



April, 1960 Vol. 38, No. 4

James S. Turner

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,		
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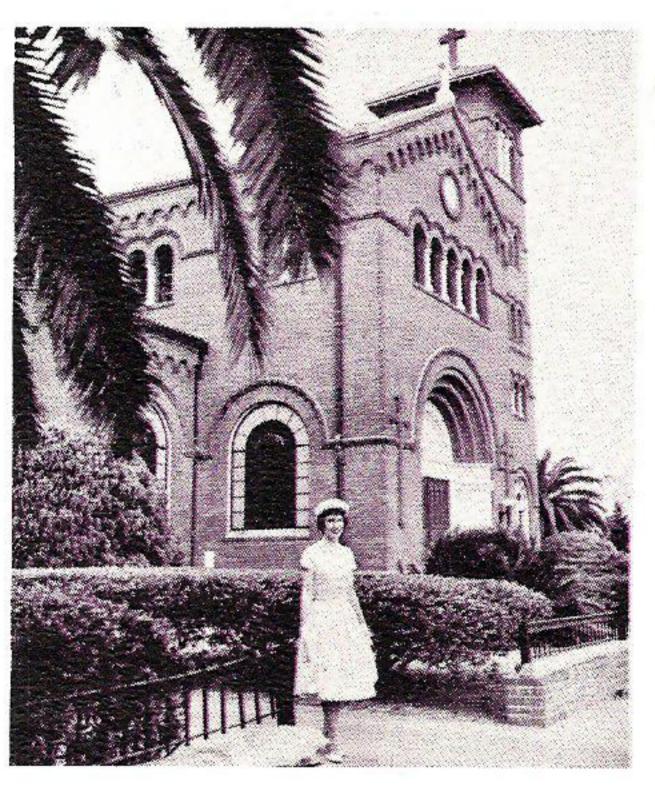
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Rosemary							
Loraine I	Dunham .				\mathbf{T}	&	D
Elizabeth	Whatley			Ne	eder	·la	nd

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

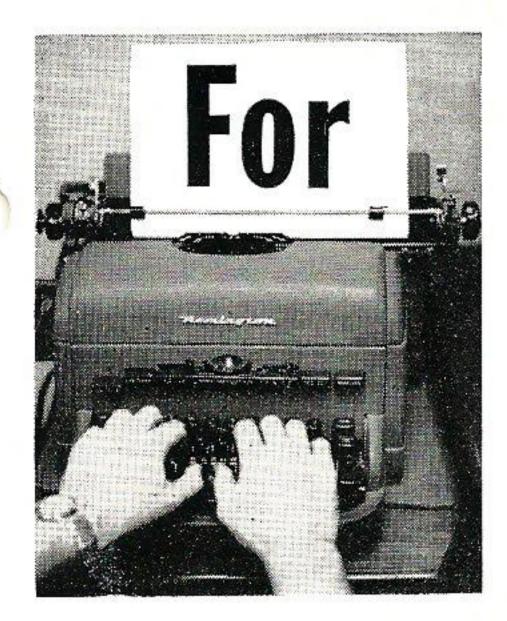
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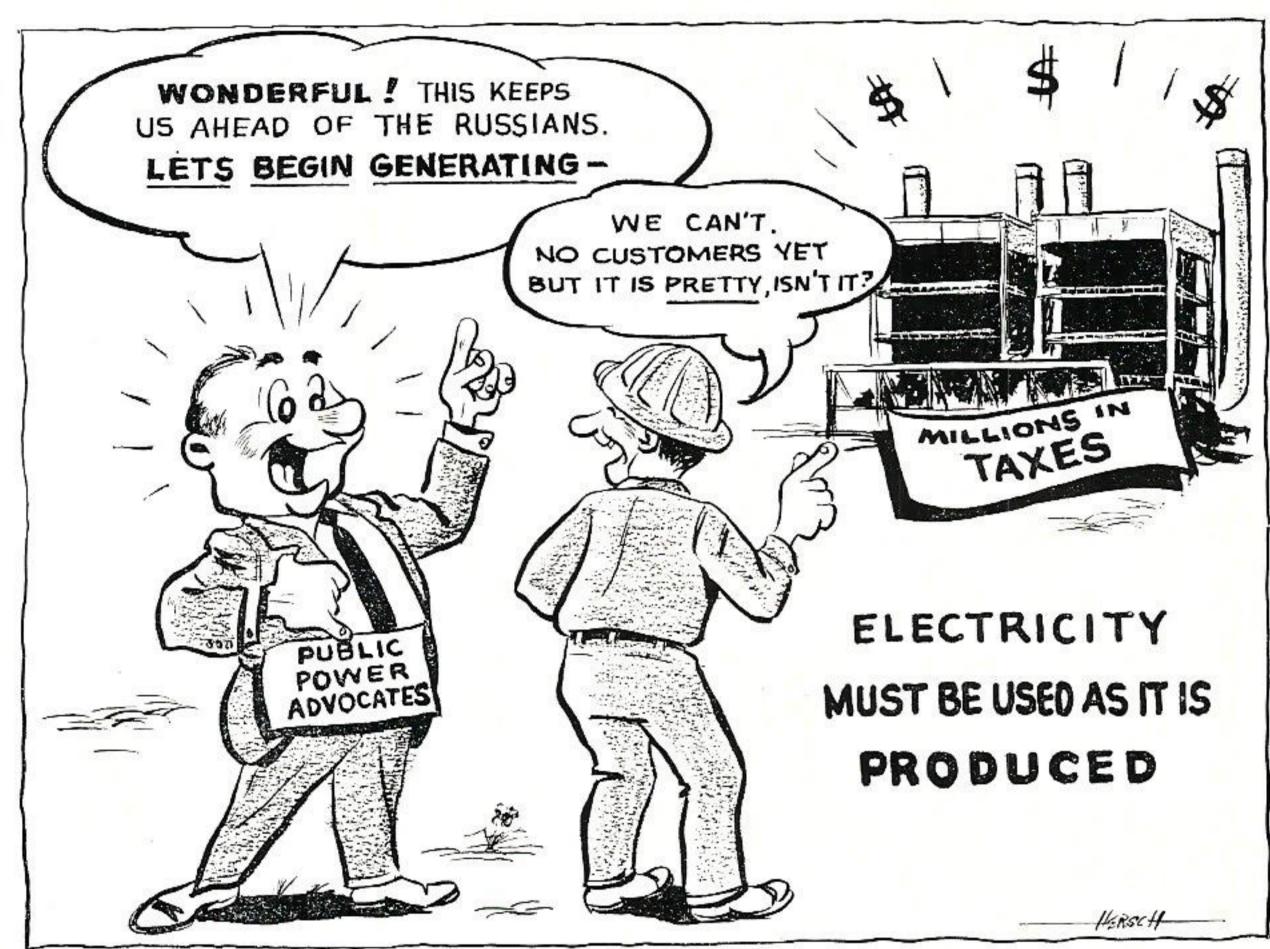
OUR COVER



What more pleasant way could you find to herald the coming of Spring, the spirit of Easter Sunday and the beauty of women than this month's cover? Spring is in the air, and in our footsteps. Modeling a new spring fashion in Easter clothes is lovely Helen Roach, clerk in Customers Accounting in Lake Charles. Forming our Easter Sunday background is the Immaculate Conception Catholic Church on Kirby Street, Lake Charles. And, to top all this, you'll find other attractive Gulf Staters modeling spring fashions for office wear, sports and parties, inside. Miss Roach's ensemble is from Riff's, Lake Charles.



Your Information...



A Race The Winner Loses

REP. Bruce Alger (R-Tex.) answers the argument that Russia is outstripping the United States in economic growth as follows, according to the "Roll Call" for March 30, a newspaper that reports Capitol Hill matters of interest:

Rep. Bruce Alger, (Tex), reports: "If we traded places with Russia we'd find ourselves producing only 2/5 as much steel, ½ the hydro-electric power, ½ as much oil, and ½ as much aluminum; 10 per cent as much natural gas, ¼ as much copper, and only 5 per cent as many electric motors.

"To get in Russia's shape, we would have to abandon 14 out of every 15 miles of highway, destroy 19 out of every 20 autos and trucks, scrap two out of every

three miles of railroad track and 60 per cent of our freight cars, and sink eight out of every nine merchant ships. And we think we've got problems! If we traded places with Russia, our only gain would be a rocket on the moon!"

Public power agitators for a crash federal power plant construction program, have been saying "unless we speed up or they slow down, the Russians will overtake us in power plant construction in 15 years."

To this President Nelson recently made a common-sense reply. "Building power plants with no consumers in sight, for the mere sake of beating the Russians, makes about as much sense as building superhighways in the Sahara Desert."

Amen, Mr. Alger. Amen, Mr. Nelson.

Our Annual Report

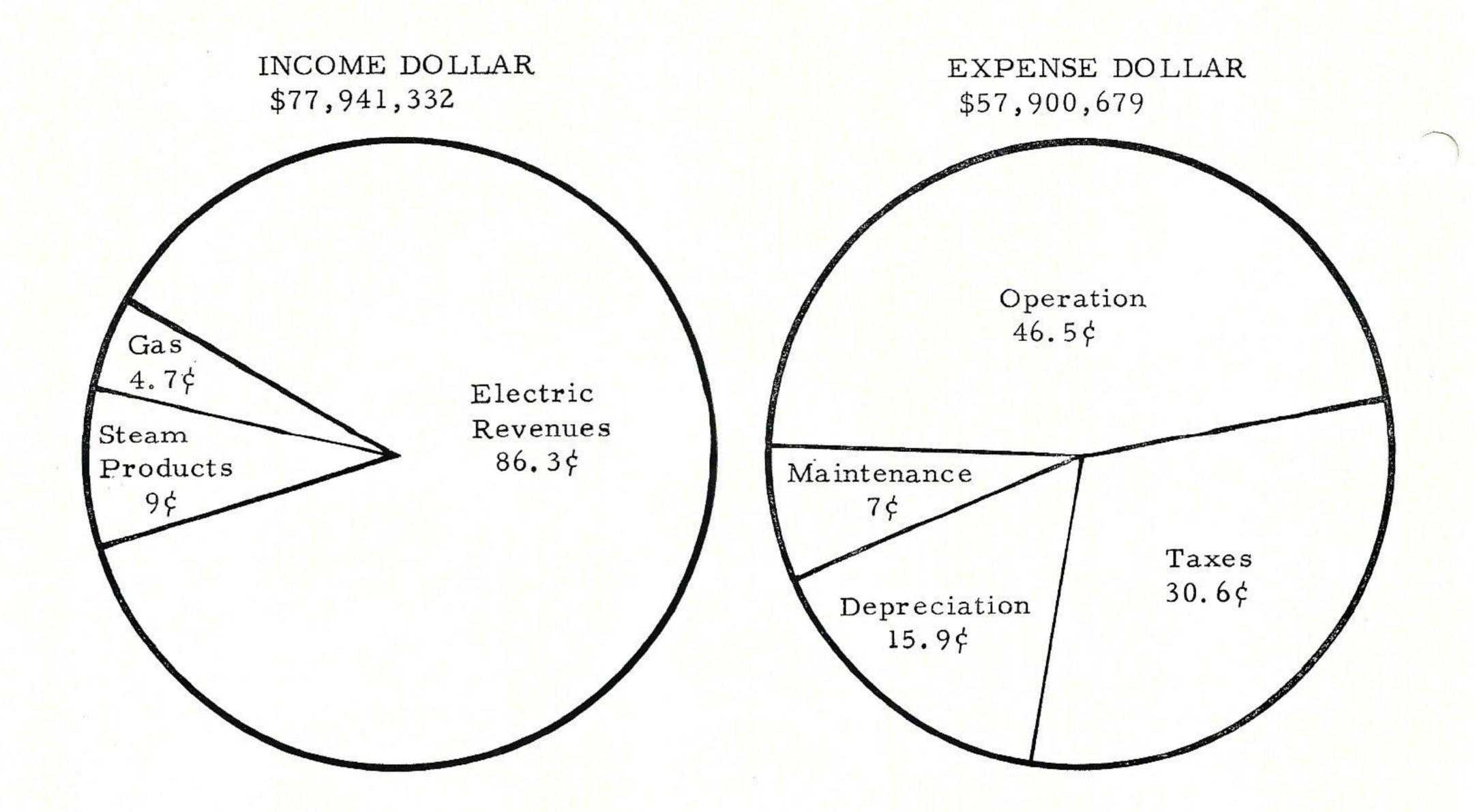
IF, as generally accepted, electricity use is an accurate measurement of economic health, the 28,000 square mile area of Louisiana and Texas we serve is as fit as a fiddle.

High lights of the 1959 Annual Report to our 17,300 shareholders bear this out. During the past year:

- Average annual use per residential customer increased by 320 to 3,688 kilowatthours, or 9 per cent which is above the national average.
- Total kilowatthour sales increased 25 per cent.
- System peak load passed the 1,000,-000 kilowatt mark, reaching 1,-040,800 kilowatts - a 19 per cent increase.
- Net generating capability increased from 844,000 kilowatts to 1,177,000 kilowatts, or 39 per cent.
- \$55,962,000 was spent on new construction and improvements.
- \$26,000,000 of First Mortgage Bonds, 250,000 shares of Common Stock and 100,000 shares of Preferred Stock were sold, for an aggregate of \$51,952,000.
- Common Stock split two shares for one.
- Earnings per Common Share increased from \$1.29 to \$1.36.
- Dividends increased on an annual basis from 90¢ per Common Share to \$1.00.
- Fuel clauses, designed to recover increases in cost of fuel for power generation, are now included in all electric rates.
- Net income increased \$1,946,288, or
 14 per cent over 1958.

The 79 per cent of us now having an ownership interest in the Company are leading a triple life, corporately speaking. We're employees, owners and customers, all rolled into one. And, from all three viewpoints, we're tickled to death to know that our team is on the ball.

-JST



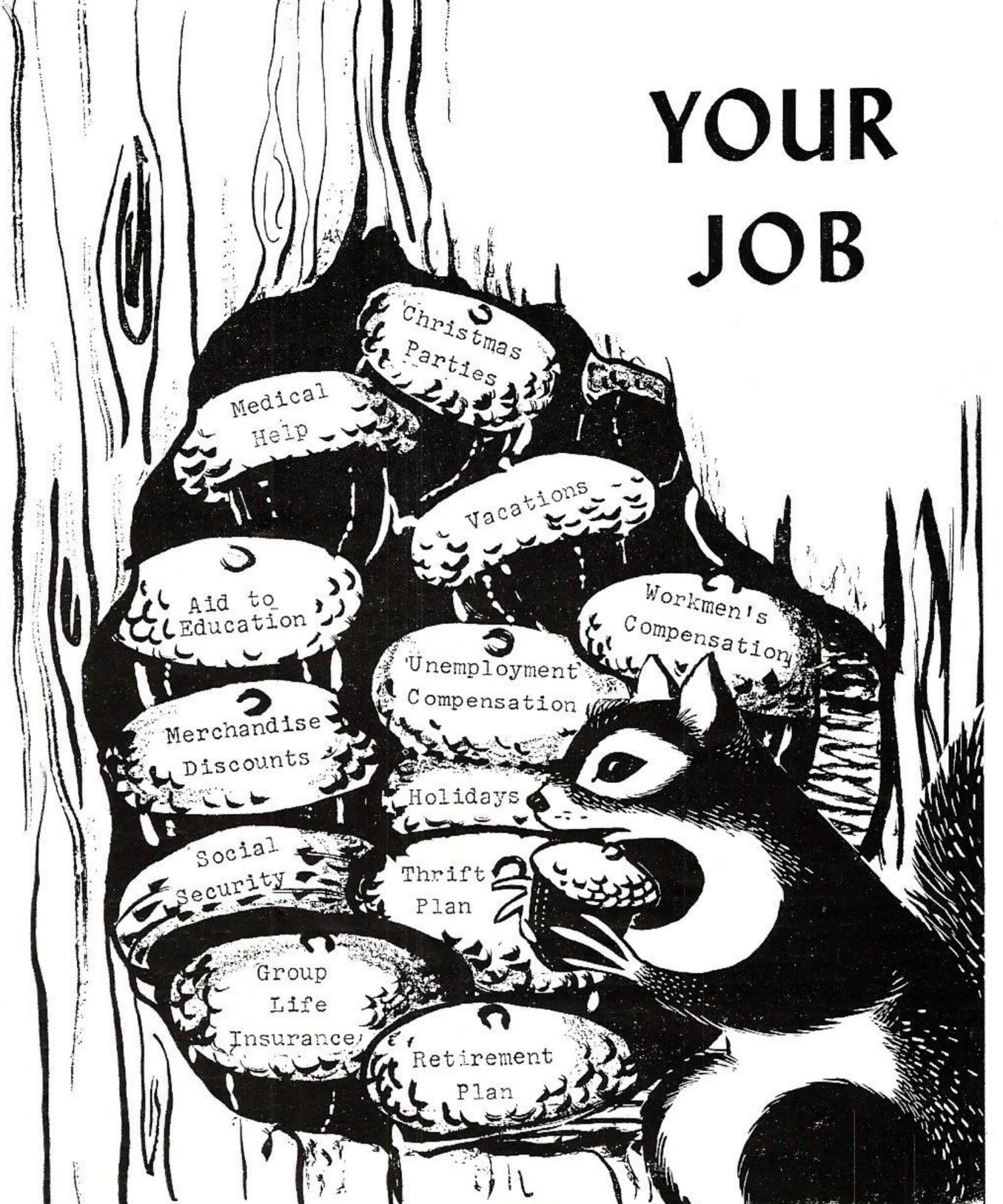
1959 ANNUAL REPORT TO YOU

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Electric Dept.	
Residential and Rural	\$25,205,391
Commercial	17,681,003
Industrial	20,893,617
Other	3,548,205
Total	\$67,328,216
Steam Products	6,982,941
Gas Department	3, 6 30,175
Total	\$77,941,332



OUTLAY	
For Support of Gov't.	\$17,735,957
For Operation and Maintenance	30,932,474
For Depreciation	9,232,248
Total	\$57,900,679
Net Operating Revenue	
Other Income	
Gross Income	\$20,127,165
Deductions from Income:	
Interest and Amortization on	2 1 00 100
Less interest charged to	6,103,488
construction	1,999,015
Total Deductions	4,104,473
Net Income	16,022,692
Preferred Dividends	2,365,200
Applicable to Common Stock	13,657,492
Common Dividends Paid	9,297,481
Reinvested in Business	\$ 4,360,011



EMPLOYEE BENEFITS

-1959

Valuable Side Assets

Make Jobs Better

AN important part of the Company's 1959 operating dollar was spent for certain employee benefits. Last year the Company paid out an average of \$1,168.92 for these benefits for each regular Gulf Stater. The following shows how the total of \$3,262,452.66 was spent:

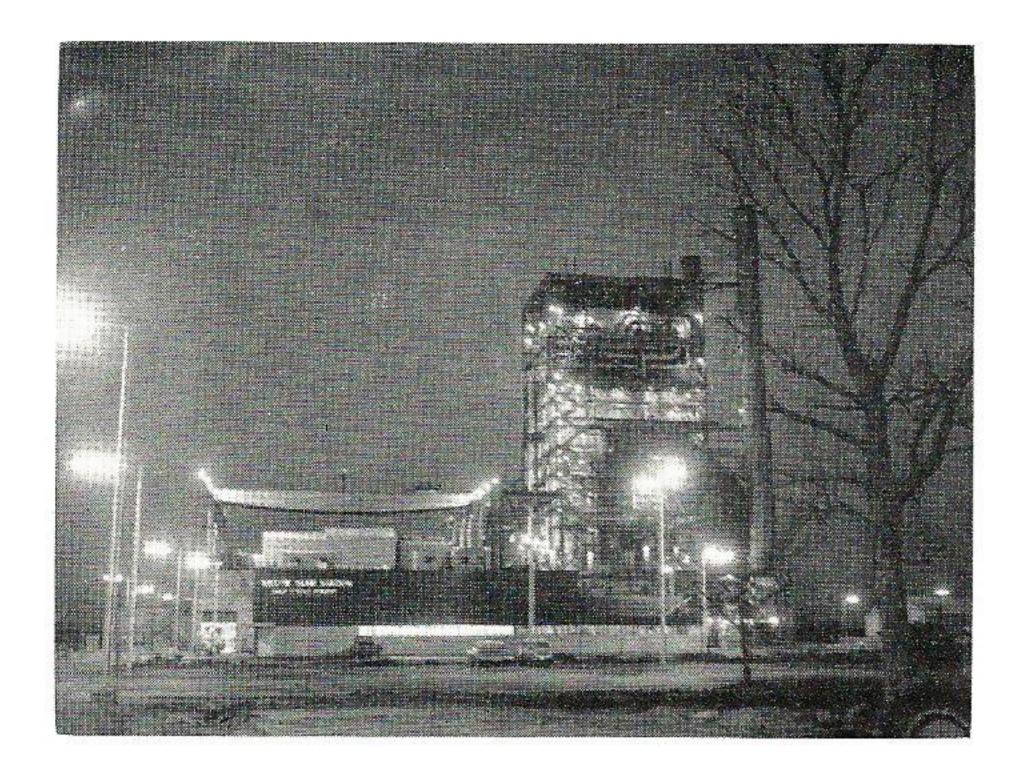
Pay for time not worked:

Vacations \$	837,418.23
Holidays	416,558.21
Other excused absence (illness, jury duty, etc.)	247,247.36
Workmen's Compensation (including of legal requirements)	g excess 15,240.51

