

PLAIN TALKS

DECEMBER, 1974



Our Challenges Will Be Met

To All Employees:

This holiday season is an excellent time to express for myself and the entire management team, our thanks and appreciation for your efforts during this unsettled and very trying year.

No one knows for certain what the year 1975 will bring. We can only hope that it will be a period in which we see a decline in the inflationary trends so prevalent in 1974.

Since the future of our country depends on an adequate, reliable supply of energy, it is increasingly urgent that each of us does his part.

With your continued support and loyalty, the challenges all of us must face in 1975 will be successfully met.

Again, thank you for your dedication to the job of serving our customers. A very Merry Christmas and a Happy, Safe New Year to you and your families.

Floyd R. Smith

Floyd R. Smith

PLAIN TALKS

Volume 52 - Number 10

December, 1974

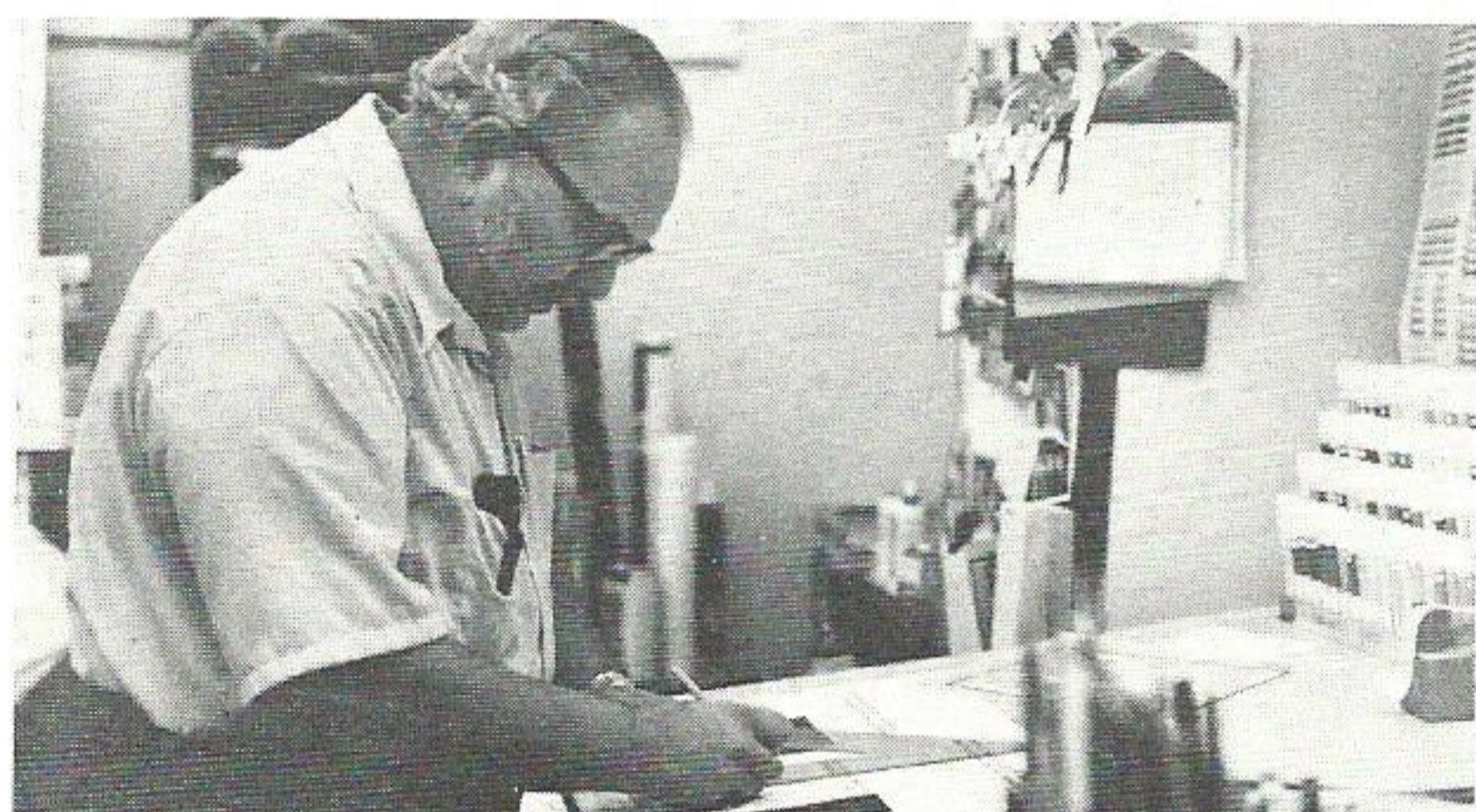
Published Monthly By
Consumer Communication Dept.

Mike Ross, Editor

Joe E. DeJean, Coordinator,
Consumer Communication

Pat McMeel, Contributing Editor, Beaumont
Ken Haynie, Artist

GULF STATES UTILITIES CO.
P. O. Box 2951
Beaumont, Texas 77704



ABOUT THE COVER . . .

"Into the statue that breathes, the soul of the sculptor is bidden."

. . . Richard Realf (1834 - 1878)

So it is with Ken Haynie (above), our commercial artist. He carved and painted the decoys pictured on our cover by hand. The wood is mahogany which washed up onto the Gulf of Mexico shore near their summer home outside Crystal Beach. Ken's "soul" — his love of Nature — is evident in the delicate, life-like detail in his work. His ability and the photographic talents of Contributing Editor Pat McMeel seem to make our Yuletide still-life greeting to you come alive.

Inside P.T.

- 2 Our Lady Laborer*
- 4 Getting Ready For Santa*
- 6 GSU Lifesavers*
- 8 People On The Move*
- 10 Electric Economy Envisioned*
- 10 Mike Ross New P. T. Editor*
- 11 Retirements*
- 12 Service Awards*
- 13 Coffee Cup*
- 19 Letters*
- 20 Welcome Aboard*

Special Section:

Annuitant's Directory

Up-to-date addresses of Gulf States Annuitants.
Clip out and save for future reference.

Our Lady

Laborer

A woman working on a labor crew?

"It's no big deal," assured Carol "Cooter" Smith of Baton Rouge, Gulf State's first lady laborer.

It's not unusual for a male physical education major to take on a job as a laborer. So the 24-year-old Miss Smith, a former P.E. student at LSU, saw nothing special in her helping set power poles, hauling transformers and other strenuous tasks performed by the previously all-male crew based in Baton Rouge.

To the pleasant surprise of her coworkers and superiors, Miss Smith has had little trouble with the work.

"She's a real go-getter," one fellow employe said. "She can work."

"She's gone beyond my expectations," said Clyde Wilson, foreman of Cooter's crew. "We've had some (women) apply before but none stuck with it."

Until Cooter.

Miss Smith applied for the Gulf States job through an employment agency after she was rejected for a warehouse job because she was a woman.

"Young ladies don't do that kind of work," she

was told. The job was driving a Mack truck.

In return for a stiff fee, the employment agency presented two possibilities: repairing typewriters and the Gulf States opening. The more physical the better — so she applied with our Company.

The tests presented no problems ("I didn't have to lift any desks.") and she got the job.

Did she get any initiation from her fellow employes?

"No. It was more like just the opposite," she said. "I was told I didn't have to prove anything and I said I didn't have anything to prove. I was getting paid to do the same kind of work as everyone else."

She gets no preferences or privileges, it is agreed by her coworkers and supervisors alike. She also has learned to participate in one of the crew's favorite pastimes — chewing tobacco.

She enjoys her current assignment — which takes her throughout the Baton Rouge Division.

"I like it because of the changes," she said. "The work is not monotonous or boring. It's something you can see. It's not like working with papers, where you start with papers and end up with papers."

"Here (at Denham Springs where a line of poles



was being replaced) you start with the ground, work with the pole and can see the accomplishment."

When not in the field, a labor crew may be called upon to work in the service center yard. Soon after Miss Smith started work Sept. 12, a transmission tower near Lafayette was blown down by a storm and brought to Choctaw Service Center for storage.

"They brought it back in pieces," Miss Smith said. "We had to put them into piles.

"Neat piles," she added, turning to grin at Wilson.

Miss Smith has been active since she was a small child — a trait that inspired her nickname. A "cooter bug" is an expression for a box turtle, Miss Smith said. At age two, the frenetic Carol Smith was hardly as lethargic.

"I ran my mother ragged so she named me after something slow."

Athletics became a large part of Miss Smith's life at age 10 when she joined an organized softball team. A year later she began to run track. Now she's a player-coach of a women's city league softball team and a basketball official in Baton Rouge area and referees games regardless of the sex of the participants.

She sees quite a future for women's athletics now that the federal government has stipulated more equitable financial aid for female athletes.

"This is just the beginning," Miss Smith said. "Women's athletics are going straight to the top."

Her study of anatomy, physiology and kinesiology (the application of mechanical principles to human movement) allows her to appreciate the physical differences between men and women. Women don't throw as well as men because a woman's shoulders are not as massive as a man's. Men can run faster because their center of gravity is higher and pelvis is better designed for that purpose.

Miss Smith also said she doesn't have to worry about the hard labor transforming her into a behemoth-like figure.

"My muscles will only go to a certain growth process and quit," she said. "I could carry the same work load as a man and my muscles would never look like a man's."

She also doesn't worry about attracting any attention.

"I can do the work," Miss Smith said. "I'm not out here for women's lib or to make headlines."



Mrs. Marshall Hawkes, Carolyn Motl and Mrs. Tommy Elliott apply the finishing touches after wrapping scores of gifts for dependents of employes at the Beaumont Service Center.

Headaches And Happiness . . .

Getting Ready For Santa

Christmas shopping is no easy chore for the Gulf Staters who purchased gifts for the more than 2,000 children feted at 25 annual Children's Christmas parties this month.

Preparations began in early September in most divisions and each affair had a distinctive approach.

The Baton Rouge Division, under the direction of Harriet Babin, took a streamlined highly centralized approach. Each department and district filled out a form listing the children of employes by age and sex. A team of buyers then visited a wholesale toy store and chose a boy's and girl's gift for each age increment from infants through 12-year-olds, in the quantity needed.

The presents were wrapped shortly before the Baton Rouge party and distributed to the districts in time for their parties. The child presents an invitation

noting age and sex, cueing Santa Claus on which gift to pick out.

"That way we don't have to hunt around for the package with the child's name on it," Mrs. Babin said.

All the 10-year-old boys, for example, will then receive the same gift. The only problem is keeping track of what the child received the year before and try to avoid duplications.

"My son got a basketball two years in a row," said Lorraine King, one of the Baton Rouge buyers. "So we steered away from that this year."

As a permanent solution, records are now kept of the present each age group received each year.

The child's parent can choose whether to duplicate gifts or not in the Beaumont division, the least centralized of the party organizations. A master list of nearly 100 toys, loosely grouped into a few age and

sex classifications, is sent to parents. They choose the gift for their child and it is bought, wrapped and labelled with the child's name by a designated departmental employe.

The entire division's festivities are coordinated by Dorothy Nowell. Operations are so extensive, however, that separate functions are held for Neches Station, system production and construction, Division T&D and system engineering employes, in addition to the district celebrations. Caroling and a puppet show were arranged by Carolyn Motl for the T&D affair.

The Lake Charles, Nelson Station, Westlake and Sulphur offices met in the plush Lake Charles Civic Center for their Christmas party, directed by Johnnie Prejean. He enlisted volunteer buyers and pressed into service the wives of supervisors to wrap the gifts.

Unique in any division, district offices in Jennings and Lafayette bought their own gifts locally rather than having them purchased through the division headquarters. The store in Jennings where Gulf Staters buy presents opened after normal working hours solely for Company personnel, according to Loretta Gilbert.

Western Division parents chose from a list of six gifts covering their child's age group. The gifts were bought in Conroe and distributed to the five district offices holding separate functions. Leroy Courville coordinated the preparations.

The Port Arthur Division didn't have many complications with just two parties: one at the service center for Port Arthur and midcounty workers and another at Sabine Station. The operations were guided by Sue Williams.

Inevitably, problems abound in an undertaking as large as the Christmas party tradition.

"Some kids get turned in as the wrong sex or their parents completely forget to turn them in at all," Prejean reported. The Baton Rouge Division planned for such events by purchasing a few more toys than the reported number of children and donating the excess to the Salvation Army.

Recession and inflation have had their effects also. Delivery on some gifts was delayed or cancelled and substitutes had to be chosen. Prices were universally up. Hardest hit were the candy stockings, loaded with sugar — now four times more expensive than last year.

The decline in the American birthrate was evinced in the overall decrease in the number of children eligible for the parties. The number of children registered in the Baton Rouge Division dropped from more than 1,000 to 825 in the past three years. Lake Charles area under-12 dependents have decreased from 500 to about 350 over a similar period.

Cleveland families attended a sit-down dinner rather than a punch-and-cookie affair standard in



Wall-to-Wall toys surrounded Baton Rouge gift buyer Lorraine King as she examines a helicopter bought for very young children.

other offices. Each employe contributed a covered dish and resources were pooled to buy a turkey and dressing. The idea was popular in a test a few years ago and was voted back in this year.

The children in Calvert are growing up, Betty Dowell said, so a new Santa Claus was not enlisted after the last volunteer passed away.

Bucking the trend toward declining population of children, the New Caney and Huntsville offices reported larger parties this year and, coincidentally, functions in each town were held in a local bank, rather than at a Gulf States office.

"We just got too big for the service center," Huntsville Superintendent Frank J. Robinson said. "And besides it's already decorated over there (at the bank)."

Highlighting the Huntsville affair was deer meat provided by Richard Myers.

The planning process is exhausting, frustrating and strewn with hassles to overcome. Comments like, "It's a headache"; "It's gotten out of hand"; "It's a colossal job"; "Ain't no joy about it"; and "We need all the Alka-Seltzer we can get" can be heard by virtually anyone connected with the affairs during trying times.

But the results — an evening of Christmas cheer for our children — seems to be well worth the expended efforts.

And money.

Western Attend



LIFESAVERS — M. T. Alford (left) and Bobby Havard receive the President's Lifesaving Award from Beaumont Division Manager Ward McCurtain for their parts in reviving a young Mexican boy who had fallen into 12 feet of water and lost consciousness.

GSU Men Rescue Child From Pool

Two Gulf Staters revived a young Mexican boy who had fallen into a Reynosa, Mexico, swimming pool on Labor Day.

For their efforts, Beaumont Division workers M. T. Alford, relay foreman, and Bobby Havard, first class substation mechanic, have received the President's Lifesaving Award.

The pair and former Gulf Stater Berry Montee heard a young boy near the pool call for help as they approached their motel room about 11 a.m. on the final day of their white wing dove hunt.

"He was hollering and pointing at the bottom of the pool," Havard said. "Of course I didn't understand what he was saying, but you could tell by the way he was hollering that something was wrong."

The three men and the motel's manager ran the nearly 70 yards to the pool. A native boy, about 10 years old, lay at the bottom — under 12 feet of water. Havard

and the manager dove into the water and hoisted the boy out.

"We threw him up onto the concrete at the side of the pool and started working on him," Havard said. "The boy had turned blue, was doubled over and had quit breathing."

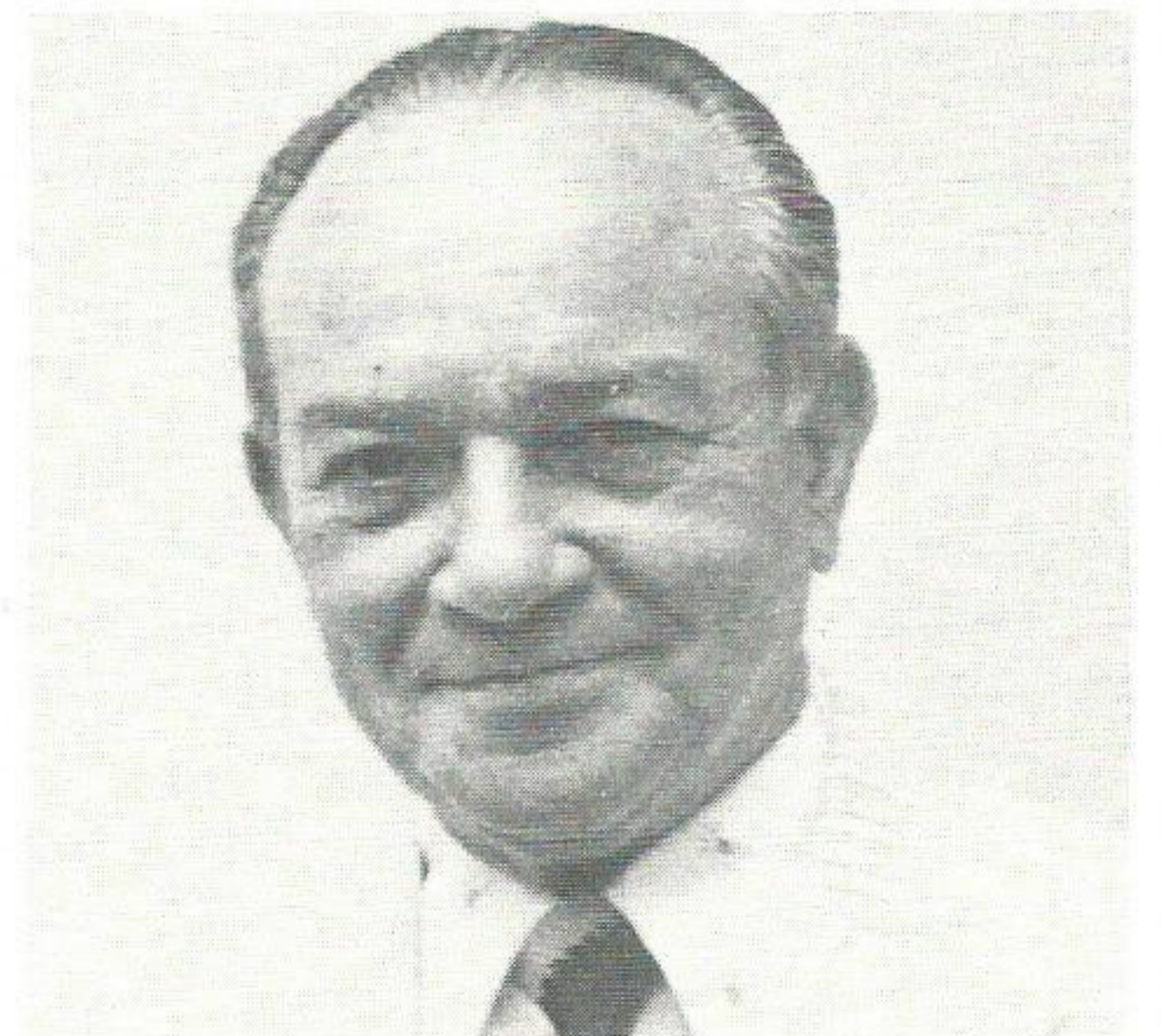
"M.T., Berry and I used the back pressure arm lift method of artificial respiration on the boy while the manager went to call an ambulance."

