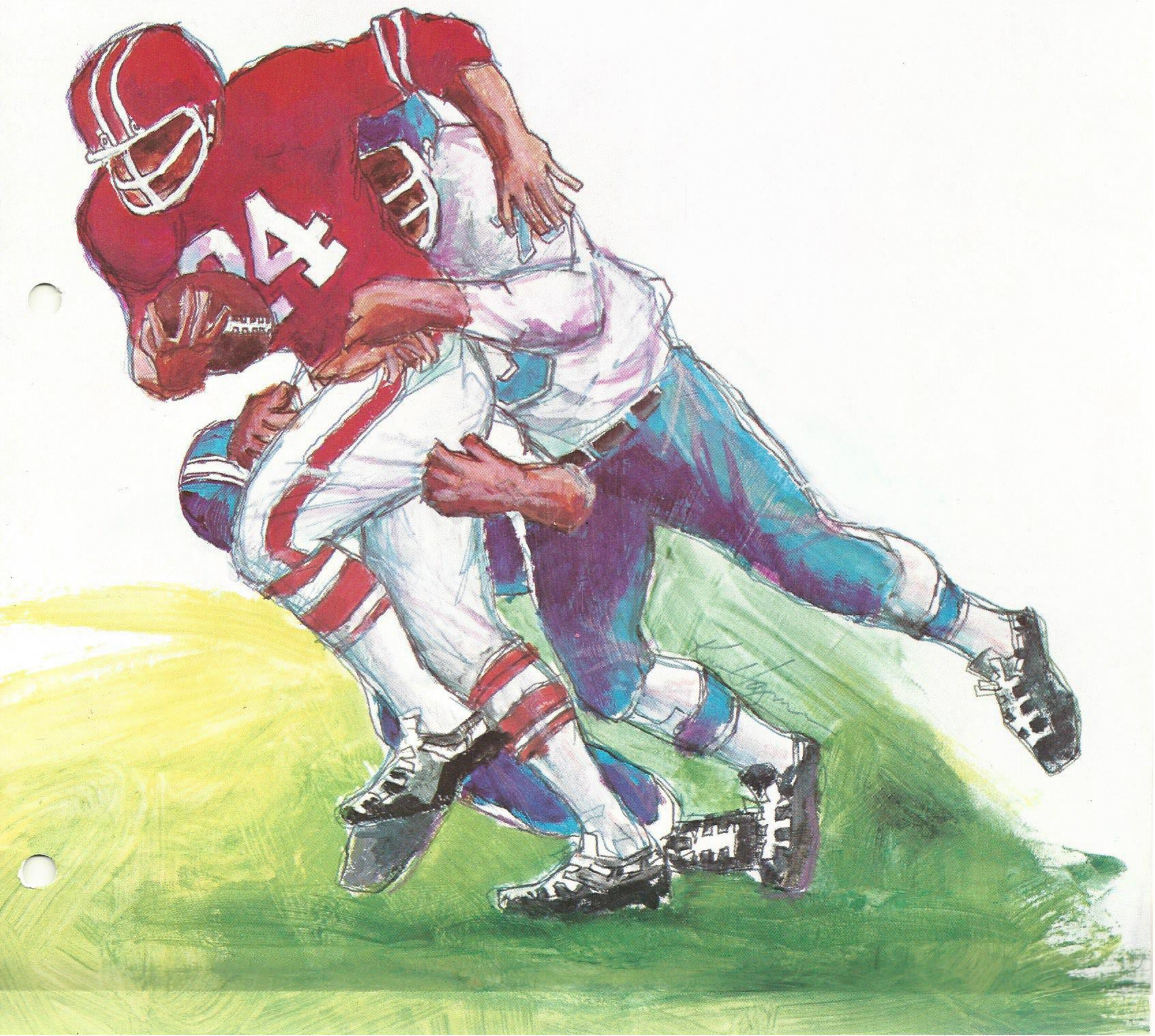


Plain Talks & News

SEPTEMBER-OCTOBER, 1972



A haze on the far horizon,
The infinite, tender sky,
The ripe rich tint of the cornfields,
And the wild geese sailing high - -
And all over upland and lowland
The charm of the golden-rod,
Some of us call it Autumn,
And others call it God.

William Herbert Carruth
Each in His Own Tongue
Stanza 2

Autumn

It really doesn't matter if you call it Autumn, or if you call it God. Autumn is a time for thinking, for self-examination and for reaffirmation of your personal beliefs and goals.

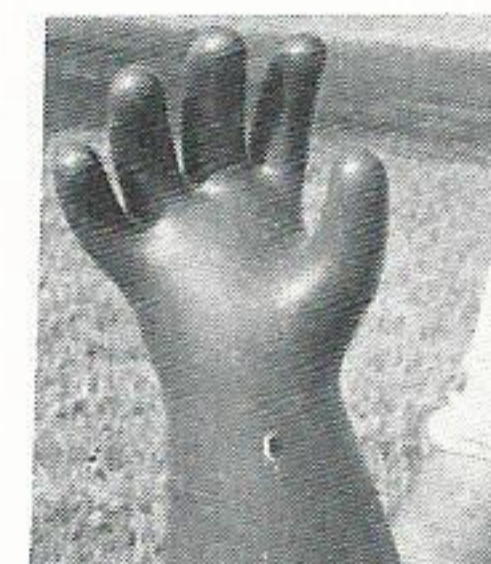
For some, the cool crisp days that forewarn of winter are days of joy, filled with a carefree indefatigability of lost youth. For others, the darkening sky and the longer nights breed melancholy.

It really doesn't matter if you call it Autumn, or if you call it God. The effect of the season is basically similar for all. It's a teasing period, wherein man comes face to face with himself.

Then suddenly it's winter and on the breath of the restless wind one can hear the chanting of angels proclaiming the coming birth

P. M.

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Published Monthly By
Public Relations Dept.

GULF STATES UTILITIES CO.

P. O. Box 2951
Beaumont, Texas 77704

James S. Turner, Director, Public Relations

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Baton Rouge

Member:



OUR COVER: The art work depicting a running back being tackled by two opponents is the work of Ken Haynie, artist in the Advertising & Public Relations Department. Ken has been with the company for 25 years. An ex-Marine, who saw plenty of action on such beach heads as Iwo Jima in World War II, he is a talented person equally at ease with an easel or a shotgun hunting white winged dove.

"I started thinking one day, there's got to be a better way"

That's how it always begins, a man using his mind to invent something better. Sometimes the result is an entirely new device, sometimes it is a modification of an existing product. In this particular case it's a modification.

Herschel Stagner, utility line foreman in Orange, has come up with a device to make one part of a lineman's job a little easier, and much safer. It's a simple device, merely a valve stem and a clamp to help linemen test their rubber gloves.

Using the G-I Glove Inflator produced by Continental Safety Equipment, Inc. of St. Paul, Minnesota, Mr. Stagner devised a simple clamp to hold the workman's glove more securely to the inflator, and the valve stem was added to allow use of an air hose.

"The Glove Inflator is a good device," said Mr. Stagner, "But we've had trouble with the "O" ring holding the glove on the inflator when we pump air into it. This clamp eliminates the chance of the glove slipping off, and with the valve stem it is no trick to quickly inflate the glove for testing." Mr. Stagner went on to add that even in the field, a lineman could still use the clamp with the bellows to inflate the glove when no air hose was available. "It gives the man two ways to use the present inflator," Mr. Stagner added.

Before the G-I Glove Inflator was on the market, linemen used to test the gloves by hand. This was not the ideal way since pin holes often went undetected. The glove inflator eliminated that hazard, and now this clamp and valve adds further sophistication to the testing.

"It's important for a lineman to have good gloves," said Mr. Stagner, "if there was even so much as a pin hole in the glove, a lineman could get hurt."

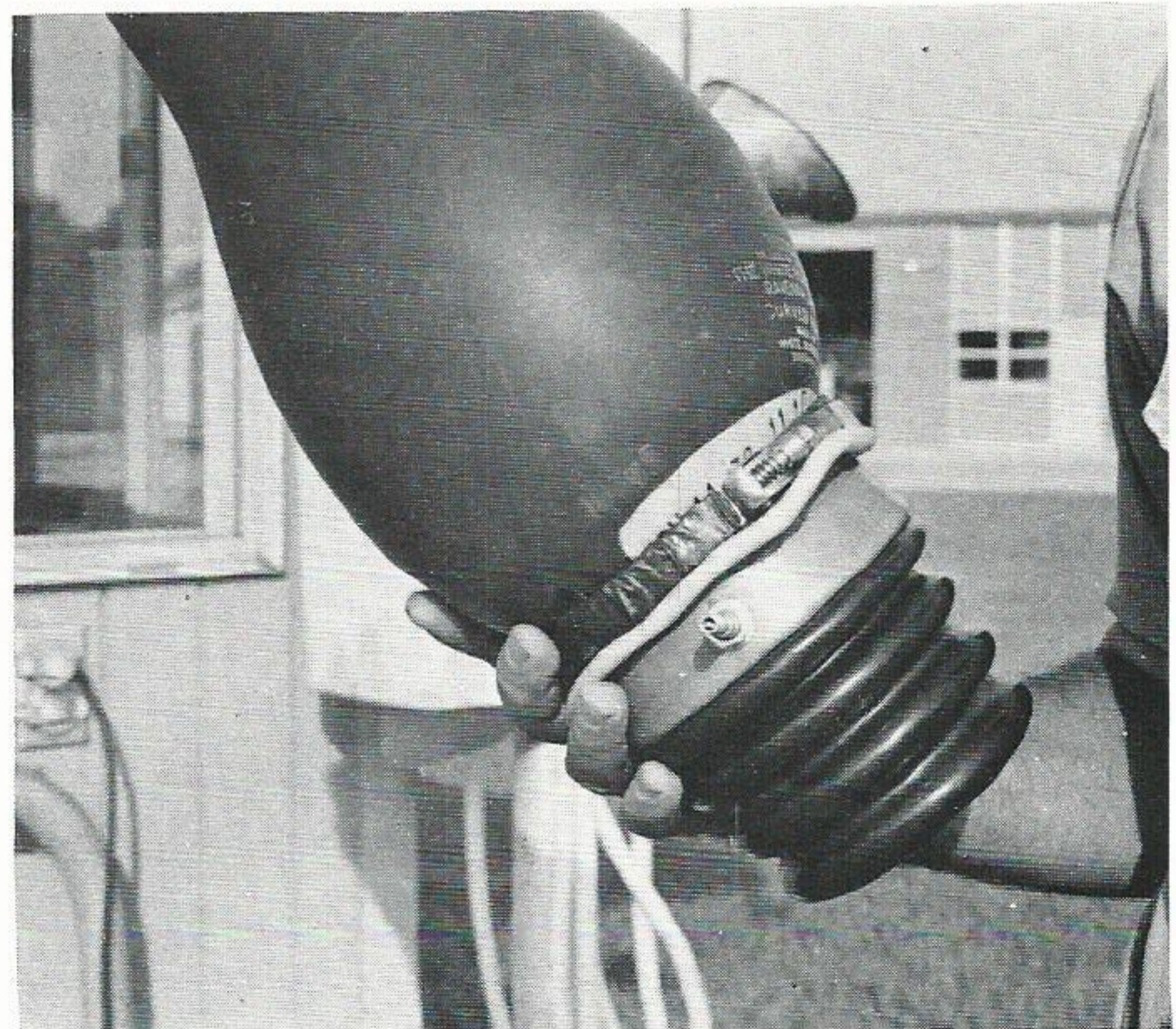
Mr. Stagner is not new at the game of coming up with better ideas. He devised a method of adding a simple iron bar over the cab of a bucket truck to help hold the bucket when not in use. Now virtually all line trucks have this resting bar.

"Anybody can take an idea and improve on it," said Mr. Stagner. "All it takes is a little thought."

"I Started Thinking One Day..."

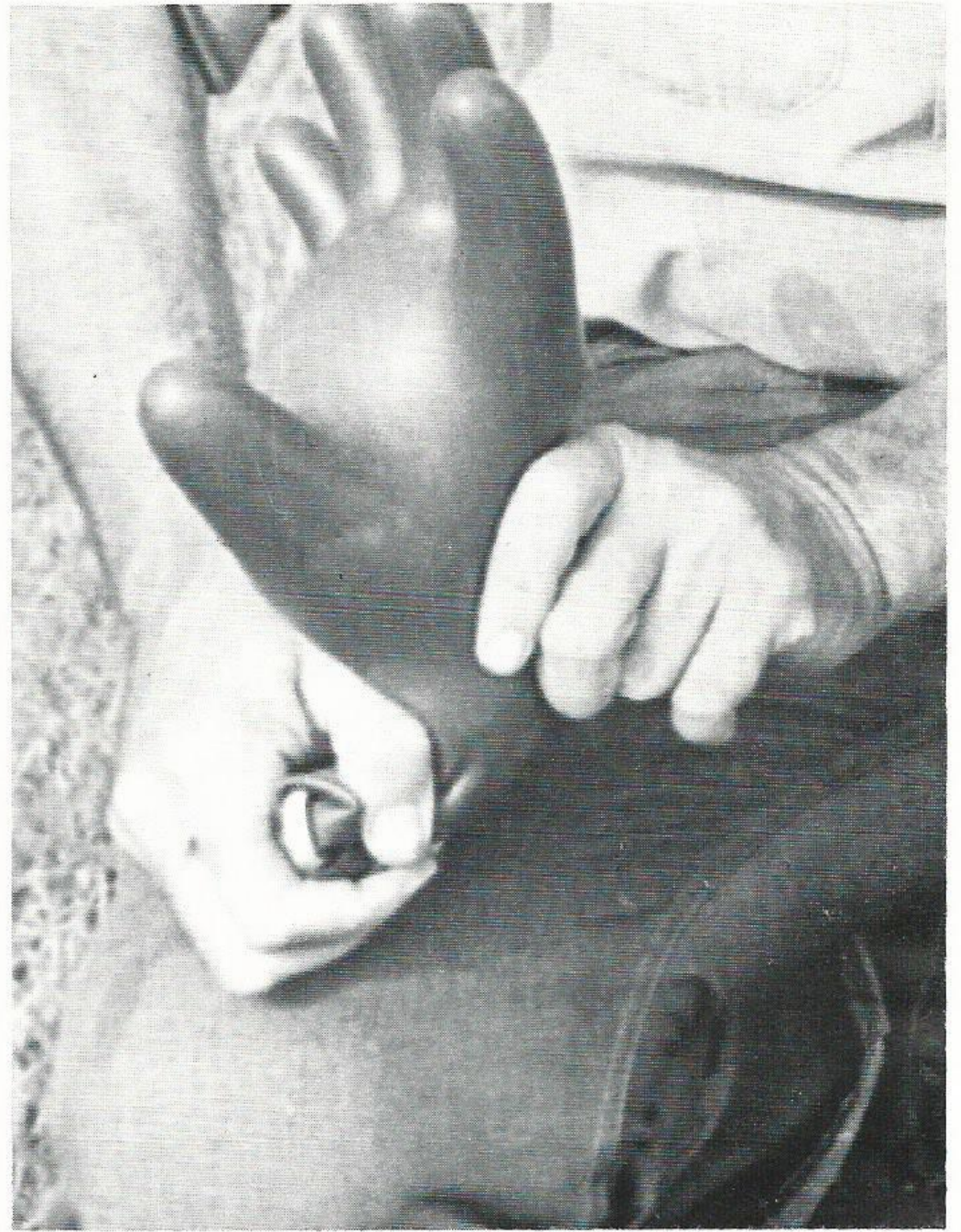
...and Herschel Stagner's thinking is paying off in safer working conditions.

Just a metal clamp, a valve and personal ingenuity is all it took to develop this special modification of an existing product. Herschel Stagner, utility line foreman in Orange, has come up with another innovation to help make the job easier and safer.



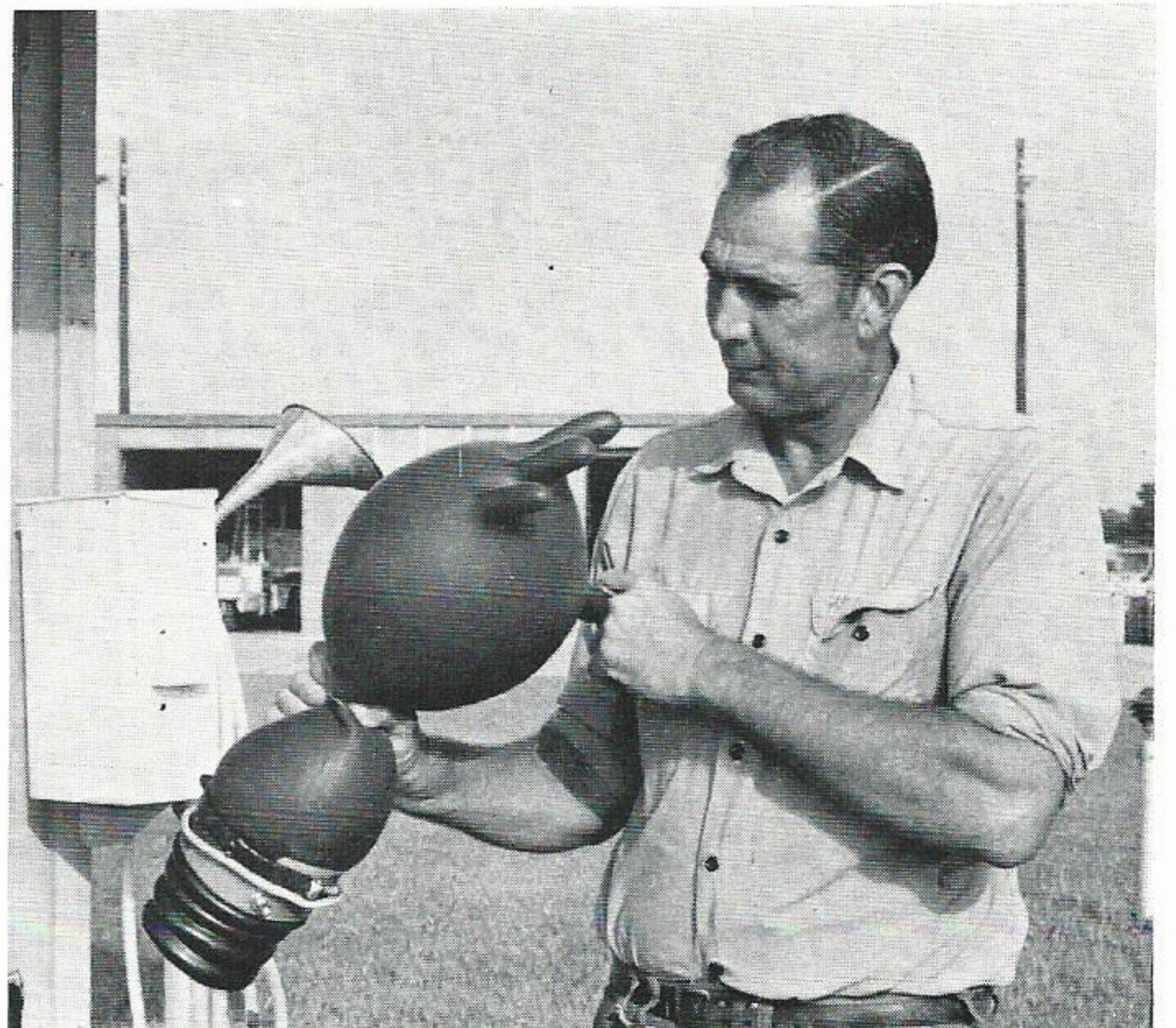


Herschel Stagner demonstrates how his modification works. "I just got to thinking about it one day, and came up with this way to improve on the glove inflator."



