



OUR ANNUAL REPORT
TO YOU

Plain
Talks
&  News

MARCH, 1973

Our 1972 Annual Report is being mailed to our more than 22,000 shareholders and to you. As you read through it, you will realize that the year 1972 will be remembered as one of solid achievement by you and your company. For example:

- * Operating revenue rose 14% to \$240 million and net income climbed to \$45 million, a 16% increase over 1971.
- * Common stock earnings increased 13 cents per share, a 9% increase.
- * The quarterly dividend rate was 26 cents a share on common stock, or \$1.04 on an annual basis.
- * An 8½% increase in the electric rates of our customers in Texas became effective June 1. This was our first increase in 20 years. Shortly before going to press, we learned that the increase in Louisiana will be in effect shortly.
- * Peak load demand increased to 3,602,700 kilowatts, a 10% upsurge.
- * A July labor agreement was signed and will continue until July 5, 1975.
- * The Company will provide electric service for a new satellite city north of Houston, with a projected population of 150,000 in 20 years.
- * Sixty-year franchises were secured in 46 Louisiana cities and towns. In Texas, five newly incorporated communities granted 50 - year franchises.
- * A total of 350,000 shares of \$7.56 Dividend Preferred Stock were sold at competitive bidding, with your Company receiving \$100.16 a share. The proceeds were used to pay off short-term borrowings.

While many challenges remain to be solved, these achievements reflect credit on your hard work and perserverence. With this kind of dedicated effort, 1973 should prove to be a year of even greater achievement.

M.S.

1972 HIGHLIGHTS

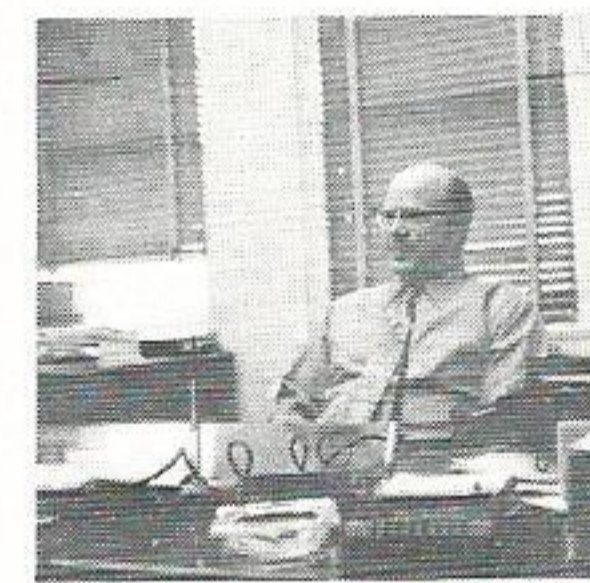


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Annual Report p.2

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James S. Turner, Director, Public Relations
Mike Shurtleff, Associate Editor
Pat McMeel, Contributing Editor, Beaumont
Frank Jones, Contributing Editor, Baton Rouge

Member:



The Cover:

Helping to coordinate the 1972 Annual Report are members of Corporate and Finance. They are from left to right, Camilla Adams - financial administration coordinator, Roy Eyer - assistant secretary, Brandon Bryan - financial administration coordinator, R. W. Jackson - secretary-director financial administration and Michael Wilson - financial analyst.

The Annual Report —

A Corporate Mirror

In addition to his many duties as corporate secretary and director of financial administration in Corporate and Finance, Robert W. Jackson is involved in a yearly project that often lasts for six months from start to finish. The project: The Annual Report. A seasoned veteran, Mr. Jackson has been directly involved with the coordination of the Annual Report for the last 18 years, the same length of time he has been with the company.

PLAIN TALKS interviewed Mr. Jackson, and found that the Annual Report, from rough draft to finished copy, is a long and tedious task.

Q. Mr. Jackson, how are you and your department involved in the compilation of the Annual Report?

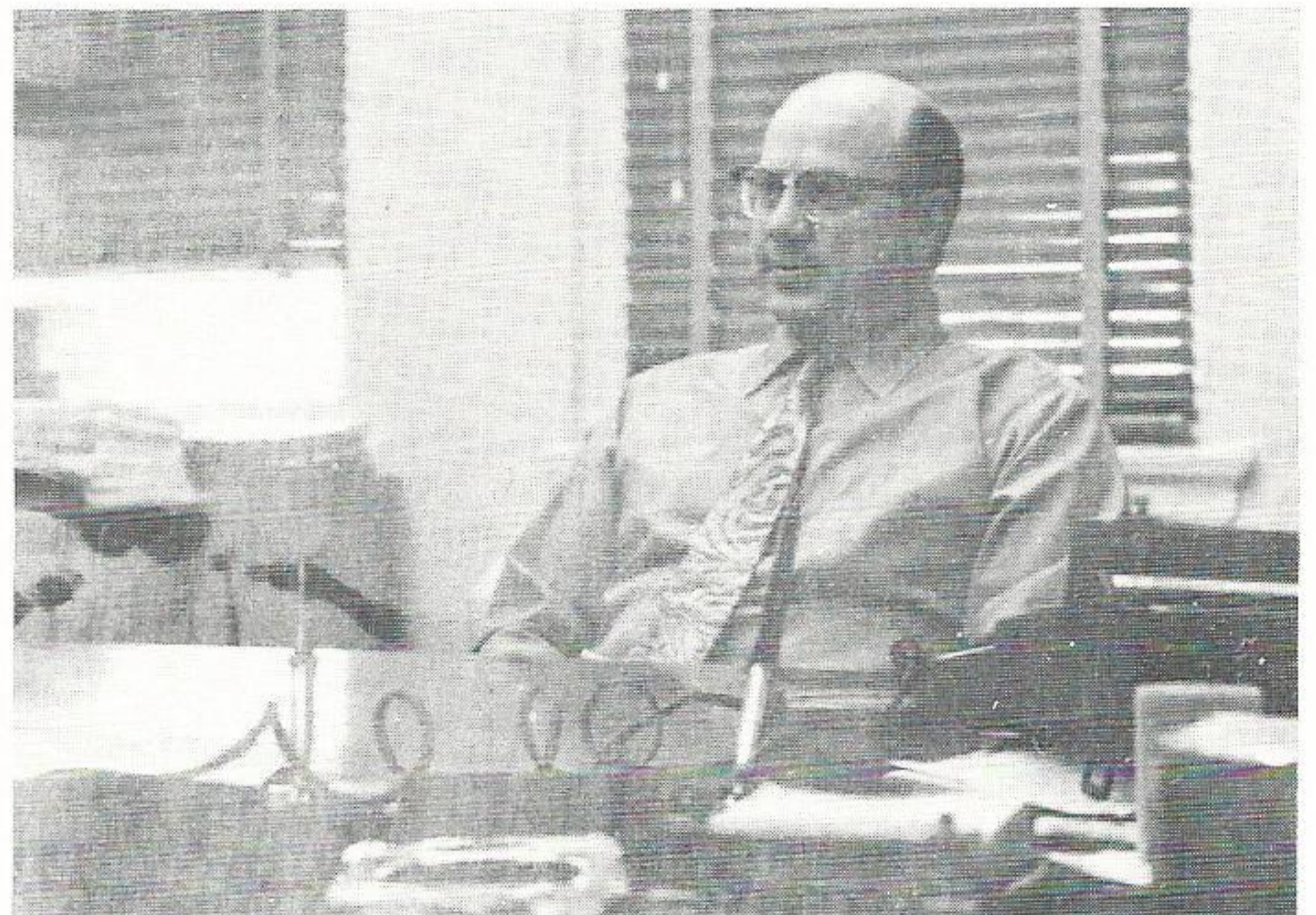
A. Primarily, our job is part of our investor relations program. We gather from the various departments throughout the company the information that will go into the report, and also act as the coordinator for these departments. Our job is not complete until the finished product returns from the printer and is delivered to the many Annual Report recipients.

Q. Can you give a definition that would describe the Annual Report?

A. The Annual Report is a factual report of what transpired in our Company during the year. It is an accounting of the management's stewardship of the assets entrusted to them. It is not primarily a brochure to sell our product, but rather an attempt to enlighten our shareholders, the investment public and people we do business with about our Company. The financial statements in the report are used by our creditors as a guideline for evaluating our bank lines and commercial paper, as well as by equipment suppliers.

Q. Are there certain guidelines that must be followed in the format of the report?

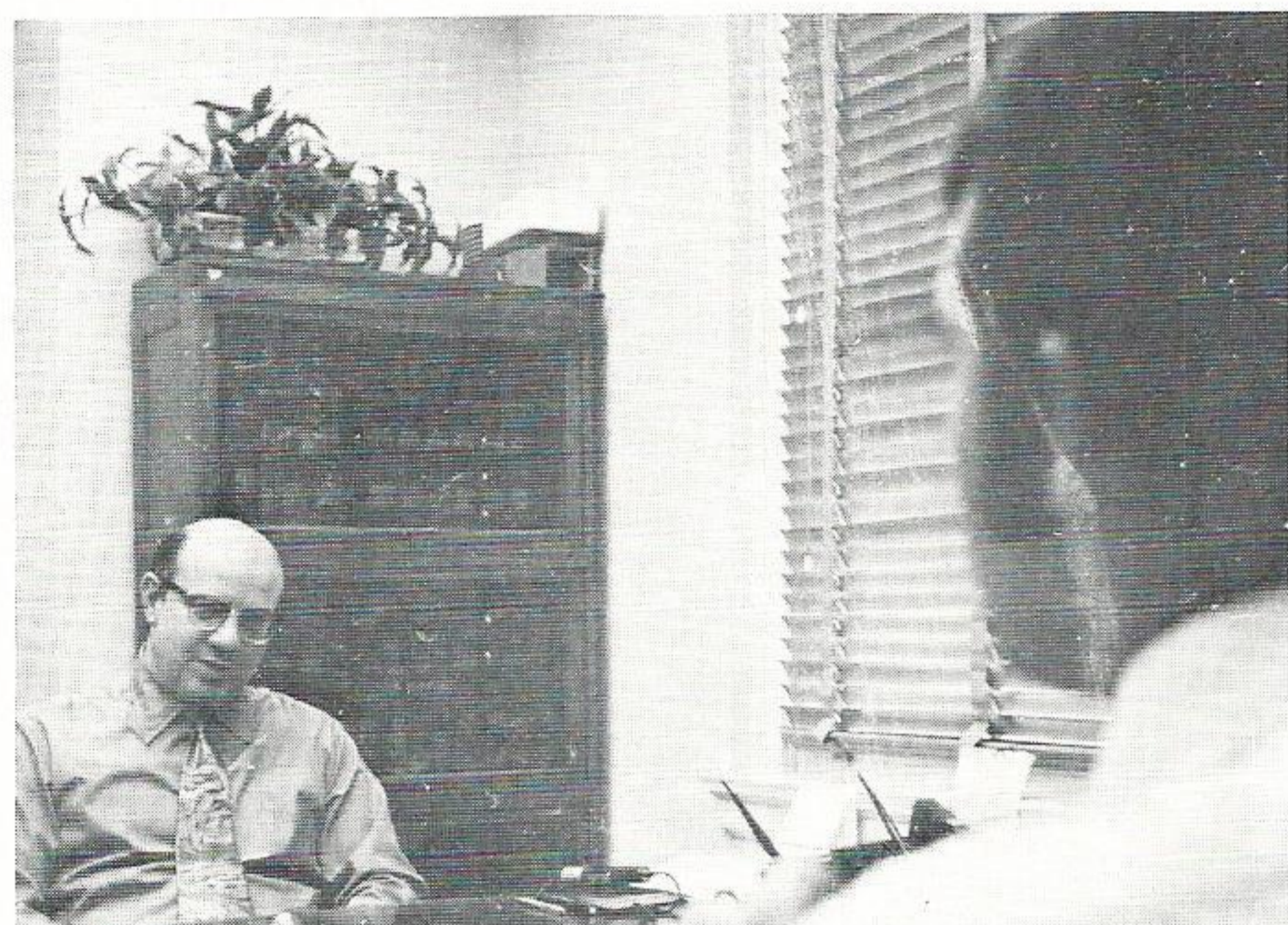
A. Yes, there are. Since our stock is listed on the New York Stock Exchange, it is a requirement that we publish an annual statement to our stockholders. The report is due by March 31 of each year, and this a rule we agreed to comply with when we listed our stock on the N.Y.S.E. in 1947. Certain financial statements must be included in the report. The amount of the detail of these statements is somewhat up to the Company's management, with no outside regulatory agency having control over what is said. Each department of the Company is responsible for what it believes should be conveyed in the report, as far as its area of work is concerned.



Robert W. Jackson, corporate secretary and director of financial administration-Corporate and Finance, has been involved with the Annual Report for eighteen years.

Q. Who receives the Annual Report?

A. Our report is sent to each of the Company's shareholders (approx. 23,000) and a copy is mailed to each employee, regardless of whether or not he or she owns stock. Copies are also filed with the Securities and Exchange Commission, the Federal Power Commission and three stock exchanges on which our stock is listed. The Annual Report also goes to the trustees of our indentures, and our transfer agents and registrars.



"Each department in the company is responsible for what it believes should be conveyed in the report, so far as its area of work is concerned."

Q. What procedure is followed in producing the Annual Report?

A. In August, our department gets together with the Public Relations Department, and together we decide on a rough format and tentative time schedule. Report content and individual responsibilities are also decided upon at this time. Then, in October, we decide on a cover picture and highlights to be included. At this point, the designated Public Relations representative interviews the various vice presidents, then begins his rough drafts. These drafts are sent to the department heads for changes or rewrites, according to what needs to be emphasized or deleted. At this point, the departmental drafts have some overlapping information, and the department heads are responsible for taking these individual, disjointed stories and tailoring them to their specific topics. Then the drafts are rewritten for continuity, and the Company's officers inspect the material, line by line, adding and deleting from their points of view. The report is then given to President Smith, who adds his perspective to what has been written. The drafts are then submitted to the

board of directors, since the Annual Report is actually a statement on their behalf to the shareholders. After the board's approval, the report then goes to the printer for typesetting. The printer is selected by competitive bid, based on what he will charge and the quality of work he is capable of achieving.

Q. How much emphasis is placed on using color in the report?

A. To a large extent, cost determines how much color is used. A readership survey indicated that half of the readers liked color, with the other half in favor of black and white. For this reason, we use four-color process for the report's cover and two-color process for the content. We feel that the use of color enhances the report, as well as improving readership. When you are involved in as much preparation and planning on the report as we are, you want as many people as possible to read what we have to say. The secret is getting someone to open the cover, and color and an appealing cover help achieve this. Making the text clear, neat and understandable also greatly improves readership. There is a jargon peculiar to our industry, and we try to eliminate jargon as much as possible and simplify terms that might leave the reader wondering what he read.



"There is a jargon peculiar to our industry, and we try to eliminate jargon as much as possible and simplify terms that might leave the reader confused."

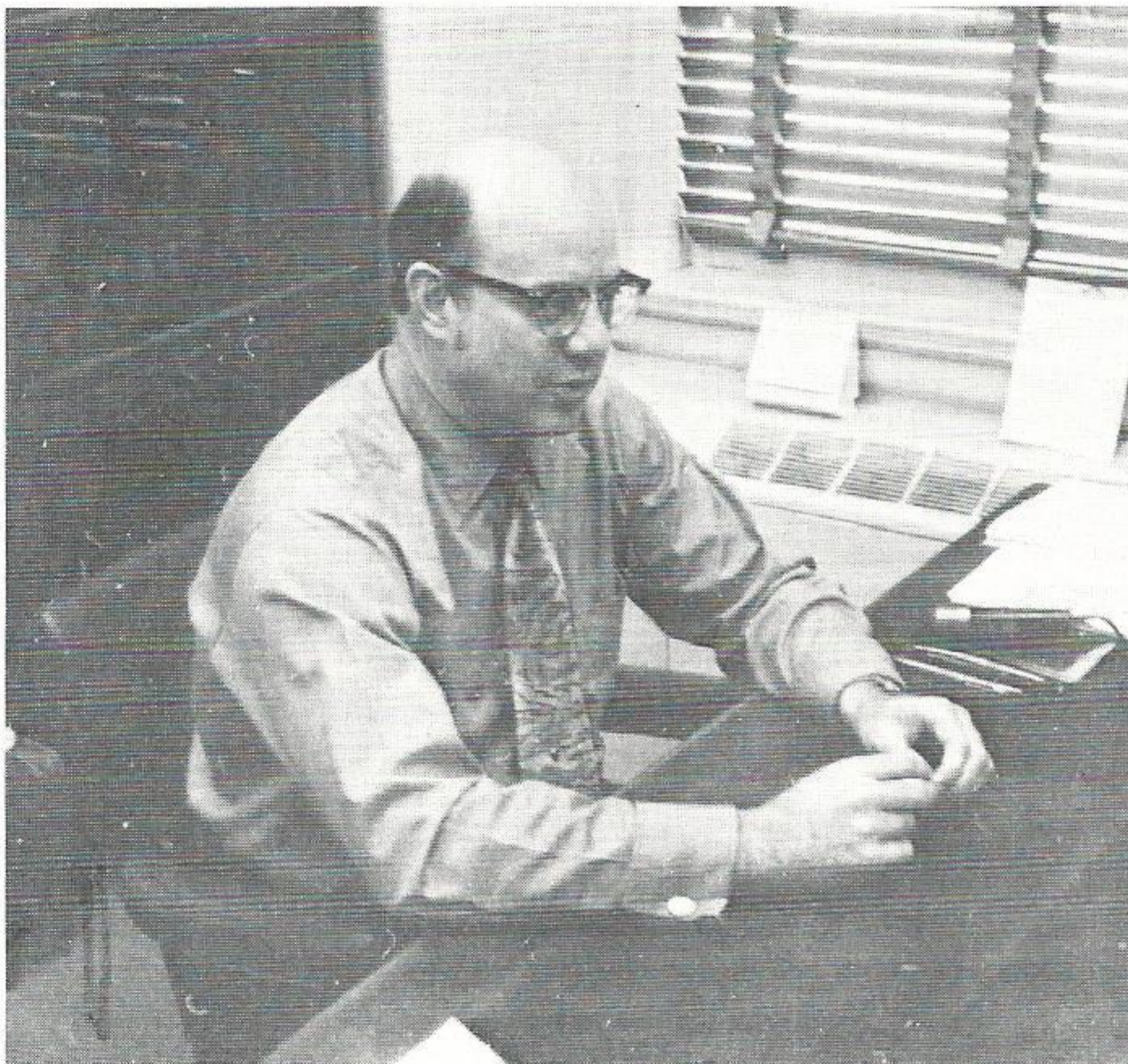
Q. What happens to the type after it has been set by the printer?