The men worked nearly 15 minutes trying to revive the youngster.

"He'd come in (to consciousness) and then conk back out on us," Havard said. "But by the time the ambulance got there the kid came around."

"He was throwing up, crying and a little weak — but he was up on his feet."

"When he got into the ambulance, we went off hunting," he said. "We never even got his name."



Sammie Bono Elected Leader Of Volunteers

Sammie Bono, service supervisor in the Lake Charles Service Department, has been elected president of the Volunteers for Human Services Organization.

During his one-year term, Bono will guide the group's efforts to place volunteers with local governments, social service organizations and other non-profit groups.

Bono is also president of the Lake Charles city council, chairman of the Zoning Board of Adjustment and secretary-treasurer of Neighborhood Development — a low-rent rehabilitation program.

Supervisors Training Class

tion and ways in which barriers to effective communication might be overcome. Training methods aimed at increasing a worker's productivity were explored in the fourth seminar.

Increasing organizational productivity was the topic of the final lecture. Improvement of working methods, motion economy, layout, materials handling and segmented automation were discussed as possible solutions.

Beaumont Division supervisors began attending the same series of programs during the first week of December.



SCHOOL FOR SUPERVISORS — Western division supervisors gather in the Conroe office auditorium to learn how they can improve their management techniques.

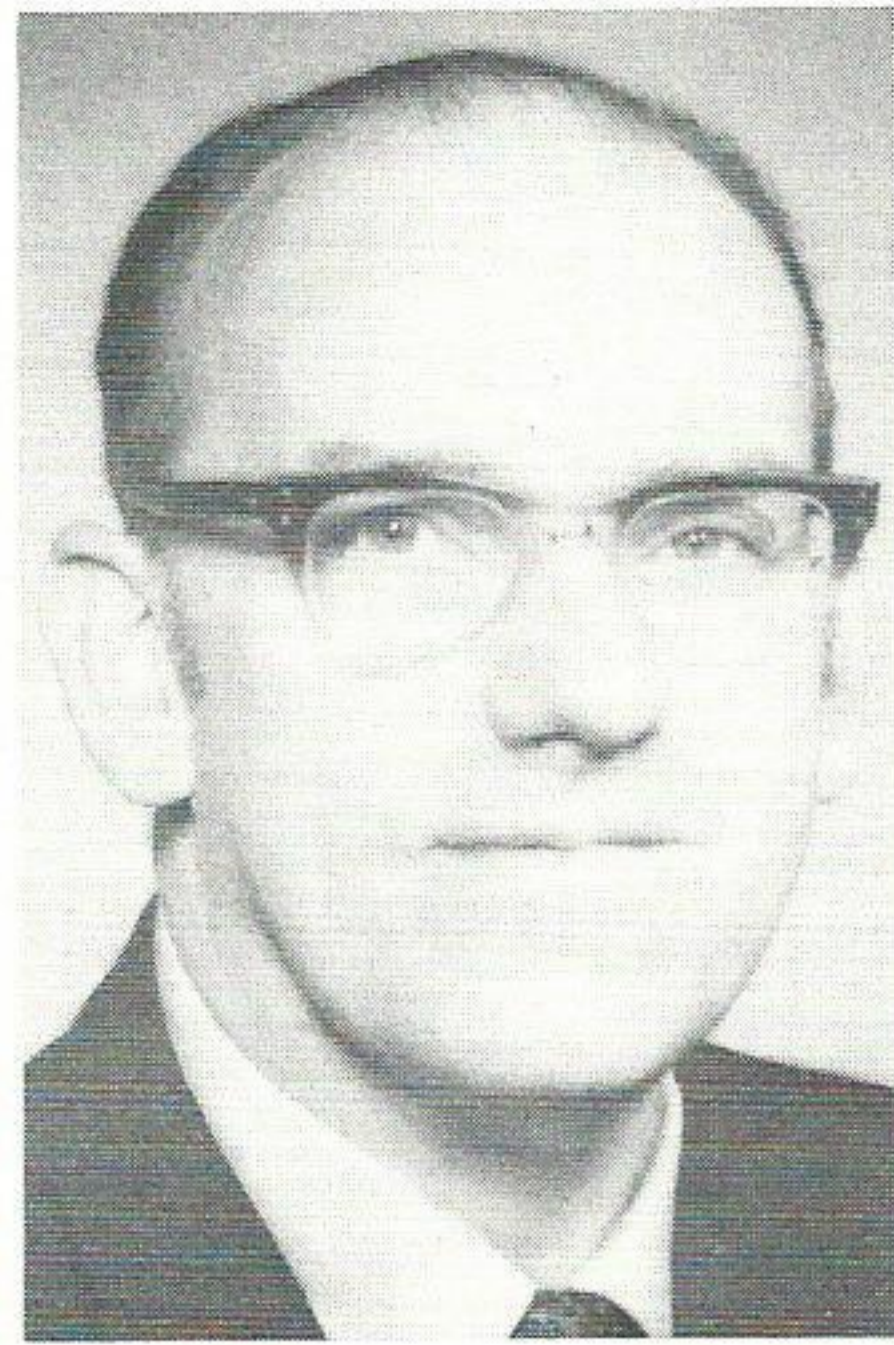


OLD POLES NEVER DIE... THEY JUST ROT AWAY — The elements take their toll on our power poles sitting in the ground. Water seepage, insects and bad weather combine to establish a lifetime of about 30 years for the creosote-treated pine logs. Service crews tap the poles for tell-tale hollow sounds and inspect for deep cracks on the surface. This well-aged load of poles from the Lake Charles and Iowa areas is being unloaded at the Lake Charles Service Center prior to burning. Doc Smith is in the background.

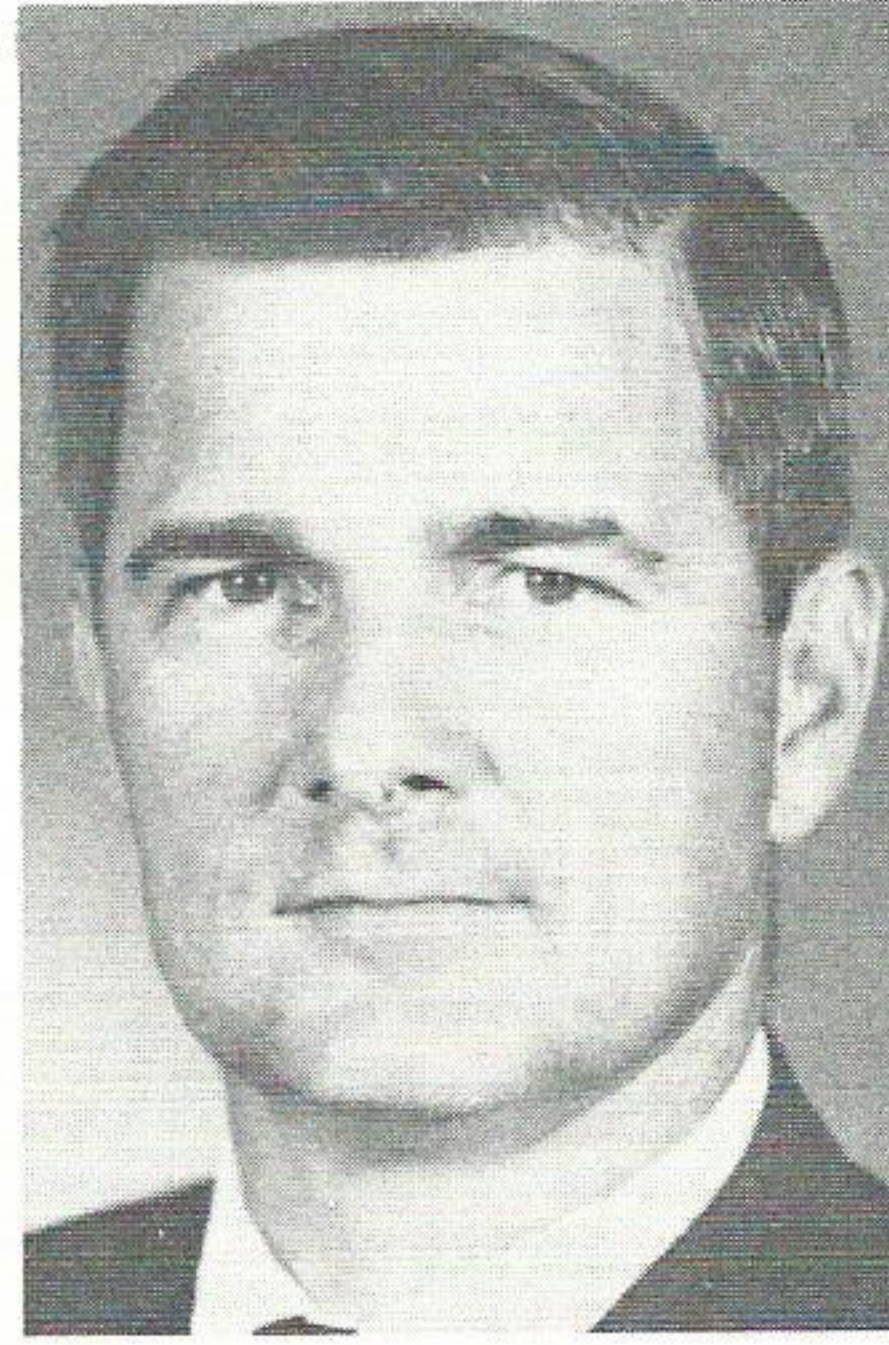
PEOPLE ON THE MOVE



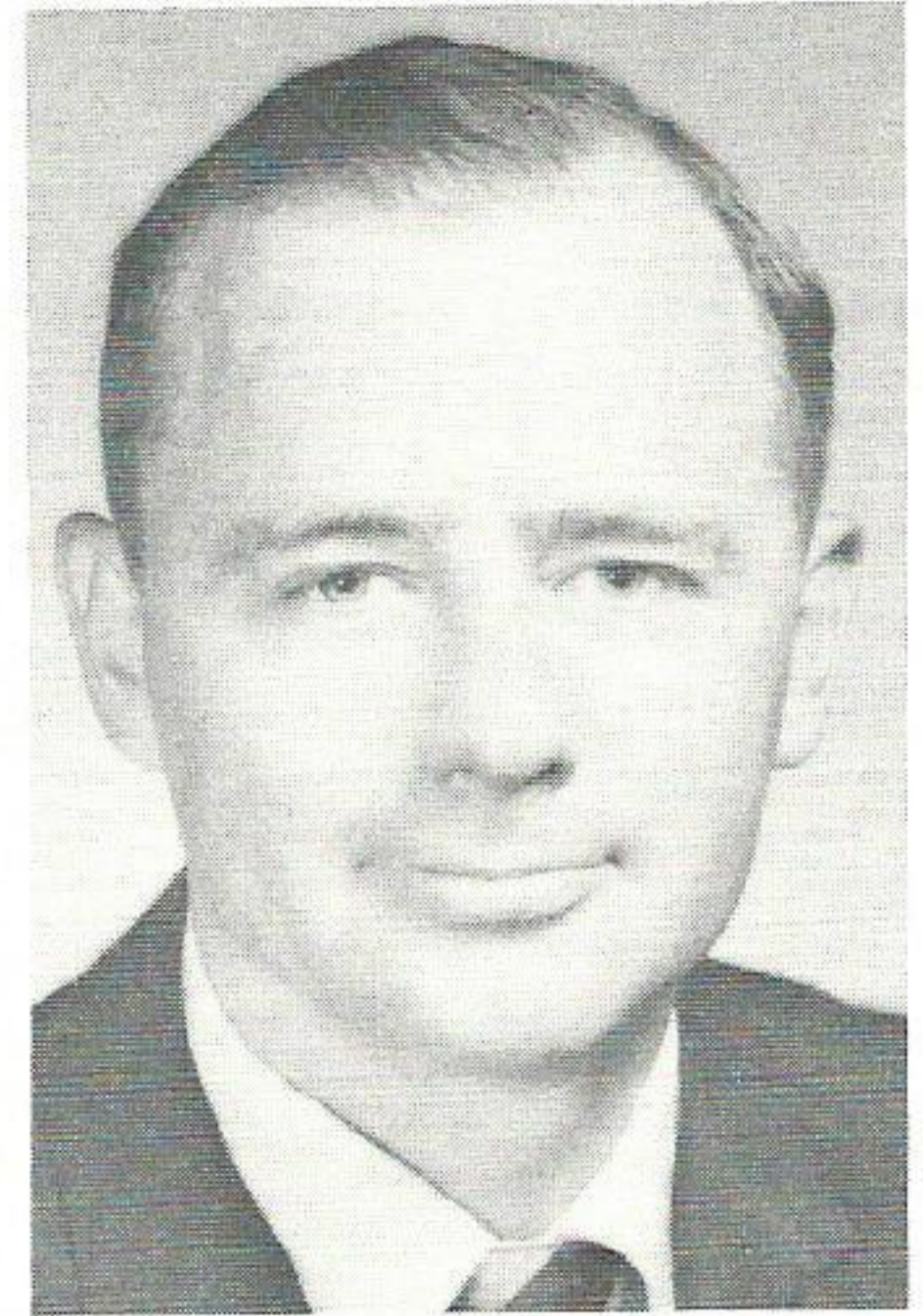
Clinton E. "Gene" Calvert



James H. Derr



Edward M. Loggins



James E. Moss

Four major personnel changes within the construction and production departments have been announced.

Clinton E. "Gene" Calvert, production manager, has been named manager of power plant construction and will be responsible for directing the power plant construction program. **James H. Derr**, manager of power plant construction, has been named manager of power plant engineering and design with responsibilities for engineering and design, licensing, and issuing of construction permits for power plant facilities. **Edward M. Loggins**, plant superintendent at the Sabine Station power plant, has been promoted to production manager, and **James E. Moss**, general maintenance supervisor at Louisiana Station in Baton Rouge, has been transferred to Bridge City to replace Loggins as superintendent at Sabine Station.

Calvert, production manager since 1970, is a native of Emad, La., an electrical engineering graduate of the University of Arkansas, and a graduate of the Public Utilities Management Course held annually at Georgia Tech. He is a veteran of the Army and a member of the American Legion. Calvert is married to the former Patricia Thom of Oakdale. The couple has three children.

Derr, a native of Tremont, Pa., is a 34-year veteran of Gulf States. He was employed in 1940 following his graduation

from the Williamson Trade School at Media, Pa.

Derr worked at four different power plants in such posts as test engineer, assistant to the plant superintendent, test supervisor, maintenance supervisor, construction engineer and superintendent of plant construction. He is married to the former Sara Copeland of Memphis, Tenn., and the couple has three sons.

Loggins, a native of Winonia, Miss., received his electrical engineering degree from the University of Texas and was employed by GSU in 1958 as an engineer in Navasota. After assignments in Baton Rouge and Beaumont, he was named superintendent at Sabine Station in 1971. He is also a graduate of the University of Michigan's Public Utility Executives Program.

Loggins is married to the former Patricia Smith of Hattiesburg, Miss., and the couple has four children.

Moss is a 1958 graduate of Louisiana State University in Electrical engineering, and was employed as an engineer in Beaumont. In 1968 he was promoted to division engineer in Baton Rouge, and was promoted to general maintenance supervisor in 1973.

A native of Shreveport, Moss is married to the former Becky Warner of Shreveport, and the couple has five children.



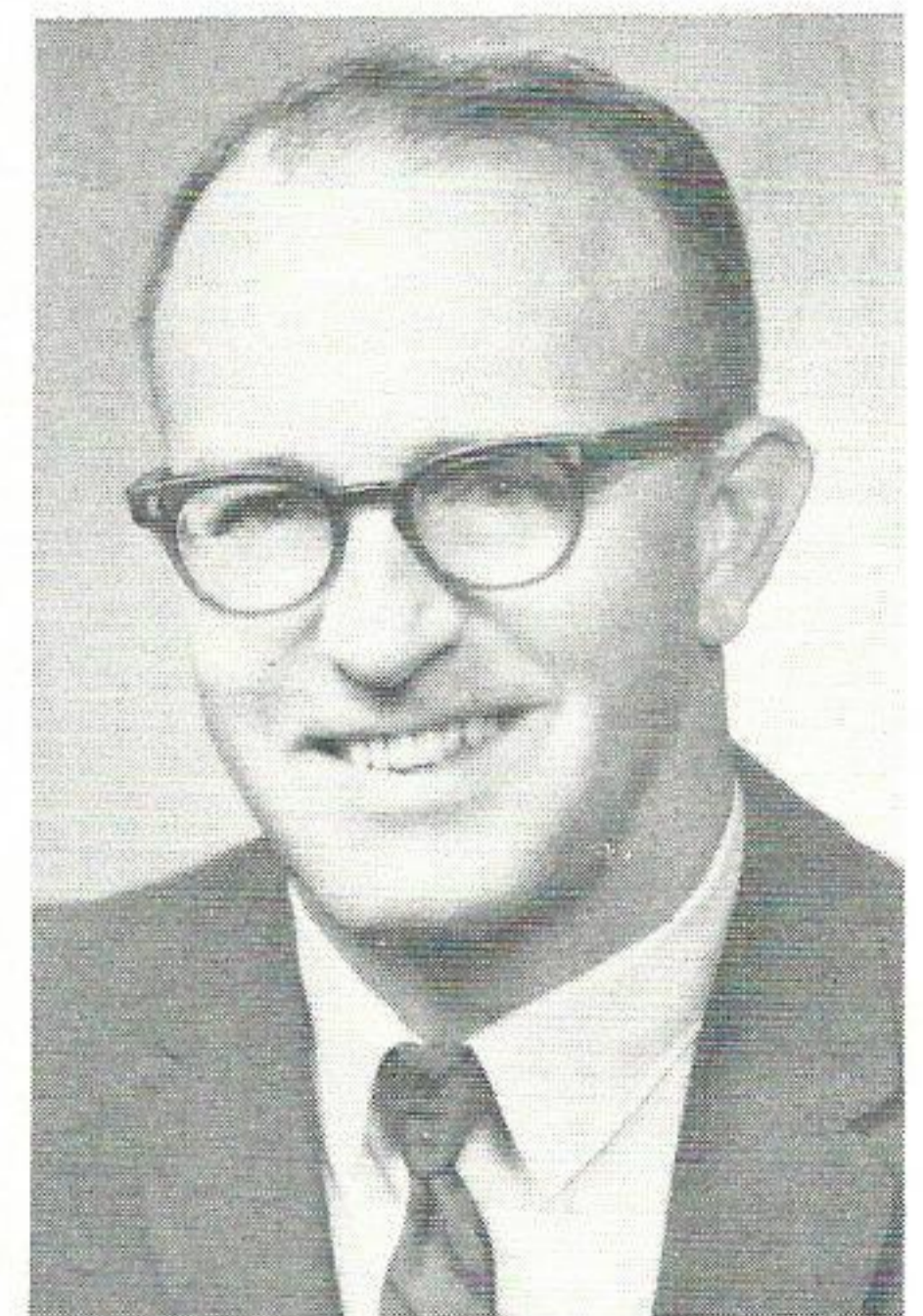
James A. Meitzen

James A. Meitzen, project engineer, power plant engineering and design department, has been promoted to senior project engineer and is responsible for both nuclear power plant projects.

