

Plain Talks & News



YOUTH PROGRAMS

OCTOBER, 1967

Ah, Youth!

"Give the child the chance and he will learn. The brain can be developed just the same as the muscles can be developed, if one will only take the pains to train the mind to think."

— Thomas A. Edison

OBVIOUSLY, THE FATHER of our industry possessed wisdom that ranged much farther afield than science, research and technological progress. His curiosity possessed him very early in youth and never left him. We are all the richer for his youthful obsessions.


Our cover and main story are devoted to youth and what our Company is doing about tomorrow's consumers.

We would certainly be negligent if we were not cultivating this vast, energetic and volatile market. Today, 50% of the total U. S. population is 25 years of age or under. By 1970, those under 25 will comprise more than half the population. In 1968, the average age of the U. S. will be 25.

These young people are marrying—there will be 3,500,000 new marriages in the period 1965-1970. Most women now marry at age 18. New households are forming at the rate of one every 21 seconds and are buying appliances at the rate of one every 2 seconds (attention, Residential Sales). A new baby is born every 7 seconds.

No question about it, the youth market for Gulf States and other electric utilities is here and growing. The young are important to us as future customers, voters and employees. Therefore, our marketing and public relations' objectives are threefold:

1. As consumers, develop a preference for electric living,
2. As voters, stimulate a greater awareness of the political and economic issues at stake where the principles of investor-ownership and free enterprise are involved.
3. As employees, encourage careers in service, electronics and the related educational needs to make possible fruitful careers in the electric utility industry.

George Bernard Shaw is quoted as saying youth is far too precious to be wasted on the young. At GSU, we try to see that it's not wasted. 

News Briefs



PUBLIC ATTENDS

VIDOR "OPEN HOUSE"

Several hundred Vidor customers attended an "open house" held Oct. 12, formally opening the new GSU office in Vidor, Tex. The building in the Woods Shopping Center on North Main Street was remodeled by owner W. F. Woods and leased to GSU, which had been in the old quarters since 1947. Vidor dignitaries attending included the mayor, the president of the Vidor Chamber of Commerce, several city council members, the tax assessor-collector for the school district, and other prominent area businessmen. A. B. Wilson, district superintendent in the Beaumont Division, and L. C. McCullar, Vidor District serviceman, were hosts for the Company. Helping welcome visitors were Beaumonters President E. A. Werner; Vice presidents Lionel Dugas and L. M. Welch; Randy McAlpine, sales superintendent, Beaumont Division; W. V. Faver, division accounting supervisor; J. S. Turner, public relations director; Ralph Spafford, division residential sales supervisor; Ray Pace and Gene Pairett, sales representatives; Mary Rhoades and Jane McKenzie, home service advisors and John Powers, public relations representative.

UTILITIES CHALLENGED

TO DEBATE METCALF

The Consumer Assembly has challenged the investor-owned power industry to produce a spokesman to debate Sen. Lee Metcalf (D-Mont.) when he speaks at the Assembly's meeting Nov. 2-3 in Washington D.C. The senator is scheduled to discuss electric rates. The Assembly has released figures alleging "overcharges" by the industry all over the nation.

19 MILLION HOMES

DUE ELECTRIC HEAT

The Federal Power Commission's forecast of 19 million homes heated electrically by 1980 appears more and more realistic, according to John H. K. Shannanhan, vice president and executive director of the Electric Heating Association. He said that despite the drop in new housing, the number of electric heating installations showed an increase over the record-breaking preceding year. He said there are now approximately three million electrically-heated residents in the U.S.

WARNING SIGNS GIVEN

TO DETECT DIABETES

Common warning signs for diabetes are excessive thirst and hunger coupled with loss of weight. Persons with diabetes may tire easily, experience changes in vision, cuts and scratches do not heal rapidly or there is persistent itching. But, diabetes does not always warn of its presence with any of these signs, and a test by a physician is the only way to be certain. Diabetes week this year is Nov. 12-18 and this is a good time for a check-up.

MILLS SAYS BUSINESSES

CAN DO IT BETTER

U.S. News and World Report. Regarding the post-war years, Mr. Mills said, "I can't get away from the thought I had in 1964, when we passed the tax-reduction bill, that if we don't put too many strains and stresses on it, the private sector will find answers to many of these problems. Private business often can accomplish things better than can government planning and spending. That is the whole basis of what we had in mind a few years ago. But we've stumbled off that track."

Rep. Chamberlain (R-Mich.) has introduced into the Congressional Record an interview with Ways and Means Committee Chairman Mills (D-Ark.) published in the October 9 issue of

EMPLOYEES PROMOTED

TO SYSTEMS ANALYST

personnel in Beaumont and four months of on-the-job training. Those promoted were Thomas E. Amerine, Rodney A. Dyson, Lester R. Fatheree, Charles R. Griffis, Paul R. Hampton, Joe A. Hopkins, James A. Johnson, Theodore L. Jones Jr., Joel A. Moore Jr., and Michael J. Yennie. Also, Mrs. Peggy Stout was promoted to EDP librarian.

Ten employees were promoted to systems analyst in the Information and Data Services Department effective October 1 after completing a two month IBM course conducted by IBM

MR. MORTIMER ATTENDS

WEST GERMANY MEETING

Atomic Energy Associates. Trustees approved a contract for construction of an information center at the Southwest Experimental Fast Oxide Reactor site in Fayetteville, Ark. The SEFOR project is sponsored by 17 investor-owned electric companies (including GSU), the U.S. Atomic Energy Commission, General Electric Company and the West German government.

Harold E. Mortimer, vice president and assistant to the chairman of the board, was recently in West Germany representing GSU at a meeting of the trustees of the Southwest

ELECTRIC CAR

IS PURCHASED

Inc. of Ferndale, Mich. The car, a modification of a Renault R-10, has a top speed of 60 miles an hour and a 70 to 120 mile range between chargings. It will be demonstrated at a series of stockholder meetings and shown in cities throughout the company's service area.

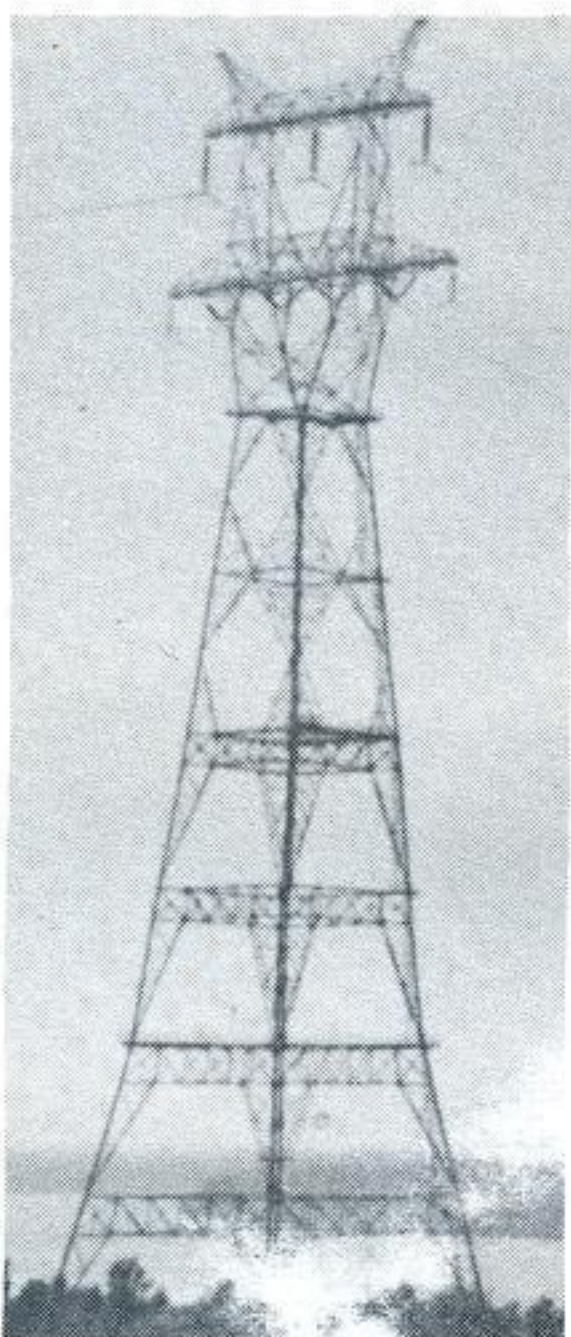
Joining other utilities in promoting electric driving, Wisconsin Power and Light has purchased the first Mars II electric car off the assembly line of Electric Fuel Propulsion



Our Cover

The Company's many youth programs are featured in this issue and the cover is intended to represent the intermingling of GSU personnel with the youth of the communities within our service area. The interesting effect of white on black was accomplished through the use of special camera effects in the printing process.

Plain Talks and News • Vol. 45, No. 10 • October, 1967



EHV p. 5



Youth p. 2



Limousine p. 8



Computers p. 12



Archers p. 14

- 2 *Our Investment In The Future*
- 5 *New EHV Hookup Exchanging Power*
- 6 *A Quiet Night At Louisiana Station*
- 8 *Lineman's Limousine*
- 10 *Applications Group of Standards Section
Performs Tests on Many Varied Items*
- 12 *Instant Information*
- 14 *Line Department's Robin Hoods*
- 19 *GSU News*
- 28 *Coffee Cup*

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 and International Council of Industrial
 Editors.

Youth Programs

Our Investment In The Future



John Fleming, superintendent at Louisiana Station, and **Jimmie Smith**, mechanical maintenance foreman at Louisiana Station, oversee some Junior Achievement work.

In Baton Rouge, Ed Hodges, (right), sales superintendent in Lake Charles, listens as speaker addresses FFA delegates from throughout Louisiana.



Leanora Masterson, home service director, works with a group of interested 4-H youths.



THE ACCENT TODAY IS ON YOUTH.

One has only to turn to a television or pick up a magazine to know that today the world seems to revolve around the younger set.

Youth is also playing an ever increasing role in the shaping of America. This is due, at least in part, to the size of our youthful population. As you read this, the majority of people in the United States are age 25 or under. Furthermore, the trend continues downward.

Businessmen must keep abreast of this trend. Gulf States is no exception.

The teenagers of today are the voters of tomorrow. They will be the ones carving the world of the future. They will form opinions and voice



Arden Loughmiller, industrial sales in Beaumont, works with a Boy Scout class as part of our annual National Electrical Week program.

them loudly. They will buy the refrigerators, ranges, clothes dryers and air conditioners. Their future decisions will depend to a large extent on the opinions they form today.

Through many youth oriented programs the Company tries to keep its finger on the pulse of the youthful community. The programs vary from district to district but the purpose is constant . . . communication and understanding.

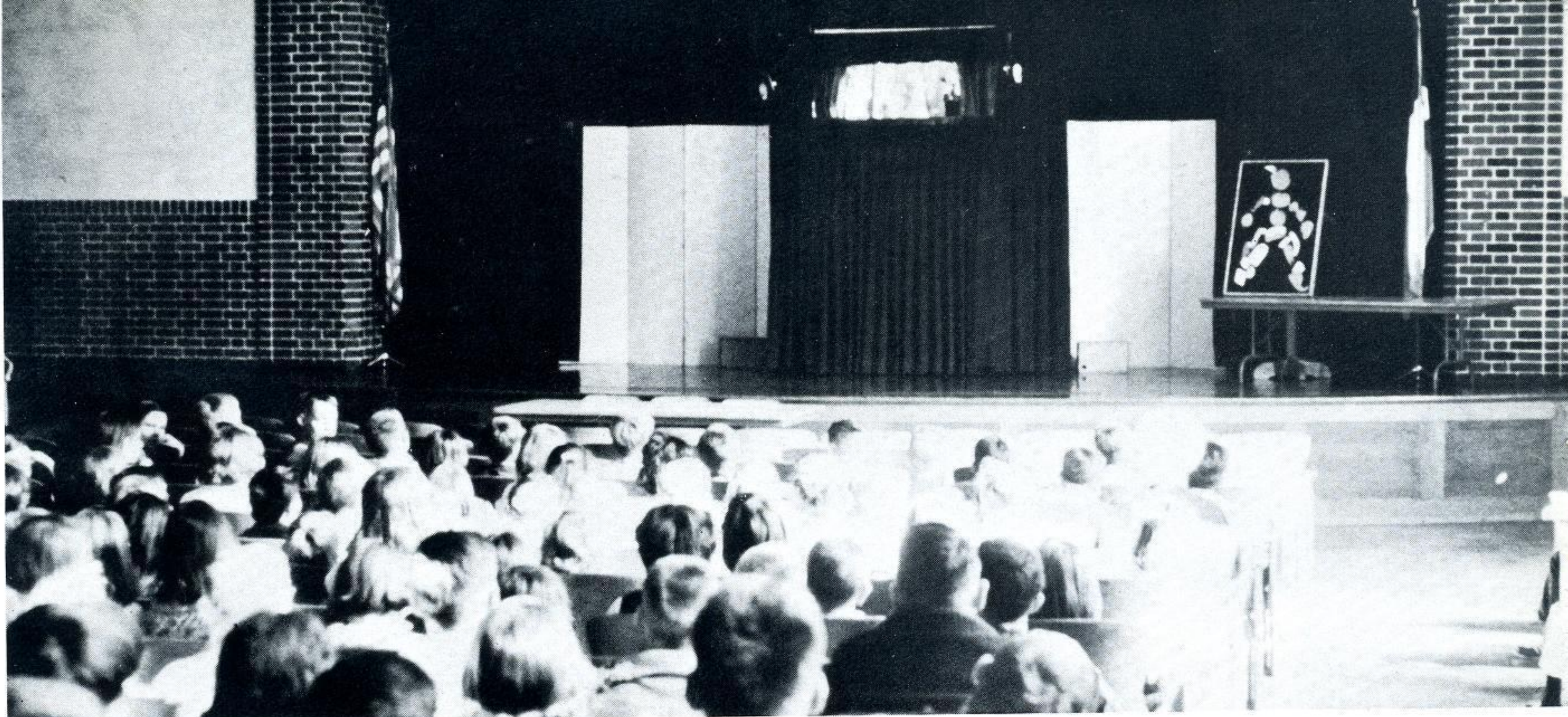
In 1966 the company contributed nearly \$1,200 to various Boy and Girl Scout troops across the system, the YMCA received nearly \$4,000, Future Farmers of America almost \$3,000, and 4-H chapters in our service area got nearly \$1,000.

Building fences and putting up light standards

for Little League ball parks last year cost Gulf States more than \$1,600 while various junior achievement groups received nearly \$2,500. And the list goes on and on.

The value of these programs is beyond question. Louis C. Christian, district superintendent in Baton Rouge, tells a heart warming story illustrating the good that the programs do. It seems that some seven or eight years ago GSU sponsored a 4-H project wherein a little red haired, freckled faced girl of about ten was given a lamb to raise as her project for that year.

"She entered the animal in the livestock show and it won first prize," says Mr. Christian. "At the auction we were the high bidders and bought the



A GSU puppet show given in a school auditorium seems to hold the interest of this group of youngsters.

lamb, actually worth around \$15 on the market, for several hundred dollars."

A barbecue was in the making until Mr. Christian noticed that the child was quite upset at having to give up her pet. "I couldn't do anything else, I gave the lamb to her, and the tears streamed down her face as she hugged it around the neck," he recalls.

Junior Achievement programs are conducted throughout the system. In these activities high school students actually start their own company. They raise money through the sale of stock, manufacture a product, and hold board meetings. Each year several Gulf Staters work closely with these boys and girls offering them guidance and counsel.

The Home Service Department works with young girls throughout the year. Advisers visit schools giving lectures and cooking instructions and various summer programs are held for Girl Scouts, Campfire Girls, and other interested groups.

A little different type company sponsored youth program is the Annual Texas Nuclear Science Symposium held at The University of Texas each summer. Gulf States sends about forty top science and mathematics students and teachers to this symposium each year. Travel expenses, room and board are paid for the participants selected from high schools in our Texas service area.

Of course, the company's most valuable link with the youth of the community are the many Gulf Staters who actually work with young people on an after-hours basis. The scout leaders, the little league baseball and football coaches, the Sunday school teachers' are actually GSU's good will ambassadors.

To work with the youth of today is to work with buyers, builders and voters of tomorrow. This is truly Gulf States' investment in the future.



John Shirey, Beaumont High School senior, is shown receiving a check for travel expenses to the Texas Nuclear science Symposium in Austin from Rex E. Lee, manager of the Beaumont Division.

System Completed Last Spring

New EHV Hookup Exchanging Power

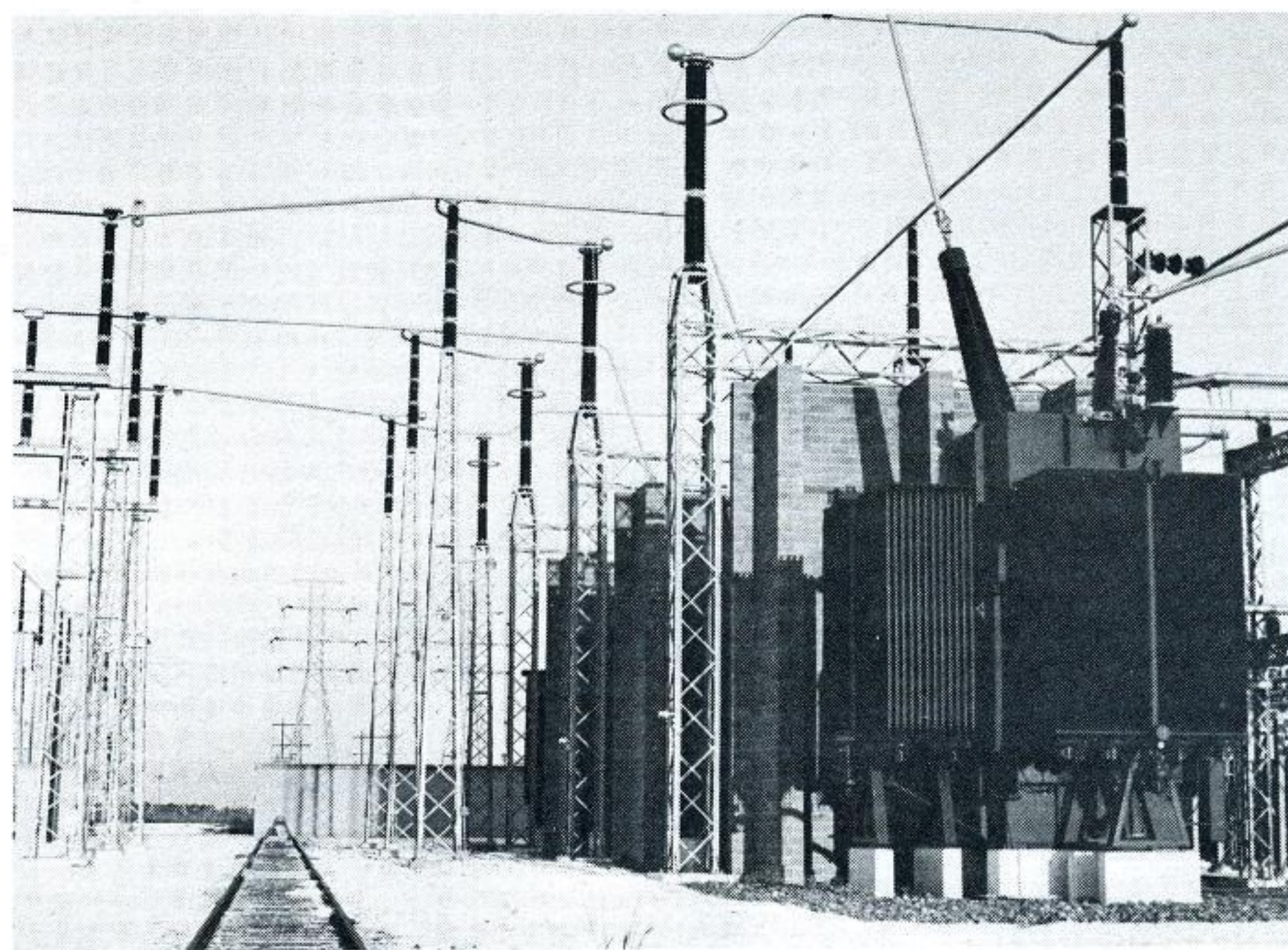
SINCE THIS SPRING electric power has been pulsing across a system of 500,000 volt transmission lines constructed by our Company in Louisiana. The system includes 146 miles of power lines and large substations at Willow Glen Power Plant near Baton Rouge and Richard Substation near Eunice, Louisiana.