Total \$1,516,464.31

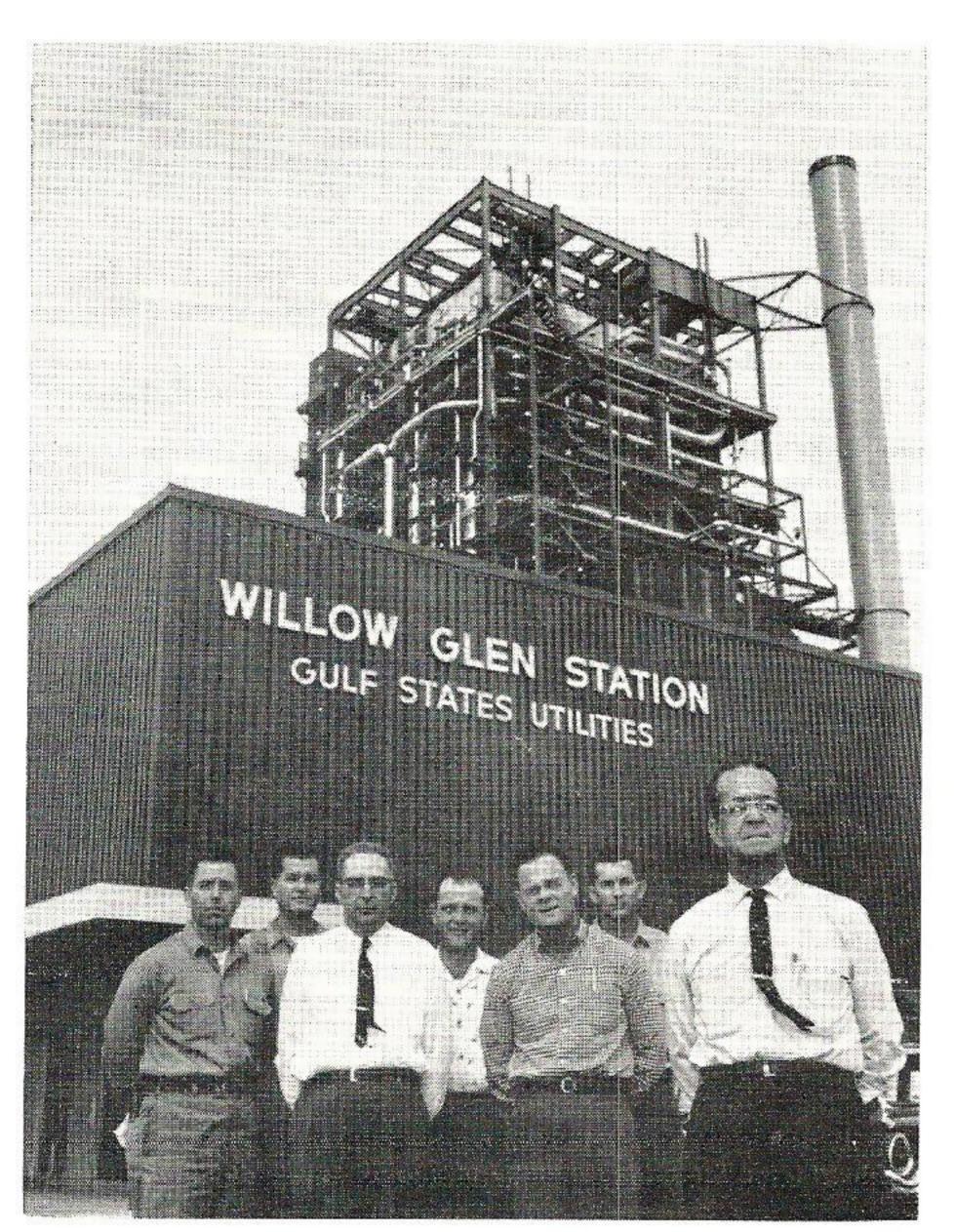
Employee welfare costs:	
Thrift Plan	\$ 289,532.39
Retirement Plan (current and	
past service)	711,794.71
Social Security Tax	
Group Life Insurance*	
(See page 8)	26,139.70
Hospitalization and Surgical	
Insurance	80,932.56
Unemployment Compensation	42,573.86
Aid to Education and Training	
Program	95,617.76
Christmas parties, recreation,	
etc	15,096.41
Merchandise discounts	172,968.66
Total	\$1,745,988.35
Total cost of employee benefits	\$3,262,452.66
* Rebate from Travelers Insurance of \$37,571 applied	to 1959 payment is

* Rebate from Travelers Insurance of \$37,571 applied to 1959 payment included.



WILLOW GLEN GOES ON THE LINE

Some of the operating personnel of Willow Glen Station. FROM LEFT. Leo Herrington, master repairman; Floyd Langlois, test supervisor; W. L. Jones, maintenance supervisor; J. E. Cifreo, master electrician; D. V. Garon, operations supervisor; Morris Jenkins, electrician second class, and A. J. Matherne, superintendent of Willow Glen.



Page 4

A few decades ago, in the riverboat and plantation era, sugar cane and cotton grew near the banks of the Mississippi River just south of Baton Rouge. Today the towering boiler stacks of the Company's newest power plant, Willow Glen Power Station, stand — a symbol of the area's growth and progress.

After two years of construction, the 162,000-kilowatt turbo-generator produced its first kilowatts of electricity during a preliminary run near midnight, Tuesday, March 22.

Almost 1,900 pounds of steam pressure, forced against the blades of the massive unit, started the rotor of the generator to turn at 3,600 rpm for the first time. It reached a peak of 160,000 kilowatts.

One of the most advanced of its type, the station's principle units are the boiler (with the capacity to convert 600 tons of water into steam each hour), and the 162,000-kilowatt—or 215,000 horsepower—turbo-generator. This unit has the capacity to supply all the present power requirements within an area of 50 miles of Baton Rouge, except that of local industries.

Delivery of Generator Was Big Job

The 216-ton generator was installed last May. It was shipped on a special railroad car of 32 wheels which could move only during daylight hours and at a speed of less than 25 miles an hour. It took 22 days for the equipment to arrive from Pittsburg — a distance of 1,200 miles.

The volume of the fire box of the boiler is 86,000 cubic feet, or the equivalent of five full size, three bedroom homes. The plant will operate at 1,000 degrees F, or twice the temperature of the steam produced 27 years ago in the Company's old Baton

Rouge power station on Government street.

The station will generate three times as much power per unit of fuel as did the old station and thus operates far more economically. Natural gas will be used for fuel, and at full load the consumption will reach 40-million cubic feet per day.

The plant was also designed so that it can be converted to use coal as fuel in place of natural gas, if ever the need should arise.

Power Stations Are Mighty Thirsty

A startling amount of water will be used to condense the steam back into water after it has given up its temperature and pressure so that it can be used over and over again on a continuous cycle in the boiler.

The condenser on the turbine, which has the same function as the radiator on an automobile, will contain 80 miles of bronze tubing through which will pass 100-million gallons of water every 24 hours.

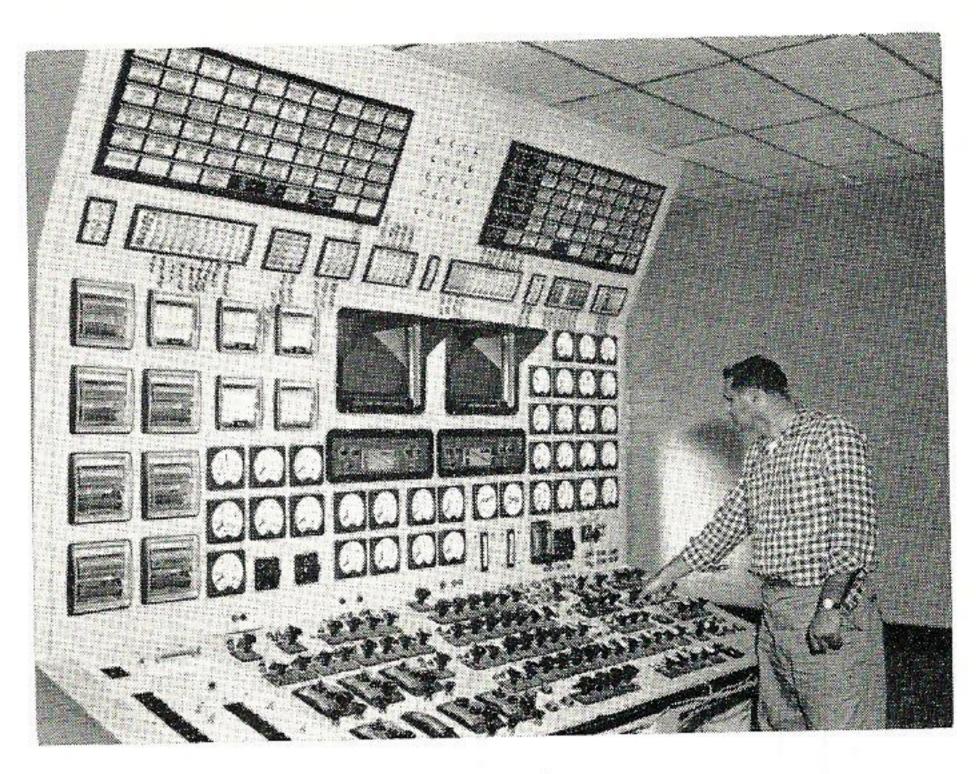
If this amount of water was loaded in railroad tank cars it would form a solid train extending from Baton Rouge to New Orleans, or a distance of about 90 miles. All this water will be returned to the river 15 to 20 degrees warmer but with no impurities added. Pipes used to carry the circulating water are large enough for a truck to be driven through.

A special engineering design feature incorporated in the double circuit transmission line constructed over the Mississippi River for Willow Glen Station achieved material cost savings through a reduction in the height of the towers and the length of the span. In an unusual arrangement, the suspension towers for the new 230 kv transmission line are placed on the river side of the levees.

The crossing is located at a point where the river channel is in the center of the river bed. At this point, there has been no bank erosion in the last 50 years, leading engineers to believe that there will not be any erosion in the future. The foundations were so designed that their stability would not be impaired by flood conditions or ordinary erosion of the bank.

Placing the towers on the river side of the levees with high concrete foundations, on piles extending above high water level, permitted a span of 3,830 feet between towers. This compares with a span of more than 5,100 feet which would have been required if the towers had been located on the land side of the levees.

Required tower height was reduced from a figure of more than 650 feet to the 421-foot height as installed, thus resulting in substantial savings.



At the compact control panel for the generating station, Equipment Operator Joe Charleville checks the gauges.

Huge water pipes run over the levee into the Mississippi River, to carry cooling circulating water to and from the boilers.





Roy S. Nelson, president and chairman of the board, gets a hand from Edgar Brown Jr., Orange businessman, in turning the first shovel

of dirt at the groundbreaking ceremonies for the new Sabine Power Station. Representing Orange county are: Jack Dardeau, mayor of

West Orange; Howard Peterson; C. H. Meeks, mayor of Orange; Edgar Brown II; and T. O. "Doc" Charlton, district superintendent.

Ground Broken For Sabine Station

A view of the crowd that attended the ground breaking ceremonies at the site of Sabine Power Station.



THE "spadework" for our sixth power station was formally begun on March 17. That's when some 75 Sabine-Neches area city and county officials joined Company representatives at groundbreaking ceremonies for Sabine Power Station at Bridge City.

Although the raw weather hardly favored the occasion, a spirit of confidence in the area's future helped warm the guests, as Roy Nelson, chairman of the board and president, wielded the traditional shovel, marking the beginning of a new phase of industrial development for the Sabine-Neches area.

Sabine Power Station will be the first built by the Company in Texas since Neches Station was completed in 1926. The first 220,000 kilowatt turbogenerator unit, to be completed by 1962, will be the largest ever added by Gulf States. The station is expected to be pouring 440,000 kilowatts of energy into the system by 1964. Due to the continuing growth of the Sabine-Neches area, the original construction timetable has been moved forward so that the second 220,000 kilowatt turbo-generator unit, originally scheduled to be installed in 1964, will be completed in 1963.



Ray W. Salo, lecturer with General Electric's, "Adventures in Science", demonstrates the action of sound vibrations by blowing out a candle with vibrations caused by firing a blank cartridge into the large end of a megaphone to West Orange High School students. Left to right are: Rhonda Wray; Robert Sims; Lynda Owens; Mrs. Mattie Bossart, biology instructor; Mary Jane Robicheaux; Walter House, sales supervisor, Orange; and Bruce Canter, chemistry and physics instructor.



William B. Turner, also with General Electric's "Adventures in Science", travelling stage show, uses a photoelectric cell connected to a loud-speaker and a variety of light sources to explain the conversion of light to sound by means of electrical impulses to Port Acres High School students. Left to right are: Barry Dattalo; Threcia Fails; B. P. Bearden, instructor of chemistry, biology, and physics; and Kirby Jones, supervisor of sales, Port Arthur.



9,700 Area Students Watch as G. E. Dramatizes . . .

Challenges of the Space Age

SHARP, sudden explosions . . . orbiting satellites . . . sounds of a marching band, all of these were a part of General Electric's, "Adventures in Science", the travelling stage show sponsored by our Company in the Sabine-Neches - Lake Charles area last month.

The approximately 9,700 high school and junior high school students who attended the various presentations, witnessed the challenges of the Space Age, and saw the many opportunities for contributing their talents to the nation's progress.

"Adventures in Science" succeeds the famous, "House of Magic", and consists of a series of scientific demonstrations, tracing the progress and developments in science that made possible our entry into outer space. Some of these demonstrations were: a chemically treated screen which stores light and retains the performer's shadow after he walks away; chemicals which glow in the dark; lamps that light without wires; imploding soap bubbles; centrifugal force demonstrations showing how a

satellite orbits the earth; a device which converts heat directly into electrical energy; and sound demonstrations explaining high fidelity and stereophonic sound. One of the demonstrations that proved fascinating to most of the students was the creation of a large cone of a hardened foam-like plastic from a handful of chemicals while the lecturers gave students a formula for progress and success.

"Adventures in Science" is part of a continuing program on the part of our Company and General Electric to emphasize to students the importance of thinking about their futures. It supplements the work of teachers, guidance counsellors, and parents in the over-all effort of stimulating the minds of our youth.

Two teams of G. E. showmen are presenting the program this year for high schools in four different sections of this country, and an international unit is appearing in South Africa and in Yugoslavia.



DADDY'S HERE!

But
Suppose
He Weren't?

FOR a picture of family happiness at the end of a day, nothing quite matches the scene at left. Father is home. All's well. Mrs. Gulf Stater breathes a quiet sigh of relief.

But suppose Dad didn't come home? Suppose he becomes one of the appalling U. S. statistics compiled by the 1960 World Almanac? What happens if heart disease (907,870 fatalities in '58) or cancer (252,320 dead same period) or a traffic accident (38,620 died on the highways in 1958) keep him from returning to his loved ones one day?

No words, no deeds of kindness, nothing could erase the family's grief at the unexpected loss. Time alone would help heal the ache. But a family goes on living, and that takes money. Now that the breadwinner is gone, where will the money come from?

In the Gulf States' family, a substantial amount will be provided by the deceased employee's Group Life Insurance, which he and the Company have kept in force since the Gulf Stater became eligible to participate, six months after employment.

Do Mr. and Mrs. Gulf States know the extent of security provided by the Group Life Insurance program? Chances are many don't. Believing that they would be interested in our findings, we asked E. A. Werner, vice president in charge of personnel, what we thought were pertinent questions. Mr. Werner Interviewed

Q. How do you rate Group Life Insurance as an employee benefit?

A. Group Life Insurance is one of the most valuable employee benefits

Our thanks to W. A. Cain, his wife, Katherine, and daughters Karen and Carla, our models for this picture. Mr. Cain is a utility foreman in the Beaumont T & D Department.

our Company provides. During the policy year ending October 1, 1959, 16 death claims, totalling \$122,000, were paid and four permanent total disability claims were established. Under normal conditions, as soon as we learn of an employee's death, our Claims Department contacts the insurance company's claim office and arranges for payment to the beneficiary usually within 24 hours.

We continued questioning Mr. Werner.

Q. How long have we had a Group Life Insurance plan?

A. Since 1930. The program has changed considerably, mainly to provide more protection for employees as our economic situation has changed.

Q. Is participation compulsory?

A. For regular employees, it is a condition of employment, much as participation in our safety and training programs, both designed to keep us alive and healthy, are conditions of employment. The employee enters the program upon completion of six months service.

Q. How much insurance does each employee have in force under the plan?

A. That depends on his annual salary. The amount is about 1.8 times the annual salary. We now have more than \$28,000,000 of Group Life Insurance in force.

Q. How much does the insurance cost the employee?

A. It averages almost 40 cents for each \$1,000. The payment is deducted monthly from the mid-month paycheck. The Company pays all costs above the employee's contribution.

Q. How does this cost compare with what the man in the street would have to pay for a similar policy, including permanent and total disability provisions?

A. I have talked to an experienced insurance man in the area and he advised that Term Expectancy Insurance is the most comparable type of coverage written on an individual basis. This type of insurance, at the present time, would cost an individual, age 40, approximately \$18 annually for each \$1,000 of coverage, plus another \$6 to \$10 for the inclusion of the permanent and total disability coverage, which, incidentally, not all insurance companies will include. That means that it would cost a non-Gulf Stater, at age 40, approximately \$24 to \$28 an-

nually per \$1,000 as compared to the \$4.80 being paid under our Group Life plan.

Q. What are other advantages of the Group Life Insurance plan for employees?

A. As mentioned, the plan also includes provisions for payment of permanent and total disability benefits. An employee who establishes that he is permanently and totally disabled before reaching age 60 is paid the full face value of his policy in monthly installments. Since the Group Life plan's beginning, 26 policyholders have benefited by the permanent and total disability provision. Another advantage to the policyholder is that if he should die within 31 days after termination of his insurance, and this insurance plan is in effect, the life insurance in force on the day he left will be paid to his beneficiary. Also, if an employee leaves the Company, he can convert his group insurance, without physical examination, to an individual policy with Travelers (except term insurance) provided written application is made within 31 days after termination. He would, of course, pay the appropriate rate for his attained age.

Q. What happens to his Group Life Insurance policy when the employee retires?

A. The amount of his insurance and his contribution will decrease in proportion to his annual income from the Company's Retirement Plan and primary Federal Social Security payments. Let's say a man's annual salary is \$5,400. He pays \$3.80 a month for his \$10,000 policy. Upon retiring, his retirement and Social Security payments will add up to about \$2,700 annually, so he will pay \$1.40 a month for a \$5,000 policy.

Q. Will you explain the permanent and total disability provisions of the Plan?

A. Four Gulf Staters established permanent total disability claims in 1959. The five employees held a total of \$36,000 in Group Life Insurance. Each employee began receiving monthly payments and will continue to receive these payments until the full face amount of his policy is depleted. If the policyholder were to die before the full amount is paid, his beneficiary would receive the unpaid balance.

Q. Can an employee change the beneficiary of his policy?

A. Certainly. In fact, we urge all employees, especially the younger

folks, to remember to change the designation of beneficiaries when the individual situation changes. We've had cases where it was possible for the surviving widow and children to be denied the employee's insurance because he had failed to change beneficiaries after his marriage. Fortunately, most of these cases involved parents who did the right thing by relinquishing their legal claim to the money. Any time a man's situation changes, such as having a daughter marry, necessitating a change of name, or a son finish college, and the policyholder wants to be sure another son or daughter would have the same financial help if something were to happen to him, he can change his beneficiary to provide the financial help to the younger son. The same is true of any other life insurance policies the employee is buying.

Q. Has the Group Life program changed much in 30 years?

A. It has. Twenty years ago, in 1939, a 42-year-old male employee died in an accident. His Group Life Insurance payment to his widow and two dependent children was \$6000. Today, if the employee in that same job were to die, his family would receive \$12,000.

Q. Do you have any other suggestions about Group Life Insurance benefits?

A. Most employees realize that they and the Company are sharing the cost of this insurance and that it is a valuable, though intangible, benefit they have as Gulf Staters. Being human, some of them may not have their certificates in a safe place, easily available to the beneficiaries. This is a little thing but can save lots of unnecessary bother if the unexpected happens. I'd suggest putting all valuable papers in a safe place, the whereabouts of which is known to all concerned. Treat all insurance policies with the respect they deserve - as purchased contracts guaranteeing to take up where we leave off in providing for those we love.

Mr. Werner answers Group Life Insurance questions asked by Editor Jim Turner.





Filing Seminar 1960 . . .

THIS IS YOUR CLASS PICTURE

A manager of our Company says to his secretary, "Miss Smith, get me the estimates on that new transformer installation at Jonesburg Substation. I need it for a board meeting this morning."

In a typical day, a business executive may need dozens of letters, reports, documents, and so on, as a basis for making intelligent decisions.

In order to have personnel trained to handle the task of filing, 27 employees from throughout the system attended the Remington and Rand Indexing and Filing Seminar held in the General Office Building, Beaumont, each Monday and Tuesday during March.

At the completion of the course

certificates were awarded the graduates of the course by Roy S. Nelson, chairman of the board and president of the Company.

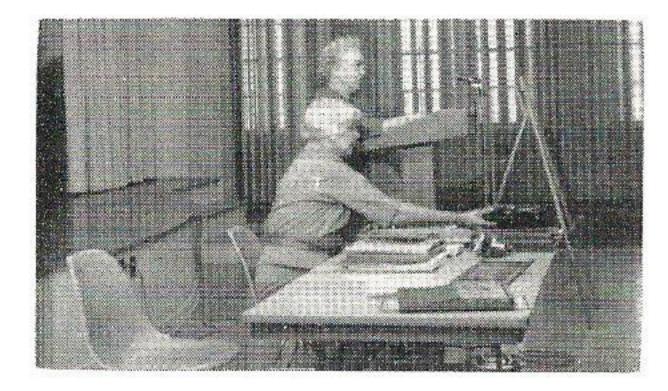
Receiving certificates were: (as seated in the picture above) first row: Barbara Thompson, Safety, Mary Darney, Claims, Pat Fukes, Personnel, Mary Blalock, Claudette Louvier, and Gail McFaddin, Records, Beaumont; Wanda Bradford, T&D, Lake Charles; Margie Force, T&D, Baton Rouge; and Jo Anne Landry, T&D, Port Arthur.

