Plain Talks

GULF STATES UTILITIES COMPANY

FEBRUARY, 1960

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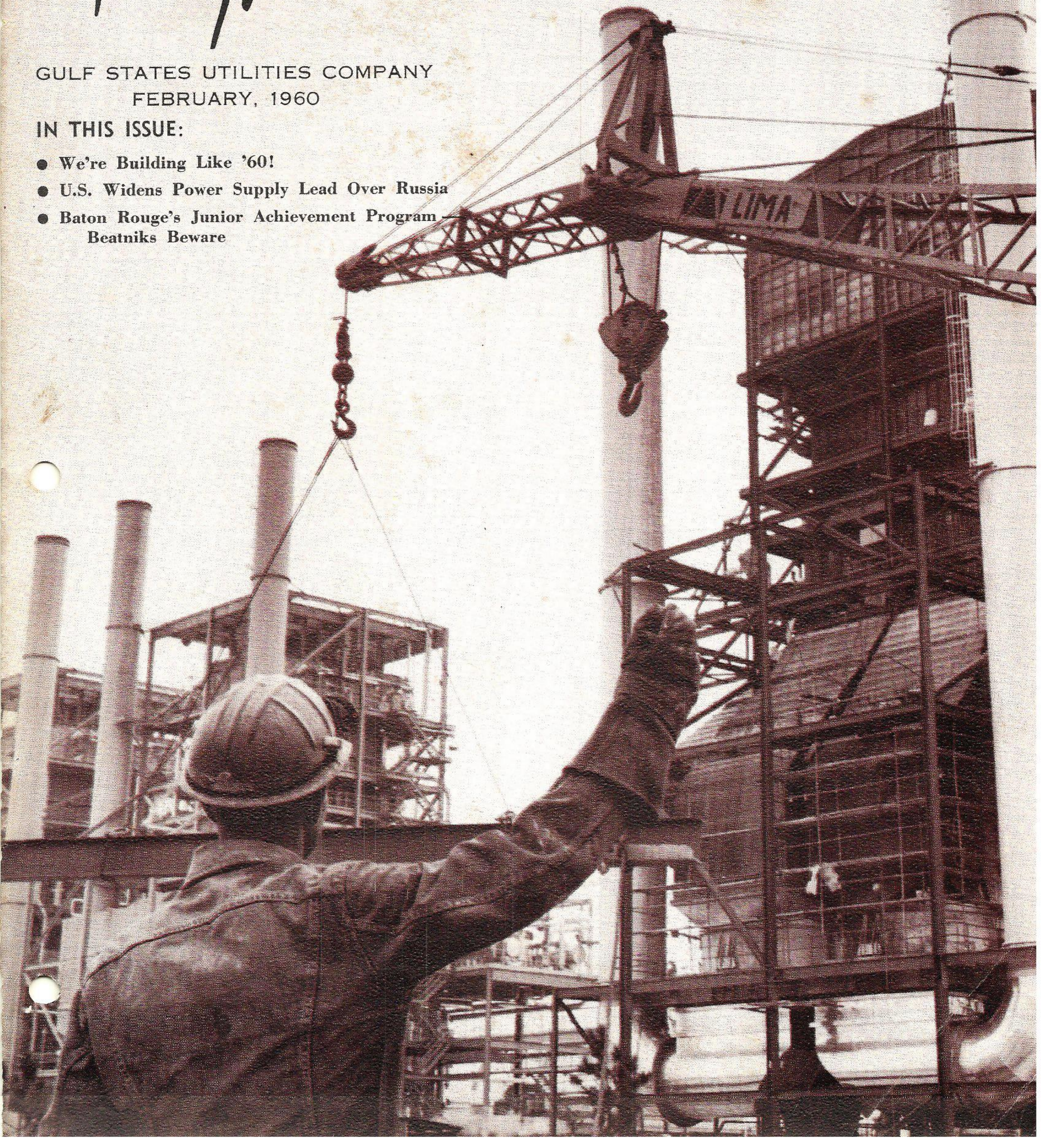

February, 1960
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Plain Talks

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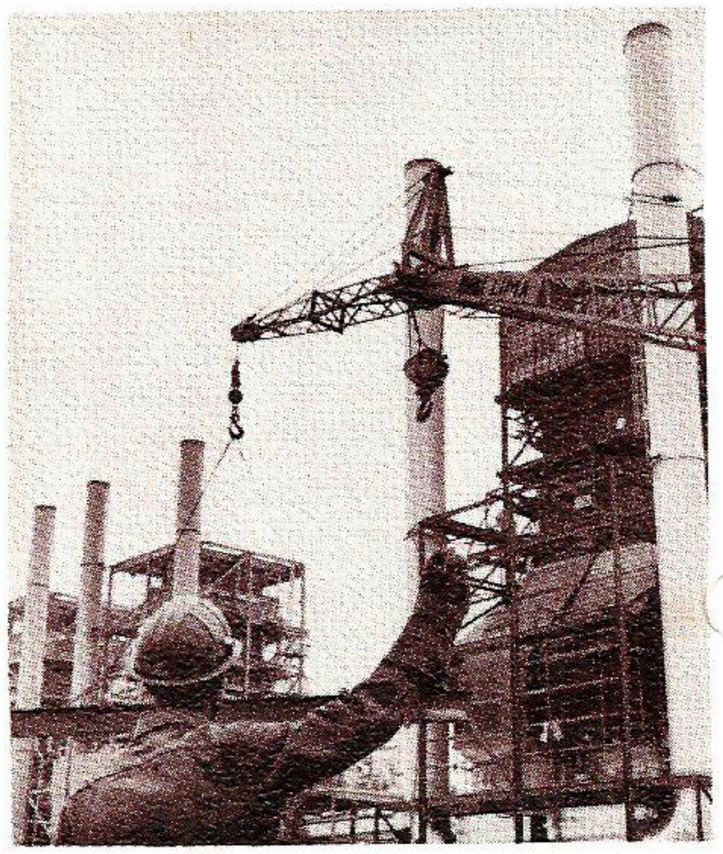
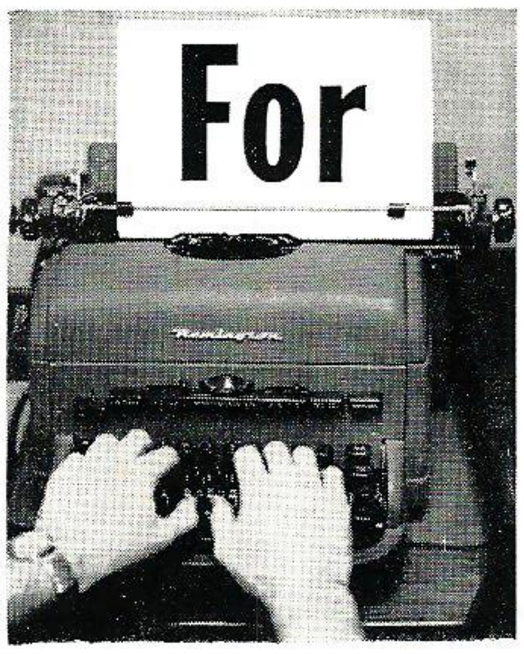
Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

OUR COVER

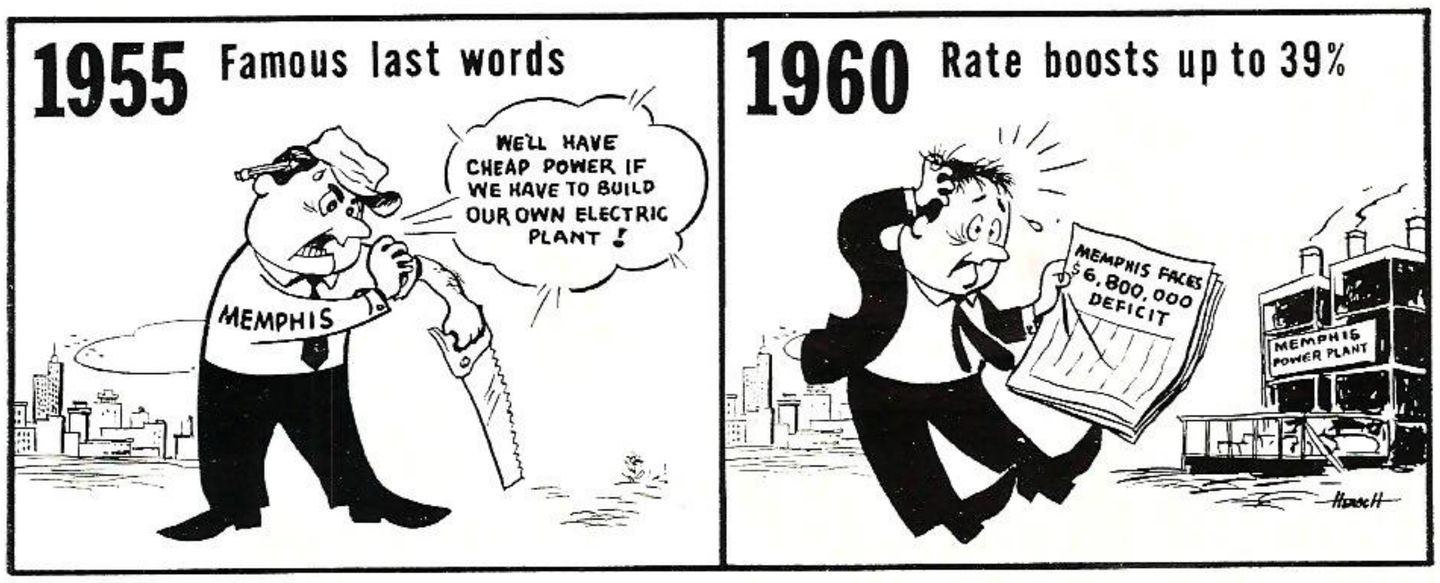


Let's think of something else besides the fact that we're a fast-growing outfit while discussing this month's cover. Let's think of the recent report by a public-power minded senate subcommittee group to the effect that unless we speed up or they slow down, in 15 years the Russians may beat us in the task of constructing power plants. Now back to the cover picture of construction of the 162,000 kilowatt, turbo-generating unit at Roy S. Nelson Station near West Lake, Louisiana, the third large unit to be added to this brand new power station. We're building new power stations, new transmission and distribution lines and other facilities at a rapid pace, not to beat the Russians, but to have plenty of power ready for the new industries, new business firms, new schools, new churches, new homes and the new ways of living better electrically, that are certain to hit our area during the Soaring Sixties. And no taxpayer's money will be used for **our** brand of "crash" programs. Which way is better, our way or Socialism? Think it over, Americans.



For Your Information...

Memphis Pays The Public Power Piper



Memphis Plant Faces Deficit; City Increases Electric Rates

ORDINARILY, we get little glee from someone's misfortune, but the recent 18.5 per cent average rate increase in Memphis power bills gives us great joy.

In the Dixon-Yates argument we can recall diatribes in Memphis newspapers against the bugaboo of private power. We remember well the many public love notes the press wrote to TVA and its "realistic" yardstick showing the cost of the manufacture and distribution of electricity.

We remember heated Memphis newspaper editorials claiming that TVA pays its own way and still provides cheap power. The hint by anyone that public tax money was being used to make up deficits in the TVA budget drew great editorial ire.

Well, if municipally produced power in Memphis now costs consumers 20 per cent more than TVA rates, it clearly shows that TVA rates were 20 per cent below cost. In the TVA days, somebody was paying 20 per cent of Memphis' light bills for them.

We other tax-payers are still paying 20 per cent or more of the power bills for the rest of the TVA empire but at least we've got Memphis off our backs.—The Wynne (Ark.) Progress

Federal Power Advocates Use Russia's Program For Political Purposes

PUBLIC power advocates, reinforced by pork barrel gourmands, will make much of a report by the staff of the Senate Public Works Committee.

The report contains a valuable rundown on what the Reds are doing to bring electric light to their land of ideological darkness. But alarmists are sure to use the rapid expansion of Red generating facilities as arguments for more Government expansion into the power business in the United States.

They will overlook the fact that America's capacity has been growing right along at a greater clip than Russia's even though the Russian program was designed to overcome a serious power shortage as never existed here.

The object of expansion in our electrical system can logically be only to provide the current we need. Existence of cobwebbed generators and idle lines around the nation would accomplish nothing at all.

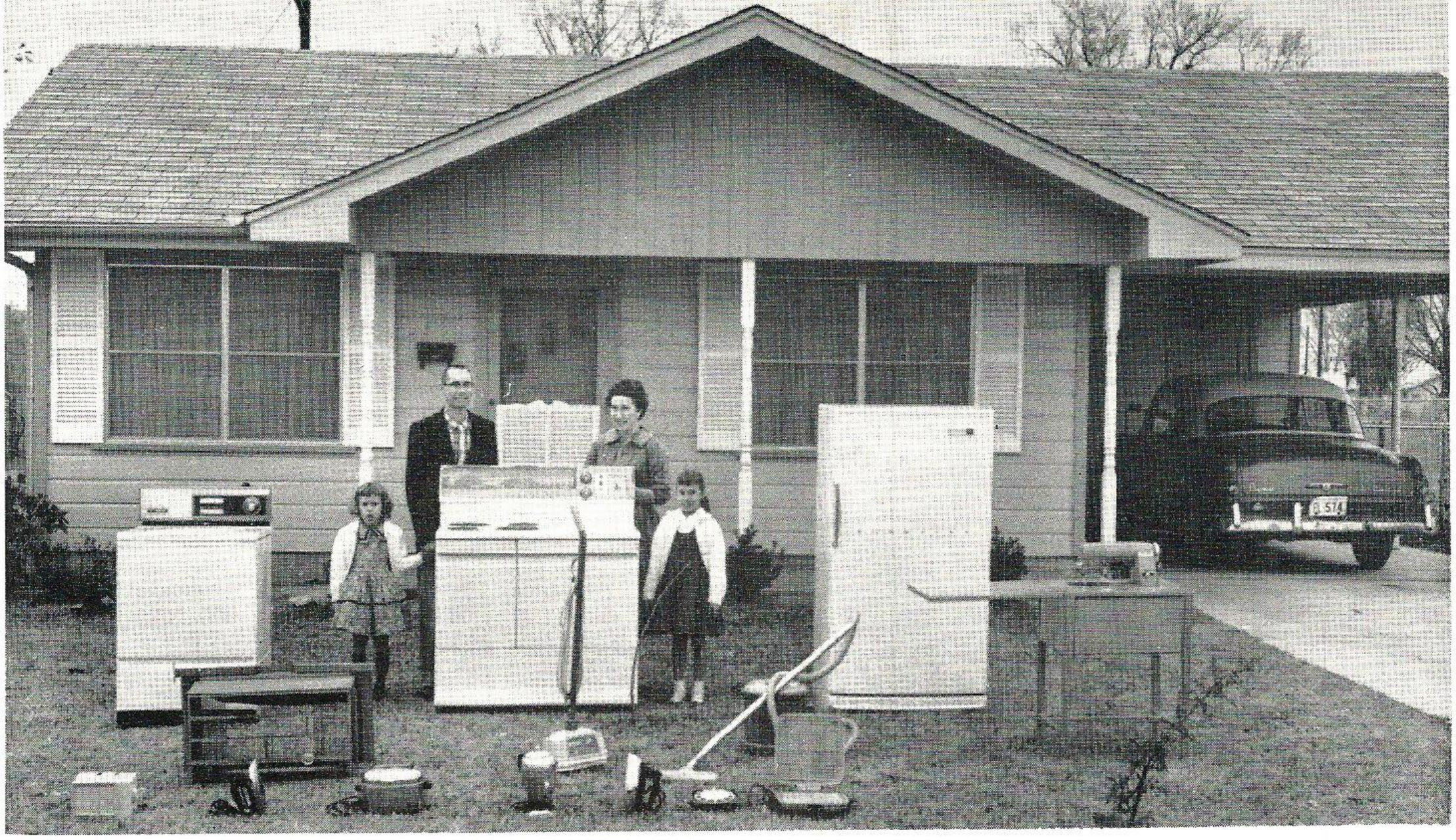
As J. J. Morrison, executive vice president, Beaumont, told delegates to the Arkansas-White-Red Basin Interagency Committee meeting in New Orleans last month, "We should not concern ourselves with 'beating the Russians' for the mere sake of beating them, in a power station building race, atomic or otherwise. America's power program should be guided by the growth of the American economy, not by what Russia and China are doing in the power field." (See page 3).

Our utilities have shown no sign of falling down on the job, but rivalry with the Russians over purely abstract growth figures may saddle us with many more expensive public power projects. Unless the voters, alias taxpayers, are firm. — JST

NATIONAL ENGINEERS' WEEK

Feb. 21 - 27

"Engineering's Great Challenge . . . The 1960's"



America's Jack lives much better electrically than Russia's Ivan for several reasons. The average American worker earns 1½ more than his Russian counterpart—and has five times the buying power. Here, the Jack Martin family (he's a collector in the Beaumont Credit and Collection Department) displays some of its labor-saving electric appliances outside the home. American families like the Jack Martins use about 3,550 kilowatthours of electricity a year; the average Russian family, only about 400 kilowatthours.

By 10,000,000 Kilowatts . . .

U.S. to Increase Electric Power Supply Lead Over Russia by 1965

CHARGES and counter-charges now being uttered by men in high places have focused public attention on the question of whether the Russians are ahead of our country in space flight, satellites, rocketry and intercontinental nuclear weapons. It is doubly reassuring, therefore, to learn this week that our lead over the Soviet Union in the critical area of electric power supply will be increased in the next five years.

On February 16, the Edison Electric Institute, trade association of the investor-owned electric utility industry, released a report on the Russian electric industry which indicated that our lead over the Russians will increase from 124 million kilowatts to 134 million kilowatts by 1965.

The 96-page document, titled "A Report on USSR Electric Power Developments, 1958-1959," presents the findings of two delegations of American electrical industry representatives who toured the Soviet Union in 1958 and 1959, at the request of the United States Department of State.

At the beginning of 1960, the United States had 183 million kilowatts of generating capacity, the Russians had 59 million. The Russian goal for 1965 in the latest seven-year plan is from 110 to 112 million kilowatts while the total capability of the U.S. is expected to be 245 million kilowatts in 1965. By that year our lead over the Russians will have increased by 10,000,000 kilowatts!

This should not be interpreted as discounting Russian achievements. They are conscientious, and they are working hard to achieve their goals.

Electric Industry Comparisons — U.S. and U.S.S.R.

The power supply "gap" the Russians are trying to narrow is not the only area where the United States leads our Red rivals. At the end of 1957, the total length of transmission lines of 35,000 volts or over in Russia was said to be about 46,485. In the U.S., the length was 240,000 miles, in spite of the fact that Russia is nearly three times as large geographically. (Russia is 32 times the size of Texas, and has a population of 208,800,000.)

Because of its vast size, and because the USSR has historically emphasized development of hydroelectric energy at dam sites which are often far removed from load centers, the Russian electric power industry is conducting interesting work in the field of high-voltage transmission. In 1958, some 2,600 miles of lines were operating at 400,000 volts and construction began on an 800,000-volt, direct-current line from the Volga River to the Don Basin. In the U.S. the highest voltage transmission lines are 345,000 volts, and the plan is to go to 400,000-volt and 500,000-volt lines next. General Electric is building a line which will be operated at 750,000 volts. No high-voltage direct current lines are planned in this country as yet.

Atomic Power in Russia

Like our atomic research programs, Russia's atomic power program is still in the development stage. Experimental work with a variety of reactors is being conducted, with the same aim we have, to find the most economical method of producing electricity from the atom. In 1958, only one nuclear power plant was operating in the Soviet Union. A 5,000 kilowatt station, it began operating in 1954.

