



ANY WAY YOU
LOOK AT IT

...No Finer Gift





With The Colors



AS OF DECEMBER 15, 1943

★ ★ IN THE ARMY 207 ★ ★ ★ IN THE NAVY 96 ★ ★ ★ IN THE MARINES 8 ★ ★ ★ TOTAL 311 ★ ★

ARMY

Akins, M. O., Baton Rouge
 Allgood, G. I., Lake Charles
 Allison, Mildred, Beaumont
 Anawaty, P. M., Beaumont
 Andrus, L., Lake Charles
 Atkins, J. W., Jr., Beaumont
 Bacon, R. C., Beaumont
 Baden, H. A., Baton Rouge
 Baker, P. W., Port Arthur
 Ball, W. A., Jr., Beaumont
 Barron, C. B., Beaumont
 Benton, C. M., Baton Rouge
 Blanchard, H. T., Baton Rouge
 ★ Blanchard, R. A., Baton Rouge
 Bloxom, R. M., Lake Charles
 Bobino, W., Beaumont
 Bohler, E. A., Silsbee
 Bolton, F. L., Winnie
 Bonura, C. J., Beaumont
 Braswell, J. L., Beaumont
 Breaux, M. L., Port Arthur
 Brock, K. P., Liberty
 Brossert, F., Beaumont
 Brown, L. J., Lafayette
 Bush, L., Port Arthur
 Bushnell, K., Beaumont
 Cain, D., Baton Rouge
 Canizaro, B. G., Beaumont
 Carnes, G. L., Jr., Beaumont
 Carpenter, A. W., Baton Rouge
 Carpenter, N. G., Lake Charles
 Carter, W. C., Beaumont
 Cassels, J. B., Nederland
 Charlton, H. S., Baton Rouge
 Christian, L. C., Jr., Lake Charles
 Clement, J. L., Baton Rouge
 Cole, E., Beaumont
 Cole, H. S., Lake Charles
 Colyer, C. M., Lake Charles
 Cook, Katherine, Baton Rouge
 Cox, C. B., Beaumont
 Cryer, E. M., Port Arthur
 Cummins, L. C., Navasota
 Daigre, F. B., Baton Rouge
 Davis, S. E., Baton Rouge
 Davis, V. E., Beaumont
 Denison, H., Lake Charles
 Denham, P., Baton Rouge
 Deutser, H. J., Jr., Beaumont
 Dickerson, H. R., Beaumont
 Donald, H. P., Beaumont
 Dorsey, J., Baton Rouge
 Ebow, S., Lafayette
 Echart, J. F., Beaumont
 Elkins, F., Port Arthur
 Elkins, J. A., Alvin
 Ellis, J. A., Baton Rouge
 Ellis, R. H., Beaumont
 Fairchild, R. M., Baton Rouge
 Faver, W. V., Jr., Beaumont
 Fitch, N. C., Beaumont
 Fontenot, W. E., Lake Charles
 Ford, L. M., Lake Charles
 Ford, W. H., Jennings
 Franques, R., Lake Charles
 Fredericks, J. A., Baton Rouge
 Gaines, H., Baton Rouge
 Garrett, T. B., Beaumont
 Gary, C. J., Lake Charles
 Gary, T., Beaumont
 Geiger, G. A., Beaumont
 Glover, C. A., Baton Rouge
 Goodwin, L., Lake Charles
 Graves, J. T., Baton Rouge
 Griner, J. E., Jr., Beaumont
 Handley, G. P., Lake Charles
 Harrell, L. W., Baton Rouge

Harrington, J. E., Baton Rouge
 Harrison, H., Huntsville
 Hays, R. H., Baton Rouge
 Hebert, A. L., Baton Rouge
 Hebert, H. J., Port Arthur
 Hebert, S. J., Port Arthur
 Hemphill, J. S., Orange
 Henderson, J. M., Baton Rouge
 Henry, J. M., Beaumont
 Herndon, W. H., Jr., Baton Rouge
 Hodges, T. T., Orange
 Holman, J. T., Lake Charles
 Holmes, M. R., Baton Rouge
 Hughey, A., Port Arthur
 Humphries, B. H., Baton Rouge
 Hunter, O., Baton Rouge
 Inglehart, J. K., Huntsville
 Jacobs, L. J., Lafayette
 Jameson, Agnes, Navasota
 Jeanne, G. S., Lake Charles
 Jensen, M. N., Beaumont
 Johnson, A. J., Orange
 Johnson, C. E., Beaumont
 Jones, J. K., Beaumont
 Josey, J. L., Beaumont
 Jumel, K. L., Baton Rouge
 Kaltwasser, E. E., Huntsville
 Kernan, J. A., Jr., Baton Rouge
 Kirkwood, R., Jr., Baton Rouge
 Kornegay, F., Liberty
 Krebs, S. F., Beaumont
 Kuntze, J. W., Port Arthur
 Ladue, W., Baton Rouge
 Lahaye, E. J., Port Arthur
 Landry, L. P., Baton Rouge
 Langford, A. T., Navasota
 Laughlin, D., Port Arthur
 Lea, P. H., Liberty
 Lee, M. P., Baton Rouge
 Leonhardy, Mary, Baton Rouge
 Lewis, J. L., Baton Rouge
 Linscomb, D. B., Orange
 Linscomb, T., Orange
 Little, W. K., Baton Rouge
 Madigan, E. P., Baton Rouge
 Maris, E. L., Franklin
 Martin, S. T., Beaumont
 Mary, A. J., Baton Rouge
 May, J. M., Jr., Baton Rouge
 McAlpine, R. A., Beaumont
 McCann, J. R., Beaumont
 McClelland, J. H., Jr., Beaumont
 McGee, V. V., Port Arthur
 McGraw, R. A., Baton Rouge
 McGuire, D. L., Baton Rouge
 McKenzie, S. A., Baton Rouge
 Merrick, O., Baton Rouge
 Middleton, F. W., Jr., Baton R.
 Mire, L. S., Baton Rouge
 Moore, Docia, Orange
 Morgan, W. P., Baton Rouge
 Murchison, W. O., Beaumont
 Murray, G. R., Beaumont
 Murray, R. J., Orange
 Muse, C. H., Conroe
 Nantz, Fern, Beaumont
 Northcutt, H. H., Beaumont
 Nott, L. W., Port Arthur
 Odom, B. Y., Beaumont
 Patin, J. F., Baton Rouge
 Paul, M. C., Beaumont
 Pennington, R. C., Baton Rouge
 Petkovsek, R. S., Beaumont
 Pfeiffer, C. A., Beaumont
 Pharr, W. W., Beaumont
 Pool, V. F., Navasota
 Porter, Bobbie, Beaumont
 Richardson, B. A., Alvin
 Richardson, G. W., Baton Rouge

Richardson, J. P., Beaumont
 Richardson, W. B., Beaumont
 Riley, T. N., Beaumont
 Riser, W. A., Port Arthur
 Risher, L. M., Jr., Jennings
 Romano, L. J., Beaumont
 Rogers, W., Baton Rouge
 Sadler, L. A., Calvert
 Sanders, H. C., Orange
 Sanchez, L. G., Baton Rouge
 Schaefer, C. F., Navasota
 Schiller, A. L., Navasota
 Sedberry, J. M., Jr., Beaumont
 Shelton, E., Lake Charles
 Shreve, J. W., Baton Rouge
 Small, S. B., Beaumont
 Smith, D. E., Beaumont
 Smith, M. D., Navasota
 Spurlock, L. O., Beaumont
 Stephens, P., Conroe
 Sternberger, I. H., Baton Rouge
 Stiteler, T. W., Beaumont
 Stone, R. M., Navasota
 Stovall, G. W., Baton Rouge
 Strachn, C. H., Jr., Beaumont
 Sullivan, L. A., Jr., Lake Charles
 Sumrall, H., Baton Rouge
 Taylor, A. H., Baton Rouge
 Tenholder, F. H., Beaumont
 Thompson, F. R., Jr., Baton Rouge
 Thompson, L. L., Beaumont
 Trice, J. T., Baton Rouge
 Turbeville, A. R., Lake Charles
 Turner, F. L., Beaumont
 Umphrey, S. B., Port Arthur
 Vaughan, C. R., Port Arthur
 Wall, H. J., Lafayette
 Watson, A. N., Baton Rouge
 Watson, J., Beaumont
 Watson, J. H., Baton Rouge
 Weller, F. R., Beaumont
 Whipple, J. R., Lake Charles
 Whitaker, E. B., Baton Rouge
 Whitson, A. L., Beaumont
 Wickey, J. R., Navasota
 Wilkins, D. G., Lake Charles
 Will, S. C., Port Arthur
 Williams, H. A., Baton Rouge
 Wofford, P. O., Beaumont
 Wood, E. L., Conroe

NAVY

Adams, A. A., Jennings
 Adams, C. D., Baton Rouge
 Armstrong, F., Conroe
 Atha, R. I., Beaumont
 Baillio, E. M., Baton Rouge
 Baird, A. W., Port Arthur
 Barnes, F. E., Lake Charles
 Bennett, R. E., Beaumont
 Billodeaux, J. W., Jennings
 Boles, C., Navasota
 Boring, C. J., Navasota
 Boudreaux, M. J., Lafayette
 Buell, M. N., Baton Rouge
 Burgess, R. L., Lake Charles
 Campo, B. L., Jr., Baton Rouge
 Carr, H. H., Beaumont
 Cart, Z. T., Lake Charles
 Carver, M. L., Lake Charles
 Cazes, W. L., Baton Rouge
 Chambers, C. E., Baton Rouge
 Cole, J. W., Lake Charles
 DeLamatyr, G. T., Baton Rouge
 Doucet, C. W., Orange
 Duff, C. T., Jr., Beaumont
 Elms, H. A., Lake Charles
 Ener, J. B., Beaumont
 Ethell, G. K., Beaumont
 Fabre, J. M., Baton Rouge