A. Type from the printer is proofread by our department and Public Relations, and changes may still be made at this time. Accuracy and completeness of the financial statements and all figures and statistics in the report are the responsibility of the Treasury Department. Our independent auditors also check for statistical accuracy and content. After the final ap-

(Continued on Page 4)



"Our job is not complete until the finished product returns from the printer and is delivered to the many Annual Report recipients."



"The President is the one person in the Company who sees the report from the overall standpoint, not just any one view in particular."

proval from President Smith, a silver print is produced by the printer, proofed again by the Public Relations Department, then returned to the printer and the finished copies come off of the press.

Q. What topics does the Annual Report cover?

A. Our format runs something like this: the Highlights page comes first. This is used to draw reader interest, and summarizes the year's accomplishments. Next is the President's Letter, which summarizes those matters that have the most impact on the Company, since this is all that some people read before closing the report. The letter is written to a wide variety of people, and simplicity is the key factor in its success. Systems Operations follows, showing Company revenues, expenses, changes in depreciation, if any, and any tax or rate changes. The Expansion Program section tells of our recent construction efforts, such as our nuclear power plant announcements and fuel situations. The Marketing portion of the report lets the people know what we are doing to produce revenues in our Company. Financing is another principal section. The section dealing with Personnel describes personnel opportunities and achievements and the employee's safety program. The Financial Statements division lists statistics for persons wanting to spend additional time learning about the Company.

Q. What thoughts do you have concerning the 1972 Annual Report?

A. I believe the 1972 Annual Report will be one of our most interesting, due to the very nature of our business in 1972. It is well-written, attractively layed out and points up the rapid changes in the world that affect the Company. I believe we have had more involvement of more of our executives in developing and phrasing this report than in the past. The report is truly a concerted effort of all departments. The report can be described as a picture, with the various departments using their brushes to add the different colors. But the man with the whitest of white paint is the President, because he is responsible for the finishing touches of the picture. He is the one person in the Company who sees the report from the overall standpoint, not just any one view in particular. He must convey his optimism to the reader, and for this reason, his finishing touches must achieve perfection.

GSU NEWS

Page Is New Treasurer

Thomas A. Page has been elected treasurer of the Company. The announcement was made at a recent meeting of the Company's board of directors in Conroe.

Mr. Page was formerly employed by Wisconsin Power and Light Company of Madison, Wisconsin. He was controller of that company before joining GSU.

A native of Niagara Falls, N.Y., Mr. Page is a 1955 graduate of Purdue University with a B.S. degree in civil engineering. He obtained his master's degree from the same institution in 1963. Mr. Page is a certified public accountant in the state of Wisconsin, and a licensed engineer in Wisconsin and New York.

At Wisconsin Power and Light, Mr. Page served also as treasurer, assistant treasurer and budget supervisor. Prior to that he was employed by Uhl, Hall and Rich, an engineering consulting firm.

He and his wife, Evelyn, have two children, Christopher, six, and Catherine Ann, five.

Active in civic affairs, Mr. Page has served as president of the Exchange Club of Madison, served two elected terms as a member of the Dane County Wisconsin Board of Supervisors, was appointed a director of the Dane County Mental Health Clinic, served on the Governor's Commission on Education, and participated in business seminars at the University of Wisconsin extension, the Madison Area Technical College.



THOMAS A. PAGE

Equitable Bag New Customer To Company

Effective January 2, Equitable Bag Company of Orange, Tex., the world's largest manufacturer of specialty paper bags, officially began purchasing power from our Company.

In the past, Equitable Bag relied on their own generators for electrical power, but studies by GSU and an independent firm showed that purchasing power would prove to be the most reliable and economical source of energy.

In December 1935, the present company was known as Yellow Pine Pulp and Paper Co., with E. I. Hardy acting as manager. There have been several name changes throughout the years, with the present name of Equitable Bag Co. reflecting company ownership. Mr. Hardy now acts as consultant, with Harold Mills presiding as manager. The company also produces the paper for their specialty bags, and their customers include all large retailers throughout the United States.



Equitable Bag Company, Inc., world's largest manufacturer of specialty bags, recently began purchasing power from our Company. Standing in front of the new Orange substation facilities on the Equitable property are (l. to r.) Thomas Mitcham-Orange T&D, Harold Mills-Equitable manager, T. O. Charlton-Orange District Superintendent and Lester Saucier-Beaumont Industrial Engineer.

Thanks For The Fine Effort

The company recently ended its three-month heating conversion campaign, a program that turned out to be one of the highlights of 1972. The system goal for the campaign was 400 conversions, but the final tally netted 438 conversions, a record for the company.

The campaign's success was a product of hard work by many people, and the magic "400" figure could not have been exceeded without the efforts of the residential sales representatives. PLAIN TALKS would like to recognize the top representative in each division, and congratulate them for their individual contribution.

Jim "Cowboy" Fernandez was the top representative in the Port Arthur Division, finishing the campaign with 9 conversions. A residential sales representative for 17 years, Jim's experience and enthusiasm set the pace in his division. He received a large turkey as an award, which proved to be quite tasty when eaten on New Year's Day. Jim was commended for his fine job by Tom Clark, Port Arthur Residential Sales Supervisor, who commented that he admired Jim's enthusiasm and sales accomplishments during the campaign. As to the secret of his success, Jim said that "the campaign was most enjoyable because of the many benefits and advantages that were offered in converting a customer's home to electric heating. It made my job much easier."

Gene Pairett achieved the honor of top conversion representative in the Beaumont Division. Gene compiled an enviable record of 27 conversions, and led his division in sales throughout the three-month period. His prize for being *numero uno* was two tickets to the Astrodome, where he and his son enjoyed watching the Oilers and Bengals play football. "Dealer participation helped the campaign a great deal," Gene said, "and the imagination demonstrated by the bird commercials also helped sales a great deal." Gene's imagination was also an important factor in his bid for top honors, as he held noon meetings for employees, showing the bird commercials and a humorous film, then explaining the benefits of converting to electric heating.

Eddie Belair of Jennings and Bill Harrington shared the spotlight as top sales representatives in the Lake

Charles Division. Eddie headed the Jennings team to a whopping 175% of its quota. On the other hand, Bill had the greatest single effort, reporting 39 conversions for the campaign in Lake Charles.

Johnny Yarbrough, flying high with a total of 10 conversions, soared above fellow representatives to finish in first place in the Baton Rouge Division. Arden Loughmiller, Baton Rouge superintendent of sales, presented Johnny with the turkey of his choice at an informal sales meeting held on North Boulevard. Walt Wright, residential sales supervisor, officiated. Johnny also received a dinner for two at a local restaurant for winning the big bird race.

In the Western Division, there was also a tie for first place. Sharing the honors with seven sales each to their credit were Charles Boring and Bill Burke. Charles works in the Navasota office and Bill works in the New Caney office.

Congratulations to these men, as well as everyone else who contributed to the overwhelming success of the campaign.



LAKE CHARLES DIVISION — Eddie Belair (left) and Bill Harrington.



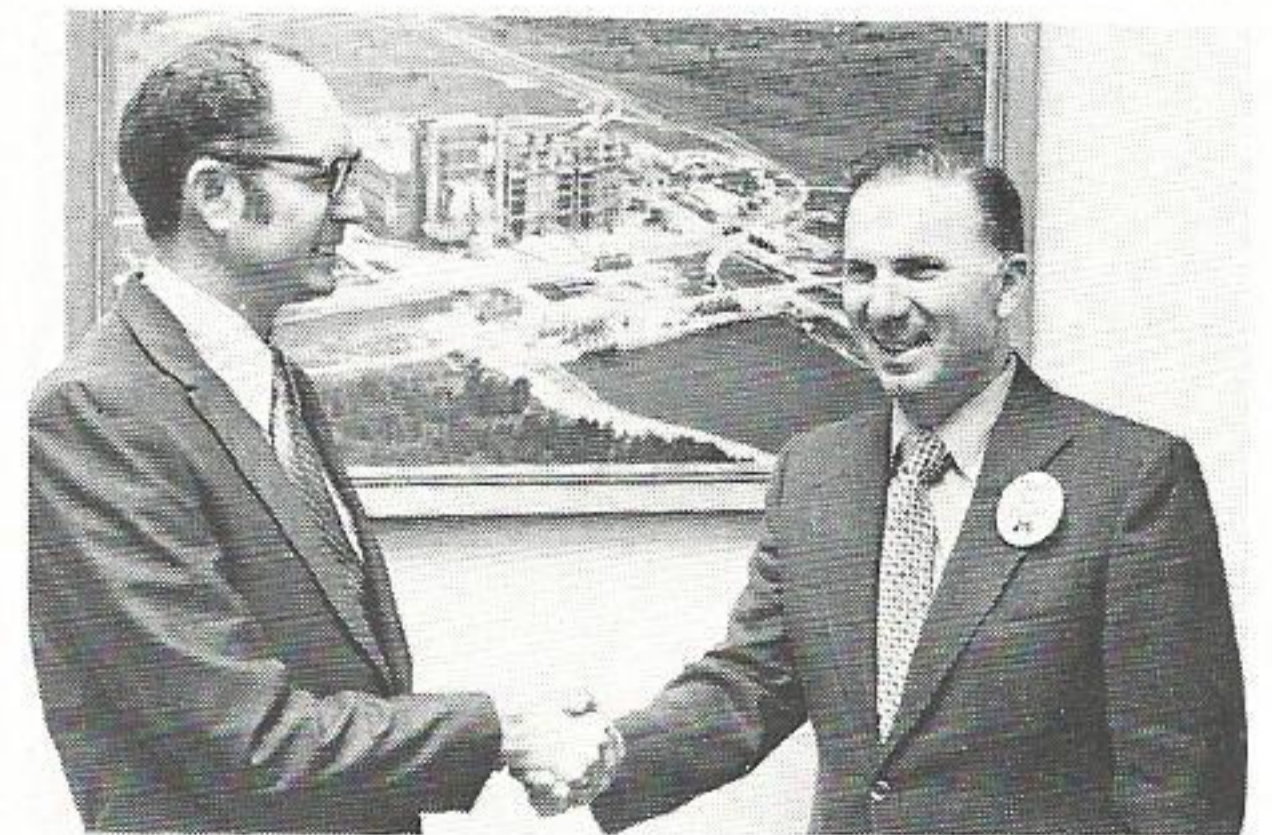
WESTERN DIVISION WINNERS — Charles Boring (left) and Bill Burke.



BEAUMONT DIVISION — Gene Pairett.

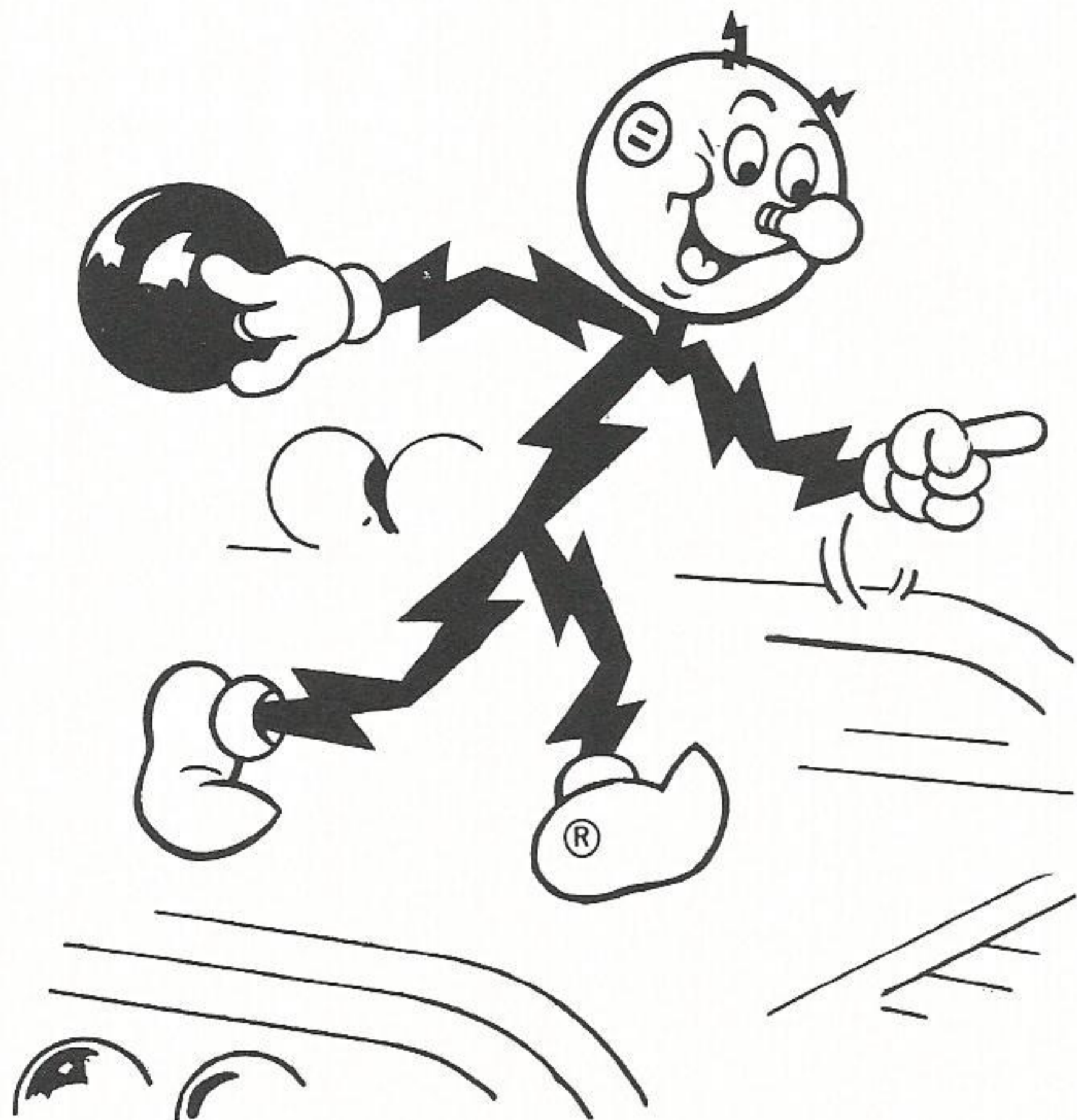


BATON ROUGE DIVISION — Johnny Yarbrough (left) receiving prize from Arden Loughmiller, sales superintendent.



PORT ARTHUR DIVISION — Jim Fernandez (right) being congratulated by Tom Clark, residential sales supervisor.

April 14th Is The Big Day



Bowling Tourney To Be Held In Port Arthur

Another record crowd is expected to be on hand for the 12th Annual Gulf States Bowling Tournament to be held April 14 at Park Place Lanes in Port Arthur.

Winners from last year's events will be back to defend their titles, but some new faces should also be in contention for top honors. The tournament promises to be an exciting event, as it always is, and everyone is ready for the pins to start falling.

Tournament information and an entry blank are provided below. Entries may be turned in or mailed to either Curtis LeBlanc or W. J. LeBouef at the Port Arthur office. For additional information, call Curtis at ext. 77 or 46, or W. J. at ext. 47 or 77.

TOURNEY LOCATION: Park Place Lanes, 2700 Memorial Blvd., Port Arthur, Texas

DOUBLES AND SINGLES: 9:00 A.M. and 11:30 A.M.

TEAM EVENTS: 2:00 P.M. AND 4:30 P.M.

ENTRY DEADLINE: Friday, April 6, 1973

RULES

SANCTION: ABC and WIBC Sanctioned

AVERAGES: Final of 1972 January 1, 1973 — 12 games or more — others 200

HANDICAP: 80% difference of 200

CAPTAINS: Must be GSU employees for contact purposes.

FEES: \$3.50 per event (includes all-events and party)

ENTRY: Multiple team, so long as two members are changed

TEAMS: May be mixed, male or female, but must include two (2) GSU employees

PRIZE FEE: Returned 100%

ENTRY BLANK

TEAM NAME _____ TOWN _____

TEAM CAPTAIN _____ EXT. _____

NAME _____ AVG. _____ FEE \$3.50 _____

NAME _____ AVG. _____ FEE \$3.50 _____

NAME _____ AVG. _____ FEE \$3.50 _____

NAME _____ AVG. _____ FEE \$3.50 _____

TEAM SHIFTS _____ 2:00 P.M. _____ 4:30 P.M. _____ CIRCLE TIME CHOICE _____

DOUBLES AND SINGLES — Must Enter Both — No Multiple Entry

NAME _____ AVG. _____ FEE \$7.00 _____ CIRCLE TIME _____

NAME _____ AVG. _____ FEE \$7.00 _____ 9:00 A.M. 11:30 A.M.