Eleven electric utility companies, including GSU, make up the South Central Electric Companies organization, which was formed after negotiations began in 1959 for a seasonal power exchange between the companies and the Tennessee Valley Authority.

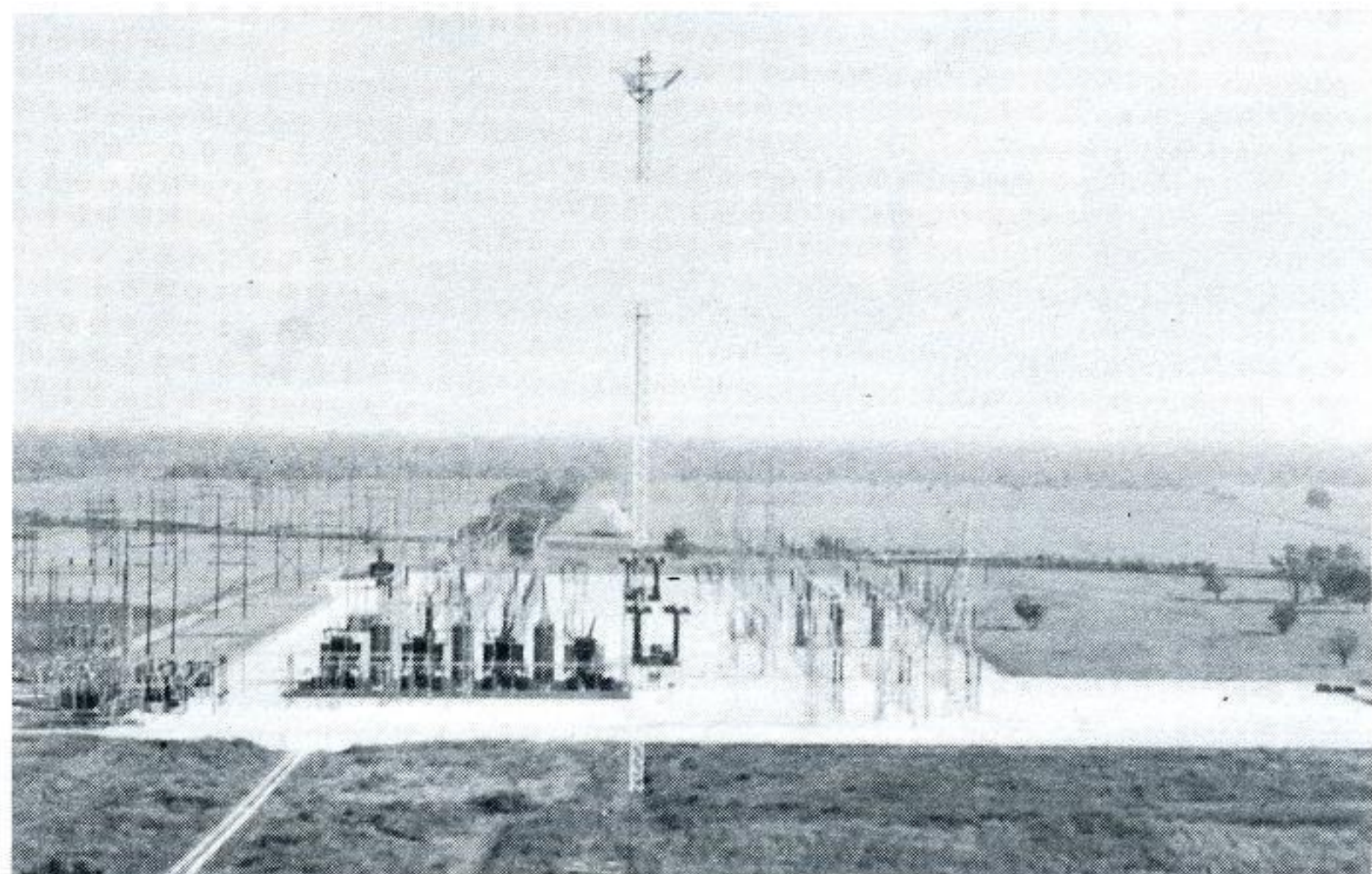
To transmit the exchange of power, the companies built a 1,160-mile network of 500,000 and 345,000 volt transmission lines and several substations at a cost of over \$125 million.

Our Company's portion of the system stretches 146 miles from near Eunice, through Baton Rouge, to the Mississippi State line. The multi-million dollar project also includes two giant 522-foot towers which support the lines spanning the Mississippi River at Willow Glen.

GSU's part of the system is equal to any high-voltage transmission system now in operation in the



Richard Station



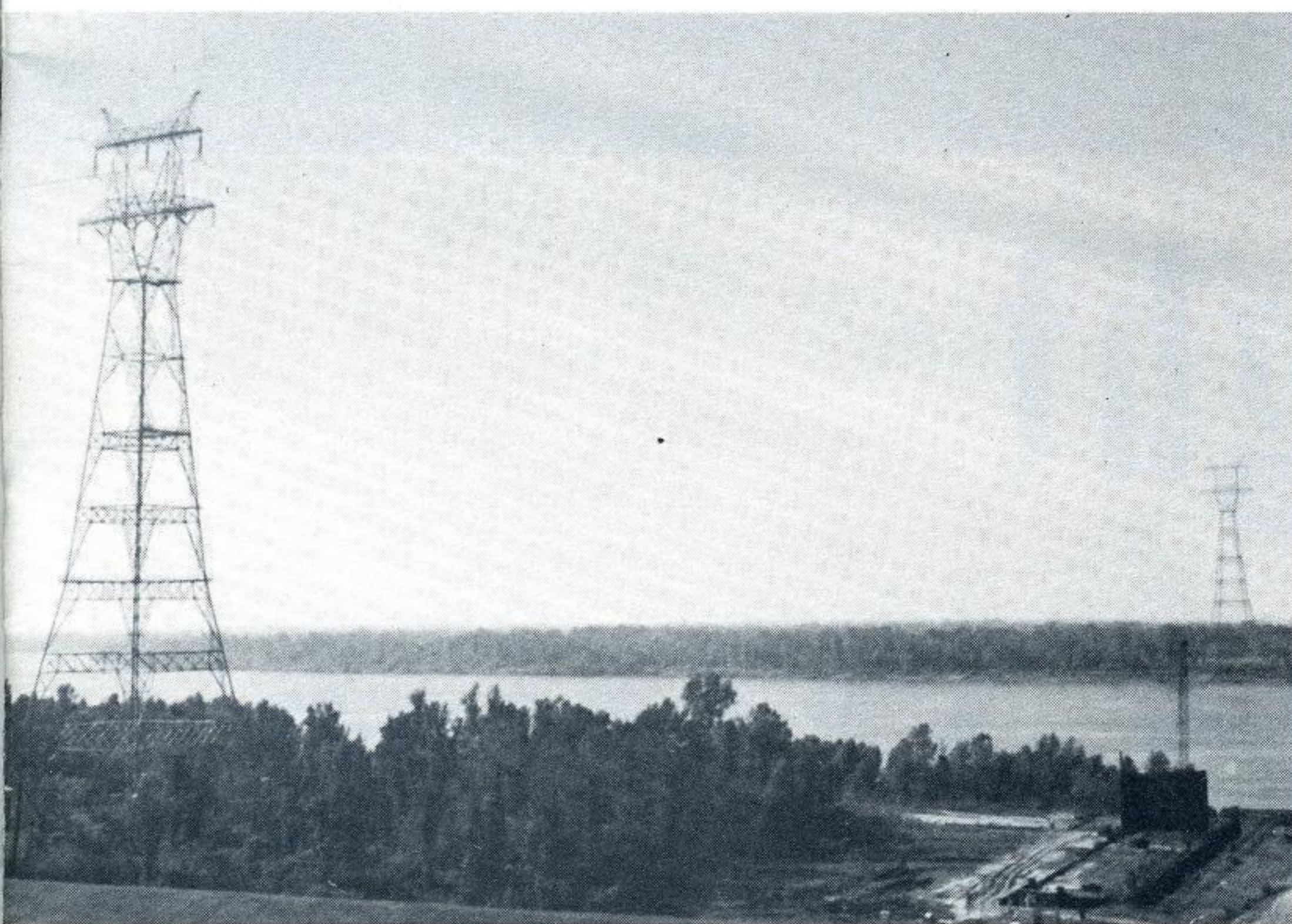
Willow Glen

United States. It incorporates the very latest developments from research by all major manufacturers of electric power equipment in the U. S. and abroad.

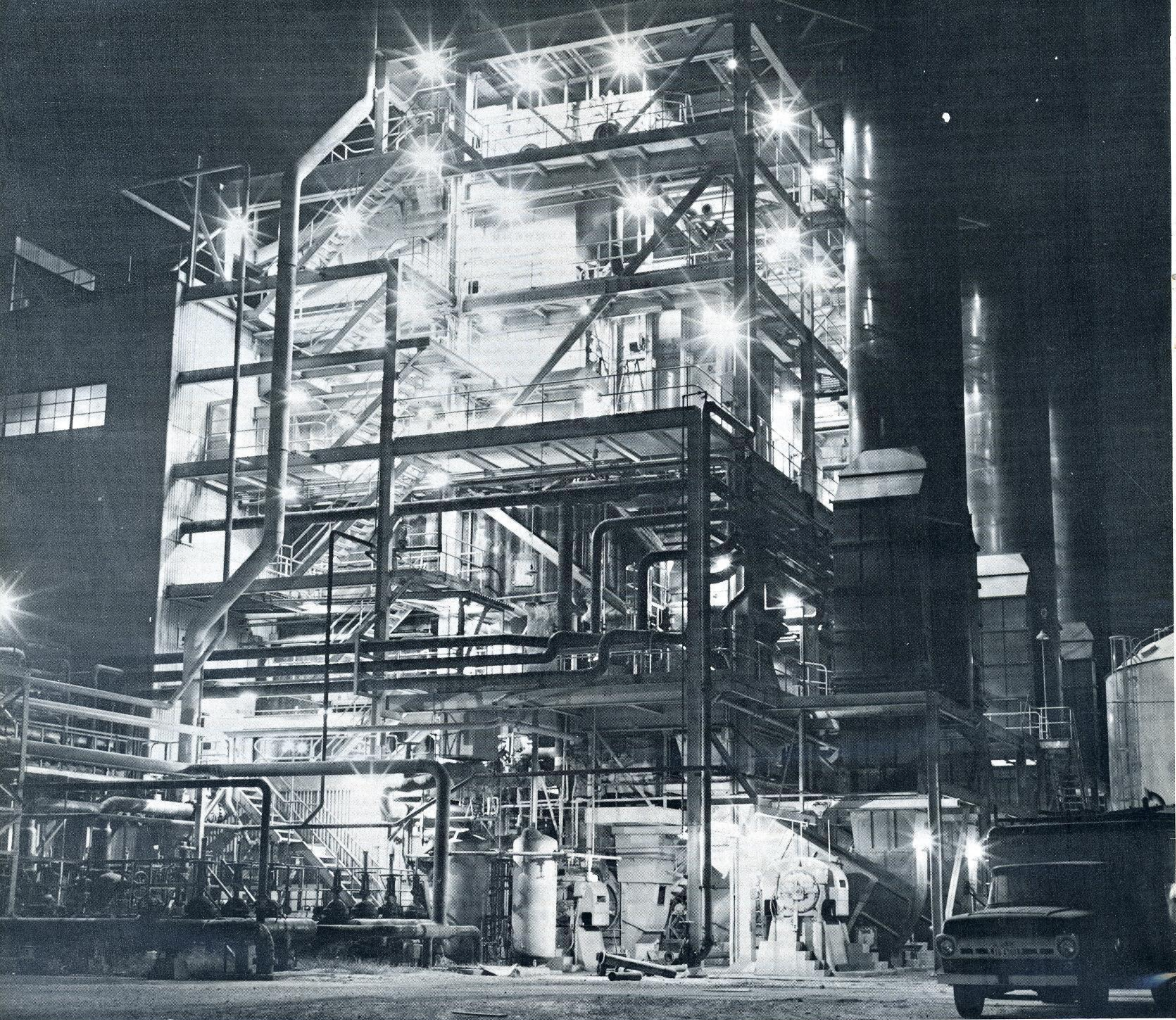
Because of soil conditions along the Mississippi River area, some pilings under the transmission towers had to be driven 100 feet deep to make the towers structurally sound in case of hurricanes. The entire system was designed with the full force of hurricane winds in mind.

Initially, the agreement calls for GSU to deliver 150,000 kilowatts of electricity to TVA from November 19, 1967 to March 16, 1968. TVA will return like amounts of power to our system for 17 weeks during the summer months of 1968. The power exchange will then be raised to 215,000 kilowatts each summer and winter.

Engineering and planning are now under way to extend the 500,000 volt lines into the Lake Charles area, and eventually the lines will extend into Texas forming a 500,000 volt backbone transmission network throughout the entire GSU system.



500,000 kv lines cross Mississippi at Willow Glen



A Quiet Night At Louisiana Station



Above: W. P. Bankston, water plant operator, makes a water test. **Below:** Cedric Blackwell, operating engineer, and John Hebert, station engineer, check information board in engineer's office. **Right:** J. Reeves, Larry Bickham and Bob Giror keep the vigil in the control room.



THROUGHOUT EACH NIGHT men work to keep our mechanized civilization running smoothly. These are the men who lead backward lives; sleeping while others work and working while the world sleeps.

Good examples of such night workers are those Gulf Staters who make up the night shifts manning our five interconnected power plants, including Louisiana Station in Baton Rouge on the banks of the Mississippi.

At three o'clock each afternoon some sixteen men arrive at the big kilowatt factory to assume the tasks of coordinating generating units with the rest of the system and area; of scanning the myriad of gauges recording boiler pressure and heat and water temperatures; of patrolling the cavernous boiler and generating rooms to insure an uninterrupted flow of power until eleven at night.

Most of their night shifts are rather quiet, that is if you can call booming boilers and screaming turbines quiet. But from time to time trouble will occur at the station. Each man is a trained specialist prepared to leap into action in the event of an emergency. Their skills have been developed so that they work with a smooth deftness which labels them experts.

On a typical Sunday night, while the rest of Baton Rouge slumbered, the crew of H. B. Floyd was busy keeping Louisiana Station pumping out power—both electric and steam—throughout the

wet, windy darkness.

At intervals Mike Edwards, head fireman, took boiler readings in the 600 pound plant while T. C. Macon, his counterpart in the 900 pound plant, did the same.

Ray Fisher, turbine engineer in the 900 pound plant, was taking a micrometer reading about the time the late show was being viewed by most Baton Rougeans, and Albert Moore, auxiliary operator was adjusting the temperature on a turbine at about the same time.

Donald Strickland inspected the boiler feed pump in the 600 pound plant while up in the engineer's office John Hill, station engineer, made out time sheets. J. Reeves, Larry Bickham and Bob Giror manned the switchboard in the control room throughout the shift—keeping abreast of operations at the other company plants and those of neighboring utilities.

The boilers droned away and the turbines gave out with their mighty beat through the hours of darkness. At 11 p.m. H. A. "Red" Williams' crew came on for their turn at the controls.

And so the nightly vigil continued until the sun lifted itself over the horizon.

Thousands of awaking Baton Rougeans began turning off their buzzing electric alarm clocks to begin a new day. A handful of tired men yawned and set their alarms—for that afternoon.

These are the night workers.



Lineman's Limousine

ONE NEED ONLY GLANCE at a picture of an old line truck to know that the job of a lineman has changed quite a lot over the years. Most of the changes are directly attributable to advances made in the line truck itself.

Old hands around any of the Company's service centers enjoy telling of how it used to be with the older vehicles.

"I recall the day I climbed on the back of a truck to go up to Liberty, Tex., for a week's work when the cross arms piled in the back were covered with ice," says Val Blanchette, line foreman in Beaumont. "There were no closed cabs or even closed in sides on the rear of the truck then, and we were so loaded down with tools and the like, that you didn't have a place to sit or even to stand. We had to lay across those cross arms all the way to Liberty."

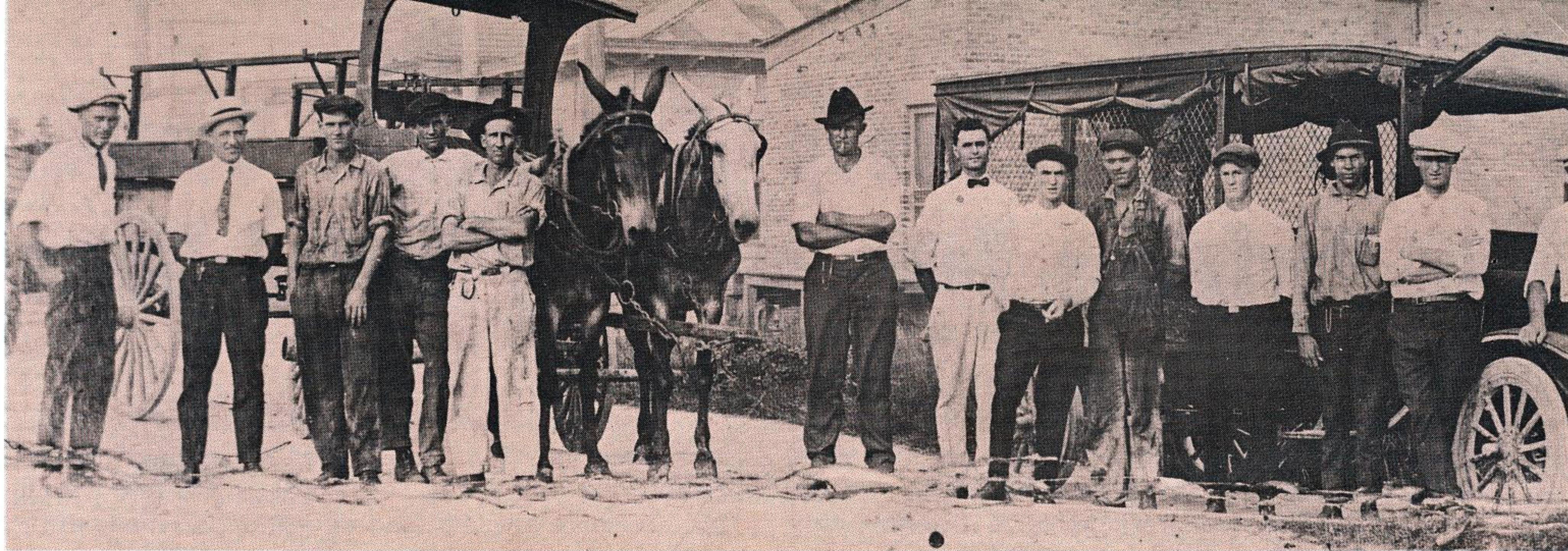
G. B. Oglesbee, Beaumont Division general line foreman, recalls the time that the truck he was riding in rumbled down a creek bed because the bridge across the creek was out. "When the truck went

down the embankment, all the equipment bounced sky high and the pole jack came down across my back. I really saw stars that day."

