

Plain
Talks
&  News

APRIL, 1974



Communication - how important, yet so elusive.

Webster's Dictionary defines communication as "a giving and receiving of information". It looks good on paper, but in today's changing world something seems to have been lost in the translation.

Every day problems are created, profits are lost and feelings are hurt, only because there was a breakdown in corporate communications. Echoes of "I thought you knew" and "why didn't you remember to tell me?" rifle through the corporate canyons with alarming regularity.

It seems that the cause of the breakdown stems from an ever-increasing social pulse. People rush from place to place faster than ever before, having no time for one-to-one relationships. Gone are the days of employee personal attention and the time it takes to fully explain a procedure or answer a question.

There could be, and probably are, many more reasons for the lack of communication. But clock-watching is the main robber of understanding!

Much more time could, and should, be devoted to this subject.

But, alas, I'm late for a meeting.

I'll try to explain it later.

M. S.

A

Hurried

Explanation



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Safety, p. 2

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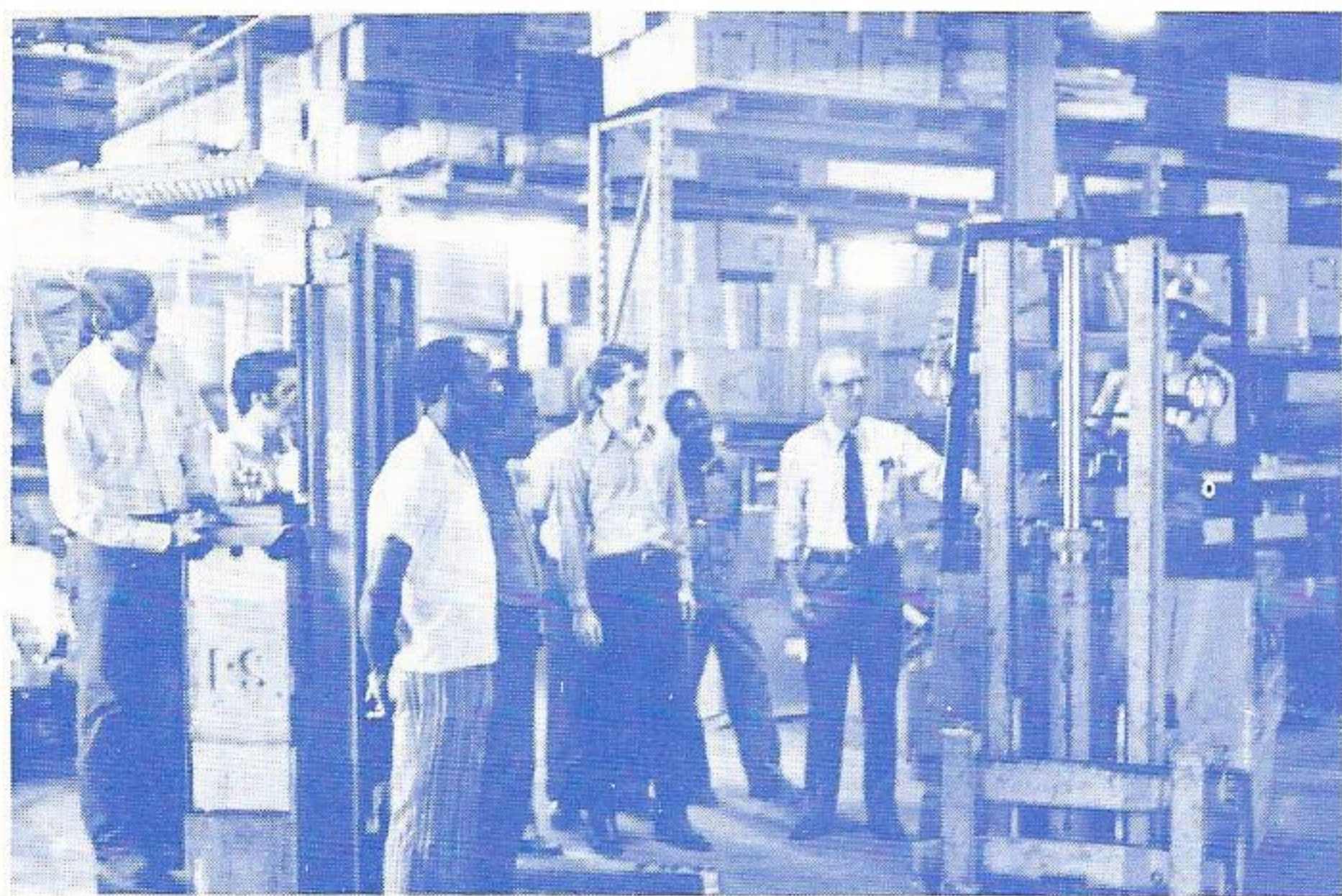
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Pat McMeel, Contributing Editor, Beaumont
Frank Jones, Contributing Editor, Baton Rouge

*The Cover:
Auditing of the crews is just
one of the many safety functions
of our Company. Safety is a
big job and demands constant attention.*

Company Safety— A Job For All

Webster's Dictionary defines safety as "the act of being safe."

Although those five words are quite simple and easy to understand, the meaning behind them runs deep. Especially at Gulf States Utilities Company.



Regular monthly safety meetings are conducted for all employees. These meetings are prepared and presented either by a safety representative or an operations supervisor. Besides the regular monthly safety meetings, however, weekly "minute" safety meetings are held, either by departments or crews. These are usually conducted by the employees' immediate supervisor. These can be extremely important to the safety program, as they help the employees keep their minds on the hazards of their jobs. This picture shows a "minute" safety meeting being conducted. Usually these meetings last approximately 15 minutes, but can be extended to the amount of time necessary to cover the topic being discussed.

Summa Stelly is director of the Safety and Claims Department with the Company. He's been involved in all aspects of safety since coming into GSU's Safety Department in 1953. He has very strong feelings regarding safety, the control of accidents, and accident-causing conditions. He's personable, well-known, has a rapport with people on all levels, and commands respect from his peers simply because of his genuine concern for each and every employee's safety.

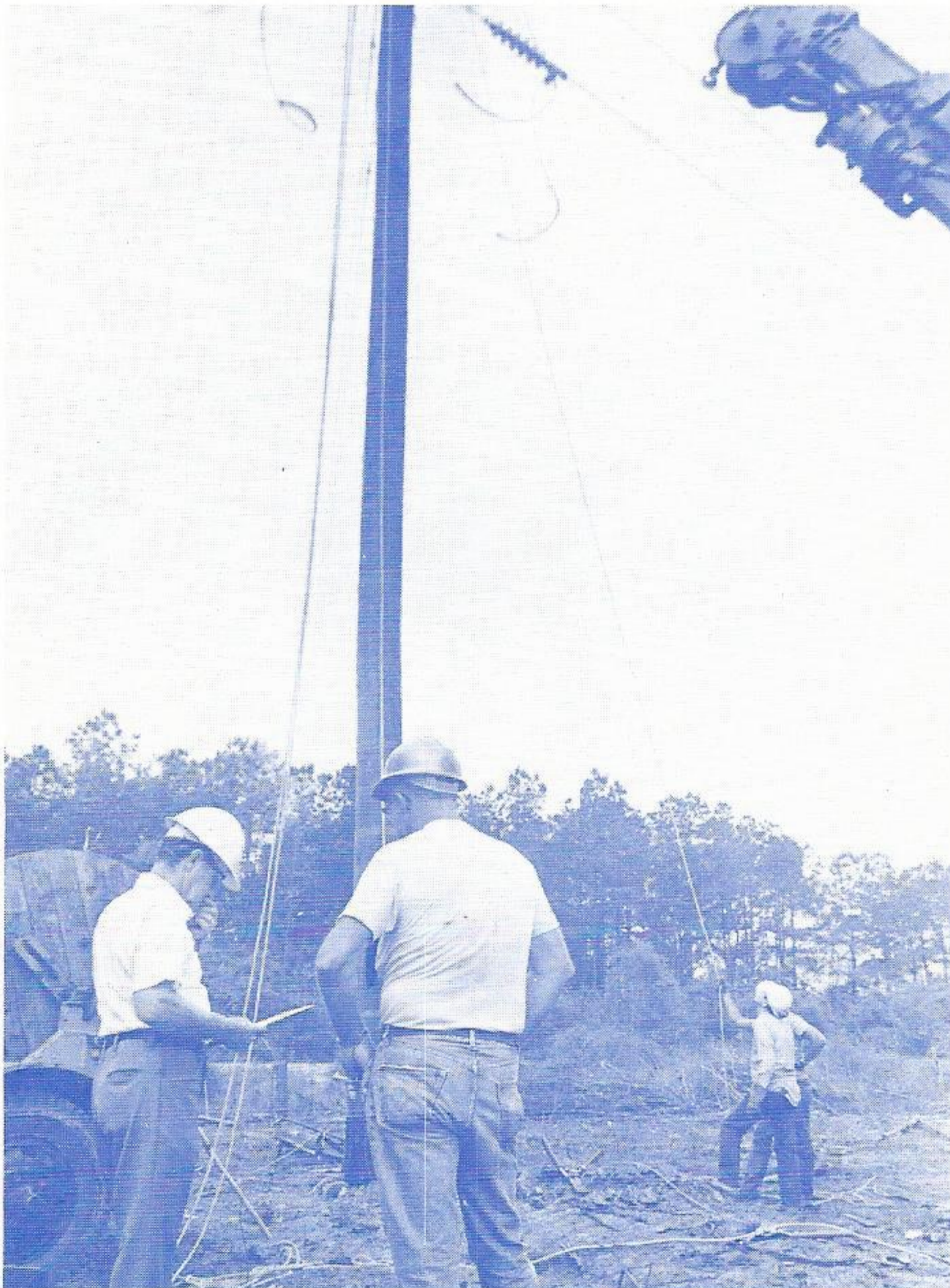
The Safety Department, though thought of as somewhat small in number, undertakes a big job. Stelly likes to think of the Safety Department as being the largest in the Company by having as safety representatives all of the 3,100 employees that make up our organization. However, those in the department having the title of safety representatives, on a daily basis, coordinate safety efforts throughout the five Company divisions.

The mechanical aspect of safety is divided into two categories. Once a month, a safety meeting is held in each work establishment, supervised by line management personnel in coordination with the Safety Department. Their job: talking about safety items in general, reviewing past accident experiences, discussing job training, and identifying job hazards and ways to overcome them. All with safety in mind.

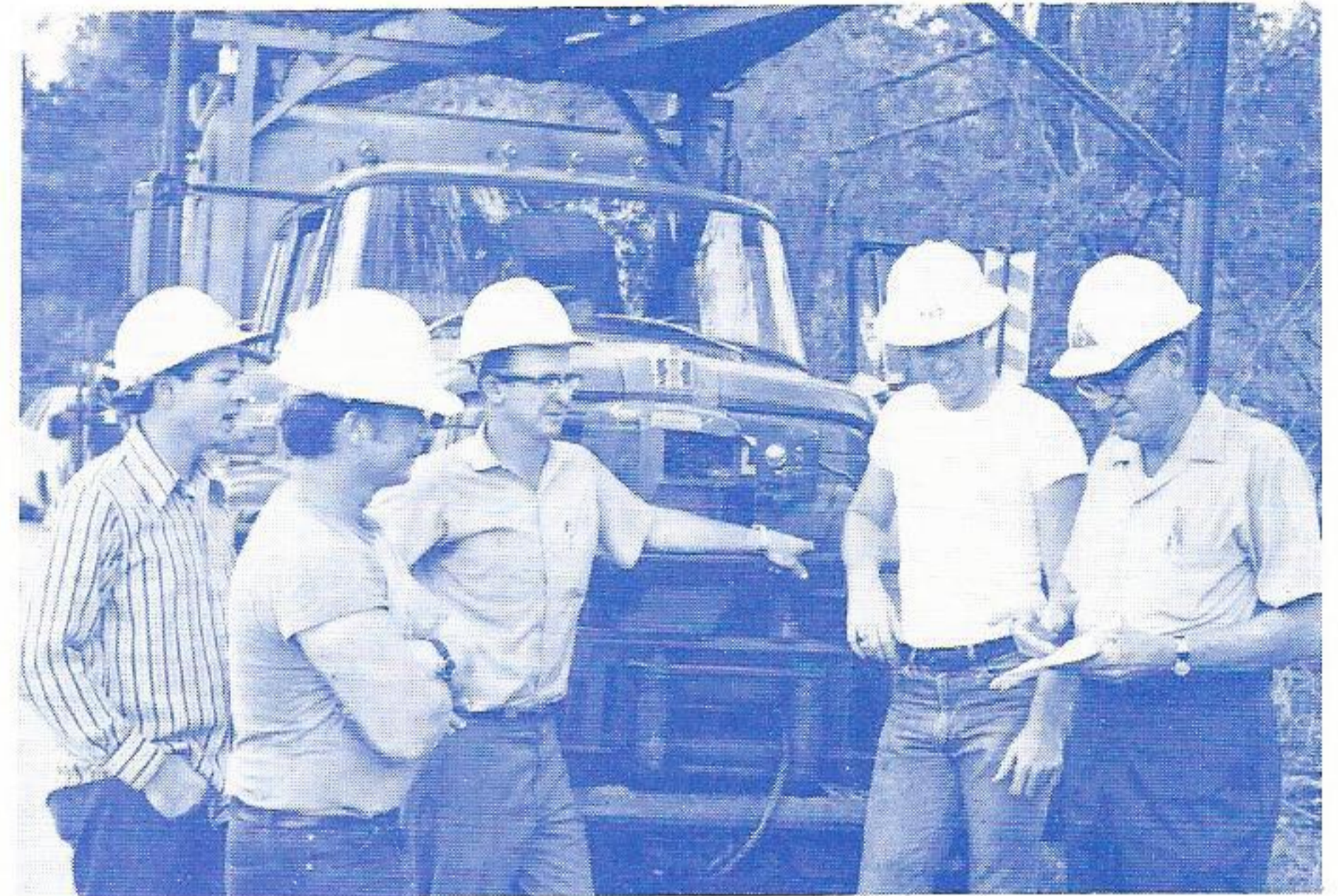
The second mechanical aspect of safety is the Job Safety Audit. This is designed to keep safety **alive** on the job. Periodically each employee is rated on a standard form, covering all safety aspects of the particular job. There are three classifications of performance: a "1" signifies below acceptable levels, a "2" signifies that an acceptable safety level is being maintained, and a "3" (used sparingly in especially hazardous jobs) signifies a rating standard for outstanding safety performance and effort. In the course of the

audit, each employee is rated individually as well as the overall safety performance of the crew. Job safety performance is a primary factor when promotion is being considered for any employee.

