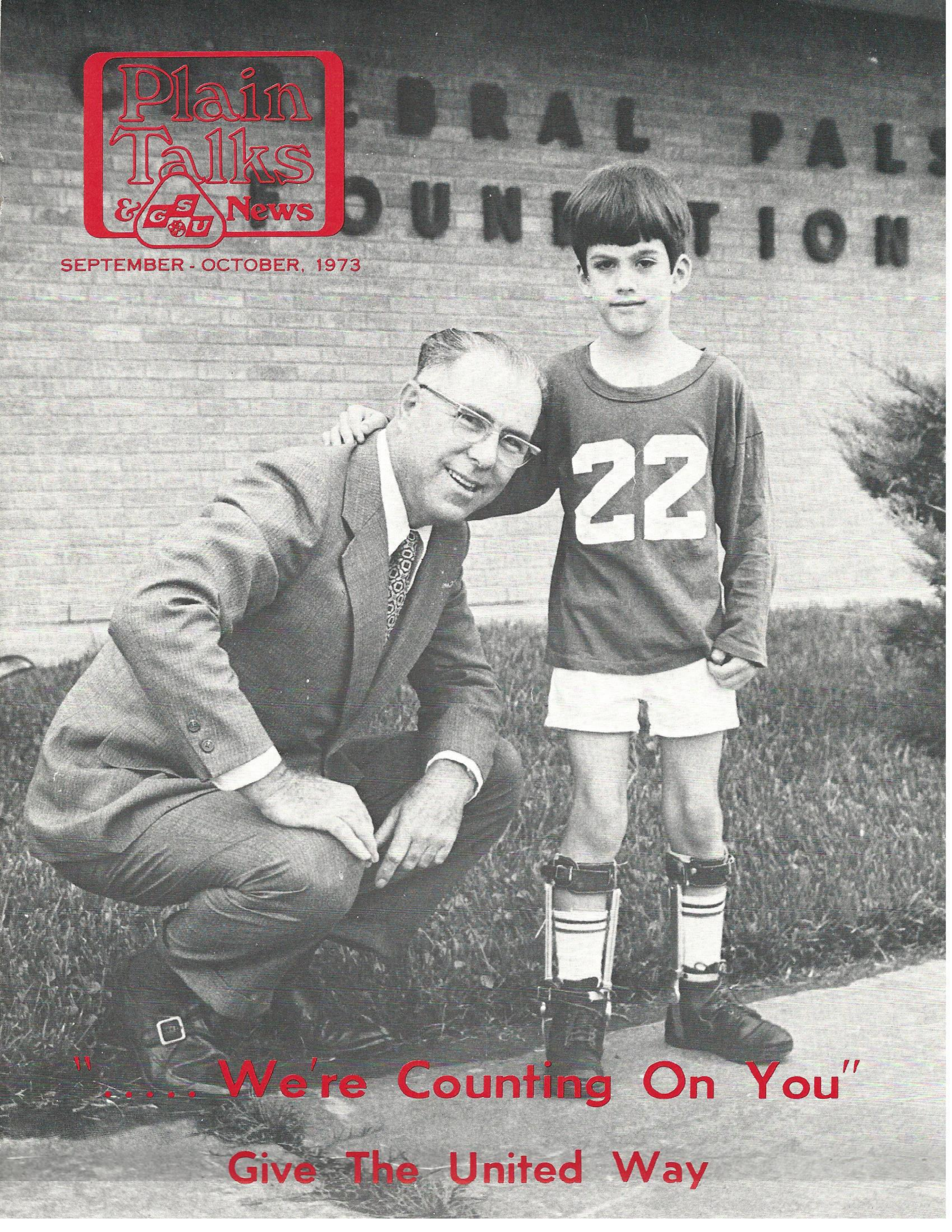


Plain Talks & News

SEPTEMBER - OCTOBER, 1973



"..... We're Counting On You"
Give The United Way

As you know, the 1974 United Way campaigns are now well in progress. This annual effort is dedicated to adequately financing the operating deficits of charitable health, welfare and youth service agencies. The primary goal is one of unselfishness and good will: to aid the troubled, the sick, the homeless, the hungry, the youngster needing supervision and attention.

I sincerely hope that every employee will share the United Way so that the less fortunate among us will enjoy better lives.

SHARE THE UNITED WAY

Lloyd R. Smith

Chairman, Beaumont and
North Jefferson County
United Appeals, 1974



Volume 51

Number 7

September - October, 1973

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CONCERNED ABOUT AIR POLLUTION			
% SERIOUS	% MINOR	% NO PROBLEM	% BLAMES GSU
35	44	18	2
CONCERNED ABOUT WATER POLLUTION			
53	26	19	1

John Q., p. 2

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Frank Jones, Contributing Editor, Baton Rouge



The Cover:

This months' cover features two people very much involved with the 1974 United Way campaign. Company Board Chairman Floyd Smith is shown with eight-year old John Nelson, who has been a patient of Beaumont's Cerebral Palsy Foundation since May, 1966. Mr. Smith is chairman of this years' Beaumont and North Jefferson County United Appeals drive. Thanks to the dedicated efforts of volunteer workers in the once-for-all campaigns, children like John are helped in learning to walk without crutches. John, the son of Mr. and Mrs. William G. Nelson of Beaumont, attends All Saints Episcopal School and his grandmother is Mrs. Sibbie Ristoff, a 1965 retiree of the Company.

John Q. And You

(Opinion Survey Find Strengths, Weaknesses
in Public Attitudes Toward Us)

Recently, through the Public Relations Department, a team of professional opinion surveyors sampled a cross section of our customers to see how Gulf States graded out in a number of key areas, such as service, rates and citizenship. Jim Turner, Director of Public Relations, arranged for the survey as part of the long-range public information program known as "Project 80". Every member of the GSU team should be interested in the result; hence this interview with Mr. Turner by Plain Talks.

Q. I guess the obvious leading question is why do we conduct these surveys?

A. Essentially, the survey results serve as a guideline for the Company's public relations program. We need to know where we are strong and where we need to place more emphasis. The results also serve as a bench mark to measure our progress as we go down the road.

Q. When was the survey made?

A. During April. The time was established because we and the four other utilities in Louisiana were conducting surveys at this time and this decreased the cost. The timing was good from the standpoint of Texas customer views on the rate increase but probably not for our Louisiana customers interviewed, since the increase in Louisiana had just occurred and few were aware of the increase.

Q. What are the most serious problem areas revealed by the survey?

A. Overall, the results were very favorable. By far the most critical finding is the high level

	COST OF ELECTRICITY HERE (GSU)		
	<u>%-FAVORABLE</u>	<u>%-CRITICAL</u>	<u>%-NO OPINION</u>
SYSTEM	50	44	6
LOUISIANA	54	39	7
TEXAS	45	49	6

of criticism about the cost of service among our Texas customers. The awareness level was higher in Texas, probably because the rate increase had been in effect for some time and there had been considerable publicity generated in the news media in Texas through our negotiations with each city's governing body. Our customers, especially those in Texas, are less favorable about the cost of electricity than customers of the four other Louisiana electric utilities, by 50% to 55%, and criticism of cost by our customers has increased from about 31% in 1970 to 44% today. Clearly, we have a job of performing, servicewise, and informing, in every way possible, to reduce this high level of criticism.

We can take some small satisfaction from the fact that while criticism of the cost of electricity has increased about 5% since 1970, the national increase has been 10%.

Q. Where did the survey find us strong?

A. As I said earlier, most finding this year are excellent. Our customers rarely blame us for air or water pollution, and employees are very favorably regarded. We are recognized for our civic and community affairs efforts.

Q. What about public attitudes toward the fuel situation and nuclear power?

A. We found that while only a few (14%) think there is now a shortage of power, many (38%) think there is a shortage of natural gas and the majority expect shortages of both electricity and gas in the next five or ten years. With this level of awareness, it is not surprising that there is very limited (13%) opposition to the construction and operation of nuclear power plants. Those favoring nuclear plants refer to the need for a dependable supply of electricity as well as the fact that nuclear power would not deplete supplies of fossil fuels and would not cause pollution. Those few who oppose nuclear power do so primarily because of fear of radiation or an atomic explosion. It is gratifying to report that throughout Louisiana, opposition to the construction of nuclear plants has decreased from 18% to 10% since 1970.

Q. What does the survey reveal about government ownership of the electric power industry?

A. There's good news there, too. In the 1970 state-wide poll, 53% preferred investor-ownership to government ownership, while this survey shows 77% prefer us to federal, state or municipal ownership.

Q. What do people think about our efforts to keep them informed?

A. Glad you asked that. About 70% say we should encourage the use of our service through advertising and a whopping 93% think we should use advertising to inform our customers on such subjects as the fuel situation, the need for rate increases, wise use of electricity and nuclear power. To us, this is a clear mandate to step up our public information programs on all fronts, and this we are doing.

Q. Is there a correlation between what people think of us if those people are acquainted with Gulf States?

A. Absolutely. The more people are personally acquainted with us the more they favor Gulf

States. However, over the years, fewer and fewer people are personally acquainted with employees, because of increasing urbanization, lower customer-employee ratios and more efficient use of employees in certain operations. This means we need to do a more effective communications job through admittedly less effective tools. Nothing is better than personal contact.

In summary, most survey findings are satisfactory. The three principal areas of concern — rates, service and handling of complaints — need our individual and corporate attention.

<u>CONCERNED ABOUT AIR POLLUTION</u>			
<u>%-SERIOUS</u>	<u>%-MINOR</u>	<u>%-NO PROBLEM</u>	<u>%-BLAMESGSU</u>
35	44	18	2
<u>CONCERNED ABOUT WATER POLLUTION</u>			
53	26	10	1

<u>FAVOR ADVERTISING</u>		
	<u>%-FOR</u>	<u>%-AGAINST</u>
ELECTRIC HEATING	69	22
ELECTRIC APPLIANCES	70	22
COMPANY/CONSUMER INFO	93	4

A Matter Of Fraud

A pencil . . . pen . . . spool of wire . . . or even \$5 borrowed from the cash drawer with good intentions of repayment next payday—true, these are all small items to a company. Small items until they have to be replaced with frequency, and then they become major headaches in terms of dollars and cents.

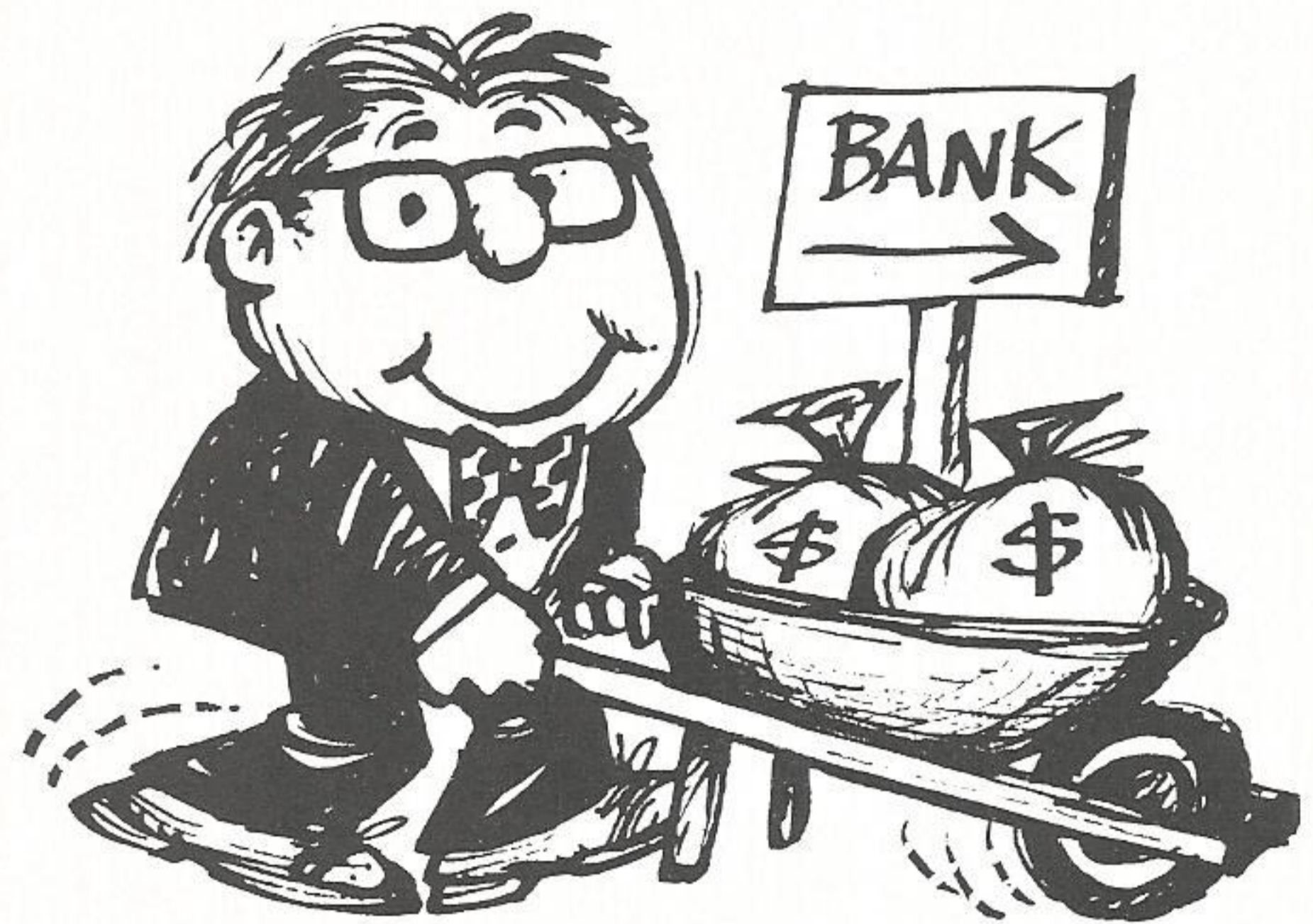
Every year our nation's businesses lose millions of dollars in the form of stolen office materials. This is an issue of morals, ethics, and just plain honesty. Even though it is almost impossible to determine the exact amount of loss, a company's auditor, in making periodic checks of the books, can easily uncover discrepancies or excesses in company spending. The auditor is not a law enforcer; he only reports what the books tell him. It is then the responsibility of the company treasurer to find the reasons for the discrepancies.

It seems almost to be human nature for people to exhibit a fascination for seemingly inexpensive items found around their office. How many of us have gone home after work, only to find a pen or pencil in our pocket that we honestly forgot to leave at the office. One might dutifully return the item the next day, while another might not, rationalizing with the thought that "nobody will ever miss it."

Agreed, it would be relatively simple to confiscate an expensive item from an employer, since the taking of this item would probably not present too much of a problem. But thankfully, this is not most employees' motive. They realize that the embarrassment, loss of job, salary, reputation and even friends is no price to pay for a wrong deed.

Maybe convenience is a factor. Some might feel that it is much easier to take home a sack of nails from their job at the lumber yard than to buy them at the hardware store. And why spend 19¢ for a ball-point pen at the discount store when a free one is available at arm's reach.

The reasons for not doing the above are obvious. But it all boils down to the simple fact that employees of a company are considered to be responsible adults, and the word "responsible" does not imply taking something that is not rightfully theirs. A simple rule to follow if the temptation arises, and it just might save a lot of embarrassment, or worse.



Every year, companies lose millions of dollars in the form of office supplies, equipment and money.



Any employee reprimanded or fired due to an act of corporate fraud will have to live with his mistake in the future.

GSU NEWS



The date was August 9, and the occasion was most enjoyable and special: a Company-sponsored \$1,000 scholarship presentation. Company Director of Public Relations Jim Turner is shown presenting the scholarship to Sylvia Bacon, a spring graduate of Newton High School and winner of our "Name Your New Electric Neighbor" contest. Sylvia's entry of Blue Hills Station became the official name on March 15 of our proposed Texas nuclear power plant, and she plans on using the scholarship at the University of Texas.

NOTICE

Members of the Trusteed Retirement Plan for Employees of Gulf States Utilities Company

In compliance with recently revised regulations of the United States Department of Labor pertaining to the Welfare and Pension Plan Disclosure Act, your Company has recently filed with that department a Benefit Plan Description Form D-1 Supplement (Form D 1-S) and an Annual Report (Form D-2). These reports contained extensive reference to our booklet entitled "Trusteed Retirement Plan," that explains pertinent details of the plan. Members have been furnished a personal copy of this booklet outlining the terms of the Plan and are encouraged to review this booklet to fully understand the details of your retirement plan. Employees may also examine copies of the plan description and the latest annual report as filed with the Department of Labor during normal business hours in Room 219 of the Company's main office building, 285 Liberty Avenue, Beaumont, Texas. If you are unable to visit the main office, a copy of the plan description and a summary of the latest annual report or answers to any questions that you may have about the plan may be obtained by writing to the Administrator-Payroll at the above address.

Employee's Children Attend Workshop

by Kathleen Peters
Port Arthur Home Service Advisor

The Port Arthur Home Service Department held a summer workshop for employee's children the week of July 23-27. A limited number of YMCA youths were also invited.

The objective in holding the workshop was to give the children of our employees a better understanding of the Company for which their parents work. Also to make the youths aware of the complexity of producing electricity and why we are converting to nuclear power. They gained information on how to use electricity wisely.

The youths were divided into two groups with the 8 to 11 year-old group attending Monday, Wednesday and Friday from 10:00 a.m. to 12 noon each day. The 12 to 16 year-old group attended Tuesday, Wednesday, and Thursday from 10:00 a.m. to 12 noon.

The first day for each group included basic cooking information, nutrition, courtesy at the table, table setting, small appliance information,

and clean up. The youths were then broken up into small groups and assigned a meal to plan according to what they had learned, complete with table setting.

Wednesday the entire group went to Sabine Station with the help of several cars provided by mothers. At the power plant Ed Loggins introduced the guides and gave a briefing of what they would see. After the tour, Bill Lee showed a film "A is for Atom" on nuclear power, and talked of the two planned nuclear power plants for Gulf States.

The last day included a lighting demonstration, some basic money saving ideas and information on outdoor cooking equipment. The youths were then divided into groups to cook a picnic lunch including home made ice cream, and hot dogs on the electric grill. A total of 45 youths attended the sessions and all seemed to enjoy the three days.



Kathleen Peters (left), Port Arthur home service advisor, gave an electric grill demonstration as a part of the workshop.



Some of those attending the workshop were (l. to r.) Kathy Stelly, daughter of Jim Stelly; Sue Williams, home service advisor; Pamela Sue Williams, daughter of Sue Williams and Donald Narcisse, son of Paul Narcisse.

