement of each 808 Meeting is posted on the Company bulletin board the day preceding the meeting. Next morning, while a skeleton crew maintains the office, all other employees file into the brief meeting. A side advantage of the session has been to allow employees to become acquainted whose jobs would otherwise prevent their ever coming in contact.

Because of the time limitation of the 808 Meetings, no one may interrupt a speaker during his presentation. However, once a year the audience participates in an open-end safety discussion. During one such meeting consideration of the safety of customers leaving the office grounds came before the group. A stop sign was needed to remind departing customers of the danger of the highway which passes before the building. Taking this lead, a committee of two tackled the problem, contacted the local police department, and before you could say "Safety First", the stop sign was installed.

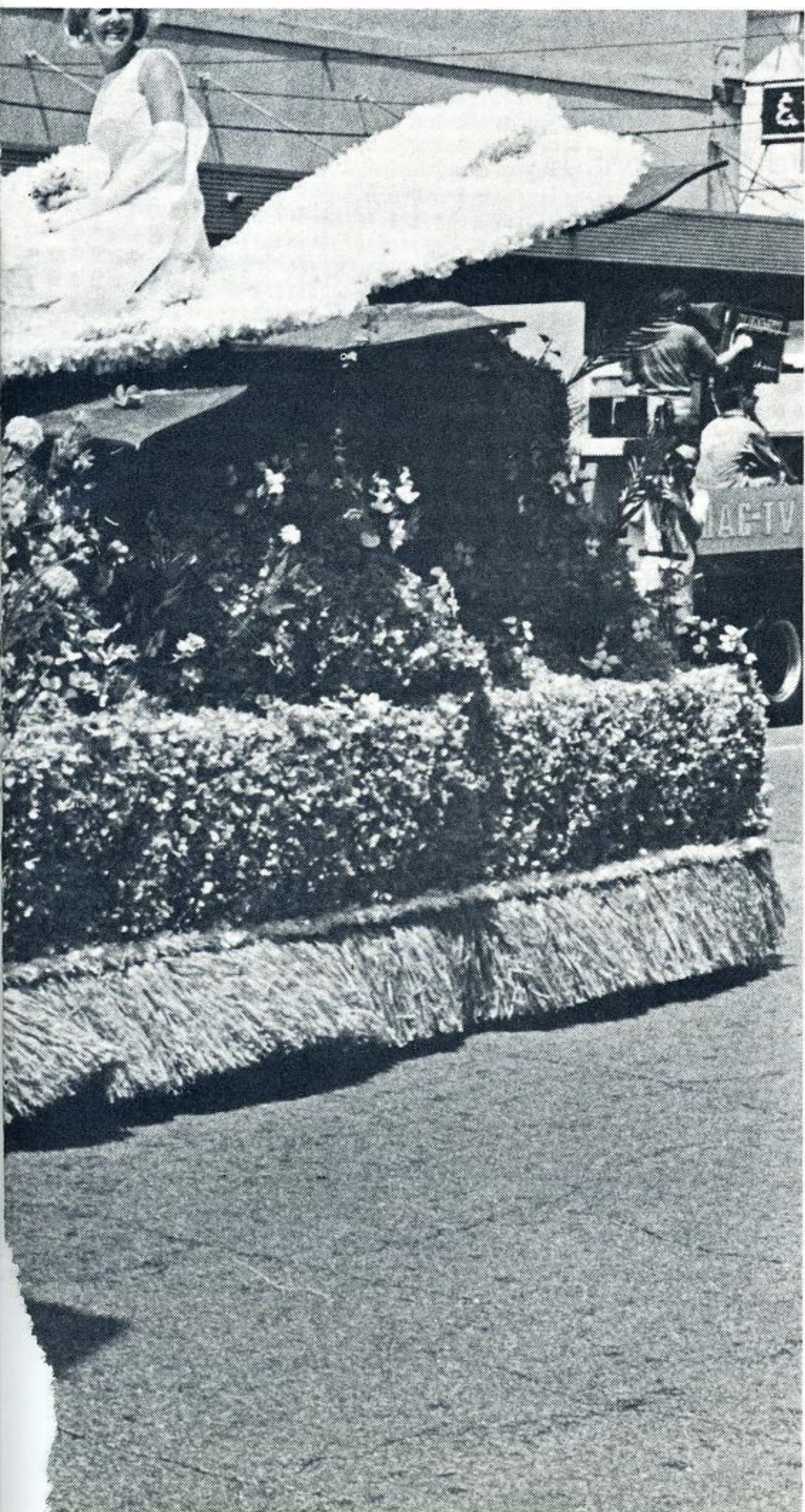
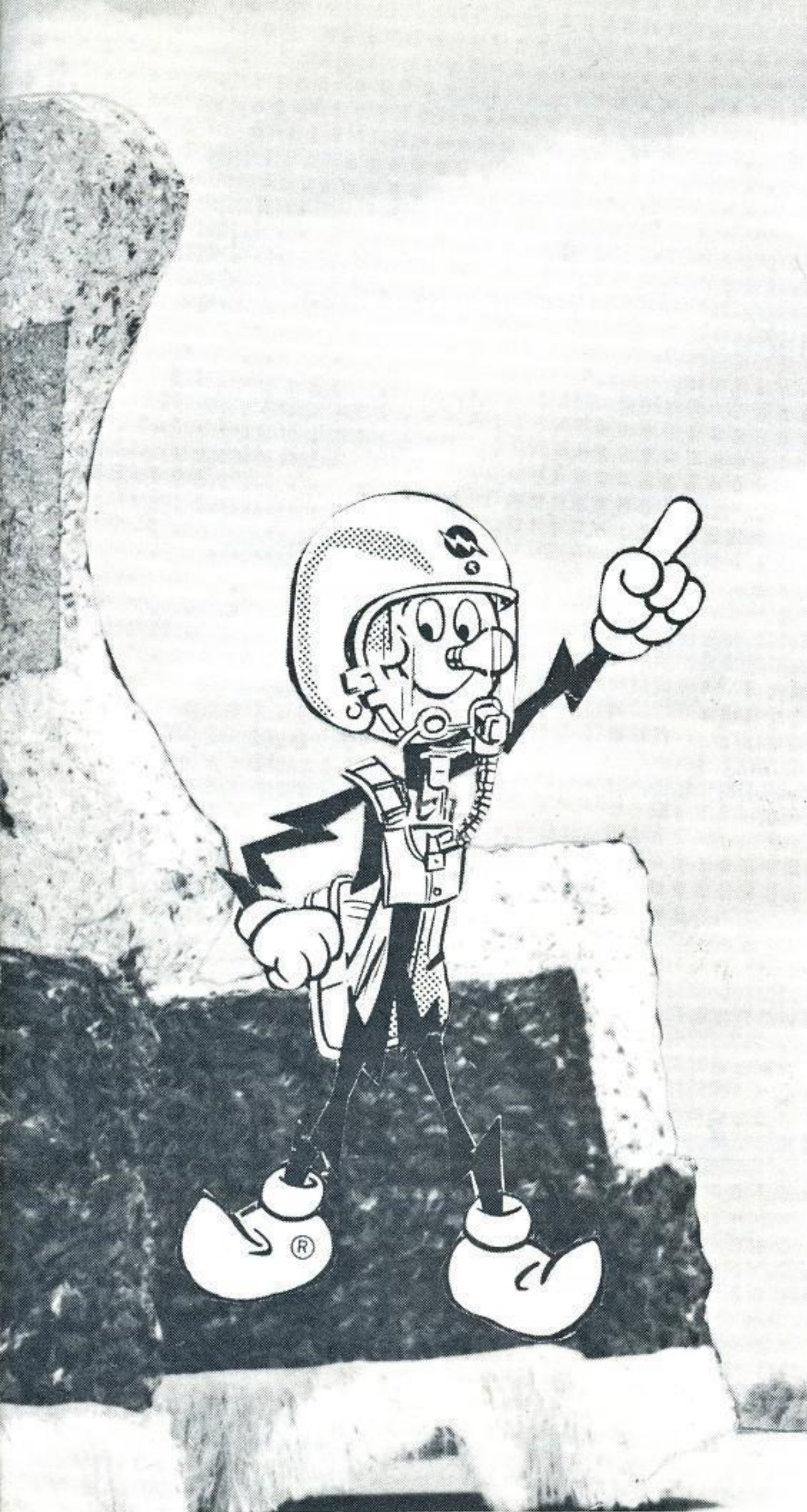
Awareness of safety prompted by the 808 Meetings has aroused in the employees a tenacious regard for the safety warning signs which were installed around the building at their request. Currently under consideration by the group are safety slogans to be placed at all the building's exits as a final reminder of safe driving practices.

It may be only a coincidence that in the two years since the 808 Meetings were introduced, Orange's accident rate has been practically nil, but employees in the Orange District like to think that it is their active participation in the safety program which accounts for the excellent record. To them, working and driving safely is simply a matter of practicing what you preach.









## Reddy Joins The Parades

Our Company's mascot, Reddy Kilowatt, was a featured attraction in three parades held recently in our service system. Donning the costumes of pioneer, astronaut, fortune-teller and farmer, he demonstrated the dominant role electricity plays in our growing service area. Lovely young ladies added to the beauty of the floats in Lake Charles and Beaumont, and in Cleveland, Farmer Reddy told a practical story of how to "beef up" profits.

**Centennial Celebration Parade, Lake Charles, Louisiana**—Upper left, Cheryl Prejean, daughter of John E. Prejean, storeroom supervisor, Lake Charles, graced GSU's float in Lake Charles' 100th Year celebration parade, April 22 along Ryan Avenue. Cheryl is Calcasieu's Junior Miss and was a third runner-up in the Miss Lake Charles Beauty Pageant.

**Neches River Festival Parade, Beaumont, Texas**—Lower left, thirteen beautiful princesses waived gaily to the crowd from GSU's large float dedicated to springtime. The parade signalled the beginning of a week-long festival climaxed by a boat race on the Neches River in Beaumont.

**Dairy Day and Swine Show Parade, Cleveland, Texas**—Above right, Liberty, Montgomery and San Jacinto Counties participated in this 25th annual FHA event kicked off by a festive parade in which Farmer Reddy, your "wired" hand, pointed up the advantages of electrical farming.



# LETTERS

*From employees, customers and friends of GSU*

## Orange

Mr. T. O. Charlton  
Gulf States Utilities Company  
Orange, Texas

Dear Doc:

Thank you for providing a display during Texas Industrial Week. This part of our program to emphasize the importance of industry to our community had substantial impact. The displays were all of high quality and added to the stature of the firms represented by plants here. Because of the prominence of the locations we were able to obtain, these displays were seen by a large majority of the citizens of our community.