Farlow, J. C., Lake Charles
 Fortenberry, C. A., Jr., Baton R.
 Franklin, K., Calvert
 Fugler, S. C., Baton Rouge
 Garner, E. H., Port Arthur
 Garon, D. V., Baton Rouge
 Garrison, B. R., Baton Rouge
 Garvey, C. C., Baton Rouge
 Gautreaux, V. A., Baton Rouge
 Griffith, D. W., Beaumont
 Harder, Dorothy, Beaumont
 Hargis, P. Q., Jasper
 Heil, H. M., Beaumont
 Hill, G. L., Maringouin
 Hine, A. E., Jennings
 Holland, V. L., Baton Rouge
 Hurt, W. M., Beaumont
 Johansen, A. J., Port Arthur
 Johnston, J. C., Conroe
 Jones, F. W., Beaumont
 Kirkland, J. W., Lake Charles
 Lamm, J. W., Jr., Gonzales
 Latimer, D. F., Baton Rouge
 Lavergne, P., Jennings
 LeBlanc, A. A., Lake Charles
 Magee, H., Navasota
 Manley, R. S., Beaumont
 Marquette, P. J., Baton Rouge
 Mashburn, A. G., Beaumont
 Matens, J. K., Baton Rouge
 McCoy, A. C., Baton Rouge
 McKnight, T. O., Jackson
 Miller, W. K., Beaumont
 Minton, D. W., Baton Rouge
 Morrison, J. C., Baton Rouge
 Morrison, D., Jasper
 Munson, H. B., Jr., Baton Rouge
 Netzer, C., Beaumont
 Nevils, E. H., Beaumont
 Parker, W. H., Jr., Baton Rouge
 Pearson, C. B., Baton Rouge
 Pettepher, C. S., Baton Rouge
 Poulson, A., Beaumont
 Powlledge, B., Navasota
 Pratt, E. S., Baton Rouge
 Redfield, W. R., Baton Rouge
 Reese, R. F., Beaumont
 Reeves, H. H., Lake Charles
 Rice, G. N., Jr., Beaumont
 Route, E., Baton Rouge
 Rube, F. C., Baton Rouge
 Shaddock, Ada, Beaumont
 Smith, E. C., Beaumont
 Stewart, D. C., Baton Rouge
 Stallcup, J. M., Lake Charles
 Stracener, C. W., Beaumont
 Stuart, Susie, Beaumont
 Sturdivant, J. H., Beaumont
 Terrell, J. L., High Island
 Thompson, C. R., Jr., Baton Rouge
 Thomson, W. A., Orange
 Turley, E. G., Beaumont
 Versen, M. A., Baton Rouge
 Voorhies, P. B., Baton Rouge
 Wallace, L. E., Baton Rouge
 ★ Warren, E. E., Conroe
 West, E. G., Baton Rouge
 Williams, G., Beaumont
 Young, E. E., Beaumont

MARINES

Ballard, H. W., Baton Rouge
 Bonnette, R. J., Jr., Baton Rouge
 Doiron, J. T., Beaumont
 Green, T., Lake Charles
 Michel, K. V., Lake Charles
 Read, W. A., Jr., Beaumont
 Reed, H. H., Jennings
 Sanchez, J. F., Baton Rouge

★ Died in line of duty.



PLAIN TALKS PLAIN TALKS PLAIN TALKS



Our December cover is the eighth in our 1943 photographic series devoted to timely and interesting subjects.

Perhaps you've wondered where these very excellent photographic covers of Plain Talks come from. Be assured, they don't just happen.

Each one starts with a timely idea, of course. Then News Editor Bill Hammond abandons his typewriter, assembles his speedgraphic and other picture-taking paraphernalia, goes into a huddle with Artist Jack Gammage, the models (if any) and the props that are required.

There follows, usually, several hours of tedious arranging and re-arranging of the elements involved. Usually several shots are made each from a different angle. Usually all are good enough, but the best is selected, and presto, becomes an employee magazine cover so excellent that it could easily compete on the news stands with those of well-known national publications.

We plan to continue the series in 1944 and any time you have an idea you think will make a good cover of this kind, pass it along, won't you?

—k. s.

A Christmas Greeting From Our President

As this Christmastime approaches it may seem that the time-honored wish, "A Merry Christmas and a Happy New Year" is almost inappropriate. However, with so many whose hearts are heavy because of the loss of dear ones, or because of anxiety for the welfare and safety of those who are away, it is more important than ever that we cheer each other with expressions of mutual appreciation and esteem.

A "Merry Christmas" wish to you and yours then, so sincere as to lend added warmth and joy to your holiday, and such a buoyant "Happy New Year" as may promote a renewed sense of dedication to the great task which has created a new unity of purpose among us over the past two years.

Yours sincerely,

President.

PLAIN TALKS

VOL. 21 DECEMBER 20, 1943 No. 8

Published by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

Editor: Kenneth Sutton, Beaumont.

Louisiana News: Bill Callender,
Baton Rouge.

Texas News: Bill Hammond,
Beaumont.

Art Editor: Jack Gammage, Beaumont.

What's Needed

A little more kindness and a little creed,
A little more giving and a little less greed
A little more smile and a little less frown,
A little less kicking a man when he's down.
A little more we's and a little less I.
A little more laughs and a little less cry,
A little more flowers on the pathway of
life,
And fewer on graves at the end of the
strife.

—Quoted

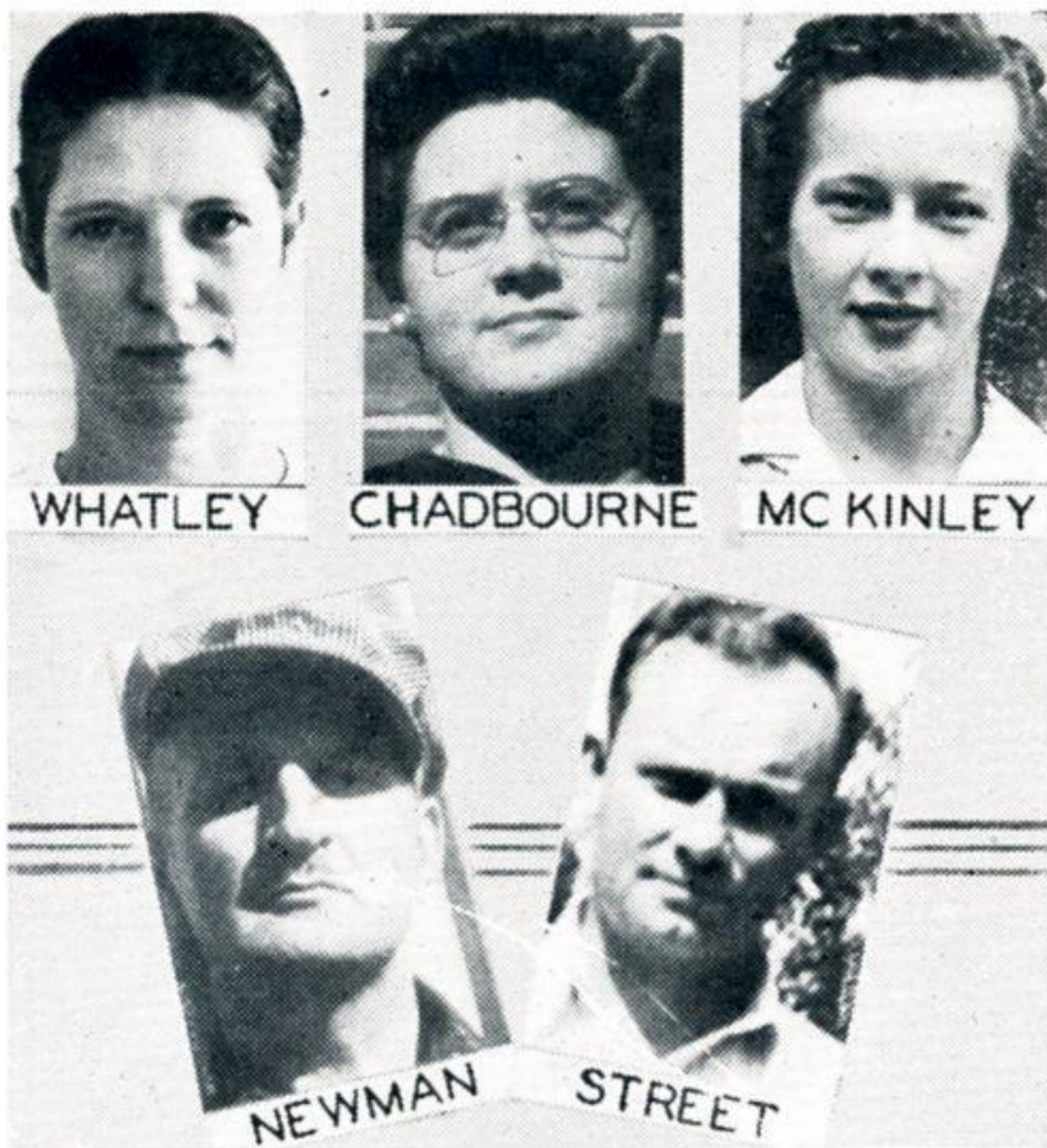


"REPORT TO THE NATION"

★
Tuesdays at 8:30 p.m.
over Columbia Network

A cub reporter was once bawled out for being verbose . . . He was told over and over again to cut his story to the bare essentials. So his next story came out this way: "John K. Edwards looked up the shaft at the Union Hotel this morning to see if the elevator was on its way down. It was. Aged forty-five."