NAME _____ AVG. _____ FEE \$7.00 _____ CIRCLE TIME _____

NAME _____ AVG. _____ FEE \$7.00 _____ 9:00 A.M. 11:30 A.M.

Management Meetings

“Most Informative”

by Frank Jones

Some 170 management personnel in the Baton Rouge Division, and five management members from the Lake Charles Division, recently met at the Prince Murat Motor Hotel in Baton Rouge for the annual Management Meeting. Similar meetings were held in Lake Charles and Beaumont.

Jack Worthy, Division vice president, opened the meeting and introduced the featured speaker, Floyd Smith, president and chief executive officer of the company. President Smith presented introductory remarks and spoke of some of the company's activities in general terms. Specific topics were taken into various levels of detail by other speakers on the program.

S. L. Adams spoke about the impending fuel problems, L. M. Moor talked about new ventures involving the company, and N. R. Lee discussed several important legal matters affecting the company at this time.

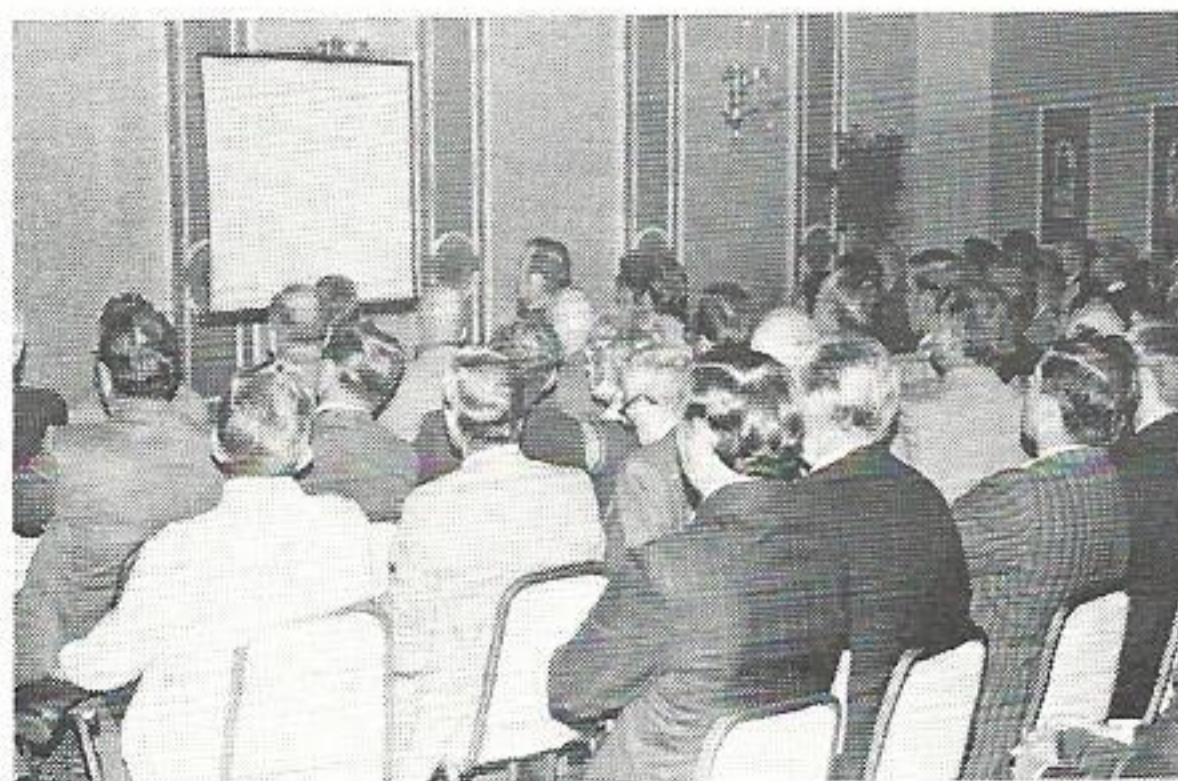
J. O. Robichau gave a resume of long and short range marketing plans and why the company needs to involve itself in the marketing and advertising process. R. W. Jackson presented an overview of the company's financial situation in 1972 and the 1973 financial outlook. R. L. Wynne told what the company did in 1972 and what is expected will happen in 1973. W. E. Heaner discussed the different types of people in an organization's management group and what specific type can best benefit the company and themselves. S. L. Stelly presented accident

and safety statistics for 1972 and pointed out that with strong and effective managerial efforts, GSU can stay accident free in the year ahead of us.

Mr. Smith gave a summation of the meeting and its purpose and Mr. Worthy adjourned the meeting to an informal reception followed by dinner. Comments garnered from the crowd include the following: “It was the best attended yet.” “It was the most informative meeting I've been to.” “It was a resounding success.”

Management Meeting Speakers

- F. R. Smith —
President and Principal Executive Officer
- S. L. Adams —
Senior Vice President-Engineering and Production
- J. O. Robichau —
Vice President-Marketing
- R. W. Jackson —
Secretary and Director-Financial Administration
- R. L. Wynne —
Assistant Treasurer and Budget Manager
- W. E. Heaner —
Vice President-Personnel Manager
- S. L. Stelly —
Director-Safety and Claims
- L. M. Moor —
Executive Assistant
- N. R. Lee —
Executive Vice President



Management members at the Lake Charles meeting view the company's 1972 results through the aid of a slide projector.



President Smith welcomed employees to the Baton Rouge meeting and gave the opening and closing remarks.

Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during January 1973 covering employee deductions and Company contributions through December 1972 were as follows:

7,403 shares of common stock at a total cost of \$163,253.90, for an average cost per share of \$22.052.

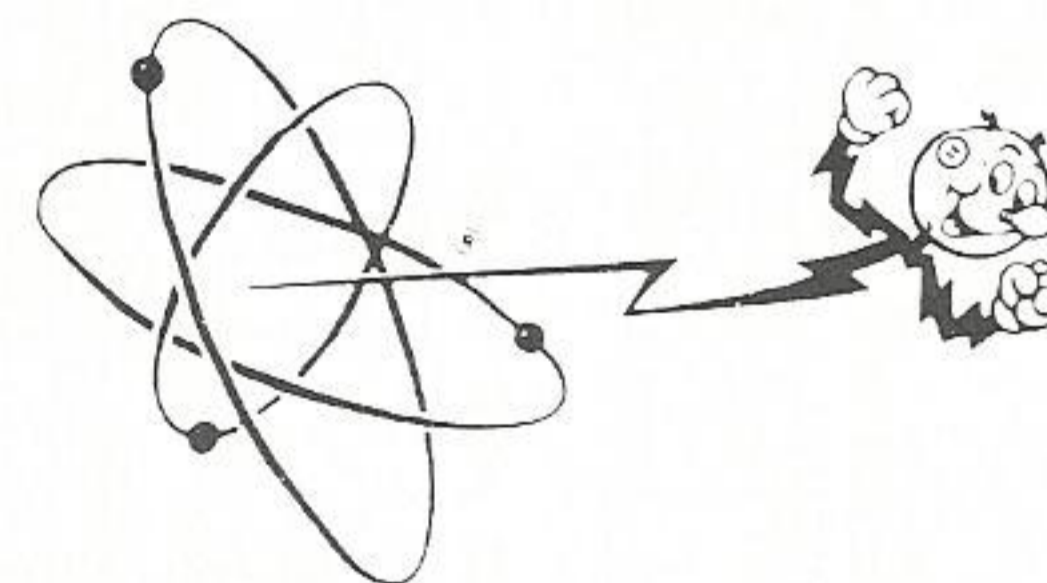
252 shares of \$4.40 preferred stock at a total cost of \$15,824.90, for an average cost per share of \$62.797.

The Trustee deposited \$60,187.33 with the Savings Department of the First Security National Bank.

GSU and CEPCO Negotiate Interconnection

After three and a half years of negotiations, an interconnect contract has been approved between the company and Cajun Electric Power Cooperative, Inc. (CEPCO).

Under the terms of the agreement, our company will “wheel” power produced by CEPCO to the four co-op systems involved. This contract is labeled the first of its kind to be enacted.



DID YOU KNOW?

... that cooling towers or man-made ponds will be used for our Company's nuclear plants. Therefore, the heat from the heat exchanger is released to the atmosphere and will not have a significant effect on the rivers and lakes in the plant's area.



Beaumont Division



Baton Rouge Division



Beaumont Division



Western Division



Beaumont Division

SNOW



Baton Rouge Division



Western Division



Beaumont Division



Western Division



Baton Rouge Division

People On The Move



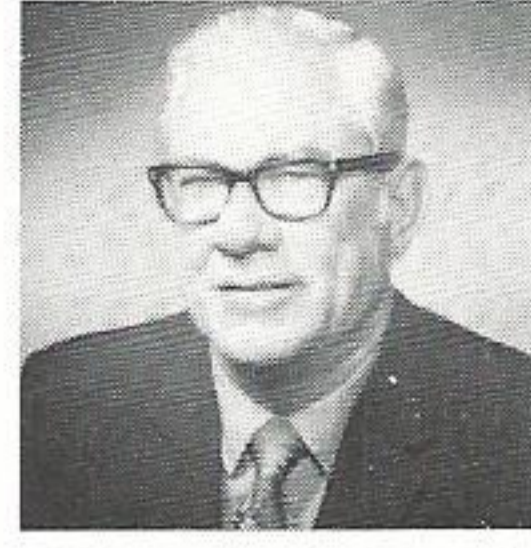
Raymond Holm



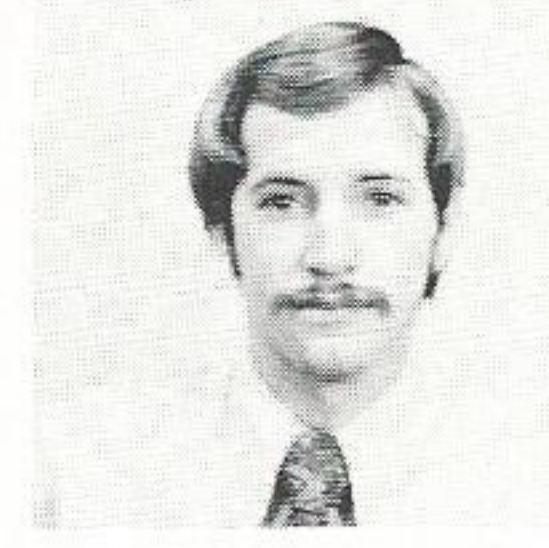
Michael C. Wilson



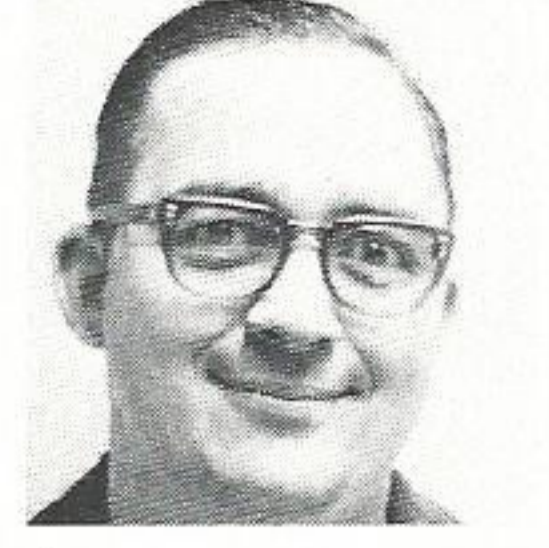
Charles W. Bordeman



Kenneth L. Jumel



William B. Landry



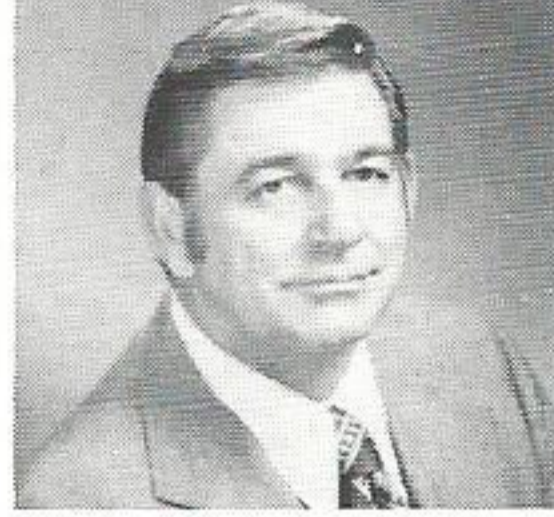
James M. England



Jerry D. Cessna



Odea V. McNeil



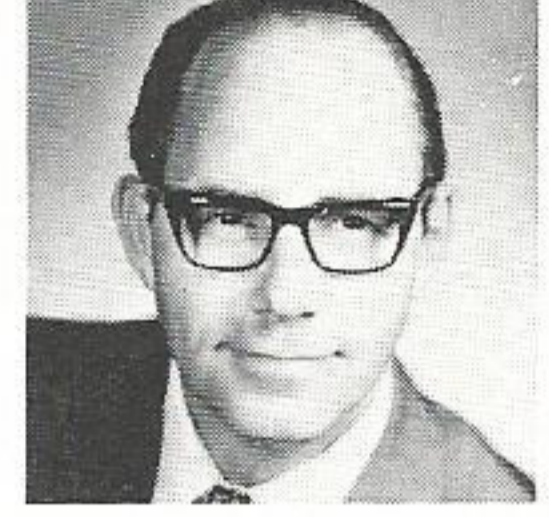
Summa L. Stelly



Robert W. Wynne



Ronald D. Cunningham



Olice A. Steward



Grady M. Smith



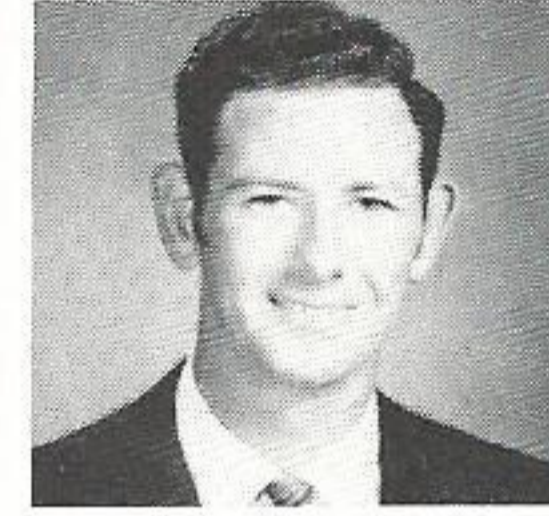
Eleanor J. Triplett



William M. Hurt



John F. Brumfield



Richard T. Green



Geoffrey D. Purdon

Six promotions were recently announced by the Company.

The promotions involved **Grady M. Smith** to tax accountant; **Michael C. Wilson** to financial analyst; **Raymond Holm** to supervisor-accounts payable; **Charles W. Bordeman** to supervisor-customer accounts, and **Jerry D. Cessna** and **William B. Landry** to systems analyst.

Smith, former supervisor of order processing, is a 21-year veteran of the company. He is a native of Daingerfield, Tex., and is a 1953 graduate of Lamar University with a B.S. degree in business. Smith is married to the former Nelda Baxley of Beaumont and they have one daughter, Glenda.

A two-year veteran of the Army, Smith is also active in civic affairs and serves as a member of the board of directors of the Texas affiliate of the American Heart Association, and is music director at the Pine Burr Baptist Church.

Wilson, formerly supervisor-system billing, has been with GSU since 1966. He is a native of Port Neches and a 1966 graduate of Lamar University with a B.B.A. degree in accounting.

Married to the former Lynda Durr of Winnie, the Wilsons have two sons, Mickey (6) and William (3). Wilson is an active member of the YMCA

and serves on the Capital Improvements committee of the "Y".

Bordeman, formerly an administrative accountant, has been with the company since 1966. He is a Beaumont native, and is a 1966 graduate of Lamar University with a B.B.A. degree in accounting. He and his wife, JoAnn, have two sons, Michael (11) and Gene (9).

Active in outside activities, Bordeman serves as Scoutmaster for Boy Scout Troop 214.

Holm joined GSU in January of 1962 as a utility pilot in the aviation department. He is a native of Dobbs Ferry on Hudson, N.Y., and received his education in New York, Texas and Tennessee. He attended the Memphis College of Accountants. He is a six-year veteran with time split between the Navy and the Air Force.

Holm is married to the former Virginia McQueen of Crosby, Miss., and they have two sons and a daughter, Randy (17), Geri Lee (16) and Jeff (13).

Cessna joined GSU in 1969 as an administrative accountant. The Liberty native is a 1969 graduate of Stephen F. Austin University with a B.B.A. degree in business.

Cessna is married to the former Bonnie Pitts of Marshall.

A Baton Rouge native, Landry was employed by the company in January of 1972 as an administrative accountant. He is a 1971 graduate of Louisiana State University with a B.S. degree in business administration.

Landry is married to the former Gwenda York of Memphis, Tenn.

Robert W. Wynne, assistant treasurer of the Company since 1964, has been appointed Budget Manager in addition to his other duties.

Wynne, a native of Beaumont, received his education in local schools and attended Lamar University. Prior to his employment in 1938 as customer accounts clerk, he was associated for six years with one of the nation's largest brokerage firms.

Wynne advanced through several accounting jobs in the Treasury Department and was promoted to general accountant in 1953. The following year he moved up to assistant chief clerk.

