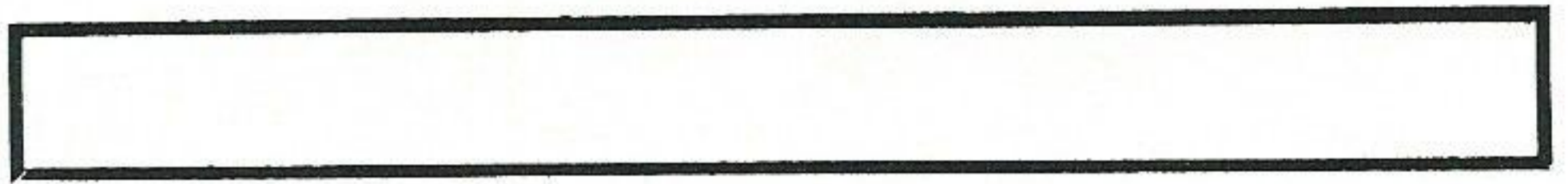


# PLAIN TALKS

OCTOBER, 1976





## Interesting Reading

- Natural gas the energy of the future?

That's right, according to Dr. Werner von Braun, the rocketry wizard now with Fairchild Industries, Inc.

"I think there's a lot more natural gas than most people believe," Dr. von Braun said in an interview published in *Nation's Business*, the Chamber of Commerce magazine. "But there is no incentive to develop it."

Dr. von Braun believes deregulation of the clean-burning fuel will make profitable new fields of gas, transporting the fuel as a liquid and also making natural gas from coal or oil.

The gas would be expensive, however, and Americans must learn to be frugal in their energy usage, he said.

- "Since the onset of the Industrial Age 100 years ago, profits have proved to be indispensable to a prosperous economy . . . They are an essential and beneficial ingredient in the workings of a free-market economy."

Another quote from the Chamber of Commerce? No. *Time* magazine.

The *Time* Essay published in Aug. 16 issues was entitled "Profits: How Much Is Too Little." The essay explored the benefits and criticisms of profits' role in economics.

The gist of the article is that profits are essential as motivators for innovation — but, sadly, most Americans don't understand that. While the popular (mis)conception is that businesses reap huge profits from customers, over the last quarter century profits have been cut in half, while wages increased some 20 per cent when compared with domestic income.

" . . . (W)ithout the reality of profit, no business in the long run can keep itself alive," the essay continued, "except by government subsidy, which has to be paid partly out of taxes levied on the profits of other businesses. Says Democratic Senator William Proxmire of Wisconsin, often a critic of U. S. business: 'Profits are what drive this great economy.' "

- Everyone complains about high electric bills, but Gulf States customers really get a bargain if you look at comparative rates.

Not only are rates in this area lower than most in the nation, they are even low when compared with other companies in Texas, Louisiana, Arkansas and Oklahoma.

In their employe publication, Southwestern Electric Power Co. of Shreveport, La., compared their rates with nine other utilities — including Gulf States. Even after our rate increase in Texas, the Gulf States rates were second lowest in the area for 2,000 kwhr and third lowest for 1,000 kwhr.

# PLAIN TALKS

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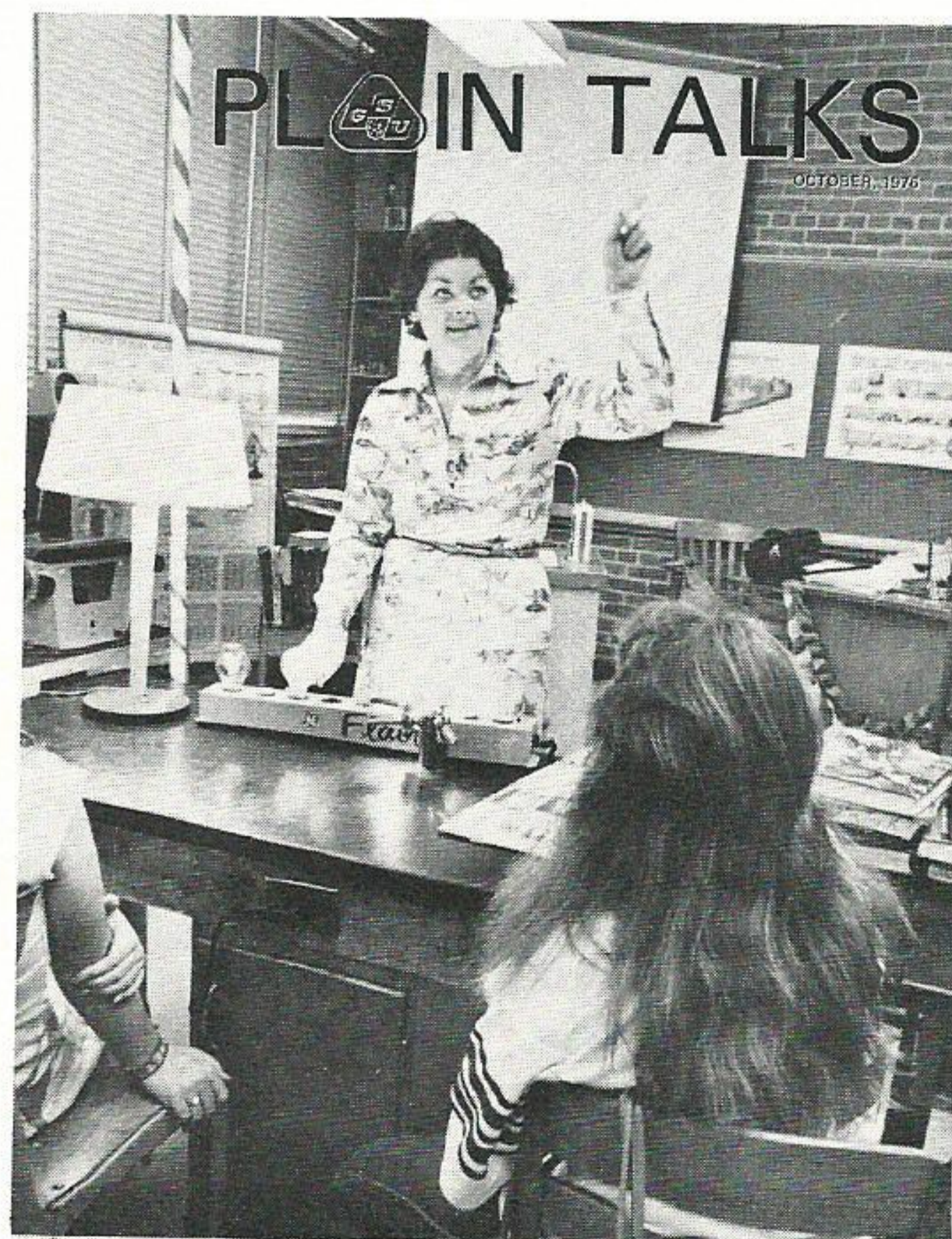
## Inside P.T.

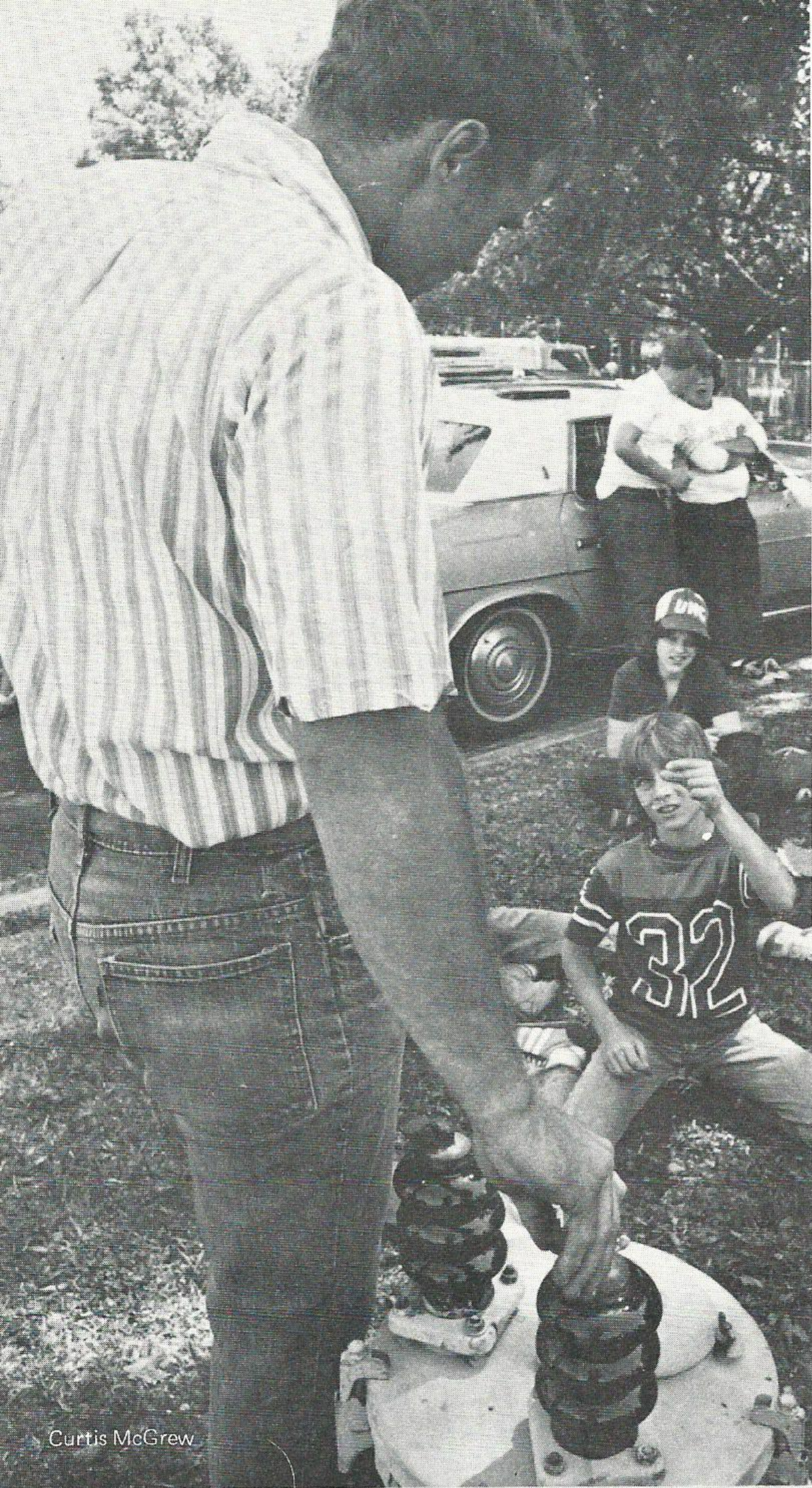
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### ABOUT THE COVER

Electricity and the electric utility industry can be bewilderingly complex and large subjects for anyone — particularly school children — to understand. But if tomorrow's adults are to know how the energy they use is produced and transmitted, they must begin learning about such subjects when they are young. In Baton Rouge, Gulf States is doing just that. In conjunction with the East Baton Rouge Parish School Board, Company employees last year helped compose three school units on the electric industry for junior high students.

The units were piloted in 16 schools. This year the units are part of the science curricula of the sixth, seventh and eighth grade students. Pictured on the cover is Karen Kelly, consumer service advisor in Baton Rouge, giving a demonstration of different types of lighting. The complete story of the program begins on page 2.

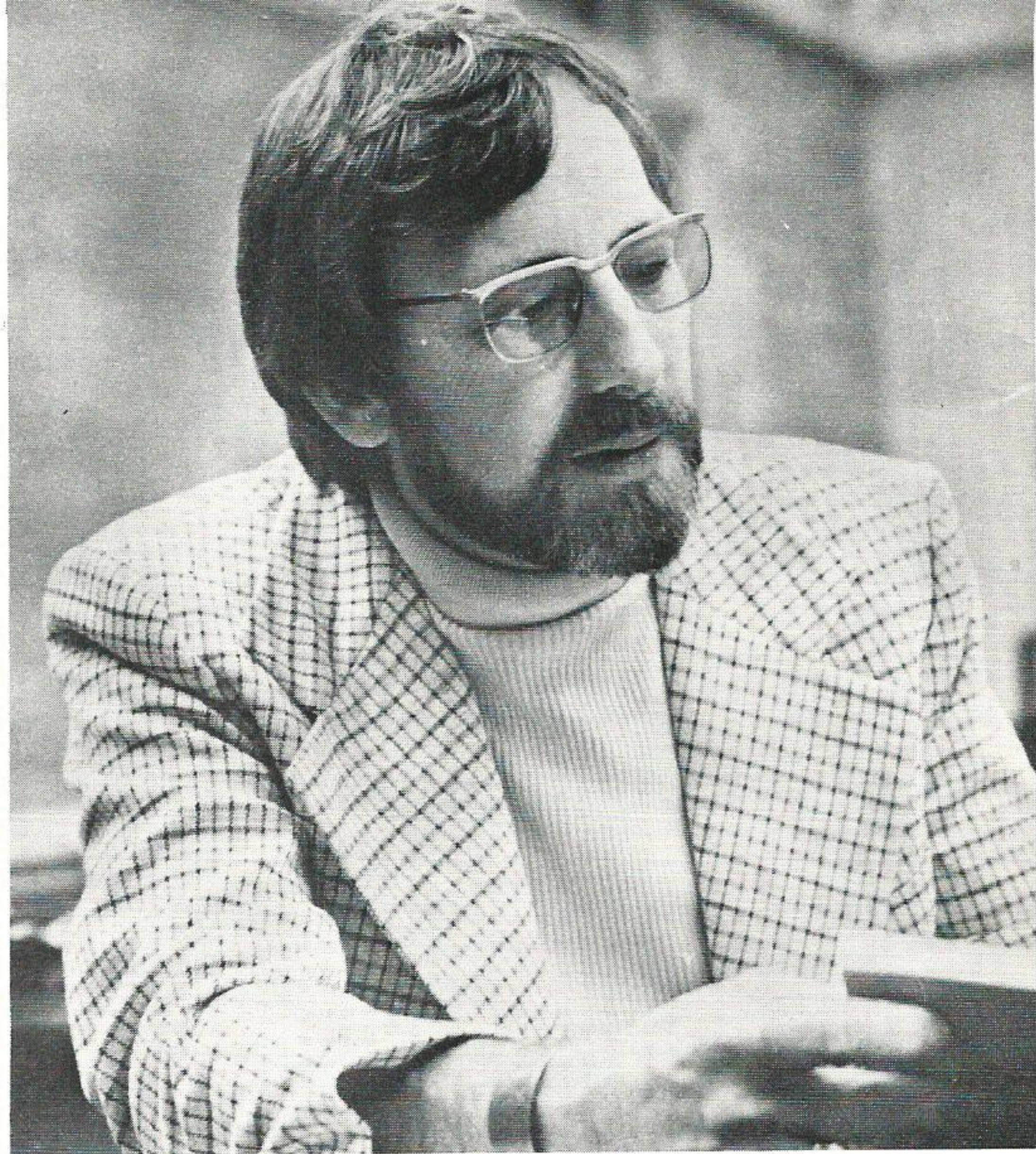




Curtis McGrew

**“P**ower and energy. These are magic words to millions of American consumers 24 hours a day. So magical, in fact, that very few consumers really understand what their utility bill actually pays for. The complexity of the operation . . . is something to think about.

Thousands of students in Baton Rouge will be doing more than thinking about electricity this year in their science classes. Three science units on the electric utility industry, devised by East Baton Rouge Parish school supervisors and Gulf States employees, will be taught to sixth, seventh and eighth graders in 16 junior high schools this year.



# Gulf States

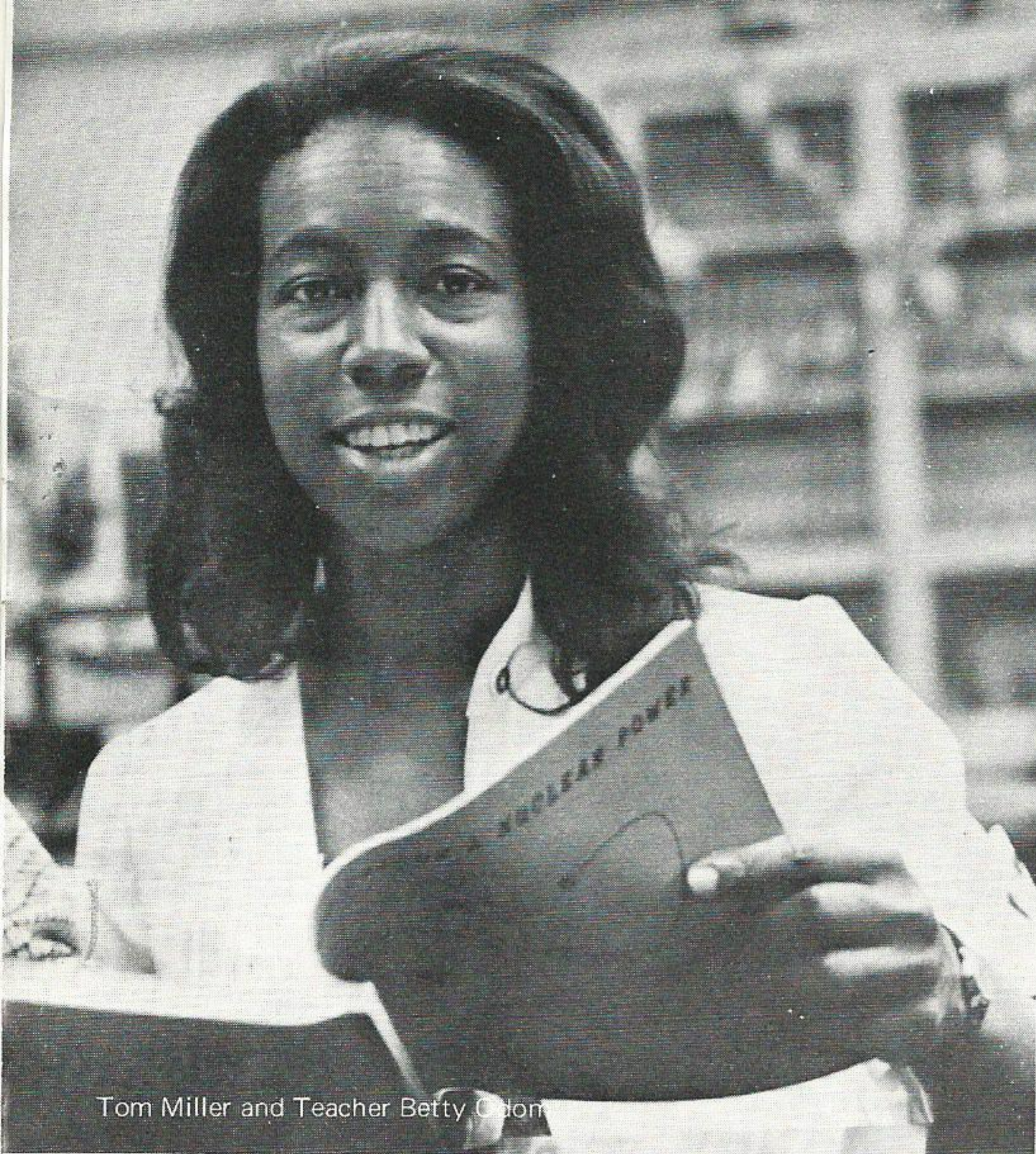
Sixth grade students will be taught how electricity is generated. Included in the course materials is a filmstrip photographed at Willow Glen Power Station south of Baton Rouge.

Seventh graders are shown how the transmission and distribution network transports the power to the people. The filmstrip for this section follows a customer's request for electricity from application to turn on.

Eighth grade students are instructed on how atomic energy is harnessed to power an electrical generator. Included in this unit is the Energy Environment Game — a role-playing exercise that examines the considerations for choosing the location of a nuclear power plant. A filmstrip accompanying this section details the extensive scientific studies needed to obtain a license to build a nuclear power plant.

Each of the units is six weeks long. The courses were written in 1974 and piloted last year with 16 selected teachers in a career education program. This year, however, the electricity units will be taught to science classes with a potential audience of more than 16,000 students, according to Harriet Babin, home services supervisor in Baton Rouge.

“We feel this program shows how science can be applied to everyone's life,” said Mike Chambers, science supervisor for the East Baton Rouge schools. “This makes the kids aware of the problem brought



Tom Miller and Teacher Betty C. Jones



Playing the Energy Environment Game

# goes to school

on by the energy crisis.

"Especially since everyone is now aware of the higher cost of electricity these days, it's important for people to see exactly what's involved with the production of electricity.

"The kids can see it's not as simple as they might have thought, and they can see the reasons for the rate increases."

"The more people that know about our business, the more we feel they will understand our problems," Miss Babin said.

The program was the brainchild of Tom Miller, career education coordinator for the parish school system. He broached the idea with Gulf States and secured public funding for the preparation of the curriculum. Pat McCoy, Lee Faucette, Evelyn Alford and Sadie Bodden, all career education staffers last year, helped draft the units' texts. Wayne Beary shot the photographs for the filmstrips.

A number of Gulf Staters helped write the three units. Walt Wright, consumer service supervisor; Arden Loughmiller, then superintendent of marketing; Bill Douglas, director of personnel relations; and Bill Klover, formerly health physicist, assisted Miss Babin in preparing the class materials.

A further Gulf States commitment to the program is providing employees as speakers to the science classes during the year. Part-time instructors include

Curtis McGrew and Conrad Starns, servicemen first class; Janice Wynn and Karen Kelly, consumer service advisors; Bill Hays, Dolph McKowen and Walter Benjamin, consumer service representatives; Bill Benedetto, consumer communication representative; Mark Walton, chemist; Joe Burton, engineer at River Bend; and Jim Cryer, engineer at Willow Glen.

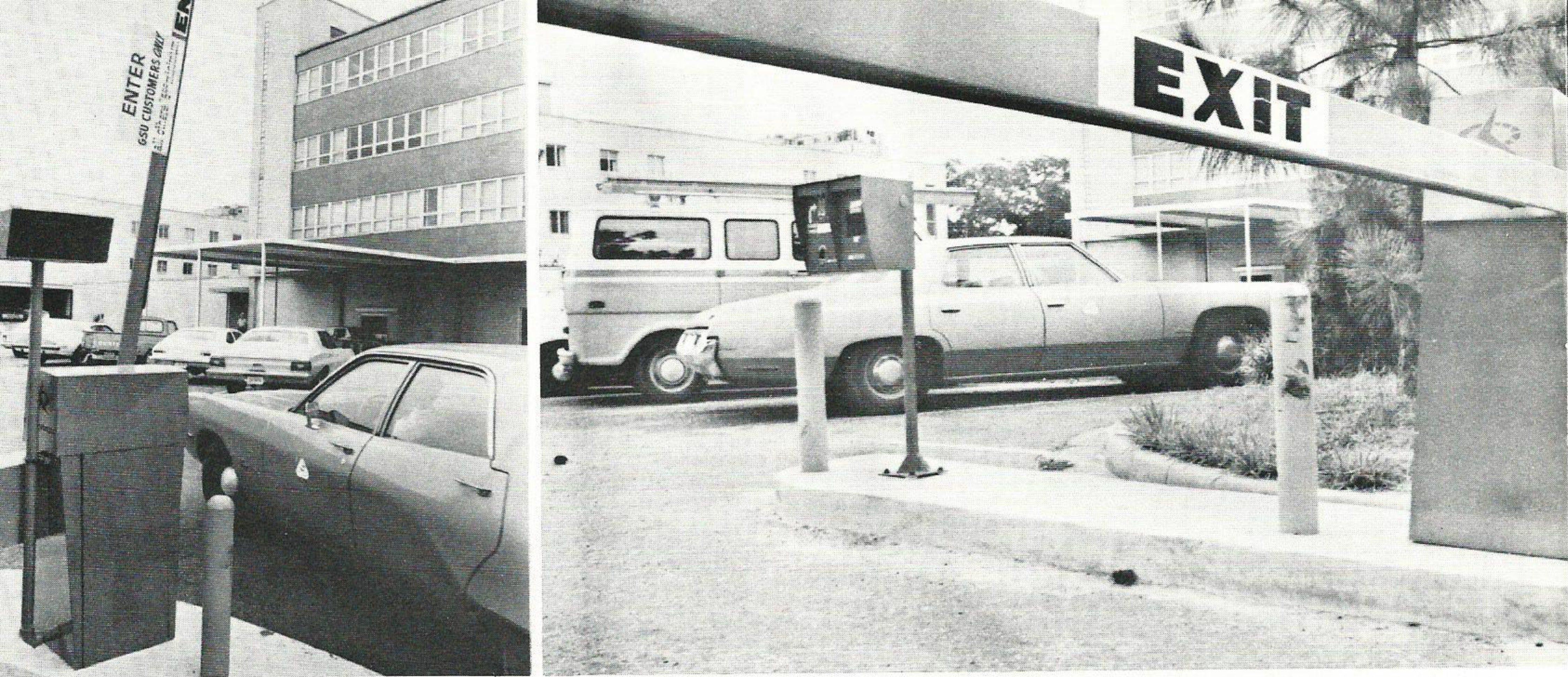
The units are virtually self-contained. Filmstrips, books, materials, games and guest instructors are provided to the teachers.

"The teacher doesn't have to do a lot of research," Miss Babin said. "And students at all the schools are taught similar facts."

The program represents a big improvement in the effectiveness of the Gulf States school program. In past years, home service advisors would speak only to high school home economics classes. Now that the Company is faced with mounting costs and increasing rates, it is important that many people understand the inner workings of the business of providing electricity.

"We feel we'll reach more students at a younger age and will have more impact," Miss Babin said. This shows what can be done by working closely with another agency — in this case the East Baton Rouge Parish School Board.

"This is a beautiful example of how we're able to tell our story to our customers."



# Backyard facelift in Baton Rouge

The rear of the Gulf States North Blvd. office in Baton Rouge was remodeled in June with the addition of a remote teller station and metered parking lot gates.

**T**he parking lot gates were installed to prevent persons not doing business with Gulf States from occupying parking places.

"We had a lot of people parking in our lot and not coming here," said Ben Campo, building and grounds maintenance supervisor. "That created a problem for customers parking, not to mention ourselves." Company cars are parked in the same lot.

The system purchased from Cincinnati Time Recorder consists of an entrance and exit gate. The entrance gate swings open when a car approaches. But the patron cannot open the exit gate unless a token or employe card is inserted into a station at the exit. Tokens are available from all customer contact personnel and are disbursed by Gwen Ritchie, administrative accountant.

Money inserted into the exit box will not activate the gate.

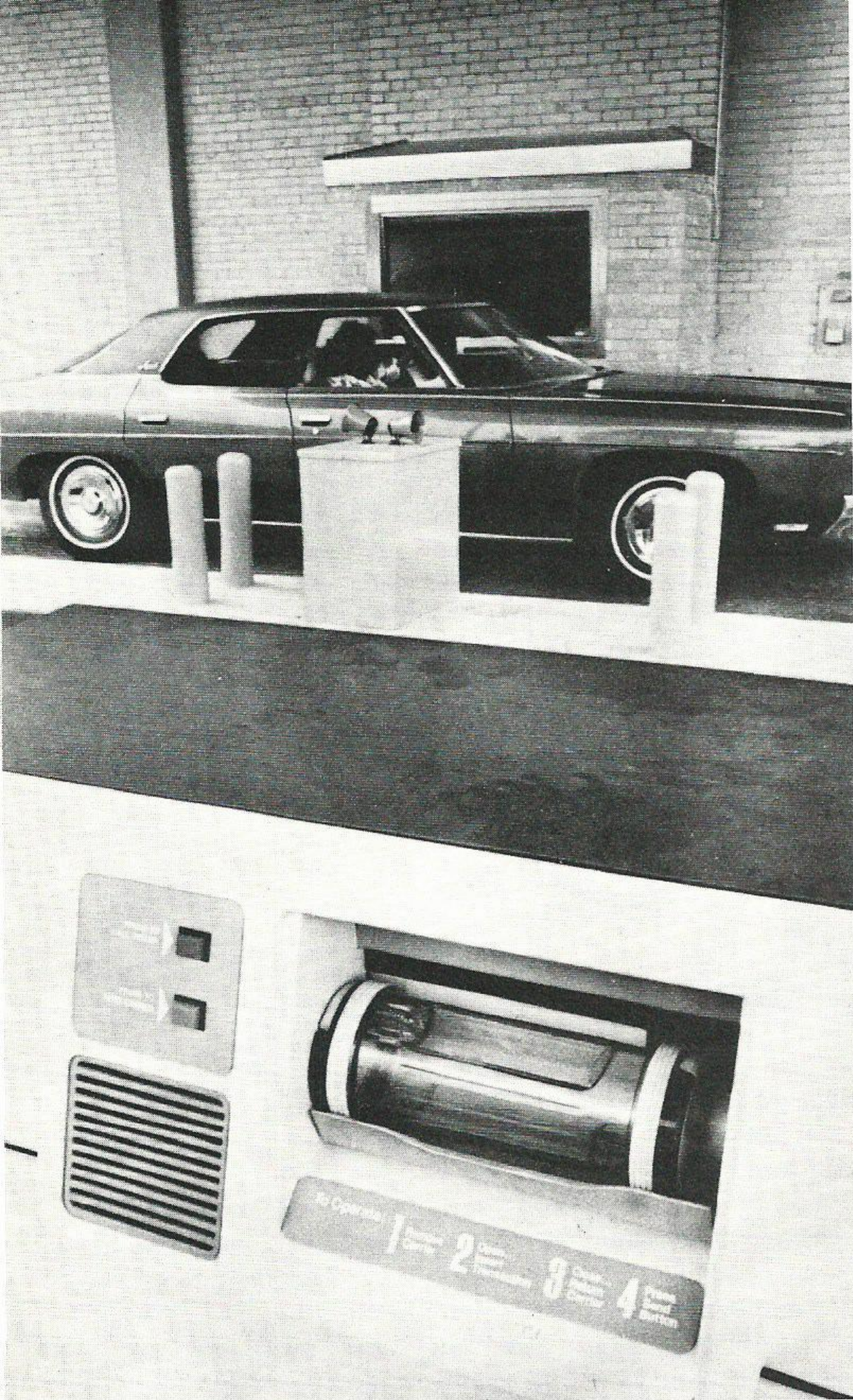
The system also counts the number of cars entering and leaving the lot to determine if there are any empty spaces. When the lot is full, the entrance gate will not open and a "FULL" light shines. Employees can override the "FULL" restriction by inserting their cards into a box at the entrance gate. (But where will they then park?)

When the gates were installed, parking places were also painted diagonally, rather than perpendicular to the curbs. This arrangement is easier for patrons but takes up more space, since clearance was needed for the gateways. In all, the lot now has nine fewer spaces than before the modifications.

In the first few weeks of operation, the gates have caused some strange incidents.

One lady startled by the gate accidentally hit the accelerator instead of the brake while trying to exit the parking lot. Her car crashed through the gate and hit the Louisiana Arts and Sciences Center across St. Charles St.

Another lady sat impassively in her car waiting for



Verlie Gibson

the exit gate to open. She blocked traffic for several minutes before she was convinced to get a token.

Another person who had parked in the lot but not visited Gulf States, tried to lift the gate open manually.

The Company has set an intentionally high \$5 charge for non-patrons' parking on the lot. Most first offenders get a warning and a complimentary token.

**T**he drive-in tellers allow two cars to be served by one clerk virtually at the same time. One customer can pay his bill at the remote teller, for example, while another is driving up to the drive-in window, rolling down her car window, opening her purse and arranging her money.

"Before we installed this teller, on really busy days, cars would be backed up onto North Blvd. and down the street," said Van Hereford, supervisor of

credit and collections. "The improvements will improve the flow. We haven't taken car counts, but we must be able to handle half again as many cars now."