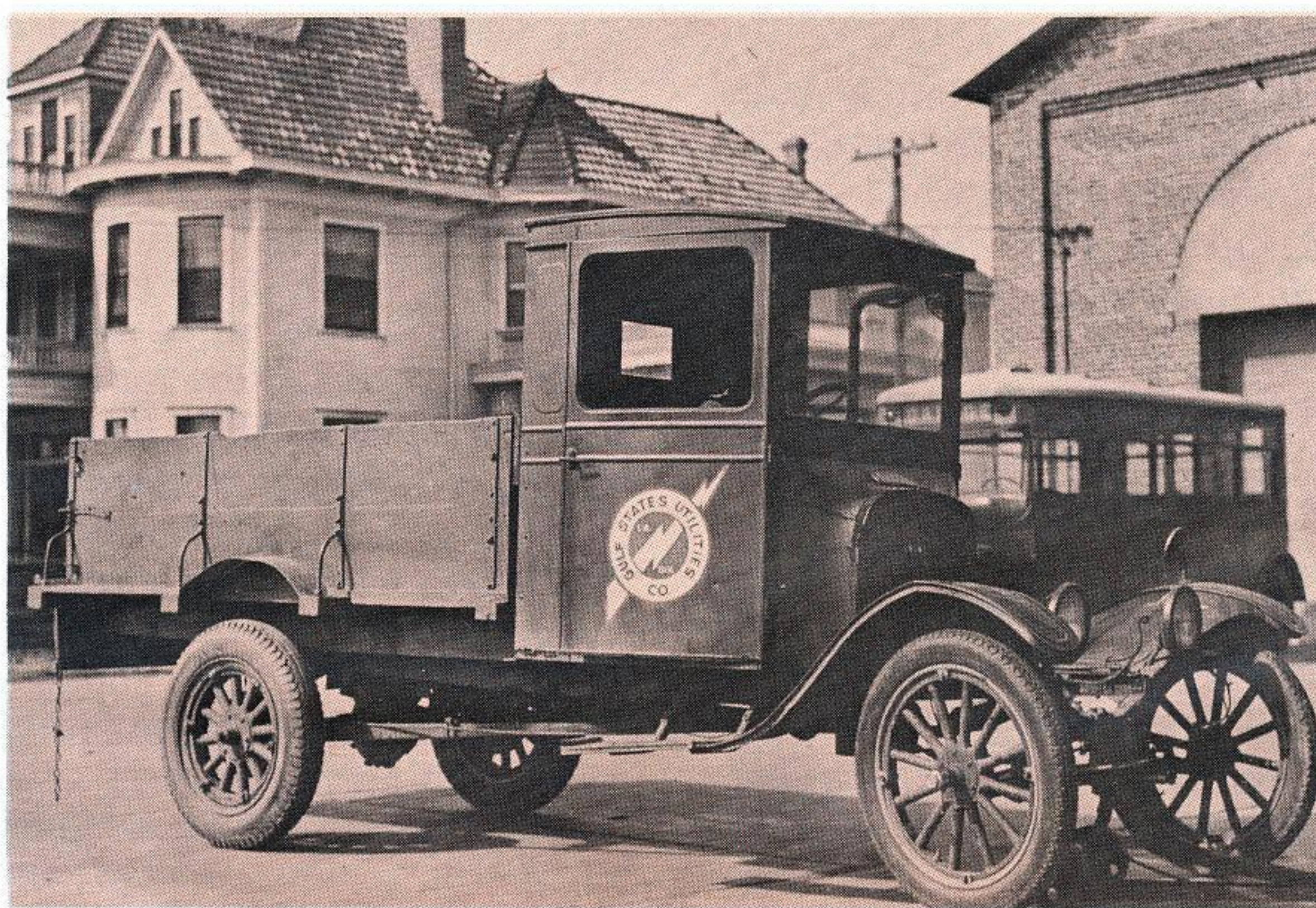
Up until ten or fifteen years ago linemen had to ride sitting on long tool boxes which ran along either side at the back of the truck. "In winter it was like sitting on an ice box and in the summer it was like riding on top of a stove," Mr. Oglesbee recalls.

Many of the more outstanding changes have taken place over the past ten years or so. Old wooden water buckets that supplied cool water have been replaced with aluminum coolers dispensing cold water; electric drills have been added so that a lineman perched atop a pole doesn't have to wrestle with an old time brace and bit; the cab of the trucks has been enlarged so that the entire crew rides out to a job in cushioned comfort; and men are lifted to the tops of poles by electrically driven-insulated buckets rather than by the sweat of their brow.

Putting down poles in the old days was quite an interesting task. A crew of ten or twelve men was



A. D. "Happy" McMillian's Port Arthur crew posed before their truck one day in 1920.



This ferocious looking vehicle served the Company faithfully in the Lake Charles Division back around 1924.

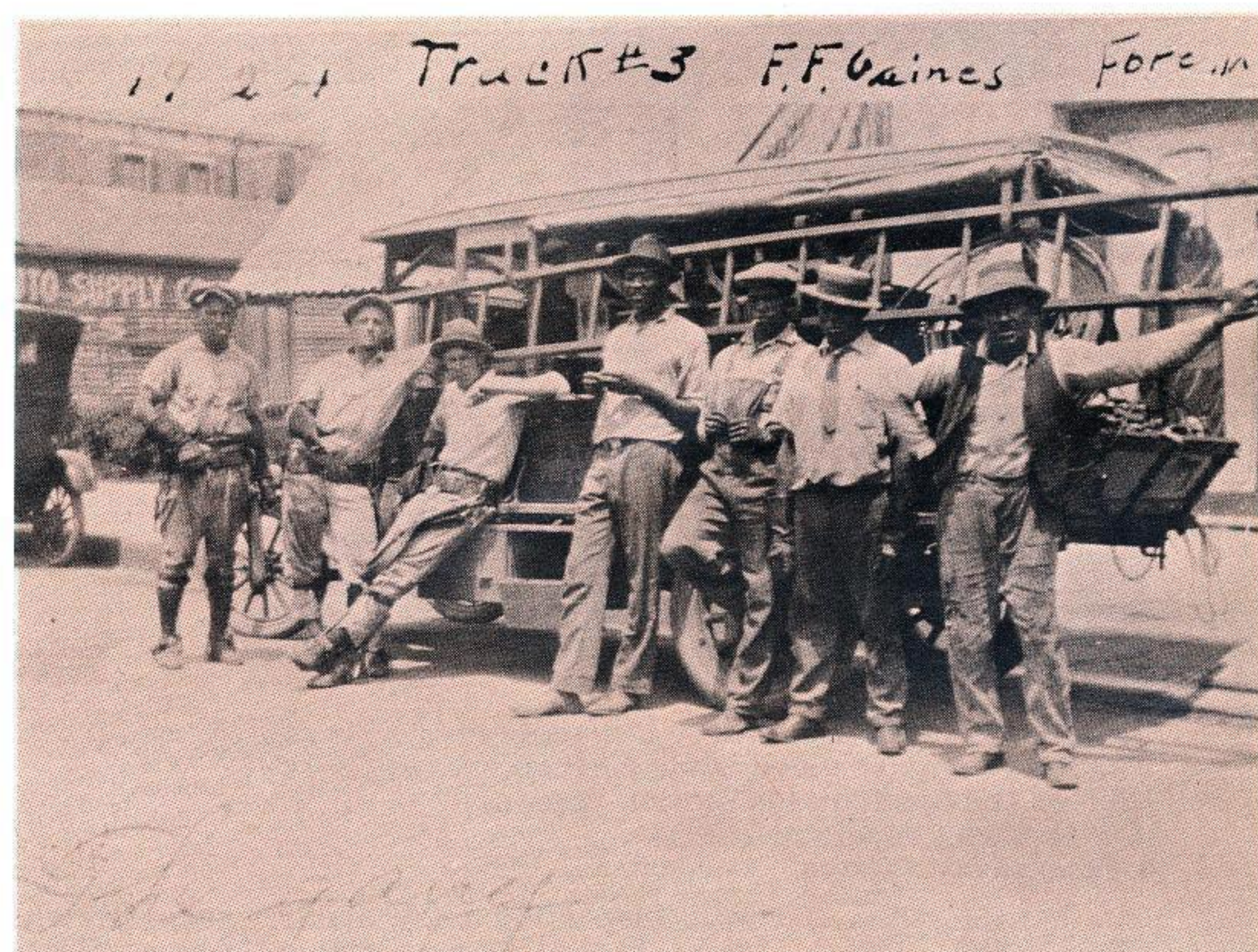
used. Three of the men would dig the holes with long handled shovels and a special scoop called a "cup." A gin rig, utilizing a block and tackle and two mules, would lift the pole into an upright position while the men guided the base into the hole.

Today an electrically run auger digs the hole and a crane stands it upright dropping it into place.

The modern line truck is a tool shop on wheels. The addition of electric generators and other tools have made it possible to do many operations on the job that would have required a trip to the shop a few years ago.

While the lineman's chores still offer him no "bed of roses," it is certain that he can accomplish more in much less time and with quite a bit less "grunt" than ever before. This is true mainly because of advances in the line trucks.

In comparison with what went before, today's line truck is certainly the "lineman's limousine."



The crew of F. F. Gaines stands beside their line truck in Baton Rouge in 1924.

Applications Group of Standards Section Performs Tests on Many Varied Items

WALKING INTO THE OFFICE of Gerhard Smith, application engineer in Beaumont, is like stepping into a broken parts department at a substation. Mr. Smith's desk is piled high with various cans and bottles, his work table is littered with broken pieces of wire, and the floor is covered in places with broken insulators and other assorted junk.

No, Mr. Smith isn't just the most untidy man in the Beaumont office. Each piece of broken equipment, each can of spray repellent which won't spray, each roll of unraveled tape is in his office for a reason. All are either failures or are in the process of being evaluated.

Mr. Smith is head of the Application Group of the Standards Section. This is the group that tests many products utilized by the Company to be certain that Gulf States is using the safest and most advanced material offered by electrical manufacturers. Many tests are conducted through the cooperation of several other GSU departments.

"While we don't test every piece of material that's brought in, we do test a new item that we feel may have a use; or something we feel may prove a labor saver or an economy item," says Mr.

Smith.

After some testing in a laboratory type situation, even though no full-fledged testing lab is maintained, the item being considered is put into actual use. Records are kept and an evaluation made after several years of actual use of the item by the Company.

The testing is conducted on all types of items. "We've investigated everything from dog repellent for meter readers and wasp spray for linemen, to special type transformers and the latest in electrical connectors," says Mr. Smith.

Many of the tests grow out of failure reports sent in by people in the field. Recently the department has been looking for a hand cream for linemen who get sores on their hands and wrists due to the prolonged wearing of insulated rubber gloves.

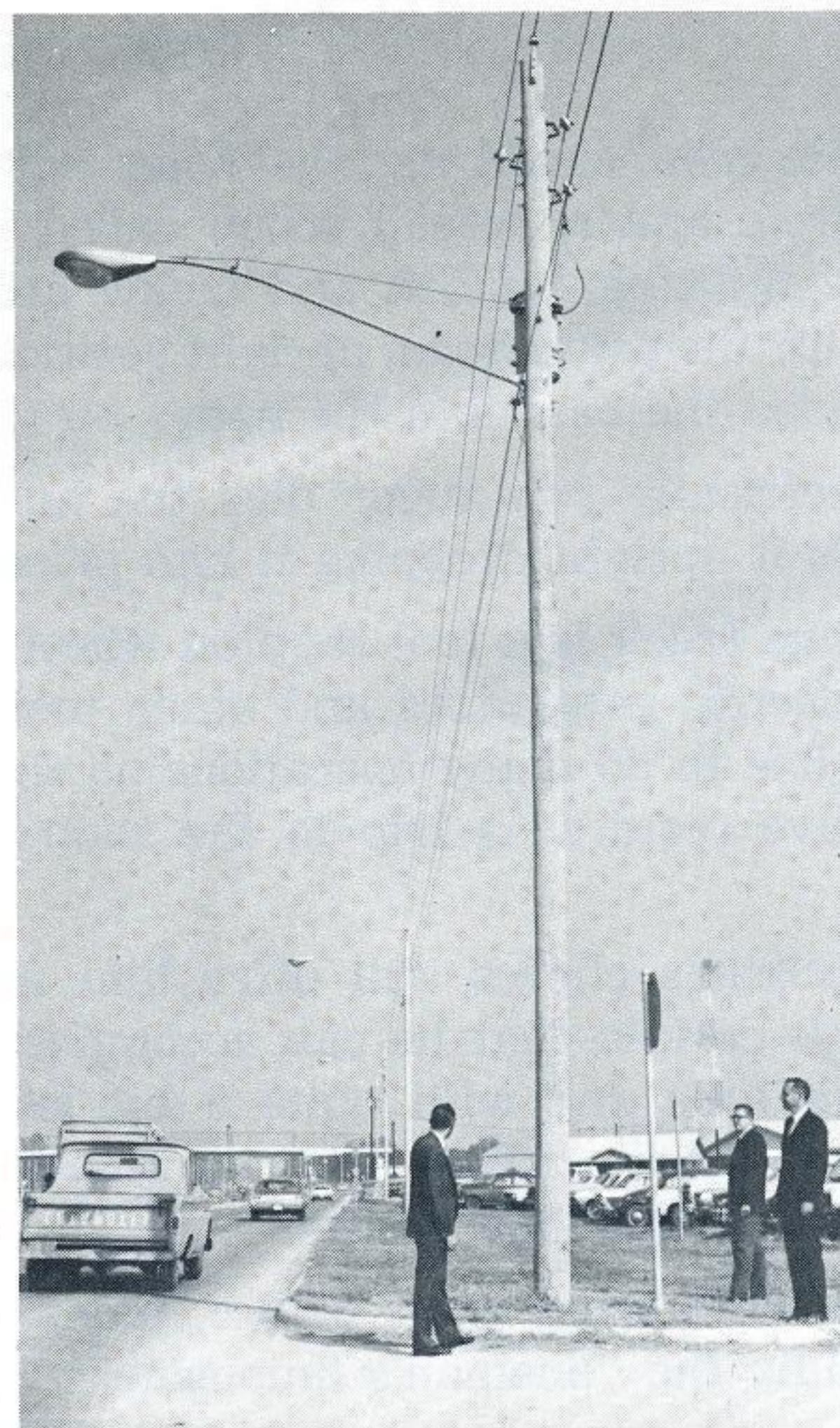
One major consideration with the hand cream is whether it will cause a lineman's gloves to deteriorate causing the gloves to lose their insulating qualities. Working in close conjunction with the Safety Department, the Application Group searches for the safest and most advanced product.

The Group, which is under the supervision of Mr. Smith, is only one part of the Standards Section. The section consists of three groups which are all



Ray Thompson of the Safety Department wears a lineman's glove while **Nathan Bibb** of the applications section sprays it with insect repellent to test deteriorating effects.

Inspecting a new armless gray pole which is part of the Company's beautification program are, from left, **Gerhard Smith** applications engineer, **Frank Hazmark**, standards design engineer, and **Mel Cole**, Beaumont division engineer.



Ken Londers, storekeeper in Beaumont, looks over cable with **R. J. Stout**, technical writer for the standards group.

directed by A. M. Melancon, supervisor of standards.

The operating lifetime of a piece of wire or other material is directly related to the atmospheric condition of the area in which it is used. Tests must be conducted to find the best possible material for each area of the GSU system. These tests, which may take several years to conduct, are made by putting an item into use in an area and keeping records of its performance over a given length of time.

A fine example of what this work may result in is seen in GSU's recent switch to an all aluminum alloy conductor for use in distribution work. The steel core type, which had formerly been used, was likely to rust and corrode after several years. After extensive testing it was found that, while the aluminum alloy conductor (AAAC) did cost more initially, it did not rust, and more important, it was a better conductor.

"We're paying more for the all aluminum alloy conductor, but through an economic comparison study we proved that due to improved electrical characteristics, we could afford to pay up to six per cent more for this type conductor," noted Mr. Smith. "Also the elimination of the steel core stopped the source of corrosion which in the past has been a constant problem."

Insulators have been a challenging job for the Application Group. They have been looking for an

insulator which is bullet proof. The Company has a problem with hunters and target shooters who use GSU insulators as clay pigeons.

Recently one was tested in Mr. Smith's office and proved unsatisfactory when it was broken with a screwdriver. "Another time we had a salesman in here who said that a competitor's product we had been considering could be broken by tapping it with a letter opener," says Mr. Smith.

"I borrowed a letter opener from Mr. Melancon which I didn't know had a sentimental value. We tapped on the insulator with it and broke the letter opener, but not the insulator," he recalls with a grin.

Each month Mr. Smith and his men speak to around 25 salesmen representing various electrical manufacturers and material suppliers.

"One salesman came around selling a new type toilet bowl cleaner. While the product was not found to be practical for the Company, he managed to sell both Mr. Melancon and myself one for use in our homes," says Mr. Smith.

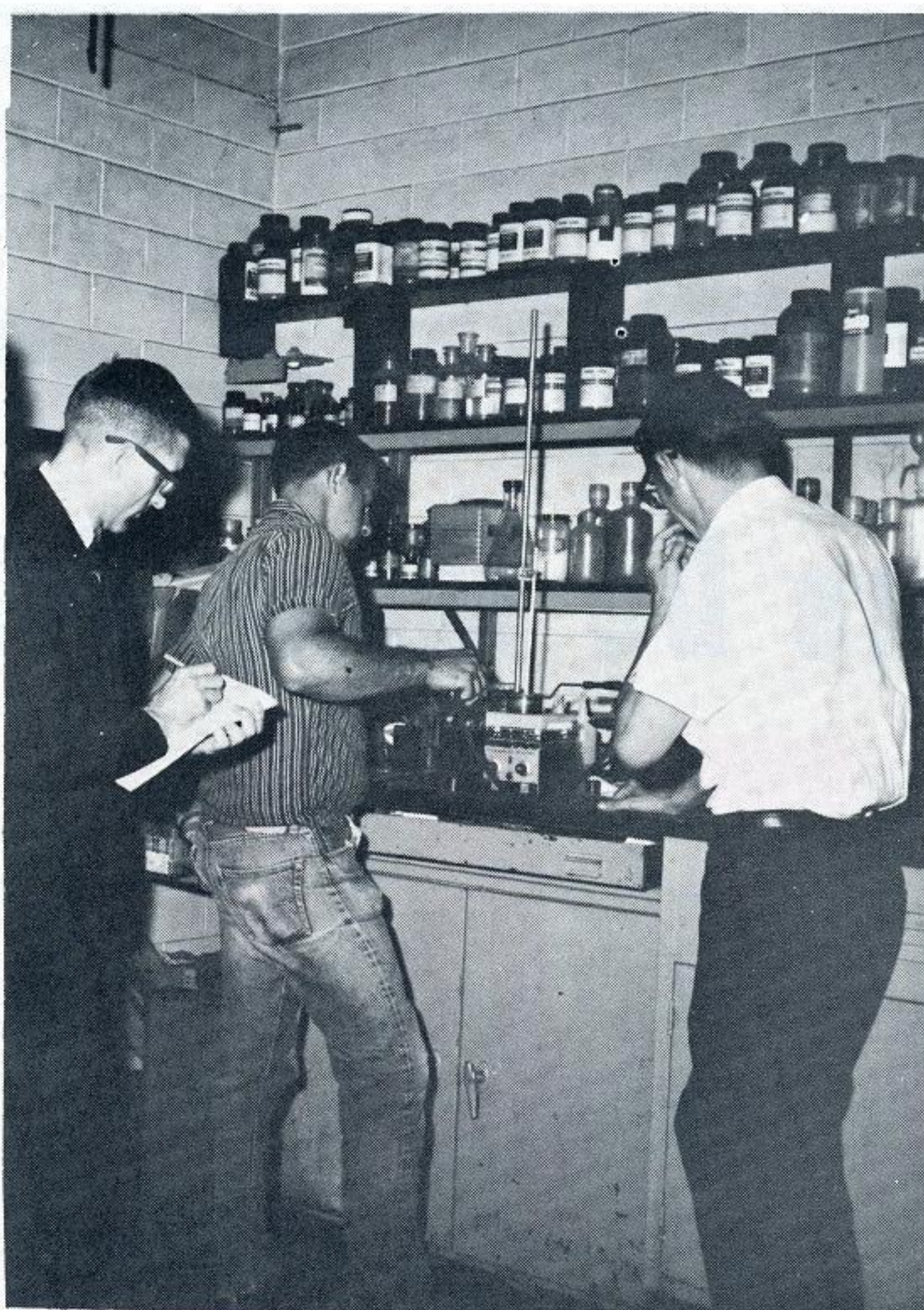
Presently being investigated are two items which have proven a problem. One is a weedkiller and another is a woodpecker repellent.

