

# POWER

## CAPTAIN HADACOL



Comic Book No. 2

ANNUAL  
MEETING:  
A WIN  
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LEBLANC &  
HADOCAL  
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2023  
SCHOLARSHIP  
WINNERS  
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2727 SE Evangeline Thruway  
P.O. Box 90866  
Lafayette, Louisiana 70509  
Phone 337-896-5384  
www.slemco.com

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COVER: Captain HADACOL 1951 comic book



TAKE NOTE

—SLEMCO'S 86<sup>th</sup> ANNUAL MEETING—

**THOUSANDS ATTEND**  
Prizes, 20 College Scholarships and Live Music



Photos by Kimberly Ann Photography

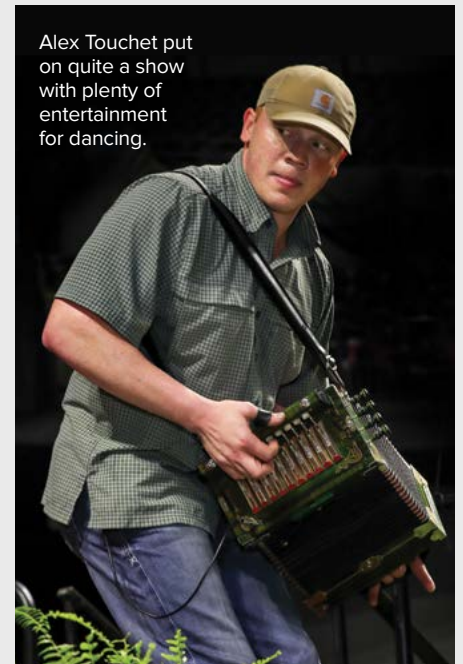
The 2023 SLEMCO Annual Meeting attracted thousands of members to Lafayette's Cajundome June 10th, each hoping to win one of several valuable prizes. SLEMCO's 2023 Annual Meeting Grand-Prize Winner was Priscilla Curran of Scott. *Lucky Number: 4041218000.*

"I've always wanted an SUV," said Curran. She chose the 2023 Buick Envision provided by Courtesy Automotive as her grand prize. A SLEMCO member since 1978, she was both nervous and excited that her card was drawn out of the barrel as the grand prize winner.

The second grand prize winner, Kendra Victor of Scott, took home \$5,000 while the 3rd Grand Prize winner, Tim Deville of Church Point, walked away with \$2,500. The early bird prize of \$5,000 was won by Sarah Frederick of St. Martinville, while the \$1,000 early bird prize was won by Deidre LeBlanc, also of St. Martinville.

Earlier during the meeting, SLEMCO awarded \$40,000 in college scholarships to 20 students who will be attending college or trade school this fall. Winners were

Grace Simon of Iota; Tra'Shawn Brown of Carencro; Jaylen Lewis of Carencro; Jacie Landry of Breaux Bridge; Jayden Meche of Carencro; Laila Jordan of Opelousas; Kyle Breaux of Carencro; Jenna Gibson of Gueydan; Mackenzie Greagoff of Duson; Riley Theriot of Opelousas; Zachary LeBeouf of Duson; Kristyn Briggs of Arnaudville; Mary Baudoin of Carencro;



Alex Touchet put on quite a show with plenty of entertainment for dancing.



Landon Kately of Parks; Halle Lafleur of Ville Platte; Jaydon Huval of Lafayette; Boden Butler of Rayne; Elijah Mason of St. Martinville; Lainie Guillory of Abbeville; and Victoria Ladd of Broussard. *Lucky Number: 1445500001.*

During the official business portion of the meeting, Board President David Simon of Gueydan and Chief Executive Officer and General Manager Glenn Tamporello, addressed the crowd, updating SLEMCO members on major projects the company has been focusing on since the last meeting. In celebrating SLEMCO's 86th year in business, both renewed their commitment to making sure the organization remains responsive to both opportunities and challenges facing the electric industry.