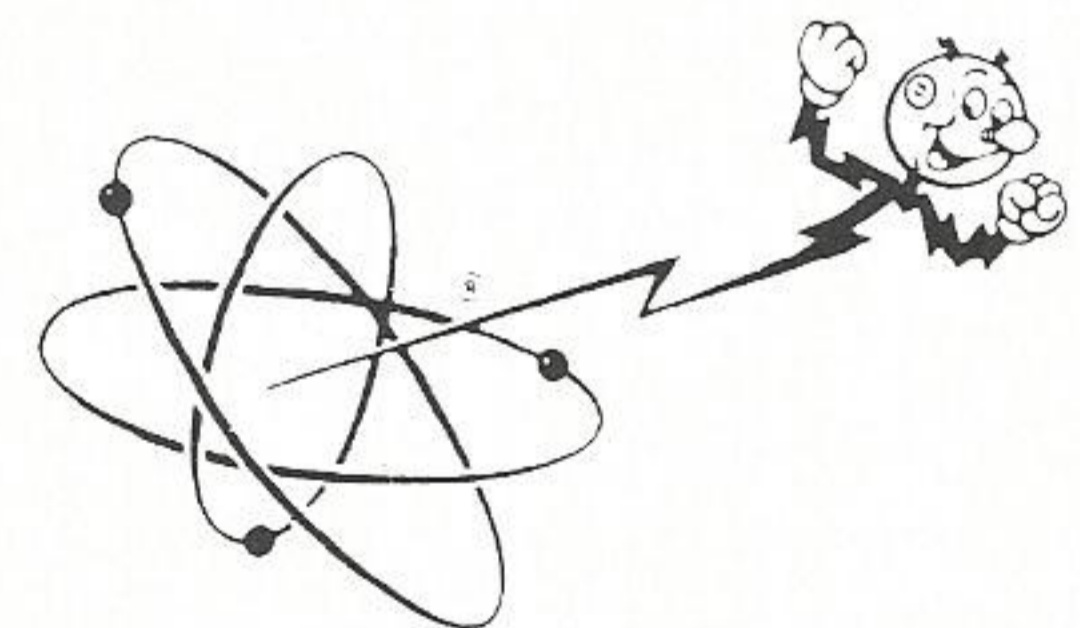
THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during August, 1973 covering employee deductions and Company contributions through July, 1973 were as follows:

5,008 shares of common stock at a total cost of \$92,058.58, for an average cost per share of \$18.382.

112 shares of \$4.40 Preferred stock at a total cost of \$6,447.37, for an average cost per share of \$57.566.

The Trustee deposited \$48,384.80 with the Savings Department of the First Security National Bank.



DID YOU KNOW?

... that a loss of coolant accident has never occurred since nuclear power plants started operating in 1957. And the chance of this accident ever occurring are much less than once in 10,000 years of operation, based on experience with non-nuclear, high pressure piping systems.

Smith Attends Utility Seminar



JoAnn Smith

JoAnn Smith, home service supervisor in Beaumont, attended a utility home service marketing and management seminar at Whirlpool Corporation's Educational Center in Benton Harbor, Mich.

The unique seminar held from July 30 to August 2, was tailored specifically to the needs and challenges of directors of home service activities and consumer affairs in the area of marketing and management.

The three and one-half day seminar covered such areas as essentials of profitable management, marketing opportunities, human relations, manpower development, financial management and future planning using the latest techniques in teaching and audio visual communications, closed circuit television and video and cassette recording.



William E. Barksdale (left)—Baton Rouge operating superintendent and **Weldon L. Smith**—Baton Rouge plant superintendent recently completed the 21st Annual Public Utility Executive Course given at Georgia Tech. This program was sponsored by the Southeastern Electric Exchange and conducted by the College of Industrial Management and the Department of Continuing Education at Georgia Tech.

Deaths



James C. Farlow

James C. Farlow, retired Lake Charles T&D employee since June, 1970, died August 2.

Mr. Farlow was a 40 year employee of the Company, an electrician in the Navy before employment, and went through a series of promotions during his work.



James H. Varnado

James H. Varnado, Lake Charles T&D Department, died on July 26.

Mr. Varnado was employed in Lake Charles in December, 1948 as a janitor in Lake Charles T&D. This is the position he held at the time of death.

A native of Franklinton, La., Mr. Varnado served in the Army from August, 1942 to March, 1947.

“And Dedicated To The Public Interest”

Administering the electric power industry's greatly expanding research and development program. Supported by all segments of the electric utility industry. And dedicated to the public interest.

That is the Electric Power Research Institute, which our Company has joined in forming.

Its organization includes investor-owned companies, supporting it through the Edison Electric Institute; the Tennessee Valley Authority; American Public Power Association; U. S. Department of the Interior; and National Rural Electric Cooperative Association.

A 25-member Advisory Council, of whom seven are from the National Association of Regulatory Utility Commissioners, is intended to represent the various public interests. Eighteen of the members will be representatives of national conservation and resources groups, university faculty and administrators, science organizations, university and industrial laboratories, and labor unions.

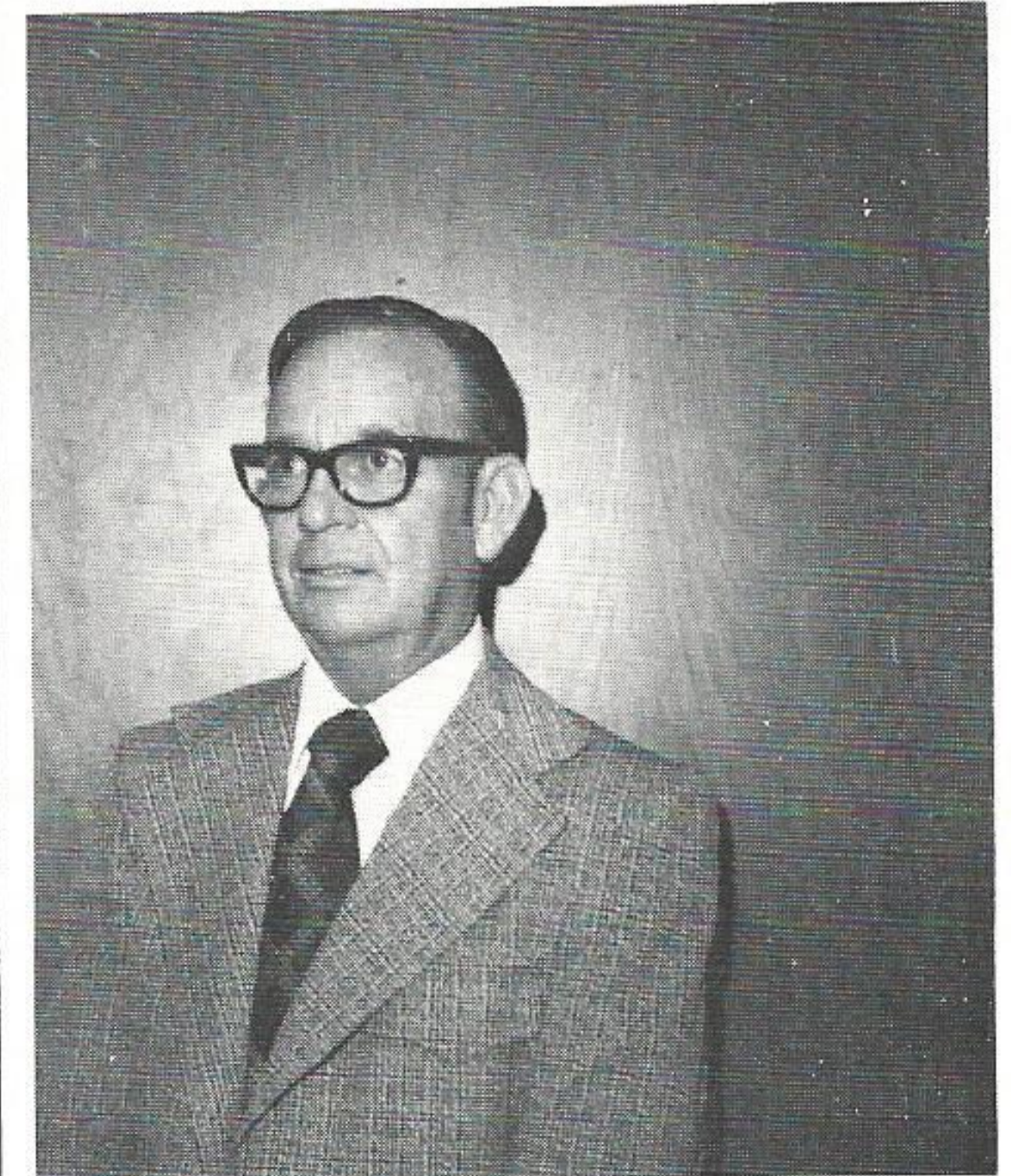
According to Dr. Chauncey Starr, EPRI's president, the institute will operate on many fronts in search of new and improved ways to meet the energy needs of the country in an environmentally compatible manner.

“We now have a pressing need for coordinated national planning of all energy services, and of electricity supply and its efficient use in particular. Because of the long lead time for al-

tering and improving these systems, we now must plan decades ahead. In view of the variety of future technologies in the R&D pipeline (like fusion and solar power, for example), and the uncertain feasibility of a plurality of near-term engineering concepts (such as pollution abatement and coal gasification), it is now essential that the utility industry maintain an overview of, and participation in, all technical areas so as to keep its options open and to move flexibly in new, untraditional directions,” he said. “This is EPRI's broad purpose—which can serve both the utilities and the nation.”

An initial plan of voluntary financial support calls for cooperative electric industry research funds of \$75.1 million in 1973 and \$118.9 million in 1974.

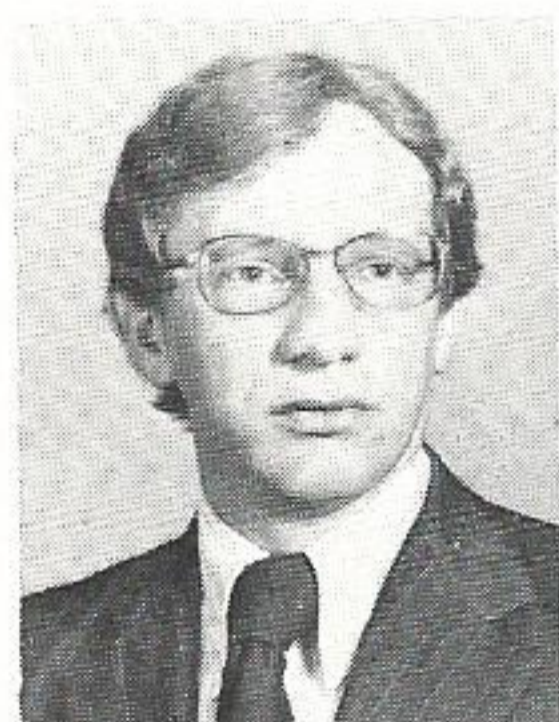
Our Company's commitment to research will be \$680,000 in 1973 and \$1,463,000 in 1974. Of the 1974 figure, approximately \$293,000 will be spent on company projects, \$830,000 will be on EPRI general research and \$340,000 has been allocated to the development of the liquid metal fast breeder reactor (LMFBR) demonstration plant being built on the TVA system near Oak Ridge, Tenn. Our 10-year pledge to LMFBR project totals \$3,210,000.



O. R. (Ray) Pace, Orange district sales supervisor, was recently chosen chairman of the Orange County Housing Authority, and will serve in this capacity for the next year. Pace has been a commissioner from Orange and member of the board for seven years. His appointment to chairmanship came at the annual OCHA meeting held at the Wayside Inn.

SERVICE AWARDS

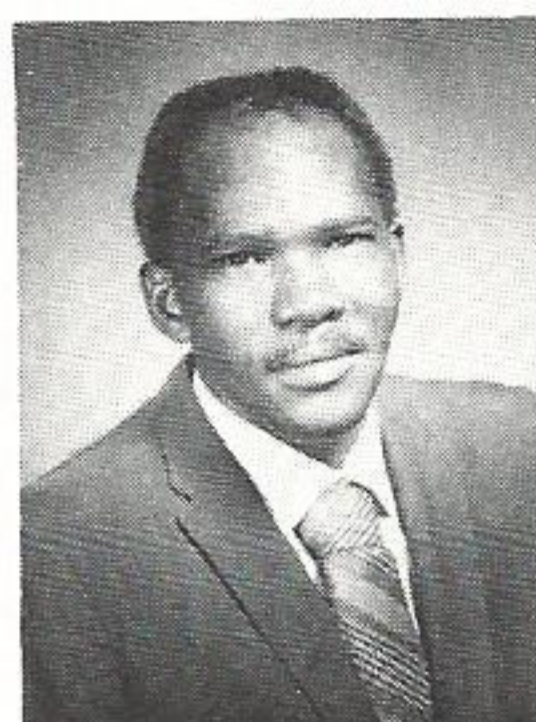
10 YEAR AWARD



Calvin Jaetzold
Sales
Conroe



William McFarlin
Distribution
Lafayette



Ben Parks
Distribution
Beaumont

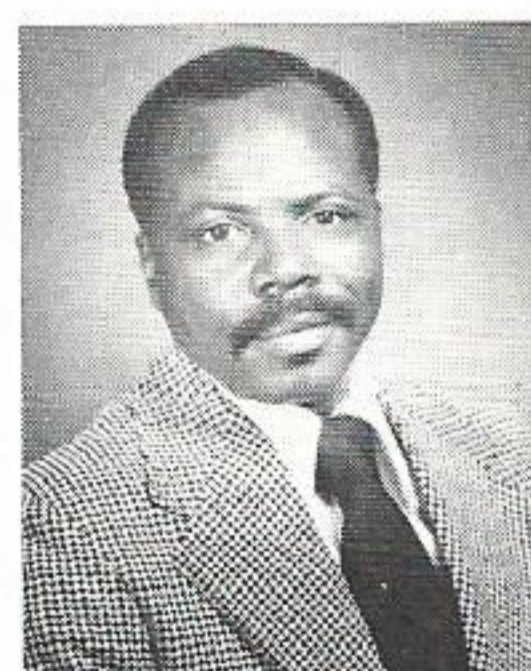
30 YEAR AWARD



Artis Foreman
Production
Baton Rouge



Sandra Rogers
Corp. & Finance
Beaumont



Lawrence Sam, Jr.
Distribution
Beaumont

20 YEAR AWARD



Martha Andrews
Treasury
Port Arthur

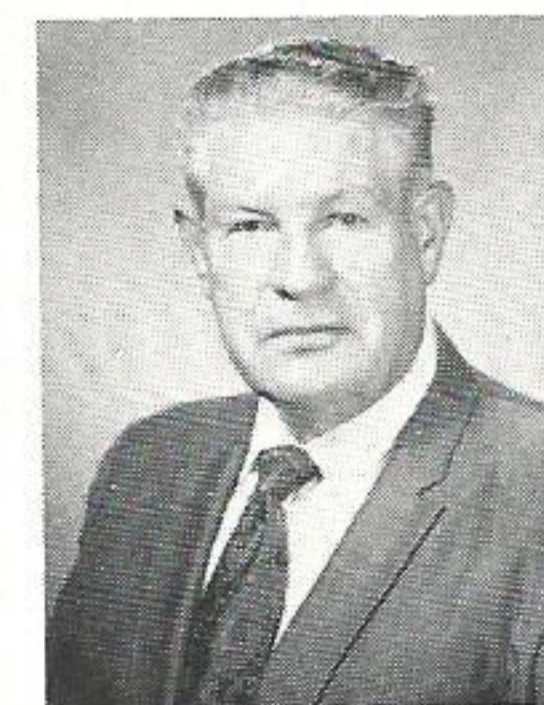


Verner Branagh
Gas Department
Baton Rouge



George Hickman
Distribution
Beaumont

40 YEAR AWARD



George DeLaMatyr
System Engineering
Beaumont

People On The Move



Virgil M. Shaw



George S. Cannon



James E. Moss



Donald R. Hood



Donald C. Sullivan

Virgil M. Shaw, formerly manager of electric operations in the Company's Baton Rouge Division, has been transferred to Beaumont and assigned the newly created position of marketing strategist.

George S. Cannon, superintendent of electric operations in Baton Rouge since 1968 and a former Beaumont resident, has been promoted to manager of electric operations in the Baton Rouge Division, succeeding Shaw.

A native of Mexia, Tex., Shaw graduated from Texas A&M University with a mechanical engineering degree. He is also a graduate of the Public Utilities Exchange Management Course at the University of Michigan in 1964.

He was employed by the Company in 1949 at Beaumont, and was transferred to Navasota as industrial engineer the following year. Shaw held various sales engineering jobs in Port Arthur before going to Baton Rouge where he was superintendent of sales for several years before becoming division manager in 1968.

He is married to the former Ann Remsen of Beaumont, and they have four children.

Cannon was named operating superintendent in Baton Rouge in 1968 when he was transferred from Beaumont where he had been serving as supervisor of production planning since 1965.

Employed by the Company in 1948 in Baton Rouge, he progressed through engineering assignments at Navasota in the Western Division and Beaumont before returning to his native Baton Rouge. He is an electrical engineering graduate of Louisiana State University and has completed the Public Utilities Management Course at Georgia Tech.

Cannon is married to the former Rita Braud of Baton Rouge, and they have four children.

James E. Moss, former division engineer for the Company, has been named general maintenance supervisor and transferred to Louisiana Station in north Baton Rouge.

Moss, a 1958 graduate of Louisiana State University in electrical engineering, was employed by the Company following college as an engineer in Beaumont. He was assigned duties in the Beaumont engineering relay section in 1963, and in 1967 was transferred into engineering planning. He was promoted to division engineer and transferred to Baton Rouge in 1968.

Moss, a native Shreveporter, is married to the former Becky Warner of Shreveport, and they have five children, Paula, Shawn, Laurie, Sarah and Patricia.



Gerhard W. Smith

Gerhard W. Smith, former design engineer in Beaumont, has been transferred to the Company's Western Division headquarters in Conroe and promoted to division engineer.

Smith, a native of Long Beach, Calif., is a graduate of Texas A&M University with a degree in electrical engineering. He has been employed by the Company since 1951.

Married to the former Virginia Albanese of Beaumont, the couple has two sons, Gerhard, Jr., and Floyd II.



Maxie Ann Fair

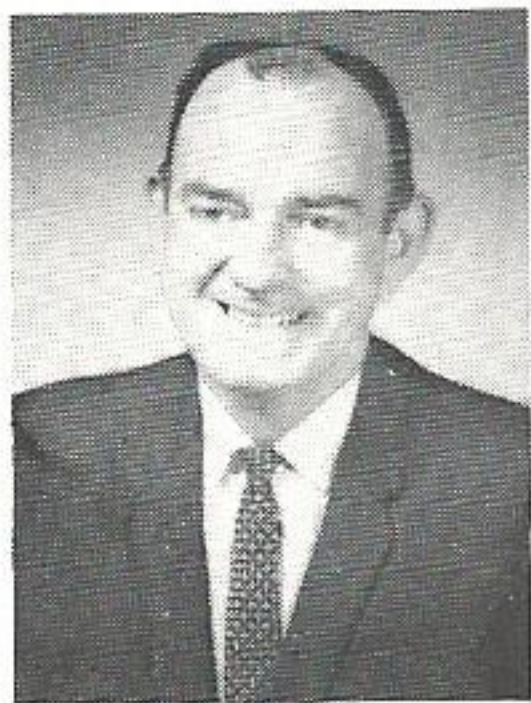
The Company has announced the promotion of three of its personnel in the Baton Rouge Division.

