

PLAIN TALKS



SEPTEMBER, 1974



CITY

HALL



As this editor has stated in the past, it's a well known prediction that the era of cheap energy is over. The July 19th issue of the Rural Electric Newsletter gives some interesting (and guaranteed startling) comparisons, as of May 1, 1974, that lend credence.

The highest electric rate in the nation is New York City. For New Yorkers, 100 kilowatt-hours cost 9.88 cents each (plus 7% tax), and 5,000 kilowatt-hours cost 6.82 cents each, plus tax. Therefore, for 5,000 kilowatt-hours, the electric bill would run "only" \$365.18. *Plus* tax, of course.

Boston runs second in kilowatt-hour cost: 5,000 kilowatt hours costing 4.8 cents each in the summer and 3.7 cents each in the winter, with no additional taxes.

Now, let's look at our Company's rates, based on Texas billing figures, in the same light. Up to 600 kilowatt-hours, our customers are charged 3.72 cents per kilowatt-hour. Over 600 kilowatt-hours, they are charged 1.70 cents in the summer and 1.35 cents in

let's talk figures

the winter. For 5,000 kilowatt-hour summer usage, our customers would pay **\$130.07**. This includes the fuel clause adjustment that is passed to the customer plus the 5% Texas sales tax. The same 5,000 kilowatt-hours used in the winter would cost **\$113.90**, taking into account an equal fuel clause adjustment added to the bill and the 5% Texas sales tax.

By now, you undoubtedly see that it's much cheaper, electrically speaking, to be served by Gulf States. Even though we may still complain about high electric bills, maybe these complaints will now provoke comparing our billing figures with those in New York City. Agreed, today's life is expensive. But who can handle a \$365.18 electric bill?

Not me! Especially when I can buy the same amount for only about two thirds less.

M.S.

PLAIN TALKS

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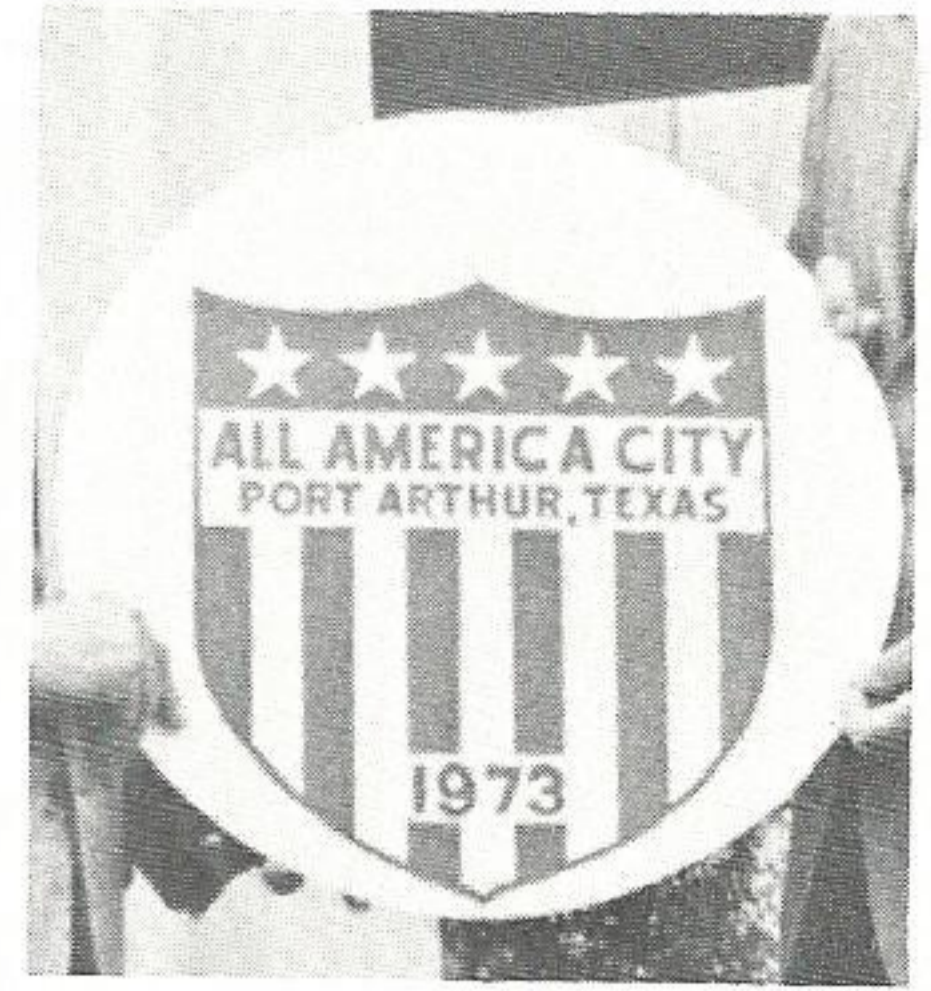
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About The Cover . . .

Port Arthur was recently chosen an All-America City by a New York City based firm which studies applications from all over the nation. Only nine cities qualified for the highest honor, that of All-America. Port Arthur City Manager George Dibrell, on the left, and the proud mayor of Port Arthur, Bernis Sadler, have reason to be happy for a job well done.



Port Arthur's Sales Superintendent Jim Stelly (left) and Division Manager Randy McAlpine (second from right) hold flags bearing the All America seal. The flags are proudly displayed throughout the city's businesses and homes.

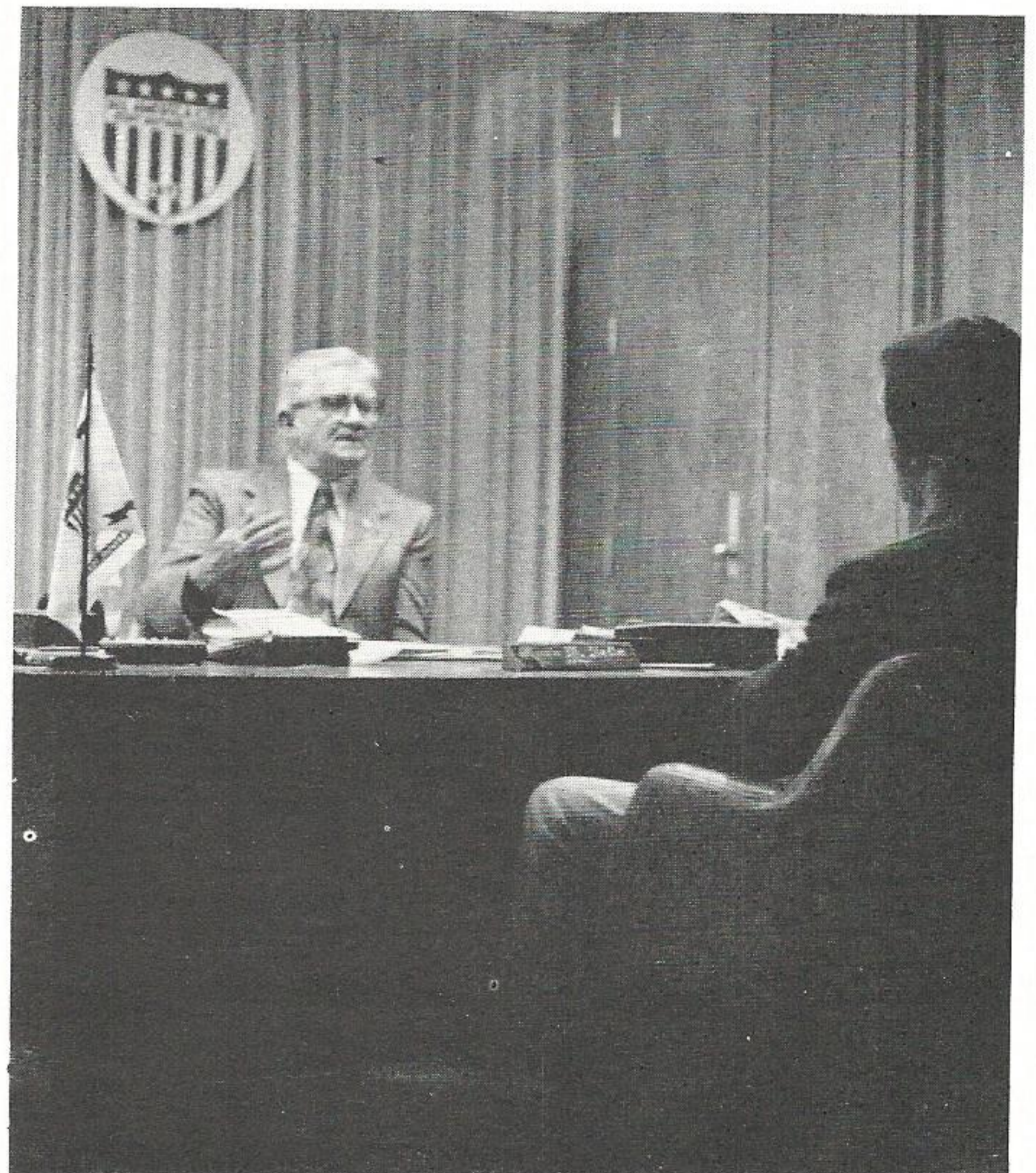
port arthur— all america city 1973

The long-awaited award finally came to Port Arthur, giving her the credit she fully deserved.

In 1973, nine cities in the United States received a special distinction. Each was deemed an All America City. One of the nine recipients, proudly enough, was Port Arthur, Texas, main office of our Port Arthur Division. Although the smallest of our five Company divisions, Port Arthur is big in many ways—especially in the field of civic awareness.

In 1970, Port Arthur was one of ten cities to receive an honorable mention in the same competition, coming close but not quite making it. The current honor came after a lot of hard work by many dedicated citizens.

How did it happen? The main basis was civic achievement and not necessarily the amount of brick or glass or four-lane highways, or the other material aspects that comprise a city. Three main programs were completed in 1972 in Port Arthur that were instrumental in achieving the award: a non-profit organization known as Revelation Resurrection, Inc., which purchased a 19-passenger minibus. The bus route, driven by volunteers, covers some 8,000 miles per month and charges 40 cents for adults and 25 cents for children. This bus line was formed by Revelation Resurrection, Inc., to overcome the failure of the city's public bus service and allow the elderly and financially disadvantaged a means of transportation in the city.



Mayor Sadler explains to Plain Talks Editor Mike Shurtleff the three civic programs, completed in 1972, that were significant in Port Arthur winning the award.



Port Arthur City Manager George Dibrell (left) and Mayor Bernis Sadler proudly display the plaque proclaiming Port Arthur a 1973 All America City.

In the field of retirement, Port Arthur Citizens' Club, led by R. L. Jones, initiated a move that led to a change in the state constitution. This move now grants a \$3,000 per year exemption for ad valorem taxes for those over age 65. In 1972, both houses of the legislature passed this measure; the referendum was approved by a three to one margin statewide.

Revenue sharing was the third of the civic achievements that helped Port Arthur to claim the fame it deserved. Mayor Bernis Sadler, the city council and City Manager George Dibrell felt that Port Arthur should be the first city in the nation to actively seek citizen participation as to how their revenue sharing funds should be spent. This was done through the use of a survey card mailed to water meter customers and hand-delivered to those not reached through the water system. This card asked families to list problems of the city that needed attention. The results listed police protection, street and drainage improvements, city cleanup and street lighting as principle items that should receive almost \$1,000,000 worth of immediate civic action.

Other accomplishments listed in the 1973 All America City entry were:

- * A new \$5,000,000 wing dedicated at St. Mary Hospital
- * The Gulfway Drive underpass
- * An \$80,000,000 hurricane flood protection system, partially completed at the time
- * Substantial completion of a 1962 bond issue intended to serve all areas of Port Arthur with water and sewage facilities
- * The initiation of a job validation study to insure

that city civil service tests were free of prejudice

- * The donation of 155 acres of land to the city for a golf course east of Highway 69. (A federal grant is being used to construct the course.)

Procedure in applying for the All America City honor consisted of an application, signed by Bill Maddox, executive of the Port Arthur News, submitted to a committee in New York. Such applications were sent to New York from throughout the United States. From hundreds of applications, 18 finalists were selected. The next step was a ten-minute slide-talk presentation, given by Bill Maddox and Sam Munroe, president of Port Arthur College, to a twelve-member All America City jury in Dallas, Texas, in October, 1973. The foreman of the jury was Alec Gallup, son of George Gallup, famous pollster. Official notice that Port Arthur had been named a winner came in April, 1974.

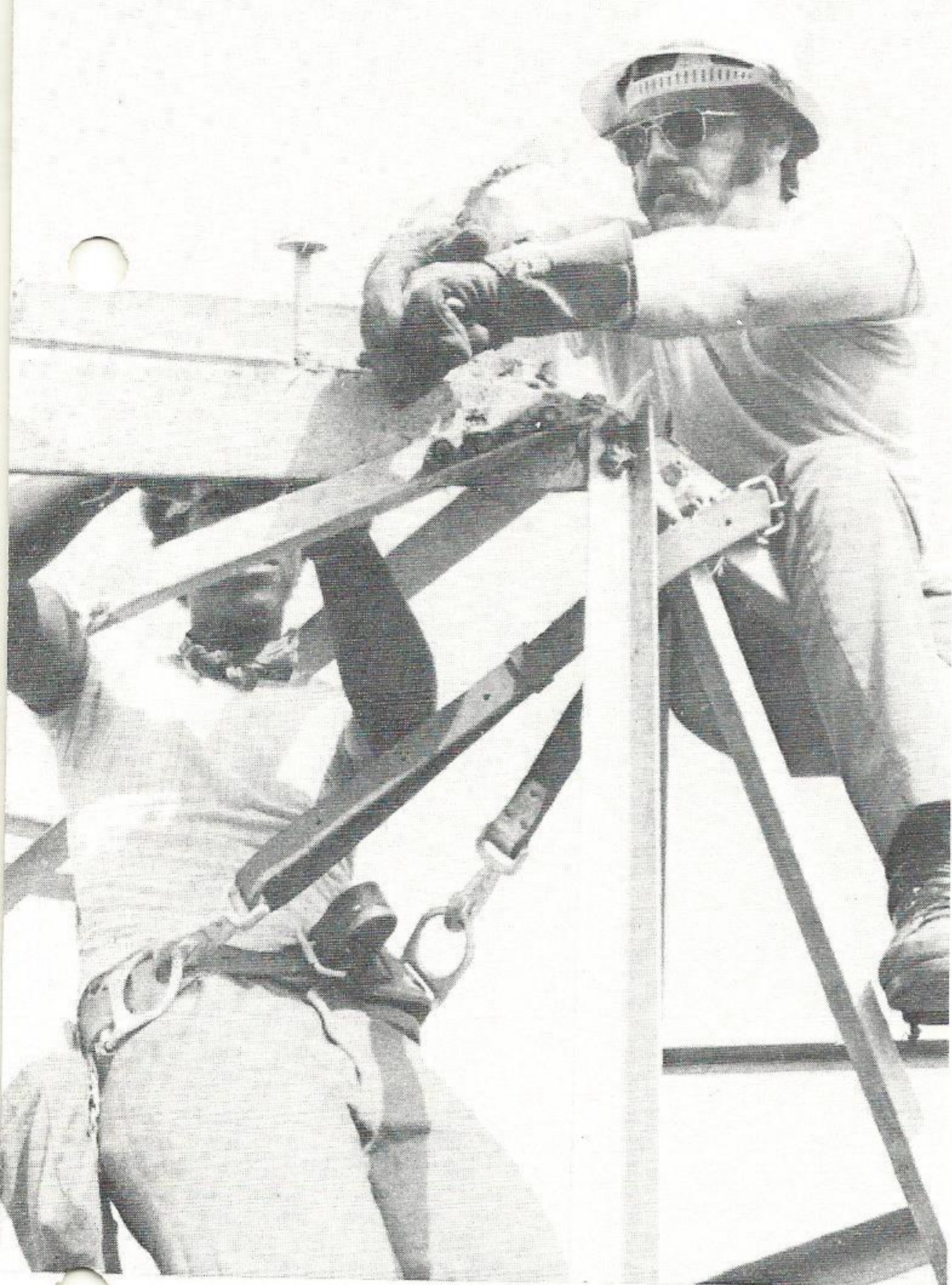
The impact of this award on Port Arthur has been great, obviously. It has furthered civic awareness significantly, affected in a positive way the interaction with governmental institutions in other cities and has definitely enhanced the overall pride of Port Arthur's citizens.

Favorable results of winning the award will, to be sure, continue to be seen for many years to come. Port Arthurs are proud of their city and proud of their honor—an honor that is deservedly theirs. Leaders from other cities in the nation have visited Port Arthur because of their All America City status in order to learn more about the city. They learn why it is what it is today - a growing, civic-minded, personalized city.

And no doubt it will remain just that—far into the future.



Viewing the All America City award are the City Fathers. Seated are Mayor Bernis Sadler (left) and 1973 Mayor Pro Tem Malcolm Clark. Standing (from left) are City Councilmen C. Fred Huber, Capt. Robert P. Walker, Joe L. James, Arthur J. Guidry and Maurice Conerly.



*Reprinted from Current Topics
(Baton Rouge Division)*

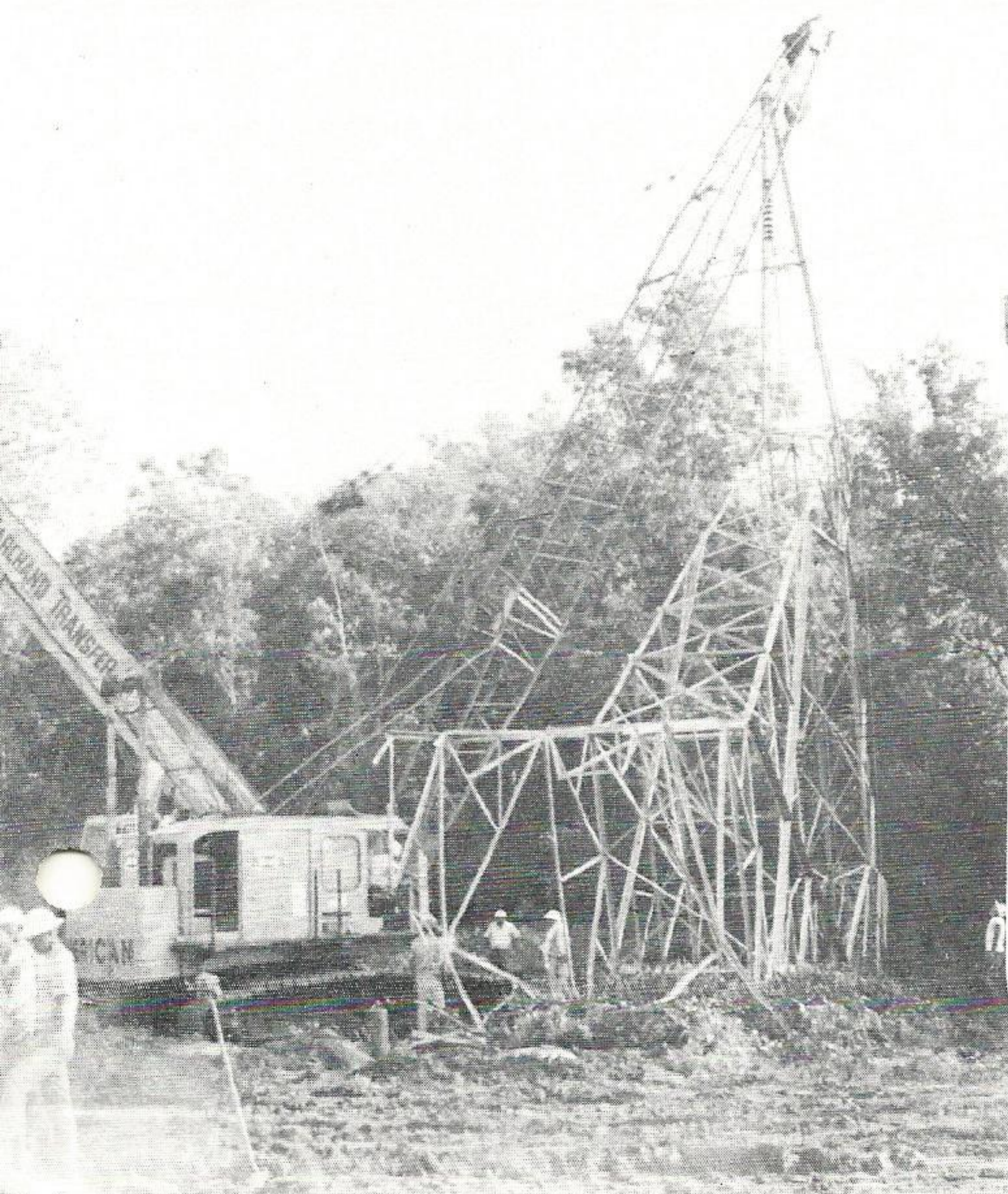
On July 17, a twister set down on an area of the 500 KV line running west from Willow Glen Station to Lafayette and damaged two of the steel supporting towers.