"We learn a lot from the audits and safety meetings," said Stelly. "Better ways are learned to perform jobs, and hazards are found and corrected in faulty tools or procedures. All serious or unusual accidents are given full investigation to determine cause and future prevention."



One part of the safety program is "auditing" of the crews and individuals who are assigned work of a hazardous nature. The safety audit is used to determine whether or not these employees are following the safety precautions required for the particular job they may be doing. Also, the trucks and related equipment are checked during the field safety audits, often with a safety representative accompanying him. The picture depicts a field safety audit being conducted.

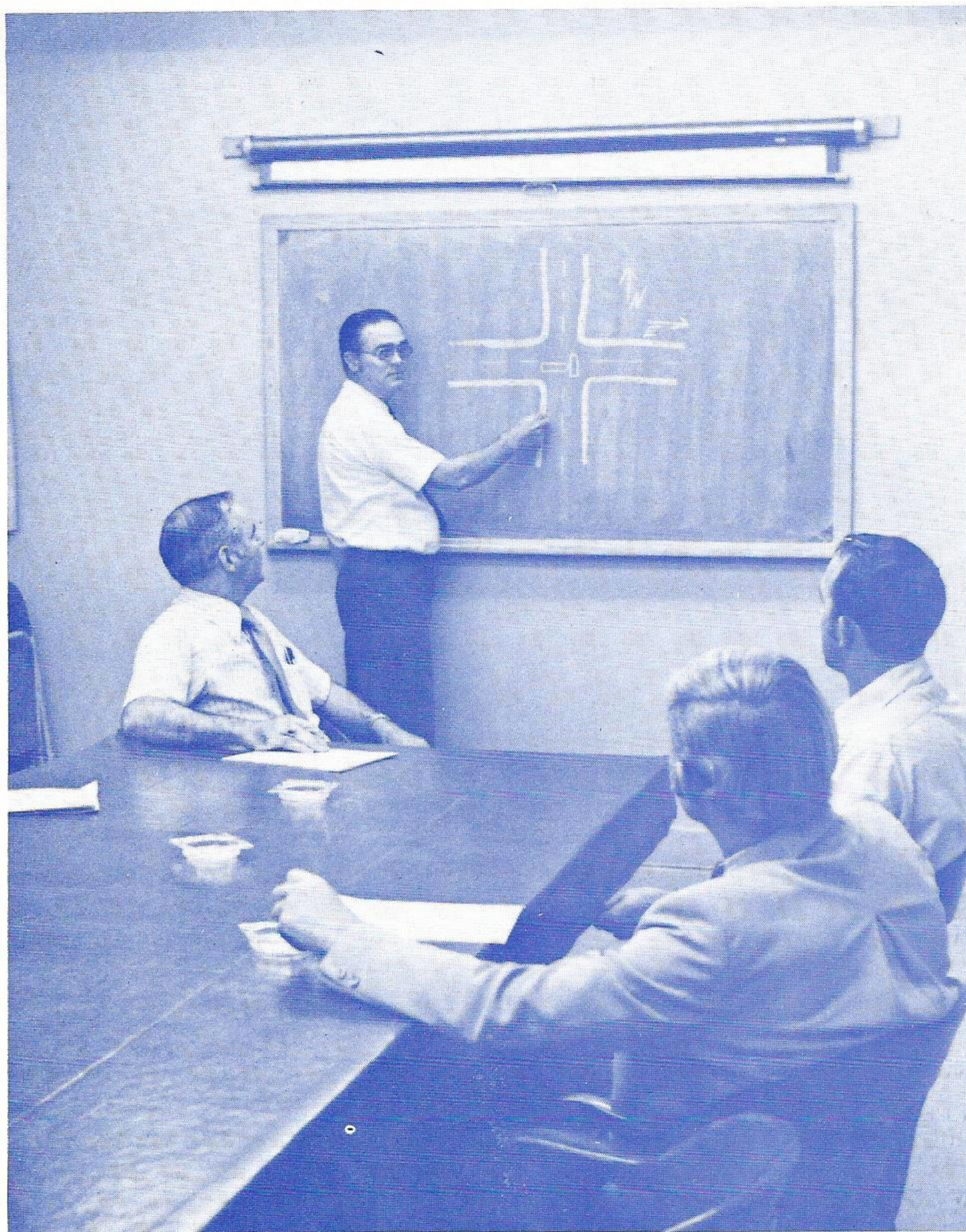


Job planning is probably one of the most important parts of accident prevention. Often this planning is called a "tailboard conference." In the planning session, or conference, the supervisor explains to each member of his crew the job to be done and what each man's part will be in doing the job. He also points out the obvious hazards associated with that particular job. He asks questions to make certain each man understands his role in the job to be done. He also offers the opportunity for any suggestions concerning the job from any of the employees. The picture shows such a "tailboard conference" being conducted prior to beginning a job.

The Occupational Safety and Hazard Act (OSHA), signed into law by President Nixon in late 1970, governs safety standards in industries employing a minimum specified number of employees. It is enforced by the U. S. Department of Labor and is strictly adhered to. "Although OSHA plays a definite and needed role in industrial safety," Stelly said, "its thousands of rules are primarily directed toward unsafe conditions, making necessary devices such as guardrails, color codes and signs, etc. But, there is nothing that dictates work methods or procedure. Statistics show that only 10% of industrial accidents are caused by unsafe conditions - leaving the remaining 90% caused by unsafe acts of people. This is where the safety program really becomes vital - convincing **people** that safety is a personal responsibility, not a mechanical one."

Stelly still strongly subscribes to the three "E's" of safety: Engineering - designing jobs, tools, and equipment to eliminate hazards; Education - training and educating people to practice and follow recom-

(Continued)



An important aspect of the safety program is the "accident investigation." Following an accident, or occasionally a "near miss" accident, the employees involved will meet in a conference room, and the supervisor in charge of these employees will conduct the investigation. A safety representative is normally present for these accident investigations, also. The primary purpose for the accident investigation is to determine how a similar happening can be prevented in the future. The information from the investigation is sent to each division, and the accident is discussed with all the employees engaged in similar work. This picture shows an accident investigation in progress.

mended guidelines; and Enforcement - the strict and constant enforcement of safety rules, practices and procedures. "I feel that, along with the three 'E's', employee safety must also have the support of everyone in the Company, from top to bottom," he emphasized. "You must have a program with logical and workable safety rules and regulations, and it's up to the employee to maintain a strict attitude of compliance. After all, accidents are caused by either unsafe conditions or unsafe acts of people. OSHA and other

standards may take care of the unsafe conditions - but our people **must** omit the unsafe acts."

As can be seen, your Company has a constantly demanding task at hand. But the job can always be made a little easier as long as employees at all levels realize their responsibility to safe work practices.

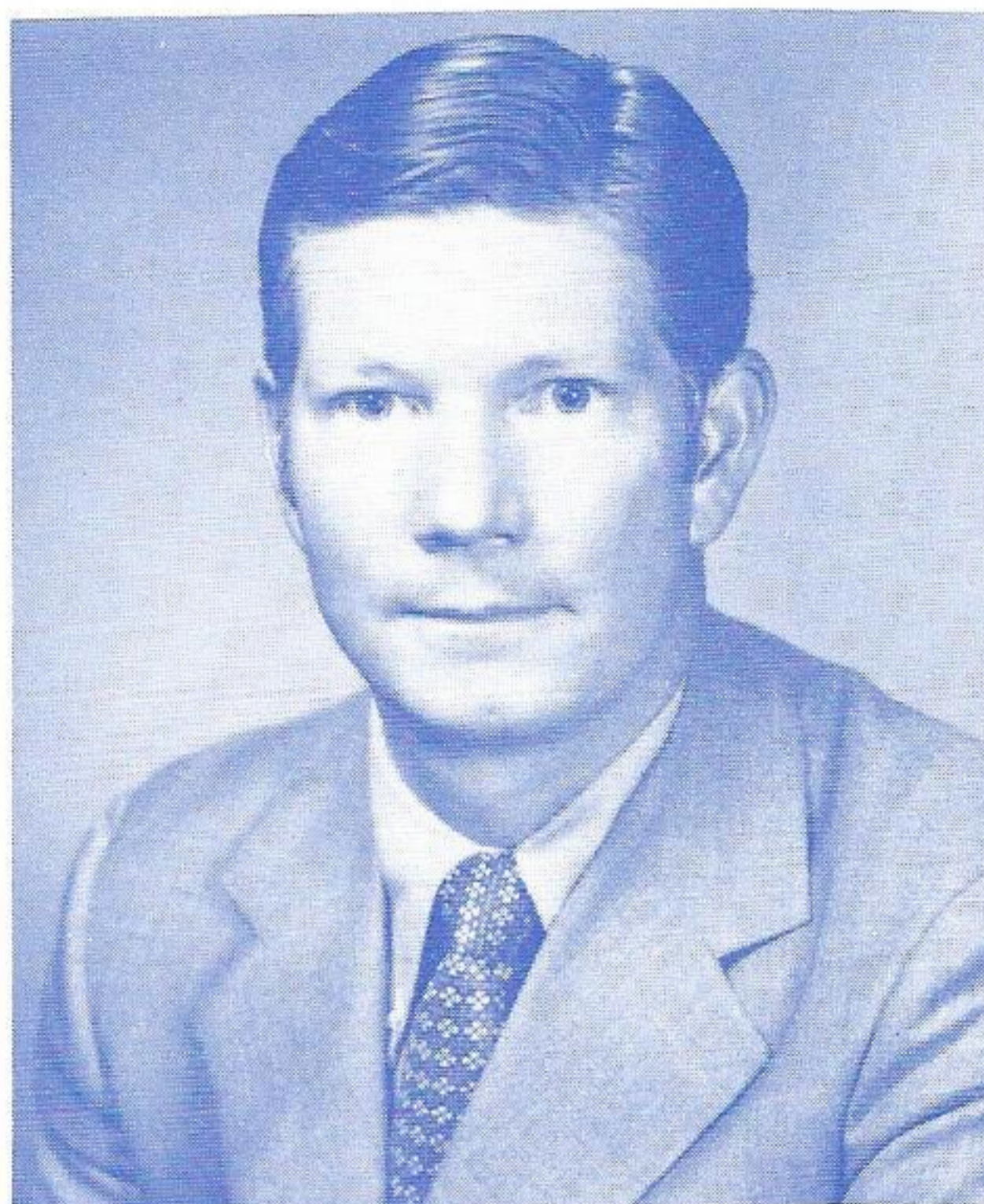
As long as there are people, there will be a need for safety - safety practiced by people that care.

And your Company does care.

GSU NEWS



R. S. Pace



L. M. Moore

Pace and Moor Fill Key Jobs

Two key management changes have been made by the Company to help meet new and changing requirements brought on by anticipated record construction expenditures during 1973-1977, according to Floyd R. Smith, board chairman.

R. S. Pace, formerly director of purchasing, has been elected assistant treasurer responsible for the Company's contract services function.

L. M. Moor, formerly executive assistant, has been promoted to manager of material services and will head up the Company's purchasing function.

Smith pointed out that nearly \$1.5 billion is expected to be spent on construction during the period 1973-1977. The changes are designed to maintain maximum purchasing and contract administration efficiency as the Company moves into the most extensive construction pro-

gram in its history.

Pace is a native of Anson, Texas and attended Lamar University before earning his B.A. degree from Hardin-Simmons. He was employed by the Company in 1936 in Beaumont and held various accounting and purchasing positions in Beaumont and Baton Rouge before returning to Beaumont. He became director of purchasing in 1962.

Moor joined the Company in Beaumont in 1971 after receiving his master's degree from Drexel University in Philadelphia, where he was employed by Sun Oil Company. The Beaumont native graduated from the University of Texas before joining Sun.

Moor is also vice president of Varibus Corporation, a wholly owned subsidiary of the Company.

Deaths



Vernon F. Horstmann



Malcolm J. Courtney

Vernon F. Horstmann, senior engineering assistant in the Lake Charles T&D Department, died February 17.

Employed in February, 1947, as a clerk in the Lake Charles Transmission and Distribution Department, Horstmann was promoted to engineering helper in October, 1947. He was promoted to engineering assistant in December, 1948, and senior engineering assistant in June, 1954.

Horstmann was a native of Graham, Texas.

Malcolm J. Courtney, Zachary Sales Department, died March 4.

Courtney was employed in April, 1959, as a meter reader in Clinton, Louisiana. In October, 1959, he was transferred to Zachary, Louisiana, and promoted to residential sales representative-junior. Courtney was then promoted to residential sales representative-senior in April, 1964.

A native of Centreville, Mississippi, Courtney graduated from high school there. He served in the Navy from January, 1954, to November, 1957.



Charles P. Manship, Jr. (right), Capital City Press president and board member of our Company, receives the 1974 Pete Goldsby Award presented by the Baton Rouge Advertising Club. Presenting the award is Ralph H. Sims, winner of the 1973 Pete Goldsby Award.

"I KNEW PETE GOLDSBY WELL . . ."

Manship Receives Goldsby Award

Charles P. Manship, Jr., president of Baton Rouge's Capital City Press, recently received the 1974 Pete Goldsby Award at the 21st annual Ad Awards Banquet.

Manship, a member of the Company's board of directors, was honored by the Baton Rouge Advertising Club for his "contributions to the advertising business and the community."

"I knew Pete Goldsby well," Manship said. "He was a fine citizen. This is a fine honor and I appreciate it more than you

know."

Manship became publisher of the State-Times and Advocate in 1947, succeeding his father after his death. He served as publisher for 22 years and has been with the two newspapers for nearly 40 years.

A Baton Rouge native, he holds a B. A. degree in journalism from the University of Missouri and an M. A. degree from Harvard University.