NEW EMPLOYEES



Elizabeth Whatley, Nederland cashier—Eva Chadbourne, Baton Rouge production clerk—Loretta McKinley, Beaumont purchasing—Robert Newman, Baton Rouge production—Monte C. Street, Baton Rouge production.

McKinley and Street aren't exactly what you'd call new employees because they have both worked with the company previously. Loretta worked in Beaumont customer accounts a few months ago and Monte was in Beaumont production before he went to the Keywest Electric company at Keywest, Florida last year.

There was quite a number of other new employees reported but pictures were not available in time for this issue. Here they are and we'll be able to give you their pictures in the next issue.

Edward P. Madsen and Noel E. Avery, Baton Rouge electric—Earl S. Brister, Baton Rouge production—Robbie Jones, Silsbee clerk—Doris Grosse, Beaumont steno—Whitney Trosclair, Lafayette line—Hallie Evans, Port Arthur saleswoman—F. L. Fowler, Beaumont line.

Shellie Reed, Port Arthur customer accounts—Cathryn Bridges, Beaumont distribution—Margaret Brown, Lake Charles customer accounts—Evalena Moore, Beaumont customer accounts—Antoinette Spinella, Lake Charles appliance repair—Dorothy Benton, Baton Rouge electric meter—Edith Cole, Lake Charles pbx—Pearlie Reeves, Beaumont appliance repair—Betty Guidry, Lake Charles storeroom.

DOC NETTLES DIES

R. B. Nettles, superintendent of our water plant at Denham Springs, died on November 10.



"Doc", as he was known to friends and associates, would have completed a service record of twenty years with Gulf States and predecessor companies had he lived into 1944.

Mr. Nettles first job was in the gas department in Baton Rouge. Later he went into sales and from that department became water plant superintendent at Denham Springs.

Doc's many friends and fellow-employees deeply regret his death and extend their sympathies to the family.

RESOLUTIONS

With the approach of each new year, most of us perform the age-old ritual of resolving various things to ourselves. For the most part, these resolutions, in the past, have been of a strictly personal nature.

Men have sworn to stop smoking, cut down on John Barleycorn, go to church more often, be more considerate of the little woman and kids, cut the grass regularly, and not cheat at golf—to name a few.

The women have been known to promise themselves, among other things, to handle the household budget more carefully, nag hubby less, bet lower at bridge, and save the family car by really meaning it when sticking out a hand to turn left.

Now, the new year approaches again, and we've a chance to make some really worthwhile resolutions.

Here are a few we might do well to include in this year's resolving, and some which we *shouldn't* break.

Resolve—to write regularly to friends and loved ones in the services.

Resolve—to save fats, scrap, rubber, and all other critical materials.

Resolve—to work (and play) safely.

Resolve—to buy more war bonds and stamps.

Resolve—to continue to treat customers and fellow-employees courteously and considerately. They have war worries, too.

Resolve—to obey ration regulations.

Resolve—to stay healthy by taking care of yourself.

Resolve—to stay at home unless you gotta' go. Save those train, plane, and bus seats for essential travel and servicemen and service women.

Resolve—to keep your trap shut about matters pertaining to personnel and business of the army and navy.

Resolve—to keep these resolutions.

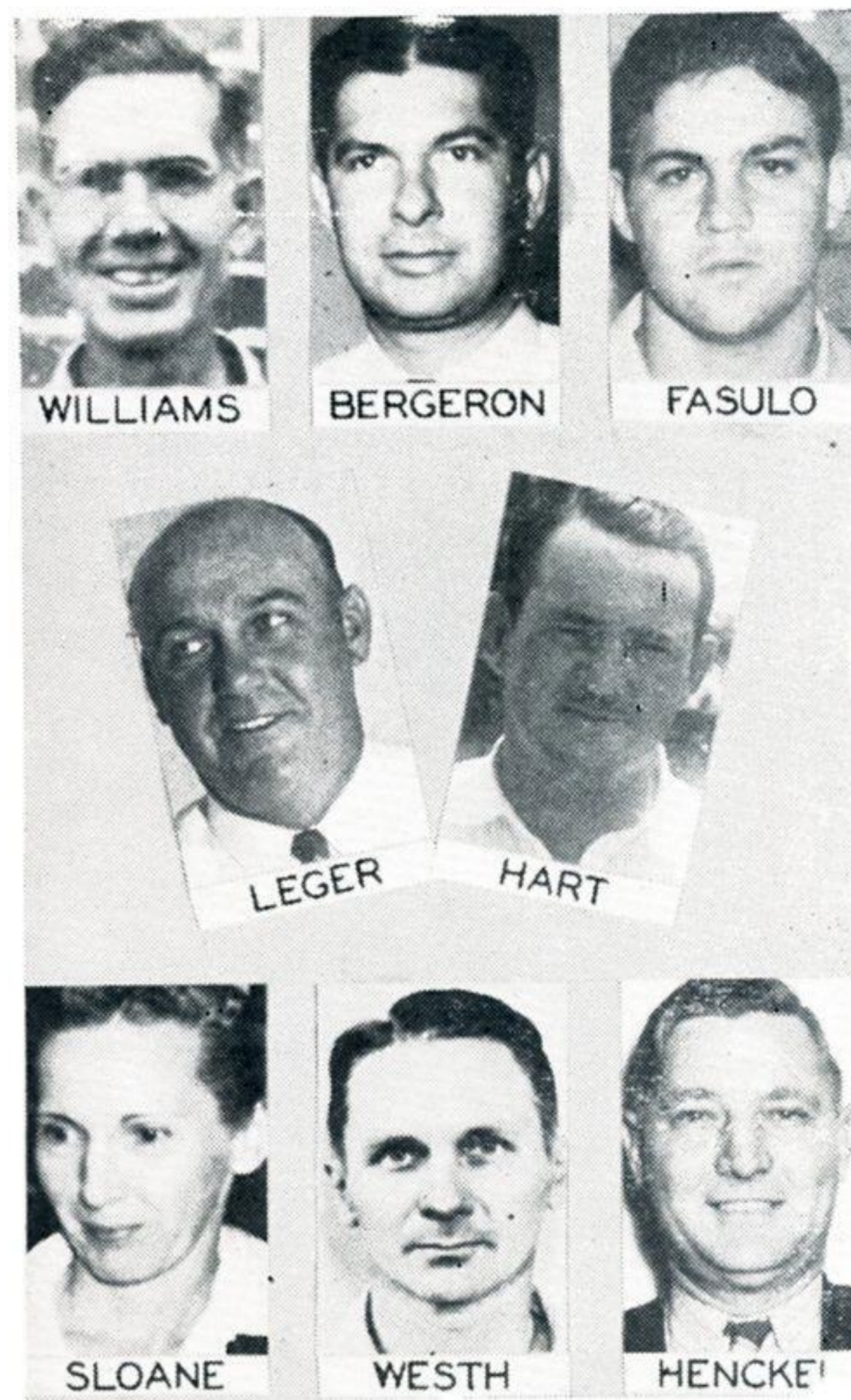
READY FOR A CALL



In connection with the activities of the local office of Civilian Defense, several Baton Rouge employees have been sworn in as a rescue squad. In the event of fires and other results from bombing raids, if they should come, they're ready to don gas masks and safety helmets and charge into the job at hand. (Left to right) Shorty Bergeron, Maxie Rodriguez, Jake Sharkey, Soup Ganier, and O. K. Bolton, all of the gas department.

(Plain Talks—March, 1924) Earle R. Griffith, who came into our organization in January, is back on the job again after several weeks illness due to an operation.

SAFETY SLOGAN CONTEST WINNERS



Winners in the October contest—First prize of \$5.00 in war stamps went to E. B. Williams, Huntsville ice. Prizes of \$1.00 in war stamps were won by: Sharkey Bergeron, Baton Rouge gas; Carlo Fasulo, Beaumont storeroom; Martin Leger, Jennings line; and Barney Hart, Crowley service.

The winning slogans were—

Williams: "Don't Blame Accidents On Faulty Equipment. Repair Or Discard It."

Bergeron: "First Aid Is Your Protection Against The Dangers Of Infection."

Fasulo: "Practice Safety As You Go, Rain, Shine, Sleet, Or Snow".

Leger: "Haste Makes Waste. Work Safely."

Hart: "A Golden Rule, Apply Today. Do It Right. The Safe Way."

In the November contest, Hattie Sloane of Jennings t & d won the \$5.00 in war stamps for first place. Winners of the \$1.00 prizes in war stamps were: Valdemar Westh, Baton Rouge production; Roy Henckel, Beaumont production; and E. L. Hegwood, Port Arthur service. (No picture was available of Hegwood.)

The winning slogans were—

Sloane: "Put Off Until Tomorrow What You Can't Safely Do Today."

Hegwood: "Safety Isn't Rationed. Use It To Help Your Nation."

Westh: "Joy Old Santa Will Bring. Accidents Could Spoil Everything."

Henckel: "If You're Too Busy For Safety, You're Too Busy."

Safety Engineer Jack Shirey advises that the monthly safety slogan competition has been discontinued, with the November contest, until further notice. New arrangements must be made with the company that has been furnishing the posters on which the winning slogans have been displayed.

Our thanks to the many employees who submitted so many fine slogans that the job of choosing winners each month was really a toughy.

Our congratulations to the winners for their slogans which, in the opinion of the judges, were the best of the best.

WEDDING BELLS



Winifred Dennison, nee Miller, is in Baton Rouge accounting. Hubby is a lieutenant in the armed forces.

Rudy Landers, Baton Rouge accounting, became a benedict on November 29 when he strode the middle aisle with the former Miss Henri Dranguest.