"These items have offered us something of a challenge," Mr. Smith says. "We haven't found a product that will do either job sufficiently well, but we're still testing and we'll hit on something yet."

And they probably will.



Making a flash test on a solvent are, from left, Les Calder, engineer in the applications section, C. O. Draper, first class test technician, and Wayne Bogue, senior engineering assistant.



Viewing a test of a new type line connector being used in the Beaumont Division on a trial basis are C. P. Jordan, assistant general line foreman, and Gerhard Smith.



GSU's Computers Do Many Jobs

INSTANT IN

WALKING INTO THE Information and Data Service Department on the third floor of the main office Building in Beaumont makes one feel as though he stepped into the cockpit of a rocketship of the future. Small lights blink on and off, reels of tape create a whirring sound and the large, ice blue computers stand about the room ominously.

With the installation of an IBM 650 Drum Storage Computer back in 1961, the job of processing customer's bills and keeping accounting and customer records was speeded considerably and GSU stepped into the computer age. In recent years, newer and larger devices have been added so that what took the first computer 6 to 7 hours to do is now done in 15 or 20 minutes.

"When one takes into consideration the fact that our load is estimated to double within the next five years, he realizes that these changes are necessary just to keep up with increased work loads," says Kit Evans, supervisor of Data Systems Operations.

The Company now operates a third generation system of computers including an IBM System 360, Model 40, and an IBM System 360, Model 30. These can be added to at any time without changing the design of the system whatsoever.

The machines turn out 15,000 customer bills each day or more than 300,000 per month. This includes the billing for the Gas Department in Baton Rouge. In addition, a detailed record of all customer activity is maintained on a magnetic tape file. They do much general accounting work, plant accounting, figure the Company payroll, keep track of stores accounting, maintain accurate meter histories, do material management work and various engineering oriented jobs.

About the only thing they can't do is think for themselves.

"Computers are such amazing devices," says Glenn Davis, supervisor EDP Systems Support Services, "that we tend to think of them as something magic. It must be remembered that they are a human creation and that they must be run and maintained by human beings without whom they would be little more than useless piles of scrap metal."

On order presently are machines which will upgrade and enlarge the present system in preparation for developing a data bank of information from different functional areas within the Company. This will be used by different groups in many ways.

In a recent study conducted throughout the system, researchers found 17 major areas wherein computers will be applied in the future for faster and more efficient production.

"An example of the computer uses disclosed by this study is a centrally located data storage setup available for use by all of the groups using computers," says Mr. Davis. A major portion of the management information system is projected for completion by 1973. Initial work on the project is presently underway and parts of the system will soon be operable.

"Within two years it is hoped that a customer may step into any GSU office anywhere within the system, ask what his bill is at that time and the clerk will be able to get an answer for him in a matter of seconds," says Mr. Davis.

While the present utilization of computers at Gulf States is quite extensive, future uses are almost beyond the imagination of the average person. The possibilities for their application seem endless.

FORMATION



Line Department's Robin Hoods

**Pair of GSU Linemen Are Experts
with Bow And Arrow**

DALLAS BOULLION AND DON ROBBINS, both linemen first class in Beaumont, are a couple of top notch archers in the finest tradition of William Tell and Robin Hood. While they do not wear hats with feathers in them or shoot apples from the kids' heads, they do give archery exhibitions to interested Boy Scout, Cub Scout, church and school groups.

The pair became interested in the sport of Field Archery at about the same time in 1961. They are now called upon six or eight times a year to give demonstrations.

"Since most of the demonstrations are conducted indoors, the maximum range we'll shoot an arrow is around ten yards. Therefore, we have to concentrate on doing shots that require timing," says Dallas.

One shot which is always a crowd pleaser is done with a small target attached to a balloon. One man will pop the balloon, thus releasing the target, while the other pins it before it can hit the ground.

Many amusing things occur while the pair is

putting on demonstrations.

"One night we gave a demonstration before a group in the twelfth floor ballroom of the King Edward Hotel in Beaumont," said Don. "We had one shot wherein Dallas would put out a candle by hitting the wick. It worked out well at home but for some reason he kept hitting the candle that night and throwing flames and sparks all over the room."

The fact that all the walls of the ballroom were plate glass didn't help any either.

"Another time we were giving a show and asked if anyone from the audience would like to shoot," Don recalls. "A boy about 15 years old said he'd like to try."

"We had an apple sitting atop a roll of paper towels," says Dallas. "I asked him if he wanted to use my bow or Don's, but he said he had his own in his car and he went to get it."

The youth returned with a bow quite a bit stronger than the one Dallas was using and a sheath of arrows that "looked like broomsticks."

"I took the first shot and put my arrow right



Both **Dallas Boullion** and Don Robbins have taken their share of trophies and medals at archery meets held throughout the area.

through the paper toweling. On his first shot the lad neatly threaded the apple. The crowd nearly died laughing," Dallas recalls with a grin.

Field Archery, which the pair practices, involves more than merely shooting at a target across a range as in Target Archery. It is a demanding sport wherein an archer might cover several miles afoot while shooting at various types of targets scattered throughout the course.

"Each target is set up a little differently," Don explains, "one shot may be uphill, the next downhill, while a third may be through some trees."

The average course will cover more than 15 or 20 acres. At larger tournaments archers will shoot 56 targets in the morning and 56 in the evening for as many as five days before a winner is declared.

Both men have participated in various local, state and national meets.

Top score in a meet is 560 points for 28 targets. "Some fellows shoot 520 or 530 consistently," said Don. "I just don't understand how they can do it. They must have nerves of steel."

Dallas participated in the state meet a few years ago and was leading the first day. "That second day, though, the defending champ kept staring at me while I made each shot. I got so rattled I couldn't have hit a truck," he says.

Field Archery is truly a family sport. All of the ranges are set up so that each age and sex shoots

from a different distance. Bows are made for people from 6 to 60.

At each meet there are about 15 classes so that everyone can participate and everyone has a good chance of winning a prize.

Until recently there was a Field Archery club in Beaumont of which Don was the president.

"We really had a lot of fun with the club, but people seemed to lose interest," says Don. "We still have the range, which the city of Beaumont donated, and if enough people were interested, the club could be reorganized very easily."

The men say they enjoy giving demonstrations for younger groups most of all.

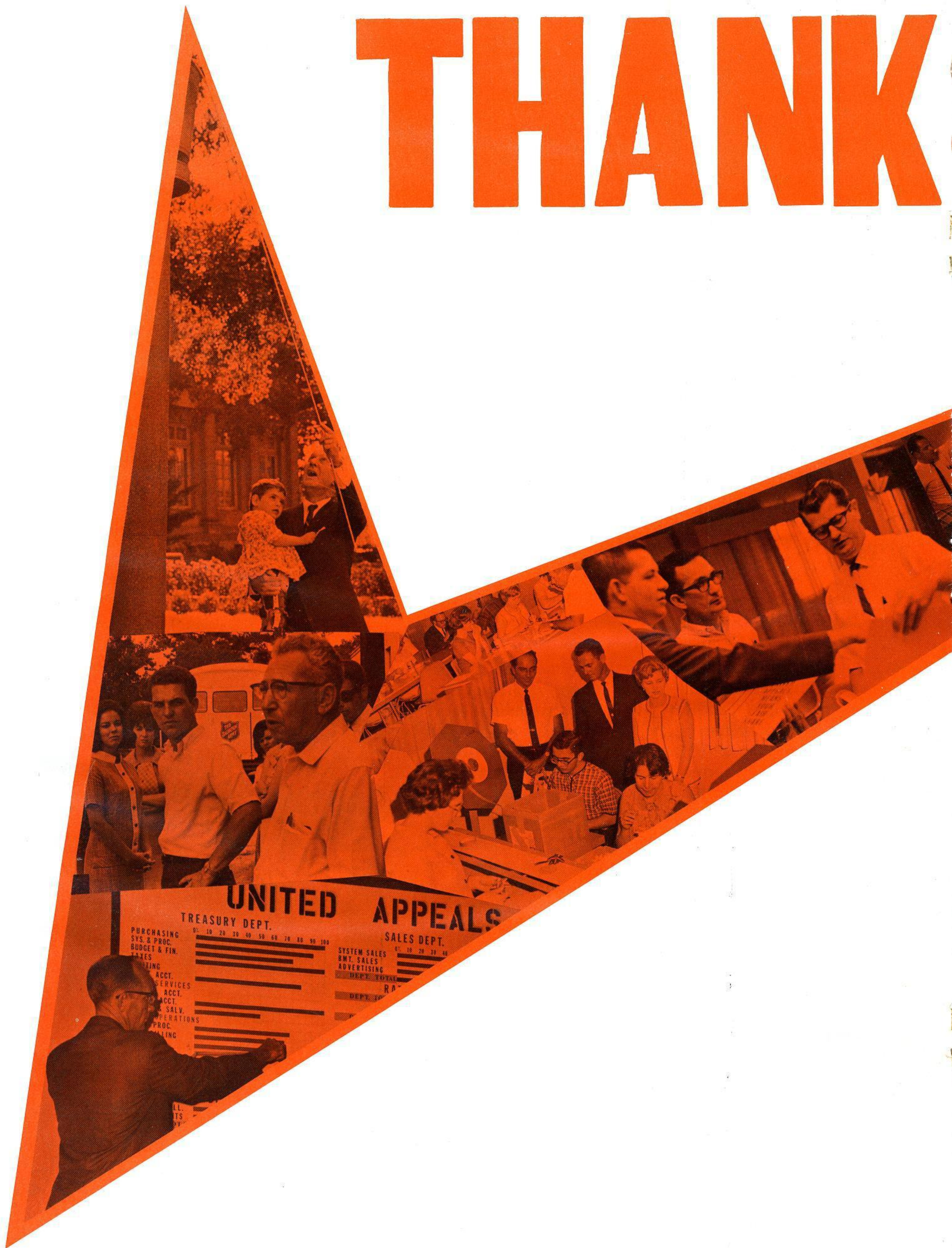
"At the end of the show we always ask if anybody has any questions, and the younger the kids, the wilder the questions," says Dallas. The youngsters will ask such things as how strong a bow one must use in order to shoot an arrow out of sight, or how fast an arrow is moving when it goes through a deer, or who was the first archer.

"We're always glad to answer any questions, but sometimes it's hard to think of something to say," says Don.

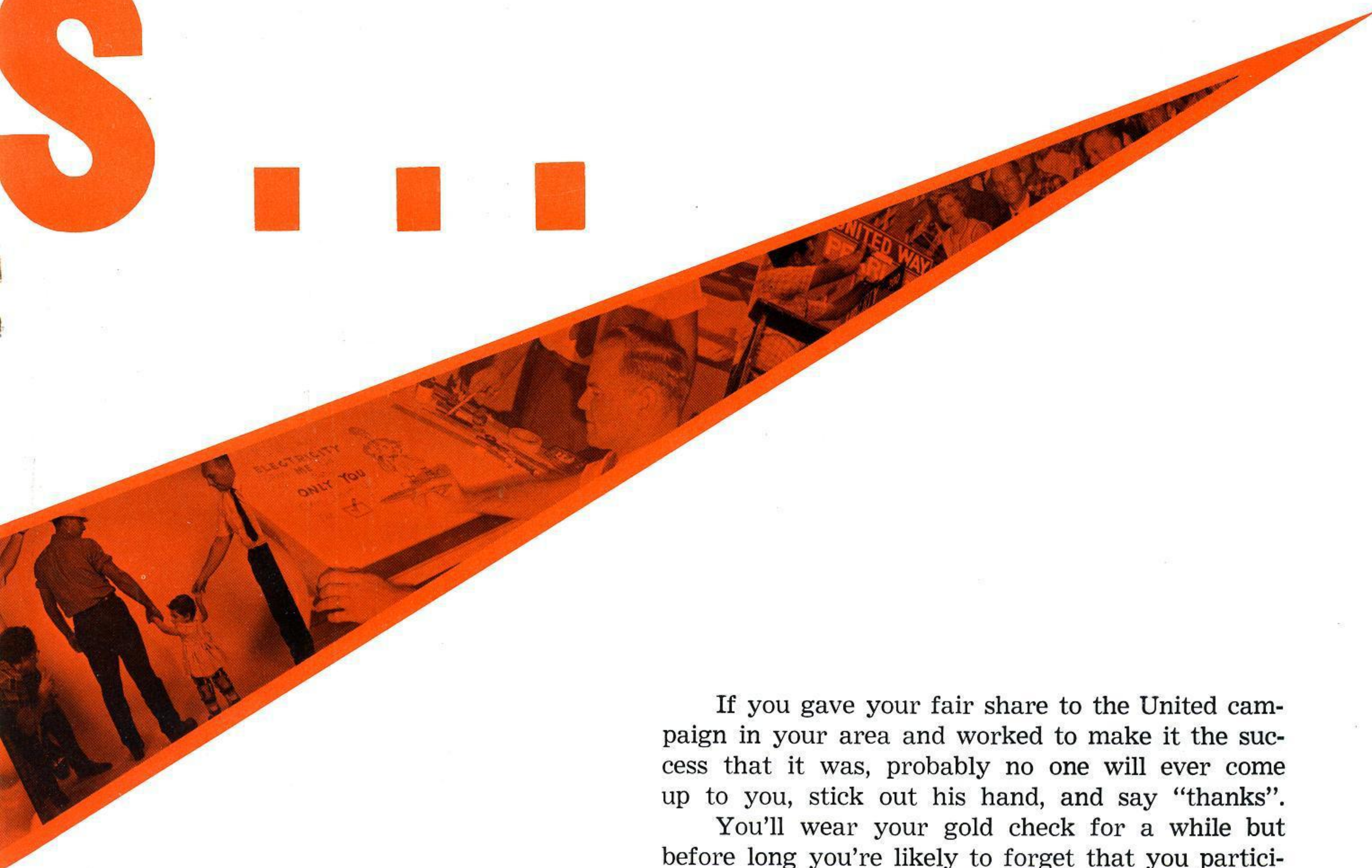


The men inspect a target after a practice round. Note the close proximity of the arrows in the target. Each scored several bulls' eyes.

THANK



S



If you gave your fair share to the United campaign in your area and worked to make it the success that it was, probably no one will ever come up to you, stick out his hand, and say "thanks".

You'll wear your gold check for a while but before long you're likely to forget that you participated in the campaign at all.

That's the fine thing about the United system of giving. Long after you have forgotten that you did your part, your part is still being done for you by the various agencies involved.

Certainly everyone who plays a part in these campaigns deserves a vote of thanks but it probably isn't necessary. You'll see a child learning to swim or maybe even one of your own children learning to swim at the YMCA or through a Red Cross program. Perhaps you'll be driving along a highway and see a group of Boy Scouts, packs lashed across their shoulders, marching along in single file. Or maybe the new baby down the street will turn up one day wearing a set of shiny braces on her legs so that she will not have to go through life as a cripple . . . and you'll be thanked.

No, the Boy Scouts won't stop on the road and cheer as you drive past, and the little girl probably won't come to you in ten years and thank you for making it possible for her to join the cheer leading squad at her high school . . . but you'll be thanked just the same.

The funny little feeling you'll get in your chest when you realize that you did your part to make this old world a little better place in which to live will be all the thanks you need.



LETTERS

From employees, customers and friends of GSU

BATON ROUGE

Mr. Marcus Andrews
Gulf States Utilities
Baton Rouge, Louisiana 70802

Dear Mr. Andrews:

Your contribution to our LVA Conference for business teachers last Wednesday was greatly appreciated. It was good to hear your ideas about the Cooperative Office Education Program and your suggestions should be most helpful.

We would like to thank you again for taking time to make our program most effective. It was very kind of you to give the door prize. Mrs. Erna Sanders did a fine job when she sent you our way.

Sincerely yours,
Josephine C. Willis, Supervisor
Vocational Business and
Office Education

Gulf States Utilities Company
Baton Rouge, Louisiana

Dear Mr. Donaldson:

Recently we had electrical trouble out at our Nicholson Drive store. Immediately Mr. R. C. Pray and his crew came out and promptly fixed the trouble I was having.

I want to thank you for the prompt attention I received and the manner in which Mr. Pray and his crew worked.

Thanks again, I remain,

Very truly yours,
Charles E. Courtney, Sr.
Manager Blue Bird Drive In

NAVASOTA

Gulf States Utilities Co.
Beaumont, Texas

Dear Mr. Powers:

We deeply appreciate your taking the color pictures for our Chamber of Commerce brochure.

Our committee was delighted with your good work.

This is another in a long line of public services that Gulf States Utilities Company has rendered for our Grimes County Chamber of Commerce.

Sincerely,
Bob Whitten
Committee Chairman

BEAUMONT

Mrs. Leonora Masterson
Home Service Director

Dear Mrs. Masterson:

May I add my congratulations upon your latest achievement as revealed in the excellence of Homemaker's Holiday.

Your stage setting was most pleasing and your program brought such a wealth of information about the joys that GSU brings.

I'm still drolling over those goodies that Miss Kirtland so delightfull concocted—right before our eyes. Another highlight for me was my discovery of Gene Goza's voice.

I continue to rejoice that my name was on your list of the general public bidden to share the pleasure and profit of Homemaker's Holiday.

With my good wishes, I am.

Sincerely yours,
Margie Lester

Mr. Randy McAlpine
Gulf States Utilities
Beaumont, Texas

Dear Mr. McAlpine:

I usually attend the Home Maker's Show, but Hurrican Beulah and now the floods have lengthened my stay in the Valley.

I would like to have the recipes that were used in this demonstration, can do without the spatula but would like the literature that was distributed.

Electrically yours,
Mrs. E. W. Grimes
Harlingen, Texas

DAYTON

Gulf States Utilities Company
Dayton, Texas

Gentlemen:

The Dayton Art League wishes to express its appreciation and thanks for the use of your auditorium during the past year. Also for the material and help in hanging our pictures. You have helped in making our shows successful.

Yours very truly,
Anne C. Wier
Mrs. H. W. Wier
Secretary

PORT ARTHUR

Mr. James A. Stelly
Gulf States Utilities Co.
Port Arthur, Texas

Dear Mr. Stelly:

I want to take this opportunity to thank Gulf States Utilities for the educational materials, equipment and services provided for Thomas Jefferson High School. Your company renders great aid to those of us in the field of education.

The luncheon last Friday was most enjoyable, and the food was delicious. Thank you for your warm hospitality.

Sincerely yours,
C. E. McBee, Principal
Thomas Jefferson High School

SERVICE AWARDS

THIRTY YEARS



George Rice
Treasury
Beaumont

TWENTY YEARS



Robert Junat
T&D
Navasota

TEN YEARS



Dorothy Stanford
Treasury Acctg.
Huntsville



Ben Allen
T&D
Baton Rouge

Highly Successful Fire Drill Is Held at Beaumont Office

To be prepared for any surprise event is to react to it in an organized and confident manner. Such was the premise behind the planning and conducting of a fire drill in our Company's general offices in Beaumont.

A fire drill directed by the Safety Department on September 27 emptied the 22-story building of its 500 employees in eight minutes and fifty-six seconds. The drill was termed a good one by Beaumont Assistant Fire Marshall Don O'Dell, who was present to observe the proceedings along with Fire Marshall C. P. Jenkins.

