



THE SQUARE



THE WHARF

The Woodlands:

A Product Of Planning



MARCH, 1974



THE CONFERENCE CENTER

Let's face the facts. The era of cheap energy is over.

It may come as a surprise to a few, a confirmation of a personal belief to some, and a restatement of a long-believed fact to others. It's not a means of scaring people; simply a statement of truth.

Consider these factors: gas and oil for fuel are expensive and hard to come by, power plant construction costs are skyrocketing and interest rates are high. It's obvious that they all lead to one conclusion: the price of electricity must eventually increase because of inflation.

Our Company is working hard to keep costs down and save energy wherever possible. The advent of nuclear power in the 1980's will stabilize the price of electricity to the consumer.

At present, the additional cost comes from higher boiler fuel prices, paid for by the consumer through the fuel adjustment clause. Our Company is making *no* profit on the fuel cost charges. Hence the reason for higher bills when the same amount, or sometimes fewer kilowatt hours are used.

The key in coping with the issue is this: we, as consumers, *can* conserve our electrical usage in numerous ways and at all times. This doesn't mean depriving ourselves, just managing the use of our energy (and money) wisely as our Company provides dependable service at the lowest possible cost.

Remember, things could be worse. We could live in fear of brownouts and total blackouts. But GSU has no intentions of this happening, thanks to its far-sightedness in planning for the future.

That's more than some suppliers of energy have done.

M. S.

ENERGY:

The Era

Of Our Ways-

Plain Talks & News

Volume 52

Number 2

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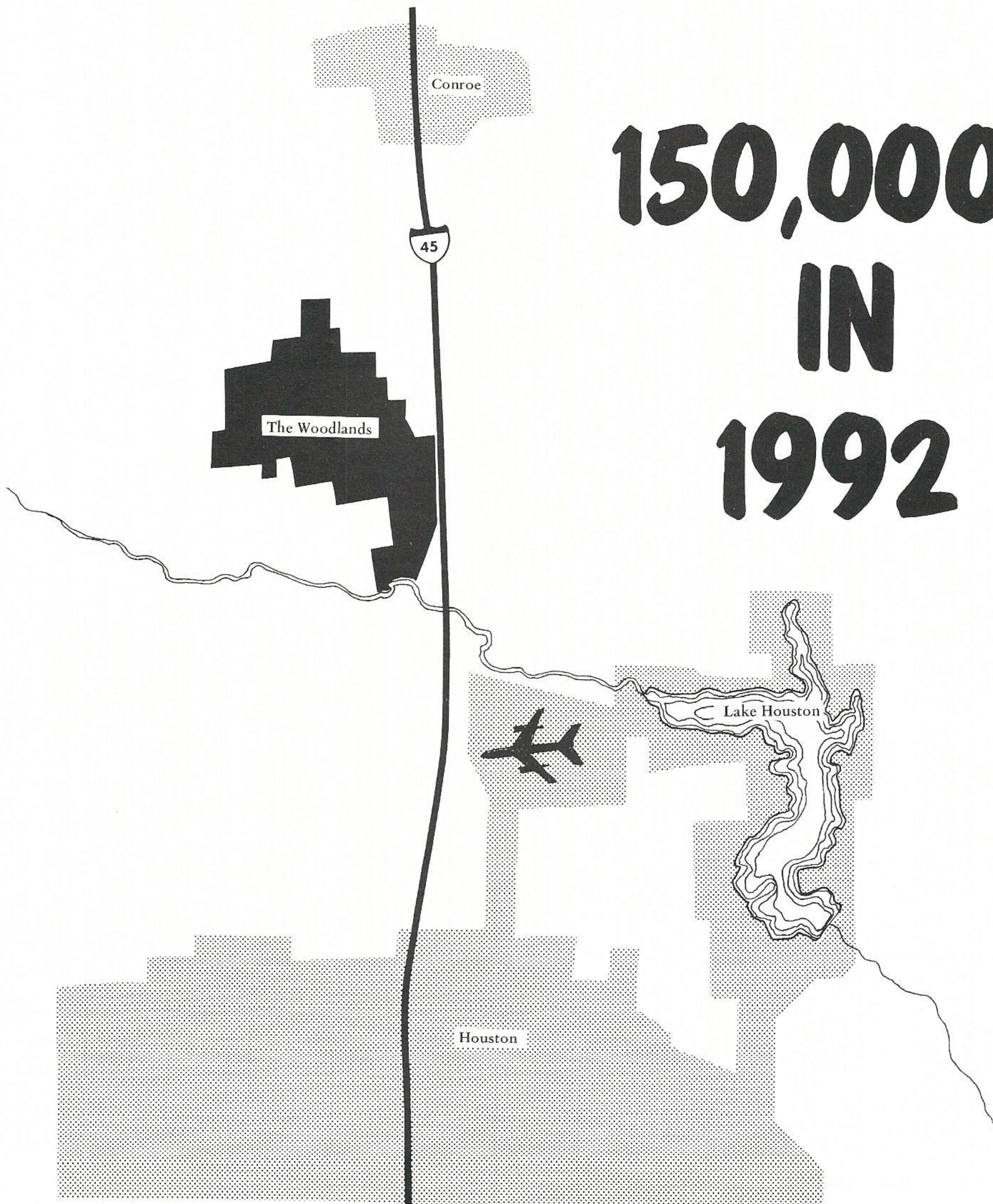
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The Cover:
The Woodlands, 28 miles north of Houston, is a planned town that will be served by our Company. Opening in October, it offers many pleasing surprises and innovations.

THE WOODLANDS:

**150,000
IN
1992**

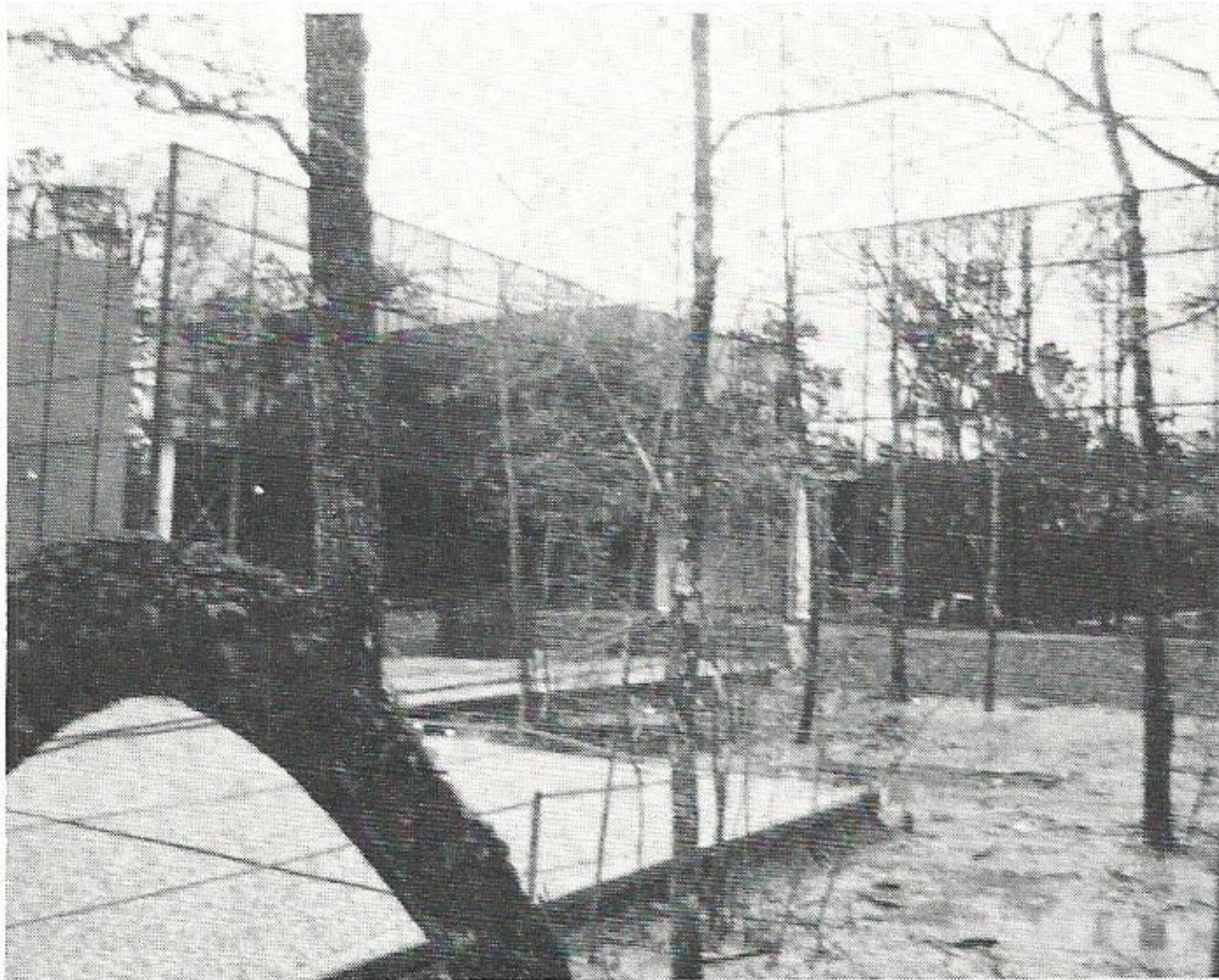


A new town, built completely from scratch and served by our Company, plans its formal opening in October, 1974. The name of the town: The Woodlands.

Located on 18,000 heavily wooded acres 28 miles north of Houston on Interstate 45 in Montgomery County, The Woodlands will, by 1992 when completed, be home to 150,000 persons, provide employment for 40,000 and represent a \$3 billion investment.

The new town is being built by The Woodlands Development Corporation, a wholly owned subsidiary of Mitchell Energy & Development Corporation, one of the nation's leading independent producers of oil and natural gas. The project has been awarded a \$50 million bond guarantee by the Department of Housing and Urban Development, the largest ever issued to a new town.

The Woodlands will open in October with at least \$68 million in improvements either completed or in progress, including land development, commercial, industrial and recreation facilities and residential housing. Some \$4 million more is being spent for planning and engineering, according to R. W. McGee, vice president and general manager of The Woodlands Development Corporation. By opening day, investments will include:



Two of these 50,000 square foot office buildings are now being constructed in the 35-acre business and industrial park.



Recreational facilities will include two golf courses designed by Joseph L. Lee, Boynton Beach, Florida, and Joseph S. Finger, Houston, internationally known golf architects.

- * \$21 million for commercial and industrial facilities in the first village and business park.
- * \$15 million in land development and improvements, including recreation, in phase one.
- * \$32 million in privately financed residential construction.
- * \$4 million for planning and engineering.

The first year of land development and construction is moving ahead at full speed, despite large amounts of rainfall. Activity in phase one, the Village of Grogan's Mill, includes 24 miles of road, water, sewer, bridges, lakes, a golf course, major public and community centers, a neighborhood center, office buildings and schools. Basic drainage work has already been completed, and full-scale home building programs will start by spring.

Construction is now taking place on the \$16 million Commercial, Leisure and Conference Center, to be called The Inn at The Woodlands. The Inn will include 15 meeting rooms, a racquet club with 51 outdoor and indoor tennis courts, an 18-hole championship golf course and country club, swimming pools and ladies' and men's health spas.

(Continued)

Additional construction calls for hotel rooms and 112 condominium townhouses that will provide a total of 200 guest rooms for convention meetings. The two-story condominiums will be basically framed out and sold as investments under a mandatory rental pool proposal before the Securities and Exchange Commission.

An exciting element of the Commercial, Leisure and Conference Center will be The Wharf, an array of specialty shops, boutiques and an ice skating rink spanning the lake and connecting The Inn with the first of seven village centers and the Information Center. The Exhibit and Information Center, valued at \$1.5 million, will include a mini-theater, display facilities and will house consumer services and sales and administrative offices.

A four-million-square-foot Metro Center is scheduled to open in 1978. The most significant development in The Woodlands, the Center will be an urban complex of retail, office, entertainment, hotel and restricted industrial use. It will be located near the new town's main entrance off Robinson Parkway.

Residential construction at The Woodlands will begin early this year. Over 3,000 single-family, townhouse, condominium, quadraplex and apartment units will be built in the 1,700 acre Village of Grogan's Mill. The units will range from the upper twenties to \$200,000 and above.

Education will be of prime importance. The prediction calls for an eventual 22 elementary schools, seven intermediate schools, six junior highs and at least two high schools in the Conroe and Magnolia School Districts. The University of Houston, subject to legislative approval, will build its 15,000 student north campus on a 400-acre site donated by the developer.

Ultimately, The Woodlands will be home to some 150,000 people by the early 1990's. It will also provide employment for 40,000 in the commercial, retail, business and industrial centers. There will be 400 miles of roads and streets and more than 60 miles of pedestrian and bicycle pathways and greenbelts.

To quote Vice President and General Manager McGee: "To our knowledge, the scope of what we are undertaking in year one is unparalleled in community development. It exemplifies our commitment to the establishment of new, higher standards of urban development and to creating at The Woodlands a national approach concerned equally with man, nature and economics."



Large scale residential construction, also under way, includes a single-family, townhouse, condominium, quadraplex and apartment units.

A Man Named Tullie

by Myra Kirby

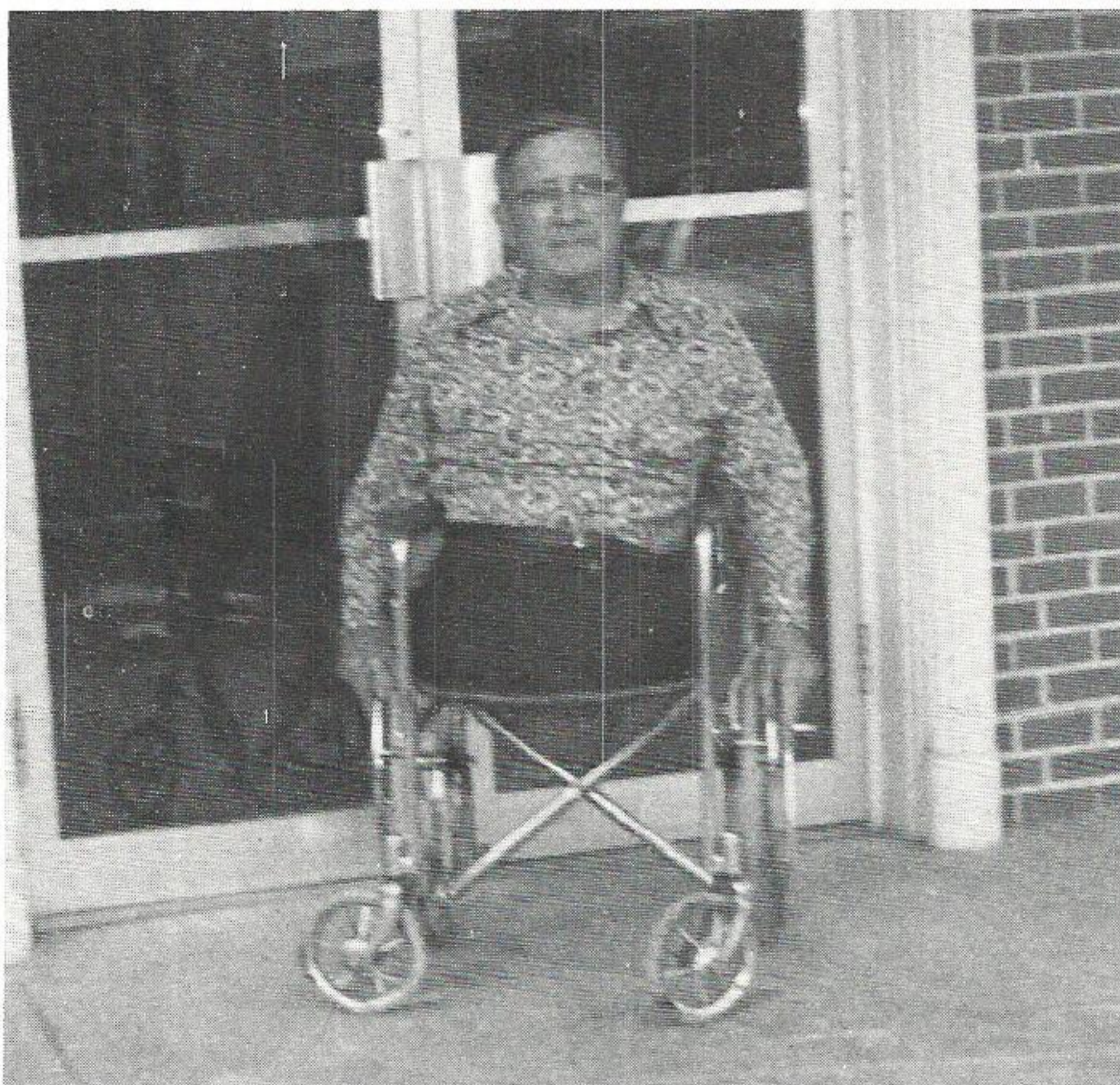
When this reporter sat down at her typewriter, staring at a blank sheet of paper, I wondered, "How can I put 44 years of a man's life on a piece of recycled yellow paper? Especially when that man is Tullie Brady."

Tullie has bumped-up against and whipped more in the last 15 years than most of us will probably encounter in our entire lifetimes.

He lost his first leg in battle against cancer in 1959 and lost his second in 1960. Most people would have gone-to-the-house and stayed, but not Tullie. He picked himself up, thanked the good Lord for all his blessings, and went back to work at GSU. As he put it, he's been "sitting down on the job ever since."

In his 44-year career with GSU, Tullie quit twice and was fired once. He retired at the end of February, 44 years later.

He joined the Company in the then-Western Division located at Liberty, Texas. He worked out of Sour Lake. In 1928 he moved to Navasota, in 1930 back to Liberty, then in 1942 he came to Louisiana to stay. He started at New Roads as District Supervisor, moved to Port Allen, then to Clinton in 1946 as



Tullie Brady - Baton Rouge Choctaw dispatcher. A Gulf Stater who's proven that even the most difficult of hardships can be overcome.



The Clinton Baptist Church installed a lift so that Tullie could regularly attend church.

Local Supervisor. Somebody made him Assistant to the General Line Foreman in 1962, a title he has retired with.

Tullie has been a member of the Masonic Lodge, Olive No. 52, for 35 years and he belongs to the Clinton Baptist Church.

Education? He told me he never finished elementary school, he never finished high school and he didn't make it all the way through college. They let him in the University because he made the boxing team. I had to pass tests!

Tullie's wife's name is Thadlie, and his four children are Glen, of Whitefish Bay, Wisconsin; Don, of Abilene, Texas; Jan St. John of Albuquerque, New Mexico; and Ann Holland of Baton Rouge. I won't try to list his 12 grandchildren.

How does a man with no legs continue to be a viable member of society and a valued employee of Gulf States? Easy. He tries harder than those of us with legs who also spend a lot of time "sitting down on the job." He drove a manually controlled automobile 35 miles to work and 35 miles home daily. His Lodge has installed a lift for him, as has his church.

I asked him what he's going to do in his "golden years of retirement," and he said some yard work, but mainly he'd leave that up to "God and my wife."

We'll miss you Tullie Brady, and God will take care of you.

GSU NEWS

Company Holds Management Meetings

The Company held its annual Management Meetings in January, with management personnel from all five divisions gaining insight into the 1974 outlook from Company executives.