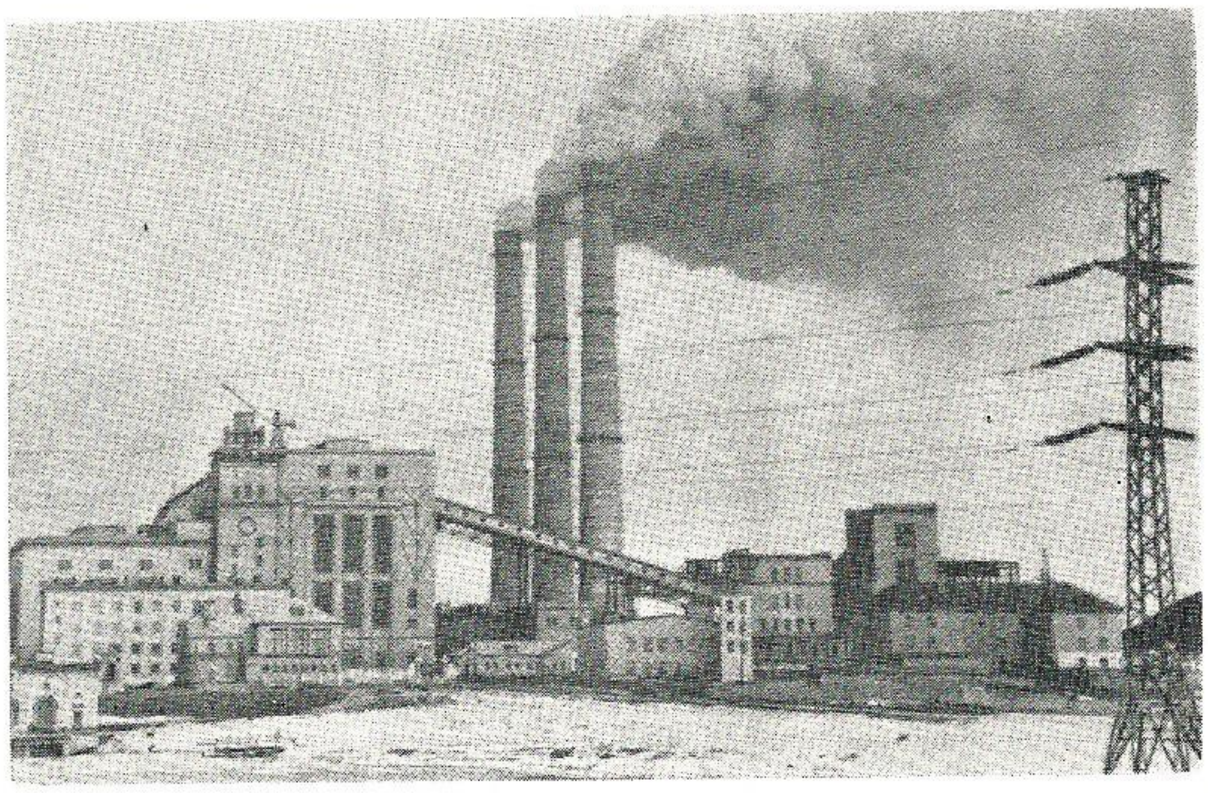
By the end of 1959, a little over five years since passage of the 1954 Atomic Energy Act enabled American industry for the first time to work on atomic plants, a total of 131 electric power companies like Gulf States were participating in projects for the development of economical power from the atom. Electric power companies in the U.S. are participating in 16 plants which will have a combined capacity of about 1,400,000 kilowatts and will require expenditures of more than $570 million. Our Company is participating in three atomic research programs, the Southwest Atomic Energy Associates, the Texas Atomic Energy Research Program and the High Temperature Reactor Development Associates, Inc.

Electric Rates and Residential Use

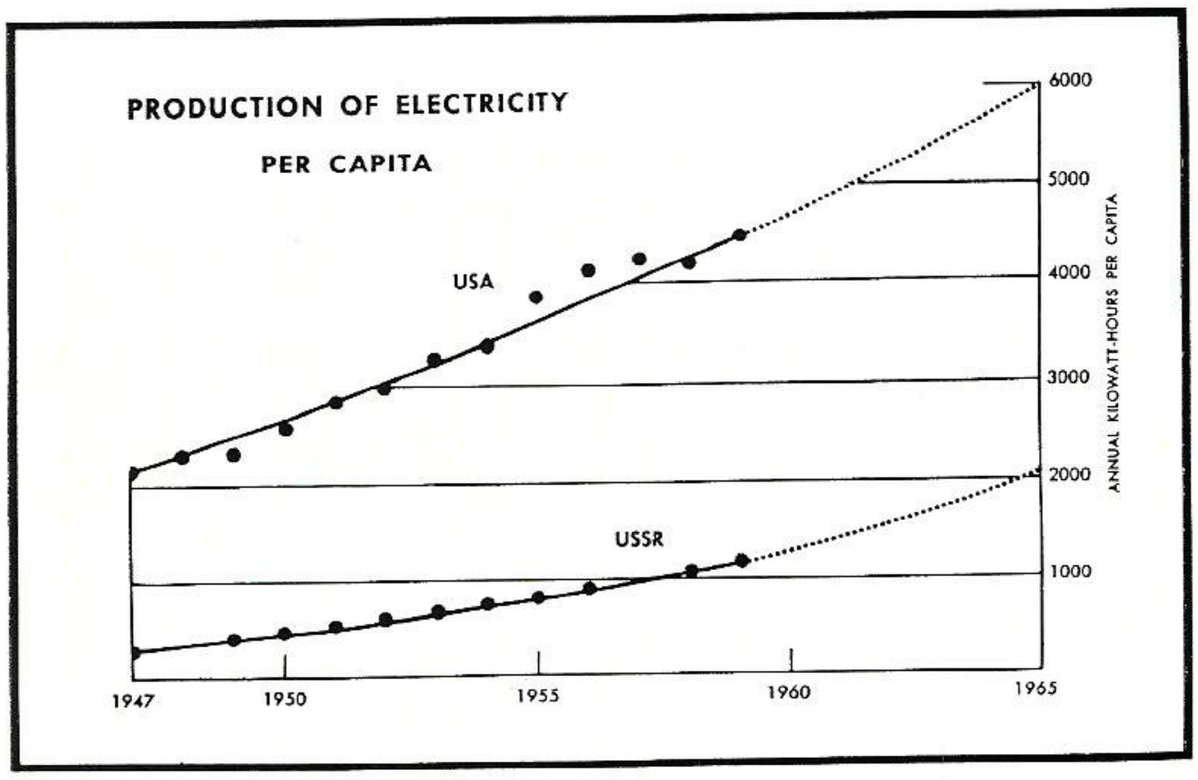
The price of residential electricity in Russia is equivalent to four cents a kilowatthour. The average price for all residential electricity in the U.S. is about 2.53 cents per kilowatthour.

Some indication that the Russians are diverting most of their power to basic industries and military needs is the comparison of average electricity use per home customer in the two countries. In the Soviet Union, the average home-owner uses only 400 kilowatthours a year, not much more than our national average figure for 1925, the year our Company was organized. In the U.S., the average is 3,550 kilowatthours. (In our area, the average approaches 3,700 kilowatthours.)

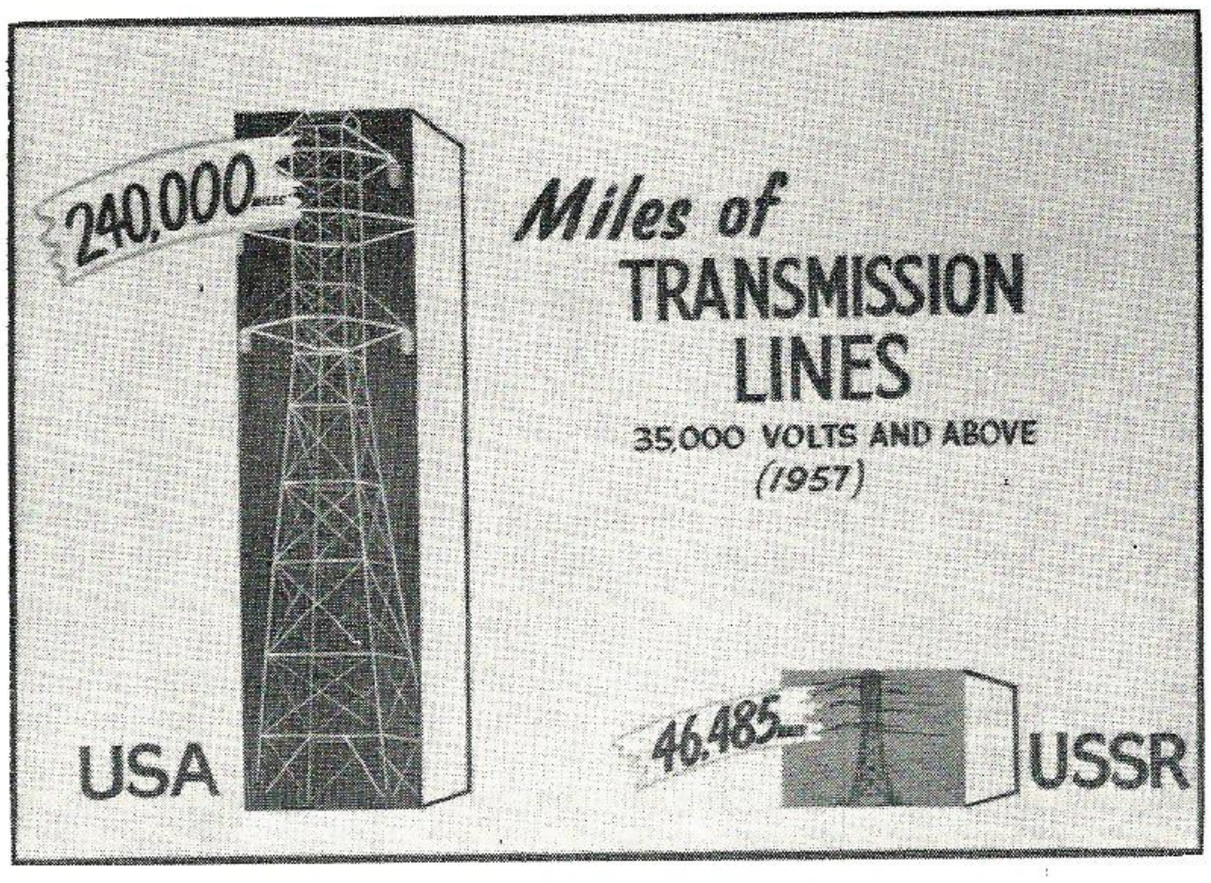
It is apparent that Russia has a long way to go before her people's standards of living approach ours. The Russians have shown themselves to be technically competent in the electric power industry. They will probably achieve their goal of 110-112 million kilowatts of power supply by 1965. But it is worth remembering that in 1965, the U.S. should have a capacity of 245,000,000 kilowatts, and we will have further widened the gap between us and the Russians in our industry.



Cherepet generating station near Moscow.

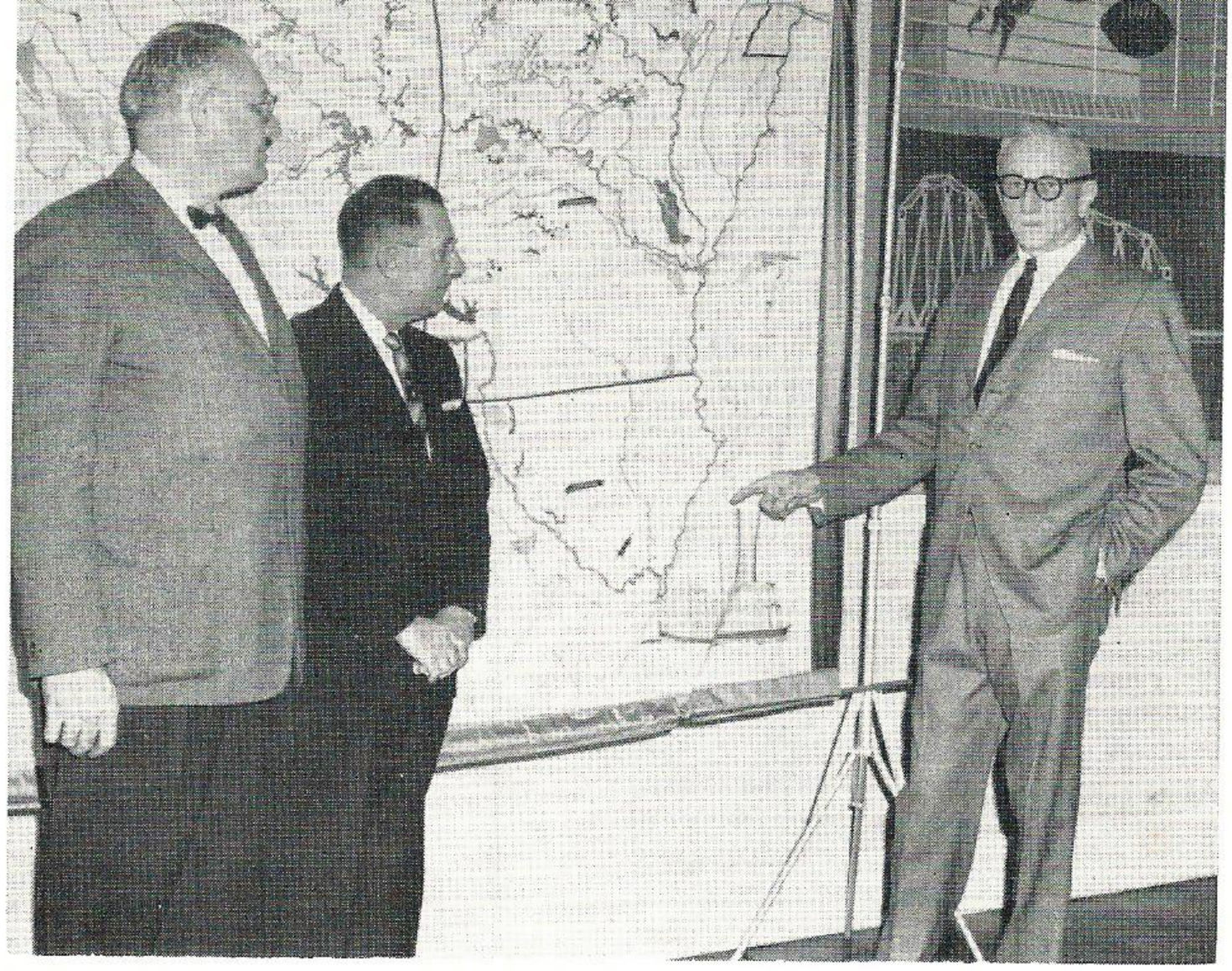


Comparison of per capita electricity production, U.S.A. and U.S.S.R.



Comparison of transmission line mileage, U.S.A. and U.S.S.R.

Investor-Financed Utilities have Provided more Power, while Lowering Unit Costs . . .



Mr. Morrison, right, points out major rivers in our service area to Douglas Wright, Southwestern Power Administration, Tulsa, and U. J. Gajan, general manager, Southwest Louisiana Electric Membership Cooperation, Lafayette, at New Orleans meeting.

"CRASH PROGRAM" TO BEAT RUSSIA IS NOT THE ANSWER, SAYS MORRISON

Executive Vice President Traces History of Investor-owned Electric Industry

In Talk Before Federal Agencies Group in New Orleans

IS a "crash" power station construction program the logical answer to recent public-power minded subcommitmittee senate reports that "unless we speed up or they slow down" the Russians may beat us in hydro-electric power generating capacity in 15 years?

Turn back to page 2 and read the Edison Electric Institute's report on the power situation in Russia, keeping in mind the simple economic fact that electric capacity wthout electric consumption means nothing. You can't help wondering to what extreme lengths the advocates of more and more public power won't go to achieve their dubious ends.

J. J. Morrison, executive vice president, Beaumont, hit the nail squarely on the head when he told delegates attending last month's Arkansas-White-Red Basins Interagency Committee meeting in New Orleans, "Power Capacity, whether generated by falling water or steam power stations, in itself means little unless the users need the power.

"We should not concern ourselves with 'Beating the Russians' for the mere sake of beating them, in a power station building race, atomic or otherwise. America's power program should be guided by the growth of the American economy, not by what Russia and China are doing in the power field."

Tracing the growth of the electric industry, Mr. Morrison pointed out that, since 1932, despite continuing inflation that has reduced the purchasing power of the dollar by more than one half, the nation's investor-financed electrical power industry has reduced the average unit price of electricity by more than one half, while presently paying taxes amounting to about 25 cents on every dollar of revenue.

In citing the industry's progress, Mr. Morrison complimented the electric apparatus industry for its diligence in conducting expensive research and producing electronic devices without which the industry could not possibly have accomplished the miracles it has.

Board Announces Construction Budget

A 1960 construction budget of $45 million was announced February 8, by Mr. Nelson, chairman of the board and president, following a meeting of the Board of Directors at the Company's offices in Baton Rouge. The 1960 expenditures are part of a $198 million four-year construction program to provide ample electric power to meet the fast-mounting requirements of the Company's 28,000 square mile service area.

The four-year program includes two new power stations now under construction, one in the Sabine-Neches area, and the other at Baton Rouge, as well as additions to the Company's present power stations, and will increase the Company's present generating capacity by 65 percent in the next four years.

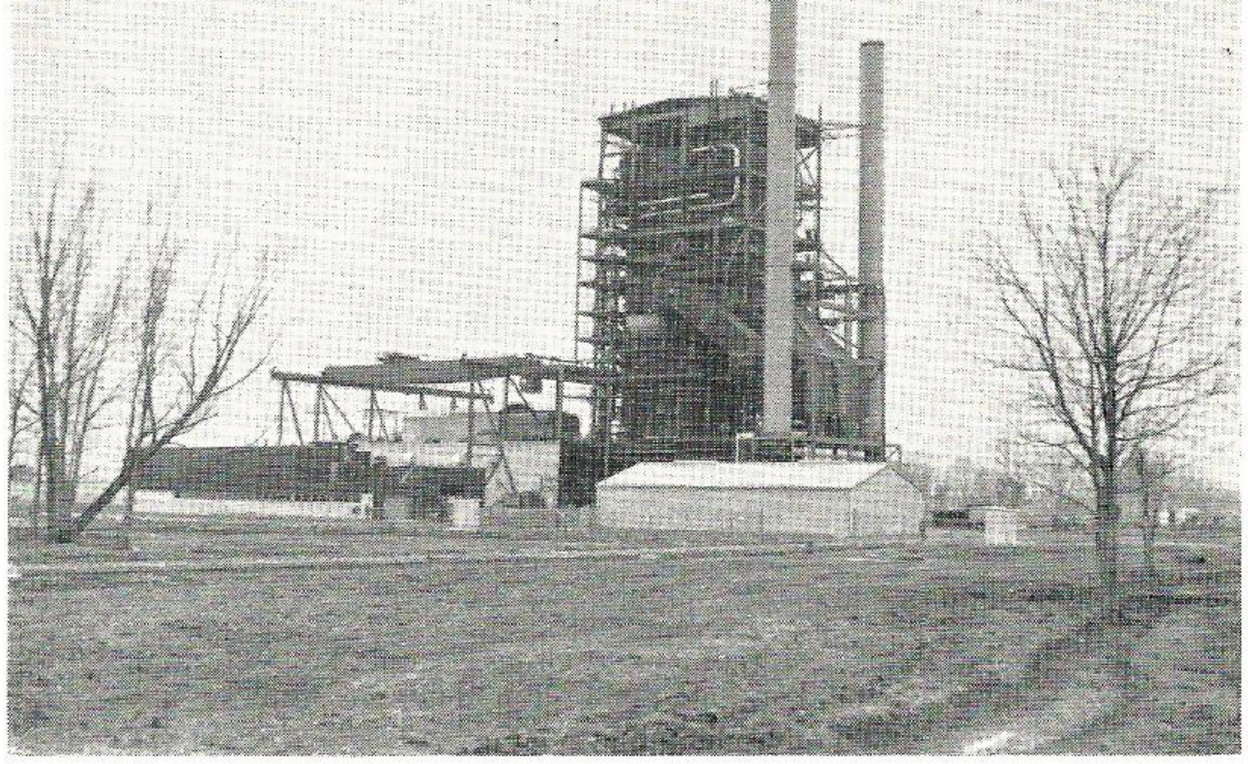
Of the $45 million expenditure earmarked for 1960, approximately one-half will be expanded to carry forward work started prior to 1960, and the balance for new work to be started this year.

In commenting on the expansion program, Mr. Nelson stated that this large expenditure indicates Gulf States' confidence in a continuation of the industrial growth and expansion throughout the Company's service area and that in keeping abreast of power demands, more than $375 million has been invested in new or enlarged facilities since the beginning of 1947.

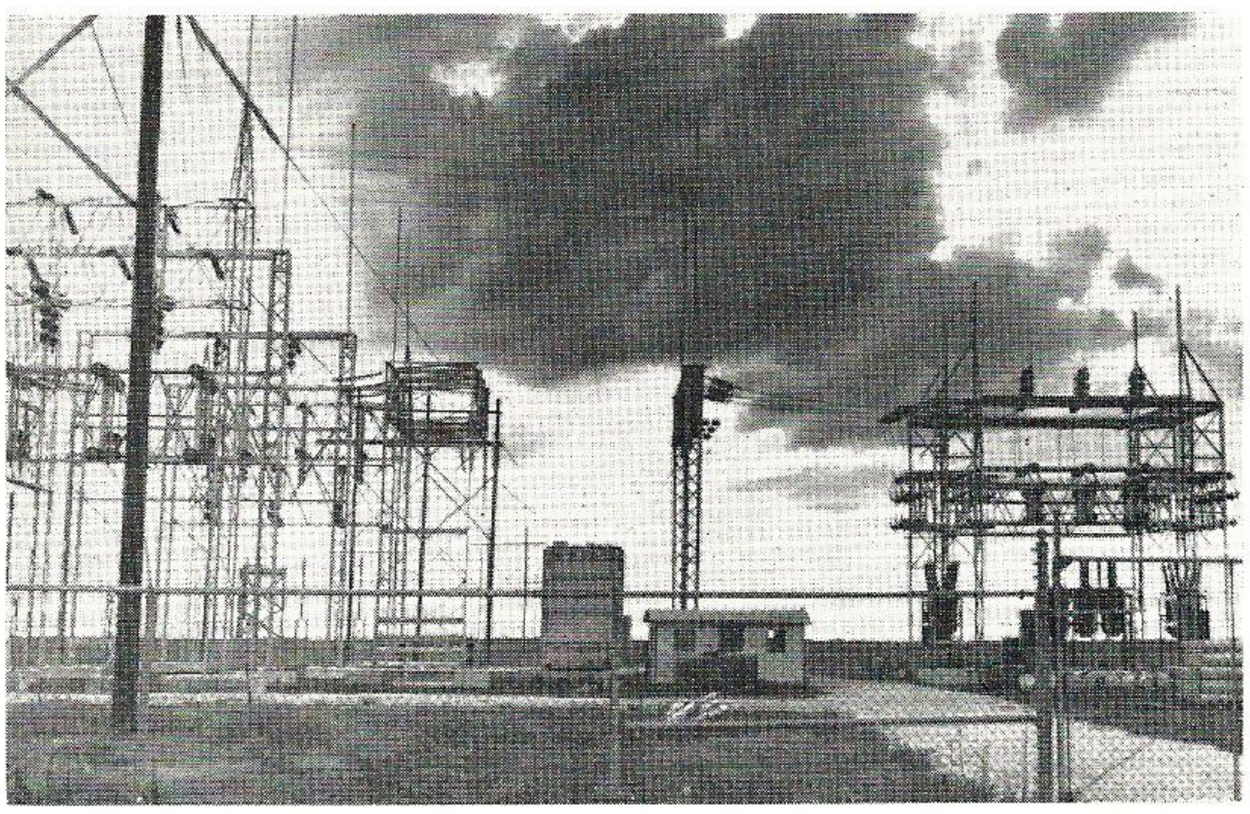
In other business, the Board declared the regular quarterly dividends on seven series of Preferred Stock outstanding and a dividend of 25¢ per share on the Common Stock.