The drill took longer to get everyone clear of the building than the record time of four minutes and 15 seconds set

previously. "But, of course, there were more employees than last time," O'Dell said, "and the personnel were better dispersed once they got outside than before."

The city's assistant fire marshall complimented the company by saying, "It is nice that Gulf States takes the time to conduct a drill. Not many businesses this big takes the time."

The drill was under the direction of safety representative Anders Poulson. A lot of planning went into setting it up.

"It's sort of like maneuvers in the Army," Mr. Poulson said. "We want to see how quickly we can evacuate the building whether it's for fire, natural disaster or whatever."



As Gulf Staters in the Beaumont office move quickly away from the building Don O'Dell, Beaumont assistant fire chief, waits, stop watch in hand, for the all clear. All went smoothly with the drill which lasted eight minutes and fifty-six seconds.

TEST YOUR

GSU-IQ

How high is your "GSU-IQ?" Test yourself with these 20 questions. If you know 15 or more, pat yourself on the back for being well-informed. If you know 18 or better, consider yourself an expert on Company affairs. Regardless of your score, here's an easy way to learn the answers.

1. When was GSU incorporated?
 - A. 1912
 - B. 1919
 - C. 1925
2. How many electric customers does the Company now serve?
 - A. 775,000
 - B. 330,000
 - C. 250,000
3. How many gas customers do we now serve?
 - A. 60,000
 - B. 20,000
 - C. 40,000
4. To serve these customers, the Company employs how many people?
 - A. 1500
 - B. 3500
 - C. 2800
5. Customers are served through how many offices?
 - A. 33
 - B. 26
 - C. 18
6. As a public utility GSU rates are regulated by which of the following agencies?
 - A. Louisiana Public Service Commission (La. only)
 - B. Federal Power Commission
 - C. Texas Incorporated Cities (Texas only)
 - D. All of these
7. The Company owns and operates how many vehicles?
 - A. 975
 - B. 867
 - C. 685
8. What was the Company's average cash contribution per employee in 1966 to the thrift plan, retirement, life insurance and hospitalization plans?
 - A. \$714.22
 - B. \$450.45
 - C. \$612.33
9. What percent of Company revenues went for these plans and payroll in 1966?
 - A. 13.4 percent
 - B. 18 percent
 - C. 16.5 percent
10. What was the first community in the GSU service area to receive electric power?
 - A. Baton Rouge
 - B. Lake Charles
 - C. Beaumont
 - D. Port Arthur
11. What is the estimated cost of new construction during 1967?
 - A. \$30.5 million
 - B. \$60.7 million
 - C. \$80 million
12. Taxes account for what share of total Company revenues?
 - A. 21.6 percent
 - B. 13.5 percent
 - C. 18.6 percent
13. How much did the Company pay employees during 1966 for non-productive labor (holidays, vacations, sickness, etc.)?
 - A. \$550,645
 - B. \$1,869,483
 - C. \$1,200,220
14. Stockholder dividends account for what share of revenues?
 - A. 12 percent
 - B. 18 percent
 - C. 14 percent
15. How many miles of transmission and distribution lines serve GSU customers?
 - A. 10,000
 - B. 8,204
 - C. 5,997
16. GSU use of electric power per home customer has grown from 2,922 kwh in 1957 to what today?
 - A. 4,300.
 - B. 6,442
 - C. 7,500
17. On a nationwide basis investor-owned electric utility customers pay how much per average residential kwh?
 - A. 2 cents
 - B. 2.3 cents
 - C. 2.5 cents
18. How many stock splits has Gulf States had in the last fifteen years?
 - A. One
 - B. Two
 - C. Three
19. To what extent has total generating capability increased since 1956?
 - A. Doubled
 - B. Tripled
 - C. Quadrupled
20. Estimate the kilowatt-hours of electric power the Company will provide to customers during the current year.
 - A. 500 million
 - B. 13 million
 - C. 5 billion

(Answers on page 27)

Eighty-four Years of Service Is Ended With Roussel, Schroeder Retirements

Eighty-four years of faithful service to Gulf States was ended October 1 with the retirement of Austin R. Roussel, Production—Baton Rouge and H. T. Schroeder, T&D—Conroe.

Both men joined the Company in 1925. Mr. Roussel, a native of Litcher, Louisiana, presently resides at Route 6, Box 153, Baton Rouge. The University High graduate is married to the former Genevieve LeBlanc of Baton Rouge. They have no children.



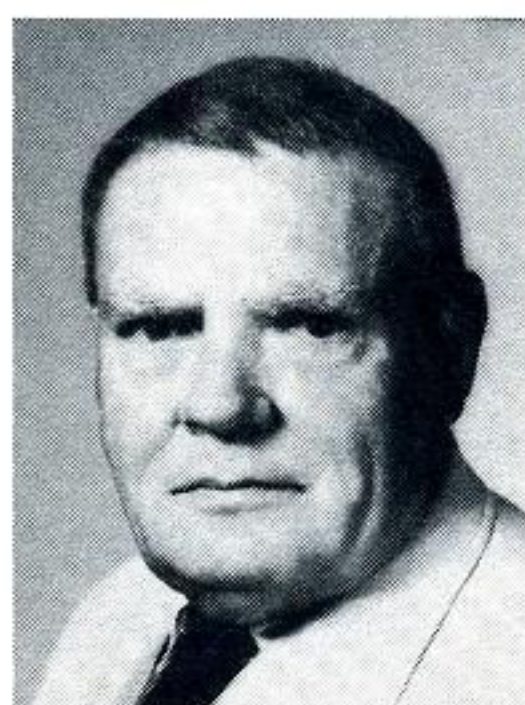
Austin R. Roussel

Mr. Roussel joined Gulf States as an oiler at the old Government Street Power Plant in Baton Rouge in 1925. He became auxiliary operator at Louisiana Station in 1933. After working

his way up through several positions at the station, he retired as an operating engineer.

When asked about retirement plans, Mr. Roussel mentions gardening and clearing land near his home and says that he plans to do quite a bit of fishing and boating in the Amite and Tickfaw Rivers. He will, of course, continue to follow the "Tigers."

The Roussels attend St John's Evangelist Church in Prairieville.



H. T. Schroeder

A native of Houston, Mr. Schroeder, presently resides at 1009 West Austin in Conroe.

He joined Gulf States in 1925 after attending high school in the Port Arthur

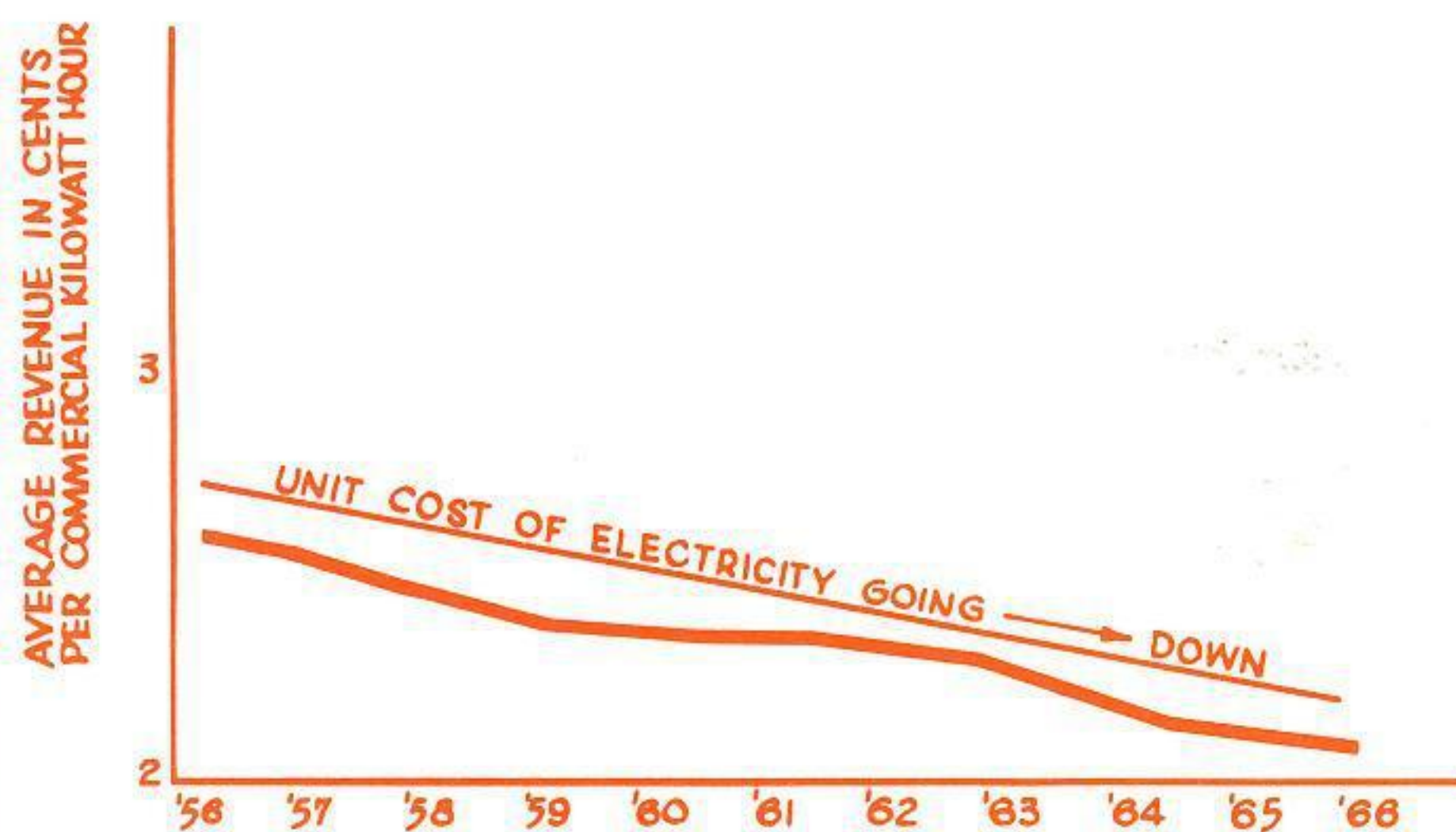
area. Mr. Schroeder started out as an oiler in the old Lakeside Plant in Port Arthur, he worked his way upward through several operator's positions at Dayton and Conroe. He retires as utility man in Conroe.

Mr. Schroeder is married to the former Anneliese Sanders of Dayton, Tex. They have four married children. They are Walter Schroeder of Houston, James Schroeder, Mrs. Charlotte Whiddon and Mrs. Elsie Helton, all of Conroe. Elsie's son Eric is the Schroeder's only grandchild.

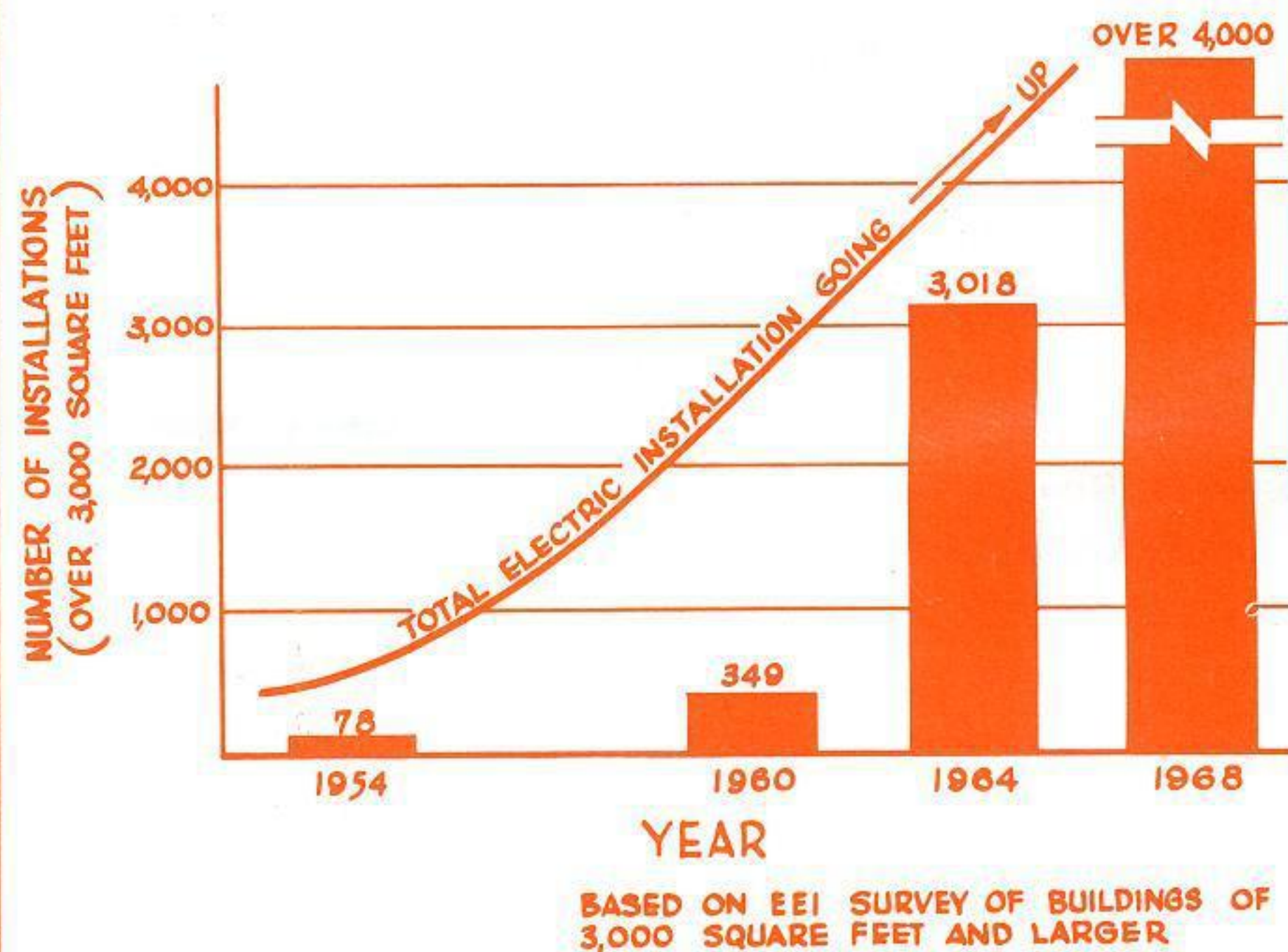
The family attends the First Methodist Church in Conroe and Mr. Schroeder is a member of the Masonic Lodge there.

Fishing and "worrying my wife," are how Mr. Schroeder plans to spend his retirement.

TREND IN ELECTRIC ENERGY COST



INCREASING TREND TO TOTAL ELECTRIC BUILDINGS



This interesting set of graphs came to light recently as part of a sales campaign for total electric installations. The chart on the left shows that the unit cost of electricity has been going down steadily for the past several years while the one

on the right shows the sharp rise in the number of total electric installations across the United States. Consultants and building owners assure the Company that the decreasing cost of electricity is a significant factor in the rise.



Welcome Aboard!

PRODUCTION DEPARTMENT

Toby W. Castro, Mechanic's Helper, Beaumont
Glynn A. Gaudet, Mechanic's Helper, Beaumont
William Houston, Laborer I, Bridge City
Roy L. Brooks, Jr., Operator Helper, Baton Rouge
James T. Veatch, Operator Helper, Baton Rouge
Lester G. Peppers, Operator Helper, Baton Rouge
Larry W. Martin, Operator Helper, Baton Rouge
Kenneth P. Jarreau, Operator Helper, Baton Rouge
Michael E. Reading, Operator Helper, Baton Rouge
Richard D. Lawton, Mechanic's Helper, Baton Rouge
Runnels C. Billeaud, Mechanic's Helper, Lake Charles
James V. Stratton, Mechanic's Helper, Lake Charles

GAS DEPARTMENT

Bruce M. Rabalais, Helper, Baton Rouge

DISTRIBUTION DEPARTMENT

Glenn E. Rainwater, Helper, Beaumont
Shadrick Loville, Jr., Helper, Beaumont
Warren D. Jordan, Helper, Beaumont
Victor J. LaRocca, Jr., Commun. Serviceman, Beaumont
James A. Denby, Eng. Helper, Beaumont
Jerald D. Adams, Eng. Helper, Beaumont
James R. Odom, Helper, Orange
Robert W. Bunn, Helper, Orange
Marion F. Podraza, Helper, Navasota
Patsy J. Lauter, Dept. Clerk, Navasota
Pete J. Licce, Helper, Conroe
Nolan E. Walters, Helper, Conroe
Ronald E. Price, Helper, Pt. Arthur
Brenda J. Ronsonette, Dept. Clerk, Port Arthur
Charles E. Henry, Apprentice, Baton Rouge
John D. Jarreau, Eng. Helper, Baton Rouge
Walter L. Gilbert, Helper, Pt. Allen
John C. Hodges, Helper, Pt. Allen
Kenneth M. Ingels, Helper, Lake Charles
Steven O. Schwalbe, Helper, Lake Charles

James D. Corman, Helper, Lake Charles

Larry G. Moore, Helper, Jennings

ENGINEERING DEPARTMENT

Carolyn V. Derouen, Dept. Clerk, Beaumont

Donald R. Hebert, Eng. Dept. Clerk, Beaumont

BUILDING SERVICES

John W. Stephenson, Helper, Beaumont

TREASURY DEPARTMENT

Frank O. Groves, Jr., Asst. Purchasing Agent, Beaumont

Juanita A. LaComb, Clerk, Beaumont

Dorian E. Dickson, Dept. Clerk, Beaumont

Ronald M. Carlin, Admn. Accountant, Beaumont

Jean Straub, Clerk, Beaumont

Gary L. Pitts, Meter Reader, Beaumont

Cheryl B. Ledet, Clerk, Beaumont

Chester L. Lilley, Meter Reader, Huntsville

James M. Veasey, Meter Reader, Port Arthur

Lynda P. Daigle, Clerk, Baton Rouge

Elizabeth O. Ashbrook, Clerk, Baton Rouge

Judy N. Walden, Clerk, Baton Rouge

Ralph C. Perry, Storeroom Assistant, Baton Rouge

Charlene S. Harper, Clerk, Lake Charles

Trisha A. Browne, Clerk, Lake Charles

INFORMATION & DATA SERVICES

Juanita C. Girdler, Tab. Mach. Operator, Beaumont

SALES DEPARTMENT

James A. Bollich, Res. Sales Representative, Beaumont

John C. Meyer, meter reader, Port Arthur

Mahlon A. Tullar, Jr., meter reader, Port Arthur

James C. Self, meter reader, Port Arthur

Johnette T. Marks, stenographer, Louisiana Station

Thomas R. Wunderlich, helper, Baton Rouge

Richard J. West, helper, Baton Rouge

Charles R. Windham, helper, Baton Rouge

George T. Stutzman, Jr., helper, Baton Rouge

Raymond L. Fisher, helper, Baton Rouge

Phillip C. Hutchison, helper, Baton Rouge

John A. Ellis, helper, Baton Rouge

M. S. Cole is Moved To Beaumont T & D

Melvin S. Cole, formerly liaison engineer, engineering design department, Beaumont, has been transferred to Beaumont T&D.

The transfer became effective September 1.



Melvin S. Cole Louisiana State University and a M.S. in engineering science from Lamar Tech. After graduation he worked with the California Oil Company for a brief period before entering the U. S. Air Force for four years.

Upon leaving the service he joined the company as a training engineer. Following this he was in the project engineering group and later was made applications engineer for the standard group. From there he was transferred to the construction budget department and then to Beaumont T&D. He served as liaison engineer for the Lake Charles Division and was in the system engineering department for six months before his recent transfer.