Damages and costs of replacing the two towers were estimated at some \$100,000. This includes the cost of two new towers, new concrete foundations for both, labor and equipment. Local contractors had been retained to operate the heavy equipment needed for the erection of the towers.

Work began on July 18 of dismantling the damaged structures and tearing out the old concrete foundations. The new towers, immediately available from Willow Glen, were shipped to the site and Company crews began putting them together. Parts of both towers are being re-used, but much steel will be scrapped.

Repair time was to be 14 days but was

job well done



completed in five with 40 men at it 15 hours per day, seven days a week, which should be a record of some sort.

An option was available to install temporary wood towers and follow at a later date with the permanent steel. A cost saving of approximately \$40,000 was realized by going ahead with the permanent structure initially. Although it took a few more days to put the 500 KV line into service this way, the cost saving was worth it.

The loss of the main feeder in no way interrupted service to our customers. Back-up facilities were operating and providing a contingency in case of another emergency.

All of the men who worked on the job are to be commended on their spirit and fine cooperation. The work was hard, hot and heavy, but it is something that could not be avoided and has to be done as quickly as possible.

“just one of the people...”

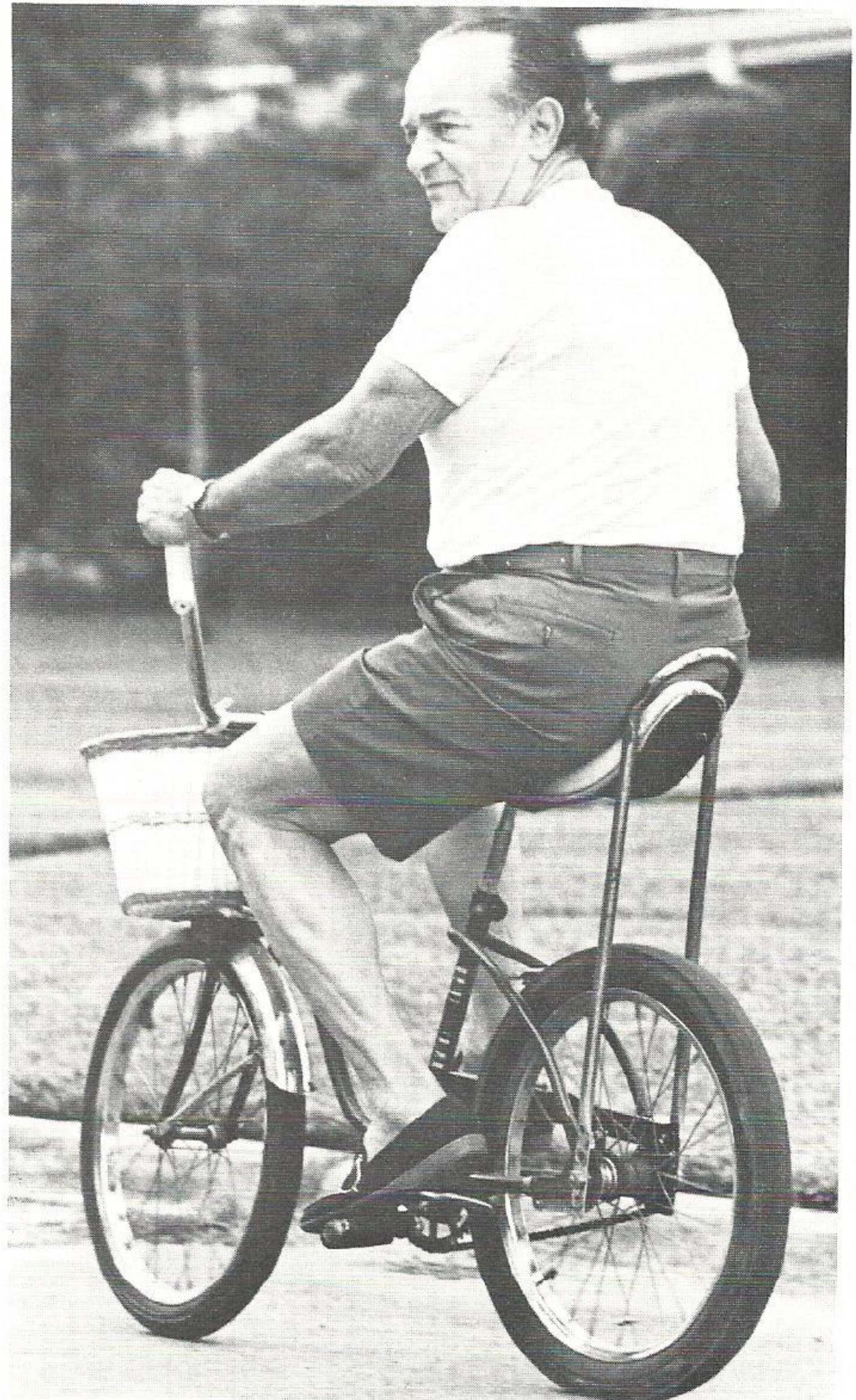
By **JOHNNIE HARRIS**
Lake Charles

Mayor Sammie Bono has a way with words much like the late Will Rogers, “I’m just one of the people representing the people.”

Now Mayor Bono wasn’t always the mayor. He was president of the Lake Charles City Council until the incumbent mayor, James E. Sudduth, resigned. In fact, you were more likely to find Sammie working in his job as service supervisor for the Company at the Service Center here. His term as acting mayor of Lake Charles will end as soon as a new mayor is elected by the people.

The camera recently caught Sammie, Mr. Mayor, relaxing on his bicycle, and asked if the picture could be run in this magazine. “Why not,” said Sammie, “that’s the way I am.”

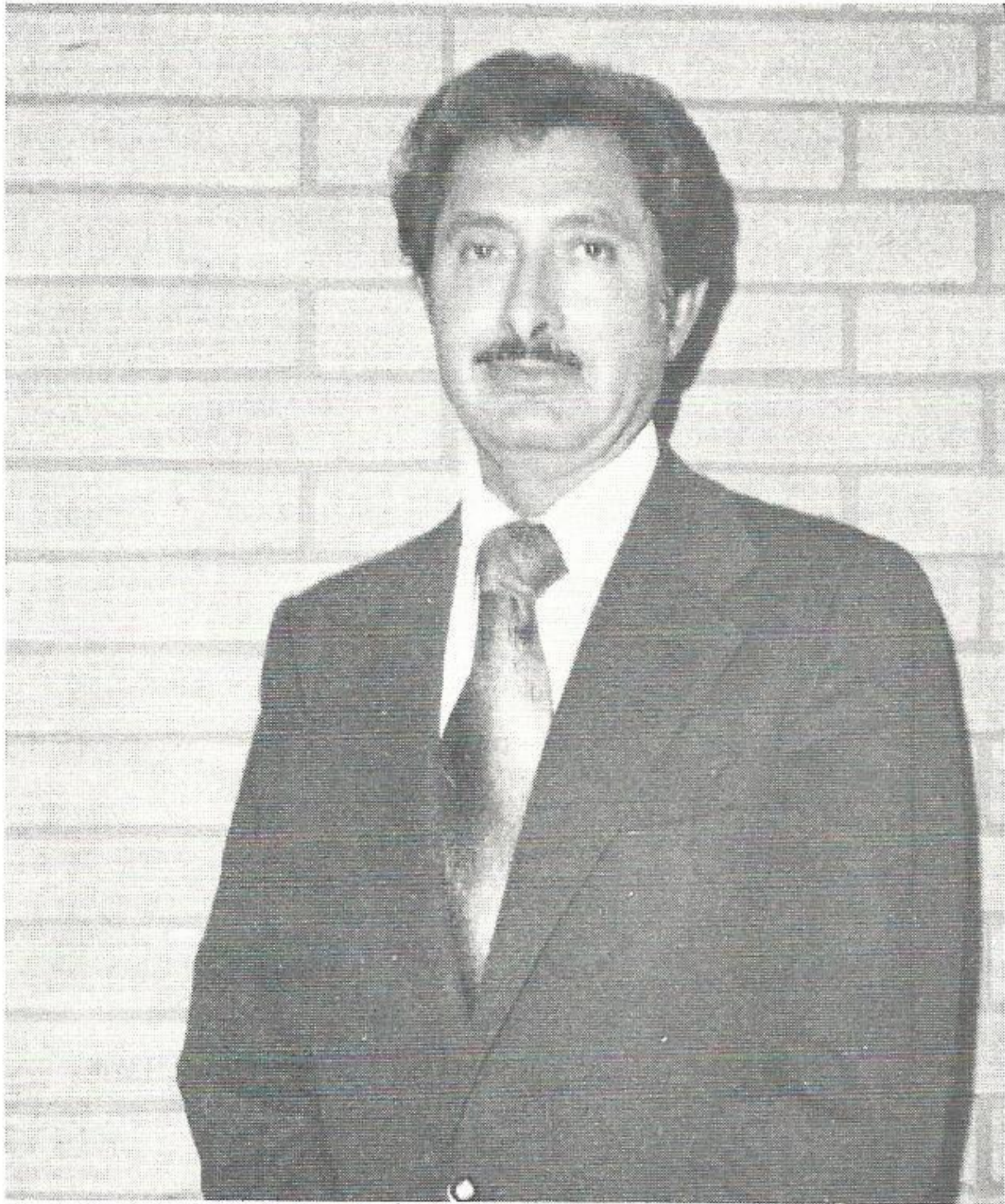
Sammie is a Lake Charles native and attended both LSU and Northeast Louisiana State University in Monroe. He was elected to the city council in 1968 and was named president of the council in July of this year.



“that’s the way I am”

...representing the people”

GSU NEWS



HAROLD BEAUGH

beaugh elected church point mayor

Congratulations to Harold Beaugh, Lafayette District residential sales representative, who is the newly elected mayor of Church Point, Louisiana. Mayor Beaugh will perform his duties in the attractive new Church Point City Hall, as well as continue his duties with the Company. Crowley Clerk of Court Andy Barousse administered the oath of office to Beaugh, as well as to a new chief of police and new city council members.

mckenzie honored by u.c.t. of america



Samuel A. McKenzie receives the Voris King Award (1973-74) in recognition of service given to UCT since 1967.

Samuel A. McKenzie, section head at Louisiana Station, Baton Rouge, was honored recently by the United Commercial Travelers of America for his outstanding achievements while a member of UCT.

McKenzie was presented the Voris King Award for 1973-74, in recognition of the service he has given to UCT since becoming a member in 1967. This award is the highest award given in the Grand Council of the UCT, which serves Louisiana and Mississippi. The award presentation was made recently at the UCT annual convention held at Meridian, Miss.

McKenzie has done much over the years, but to mention just a few, he started a quarterly bulletin called *Missla*, and he has been a member of the "10 or More" clubs for new member recruiting.

Congratulations on this distinguishing honor for yourself and Baton Rouge Council 499!

mullin is elected

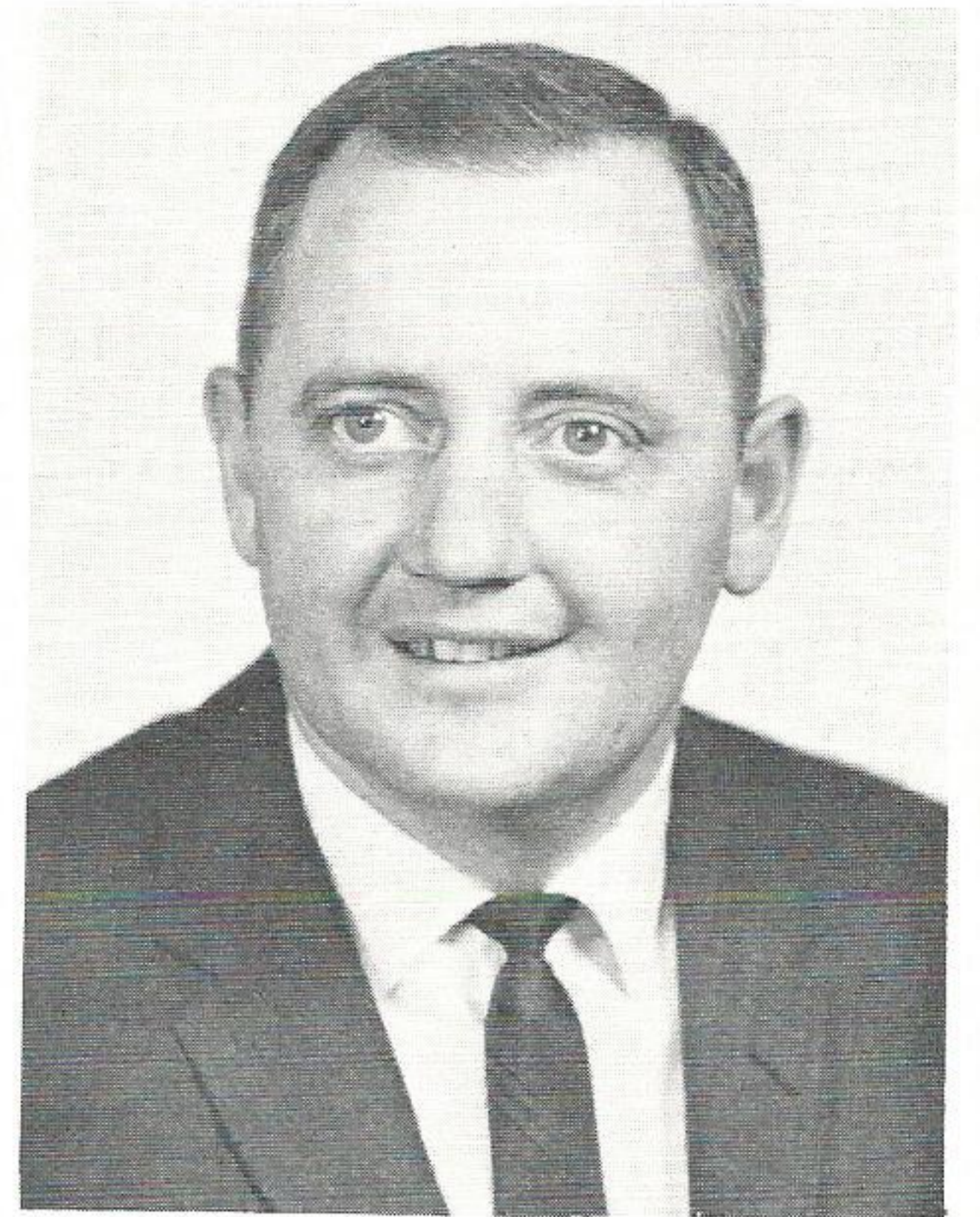
Gene Mullin, Sulphur district superintendent, has been elected chairman of the Sulphur Industrial Development Board. He officially assumed the position August 1.

The purpose of the newly-formed board is to promote industrial development in the Sulphur, La., area. Sulphur Mayor Adias Saunier stated that "This is

one of the most important boards we have ever appointed. I think this is the beginning of a new era for Sulphur."

Chairman Mullin's initial objective is for the board to put together a prospectus on Sulphur to present to industries seeking a new location.

Mullin is also president of the West Calcasieu Association of Commerce.



GENE MULLIN



Lake Charles Division Manager Joe Bondurant (left) is shown presenting an engraved coal scoop to W. T. Burton. This presentation is in recognition of the industrialist's "invaluable service" in helping to create the Sabine

River water diversion canal. The Company noted that the canal made possible our first coal-burning electric generating unit, now under construction at Nelson Station near Westlake.

Thrift Plan

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

19,298 shares of common stock at a total cost of \$210,262.48, for an average cost per share of \$10.896.

251 shares of \$4.40 Preferred stock at a total cost of \$13,940.53, for an average cost per share of \$55.540.

The Trustee deposited \$66,094.28 with the Savings Department of the First Security National Bank.



"pop" guidry alive and well

by BOBBIE DENAIS
Lafayette

No doubt about it, retirement hasn't slowed down Sabry "Pop" Guidry in the least.

Pop has a "growing" reputation (pardon the pun) whether it be in his garden where he produces record sized cabbage such as the one pictured that measured nearly three feet across, or organizing retirement parties for Lake Charles Division personnel (below).

"The Pride of Abbeville," 80-year-old Pop Guidry has a knack for getting things done. His retirement party brought in nearly twenty retirees and their wives for a shindig at the Heritage Inn in Abbeville. Abbeville's mayor, Daniel Noel, and Dr. Harold Travasos, past president of the Abbeville Chamber of Commerce were on hand to greet the young-timers.

Those signing the guest register were Phillip S. Allen; R. E. Compton; H. J. Bourque; E. H. Little; R. L. Henry; W. R. House; J. F. Simonson; F. B. Sonnier; D. I. Norwood; W. A. Thomson; Whitney Trosclair; A. E. Hine; and George H. West.

When the formal part of the party was over, Pop invited the group to his house for some old fashioned harmonica music for which Pop is famous.

Maybe that's his secret for growing the cabbage... a little old fashioned, foot-stomping Cajun hoedown music.



LEWIS CREEK

fast action saves day

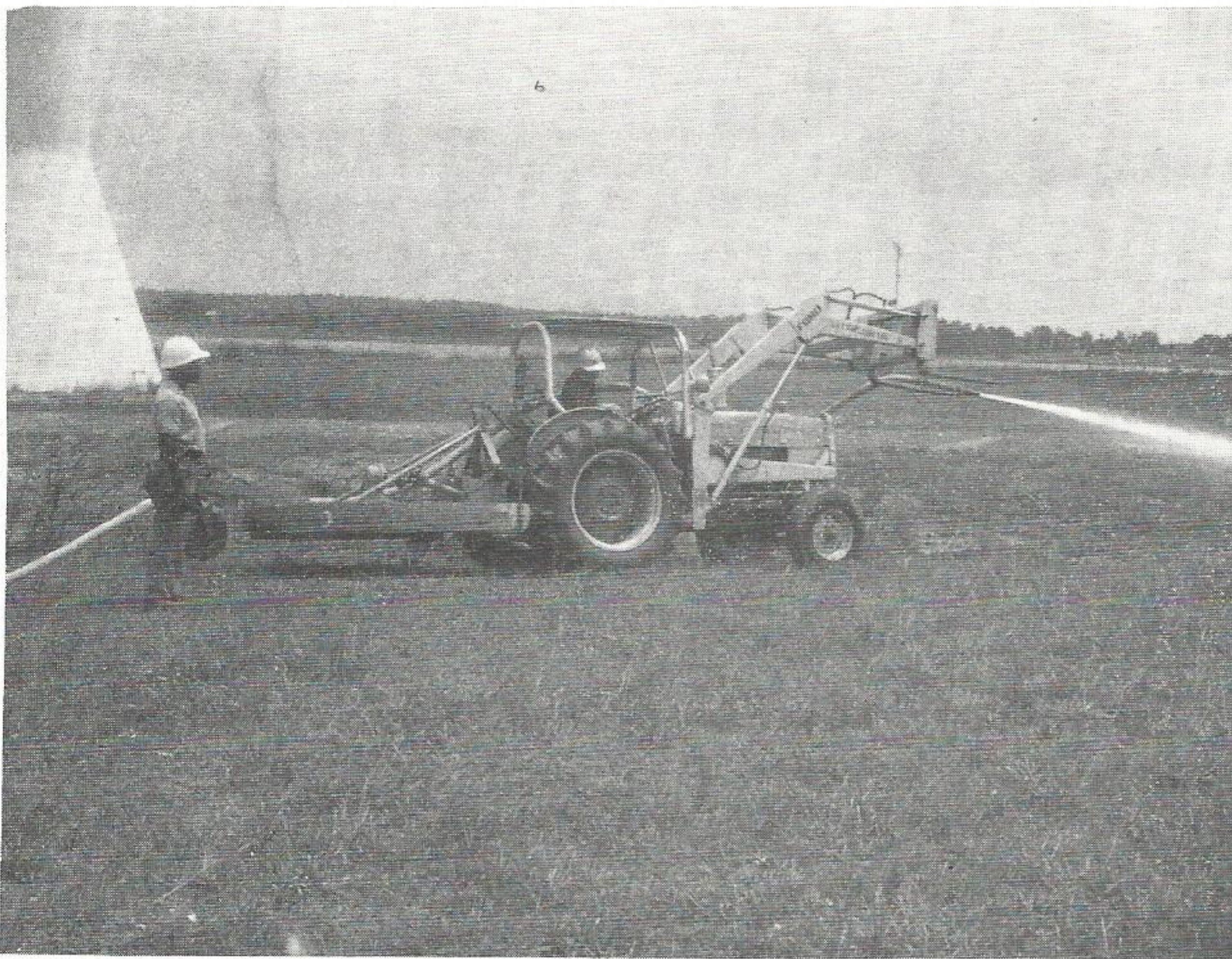
by Sheldon Fruge

Heavy rains over the past several months caused banks of ditches at the Company's Lewis Creek Station in Willis, Texas, to wash, causing a drainage problem.