Meitzen, a 16-year veteran of the Company, was employed following his graduation from Texas A & M University with a degree in mechanical engineering. He is a native of Marlin, Tex., but was reared and educated in Giddings, Tex. He served two years with the U.S. Army in Korea and attended Blinn Junior College in Brenham prior to his transfer to A & M. He is married to the former Ann Jacob of Alta Loma, Tex.

James O. Calcote, Jr., operating supervisor in the Transmission & Distribution Department in Beaumont, has been transferred to System Engineering Design Department and promoted to supervisor-design engineering construction.

Calcote is a 16-year veteran of the Company, and an electrical engineering graduate from Louisiana State University. He is a veteran of the Marine Corps and is married to the former Dorothy A. Brown of Church Hill, Miss.



James O. Calcote, Jr.

Two promotions were announced in the Baton Rouge T&D Relay and Communications Department.

John H. Reeves, relay foreman, was promoted to supervisor Relaying & Communications, while **Grady C. Caldwell**, communications serviceman first class, was promoted to relay foreman.

Reeves has been with the Company since 1959. A native of Beaumont, he and his wife Sherry have four children, Mike, Kay, Pam and Kim. Reeves is a graduate of Vidor High School and a four-year veteran of the Air Force.

Caldwell, a native of Shreveport, was employed in 1956 as a helper in the Line Department. He is married to the former Linda Wood of Gilbert, and the couple has four children, Grady III, Bryan, Toni, and Dorothy. His daughter, Dorothy Degreenia, recently made him a grandfather for the first time. The grandson's name is Leonard Issac II.

Caldwell attended Louisiana State University and also the Baton Rouge Vocational Technical School, and is a two year veteran of the Army.

Linda S. "Jo Ann" Smith, home services supervisor, has been promoted to supervisor-consumer services in the Beaumont Division, with responsibility for residential sales and home services.

Mrs. Smith, a native of Fields, La., was employed in 1965 following her graduation from Northwestern State University in Natchitoches, La. with a bachelor of science degree in home economics education. She is married to Joe Lee Smith, sports information director at Lamar University.

Mrs. Smith is active in numerous job-related activities including the American Home Economics Association, Sabine Area Home Economists Unit, Lamar University Women's Club, and is past president of the South Texas Home Economists in Business.

She has recently been selected to appear in the book *Outstanding Young Women of America* for the second consecutive year.

Charles R. Shimek, engineer in the T & D Department in Lake Charles, has been transferred to Relay Design and Coordination in System Engineering Design in Beaumont.

Shimek, employed in 1970, is a native of Beaumont. He is a 1967 graduate of Lamar University with a bachelor of



John H. Reeves



Carroll W. Higginbotham



Grady C. Caldwell



Omar K. Cassidy



Linda S. "Jo Ann" Smith



John M. Cole

science degree in electrical engineering. Shimek is married to the former Gwendolyn Smith of Beaumont, and the couple has two children,

John W. Malik, engineer, Relay Design & Coordination, System Engineering Design Department in Beaumont, has been transferred to T&D Engineering in Lake Charles.

Malik, a native of Beaumont, has been with the Company since 1971. He is a 1970 graduate of the University of Texas with a bachelor of science degree in electrical engineering. He has one son, Jason Heath Malik, of Houston.

Malik is currently working toward his master's degree at Lamar University, and is active in the Lions Club, and a member of the Longhorn Band Alumni Association.

Carroll W. Higginbotham, engineer in the T & D Department Beaumont, is transferred to the System Engineering Planning Department.

A native of Church Point, Higginbotham was employed by the Company in 1972. He is a veteran of the National Guard.

Higginbotham came to the Company following his graduation from Lamar University in 1972 with a bachelor of science degree in electrical engineering.

David L. Smythia, engineer in the System Engineering Planning Department, has been transferred to the T & D Engineering Department in Beaumont.

Smythia, employed in 1972, is a native of Hot Springs, Ark., and a 1972 graduate of Louisiana Tech University with a bachelor of science degree in electrical engineering.

He is an active member of the Lions International and currently serves as treasurer for the Lions Club of Northwest Beaumont. He is also a member of Institute of Electrical and Electronics Engineers.

Omar K. Cassidy, supervisor - relay, communications and meter, in the Transmission & Distribution Department in Baton Rouge, has been transferred to the Transmission & Distribution Department in Beaumont and promoted to operating supervisor.

A native of Singer, La., Cassidy received his bachelor of science degree in electrical engineering from Lamar University in 1966. He is a veteran of World War II where he served as a pharmacist mate in the Navy. He is married to the former Louise McBride of San Augustine, and the couple has three children.

John M. Cole, repairman at Gulf States Utilities' Lewis Creek power station near Conroe, has been transferred to Sabine Station at Bridge City and promoted to mechanical maintenance foreman.

A native of Vidor, Cole is a 10-year employee of GSU. He is married to the former Joy R. Meads of Vidor, and the couple has one daughter, Judy Ann. He is a veteran of the Navy having served from 1959 to 1963.

Electric Economy Envisioned By Westinghouse Official

An electric economy will emerge from the current energy crisis, Robert L. Dunning, manager of the Energy Utilization Project of Westinghouse Corp., predicted in Company-sponsored appearances before builders in Beaumont and in Conroe in late November.

"Electric power is usually looked upon as the villain of the energy crisis," Dunning said. "But there is not a shortage of energy — only a shortage of two sources of energy: oil and gas. We should switch to more plentiful sources, such as coal and uranium. And the most practical use of these sources is in the secondary form of electricity."

The switch to the "electric economy" would free oil and gas to be used as raw materials in the chemical industry where few economical substitutes exist.

Dunning said 80 per cent of all oil and gas is now used for transportation, space and direct heating and the production of process steam for industries.

His firm is working to develop electric vehicles ranging from vans and cars to "horizontal elevators" to be used between downtown buildings and mass transit systems. These devices would recharge overnight during off-peak load hours for utilities.

The efficient heat pump is expected to gain in popularity as a home heater as the cost of energy increases. About 100,000 heat pumps were in use in American homes last year, Dunning said. Expectations for the future call for 5 million in use in 1985 and 20 million heat pumps installed in 2000. The key feature of a heat pump is that it can produce up to three units of heat energy for every unit of electrical energy expended — a far more thrifty use of energy than any other space heating system.

Westinghouse is also developing a heat pump-type unit for the generation of process steam, which now consumes one-sixth of all energy used by industries.

Dunning's plan of "electric substitution" is necessary, he said, to combat the three phases of the energy crisis.

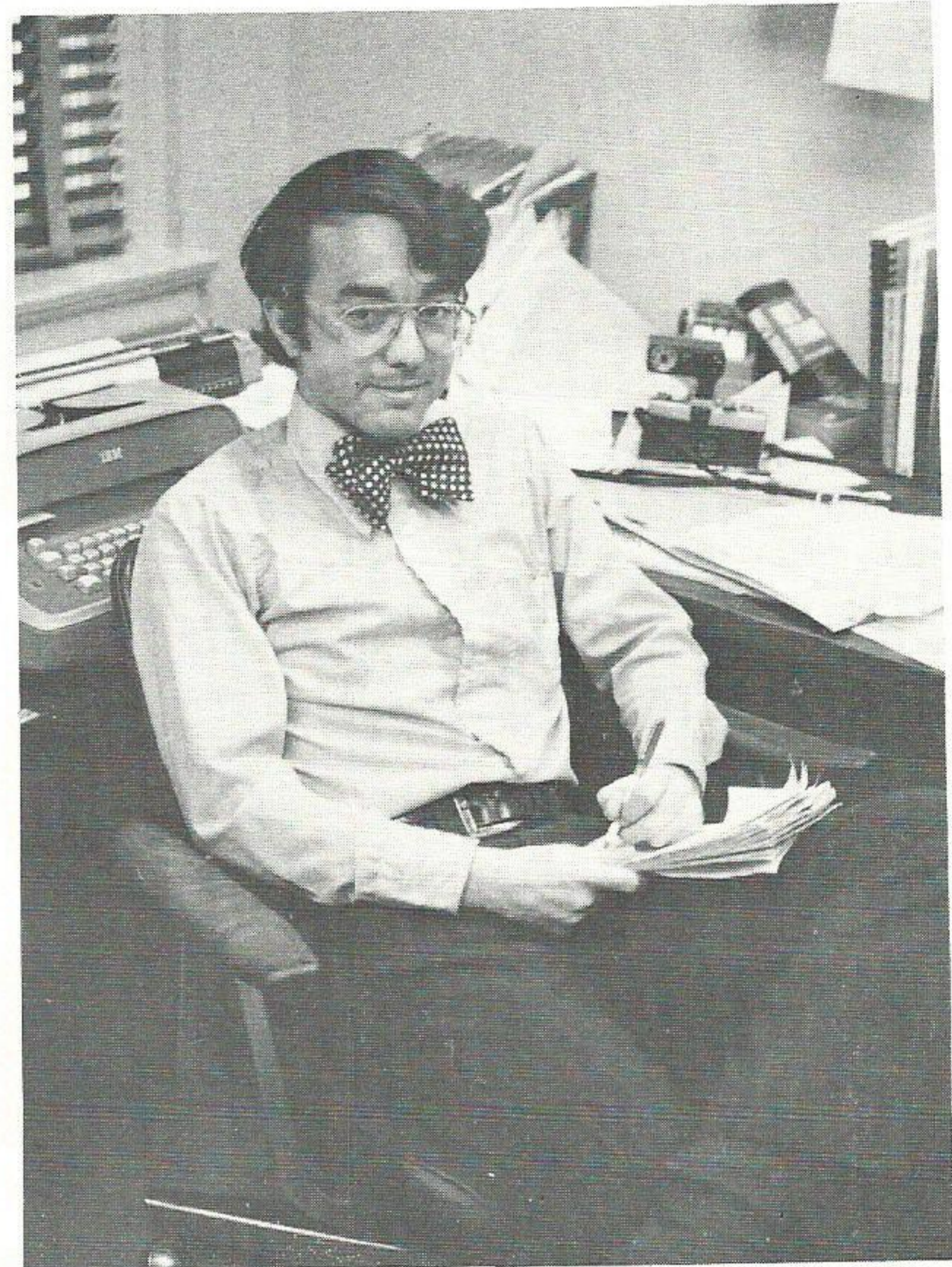
The first is the immediate shortage — or high price — of fuel expected to continue through this decade. This short-term situation is aggravated by federal regulations, environmental controls and delays in the expansion of generation facilities, Dunning said.

During the 1980s and 1990s, the U.S. will suffer a severe balance of payments deficit should this country depend upon high-priced foreign oil supplies for everyday energy uses.

In the most distant phase of the energy crisis, the U.S. will see its resources of oil, natural gas and possibly coal vanish within the next 50 - 100 years, Dunning said.

"If we are to avoid a low energy, low vitality economy, we must depend upon sources other than oil and gas," Dunning said. "I see no alternative to an electric economy but a declining economy.

"If we succeed, our generation will pass to our children and grandchildren the standard of living we are used to."



Mike Ross Named Plain Talks Editor

Mike Ross, has been named editor of *PLAIN TALKS*, succeeding Mike Shurtleff, who resigned Aug. 30.

Ross, 26, was born in Oak Ridge, Tenn., and was reared in Pittsburgh, Pa., and Bethesda, Md. He earned bachelors and masters degrees in materials science and chemistry from Rice University before deciding to pursue a career in science writing.

He worked for the Beaumont *Enterprise* and *Journal* 13 months as police reporter and later also as business writer before joining Gulf States Nov. 11.

"I hope to make *PLAIN TALKS* an interesting and informative magazine that all Gulf Staters will look forward to receiving," Ross said. "Coverage of all divisions of GSU will be as thorough as possible but if anyone has an idea for a story — send it to me or call extension 3397 in Beaumont."

RETIREMENTS



Joseph H. McClelland

Joseph H. McClelland, Beaumont Division sales superintendent, retired Nov. 1 after 25 years of service.

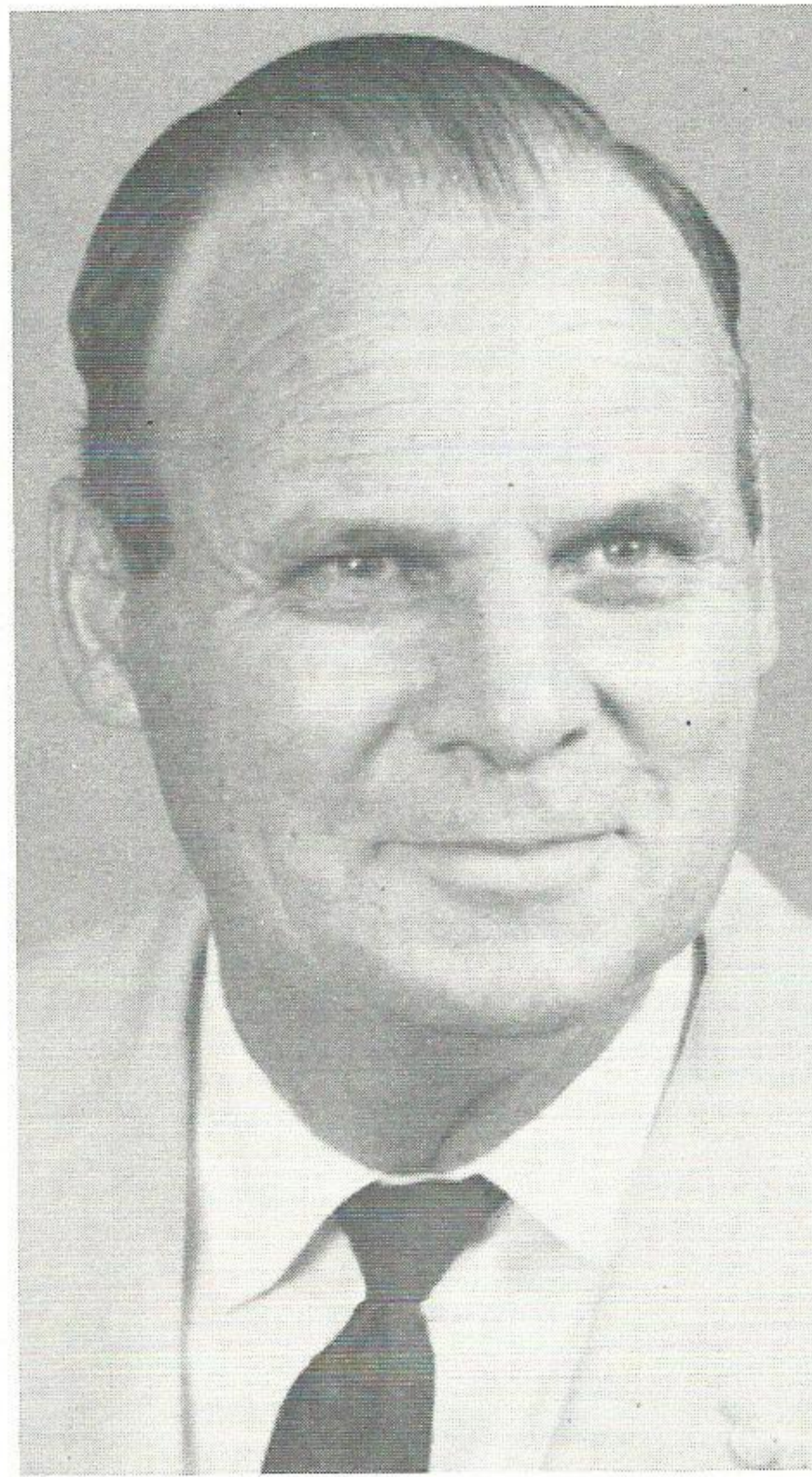
McClelland joined our Company in August 1949 as a junior engineer in Beaumont. Four months later, he was assigned to the Beaumont Division Sales as a lighting engineer and in 1953 was promoted to industrial engineer.

In March 1965, McClelland was promoted and transferred to the Western Division as an industrial engineer in Navasota. He advanced to Beaumont Division sales superintendent in 1969.

A native of Crowley, La., McClelland attended Lamar Junior Collège and was graduated from the University of Texas with a B. S. in mechanical engineering.

He is a retired colonel in the Air Force Reserve and holds memberships in the Reserve Officers Association and the Air Force Association.

While in Beaumont, McClelland was a member and past treasurer of the board



Sheldon G. Sibley

of directors of the Young Men's Business League, a member and past chairman of the Military Affairs Committee of the Chamber of Commerce, a past director of the South Texas State Fair, an assistant district commissioner of the Boy Scouts of America and a member of the YMBL Keyman's Club.

In Navasota, he was active in the Chamber of Commerce and the Boy Scouts of America.

McClelland is married to the former Norma Huey of Liberty, Tex., and the couple has three children.

Sheldon G. Sibley, substation mechanic in the Lake Charles T & D substation, retired Oct. 1 after 48 years of service to the Company.

