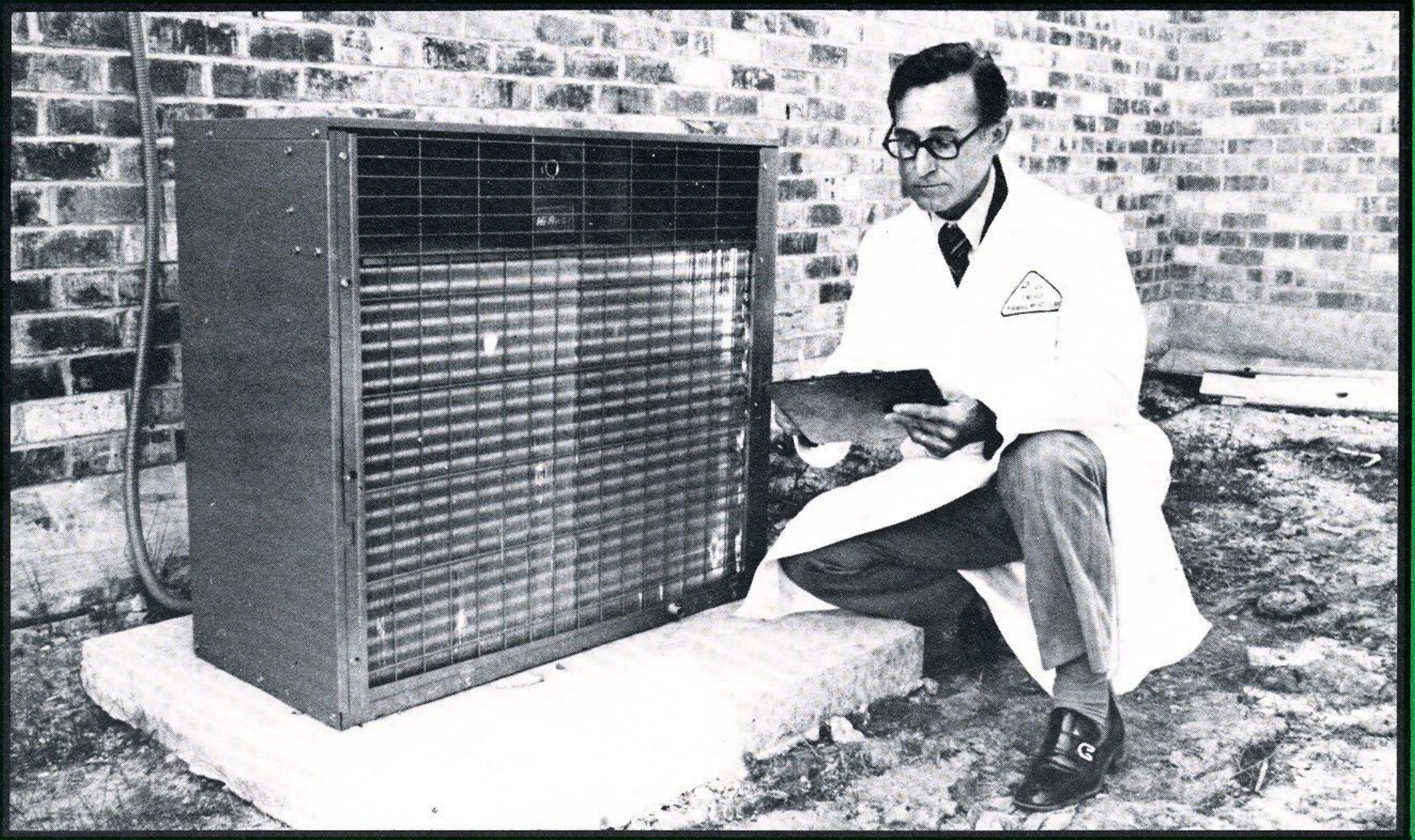


PLAIN TALKS

APRIL, 1975



The Evolution of Sales



50
YEARS
Of People
Serving People

The Nuclear Question

The question of nuclear power and its safety is a massively complex subject.

First, there is the operation of the plant, which is little different from a fossil fuel generating station, except that the heat to fire the boiler comes from a nuclear reactor.

Next is insuring the reliability of the safety systems designed into the plant. Redundancy here is the key word. Duplicate valves, pipes and gauges take over operation should the primary system fail.

Finally, there is the question of radiation from the plant and its wastes. Radiation strikes fear into most Americans, although we routinely live with many times more radiation than one would receive living next to a nuclear plant.

The issues are so complex, the facts so technical and the rumors so pervasive and misleading that Dr. Ralph E. Lapp, a nuclear consultant and journalist who supports the development of safe nuclear plants, said an "ocean of misinformation" engulfs the nuclear power industry.

Well, one does not drain an ocean in a single day. Nor does *Plain Talks* attempt to give you the proof on the entire presentation of Lapp and Dr. Norman Rasmussen, a nuclear engineering professor at Massachusetts Institute of Technology in Baton Rouge March 6 at one time.

Instead, we will present in this and coming months answers to the questions raised of the nuclear energy technology and its alternatives.

The issues of safety and radiation were covered in this month's article (Page 7). Future issues will explain plutonium, its dangers and disposal; the alternative fuels; coal and solar; the question of insurance; the uranium supply and the breeder reactor and why we expect growth in demand for electricity.

Plain Talks hopes to provide answers to the questions you have and the questions you are asked by your neighbors on nuclear energy. Should you be haunted by a particular question, write to Editor, *Plain Talks* and it will be added to the list to be answered.

Let's Hear From Retirees

I've been impressed with the interest retirees show in this magazine. At every meeting, retirees come up to me and say how much they depend upon *Plain Talks* to tell them how the Company is doing and what their friends are up to.

Even the simple listing of the annuitants' addresses in December drew raves.

I think *Plain Talks* can go one step further. I'd like to see a column or a page devoted to retiree news.

What "so and so" is doing. News from the Sideliners Club and other retiree groups. "What's his name" spent three weeks in California visiting his son. "Who's that" has been admitted to such and such hospital for this or that ailment and would like to hear from his friends. I envision something similar to a coffee cup section for retirees.

The only thing I need is information. Just write a letter to Editor, *Plain Talks*, telling me the news.

—M.R.

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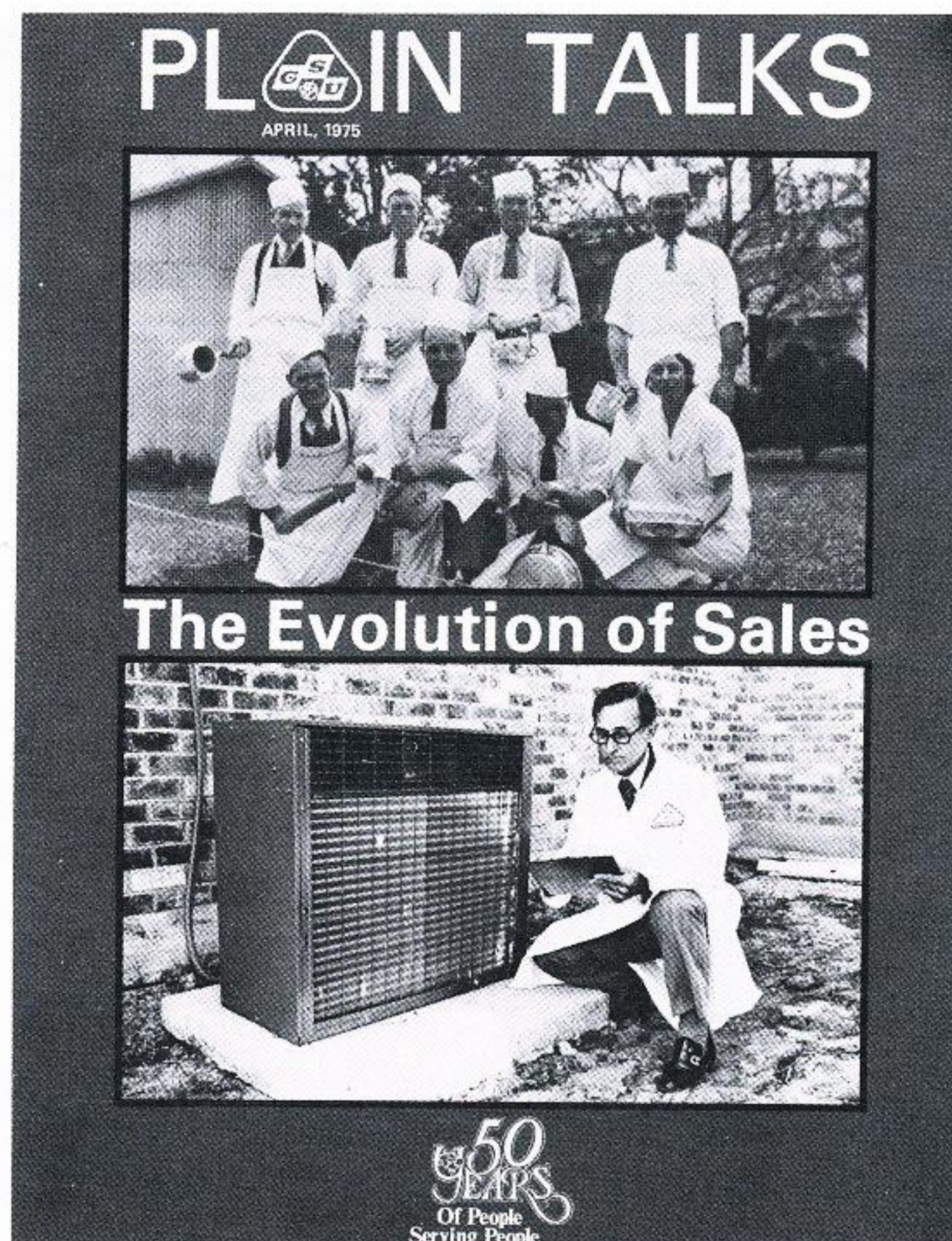
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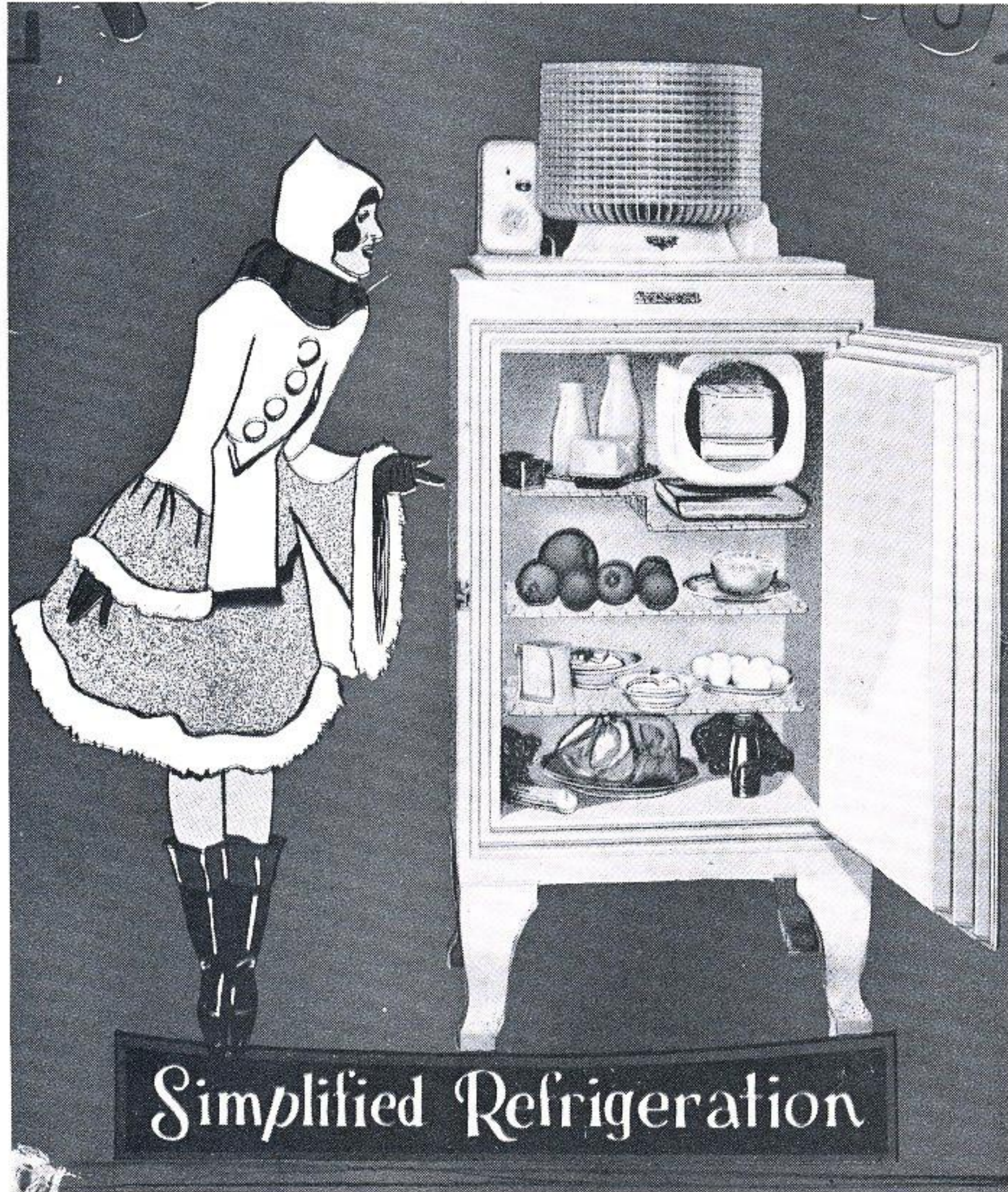
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ABOUT THE COVER:

The Marketing (nee Sales) Department of our Company must cater to the changing needs of the public we all serve. This month's cover highlights two important facets in the past half century of change. The top photo is of a cooking school conducted for the Navasota Division district representatives in the 1930s. The D.R.s brought the news of the latest advances in electrical appliances to housewives; so they had to know how to cook and use the new items. Pictured are: (front row) R. M. Andrews, J. P. Knapp, Baldy Walker and Selma S. Welch; and (back row) L. C. McLurkin, R. B. Cash, C. O. Drennan and A. B. Wilson. Nowadays electricity is commonplace but must be used more efficiently to conserve our precious natural resources. Wilfred Broussard, Lake Charles residential sales representative, examines the installation of an efficient heat pump as part of the activities of his Energy Management Team duties. Like their earlier counterparts, the D.R.s, EMT members bring news of the latest advances in efficient electrical devices to modern homeowners and builders. "The Evolution of Sales" is on pp. 2 - 6.



The Evolution of Sales



Businesses in a free enterprise system are subject to the law of natural evolution: adapt to altered conditions or vanish.

The Marketing Department of Gulf States is a prime example, adapting its residential programs to satisfy the changing needs of the consumers it serves.

Few households used electricity extensively in the 1920s and 1930s. Natural gas was a cheap fuel to burn in power plants, and each kilowatt added to the peak load increased profits. The emphasis was on selling electricity as a commodity and as a concept.

The widespread use of electrical appliances, the energy crisis and increased material and construction costs reversed the picture. Each kilowatt added to peak load forces the addition of costly facilities. Increased fuel prices hike the cost of electricity, spurring conservation efforts by the customers. Thus, all-out sales efforts of past decades yielded to today's concept of adding profitable load in off-peak hours and a consumer communication program on the wise, efficient use of electricity.

Live Better--Electrically!



Protect your home and family with an energy efficient Security Lite.

We know how concerned you are about the safety and security of your family, your home and property. One way to protect your possessions is through proper outdoor lighting. A properly installed, energy efficient Security Lite is one way to throw light on dark areas of your property. Lighting these potential danger areas can offer you peace of mind. A Security Lite, which automatically turns itself on and off, produces more than twice as much light than an incandescent lamp of the same wattage. There's no waste and it costs only pennies to operate. Call your local GSU office, Extension 1000, today for your energy efficient Security Lite. And you can have peace of mind.



GULF STATES UTILITIES COMPANY

1 Parker Allen and His District Representatives

The marketing strategy today is a far cry from the all-out sales approach that Parker Allen, retired system residential sales manager, knew. "We sold and promoted anything that used the juice," Parker reminisced. "We'd try to sell them everything: waffle irons, percolators, washers, and irons. When refrigerators came in we sold that." The first big effort was the 6-60 promotion to sell packages of six 60-watt light bulbs.

"My job was to build up the residential load."

That he did. In the mid-1920s, the average home used 312 kilowatt hours per year, Allen said. Last year Gulf States delivered an average of 10,571 kilowatt hours per year to its residential customers, well



above the national norm of just less than 8,000 kilowatt hours per year.

To accomplish his load-building, Allen used a method he pioneered in New England before being transferred to Beaumont by Stone & Webster in 1926. Allen recruited a team of "district representatives," who were meter readers and salesmen at the same time.

"Most of the homes had their meters inside, so it was a golden opportunity to make a presentation of whatever was the current product," recalled Victor Gayle, retired system residential sales manager, who succeeded Allen. "We'd fan out all over town every morning.

"Being a district representative was very pleasant work. We got to meet the customer, survey what their needs were. We carried little tool kits and made minor repairs to appliances.

"It was one of the finest public relations, as well as sales, programs the Company ever had.

"In smaller communities we had more duties than just meter reading and sales. We also handled all collections, delinquent bills and cut-offs."

Being a district representative was no eight hours per day job, to be sure.

"Every Thursday night the Beaumont Division would have a sales meeting down at Neches Station," Allen said. "I always opened the meeting with the song, 'Let Me Call You Sweetheart' and 'Sweet Adeline.' " Why? "Because I liked the songs," Allen said. "And they all sang," he noted with satisfaction. "One of the requisites I kept in the back of my mind when I hired somebody was singing ability. I always asked them, 'Can you sing?'"

The enthusiastic tempo of each meeting, like a high school pep rally, reached its conclusion with a big cheer.

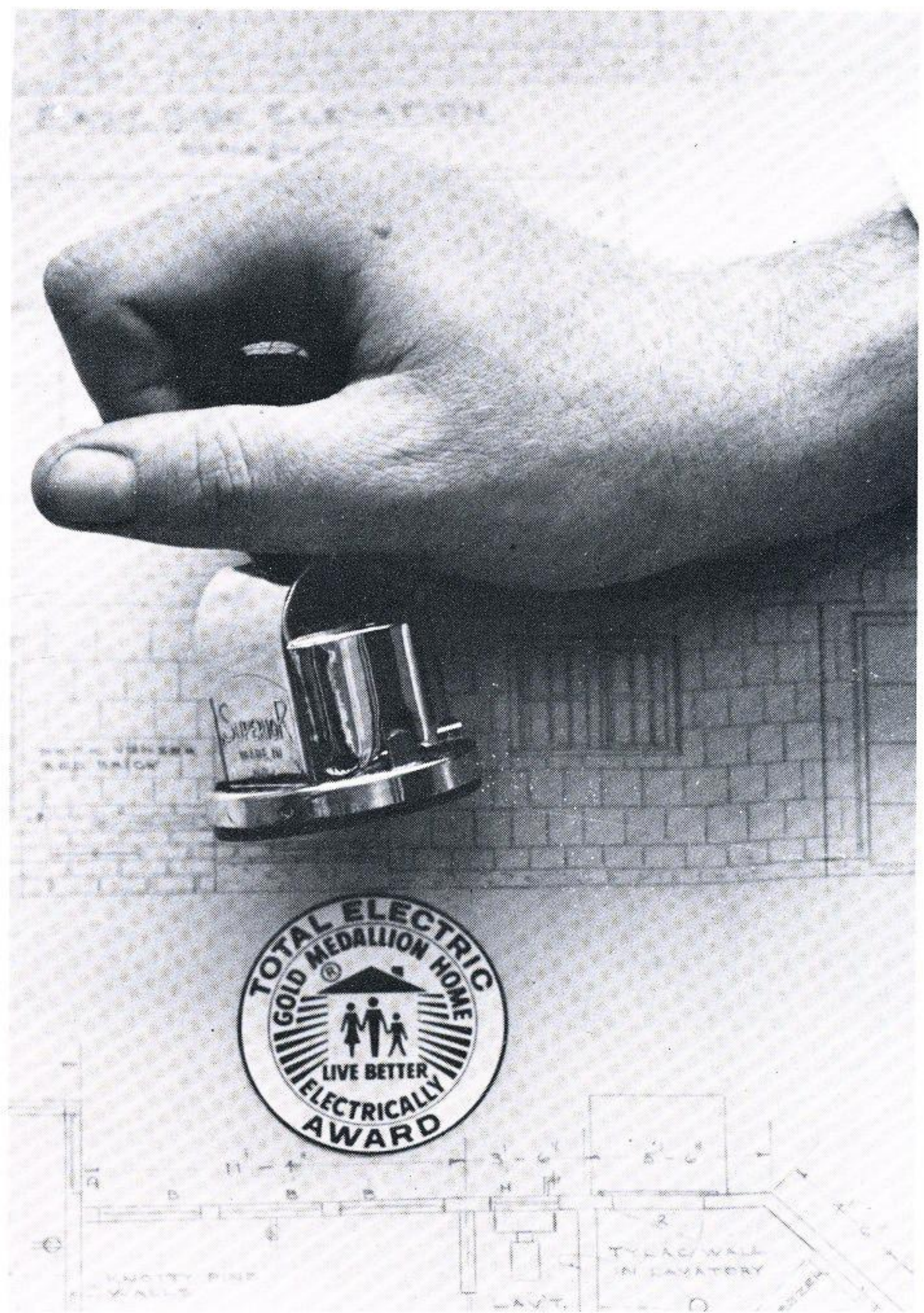
"K-W-H! K-W-H! SELL 'EM! SELL 'EM!"

"I liked a lot of enthusiasm," he said. "After each meeting, my men were full of pep; ready to go out and sell."

Electric appliances were so new and the customers initially so skeptical, that the appliances were put into the homes on trial.

"They didn't believe it (electricity) would do what it did. But it did," Allen said. "We had about 80 per cent retention."

Improving house wiring and lighting was another push. One year table and floor lamps were put on special: \$9.95 apiece. "Sightsavers, we called them," Allen said. "We sold a slug of them that year."



2 Appliance Dealers Appear on the Scene

In the 1940s, electric meters began to be installed outside to reduce tampering, to conform to building codes and to make it easier to meter the house. The move spelled the beginning of the end of the district representative.

Dealers of appliances also appeared on the scene, and the utility did not wish to compete with its vendors. The Company switched its efforts in time to more major appliances, such as air conditioners, ranges, washers, dryers and water heaters; and the All-Electric Home. All were part of the Living Better Electrically promotion.

The Gold Medallion (all-electric) and Bronze Medallion (gas heating and water heating allowed) Homes were the creation of the General Electric Company in the 50s.





Subsidies were given to builders to build Gold Medallion homes and to dealers who installed wiring suitable for electric ranges, water heaters and heat pumps. Though the word “subsidy” was used for the practice, Gayle said the money was intended to help cover the extra cost of the extra wiring costs involved.