The need for costly earth moving equipment was overcome by the quick thinking and planning of James O. Perry, master repairman. Perry improvised by utilizing the station fire system, fire hose and the fork lift tractor to wash the obstructions out of the way.

The photograph illustrates how the fire hose is strapped to the fork lift allowing fingertip hydraulic control. The tractor moves parallel of the ditch to facilitate washing the ditch with fire pump pressure.

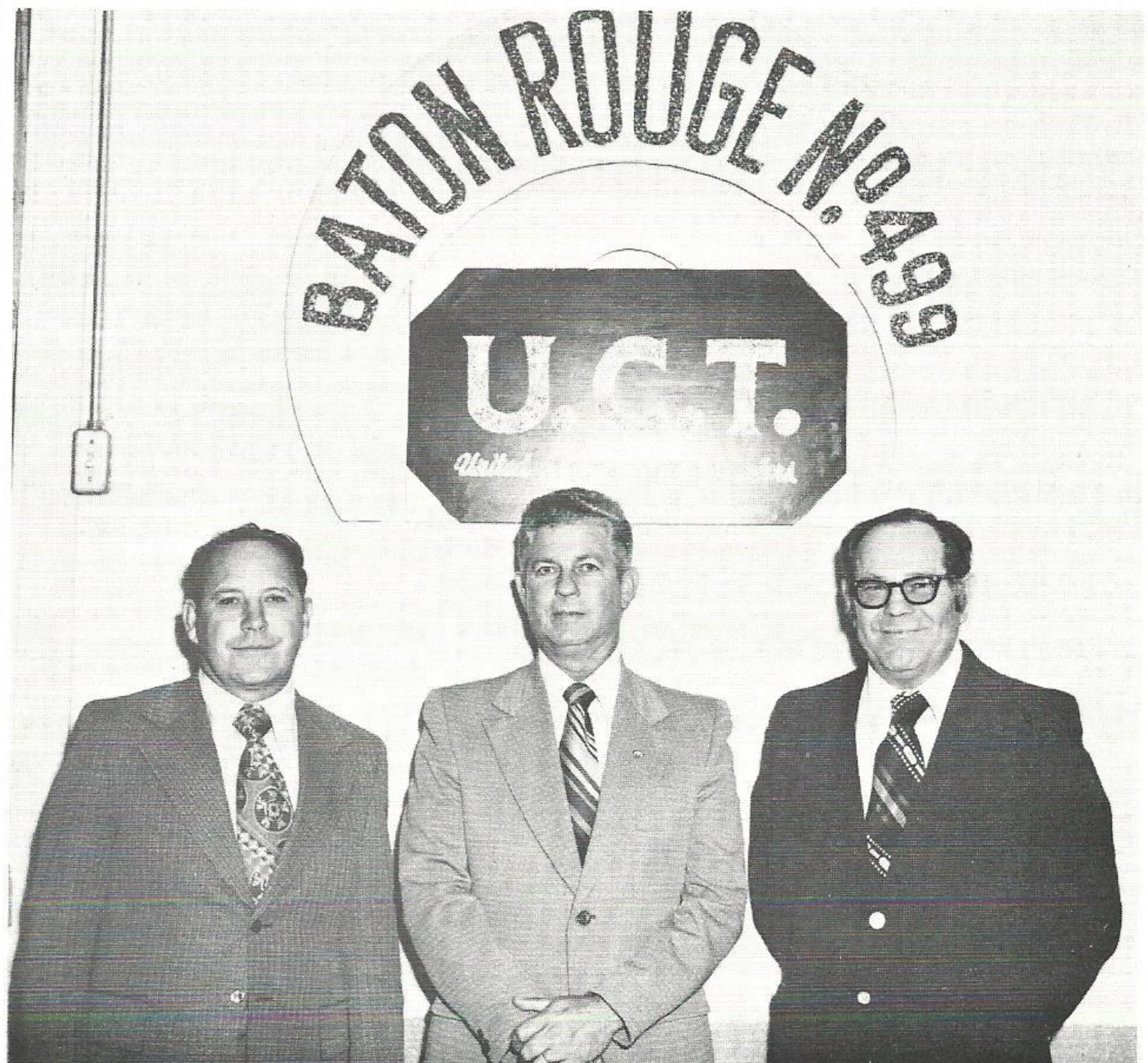
Assisting in the operation is Clement B. Jackson, laborer-II at Lewis Creek Station.



Fire hose, fork lift and employee ingenuity came through when needed following heavy rains at the Company's Lewis Creek Station near Willis.

employees on u.c.t. board

Three Baton Rouge Company employees were recently elected to serve on the Mississippi-Louisiana Jurisdiction of the United Commercial Travelers of America (UCT) during 1974-75. They are, from left to right, Walter W. Jones - Electrical Engineering Department (sentinel), Vernon Young - Substation Department (grand counselor) and Hubert Desselles - Willow Glen Station (executive committeeman).



it takes 'til may to pay the taxes

Ever wonder how long you have to work just to pay your taxes?

Well, wonder no more.

Dave Walther, manager, tax department for The Kelly-Springfield Tire Company, Cumberland, Md., calculates that a typical employe works the first five months just to pay off his various taxes.

The "typical" employe in this example is married and his wife is a homemaker. He has two children, lives in Cumberland in a \$20,000 home, drives 15,000 miles a year in his car, and makes \$12,000 annually.

According to the study, the employe works 251 days each year. For the first 26 days, or into the second week of February, he works to pay his federal income taxes. For the next 15 days, or into the first week of March, he pays his social security tax bill. Real estate taxes are next, and he must work 12 days or into

the end of March, to pay for them. Now, he turns to paying his state and local income taxes. This takes another 11 days, or well into April. Gas and sales taxes take an additional six days.

There are also other taxes he will probably encounter through the year, such as excise taxes on tires and telephone calls, liquor taxes, if he likes to take a drink every now and then, and cigarette taxes if he hasn't quit yet.

In other words, it's well into Spring before our "typical" employe pays his governmental debts and begins working for himself. And with the graduated income tax, things get rougher as the employe makes more money.

The employe who makes \$8,000 per year works 18 days to pay his federal income tax debt, while the employe earning \$20,000 per year works 38 days to pay his.



from the Lake Charles American Press

A worker helps unload plastic electrical conduit at the construction site of the Company's new coal-burning power generating facility now being built adjacent to an existing plant north of Westlake. The two new units, when integrated with existing facilities, will raise the total capacity of the station to over one million kilowatts per hour and will be the largest power generating plant in the Company's system. The Bechtel Corporation is the general contractor.

in an affluent society

if the prosperous ache— then the poor will bleed

Usually, in an affluent society, if something causes a prosperous person to ache a little, it makes a poor person bleed. The energy problem is no different. The poor use less energy to run their homes because their homes are smaller. But what they use costs them relatively more because they can't afford snug houses, tightly built and well insulated, that make the most efficient use of heating fuel. Thus a paradox: Those who can least afford heating fuel waste the most heat.

The other major American energy use—fuel for transportation—finds the poor relatively better off, since fewer of them can afford to operate their own automobiles and those who can use them mainly for necessary trips, to get to and from their jobs, rather than for casual touring or, say, to get to and from the hairdresser. Thus the heating fuel paradox ceases to operate. The poor, who can afford automobiles the least waste them the least.

Trouble is, travel to and from his job is an absolute necessity for a poor person fortunate enough to have work. An increase in the cost of gasoline is easily absorbed by the affluent, who have a great deal of fat in their automobile habits they can cut into before they reach the hard bone of necessity. A poor person lives

close to the bone to begin with, and higher gasoline prices can quickly drive him into a fatal economic dilemma: if commuting to a job that yields a modest income costs more than he can reasonably afford, should he give up the job and the income? Or bargain the cost of transportation it takes to earn that modest income against food, clothing, shelter, medical care—necessities all. Would you prefer to die by hanging, shooting or in the electric chair? Or once sentenced to capital punishment does the method of exit really matter?

As the Great Energy Crisis faded in the spring of 1974, it left the poor relatively worse off and planted the seeds of an energy future for them that will yield a bitter harvest. Supplies of heating fuel became immaterial with the coming of warmer weather. And gasoline? Well, the pumps runneth over (for a price). The poor must now buy their essential fuels—for heating and transportation—in a market whose prices are vastly inflated, a legacy of the Great Energy Crisis.

Heating fuel price increases are no problem in warm weather, but they will strike most painfully at the poor next fall and winter, when prices will be even higher, and the weather—1973-74 was a mild winter—may not be as benign. Costs of

propane, electricity, fuel oil, gasoline—all the energy people purchase directly—are climbing rapidly and price increases are essentially uncontrolled. Electric bills for homeowners have risen as much as 47%—and likely will climb even more. Increases in the price of propane gas have been especially dramatic. In Georgia, for example, the price of propane rose 400% before "stabilizing" at a level of 300% increase. And in Kentucky, where many of the poor heat with coal, the price of coal has gone up 300 to 500% over the past two years.

The poor, like the rest of us, have yet to feel the eventual fallout from increased energy prices. As the prices climb, other parts of the economy will begin to pass along their higher energy costs. Food, electric power, essential services, all will cost more to produce, hence consumers will pay more, as they're already beginning to pay for electricity. Price inflation now crushes the poor cruelly. They can brace themselves for an even more painful crush when higher energy prices show up in the cost of the most basic necessities.

—From "The Great Energy Crisis of 1973-1974," by Robert W. Cochran for the Office of Economic Opportunity.

stimulation is a needed tonic

the economic dangers ahead

by George Hagedorn

Chief Economist, National Association of Manufacturers

The real economic danger ahead is not that we will have some kind of economic setback in 1974 and 1975. We have already had it, and while there may be some improvement in the next year and a half, hardly anybody expects that 1974 or 1975 will be a great year or even a very good year.

The real danger is that, in this atmosphere of economic performance widely regarded as sub-par, policymakers will turn again to fiscal and monetary stimulation as the needed tonic. That kind of move might indeed succeed for a while in pepping up the economy. But it would also give one more turn to the inflationary screw. We would very likely wind up (if not immediately, after an interval of a couple of years) with a rate of price climb even worse than the horrendous rate of the past year.

The reason for this fear is that, during the past 10 years, we have twice before faced the same general economic situation we face now. Twice before national economic policy was reversed—from fiscal and monetary restraint to curb inflation, to fiscal and monetary stimulation to restore full employment. Twice before we wound up, two to three years later, with prices rising faster than at the start of the process, and the whole job of restraining inflation to be done over again.

At this point the economic situation

again resembles the conditions of early 1967 and mid-1971. The economic slowdown again is worrying government officials. Again there is impatience with the apparent fact that the slowdown has not helped to control inflation. Again we hear calls for restimulating the economy.

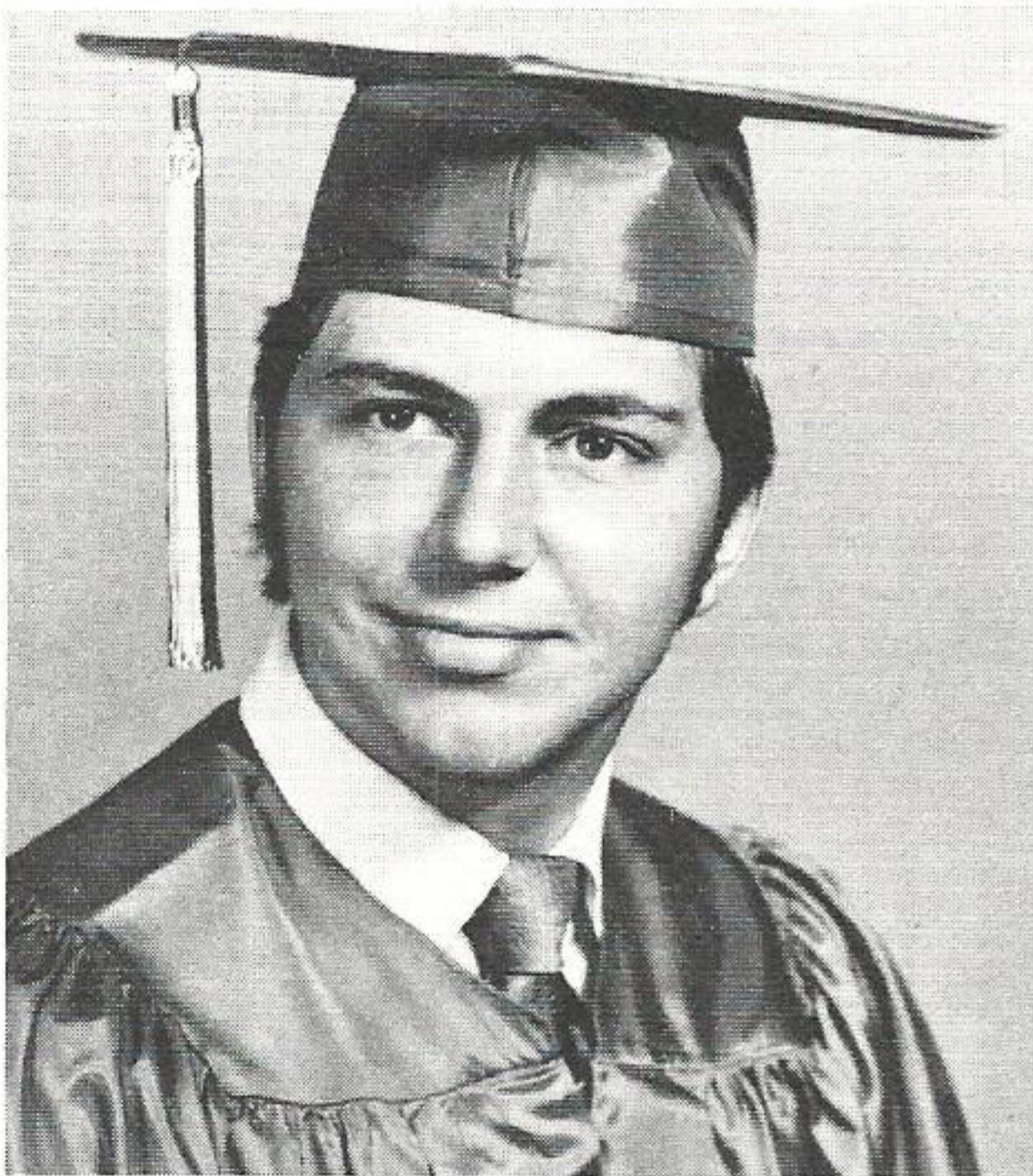
The Chairman of the Federal Reserve System has indicated his firm determination to resist any shift to a more liberal money and credit policy. But he is under heavy pressure. It is a question whether he will be able to maintain his position if a serious credit shortage results and if the recovery of the housing industry is retarded by a lack of funds for financing mortgages.

In Congress there are advocates of a broad-gauge tax cut, amounting to a \$6 billion loss in federal revenue. This, it is argued, would restore purchasing power and bring us out of the present recession, slowdown or whatever you want to call it.

If we listen to these siren songs, and once again undertake to stimulate the economy to a higher level of output and employment, we will establish the base for a fourth wave of inflation. It will surely be worse than any of the preceding three waves including the present situation.

The alternative is to endure a period of sluggish economic conditions, lasting for perhaps two to three years. This will be our penance for past inflationary sins. The only thing you can say in favor of that course of action is that the penance gets worse the longer you delay it.

Deaths



DALE J. DUHON

Dale J. Duhon, Lafayette T&D (Line) Department, passed away July 23.

Duhon was employed in January, 1973, in the Lafayette Garage Department. In April, 1973, he became a helper in the T&D (Line) Department, the position held at his death.

A native of Lafayette, Duhon graduated from high school there.



JOSEPH W. HATCHER

Joseph W. Hatcher, retired since May, 1963, died July 13.

A native of East Feliciana Parish, Louisiana, Hatcher was employed by the Company in January, 1929, as a collector in Baton Rouge, Louisiana. He progressed through various related classifications, then became an engineering assistant in the Baton Rouge T&D Department in September, 1943. In October, 1946, Hatcher was made claim clerk; and in September, 1957, he was promoted to claim adjuster, the position he held at retirement.

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



JIM H. CATES

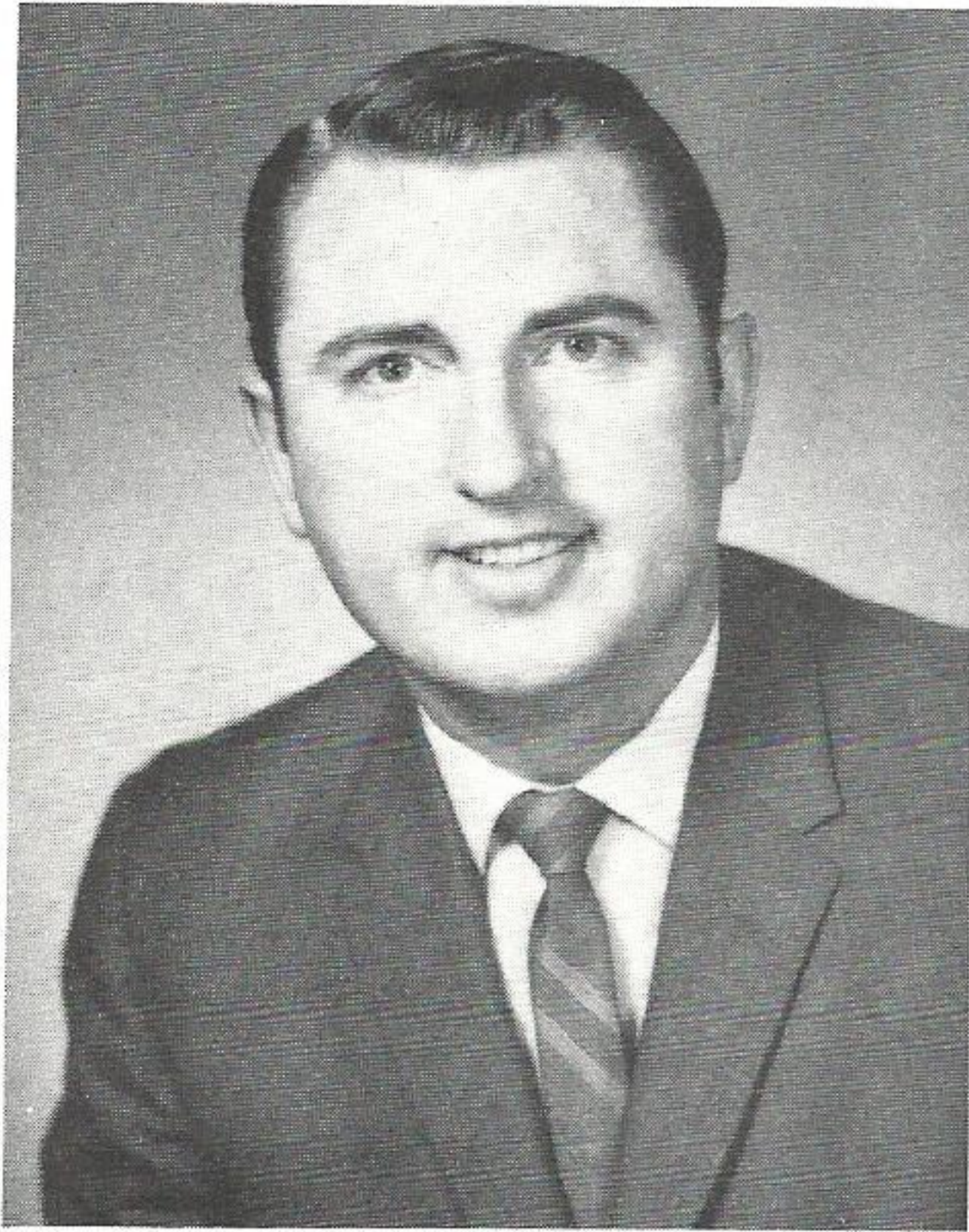
Jim H. Cates, retired Huntsville engineering assistant, died July 21. He retired from the Company in August, 1956.