Donald R. Hood, former area development representative, has been named supervisor of area development, while **Donald C. Sullivan** was promoted from commercial sales representative to area development representative. In one other move, **Maxie Ann Fair**, former executive stenographer, has been promoted to supervisor of customer accounts.

Hood, a native of Denham Springs, has been with the Company since 1957 following his discharge from the Army. He is a graduate of Southeastern Louisiana University, and is married to the former Natalie Hill of Baton Rouge. The Hoods have two children.

Sullivan, also a Denham Springs native, joined the Company in 1957 as a commercial sales representative. He received a bachelor of arts degree from Southeastern Louisiana University in 1957 following a tour of duty with the Navy. He is married to the former Sarah Riley of Denham Springs, and they have two children.

Mrs. Fair, a native of Baton Rouge, is a 12-year veteran of the Company. She joined the Company in 1960 as a clerk in customer accounting, and was named executive stenographer in 1968. She and her husband, Percy A. Fair, Jr., reside at 12829 Deerpath Way, Baton Rouge.



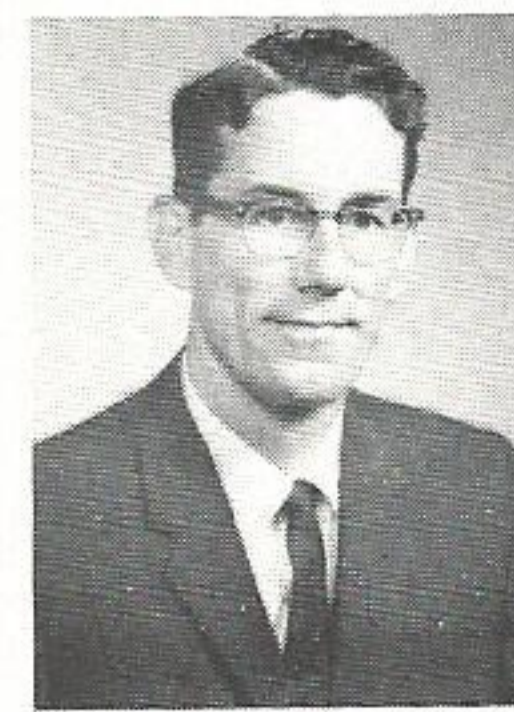
Ralph B. Spafford



William E. Barksdale



Dewey I. Lytle



Alfred E. Naylor



Aubrey M. Smith

Ralph B. Spafford, former supervisor-residential and commercial sales of the Beaumont Division, has been promoted and assigned new duties as system marketing coordinator.

A native of Reeves, La., Spafford is a 35-year veteran of the Company. He was employed in 1938 as a residential sales representative. He is a graduate of Beaumont High School and attended Texas Christian University.

Spafford is married to the former Theresa Logan of Beaumont, and they have two daughters, Mrs. Tom Amerine, also an employee of the Company, and Debbie Spafford of Houston.

An active chamber of commerce worker, Spafford was named the top salesman in 1972 memberships by the Beaumont Chamber. He is also a member of the board of directors of the Sabine Area Home Builders Association.



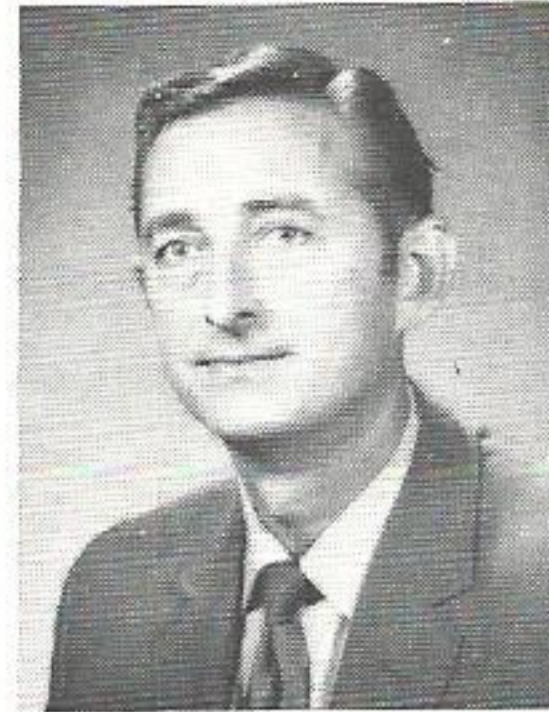
John W. Conley

John W. Conley, former operating supervisor in Baton Rouge, has been promoted to assistant operating superintendent and transferred to Port Arthur.

Conley, a native of Melville, La., has been with the Company since 1958 when employed as an engineer in Lake Charles. He is a graduate of Louisiana State University where he received a bachelor of science degree in electrical engineering.

In 1963 Conley was transferred to system engineering in Beaumont, and, in September of 1965, was named Baton Rouge Division engineer.

Conley is a four year veteran of the U. S. Navy, and is married to the former Mary Janney of Baton Rouge. The couple has four children, Cathy, Judy, Jay and Pat.



Calvin J. Hebert

Three engineers from separate divisions within the Company have been transferred to Baton Rouge and promoted to new duties, it was announced by Jack Worthy, vice president, Baton Rouge Division.

William E. Barksdale, former division engineer from Port Arthur, Texas, **Dewey I. Lytle**, engineer from Beaumont, and **Calvin J. Hebert**, division engineer from Conroe, Tex., are now making Baton Rouge their home.

Barksdale has been promoted to operating superintendent-electric. He is a native of Mississippi and is an electrical engineering graduate of Mississippi State University. He is a 16-year veteran of the Company, and a four year veteran of the Air Force.

Barksdale is married to the former Gwen Armstrong of Nacogdoches.

Hebert, promoted to operating supervisor, is a native of Abbeville. He is a 1962 graduate of the University of Southwestern Louisiana with a degree in electrical engineering. He and his wife, Shirley, have two children, Phyllis and Michelle.

Hebert served in the Marine Corps during the Korean conflict, and is a registered professional engineer in Texas and Louisiana.

Lytle comes to Baton Rouge as division engineer after having served as an engineer in system engineering planning in Beaumont. He is a native of Oklahoma and a graduate of Oklahoma State University in electrical engineering.

He is married to the former Laura Morris of Maud, Okla., and they have three children, Dennis, James Thomas and Kimberly Denise.

Two employees, **Alfred E. Naylor** of Beaumont, and **Aubrey M. Smith** of Lake Charles, have been promoted and assigned new duties in the Engineering Planning Department in the corporate office in Beaumont.

Naylor, former supervisor-planning, has been named director-engineering planning. He is a 15-year veteran of the Company, and a graduate of the University of Texas with a bachelor of science degree in electrical engineering.

Naylor was employed in 1958 as an engineer, and assumed the position of supervisor-planning in 1969. The Amarillo native is a two-year veteran of the Army, and is a licensed engineer in the state of Texas. He is married to the former Grace Spivey of Sour Lake, and the couple has two sons, David and Scott.

Smith, former operating supervisor in the Lake Charles Transmission and Distribution Department, has been promoted to supervisor-planning. He is a 14-year veteran of the Company, employed in 1959 following his graduation from Texas A&M University with a degree in electrical engineering.

Smith, a native of Bryan, was transferred to Lake Charles from Beaumont in 1969 as division engineer. He is married to the former Beverly Finke, and the couple has five children, James, David, Robin, Donna and Stephen.

While in Lake Charles, Smith was active in the Jaycees, and attended the graduate school of business administration at McNeese State University.

Retirements



Willie Banks

Willie Banks, Baton Rouge T&D-Garage, retired September 1 after 33 years with the Company.

Mr. Banks was employed in October, 1940 as a laborer in the Baton Rouge Gas Department. He became car washer in the T&D Department in September, 1942, the position held at retirement.

A native of Livingston, La., Mr. Banks served in the Army from December, 1943 to November, 1945.

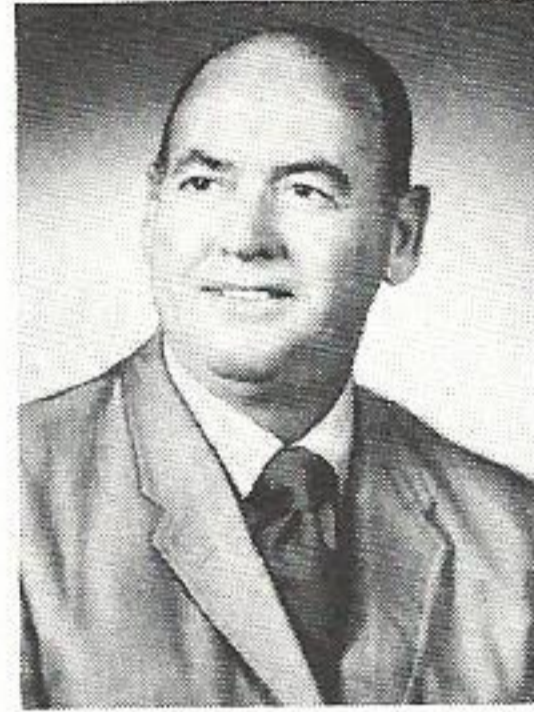


Willie B. Carpenter

Willie B. Carpenter, Baton Rouge Production Department, retired September 1 after 23 years with the Company.

Mr. Carpenter was employed as an operator's helper at Louisiana Station in June, 1950. He progressed through operations, and was promoted to switchboard operator in August, 1969, his position at retirement.

The Baton Rouge native graduated from Central High, and served in the Air Force from May, 1943 to December, 1945.

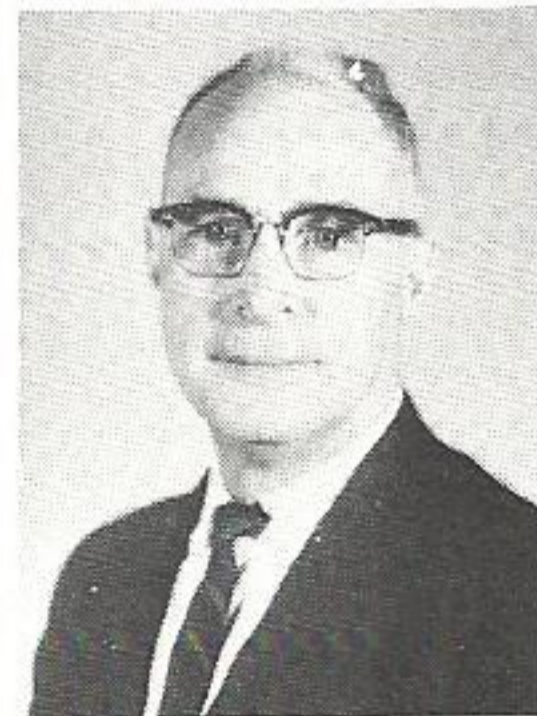


Ray W. Price

Ray W. Price, Baton Rouge T&D Department, retired from the Company September 1 after 32 years' service.

Mr. Price was employed in July, 1941 as helper in the Baton Rouge T&D Department. He advanced through the ranks and was promoted to substation foreman in May, 1957, the position held at retirement.

A native of Hamburg, Mississippi, Mr. Price attended Louisiana State University.



Henry L. Landry

Henry L. Landry, Baton Rouge Sales Department, retired September 1 after 38 years' service to the Company.

Mr. Landry was employed in April, 1935 in Lafayette. He transferred to Baton Rouge in July, 1939 as a commercial sales representative, became a power engineer in August, 1946 and was made an industrial engineer in May, 1949.

A native of Lafayette, La., Mr. Landry holds a bachelor of science degree in electrical engineering from S.L.I.



James Holliday

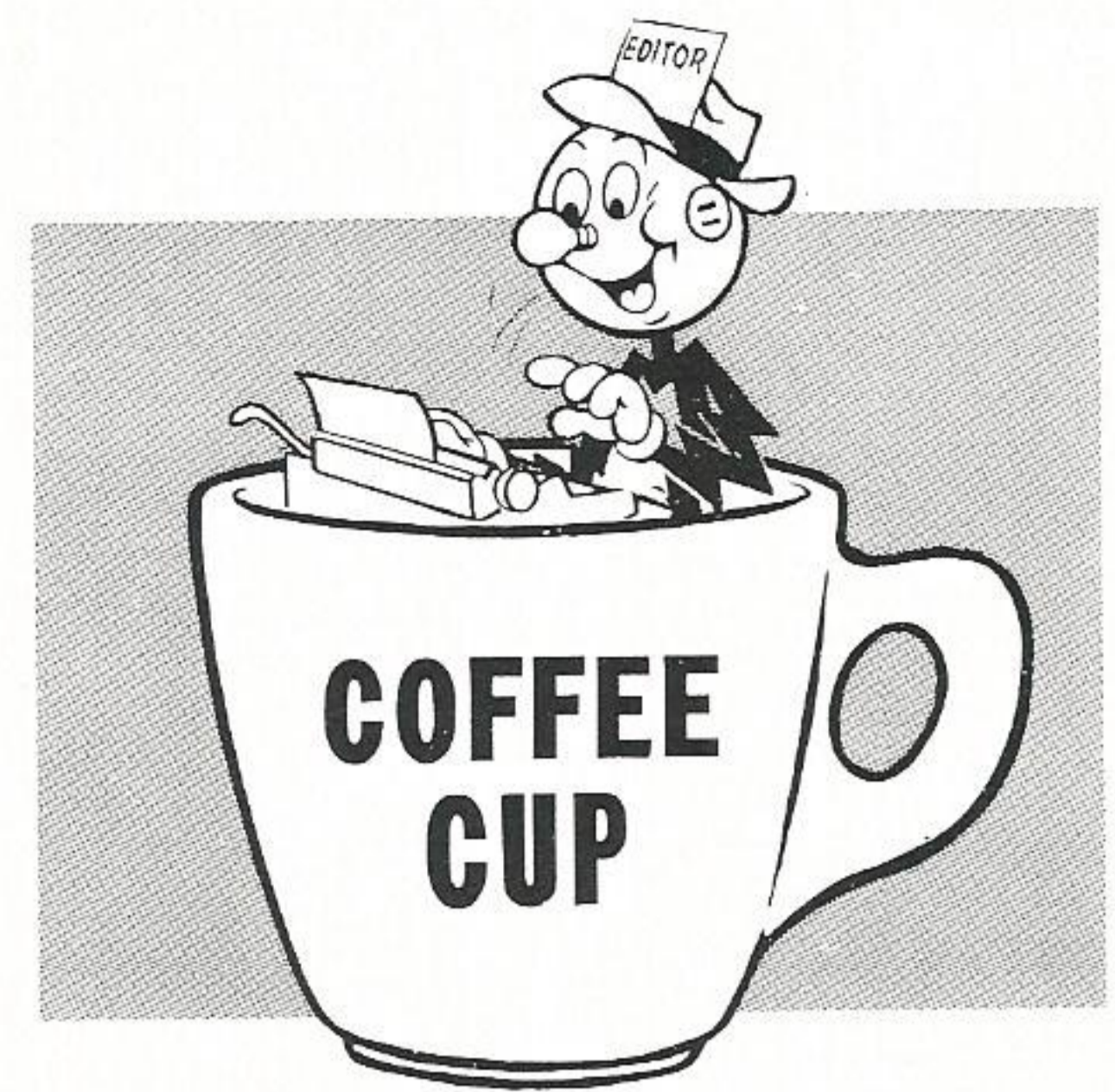
James Holliday, Production-Louisiana Station in Baton Rouge, retires from the Company October 1 after 29 years' service.

Mr. Holliday was employed in January, 1944 as a laborer at Louisiana Station, the position held at retirement.

The Slaughter, La. native is married to the former Velma Stevens of Clinton, La. and they have seven children.

Mr. Holliday looked back over his years with the Company and said that he would always remember his fellow employees and their companionship.

Retirement plans call for relaxation and raising cattle.



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

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 Mathews, 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.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickshat.

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.

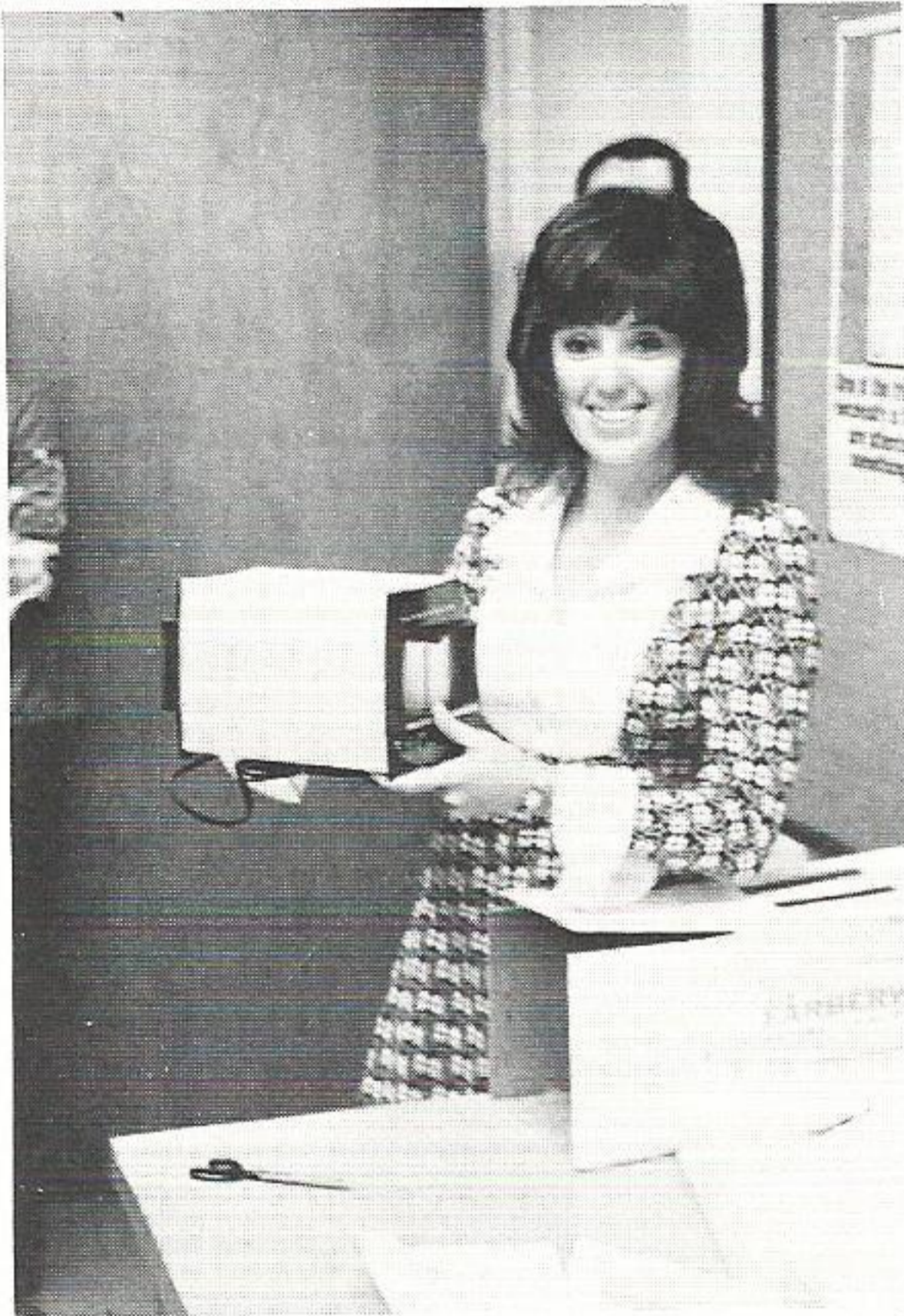
SULPHUR: Pearl Darbonne.