Education opportunities for kids to learn about utilities and powerline safety.

In marking SLEMCO's 86th year, board members Don Resweber of St. Martin Parish, Gary Soileau of St. Landry Parish and David Simon of Vermilion Parish were unopposed and each re-elected to the board.

Save the date for next year's annual meeting, to be held June 8, 2024. See you then. *Lucky Number: 2048166028.* 🍀



## SLEMCO Winners Take Home Prizes



Our Grand Prize Winner, Priscilla Curran of Scott, had several options to choose from. She picked the 2023 Buick Envision! A SLEMCO member since 1978, she's been to Annual Meetings three or four times before. "I've always wanted an SUV," she told us. And that's exactly what she got! She is shown here with Brandon LeJeune, sales associate with Courtesy Automotive in front of her brand-new sporty Buick Envision SUV. Happy Trails Priscilla!



Winner of \$5,000, Kendra Victor, shown here with Public Service Commissioner Mike Francis.



Winner of \$1,000, Deidre Leblanc.

# WEATHER PREPARED

## THROUGH STORM SEASON AND BEYOND.

You can count on SLEMCO to be prepared for whatever Mother Nature throws our way. To report a power outage from anywhere on SLEMCO's system at any time, dial 1-888-275-3626.



# LUCKY NUMBER WINNERS!

## FIND YOUR ACCOUNT NUMBER AND WIN \$100 CREDITS!

WE'VE HIDDEN 10 SLEMCO ACCOUNT NUMBERS IN THIS ISSUE OF THE MAGAZINE. Look to see if you find your SLEMCO account number. If you do, call Michelle Courville at (337) 896-2504. Once she verifies you as a winner, she'll credit \$100 to your SLEMCO account. *Lucky Number: 1111046016.* 🍀





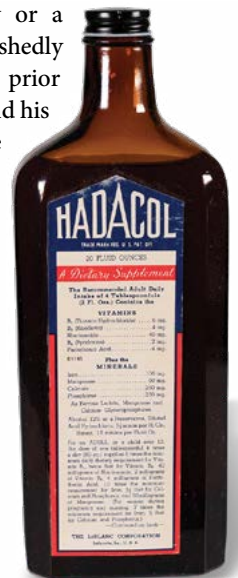
HADACOL Caravan 1951 train passengers included Minnie Pearl top row and Cesar Romero second from left on bottom row. Photograph courtesy of Lafayette Parish Clerk of Court Louis J Perret

It was a  
*fabulous*  
party.

While it  
lasted.

after the Food and Drug Administration seized product over labeling claims), when he introduced HADACOL in the 1940s.

LeBlanc had sussed out that the injections a local doctor had used to cure his vexing toe infection were mostly B vitamins. Though not a pharmacist or physician himself, LeBlanc confidently whipped up a formula that was much enhanced by being 12 percent alcohol, just the thing if you had any sort of ailment in a dry county or a strict household. He unabashedly drew on the name of his prior Happy Day Company, and his own last initial, to create HADACOL.



**SEN. DUDLEY LEBLANC (“COUSIN DUD”)** HAD SEVERAL SCATTERED TERMS as State Senator representing the area around his Abbeville home, part of a long twentieth century political career that included a stint as Public Service Commissioner and runs for governor, at one time proffering a prescient platform plank for an old folks pension echoed in today’s Social Security. He was also a pioneer for embracing and promoting south Louisiana’s French Acadian ancestry.