Gulf States' Directors attending the Board meeting presided over by Mr. Nelson were Ralph E. Cargill, George R. Fulton, John J. Morrison and Will E. Orgain of Beaumont, Munger T. Ball of Port Arthur, Thomas J. Hanlon, Jr. of Prairieville, Louisiana, Edward H. Taussig of Lake Charles, and Charles P. Manship, Jr. and C. Vernon Porter of Baton Rouge.

This announcement came as America's electric industry observed National Electrical Week, commemorating the 113th birthday of Thomas Edison on February 11. The Gulf States' construction program adds emphasis to year-end figures released by the Edison Electric Institute which state that the electric industry has 38.3 million kilowatts of additional generating capacity scheduled, about 85 percent of which will be installed by the end of 1962.



Construction of Willow Glen Station, 17 miles south of Baton Rouge, is proceeding on schedule and the first unit is expected to go on the line in early April.



New substations like the Raywood Substation, south of Liberty, Texas, will be added. Raywood will be the take-off substation for a new line to serve the Anahuac area.

The new centrally-located Gas Service Center on Choctaw Drive in Baton Rouge provides the Gas Department with improved yard facilities, and the 15,000 square feet of floor space alleviates the crowded Government Street site formerly shared with the Electric Department.

His Medallion Home Is A Honey

Playing on the lawn of their beautiful home at 4511 Young Lane, Lake Charles, are Gairy Lynn and Joyce Louise Guidry, daughters of Murphy Guidry, serviceman, Lake Charles.

OUR COMPANY has been an enthusiastic booster of the national "Medallion Home" program since the promotional campaign began in 1958. In the short two year period, 3,127 homes served have qualified for either a bronze or a gold medallion. And Gulf Staters, always leaders in electric living, are buying or remodelling homes which bear the medallion, hallmark of electrical excellence.

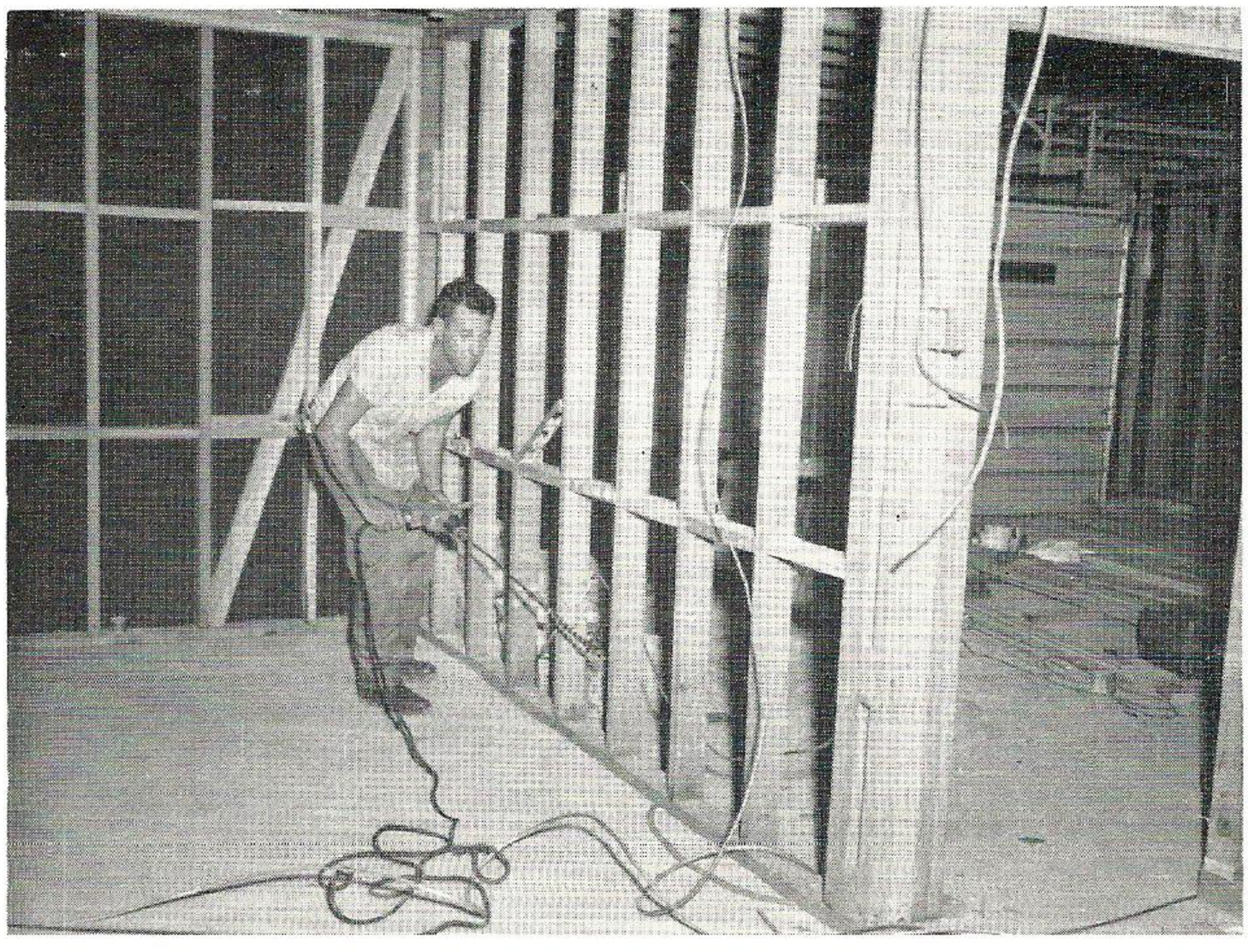
Some are even building their own homes. Murphy Guidry, Lake Charles T&D, is a good example of a man who knows what he wants in a home and how to get it by building his own. This year as the nation observes National Electrical Week and the "Live better . . . electrically" theme PLAIN TALKS takes you on a pictorial visit to Mr. Guidry's Bronze Medallion home at 4511 Young Lane, Lake Charles.

The all-electric home includes 2,600 square feet of living space and was built by Mr. Guidry with the exception of the brickwork and the roofing. The lovely house was completed after about seven months of working mornings, evenings, days off and during a three-week vacation.

When you walk up the sidewalk to the pink bricked, white roofed home and hear the electrically operated musical chimes, you begin to feel an air of hospitality and relaxation. Music comes from a speaker in the light fixture above your head. Music is piped throughout the house, even on the patio and around the swimming pool at the rear of the house.

The door opens into an entrance opening to a sunken living room with deep carpets, lighted by soft valance fixtures. Beyond the living room is the heart of the house, the all-electric kitchen. The carefully planned, well equipped nerve center provides Mrs. Guidry, who is a dental technician, a

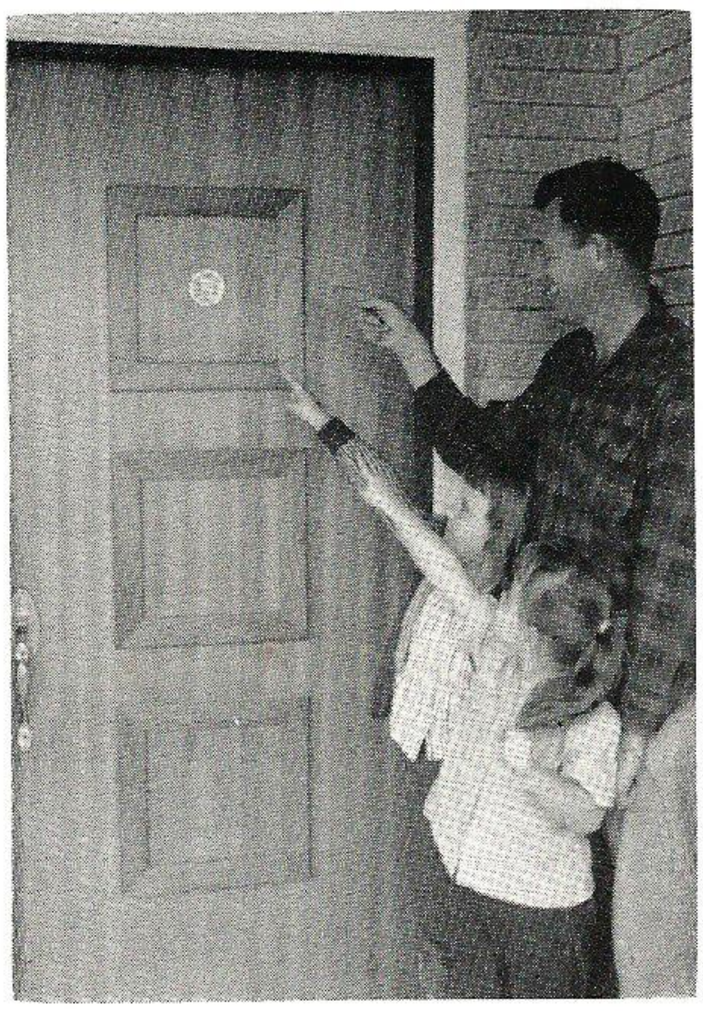
Using an electric drill, Mr. Guidry bores holes for the wiring. All work except for the brick work and the roofing was done by Mr. Guidry on his vacation and during his off time.



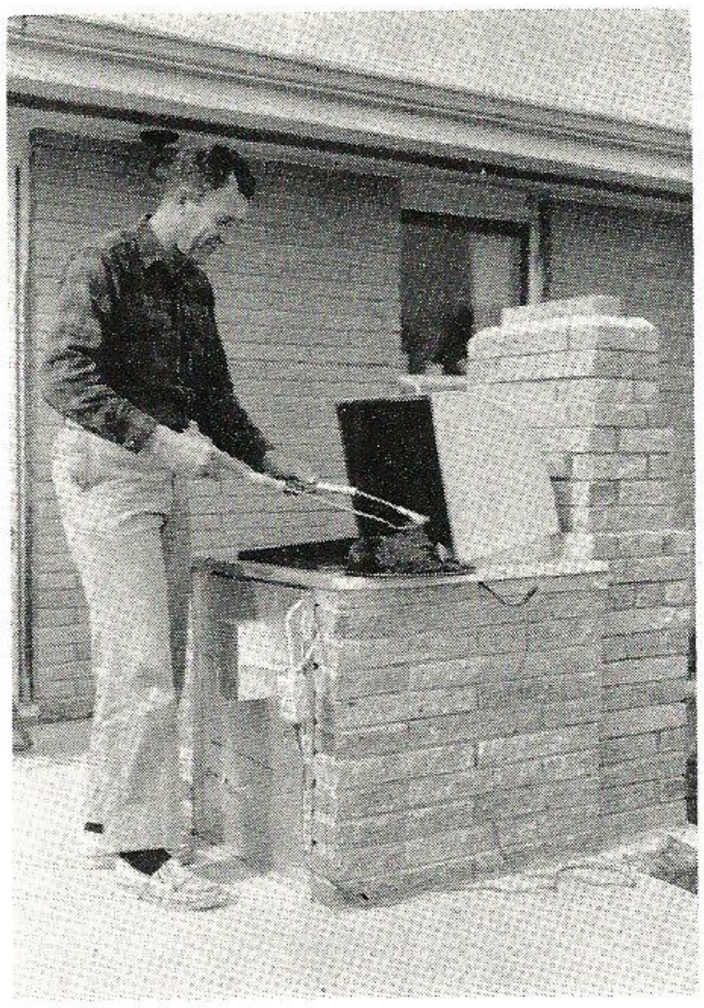
Lake Charles GSUer

Builds Own Home

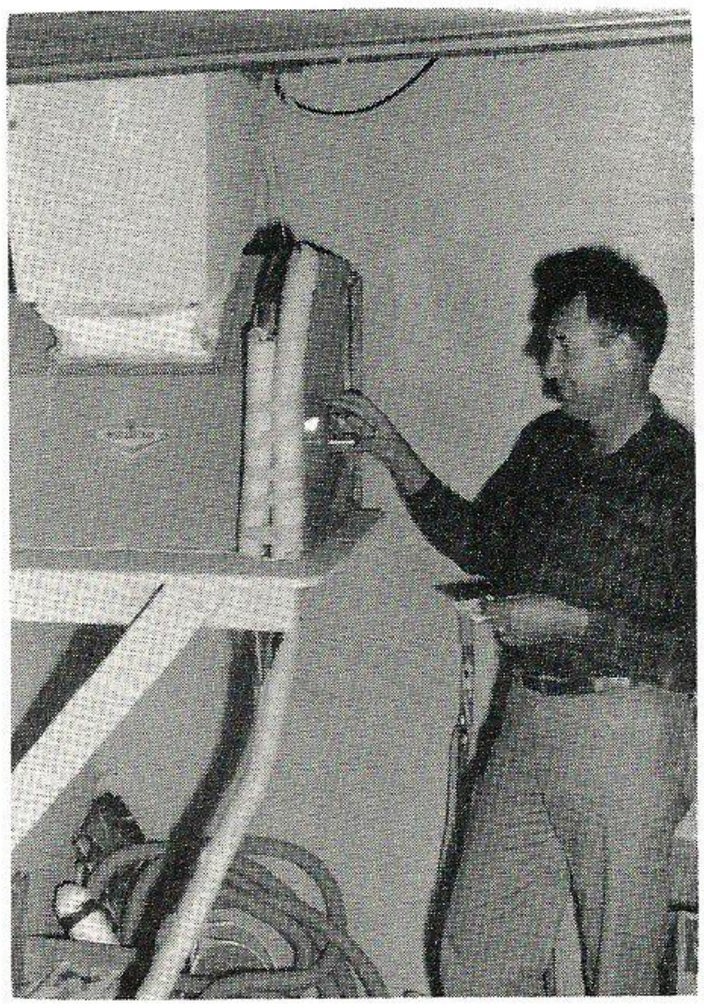
For Electric Living



Pointing with pride to the bronze medallion on the front door are Mr. Guidry and his daughters, Gairy Lynn, left, and Joyce Louise.



Mr. Guidry has just removed this venison roast from the electric rotisserie built into the patio barbecue pit which he built himself.



Shown here adjusting the control on his three-ton heat pump, Mr. Guidry is assured of the right temperature in his home the year-'round.

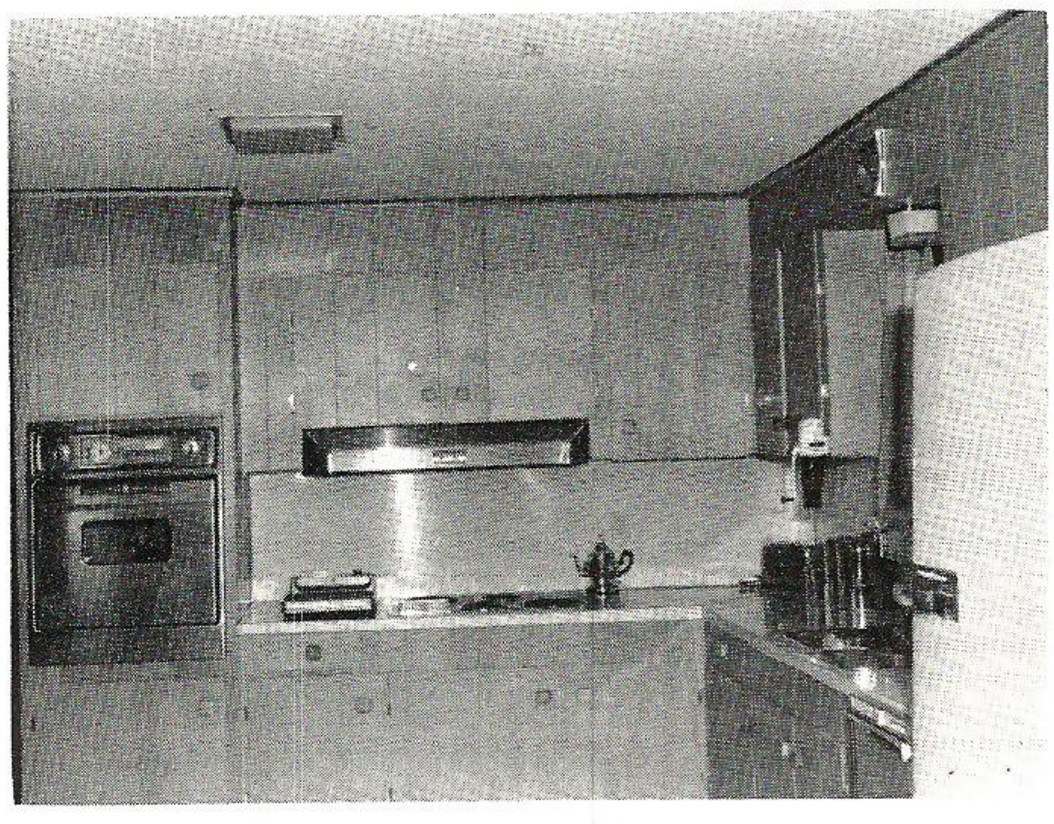
work area that calls for a minimum amount of upkeep.

The kitchen work area is flanked by the dining area on one side and the family recreation room on the other. Large sliding doors in the recreation room open onto the patio with its barbecue pit and swimming pool, both built by Mr. Guidry. You feel that here is a home designed for real family living—a place for relaxation and informal entertaining, centered around the pool, patio and recreation room.

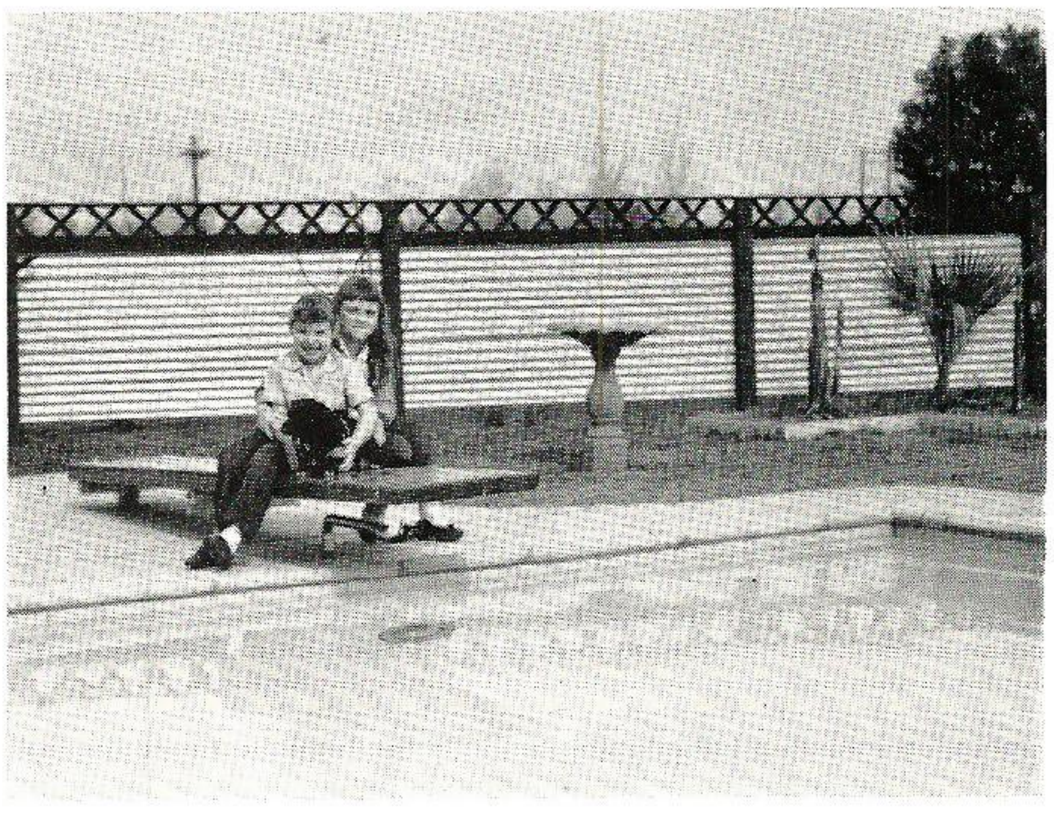
The recreation room, located between the kitchen and bedrooms, is used mostly by the Guidry's two daughters, Gairy Lynn, 8, and Joyce Louise, 6, for indoor play and watching television. The room channels traffic around the living-dining areas.

The sleeping area includes three bedrooms and two baths, both of which contain sealed electric resistance heaters in the ceramic tile floors and Nu-Tone heaters in the ceiling. Also located in this area is a three-ton all-electric heat pump which provides ideal, year-'round temperature.

Is electric living the better way? Ask Mr. and Mrs. Guidry.