WILLOW GLEN: Dora Landaiche, James Veatch.

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.)



Loraine Blackwell, stenographer in the Beaumont office Consumer Communication Department, vacationed from August 2 to August 16, and the results of her absence proved quite exciting. While on vacation, Loraine became the August 9 bride of Poncho Girouard, honeymooned in Las Vegas, where she won \$100 on the nickel slot machines, and was greeted upon return to work with a wedding shower given by fellow employees. Her wedding gifts included a toaster, chip-n-dip server and cheese board. A PLAIN TALKS congratulations to the new Mrs. Girouard! (from the Editor)

Sympathy to: John E. Landry (Lafayette utility foreman) upon the death of his father, Mr. Demas Landry, of Kaplan, Louisiana. (from Bobbie Denais)

A book entitled "The Race For Electric Power" by Grey has been presented to the Lafayette Public Library by Edith and Leland Hebert. The book is in memory of A. B. Mitchell, retired Lafayette storekeeper, who died June 20. (from the Editor)

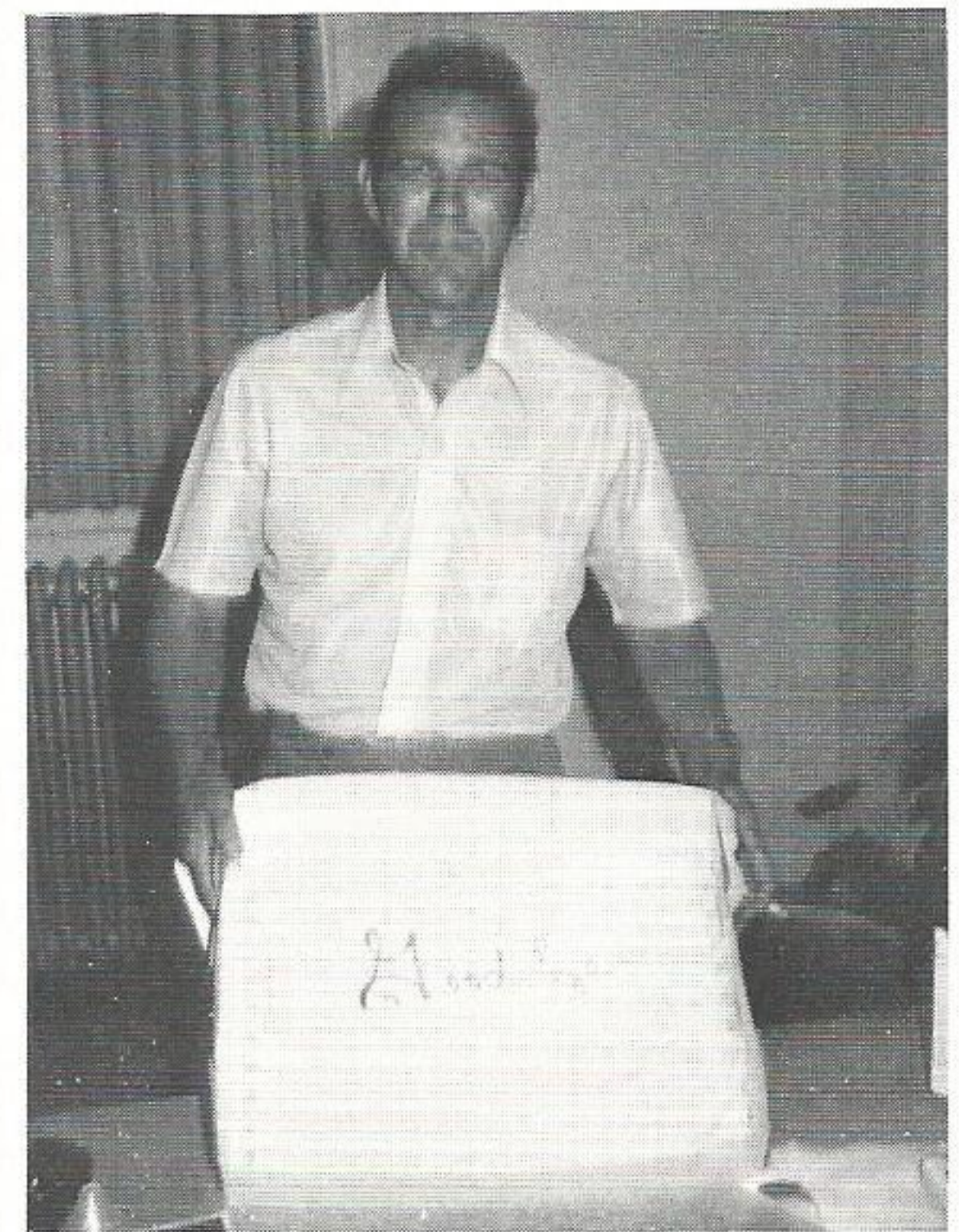
Sympathy to: Bobbie Denais (Lafayette departmental clerk) upon the death of her father, Mr. Ray Bedford of Tulsa, Oklahoma. (from the Editor)



Mr. and Mrs. William B. Reynolds are shown enjoying the festivities of their going away party held by Bill's friends in the Customer Accounting Department in Baton Rouge. Some of the gifts given the couple upon their departure were a year's subscription to a men's magazine, a plaque with his department's group picture on it, an apothecary jar with candy kisses and a desk top pen set. Bill has recently been transferred to the Western Division as supervisor of customer accounts. (from Frank Jones)



A baby shower was held on July 26 for Beth Dodge (seated), executive secretary in the Beaumont office. The shower was attended by the 19th floor executives and secretaries. Beth's child should arrive in early October, after which she plans to return to work in December. (from the **Editor**)



Baton Rouge Government street employees surprised John W. Conley with a going-away cake on August 3, his last day in Baton Rouge. John, former operating supervisor, has been promoted to assistant operating superintendent in Port Arthur. (from **Melanie Hima**)



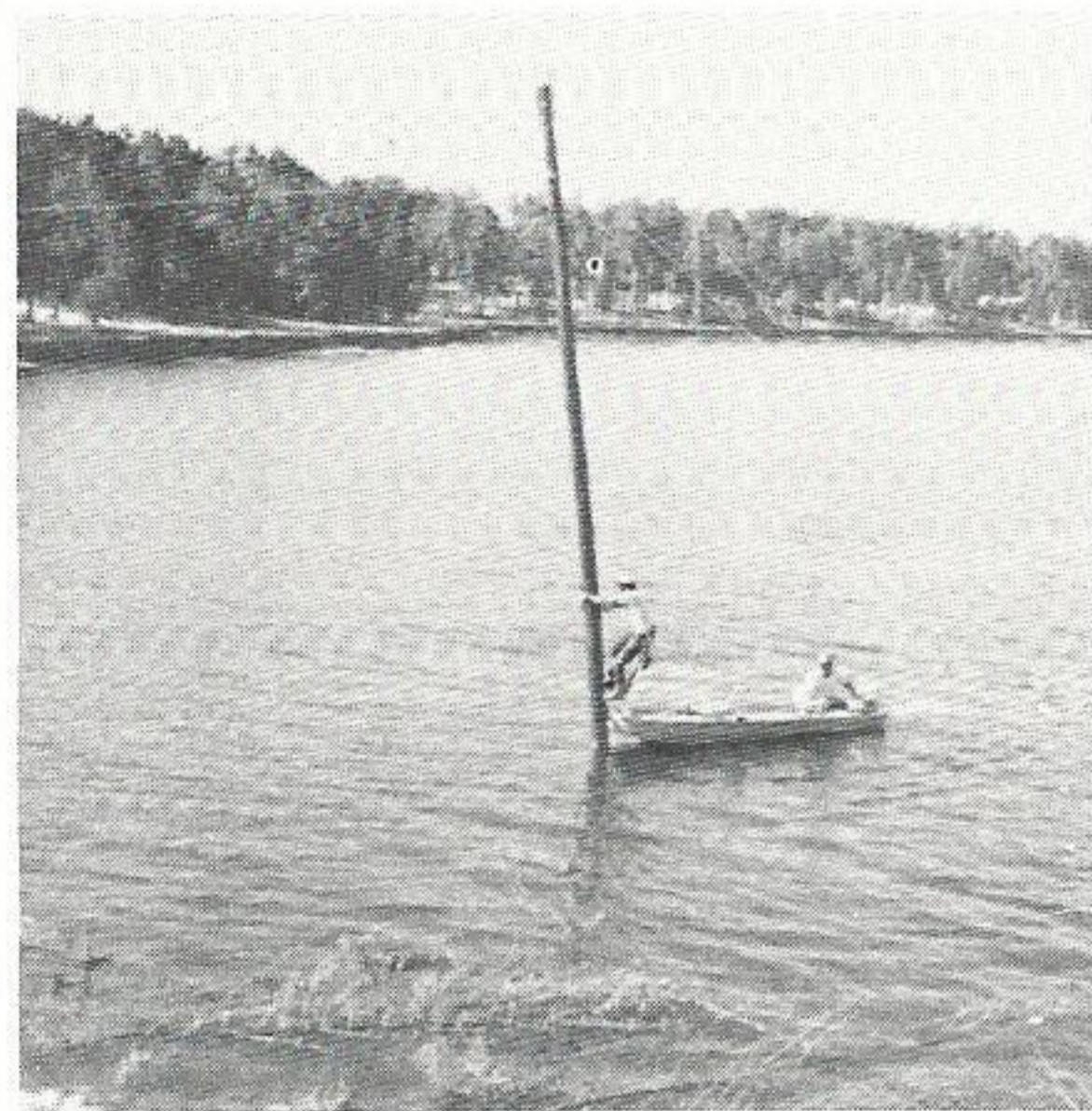
June DuBois—general clerk in Beaumont General Accounts Department, was given a farewell party by fellow employees on August 17. Her husband is now working for Dow Chemical in Freeport, Texas and they will reside in Lake Jackson. June, a Company employee for over seven years, received a wide variety of going-away gifts, some of which amply demonstrated the ingenuity of her co-workers. (from the **Editor**)



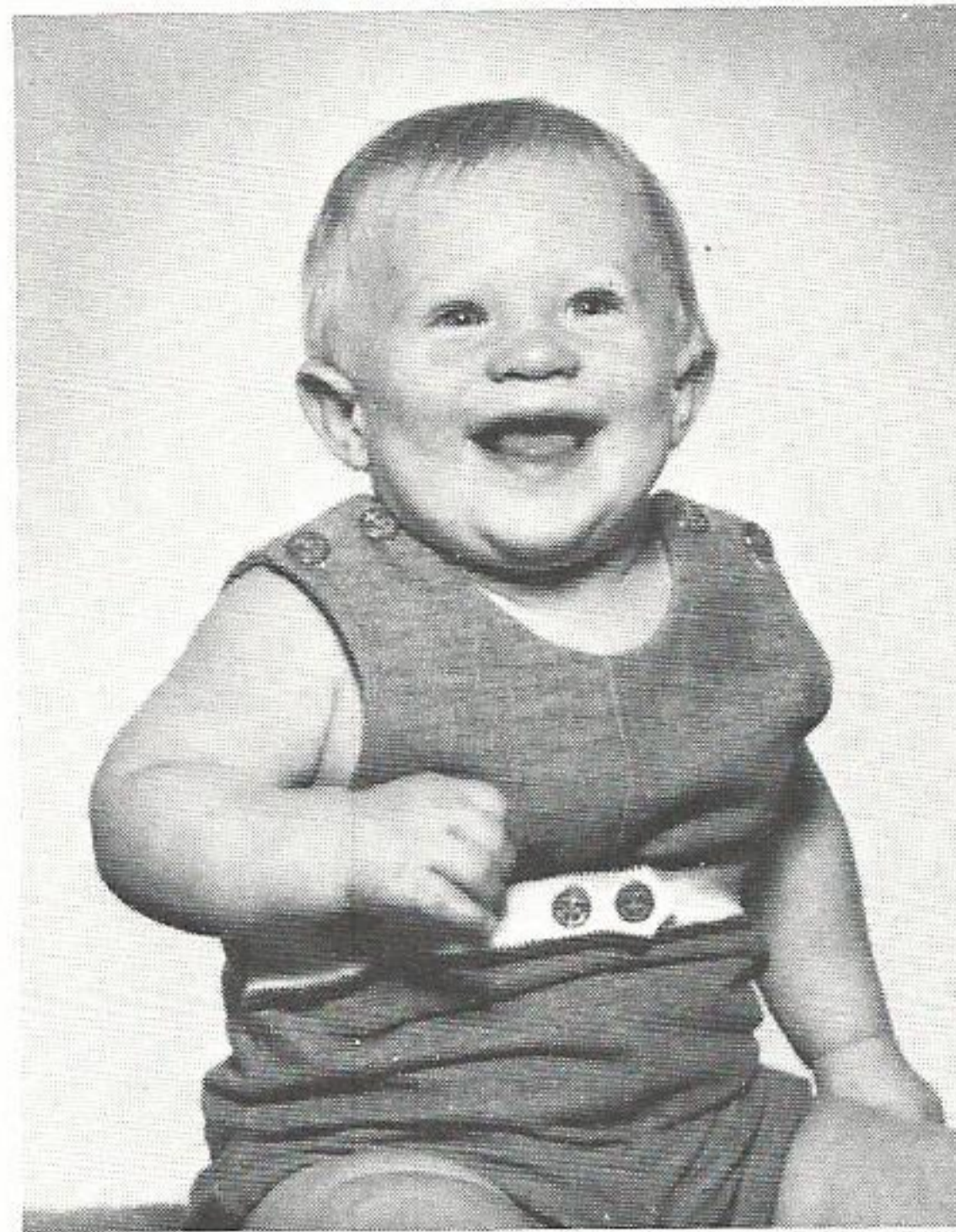
Pictured in the center is Mrs. Sandra Guillory, daughter of Wilfred Broussard, Jennings T&D utility foreman. Sandra recently competed in the La. State Police Combat Championships in Lake Charles. The tournament attracted some 78 shooters from 6 southern states and Sandra was the only woman shooter present. Her presence was well known as she competed in the sharpshooter class and finished 4th out of 15 shooters. (from **Earl Mayfield**)



Our Lady Queen of Heaven Catholic Church in Lake Charles was the setting for the marriage ceremony of Pamela Sue Frederick and Terry Gene Williamson, August 4, 1973. The bride and groom are both graduates of LaGrange High School and both are attending McNeese University where she is a member of Zeta Tau Alpha Sorority and the La. Student Teachers Association. He is a member of Pi Kappa Phi Fraternity. Parents of the bride are Mr. and Mrs. L. J. Frederick, Sr. of Lake Charles. Mr. Frederick is service foreman in Lake Charles T&D. (from **Johnnie Harris**)

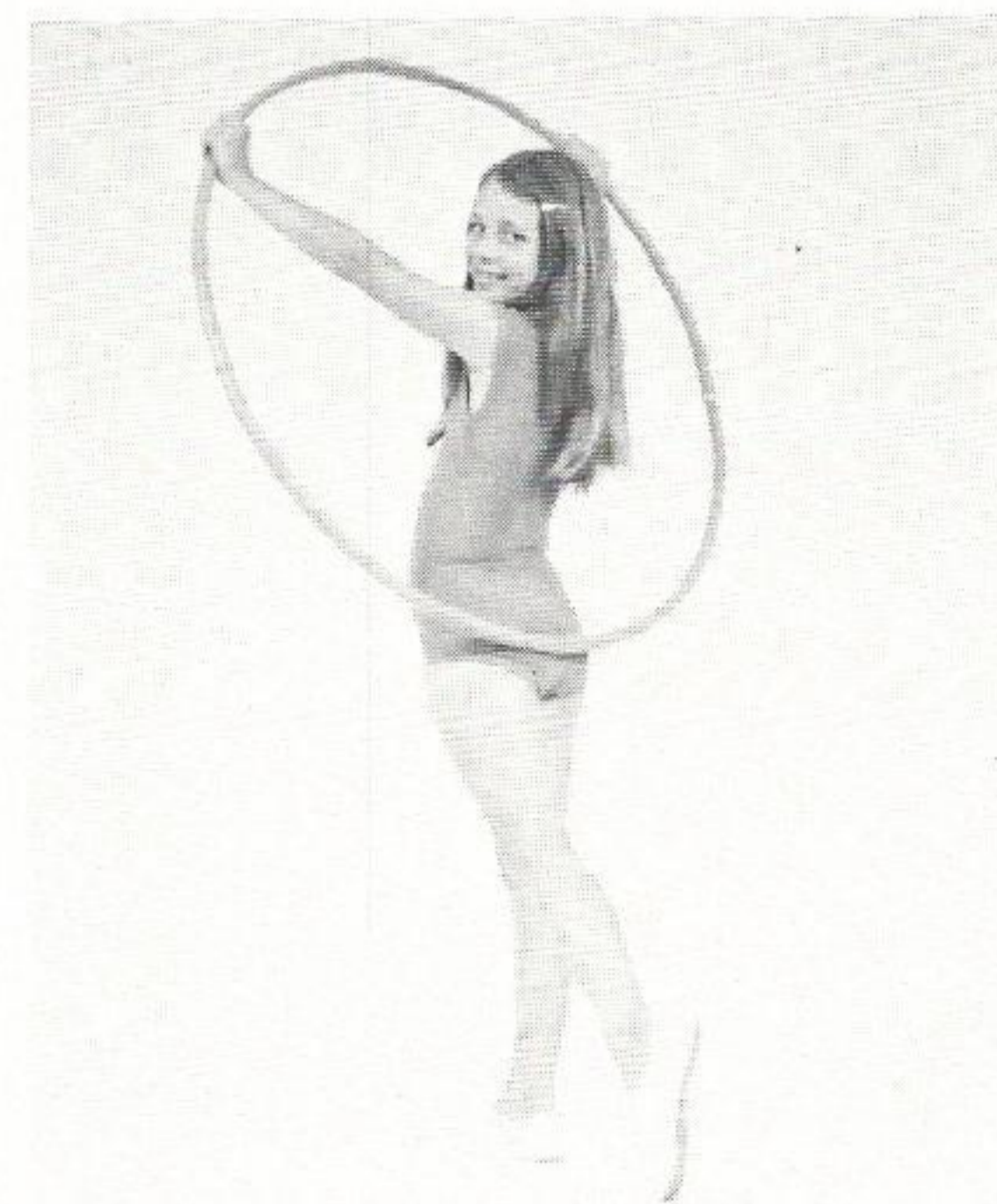


Conroe personnel James McGrew—utility foreman and William Dietz—lineman 4th class (climbing pole) are shown moving a main line that extends across Lake Conroe and serves the Cape Malibu area. The water in the area of the pole is 10-12 feet deep. (from **Billie Atkinson**)

