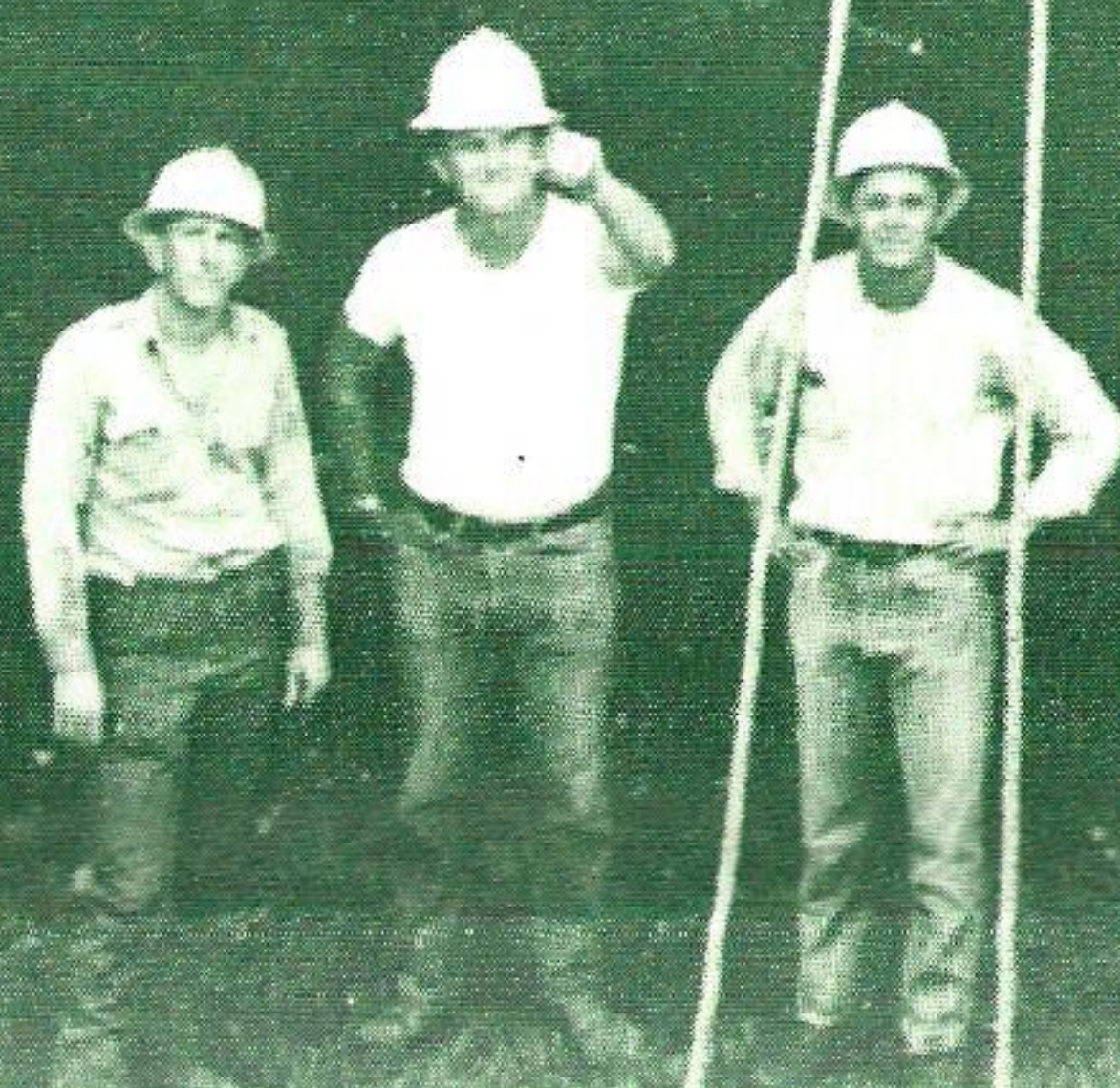


Plain Talks & News



So You Want to be a Lineman?



NOVEMBER, 1968

What Others Are Saying...

The latest antics of the Tennessee Valley Authority, a pampered giant of public power, emphasize once again the government-imposed disadvantages suffered by the investor-owned, tax-paying industry in its competition with the subsidized outfits, including the electric power co-operatives.

TVA, reporting sharply higher earnings in the year ended June 30, has just announced that shortly it will raise electric rates for the second consecutive year, a step that will boost its income \$25 million to \$30 million.

How can they do it? Well, it really is no trouble at all. There aren't any laws that require TVA to appear before public service commissions or city councils or the Federal Power Commission on rate changes. And in this instance, a spokesman of the federal agency makes it clear that permission for the rate hike won't be asked of anyone.

TVA also brags about all the millions it is spending on new plants, plant improvements and other programs designed to give topnotch service to customers. Contrast this with the headaches suffered by the investor-owned industry in attempts to also provide first-class service. The high interest cost of investment capital, ever-increasing taxes, and inflationary pressures would be only a start in listing the rough spots in the road.

And unlike the TVA, the investor-owned firm can't effect a rate increase of its own accord, no matter how much it might think one was justified.

We might point out that the public power giants are hungrier than ever. TVA, for instance, plans a 50 per cent increase in generating capacity by the end of 1974, which will be another big blow to the free enterprise system.

Reprinted from Beaumont Enterprise of October 26, 1968.



OUR COVER

Apprentice Lineman's Training School in Beaumont is the scene of this month's cover. Ronnie Price balances precariously atop a pole at the Beaumont Training Center as part of his schooling in preparation to becoming a lineman. Ronnie's story begins on page 2.

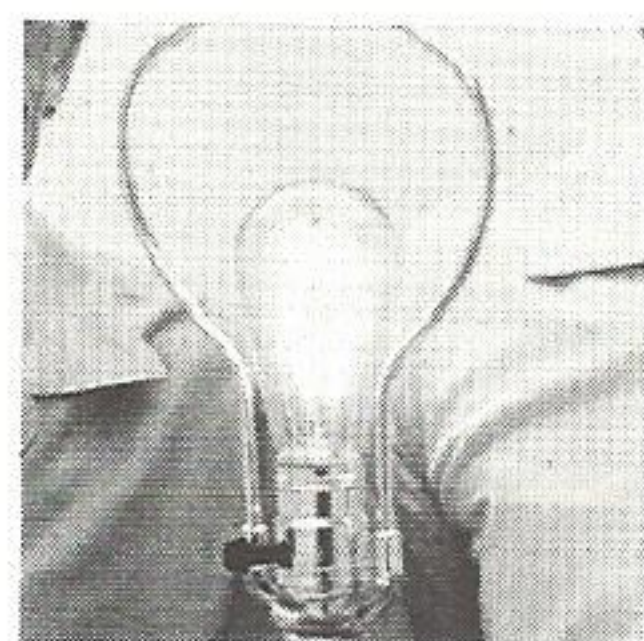
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- 15 *Coffee Cup*
- 16 *No Light Lights Like Mac's Light Lights*

PUBLISHED MONTHLY FOR
GULF STATES UTILITIES EMPLOYEES

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

Member 

So You

*High Degree of Physical and
Mental Ability Plus Year's
Training Are Requirements
For Becoming Lineman*



Ronnie Price interviews with Port Arthur General Line Foreman Carl Beaumont. Mr. Beaumont explains to Ronnie the qualifications necessary for becoming a lineman.

Ronnie quickly senses the high level of mental aptitude required of linemen. Helen Powell, senior steno, checks her timer as Ronnie studies a particularly difficult question on the pre-employment test.



Want to be a Lineman?

IF a man atop a utility pole had yelled down at Ronnie Price a year ago, ordering him to "send up a sack of white guts, two ubangis, three split blankets and two clothes pins," it's anybody's guess what the lineman might have seen being pulled up his handline the next time he glanced downward.

These terms are now an important part of the vocabulary of Ronnie Price for he has just completed a year of intensive training. Today, he is a lineman.

Ronnie's story is typical of the nearly 200 men manning this vital position in our Transmission and Distribution Department. Each in his turn had to learn that a "sack of white guts" is a canvas bag filled with rubber safety equipment, that a "ubangi" is a line hose used for covering up on high voltage distribution lines, that a "split blanket" is a small sheet of heavy rubber with a split in the center for covering lines near an insulator, or that a clothes pin is exactly that, a large clothes pin used for clamping the ends of a blanket together.

"It all started when my sister suggested that I apply for a job at Gulf States after high school graduation," says Ronnie, a Port Arthur, Texas, resident since 1965. "My brother-in-law works for a tree trimming outfit under contract to the Company. He had told my sister that Gulf States was a good place to work."

AT his sister's suggestion, Ronnie dropped by the Gulf States Port Arthur office and picked up an application from Mrs. Helen Powell, senior steno. He answered all the questions and Mrs. Powell told him he would be called as soon as there was an opening for which he might be qualified.

"I went home and waited like she told me and, just about the time I thought I'd never hear from the Company, one afternoon my sister told me Gulf States had called and wanted me to come in and take a test," he says. "I was pretty nervous but I'd just finished high school so I didn't have much trouble with the test."

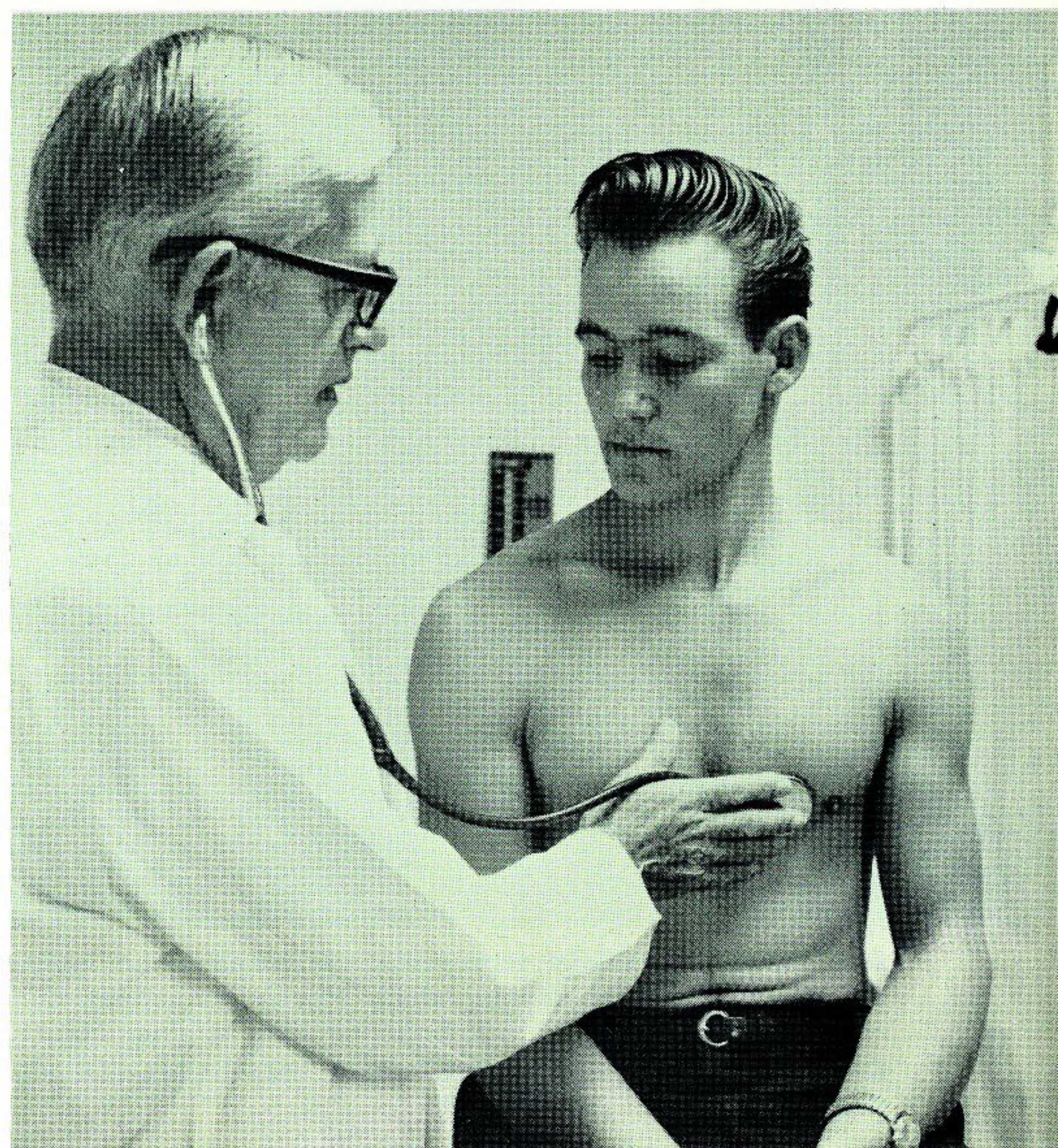
Ronnie recalls that he really wanted the job because he had just been married. "My wife is a

school teacher, and I guess she's sort of old-fashioned. She wanted me to have a job where I'd generally be working a 40-hour week without too much work on weekends. Being a lineman seemed to be just right for those reasons, and since I like working outside it seemed like something I would like too."

CARL Beaumont, general line foreman at Port Arthur, was the next Gulf Stater that Ronnie met. "I interview all new applicants for lineman," he says. "If they seem qualified and if they pass their test I take them back to Mrs. Powell and she sets them up with an appointment for their physical."

Mr. Beaumont says he looks for physical as

Physical fitness is essential for anyone wishing to become a lineman. Here Ronnie undergoes a pre-employment physical given by Dr. B. B. Elster of Port Arthur.





Reporting for work the first day Ronnie soon learns that safety is to be an important part of his job as a lineman. His first assignment was to read and study the entire safety manual before being taken out to the job. Here Mr. Beaumont points out an important passage for him.



Ray Thompson, safety representative, conducts an apprentice linemen school during which Ronnie is taught many of the fundamentals he will be using as a lineman. Ronnie served as a helper, or "grunt," for a year before attending the school.

well as mental characteristics in the men he recommends for linemen. "A man must have the right mental attitude and a high degree of intelligence if he is to become a successful lineman, but he must be strong and physically fit as well. These things are equally important."

ONCE Ronnie had passed his physical the next step was another wait for a phone call, as the results were being processed by the doctor. Mr. Beaumont's call a few days later telling Ronnie to report Monday morning at 8 a.m. with lunch bag and work clothes ended several days of anxious waiting.