When a customer drives up to the Mosler "Trans-Vista" remote teller station, he puts his bill and payment into a plastic tube placed on the station. Pressing a button on the terminal sends the tube — via a vacuum system — underneath the driveway and into the clerk's terminal behind the drive-in window. The clerk stamps the bill and returns the customer's change and receipt to the remote terminal inside the same cylinder.

Construction involved building two traffic islands for the present terminal and another expected to be needed in the future, digging a trench underneath the driveway for the pneumatic tubes and replacing the old drive-in window.

"There are two things to handle now," said Verlie Gibson, customer accounting clerk, "It really keeps us hopping."



# Earthquake

"Tuesday night was one of the prettiest nights I've seen here," he wrote. "There was not a cloud to be seen and (there were) more stars than I've seen in my life.

"It was so beautiful and tranquil."

Tragic irony, then, that the night was to become one of the most terrible David Vavasseur had ever lived through.

A Catholic priest and brother of Port Allen Clerk Del Vavasseur, the Rev. Vavasseur was writing from Santa Apolonia Mission in Guatemala, where a violent earthquake rearranged the countryside about 3 a.m. Feb. 4.

"I was sleeping soundly in my bed when the whole house shook violently. Up and down. Instinctively, I ran to the door. But it jammed. Plaster and bricks were falling on my head. I tugged and pulled and finally squeezed through to the outside.

"It was freezing cold. I was in pajamas and bare feet. The earthquake sounded like a train. Other sounds were of things falling, timber beams splitting and the church collapsing."

All that in 39 seconds — the duration of the main jolt.

When the quake subsided, the Rev. Vavasseur re-entered his bedroom to recover his shoes, a coat and a flashlight. He somehow managed to locate his contact lenses in the rubble of his bathroom.

The Rev. Vavasseur could then see the perie. horrible scene.

Santa Apolonia was leveled.

"It was a pure nightmare," he wrote American contributors to the mission.

Adobe mud walls had simply crumbled into dust. Sections of wooden rafters and roofs fell, trapping many residents in their sleep. People screamed for help getting out of their demolished homes.

"We fought to rescue people," the Rev. Vavasseur wrote. "It was a miracle that so many survived after being buried in their homes.

"The screaming and yelling . . . increased as dawn came — and people began to see dead people and realize how many had died. . . . By 10 a.m. all were accounted for."

Some 66 villagers, including a young woman who served as the mission's housekeeper, died under the weight of the fallen homes.

Even the recently renovated 300-year-old mission church could not withstand the upheaval. Only the ornate, but now cracked, facade remained upright. A festive rededication of the facility had taken place just two weeks before.

"Those 51-inch thick walls had stood for 300 years," the Rev. Vavasseur said. Damages were estimated at \$100,000.

"I cannot begin to recount all that has happened since, but we immediately began . . . to get things going again," the Rev. Vavasseur wrote. "The water was gone — the pila (fountain) (was) crushed by the wall





# in Guatemala

of the church. (There was) no water for bathing, as we had so little for drinking.

"It was three days before I finally took off my pajamas." In the frantic aftermath of the disaster, the Rev. Vavasseur had donned blue jeans over his pajamas.

For days after the main tremor, the Santa Apolonia area was subjected to numerous "aftershocks." They didn't do much damage — "There was nothing left to fall" — but they did scare the natives, reminding them of the earlier disaster and the death of friends and relatives. "Their initial belief was that the earthquake was a form of punishment for something they had done," the Rev. Vavasseur said. "I spent the whole day preaching against the idea of punishment. This area has always had earthquakes and will have more in the future."

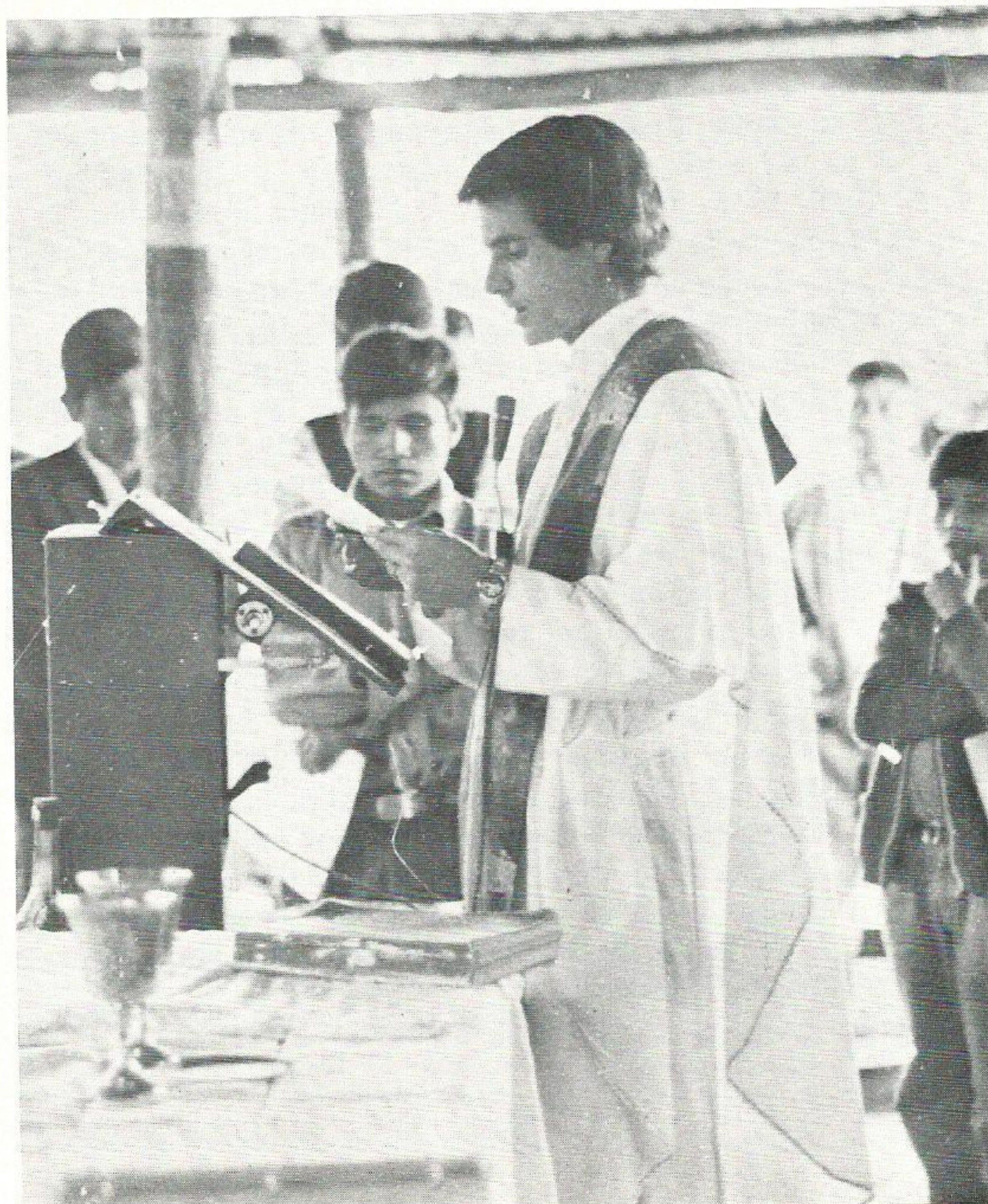
Another bizarre rumor was that the United States had exploded an atomic bomb underground, triggering the earthquake.

Help to the area came almost immediately after the disaster. The Peace Corps, Red Cross, volunteer doctors, the mission's supporters and the Louisiana Jaycees were among many groups to send aid.

With the Indians' lives disrupted by the quake and help from affluent countries pouring in, the missionaries worried that the natives would adopt a "refugee mentality" — lazily awaiting assistance while doing nothing to promote their own welfare.

*continued next page*

Clockwise from far left: Relief supplies stacked outside the shattered priests' rectory at Santa Apolonia. The mission church lay in virtual ruin — whole walls collapsed and sections of the roof were destroyed. The Rev. David Vavasseur, brother of a Gulf States clerk in Port Allen, saying Mass.





*continued from previous page*

Fortunately, this did not occur, the Rev. Vavasseur said. Little houses were made out of corn stalks while most villagers helped plant crops before the rainy season began in May. The houses would not offer much protection from the elements, but assuring the coming year's food supply was most important.

The priests lived in a metal shed for several days before moving into a canvas tent. A temporary wooden chapel was built for church services and dedicated Aug. 15. The permanent mission will be rebuilt in the years to come on the site of the destroyed one.

Santa Apolonia Mission was established by the Catholic Diocese of Baton Rouge in 1970 when the Rev. Gene Engels of Baker was sent to teach religion to the Indians. The Rev. Vavasseur, a friend of Engels' from their seminary days, later joined him in Guatemala. Engels has since been reassigned to a Baton Rouge church, and the Rev. Vic Messina of White Castle is serving with Vavasseur at Santa Apolonia.

The mission is located in Chimaltenango Province in the Guatemalan highlands 56 miles northwest of the country's capital, Guatemala City. The priests serve nearly 18,000 Cakchiquel Indians living in 40 villages in a 100 square kilometer area around Santa Apolonia. The mission's annual budget is \$30,000, much of it donated by friends in Louisiana.

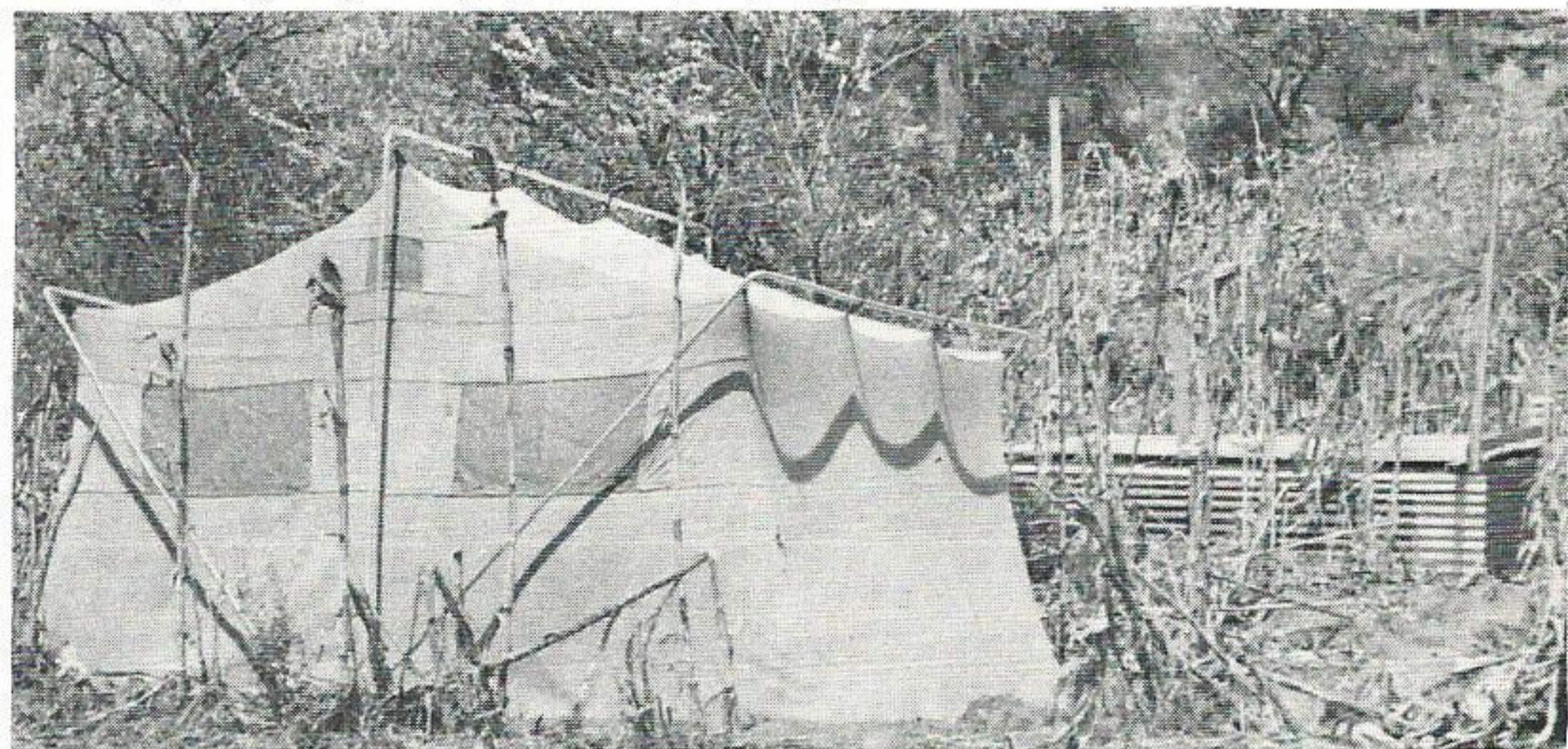
The Indians are nominally Catholic, the Rev. Vavasseur said. But witchcraft and superstition have a strong influence on their culture.

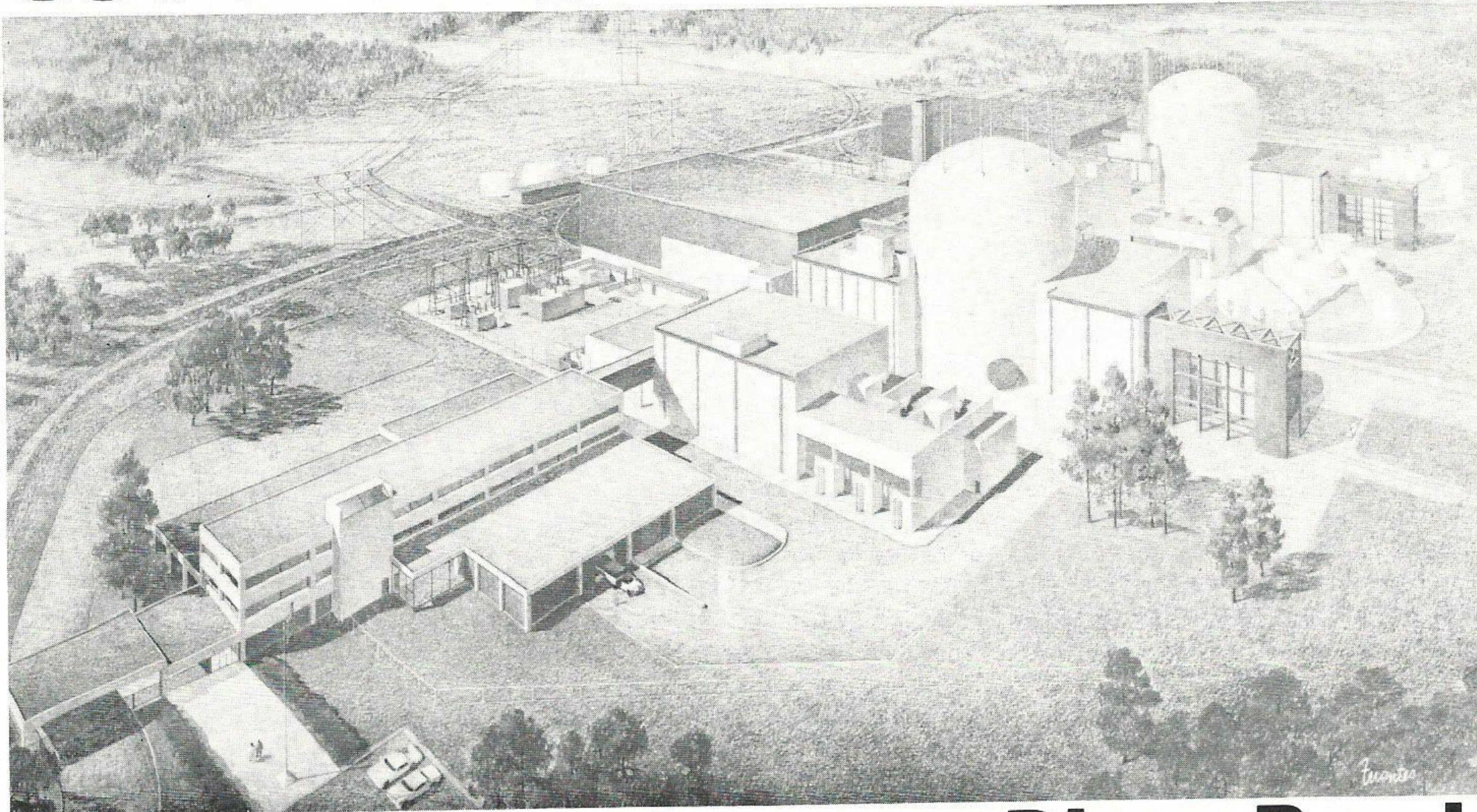
"We try to purify their faith as well as teach them health, nutrition and justice," he said.

Together, the priests and Indians will be working to rebuild their village and lives after the disaster.

"These are poor people. They are used to roughing it," the Rev. Vavasseur said, "Now they'll just have to rough it a little more."

Clockwise from top left: An Indian family poses next to the rubble of their adobe home and new temporary cornstalk hut. The majestic but fractured facade of the mission church was one of the few structures still standing in the village. After the disaster, the Rev. Vavasseur lived first in a corrugated steel shelter (background) and then in a relatively palatial tent. Del Vavasseur (second from left), Gulf States clerk in Port Allen, visited her brother last year. She is shown with friends Alice and Iris Langlois giving candy to an Indian family.





## Court rulings threaten River Bend

The Nuclear Regulatory Commission (NRC) has suspended issuance of any new construction permits, full-power operating licenses and limited work authorizations for nuclear power plants — a decision that could cause expensive delays in the construction of River Bend Nuclear Power Station.

The commission decision came Aug. 13 (Friday the 13th, no less) in the wake of two July 21 U. S. Circuit Court of Appeals rulings that the NRC had not thoroughly examined the environmental consequences of nuclear fuel reprocessing and waste management. The most visible suit was brought by the Natural Resources Defense Council, an intervenor against the operating license for the Vermont Yankee plant, built in southern Vermont for a group of utilities and municipalities. The second case concerned a plant in Midland, Mich.

"What they're doing is asking for more information," said Jim Derr, manager of power plant engineering and design. "We agree, along with those that are asking the question, that more information needs to be brought out. Our concern is the need to move forward while these questions are being answered. We are satisfied that when that information is brought out, it

will verify what we've been saying all along — that the impact is of a level that is acceptable to society."

Wastes from nuclear power plants are almost negligible compared to wastes generated by the production of nuclear arms, one official of the Energy Research and Development Agency (ERDA) said recently. Power plant wastes are now less than one-tenth of one per cent of weapons waste and are estimated to be only about three per cent of the arms waste by the year 2000, according to the ERDA official.

The Atomic Industrial Forum, a public information group formed to promote peaceful uses of nuclear energy, said the decision was "an unfortunate example of a well intentioned law (the National Environmental Policy Act of 1969) working against the best interests of the public. Competent authorities agree that the cost will be far outweighed by the benefits of nuclear energy."

The NRC will treat the environmental issues on an industry-wide basis, rather than one case at a time. An NRC staff analysis of the problems is due Sept. 30. At that time the commission will review what action — if any — it need take to resolve the issues.

Work at River Bend is continuing under a limited work authorization (LWA) granted last year. The LWA permits us to dig a hole 70 feet deep and larger than two football fields. The hole will be "backfilled" with dirt more suitable for supporting the reactors than the soil excavated. The backfilling, however, would require either a construction permit or an amendment to the LWA.

Because the hole extends below the water table, wells have been dug around the site and pumps operate daily to lower the water level until the hole is backfilled. Late in August the hole was within 20 feet of being completely excavated. Backfilling was scheduled to begin in October. Delays beyond that time will be very expensive each day the contractors are idle. Extensive delays would be even more expensive and could push back the projected in service date of the plant.

The Company will try to obtain permission which would allow the hole to be backfilled. If backfilling is delayed, a considerable amount of ground water would be wasted just keeping the hole in the ground dry.

At press time, there was no indication what action — or lack of action — the NRC might take.

# Directors have busy meeting

The Board of Directors held a busy quarterly meeting Aug. 10 at the Driftwood Motel in Port Arthur. At the meeting the Board:

- Elected new officers to the Company (see p. 13).
- Reviewed the financial health of the Company and authorized payment of regular preferred stock dividends and a 28-cent dividend per share of common stock. The payment was the 116th consecutive quarterly common stock dividend in the Company's history.
- Authorized additional appropriations for new and existing construction projects. The Board must okay any construction expenditures greater than \$50,000. Among the projects now funded are the bracing of a number of 500kV transmission towers so they may withstand strong quartering winds (see *Plain Talks*, Feb.-March, 1976, p. 24), the design and construction of an auxiliary boiler at Sabine Station Unit 4 and the purchase of the building housing Burrell's News Stand adjacent to the Main Office. The building will be converted for additional office and storage space. For the present, Burrell's will be allowed to remain in the front of the building.
- Delegated certain administrative responsibilities concerning permanently and totally disabled (PTD) retired employees to the administrative committee of the Employees' Trusteed Retirement Plan. The Employees' Retirement Income Security Act of 1974 (ERISA) required the Board to set up both administrative and investment committees to administer the Company's retirement plan. The action at this meeting merely transferred some duties to the administrative group.
- Ratified 11 land sales in East Texas and Louisiana. Most of the land was acquired years ago for right-of-way for a transmission line to be built from Sabine Station to Nelson Station. The line, however, was eventually routed elsewhere. The Company also traded with Olin Corp. two nearly equal parcels of land in Lake Charles. Gulf States plans to use its new land for Nelson Station's coal-fired Units 5 and 6.

- Ratified a contract with Texaco, Inc., that changed the pricing structure of up to 20 million cubic feet (MMCF) of gas per day for Willow Glen Station. Gulf

States buys the gas from two Texaco fields in South Louisiana that are not connected to the Texaco pipeline. The new price will be related to the going rate for the heat content equivalent of No. 6 fuel oil. The new contract is effective until July 1, 1977.

- Ratified an amendment to the gas contract with United Gas Pipeline Co. for part of the gas requirements to Nelson and Willow Glen Stations. The change outlines the pricing system for the next ten years of the contract. Gulf States will pay United's systemwide average price of gas and phase in their cost of service over the next five years. United's gas is cheap-

er than other gas available because it is an interstate pipeline with price ceilings imposed by the Federal Power Commission. But the FPC has ordered such pipelines to set utilities as the lowest priority customers, which has resulted in our supply of gas to the Louisiana power plants being curtailed. Gulf States is suing United over the loss of gas, but the amendment ratified by the Board has no bearing on that suit.

- The Board also heard discussion on nuclear construction licensing, Varibus activities, new industrial customer prospects, progress of the rate increases and an internal audit report.

## GSU supports education

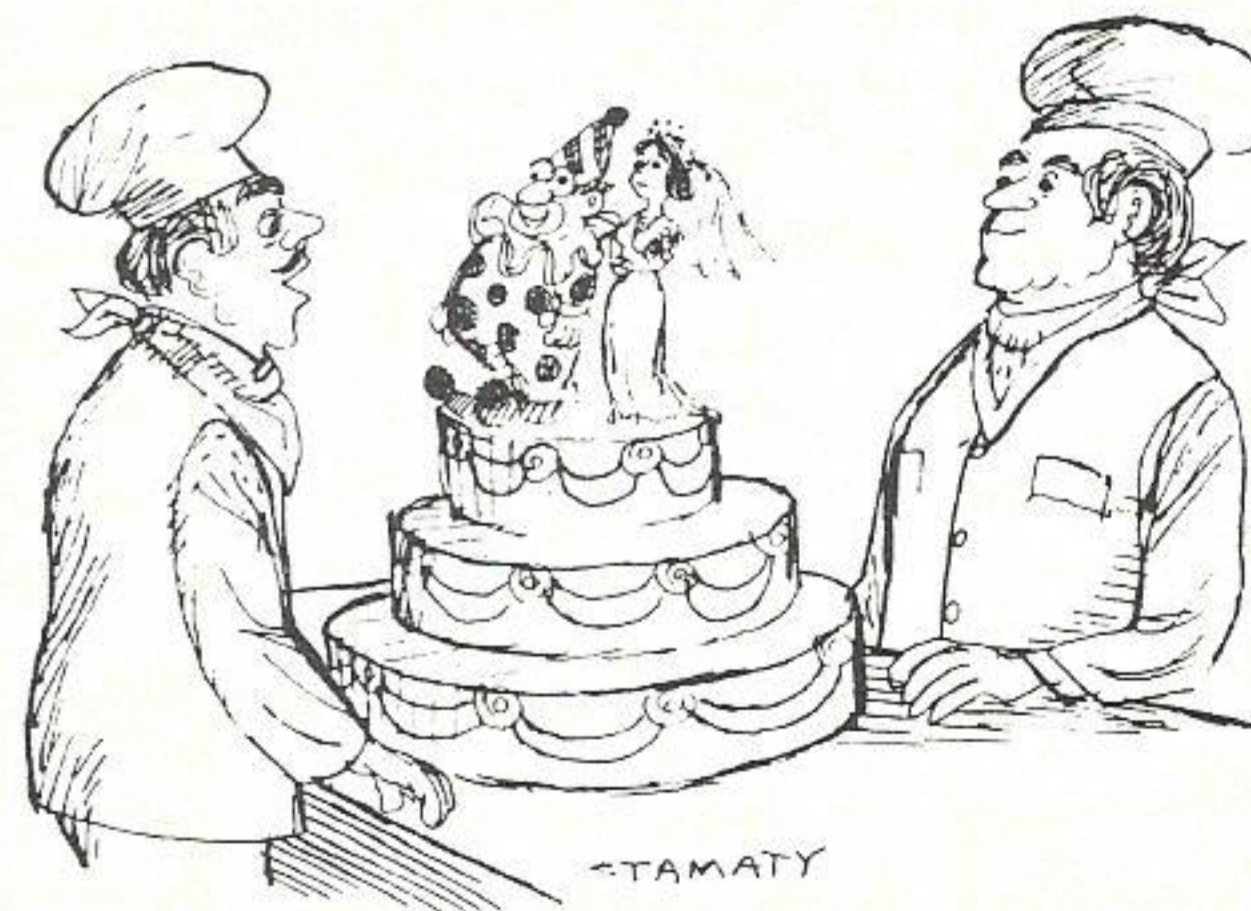
Did you know that Gulf States has three programs to support higher education?

- The Company will refund half of tuition costs of employees completing approved, work-related, continuing education. This aid program covers college, graduate school or vocational training that would help an employee in his or her current job or a position aspired for. Last year 103 employees received \$7,784.31 in such tuition reimbursement. Contact your supervisor or Frances Engelbrecht, training assistant, for details and applica-

ble forms. This program does not cover dependents of employees.

- The Company does provide scholarships for dependents of formally retired, deceased or permanently and totally disabled (PTD) retired employees with more than one year's service. Scholarships of \$1,000 per year for up to four years are available for qualified applicants wishing to attend accredited colleges and universities; vocational, trade or technical schools or other types of continuing educational programs. This past school year, 33 scholarships worth \$23,000 were awarded to dependents in 27 families. Since the program was established in 1961, a total of 81 students from 58 families have received \$133,200 in aid. Prospective applicants should contact Bob Jackson, secretary.

- The Company will match any contribution made by an employee to an institution of higher learning or related alumni fund, association or foundation. Company gifts must be greater than \$10 but no more than \$1,000. The Company may limit its overall matching commitment to \$20,000 per year. During 1975, Gulf States spent \$8,782 matching contributions of 48 people to 35 schools. To qualify for the program, contact Bob Jackson, secretary, for a form to be sent with the employee's contribution. The recipient will return the form to Gulf States acknowledging the employee's gift, and the matching contribution will be made.



"All I know is that's what the bride's mother wanted."

# Friday the 13th strikes Baton Rouge

Baton Rouge employees at the North Blvd. office knew it was Friday the 13th last month.

A large truck nearly hauled off the drive-in window canopy while driving underneath it.

The truck driver was delivering a dishwasher for the consumer service department when the incident occurred. The driver asked George Irvin, division accounting supervisor, for permission to drive around to the rear of the office. Irvin warned him about the low clearance at the drive-in window.

"The truck was just small enough to squeeze underneath the canopy — I think

it's 13 feet high — when he came in," said Verlie Gibson, the customer accounting clerk on duty. "But when he started to leave, his trailer jumped or something and got caught in the roof."

"The next thing we heard was this terrible noise," said Van Herford, supervisor of credit and collections, who could hear the commotion from his office inside the building.

The truck was wedged underneath one of the canopy's supporting beams.

"Mr. Herford wanted to let some of the air out of the truck's tires," Mrs. Gibson said. "And there were 18 wheels."

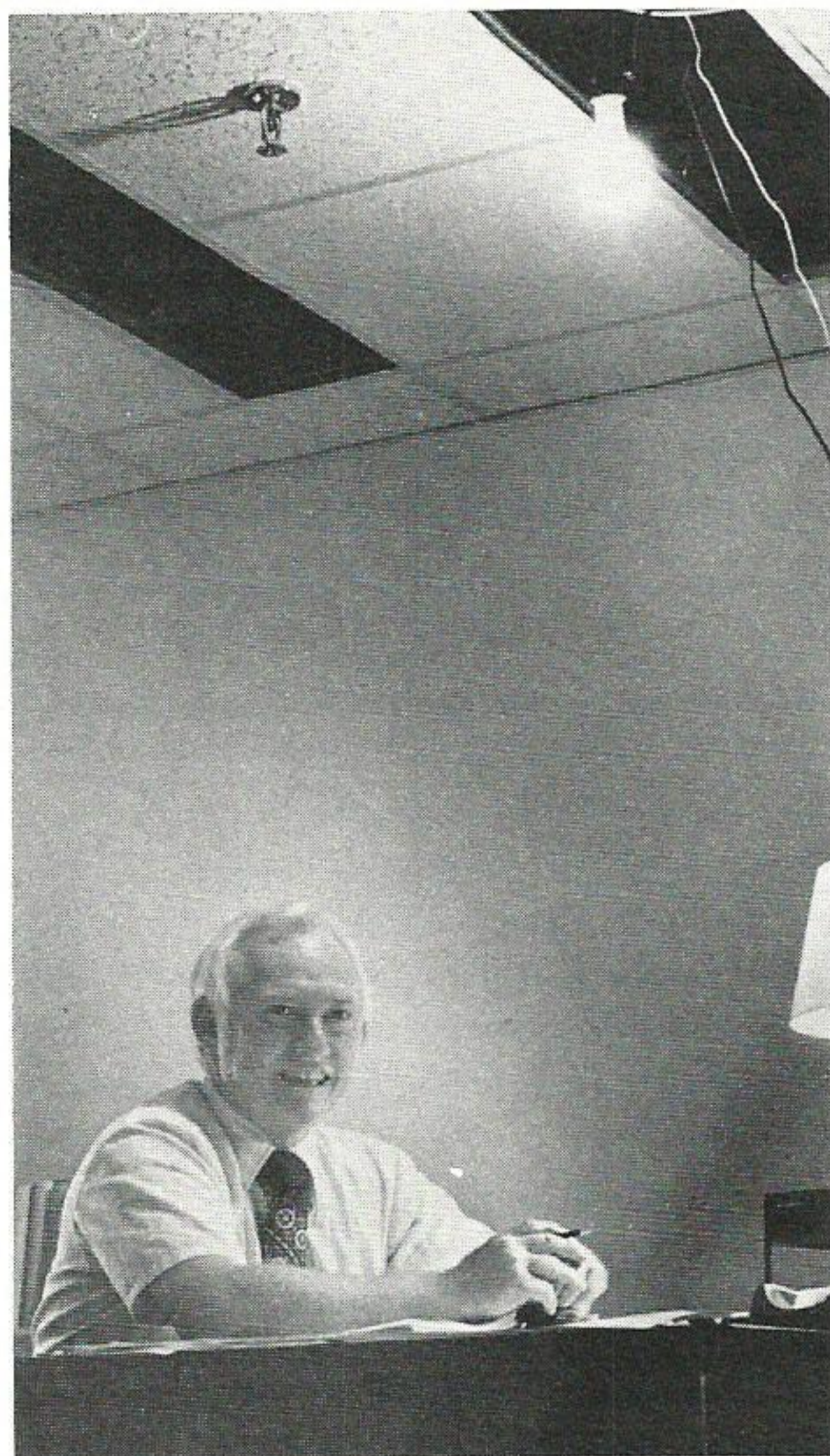
Adding to the confusion while the

truck blocked the drive-in window, a customer changed lanes to avoid the congestion and rammed into one of the posts guarding the traffic island.