Rolling the glove up by hand is the way linemen used to test their equipment. Now, with the coming of the glove inflator, and the modifications made by Mr. Stagner, the possibility of missing a tear is extremely remote.

"Even a pin hole is enough to cause a lineman to be shocked if he accidentally touches a hot wire. We have got to be sure that our gloves are completely sealed, and this is the best way so far," said Mr. Stagner. "Not only is it quicker, but it gives the lineman another way to test his glove."



Mr. Smith Discusses Challenges, And Our Actions To Meet Them

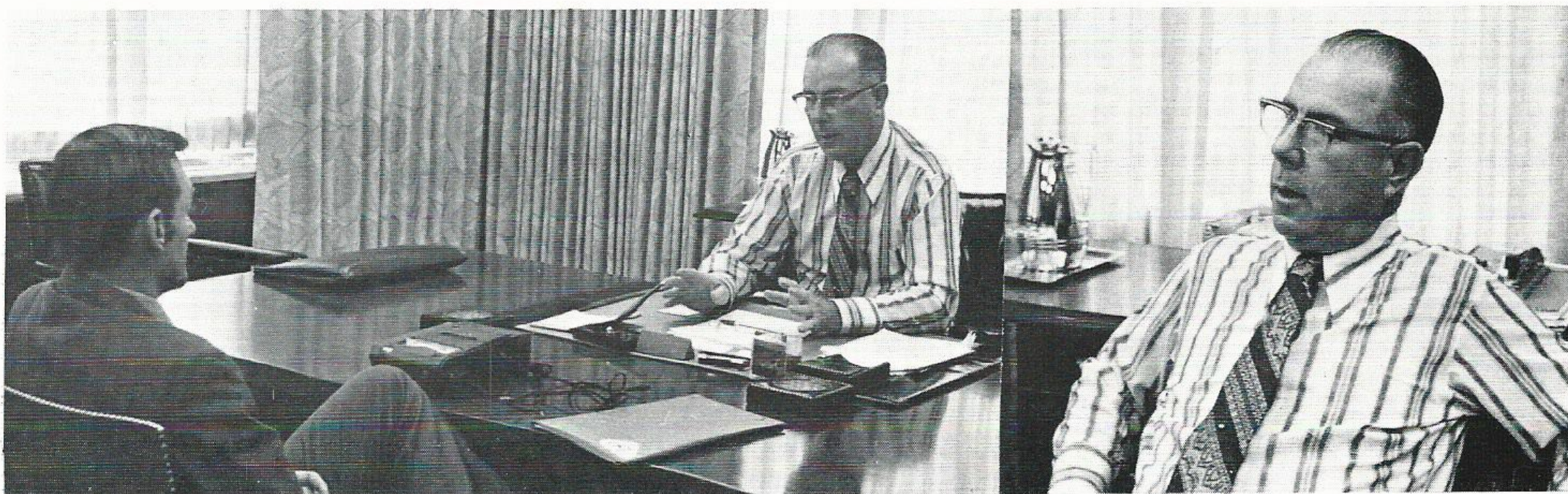
GAS EXPLORATION, NUCLEAR POWER, RATE RELIEF, OIL, ARE DISCUSSED UPON RETURN FROM MEETING IN BOSTON, MASS.

The adage that "you have to spend money to make money" is certainly valid. Few companies - especially regulated utilities - can internally finance their operation and construction expenses. As a result, companies such as ours seek outside finances from people who are willing to invest large sums of money based on past performance, plus current and future growth and profit trends. What a company needs to convince investors that it would be a profitable venture, rests, in no small measure, upon the overall outlook of the company as compiled in a research portfolio by security analysts.

A group of our executives, headed by Floyd Smith, president and principal executive officer, recently returned from the East where they were guests of the Boston Society of Security Analysts for a presentation on our company. To share the information with employees upon his return, Mr. Smith consented to an interview with PLAIN TALKS.

Q. What are security analysts, and what do they look for in a company?

A. They are professionals who look into the economic conditions and financial positions of various companies. Analysts, basically, look at companies to try to get an idea of the future growth and earnings potential. They are in a position then of being able to recommend to investors whether or not to invest in this company or that company. As a result, they quiz us very thoroughly. They are interested in our future business prospects, the political climate we operate in, the regulatory climate we operate under, the type of management we have, the stability of our employees, the technical expertise of our employees and many other facets. In short, they want to be sure that when they recommend a company to investors, the company has a reasonably good chance of surviving and progressing.



Q. Severe inflationary pressures have been cited as the primary reason for our seeking a rate increase. Do you see this as a continuing problem, or has it reached a leveling off stage?

A. Certainly in the last few months inflation hasn't been as severe as it has been in the last three years. But we still have inflation at a rate that is, in my opinion, too high. If this were to continue, even at the present trend, at some point in time not too many years from now, we would have to think about additional rate relief. We are not alone in this; other utilities throughout the nation are feeling the pressure as well.

Q. What is the current status of the rate increase in Louisiana?

A. At the present time we are seeking a hearing in October. At that time it is our sincere hope that this will conclude the public hearing part of the procedure. We believe the commission (Louisiana Public Service Commission) will not delay in giving us an answer after these hearings are completed.

Q. Are we still trying for the original 8.5 percent increase, or has that figure changed?

A. We have petitioned for a higher figure. We are now seeking a 13.4 percent increase.

Q. Is the rate situation responsible for the depressed price of the common stock?

A. Well, you've just asked the sixty-four thousand dollar question. This would only be partially true. Certainly it has had an effect. The average market price of the common stocks of the utilities industry in general has been pretty well depressed. Inflation, regulatory lag, the President's wage price freeze last fall, special utility price freeze this spring, the present environmental-ecology problems of a great number of utility companies in the United States, and the fuel problems that all utilities are facing have served to depress the prices of the utility stocks. In short, what we're saying is that investors, at the present time, seem to want to put their available money in other businesses where opportunity for capital gains seems greater. Utilities, as a group, have suffered in comparison with other opportunities. While we all know there is a difference in companies,

investors sometimes seem to look at "whole industries" - there is little emotion in the stock market.

Q. The gas crunch has become a primary concern for electric utilities. What kind of action have we taken to protect our interests since our gas supply has been curtailed in Louisiana?

A. We have done several things already, and are considering others. For one thing, we have entered into two gas exploration deals. It is our hope that we can secure enough gas in this manner to keep our present gas burning units running throughout their normal life, since it is very expensive to convert them for oil operation. Of course, the cost of oil is considerably above that of gas. We're in a joint venture with Davis - McCoy, Inc. and the Public Service Company of Oklahoma and in another joint venture with Sun Oil in Texas to a lesser degree. In the Davis - McCoy deal we have secured leases on a considerable amount of land in various areas. Currently we are obtaining leases on "prospects." We expect to begin drilling operations in the Davis - McCoy venture in 1974. The small project in Texas with Sun Oil will begin momentarily.

Q. We know that Willow Glen Number 4 is presently being converted to burn oil. What other units will be forced to burn oil?

A. That's the only existing unit that will be burning heavy oil to amount to anything. Of course, Willow Glen Number 5 will burn oil, and it is being built with that in mind. All subsequent units will burn oil.

Q. Are there any plans to burn oil in Texas?

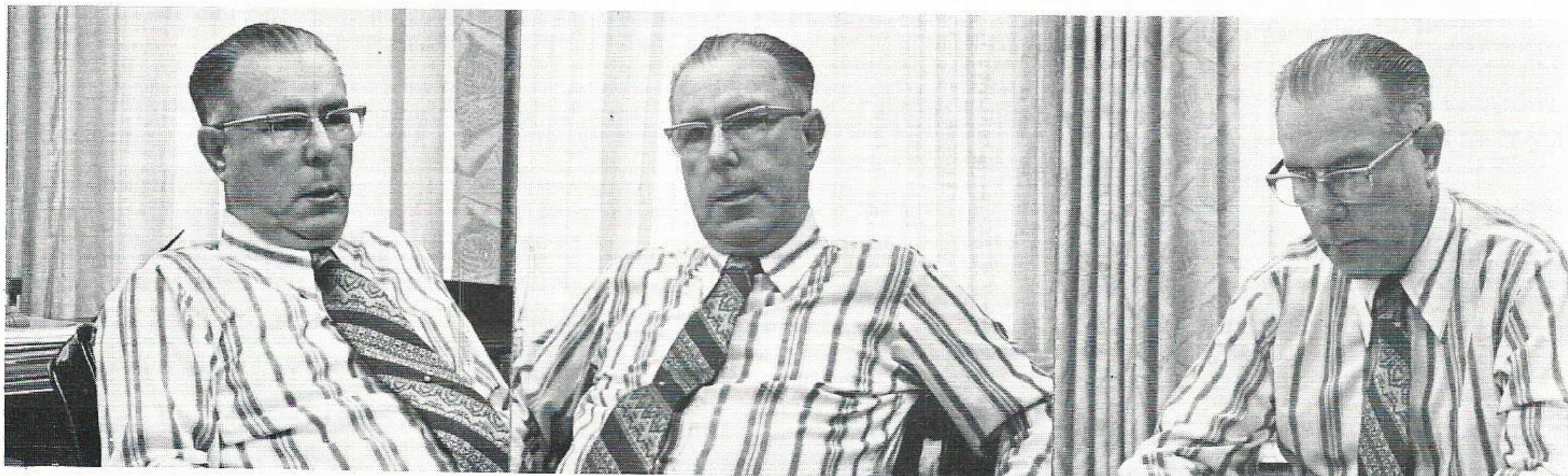
A. Not at the present time. Most of our plants do have the capability to burn "emergency oil," but this is not heavy oil. There's a difference.

Q. What is the anticipated difference in fuel costs between nuclear fuel and oil?

A. At the present time nuclear fuel is much cheaper than oil. The expense problem with nuclear is the extreme high capital costs in plant construction.

Q. Has a site been chosen yet for our nuclear plant in Texas?

A. A site has not been actually chosen. We are presently studying several recommendations.



Q. Will the gas crunch adversely affect our industrial load picture?

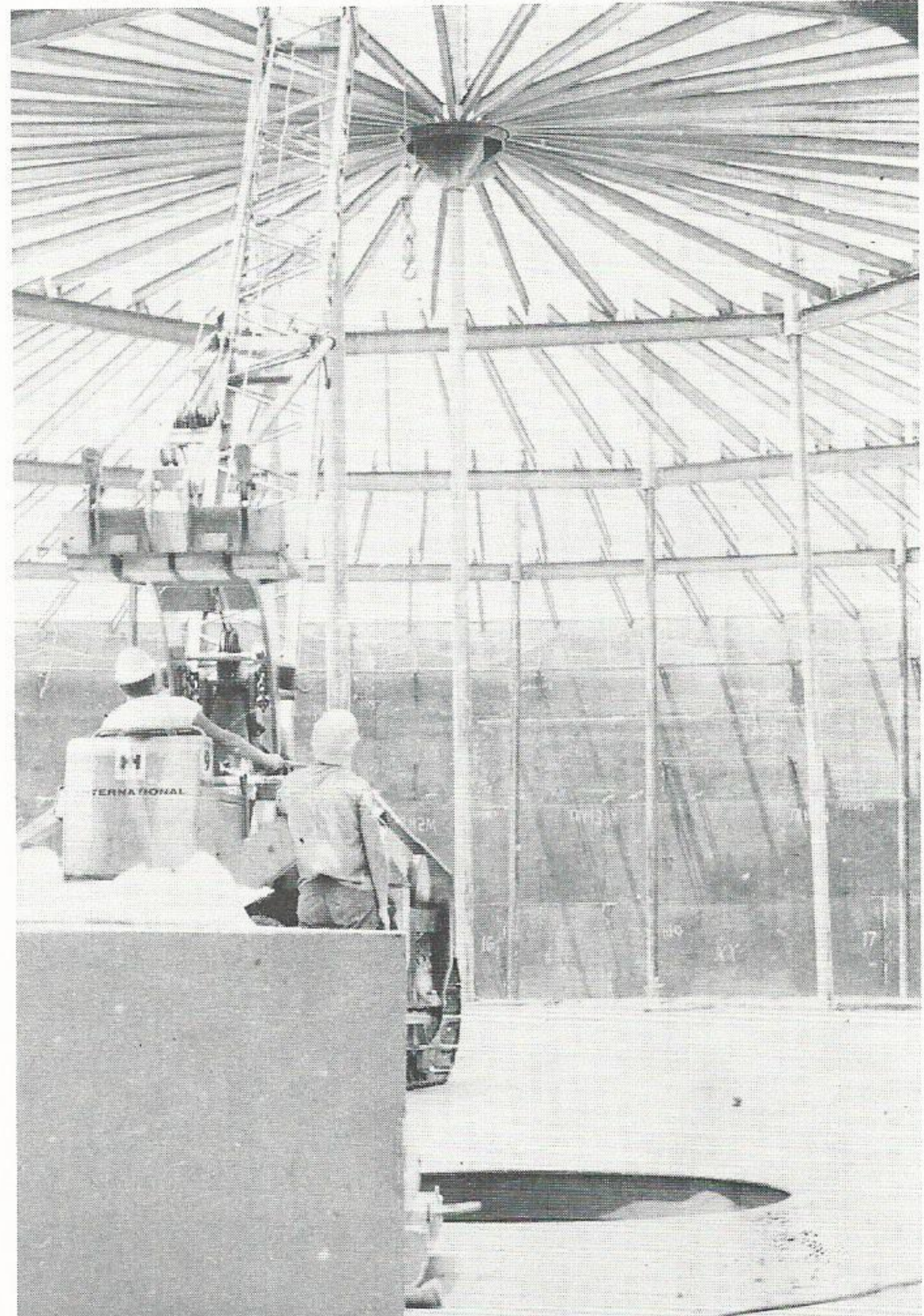
A. Our industrial sales organization is in contact with our large industrial customers daily. It is our impression from their contacts that the present gas shortage will not materially affect the electrical requirements of these customers. As a matter of fact, it's quite possible that, as they use substitute fuels in the future, the electrical requirements might increase.

Q. We have outlined a five year construction plan that calls for \$771 million output. Where will the money come from, and do you see any problem in securing the funds?

A. It's our present thinking that about 52 percent of this money will have to come from outside investors. We will probably be able to obtain the money, but securing it at favorable conditions is the problem. We have projected our requirements and have tentatively set up a financial plan that would allocate some to bond investors, some to preferred stock investors and some to common equity investors. Interest rates are going to have an influence on bond and preferred stock costs, and the performance of the company and the attitude of the investor toward utilities in general will affect the price of the common stock. I don't anticipate we're going to have any trouble. I think on the basis of our business record, and the area that we serve, we will probably be getting more favorable rates than the average. This has been true in the past and I don't foresee any change.

Q. How can our employees go about preparing themselves to meet all these growing challenges and to grow with the company, bettering themselves job-wise?

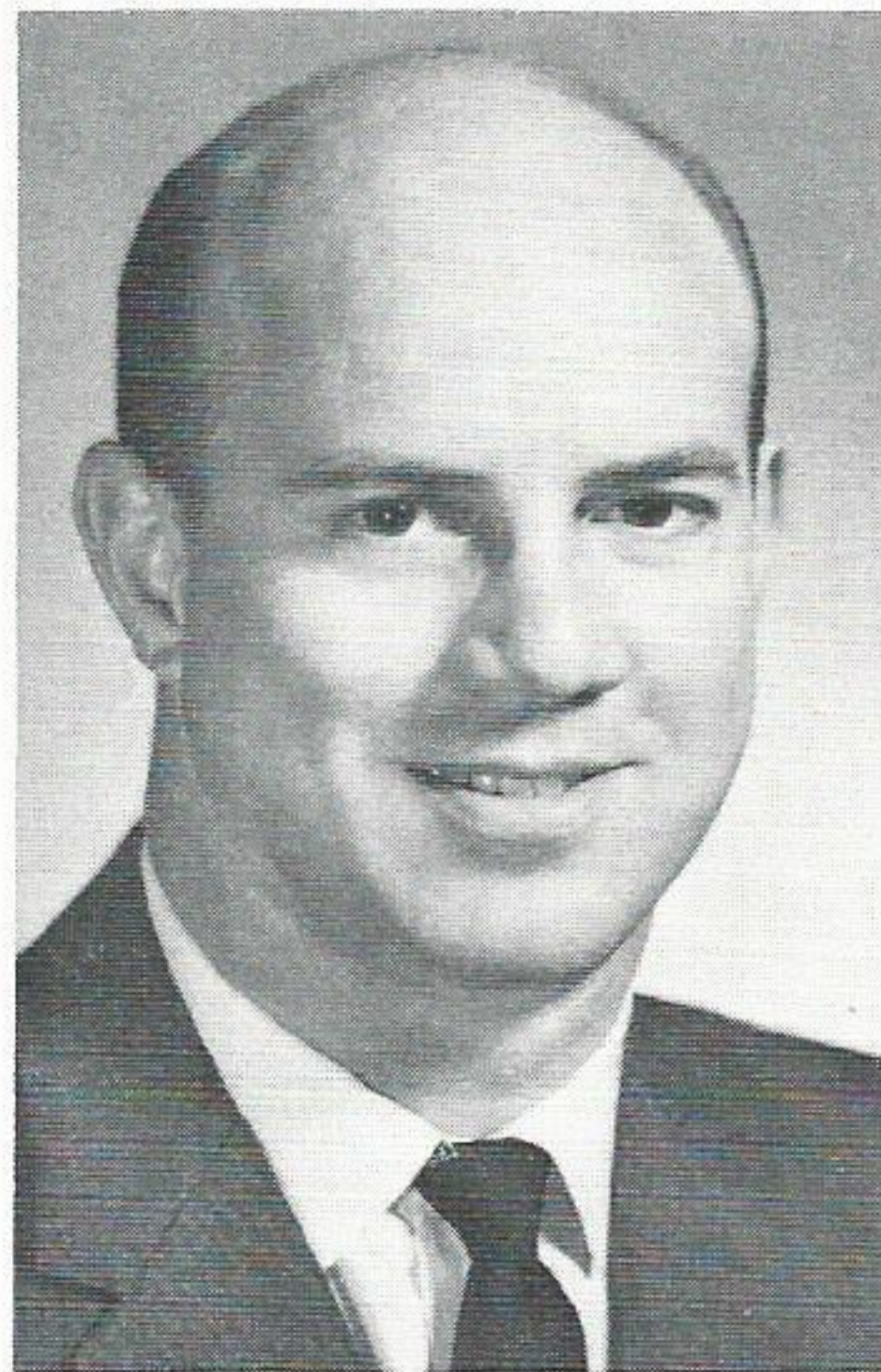
A. The only way that any person can prepare himself for the future is to be alert to the changes that are taking place. One way that comes to mind immediately is to take advantage of the several opportunities that are offered through the company. Our college aid program and our training programs are examples of this. The main point, however, is that a person has to work and be willing to accept change. Those who are not willing to do this will find that at some point in time their associates will pass them by. An individual has to perform in his present job in a manner that gives us an indication that he is capable of moving ahead. An employee has to be on top of his job. A person just can't be satisfied; he's got to want, very strongly, to progress.