This all-electric kitchen helps make meal preparation a lot easier for Mrs. Guidry, who is a dental technician in Lake Charles.



Looking forward to summer when they can enjoy a swim in the patio swimming pool are Joyce Louise, Gairy Lynn and their dog, Scooter.

REDDY KILOWATT — — POULTRYMEN'S PRIDE

Electricity Helps Keep Sunny Side Up in Egg Laying Business

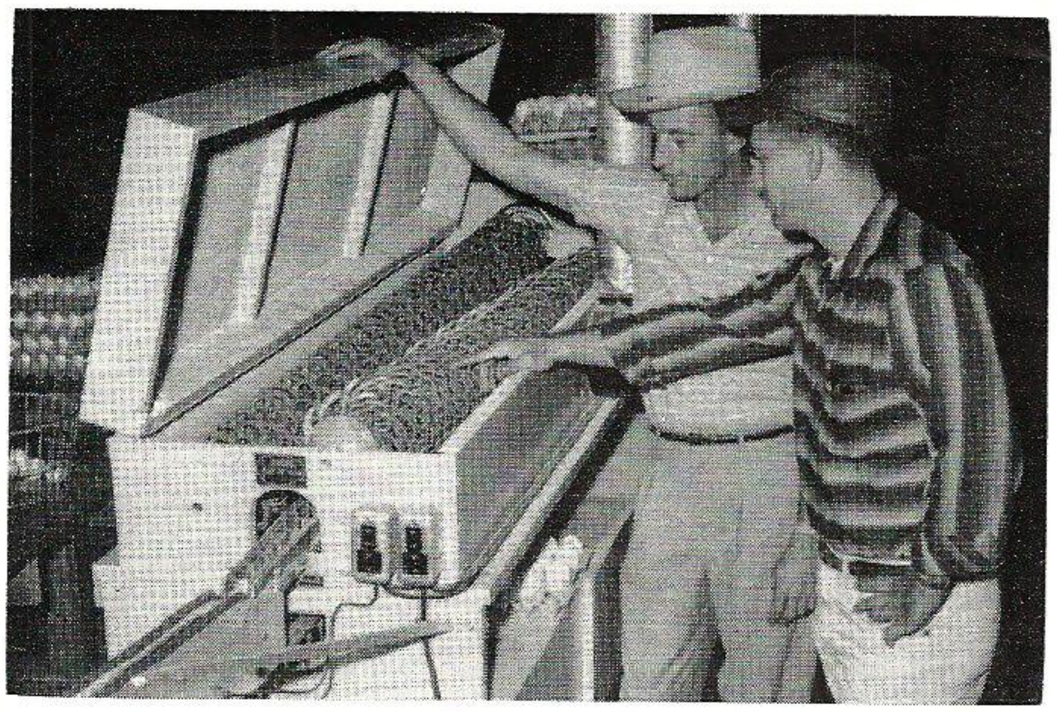
CHICKENS are funny. For some reason, they lay off laying eggs when strangers drop in at the henhouse. But Reddy Kilowatt is a pullet's pet. No stranger to the egg sheds, Reddy helps hens lead a healthier, happier and more productive life, which pleases their bosses—the poultry farmers—no end.

Colony Farm of Dayton, Texas, is no exception. This modern layout is one of the newer poultry concerns established in our service area. Reddy Kilowatt helps cut labor and processing costs and provides another example of how electricity helps farmers produce more, with less drudgery, while keeping costs down.

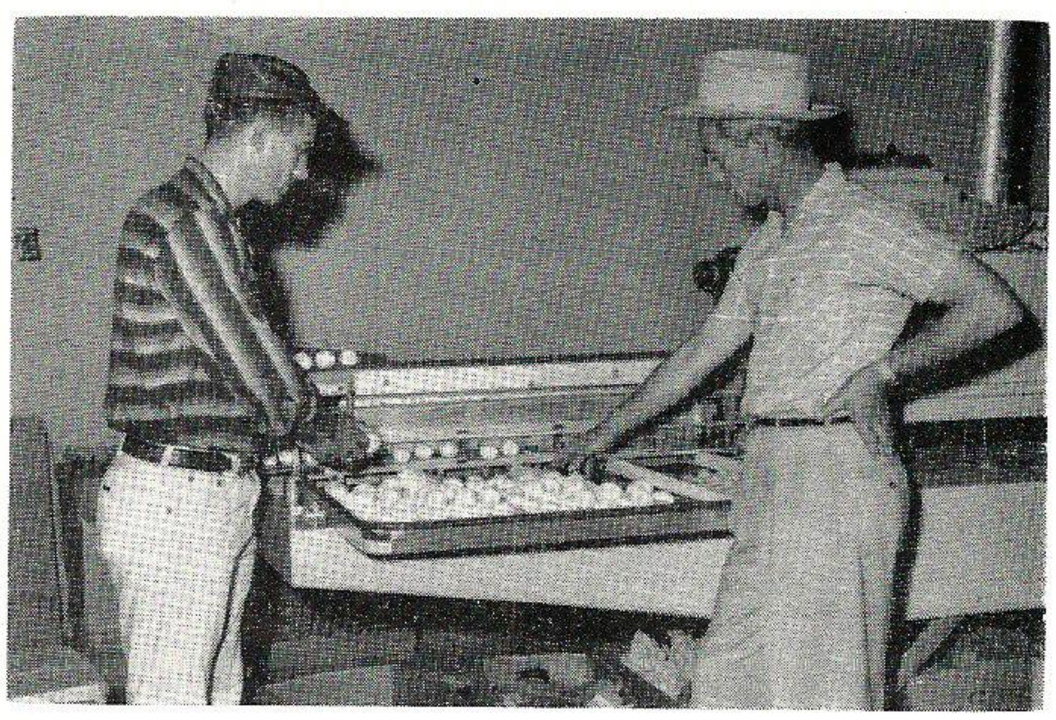
The extensive egg production operation is owned by Dayton businessmen Floyd Reidland, Dave Reidland Jr., F. E. Guthrie and Dale Grantham. The Reidlands and Guthrie farm rice together, while Grantham is the owner of the local Purina feed and supply store. Manager of the farm is Ford Flurry.

"Although we're still getting some of the 'bugs' out of our set-up and striving to improve our operation, it's my opinion that electricity is our cheapest tool, for it does more work for us at less cost," Flurry told PLAIN TALKS.

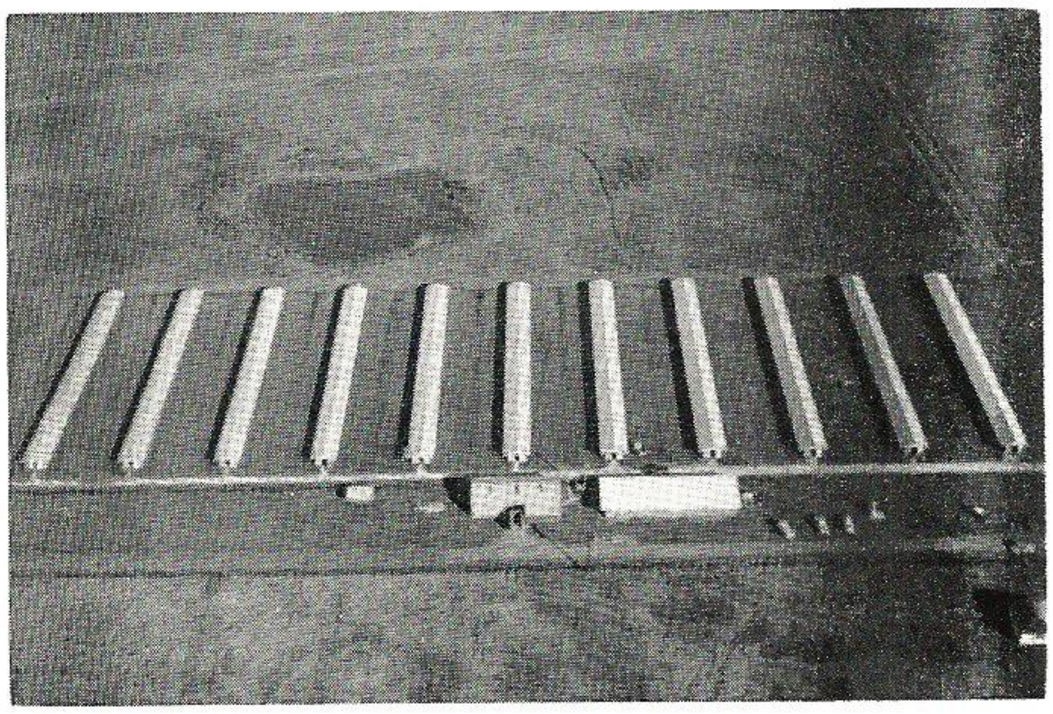
An electric cart is used to dispense feed and gather eggs, which are picked up four times daily. Daily production is in the neighborhood of 1,200 dozen. As eggs are gathered, they are



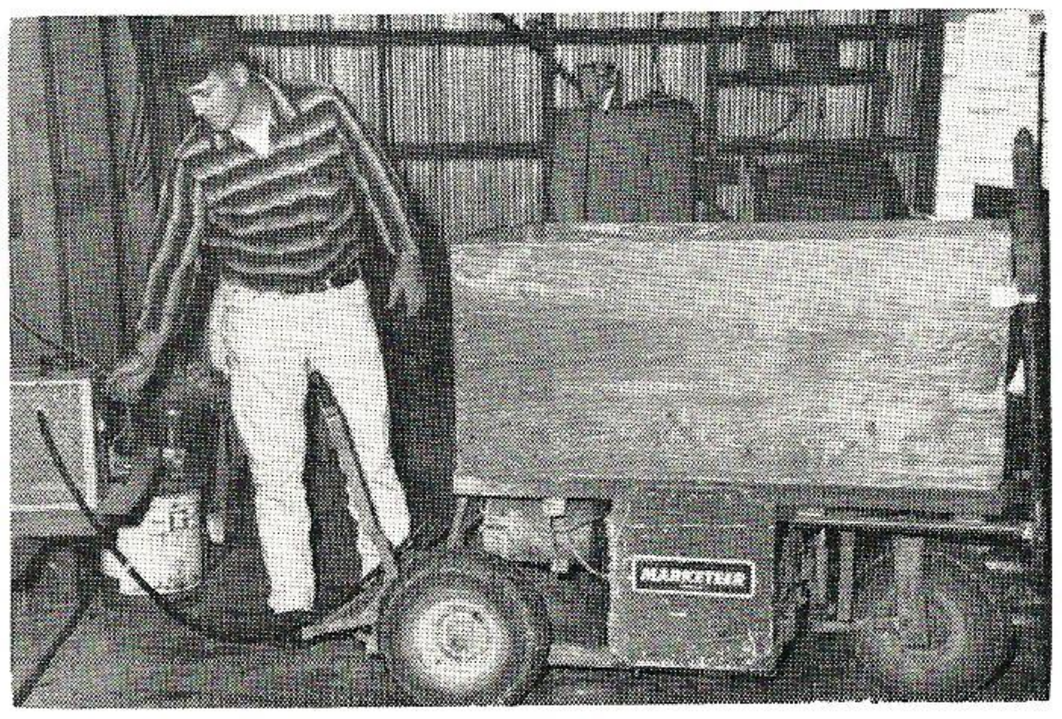
Ford Flurry, manager of Colony Farm, explains the cleaning action of the Automatic Magic Egg Cleaner to Fritz Kornegay, Dayton serviceman. This machine candles, cleans, and grades eggs automatically. Eggs are "dry cleaned" as they progress through a maze of sandpaper loops that gently sand and smooth their surface.



Mr. Flurry demonstrates the grading and separation action of the Automatic Magic Egg Cleaner to Mr. Kornegay. As the eggs are conveyed through the machine, after being candled and cleaned, they are graded and separated on a weight classification basis into the extra large, large, medium, and small grades.



An aerial view of Colony Farm showing its layout and the location of the processing building and office (foreground) to the colony houses.



Mr. Flurry is re-charging the battery on an electrically powered cart which is used to dispense feed and collect eggs.

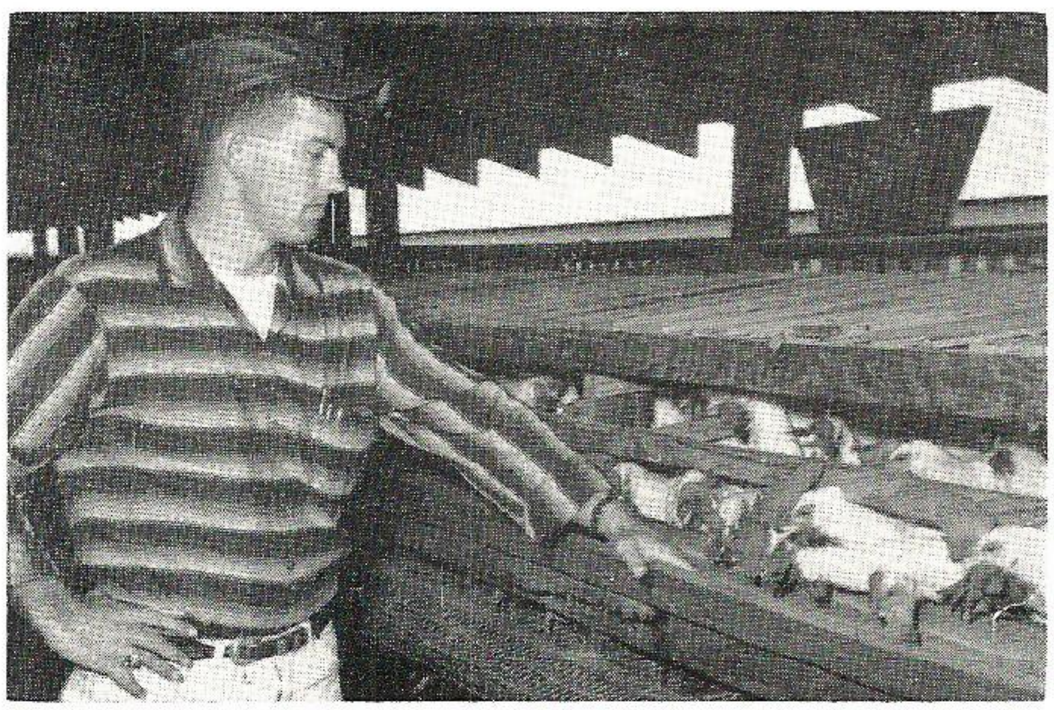
taken to the processing house where they are candled, cleaned, graded, and crated. Two electrically powered machines accomplish this chore quickly and easily. One of the machines is an automatic candler and grader; the other is an automatic cleaner. This team candles the eggs, cleans the eggs with sandpaper brushes, grades and then separates the eggs by weight classifications standards.

"We prefer the sandpaper method of dry cleaning our eggs over the standard practice of washing them in a detergent," Flurry added, "For if they are in the detergent too long, they will absorb its odor, giving them a detergent taste."

Electric refrigeration is used to maintain a constant temperature of 60 degrees in the processing room and two large walk-in coolers are now under construction for storage of crated eggs prior to shipment to market.

Total capacity for the eleven laying houses is 24,000 hens. Colony Farm derives its name from the fact that hens are housed twenty to the cage rather than one or two birds per cage as is found in most cage egg production operations.

"We purchased DeKalb and Hy-Line hens last March when they were 19-20 weeks of age," Flurry stated, "and from the time they first began laying they should be productive for approximately 14 months." Eggs are primarily marketed in the Houston area.



Mr. Flurry checks the level of feed in one of two feed troughs that stretch the entire length of each colony house. There are 100 cages to each house, with each cage housing around twenty hens.

Mrs. Mary Skarpa and her daughter, Miss Lillian Skarpa, are shown in the processing room at Colony Farm, candling, grading and packaging eggs prior to crating them for shipment.

Area Development Stimulates Economic Growth

Bill Nau, welder with SEFCO, and Aubrey Sprawls, Beaumont area development engineer, check a wiring plan at the steel company's office northwest of Beaumont.

WHAT do you know about our Company's area development program? If you're like many Gulf Staters, your understanding of this department is limited. You probably know that such a department exists but that's about all. If asked to describe the department's function, you'd probably reply, "To help develop the area we serve, of course." You'd be right too, but you'd be leaving much of the answer unsaid.

Lloyd Brannan of Beaumont is supervisor of Gulf States' Area Development Department, organized in 1957. Area development, briefly, is a long and short range program to stimulate the economic growth of the area we serve. It is an essential program designed to expand sales opportunities in all of the Company's markets by bringing about industrial expansion in the Company's service area and create new jobs and payrolls—new purchasing power to buy more of our services.

In addition to its work with industry, the Area Development Department also works with the farm people of the area to put electricity to work for them—resulting in more profits and increased efficiency.

The Area Development Department keeps the farmer informed of new ways electricity can help him earn higher profits with such improvements as electric chick brooding, livestock feeding, dairy equipment, and power tools. In an area offering a balance between farming and industry, our area development men must know the wide variety of jobs electricity can do.

Area development engineers are: Aubrey Sprawls, Beaumont; Malcolm Williams, Lake Charles; Jim Richardson, Lafayette; and Dick Krouse, Baton Rouge. In addition to his job as industrial engineer, Bill Richard is assisting with the area development program in Navasota Division.

Area Examples

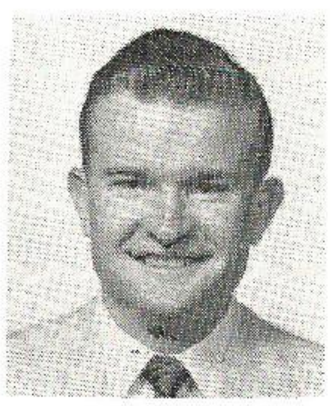
One example of area development is Colony Farm of Dayton, Texas. (See page 8) Aubrey Sprawls helped the manager estimate his electrical needs and provided him with a workable wiring layout. Malcolm Williams helped the West Calcasieu Association of Commerce organize an active industrial committee. Mr. Williams also assisted in designing a West Calcasieu area brochure containing information for prospective industrial concerns.

Other phases of the program involve: calling on each vocational agriculture teacher and county or parish agent in the district; providing electrical demonstrations for FFA and 4-H groups; completing an industrial survey of the district; organizing industrial or community development committees; obtaining new manufacturing plants that will provide additional jobs through the new plants or expansion of existing plants; promoting improvement of store fronts of existing commercial buildings; conducting programs on area development for civic clubs, etc.; conducting campaigns of community improvement; directing an area development work shop; conducting community development clinics; revision of surveys already completed of the district and instigating and assisting with planned industrial or agricultural events.

One final word. Any employee can help our area development program. Just keep on the lookout for people, places, or a combination of both which could lead to a new enterprise in our area, and pass the news along to Mr. Brannan or one of his men. More than likely, if the prospects are good, your alertness will pay off for you, the Company and the area.

Brannan

Williams



Richardson

Krouse

Richard

Lora May Bussey, student-assistant at Lamar Tech's Computing Center, demonstrates the LPG-30 computer obtained through a $15,000 advance from our Company. Observing are Dr. Lloyd S. Cherry, Lamar Tech electrical engineering department head; President Nelson; Dr. Louis B. Rall of the Lamar Tech Math Department who will be in charge of the computer; Dean R. V. Andrews of the Engineering School; and Dr. F. L. McDonald, president of Lamar Tech.

At Lamar Tech, in goes the data, out comes what's the matter!

New Electronic Thinking Machine To Provide 'Short Cut' Calculating For Area Industries

BOOSTING education for a stronger America is one of our Company's continuing jobs wherever we serve. Here's a recent, good example.

Four years ago Lamar State College of Technology, Beaumont, began planning the purchase of an LGP-30 computer which adds, subtracts, multiplies, and divides almost instantaneously. Valued at $50,000, the computer was obtained for a cash price of $15,000 advanced by our Company. This made possible a new Computing Center, which will be available for faculty research and for use by area industries, including our Company, which expects to get its money's worth in a relatively short time.

Smaller than the average office desk, the computer can accomplish in hours what it would take several persons with hand computers years to do. Examples of its ability are, typing 120 words per minute without a mistake, and working complicated mathematical or engineering problems which require remembering 4,096 nine-digit numbers.

Our Rate Department, Beaumont, will use the computer to conduct rate and depreciation studies, according to H. E. Mortimer, supervisor of rates and depreciation, Beaumont.

Will Solve Engineering Problems

The Engineering-Planning Department, Beaumont, will seek solutions to problems involving load flow; stability; transmission loss and incremental loading of generators. As W. W. Eckles of the Engineering-Planning Department explains it, "For solving load flow, stability, and loss problems, we scale the power system down to about one millionth of its actual size and feed this miniature system into the computer. The computer then calculates the power flow in each line, bus voltage, the value of each load and the load on each power plant. Any emergency operating condition that occurs on the system can be simulated on the computer.

"The computer is also used to study the adequacy of the transmission and sub-transmission line and substations as the system load increases. Estimates are made of loads for five years or more in the future. Computer studies provide the information for long range planning of system improvements. The lines and generating units installed next year must fit into a long range plan of development. The computer studies provide the information to determine what new facilities will be necessary and how to make these facilities best serve the company's load growth over a period of years."