Then the truck driver upped and pulled out, further bending the aluminum I-beam that spanned the driveway and ripping out the fasteners that held the canopy to the beam. "The east side of the canopy must have been a little lower than the west side," Herford said.

The structure is in no danger of collapsing, but it will be replaced at a cost of about \$1,200.

The driver just wasn't very lucky on Friday the 13th.



**THAT'S PROGRESS** — Glenn Haines, consumer service representative in Beaumont, found that a remodeled office was not necessarily a more comfortable office. When workers finished the fourth floor remodeling, Haines found the overhead fixtures for his cubicle had not yet arrived. So Haines jury-rigged a two-wire light fixture reminiscent of the early 20th century as a temporary expedient.

## Have you registered to vote?

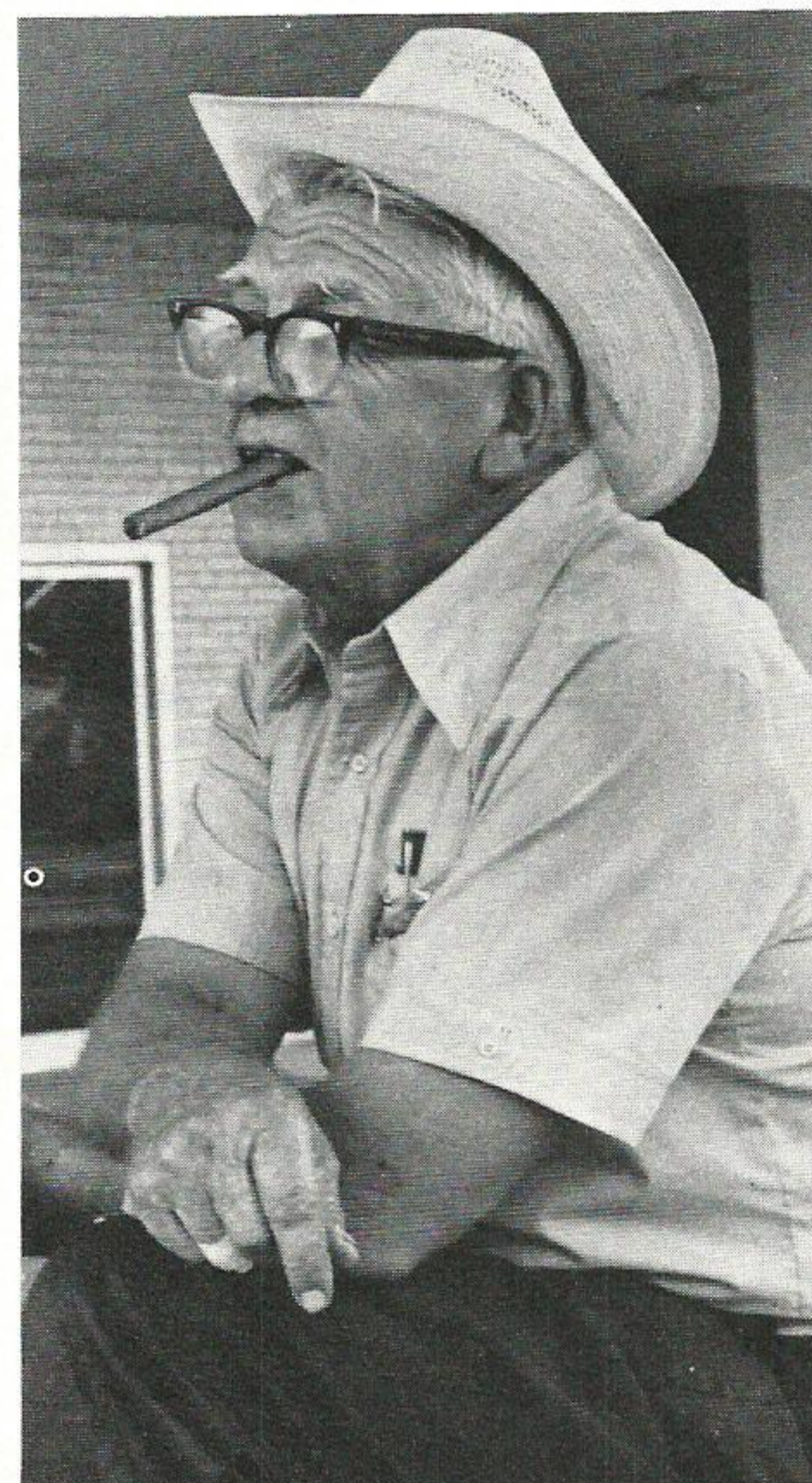
Are you registered to vote in the Presidential election this year?

Better check now because both Louisiana and Texas require you register 30 days prior to voting in any election. For the Nov. 2 election, that means you have to be registered by Oct. 1. — the last working day before Oct. 3.

Louisiana residents must register in person with the Registrar of Voters in your parish courthouse. The registration is permanent, provided you vote in one election each four years.

Texas residents may register in person with the Tax Assessor-Collector in your county courthouse, by mail or by giving the required forms to "deputy registrar" in your area. The registration is virtually permanent, without any voting requirements.

Persons may register up to 60 days before their 18th birthday — but must be at least 18 years old by election day.



**SHERIFF MOVES DOWNTOWN** — J. C. Wiggins — "The Sheriff" — guard at the Louisiana Station for the last 35 years, moved downtown for a spell this summer. The amiable, cigar-chomping, coffee-brewing deputy sheriff helped direct motorists through the new remote tellers recently installed at the North Blvd. office in Baton Rouge.



**A ROSY TRIBUTE** — Friends of JoAnn Smith, supervisor of consumer services, gave her a yellow artificial rose and vase prior to her leaving for a four-week management course at the University of Michigan. She was to have put the rose on her desk during classes, as does a city councilwoman at Beaumont City Council sessions. Mrs. Smith said her (male) instructor began a tirade on reverse discrimination when she brought the rose to class the second day. She kept it in her dorm room for the rest of the term.

## Gulf Staters Lamar grads

Several Gulf States families participated in the summer commencement ceremonies of Lamar University Aug. 14.

Jimmy Delahoussaye, senior budget analyst, received his master of business administration degree after six semesters of night school work.

Terry Whiddon, son of Tom Whiddon, director of personnel services, received a bachelor of business administration with a major in accounting.

Karen Bishop, daughter of Brooks Bishop, market research assistant, received her bachelor of science degree in home economics. Terry and Cynthia Ogden, son and daughter-in-law of Ann Ogden, executive secretary, both received bachelor of science degrees in speech. The pair were fortunate to find teaching jobs in the area — Terry at West Orange High School and Cynthia at Forest Park. Miss Bishop and both graduating Ogdens were selected to be among 30 graduates honored for their scholarship and service to the school.

Vincent Pecora, son-in-law of Luther Risher, supervisor of stores and salvage, received a bachelor of science degree in criminal justice. Pecora is a deputy sheriff in Jefferson County.



**TICK, TICK, TICK, TICK** — On Aug. 8, Rodney Townsend, equipment operator at Sabine Station, noticed an unusual item making its way to the intake strainers — an abandoned boat. Townsend hooked a line to a tractor but was unable to pull the boat out of the intake canal until a winch truck was brought into use. Inside the boat a Timex watch — still running — was found. Orange County Sheriff's deputies were tracking down the owner of the boat. Anyone call John Cameron Swayze about the watch?

## THE INDUSTRY

Eight northern utilities are field testing a device to "store" air conditioning.

The device was developed by a Wisconsin Electric Power Co. engineer. It will eventually allow home owners to operate air conditioning compressors at night — taking advantage of expected lower nighttime rates — while storing the energy to cool their houses in the daytime.

Participating utilities are Wisconsin Electric Power Co., Detroit Edison Co., Commonwealth Edison Co., Public Service of Indiana, Ohio Edison Co., The Cleveland Electric Illuminating Co., Wisconsin Public Service Corp. and Boston Edison Co. (*Energy Management News, June 1976*)

High temperature water produced by solar collectors will provide 80 per cent of the heating and 65 per cent of the air conditioning requirements for an athletic center and six dormitories at Trinity University, San Antonio, Tex.

The Energy Research and Development Administration (ERDA) recently approved funding for the project, which will use more than 16,000 square feet of plastic lens-like solar concentrators manufactured by Northrup, Inc.

Northrup officials said the Trinity project was the largest solar demonstration project sponsored by ERDA. The company also claimed its concentrators capture twice the BTUs of usable energy as high-quality flat collectors. (*Energy Management News, June 1976*)

"The first nuclear chain reaction actually occurred on earth about two billion years ago in Gabon in a mine that's now called the Oka Mine. . . . (T)hrough a very unique circumstance of naturally occurring very rich uranium ore, a reactor went critical naturally just from the ore being piled in the ground and (in) the presence of water.

"It percolated for about 100,000 years

at a power level between 10 and 100 kilowatts and the interesting thing about that is those fission products, which were the radioactive waste materials, are still there.

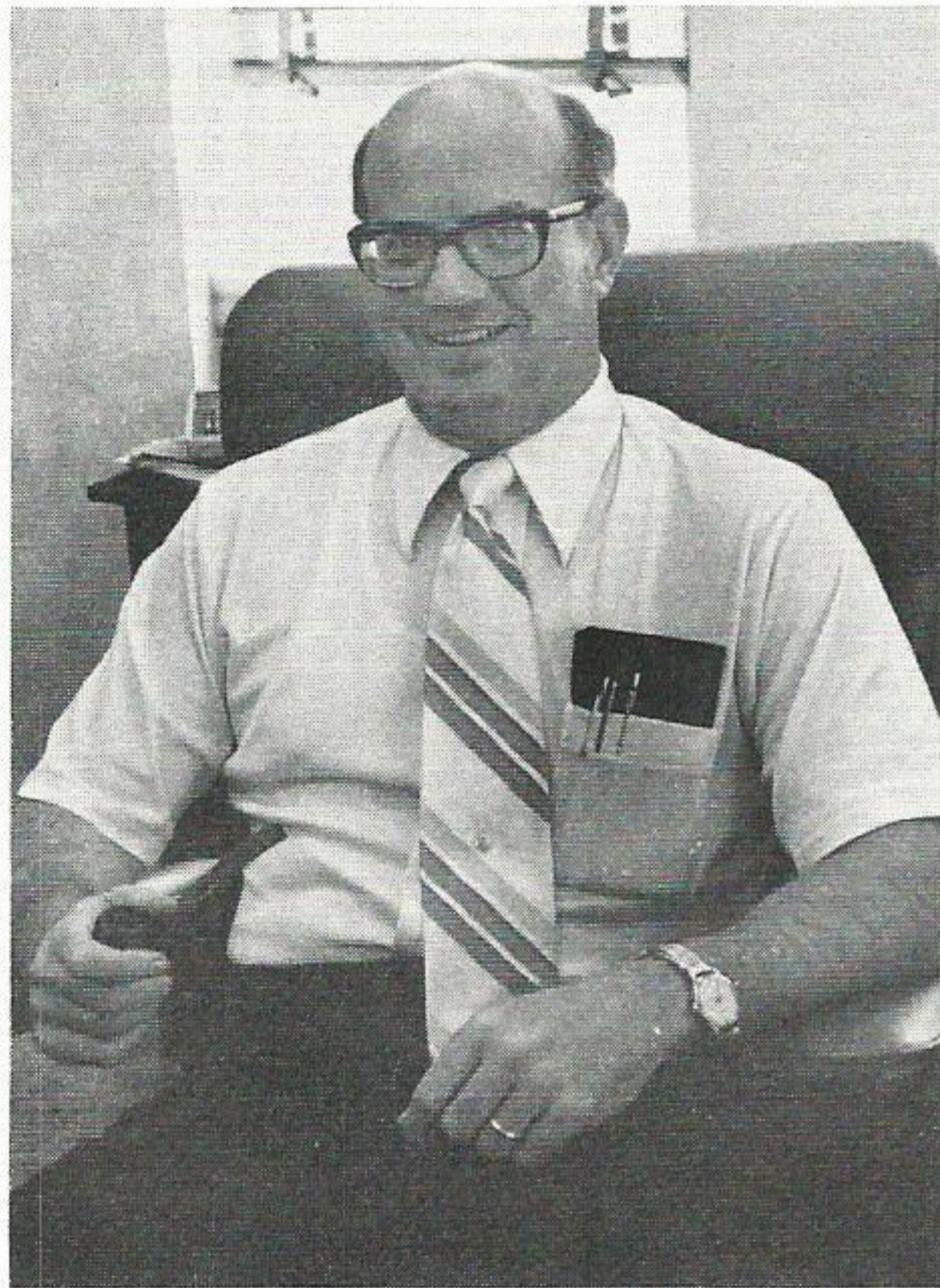
"They didn't migrate all over the earth as some of the prophets of doom say will happen if we bury our radioactive wastes in underground storage or if we even put them on top of the ground.

"The waste stayed there . . . over a period of two billion years." (*Address of Dr. Harold M. Agnew, director of Los Alamos Scientific Laboratory.*)

Demonstration of a \$42 million, 4.8 mW electric power plant run by fuel cells has been planned by the Energy Research and Development Administration (ERDA), the Electric Power Research Institute (EPRI) and United Technologies Corp., manufacturer of the fuel cells.

The fuel cell is a sandwichlike device that produces power without noise or moving parts, with water as a by-product.

# PEOPLE ON THE MOVE



**Bob Jackson**

Three financial officers were promoted by the Board of Directors at its Aug. 10 meeting in Port Arthur.

**Bob Jackson**, formerly secretary-treasurer, has been named vice president and secretary. **Bill Malec**, formerly assistant treasurer, is now treasurer. **Ray Holm**, formerly supervisor of cash management, succeeds Malec as assistant treasurer.

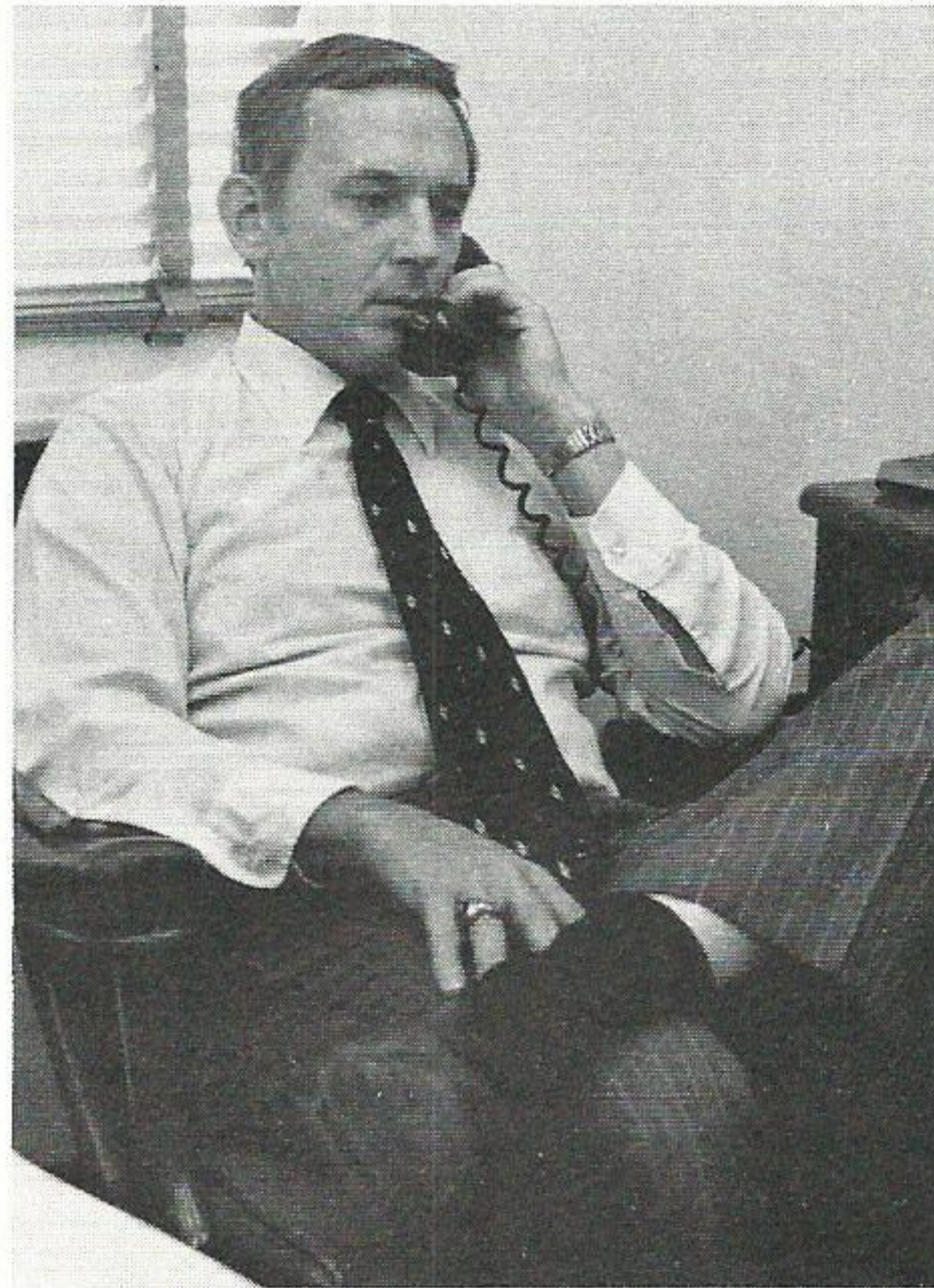
Jackson will handle the strategic financial planning for the Company — getting the money needed to build the new power plants when it is needed while spreading out the financings as much as possible.

Malec will assume more responsibility for the planning of each financing. Holm will carry out the financing plans. In addition to the cash management and short-term financing groups he has supervised, Holm takes on the long-term financing section headed by Bill Cropper.

Jackson is a native of Beaumont. He holds a bachelor of business administration degree in advertising and marketing from the University of Texas at Austin.

He joined the Company as a corporation department clerk in corporate and finance in 1955 after serving in the U.S. Army during the Korean Conflict. Jackson was promoted to assistant secretary in 1958, to secretary in 1972 and added treasurer's responsibilities last year.

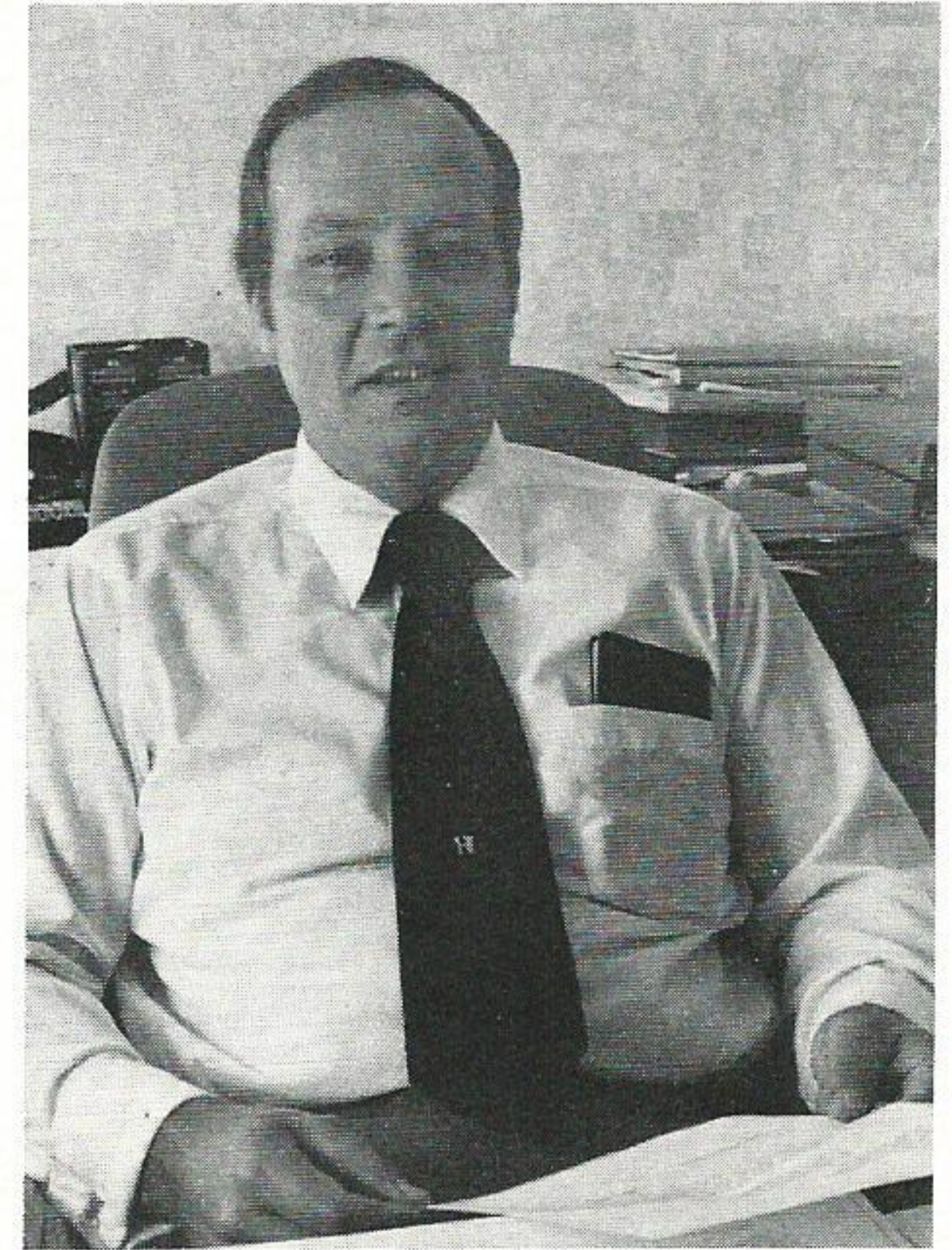
He is a director of TRES Computer Systems, Inc., of Dallas; of Allied Union Bank in Beaumont; and of the Cerebral



**Bill Malec**

Palsy Foundation. He is a trustee of the Fireman's Relief and Retirement Fund.

Jackson is a member of two finance committees of the Edison Electric Institute and chairman of the Long-Range Planning Finance Committee at First United Methodist Church in Beaumont,



**Ray Holm**

where he is also chairman of the Commission of Missions.

He is on the property board of the Charlie Miller Neighborhood Center, a former officer and director of the Downtown Beaumont Lions Club and a member of the Beaumont Chamber of Commerce Economic Evaluation Board.

Jackson is married to the former Theta Ann Watt of Beaumont. The couple has one son, Robert Jr.

Malec is a native of Broadalbin, N.Y., a cum laude graduate of Niagara University in business and holder of an MBA in finance from Indiana University.

He joined Gulf States in September, 1975, as assistant treasurer after holding financial positions with Cleveland Electric Illuminating Co. and Mid-Continent Telephone Corp.

Malec is married to the former Sarah Powell of Amsterdam, N.Y. The couple has two children.

Holm is a native of Dobbs Ferry, N.Y. He is a veteran of both the U.S. Navy and the U.S. Air Force. He attended Memphis College of Accountants.

He joined Gulf States in 1962 as a utility pilot in the aviation department. He became an administrative assistant in stores accounting in 1967, coordinator of stores and salvage in 1970, supervisor of accounts payable in 1972 and supervisor of cash management earlier this year.

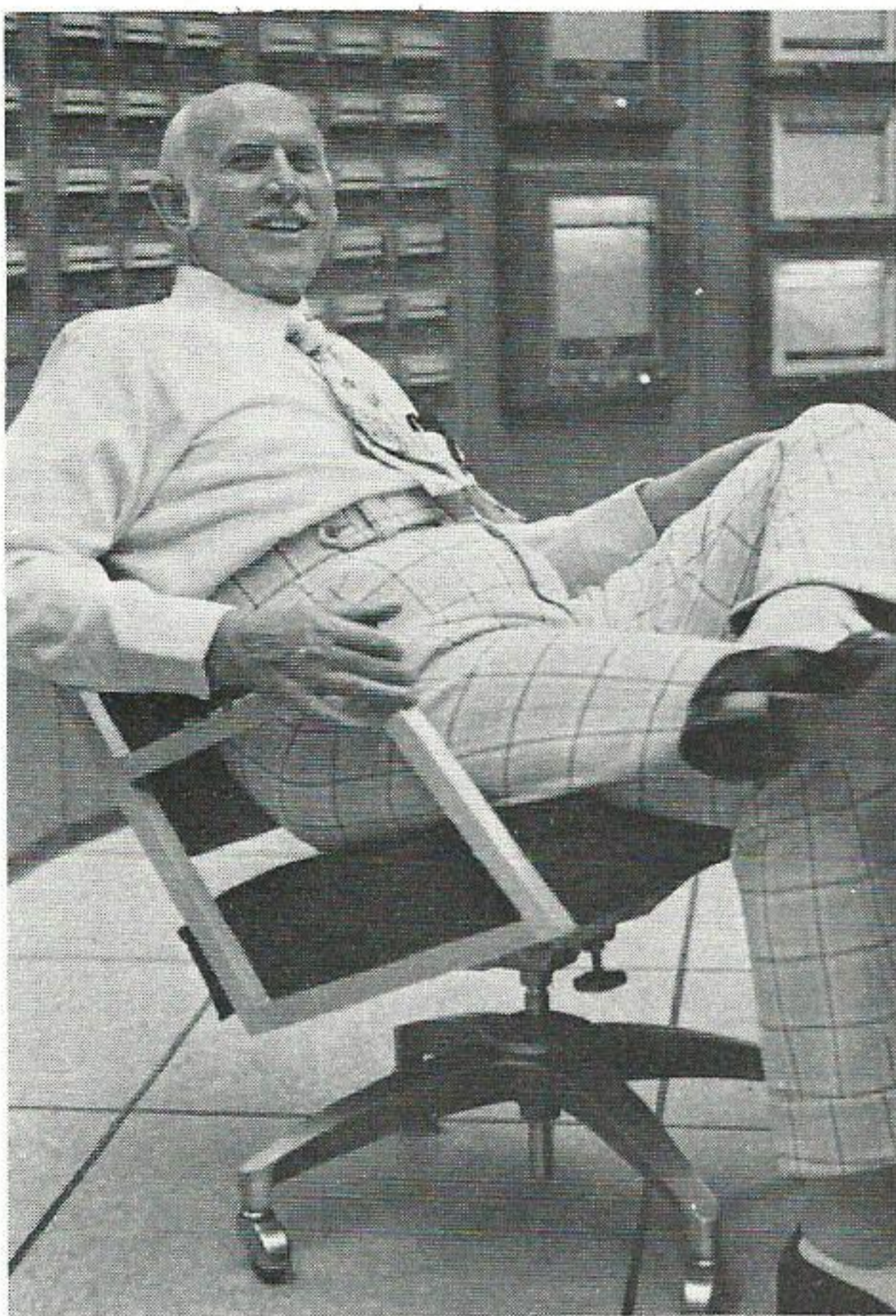
Holm is married to the former Virginia McQueen of Crosby, Miss. The couple has three children.

## 2 accountants take new jobs

Two accountants in Beaumont have new positions.

**Albert C. "Bobo" Faggard**, formerly of the budget section of financial services, is now with the rate department. He will perform cost-of-service studies and prepare financial statements used with the Company's rate applications to regulatory commissions. Faggard replaces Ernie Gere, who left the Company.

**Jon Curless** has been changed from senior administrative account to senior field accountant. He is organizing the formation of a field accounting branch within the Company which will coordinate the accounting operations and reporting requirements between field personnel and the Main Office. The aim is to show field personnel why certain figures are needed by the accountants and to inform accounting personnel how data might be gathered practicably.



**Cedric Watler**

**Cedric Watler**, formerly superintendent of Nelson Station, has been promoted to the new position of director of production operations.

Succeeding Watler as the Nelson Station chief is **Rene DeBlanc**, formerly general maintenance supervisor. **Sheldon Fruge**, formerly mechanical maintenance foreman at Lewis Creek Station, replaces DeBlanc; and **James Perry**, formerly master repairman at Lewis Creek, succeeds Fruge.

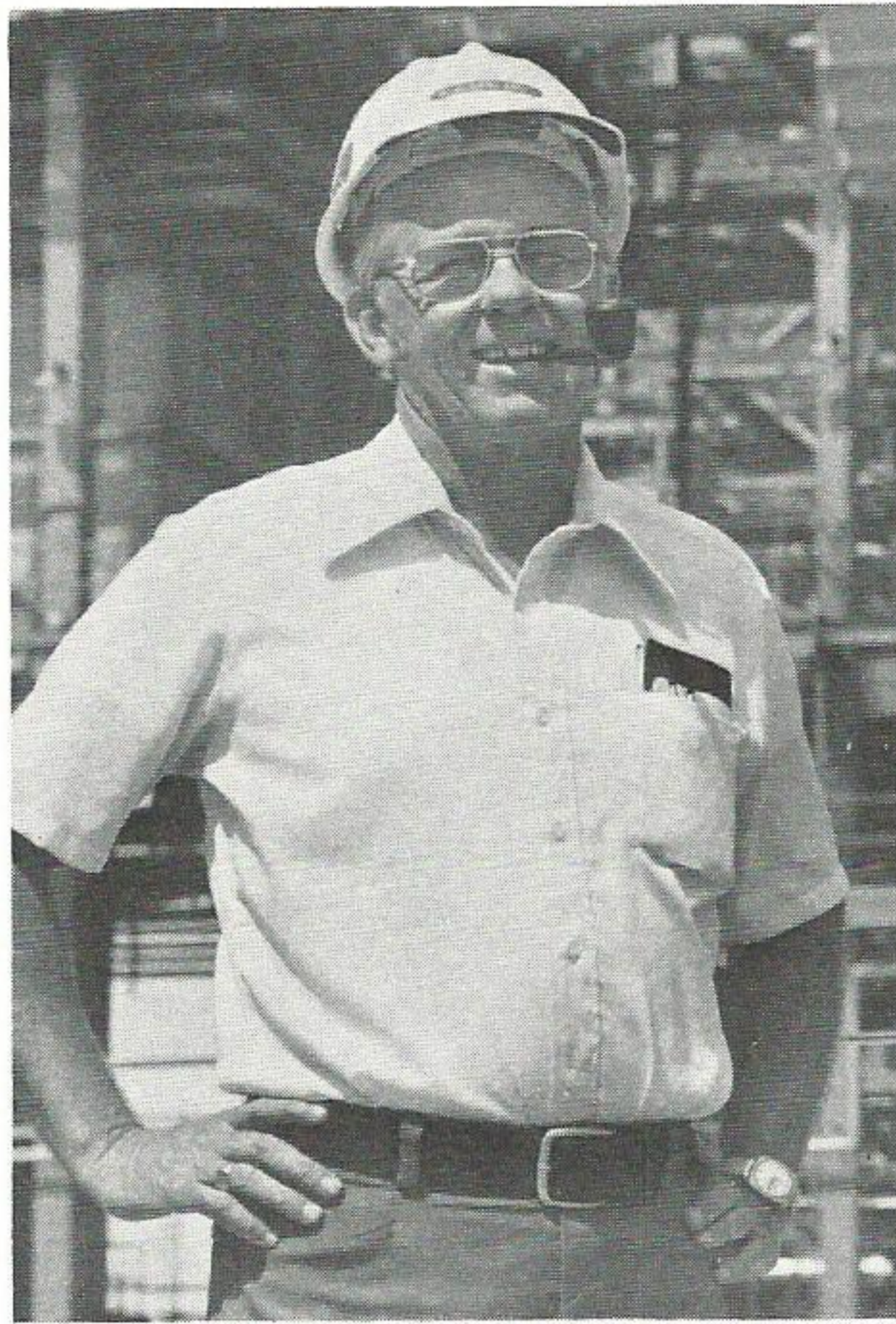
Reporting to Watler will be the system operators under W. J. Schumacher; the chemists and environmental analysts under Pat Brady; and Leo Herrington, the system turbine maintenance technician.