I believe that it is especially important in Orange that we in industry continue to sell our companies to the public. Your display helped people here understand that they really are "Shareholders in Texas Industrial Progress".

Yours truly,  
Flave Pledger, Chairman  
Business Climate Committee  
Greater Orange Chamber of Commerce

## Navasota

Mr. Don Butler Ware  
Gulf States Utilities Company  
Navasota, Texas

Dear Mr. Ware:

We would like to express our appreciation to you for assisting one of our employees, Mr. A. B. Harper, who was injured in an automobile accident on U. S. Highway 59, south of New Caney, Texas.

By using your company's radio to summon an ambulance, Mr. Harper received medical attention much sooner than he would have otherwise and is making a speedy recovery.

In this day when so many people are reluctant to help their fellowman when

injured, it is refreshing to find someone like you that can keep a cool head and care enough to aid the injured.

On behalf of Mr. Harper, his family, United Gas Corporation and myself, again we say thanks for a job well done and we shall forever be grateful for your assistance.

Yours very truly,  
United Gas Corporation  
Ottis R. Lee  
Assistant Safety Engineer

## Baton Rouge

*The sixth grade science class of Winbourne Elementary School toured Louisiana Station on April 12. Below is a representative letter of appreciation from the class.*

Mr. Wayne Huff  
Production, Louisiana Station  
Baton Rouge, Louisiana  
Dear Mr. Huff:

You were very thoughtful for taking us on the tour and we enjoyed it very much. It was really fun and exciting. Thank you for showing us the boilers, generators, turbines, and pump house. Oh and thank you for showing us the control panel. We learned much from what we saw and heard. Say "Hi" to Reddy Kilowatt for us.

Yours truly,  
Donald Huff      Howard Ainslie  
Cyd Vinson      Elaine Loftin  
Dennis Guidry      Patty Cameron  
P.S. Thank you for the cokes.

Mr. J. W. Kirkland  
Gulf States Utilities  
Baton Rouge, Louisiana  
Dear Mr. Kirkland:

I want to express my appreciation to you and Gulf States Utilities for sponsoring me at the Foundation of Economic Education National Seminar at

Irvington, New York. There were numerous excellent lecturers from outstanding universities, and it was a pleasure to meet some of the top students in the United States during the three days of meetings.

The seminar was a once-in-a-lifetime experience for me, and I hope you will seize each chance you have to send a student to it. The ideas and concepts they present about free enterprise are most useful to any diligent person. Again I thank you for giving me the opportunity to represent Gulf States Utilities and L.S.U. at the Foundation.

Very truly yours,  
A. Emmet Stephenson, Jr.  
Baton Rouge, Louisiana

## Port Arthur

Gulf States Utilities Company  
Port Arthur, Texas

Dear Sirs:

It was a pleasure and a very informative visit that I had with your company on Business-Education Day. The service that your company is providing to the area is tremendous and courteous. The tour of your plant and your hospitality was very gracious. Thank you very much for an enjoyable and informative day.

We would appreciate a visit from any of your personnel in our school in the future.

Sincerely yours,  
Joe B. Cruseturner, Principal  
Stephen F. Austin School  
Port Arthur, Texas

Mr. Sidney Hebert  
Residential Sales Representative  
Gulf States Utilities Co.  
Port Arthur, Texas  
Dear Mr. Hebert:

We are, indeed, grateful to you for taking time out to bring us 400 copies of the safety pamphlet "Secret Squirrel Kite Fun Book." These were issued to our pupils, and the booklets will be used in our safety and educational program.

As well as being most helpful in our program here at Lamar Elemen-



tary School, the booklets are easy to read, and the pupils will find them most interesting.

Please extend our appreciation to the Gulf States Utilities Company for making your service available and for the booklets.

Very truly yours,  
Mrs. J. B. Matthews  
Principal, Lamar  
Elementary School  
Port Arthur, Texas

## Huntsville

Gulf States Utilities  
Huntsville, Texas  
Gentlemen:

We wish to express to you our sincere appreciation for your generous assistance to our drill team. Without your active support our trip to the national drill competitions in Washington, D. C., would have been impossible.

It was a tremendous, unforgettable thrill, and we will always remember that you helped us when we needed it the most.

Sincerely,  
Donald E. Voelter  
Cadet Lt. Colonel  
Commander Lowman Rifles  
Sam Houston State College  
Huntsville, Texas

## Plaquemine

*Editor's note: Our Company purchased a hog, a lamb and two calves at the Auction Sale for Junior Exhibitors held March 9 for 4-H and FFA members. The event was part of the LSU Livestock Show held in Baton Rouge March 3-11.*

Dear Mr. Krouse

Thank you for buying my market hog at the Livestock Show. My brother and I raised the pig for six months. I know you will be satisfied with the meat. If ever you are around Plaquemine, I would like for you to see my herd.

Your kindness will not be forgotten.  
Your friend always  
Stanley H. Jackson III  
Iberville Parish 4-H  
Plaquemine, Louisiana

## Beaumont

Mr. Eldon A. Werner, President  
Gulf States Utilities Company  
Beaumont, Texas

Dear Eldon:

In a recent issue of your Company magazine I noticed a letter that you and Glenn Richard sent to your employees. The information included in your letter was most interesting and had to do with the future use of electrical energy, especially by the customers of the Gulf States Utilities Company.

Making utility company people aware of the vast opportunities associated with this rapid growth business is possibly one of the more important responsibilities that most utility management groups have.

Just wanted to pass on some thoughts of a reader outside of your organization.

Sincerely,  
J. L. Pratt,  
Commercial Vice President  
Allis-Chalmers  
Dallas, Texas

Gulf States Utilities Co.  
Mr. C. P. Shirey  
Beaumont, Texas  
Dear Mr. Shirey:

This will acknowledge receipt of your summary of the book "Overcharge," authored by Senator Lee Metcalf of Montana. I feel that your summary along with the booklet, "Questions and Answers About the Electric Utility Industry" is more than a match for the publication of the Senator. In the booklet I discovered many comprehensive and little known facts concerning the investor-owned utilities.

Since I am personally a strong advocate of the free-enterprise system I appreciate your effort in supplying me with these facts. For example, it is a known fact that for our firm to do business with a governmental agency means an additional cost to us of from 15% to 20% over and above the cost of doing business with a private firm. This is a further evidence of the hidden cost to the taxpayers for work handled through governmental agencies.

I thank you again for the informative reading.

Yours very truly,  
John A. Neild  
H. B. Neild & Sons, Inc.,  
Contractor  
Houston, Texas

Mr. James S. Turner  
Gulf States Utilities Company  
Beaumont, Texas

Dear Mr. Turner:

I really don't think you could forget me, but I'll tell you (who I am) anyhow. I'm Dale McIntyre, the boy that wrote to you asking about some material on my project. Remember? Back on September 12, '66 you sent me a lot of material for an idea. Well, with your booklets I've gotten an A on my science project and it was sent to the "Science Fair". My science teacher thought it was so good that she told the other classes about it. Really! One boy, I guess, thought it was good, so he did the same on his, and made a bad grade. Because he made bad (false) results. So, he changed it up some and put his project in the Fair, and guess what? He got 1st Place! So I'd like to say, like Gomer Pyle does, Thank-ye, thank-ye, thank-ye. Really appreciate it.

Dale McIntyre  
Beaumont, Texas

Mr. Lloyd N. Brannan, Supervisor  
Area Development  
Gulf States Utilities Company  
Beaumont, Texas  
Dear Mr. Brannan:

Our sincere thanks to you and Gulf States for providing the attractive conference packets with "Horizon Club" printed on them, the note pads and pencils. As you well know, the packets held a multitude of "things" for the girls throughout the weekend.

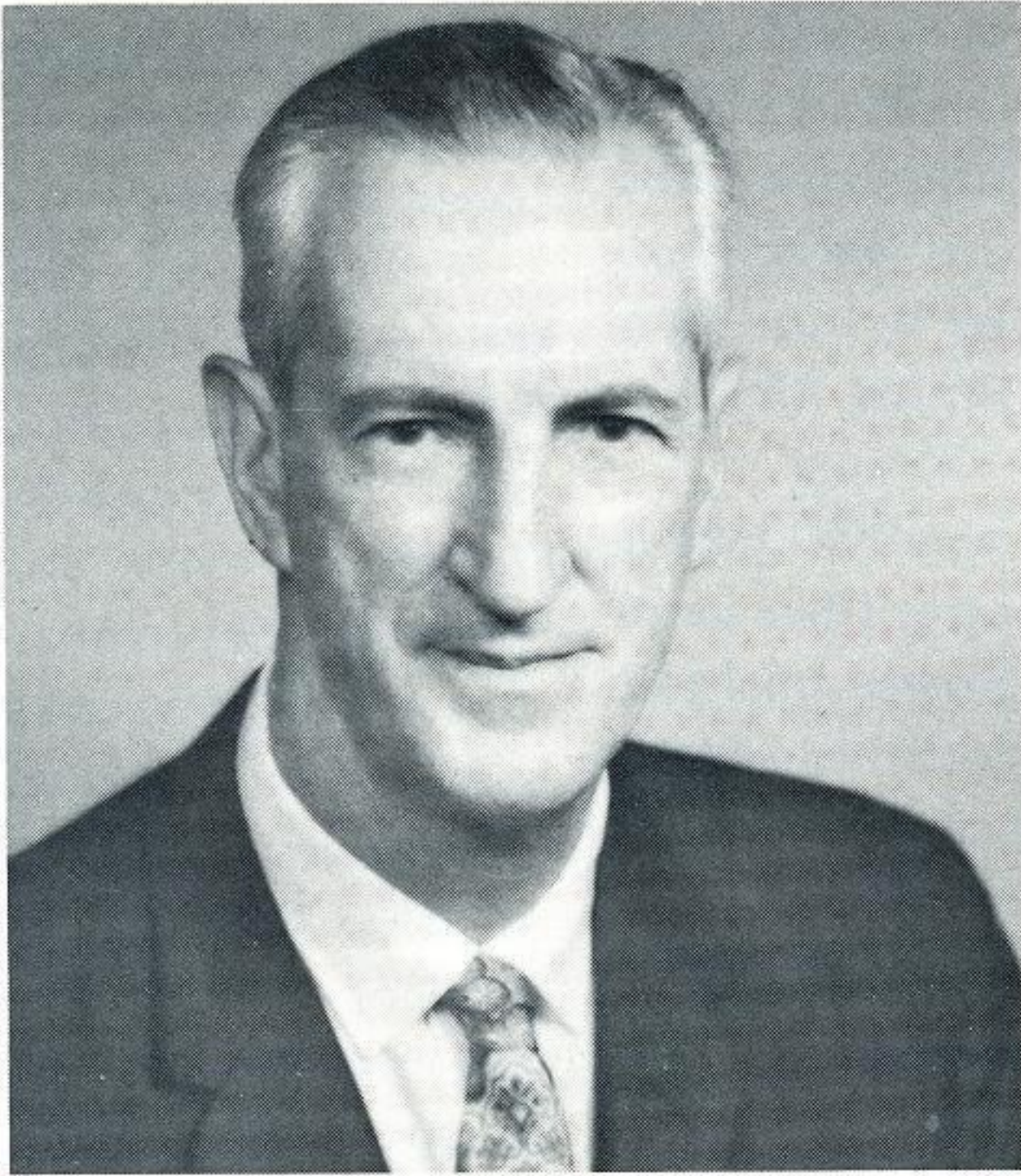
Thank you for helping to make our Southeast Zone Conference a memorable occasion for the 326 girls who attended.