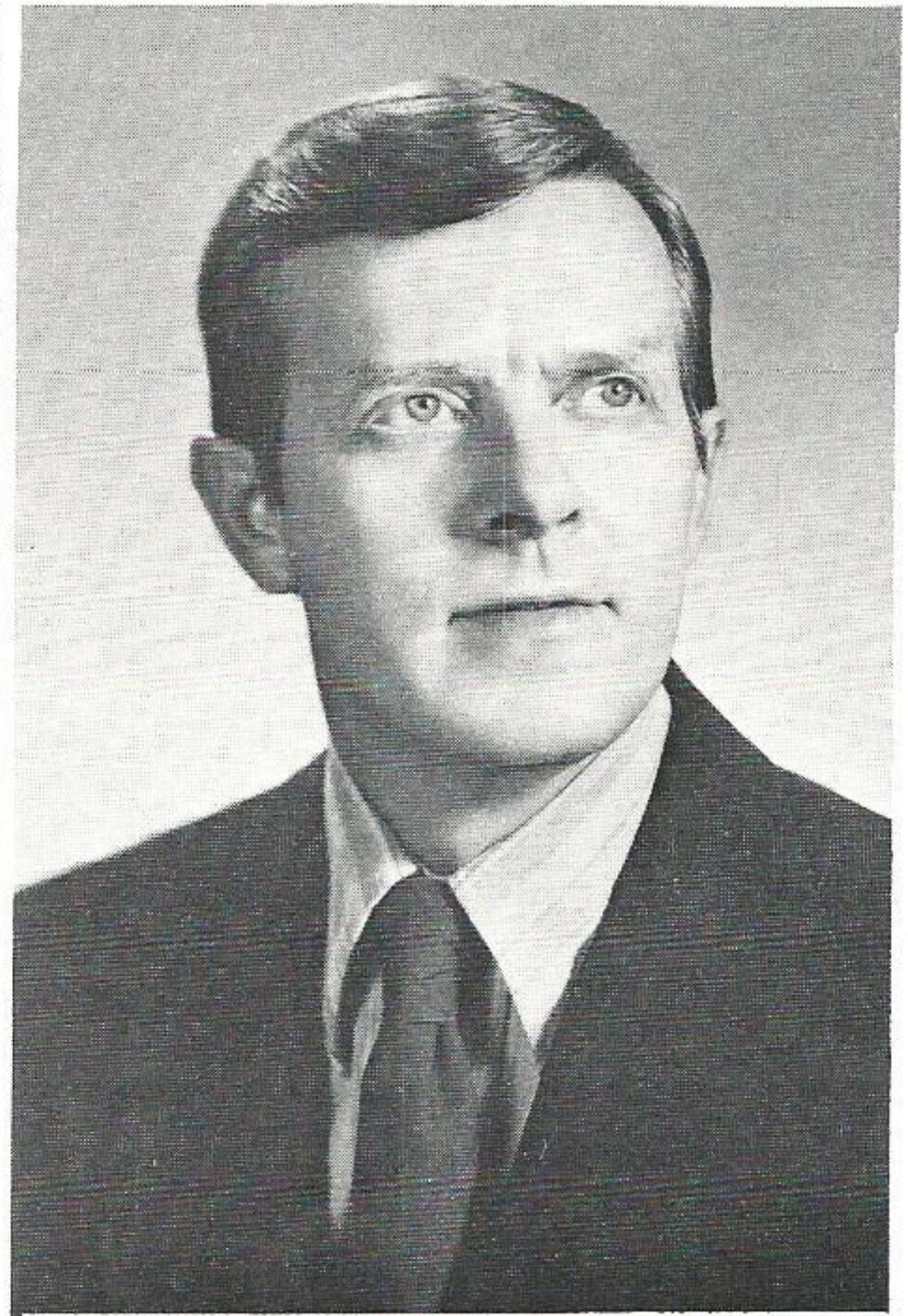
Board Chairman Floyd Smith opened the meetings with the statement that "the theme for this year's program will be 'change' - and its impact on GSU and the people that make it go - you and me." He emphasized that the Company is ready to meet head-on the immediate problems of fuel availability and price, high materials costs and the upward spiral of inflation. Emphasis was placed on the fact that the Company had made many changes in recent years, and more would surely come in the future. Mr. Smith added that progress can be made only through constructive changes, and GSU must continue to balance income and expenses and provide reliable service at rates that are attractive in the competitive marketplace.

President Norman Lee optimistically

noted that the Company, in 1973, became fairly well cleared of legal entanglements with the Justice Department, Atomic Energy Commission, Federal Power Commission and entities in the State of Louisiana who have charged us with antitrust actions. Mr. Lee commented that all areas of GSU are vulnerable to rising costs, and unnecessary expenses should be eliminated as quickly as possible.

Other speakers and their topics were: J. O. Robichau (vice president - Marketing) - Our Marketing Posture and You; Thomas A. Page (treasurer) - The Financial Picture: Money - The Three F's; S. L. Adams (vice president - Engineering and Production) - Update on Power Plants and the Search for Fuel; W. E. Heaner (vice president - Personnel) - Productivity - a Key to Survival; S. L. Stelly (director - Safety) - Engineer People for Safety.

Towers To Head C of C Committee



Jim Towers, assistant to the vice president of the Baton Rouge Division, was named head of the governmental affairs committee for the 1974 Baton Rouge Area Chamber of Commerce. His committee will inform the Chamber membership of legislative developments and monitor local, state and national legislation affecting business. It will also coordinate the presentation of testimony to legislative committees on pending measures affecting business.



Company Profits -- Key To Success

(This is a reprint from The Kirkley Press, Inc., written by David Shiel)

Suppose you asked some of your friends or neighbors to guess how much they thought you were paid each week?

Would you be surprised if they guessed that you earned several times your actual pay?

Well, it may come as something of a shock to you to know that the amount of profit the average company earns is also the victim of some equally wild guess-work.

A sample of people in this country were asked in an opinion poll how much profit they thought American companies made on every dollar of sales. Their most recent guess: Twenty-eight cents of profit for each dollar of sales.

Now their guess isn't just on the high side . . . it's more than five times as high as it should be.

In actual fact, the average industrial company rarely earns more than a nickel on each dollar of sales.

The fact that most of us have a greatly over-inflated idea of the profit made by American business can lead to many problems. Some employees mistakenly think that excessive profit is coming out of **their** paychecks - that business is getting rich at **their** expense. As a result, they develop a very cynical attitude toward the company who pays their living and are often reluctant to cooperate or work as hard as they could.

The Board Chairman of a large Tire and Rubber Company commented in a recent interview:

"The big difference between what business actually makes and what the public **thinks** it makes leads many people to distrust anything business says. People think business is making too much money when it is barely making enough to keep growing."

What Are Profits?

Profit is what is left after the cost of doing business is subtracted from the income from sales.

Stated another way, profit is the difference between what it costs a company to produce and sell a product or service and the price at which customers are willing to buy that product or service.

Just as your weekly pay is what you earn for your effort, profit is what a company earns for its effort.

Profits Are Vital To Us All

And just as you spend your pay for food, clothes and the many other things you and your family need in order to live, a company has to spend its earnings on the things it needs to survive and grow. The company uses the profit it earns, for example, to pay for:

- WAGES for you and your fellow employees
- TAXES to Uncle Sam as well as the State and City
- DIVIDENDS to the stockholders whose money is invested in the company
- EXPANSION of the business, to provide for growth
- REPLACEMENT of worn-out equipment
- MODERNIZATION of plants and buildings
- RESEARCH to discover new products and new markets

All of these things, which are good for a company **and everyone connected with it**, depend on the continued flow of profits. When there is little or no profit these activities simply cease to exist.

That's not good, least of all for the employees and their families who depend on the company for a living.

Jobs Depend on Profits

If a company isn't able to make a profit, what eventually happens to it?

Well, you don't need a crystal ball or a computer to figure out the answer.

The business that operates at a loss, that loses money day after day, eventually will have no money left. And soon the company will be forced to start closing down plants and laying off people.

What it amounts to is that a company without profits sooner or later means workers without jobs.

In today's competition this actually happens much too often. Each year thousands of companies have to "give up the ghost." More companies are forced out of business into bankruptcy than most of us realize.

Consider yourself fortunate if you've never had to work for an outfit that couldn't make ends meet - by making a profit.

What's the best way to make sure you never will?

Simply by doing your share to keep your company profitable. And the best way to do it is by making sure you turn out the **highest QUALITY work at the lowest possible COST.**

Quality is Never an Accident

How do we make sure our work is always of the highest quality?

. By taking personal pride in every bit of work we do

. By doing things right the first time
. By recognizing that most defects are avoidable

. By correcting our own mistakes when they do occur

. By building quality into our work from the very start

. By **NEVER** settling for less than our best

(Continued on p. 10)

A prediction made years ago started to become true in the late 1960's: our nation has been using up natural gas faster than it is being discovered. Because of this, we have converted some existing generating units to burn heavy fuel oil.

Fuel oil is very much in demand, especially since the Middle East conflict and following oil embargo by Arab nations on shipments to the U. S. In a recent twelve month period, the price we pay for fuel to produce a unit of heat (million BTU) has more than doubled, from 25 cents in December, 1972 to 53 cents in December, 1973.

This increased cost for fuel is passed on to our customers through a fuel cost adjustment "clause" that is part of our rate structure. It simply means that the total amount due on our customers' bills is partially based on the current price we paid for fuel to generate the electricity which customers used that month. If the price goes up, a certain amount is added to the bill; if the price goes down, the bill will decrease.

The additional cost can have a significant effect on the size of the bill. For instance, a home customer who used 1,000 kilowatt hours during a normal billing period last winter could have possibly paid the following bill amounts corresponding to the fuel cost per million

Rising Fuel Costs:



A Reality

BTU shown at left:

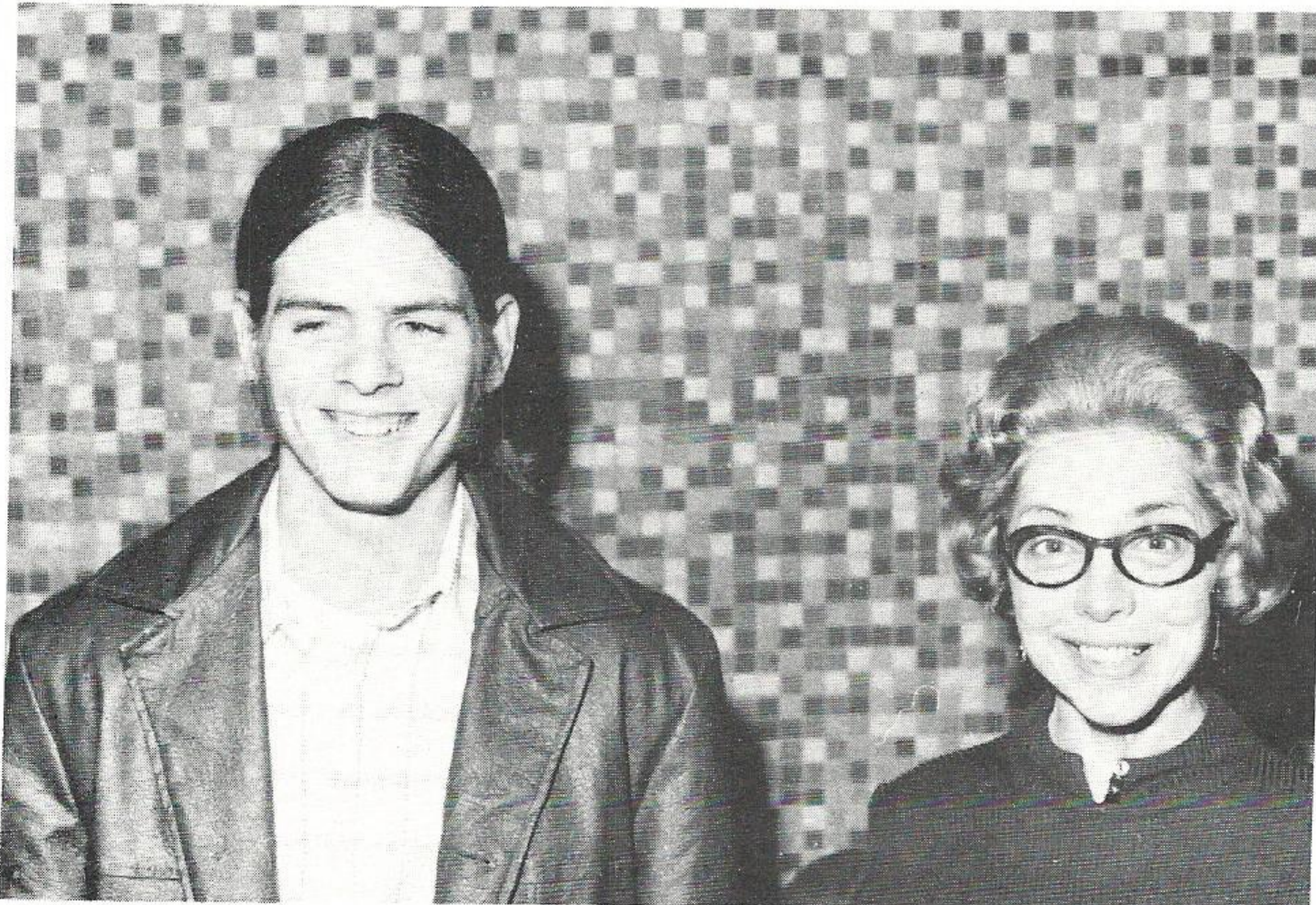
Fuel Cost/Unit	Bill*
25 cents	\$23.33
50 cents	26.08
75 cents	28.53
\$1.00	31.58

*Texas figures, assuming no electric water heater.

Obviously, the differential can become significant. Many of our customers, weary of rising costs in general, should be made aware that the Company does not profit from fluctuating costs of fuel, and that practically all utilities have fuel cost adjustment clauses in their rates.

In figuring the cost of fuel to the customer, Norman Head, manager-Rates in Beaumont, gave this explanation: "We take the base (the level of fuel cost used in our last rate application - presently 20.5 cents) and subtract it from what we actually paid for the fuel. The customer is then charged additionally only for the difference in the two costs. We must pay market price for the fuel, and we have no control of prices dictated by the marketplace."

The price of electricity will be higher than in the past, but will continue to be one of the best bargains available to our customers.



Bill Broussard, a student at Baton Rouge's Tara High School, and Mrs. Elanor Thomas, a science teacher at Tara, recently attended the 18th International Edison Birthday Celebration, a science seminar sponsored by the Edison Foundation in Albany, New York. They were joined by Dr. Mel Cole, operating supervisor at Beaumont's Service Center. The seminar is co-sponsored nationally by General Electric and Gulf States in Baton Rouge.

Bowling Tourney May 4



by Johnnie Harris
Lake Charles Reporter

The 13th Annual G.S.U. Bowling Tournament will return to Lake Charles this year.

After a very successful tournament in Port Arthur last year, we in Lake Charles are proud to host this year's event. Some of last year's results follow.

1st Place in Team Event was won by "Just Us" with members Fritz Duhon, Charles Alberto, Ricks Bryant and Zack Brown of Beaumont, bowling a fine 2480.

2nd Place Team was "Nelson Turbines" composed of members Country Blanchard, Joyce Blanchard, Danny Blanchard and Joe Clouthier of Lake Charles as they rolled 2437.

The Doubles Event was won by Randy Dorsey and D. P. Lyons of Port Arthur with 1305.

A very close second place finish was another Port Arthur pair, Gene Arnaud and H. B. Martin with 1297.

The men's single event was won by Emery Fruge with a fine series of 717. Emery, from Lake Charles, also had the high game of the Tournament, a tough 278. Second place in Men's Singles went to Ronnie Price of Port Arthur with a beautiful 692 Series.

The Women's Singles was won by a Beaumont lass, Becky Luginbuhl with a torrid 634 series. Second place went to Jane Fruge of Lake Charles with a series of 627.

Zack Brown, member of the First Place Team "Just Us" was the scratch All Events Champion rolling 1714.

The Ladies All Event Scratch Champion was Becky Luginbuhl who rolled 1696. Becky also won the All Events Handicap Trophy with 1882 and rolled the Ladies High Game of 244. Becky appeared to be trying for a clean sweep in the Tournament.

The All Event's Handicap Trophy was won by Randy Dorsey of Port Arthur with 2010.

As usual, the purpose of this year's tournament is friendship and fun, with a little bowling and snacks thrown in to add to the excitement.

ALL you champions from last year come to Lake Charles and defend your titles. The rest of us will do our best to dethrone you.

The Tournament will again be hosted by Mr. Roy Gillespie, manager of Bowlarena's 32 lanes on Highway 14.

By now, entry blanks should be on all G.S.U. Bulletin Boards and in our employees hands. Should you need additional entry blanks or information, please contact Harry J. Stelly, ext. 224, or Johnnie Harris, ext. 271, in Lake Charles.

Once again, "Come one, Come ALL" - May 4, to Lake Charles, The House, Bowlarena, 2727 Highway 14. See you then!

Williams Honored At C of C Banquet

Malcolm M. Williams, director of Area Development in Beaumont, was honored at the annual Beaumont Chamber of Commerce Banquet with a Small Business Administration Community Development Award for his dedicated service in furthering the sound economic development of Texas Communities and their small business concerns in cooperation with SBA's Community Development Programs. The award was presented by Mr. John L. Carey, District Director of the Houston Small Business Administration Office. This award given to Williams is the first such award given by the Houston District Office and only the second such award given from the Dallas five state region.

Williams was recognized for his close support of Small Business Administration programs and his participation in Community Economic Development Workshops. He has participated and given Industrial Training Courses to most of the community leaders in the towns of his area and has worked closely with the Texas Industrial Commission Training Program. He has insisted that his field representatives be thoroughly indoctrinated in industrial and business development

and in all of SBA's Programs. He has encouraged and assisted all of his communities in the formation of a Local Development Company Corporation. The Company has been very energetic in the support of these communities and their Local Development Company Corporations. The Company prints and distributes community profile information in order to further their economic growth. Williams worked hard in attempting to form a State Business Development Corporation which would have furnished financing to business concerns. Williams and the Company were recognized for their outstanding work in supporting the business community in the area they serve.

Williams is a native of East Texas and received his B. S. Degree from Texas A & M in 1951. He is a member of the Institute of Electrical and Electronic Engineers and a registered professional engineer. He is active in the Texas Industrial Development Council, the Louisiana Industrial Development, Executives Association, and the American Industrial Development Council. Williams has eighteen years of experience in community and industrial development.

(From p. 7)

All of us who work for a living should constantly ask ourselves two key questions:

1. Is my work as good as or superior to the competition?

2. Does my work bring customers back for more?

We demand the best of our cars, our television sets, our homes, our children and everything else in our lives, so why should we settle for any less from ourselves?

And anytime we are willing to settle for less than our best, we only end up short-changing ourselves. **Quality is nothing more than basic honesty.** It's something in which employees have as much, or more, at stake as the company and its customers.

How You Can Help

- **Declare your own personal war on waste.**

There can be no economy where there is no efficiency. It's an absolute must for each of us to work efficiently and cut waste to a minimum.

- **Pride yourself on being economical.**

You take satisfaction in being able to manage your own personal finances. Why not adopt the same cost-conscious attitude toward your job and

your company? The fastest way to earn a dollar is to start by saving a penny.

- **Cooperate with your supervisor's cost reduction efforts.**

You probably have heard the message over and over again until you must be sick and tired to hearing it . . . but it's repeated so often, not to annoy you, but because it's of vital importance to everyone.

- **Hold the cost line on the little things . . . as much as the big.** Little things often cost the most. Often it's the small things that we use and do each day -- stockroom supplies, telephone calls, mailing expenses -- that drive costs (and price) right out of sight.

What it amounts to is that it's important to get the job done -- **but always at a competitive cost.** And in the last analysis, costs depend on the job done by you and your fellow workers.

Suppose You Paid the Bills

If you were paying the company's bills, how would you go about reducing waste?

For example, on your own job:

- **What part of your job takes the longest?**

What can you do to get it done properly in less time than it now takes?

- **What are the most expensive materials, tools or equipment you use? Is there anything you could use instead to produce the same result with less cost?**

- **What is the most complicated thing you do? It may still be the best way. But if not, can you change it?**

Everyone Profits

When you help your company produce a quality product at the lowest unit cost, everyone profits -- the customer profits, the company profits, and you profit.

Profit is the life-blood of the business that supports you. The company that is unprofitable is a sick company. It soon becomes an unhealthy place for everyone connected with it.

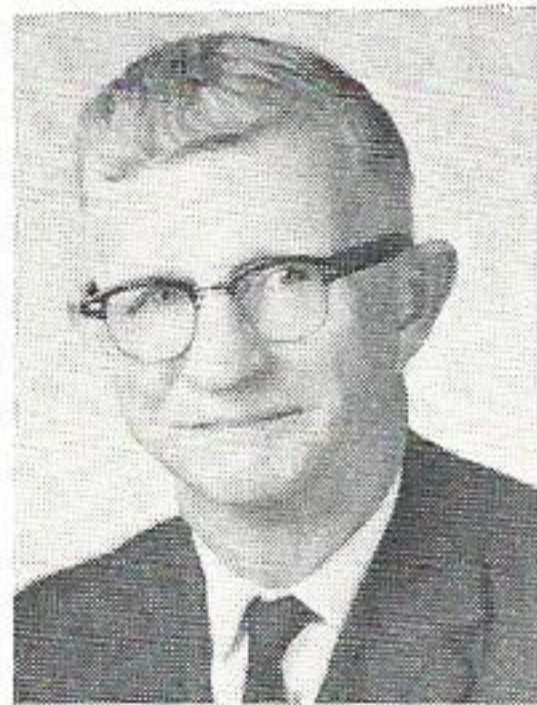
The smart employee realizes that to keep his job picture bright, he needs to keep the profit picture bright. When your company shows a profit be proud of the fact. Cooperate all you can and do your share to keep it that way.