No longer a district a district representative in concept, the residential salesman worked closely with the appliance dealers — soon called “trade allies” because an appliance sale benefitted the dealer and Gulf States.

“It became a higher form of selling,” Gayle said. “You became a more complete salesman. You had to learn about each appliance and their applications, such as the size window air conditioning unit needed to cool a particular room.”

Our Company sponsored numerous promotions of every conceivable electric appliance. Salesmen, as in earlier days, were worked into a frenzy with the battle cry:

“K-W-H! K-W-H! SELL ‘EM! SELL ‘EM!”

The result?

“Today electricity is taken as a matter of fact,” Allen said with a feeling of accomplishment.

The frontier was settled.



Copyright © 1955 by Joe Hornsby

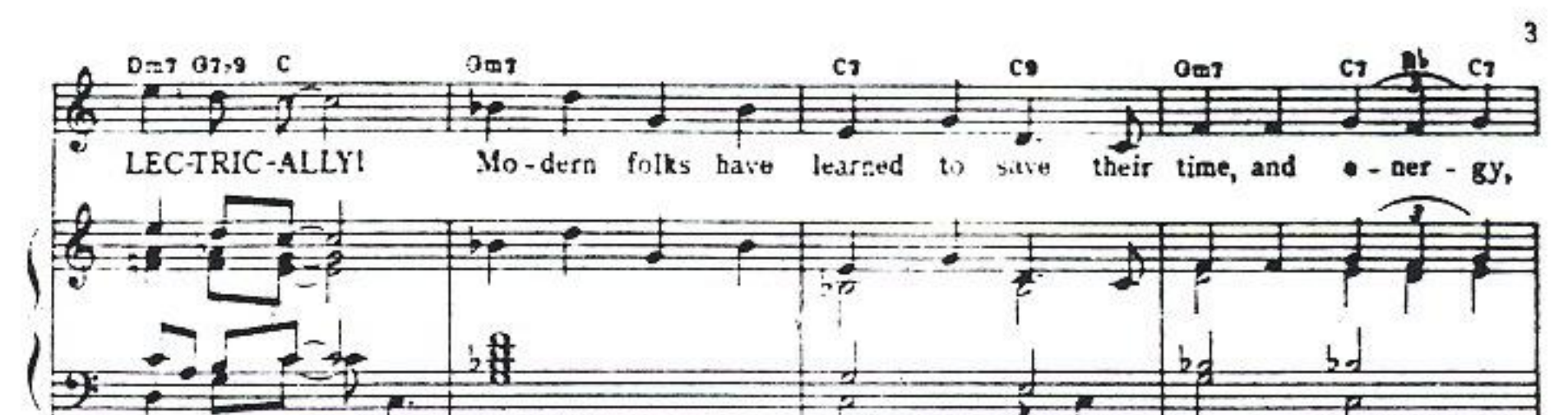
3 The Energy Crisis and Energy Management

A few years ago the world suddenly became acutely aware of the shortage of energy sources, particularly fossil fuels. The price of natural gas, and thus electricity, rose. Consumers and industries alike worked to save energy. Visions of the dramatic, geometric growth in demand for electricity were shattered, and the leveling out of load — eliminating the expensive peak loads and wasteful light load periods — became the marketing goal.

“Our goal is to inform our consumers how they, in times of increasing prices, can continue to do what they want to do with electricity and to do it at the most economical price,” said Charles Glass, marketing manager. “Our emphasis on efficiency is how this has to be done.”

The salesman’s job again changed — this time to encouraging the wise use of energy. The Energy Management Team was formed. Its members are the district representatives of the 1970s.

“The EMT meets the needs of today’s electric con-



The Home Service Saga

As the salesman's role has changed over the years, so has the role of the home service advisor.

Before 1931, Westinghouse home economists were used by the Company, according to Selma Welch, who joined Westinghouse that year after having been graduated from college. She was hired by Gulf States later that year as the Company grew to need its own corps of home service advisors.

"We taught the homemakers how to use appliances and checked to see their ranges were in working order," Mrs. Welch remembered. "We also held cooking schools to teach the public how to use each new major appliance.

"I had a lot of rural territory (in the Western Division) and worked closely with the district representatives. We also had schools for the D.R.s to teach the men how to use the appliances they were selling," she said.

The goals of the present home service advisor are basically the same, according to Mildred Tribble, director of home service, but the approach is necessarily different.

"Because people have grown up with electric appliances and due to our participation in home economics programs in the schools, young people already know how to use electric appliances. Now we try to emphasize the selection of different equipment for different needs."

Today's home service department also educates dealers on how appliances operate so vendors can help the "customers." Adult demonstrations introduce new lines of equipment — such as microwave ovens. Budgetary planning is available through Reddy Credit; and home service advisors are equip-



ped to plan kitchen, laundry, lighting and wiring layouts.

"We're trying to reach more people with fewer personnel," Miss Tribble said. "Primarily, we're still promoting the 'Total Electric Living' concept; but we're more interested in selling customers what they need and want rather than just load-building appliances.

"Secondarily, we teach people how to use all of their resources wisely."

sumers," Glass said. "It promotes the all-electric economy, but it emphasizes the wise use of energy by encouraging the purchase of the most energy efficient equipment.

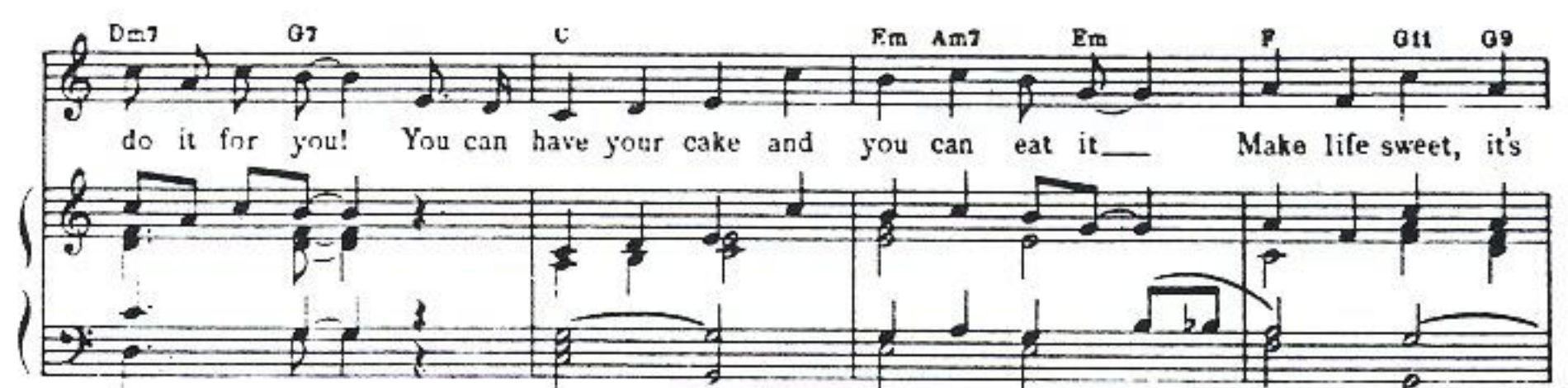
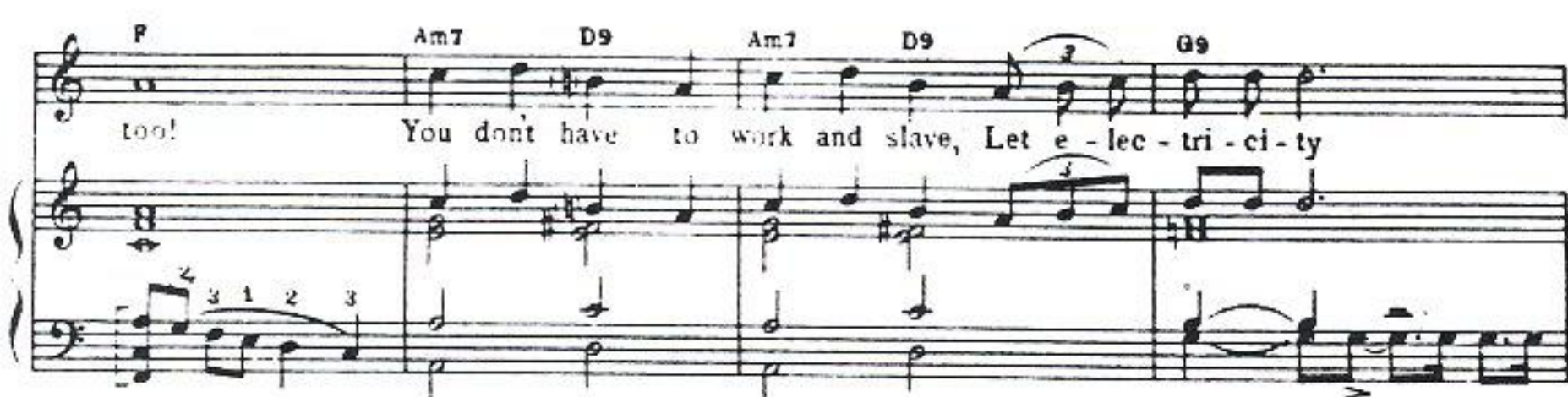
"The EMT is an education and inspection service that can be used by home owners and builders to insure they are getting a quality installation of electrical equipment which will perform efficiently and economically," Spafford, system marketing coordinator, said. "It is offered without cost, obligation or warranty.

"Actually this is nothing new," Spafford revealed.

"These standards are the same required of Gold Medallion Homes. We were 20 years ahead of the parade when we promoted them in the 1950s."

The EMT recommends adequate insulation for ceilings, walls and raised floors to restrict cooling or heat loss. Heat pumps, the most efficient heating and cooling device available when properly installed, were also desired.

"Heat pumps were first introduced in the early 1950s," according to Ralph Spafford. "But faulty, unsupervised installation resulted in unreliable service in some areas. Heat pumps got a bad name."



Load Management: Conservation for Utilities

Now that added power costs increase with each added kilowatt hour, rather than decrease as in previous years, utility executives and the government are taking a hard look at the growth in demand for electricity.

"We believe the demands for electricity will increase," Dr. Douglas Bauer of the Federal Energy Administration told the annual conference of the Edison Electric Institute Conservation and Energy Management Division. "But we also believe that these demands can and must be fulfilled more efficiently.

"It's been the American custom in the past to view electricity — unlimited electricity — as a God-given right, to be used when, where and how the user chose. But now we're running into trouble with that concept. We have never advocated a zero electrical growth future.

But we believe that the kinds of future growth and amounts of future growth can be managed. We've got to shape those demands in some better way so that we meet the essential ones and modify the discretionary ones."

One way of managing load growth is planning with local industries for power needs they anticipate in the coming years. Another is to discourage consumption during peak hours and to transfer more load to off-peak times.

This will result in better use of generating facili-

ties — as measured by load factor, the average load divided by the peak load. An increased load factor also obviates the need for the construction of increasingly costly production facilities.

"Anything we can do to improve load factor through better load management is money that doesn't have to be spent for new generation and transmission capabilities," Bauer stressed.

The Gulf States load factor for 1974 was 67.8 per cent, well above the national average of 62.0 per cent. Our area is blessed with many industries, which inherently consume a more constant load.

To increase the load factor in residential and commercial, as well as industrial, sectors, Bauer said "a full complement of utility marketing activities is going to have to be reconstituted and expanded.

"We're going to have to change people's habits to move loads off of peak times. We're going to have to re-educate not only the power users but the architects, engineers, designers, builders, industrialists, bankers and officials who make and enforce the building codes and zoning laws and work practices.

"I believe you're going to need all the talent and manpower and brainpower you had when your marketing activities were at their peak to help us bring about the transition from limitless power to limited power."

"And that's the name of the game."

The Company gains through the off-peak use of the heat pump to heat a home, and its more efficient operation brings benefits to the customer.

Another profitable load builder is leased lighting — security lights which turn themselves on during darkness, which the Company installs and charges a flat usage fee. Because the light uses power during the night, when homes and buildings are not using much electricity, leased lighting builds off-peak load,

The district representatives and Medallion Home promotion served the Company well in producing the demand for electricity the Company wanted.

Times have changed. The "hoo-ray" sales approach has matured into the Energy Management Program. But the goal of marketing is the same today as in Parker Allen's day, Glass said. "We're satisfying the needs of our consumers — like we've always done."

Education of the consumer concentrates not on how to use electricity, but how to use it efficiently, with a look at "life-cycle costing" — the determination of initial expense plus operating costs over the life of the equipment. The heat pump can be a more expensive piece of equipment, but its efficient heating cycle reaps savings over the years on a person's electric bill, compared to an electric furnace.

The EMT service is designed to aid the homeowner, dealer, builder and, of course, Gulf States.

"The heating and air conditioning dealer is assured his workmen are doing the job right, and he gets fewer call-backs. The builder should get fewer complaints from the homes' occupants.

"Most of all, the EMT will help the family who lives in the home." Spafford said. "The equipment in the home will operate more efficiently and, therefore, more economically.



Nuclear Power Is Safe!



The risk of a large accident at a nuclear power plant is much less than other risks we regularly accept, according to Dr. Norman Rasmussen (above), professor of nuclear engineering at Massachusetts Institute of Technology and director of the reactor safety study conducted by the Atomic Energy Commission.

Rasmussen and Dr. Ralph E. Lapp, a nuclear consultant and journalist, were guests of the Company in Baton Rouge March 6 to explain nuclear safety issues to the media, elected officials and the general public.

Since there has never been a serious nuclear accident in the 250 reactor-years that 55 commercial nuclear power plants have operated, the chances of a serious nuclear accident must be calculated. The probabilities of pipes breaking, safety systems failing and adverse weather conditions were combined, resulting in a one in a billion chance that an accident at a nuclear power plant would kill 1,000 or more per-

sons in a year. (See *Plain Talks*, Jan.—Feb. 1975, p. 10). This compares with death tolls of similar magnitude occurring once in 25 years due to a hurricane, once in 200 years due to a fire and once in 2,000 years due to an airplane crash.

"They (nuclear accidents) don't seem to be very big risks compared to other things we seem to accept," Rasmussen said.

Critics of the study and its conclusions, Rasmussen submitted, "have not been fair with the facts."

One contention of nuclear power critics is that the Emergency Core Cooling System (ECCS), which floods the reactor in an emergency to prevent the core from melting and releasing large amounts of radioactivity, is not as reliable as estimated: failing only once out of every hundred to thousand times used. Opponents point in particular to six small scale tests in Idaho in the early 1970s that "failed six out of six times."

Rasmussen emphatically counters an arguements of nuclear power critic at the public meeting (near right) while Lapp appears to enjoy the confrontation. Earlier that day (far right) Rasmussen showed Dr. Joel Selbin, chemistry professor at Louisiana State University and a leading spokesman for Stop Nuclear Power Plants, where the answer to one of his suspicions could be found.



The tests were not failures, Rasmussen contended. The mathematical codes used by the AEC just did not predict exactly what would happen. The system worked, but just in a way different from the anticipated sequence.

The model predicted some water would go into part of that system and it did not during the time specified.

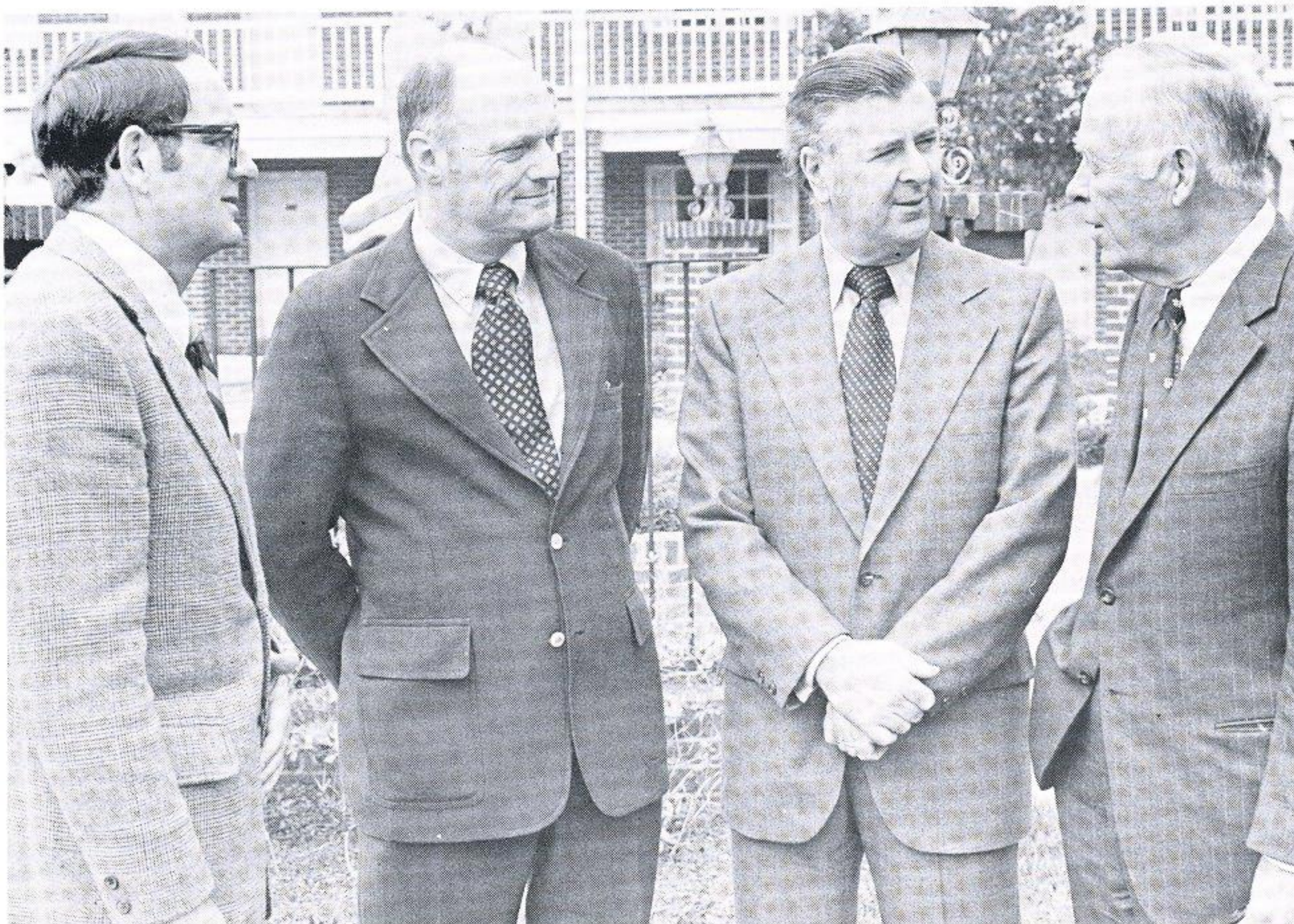
"The manufacturers were asked to recalculate their situation and the code they used to design the real thing predicted very closely what was observed," Rasmussen said. "The code the AEC was developing had never been used to design nuclear power plants."

The nuclear industry has also been criticized for not testing a full-sized ECCS.

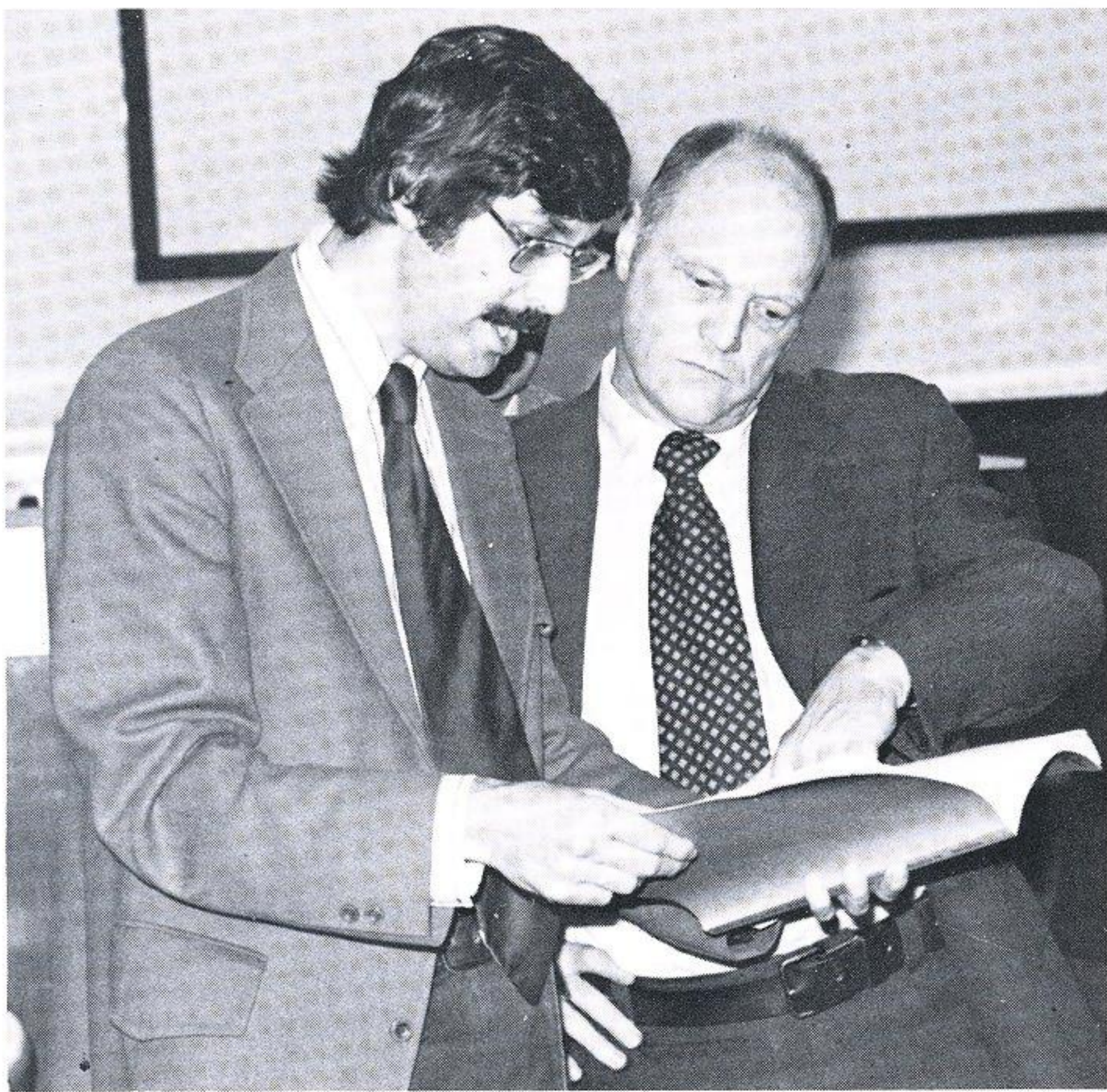
Rasmussen explained that testing small scale models was "standard engineering practice. Hoover Dam was built to withstand an earthquake but they didn't set off explosives at the base to find out if it would," he said.