First hired on as an ice boy in 1926, Sibley was promoted to helper in 1929 and rose through various classifications in the T & D department in Lake Charles.



Bernice C. Eaves

Sibley is a native of Lake Charles, where he attended grammar school.

Bernice C. Eaves, customer billing clerk in Beaumont plans to retire Jan. 1 after 27 years of service.

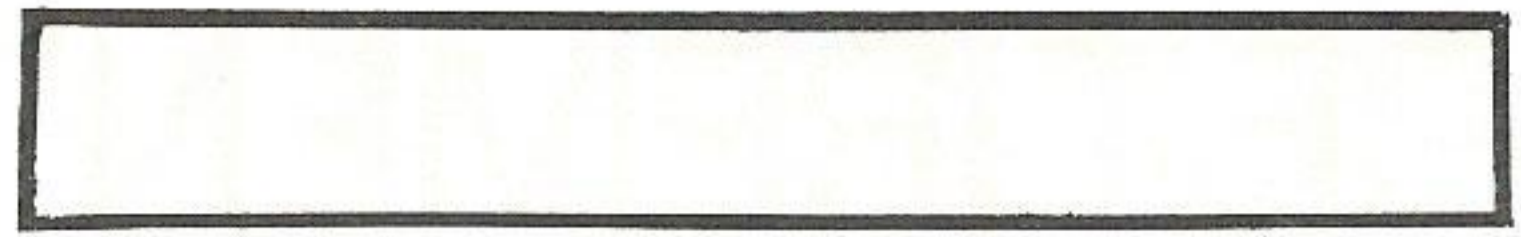
Mrs. Eaves was employed with the Company on Dec. 15, 1947 as a customer accounting clerk in Lake Charles. She was transferred to Beaumont in 1957 and transferred to her present position in 1964.

The De Ridder, La., native is a graduate of Port Arthur High School and attended Reynolds Business College in Beaumont.

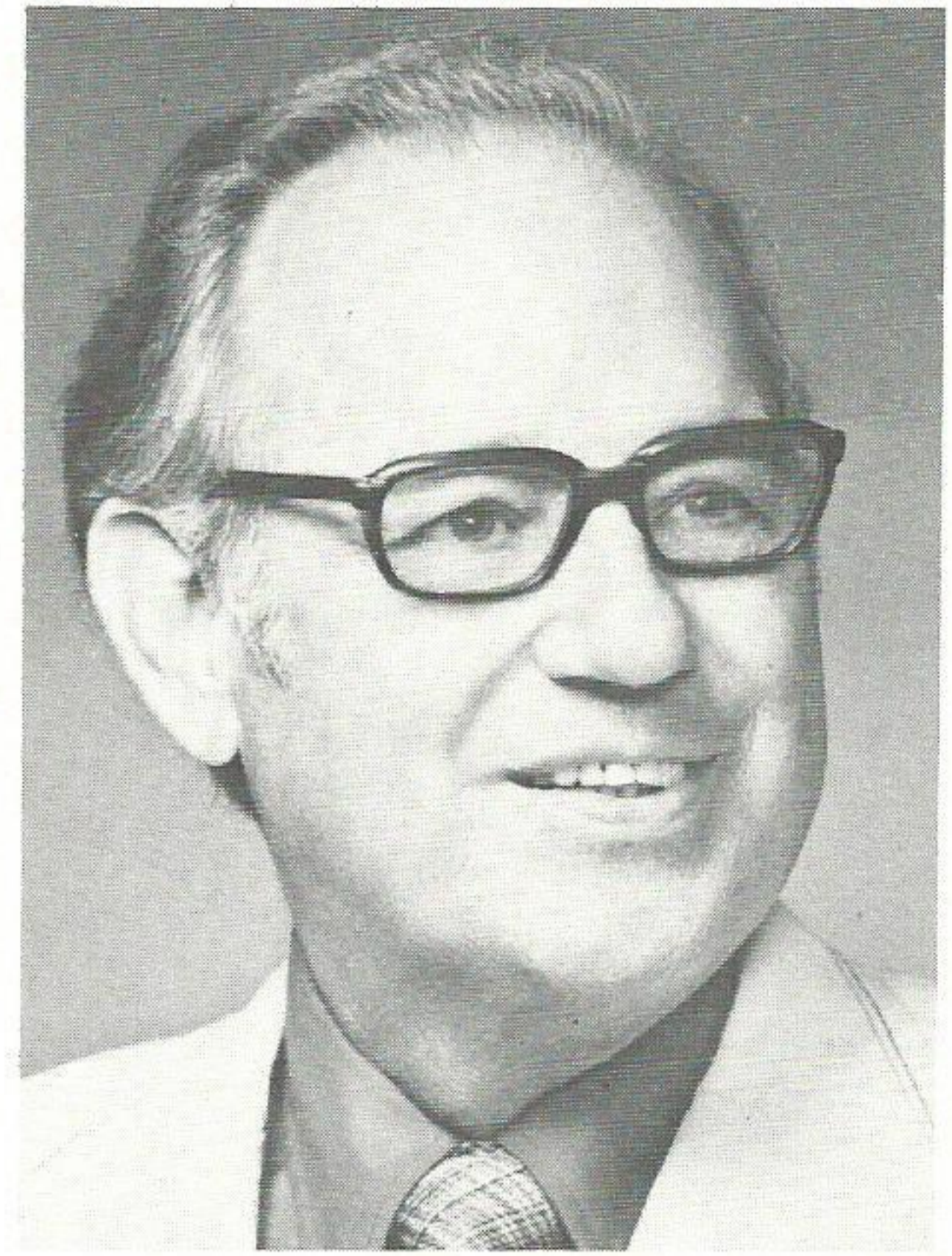
She plans to remain active in Westminster Presbyterian Church and the local chapter of Daughters of the Nile of the Ramallah Temple No. 89 in Galveston.

"I plan to enjoy life," she said, "And to sleep 'till after 8 a.m."

SERVICE AWARDS

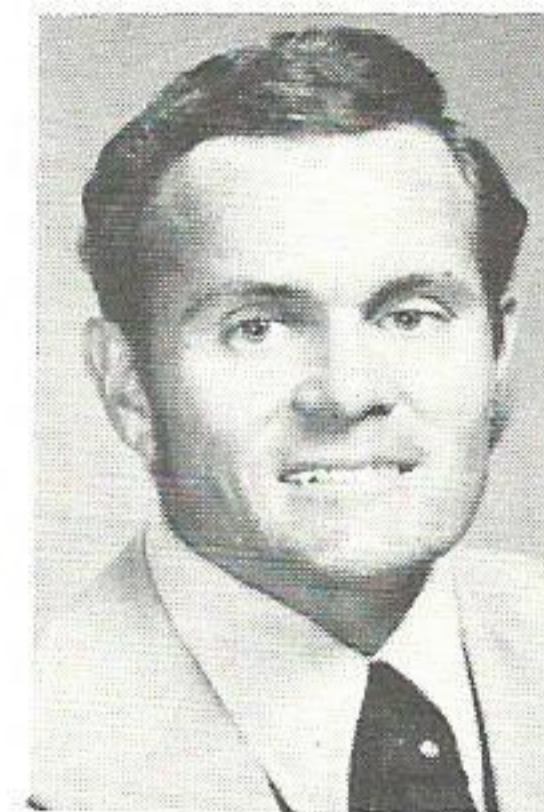


40 Years

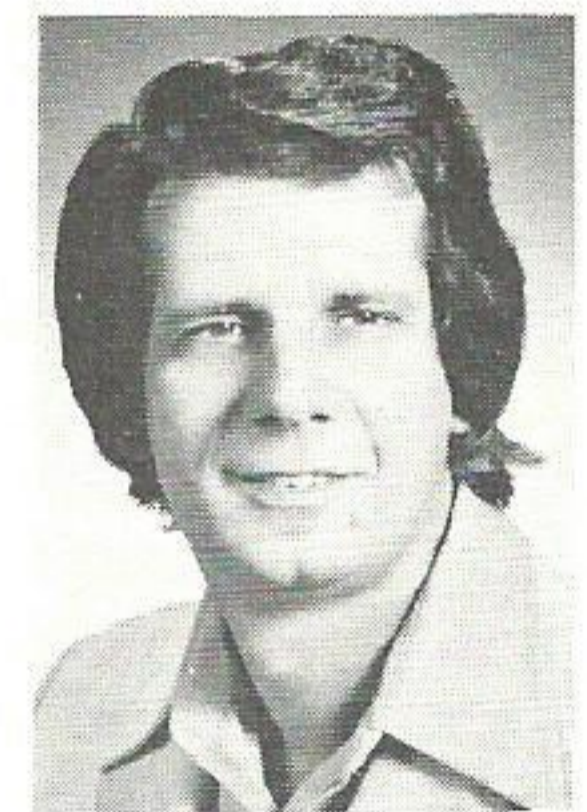


Ben J. Fanette
Engineering Real Estate
Beaumont

10 Years



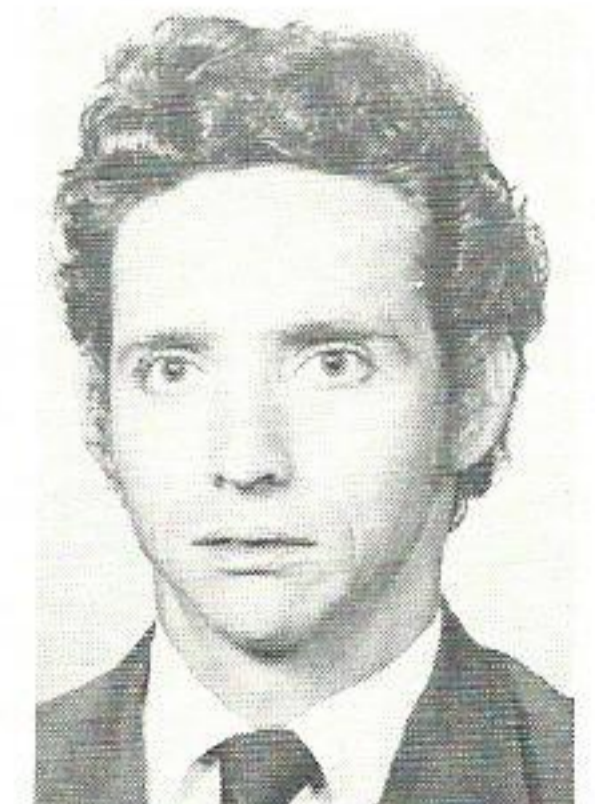
William L. Griffin
Electric T&D Department
Beaumont



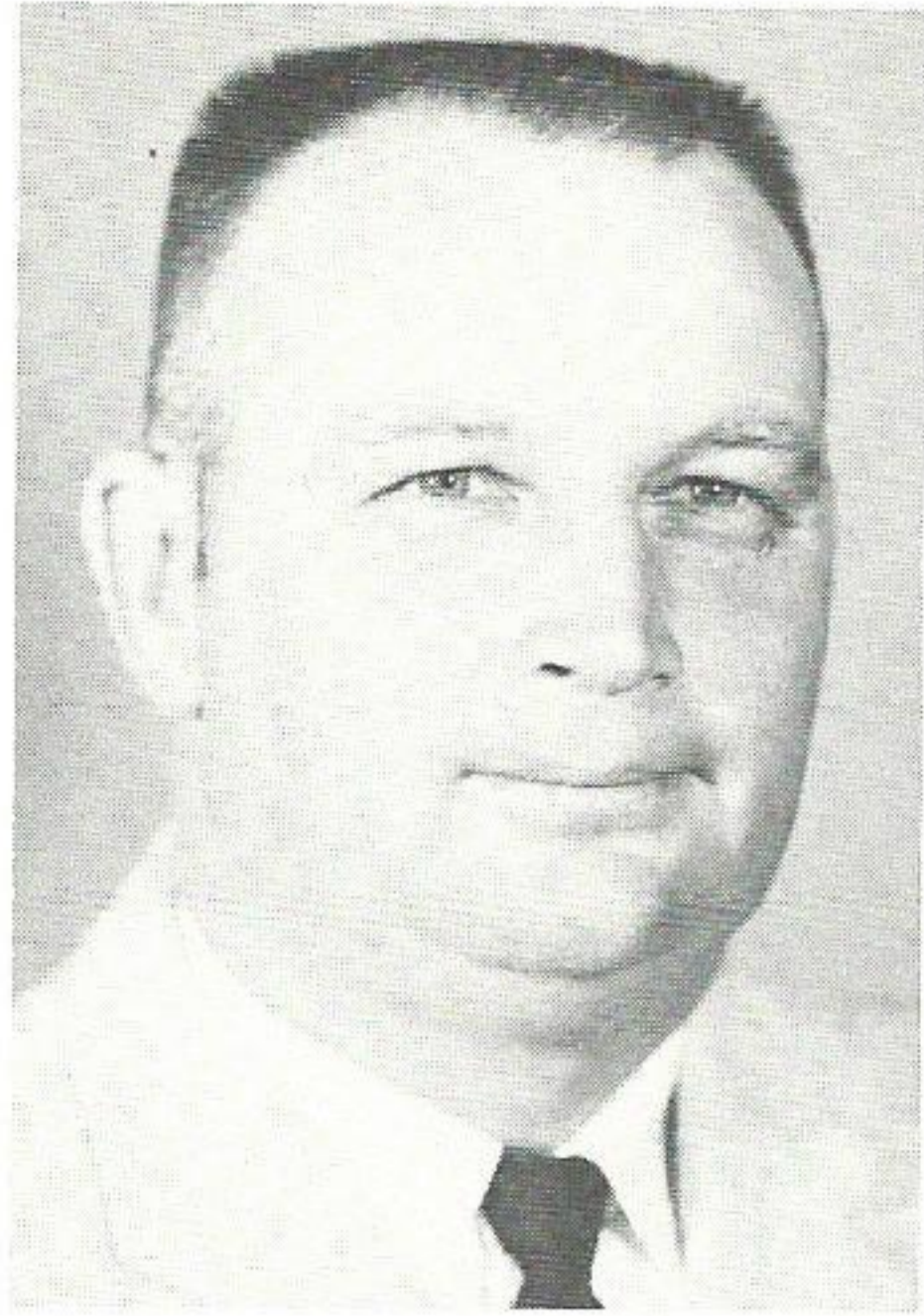
Joseph G. Favaron
Division Production
Baton Rouge