Cates had more than 44 years of service with Gulf States and associated companies. Mr. Cates began with Gulf States as chief electrician at Huntsville in 1925, but his utility service dates back to January, 1912. Prior to joining the Company, he was employed by the Huntsville Light and Power Company.

Mr. Cates was employed as a serviceman from 1925 to 1937. He was made an operator—Combination Plant B in 1948 for five months, at which time he was promoted to engineering assistant, his present position at retirement.

Mr. Cates was born in Huntsville and received his education in New Waverly, Texas.

PEOPLE ON THE MOVE

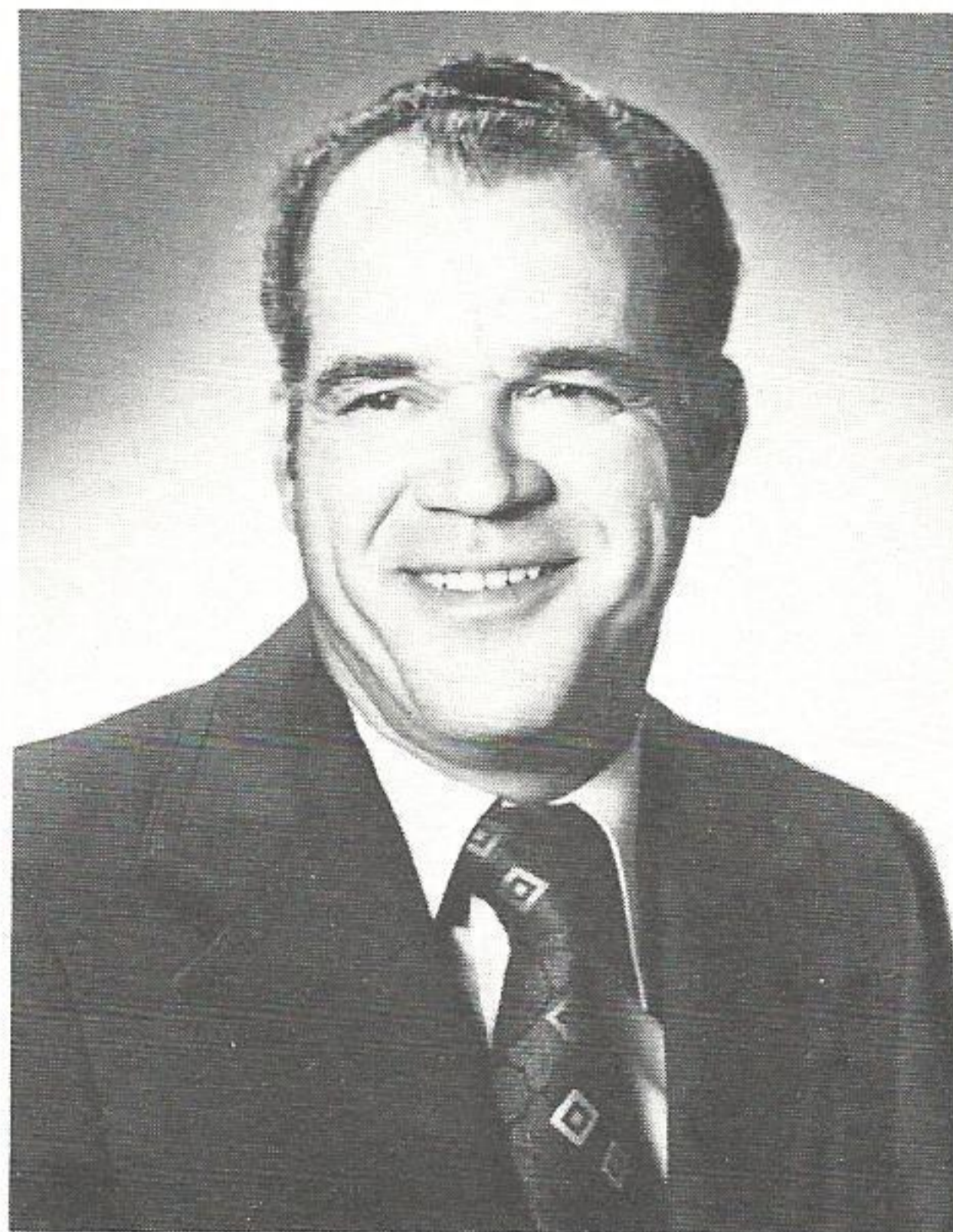


JAMES B. PURKEY

James B. Purkey, senior engineering assistant in Beaumont, has been promoted to real estate representative.

Purkey, a native of Port Neches, has been with the Company since 1959, when employed as an engineering helper. He attended Lamar University and is a veteran of the Army.

Married to the former Joan Burnett of Beaumont, the couple has two children, Jeri, 14, and Julie, 11. He is a member of the Beaumont Realtors Board and the Texas Realtors Association. Purkey is also active in scouting work and is past first vice president of the Northwest Lions Club.

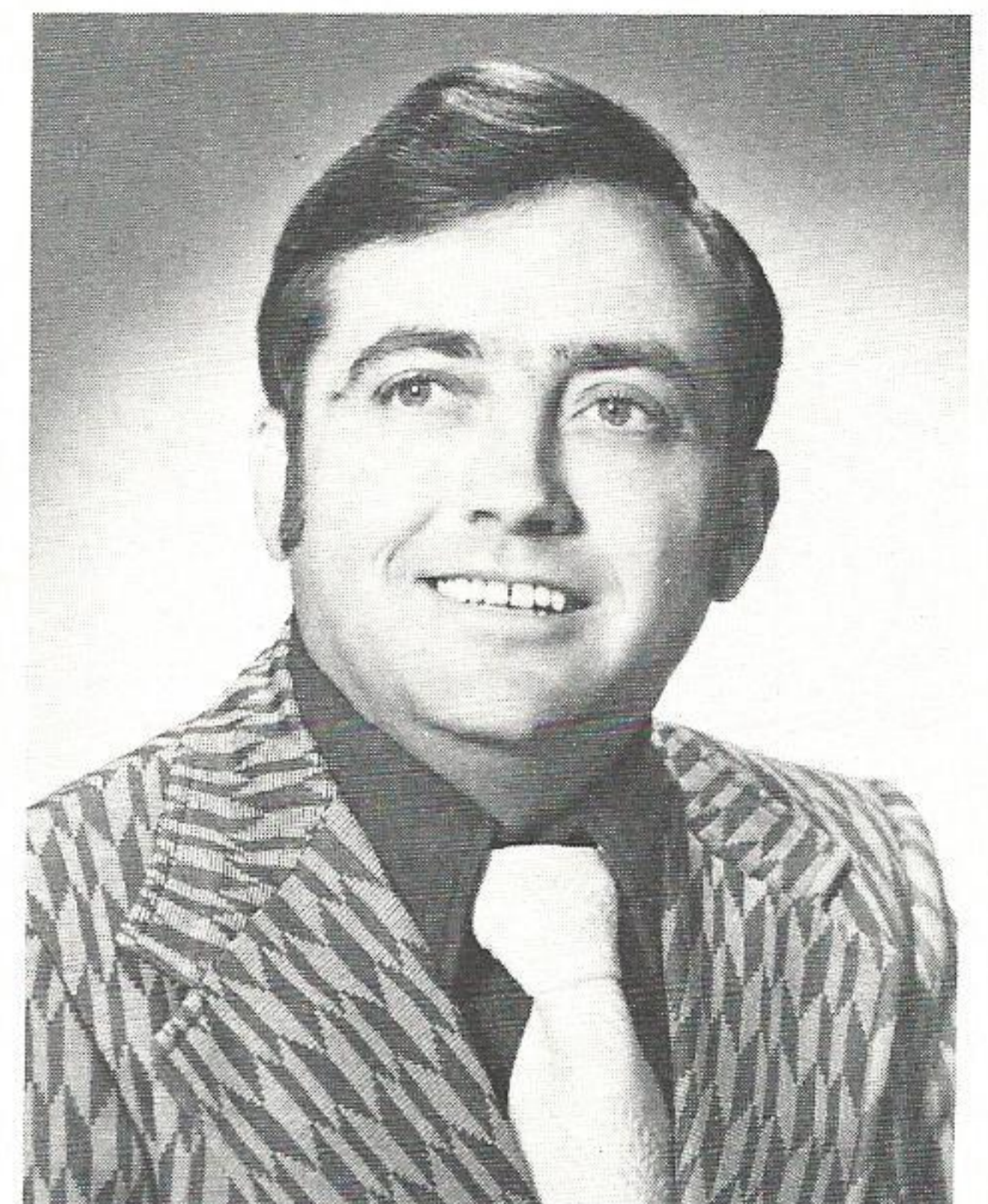


GEORGE M. DAVIS

The Company has announced two promotions in the main office at Baton Rouge, according to George Irvin, supervisor of the Baton Rouge Division Treasury.

Robert L. Petry, formerly supervisor of customer relations, has been promoted to supervisor of customer accounts. **George M. Davis** of the Denham Springs office has been promoted to replace Petry as supervisor of customer relations.

Petry joined the Company on August 26, 1968, as an administrative accountant in the Company's Beaumont office. He was promoted and transferred to the Baton Rouge Division office in October, 1970, and assumed responsibilities as su-



ROBERT L. PETRY

pervisor of customer relations. He is a native of Orange, Texas, a graduate of Lamar University at Beaumont and holds a degree in Business Administration. He is a member of the Edgewater Kiwanis Club of Baton Rouge, and he and his wife, Carol, have two children; Bruce, three-years-old and Misty, a new daughter one-week-old.

Davis joined the Company as a residential sales representative in August, 1969 after working at Ethyl Corporation. He has a degree in Business Administration from Southeastern Louisiana College. He and his wife, Nolia, have one son, George III.

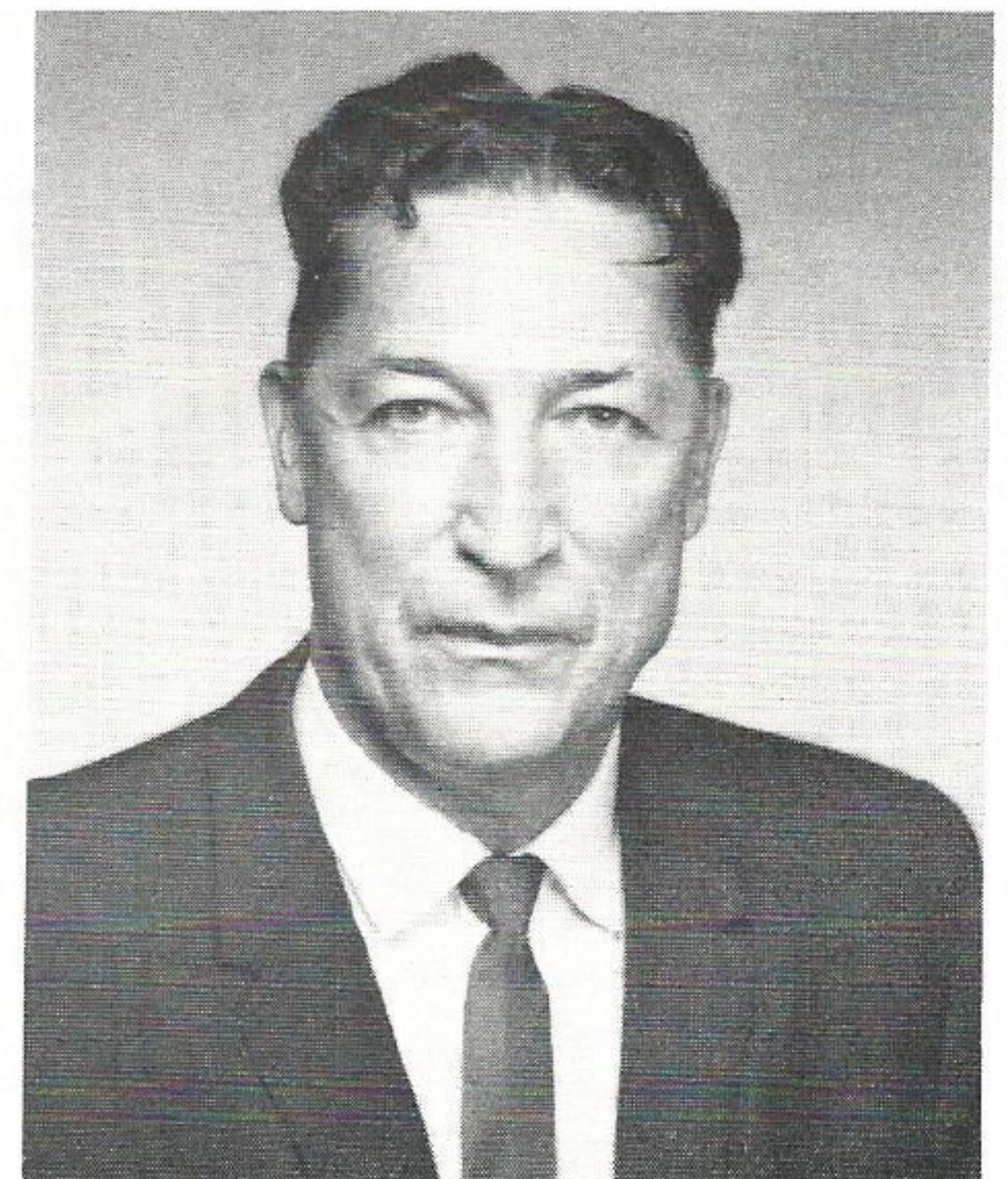
RETIREMENTS



Büford W. Gaines, Beaumont Transmission and Distribution (Garage) Department, retired from the Company August 1. He had served the Company for over 26 years.

Gaines was employed as a helper in the Beaumont T&D (Line) Department in November, 1948. He became a mechanic's helper in the Garage Department in April, 1951, and then progressed through various classifications to garage mechanic-1st class in October, 1955, the position held at retirement.

An Oklahoma native, Gaines served in the Army from 1943 to 1946.