The debate within the scientific community can easily confuse the lay public, Lapp noted, because non-scientists don't realize that science is not absolute. Nobel Prize winners in any discipline of technology lend an air of credibility to any argument, however incredible. Critics of nuclear power, Lapp explained, have never published an article on nuclear safety in a referred scientific journal, where peer reviews insure procedural accuracy.

"They are technically incompetent," Lapp said of



Rasmussen and Lapp with Jack Worthy (left), vice president-Baton Rouge Division, and S. L. Adams, senior vice president.



nuclear power foes.

"The whole problem is contained in one word: radiation, and the fear of radiation," Lapp said.

"We measure population doses in the unit of 'person rems,'" Lapp explained. The population will be exposed to one billion person rems in background radiation over the next 30 years. Medical and diagnostic radiation doses add another 500 million person rems. Fallout from the bomb tests contributes 34 million person rems, according to Lapp.

"The radiation dose from up to 1,000 nuclear power plants will be 500,000 person rems — or one-thousandth of the diagnostic dose you receive in the healing arts," Lapp said.

"Rather than saddle a utility with additional charges which may amount to \$10 million for putting on additional radiation controls to reduce the already small radioactive effluents, if society were cost-benefit minded it might say, 'Let's spend the \$10 million policing the doctors, improving X-ray film and doing things to reduce radiation dose, because that is a far greater risk in terms of people exposed.'

"If you are concerned about cancer, then you should be concerned about the total number of cancers. The living cell does not care where the radiation comes from, whether from the dentist's X-ray tube or from the nuclear power plant.

"It pays to be frightened of radiation if it leads to a healthy respect," Lapp said. "We suffer in the nuclear industry because we have had no accidents of any significance at all. So our critics visualize that if we ever have an accident, it will be the worst one we can imagine. But as the consequence (of an accident) gets bigger, the likelihood gets smaller. We ought to have 10 or 100 rather minor accidents before we see one of major importance.

"We haven't even seen the minor ones."

Inflation, Recession In Four-Year Cycle

The U.S. economy is being vexed by a unique four-year economic cycle, featuring alternating bursts of inflation and unemployment, according to an analysis appearing in the February issue of *The Conference Board Record*.

Albert T. Sommers, chief economist of the Board and author of the analysis, points out that both inflation and unemployment have grown increasingly volatile over the last decade. Inflation reached its peaks in 1966, 1970 and 1974, with unemployment hitting its highs in 1967, 1971 and most certainly in 1975. These cycles are paralleled by similar swings in interest rates and the net position of the Federal budget, which have also grown in amplitude.

It is "simplistic," noted Sommers, to label either inflation or recession as "public enemy No. 1." He emphasized that "the problem is not inflation or recession but the process that produces both.

"Since 1966, alternating inflation and recession seem to testify to an inadequacy on the part of our stabilization equipment to steer a reasonably sober course of increasing resource use, without oscillating drunkenly from one side of the road to the other," Sommers said. "All of which suggests that the mechanism by which we steer this enormous ship, and the methods by which we maintain peace among its tumultuous crew, deserve a long and hard look."

Business cycle forces in the private sector of the economy are growing stronger, he said. "In each recession, the system has hit the supports provided by conventional cyclical stabilizers harder, generating more violently stimulative monetary policy and more powerfully stimulative budget deficits, and these in turn have produced still higher rates of inflation in the ensuing expansion, requiring still more restraint."

Currently, inflation is breaking out of the "exotic range" which marked 1974. Industrial wholesale prices have leveled off, with sharp declines reported recently in the price of crude materials, intermediate material supplies and components, and consumer finished goods.

The price deflator in the Gross National Product — which, along with the Consumer Price Index, is the most widely-watched inflation barometer — is likely to be rising at an annual rate of 6 per cent or less by late spring. This would be down considerably from the 10 per cent rate posted in 1974 as a whole. Consumer prices could also dip into the 6 per cent range, given some relief in food prices.

But the unemployment rate seems likely to continue climbing in 1975, reaching the highest rate registered in the postwar years.

"While an inflation rate of 6 per cent still leaves something to be desired and represents no ultimate conquest of inflation, it pales into insignificance as a criterion of policy when placed alongside an unemployment rate of 8 per cent," Sommers said.

The rhythmic four-year cycle of inflation and unemployment over the last decade has become a troublesome new element in the country's economic system.

Mr. Sommers cites as major factors behind the troublesome four-year inflation-recession cycle: • A dramatic increase in private debt has tended to stimulate the booms and then compound the ensuing recession. • The Federal government's share of real output has been significantly declining since 1968, with a notable increase in the private share of real output — especially consumer durables. • Increasing accommodations to inflation, through indexing of wages and pensions, cost-plus pricing, and floating short-term interest rates, tend to amplify booms.

The Norwegian Affair

How Varibus Met A Drilling Partner

by Jerry Stokes
Senior Vice President, GSU Co.
President, Varibus Corp.

As is frequently the case, this affair started at a cocktail party — back in July of last year — and it got more torrid as time passed.

Although there's no romancing with a gorgeous blond female — not on my part, anyway — we do have an international affair between ourselves and several Norwegian firms in the oil and gas business.

The principals in this affair were Varibus, the wholly owned subsidiary of Gulf States; Public Service Co. of Oklahoma; Davis McCoy, Inc.; and the Norwegians, Saga Petroleum U. S., Inc., and Fred Olsen, Inc.

Varibus is our male lead of this narrative, and I think it would help if I went back in time and told you a little history about our hero.

Varibus became an active corporation on April 1, 1970, with the objective of developing computer systems and performing computer services. We continue to do computer work even today. The name Varibus, by the way, is an acronym of "various business."

Although it wasn't recognized widely enough back in 1969, S. L. Adams and others in Gulf States were concerned about the future fuel supplies for our power plants. Their concern was justified in November, 1970, when United Gas Pipeline Co. notified us that they would not be able to fulfill their contract for providing gas to our Louisiana generating stations.

As a result, Gulf States, through Varibus, and other groups became active in the search for, and acquisition of, oil and gas, and later, coal and uranium. The expertise for this effort was provided by David McCoy, Inc., an organization of geologists and geophysicists. This effort has led to the acquisition of some 400,000 acres of leases, mostly in Mississippi, at a combined cost of some \$9 million.

Because of the huge investments required for oil and gas search, development and production, we began to look for participants to match our investment in leases and contribute funds needed to bring our project to completion — either fruitful, or otherwise.



Now, back to our cocktail party in Houston last summer. One of the Davis McCoy people was talking with a Norwegian geologist there, and the conversation drifted to the properties we owned and our desire to develop them. The Norwegian became fascinated and interested his partners in Norway to the point that negotiations began.

The first meeting with the Saga and Olsen people was held on July 23, 1974, and on Aug. 9 a five-page letter of intent was signed between the parties. It then took almost five months of strenuous negotiations to come to a meeting of the minds and to put together the proper language. The five-page letter of intent blossomed into a 76-page contract.

The long, and sometimes heated, bargaining took place in both Norwegian and English. I received frequent reports, sometimes several times a day. These reports reflected extremes of the highest optimism to darkest pessimism.

Success finally ended the long negotiations, however, and the contract became effective December 19, 1974. Under its many terms, the Norwegians will put up \$22.5 million, with \$15 million committed to drilling exploratory wells. The remainder is to be spent obtaining geophysical and geological data, leases, and other related items. For this investment the Norwegians earn a 50 per cent interest. At least four wells will be drilled this year.

(Note: Subsequent to the preparation of this article, the Fred Olsen group withdrew from the project. Work is continuing and the first well is being drilled below 9,800 feet.)

'Nuke' Regulators Visit Four Times

Personnel from the Nuclear Regulatory Commission (NRC — formerly the Atomic Energy Commission) from Fort Worth and Washington visited Company facilities four times in January.

Headquarters officials toured the Blue Hills Station site in northeast Newton County to review the meteorology, demography, hydrology, geology and seismology of the area as reported to them in the Preliminary Safety Analysis Report. The project was docketed for regulatory review in August, 1974.

The group toured the site by land and helicopter.

"All of this is standard operating procedure as a prelude to the public meetings that will follow," commented Jim Booker, licensing engineer.

NRC Region IV employes from Fort Worth visited Beaumont to audit the Blue Hills project quality assurance while another team looked into the River Bend material and records.

The fourth regulatory group visited the Main Office to inspect our management practices and corporate structure.

"It was a 'get acquainted' meeting for them," according to Booker.

Smith Elected President Of Utility Group

Floyd R. Smith, chairman of the board, has been elected president of the Southeastern Electric Exchange, a regional organization of investor-owned electric companies. His election came at the final business session of the group's 42nd annual conference in Boca Raton, Fla.

Smith succeeds Shearon Harris, chairman of the board and president, Carolina Power & Light Company, Raleigh, North Carolina.

The Southeastern Electric Exchange is a non-profit organization which serves as a clearing-house for technical, marketing and management data and conducts training and research programs for the electric industry in the region.



LONG RIBBONS — John Wingate (left) of Hinote Electric and C. W. Conn of Conn's Appliances were honored Feb. 20 representing the oldest electrical appliance dealers in the Beaumont division at a dealer appreciation dinner. Conn's has been selling electric appliances for 39 years; Hinote for just one year less. Ribbons 39 and 38 inches long, respectively, were presented to the dealers in commemoration of the honor. Jo Ann Smith, supervisor-consumer services, shows the ribbons' length. The initials "O.A.D." stand for Oldest Appliance Dealers.

Plain Talks Honored

Plain Talks has received a citation from the Capital Area United Givers in Baton Rouge for "unselfish dedication to the United Way of giving" in promoting the 1974 campaign.

Southeast Utility Safety Contest Winners Named

Awards in the two safety contests sponsored by the Southeastern Electric Exchange Accident Prevention Committee in 1974 have been announced.

In the Accident Prevention Contest, Carolina Power & Light Co. took top honors in Group I (the eight companies with 4,000 or more employes), with a low frequency rate of 1.21 disabling injuries per million manhours worked. South Carolina Electric and Gas Co. won first place in Group II (the eight companies with 1,400 to 4,000 employees), with a frequency rate of 1.34 injuries per million manhours worked. Delmarva Power & Light Co. was first in Group III (the nine companies with fewer than 1,400 employes), with a 2.64 frequency rate.

In the Fleet Safety Contest, Carolina Power & Light Co. was first in Group I (the eight companies with 1,200 or more vehicles), with a record of 5.20 vehicle accidents per million miles of operation. South Carolina Electric and Gas Co. was first in Group II (the eight companies with 450 to 1,200 vehicles), with a 3.61 frequency rate. Delmarva Power & Light Co. was first in Group III (the nine companies with fewer than 450 vehicles), with a 1.58 frequency.

The average rates of all entered companies was 4.36 in the Accident Prevention Contest and 9.75 in the Fleet Safety Contest.

THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during February, 1975, covering employee deductions and Company contributions through January, 1975, were as follows:
7,536 shares of Common Stock at an average cost per share of \$13.295 for a total cost of \$100,189.24.

195 shares of \$4.40 Preferred Stock at an average cost per share of \$53.70 for a total cost of \$10,471.68.

The Trustee deposited \$64,143.38 with the Savings Department of the First Security National Bank.

Safety Contest Due in April

A home safety contest, with sixty \$25 U. S. Savings Bonds as prizes, will begin in April for Gulf States employes and their families.

Ten common home hazards will be reviewed in lessons. A quiz on each lesson and a crossword puzzle covering the entire program will be used to judge the winners.

"We realize safety off-the-job is as important as safety on-the-job," Ray Thompson, safety representative, said. "So we're trying to make our employes and their families more safety conscious."

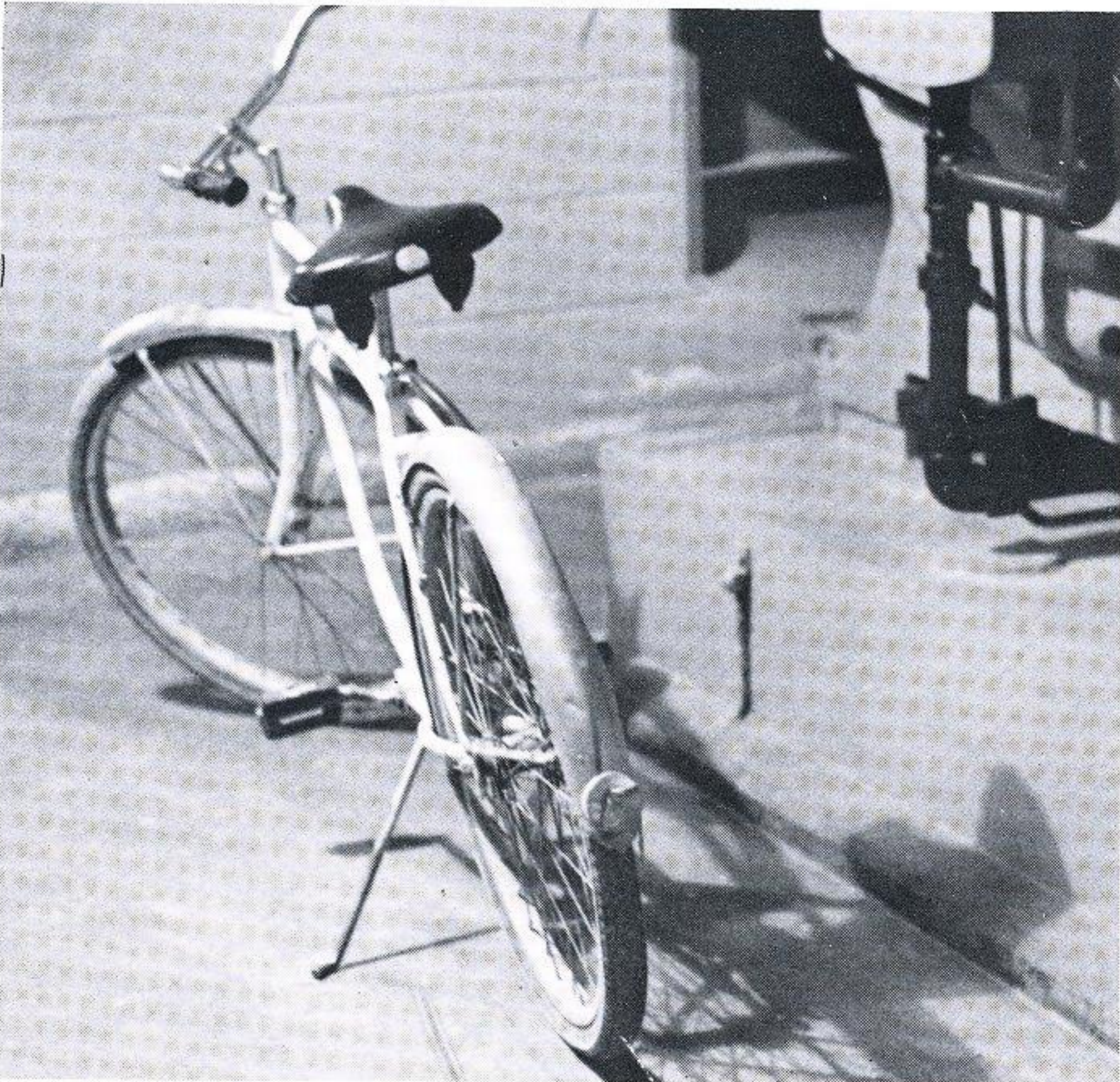
Topics covered in the contest are: falls, fire traps, water safety, wise words for women on self-protection, first aid, electrical safety, child safety, chemicals and poisons, firearm safety and seat belts.

The lessons, quizzes, crossword puzzle and contest entry blank will be mailed to each employe's home. Solutions must be returned by the specified deadline in order to be eligible for the prizes.

The entry blanks of those with the correct solutions will be placed in hoppers by division for the drawing of the winners. Each division has been allocated the following number of winners: Beaumont, 20; Baton Rouge, 18; Lake Charles, 10; Port Arthur and Western, 6 each.

Entries will be judged by employes of the safety department, who are therefore ineligible to participate in the contest. Though there may inadvertently be more than one correct answer to a question, all answers must match the judges' solution. Any questions on the contest rules may be directed to safety department employes.

The winners' names and solutions to the quiz and crossword puzzle will be published in a future issue of *Plain Talks*.



COMPANY BIKE — Operators at Nelson Station have the use of company-owned bicycles on which they make their rounds. Superintendent Cedric Watler said the bikes are cheaper, more energy efficient and more effective than other means of transportation. Several workers at Louisiana Station are provided bicycles to get around on.



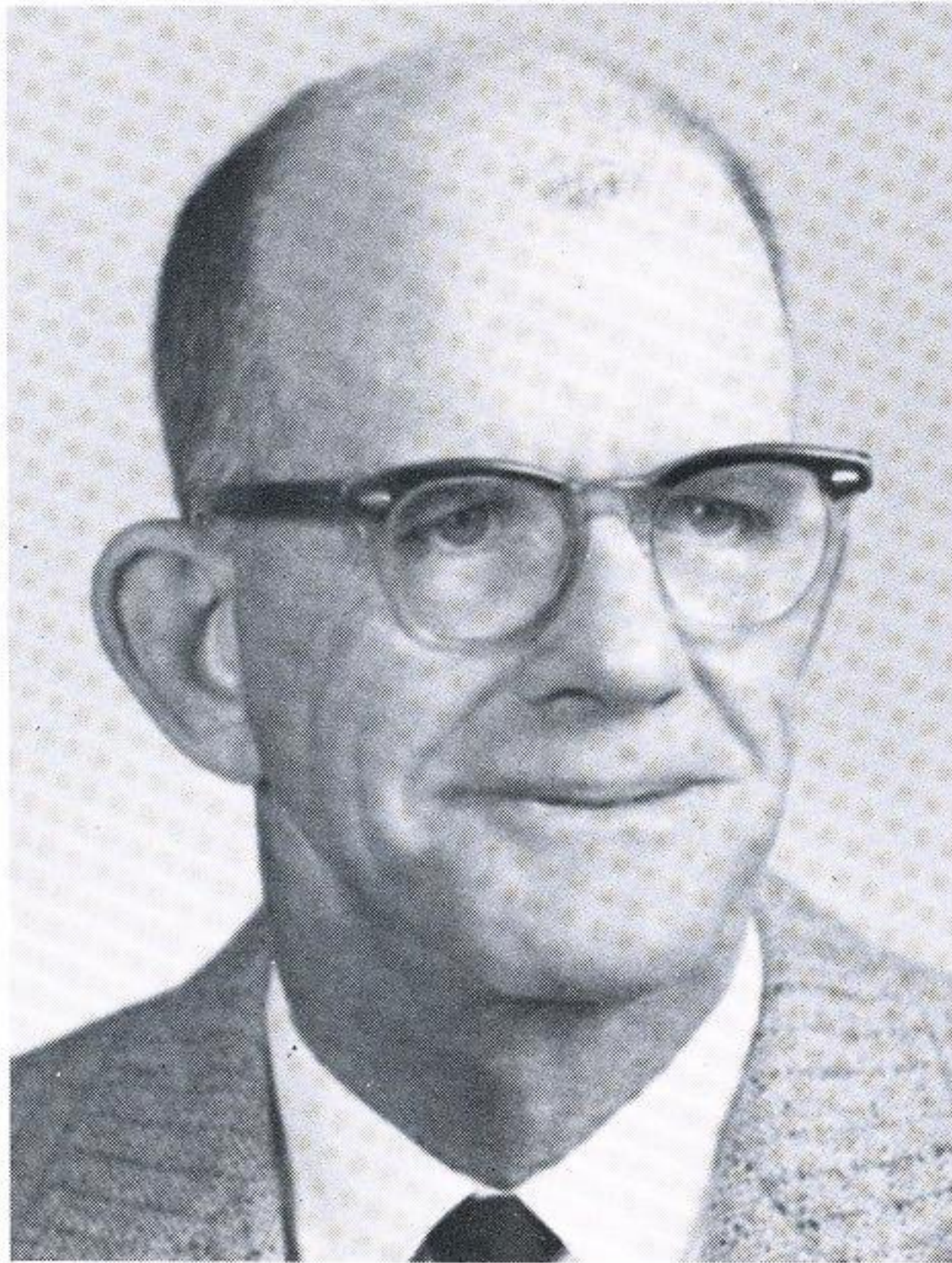
ELECTRICAL SEMINAR — W. E. "Scotty" Berry of American Educational Services, Inc., Feb. 25 taught 18 Port Arthur area electricians 72 changes in the National Electrical Code that affect economic and safety factors in the electrical business. The one-day seminar was identical to one held earlier this year in Beaumont (see *Plain Talks*, Jan.-Feb., 1975). Bill Lee, industrial engineer in Port Arthur, coordinated the Port Arthur class. Berry said this year's revision of the code included 680 significant changes. The document has also been designated the Federal standard by the Occupational Safety and Health Administration.



T&D TRAINING REUNION — The operating superintendents meeting March 6 in Port Arthur was also a reunion since all of the T&D personnel had been employed in the Port Arthur division at one time.

The roll call included (from the left): John W. Conley, current operating superintendent in the Port Arthur Division; W. E. "Bill" Barksdale, formerly engineer and division engineer in Port Arthur and now operating superintendent in the Baton Rouge Division; Albert Baird, formerly engineer and supervisor of the T&D engineering department in Port Arthur and now operating superintendent in the Beaumont Division; Howard Mack, formerly division engineer in Port Arthur and now operating superintendent for the Lake Charles division; Leroy Bodemann, formerly an engineer in Port Arthur and now operating superintendent for the Western division; and Calvin Hebert, formerly an engineer in Port Arthur and now operating supervisor for Baton Rouge. Frances Englebrecht, who attended the meeting as training representative, was the only person there who had not worked in the Port Arthur division. The meeting was called to plan the implementation of a portion of the new T&D skills training program.

