



FEBRUARY, 1970
REMEMBER WHEN?
NEW MANAGEMENT CHANGES

Plain
Talks
& News

GULF STATES UTILITIES COMPANY

285 Liberty Avenue

BEAUMONT, TEXAS 77701

ELDON A. WERNER
President

February 27, 1970

Dear Fellow Employee,

On March 1, I will retire as your president, closing the most important phase of my 43-year career in the electric power industry. These 31 years with Gulf States have been memorable ones, and I have made many friendships that will last a lifetime.

My associations within the Company have provided a source of inspiration, because Gulf States has the finest group of employees of any company. While the Company continues to grow in size, I trust that the personal "family-type" working conditions will not be outgrown.

Your future and that of Gulf States should be one of constant challenge. As each of you continues to advance within the Company, remember that the road ahead of you will take on greater challenges and importance. Remember, too, that no person worth his salt is ever completely satisfied, but is constantly striving to improve.

After my retirement, I will remain close to Gulf States and hope to have the opportunity to visit with many of you in the months ahead. My job as your president has been a rewarding experience only because of the help each of you has given me. For this I want to thank you, and I wish all of you continued success.

Sincerely,

Eldon Werner

News Briefs



BOARD OF DIRECTORS PROVIDE FINANCING

On February 19, our company sold \$30 million of first mortgage bonds, 8.5 per cent series due in the year 2000, and 1,400,000 shares of common stock, without par value. The sale of these securities will yield the company a total of \$58,153,700.

Board chairman Richard said the action is the first step in the company's 1970 financing program. Another issue of securities could be issued to raise an additional \$30 million late this year, although it is possible this financing will come in 1971. The proceeds from the new bonds will be used to pay off part of the \$58,500,000 of outstanding short-term notes and commercial paper.

Subject to clearance with the Federal Securities and Exchange Commission and approval by the Federal Power Commission, the new bonds will be offered to the public at 101.089 per cent to yield 8.40 per cent. The common stock is to be offered at \$21.00 per share.

FPC CHAIRMAN ADDRESSES CO-OPS

Federal Power Commission Chairman John Nassikas spoke to the National Rural Electric Cooperative Association in Las

Vegas recently and said that evidence of increased cooperation and understanding between all sectors of the power industry is encouraging. "However," he said, "we have noted in several areas of the country that the inability of the cooperatives and other systems to work together and plan jointly for the needs of the area has resulted in duplicative transmission and other facilities. This is especially disturbing in the context of the rapidly accelerating public concern for protection and preservation of environmental and aesthetic values."

He suggested five areas for common concern by the entire electric industry: (1) reliable service at reasonable rates; (2) effective equal employment opportunities; (3) regional planning; (4) environmental control research; and (5) development of an energy-environment benefit-cost ratio.

REA Administrator David Hamil, also spoke to the NRECA convention and said rural areas are the "one logical place to handle our increasing population." "Furthermore," he said, "with their vast natural resources, I see them as a logical place for new industrial enterprises."

UTILITIES RATE
HIGH WITH PUBLIC

The February edition of FORTUNE is devoted to the environment, and a number of articles concern utilities. "The worst air pollution threat for the future appears to lie in the relentlessly growing demand for electric power," a caption stated. The magazine conducted a poll of businessmen, and found no industry received high anti-pollution marks, and "Only the electric utility industry scored a clearly positive response." Among eight basic industries rated on a scale from 10 (good) to 1 (poor), the businessmen gave electric utilities a score of 6. Next highest was oil exploration, 5.1.

RETIREMENT CAN
BE PROFITABLE

Spending wisely is one way to s-t-r-e-t-c-h your money. You can also supplement your retirement benefits with other income from part-time jobs or self-employment.

Many retired people turn their leisure time into extra dollars. They have found that hobbies such as rug weaving, oil painting, gardening, and wood carving are not only personally rewarding but can also be financially profitable.

After you retire, you can earn as much as \$1,680 a year and still receive all of your social security benefits. If you earn more than that, part or all benefits may be withheld.

The general rule is that \$1 in benefits will be withheld for each \$2 you earn between \$1,680 and \$2,880. In addition, \$1 in benefits will be withheld for each \$1 of earnings over \$2,880. Regardless of your total earnings for the year, however, you can get your full benefit for any month in which you neither earn wages of more than \$140 nor perform substantial services in self-employment.

Beginning with the month of your 72nd birthday, you can collect benefits for every month no matter how much you earn. A successful retirement calls for advance planning and wise use of your time and money after you retire.

dis GRUNT lings





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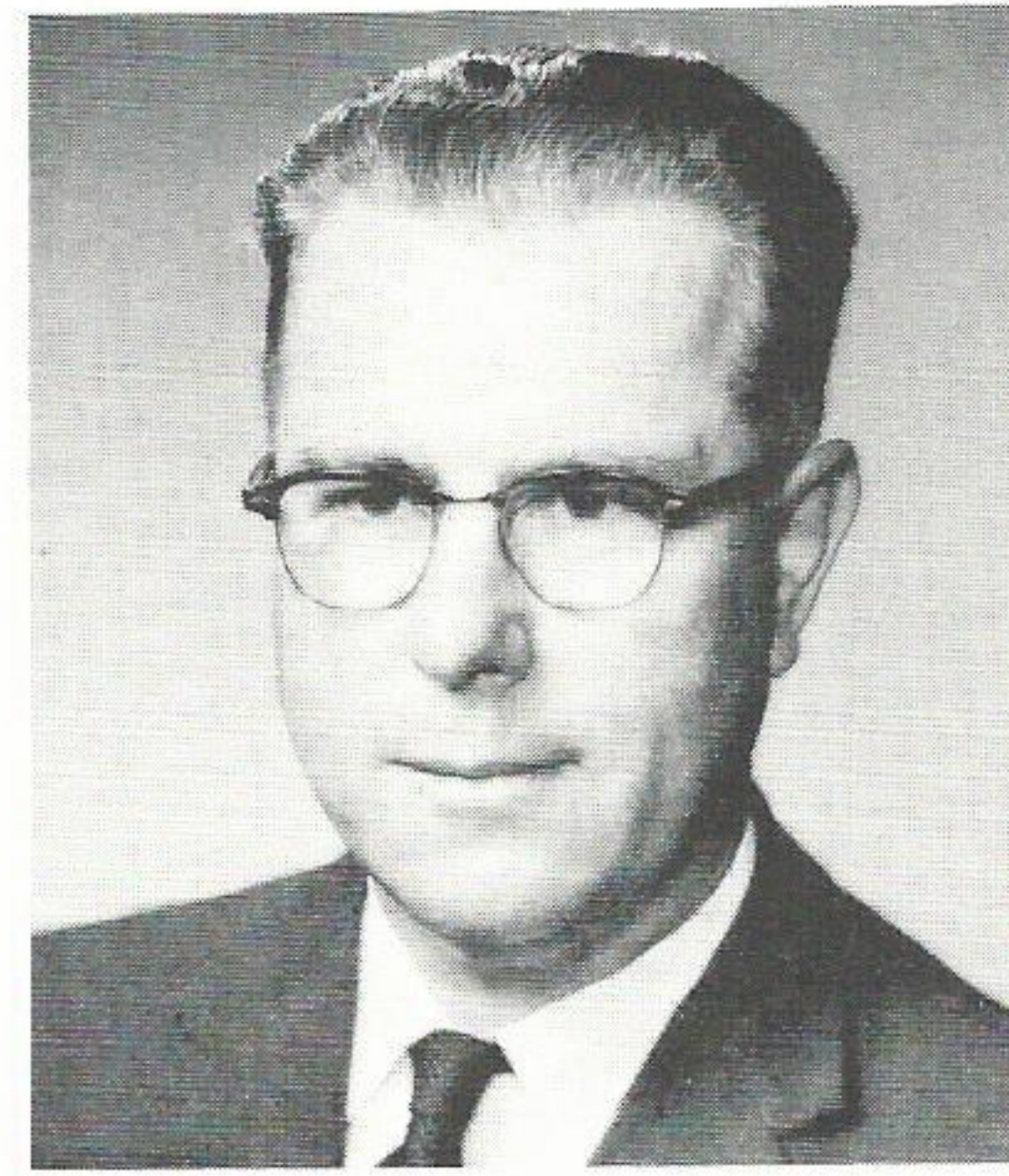
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Baton Rouge

Member: 

OUR COVER: From the old pole setting truck to the modern bucket truck, Gulf States has had a long and memorable history. See page 8 for a detail of how Gulf States was formed and turn to page 10 for a pull-out map of our current system.

Smith Named President; Richard & Werner To Retire



Floyd R. Smith

Floyd R. Smith, executive vice president since 1969, was elected president and principal executive officer of the company at a meeting of the Board of Directors February 27 in Beaumont. The retirements of President Werner, March 1, and Chairman of the Board Richard, April 1, were announced at the meeting. Mr. Smith takes office as the company's sixth president effective April 1. Mr. Richard will remain as a director of the company.

Two new directors were elected to the board: **Seth W. Dorbandt** of Conroe, Texas, president and board chairman of the First National Bank of Conroe, effective March 1; and **Samuel L. Adams** of Beaumont, Texas, vice president-Engineering and Production, effective April 1. (The next issue of PLAIN TALKS will include pictures and complete information on the new directors.)

A native of San Francisco, California, Mr. Smith was employed in Navasota after receiving his degree in electrical engineering from New Mexico State University. He has completed both the Harvard University Advanced Management Program in 1962, and the Public Utility Executive Course at Georgia Tech in 1957.

Mr. Smith has worked in engineering and operating jobs in four of the company's five divisions. Following service in Navasota, now the Western Division, he worked in the Port Arthur, Beaumont and Baton Rouge Divisions, progressing to operating superintendent, Port Arthur Division in 1954; operating superintendent, Beaumont Division, 1956; system operations manager, 1963, and Baton Rouge Division manager in 1963. While in Baton Rouge, he was promoted to vice president and director in 1965. In 1967, he was transferred to Beaumont

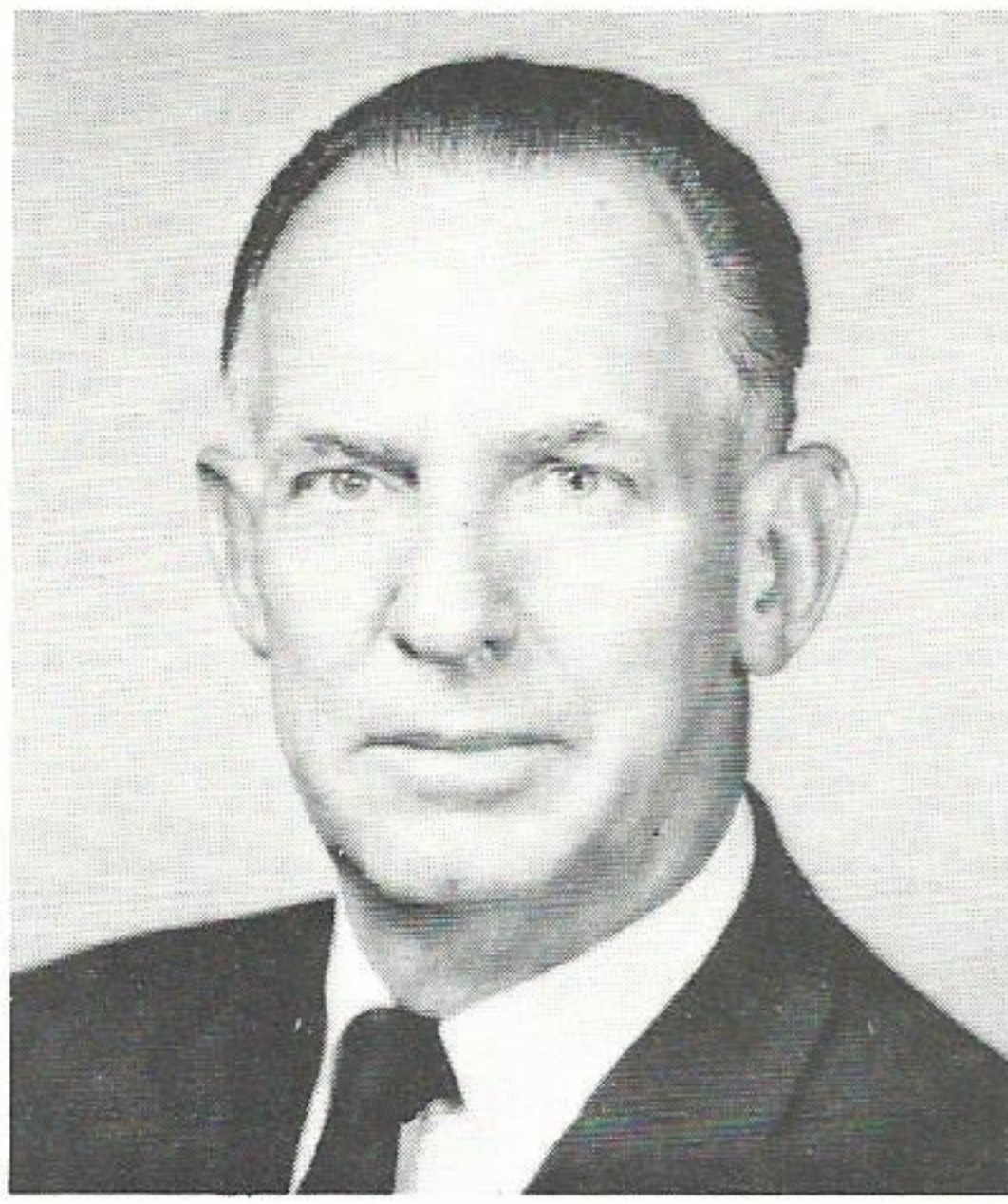
and promoted to vice president-division operations and in 1969 he was elected to executive vice president.

The new president is an active civic worker. He is past president of the West End Rotary Club of Beaumont, an elder in the St. Andrews Presbyterian Church, serves on the board of the Beaumont Chamber of Commerce and is its treasurer. He also serves on the board of the Beaumont Red Cross and has held responsible positions in the United Appeals in the past several years.

Mr. Richard's career spans almost 44 years with the company. A native of Jennings, Louisiana, he graduated from St. Charles College. He has completed both the Public Utility Management Training Program at Georgia Tech and the Harvard University Advanced Management Program.

Beginning as a clerk in the Jennings Office, Mr. Richard worked in several accounting positions there and in Lake Charles before moving to the Beaumont Office in 1928 as tax accountant. He was promoted to staff accountant in 1943. In 1947, he became assistant treasurer and in 1956, his 30th year with the company, he was elected treasurer. In 1963, Mr. Richard was elected president and director. He advanced to board chairman in 1966.

An ardent civic worker, Mr. Richard was appointed by President Nixon to serve as 1969 metropolitan chairman of the Jefferson-Orange County National Alliance of Businessmen, a group devoted to training, hiring and retaining the disadvantaged in the private business world. Under his leadership, the NAB JOBS program exceeded its quota and was highly successful. He has served in numerous



Glenn E. Richard



Eldon A. Werner

capacities with the United Appeals, including campaign chairman and president and is currently on the board of directors. He is a director of the Beaumont Chamber of Commerce, the East Texas Chamber of Commerce, a member of the Masonic Lodge in Beaumont, an elder in the St. Andrews Presbyterian Church and serves on the board of the Family and Children's Services.

Mr. Richard is also a director of the Edison Electric Institute, the Southern States Industrial Council, the Southeastern Electric Exchange and the Texas Research League. He is currently president and a director of the Texas Atomic Energy Research Foundation.

In 1968, he was named "Mr. East Texas," an honor presented to the East Texan "who best exemplifies the spirit and qualities . . . which give direction to the growth and progress of East Texas."

Married to the former Mary Ellen Gill, also of Jennings, the Richards have two sons, William, now of Conroe, Texas, and Thomas of Austin, Texas. In Beaumont, the Richards reside at 3475 Durwood Drive and they have six grandchildren.

Mr. Werner, president since April of 1966, completes his 43-year career in the electric power industry effective March 1.

Mr. Werner is a native of Brockton, Mass., where he began his utility career with the Brockton Edison Company. He also held managerial positions in sales with Ponce (Puerto Rico) Electric Company, Stone and Webster Service Corporation in Boston and El Paso Electric Company before joining our company as merchandise sales manager at Baton Rouge in 1939.