Sincerely,  
Miss Ann Duchamp  
Executive Director  
Beaumont Council of  
Camp Fire Girls



# SERVICE AWARDS

## FORTY YEARS



**W. T. Buckley**  
Treasury — Taxes  
Beaumont



**F. A. Wilson, Jr.**  
Construction — Production  
Beaumont

## THIRTY YEARS



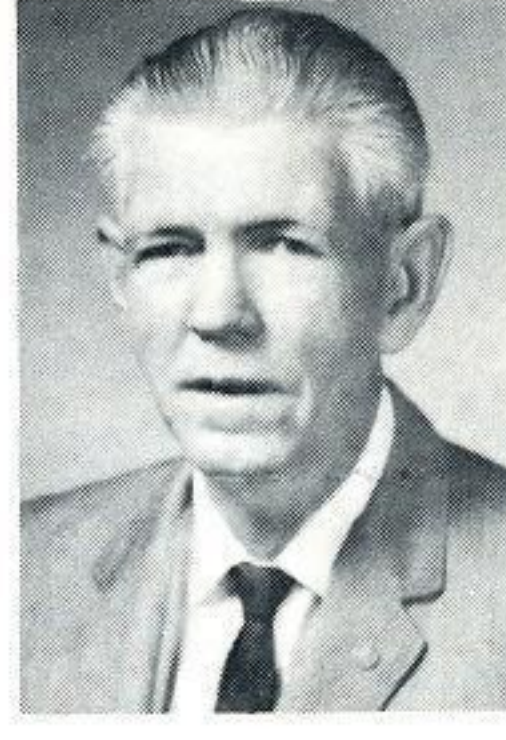
**L. J. Efferson**  
T & D  
Baton Rouge



**R. H. Ellis**  
Accounting  
Beaumont



**M. C. Garman**  
T & D  
Jennings



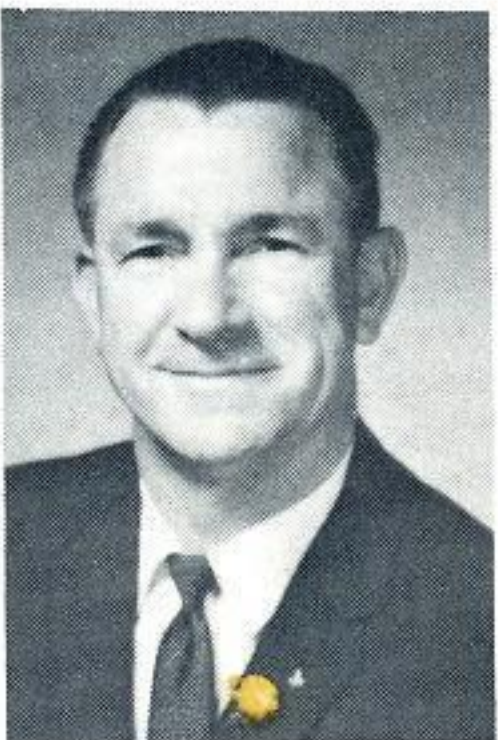
**C. N. Giffin**  
Treasury  
Beaumont



**R. C. Harris**  
T & D  
Baton Rouge



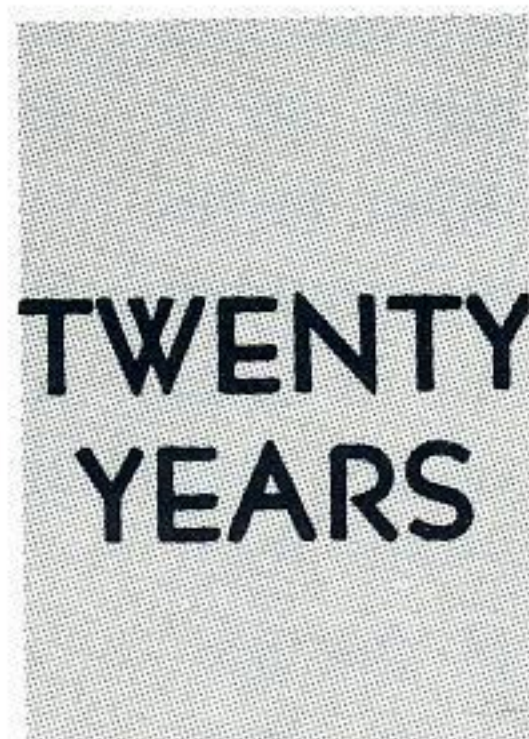
**M. N. Jensen**  
Production  
Sabine Station



**J. V. Lasyon**  
Production  
Neches Station



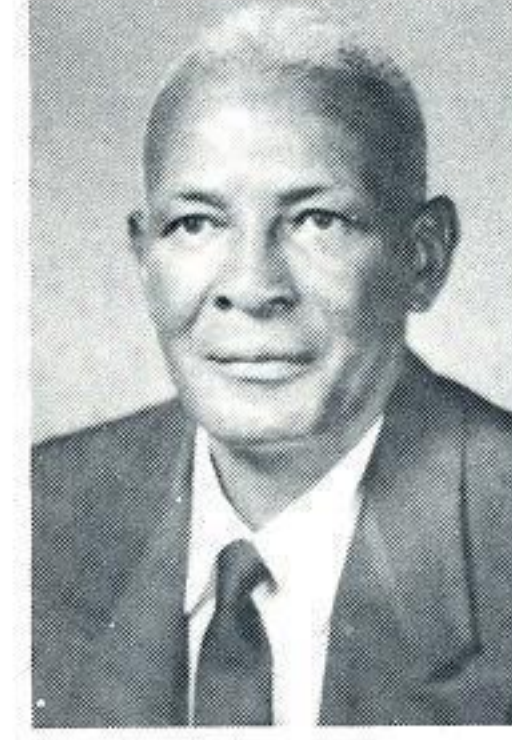
**O. C. Wingard**  
Sales  
Orange



**Z. B. Brown**  
Production  
Neches Station



**Marion Chambers**  
Production  
Neches Station



**Cleveland Guidry**  
Building Services  
Beaumont



**P. A. Harrington**  
Sys. Operations  
Beaumont

## TWENTY YEARS





**Otha Hughes**  
Treasury  
Beaumont



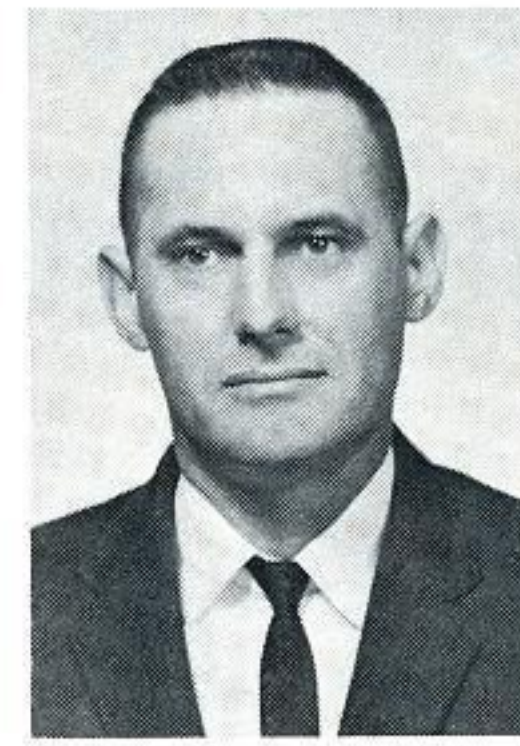
**C. C. Kuritz**  
Sys. Engineering  
Beaumont



**Gabe Lute**  
T & D  
Port Arthur



**D. J. Provost**  
T & D  
Lafayette



**Rayford Bertrand**  
T & D  
Lafayette



**J. T. Bryant**  
Sys. Services  
Beaumont



**W. B. Callahan**  
T & D  
Baton Rouge



**P. H. Carney**  
Aviation  
Beaumont



**M. B. James**  
T & D  
Gonzales



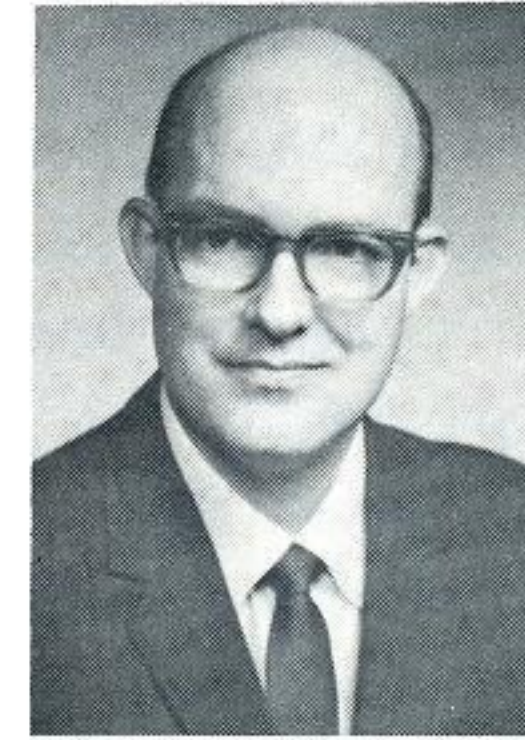
**C. E. Martin**  
T & D  
Beaumont



**R. D. Streitmatter**  
Treasury  
Lake Charles



**J. L. Sullivan, Sr.**  
T & D  
Lake Charles



**P. W. Ward**  
Accounting  
Beaumont

## Board Chairman Richard Addresses Society Of Security Analysts In New York, May 3

Glenn E. Richard, chairman of the Board of Directors of our Company, cited the "unprecedented expansion" of industry and the economic stability of Southeast Texas and the Louisiana coast in a speech before the New York Society of Security Analysts in New York on May 3.