Manship's board memberships in addition to Gulf States include the Baton

Rouge Broadcasting Corp., Louisiana Television Broadcasting Corp., Louisiana National Bank and several other firms. He is a member of the Rotary Club, St. James Episcopal Church, and several civic and professional groups.

The award was presented to Manship by Ralph H. Sims, last year's Goldsby Award Winner and a vice president of Fidelity National Bank. Some 300 persons attended the banquet, held at Baton Rouge's Dinner Theater.



Floyd R. Smith

Smith Receives Award

Board Chairman Floyd R. Smith has been named Engineer of the Year by the Sabine Chapter, Texas Society of Professional Engineers.

He was presented a plaque commemorating the honor at the recent annual Engineer's Week Banquet.

The award is made annually to a registered professional engineer for service to the engineering profession and to his community.

Smith is the 1974 general campaign chairman for United Appeals of North Jefferson County. He is a director and past chairman of the Beaumont Chapter of the American Red Cross and is currently serving as a director of the Beaumont Chamber of Commerce.

He is president of Southwest Atomic Energy Associates, a trustee of the Texas Atomic Energy Research Foundation, a director of the Edison Electric Institute, the Texas Research League and numerous other organizations.

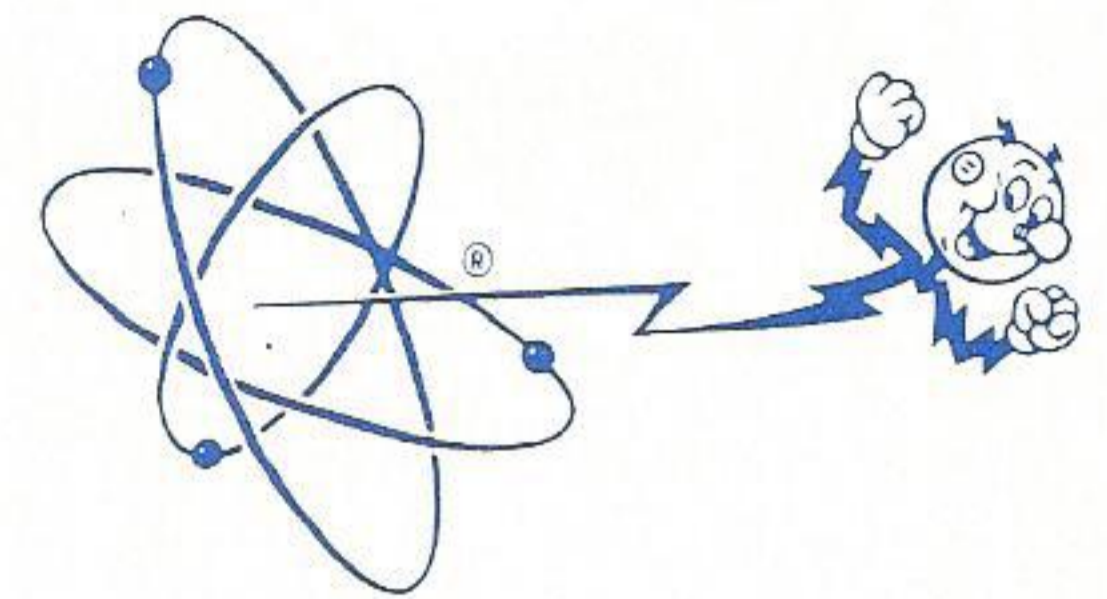
THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during February, 1974, covering employee deductions and Company contributions through January, 1974, were as follows:

7,922 shares of common stock at a total cost of \$116,836.95, for an average cost per share of \$14.748.

79 shares of \$4.40 Preferred stock at a total cost of \$4,586.22, for an average cost per share of \$58.053.

The Trustee deposited \$17,000.00 with the Savings Department of the First Security National Bank.



DID YOU KNOW?

..... that the importance of nuclear power stems principally from three factors: (1) its potential for becoming man's largest energy resource, (2) nuclear fuel is compact and hence easy to transport, and (3) its cleanliness.

Are You Old Enough To Remember?

REFERRED TO

Holtzclaw	DeBouy	Murray
Williams	French	Orrick
Fitz	Himel	Pintsch
McChesney	Holik	Sharpless
Brann (Ry.)	Lilyerstrom	Singleton
Braunig	Linnehan	Steele
Brown (Eng.)	Melton	Stationery Dept.
Comerford	Morrison	File

Indicate by (X)

Remarks:

Date

Signed

Bill Buckley - Beaumont Treasury Department - started out delivering mail for the Company. He came up with a "referred to" slip attached to the mail pieces some 47 years ago. See any familiar names?

A New Console For Lake Charles

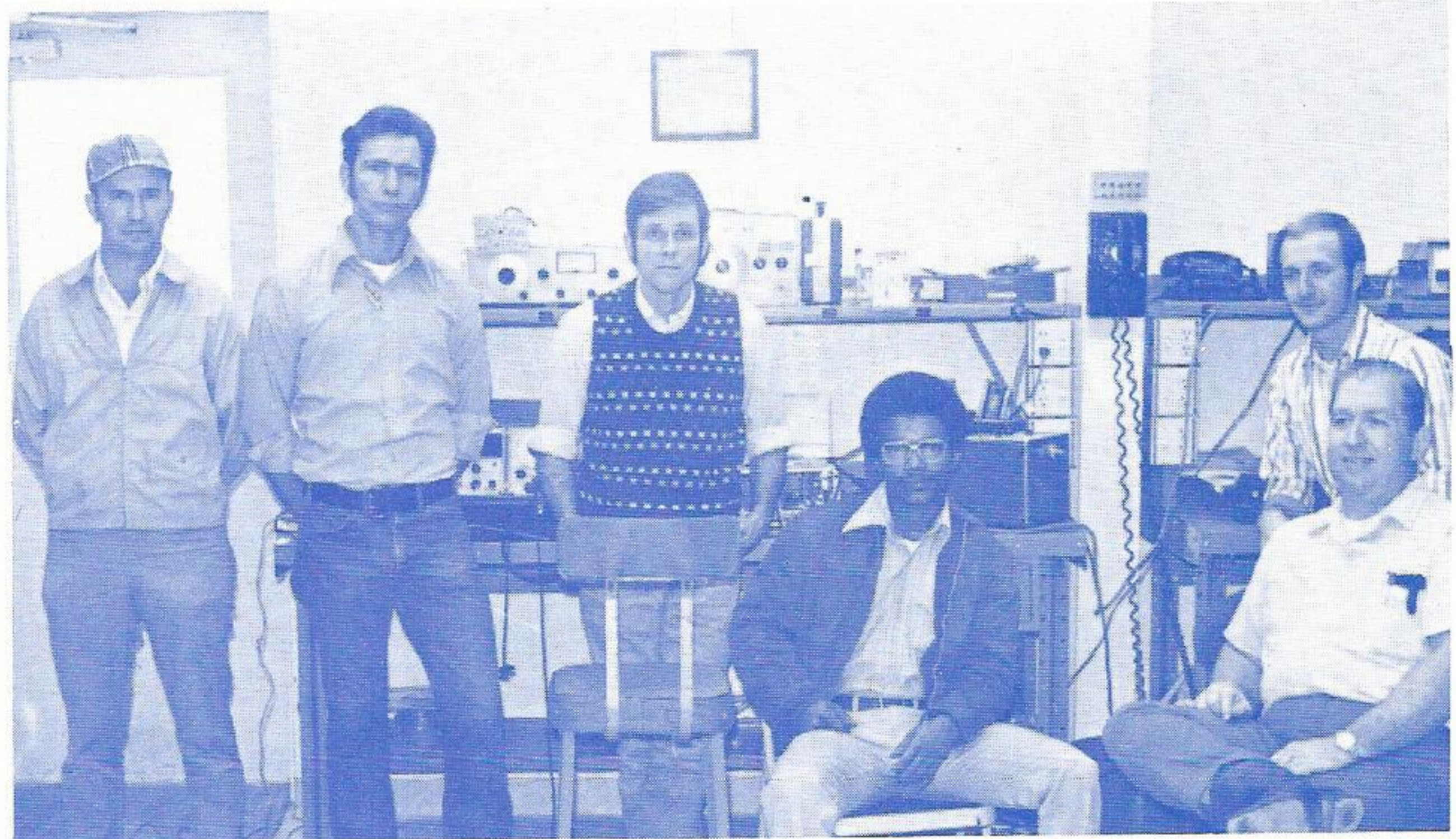
All in a day's
work for the
Communications
Department

The Lake Charles Division Communications Department recently completed the construction and installation of a communications console in its dispatcher's office. Considerable savings were realized by using the talent and resources of Company employees in comparison with an outright purchase.

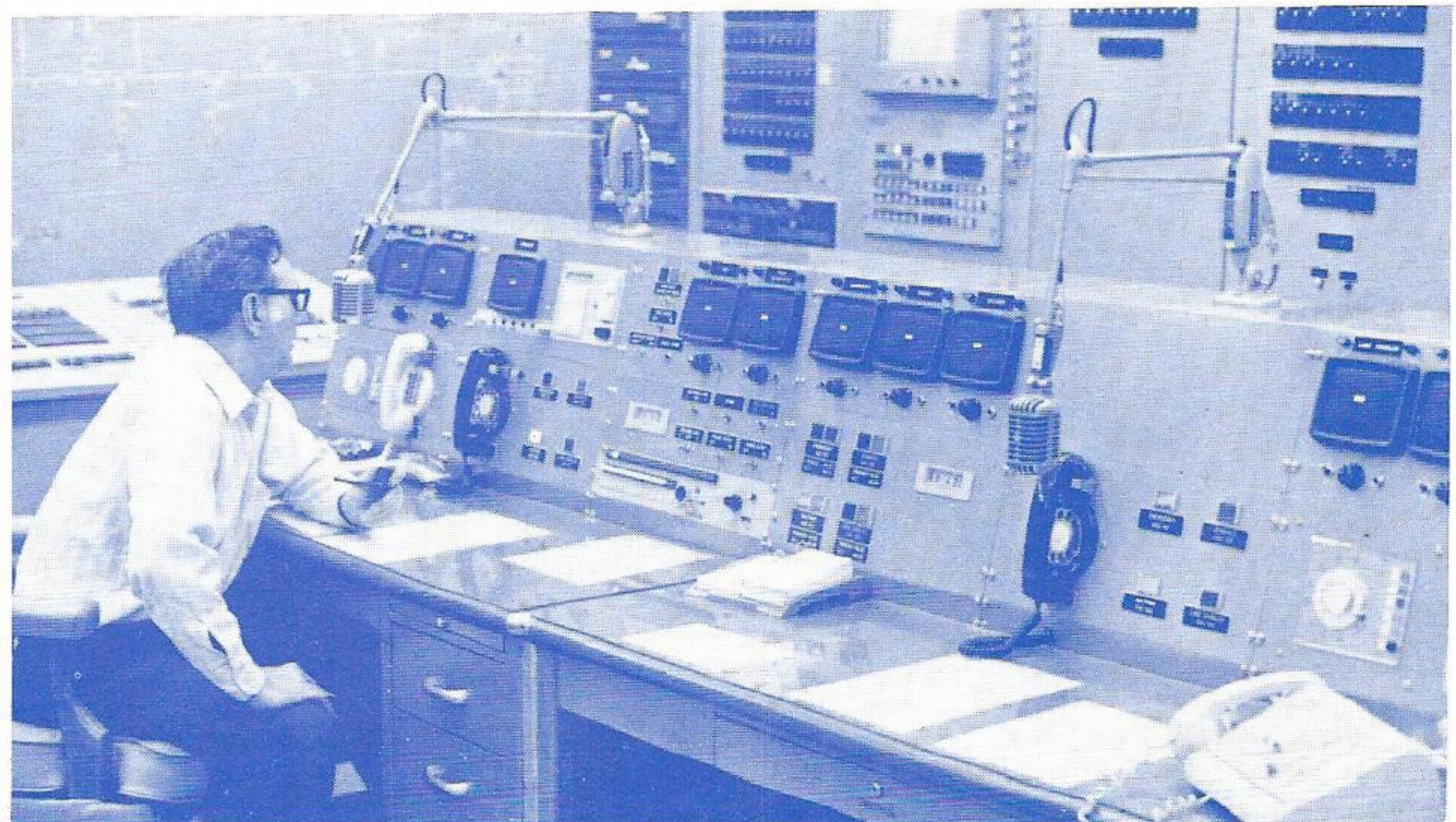
A. M. Smith, former Lake Charles operating supervisor, initiated the project. Much credit is due him for his innovations and initiative throughout the project.

Leland Broussard and Kellin Anderson of the Substation Shop were responsible for the console's fabrication. Their design allows for future console modification with minimal difficulty. All panel layout, equipment mounting and wiring was performed by Wiltz Hanks, communications serviceman-1st class.

From start to finish, the project covered some eight months. A savings of some \$6,000 was realized. The console is working well, and no problems of any type have been experienced. It is a tribute to the quality of GSU employees; hard-working, innovative individuals who continually prove that a job can be done in an unconventional way with lower costs and excellent results.



These are the men responsible for the new console's construction in the Lake Charles dispatcher's office. From left to right are Dan Rozas - Communications Department, Leland Broussard - Substation Department, Wiltz Hanks - Communications Department, Kellin Anderson - Substation Department, Ed Welch - Communications Department, and seated is Wayne Fails - Communications Department foreman.



The console is quite a complex piece of equipment. Some of its features include radio speakers for three districts (upper left), direct line phones (white phones), Jennings district phones (black phones), weather repeater station speakers (upper center), call director (bottom right on table) as well as a complicated array of additional facilities.

Third Forest Day - 1974

Held In Louisiana

On February 16, more than 3,000 Boy Scouts from 86 towns and communities cooperated with 50 professional foresters in Boy Scout Third Forest Day - 1974, planting trees throughout Louisiana. Sponsored by the Louisiana Forestry Association, this effort taught scouts forest management and conservation practices, as well as demonstrated to landowners that tree planting is simple and can be done with local help. Emphasis was placed on the importance of small landowners becoming involved in management of their forest lands.

The Company had trees planted on a 90-acre tract near Roy S. Nelson Generating Station. Boise Southern representatives assisted three scout troops in the project: Troop 16 - Maplewood, Troop 50 - Sulphur and Troop 84 - Sulphur.