Second row: Lillian Ferguson, secretary to Lake Charles Division manager; Frances Linthicum and Nora Ann Baldwin, Records, Beaumont; Hazel Johnson, Neches Station; Alice Womack, Rate and Depreciation,

Barbara Hood, Statistical, Gloria King, Corporation and Finance, Beaumont; Virginia Plentl, T&D, and Jeannette Sangster, secretary to division manager, Navasota.

Third row: Fay Denny, Sales, Lake Charles; Patti Gietzen, secretary to Beaumont Division manager, Pat Eldridge, Records, Margaret Ann "Polly" Williams, Corporation, Preston Darland, assistant to records management supervisor, Beaumont; Ida Jo Ann Bailey, Gas, Mavis Watts, Sales, and Helen Smith, secretary to division manager, Baton Rouge.

The instructors for the course were Bernardine Krumm, Joan Link, and Mrs. Howard Diers of Remington and Rand.



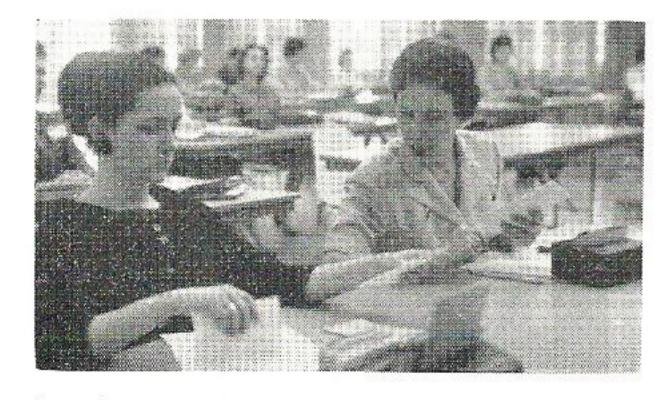
Instructors . . .



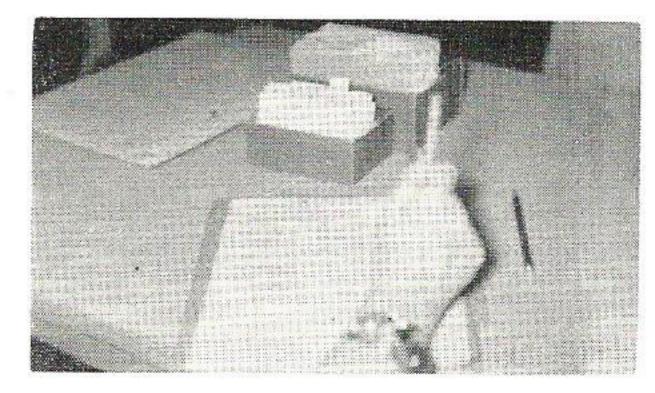
Lectures . . .



Notes . . .



Practice . . .



Tests . . .



Graduation . . .

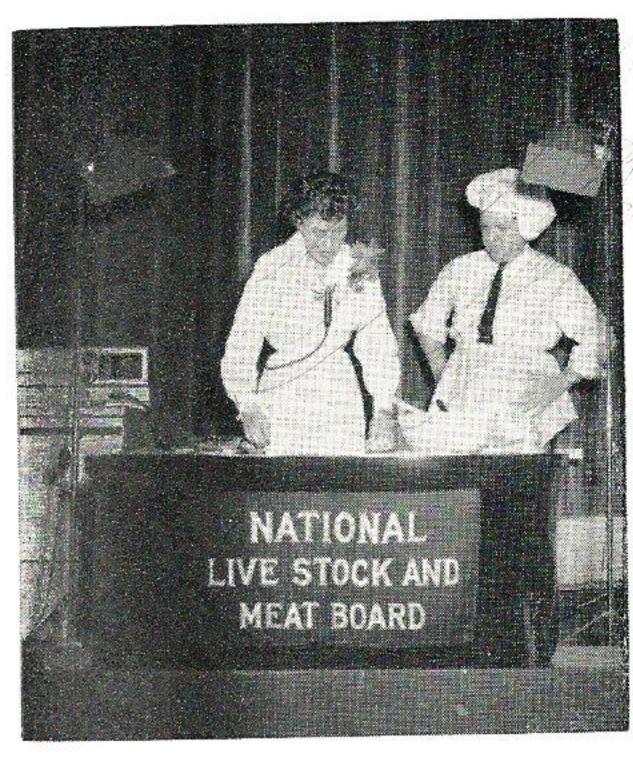
Cooking School

A ROUND 1,700 Lake Charles area people attended the all-electric Kitchen Classics cooking school sponsored by the Lake Charles American Press March 17-18.

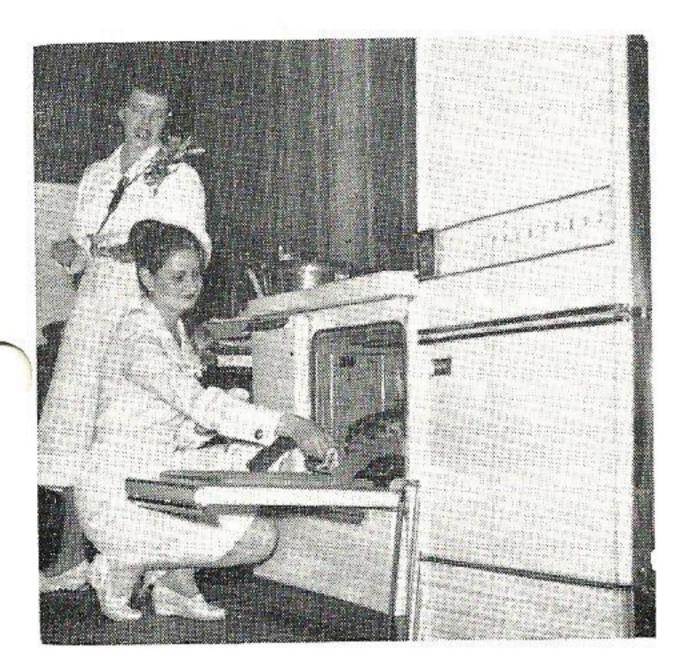
Constance Weiser and June Uebele, home economics for the National Livestock and Meat Board, prepared tasteful recipes during the sessions of the school held in the Pitt Theatre. Armand Volpe of Lake Charles emceed the

program. David Domingue, engineering assistant, Lake Charles T&D Department, dressed as Reddy Kilowatt, assisted with the doorprize drawings. Each person attending the sessions was presented a bound copy of the Kitchen Classics recipes.

Here are just a few of the typical scenes from the Kitchen Classics cooking school.



Straw boss . . .



Cooking . . .



Goodies . . .



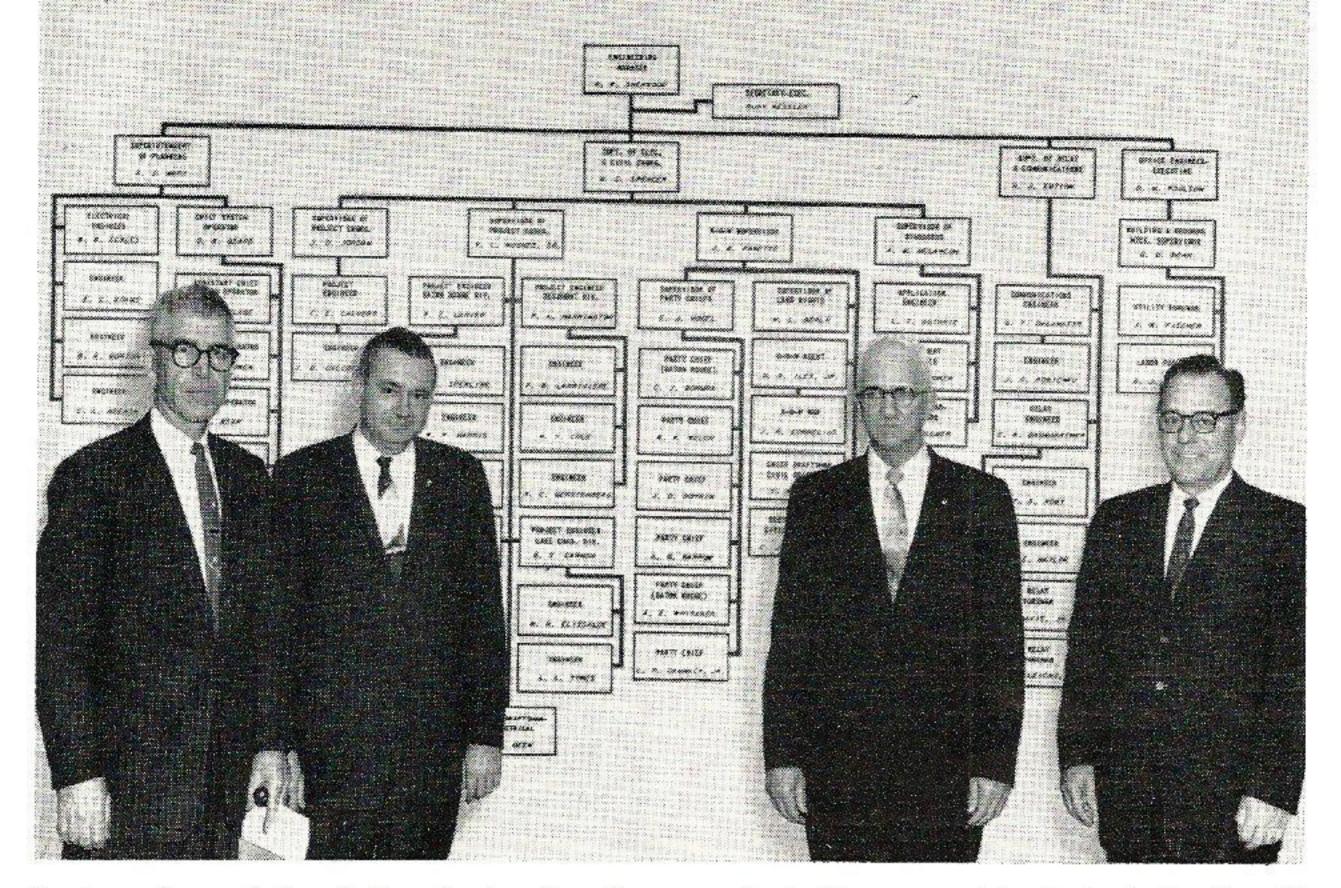
Drawings . . .



Prizes . . .



More Prizes . . .



Four members of the System Engineering Department explained to key personnel at the March department head meetings how that department fits into the overall utility picture. They are R. W. Sherwood, engineering manager, A. J. Mary, superintendent of planning, N. C. Spencer, superintendent of electrical and civil engineering, and J. B. Fanette, right-of-way supervisor, all of Beaumont. In background is System Engineering organizational chart.

March Department Heads Meetings

The Engineering Picture

In the small hours of the morning on Saturday, March 19, the test engineer at Roy S. Nelson Station stood beside the big turbine of the new number three generator. He watched the gauges carefully as the pressure built up. Gradually the 162,000 kilowatt unit began to build up power—80,000, 90,000, 100,000 kilowatts.

Then the 'phone rang.

It was the system operator for Mid-South Electric Company, Pine Bluff, Arkansas, wanting to know, "anything wrong?"

The answer was that we were running a series of tests on the reheat stop valves of the turbine. How did Pine Bluff get into the act?

The people who would expect Pine Bluff or any neighboring interconnected company to call if an unexpected surge of power went into our system are members of the System Engineering Department, Beaumont, four of whom explained some little-known facts of system operations to key members of our Company at department heads meetings held March 28 in Beaumont, March 29 in Lake Charles, and March 31 in Baton Rouge. Mr. Mary

"This Pine Bluff call is a good example of how the nation's interconnected power systems are set up," explained Austin Mary, superintendent of planning. "All 100 members of the interconnected system knew within a short time that we were making this test."

Our Company belongs to a ten million kilowatt "power pool" which helps to assure the area of dependable electric service. To help prevent unexpected service interruptions before they happen, our Company and eleven other independent companies established in 1941 a huge "power pool" known as the Southwest Power Pool. The group maintains an office in Little Rock, Arkansas, which acts as a clearing house and accumulates a large amount of statistical data on the operation of the pool. The power pool enables member companies to interchange power among themselves when an emergency arises.

Our Company is also a member of the Southwest Regional Group within whose structure the Southwest Power Pool lies. The Southwest Regional Group in turn is within the framework of the Interconnected Systems Group. This system has an interconnected capacity of 60 million kilowatts, with over 100 member utility systems and covers parts of 30 states. Some of its members systems are also part of eight other pools and interconnected systems.

Through these systems our Company works with other utilities to cope with day to day operating problems and to plan for the development of our system, Mr. Mary said.

N. C. Spencer, superintendent of electrical and civil engineering, and J. B. Fanette, right-of-way supervisor, explained how their departments fit into the overall picture, citing some of the problems and solutions related to the purchase of the Sabine Power Station site near Bridge City, Texas.

Mr. Spencer

Several years ago, Mr. Spencer said, load trends indicated that a new generating station should be added in the Texas service area. Field work was begun about the middle of 1957 to verify the economics of using various sites. This analysis showed that the site to be later known as Sabine Power Station was the most economical for a generating station that was expected to ultimately have more than one million kilowatts capability. The site best filled the requirements for the new plant—room to expand, plenty of cooling water, railroad transportation, accessibility to loads and existing transmission lines.

Mr. Fanette

Mr. Fanette discussed some of the problems the right-of-way personnel ran into in the surveying and laying out of the rights-of-way at the Sabine Power Station site. While the site is typical of the terrain of our area, with its high ground and marsh, it also presented a number of other problems. There were rights-of-way to be surveyed and secured for the railroad spur, intake and discharge canals and transmission lines. It took a total of 148 crew days of surveying to prepare descriptions for the different installations.

Mr. Sherwood

Through organizational lines the Engineering Department fits into the overall company picture, explained R. W. Sherwood, engineering manager, who presided at the meetings. The Engineering Department must work with the divisions across the system and through the staff organization ties in with Operating, Production, Sales, Treasury, Accounting, Corporate and Finance and other departments. The Engineering Department has more contact with and does more work with some groups than others. On the other hand, all of these groups, the divisions and staff departments are called upon to provide information or data for the Engineering Department. Through these organizational lines, there is give and take.



Mrs. Eunice Surles, right, of Lake Charles, national winner of the \$25,000 Pillsbury Baking Contest for 1959, is shown with Mr. and Mrs. J. W. (Bill) Watson, owners of Watson Electric Company in Jennings, Louisiana. Mrs. Surles baked and served her prize-winning Mardi Gras Party Cake at an all-day open house at Watson Electric Company. Approximately 400 people attended the open house.

IN the recent national Pillsbury "Bake-Off" contest, Mrs. Eunice Surles, Lake Charles, won \$25,000 for her famous "Mardi Gras Party Cake" recipe. Also, Mrs. Surles, who has been an electric range user for years, was presented a new electric range by the General Electric Company.

Here is Mrs. Surles prize-winning recipe:

MARDI GRAS PARTY CAKE

2/3 cup butterscotch morsels baking powder

1/4 cup water 11/4 cups sugar

21/4 cups sifted all purpose flour 3 unbeaten eggs

1 tsp. salt 1 cup buttermilk or sour milk

Melt butterscotch morsels in water in saucepan. Cool. Sift flour with salt, soda and baking powder; set aside. Add sugar gradually to shortening, creaming well. Blend in eggs; beat well after each. Add melted butterscotch; mix well. Add dry ingredients alternately with buttermilk, beginning and ending with dry ingredients. Blend well after each addition. (With mixer use a low speed.) Turn into two 9-inch (or two 8-inch at least 1½

She Bakes Better . . . Electrically

HER CAKE IS RICH

Lake Charles Lady's

"Mardi Gras" Recipe

Wins Her \$25,000

inches deep) round layer pans, well greased and lightly floured on bottoms.

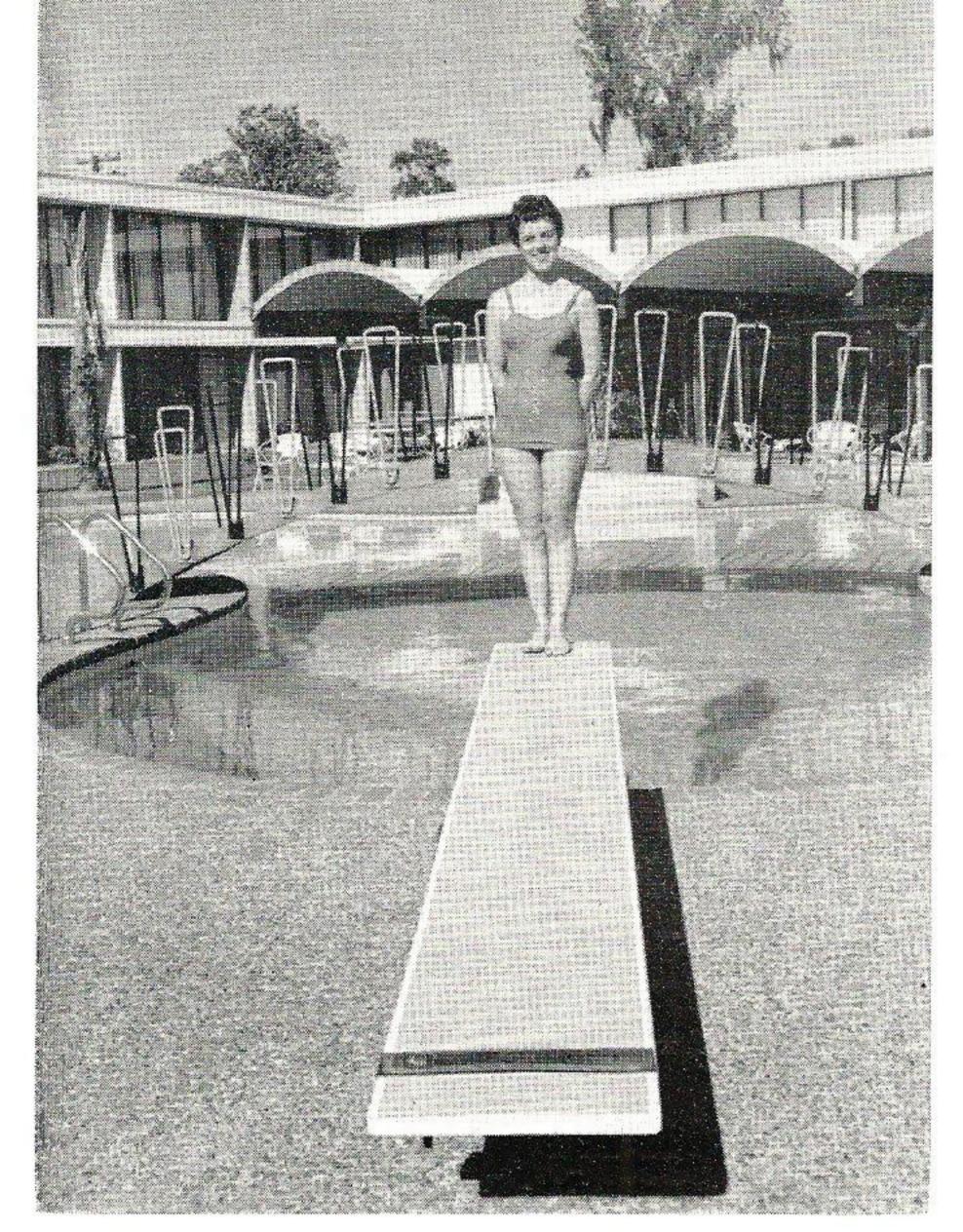
Bake at 375 degrees for 25 to 30 minutes. Cool; spread filling between layers and on top to within $\frac{1}{2}$ inch of edge. Frost sides and top edge with Sea Foam Frosting or whipped cream. Makes two 9-inch layers.

BUTTERSCOTCH FILLING

Combine ½ cup sugar and 1 tablespoon cornstarch in 2 quart saucepan. Stir in ½ cup evaporated milk, 1/3 cup water, 1/3 cup butterscotch morsels, and 1 beaten egg yolk. Cook over medium heat, stirring constantly, until thick. Remove from heat; add 2 tablespoons butter, 1 cup coconut, chopped, and 1 cup pecans or walnuts, chopped. Cool.

SEA FOAM FROSTING

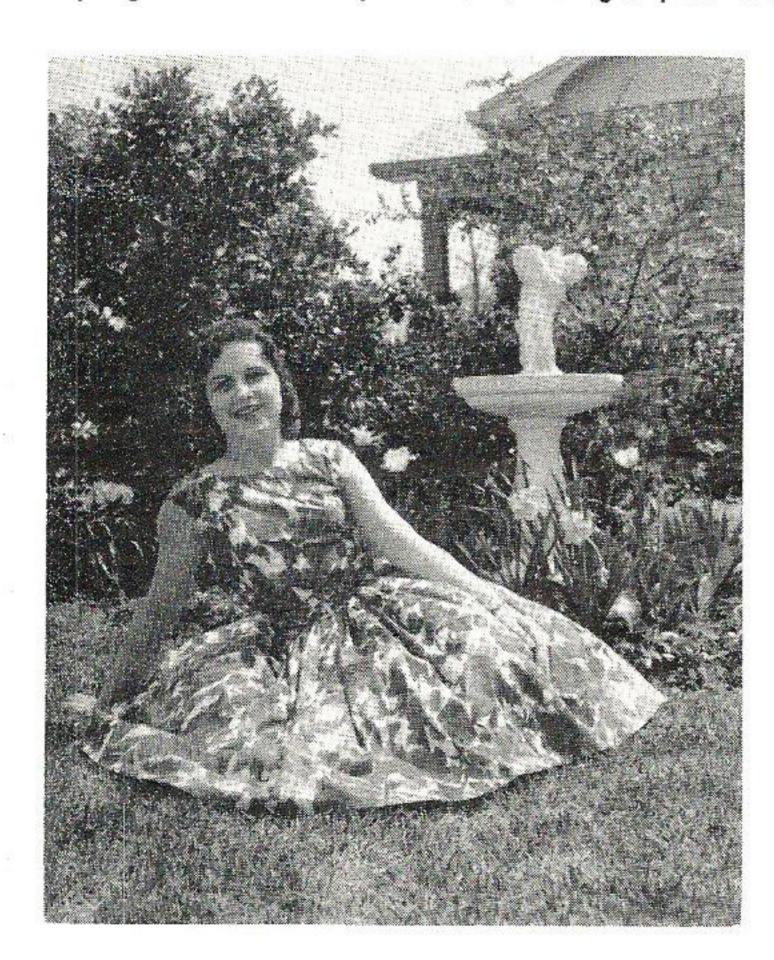
Combine in saucepan 1/3 cup sugar, 1/3 cup firmly packed brown sugar, 1/3 cup water and 1 tablespoon cornsyrup. Cook until a little syrup dropped in cold water forms a soft ball (236°F.). Meanwhile, beat 1 egg white with ½ teaspoon cream of tartar until stiff peaks form. Add syrup to egg white in slow, steady stream, beating constantly until thick enough to spread.



a new bathing suit at the pool at the new Holiday Inn in Beaumont.