In 1956 Wynne was transferred to the statistical department as administrative assistant and in 1958 he was promoted to staff accountant. He was transferred to the corporate and finance department in 1960 and appointed assistant secretary.

Wynne has been an active civic worker with the Beaumont Chamber of Commerce and the YMBL.

James M. England, former repairman first class, has been promoted to mechanical maintenance foreman at Neches Station.

England, a native of Afton, Okla., has been with the company since 1967 when he was employed as a mechanic's helper.

England is a graduate of Hardin-Jefferson High School, and is a two year veteran of the Navy having served with the 6th Fleet in the Mediterranean. He is currently a member of the Navy Reserve.

Married to the former Fushia M. McCallium of Sour Lake, the couple has two children, Fushia Ann, 4, and Marion Denise, 2.

John F. Brumfield, former insurance and claims representative, has been transferred from the System Treasury Department to the Personnel Department and appointed security and claims representative.

Brumfield, a native of Lake Charles, joined the company in 1953 as a residential salesman. A pre-law graduate of McNeese State University, he completed his law degree from LaSalle Extension University of Chicago. He was transferred from Lake Charles to Beaumont in 1967 and promoted to insurance and claims representative.

Brumfield is married to the former Mary Alice Richmond of Leesville, La., and they have two children, Phillip and Cynthia Ann.

Ronald D. Cunningham, former supervisor-Accounts Payable, has been changed to supervisor-Order Processing in System Treasury.

Mr. Cunningham was employed by our Company in 1963 as an accountant junior in Plant Accounting. He was transferred to General Accounting in 1965, and advanced to accountant.

In 1967, he was transferred to the Internal Auditing Department and named internal auditor.

Mr. Cunningham is a native of Stillwater, Okla., was reared in Denham Springs, La., and received his high school diploma from Marshall (Tex.) High School. He holds a bachelor's degree in business administration from Louisiana Tech.

Richard T. Green, former supervisor-Customer Accounts, has been transferred to Accounting Operations as supervisor-System Billing.

Mr. Green, a 14-year veteran of the company, was graduated from Lamar University in 1964 with a bachelor's degree in business administration.

He is married to the former Anne Sue Willis of Beaumont. They have two children, Cindy and Ricky.

Odea V. McNeil, equipment operator at Sabine Station near Bridge City, has been promoted to Control Operations foreman, reports E. M. Loggins, Sabine Station superintendent.

Mr. McNeil, a 13-year veteran of the company, was employed in 1959 as an operator's helper at Neches Station in Beaumont. Mr. McNeil was transferred to Sabine Station and promoted to equipment operator in 1967.

A native of Berring, Tex., Mr. McNeil moved to Beaumont and graduated from South Park High School. He is a veteran of the Marine Corps, and has completed a Power Plant Engineering course through correspondence, as well as several internal company courses.

William M. Hurt, former budget accountant, has been promoted to director-operating budget, and **Geoffrey D. Purdon**, former coordinator-estimating and budgeting, was named director-construction budget.

Hurt, a native of Navasota, was employed by GSU in 1937. After progressing through various accounting jobs, he was promoted to supervisor of customer accounts in 1956. In 1957 he was made an administrative assistant to the assistant treasurer of accounting.

Hurt received his accounting training from a commercial accounting school in Houston, and furthered his studies while in the service. He has also completed management courses offered by Texas A&M and Louisiana State University.

A father of four, Hurt is active in civic and community affairs, and has served on the board of directors and acted as secretary for the Bayou Din Country Club.

Purdon has been with GSU since 1960. He is a native Beaumont and is a graduate of South Park High School and Lamar University where he received a bachelor's degree in mechanical engineering and a master's degree in business administration.

Purdon is a charter member of the Northwest Beaumont Lions Club, and has served as secretary-treasurer of that organization. He is married to the former Sandra Sue Grant of Beaumont, and they have two children, Steven and Donna Kay.

Eleancr J. Triplett, formerly a supervisor in payroll and benefits administration, has been named administrator payroll, and **Olice A. Steward**, insurance and claims representative, has been promoted to administrator-insurance.

Mrs. Triplett, a native of Jonesboro, La., has been with the company al-

most 25 years. She was employed in 1948 as a stenographer in the system treasury department. In 1957 she was promoted to confidential records clerk, and in 1962 was named assistant supervisor-confidential records and payroll accounting. Mrs. Triplett was promoted to supervisor in 1969.

Steward is a native of Corsicana and an 11 year veteran of the company.

He attended Navarro Junior College and is a 1962 graduate of Lamar University, with a degree in industrial management.

An active civic worker, Steward is a member and past president of the Hardin-Jefferson Optimist Club. He is also past vice president of the board of directors of the Hardin County Water Control and Improvement District and currently serves as the Tax Assessor-Collector and has served on the board of trustees of the Hardin-Jefferson Independent School District.

Kenneth L. Jumel and **Summa L. Stelly** have received promotions within the personnel department of the Company.

Jumel, former director of payroll and benefits administration, was elevated to director-employee benefits, while Stelly, former safety director, was named director of safety and claims.

A native of Baton Rouge, Jumel has been with the company since 1930 when employed as a pipefitter's helper. He transferred to the accounting department in 1932 and moved to Beaumont in 1948 as a classification clerk. He was promoted to a supervisory position in 1950, and became director of payroll and benefits administration in 1969.

Jumel has completed supervisory courses at LSU and public utility accounting courses at the University of Houston. He is a four-year veteran of the Army during World War II.

Stelly, a native of Crowley, La., has been with the company since 1948 when he was employed in the line department as a helper. He attended LSU and the University of Southwestern Louisiana, and served three and a half years with the Air Force.

Active in civic and professional affairs, Stelly is a member of the Edison Electric Institute Accident Prevention Committee, the Southwestern Electric Exchange, the Southeast Electric Safety Exchange, the American Society of Safety Engineers, and a member of the board of directors of the Texas Safety Association.

SERVICE AWARDS

30 YEAR AWARDS

20 YEAR AWARDS



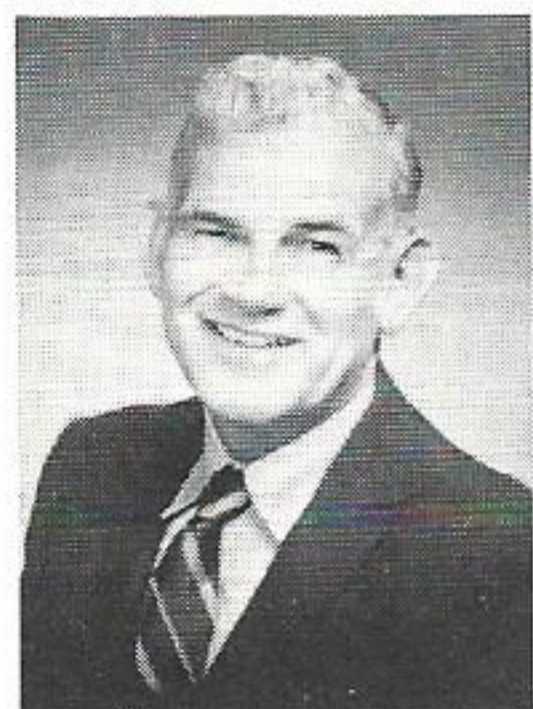
V. J. Braud
Sales
Port Allen



Helen Cunningham
Treasury
Sour Lake



S. J. Laurent
Production
Baton Rouge



Robert W. Cooksley
Distribution
Vidor



Carl E. Courtney
Production
Baton Rouge



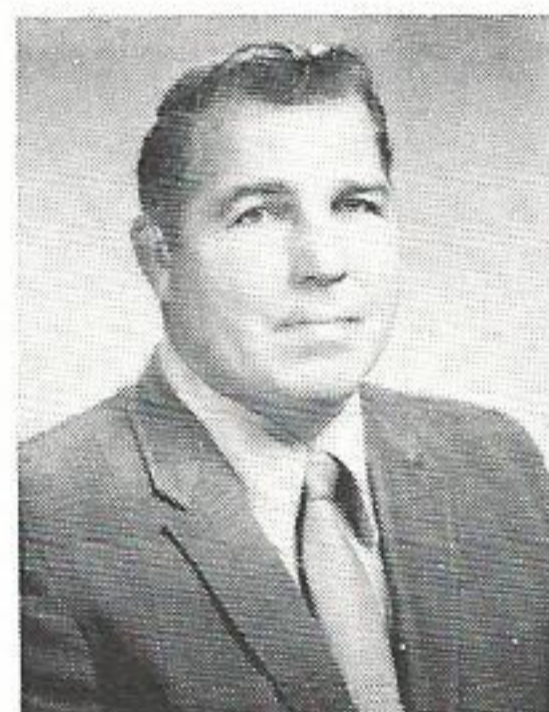
C. E. Dake
Production
Baton Rouge



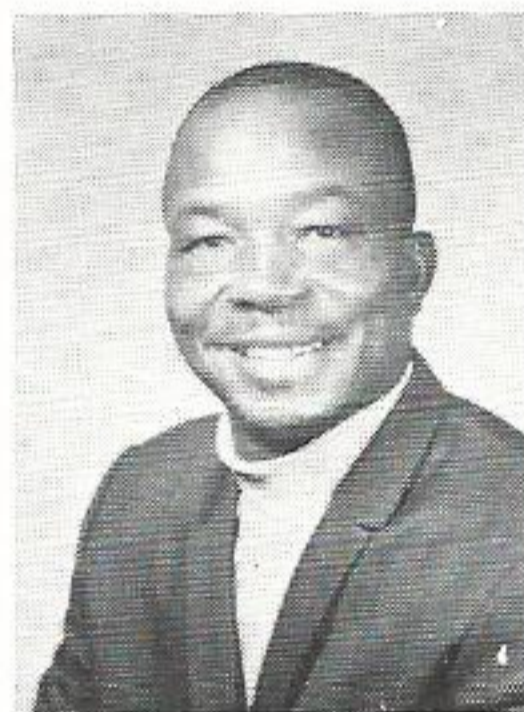
Charles V. Johnson
Production
Baton Rouge



Harold Johnson
I.D.S.
Beaumont



Jimmy C. Lusk
Distribution
Beaumont



Andrew McCurley, Jr.
Distribution
Beaumont



George Moore
Distribution
Baton Rouge



Douglas B. Noble
Production
Baton Rouge



Leonard Roy, Jr.
Distribution
Port Arthur



Jack C. Saxon
Sales
Port Arthur

10 YEAR AWARDS



Henry Toups
Distribution
Baton Rouge



Alvin Trahan
Distribution
Lake Charles



Marvin F. Vincent
Production
Baton Rouge



Norma M. Cole
Treasury
Beaumont



Jean Spitznagle
Treasury
Beaumont

Retirements

Carl H. Harris, Baton Rouge T&D Department section head, retired from the Company March 1 after 38 years service.

Mr. Harris was employed in Baton Rouge in 1934 as a substation operator. He was promoted to T&D engineering assistant in September, 1941 and became a T&D section head in October, 1956. All of his time with the Company was spent in Baton Rouge.

A native of Denham Springs, La., Mr. Harris graduated from Louisiana College, receiving a Bachelor of Science degree in chemistry.

Thomas W. Carr retired from the Company March 1 after 36 years of service. He was a senior engineering assistant in Baton Rouge.

Mr. Carr was employed in August, 1936 as a clerk in the Baton Rouge T&D Department. He was promoted to senior engineering assistant in the T&D Department in October, 1949.

A native of Litcher, Louisiana, Mr. Carr spent all of his time with the Company in Baton Rouge.

March 1 marked the retirement date for **Willie Trahan**, Beaumont T&D Department. He had been with the Company for 28 years.

Mr. Trahan was employed in August, 1945 as an apprentice in the Beaumont T&D (Line) Department. He became a truck driver in the same department in 1951.

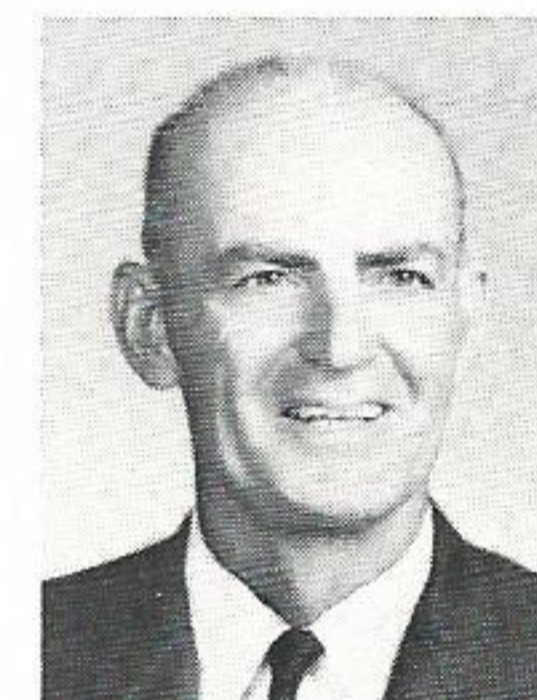
A Crowley, Louisiana native, Mr. Trahan attended school in Lines Point, La. before coming to the Company.



Carl H. Harris



Thomas W. Carr



Willie Trahan

Deaths

R. C. Lewis, who retired from the company in 1956 after 14-years of service, died in January in Beaumont.

Mr. Lewis was employed by the company in October, 1942, as a laborer at the Beaumont substation.

Prior to his employment, he worked for Swift and Company as a meat curer from 1934 to 1935, and was employed by the WPA for six years, from 1935 to 1941 as a carpenter's helper.

Marshall Walls, retired laborer from Louisiana Station in Baton Rouge, died Jan. 17 in Baton Rouge.

Mr. Walls, a 34-year veteran of the company, joined the company in 1930 as a truck driver. In 1941 he was transferred to the Production Department at Louisiana Station as a laborer.

A native of Maringouin, La., he worked for area lumber and railroad companies until he joined Stone & Webster Engineering Corp. in Baton Rouge in 1929.

He and his wife, Melvina, were members of the Second Baptist Church. He had spent his retirement working around his garden, fishing and just generally enjoying life.

Shirley B. Brumfield, serviceman first class in the Gas Department in Baton Rouge, died Jan. 15 in that city.

Mr. Brumfield, a native of Franklinton, La., had been with the company for almost 25-years. He was a graduate of Enon High School and served in the Army during, and shortly after, World War II.

Mr. Brumfield is survived by his wife, Myrtle, his son, Kenneth, and two stepsons, Bobby and Denny Lestor.

He was a member of the Weller Ave. Baptist Church, and was buried in the Rest Haven Garden of Memories in Baton Rouge.

W. R. Merryman, a native of Franklin, Tex., and a retired service assistant from Calvert, died Jan. 26.

Mr. Merryman retired in 1961 after 33-years of service with the company which began back in 1928 when he was employed as a laborer in Calvert.

During his career with the company he filled various positions. He was an ice truck driver, serviceman and a patrolman. He worked in both the electric and water departments, and when the water department was sold to the city of Calvert, he was made a service assistant.

Dallas J. White, Building and Grounds Department in Port Arthur, died Feb. 2 in Port Arthur.

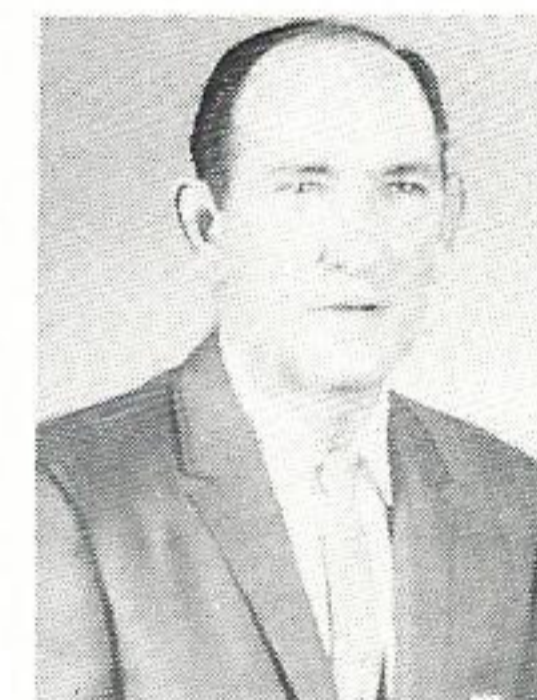
Mr. White, a 27-year veteran of the company, was a native of Lafayette and served in the Army during 1944.

Hired as a laborer in 1945, Mr. White was named a janitor in 1956. He spent his entire career in Port Arthur.

He is survived by his wife, Beulah White. Burial services were conducted in the New Hope Baptist Church.