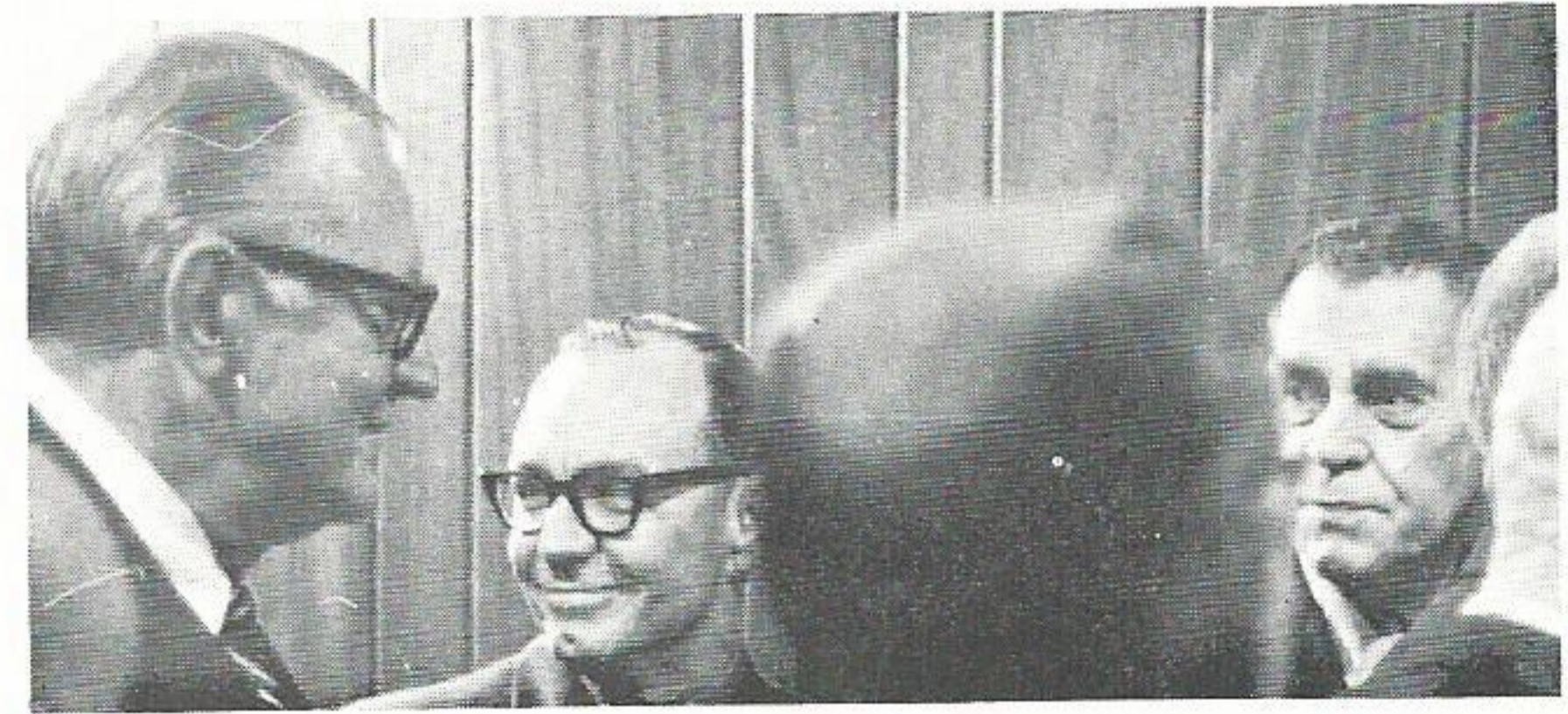
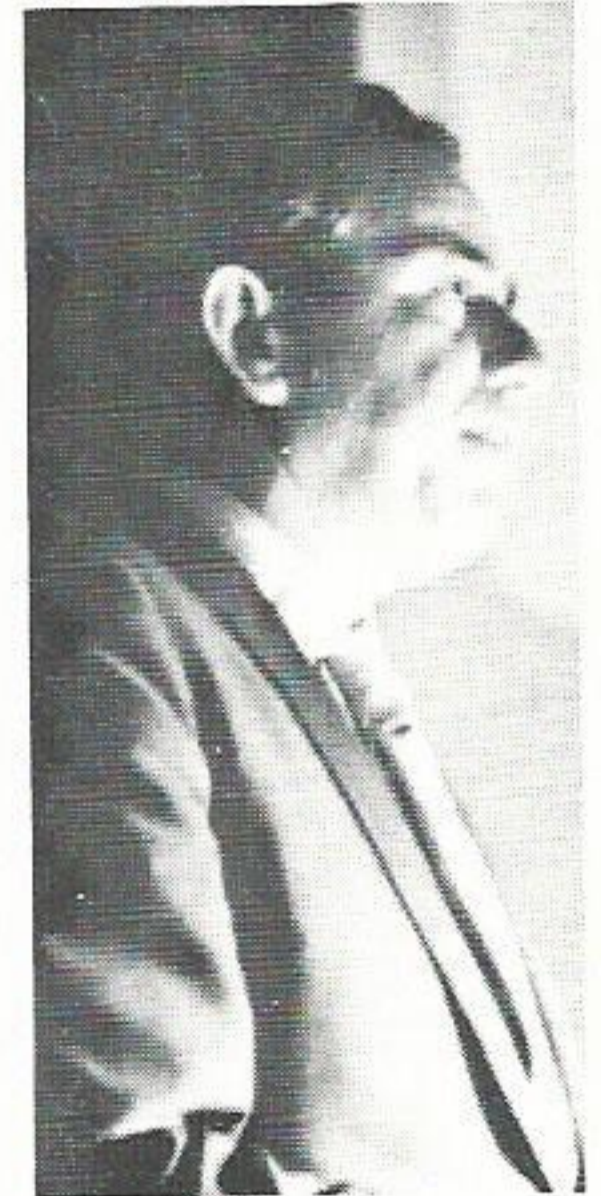
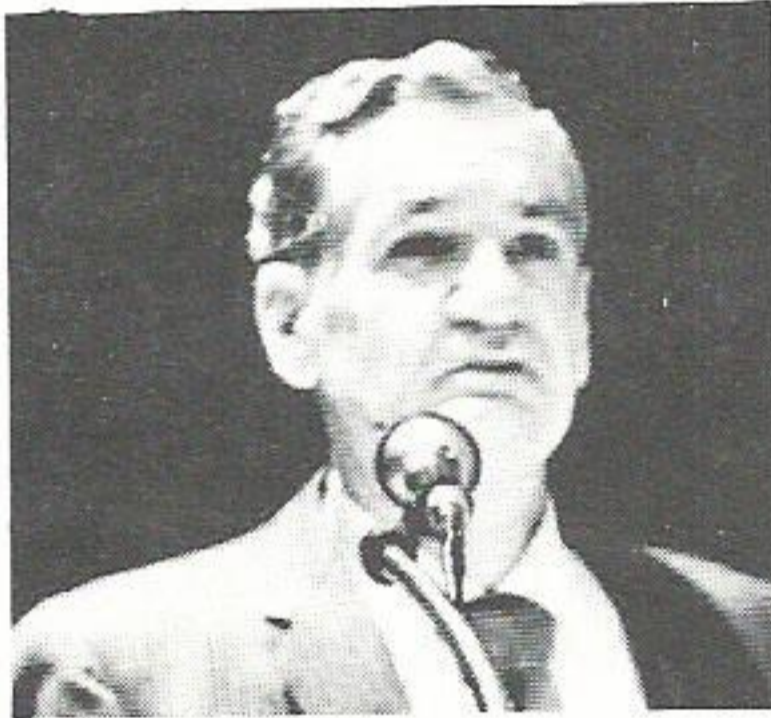
He became personnel manager in 1945 and was promoted to vice president in charge of the Personnel Department in 1958. He was elected to the board of directors in 1962 and was made vice president—Baton Rouge division in 1963. Mr. Werner was named executive vice president in February of 1965 and transferred to Beaumont, the position he held at the time he was elected president.

Presently Mr. Werner is regional vice president and is on the board of directors and the executive committee of the Texas Manufacturers Association. He is a director of the Baton Rouge City National Bank and the First Security National Bank of Beaumont. He is a member of the Gulf South Research Institute's Council of Trustees, a privately chartered agency partly financed from state funds which will conduct the state's scientific and economic research projects. He also is treasurer of the Baton Rouge Aircraft Company. In the Electric Companies Advertising Program (ECAP), he is on the national steering committee.

In 1950, he completed the Harvard University Advanced Management Program. Mr. Werner is married to the former Hilda Wiles, and they have one son, John, who is married and resides in Lufkin, Texas. The Werner's have one grandchild. In Beaumont, they reside at 5995 Ventura, but plan to relocate in Baton Rouge after retirement.

During his service with our company in Baton Rouge, Mr. Werner was a director and vice-president of the Baton Rouge Chamber of Commerce. He also is a past president and director of the City Club of Baton Rouge and a former member of the board of the Baton Rouge Country Club.

MANAGEMENT



MEETINGS HELD

"The Changing Seventies" was the theme of a series of management meetings held January 28 through February 5 in Baton Rouge, Lake Charles, and Beaumont. Approximately 650 employees attended the meetings held to outline the company's objectives and goals for 1970.

Headed by Chairman of the Board Richard and President Werner, a management team of 13 speakers predicted what the 70's would hold for such challenges as sales, construction, operations, financing, safety, employee relations and the social crises that face all of us in the years immediately ahead.

Appearing during the series were: Floyd Smith, executive vice-president; S. L. Adams, vice-president, engineering-production; L. V. Dugas, vice-president and general sales manager; E. L. Bailey, treasurer; W. E. Heaner, personnel manager; R. L. Wynne, assistant treasurer; Bob Jackson, assistant secretary; S. L. Stelly, safety director; J. S. Turner, director — advertising and public relations; Aubrey Sprawls, director — residential and commercial sales and Ed Loggins, director — industrial sales. Division Managers Rex Lee, Beaumont; Virgil Shaw, Baton Rouge; Ed Hodges, Lake Charles and Randy McAlpine, Port Arthur hosted the four meetings.

In keeping with the meetings' theme, Mr. Richard announced that changes would affect our management, and that innovation would be required of all employees to adapt to the "changing seventies." He added that whatever the future power source for our nation, our company will be involved in supplying it. Mr. Werner expressed concern about the growing crime rate and the drug problem among our youth. He said that only concerned and involved people could solve these problems with the "new public." He thanked the employees for their concern about safety on and off the job. He also noted that the estimated goal of \$1.39 earnings per share of common stock was short by only a few mills.

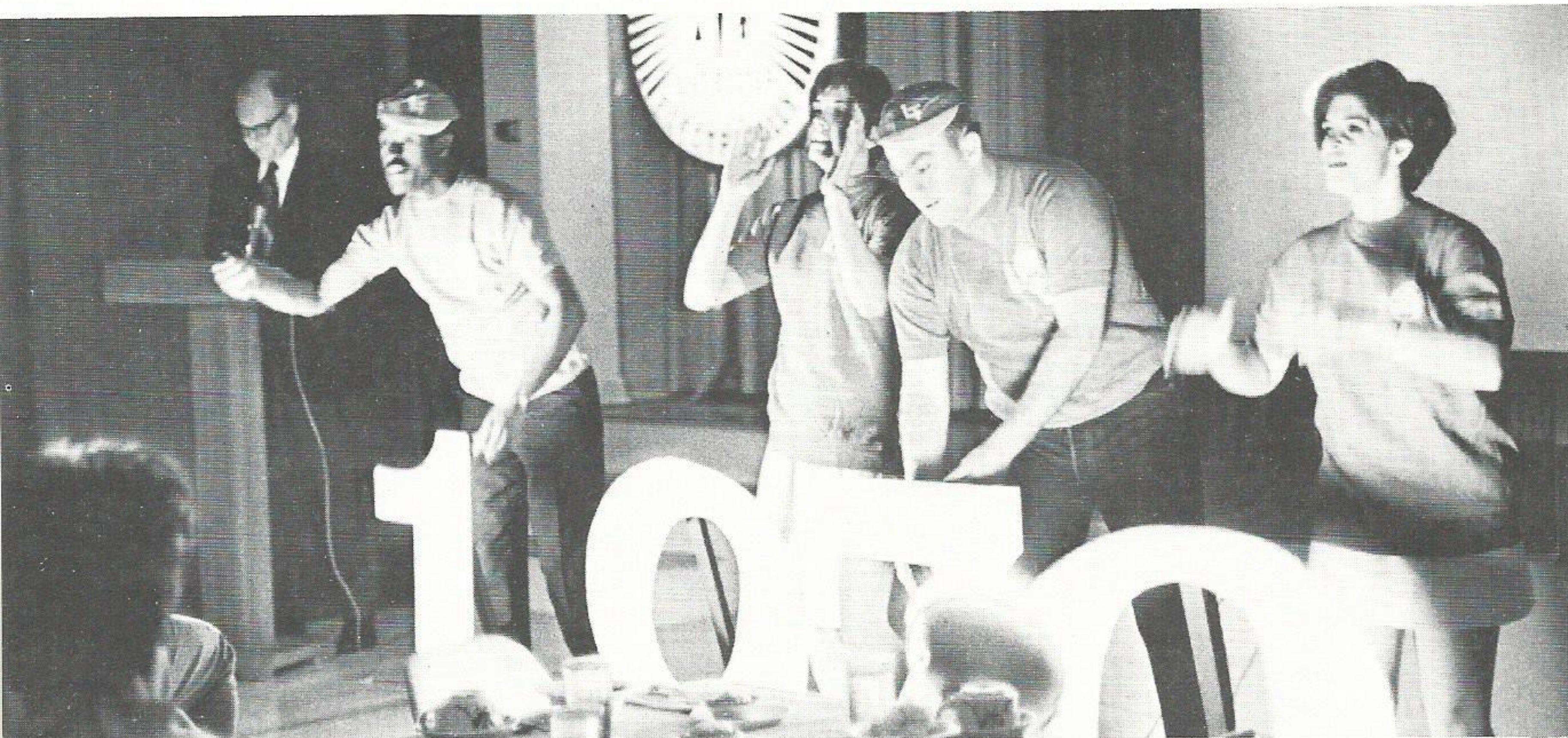
Other highlights of the meeting were noted in charts and goals to be set. The company's operating revenue reached \$183 million which reflects an increase of \$17 million over 1968. 89.8% of this revenue was realized from electric sales, 7.3% from steam products, and 2.9% from gas sales in Baton Rouge.

Our net income amounted to \$34,712,000, amounting to \$1.38 earning per share of stock, or a total of 6% increase over the prior year. In 1969, the company paid a total of \$24,367,000 in payroll and \$2,340,000 in employee benefits.

A goal of \$200 million in gross revenues has been set for the sales program for 1970. This reflects a 9% increase over 1969. A new incentive program called "Plus Performers" for all employees will be put into effect (see separate story). Industrial sales are pushing for a 12% increase in revenue or \$66 million.

It was announced that for the first time in two years, the construction budget will trend downward; in 1970, to \$110 million. Also, in 1970 for the first time in recent years, the T&D Department will spend more on construction than the Production Department. Two new generating units will become operational during 1970 and construction will begin shortly on a new 580,000 kilowatt unit on the west end of our system.

Cost awareness was also a topic of discussion. The employees were congratulated for keeping within their budgets during 1969. The nationwide money situation, and how it affects our operations and financing was explored. Safety will continue to be a number one challenge facing all employees during 1970 and new innovations must be put into operation in this area. Labor and employee relations were subjects that prompted much discussion during the closing question and answer period.



With a sales goal of \$200 million in 1970, our company and more especially our employees must all become super salesmen. That's why in One-Nine-Seven-O, you should be a PLUS PERFORMER on the go! That's right, a Plus Performer and by being one you can earn valuable prize points redeemable for gifts or travel.

The Plus Performer program is being introduced to motivate our employees including sales personnel and electric dealers to sell electric appliances in 1970. The program will be administered by The E. F. MacDonald Incentive Company of Dayton, Ohio.

How do you win? It is simple. As an employee, for each bonafide prospect which results in the sale of an electric water heater you will receive 1000 prize points; for a security lite you receive 800 prize points and for conversion heating you obtain 2,000 big prize points.

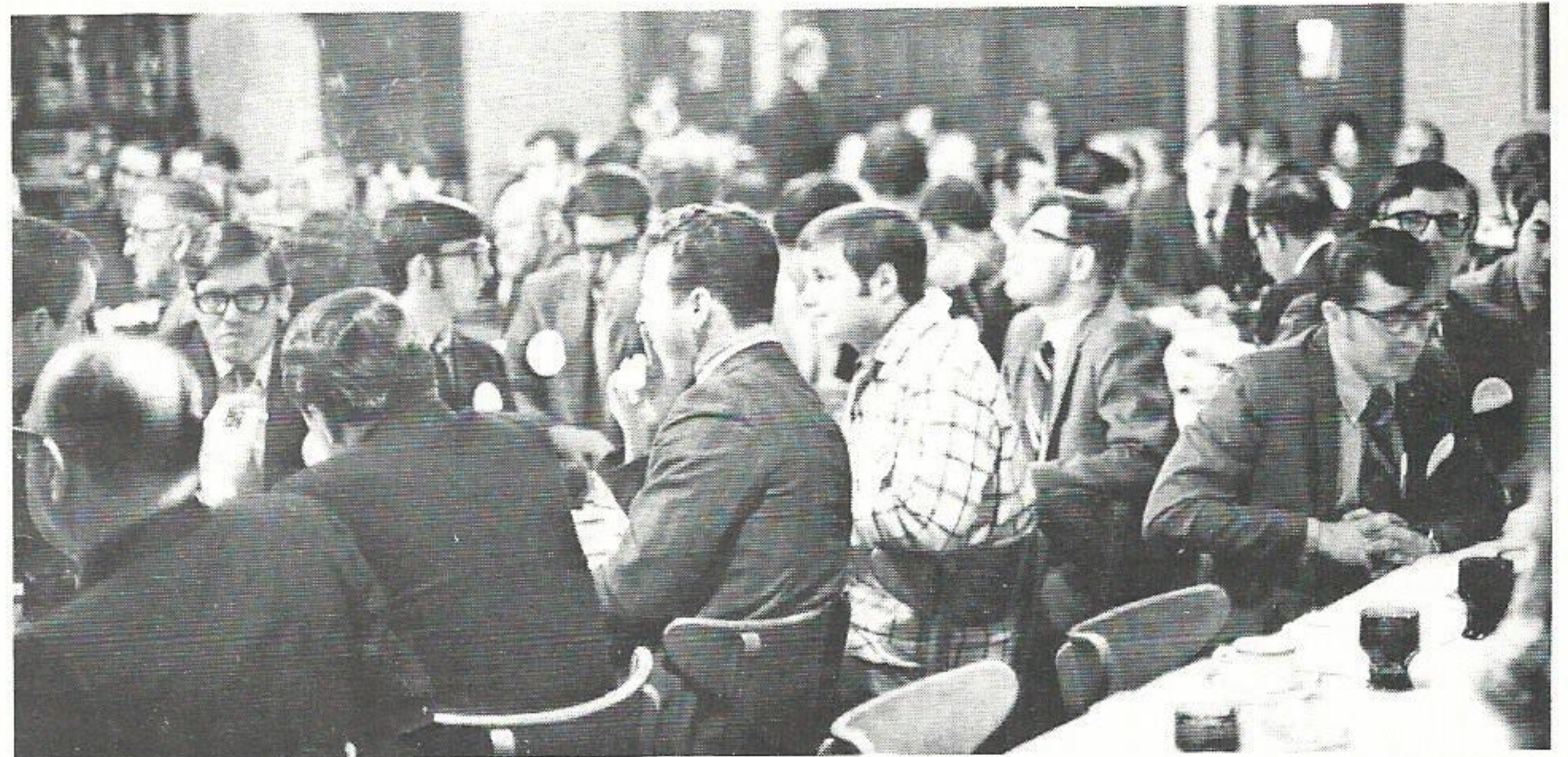
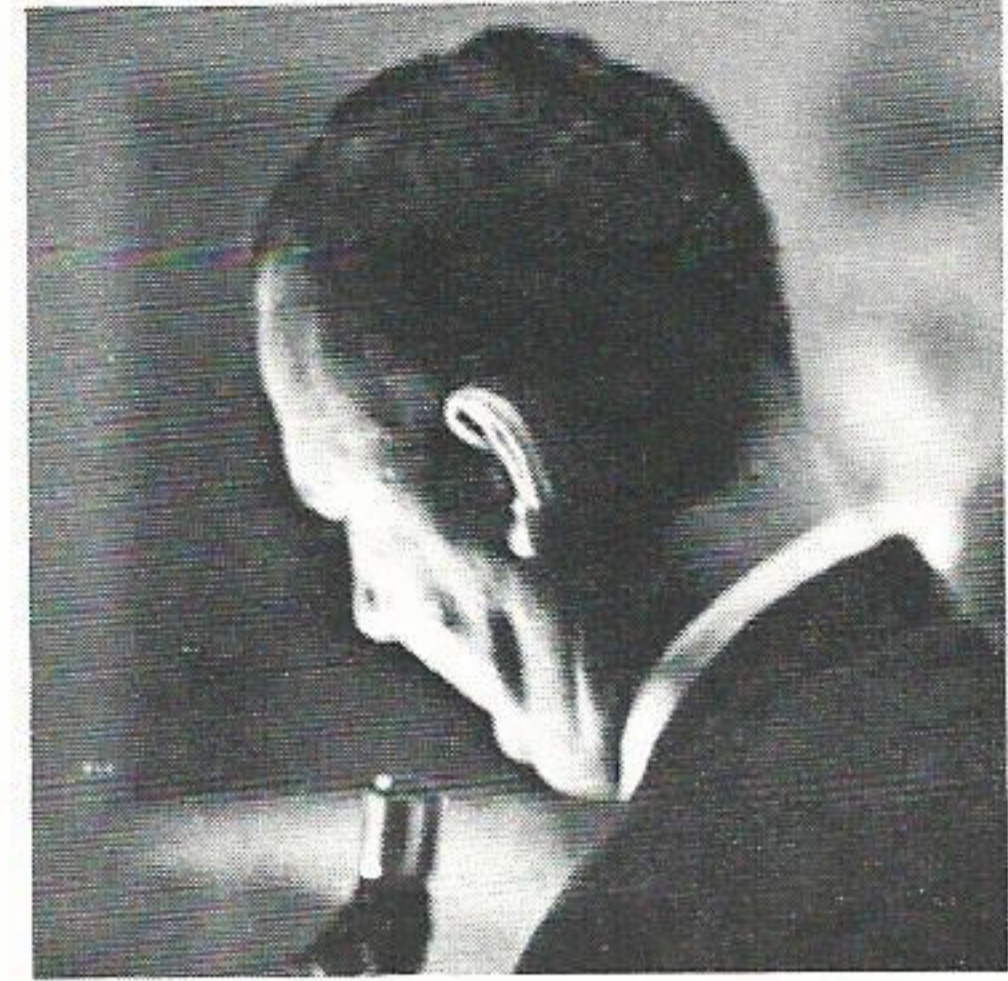
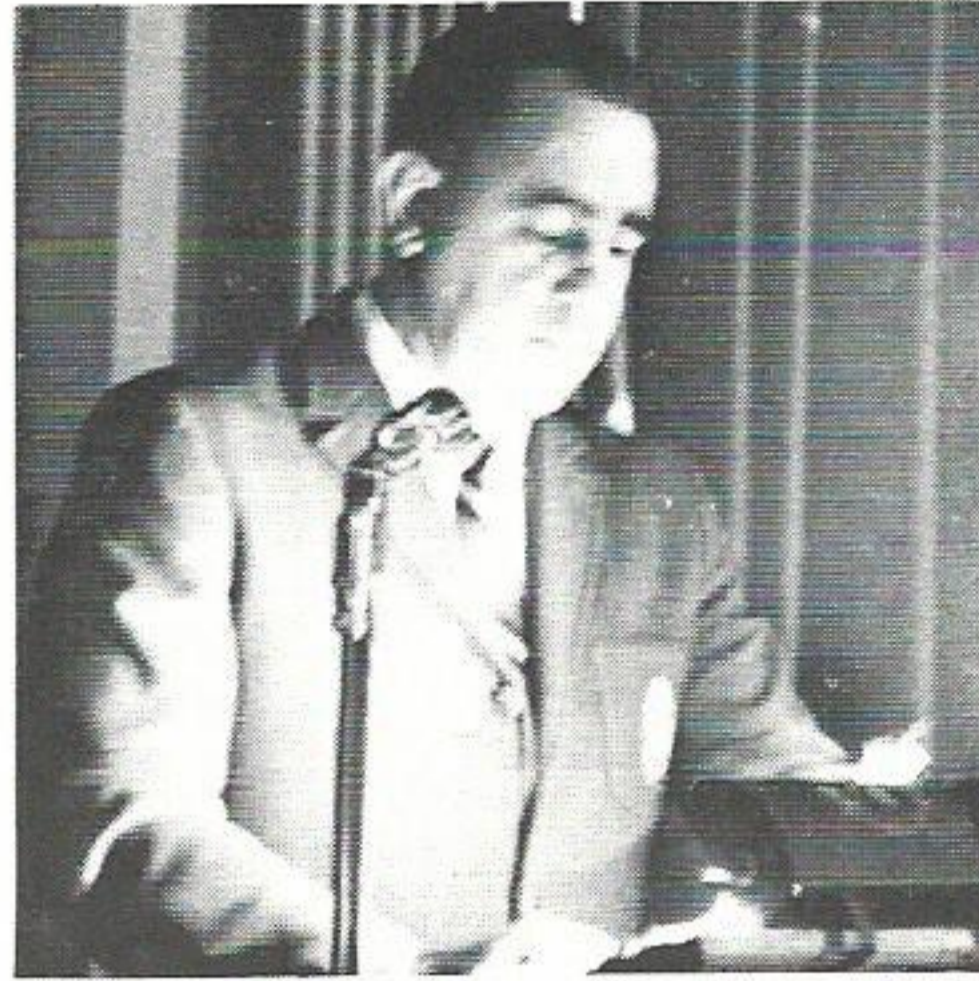
All prize points will be issued on an official GSU Plus Performers point check. Each check consists of three perforated parts, and it is designed for the participant to "write his own check." Upon validation by the designated company representative, it is in turn redeemable for merchandise or travel prizes. Detailed information and a Plus Performers Awards catalog will be mailed to all employees, electric dealers and their salesmen.