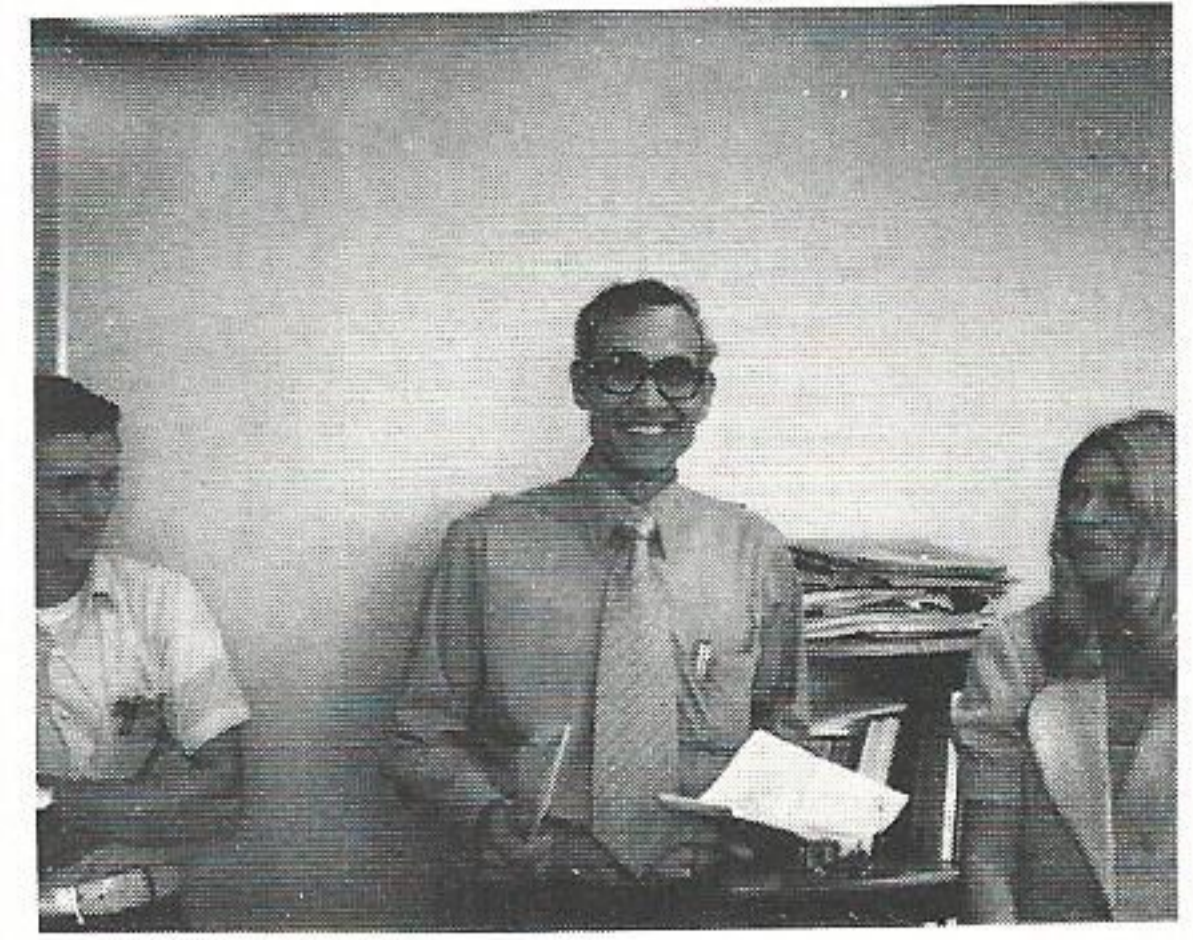


This obviously happy child is Casey Kimball, eight-month old son of Steve Kimball—Beaumont insurance representative. This is the first child for Steve and his wife, Janice, and it looks as if there may be a future football player in the family! (from **the Editor**)

Best wishes for a speedy recovery to Mrs. J. W. Lamm (wife of Lafayette District Superintendent J. W. Lamm) who recently underwent surgery. She is recuperating at the Woman's Hospital in Baton Rouge, Louisiana. (from **Bobbie Denais**)



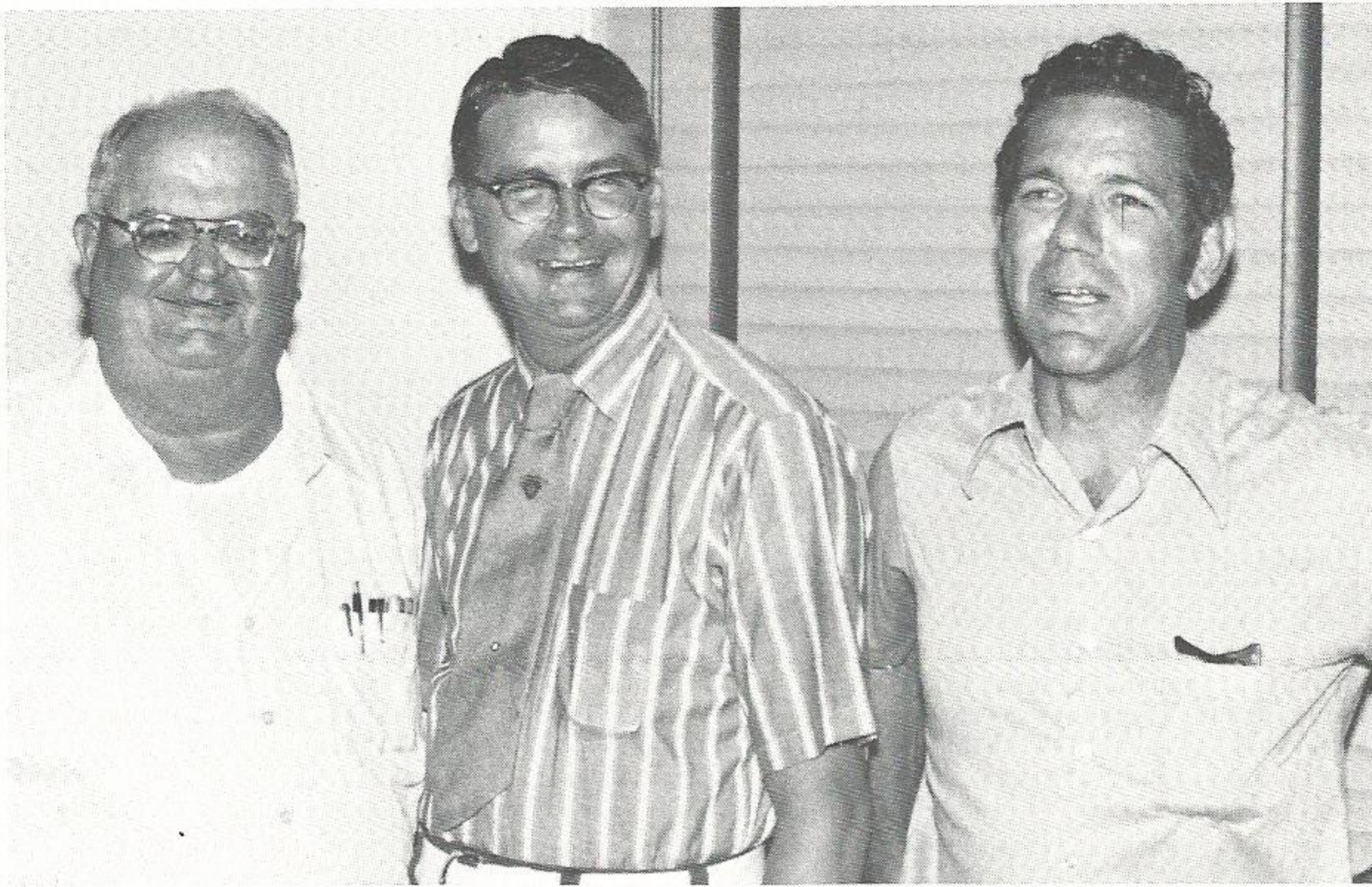
This young lady is Sherri Lynn Waggoner, eight-year old daughter of Alene Cole—Woodville local office clerk. Sherri takes dancing from Linda Pate Allen, daughter of David Pate—Woodville line foreman. (from **Alene Cole**)



Dewey Lytle, former Beaumont System engineer, was recently presented a farewell cake and gift certificate by fellow employees. Dewey has been promoted to division engineer in Baton Rouge. (from **the Editor**)



Michael Abshire, son of Mr. and Mrs. Duane Abshire of Lake Charles, recently completed a season of Pee Wee ball playing for the Nelson Cowboys. Michael was one of two players selected from the Cowboy team to play on the Southside Division 4 All-Star Pee Wee Team. His All-Star Team, for which he was pitcher, played Southside Division 2, winning with a score of 9-1. Michael also won 1st place in a Pass-Dribble-Shoot Basketball Contest in the 9-year-old Division for Lake Charles. He went to the state contest in Alexandria, winning 3rd Place. During football season, Michael quarterbacks for the Nelson Football team. Michael is a 5th Grade Student at Nelson School and has always been an Honor Roll Student. His daddy, Duane, is an engineering assistant in the Lake Charles Engineering Department. (from **Johnnie Harris**)



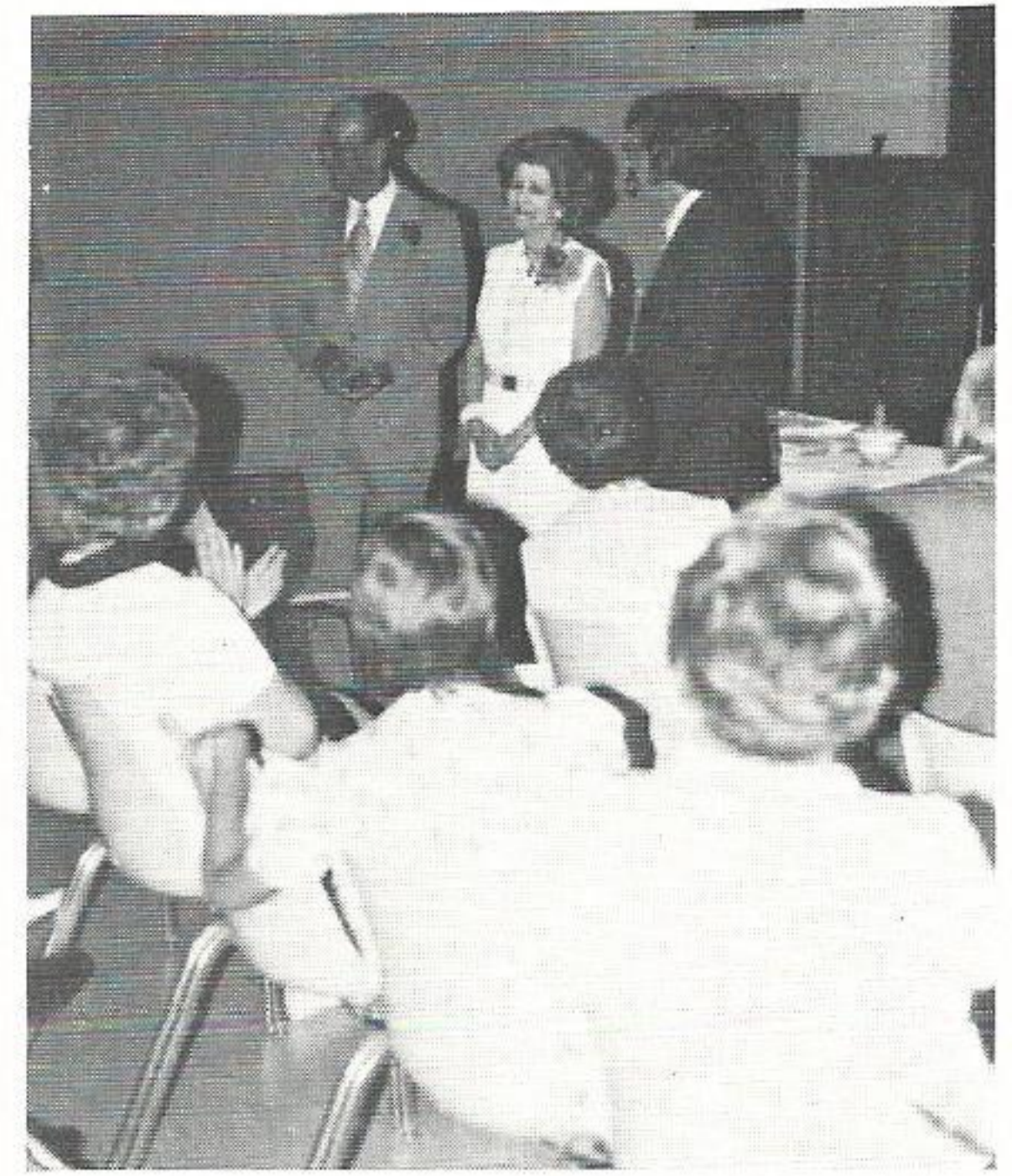
A "going-away" party was held recently in the Baton Rouge Division for three members being transferred and promoted to other divisions. Virgil Shaw (left), former division manager in Baton Rouge has assumed the duties of marketing strategist in Beaumont; Bill Reynolds (center), former supervisor of Customer Accounts and now in that same position in the Western Division; and John Conley, promoted from operations supervisor in Baton Rouge to assistant to the operating superintendent in Port Arthur. The guests of honor were treated to some good stories bringing back a lot of fond memories for them, jambalaya supper and farewell gifts. (from **Frank Jones**)



Dana Ellis (engineering assistant-Beaumont System Engineering) became the July 16th bride of Laban Massingill, Jr. Congratulations from PLAIN TALKS. (from the **Editor**)

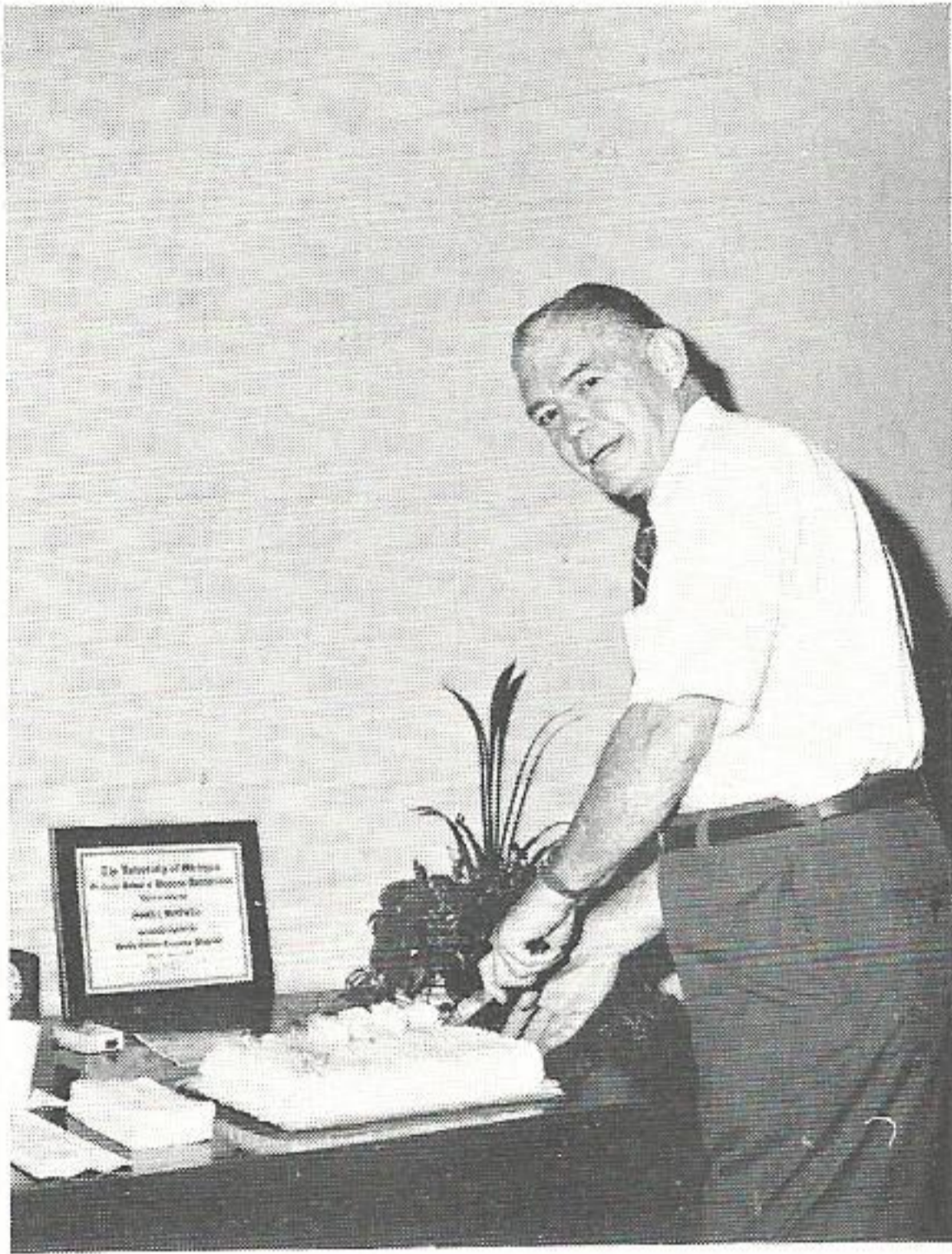


H. T. Henriksen, operations supervisor, Neches Station, recently celebrated his birthday and was presented a cake by the Neches office personnel. Our well known office colleague refused to disclose his exact age, but did admit to being well over 39. (from **Hazel Higginbotham**)