Mr. Cole is married to the former Betty Jo Burns of Baton Rouge. They have three children. Anita, 13, attends James Bowie Junior High. Melvin S. Cole, Jr., 12, a member of the Redskins football team of the Junior Peewee League, also attends James Bowie. Rhonda Lee, 10, attends Eugene Field Elementary

Mr. and Mrs. Cole are members of Magnolia Park Assembly of God Church.

Mr. Cole is director of the Northwest Beaumont Lions Club and is a registered professional engineer in both Louisiana and Texas. He is also a major in the Air Force Reserve.

Series of All-Electric Meetings Kick Off "Space-Age Campaign"

A series of four highly successful commercial and industrial all-electric promotional meetings was held across the system in October.

The purpose of the meetings was to acquaint architects, consulting engineers and industrial customers in the Navasota, Beaumont, Port Arthur, Lake Charles and Baton Rouge areas with the advantages of all-electric buildings, electric heating and good lighting practice.

The meetings kicked off the Sales Department's "Space Conditioning for the Space Age," campaign which will help further the increase in sales of total electric installation.

Some thirty manufacturers participated in the shows which included discussions and demonstrations of both commercial and industrial electrical equipment. A carnival motif was used as a background for all meetings which were decorated with balloons and pennant streamers. The greeters wore straw hats and multicolored coats which added to the carnival atmosphere.

The first show was held at Conroe, Tex. on September 18 at the Conroe Hotel. Some 115 persons in attendance heard Jim Richardson, sales superintendent, discuss the many advantages of the

total electric installation.

On September 19 the second show was held at the Harvest Club in Beaumont. The Company hosted some 225 people at this meeting. Bill Hollins, GSU industrial engineer, talked on the increasing trend toward total electric installations.

The National Guard Armory at Lake Charles was the site of the next meeting in the series. It was held September 20 and 145 interested persons attended. Principal speaker of the evening was Dewey Lytle, GSU industrial engineer, who spoke on the changing world we live in and the trend toward electrical living.

The final meeting came September 21 in Baton Rouge. At the Jack Tar Capitol House. At this, the largest gathering, some 260 electrical contractors and salesmen were feted. Charles Glass, commercial sales supervisor, highlighted this meeting with a talk on how the trend toward a lower cost per unit of electricity is helping increase the number of total electric installations.

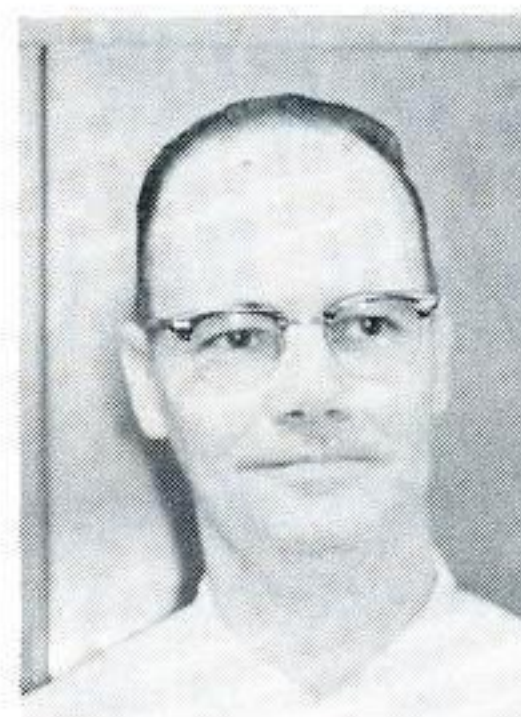
R. A. Landry, system supervisor of lighting sales, planned and coordinated the meetings.

R. J. West Promoted At Louisiana Station

Roy J. West, formerly electrical maintenance supervisor at Louisiana Station, was promoted to electric and mechanical maintenance supervisor there recently.

Mr. West, who joined Gulf States in 1958 after receiving his B. S. in mechanical engineering, is a native of Childress, Texas.

He is married to the former Martha Zimmerman of Atlanta, Ga. They have two boys. Dennis, 12, attends Sherwood Forest Junior High, while David, 10, goes to Audubon Elementary.



Roy J. West

Mr. West joined the Company as a training engineer. He has held several positions in Beaumont and Baton Rouge.

Mr. West is a member of the American Society of Mechanical Engineers, the Louisiana Engineering Society, the Texas Aggie Club.

The Wests attend Broadmoor Baptist Church in Baton Rouge. They live at 10781 Ranchwood Drive.



Above, guests view displays at the commercial and industrial all electric promotional meeting held recently in Baton Rouge. **Left,** Jim Richardson, sales superintendent at Navasota, gives a talk at a similar program at Conroe.

One Transferred, Two Promoted In Lake Charles Division Recently

Two promotions and one transfer became effective recently in the Lake Charles Division.

Joseph E. Bondurant was promoted from division engineer in Beaumont to operating supervisor in Lake Charles, and Roy F. Franques went from senior engineering assistant to right-of-way man for the division.

Kenneth C. Gerstenberg, formerly industrial engineer in Lake Charles, was

transferred to the T&D department.

The changes became effective September 1.



**Joseph E.
Bondurant**

has two children. Alyson is six and Tammy is four.

Bondurant joined the Company in 1957 following graduation from Georgia Tech with an engineering degree. A native of Fulton, Kentucky, Bondurant is married to the former Sarah Garner of Atlanta and

Franques, a Lake Charles native, joined GSU in 1937.



Roy F. Franques

He took a leave of absence to serve in the U. S. Army from 1940 to 1946 and rose through the ranks to become a first lieutenant.

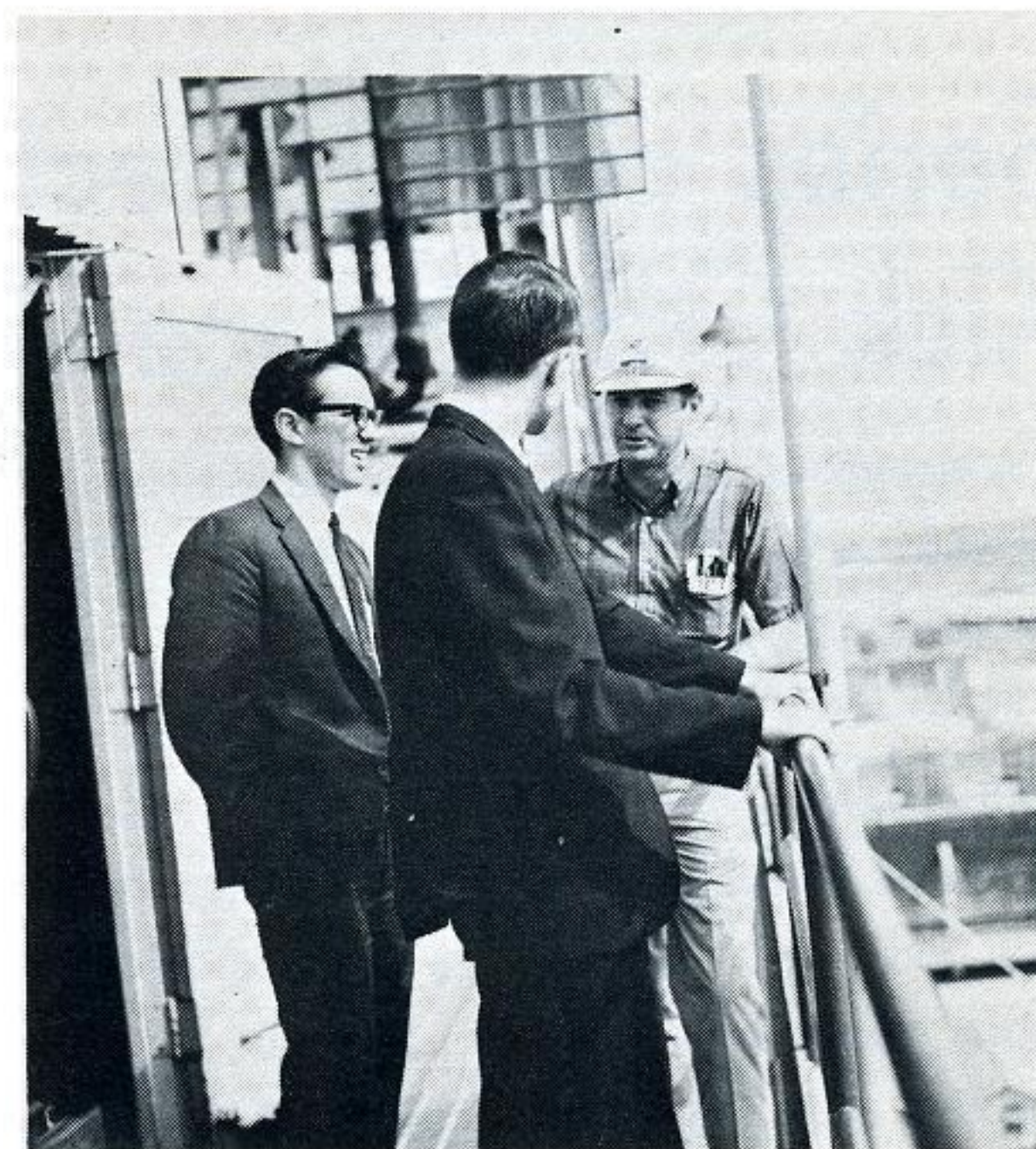
Franques is married to the former Susie Lee Carron of Lake Charles and they have a stepdaughter, Charlene Gayle McGinnis, a student at McNeese; and a son, Michael Ray, 15.

Gerstenberg is a 1958 graduate of Texas A&M University with a B.S. in electrical engineering. He joined GSU in Beaumont upon graduation and was made industrial engineer in Lake Charles in 1963.



**Kenneth E.
Gerstenberg**

He is married to the former Vera Wilkinson of Sulphur and has five children, Dennis and David, eight-year-old twins, Helena, six, and Kenneth Paul, who is eight months.



Two members of the Morman Faith are shown being given a tour of Neches Station recently by Sheldon Fruge, maintenance planner. The young men seemed quite impressed with the giant facility and noted that the tour was the most enlightening they had ever been on.

George Gilmore, Sulphur, Gets W. Calcasieu Post

George Gilmore, local office superintendent at Sulphur, was recently elected to the Board of Directors of the West Calcasieu Association of Commerce.



The announcement was made at the group's monthly luncheon meeting on Thursday, September 21 and Mr. Gilmore's three-year term began October 1.

Mr. Gilmore has been associated with the group for 18 years and is a past president of the Association. He is also chairman of the nominating committee.

A Conroe, Tex. native, Mr. Gilmore has been a Gulf Stater for 38 years. He graduated from high school in Conroe and attended Sam Houston State College and Texas A&I. He is married to the former Janice Ferguson, also of Conroe.

The Gilmores have one daughter, Martha Merz Watkins, who lives in Maplewood, La.

Mr. Gilmore is a past president of the Sulphur Rotary Club and has served on the Board of Directors of the United Appeals for the Sulphur area.

Think This Over

People often wonder why economic and political liberty are inseparable. What is wrong, they say, with the government becoming a primary employer of American citizens? Why do we need tens of thousands of individual enterprises in which workers can move about freely from one job to another seeking the employer that suits them? What has this to do with political liberty?

Well, the answer has come from no less than the Civil Service Commission, which has issued a regulation stating, "An employee shall not make public any disagreements with, or criticism of, officials, policies, or practices of the Commission or of other Federal agencies in areas relating to the Commission's functions. Such matters may be brought to the executive director's attention for appropriate action."

There, in straight-forward language, is the reason why government should never become the master employer of U. S. citizens. What good would a polling booth be with an economic dictator sitting in Washington holding the power of life and death over all jobs in the nation.

Home Economics Teachers Feted At Home Service Programs

Workshops for home economic teachers were held in several districts in August and September.

The programs were aimed at acquainting teachers and other school personnel with Gulf States' school program.

The first meeting in the series was held in Baton Rouge on August 22 and 23 at the Jack Tar Capitol House. Some 210 teachers from throughout Louisiana attended. The program was sponsored jointly by the five investor-owned electric power companies which serve Louisiana.

Participating in the program entitled, "A Treasure Chest of Electrical Ideas," was Mary Huck, director of home economics for the Frigidaire Division of General Motors in Dayton, Ohio. Miss Huck spoke on food preparation and preservation. A skit was given by Sally Pelton and Fredda Hobgood, both home service advisers in Baton Rouge.

The second day's program included "Pannin' for Gold," a puppet show on electric laundering, and "Big Discovery," a talk by Ann Arnott, senior staff home economist for the Maytag Company in Newton, Iowa. She spoke on permanent press and automatic laundry.

Another workshop was held in Sulphur on August 25. It included some 22 teachers and personnel from both the Sulphur and Lake Charles school districts. The program was entitled, "Up Data-Living Electrically."

"Energizing the Home," "Programing for Laundry," and "Key Punching Meals" were topics for discussion and demonstration by GSU personnel including: Carolyn Mayer, Patricia Cook, Rufus Mier, Buddy Johnson, and Leonora Masterson.

Some 20 teachers and school personnel gathered in the Midcounty office August 29 for a noon luncheon meeting.

Speakers included Jim Stelly, sales superintendent-Port Arthur, Marianne Nelson, home service adviser—Midcounty and Mrs. Masterson.

A luncheon meeting was also held at Port Arthur, August 23. More than 60 teachers and school personnel were in attendance.

Speaking at the meeting were Mr. Stelly, Becky Jones, home service adviser—Port Arthur and Mrs. Masterson.

"One of the items covered at all the meetings was a school program as outlined in our textbook, "ELECTRICAL LIVING DEMONSTRATIONS FOR CLASSROOMS," said Mrs. Masterson. This book outlines the many services which Gulf States provides for schools in our service area.

Various major electrical appliances are supplied to school home economics departments throughout the system giving students first hand experience in using modern electrical equipment.

"We hold these meetings from time to time whenever we feel it necessary," said Mrs. Masterson. "Whenever there are changes in the program or some updating, we arrange these get-togethers with the teachers."



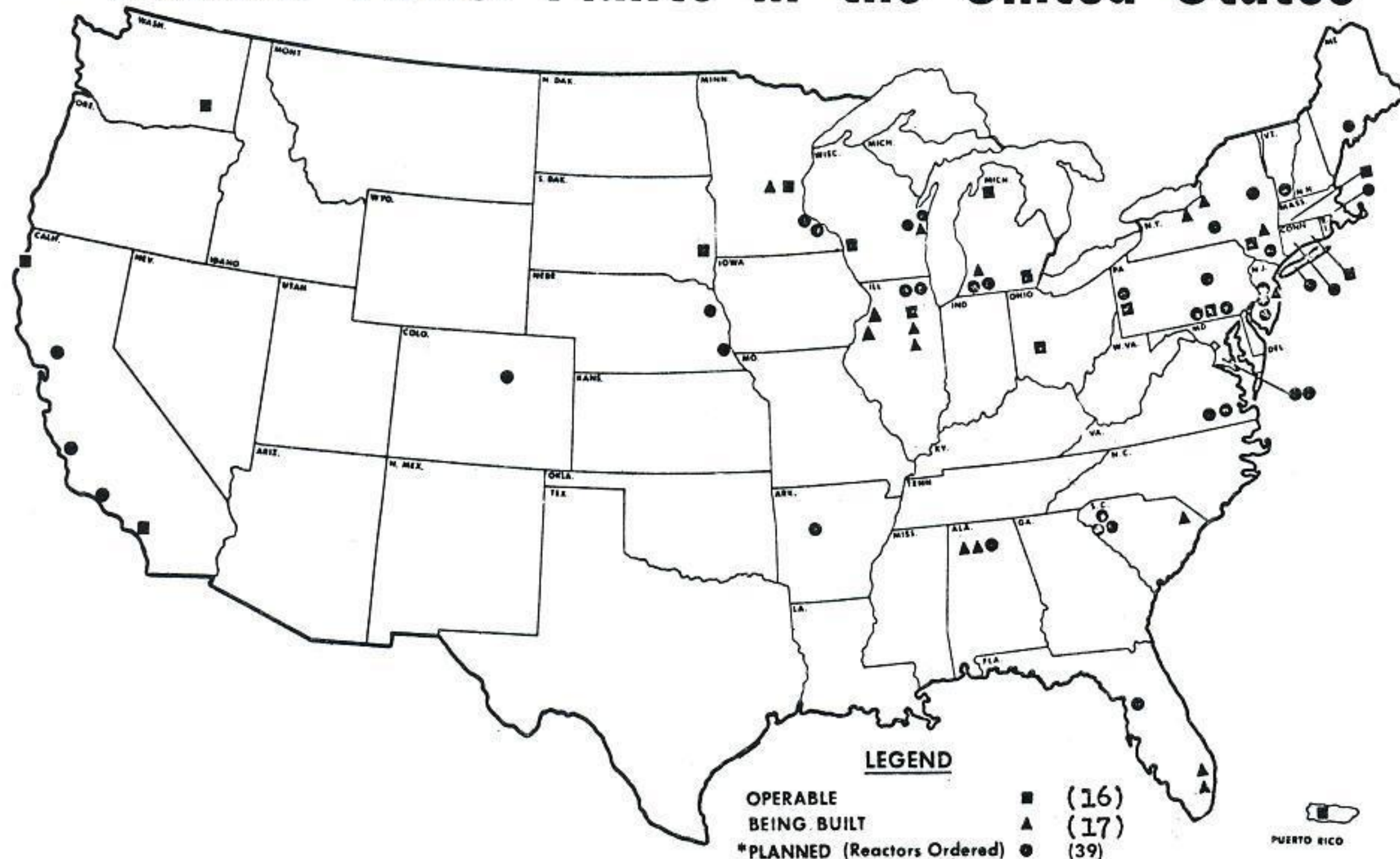
Teachers and school personnel from the Port Arthur area gather at the service center there for lunch. The meal was followed by discussion of the Company's school program for the coming term.

Reddy Zuip

While riding in the family car Palemo, my daughter, was giving a running commentary on all driving conditions. "There is a stop sign coming up, stop here, watch this corner, etc." We approached a triangular yield sign and she said "there is a yell sign. I asked her what kind of sign? She repeated "A yell sign. If you see another car coming you yell."

Mrs. Sue Williams
Home Service Adviser
Port Arthur

Nuclear Power Plants in the United States



Sites of nuclear power plants in this country which are either in use presently or are scheduled for use in the near future are shown above. GSU participates in three major projects for research and development of atomic energy for producing electricity; the Southwest Atomic Energy Associates, High Temperature Reactor Development Associates, and the Texas Atomic Energy Research Foundation.

GSU's Port Arthur Division Gets New Telephone System

The Company has installed a new phone system in the Port Arthur office, to facilitate calls concerning power outages.

The new system includes the addition of four recording and answering machines to guide customers in reporting power interruptions and to receive the messages quicker.

The phone number at the GSU general office will remain the same for regular 8 a. m. to 5 p.m. office hours. This number will be used for all business matters and to request service or to change service from one address to another.

A new number has been added for reporting power interruptions at all hours. This number will by-pass the general office during regular hours and go directly to the service center to save time. It also replaces the old after-office-hours number and is a rotating

number that will accept several calls simultaneously.

Both numbers are listed in the new phone directory and will go into effect October 1 when the new directors are distributed.

"This is just one more thing which Gulf States is doing throughout the system to increase customer satisfaction," said C. M. Scott, manager of the Port Arthur Division. "We feel this new system will prove very beneficial from every standpoint."

Reddi Zuip

A meter reader report came in recently reading "Cannot read meter because of high weeds."

The customer — a lawnmower sales center.

Paintings Displayed In Silsbee Office

Paintings portraying various places of interest in the Silsbee, Tex. area are being displayed on a regular basis in our company's office there. The new office building has already shown two works by members of the Silsbee Art League.

The first painting displayed was an untitled work by Mrs. Dorothy Dietrich. It was an oil rendering of Ghost Road which runs through part of the "Big Thicket," a heavily forested area stretching over a large part of southeast Texas.