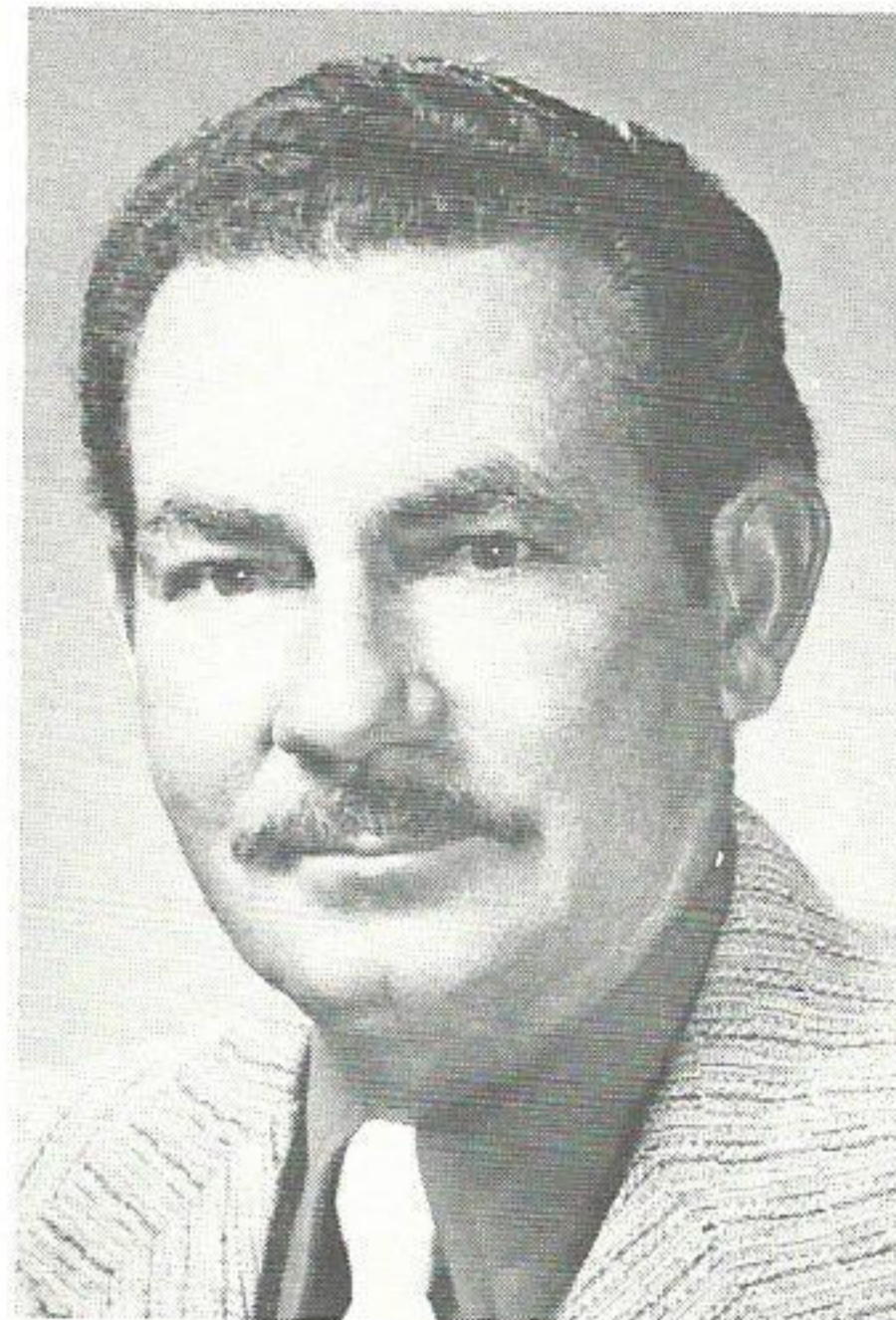
John M. Cole
Division Production
Conroe



Barney H. Neal, Jr.
Division Treasury
Conroe



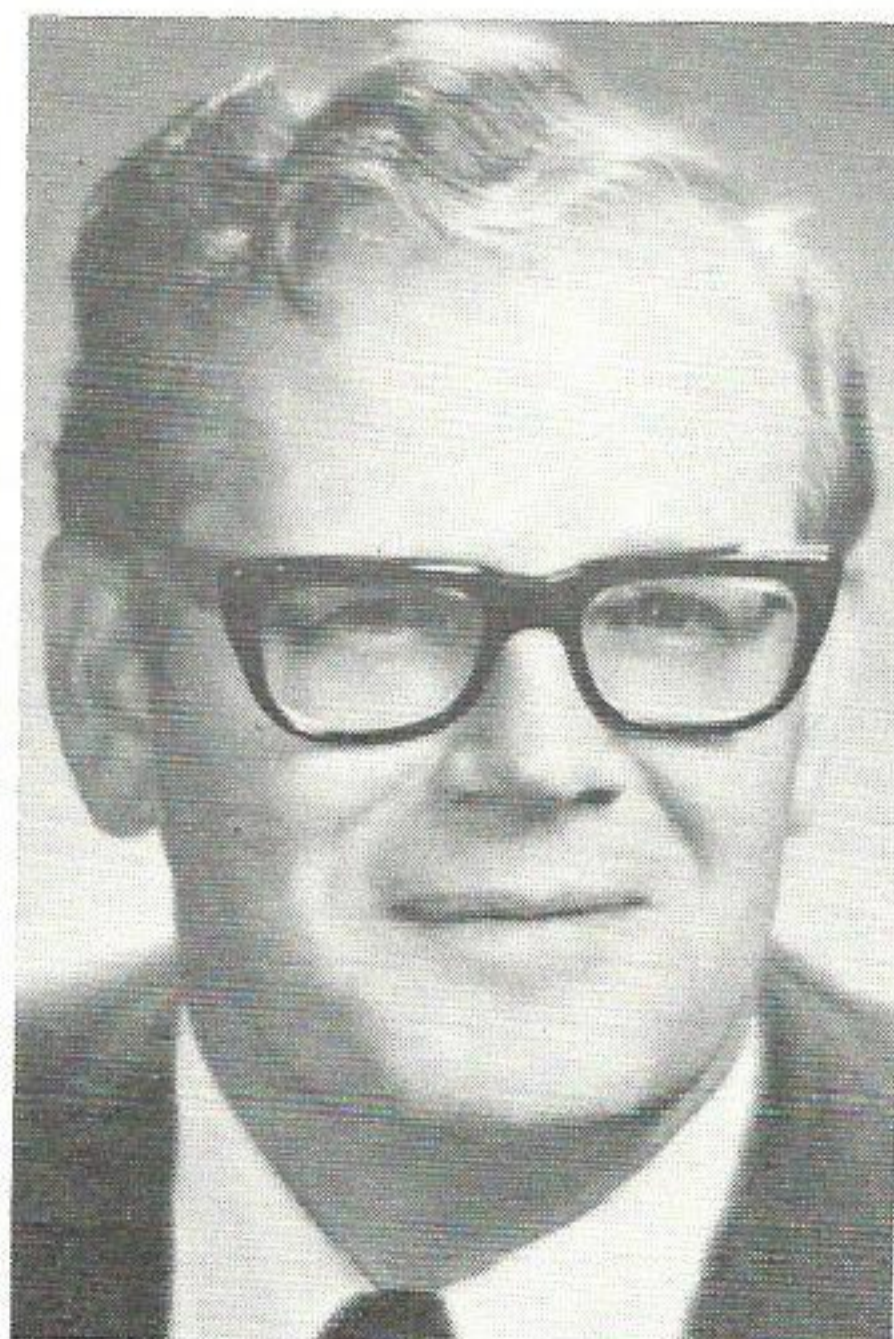
Bateman J. Rabalais
Electric T&D Department
Baton Rouge



James L. Davis
Electric T&D Department
Beaumont

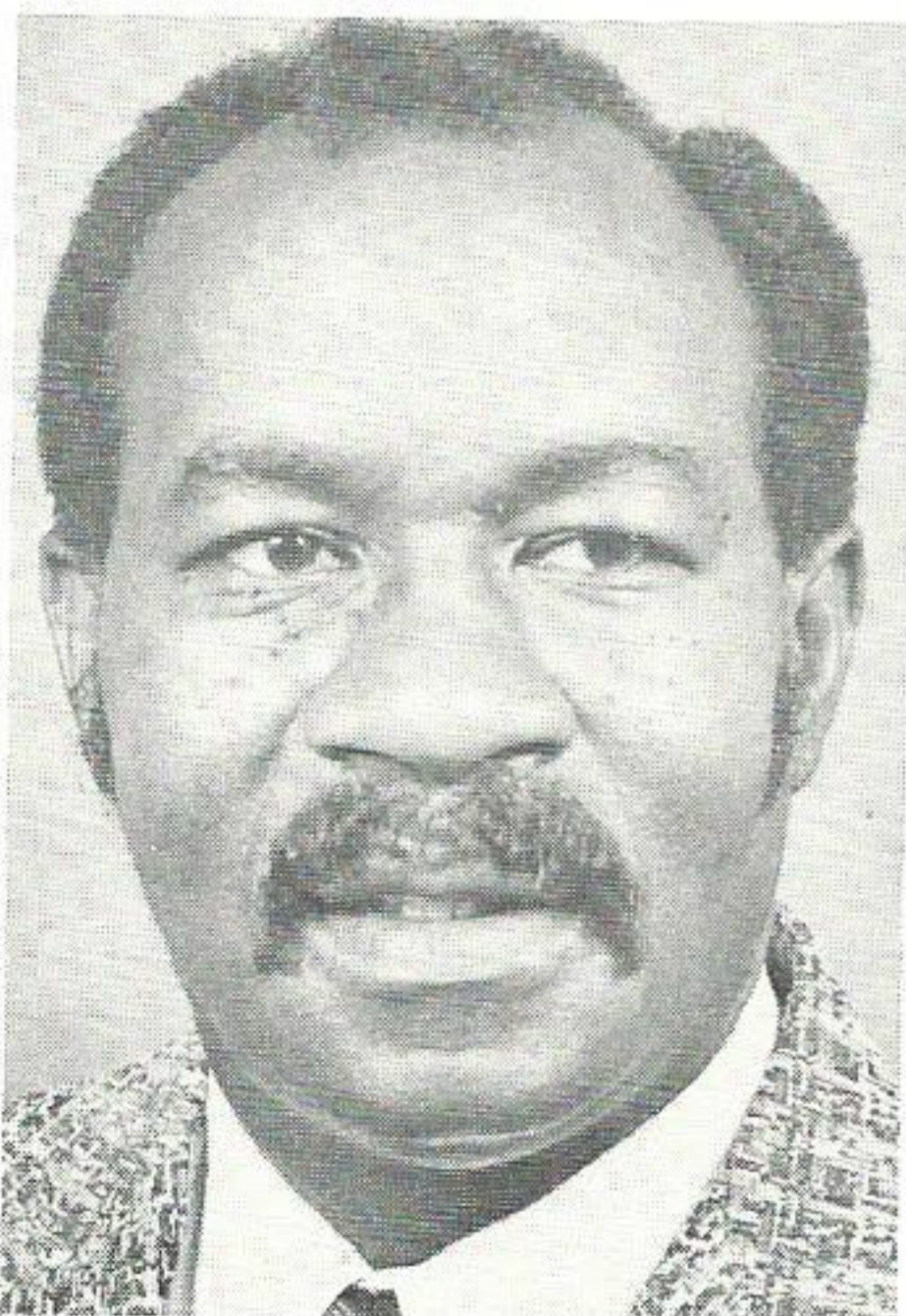


Gene B. Mullin
Division Operations
Sulphur



Andrew B. Reder
Electric T&D Department
Lake Charles

20 Years



John J. Scott
System Treasury
Beaumont

COFFEE CUP



FISHING FAREWELL — Roy Shimek (right) examines some new fishing tackle he received at his farewell party in Lake Charles prior to his transfer from the Engineering Division there to the Relay Design and Coordination - System Engineering Design Department in Beaumont. Shimek said he's waiting for warmer weather before he tests the effectiveness of the new gear. (from Johnnie Harris)

Company Kids Wed

An All-Electric wedding would have been appropriate in Denham Springs when Connie Lynn Smith, daughter of Richard P. Smith, local superintendent, married Anthony Wayne Oubre, son of Calvin Oubre, turbine foreman at Louisiana Station.

"I knew Calvin, of course, but the kids met through friends at LSU," the father of the bride recalled.

Electricity runs in the groom's blood: he works for General Electric in Baton Rouge. The new Mrs. Oubre hopes to pursue a career as a legal secretary after her graduation from LSU in August, 1975.



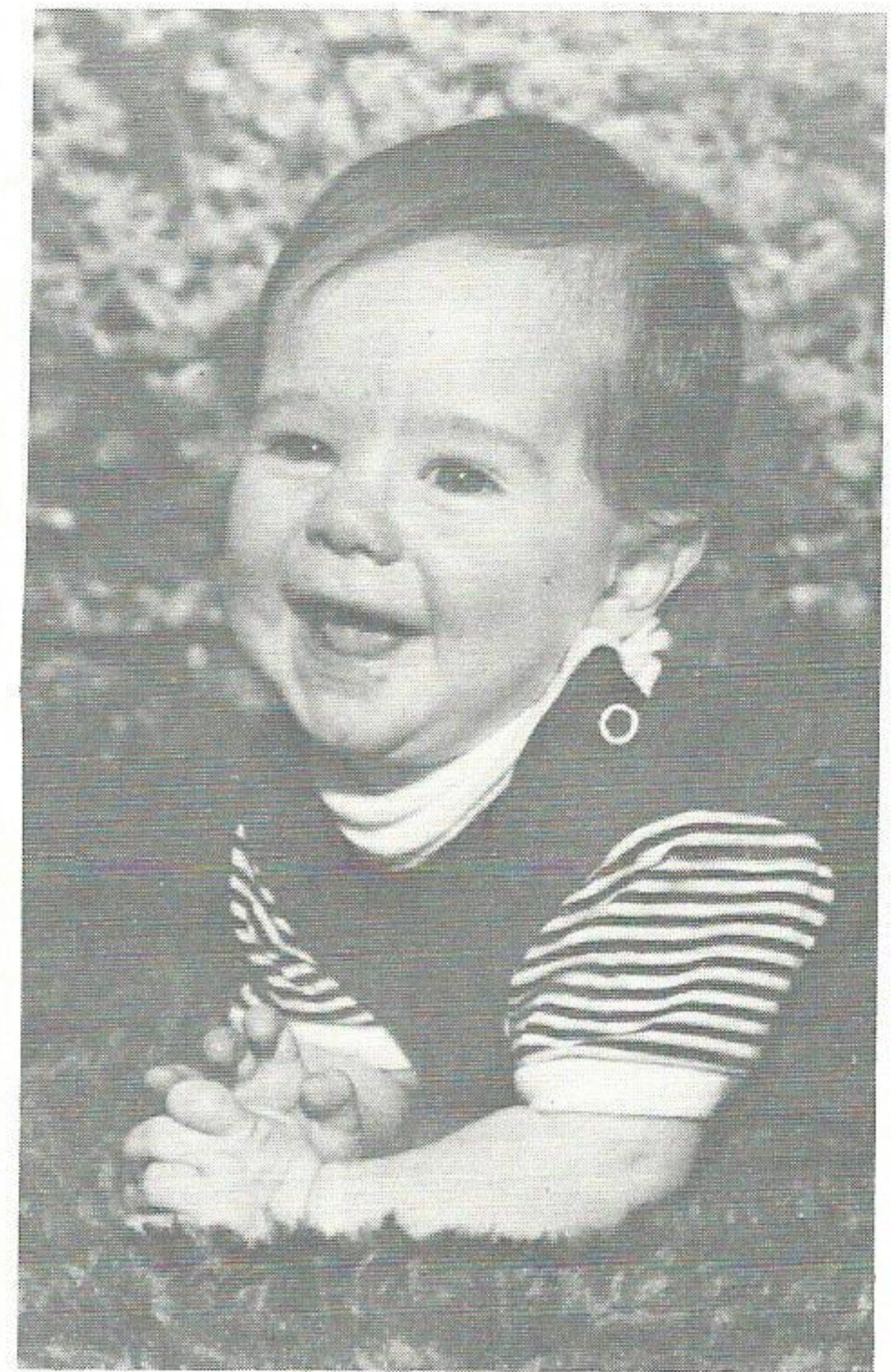
CHRISTIAN VOLUNTEER — Ernest Branscum, engineering assistant in the scheduling department, proudly holds a reference Bible presented him by his coworkers upon his departure for the Salvation Army College in Atlanta, Ga. There he will be trained to become a soldier for Christ in the worldwide organization.



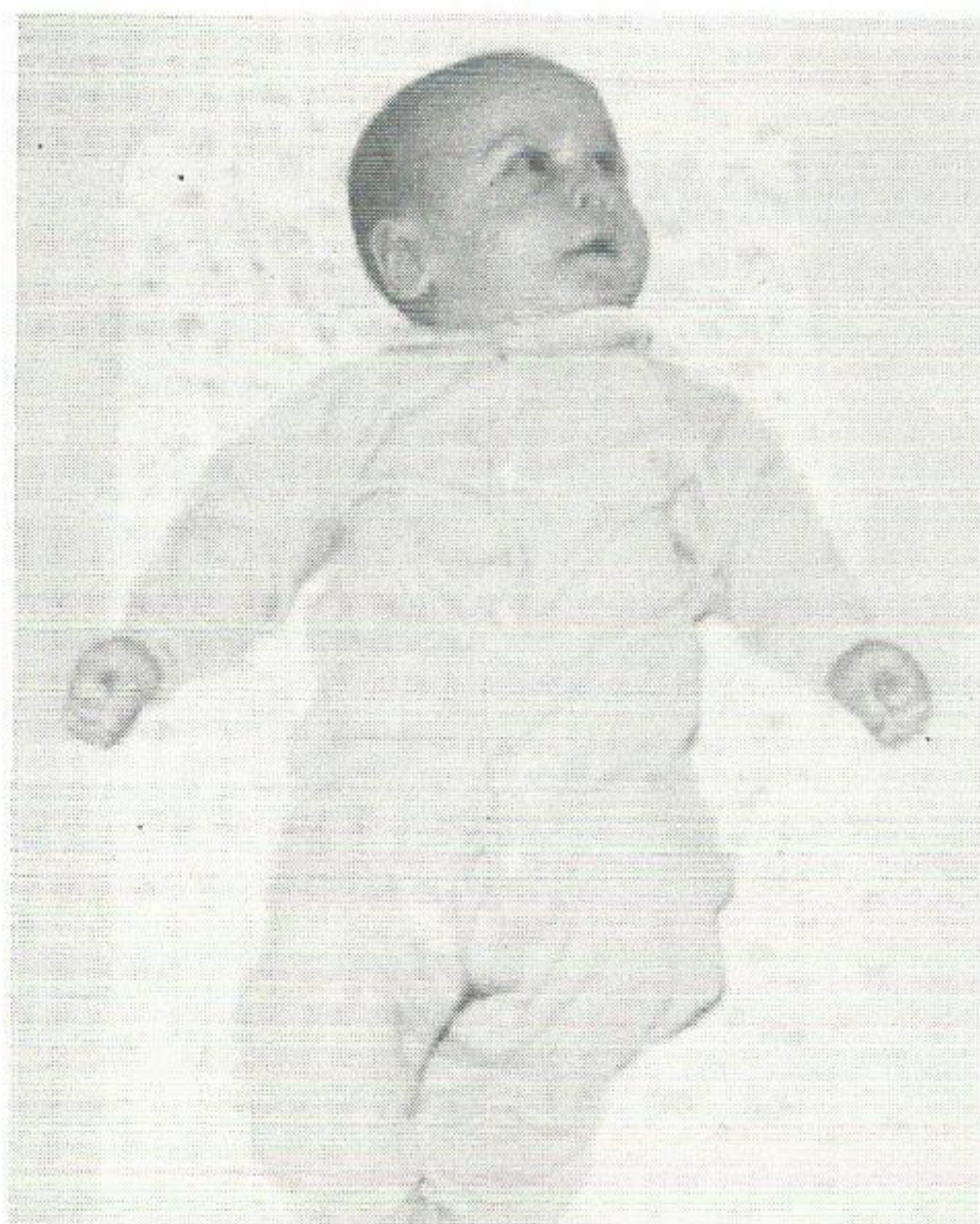
RESTFUL RETIREMENT — Burton C. Cannon (right), retiring control operations foreman at Nelson Station, is assured of comfortable retirement years — he received a new recliner chair at his farewell party. He and his wife will reside in Carlyss after a traveling vacation.