Construction of a tank farm at Willow Glen Station near Baton Rouge is well underway. Willow Glen Unit No. 4 is currently undergoing conversion to burn heavy oil in lieu of natural gas, and Unit No. 5 is being built with this in mind. The gas crunch is forcing many of the nation's utilities to look toward other fuels. A comprehensive story on the Willow Glen tank farm is coming in the November issue of PLAIN TALKS.



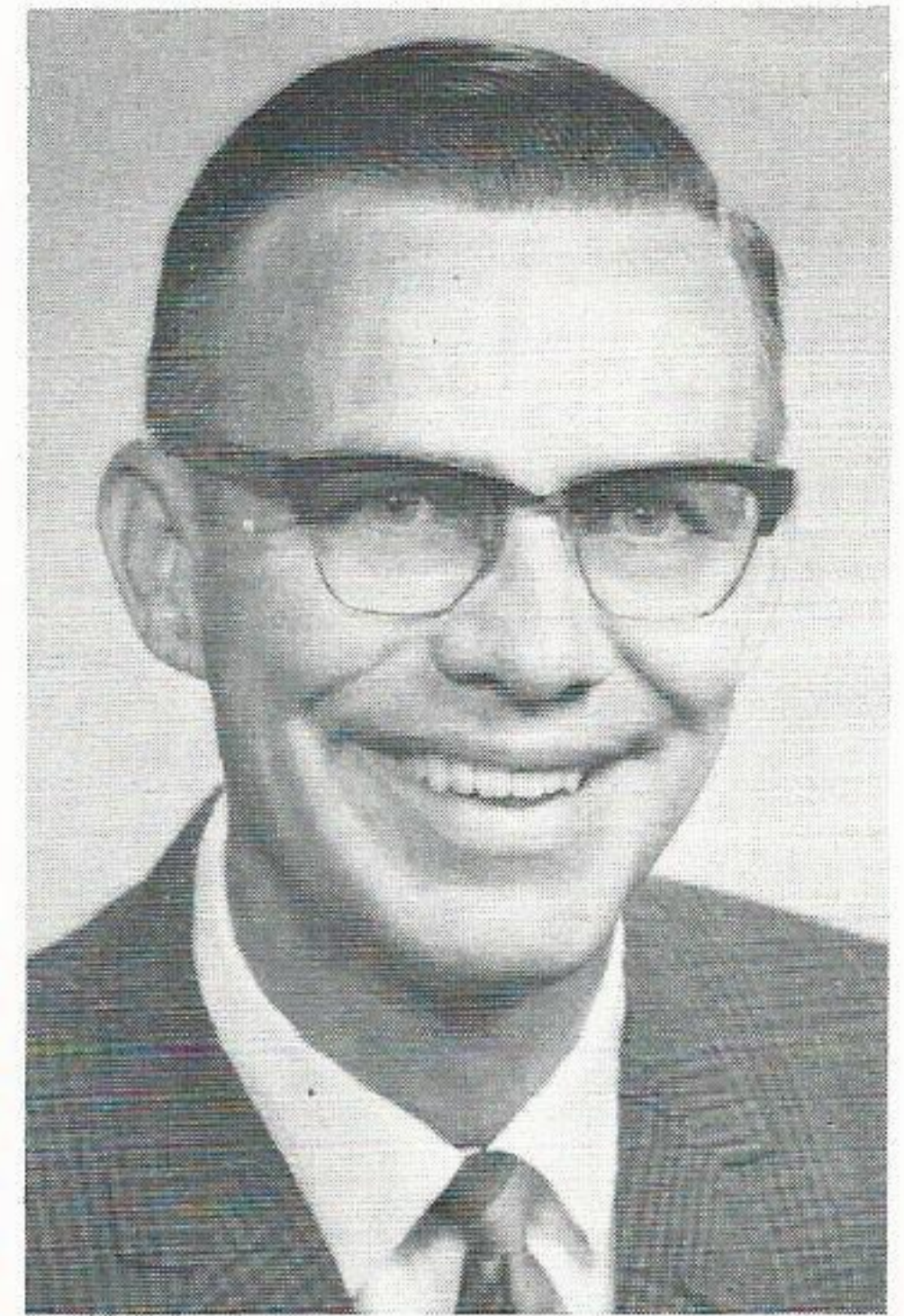
Jerome M. Stokes
Senior Vice President



Robert W. Jackson
Secretary



James L. Braswell
Controller



Roy Eyler
Asst. Secretary

GSU NEWS

Stokes Is Promoted; Board Pays Dividend

Jerome M. Stokes, vice president and secretary of the company since 1964, was elected a senior vice president at a meeting of the company's board of directors in Beaumont, it was announced Aug. 9 by Floyd R. Smith, president and principal executive officer. Mr. Stokes will continue to be the company's chief financial officer, Mr. Smith said.

Robert W. Jackson, assistant secretary and director of financial administration, was elected secretary of the company. J. L. Braswell, assistant treasurer since 1966, was elected controller, Roy Eyler, financial administration coordinator, was appointed assistant secretary.

In other action, the board approved, in principle, a proposed financing program to issue and sell 350,000 shares of a new series of preferred stock. The proposed financing is subject to approval of the Federal Power Commission and the Securities and Exchange Commission.

The stock is to be sold at competitive bidding, with bids expected to be opened on Thursday, September 21, 1972. Proceeds from the financing will be used to pay off short-term commercial paper notes.

The board also approved payment of regular dividends on preferred stock and 26 cents a share on common stock. Payment will be made September 15, to holders of record date of August 21. This will mark the one hundredth consecutive dividend paid by the company.

A native of San Antonio, Mr. Stokes attended Victoria Junior College and received his LLB degree in 1939 from East Texas College of Law. He was admitted to law practice in 1940.

Mr. Stokes joined the company in Beaumont in 1936 and worked in the engineering, advertising and personnel departments before becoming assistant secretary in 1964. He is also president of

the Varibus Corporation, a wholly-owned subsidiary of the company formed in 1970 to develop and operate businesses outside the company's primary occupation. He has completed advanced management courses at Harvard and the University of Michigan. Mr. Stokes is a member of the State Bar of Texas, the Beaumont Chamber of Commerce, the Key Men's Club and is former president of the Advertising Club of Beaumont. He is an elder and trustee in the Westminster Presbyterian Church.

Mr. Braswell is a native of Jasper and attended Lamar University. He joined the company in Beaumont in 1938 while attending college and worked in various accounting positions until his promotion to assistant treasurer in 1966. He has been very active in the YMBL. Mr. Braswell completed management courses

(Continued on next page)

Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during July, 1972 covering employee deductions and Company contributions through June, 1972, were as follows:

9,450 shares of Common Stock at a total cost of \$169,989.95 for an average cost per share of \$17.99.

204 shares of \$4.40 Preferred Stock at a total cost of \$12,391.02 for an average cost per share of \$60.75.

The Trustee deposited \$46,652.48 with the Savings Department of the First Security National Bank of Beaumont.



Just two weeks before his death, United States Senator Allen J. Ellender (D-La.) posed for the PLAIN TALKS camera during ground breaking ceremonies for a new bridge over the Mermentau River near Lake Arthur, La. The senior senator was seeking his seventh term in office. He was the only Louisiana congressman ever named President Pro-Tem of the Senate, and chaired the Senate Appropriations Committee. Flanking Senator Ellender are Joe Bondurant, left, manager of the Lake Charles Division, and Hutt Reed, Superintendent of the Jennings District.

. . . J. M. Stokes, Company Pays Dividend

offered by Stone & Webster in New York and Louisiana State University.

A native of Beaumont, Mr. Jackson received his bachelor of business administration degree in advertising and marketing from the University of Texas after attending Lamar University. He joined the company in Beaumont in 1955 following his discharge from the U. S. Army after serving in the Korean War. He worked as an administrative assistant in the Corporate and Finance Department until his election to assistant secretary in 1958. In addition to his position as assistant secretary, he is secretary-treasurer of the Varibus Corporation.

Mr. Jackson serves on the board of directors of TRES Computer Systems of Dallas. He has completed advanced management and utility financing courses at the University of Michigan, Stone & Webster, and Irving Trust Company in New York.

An active civic worker, he has served on the boards of the Beaumont Symphony Society, Downtown Lions Club and Volunteer Bureau and on the advisory council of the Beaumont Tuberculosis Association. He served on the Budget and Admissions Committee of the United Appeals and the Financial Committee for the Community Improvement Program. He is past president of the Beaumont Texas Exes. A member of the First United Methodist Church, he has served as finance committee chairman and treasurer of the church. He is also chairman of the Council on Ministries.

Mr. Eyler is a native of Donnellson, Iowa. He attended the University of Wisconsin at Madison and the Texas Southmost College at Brownsville, before entering the University of Texas at Austin where he earned his BBA degree in industrial management.

Between college attendances, he served two tours in the U. S. Navy during World

War II and the Korean War. After his second tour of duty, he was employed by Central Power and Light Company in its San Benito area. He then entered the University of Texas and, upon graduating, was employed in 1958 by the company in Beaumont in the Corporate and Finance Department. Mr. Eyler was cited by the University of Texas Alumni Association for his fund-raising work with Beaumont area Texas Exes. He has completed an advanced management course at LSU.

Directors attending the meeting, in addition to Mr. Smith who presided, were Samuel L. Adams, Norman R. Lee, Joseph R. Murphy, Roy S. Nelson, Benjamin D. Orgain and Glenn E. Richard of Beaumont; Edwin W. Hiam of Boston; Seth W. Dorbandt of Conroe; Harrell R. Smith, Oliver P. Stockwell and Edward H. Taussig of Lake Charles; John W. Barton and Eldon A. Werner of Baton Rouge; and Fred V. Wilson of Port Arthur.

Deaths

Kyle A. Hutchinson, retired janitor in the Beaumont T&D Department, died Aug. 6 at his home.

Mr. Hutchinson, retired since 6-30-59, was a native of Brenham, Tex. He had lived in Beaumont for the past 67 years.

A veteran of the U. S. Coast Guard, Mr. Hutchinson joined the company in 1930.

Survivors include his wife, Mrs. Cecilia Hutchinson; one daughter, Mrs. Earline Wiley of Beaumont; two step-daughters, Mrs. Dorothy L. Taylor of Houston and Mrs. Espanola Franklin of Beaumont.



Kyle Hutchinson



C. C. Boles



Thomas T. Ridley

Clyde C. Boles, retired Substation mechanic from Navasota, died July 11 at his home.

Mr. Boles was employed by the company back in 1930 as a laborer and ice puller in the T&D Department and Water and Ice Departments in Navasota. In 1938 he became a substation helper and was promoted to electrician in 1940.

During the war years he took a leave of absence to join the fighting and returned to Navasota T&D as a substation helper in 1946. He progressed through various classifications and worked in Calvert for a time. In 1967 he was promoted to substation mechanic in Navasota.

The Willow, Tex. native is survived by his wife, Mrs. Emma Isbell Boles of Navasota; one sister, Mrs. Bill Hansen of Jacksonville, Fla., and a number of nieces and nephews.

He was a member of the Lynn Grove Methodist Church, the Navasota V.F.W. Post 4006, and the J. Willie Leigh American Legion Post of Navasota.

Thomas T. Ridley, 71, retired master repairman at Neches Station, died July 22, in Baptist Hospital in Beaumont.

Mr. Ridley had been retired from the company since 1965 after serving for 38 years.

He was a native of Palmer, Texas and had lived in Beaumont for the last 30 years.

Mr. Ridley is survived by his wife, Mrs. Kathleen Ridley; five sons, Drexel Ridley and Raymond Welch of Beaumont; Van Ray Ridley of Freeport; Hal Justin Ridley of Bridge City, and Robert Jack Ridley of New Orleans. Also surviving is one daughter, Mrs. Phillip F. Deshong of Beaumont; one brother, Robert H. Ridley of Tyler, and a sister, Mrs. Tom Snell of Ennis, La. There are numerous grandchildren.

Employed at Sour Lake, Tex., Mr. Ridley worked in various production positions at power plants in Silsbee, Liberty and Beaumont. He went to Neches Station in 1942.

He was a veteran of the U. S. Army having served with the Expeditionary Forces in Europe from 1918 to 1921.

FOR CLEANUP

Electricity Is A Must

Sixty-five percent of the people contacted in a national survey conducted by **Aware Magazine** an environmental publication for the electric utilities industry, showed that they felt electricity would be "very essential" in aiding environmental improvement.

The magazine, stating that the survey covered a general geographical cross-section, issued copies of the results dealing with the environment, and pointed out that the survey is only a sample of a broad range of opinion leaders, with educators representing the largest classification.

Clean water and clean air were shown to be the most pressing environmental needs in the United States, with waste disposal and recycling a close third and fourth.

Pertaining to the electric utilities industry, the greatest problem faced the utilities is reducing pollution said 24 percent of the respondents. Keeping up with population/technology was second on the list with 18 percent, and 16 percent said that public relations and educating the public is the greatest challenge the utilities have yet to solve.

Overall, educators were the primary participants in the survey with 53 percent, while librarians composed 38 percent of the polled survey.

Civic Theater Elects Bondurant

Joe Bondurant, manager of the Lake Charles Division, has been elected president of the Artists Civic Theater & Studio Group in Lake Charles. The Bondurants have long been active in the local theater, including their children. (from Pam Case)

Court Decision Sets Precedent

In a precedent making decision, a Baton Rouge judge has handed down a guilty verdict in a case involving the theft of electricity from Gulf States Utilities Company.

District Judge Donovan W. Parker found William McKaskell guilty of theft of electricity at an apartment complex in Scotlandville, La. Testimony indicated McKaskell connected meters from other apartments to an apartment to steal the electricity from GSU.

Judge Parker fined McKaskell \$30 or 30 days in jail, plus a 30-day jail term suspended on condition of good behavior for a year.

"This is an important ruling for us," said Frank LeMire, supervisor of Credit & Collections, "It's the first time we've gotten a conviction on a problem like this."

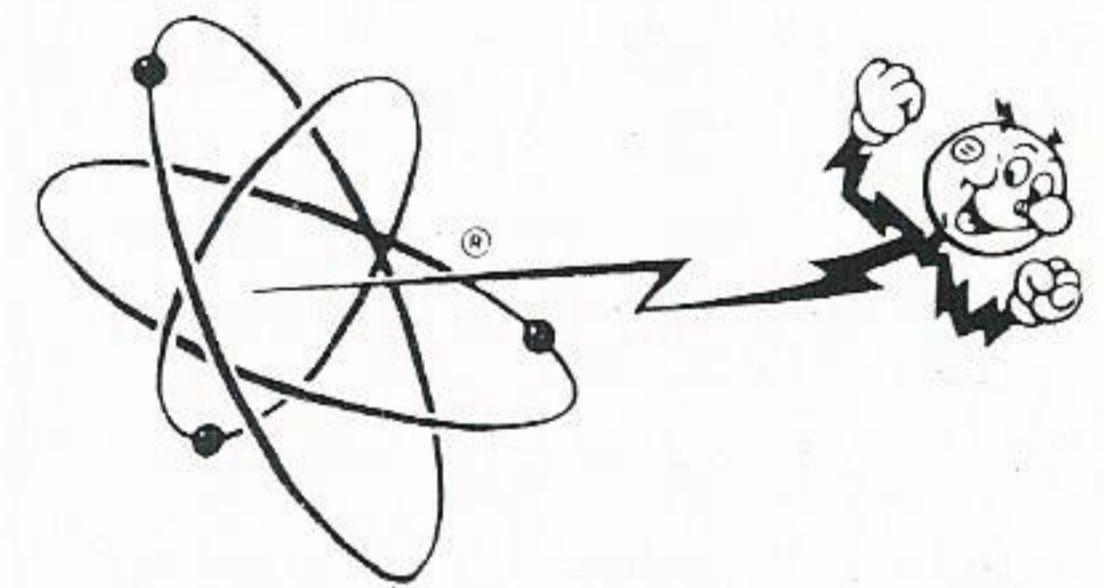


Louisiana Governor Edwin Edwards headed a group of dignitaries who were on hand for the ground breaking ceremonies of a new bridge to span the Mermentau River near Lake Arthur in the Lake Charles Division. Governor Edwards jokingly said that he had won two elections using this bridge as a campaign promise . . . "and now we've finally got it."

FIND THE STATES

S	T	E	S	U	H	C	A	S	S	A	M	T	R	S	M	Z	A	O	R	U	
R	E	T	S	K	C	I	K	P	L	B	V	R	S	Y	A	V	E	M	A	A	W
A	N	O	Z	I	R	A	I	N	I	G	R	I	V	T	S	E	W	I	D	N	Y
A	I	N	R	O	F	I	L	A	C	U	A	Z	X	Y	S	R	G	N	I	A	K
N	O	T	G	N	I	H	S	A	W	L	N	A	B	S	T	M	E	N	R	I	C
S	O	U	T	H	D	A	K	O	T	A	N	E	E	J	J	O	O	E	O	S	U
M	A	R	Y	L	A	N	D	L	M	I	H	N	W	H	O	N	R	S	L	I	T
O	P	U	T	A	H	R	S	T	L	N	N	U	E	J	V	T	G	O	F	U	N
A	K	A	X	H	O	A	W	O	I	E	Y	Z	A	V	E	P	I	T	S	O	E
K	R	L	S	B	C	D	R	E	T	F	C	I	J	K	A	R	A	A	X	L	K
S	O	A	A	I	N	A	V	L	Y	S	N	N	E	P	M	D	S	N	O	P	E
A	Y	S	X	H	C	X	R	N	A	G	I	H	C	I	M	N	A	E	T	U	R
R	W	K	E	H	O	W	Y	O	M	I	N	G	V	S	A	X	Y	S	Y	A	H
B	E	A	T	C	E	M	F	I	L	G	H	T	I	K	L	L	K	I	E	O	O
E	N	U	K	L	M	N	A	H	M	I	H	E	R	C	A	R	T	N	H	D	D
N	O	R	T	H	D	A	K	O	T	A	N	A	G	L	B	N	I	D	U	A	E
S	R	I	R	U	O	S	S	I	M	I	T	A	I	S	A	A	S	I	K	R	I
N	E	W	H	A	M	P	S	H	I	R	E	B	N	O	M	C	R	A	E	O	S
X	G	I	P	P	I	S	S	I	S	S	I	M	I	V	A	V	W	N	S	L	L
Y	O	C	I	X	E	M	W	E	N	D	E	L	A	W	A	R	E	A	Z	O	A
X	N	I	S	N	O	C	S	I	W	R	T	S	A	N	A	T	N	O	M	C	N
T	T	U	C	I	T	C	E	N	N	O	C	S	I	O	N	I	L	L	I	X	D

Muriel Hayes came across this puzzle and thought it would be fun for others to try. The names of all 50 states can be found among these letters! The name is sometimes read forward, at other times backward, up, down or diagonally. Draw a circle around the name of a state when you find it. To get you started, we've shown you one.



DID YOU KNOW?

. . . that by 1976, construction could get underway on the first off-shore nuclear power generating plant? Several eastern seaboard electric companies have been seriously considering such an undertaking.



Rufus Mier and Walter Wright, Lake Charles and Baton Rouge sales supervisors, recently took the Lake Charles and Baton Rouge area home builders to the Appliance Seminar in Louisville, Kentucky. The group, which departed from New Orleans, was feted with a banquet upon arrival at the General Electric Appliance Park in Louisville.