BETTY NIXON, stenographer in Sales Department, Beaumont, displays

DOROTHY DICKSCHAT, stenographer in Navasota, demonstrates three styles in spring and summer sports wear. A light print dress for

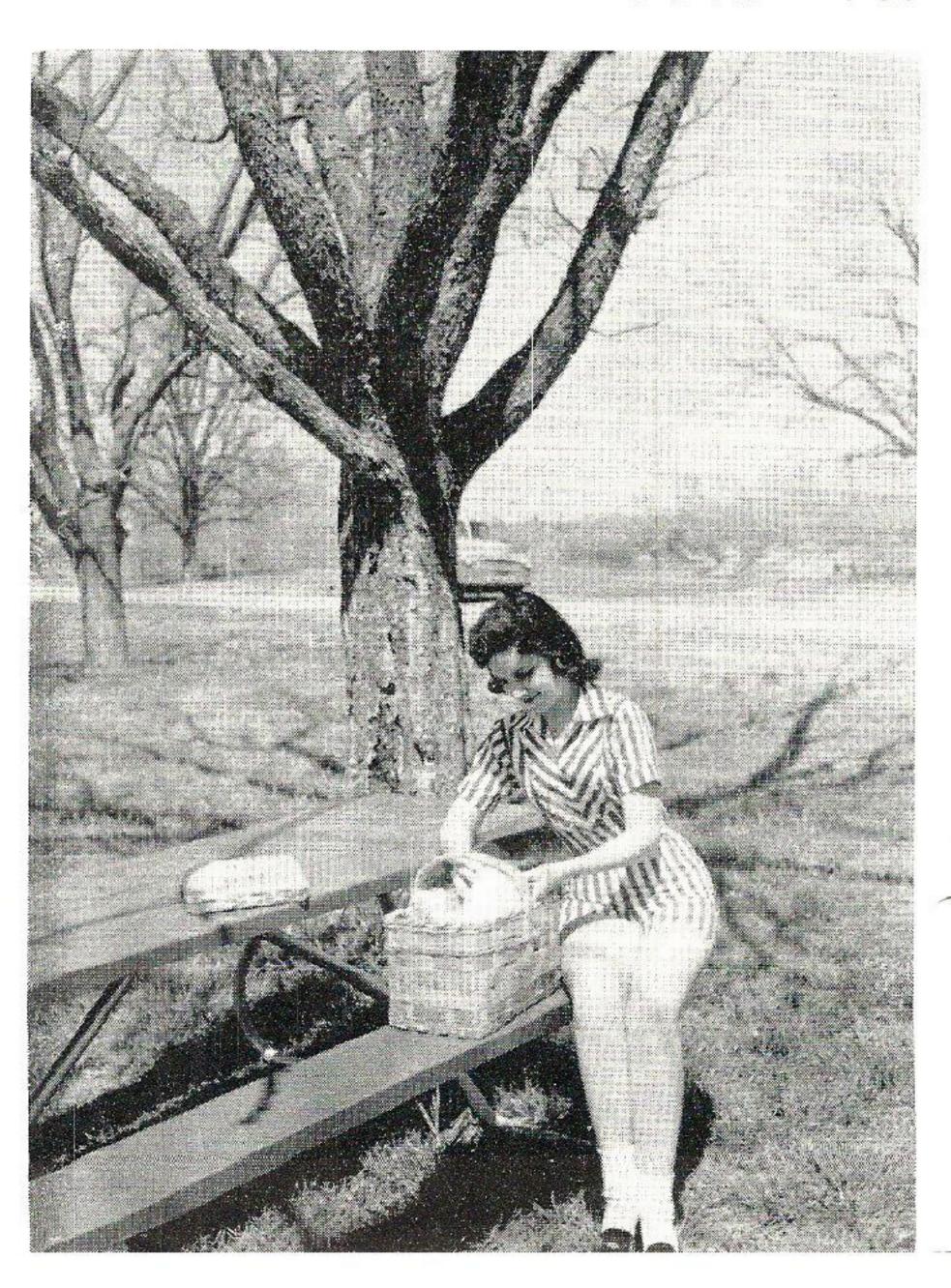


FASHIONS

SPRING

in GSU - Land

coke parties outside; a short-and-shirt combination for a picnic outing; and a toreador slacks for comfortable lounging (opposite page).



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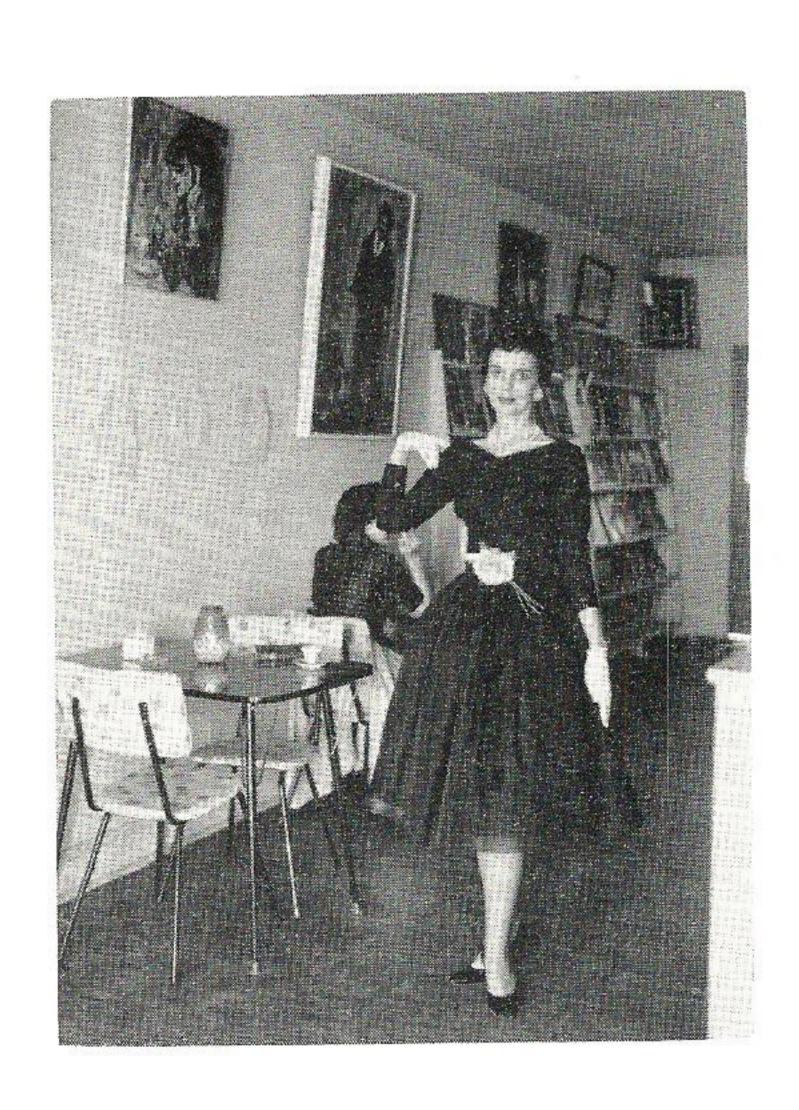


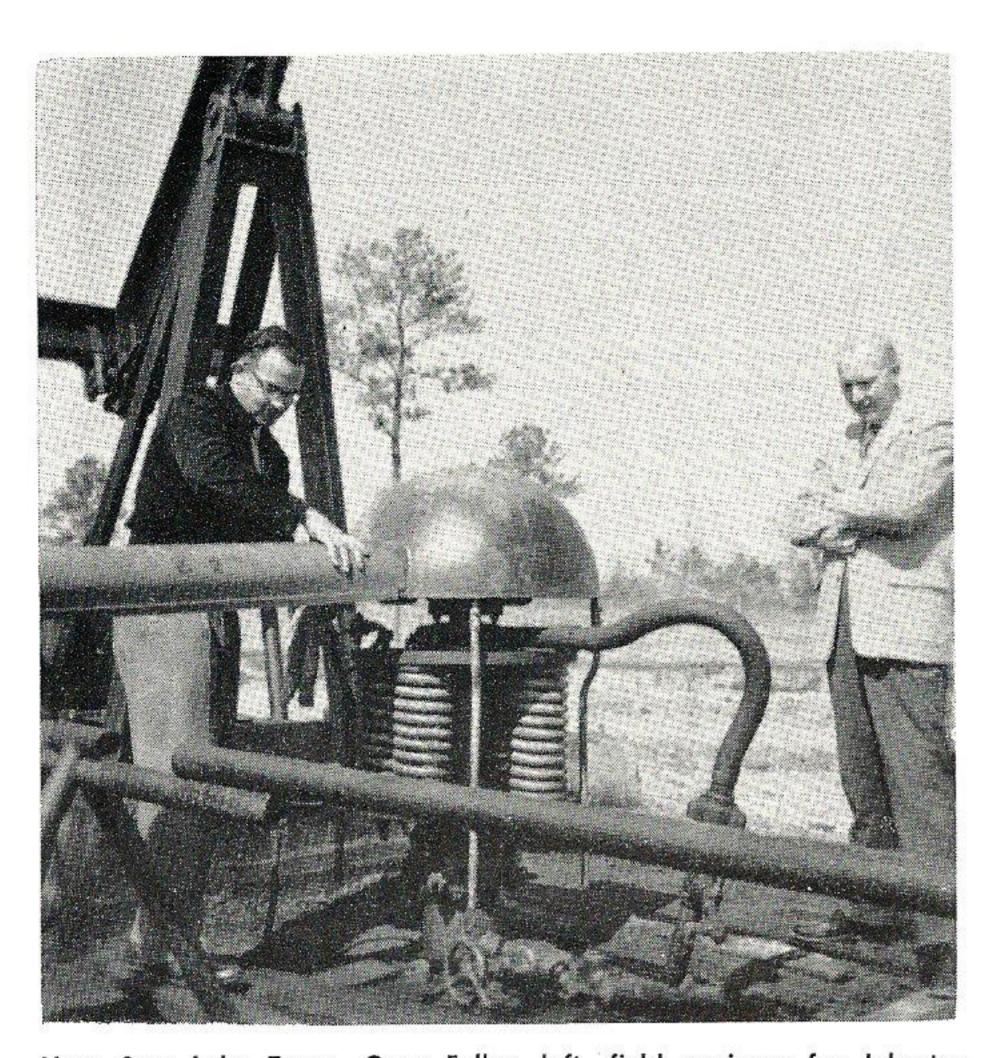
HELEN ROACH, clerk in Lake Charles Customers Accounting (and this month's cover girl), shows spring dress for office and street wear. Riff's, in Lake Charles, supplied the ensemble.



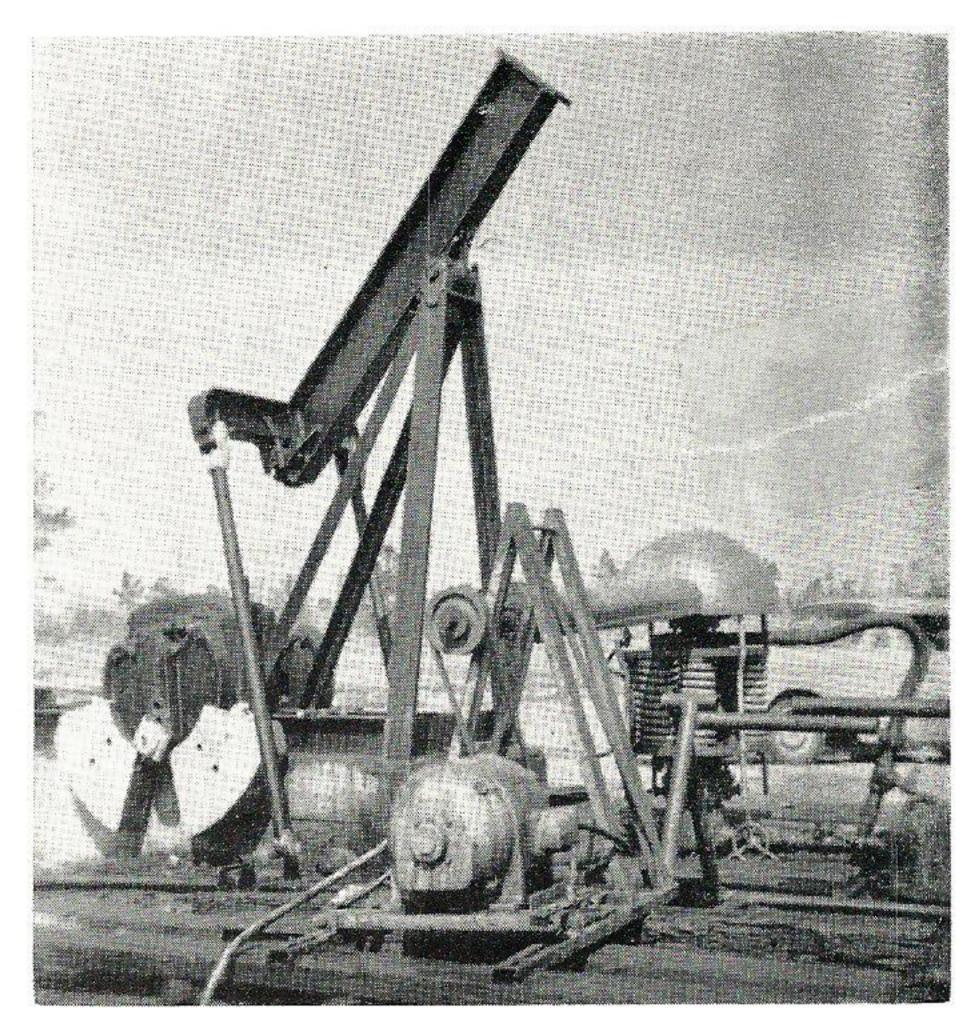


KATHERINE MESSINA, clerk in Customers Accounting in Port Arthur, wears a cocktail dress for evening wear. To demonstrate a comical contrast, she wore it to one of the few places where one should not wear a cocktail dress: to the Sage Coffee House in Port Arthur. Espresso coffee, anyone?





Near Sour Lake Texas, Gene Fuller, left, field engineer for Johnston Testers Incorporated, Houston, shows Neil Jordan, area development engineer, Beaumont, the installation of one of the six Sonic Oil Well pumps which Mr. Fuller has placed on marginal wells in the Sour Lake



Oil Field. These pumps have proved highly successful in bringing these wells back into profitable production. The picture at the right shows an installation with a walking beam pump in the background. In the foreground is the electric motor which powers the pump.

Reddy Gives Oil a Big Lift

New Team-Sound and Kilowatts-Boosts Marginal Well Production

THE working forces of electricity and sound have been combined and put to work to open up a new era in oil field production technology. Electricity is being used as a conventional source of power to operate pumps which utilize sound to raise the oil to the surface.

For the first time in our service area, the principle of sonic energy is being applied, in a practical manner, to production on six marginal wells in the Sour Lake Oil Field, near Sour Lake, Texas. Gene Fuller, field engineer for Johnston Testers Incorporated, Houston, has placed Sonic Oil Well Pumps on these wells to cope with certain production problems. The wells, ranging from 900 to 3,600 feet, are leased by George Norman and Fred Parsons of Beaumont.

The Sonic Oil Well Pump is a mechanical device designed to vibrate a string of tubing in such a manner that a series of valves, installed in the tubing collar, will lift the fluid to the surface.

The pump was invented by A. G. Bodine, Jr., president of the Soundrive Company of Los Angeles, California. The exclusive manufacturing and marketing agreements are held by Johnston Testers, Incorporated, a subsidiary of Schlumberger Limited.

The pump is composed of a spring mount assembly, an oscillator with eight eccentric weights, a universal drive shaft, valves and tubing guides to centralize the tubing in the casing and an "A" frame prime mover mount. The pump can be actuated by any conventional source of power. If it is available at the well site, electricity is preferred for this power source.

The electric motor offers many features: push button starting, low maintenance costs, and compactness in size; which make it more desirable for

this type of installation. The motor size used, of course, depends on the individual requirements of each well.

The theory of operation of the pump is based on the elastic characteristics of a metal rod or tube, which, when it is free at both ends, will vibrate according to the principle of simple harmonic motion. When a steel tube, in this case a string of oilwell tubing, is vibrated at one end, at a rate corresponding to its fundamental frequency, the vibrations are transmitted over the entire length of the tube and form a standing wave on the tubing. The tubing is then said to be in resonance.

The speed at which a resonant frequency is obtained depends upon two factors, the measured length of the tubing and the velocity of sound in the tubing. As vibrations are transmitted down the tubing string, valves spaced in the tubing open and close rapidly coinciding with the frequency

of the vertical vibrations. On the down stroke, the valves open and allow fluid from below to pass through. On the up stroke, the valves close and the accelerated action of the tubing forces the fluid upward at a high rate. The pump normally operates at between 600 and 1,200 strokes per minute and can be adjusted in a matter of minutes.

Cuts Maintenance Time

"This sonic pump will cut any pumper's maintenance routine," said John Jordan, pumper-gauger, Parson and Norman. "We have experienced very little difficulty. The stroke adjustment on the pump requires a small wrench and can be done by one man in about five minutes. Sometimes the conventional equipment stroke adjustment takes a good thirty minutes."

The pump has successfully lifted crude for long periods of time without repairs. Sand, gyp, and mud are easily pumped provided there is sufficient carrying fluid present.

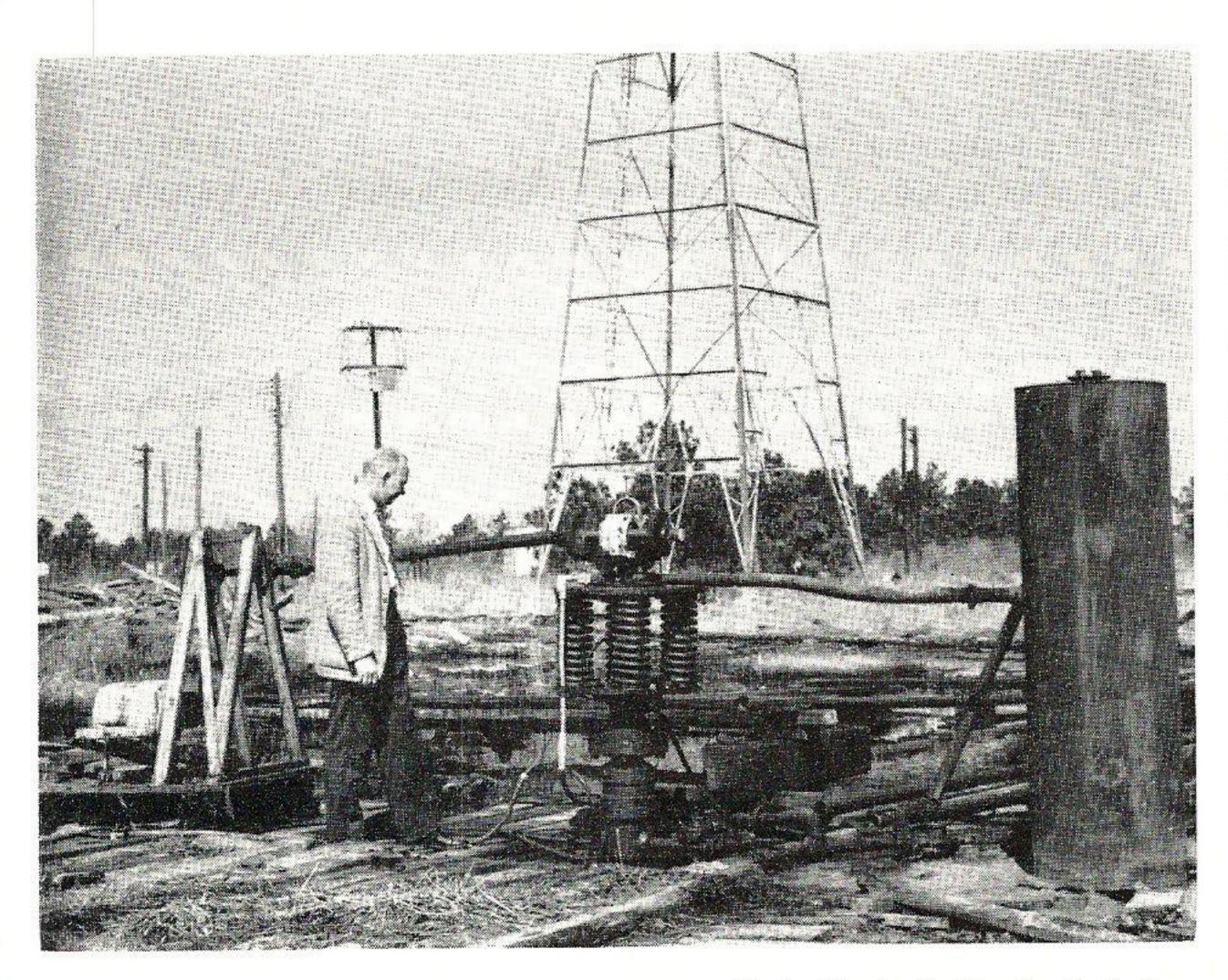
"The big feature of the Sonic Pumps is that they have provided us with virtually continuous operation without workovers," said T. E. Johnson, production superintendent for Parson and Norman. "With conventional equipment we were pulling these wells sometimes twice a month. The sonic

pump has pumped a paraffin well twice as long as we could pump it before and is still going. I have actually seen this pump handle as much as 85 per cent sand."