THE LANDERS



H. C. Levois, superintendent of customer services, Port Arthur division, recently received the distinction of being elected secretary of the Petroleum Power Association, an organization principally concerned with furnishing power service to the oil industry in the mid-continent area, from the Gulf of Mexico to the Great Lakes.



LEVOIS

TRANSFERS



BROWN



JOHNSON



LEVERT



WILLIAMS



MOSIER



GARMAN

Gloria Brown, Lake Charles, messenger to customer accounts — Frances Johnson, Lake Charles, pbx to customer accounts — Doris Levert, Baton Rouge, customer accounts to accounting.

J. L. Williams, Silsbee ice to Beaumont line — L. E. Mosier, customer service, Port Arthur to Lake Charles — Melvin C. Garman, Jennings substation to Baton Rouge production.

No pictures were available of Katherine Goynes, Baton Rouge steno, electric t & d to garage; Roy A. Jardell, Lake Charles line to Lafayette service — M. R. Robinson, Baton Rouge, line to substation.

Plain Talks

With the Colors . . .



(SINCE THE LAST ISSUE)



To the army—Fred H. Tenholder, Beaumont storeroom.

To the navy—Jack W. Kirkland, Lake Charles industrial sales.

MONTGOMERY COUNTY GETS NATIONAL DISTINCTION

Orchids to Conroe employees.

Montgomery County, of which Conroe is the county seat, has been designated a "red star" community by the United States Department of Commerce.

Only 147 communities in the nation, whose chambers of commerce were carrying out well-balanced community programs along with all war activity, were given this distinction.

CHRISTMAS SHOPPING



RESIGNATIONS

Baton Rouge — O. G. Welch, F. C. Dennis, W. H. Burris, J. R. O'Brien, and B. B. Thompson from production — Zela Dailey from customer accounts — Shirley Baker from accounting — J. S. Abbott from line.

Beaumont — Doris Harkey, steno—Bertha Thompson from customer accounts.

Catherine Murphy, Orange clerk — E. A. Bohler and M. E. McGown from Silsbee ice — Emma Grier, Port Arthur production clerk — Frances Stallcup, Lake Charles saleswoman.

"Then there is the man from New Jersey who was sent to the midwest by the War Production Board. The next week he called up his boss in Washington to ask: 'What in hell is a wind-mill?'"

ANOTHER WORK HAZARD TAKES BEATING



One of the reasons for the splendid safety record chalked up this year by Baton Rouge employees doing hazardous work, is the emphasis on keeping abreast with the latest safety developments.

The gas department recently acquired an air hose mask for use in repairing leaks in gas mains and in regulator vaults.

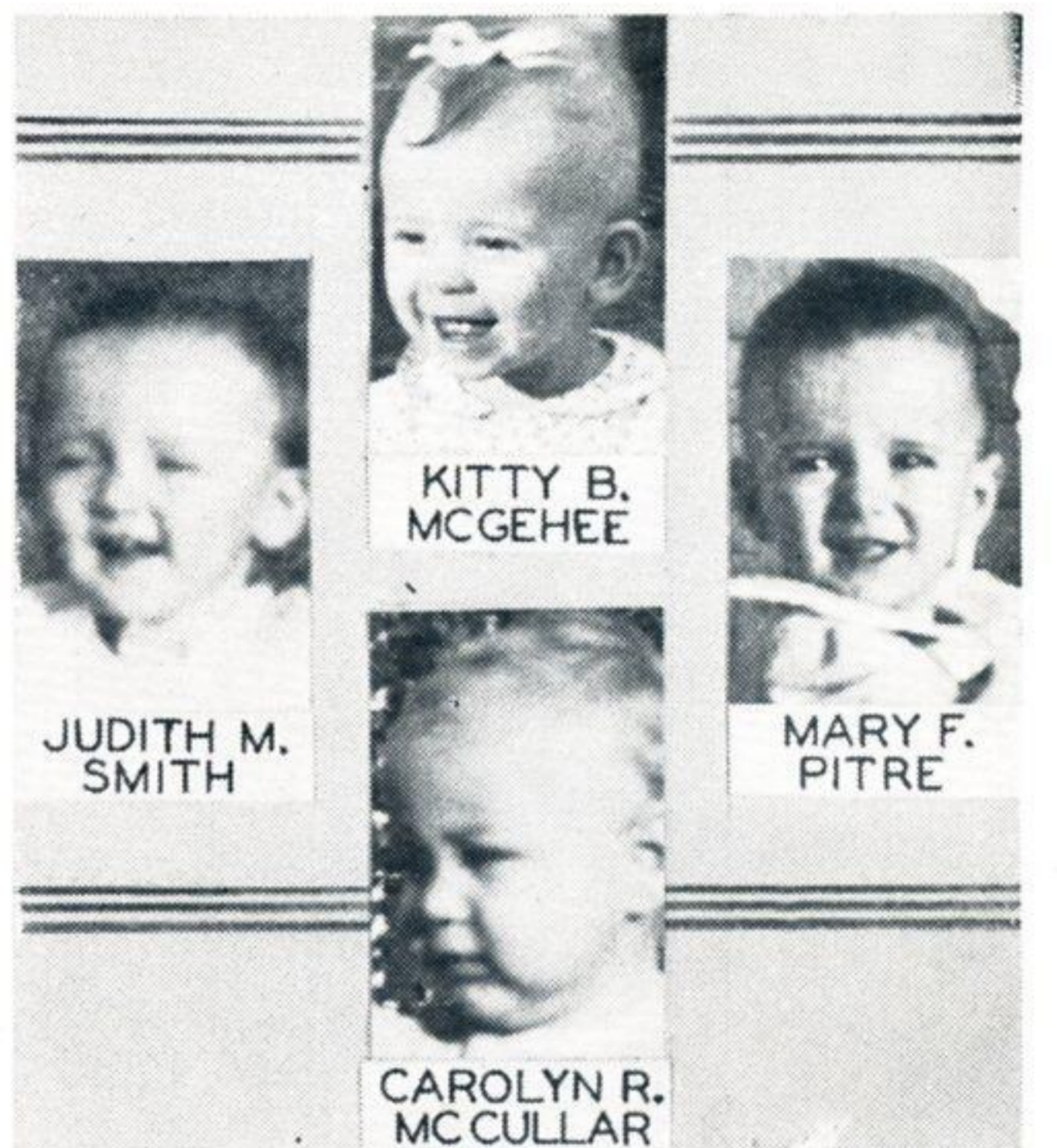
The picture shows Harry Faulk about to go to the aid of an imaginary victim in a vault, while F. J. Bello keeps the air line from becoming tangled and Albert Hill pumps air to the rescuer.

The device permits a worker to go to the immediate aid of the man in the pit should he be overcome by fumes.



GROWING WITH GULF STATERS

Celebrating First Birthdays of Employees' Children



The Fathers: V. M. Smith, Gonzales service — E. C. McGehee, Jasper production — L. J. Pitre, Lake Charles garage — L. C. McCullar, Beaumont line.

Be Thankful

You bet taxes are higher and will probably be higher still, but we're not dodging bombs on the way to pay them!!!

JAP LUCK CHARM PROVES FIZZLE



This Japanese battle flag, whose owner got the worst of it when he tangled with a Marine at Guadalcanal, was a real traffic stopper while on display recently in our Baton Rouge office.

The hataki, as these flags are called, was displayed through courtesy of Doyle Woodruff, Baton Rouge businessman, who borrowed it from the Veterans of Foreign Wars headquarters in New York.

John Liu, a Chinese student at L. S. U., who spent some time in Japan before coming to this country, provided the translation shown on the card below the flag. He also explained the Jap custom of when a Jap is about to enter military service, his friends get together and give him a going away party and present him with a hataki, on which they inscribe good luck wishes and inspirational phrases.

The recipient is supposed to carry his hataki in battle wrapped around the barrel of his rifle as a good luck charm.

It didn't work so well for the former owner of the hataki in the above photo.



"SAY, BUD, AIN'T YOU HEARD YOU AIN'T SUPPOSED TO DO NO TRAVELIN' FOR PLEASURE."

BIRTHS

Sharkey Bergeron of Baton Rouge gas was the only poppa reported as this issue was put to bed.

Sharkey and his Missus celebrated the arrival of a daughter, Dorothy Jean, on November 15.



BERGERON

NEW SERVICE MENS' ADDRESS BOOKLET AVAILABLE

If you want to write to employees in the armed forces—and we know you do—

If you've had difficulty in getting their correct addresses—and we know you have—

If you'd like to have a list of addresses of employees in the armed forces, done up nicely in an attractive booklet — and we know you would—

Then, here's how to get just what you've been looking for.

We have a limited supply of a pocket-size booklet which contains, in alphabetical order, a list of every address we could obtain of employees in the armed forces through September 15, 1943.

This list of addresses, which was made up specially for the Christmas packages to servicemen and women, is as accurate as any list of its type can be, with servicemen moving about so frequently.

Employees are welcome to the booklets, first come first served, as long as the supply lasts.

Just drop a note in the company mail, to Plain Talks Editor, and a copy of the address booklet will be sent to you.

Send your request now—while they last.

(Plain Talks—April, 1924) Russell Dunn, of the sales department is off on a two weeks vacation. On his return he will leave the sales department and go on one of the service trucks.

(Plain Talks—May, 1924) Mr. Meeks caused no little stir in the purchasing department when he put through a requisition for 200 feet of corset string. And if he caused a stir in the purchasing department, it almost precipitated a riot in the Beaumont department stores when the quest was made. The corset string was needed to pack condenser tubes but no such supply was to be found in Beaumont.