. Think profits. They depend on you!

. Build quality into your work from the very start!

. Attack rising costs whenever and wherever you find them!

Deaths

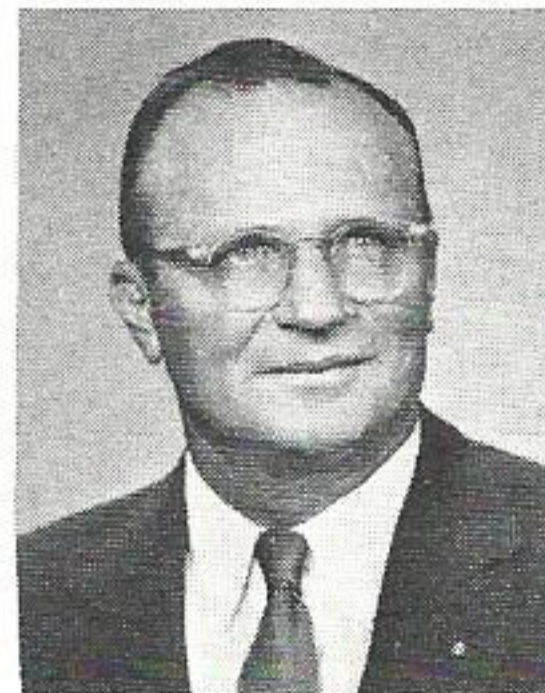


Edward P. Madsen

Edward P. Madsen, retired master electrician at Baton Rouge's Louisiana Station, passed away January 30. He had been retired since February, 1968.

A native of Cedar Rapids, Iowa, Mr. Madsen joined Gulf States in 1943 as an electrician-first class. His starting position was due to the fact that he had received considerable experience with a previous company. In February, 1947, he was promoted to master electrician at Louisiana Station.

Survivors include his wife, Erlene, one son and two grandsons.



Andrew M. Seigler

Andrew M. Seigler, retired Navasota line foreman, passed away December 22, 1973.

Mr. Seigler was employed in 1927 as a laborer in Calvert, working throughout the Western Division in such places as Caldwell, Huntsville, Calvert and Navasota. His retirement marked 46 years with the Company.

Born and educated in and around Franklin, Mr. Seigler is survived by his wife, Lera, and seven children.



Milton R. Williams

Milton R. Williams, retired Baton Rouge T&D-Line Department utility foreman, died January 26.

A native of Hammond, Louisiana, Mr. Williams was employed in 1947 as a helper in the Baton Rouge T&D-Line Department. He was transferred to the Service Department in 1949, then back to the Line Department in 1951. He had been a lineman-first class since 1956, being promoted to utility foreman in July, 1965.

All of his time with the Company was spent in Baton Rouge.

Coal And Nuclear To Sub

ROCHESTER, N. Y. - - The United States must begin now to substitute electricity generated primarily by coal and nuclear fuel in place of oil as rapidly as possible to accelerate its independence from foreign fuel sources, Vernon A. Rydbeck, Manager of Market Development for General Electric Company's Power Transmission and Distribution Sales Division, emphasized in a speech here.

Speaking at a National Electrical Week Luncheon sponsored by the Electrical Association of Rochester and Rochester Gas and Electric Corporation, Mr. Rydbeck, as the keynote speaker, pointed out that electric power is about to be called on to make one of its greatest contributions in solving the country's energy and environmental problems.

About 250 representatives from the electric power industry heard Mr. Rydbeck emphasize that less than 9% of all the oil consumed in the U. S. goes into the production of electric power. The oil that is used for electric power generation accounts for less than 15% of all electric power generated. Most electric power is now generated from coal and nuclear fuels.

Since electric power is not heavily dependent upon oil, of which about 1/3 is imported, and most of that from the Middle East, which has not proved a dependable source, Mr. Rydbeck highlighted the numerous opportunities for substituting electric power from coal and nuclear fuel in place of oil, and thereby conserve scarce fuel resources.

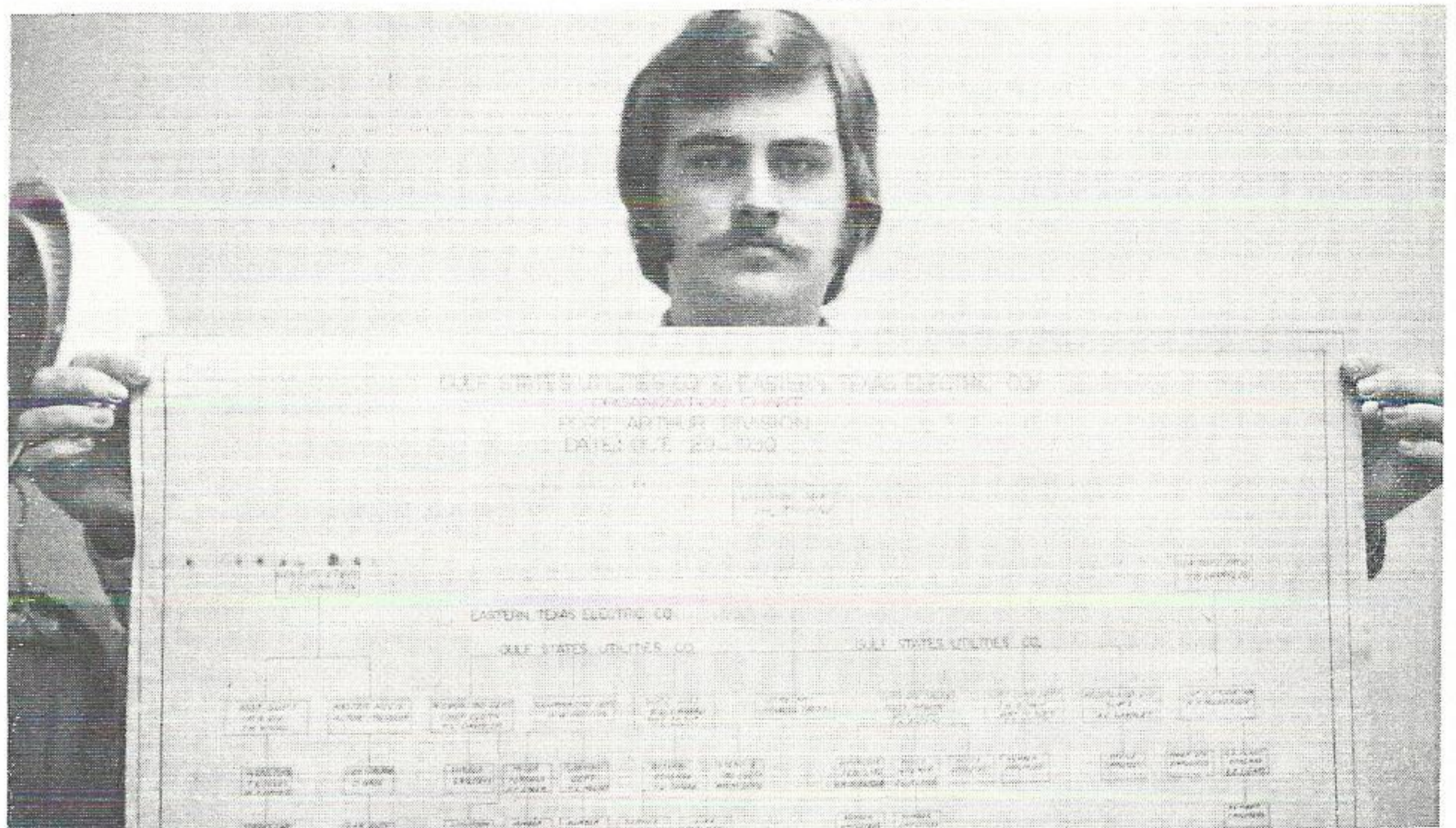
According to Mr. Rydbeck, residential electric heating installations offer one opportunity. If all of today's 20 million oil-heated homes were heated electrically with the heat pump, the net saving in oil to the nation would be around 40 billion gallons or almost one billion barrels every year. This is essentially equal to the total desired oil reduction for the nation. It would also reduce oil import needs by \$10 billion. With the heat pump alone, Mr. Rydbeck says the United States would be energy independent.

Another area touched on by Mr. Rydbeck was transportation. He indicated that transportation consumes more than half of all petroleum used for all purposes, which is more than the fuel of all electric power plants combined. Citing

the Port Authority Transit (PATCO) at Camden, New Jersey, Mr. Rydbeck pointed out that users of PATCO's 78 rapid transit cars saved over 5-1/2 million gallons of gasoline last year, when compared with the fuel that would have been used by private cars.

Mr. Rydbeck says that if it were possible to get one out of three U. S. automobile drivers to ride electric rapid transit instead of driving their cars, the United States could overcome its national petroleum deficit and become energy independent.

Other opportunities mentioned where the substitution of electric power could help to solve energy problems included electric locomotives to replace diesels, more efficient lighting, industrial application such as all-electric steel-making furnaces, and waste disposal.



by Loraine Dunham

Gulf States Utilities Company & Eastern Texas Electric Company Organization Chart??? To be exact, it is dated October 29, 1930. Glenn McGuyer, Engineering Department, found this old tracing recently while in search of a more recent chart. Pioneer names and titles appeared. Remember when . . .

Division Superintendent - L. E. Thorne
 General Superintendent of E. T. E. Co. - L. C. Singleton
 Illuminating Department - W. W. Phillips
 Secretary - Frances Trotti

INDISPENSABLE?

*Sometime when you're feeling important;
 Sometime when your ego's in bloom;
 Sometime when you take it for granted;
 You're the outstanding one in the room;*

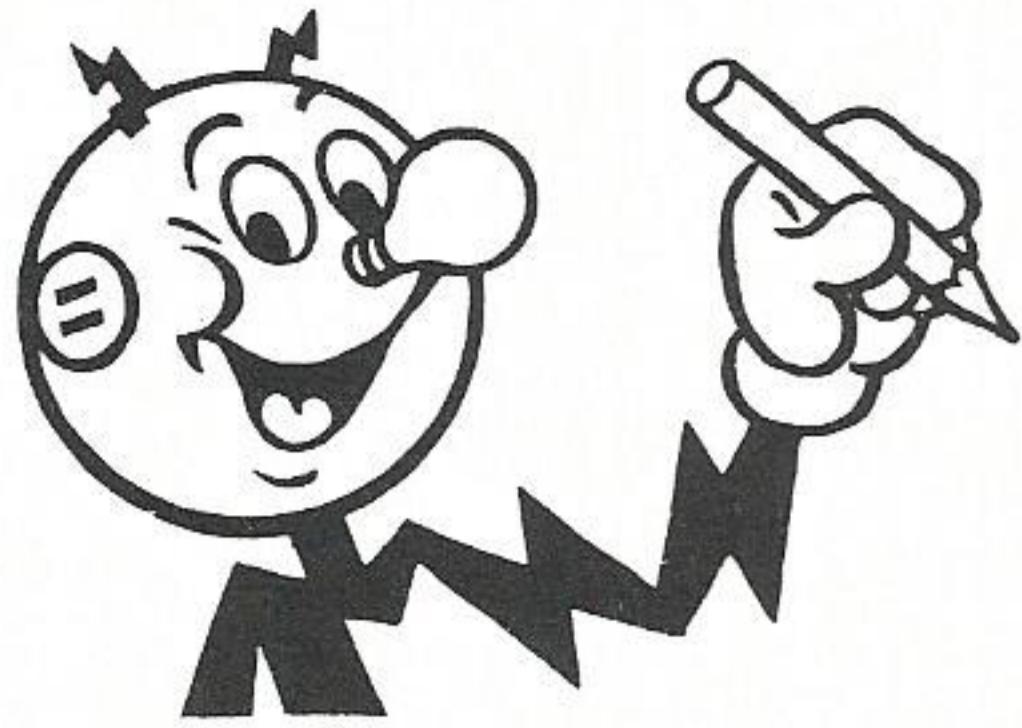
*Sometime when you're sure that your leaving;
 Would leave an unfillable hole,
 Just follow these simple instructions,
 In the interest of peace for your soul:*

*Take a bucket and fill it with water;
 Put your hand in it up to the wrist;
 Take it out and the hole that's remaining;
 Is a measure of how you'll be missed.*

*You can splash all you wish when you're through,
 You can stir up the water galore;
 But STOP - and you'll see in a moment;
 It's quite the same as before.*

*There's a moral to this quaint example;
 Do the best that you possibly can;
 Be proud of yourself, but remember,
 THERE IS NO INDISPENSABLE
 WOMAN OR MAN! - Selected
 (from Janet Followay)*

Superintendent Ice Sales - Jules Naquin
 Street Car & Bus Department
 Line Foreman - G. P. Fillingame
 Steno & Time Clerk - Virginia McInnis
 Car Barn & Garage Department
 Ice Plant Foreman - E. E. Figari
 Superintendent Commercial Department - J. B. Bishop
 Planning Department - Y. L. Hughes
 Nederland Division - A. C. "Frog" Handley
 Route Foreman - R. L. Weaver
 Though the retention date was long overdue, the chart was carefully smoothed out and filed away.



Letter

Time!

CONROE

Gulf States Utilities
Conroe, Texas

Dear Sirs: February 12

I want to express my appreciation to you, your night dispatcher, your night trouble man and those unknown members of a crew who labored from some time after 9 p.m. to around midnight last evening repairing a cable serving my home on the west side of Lake Conroe. (Old Willis Montgomery Road off State Hwy. 105)

Thanks to these people and to Gulf States my service was restored thus preventing considerable frozen food loss and the loss of water (we are on electrical pump).

I hope I shall always be the first you hear from when things go well as well as when they don't. Last night you did just fine and I'm pleased to send my many thanks and "Good Job".

Best Regards,
R. J. McGalliard
Montgomery, Texas

NAVASOTA

Messrs. Goree Matthews
& John Bob Haltmar

Dear Friend:

Want to thank you and Johnnie for the nice treatment we received from you during our conversion at our new Loca-

tion. We will soon be in operation there and the changes you made for us will add to our efficiency.

Thanking you again for these favors,
Beg to remain your friend,

H. R. Turner

LAFAYETTE

December 5, 1973

Mr. E. S. Krouse, Engineer

Dear Dick:

I hope you will accept this belated letter of thanks from Mr. Will Martin, the members of the Council and myself. We really enjoyed the visit to your plant at Nelson Station and the meal was fine.

The knowledge we gained regarding your fuel problems has put us in a better position to understand the perplexity of your position and to keep the public informed.

I would appreciate your passing on our expression of appreciation to the management of your Company and to the personnel who made our trip both enjoyable and informative.

I also take this opportunity to wish you and yours the best of luck and may you have a happy Holiday Season.

Sincerely Yours,
J. E. Meaux, Mayor

Dear Tu Tu:

(Horace LaCombe,
Lafayette Sales)

I'm sorry it's taken me this long to find adequate words to express my appreciation for the time you spent with us in Lafayette.

Father thoroughly enjoyed himself as he'll quickly tell anyone who'll listen. I've got your sign posted in my office and it's one of the bright spots of his story telling, being an honorary coonass.

I hope everything is well with you and that you're keeping out of trouble.

Again, I can't tell you how much I enjoyed that day in Cajan country.

Sincerely,
Jack Rice
President
PAUL RICE APPLIANCE, INC.

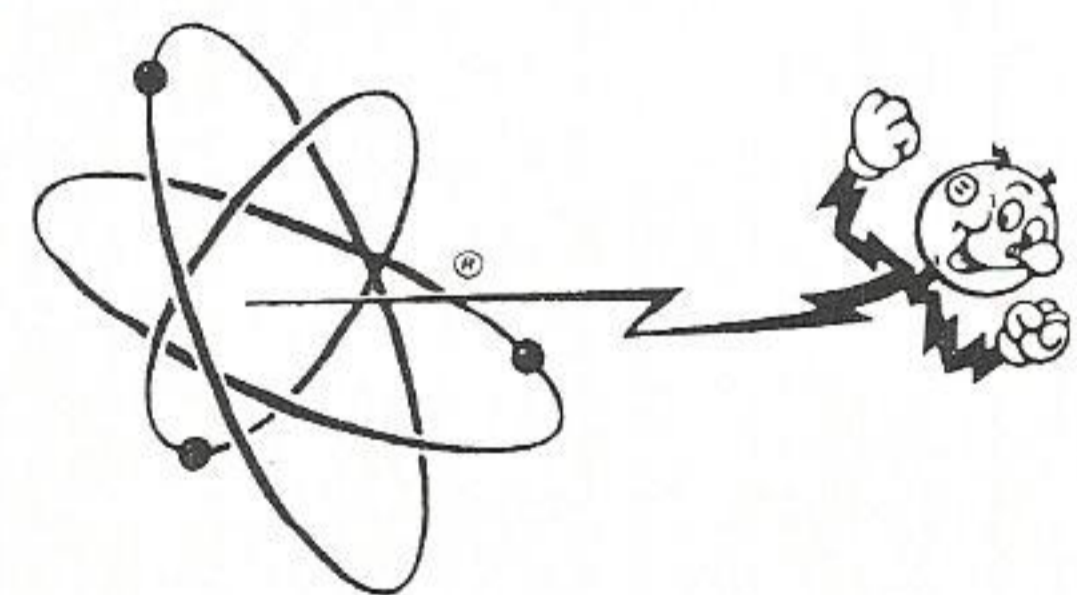
THRIFT PLAN

Purchase of Gulf States Utilities Company stock made by the Trustee during January, 1974 covering employee deductions and Company contributions through December, 1973 were as follows:

14,014 shares of common stock at a total cost of \$222,726.63, for an average cost per share of \$15.893.

277 shares of \$4.40 Preferred stock at a total cost of \$16,313.95, for an average cost per share of \$58.895.

The Trustee deposited \$55,235.90 with the Savings Department of the First Security National Bank.



DID YOU KNOW?

... that sabotage of a nuclear power plant would require an intimate knowledge of the plant design and construction, its operational controls and its protective systems.



Here Are the Steps To Restore Breathing and Save Lives

Would you know what to do if someone stopped breathing due to drowning or injury in an accident? Or because of sudden illness, such as a heart attack?

Thousands of persons are alive today because someone close at hand knew what to do in the first few minutes after an accident or illness occurred. Many others can be saved if the simple steps of mouth-to-mouth resuscitation taught by the American Red Cross are applied immediately.

Millions of Americans have learned the mouth-to-mouth procedure in safety courses taught by the Red Cross, which this year is observing the fiftieth anniversary of its National Aquatic Schools. Others have applied the method successfully after having seen it demonstrated on television or in newspapers. These are the basic steps to follow:



If foreign matter is visible in the mouth quickly wipe it out. Then tilt the victim's head back.



For an adult, cover the mouth with your mouth, pinch the nostrils shut, and blow vigorously. For a small child, place your mouth tightly over his mouth and nose and blow gently (shallow puffs for infants).



Remove your mouth, turn your head to the side, and listen for the return rush of air. Repeat for adults at the rate of 12 times a minute (every 5 seconds) or for children at 20 per minute (every 3 seconds).

If you are unable to get air into the lungs of the victim, recheck the head and jaw position. Then repeat the blowing effort.

If you suspect that foreign matter is blocking the airway, turn an adult victim on his side and slap sharply between the shoulder blades. A small child should be inverted over the forearm, and firm blows should be delivered between the shoulders.

THE AMERICAN NATIONAL RED CROSS

People On The Move



Earl A. Sandlin

Earl A. Sandlin, senior engineering assistant in Relay Design and Coordination in Beaumont, has been transferred to Engineering Design and promoted to section head.

Sandlin, an employee since 1952, is a native of Kirbyville and a graduate of Beaumont High School. He is a four-year veteran of the Army, serving from 1948 to 1952.

During his tenure, he has worked in relay and communications, project, relay design and coordination and standards-application sections of engineering.

Sandlin is married to the former Wilma Stoll of Girard, Kansas, and the couple has five children; Mrs. Larry Cofty of Bon Wier, Earl L., Erwin L., Eddie L. and Tina Marie.

Active in Little League activities, Sandlin has been coaching both baseball and football for the past 10 years.