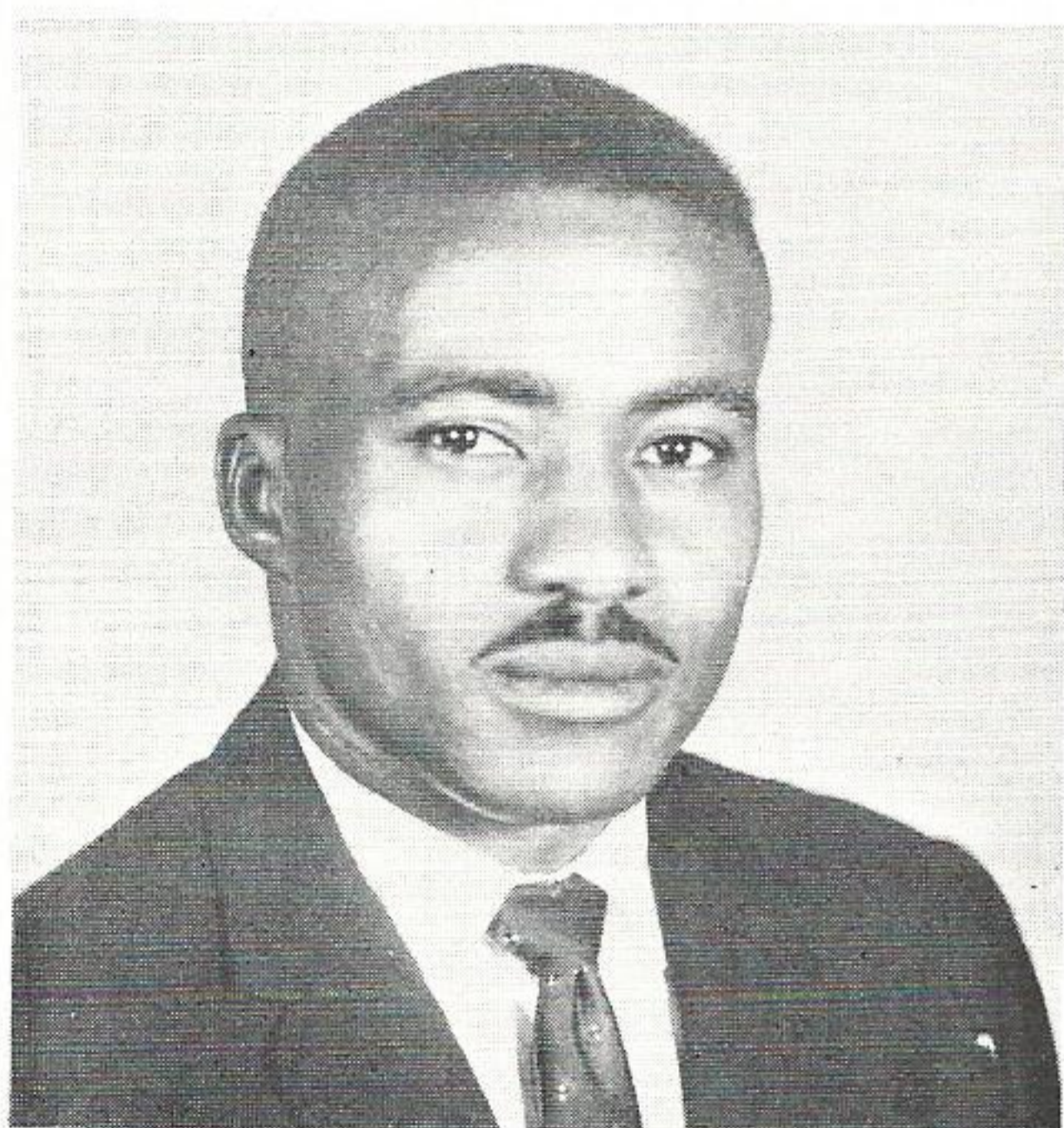


SERVICE AWARDS

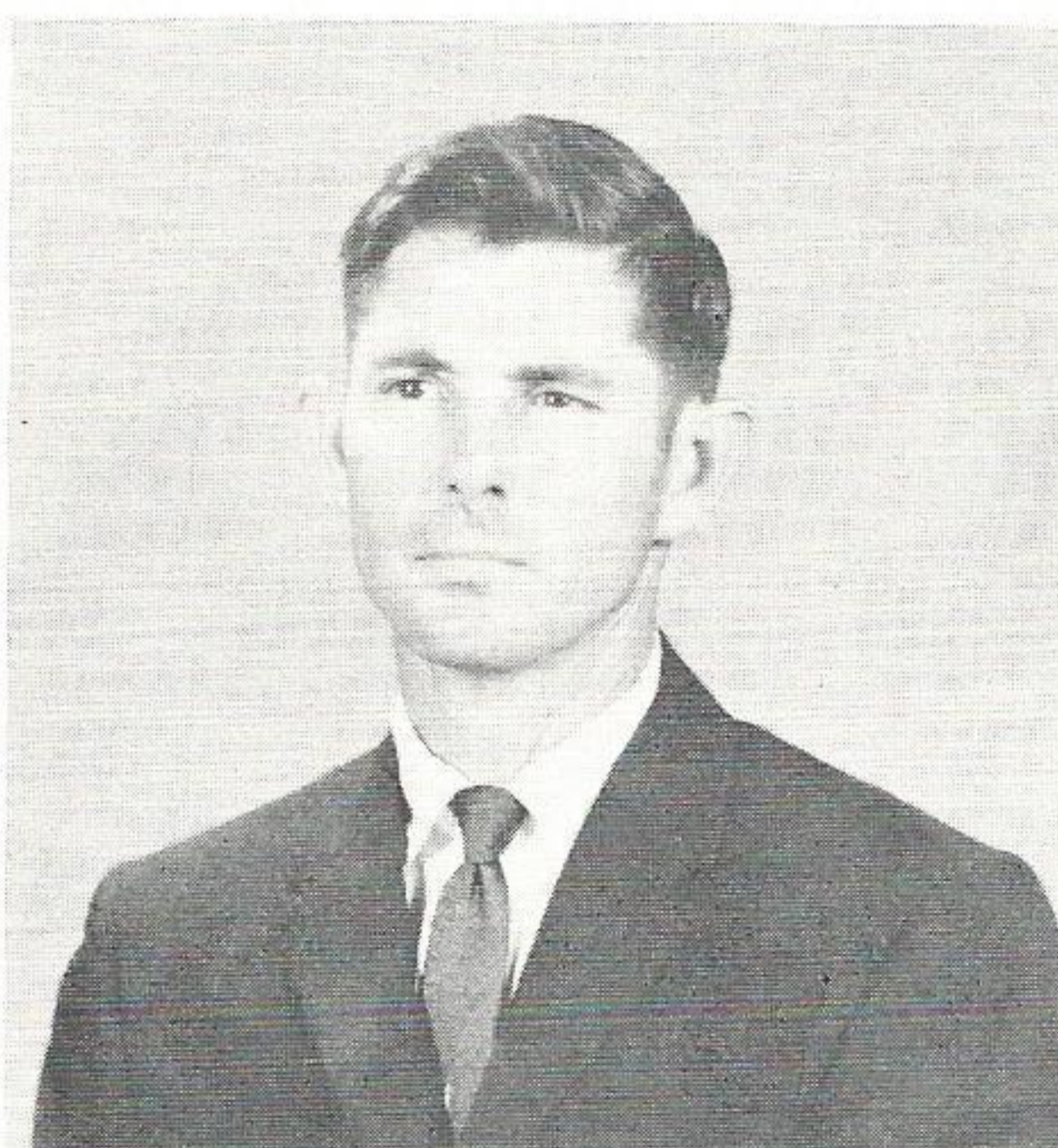
10 Years



Roy J. Berthelot
Division Production
Baton Rouge



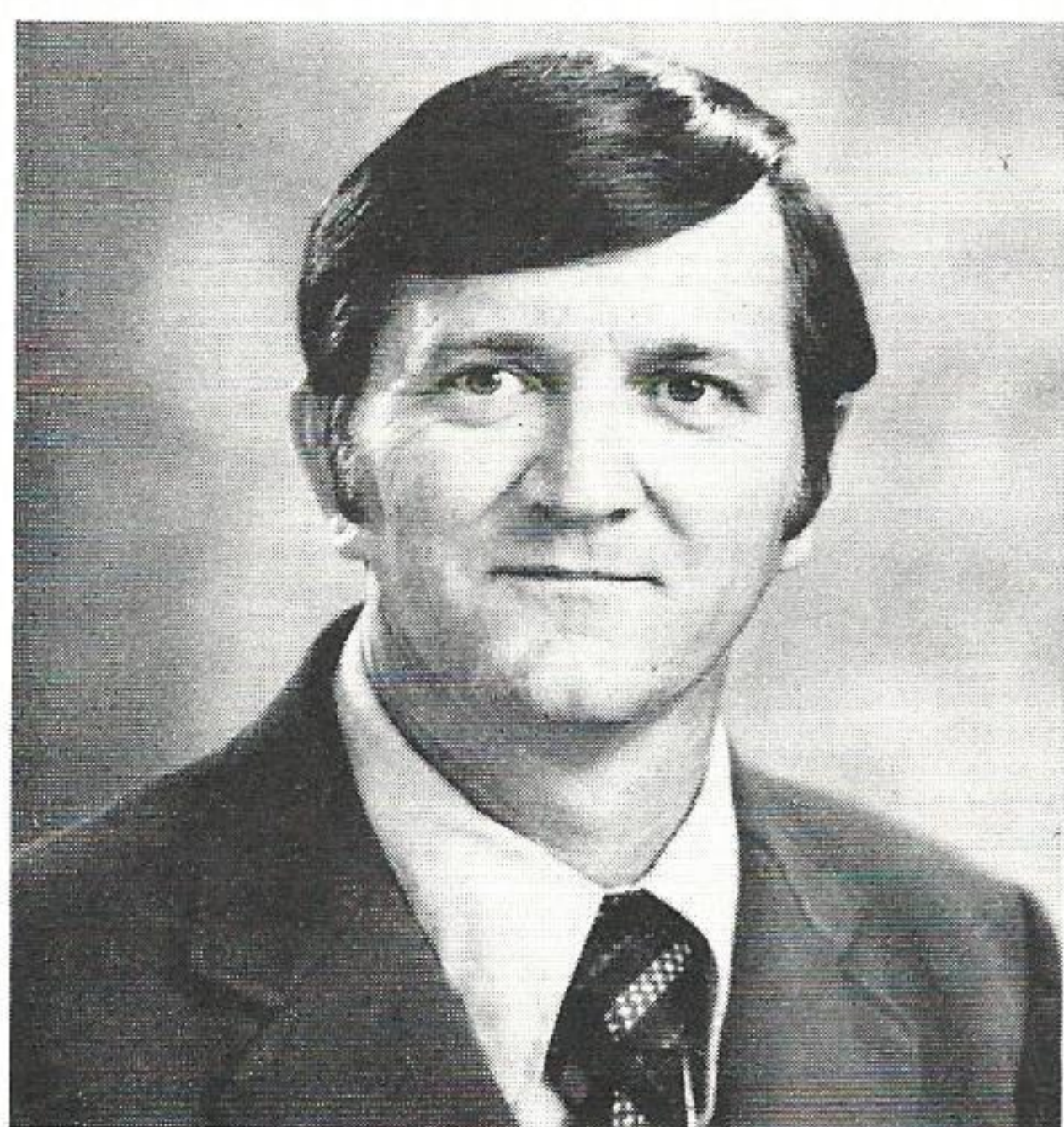
John Eaphrom
Electric T&D Dept.
Baton Rouge



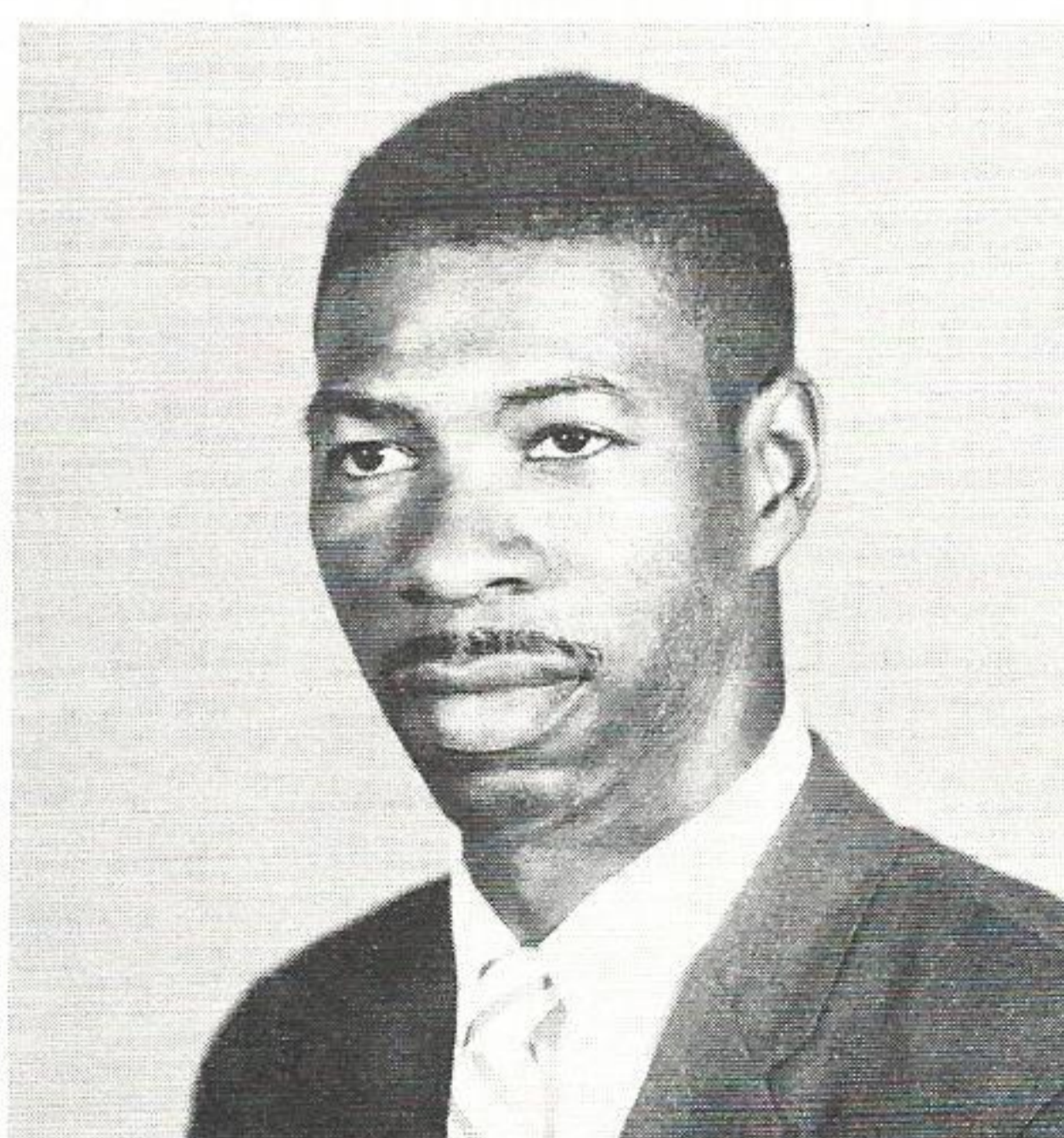
Clarence L. Griffin
Electric T&D Dept.
Conroe



James L. Hard
Electric T&D Dept.
Conroe



Myrle S. Johnson, Jr.
Division Sales
Sulphur



Lloyd Nelson
Electric T&D Dept.
Baton Rouge

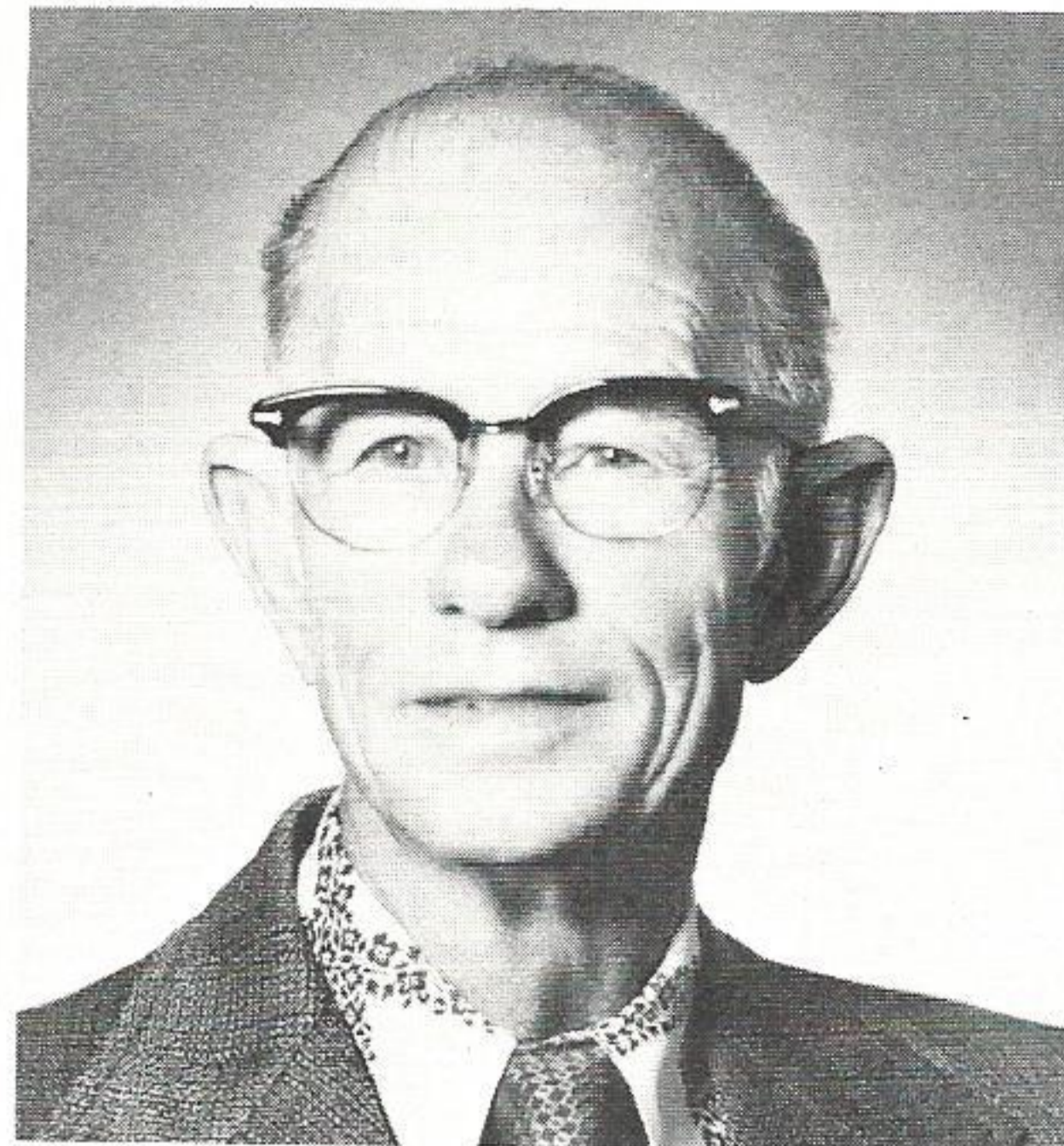


Oleon W. Reeves
Electric T&D Dept.
Baton Rouge

30 Years

Roy E. Cowart
Electric T&D Dept.
Beaumont

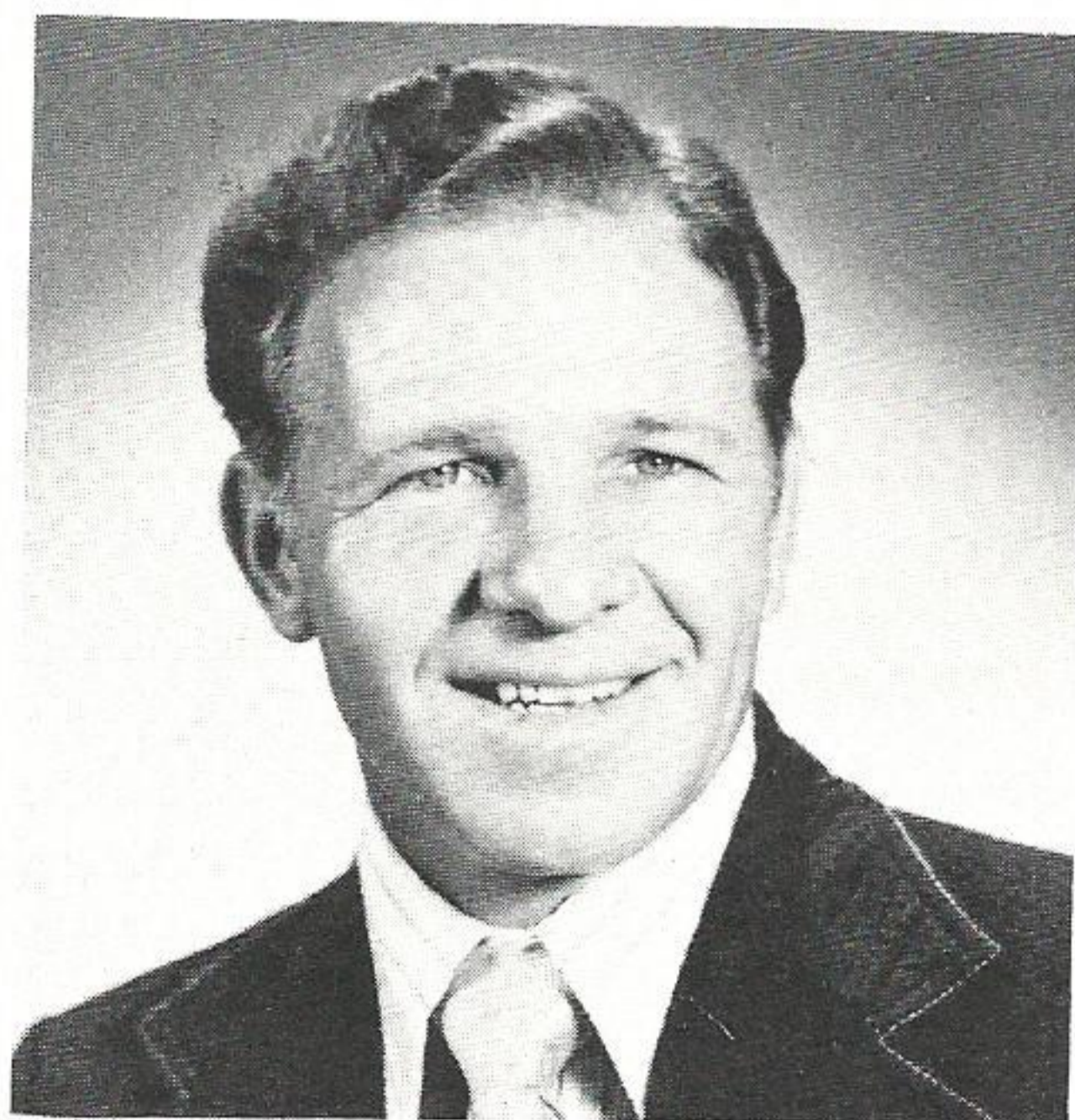
Newman B. Bankston
Division Production
Baton Rouge