According to Mr. Richard our Company will spend \$450,600,000 on construction from 1967 to 1971 to meet the rapidly growing demand for electricity caused by the industrial growth of the area.

In a three-year span, Gulf States' peak electric load increased 34 percent, kilowatt-hour sales increased 33 percent and earnings per common share for our Company rose 40 per cent. He said the Company initiated rate reductions of \$1,300,000 and operating revenues still increased 23 per cent.

Mr. Richard also hinted at nuclear powered generating facilities for GSU

before 1980.

In pointing out reasons for the area's sound economy, Mr. Richard named the vast reserves of oil, gas, salt, sulphur, sand, gravel, shell and water. Farming and cattle are also significant to the economy, he said.

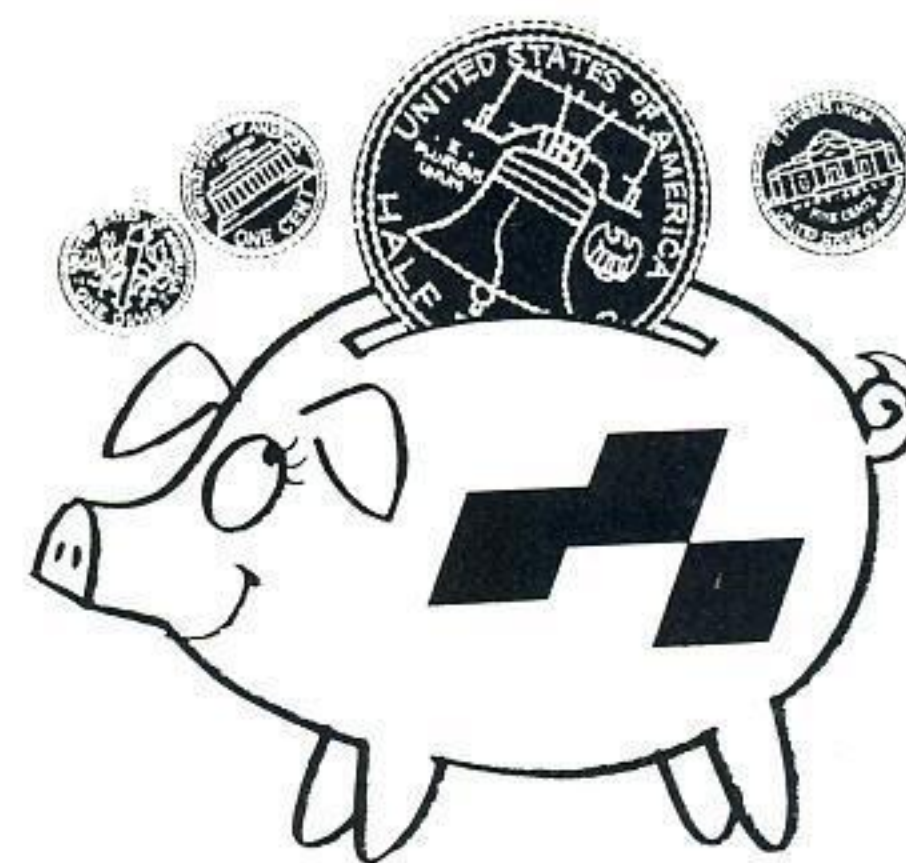
"Of all our natural resources, water is among the most important. The seven major rivers flowing through our area provide one of the best fresh water situations that can be found in the nation," he emphasized.

Mr. Richard pointed out that the ports in Baton Rouge and Beaumont-Port Arthur are ranked among the ten largest in the nation.

He also predicted tourism will expand along with recreational facilities in the area and make a major contribution to the economy.

Mr. Richard cited petrochemical, wood pulp and paper as expanding industries

(Continued on Page 13)



### Thrift Plan

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

3939 shares of common stock at a total cost of \$111,386.42 or an average cost per share of \$28.278.

99 shares of \$4.40 preferred stock at a total cost of \$8,472.98 or an average cost per share of \$85.586.

These costs included brokerage and commission fees.

The Trustees also deposited \$23,190.80 with the Savings Department of the First Security National Bank of Beaumont.



# J. O. Robichau To Head New Information And Data Services Department; Three Promoted

Our Company is combining all its data processing, systems and procedures and computer operations into a new department called Information and Data Service to be headed by J. O. Robichau, former electrical engineer in the System Production Department.

Bennie F. Lott, Richard E. Smith and E. E. "Kit" Evans were promoted and transferred into the newly-created department. Mr. Lott was promoted to director of electrical data processing, Systems Support Services. Mr. Smith's new post will be coordinator of EDP research and development and Mr. Evans has been made supervisor of data systems operations.

Mr. Robichau, whose new post will be administrator of information and data services, is a native of Beaumont. A 1957 graduate of Lamar Tech, he joined our Company that year as an engineer in the Relay and Communications Department. He was transferred to System Production in 1960 and promoted to electrical engineer in 1964.



J. O. Robichau



B. F. Lott

Mr. Lott, who was formerly director of systems and procedures in the Treasury Department, will direct all systems analysis, procedures and programming personnel in his new position.

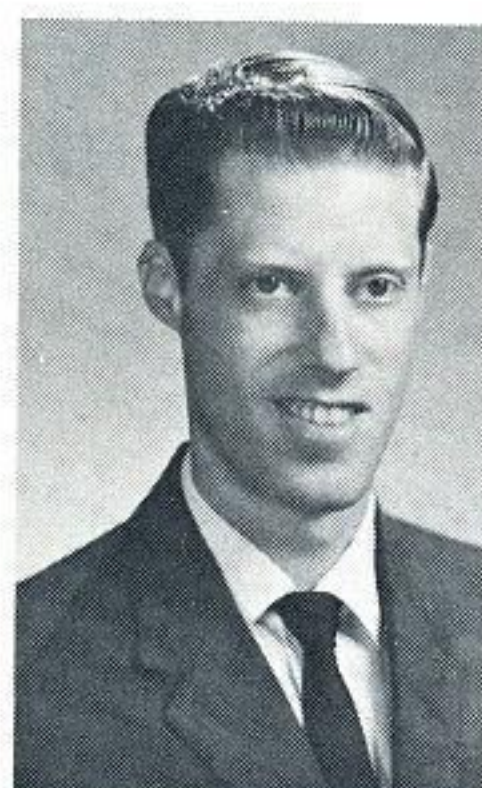
A native of Collins, Mississippi, he joined our Company in June, 1950 as a clerk in the Accounting Department in Beaumont. He was elevated to senior clerk the following year. He then became an administrative assistant in the Statistical Department in 1953 and moved to General Accounting in 1954.

In 1957 he went into Systems and Procedures as an administrative assistant and was made supervisor in 1961.

Mr. Lott received an associate of arts degree from Lamar Tech and his BBA degree from Baylor University.

Dick Smith, formerly supervisor of electronic data processing in the Information Services Department, is a native of Iowa and an electrical engineering graduate of Texas A&M.

Joining our Company's Beaumont T&D Department as an engineer, he left to serve two years with the Army Corps of Engineers. Upon his return in 1957, he was reassigned to the T&D Department as an engineer in the Planning section. He was transferred to the System Planning Section in 1961 and named supervisor of electronic data processing in 1965.



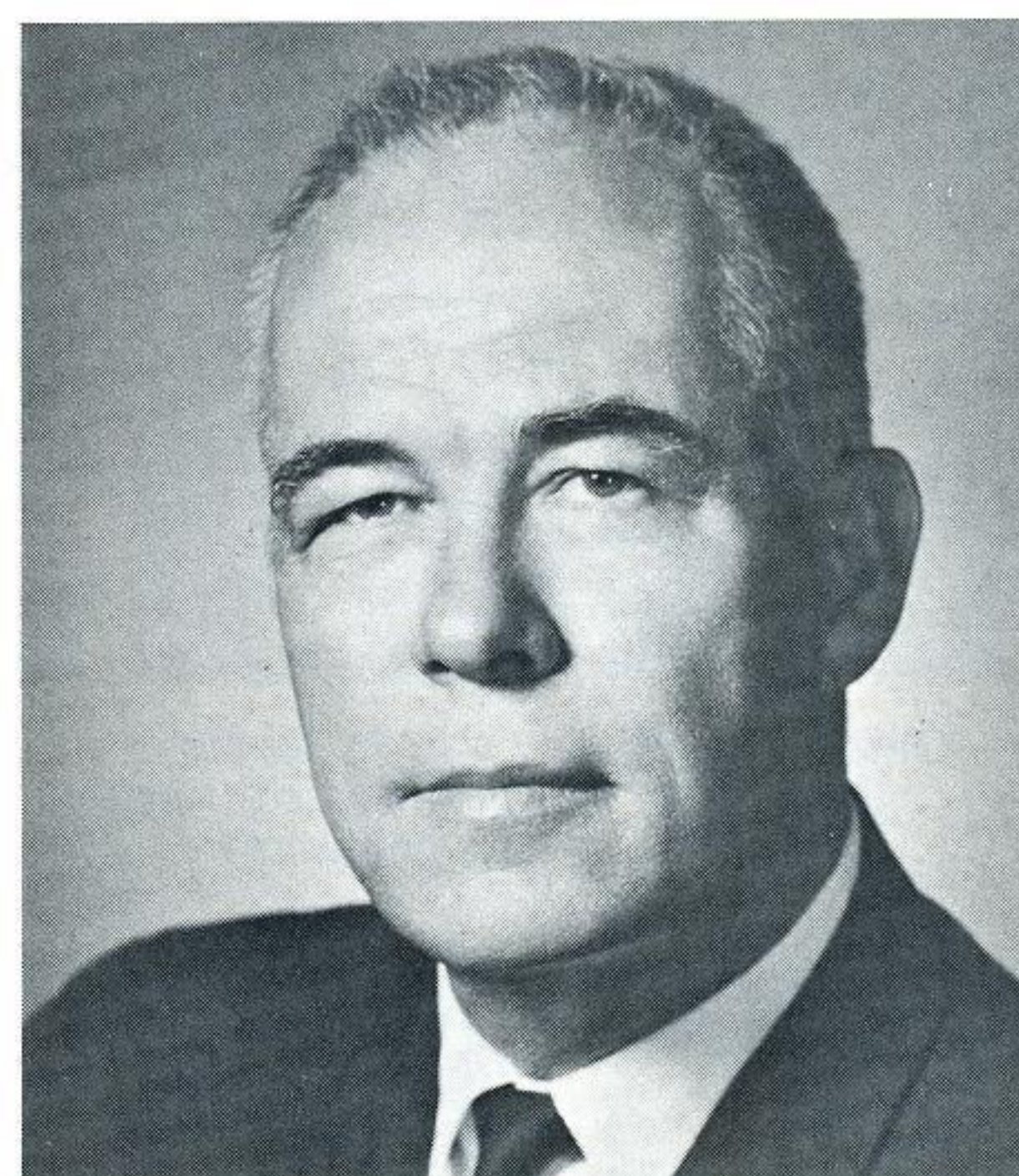
Dick Smith



Kit Evans

E. E. "Kit" Evans, a native of Emporia, Kansas, joined our Company as a senior accounting clerk in 1956 following graduation from Stephen F. Austin State College. He holds a BBA degree in general business. He became a junior accountant in Customers Accounting in 1957 and the following year he became an accountant in IBM Machine Billing. In 1963 he was promoted to section supervisor.