Advantages Outweigh Disadvantages

To the production man, the Sonic Pump presents several considerations. On the negative side, there is the possibility of parting tubing; however, this is not likely if the pump is installed and operated correctly. Second, should the tubing require pulling, the tubing string will have to be pulled filled with fluid. On the positive side, the advantages of the pump appear to more than compensate for these disadvantages. These advantages lie mainly in the economy possible in initial equipment and installation costs, maintenance, and relative power costs, along with the Sonic Pump's inherent ability on the more difficult jobs of pumping low gravity fluid, sand, gyp and mud.

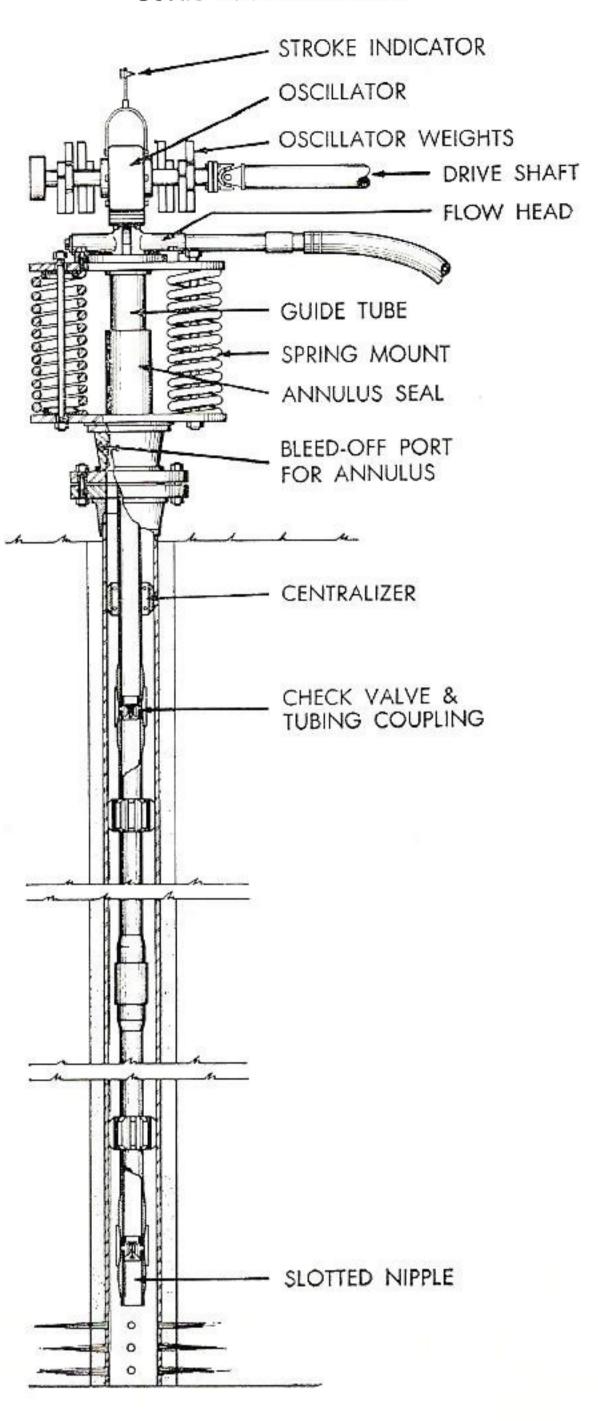
"You take the old 'heads' around these old dome fields and they will tell you that these old wells will pay out if you can keep them running continuously—this is what the Sonic Pumps have been doing in nine months of operation on P&N leases," Mr. Jordan related. "It's impossible for a rod pump to handle the amount of



Mr. Jordan inspects a Sonic Oil Well Pump with its housing removed showing the oscillator, the spring mount assembly and universal drive shaft. The tank at the right traps the sand

that is lifted with the liquid. The Sonic Pump will easily lift sand, gyp and mud if there is sufficient carrying fluid present. This well once more produces profitably.

SONIC PUMP SCHEMATIC



sand that these pumps will. The Sonic Pump has definitely proved out on two big problems we formerly had—paraffin and internal and external tubing wear."

Has Tremendous Potential

Although the Sonic Pump is not necessarily the solution to every pumping problem, its wide diversity in application and operation appears to give it tremendous future potential.

"I believe the Sonic Pump is the best answer we have found to the problems associated with marginal wells," Mr. Norman said. "I'm particularly impressed with the material reduction in workover costs. The pumps on our leases have demonstrated a remarkable ability to handle suspended solids. On one particular well we formerly had experienced a severe problem of internal and external tubing wear, which now seems to have been eliminated. I'm so favorably impressed with this revolutionary method of artificial lift that I hope in the future to equip all of our wells with the Sonic Pump."



His After-Hours Hobby . . .

DRIFTWOOD CRAFTSMAN

In The Beginning . . .

BEAUMONTER Parker Allen, system residential sales manager, never paid much attention to driftwood; the stuff just cluttered the beach in his opinion. Then, one summer weekend in 1956, when some members of the Sales Department were visiting his beach cabin, he and Jim Turner, supervisor of publicity, had their picture taken with a big hunk of driftwood for a gag.

"Then after that," Mr. Allen says, "I didn't know what to do with the darn thing. People started kidding me about it, so I was darned if I'd throw it away. I decided to keep it."

Filled His Thoughts

He set it in a corner of his beach cabin and, from time to time, glanced at it curiously. He started thinking about that porous, water-soaked, strangely attractive piece of wood: "Where did it come from—Malaya? the South Pacific? China? New Guinea, or South America? How many years did it bob like a cork on the foam-flecked surface of the seven seas before a current brought it to shore here on the Gulf Coast?"

By George, that piece of wood had a history!

Certainly it shouldn't be allowed to mold forgotten in a dusty corner. So he pulled it up and looked hard at it, and then he suddenly visualized it as a coffee table. Sure; it balanced well. He bought a clear pane of glass, drilled holes in it for rods, and fastened them to the sides of the wood. The finished product looked fine (see picture).

Since then, Mr. Allen has been collecting drift-wood of all shapes and sizes: from sticks to branches and whole sides of trees, and has made them into a variety of utilitarian articles. Out of one long steerhorn-shaped piece he fashioned the headboard for a bed, and then used other pieces of driftwood to build the framework for the bed, too. He and his wife sleep on it now.

Creative Imagination

How does he decide what to make from the wood? "I sort of mentally play around with each piece of wood before I start work on it," Mr. Allen explains.

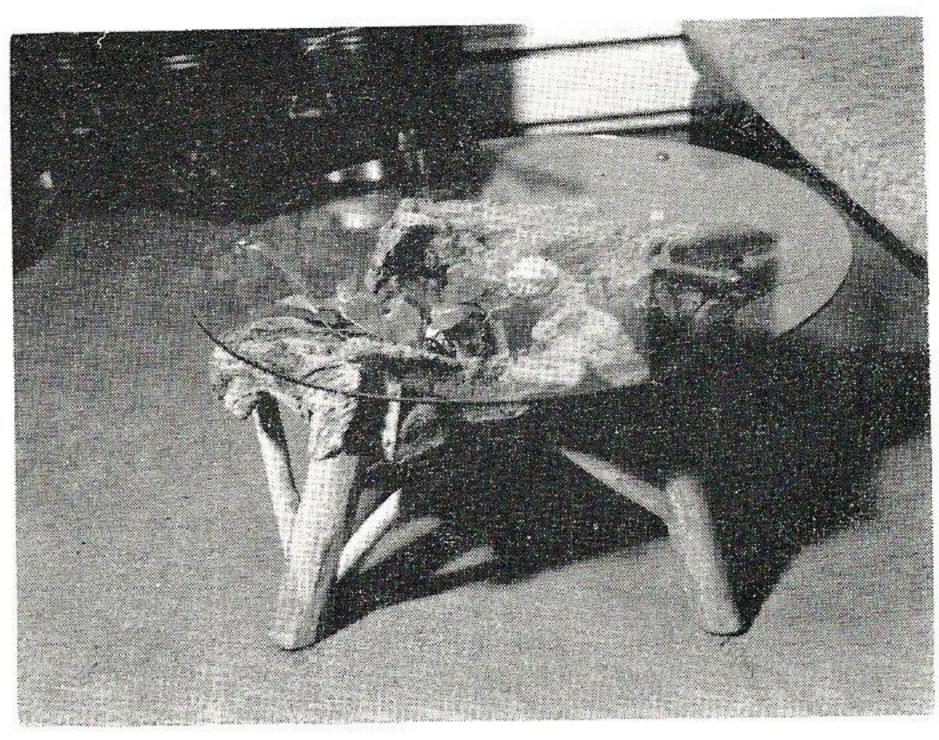
By using his imagination, he has created lamps and doorknobs, knick-knack hooks and towel-racks, and flower-display holders. The varieties are endless.

If he ever decided to market his craftwork, he could probably find a multitude of ready buyers. Interior decorators have already discovered that driftwood furniture or *objets de'* art can blend with any decorating scheme—from early American through modern to avant garde.

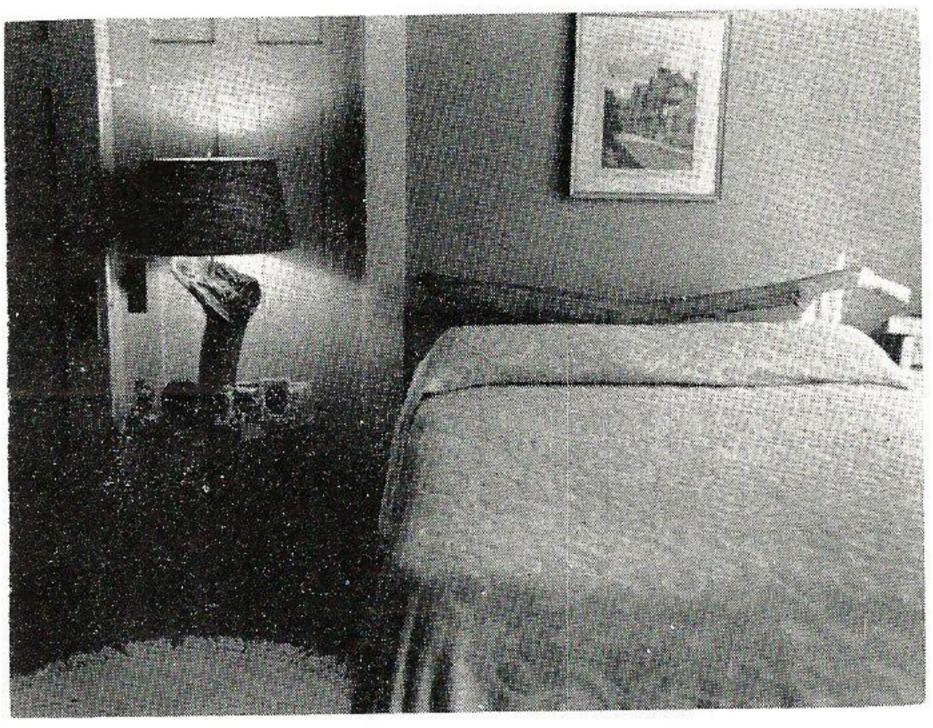
The wood requires surprisingly little technical work. He only washes it to remove sand particles, and then coats it with furniture wax, but never varnishes it. "Varnishing only destroys the natural beauty of the wood."

For tools he needs only a drill, jack knife, saw and a screwdriver. He has found that the fewer mechanical changes he makes in the wood, the more satisfying is the end impression it creates.

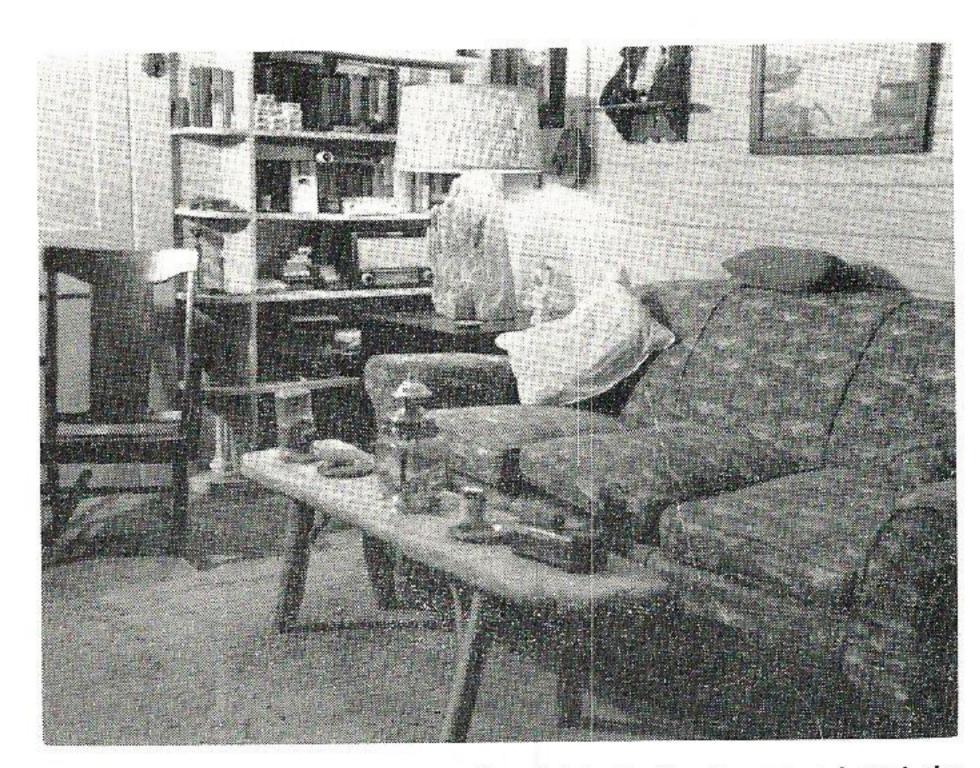
His is a creative and a happy hobby, made more so by the intrinsic qualities of the wood itself. Each piece of driftwood is different from the one before. Spongy, soft, hard, porous or solid, each piece inspires him to create something different, to express its potentialities in a new way, and to add a little more beauty to his world.



IN THE LIVING ROOM, Mr. Allen's coffee table. From within the driftwood, a green plant grows. Seashells also add a touch of taste.



IN THE BEDROOM. The framework of the bed is made of driftwood, and the table-lamp is a single piece of driftwood, cut in two to put the glass top through it, and then fastened together again.



IN THE DEN. Both the narrow coffee table in the foreground and the lampbase are made of driftwood.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

er? The Bible is still big news and the most exciting book in the world. It has continued to be not only the world's best seller through the ages, but human lives have been transformed through its influence the world over. But there is little wonder that this is true for it gives the story of Jesus.

Such popularity as is enjoyed by the Bible must be deserved. But even to this day no one has equaled Jesus for his moral and ethical teachings, nor David for his poetry, nor Isaiah for vision, nor John's statement of sanctified love, nor Peter for holy zeal, nor Paul for logic, nor Appollos for fiery oratory.

The Bible has weathered all the storms that man could stir up. It is a heritage excelled by none. "Yea, I have a goodly heritage." Psalm 16:6. It first appeared in type in the Gutenberg Bible around 1450, one of the first books printed by movable type, which replaced the ancient and laborious method of copying books by hand. It is estimated that there were around 250 Gutenberg Bibles printed on vellum and paper; and it is said that there are 12 copies on vellum and 35 on paper still surviving. Fourteen of these copies are in the United States—five in New York libraries, one in the Library of Congress, one in the Huntington Library in California, and various others.

The Bible might have remained forever buried in monasteries, read occasionally in churches and synagogues, had it not been for the invention of printing. And it is of the deepest interest that one of the first productions of the new art was the Holy Bible.

Wiser Living

USE YOUR INTELLIGENCE

by

William B. Terhune, M. D.

INTELLIGENCE, like muscle, must be exercised if it is to be ready for use when needed. Learn to think, to study, to gather and correlate facts in all spheres of life.

Thinking is not easy; indeed, the chief reason people do not think is that thinking is too much work. Frequently, it means assuming responsibility that they would rather sidestep. It seems much easier to feel than to think, to guess than to know.

Often when people try to think, they meet with failure, merely because they have not learned how to think. The use of intelligence is a skill which must be mastered just like tennis, skiing or golf, and as any athlete knows, skills

must be maintained by constant practice.

Contrary to popular opinion, thinking does not come naturally, but a person who is willing to work at it can accomplish wonders; one who is not can charge up most of his unhappiness and failures to this one fact alone.

Begin self-education by resolving to use **intelligence**, applying it to your own problems and to those of others who may need your help. The world belongs, and always will belong, to those who use intelligence. Those who do this un-selfishly come near to knowing all the joys of human existence. Value your intelligence; it is adequate to meet all your needs; use it and respect it.



THRIFT PLAN INVESTMENTS

Purchases of Gulf States Utilities Company stock made by the Trustee during March covering employee deductions and Company contributions through February were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1591	\$48,159.30	\$30.269831
\$4.40 Preferred	178	15,725.46	88.345281

The Trustee deposited \$14,351.03 with the Savings Department of The First National Bank.



Mia Strybos, billing clerk, and Jim Ingraham, junior accountant, Systems and Procedures Department, are busy feeding information into the new electronic computor recently installed in the General Office Building, Beaumont. The

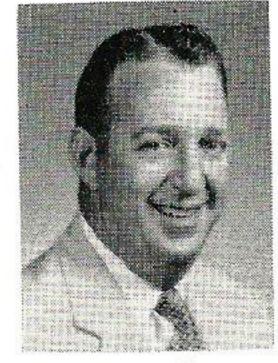
computor, put into operation last month, computes bills and solves many engineering and accounting problems, relieving skilled personnel to perform other important duties.

Al Hall Promoted To Relay Foreman

A^L N. Hall, formerly of the Beaumont Engineering Department, has

been promoted and transferred to the Baton Rouge T&D Department as relay foreman.

After serving three years in the U.S. Army, Mr. Hall started working for the Company in September,



Mr. Hall

1946, as a relayman helper in the Relay Section in Beaumont. He progressed through various positions in the Relay Section to become relayman first class in 1951. He held this position at the time of his recent promotion.

Lake Charles to Host Employee Golf Tourney

LAKE Charles Golf and Country Club will host Gulf States' annual golf tourney, to be held Monday, May 30. Participants will tee off at 9:30 a.m. and upon completion of the tourney, a social hour with refreshments will be held at Prien Lake Park.

F. F. Johnson is general chairman of this year's event and he is being assisted by: Ed Hodges, flight chairman; Jerry St. Dizier, registration chairman; and J. G. Gilmore, food and refreshments chairman. Andre Dubus and Luther Risher compose the prizes committee.

Gulf Staters desiring to enter the tourney should send a \$5 entry fee to Jerry St. Dizier and three attested score cards to Ed Hodges, both of whom are in the Lake Charles office. Contestants are urged to prevent last minute mix-ups by mailing their checks and score cards early.

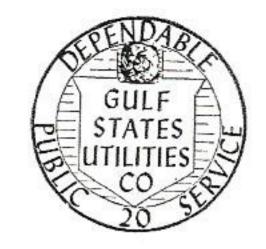
Upon receipt of their entry fees, contestants will be sent a map showing the location of the Country Club and Prien Lake Park. All that's needed to make this tourney a success is participants, all of whom are urged to bring their families and children to the park for a day of fun and frolic.