Watler will also work with plant superintendents to schedule major maintenance projects, optimize fuel efficiency and to be sure the units are available to meet the demand for electricity.

"One of these days, we're going to be *selling kilowatts*," Watler said, referring to the predicament encountered occasionally when the Company must buy power at a premium rate from neighboring utilities to meet our system's demand.

Watler is a native of Grand Cayman Island of the British West Indies. He joined Gulf States in 1936 as an oiler at Lakeside Station in Port Arthur. He moved to Neches Station in 1938 as an assistant fireman and rose to station engineer in 1954.

He was promoted to operations supervisor of Nelson Station when it opened in 1958. He was named maintenance supervisor in 1966 and superintendent in 1970.



**Rene DeBlanc**

Watler is a graduate of Queens College in Nassau, Bahamas.

He is married to the former Anita Beatrice Dixon. The couple has four children — three living in Beaumont — and eight grandchildren.

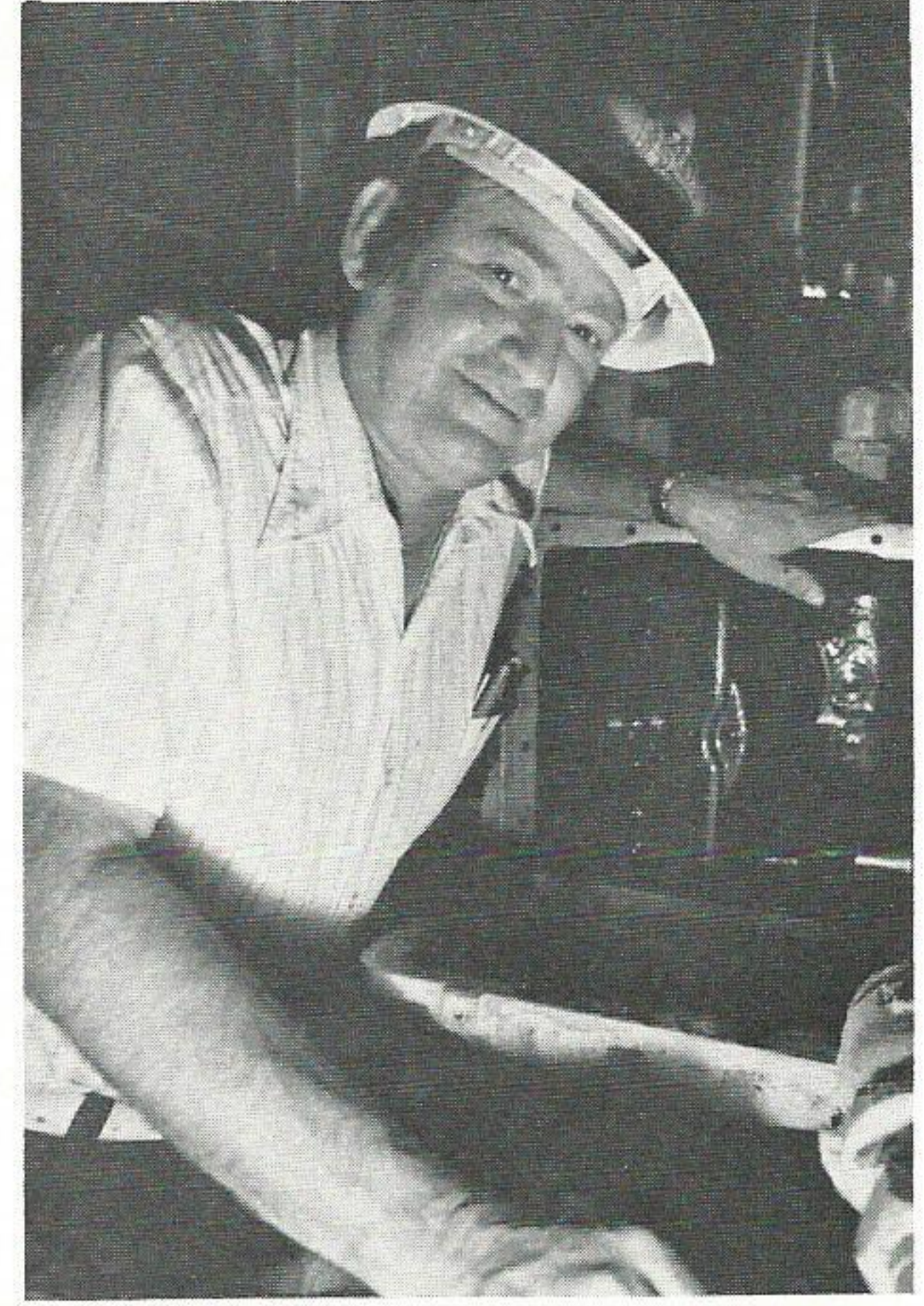
Watler has been active in the Lake Charles Chamber of Commerce, West Calcasieu Association of Commerce and the Louisiana Engineering Society. He is past president of the Industrial Management Club and the South West Louisiana Mutual Aid Association. He has been an elder of the First Presbyterian Church.

DeBlanc is a native of Ludington, La., and a graduate of New Iberia High School.

He joined Gulf States as a substation operator in Lafayette in 1941. He transferred to Louisiana Station in 1943 as an electrician second class. He moved to Riverside Station in Lake Charles as mas-



**James Perry**



**Sheldon Fruge**

ter electrician in 1948 and transferred to Nelson Station when it was completed in 1958. He was promoted to maintenance foreman in 1962 and to general maintenance supervisor in 1970.

DeBlanc served two years in the Pacific Theater during World War II with the U.S. Navy. He is a member of the Calcasieu Chamber of Commerce.

He is married to the former Ruth Guillot of Simmesport, La. The couple has two daughters.

Fruge is a native of Gueydan, La., where he was graduated from high school.

He served two years in the U.S. Air Force before joining Gulf States as a mechanic's helper at Neches Station.

He rose to repairman first class in 1959, maintenance planner in 1966 and mechanical maintenance foreman in 1969. He was mechanical maintenance foreman at Lewis Creek since its 1970 opening.

Fruge is the Grand Knight of Council 6456 of the Knights of Columbus.

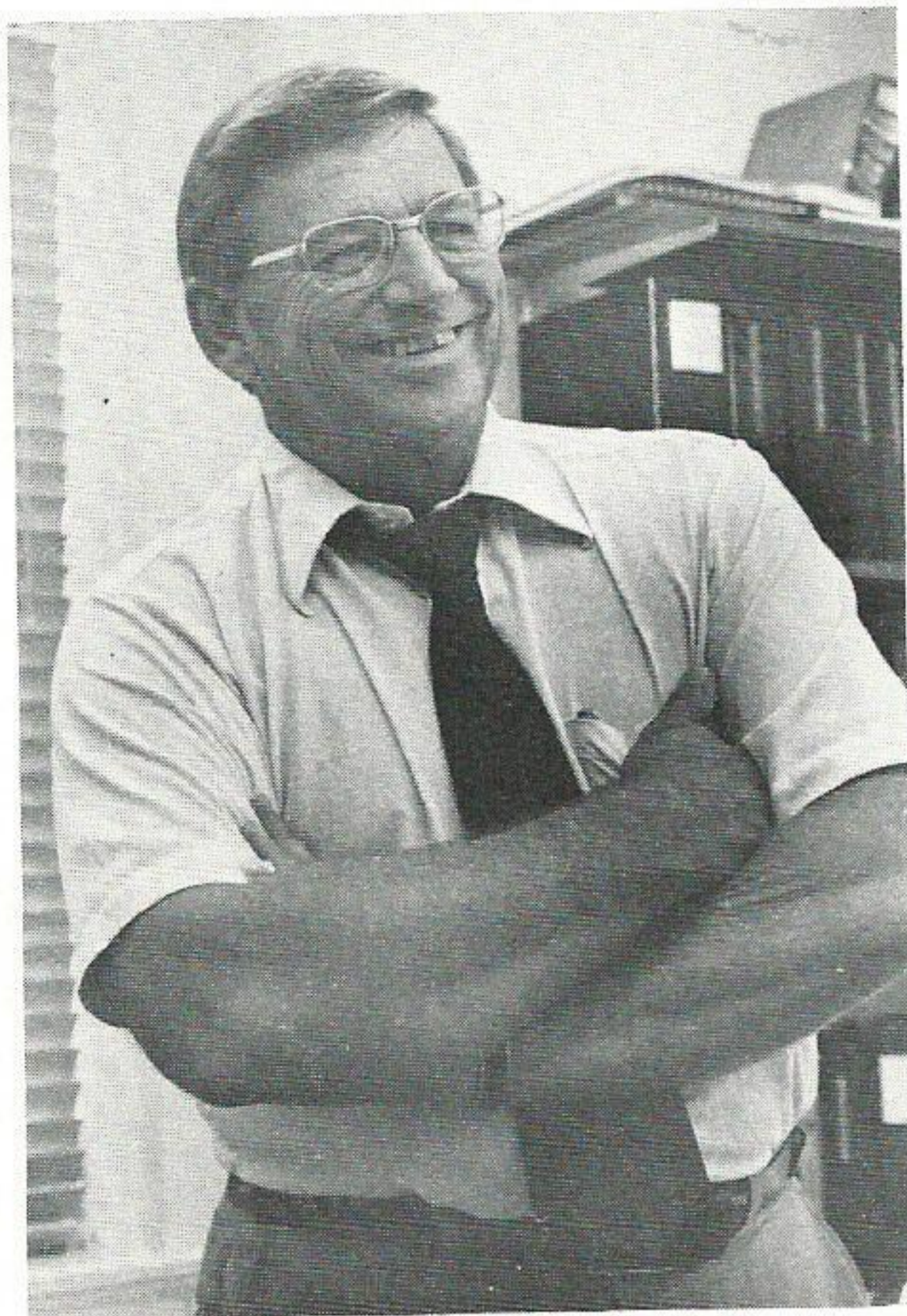
He is married to the former Rita Vincent of Gueydan. The couple has four children.

Perry is a native of Lafayette, La., where he was graduated from high school. He served four years in the U.S. Navy before joining Gulf States in 1958 as a mechanic's helper at Louisiana Station.

He progressed to repairman first class in 1962 and was named master repairman at Lewis Creek in 1970.

Perry is married to the former Ethel Veazey of Lafayette. The couple has three children.





**Summa Stelly**

**Summa Stelly**, formerly director of safety and claims, will be promoted, effective Dec. 1, to succeed Randy McAlpine as manager of the Port Arthur Division.

Announcement of the move was made at the Aug. 10 meeting of the Board of Directors held in Port Arthur.

McAlpine's retirement is effective Dec. 1.

The early decision of McAlpine's successor was made to encourage a smooth transition in leadership.

Stelly is a native of Crowley, La., where he was graduated from high school. He served three years in the U.S. Air Force during World War II. He attended Louisiana State University and the University of Southwestern Louisiana before joining Gulf States.

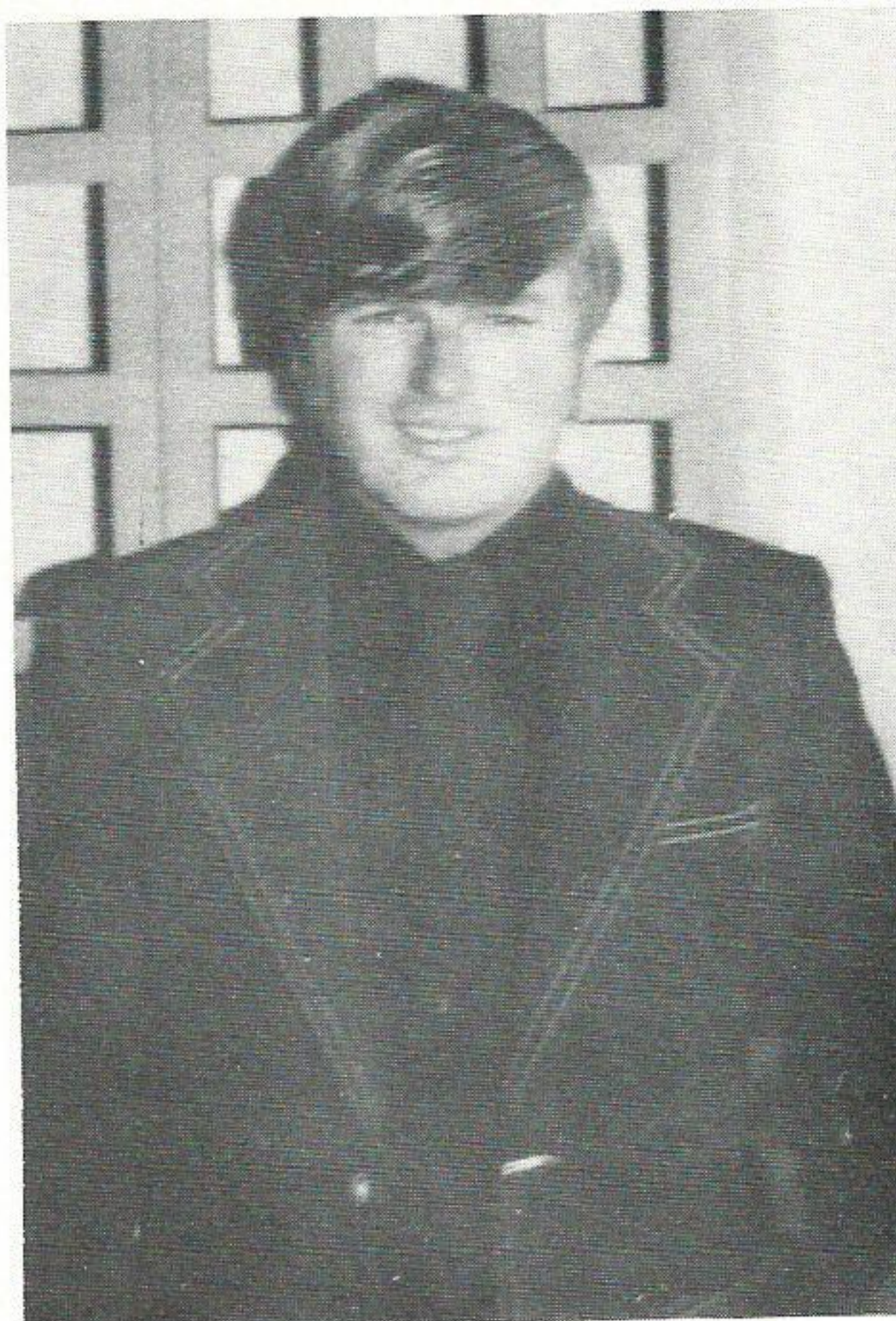
He joined the Company in 1948 as a helper in the Lafayette line department. He also served in the right-of-way department in Lafayette before being named safety-claim agent in Lake Charles in 1953.

Stelly was named safety director in 1964 and director of safety and claims in 1973.

He is a member of the American Society of Safety Engineers and the Edison Electric Institute's Accident Prevention Committee.

He is also a director and secretary-treasurer of the Port Arthur Country Club.

Stelly is married to the former Pansy Block of Lafayette. The couple has four sons.

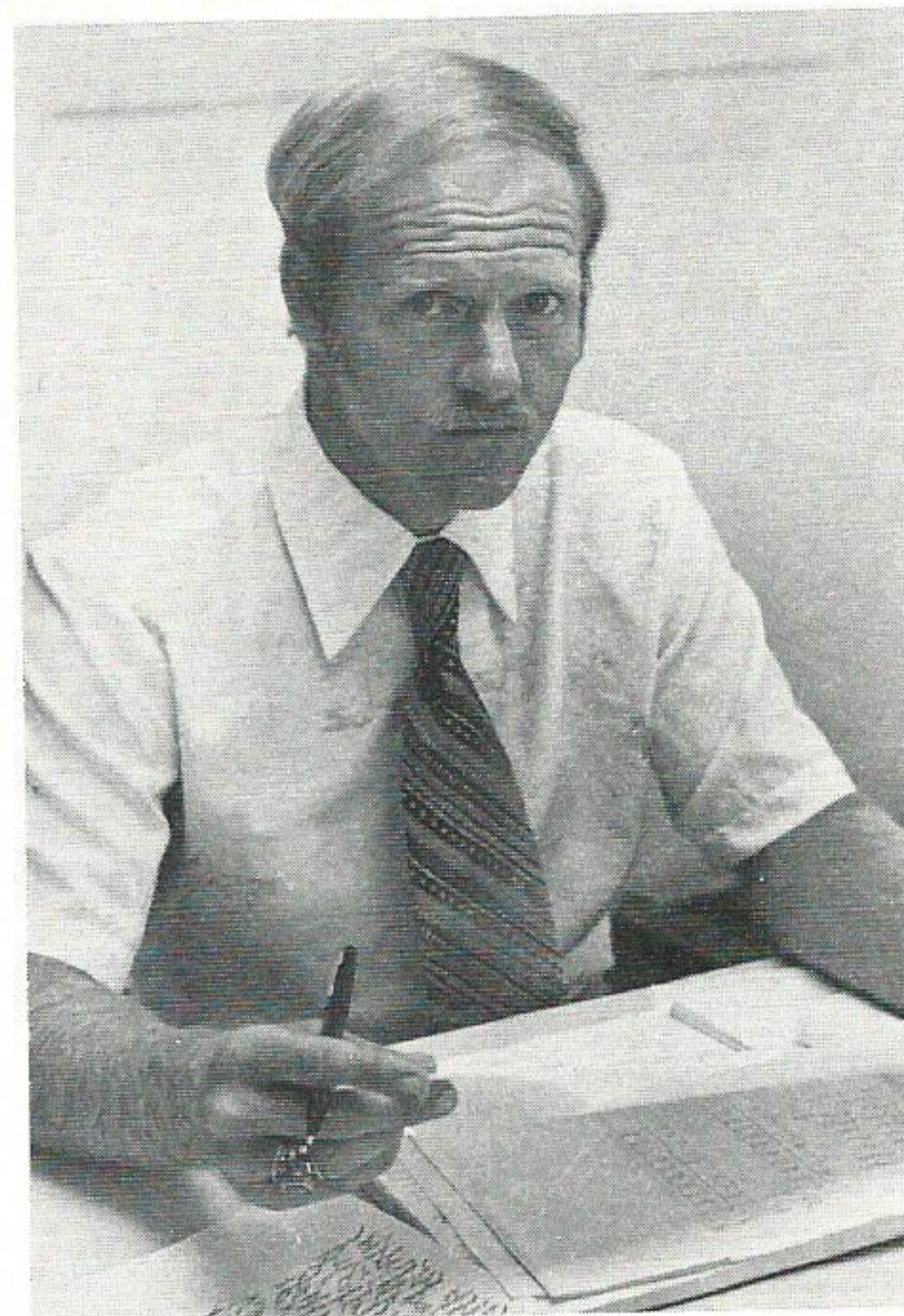


**Ronald Hale**

Two new men have been added to the safety and claims staff in the divisions.

**Ronald Hale**, formerly lineman first class in Conroe, has been promoted to safety and claims representative in Conroe. **Barry Glover**, formerly substation mechanic first class in Baton Rouge, has been promoted to claims representative in Baton Rouge. Both positions are new. They indicate increased need for specialized personnel in the cities, particularly to investigate lawsuits filed against the Company.

Hale is a native of Sulphur Springs, Tex., where he was graduated from high school. He served 16 months in Vietnam with the U.S. Army before joining Gulf States in 1968 as a helper in the Beaumont line department. He held various positions in the line and service departments and transferred to Conroe in 1973 as a lineman second class. He made first



**Barry Glover**

class later that year.

Hale is a senior at Sam Houston State University, majoring in business administration and expects to graduate in December.

He is married to the former Charlotte Belt of Colmesneil, Tex. The couple is expecting their first child in November.

Glover is a native of Wellingborough, England, where his father served in the U.S. Army. He was graduated from Broadmoor High School in Baton Rouge in 1962 and joined Gulf States five years later as helper in the substation department there. He rose to substation mechanic first class in 1972.

Glover received a bachelors degree from Louisiana State University in 1974 with a major in general studies. He is married to the former Pam Bourgeois of Baton Rouge. The couple has two children.

## Four engineers are transferred

Four engineers have been transferred to new positions.

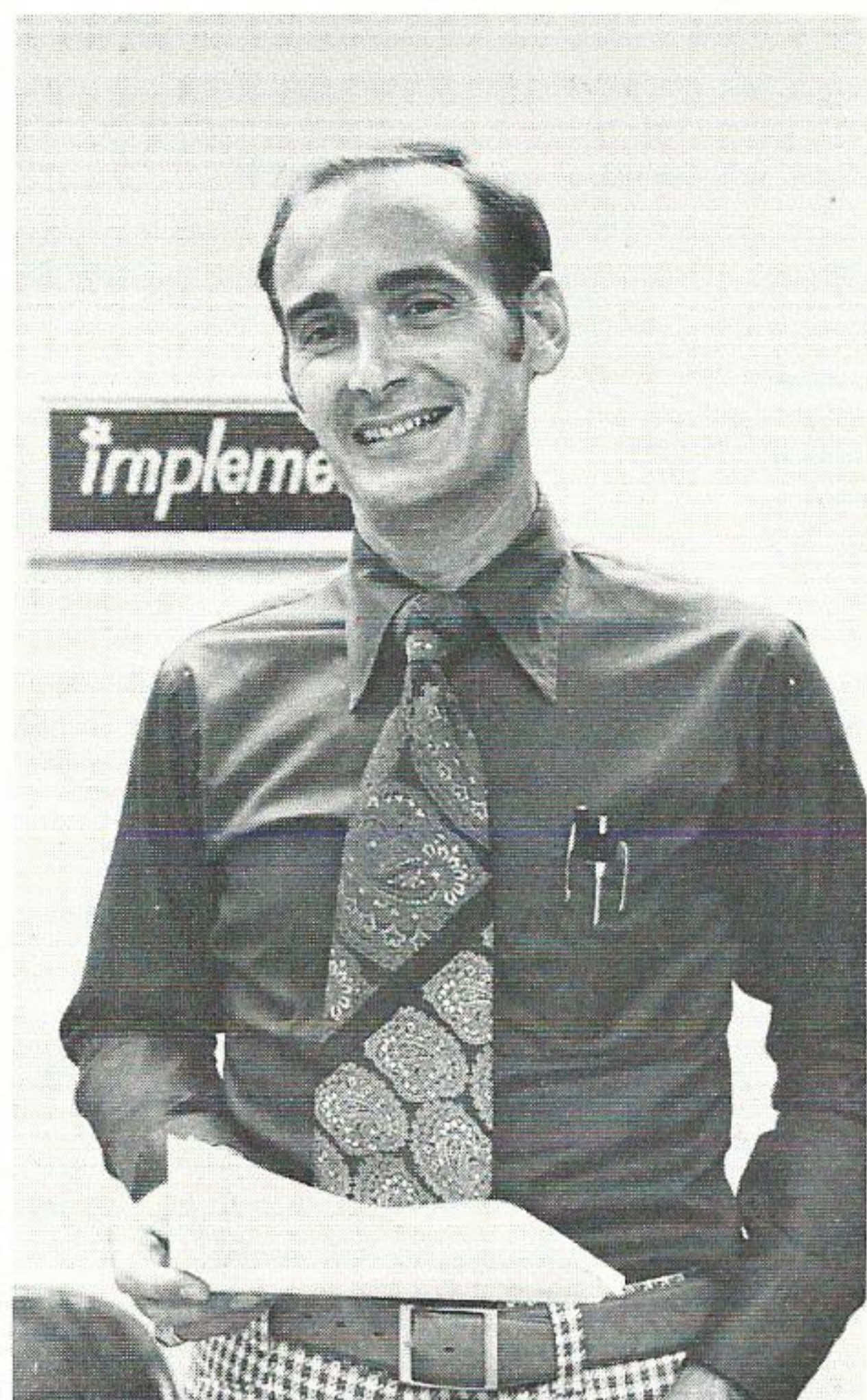
**Victor Elmer**, formerly T&D engineer in Baton Rouge, has been named plant engineer at Willow Glen Station. He will be assigned to engineer maintenance-related tasks, since Jim Cryer is now with the new technical department at Willow Glen.

**Bob Wolfe**, formerly of engineering standards and applications, has moved to the quality assurance department. Wolfe will be concerned with "vendor surveillance" — inspecting the work and pro-

cedures of companies that supply safety-related equipment for River Bend Station.

**John Zemanek** (pronounced Zuh-MAHN-ekk), formerly in engineering standards and applications, replaced Tom Reeves (see *Plain Talks* July-August, 1976, p. 25) in transmission planning. He will plan the intradivision transmission networks in La.

**Mike Welch**, formerly in Baton Rouge T&D, replaced Joe Burton (see *Plain Talks*, July-Aug., 1976, p. 30) as plant engineer at Louisiana Station.



**Gene Anderson**

**Gene Anderson**, formerly engineer in system engineering standard design, has been promoted to industrial analyst in the system marketing department.

Anderson will work for Wayne Sullins, director of industrial development.

One of his assignments will be to determine the amount of off-peak power available to be sold to our industrial customers. Transferring stable industrial loads off the daily and summer peaks would increase the load factor of our power plants, allowing the units to operate more efficiently. Anderson will be working closely with industrial customers as well as the Company's production and rate departments.

Anderson is a native of Raymondville, Tex., and a 1963 graduate of Louisiana Tech.

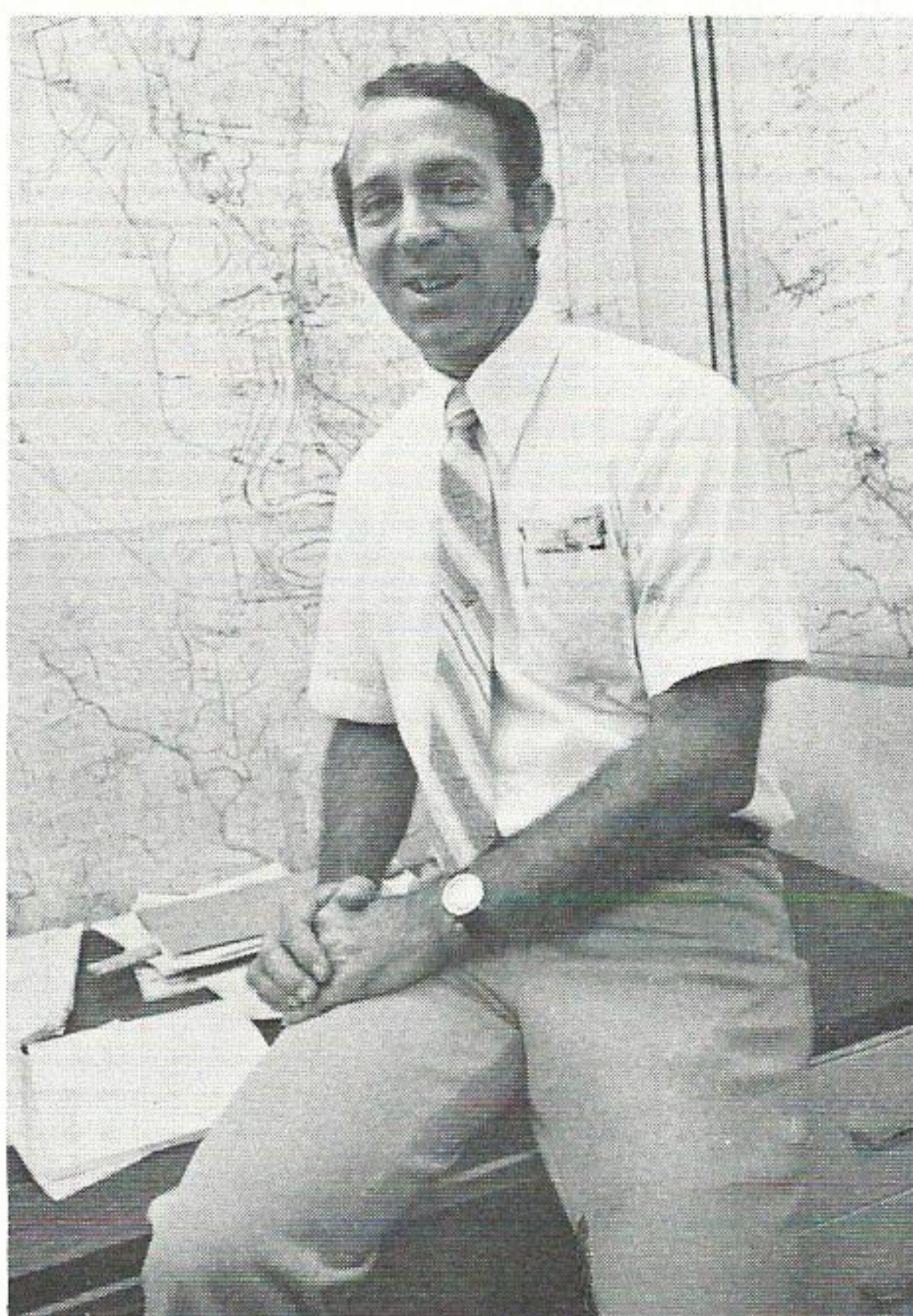
He served two years in the U.S. Navy before going to college.

He joined Gulf States after graduation as an unassigned engineer in Beaumont.

He has held positions as T&D engineer in Navasota, industrial engineer in Lake Charles, engineer in system engineering design and construction and engineer in system engineering standards design.

Anderson is a registered engineer in La., a cubmaster and an adult Sunday School teacher at First Methodist Church in Beaumont.