After you receive your catalog, start making electric sales and be a Plus Performer. You simply make the sale, report the sale and earn prize points as a reward. The prize points bring you valuable merchandise. It's so easy, we can all be PLUS PERFORMERS in One-Nine-Seven-O.

Plus Performer Program Introduced

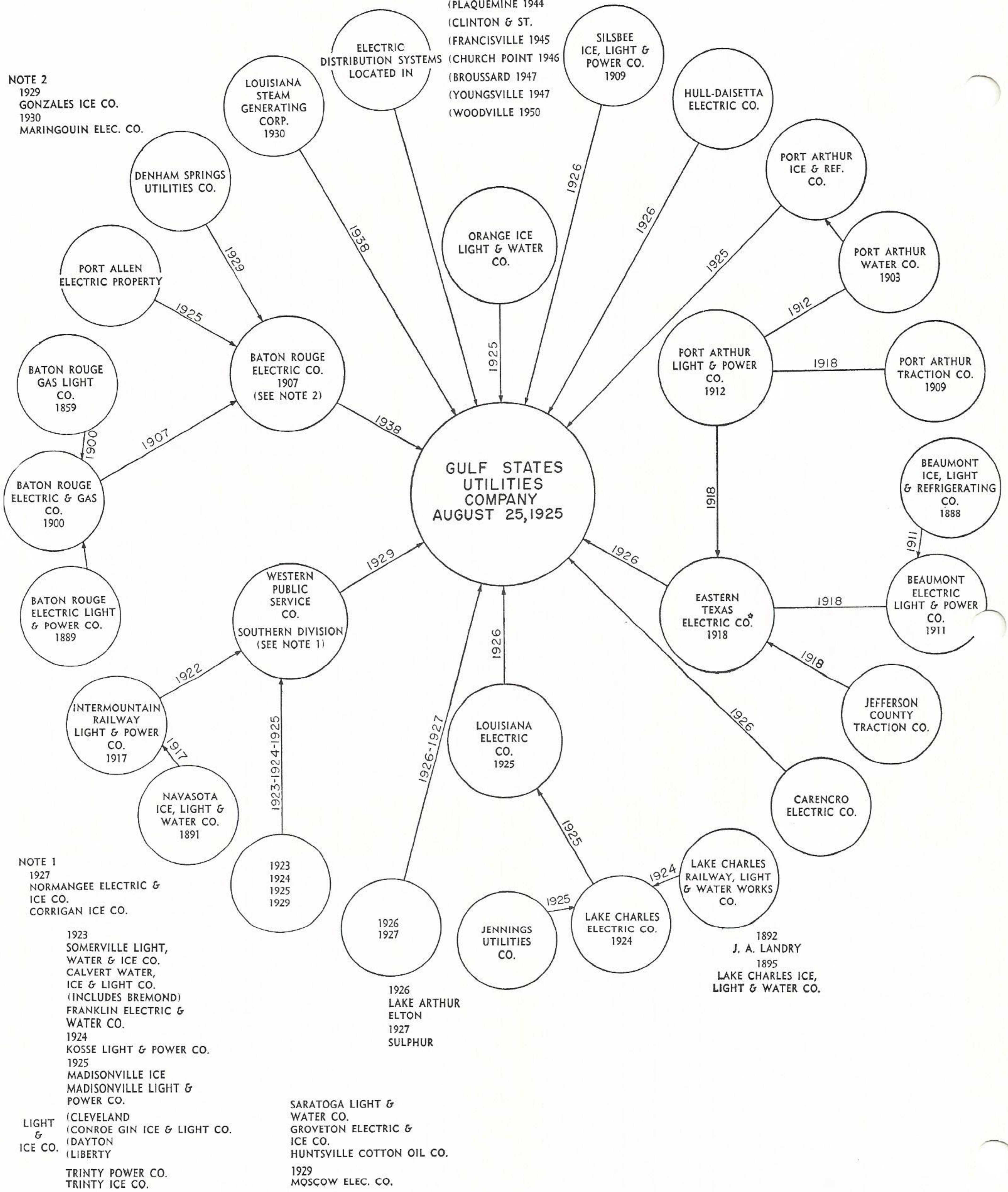


1970 Electric Dealer Meetings Tell about P-P Program



NOTE 2
 1929
 GONZALES ICE CO.
 1930
 MARINGOUIN ELEC. CO.

(PLAQUEMINE 1944
 (CLINTON & ST.
 (FRANCISVILLE 1945
 (CHURCH POINT 1946
 (BROUSSARD 1947
 (YOUNGVILLE 1947
 (WOODVILLE 1950



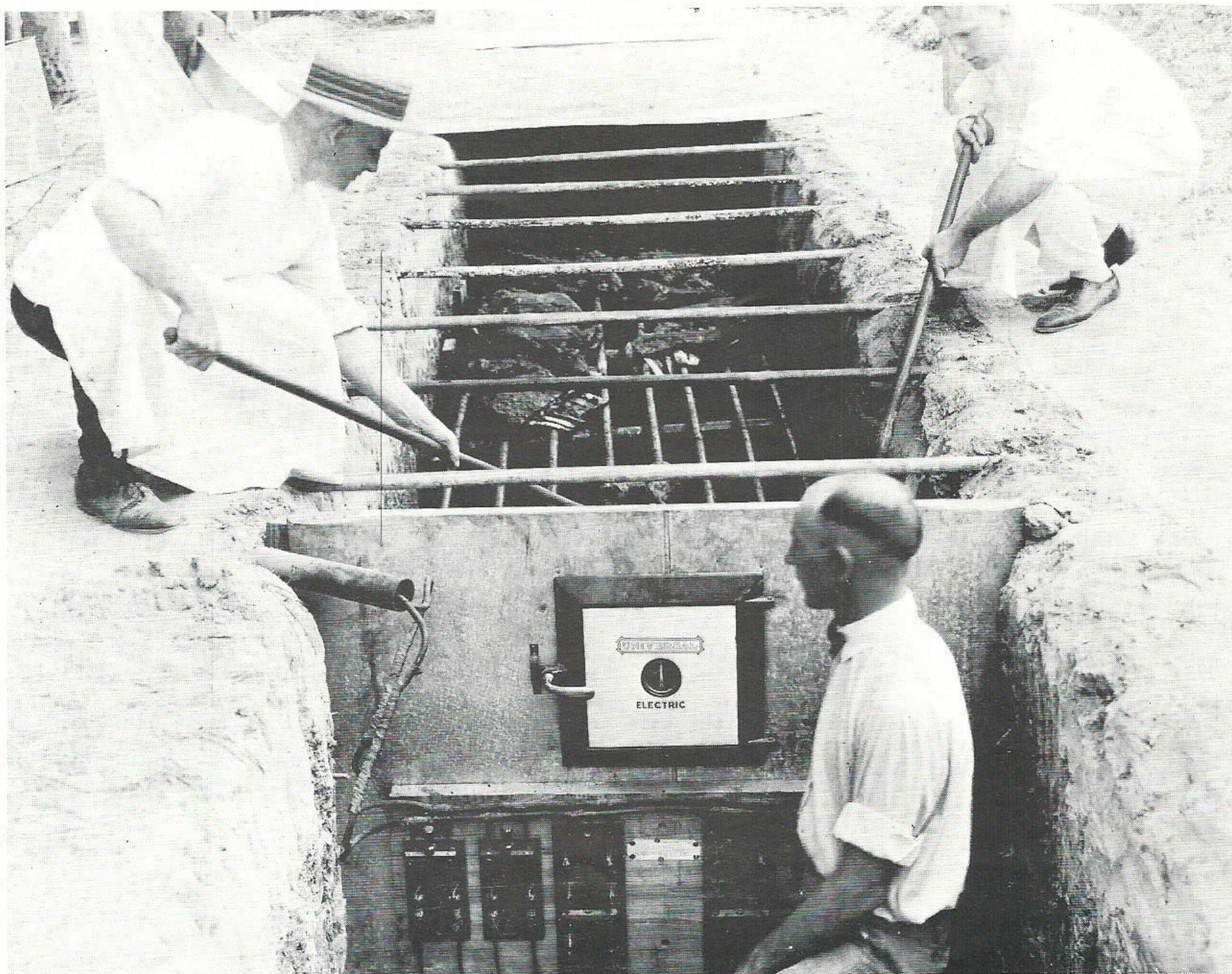
NOTE 1
 1927
 NORMANGEE ELECTRIC &
 ICE CO.
 CORRIGAN ICE CO.

1923
 SOMERVILLE LIGHT,
 WATER & ICE CO.
 CALVERT WATER,
 ICE & LIGHT CO.
 (INCLUDES BREMOND)
 FRANKLIN ELECTRIC &
 WATER CO.
 1924
 KOSSE LIGHT & POWER CO.
 1925
 MADISONVILLE ICE
 MADISONVILLE LIGHT &
 POWER CO.
 (CLEVELAND
 LIGHT
 &
 CONROE GIN ICE & LIGHT CO.
 (DAYTON
 ICE CO.
 (LIBERTY
 TRINITY POWER CO.
 TRINITY ICE CO.

SARATOGA LIGHT &
 WATER CO.
 GROVETON ELECTRIC &
 ICE CO.
 HUNTSVILLE COTTON OIL CO.
 1929
 MOSCOW ELEC. CO.

Remember When?

Gulf States Utilities Company has a long and complicated history. Therefore, the drawing on the opposite page is being printed for all pseudo-historians. It illustrates the companies that eventually became Gulf States in 1925. The photograph below illustrates the first electrical bar-b-que to be held in this area. The picture was taken in the late 1920's at the Eastern Texas Electric Company's Annual Picnic at the Beaumont Fairgrounds. Pictured is (l-r) H. E. Braunig, supt. of distribution; P. E. McChesney, sales manager; and E. C. Adams, electrical engineer (ETEC's first and only one) who later became system engineering manager for GSU from 1930 to 1951. You will also notice that the wiring is underground — quite an advancement for 1920.



GULF STATES UTILITIES COMPANY

- is an investor-owned company
- has a plant investment of over \$950 million
- has over 22,000 shareholders
- employs over 2,900 and pays nearly \$2 million a month in wages and salaries
- serves over 350,000 electric customers
- serves 295 Southeast Texas and South Central Louisiana communities
- distributes natural gas to 66,000 customers in Baton Rouge, La.
- has five interconnected power plants which can produce over 85 million kilowatts per hour daily and is building a sixth plant, Lewis Creek Station in Conroe, Texas, scheduled to go into service in late 1970:
 - Neches Station, Beaumont — 427,000 kilowatts
 - Sabine Station, Bridge City — 890,000 kilowatts
 - Roy S. Nelson Station, Lake Charles — 964,000 kilowatts
 - Willow Glen Station, Baton Rouge — 962,000 kilowatts
 - Louisiana Station, Baton Rouge — 382,000 kilowatts
- TOTAL GENERATING CAPABILITY** — 3,575,000 kilowatts
- Emergency interconnected capability — 905,000 kilowatts
- produces over 14 billion kwh annually
- has over 16,500 miles of power lines
- can receive up to 52,000 kilowatts from Sam Rayburn Dam when water levels permit
- operates the hydro-electric generating facilities at Toledo Bend Dam and can receive up to 40,000 kilowatts
- furnishes electricity to 10 rural co-ops, 14 municipally-owned systems and one utility
- accrues over \$3,100,000 a month for tax expense
- is currently paying dividends on its common stock at a quarterly rate of 24 cents a share or 96 cents on an annual basis
- serves a 28,000 square mile area
- rates are regulated by the Public Service Commission in Louisiana and city governments in Texas
- is a member of the South Central Electric Companies organization to facilitate exchange of power
- is one of 17 other investor-owned electric companies sponsoring the Southwest Experimental Fast Oxide Reactor (SEFOR) project to develop new, better and safer ways to produce electricity from atomic power

PLENTY OF POWER FOR PROGRESS

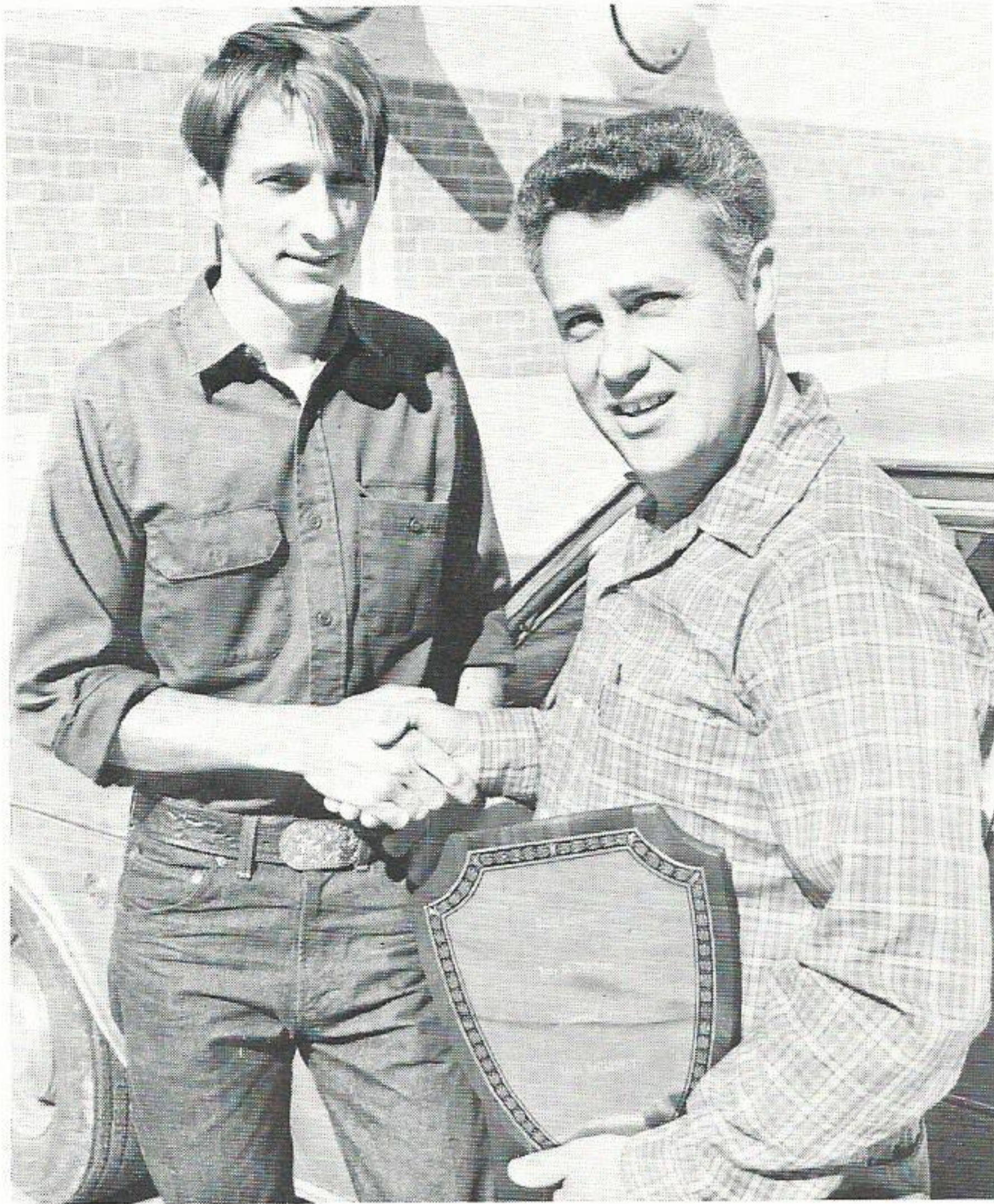




MISS.