Marshall Walls



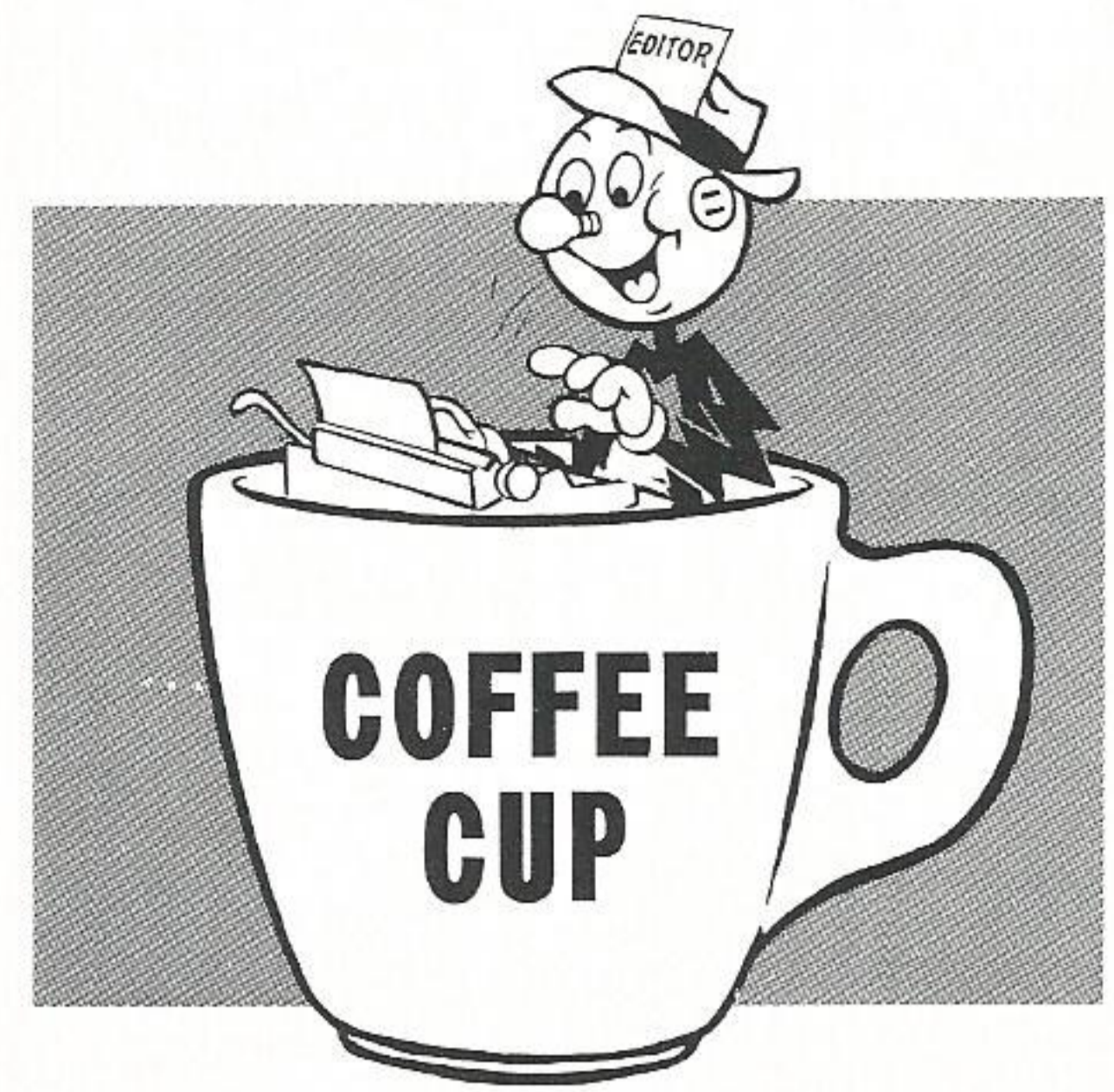
Shirley B. Brumfield



W. R. Merryman



Dallas J. White



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.

REPORTERS

Best wishes for a speedy recovery go out to Bobbie Legnon after being in the hospital for major surgery. Bobbie is the wife of Henry Legnon, a collector in Lafayette. (from Bobbie Denais)

Dionne Fuselier, age 4, is home from the hospital and convalescing beautifully following major surgery. She is the daughter of Lafayette Sales Supervisor Virgil Fuselier. (from Bobbie Denais)

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

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

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

CALVERT: Janis E. Wilganowski.

CLEVELAND: Pat Jones, Edd Mitchell.

CONROE: Frances Elliot, Bobbie Burke.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billy Fortenberry.

HUNTSVILLE: Karen Morley.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

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

LA. STATION: Leslie Jeansonne.

LEWIS CREEK: James Veatch.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Gene Russell, Hazel Higginbotham.

NELSON STATION: Martha Caldwell.

ORANGE: Davie Snider.

PORT ALLEN: Adele Vavasseur.

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

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxine Bell.

SULPHUR: Pearl Darbonne.

WILLOW GLEN: Dora Landaiche.

WOODVILLE: Alene Waggoner.

ZACHARY: Myra Kirby.

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



If the floor appears to be tilting in this picture, you may be right. Big Wayne Moore, 6-6, 270 pound offensive tackle of the Miami Dolphins, was in the main office recently for a visit. Actually it was his wife Verline who came to visit; Wayne just tagged along. Verline is a former employee of the company and brought along Big Wayne and Little Wayne (17-months old), knowing her friends would enjoy meeting them. Little Wayne was the center of attraction and Charlotte Anderson, Sandra Angelle, Darlene Roberson and Dru Plunkett couldn't resist getting in the picture. Wayne played a decisive part in Miami's glittering 17-0 record including a Super Bowl victory over the Washington Redskins. Wayne, the largest player on the Dolphin team, sports a Super Bowl ring from last year with one diamond in the center, but very soon will replace that with a two-diamond ring. "That's the ring we really wanted," smiled Wayne. (from Pat McMeel)



This smiling face belongs to 7-year-old Staci Marks, daughter of Linda Marks, clerk in Beaumont System Treasury. Our recent snow was a new experience for Staci, and she certainly seemed to be enjoying herself. (from Linda Marks)



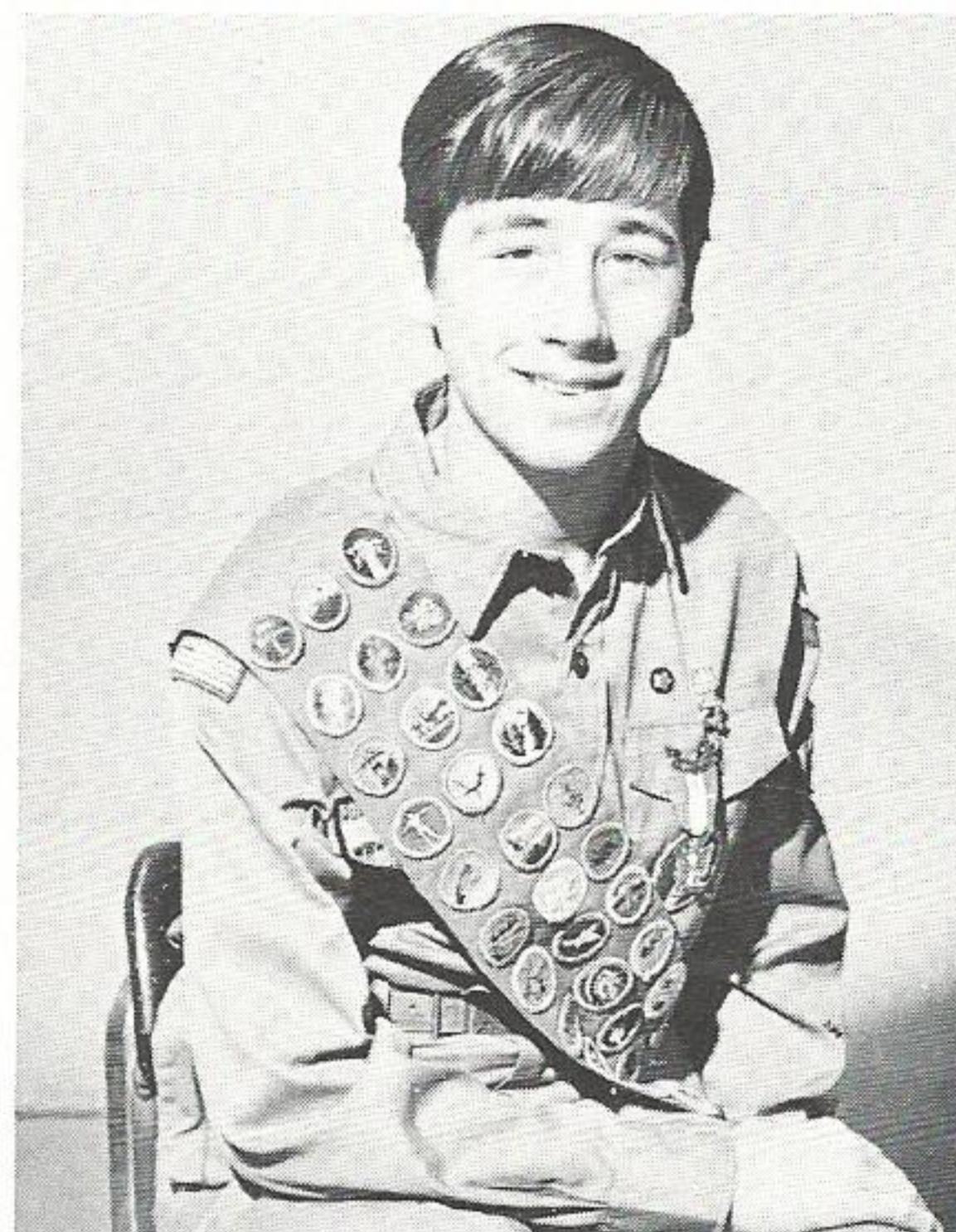
On December 14, Sandy Guidry, departmental clerk, received a "Farewell" Christmas gift certificate from the men in Lake Charles Relay, Communications and Substation Departments. Sandy was recently transferred from Relay and Communications Department to the Lake Charles Engineering Department. (from Johnnie Harris)



These are the presentations of the two General Electric AM-FM radios to the winning district and local office in the "Make Your Own Moonshine" security lite contest in the Western Division. The Conroe District obtained 90.75% of their quota with 324 security lites sold, and Somerville, in the Navasota District, reached 172% of their quota to win their radio. In the top photo (Somerville local office) are, from left to right, Mary Brock, Charles DeCuir (Conroe Sales Supervisor) and Robbie Sweet. In the bottom photo (Conroe Customer Accounting) are, from left to right, Charles DeCuir, Frances Elliott, Ann Yates, Barbara Williams, Wanda Phifer, Norman Ener, Berniece Brown and Paula Schilhab. (from Charles DeCuir)



This is the reason cigars were passed out by Ronald Lockwood, engineering helper in Baton Rouge. His new son is named Michael Glynn, and was born December 22, weighing 8 lbs. 1 oz. This is Ronnie's first child. (from Melanie Hima)



The young man pictured above, 13-year-old Michael Stewart, son of Mr. and Mrs. John O. Stewart, Baton Rouge, recently attained the rank of Eagle Scout. The new Eagle attends Glen Oaks Junior High School and is a member of Boy Scout Troop 13, sponsored by Blackwater Methodist Church. Michael's father, John, is in the Baton Rouge Division's Relay Department. (from Frank Jones)



Avonne Dumas, Beaumont Plant Accounting Department, and brother Dan Dumas, Sabine Station, recently attended a family reunion. The reunion was held at Lake LBJ's Valentine Lodge, with 13 members attending from as far away as Lubbock, Texas. A fish fry completed the reunion dinner. (from Linda Marks)



These are the two lovely daughters of Emick Guidry, Lafayette Substation operator. Katherine (left) is a 20 year-old junior at U.S.L., majoring in Psychology. She was chosen 1972-73 Azalea Queen, named second runner-up in the Miss Lafayette World Contest and is a member of Delta Delta Delta sorority at U.S.L. Her sister Becky is a 15 year-old sophomore at Carencro High School, and was chosen 1972-73 Junior Queen of Youngsville Festival of Beauties. She is a member of the Homecoming Court, Pep Squad, and is Junior Varsity cheerleader and FHA historian. (from Bobbie Denais)

Plain Talks extends its sympathy to Marvin Schaefer on the death of his father, Gus Schaefer, of Port Arthur. Marvin is a serviceman in the Conroe T&D Department. (from Frances Elliott)

Sympathy is extended to Earl Coleman on the death of his mother, Mrs. Hattie Coleman of Huntsville. Mr. Coleman is a labor foreman in Conroe. (from Frances Elliott)



This lonesome bird was found and befriended at Neches Station during the recent snow. It quickly acquired the name of "Neches tweet-tweet." (from Gene Russell)

A speedy recovery to Elaine Ernst, who recently returned home from the hospital following major surgery. Mrs. Ernst is the wife of L. H. Ernst, Lafayette general line foreman. (from Bobbie Denais)



Skippy Green looks on as Patsy LaFleur (clerk-Customer Accounting) opens one of her presents. Patsy was surprised with a wedding shower by the girls in Customer Accounting shortly before her marriage on November 4. (from the Editor)



Carolyn Long, former Departmental Clerk in Lake Charles Engineering, is pictured at the "Farewell Party" given for her before her departure from the company. Carolyn's husband is a recent graduate of McNeese State University and received orders to serve "Uncle Sam." In addition to receiving orders, they also did some ordering of their own - a new addition to their family is on the way - due in March. (from Johnnie Harris)



Several weeks before Christmas, Orange employees brought staple and can goods in order to put together Christmas Cheer Boxes for needy families. Turkeys and perishable items were also purchased. Six boxes were completed and carried to the needy families in the Orange area by Orange employees. Plans call for doing this again next Christmas. All employees wanting to participate are donating each payday during the year, and just before Christmas the necessary items will be purchased to make up the boxes. This endeavor is being participated in wholeheartedly by all employees. Chairman this past year was J. O. McCune of the sales department. On his committee were Gene Koci, Nancy Thibodaux, R. H. Steele, Jean Sandifer and Stanley LeBouef. (from the Editor)



A bite of hamburger helps Ron Rollins to concentrate on his game. Ron, an engineer in Conroe, is a member of the San Jacinto Chess Club in the Conroe area. (from Frances Elliott)

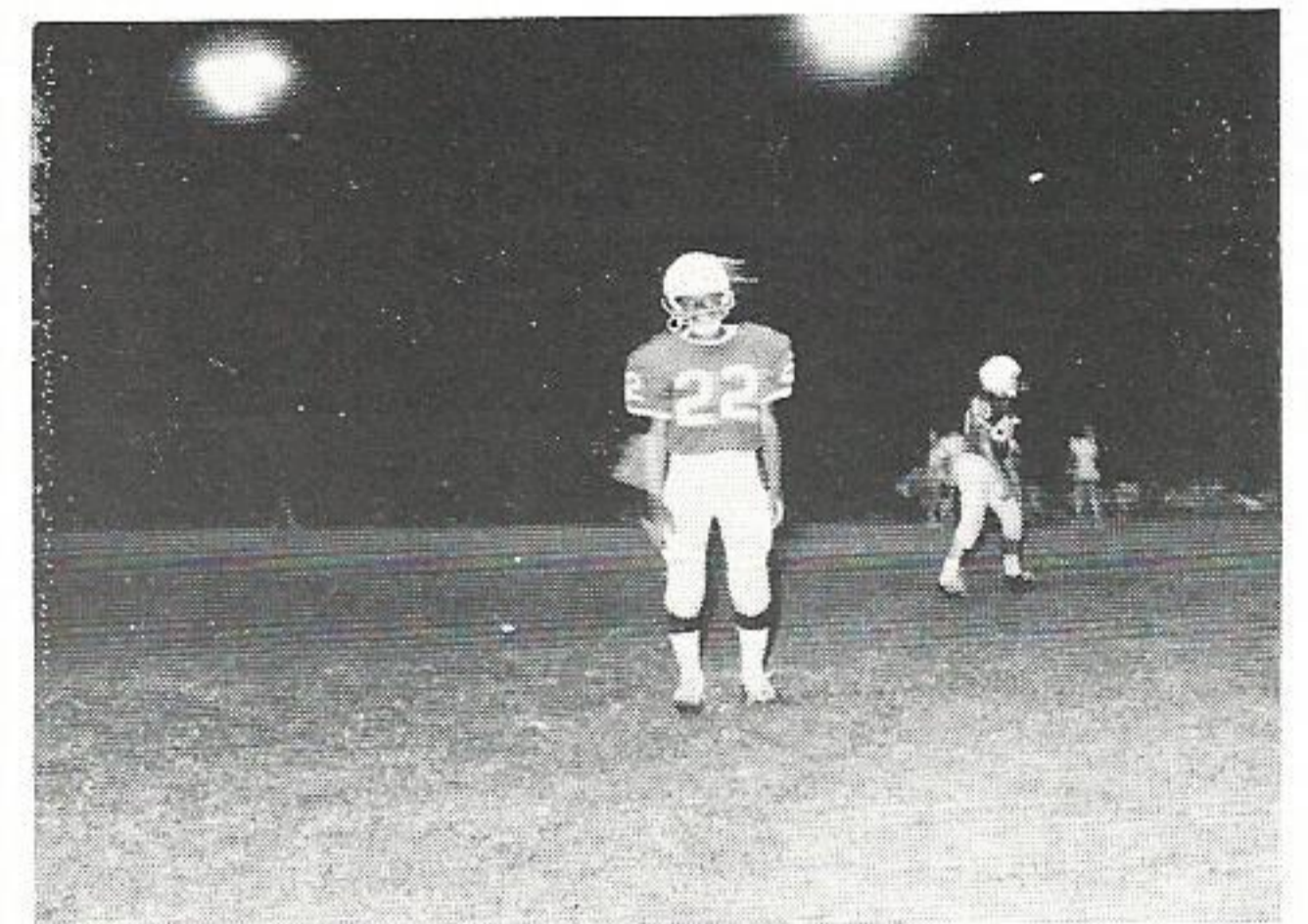


Ronnie Turpin, meter reader in Orange, recently made an amateur guest appearance at the Melody Ranch in Beaumont. Ronnie enjoys country and western music, as well as "pickin'" his guitar and singing. He also rodeos, making the rounds to many of the local events. (from the Editor)