SERVICE AWARDS



Perry E. Blanchette
Electric T&D Department
Beaumont

30 Years



E. D. Shead
Electric T&D Department
Navasota

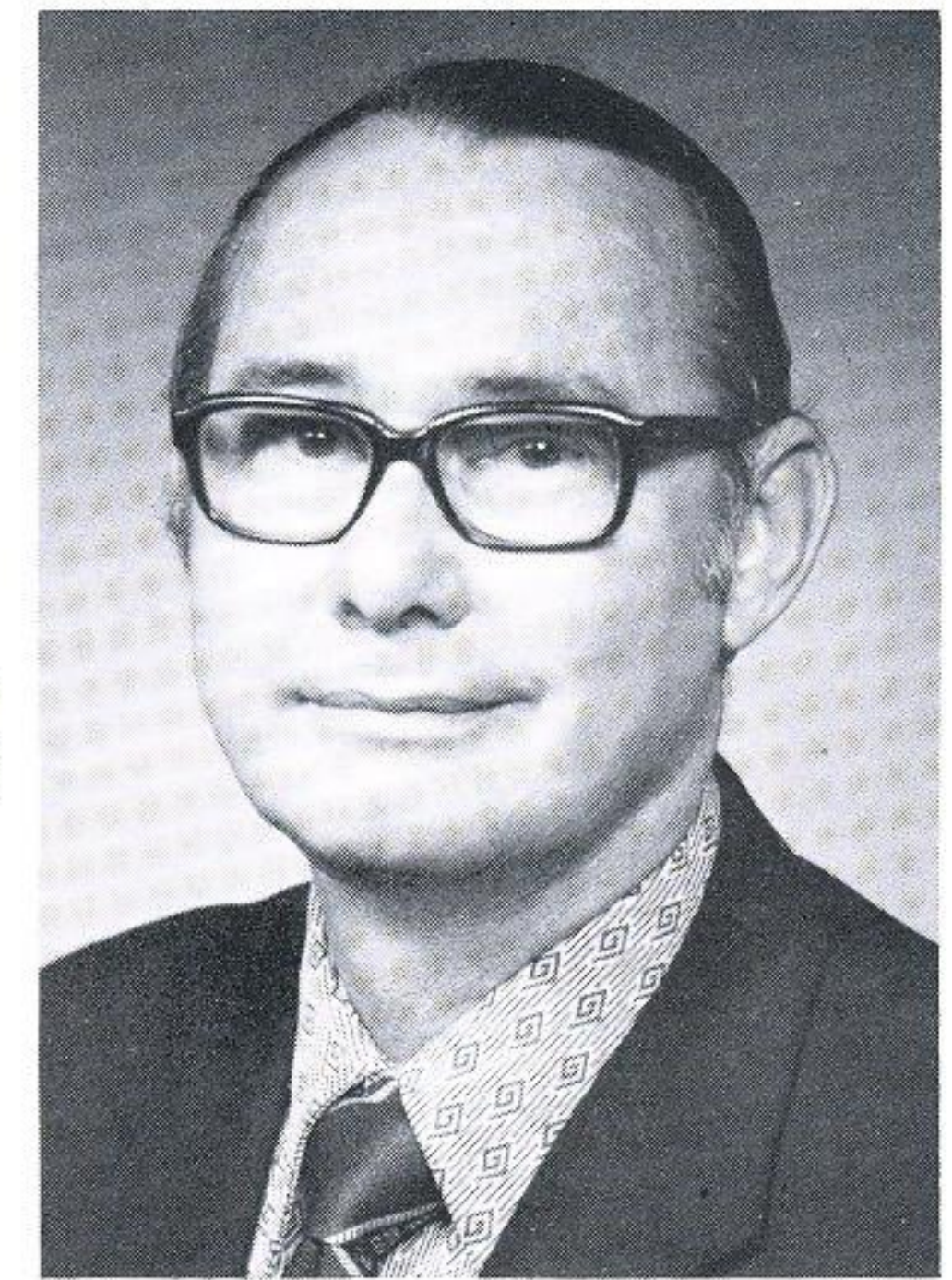


Berton Young
Electric T&D Department
Lake Charles



Joseph L. Faulk
Electric T&D Department
Jennings

20 Years

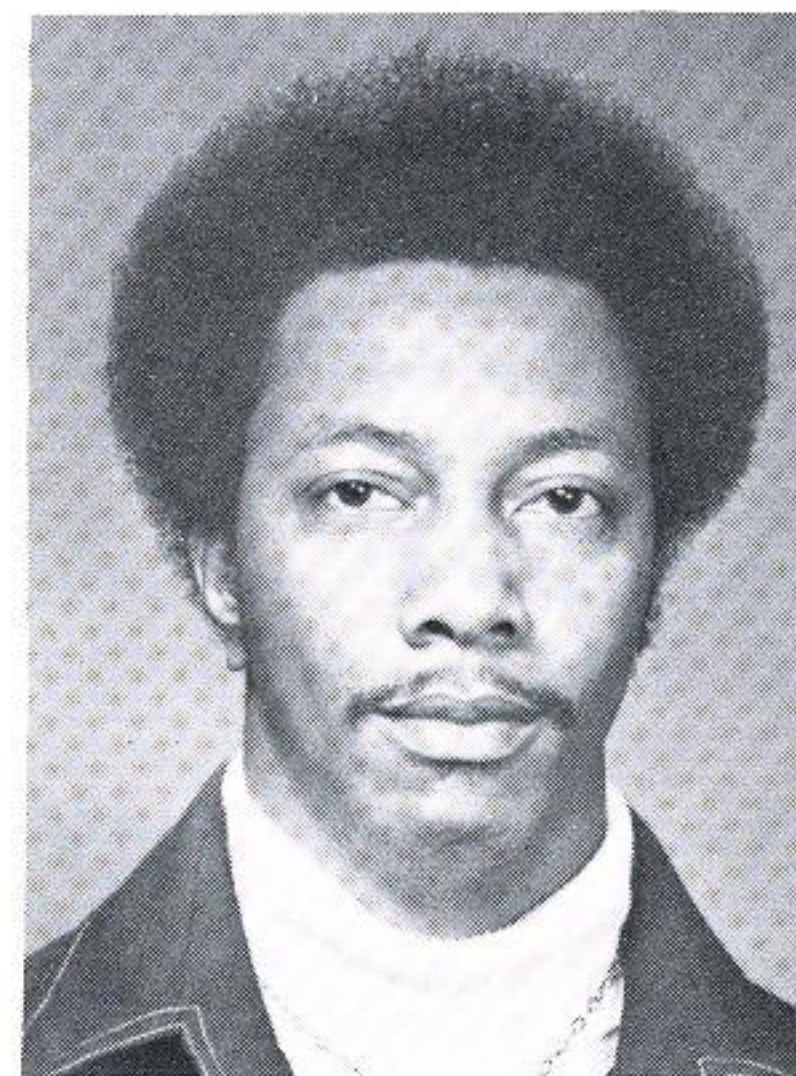


Jack I. Martin
Division Treasury
Beaumont

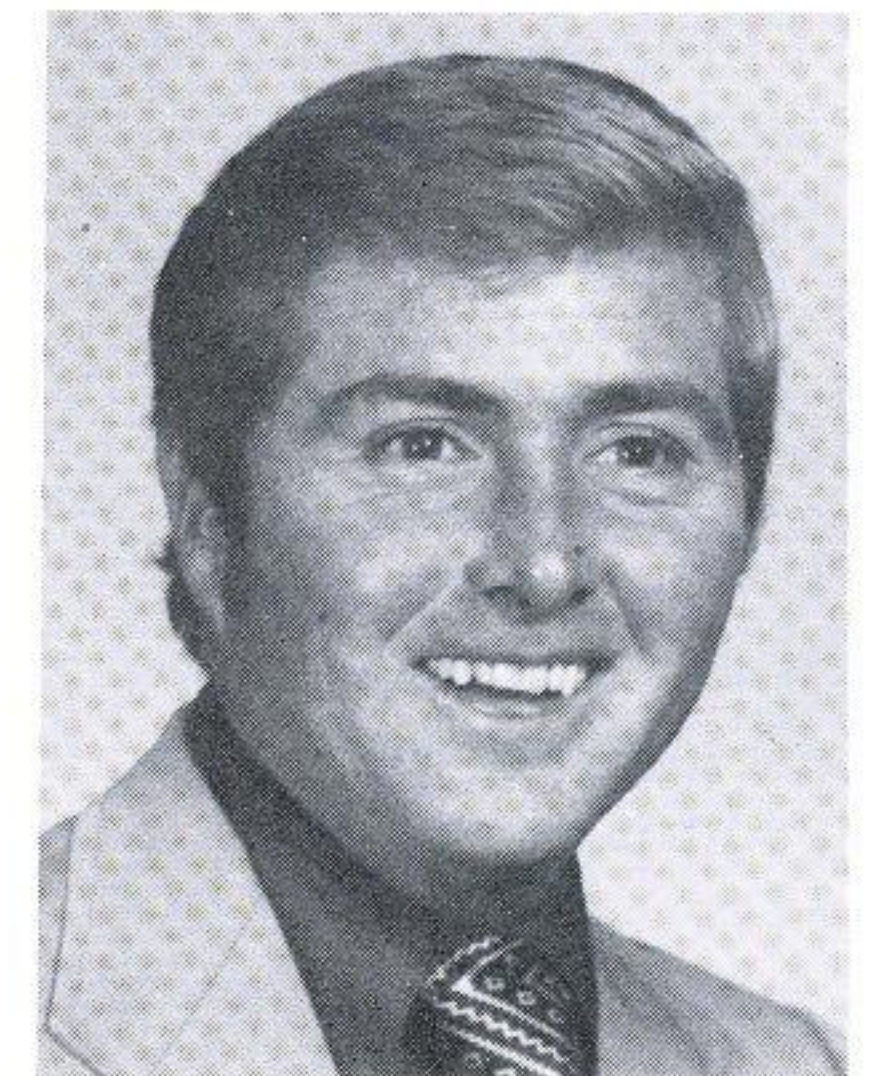


Alvin E. Hendrix
Information & Data Services
Beaumont

10 Years



James E. Bryant
Electric T&D Department
Beaumont



Robert J. Tassin
Electric T&D Department
Baton Rouge

FIRE!

And Repair



FIRE AND REPAIR— The droop in the wires on the right side of the left picture was caused by released tension after the lines melted. In the center picture, Linemen First Class John Coward (top), Walter Sykes (in the bucket) and Claude Carter prepare to attach blocks to the crossarms even as firemen are

The lights flickered all over Beaumont, and nearly 10,000 customers were without power for a few minutes Feb. 4 when a tank truck filled with oil smashed into a stopped car on Interstate 10 and burst into flames. The heat melted six 69 kv conductors crossing the highway over the site of the accident.

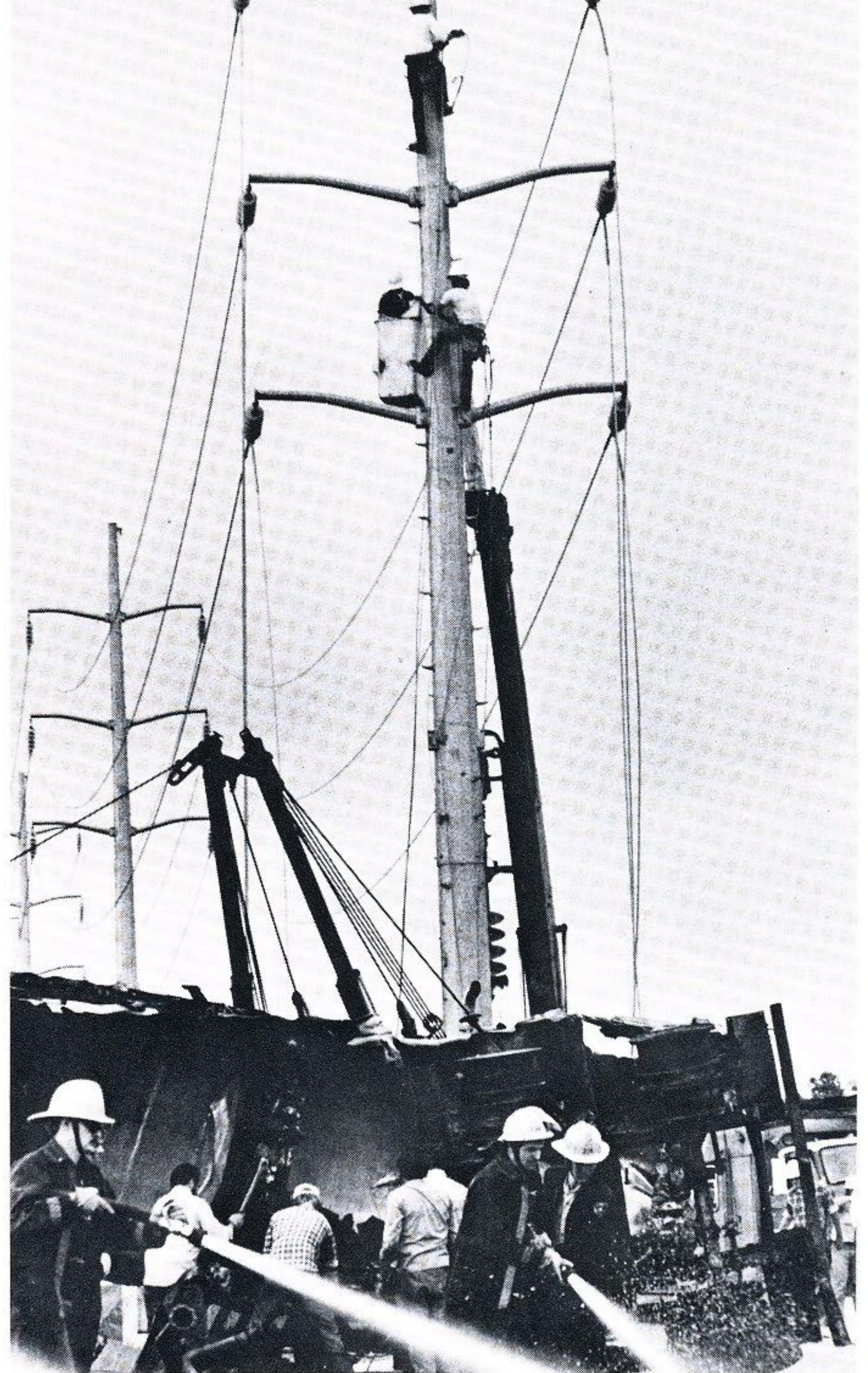
The truck driver died several days later from his burn injuries. The passengers of the car, who said they stopped because they were confused with the highway's interchange with U. S. 96 in northwest Beaumont, received minor injuries.

The surge of power threw breakers at six substations. Power was rerouted through secondary paths, and within three minutes electricity was restored to 6,440 customers.

The Briarcliff and Tanglewood additions received power after 19 minutes, after a man was dispatched to flip hand switches at their substations.

"I can't remember an outage this large caused by one case of trouble," said Lee Mills, division substation operator on duty when the accident occurred.

Three full crews, totaling 21 men, worked from 2 p.m. until 10 p.m. replacing the six stranded AAAC (All-Aluminum Alloy Core) conductors and the static shield wire running along the tops of the structures. Contaminated by the fire's smoke, the insulators were also replaced.



still hosing down the scene. Linemen worked into the night repairing the lines. In the final picture, Linemen First Class Buster Cunningham (in the bucket) and M. R. Allen splice the new and existing conductors together. (Photos by Jerry Lynas, Beaumont *Enterprise* and *Journal*)

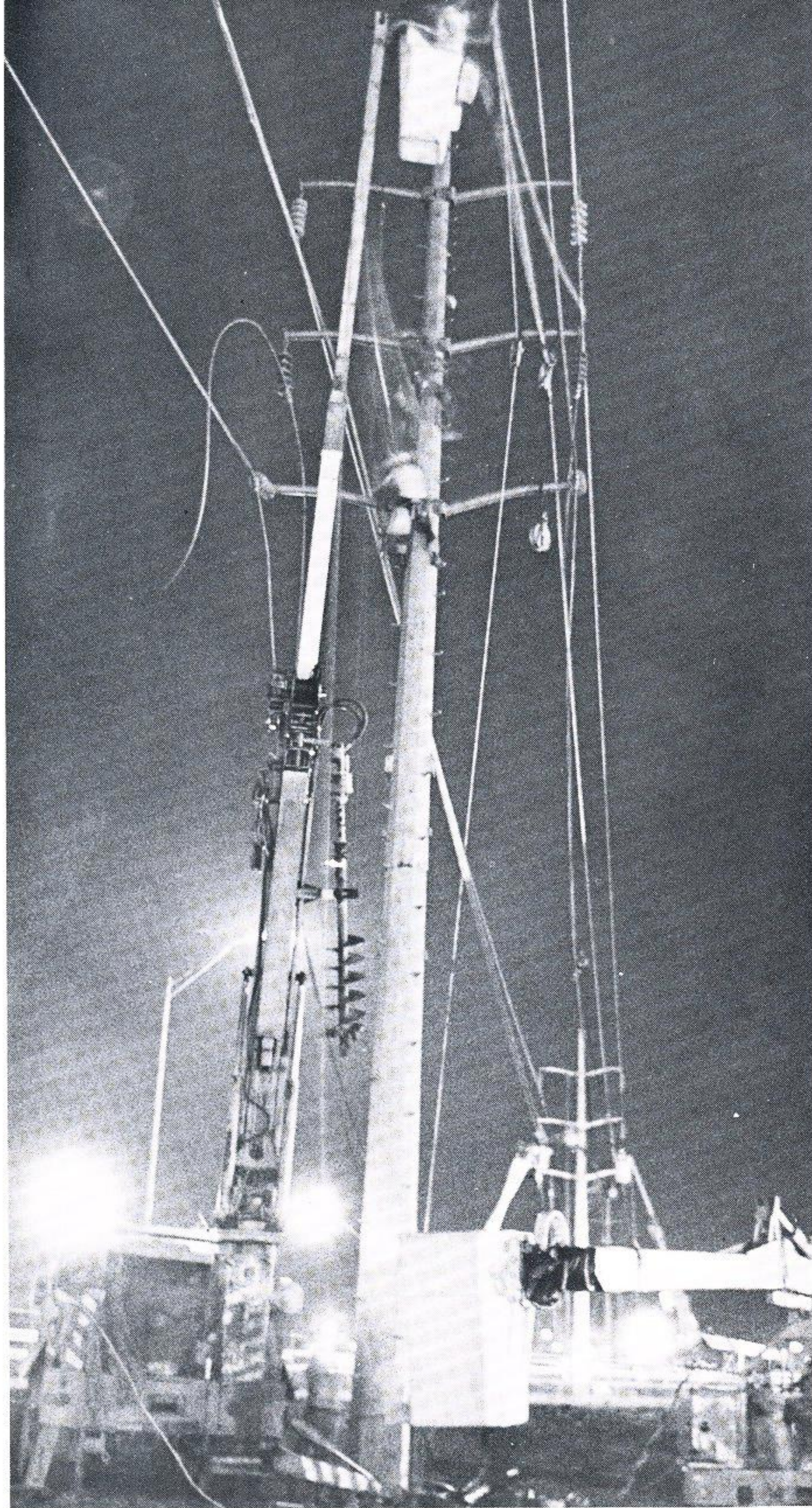
For each line to be replaced, traffic was stopped momentarily while a rope leader was thrown across the roadway and inserted into a captain's hoist through blocks suspended from the appropriate crossarm. The hoist then lifted under tension the rope — and wire attached to it — above the highway until the new section of wire could be spliced to the existing conductor.

"The biggest problem was the traffic," Line Foreman R. E. "Cuz" Cowart said. "The police left after dark, and you're almost taking your life into your hands trying to stop the flow of traffic to put that bull rope across the highway."

Cowart said planning the repair operation insured its expeditious completion.

"You can do a lot more through planning than just with hard work alone," he said. "You have to get the communications straight so that everyone knows what to do. When a person gets up in that bucket, you have an instant communications problem with all the noise, traffic and distance from the ground. Before they go up the structure, we get with the linemen to determine just how we will string it up."

Cowart said the biggest problems were metal posts still hot from the fire and avoiding the slushy, watered down soot firemen had pushed onto their side of the road. Extra care had to be taken to keep the tools clean of the soot.



He Saw It All

"That was something terrible."

Nathaniel Stephens, appliance repairman second class in Beaumont, saw the whole thing.

"I saw the truck traveling. I thought it swerved to avoid the car but it jackknifed and turned over. At first, there was just a little oil on the ground and a little fire.

"But then, WHOOSH!"

Stephens called the dispatcher when he saw the lines were melting.

"The way the lines were giving I knew the heat was getting to them," he said. "Each time a line broke, it sounded like a shotgun. It got so hot there — I'm telling you. I was afraid the wires would fall where I was."

"It looked like something you see in television. You don't see stuff like that on television."

But Stephens admitted he saw it all.

IN OUR AREA □



CALVERT, TEX.

Historic Homes on Tour

Eight historic homes, five churches and a contemporary home in the Calvert area will be open to the public April 26 and 27 during the Third Annual Robertson County Springtime Pilgrimage.

An arts and crafts show, antique sales, homemade cooking and gospel singing will accompany the event at the old Gulf States warehouse one block west of Texas 6 on Farm Road 1644.

Calvert was the home of many rich planters of the Brazos River bottom lands. It was the trading center of Central Texas and famed for the largest cotton gin in the world and its gambling casinos. Calvert had reached a population of 10,000 in 1873 when a yellow fever epidemic swept the town. Calvert's prosperity plummeted and today about 2,000 live in the town.

But many beautiful, old houses built near the turn of the century rekindle thoughts of past affluence.

One of the oldest is the W. D. Landers home, built in 1873 by George F. Randolph as a cottage for his wife. Randolph died in the epidemic and over the years the home was abandoned. Restored by the Landers, the home is now designated a Historic Landmark by the Texas State Historical Survey and contains many railroad antiques from the Calvert Depot, which has since been destroyed, and some of the original Randolph furnishings.

Several houses are splendid examples of Victorian architecture. Mr. and Mrs. Douglas McCrary restored the home pictured above, which had been built in 1879. Like several other Victorian homes in Calvert, the McCrary home contains stained glass windows, handcarved woodwork, brass hardware and interesting fireplaces.

The James Hucks home, built in 1892, even retains the original gaslights.

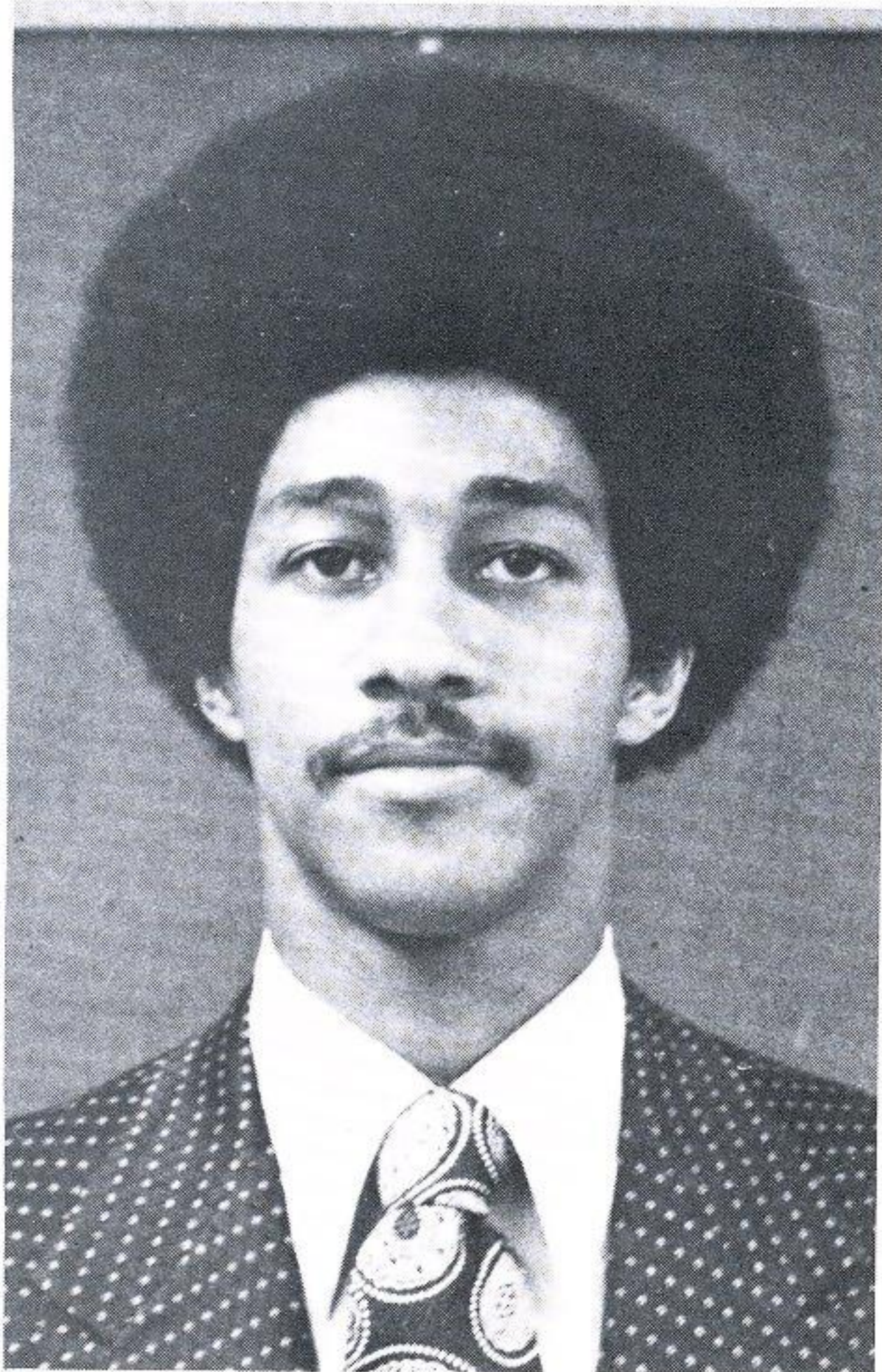
Also on the tour in nearby New Baden is the Paul Schultz and Son New Baden Store, which has been operated by the Schultz family since its founding in 1884.