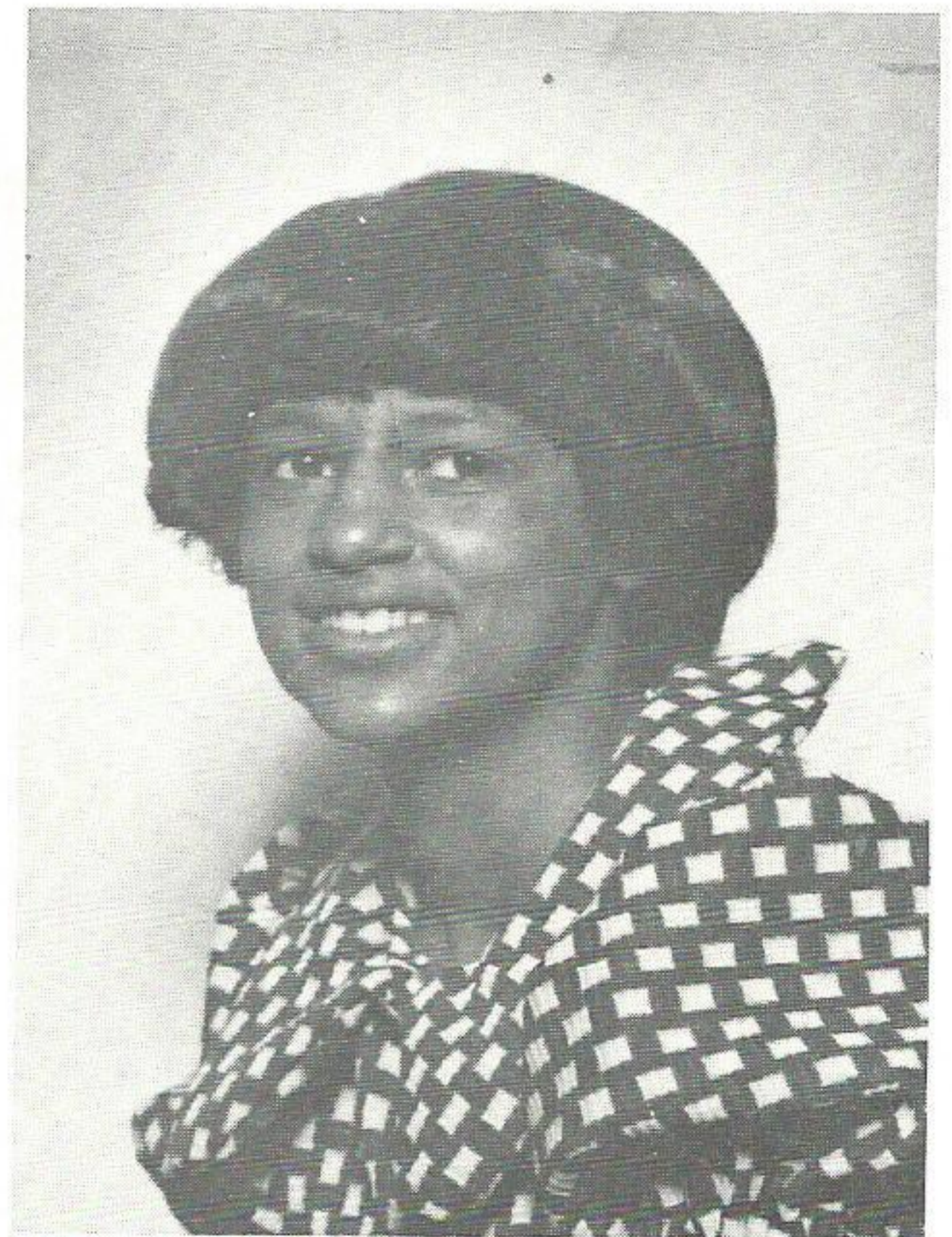
COOKING CHAMP – Myrtle Zahn, wife of H. G. Zahn Jr., shift supervisor at the Neches Station in Beaumont, was awarded a first place trophy in the adult division of the main dish section of the Texas Rice Festival cooking contest in Winnie. The winning entry was a casserole named Soy Bean Delight, which is served over rice. Mrs. Zahn grew three soybean varieties – black, yellow, and red – in her garden this year and processed them with pressure canning. She also received an honorable mention ribbon in the festival's dessert competition for her Chocolate Rice Custard.



FALL FROLIC – Five-month-old Derron Rogers of Beaumont is delighted the cool weather season has arrived. He is the son of Bert Rogers, supervisor - records management, and his wife Sandra, executive secretary, corporate and finance. The couple works in the main office.



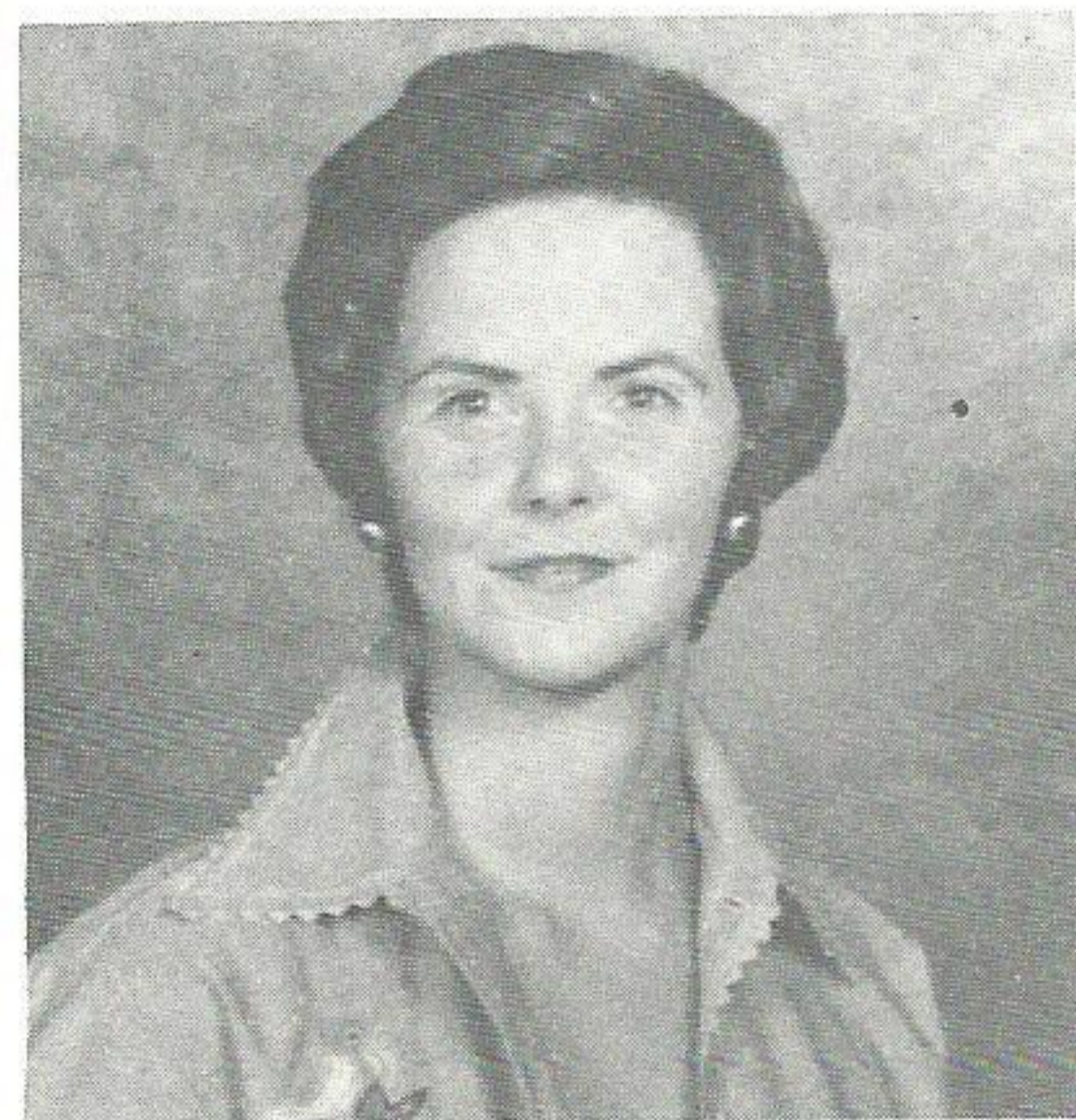
GROWING, GROWING – Darrelton "Darrel" Richardson Jr. was two months old when this picture was taken in late October. His parents report, however, that their only child has already outgrown his "big blue suit" worn in this photo. The child's father, Darrelton "Deke" Richardson, is a truck driver for T&D in Orange. (from Doris Womack)



C-C QUEEN – Mary Albertha Bellow has been selected Miss Cross-Country at W.O. Boston High School and represented the school's harriers at their homecoming parade and football game Oct. 31. Miss Bellow, the daughter of Mr. and Mrs. Lawrence Bellow, is a sophomore at Boston. Her father is a laborer in the Lake Charles Substation Department. (from Johnnie Harris)



ELECTRIC MATCHES — James O. Calcote, Jr. said he was always bumming matches from people at the Beaumont Service Center, where he was operating supervisor. His coworkers gave him the obvious gift — an electric cigarette lighter — at his farewell party October 29 before he moved to the main office as supervisor of design engineering construction in the System Engineering Design Department. Calcote was also feted with a cake, chips, dips and other goodies. (from Carolyn Motl)



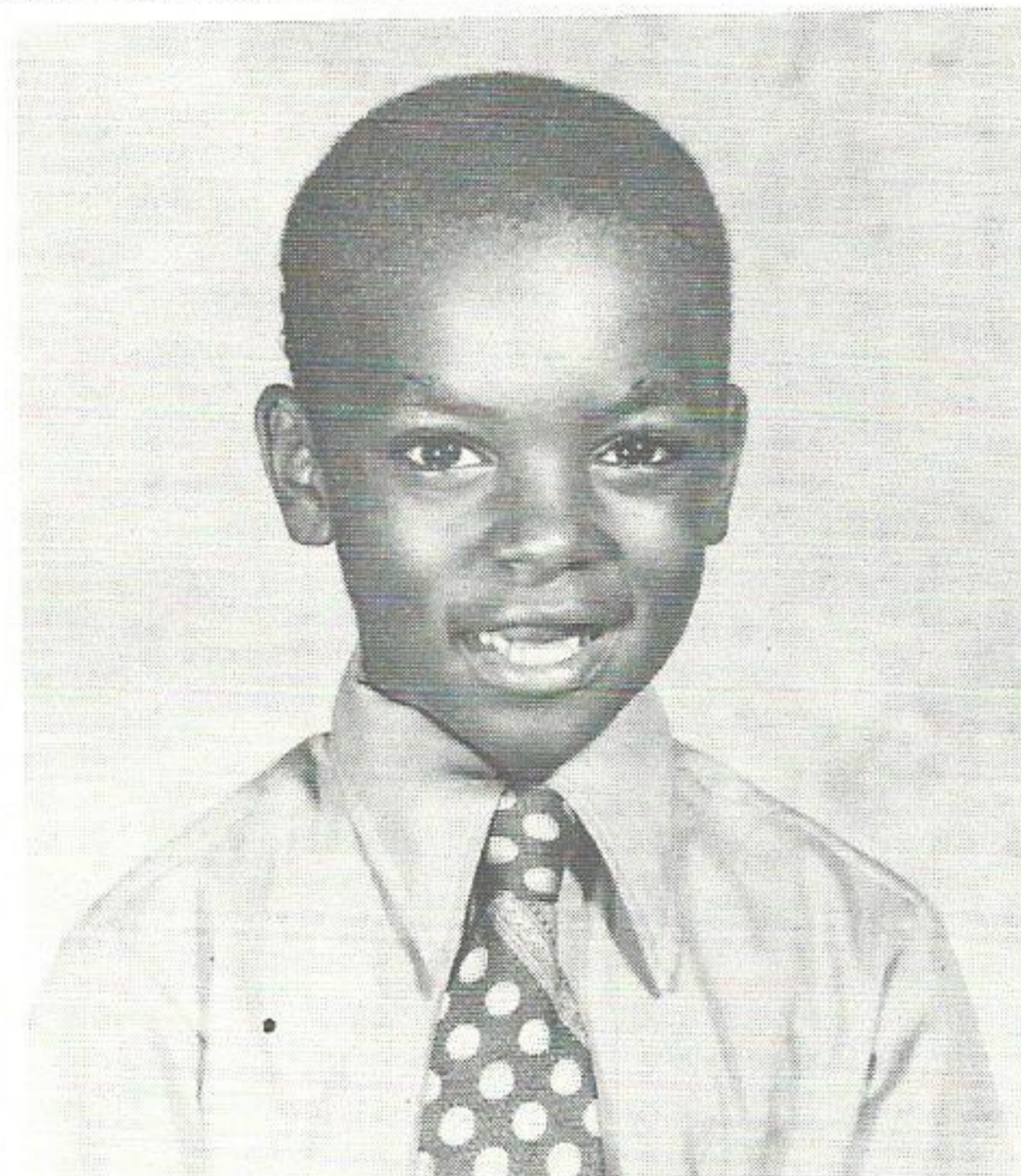
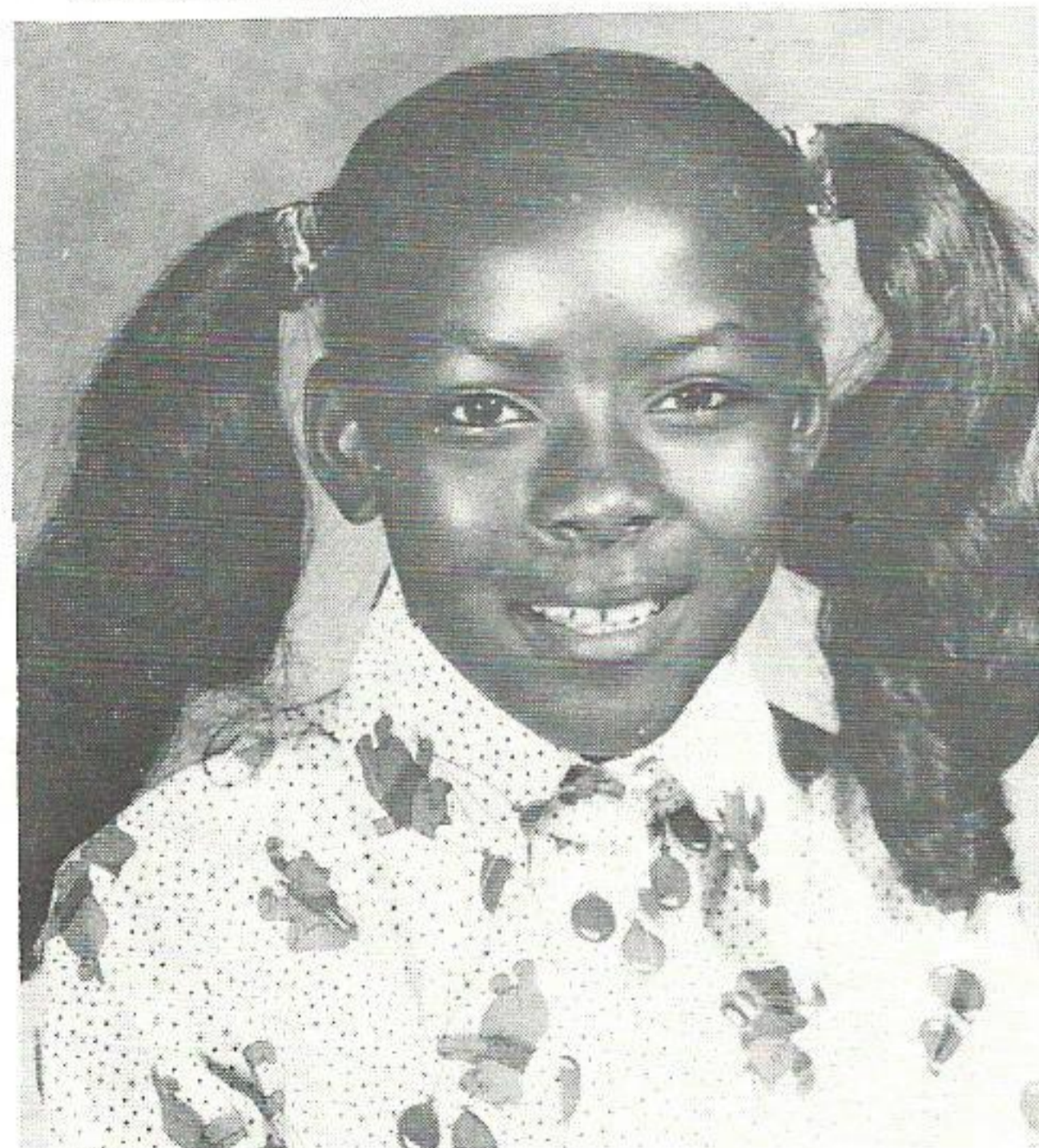
OUTSTANDING — Judy Hammond has been named to Outstanding Young Women of America for 1974, a national awards program. Miss Hammond is the daughter of Gladys Hammond, secretary to the marketing manager, and her husband Bill. Miss Hammond was one of 17 women selected in Texas from nominations by women's organizations, churches, alumnae associations and individuals. She is a 1972 graduate of Lamar University with a bachelor of science degree in mass communications and is employed at KFDM-TV in Beaumont.



HOMEcoming MAIDS — Ellen Wall (left) and Diana Doucet were selected Sophomore Maids on the Iowa (La.) High School 1974 Homecoming Court by members of the football team.

Miss Doucet is the 15-year-old daughter of Fred D. Doucet, master electrician at Nelson Station.