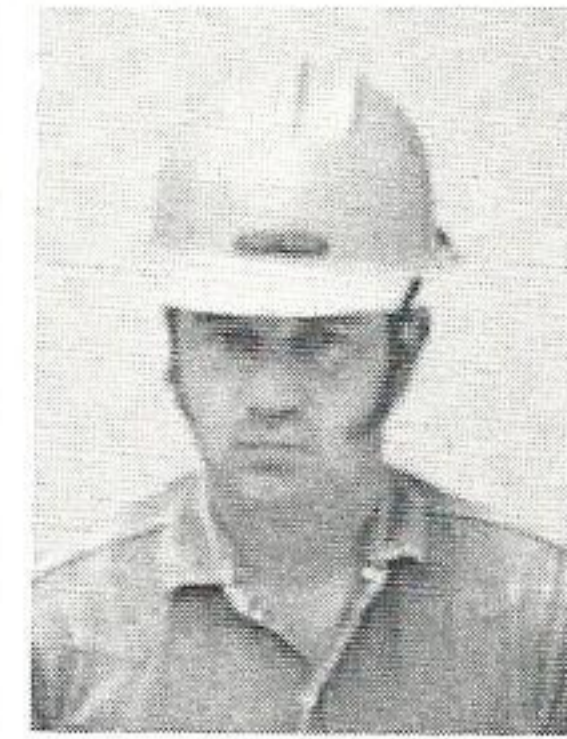
John A. Petitjean

John A. Petitjean, right-of-way man in Lafayette, has been transferred to the Transmission and Distribution Department in Conroe, Tex., and promoted to supervisor-survey and right-of-way.

A native of Rayne, La., he was graduated from St. Joseph High School. He attended the Southwestern Trade School and studied business law at the University of Southwestern Louisiana in Lafayette.

Petitjean is a veteran of the Air Force and served during the Korean conflict. He is a member of the American Legion Post 77, and Knights of Columbus Council 1897. Petitjean has also served as an assistant Cub Scout master.

Married to the former Nellie Trahan of Rayne, the couple has three children; Brenda, Keith, and John.



James L. Moore, Jr.

James L. "Buddy" Moore, Jr., serviceman in Conroe, has been promoted to utility foreman in the Transmission and Distribution Department.

Moore, a seven-year veteran of GSU, was employed in 1966 as a helper in the Line Department in Conroe. He progressed through various classifications within the department and was named a serviceman in 1973.

He is a graduate of Cleveland High School, and is married to the former Sandra Smith of Cleveland. The couple has two children, Ricky Lynn, 11, and Leslie Ann, 9.

Moore is a member of the Conroe Country Cousins Square Dance Club, and is a mason, belonging to the Tarkington Prairie Lodge No. 498, AF&AM in Cleveland.



William E. Jones

William E. Jones, master repairman at Willow Glen Station near Baton Rouge, has been promoted to maintenance foreman, according to W. L. Smith, plant superintendent.

Jones is a 13-year veteran of the Company, having been employed in 1960 as a mechanic's helper at Willow Glen. He progressed through various classifications and was named master repairman in 1970.

Jones was born in McCall Creek, Miss., and graduated from Baton Rouge High School. He also attended the Baton Rouge Vocational-Technical School.

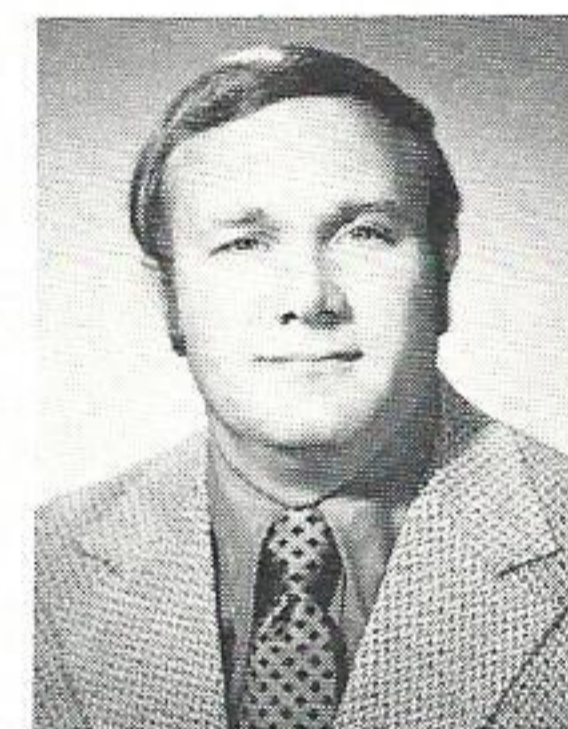


Leo Herrington

Leo Herrington, mechanical maintenance foreman at Willow Glen Station, has been transferred to the System Production Department and promoted to turbine maintenance technician in Baton Rouge.

Herrington, a 26-year veteran with the Company, is a Baton Rouge native and attended the Baton Rouge Trade School. He is married to the former Reno Guess of Cameron, Tex. and the couple has three children; Leo, Danny and Ellen Nell.

He is a veteran of the Korean Conflict, having served in the Army from 1953 to 1955. Herrington is also active in the Masons and a member of the Fairfield Masonic Lodge.



Kelton R. Whitehead

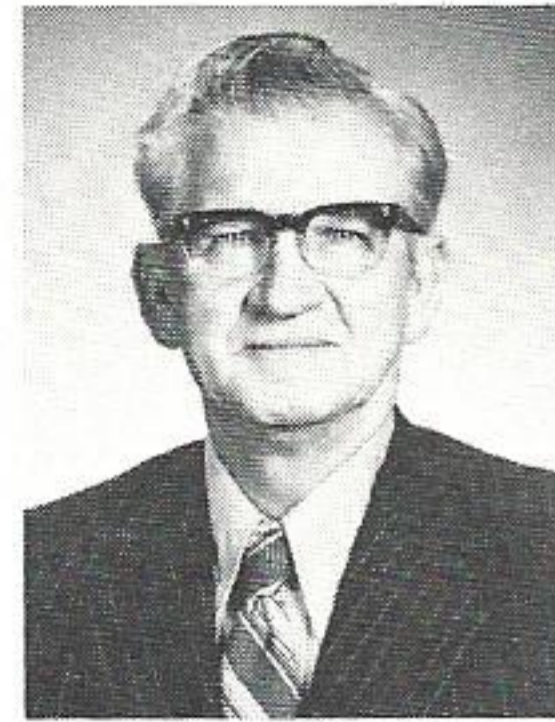
Kelton R. Whitehead, Baton Rouge storekeeper, has been promoted to store-room foreman.

Whitehead, a native of Denham Springs, has been with the Company since 1962. He is married to the former Jewell Ann Byrd of Denham Springs, and the couple has two sports-minded sons, Mark and Darrell.

Whitehead is active in sports himself and is an executive member of the Baton Rouge Basketball Officials Association, and a member of the Recreation Commission District No. 2 of Denham Springs.



Joseph E. Sammit



Calvin A. Oubre

Two Louisiana Station promotions have been announced by J. D. Watkins, plant superintendent. **Joseph E. Zammit**, mechanical maintenance foreman, has been promoted to mechanical maintenance supervisor, and **Calvin A. Oubre**, master repairman, has been promoted to mechanical maintenance foreman.

Zammit is a 14-year veteran of the Company. He began his career at Louisiana Station as a helper, and progressed through various classifications within the power plant before being promoted to foreman in 1969.

He is a graduate of Baton Rouge High School, and is married to the former Mary Alice Hudson of Baton Rouge. The couple has three children, Joey, Tim and Margaret.

Zammit has also been quite active in the Baton Rouge United Givers campaigns, the United Commercial Travelers Council No. 499, and Junior Achievement.

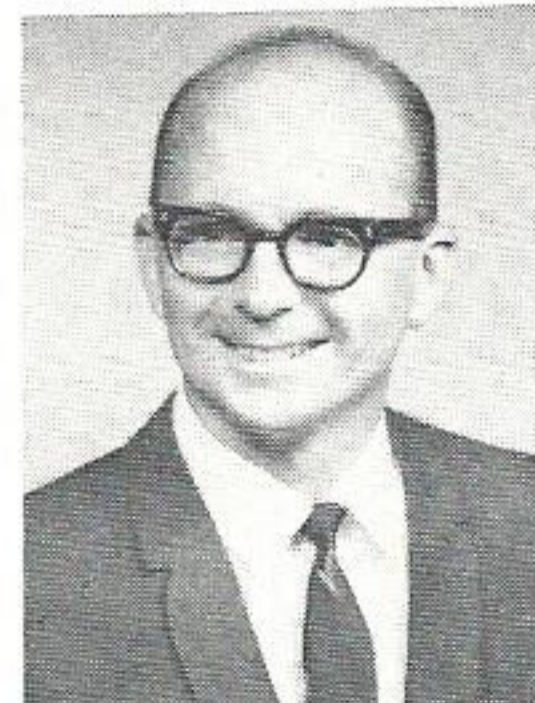
Oubre, a native of Garyville, is a 32-year veteran of the Company. He also began his career at Louisiana Station and has progressed through various classifications including repairman and master repairman.

Oubre is married to the former Georgina Marie Zerinque of Garyville. The couple has three children, Charles Beregeron, Anthony and Tammie Marie Oubre, all of Baton Rouge.

Active in Company and church activities, Oubre is a member of the Knights of Columbus Council No. 4030 and serves as a director of the Kilowatt Club and Credit Union.



Charles L. Byars



Rudolph J. Stout

Charles L. Byars and **Rudolph J. Stout** have received transfers within the System Engineering Department in Beaumont.

Byars, an engineer formerly in Engineering Design, has been moved to System Engineering Planning, while Stout, technical writer, has been moved to System Engineering Planning and named system planner.

Byars, a three-year employee of the Company, is a native of New Orleans. He is a graduate of Louisiana Tech in Ruston, La., and holds a bachelor's degree in Electrical Engineering.

A four-year Air Force vet, Byars is married to the former Elizabeth Sheppard of Tampa, Fla. The couple has two children, John Michael and Paul Wesley.

Stout has been with the Company since 1956. He worked in various Engineering Department assignments and was promoted to technical writer in 1966. He is a native of Beaumont, graduated from Beaumont High School, and attended Lamar University where he studied engineering.

He is married to the former Peggie Bullard of Freeport, and the couple has one daughter, Pamela, 20. Stout is a member of the Beaumont Northwest Lions Club and serves as a director of that organization. He is a two-year veteran of the Army.



Dallas J. Boullion

Dallas J. Boullion, serviceman in Dayton, has been promoted to utility foreman, according to E. L. Priest, superintendent of the Dayton District.

Boullion, a native of Rayne, La., is a 20-year veteran of GSU. He was employed in 1953 as a helper, and has progressed through various classifications in both the Service and Line Departments. In 1968 he was transferred from Beaumont to Dayton as a serviceman.

Boullion is married to the former Marcella Ann Goodman of Beaumont, and the couple has four children, Dallas Jerell, 18, Clinton Drew, 16, Van Ray, 13, and Felicia Claude, 10. He is a veteran of both the Navy and the Air Force, serving from 1948 until 1953.

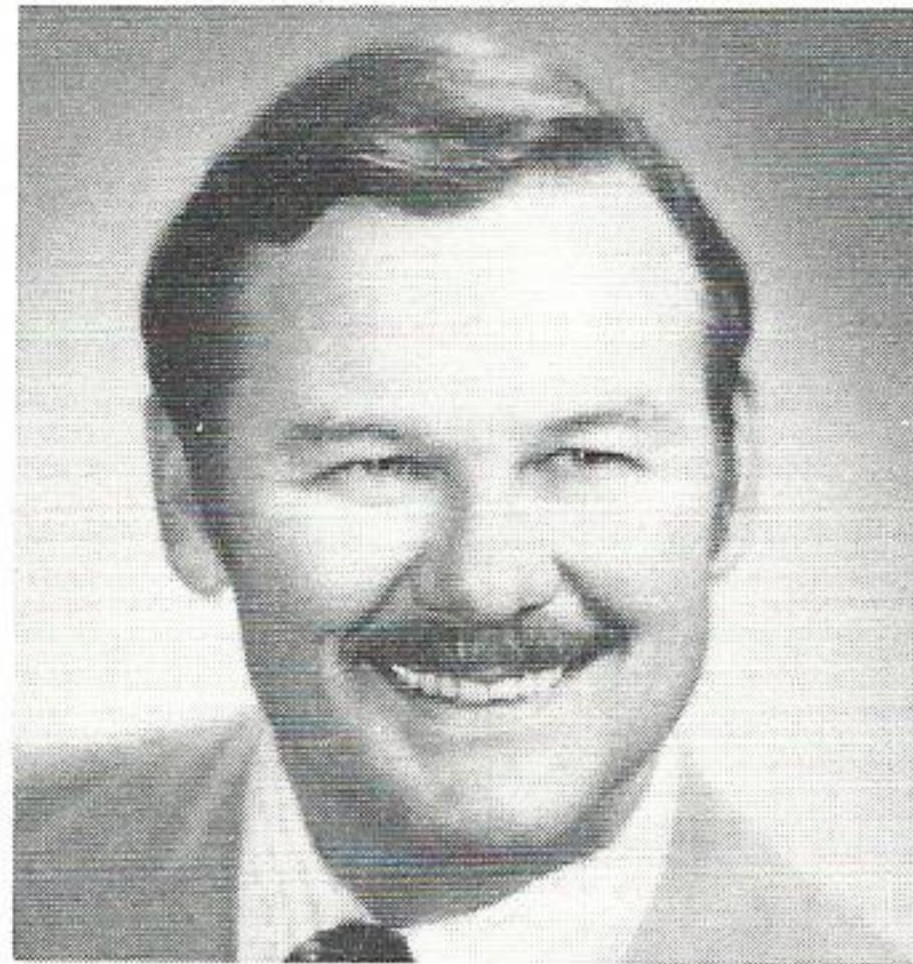
Active in the community, Boullion serves as assistant fire chief of the Dayton Fire Department.

SERVICE AWARDS

20 YEAR AWARD



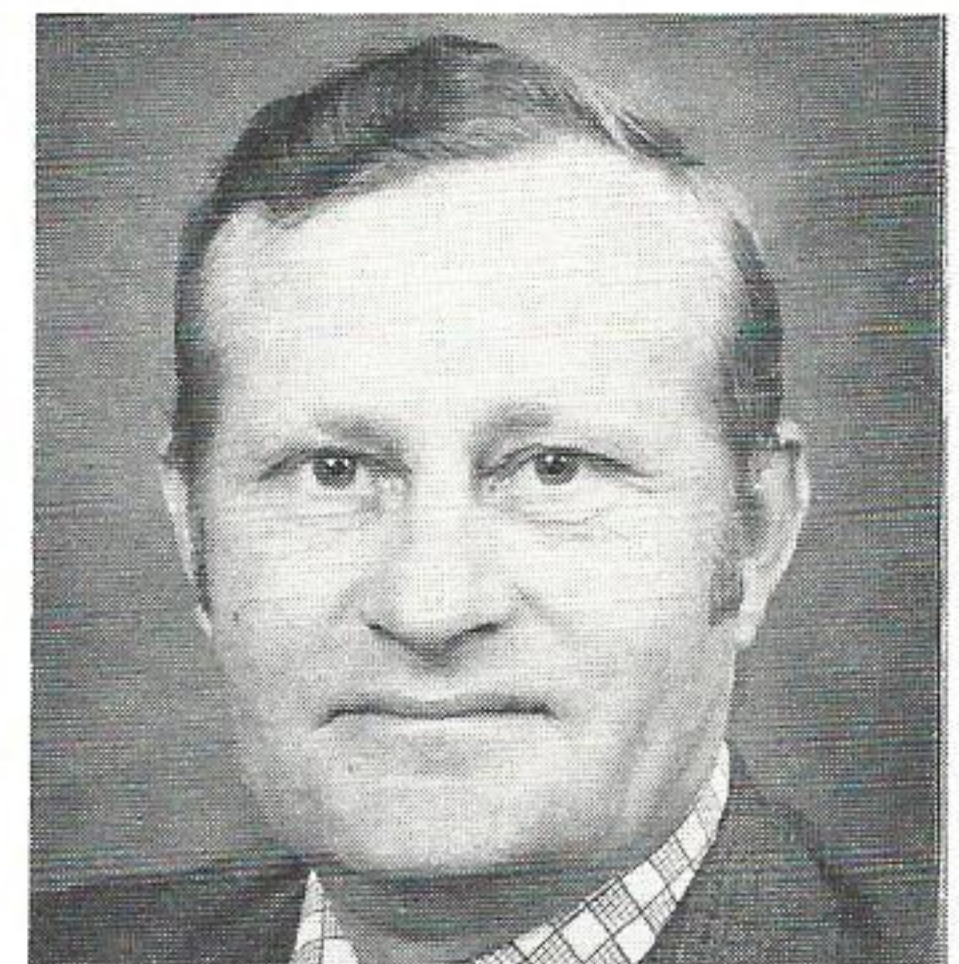
Dallas J. Boullion
Transmission & Distribution
Dayton



Donald N. Corgey
System Engineering
Beaumont

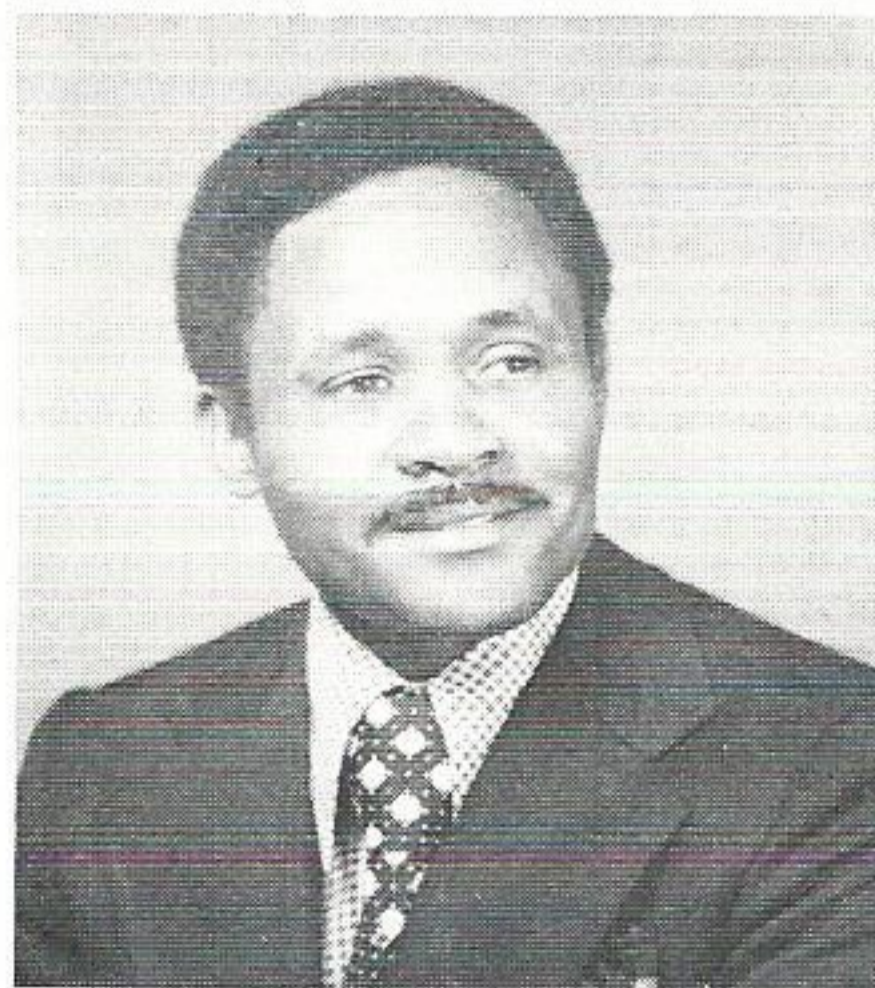


Norman W. Ener, Jr.
Division Treasury
Conroe

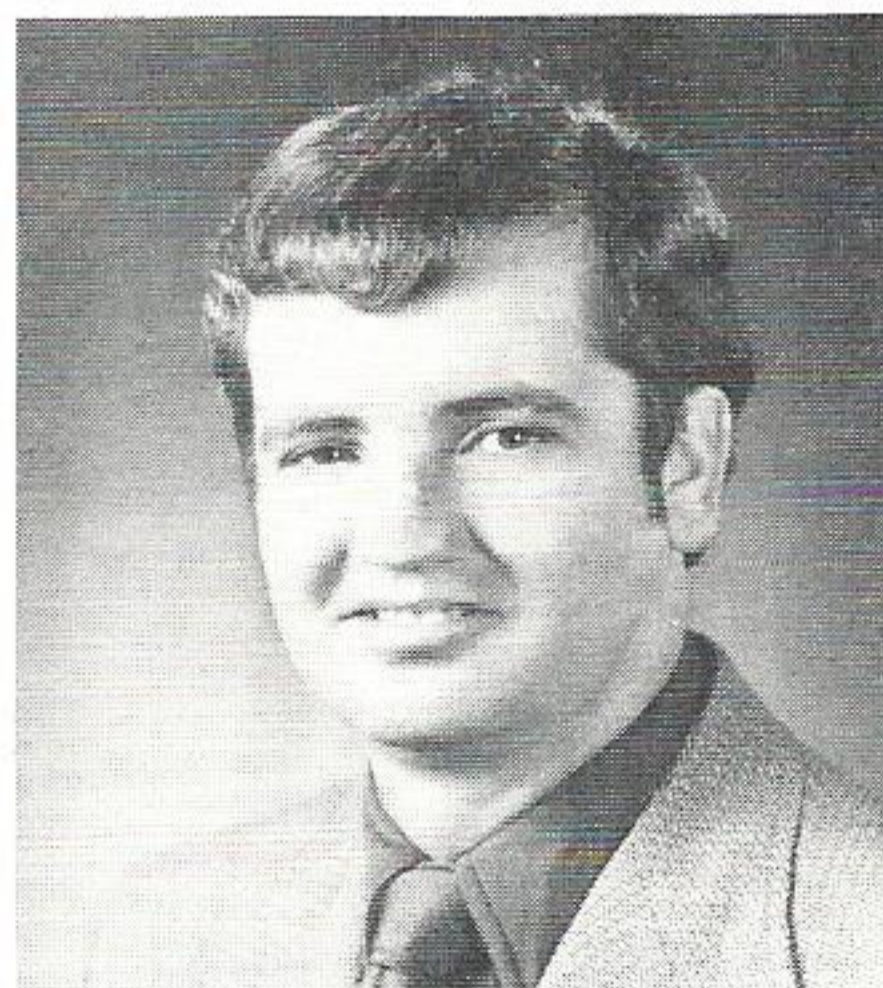


James R. Laughlin
Transmission & Distribution
Lake Charles

10 YEAR AWARD



Peter Charlot
Records Management
Beaumont



Richard A. Joffrion
Transmission & Distribution
Port Arthur

Retirements



Charles N. Giffin

Charles N. (Mike) Giffin, Beaumont utility man in the T&D Department (Garage), retired March 1. He was with the Company for over 36 years.