This is Virginia Moza, an office clerk at Neches Station. She celebrated her birthday January 25, and received a birthday cake during coffee break. The picture seems to indicate that you can have the cake and eat it, too! (from Gene Russell)

With a white flocked tree as the centerpiece, Doris Nash (Trinity office clerk) won the Christmas decoration award for the city of Trinity. This is the second year in a row that Doris has taken top honors in the contest. Congratulations, and good luck next year! (from Karen Morley)

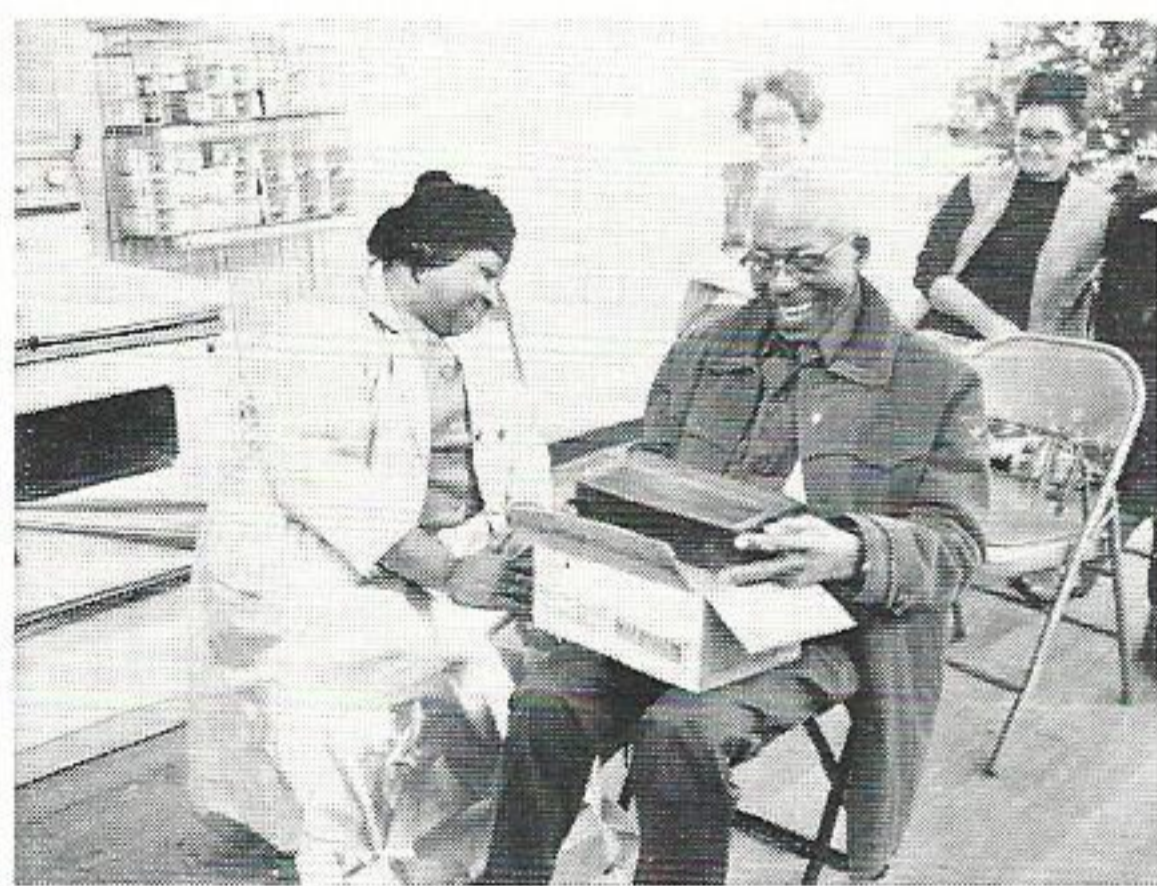


Lewis Creek Station is well represented at Travis Junior High School in Conroe, Texas. On the left is Gail Taylor, feature majorette, daughter of Horace Taylor - control operations foreman. In the center photo are Wade Fruge (left), trumpet section of band, son of Sheldon Fruge - maintenance foreman, and Harold Cobb, bass section of band, son of Lonnie Cobb - maintenance supervisor. The photo on the right features Quinton Jackson, halfback for the football team, son of Clinton Jackson - special laborer. Not pictured is Steve Hammack, a member of the band, son of Herman L. Hammack - station superintendent. (from James Veatch)



Patsy Cook (left)-Lake Charles home service supervisor, and Sue Williams - Port Arthur home service advisor recently attended the General Electric Lighting Institute at Nela Park in Cleveland, Ohio. Although they encountered rain, sleet and snow, they agreed that it was the most inspirational and educational conference anyone could ever attend on lighting. (from Sue Williams)

Strike a blow for women's lib! Welcome to new Residential Sales Representative Rebecca Jackson of Lake Charles. (from Johnnie Harris)



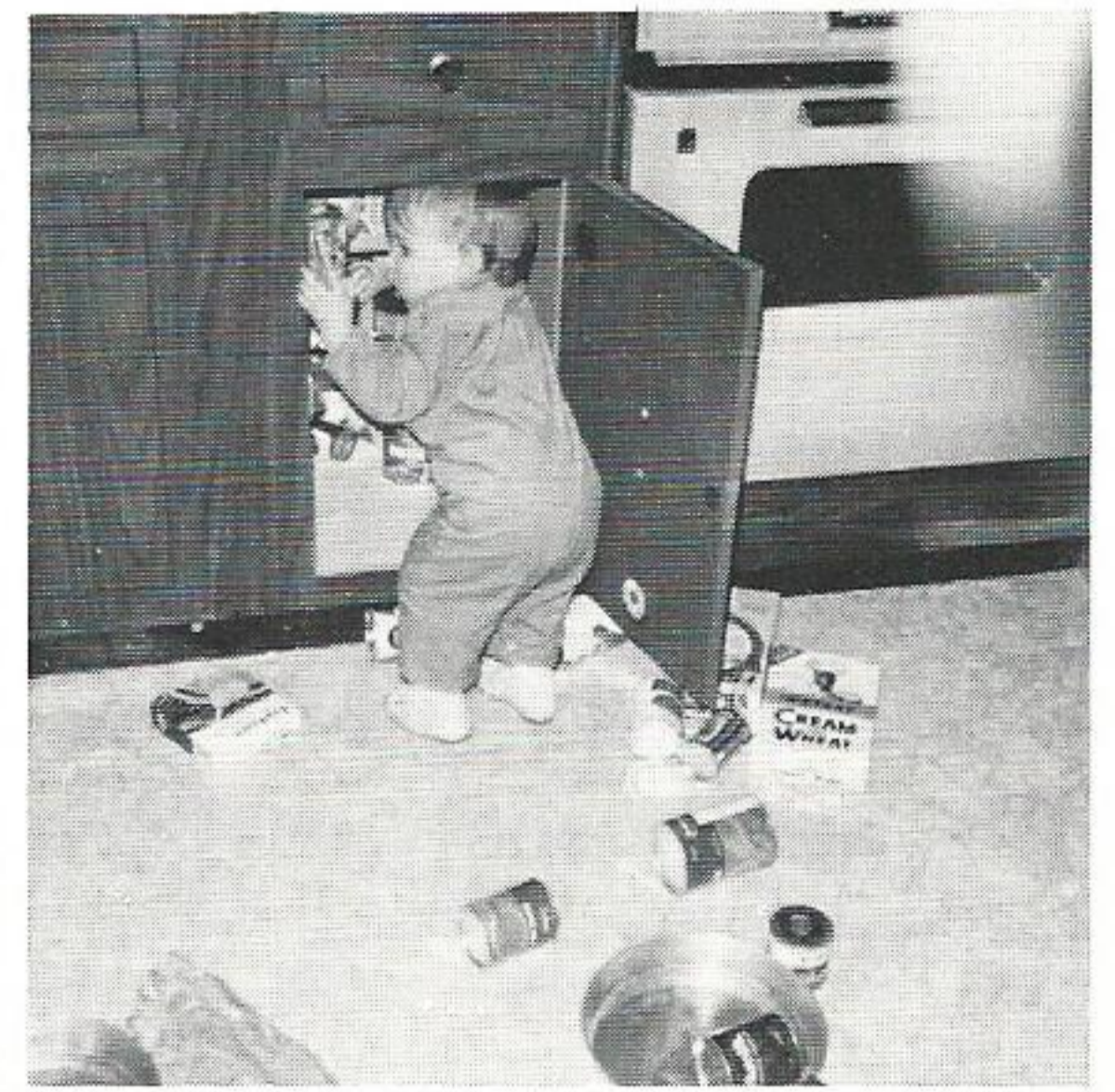
Nelson B. Key, laborer in the Calvert T&D Department, was recently honored at a retirement party, leaving the company after 33 years of service. The party was held in the Calvert office, with Mrs. Key also attending the gathering. (from Janis Wilganowski)

Gene Mullin of Sulphur, president-elect of West Calcasieu Association of Commerce, has been elected one of two representatives from the 7th Congressional District to the Louisiana Good Roads Association (LGRA). Mullin was elected to the new organization's executive committee during a congressional district meeting held in Jennings. The district meeting was made up of electors selected by Chambers of Commerce in the District. Mullin represented West Calcasieu A. of C. The association's primary purpose will be educational; to make the public and government aware of the highway needs of the state-where roads are most needed and what type roads will provide the best service. (from Johnnie Harris)

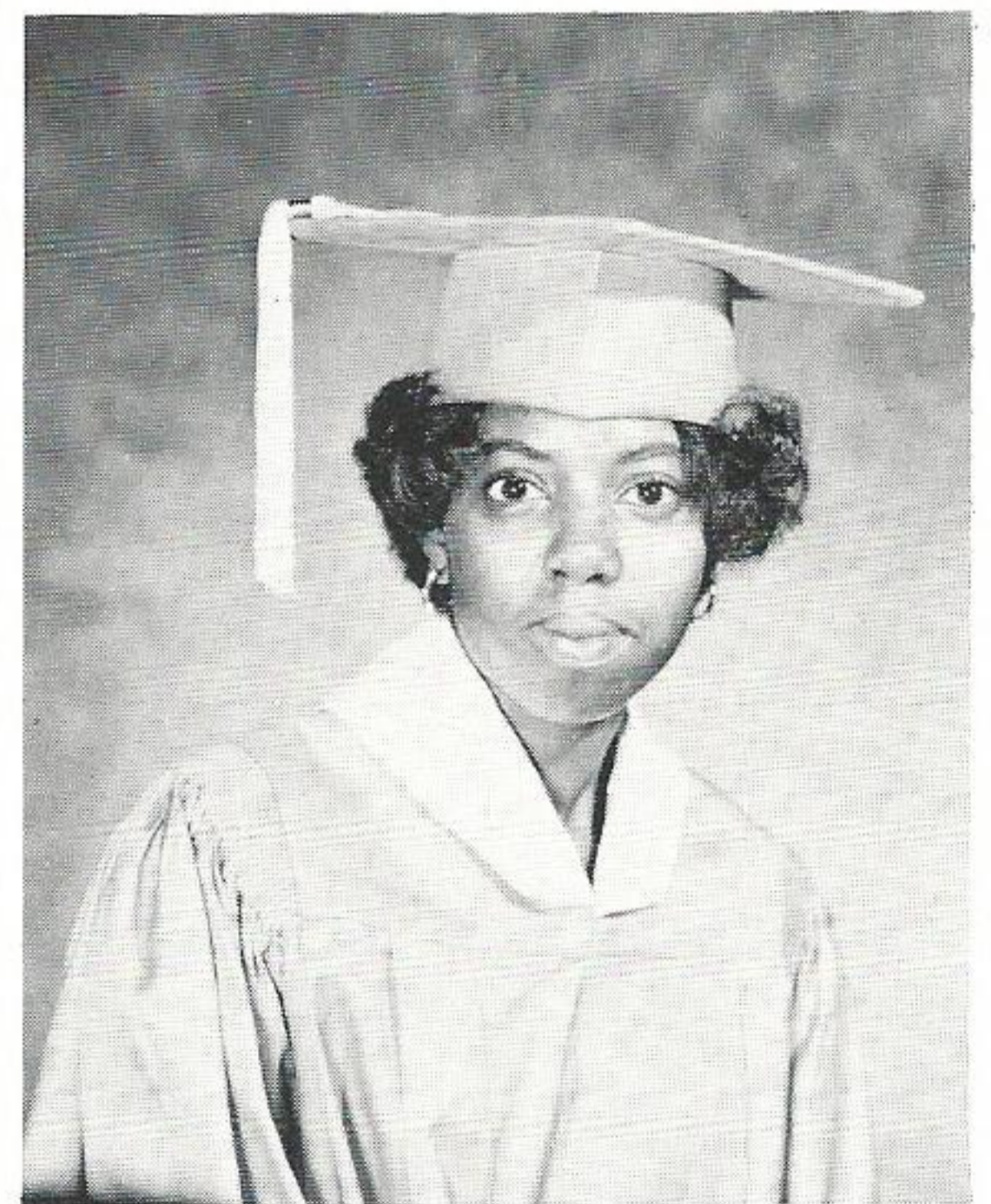


This fine string of flounders and red fish was caught by Buck Elkins (Port Arthur Commercial Sales Representative) and Lee Hagner of Beaumont. The fish were taken at the Bolivar jetties. (from Sue Williams)

Congratulations to Horace "To To" LaCombe, senior residential sales representative, on his recent appointment by the Lafayette City Council to the Lafayette Parish Juvenile Detention Home Board of Commissioners. He has been a dedicated youth leader in the Lafayette area for many years, and his fellow employees wish him much luck in this new endeavor. (from Bobbie Denais)



This little busy-body is Michelle Stokes, granddaughter of Mr. and Mrs. W. P. Gautreaux. Mr. Gautreaux is a gas service supervisor in Baton Rouge. Michelle is the daughter of Paul and Cheryl Stokes, and she celebrated her first birthday November 8. She and her parents spent a week with the Gautreauxs during the Christmas holidays. (from Beverly Hull)



This is Beverly Ann Carney, daughter of Wilbert Carney Jr. (Production-La. Station). She is a mid-term graduate of Scotlandville Senior High School, and plans to attend South Eastern University in Hammond, Louisiana. Beverly plans to major in the field of Special Education. (from the Editor)



Mr. Feltus B. Stirling, right of way agent in Baton Rouge, recently retired from the company after 42 years of service. A retirement party was held for him in the Baton Rouge Choctaw Coffee Shop. Mr. Stirling was presented with a farewell gift from all of his friends in the company, and Mrs. Stirling received a corsage. (from Susan Wilks)



Hope M. Barnett, clerk in the Lake Charles Customer Accounting Department, has taken an early retirement after 26 years of service to the company. A retirement party was held in her honor by her fellow employees. Mrs. Barnett has been "Gulf States" to scores of Lake Charles area customers for many years. She worked in all facets of accounting, and will be missed a great deal. From left to right are Jeanne Johnson-clerk, Dorlene Abrahams-clerk, Hope Barnett, Mildred Nunez-clerk, Carolyn Newlin (Mrs. Barnett's daughter), Joyce Guillory-executive stenographer, Terrell (Butch) Franklin-division accounting supervisor, and Julye Newlin (Mrs. Barnett's granddaughter). (from Janet Followay)



Beth Davis, clerk in Beaumont Customer Accounting, was honored with a wedding shower by fellow employees. It appears that she needed help in carrying home all the gifts that she received. (from the Editor)



Kevin Donaldson, nine year old grandson of L. F. (Jack) Donaldson, electric service department supervisor, Baton Rouge, is shown with his seven pointer killed in the Atachafalaya Basin. Kevin killed his first deer, a spike, last year at eight years old. Since he felt the spike was not mountable material, he decided to keep going until he got his "big one". The girls with Kevin are his proud sisters, Rebecca, age ten years and Susan, age six years. (from John Gautreaux)



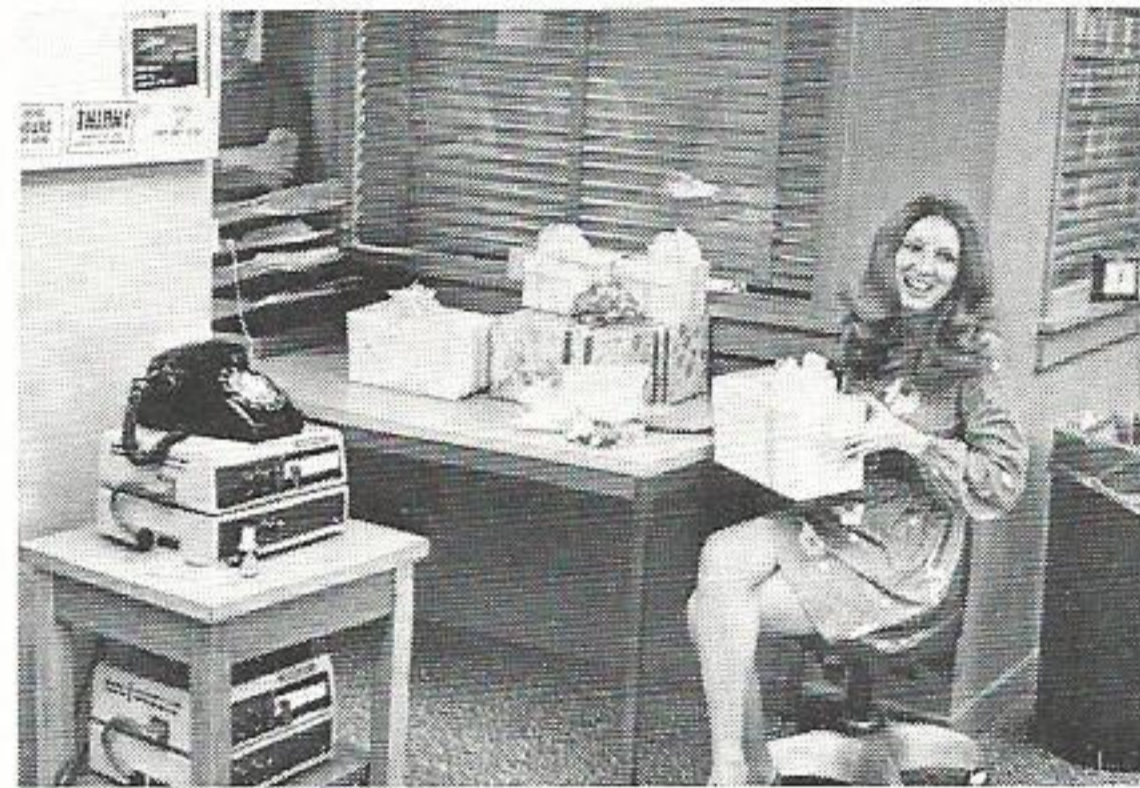
Bert Rogers, supervisor-Beaumont Records Management, was presented a birthday cake by his staff, signifying the fact that he had grown another year older. The cake was decorated with trees and a man fishing, indicating one of Bert's favorite sports. (from the Editor)