Miss Wall, also 15, is the daughter of James Wall, meter foreman in the Lake Charles Division. (from Janet S. Followay)

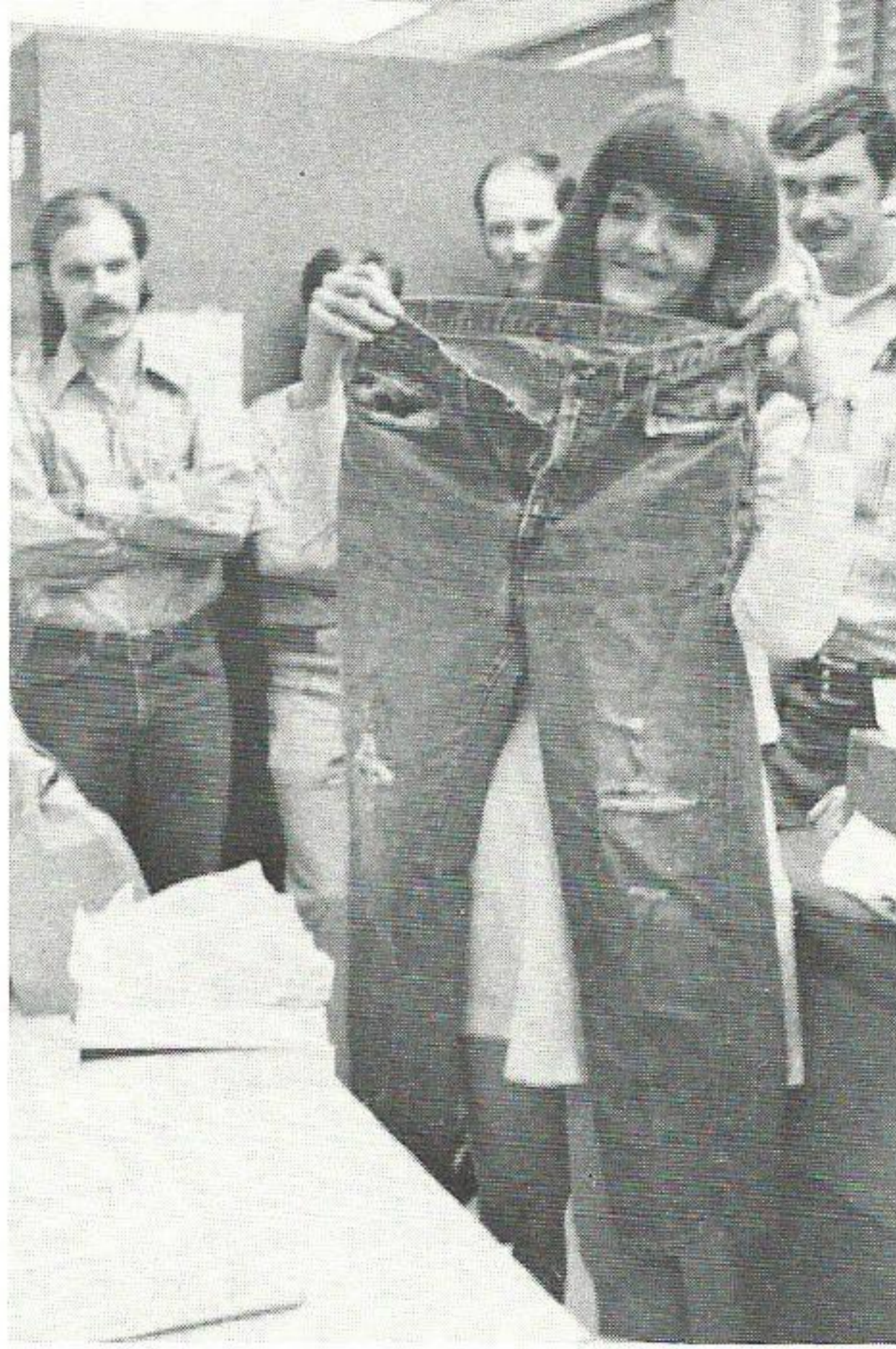


GRANDCHILDREN — Frank Washington, helper in the Lake Charles Substation Department, is proud of these two grandchildren active in the old Emanuel Baptist Church. Christalyn Yvette Washington (left), 9, is secretary of her Sunday School class and is a member of the Youth Choir. Cedrick James LaFleur, 7, is a member of the Sunshine Band. (from Johnnie Harris)

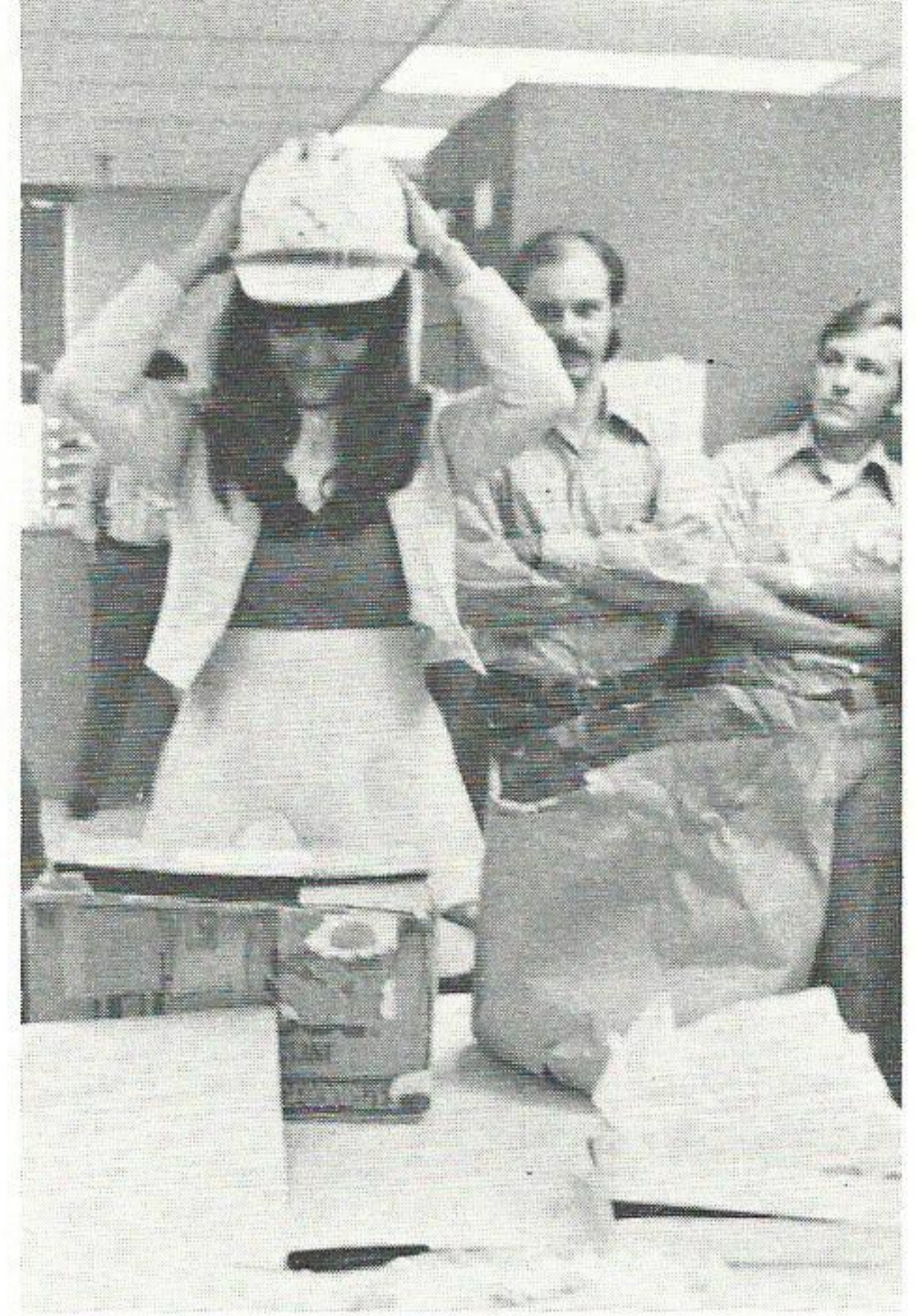
Pat Whitworth Given New Wardrobe



Old Shoe



Broken-in Jeans



Hardhat

Pat Whitworth transferred to Sabine Station to become an operator's helper. She had been departmental clerk in the drafting department and her former co-workers felt she needed new duds for her new job.



RED ROSES FAREWELL — Glenda Milner, formerly a billing clerk, received a bouquet of red roses on her final day before transferring to the relay engineering department, where she will serve as an engineering helper.

FAREWELL BIRTHDAY -- Administrative Accountant Bill Weatherford completed a six-month training program in Beaumont's customer accounting office just in time for a birthday celebration which doubled as a going-away party. Weatherford was transferred to the general accounting offices. Highlight of the affair was a Mexican dinner assembled by Bill's coworkers pictured here.



CAKE CREATOR -- Doris Flowers, confidential records clerk in the main office Payroll Department, is taking a cake decorating course at the YWCA, much to the pleasure of her fellow employees. She has made cakes two consecutive weeks, spawning celebrations for just about any occasion.

THRIFT PLAN

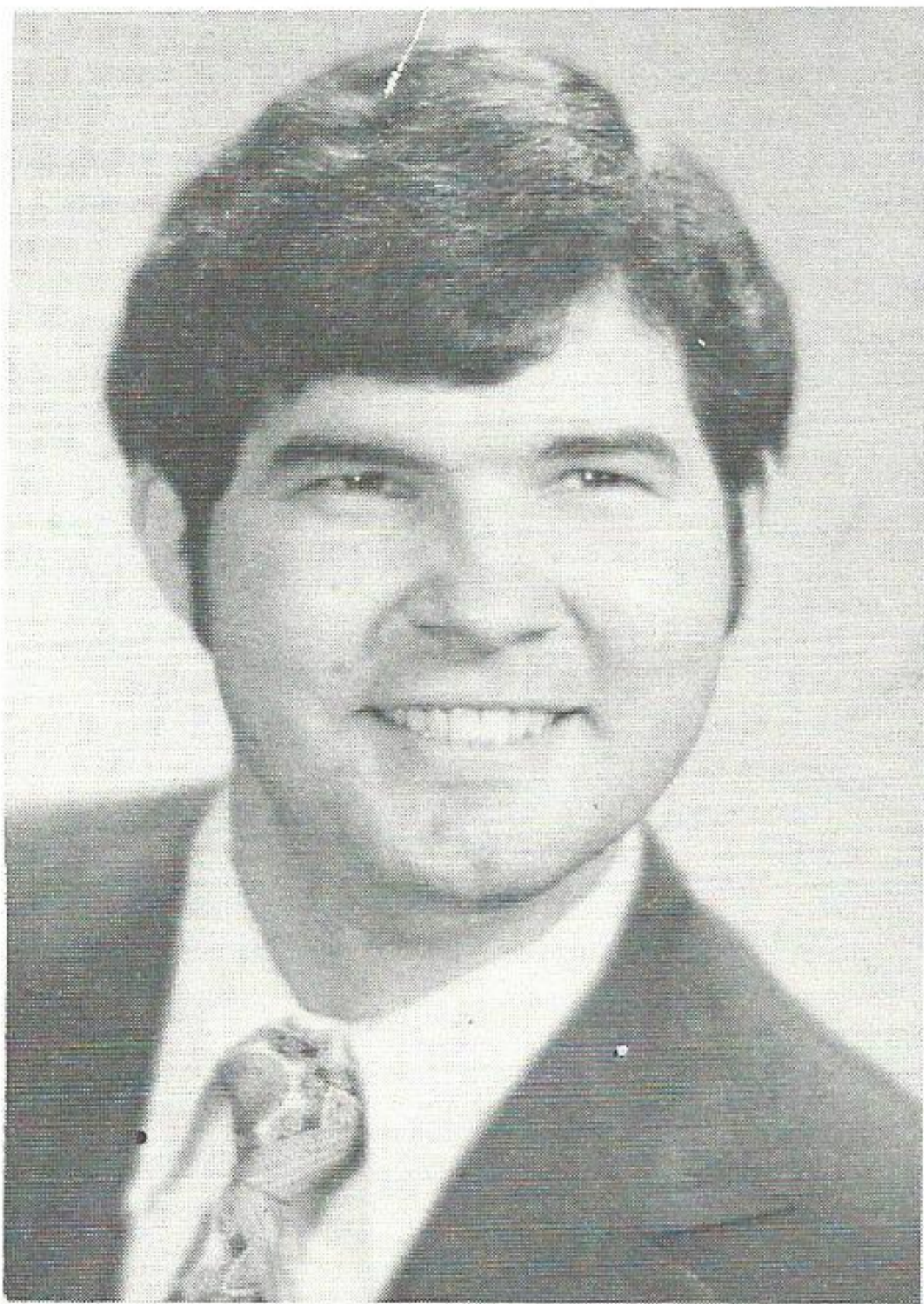
Purchases of Gulf States Utilities Company stock made by the Trustee during November, 1974 covering employee deductions and Company contributions through October, 1974 were as follows:
7,211 shares of common stock at a total cost of \$86,655.97 at an average cost per share of \$12.017.

120 shares of \$4.40 preferred stock at a total cost of \$5,663.62 at an average cost per share of \$47.197.

The Trustee deposited \$54,909.75 with the Savings Department of the First Security National Bank.

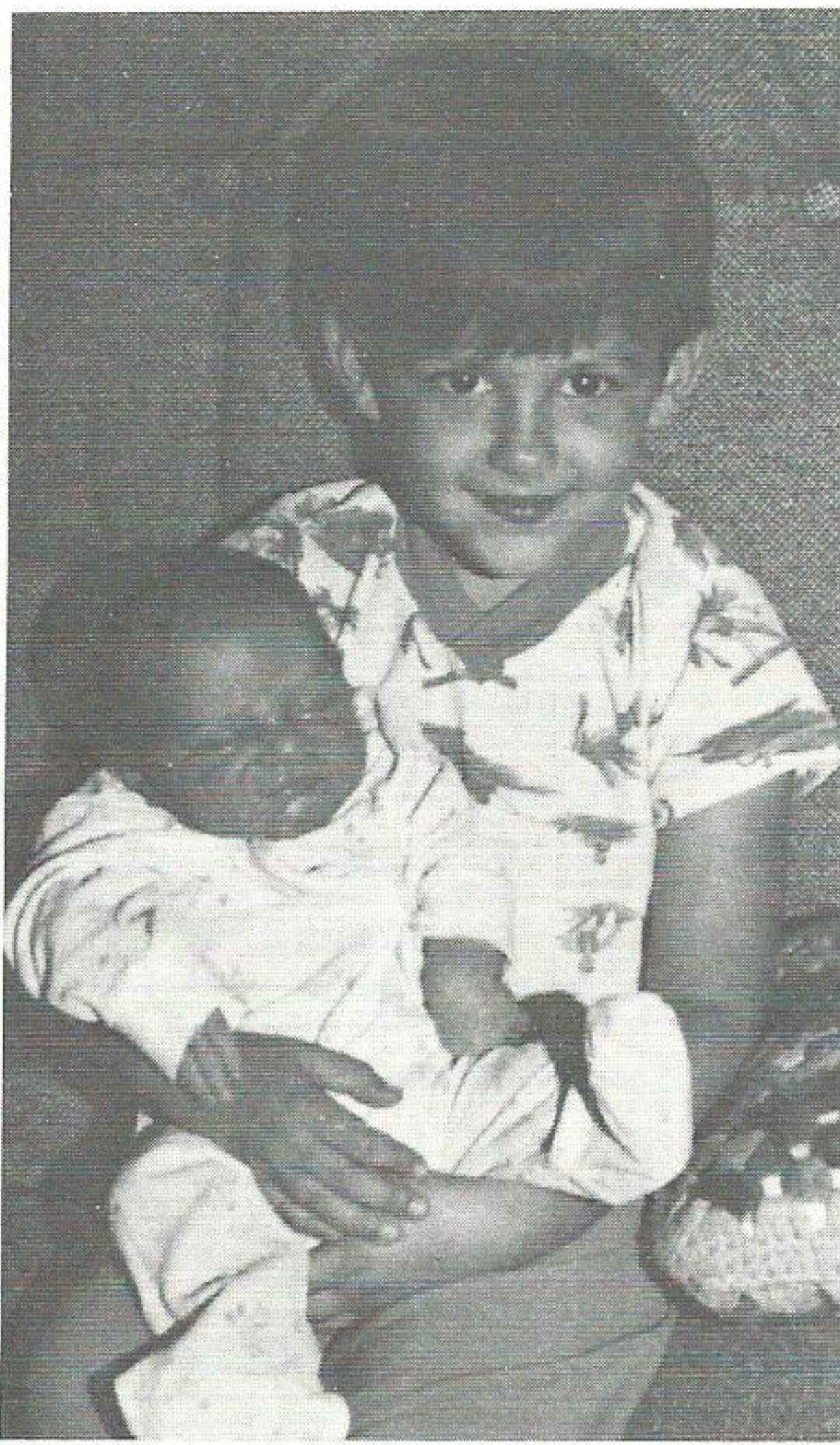


ACE RACER -- Nancy Kay Brown, 8, of New Caney, won four trophies for barrel racing at the Coldspring Horse Show, Nov. 2, bringing her career trophy total to 29. Miss Brown is the daughter of T&D Serviceman First Class Truman L. Brown, an eight-year GSU employe. (from Dianna Winkelmann)



HE'S HE — Ronald Shuff, husband of Brenda Shuff, customer accounting clerk in Beaumont, has been elected to Who's Who Among Students in American Colleges and Universities and to the Blue Key honor fraternity.

Shuff, 27, a prospective December graduate from Lamar University in accounting, is also president of the school's chapter of the Jaycees.



YOUNG SONS — Neil Fuselier was only three weeks old when he posed for this picture in the arms of his four-year-old brother, Joel. The boys' father is Conrad Fuselier, lineman first class at the Lake Charles Service Center. (from Johnnie Harris)



CHAWFUL FAREWELL — Among the gifts Omar K. Cassidy (center) received at his farewell party by coworkers at the Baton Rouge Government Street Station were two packs of chewing tobacco. The donor commented the present will "relieve the tensions of the tough decisions he will be making" as operating supervisor of the Beaumont Division. Cassidy had served as supervisor of relay, meter and communications at Government Street. (from Anne Charleville)

When you have any news or a story you think would be interesting to other Gulf Staters, contact the nearest reporter to you, or write or call the *PLAIN TALKS* editor, Mike Ross, in Beaumont. Notify *PLAIN TALKS* reporters of any event that is happening in your area that the magazine should cover. A complete list of reporters and their locations is given below. If any persons named are no longer with the company or no longer active reporters, please contact Mike Ross. Persons wishing to become *PLAIN TALKS* reporters should also contact the editor. We can never have too many reporters.

Reporters

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.

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), Janel Followay.

LA. STATION: Leslie Jeansonne.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Gene Russell.

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: Darlene Faires.

SILSBEE: Maxine Bell.

SOMERVILLE: Mary Brock.

SULPHUR: Pearl Burnett.

WILLOW GLEN: Loris Landaiche, James Veatch.

WOODVILLE: Alene Cole.

ZACHARY: Mary Kirby.

LETTERS

November 8, 1974

Mr. Horace Lacombe
Gulf States Utilities
P. O. Box 3267
Lafayette, La. 70501

Dear Mr. Lacombe:

I want to express my thanks to you for arranging to have the final connection made at my place at Avery Island on November 6. I realize the problems it presented to you in view of the Crowley damage, but it was essential that it be done no later than Wednesday, and I deeply appreciate your assistance.

Sincerely,



Edmund McIlhenny



November 27, 1974

Mr. Earl Broussard
P. O. Box 3267
Lafayette, Louisiana 70501

Dear Mr. Broussard:

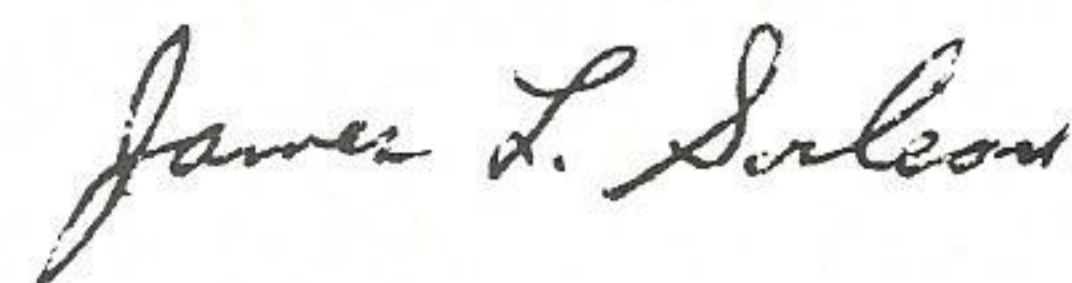
I am glad that Gulf States Utilities permitted you to lecture to our seventh grade classes here at L. J. Alleman.