Mr. Giffin came to work for Gulf States as an oiler at Lakeside Station in Port Arthur in May, 1937. He became switchboard operator in January, 1938; fireman in May, 1938; plant operator in September, 1941; and watch engineer at Lakeside in April, 1944.

In May, 1950, Mr. Giffin was transferred to Lake Charles and promoted to second fireman at Riverside Station. He became switchboard operator in 1958; head fireman in 1959; transferred to Sabine Station in August, 1961, and made control operations foreman; transferred to Beaumont Stores in July, 1965, and made storeroom assistant; then transferred to the T&D Department (Garage) in July, 1967, and made a utility man, the position held at retirement.

Mr. Giffin is a native of Orange, Texas.

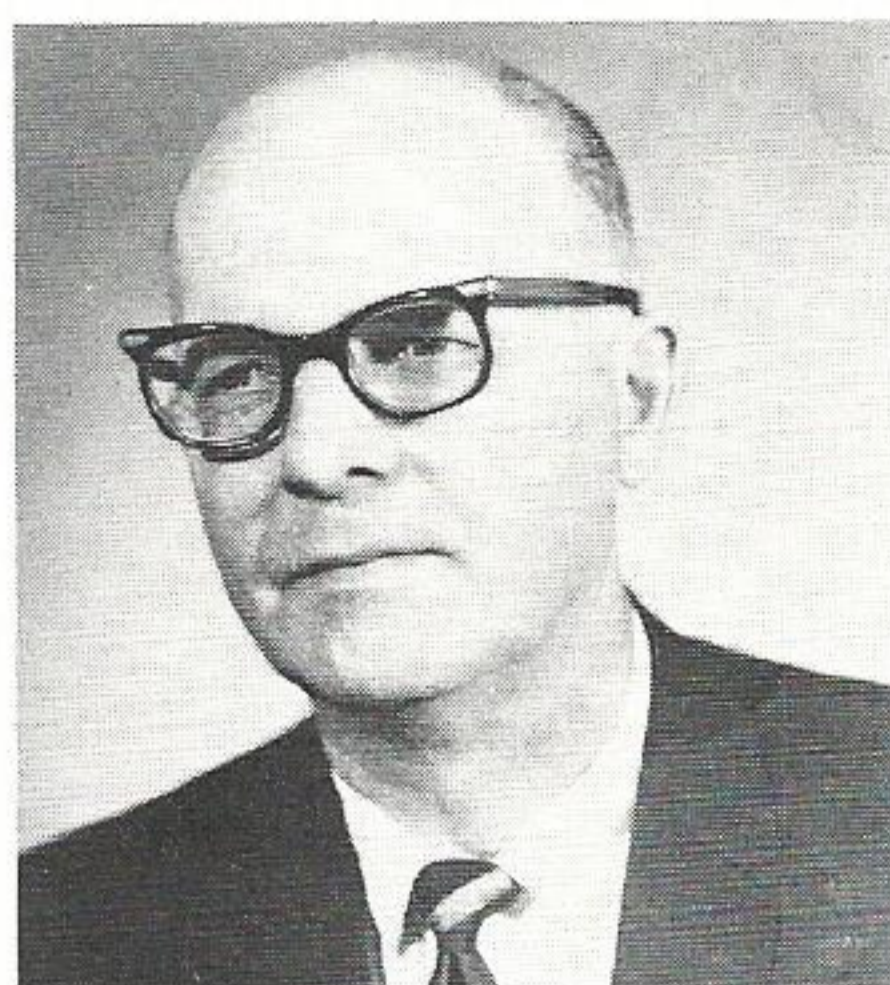


Gabe Lute

Gabe Lute, Port Arthur T&D-Garage, retired March 1. He had been with the Company for 27 years.

Mr. Lute was employed in April, 1947, as a laborer in the Port Arthur T&D Department. In April, 1956, he became a car washer in the T&D Department (Garage). All of his time was spent in Port Arthur.

Mr. Lute is a native of Cameron Parish, Louisiana, and attended school in Cameron, Louisiana.



Liston E. Wallace

Liston E. Wallace, senior engineer assistant in the Baton Rouge Gas Department, retired February 1, serving the Company for some 35 years.

Mr. Wallace, a native of Sturgis, Kentucky, attended school in Kentwood, Louisiana. He was employed as a helper in Baton Rouge's Gas Department in December, 1938. He was promoted to welder-first class in August, 1946; became an engineering assistant in December, 1966; and was promoted to senior engineering assistant in July, 1970. All of his time was spent in the Gas Department.

Mr. Wallace served in the Navy from 1942 to 1945.



Oscar Hunter

Oscar Hunter, utility man in the Baton Rouge Accounting Department (Store-room), retired from the Company March 1 after 34 years' service.

Mr. Hunter was employed in May, 1939, as a laborer in Baton Rouge; then served in the Army from October, 1942, to October, 1944. He returned to the Company as a laborer in Baton Rouge, then was transferred to the Accounting Department (Storeroom) in January, 1948.

Mr. Hunter is a native of Boyce, Louisiana.



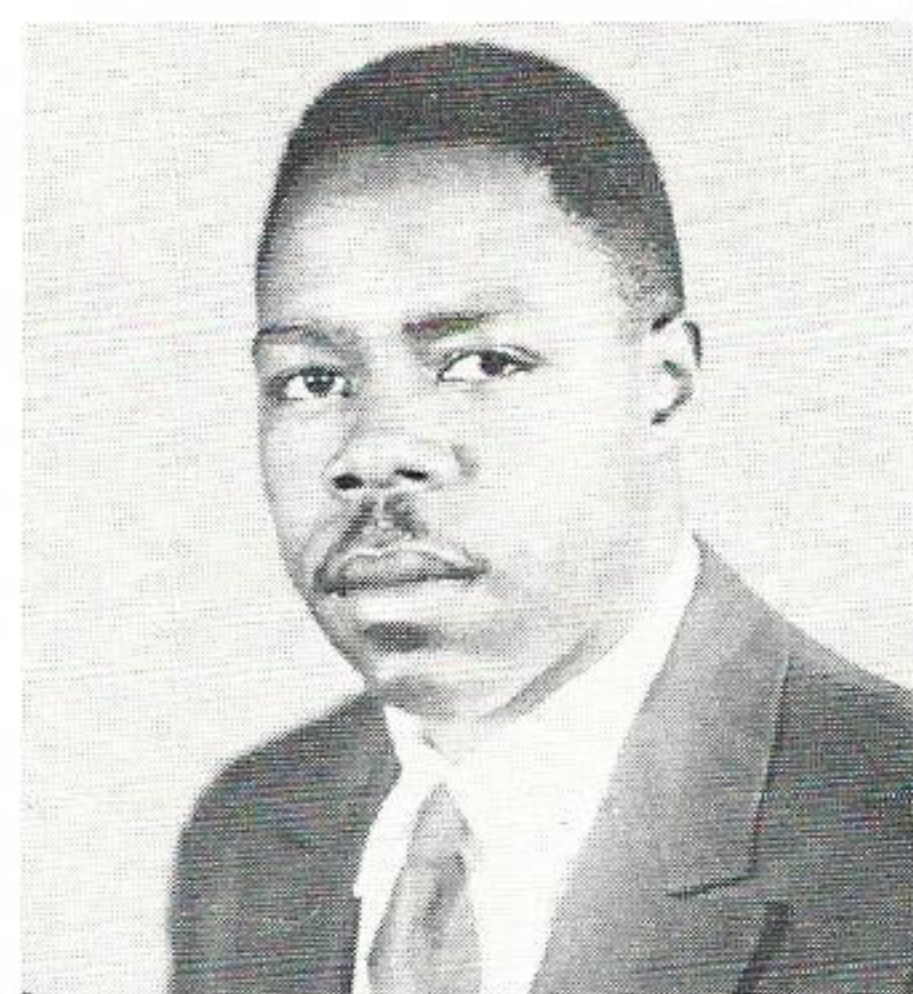
Tullie Brady

Tullie Brady, assistant to the general line foreman in Baton Rouge, retired March 1 after 43 years with the Company.

Mr. Brady was employed in June, 1930, and worked as a lineman in Sour Lake and Navasota. In April, 1931, he transferred to Liberty as a lineman; went to Anahuac as a serviceman in May, 1937; and was promoted to district serviceman-first class in September, 1941.

In January, 1942, Mr. Brady became a district serviceman in New Roads, Louisiana; was promoted in August, 1942, to Port Allen local superintendent; transferred to Clinton as local superintendent in September, 1945; then, in June, 1962, was transferred to Baton Rouge as assistant to the general line foreman.

Mr. Brady is a native of Liberty, Mississippi.



Herman Dotson

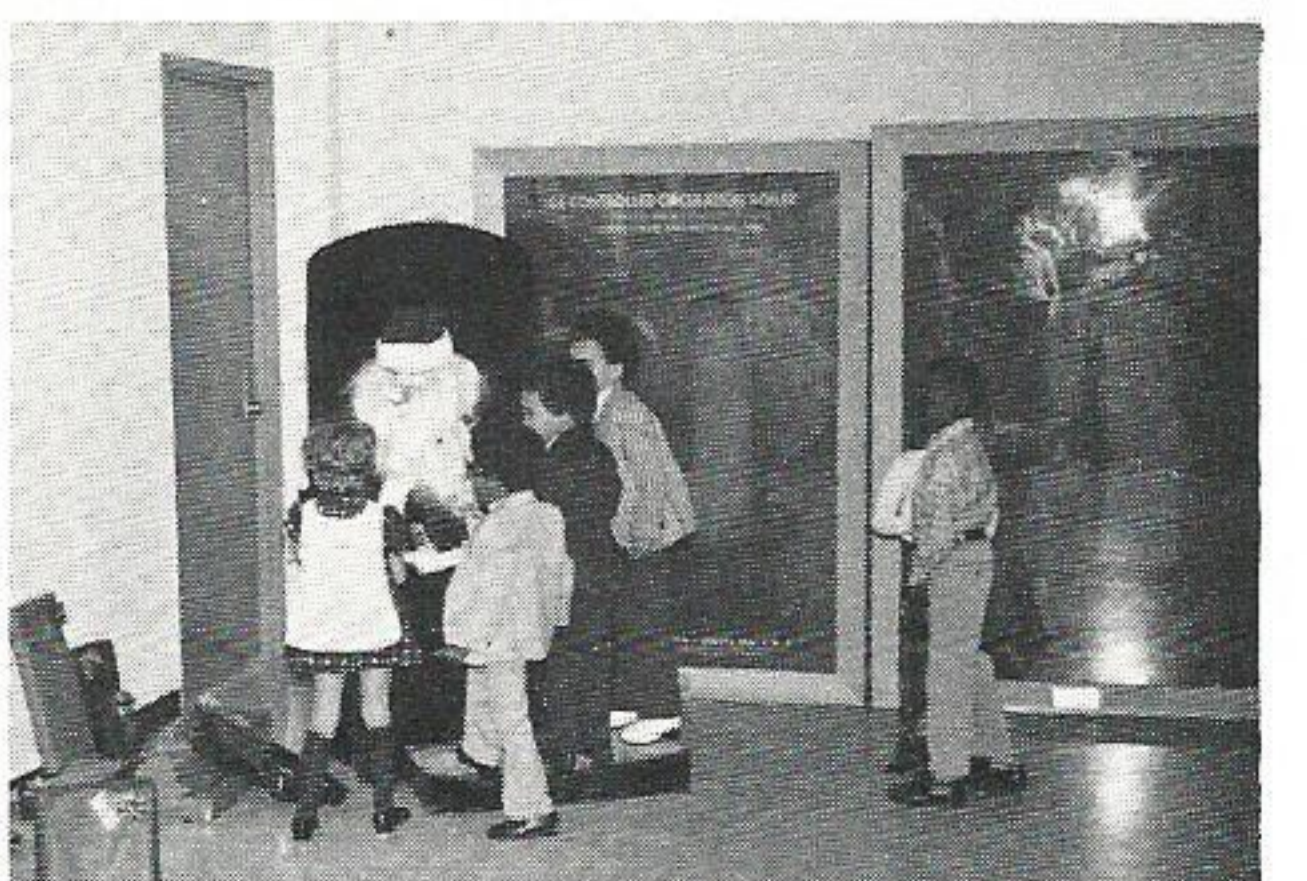
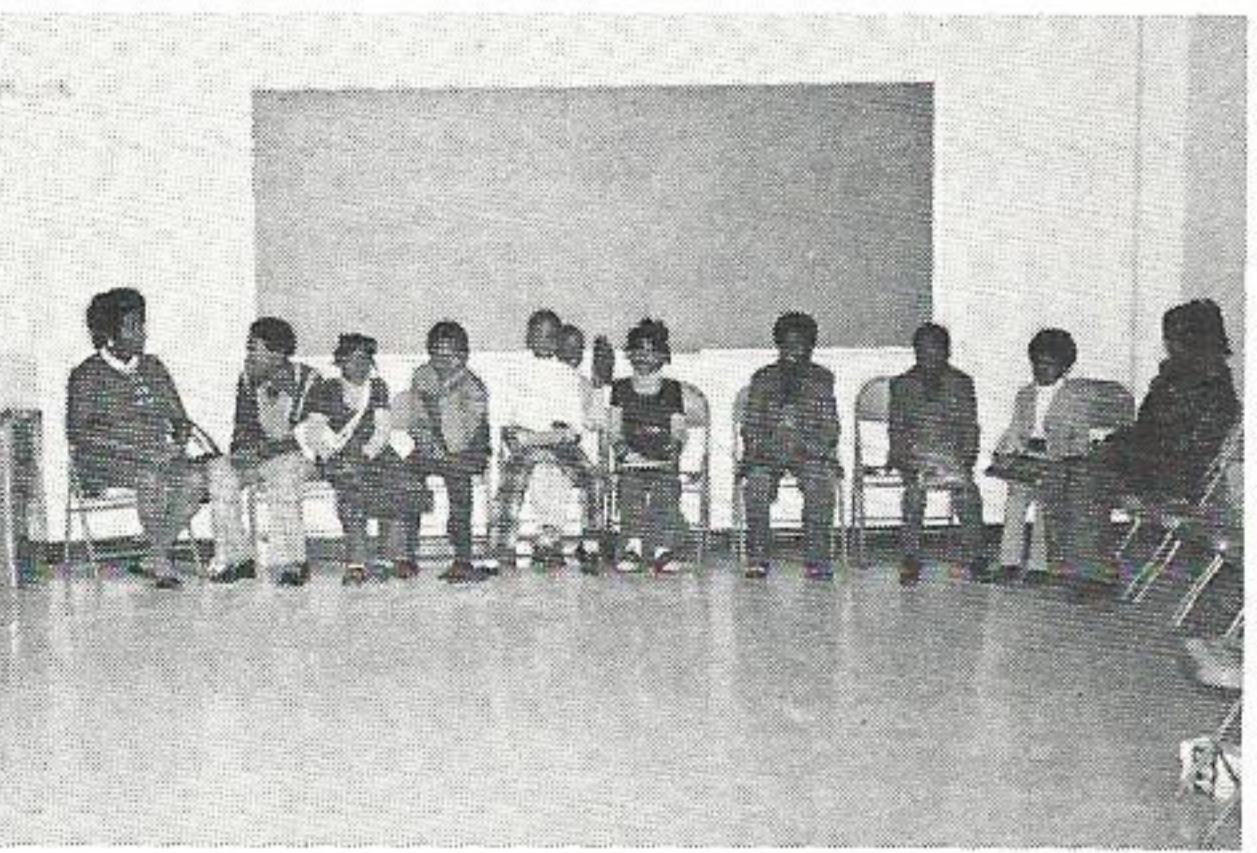
Herman Dotson, laborer in the Production Department at Baton Rouge's Louisiana Station, retired February 1 after 30 years with the Company.

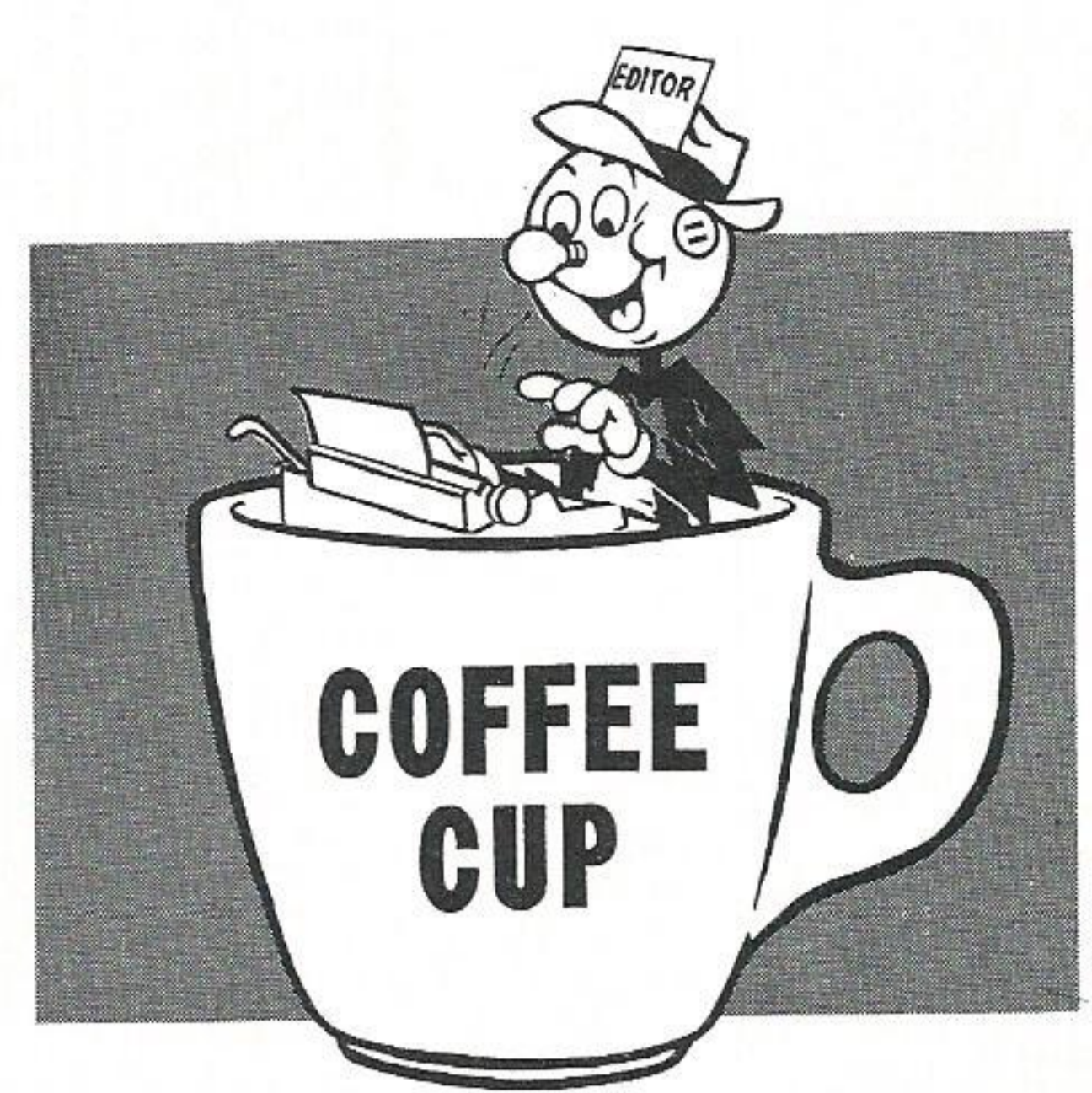
Mr. Dotson was employed in March, 1944, as a laborer at Louisiana Station. All of his time with the Company was spent there.