LOUISIANA

of Mexico



Boss of the Year

On January 29, 1970, Frank McCartney, shop foreman in our Choctaw Service Center garage, was named "Boss of the Year for 1969-70" by the Baker, Louisiana Jaycees. Mr. McCartney was nominated for the award by Rayford (Wayne) Davis, garage mechanic and Secretary of the Baker Jaycees. The award is based on his performance on and off the job, community work and helpfulness to the Jaycee movement.

The following is the letter written by Mr. Davis in nominating his boss, Frank McCartney.

"When I was informed of the upcoming D.S.A. and Boss night, I was overwhelmed at the opportunity to nominate my boss Frank McCartney, garage shop foreman for our company, as boss of the year. Truly in my mind, as well as in all who work under his supervision, we feel there could be no more deserving person.

My only desire now is that I was a writer so that I could express myself and get across to you the real Frank McCartney.

Frank is a family man with a very devoted wife and five wonderful children, all of which play an important role in his life. He is very active in community, school and church activities that affect his family as well as all of us. To put it bluntly, he is a doer not a talker.

Frank has been in the company for over 20 years, in which he started at the bottom as a mechanic helper and worked his way to the position he has been holding for the past four years. He is an aggressive and dependable worker. When it comes to trouble shooting he can't be beaten, but the things that I think set him up for an award like the Jaycees Boss of the Year award are the things he has done to help me further the Jaycee movement.

Poll tells tax facts

In the summer of 1969, a nationwide public opinion survey among 2022 people, 18 years of age or over, was conducted by Opinion Research Corporation concerning Federal taxation of electric utilities. Four questions were asked which sought to determine the degree of knowledge which the public has about whether investor-owned electric power companies pay income taxes to the Federal government, the amount which the companies pay, whether government-owned and financed electric utilities pay Federal income taxes, and whether these utilities should pay such taxes. A list of the questions in the order they were asked, with the principal findings, is attached.

In brief, about half (51 percent) of the public believes that government-owned or financed electric utilities **should** pay Federal income taxes and include this expense in the rates they charge their customers. This view is expressed after people are informed about the difference in the tax status of investor-owned and government-owned electric utilities. A third (32 percent) say they should not, and 17 percent had no opinion.

About two-thirds (67 percent) of the public is aware that investor-owned electric light and power companies pay income taxes to the Federal government and include this expense in the rates charged customers. But only 44 percent of the public realized that government-owned or financed utilities do not follow the same pattern.

He has helped the Jaycees through me by the loan of personal equipment as well as securing help from the company whenever needed. Ask the Jaycees where they found a Christmas Float or how did the Jaycees have such a successful Safe Driving Rodeo? Things like this he has done directly for the Jaycees. There is no end to the patience he has had with me on Jaycee projects, and believe me, I have tested him. Instead he encourages me to be active in community activities and to be a part of the community rather than just living there. He has always been actively helping me on Jaycee projects and has left himself open for future help regardless of the size or type of job.

I know this is not the best letter ever written but like I said before I am not a writer. I think there is no better man for Boss of the Year than Frank McCartney and I have told you to the best of my ability. I hope I have conveyed this message to you."

Parade of Homes Successful

A highly successful Christmas Parade of Gold Medallion Homes was held in Kenilworth Subdivision, Baton Rouge, from December 12 through December 21. The event was hosted by the Kenilworth Builders Assoc., Realty Mart (developers of Kenilworth) and our company. Members of our Baton Rouge residential sales department were at each home to tell the Gold Medallion Home story and answer questions.

Utilizing the theme "The Christmas Remembered," the entire subdivision was adorned in Christmas gaiety. Ribbon-wrapped ornamental street lights, a live nativity scene, strolling carolers, displays of toy soldiers, fresh-baked cookies and other refreshments, plus additional floodlighted displays combined to create a most unusual yet cordial Parade atmosphere.

The ribbon-cutting ceremony was kicked off on December 12 with Mayor W. W. Dumas performing the official act. Other dignitaries attending included a state senator and city-parish councilmen.

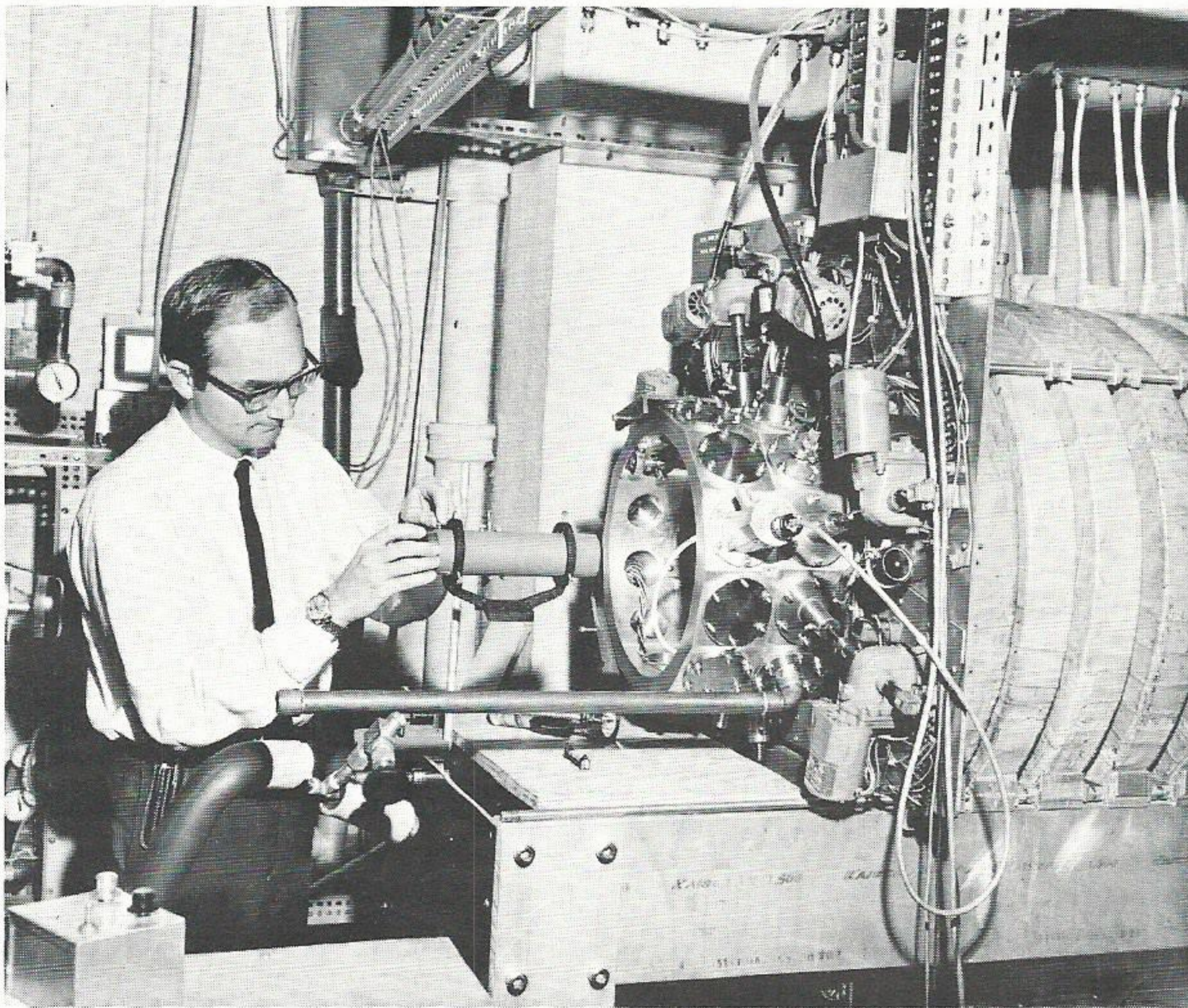
Although advertised as being open from 4 to 9 p. m., crowds gathered as early as 1 p. m. each weekend to see the modern, family-designed homes. Several of the homes open to the public were completely furnished and coupled with tasteful Christmas decorations certainly presented the Gold Medallion Home as the ultimate in comfort, convenience, and true living enjoyment.



Baton Rouge Mayor W. W. Dumas officially opens the Christmas Parade of Gold Medallion Homes at ribbon-cutting ceremony in Kenilworth Subdivision.



Atomic Power ?



Chairman of the Board Richard, who is president of the Texas Atomic Energy Research Foundation, reported recently that four hundred million degree temperatures, such as will be necessary for the production of electricity from nuclear fusion, may be possible through a process described in Dallas recently at a meeting of the Institute of Electrical and Electronic Engineers.

Dr. Kenneth W. Gentle, associate professor of physics at the University of Texas at Austin, described an experiment which for the first time confirmed an important theory of the use of radio waves to heat gases.

He said that this method of heating may be the key to producing the extremely high temperatures necessary in nuclear fusion power reactors.

Dr. Gentle's work is partly supported by the Texas Atomic Energy Research Foundation which is composed of 10 investor-owned power companies of Texas.

The foundation is supporting research at the University of Texas aimed at controlling thermonuclear (fusion) reactions for the production of electric power.

PROMOTIONS



Chas. G. Callahan

Charles G. Callahan, formerly a commercial sales representative, has been transferred to Lake Charles and promoted to supervisor of credit and collections. He joined our company in 1947 as a meter reader and last served in our Sulphur office.

A native of Lake Charles, he is a graduate of Marion High School. He is past president of the Sulphur Lions Club and was named Lion of the Year by the group in 1967. He also is a past master and 32nd-degree Mason of Lake Charles Lodge 165, A.F. & A.M.

Mr. Callahan is married to the former Maudeen Hale of Sulphur. They have three children: Duane, 16; Jeri Evon, 13; and Teri Lea, 6. The Callahans attend the First Baptist Church of Sulphur.



Robt. A. Sheffield

Robert A. Sheffield, formerly administrative accountant, has been promoted to supervisor of system billing records in the Treasury Department of the Beaumont office.

A native of Woodville, Texas, he has been employed in our Building Maintenance and Drafting Departments as well as Accounting. Mr. Sheffield is a graduate of Kirby High School in Woodville and holds a BBA degree in accounting from Lamar Tech.

Married to the former Frances Hughes of Silsbee, the Sheffield's have two children. They are David, 7, and Carrie, 5. Mr. Sheffield is a member of the YMCA and has served as an adult advisor in the Junior Achievement program.

Roy F. Franques and John M. Wellheuser have moved up to new positions in our company's Lake Charles Division.

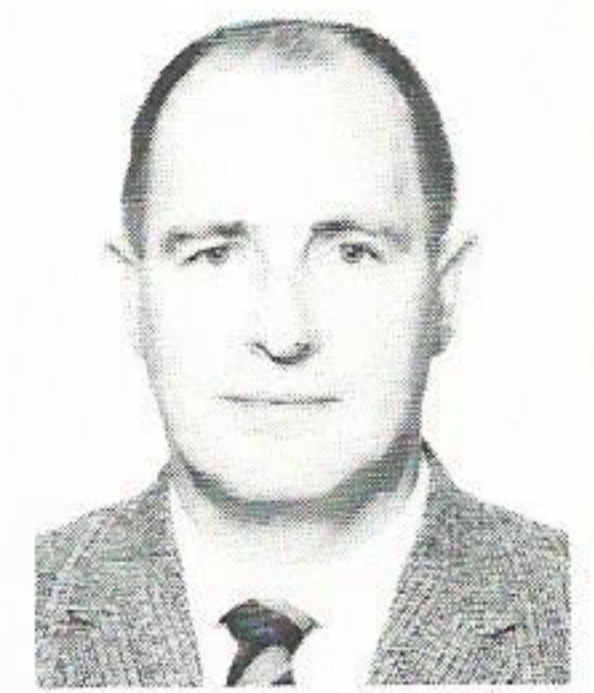
Mr. Franques was promoted to section head of estimates and extensions in the T&D Department. Mr. Wellheuser advanced from senior engineering assistant to right-of-way man, the post formerly held by Mr. Franques.

A 33-year employee of our company, Mr. Franques is a native of Lake Charles, graduated from high school there and married a Lake Charles native, Susie Carron. The couple's two children are Mrs. Charlene Gayle McGinnis, a teacher in the Maplewood school system, and Michael Roy Franques, a student at LaGrange High School.

As a veteran of the U.S. Army, having moved up through the ranks from 1940 to 1946 to become a first lieutenant, he helped organize the first Lake Charles National Guard unit and served in the China-Burma-India theaters during World War II.



Roy Franques

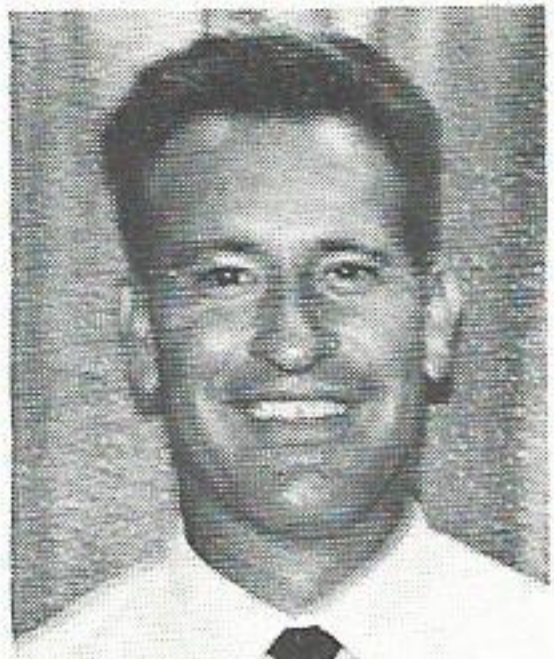


J. M. Wellheuser

Mr. Wellheuser is a native of Stone Bluff, Ind., and a graduate of Veedersburg, Ind., High School. He attended Lamar Tech and McNeese State College. As a veteran of World War II, Mr. Wellheuser attained the rank of staff sergeant in the U.S. Army.

He is married to the former Jeanette Love of Grayson, La., and they have three children: Matthew, 15; Jacqueline, 13 and Mark, 11.

Mr. Wellheuser came to work for our company in 1948 as a member of the Lake Charles survey crew. While in Lake Charles, he has been active in scouting work, having served as a scoutmaster for four years.



John W. Jackson

Formerly district serviceman, John W. Jackson has been promoted to utility foreman in our firm's New Caney Line Department. Mr. Jackson joined our company in 1952 as a meter reader for the Cleveland office. He later worked in the Line Department until he was promoted to district serviceman in 1965.

A native of Cleveland, Texas, he was graduated from Coldspring High School. He also completed a transmission and distribution study course sponsored by our company.

Mr. Jackson is married to the former Billie Laverne Martin of Splendor, and the couple have three children: Jerry Wayne, 17; Cynthia Jean, 16; and Robert Martin, 5.

From Beaumont, two promotions have been announced in the Information and Data Services Department of our company. Glenn E. Lang and Mrs. Kathleen Cordova moved up to systems analysts in the systems support services section, both formerly serving as administrative assistants.

Mr. Lang is a native of Groves, Texas and graduated from Thomas Jefferson High School in Port Arthur. He attended Lamar Tech and completed training at the Academy of Computer Technology in Beaumont.

He is an Air Force veteran, having served from 1956 to 1960. He is a member of the First Baptist Church of Nederland, Texas.

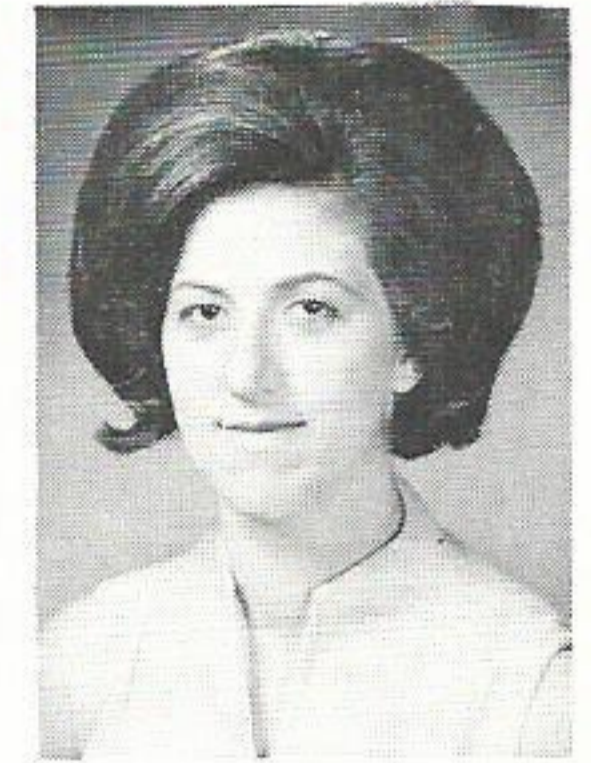
Mrs. Cordova was born in Nacogdoches, Texas and graduated from public school there. Her husband, Stephen A. Cordova, is a department manager at Sears of Beaumont. The couple's three children are Nancy, 11; Stephen, Jr., 10 and Suzanne, 2.

Mrs. Cordova is active in Cub Scout work and the family attends Forest Park Methodist Church in Beaumont.