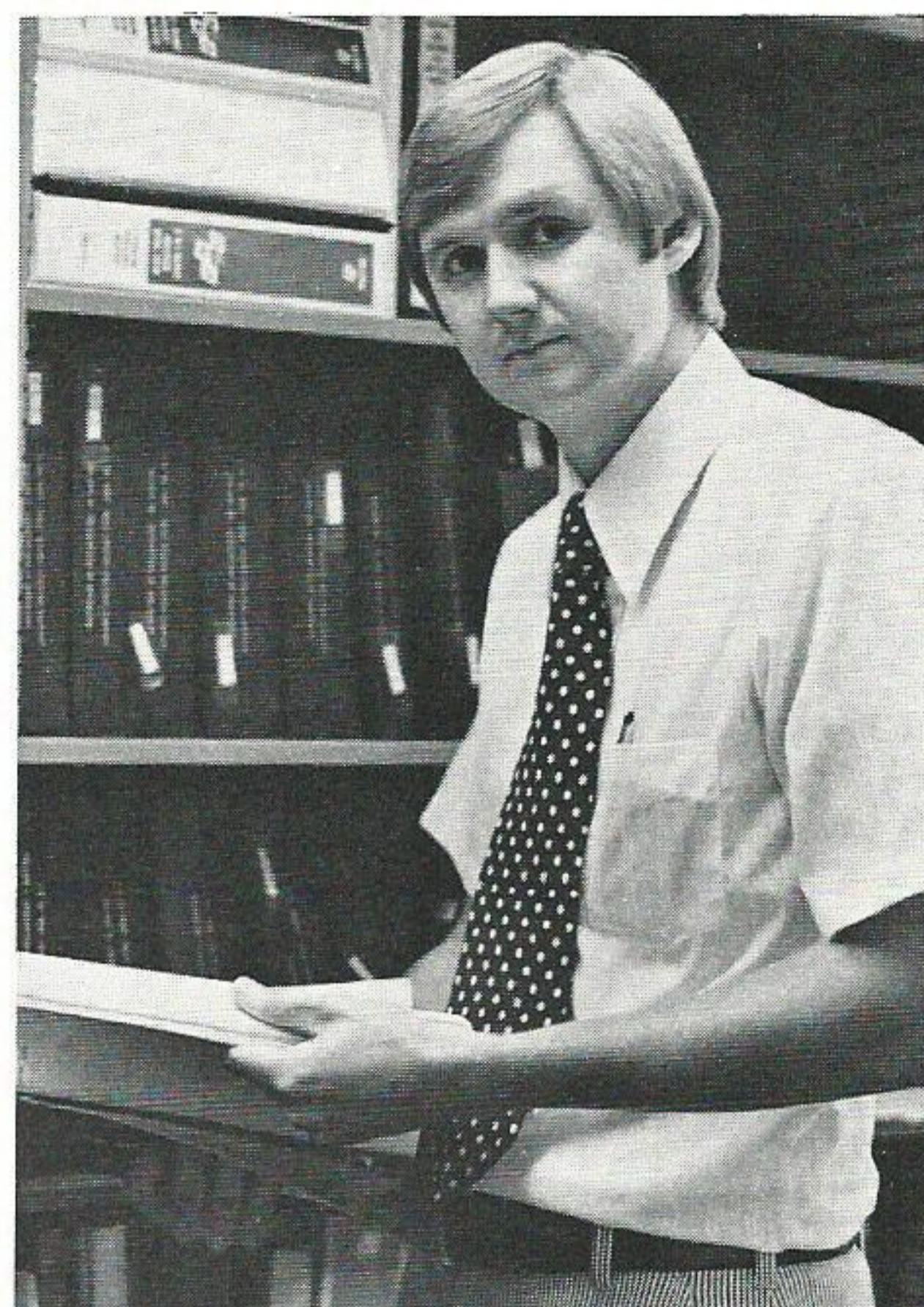
He is married to the former Sydney Tooke of Baton Rouge. The couple has two sons.



**Everett B. Davis Jr.**

**Everett B. Davis Jr.**, formerly communications serviceman first class, has been promoted to communications planner in systems engineering.

Davis replaces George DeLaMatyr, who retired April 1, 1975. He will be investigating the long-range needs for protective relaying, telemetering, data transmission, power system control, the intracompany telephone system and mobile two-way radios. In most of these areas, Davis will also study whether Gulf States should transmit via microwaves, Company-owned pilot wire, transmission line carrier, or lease a system from another company.



**John Butts**

Davis is a native of Beaumont. He served three years aboard a U. S. Navy minesweeper before joining the Company as a helper in the Beaumont line department in 1965. He entered the communications field in 1966 and progressed to communications serviceman first class in 1973.

Davis was graduated with high honors from Lamar University this past May with a degree in industrial technology.

Davis is married to the former Concepcion Luna of Puebla, Mexico. The couple has one daughter, Christina.

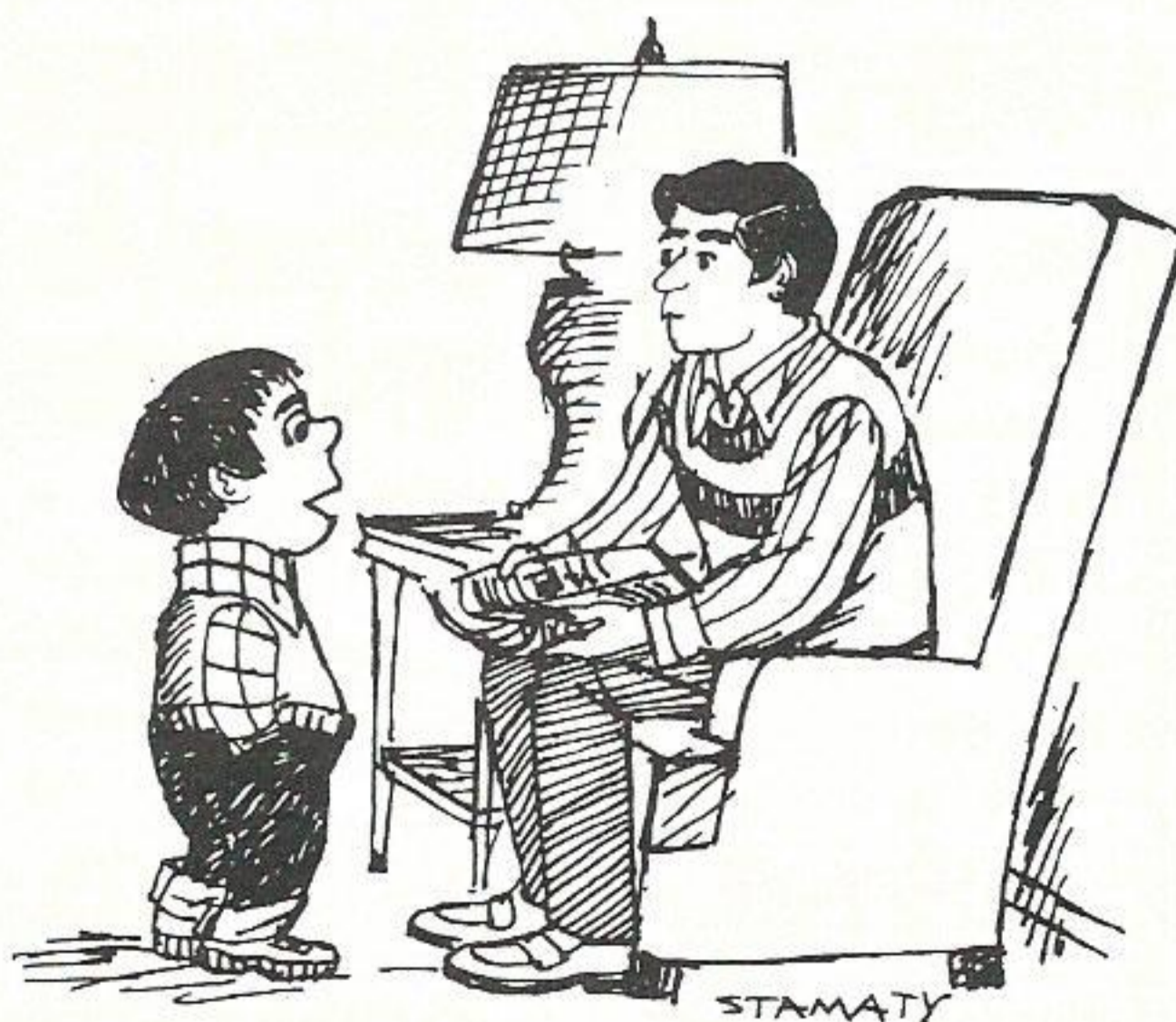
**John Butts**, formerly financial analyst in financial services, has been promoted to cost accountant in system production. **Robert L. Husband**, formerly administrative accountant in accounting services, has been transferred to financial services as a financial analyst to replace Butts.

"Butts will tell us where all the construction money is going," said Lee Hammack, production manager. Butts will also serve as liaison between the production and financial staffs so that funds are available to pay for major maintenance projects.

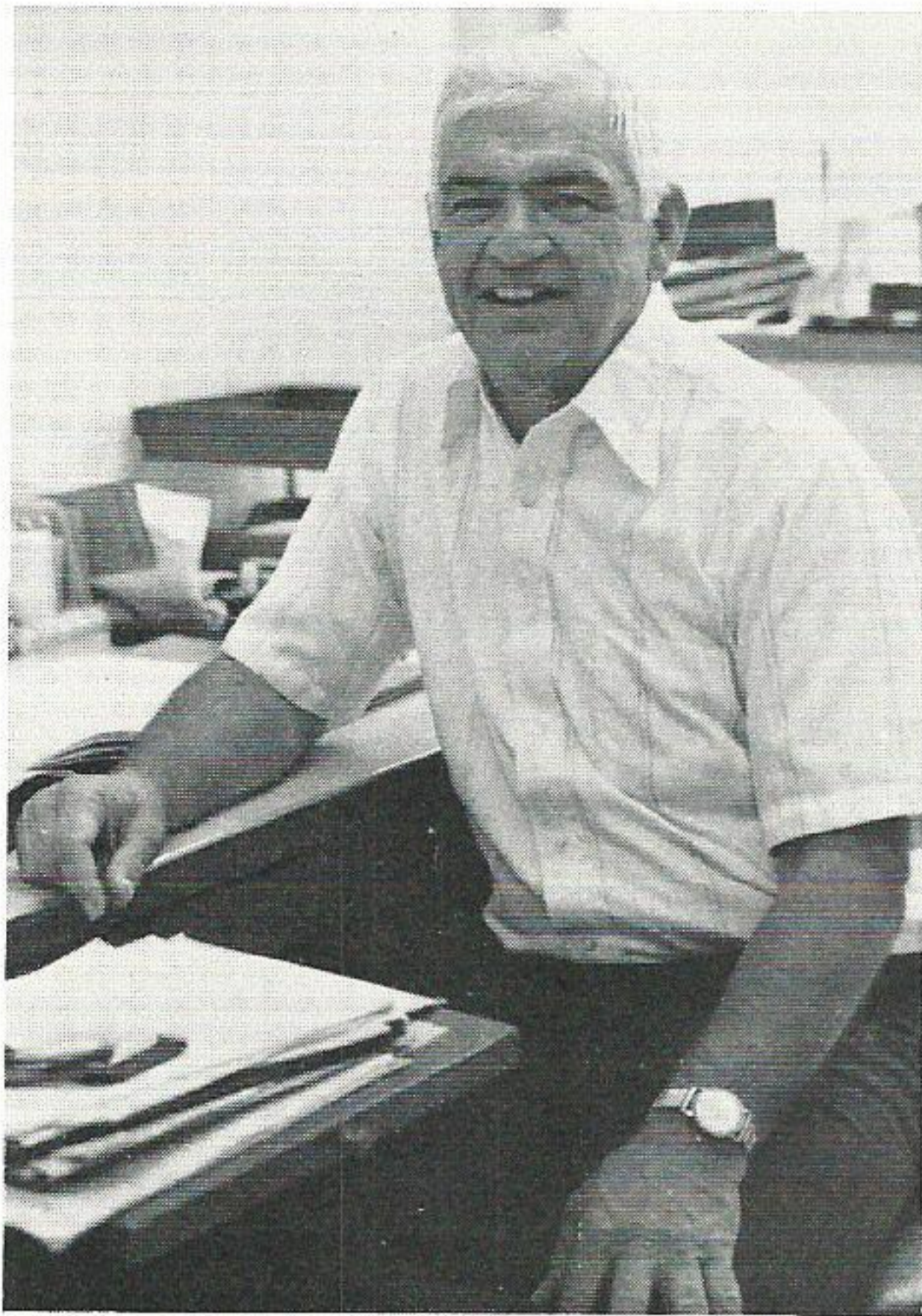
Butts is a native of Mt. Pleasant, Mich., and a 1970 graduate in management of Stephen F. Austin State University.

He joined the Company in 1970 as an administrative accountant and has held positions in plant accounting, financial and regulatory reports and general accounting.

Butts is married to the former Teddy Tucker of Nacogdoches. The couple has two children.



"Dad, I've analyzed my cash flow problem and know what? It's you."



**Louis "Abie" Stough**

Three men have been promoted at Sabine Station.

**Louis "Abie" Stough**, formerly test foreman, is now maintenance coordinator. **Ralph Havard**, formerly master test technician, replaces Stough as test foreman.

**Joe D. Brown**, formerly master repairman, has been promoted into a newly created mechanical maintenance foreman slot. Sabine Station now has two mechanical maintenance foremen.

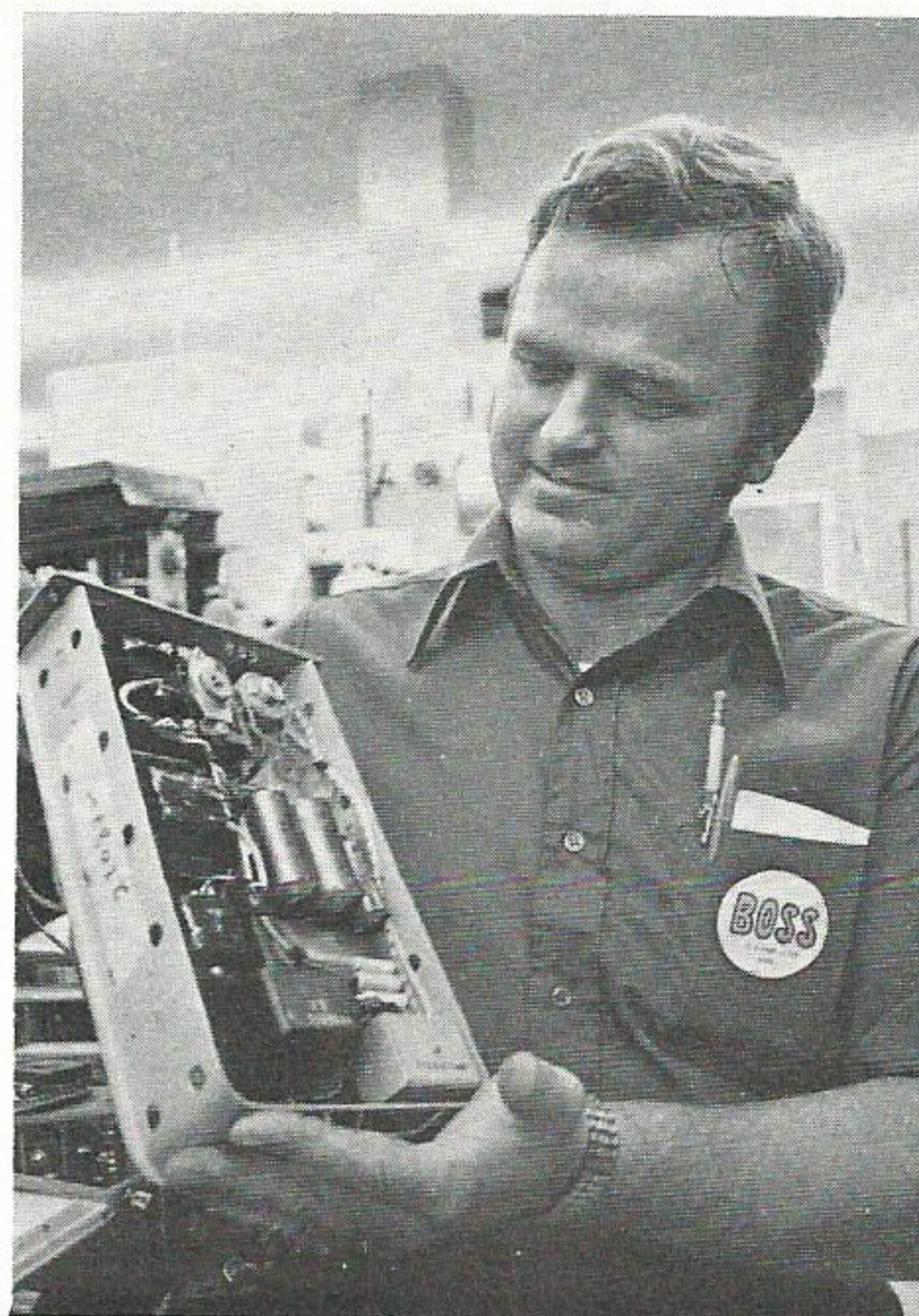
In his new position, Stough (rhymes with how) will coordinate specific large maintenance projects that require efficient coordination of manpower and equipment. Typical assignments might include the overhaul of the combustion control system, retubing of a boiler and major maintenance of environmental systems, according to Jim Moss, plant superintendent.

Havard will have responsibility over six persons who maintain electrical, environmental and water treatment facilities at Sabine.

Stough is a native of Lake Charles. He was graduated from Lake Charles High School in 1940 and served in the Army Air Force during World War II.

He was graduated from McNeese Junior College and attended Louisiana State University before joining Gulf States in 1948 as a mechanic's helper at Riverside Station in Lake Charles.

Stough progressed to test technician first class in 1952 and was named master test technician at the then new Nelson Station in 1958. He was promoted to test foreman at Sabine in 1967.



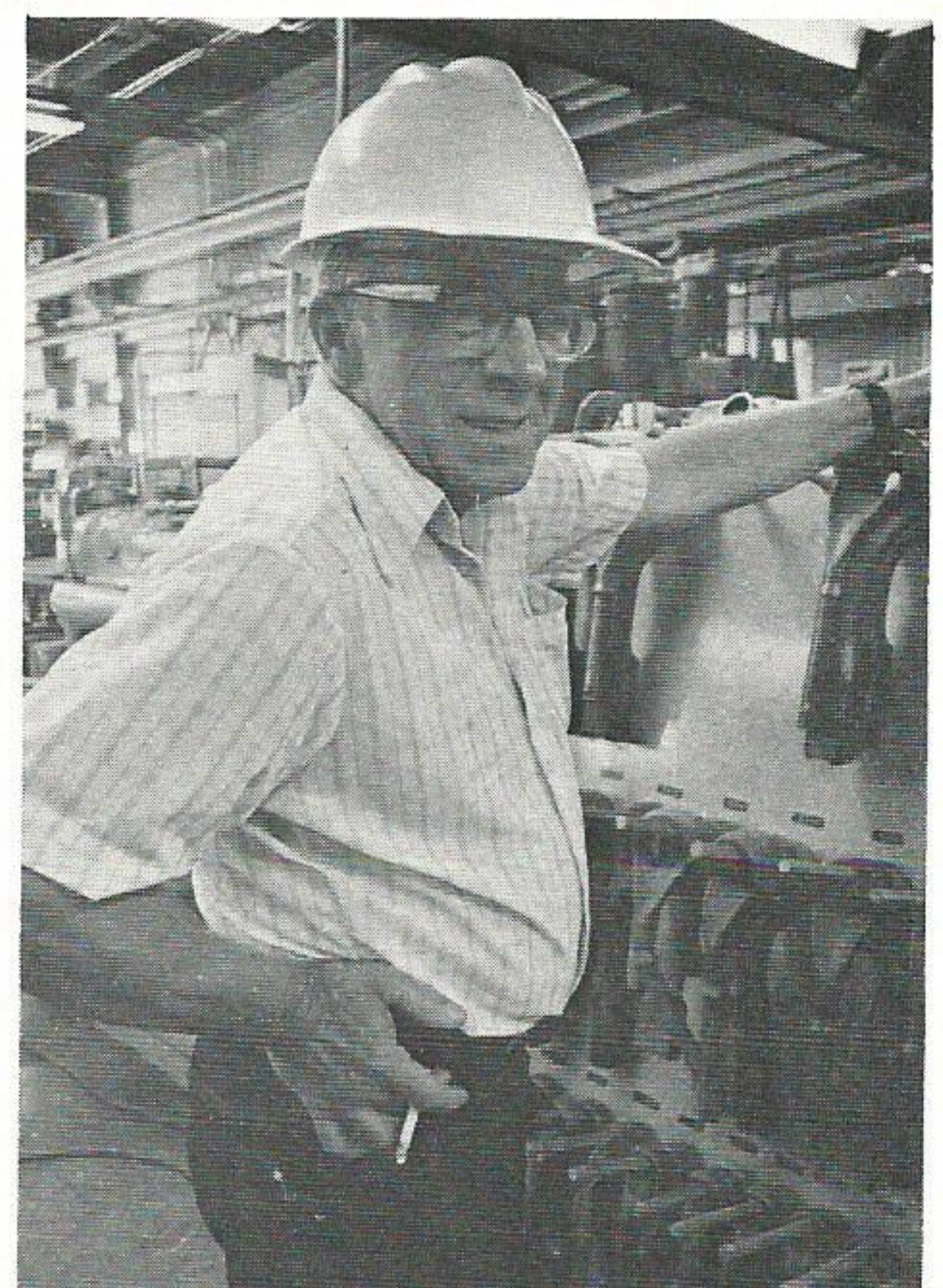
**Ralph Havard**

Havard is a native of Port Arthur and a graduate of Jasper (Tex.) High School. He has served four years in the U.S. Air Force and has attended Lamar University.

He joined Gulf States in 1961 as a mechanic's helper at Sabine Station. He progressed to master test technician in 1974 and to test foreman in 1976.

He is a member of the Bridge City Masonic Lodge No. 1345. Havard is married to the former Mary Long of Anahuac. The couple has three children.

Brown is a native of Warren, Ark. He



**Joe D. Brown**

served in the U.S. Marine Corps during World War II and later was graduated from San Francisco College with a degree in mortuary science.

He was hired by Gulf States in 1951 as a mechanic's helper at Riverside Station in Lake Charles. He progressed to repairman first class in 1955 and became master repairman at Sabine Station in 1965.

Brown is married to the former Wilma Remides of Many, La. The couple has one daughter, Regina Carol Brown, a senior at Lamar University.

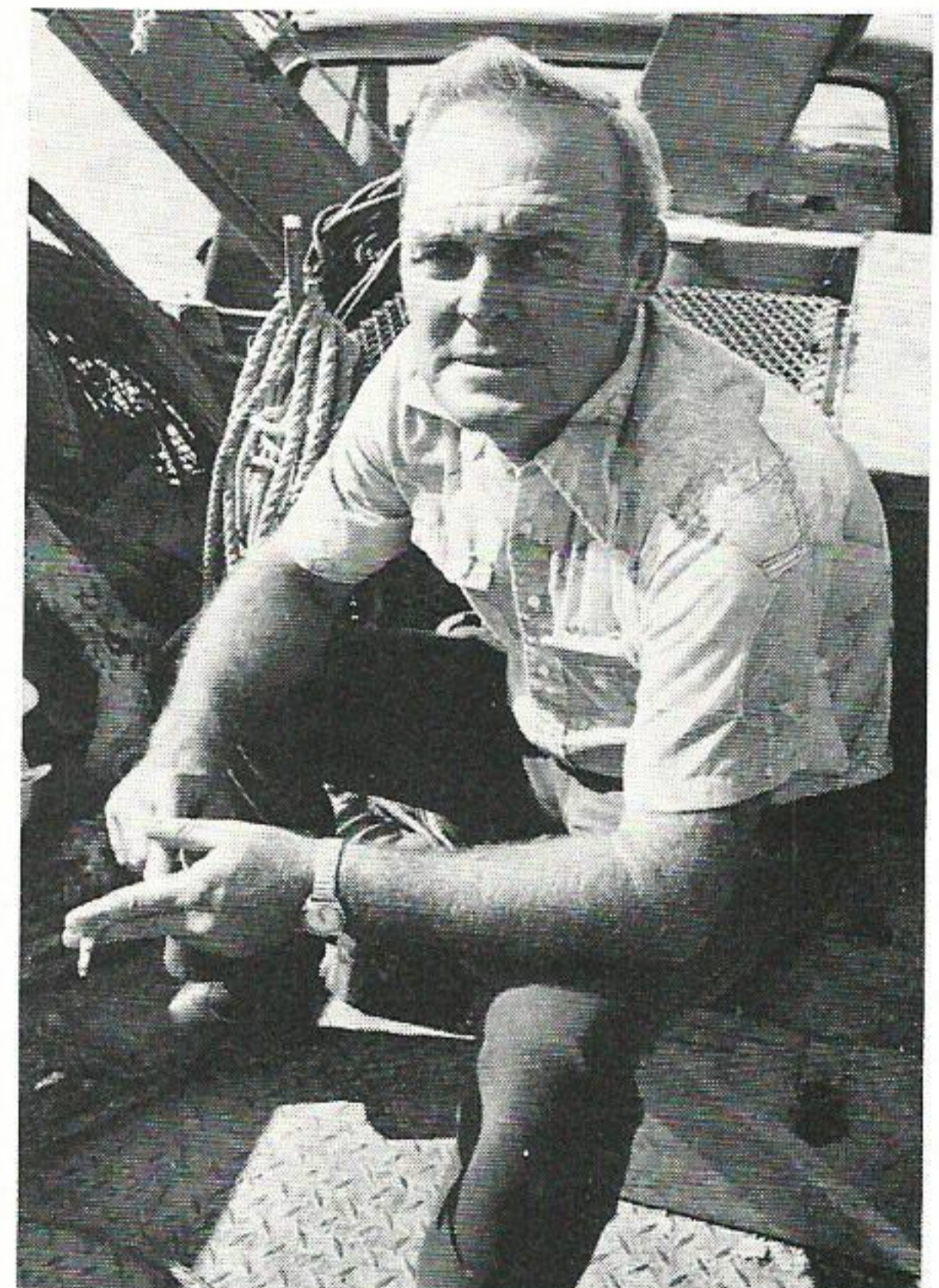
**John Gottschalck**, formerly lineman first class in Baton Rouge, has been promoted to utility foreman.

Gottschalck is a native of Goodbee, La., and a graduate of Covington (La.) High School and the Spencer Business College in Baton Rouge. He served three years in the U.S. Marine Corps during the Korean Conflict.

He joined Gulf States in 1957 as a helper in the Baton Rouge T&D line department. He became an apprentice in 1961 and progressed to lineman second class in 1965. The next year he transferred to the service department and progressed to serviceman first class in October, 1966. He was named lineman first class in 1972.

Gottschalck is a member of the Knights of Columbus.

He is married to the former Mamie Francimore of Independence, La. The couple has three children.



**John Gottschalck**

**Phyllis D. Lancon**, Beaumont, promoted from clerk and transferred from division accounting/customer accounts to computer operator-provisional, IDS/DSO.

**John H. Damond**, Beaumont, promoted to draftsman, system engineering design/DEC-drafting.

**Joe D. Roberts**, Beaumont, promoted to senior draftsman, system engineering design/DEC-drafting.

**Marian Chambers**, Beaumont, promoted to repairman second class, Neches Station.

**George Pickings Jr.**, Beaumont, promoted from laborer II and transferred from division production/labor crews, Sabine Station, Bridge City to attendant-building equipment-provisional, T&D/B&G, Main Office.

**William M. Flanagan**, Orange, promoted from helper, T&D/labor crews, to apprentice, T&D/line.

**Fred W. Augustine**, Orange, promoted to lineman third class, T&D.

**Oddie L. Powell Jr.**, Bridge City, promoted to repairman second class, Sabine Station.

**Mervin J. Hebert**, Port Arthur, promoted from laborer I, T&D/labor crews, to helper, T&D/labor crews.

**Carl A. Cormier**, Port Arthur, promoted from laborer I, T&D/labor crews, to helper, T&D/labor crews.

**Oliver A. Baker**, Port Arthur, promoted from laborer I, T&D/labor crews, to helper, T&D/labor crews.

**David G. Trove**, Port Arthur, promoted from laborer I, T&D/labor crews, to helper, T&D/labor crews.

**Lawrence Rougeau**, Port Arthur, promoted from laborer I, T&D/labor crews, to helper, T&D/labor crews.

**Michael W. Judice**, Port Arthur, promoted to lineman second class, T&D.

**Donald W. Barnett**, Port Arthur, promoted to substation mechanic second class, T&D.

**Michael E. Barker**, Port Arthur, promoted from laborer I and transferred from T&D/labor crews, to garage mechanic third class, T&D/garage.

**George L. Rector**, Conroe, promoted from laborer I, T&D/labor crews, to helper, T&D/labor crews.

**Warnis E. Hightower**, Conroe, promoted from helper, T&D/labor crews, to apprentice, T&D/line.

**Davis E. Moulder**, Cleveland, promoted to lineman second class, T&D.

**Jesse Guinn III**, Baton Rouge, promoted to second fireman, Louisiana Station.

**Kenneth D. Hite**, Baton Rouge, promoted from turbine engineer, Louisiana Station, to head fireman, Louisiana Station.

**Michael W. Vincent**, Baton Rouge, promoted to master repairman, Willow Glen Station.

**David N. Fontenot**, Baton Rouge, promoted to serviceman third class, T&D.

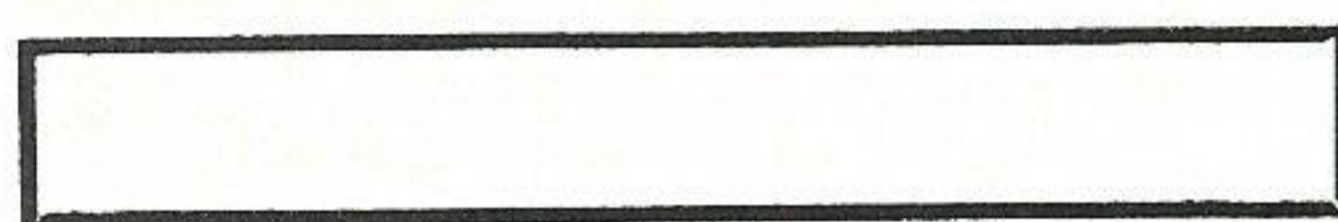
**George McCarthy**, Lake Charles, promoted from laborer II, division production/labor crews, Nelson Station, to mechanic helper-provisional (mechanical), Nelson Station.