"REPORT TO THE NATION"

Tuesdays at 8:30 p.m. over Columbia Network



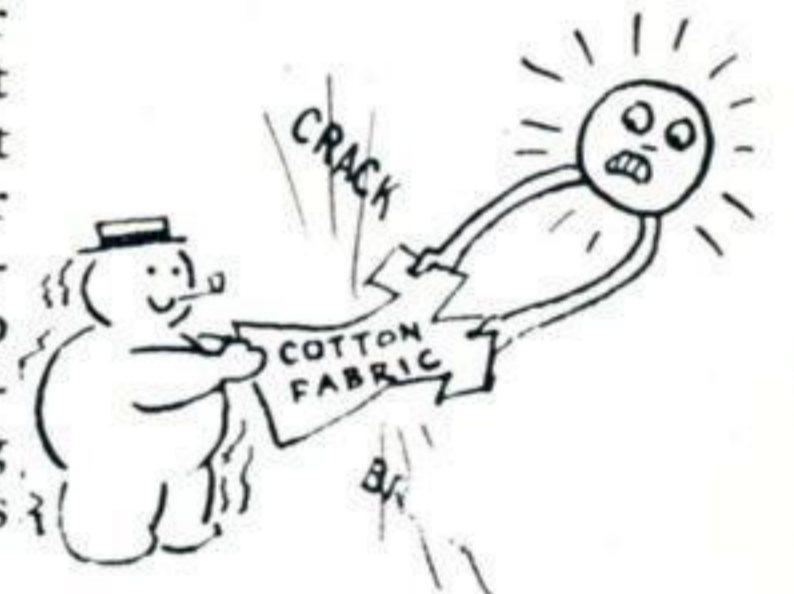
DID YOU KNOW?

The best way to dress geese and ducks is to pick off all the feathers before scalding them. Add one half pound of paraffin to boiling water and scald the bird well in this solution. Let cool fifteen or twenty minutes and then the down will come off in large flakes. The bird will be clean and have a better appearance.



Bulging ends on tin cans are a danger signal. The contents have probably begun to ferment and spoil. Nothing is wrong with cans that are merely dented.

If you do your own washing, don't hang cottons out in freezing weather or in hot sun. Intense cold tends to break the cotton fibers. A scorching sun also weakens them.



If shoes air for a day between wear—perspiration (which, accumulated, tends to rot linings and leather) will not have as much chance to wear out your footgear. A daily change of shoes is economical. One authority estimates that this precaution actually doubles the life of shoes.



Home-makers can take a leaf from the books of Navy cooks on soup making. Navy men don't like greasy soups any more than the rest of us. Navy cooks let soups cool after cooking so that the fat will rise. When it has hardened they remove it and reheat the soup for serving. The fat goes into cooking. When it can no longer be reused, it is turned in for glycerine.

If your rooms are due for a repapering or repainting, consider the better lighting you will enjoy by doing them in white or some pastel shade.



NEWS FROM AND ABOUT GULF STATERS IN THE ARMED FORCES



JAMESON



GRINER



DELAMATYR



HARRELL

Add pleasant surprises—These employees now in the armed forces, who have dropped in for a visit and brought us up-to-date on how they're doing.

Sergeant Agnes Jameson of the WAC, formerly in Navasota division office and now stationed at Williams Field, Arizona where she is secretary to the commanding officer.

Technical Sergeant Jimmy Griner, formerly in Beaumont accounting and now stationed in Oregon.

Three Baton Rougers who were formerly in the electric department; Lieutenant George De La Matyr, with the navy in Washington, D. C. Captain Leonard Harrell, with the army at Fort McClelland, Alabama; and Dewitt Stewart, former line foreman, now electrician's mate first class in Uncle's navy. (Dewitt's picture wasn't available.)

• WRITE 'EM TODAY •

For several months I have received copies of Plain Talks out here in the Pacific war zone; for all the copies, many thanks.

I think you all are doing a swell job on the home front. We out here in the Seabees are doing our part well.

My work is the same as at Neches. Keep the pieces welded together and get them to rolling again. Some of the boys of the plant keep me well posted about the operation of it. They are doing a grand job.

Neches has always been like home to me. I lived right at the plant in a trailer house for several years. I wished lots of times I had the trailer here with me.

I am looking forward for more copies of Plain Talks; in advance, many thanks.

I hope to see you all soon.

Chris Netzer
(Beaumont production)

• WRITE 'EM TODAY •



HURT

Our best wishes for a speedy recovery to navyman Bill Hurt. Bill was seriously injured in an accident earlier this year and has undergone several operations for injuries to his head and back.

We know Bill, and we'll bet he's in there pitching.

Just read the description given by Z. T. Cart in the September issue of Plain Talks. From all indications he is on the same type ship that I have the honor to command in the South Pacific.

I can back him fully in all he says about the fighting. I have been in three initial invasions to date, during the last one it was necessary for us to clear the beach of the enemy and we are not supposed to be built for that. Some day I hope I can give you the full details of that job. I think I got grey in a few minutes time.

Cart mentions that our ships are capable of carrying 650 tons of cargo. May I correct him and say that I have carried as high as 2,500 tons of cargo on an initial invasion. These jobs are winning the war out here and it is exactly as he says—they are hard as hell to sink. The duck proposition fits in well also. You know, being beached on enemy soil and just waiting to be attacked while the ship is being unloaded is enough to stunt any man's growth by some years.

I also note that the Germans are much like the Japs. They are afraid to come down into our fire. I can't tell you how many guns I now carry, but you can bet your bottom dollar it is more than a destroyer.

May I ask Cart his impressions and feelings when a group of various-colored flares drop out of the sky and illuminate the ship. Then, all of a sudden, all hell breaks loose with bombs falling all around. I experienced that twice in moonlight for a period lasting four to five hours each time. The worse part of it is that you can't see to fight back and sometimes it is better to hold fire and not give your position away.

I sincerely hope that Cart will write me a letter. I would like to discuss amphibious notes with him.

J. M. Fabre
(Baton Rouge accounting)

• WRITE 'EM TODAY •

No. _____

GULF STATES UTILITIES CO.
LIBERTY AVE.
BEAUMONT, TEXAS,
U. S. A.

TO: _____
FROM: _____
DATE: _____



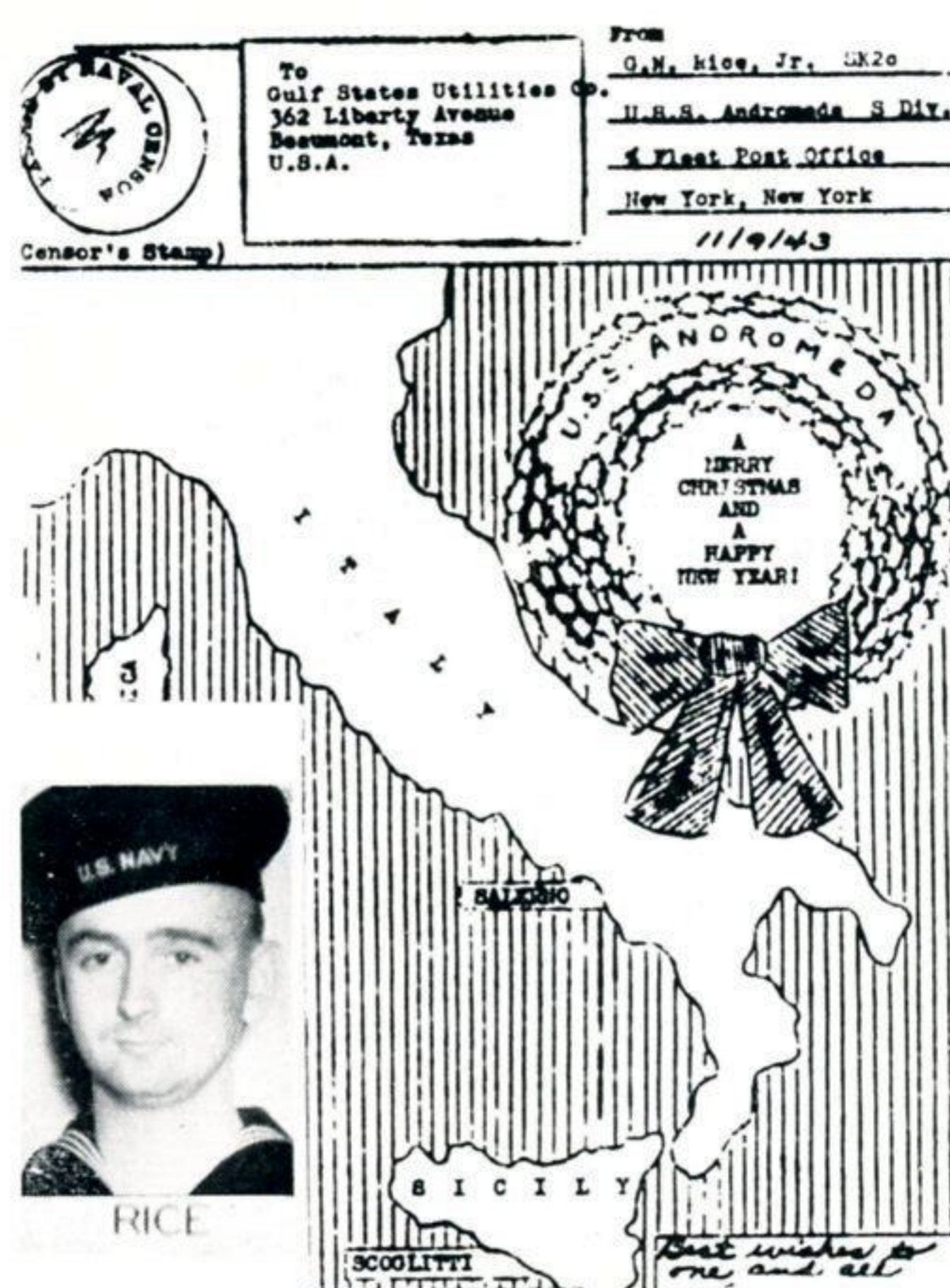
MCALPINE

• WRITE 'EM TODAY •

Captain Louis Christian, formerly in Lake Charles, celebrated the arrival of a son, Louis Coleman Christian the Third, October 26 at Fort Benning, Georgia.