Glenn E. Lang



Kathleen Cordova



Gene B. Mullin, formerly division accounting supervisor in Lake Charles, has been promoted to Sulphur district superintendent. The promotion was effective February 1. He had been accounting supervisor since 1963.

Mr. Mullin is a native of Port Arthur, Texas and graduated from Thomas Jefferson High School there. He attended Texas A&M University and Lamar Tech before receiving a bachelor of business administration degree from Stephen F. Austin University in Nacogdoches, Texas. He also holds a master of education degree from that school.

Married to the former Faye Rene Bennet of Longview, Texas, the couple have a daughter, Fatherine Ann, 13. The family attends the Boulevard Church of Christ in Lake Charles. Mr. Mullin is active in the Lake Charles Chamber of Commerce, vice-president of the Lake Charles Rotary Club, and president of the Lake Charles Area Football Officials Association.

He also is a member of the board of regents of the Southwest Louisiana Boys Village and is a 32nd degree Mason.



Gene B. Mullin



T. G. Franklin

Assuming Mr. Mullin's post in Lake Charles is Terrell G. Franklin, formerly supervisor of system billing records in our Beaumont office. He joined our company in 1956 and has worked as an accountant and supervisor of customer accounts.

Mr. Franklin's hometown is Beaumont, Texas and is a graduate of Beaumont High. He attended the University of Texas and received a bachelor of business administration degree from Stephen F. Austin University.

He is married to the former Patsy Kendrick of Nacogdoches and they have two sons: Glenn, 10, and Terry, 9, and a daughter: Shelly, 5. The family belongs to the Baptist Church.

At Beaumont, Mr. Franklin is a director of the Young Men's Business League and a former Junior Chamber of Commerce director.



Dan G. Rutledge

Danny G. Rutledge, six-year employee of our company, has been named Trinity District serviceman. He replaces Melvin L. Shelly, recently promoted to utility foreman at our Huntsville office.

Mr. Rutledge joined our company in 1964 in the Conroe line department. He had served there as a lineman until his latest promotion.

A native of Conroe, Mr. Rutledge is a 1958 graduate of Conroe High School and attended Blinn Junior College at Brenham. He is a veteran of the Army, having served from 1959 to 1962.

He is married to the former Donna Burns of Decker's Prairie in Montgomery County. Their two children are Glenda Jo, 5, and Shannon Lynn, 1. The family attends the Conroe Church of Christ.

RETIREMENTS

George J. Gilmore, district superintendent in our Sulphur, La. office since 1945, retired February 1 to end a 40-year electric utility career. He joined our company at Conroe in 1929 and worked out of various East Texas offices until settling in Sulphur.

Married to the former Janice Ferguson of Elmina, Texas, the couple have one daughter, Mrs. Martha Watkins of the Beverly Hills community at Maplewood, La. The Gilmores will continue to reside in Sulphur with a mailing address of Box 152 in that city.

Active in civic work, Mr. Gilmore is a past president of the West Calcasieu Association of Commerce and director of the group. He also has been active in the Rotary Club, United Appeals, Boy Scouts and Camp Fire Girls. He continued to serve on the board of directors of the Henning Memorial Methodist Church of Sulphur.

A native of Conroe, Texas, he is a graduate of Conroe High School and attended both Sam Houston State University in Huntsville, Texas, and Texas A&I College at Kingsville.

M. H. Elissalde completed a 35 year career with our company as of February 1, when he retired as engineer — engineering design, Beaumont. He started as a meter clerk with our company in 1935.

His hometown is Baton Rouge, La., although he and his wife, the former Getrude Ellender of Houma, La., now reside at 2645 Ashley in Beaumont. They have two children: Marcel H. Elissalde, Jr., working on a Phd. in physiology at Southwest Texas University, and Mrs. Gertrude Ann Brown, who teaches school in Anchorage, Alaska.

Mr. Elissalde holds a Masters Degree in electrical engineering from L.S.U. He is a professional registered engineer in the State of Texas, a member of I.E.E.E., Louisiana Engineers Society and the Knights of Columbus.

The Elissaldes are members of the Catholic Church in Beaumont.

Vivan Hays, a 29-year veteran of our company, retired February 1 from the Customer Accounting Department in Baton Rouge. She started as a PBX operator in 1941 and retires as senior clerk.

A native of Natchez, Mississippi and a graduate of high school in that city, Mrs. Hays' husband, Cary, hails from Rustin, La., and they have five grandchildren.

They now reside at 836 W. McKinley in Baton Rouge and attend the Church of the Way Presbyterian. She stated that she plans to remain active through fishing and traveling but enjoys "sleeping late" in the mornings.

Robert C. Harris retired February 1 as substation mechanic 1st class in the T&D Department of Baton Rouge. He started with our company in 1937 as an electrical helper.

Mr. Harris is married to the former Stella Tyler of Denham Springs, La., and they have four children. They are Raymond Harris, Mrs. Janice Henderson, Larry Harris, and Cecil Glynn Harris. They have eight grandchildren.

A native of Denham Springs, Mr. Harris is a graduate of the public schools in that city. They are members of Hebron Baptist Church and reside at Route 1, Box 55 in Denham Springs.

H. L. Berly, supervisor - land rights, retired February 1, closing out a career that began in 1936 as a instrument man in the Drafting Department of our company.

He is a native of Beaumont, Texas and was graduated from high school there. While with our company, he was an active member of the American Right of Way Association.

The former Eva Lee Derr of Beaumont is Mr. Berly's wife and the couple have one daughter, now Mrs. Carol Thomas of Houston. The Berly's have two grandchildren. They attend St. Mark's Episcopal Church and will reside at 4855 Sunberry Drive in Beaumont.

Leaving our company after 39 years of service is **Leslie L. Sells**, Production Department, Nelson Station, Beaumont. He retires from our company as a special laborer on March 1.

Originally from Beaumont, Mr. Sells attended Charlton and Pollard schools and is married to the former Odeil Arron of Opelousas, La. They have two children: Leslie L. Sells, Jr. and Mrs. Rosea May Johnson. The Sells have six grandchildren.

Mr. and Mrs. Sells will reside at 1692 Levy St. in Beaumont and are active members of Starlight Baptist Church.

Robert E. Compton retires as line foreman, T&D Department, Lafayette, March 1 and closes out a career that started in 1926. He started as a line-man in our Western Division.

A native of Colorado City, Texas, Mr. Compton graduated from high school in that city. He is married to the former Johnie Brogdon of St. Maurice, La., and they reside at 419 St. Joseph in Lafayette.

Mr. Compton is a member of the Masonic Lodge and stated that he enjoys traveling. The Comptons attend North Side Baptist Church.



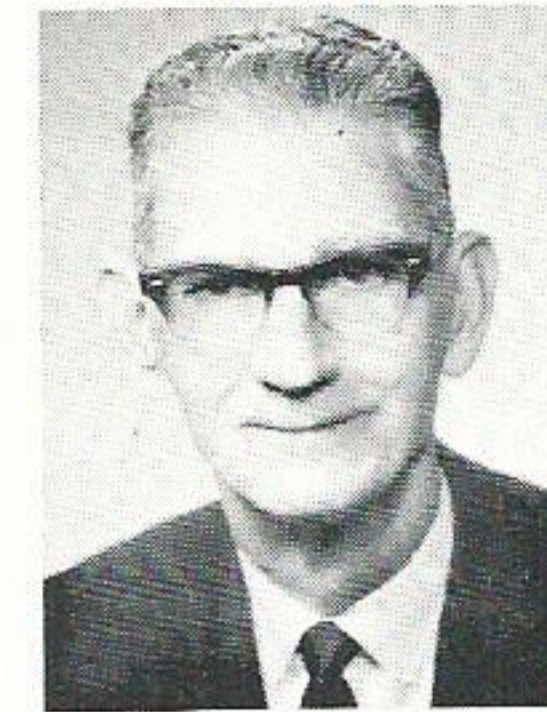
George J. Gilmore



Robt. C. Harris



M. H. Elissalde



H. L. Berly



Vivan Hays



Leslie L. Sells



Robt. E. Compton

He started with our company in 1927, although he worked for Western Public Service in Conroe starting in 1926.

Philip S. Allen retires March 1, closing out a career with our company that began in 1930. He started as a clerk in Purchasing and leaves as supervisor — credit & collection, Treasury Department in Lake Charles.

Although a native of Eau Claire, Wisconsin, Mr. Allen is a graduate of Lake Charles High School and attended Vincent's Business College. He is married to the former Agnes Lewis and they have one daughter. She is Mrs. Barbara Schroll of Lake Charles and has two children.

The Allens belong to the 1st Church of Christ-Scientist in Lake Charles and they reside at 900 Henrietta Lane. He also is active in the local Civitan Club.

LETTERS

From employees, customers and friends of GSU

PORT ARTHUR

Dear Sue Williams:

I would like to thank you for the help and interest you have shown on "Dial a Menu". You have done an outstanding job on the menu planning, and we have heard so many nice comments on them.

We want to especially thank the Gulf States Utilities Company for their graciousness in letting you assist us in our menu planning for "Dial a Menu".

We hope that our association will be a long and lasting one and fruitful for Gulf States as well as Roy's Food Center.

We appreciate your personal interest in "Dial a Menu".

Sincerely,
C. Roy Theriot
Roy's Food Center

Dear Mr. Jim Stelley:

Thank you for the heaters you supplied for the Holiday Hospitality House, 547 Procter Street, during December, 1969. You have been most helpful and cooperative the past three years. We appreciate your interest and your support in our Christmas outreach project.

Sincerely,
Mrs. J. L. Gower
Local Director
Women's Missionary Union

Editor's Note: An empty building was used for baby sitting to allow their mothers to shop before Christmas. The heaters for the building were loaned by our company.

ORANGE

Dear T. O. "Doc" Carlton and Mrs. Sam Carpenter,

The Senior Citizens of Orange want to thank you and Gulf States Utilities for the use of your auditorium for the past two years.

Again, we thank you and your staff for the many favors granted to us.

Yours truly,
A. A. Kemble, President
Orange Senior Citizens

BATON ROUGE

Dear Sir:

This written to take notice of and commend you and your company on behalf of the services rendered your customers.

I have particular reference to the extent and thoroughness of services to customers with electric kitchens. We have found in all cases, that responses to our calls, when trouble is experienced, is not only prompt but efficiently and capably handled.

Yesterday, Jan 19, our electric range indicated a malfunction in two places. Our morning call was responded to by your Mr. Darrel Sing. He quickly restored our oven and top burner to working order in an efficient, capable and most cordial manner.

We are most grateful for the service you are rendering and hope that the new year will be both progressive and fruitful for Gulf States.

Sincerely yours,
G. L. Root

NAVASOTA

Dear Mr. C. W. Winborn,

I want to take this opportunity to thank you for the lovely prize which your company gave us for winning the Christmas lighting contest. We were quite surprised but honored to have our home chosen for first place in this contest sponsored by the Civic Club.

We want you to know how much we appreciate the interest and generosity of Gulf States Utilities.

Thank you very much.

Sincerely,
Louise & Laurence White

BEAUMONT

Dear G. S. U. Santa Claus,

Since I am only ten and a half months old, my mom is acting as my secretary — I want you to know how much I like the cackling hen you gave to me last Saturday afternoon. I'm sure it will eventually drive my mom and dad wild — when I learn to walk fast enough to make that hen cackle as often as I am sure she can.

Thank you for remembering a fellow like me!

Your friend,
Mark Sloan

P.S. My father is Mr. Ennis Wesley Sloan, Communications serviceman, 3rd class, Beaumont T&D Dept.

The bell tolled

IN MEMORY

We extend our sympathy to the family and friends of:

Mr. George Robertson, Sr., retired employee, who passed away January 13, 1970, in Baton Rouge.

Mr. A. G. Fontana, retired employee, who passed away January 28, 1970, in Baton Rouge.

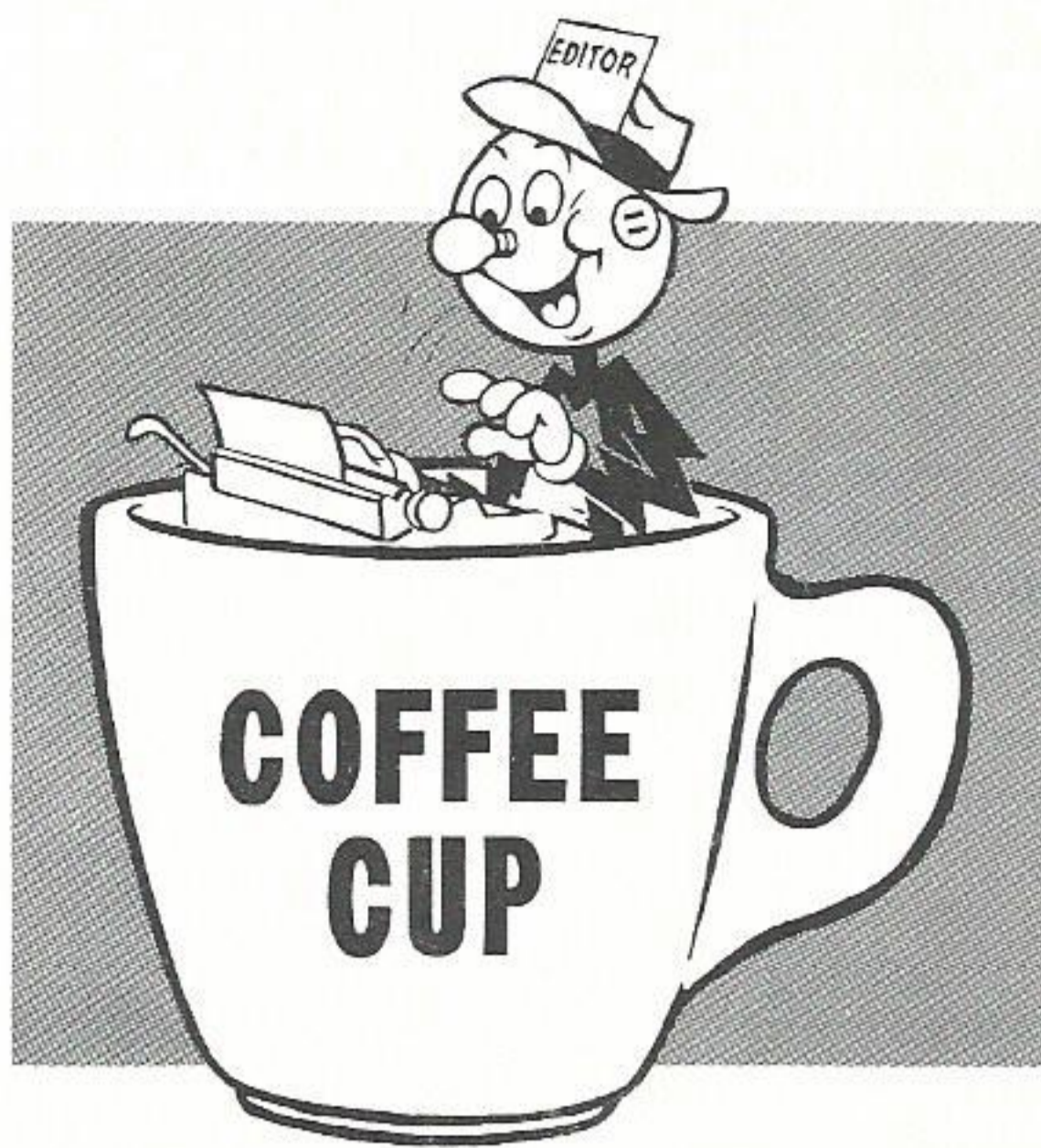
Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during January, 1970, covering employee deductions and company contributions through December, 1969, were as follows:

5,772 shares of common stock at a total cost of \$130,171.66 or an average cost per share of \$22.552.

195 shares of \$4.40 Preferred stock at a cost of \$11,401.89 or an average cost per share of \$58.471.

The Trustee deposited \$30,120.92 with the Savings Department of the First Security National Bank, Beaumont, Texas.



REPORTERS

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.

Bety Neville (Neches Station), Sue Williams (Port Arthur), Jo Ann Landry (Beaumont S.C.), Johnnie Harris (Lake Charles-T&D), Fay Denney (Lake Charles - O), Bobbie Denais (Lafayette - O), Sue Champagne (Lafayette - T&D), Pam Weston (Nelson Station), Davie Carpenter (Orange), Maxie Bell (Silsbee), Nancy Westmoreland (Beaumont), Ann Ogden (Beaumont), Edy Waltman (Beaumont), Darla McMurray (Beaumont), Walt Wright (Baton Rouge), Pearl Darbonne (Sulphur), Earl Mayfield (Jennings), Jackie Guidry (LA Station), Janis E. Wilganowski (Calvert), Wanda H. Tinsley (Madisonville), Pat Jones (Cleveland), Gail Reeves (Huntsville), Frances Murray (Conroe), Betty Dickschat (Navasota), Linda Marks (Beaumont), Nina Ruth Bay (Navasota), Dora Landaiche (Willow Glen), Opal Temple (Baton Rouge-Acct.), Margie Force (Baton Rouge-T&D), Sandra Mouch (Baton Rouge-T&D), Gwen Blackwell (Baton Rouge-T&D), Beverly Hayden (Gas Dept.), and Janette Lane (Zachery).