Cook-in Is Successful

The Beaumont District Home Service Department treated employees in the Main Office Building to a noon hour cook-in on their regularly scheduled lunch hour. Home Service Advisors Sue Kendall, Edith Jordan, Carolyn Boudreaux and Beth McLaughlin presented (7) programs designed for working girls and guys to make homemaking easier.

The advantages of the Micro-wave oven, frostless freezer, Corning Counter that Cooks, traffic appliances and G.S.U. employee benefits were presented to the group.

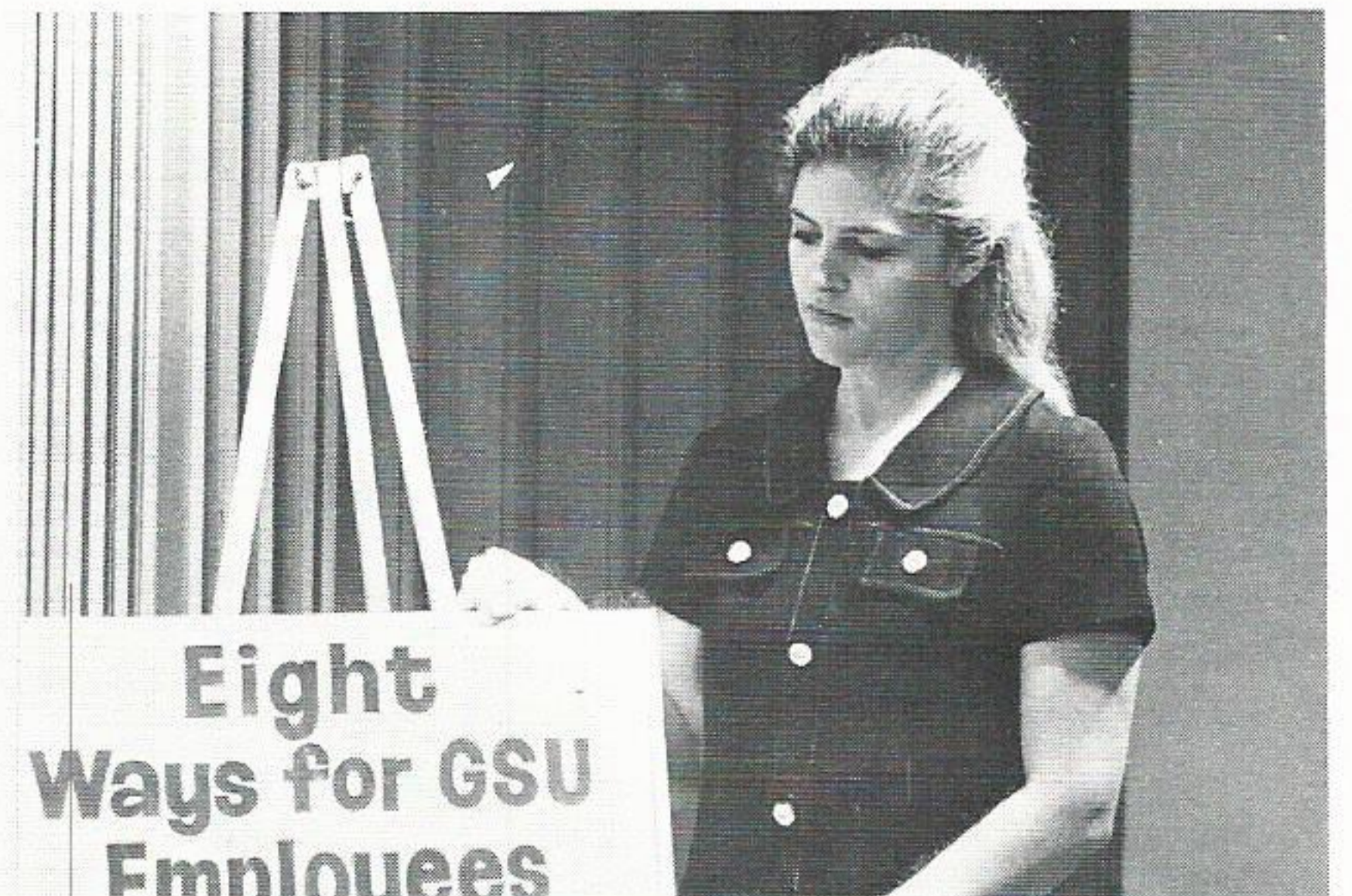
There were 240 employees who attended these sessions.



It was a big day in Huntsville, Tex. for employees when the new office building was officially dedicated. Frank Robinson, district superintendent, cut the ribbon, with Bill Richard, Western Division manager, left, and Vic Norvell, sales superintendent, right, holding up the ribbon. The Huntsville Chamber of Commerce also got involved, and an open house followed with souvenirs and refreshments for everybody.



Home Service Advisor Sue Kendall, right, and other members of the Beaumont Division Home Service Department, presented a series of "cook ins" for the employees of the main office. Some 240 employees signed up to attend the sessions, and the response overwhelmingly positive.



BATON ROUGE

Car Crashes Into Station

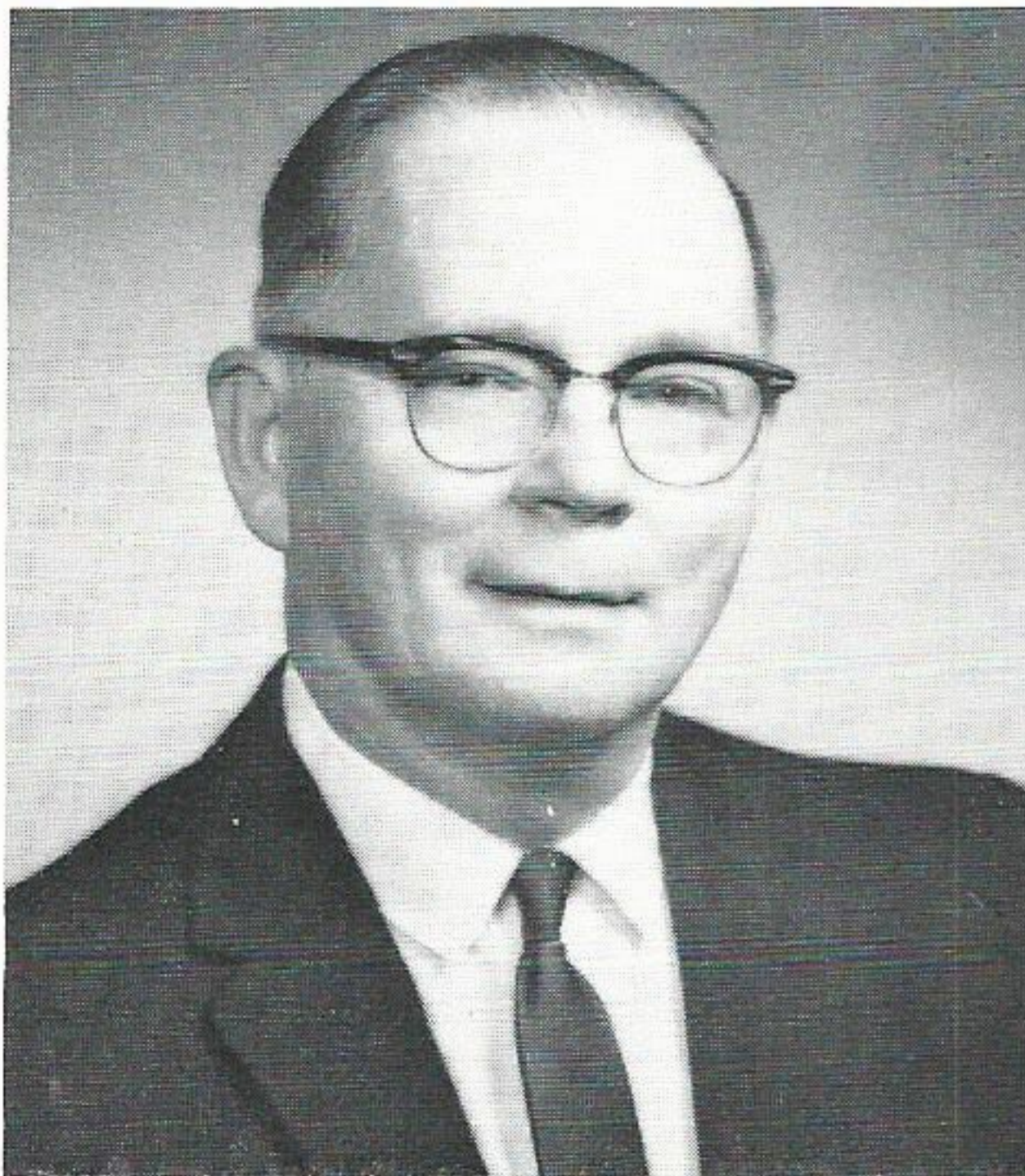
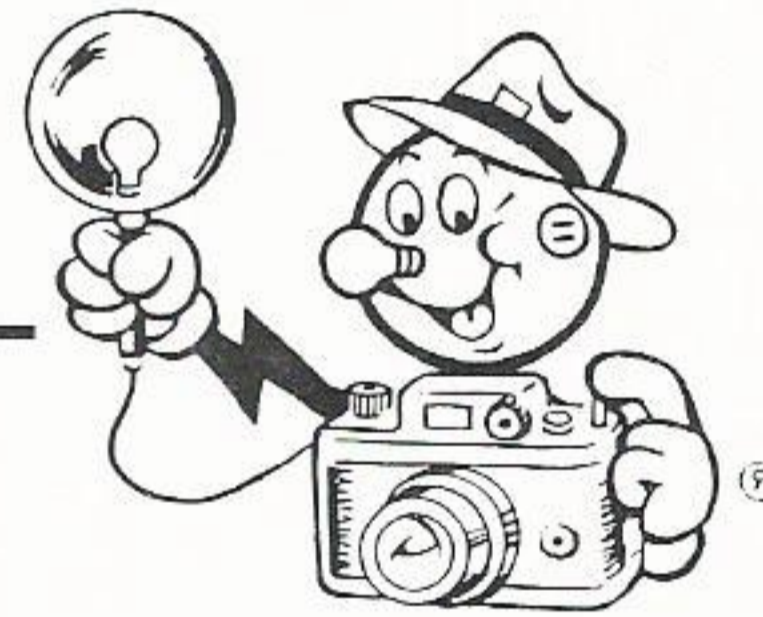
by MELANIE HIMA
Plain Talks Reporter

Saturday, Aug. 5, a 1955 Mercury traveling at an estimated speed of over 100 miles per hour, went out of control on the old Dixie Baker highway, jumped a two-foot wide ditch, cleared a 30-foot drive and landed in the company's Dixie Pipe Line Substation near Baton Rouge.

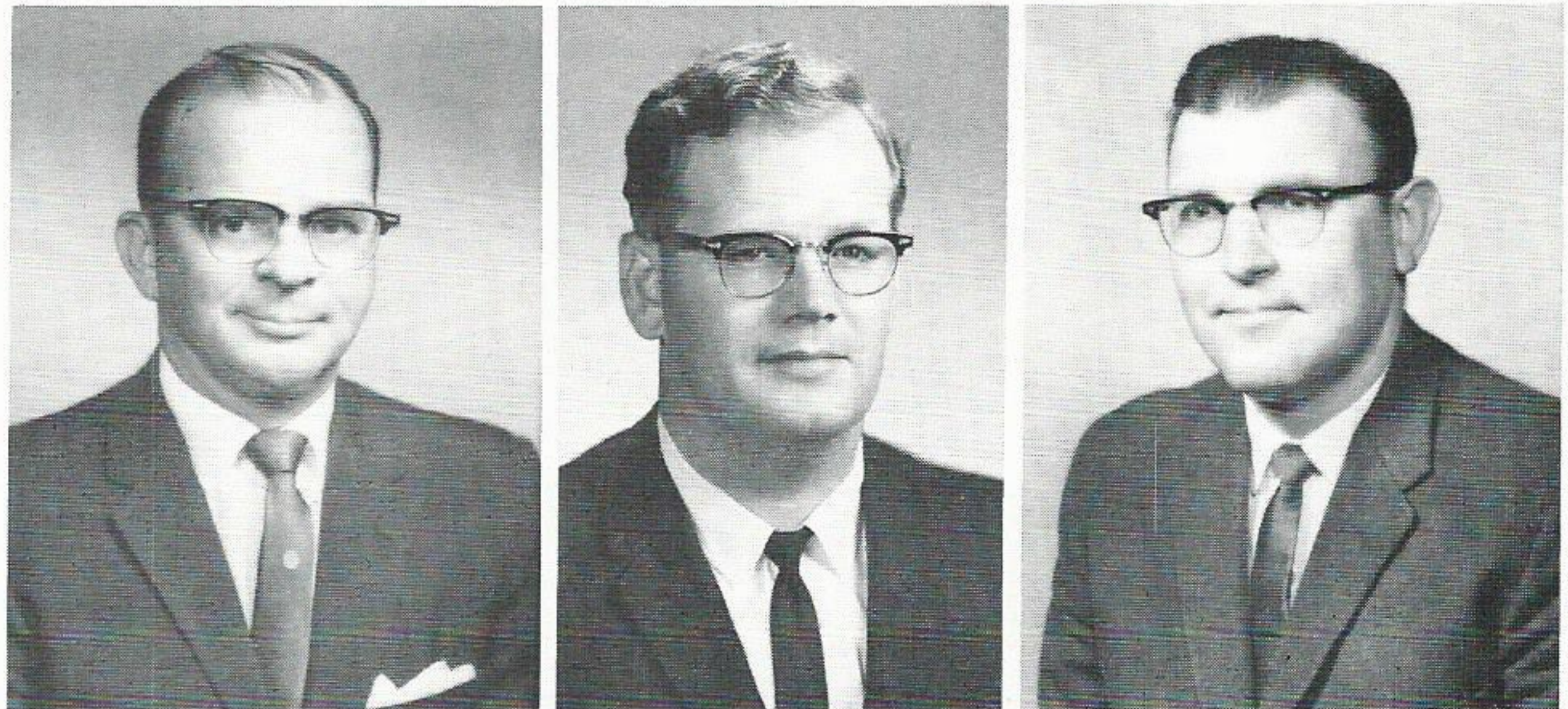
The car lodged in one of the HVS steel columns and stripped our chain link fence the full length on the highway side.

All switches and steel will have to be removed and replaced.

The car was extensively damaged, but miraculously, the two men in the car escaped with small cuts and bruises.

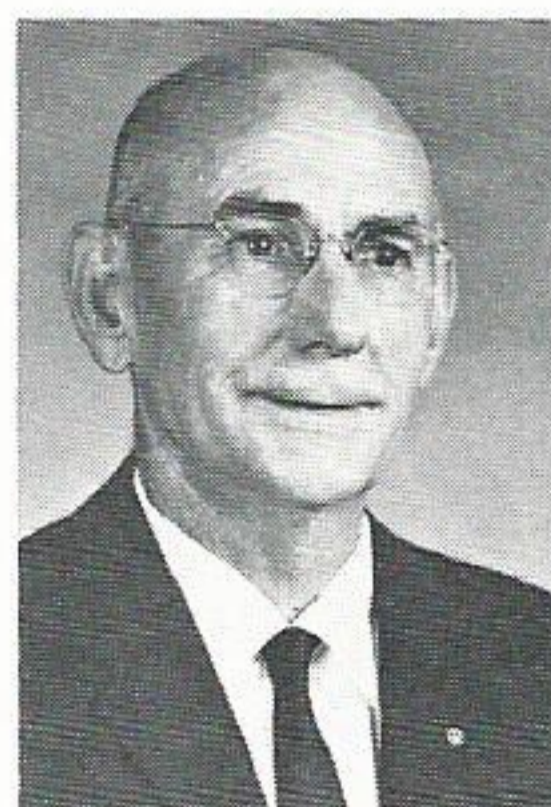


W. J. Sutton, consulting engineer for the company, has authored an article in the July issue of Transmission & Distribution magazine. Entitled "Carrier Tests Evaluate Losses on a 500-kv Line," the article points out that proposed couplings to the line should be changed for better power line carrier performance.



Three company men have been named to posts in the National Association of Accounting-Sabine Chapter. Bill Hurt, left, has been elected president of the chapter. John Scott, center, is Director of Memberships, and Hal Tierney will serve as secretary of the organization. The chapter is a professional organization of accountants in the Golden Triangle and takes in the Lake Charles-Sulphur area as well.

Retirements



Robert M. Stone

Robert M. Stone, T&D (Substation) in Conroe, retires Oct. 1 after 34 years of service.

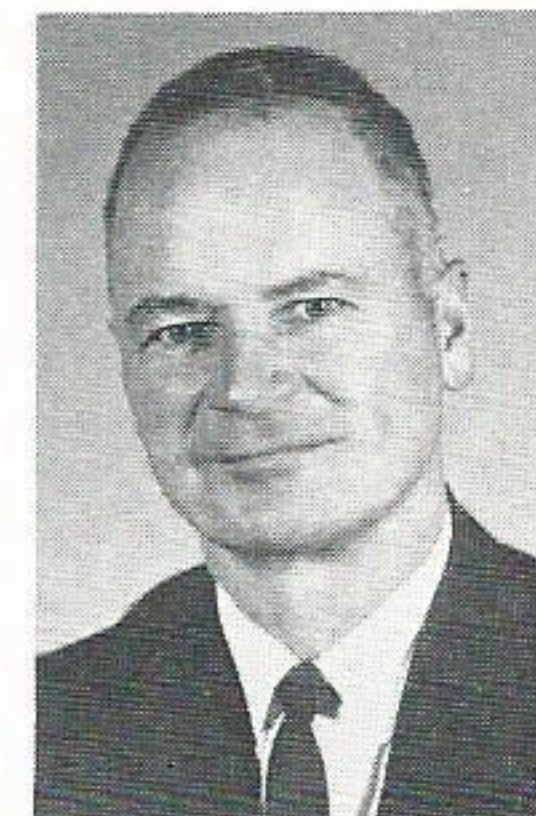
Hired in 1938 as an operator, Mr. Stone has spent his entire career in the Western Division.

A native of Grimes County, Texas, Mr. Stone is married to the former Imolee Shastid of Ft. Smith, Ark. The couple has one son, Robert D. Stone, who is a graduate of Blinn College.

Mr. Stone is a member of the Methodist Church and on the Board of Stewards. He is also a member of the Planter-ville Masonic Lodge Number 147.

Plans for retirement include hunting, fishing and relaxing.

His most memorable moment came when, on an off day, he had to hustle around during a power outage to find someone to patrol the line and find the trouble.



Ben R. Garrison

Ben R. Garrison, division accounting supervisor-Treasury Department in Baton Rouge concludes a 42-year career with the company Oct. 1.

Mr. Garrison, a Gilbert, La. native, joined the company in 1930, ARC Cash Posting. Over the years he progressed through various jobs and was named senior clerk in 1942 just prior to joining the U. S. Coast Guard. Following his war tour he returned to the company and was made general clerk. He was promoted to chief clerk in 1958.

He is married to the former Jessye Mae Lewis of Amite, La., and they have three children, Kathryn G. Scully, Ben R. Garrison, Jr., and Elizabeth Jane Garrison.

Mr. Garrison plans to spend his retirement fishing, hunting, playing golf and traveling.



Brent Powledge

Brent Powledge, storekeeper-Stores Accounting Department in Navasota, retires Oct. 1 after 35 years of service with the company.