From left to right, participants of the tree planting at Nelson Station are: (1st row) Kirk Johnson, Craig Nunez, (2nd row) Buddy Johnson - Sulphur industrial sales representative, Pete Rials - Boise Southern, Alvin Broussard, Paul Benoit - adult leader, Justin Broussard and Billy Pucket.

Retirements

Lloyd J. Blanchard, station engineer in the Production Department at Baton Rouge's Louisiana Station, retired April 1. He had been with the Company for 33 years.

Blanchard, a native of Donaldsonville, Louisiana, joined the Company in April, 1941, as a watchman at Louisiana Station. Eight months later he became a guard and in 1942 joined the Production Department as an operator's helper. He served in various operator's classifications until becoming second fireman in 1945. Blanchard became a turbine engineer in 1947 and a switchboard operator in 1949. He became head fireman in 1950 and was named station engineer in February, 1964.

All of his time was spent at Louisiana Station.

Willie Jefferson, Beaumont Neches Station mechanic's helper-1st class, retired March 1. He had served the Company for over 28 years.

Employed in July, 1945, Jefferson started as a laborer at Neches Station. He was promoted to mechanic's helper in October, 1968, and mechanic's helper-1st class in December, 1972. All of his time was spent at Neches Station.

A native of Beaumont, Jefferson is a graduate of Charlton Pollard High School.



Lloyd J. Blanchard



Willie Jefferson

EEA Reports On Symposium

(This is a reprint from the EEA News)

Over 1,000 persons attended the Third International Electric Vehicle Symposium, and a much larger number of exhibitors participated than heretofore. Luncheon speakers were Senator James A. McClure (R-Idaho) and Under-Secretary of Transportation John W. Barnum.

Senator McClure declared that "we must learn to husband our resources, using the precious, finite fuels for top priorities where substitutes are not available. And, a switch to electric vehicles would allow a greater use of the virtually infinite sources, such as coal, solar energy, geothermal energy, and the energy from nuclear breeder reactors."

Senator McClure also said that he believes that "if the average citizen knew what already is, and what could be available in the electric field, he would be significantly more interested in trying one out." "Once that demand begins, American market forces will take over and you and I will not be stuck having to make embarrassing explanations to our grandchildren about why we burned such valuable and useful substances as oil and natural gas liquids, in the face of excellent alternatives."

Mr. Barnum pointed out that transportation vehicles consume 50 per cent of the petroleum resources available to the U. S. "What we do in the transportation field can have a major impact on the energy situation in this country," Barnum declared, stressing that: "nuclear power plants in significant numbers are essential if any large-scale conversion to electric cars, trucks, and buses is to be profitable from an energy-saving point of view."

SERVICE AWARDS

40 Years

30 Years



Ed Allen
T&D
Huntsville



Jeanne B. Johnson
Treasury
Lake Charles



Cedric L. Blackwell
Production
Baton Rouge



Forest F. Elkins
Sales
Port Arthur

20 Years



Earl J. Broussard
Sales
Lafayette



Melvin Keller Pruitt
Production
Beaumont



Bobby R. Stout
T&D
Conroe

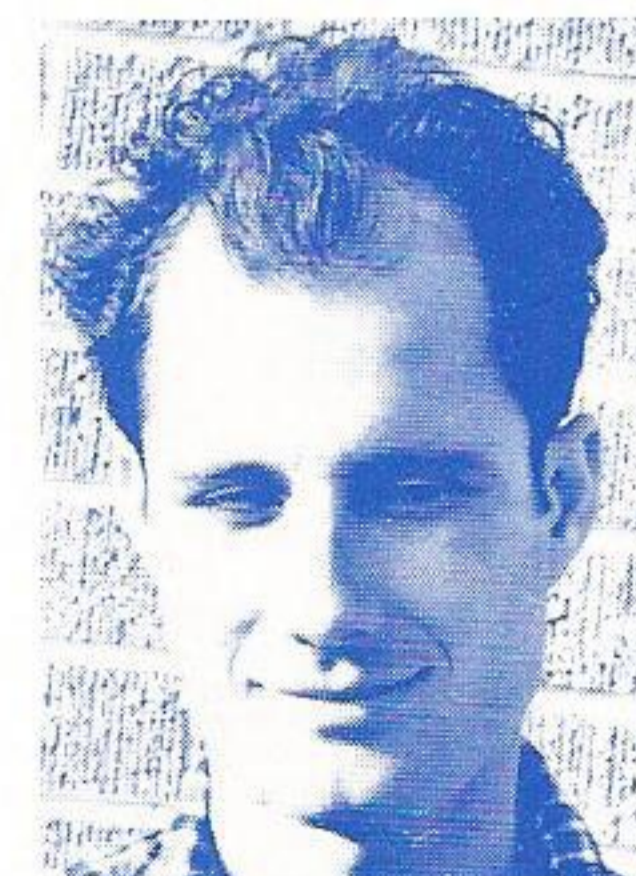


James Thomas Stewart
T&D
Baton Rouge

10 Years



Leslie J. Odom
T&D
Conroe



John D. Jorden
T&D
Beaumont

People On The Move

Promotion involving seven personnel have been announced by the Company, five coming in the Baton Rouge Transmission and Distribution Department.

Millard K. Smith, line foreman was named service foreman; **Nolan P. Daigle**, utility foreman was promoted to line foreman; **Nancy H. Melancon**, department clerk, was promoted to assistant to the general line foreman; **T. B. "Boone" Chaney**, garage mechanic, was promoted to shop foreman, garage; and **Edward J. Bourgeois**, senior engineering assistant, moved up to the section head. All are from Baton Rouge.



Millard K. Smith

Smith, employed in 1948 as a helper in the Baton Rouge Line Department, has held a wide variety of positions within the T & D Department and was named line foreman in 1971. He entered military service in 1951 to serve in the Army during the Korean conflict and returned to the Company in 1953.

Smith is a graduate of Central High School in Baton Rouge and attended Louisiana State University and the University of Southwestern Louisiana. He is married to the former Connie Sampere of Independence, La., and the couple has four children, Kenneth, Shelia, Sandra and Sheri.



Nolan P. Daigle

Daigle joined the Company in 1954 and has progressed through various classifications within the T&D Department. He was promoted to utility foreman in 1971.

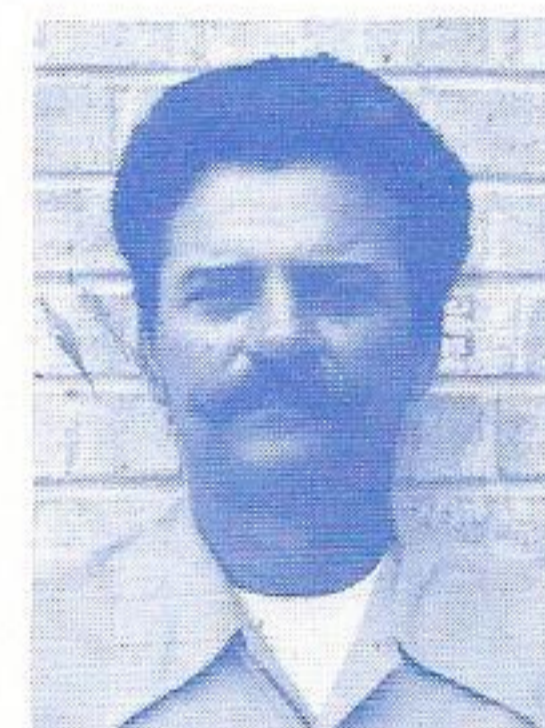
A native of Plaquemine, Daigle is a veteran of the Marine Corps, having served during the Korean conflict. He is married to the former Margaret Dupuy of Plaquemine, and the couple has five children, Nolan, Jr., Cheryl, Renee, Kristie and Tara.



Nancy Melancon

Nancy Melancon, the former Nancy Haskew of Jackson, Tenn., is a 17-year employee of the Company. She began her career as a clerk in the Purchasing Department in Baton Rouge.

Mrs. Melancon, who calls Vicksburg Miss. home, is married to Julien Melancon. She is a graduate of Carr Central High School of Vicksburg, and was salutatorian of her class.



Theodore B. Chaney

Theodore B. "Boone" Chaney has been with the Company since 1957 when he was employed in T&D line. He progressed through various classifications and was named garage mechanic-first class in 1963.

Chaney is a graduate of Istrouma High School in Baton Rouge, and was a top secret plans and projects clerk in the Air Force from 1952-1956. He is married to the former Shirley Landry of Baton Rouge, and the couple has four children, Daryl Wayne, Curtis Michael, David Brent and Elizabeth Ann.

Active in civic affairs, Chaney has been the commander of American Veterans Local Post No. 2-Foss Landry, state vice-commander of Amvets and as district commander. He is one of the organizers of the Kilowatt Klub. Chaney has been active in the United Givers campaigns in Baton Rouge, is a special agent for the Louisiana State

(Continued)

Police, and a member of the Cancer Society of Greater Baton Rouge. He also fishes, and is a member of Big River Bass Club of Baton Rouge.



Edward J. Bourgeois

Bourgeois was employed in 1957 as a helper in T&D line. He progressed through various classifications in T&D engineering and was named senior engineering assistant in 1968.

A Baton Rouge native, Bourgeois is a graduate of Istrouma High School and the Baton Rouge Vocational-Technical School. He served in the Army from 1954-1956. Bourgeois is married to the former Marilyn Cassano of Baton Rouge, and the couple has three children, Renee, Lisa and Kenneth.

Bourgeois is active in the Knights of Columbus and is a member of the United Commercial Travelers.

Broussard To Appear In "Who's Who"

Paul Lamar, utility foreman, T&D Substation in Beaumont, has been promoted to substation foreman.

Lamar joined the Company in 1951. He has progressed through various classifications in the Substation Department and has been utility foreman since 1972.

He is a Beaumont native, a graduate of Beaumont High School, and a veteran of the Navy. He and his wife, the former Betty Jean Zernial, have two married daughters, Mrs. Larry Frazier and Mrs. Jim White, both of Beaumont.

Raymond Broussard, Beaumont System Production Engineer, has been selected to appear in the 1973-74 edition of Who's Who in Texas, a compilation of biographical information on outstanding citizens of the State of Texas.

To be considered for listing in this publication, one must have distinguished themselves in business, government, and civic awareness within their own community.

Who's Who in Texas is filed in the Texas Archives and libraries throughout the state and is made available to business and governmental leaders throughout the nation.

Notification of this high award to Broussard was made by Michael J. Adamson, director of the United States Public Relations Service.