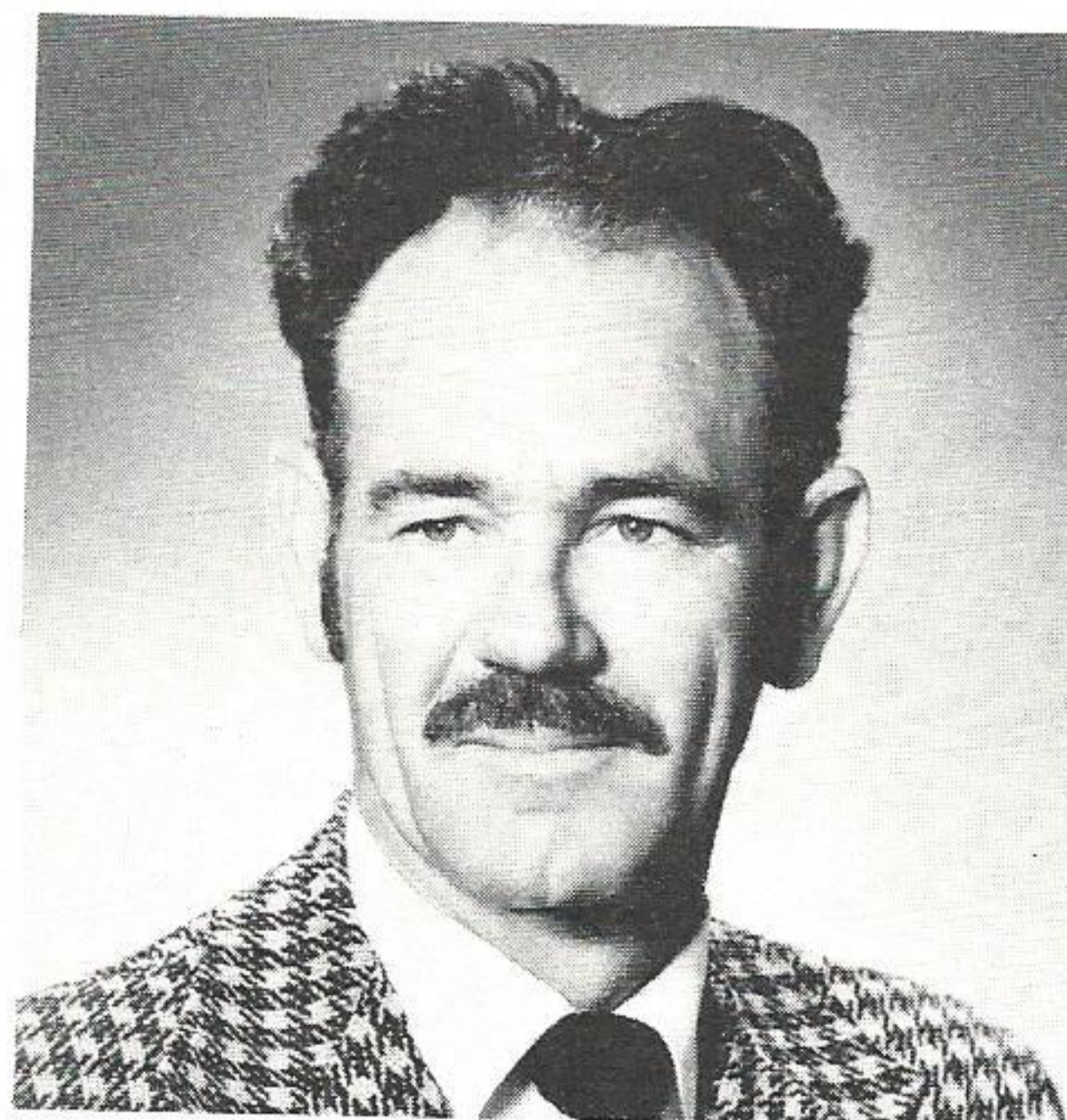
20 Years

Nolan P. Daigle
Electric T&D Dept.
Baton Rouge

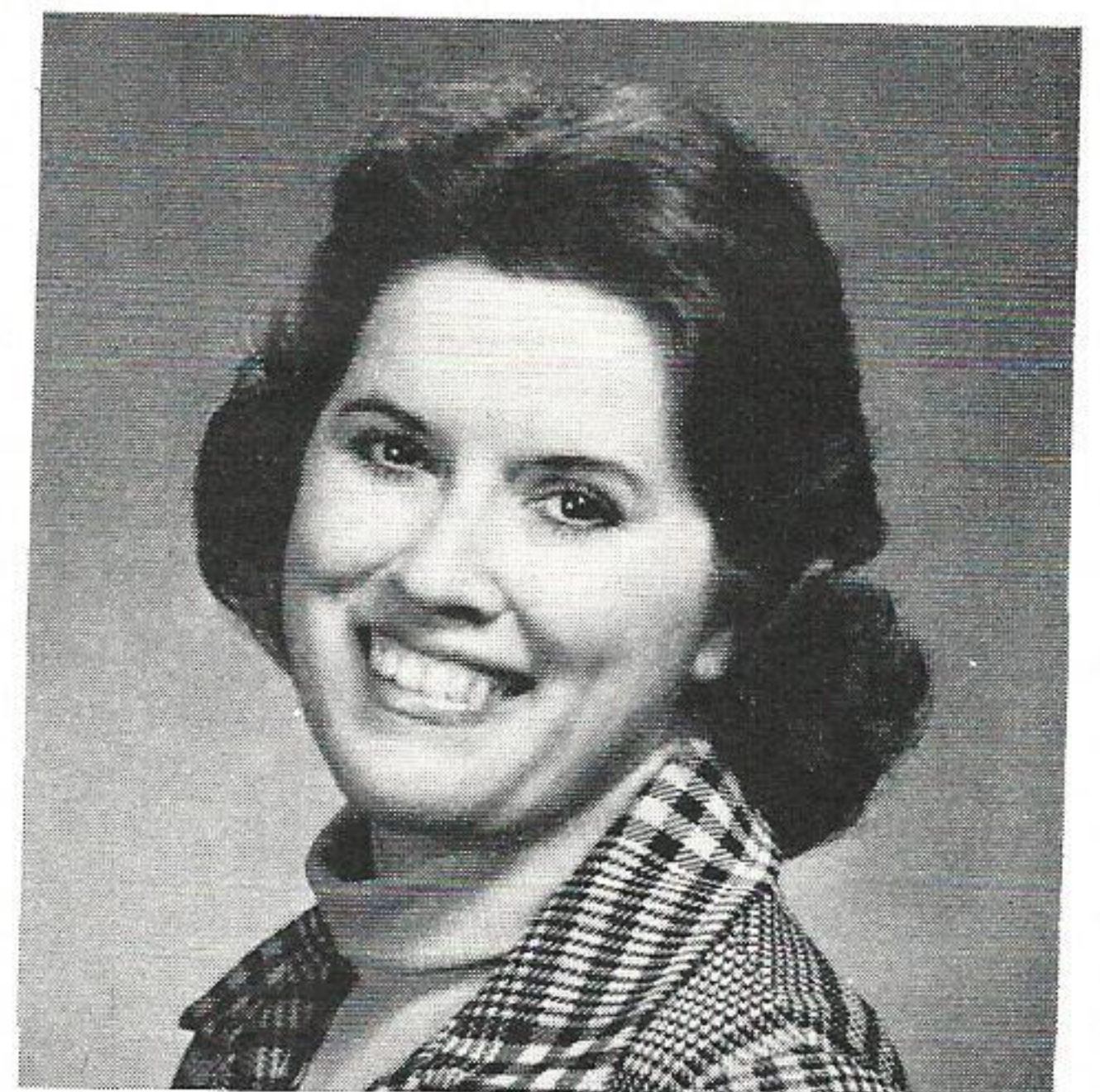
Frances Engelbrecht
Personnel Department
Beaumont



Paul D. Gascon
Electric T&D Dept.
Baton Rouge

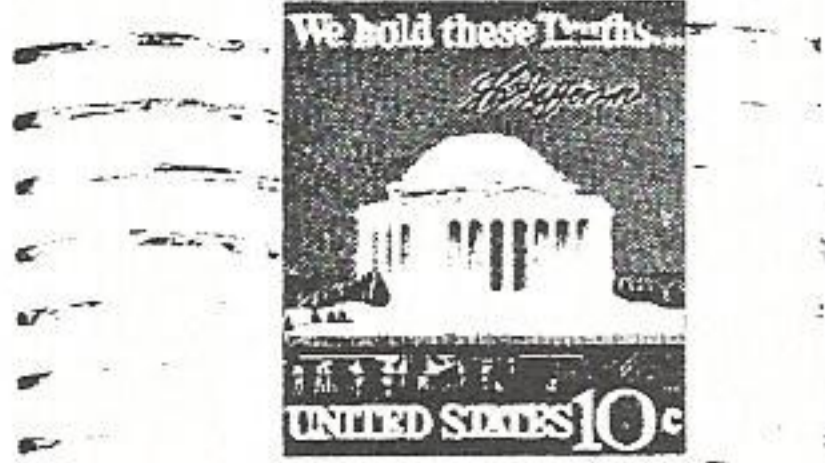


Peter C. Seymore
Electric T&D Dept.
Baton Rouge



Regina N. Sharpe
System Treasury
Beaumont

Open



Mail

Mr. Randy McAlpine
Gulf States Utilities Company
Port Arthur, Texas

Dear Mr. McAlpine:

Just a word of thanks and my appreciation for the quick action given on my call for help in getting a replacement on an electric hot water heater. Mr. Dan Puckett did come out that same afternoon, was as helpful as could be in every way - and the water heater was here the next morning. The tenant, who had been without hot water for a week and had a very sick child, came over that evening, Friday, and told me she had hot water. So - thanks so much for the excellent service.

Sincerely,
Stella White

Mr. James Wright
Gulf States Utilities Company
Beaumont, Texas

Dear Jim:

We want to thank you for an excellent presentation of your Company's plans to assure continued availability of electric power in your service area. It was a real pleasure meeting you and having you take part in our meeting.

Sincerely,
Jim E. Crawley, Jr.
E.I. duPont de Nemours
& Company, Inc.
Orange, Texas

Mr. Glenn B. Haines
Gulf States Utilities Company
Beaumont, Texas

Dear Mr. Haines:

The two certificates for Mr. D. R. Waits and Mr. R. D. Garrie, who completed your recent course on "Motors and Motor Controls" were framed and awarded with pleasure.

Equitable appreciates the opportunity of participating in your very worth-while educational programs. There is a great need throughout industry for this type of cooperation and collective education. Obviously, there are many smaller operations like ourselves who could not single-handedly support such a program.

We are pleased that two of our people are a little wiser today for having participated in this program.

Sincerely,
Equitable Bag Co., Inc.
Southern Division & Paper Mill

Barre R. Mitchell
Paper Mill Manager

Ray Thompson
Gulf States Utilities Company
Beaumont, Texas

Dear Mr. Thompson:

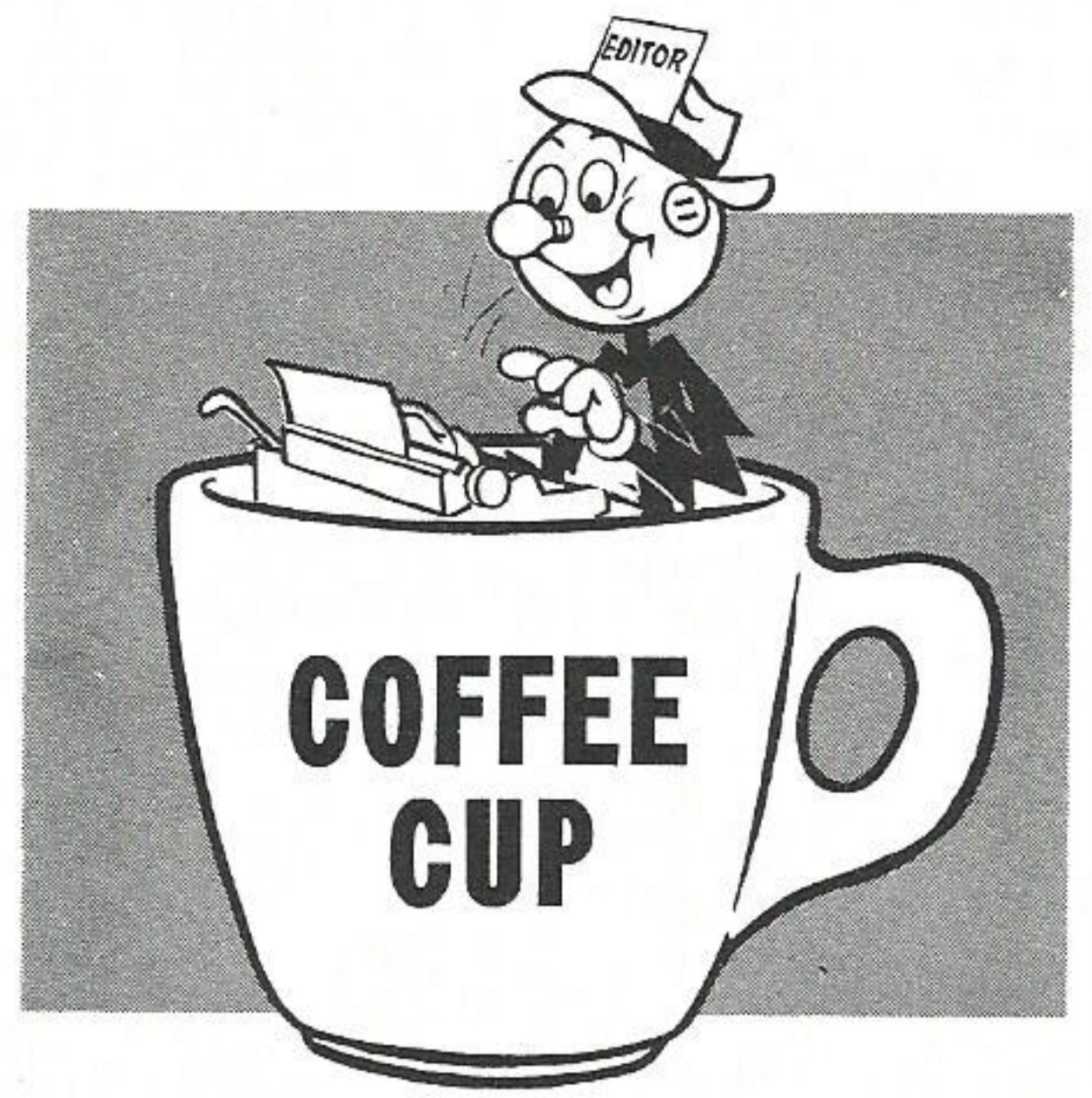
Your presentation at West Hardin was a great success. We learned some life-saving methods that we'll not forget.

On behalf of the Student Body and the National Honor Society we sincerely wish to thank you and Gulf States in Beaumont for taking time out to come to West Hardin. We know it was a program worthwhile. Again, thank you and come to visit us again.

Sincerely,
Teresa Hart
National Honor Society

Across the System In a Coffee Cup

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.

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), Beverly Hull (Gas), Opal Temple (Acct.), Robert Graves (T&D), Susan Wilks.

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

CALVERT: Betty Dowell.

CLEVELAND: Pat Jones, Edd Mitchell.

CONROE: Frances Elliot, Bobbie Burke.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billie Fortenberry.

HUNTSVILLE: Karen Morley.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

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

LA. STATION: Leslie Jeansonne.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Gene Russell, Hazel Higginbotham.

NELSON STATION: Martha Caldwell.

NEW CANEY: Diana Winkelmann, Paul Mosley.

ORANGE: Doris Womack.

PORT ALLEN: Adele Vavasseur.

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

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxine Bell.

SOMERVILLE: Mary Brock.

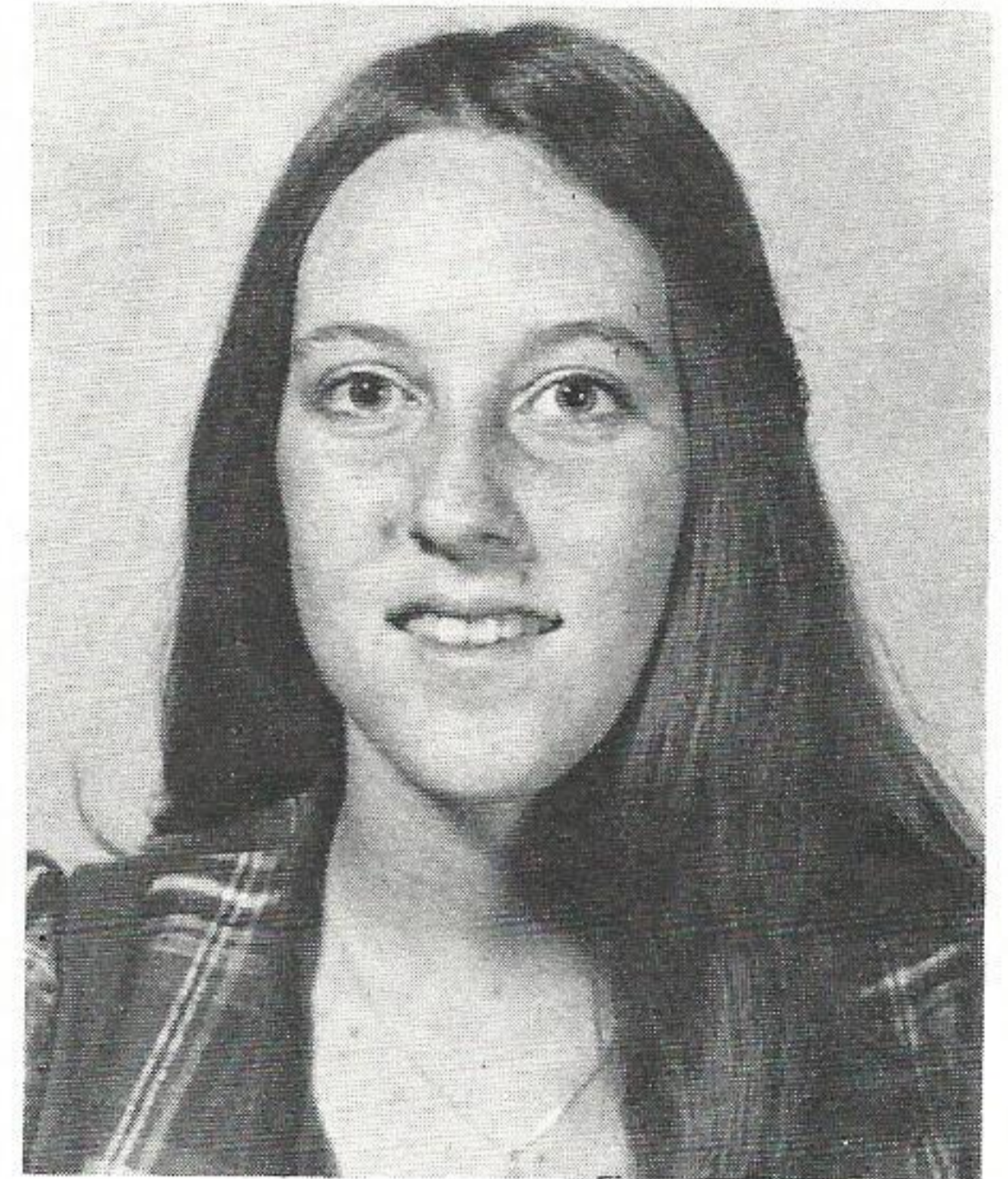
SULPHUR: Pearl Burnett.

WILLOW GLEN: Doris Landaiche, James Veatch.

WOODVILLE: Alene Cole.

ZACHARY: Mary 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.)



by Gene Russell

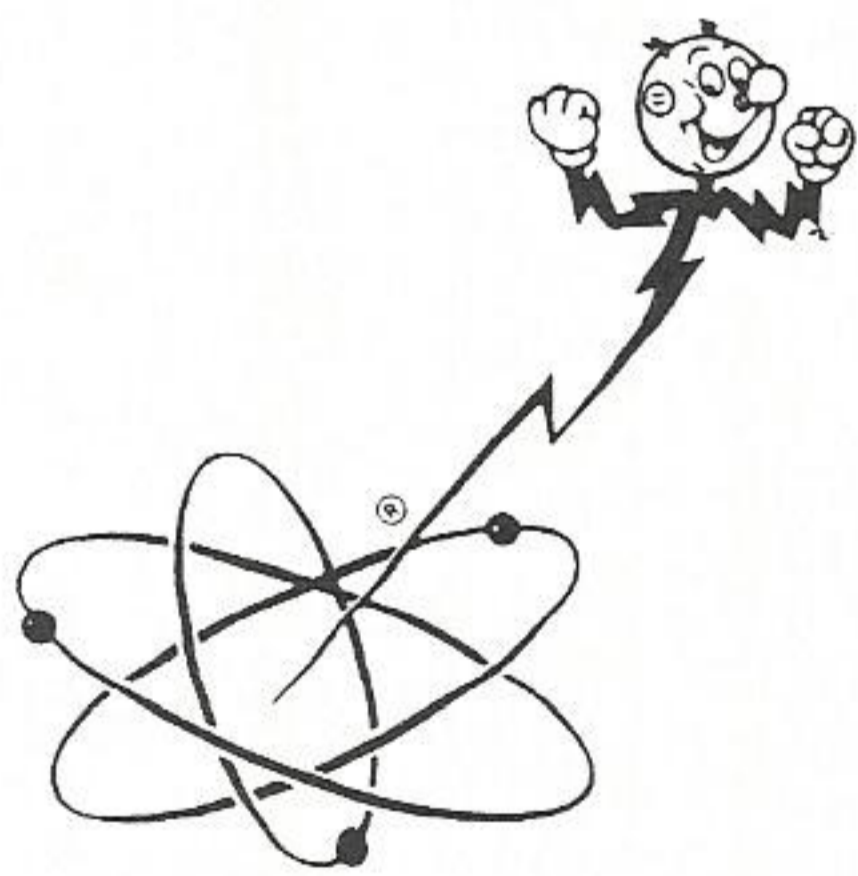
Cheryl Smith, 17-year-old daughter of Jimmie Smith, general maintenance supervisor at Beaumont Neches Station, has been named to Who's Who among American high school students.

Cheryl is a senior, attending Redemptorist Senior High School in Baton Rouge, Louisiana.

The number of students selected for this honor, annually from various schools, are only three per cent. Cheryl is to be commended for her meritorious achievements. She is also active in Band, Concert Band, Library Aide, Marching Band, Teachers Aide, Twirling, Future Business Leaders of America, Future Teachers of America and Powder Puff Football.

Among honors Cheryl has achieved during her sophomore and junior year are: All Parish Band Member, Outstanding Sophomore Bandsman, Outstanding Junior Bandsman, superior ratings two years at Louisiana State Solo and Ensemble Music Festival and former Louisiana State Twirling and Strutting Champion.

Cheryl is also interested in clerical practice, as in her junior year she was first alternate for the Louisiana State Typing Festival.