FABRE



RICE

• WRITE 'EM TODAY •

I am feeling O.K. and haven't lost a day so far since being in the service, due to illness. I did get to class late today due to over-sleeping but I think I can arrange to correct that shortcoming.

Last night I saw the mercury go down to 16°, and we have had snow flurries since a week ago. It is snowing heavily tonight and I may have to plough through it tomorrow.

I finished my training at Washington and then spent a week in another city learning a little about some ammunition and incendiary bombs.

From there, I came here where a plant is engaged in manufacturing the 20 and 40 mm guns and the Army has established an ordnance school, the one I attend. You have perhaps seen some advertisements in the magazines showing pictures of these guns and their accessories.

Our course of study consists of lectures, disassemblies, assemblies, and exams. And when I say disassembly, I mean just that. We tear down those guns farther than Gypsy Rose Lee ever stripped. She just goes down to the chassis, we go that far and then on through and under. We have worked so far on the 90 mm, the cal. 50 machine gun, the 20 mm mounts, and this week we are working on the 20 mm. You may be familiar with the 20, but I think that before the war is over the whole world will know about it. It is sure playing a big part in the fighting at present and in opinion it is the one weapon. We will study the 40 mm sometime within the next 3 weeks, the remainder of my training here.

—We go from here to a naval station, and spend 10 days firing the 20 and 40 mm. Then we report back to Washington for our order to duty. I expect to draw an advance base somewhere in the Pacific, but I hope to hear from you again before I finish my training.

Tell everyone bello.

Ens. A. W. Baird
(Port Arthur engineering)



BAIRD

REDDY KILOWATT
P.O. Box 2951
BEAUMONT, TEXAS

75C J. BONURA 386354
SENDER'S NAME
Co. A 460th Signal Bn
SENDER'S ADDRESS
A.P.O. 887 2d Postmaster
New York City, New York



WRITE 'EM TODAY

Suppose you would like to know how England compares to the U.S.? Well, I certainly would like to tell you all about it, but unfortunately, lots of things will have to be omitted. Can say though, that England is very beautiful. Things are still very green. Practically every acre that doesn't have buildings is cultivated. Four years of war has materially deprived the populace of plenty, but am certain that living standards here were never close to being up to par with the good old U.S.A. Don't think any other country could ever that for that matter. Feel certain that I am leaving out all partiality when I say this. You are living in the best part of this world. You can take my word for it.



We have it nice enough here on the base. Living quarters are O.K. Have plenty warm bedding and coal for fuel. The food is O.K. It has improved considerably since I first got here, or I'm getting used to it. Have a swell bunch of fellows in our barracks, and at present we have a pot of coffee on the stove.

Bicycles are many here on the base and I purchased one for myself about four days ago. It really comes in handy to get around. Took a little bike ride to a neighboring village today. Really is a beautiful drive of about two miles. The exercise is just what I've been needing, too.

Have five operational missions in and am looking forward to my twenty-fifth. This is the number required to finish here. Our third was rather rugged, but fortunately we all came through unscratched. The good Lord was with us that day. Here's hoping he stays with us. Certainly would like to see all of you. Give my regards to all.

Always,
T/Sgt. Sidney J. Hebert
(Port Arthur customer contact)

WRITE 'EM TODAY



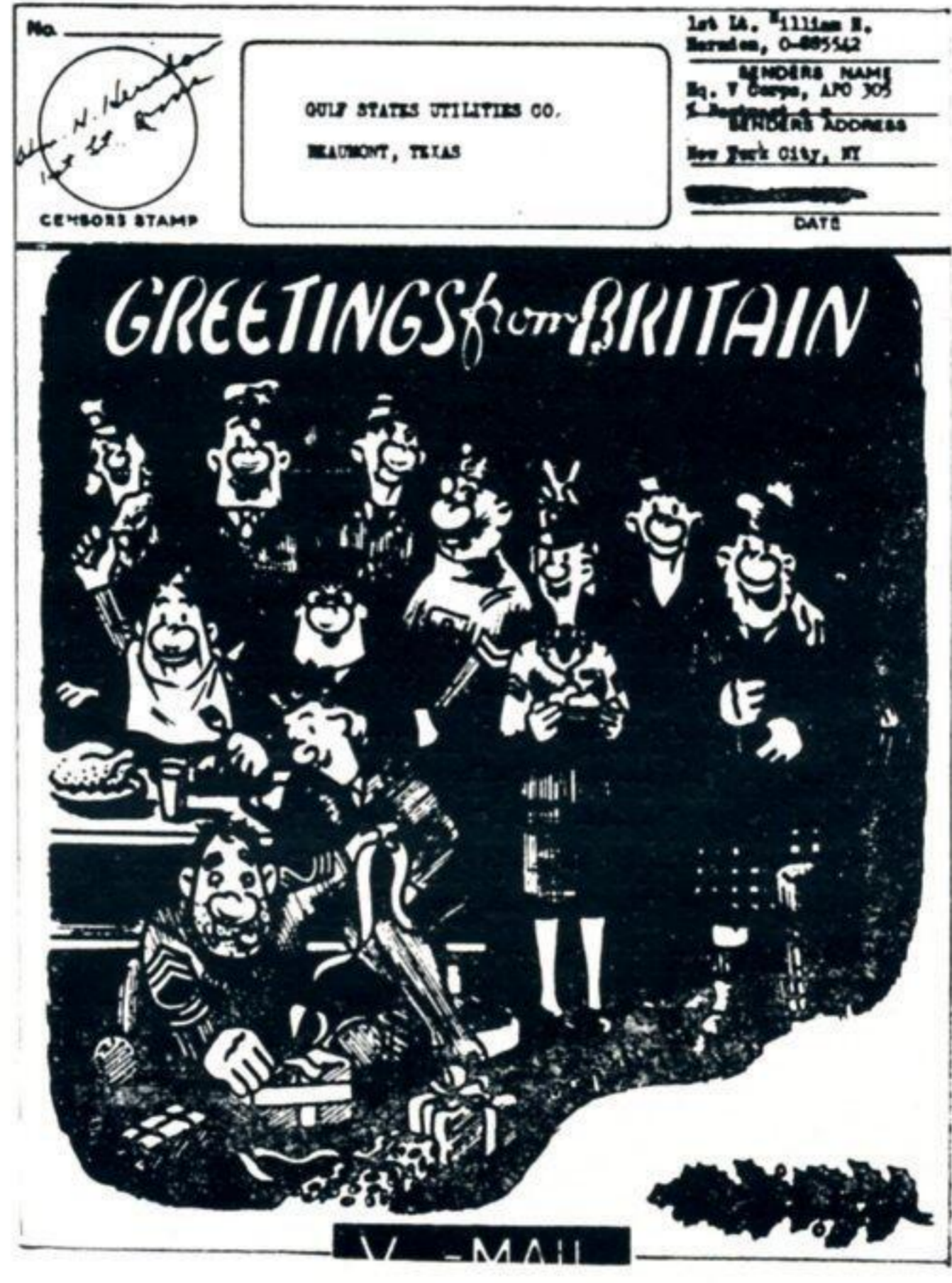
Word comes from Bob Bloxom, formerly in Lake Charles, that he is recovering from a major operation. Technical Sergeant Bloxom is with the army somewhere in Africa.

I received my first copy of Plain Talks a few days ago. It was the April copy, but all news to me. It was sure good to see some of the old faces and to read about friends and the company.

I have had so many APO's since I used (censored) that it takes a long time following me up. I have traveled a lot, but still hope I can make Burma soon, as that will mean I can make that long trip back home.

Jack T. Trice
(Baton Rouge t & d)

WRITE 'EM TODAY



(Plain Talks—March, 1924) Wednesday, February 13, the Eastern Texas Electric company's Employee's Benefit Association had the privilege of holding the first program and dance in the new auditorium on the third floor of the interurban building.

PRIVATE JOE PALOOKA SAYS — by HAM FISHER



THANKS FROM THE YANKS

Many thanks to all Gulf States Utilities Company employees who made it possible for those of us in Service to receive such a nice Christmas package. The box I received contained so many lovely, beautiful and useful things that I shall be reminded of every one of you each time I use them. It is this season of the year particularly that our thoughts turn from our work and toward our home and friends, and when I think of friends it is the Gulf States Utilities group especially that I have in mind. Many thanks for being remembered.



My work with the air corps has proved to be very interesting, and I am enjoying it immensely. We do have long hours and the work is hard, but quite insignificant in comparison to what our fellow soldiers are contending with the world over. It seems there is so much to be accomplished and so little time in which to do it, that it means longer hours and harder work for everyone.

Merced is located in the San Joaquin Valley, about 125-miles southeast of San Francisco and about 75 miles from Yosemite. In fact it is known as the Gateway to Yosemite. Lots of fruit, nuts and vegetables are grown here but it is almost impossible for the ones living here to buy any of these things; they are shipped out to other places. Seems a bit queer living some place where they have to coax grass, flowers, etc. to grow, but only by irrigation do they get anything to grow in this sand. In spite of it all though, there are some things beautiful about this country and two things in particular, the sunrise and the sunset.