**Burley L. Alleman**, Lafayette, promoted from helper, T&D/labor crews, to apprentice, T&D/line.

**Bobby J. Guidry**, Lafayette, promoted to lineman second class, T&D.

**Danny V. Coleman**, Sulphur, promoted from helper, T&D/labor crews, to apprentice, T&D/line.

# WELCOME ABOARD



## BEAUMONT DIVISION

### Distribution

Johnson, Brian C., Beaumont, Laborer I - T&D/Labor Crews  
 Holland, Richard W., Beaumont, Laborer I - T&D/Garage  
 Hanks, Herbert W., Beaumont, Laborer I - T&D/Garage  
 Bagley, Curtis D., Beaumont, Laborer I - T&D/Garage  
 Fregia, Kim D., Beaumont, Dept Clerk - T&D/Engr  
 Davis, Howard G., Dayton, Helper-T&D/Labor Crews  
 Lewis, James Jr., Orange, Helper-T&D/Labor Crews

### Division Accounting

Theobald, Charlotte Z., Beaumont, Clerk - Cust Accts  
 Janise, Angela R., Vidor, Local Office Clerk - Overall

## PORT ARTHUR DIVISION

### Division Production

Saylor, Jay W., Br City, Mechanic Helper (Test) Sabine Sta  
 Simon, Kenneth, Br City, Laborer I - Sabine Sta

### Distribution

Garcia, Luis, Pt. Arthur, Helper-T&D/Labor Crews  
 McDowell, Kirk E., Pt. Arthur, Helper-T&D/Labor Crews  
 Trove, David G., Pt. Arthur, Laborer I - T&D/Labor Crews  
 Hebert, Mervin J., Pt. Arthur, Laborer I - T&D/Labor Crews  
 Cormier, Carl A., Pt. Arthur, Laborer I - T&D/Labor Crews  
 Baker, Oliver A., Pt. Arthur, Laborer I - T&D/Labor Crews

## LAKE CHARLES DIVISION

### Division Production

Guillot, Robert J., L Charles, Equipment Operator - Nelson Sta

### Distribution

Lewis, Milton T. III, L Charles, Helper-T&D/Labor Crews  
 Colquitt, Donnell Jr., L Charles, Laborer I - T&D/Labor Crews  
 Ceasar, Donald R., Sulphur, Helper-T&D/Labor Crews

### Division Accounting

Courville, Randall F., Lafayette, Meter Reader - Cust Accts  
 Young, Janette C., Jennings, Local Office Clerk - Overall

## BATON ROUGE DIVISION

### Division Production

Holleman, Billy D., B Rouge, Operator's Helper - La Sta  
 Watson, Herbert G., B Rouge, Equipment Operator - W/Glen Sta  
 Yott, Ritchie A., B Rouge, Equipment Operator - W/Glen Sta  
 Comeaux, Richard K., B Rouge, Laborer I - La Sta  
 Landry, Max B., B Rouge, Laborer I - La Sta

### Gas Department

Borne, Robert A., B Rouge, Laborer I - Gas Dept/Dist-Labor Crews  
 Williams, Randal K., B Rouge, Laborer I - Gas Dep/Dist-Labor Crews  
 Roach, Eugene Jr., B Rouge, Laborer I - Gas Dept/Dist-Labor Crews

### Distribution

Canfield, Gregory M., B Rouge, Relayman 3/C - T&D/Relay  
 McMahon, Barre S., B Rouge, Laborer I - T&D/Labor Crews

### Division Accounting

Gibson, Floyd J., B Rouge, Meter Reader - Cust Servs  
 Grafton, Charles E. Jr., B Rouge, Meter Reader - Cust Servs  
 Wall, Rudolph A. Jr., B Rouge, Laborer I - Stores

## SYSTEM DEPARTMENTS

### Information & Data Services

Wilkes, Deborah L., Beaumont, Key Punch Operator - IDS/DSO

### System Engineering

Schroeder, Kay G., Beaumont, Engr Helper - Sys Eng Des/DEC-Drftg

## MANAGEMENT

Cummings, William F., Beaumont, Nuclear Trng Coord - Personnel/Trng  
 Taylor, David L., Beaumont, Admin Accountant - Acctg Servs  
 Draper, John D., St. Francisville, Engineer - Pwr Plant - Const - River Bend

# LETTERS

Mr. Joe Loupe  
The Pointe Coupee *Banner*  
New Roads, Louisiana 70760

July 1, 1976

Dear Joe:

Last night, June 28, a bolt of lightning struck a tremendous oak tree approximately 100 to 150 years old and knocked it down across my yard and across Highway 1. I'd just like this opportunity to commend Gulf States Utilities Company, the Louisiana State Highway Department and others who worked in the pouring-down rain until approximately 3 a.m. to clear the highway and remove the downed power lines. Being completely helpless and not being able to get out of the yard because of the tree, it was very comforting to know that these men were working under such adverse conditions and until such unusual hours to clear the debris. When we're all so safe in our own homes in a storm, we tend to forget these men who must leave their families for our benefits. Once again, I would just like to thank them.

Sincerely,  
Mrs. Clyde W. Kimball

*(This letter appeared in the July 1 editions of the Pointe Coupee Banner. A total of 15 Gulf States employees helped clear the tree from Mrs. Kimball's yard and the highway. The first crew there included Pete Seymore, line foreman; Robert Didier and Bateman Rabalais, linemen first class; and C. C. Kador, helper.)*

Mr. Charles D. Glass  
Vice-President - Customer Service  
Gulf States Utilities  
Post Office Box 2951  
Beaumont, TX 77704

July 21, 1976

Dear Charlie:

Many thanks for the open and frank discussion of July 20 concerning rates and other sensitive matters. You should know that your cooperation in this regard is truly appreciated. Gulf States communications policies are head and shoulders above other utility companies. You can tell those other companies that consumer advocates don't mind being quoted in praise of Gulf States for such openness.

Sincerely,



Lee Richardson

Gulf States Utilities Co.  
409 Strickland Drive  
Orange, Texas 77630

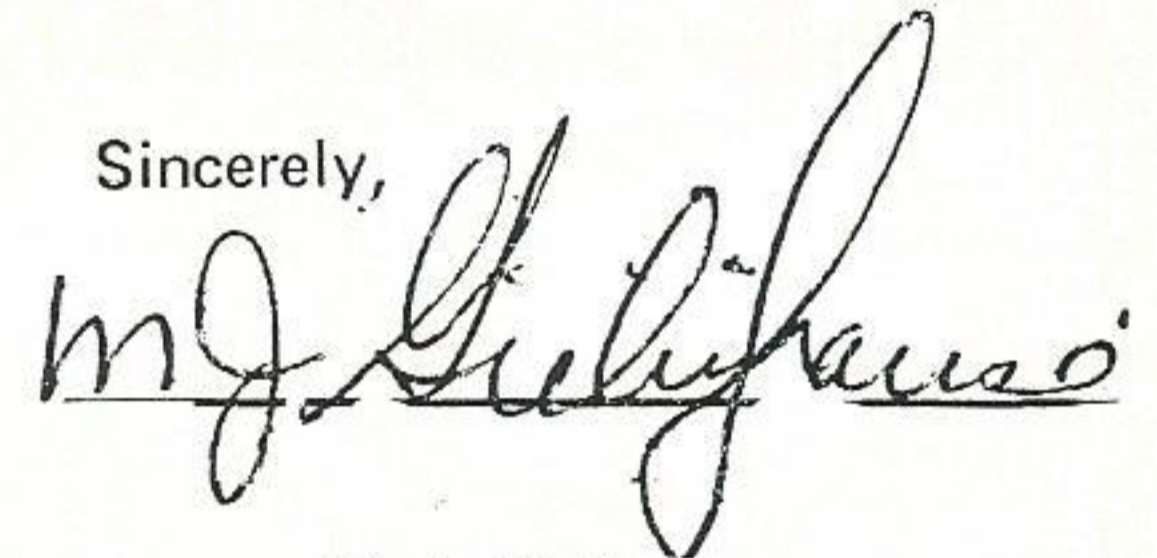
August 9, 1976

Dear Sir:

On Friday August 6, 1976, our department had a major fire in Riverside that was burning out of control. We tried to get Riverside to cut the power or to help take the electric hazard off the firefighters. They could not . . . and we called for your help. We are aware that you do not cover private property such as this, but your department agreed to help us by sending L. J. Sonnier to give us the help we needed.

We want to say thanks for fine men like L. J. who have helped us many times in the past and to your company for extending a helping hand when needed. Thanks for a wonderful working condition between the two Departments.

Sincerely,



M. J. Girlinghouse  
Fire Chief

*(L. J. Sonnier is a serviceman first class in Orange. Riverside is a World War II housing project that maintains its own electric distribution system.)*

Mr. Ralph B. Spafford  
Systems Marketing Coordinator  
Gulf States Utilities Company  
Post Office Box 2951  
Beaumont, Texas 77704

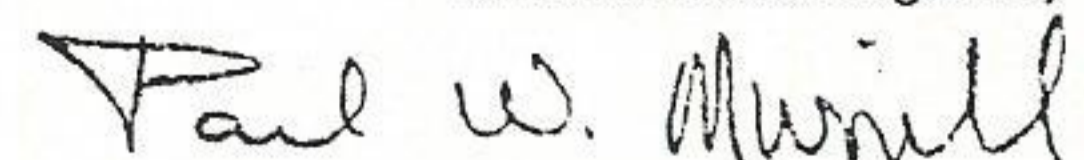
July 23, 1976

Dear Mr. Spafford:

On behalf of the Board of Supervisors of Louisiana State University I wish to express appreciation for the funds contributed by Gulf States Utilities for the "Energy Efficient House Research/Demonstration Project."

Results of this project will be a significant contribution to the industry and its commitment to proper utilization of our nation's energy. Additionally, the project will add significantly to the academic experiences of students in the University.

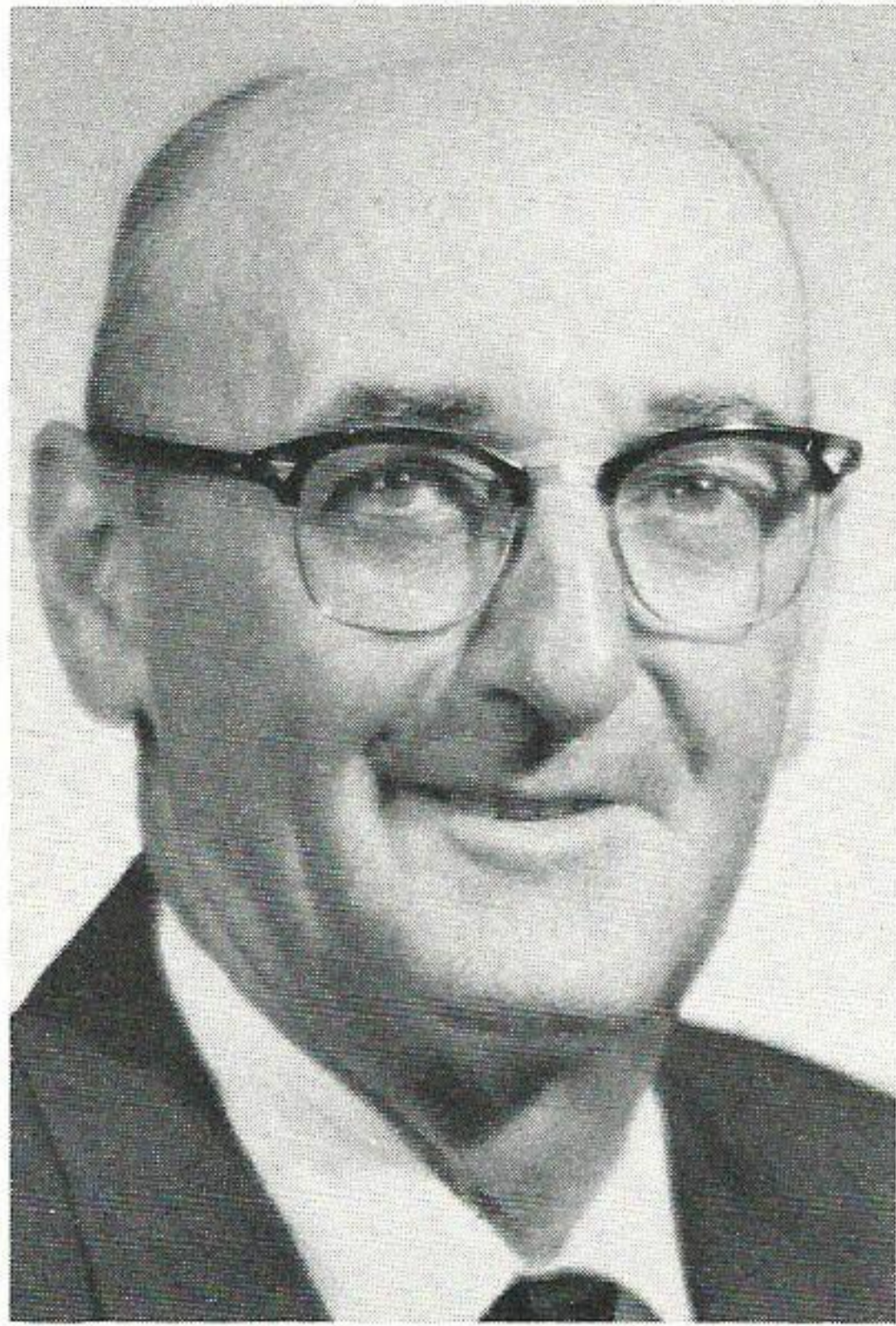
Kindest best regards,



Paul W. Murrill  
Chancellor

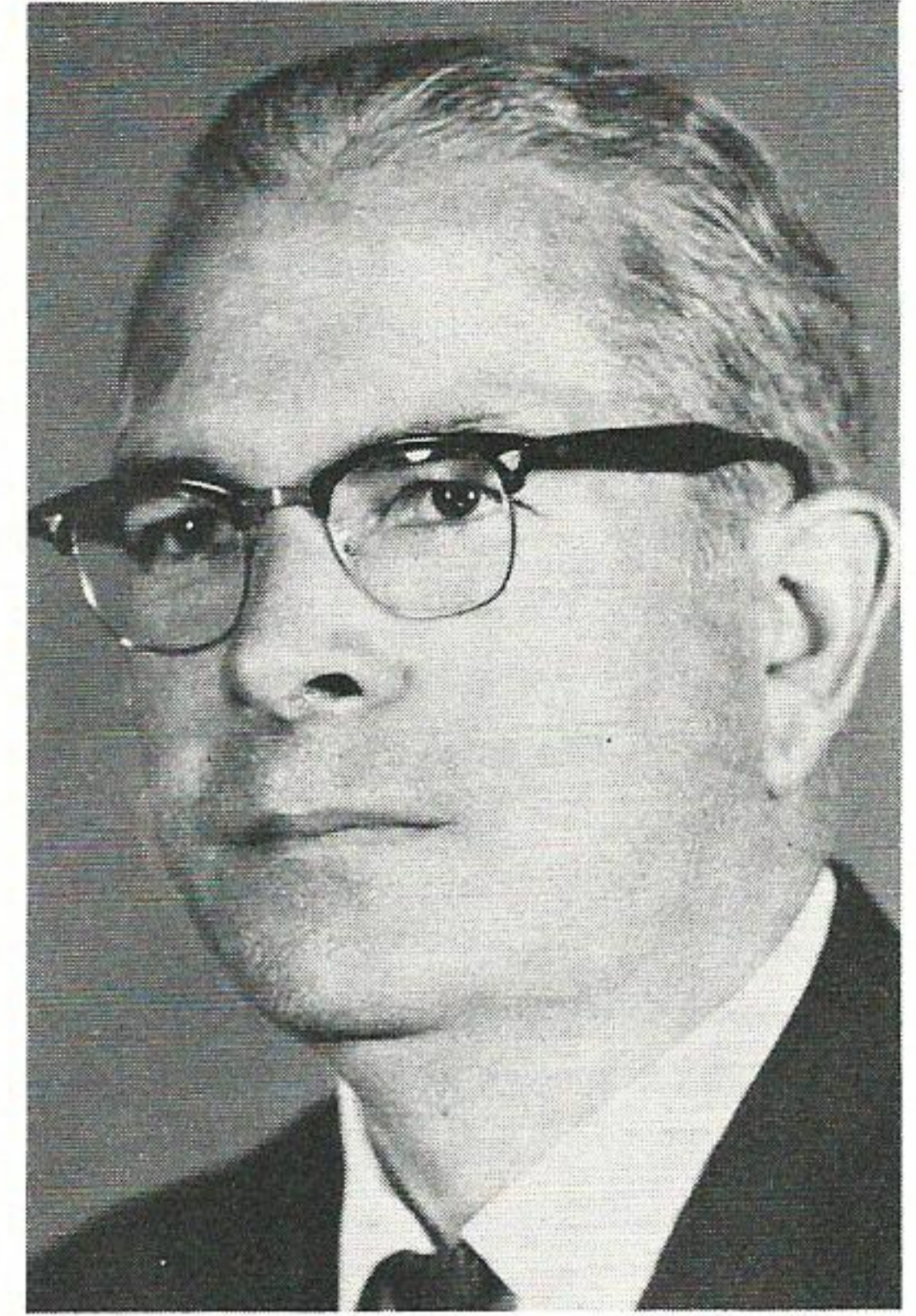
*(The Builders Association of Greater Baton Rouge is about to build two energy research homes under the direction of the LSU Department of Architecture. Carrier Corp., Rockwool Industries and Gulf States are funding the university's participation.)*

# SERVICE AWARDS



**Leonard H. Ernst**  
Electric T&D  
Lafayette

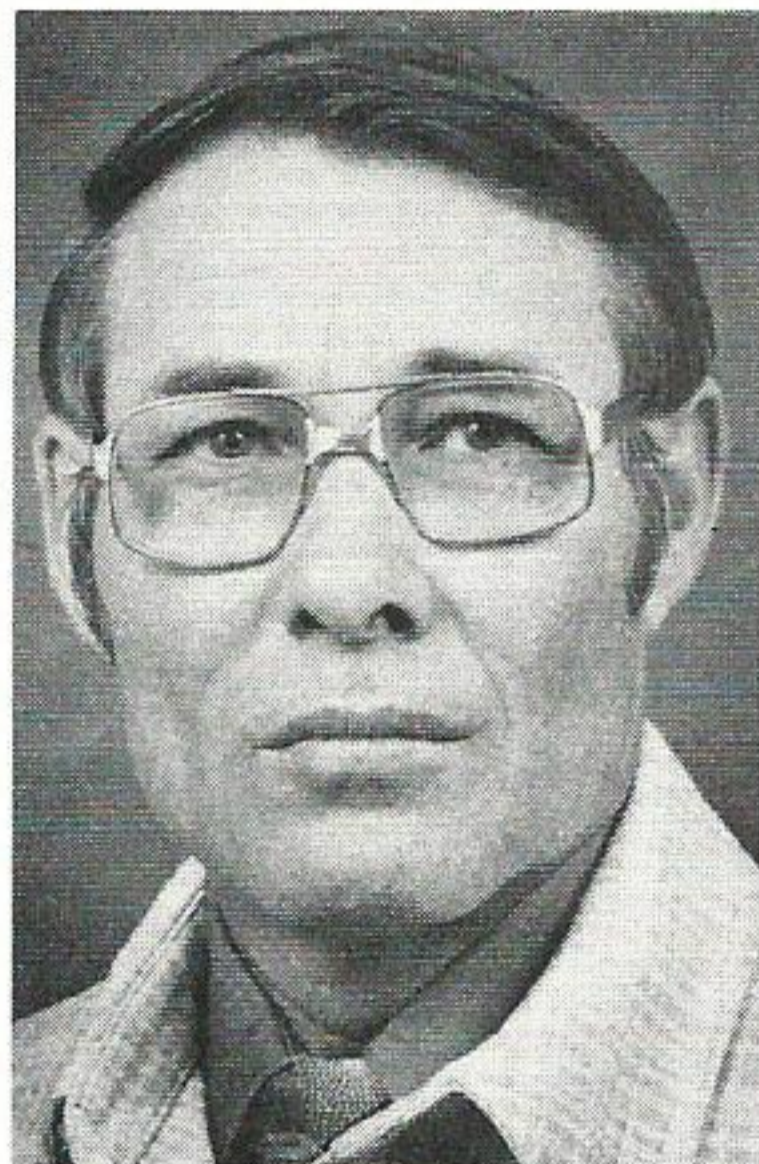
## 40 Years



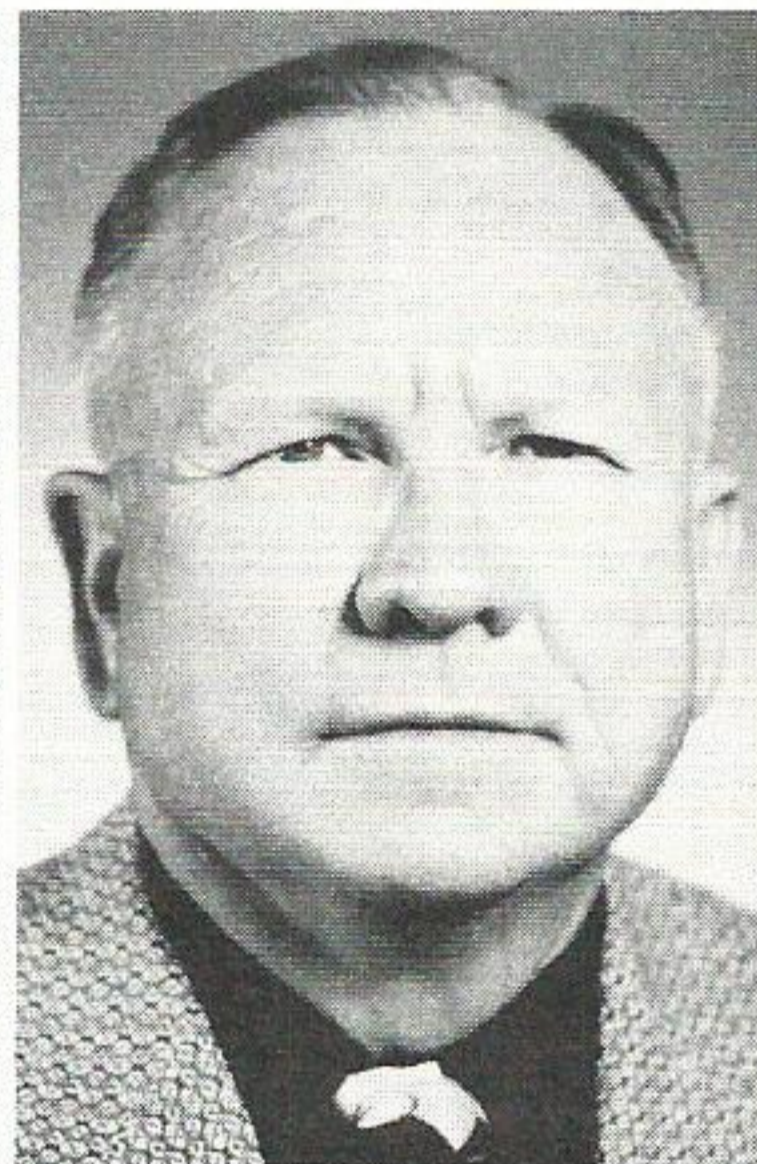
**Wilbert L. Parker**  
Electric T&D  
Baton Rouge



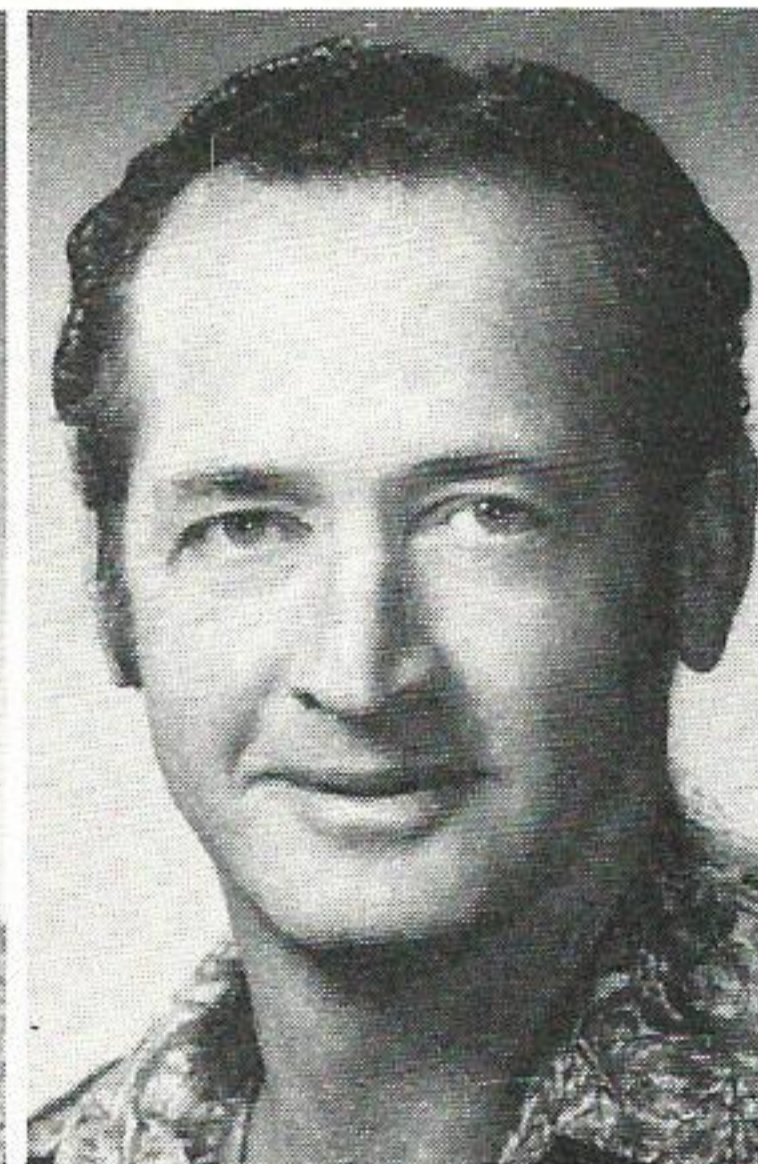
**Lester J. Gauthier**  
Electric T&D  
Lafayette



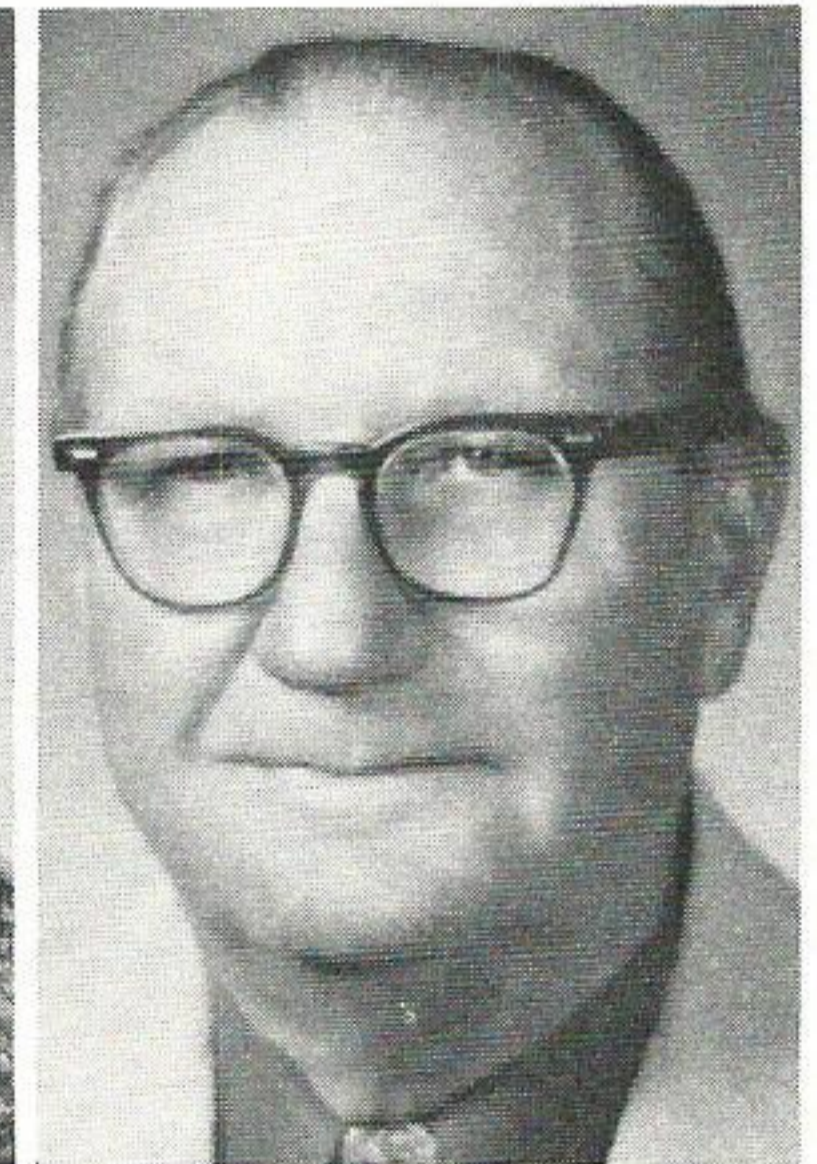
**Columbus Hanks**  
Electric T&D  
Lake Charles



**Gerald C. Bond**  
Electric T&D  
Baton Rouge

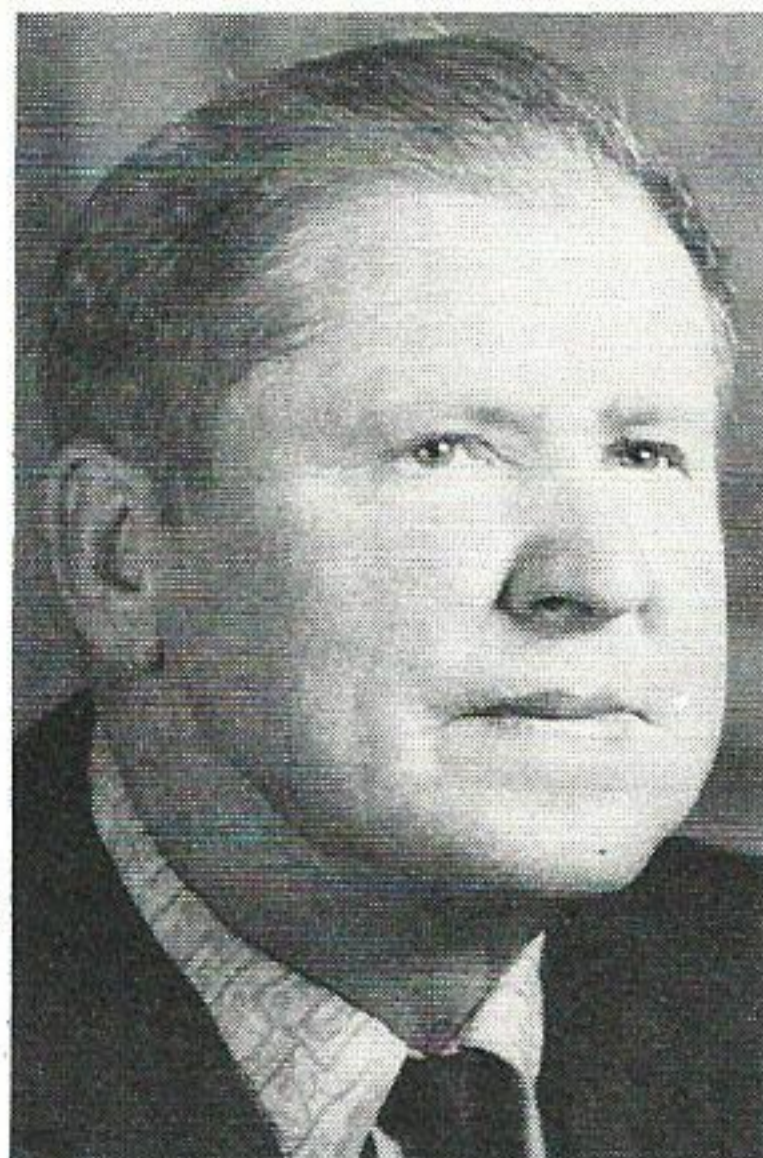


**R. E. Massey**  
Electric T&D  
Beaumont



**R. A. McReynolds**  
Electric T&D  
Beaumont

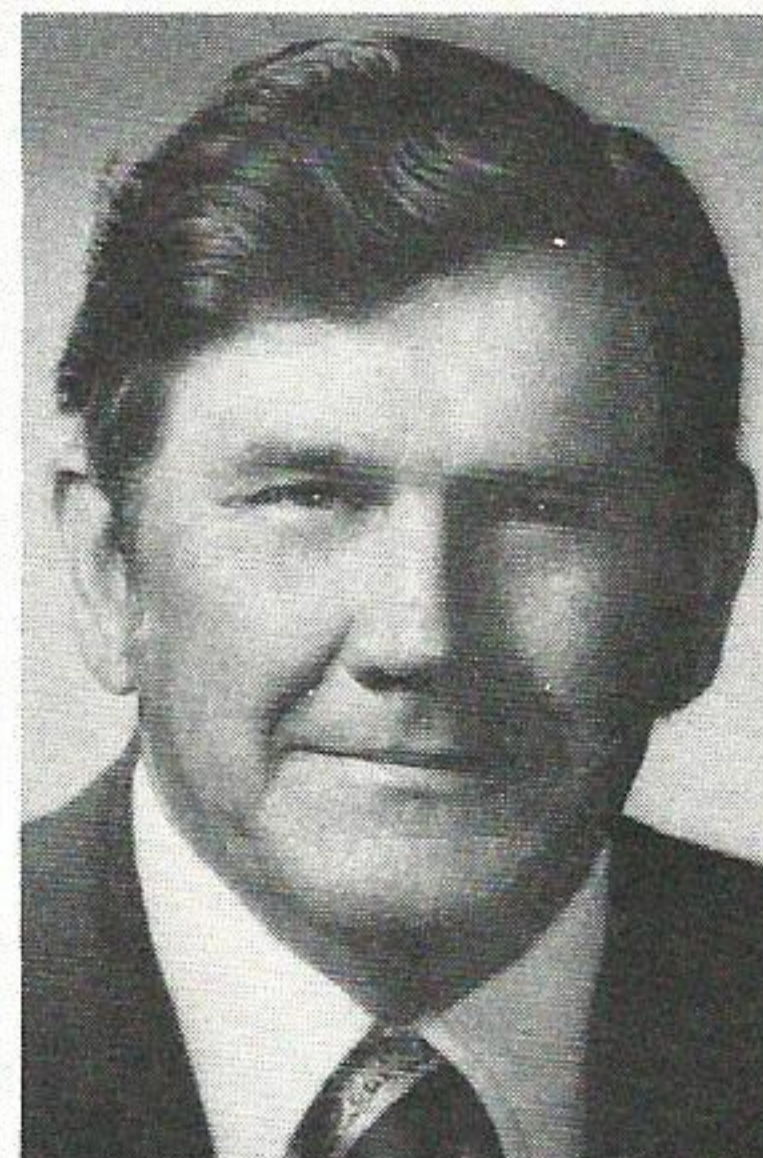
## 30 Years



**James O. Coplen**  
Electric T&D  
Silsbee



**Wallace S. Norwood**  
Division Production  
Port Arthur



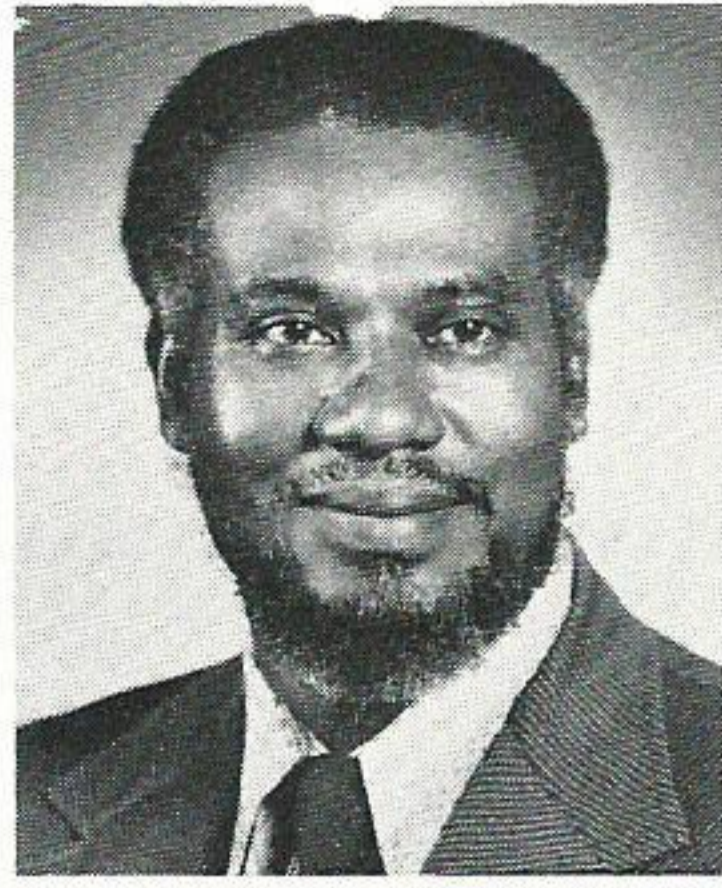
**Raymond K. Welch**  
Engineering Real Estate  
Beaumont