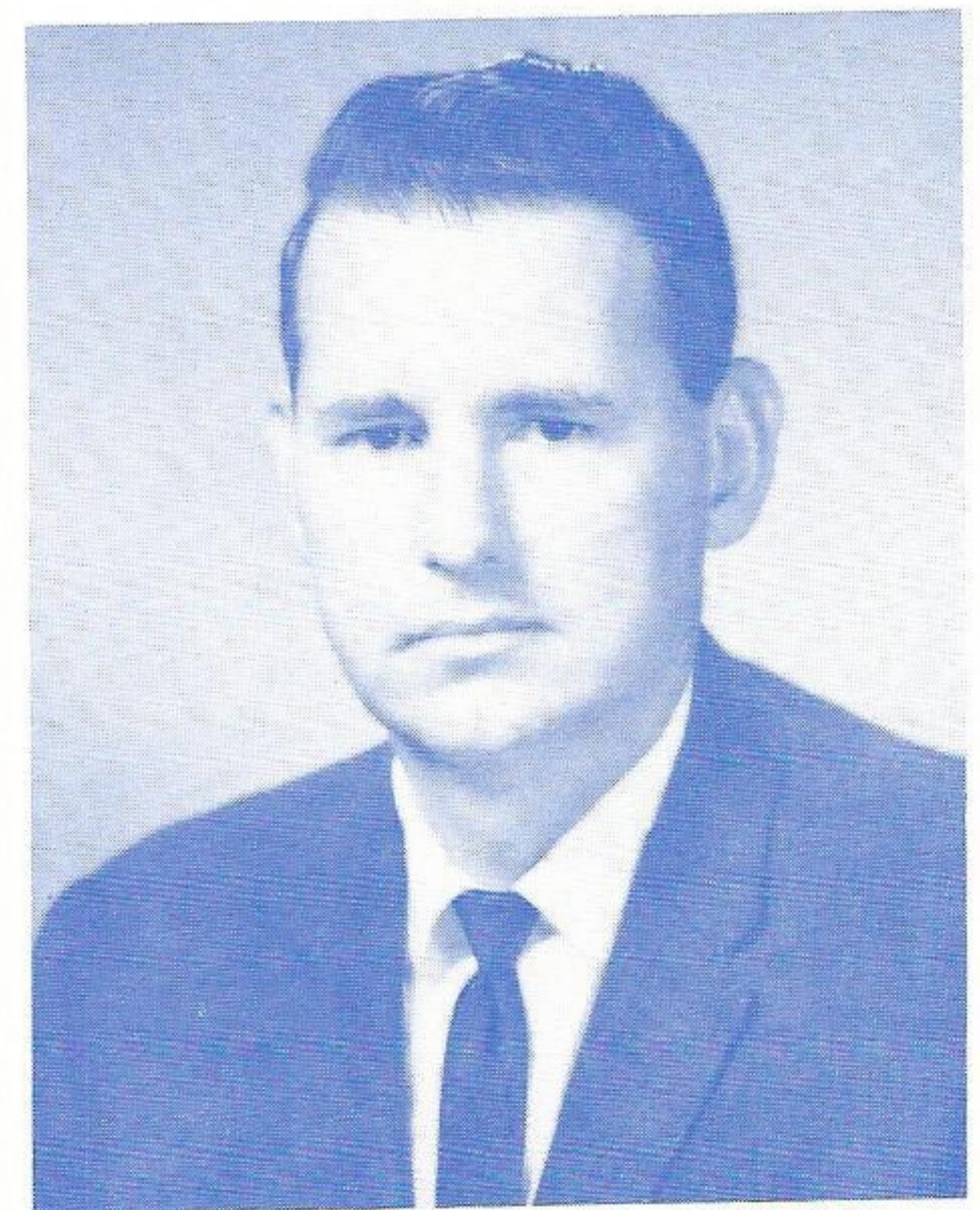
Paul Lamar



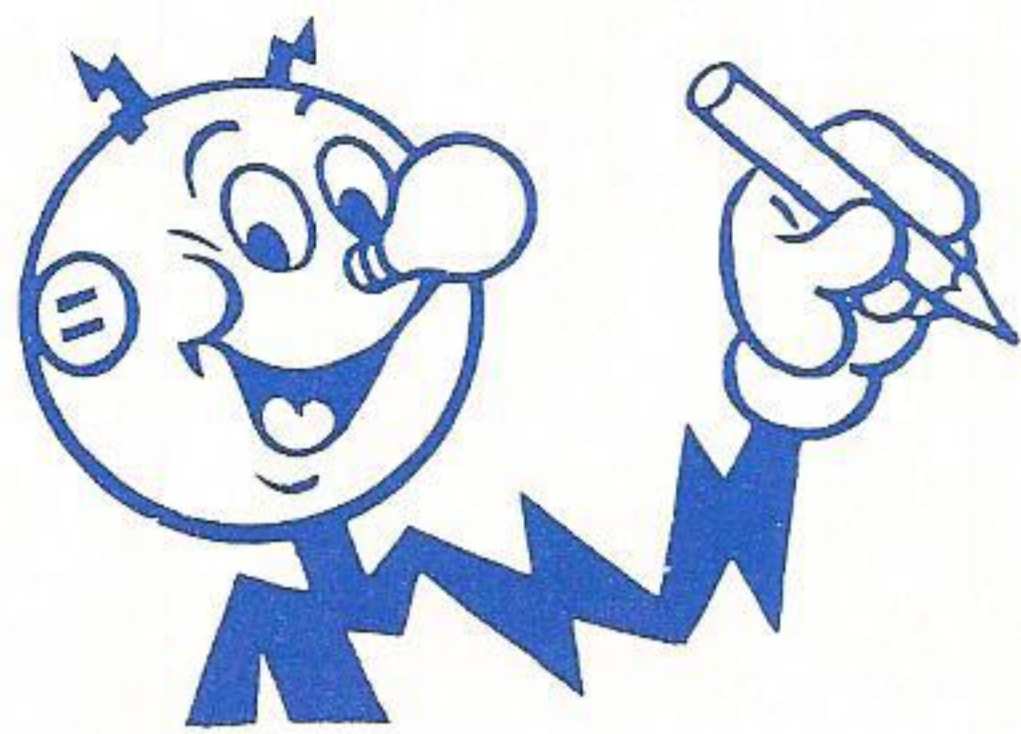
Therman C. Varnado

Therman C. Varnado, meterman in the Gas Department in Baton Rouge, has been promoted to foreman, Gas Department.

Varnado, a 14-year veteran of the Company, is a native of Kentwood. He served in the Army from 1956-1958, and is married to the former Reona Beach of Hazelhurst, Miss. The Varnados have one daughter, Kathy Rehnea.



Raymond Broussard



Letter Time!

BEAUMONT

February 25, 1974

Dr. Mel Cole
Beaumont, Texas

Dear Dr. Cole:

I want to express my appreciation for all your helpful assistance while we were in Albany attending the Edison Birthday Celebration.

Bill, my student, and I feel that we benefited in many ways from the Conference. The wide variety of topics broadened our knowledge and I can use some of the information to enrich my classes. I taped some of the lectures and intend to use them. Bill found the lectures and the contact with other students very stimulating.

It was reassuring to me and Bill to know that you were there in the interest of all of us who were sent there by Gulf States.

Sincerely yours,
Eleanor W. Thomas

PORT ARTHUR

Gulf States
Port Arthur & Mid County

A Card of Thanks,

There are no words that can express to each of you how much I deeply appreciated all the help you gave to Eddie and I during his illness. Friends are great gifts and will never be forgotten. To each of you as Eddie's family, we'd like to wish all of you happiness and a long & healthy life.

Katie, Beth, Eddie Jr. and John Pool

LAKE CHARLES

February 12, 1974

Gulf States Utilities
Lake Charles, Louisiana

Dear Sir:

Today, our six sections of sixth grade students (180 students) and teachers enjoyed a discussion and demonstration of ways that the family can conserve energy. Your two consultants, Mr. Buddy Johnson and Mr. Freeman Jones were well received and we appreciate their efforts dealing with this timely and urgent topic. We enjoyed having them with us on our campus.

Our personal thanks for making topics of this nature more meaningful to our boys and girls.

Sincerely,
Kerry L. Durr, Principal
Moss Bluff Elementary

CONROE

Feb. 8, 1974

Frances Elliot
Conroe, Tex.

Dear Frances,

I want to express my thanks and appreciation for again receiving a copy of Plain Talks, for the first time since my husband died in 1968.

There are few of the new employees that I know, but so many of the older

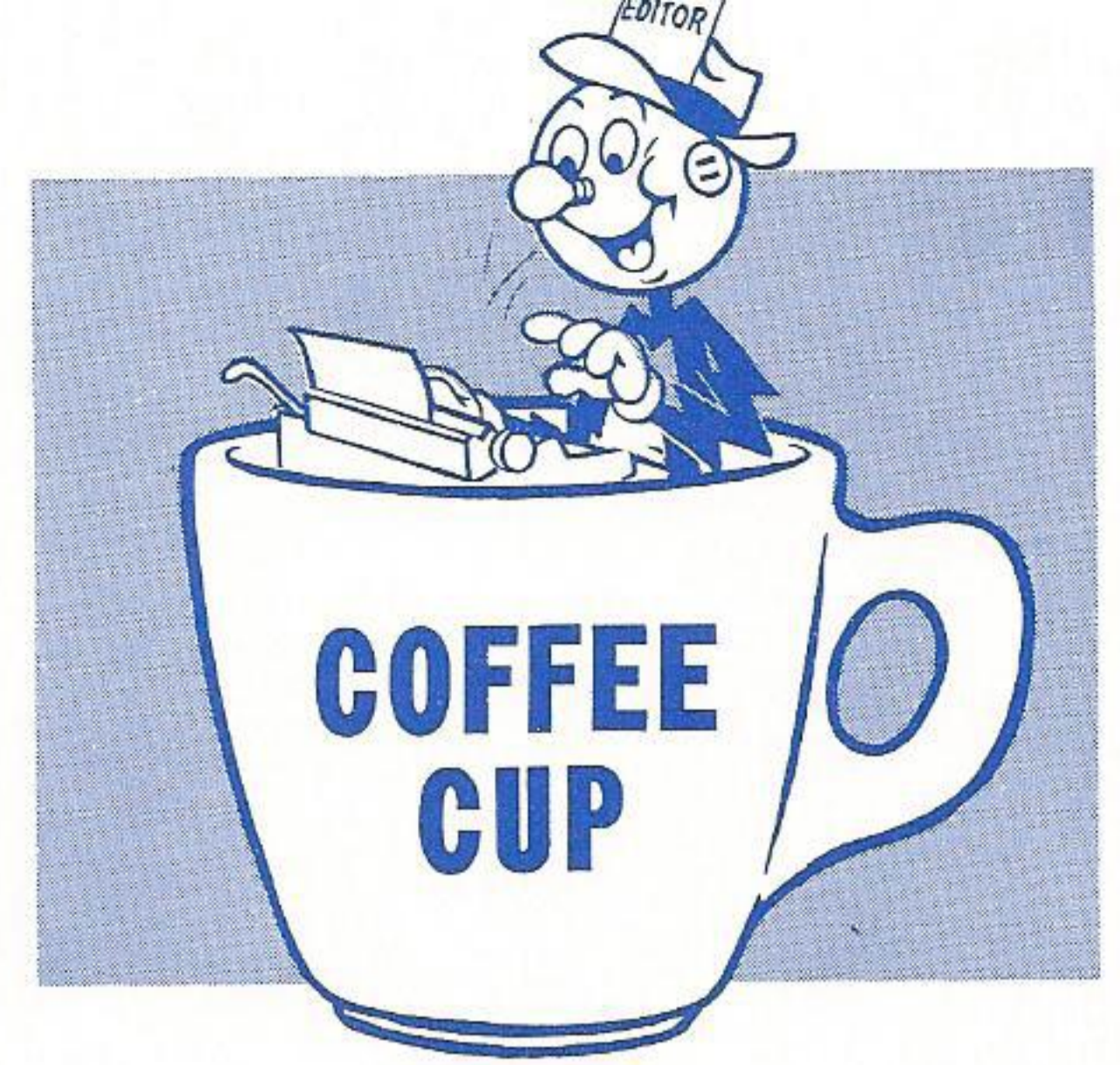
and the retired ones, that I enjoy reading about. For instance, I was so happy to know that Fred Johnson, who was a very good friend of ours, is still able to attend the "Good ole G. S. U. parties."

I am always treated very nice when I visit the Gulf States office by all, young and old.

Thanks again for sending Plain Talks.

Mrs. W. E. "Bill" Earthman

(Editor's Note: If the spouse of a deceased Company employee wishes to continue receiving Plain Talks, please contact the Consumer Communications Department in Beaumont.)



REPORTERS

If you have any news for "Plain Talks," simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the editor.

BATON ROUGE: Margie Force (T&D), T. Boone Chaney (T&D), Melanie Hima (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), Beverly Hull (Gas), Opal Temple (Acct.), Robert Graves (T&D), Susan Wilks.

BEAUMONT: Bill Toups (S.C.), Barbara Lindsey, Carolyn Motl (T&D), Ann Ogden, Edy Mathews, Linda Marks, Pat Bailey, Dorothy Nowell, Mary Lee Best, Carolyn Thaggard.

CALVERT: Betty Dowell.

CLEVELAND: Pat Jones, Edd Mitchell.

CONROE: Frances Elliot, Bobbie Burke.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billie Fortenberry.

HUNTSVILLE: Karen Morley.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

LAKE CHARLES: Johnnie Harris (T&D), Janet Followay.

LA. STATION: Leslie Jeansonne.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Gene Russell, Hazel Higginbotham.

NELSON STATION: Martha Caldwell.

NEW CANEY: Diana Winkelmann, Paul Mosley.

ORANGE: Doris Womack.

PORT ALLEN: Adele Vavasseur.

PORT ARTHUR: Sue Williams, Lorraine Dunham (S.C.).

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxine Bell.

SOMERVILLE: Mary Brock.

SULPHUR: Pearl Burnett.

WILLOW GLEN: Dora Landaiche, James Veatch.

WOODVILLE: Alene Cole.

ZACHARY: Myra Kirby.

(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)

If you have any story you think is interesting and would like to see in *PLAIN TALKS*, just contact the reporter nearest you, and he (or she) will see that it gets to the editor. A complete list of the reporters and their location can be found on the first page of each *Coffee Cup* section.



C. F. Russum - Beaumont Service Center appliance repairman-1st class - was given a birthday party by fellow employees on January 25. His wife, Velma, came to help him celebrate. (from Carolyn Motl)

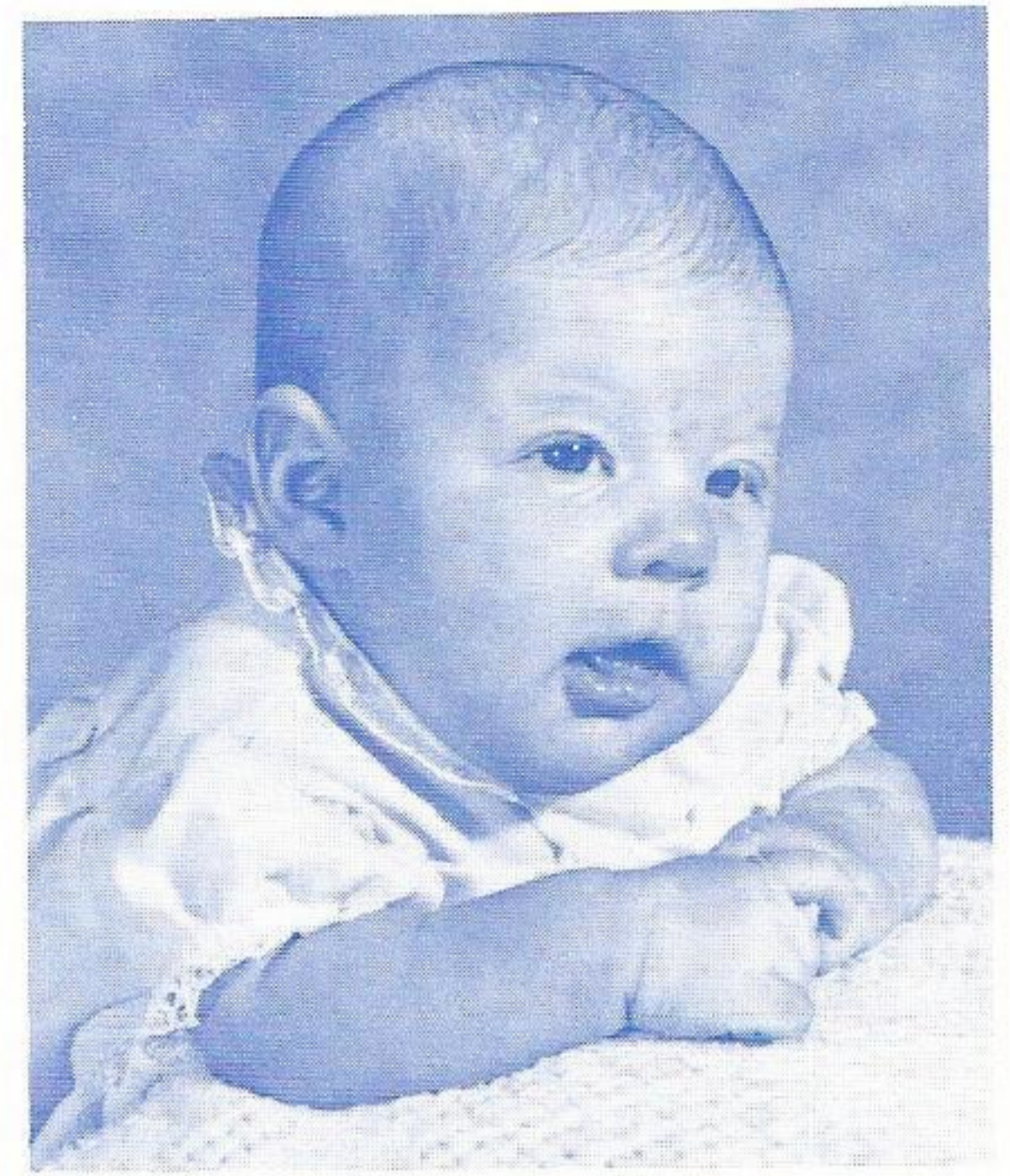


Jewel Wycoff, Beaumont Duplicating departmental clerk, models a going-away present given her on March 1 by fellow employees. She is now a Houstonite. (from the Editor)