He is best remembered, though, for his adventures in patent medicines, and had already peddled a couple of nostrums, including Happy Day Headache Powder (which had stalled

In a typical newspaper testimonial, a mother gushed that after being dosed with “four \$1.25 size bottles of HADACOL,” her three year-old daughter, who had been disturbingly “pale, nervous, had no appetite,” arose on the third day of her HADACOL regimen full of energy, and hungry. “She is as cheerful as any child can be,” the mother continued. “Thanks to the makers of HADACOL.” *Lucky Number: 4519327101.*

These claims soon came to the attention of the FDA, and LeBlanc barely sidestepped the planned seizure of a big consignment that was, according to a memoir interview of one-time New Orleans District

story and photos by JAMES EDMUNDS

FDA Director Edwin Boudreaux, "accompanied by a booklet listing most of the serious disease conditions known to man. Seizure failed to result because all the booklets were removed. The packages bore little that could be objected to." In another near scrape, HADACOL trucks which had been targeted for a raid due to outrageous disease claims emblazoned on their sides were found by arriving agents to have their offending wording very freshly painted out.

LeBlanc staved off the insistent feds by agreeing to tone down his wilder claims, but by then he had enough of a following to bring forth his most endearing creation: The HADACOL Caravan Show. LeBlanc injected the old-fashioned Wild West traveling medicine show with stars from the newfangled worlds of movies and radio, not to mention massive advertising support, reviving a faded and old-fashioned tradition

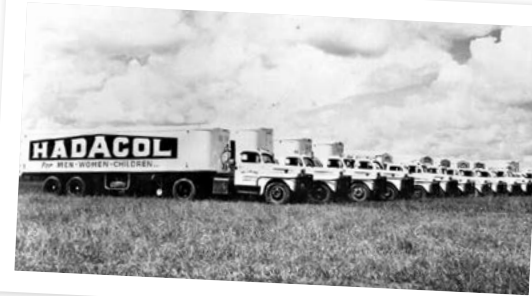
on a scale that had never prior existed.

"Come on, folks" full page newspaper ads urged, "You'll have a great time at this personal appearance presentation!" A program of clowns, jugglers, singers and dancers was headlined at various times by stars of the day like Bob Hope, Cesar Romero, Rudy Vallee, Mickey Rooney, Carmen Miranda, and even Hank Williams, who is said to have been inspired by the accents he heard touring south Louisiana for HADACOL to write his Cajun-celebrating megahit, "Jambalaya."



HADACOL carton top clearly marked because this was the ticket to get into HADACOL Caravan.

"Money CAN'T buy admission to this Great Star-Studded Show!" newspaper ads exhorted. "Admission is by Complete Box Tops Alone! 1 for Children, 2 for Adults."



HADACOL trucks clean of troublesome claims. Photograph courtesy of Lafayette Parish Clerk of Court Louis J Perret

Meanwhile, there were HADACOL Bounce and HADACOL Boogie records spinning on turntables, Captain HADACOL comics for the kids, and unremitting advertising that now had more to say about the medicine show than the medicine. Government agents stalked the caravan but LeBlanc had so shifted the focus away from dubious claims and toward glamor and pizzazz, that when he was asked in 1951 by Groucho Marx on his early television hit quiz show *You Bet Your Life* what HADACOL was good for, he famously quipped, "It was good for five million dollars for me last year." *Lucky Number: 4502338900.*

Unfortunately, even more millions were going out on advertising and show business fees than were coming in, and LeBlanc sold his business just in time to avert the financial collapse that befell its unwary purchasers. The final HADACOL tour terminated two weeks prematurely, the last show coming on September 17, 1951. It was Hank Williams' 28th birthday. ☺

PAGE TWENTY EIGHT THE TIMES-PICAYUNE, WEDNESDAY, AUGUST 15, 1951

**COMING!**

SENATOR LeBLANC Invites You To See His SENSATIONAL NEW

# HADACOL CARAVAN SHOW

Come On, Folks! You'll Have A Great Time At This Tremendous Personal Appearance Presentation!