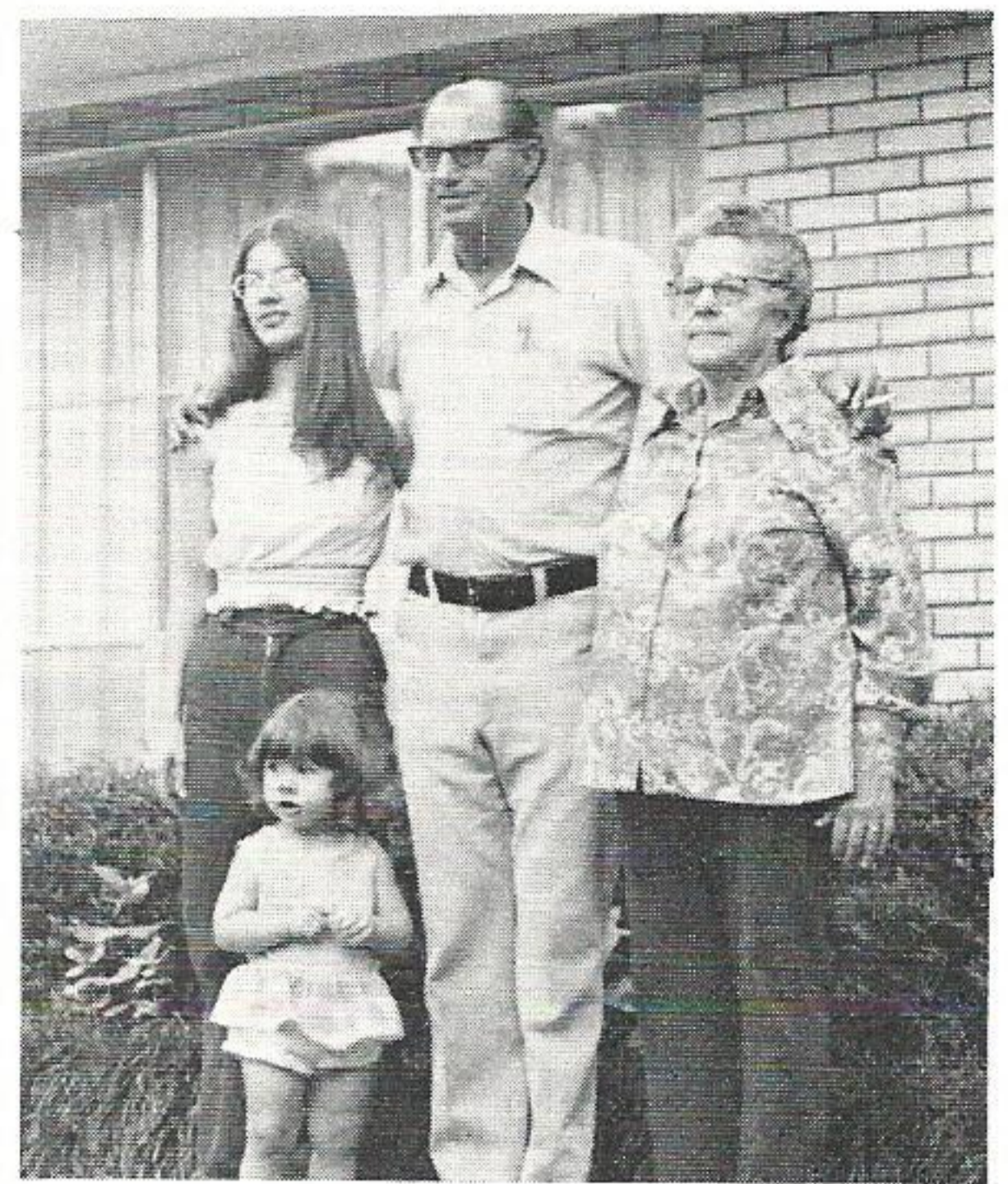


... that every pound of nuclear fuel that is used in today's nuclear generating plants releases enough energy to supply the average family's electrical needs for more than 400 years.

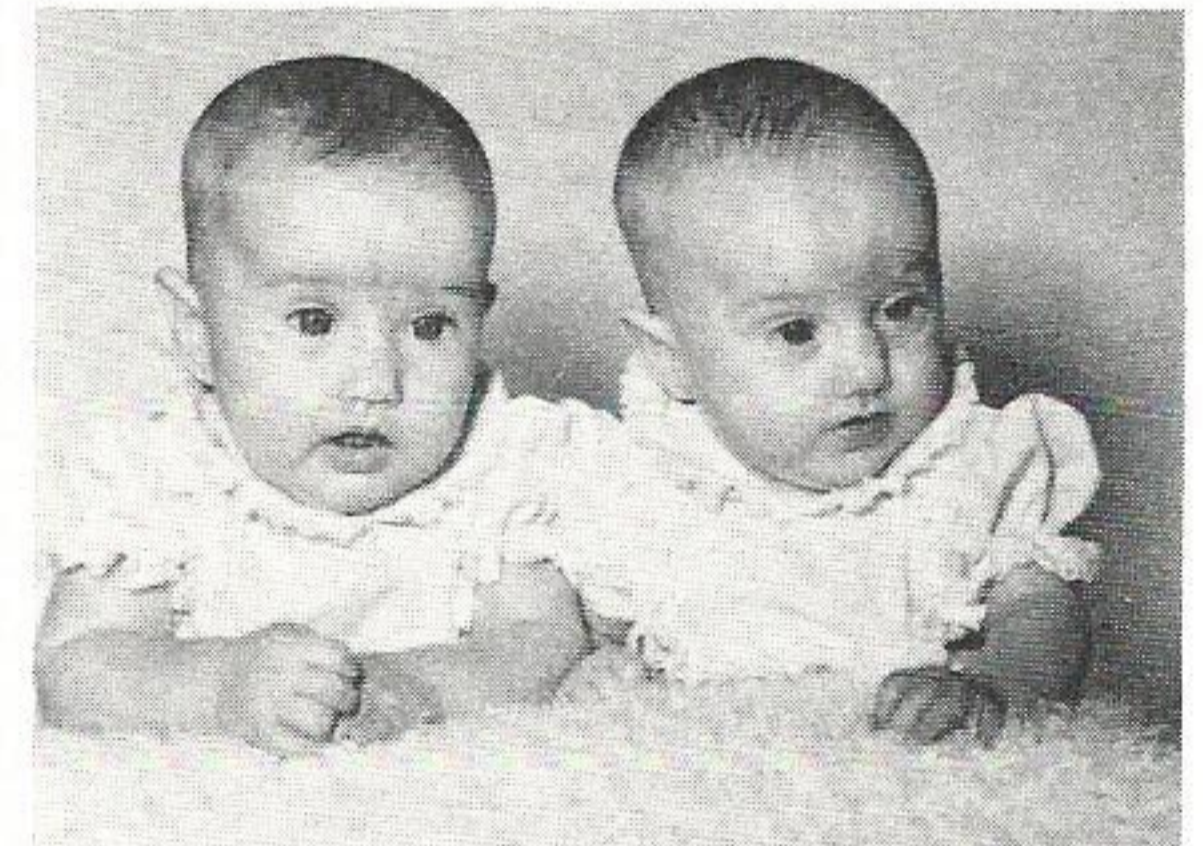
DID YOU KNOW?



This patriotic young man is Chris Rouse, son of William Rouse - test technician-1st class at Baton Rouge's Louisiana Station. Chris was one of many who participated in the Baker bicentennial celebration, held July 4th in Baker, La. Types of transportation ran from horse-drawn carriages to Chris's trisport. (from Leslie Jean-sonne)



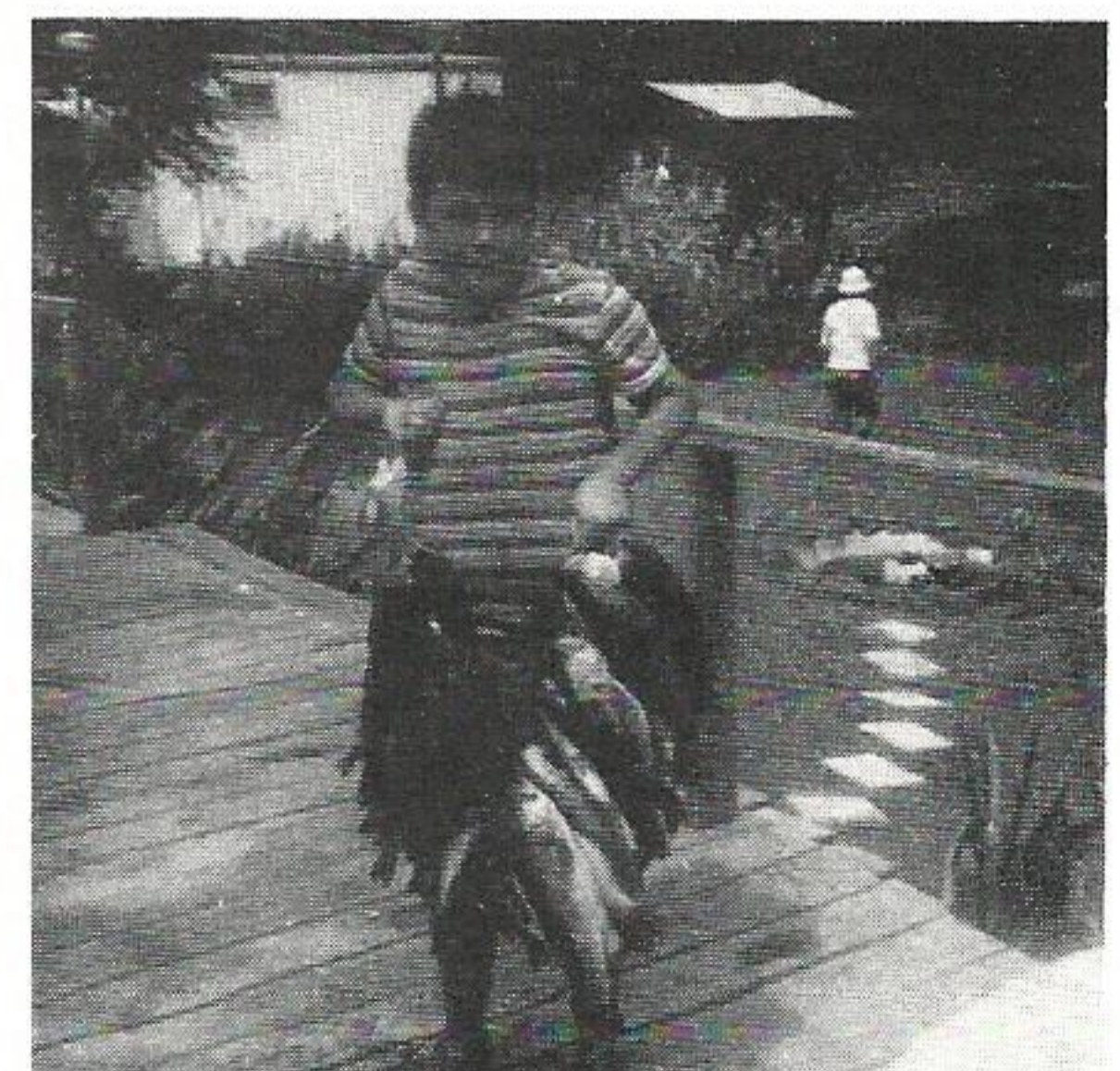
Lester Gauthier - Lafayette senior engineering assistant - is shown with his mother, Mrs. Felix Gauthier, on her 81st birthday. Also shown are his daughter, Mrs. Samuel Clements, and his granddaughter, Roxanne Clements. (from Bobbie Denais)



These are the twin daughters born on February 14 to Edgar and Angela Burwick. From left to right (*I hope! Editor*) are Shari Kay and Karen Michelle. Edgar is an equipment operator at Lewis Creek Station in Willis, Texas. (from D. W. Rutherford)



Louis Gradnigo, helper in the Lake Charles Line Department, and his friend Elliott Sterling are pictured with a string of 80 white perch they recently caught in Lacassine Bayou. (from Johnnie Harris)



Nine-year-old Scott Guidry is having a tough time holding up the large string of bass and bream recently caught at Toledo Bend Lake. Scott is the son of Cesaire Guidry, Jr. - Lafayette District lineman-1st class. (from Bobbie Denais)



An anniversary party was given by fellow employees in the Beaumont office for Vic Faver - Beaumont Division Treasury. Vic celebrated 40 years with the Company on July 26th. Congrats from Plain Talks! (from the Editor)



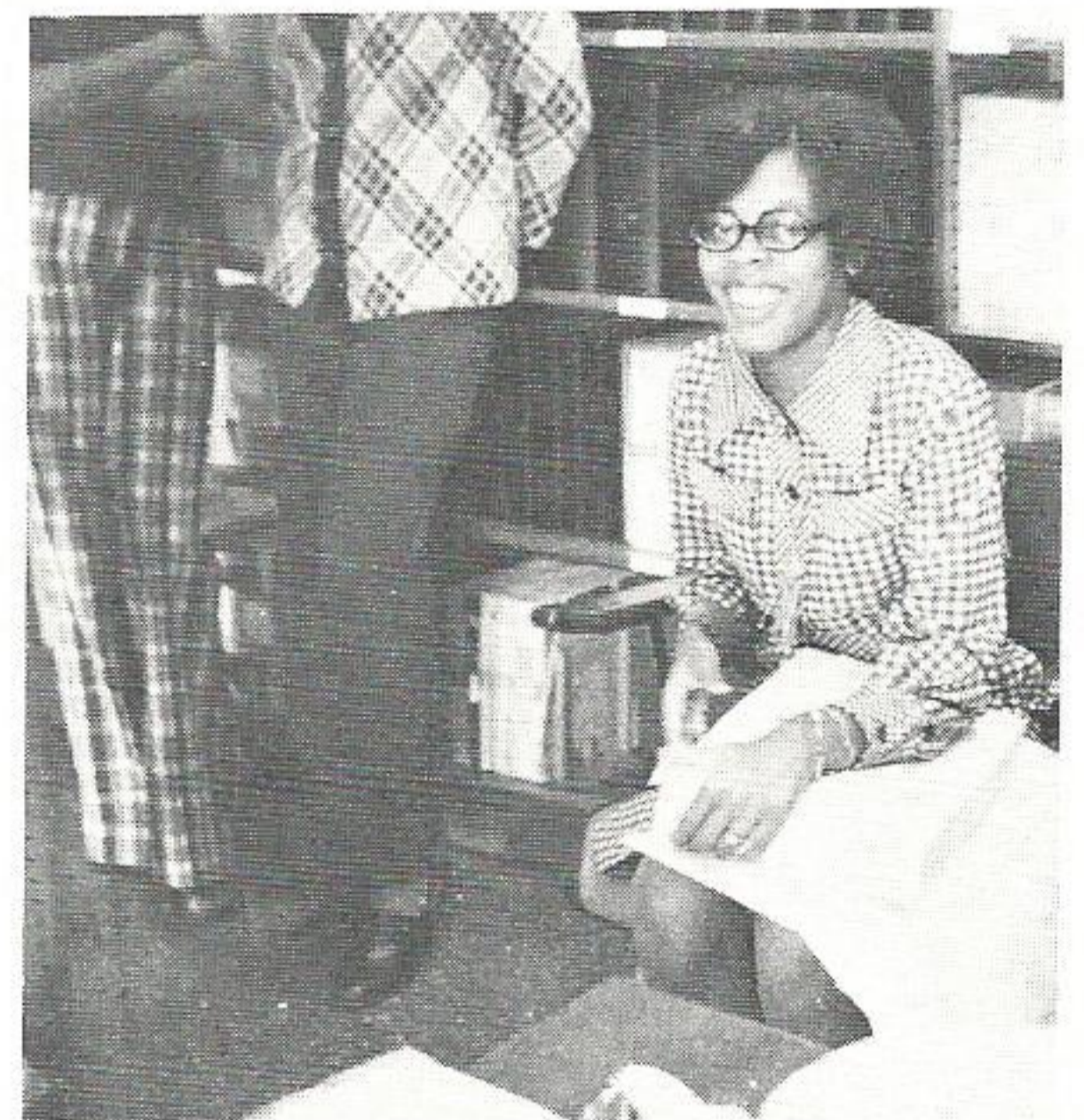
A June 19th farewell party was held by fellow employees for Marjorie McCauley - Beaumont draftswoman (third from left) in System Engineering. Marjorie decided to become a full-time housewife, trading in pencils for Kimbies! (from the Editor)



Jacqueline Vanessa Jones, granddaughter of Frank Washington, recently graduated from Sacramento Senior High School in Sacramento, California. She plans to attend Sacramento City College and major in Merchandizing. Frank is a helper in the Lake Charles Substation Department. (from Johnnie Harris)



This little doll is Carmen Kai Boles, one year old. She was born May 31, 1973, and is the daughter of Otis Boles - Cleveland Lineman. (from Edd Mitchell)



A wedding shower was held on August 1 in the Beaumont office for Elaine Smith - stenographer in the Records Department. Elaine became a happy bride on August 3. (from the Editor)

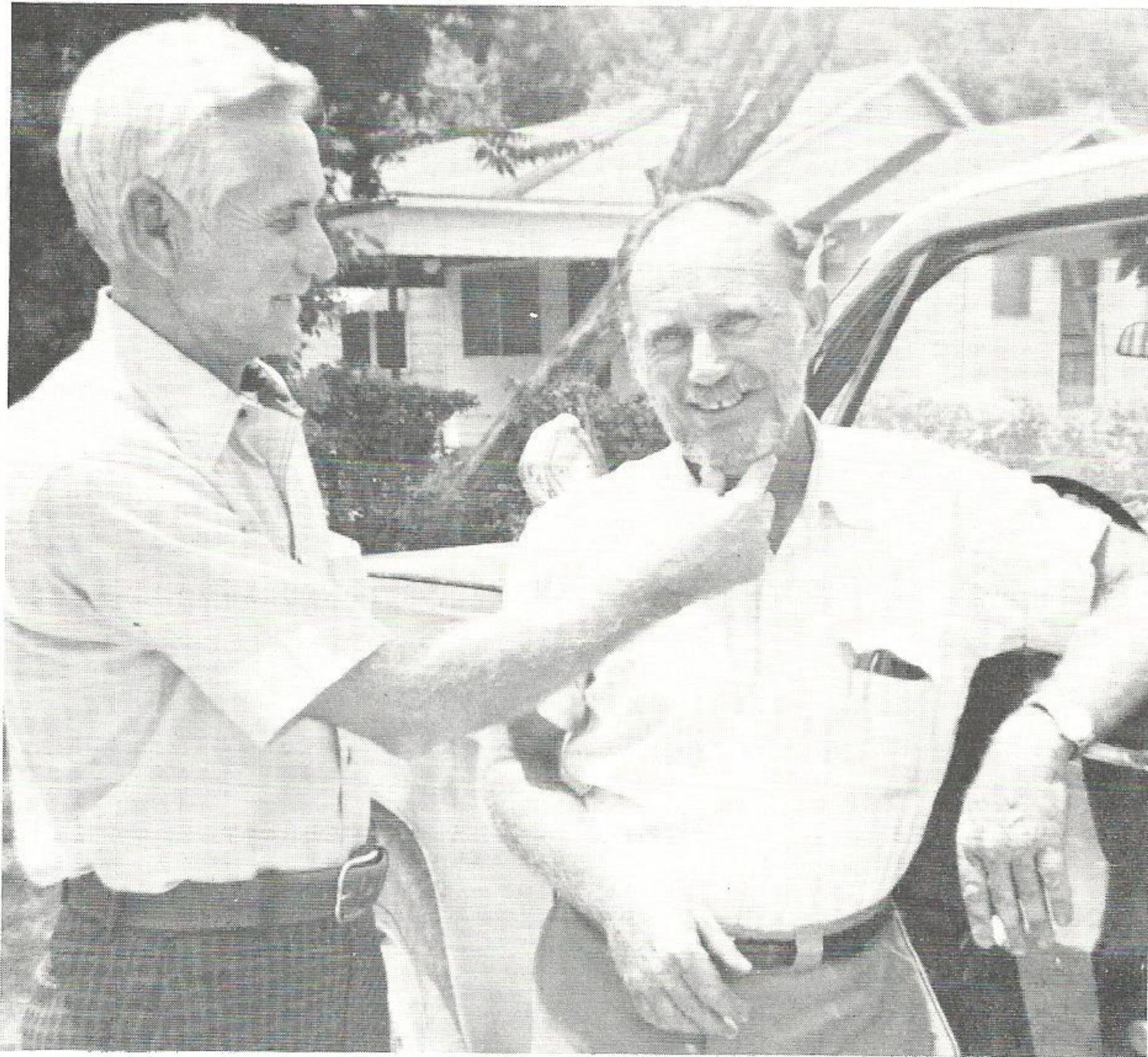
Mr. and Mrs. Kenneth Duhon are the proud parents of Catherine Melissa. "Missy" arrived July 11, weighing 7 pounds 6 ounces and was 20" long. Kenneth is a helper in Lake Charles Engineering Department. (from Johnnie Harris)

A birthday party was recently held in the Company's main office for Helen Head - Beaumont head operator. A birthday cake and "food galore" added to the presents and cards presented to Helen. Happy birthday from Plain Talks! (from the Editor)