Mr. Powledge, a native Bedias, Tex., was employed as a helper in Huntsville back in 1937. During his career he has worked at Navasota, Cleveland and Huntsville. He was promoted to storekeeper in 1966, and has remained in Navasota.

He is a three year veteran of the Navy Seabees, and is married to the former Ocie Cook of Huntsville. They have no children.

The Powledges are members of the Methodist Church.



People On The Move



James Rathcke

James A. Rathcke, former repairman at Louisiana Station in Baton Rouge, has been promoted to mechanical maintenance foreman.

Mr. Rathcke has been with the company since 1959. He has worked in various Louisiana Station mechanical maintenance positions.

A Baton Rouge native, Mr. Rathcke is married to the former Betty Jane Mackey of Tupelo, Miss. The couple has three children, Tina Marie, Terry Adam and Michael James. Mr. Rathcke is an Air Force veteran and attended LSU for two years.

The Rathckes are members of the Oakcrest Baptist Church of Baton Rouge.

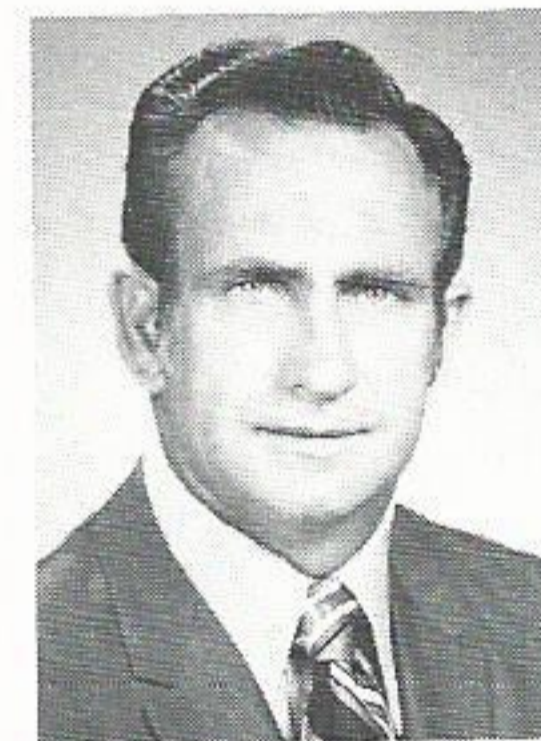


James Gremillion

James A. Gremillion, engineer in the T&D Engineering Department in Baton Rouge, has been transferred to Beaumont System Engineering Design Department, Technical Services.

A native of New Orleans, Mr. Gremillion is married to the former Kathleen Strickland of Baton Rouge. He is an electrical engineering graduate of LSU.

Mr. Gremillion is a veteran of the Air Force, having served as a Second Lieutenant in the Quartermaster Corps.



John Aime

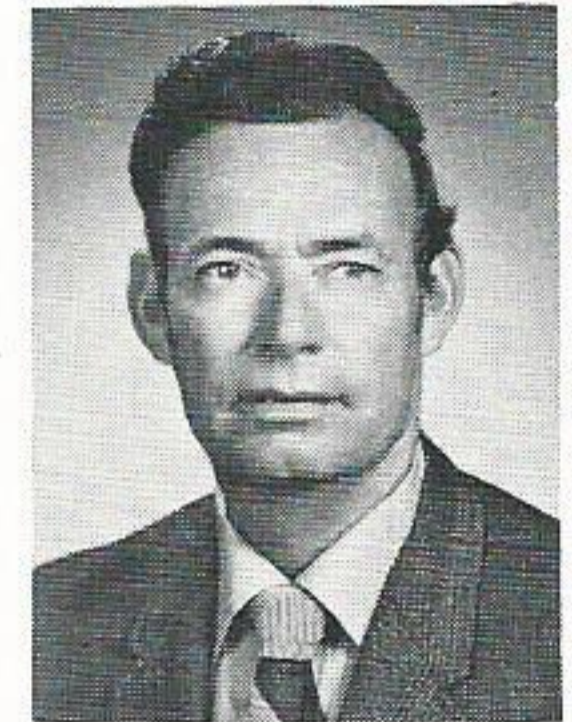
John G. Aime, Lineman in Baton Rouge, has been promoted to utility foreman effective Aug. 1.

Mr. Aime, a native of Sorrento, La., has been with the company since 1954. He has progressed through various classifications in the line and service departments, and was made lineman in November, 1971.

A paratrooper with the 82nd Airborne Division in the late 40s and early 50s, Mr. Aime is married to the former Lena Mae Messina of White Castle, La. The couple has four children, Ronald David, Joni Marie, Michael John and Morton Joseph.

Mr. Aime is active in civic and church affairs. He is a member of the Baker (La.) Electrical Board, Baker Volunteer Fire Department (Asst. Chief and past president), the Knights of Columbus, and works with the Boy Scouts as a committee member.

The Aimes are members of the St. Isadore Catholic Church.



N. J. Thibodeaux

Nathan J. Thibodeaux, lineman in Baton Rouge, has been promoted to utility foreman.

Mr. Thibodeaux is a 20-year veteran of the company having been employed in 1952. He worked in various line and Service department positions before this promotion.

Mr. Thibodeaux is a native of Eunice, La., and is a graduate of Eunice High School.



K. R. Bridgers

Kenneth R. Bridgers, equipment operator at Sabine Station, has been promoted to control operations foreman at the Bridge City plant.

Mr. Bridgers, a native of Shreveport, La., graduated from Beaumont High and is married to the former Leslye E. Hoffpauir of Beaumont. The couple has four children, Ricky, Airman 1st USAF, Debbie, Terry and Chris.

Mr. Bridgers joined the company in 1952 at Neches Station in Beaumont, and

worked in various operating positions before being transferred to Sabine Station.

The Bridgers' are members of St. Paul's United Methodist Church.

G. E. Anderson



George E. Anderson, mechanical maintenance foreman at Louisiana Station, has been transferred to the System Production Department in Baton Rouge and promoted to turbine maintenance technician.

Mr. Anderson, an employee since 1938, has spent his career at Louisiana Station progressing through various positions. He was promoted to mechanical maintenance foreman in 1959.

He is married to the former Audrie Barnes of McComb, Miss., and they have two children, Mrs. Ramon E. Ydarraga of Baton Rouge, and Mrs. John W. Lewis of Shreveport.

Mr. Anderson is a member of the Istrouma Lodge No. 414 F&AM. The Andersons belong to the Istrouma United Methodist Church.

Michael G. Wilson, administrative accountant, has been transferred from Budget, Financial and Regulatory Reports to Accounting Operations, System Treasury in Beaumont and promoted to Supervisor-System Billing.

Michael Wilson



Mr. Wilson has been with the company since 1966, and has held various positions in System Treasury Department.

A Port Neches native, he is married to the former Lynda Durr of Winnie, Tex. The couple has two sons, Mickey (6) and William (3).

Mr. Wilson is a graduate of Port Neches-Groves High School, and graduated in 1966 from Lamar University with B.B.A. in accounting.

Mr. Wilson is treasurer of the Live Wires Club, and is active in the YMCA where he serves on the Capital Improvements Committee.



William Haack

William Haack, Communications Foreman in System Engineering, has been promoted to Coordinator-Communication Services.

Employed as a communications serviceman in Beaumont in 1958, Mr. Haack was promoted to communications foreman in 1961.

Mr. Haack is a native of Gary, Ind., and attended high school in Christman, Ind. He attended Indiana University and Valparaiso Technical Institute in Valparaiso, Ind.

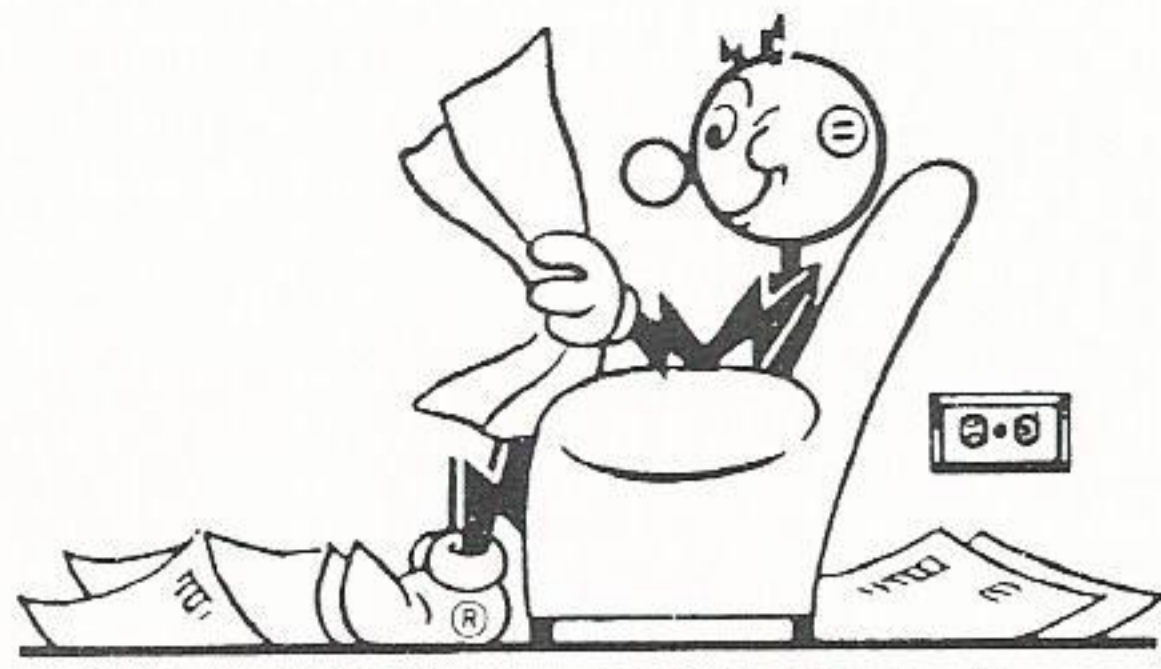
William A. Lee

William A. Lee II, engineer in Baton Rouge T&D Engineer Dept., has been transferred to Division Sales in Port Arthur as Industrial Engineer.

Mr. Lee, a native of DeQueen, Ark., joined the company in 1968 as industrial engineer in Division Sales-Baton Rouge, and was later transferred to T&D Engineering.

He is married to the former Linda Frame of Huttig, Ark. Mr. Lee attended the University of Arkansas and received a B.S. degree in Agricultural Engineering. The Lees have two children, Art (5) and Cindy Marie (3).

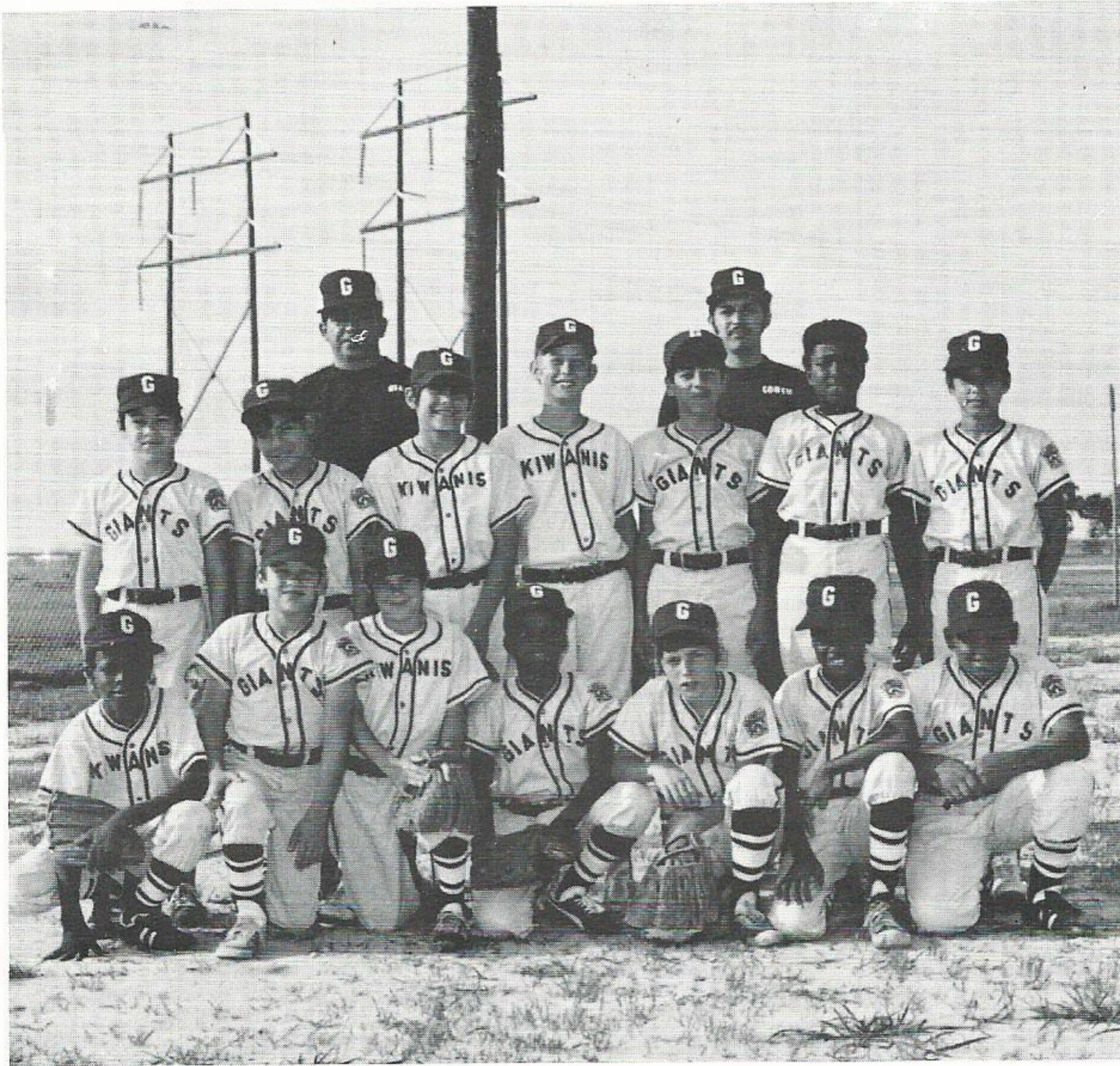
Mr. Lee is a member of the Baton Rouge Amateur Radio Club, and is a member of the Broadmoor Baptist Church.



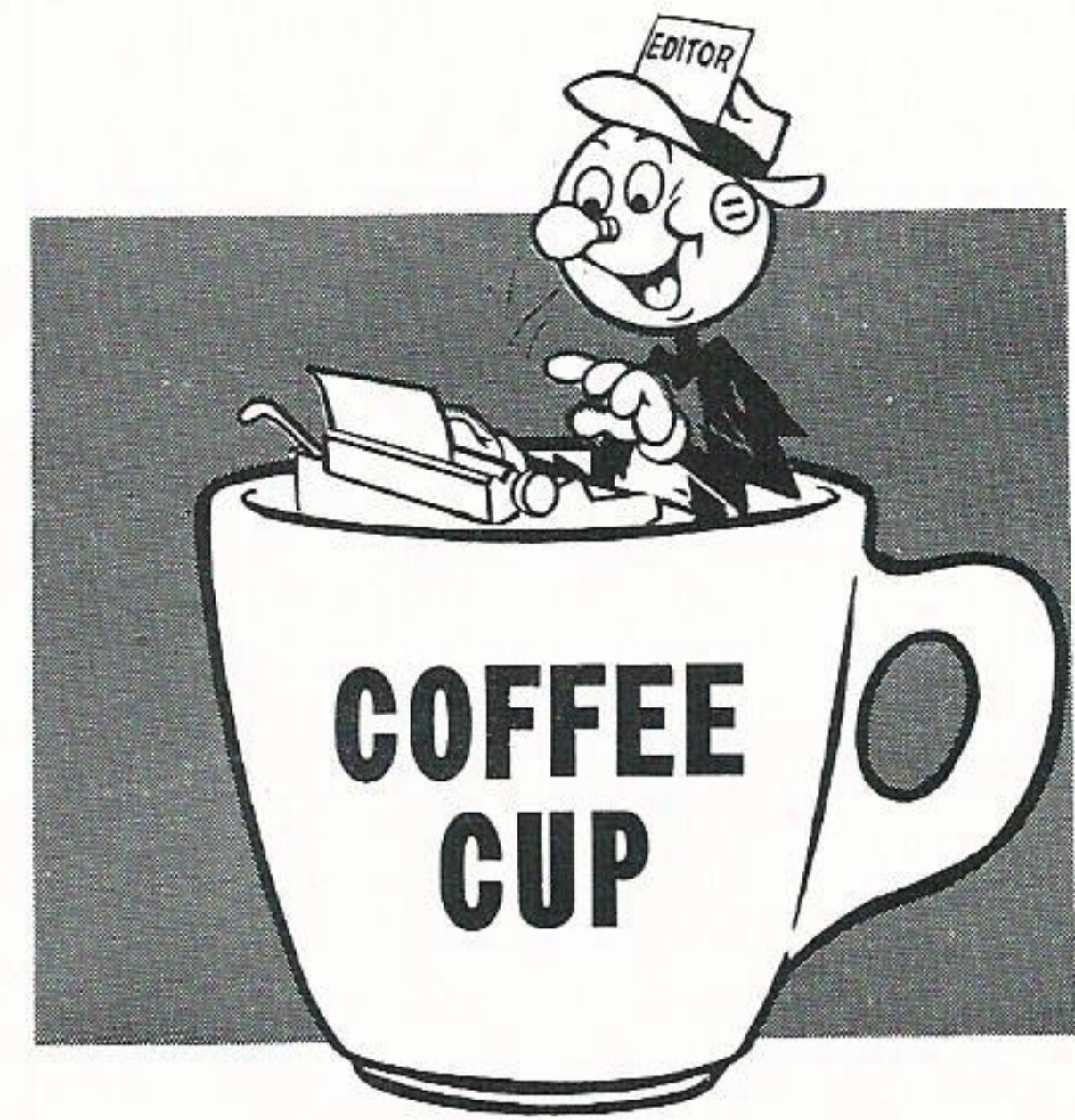
NEWS FROM —

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.

—Sabine Station—



Pictured here is the Port Arthur American Little League championship team coached by Arthur Cadena, equipment operator at Sabine Station. The Giants were sponsored by the Kiwanis Club. Members of the team are, left to right, first row: Anthony Thomas, Mike Trahan, Danny Prosperie, Donald Guidry, Mitchell Montondon, Ricky Nero and Darayl Guidry. Second row: Leonard Trahan, Arthur Hernandez, Russell Collazo, Jeffery Smith, Michael Perez, Derwin Pitre and Manuel Rioja. Behind the team is, left, Elias Hernandez, manager, and Coach Cadena. (from Kathleen Fuller)



COFFEE CUP

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.

BATON ROUGE: Henry Joyner, Margie Force (T&D), Fay Hebert (T&D), T. Boone Chaney (T&D), Melanie Hima (T&D), Charles L. Miller (T&D), Jack Gautreaux (T&D), Clyde Cannon (T&D), James W. Bello (T&D), Beverly Hull (Gas), Opal Temple (Acct.), Robert Graves (T&D).

BEAUMONT: Linda McSwain (S.C.), Bill Toups (S.C.), Barbara Lindsey, Ann Ogden, Edy Waltmon, Linda Marks.