HADACOL GOODWILL CARAVAN and T. M. & C. KANSAS FLOOD RELIEF PROGRAM

\*CESAR ROMERO \*JACK DEMPSEY \*HANK WILLIAMS  
\*RUDY VALLEE \*MINNIE PEARL \*CANDY CANDIDO

Thanks, Dorothy Dörben, Adorables, Jugglers, Fun Training Classes, Complete Entertainers, Gigantic Parade

FRIDAY AUGUST 17 7 P. M. CITY PARK STADIUM IN CASE OF RAIN MUNICIPAL AUDITORIUM RESERVED SECTION FOR COLORED

14 Sensational Scintillating ACTS!

Breath-taking FIREWORKS DISPLAY  
Big "Name" BANDS  
Brilliant VOCALISTS  
America's No. 1 HILL BILLY GROUP  
Performing CLOWNS  
10 BEAUTY QUEENS

Money CAN'T Buy Admission to this Great Star-Studded Show! ADMISSION is by Complete BOX TOPS ALONE!

1 FOR CHILDREN 2 FOR ADULTS

1st PRIZE SHELTON BUILT BICYCLE  
2nd PRIZE \$25.00 U.S. SAVINGS BOND  
3rd PRIZE

JUGGLERS DOROTHY DORBEN ADORABLES MAGICIANS

A GALA EVENT FOR THE YOUNG AND YOUNG IN HEART

GET YOUR HADACOL NOW!

THE CARAVAN WILL SHOW IN THE FOLLOWING CITIES IN THE NEW ORLEANS AREA. SEE IT OFTEN.

NEW IBERIA Wednesday, Aug. 15	THIBODAUX Thursday, Aug. 16	HAMMOND Saturday, Aug. 18	BILOXI Sunday, August 19
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SEE THE SPECTACULAR HADACOL PARADE 2:30 P. M. EACH CITY—SEE THE HADACOL SHOW 7:00 P. M.



Dudley LeBlanc on *You Bet Your Life* with Groucho Marx Feb. 28, 1951.



Hank Williams and his band on stage in Cleveland, Ohio with HADACOL Caravan Show 1951. Photograph courtesy of Lafayette Parish Clerk of Court Louis J Perret

Full page HADACOL Caravan Show newspaper ad 1951



# Purpose, Techniques and Safety



No one wants to be without power after a storm. But when trees are planted too close to power lines, major problems can arise in the wake of high winds and severe weather.

## Plan Before You Plant

Some thoughtful planning before you grab your shovel will protect your investment in your trees while ensuring uninterrupted electrical service for you and your neighbors. *Lucky Number: 4518416601.*

First, play it safe and call “Louisiana One Call” two working days before digging (800-272-3020), so utility locators can mark underground lines and utilities.

Next, make sure that the height and spread (width) of your tree at maturity won’t interfere with nearby power lines and ground transformers.

According to the LSU AgCenter’s Native Tree Growing Guide, only plant trees with a small mature height (under 25 feet) near or under overhead utility lines. Their handy Tree Species Selection Chart can help you find the characteristics you’re looking for.

The Guide also suggests that you avoid planting trees or shrubs around electric transformers. Allow at least 8 feet in front

of transformer and 2 feet around the sides and back. *Lucky Number: 2326360000.*

Looking at a skinny sapling, it’s easy to underestimate how much space it will claim in 20 or 30 years as a majestic live oak. Jim Foret, a local licensed consulting arborist, explains that the key to avoiding problems is knowing the characteristics of the tree you’re planting and understanding how trees grow. *Lucky Number: 2034536901.*

## Eliminate Problem Branches

It’s easiest to avoid planting a new tree in the wrong spot. But over the years, many pre-existing trees may have grown close to power lines.

If you see a potential problem with a tree near power lines on your property, call SLEMCO. It’s better to remove a stray limb interfering with power lines now, before it causes an outage during a major storm.

## DID YOU KNOW?

Stray branches are often the source of power blinks.

When a power line contacts a foreign object (like a tree limb), special safety devices cause the power to go off momentarily and then come back on. If the foreign object is still in contact with the line, power will briefly go off again. When the power comes back on, if the fault (the foreign object coming into contact with the line) has cleared, the power will stay on. If not, the power will go off again and stay off. This can cause power “blinks” you may notice occasionally at your home or business.