At this point Ronnie carried the designation of Helper in the Transmission and Distribution Department. His job was to work on the ground as an assistant to the lineman on the pole. No man is allowed to climb a utility pole until he has been with the Company as a helper for at least one year.

From his place at the end of a handline on the ground Ronnie soon learned to look up to linemen. "I knew that someday it would be me on top of that pole, and I watched very closely because I wanted to learn all I could. I never had a fear of electrical shock because everyone on the job was so safety conscious that this seemed almost impossible to me," Ronnie recalls. "The one thing that worried me most was that I might have a fear of falling once I got to climb. Now that I've learned to rely on my climbing tools, I don't even think about it, though."

AFTER Ronnie had worked out his full year as a "grunt," the lineman's term for a helper, he was told that he would be promoted to apprentice once he had successfully completed "Apprentice School." At the school, conducted several times each year by the Safety Department, Ronnie strapped on a pair of shiny new climbing tools and shakily took his first steps up a pole at the Texas Division's training center in Beaumont.

"It was easier than I'd expected it would be," he says. "Once I learned how to set my hooks properly I climbed right on up there, and I was surprised to note that my fear of falling disappeared very quickly."

By the time Ronnie went out to his first job as an apprentice lineman, his confidence in his climbing ability had grown to a point that he felt quite comfortable working atop a pole.

"Those two short days at apprentice school taught me a lot very fast. I began the school as a grunt and finished as a lineman," he says.



Here **Ronnie** and David Clingan learn that linework requires digging holes and filling them up again as they tramp dirt around a newly set pole.

Linemen are members of a proud profession. Since the start of the utility industry in this country, their work has carried a mystique similar to that of the "steel driving men" who built our country's railroads in the last century and the men who burrowed into the ground creating the great coal mining tradition of the East Coast. The element of danger in working high above the ground with only a safety belt between them and death or injury has caused songs to be written about them.

RONNIE Price knows of this tradition and he is proud to be a lineman. "It's great the way the men take you in and try to teach you what you need to know. About the first week I picked up the nickname "Rinky-Dink." I'm not really sure what it means, but when they gave me a nickname I felt like I was one of them."

Ronnie or "Rinky-Dink," is but one of the more than 50 young men who began careers as linemen with the Company this year. Any one of them will tell you that if you keep your "nosebag" to the grindstone and don't get your "white guts" mixed up with your "ubangis" a lineman's lot can be a great one.



At his first job as a lineman Ronnie is sent aloft to drill holes in preparation for the hanging of a transformer. Here he is working with energized conductors for the first time.

Project 20 ECAP Series

Company Brings Saga Of Ships To Television

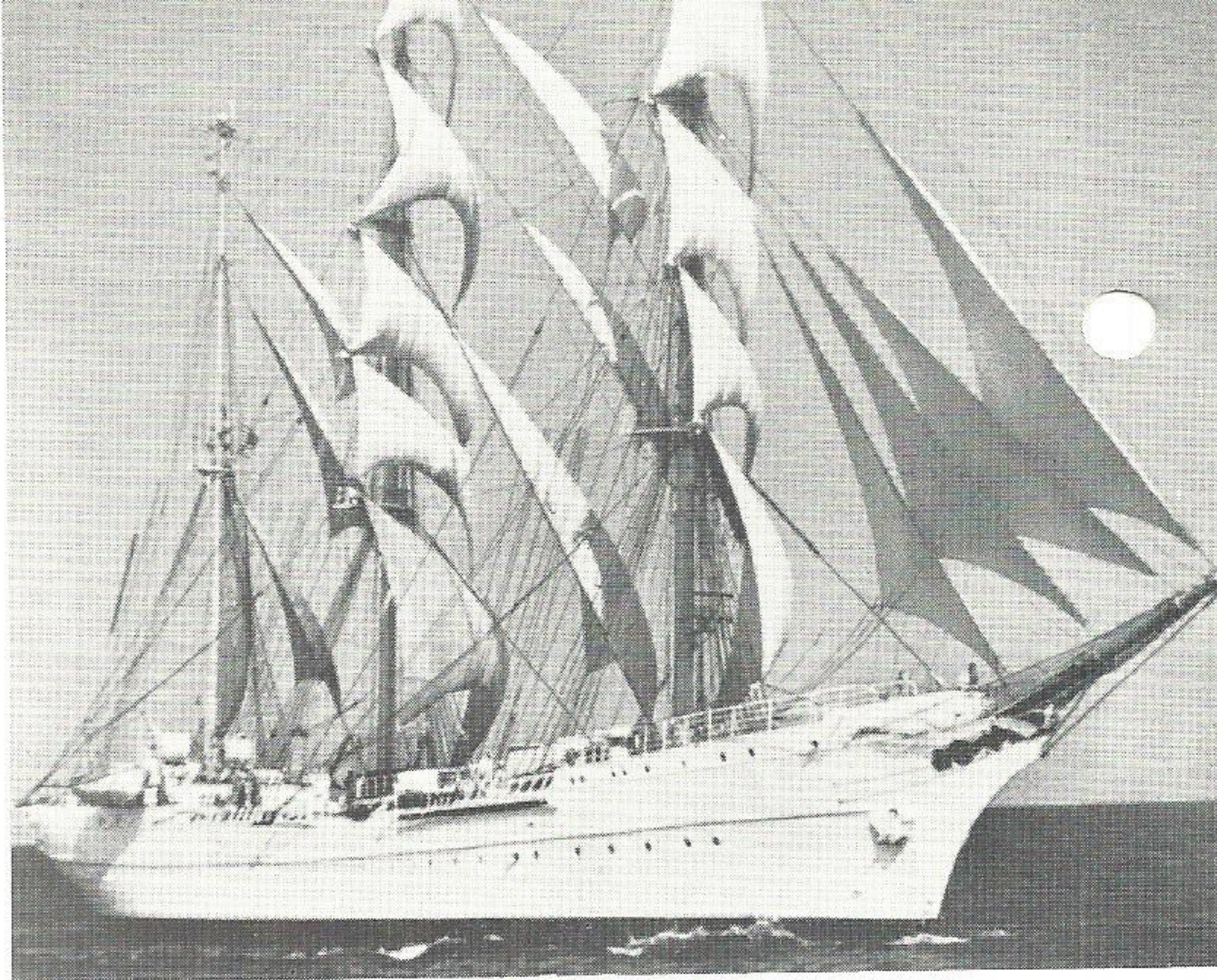
THE historic story of man and the deep waters, the beauty of his ships and the magic of the sea will be dramatically portrayed on PROJECT 20: **Down to the Sea in Ships**, a full-hour color special on the NBC Television Network, Wednesday, December 11, at 9 p.m.

It is the first of four NBC-TV color specials—two Project 20 and two Special Projects programs—to be sponsored exclusively by our Company and about 100 other investor-owned electric light and power companies in the 1968-69 Electric Companies Advertising Program (ECAP).

Narrated by actor Burgess Meredith, **Down to the Sea in Ships** captures the aura of mystery and romance which has surrounded men and the sea since the oceans first became his province. Historic films of clipper ships challenging deadly Cape Horn and panoramic shots of today's superliners dramatically contrast the rugged ways of seafaring with the science of modern navigation.

The three other programs in the series are entitled **Down on the Farm**, **The Ship That Wouldn't Die—The U.S.S. Franklin** and **Mirror of America**. They will be aired January 25, April 6, and May 11, respectively.

All of the specials will deal with the heritage of America. They will be produced by the Project 20 group of NBC, headed by Donald Hyatt who has been associated with the series since its beginning in 1954.



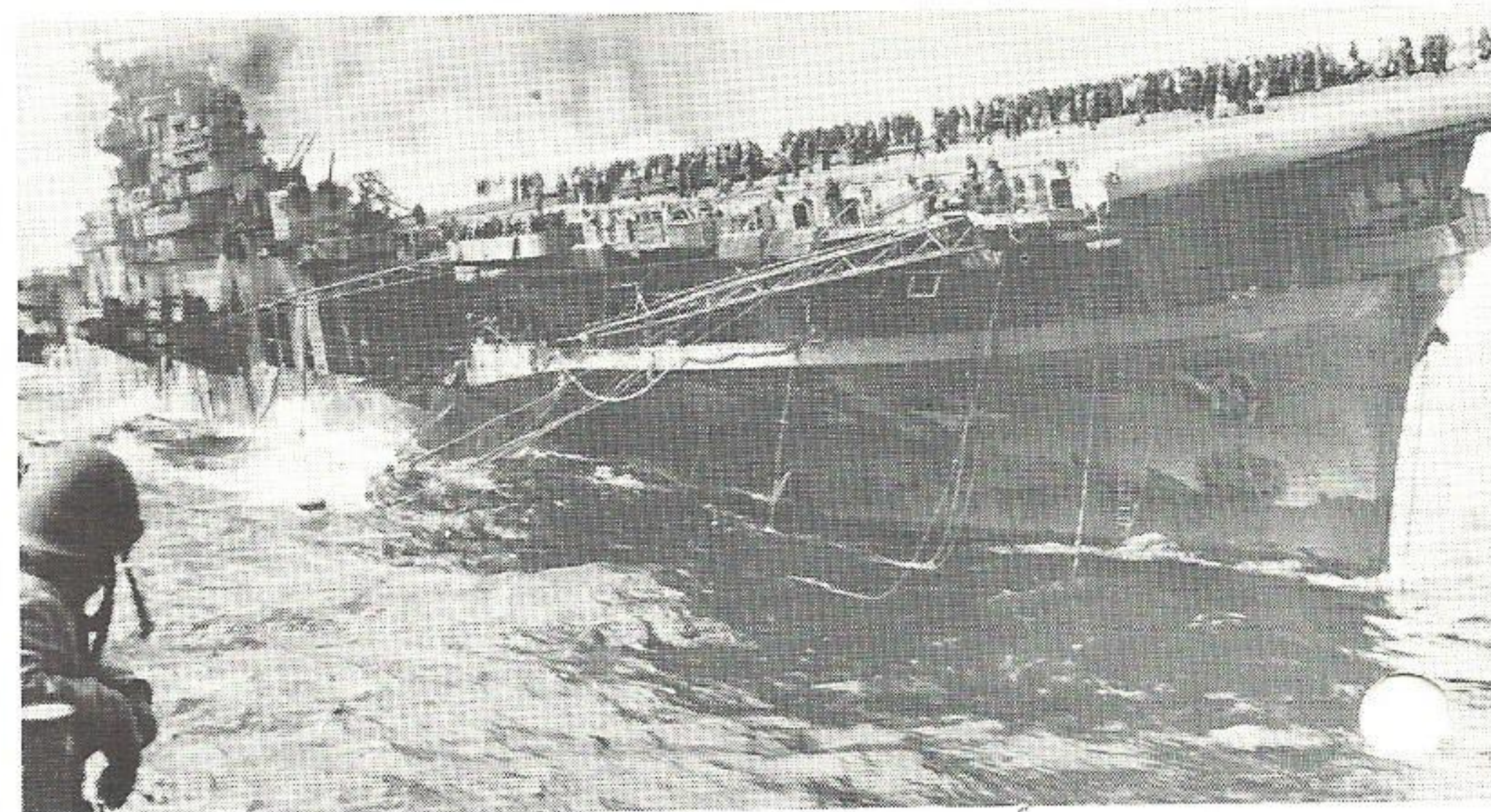
Down to the Sea in Ships



Down On the Farm



Mirror of America



U.S.S. Franklin

Mathews, Turner Move Up In Beaumont

THE promotions of Herschel R. Mathews and James S. Turner were announced Nov. 1 in the System Sales Department.

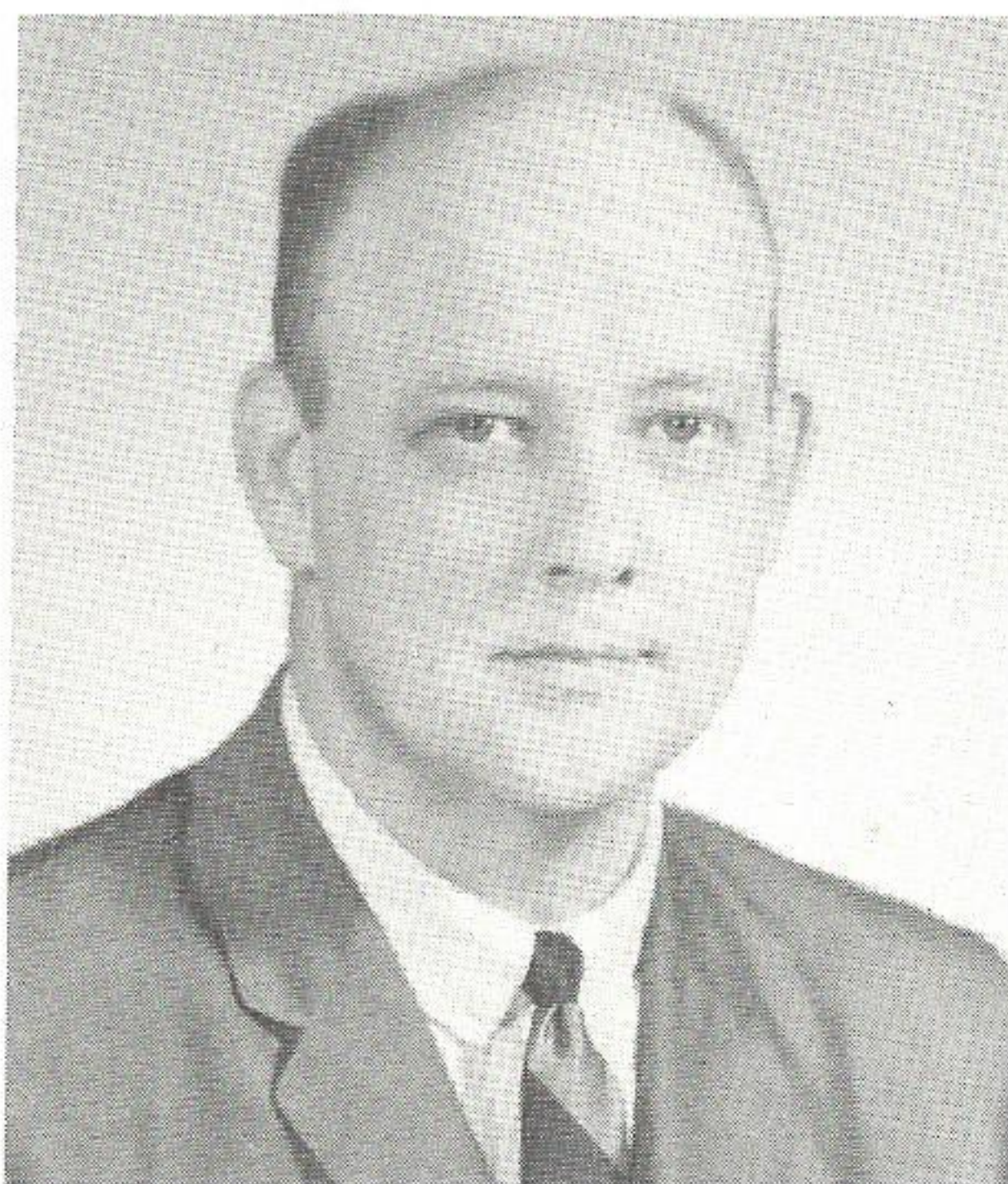
Mr. Mathews, formerly advertising director, has been named system residential and commercial sales promotion director, and Mr. Turner, public relations director, becomes director of advertising and public relations for the system.