The contemporary home is owned by Eber Peters, a Beaumont-based management consultant.

In addition to the homes on the tour, visitors may view the churches of Calvert, which house stained glass windows and simple — but impressive — furnishings, and enjoy the exterior beauty of other historic commercial buildings and homes in the town.

Pilgrimage hours will be noon to 5 p.m. each day. The arts and crafts show will run from 11 a.m. until 6 p.m.

PEOPLE ON THE MOVE



Leonard King

Leonard King, residential sales representative in Beaumont, has been promoted to assistant purchasing agent and transferred to the material services department.

King, a highly touted high school quarterback for Port Arthur Lincoln, earned the nickname "The Iceman" and went on to star as a small college quarterback at Doane, Nebraska, where his teams racked up a three-year record of 27-3. He joined GSU following his graduation in 1973 with a bachelor's degree in business administration.

He is married to the former Cynthia Williams of Port Arthur, and the couple has one daughter, Vikki Lynne, 6.

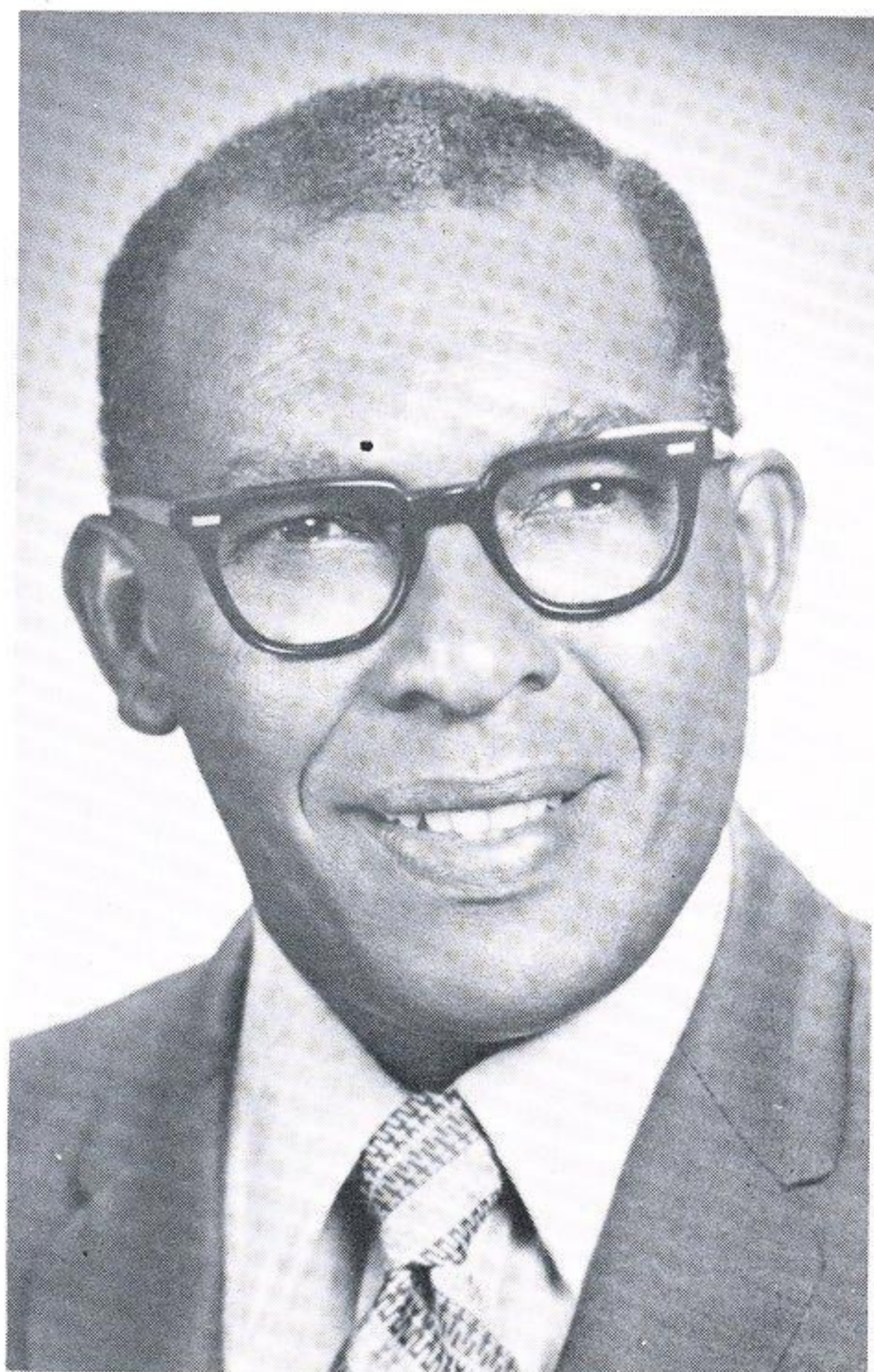
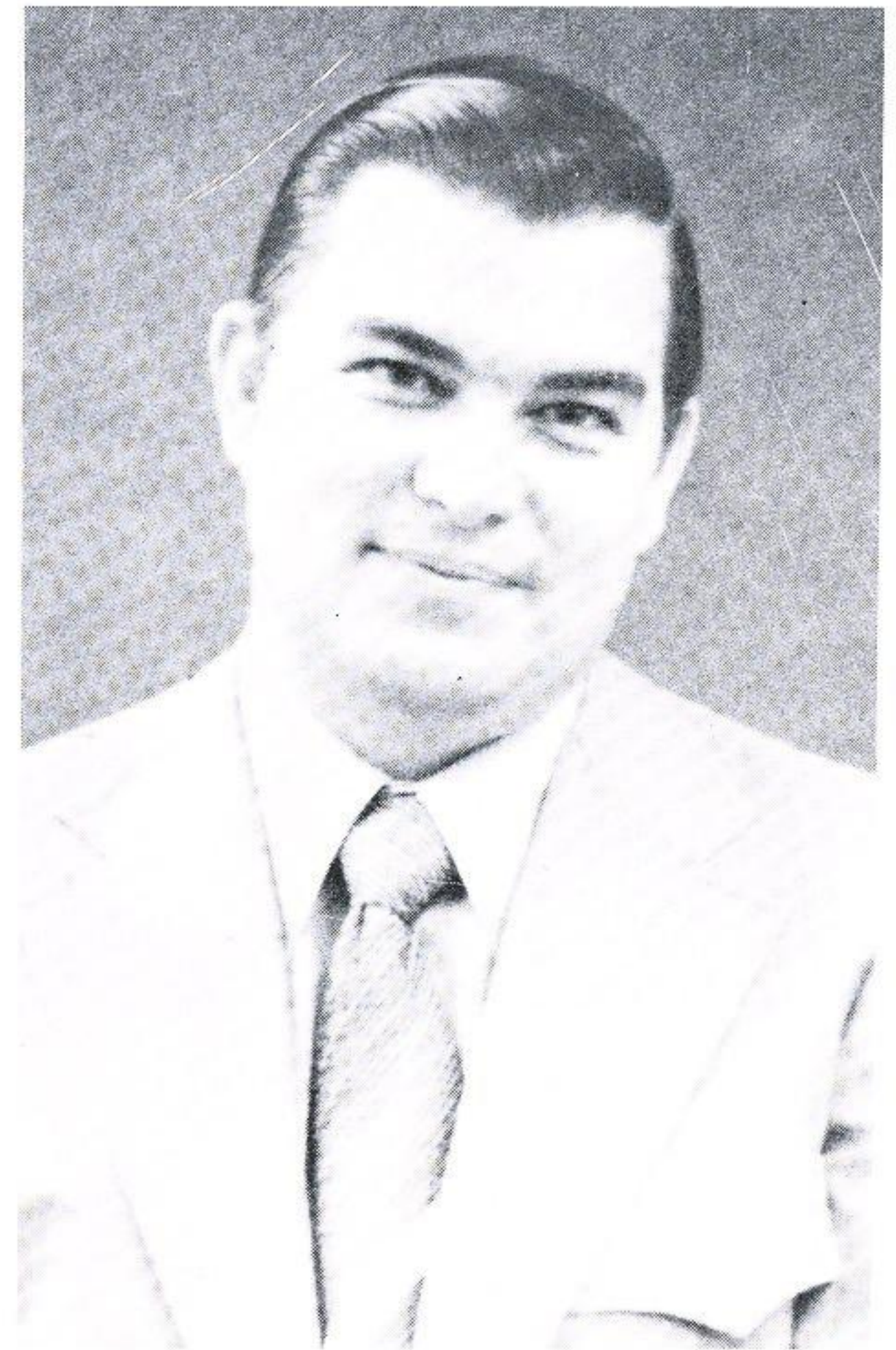
Paul A. Leist

Paul A. Leist, engineer, has been transferred from the system engineering design department, standards design, to the system engineering planning department.

A native of Douglas, Ariz., Leist was reared in Roxie, Miss., and attended Mississippi State University, graduating with a B.S. in electrical engineering in 1970.

Leist joined our Company as an engineer in the Beaumont T&D department immediately following graduation. He was transferred to the system engineering design department, design engineering construction, in 1972. The following year he was moved to standards design.

Leist is married to the former Edith Emfinger of Meadville, Miss. The couple has one son, Kevin, 3½.



Jimmie Kimble

Jimmie Kimble, special laborer at Louisiana Station, has been promoted to plant labor foreman.

Kimble joined our Company in 1943 as a laborer at Louisiana Station and has progressed through various labor classifications.

A native of Lisbon, La., he attended school in Homer, La.

Kimble is married to the former Evonne Sykes of Homer. The couple has 11 living children, five girls and six boys ranging in age from 30 to 11, and four grandchildren.

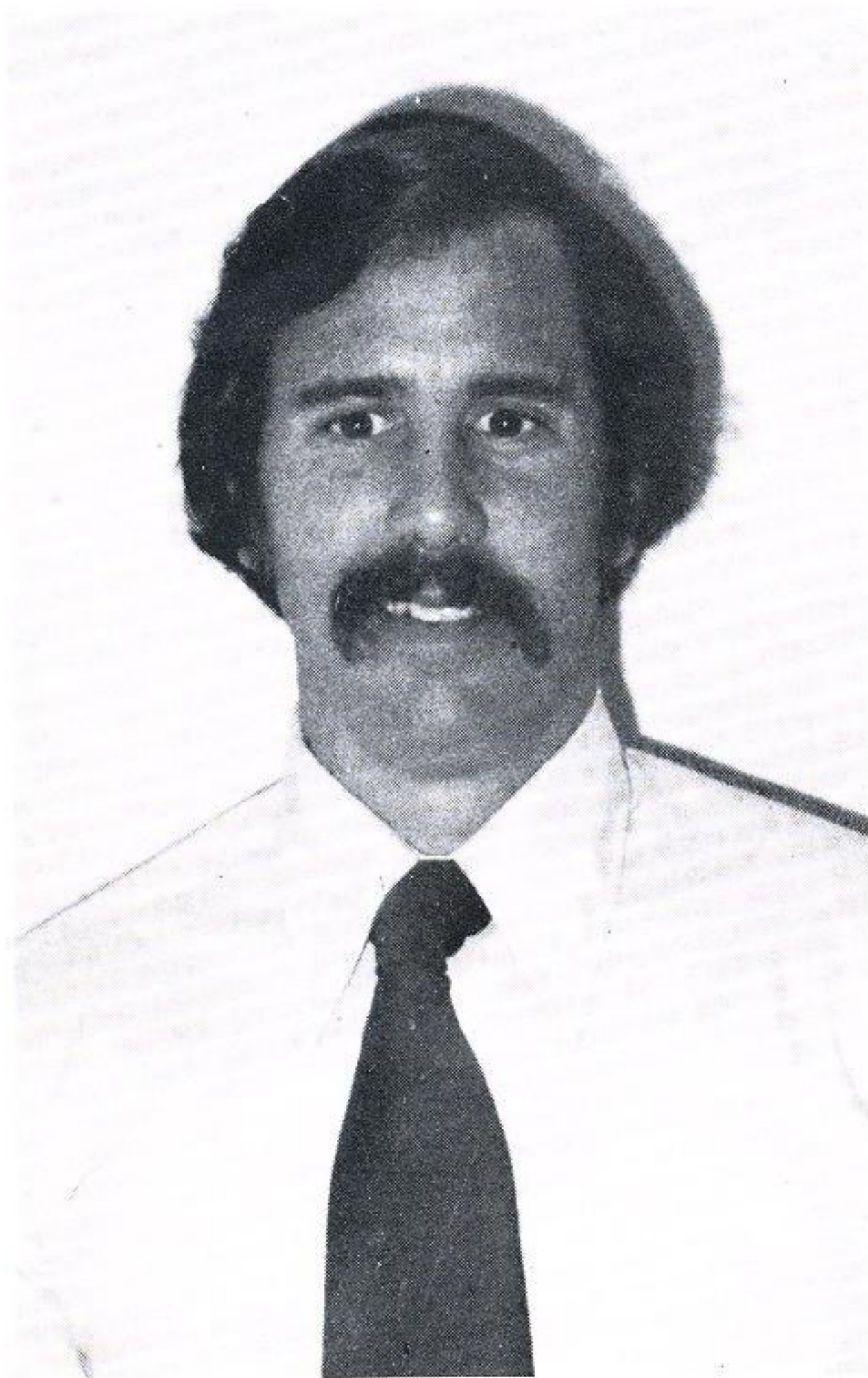
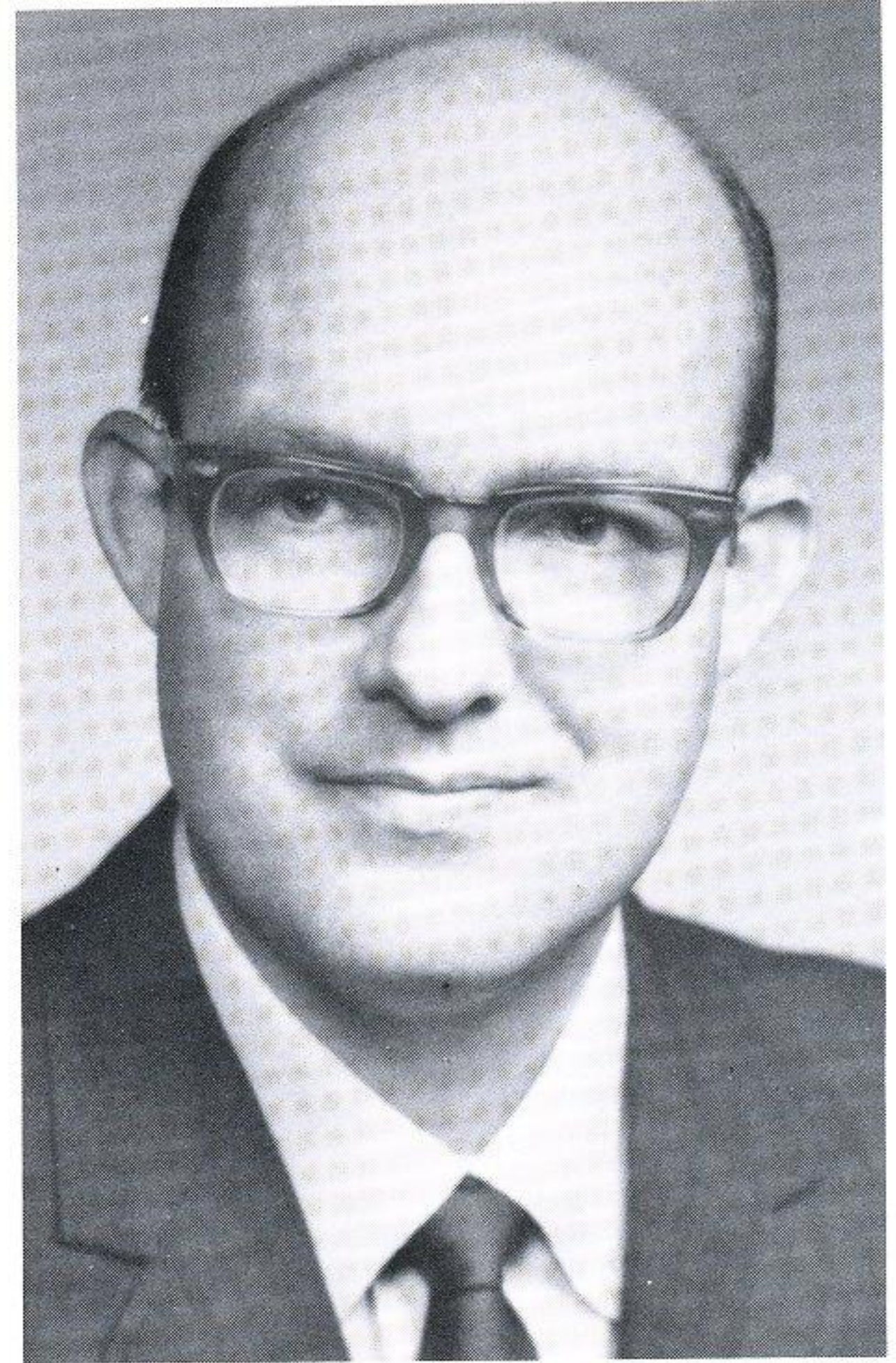
Prentice Ward

Prentice Ward, rate analyst, has been transferred to the tax services department and named depreciation analyst.

Ward, a native of Tyler, Tex., is a graduate of the University of Texas in accounting. He joined the Company in 1957 as an accountant in the plant accounting department. He was promoted to administrative accountant in 1967 and in 1972 to rate analyst.

Ward is an Air Force veteran, having served with air intelligence in Germany in the early 1950s. He and his wife, Imogene, have a son, John, a seventh grader at Lumberton.

Ward is active in professional and church affairs. He is on the depreciation committee of the Edison Electric Institute, is a member of the International Order of Foresters and various Lumberton community projects. He is also a director of music and deacon at the Magnolia Avenue Baptist Church.



Robert W. Dowies

Robert W. Dowies, residential sales representative - senior in Lake Charles, has been transferred to the systems support services department in Beaumont and promoted to methods analyst.

A native of Lake Charles, Dowies graduated from LaGrange High School and received a B.S. in business administration from McNeese State University. He joined our Company as a residential sales representative following his graduation from McNeese.

He is married to the former Kathryn Hebert of Lake Charles. The couple has two children, Doug, 5, and Laurie, 1½.

Dowies was co-chairman for the United Appeals campaign in Lake Charles in 1974.

Allen E. "Gene" Anderson

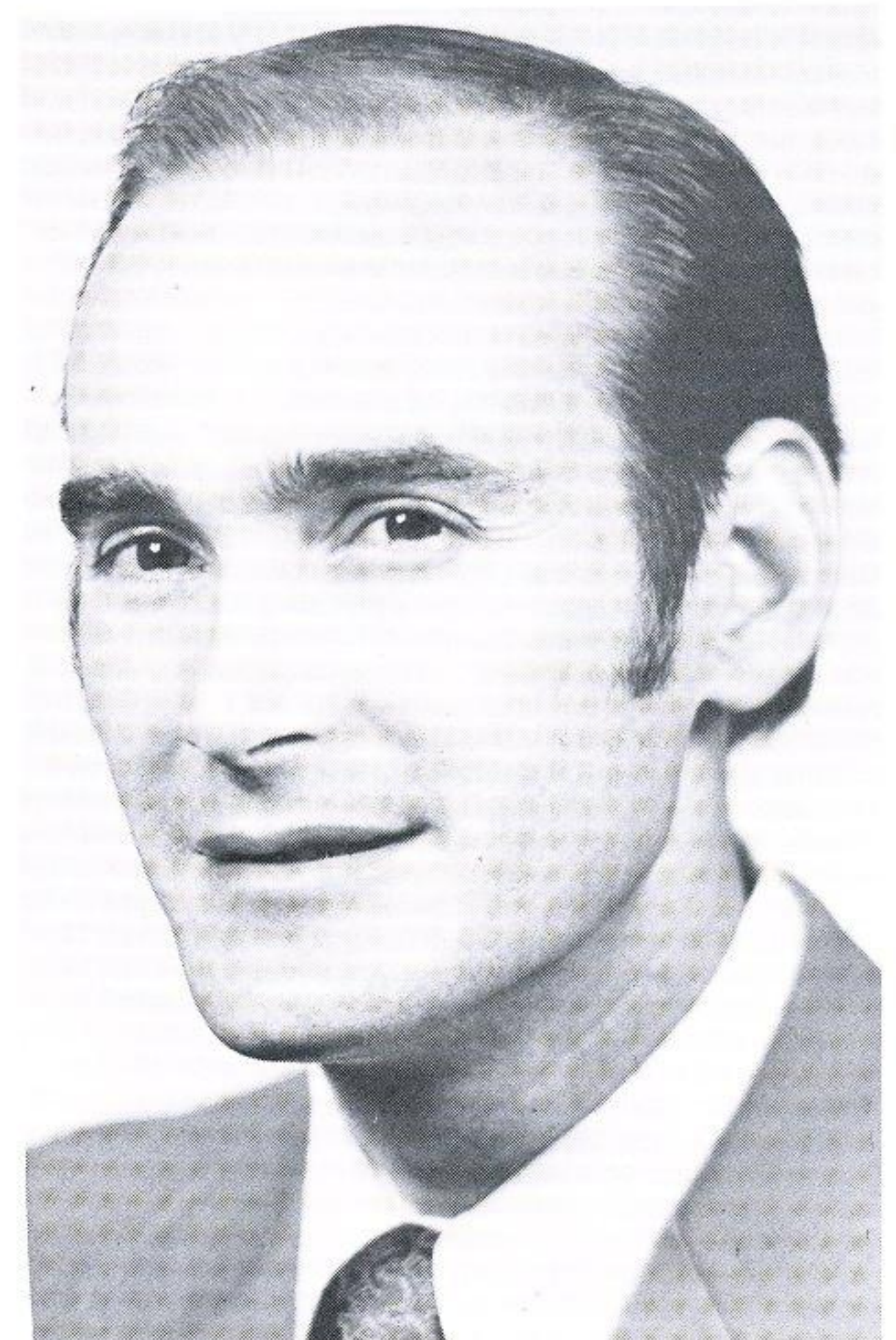
Allen E. "Gene" Anderson, engineer in the system engineering design department, has been transferred from design engineering - construction to standards design.