Prior to his recent promotion, Mr. Evans served as supervisor of data processing operations in the Treasury Department. In his new position all data processing operations and key punch personnel will be under his direction.



S. L. Adams

## Adams Upped To General Manager, Engineering

S. L. Adams, formerly director of information services, was promoted to general manager of engineering and production on April 16.

In his new capacity, Mr. Adams is responsible for planning and maintenance of our Company's electric generating, transmission and distribution facilities.

A native of Beaumont, Mr. Adams joined our Company in 1938 following graduation from Texas A&M University with an electrical engineering degree.

He was transferred to Baton Rouge in 1953 as electric maintenance supervisor at Louisiana Station. In 1963, he was promoted to operating superintendent of Baton Rouge's electric operations and in 1965 was named system director of information services in Beaumont.

Mr. Adams is married to the former Ruth Wilson of Beaumont. While in Baton Rouge he served on the Chamber of Commerce and was a member of the Louisiana Engineering Society.

## Longest Power Span

The longest span between pylons of any power line in the world is the 16,036-foot one across the Sogne Fjord in Norway.



A. J. Mary and N. C. Spencer have assumed new positions in the System Engineering Department. Mr. Mary was promoted from director of system services to director of engineering and planning. Mr. Spencer, formerly director of engineering services, was named director of engineering design.

The Planning, Scheduling, Estimating, Budget and Systems Simulation Sections, formerly part of the Information Service Department, will be under Mr. Mary's direction with the new changes.

Mr. Mary, who received both his bachelor and master's degrees from Louisiana State University, joined our Company in 1935 in Baton Rouge. After serving in the U.S. Army during World War II, he returned to GSU and was transferred to Beaumont in 1955. He was superintendent of planning, System Engineering Department, before his promotion to director of system services in 1965.

He is married to the former Dorothy Julian of Baton Rouge and they are the parents of two sons.

## Lillian Ferguson To Retire in Lake Charles

Lillian Ferguson, secretary to Vice President H. C. LeVois, manager of the Lake Charles Division, will retire on June 1.



**Lillian Ferguson** in 1932.

Miss Ferguson joined our Company in 1924 as a stenographer in Lake Charles. She was promoted to manager's secretary in 1929 and became secretary to Mr. LeVois

A native of Vinton, Louisiana, Miss Ferguson attended Soule College in New Orleans where she completed secretarial courses.

She is a member of the Calcasieu Executive Secretaries Association and the First Methodist Church in Lake Charles.

## Chairman's Speech

*Continued from Page 11*

and said, "prospects are good that aluminum reduction plants will be established in the near future."

As for the future supply of basic raw materials, he said geologists predict that more oil, gas, salt and sulphur will be available from the Gulf of Mexico than the total combined production up to now from Texas, Louisiana and Oklahoma.

Mr. Richard said a five-year projection for our Company estimates a 78 per cent increase in peak electric load

and an 85 per cent increase in kilowatt-hour sales. Kilowatt-hour sales are divided into residential, 71 per cent increase; commercial, 65 per cent; and industrial, 95 per cent; which emphasizes the business growth.

"For the past three years our electrical residential customer growth has averaged about 2.7 per cent a year," Mr. Richard said.

Presently, the cost of nuclear power as compared to natural fuels makes nuclear plants unfeasible for GSU, he said. The difference in cost is narrowing, however, and "it is entirely possible, even probable, that our Company will be generating power with nuclear fuel before 1980."

Attending the meeting with Mr. Richard were E. A. Werner, president of our Company; Jerry Stokes, vice president-finance and Company secretary; Floyd Smith, vice president of the Baton Rouge Division; J. R. Murphy, vice president and personnel manager; L. V. Dugas, vice president and general sales manager and S. L. Adams, general manager of engineering and production.

The Society of Security Analysts is a group which rates and evaluates the potential of a company's stock and furnishes brokers with information.



**GSU Linemen** Cheris Trahan, Joe Faulk and Wallace Bertrand of Jennings help repair a storm damaged church steeple in Gueydan, Louisiana. A sheetmetal repairman from Kaplan, Louisiana is in the basket.



**May 30, Howell Park Golf Course**

## **Baton Rouge Division Annual Employee Golf**

Baton Rouge's fifth annual Employee Golf Tournament will be held Tuesday, May 30 at Howell Park Golf Course beginning at 9:00 a.m. Again this year, an array of prizes will be awarded to the medalist and individual flight winners and a Hole-in-One Contest will add to the fun.



Planners for the 1967 Employee Golf Tournament in Baton Rouge are Donald Kraft, center, general chairman, and Committeemen, left to right, Jack Gautreaux, Ed Loggins, Ken McCullough and Gary Diamond.

Entry fee for the tournament will be \$4.00. Deadline for entering the event was Friday, May 12 according to Donald Kraft, general chairman.

Flights and pairings will be determined by using one qualifying round for each entrant. A special feature in this year's tournament will be a women's flight headed by Muriel Cioffi, PBX operator, Baton Rouge.

Winners of last year's first, second and third flights expected back to defend their titles will be Ken McCullough of Louisiana Station and John Watlington and Joe Guercio of Willow Glen Station. Phil Levert of the Substation Department will be trying to reduce his winning distance in the 1966 Hole-in-One Contest, a distance of 13 feet.

treaux, rules, handicaps and pairings; Muriel Cioffi, women's flight; and Jack Waltrip and Walt Wright, publicity.

Departmental representatives are Donald Kraft, Meter, Service, Engineering and Appliance Repair Departments; Bill Tholborn, T&D and Gas Departments; Phil Levert, Government Street Line Department and Substation; Gary Diamond, Louisiana Station; Joe Guercio, Willow Glen; and Ed Loggins and Walt Wright, North Boulevard Office.

## **Fred Brumfield Earns Law Degree Diploma**

Fred Brumfield, commercial sales representative in Lake Charles, has been awarded a diploma after successfully completing a degree in law from LaSalle Extension University of Chicago.



**Fred Brumfield** His degree represents three and one-half years of study and a total of 51 courses.

A pre-law graduate of McNeese State College in Lake Charles, he joined our Company's Residential Sales Department there in 1953.

Mr. Brumfield is district committeeman of the Camping and Activities Committee of the Boy Scouts of America. He and his wife, Mary Alice, have two children, Phillip Michael, 16, and Cynthia Ann, 14.

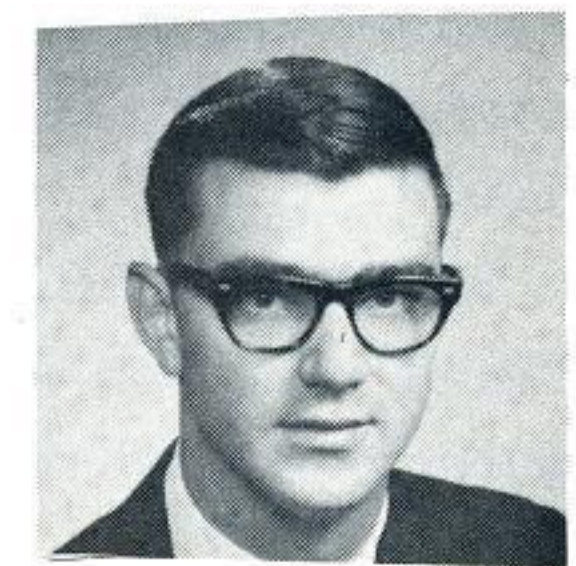
istrative accountants in the System Treasury Department.

Mr. Bordeman and Mr. Harvey are accountants in the Plant Accounting Section and Mr. Wilson is an accountant in the General Accounts Section.



**C. W. Bordeman** joined GSU full time upon graduation in July of 1966.

Mr. Harvey, from Fittstown, Oklahoma, graduated from Lamar Tech in 1961 with a degree in marketing. He joined our Company in October of 1966.





## George Hilliard Retires In Beaumont Office

To visitors of the Beaumont office, George A. Hilliard was the ever-friendly receptionist on the main floor. This month, Mrs. Hilliard retired after almost 25 years with our Company.



Mrs. Hilliard, the former George Harding of Beaumont, joined our Company in 1938 as a billing clerk. The following year she progressed to PBX operator. She has served as a departmental clerk in both the Sales and Records Departments for the past 18 years.

A native of Call, Texas, Mrs. Hilliard has resided in Beaumont since childhood. She attended Beaumont High School and was a substitute school teacher prior to joining our Company.

She is a member of the Wesleyan Service Guild of the First Methodist Church of Beaumont. Mrs. Hilliard has one daughter, Mrs. Rudy C. Williams, of Beaumont.

## Johnny Powers Joins Public Relations Staff



Johnny Powers, former reporter and desk man for the Galveston News, joined our Company last month as a public relations representative in the System Public Relations Department.

A native of Valley Mills, Texas, Mr. Powers is a 1966 graduate of North Texas State University of Denton, Texas. He holds a bachelor of arts degree in journalism.