**John W. Hurst**  
Electric T&D  
Jennings

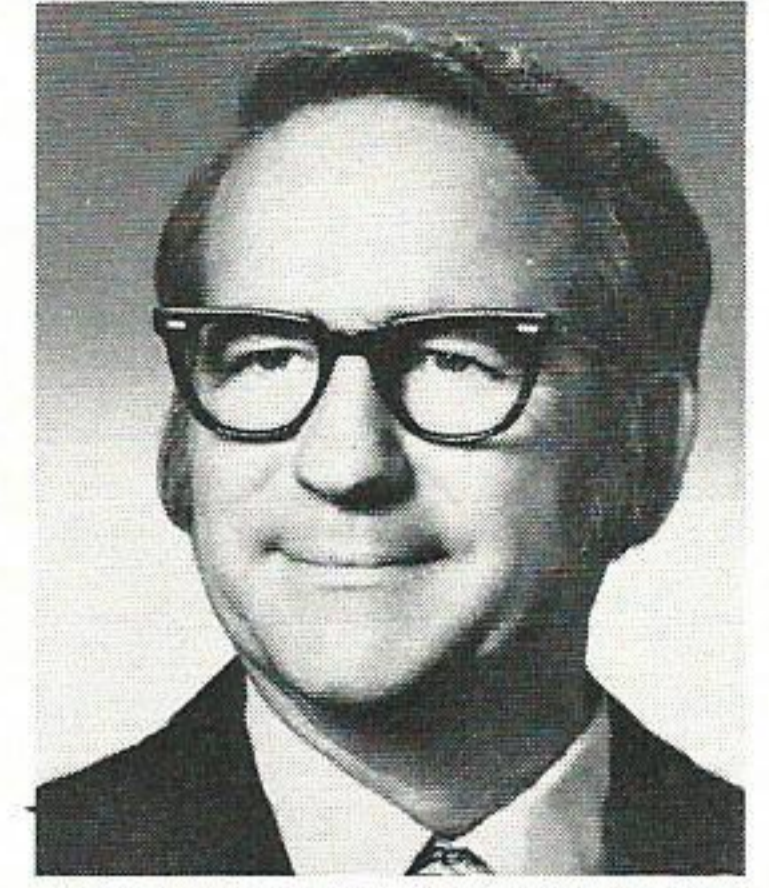


**James Wall Jr.**  
Electric T&D  
Lake Charles



**William R. Major**  
Gas  
Baton Rouge

**Kenneth P. Comeaux**  
Electric T&D  
Baton Rouge



# 20 Years



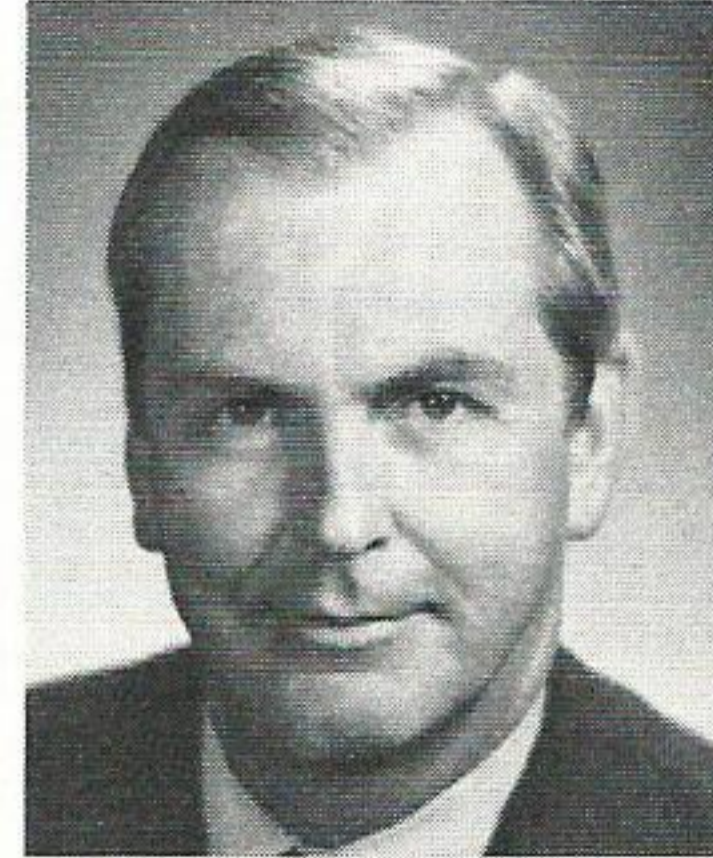
**Evan E. "Kit" Evans**  
Accounting Service  
Beaumont



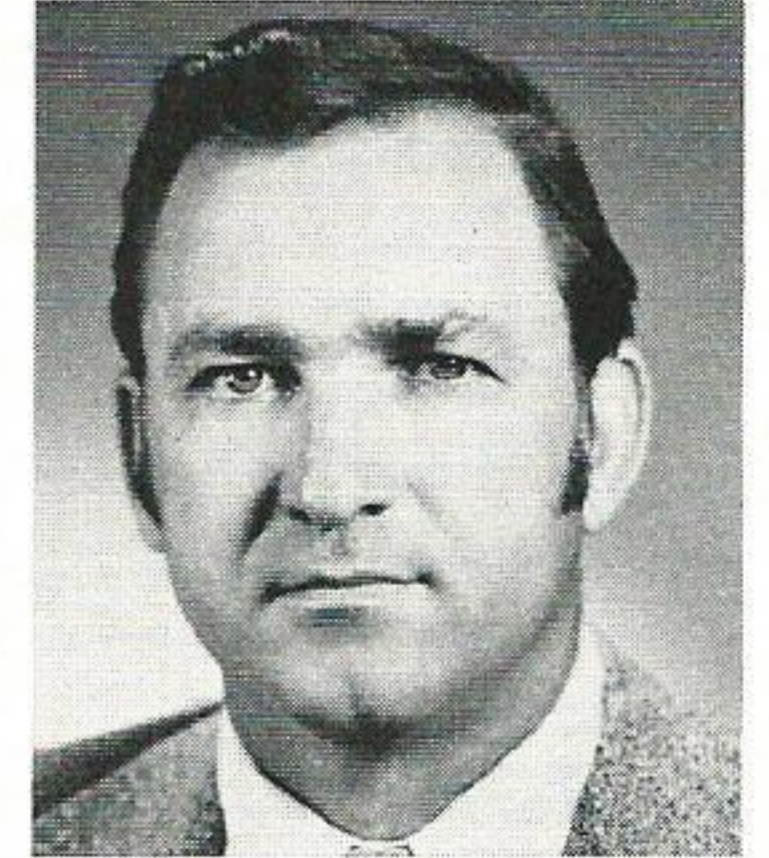
**Jimmie R. Neal**  
Electric T&D  
Baton Rouge



**Martin C. Hebert**  
Electric T&D  
Baton Rouge



**Alfred L. "Pat" Brady Jr.**  
System Production  
Beaumont



**Charles F. Dorhauer**  
Electric T&D  
Baton Rouge



**Thaddus M. Borowski Jr.**  
Electric T&D  
Woodville



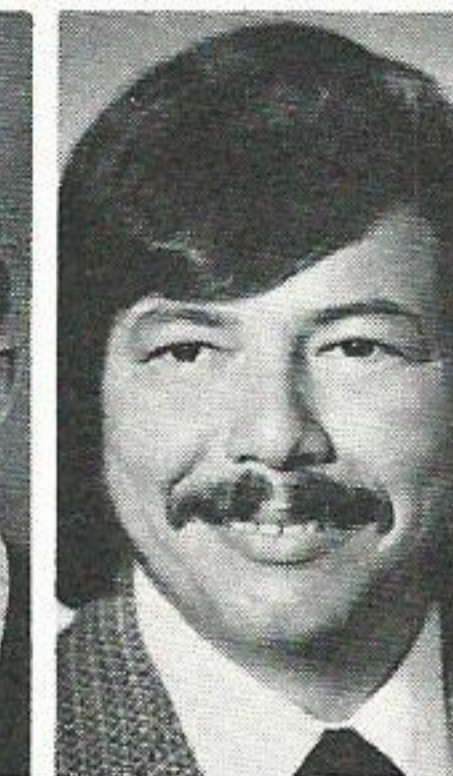
**Linda H. Marks**  
Tax Services  
Beaumont



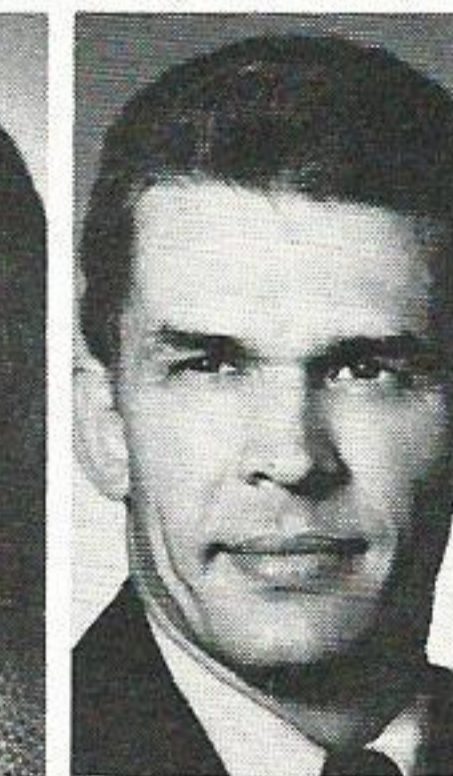
**Lionel Soileau**  
Electric T&D  
Lake Charles



**Danny R. Dickerson**  
Electric T&D  
Lake Charles



**Steve E. Schittone**  
Electric T&D  
Baton Rouge



**Ronald J. Paille**  
Division Production  
Baton Rouge



**George C. Stephens**  
Division Accounting  
Beaumont

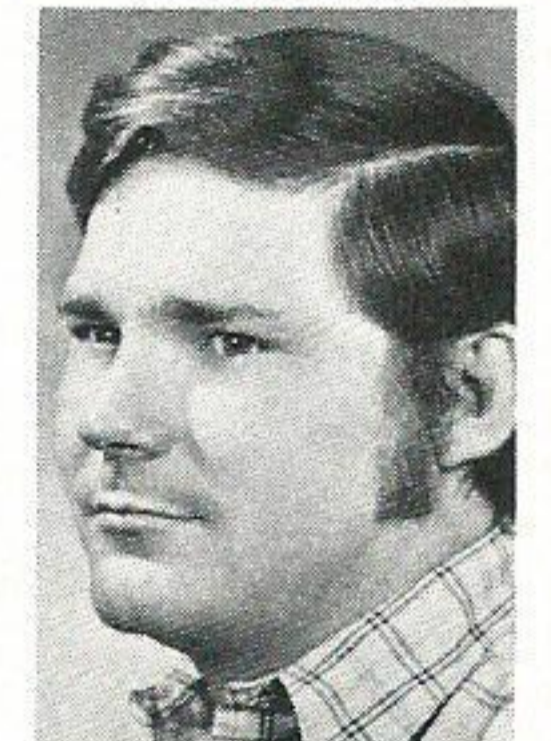


**Tommy L. Cassell**  
Electric T&D  
Lake Charles



**Pansy G. Westman**  
Engineering Design  
Beaumont

# 10 Years



**Edward J. Retherford**  
Electric T&D  
Port Arthur



**Evelyn R. Lawrence**  
Division Accounting  
Mid County



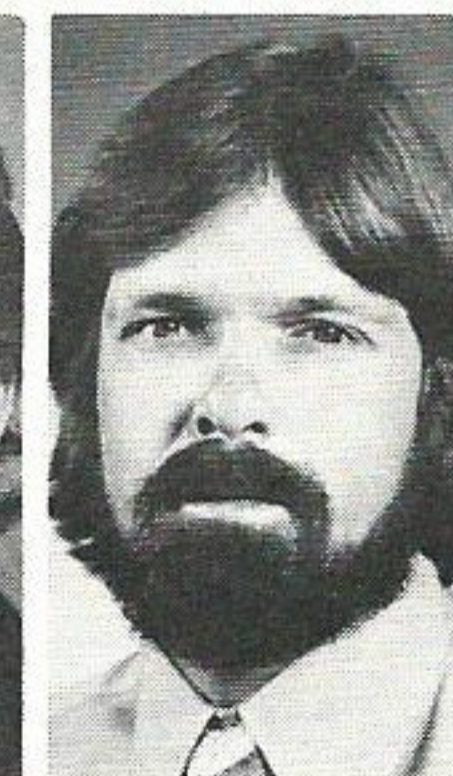
**James L. Moore Jr.**  
Electric T&D  
Conroe



**Wayne H. Monger**  
Engineering Design  
Beaumont



**Eloi J. Mouton**  
Electric T&D  
Lake Charles



**Walter M. Rhorer Jr.**  
Electric T&D  
Baton Rouge



**Paul R. Bourque**  
Electric T&D  
Lake Charles



**Richard Higginbotham**  
Electric T&D  
Lafayette



**Dorothy C. Bennett**  
Electric T&D  
Lake Charles

# COFFEE CUP

## Diamonds are boys' and girl's friends

Several sons — and at least one daughter and one brother — of Gulf Staters fared well in summer baseball and softball leagues.

Most successful were Vidorians who placed second in the District 12-B All-Star competition. The Vidor team outscored Bridge City, Nederland, Orange and Groves by a total of 30-3 before losing in the finals to South Beaumont, 3-1.

On the Vidor team (pictured at right, front row, left to right) were: Chris Karoff, son of Dale Karoff, electrical foreman at Neches Station; Mark Stirling, son of Tom Stirling, senior engineering assistant in system engineering services; Rusty Kennon, brother of Melissa Foxworth, departmental clerk in duplicating; and Kenneth Long, son of Ray Long, director of internal audits. Pictured in the background is the team's manager, Tommy Williams, brother-in-law of Chester Draper, test foreman at Neches Station.

Three employees had sons on the Cardinals team that took first in the regular season play in the North End Senior League in Beaumont.

Danny Flanigan, son of Joe Flanigan, administrative assistant in system operations, was the leading pitcher (9-0 record), top hitter (.580 average) and the home run king of the league. Craig Adrio, son of Raymond Adrio, senior engineering assistant in system operations, was the second baseman on the Cardinals. Father Adrio was the team's manager. David



Bryant, son of Jim Bryant, senior engineering assistant in engineering standards and applications, played outfield for the Cardinals.

Kyle Bolyard, son of Penny Bolyard, collections clerk in Port Arthur, was first baseman on the Groves All-Star team that was defeated by the Vidorians. Kyle hit two home runs in the series and batted to a .445 average. He was also chosen first baseman for the Optimists All-Tourna-

ment team in the area.

Mary Juban, daughter of Lenelle Juban, local office clerk in Denham Springs, played second base for the Livingston State Bank softball team that won its league in the local Parks and Recreation Department summer softball program. Mary scored twice and batted in the tying run in her team's 7-6 win for the championship of the Middle Age (11-13) Group.

## 31 men reroof Asa Barrow's home

A crowd of 31 men, including 25 Gulf Staters, worked July 10 to reroof the home of Asa Barrow, a right-of-way party chief who recently took early retirement due to illness.

"The first shingle was removed at 6:10 a.m., and the last nail was driven and the place cleaned up by 12:25 p.m.," said Ed Cryer, right-of-way supervisor and organizer of the project. "At one time I counted 27 people on the roof at once."

"It looked like the roof might collapse from all the human weight," added Ed

Grimshaw, operating supervisor, in jest. Barrow bought the materials and had them laid out on the yard awaiting the large labor crew.

Jackie Cryer, Hazel Barrow and two other friends cooked up a barbecue chicken feast for the workers.

Cryer estimated that the volunteer asphalt shingling of his Sulphur home saved Barrow at least \$400. "He has a list of all the men that helped on the project," Cryer said. "And his wife tells me he's prouder of that list than the roof."

That list of generous reroofers included: Howard Mack, Ed Grimshaw, Mike Bibby, Ed Cryer, Donald Cooke, Harry Stelly, John Wellhauser, J. R. "Nig" Laughlin, Tommy Cassel, Ed Brawner, Louis Clarke, Calvin Hall, Jack Trouard, Ed Barnes, Travis Fox, Theodore Motte, Don Leland, Wayne Fails, Jim Bates, Charlie Riefsnider, Bill Compton, Mike Newman, Buddy Johnson, J. T. "Rip" VanWinkle, O'Neil Breaux, the sons of Barrow, Cryer and Fails and three other non-Gulf States friends of Barrow's.





**CASTING CHARLES** — Charles Pantallion was given a casting rod and tackle box at a party July 2 honoring his move from laborer in the Beaumont marketing department to storeroom assistant in the salvage storeroom. Pantallion said he fishes a lot — both salt water and fresh water — around Sabine Pass and at Lake Sam Rayburn. The rod's first test came, however, when he went on a fishing vacation to San Antonio and Corpus Christi.



**ALOHA TO PAM** — Pam Walker, departmental clerk in the maps and records section of the Beaumont Service Center, bid Beaumont farewell to join her husband Raphael (left), now stationed in Hawaii with the U. S. Navy. Raphael was in Beaumont on leave when Pam's co-workers saluted her with a good-bye party and a gift of a flight bag. (from Carolyn Motl)



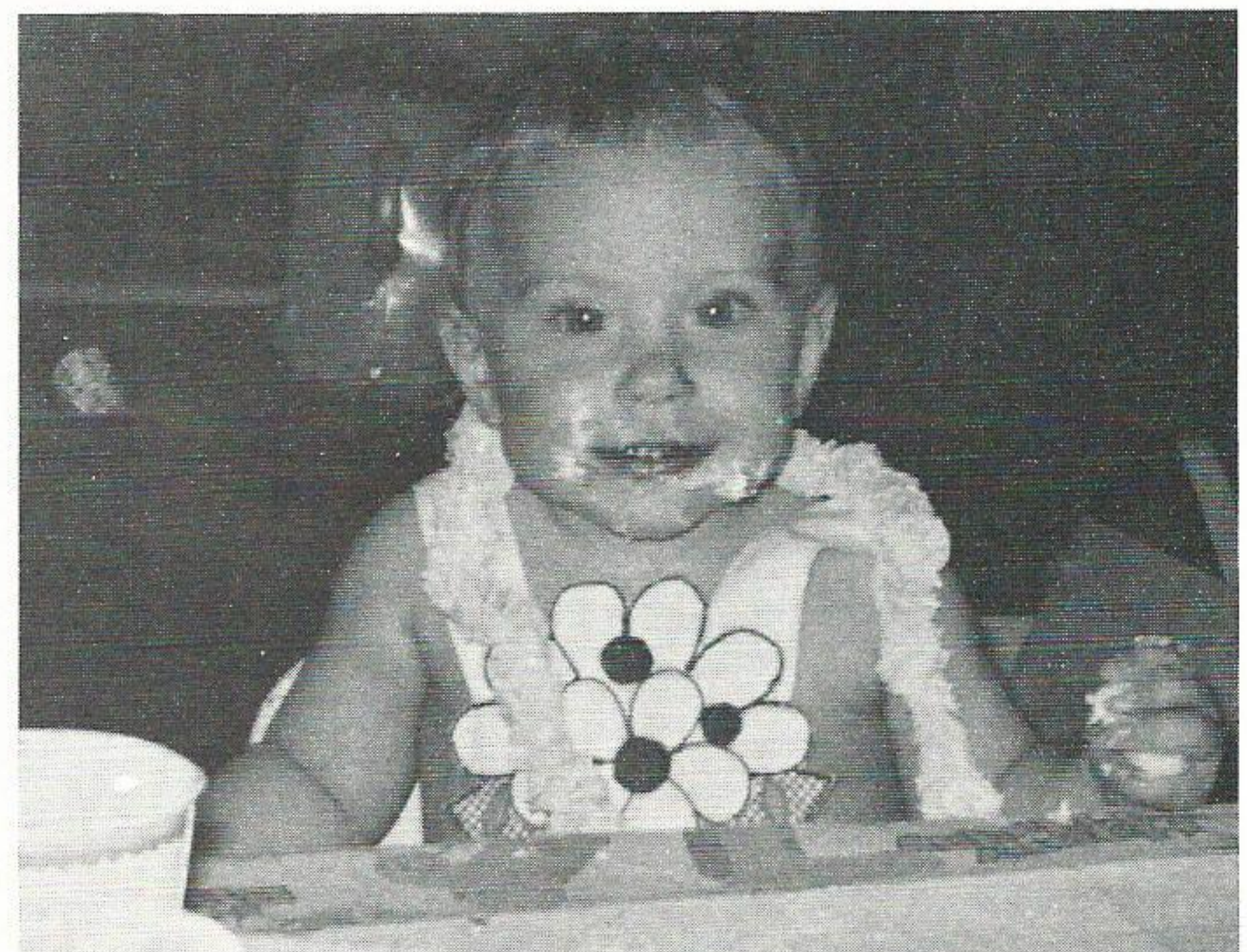
**RETIREMENT STAKE** — Buck Elkins, retired consumer service representative, is noted for the vegetables he and his wife, Evelyn, raise at their house at Crystal Beach. So when his retirement party was held July 30, the couple was presented two red, white and blue Bicentennial stakes for their garden. One stake is labeled "Tomatoes" and the other "Beans". The new retirees were also presented a huge begonia plant shown above. The Elkins plan to live permanently at Crystal Beach. (from Sue Williams)



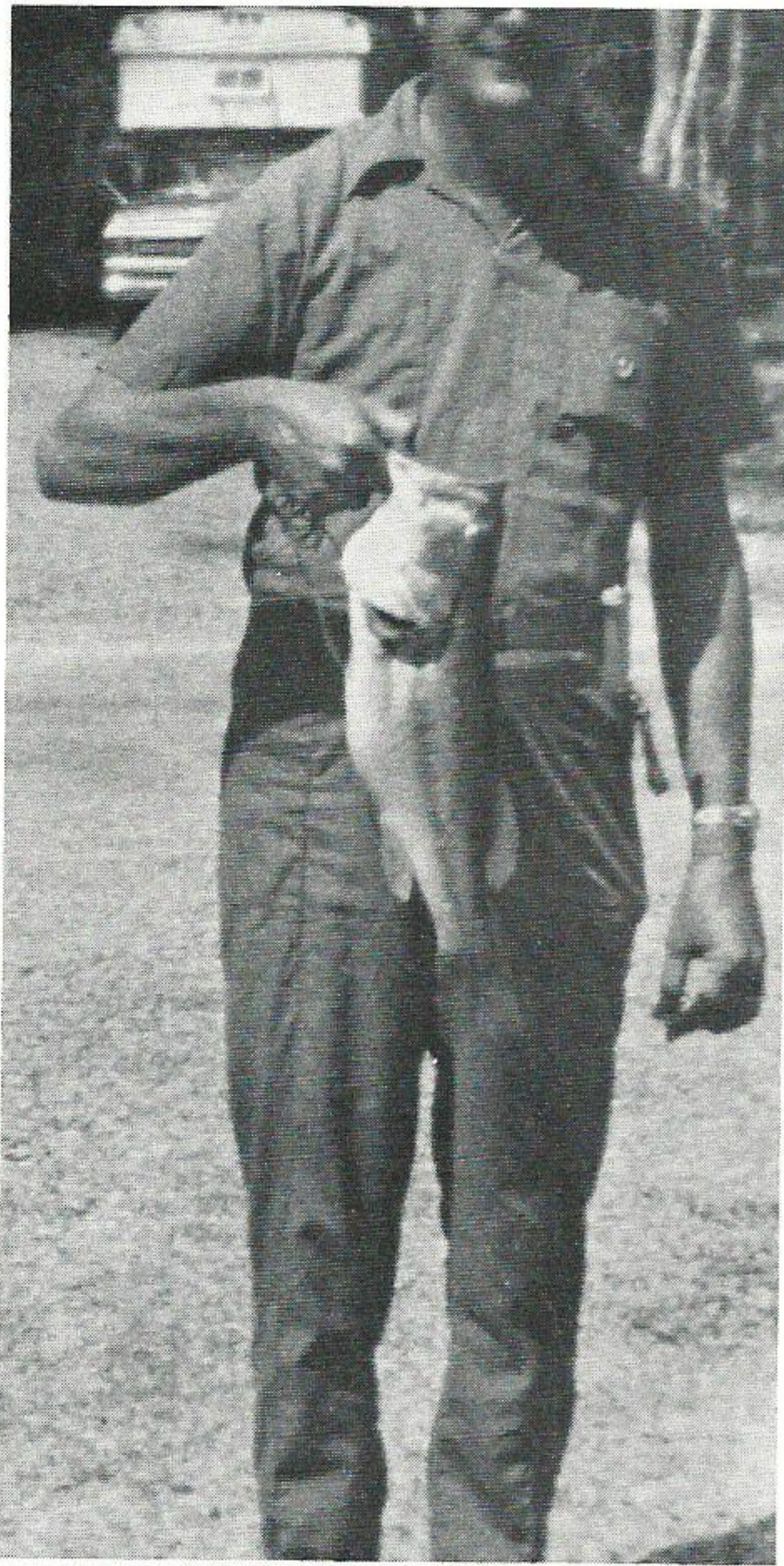
**WELCOME BACK, KATHLEEN** — A bunch of marketing friends gathered in Port Arthur recently to have lunch with Kathleen Peters, a former home service advisor in Port Arthur. Mrs. Peters was on vacation from her home in Mobile, Ala. She is pictured at the far back of the table, seventh from the right. (from Sue Williams)



**HAPPY HAWKES** — Allison (left), 4, and Stephanie, 7, daughters of Marshall Hawkes, engineering assistant in system engineering planning, are happy school is back in session. Stephanie is attending second grade at Regina-Howell Elementary School. Allison attends Little Folks Nursery School.



**BICENTENNIAL BIRTHDAY** — Nicole Mahlmann celebrated her first birthday July 3 by smearing her red, white and blue birthday cake all over her cheeks and hands at her riotous party. Miss Mahlmann is the daughter of James Mahlmann, section head in duplicating and photocopy; and Paulette Mahlmann, departmental clerk in customer accounting.



# Chigger Club continues comical camping capers

There's more than meets the eye in the picture printed at left — the one with Bill Reynolds' head cut off.

The picture was planned that way. But the story why is fairly complicated.

Reynolds, accounting supervisor in Conroe, is a member of the Chigger Club — a group of about 14 families from the Conroe and Houston areas who are camping enthusiasts. The club takes trips just about every month — including soirees to the Wursthfest in New Braunfels, Tex., and the Crawfish Festival in Breaux Bridge, La.

Other Gulf States members of the club are LeRoy Courville, Western Division storeroom supervisor; Dale Gipson, operations supervisor at Lewis Creek; Bill Linnehan and Weldon Dube, both control operations foreman at Lewis Creek.