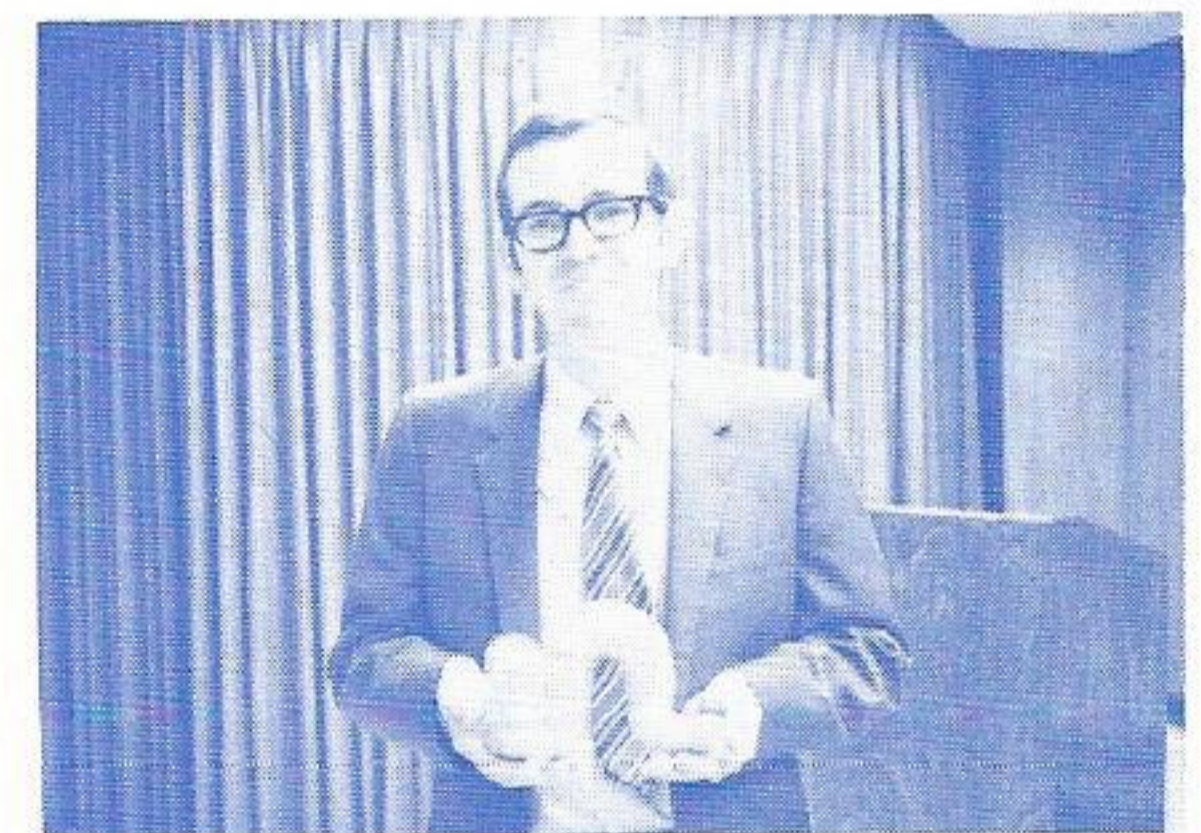
Susan Bigelow, Port Arthur Accounting stenographer, has retired to become a mother. Presenting her the stroller is Lyle Gerac, Accounting supervisor. Helping make the occasion a success (left to right) are Carol Simmons, Judy Wyche, Debby Guidroz and Marilyn Bentley. (from Sue Williams)



Walter McMorris, Zachary superintendent, poses with his prize dog that captured a second place in the recent Field Trials in Clinton, Louisiana. (from Frank Jones)



This is Shelli Renee Andrus, taken at seven-weeks-old. Her father is Gary Andrus - equipment operator at Nelson Station in Lake Charles. (from Martha Caldwell)



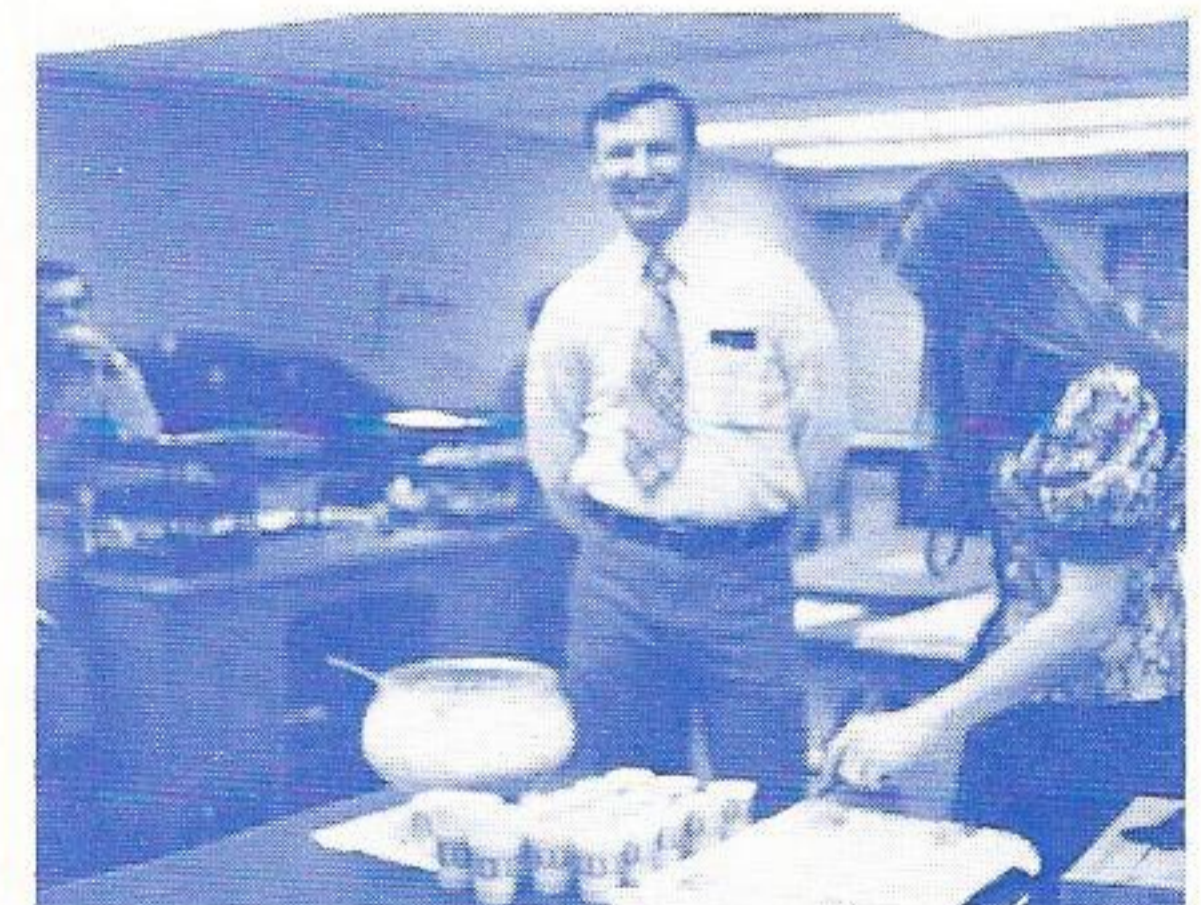
Ronald Rollins, former engineer in Conroe, is shown at a farewell party given by fellow employees. He is now in Beaumont in System Engineering Design. His gifts included a chess-board, clock and ceramic worm aptly named "Ronnie Roundworm." (from Bobbie Burke)



A Port Arthur birthday party was held for Penny Bolyard - Collection Department clerk. Home Service Advisor Sue Williams presented her with a flower



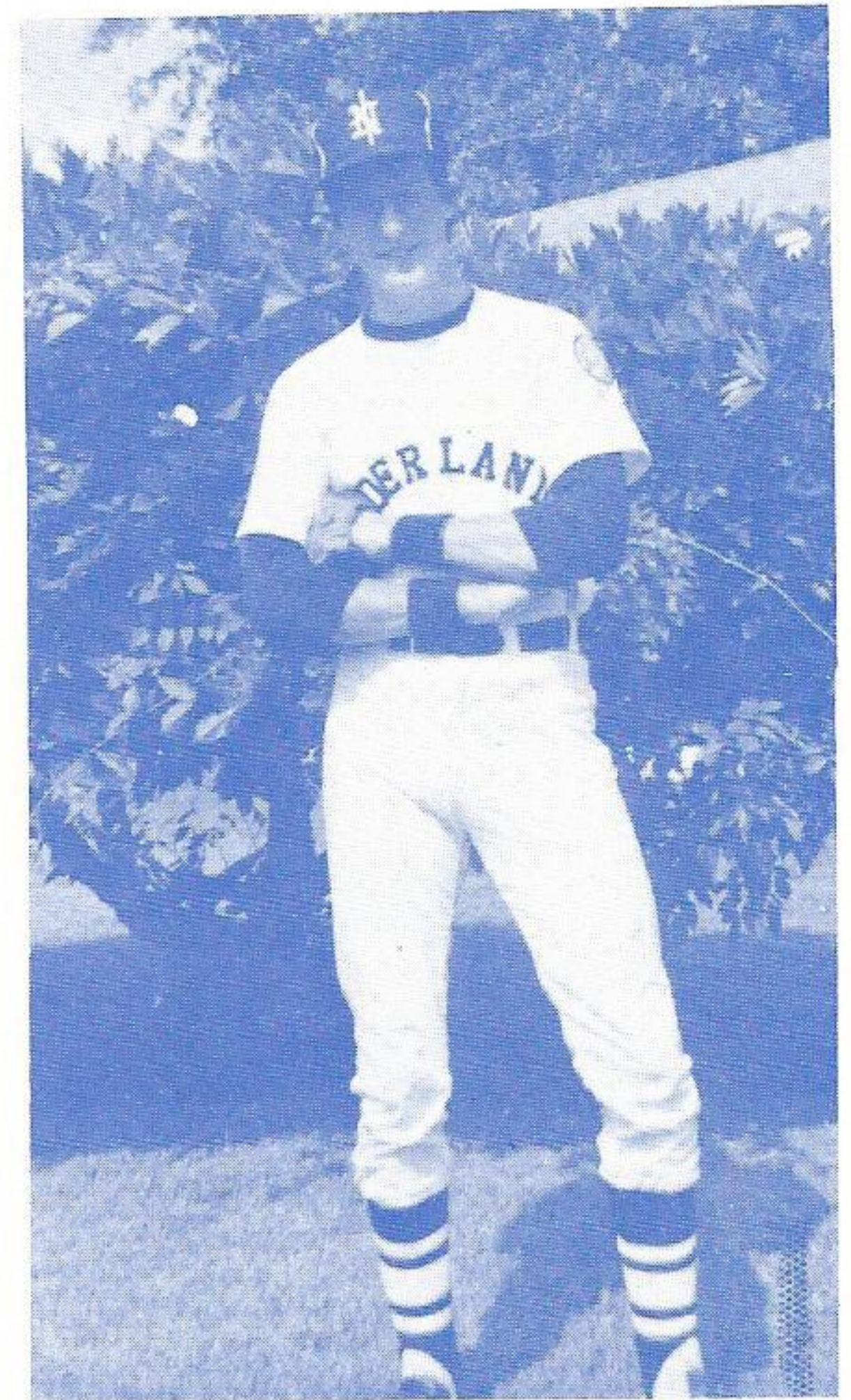
arrangement. The girls exchange names for birthdays, sharing in the honoree's day. (from Sue Williams)



On February 15th, the Beaumont T&D-Engineering Department gave a farewell party for Delbert Zimmerly. Delbert has been transferred to the System Engineering Planning Department. Best wishes from his friends at the Service Center! (from Carolyn Motl)



Boy Scout Troop No. 127 sponsored by St. Pius X Catholic Church in Baton Rouge, Louisiana, celebrated their tenth anniversary March 1st. Among those present were Kenny Comeaux (left) and Alton Laborde. Mr. Laborde was Scoutmaster of the Troop from 1964 to 1969. At the time he was employed in the Baton Rouge T & D Department. He and his family now reside in Alexandria. Mr. Comeaux is the present Scoutmaster and is employed in the Baton Rouge T & D Department. (from James Bello)



Fifteen-year-old Kelly Grimes played as an outfielder for the Nederland Babe Ruth League All-Stars. He batted .356, and his team copped the bi-district championship. His father is Jim Grimes - power system coordinator in Beaumont System Production. (from the Editor)