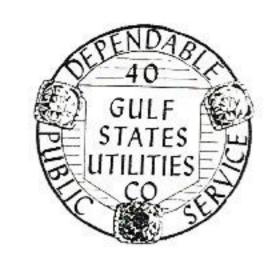


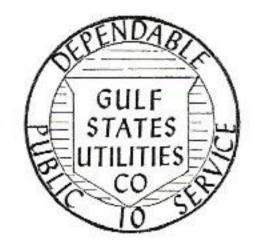
Promotions for the month of February were:

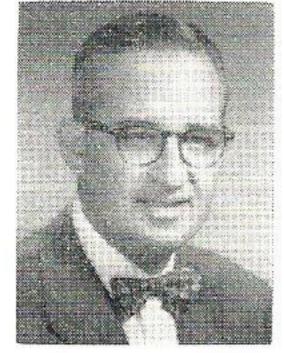
NAME	LOCATION	NEW POSITION
Jack N. Scott	Beaumont	Auxiliary Oper—Neches
Frank R. Danna	"	Electrician 2/C—Neches
Charles A. McNeely	,,	Eng Asst—T&D
Lynwood M. Clark, Jr.	"	Eng Asst—Eng
Jimmie D. Cypert	,,	Draftsman—Eng
Mary C. Boynton	"	Stenographer—Sr
George N. Rice, Jr.	,,	Section Supervisor
Harmon C. Hall	97	Section Supervisor
Ralph Ellis	"	Section Supervisor
Bernard J. Stott	Orange	Lineman 3/C
Reginald Sydow	Navasota	Lineman 2/C
Claude D. Britnell	Port Arthur	Lineman 3/C
Raymond C. Harris	Baton Rouge	Electrician 2/C—LaSta
Elton G. Parker	199	Repairman 2/C—LaSta
Morris L. Jenkins, Jr.	,,	Electrician 2/C—W/Glen
James E. Cifreo	"	Master Electrician—W/Glen
Leo Herrington	,,	Master Repairman—W/Glen
Eddie M. Jones	,,	Apprentice—Gas
Albet M. O'Neal	,,	Apprentice—T&D
Marvin B. James	,,	Apprentice—T&D
Robert J. Didier	,,	Lineman 2/C
Seigle E. Hunstock	,,	S/Sta Mechanic 2/C
James E. Taylor	,,	S/Sta Mechanic 2/C
Carrol R. Wilson	,,	S/Sta Mechanic 2/C
Eugenia L. Carmena	,,	Confidential Records Clk
Travis R. Fox	Lake Charles	Lineman 3/C
Albert M. O'Neal	,,	Lineman 2/C
Berton Young	,,	Lineman 2/C
Michael C. McMahon	,,	Lineman 2/C
Edward D. Barnes	"	Lineman 2/C
Shirley R. Robinson	,,	Secondary Power Tester
The state of the s		

SERVICE AWARDS





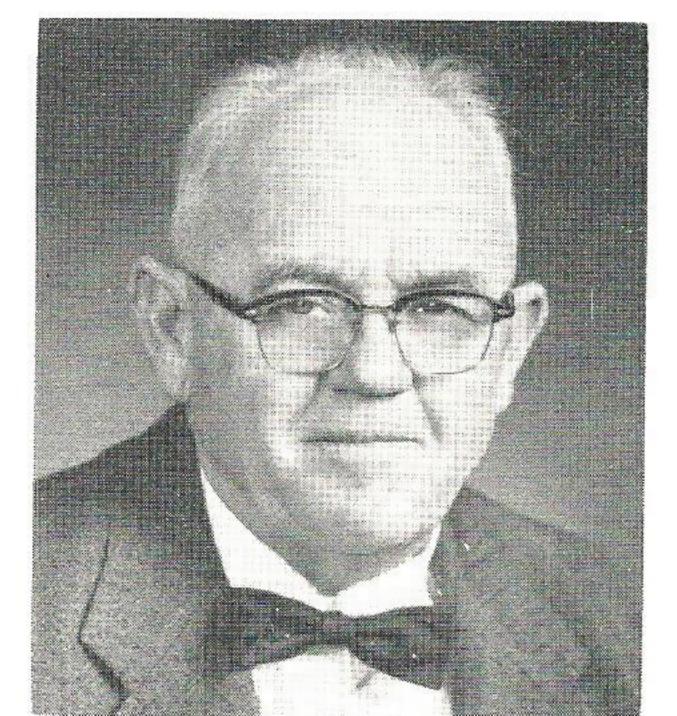




P. M. Anawaty
Distribution
Beaumont



E. L. Maris Sales Navasota



C. E. McMillian
Distribution
Port Arthur



O. L. Romero

Distribution

Lafayette



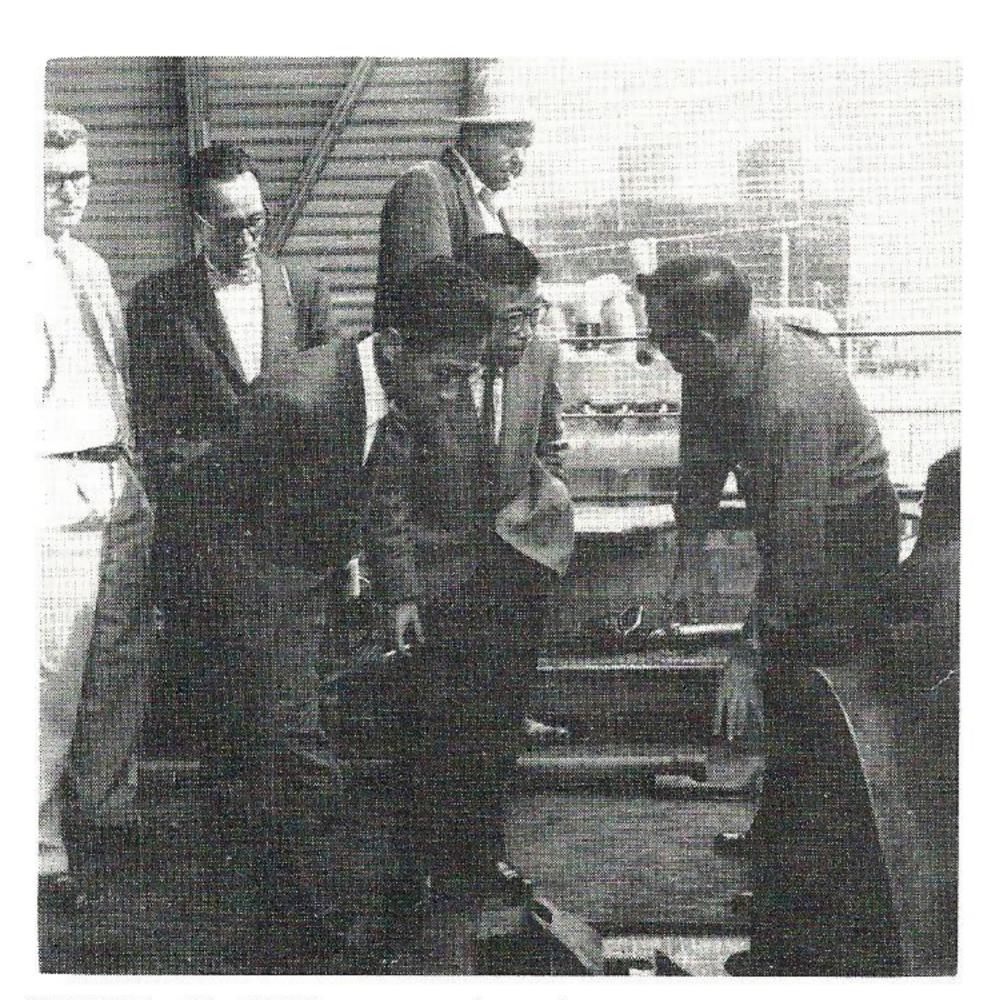
Novalin K. Snider
Sales
Lake Charles



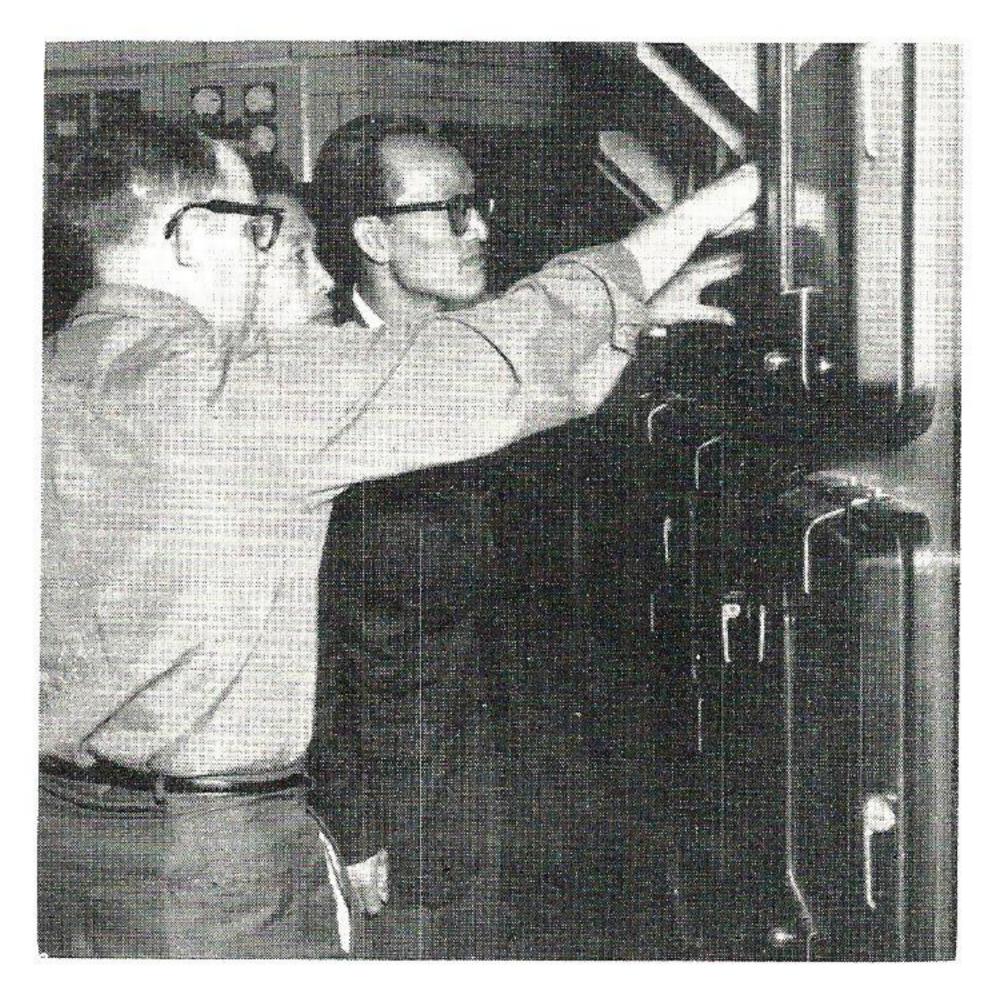
J. R. Fuller Legal Baton Rouge



J. T. Graves
Producton
Lake Charles



REPUBLIC OF KOREA personnel study our rate system. Three utility industry men from Seoul, Korea, spent three weeks last month with members of our Rate and Depreciation Department, Beaumont, studying techniques of designing rates, making load analysis and forecasts. Norman Head, Rate and Depreciation Department, Kwang Sun Choi, South Korea Electric Company, Kung Shup Sim, Seoul Electric



Company, Kyu Sang Hahn, ROK Ministry of Commerce and Industry, listen as Doug Watkins, office engineer, Neches Station, explains some repair work being done. At the right, Mr. Watkins explains the Central Information System to Mr. Sim and Mr. Choi. The Koreans are touring electric companies in the United States under the sponsorship of the International Cooperation Administration, Washington D. C.



THE Baton Rouge T&D Department has a new employee with a title. She is **Barbara Joyce Gilpin**, better known as Joyce. She recently won the title "Miss Ozone" and she is eligible to enter the "Miss Louisiana" contest this year. Joyce began working for the T&D Department, March 2.

Four girls from Baton Rouge attended the Filing Course held in the General Office Building in Beaumont. Receiving certificates for the course were Helen Smith, secretary to H. E. Brown, vice president, Baton Rouge Division, JoAnn Bailey, Gas Department, Mavis Watts, Sales Department, and Margie Force, T&D Department. The course began February 29 with classes being held each Monday and Tuesday for four weeks.

Progress in Baton Rouge has made some changes in the lives of a number of Gulf Staters. The new Federal Highway which is being built through Baton Rouge will replace a number of homes along America Street. Julia Marie "Fifi" Amrhein's home at 1017 America Street is one of those affected by the construction. Miss Amrhein, a departmental clerk in the T&D Department, has lived in her house for the last 21 years. Others effected by the moves are Sam Kleinpeter, building and grounds maintainence super-

Joe Jones, assistant supervisor of

visor, and **Johnny Ellis**, senior engineer, T&D Department. Mr. Ellis owns three houses which have to be moved. to be moved.

—By Margie Force

Edna Earle Magee, secretary to B. R. Garrison of the Baton Rouge Accounting Department, was married to Melvin E. Fisher, February 26, in the University Baptist Church.

—By Lois Milazzo



AN active part in church and community affairs is always taken by Garland Strong, operation supervisor, Riverside Station. One of the most recent activities he was in charge of was an all day pancake dinner at the Lakeview Restaurant. Another was a hamburger supper. Both events proved very successful. They were given for the purpose of raising money for the building fund of the Maplewood Methodist Church.

The annual opera at McNeese State College is sponsored each year by the Lake Charles Lions Club. **D. I. Norwood, Jr.,** station engineer at Riverside Station, is a member of this club. We at Riverside are proud of D. I. for the fine job he did as general chairman of this year's production, "Annie Get Your Gun".

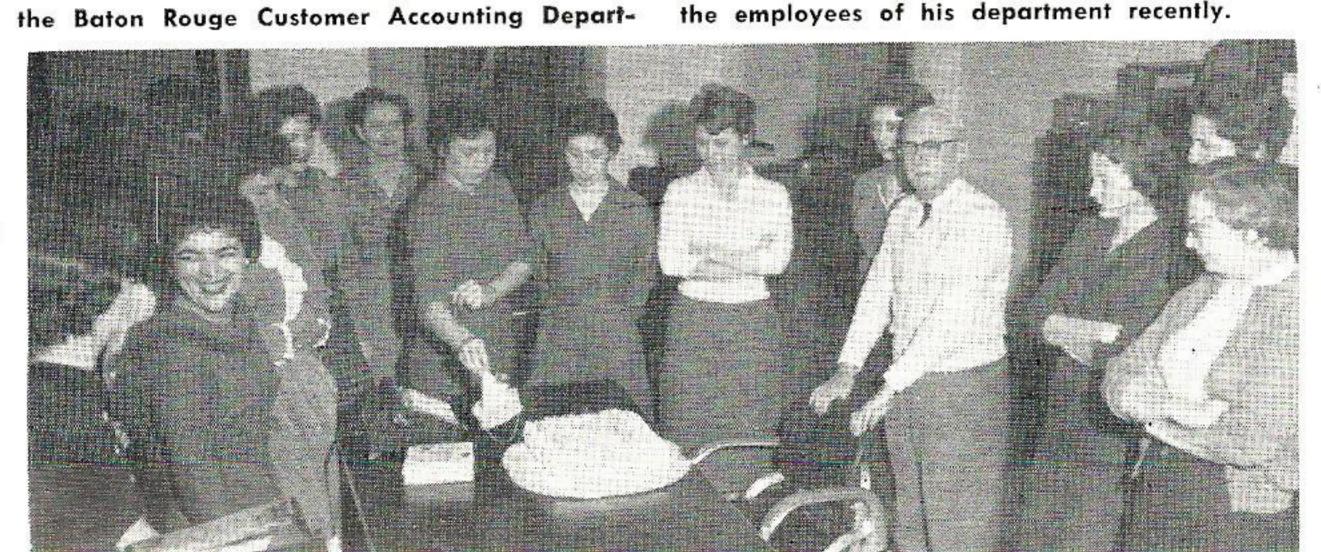
L. R. Eddins, superintendent, Riverside Station and George Brill, test supervisor, attended the Plant Design and Operating Committee meeting in Waco, Texas, the week of March 20.

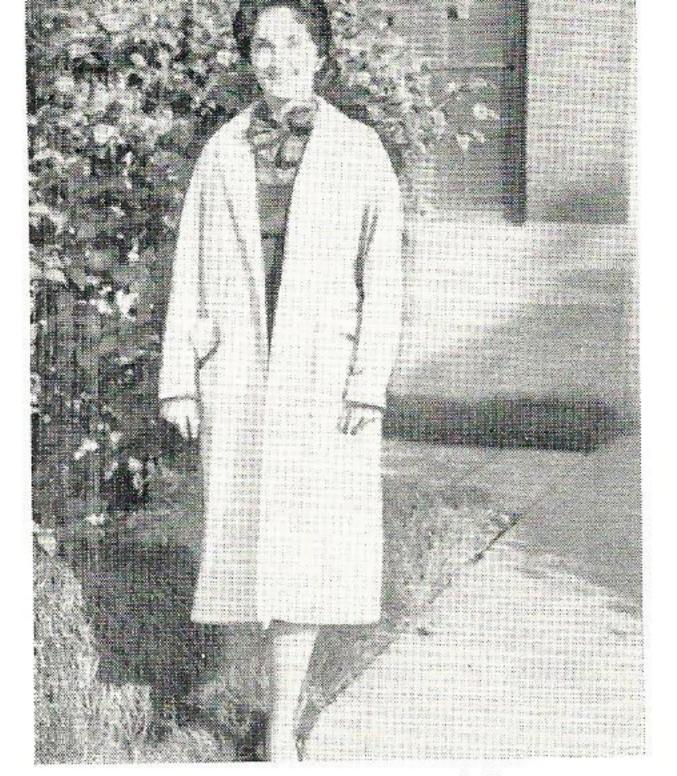
Those from Riverside attending the Supervisory Development Course at Louisiana State University in Baton Rouge during March were George Brill and W. W. "Casey" Pharr, station engineer.

Garland Strong represented Riverside Station at the Texas Safety conference the week of March 27.

—By Alice Vining

ment, was honored with a birthday cake by the employees of his department recently.





Miss Barbara Joyce Gilpin

PERSONIFYING Reddy Kilowatt,
David Domingue was requested by
the Lake Charles American Press to
draw names for door prizes at the
cooking school put on by the National
Livestock Board. The school was held
in the Pitt Theater March 14-18.

Bradford, Fay Denney, and Lillian Ferguson, who attended the Records Maintenance Program in Beaumont each Monday and Tuesday during March. On the final day of the course the teachers gave their students a party.

Vann Boudreaux and Murphy Gibbs attended the LSU Supervisory Development Course in Baton Rouge February 29 to March 6.

Willis A. Spell, former engineer assistant, visited the Lake Charles Service Center recently. He was previously living in California, but returned to Lake Charles when his father, D. A. "Dusty" Spell, garage foreman, became ill.

Service Foreman Sammie Bono stated he would publicly embrace R. C. McGowen, Sales Department, on the Lake Charles City Hall lawn if permission could be obtained to cut and trim some large oaks in the heart of the city. Mr. Bono said, "We haven't been able to touch those trees in 20 years." V. F. "Sonny" Horstmann, engineer on the job, used a little diplomacy and acquired the so-called unattainable permission to trim the trees. Fortune shined on Mr. McGowen. He was unable to attend the "ceremony" at the City Hall because he was attending a sales meeting in Cleveland, Ohio.

—By Mary Ann Dowies

WEDDING bells have been ringing for employees of the Lake Charles Line Department the past two months. Edward D. Barnes, lineman second

class, and Corinne Elkins were married February 29 in Lake Charles.

Clifton Miller and Loritha Young were married in the Immaculate Conception Catholic Church in Jennings, Louisiana, on February 27. Mr. Miller is a helper in the T&D Line Department.

Danny P. Garreteson and Peggy Dean Whitmire were married in the Westwood Baptist Church in Westlake, Louisiana, on March 19. Mr. Garreteson is a helper in the T&D Line Department.

A new employee has been welcomed to the Lake Charles Line Department. He is William H. Atwell employed as a helper on February 29.

W. M. Gibbs, line foreman, attended the Supervisory Development Course in Baton Rouge recently.

Coy "Dad" Weems paid a visit to the Service Center on March 16. "Dad" Weems has been off duty recovering from a heart attack which he suffered on New Year's Day. He is the assistant general line foreman in the Lake Charles T&D Line Department.

Janice Buhrman, former department clerk in the Line Department, paid us a visit in February. Janice will be leaving for Maine in a few weeks. Her husband will be stationed at an Air Force base in Maine. Janice introduced us to her five-week-old son, Bill, Jr.

Line crew turns fire fighters. Melton Byrd and his line crew J. A. Trouille, C. W. Jones, H. G. Doucet, and L. N. Saltzman put out a fire in a hay barn on Lincoln Road, east of the Gulf Highway on March 18. Several small boys were playing with matches and accidently caught the barn on fire. Mr. Byrd and crew put the fire out with buckets of water from a nearby water trough. Fireman were called but the fire was out when they arrived.

-By Margie Leon

The Lake Charles Substation crew has begun work on the new Lake Street Substation located on West 18th and Creole Streets to help meet the demand of increasing loads in west Lake Charles. Also, new additions

NEW SALESMAN. Virgil Fuselier was recently employed by the Lake Charles Division Sales Department as a residential sales representative in the Sulphur office. Mr. Fuselier has a degree in business education from McNeese State Teacher's College.





RECEIVES FAIR SHARE AWARD. Marilyn Dougherty, Sulphur Junior High Campfire Girls, right, presents the Third Annual United Appeals Fair Share Award to Phillip LeDoux, residential salesman, who was chairman of the local drive. Others in the picture are,

are being made on East Broad Substation.

—By Jo Ann Burnett

SULPHUR

APPROXIMATELY 1,500 students from Sulphur and Maplewood junior high and high schools saw the General Electric program "Adventures in Science" presented by Ray W. Salo and William B. Turner of General Electric. Our Company sponsored the program which was designed to encourage students to plan careers in science.

The Third Annual United Appeals "Fair Share" Award was presented to the Sulphur Gulf Staters by the Junior High Camp Fire Girls. This indicates that 100 per cent of the employees contributed.

Spring is here and with it comes spring house-cleaning. This year during spring house-cleaning, the Sulphur office got a face lifting. Painters completed a new paint job in the front office last month.

—By Dale Land

LAFAYETTE

A new employee in the Lafayette office is **Barbara Meaux**, formerly Barbara Miller of New Berlin, New York. Mrs. Meaux and her husband, **Leo**, and son, **Michael**, reside in Abbeville, Louisiana. Barbara is replacing **Anna Hollier**, customer clerk, who will be leaving on April 29.

Another new employee in the Line Department is Norton Zeringue. Norton is working with R. E. Compton's crew. He is married to the former Diana Melancon and is the father of one daughter, Kim Marie.

Welcome to Lafayette and GSU, Barbara and Norton. first row, left, Rocelyn Barfield, Sue Toombs, Virginia Pollard, Miss Dougherty, and Mr. LeDoux. Second row: Dale Land, Pearl Darbonne, Verlie Gibson, and Carolyn Webb. Third row: Guy Settoon, Billy Murrell, M. L. Rushing, O'Neil Breaux, and Leroy Anderson.

Vacationing during March were S. J. Ayo, Gilbert Broussard, Renix Broussard, Allen Hernandez, William Sheets, and Horance Trahan.

Birthday greetings for April go to Elmer Sudderth, Eugene F. Sarver, Thomas L. Broussard and J. R. Peckham.

H. T. Buckalew is back to work in the Engineering Department after being out due to an accident. Glad to have you back "Buck".