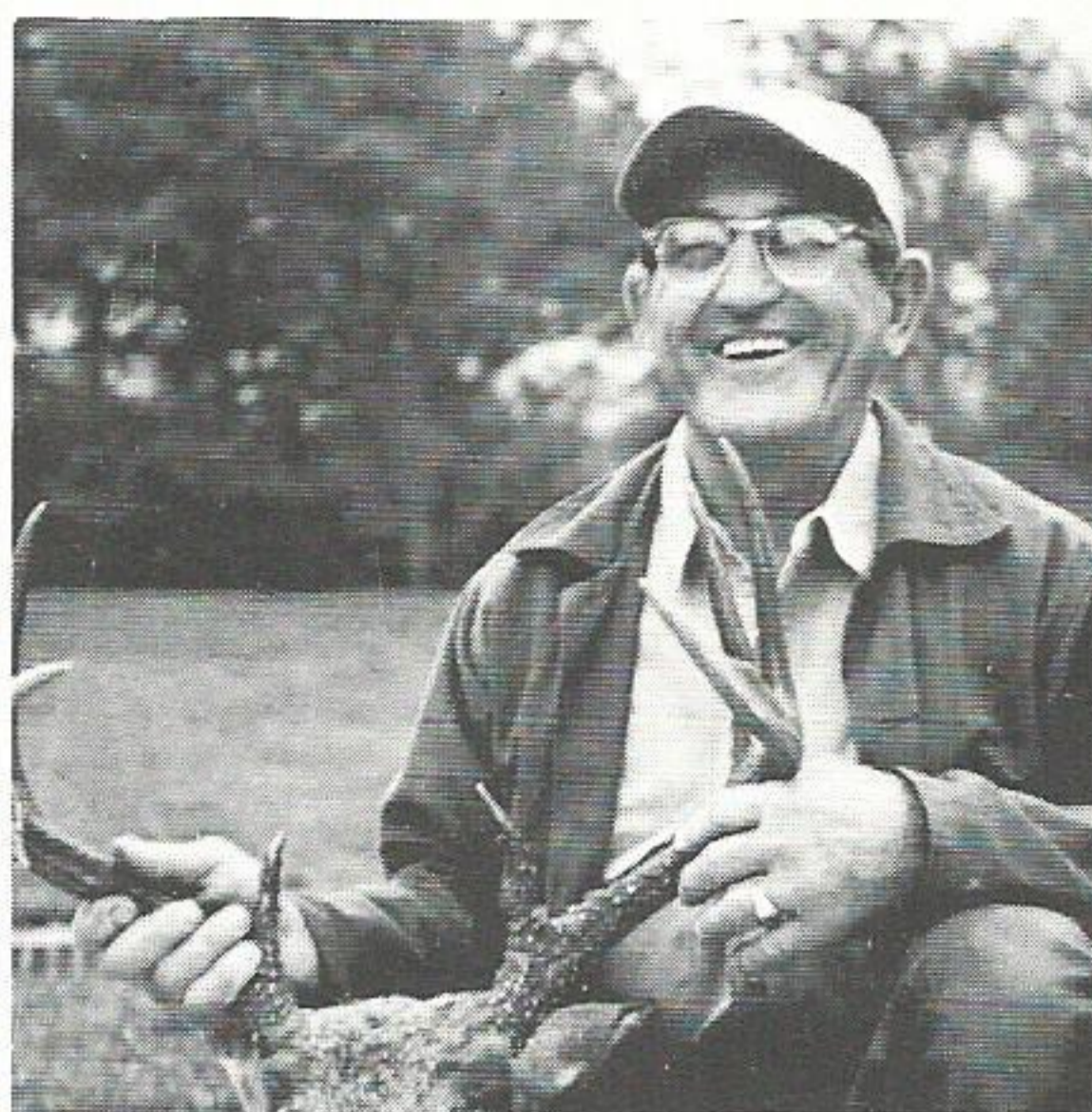
BATON ROUGE DIV.

We wish to extend our sympathy to **Virginia Harrison**, Customer Accounting in Baton Rouge, on the death of her mother, Mrs. Nettie Harrison, who died February 4, 1970.

Kelly Hereford, 10-year old son of Mary and **Van B. Hereford**, has been a member of the Baton Rouge YMCA Swimming Team for the past year. He has participated in meets throughout the South and recently attended the Hendrix College 8th Annual Invitational in Conway, Arkansas. There 26 teams competed and Kelly won a 3rd place in the 50-yard back stroke and his relay team captured two 2nd place trophies.



There 26 teams competed and Kelly won a 3rd place in the 50-yard back stroke and his relay team captured two 2nd place trophies.

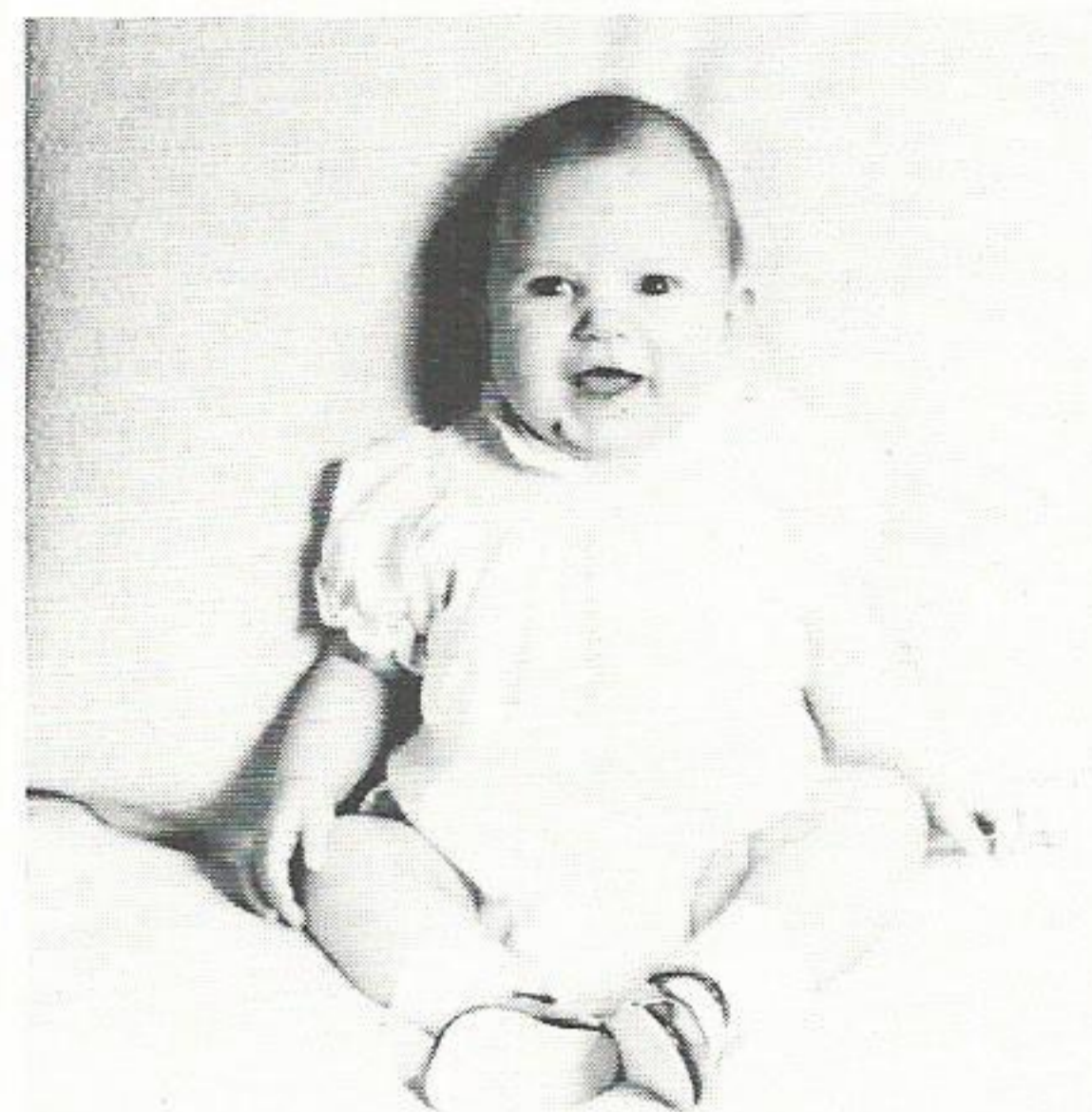


Retiree Clement Schwab is proud of his 8-point deer that he killed on a December hunt near Atchafalaya Swamp in Louisiana. He was a master repairman in our Production Department at LA Station prior to retirement. Other employees on the hunt each of whom killed one or more deer were: **U. P. Hicks, Ed Alonzo, Galo Guidry, Jack Donaldson, Henry Green, Charles Ford, Fred Ubanks, Jim Moss, Ike Eisworth, and Sonny Braud.**



Above is **J. W. Babin**, Senior Councillor of United Commercial Travelers of America Council #499 in Baton Rouge, as he presents a plaque to **Walter Jones**, Local Safety Chairman for the Council. The award was for having the best safety program in the nation during 1969. Mr. Babin who is on the left is storekeeper at Louisiana Station and Mr. Jones is in the Baton Rouge T&D Right-of-Way Department.

Marine Sgt. **Bernie Campo**, son of Eva and **Ben Campo**, has returned after a tour of duty in Vietnam and is stationed at Camp LeJeune, N.C. Also, from Baton Rouge, Meter Reader **Dennis Landry** is feeling in good condition after a bout with hepatitis.



This is **Cindy Marie Lee**, the 3 month old daughter of **William A. Lee**, industrial sales engineer in Baton Rouge. He also is the father of a son, Art.



Vivian Hays is shown above chatting with **Elma Englade** on her retirement day. Mrs. Hays was presented a decorator mirror by her co-workers.



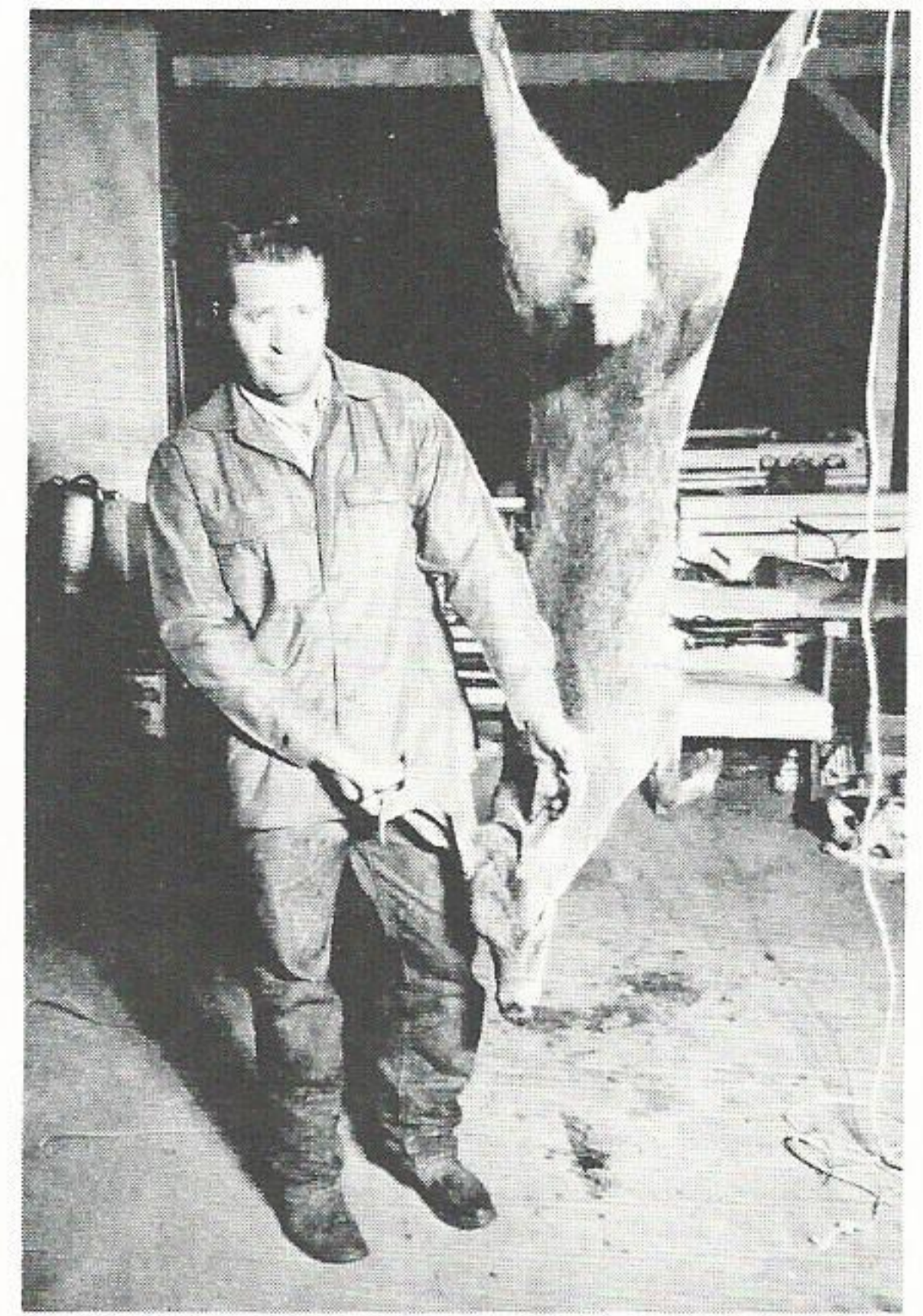
Aubrey Glover, commercial sales representative, and his son, **Ronnie**, display some of the bass they snared on a recent False River trip. Varying in size up to six pounds, Mr. Glover said thirteen of the bass totaled 51 pounds.



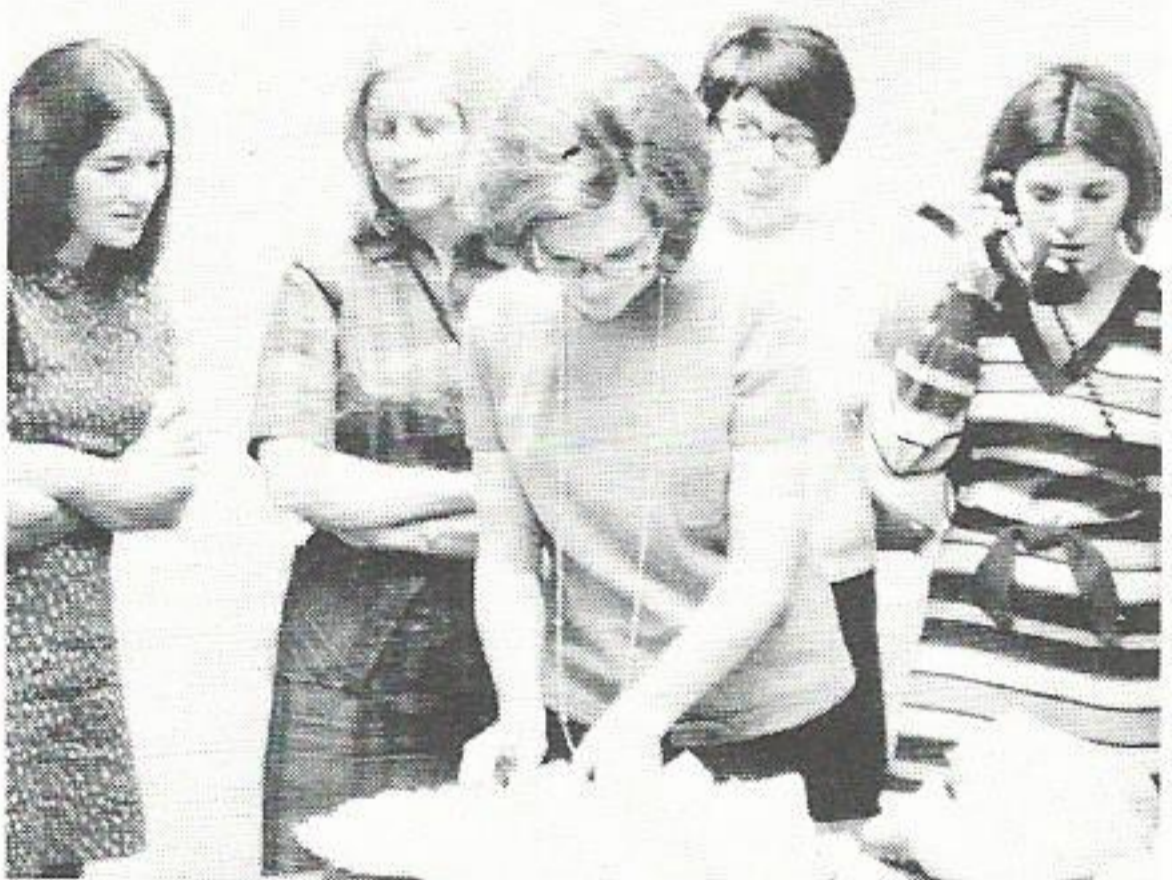
Laura Dupree was given a car seat for the baby when she left the company in late January. She worked in the Accounting Department.



Beth Erskins was presented with gifts for the baby when she left the company recently. **Kathy Wilbur, Martha Reeves, Glenda Ammons, Janice Mann, Lil Harrell, Brenda Clause** and **Mary Thomas** are seen in the background.



The hunting season has been active in Texas as illustrated by **Charles Ray Smith**, meter reader, in Calvert. He killed this nine-point buck on his ranch in Milam County and the deer dressed out at over 100 lbs.

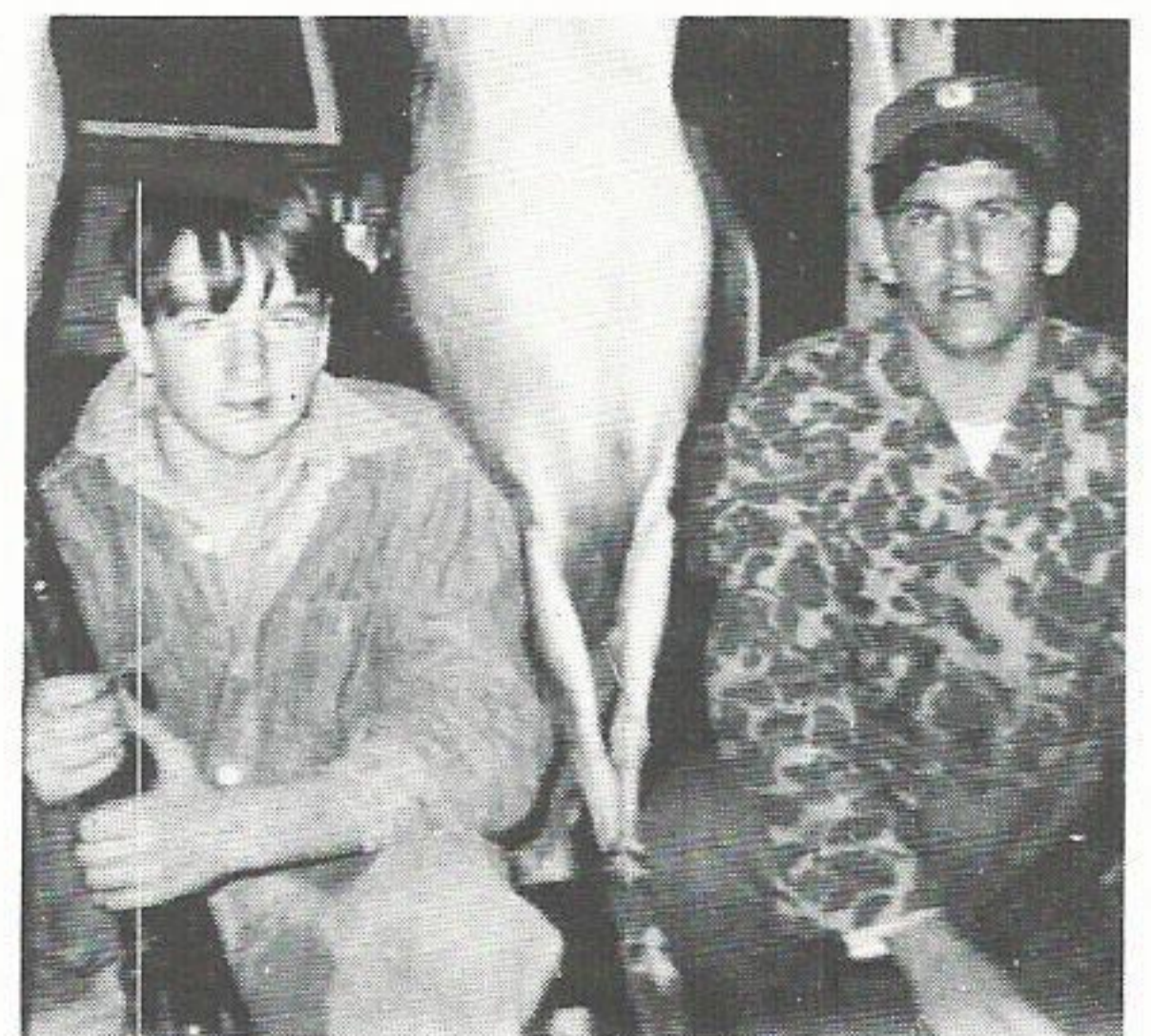


Bessie Esthay (above) resigned in late January as she and her husband, Terry, are moving to Houston. **Jenny McClean, Arlene Laspe, Barbara Hyatt, and Ginger Hays** are in the background as Mrs. Esthay opens her farewell gifts.