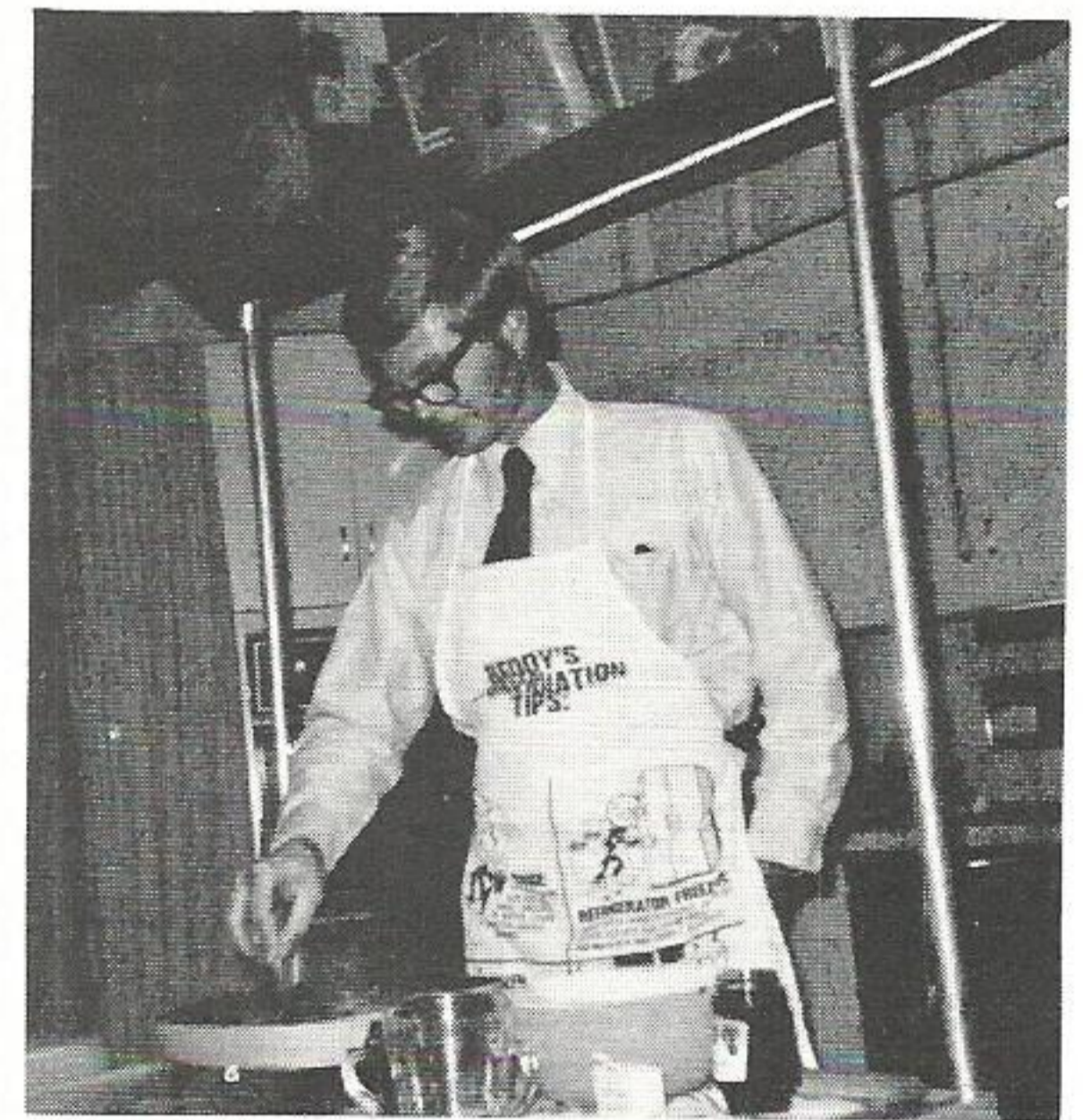
Mrs. Meza and Mr. Meza? Not quite. Although Steve Glach (Division Production) does seem to be the proud and smiling father, he isn't really. He was just being a nice guy and holding some of the gifts Ginger Meza received recently when she was given a going away party at Neches. Ginger, departmental clerk at Neches Station, left the Company on July 19 to begin her career as a new mother. (from Hazel Higginbotham)



Robert Easley, Baker district serviceman-1st class, has his beard measured by W. B. McMorris - Zachary superintendent. Robert "grew the growth" for the Baker, La., bicentennial celebration, held July 4th. (from Myra Ponthier)



A baby shower was recently held by fellow employees on the 3rd floor of the Beaumont office for Marilyn Jones — departmental clerk in Beaumont, System Treasury. Her many gifts, including a baby stroller and supply of Kimbies, took an hour to open! Her child is bound to be spoiled, thanks to Marilyn's many friends at the Company. (from the Editor)



Earnest Dawson, Conroe residential sales representative, recently performed some gourmet cooking for graduate students at Sam Houston State University in Huntsville, Texas. Earnest assisted Western Division Home Service Advisor Carolyn Joyce in presenting a program entitled "Bachelor Living." The program was designed to familiarize male students with home economics, and, as a climax to the show, Earnest prepared some of his favorite gourmet dishes. Needless to say, the students enjoyed the results! (from Carolyn Joyce)



A familiar face will be missed in the Beaumont office, as well as Systemwide, due to the retirement of Mildred Osborne, executive secretary to Board Chairman Floyd Smith (left) and Vice President Earl White (not shown). A farewell party was held in honor of Mildred on July 30 in the Beaumont office. Scores of friends and fellow employees were on hand to wish her well, including many of the now retired Company executives for whom she worked in the past. Also present to help her open her gifts and share in the occasion were her husband and daughter. (from the Editor)



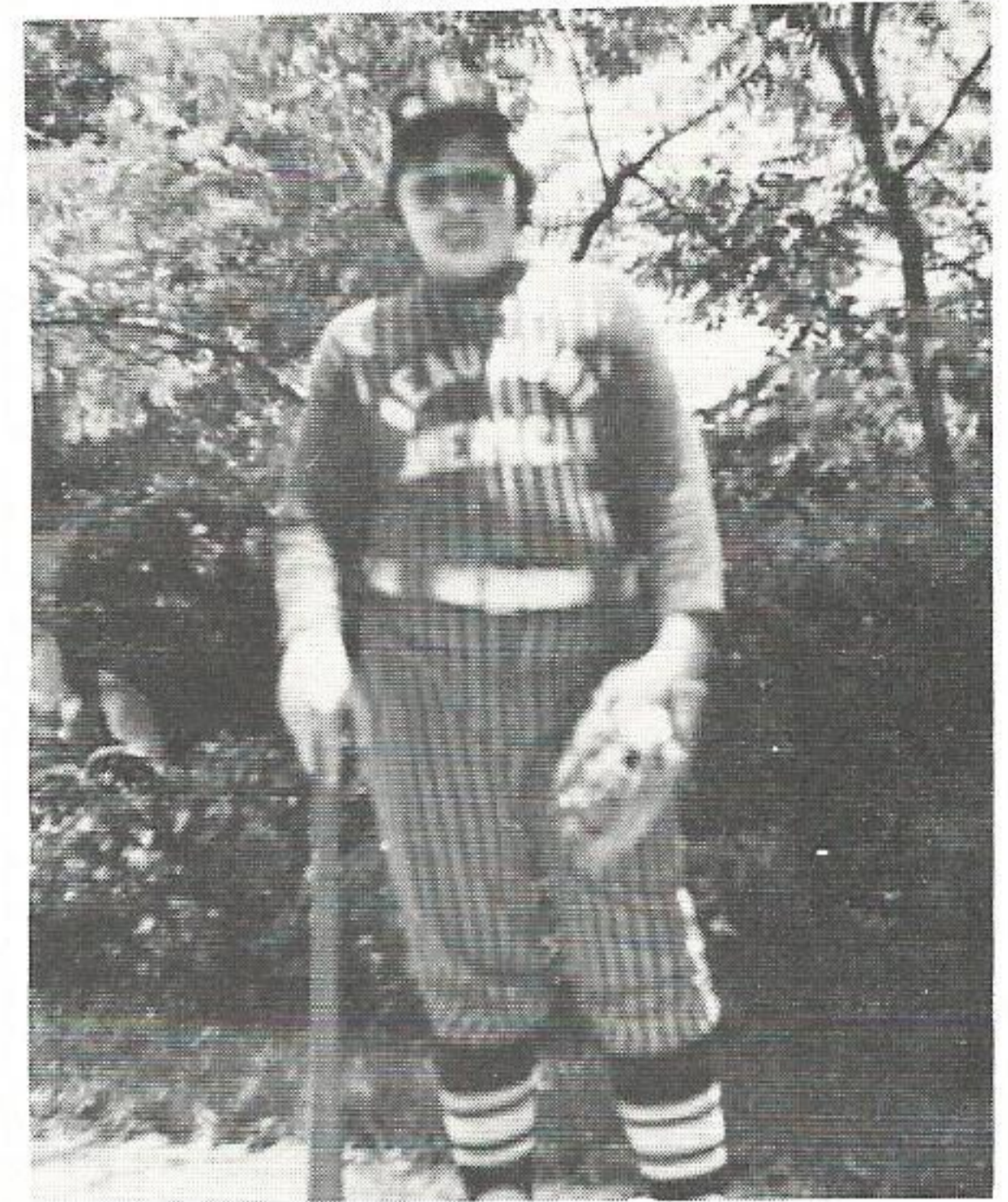
Kim Kitchens, 12-year-old daughter of Van Kitchens, Orange serviceman, was recently inducted into the National Junior Honor Society at Little Cypress School. Kim serves as 7th grade reporter for the Society. She has also received several Certificates of Merit for Outstanding Accomplishment. Among these are awards in fine arts, appearing on the honor roll nine months of the 1973-74 school term and numerous awards in physical fitness. Kim has also been chosen to play on the girls basketball team and served as class president. (from Doris Womack)

~~~~~

### An ode to the indispensable man

"Sometime, when you're feeling important,  
 Sometime, when your ego's in bloom,  
 Sometime when you take it for granted  
 You're the best qualified in the room;  
 Sometime when you feel that your going  
 Would leave an unfillable hole,  
 Just follow this simple instruction  
 And see how it humbles your soul.  
 Take a bucket and fill it with water,  
 Put your hand in it, up to the wrist.  
 Pull it out, and the hole that's remaining  
 Is the measure of how you'll be missed.  
 You may splash all you please when you enter,  
 You can stir up the water galore,  
 But stop, and you'll find in a minute  
 That it looks quite the same as before.  
 The moral in this quaint example  
 Is to do the best that you can.  
 Be proud of yourself, but remember -  
 There is no indispensable man."

—Anonymous



With bat and glove in hand is James Wells, grandson of J. D. Wells - Neches Station control room foreman. Twelve-year-old James played for the Beaumont American Little League All-Star team. (from Gene Russell)



Six-foot-two Lafayette District Serviceman Oray Hernandez almost needs to don his hooks in order to pick tomatoes from the 12-foot stalks growing in his garden. (from Bobbie Denais)



"That's it - - - sneak off to work!"



# WELCOME ABOARD

## LAKE CHARLES DIVISION

### Distribution

Briscoe, Kearney J., Lake Charles, Laborer I - T&D/Garage

### Treasury

Cormier, Sharolyn S., Jennings, Local Office Clerk

## MANAGEMENT EMPLOYEES

Goen, Johnie L., Beaumont, Civil Engineer - Sys Eng Des/  
DEC-Civil Eng

Landry, Deborah A., Beaumont, Mathematician - Rates

Bradley, John H., Jr., Beaumont, Internal Auditor - Sys Treas/  
Intl Audits

Fontenot, Linda C., Beaumont, Admin Accountant - Sys  
Treas/Actg Opers

Wise, Harrell G., Beaumont, Admin Accountant - Sys Treas/  
Actg Opers

Wieting, Paul J., Conroe, Engineer - T&D/Engrg

Ciesiel, Ronald W., Conroe, Engineer - T&D/Engrg

Urquhart, Wm. L., Beaumont, Engineer - Sys Eng Des/Technl  
Servs (Summer)

## PART-TIME EMPLOYEES

Tarver, Laura L., Conroe, Dept Clerk - T&D/Engr

Lavergne, Judy B., Laffayette, Clerk - Cust Acctg

Eldridge, Carol J., Beaumont, Dept Clerk - Corp & Finance

Larive, Barbara L., Beaumont, Dept Clerk - IDS&Records

Doss, Jocelyn B., Beaumont, Dept Clerk - IDS/Records

Summerlin, Carol B., Port Arthur, Clerk - Cust Servs

Day, Eddie R., Port Arthur, Meter Reader - Cust Acctg

Robison, Katherine A., Lake Charles, Clerk - Cust Acctg

Schrank, Mark W., Lake Charles, Engr Helper - T&D/Engr

## SYSTEM DEPARTMENTS

### Rate Department

Brown, Delores, Beaumont, Dept Clerk-Rate Dept/Overall

### Information & Data Services

deBretagne, Charlotte R., Beaumont, Dept Clerk - IDS/Recds  
-Dupl

Shepherd, Dorthy E., Beaumont, Key Punch Operator-  
IDS/EDP-DSO

### System Production

Robinson, Marian R., Beaumont, Dept Clerk - Sys Prod/Pwr  
Sys Opers

### System Engineering

Scott, Virgil N., Beaumont, Engr Helper - Sys Eng Des/Rel Des

### System Treasury

Renfro, Charlesella A., Beaumont, Dept Clerk - Sys Treas/  
Actg-F&R Repts

Page, Deborah P., Beaumont, Clerk - Sys Treas/Mtrl Svs-Ovrll

Holman, Carol C., Beaumont, Clerk - Sys Treas/Actg-Gen  
Accts

Buchanan, Cynthia L., Beaumont, Clerk - Sys Treas/Actg-Plant

## BEAUMONT DIVISION

### Production

Von Netzer, Franz C., Beaumont, Laborer I - Neches Sta

### Distribution

Young, Lionel E., Beaumont, Laborer I - T&D/Garage

Kyle, Clinon, Beaumont, Laborer I - T&D/Substation

## PORT ARTHUR DIVISION

### Distribution

Paul, Eddie Q., Port Arthur, Laborer I - T&D/Line

### Treasury

Parker, Margery E., Port Arthur, Meter Reader

Pate, Joyce L., Port Arthur, Clerk - Cust Servs

Young, Patricia A., Port Arthur, Clerk - Cust Servs

## WESTERN DIVISION

### Distribution

Gilford, Otis, Conroe, Laborer I - T&D/Line

## BATON ROUGE DIVISION

### Production

Mizell, Robert W., Baton Rouge, Laborer I - La Sta

### Gas Department

Marchesseault, Jesse L., Jr., Baton Rouge, Laborer I - Gas Dept

Hamilton, Donald T., Baton Rouge, Laborer I - Gas Dept

### Distribution

Signorino, Paul H., Baton Rouge, Relayman 3rd Class - T&D

### Treasury

Higginbotham, Joseph P., Jr., Baton Rouge, Laborer I - Div  
Treas/Stores

McCarley, Bobby D., Baton Rouge, Meter Reader

McLain, Floyd L., Jr., Baton Rouge, Clerk - Cust Relations



Beaumont Home Service Advisor Beth McLaughlin is featured on this month's Recipe Page. Beth, a native of Nederland, Texas, holds a B.A. degree from Lamar University and has been with the Company three years. Her husband, Dennis, is a Beaumont native and is an assistant manager for Market Basket Food Stores, Inc. Beth is a member of Delta Zeta Sorority, South Texas Home Economists in Business, American Home Economics Association, Sabine Area Home Economics Association, and Holy Cross Lutheran Church in Nederland.

If you are looking for a delicious and elegant menu for a brunch, yet one that is fairly easy to prepare, here is the one for you. The brunch is a great form of entertaining - it's a combination of breakfast and lunch and is usually served between 10:00 a.m. and 1:00 p.m.

Of course, planning is the main ingredient for any successful brunch (or party), so with preparations begun in advance these recipes can be prepared with a minimum of effort on your part. You might want to try these recipes for your family before serving them to guests. This way you will be assured of a smoothly organized brunch. The basic crepes can be prepared and frozen several weeks in advance, only to be thawed the morning of the brunch. The day before the party, the Marchand de Vin Sauce can be made and refrigerated, the fruit cleaned and the table set. The morning of the brunch, fill the crepes, measure for the strawberry sauce and take care of last minute details. Add glamour to the meal by flaming the strawberry sauce at the table for the Crepes Fitzgerald.

# brunch with beth

## Brunch Menu

Strawberries in Cream or Broiled Grapefruit

Eggs Hussarde      Crepes Fitzgerald

Coffee

### EGGS HUSSARDE

12 thin slices ham, broiled  
6 English muffins, cut in half  
Marchand de Vin sauce  
12 slices tomato, broiled  
12 eggs, soft poached  
Hollandaise Sauce  
Paprika

Place a slice of ham over each muffin half and cover with Marchand de Vin Sauce. Add a slice of tomato; then egg. Top with Hollandaise Sauce and sprinkle with paprika. Serves 6.

### MARCHAND DE VIN SAUCE

3/4 cup butter or margarine  
1/3 cup finely chopped mushrooms  
1/2 cup finely chopped ham  
3/4 cup finely chopped onion  
2 cloves garlic, minced  
2 Tbsps. flour  
1/2 tsp. salt  
1/8 tsp. pepper  
Dash red pepper  
3/4 cup beef stock  
1/2 cup red wine

Melt butter in a 9 inch skillet; add mushrooms, ham, onion and garlic. Saute' until lightly browned. Stir in flour, salt and peppers, cook until browned. Blend in beef stock and wine and simmer 35 to 45 minutes. Makes 2 cups.

### HOLLANDAISE SAUCE

1/2 cup butter or margarine  
3 egg yolks  
Dash red pepper  
2 Tbsps. lemon juice  
1/4 tsp. salt

Heat butter on low heat until bubbly but not brown. Put egg yolks, pepper, lemon juice and salt into blender container; cover and blend on low speed until just mixed. Immediately, with motor on, pour in a thin, steady stream of hot butter. When butter is added, sauce is ready to serve. Makes 1 cup.

### CREPES FITZGERALD

One 3 oz. pkg. cream cheese, softened  
1/2 cup sour cream  
12 crepes  
3 cups sliced strawberries  
2 Tbsps. sugar  
1 Tbsp. butter or margarine  
1/2 cup strawberry liqueur  
1/4 cup Kirsch

Combine cream cheese and sour cream. Put a small amount on each crepe and roll. Place 2 crepes on individual plates. In electric chafing dish, combine strawberries, sugar and butter; simmer until heated thoroughly. Add strawberry liqueur and all but 1 Tbsp. Kirsch. Ignite remaining Kirsch and pour over strawberry mixture. Spoon flaming strawberries over crepes.

### BASIC CREPES

2 cups flour  
1/2 tsp. salt  
4 eggs  
1 cup milk  
1 cup cold water  
1/4 cup butter or margarine,  
melted  
Oil

Combine flour, salt and eggs in bowl; blend well. Add milk, water and butter; mix well. Refrigerate batter at least 2 hours to allow flour particles to swell and soften so that crepes are light in texture. Brush the bottom of a 6 or 7 inch crepe pan or heavy skillet lightly with oil and heat over medium heat just until hot, not smoking. Pour 1/4 cup batter in pan and quickly tilt pan in all directions to cover the bottom of pan with a thin film. Cook about 1 minute. The crepe is ready for flipping when it can be shaken loose from the pan. Flip the crepe and cook 1/2 minute on other side; this is usually a "spotty brown," and filling is placed on this side. To freeze ahead: stack cooked crepes between layers of waxed paper, wrap well and freeze. To thaw, heat in a covered dish at 300 degrees 15 to 20 minutes. Makes about 22 crepes.

## Consumer Scene



### Summer Air Conditioning Hints

With electrical rates going up all over the country, people are paying more attention to how much it costs to air condition their homes. As a result, people shopping for new air conditioners are looking more and more to high-efficiency models, which provide more cooling per watt of electricity used than do standard models.

However, there are ways to help cut the cost of air conditioning no matter if you're getting a new one or planning to continue using the one you already have, according to General Electric air conditioning specialists.

One of the simplest and easiest ways to cut cooling costs is to adjust the thermostat. If you select a warmer indoor temperature, you can save approximately 5 per cent of the energy used for each degree of cooling you give up, and still keep the room cooler and less humid than the outside, GE specialists say.

Locating the air conditioner in the window that will provide the best air distribution will let the unit do its job more easily and with less energy. Don't worry about its exposure to the sun. That has very little to do with an air conditioner's efficiency. It's much more important to permit free air delivery

both inside and outside the room. Don't bury the unit in shrubbery or cover it with drapery while it is operating.

Clean the filter regularly, at least once a month. The filter traps airborne dust and dirt particles as well as many large-size pollen particles, but it cannot do its job effectively if it is dirty. Washing or vacuuming the filter regularly will help keep your home cleaner and will enhance the free flow of air through the unit, allowing it to operate at top efficiency.

Weather sealing the window installation can also help reduce operating costs as can the use of blinds, shades or awnings on the windows to keep direct sunlight out of the house. Close heating ducts to keep the cool air from escaping from the area being cooled.

A good investment for the individual as well as the working family is a special timer to turn the unit back on late in the afternoon rather than letting it run all day when no one is home.

Even if you buy a new high-efficiency air conditioner—which provides a substantial energy saving over standard units—following these tips will help make it even more efficient and help you keep your cool this summer.