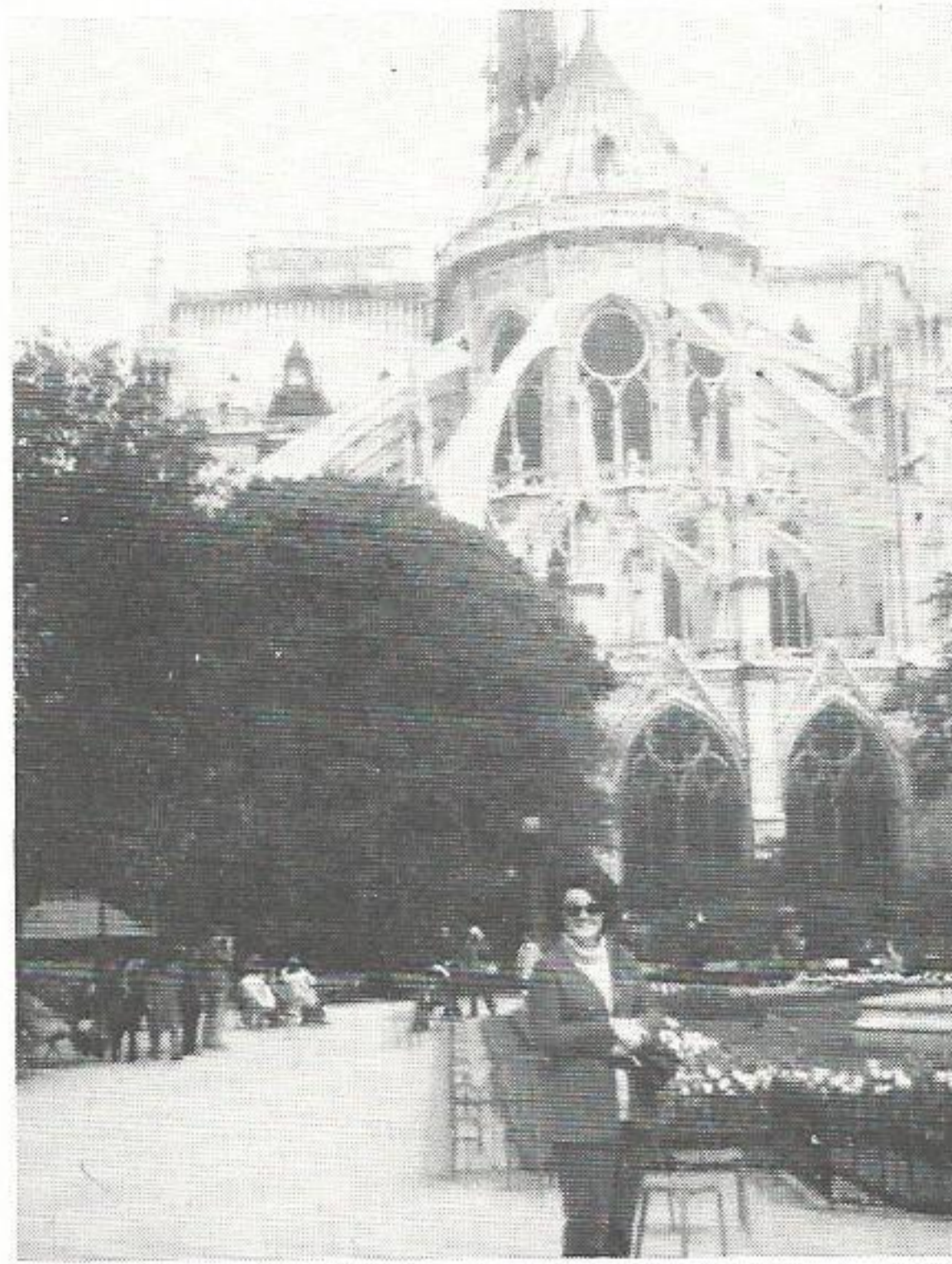


Mr. J. W. McMinn, after 44 years of service, retired on July 31, 1973. He was the foreman of the Appliance Repair Department at the Beaumont Service Center. "Mr. Mac", as all of his friends call him, hired in as a clerk in the Beaumont Garage. After several different positions, including working in Port Arthur, he settled in the Repair Department. A stag party was given for Mr. Mac on July 27th with 69 of his friends in attendance. A big success. On July 31st a luncheon was held at the Red Carpet Inn in honor of Mr. and Mrs. McMinn. Those attending were the Repair Department personnel and Mr. A. W. Baird, operating superintendent. That afternoon a farewell party was given for Mr. Mac with many friends and co-workers attending. A calendar watch and a diamond ring were presented as farewell gifts. Mr. Mac would like to give a special thanks to Jerry Terry, office clerk, for all the time and energy she had put into making his retirement parties a great success. When asked the question, "What are you going to do after retirement?", Mr. Mac replied, "Form a Honey Not Today Club." All kidding aside, he said that he was going to get a part time job, so all those lazy days are still in the future for Mr. Mac. (from **Carolyn Motl**)

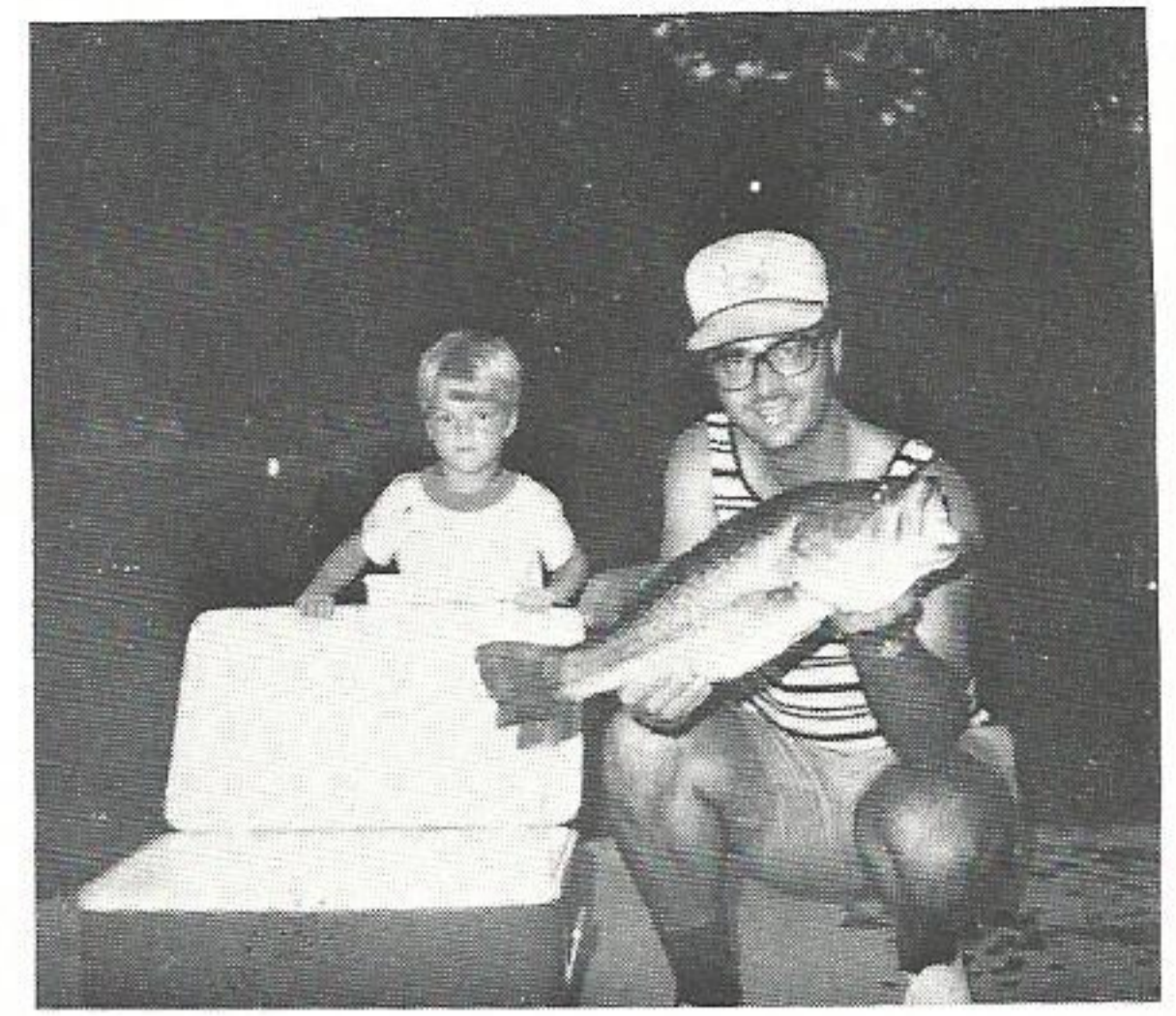
Mr. and Mrs. Arthur C. Jones and their six children of Sacramento, California were recent guests in the home of Mr. and Mrs. Frank Washington. Mrs. Jones is Frank's daughter. Frank is a helper in the Lake Charles Substation Department. (from **Johnnie Harris**)



Jim Braswell takes time out to cut a piece of congratulatory cake. Wanda West, Jim's "girl Friday," arranged for the party following his return from the University of Michigan where he completed the Public Utility Executive Program. The program was offered under the guidance of the Graduate School of Business Administration. (from **Pat McMeel**)



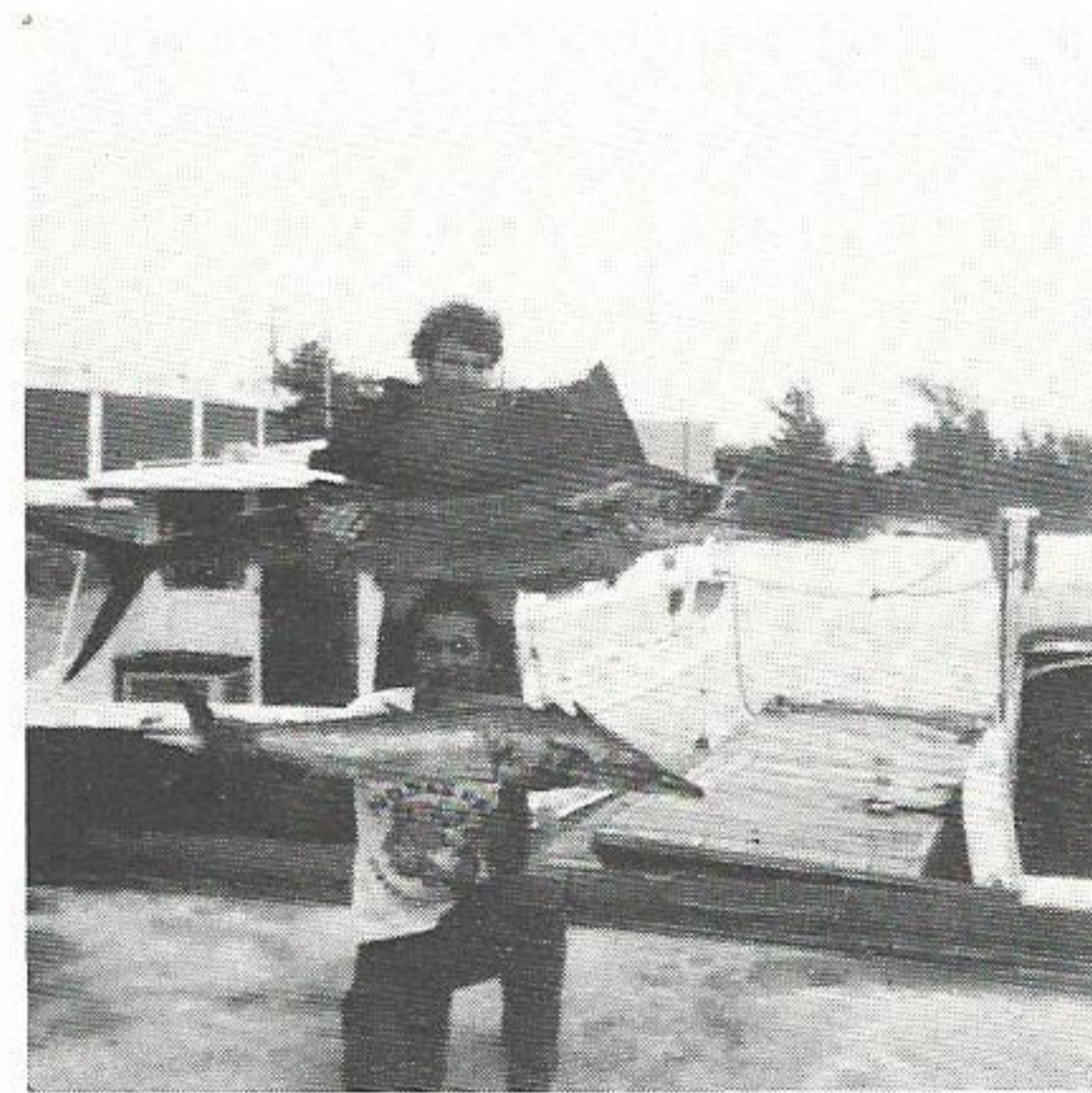
Ann Heard, division treasury in Anahuac, has recently returned from a vacation to Europe. Among the cities she visited during the two weeks were Rome, Paris and London. While in Paris, Ann posed long enough for this picture by legendary Notre Dame Cathedral. Ann made the trip to visit with her brother who is studying at the North American College in Rome, and in Paris, met her grandmother for the first time. (from **Pat McMeel**)



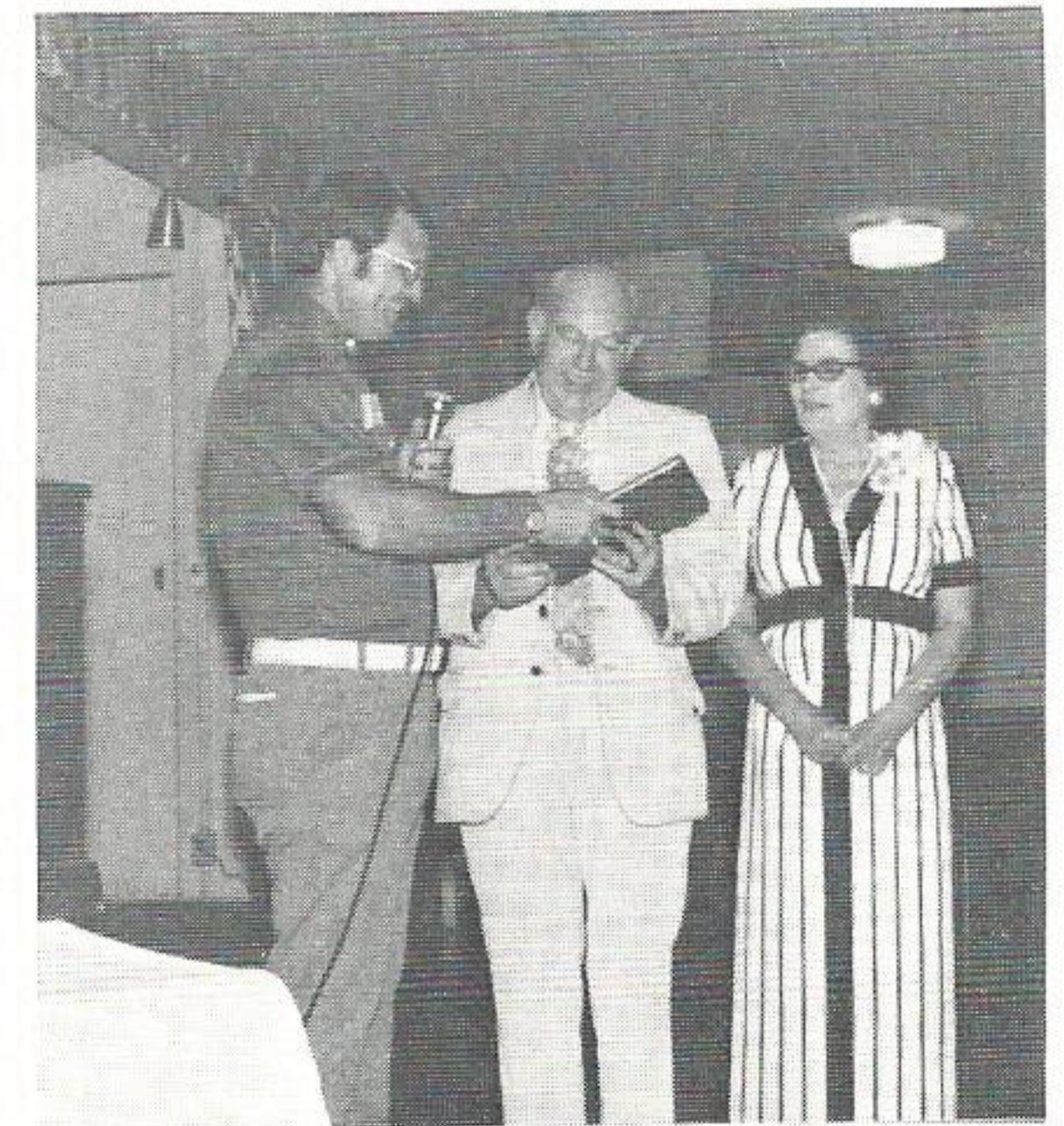
Mickey Wilson—Beaumont financial analyst in System Treasury, proudly displays this recent catch from Sam Rayburn Lake: a 7 pound bass that measured 23 inches in length. Mickey pulled in this prize with a blue worm in 25 feet of water. (from **the Editor**)



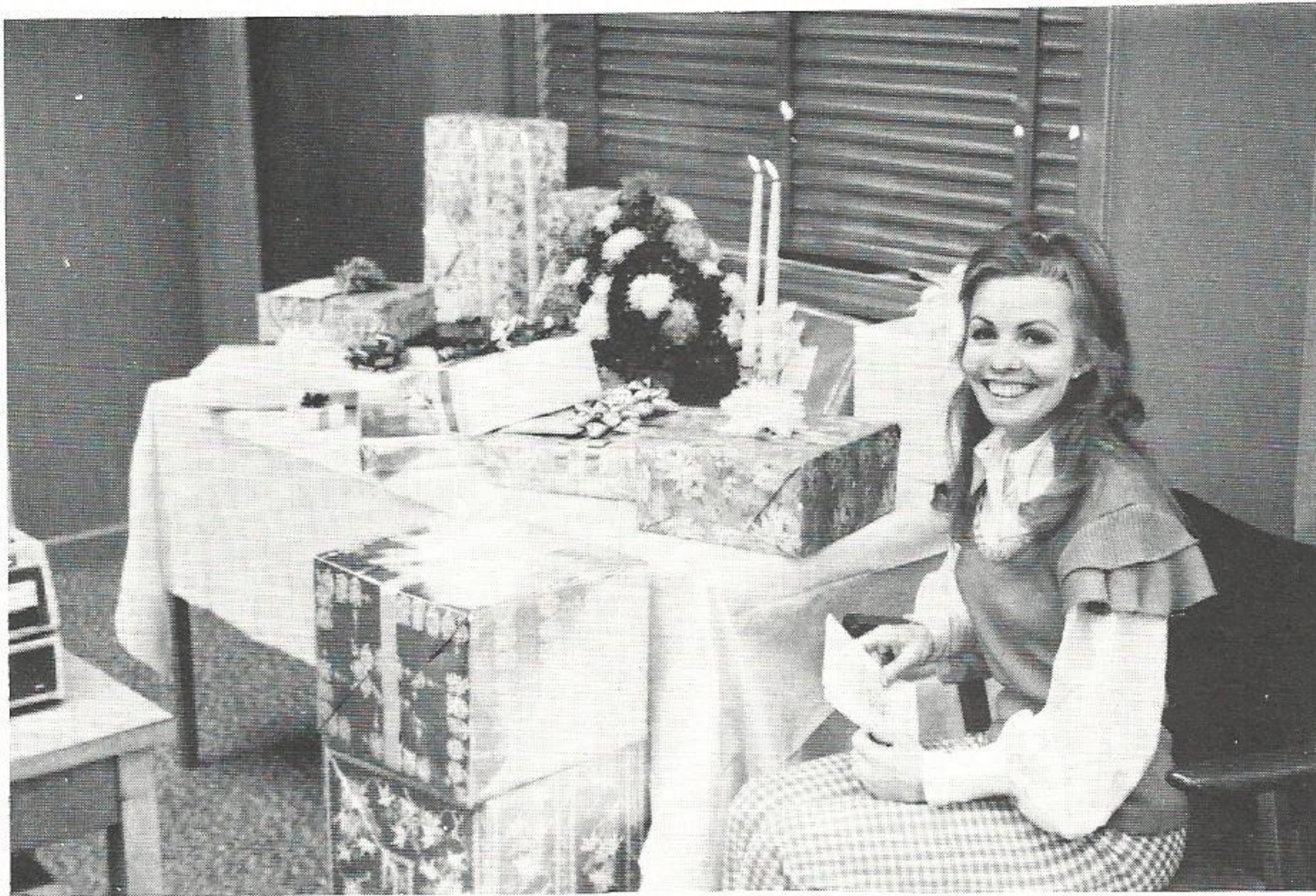
The Port Arthur Division bid W. E. (Bill) Barksdale farewell Friday, July 27. Bill's plans were to leave for Atlanta, Ga. to attend the Public Utility Executive Course and return to Port Arthur on August 17th. However, on Thursday, July 26, fellow employees learned of Bill's promotion to operating superintendent, Baton Rouge Division, and rather than a temporary farewell, Bill has moved to Baton Rouge, La., to assume his new duties there. To help with his packing, Port Arthur Division employees presented him with a piece of American Tourister luggage. From left to right are R. A. McAlpine, division manager, Helen Powell, and Bill. (from **Frank Jones**)