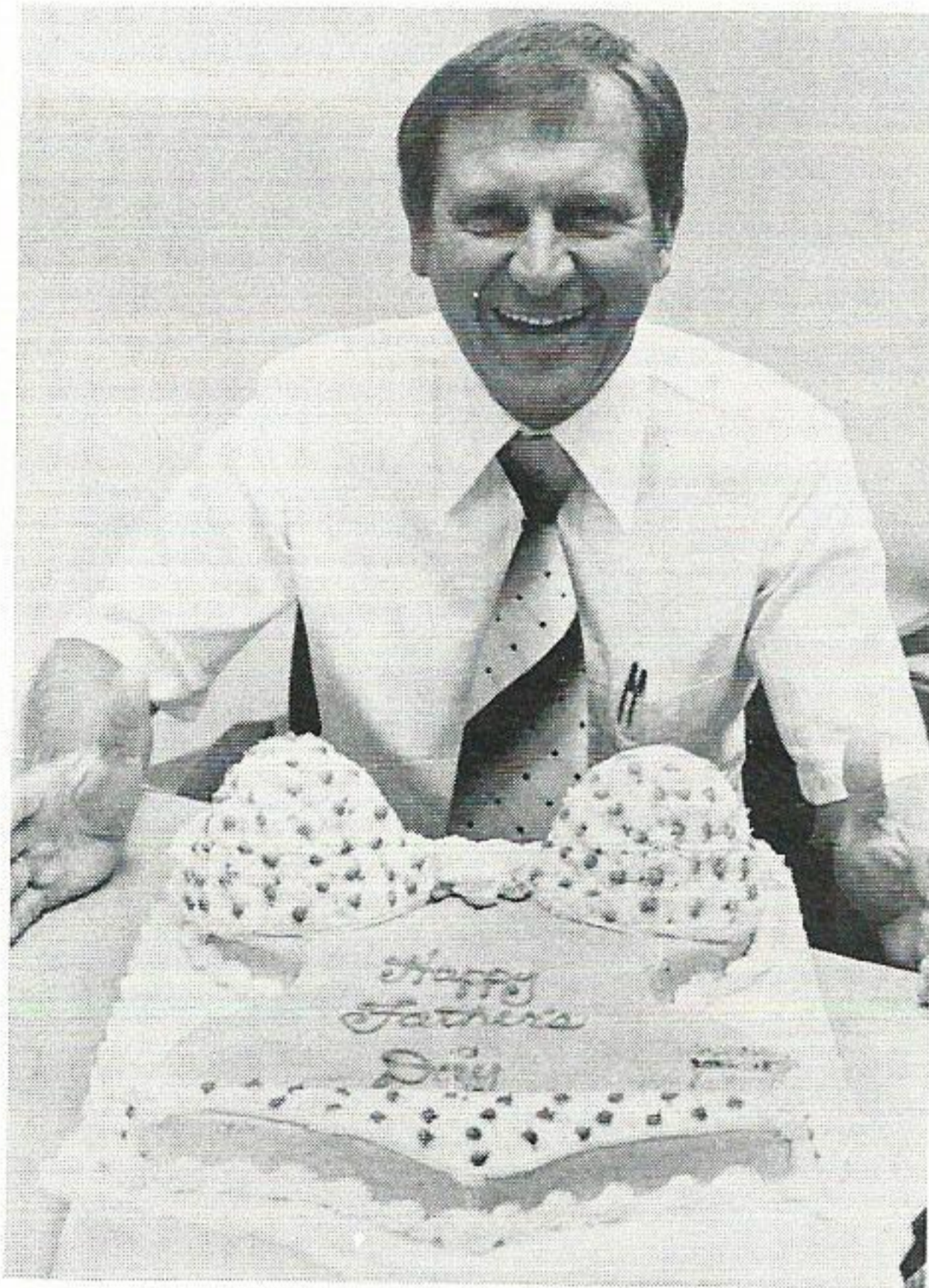
It seems that on one trip in June to

the Crockett KOA, Reynolds "misstepped" while unloading the boat at the camp's marina and fell onto the deck and into the water. And he didn't spill his drink. (You guessed it. It was a cola.)

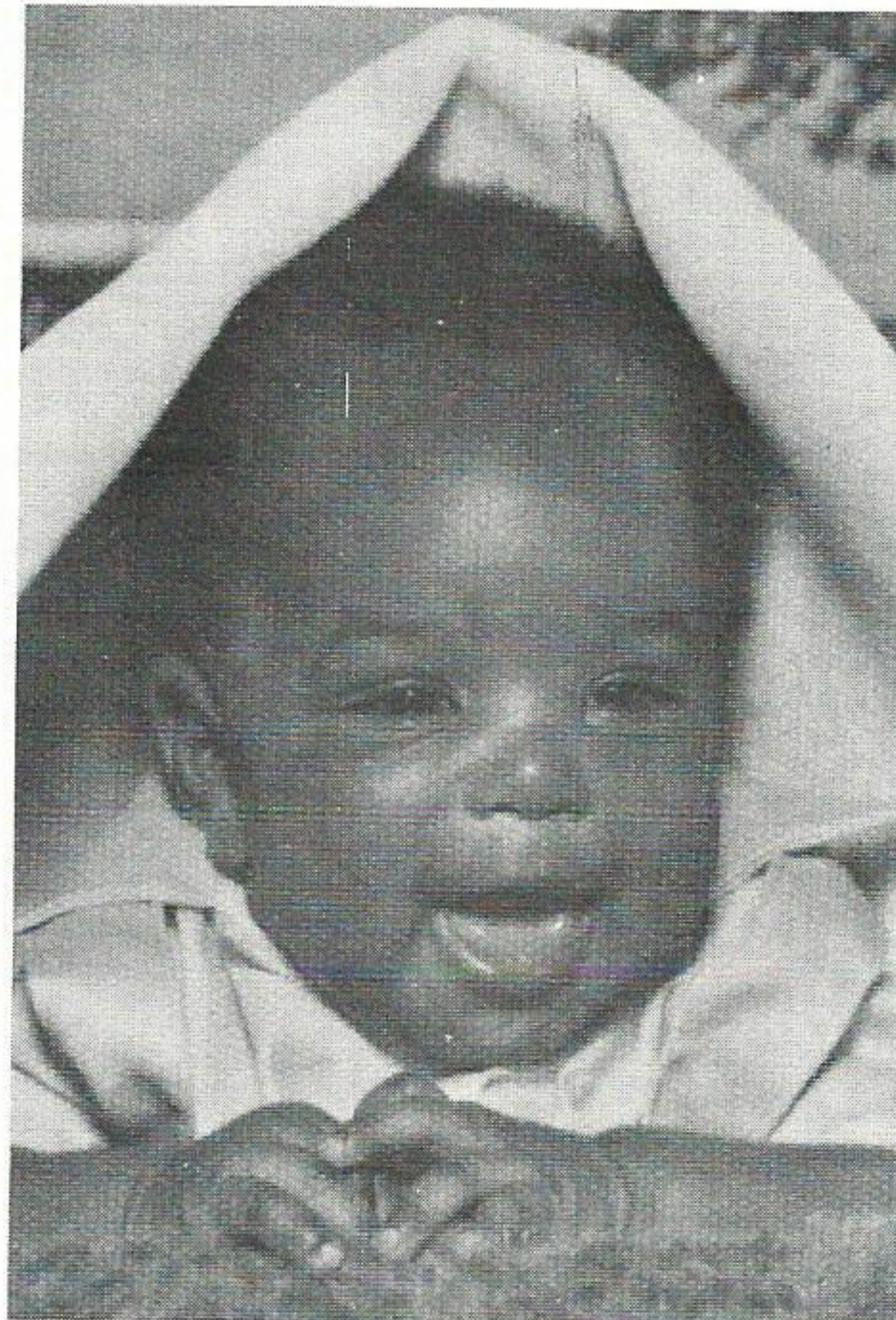
Over the Fourth of July weekend, Reynolds tried catching fish rather than swimming with them and hooked the 4-pound black bass he's holding in the picture.

But Courville — the man with the camera — hadn't caught any fish. So to get even he took a picture of the fish only, without caring how much of the fisherman was included.

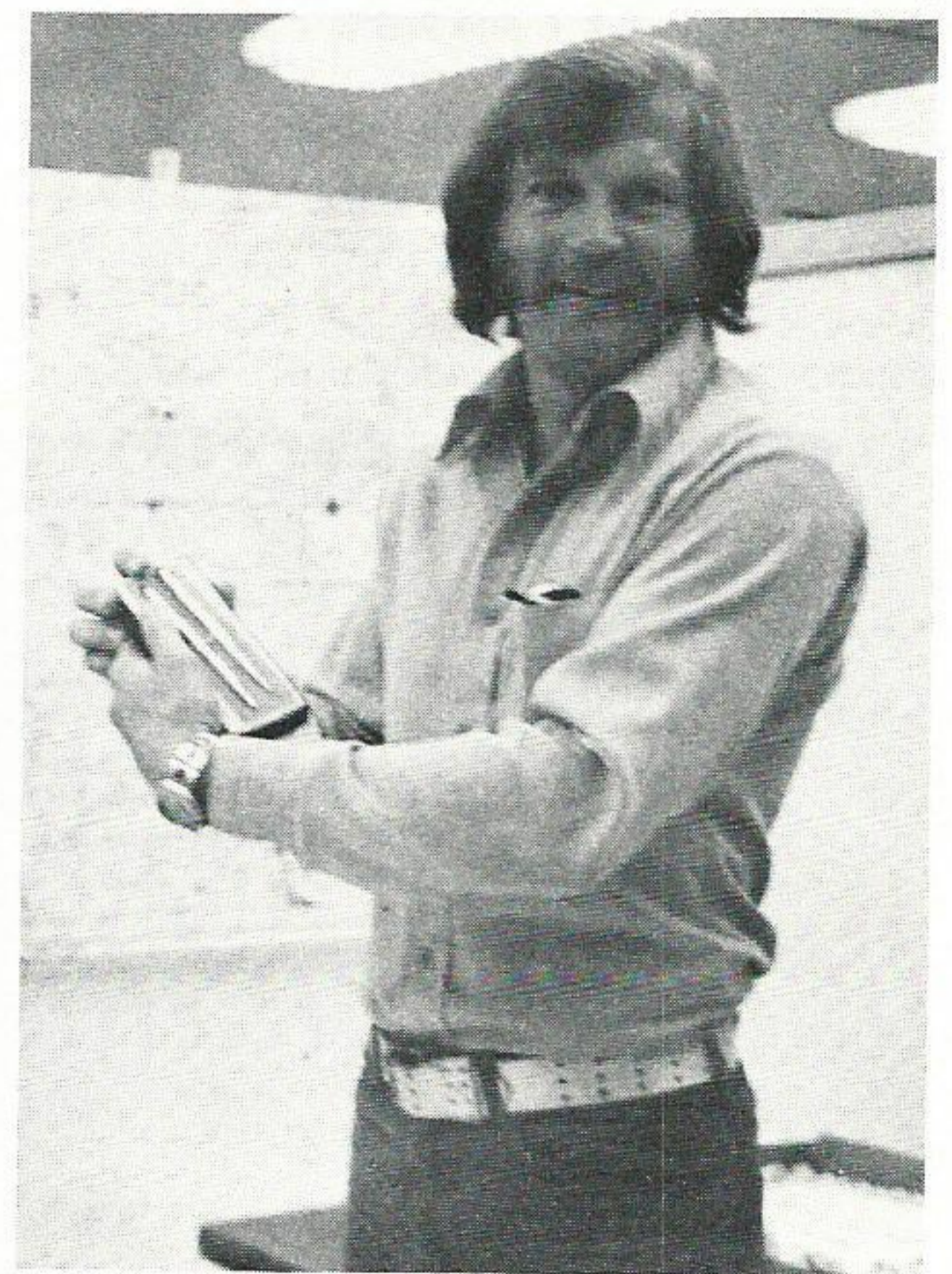
The reason Courville hadn't caught anything was that he was called away from the camping trip to travel to Houston for the birth of a granddaughter — Erin Renee Scott — born on July 4. (from Frances Elliott)



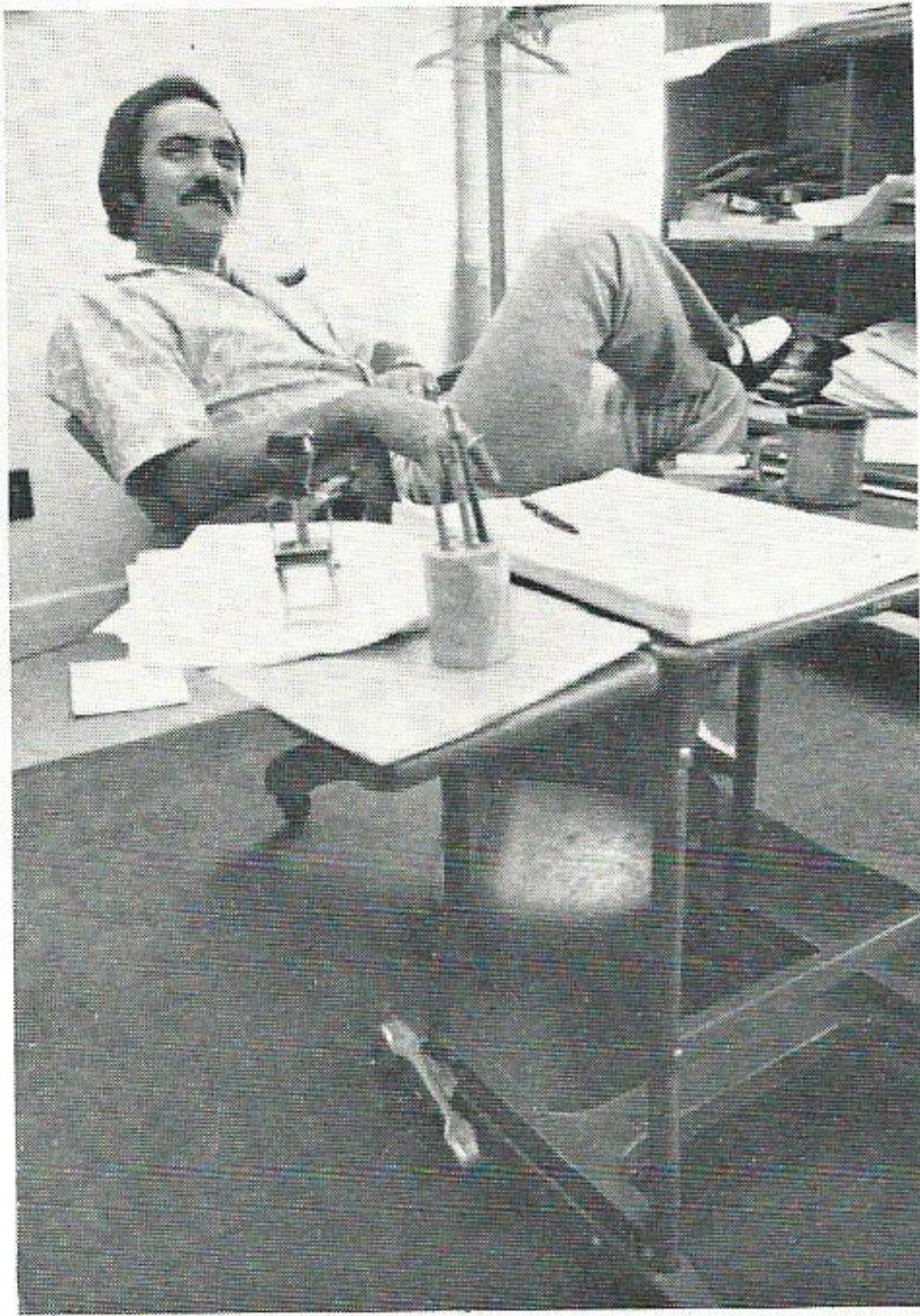
**HAPPY FATHER'S DAY** — Harold LaFosse, administrative assistant in the budget department, received this voluptuous Father's Day present from his 21-year-old daughter, Theresa. Needless to say, the cake didn't last long once LaFosse brought it to the office. The bikini-clad (?) cake was green and gold — the colors of Baylor, Theresa's boyfriend's school.



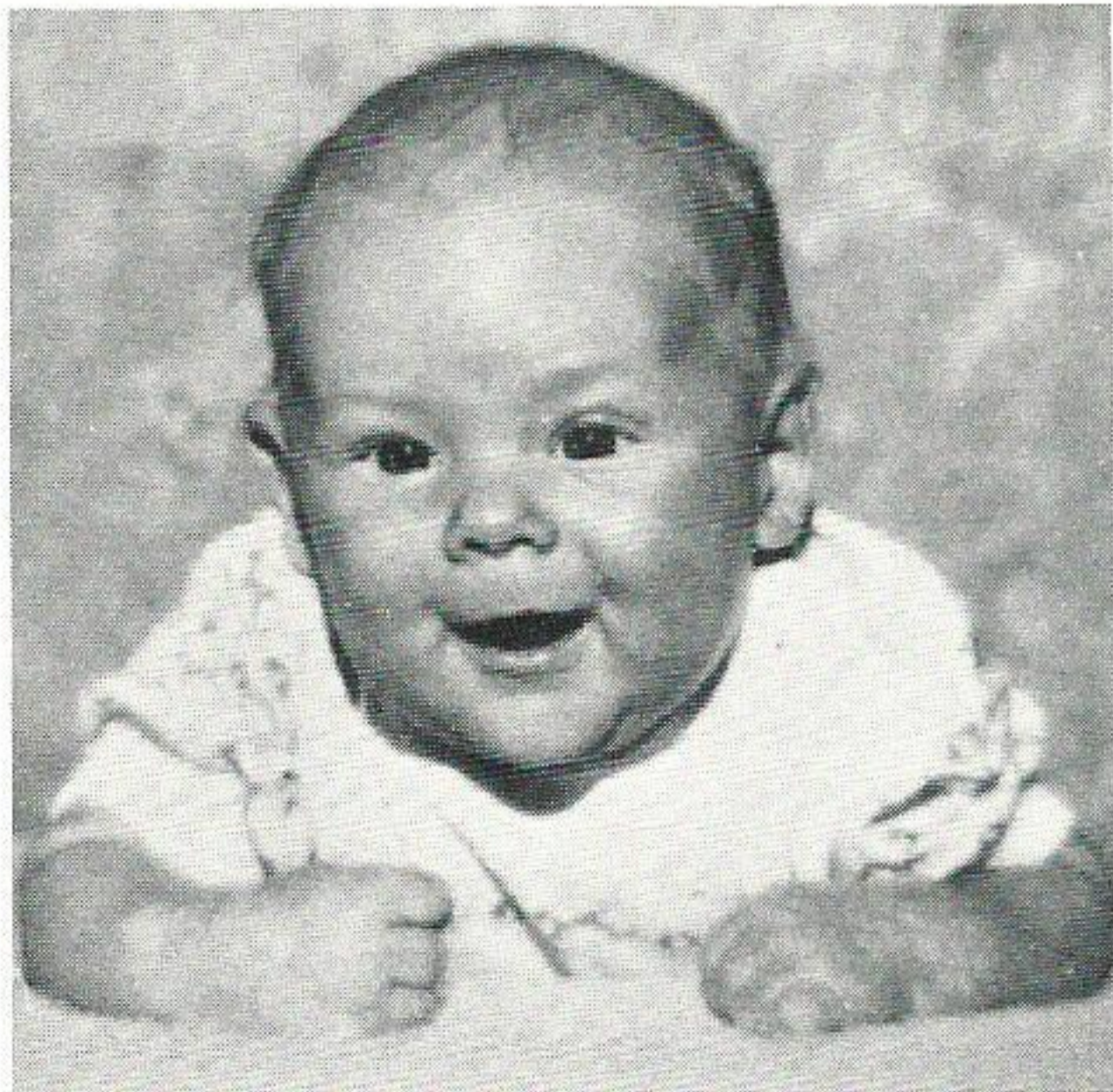
**NO LONGER THE ROOKIE** — Aric Lawayne Haynes, son of Dorothy Haynes, departmental clerk at Neches Station, thought he was a real bonus baby when he entered a day-care nursery at the tender age of six weeks. Not so. He soon yielded to a 9-day-old girl. Aric is reportedly showing the infant "the ways of the old school." (from Terry Bond)



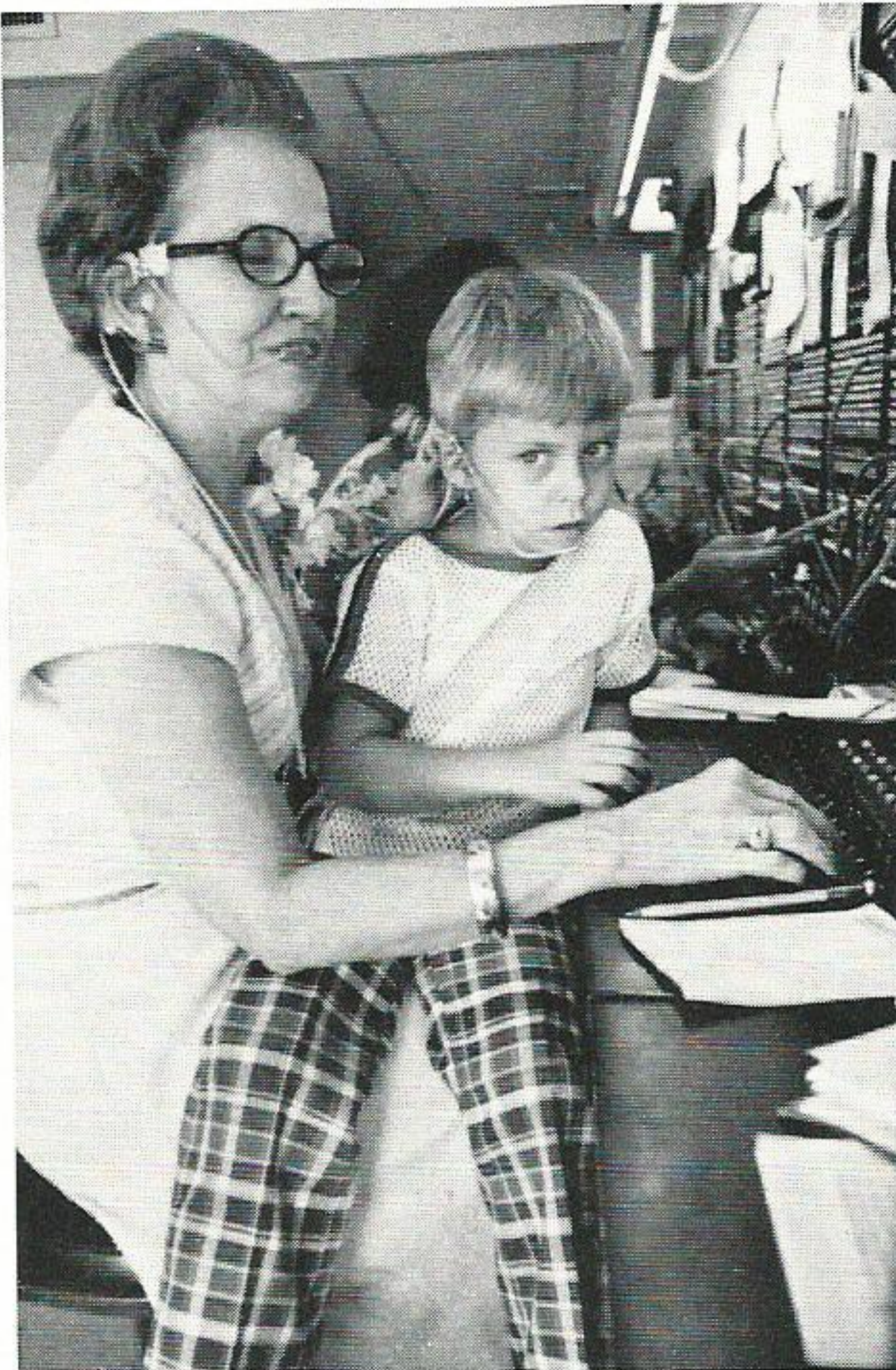
**TRANSFERRING BACK HOME** — Craig Lee, engineering helper, was able to transfer from Lake Charles T&D to Port Arthur T&D in mid-July when a vacancy opened up. Lee was raised in Groves, a suburb of Port Arthur. Lee's Lake Charles buddies threw a party for him before he left, giving him a classy pen and pencil set in addition to cake and other goodies. (from Edith Patterson)



**THE EXECUTIVE TREATMENT** — Ricks Bryant, equipment section head in system engineering services, returned from vacation in August to discover he had been allotted a special executive desk. More like a typewriter stand, really. Bryant did, however, label the table "DESK" with plastic tape — just in case he forgot. A couple of weeks later, though, Bryant found his old desk back in his office. It had been sent away for refinishing without his knowing about it. "That'll teach you to go on vacation," one co-worker said. "As little work as I do, I guess that's all the desk they thought I needed." Bryant added.



**BIG BABY BERTRAND BOY** — Jerry Bertrand of Austin has been pleasing his Gulf States relatives with his impressive growth. Pictured above at age two months, young Bertrand weighed in at 13 pounds. He is the grandson of Andy Anderson, consultant for Varibus; and nephew of Charlotte Anderson, executive stenographer in financial services.



**HAPPY HELEN HEAD'S BIRTHDAY** — Helen Head, chief PBX operator, had a magnificent 55th birthday July 15. A slew of greeting cards from her admirers poured into the operators' room, as did a generous supply of clothes, stationery, necklaces "and all kinds of stuff to make me smell good." Mrs. Head said. "You name it and I got it — or had it at one time. I'm still trying to convince myself I still have it. I don't think of myself as a year older — just sexier. I'm going to make 100." The best part of the all-day celebration, however, was the appearance of two grandchildren: Tommy (above), 6; and Larry, 5. The younger Heads somehow found themselves in Beaumont during their family's move from Seattle, Wash., to Camp Pendleton in southern California.

## New papas

Three employes in Lake Charles T&D were fathers recently.

Burl A. Cockran's first child, a daughter, Jada Mignon Cochran, was born June 25. She weighed 7 pounds, 12 ounces.

July 6 was the birthday of Tal McCain's third son, Jake McCain. He weighed a whopping 10 pounds, 4 ounces at birth.

Both Cochran and McCain are helpers in the line department.

Chad Dean, laborer in the garage, was a father for the first time July 19 when his wife, Rae Dean, gave birth to the couple's first child, Benjamin Scott Dean. The baby weighed 8 pounds 7½ ounces at birth. (from Edith Patterson)

When you have any news or a story you think would be interesting to other Gulf Staters, contact the reporter nearest 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), Glenda Boyd (Acct.), Mary Smith, Robert Graves (Storeroom), Susan Wilks, Debbie Lynn (Engr.), Linda Nelson (Meter), Debbie Reeves (Sub.)

**BEAUMONT:** Bill Toups (S.C.), Carolyn Motl (T&D), Ann Ogden, Edy Matthews, Dorothy Nowell, Carolyn Thaggard, Gina Collins.

**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:** Mona Burris.

**LAKE CHARLES:** Billie Belvin (Garage), Edith Patterson (T&D), Janet Followay.

**LA. STATION:** Marilyn Nicholson.

**LEWIS CREEK:** D. W. Rutherford.

**MADISONVILLE:** Jean Tinsley.

**NAVASOTA:** Betty Dickschat.

**NECHES STATION:** Terry Bond.

**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, Fred Kressman.

**SOMERVILLE:** Mary Brock.

**SULPHUR:** Pearl Burnett.

**WILLOW GLEN:** Dora Landaiche, James Veatch.

**WOODVILLE:** Alene Cole.

**ZACHARY:** Myra Ponthier.

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# Our American Economic System is good bad. (check one)

We asked thousands of your fellow citizens this question. You should know how your answer compares with theirs.

Not too surprising, most people have gripes. Inflation. Unemployment. Taxes. These are among the concerns that topped the list.

Yet, if you checked "good," you join the great majority of Americans (about 80%) who believe that fundamentally the American Economic System — with the individual freedom and high standard of living that have accompanied it — is the best in the world.

The question is: how do we overcome the bad without destroying the good?

Obviously, the more we all know about our system and how it works, the better we can decide what to preserve, what to change.

That's why we are offering a booklet that explains the American Economic System. It is easy to read, interesting — and free. Mail the coupon for your copy today.

Every American ought to know what it says.

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It's one of your basic freedoms.

"Economics" Pueblo, Colorado 81009


Please send me a free copy of the booklet about our economic system.

Name \_\_\_\_\_

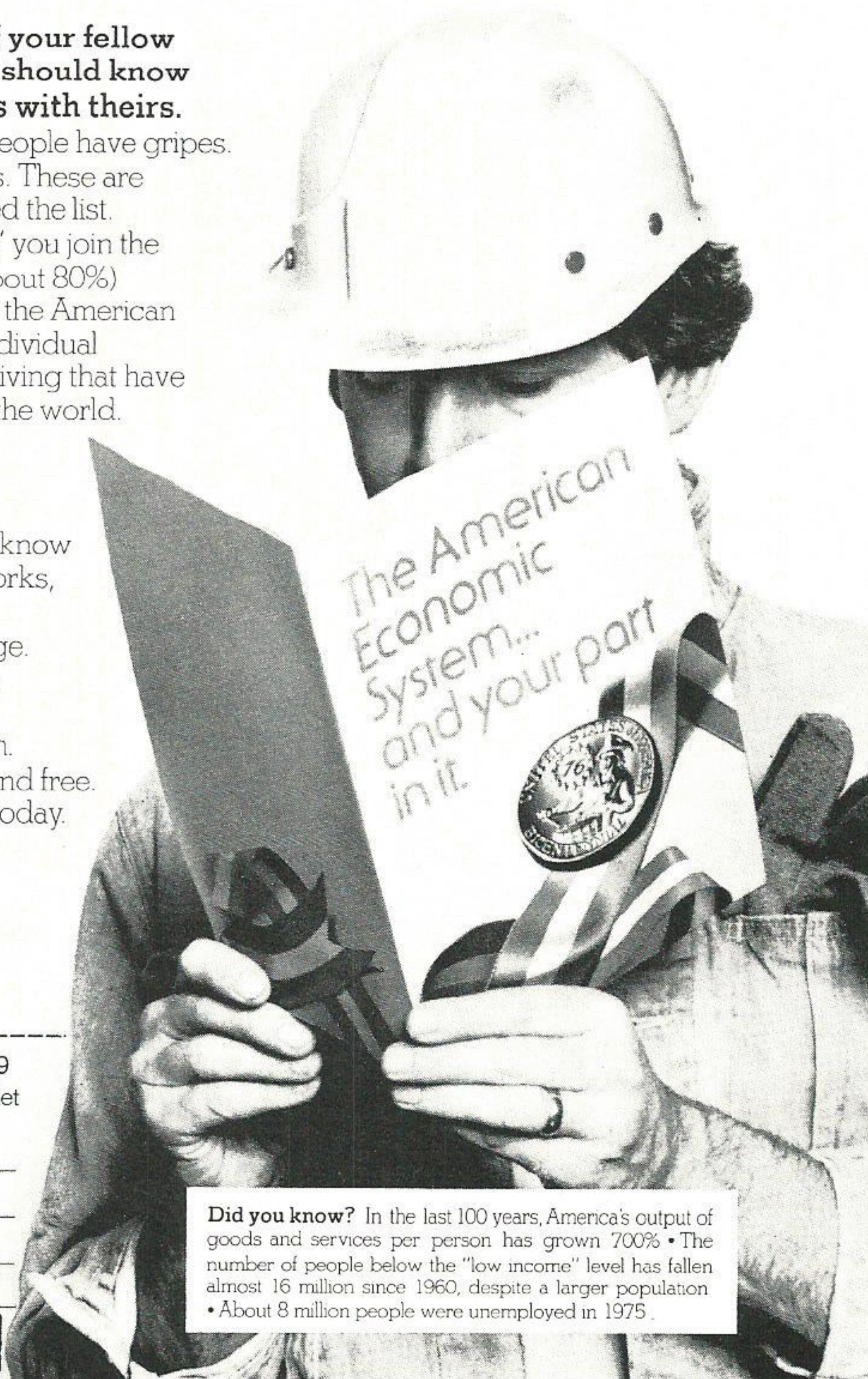
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City \_\_\_\_\_

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 A public service message of The Advertising Council and U.S. Department of Commerce presented by this Magazine.

 Ad Council



**Did you know?** In the last 100 years, America's output of goods and services per person has grown 700% • The number of people below the "low income" level has fallen almost 16 million since 1960, despite a larger population • About 8 million people were unemployed in 1975.

AFTER FIVE DAYS RETURN TO

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