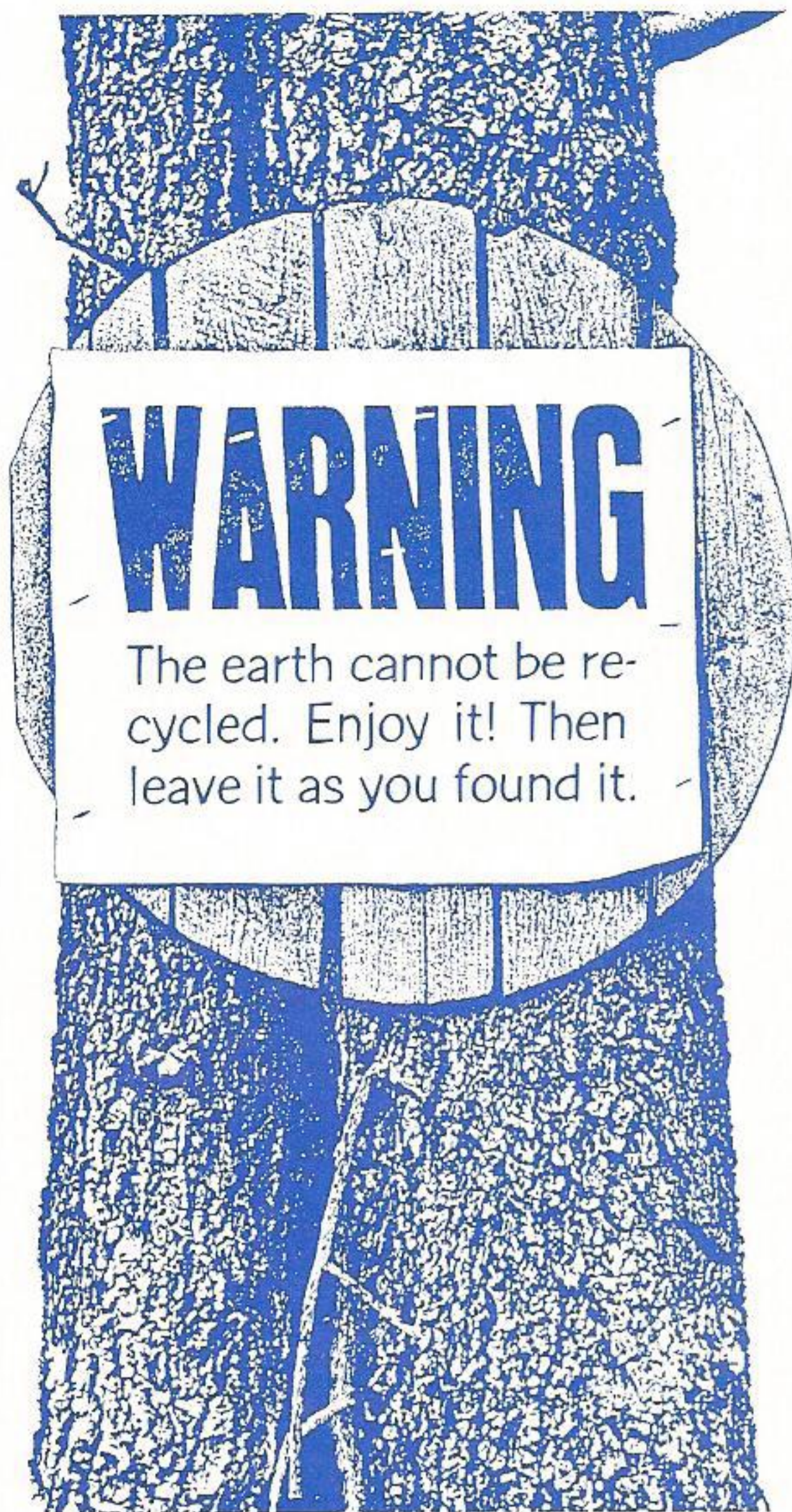
This is Tiffani Brignac, three-year-old daughter of Shelby Brignac - lineman-third class in Gonzales. Tiffani was crowned Queen at the French Settlement Pre-School Beauty Contest on January 18. (from Bill Fortenberry)



Pondering the situation is Jake L. Fruge, son of Mr. and Mrs. Gerald Fruge. Jake recently celebrated his second birthday. Gerald is a second-class lineman in the Lafayette T&D Department. (from Bobbie Denais)



A bridal shower was held March 6 in the Lake Charles office for Mary Ann Eskew - home service advisor. A luncheon followed the shower, attended by Mary Ann's fellow employees. She married Lt. Karl Lacy, Jr., March 23 at St. Francis Xavier Cathedral in Alexandria, Louisiana. The couple will reside in Lake Charles. (from Janet Folley)



February 1 marked the birthday party for Bill Hart - Beaumont Service Center appliance repairman-1st class. The Appliance Repair Department helped make his occasion a happy one. From left to right are (1st row) Jeffie Sims, C. R. Russum, Bill Hart, Jerry Terry, Jeff Felder and Nathaniel Stephens. (2nd row) John Mitchell, Lynn Bouillion, Tom Adams, Lanny Kettl, "Dumpling" Goff and Josh Donald. (from Carolyn Motl)



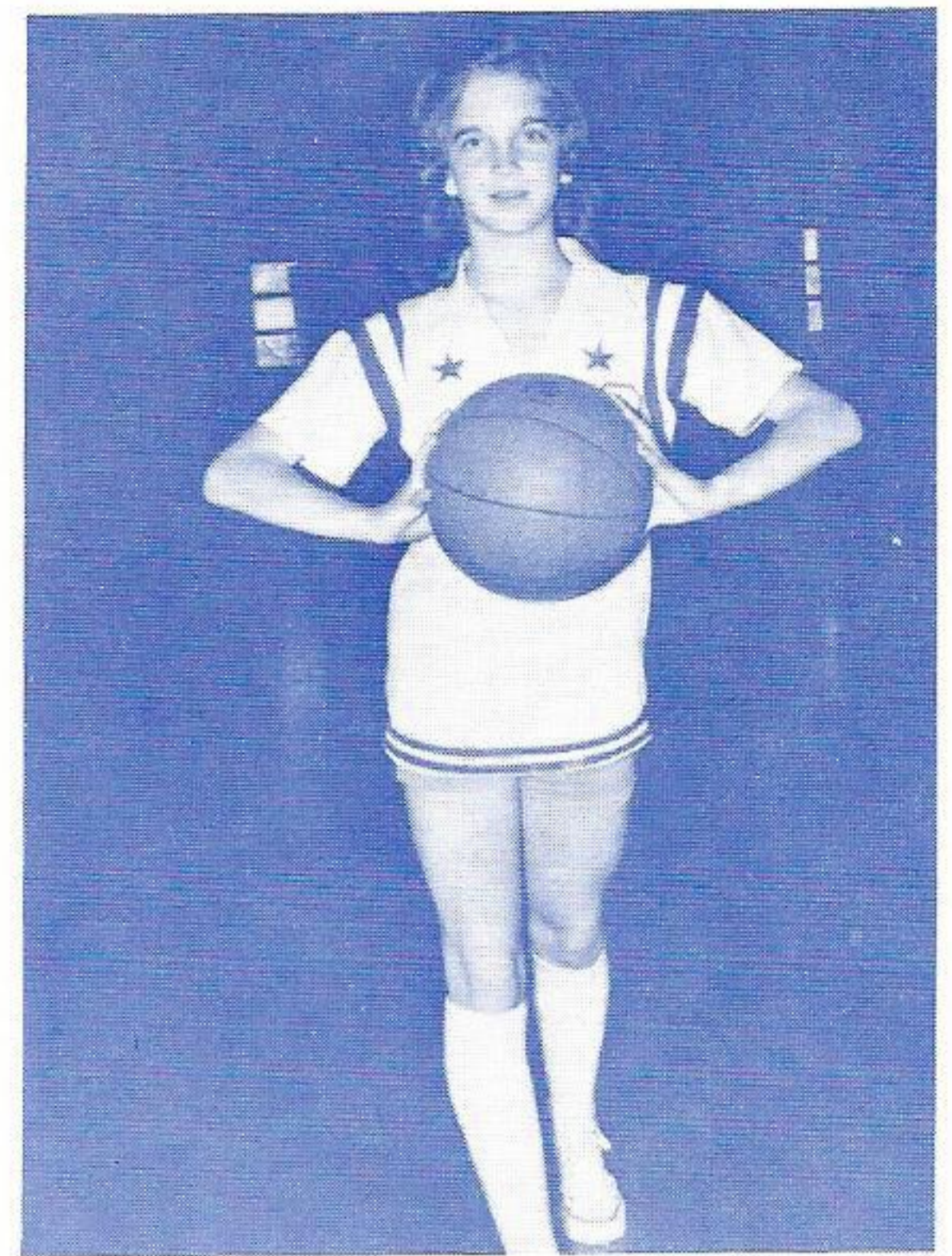
This six-point buck was taken on opening day in Walker County by Dick Landry, Western Division industrial engineer. Dick was also recently elected director of the Montgomery County Chamber of Commerce. (from the Editor)



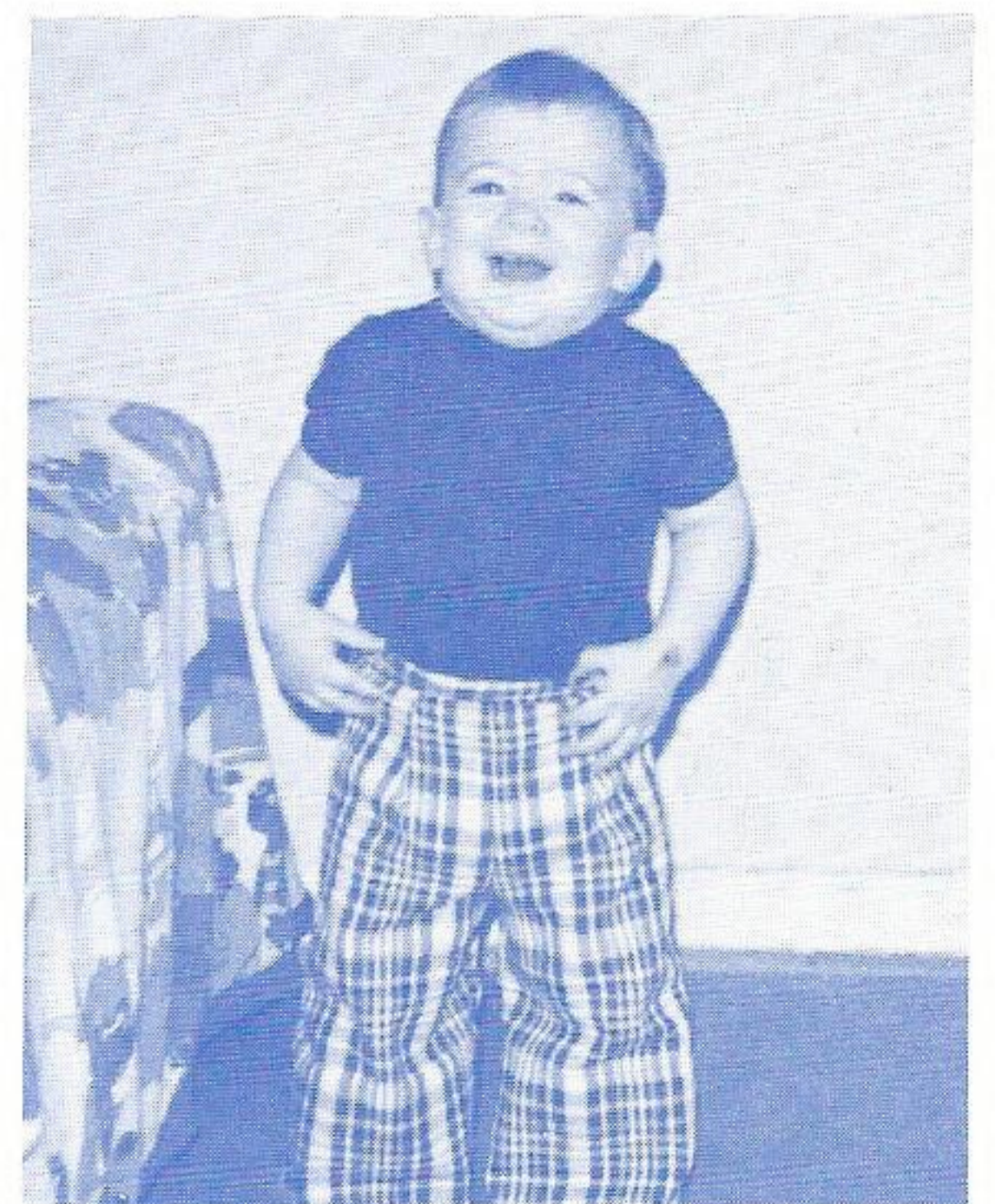
Money
talks!



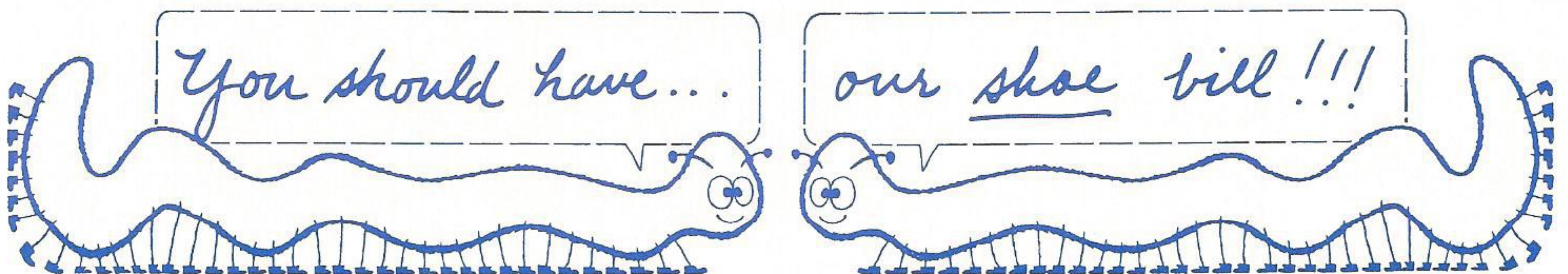
This is Mr. and Mrs. M. E. Dennis, who celebrated their 60th wedding anniversary on January 6th. They were married Warsaw, Illinois on January 6, 1914. Mr. Dennis retired from the Company in 1956 as T&D superintendent in Jennings. (from Earl Mayfield)



This is Donna Rae Hickman, a 13-year-old member of the Deweyville Junior High girls' basketball team. Her father is George Hickman - Beaumont Service Center T&D Engineering. (from the Editor)



Happy first birthday to Charles Joseph Cabbage. He's the son of Donald Cabbage, electrician-first class at Nelson Station. (from Martha Caldwell)





Welcome Aboard!

SYSTEM DEPARTMENTS

System Engineering

Heider, Ricky L., Bmt., Engr. Helper - Sys. Eng. Des./Rel. Des.

System Treasury

Norton, Linda P., Bmt., Clerk - Sys. Treas./Actg.-Payroll

BEAUMONT DIVISION

Production

Mathews, Jerold J., Bmt., Laborer I - Neches Sta.