WESTERN DIV.

From Navasota, **J. L. Rumfield** who has been with our company for nearly 20 years was honored recently with a going-away party. He was the senior engineering assistant in Navasota. Mr. Rumfield is now employed with the Texas Dept. of Correction in Huntsville, Texas and plans to continue his education at Sam Houston State University.

PORT ARTHUR DIV.



Paul, Greg and Mike Hebert, sons of **Lucien Hebert**, Port Arthur Serviceman, pose by the deer each killed on a December hunting trip near Junction, Texas. Each deer weighed about 80 lbs.



Here are our employees of the Baton Rouge Customer Accounting and Credit and Collection Departments in a group picture which was made recently: **Front Row** (L-R) **Linda Allen, Marilyn Long, Laura Dupree, Ginger Hayes, Bessie Esthay, Mary Ann Powers, Jennifer McClean, Gwen Archer, Sandra Turner, Maureen Scott, and Carolyn McKenzie.** **Middle Row:** **J. B. LeBlanc, Bill Reynolds, Van Hereford, Ethel Fryou, Kathy Wilber, Annette Hingle, Hazel Malbrough, Ethel Cavell, Jeri Cabaniss, Martha Reeves, Carol Daigle, Betty Smith, Debbie Hendry, Lillian Fabre, and Sedonia Louviere.** **Back Row** (L-R) **Glenda Ammons, Geri Elisar, Debbie Patin, Lorraine King, Cynthia Price, Phyllis Rabalais, Lynn Bankston, Brenda Clause, Lil Harrel and Barbara Hyatt.**



Twins tell the story. Above the sisters show off their new arrivals born less than an hour apart in Beaumont on November 13, 1969. Left is Mrs. Wayne Woodring holding her new daughter, Kimberly Ann, and right is Mrs. Aubrey Dubose with her smiling son, Bryan Anthony. Mr. Dubose is a mechanics helper at Neches Station in Beaumont. These two should prove to be real kissin' cousins!

BEAUMONT DIV.



Above is **Barna H. Gager**, service supervisor, in Beaumont T&D, displaying his "beautiful" catch — an 8 pound bass, caught at 7 a.m. on Sunday, January 25, at Rayburn's Sandy Creek. We always hear about the big ones that get away, but here's living proof of one big one that didn't "get away."

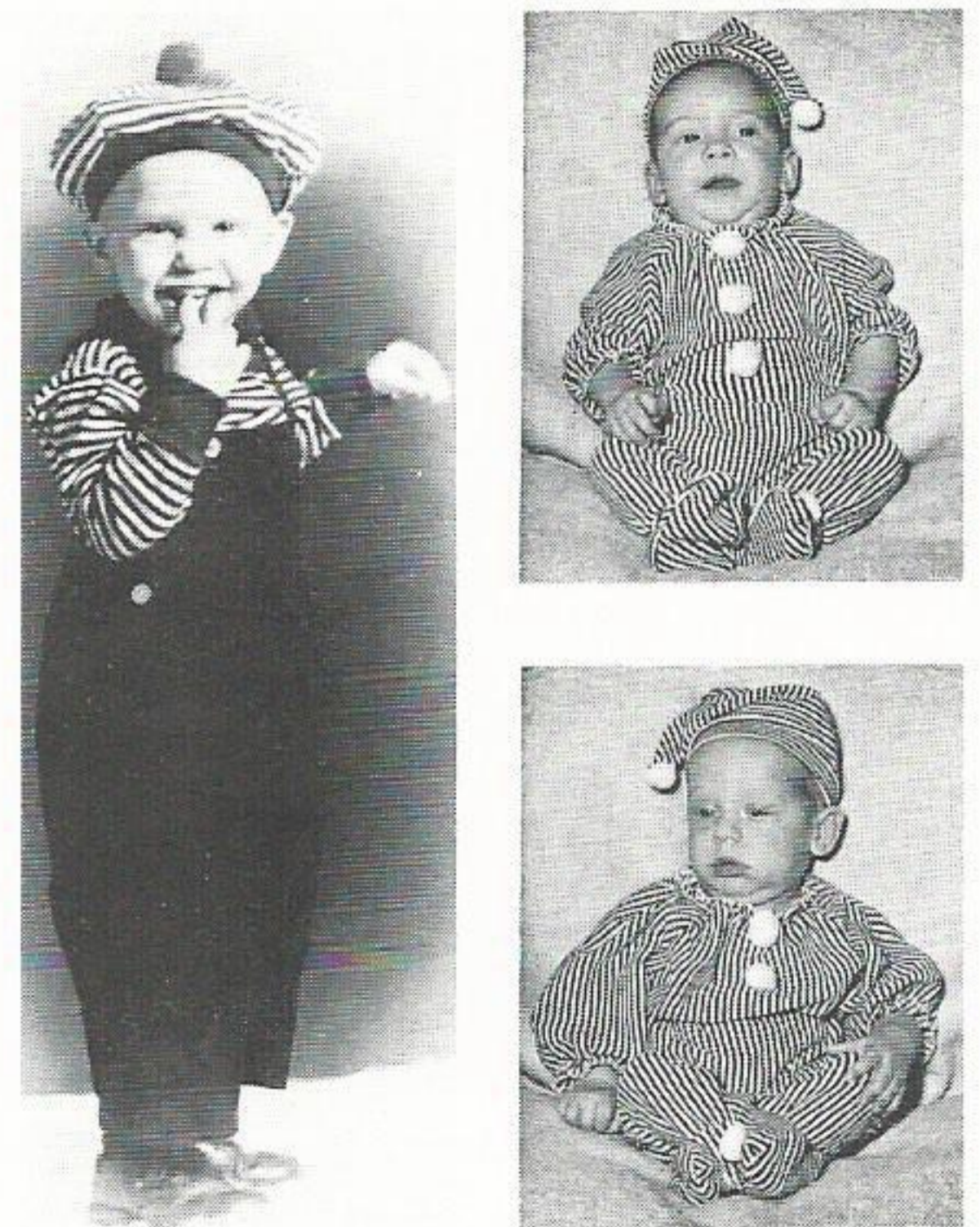


From Sabine Station, a proud new father has been discovered. He is **A. G. Perkins**, operators helper, and his new daughter (above) is **Cassandra Lynn** who was born January 29. Mr. and Mrs. Perkins have one other daughter, **Sophia Lorraine**, age 2½ years.



Wanda West, formerly a clerk in Customer Accounts, was presented a large sheath cake by fellow employees upon her promotion to confidential records clerk in the Internal Auditing section. Miss West has been an employee of the Company for eight years.

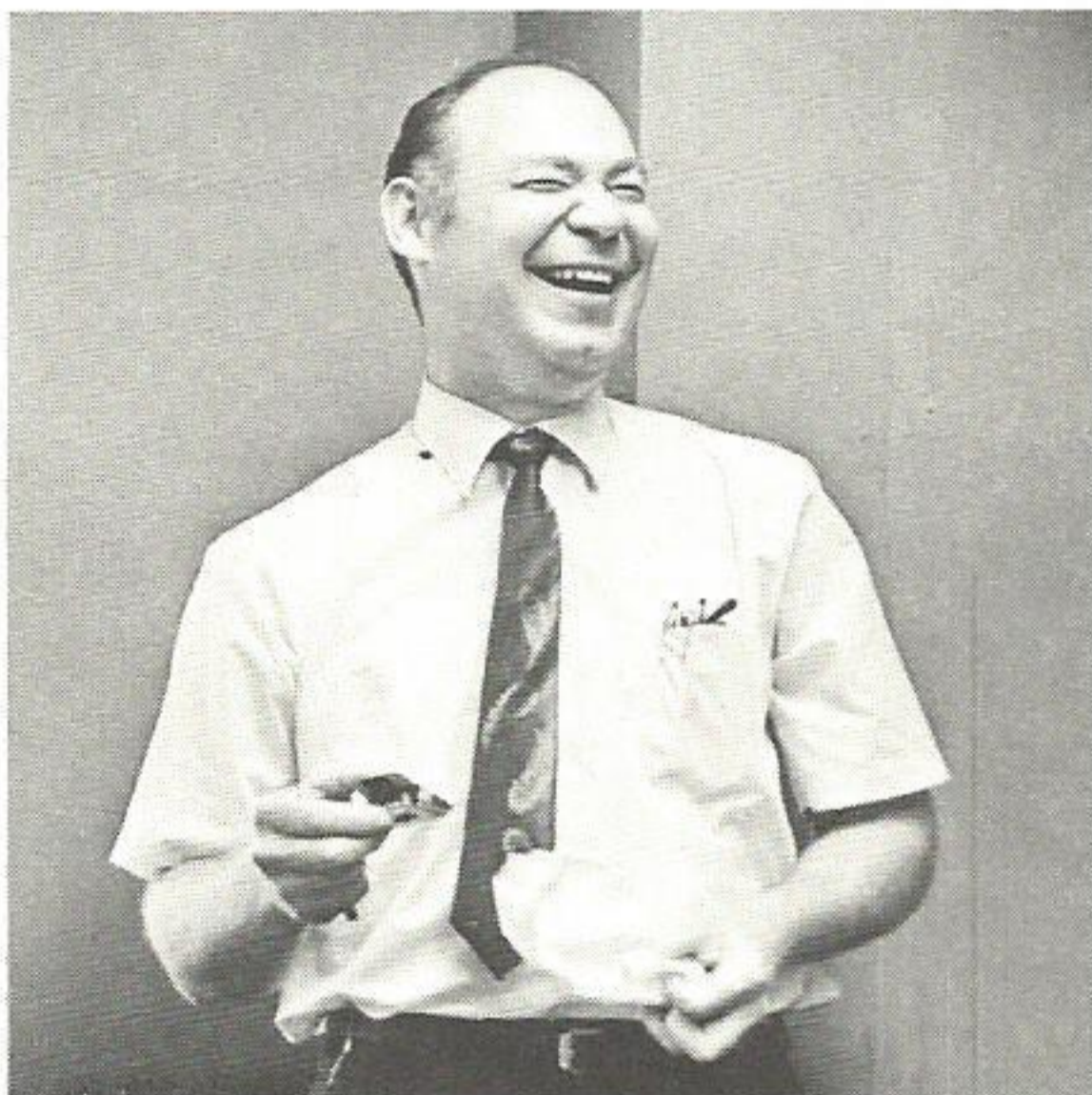
From Orange, the local YMCA membership drive will be headed by **James E. Dowies**, accounting supervisor for our company. It will be the largest drive in history with a goal of \$40,500.



The three grandchildren of **Stanley LeBouef**, our service foreman in the Orange District. Pictured at the left is **Brian Holmes**; top right is **Leah LeBouef** and bottom right is **Terry LeBouef**, who are twins.



Mollie H. Matthews (above) left the company on January 16 after 24 years of service. She was senior clerk in the Orange Accounting Department. To honor her, the employees gave her a dinner and several gifts. Above she is presented a breadboard that had been signed by all the Orange employees. She and her husband, Currie, have moved to Pitkin, La. where they have built a new home and plan to live a life of leisure. Presenting her with the breadboard is **Jim Dowies**, district accounting supervisor.

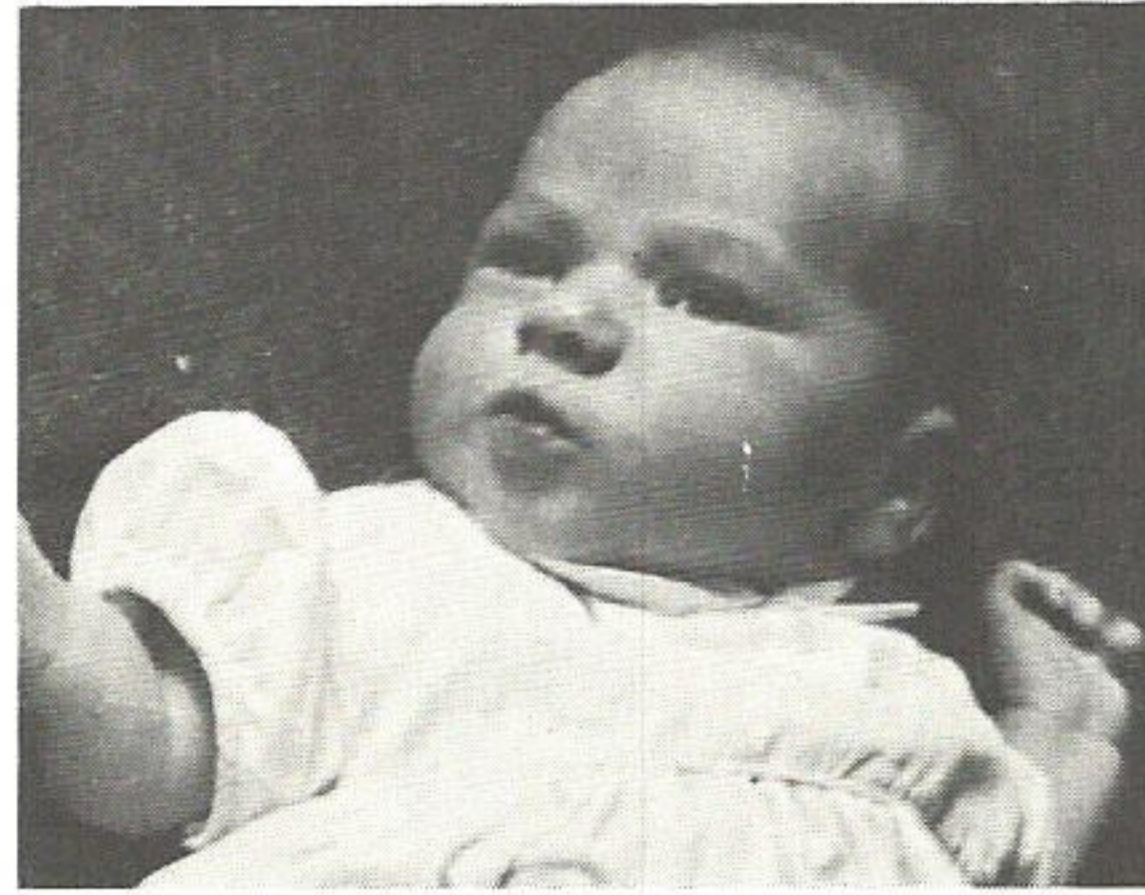


Lee Hammack laughs at a "gag" gift at his farewell party in the Beaumont Engineering Department. He was recently transferred from Beaumont to Lewis Creek Station, Conroe, where he will be general maintenance supervisor.

Leaving the company after 3½ years of service is **Becky Payne**. She will be married to Mr. Clyde Denton and they will make their home in Fort Worth. She was a senior steno in the Accounting Department in Beaumont.

Also saying farewell to our company is **Bernie Mott** after 3 years of service. He will attend Lamar Tech on a full time basis. Mr. Mott was a general clerk in the Beaumont Voucher Department.

LAKE CHARLES DIV.



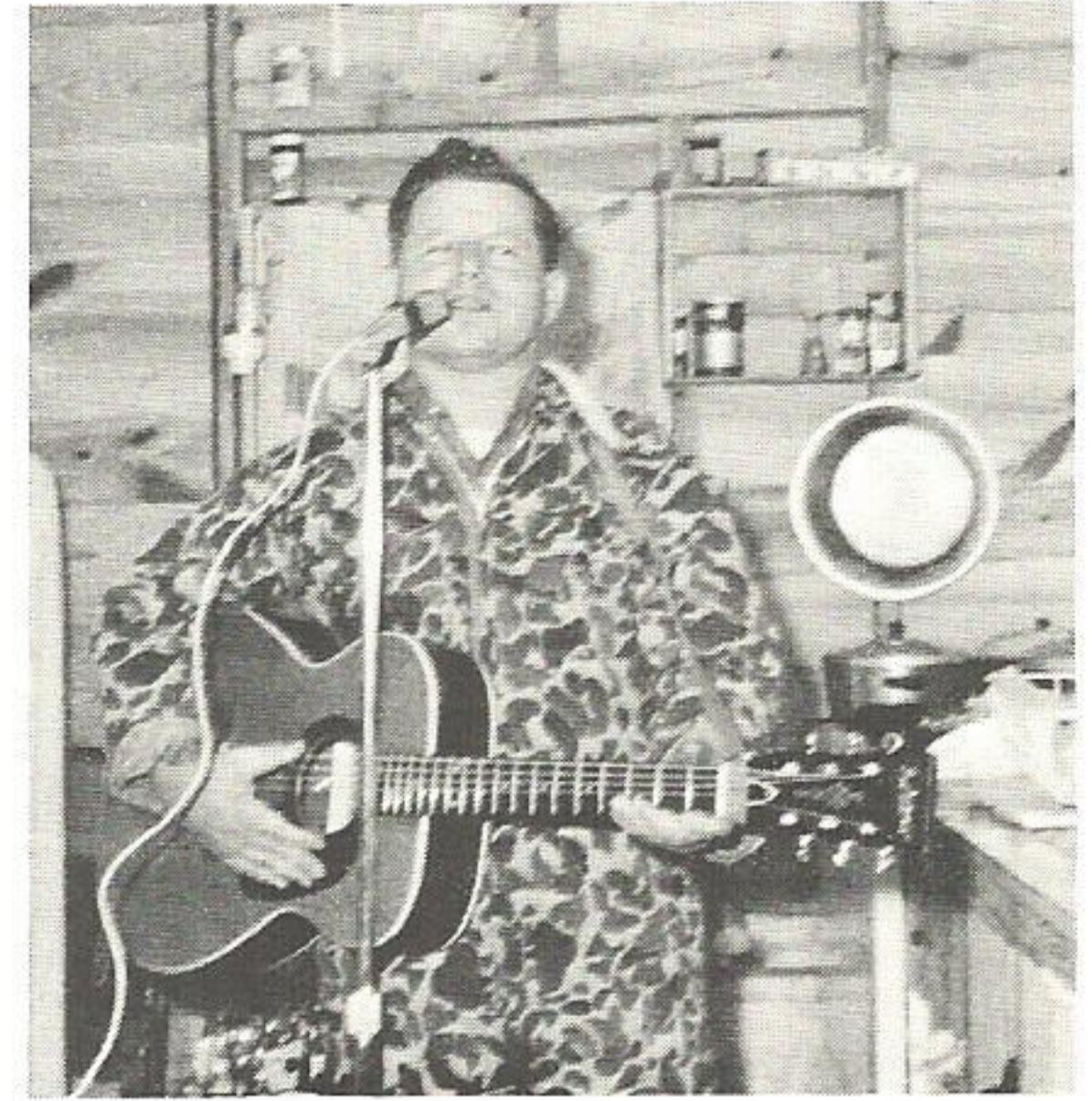
Rebecca Lynn Goldsmith, above, daughter of Mr. & Mrs. **Cecil D. Goldsmith** was born in Westlake, La. on December 30, 1969. She weighed 8 lbs. 2 ozs. at birth. Her proud father is an operators helper at Nelson Station.