Mrs. Dietrich said she used to live along Ghost Road many years ago, "before Gulf States even had electricity out there."

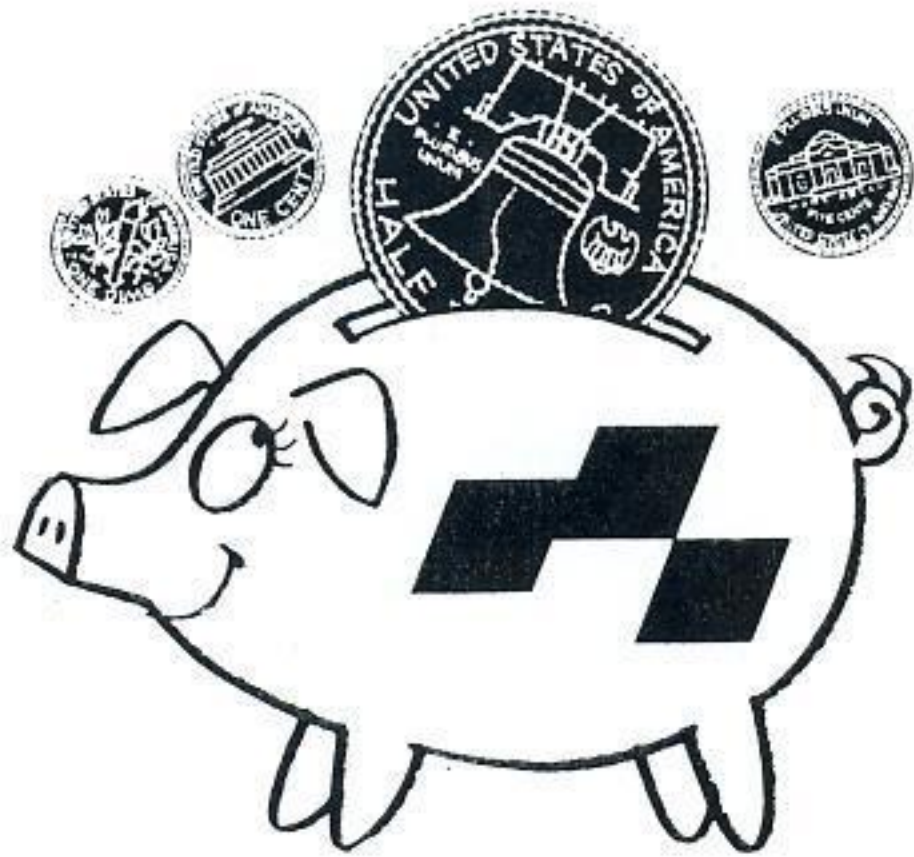
The second painting to be shown at the office is the work of Art League member Mary Dale Nelms. It depicts the old, iron Santa Fe Railroad bridge which crosses the Neches River between Silsbee and Evadale.

Mrs. Nelms said the site was a favorite fishing place of her nephew, Malcolm Williams, who is now sales supervisor for GSU in Lafayette.

Vic Norvell, district superintendent in Silsbee, said the displays were something of a happy accident at their inception. "I wanted a picture to go over the couch in our lobby so I spoke to some of the Art League members. They suggested this plan and I gladly accepted."



Vic Norvell, district superintendent in Silsbee, helps Silsbee Art League hang a new work for display in the local office.



Thrift Plan

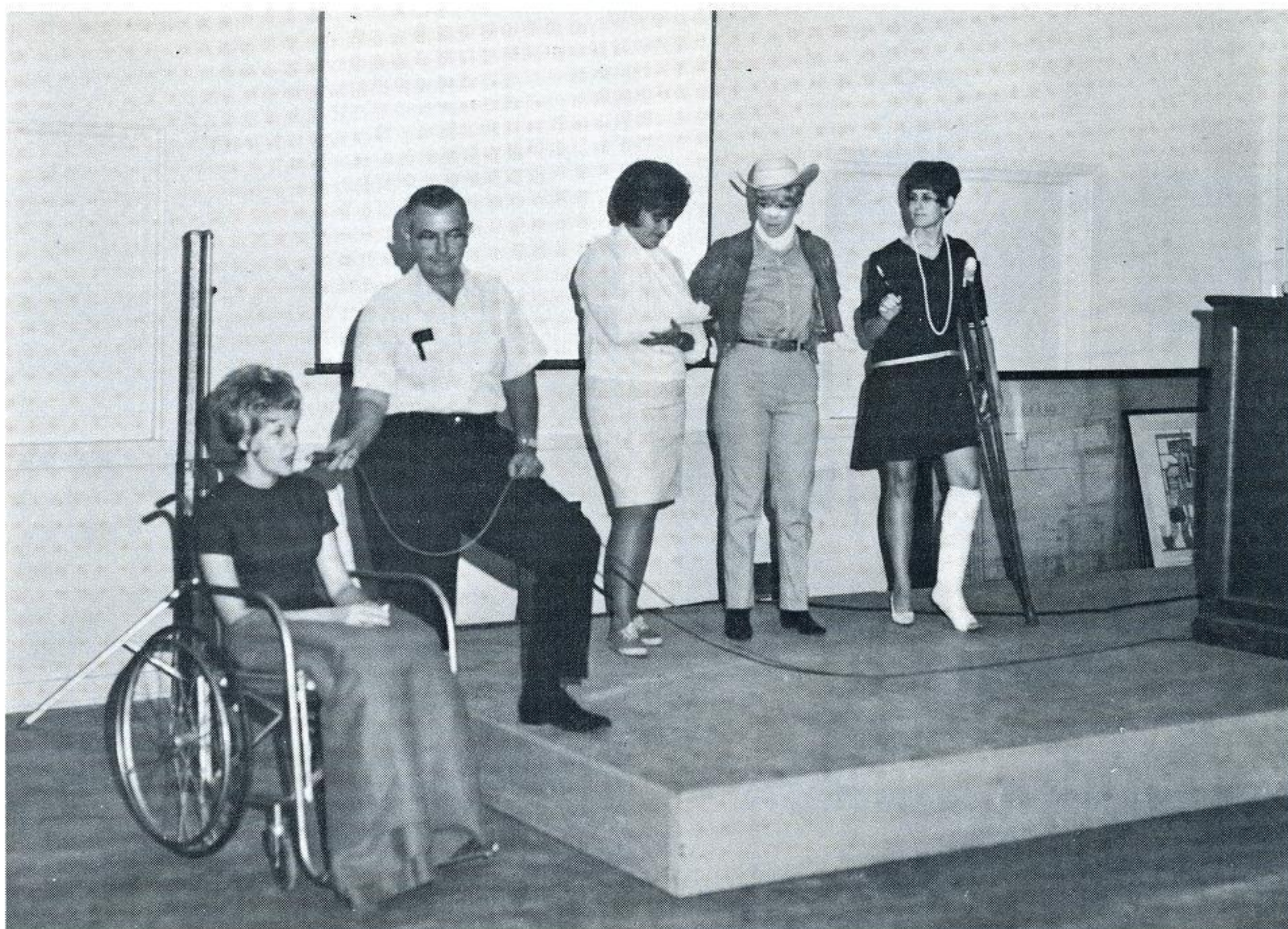
PURCHASES OF GSU stock made by the Trustee during September covering employee deductions and Company contributions through August were as follows:

2539 shares of common stock at a total cost of \$64,861.40 or an average cost of \$25.546.

64 shares of \$4.40 preferred stock at a total cost of \$4,832.30 or an average cost per share of \$75.505.

These costs included brokerage and commission fees.

The Trustee also deposited \$20,949.26 with the Savings Department of the First Security National Bank of Beaumont.



"Off the job safety" was the topic at a recent safety meeting at Louisiana Station. In addition to an informative talk and film feature, Sam McKenzie with the help of four Louisiana Station employees, graphically demonstrated common but unnecessary home accidents. Shown during their skit are left Pauline Miller, McKenzie, Alfrieda Henderson, Donna Parsons and Jackie Busceme.

GSU-IQ Answers

- | | | |
|------|-------|-------|
| 1. C | 8. A | 15. B |
| 2. B | 9. C | 16. B |
| 3. A | 10. C | 17. B |
| 4. C | 11. C | 18. C |
| 5. A | 12. A | 19. C |
| 6. D | 13. B | 20. B |
| 7. B | 14. C | |

A. M. Hewett Dies In Dunedin, Fla.

Alexander M. Hewett, who retired as chief auditor in Beaumont after 45 years with the Company died September 14 in Dunedin, Fla.

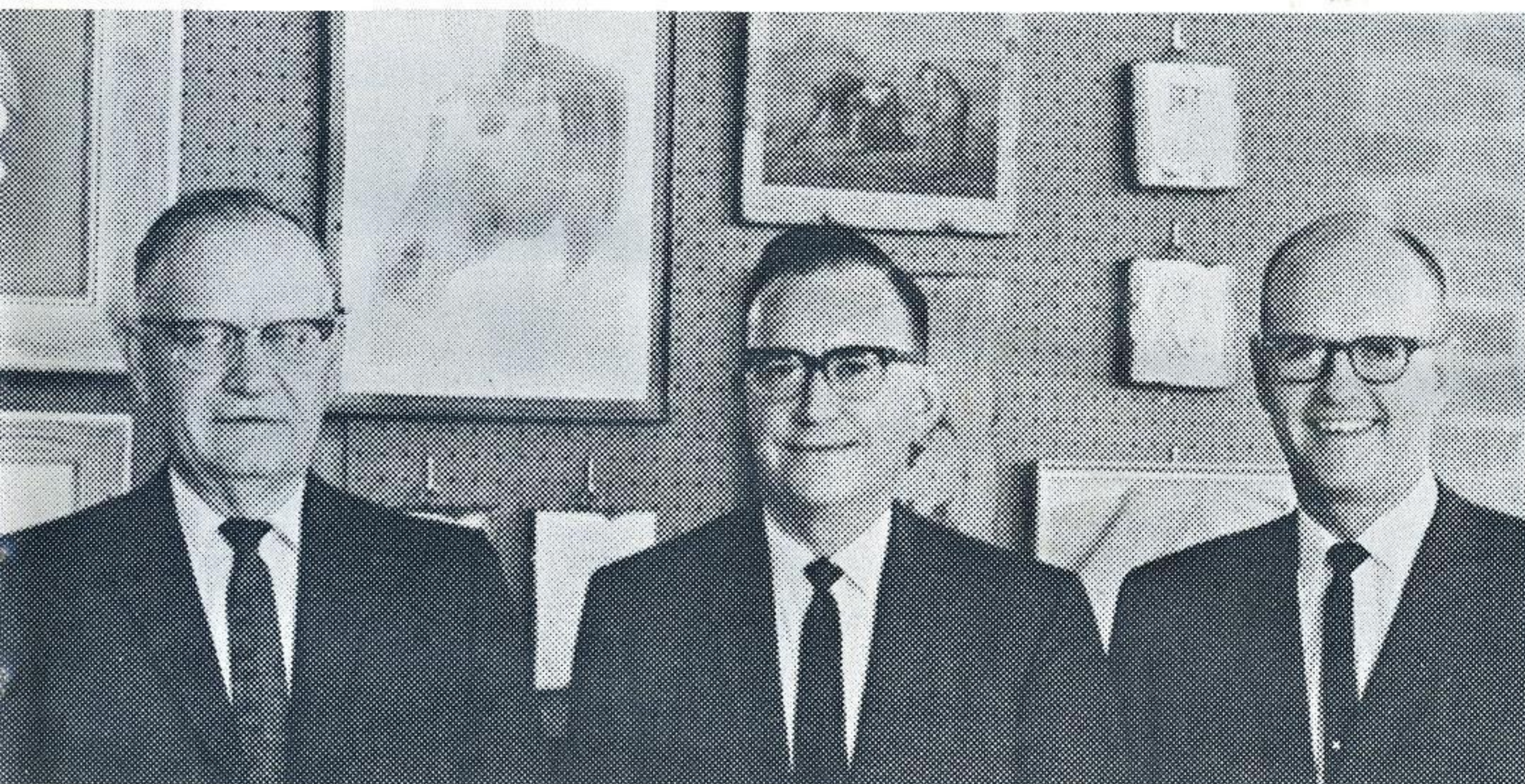


A native of Westville, Fla., Mr. Hewett began his career with Gulf States in 1943 as assistant staff accountant. He came to Beaumont from Key West Electric Company in Key West, Fla. He was on the auditing staff from 1948 until his retirement in 1955.

Prior to working at GSU, Mr. Hewett was with Tampa Electric Company, Blackstone Valley Gas and Electric in Rhode Island, and Florida Motor Lines before he moved to Key West Electric.

He is survived by his sister Mrs. Albert Springer of Dunedin.

Burial was at Forest Lawn Memorial park in Beaumont.



The Dayton Art League held an art show in our Company's Dayton office in September drawing a good turnout of art fanciers from a wide area. From left, Lloyd Brannan, GSU's Dayton district superintendent, poses with M. W. Ford, president of the Dayton State Bank, and Aubrey Sprawls, director of area development for GSU. Mr. Ford is an active member of the art league.



LOUISIANA STATION



All smiles after a successful fishing trip into the Gulf of Mexico, are members of the "A" shift at Louisiana Station. They are from left, (back row) Alvin Neyland, Charlie Hardison, (skipper of the 45-foot "Miss Heart" in the background), Mike Edwards, "Shorty" Dominguez, and J. Pierre Ledet. Front row: Raymond Vice, Don Strickland and Sherman Arnaud. H. B. Floyd and A. D. Speeg were also present, but were not around when the picture was taken.

The group traveled 45 miles into the open Gulf and fished near the off-shore rigs for Red Snapper. Pictured below is Sherman Arnaud displaying two snappers weighing about 20 pounds each.



Glenda Vanover has become quite good in her hobby of making ceramic creations. Over the past year she has made everything from Spanish candleholders, such as the one she is holding here, to characters from the "Peanuts" comic strip. Recently Glenda held a showing of these items in her home. Several Gulf States' girls attended and some bought things which she had made.

—Darla McMurray



Pictured above is L. M. Risher, purchasing agent, being fed a large mouthful of cake presented him on the occasion of his 50th birthday by Janet DuBose, purchase order typist in the Purchasing Department. Mr. Risher, who noted that the cake was very good, has been a Gulf Stater for 31 years.



A party was given in the Accounting Section for three girls who left the department September 15. They were Eileen Tindall, a clerk, and Faye Hartness and Clara Ellis, both comptometer operators. Faye and Eileen left the Company while Clara was transferred to the Personnel Department.

Sherrill Lindsey of Stores Accounting was the guest of honor at a small coffee and cake party September 15. Sherrill is leaving the Company to join her husband William in Sioux City, Iowa, where he is stationed in the Air Force.

—Lynn Hardy

Congratulations to Mr. and Mrs. J. D. Blevins on the birth of their daughter, Cheri Melisa, September 12. Mr. Blevins is an apprentice in T&D.

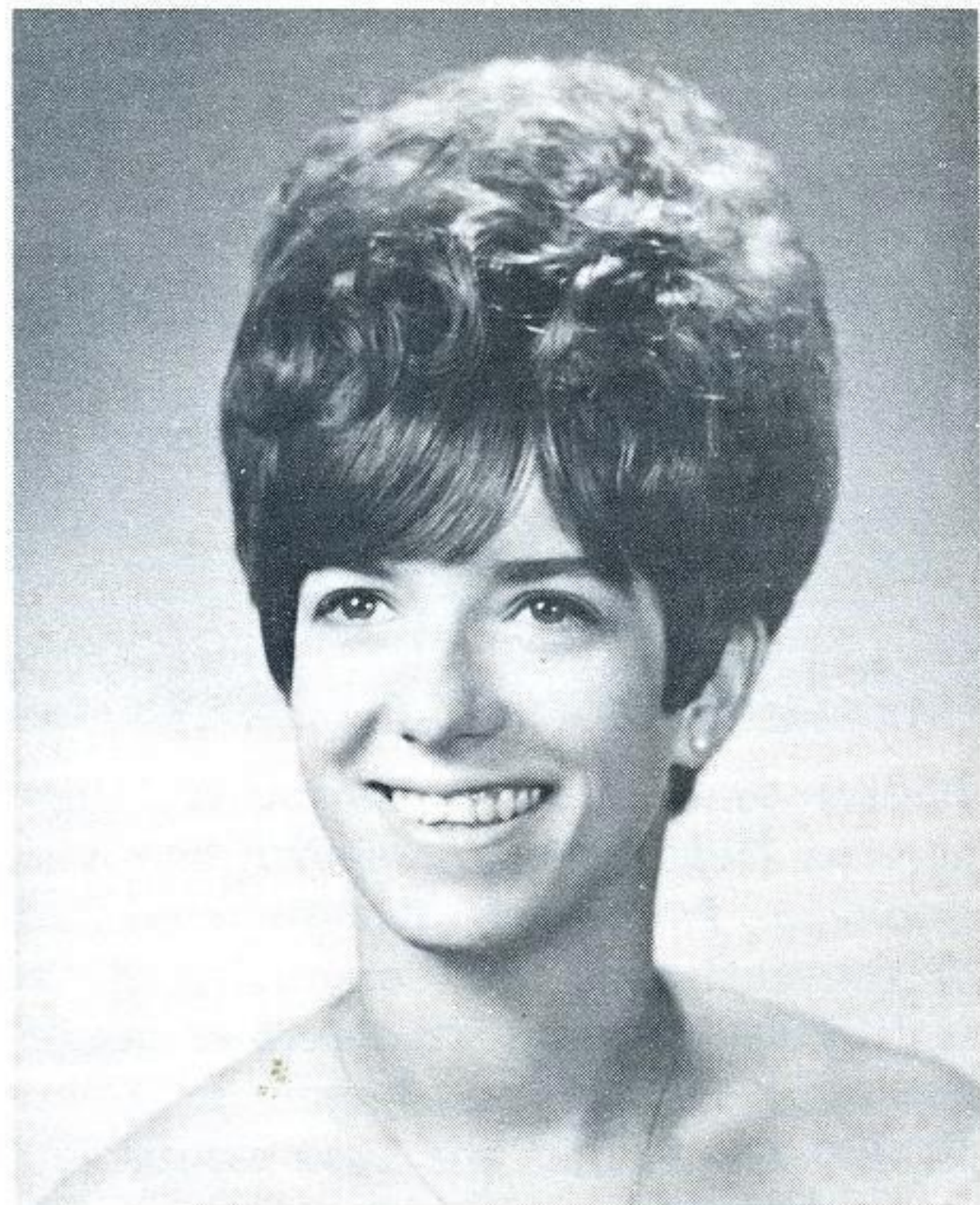
—Jo Anne Landry



Cutting the cake given to her by fellow employees is Paula Richards, who left the Company September 15 to join her husband at Ford Ord, Calif. Paula, whose husband is a member of the Army Reserve, was a stenographer in Records.

Don Parker left September 29 for Lake Charles where he will be for 10 weeks. He has been assigned accountant for the Unit 3, Nelson Station, Inspection.

—Lynn Hardy



Sandra McMinn will become the bride of Mr. Dominic Drago on December 3. She is a stenographer in the System Sales Department.

—Mary Schlicher



Jeanne Short left her position as Stenographer-Executive of the Accounting Department after 5 years on August 15th. With mixed emotions, her fellow employees gathered in her office to bid her a fond farewell. In Mr. Braswell's absence, Ward McCurtain, Director Accounting Operations, presented Jeanne a farewell gift of luggage, along with the wishes of all for a very happy and prosperous life.

—Helen Byrd



After more than 16 years of serving coffee and good cheer in the Beaumont coffee shop we felt it was about time Marie Benjamin, building services, appeared in P.T.

BATON ROUGE

Congratulations to Mrs. Joann Miller on her promotion to Executive Secretary in the Personnel Department in Baton Rouge. Joann has been with the company 12 years and has worked in various departments throughout the

Baton Rouge Division. She fills the vacancy left by Miss Marcia Hammond who retires November 1, 1967. Good luck, Joann.