Long-Range Planning Helped

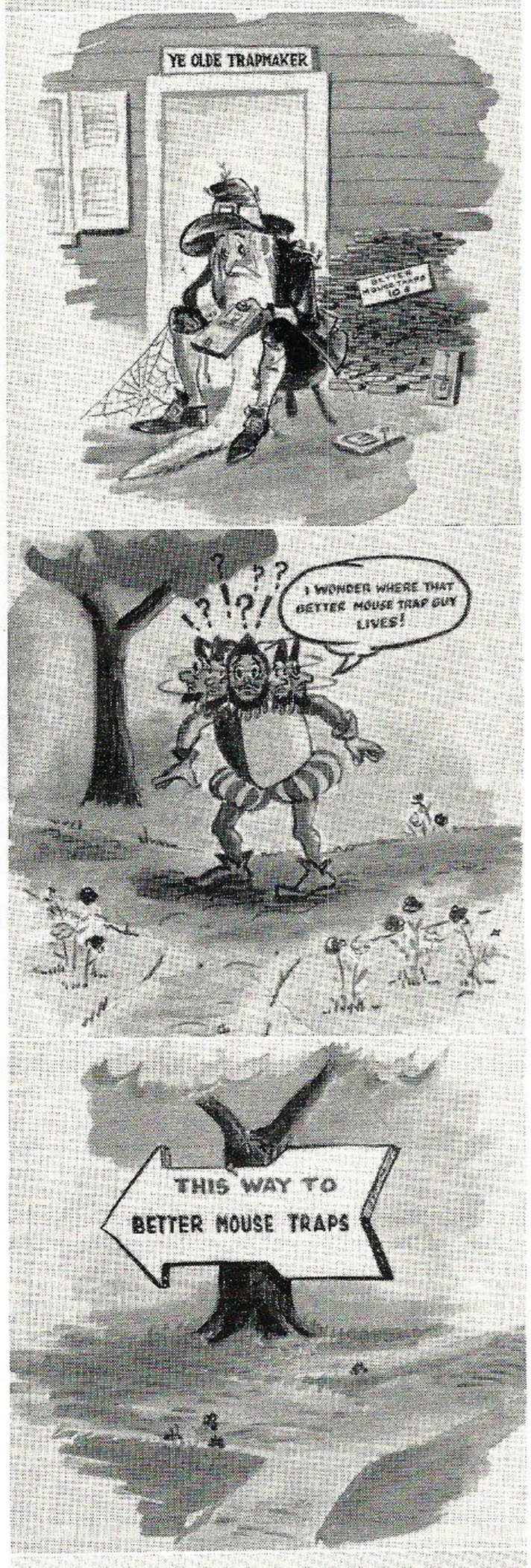
The computer is also used to solve various problems in a particular area of the system, such as the performance of an underground distribution network. Another use of the LGP-30 will be in studying the effect of short circuits in our system. From the short circuit and stability studies, necessary information can be obtained to apply the proper type relays on our transmission lines. The machine will also be of assistance in determining whether generators are stable under fault conditions and what improvements or changes would be necessary in order to make them stable.

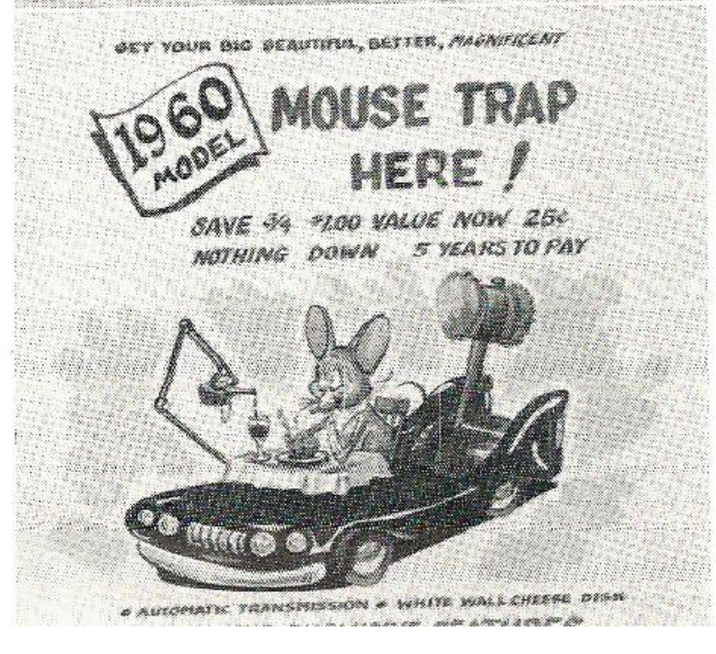
The Engineering-Planning Department may use the computer in the future to conduct cost production studies. From such a program, with the computer, it would be possible to pre-determine the load on each generator, for any system load, to give lower production costs.

Corrosion Studied

William B. Gurney, superintendent of results, Production Department, Beaumont, pointed out that this department's use of the machine for the most part would be concerned with a joint study of fouling and corrosion in condenser tubes, a project being conducted by Gulf States and Lamar Tech. And he added: "We'll also use the LGP-30 in calculating heat transfer and the friction factor in our tests for a better tube for our condensers. In the past, the company has replaced $100,000-$200,000 worth of tubes in condensers annually because these tubes wouldn't last. In our test rack at Neches Station, we are testing 13 different kinds of tubes to determine which tube will stay clean, last longer, and suit our needs best. The computer reduces the number of calculations in our tests and will speed the selection of the best tube to meet conditions and requirements at the new Sabine Power Station soon to be constructed."

It's easy to understand why our Company is always ready to cooperate with institutions of learning in our area. In the long run, everyone benefits.





Department Heads Meetings Emphasize Role of Sales, Ads

FOR OUR AMERICAN ECONOMY to continue to grow, companies must sell more goods and services. To sell, they advertise. Our Company is no different. For many years we have aggressively "told" and "sold" the electric way in the area we serve; on farms, in homes and in business and industry. Other electric utilities do much the same thing, in lesser or greater fashion. The overall result: more jobs, more purchasing power, more goods and services consumed and a higher living standard for all.

In the January department heads meeting one year ago, the Sales Department predicted that 1959 would be a record selling year. This prediction proved to be true. Predictions of an even greater sales year in 1960 keynoted talks by the Sales Department in department heads meetings held January 25 in Beaumont, January 26 in Baton Rouge, and January 28 in Lake Charles.

The plans to make this prediction come true again this year were outlined by F. Parker Allen, manager, residential sales; L. V. Dugas, superintendent of commercial and industrial sales; and Kenneth Sutton, advertising director.

Residential Sales

Mr. Allen presented a new system residential contest for this year instead of the "Topper" awards of the last two years. The new contest will be called the "GSU Load Builders" and will be conducted along the same lines as the "Topper" contest with quotas for ranges, water heaters, dryers, heat pumps, Medallion homes and, for the first time in the residential quota, electric heating. Quotas of 13,000 ranges, 2,600 water heaters, 6,800 dryers, 760 heat pumps, 1,500 kw of electric heating, and 2,200 Medallion Homes sales have been set for 1960.

The panel at the left tells the story of why any business, including our Company, uses advertising to sell its product.

- **Once upon a time there was a fellow who made better mouse traps.**
- **But he discovered that people didn't beat a path to his door.**
- **People didn't know where his door was.**
- **It dawned on the better mouse trap manufacturer that it would be a convenience to the customer and profitable to him to advertise. So he put up a sign.**
- **Of course today, competition being what it is, a sign is not enough. This is what his ad looks like today.**

(From Mr. Sutton's talk.)

Industrial and Commercial Sales

According to Mr. Dugas, more than 85 per cent of the petrochemical capacity of the United States is located in our area and expansion in the industry continues all along the Gulf Coast. The oil industry predicts more drilling and more production, several companies have announced plans for new plants, some are presently under construction and others are looking for locations to build. Our job is to secure our share of this business. We should add loads that will produce $3,525,000 of new industrial business and $2,580,000 of new commercial business.

Outlining the 1960 load building plans for industrial and commercial sales, Mr. Dugas pointed out that continued promotion of both industrial and commercial sales is expected to result in an estimated combined revenue of $43,274,800.

Advertising and Publicity's Role in Sales

Mr. Sutton illustrated the objectives of advertising (see panel at left). He said that selling—of which advertising is simply one tool—isn't just a matter of manufacturing a better product anymore. A company must **tell** to **sell.**

Since we are always cost-conscious, Mr. Sutton explained in detail how the Advertising and Publicity Departments utilize their budgets to tell the public about our Company and its services, to persuade our customers to "Live Better Electrically," and to inform the people that an investor-financed electric industry is more desirable than tax-subsidized public power.

E. L. Robinson, vice president and general manager of sales, presided at each meeting. In the Beaumont meeting, he presented the last of the "Topper" awards to the winning division in the 1959 sales contest. Awards were made to L. M. Welch, division manager, Beaumont; R. A. McAlpine, superintendent of sales; R. B. Spafford, supervisor of residential sales; and T. O. "Doc" Charlton, district superintendent, Orange.

Selling in '60

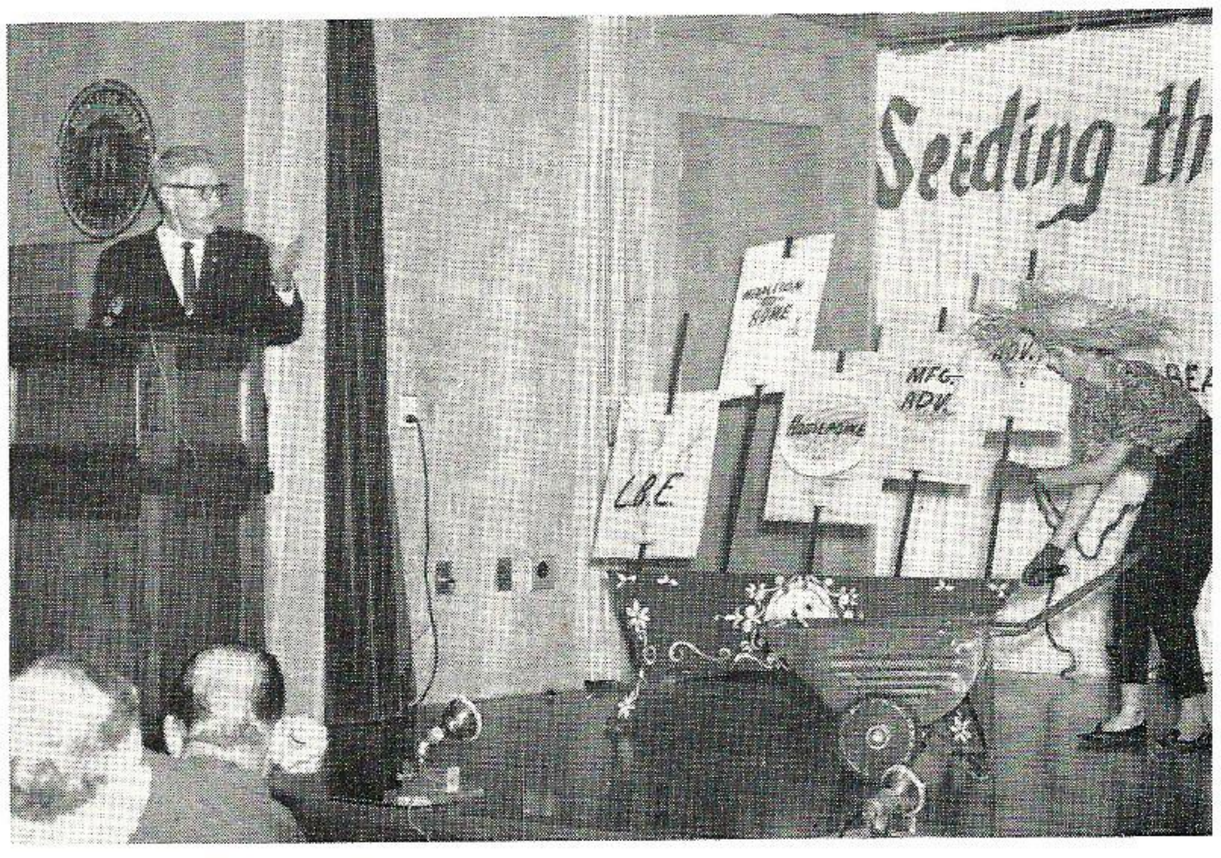
"SEEDING the Soil for Sales in '60" is the theme of our residential sales program for the coming year. The program was discussed in detail at the kick-off dinners for residential appliance dealers held in Huntsville for the Navasota Division, January 11; in Beaumont, January 12; in Port Arthur, January 13; in Lake Charles, January 18; and in Baton Rouge, January 19.

Hundreds of appliance dealers, distributors, manufacturers and advertising men heard Parker Allen, system residential sales manager, and Victor Gayle, system sales promotion director, elaborate on the "push" we plan to give the "live better . . . electrically" program in the "Soaring Sixties".

Reviewing the results of the 1959 residential sales program, Mr. Gayle said sales of major electrical appliances broke all previous records and predicted the 1960 sales will be even larger. During 1960, our Company will continue to participate nationally in the Edison Electric Institute's "Live Better Electrically", Medallion Home, and Housepower programs.

Helping Victor Gayle, system sales promotion director, plant, water and cultivate the soil for sales at the Baton Rouge sales program kick-off dinner is Carol Ann Causey, home service advisor, Baton Rouge.

Dorthy Dickschat, stenographer in the Navasota Division office, helps Phil Newman, superintendent of sales, Navasota, draw the winning name for the door prize at the Navasota kick-off dinner.



As Mr. Gayle tells the story of "Seeding the Soil for Sales in '60" Shirley Crawford, home service advisor, Port Arthur, plants the seeds to be harvested later by area appliance dealers.

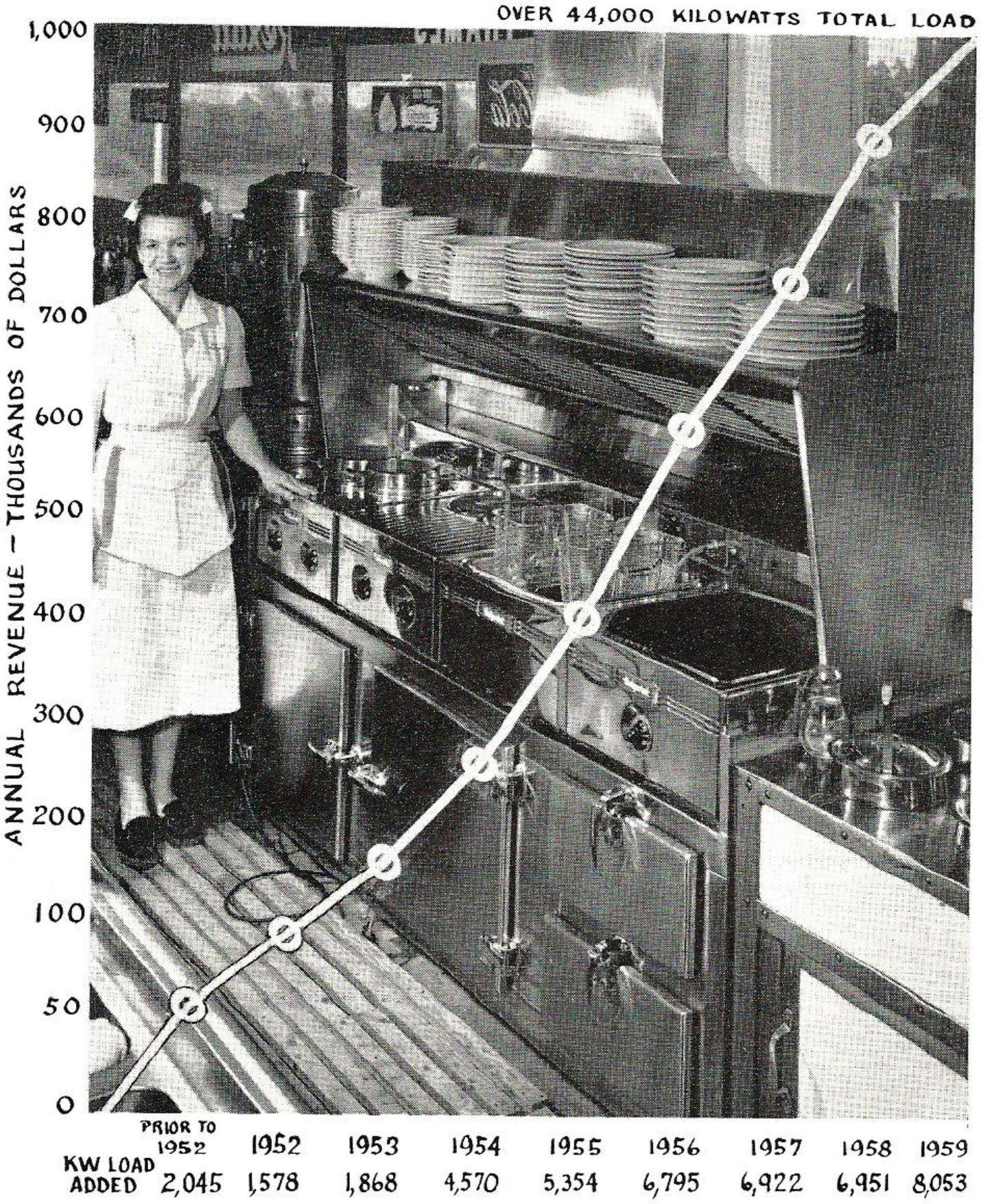
Ralph Spafford, supervisor of residential sales, Beaumont, presents a harvest from the bonus tree to J. A. "Sandy" Sandefur, Beaumont appliance dealer. Assisting is Betty Nixon, stenographer, System Sales.

Picking the fruits of the bonus bonanza tree for last year's sales at the Lake Charles Division sales program kick-off dinner is Ann Snider, senior floor saleslady on the Lake Charles salesfloor.

Company Ranks Second in Nation in New Commercial Cooking Load

Because in Our Area the Big Switch is to . . .

Cooking with Kilowatts



The commercial electric cooking load on our lines has climbed steadily upward ever since our Company began promoting the use of electricity in this field. Last year the cooking equipment load totaled over 44,000 kilowatts.

This counter line installation with under-the-counter refrigeration is an example of the many types of electric cooking units operating in eating places throughout our service area.

CHANCES ARE the next time you eat in one of the new or remodeled eating places in our service area your order, whether it's a hamburger or a full course dinner, will be prepared on a glistening new piece of electric cooking equipment.

Since 1953, when our Company began promoting commercial electric cooking, sales have climbed rapidly. Presently our annual revenue from this load is over one million dollars. Cooking equipment totaling a load of over 44,000 kilowatts is now on our lines, compared to a mere 150 kilowatts in 1949. We also rank second nationally among utility companies in the new cooking load added per customer. Last year was our biggest year yet—a load of 8,053 kilowatts was added, exceeding the estimated load by nearly 1,200 kilowatts.

The installation of electric commercial cooking equipment has paid off for the customer as well as the Company and has resulted in savings in time, labor and food. Business growth has been another important bonus. The preparation of high quality food, day after day, draws the customer back.

Most of the high load in commercial cooking comes when other commercial loads are low, since most food service establishments are open an average of 16 hours a day and the equipment is kept in use most of that time with a large portion of the load being used during the off-peak period. For example there are over 100 schools in our area with electrical cooking equipment. Practically all of the school load is during the off-peak winter months.

Selling a cooking load to a customer often results in "plus" business. Since we already serve the customer, there is usually no increase in the investment and when we sell cool electric cooking we are in a good position to sell electric air-conditioning and the rest of the all-electric package.

Three Year Champs!

"Topper Hats" Permanent Possession of Beaumont

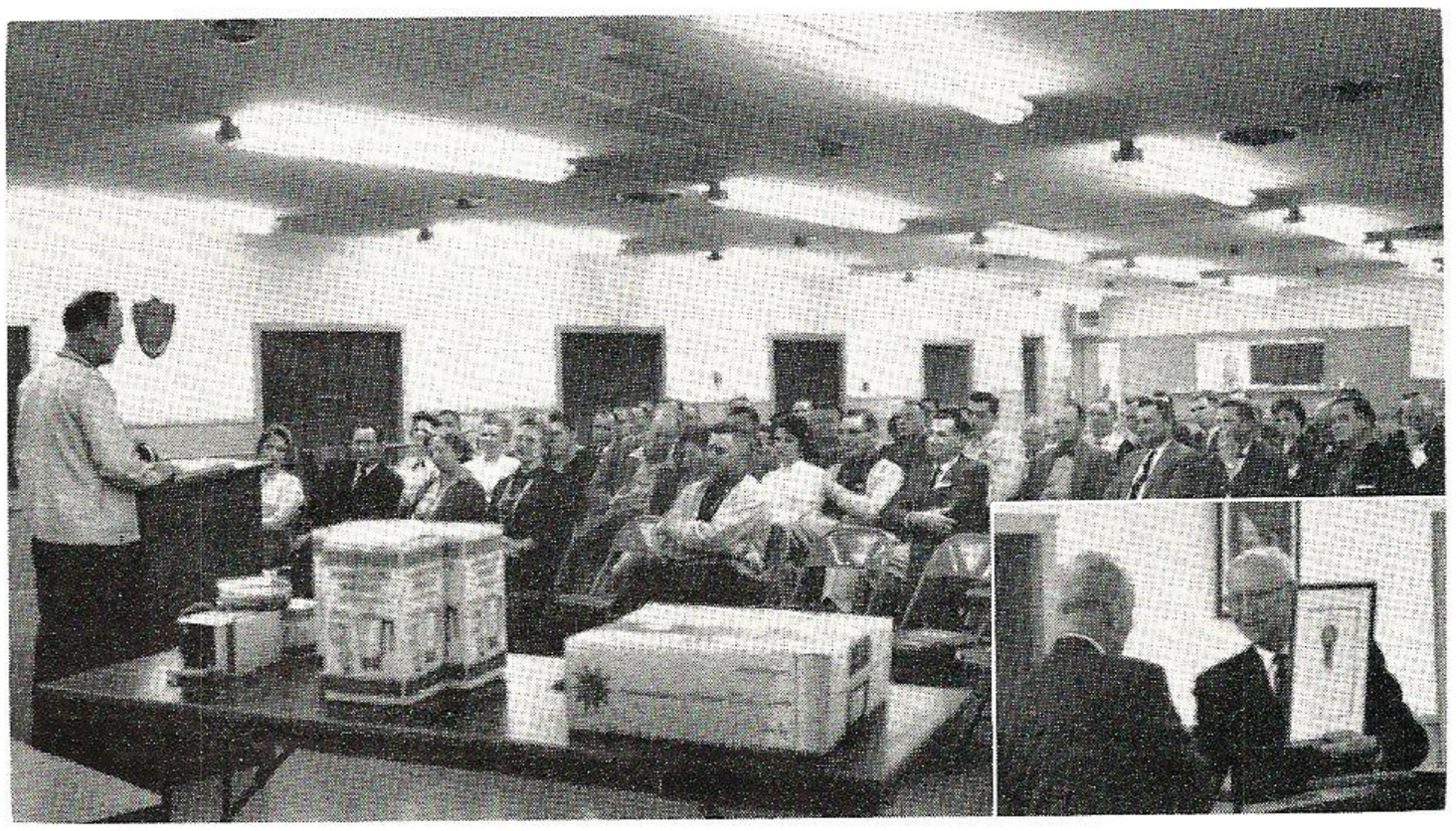
L. M. WELCH, Beaumont division manager, was named "Mr. Topper" for the third straight year as his Beaumont Division was named system winner in the 1959 sales contest. Although it placed second in the contest. Baton Rouge Division ended up in first place in the categories for ranges, dryers and Medallion Homes.