A native of East Baton Rouge Parish, Mr. Dotson attended school in Rosenswald, Louisiana. He served in the Army from February, 1945 to August, 1946.

Christmas In March!

Due to circumstances beyond our control, the Christmas pictures taken at Sabine Station were a little late in arriving. However, they're here now — so here they are!





REPORTERS

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

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

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

BEAUMONT: Bill Toups (S.C.), Barbara Lindsey, Carolyn Motl (T&D), Ann Ogden, Edy Mathews, Linda Marks.

CALVERT: Betty Dowell.

CLEVELAND: Pat Jones, Edd Mitchell.

CONROE: Frances Elliot, Bobbie Burke.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billie Fortenberry.

HUNTSVILLE: Karen Morley.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

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

LA. STATION: Leslie Jeansonne.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Gene Russell, Hazel Higginbotham.

NELSON STATION: Martha Caldwell.

NEW CANEY: Diana Winkelmann, Paul Mosley.

ORANGE: Doris Womack.

PORT ALLEN: Adele Vavasseur.

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

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxine Bell.

SOMERVILLE: Mary Brock.

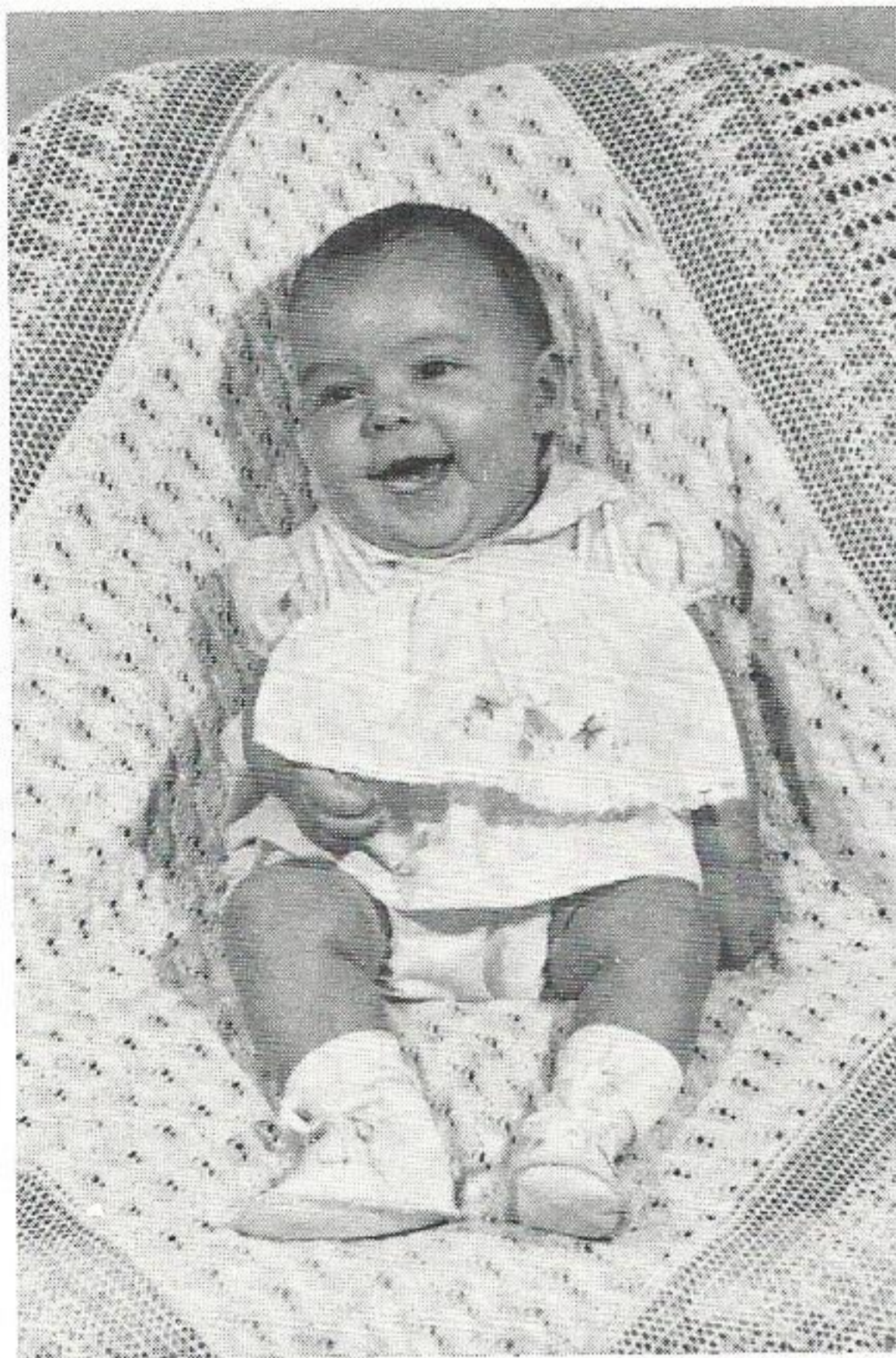
SULPHUR: Pearl Burnett.

WILLOW GLEN: Dora Landaiche, James Veatch.

WOODVILLE: Alene Cole.

ZACHARY: Myra Kirby.

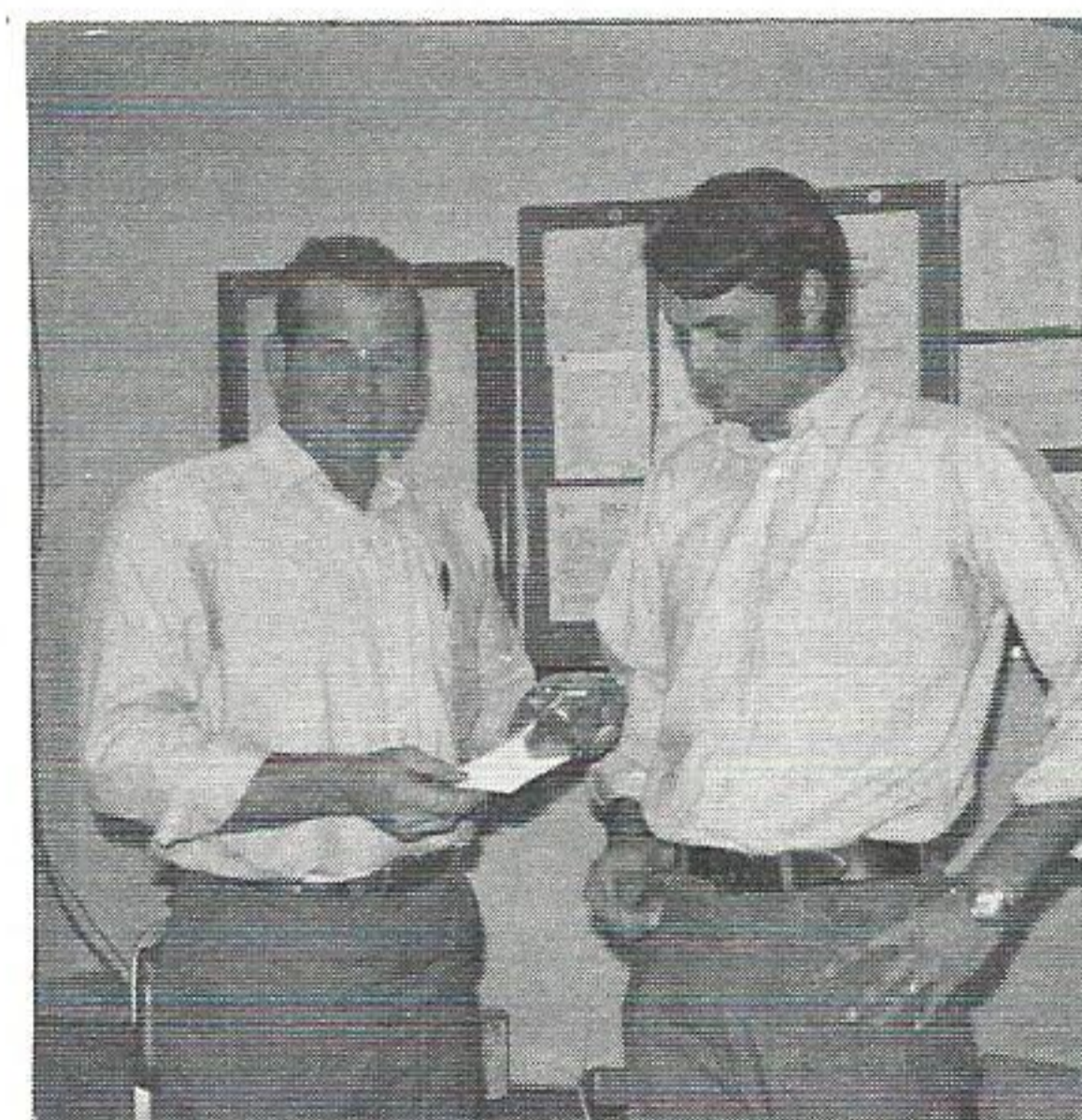
(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)



Calvin Elley, Jr. (Conroe Line Department) and his wife, Norma, are the proud parents of a 7 lb. 11 oz. daughter born August 26, 1973. Her name is Elizabeth Faye, and she already has a winning smile. (from **Bobbie Burke**)

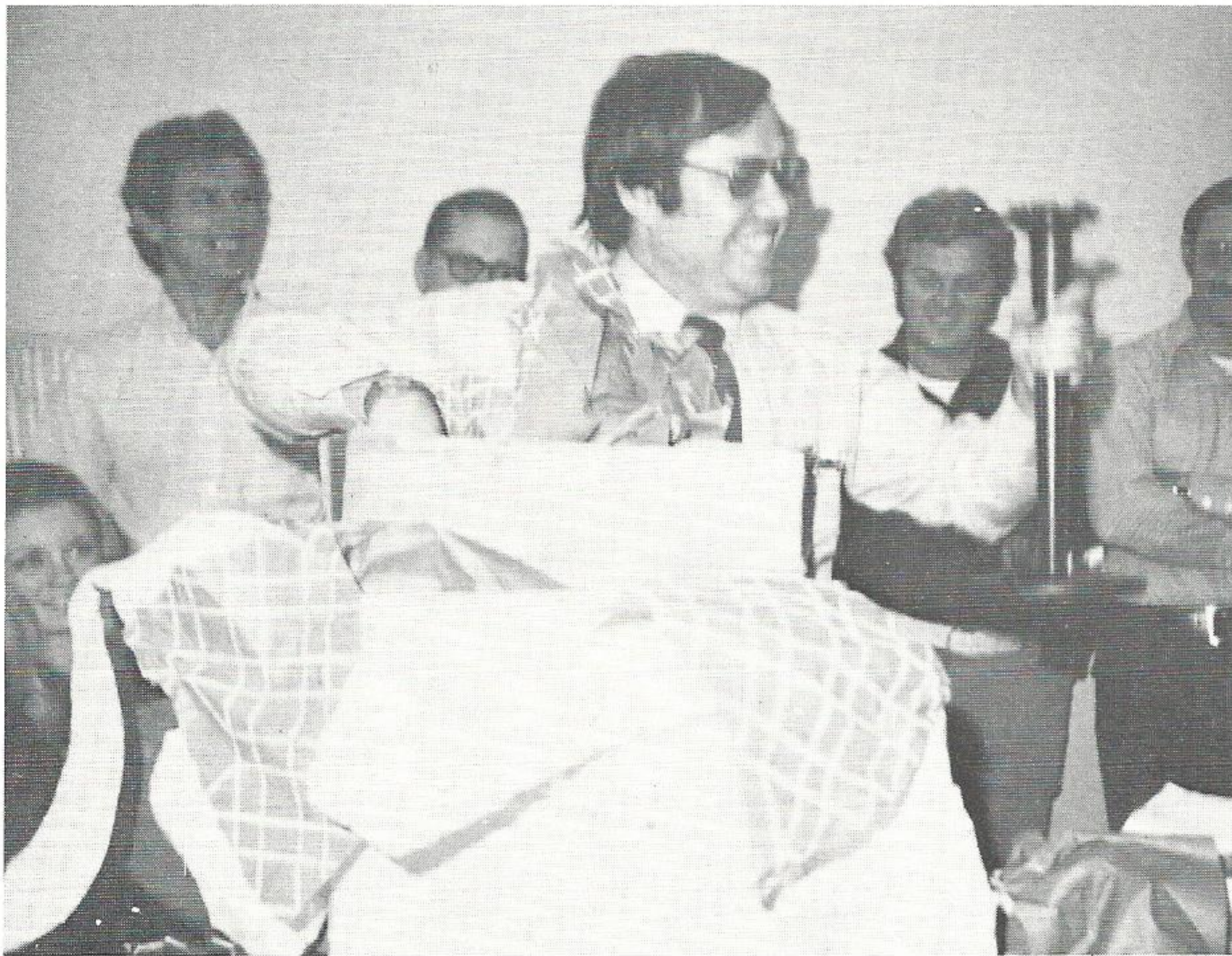


Cliff Richardson (left) of Baton Rouge's Rebel Electric Heating and Air Conditioning recently presented Glenn Stokes (Baton Rouge Sales) the bell and gavel as new president of the Optimist Club of Mid-City Baton Rouge. Seated is W. Kenneth Moore - current president of the Optimist Club of Baton Rouge, Inc. (from the **Editor**)



Curtis Gates (left) - Northern District line formen - presents a farewell gift from fellow employees to Louis Milliken - T&D Department. (from **Myra Kirby**)

PN3 Scott E. Raymond completed his active duty with the United States Navy Reserve on December 28, 1973, to begin the new year with his parents, Mr. and Mrs. Roy Raymond of Lake Charles. He plans to return to McNeese State University to complete the Business Administration curriculum. His mother, Anna Raymond, is clerk in the Lake Charles Sales Department. (from **Janet Followay**)



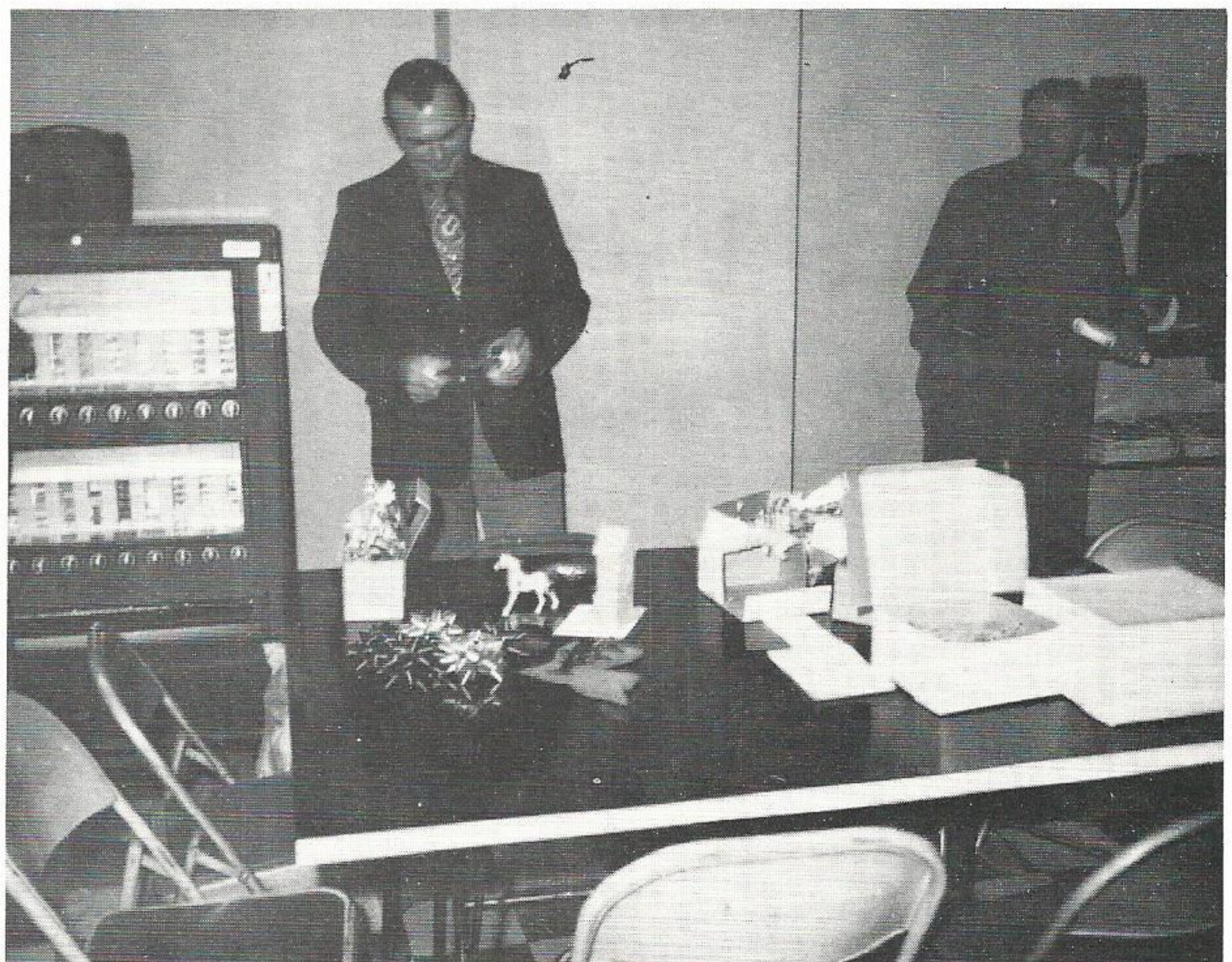
A farewell party was held January 11 in the Beaumont office for Steve Frazier-Beaumont System Engineering. Fellow employees presented him a study lamp to use, as he is working toward his master's degree at Lamar University. (from the Editor)



The pretty bride is Paula Breeden, daughter of Harry Breeden - Louisiana Station repairman-1st class. Paula married Walter Jennings on November 23, 1973, in a candlelight ceremony at Lanier Baptist Church in Baton Rouge. (from Leslie Jeansonne)



This is Clinton Louis Sandidge, the newest addition to the Louis Sandidge family. The third child, Clinton weighed 8 lbs. 9 ozs. at birth. He should be bigger than his father two years from now. Louis is Appliance Repair foreman at the Beaumont Service Center. (from Carolyn Motl)



Pictured (center) is John Petitjean, former Lafayette right-of-way man, who has been transferred to Conroe and promoted to supervisor-Survey and Right-of-Way. Fellow Employees held a farewell party for John, wishing him well in his new job. (from Bobbie Denais)