Arthur Cadena and Keith Sanders (equipment operators at Sabine Station) recently came back from a vacation trip to Florida. While in Miami they went out on one of the fishing boats, and shown is a picture of the fish that each one caught. Keith caught a 7'1" sailfish and Arthur caught a 45" Wahoo. Both guys had their fish mounted and brought them home with them. (from **Kathleen Fuller**)



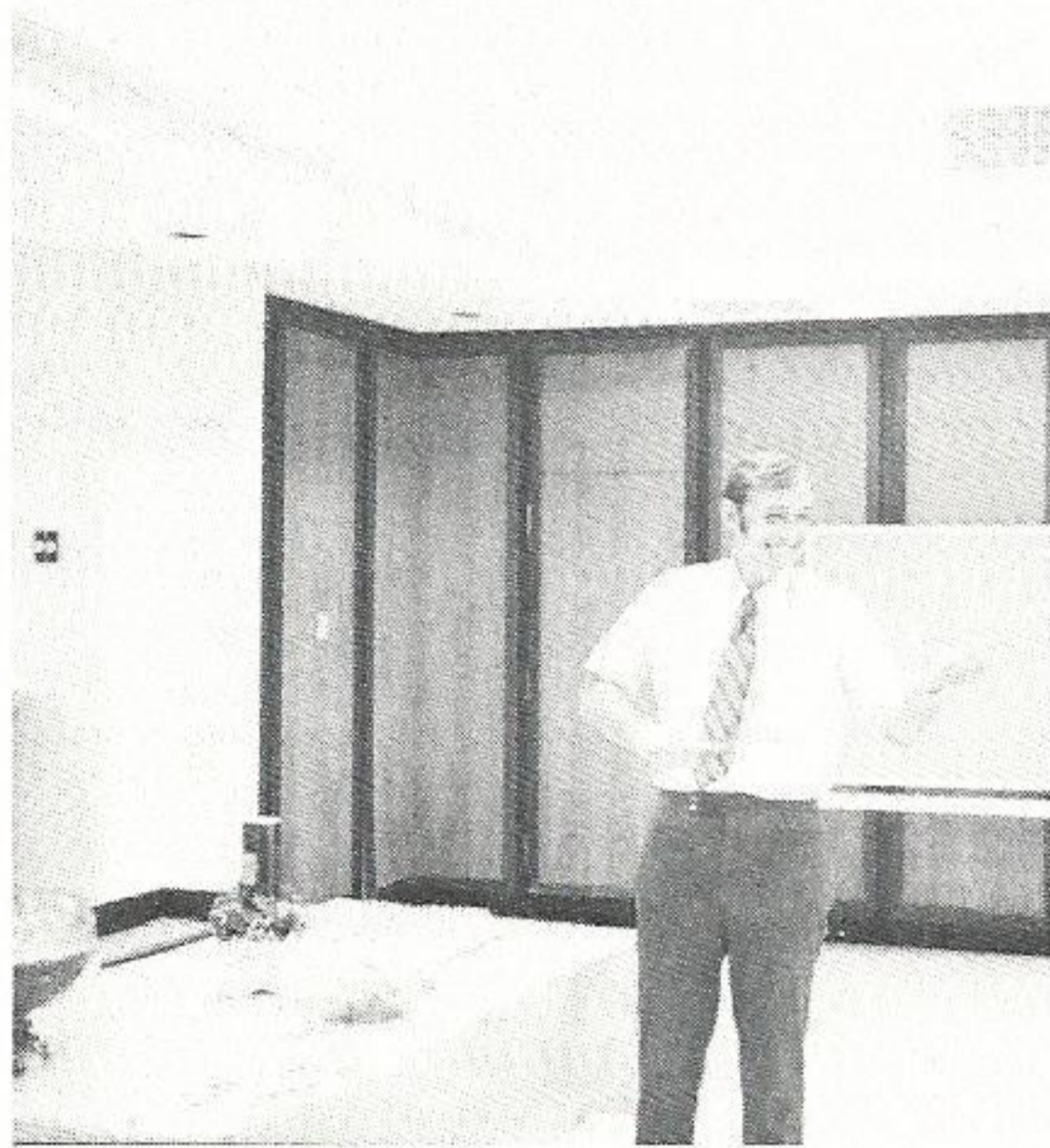
Mr. and Mrs. Bill Goff are shown at their recently held retirement party in Baton Rouge. Also shown is Arden Loughmiller, Baton Rouge Division sales superintendent, presenting Bill (area development supervisor) with one of his farewell gifts, a photo album to remember the evening. Bill, a 35-year veteran of the Company, was treated to a unique "THIS IS YOUR LIFE" presentation covering his long tenure with the Company. Bill also received a gorgeous bateau, complete with gobs of Louisiana moss and a split hull. He was presented a rope of dollar bills that stretched nearly around the room! Several hundred of Bill's friends and well-wishers were on hand to wish him and Sarah all the best of health and happiness in their golden retirement years! (from **Frank Jones**)



A July 27th wedding shower was held in the Beaumont Division main office for Carol Price—IDS departmental clerk, after which Carol became the July 28th bride of David Lynn Smith. The shower, attended by her fellow employees, included many gifts and lots of good food. (from **the Editor**)



Mitchell S. Bridges, former sr. engineering assistant, is pictured with H. E. Mack, operating superintendent, in Lake Charles. Mickie was promoted to administrative accountant in Beaumont. (from **Johnnie Harris**)



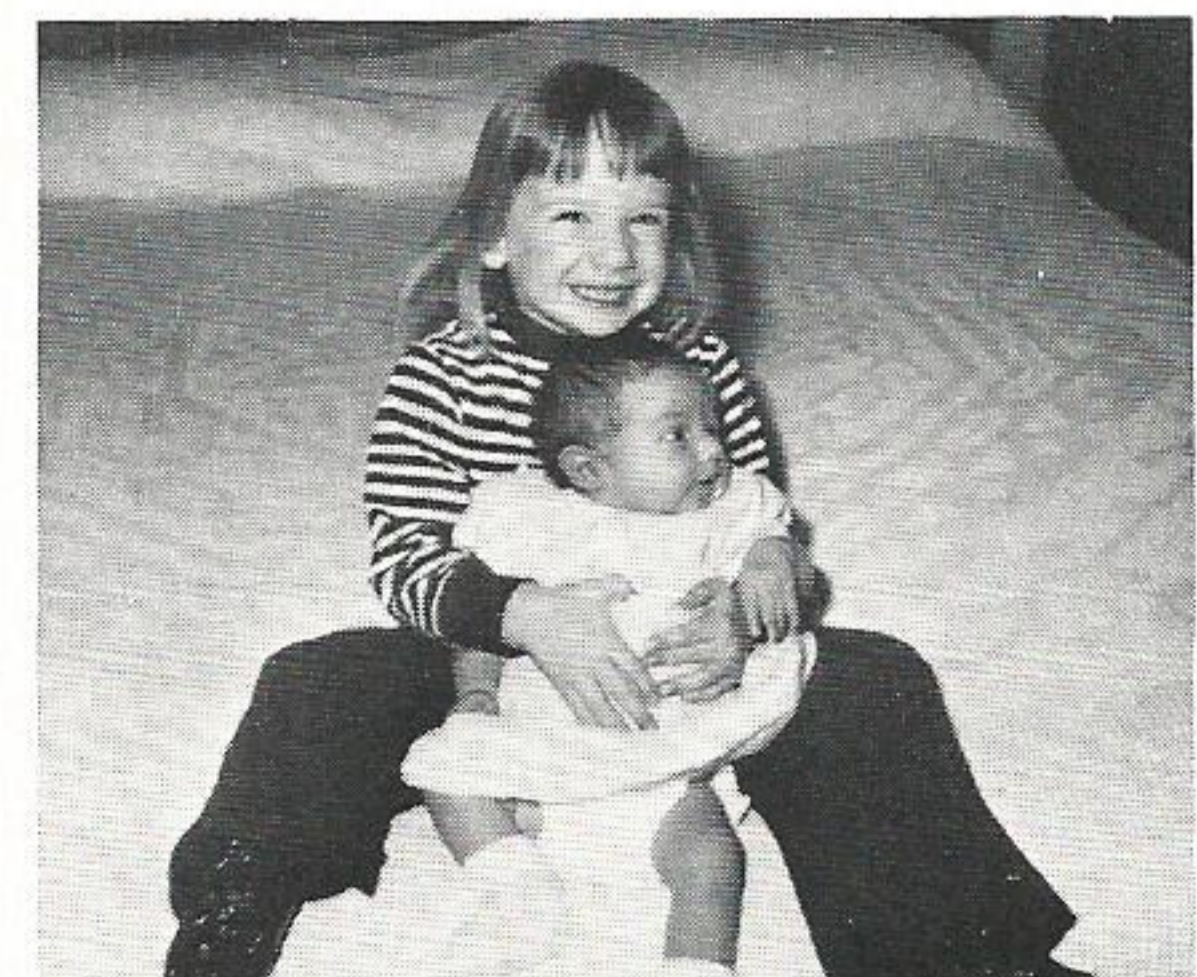
Calvin Hebert and his wife, Shirley, and three daughters were recently honored at a farewell party given by fellow employees at the Conroe office. Calvin has been transferred to Baton Rouge as operations supervisor. Going-away presents for Calvin included an engraved ashtray, waders, a gun barrel, shirt, tie and special "whip." Shirley was presented a candle, complete with holder, and the event was followed by an evening party at John Zemanek, Lemoyne Whitesides and Marvin Schafer's homes. The Western Division wishes the Heberts the best of luck for the future. (from **Bobbie Burke**)

Mr. and Mrs. Kermit Thompson are the very proud parents of Kermit Troy, born May 3, 1973. Troy (as the new arrival will be called) weighed in at 6 pounds 9 ounces and was 20 inches long. Kermit is a former employee of Lake Charles Engineering. (from **Johnnie Harris**)



Cathy Fruge is pictured here opening her gifts at the farewell party given by the Lake Charles Engineering Department. Cathy left the Company on June 1, where she had been a departmental clerk in the Engineering Department. (from **Johnnie Harris**)

A luncheon was held in the home of Mrs. Joe B. Farris, Jr. on July 25 for June DuBois, general clerk in General Accounts Department, Beaumont. She left in August after eight years with the Company to move to Lake Jackson, Texas, where her husband will go to work after graduation from Lamar University. Those attending were Phyllis Ward, Dale Jolly, Dolores Spafford, Dora Hebert, Carolyn Baker, Sally Stafford, Debbie O'Keefe, and Lillian Daigle. (from **Dale Jolly**)



These are the two daughters of Robert Boenker—Conroe T&D Department. Carol Ann, age 2½, is holding the newest family addition, Amy Lynn, who was born February 4 and weighed 9 lb. 6 ozs. at birth. (from **Frances Elliott**)



Gerhard W. Smith (left), design engineer-construction in the Beaumont System Engineering Department, was presented a cake and gift certificate on his promotion to Conroe as division engineer. Shown with Mr. Smith is L. C. Guthrie (Beaumont System Engineering) offering his congratulations. (from **the Editor**)



Charles Jones, former serviceman-1st class in Lake Charles Service Department, is pictured bidding farewell to L. J. Frederick, service foreman. Charles is wearing the coat presented to him by his fellow employees as a farewell gift. Charles was promoted to operating superintendent at Madisonville. (from **Johnnie Harris**)



Glenda Deen, Baton Rouge sales floor clerk, became the bride of Tazwell Boyd on June 19 in a home ceremony. After a wedding trip to Florida, the couple are at home in Baton Rouge. (from **Opal Temple**)

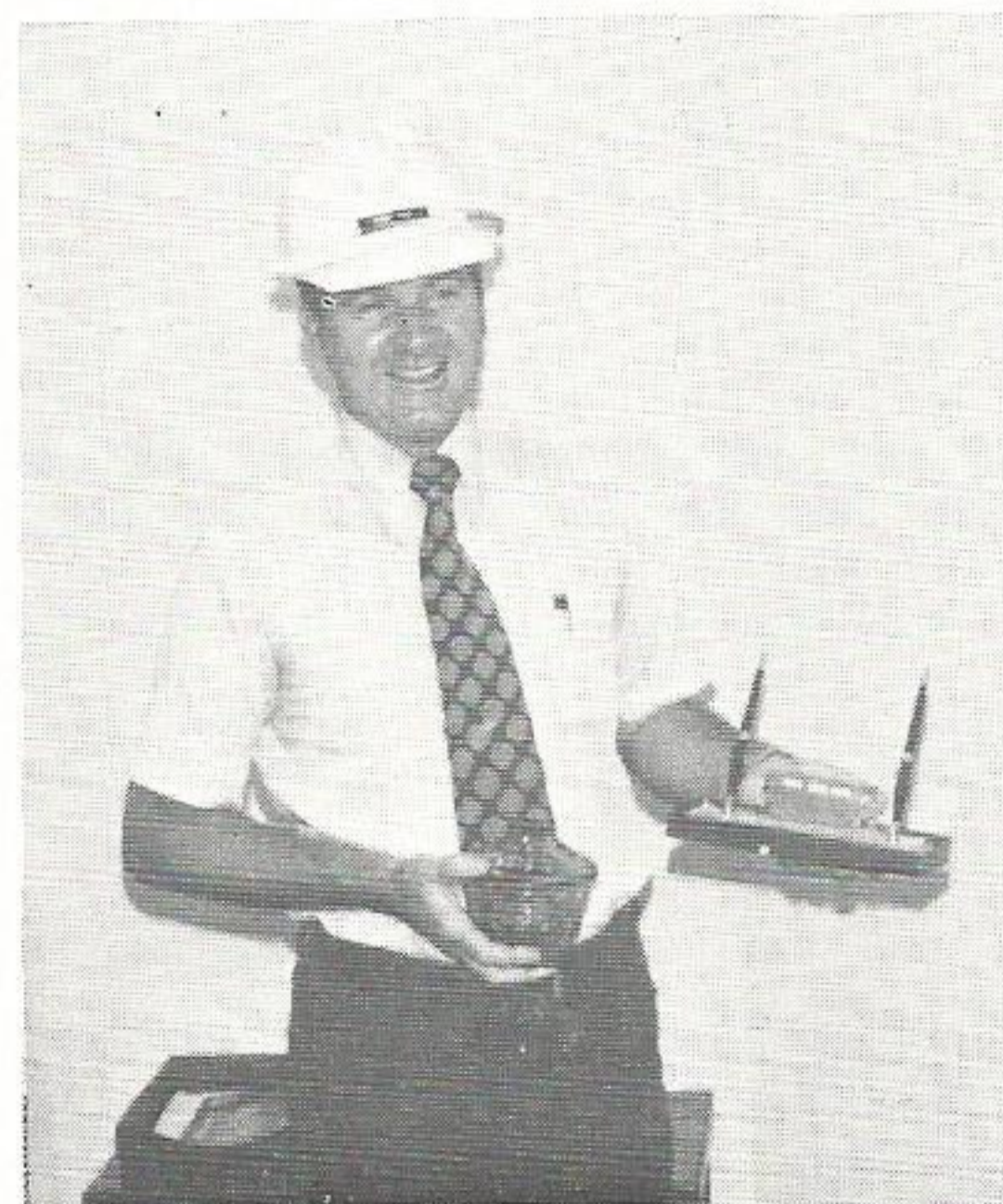


Mr. and Mrs. Ed Brawner had an addition to their family April 9, 1973. Edward Thomas Brawner, Jr. weighed in at 9 pounds 10 ounces and was 21 inches long. (from **Johnnie Harris**)

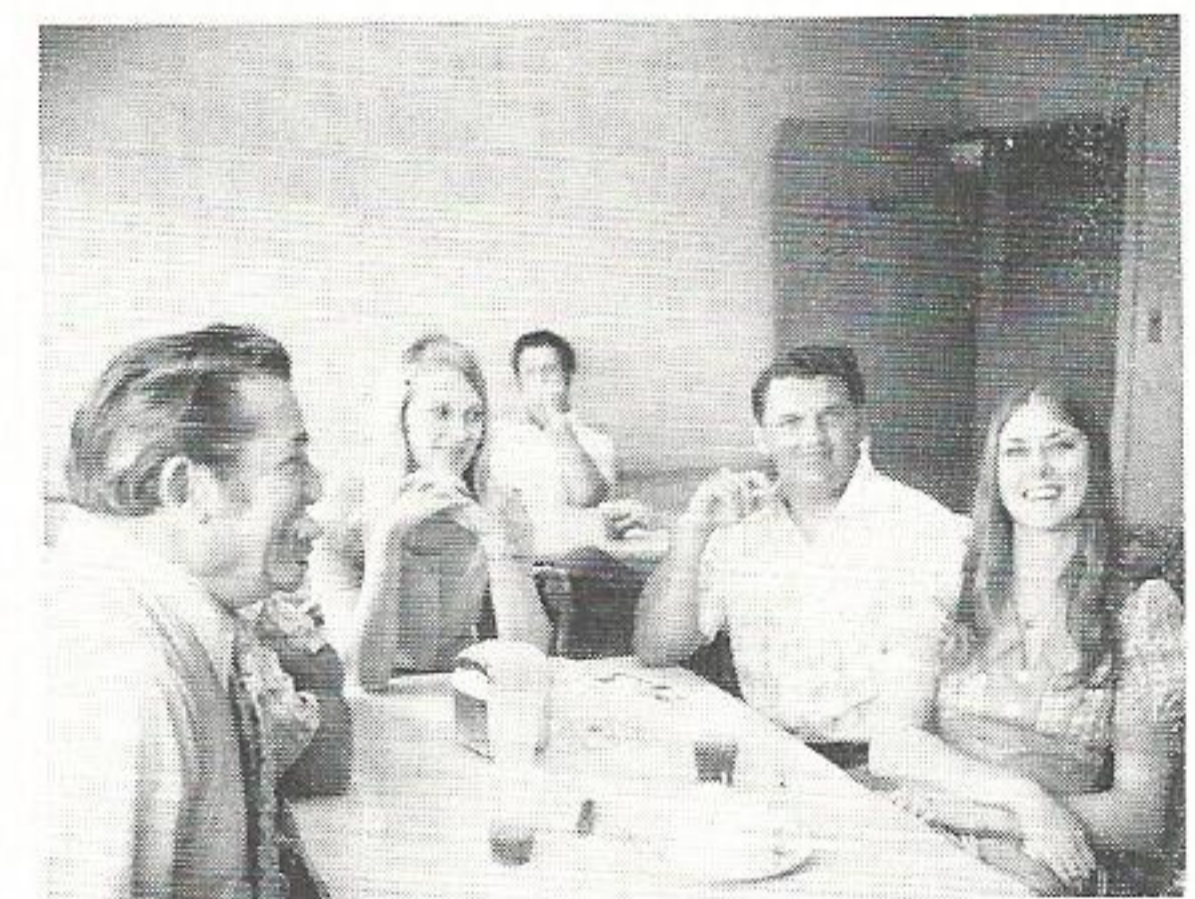


Tom Jester is pictured before his departure from Lake Charles with H. E. Mack, operating superintendent. Tom was transferred to Port Arthur. (from **Johnnie Harris**)

A birthday party was held on August 13 for Northern District Superintendent L. C. Christian (left). The party, held in the Zachary office, included home made ice cream made by Pauline Burdette and Myra Kirby. Shown with Mr. Christian are Mr. and Mrs. W. B. McMorris. (from **Myra Kirby**)



A farewell party was held August 16 by fellow employees in the Beaumont office for Ray Clausen, who recently transferred to Sabine Station as general maintenance supervisor. His gifts included a desk set and candy dish. (from **Carolyn Thaggard**)



Pictured are friends and fellow employees of Susan Tucker (right)—departmental clerk at the Beaumont Service Center, celebrating Susan's recent birthday. Shown from left to right are Bill Harland, Nancy Mathews, Marshall Hawks, Paul Lane and Susan. (from **Bill Toups**)



Welcome Aboard!