Anderson joined our Company as an engineer in Beaumont in 1963, following his graduation from Louisiana Tech with a B.S. in electrical engineering. He was transferred to the Western Division in 1964 and assigned to the T&D department. Anderson became industrial engineer in Lake Charles in 1969 and was transferred to the system engineering design department in 1973.

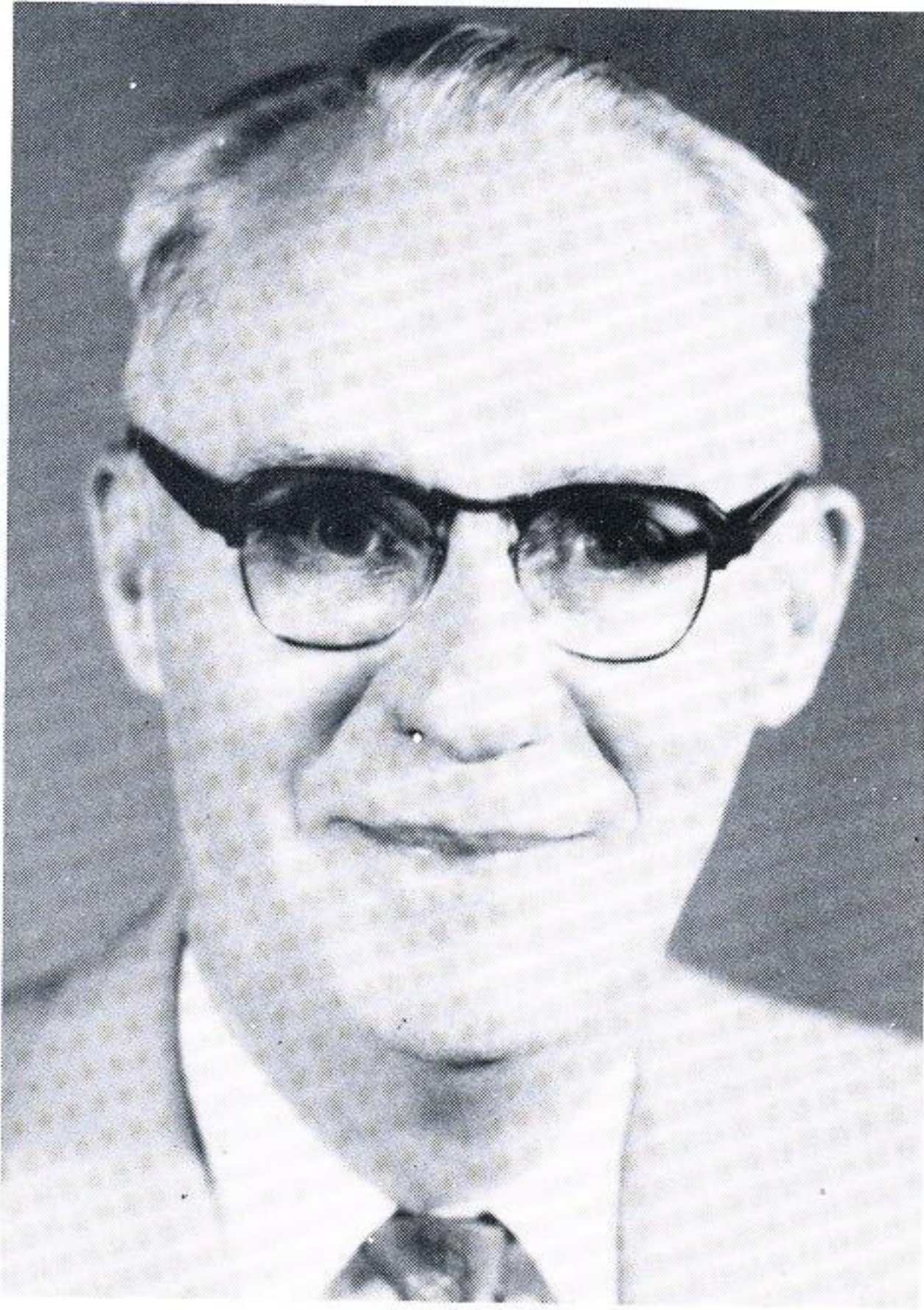
Anderson is a native of Ruston, La. He spent two years on active duty with the U.S. Navy before attending college. He is a registered professional engineer in Louisiana.

Anderson is married to the former Sydney Tooke of Baton Rouge. The couple has two children, Bill, 10, and David, 8.

The family is active in the First Methodist Church in Beaumont, where Gene and Sydney are coordinators of Family Life and Gene teaches Sunday School. Anderson is also cubmaster for Pack 333 of the Cub Scouts.



DEATHS



Joe S. Jones

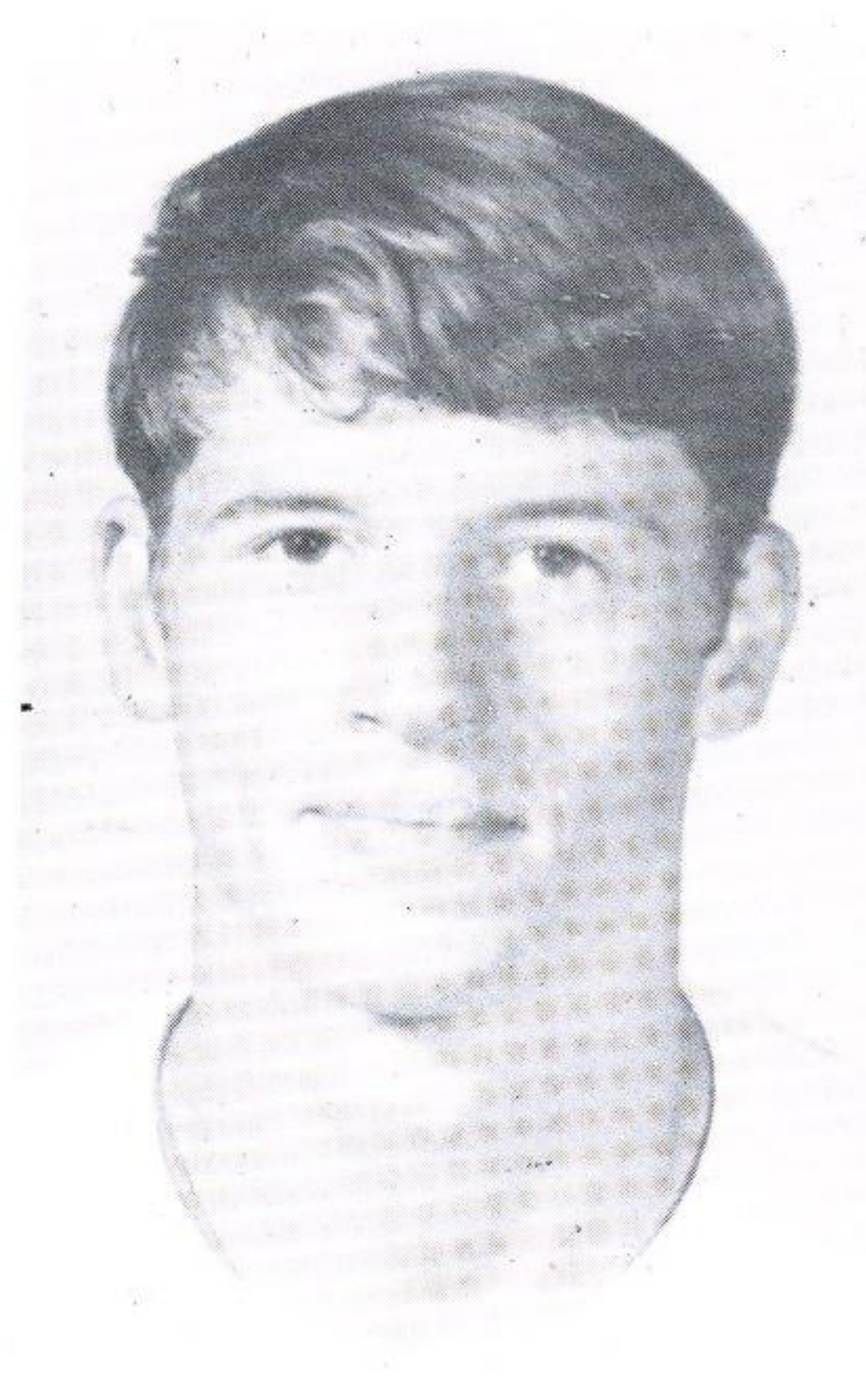
Joe S. Jones, 76, retired supervisor of customer's accounts in Baton Rouge, died Feb. 24 at Our Lady of the Lake Hospital.

Jones worked more than 27 years with Gulf States, beginning as a helper in the Baton Rouge storeroom. He served in various clerical positions until promoted to assistant supervisor of billing in 1941 and, later that year, to chief clerk in billing.

In 1949 he moved to customer's accounts as assistant supervisor, was named supervisor in 1962 and retired in 1964.

A native of Baton Rouge, Jones attended Louisiana State University.

He is survived by two daughters, Mrs.



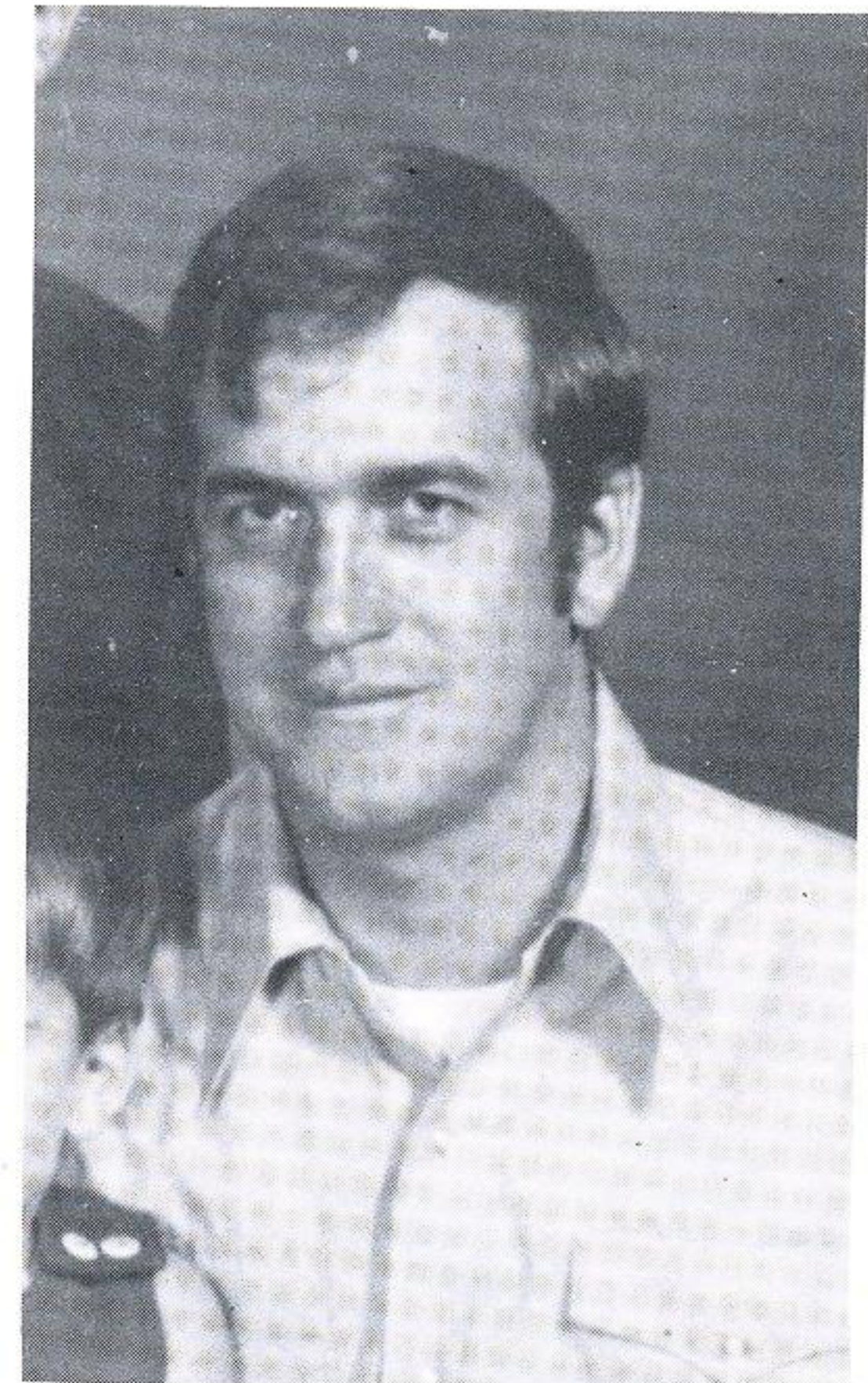
Keith W. Burrell

H. T. John of Houston and Frances J. Dearing of Baton Rouge; four grandchildren and four great-grandchildren.

Robert C. Tatum, Jr., 25, lineman first class, and **Keith W. Burrell**, 23, apprentice, died in an electrical accident near Silsbee Feb. 24.

The men were working on a downed line when an unexpected surge of power electrocuted them.

Tatum joined the Company in 1967 as a helper in Beaumont. He progressed through various classifications and moved to Silsbee in 1971 as a lineman third



Robert C. Tatum, Jr.

class.

Tatum is a native of Bossier City, La. He is survived by his wife, Sharyn Tatum; two sons, Bryan Tatum and Tommy Tatum, his parents, Mr. and Mrs. Robert C. Tatum, Sr. of Bastrop, La.; one brother, Tim Tatum, currently in the U. S. Navy; and one sister, Patricia Carter of Orlando, Fla.

Burrell was first employed by Gulf States in 1973 as a helper in Silsbee, where he later progressed to apprentice.

Burrell is a native of Liberty. He is survived by his wife, Shirley Faye Burrell; his parents, Mr. and Mrs. J. W. "Jack" Burrell of Evadale; and one sister, Yolanda Franks of Campti, La.

THE INDUSTRY

Florida Power Corp. on January 8 asked 56 other utilities in the state to buy partnerships totaling nearly \$1.2 billion in a mind-boggling \$3.2 billion worth of new electric power plants.

The St. Petersburg-based utility said it was to have received purchase bids March 17 on the joint ownerships and will require down payments by July 15 to help it finance the massive expansion and expedite construction of the new generating plants to meet power needs of the 1980s. (St. Petersburg *Times* Jan. 9, 1975).

Virginia Electric and Power Co. has received a construction permit from the Atomic Energy Commission to begin con-

struction of Surry Units 3 and 4. The additional units will raise the generating capacity of the Surry facility to about 3,400,000 kilowatts.

The addition of the two Surry Units, together with four nuclear units under construction at North Anna, will provide Vepco with more than 7,000,000 kilowatts of generating capacity by the mid-1980s. (Virginia Electric & Power Co. Dec. 20, 1974).

Florida Power & Light Co.'s Nuclear Unit No. 3 at Turkey Point began supplying power Dec. 20, 1974, following completion of a refueling operation that had kept the unit out of service from October to December, the Company reported.

This marked the initial refueling for the nuclear unit, Florida's first, which began commercial operation in 1972. Turkey Point's second nuclear unit, which began operation in 1973, is scheduled for refueling next spring. Future refueling of the units will be scheduled on an annual basis.

Carolina Power & Light Co. said it indefinitely postponed development of two generating plants, one coal-fired and the other nuclear. The utility said the action reduces its 1975-77 construction budget \$180 million to \$1.15 billion. (Wall Street *Journal* Dec. 19, 1974).

COFFEE CUP



I've been to many retirement parties, and I've always wanted to know what the old fella was thinking about.

Family, Friends at Charlton's Party

A reunion of family and friends assembled in the Company's Orange auditorium Jan. 31 to wish a happy retirement for T. O. "Doc" Charlton, superintendent there for nearly 20 years.

His son, Dr. Thomas L. Charlton, and family traveled in from Waco; three first cousins from Jasper and Silsbee attended the festivities, and dozen of Gulf States associates from as far away as Navasota gathered to send "Doc" off in style.

"I've been to many retirement parties and I've always wanted to know what the old fella was thinking about while everyone was saying all those nice things about him," Charlton told the group. "I wondered how I would act when it was my turn.

"Well, all I can say is that it is a wonderful occasion, I'm looking forward to doing the things I didn't have time to do. Most of my friends are retired now and having a good time.

"Let me know where you guys are catching the fish," Charlton instructed his fellow retirees.

Charlton and his wife, Genevieve, received a variety of gifts, including the centerpiece from the serving table, a pair of earrings, a memory book, a "Tound tuit," and a check.

Johnny Johnson, janitor in Orange, presented Charlton with a broom dressed up to resemble a worker. "Keep on moving, little brother," was inscribed on the present.

The cake was decorated with a fisherman and lettered, "Doc!! Don't Get Hooked on Idleness."

Ward McCurtain, Beaumont division manager, was emcee of the ceremonies. Testimonials were given by Albert Baird, operating superintendent at the Beaumont Service Center; Randy McAlpine, Port Arthur division manager; and retirees "Diddy" Welch, Glenn Richard, Emery Pintsch, Walter House, Victor Gayle, Cecil Nantz and Connie Winborn.

J. T. "Sparky" Sparks, appliance repairman, provided comic relief with his infamous "roasting" techniques.



Little Float Wins Big Money

Mite makes money.

Bill Rouse, test technician first class at Louisiana Station, won first place in the float competition and best entry overall in the Baker (La.) Jaycees Christmas Parade Dec. 14.

"Mine was the smallest float I saw," Rouse said. "Most of the other floats were sponsored by businesses and were really large with lots of people on them. I had no idea I would win."

Rouse won \$100 for the first place finish; the best entry prize was a plaque and his name engraved into a five-foot-tall trophy enshrined in the Baker city hall.

Rouse's entry was a "modernized Santa's Sleigh and reindeer;" the toy-filled sled actually a decorated wagon of his five-year-old son Chris and the locomotion provided by an unantlered Tri Sport dune buggy. Chris rode the float as Santa Claus throwing candy to spectators. Rouse's daughter Kathy, 1½, was to have ridden in her daddy's lap as pictured, but came down with a cold and had to stay at home.

Rouse won over about 15 other floats



Kathy, Bill and Chris Rouse ready for the parade.

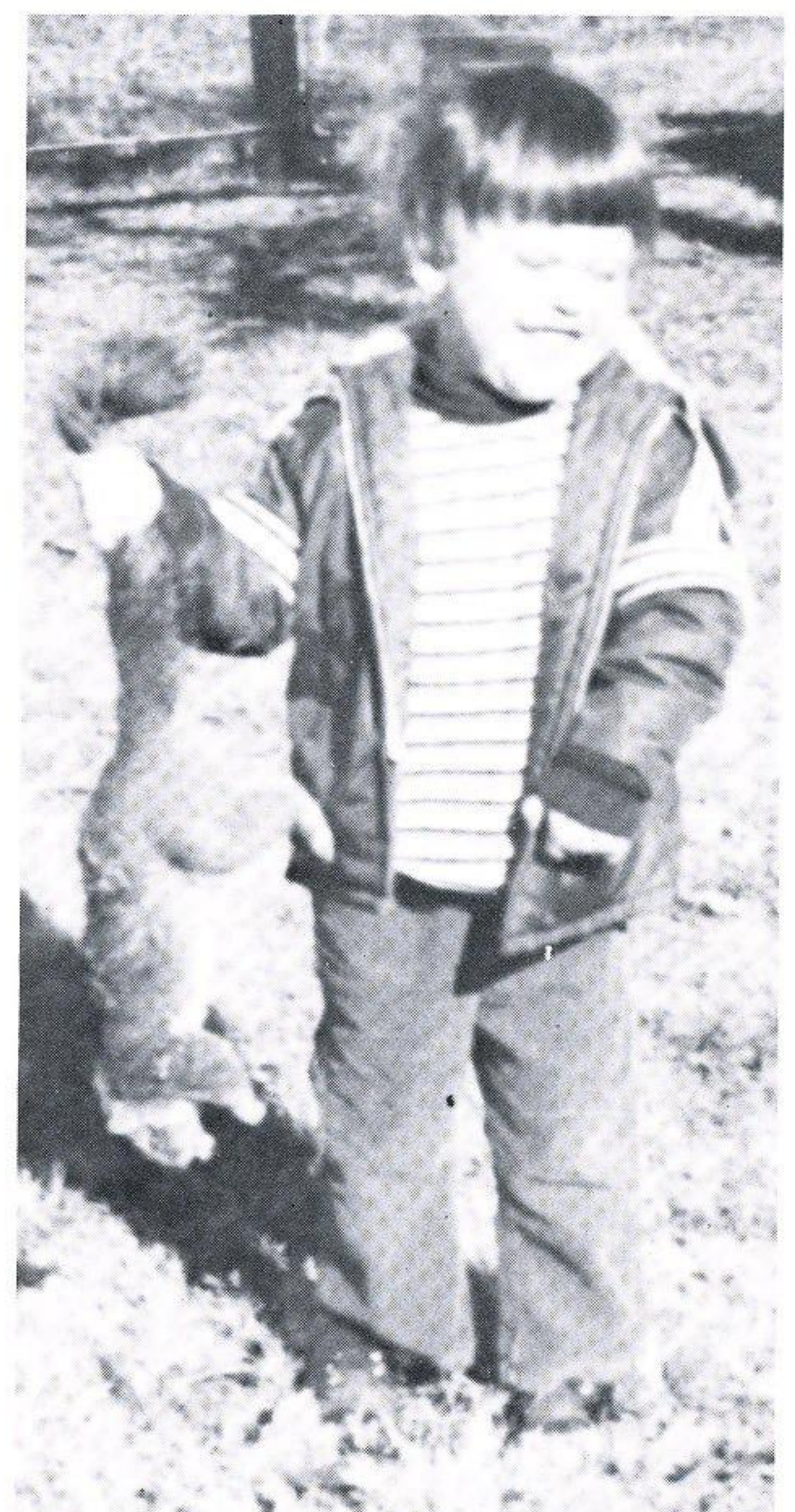
entered in the parade, which traipsed three or four miles through the highways and streets of Baker.