These blinks may be a minor nuisance because you might have to reset clocks or digital equipment. But these devices offer increased safety in the event of accidents and help minimize damage to electric lines, reducing repair time.

**CAUTION:** always assume any downed power line is dangerous! Report the problem to SLEMCO and keep well clear until it has been repaired.

The result of your careful efforts will be a beautiful, healthy tree that will better withstand storms and be less likely to pose problems for your house or nearby power lines.



If you have any questions concerning proper locations for new trees and need assistance from SLEMCO, call Gentry Laper at (337) 896-3371.

“Our trees evolve in woodlands,” Foret explained. “When we try to grow trees in the open, with light on all sides, instead of growing up they tend to grow unnaturally to the side—either too wide or with double trunks—and therefore tend to fall apart when older.

“You should lightly trim your tree for the first time as soon as you plant it, because it came from the nursery with flaws and defects. This ‘training’ should continue for the life of the tree. As they grow, continue trimming to avoid growth of excessively wide side branches—the tree’s structure can’t handle the weight—so don’t wait until they break, keep pruning as the tree continues to grow.”

To keep your trees healthy, never remove more than 15 to 20 percent of a tree’s leaves at one pruning. 🌱



# let's get COOKING

If you like a grilled cheese or toasted sandwich – and who doesn't – you will cherish this imaginative little cookbook. *Bliss on Toast* by author Prue

Leith provides recipes with sophisticated and delicious combinations, even in the meat and seafood categories, for children and adults. The book can be purchased on Amazon for \$16.



## Welsh Rarebit with Crisp Bacon on Multigrain

*Rarebit is the name of the dish. Avoid the temptation to use processed cheese. You won't be disappointed.*

- 4 slices bacon or pancetta
- 1 tbsp. oil for frying
- 1 heaped tsp. butter
- 1 heaped tsp. all-purpose flour
- ¼ cup milk

Scant 1 cup shredded sharp Cheddar cheese

- 1 tsp. Dijon mustard
- 2 thick slices of multigrain bread

Start by frying the bacon slowly in the oil until crisp, curly and brown. Drain on a paper towel.

Use the same pan to make the rarebit sauce. Melt the butter, stir in the flour, add the milk then bring to a boil, stirring. Add the cheese and mustard and mix well. Take off the heat while you toast the bread. Don't worry if all the cheese is not melted.

When ready to serve, preheat the broiler to maximum, spread the cheese mix on the toasts, then put them under the broiler until bubbling and brown. Add the bacon and serve.

## Mushrooms, Parsley & Cream on Seeded Multigrain Toast

- 2 tbsp. oil for frying
  - 4-6 portabella mushrooms (or any other type)
  - 1 large garlic clove, crushed
  - A few drops truffle oil (optional)
  - 7 tbsp. heavy cream
  - 2 thick slices of seeded multigrain bread
- Butter for spreading

- 1 tbsp. chopped parsley leaves
- Salt and freshly ground black pepper

Heat the oil in a frying pan and fry the mushrooms fast enough to brown as well as cook them. Keep them moving until they are almost done, then add the garlic and fry for a minute more.

When soft and cooked, add the truffle oil (if using) and the cream to the pan, season well with salt and pepper and boil, stirring to incorporate any mushroom residue.

Toast the bread slices, butter them and put on warm plates.

Divide the mushrooms between the slices and sprinkle heavily with parsley.

## Mozzarella in Carrozza

*Meaning Mozzarella in a carriage*

- 4 slices of ordinary supermarket white bread from a large loaf
  - 3 oz. fresh mozzarella cheese, sliced (cheddar can be substituted)
  - 4 basil leaves
  - 5 tbsp. milk
  - 2 tbsp. all-purpose flour
  - 1 large egg, lightly beaten
- Olive oil for frying  
Salt and freshly ground black pepper

Carefully cut the crusts off the bread and make 2 big square sandwiches with the cheese, seasoning them with salt and pepper and adding 2 basil leaves to each as you go. Make sure you leave a bit of a margin from cheese around the edge so you can press the edges together. (Fresh, soft commercial bread is so squishy that it is easy to make a good seal.)