Mr. Powers is married to the former Linda Carpenter of Clifton, Texas. He resides at 350 Twin City Highway in Port Neches, Texas.

# BOOKS

*Available To Employees From GSU's Beaumont Library*

**Financial Analysis in Capital Budgeting** by Pearson Hunt. Describes procedures of ranking projects in an order of desirability and furnishes a means of determining the size of the investment fund. The scheme of analysis thus provides a rational means of choosing the projects to be accepted within the amount of funds that may be provided.

**The Effectiveness of University Management Development Programs** by Kenneth R. Andrews. Five-year study of the problems involved in measuring the effectiveness of university and company executive training programs.

**Transistor Manual—General Electric** by R. E. Belke and others. Written by experienced men who are devising the practical solutions to some of the most challenging, difficult problems encountered in electronic engineering with the hope that this Manual will provide insight and understanding on how semiconductors might do the job better and more economically.

**Experiments in Electricity Alternating Current** by Richard W. Tinnell. A collection of laboratory experiments intended to provide worthwhile laboratory experience for a theory class in alternating-current electricity.

**The Dartnell Business-Letter Deskbook.** A collection of actual business letters that have achieved the purpose for which each was written, and which can easily be adopted or adapted to your daily needs.

**Transistors — A Self-Instructional Programmed Manual** by Dr. Irving L. Kosow. Programmed instructions on transistors for the student to progress at any speed.

**Fatigue of Welded Steel Structure** by W. H. Munse. Summary and analysis of reliable data on the fatigue behavior of welded structural members and joints.

**Electrical and Electronic Industrial Control-Basic Control Functions** by Mack C. Sutton. Self-instruction programmed manual which establishes fundamental ideas

and language necessary for an understanding of static control functions and helps the student learn to read and understand control diagrams in which logic symbols are used to express control functions.

**Electrical and Electronic Industrial Control-Magnetic Control Series** by Mack C. Sutton. A study of the basic principles of magnetic amplifier operations and their use as logic elements. A knowledge of the basic principles and other circuit elements is essential to an understanding of a manufacturer's installation and application manuals for a particular control system.

**Military Standardization Handbook Selected Semiconductor Circuits.** Provides the circuit engineers, in the application of semiconductor devices, with a reference of reliable well-designed examples of contemporary circuits, suitable for military equipment as well as general usage.

**Electrical and Electronic Industrial Control-Remote Control by Industrial Telemetry** by Mark C. Sutton. Establishes the fundamental ideas and language necessary for an understanding of industrial telemetry, the telemetering logic techniques and codes used in a particular system will be discussed in detail.

**Basic Theory and Application of Transistors.** This manual is for the electronic technician who has a detailed knowledge of the theory and application of electron tubes.

**Overcharge** by U. S. Senator Lee Metcalf and Vic Reinemer. This pro-public power book is an obvious attempt to win public support for nationalization of the electric power industry. It is packed with innuendo and quotes lifted from context.

**Effective Writing for Engineers, Managers and Scientists** by H. J. Tichy. For those who want to write better—professional men in industry and government and private practice face problems that would be difficult for even an experienced professional writer.



## Dual Victory

# Two Safe Driving Firsts Presented At Department Head Meeting in Beaumont

Two first place safety awards for 1966 were presented to one truck driver from each of our Company's five divisions at the quarterly department head meeting held Monday, May 1.

The framed certificates were awarded by the Texas Safety Association and the Southeastern Electric Exchange.

The Texas Safety Association contest is divided into categories based on the number of miles driven a year by each company. Gulf States had the fewest number of accidents in the one to 10-million mile division.

Our Company compiled over 5½ million miles with only 37 accidents.

The Southeastern Exchange includes a group of 25 electric companies which compete for the driving award in categories based on the number of employees.

Gulf States won first place over eight other companies in the 2,501 or more

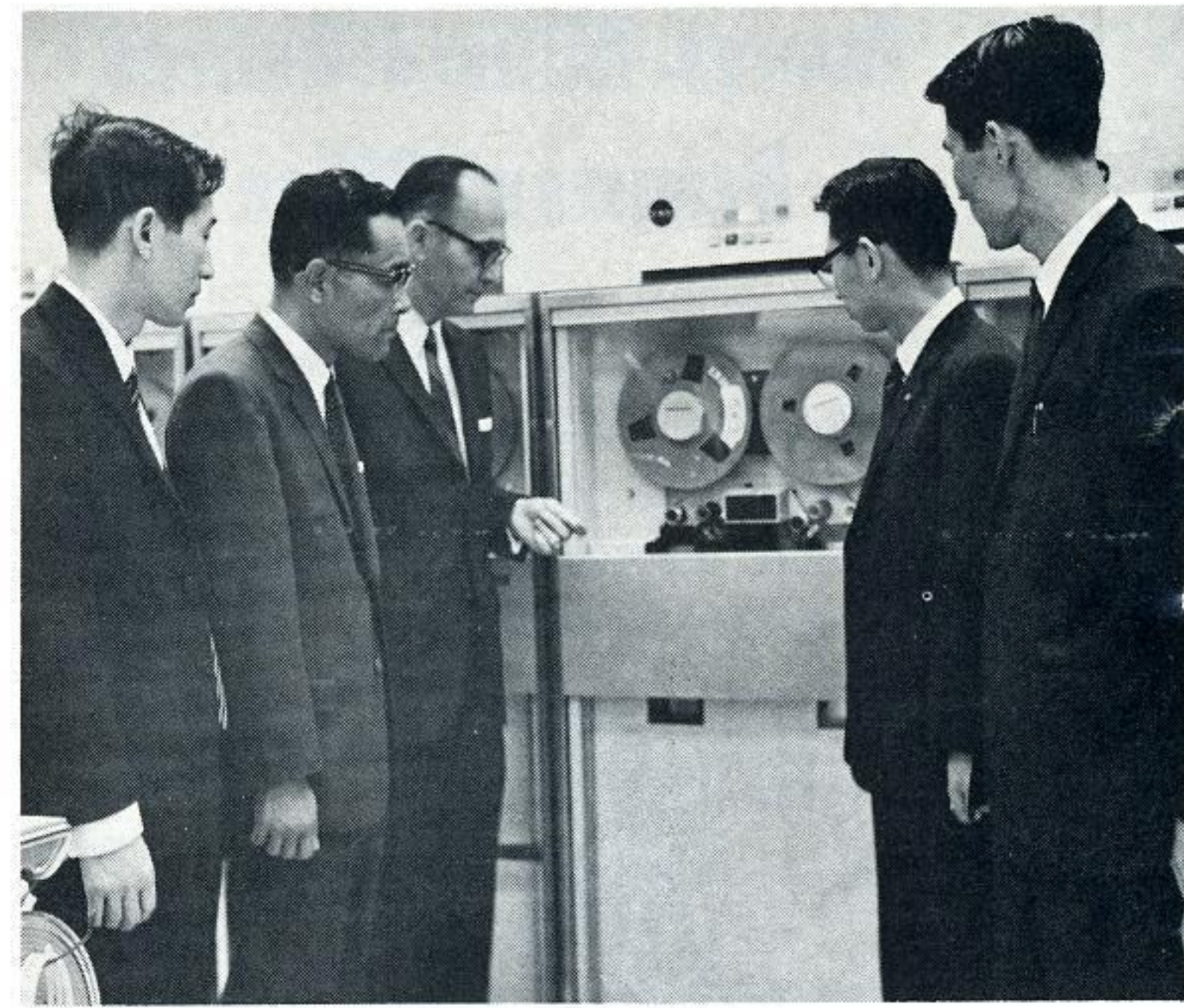
employees category. The award includes the use of all Company vehicles.

L. M. Welch, vice president of division operations, made the presentation to C. V. Wilson of Baton Rouge, L. D. Bean of Port Arthur, W. J. Petzolt of Navasota, Robert Matkin of Woodville and J. T. Devall of Jennings.

## Two Will Attend Executive Course

Robert W. Jackson, assistant secretary, Corporate and Finance Department, Beaumont, and Jack F. Worthy, director of community relations, Baton Rouge, will attend the 1967 Public Utility Executive Program at the University of Michigan.

Mr. Jackson is scheduled to attend the first session, May 7 through June 2, and Mr. Worthy will attend the second session, June 18 through July 14.