The Topper Sales Program again proved successful in helping dealers in the area set record sales in ranges, water heaters, dryers, and Medallion homes.

The remaining divisions finished the contest in this order; Baton Rouge, Lake Charles, Port Arthur, and Navasota.

Total system sales were: ranges, 11,954; water heaters, 2,558; dryers, 6,486; heat pumps, 737; and Medallion homes, 2,105.

Parker Allen, manager of residential sales, system, stated that this year's program was a great success because of the enthusiasm shown by distributors and their dealers and the sharp rivalry between divisions for top honors in the program.



Ralph Spafford, supervisor of residential sales, Beaumont, congratulates members of the Beaumont Sales Department for the job well done in 1959, at their annual sales meeting at Neches Station assembly hall. (Inset) E. L. Robinson, vice-president and general sales manager, presents the "Camellia" award to L. M. Welch, division manager.

Beaumont Division Champs in residential sales for three years are: front row, left, Walter House, Orange; Vic Norvell, Woodville; C. R. Brinkley, Liberty; L. O. Goodwin, Silsbee; Frances Fuchs, Grace Brooks, Nell Wilkins, and Thelma Carson, Beaumont; Reba Willey, Orange; Flo Wenzell, Mary Lou Collier, and R. B. Spafford, supervisor residential sales, Beaumont; E. G. Mathis, Sour Lake. Second row, Don Huffman, Ray Pace, A. B. Wilson, and Billy Creel, Beaumont; C. W. Choate, Anahuac; Ed Revere, R. A. McAlpine, superintendent of sales, and Parker Allen, manager residential sales, system, Beaumont. Third row, R. B. Cash, Hull; M. J. Johnson, and J. O. McCune, Orange; Kenneth Maxwell, Beaumont; T. O. Charlton, Orange; H. C. Sandefer, and Bonnie Thompson, Beaumont; Walter Cooley, Liberty; Bob Caldwell, Beaumont; Jack David, Silsbee; Jack Ogden, Woodville; E. L. Robinson, vice president and general sales manager, and L. M. Welch, division manager.

Gulf Staters boost Baton Rouge's Junior Achievement where . . .

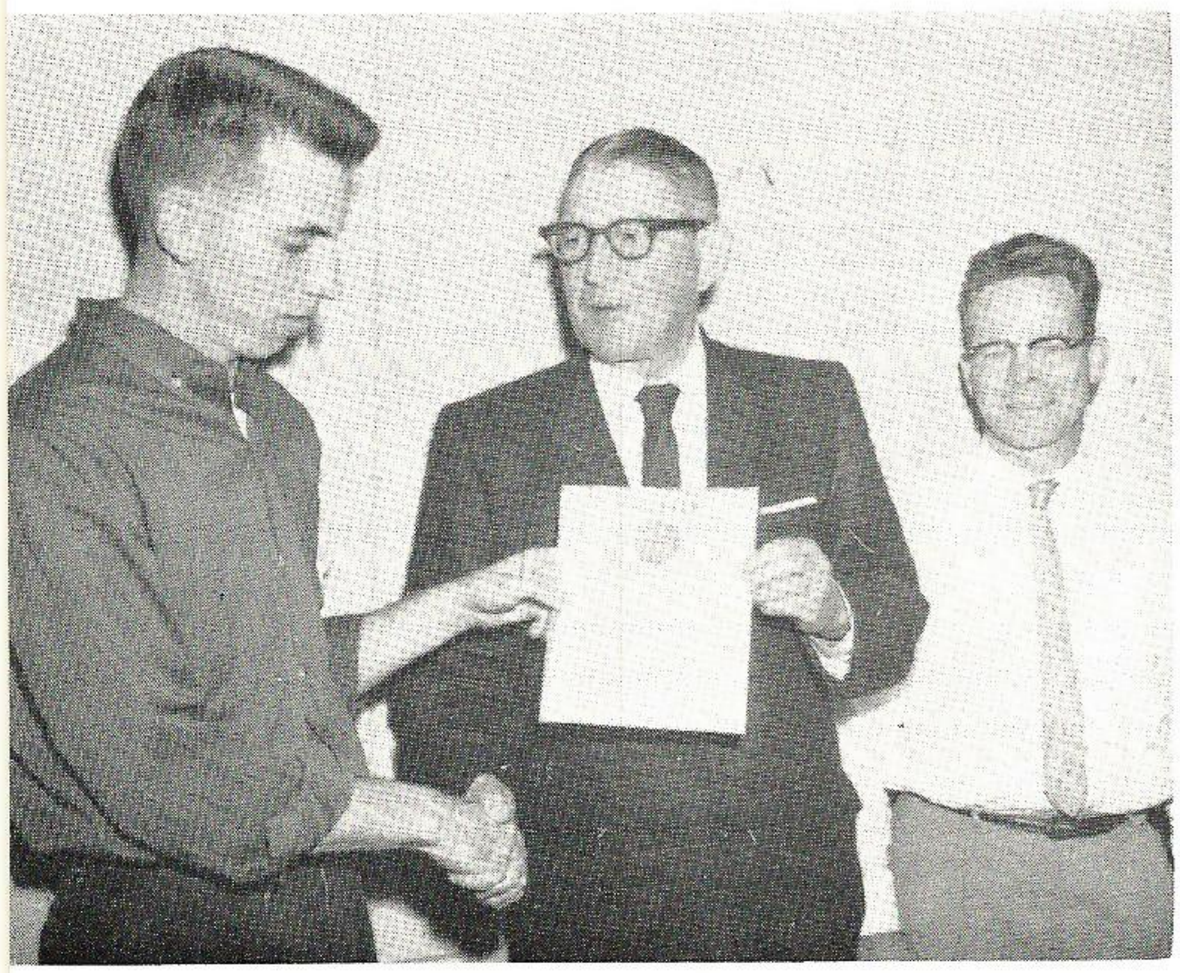
Future Free Enterprisers Are 'Learning by Doing'

FOR the fourth consecutive year, our Company, with Baton Rouge Gulf Staters acting as advisors, is helping to further the education of local high school students through the Junior Achievement program which instills in them the fundamentals of a corporate business and the basic principles of our free enterprise system. Every effort is made to duplicate actual business conditions in the JA companies between October and May.

JA, started in Baton Rouge in 1956, is a learn-by-doing program for high school students over 15, who establish an actual company. They raise capital by selling stock, produce or provide a service, buy raw material and tools, keep books, make sales, pay wages, rent and, at the end of the school year in May, pay dividends if the company has made money.

VARICO is the JA company sponsored by our Company this year. Ray Deaton, division engineer, is chief advisor for VARICO. Serving as business advisor is Allen Sides, supervisor of credit and collections. Shirley Bolton and Robert Himes are assisting Mr. Sides. The production advisors are Roy West and George Anderson of Louisiana Station. Frank Keegan, Sales Department, and Don Bateman, Gas Department, are sales advisors.

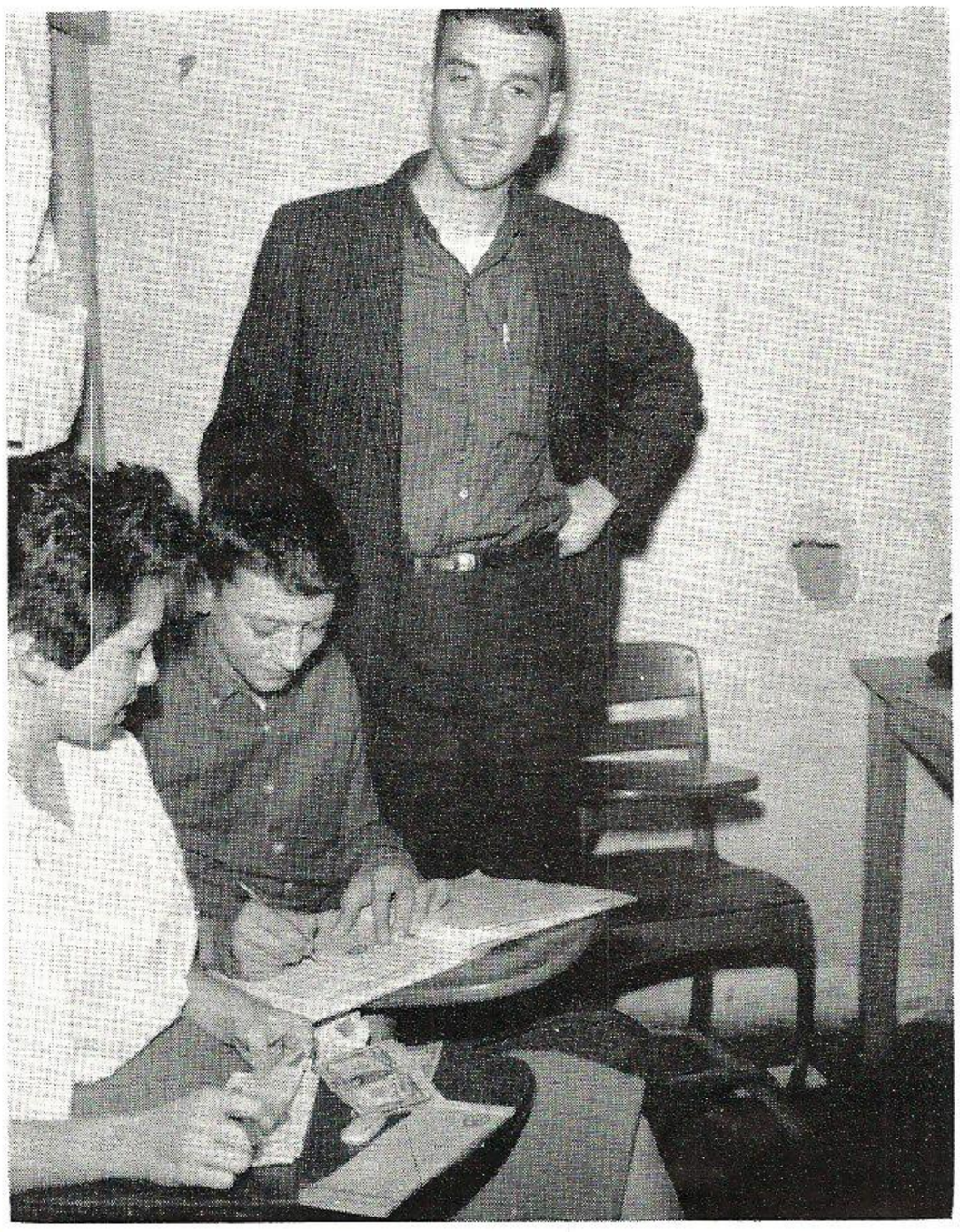
Junior Achievement of Greater Baton Rouge, Inc., is a part of a nation-wide effort. In May, Future Unlimited Banquets will be held throughout the nation, marking the conclusion of another JA program year. At these affairs, adult businessmen will sit down with their teenage counterparts and cement the relationship which has made business and youth partners in progress.



Richard Schmieder, VARICO president, receives the company's charter from R. O. Wheeler, Baton Rouge division manager, during ceremonies on Executive Night. At right is Chief Advisor Ray Deaton, Baton Rouge T&D Department.

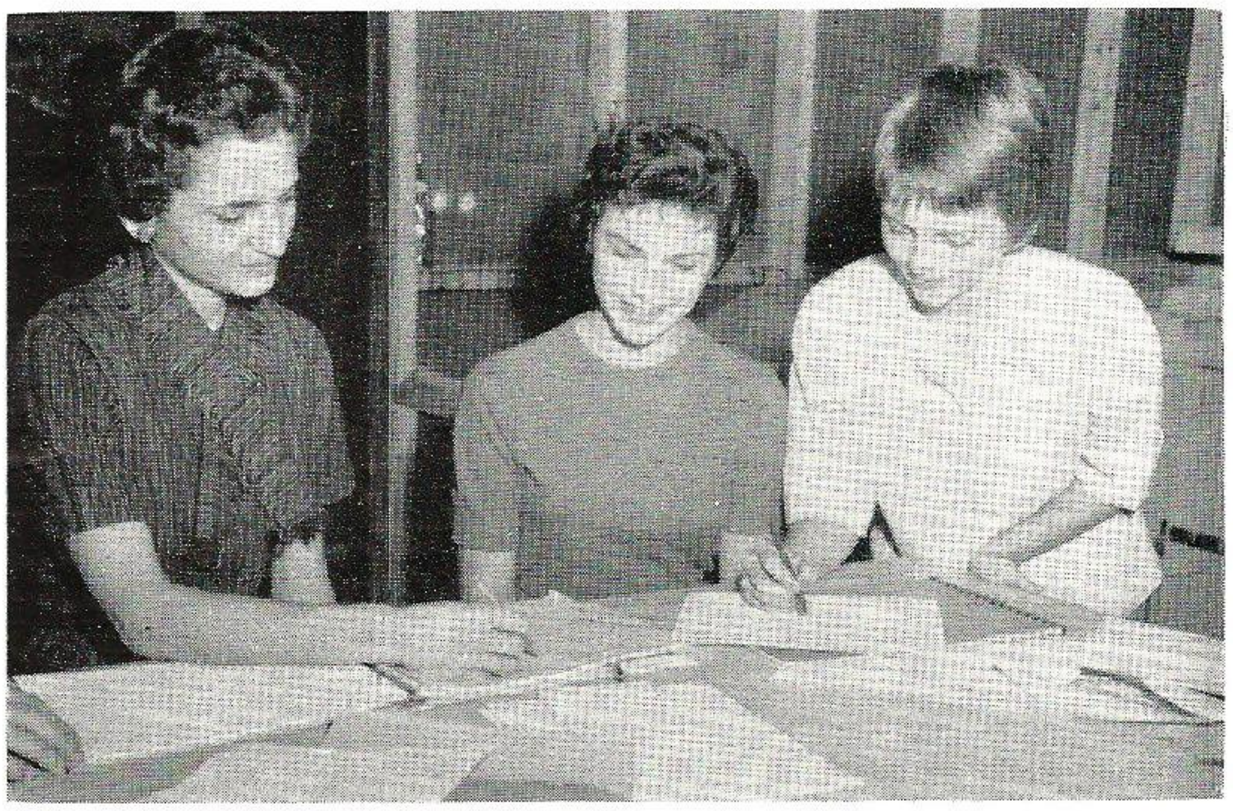
VARICO officers are Jamie Carruth, vice president; Richard Schmieder, president; Pam Beck, former secretary, and Beth Sholars, treasurer. Achievers are junior and senior students from local high schools.

As a part of production, VARICO Achievers Jim Trahan and Ricky Comeaux drill small holes in clothes pin which serves as head for Desksetter, the company's product.



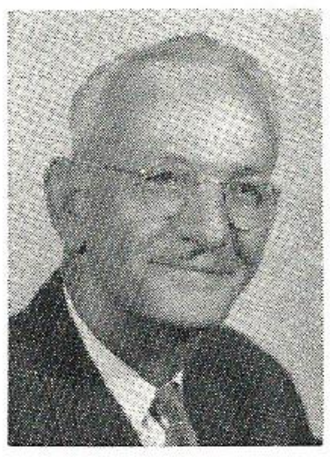
Totaling up VARICO'S sales for the month are Jeanette DeFrances and Billy Albert while Sales Advisor Frank Keegan, Baton Rouge Residential Sales Department, looks on.

Achievers of VARICO, all stockholders, gather around the assembly table during production period to put together their Desksetter. The product is made with welding rod, plastic clothes pin and ceramic beads (for eyes) and after painting sells for $1.00, including tax.

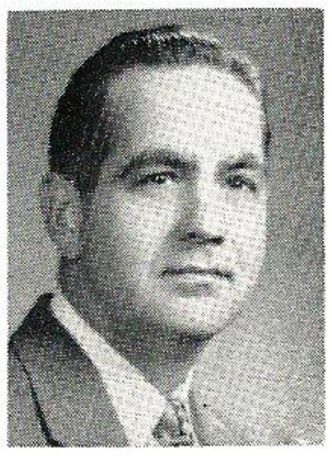


Working on VARICO'S books are Shirley Bolton, Baton Rouge Credit and Collections, with Lou Pace, VARICO'S secretary, and Beth Sholars, treasurer of the organization.

Production advisor Roy West, Louisiana Station, (right) discusses a problem with Achievers Ricky Comeaux and George D'Antoni.

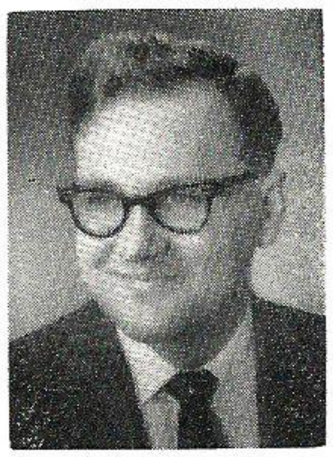


Hall



Ellis

Rice



Spitznagle

In Beaumont . . .

Four Treasury Department Employees Assigned Supervisory Duties

FOUR employees of the Treasury Department in Beaumont were assigned supervisory duties effective February 1.

Affected by the changes are Ralph Ellis, who became section supervisor of the Financial Section, General Accounting Section; George N. Rice, Jr., who became section supervisor of the Classification Section; Harmon C. Hall, who became section supervisor of the Plant Accounting Section; and Frederick L. Spitznagle, who was made confidential records accountant in the IBM Section.

Ralph Ellis

Mr. Ellis began working for the Company in 1937 as a bill deliverer in Beaumont. Later that year he became a utility clerk and progressed through various positions to become a senior accounting clerk by May, 1949. In June, 1949, he was made a junior accountant. Mr. Ellis became a senior accountant in 1957.

George N. Rice

A native of Beaumont, Mr. Rice joined the Company in 1937 in Beaumont as a bill deliverer. In 1938, he was promoted to payroll clerk and progressed through various clerk classifications to become senior accounting clerk in 1949. Later that year, he was promoted to junior accountant, and in 1952, he became an accountant in the Plant Accounting Section.

Harmon C. Hall

Starting to work as a street car operator in Baton Rouge in 1925, Mr. Hall was made a collector in 1926, and in 1927, he was made a bill clerk. He progressed through various clerk positions to become a clerk in the Baton Rouge Engineering Department in 1948. The next year, he was made an accountant, and in 1953, he was promoted to senior accountant and transferred to Beaumont. Mr. Hall is a native of Oldenberg, Mississippi.

Frederick L. Spitznagle

A native of Tulsa, Oklahoma, Mr. Spitznagle attended schools in Oklahoma City and Kansas City. He graduated from Thomas Jefferson High School, Port Arthur, Texas, and attended Lamar College, Beaumont. In 1949, he joined the U. S. Air Force for two years and became an electronic radar mechanic. Before coming to work for Gulf States in 1953, he was a merchandising trainee in a Beaumont department store. Mr. Spitznagle started working as an accounting clerk in Beaumont, and in 1956, became a senior accounting clerk. In November, 1957, he was promoted to junior accountant in the General Accounting Section where he worked at the time he was assigned to the IBM Section.

DeLaMatyr Elected Subcommittee Secretary Of Power Group

GEORGE T. DeLaMATYR, communications engineer, Beaumont, was elected secretary of the communications subcommittee of the Southwest Power Pool's interconnected power group last month when representatives of 17 Southwestern electric utility companies met at Gulf States' general conference room on the 20th floor.

Shown discussing the program below are: C. M. Custer, director, Southwest Power Pool, Little Rock; Austin Mary, Gulf States' superintendent of planning; DeLaMatyr; Jack Davey, chairman of the group, Louisiana Power and Light Co., Shreveport; and Sam Bracato, vice chairman of the group, Central Louisiana Electric Co., Alexandria.