San Francisco is a very beautiful city and a wonderful place to go when one has the feeling that he or she must get away from it all for a little while. I like it very much and occasionally spend the week end there.

Thanks again for your kind remembrance.
Sincerely yours,
Docia H. Moore
(Orange accounting)

WRITE 'EM TODAY



First, let me extend my sincere thanks for the wonderful gift I received from all of you. I hope someday to repay each and every one of you for your thoughtfulness.

I am still stationed out here at a shipyard waiting for my ship to be completed. This long wait gets pretty boring sometimes but I suppose it is being built as fast as possible.

I have put in for leave before I sail and it was granted as of January 3. I'm looking forward to it and hope nothing happens to prevent it.

Well, gang, there is not much news out my way, so drop me a line ever now and then and give me all the latest "scuttlebut" on G. S. U. and home.

Let me thank all of you again for the gift and I'll be looking forward to seeing all of you when I come home on leave.
Sincerely,
H. H. Reeves
(Lake Charles appliance repair)

Plain Talks

I have had the package sent me by the company several weeks but have not written because I didn't know just what to say except, thanks very much. I haven't opened the package and am trying to wait until Christmas but you know that takes a lot of will power. It is very hard to see that package every day and wonder what is in it, so I expect in my weaker minutes I'll open it. Besides that my buddy thinks I should open it. She's no help to my strength.



STUART

You know, it's very nice to be remembered by the company you used to work for. I am sure everyone feels like I do about the people they used to work with and appreciate very much not being forgotten. Why you know it's as much fun visiting all of you as it is visiting the family. I just love coming to Beaumont.

The navy is still doing right by me and I am doing all I can to speed things up, however. I am a very little cog in the wheel. Maybe we will all get to come home some day.

Tell everybody thanks for me and that I am looking forward to my next visit with them.

Sincerely,

Susie Stuart
(Beaumont accounting)

• WRITE 'EM TODAY •



RISHER

Had to take time out and thank you for the Christmas gift sent from the company. It's useless to try to tell you how much I appreciate it, for to be remembered when one is away from home is something that can't be forgotten. You know, when I received th first gift from the company in December, 1941, I figured I would be home for the next Christmas. And I was lucky to have a furlough for that one. Then I began hoping right away to be home for the next one. But I can't be for I'm not exactly in my backyard. Still you can't keep me from hoping—who knows—Maybe I'll be home for Xmas, 1944.

Anyway I'm getting along swell and hope all of you are, too. And believe you me I'd love to see this mess over so I could get back with you.

Sincerely,

Luther Risher
(Jennings accounting)

• WRITE 'EM TODAY •

Just a few words to thank you for the package which I received some few days ago.

That is the first time that Santa Claus came to me in October, but I can't tell you how proud I was to get it. It sure makes a fellow feel good to know the folks back home are thinking of him.



RICHARDSON

Plain Talks has been coming in regularly and it is also a welcome bit of news. I sure like to lie in my bunk and look through the latest issue to see what the boys and girls back home are doing for their war effort.

In closing, I thank you agin for the package and for sending me Plain Talks.

Goodbye and keep the wheels turning while the rest of us hold up our end.

Your friend,

Pvt. Gail W. Richardson
(Baton Rouge production)

As the old saying goes "better late than never", so I want to thank each and everyone of you for the nice Christmas gift. I still can't figure out how so many articles can be put in one bag. Well, anyway it was really nice and it really makes you feel good to know that the folks you worked with back home still remember you.



COLE

Christmas is almost here and I've seen several boys receive many packages and others receive none. Some boys don't even receive a gift from home. You may not think this to be true, but I just wish you could see for yourselves. That's why I think it is really wonderful to receive a gift from you fellow-workers.

I just wish I could be there just to thank each and everyone of you in person. I know it's impossible for me to thank you in person, so this little letter will have to do.

This will be my second Christmas away from home, but I'm not complaining. I could be much further from home than I am now; however, I just wish I was over there with those boys and I just hope it won't be long before I can go.

For the last two weeks, I've been getting ready for the inspecting general, who is due to inspect our office tomorrow morning at 9 o'clock. This inspection only happens once a year, but it seems that it takes place every day until he leaves. If he finds anything wrong—well, it just won't be very comfortable.

By the way, I just received the Plain Talks and was sure happy to get it. I really enjoy reading the news made up of swell people and a swell company. Say, this little paper is pretty popular here at the hospital. Everyone that came along the day I received the last issue stopped and read it. I really felt proud of that paper and I like to let everyone know where it came from.

I hope you'll forgive me for not writing sooner. And I wish to thank everyone of you again for the lovely gift. Hoping to hear from you all real soon.

Sincerely,

Ed Cole
(Beaumont customer accounts)

• WRITE 'EM TODAY •

Christmas is coming, it's almost here! I'm beginning to believe that Christmas comes early over here, because I have been getting packages for quite a while, and to top all of them off, your Christmas package arrived today. Maybe I should have waited until a little closer to Christmas before opening it, but we have a good excuse (at least we think so!) for opening packages as soon as we get them because we are afraid that there might be something perishable in them! I don't think you could have assembled a better package than you did for every item is needed some time or another, and I can truly say that they will "add a whiff of backhome atmosphere!" You'll never know how much we appreciate the time and effort that you put forth in making it possible for us to receive these packages.

I guess I have just about had my say in the matter, and I'm at a loss for something else to say, so I'll close with a big thank you, and wish you all a Merry Christmas and a Happy New Year.

Sincerely,

Harold Northcutt
(Beaumont customer accounts)



NORTHCUTT

A few days ago the warm gulf breezes, together with a South-Texas sun, held the temperature at about 100° for about a week, entirely regardless of the season.

Suddenly I heard sleigh bells and thought to myself, "Joe, you have been in the sun too much. Better see the C.O. about an inside job". The bells persisted and then I realized Santa had arrived several weeks early.

I haven't been gone as long from G.S.U. as most of the fellows who will receive these remembrances, consequently I was still in the states and received mine right away.

Of course, I realized that it was a Christmas present but my curiosity overcame my conscience after a struggle of about ten minutes and I was firmly convinced that there was no place in my locker for a large square box. So-o-o I opened it. Did I commit a breach of etiquette? Forgive me if I did.

The present was exactly what every service man needs and each article was well chosen. Only the hand of providence or a stroke of genius could have placed the tin of foot powder in the Christmas package to a sailor who has just left boot camp. (One really gets the foot work in boot camp).

Upon leaving boot camp I applied for the school of electricity and was told by the rate boards that I was entirely too old to go to school. Can you imagine that? Finally, I went before the third board of appeals, who, as fate would have it, were old men. To these men I didn't look so old, or they were tired of my appealing the case.

Monday I report to the transfer yeoman to be sent to Morehead, Kentucky, (The land of Bourbon).

There are copies of the texts which I am to study available here at the base library, so I have drawn one of them out to study up a little.

Believe me, my friends, it covers everything from first-aid to generator, from transformer to switchboards, from heating devices to motors, from physics to math, from circuits to power factor, both A.C. and D.C.

Selab!

In peacetime, I understand, it takes about eighteen months to complete the course. They are going to try to get me to absorb this in FOUR MONTHS.

I asked for it so now I'm going to get it. My only hope is that they won't overload my circuits and blow my fuses. Otherwise, maybe I'll make it. So, if you don't hear from me for about ninety days, serve this as ample notice that the schools were too much for him and they buried old Joe in the "Hills of Kaintuck".

Seriously, my friends, my heart pulsates a little faster when I open my locker and see the present that bespeaks the friendly tradition that only Gulf States has. It serves as a temporal agent to draw us even closer together regardless of the miles that separate us.

'Till our MUTUAL job is completed, I remain,

With kindest personal regards,

Joe Stallcup, S 2/c
(Lake Charles customer service)

• WRITE 'EM TODAY •



CAZES

Thanks a million for the swell Christmas gift from the gang and good old Gulf States. Every piece of it is greatly appreciated.

Wilson L. Cazes
(Baton Rouge accounting)

Received the Christmas package recently and although the committee received numerous compliments last year, I wish to reiterate, and say they certainly did a splendid job.

Last year I knew the boys in service appreciated receiving the gifts but one has to be actually in the service to appreciate fully the thought. Let me thank everyone most heartily. The gifts were grand and help compensate being away from home.

Finished basic training last week and must say I never felt better in my life. Lost a little weight at first, but have gained most of it back, as there is no complaint with the way the army feeds its men.

Our infiltration course was very interesting. All you have to do is crawl about sixty yards with several machine guns firing thirty inches above the ground and dynamite charges rocking the earth. If anyone wants to try it, let me know. I am sure the captain will arrange the trip for you.

All in all, I have met some swell boys from all over the United States, and hate to be separated from them, but we are to be sent to three different schools.

If any of you all are inducted, be sure and try to come to Camp Lee as you will find it most interesting and one of the best and largest camps in the country.

Ivy H. Sternberger
(Baton Rouge accounting)

• WRITE 'EM TODAY •



DICKERSON

I received your Christmas package, and I have the pleasure to thank you for your gift. The articles were just what soldiers overseas need. I'm in England now, and have been over here for nearly a year.

Things are quite different here from what they are back in the states. Instead, of having "Reddy Kilowatt", the English use two hundred and thirty volts a. c. which is not nearly as efficient.

I have had a wonderful experience here. I have been to London; seen the Tower of London, Buckingham Palace, Big Ben, St. Paul's Cathedral, the Houses of Parliament and Commons, and walked across the London Bridge and Tower Bridge. I spent a furlough in Scotland; visited the Castle of Edinburgh, enjoying the scenery.

I will close now and look forward to my next issue of Plain Talks.