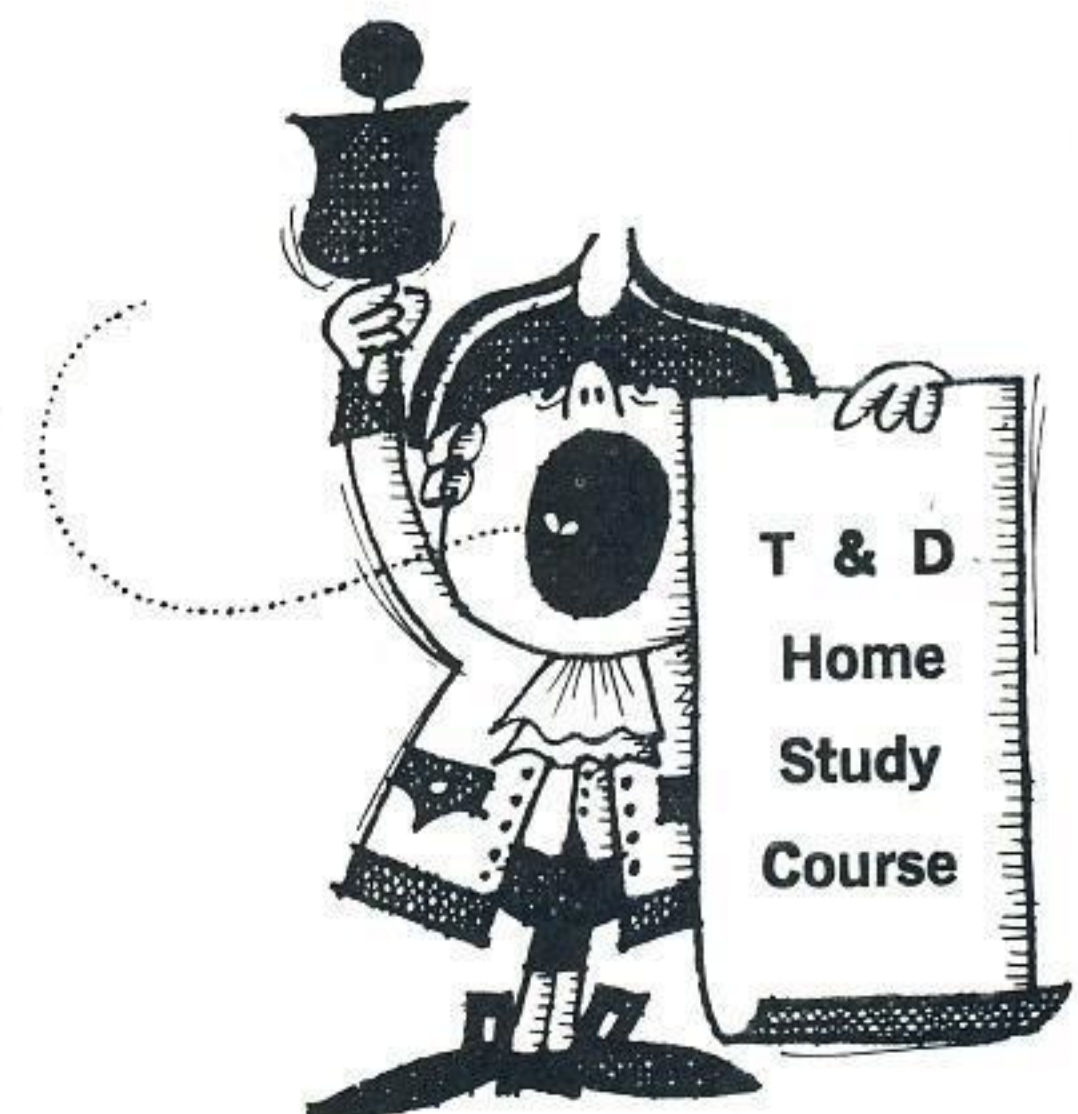


Visitors from the Kansai Electric Company of Osaka, Japan, received a complete tour of our Company's Computer Department in Beaumont conducted by B. F. Lott, center, director of electrical data processing.



Accepting the two first place driving safety awards at the second department head meeting in Beaumont were representatives from each of our Company's five divisions. Left to right, they are C. V. Wilson of Baton Rouge, L. D. Bean of Port Arthur, W. J. Petzolt of Navasota, Robert Matkin of Woodville, Texas, representing the Beaumont Division, and J. T. Devall of Jennings representing the Lake Charles Division.

## ANNOUNCING



**T & D Home Study Course.** Course begins September 1, 1967. A three volume home study course is now available to all T & D personnel who wish to improve their job related knowledge and skills.

The home study course utilizes as a reference text the new *Lineman's and Cableman's Handbook* by Kurtz. Complete topic lists available in T & D Home Study Booklet.

Obtain information and enrollment blanks from general foreman or training department.

Enrollment will be open from May 1 to June 15.





# Driver Accident Prevention

## Test No. 2 - Answers on Page 19



### Magazine Features All-Electric Republic Tower

The impressive Republic Tower, located in our Company's Baton Rouge Division, is featured on the cover of "Today's Business", well-known national trade magazine.

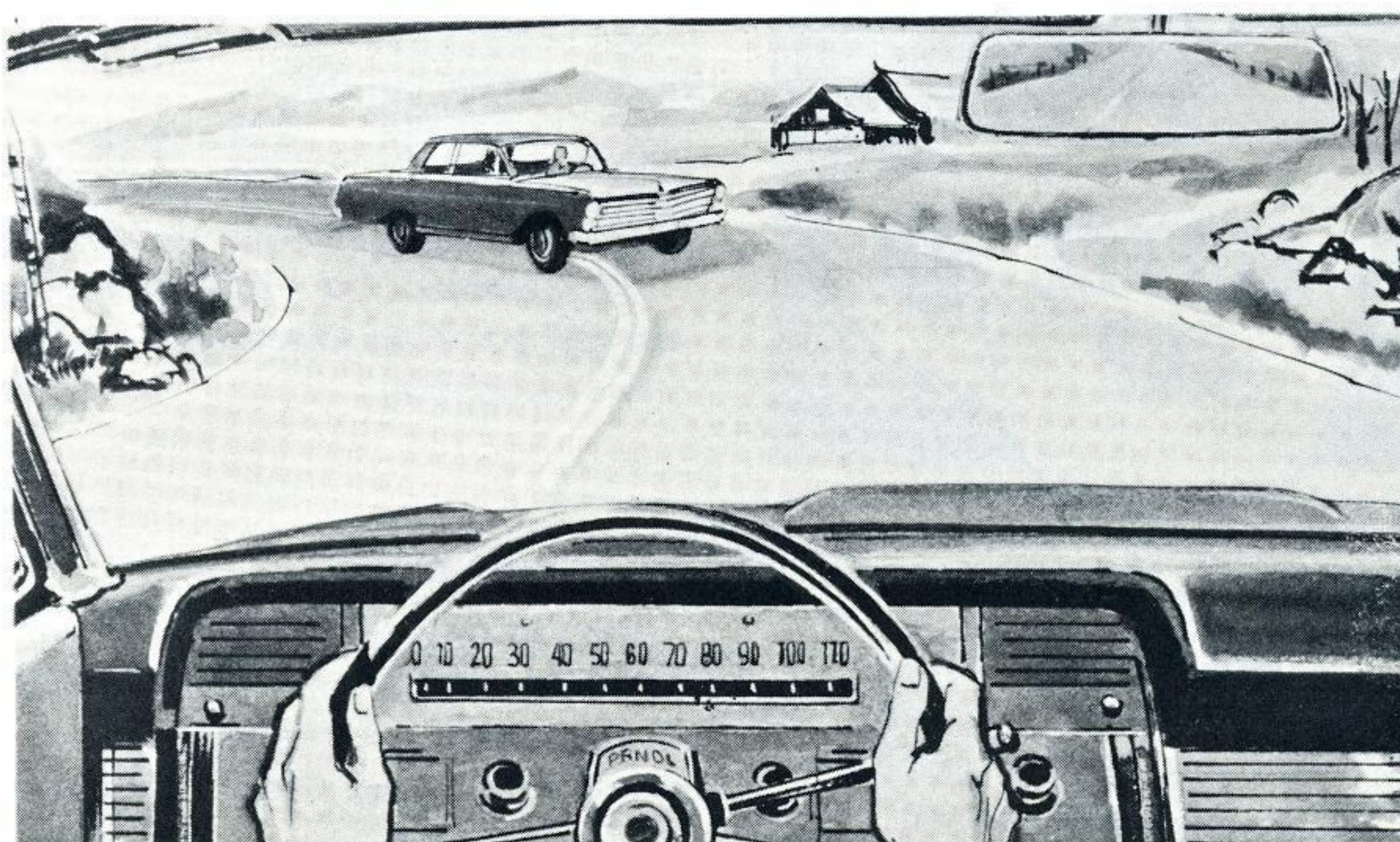
An accompanying illustrated article describes the all-electric operation of this modern 14-story office building which features de-centralized air conditioning and heating plant for the year-round comfort of tenants.

Located on busy Florida Boulevard in Baton Rouge, Republic Tower is the tallest lift-slab structure in the world.

"The combination of total electric space conditioning and the appeal of a prestige location for firms locating in the Baton Rouge area assures leadership of the Republic Tower in the office 'Space race,'" according to the magazine.

### Safety Facts

Drivers under 25 years of age continue to compile the worst traffic records of any age group, according to a report from The Travelers Insurance Companies. Young drivers were involved in almost 32 percent of highway deaths last year.



## YOU ROUND A CURVE AND A CAR IS APPROACHING...IN YOUR LANE!

**think** what would you do?

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

1.				
<input type="checkbox"/> LOOK STRAIGHT/LEFT	<input type="checkbox"/> LOOK STRAIGHT ONLY	<input type="checkbox"/> LOOK STRAIGHT/RIGHT	<input type="checkbox"/> LOOK REAR MIRROR	<input type="checkbox"/> LOOK SIDE MIRROR

**With your feet?**

2.				
<input type="checkbox"/> INCREASE GAS	<input type="checkbox"/> DECREASE GAS	<input type="checkbox"/> OFF GAS	<input type="checkbox"/> RAISE BEAM	<input type="checkbox"/> LOWER BEAM
3.				
<input type="checkbox"/> SLAM BRAKE	<input type="checkbox"/> BRAKE CAREFULLY	<input type="checkbox"/> PUMP BRAKES	<input type="checkbox"/> OFF BRAKE	<input type="checkbox"/> PARKING BRAKE

**With your hands?**

4.				
<input type="checkbox"/> STEER LEFT	<input type="checkbox"/> STEER RIGHT	<input type="checkbox"/> GRIP FIRMLY	<input type="checkbox"/> HOLD LOOSELY	<input type="checkbox"/> SWERVE
5.				
<input type="checkbox"/> SHIFT NEUTRAL	<input type="checkbox"/> SHIFT LOW	<input type="checkbox"/> SHIFT REVERSE	<input type="checkbox"/> SHIFT PARK	<input type="checkbox"/> DON'T SHIFT
6.				
<input type="checkbox"/> SIGNAL RIGHT	<input type="checkbox"/> SIGNAL LEFT	<input type="checkbox"/> SLOW OR STOP	<input type="checkbox"/> LIGHTS ON & OFF	<input type="checkbox"/> BLOW HORN

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DAP SERIES No. 5-D-2





## NAVASOTA

Congratulations to Mr. and Mrs. A. W. Baird who became grandparents last month to a 6-pound girl, Kristi Deanna. The parents are Mr. and Mrs. A. W. Baird III of Austin, Texas.



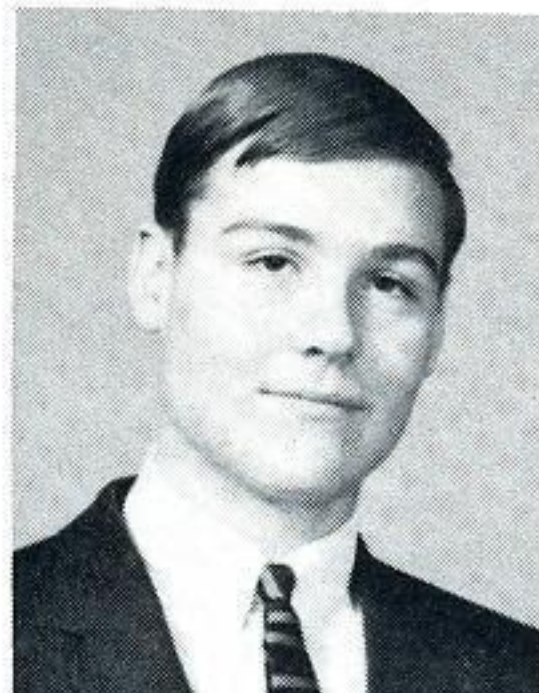
**Dianne Ballard**, home service advisor in Navasota, supervises a cookie baking session of the Ko-Ki-Ta-Ki Camp Fire Troop. To her left is Glenda Lanier, daughter of Bob Lanier, operating supervisor in Navasota.