Marianne Nelson, Port Arthur Home Service Advisor, encouraged all Mid-County residents to feather their nests with electric heat during the recent conversion campaign. A display of electric heating and air conditioning equipment was placed on the sales floor of the Mid-County office. The Lennox equipment was supplied by Craig Air Conditioning and Heating Company of Nederland, Texas. A picture of Marianne and the display are to appear in a Lennox trade magazine. (from Sue Williams)



The New Year's Eve party in Cleveland turned out to be fun for everyone, as the pictures indicate. On the left, Sandra Stubblefield and Jerry Landua take aim at each other with their party favors, while Dianne Winkleman and George Martin (right) take time to pose for the camera. (from Edd Mitchell)



A going-away party was given by the Records Management employees for Janis Carlin, departmental clerk-Beaumont Records Management. Janis left the company after nearly seven years of service to become a housewife. Among her many gifts, Janis received a waffle iron and glassware. (from the Editor)

E. E. "Cotton" Kaltwasser, Huntsville District serviceman, recently proved his culinary skills at an employee gathering. His accomplishment was the preparation of two pots of chili, and it was especially delicious, considering the fact that the temperature was in the 20's. Fifteen employees attended the event, and it was found that District Superintendent Frank Robinson likes his chili with lots of Tobacco sauce -- two tablespoons to be exact! (from Karen Morley)



The sixth floor of the Beaumont office was the scene of a wedding shower held for the former Debbie Bouse (holding gift) departmental clerk in the Duplicating Department. The shower was given by the Duplicating Department, with refreshments served after the presents were opened. Debbie received, among her many gifts, an electric skillet, mixer, cutlery set and cake server. She was married on January 18, and is now officially Mrs. Debbie Little. Congratulations! (from the Editor)



Cornelius "Obie" O'Brien (left), who retired February 1 from the company after 45 years of service, was honored at a Neches Station retirement party January 26. A mechanical maintenance foreman at the time of his retirement, Obie received a wig and "Aggie bowling ball" as farewell gifts. Gene Russell, Neches Station senior engineering assistant, emceed the affair. (from Gene Russell)



Orange District employees recently enjoyed a dinner at the Wayside Inn, with the guest of honor being Ollie Schultz (Orange line foreman), who retired from the company February 1. Ollie (holding present) received a teacher's Bible and cashier's check payable to his church, to be used in their library fund. A large turnout attended the dinner, and many employees had stories to tell about their years of association with Ollie. (from the Editor)



Pictured are Harold David (left) and John Cole of Lewis Creek Station with their trophy-size mule deer, taken on a very successful hunt around the Big Bend area in West Texas. Also on the hunt was Earnest Cannon, who also claimed one of the fine bucks. All three men work in the Production Department at Lewis Creek. (from James Veatch)



Renee' Bell, center background, was treated by her friends and co-workers in the main office in Beaumont to a pre-wedding buffet. Renee' became the bride of Harry Lewis in mid-January. Harry works with the Beaumont Police Department. A number of gifts were given to Renee', including a bottle of "spirits" and a humorous little gift from Pat Norrid which shall go undescribed. (from Pat McMeel)

During the last months of 1972, the Western Division held a street lighting campaign between districts, with the winning office receiving a very nice AM-FM radio/cassette player. The final tally showed Conroe the winner over Huntsville by one lite. However, a close check of the records showed Huntsville the winner over Conroe by four lites. Much confusion resulted, and as it now stands, there is still no definite winner. A Senate investigation could probably determine a winner, but regardless of the final results, the point is that the competition was friendly, and both offices turned in fine sales efforts. Congratulations to the eventual winner, whoever you are! (from Karen Morley)



Everyone enjoyed the recent snowfall in the Baton Rouge Division, as is evidenced by the high spirits of the girls on their bare knees on a frozen sidewalk in front of the Baton Rouge N. Boulevard office. Note the mini-snowman they built! That should give you some indication as to how much snow the Baton Rouge area received! The girls, left to right, are: Carol Hancock, Jennie Simpson, Paulette Phelps, Linda Lefaux and Debbie McAdams. (from Frank Jones)

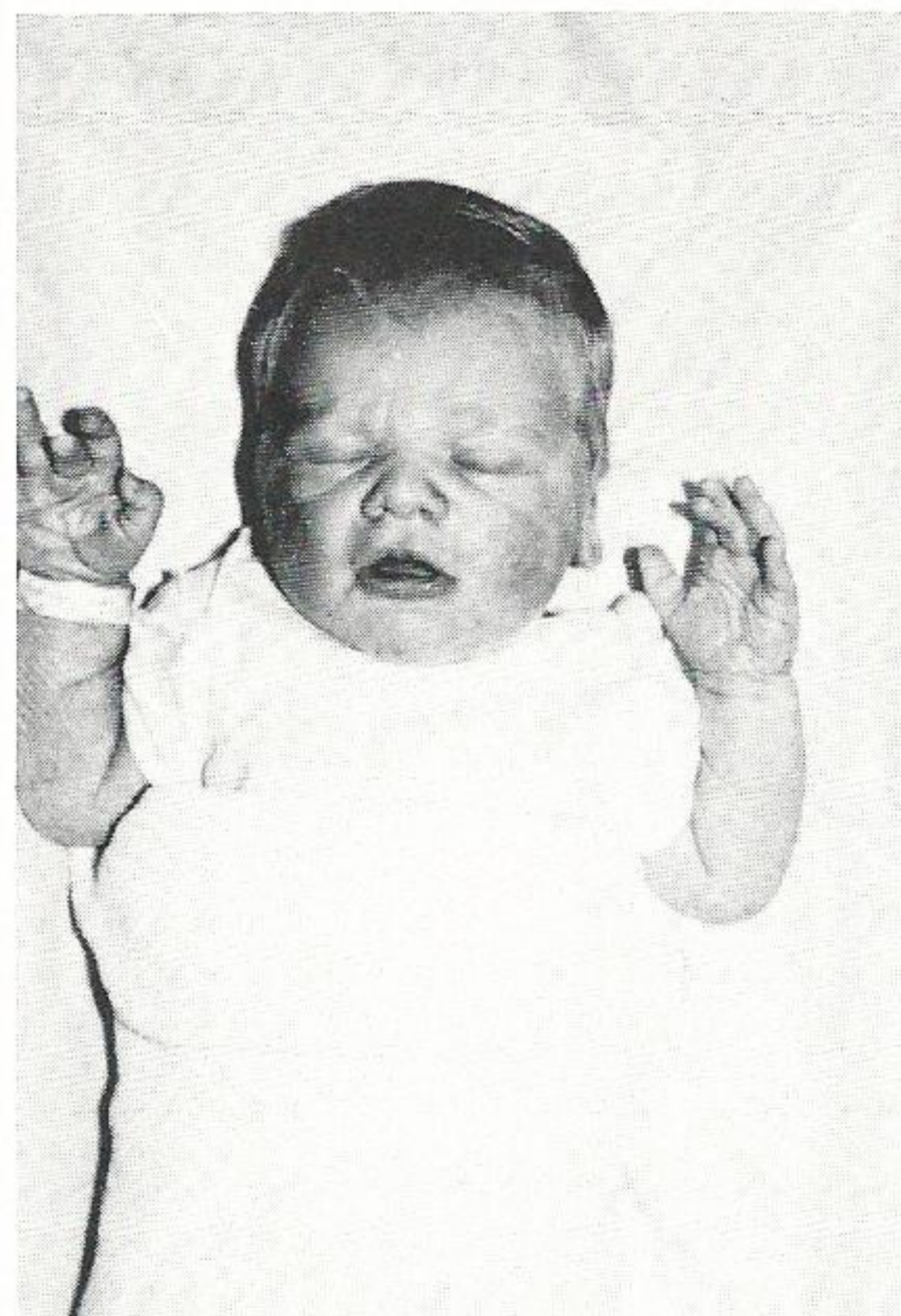


Mr. and Mrs. L. F. Donaldson celebrated their 40th wedding anniversary on December 14, 1972. The celebration consisted of their being married again at Our Lady of Mercy Church in Baton Rouge. Mr. Donaldson is employed in the Baton Rouge T&D Department. (from John Gautreaux)

Alex Clark, a sixth grader at Central School in Lake Charles, has been a busy member of the Central football team. Alex has paced his team as the leading scorer as he scored three touchdowns on runs of 18, 25, and 30 yards in one game. In a game where Central upset Moss Bluff, he scored two touchdowns and kicked an extra point. The TD's came on a run of 43 yards and a pass of 30 yards as Central won 13-6. In semi-final play against Oak Park, Alex scored two touchdowns again to help his team defeat Oak Park by a score of 12-6. The go ahead touchdown came in the last minute of play when Alex broke loose and raced 30 yards for the TD. Alex's proud father is Richard Clark of the Storeroom, Lake Charles. (from Johnnie Harris)



Mayor Ernest Gallet (holding pen) of Youngville is shown signing a new sixty-year franchise granted to the company. Witnessing the signing are town officials and Area Development Representative Earl Broussard (standing center). Seated to the left of the mayor is Councilman Lucas Denais, husband of Bobbie Denais, Lafayette sales departmental clerk. (from Bobbie Denais)



"Boy, that flash bulb sure is bright" seems to be the sentiments of this young man. His name is Van Alan Bushnell, Jr., and he is the son of Van A. Bushnell Sr., equipment operator at Nelson Station. Van Jr. was born December 9, 1972 and weighed 8 lb. 6½ oz. at birth. (from Martha Caldwell)

Wayne Fails, Lake Charles communications foreman, and Bill Haack, Beaumont communications foreman, recently enjoyed a deer hunting expedition at Kerrville, Texas. Wayne killed two bucks and one doe, and Bill killed one buck and one doe. (from Johnnie Harris)



This young lady is the first child for the Smithie Buie III family, and her name is Lori Michele. She was born on January 17, and weighed 7 lbs. 12 oz. Smithie is a storeroom assistant in the Baton Rouge Choctaw Storeroom. (from Robert Graves)



This young football player is Larry Reed, son of Johnnie L. Reed (Production - Sabine Station). Larry is in the eighth grade, and plays for the West Orange "Braves." (from Kathleen Fuller)



A going away party was held December 29 for Skippy Green. Actually, Skippy wasn't leaving; just transferring to his new job as supervisor-Beaumont System Billing. He was presented with a cake and well wishes for his new position. Helping him celebrate were (l. to r.) Marsha Kozad, Patsy LaFleur, Brenda Shuff, Gina Collins, Skippy Green, Wanda West, Darlene Patterson, Pluma Lindsey and Barbara Burris. (from the Editor)



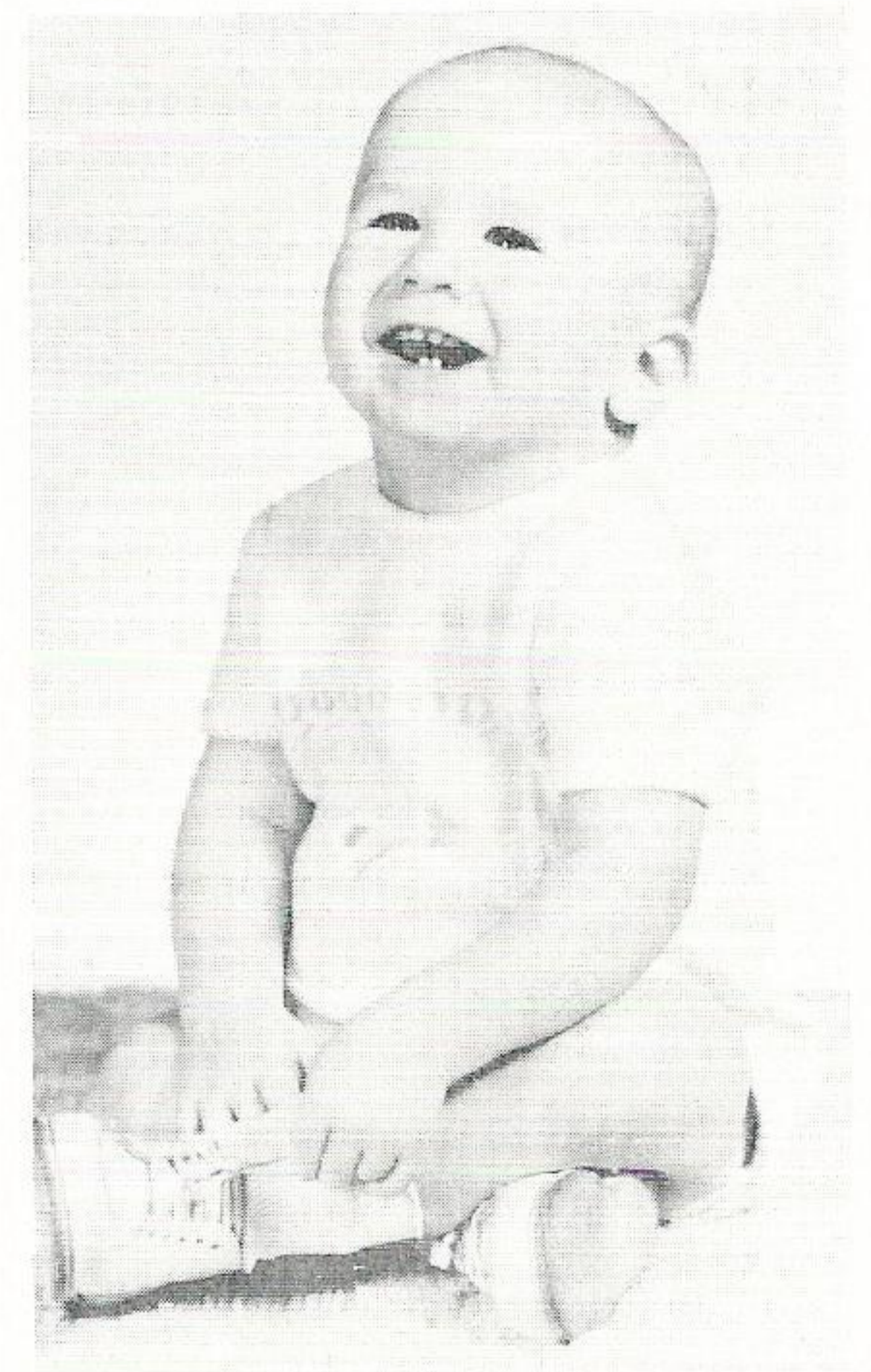
This is Marci Callahan, 13 year-old daughter of W. B. Callahan-Beaumont System Engineering Department. Marci is a cheerleader for Deweyville Junior High School, as well as twirler for Deweyville High School. (from the Editor)



A farewell cake and an umbrella were presented to Jamie Davis (second from right) from her friends at the Beaumont Service Center on her last day, December 29, 1972. Jamie has been with the company for 15½ years as a maid in the Building and Grounds Department. Although Jamie had been at the Service Center in the coffee shop for only 1½ years, everyone became friends with her. Her happy smile and friendly words will certainly be missed by all. Jamie is now working in the Beaumont main office. Some of those that helped present the cake to Jamie are (L to R) Carolyn Motl, Susan Tucker, (Jamie) and Nancy Mathews. (from Carolyn Motl)



It's a proven fact that snow brings out the "Youth" in people. This jolly Lake Charles Storeroom crew just couldn't resist "having all that snow and no snowman." They spent their entire lunch hour January 11, working on the nearly six foot tall snowman. They named him JEP, in honor of their boss, Mr. Prejean. They even gave him a broom, symbolic of how hard all the Storeroom crew works. Pictured are left to right standing - Judge Williamson, Richard Clark, Theodore Matte, Clifton Etienne; front left to right - Carl Daniels, Jean Hebert, and Bessie Esthay. (from Johnnie Harris)



"All I wanted for Christmas was a few more teeth!" This was the wish of Donald Ray Dugas, one-year-old son of Mr. and Mrs. Dennis Dugas. Dennis is employed in the Port Arthur Engineering Department. (from Loraine Dunham)

It was a long, hard struggle, but Pam White, wife of Huntsville Meter Reader Thomas White, recently received her Bachelor of Arts in Teaching degree from Sam Houston State University. Graduation services were held December 21, 1972. Congratulations! (from Karen Morley)