Mr. Mathews, employed by our Company in 1954, began as an advertising layout man in the Beaumont headquarters. He served two years in the

Army during 1955-57, then returned to the Company. He was promoted to supervisor of advertising production in 1957, and in 1966 he was advanced to advertising director.

Mr. Turner joined the Company as assistant advertising director in Baton Rouge in 1951. He was transferred to Beaumont in 1956 and was promoted to system supervisor of publicity. He moved up to public relations director in 1966.

Prior to his employment with the



Herschel Mathews

Company, Mr. Turner had been a reporter on the Bogalusa, La., Daily News and served as public relations officer for the Louisiana State Department of Veterans Affairs.

A journalism graduate of Louisiana State University, Mr. Turner completed his bachelor of arts degree in 1948 after serving as an Air Force pilot during World War II.

Mr. Mathews holds three degrees from Lamar Tech. He received a bachelor of science in business administration in 1954, a BBA in marketing in 1961, and a master of arts in English this year.

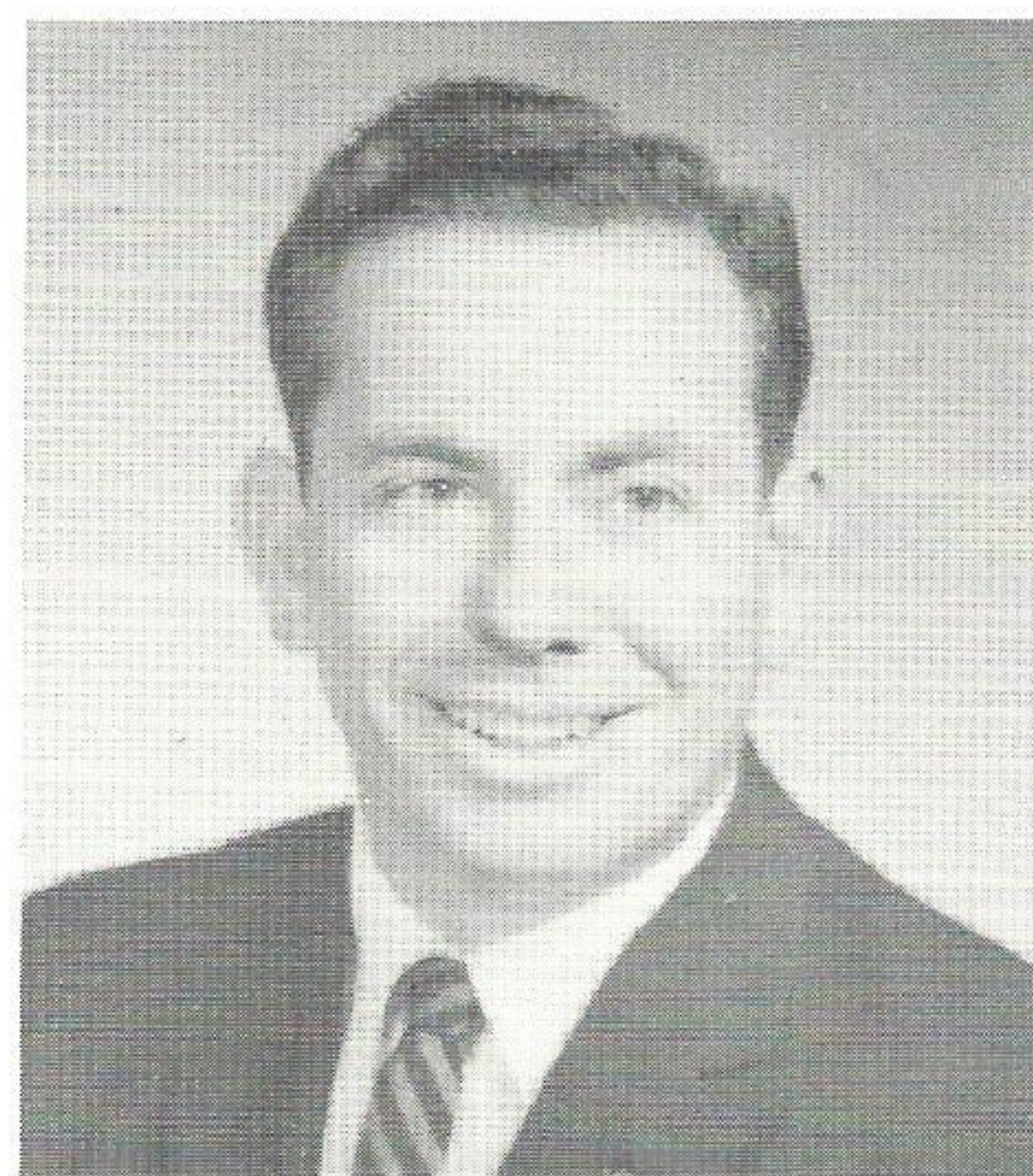
Both men are active in civic affairs of Beaumont.

Named the city's outstanding young man in 1965 by the Beaumont Junior

Chamber of Commerce, Mr. Mathews also has been cited by the Beaumont Advertising Club as man of the year for 1968. He is a past president of the advertising club, past vice chairman of United Appeals of Beaumont and North Jefferson County, director of the Kiwanis Club of Beaumont, and holds memberships in a number of other organizations. He was awarded the AFA Silver Medal in 1965.

Mr. Turner has worked for several years on the executive committee of the Beaumont United Appeals campaigns and has served as a director of the Beaumont Council of Camp Fire Girls. He also has been publicity chairman for the Sabine District Heart Association for a number of years. He is a past president of both the Beaumont Advertising Club and the Baton Rouge Advertising Club. He was named "Man of the Year" by the Beaumont Ad Club in 1966.

A native of Jasper, Tex., Mr. Mathews is married to the former Dolores Fertitta



Jim Turner

of Beaumont. They have two children, Patrice and Gregory.

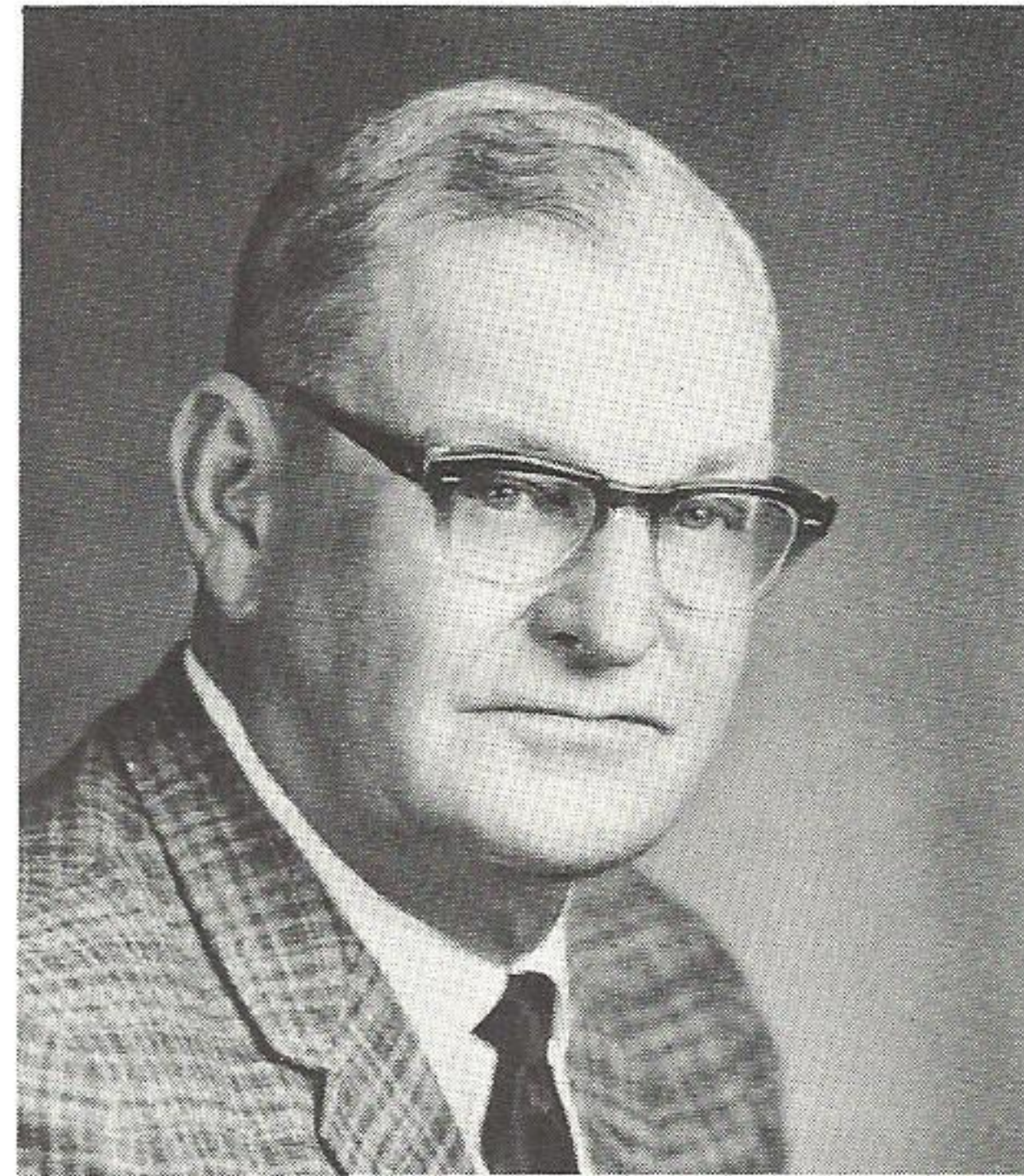
Mr. Turner is a Baton Rouge native, and his wife is the former Elaine Middleton of that city. The couple have four children, Michael, Christopher, Leslie Sue and Patrick.