## ORANGE

Mrs. J. S. Rougeau, wife of J. S. Rougeau, service foreman in Orange, was the tri-color and sweepstakes winner in the Woman's Club Garden Department's 21st annual flower show entitled "Our Community."

Mr. Rougeau won the creativity award and tri-color in the artistic division and sweepstakes in both artistic and horticulture.

Dick House, son of Walter House, sales supervisor in Orange, Texas, has been appointed a congressional page by Representative John Dowdy of Athens, Texas.



**Dick House**, a junior at St. Mary's High School and president of the Student Council, will travel to Washington, D.C., for a two month stay.

## BEAUMONT

Our sympathy to Leonard Nunez, computer operator, whose brother, Taylor Nunez, was killed in an auto accident near China, Texas, last month.

Congratulations to the Lester R. Jackson's on the birth of their granddaughter, Shawna Marie, born to Mr. and Mrs. Lester R. Jackson, Jr., on February 24, 1967, in Los Angeles, California. Mr. Jackson, Sr., is general substation foreman in Beaumont.

—Jo Anne Landry



**This complicated display** has earned a first place award in the James Bowie Junior High Science Fair, second place in the Greater Houston Science Fair and Fifth Place at Lamar College Science Fair. David Gonzales, son of Boots Gonzales, Scheduling, Beaumont, prepared the project entitled "Effects of Altered Light-Dark Cycles on Hamsters."



**Johnny Adams**, center, son of A. A. Adams, Jennings line foreman, seated right, signs football scholarship agreement to Louisiana Tech at Ruston. Also pictured are Mrs. Adams and E. J. Lewis, standing left, a coach at Tech, and Robert Hudson, head mentor at Jennings High School. Johnny, a tailback, was selected as the most valuable back in District 4-AA for the 1966 season.

Mr. and Mrs. Miles Tompkins and son, Todd, have been transferred to Houston by United States Plywood Corporation. Miles, son of Mr. and Mrs. R. M. "Tommy" Tompkins, Stores, Beaumont, has been promoted to outside salesman with a city territory.

Grandma and Grandpa Tompkins will be making frequent trips to Houston in the future.



**Wedding bells** being just around the corner for Juanita Dailey, stenographer, Sales Department, Beaumont, fellow employees tossed a shower for her on April 10. She will marry Danny Perkins in June.



Sally Dowden, senior clerk, System Billing Records, visited Mr. and Mrs. Claude Walker for a weekend of yachting on Lake Whitney near Waco. Jean Reeves, an employee of Southwestern Bell Telephone, accompanied Sally and was also a yacht guest of the Walker's.

Our System Billing Department has developed new interests along the farming line. Jessie Dyer, power biller, has an orphan goat that she's bottle feeding; Maxine Glenn, general clerk, has three baby squirrels that sleep on a heating pad and are bottle fed; and Sally Dowden, senior clerk, has twin bull calves, a breeding variety born on the family farm. Along with various kittens and puppies, it seems spring has arrived.

—Glenda Hinkle



**Norman Lee, Jr.**, son of Norman R. Lee, operating superintendent, Lake Charles, received his Eagle Scout pin at a special family night ceremony on February 10. A ninth grade student, Norman is also recipient of the God and Country Award.

## CONROE

Bernadine Sebastian, 14-year-old daughter of John Sebastian III, line foreman in Conroe, was the spelling contest winner for schools in Montgomery County. On May 6, she competed for the state finals in Houston.



**Miss Sebastian** An eighth grade student at Sacred Heart School in Conroe, Bernadine is 14-years old.

## NECHES STATION

Saturday, May 20th, is Armed Forces Day and we would like to recognize our Neches Station boys that are in the service.

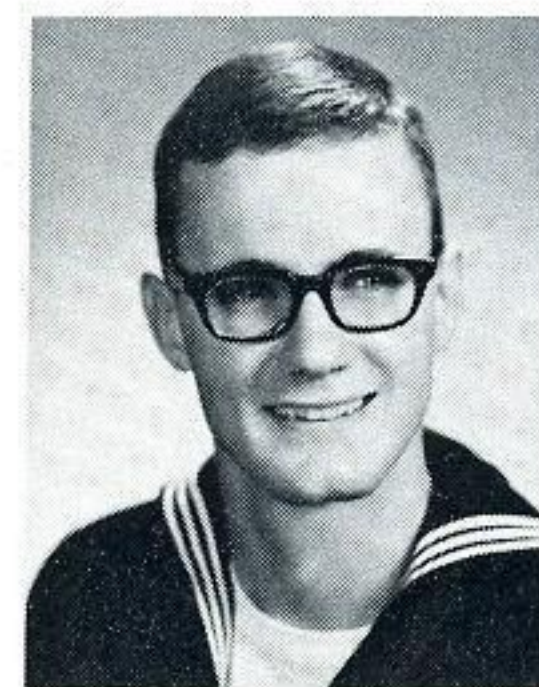
Shelton Pace, son of D. L. Kilmer, repairman, Mechanical Department, has been in Vietnam since January. He is serving with the 9th Infantry and is stationed three miles west of My Tho at Camp Dong Tam.



**Shelton Pace**



**James Sterling**



**Jack Neville**



**Earl Landry**

James Sterling, son of Leonard Sterling, laborer, has served aboard the USS Lofberg, a destroyer, in the Vietnam Campaign. He is presently serving on the USS Worden (DLG), a guided missile frigate, serving with the 7th Fleet

in the Western Pacific.

Jack Neville, son of Betty Neville, stenographer, has recently completed Propulsion Engineering School at Great Lakes, Illinois, and is temporarily assigned to the USS Nereus, a submarine tender. In January, 1968, he will attend Nuclear Power School in Vallejo, California.

Earl B. Landry, Jr., a new employee at Neches Station, was released from

active duty with the U. S. Navy in February. He served on the USS Goldsborough (DDG-20). He received the Vietnam Service Medal and Vietnam Campaign Medal.

—Betty Neville

### HERE ARE THE CORRECT ANSWERS!

- LOOK STRAIGHT/LEFT   LOOK STRAIGHT ONLY   ☒ LOOK STRAIGHT/RIGHT   LOOK REAR MIRROR   LOOK SIDE MIRROR

Keep your eyes STRAIGHT/RIGHT. Be on the alert for a possible escape to your RIGHT.

- INCREASE GAS   DECREASE GAS   ☒ OFF GAS   RAISE BEAM   LOWER BEAM

Take your foot OFF the gas immediately. This an extremely important point to remember.

- SLAM BRAKE   ☒ BRAKE CAREFULLY   PUMP BRAKES   OFF BRAKE   PARKING BRAKE

BRAKE CAREFULLY. Don't slam on the brake—you might lose control. Slow your car down as quickly as possible, but don't panic. Brake quickly, but carefully.

- STEER LEFT   ☒ STEER RIGHT   GRIP FIRMLY   HOLD LOOSELY   SWERVE

STEER RIGHT. Avoid a head-on collision even if it means going off the road. Never try to go around the oncoming car by going to the left. He may take the same escape route and you will crash head-on.

- SHIFT NEUTRAL   SHIFT LOW   SHIFT REVERSE   SHIFT PARK   ☒ DON'T SHIFT

DON'T SHIFT. There are more vital things you must do in these precious seconds to avoid a serious accident.

- SIGNAL RIGHT   SIGNAL LEFT   SLOW OR STOP   LIGHTS ON & OFF   ☒ BLOW HORN

BLOW HORN. This is to warn the car headed for you, as well as all other cars.





# Boating Fun

*Take Advantage of  
Service System, but*

WITH SPRING ALREADY WITH US and summer just around the corner, outdoor enthusiasts are converging on the many water recreational areas in our service system. Indeed, some of the most pleasurable and picturesque fishing and boating spots in America can be found right in our own backyard. Water-skiers, too, find the placid lakes and rivers ideal for skimming across with all the smoothness of skaters on a frozen pond. Along with the popularity of water sports has also developed the need for even greater safety precautions because of crowded conditions on the waterways. Owning a boat these days is almost as common as owning a second car, and the result has been an accident frequency which makes a creditable showing against our states' highway statistics.

Most boating mishaps happen to the average boater—the fellow with the small outboard. Small outboards are not built for an entire crew, so overloading your boat is like overloading your washer—it can only mean trouble. To determine the capacity of your boat, consult a marine dealer or the U. S. Coast Guard Auxiliary. Recklessness while driving your boat is both inexcusable and illegal. And just as there are safety rules that apply while driving your car, there are rules for the road while operating your boat. Know and obey the laws which apply in your area.

Check the weather forecast before starting out for a day of boating. It's a good idea to know where storm warnings are posted, and most important,

always obey them.

Inexperience is the worst excuse of all for a boating mishap. Don't take the helm unless you have had lessons in boat handling. Free instruction is often offered through a U. S. Coast Guard Auxiliary, Power Squadron or other similar agencies. If you are experienced at operating a boat, it is equally dangerous to develop overconfidence. Enter every boating situation cautiously and recognize both your own and your boat's limitations.

"Swamping" or overturning your boat or canoe to add fun and excitement to an otherwise dull summer afternoon is foolish and dangerous sport. But such a mishap need not be reason for hitting the panic button. The first and most important thing to remember is to stay with the boat. An overturned or swamped boat usually will not sink, and staying with the boat boosts rescue chances, because a boat is much easier to spot in the water than lone swimmers.

Along with boating, what could be more fun in the warmer months than water skiing? Carelessness and failure to observe skiing's safety rules can, however, turn a day of fun into a needless tragedy. First of all, it is the driver's duty to see that the equipment is in perfect condition. This includes the boat and motor and also the two lines. The motor should perform smoothly and responsively. The tow lines should be free of entanglements and worn spots.

Drivers, as well as skiers, should know and use accepted hand signals.

A practice that not only makes the driver's job easier, but also increases the safety factor, is to always have another person in the boat to act as an observer. In many states this is a law. A driver cannot possibly watch the skier and look ahead at the same time.

The first step in pulling a skier from a deep water start is to accelerate slowly until all slack in the tow line is taken up. Then, when the skier