SYSTEM DEPARTMENTS

Information & Data Services

McCallum, Celia A., Beaumont, Dept Clerk - Records-Dupl

System Treasury

Hall, Annie G., Beaumont, Clerk - Purchasing

Richard, Louetta H., Beaumont, Clerk - Actg/Payroll

Daigle, Lillian S., Beaumont, Clerk - Actg-Gen Accts

BEAUMONT DIVISION

Distribution

Barry, Rollins M., Jr., Beaumont, Helper-T&D Dept (Relay)

Robinson, Steward J., Beaumont, Laborer I - T&D (S/Sta)

Chandler, Freddie D., Beaumont, Laborer I - T&D (Garage)

Jacks, John C., Beaumont, Laborer I - T&D (Line)

Bonner, Terry F., Beaumont, Laborer I - T&D (Garage)

Havard, Robert L., Orange, Helper-T&D Dept (Line)

Treasury

Stewart, Carolyn M., Beaumont, Clerk - Cr & Coll

PORT ARTHUR DIVISION

Production

Arnold, Alvin K., Bridge City, Mechanic Helper (Test)

Sabine Sta

Distribution

Shiflet, Autrey L., Port Arthur, Laborer I - T&D (Line)

LaSalle, Ronald G., Port Arthur, Laborer I - T&D (Line)

WESTERN DIVISION

Distribution

Granger, Darrell W., Conroe, Laborer I - T&D (Line)

Bell, Bruce D., Conroe, Laborer I - T&D (Line)

Treasury

Cherry, Randolph L., Conroe, Meter Reader

Senkel, Paul R., Huntsville, Meter Reader

BATON ROUGE DIVISION

Production

Stewart, Mark P., Baton Rouge, Laborer I - La Sta

Lee, Charles D., Baton Rouge, Laborer I - La Sta

Distribution

Gabel, Carrol F., Baton Rouge, Laborer I - T&D (Line)

Brandon, Randy J., Baton Rouge, Laborer I - T&D (Line)

Bourque, Orin K., Baton Rouge, Engr Helper - T&D (Eng)

Sales

Victorian, Michael W., Baton Rouge, Residential Sales

Repr-Jr

Treasury

Pulliam, Louis R., Zachary, Meter Reader

LAKE CHARLES DIVISION

Distribution

Briggs, Rose G., Lake Charles, Laborer I - T&D (Garage)

Jones, Shirley D., Lake Charles, Dept Clerk - T&D (Service)

Latiolais, Herman J., Lafayette, Laborer I - T&D (Garage)

MANAGEMENT EMPLOYEES

Hudson, James F., Beaumont, Nuclear Staff Assistant
Pwr Plt Constr

Burton, Joe L., Beaumont, Engineer - Sys Prod

Leavines, Joseph W., Beaumont, Engineer - Sys Prod

Pace, Catherine, Beaumont, Systems Analyst - IDS-
Sys Sup Servs

Chambliss, Jay L., Beaumont, Systems Analyst - IDS-
Sys Sup Servs

Bryant, Terrance H., Beaumont, Admn Account - Sys
Treas/Acctg Operns

Sealy, Glenn M., Beaumont, Admn Accountant - Sys
Treas/Acctg Operns

Thomas, Douglas G., Beaumont, Asst Purch Agent - Sys
Treas/Purch

Faires, Robert L., Beaumont, Student Engr - Sys Eng
Plann/Plann

Barclay, Daniel A., Beaumont, Student Engr - T&D/Engr

PART-TIME EMPLOYEES

Schilhab, Timothy W., Conroe, Engr Helper - T&D (Eng)

Autrey, Janet R., Calvert, Local Office Clerk

SUMMER EMPLOYEES

Cole, Anita G., Beaumont, Dept Clerk - IDS/Recs

Sanchez, Diane E., Beaumont, Dept Clerk - IDS/Recs

Cammack, Lester E., Jr., Beaumont, Dept Clerk - IDS/Recs

Rook, William D., Beaumont, Dept Clerk - IDS/Recs

Bryie, Sharon A., Beaumont, Dept Clerk - IDS/Recs

Antwine, Carolyn, Beaumont, Dept Clerk - IDS/Recs-Dupl

Peet, Laura L., Beaumont, Dept Clerk - Personnel & IDS/
Recs-Dupl

Wheeler, John M., Beaumont, Engr Helper - Sys Eng
Des/DEC-Drftg

Molo, Beverly D., Beaumont, Dept Clerk - Corp & Fin

Guidry, Janice M., Port Arthur, Clerk - Cust Serv

Lewis, Christopher K., Conroe, Engr Helper - T&D (Eng)

York, Charles T., Conroe, Engr Helper - T&D (Eng)

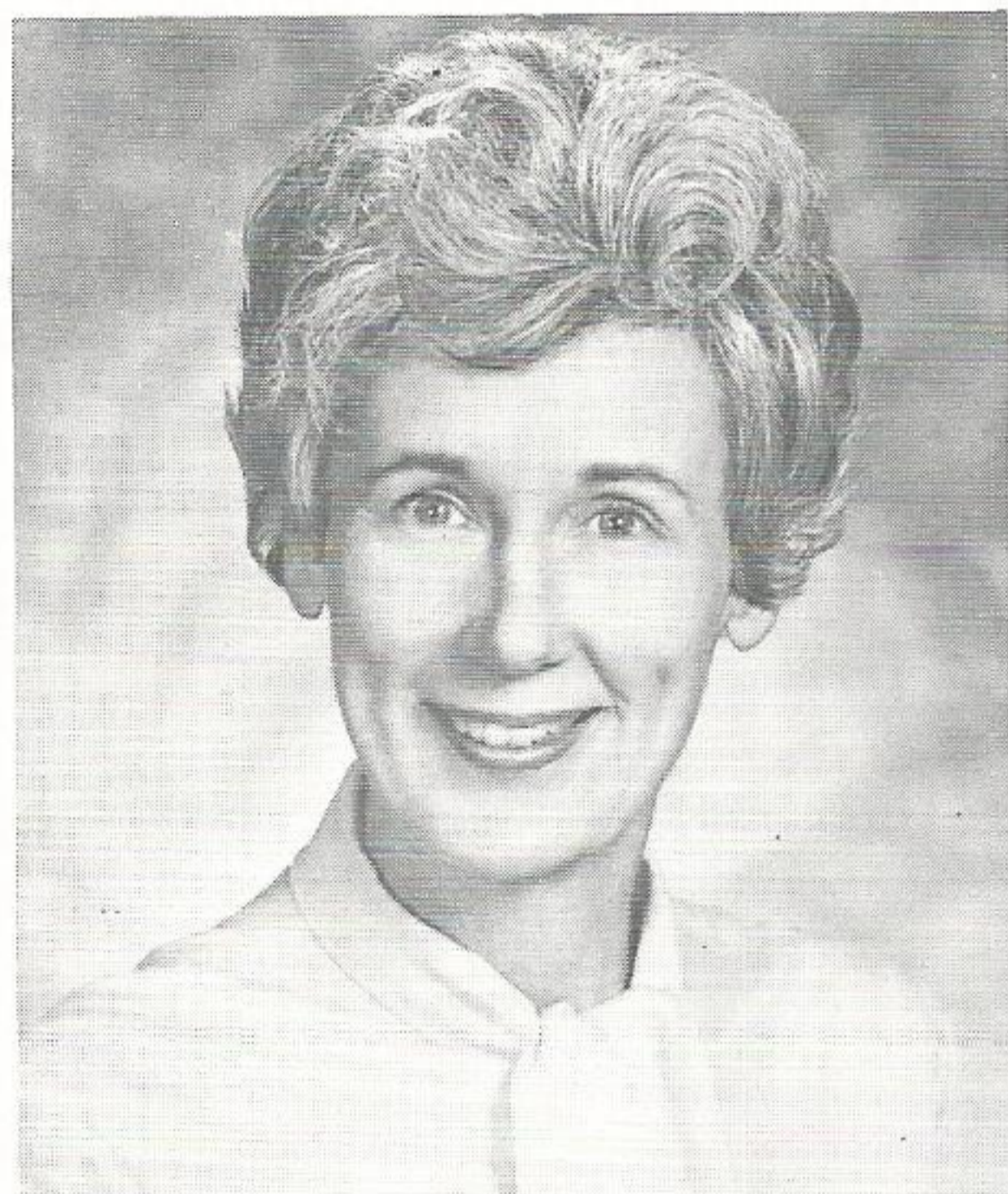
Gayle, Larry D., Conroe, Meter Reader - Div Treas

Hammack, Susan M., Conroe, Clerk - Cust Acctg

Kopp, Laura L., Baton Rouge, Clerk - Cust Acctg

DeBlanc, Mona L., Lake Charles, Clerk - Cust Acctg

Easing The Crisis In Food Prices



Mildred Tribble, Director of Home Services, is presently very much involved in the Consumer Information Program at Gulf States. As such, she is contributing to the current consumer information advertising which appears in local newspapers and she serves as a consultant on the television commercials which are appearing regularly. Mildred is a graduate of Texas Womens University and holds a Master's degree from Louisiana State University in Home Economics with emphasis in Home Management-Family Life.

Last month's article (August PLAIN TALKS) on some things to do about the cost of food mentioned four food dollar stretches. These were:

- Plan how much money to spend for food.
- Plan what food you'll buy.
- Be a smart shopper.
- Keep foods at their best.

Space did not allow for a detailed discussion of how to be a smart meat

shopper or how to keep foods at their best after they are purchased.

First, some helps on buying meat. Experts tell us that about 30 percent of our food money is spent on meat. How can we get the most meat for the amount of money we spend? Here are some suggestions:

- Figure cost-per-serving
- Learn cuts of meat
- Use less tender cuts
- Buy on special
- Buy large cuts
- Use meat substitutes
- Store it correctly.

While meat is sold by the pound, the concern should be "cost-per-serving." For example, an 80¢ package of ground beef made into 4 servings is 20¢ per person. The same amount of meat made into a casserole to serve 8 cuts the cost in half . . . 10¢ per serving. The amount of bone and fat must be considered in determining the cost per serving. If the cut has a large amount of waste, figure 1 to 2 servings per pound. If it has no waste, like a ham slice or hamburger, one pound can serve 3 to 4 people.

The most important thing to do is to learn more about meat. Learn the name of the cut and where it comes from to save dollars and add variety to your meals. Get out of a rut and try some less familiar cuts like flank steak, short ribs, brisket, pork shoulder roasts, sausage and variety meats. All these are good economy cuts.

Plan to stock up when there are meat specials. Another savings is the large cuts which can be cut into three or more smaller cuts — such as a whole ham. Remember, too, the use of meat substitutes, like eggs and cheese. Finally, know how to store meat to keep it at its best. Know how long it will keep in your refrigerator or freezer. The instruction books which accompany your own appliances are the best source of information on this subject. If in doubt, consult the Home Service Department in the Gulf States Utilities office nearest you.

The fourth food dollar stretcher emphasizes, **KEEP FOODS AT THEIR BEST.** Careful planning and careful shopping can't be accomplished without a good home storage plan. You need enough space for shelf items, canned goods and staples. But the main concern is for perishables . . . those foods that need to be refrigerated or frozen.

Refrigerators are most important. A refrigerator that's cold enough helps preserve quality and flavor. Use yours properly and reap the benefits.

Here are six basic refrigerator use tips:

1. Set controls so that the refrigerator is cold enough to keep foods at their best. Temperature is usually correct when milk is very cold to drink.

2. Set controls so the freezer sections is cold enough. Ice cream is firm to hard when the freezer is properly set.

3. Keep all foods covered. Because cold air is drier than warm air and because a fan circulates air throughout a no-frost refrigerator, food will dry out when not covered.

4. Keep contents of the refrigerator organized enough to know what's there. Foods that get lost and have to be thrown out are costly waste.

5. Refrigerate food as soon as possible, whether it's cooked, fresh from the garden or from the store.

6. Store food table ready. Food put into the refrigerator is going to be taken out and used later. Packaging should be with that in mind. Fresh fruits and vegetables can be washed and ready to eat. Washing does something else for leafy green vegetables, too. They need high humidity storage and washing adds that needed moisture. They can be wrapped in plastic or stored in a sealed crisper.

To obtain more information on "Easing the Crisis in Food Prices" complete the coupon below and mail. This booklet prepared by the Home Economics Department at Whirlpool will be helpful to you in your everyday food planning and buying.

MAIL TO:

Director-Home Services
11th Floor
Gulf States Utilities Co.
P. O. Box 2951
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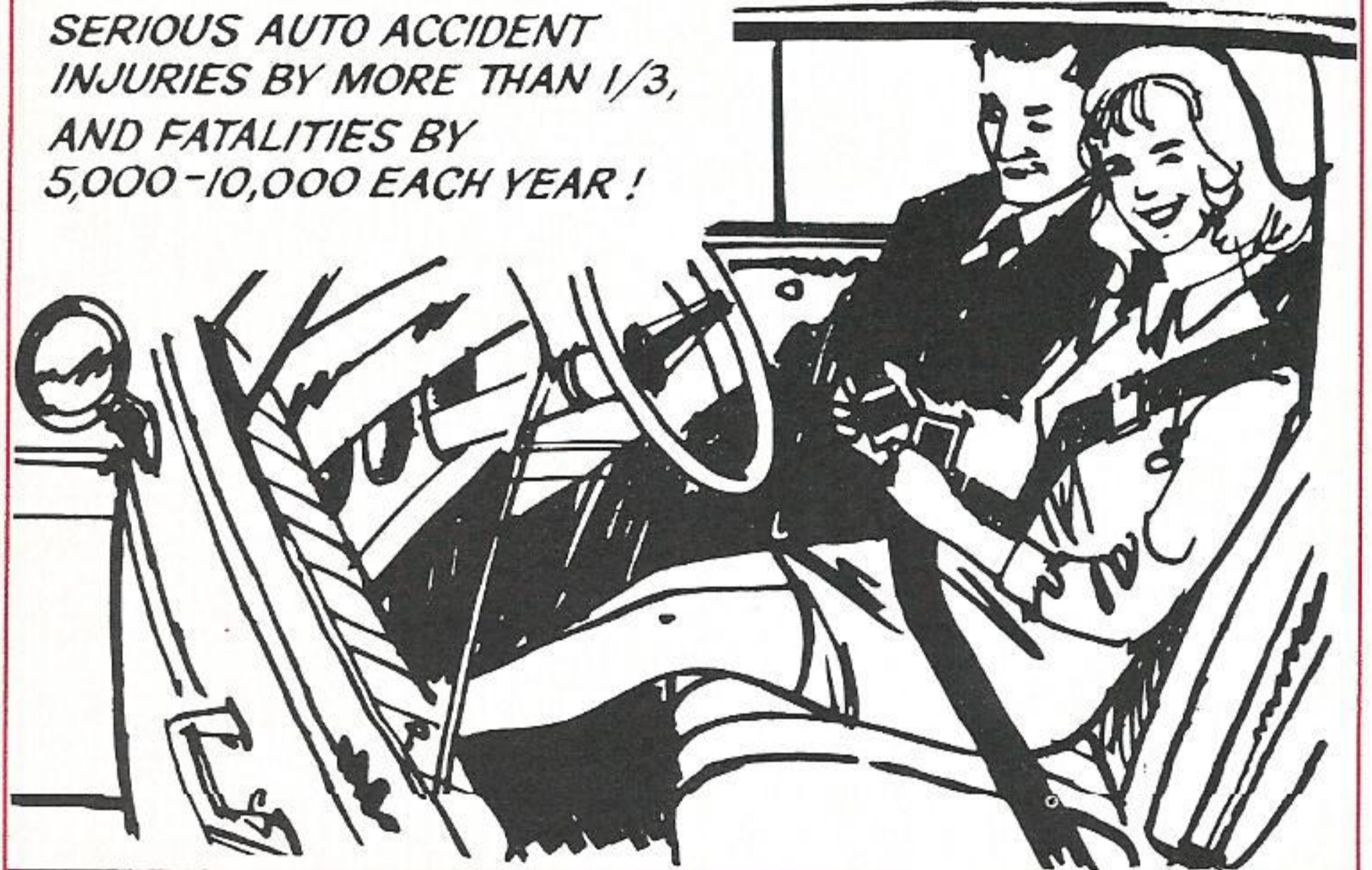
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