Your talk on the "Wise Use of Energy" was well prepared and planned with up-to-date material on the energy crisis now facing us. You developed a good rapport by getting their attention immediately with visual aids that were entertaining and informative as well.

We would like to invite you to talk to our classes again next year at your convenience. Our students reported what you said to their parents and it was accepted by them.

Please continue to be interested and involved with our youth and inform them of all the new innovations that are discovered from year to year.

Yours truly,



James L. Soileau, Science Teacher

August 9, 1974

Dear Sirs:

I have recently returned from my two action-packed weeks in Michigan at Camp Miniwanca. Never before have I had two more exciting or memorable weeks.

All the camp personnel were really terrific and I enjoyed talking to them every chance I had. The lake view is out of the world and looks like some artist's painting.

In those two weeks I have learned more about other people, their cities, and their problems, than I would have learned anywhere else in the world. I sincerely thank you for giving me this great opportunity. I will forever be indebted to you for giving me the two most important weeks of my life.

Gratefully yours,



(Miss Champagne of Leonville, La., was the state winner in the Electric Awards Contest cosponsored by Gulf States, Central Louisiana Electric Co., Louisiana Power & Light Co., New Orleans Public Service, Inc., and the Home Economics Section of the Louisiana State Department of Education. -Ed.)

WELCOME ABOARD



SYSTEM DEPARTMENTS

Information & Data Services

Sells, Marion S., Bmt., Dept. Clerk - IDS/Recds-Dupl
Johnson, Jeramine W., Bmt., Key Punch Oper. - IDS/DSO
Wiggins, Debra L., Bmt., Key Punch Oper. - IDS/DSO

Systems Engineering

Singleton, Robert L., Bmt., Eng. Helper - Eng Des/Relay Des
Everage, Thomas J., Bmt., Eng Helper - Eng Des/DEC-Drftg

System Treasury

Dean, Lee A., Bmt., Dept Clerk - Sys Treas/Budg-Oper
Holmes, Joyce G., Bmt., Clerk - Sys Treas/Mtrl Servs-Overall

MANAGEMENT EMPLOYEES

Wilbanks, Gerald C., Br City, Environmental Analyst - Sys
Prod/Sabine Sta

BEAUMONT DIVISION

Production

Radley, Sandra H., Bmt., Laborer I - Neches Sta
Bond, Artie T., Bmt., Dept Clerk - Neches Sta

Distribution

Recla, Steven D., Bmt., Laborer 1 - T&D/Line
Landry, Joseph P. III, Bmt., Laborer I - T&D Garage
Remie, Ronald P., Bmt., Laborer I - T&D/Line
Brooks, Timothy, Bmt., Laborer I - T&D/Garge
Fisk, David W., Bmt., Engr Helper - T&D/Eng

Treasury

Hensley, Betty F., Anahuac, Meter Reader

PORT ARTHUR DIVISION

Production

Turner, Arthur W. Jr., Br City, Equip Oper - Sabine Sta

BATON ROUGE DIVISION

Production

Collins, John L., B Rouge, Laborer I - La Sta

Distribution

Johnson, William Jr., B Rouge, Laborer I - T&D/Line
Smith, Carol L., B Rouge, Laborer I - T&D/Line
Barnes, Paul D., B Rouge, Laborer I - T&D/Line
Murray, Marvin J., Den Sprgs, Helper - T&D/Line

Treasury

Schmidt, Ashley R., B Rouge, Laborer I - Div Treas/Stores
Greer, Peggy R., B Rouge, Meter Reader - Cust Acctg
Smith, Mary P., B Rouge, Clerk - Cust Acctg
Touchet, Georgianna G., B Rouge, Clerk - Credit & Coll
Ranel, Johnnie H., B Rouge, Clerk - Cust Acctg
Allen, Katie M., B Rouge, Clerk - Cust Acctg
Spivey, Gayle M., B Rouge, Clerk - Credit & Coll

WESTERN DIVISION

Distribution

Clepper, Michael W., Conroe, Laborer I - T&D/Line
Wortham, Robert L., Conroe, Laborer I - T&D/Line

Treasury

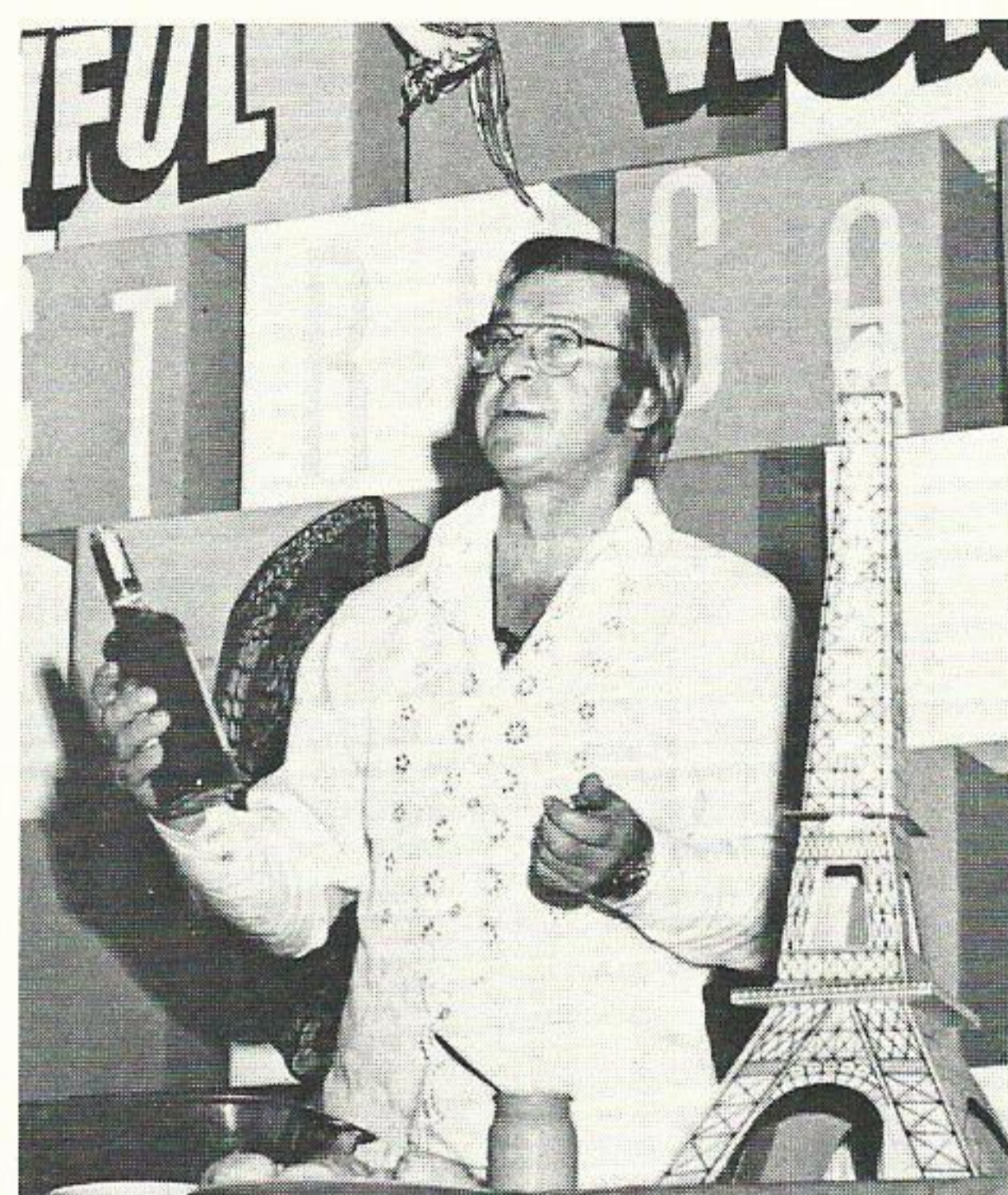
Cochran, Robert E., N Caney, Meter Reader

PART-TIME EMPLOYEES

LeGros, Jeffery F., Bmt., Dept Clerk - IDS/Recds-Dupl-MR
Gonzales, Juan J., Bmt., Dept Clerk - IDS/Recds-Dupl-MR
Hebert, Paul W., Bmt., Dept Clerk - IDS/Recds
Ball, Anna J., Conroe, Engr Helper - T&D Dept
Warren, Jeanne W., Calvert, Local Office Clerk
Terrell, Vickey C., B Rouge, Dept Clerk - W/G Sta
Van Zandt, Lynda A., B Rouge, Clerk-Cust Acctg
Adams, Sakeena M., B Rouge, Clerk-Credit & Coll

RECIPES

Globetrotting Gourmet



Boris "Bess" Bessmertny is the owner of Bon Voyage, a travel agency with offices in Lafayette and Baton Rouge. He is also a food fancier and dazzled those attending the 15th Annual Homemakers Holiday in the Beaumont City Auditorium Sept. 17 and 18 with his delicious dishes prepared in a spectacular manner.

AUBERGINES A LA PROVENCALE MARGUERITE

Eggplant with Garlic, Lemon and Parsley Hors d'Oeuvre from the South of France.

2 medium eggplants
Eggwash (1 egg beaten with 3 Tbsps. water)
Flour
Cooking oil
6 cloves garlic, mashed
Juice of 3 or more lemons
Salt and pepper
Olive oil
6 or more sprigs parsley, chopped

Slice eggplants widthwise, like salami. If too large, slice in half. Dip slices in eggwash, then dust lightly with flour. Pan fry in cooking oil, turning often until lightly gold. Spread each slice with ½ tsp. garlic, 1 tsp. lemon juice, season with salt and pepper, and sprinkle with 1 tsp. olive oil immediately. Transfer to serving platter and pour remaining lemon-oil mixture over eggplant. If necessary, prepare additional lemon-oil mixture for topping. Sprinkle generously with chopped parsley. Serves 6.

CINDERELLA PUMPKIN SOUP

A unique way of preparing a pot of soup with the pot being the pumpkin. Serve with crisp, hot French bread and young Beaujolais wine

One 6 to 8 lb. pumpkin
3 to 4 cups of cubed croutons
sautéed in butter from soft slices of bread
3 to 4 cups freshly shredded Gruyere Swiss cheese (the Emmenthal variety preferred)
1 cup freshly grated pecans or walnuts
Salt and pepper to taste
2 to 3 cups heavy cream
(or ½ sour cream, ½ buttermilk)
1 tsp. freshly ground nutmeg

Cut out top of pumpkin as you would a Jack-O-Lantern. Carefully remove seeds and stringy parts with a spoon. Fill ¾ full with alternate layers of croutons and cheese which have been sprinkled lightly with nuts. Salt and pepper. Fill with cream. Sprinkle with nutmeg and replace the top. Bake at 300 to 350 degrees 1½ to 2 hours, depending on quality and thickness of pumpkin. Serve directly on the table. Scoop the pumpkin flesh from its walls and stir the pot to make it smooth.

ECREVISSES DES BAYOUS FLAMBEES MONTARGIS

Live Louisiana Crawfish flamed in Armagnac and prepared in a Bisque Sauce.

8 large, live Louisiana crawfish
Milk
3 Tbsps. of butter-oil per skillet
½ butter, ½ cooking oil
1 to 2 jiggers of Armagnac or Bourbon per skillet of 8 crawfish
1 or more cups of Vermouth (or dry white wine)
Salt and Cayenne pepper
4 to 5 Tbsps. of Mirepoix Louisiane* (recipe below)
3 Tbsps. of sour cream per skillet of 8 crawfish
Parsley

Plunge the live crawfish in a container filled with milk (diluted powdered milk is fine) for about 3 minutes. The crustacians "do not like" the milk, will purge themselves but retain their natural "sweetness". Saute the crawfish alive (as many as you can in a large skillet) in the hot but not smoking butter-oil mixture. When they turn bright red flame them with Armagnac or Bourbon and add the Vermouth. Salt and pepper heavily. Stir in Mirepoix Louisiane to attain a bisque consistency and cook for about 5 minutes. Remove and arrange on a hot serving platter. To the skillet, add sour cream and bring to a boil, salt and pepper to taste and pour the "bisque" over the crawfish. Serve hot and sprinkle generously with parsley (some prefer chives). Excellent by itself or with rice. If the latter is used, double the Mirepoix and sour cream. Serves 1

* *Mirepoix Louisiane pour Ecrevisses*

1/2 cup chopped celery
1/2 cup chopped green pepper
1/2 cup chopped onions
1 cup sliced carrots
2 pinches shredded saffron
Butter
3 ground artichokes,
(or artichoke bottoms) mashed
2 cloves garlic, mashed
1 crushed bay leaf
1 pinch each: powdered thyme, oregano,
ground lemon and orange rind

Combine all ingredients in a saucepan with a tight fitting lid and cook vegetables until tender. Put the Mirepoix through a blender or sieve. Makes 2 cups.

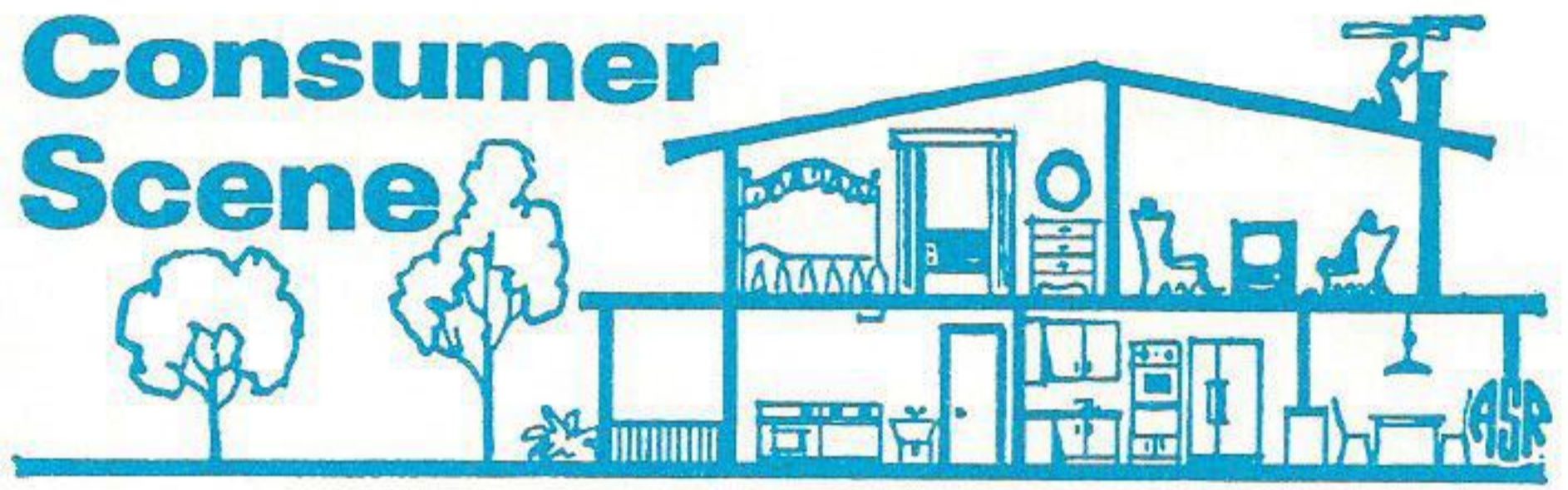
SCAMPI de CAPRI ALLA FIAMMA

Large shrimp sauteed in butter-garlic, flamed with brandy and simmered in Vermouth. This Southern Italian dish is best prepared in a chafing dish at the table.

16 jumbo shrimp
2 Tbsps. of butter-oil mixture
(½ butter & ½ olive oil)
1 or 2 cloves garlic, mashed
1 or 2 hot red peppers,
coarsely chopped according to
taste (Dried red peppers may be used)
Salt to taste
1 pinch thyme or oregano
1 Tbsp. lemon juice
2 jiggers of Brandy or Bourbon
¾ to 1 cup of dry white Vermouth
or white wine, depending on the size
of the shrimp
2 Tbsps. fresh chopped parsley

Saute shrimp briskly in the butter-oil mixture, with garlic added, for about one minute. Sprinkle with red pepper, salt, thyme, and lemon juice. Stir well while heating on high heat. Pour brandy over shrimp mixture and flame. Add Vermouth and let it bubble one or two times. Sprinkle with parsley and serve while still bubbling. Serves 2.

Consumer Scene



Corporations Are Listening Better

Trying to get a question answered or complaint resolved from a large company can be a vexing, frustrating experience. Many of us have gone through the experience of being transferred from phone to phone before we finally talk to someone who can help.

Many companies, aware of the value of direct consumer contact, have instituted programs to make it easier for a consumer with a problem or question to get in touch with a company representative. One of the most extensive of these programs has been set up by the General Electric Major Appliance Group. Through its Consumers Institute, the Major Appliance Group has established a network of "consumer coordinators" in 111 locations throughout the country whose job is to answer consumers' questions and help them resolve complaints.

"We're trying to work with consumers in their own communities as much as we can," explained Jane Butel, manager of the Consumers Institute. "That is why we decided not to establish a long-distance, toll-free phone number for consumers to call. I think a consumer in Atlanta would rather seek help in Atlanta than from someone in New York. It's more direct, and our coordinators understand the local conditions."

The consumer coordinators were recruited from among employees in sales offices who most frequently received consumer calls. They were given

intensive training from the Consumers Institute's four regional directors and are constantly provided with the latest information on all appliances as well as information about the energy usage of appliances or where certain appliances are available.

Most consumers should be able to get the answer to their questions on the first phone call to a consumer coordinator. Questions or problems that stump the coordinators are referred to one of the four regional directors for the Consumers Institute who find the answer and get back to the consumer.

Ms. Butel said that since the consumer coordinator network began operating, they have had many calls asking about specific product features, such as self-cleaning oven ranges. "Often people are trying to decide whether to replace their current appliance with a new one or are trying to compare one model to another. While most of our consumer coordinators are located at GE or Hotpoint Major Appliances Sales offices, it's not our purpose to sell products, we're trying to answer questions and to help consumers make informed decisions."

If you live in or around a major metropolitan area, chances are there's a consumer coordinator near you. A list of consumer coordinators and their addresses and phone numbers is available by writing to the Consumers Institute, General Electric Company, Appliance Park, Building 4, Room 206A, Louisville, Ky. 40225.