CALVERT: Janis E. Wilganowski.

CLEVELAND: Pat Jones, Edd Mitchell.

CONROE: Frances Elliot.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billy Fortenberry.

HUNTSVILLE: Dewey Allbritton.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

LAKE CHARLES: Johnnie Harris (T&D), Pam Case.

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 Carpenter.

PORT ALLEN: Adele Vavasseur.

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

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxie Bell.

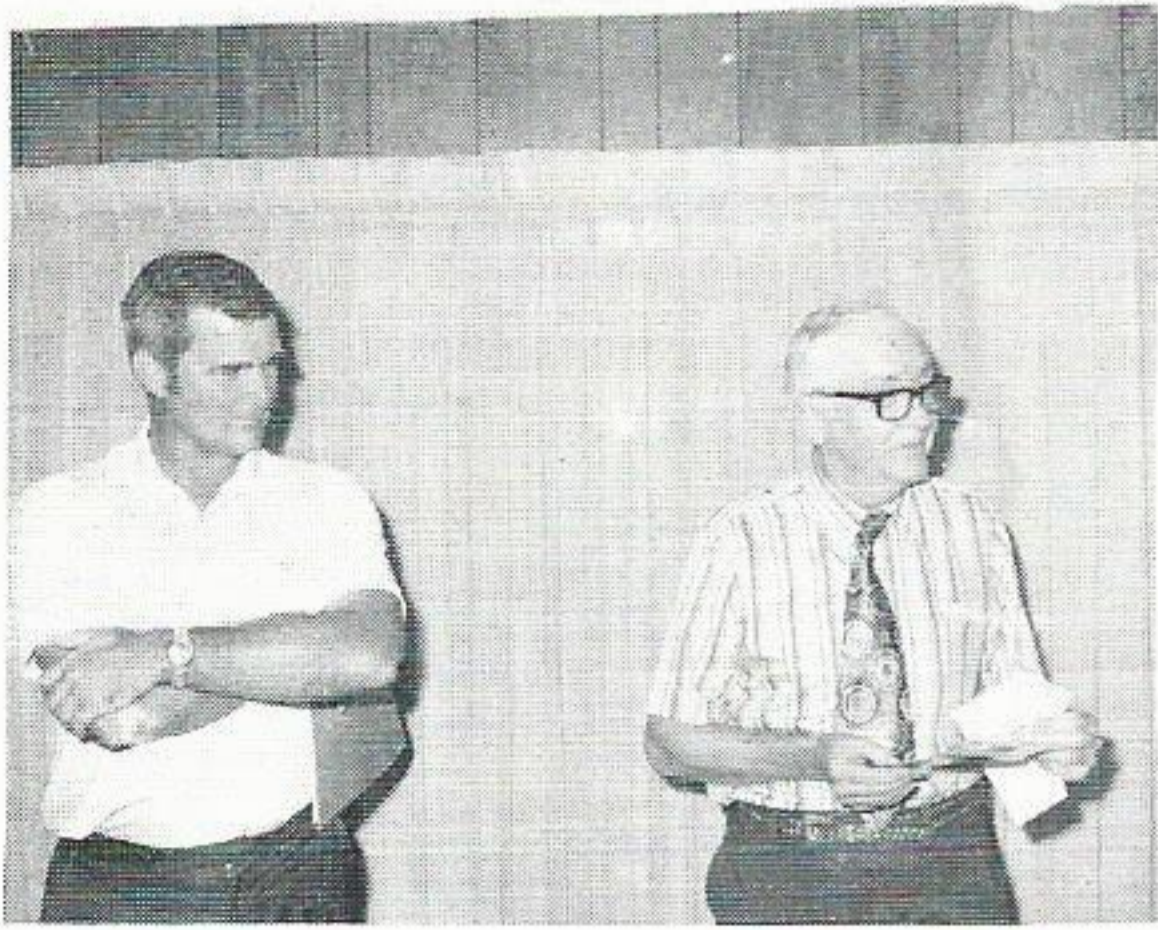
SULPHUR: Pearl Darbonne.

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.)



Ed Loggins, superintendent of Sabine Station, looks on as D. I. Norwood, right, admires a little "gift" given to him by all his friends at a retirement party. D. I. control operations foreman at Sabine Station, was also given a ten gallon hat and some spurs to take with him back to his ranch in Louisiana. (from Kathleen Fuller)

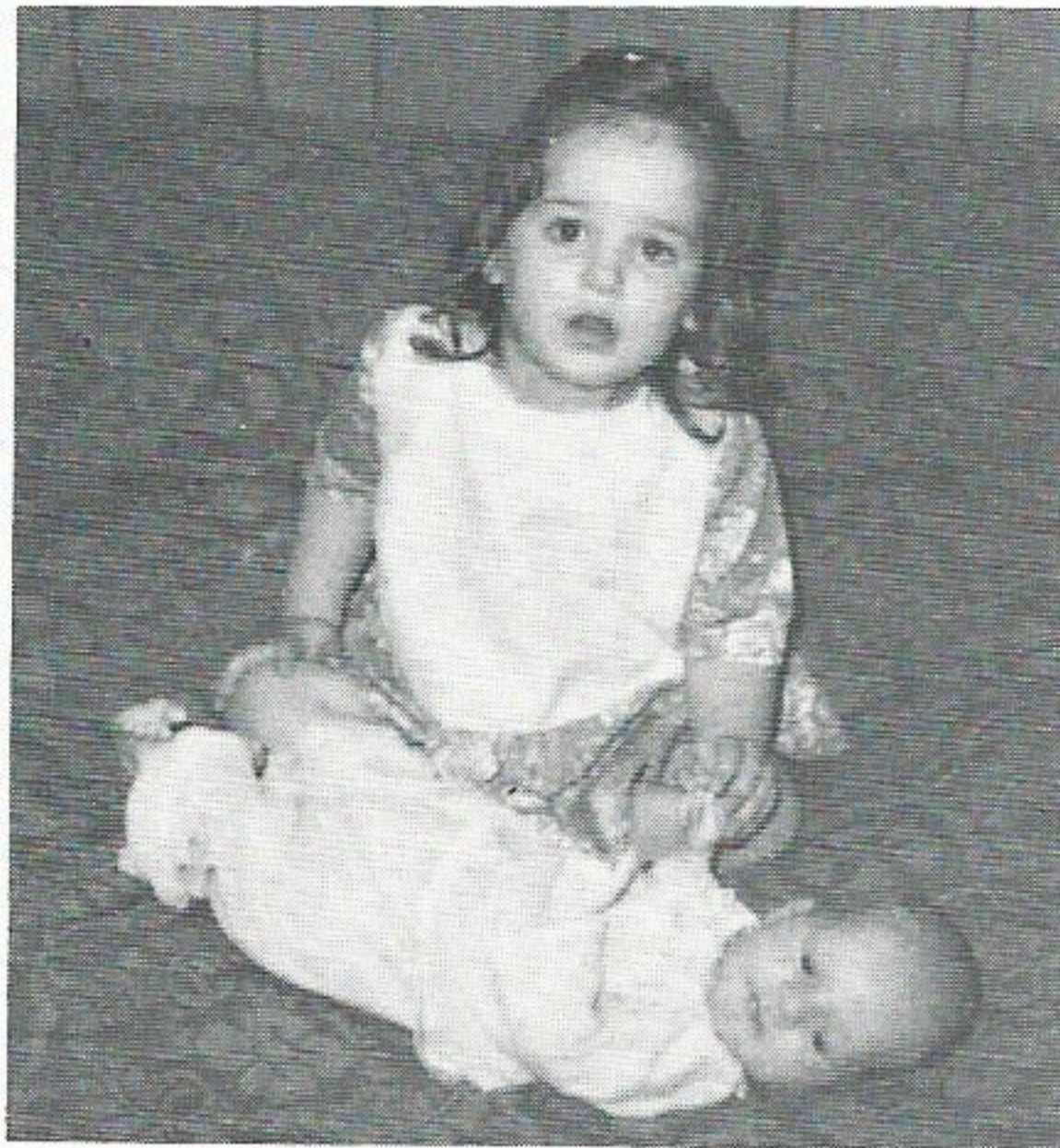
—Conroe—



Bunyan "Sparky" Sparks and his wife were the guests of honor recently when friends and former co-workers gathered to give the 35-year company veteran a retirement party in Conroe. He was presented with a billfold full of money, and Mrs. Sparks was given a beautiful artificial arrangement for the home. (from Frances Elliot)

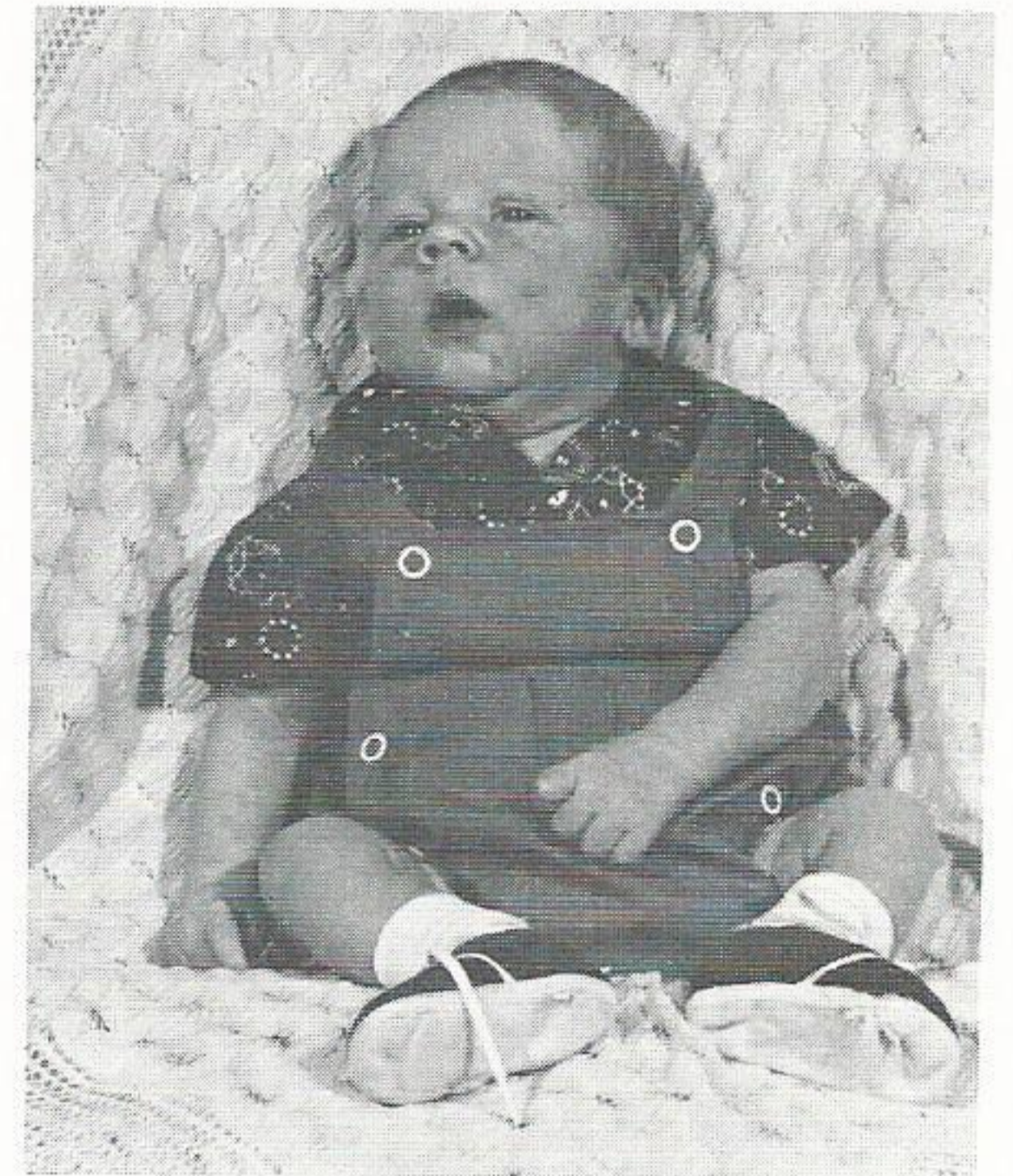
Patsy Thibodeaux, daughter of Nathan J. Thibodeaux (T&D Baton Rouge), captured three honors in her junior class at Central High School. Patsy won the Shorthand I award, the Hone Ec III award and the Scholastic award. Congratulations Patsy. (from T. Boone Chaney)

Nelson Station



Terrance Marie Bryant, 2-year-old daughter of Sonny and Carol Ann Bryant of Lake Charles, keeps close watch over her baby sister, Christine (a little over one month old when picture was taken). Sonny Bryant is an electrician first class at Nelson Station. (from Martha Caldwell)

—Lafayette—



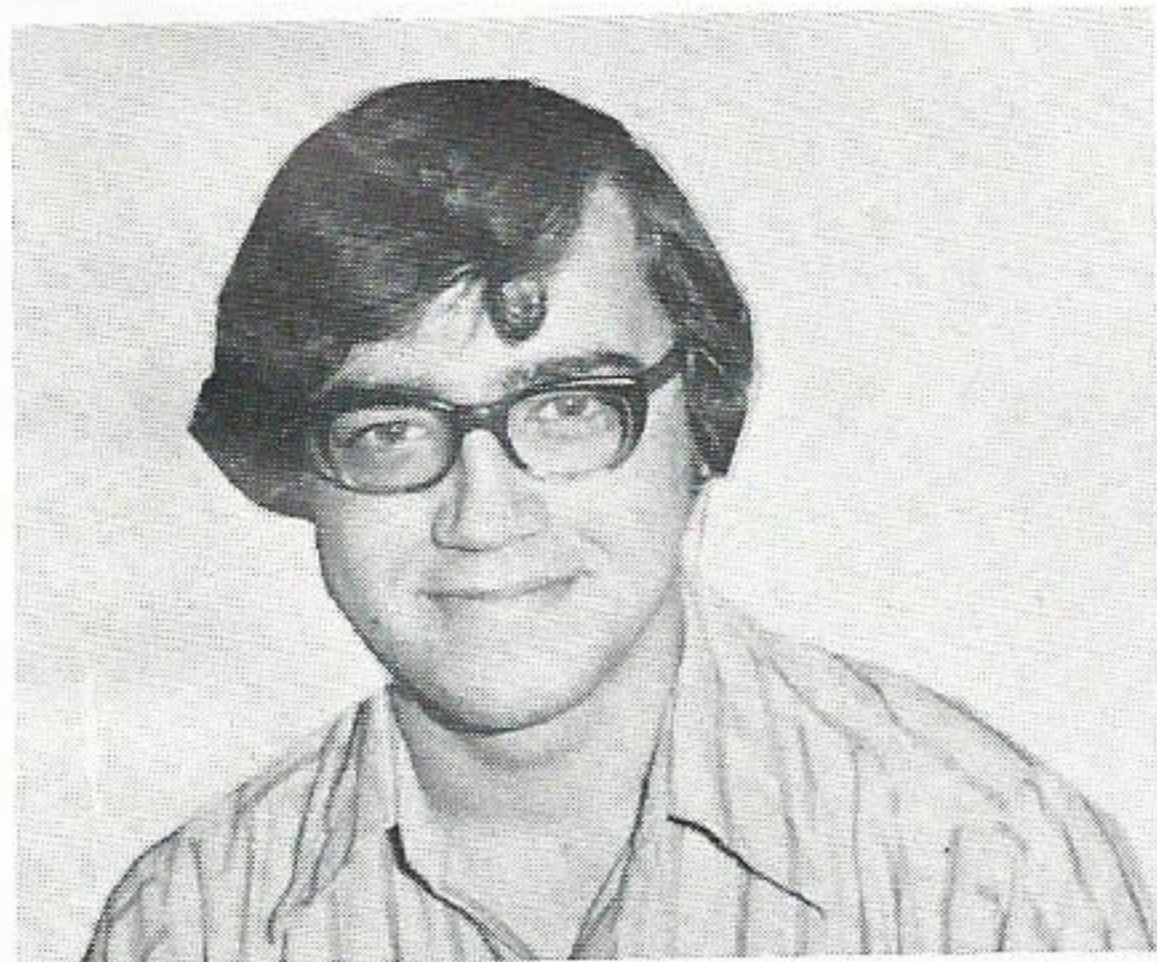
"I couldn't care less about the whole thing," says this unconcerned dude. This little one is John Brant Lamm, grandson of J. W. Lamm, superintendent of Lafayette District. His maternal grandfather is Mayor Ernie Broussard of Esterwood. (from Bobbie Denais)

—Louisiana Station—

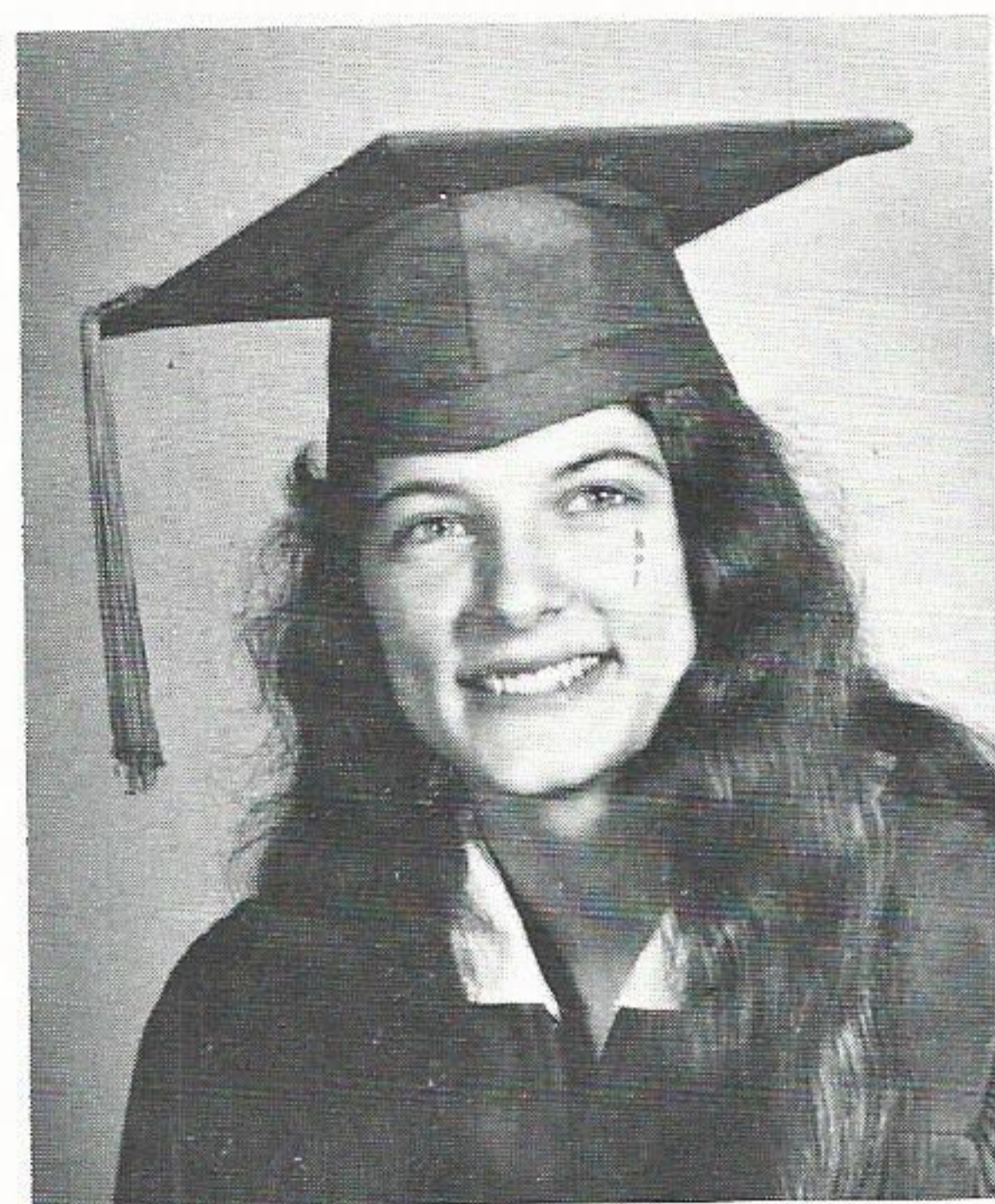


Mr. and Mrs. Clement Schwab have just returned from a European tour in which they visited five countries. Mr. Schwab retired in 1965 as a master mechanic at Louisiana Station. Countries on their agenda were Norway, Sweden, Denmark, Germany and the Netherlands. (from Leslie Jeansonne)