SERVICE AWARDS

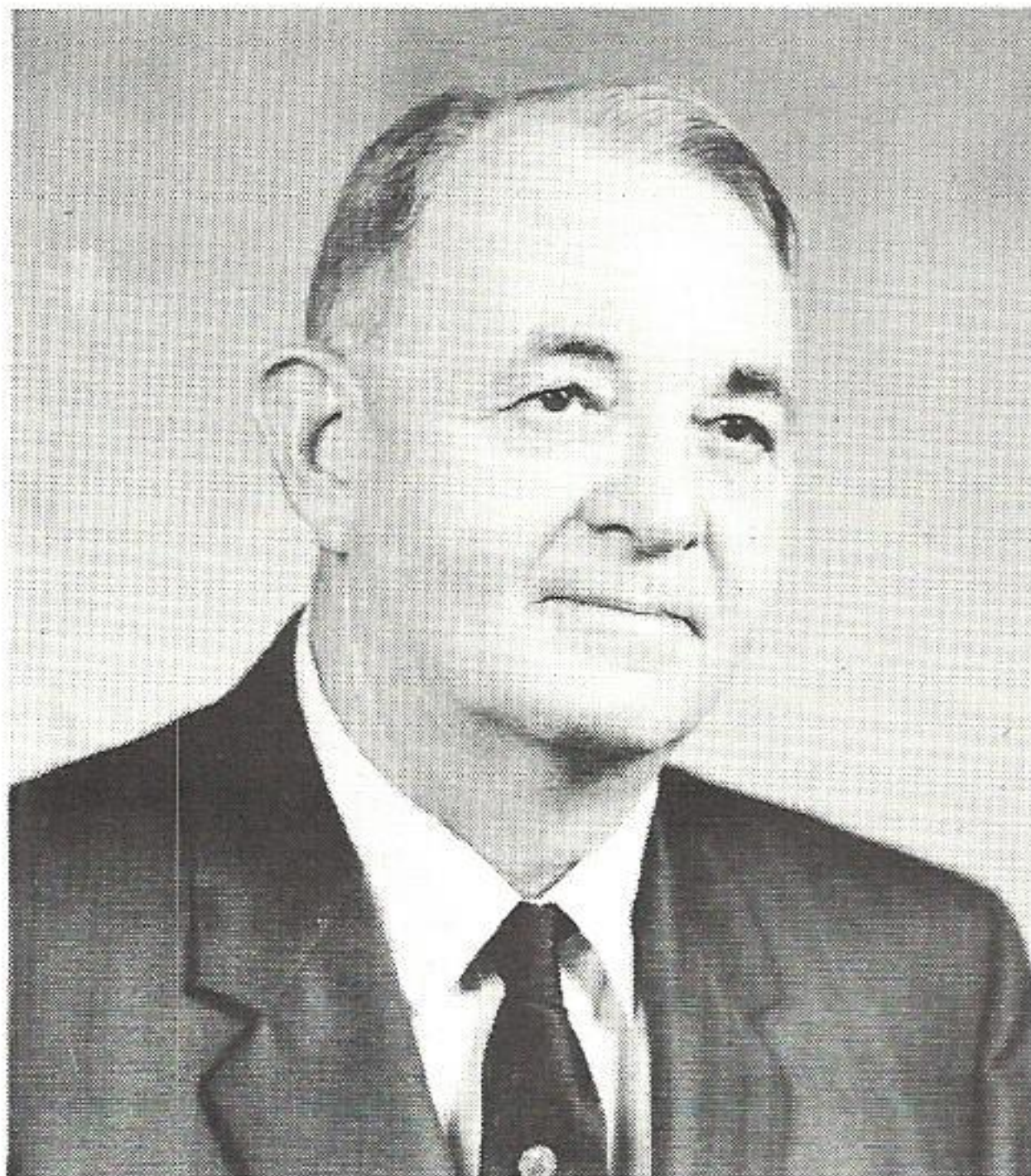
FORTY YEARS



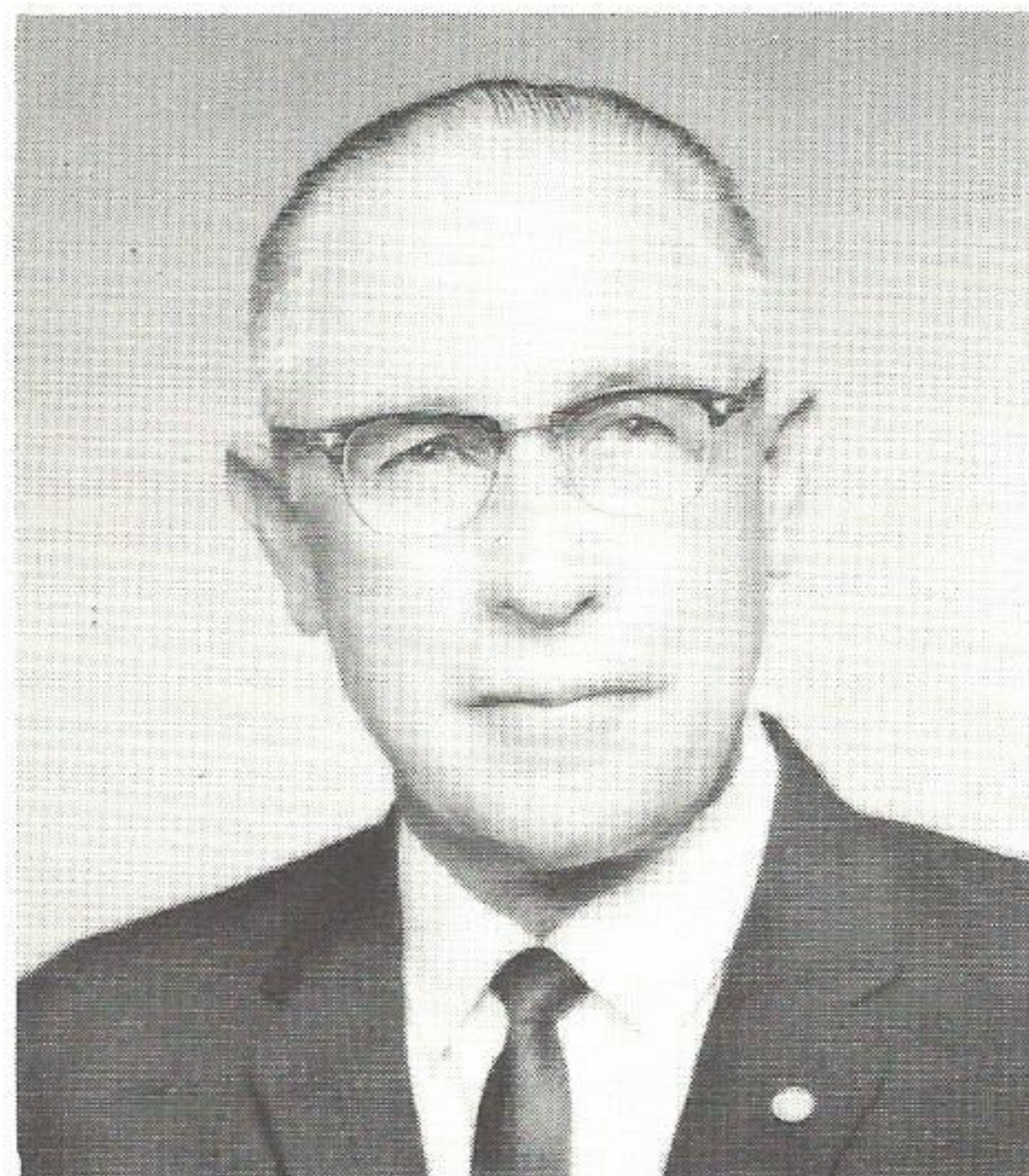
Lester R. Jackson
Distribution
Beaumont



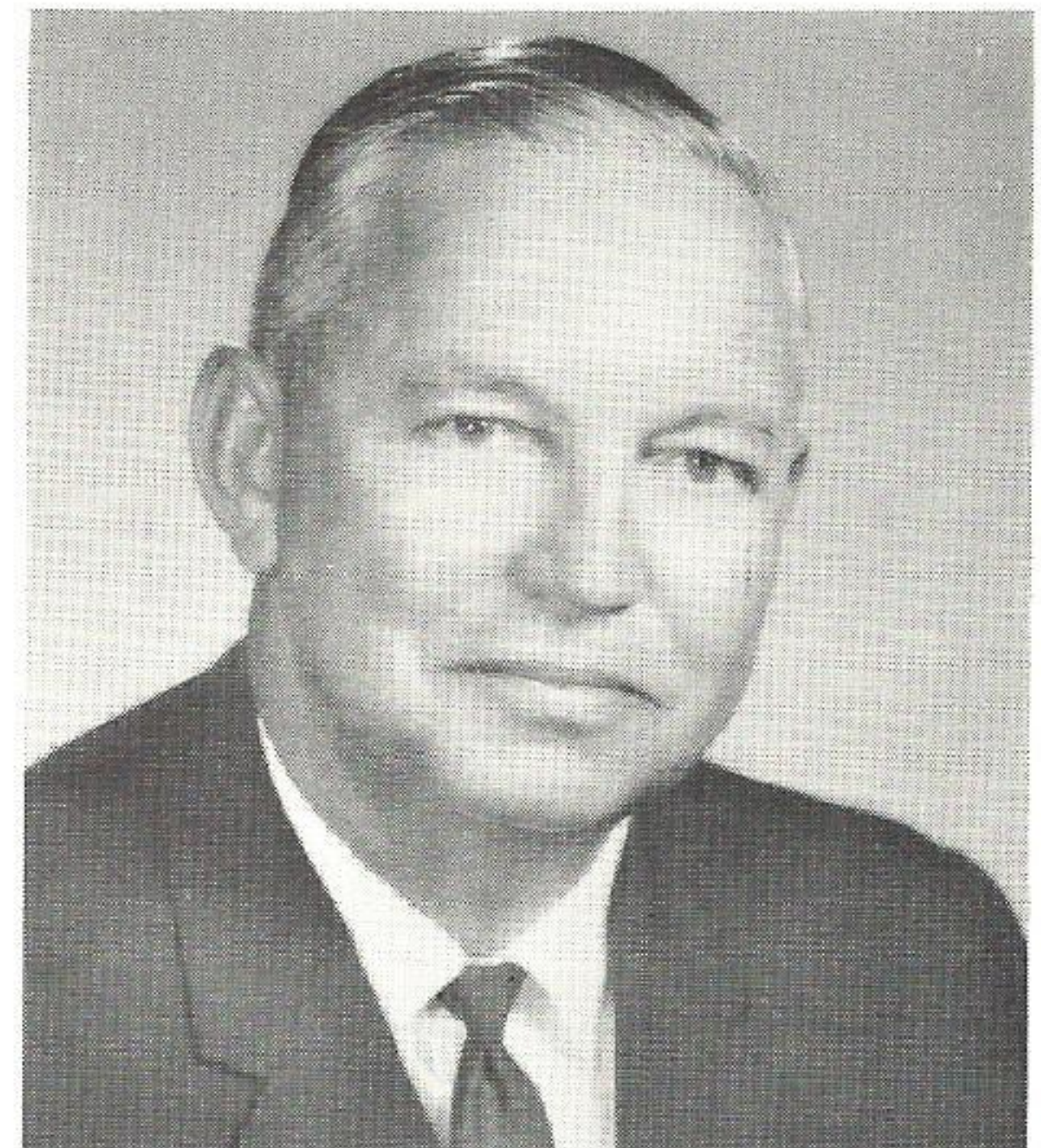
F. W. Jones
Distribution
Port Arthur



Marcus D. Smith
Distribution
Navasota

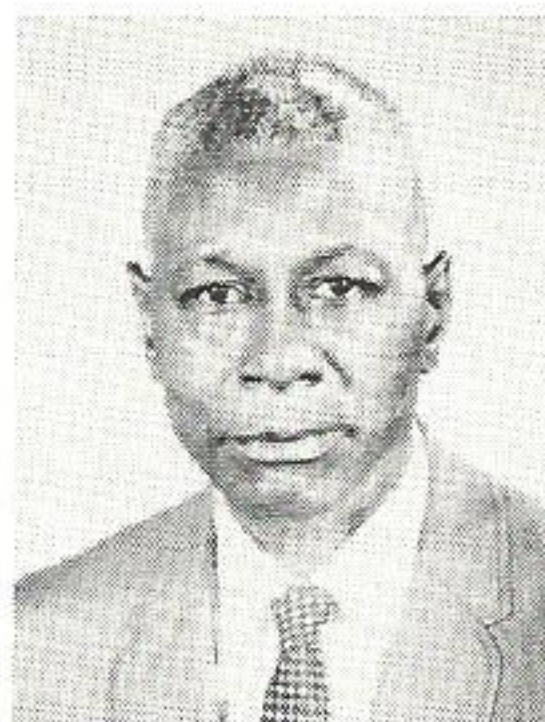


J. A. Uehlinger
Distribution
Beaumont



Felix Vercher
Distribution
Beaumont

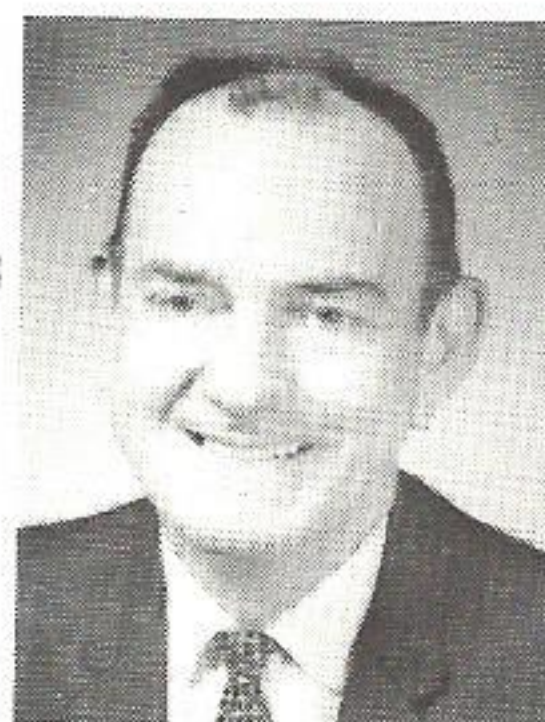
THIRTY YEARS



Steve J. Bell
Gas
Baton Rouge



Curtis Doucet
Production
Lake Charles

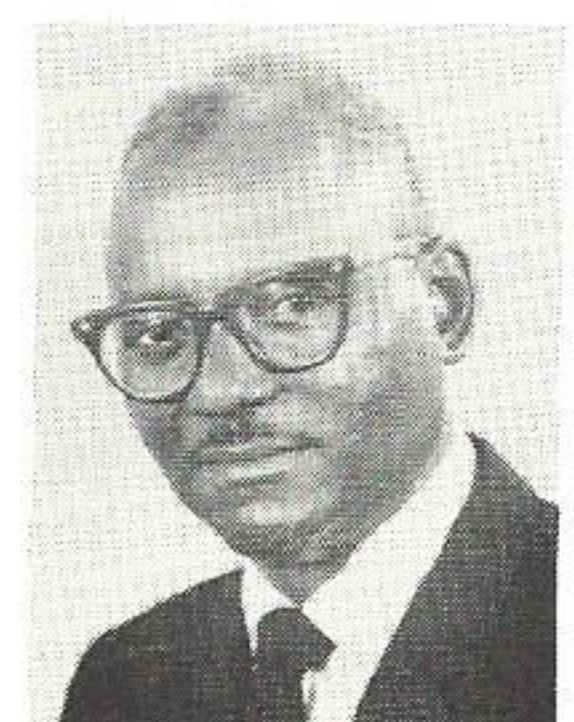


Ralph B. Spafford
Sales
Beaumont

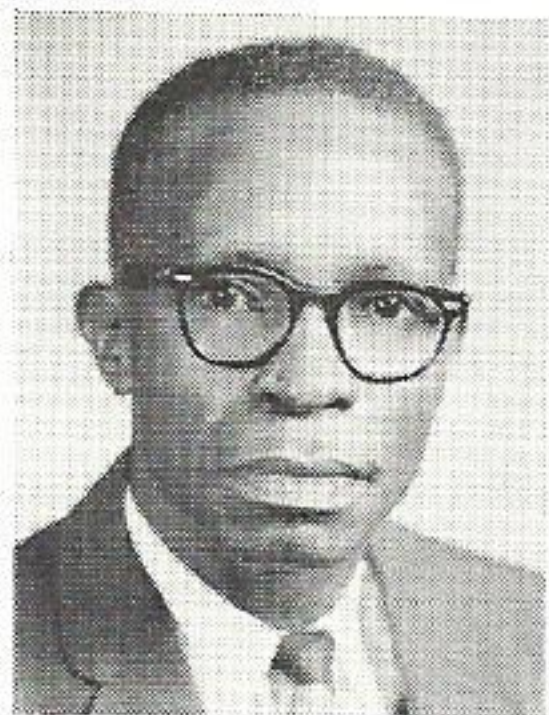


Asberry Williams
Production
Baton Rouge

TWENTY YEARS



James R. Banks
Building Services
Baton Rouge



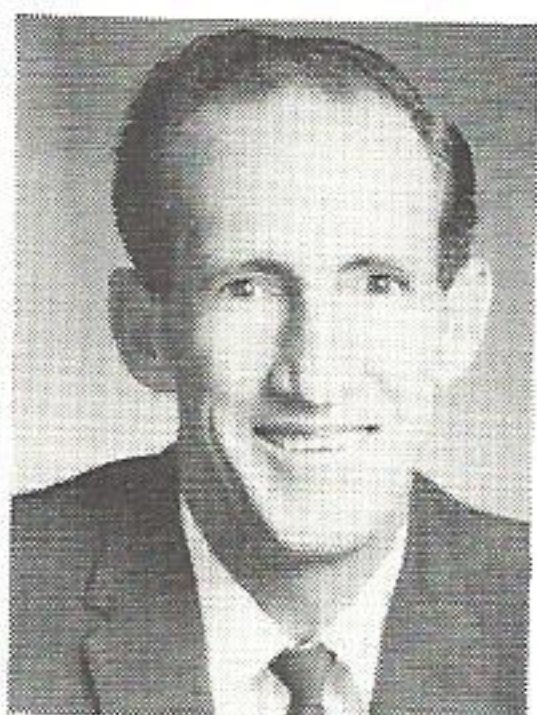
Dallas Bartie
Distribution
Port Arthur



Charlotte Bass
Treasury
Beaumont



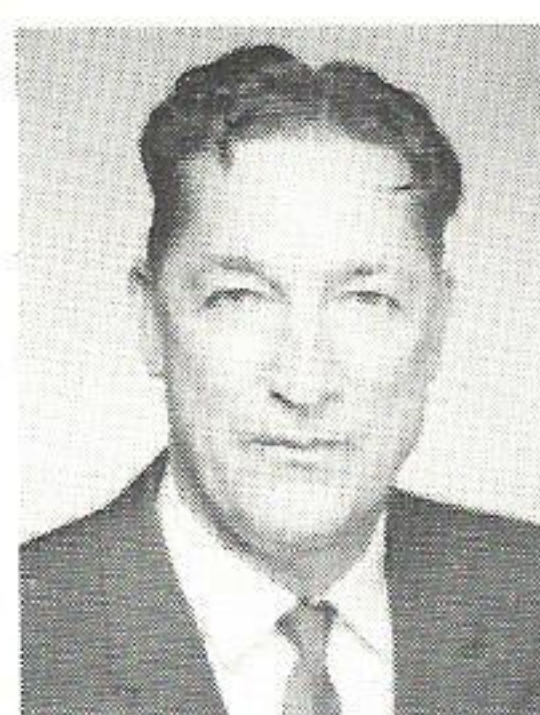
Charles Wyatt Bell
Executive
Woodville



Lester Boudreaux
Distribution
Port Arthur



Joseph Foreman
Distribution
Hull



Buford Gaines
Distribution
Beaumont



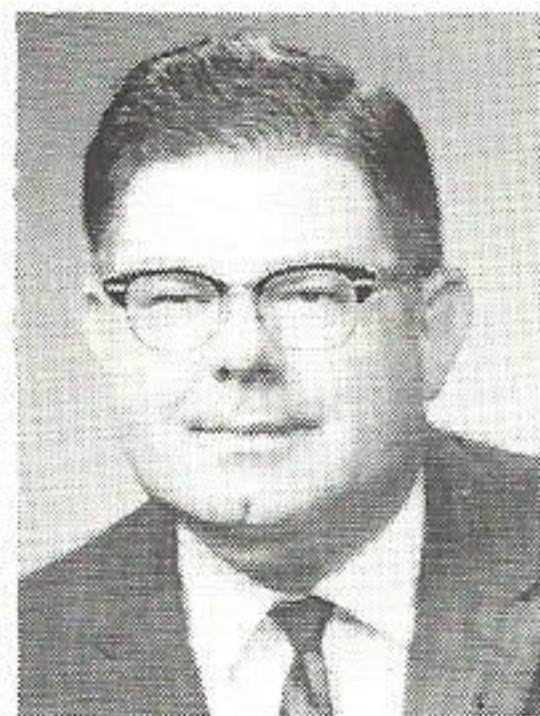
Earl L. Garvin
Distribution
Beaumont



Carl T. Grimmatt
Distribution
Lake Charles



Emick P. Guidry