—By Cynthia Trahan

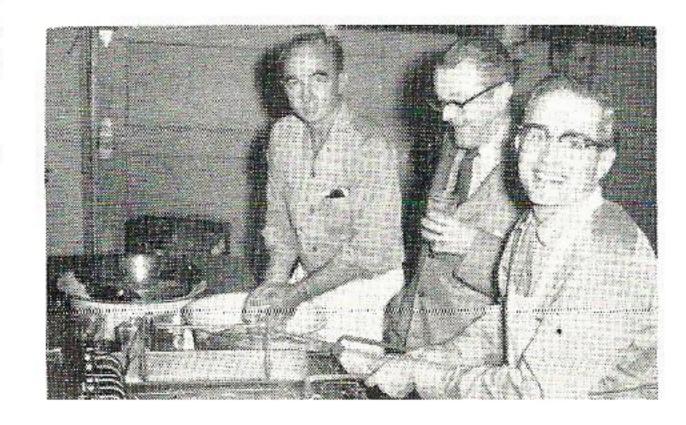


ATTENDING the General Electric sponsored lighting school recently was Volz Elliott, Jr., commercial sales representative, Huntsville. The school was held in Cleveland, Ohio.

—By Dorothy Stanford

TWO treats were in store for Roy Hudspeth, district superintendent, Cleveland, when he attended the annual School Board Members and Officials

200 DOZEN OYSTERS COMING UP. Under the supervision of Navasota City Commissioner Harry Moore, Luiell Marius, right, residential sales representative, and Charles Boring, left, commercial sales representative, fry up eight gallons or 200 dozen oysters for the annual oyster supper of the Volunteer Fire Department.



Association meeting in February. One treat was that the meeting was held in Atlantic City, New Jersey, and the other, the trip was only a 2-hour and 38-minute ride from Houston to New York on the new jet plane.

Mr. Hudspeth was accompanied by Frank E. White, superintendent, Cleveland Independent School District and I. D. Wright, a member of the school board. Mr. Hudspeth, who is also a member of the school board, reported a very nice trip, even though he suffered a severe cold during the time.

—By Jane Bazzoon



A note of warning. Lydia M. Albert, customer clerk, Port Arthur, left the following note, "customer is playfull but hasn't ever bit anyone", in a meter book as an aid to future meter readers. Of course, she meant "dog" instead of "customer" but we all got a big laugh about it.

Elizabeth Anne Clanan, daughter of Stella Clanan, meter reader, Port Arthur, was recently named one of the grand prize winners of the Community Appreciation essay competition held by the Port Arthur Chamber of Commerce. Topic of the essays was "Why I Am Proud To Live in Port Arthur".

A former employee, Helen Powell, has come back home. Helen replaced Janet Beard as departmental clerk in the Meter Department. Janet left the Company last month to start a career of motherhood.

Joe Kelly, Port Arthur Meter Department, has been off recuperating from a recent operation.

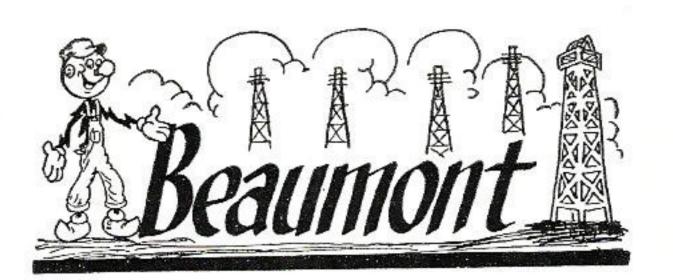
Earl White, operating superintendent, Port Arthur, who bowls in the Industrial League, rolled a sizzling 254 replacing a 245 scratch game belonging to Leon Romero, senior engineering assistant.

Annie Hebert, PBX operator, is sporting a "new look" hair-do these days.

—By Loraine Dunham

SNOW MEMORIES. Bobbye Rigsby, Beaumont Billing Department, introduces her dog to that strange white stuff that fell during February.





EVERYONE enjoyed the good food and fun at Nancy Hardy's get-to-gether at her home for the girls in the Beaumont Customer Accounts Department. The party was attended by Mildred Harris, Nelwyn Nations, Carol Evans, Barbara Andrews, Betty Truelock, Gordy Legg, Bonnie Horton, Shirley Johnson, and her daughter, Heidi, Marie La Comb, and her daughter, Sharon, Melanie Henriksen, and Bertha Davis.

A new employee, Shirley Johnson, was extended a welcome by the Customer Accounts Department during March. We are all glad to have you with us, Shirley.

Nancy Bergstrom and her husband, Melvin, spent a weekend during March in Dallas visiting relatives.

March birthday wishes were extended to Bertha Davis.

SEVEN employees of the Beaumont Records Department received certificates last month upon the completion of the Filing Course held in Beaumont. President Nelson presented diplomas to Pat Eldridge, Gail McFadden, Frances Linthicum, Mary Blalock, Claudette Louvier, Nora Ann Baldwin, and Preston Darland. Mr. Darland is assistant to M. A. Merchant, records management supervisor. Certificates were

The Beaumont Records Department extended March birthday wishes to Naomi Wright and Gail McFadden.

awarded to 27 employees from all over

the system.

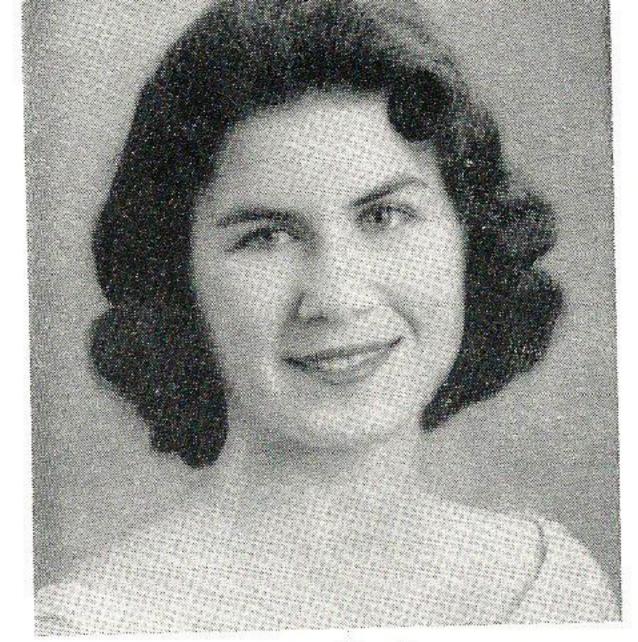
—By Frances Linthicum

PROUD possessor of a "new 1958" Oldsmobile is Roy L. Hester, accountant, Statistical Department. Rumor has it that "Ace" and his chariot are so popular with the opposite sex that perennial bachelor Joe Fontana may develop a bad case of "car fever."

Political history of a type was made recently in the Tax and Insurance Department when new officers were elected by Beaumont Toastmasters Club. G. G. Braud and W. C. McCurtain were inaugurated as president and treasurer respectively.

E. H. Pintsch, tax and insurance agent, was guest speaker recently at the monthly meeting of the Golden Triangle Chapter of the Texas Association of Assessing Officers.

Goodbye was said to Barbara Lovoi



Miss Linda Henriksen

of the Beaumont Stenographic Department as she departed to take up the mantle of fulltime housewife. Soon to occupy a home now being built, Barbara leaves a host of friends who wish her well in her new role.

Hello to **Jo Ann Lee**, new stenographer, who comes to us from Kirbyville by way of Houston. A graduate of Kirbyville High School, Jo Ann also attended Southwestern Business University in Houston. She can still be classed as a newlywed as she was married in October, 1959. Her husband, Freeman, is employed by Pitney-Bowes, Inc., here in Beaumont. Hope you have a long enjoyable stay with us, Jo Ann.

—By Ward C. McCurtain

THREE members of the System Sales Department attended the Edison Electric Institute's sales conference in Chicago last month. The conference was held at the Edgewater Beach Hotel.

During the first week of April, Mr. and Mrs. F. Parker Allen visited relatives and friends in Boston, Massachusetts. On their return to Texas, Mr. Allen, manager, Residential Sales Department, attended the conference.

Mr. and Mrs. V. P. Gayle took a spring vacation in connection with their trip and visited several days in Chicago, Mr. Gayle, sales promotion director, system, attended the Electric Heating Conference.

Mr. and Mrs. L. V. Dugas also attended the conference. Mr. Dugas is superintendent of Commercial and Industrial Sales.

Pat Dowell and her husband, Dale, are proud home owners. They recently moved into their new home at 5520 Hooks, Beaumont. Pat is stenographer in the Industrial Sales Department.

—By Mary Schlicher

LINDA Henriksen, daughter of H. T. Henriksen, station engineer at Neches Station, will represent the Catholic Daughters as princess to the

Beaumont.

Miss Henriksen, 17, is a senior at St. Anthony's High School and is among the Top Ten in her class. She is secretary to the National Honor Society and participates in numerous clubs and scholastic activities.

She will be escorted during the festival by Pat Harrop, son of B. J. Harrop, general accountant, Beaumont General Accounting Department.

—By Hazel Johnson

surprise Pink and Blue Shower was given at noon on March 25 for Martha Morrison by her co-workers in the Beaumont Billing Department. Pandemonium reigned in the Billing Department office when a humorous co-worker removed the shower cake from its original hiding place and returned it some five minutes after time for the party.

The Billing Department welcomed back Glenda Milner who underwent surgery April 4.

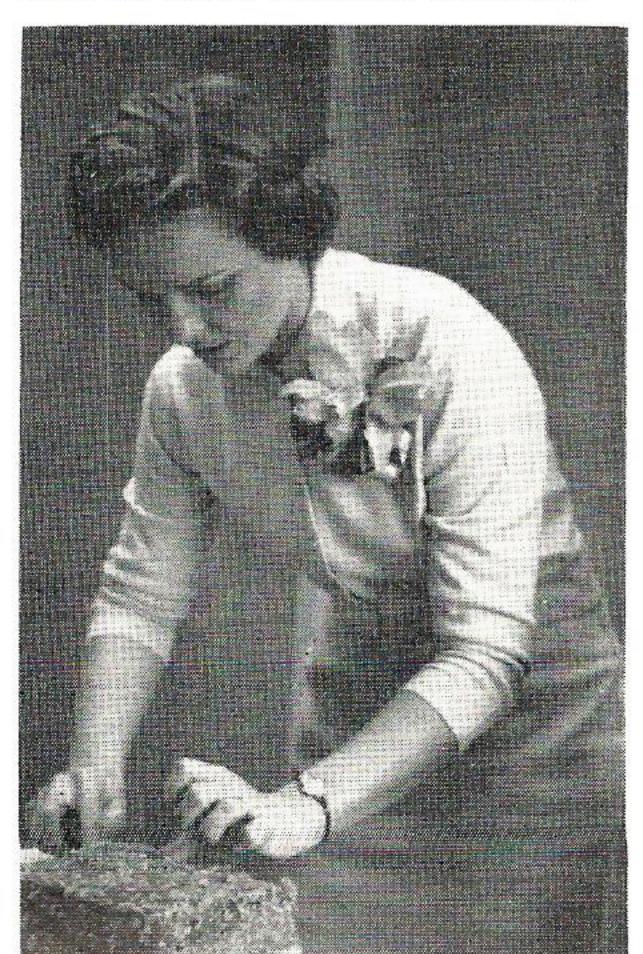
The members of the Beaumont Billing Department enjoyed meeting their co-workers from the other offices throughout the system during the Customer's Contact Training Courses for employees held in Beaumont during the months of March and April.

New employees welcomed to the Billing Department last month were Charles Shea and Gwen Fischer.

—By Tommie Byrd

THE Beaumont Service Center welcomed a new employee last month. He is Charles Duncan who is working

SERVING BIRTHDAY CAKE. Recently the members of the Advertising-Publicity Department, Beaumont, surprised Nonie Wheeler with an impromptu birthday party. The orchid Mrs. Wheeler is wearing was a gift from her husband, Ed, System Engineering Department.



Neches River Festival to be held in in the storeroom. Charles' wife, Betty, is also a GSUer. She is employed in the Plant Accounting Department, Main Office Building.

> Two transfers were also made at the Service Center last month. E. L. LeFloor and Clifton B. Graham have been transferred from the Meter Department to the Substation Department.

> > —By Gertrude Peddy

THE Purchasing Department lost one of their employees March 18. Ann Ogden, senior stenographer, left us to prepare for an increase in her family in July.

We would like to introduce a new employee, Stephnie Ihle, a graduate of Stephen F. Austin College. She is our new steno and we find her not only efficient but a pleasant co-worker as well.

Jerry Adrio is back with us as pert as ever after a four week illness.

—By Maxine Thomas

W/E welcome back to work **Howard** "Pappy" Sandefer, residential sales representative, Beaumont, who spent a week in the hospital for a checkup. Pappy found out his ulcers have ulcers but outside of that he's in good shape.

Dorothy Gaus and Flo Wenzell, stenographers, Beaumont Sales Department, enjoyed a day in Houston, Saturday, April 2, shopping and seeing the sights.

J. B. Bishop, Jr., commercial sales representative, attended a lighting school at Nela Park, Cleveland, Ohio, recently.

—By Flo Wenzell

SYMPATHY TO:

Alfred LeBlanc, meter reader, Baton Rouge on the death of his father, Felix LeBlanc, on March 2 in Baton Rouge.

Luther E. Mosier on the death of his mother, Mrs. George Mosier, on March 9 in Orange, Texas. Mr. Mosier is commercial sales representative in Sulphur.

R. B. Spafford, residential sales supervisor, Beaumont, on the death of his father, P. J. Spafford, who died March 24 in Baton Rouge.

In the March PLAIN TALKS sympathy was extended to E. E. "Cotton" Kaltwasser, on the death of his mother, Ade Kaltwasser. This was in error. It should have been sympathy on the death of his brother, Abe Kaltwasser, in Houston on February 27.



FOR SCHOLASTIC EXCELLENCE. Katherine Fanette, right, president of Alpha Chi Omega Sorority, accepts the Panhellenic Society trophy, awarded the sorority at Lamar State College of Technology for highest grade averages in the 1959 Spring and Fall semester. Making the presentation is Darlene Galloway, Panhellenic Society president. Miss Fanette is the daughter of J. B. Fanette, right-of-way supervisor, System Engineering, Beaumont.

gulf staters the news

TWO Gulf Staters from the Calvert District office have been elected to offices of the Calvert Chamber of Commerce. Goree Matthews, district superintendent, was re-elected president for the 1960-61 term. Louise Satory, local office clerk, was elected secretary for the same term.

R. W. Sherwood, engineering manager, Beaumont, presided at the Power Distribution Session of the American Institute of Electrical Engineer's district 7 meeting held in Houston, April 4, 5, and 6.

Douglas G. Olson, general clerk, Customer's Accounting Department, Beaumont, was selected Sailor of the Month for March by Beaumont's Naval Reserve Surface Division 8-71. Mr. Olson is a YNT 3C and serves as a yeoman in the commanding officer's office. He has been a member of the Naval Reserve for nearly seven years.

Vic Norvell, local superintendent, Woodville, was recently installed as the new president of the Woodville Chamber of Commerce.



Mr. and Mrs. T. J. Berryhill, Jr., on the birth of their first child, a son, Brett Allan, March 6. Mr. Berryhill is a mechanic's helper at Louisiana Station.

Mr. and Mrs. D. L. Strickland on the birth of their first daughter and third child, Terri Lynn, February 26. Mr. Strickland is an operator's helper at Louisiana Station.

Mr. and Mrs. J. E. Zammit on the birth of their third child and first daughter, Margaret Karan, March 4. Mr. Zammit is a repairman first class at Louisiana Station.

Mr. and Mrs. H. W. Hopson on the birth of their first child, a son, Gregory Neil, February 27. Mr. Hopson is a mechanic's helper at Louisiana Station.

Mr. and Mrs. A. P. Lusk on the birth of their first grandchild, John David Schatzle, March 3. The mother is the former Laura Marie Lusk. Mr. Lusk is labor foreman at Louisiana Station.

Mr. and Mrs. Dudly Benoit on the birth of their daughter, Tessy Lucille, March 7. Mr. Benoit is a truck driver in the Line Department, Port Arthur T&D.

Mr. and Mrs. J. S. Andrus on the birth of their daughter, Tamara Gay, March 26. Mr. Andrus is an auxiliary

LIVE WIRES AND FORTY-TWO. The Beaumont Live Wires Club enjoyed a evening of Forty-Two at the Neches Station assembly hall last month. Winners were Dolores Spafford, left



RECEIVES GAVEL. L. G. Ellis, center, retiring president of the Beaumont Toastmaster's Club, tenders his gavel to G. Gay Braud, Tax and Insurance Department, Beaumont, new president, who was installed recently at a dinner

operator at Neches Station.

Mr. and Mrs. James Harper on the birth of their daughter, Deborah Gay, March 11. The mother is Charlene Harper, former stenographer to F. W. Merrill, operating superintendent, Lake Charles.

Mr. and Mrs. Richard F. Dietlein announce the birth of their third child, a daughter, Donna Susan, March 14. Mr. Dietlein is employed in the Lake Charles Substation Department.

Mr. and Mrs. Charles J. Reifsnider announce the birth of their third child, a daughter, Cathy Gail, March 26. Mr. Reifsnider is employed in the Lake Charles Substation Department.

Mr. and Mrs. Carrol Joe Heaton on the birth of their son, Joe Glynn, March 11. The Heaton's have two other children, Nannette, age 5, and Vickie Lynn, age 3. Mr. Heaton is a lineman in the Huntsville T&D Department.

front, Stores Accounting Department, and Miles Weaver, right front, husband of Seldra L. Weaver, IBM Department. For having high scores each received a plastic domino set.

at the Ridgewood Motel, Beaumont. E. P. Cook, Jr., left, area governor, was installing officer. Ward McCurtain also of the Tax and Insurance Department, was elected treasurer of the organization.

Mr. and Mrs. Morris Thibodeaux on the birth of their son, Morris Ray, Jr., March 16. Mr. Thibodeaux is employed in the Baton Rouge Service Department.

Mr. and Mrs. Richard L. East announce the birth of their son, Brett Steven, on March 8. Mr. East is an employee in the Baton Rouge Gas Department.

Shirley and Pat Wagner on the birth of their daughter, Theresa (Terry) Lynn, on March 4 at Baptist Hospital, Beaumont. Mr. Wagner is an engineering assistant in the Land Rights Section, System Engineering Department, Beaumont.

Baton Rougean On Active Duty

Kenneth C. McKnight of the Baton Rouge T&D Department is now under-

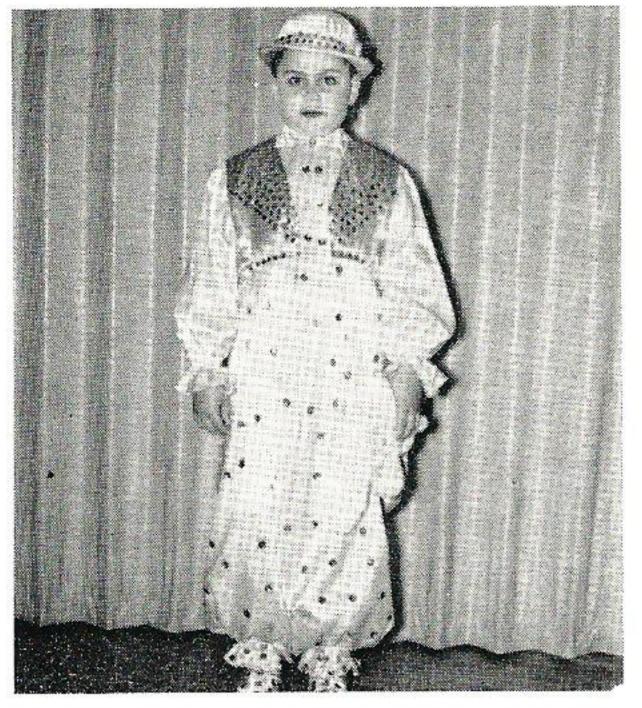
going eight weeks of basic combat training at the U. S. Army Training Center, Infantry, at Fort Jackson, South Carolina. He is presently assigned to Company D. 10th Battalion, 5th Training Regiment. Kening Regiment.



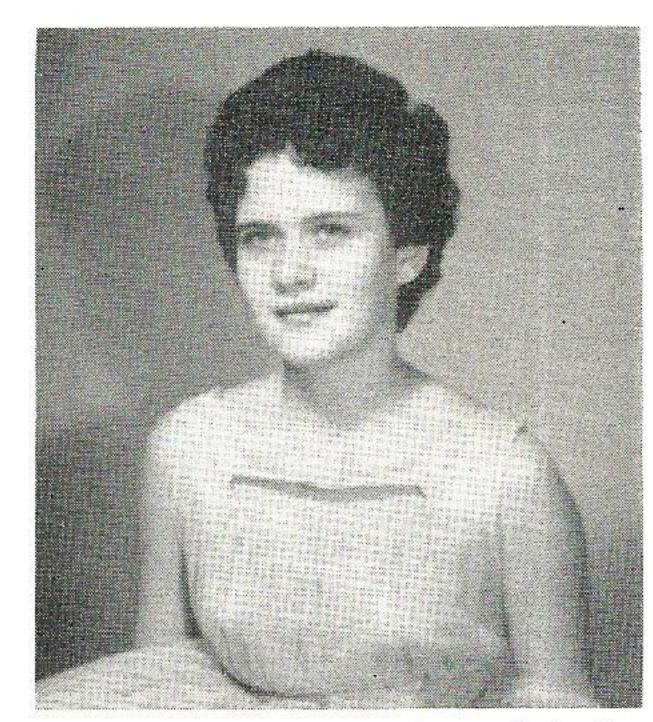
ing Regiment. Ken- Kenneth C. McKnight neth is the son of Mr. and Mrs. S. B.

McKnight. His wife, **Hazel**, lives at 4854 Broadway Street, Baton Rouge.