"I had entered the Baker Bicentennial parade back in July and one of my

friends in the Jaycees called me in the fall to invite me to enter their Christmas parade," Rouse said. "I built it in my spare time over about three or four weeks." (from Marilyn Nicholson)



LI'L TAIL GRABBER — Scott Gajeske, 3½-year-old son of Robert Gajeske, building and grounds maintenance man in Navasota, seemed to enjoy holding the tail of a 10-point deer killed by his father Dec. 28 at his lease near Navasota. But that squirrel's tail was something else. Yuk! (from Betty Dickschat)





Serviceman's Wife Wins Contest, Shopping Spree

by Loraine Dunham

Who says it's impossible to win those national essay contests?

Ruth Hebert, wife of Lucine P. "Sonny" Hebert, serviceman first class in Port Arthur, won a seven-minute shopping spree at a local grocery store by writing in 50 words or less, "Why it's fun to drink Shasta beverages." She was one of 100 winners nationwide.

She compared each of the 14 flavors of the company's products to a different vacation. "So you see with Shasta you get 14 mini-vacations all in a row," her entry concluded.

Mrs. Hebert, a secretary at a construction firm in Port Neches, said she reflected a minute during a coffee break and typed out the essay in less than a half hour.

"I looked at my essay and said, 'Hey, this is good. You're going to win old gal.'" So Mrs. Hebert wasn't surprised, but was very excited, when she was notified she was a winner.

Her stampede through the store began at 7 a.m., Jan. 28.

"I wasn't nervous at all until I saw the television newscaster and several reporters standing around, plus the store manager, Shasta representative and who knows what else. 'Lord!' I thought, 'They just

told me I was going to shop for groceries, not put on a show.'

"But when they blew the whistle for me to break that ribbon, I forgot about the cameras rolling, the flash cubes popping and just went for broke. I loaded up my cart, and ended up having to put back more than I kept.

"The rules," Mrs. Hebert explained, "were for you to load your basket, push it to the checkout counter, unload and start all over. Any groceries left in the basket at the end of seven minutes didn't count. And I only got to keep \$300 worth.

"I picked up \$783.44 worth—the greatest amount of any of the winners across the country."

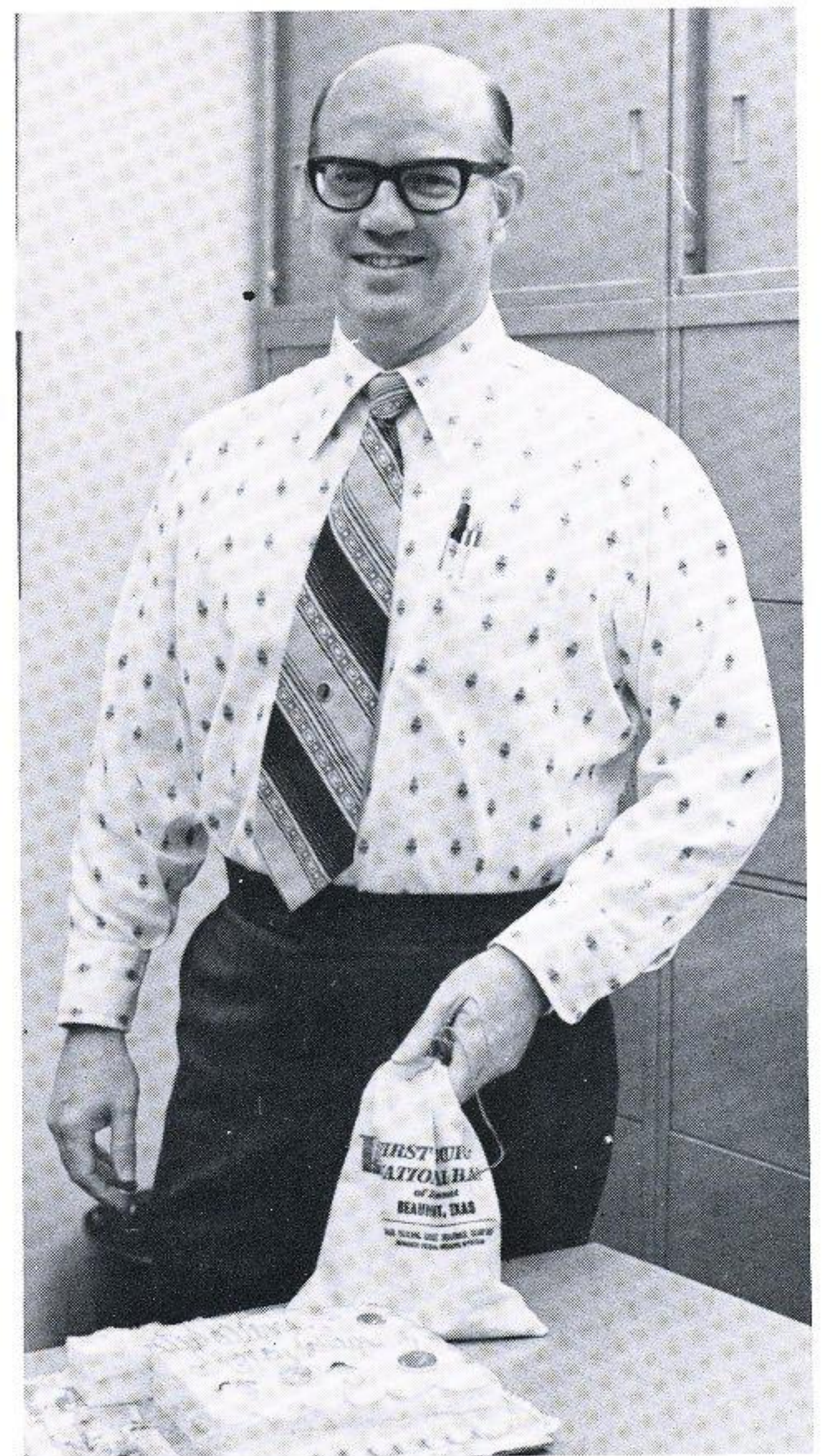
Mrs. Hebert's tactic was to raid the meat counter. All but \$3.53 worth of her haul was meat. The rest was ice cream. She has a large freezer in her all-electric home.

Mrs. Hebert did admit to an anxious moment.

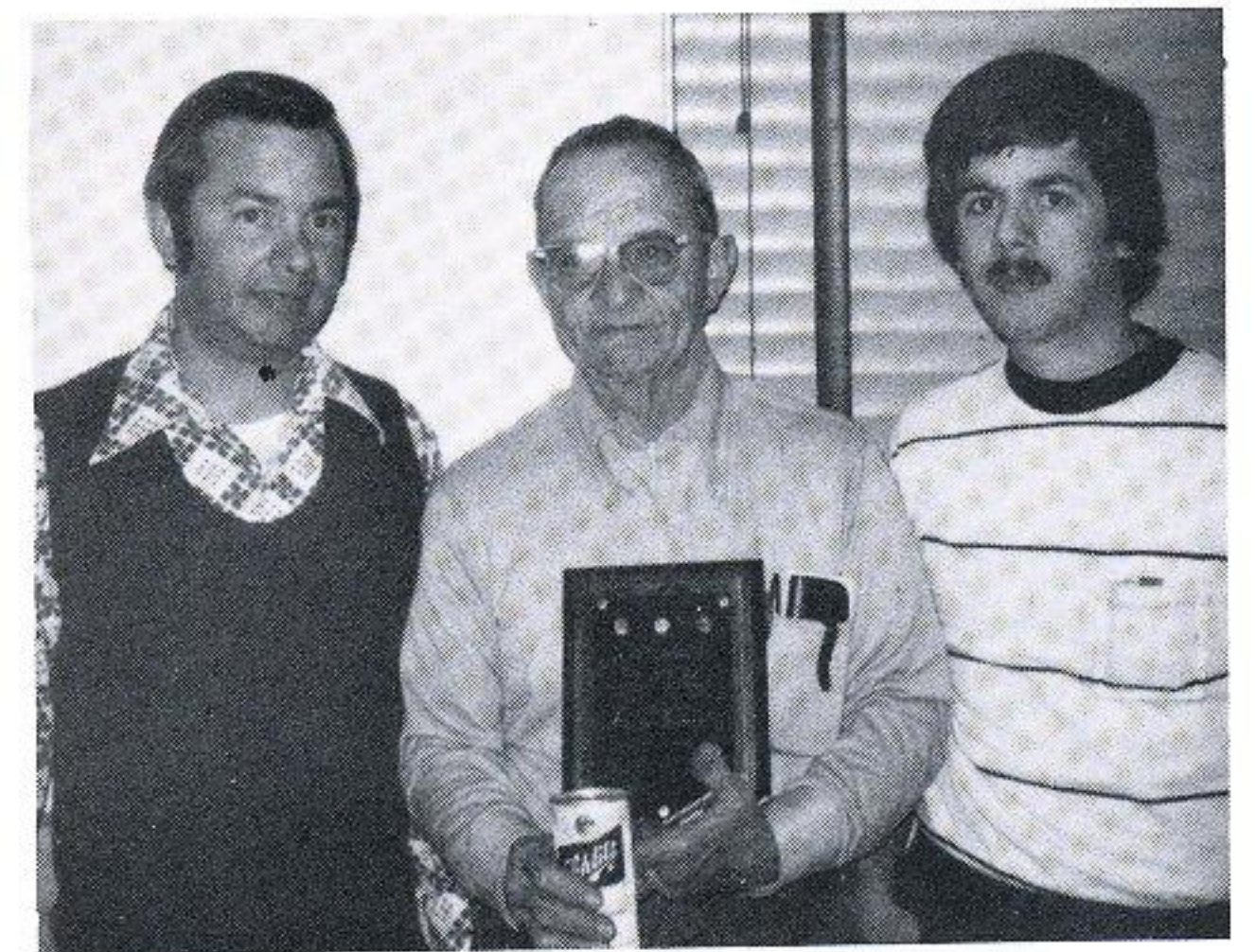
"I thought they were going to have to stop the clock for me to use the bathroom," she recalled.

Also, the thought of 14 mini-vacations slipped her mind.

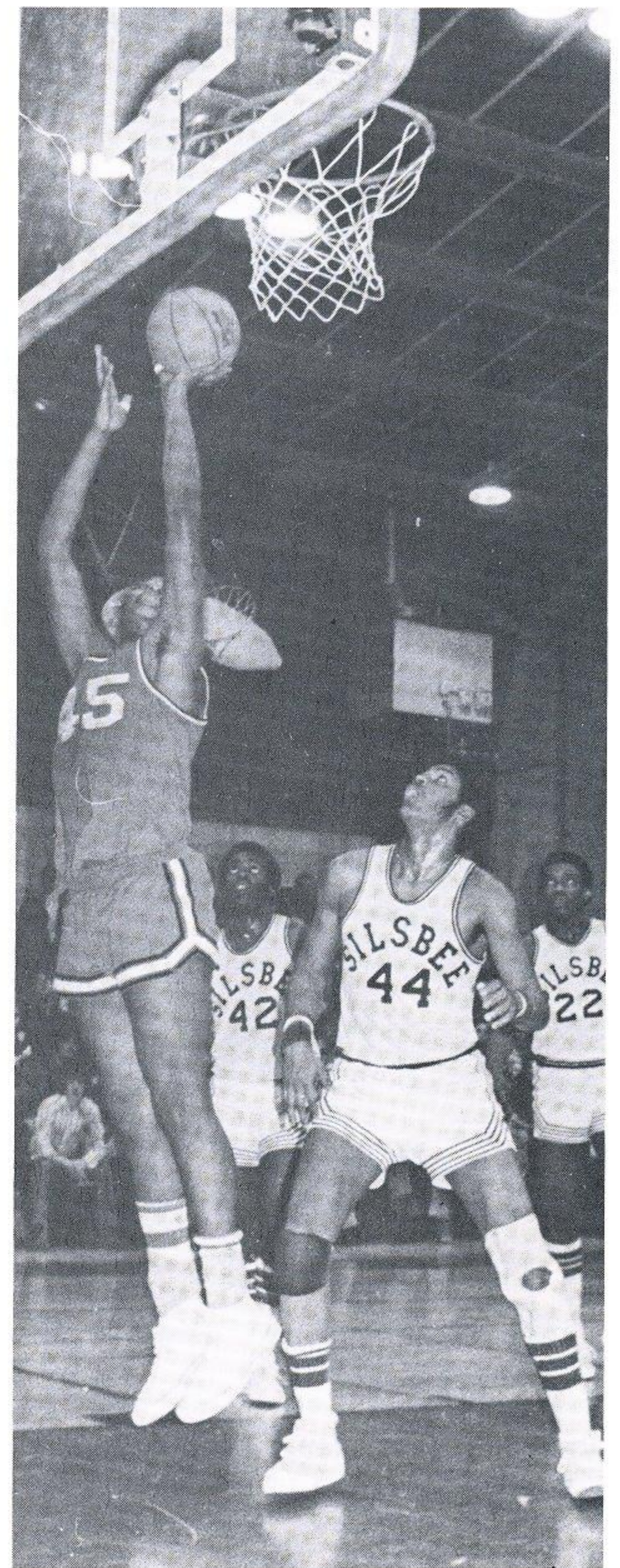
"I forgot to pick up any Shasta."



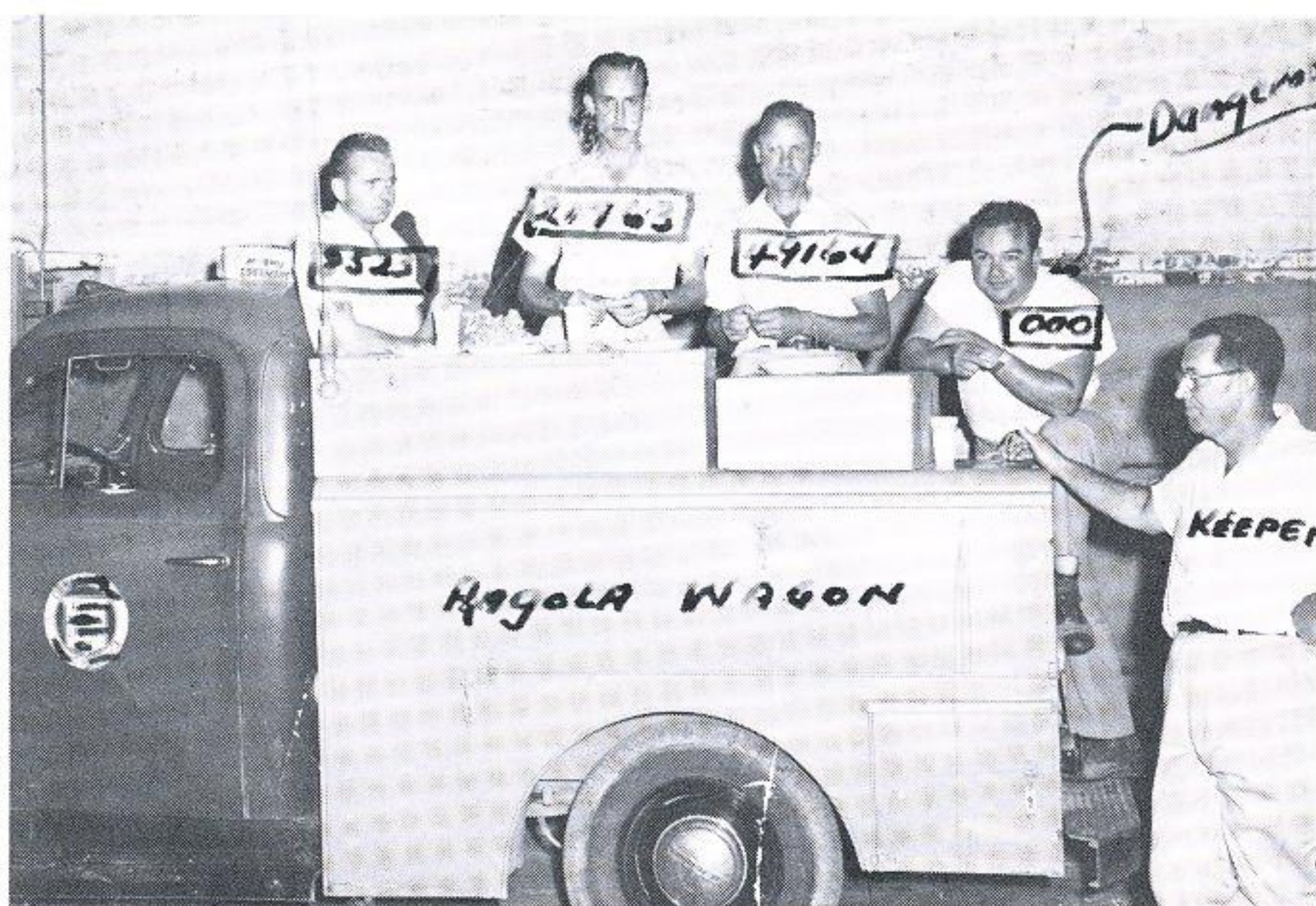
OL' MONEYBAGS — Bob Jackson, secretary-treasurer, was the center of a party in the corporate and finance department Feb. 26 honoring Jackson's recent promotion. He was given a bank bag loaded down with pennies, a cake decorated with gold coins, dollar signs and "Congratulations, Money Bags," and the admonition "not to spend all your money in one place."



SPAGHETTI SALUTE — A chicken and spaghetti dinner was held in honor of John W. Theriot Feb. 26 in Baton Rouge. Theriot retired Jan. 1 after more than 30 years in the gas department there. Pictured above are Theriot flanked by two sons, John W. Jr., (left) and Tom. His fellow employes awarded Theriot a plaque decorated with his 10, 20 and 30-year service pins. (from Geralyn Williams)

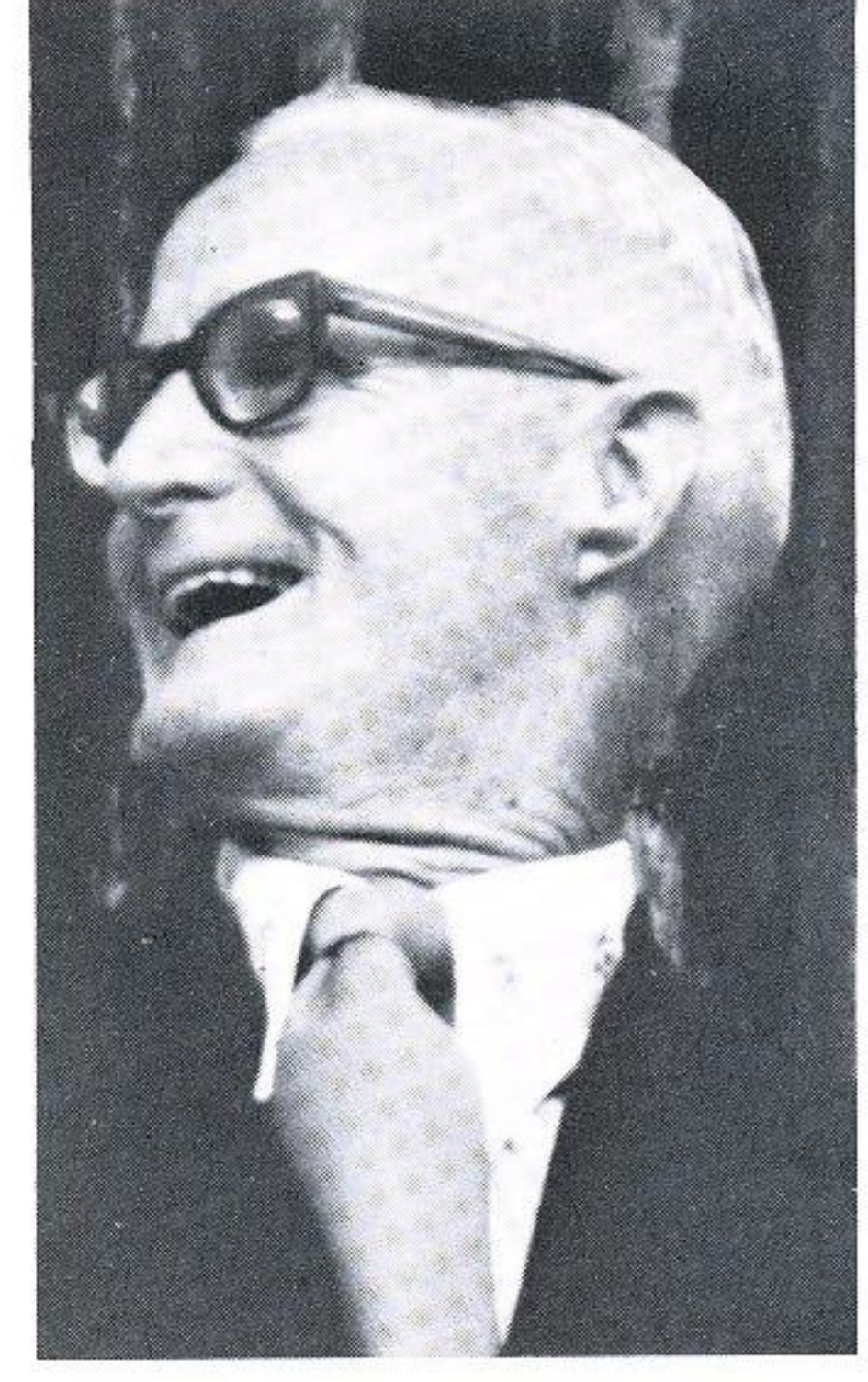
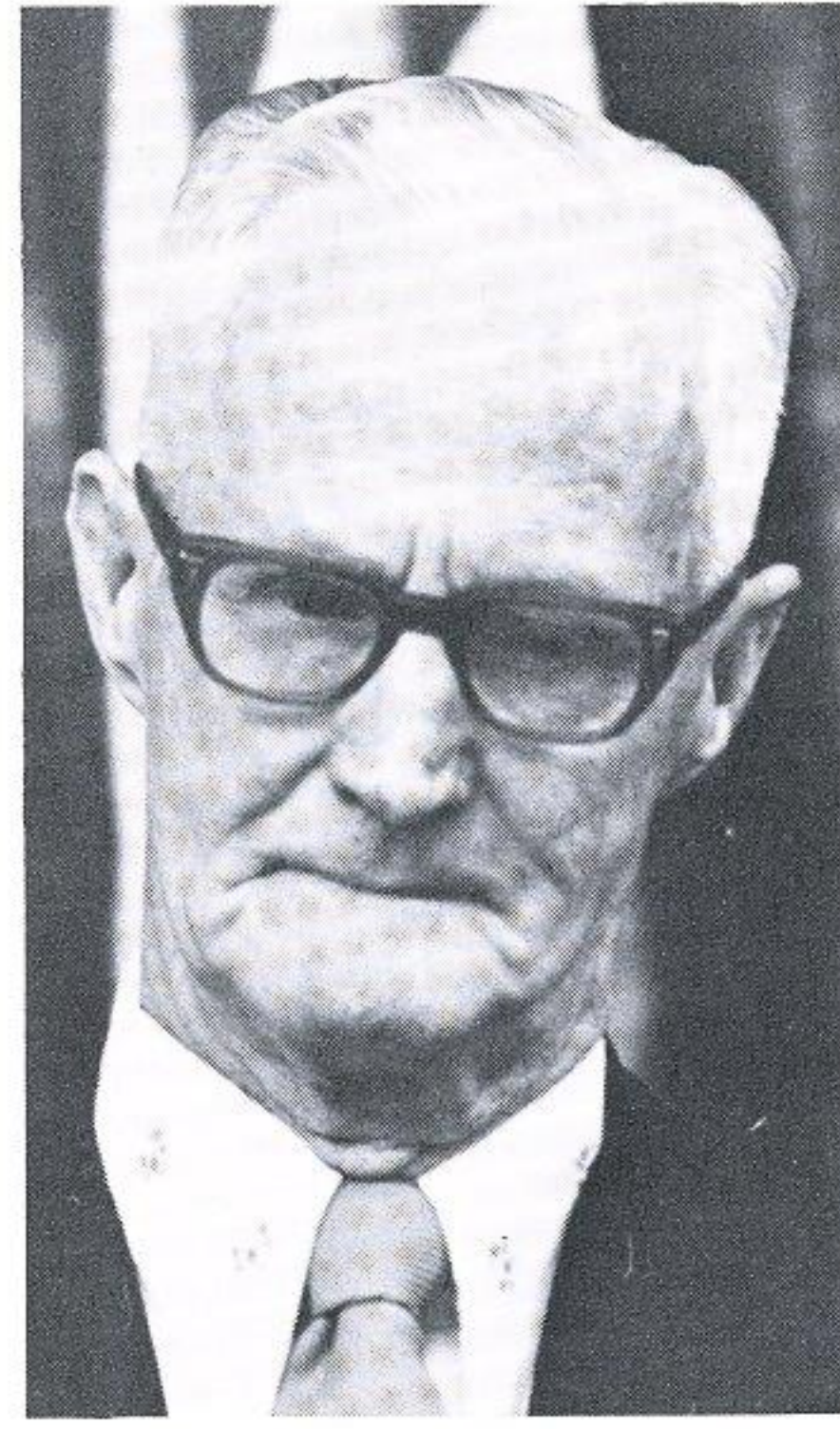


TALENTED ATHLETE — Ernie Rogers, at 6'5", 234 pounds, is the biggest news in Cleveland, Tex., these days. The 18-year-old son of Milam Rogers, janitor at the Gulf States office in Cleveland, was chosen for the All-Southern High School football team as a tight end and led his Cleveland High School basketball team to the state championship 3A tournament. An honor roll student who hopes to major in business, Rogers will attend Rice University in the fall. A versatile athlete, Rogers played offensively and defensively as tight end and defensive end in football; center in basketball and played on the baseball team. Pictured above watching Rogers sign a letter of intent to attend Rice are Rogers' parents and his high school coach, Charlie Williams (center). At right, Rogers maneuvers for an uncontested layup in their come-from-behind victory over Silsbee to win their district championship.