The Wenzell's did alright this year while deer hunting in West Texas. Larry (Production-Neches Station) and wife Flo (formerly in System Operations) hunted on the Pope ranch near Rock Springs, and their son Jack killed his first deer, a four-pointer, on the Jim Menzie's ranch at Menard. The Wenzell's also bagged two turkeys. (from the Editor)

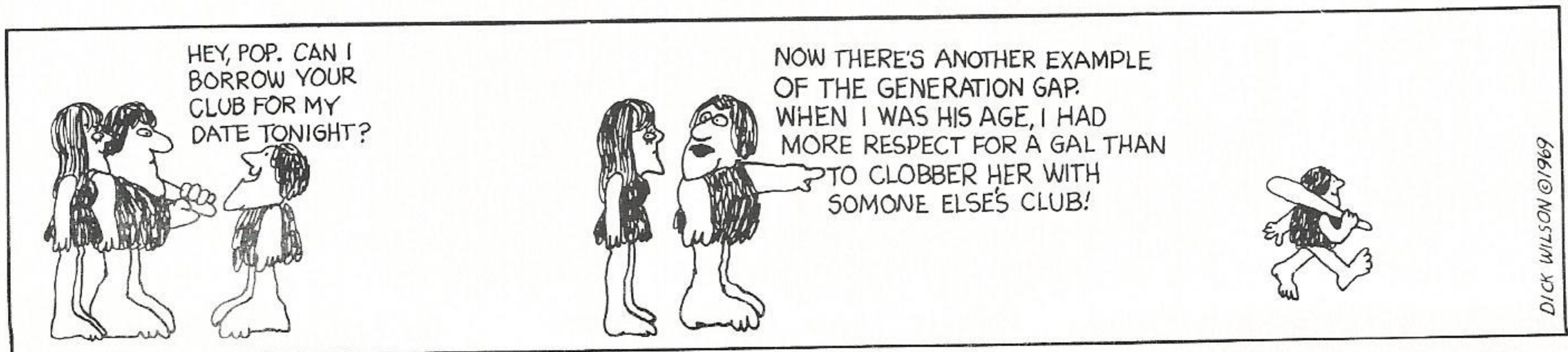
Another fine football player's dad works in the Lake Charles Storeroom. Donald Etienne, son of Cliff Etienne, is a 10th grader at W. O. Boston High. He is a defensive member of the 1972 State Champions 4AA football team. Congratulations to W. O. Boston and Donald on an excellent season. (from Johnnie Harris)

Donna Raye McGowen, granddaughter of Raymond W. McGowen, former commercial sales representative in the Lake Charles Sales Department, was married December 30, 1972, to CA James Robert Harrell, USN, of San Diego, California. (from Johnnie Harris)

Steve Kimball, administrative accountant in Beaumont Plant Accounting, announces a new addition to his household. Michael Casey Kimball arrived November 18, 1972 and weighed in at 6 pounds 15 ounces. This is the first child for Steve and his wife, Janice. (from Linda Marks)



Joe Bondurant, Lake Charles Division Manager, is shown congratulating meter reader Elcie Guillory for the greatest number of conversion heating prospects by a non-sales employee during a two-week period. For his efforts, Elcie won dinner for him and his wife. GSU employees throughout the division participated and thanks to their efforts, the division goals were exceeded. (from Johnnie Harris)



Sue's Specialties



Beaumont Home Service Advisor Sue Kendall is featured on this month's recipe page. Sue, a St. Francisville, La. native, now resides in Vidor with her husband, Floyd, and son, James. She is a graduate of Northwestern State College and holds a Bachelor of Science degree. Sue's memberships include Sabine Area Home Economics, Alpha Sigma Alpha Sorority and the Live Wires Club. Her recipes are sure to please the palate of the most discriminating connoisseur of fine cuisine.

STUFFED BAKED POTATOES

4 Medium Potatoes
Shortening
1 Cup Sour Cream
1/2 Tsp. Salt
1/2 Tsp. Pepper
1 Tsp. Beau Monde Seasoning
1/2 Cup Milk; scalded
1/4 Cup Margarine, melted
2 - 7 oz. Cans sliced mushrooms, drained
1/4 Cup Chopped Green Onions
1/4 Cup Buttered Bread Crumbs
Scrub potatoes and dry. Grease lightly with shortening and bake at 350 degrees about 1 1/2 hours.
Remove from oven, cut potatoes in half lengthwise and scoop out potato pulp. Blend pulp until smooth; then add sour cream, salt, pepper, and Beau Monde. Beat until fluffy. Add scalded milk gradually to potato mixture.
Add drained mushrooms and onions to melted margarine and saute then fold into potato mixture. Fill potato shells. Sprinkle with buttered crumbs. Place on baking sheet and bake at 400 degrees about 12 minutes.
*The potatoes can be prepared the day before serving, then placed in the oven for the final 12 minutes.

WILTED SPINACH SALAD

1 - 10 oz. pkg. fresh spinach
2 green onions, chopped
4 bacon slices, crumbled
1/4 cup vinegar
3 Tbsps. sugar
3 Tbsps. bacon drippings
Wash spinach and drain. Break spinach in coarse pieces. Add chopped green onions to spinach. Fry bacon until crisp, drain and save drippings. Combine vinegar, sugar, and bacon dripping; heat to boiling. Pour hot mixture over spinach and onions. Then sprinkle crumbled bacon over top. Serve at once.

STEAK SUPREME

2 - Choice 2 1/4" Sirloin Steaks
1/3 Cup Soy Sauce
3 Tbsps. Honey
3 Tbsps. Grenadine
1 Tbsp. Salt
1/2 Cup Bourbon
2 Tbsps. Sugar
1/2 Tsp. Coarse Ground Pepper
1 Lemon
1 Garlic Clove
Combine Soy Sauce, Honey, Grenadine, Salt, Bourbon, Sugar, and Pepper. Rub Steak with garlic and marinate in mixture for three hours. Grill on electric grill at high heat, brushing with sauce as steak cooks. Squeeze lemon juice over steak while grilling and almost done.

QUICK COOL LEMON PIE

Easy and Delicious

1 large can evaporated milk
1 cup granulated sugar
1 pkg. lemon Kool Aid
9" graham cracker crust or baked pastry shell
1 tsp. grated lemon rind
Chill evaporated milk (in can) overnight or in freezer for 30-40 minutes. Also chill small bowl of electric mixer. Beat milk in cool bowl at high speed until thick. Add sugar and Kool Aid. Pour into crust and top with grated lemon rind. Chill in no-frost refrigerator until set.

TOMATO JUICE COCKTAIL

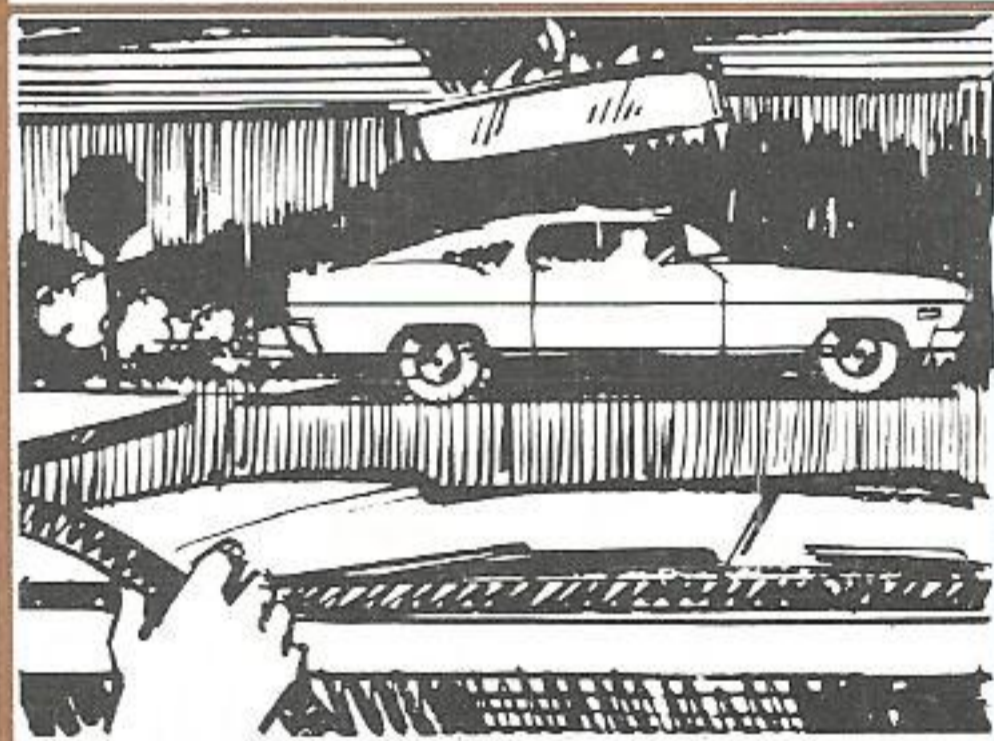
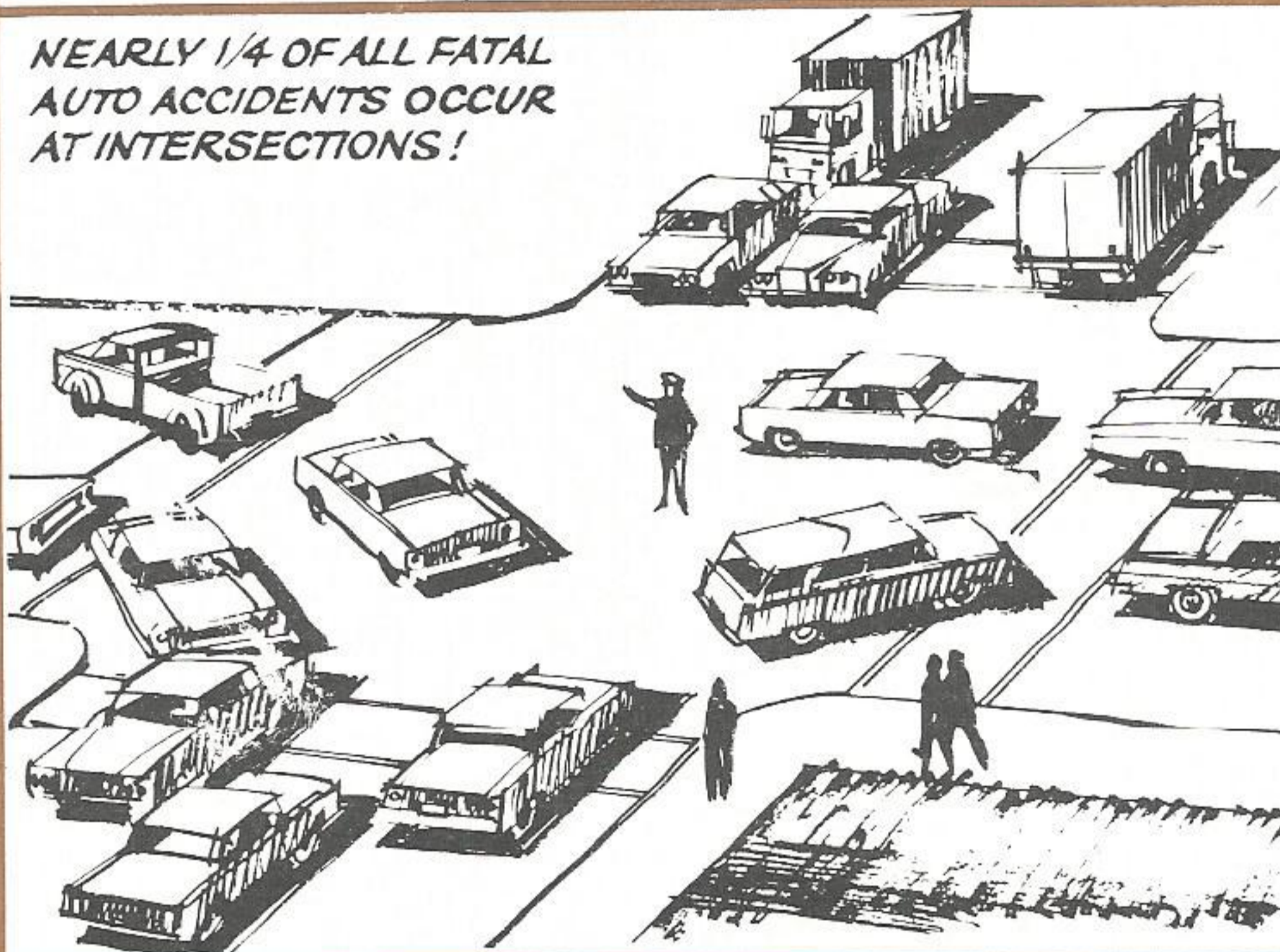
3 Cups Tomato Juice
3 Tbsps. Vinegar
6 Tbsps. Sugar
3 Bay Leaves
3 Tsp. Onion, grated
3 bruised Celery Stalks
1/8 Tsp. Cayenne
1 1/2 Tsp. Salt
1 Tsp. Worcestershire Sauce
3 Tbsps. Lemon Juice
Mix ingredients, let stand overnight. Strain through collander. Serve in small glasses chilled or hot.

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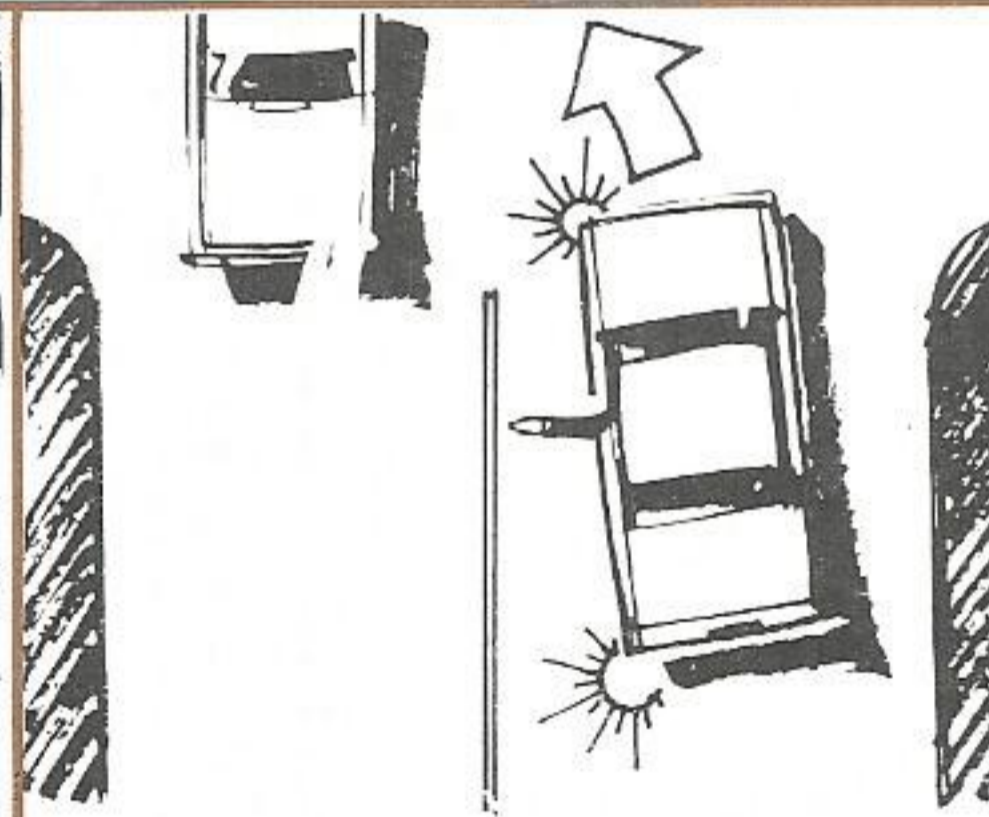
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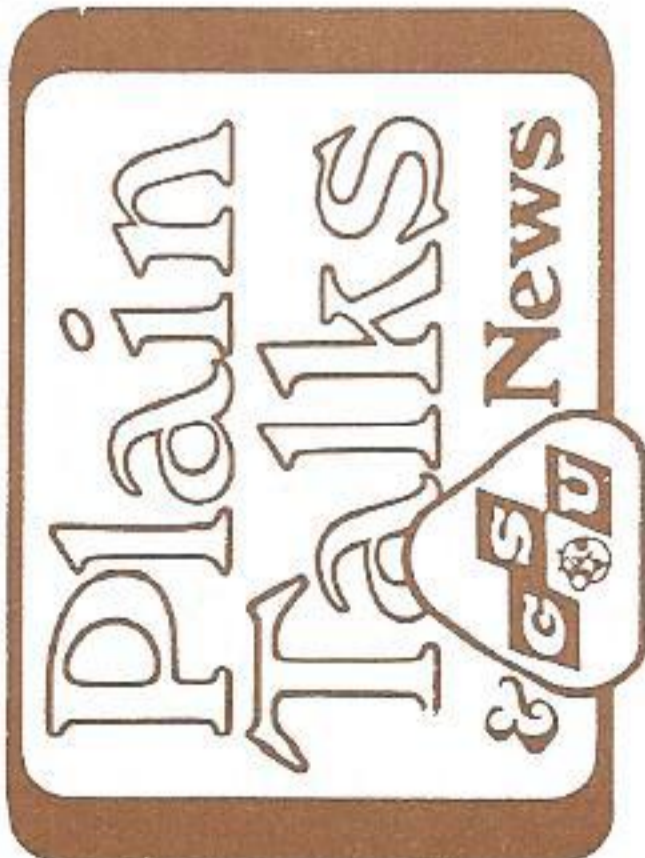
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