Distribution
Lafayette



Quincy Hollis, Jr.
Treasury
Beaumont



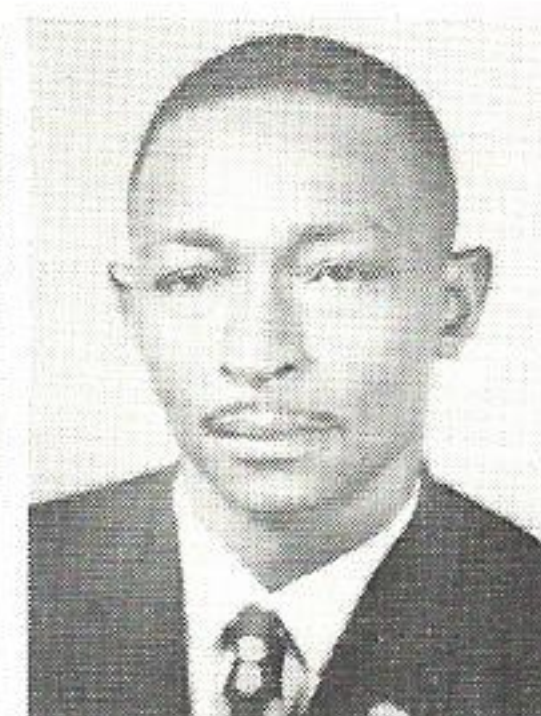
Leonard J. Jacob
Distribution
Baton Rouge



Edd Mitchell, Jr.
Sales
Cleveland



Lloyd J. Ourso
Distribution
Port Allen



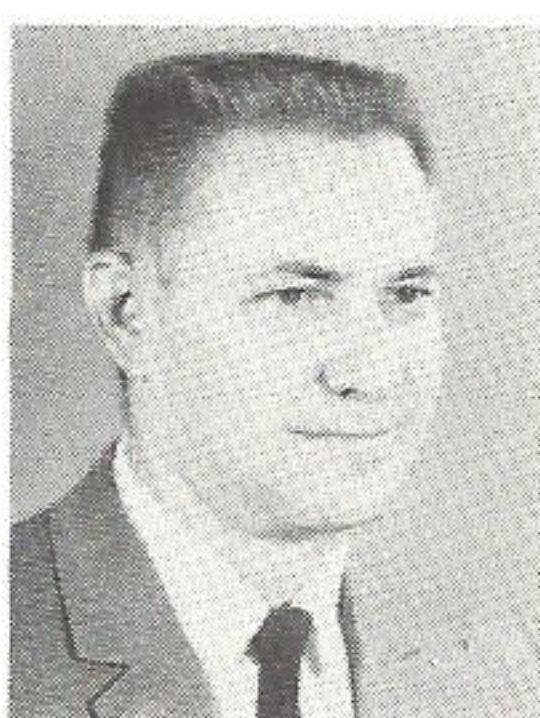
Charley Rawls
Distribution
Beaumont



Perry Sanderson
Distribution
Beaumont



Melvin L. Shelly
Distribution
Trinity

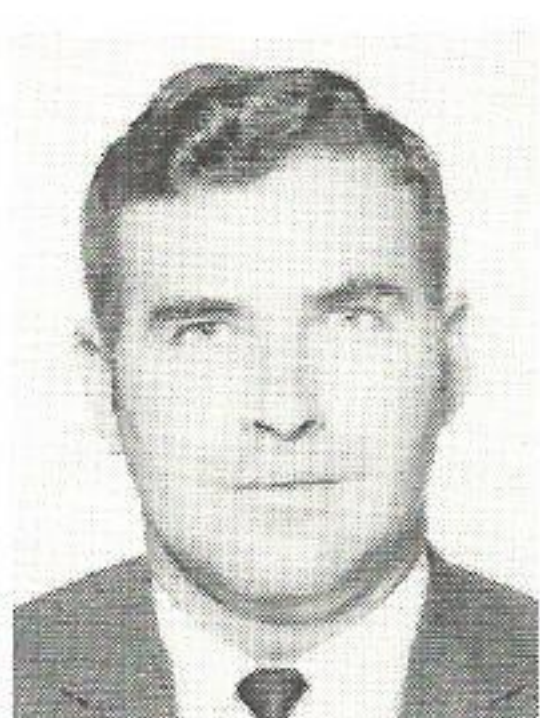


Jimmie Smith
Production
Baton Rouge



John Wellheuser
Distribution
Lake Charles

**TEN
YEARS**



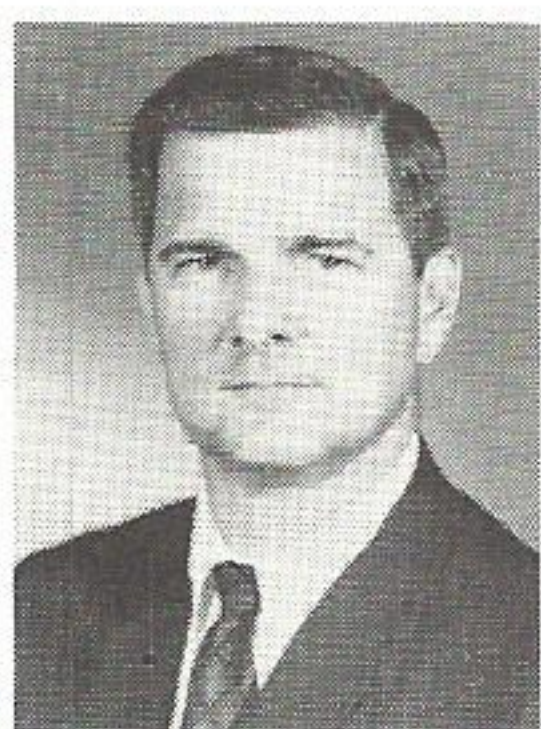
Nathan Demacrest
Distribution
Lake Charles



William B. Gully
Distribution
Baton Rouge



David E. Lewis
Distribution
Lake Charles



Edw. Loggins, Jr.
Sales
Baton Rouge



Clifton Miller
Distribution
Lake Charles



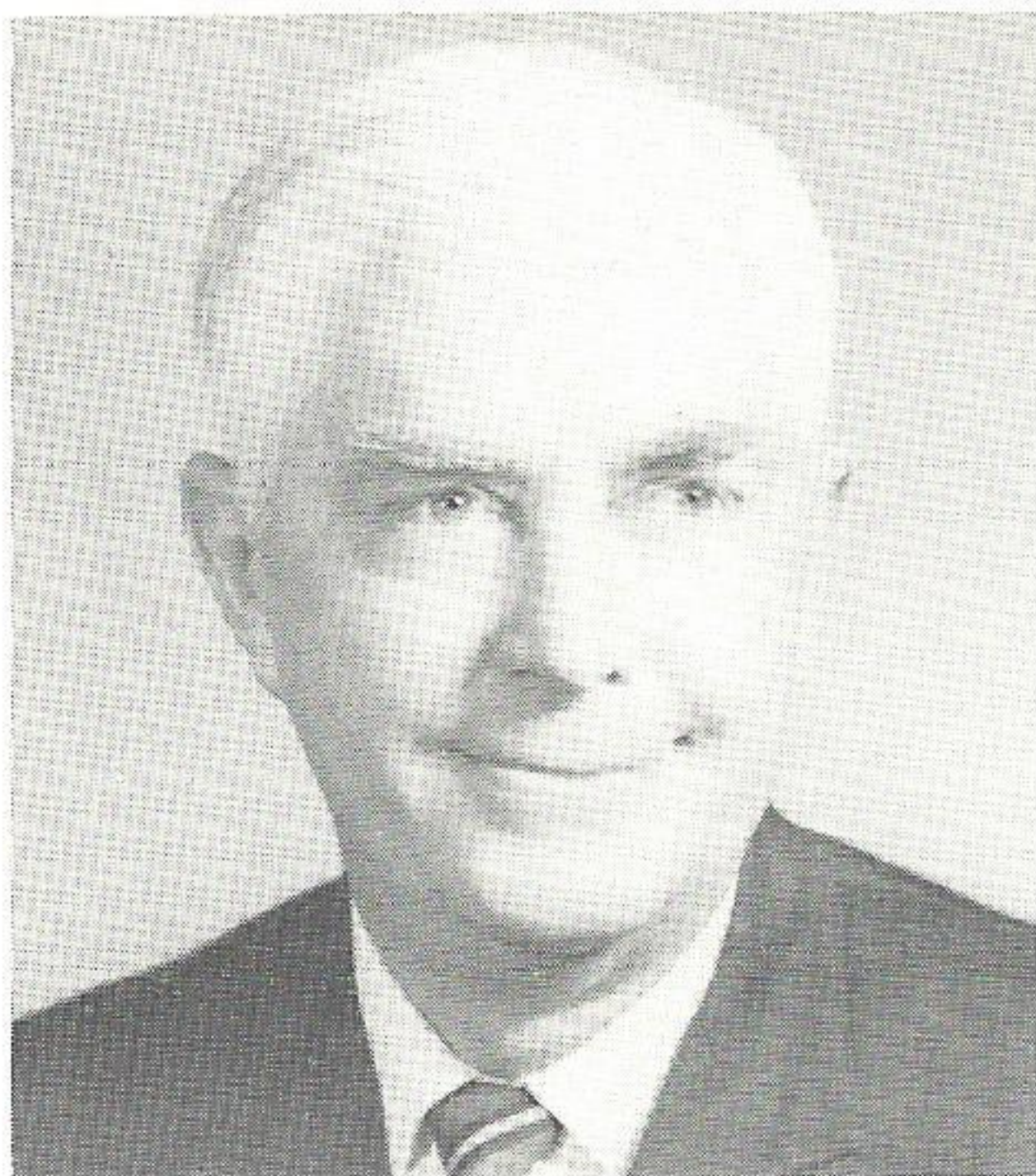
Milam Rogers
Treasury
Cleveland



Maxine M. Russell
Engineering
Beaumont



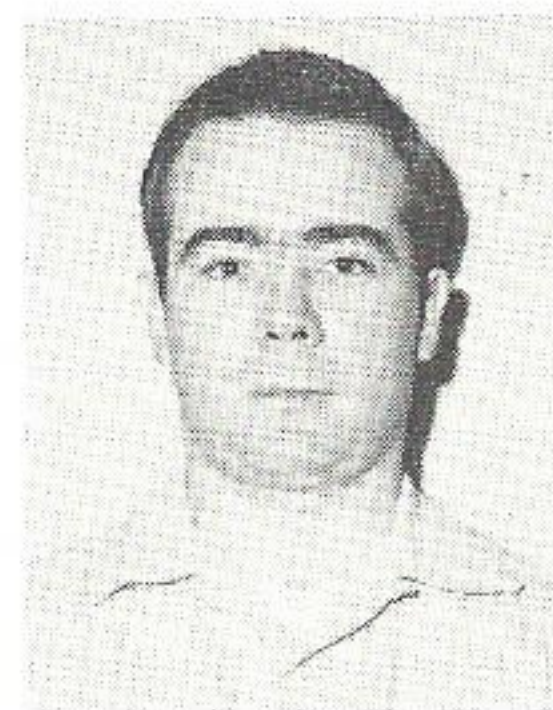
Robert R. Sheets
Distribution
Baton Rouge



Brad McMaster

Edwin Grimshaw Moves To Planning

Edwin A. Grimshaw, an employee of our Company for the past seven years, has been transferred from Beaumont T&D to Engineering Planning, Planning Section.