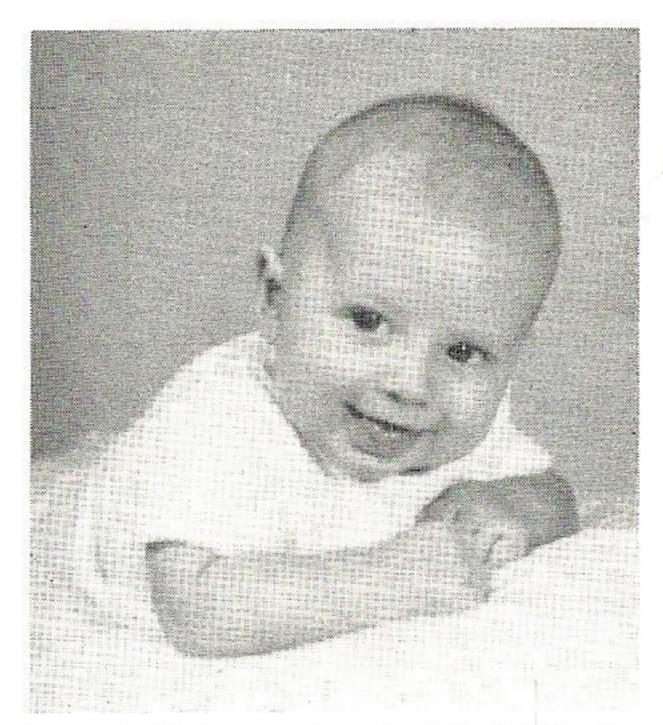




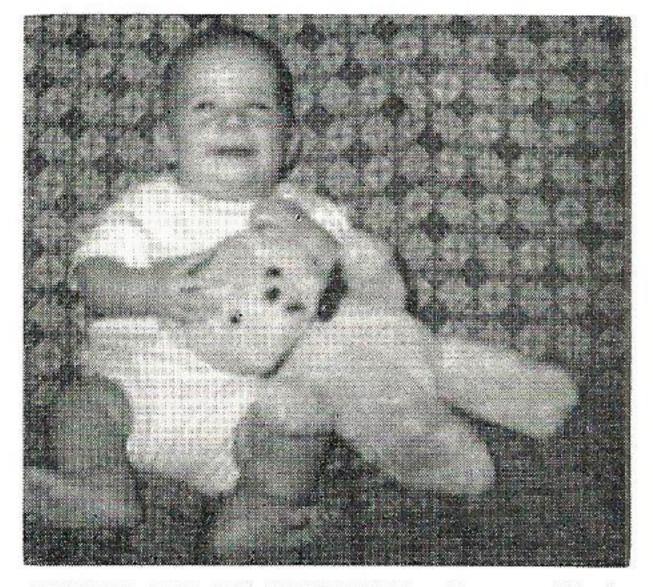
IN THE SPIRIT OF MARDI GRAS. Appearing as a clown in the Court Alice Boucher Children's Mardi Gras Carnival at Isenberg Hall, Lafayette, was Louis Guidry, son of M. L. Guidry, substation operator, Lafayette.



A PRETTY YOUNG MISS. This is Linda Fay Ballard, the 12-year-old daughter of Mr. and Mrs. H. W. Ballard, Baton Rouge. Mr. Ballard is in the Electric Meter Department. The maternal grandfather is Archie V. Browning, a

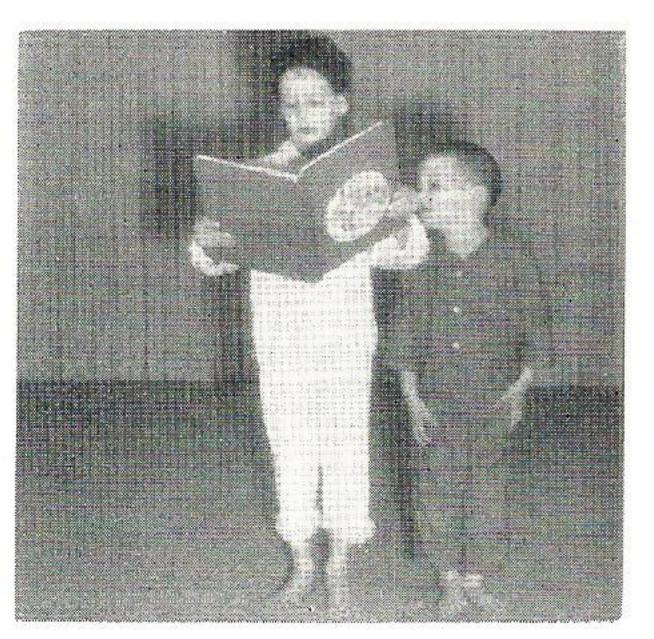


former Gulf Stater who retired in 1958 after 36 years service with the Company. Linda's six-month-old brother, Billy, right, is keeping a close watch on the camera man to see that he does his job right.



JUST ME AND MY TEDDY BEAR. Norman Wesley Ener, III, gets a big kick out having his picture taken. He is the son of Norman Ener, Beaumont Customer Accounting Department. He was three months old when snapped.

GROWING with Gulf Staters



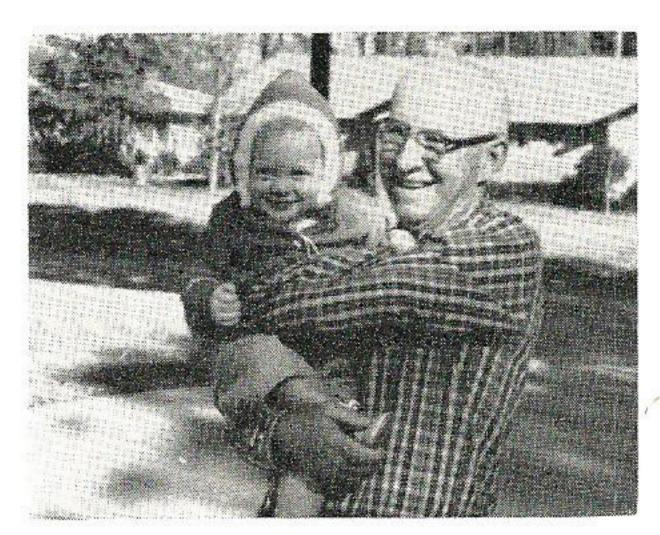
IS THAT WHAT IT REALLY SAYS? Brad Henry, $3\frac{1}{2}$, checks to see if his sister, Cree, $7\frac{1}{2}$, is reading whats in the book. They are the children of Carroll Henry, engineering assistant, System Engineering Department, Beaumont.

FORMER GSUER BECOMES MOTHER OF FOUR DAUGHTERS

A former Baton Rouge GSUer, Lurline Calmes, was featured in the March issue of The Antiknock, Esso Baton Rouge's employee publication. Mrs. Calmes is the wife of Chaney Calmes, a member of the Security Force at Esso. Recently a long standing desire to adopt a child paid off four-fold. They were able to adopt four sisters, Bobbie, 14, Arlene, 11, Sue Lynn, 9, and Charlene, 8, at one time.

Mrs. Calmes had been an employee of the Company for 19 years when they learned that they could get the four girls. She resigned on her nineteenth anniversary to become a full-time mother.

"Yes," she said, "I do miss my work some, but I am enjoying being at home to work for and with the children and planning for them."



IT MAY BE COLD OUTSIDE, but grandson Mike melts him down every time, as evidenced by the expression on the face of proud grand-daddy E. L. Robinson, vice-president, Beaumont. Mike, who was one year old on Valentine's Day, is the son of Mr. and Mrs. Joe Bonem, Baytown. Mother is the former Diane Robinson.

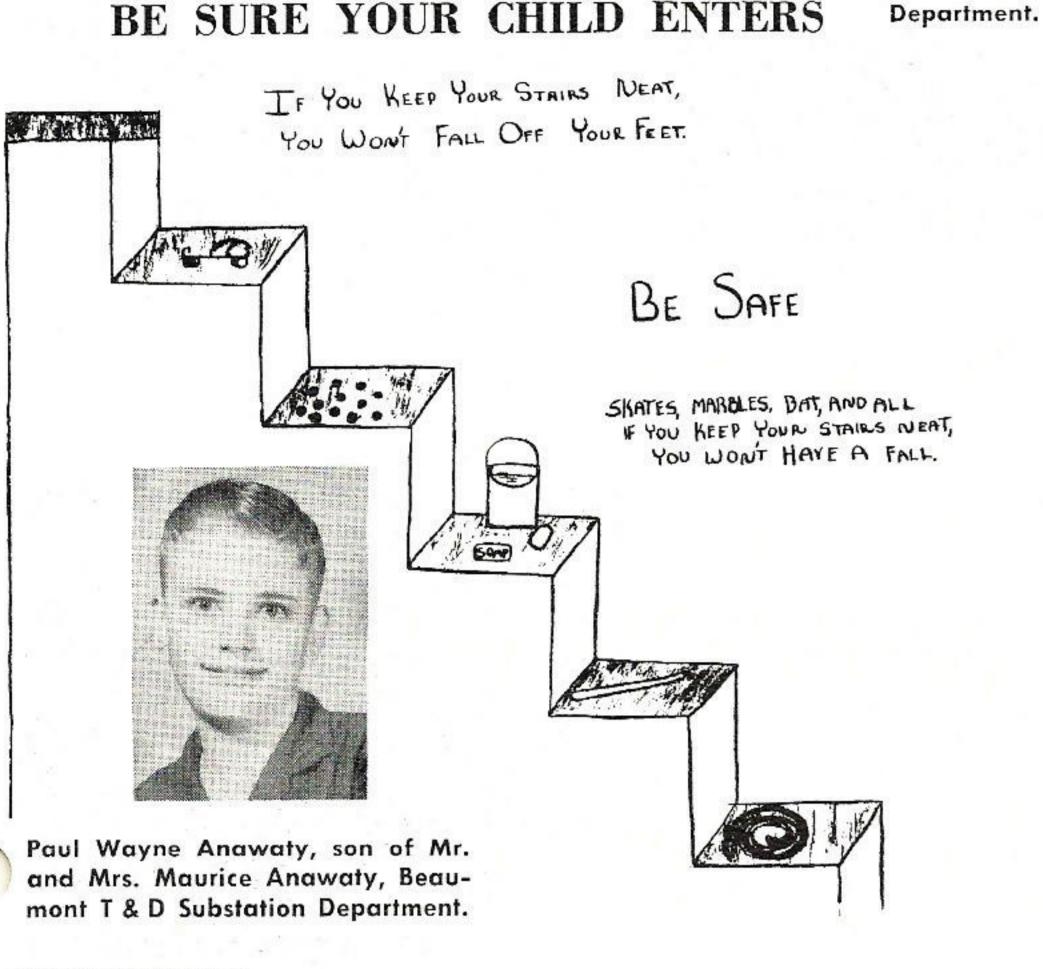


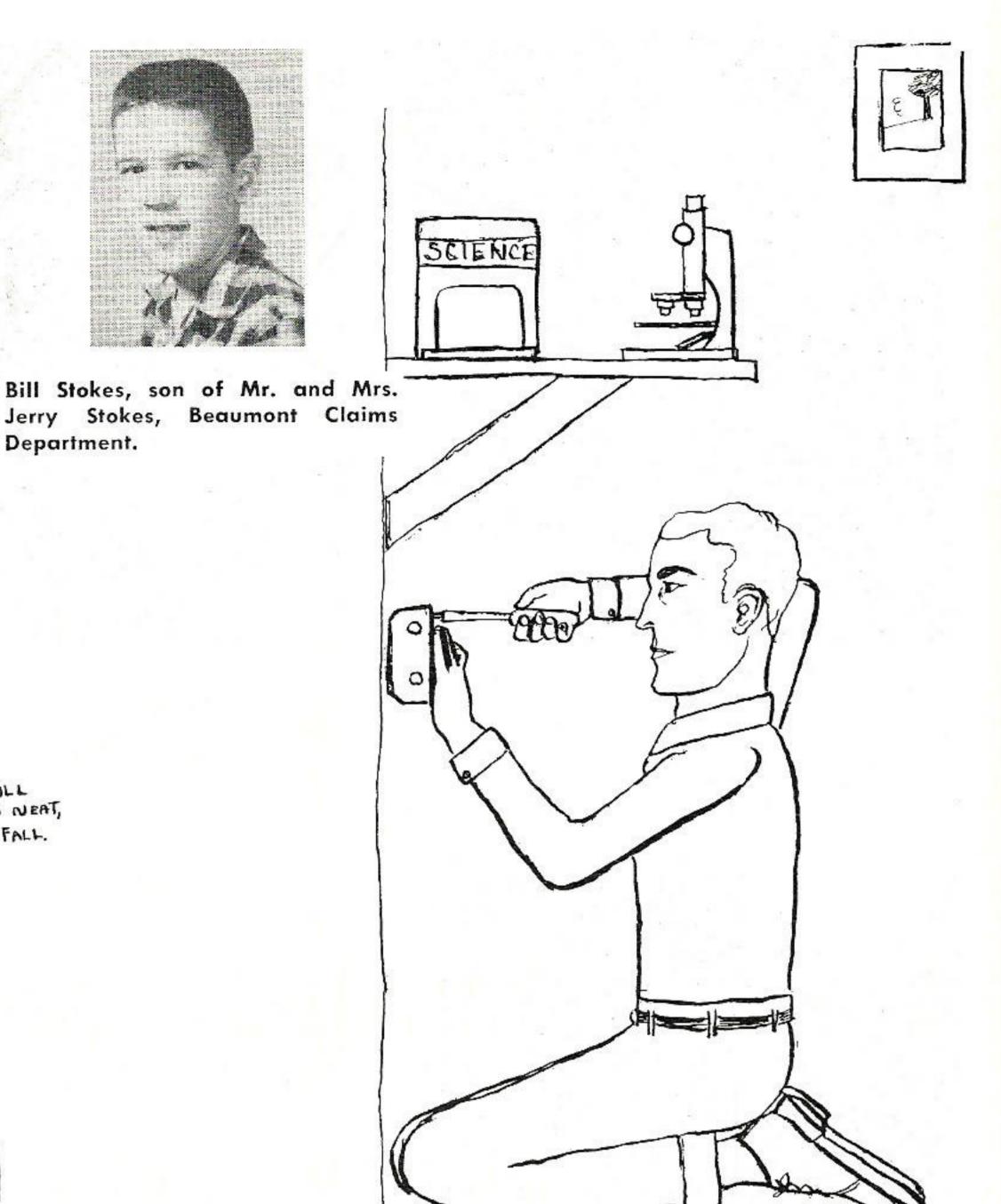
ALL DRESSED UP. Nannette, left, 5, and Vickie Lynn Heaton, age 3, are all dressed up in their best and waiting. They are the daughters of Carrol Joe Heaton, lineman in the Huntsville T&D Department.

CHILDREN'S SAFETY CONTEST WINNERS

Awarded \$5 Each

BE SURE YOUR CHILD ENTERS

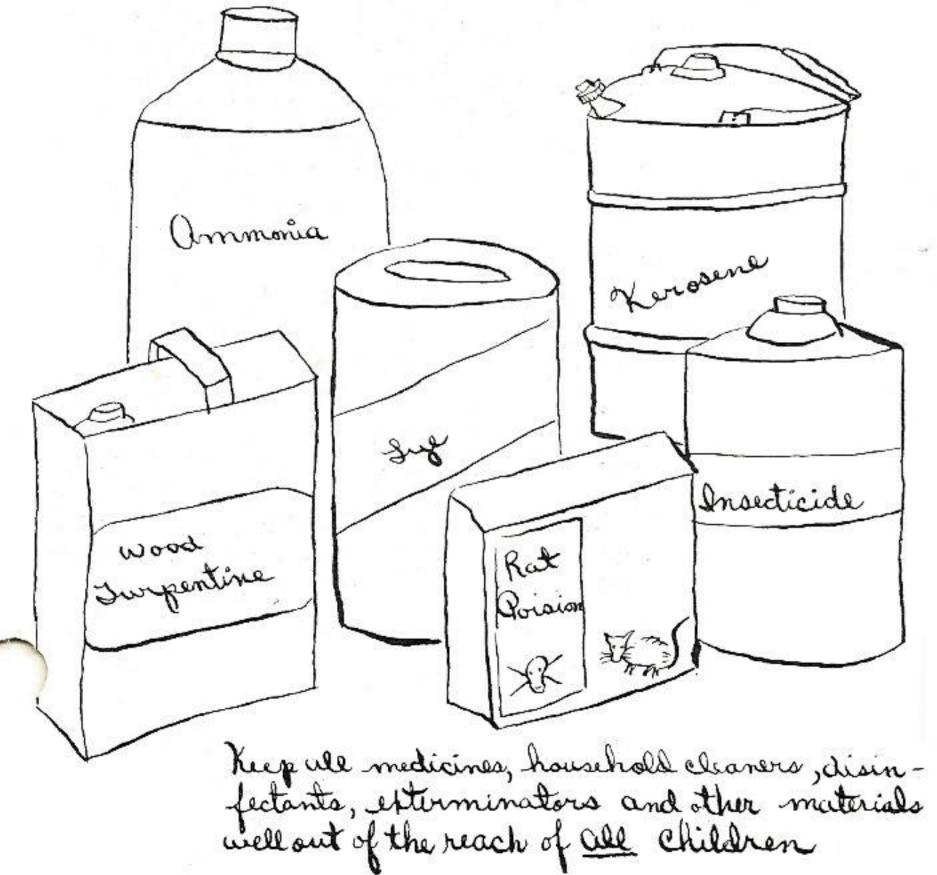


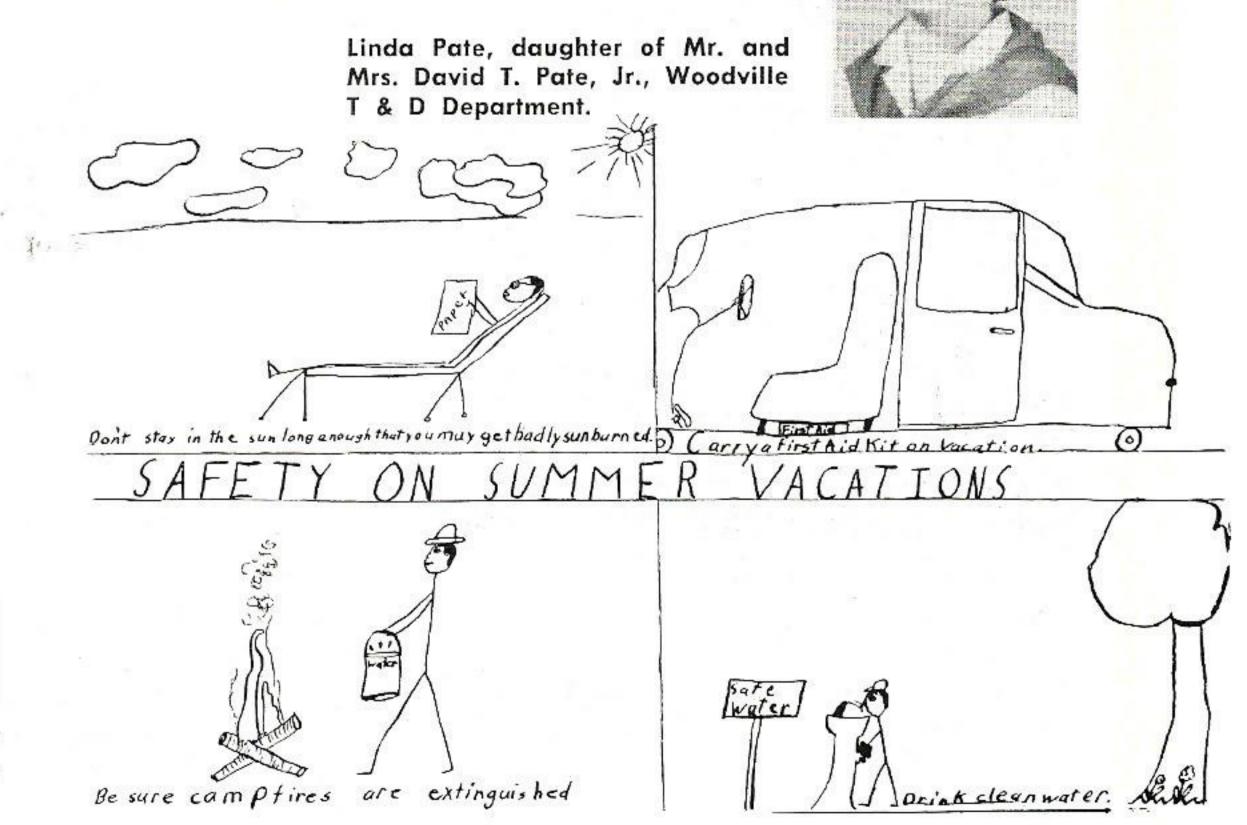


BECAREFUL WHEN WORKING UNDER TABLES, SHELVES, ECT. NOT TO RAISE UP AND INJURE YOUR HEAD



Marian Jo Pizzuto, daughter of Mr. and Mrs. Joseph C. Pizzuto, Baton Rouge T & D Department.







FIRST WINNER. Cullen J. Rome, T & D Department, in Lafayette, receives his \$25 check for the monthly traffic safety contest, from J. Roy Peckham, district superintendent.



SECOND WINNER. Hugo M. Becker, left, T & D Department, Port Arthur, won second prize of \$15, and received his check from G. L. Hagler, meter foreman. There were seven chargeable traffic accidents by GSUers in March.

MARCH TRAFFIC SAFETY WINNERS

- * -

COMPANY WINS SAFETY HONORS

Our Company made a clean sweep of awards at the 21st annual Texas Safety Conference held in Dallas recently. Holding the three top awards won by the Company for the all-around safety performance of its employees are, LEFT TO RIGHT, Anders Poulson, safety representative who attended the conference, with the Industrial Award for the lowest accident frequency rate; Dru Stephenson, meter department, with the Fleet Safety Award for the most miles driven with fewest chargeable accidents; and Sunnye Hebert, steno, T&D Operations, with the Industrial Off-the-Job Award for the company placing the most emphasis upon good safety practices by employees during off time.



And, for the second consecutive year, our Company received an Award of Honor from the National Safety Council—this one for systemwide Outstanding Safety Performance during 1959. Last year we received an Award of Honor for Outstanding Safety Performance during 1958, plus a Special Achievement Award for having worked over 3-million manhours without a lost-time accident.