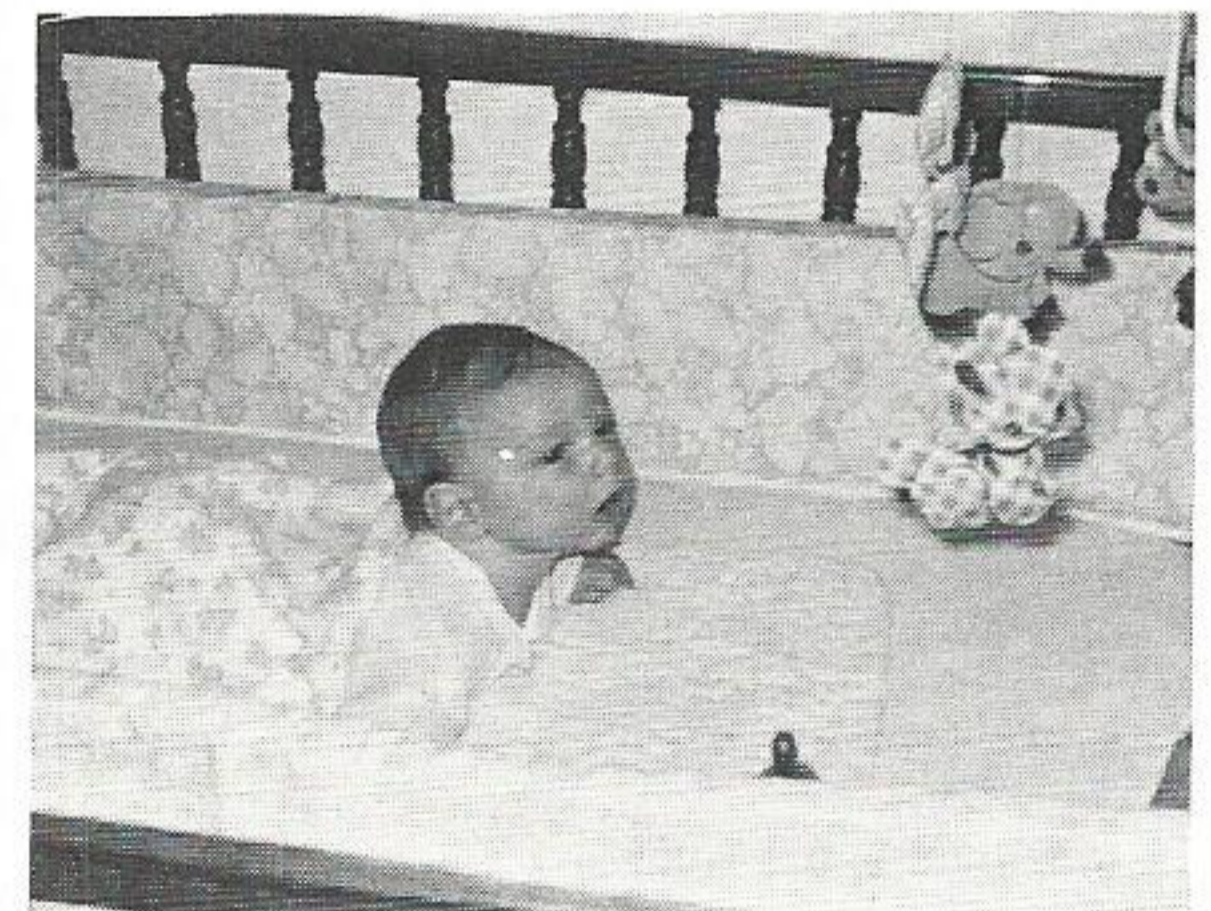
Anyone for sac-a-lait? That's what M. M. Miller (retired Lafayette District serviceman) is asking here. This prize catch, including a three-pounder (left forefront) was made in November at Spring Bayou in Marksville, Louisiana. M. M. says that since his retirement his hobbies include fishing, gardening and counting his money. (from **Bobbie Denais**)

Congratulations to Beverly O. Saunders, home service advisor in the Lake Charles office, who became a full-time employee effective December 17, 1973, after graduating in Home Economics from McNeese State University on December 14, 1973. Beverly joined our company in October, 1973, as a part-time employee. (from **Janet Followay**)

John Keith Lamm, son of Lafayette District Superintendent J. W. Lamm, has recently been appointed hospital administrator of St. Luke's Hospital in Arnaudville, Louisiana. Keith received his B.S. degree at USL in 1970. He was formerly purchasing agent at American Legion Hospital in Crowley, Louisiana, and was selected at St. Luke's from 24 applicants. (from **Bobbie Denais**)



This busy young gentleman is nine months old Kirk Raymond, first grandchild for Anna Raymond-Lake Charles Sales departmental clerk. Kirk seems to have found a friend under the Christmas tree! (from **Janet Followay**)

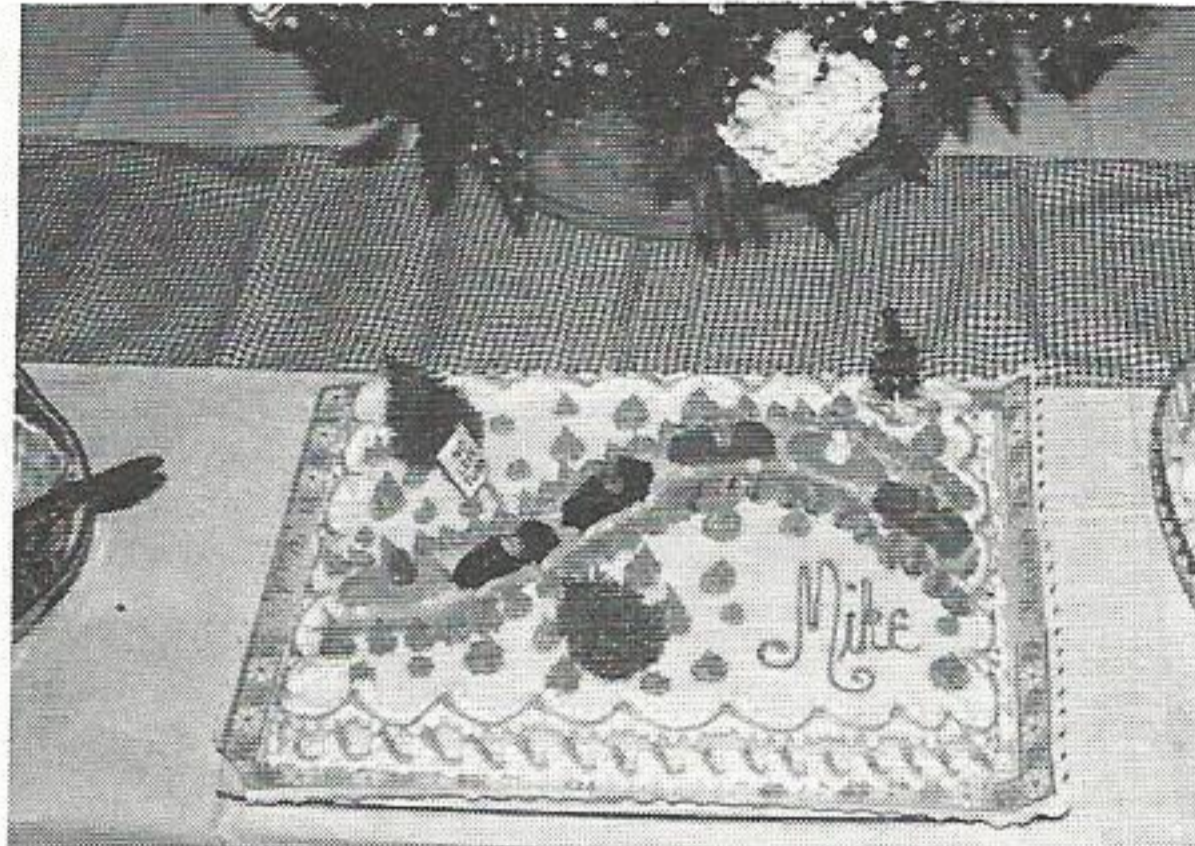


This young man, taking a good hard look at his bright new world, is Griffith Alexander Dodge, son of Earl and Beth Dodge. Beth, an executive secretary in Beaumont, said her boy checked in at eight pounds, three ounces on Oct. 19. Griffith, 11 weeks old at the time of this photo, has already checked out his spot on the 19th floor. (from **the Editor**)

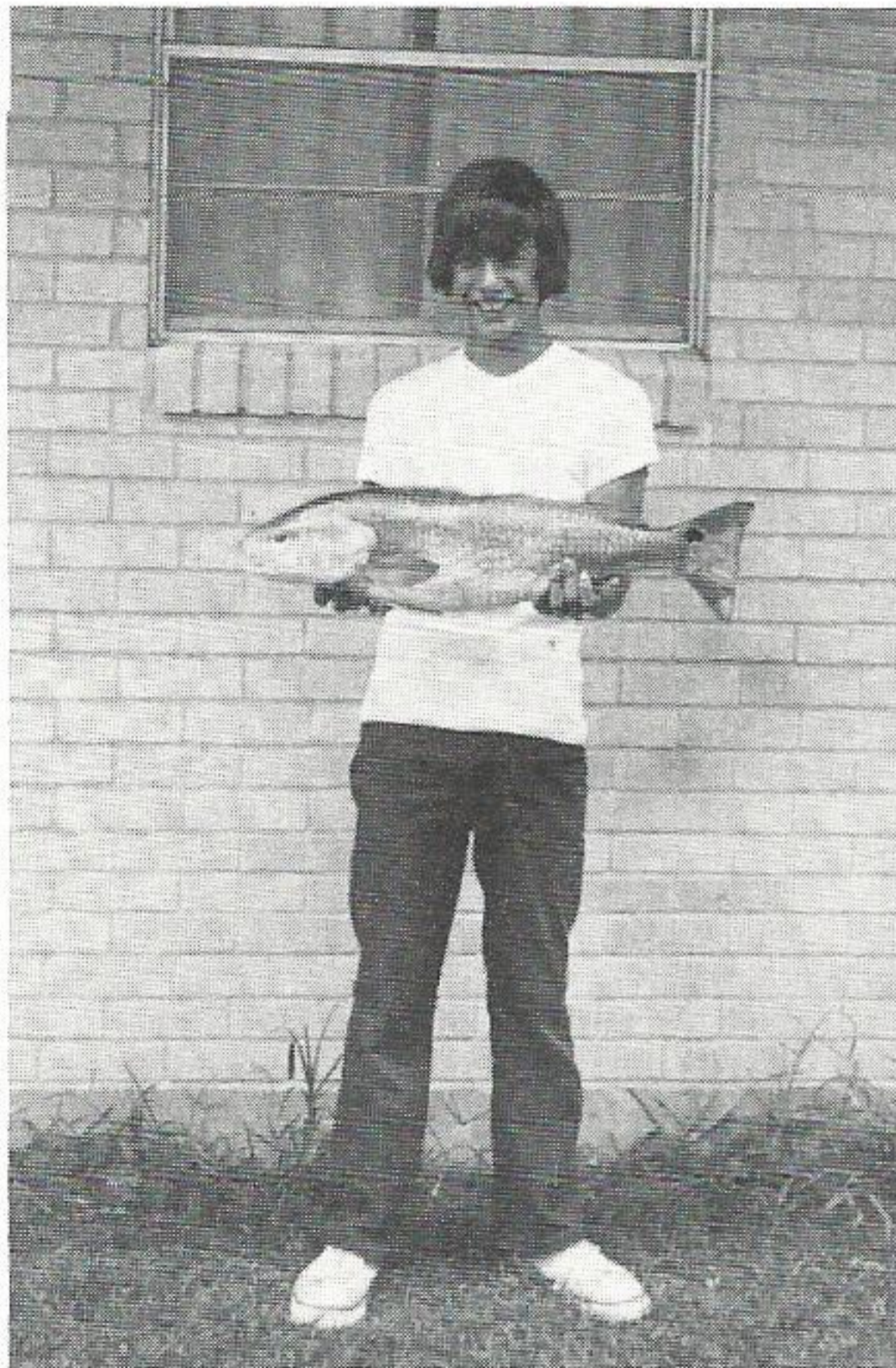
Welcome back to work goes to Loretta Savoy - local office clerk in Church Point, Louisiana. Loretta recently underwent major surgery. (from **Bobbie Denais**)



A retirement party was held in the Beaumont office auditorium on January 30 for Mike Giffin - garage attendant. Ward McCurtain, Beaumont Division manager, presented Mike and his wife a farewell gift, and the sign on the wall aptly describes everyone's sentiments. The cake was indicative of the employee's feelings. (from the Editor)

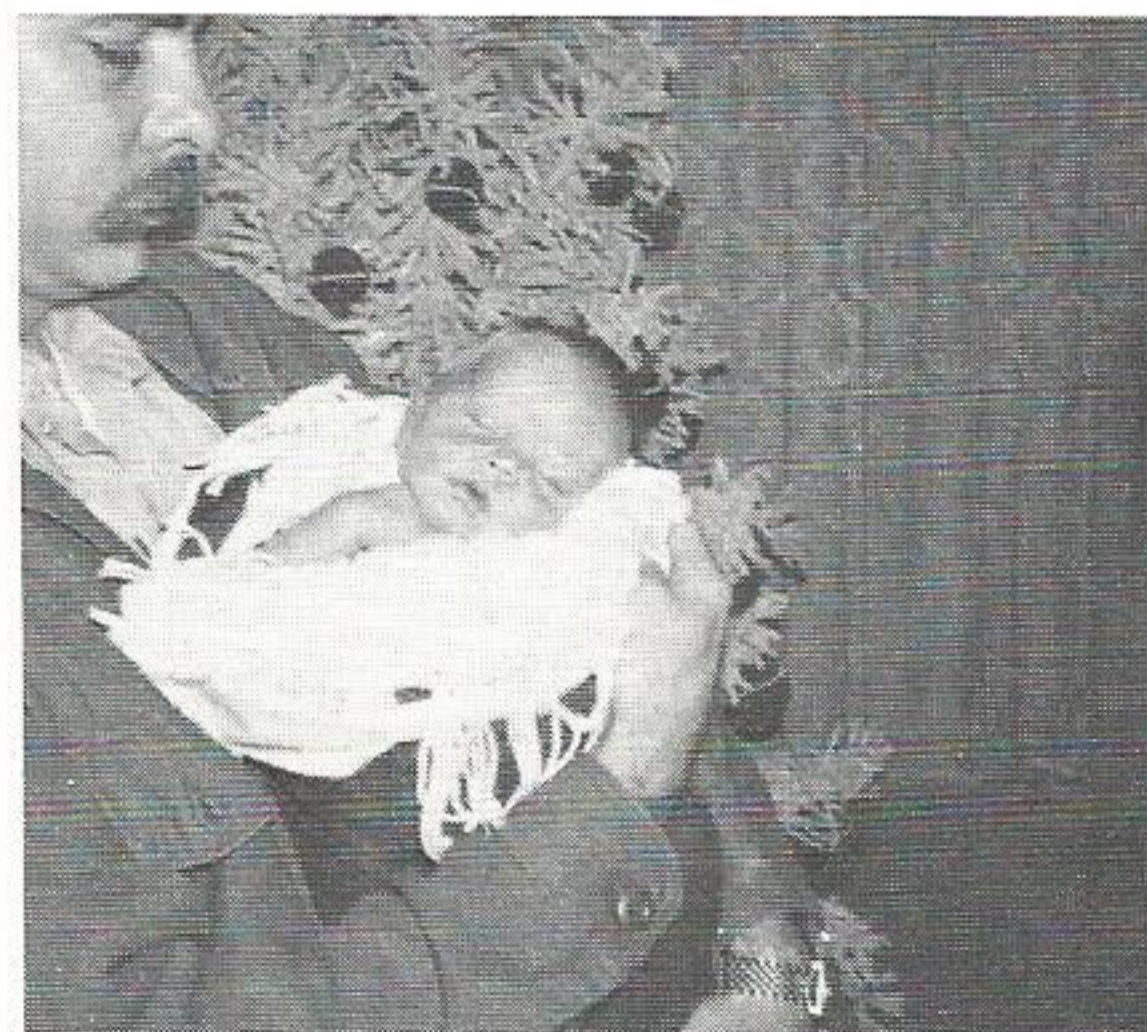


A farewell party was held January 16 for Flo Wilson - departmental clerk in the Beaumont System Advertising Department. Fellow employees presented her gifts and took her to lunch. Flo is now attending Lamar University. (from the Editor)



V. J. Misuraca, son of Vince Misuraca-Baton Rouge Right of Way and Survey, proudly displays the 11 pound redfish he caught on a recent fishing trip near Goldenmeadow, Louisiana. V. J.'s efforts produced the largest, as well as most fish caught that day. Other Gulf Staters on the trip included Dewey Lytle, Arden Loughmiller, Clarence Bailey, Walter Jones, Calvin Comeaux, David Bowman, Jack Sirman, his son, Mike, and a friend, Harold Garner. (from the Editor)

Herman F. Sockrider, Jr., son of Herman F. Sockrider, Sr. (Lake Charles District accountant), recently received an award of being named Shreveport, Louisiana Jaycees' Outstanding Young Man of the Year for 1973. Herman, Jr., receiving the award from New Orleans Mayor Moon Landrieu, is a member of the law firm of Booth, Lockard, Jack, Pleasant & LeSage. (from Janet Followay)



"Welcome to the world" to Adam Wayne Revia, son of Larry Revia - Beaumont Service Center dispatcher. Adam was born on December 18 at Women's and Children's Hospital, weighing a healthy 8 lbs. 2 ozs. at birth. Quite a nice Christmas bundle for Larry and his wife, Jenny. (from Carolyn Motl)



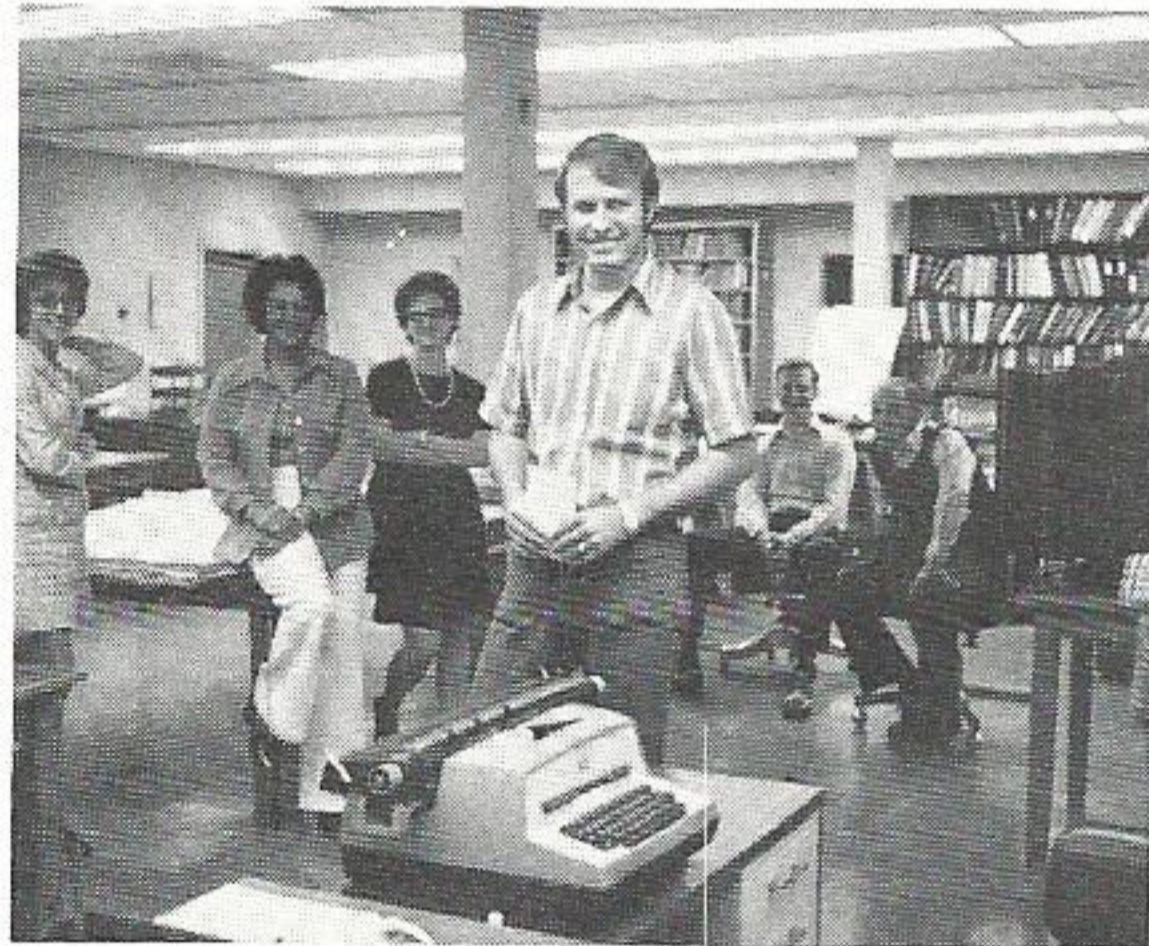
The following is a poem composed by an employee at the Beaumont Service Center, then sent to Plain Talks by a reporter. It reads:

To: Lemon Toe Castilaw
 (Lee Castilaw-Beaumont Storeroom)
 Once my toe began to ache
 My knees and stomach began to shake
 But I put a lemon on my toe
 And now it isn't so no mo.
 (from Carolyn Motl)

Mary Ann Eskew, home service advisor in Lake Charles, will become the bride of Lt. Karl "Rusty" Lacy, Jr. on March 23. The wedding will be held at St. Francis Xavier Cathedral in Alexandria, Louisiana. The groom is a graduate of University of Georgia and is a CEM Maintenance Supervisor for the United States Air Force. The couple will reside in Lake Charles. (from Janet Followay)



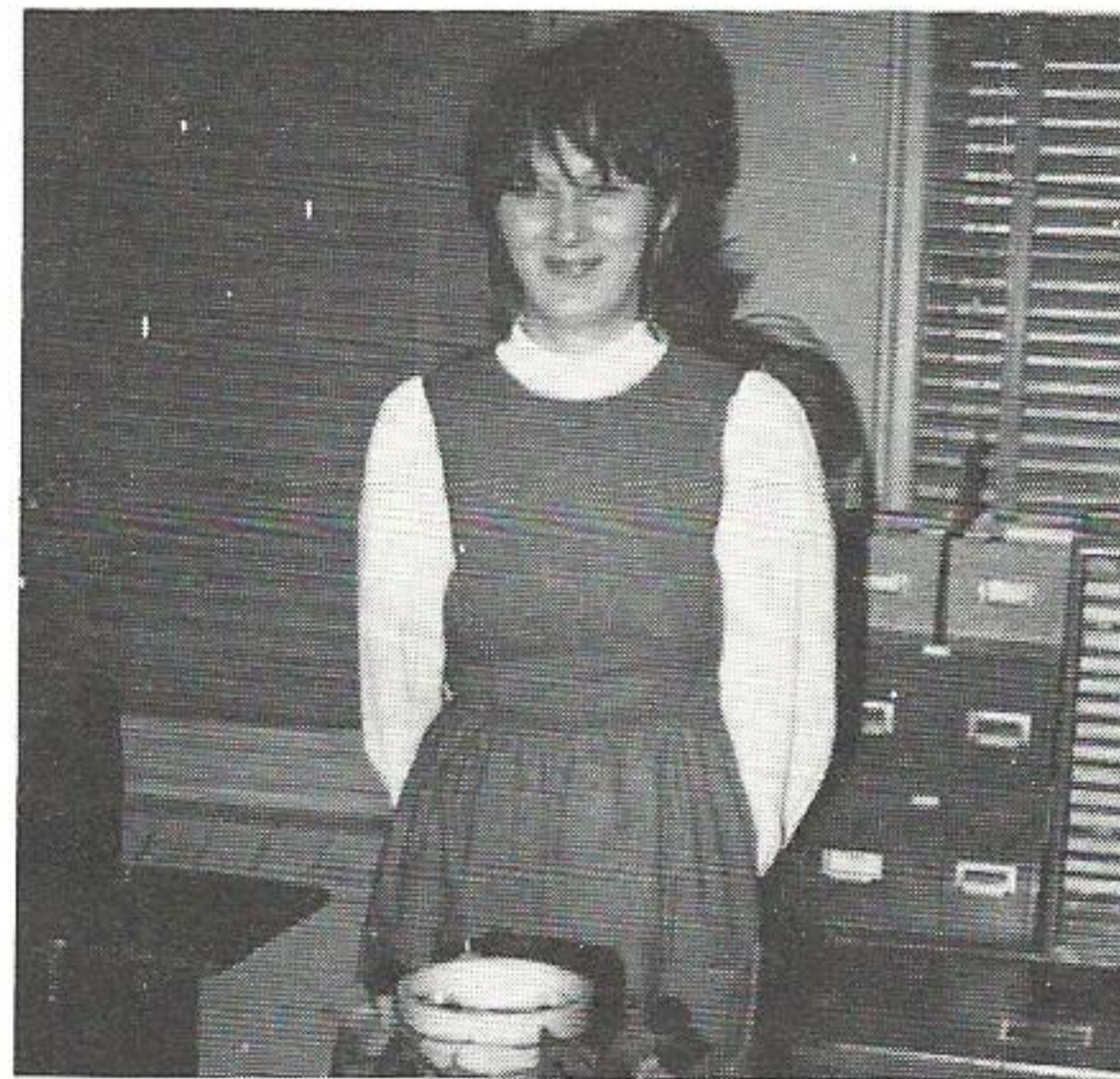
A retirement party was held January 31 honoring Sterling "Butch" Oliver - Beaumont System Engineering. Butch's wife and son joined him in the Beaumont office auditorium, meeting the many employees that came to wish Butch farewell. (from the Editor)



January 11 marked the day of the farewell party for Larry D. Wright-T&D Engineering Department co-op student at the Beaumont Service Center. Larry has returned to Lamar University to continue his studies. (from Carolyn Motl)



Betty Edminston, senior stenographer in the Beaumont office System Engineering Department, recently left the Company to be a housewife. She is shown with her boss, Ben Fannett, receiving a check from her friends at GSU. (from Edy Mathews)

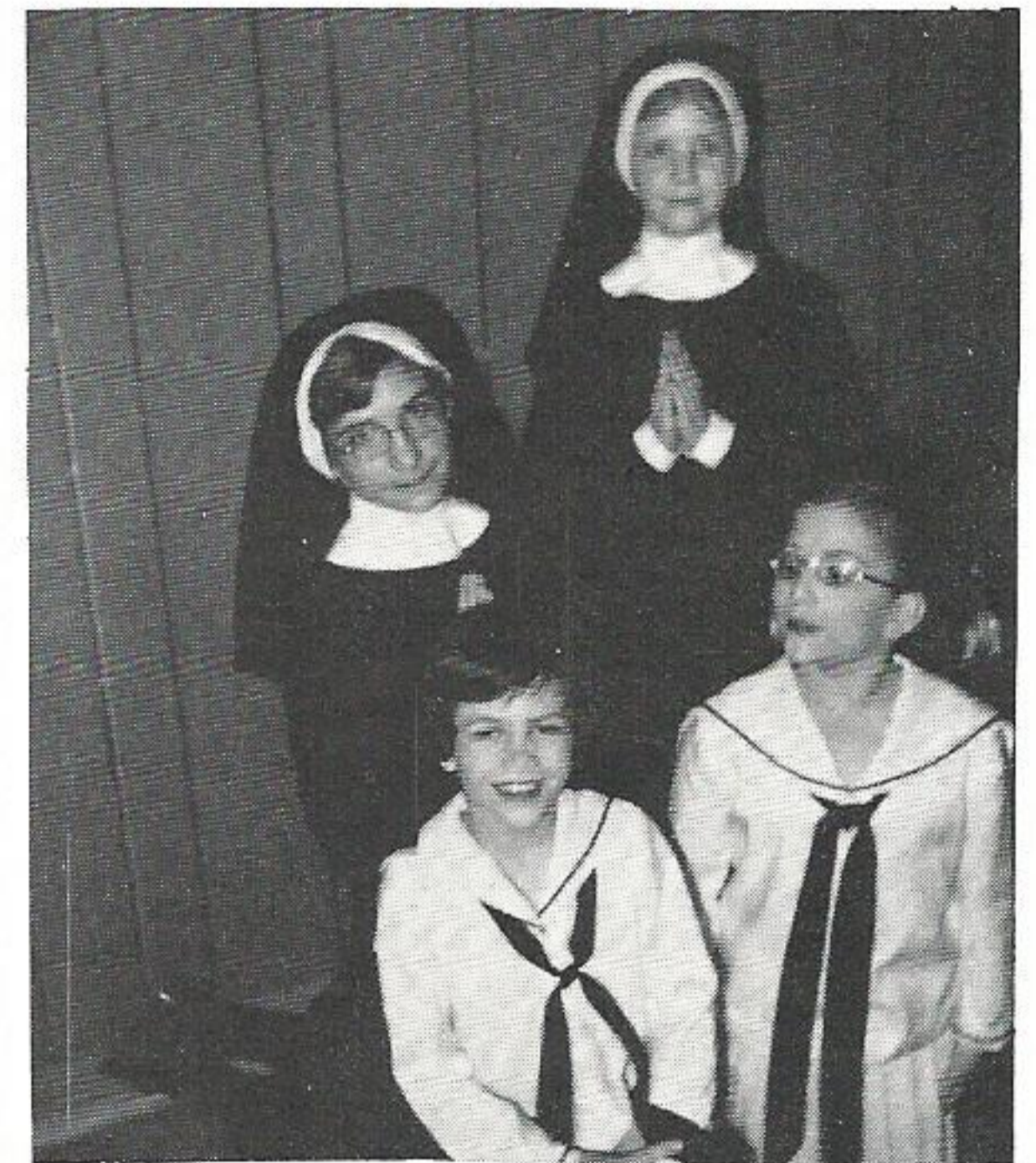


A wedding shower was held by fellow employees on January 8 for the former Sharon Adkins-Beaumont IDS Department. Sharon was married on January 5 to Earl Kibodeaux, employed at Mobil Chemical in Beaumont. (from the Editor)

The second of two 10-week TEC courses on Industrial and Commercial Power Distribution, offered to area engineers, was held September 26 through November 28, 1973, in Lake Charles. Coordinators were H. A. St. Dizier and DeWitt Hollingsworth of the Lake Charles Industrial Sales Department. Lake Charles Division employees receiving diplomas were: John Bordelon, commercial sales representative, Jennings; Burt Duhon, commercial sales representative, Lafayette; Calvin Hall, safety-claim agent, Lake Charles; and Myrle "Buddy" Johnson, commercial sales representative, Sulphur. (from Janet Followay)

THANKS TO GSU ANNUITANTS

My sincere thanks to GSU retirees for your contribution toward my retirement party and gift. It's been a pleasure seeing you again and working with you. Good luck to you. (from Sterling A. Oliver)



Pictured are Alyson Bondurant (top left), Sue Richardson (top right), Monty Jones (bottom left), and Tammy Bondurant (bottom right), who were members of the cast of "Sound of Music", a production of Artists Civic Theatre and Studio during the last two weeks of December. Alyson and Tammy Bondurant are the daughters of Mr. and Mrs. Joe Bondurant. Joe is the Lake Charles division manager and president of ACTS. Sue Richardson is the daughter of Mr. and Mrs. Jim Richardson. Jim is sales superintendent of the Lake Charles Division. Monty Jones is the son of Mr. and Mrs. Freeman Jones. Freeman is a residential sales representative in the Sulphur office. (from Janet Followay)

R. J. "Dick" Heinen (K5TFZ) was selected "Outstanding Ham of 1973" during awards ceremonies held by the Amateur Radio Club of Southwest Louisiana at its December meeting. Dick was cited for his efforts in improving and maintaining the two meter repeater system. He was also elected vice president of the Club. Dick retired from GSU in April, 1970 as shop foreman in the Lake Charles Substation. (from Johnnie Harris)



**Welcome
Aboard!**

SYSTEM DEPARTMENTS

Information & Data Services

Dorrell, Larry D., Beaumont, Laborer I - IDS/Recds-Dupl-Mail Room

System Engineering

Sigee, Emile G., Beaumont, Engr Helper - Sys Eng Des/Rel Des

BEAUMONT DIVISION

Production

Jones, Fred D., Beaumont, Laborer I - Neches Sta.
Busby, Sterling L., Beaumont, Laborer I - Neches Sta.
Godfrey, George B., Jr., Beaumont, Laborer I - Neches Sta.
Patrick, Stephen M., Beaumont, Laborer I - Neches Sta.

Distribution

Davis, Robert S., Orange, Helper-T&D Dept (S/Sta)

Treasury

Osborne, Edward K., Beaumont, Meter Reader
Humphrey, Bobby, Anahuac, Local Office Clerk

PORT ARTHUR DIVISION

Distribution

Lonnett, Vernis, Port Arthur, Laborer I - T&D Appl Repair

Treasury

Martin, Thomas A., Port Arthur, Laborer I - Div Treas/Stores
Infante, Pedro, Port Arthur, Meter Reader
Johnson, Earthell B., Port Arthur, Clerk - Cust Services

BATON ROUGE DIVISION

Production

Pitts, James H., Jr., Baton Rouge, Equipment Operator - W/Glen Sta

Gas Department

Martin, Semmie, Baton Rouge, Laborer I - Gas Dept

Distribution

Kennedy, Deborah G., Baton Rouge, Dept Clerk - T&D/Substation
Kessler, Pamela K., Baton Rouge, Stenographer - T&D/Overall

Division Sales

Kelly, Karen J., Baton Rouge, Home Service Advisor-Jr.

Treasury

Moore, Randolph E., Baton Rouge, Clerk - Cust Relations
Fomby, James T., Baton Rouge, Clerk - Credit & Coll
Beatty, Mary J., Baton Rouge, Clerk - Cust Acctg

LAKE CHARLES DIVISION

Distribution

Lee, Robert C., Lake Charles, Engr Helper - T&D/Engr

MANAGEMENT EMPLOYEES

Gere, Ernest C., Beaumont, Rate Consultant - Rates
Hartley, Marsha K., Beaumont, Mathematician - Rates
Garrot, Robert J., Beaumont, Admn Acct - Sys Treas/Acctg Opers
Lampley, Allen, Beaumont, Admn Acct - Sys Treas/Acctg Opers
Payton, Deborah E., Beaumont, Admn Acct - Sys Treas/Acctg Opers
Perry, Roger D., Beaumont, Admn Acct - Sys Treas/Acctg Opers
Kistrup, Bruce K., Baton Rouge, Engineer - T&D/Engr
Dean, Randall H., Beaumont, Student Engr - Sys Prod/Mechl
Faires, Robert L., Beaumont, Student Engr - Sys Eng Plann/Plann

PART-TIME EMPLOYEES

Kirby, Jerry B., Beaumont, Dept Clerk - IDS/Recds - Sta Storeroom
McKinney, Jerry L., Beaumont, Meter Reader - Div Treas
Porter, Delores A., Baton Rouge, Dept Clerk - W/Glen Sta
Schexnider, Linda A., Jennings, Local Office Clerk - Div Treas

Sue's Specialties



Beaumont Home Service Advisor Sue Kendall provides us with this month's recipes. A native of St. Francisville, Louisiana, Sue holds a 1967 degree in Home Economics from Northwestern State University in Natchitoches, Louisiana. She is a member of Alpha Sigma Alpha Sorority and attends the Baptist Church with her husband, Floyd, and eight-year-old son, Stan. Outside activities include participation in Cub Scouts, Little League and the Women's Card Club. Her recipes offer a wide variety that will please all.

Here's a new trick for conserving energy! Do "batch cooking" - prepare a double recipe of Texas Hash and freeze the extra portion for use later.

TEXAS HASH

3 large onions, chopped
1 large green pepper, chopped
3 Tbsps. shortening
1 lb. ground meat
One no. 303 can stewed tomatoes
½ cup long grain rice
1 tsp. chili powder
2 tsps. salt
1/8 tsp. pepper

Saute' onions and green pepper in shortening until onions are yellow. Add meat and cook until mixture falls apart. Add remaining ingredients. Pour into a 2 quart casserole. Cover and bake at 350 degrees 45 minutes. Uncover and bake an additional 15 minutes. Serves 6.

PINTO BEAN PIE

1 cup cooked mashed pinto beans
4 eggs, well beaten
2 cups sugar
½ cup melted butter or margarine
1 tsp. vanilla
1 cup chopped pecans
1 unbaked 9 inch pie shell

Mix all ingredients and pour into pie shell. Bake at 375 degrees 45 minutes to 1 hour. Delicious! Tastes like a pecan pie.

Instead of cooking one dish in the oven, why not use it for the entire meal? Select foods that require near the same temperature and cook them all at once, making small adjustments in the cooking time.

TIMELY OVEN MEAL

375 degrees 1 hour

Stuffed Pork Chops

Scalloped Potatoes Apple Crisp Pudding

Serves 6

STUFFED PORK CHOPS

¼ cup butter or margarine
2 cups bread crumbs

½ tsp. salt
¼ tsp. pepper
1 tsp. sage
2 tsps. finely chopped onion

Water to moisten
6 pork chops, 1 inch thick
Melt butter in skillet; add crumbs and seasonings. Stir until crumbs are slightly browned; moisten with water. Cut a slit in bone side of pork chop and stuff with bread crumb mixture. Brown chops in skillet. Place in an uncovered baking dish and bake on lower oven shelf.

SCALLOPED POTATOES

4 medium potatoes, peeled and thinly sliced
1 tsp. salt
1/8 tsp. pepper
¼ tsp. paprika
2 Tbsps. butter or margarine
1 cup milk

Place half the potatoes in a greased, shallow 2 quart casserole. Sprinkle with salt, pepper, paprika and dot with butter. Repeat with remaining ingredients; add milk. Cover and bake one hour on lower oven shelf.

APPLE CRISP PUDDING

4 cups sliced apples
½ cup water
1 cup sugar
1 tsp. cinnamon
¾ cup flour
½ cup butter or margarine

Place apples and water in a greased baking dish. Combine sugar, cinnamon and flour. Cut butter into mixture until it is crumbly. Spread over apples. Bake uncovered one hour on upper shelf.

FUDGY PECAN PIE

3 Tbsps. butter or margarine
2 squares unsweetened chocolate
¾ cup sugar
1 cup light corn syrup
3 eggs, slightly beaten
1 tsp. vanilla
1 cup chopped pecans
1 unbaked 9 inch pie shell
Whipped cream (optional)

Melt butter and chocolate in a saucepan using lowest heat position. Combine sugar and syrup and boil for 2 minutes; add butter and chocolate. Pour over eggs, stirring constantly. Add vanilla and nuts. Pour into pie shell. Bake at 375 degrees 45 to 50 minutes. Top with whipped cream for serving.

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Consumer Scene



Cut Operating Cost Of Home Appliances

There was a time—and not too long ago at that—when our supply of electrical energy seemed unlimited.

Now, in many major cities, there are recurring threats of summer “brownouts” and “blackouts” as electricity demand exceeds the ability of utilities to generate it. And gas companies around the nation also are threatening rationing and discouraging new demand for their product, particularly from large industrial users.

The homeowner can do more than just wring his hands about the “energy crisis,” however. And in the process he can also help reduce his own utility bill.

Here are some suggestions from John Cook, manager of utility relations for the General Electric and Hotpoint major appliance group, on how to conserve energy:

✓ Since air conditioning accounts for some 50% of a utility company’s peak summer load, it is a prime target for savings. Cook recommends using shades, blinds, draperies and awnings to keep direct sunlight from rooms which are being cooled. Heating ducts and fireplace flues also should be closed; they are among the most often overlooked ways to “lose your cool.”

✓ Keep your food freezer, or the freezer section of your refrigerator, well stocked; less electricity is used maintaining temperature in a full freezer than in one partially filled. Keep the refrigerator and freezer out of direct sunlight or tight niches where there is little air circulation; too hot a spot can add as much as 15% to the cost of operation.

✓ In using your dishwasher, try for full loads rather than partial ones. Most machines use the same amount of hot water—heated by gas or electricity — regardless of load size.

✓ If your automatic clothes washer has a control for selecting a high, medium or low water levels, be sure to select the setting that is appropriate for the size of the clothes load. And consider using cold water for washing lightly soiled loads or special fabrics.

✓ If you have automatic termination or electronic sensing controls on your dryer, use them in preference to timed settings. They will turn the dryer off automatically when the load is dry, whereas a timed setting may dry the clothes longer than necessary.

✓ Many people keep a coffee pot warming all day or all evening as a matter of habit; if you’re not a coffee addict, break the habit, recommends Cook.

✓ Self-cleaning ovens are so simple to operate that many homemakers put them into the clean cycle regularly, even when soil is hardly apparent. Consider less frequent self-cleaning, Cook suggests, and then do it late in the evening when electricity demand is less. In the summer, this also will keep the kitchen cooler during the day.

Since the early afternoon—during the hottest part of the day—and dinner time are the two peak periods of electricity use during summer months, Cook advises against starting washers, dryers and dishwashers at these times.

Remember, the watts you save could just help prevent a power blackout.

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