Baton Rouge

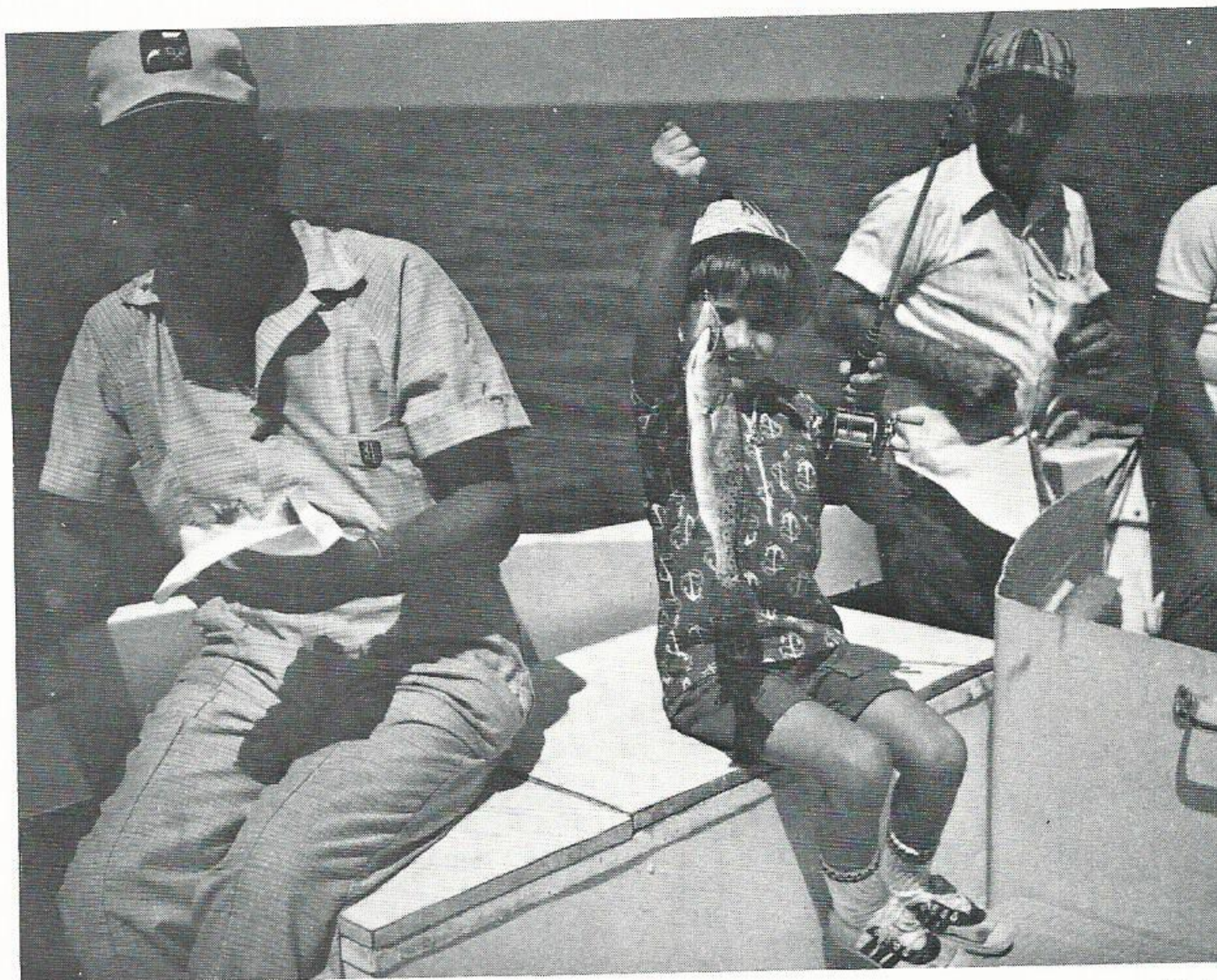


Wayne Parent, son of Ferris Parent (Louisiana Station), is one of a select few of high school senior in the state now attending LSU on the Advanced Summer Studies Program. Wayne has maintained a perfect 4.0 average, and has received many honors as an Istrouma High School student. (from Leslie Jeansonne)



Naomi Claire Guerin, daughter of Mr. and Mrs. Isidore Guerin, Jr., received her diploma from Livonia High School in May. Miss Guerin ranked third in her class and was Mistress of Ceremonies at the graduation exercise. She has received many honors. Two of her top honors were maintaining the highest average in Math over a four year period, and the highest average in English. Her father is labor foreman in Maringouin, La. (from J. W. Bello)

Ben R. Rimes, helper in the Baton Rouge Substation Department was married to Cheryl Gordon in April. Cheryl is the daughter of William Gordon, Line Department foreman in Baton Rouge. (from Melanie Hima)



Substation foremen in Baton Rouge recently enjoyed a fishing excursion to Grand Isle. E. J. Sanches and M. C. McCormick look on as M. C. junior proudly displays his first speckled trout. The men gathered at F. E. Doughty's camp that night for a fish fry and harmonica playing. (from Melanie Hima)



Janie Levert became the bride of Karl Lemmon at St. Alphonsus Church in Baton Rouge in May. Mr. and Mrs. Philip Levert are parents of the bride. Mr. Levert is a sub-station foreman. Janie is a former employee in the Baton Rouge Accounting Department and will be remembered as the former Betty LeBlanc. (from Opal Temple)

Sympathy to retired employee R. E. "Dude" Compton (retired line foreman) upon the loss of his brother who resided in Colorado Springs, Texas. (from Bobbie Denais)

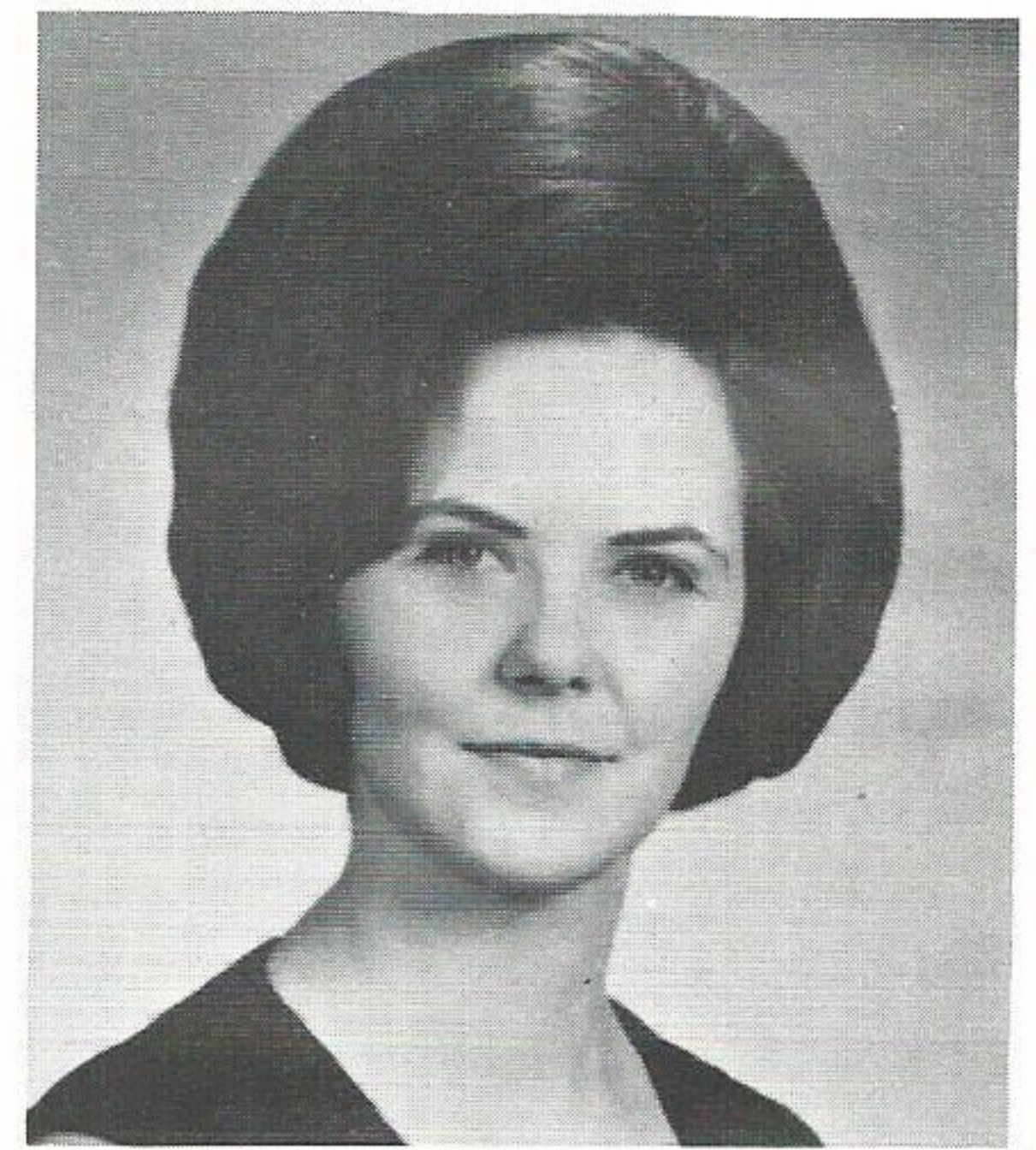


Bernard L. Campo, III, son of Mr. and Mrs. Ben Campo of Baton Rouge, is shown with his bride Anita. The newlyweds spent their honeymoon in Guadalajara, Mexico before setting up house in Walker, La. The father of the groom is Building Maintenance supervisor in Baton Rouge. (from Opal Temple)

Beaumont



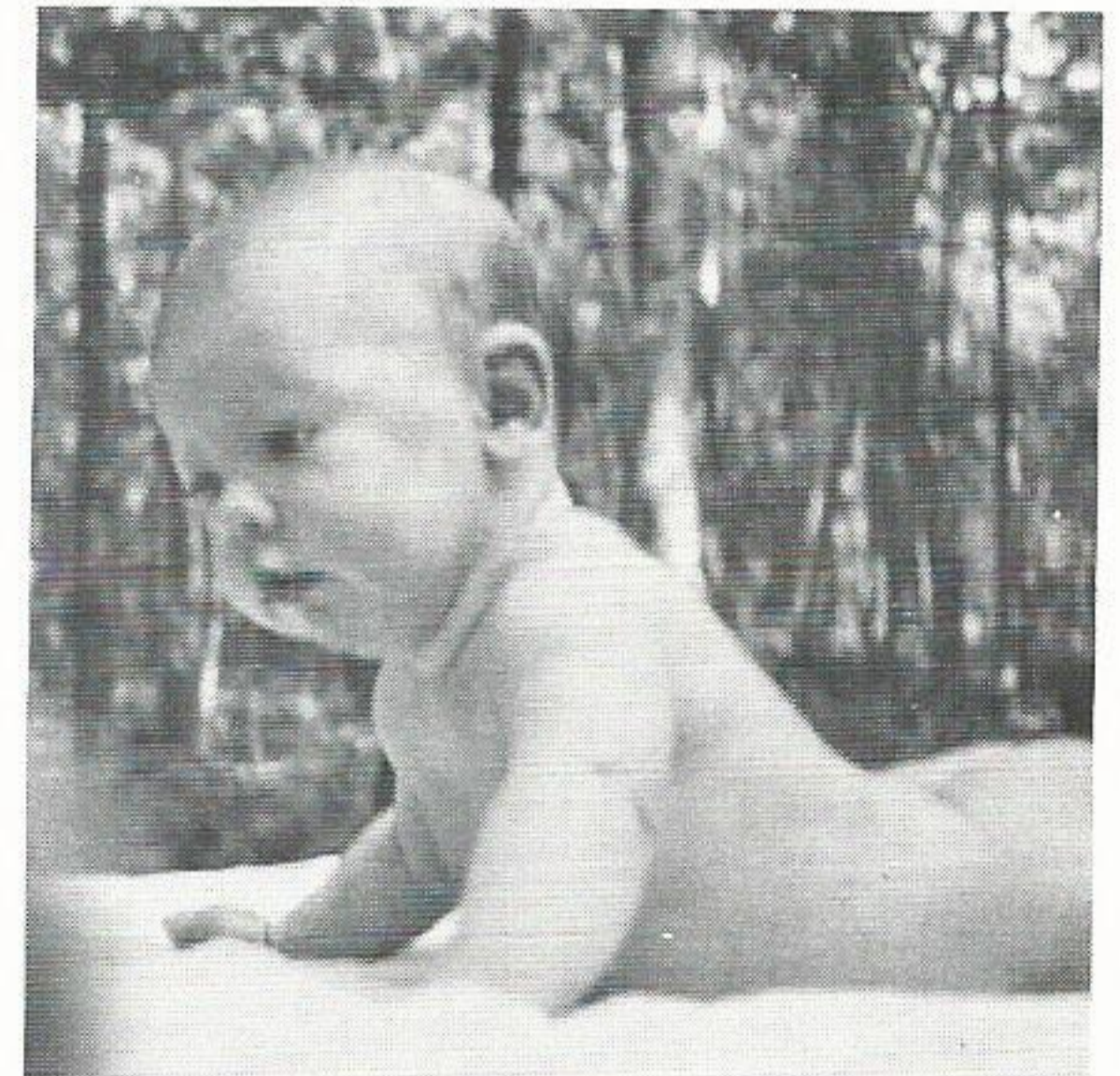
Johnnie Nickson, front seated, was given a going away party by her friends and co-workers in Beaumont Division Treasury. Johnnie is going back to school. Gathered 'round are, left to right, Virginia Collins, Brenda Shuff, Phyllis Lancon, Marita Slevin, R. T. Green, Beth Davis, Darlene Patterson, Betty Baker, DeWillia Boone and Donna Ray. (from **The Editor**)



Judy Ann Hammond, daughter of Gladys Hammond, executive secretary in Beaumont, has graduated from Lamar University with a B.S. degree in communications (journalism). Judy is now setting her sights on a career in journalism with a newspaper or in public relations. (from **The Editor**)



"If mommy can do it then so can I," claims three-year-old Layne Wilson. Mom (Flo Wilson, Advertising & Public Relations Department) came up with this nice Red Snapper on a recent fishing trip, and Layne (though he didn't catch anything) had a good time trying from the beach. (from **The Editor**)



Three month old Jenny Ami O'Keefe knows how to beat the hot summer heat of July. Here she poses in the "all-together" somewhere in the Ivanhoe woods near Beaumont. She is the daughter of Marjorie and Emile Matherne. (from **Emile Matherne**)

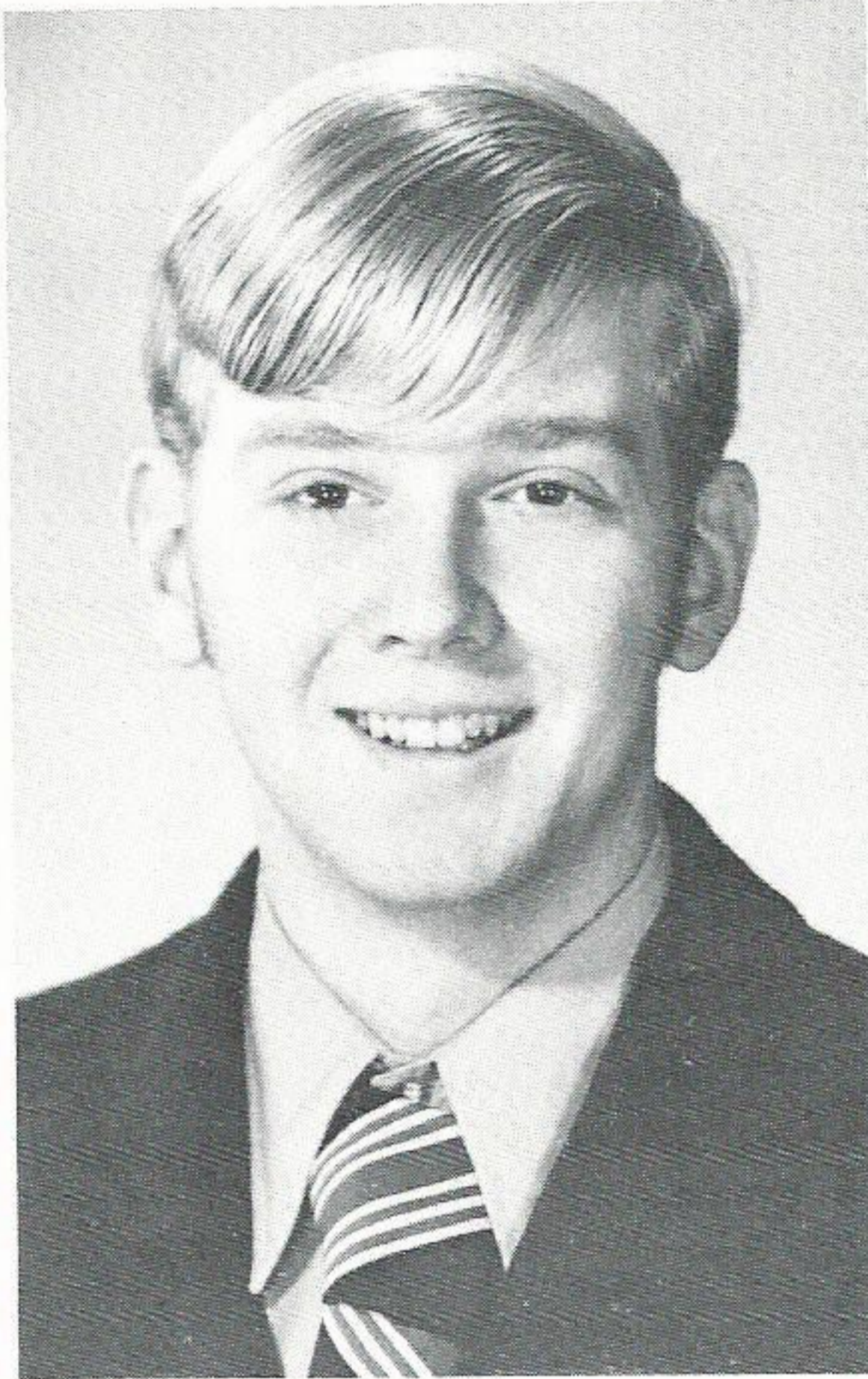
Jim Harper, public relations representative in Beaumont, receives a gift from his friends and co-workers at a going away party held for him. Jim is moving to Houston. Looking on are, from left, Flo Wilson (presenting the gift), Jim Turner, Mildred Tribble, Mary Schlicher, and Loraine Blackwell. (from **The Editor**)