Electric utilities in the eastern half of the United States formed an interconnected power system years ago to make electricity available to disaster areas in an emergency. The interconnected system was later divided into four regional groups. The Southwestern group comprises the eastern three-fourths of Nebraska and Kansas, the southern half of Missouri, the western portion of Mississippi, Louisiana, Texas and New Mexico.

"As priority for telephone communications is given to the armed services during times of national emergency, most of these electric utility companies have set up micro-wave systems for communicating within their respective service areas. These micro-wave systems also provide a sure method of intercompany communication for the various companies participating in the interconnected system," Mr. DeLaMatyr said.

Communications Group's members Custer, Mary, DeLamatyr, Davey and Bracato.

Mr. Nelson Speaks To Financiers

MR. NELSON, chairman of the board and president, spoke to the New York Society of Security Analysts on January 20. Mr. Nelson discussed the operations and future outlook of the Company and the 28,000 square mile area in which it operates. He was accompanied by William H. Gieseke, vice president and secretary.

The New York Society of Security Analysts, with over 1,000 members, the largest in the United States, was last addressed by Mr. Nelson in 1954. Mr. Nelson reviewed what has transpired over the past five years and gave some indication as to what is in store for our area over the next few years.

Hornsby Receives Civic Award

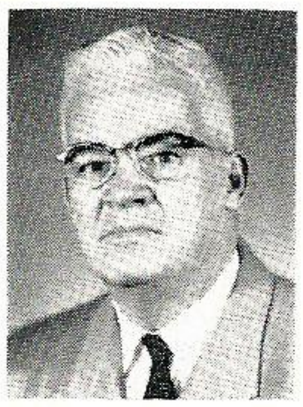
F. G. "RED" HORNSBY, below right, operation supervisor Baton Rouge, accepts the 1960 Louisiana Engineering Society Civic Activities Award—the Andrew M. Lockett Award—from LSU School of Engineering Dean Emeritus Dr. Leo J. Lasalle, at the 62nd annual meeting in New Orleans. The medal is presented for distinguished civic service rendered by a Louisiana engineer in the interest of the public without compensation for such service. (PLAIN TALKS—January) Mr. Hornsby, chairman of the Baton Rouge Tuberculosis Association last year, is also past president of the Baton Rouge Section of the Louisiana Engineering Society and past president of the Capital City Kiwanis Club.

Dr. Lasalle — Mr. Hornsby

Promotions for the months of November and December were:

Name	Location	New Position
John S. Andrus	Beaumont	Auxiliary Operator—Neches
Donald R. Waits	"	Apprentice—T&D
Ernest E. Pettit	"	Lineman 3rd Class
Alvin L. Jones	"	Lineman 2nd Class
H. G. Tierney	"	Accountant—Gen. Acctg.
Gordon O. Doss	"	Comm. Serviceman 1st Class
Bob D. Perry	"	Auxiliary Operator—Neches
Bill Blanton	"	Test Technician 2nd Class
Dora W. Brockett	"	Stenographer - Sr.—System Prod.
Charles L. Powell	"	Apprentice—T&D
June R. Williams	"	Lineman 2nd Class
Frankie J. Ogden	Woodville	Residential Sales Repr.—Sr.
William H. Foster	Port Arthur	Lineman 3rd Class
Leonard Roy	"	Secondary Power Tester
Scott W. Bunch	Baton Rouge	Auxiliary Operator—La. Sta.
Morris J. Rebalais	"	Auxiliary Operator—La. Sta.
Eugene Andre	"	Turbine Operator—La. Sta.
Max D. Quinn	"	Turbine Operator—La. Sta.
Elborn D. Kelly	"	Turbine Operator—La. Sta.
Ray Fisher	"	Second Fireman—La. Sta.
Harrell L. Harrison	"	Second Fireman—La. Sta.
Robert A. Giroir	"	Turbine Engineer—La. Sta.
George S. Jolissaint	"	Turbine Engineer—La. Sta.
M. J. Reynaud, Jr.	"	Turbine Engineer—La. Sta.
Wille B. Carpenter	"	Turbine Engineer—La. Sta.
John N. Liddell	"	Turbine Engineer—La. Sta.
Euphus M. Greer	"	Turbine Engineer—La. Sta.
Robert P. Rose	"	Turbine Engineer—La. Sta.
James A. Graves	"	Switchboard Oper.—La. Sta.
Thomas C. Macon	"	Switchboard Oper.—La. Sta.
Lebman E. Strickland	"	Head Fireman—La. Sta.
Henry O. Jenkins	"	Head Fireman—La. Sta.
James S. Gremillion	"	Repairman 1st Class—La. Sta.
John E. Gautreaux	"	Lineman 3rd Class
Bateman J. Rabalais	"	Lineman 2nd Class
M. J. LeBlanc, Jr.	"	Serviceman 2nd Class
Frank H. Saizon	"	Serviceman 1st Class
Malcolm R. Holmes	"	Control Oprns. Frmn.—W. Glen
Eldon E. Atkinson	"	Control Oprns. Frmn.—W. Glen
Gorden L. Mustin	"	Electrician 2nd Class
Grady C. Caldwell, Jr.	"	Lineman 3rd Class
Thomas L. Clouatre	Port Allen	Lineman 1st Class
Jack W. Bass	Lake Charles	Residential Sales Repr.—Sr.
Charles N. Giffin	"	Head Fireman—Riverside Sta.
Curtis W. Doucet	"	Control Oprns. Frmn.—RSN Sta.
Edward J. Trouard	"	Control Oprns. Frmn.—RSN Sta.
Daniel O. Gipson	"	Control Oprns. Frmn.—RSN Sta.
Louis D. Clarke	"	Lineman 4th Class
Paul D. Conner	"	Eng. Assistant—T&D
Rocta J. B. Guillory	"	Laborer—T&D
Robert L. Stewart	"	Serviceman 4th Class
Shelton J. Trahan	Lafayette	S/Sta. Mechanic 3rd Class
Harrison J. Carlin	"	Lineman 2nd Class
William M. Sheets	"	Lineman 2nd Class
William T. Murrell	Sulphur	Serviceman 1st Class

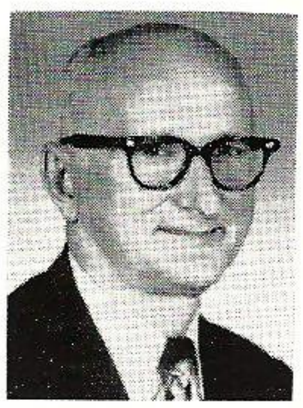
SERVICE AWARDS



J. L. Brown
Production
Baton Rouge

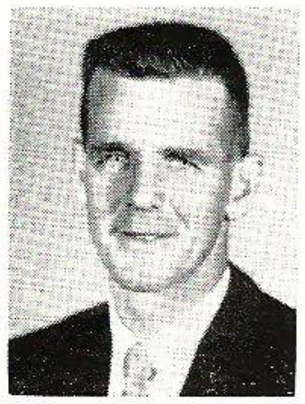
Louise E. Satory
Treasury
Calvert

F. G. Krumholt
Production
Baton Rouge

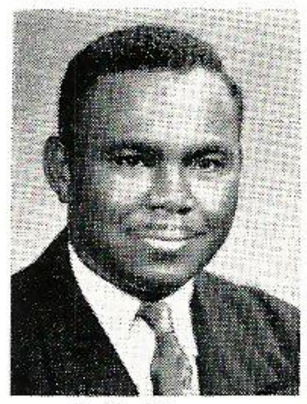


Howard Chaney
Production
Baton Rouge

Louis Patterson, Jr.
Distribution
Navasota

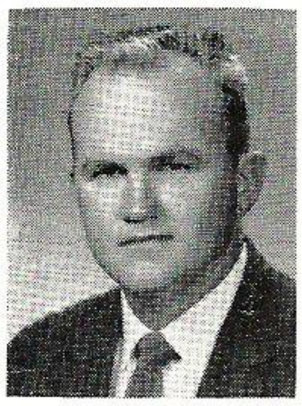


F. D. Eubanks, Jr.
Distribution
Baton Rouge

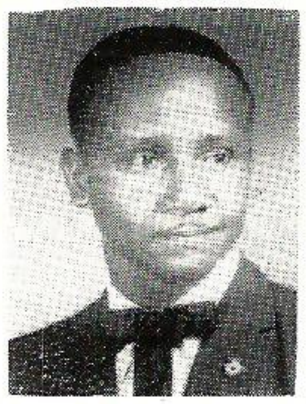


J. H. Rhone
Distribution
Beaumont

Letha M. Austin
Distribution
Baton Rouge

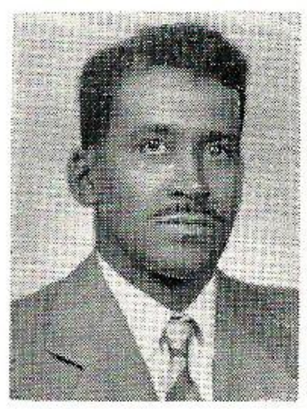


R. P. Thompson
Distribution
Beaumont



J. H. Thomas
Distribution
Beaumont

Johnnie Penn
Gas
Baton Rouge

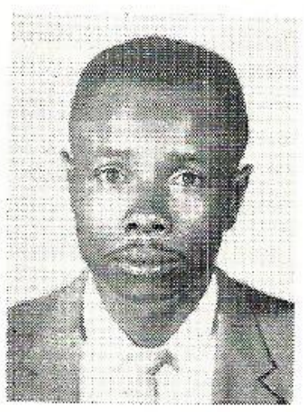


Gilbert Broussard, Jr.
Distribution
Lafayette

J. W. Dunham
Distribution
Port Arthur

L. C. Guthrie, Jr.
Engineering
Beaumont

Whitney Migues
Distribution
Beaumont

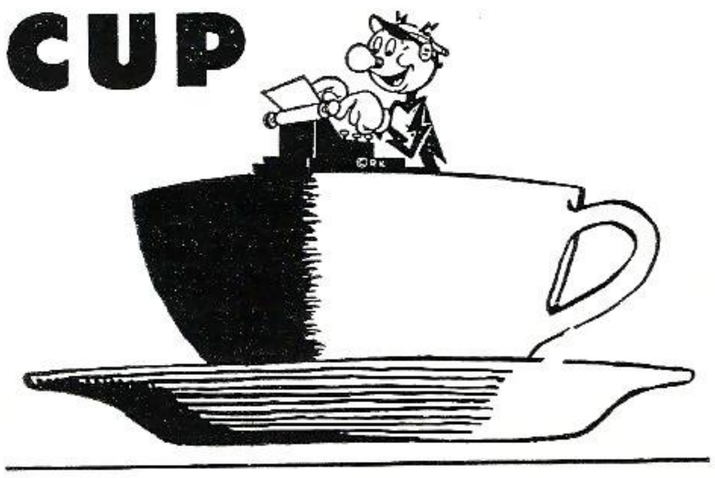


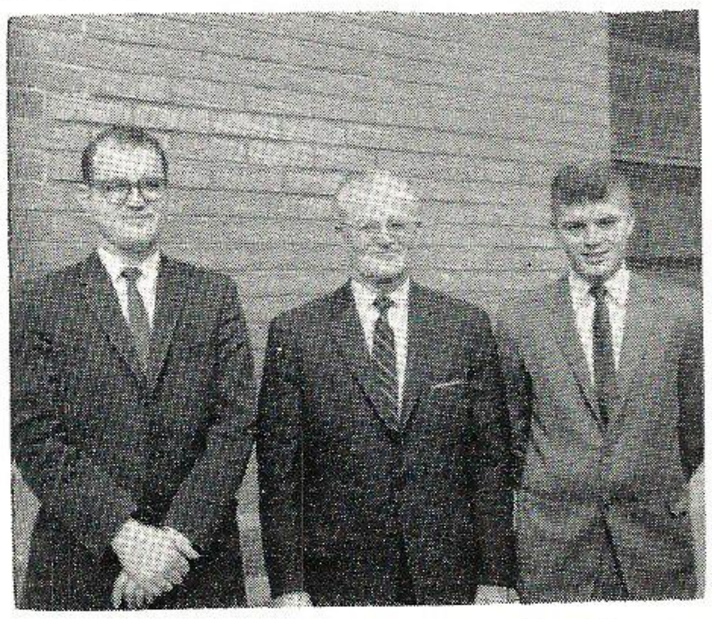
W. C. Carrey
Gas
Baton Rouge

Amos Stafford
Distribution
Navasota

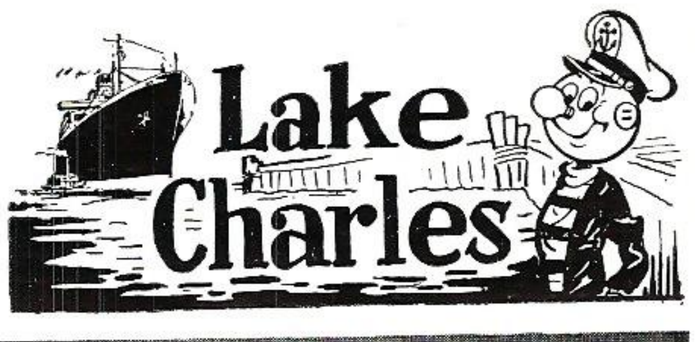
over the

COFFEE CUP





GRADUATION DAY PICTURE. Bobby Hornsby, proudly poses with his father, F. G. "Red" Hornsby, operation supervisor, Baton Rouge, and his brother, John, a student at LSU, after receiving his chemical engineering degree from LSU, January 26.



MEET THREE NEW EMPLOYEES. Carol Williams, left, Juanita Linn and Bessie Richardson, new clerks in the Lake Charles office, process service calls at the Remington Rand files.

RECUPERATING nicely following a heart attack on New Year's Day is **C. W. "Dad" Weems,** Lake Charles Line Department. He was allowed to come home from the hospital on January 26. Hurry and get well, Dad!

School bells have been ringing for Lake Charles Division employees. **D. R. Tyler,** lineman, 1st class of the Lake Charles Line Department, attended the LSU Supervisory Training School in Baton Rouge for a week during January. **Andrew Landry,** lineman, 1st class, Lake Charles Line Department, attended the T&D Training Program in Beaumont the last week in January.

Attending the First Class Training School in Beaumont from January 11 to January 15 was **Hugh G. Holland. Richard J. Heinen** attended the Supervisory Development Course at LSU from January 11 to January 16.

Nathan Demarest and **David Lewis,** two Lake Charles Substation Department mechanic helpers, left the substation crew, January 4, to get climbing experience in the line crew. This training is necessary for their next step toward advancement to substation mechanic.

Another huge Westinghouse 138 KV Transformer was received on January 5 for our Lake Charles Bulk Substation. The unit weighs 283,700 pounds and cost $273,038. It stands over twenty feet above its concrete foundation.

All golfers from Lake Charles are anticipating the Memorial Day tournament to be held in Lake Charles. **Roy Franques,** senior engineering assistant, Lake Charles T&D, has entered the Kayouchee Golf Club Tournament as a warm-up.

It appears that dominoes and chess are noontime pastimes among the Lake Charles engineers. The noon hour is a scene of deep concentration when **Jack Wellheuser** and **Frank Hazmuka** begin their chess game. **Carl Grimmett** and **Sonny Horstmann** are permanent opponents of **Roy Franques** and **Lloyd Clement.** Others who prefer participating in dominoes are **Norman Lee, Lee LaFleur,** and **Don Conner.**

The Lake Charles Survey Crew has a new employee, **Mitchell Bridges,** an engineer helper.

A one week vacation in Mexico was enjoyed by **Van Boudreaux,** engineer, Lake Charles T&D, and his wife, January 24-30. Other vacationers during the month of January were **Robert Tyler,** lineman, T&D, and **Bill Sharp,** residential salesman. They both spent their vacation hunting and fishing.

THEIR LIMIT OF BASS. Evan E. "Kit" Evans, junior accountant, Beaumont IBM Billing Department, and C. L. Jeffcoat, Mobil Refinery, Beaumont, show off a string of bass caught recently at Dam "B" near Jasper, Texas.

Betty Dominque, who worked on the service desk, left January 29 to start a family. Her husband, **David,** works in the Engineering Department. **Bessie Richardson** was trained to take over Betty's desk.

Both **Shirley "Pete" Roddy,** and **Carolyn Williams,** Customers Accounting, were in the hospital during January. It's nice to have these girls back on the job and feeling fine.

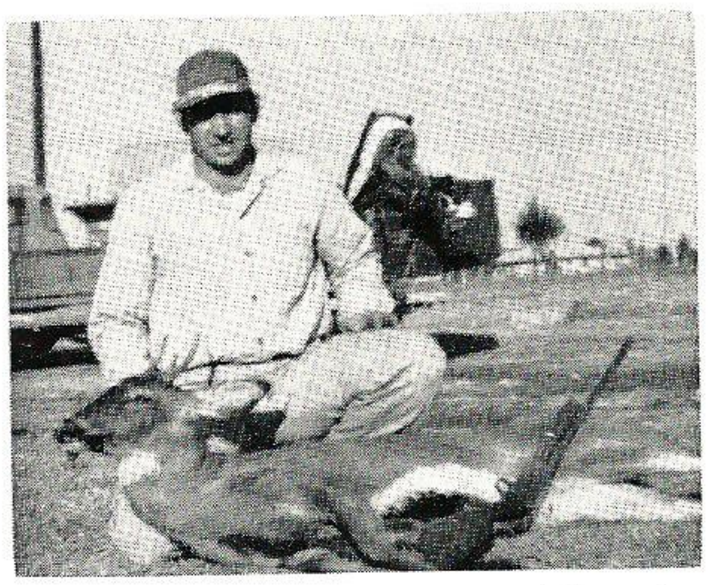
Roy S. Nelson Station

Starting the new year off right at Nelson Station were **Alton LeDoux,** mechanic's helper, **Sam Chamberlain,** operator's helper, and **K. W. Ferrell,** equipment operator. They each took a week's vacation.

Four Nelson Station control operations foremen attended the LSU Supervisory Training School in January. They are **C. E. Chambers, C. W. Doucet, W. F. O'Kelley,** and **H. C. Sanders.**

During the week of January 10, twelve Willow Glen employees visited and toured Nelson Station. Lots of old acquaintances were renewed and many new ones made. We hope the men enjoyed their visit as much as we enjoyed having them.

—By Earline S. Stratton



A NICE TROPHY FOR HIS MANTEL. A December hunt in the Atchafalaya Swamp proved successful for T. J. Thayer, meter reader, Lafayette, when he killed this beautiful buck.

LAFAYETTE

OUR annual Christmas parties were held on December 17 and 18. Over 150 gifts were distributed to employees' children by Santa Claus, who was portrayed by **Russell Bonnet.** General chairmen for the party were **Earl Broussard** and **Russell Bonnet.** Serving on the various committees were **Rufus Mier, C. J. Rome, Jessie Fremin, Bobbie Denais, Lester Lalonde, Lester Gauthier, Horace LaCombe, A. B. Mitchell,** and **Cynthia Nolan. Janette Murphy** was in charge of refreshments and **Jim Richardson** was master of ceremonies.

Mr. and Mrs. Frank Sonnier had as their guests for the yuletide season their son and daughter-in-law, **Mr. and Mrs. Cecil Sonnier,** and family. Mr. Sonnier is supervisor of the T&D Department, Lafayette.

We have several outstanding hunters in the Lafayette office, including **Ernest Rauschenberg, Claude Patin, Rufus Mier, Bernard Wiltz, Honore Miller, J. K. Powell,** and **T. J. Thayer.** Of course, T. J. is the only one we have pictures of to prove his marksmanship.

Lafayette birthday greetings for the month of February go to **R. E. Compton, John Derousselle, Renix Broussard, Earl Broussard, Rufus Mier, Paul LaPoint, Lester Gauthier, Robert Domingue,** and **Emick Guidry.**

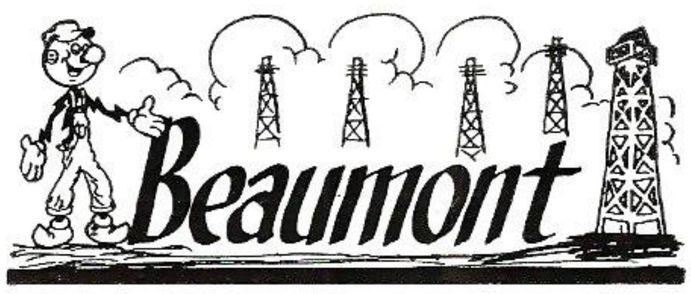
—By Cynthia Nolan

NEW Faces at Louisiana Station—Edward M. Loggins, Jr. was transferred to Louisiana Station from Navasota Division as an electrical engineer. Mr. Loggins was born in Winona, Mississippi, and attended school in Mississippi until 1955. After serving in the United States Air Force for three years, he graduated from the University of Texas in Austin, Texas. Ed and his wife, Patricia, and three children now reside at 6033 Cyrus Street, Baton Rouge. Welcome to Louisiana Station.

We are also glad to have **Rufus R. Ryland** with us at Louisiana Station. Rufus lives with his parents at 2108 E. Kaufman Street, Baton Rouge. He is a graduate of Baker High School, Baker, Louisiana. He was recently discharged from the U.S. Navy and came to work for the Company, January 25.

—By Barbara Price

CUB SCOUTS LOOK US OVER. W. H. Brader, meter foreman, Beaumont T&D Department, explains how a meter works to Mrs. Murphy Babb, Mrs. H. E. Furry, den mother, and Cub Scouts Robert Simoneaux, Robert Freasier, Robert Cherry, Gene Furry and Dwight Rutledge during a recent visit to the Beaumont Service Center.