Put the milk, flour and egg into separate shallow bowls or plates with a lip. Lay the sandwiches briefly on each side in the milk then dip the edges in the flour (to ensure a good seal) and finally turn the whole sandwich carefully in the egg.

Heat a couple tbsp. of oil in a frying pan over medium-low heat and fry the sandwiches to brown them on both sides. Drain them on paper towels. Yum.

**NOTE:** Try adding caramelized onion jam or chutney.

## Figs, blue cheese, thyme & honey on crusty white

- 3 ripe figs
  - 6 oz. mild blue cheese, like Gorgonzola
  - 2 slices of crusty white sandwich bread
- Olive oil for brushing

Honey

- 1 tsp. thyme leaves, stalks removed
- Flaky sea salt and freshly ground black pepper

Slice the figs into slim wedges and mash the blue cheese.

Brush the bread slices on both sides with the olive oil and then toast them, or brown them on both sides in a hot frying pan.

When the toasts are cool, top them with the cheese and figs.

Sprinkle with a little sea salt and a twist of the pepper mill. Drizzle a little honey over the top and sprinkle on the thyme leaves.

## Bostock with rum & coconut yogurt

*For breakfast or dessert*

- 4 thick slices of brioche or challah
  - 1 tbsp. seedless raspberry (or any) preserves
  - 1 tbsp. sliced almond
- Confectioners' sugar for dusting  
7 tbs. smooth coconut-milk yogurt, unsweetened  
1 tbsp. rum  
1 tsp. honey

### FOR THE FRANGIPANE

- ⅓ cup almond meal
- Drop of almond extract
- 1 egg lightly beaten
- 1½ tbsp. granulated sugar
- 1 tbsp. room-temperature butter

Preheat the oven to 400 degrees. Beat together the frangipane ingredients. Spread the brioche slices with the preserves and then the frangipane. Sprinkle with sliced almonds.

Bake in the oven for 12-14 minutes until the almonds are just beginning to color. Remove and sift a little confectioners' sugar evenly over the tops.

Mix the yogurt, rum and honey together and serve on the Bostock, warm from the oven.

**NOTE:** At Christmas, try using panettone instead of brioche.



For extra copies of these recipes or to e-mail a copy to a friend, visit SLEMCO POWER magazine at [www.slemco.com](http://www.slemco.com).



— CONGRATULATIONS —

## 2023 SLEMCO SCHOLARSHIP WINNERS



Photo by Kimberly Ann Photography

**WINNING \$2,000 EACH** for college this fall, our scholarship winners include, from left, Kyle Breaux of Carencro, Elijah Mason of St. Martinville, Jayden Meche of Carencro, Boden Butler of Rayne, Jaylen Lewis of Carencro, Landon Kately of Parks, Kristyn Briggs of Arnaudville, Zachary Lebeouf of Duson, Laila Jordan of Opelousas, Jenna Gibson of Gueydan, Grace Simon of Iota, Halle Lefleur of Ville Platte, Lainie Guillory of Abbeville, Mary Baudoin of Carencro and Mackenzie Greagoff of Duson. 📍

## Special Olympics Acadiana



Acadiana Special Olympics track meet was held March 24th. SLEMCO's signature volunteer effort for 33 years did not disappoint. *Lucky Number: 1206545005.* 📍



**SLEMCO VOLUNTEERS AT SPECIAL OLYMPICS** From left are Petrina Dourousseau, Byron Smith, Nick Smith, Melanie Rodrigue, Allison Chapman, Adam Williber, Faye Williber and Casey Carter.



**THROUGH SPORTS, SPECIAL OLYMPICS BUILDS COMMUNITIES OF ACCEPTANCE AND INCLUSION FOR ALL PEOPLE**



Photos by Kimberly Ann Photography