LIFERS — The group of Lake Charles appliance repairmen (disguised as inmates at the state prison in Angola, La.), posed for a picture (left) at a Company shrimp boil in 1951, held a reunion recently (right) and all but one are still working in the same department. From the left in both pictures are Marvin Goodman, Carol Foreman and Leon Andrus, now First Class

Appliance Repairmen with 28, 24 and 35 years experience each; Sammie Bono, now service supervisor with 40 years with the Company, and Alber Buller, who retired in 1973 as a first class repairman with 41 years experience. (from Johnnie Harris)



Cecil Nantz: 'This Is Your Life'

Cecil Nantz, retired distribution supervisor in Orange, was feted by the Orange Lions Club March 3 for having been recognized by the club's national office for bringing in 50 new members over his 27 years of membership.

The program was a surprise, "This is Your Life."

A friend recalled Nantz's prowess as a boxer in his boyhood home of Kirbyville. His preacher, fellow Lions, friends at the Salvation Army, rose growing companions and coworkers from Gulf States joined in the reminiscence. Nantz's only child, his daughter Yvonne, and her family were brought from their home in Dallas to participate.

Nantz received a key award, two plaques, a toy baseball bat, a 25-years perfect attendance pin, a preview copy of the Lions Club Spirit of '76 pin and a certificate of appreciation from the District Governor that had been delayed since 1957.

"All this really helps your ego," Nantz commented wryly after the ceremonies.

Gulf Staters participating in the program were: Rudy Rougeau, distribution supervisor; Stanley LeBouef, serviceman; H. L. Stagner, utility line foreman; T. W. Mitcham, Jr., substation foreman; R. H. Steele, lineman; and O. H. Schultze, retired line foreman.



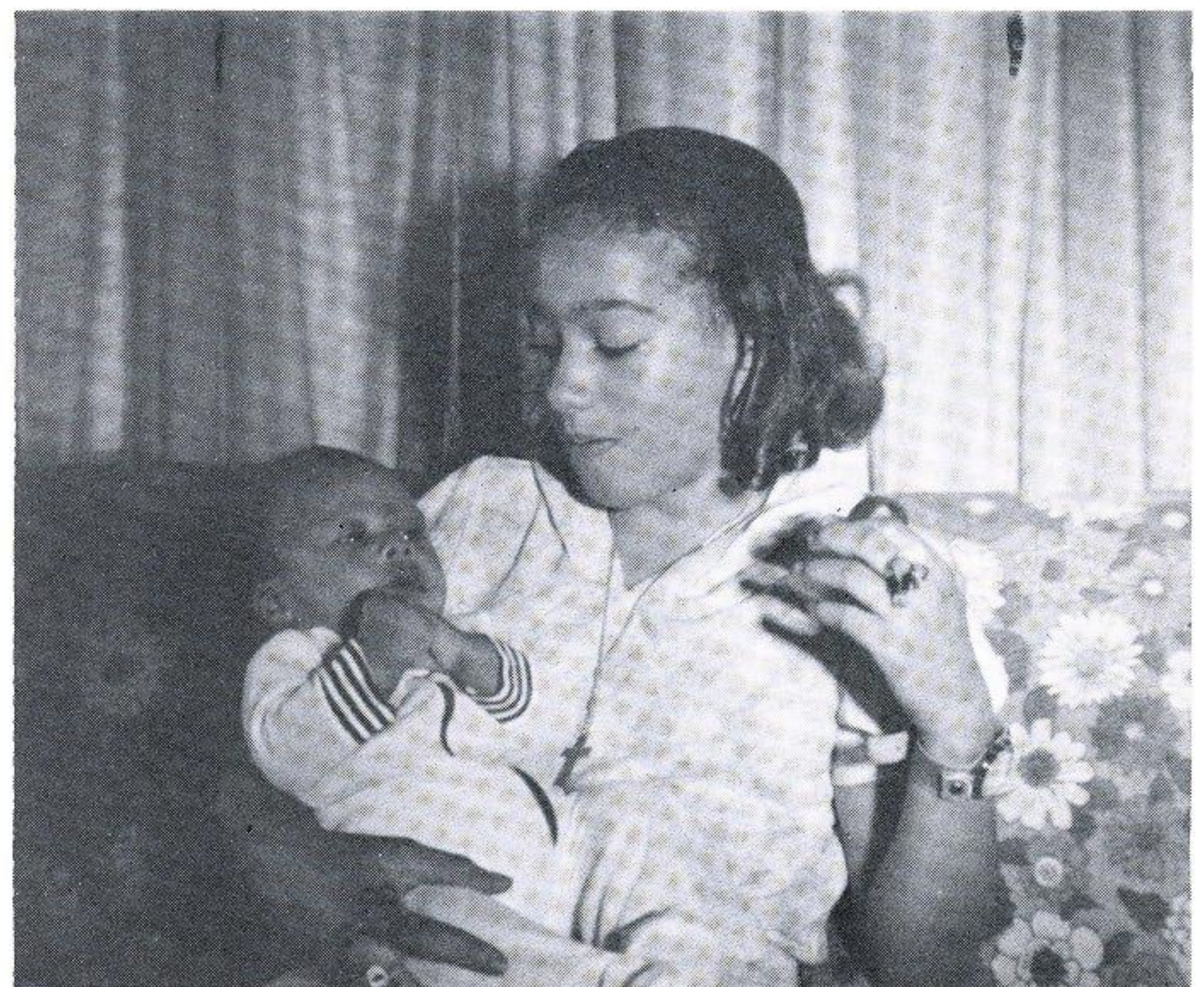
73, GEORGE — Friends and coworkers packed the Main Office 16th floor conference room Feb. 28 to wish a happy retirement to George De La Matyr, supervisor of engineering research and communications, who retired April 1. He joined our Company more than 41 years ago. Jim Atkins (left), engineering manager, gave De La Matyr a wallet "with some cabbage in it," a gift from his coworkers. Madge De La Matyr was presented with a corsage of yellow roses, and her husband



wore a matching boutonniere. De La Matyr expressed his thanks and goodbye with an emotional trembling voice. Two cakes (right) were prepared and decorated with symbols of De La Matyr's favorite hobbies: ham radio operation and gardening. The numerals "73" represent a standard closing for a radio conversation. In the second cake, the new retiree is shown hoeing a couple of rows of plants. De La Matyr grows turnips, mustard greens, beans, okra and tomatoes in his garden.



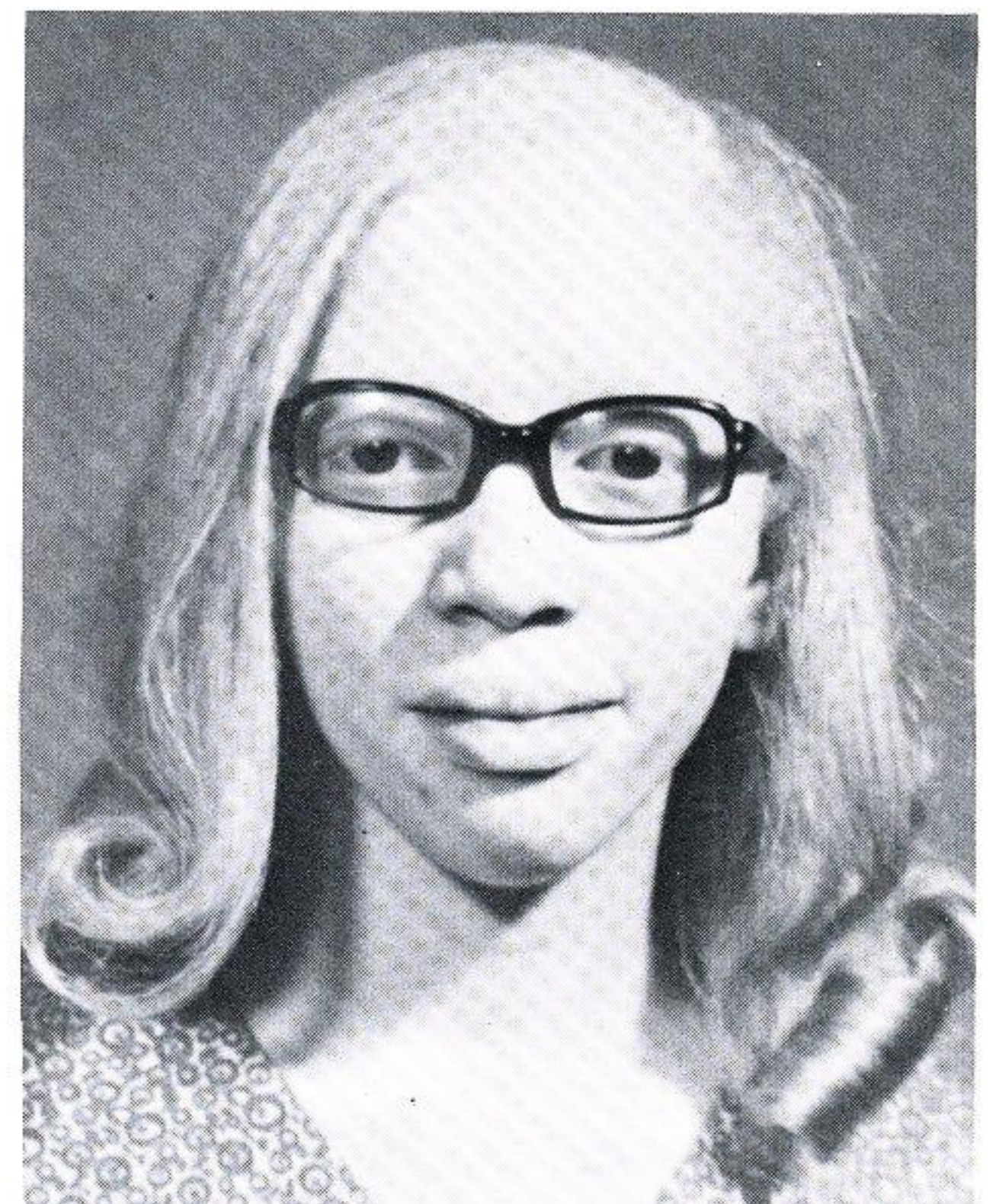
BIRTHDAY CAKE — Jimmie Smith, general maintenance supervisor at Neches Station, launched into a red skin cake on his birthday, Jan. 21. Like the late Jack Benny, Smith announced he was 39 years old. Joining in the surprise party were Terry Bond — who baked the cake — and Dorothy Haynes, both departmental clerks. (from Gene Russell)



NEW SISTER/GODMOTHER — Lydia Roy (right), daughter of Philip Roy, laborer II in the Beaumont building and grounds department is now wearing two hats since the birth of Keith Wilson Roy, Nov. 25. Not only is Miss Roy a big sister, but she was also named godmother of the child. (from Carolyn Motl)



VALENTINE HEART — The Baton Rouge gas department celebrated St. Valentine's Day with a heart-shaped cake decorated by the mother-in-law of E. A. Cowart, senior engineering assistant (far right). Preparing to enjoy the feast are Janice Fields (left), Janice Park, Geralyn Williams and Grace Granger.



HONORED SCHOLAR — Sharon Guillory, daughter of Elcie J. Guillory, Lake Charles meter reader, has been named to represent Marion Senior High School in the Society of Distinguished American High School Students, a honorary society based in Birmingham, Ala. "The Society honors only America's most distinguished students, those who have achieved academic excellence and have displayed leadership in extracurricular and civic activities," the society said. Miss Guillory, 16, is one of the few juniors selected and her biography will appear in a book listing the nation's recipients. She will also be eligible to compete for more than \$800,000 in grants offered to society members. (from Janet Followay)

BATON ROUGE: Margie Force (T&D); T. Boone Chaney (T&D), Melanie Hima (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), Geralyn Williams (Gas), Opal Temple (Acct.), Robert Graves (Storeroom), Susan Wilks, Debbie Lynn (Engr.)

LA. STATION: Marilyn Nicholson
LEWIS CREEK: D. W. Rutherford.
MADISONVILLE: Wanda H. Tinsley.
NAVASOTA: Betty Dickschat.
NECHES STATION: Gene Russell.

Plain Talks Reporters

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.

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PORT ALLEN: Adele Vavasseur.
PORT ARTHUR: Sue Williams, Lorraine Dunham (S.C.)
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SOMERVILLE: Mary Brock,
SULPHUR: Pearl Burnett,
WILLOW GLEN: Loris Landaiche, James Veatch.
WOODVILLE: Alene Cole.
ZACHARY: Myra Ponthier.

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.

RECIPES

by Mike Ross
Editor, Plain Talks

Mike Ross is a food fanatic.

When not eating, he's usually hungry, thinking about his next meal or delighting in the previous one.

He began cooking when he moved into an off-campus apartment with three friends while attending Rice University, having apparently inherited the kitchen enthusiasm of both his father and mother. A collector by nature, Ross has accumulated more than 40 cookbooks.

Disdaining ordinary fare, such as steak and potatoes, Ross prefers challenging, tasty and intriguing entrees, of which his favorites appear on this page.

The Sate (pronounced Sah-tay) in Indonesia is akin to our barbecue. This recipe is adapted from three, published in the *Life Picture Cookbook, Indonesian Cookery* by Lie Sek Hiang and a newspaper article on the culinary talents of Mrs. Ratmini Soedjatmoko, wife of the Indonesian ambassador to the U.S. The Moussaka recipe is taken from *Greek Cookery* by Nicholas Tselementes. Elise's Rainy Day Barbecue is courtesy of Elise Siebentritt of McLean, Va., a family friend.

Chicken Octavia has replaced fried chicken in the Ross household since Mike's mother, Martha, found the recipe in a *Woman's Day* magazine about 10 years ago. Curried Chicken Breasts is the creation of the mother of Tom Marks, one of Ross' apartment roommates. The dish is a sweet curry, not hot like many Indian curry dishes. It's easier to prepare than it looks and is indescribably delicious — an excellent introduction to curry for uninitiated palates.

CHICKEN OCTAVIA

1 cup flour
1 Tbsp. celery salt
1 Tbsp. garlic salt
1 tsp. salt
¼ tsp. pepper
1 tsp. monosodium glutamate
2½ lbs. chicken,
cut into frying size pieces
Butter
Paprika

Combine flour with salts, pepper and monosodium glutamate in a plastic bag. Toss chicken pieces to coat thoroughly with flour; arrange skin side down in a shallow pan. Dot with butter; sprinkle with paprika. Bake at 450 degrees 20 minutes. Turn chicken pieces; baste with 1½ cups boiling water. Reduce heat to 350 degrees and continue baking until chicken is browned, about 20 minutes longer. Remove chicken to hot platter; thicken gravy if desired with remaining seasoned flour. Serve with hot rice.

Eat Something Different

INDONESIAN SATE

Marinade

1 clove garlic, crushed
1 tsp. ground coriander
4 Tbsps. grated onion
1 Tbsp. light brown sugar
½ tsp. lemon juice
2 tsps. soy sauce

Mix marinade ingredients and add one pound of meat, cut into ¾ inch cubes. Pork is the best. Beef, chicken and lamb are acceptable. Marinate at least 30 minutes at room temperature or overnight in the refrigerator. Return cubes to room temperature, skewer like shish kebab and cook 20 minutes at 425 degrees, turning once. Remove morsels from skewer and serve hot with rice. Cubes may be dipped in either of the 2 sauces before eating. Recipe may be expanded for larger amounts of meat.

Sauce Number One

1 cup soy sauce
½ cup light brown sugar
1 tsp. crushed red peppers
½ tsp. lemon juice
¼ medium onion, grated

Mix all ingredients in a bowl.

Sauce Number Two

1 cup ground peanuts
½ cup soy sauce
1 tsp. crushed red peppers
4 Tbsps. light brown sugar
4 tsps. lemon juice
½ onion, sliced and fried in cooking oil

Grind peanuts in a blender. Remove from jar and place in a bowl. Add soy sauce, red peppers, brown sugar and lemon juice. Mix and add fried onions.

CURRIED CHICKEN BREASTS

8 chicken breasts
4 slices bacon
½ cup chopped celery
½ cup chopped onion
Cooking oil
¼ cup flour
½ cup applesauce
2 Tbsps. curry powder
3 Tbsps. tomato paste
3 Tbsps. concentrated orange juice
1 Tbsp. sugar
2 Tbsps. lemon juice
2 chicken bouillon cubes
1¼ cups water
½ cup sour cream
One 3 oz. pkg. cream cheese
¼ cup finely chopped chutney

Bone chicken breasts. If kept overnight in the refrigerator, top each with a lemon slice. Saute bacon and chop. Add celery and onion and cook in oil 10 minutes. Sprinkle flour into the pan and add applesauce, curry powder, tomato paste, orange juice, sugar, lemon juice, bouillon cubes and water. Cook 20 minutes. When the curry sauce is ready, saute chicken quickly until just firm. Pour half of the curry sauce into a shallow casserole and place chicken breasts on top. To the other half of the sauce, add the sour cream, cream cheese and chutney. Pour the altered sauce over chicken and cook 20 minutes at 350 degrees.

MOUSSAKA

3 Tbsps. chopped onion
3 Tbsps. butter or margarine
1 lb. chopped meat
1 cup tomato sauce
1 cup white wine
1 cup water
Salt
Pepper
2 Tbsps. chopped parsley
Nutmeg
3 or 4 eggplants (medium size)
1 cup grated cheese
½ cup dry bread crumbs

Brown onion in butter. Add chopped meat, mixing constantly until mixture becomes crumbly. Add tomato sauce, wine, water, salt, pepper, parsley and nutmeg. Cover pan and cook 1 hour over low heat. In the meantime, cut the eggplants lengthwise in slices about ¼ inch thick. Salt them, let them strain in a colander, dry and fry in a deep fat. Prepare white sauce. Arrange eggplants in shallow pan with a few bread crumbs. Remove chopped meat from heat (by this time it should have only half of the gravy it had when it started to cook); add half the grated cheese and half of the bread crumbs. Spread evenly over the eggplants. Pour the white sauce evenly over this and spread over the remaining cheese and bread crumbs. Pour some melted butter over the top and bake at 350 degrees 15 minutes until golden brown. Cool slightly and cut into squares. Serves 6 to 8.

Bechamel or White Sauce

4 Tbsps. butter
6 Tbsps. flour
4 cups hot milk
1 tsp. salt
½ tsp. grated nutmeg
3 Tbsps. grated cheese
2 eggs, beaten

Melt butter in a saucepan. Add the flour gradually, stirring constantly with a wire whisk until it has absorbed all the butter. Add the hot milk and stir until it thickens and starts boiling. Add salt and nutmeg and continue stirring until sauce becomes smooth and thick like cream. Add grated cheese and eggs and stir until smooth and thick.

ELISE'S RAINY DAY BARBECUE

3 lbs. chuck roast
2 onions, chopped
1 Tbsp. garlic salt
2 Tbsps. vinegar
2 Tbsps. Worcestershire sauce
One 26 oz. bottle catsup
1 Tbsp. salt
2 cups water
½ tsp. red pepper
½ tsp. black pepper
1 tsp. paprika
1 tsp. chili powder
Liquid smoke (optional)

Bake roast 2 hours at 300 degrees or cook on top of stove until done. Remove fat and bone, if any. Shred meat, mix with remaining ingredients and simmer 3 hours.

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Mack, Helen C., Beaumont, Dept Clerk - IDS/Records-Dupl

System Engineering

Smith, David L., Beaumont, Engr Helper - Sys Eng Des/Rel Des

System Treasury

Sigur, Julie O., Beaumont, Billing Clerk - Sys Treas/Actg-Sys Bill
Nixon, Vivian E., Beaumont, Clerk - Sys Treas/Actg-General

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Flanagan, William M., Orange, Helper-T&D Dept/Line

Treasury

Pellerin, Linda M., Beaumont, Clerk - Cust Acctg

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Kelso, Larry W., Conroe, Mechanic Helper (Mech) Lewis Creek Sta

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Buhler, Vickie T., Baton Rouge, Dept Clerk - La Sta

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Treasury

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Morrison, Suzette D., Baton Rouge, Meter Reader - Cust Acctg
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Glasper, Darrell W., Baton Rouge, Meter Reader - Cust Acctg
Dupree, Laura B., Baton Rouge, Clerk - Credit & Coll
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