The Baton Rouge Division welcomes Miss Shirley Eberhart to the Executive Department as Executive Stenographer. Shirley is a graduate of Redemptorist High School and she attended Southwestern Louisiana College where she received a certificate in secretarial science. Shirley replaced Mrs. Joann Miller.

Glad to have you with us, Shirley.

—Joan Stephenson



Friends of departing Rae Ann Gonzales, center, Baton Rouge Credit and Collection, bade her good luck on September 1. Rae Ann is joining her Navy husband in California. Pictured with her are left, Jessie Braud, Lois Belle, Shirley Topping, Rae Ann, Sue Hallack and Verlie Gibson.



Baton Rouge's Executive Department gathers to wish division vice president F. P. Smith the best of luck on his recent promotion and transfer to Beaumont. Those shown attending the "coffee and cake break" are from left, Jack Kirkland, Renee Dawson, Marcia Hammond, Mr. Smith, Joanie Stephenson, Sheila Broyles, Shirley Herrington and Bill Wilkinson.

Coffee Cup *continued*



All ready for the first day of school is Selena Courtney, daughter of Madge Courtney, Bookkeeping Department.

Narleen Harper in Customer Accounting and her husband Sidney enjoyed a two week vacation recently. The couple toured the Midwestern and Northeastern United States and made stops in Chicago, Akron, Ohio, Scotch Plains, N. J. and New York City.

While in New York they saw "Hello Dolly" and visited Greenwich Village.



Wolf whistles were the order for the day as Edwina (Edd) Mitchell, residential sales, Wilma (Bill) Young, meter reader, and Josephine (Joe) O'Neill, T&D, participated in **The Womanless Wedding**. This is an annual fund raising event sponsored by the local Pilot's Club of Cleveland, Texas.

The Gas Department in Baton Rouge would like to extend a special welcome to Danny Ray McMorris, engineering helper.

— *Beverly Hayden*

Diane Pitre, departmental clerk T&D, flew to New York on her vacation. She said the flight was very exciting, except for the fact that her luggage was lost on the way home. Diane went to Greenwich Village and toured some Rock-and-Roll Concerts. All in all, it turned out to be an eventful trip.

— *Gwen Blackwell*

Marie Lindsay of the Service Application Department and her husband Charles, visited Six Flags Over Georgia and several relatives on their recent vacation to the Peach State. The couple also toured Stone Mountain and the city of Atlanta.

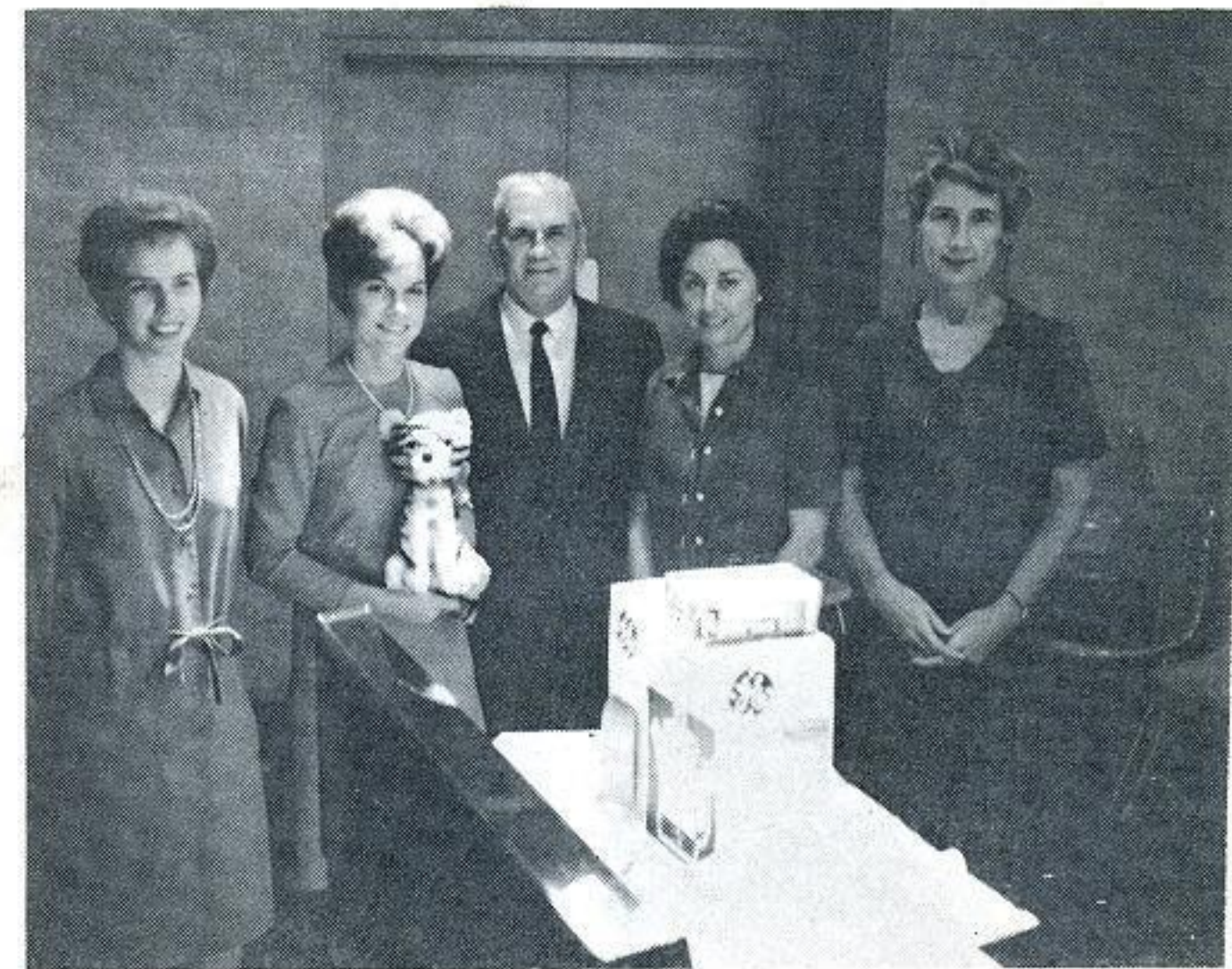
Verlie Gibson, service application, and her husband G. C. and her daughter Lisa attended the Southern Association of

Schools Accreditation Conference in Ashville, N. C. and vacationed in the Smokies for a week.

— *Laura Fussell*



Walter Jones, from the Electrical Engineering Department, is shown receiving a plaque from Dan Barton, chairman of the Jurisprudence Committee of the United Commercial Travelers of America. The award was made to Council 499 for having the best safety program for 1967. Mr. Jones was safety chairman for the group and Jack Waltrip, of the Sales Department was co-chairman.



Fredda Hobgood was feted with a party and several really fine gifts on the occasion of her departure from the Home Service Department. Pictured above are Sally Pelton, Fredda, Marcus Andrews, Harriet Babin and Mildred Tribble. Fredda is leaving to join her husband in Vicksburg, Miss. where he is employed with the U. S. Corp of Engineers.

MADISONVILLE

Major Robert P. Carroll, son of W. P. Carroll, local superintendent, was a recipient recently of the Bronze Star Medal for meritorious service. Major Carroll is stationed in Saigon, Viet Nam.



A. W. Baird is shown here counting candles and cutting his birthday cake in celebration of his 39th (?) birthday. What we can't understand is how he could have 31 years of service to Gulf States behind him and be only 39, unless that picture on his desk is of him back when he joined the company.



Congratulations to William L. Norwood, Jr., shop and field tester, for being selected as the outstanding soldier during a 2-week period spent at Fort Polk in summer training. William was presented a \$25.00 savings bond and a trophy.

Congratulations to Mr. and Mrs. Pat Griffith on the birth of their grandson, Michael Patrick Griffith. Pat is general substation foreman.

Congratulations to Marion Podraza, helper T&D—Navasota, who was wed to Miss Hohnnie Wells on Saturday, September 30.

Gwendolyn Carol Stout, daughter of James E. Stout, district serviceman—Sommerville, was named co-queen of the Burleson County Fair October 2.

—Jeanette Sangster



Shown here receiving degrees from Jim Richardson, superintendent of sales, are left: Virgil Foster, Douglas Buck, Pete Allbrittan and Ed Mitchell, sales representative in Navasota Division. All are graduates of the EEI Home Study Course in heating and air conditioning. Presentations were made at the sales meeting in the Navasota Division auditorium this month.

LAKE CHARLES

Congratulations to James V. Stratton, who married the former Sondra Comeaux, Saturday, September 2. The wedding took place at Our Lady Queen of

Heaven Church in Lake Charles and the couple honeymooned in New Orleans.

Mr. and Mrs. Melvern Bergeron recently vacationed in the West visiting, among other things, the city of Las Vegas.

Others in the substation department who took vacations recently were Dorothy Cooley, Leland Broussard, Noah Dickerson, Ed Duhon, Hugh Holland and Sheldon Sibley.

—Dorothy Cooley



Michael



Ramona

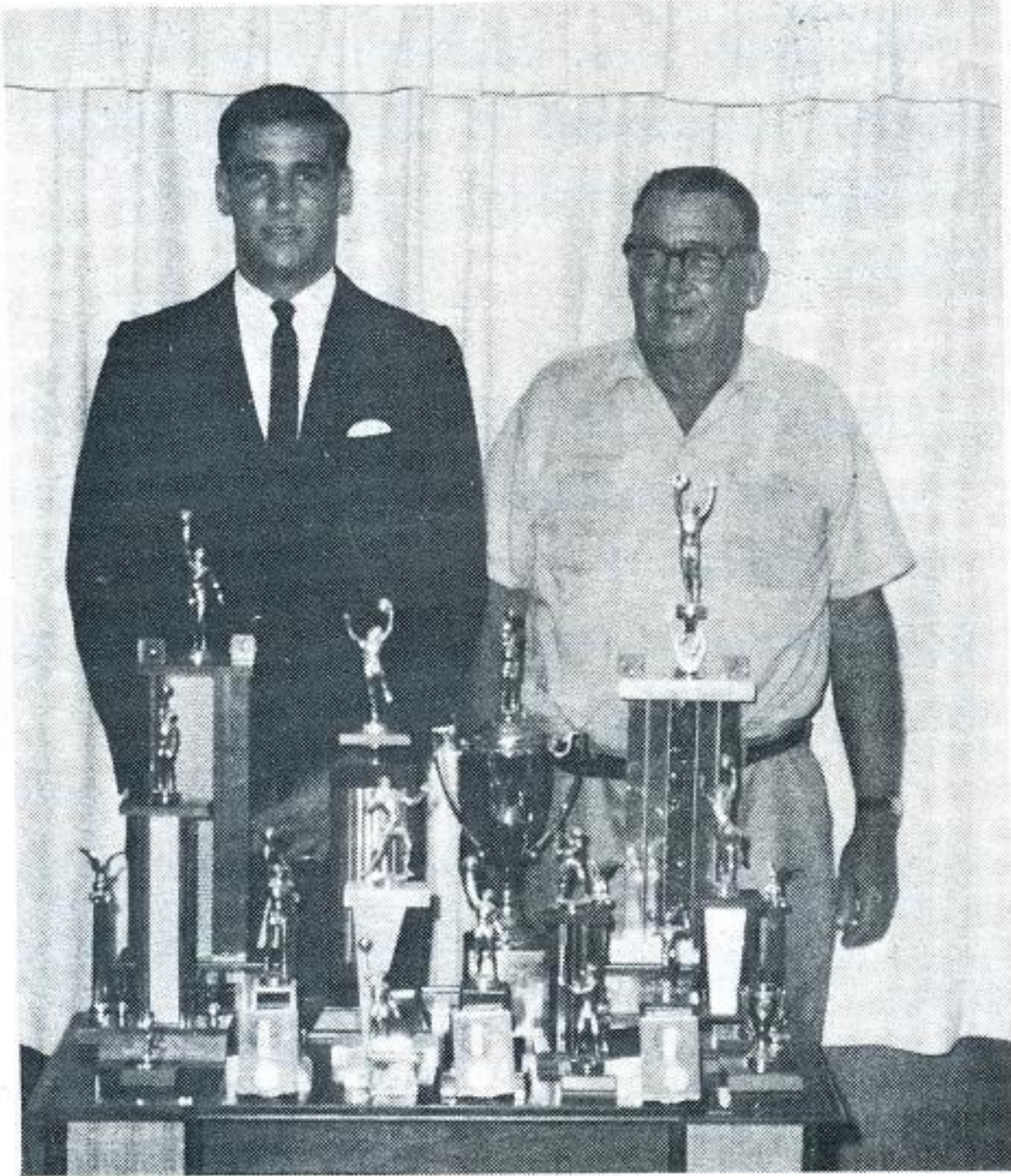
Mr. and Mrs. John Landry of Lake Charles have a new addition to their family. Little Michael John, 10 weeks old, was adopted on June 24. Their daughter, Ramona Lee, three and a half, is also adopted.

—Jean Burk



Daniel E. Blanchard, Roy S. Nelson Station, Lake Charles, is pictured here with the championship Westlake Minor League Team, which he coached. The team had a season record of 10 wins and 2 losses.

DENHAM SPRINGS



Pictured above is R. C. Harris, substation mechanic—Denham Springs, and his son Cecil. The array of trophies were all awarded to Cecil for various athletic achievements in basketball, baseball and track. Cecil is following in his father's footsteps who was quite an athlete himself awhile back.

—Larry Vaughan

SULPHUR



Holding the extraordinarily large wasp's nest which he removed from a transformer pole in the Sulphur area is Serviceman 1/c Robert E. Tyler. The nest measured 9½ inches in diameter and housed 1500 wasps.

—Pearl Darbounne

LAFAYETTE

Melanie Hopkins, customer contact clerk, spent her vacation in the hospital with her husband Pat, who was recovering from an operation. Pat is now well and happy to return to work.

Another September vacationer was Lorraine Talley, customer clerk. She and hubby, Jim, drove to Lorraine's home state of Iowa. On their return trip they spent several days in San Diego and Las Vegas.

Carmen Guidry, switchboard operator, left GSU on September 29 to move to Houston, where her husband, Glenn, has been transferred. A farewell party was held in her honor and fellow employees presented Carmen with a pair of jade earrings.

Charles Gary, sales supervisor, and family visited the Astrodome recently. The family also drove to Mexico where they attended a bull fight.

Earl Broussard, commercial sales representative, attended a commercial cooking school in Chicago during September. Earl said it was a wonderful experience as well as an interesting one.

J. W. Lamm, district superintendent, and family vacationed in their home town of Denham Springs. He says he is ready to take the oath of a "full fledged Cajun."

The employees of the Lafayette plant would like to extend a big Cajun welcome to Mrs. Betty Miller who is the new switchboard operator. She originally hails from El Paso, but lives in Scott, La., her husband's hometown.

Horace LaCombe, residential sales representative, was recently appointed executive coordinator for the Lafayette Youth Council.

Happy birthday for the month of October goes to Horace LaCombe, Lorraine Talley and Bobbie Denais.

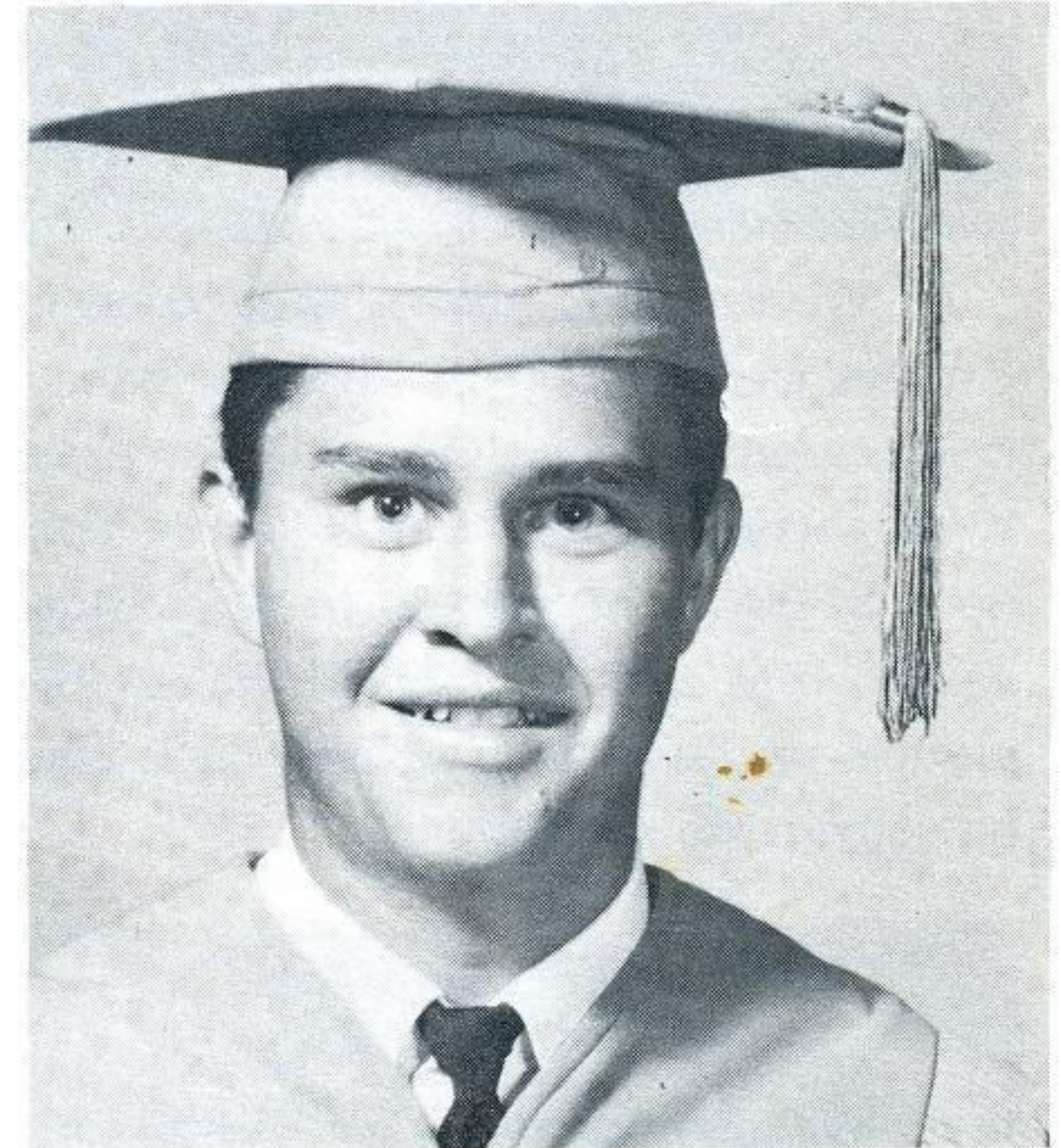
—Bobbie Denais

NELSON STATION

Darrell Wayne Ney is the name of a brand new son born to Mr. and Mrs. Harold A. Ney, September 18. Harold

is an equipment operator at Roy S. Nelson Station. Darrell, who weighed in at 8 lbs. and 8½ ozs., is the third boy for the Neys.

CLEVELAND



Pictured here is Larry Dinkins, son of Mr. and Mrs. T. J. Dinkins. Larry, a 1967 graduate of Cleveland High School, has joined the USMAC and is now in basic training in San Diego. Mr. Dinkins, assistant senior engineer—Cleveland, and his family are looking forward to Nov. 3 when Larry will be home on leave.

NECHES STATION



Busily peeling shrimp at a party given in their honor by fellow employees at Neches Station, are Bob Haynes and C. M. O'Brien who retired recently. More than a hundred Gulf Staters were in attendance at the event, held at the assembly room at Neches.

—Sheldon Fruge