Mr. Grimshaw, a native of Bunkie, La., was employed as an engineer in 1961 and was assigned to T&D the following year.

He was graduated from Louisiana State University in 1960 with a bachelor of electrical engineering degree. A veteran of the Air Force, he served during the years 1954-56.

He is married to the former Martina Stephens of Oakdale, La., and the couple have four children. They are Steven, Monya, Armand and Sean.



The cash value of Series E and H U. S. Savings Bonds outstanding at the end of Fiscal Year 1967 was \$50,817 million. The year before, the figure was \$49,682 million.

Completes 42 Years

B. J. McMaster Retires At Jennings December 1

Arthur B. J. (Brad) McMaster, district superintendent in Jennings, La., since 1947, retires after 42 years of service on December 1.

A native of Washington, Pa., Mr. McMaster attended schools in Beaumont. He is a graduate of Beaumont High School and of Lamar Junior College, the forerunner of Lamar State College of Technology.

Mr. McMaster joined our Company in 1926 as a salesman in the Beaumont Division. He became a clerk in the Advertising Department in 1927 and in 1929 he transferred to the Billing Department as a clerk.

In February, 1930, he was named utility clerk, and in December, 1930, he was transferred to the Dayton, Tex., office as cashier. He progressed through several classifications as a clerk in Beaumont, Orange, and Huntsville, Tex., and in 1937 he was promoted to supervisor of customer accounts at Lake Charles.

Mr. McMaster became chief clerk of the Lake Charles Division in 1941, and six years later he was named district superintendent at Jennings.

Active in civic work, Mr. McMaster is a past president of both the Jennings Rotary Club and the Association of Commerce. He also serves on the Municipal Fire and Police Civil Service Board.

Mr. McMaster and his wife, the former Belle Carter of Orange, Tex., are members of the First Christian Church of Jennings.

Although he is more than aware of the changes that have taken place in the electrical power industry since he started, Mr. McMaster's thoughts on retirement center more on the people he has worked with.

"We've had a lot of good times and

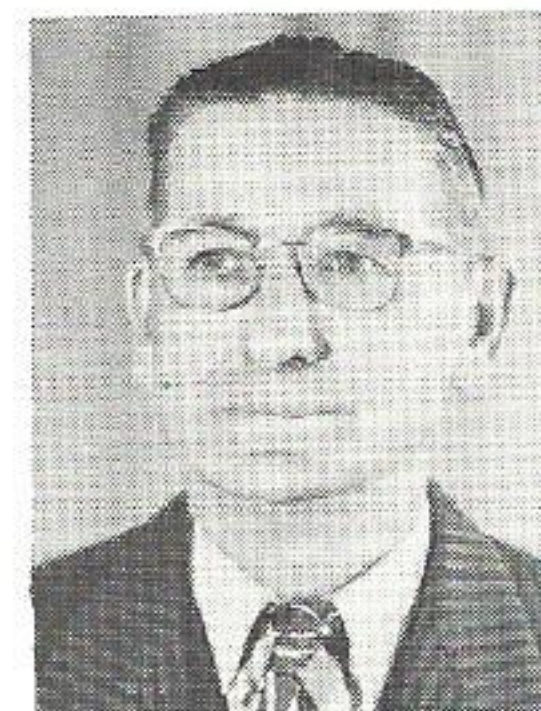
a lot of trying times," Mr. McMaster says of his long association with the Company. "All in all, though, it's been a wonderful association.

"I think we've got as fine a group of people here in Jennings as there is anywhere," he adds. "That's why I've built my home here and this is where I plan to stay."

Herman Conerly Taken By Death

Death came for Herman E. Conerly October 26, at his home in Baton Rouge.

Mr. Conerly, 71, retired from the Company as foreman in the Baton Rouge Gas Department in 1962.



A native of Kentwood, La., he joined the Company in 1927 as a pipefitter in the Gas Department in Baton Rouge. He served as maintenance service foreman, and as foreman in various other sections of the department during his 31-year career.

He was a member of the Broadmoor Methodist Church and the Capitol Masonic Lodge of Baton Rouge. He also was a member of the Baton Rouge Consistory, the Shriners and the sheriff's posse.

He is survived by his wife, Mrs. Thelma Kennedy Conerly of Baton Rouge; two sisters, Mrs. Thyra Tafaro, New Orleans, and Mrs. Charles Childres, Manteno, Ill.; three brothers, U. E. Conerly, Fayetteville, N. C., L. L. Conerly, Baton Rouge, and N. R. Conerly, Lawton, Okla.

LETTERS

From employees, customers and friends of GSU

NAVASOTA

Dear Mr. Richardson:

This is to thank you for your generous gift of GOVERNMENT IN THE POWER BUSINESS by Edwin Vennard, in behalf of Gulf States Utilities Company.

The Library at Texas A&M is always grateful for such gifts which often benefit the improvement of our collection. Moreover, your thoughtfulness serves to convince us of your interest in our development.

Please accept our warmest regards.

Sincerely,
Mel Dodd
Gifts and Exchange
Librarian

BATON ROUGE

Dear Sirs:

Thank you! For inviting us to come and visit your cooking sessions, we enjoyed it very much.

This was a first and new experience for us. We hope we may come again.

We are going to make a few of the snacks at some of our future meetings, as some of the girls in our group were unable to attend the sessions.

We hope our cooking will encourage them to try what we have learned.

A special thanks to Miss M. Tribble, Miss Guthrie and their assistant.

Sincerely,
From the Campfire
Girls of Jarreau,
Lura Bonaventure
Tammy David
Marianne Alexander
Donna Henry
Phylis Hernandez
and
Mrs. Bonaventure
(Leader)
Mrs. Alexander
(Mother)

Dear Mr. Braud:

The members of the KC's Morganza Lions Club and Catholic Church join me in thanking you for the use of the hamburger grill and deep fryer for our fair.

We consider our fair a big success and the hamburger concession was kept quite busy. We appreciate the time and help that you and your company contributed to it.

Thank you again.
Sincerely,
Harry J. Kellerman, M.D.

PORT ARTHUR

Dear Mrs. Masterson,

Thank you for the informative and entertaining evening at the Port Arthur Service Center. As always we gained much in ideas and inspiration that will enrich our program at Thomas Jefferson.

We certainly appreciate being able to have up-to-date equipment in our department and will enjoy guiding students toward developing effective techniques in using the features of the various ranges.

It is a pleasure to work with the home service advisors. The demonstrations are always well planned, methods are emphasized, and many references are made to being a well organized homemaker. This helps our teaching greatly.

Yours truly,
Jane Davidson
Homemaking Department
Chairman
Thomas Jefferson High School

Dear Mr. Stelly:

It was an honor and a privilege to have you with us at the presentation ceremony for our World in a Morsel program.

Your presence was indicative of the fine community spirit of the Port Arthur area and contributed a great deal to the presentation.

Thank you for your interest and for the gracious hospitality of your city.

Sincerely,
Helen J. Britt
Director, Home Economics
and Consumer Service

ORANGE

Dear Mr. Charlton,

I wish to thank you and your company for sponsoring the 4-H Club Bi-County Leadership Camp. It gave many young people the opportunity to learn new things which will make them better leaders and citizens of the community in which they live. I personally feel that I have gained a lot from this experience.

Thanks again for your interest in 4-H work.

Sincerely,
Marilyn Bauer

BEAUMONT

Dear Mr. Dugas:

Thank you for sending me copies of the national advertising which you are doing to call attention to the industrial potential of our area. This is just another evidence of the sound leadership of Gulf States Utilities Company, and we deeply appreciate your continued efforts to stimulate industrial activities in our area.

Cordially,
John E. Gray
President
First Security National Bank

A. J. Boudreaux Named Foreman At Nelson Sta.

Albert J. Boudreaux was promoted to test foreman at Roy S. Nelson Station effective October 16.

He was moved up from master test technician.

Mr. Boudreaux joined our Company in 1953 at the old Riverside Station in Lake Charles as a mechanic's helper. He moved up through several posts there and he transferred to Nelson Station in 1966 as a test technician first class. He



Albert Boudreaux became master test technician in 1967.

A native of Maurice, La., Mr. Boudreaux is a graduate of Milton High School in Milton, La. He attended the University of Southwestern Louisiana at Lafayette.

A U. S. Army veteran, he served from 1951-53 stationed at White Sands Proving Grounds in New Mexico where he worked on some of the first guided missiles.

Mrs. Boudreaux is the former Lorraine Beauxis of Abbeville, La. They have six children. They are Bryan, 14, Charles, 12, Al, 8, Chris, 7, Rusty, 5, and Jennifer, 4.

Mr. Boudreaux is a deputy grand knight of the Knights of Columbus Last-attate Council No. 5755. He is also a member of the Parent Teachers Organization of Westwood Elementary School and the Band Boosters Club of Westlake High School.

The family attends St. John Bosco Catholic Church in Lake Charles.



More than 60 per cent of all Series E U. S. Bonds sold each year are bought through the Payroll Savings Plan. Buy Bonds where you work; our men in Vietnam do.



A group of students from Sowela Tech in Lake Charles, La., took a tour of our Company's data processing and computer facilities in the Beaumont headquarters recently. Here, W. J. Schumacher explains to the students how computers are employed in the System Control Room in the basement of the Beaumont office.



Thrift Plan

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

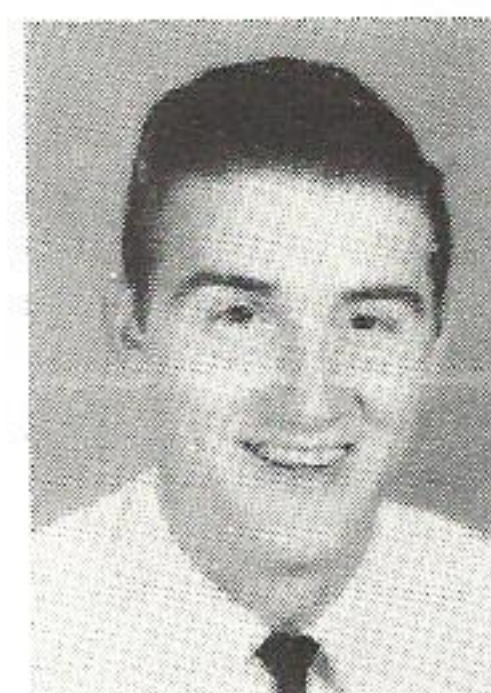
5,281 shares of Common stock at a total cost of \$123,429.75 an average cost per share of \$23.373.

142 shares of \$4.40 preferred stock at a cost of \$10,349.46 or an average cost per share of \$72.884.

The Trustee also deposited \$28,212.57 with the Savings Department of the First Security National Bank of Beaumont.

T. A. Fields Made System Analyst

The promotion of Thomas A. Fields to system analyst in Information & Data Services, Beaumont, has been announced.



Thomas A. Fields formerly accountant. He was named administrative assistant in 1967.

A native of Silsbee, Tex., Mr. Fields was reared in DeQuincy, La. He is a graduate of Lamar Tech in Beaumont.

Mr. Fields is married to the former Deannie Allen of DeQuincy. They have one daughter, Theresa Ann.

Port Arthur T&D Adds International Flavor

An international flavor was added to the Port Arthur Division with the coming of Haleem G. Dairy, engineer in the Transmission and Distribution Department. Haleem, a native of Lebanon, joined the Company in February, 1968 after graduation from Louisiana State University.

"My father told me back in 1963 that if I wanted to see a great country I should go to America for college," recalls Haleem. "I wrote a friend who was attending LSU and he sent me the necessary papers. Next thing I knew, I was on my way."

Haleem, who speaks nearly accent-free English with a surprising mixture of correctly placed American slang, had traveled extensively in Europe during his youth. The thought of going so far from home for schooling did not frighten him nearly so much, therefore, as it would most.

Haleem notes that Lebanon and the U. S. have many things in common. "Eating in a restaurant or walking down a street in downtown Beirut is no different from the U.S. If someone were blindfolded, put upon an airplane and dropped in one of the main streets in Beirut, he probably would think he was in New York or Houston until he heard someone speak," he says.

Outstanding differences between life in Lebanon and life in the U. S. are difficult to find according to Haleem. His home country is becoming more and more Americanized and old customs are changing very rapidly.

"With modern air travel Lebanon is only 11 hours from New York. Certainly the distance is great, but you cannot expect too many differences in the mode of living in two places so close together in actual travel time," he says. "Of course, you might still see a Moslem woman walking on the street with a veil over her face or an old man sitting around smoking an ancient water pipe,

but these sights are becoming rarer all the time."

Haleem says that two sociological factors he has noted distinguish the countries more than anything else. Americans are much more materialistic than the Lebanese, and family ties in the U. S. are not nearly as strong. "New cars seem much more important to people here," says Haleem, "and the situation where a child repays his college expense to his parents after graduation or where a child pays board to live in the family house once he begins working, would be unheard of in Lebanon."

Haleem describes his homeland as a green country of snow topped mountains. One of the most progressive states in the Middle East, it attracts many tourists.

"Many streams of clear, cold melted snow keep the land green year round," he says. "We have rain in the winter but it never rains during the other three seasons."

Haleem is looking forward to a vacation in February which he plans to use

for a trip home. He will also visit his brother who is studying for his Ph.D. in mathematics in Paris.

Having always been interested in power companies, Haleem interviewed with GSU soon after receiving his B.S. degree in electrical engineering.

"Electricity in the U. S. is much cheaper than in Lebanon," he says. "We pay about 5 cents per kilowatt hour."

Although very well acclimated today, Haleem recalls that he did have some trouble when he first arrived in this country back in January of 1964. "For the first three days or so I ate only hamburgers because this was the only thing I know how to order," he says. "Doing my homework was pure torture until I became familiar enough with the language to read without having to turn to the dictionary for every third word."

Haleem says he has found a home at Gulf States and he plans to live in this country for the rest of his life. He has no family here at present, but several girls in the Port Arthur area are doing their best to end his bachelorhood.



Haleem Dairy, a native of Lebanon and a T&D engineer at Port Arthur, chats with **Brenda Redman**, departmental clerk. Haleem, a graduate of LSU at Baton Rouge, has been in this country since 1963.