We bid farewell to **Robert G. Chapman**, engineer, who has been transferred from Lake Charles T&D Engineering Department to System Production Department in Beaumont. He is shown above at a good-bye party for him given by the T&D employees.

Congratulations to Mr. & Mrs. **Wiltz Hanks** on the arrival of a daughter, Christine Yvette, January 16 and weighing 7 lbs. 7½ ozs. Mr. Hanks is a communications serviceman 2nd class in the Lake Charles Substation Department.

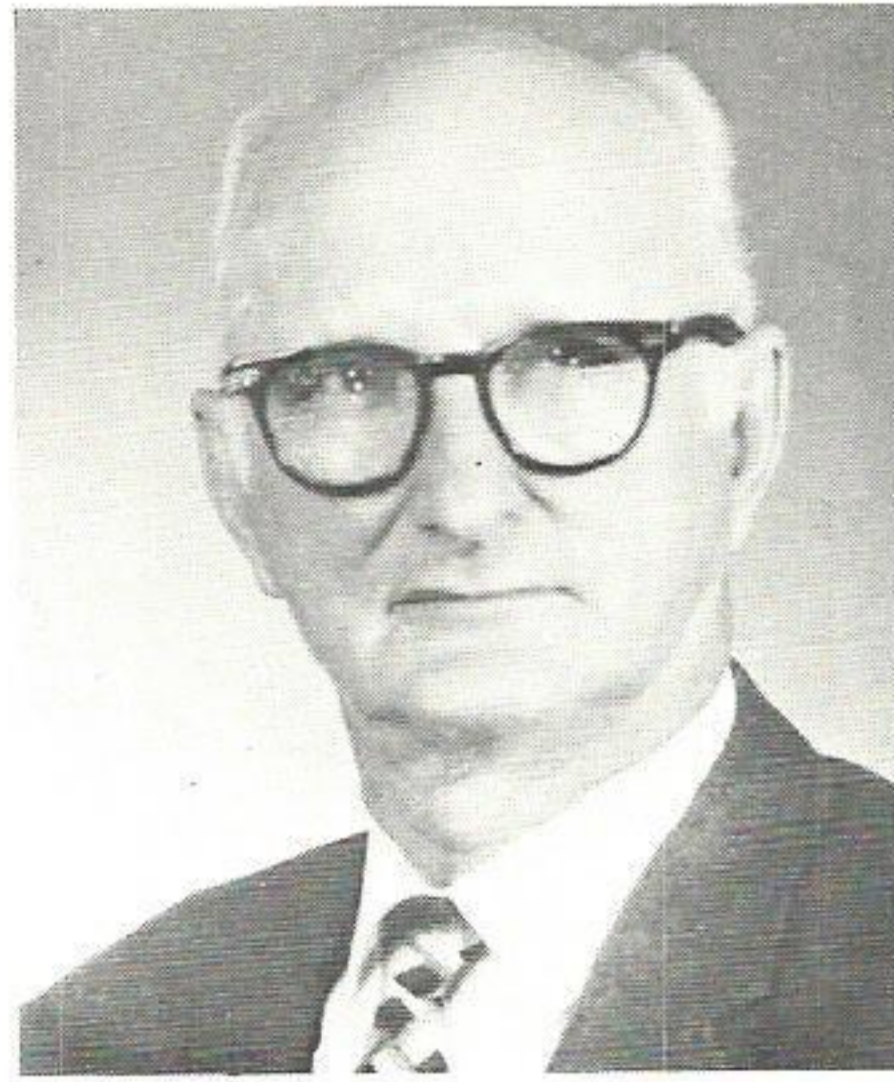
Welcome to **Bill Wolverton**, engineer, recently employed in the Lake Charles Engineering Department. He is a recent graduate of the University of Texas.



The Lake Charles Right of Way Department has a rising star in their midst — the man with the "Golden Vocal Chords", **Edward E. Cryer**. He is pictured at his camp in Merryville, La., where he frequently entertains his family and friends.

SERVICE AWARDS

FORTY YEARS

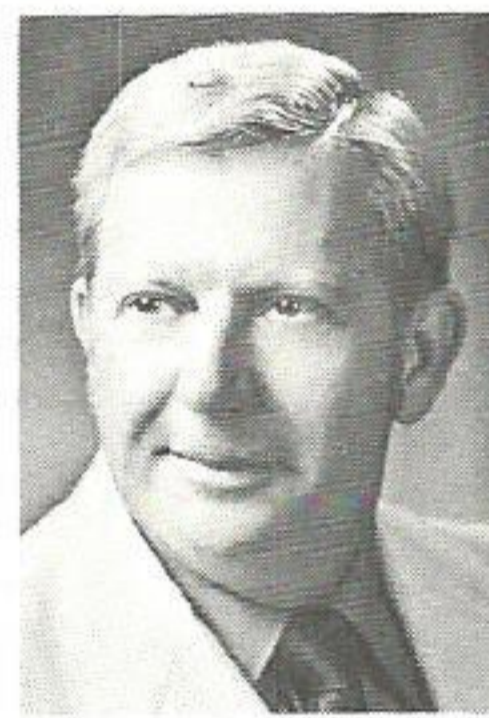


Howard Chaney
Production
Baton Rouge

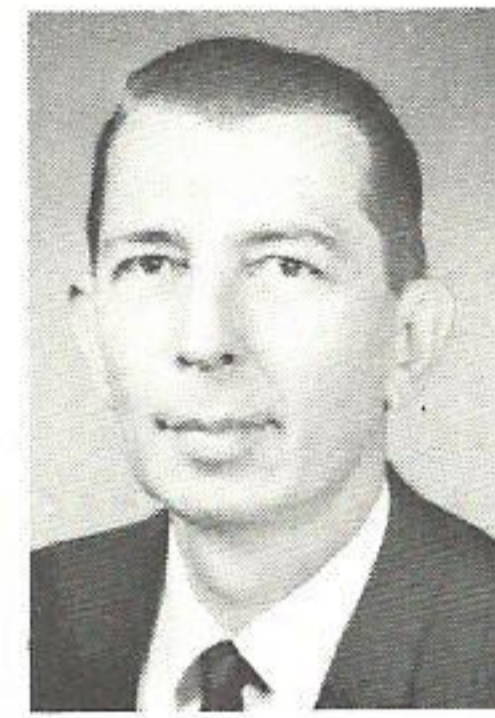
TWENTY YEARS



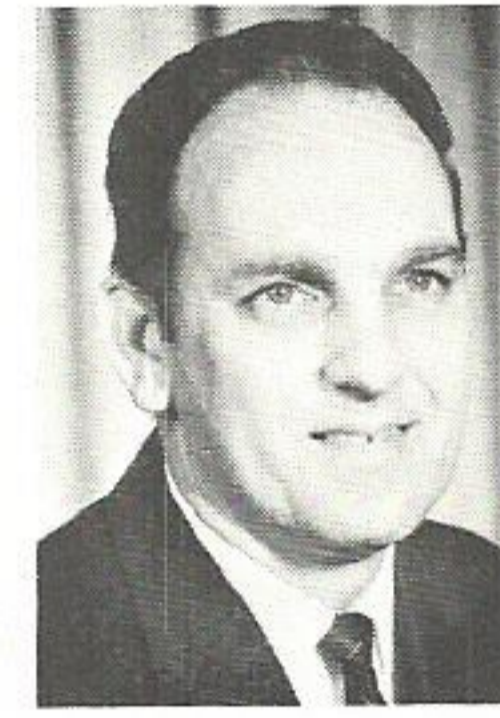
Gilbert Broussard
Distribution
Lafayette



James Dunham
Distribution
Port Arthur



Lewis Guthrie
Engineering
Beaumont



George Jolissaint
Production
Baton Rouge



Gilbert Lauter
Distribution
Conroe

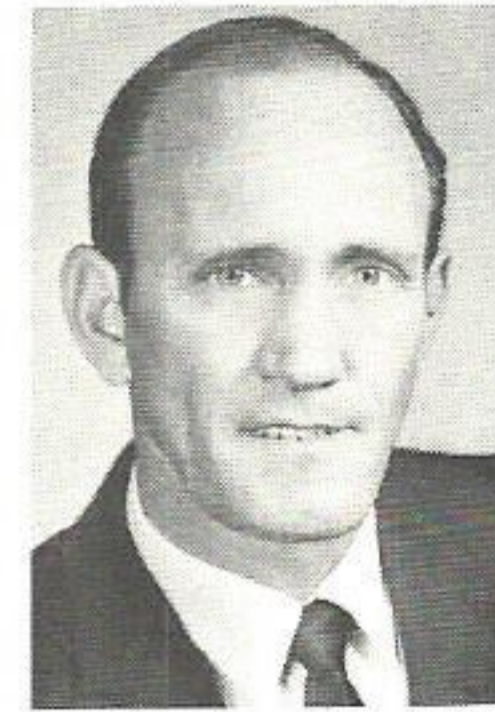
TEN YEARS



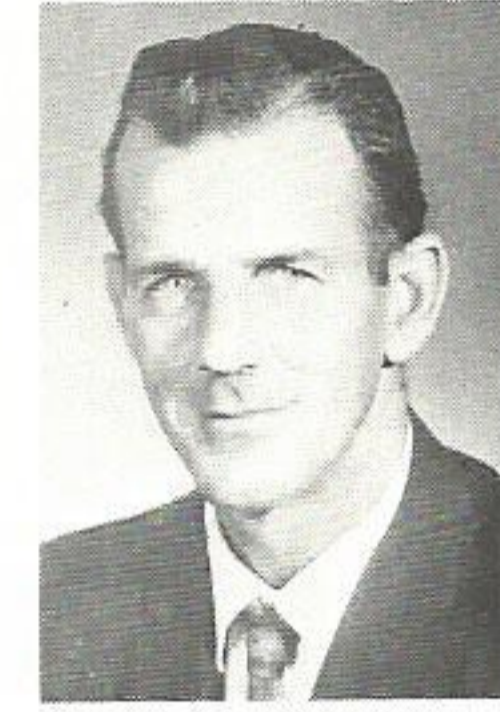
William Atwell
Distribution
Lake Charles



Preston Darland
Admin. Services
Beaumont



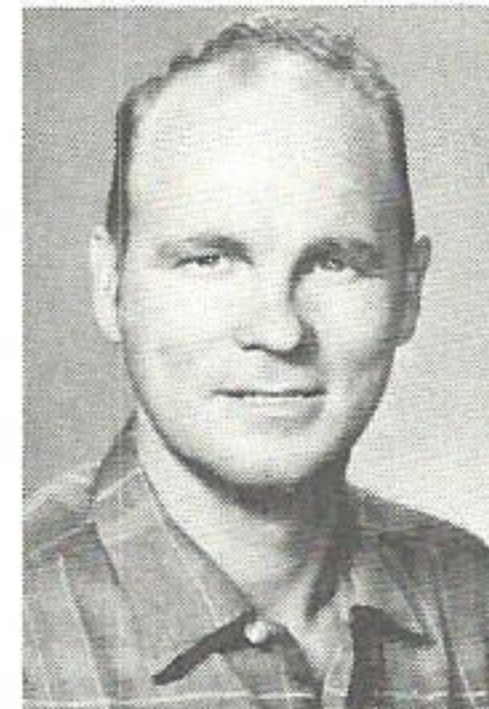
Charles Duncan
Treasury
Beaumont



Fred Eubanks
Distribution
Baton Rouge



Helen Powell
Distribution
Port Arthur



Jim Roberson
Distribution
Groveton



Weldon Smith
Production
Baton Rouge



Russell Thomasee
Distribution
Lafayette

FROM SUE TO YOU

"Laugh it up in Lafayette" explains exactly the "Cajun" philosophy as exhibited by the open and friendly people of Louisiana. And one of these true, loveable people



is Sue Hoffpauir, our home service advisor in the Lafayette District. She has been with our company three years and says that she just loves it. Hailing from Abbeville, La., Miss Hoffpauir graduated from high school

in that city and then received a B.S. in Home Economics Education from the University of Southwestern Louisiana. She is a member of the Catholic Church and active in the Home Economics in Business organization. In her free time, Miss Hoffpauir enjoys sailing, oil painting and folk music. Here are some of her favorite recipes.

ACADIAN COUCH-COUCH (Kush-Kush)

2 cups corn meal (white or yellow)	1 tsp. baking powder
1½ tsps. salt	1½ cups milk or water
	½ cup shortening

Mix corn meal, salt, baking powder, milk or water thoroughly; add to shortening in hot skillet on high heat. Let a crust form. Stir and turn to low heat or simmer. Cover and cook 15 minutes. Serve with milk and sugar or coffee milk and sugar as a cereal, or with cane syrup and crisp bacon.

CHICKEN GUMBO

1 large hen, cut for frying	¾ cup celery, chopped fine
1 cup fat) for	4-6 cups water
1 cup flour)roux	Salt and pepper
1 large onion, chopped fine	2 Tbsps. chopped parsley
½ green pepper, chopped fine	¼ cup chopped green onion tops
	2 Tbsps. gumbo file'

Brown chicken in 4 Tbsps. of fat on second heat position. To make a roux: melt remaining fat on high. Turn to low heat; add flour and cook until chocolate brown, stirring constantly. (The flavor of the roux will be impaired if the flour is allowed to burn, so keep a close watch on it, stirring constantly). Add chopped onion, green pepper and celery to the roux and cook on low heat until tender, stirring constantly. Place browned chicken in deep well or other large utensil; add roux with vegetables, salt and pepper and water. Turn to high until boiling, then turn to low heat and simmer until chicken is very tender. Add chopped parsley and green onion tops 15 minutes before serving. Serve hot, with rice, and add gumbo file' to each serving as desired. Serves 6-8.

LOUISIANA CORN BREAD DRESSING

5 cups corn bread*	½ cup minced parsley
6 slices whole wheat bread (slightly toasted)	¼ cup butter or margarine
2 cups finely cut celery	4 tsps. salt
1½ cups shallots with tops, cut fine	¼ tsp. cayenne
½ cup finely cut onion	½ tsp. black pepper
	1 tsp. celery seed
	Giblets

Simmer gizzard, heart and neck in a quart of water until tender. Add liver and cook a few minutes more until done. Cut all meat fine for dressing. Saute' celery, shallots and onion in the butter until done but not brown; add seasonings, more or less than amounts suggested to suit individual taste. Soak the toasted whole wheat bread in cold water, squeeze dry and mix well with the crumbled corn bread. Combine the sauteed seasonings, the bread mixture, parsley, minced giblets and sufficient liquor from the giblets to make a moist dressing. Stuff turkey; allow about one cup of stuffing for each pound of turkey. *Double Golden Corn Bread recipe will give slightly over 5 cups.

Golden Corn Bread

1 cup yellow corn meal	¾ tsp. salt
¾ cup flour	1 slightly beaten egg
5 tsps. baking powder	1 cup milk
	2 Tbsps. melted shortening

Sift dry ingredients into bowl and add the slightly beaten egg, milk and melted shortening. Beat thoroughly. Pour into greased shallow pan. Bake 25 minutes at 425 degrees.

YAM PIE DE LOUISIANNE

Pastry:

1 cup flour	⅓ cup fat
½ teaspoon salt	2½ tablespoons milk

Blend flour, salt, and fat well. Add milk and mix. Combine milk and flour mixture until it holds together. Roll lightly on a slightly floured board with a rolling pin until very thin.

Filling:

1½ cups cooked yams	¼ tablespoon butter
1 cup sugar	3 eggs
	½ cup rich milk

Beat yams well, add sugar and butter, and beat well. Add eggs, one at a time, beating after each addition. Beat in rich milk. Pour into uncooked pastry.

Topping:

1 cup chopped pecans	⅓ cup quick cooking oatmeal
½ cup light brown sugar	⅓ cup flour
	⅓ cup butter

Mix with fork until moist and holds together. Sprinkle on top of filling. Bake pie for 40 minutes at 350°.

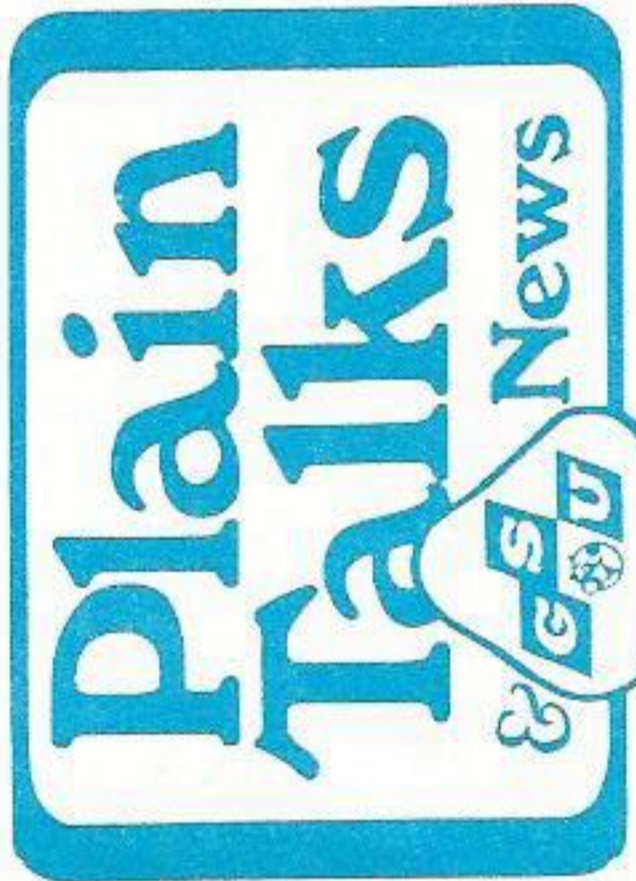
FRIED CORN

2 cups fresh corn (cut kernels and scrape cob)	2 Tbsps. cream
1 Tbsp. sugar	½ tsp. salt
	2 Tbsps. butter

Mix together the corn, sugar, salt and cream. Saute' in the butter until all the cream and the milk from the corn are evaporated, stirring constantly. Serve hot. Serves 3-4.

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