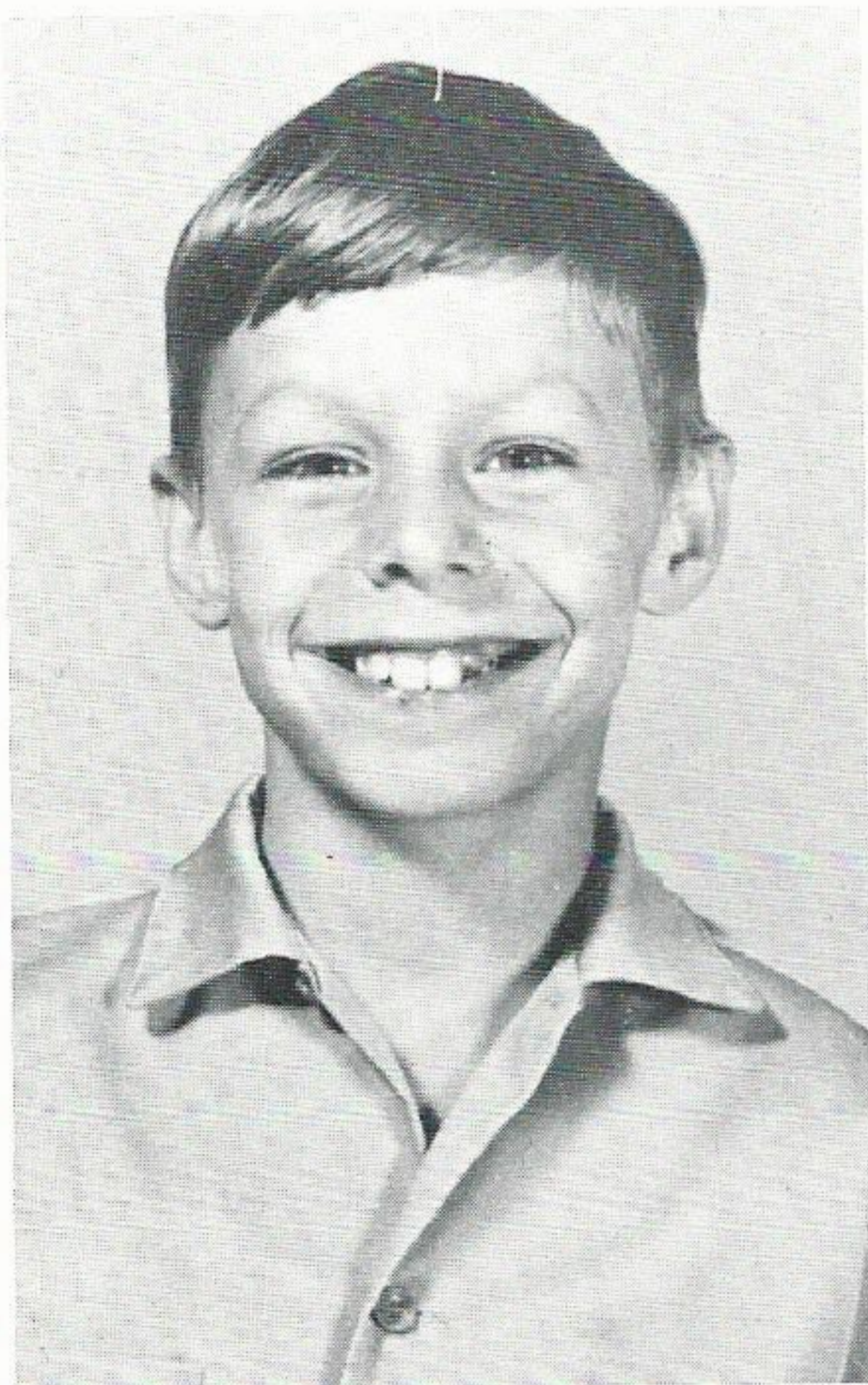
Lake Charles



Scott Raymond, son of Mr. and Mrs. LeRoy Raymond, is a Navy Personnelman stationed at San Diego aboard the USS Constellation, an aircraft carrier. The Constellation is in drydock now, but is scheduled to sail for Vietnam waters later this year. Scott's mother, Anna, is a departmental clerk in Lake Charles. (from Pam Case)



Duane Callahan, son of Mr. and Mrs. Charles Callahan (supervisor-Credit & Collection Lake Charles), has been named Who's Who Among High School Students, and is eligible for one of 10 \$1,000 scholarships. Duane is a 1972 graduate of Sulphur High School. Only two percent of the nation's high school students are selected for Who's Who. (from Pam Case)



Greg Mier, 12-year-old son of Rufus Mier (Sales supervisor in Lake Charles), was chosen to the Lake Charles Little League All-Stars. Greg is the first baseman for the team. (from Pam Case)



Lenora F. Saunier, clerk in Customer Accounting in Lake Charles, was given a going away shower by her friends and co-workers. Lenora was married July 28, and will be living in Groves, Tex. Looking on are Theda Allison and Tommie Constance. (from Pam Case)

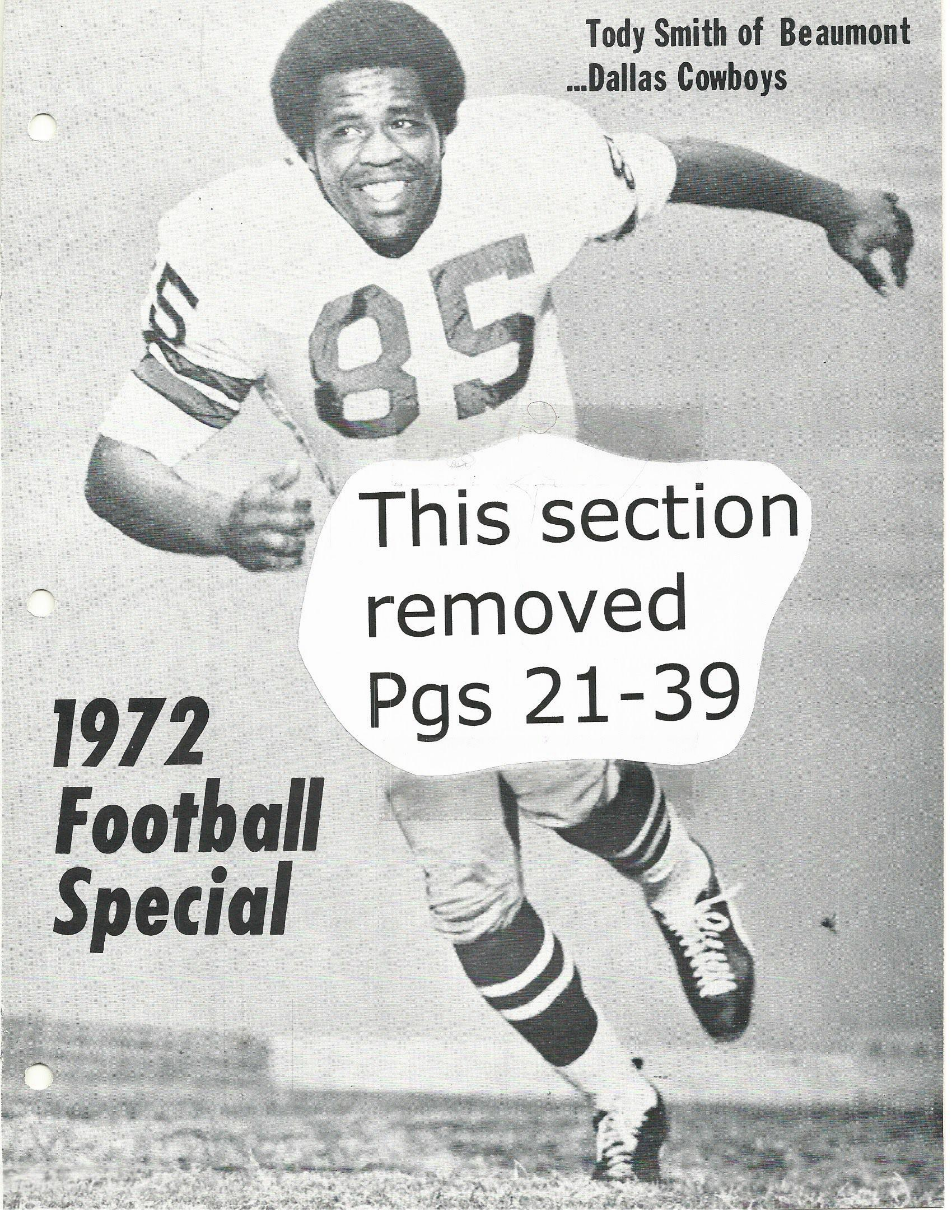
Port Arthur



E. J. Badeaux, collector in the Port Arthur Division, recently took his family on vacation up north. One of their stops was the Chicago Zoo. Son Troy (with hand in Lion's mouth), Danny and Cindy had a lot of fun posing with the statue. The Badeauxs visited Indiana, Michigan and Illinois, and toured a nuclear power plant under construction on Lake Michigan. (from Sue Williams)



Claude Pierce, left, Port Arthur bank official, presents the Horticulture Sweepstakes Tray to Nelda Rae Allen, wife of Louis P. Allen (T&D) Port Arthur. Mrs. Allen received the award for the second straight time for her blue ribbon winning ability in floral arrangements. She is currently president of the Floral Garden Club of Nederland. (from Loraine Dunham)



Tody Smith of Beaumont
...Dallas Cowboys

This section
removed
Pgs 21-39

1972
Football
Special



**Welcome
Aboard!**

SYSTEM DEPARTMENTS

Information & Data Services

Cannon, Audrey A., Beaumont, Dept Clerk - Records - Mail Room

System Treasury

Osborne, Linda S., Beaumont, Clerk-Gen Acctg (Order Proc)

BEAUMONT DIVISION

Distribution

Helms, Larry D., Beaumont, Laborer I - (Line)

Favors, Larry D., Dayton, Helper - T&D Dept (Line)

Treasury

Fain, Lee H., Woodville, Meter Reader

Cheshire, Robert E., Jr., Silsbee, Meter Reader

PORT ARTHUR DIVISION

Treasury

Chance, Darryl, L., Port Arthur, Meter Reader

WESTERN

Production

Lockey, Robert J., Conroe, Equipment Oper - Lewis Creek Sta

Distribution

Heath, Myrl D., Conroe, Engr Helper - T&D (Engr)

BATON ROUGE DIVISION

Distribution

Maloney, James L., Baton Rouge, Relayman 3/C

Treasury

Souter, Burdette M., Clinton, Local Office Clerk

LAKE CHARLES DIVISION

Distribution

Bernard, Michael W., Lake Charles, Helper-T&D Dept (Line)

Frank, Kathie L., Lake Charles, Dept Clerk - T&D Dept (Engr)

PART TIME AND/OR TEMPORARY EMPLOYEES

Mason, Michael E., Beaumont, Engr Helper - Sys Eng Des (Dftg)

Krabbe, Marsha A., Beaumont, Analyst Asst - Rates & Deprec

Mosley, Mary A., Madisonville, Local Office Clerk

MANAGEMENT EMPLOYEES

McLaughlin, James A., Beaumont, Engineer - Sys Prod

Richards, Lonnie D., Beaumont, Student Engr (Co-op)-Sys Prod

Delahoussaye, Joseph J., Beaumont, Admin Acct - Sys Treas

Higginbotham, Carroll W., Beaumont, Engineer - T&D (Engr)

Scales, Floyd E., Beaumont, Student Engr (Co-op)-T&D (Engr)

Newman, Harold W., Jr., Lake Charles, Engineer - T&D (Engr)

For The Sweet Tooth



Baton Rouge's newest Home Service Advisor, Ann Allison, joined Gulf States in May, 1971, and presently works in her home town of Zachary, as well as Gonzales and Baton Rouge.

Ann is a 1968 graduate of Louisiana State University where she majored in Home Economics. And she lists sewing among her spare time activities.

She and her husband Wayne, a local teacher and coach, make their home in Zachary, along with two other members of the family - - a poodle and a chihuahua.

Ann has a very pronounced sweet-tooth, which is evidenced in her selection of this month's recipes - - all desserts.

Sour Cream Pound Cake

1 cup butter or margarine
2 3/4 cups sugar
6 eggs
1 cup sour cream
1/4 tsp. soda
1/2 tsp. salt
3 cups flour
1 tsp. vanilla (or 1/2 tsp. orange or lemon peel)

Preheat oven to 350 degrees. Cream softened butter and sugar. Add eggs one at a time and beat thoroughly after each addition. Sift dry ingredients together and add to creamed mixture alternately with sour cream. Add vanilla. Pour into greased and floured tube or bundt pan. Bake at 350 degrees for 1 hour. Cool about 5 minutes before removing to cooling rack.

Peach Ice Cream

1 cup sugar
2 cups milk
4 cups whipping cream
6 ripe peaches, mashed and sweetened with 1/2 cup sugar
1/2 tsp. almond extract

Dissolve sugar in milk. Add other ingredients and blend thoroughly. Freeze until firm in electric ice cream freezer. Allow ice cream to ripen 1 or 2 hours.

Hershey Bar Cake

Eight 5/8 oz. Hershey bars (plain)
1 cup butter or margarine
2 cups sugar
4 eggs
2 tsps. vanilla
1/2 tsp. soda
1 cup buttermilk
1/4 tsp. salt
2 1/2 cups sifted cake flour
1 cup pecans, chopped

Melt Hersheys in saucepan using lowest heat position. Cream butter and sugar thoroughly. Add eggs, one at a time, beating well after each addition. Add vanilla. Dissolve soda in buttermilk. Sift salt and flour together, add dry ingredients alternately with milk to creamed mixture. Stir in nuts. Pour into greased and floured tube or bundt pan. Bake at 350 degrees for 1 hour.

Cracker Pie

16 saltines
3 egg whites
1/4 tsp. cream of tartar
3/4 cup sugar
1 tsp. vanilla
1 cup chopped pecans
1 cup whipping cream
2 Tbsps. pineapple preserves

Crumb crackers and mix with nuts and vanilla. Beat egg whites until stiff. Gradually add sugar and cream of tartar to egg whites. Fold into cracker and nut mixture. Pour into lightly greased 8-inch pie plate. Bake electrically at 350 degrees for 30 minutes. Let cool. For topping beat whipping cream until stiff and fold in preserves. Spread on pie for topping. Serves 8

Chocolate Chip Coconut Bars

1/2 cup shortening
1/2 cup sugar
1/2 cup brown sugar, packed
1 egg
1 tsp. vanilla
2 Tbsps. water
1 cup sifted flour
1 1/4 tsps. baking powder
1/4 tsp. salt
1/2 cup flaked coconut
One 6-oz. pkg. semi sweet chocolate pieces
1/2 cup chopped nuts

Cream the shortening and sugars. Add egg and mix well. Blend in water and vanilla. Sift together flour, baking powder, salt, and mix well with mixture. Blend in coconut, chocolate pieces, and nuts. Press into a greased 7 x 11 x 1 1/2 wide or 9-inch cake pan. Bake at 350 degrees for 30 minutes. Cool. Cut into bars. Yield: 28 bars, 1 1/2 inch square.

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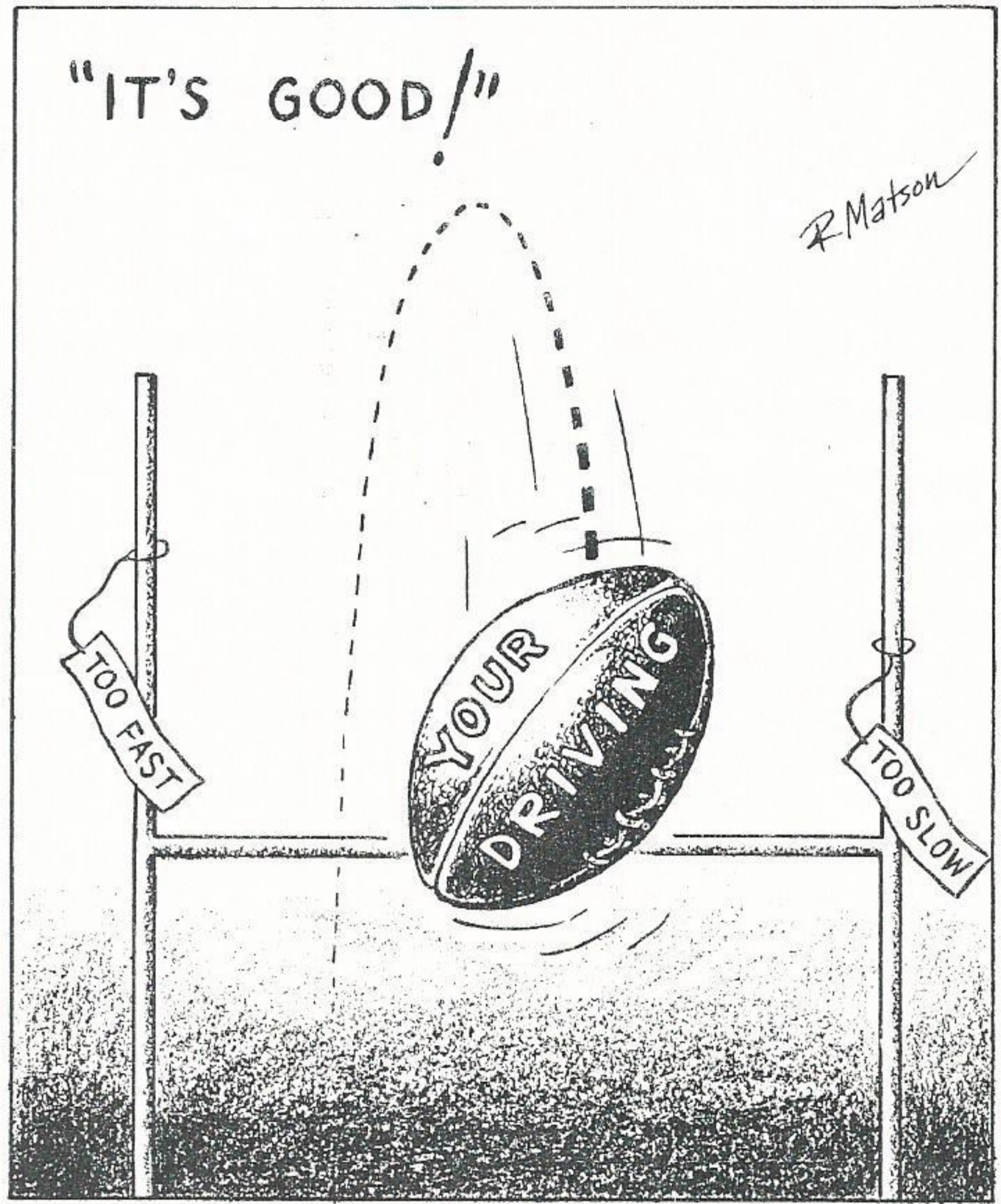
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