C. P. SHIREY, training and safety manager, Beaumont, has been appointed district commissioner of the Central District of the Trinity-Neches Council of the Boy Scouts of America. There are 42 units of Cub Scouts, Boy Scouts and Explorer Scouts in the Central District. Mr. Shirey is responsible for the organization and development of a voluntary staff of men to carry service and program ideas to the leaders of these 42 units.

Pat Fukes, Beaumont Personnel Department, is understandably proud of husband **George's** latest accomplishment. George has been named recipient of the "Salesman of the Year Award" from his company, Southwestern Drug Corporation. Competition for this award included salesmen from 10 divisions. George received a gold plaque and several shares of his company's stock for his outstanding sales record.

T. R. Whiddon, personnel assistant, Beaumont, is serving as a neighborhood commissioner for the Boy Scouts of America, with three units of Boy Scouts under his supervision.

Frances Englebrecht, Beaumont Training Department, has been elected general chairman of the Twelfth Annual Sweetheart Ball by the Beaumont Beta Sigma Phi Sorority's City Council. The Ball will be held February 13 at the Harvest Club in Beaumont.

—By Frances Engelbrecht

A PRIZE WINNER. Mrs. Vic Norvell accepts her door prize from T. O. "Doc" Charlton, district superintendent, Orange District, at the Beaumont T&D Department's safety award dinner. Mrs. Norvell is the wife of Vic Norvell, local superintendent, Woodville, Texas.

PRELIMINARY acceptance demonstrations of the digital computer which is on order for Willow Glen Station were attended by **Joe O. Robichau,** central information systems, System Production Department, from January 11 through 23, and **John L. Warmack,** electrical engineer, System Production Department, from January 18 through 23. During the demonstration at the Daystrom System Factory in La Jolla, California, Messrs. Robichau and Warmack received instructions in the theory and operation of this computer.

Linda Riggs, who worked for **P. J. Guelfi** as a departmental clerk in the Construction Budget Section for the past two years, left Beaumont, February 5, to join her husband, **Tommy,** in Baton Rouge. Tommy has been transferred there by Gulf Supply Company. Their new address is 2205 Myrtle, Baton Rouge.

John L. Warmack recently delivered a talk to the Houston section of the Instrument Society of American concerning our Company's experience with the central information systems.

Wanda Dailey, previously a departmental clerk in the Records Management Department, left January 22. She and her husband, who had completed his barber's training in Beaumont, are now living in Dayton.

January birthday greetings were extended to **J. L. Warmack,** Production Department, and to **Gulah "Dude" Marshall,** Records Department.

—By Frances Linthicum

Mr. and Mrs. H. C. Sandefer, residential sales representative, Beaumont, attended the All-State Band and Orchestra Concert in Austin, Texas, February 5, 1960, in which their daughter, **Glenda,** played the French horn. This was the fourth year Glenda has played in the All-State Concert.

—By Flo Wenzell

Mrs. Robert Dale Hoepner

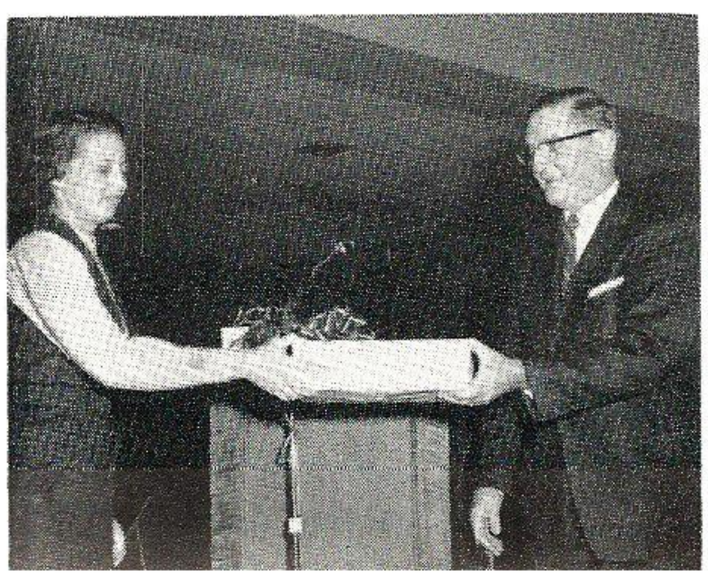
CHARLOTTE Christine LeVois, daughter of **Mr. and Mrs. Henry C. LeVois,** Navasota division manager, became the bride of **Robert Dale Hoepner** in the First Methodist Church, Beaumont, January 30. The bridegroom's parents are Mr. and Mrs. William T. Hoepner of Greensfield, Iowa. Charlotte is employed as an artist in the Beaumont Advertising and Publicity Department and Mr. Hoepner is an electrical engineering major at Lamar State College of Technology. The couple are at home at 4275 University Drive, Apartment C-107, Beaumont.

CONGRATULATIONS to **Ted Meinscher** on his marriage to **Marlene Crabbe,** Customer Accounting, on December 11 in Dallas, Texas. Marlene was honored January 28 at **Catherine Richardson's** home with a shower by her coffee group. Ted and Marlene now reside at 2187 Avenue A, Beaumont.

Glenda Milner enjoyed a trip to Mississippi visiting relatives and friends in Yazoo City and Natchez the last weekend in January.

New employees being welcomed to the Beaumont Billing Department are **Shary Swan** and **Shirley Boaz.**

A LUCKY WINNER. Mrs. John Lanclos held the winning number for the door prize at the Beaumont T&D Department's safety dinner, which she accepts from T. O. "Doc" Charlton, district superintendent, Orange District. Mr. Lanclos is a building and grounds maintenanceman, Beaumont T&D Department.



H. P. Robichau, like a number of other Beaumont employees, has been out with the flu. We welcome him back.

—By Tommie Byrd

PEGGY Jo Reed, daughter of **Mr. and Mrs. Alton L. Reed,** Pledger, Texas, became the bride of **Franklin Lee Hill,** son of Mr. and Mrs. W. L. Hill, Hamshire, Texas, in the Federated Church of Pledger, January 29. A reception in the New Gulf Club House followed the wedding.

Peggy Jo is an employee in the Beaumont Credit and Collection Department, and Mr. Hill is a sophomore student at Lamar State College of Technology. The newly-weds reside at 428 Second Street, Beaumont.

—By Helen Clifton

gulf staters in the news

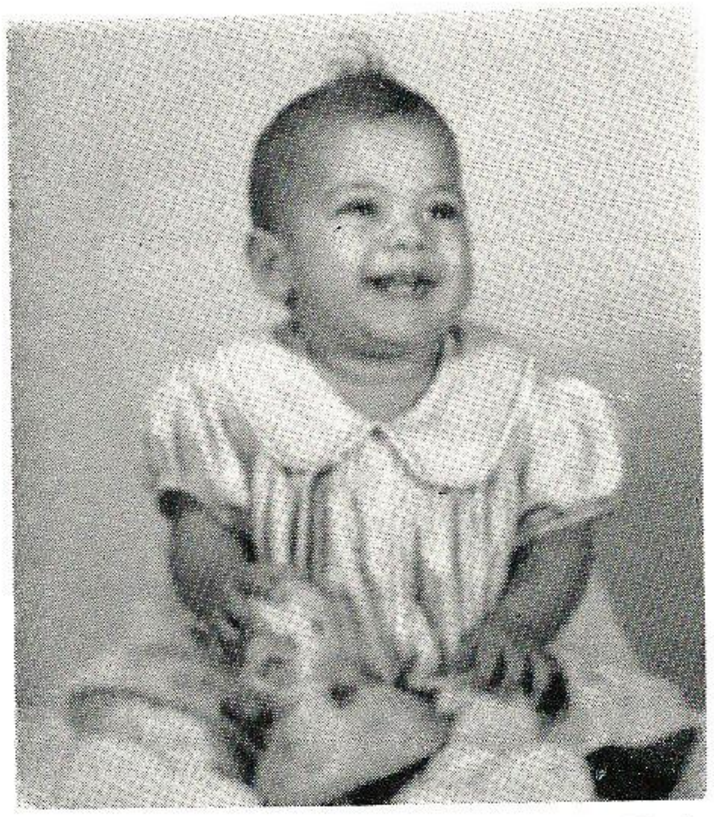
Alan Hastings, assistant to the president, was named chairman of the effective citizenship committee of the Beaumont Chamber of Commerce recently.

George R. Fulton, executive vice president, Beaumont, has been named vice chairman of the railroad panel of the Beaumont Chamber of Commerce.

Dewey Raborn, station engineer, Louisiana Station, Baton Rouge, was recently appointed to the four-member board of electrical examiners by the Baker, Louisiana, Board of Aldermen.

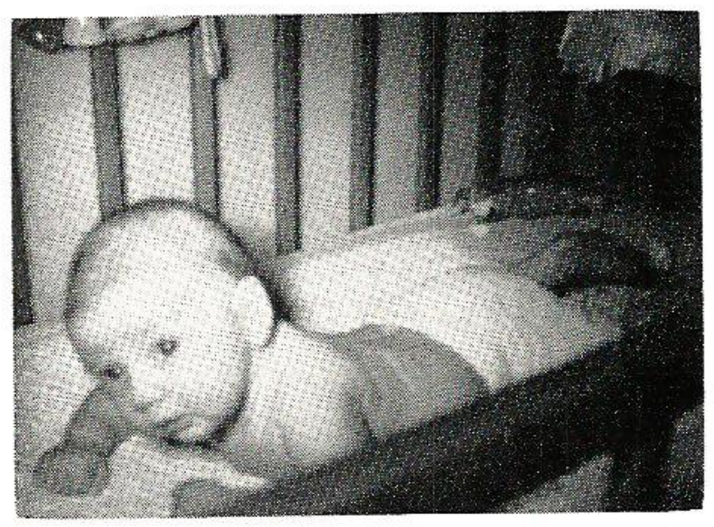
Henry LeVois, Navasota Division manager, and **Jack Kirkland,** superintendent of operations for the Navasota Division, have been appointed co-chairmen for the City of Navasota's March of Dimes Drive.

Jack Worthy, assistant advertising director, Baton Rouge, spoke on the growth and organization of the Baton Rouge Advertising Club's annual Advertising Awards contest at the Beaumont Advertising Club's dinner meeting last month. Mr. Worthy is president of the Baton Rouge Club. **Joe DeJean,** supervisor of advertising, Beaumont, is chairman of the Beaumont Club's annual Advertising Awards dinner which will be held June 25.



BUSY WATCHING THE BIRDIE is Phyllis Marie Massey, nine month old daughter of Mr. and Mrs. Ralph E. Massey. Mr. Massey is a substation mechanic in the Beaumont Substation Department.

GROWING with Gulf Staters



MAKING A TRIAL RUN. Getting into a crawling position is Chris Thayer, son of Mr. and Mrs. T. J. Thayer, meter reader, Lafayette. Chris was two months old when the picture was made.

President Nelson has been named "Man of the Month" for February by the East Texas, magazine for the East Texas Chamber of Commerce for his outstanding service to the people of East Texas.

C. M. Scott, manager, Port Arthur Division, has been awarded the Port Arthur's Junior Chamber of Commerce's Boss of the Year award. The award was presented at the Jaycees' annual Distinguished Service Award and Bosses banquet by Paul Colletti, Jaycee president.

Mr. and Mrs. Rufus Mier announce the birth of a son, **Gregory Stephen,** on December 26. Mr. Mier is a commercial salesman in Lafayette.

Mr. and Mrs. Hubert Faulk announce the birth of their daughter, **Stephanie Anne,** on December 9. Mr. Faulk is a helper in the Lafayette T&D Department.

Mr. and Mrs. Horace LaCombe announce the birth of their daughter, **Cecile Denise,** on December 11. Mr. Lacombe is a residential salesman in Lafayette.

Mr. and Mrs. E. J. Bourgeois, Jr., announce the birth of their daughter, **Lisa Marie,** on December 29. Mr. Bourgeois is in the Baton Rouge T&D Engineering Department.

Mr. and Mrs. Lannis L. Tynes, Sr., announce the birth of their daughter, **Mary Jane,** on November 20. Mr. Tynes is an engineer in the Beaumont System Engineering Department. Mary Jane is also being welcomed by her brother, **Lee.**

Mr. and Mrs. Rodney L. Rinquet announce the birth of their son, **Rodney, Jr.,** on January 11. Mr. Rinquet is a meter reader in Jennings.

Mr. and Mrs. Lemuel Gravelle announce the birth of their son, **William Kent,** January 20. Mr. Gravelle is a lineman in Jennings T&D Department.

Mr. and Mrs. L. J. Biessenberger announce the birth of their daughter, **Mary Elizabeth,** on January 15. Mr. Biessenberger is a substation dispatcher in Jennings.

Mr. and Mrs. Tite Baudoin announce the birth of their daughter, **Karen Marie,** on December 9. Mr. Baudoin is a substation operator in the Lafayette T&D Department.

Mr. and Mrs. Oscar Borne announce the birth of a son, **Oscar III,** on January 5. Mr. Borne is a residential salesman in Church Point, Louisiana.

Mr. and Mrs. Raymond Bertrand announce the birth of their daughter, **Debra Lynn,** on January 7. Mr. Bertrand is a helper in the line crew, Lafayette T&D Department.

Mr. and Mrs. Claude Patin announce the birth of a daughter, **Bernardine Joan,** on January 6. Tom is an engineering assistant in Lafayette.

Mr. and Mrs. Roland S. Alford announce the birth of their first child, a daughter, **Gina Roulaine,** on January 9. Mr. Alford is an employee in the Gas Department in Baton Rouge.

Mr. and Mrs. W. L. Huff, Jr. announce the birth of their daughter, **Janet Marie,** December 4. Mr. Huff is a test technician, 1st class, at Louisiana Station.

A NICE BIRTHDAY GIFT. The Beaumont Live Wires Christmas Dance was also the scene of a birthday celebration for W. L. Ricks, supervisor, Stores Accounting Department, Beaumont. Helping Mr. Ricks celebrate the occasion at 12:15 a.m., December 19, are, left, Laverne Hatton and, right, Ann LeBlanc, Stores Department, and center, Delores Spafford, Stores Auditing Department.

Mr. and Mrs. J. S. Gremillion announce the birth of a son, **Dennis Gerald,** January 6. Mr. Gremillion is a repairman, 1st class, Louisiana Station.

Mr. and Mrs. Alton LeDoux announce the birth of their son, **Timothy James,** December 29. Mr. LeDoux is a mechanic's helper at Roy S. Nelson Station.

Mr. and Mrs. Luther Mosier announce the birth of their fourth granddaughter, **Charlotte Ann Dyer,** born January 13 in Orange, Texas. Mr. Mosier is commercial sales representative in Sulphur, Louisiana.

PLAIN TALKS SYMPATHY TO

Mrs. Jessie Fremin on the death of her father, **Charles Dupuis,** December 26, following a lengthy illness. Mrs. Fremin is a bookkeeper in the Lafayette Accounting Department.

Port Arthur Christmas Parties

Five Beaumont lovelies teamed up to prove that the drawings of winners are on the up and up. From left, they are Mary Darney, Nonie Wheeler, Marion Holder, Barbara Thompson, and Frances Engelbrecht.

Harold Turner (center) receives his $25 check from R. O. Wheeler, Baton Rouge division manager. B. F. Exner, general line foreman, looks on.

Jack Saxon gets his check for $15 from C. M. Scott, manager of Port Arthur Division.

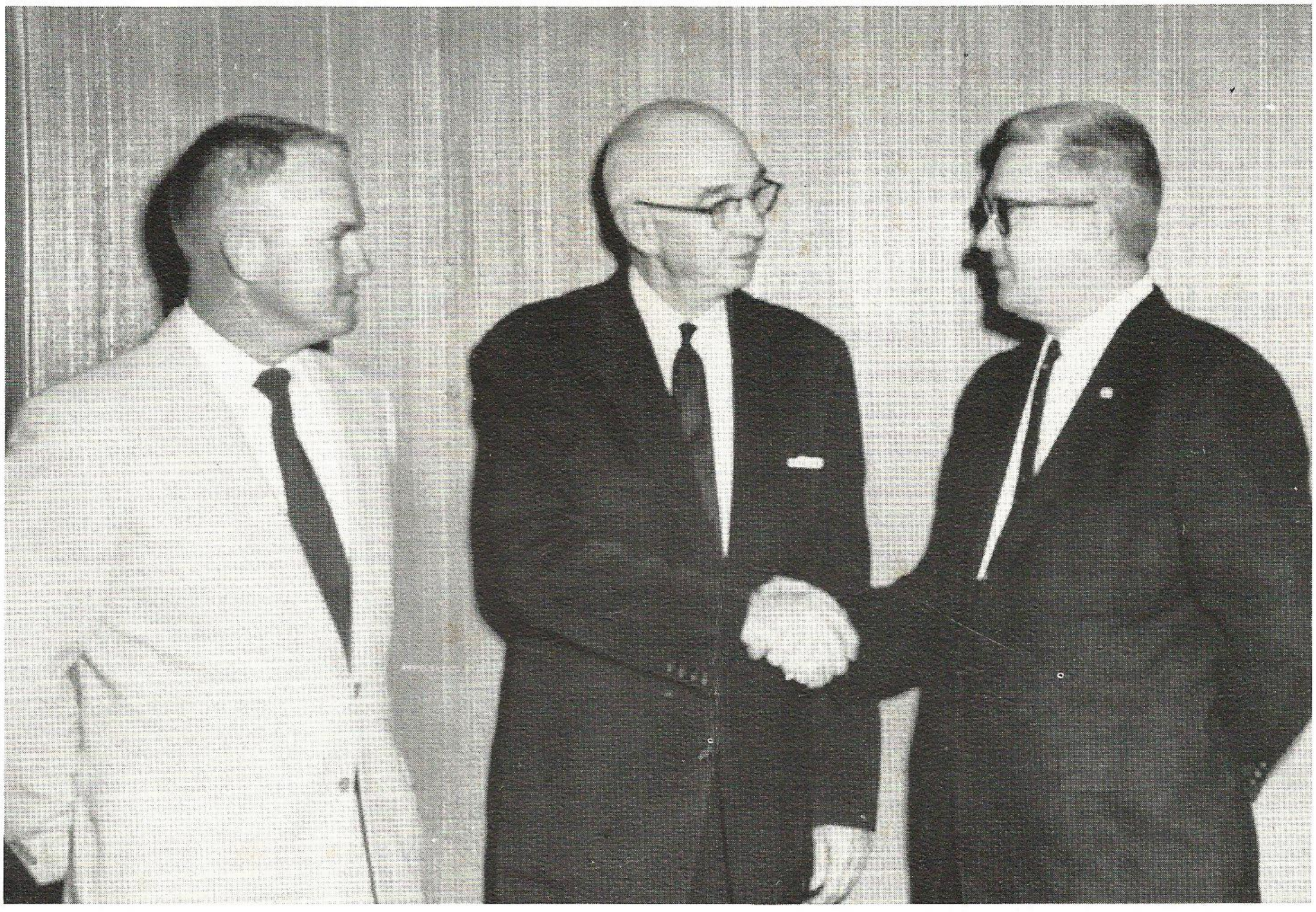
Turner, Saxon Win Prizes In New Safety Contest

First and second place winners, respectively, for the first month of the year-'round traffic contest were Harold E. Turner, $25, and Jack C. Saxon, $15.

Mr. Turner is in the Baton Rouge T & D Department, and Mr. Saxon is a residential sales representative in Port Arthur.

Careful drivers Turner and Saxon were the first two names drawn from the giant hopper. As the picture above demonstrates, the drawings are conducted in fairness to all contestants.

During the month of January, about four Gulf Staters were eliminated from the contest because of chargeable vehicle traffic accidents. Don't let your name be taken out of the contest; stay out of a traffic accident. The contest will last through December, 1960, and 24 winners will be named, plus two winners of the Jackpot Drawing, for which the awards will be: $100 for first prize, and $80 for second.



Beaumonter Ray Vick is congratulated by Ray Thompson, whose life he saved, and Executive Vice President G. R. Fulton, who presented him with the President's Medal for his quick action.

For Saving Gulf Stater's Life —

Ray Vick Awarded Safety Medal

THE National Safety Council's only award for the saving of human life, the President's Medal, was awarded Ray Vick, line foreman in the Beaumont T&D Department, at the Beaumont Division's annual safety awards dinner last month.

The presentation of the medal was made by G. R. Fulton, executive vice president, Texas operations. Mr. Fulton also read letters received from the Texas Safety Association and the National Safety Council commending Mr. Vick on his action.

The President's Medal was awarded Mr. Vick for saving the life of a member of his line crew, Ray P. Thompson, last July 17. At the time of the accident Mr. Thompson was working on the top of a pole which broke off at the ground and fell with him still buckled to the top of the pole. The impact was hard enough to break one rib and cause sprains to his arms and legs. The pole struck Mr. Thompson across the chest, paralyzing his respiratory muscles. While the pole was being lifted from his chest the crew foreman, Mr. Vick, began to give the injured man mouth to mouth rescue breathing. In less than two minutes after rescue breathing was begun, Mr. Thompson began to breathe normally.

The President's Medal award is granted to any person over ten years of age for the successful application of artificial respiration. The first awards of the President's Medal were made in September, 1928, and as of January 4, 1960, 2184 Medals have been presented.