Lydia Albers, A. L. Faures

Long Careers to End For Two Gulf Staters

Two long-time members of the Gulf States family are due to retire December 1. Lydia F. Albers, customer clerk at Port Arthur, Tex., and Arthur L. Faures, meter foreman at Baton Rouge, are climaxing long, eventful careers with the Company.



Mrs. Albers joined the Company during World War II as a customer contact representative in Port Arthur. In 1949 she was promoted to customer clerk.

Mrs. Albers, the mother of five children, says she joined the Company back in 1942 to work out the duration of the war. "Twenty-six years ago when I came to work for GSU I never thought I'd stay long enough to retire," she says. "I liked the Company, though, so I just stuck around."

Mrs. Albers is a native of Giddings, Tex. She has lived most of her life in Port Arthur, though, and she is a graduate of Port Arthur High School. Recently she was named "queen for a day" by a Port Arthur radio station.

"The Company really has moved forward during the years I have been here," she notes. "Probably the greatest step I've seen is the addition of IBM systems to our Accounting Department."

Mrs. Albers says she plans to "just take it easy" after retirement. She will spend time with her children and her 22 grandchildren and she will work with her flowers and possibly even travel a little.

She attends St. Paul's Lutheran Church in Port Arthur.

Mr. Faures is a native of Baker, La., and a graduate of Baker High School. He is married to the former Marie Kroger, a Baton Rouge native, and they have three children.



Mr. Faures joined the Company in 1921 as a meter checker in Baton Rouge. He was made a meter tester in 1924 and he became supervisor of meters and installations in 1939. He has been meter foreman since 1941.

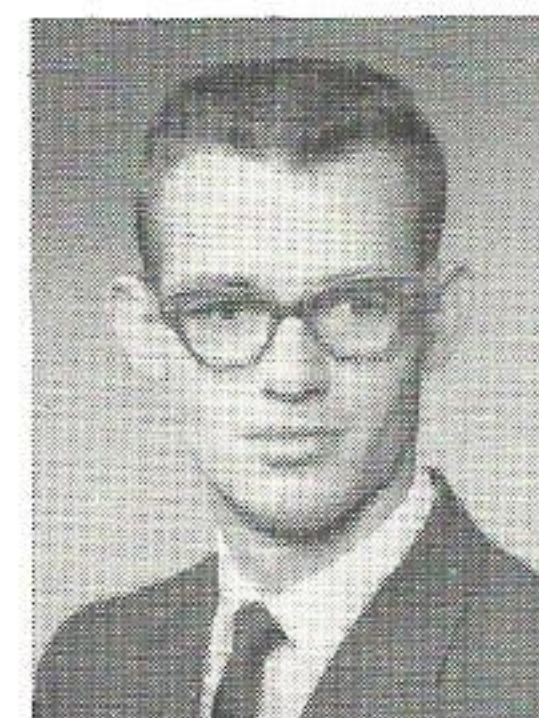
"The expanded use of the product we sell," is how Mr. Faures describes the greatest change he's noted in the Company since beginning his career. "Back when I got started electricity was used for lighting, irons and mechanical refrigerators and that's about all."

Upon retirement Mr. Faures plans to travel and devote time to his hobbies. The family attends St. James Episcopal Church in Baton Rouge.

Knight Promoted To Relay Foreman

Larry F. Knight has been promoted to relay foreman in the Engineering Design Section of the System Engineering Department at Beaumont.

Mr. Knight, formerly a relayman, joined our Company in 1961 as an engineering helper. He was promoted to relayman the following year and has progressed through several classifications in that position.



A native of Drumright, Okla., Mr. Knight attended Oklahoma State University for two years. He is presently seeking a bachelor of electrical engineering degree at Lamar Tech.

Mr. Knight is married to the former Joan Barnes of Drumright. They have three children, Leslie Renee, Larry Gene and David Wayne. The family attends the Westgate Church of Christ.

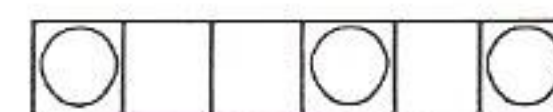


KILOWATT KAPERS

Clue: Reddy wishes this to all his graduating friends.

Unscramble these words - one letter to each square.

(1) XMIOAS



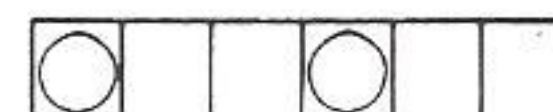
(2) FTELRI



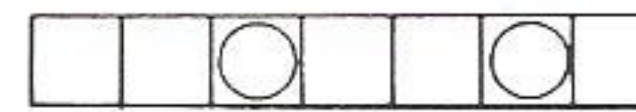
(3) IROCND



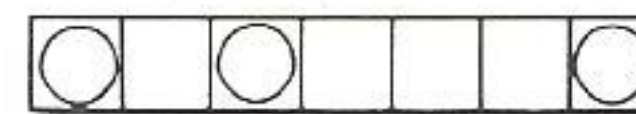
(4) UTALCA



(5) GTIMREA



(6) HERTENI

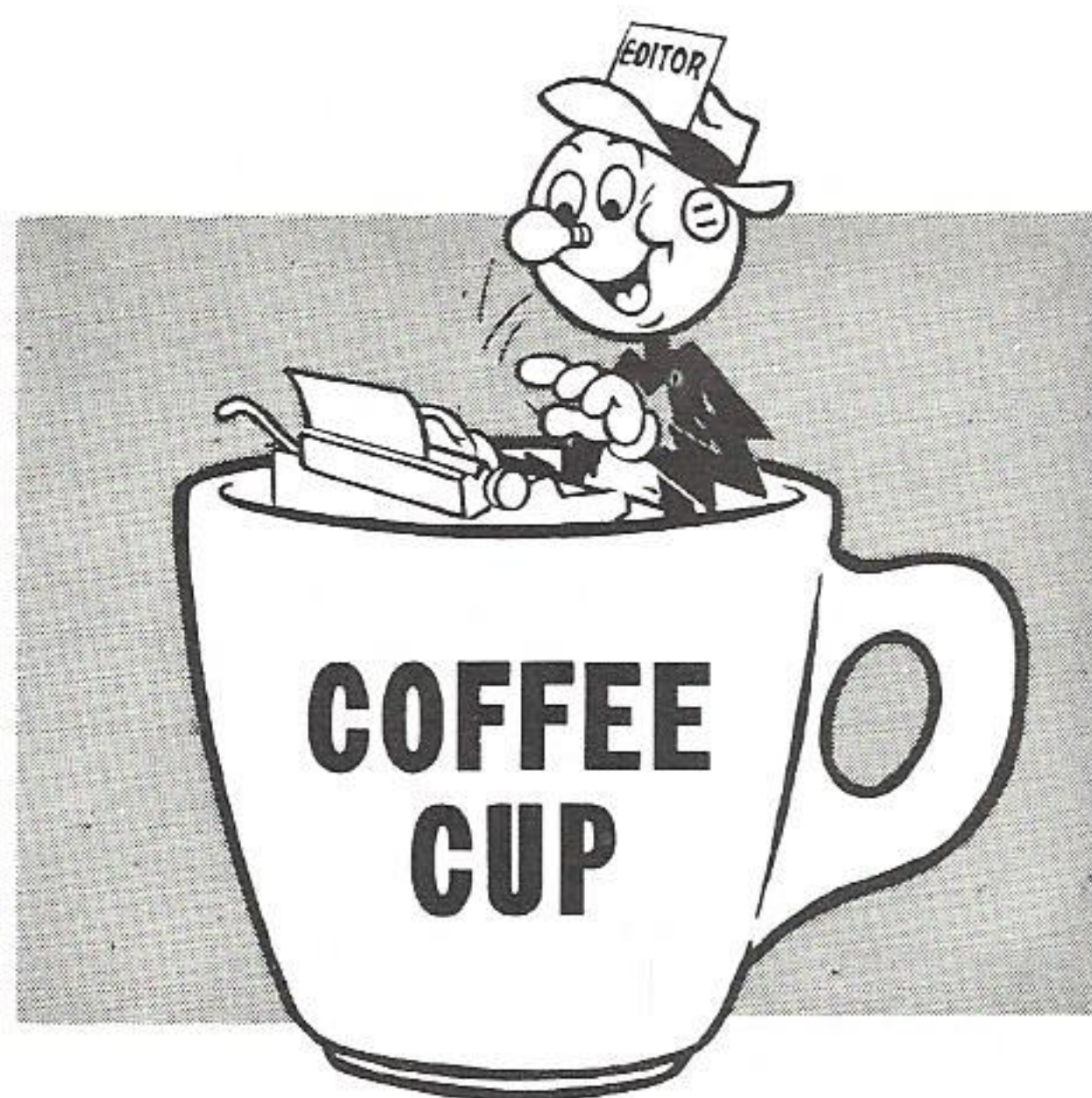


Now arrange the circled letters to form the answer to "Clue."

Answers:

Word: CONGRATULATIONS

(1) AXIOMS (2) FILTER (3) NORDIC (4) ACTUAL (5) MIGRATE (6) NEITHER



NELSON STATION

Students from the school of technology at McNeese State College toured Nelson Station Oct. 29. Rene A. DeBlanc, maintenance foreman, conducted the tour.

Three visitors to Nelson Station on Nov. 1 were the Rev. and Mrs. Floyd Weston and Mrs. Hattie Simpson, parents and grandmother of Departmental Clerk Pam Weston. Pam showed her visitors the machine and electric shops and plant offices. Her father is pastor of Eastern Heights Baptist Church in DeQuincy, La. and her grandmother is from Galena, Kansas.

Pam Weston

BATON ROUGE

Jerry Cabiness, cashier, is president of the Baton Rouge chapter of "Sweet Adelines," a group of harmonizers that frequently gives concerts at hospitals, nursing homes, conventions and PTA meetings.

Greg Belle, son of Lois Belle, Credit and Collections, and grandson of C. P. Legleu, Louisiana Station, is a member of the Nawaganti Indian dancers of Istrouma High School. The Nawagan-tis, with brilliant feathers decorating their costumes, performed at the Macy's Thanksgiving Day Parade in New York City. Later, they will give a performance in Houston's Astrodome.

Opal Temple



Paul and Monique LeBlanc, children of Credit and Collections Collector Alfred LeBlanc, already are excited about the coming holiday season.



Verlie Gibson holds her grandson, Gary Gibson, 2. Verlie worked in the Sulphur, La., office for several years before the family moved to Baton Rouge three years ago so Mr. Gibson could complete work on his doctorate at LSU. He is now a member of the LSU College of Education faculty. Their son, Jim, is studying petroleum engineering there now.

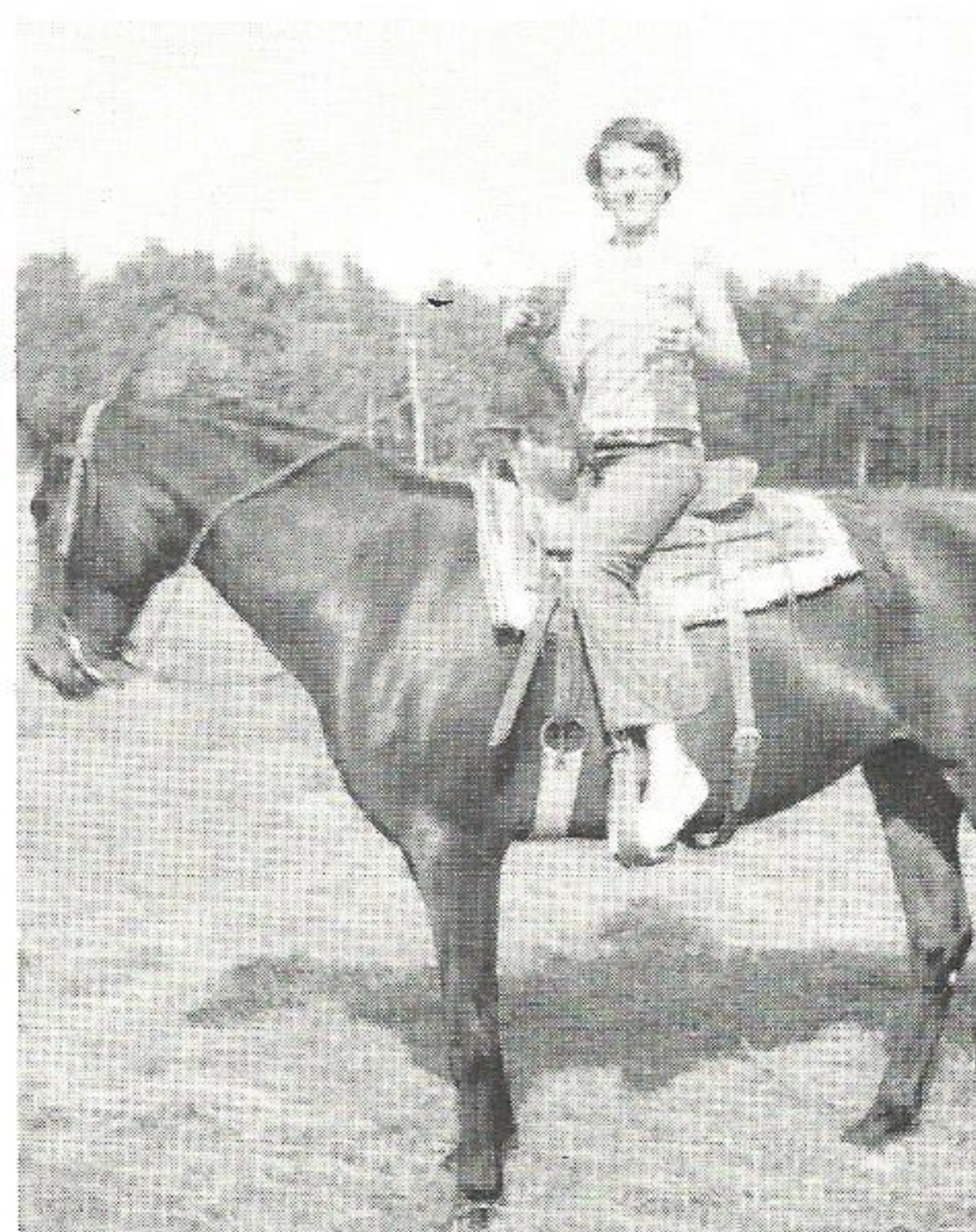
GAS DEPARTMENT

Mrs. Lillian M. Hanson, departmental clerk in the Gas Department, recently returned from her vacation in Hawaii. She spent 12 days visiting the various islands and points of interest around Honolulu. While there, she visited Pearl Harbor.