Distribution

Andrews, James R., Bmt., Laborer I - T&D/Substation

Haynes, Dorothy E., Bmt., Laborer I - T&D/Line

Lincoln, Tevis A., Orange, Helper - T&D/Line

Treasury

Jackson, Marva P., Orange, Clerk - Div. Treas./Cust. Acctg.

PORT ARTHUR DIVISION

Distribution

Stanton, Mark L., Pt. Arth., Laborer I - T&D/Line

Sweet, Richard D., Pt. Arth., Laborer I - T&D/Line

Treasury

Benoit, Brenda L., Pt. Arth., Clerk - Div. Treas./Cust. Service

BATON ROUGE DIVISION

Production

Cox, Joseph L., B. Rouge, Equip. Operator - W/Glen Sta.

Landry, Craig G., B. Rouge, Laborer I - La. Sta.

Jenkins, Earnest, Jr., B. Rouge, Laborer I - La. Sta.

Distribution

Hayes, Regionald L., B. Rouge, Helper - T&D/Line

Pearson, John M., B. Rouge, Helper - T&D/Substation

May, Don A., B. Rouge, Helper - T&D/Substation

Reeves, John B., Jr., B. Rouge, Helper - T&D/Substation

Lotten, Peggy J., B. Rouge, Dept. Clerk - T&D/Meter

Treasury

Wendt, Vita D., B. Rouge, Laborer I - Div. Treas./Stores

Daigre, Johnny S., B. Rouge, PBX Operator - Div. Treas./
Cust. Rela.

Trammell, Darryl F., B. Rouge, Meter Reader - Div. Treas./
Cust. Acctg.

Netter, Isabelle P., B. Rouge, Clerk - Div. Treas./Cr. & Coll.

Carter, Alfred R., Zachary, Meter Reader - Div. Treas./Cust.
Acctg.

LAKE CHARLES DIVISION

Production

Bailey, Buddy L., L. Chas., Laborer I - Nelson Sta.

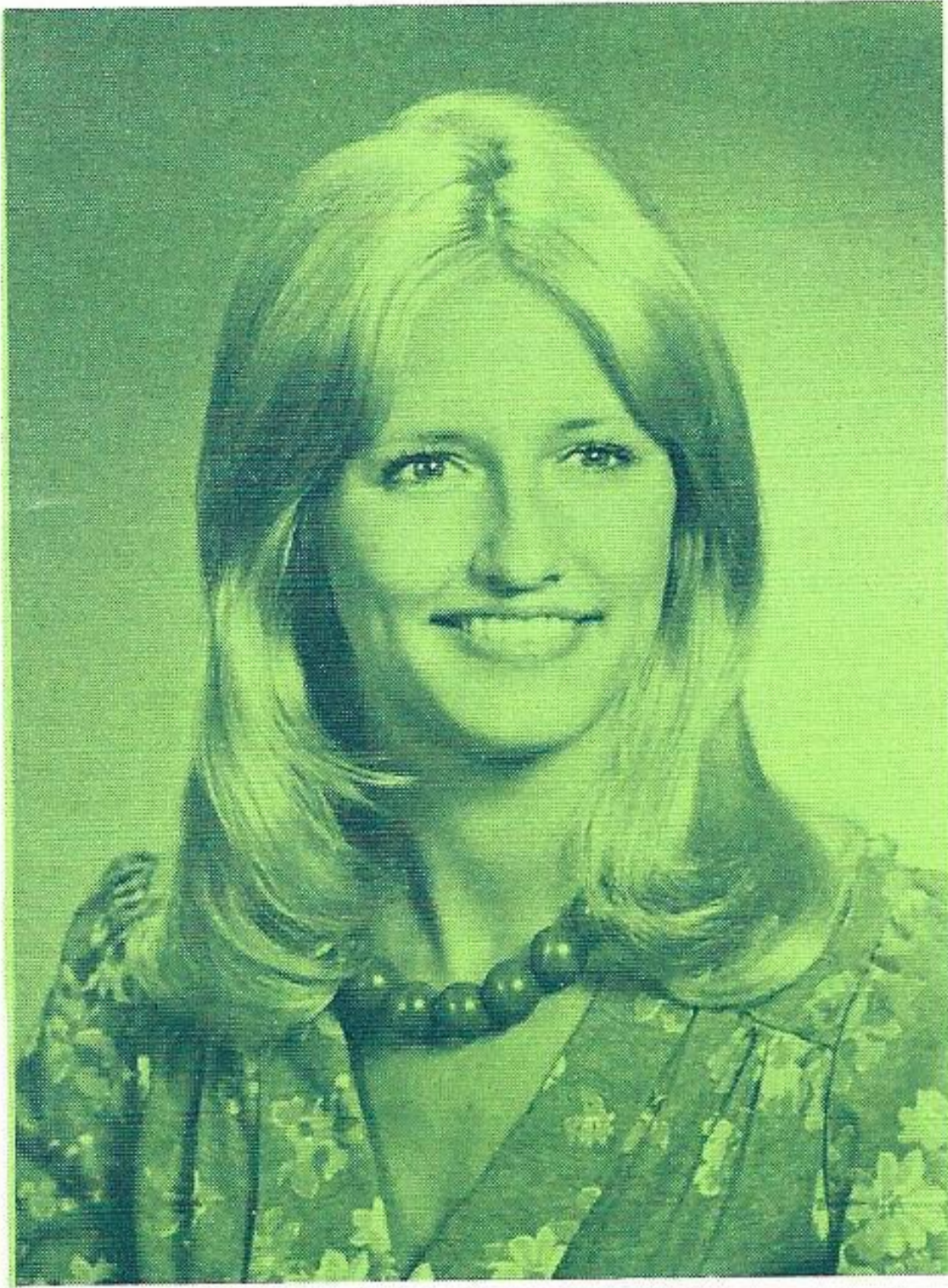
MANAGEMENT EMPLOYEES

Knowles, Lewis D., Bmt., Engineer - Sys. Prod.

Parrish, Elizabeth C., Bmt., Admin. Accountant - Sys.
Treas./Actg. Opers.

Upton, John C., B. Rouge, Engineer - T&D/Enrg.

FRANCINE'S KITCHEN



Baton Rouge Home Service Advisor Francine Dumigan is featured on this month's Recipe Page. A native of Baton Rouge, Francine holds a B. S. degree in Home Economics from L. S. U. Her memberships include the Louisiana Home Economics Association, Home Economists in Business and American Home Economics Association. Francine and her husband, Jim, employed with American Bank in Baton Rouge, attend the L. S. U. Catholic Church and participate together in running, tennis, softball and volleyball for exercise. She enjoys meeting people in her job, and her pasttimes also include raising pot plants and aquarium fish.

CRANBERRY-NUT COFFEE CAKE

¼ cup brown sugar, packed
½ cup chopped walnuts
¼ tsp. cinnamon
2 cups biscuit mix
2 Tbsps. sugar
1 egg
2/3 cup milk
2/3 cup whole cranberry sauce

Mix brown sugar, walnuts and cinnamon. In separate bowl combine biscuit mix, sugar, egg and milk. Beat vigorously by hand ½ minute. Spread into a greased 8 inch square baking dish. Sprinkle top with nut mixture. Spoon cranberry sauce over top. Bake at 400 degrees 20 to 25 minutes. Top with Powdered Sugar Icing.

Powdered Sugar Icing

1 cup powdered sugar
½ tsp. vanilla
1 Tbsp. water

Blend ingredients and spread on Cranberry-Nut Coffee Cake while warm.

CHOCOLATE CHIP COFFEE RING

1 cup sugar
¾ cup butter or margarine
2½ cups flour
1 cup sour cream
2 eggs
1 tsp. baking powder
1 tsp. soda
1 tsp. vanilla
One 6 oz. pkg. semi-sweet chocolate bits (1 cup)
½ cup light brown sugar, packed
1½ tps. cocoa
½ cup chopped walnuts

In a large bowl, with mixer at medium speed, beat sugar with ½ cup butter until light and fluffy. Add 2 cups flour and next 5 ingredients; beat at low speed until blended, constantly scraping bowl with rubber spatula. Increase speed to medium and beat 3 minutes, occasionally scraping bowl. With spoon stir in ½ cup chocolate pieces. Spread batter evenly in greased 10 inch tube pan. Measure ½ cup flour, brown sugar and cocoa into medium bowl. With pastry blender or 2 knives used scissor fashion, cut in ¼ cup butter until mixture resembles coarse crumbs and ingredients are well blended; stir in walnuts and remaining chocolate pieces. Crumble mixture evenly over batter in pan. Bake at 350 degrees 60 to 65 minutes until cake pulls away from sides of pan. Cool in pan on wire rack. To remove, loosen cake from pan with small spatula. Serves 8 to 10.

PARTY POPPY CHEESE LOAF

¾ cups biscuit mix
4 oz. shredded sharp cheese (1 cup)
1 Tbsp. poppy seed
½ tsp. garlic salt
1 egg
1½ cups milk
1 tsp. poppy seed

Stir together biscuit mix, cheese, 1 Tbsp. poppy seed, garlic salt, egg and milk until all biscuit mix is dampened. Beat vigorously by hand 1 minute or 150 strokes. Pour into a greased 9 x 5 x 3 inch loaf pan. Spread evenly. Sprinkle top with 1 tsp. poppy seed. Bake at 350 degrees 55 to 60 minutes. Turn out on cooling rack immediately. Serve hot or cold. Makes 8 to 10 slices, or about 4 dozen hors d'oeuvres.

PUMPKIN RING

¾ cups sugar
1 cup cooking oil
One No. 303 (1 lb.) can pumpkin or fresh cooked mashed pumpkin (2 cups)

4 eggs
3½ cups sifted flour
2 tps. soda
1½ tps. salt
1 tsp. nutmeg
1 tsp. cinnamon
1 tsp. allspice
1 tsp. vanilla
1 cup chopped pecans

Blend together sugar and cooking oil on medium speed of electric mixer. Add pumpkin and stir well. Add eggs one at a time, beating well after each addition. Combine dry ingredients; add to pumpkin mixture using low speed of mixer. Stir in vanilla and nuts that have been dusted with flour. Pour into a greased and floured bundt or 10 inch tube pan. Bake at 350 degrees 60 to 70 minutes. To test for doneness, insert a toothpick. If it emerges perfectly clean, the cake is done.

BANANA NUT BREAD

½ cup shortening
1½ cups sugar
2 eggs
2 cups sifted flour
½ tsp. soda
1/3 tsp. salt
¼ cup buttermilk
1 tsp. vanilla
1 cup mashed overripe bananas
1 cup chopped pecans

Cream shortening and sugar. Add eggs and mix thoroughly. Sift dry ingredients together. Using low speed of the mixer, add dry ingredients alternately with buttermilk and vanilla, beginning and ending with dry ingredients. Add mashed bananas and nuts; mix lightly. Pour into a greased 9 x 5 inch loaf pan and bake at 350 degrees 1 hour and 15 minutes.

JALAPENO CORNBREAD

2 cups yellow corn meal
1 tsp. salt
2 Tbsps. sugar
½ tsp. soda
1 cup milk
2 eggs
2 cloves garlic, minced
1 cup finely chopped onion
¼ cup chopped pimiento
3 finely chopped Jalapeno peppers (canned)
1 cup whole kernel corn
4 slices bacon, fried crisp, crumbled
2 Tbsps. bacon drippings
½ lb. grated cheese

In large bowl, mix corn meal, salt, sugar and soda. Add milk and eggs; mix well. Stir in garlic, onion, pimiento, peppers, corn and bacon. Beat vigorously about 1 minute. Grease an 8 x 8 x 2 inch baking pan with bacon drippings and pour half of mixture into pan. Sprinkle batter with cheese and add remaining mixture. Bake at 350 degrees 45 minutes or until firm. Delicious served hot with ham or barbecued foods. Serves 12.

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Consumer Scene



Food Freezer Can Save Time And Money

Increasingly, American homemakers have been turning to the food freezer as a means of combating steadily rising food costs.

When used to advantage, the food freezer can become a homemaker's most valued appliance, enabling her to prepare a kaleidoscope of enjoyable meals while saving both time and money. And the advantages of plenty of freezer space aren't limited strictly to the large family — working wives particularly need to save time in the kitchen to manage their dual role as homemaker and wage-earner.

Owning a food freezer is like having a "supermarket" in your home, points out General Electric's Consumers Institute. It avoids the need for frequent and often last-minute trips to the grocery — particularly advantageous in bad weather—and also enables you to be ready for friends that drop in unexpectedly as well as to prepare foods in advance for special occasions.

Here are a bevy of tips to help you get the most out of your food freezer:

✓ Buy on a planned basis, not by impulse. Items you don't really need can be expensive.

✓ Take advantage of market specials, when prices are lower, but beware of bargains that don't fit your plan or your family's appetite.

✓ Buy meats in quantity to obtain better quality at lower cost.

✓ Stock up on fresh fruits and vegetables at the peak of the season when prices are lowest—freezing preserves the flavor, texture and appearance and is simpler and faster than canning.

✓ Freeze meal leftovers and serve them later as "planned overs" — or make your own "TV dinners."

✓ Package foods in meal sizes so that you only have to thaw the required amount.

✓ Buy day old bakery goods — a short stay in the freezer makes them taste oven fresh. Toast made from frozen bread is particularly delicious.

✓ Keep your freezer as nearly full as possible—a half-empty freezer becomes a luxury to own and costs more to operate.

✓ Be a double batcher — bake and cook in advance and freeze half for another meal.

✓ Don't waste space regularly storing bulky, low cost items such as ice cubes — although a freezer is particularly handy for building up an ice cube supply for a party.

The staff of the Consumers Institute, which is responsible for both General Electric and Hotpoint major appliances, points out that where you locate your freezer can make a difference in how well it operates and how much it costs to run.

Ideally, it should be located in a cool, dry, well ventilated area out of direct sunlight—never in a room that is especially hot in summer or heavily heated in winter. Too hot a location can add up to 15% in operating costs.

Ideas for using a food freezer are nearly limitless, and some time spent reading the use and care manual provided by the manufacturer can help you maximize the time and money savings available from owning your own "personal supermarket."

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