Congratulations to Mr. and Mrs. Richard P. Hebert, Gas Department, on the birth of their son, Jeffery Paul, on August 16.

Beverly Hayden

SILSBEE



Dayle Davis, daughter of Serviceman James L. "Buster" Davis, took fourth place in a field of 40 during riding competition at the South Texas State Fair in Beaumont. Her specialty event was Western Pleasure.



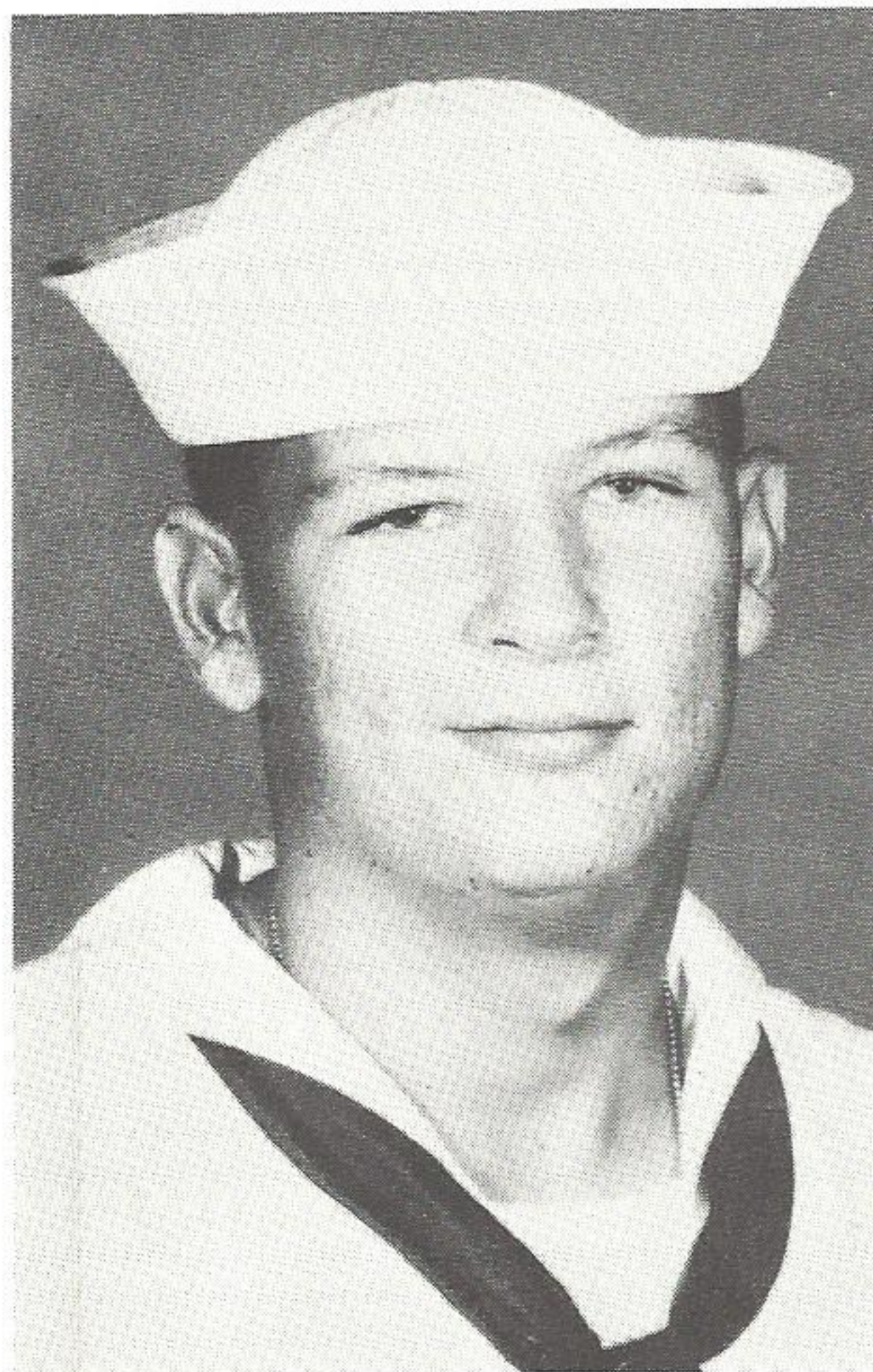
A. G. Mashburn was honored with cake and coffee on the occasion of his 63rd birthday Oct. 9. Mr. Mashburn, an engineer, has been with the Company for 43 years.

BEAUMONT



Reuben M. "Tommy" Tompkins and his wife were honored recently with a party at the Service Center on Mr. Tompkins' retirement. He had been storeroom superintendent for the Beaumont Division.

MARINGOUIN



Rodney Guerin, son of Maringouin Labor Foreman Isidore Guerin Jr., is a fireman's apprentice with the U.S. Navy serving aboard the U.S.S. Piedmont. Rodney spent the first two weeks of September visiting with his parents before setting sail aboard the Piedmont.

T. Boone Chaney

No Light Lights Like Mac's Light Lights

L. C. "Mac" McCullar, Vidor district serviceman, has a light bulb that cannot compare to most globes. Its lighting range is small, the glow is harsh, and Mr. McCullar fears the filament will melt if the bulb is moved too much while burning.

A lemon, you say? Not at all.

In fact, Mr. McCullar is quite proud of the bulb. Not many people possess a 1910 light bulb that burns at all.

The bulb is a gift from Frank Clarkson, 72, a Vidor customer and long-time friend of Mr. McCullar's. Mr. Clarkson said the bulb has been in his family since his father converted his small grocery store and home in Beaumont to electric power in 1910.

The conversion job was performed by the Beaumont Ice, Light & Refrigeration Co., a forerunner of our Company.

"Some way, in the buying, selling and exchanging," said Mr. Clarkson, "that bulb got sidetracked somewhere in a bureau drawer."

Later, the bulb found haven in a tool

kit that bounced around inside Mr. Clarkson's car. The sturdy globe has survived two world wars, the Great Depression and prohibition, as well as untold years of prosperity.

"I didn't have any use for it (the bulb)," said Mr. Clarkson, "so I decided to give it to Mac."

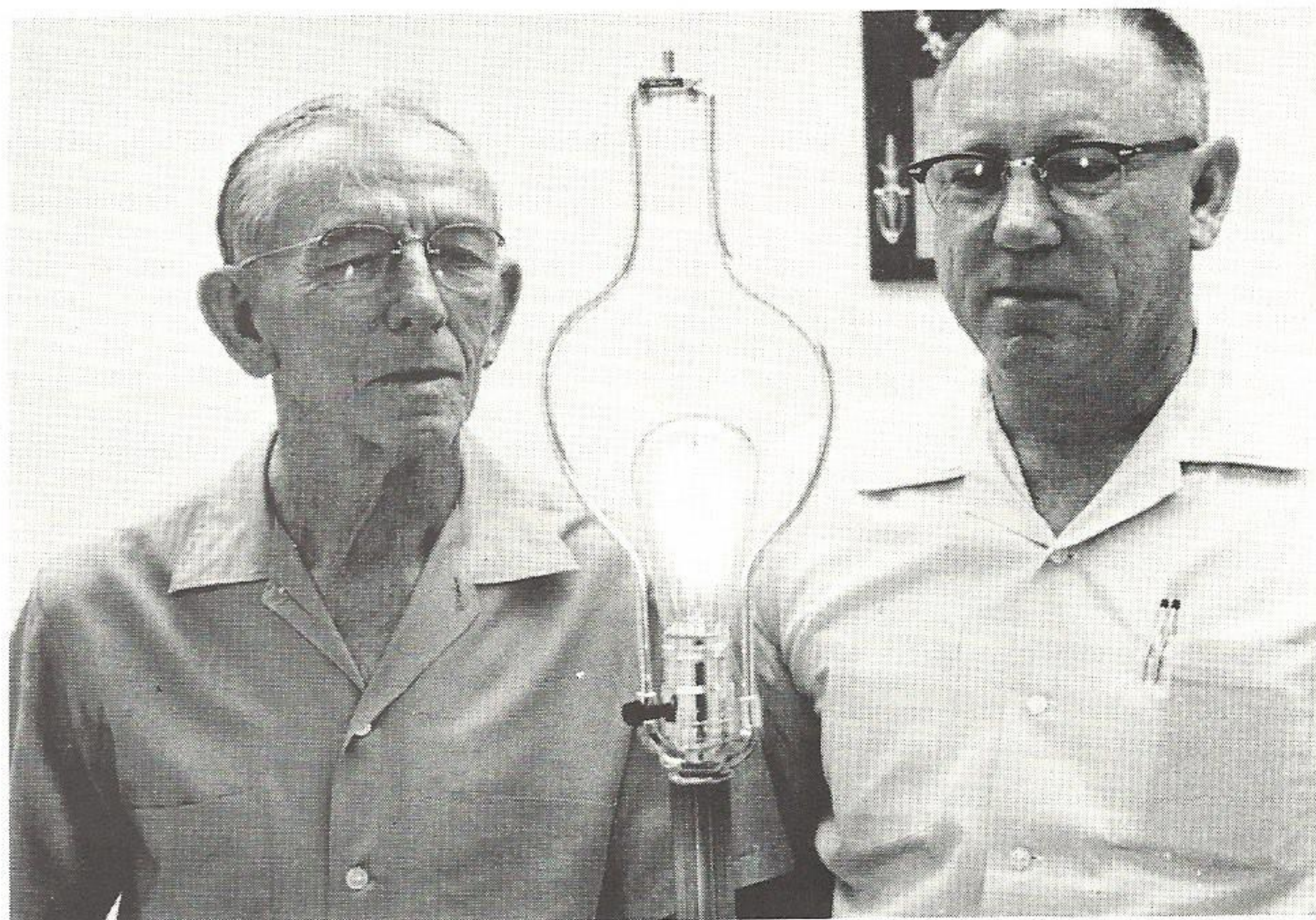
Mr. McCullar and Mr. Clarkson are long-time friends and co-workers in civic affairs of Vidor.

"I don't recall exactly when we met," chuckles Mr. Clarkson, "but I always say it probably was when Mac came out to cut off my lights."

Mr. McCullar is a former president of the Vidor Chamber of Commerce, and Mr. Clarkson formerly worked as general secretary for the organization.

Mr. McCullar plans to have a stand built so he can display the light bulb in the Vidor office.

"It's the oldest bulb I've ever seen," said Mr. McCullar. "The closest thing to it was the replica of the Edison bulb that the company had on display in Beaumont."



Frank Clarkson, left, and L. C. McCullar, Vidor district serviceman, admire the healthy glow of this 1910 light bulb. The bulb was given to Mr. McCullar, who plans to have a display made for the Vidor office.

Gule Shopping Electrically

by Jo Ann Smith
Senior Home Service Advisor

THE man or woman who "has everything" has been putting gift buyers into a brown study ever since old Santa slipped down his first chimney.

This year, perhaps an electric Christmas gift can fill the bill for you and make your Christmas shopping, especially as concerns those really tough ones, a lot easier.

If he or she looks as though he needs a Florida tan you could either get him an airplane ticket to Miami or an electric sun lamp. Sun lamps were considered quite a luxury several years ago but less expensive models are on the market today that put a year round tan within reach of everyone.

Among other electric beauty aids are the electric manicurist, which gives you everything you can get at a beauty shop except gossip. These sell for \$20.00 or about the cost of four trips to the beauty parlor. An electric hair curler or an electric comb are also available to turn the woman who has everything into a glamor gal.

A very popular item in these days of hard-to-apply eye makeup is the electrically lighted makeup mirror. These handy little items cost only around \$13.00 and they are becoming a must for the really well-groomed woman.

Grooming aids for men include an electric clothes brush that removes lint like magic, an electric shoe polisher or the new steam press valet that takes wrinkles out of pants and gives them a fresh-from-the-cleaners look in just seconds.

For anyone on your list who wears dentures an electric denture cleaner that removes food or tobacco stain much better than any paste or soaking tablet ever invented is available. This handy personal item sells for only around \$18.00.

For the housewife on your list that has everything how's about a fancy new cook'n stir blender. These amazing machines are capable of blending and cooking an entire meal in less time than it takes to tell it and they're great for making dips for holiday and football season entertaining. Perhaps an electric skillet in harvest, flame or avocado

colors or maybe one of Hamilton Beach's new ten speed portable mixers will fill the bill.

Barbecuers on your list will go for the electric Reddi-Smoke outdoor cooker which ends the battle of the briquets once and for all without costing one iota in that rich southern barbecue flavor. For the guy that just bought a standard barbecue pit and isn't ready to replace it with an electric one, there's always the electric charcoal starter for around \$3.50.

Moving down the list of electric household items that might make nice Christmas gifts we note the electric carpet that heats that corner of the room that's always been a little chilly in winter or perhaps a portable electric baseboard heater to do the same job.

For the teenagers on your list an electric guitar might fill the bill for around \$60.00. A smaller item to warm the psychadelic soul is a "Wow-Now Mod Clock" which accents the decor of the modern teen's bedroom with colorful patterns in the latest hippie art style for only \$8.00.

The seamstress on your list would be pleased with an electric scissors and for the student off to college how's about a portable electric typewriter for only about \$170.00.

The boss that has everything might enjoy an electric pencil sharpener for his desk or a handy electric letter opener. Both of these gifts sell for less than \$35.00.

Does your man that has everything smoke? How's about an electric cigarette lighter for only about \$8.00.

The handyman that has everything probably would like an electric drill or for gardening electric hedge and shrub trimmers that turn a chore into a pleasant task. And when the man that has everything sits down to rest does he sit in a soothing vibrating chair? If he doesn't you can scratch him off your shopping list for only \$90.00.

Electric toys for children have been on the market for several years. Some of the most popular are electric racing cars, electric football games and the myriad of toy electrical kitchen gadgets that allow would-be-child-brides to broil a steak or bake a cake just like mommy.

Any of the above items is sure to bring smiles on December 25. Studies have shown that electric gifts are valued and appreciated over any other type.

If we have helped you scratch a few names from your list we're happy, but if we haven't, we have one more suggestion that just might be the thing you're looking for. How's about an electric car. We'll bet he or she doesn't have one of those and you can get one for them at a low, low \$5,000.00. Don't laugh too hard, it won't be long.

Merry Christmas everyone and happy shopping.

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