Yours truly,

Houston R. Dickerson
(Beaumont production)

• WRITE 'EM TODAY •

This is just a note to thank you for that very useful gift which I received from you a few days ago. More appreciated than the gift itself, though, was the thought and spirit that prompted the giving. It's a warming thought to know that you haven't forgotten those who have been gone so long, and you can bet that my thoughts are often of you folks.

I was glad to receive the little booklet containing the names and addresses of all Gulf Staters in service. Now I can write to many of those whose whereabouts I've often wondered.

Thanks again for that very nice Christmas gift, and I wish for all of you a very happy Christmas, and a victorious New Year!

Kindest regards,

Lt. Victor Faver
(Beaumont accounting)



STERNBERGER

Your package arrived and I am again warmed to know that you remember me, despite the time and changes since I was actually with you.

We put in long hours, but it is simply the routine job of "making" soldiers. Our "boys" are all men regardless of their age. They are anxious, able, and quick to learn. There isn't anything spectacular around here —so I'm sorry I can't give you interesting news. If you read the papers and listen to the radio regularly you probably can estimate the future better than we can do it here.

Tell General Peckham that the old man hasn't fallen apart yet.

Prospects for a leave for me are remote—but if I can get some time I'll come to see you again.

Thanks again, most sincerely for remembering me—and give my best wishes of each of the GSU family.

Lt. Col. J. R. McCann
(Beaumont accounting)

• WRITE 'EM TODAY •



ALLISON

I just couldn't wait any longer—the infatuation of the swell package and the well-known curiosity of woman got the best of me.

Each and every gift is super, but the thing that I appreciate most is the fact that you good ole' Gulf Staters haven't forgotten me. One never knows what friends mean until they leave them. Thanks a million.

Here's wishing each of you a Merry Xmas and a Happy New Year.

As ever,

Cpl. Mildred Allison
(Beaumont accounting)

• WRITE 'EM TODAY •

Thanks a lot for the Christmas package. I suppose all soldiers like to receive gifts. We also like to know that we are remembered by the folks back home; a thought which the gift refreshed in my mind making my happiness twofold.

Fort Knox is an extremely large and pretty camp. It is like a city in itself. Godman Field, where I am stationed at present, is in a corner of the fort. We are only 30 miles from Louisville.

It gets colder here in Kentucky than in Louisiana. We have had ice almost every morning for the past several weeks.

Thanks again for the gift and a Merry Christmas to all of you.

Sincerely,

Cpl. Gerald P. Handley
(Lake Charles substation)

• WRITE 'EM TODAY •

This is the second Christmas you have remembered me with a package. What makes you think I can sew? Well, I can, and have also mastered the feminine accomplishment of "hanging 'em on the line".

The war news is sure good in this theater.

Did you hear about the Seabee on Bougainville who wiped out a Jap pillbox with a bull-dozer? He just drove his "cat" out of the LST up the beach, raised the bulldozer to shield himself, dropped it when real close to the pillbox, and covered the rats with dirt (some East Baton Rouge farm-hand, I'll bet!)

I'll be sent back for new duty pretty soon, so will drop in and pay you all another visit.

Lt. (j.g.) Charlie Garvey
(Baton Rouge accounting)



McCANN

I should like very much to express my appreciation for the Christmas package and the Christmas greetings from the folks in Gulf States. It was very thoughtful of you and yet it was another one of the many things that go to make the people in Gulf States such fine folks to know.

It is easily seen from glancing at the book of addresses that the company has contributed a large number of Gulf Staters to the services. Now this book of addresses of people in the service is a most excellent idea. I'll be hanged if I have been able to get addresses from anyone and behold it is dropped right into my lap—nothing like "Dependable Public Service".

I should like to be able to say, very seriously and truthfully, that I will save the package until Xmas but it seems to me that George Washington said something on that score and in view of the fact that he was the army's first commander-in-chief I'll tell the truth, the package was opened in exactly (5) seconds flat. Believe I could have beaten that time but my knife was too dull. It is wonderful what a package means when you are 4000 miles from home.

In closing I wish all of you a wonderful and merry Christmas along with the most happy New Year possible.

Sincerely,

Walter Richardson
(Beaumont sales)

• WRITE 'EM TODAY •



WALLACE

The weather here is swell. Nice place to spend the winter (if you have plenty of money). Uncle Sam furnishes mine—not for the hotel though. I pay that.

I like it here in Key West—have good duty, and am home every night. My wife is here, too.

I want to thank you for the Christmas package. It's good to know that you are being thought of back home.

I wish each of you a very merry Christmas and the best of luck.

Your friend,

L. E. Wallace
(Baton Rouge gas)

• WRITE 'EM TODAY •

I want to take this opportunity of expressing my appreciation for the nice gift I received a few days ago. They are everything that any serviceman needs at all times. Words fail me when it comes to thanking everyone, but all of you know how much I appreciate it.

How are al of you, especially my ex-co-workers? I hope all of you are still working hard to get this war over with, so we can all be back together once again. Of course, you know there'll be some who won't come back, but we'll know they gave up their lives fighting for freedom and their loved ones back home. I know each one of you is doing every bit to help on the home front, and I ask you to keep it up, so we all will have a Gulf States to come back to.

Again, I want to thank you for the very nice present and also for sending Plain Talks each month.

Sincerely yours,

S. C. Fugler
(Baton Rouge gas)



W. RICHARDSON



FUGLER



GARVEY

Don't be surprised to receive this letter. I have been thinking of all you fine Gulf Staters and wish that I was back among you. However, inasmuch as I am not, I will do my best to tell you a bit about the navy and myself. I am using the U.S.O. writing material downtown here in San Diego, and the pen isn't so good. I would say the reason the pen's no good is that too many sailors and marines have been in town. All a fellow can do is wear out pen points and shoe leather.



MASHBURN

Before I say any more, I want to thank you and the Gulf States Utilities for the nice Christmas gift I received a few weeks ago. It really came in handy and I have enjoyed the use of it.

Now, a bit of the navy and myself, if you don't mind. Three weeks before I finished boot training, I was promoted to electrician's mate third class petty officer. I did not want that rating as I had my heart set on radio work. When I was shipped to the destroyer base here at San Diego I was given a chance to work in the radio and radar department. Two weeks ago the warrant officer recommended me for a first class rating and, upon completing a course of study along that line of work, I will be given another exam to see if I have what it takes. I am studying at night after work and really don't have any time to waste.

You should see my hands, my fingers and knuckles are cut and bruised from pulling all kinds of wire cables, installing radio and radar equipment aboard the ships. I have learned a lot about navy in the past four months and I got it all the HARD WAY. That is the navy way.

We had a wonderful Thanksgiving dinner at the noonday chow and have a thousand things to eat every day (all of which are beans), bean ice cream they call it.

We are having cold nights and hot days. It gets real cold at night out here, but it never rains. In fact, it has not rained since I have been here, four months.

Well, I must say goodbye for now. Would enjoy hearing from the G.S.U. gang.

Sincerely,

A. G. Mashburn
(Beaumont distribution)

• WRITE 'EM TODAY •



SHREVE

The other day I received a pleasant surprise: A Christmas present from GSU. It was nice—a kit of toilet articles that I can really use. Thanks a lot. Florida is a funny place to think of Christmas; seems like midsummer down here.

I receive Plain Talks here. It's interesting to read about all of the folks. Sure are a lot of the fellows in the service now.

It won't be many more weeks before I leave this place.

Sure would like to get back to Baton Rouge and drop by to see all of you again. Don't guess there are many of the old gang left there now. Anyhow, it would be fun to walk in and say hello.

The army is still a wonderful place. Every one should be in the army so they can learn to appreciate civilian life! I have found it interesting and wouldn't want to get out until the war is over. What a happy day that will be.

Well, folks, there's not much to write about. Thanks again for the Christmas present.

Regards to all of you,

James W. Shreve
(Baton Rouge accounting)

I thought we weren't supposed to open the Christmas package until the 25th of December; however, when I got my copy of Plain Talks, I found everyone had already sent their "thank you" letters. Of course, I opened mine and have used lots of the contents, but I was going to wait until after Christmas to tell you how much I appreciate your remembering me. It is a very nice gesture and gives the morale an added boost to know that those on the home front can still find time to send all of those boxes in addition to everything else, means a lot.



DEUTSER

There isn't much I can tell about my activities, after reading letters from some who are stationed at the four corners of the earth. We are stationed here at Benning, or rather we were until our commanding officer caught a couple of us smiling, and decided we'd better spend a month in the woods. So, here we are just about six miles from a swell post. I don't get it but I guess we'll have a lot worse conditions before it's over.

Please continue with the Plain Talks. I really enjoy reading all of the gossip and I know those who don't get to the office as often as I do enjoy them even more.

Thanks again for the gifts, the address list, and Mr. Nelson's note—they are all tops.

Best wishes to all for a Merry Christmas and a Happy New Year.

Hilton Deutscher
(Beaumont accounting)

• WRITE 'EM TODAY •



BENTON

I have a little spare time now so will write you folks a few lines.

I want to thank you for the nice, big package I received. Words can't express my thanks to each of you for the nice gifts. You can imagine about how pleased I was to get the package, then open and look at each nice and useful present. We were about to leave on maneuvers so I'm putting to good use some of the presents I received. Again, I thank each of you and G. S. U. Co. for the package and the thought.

I am at present in the hospital. I took blood-poisoning in my right hand and arm. Am about well now and should be released soon to my outfit.

We really had a maneuver on this desert! Am surely glad it's over, too. I wrecked my jeep at the start, but soon got another and made the rest of it, only to wind up here after maneuvers were over. My jeep was torn all to heck, but neither myself nor the other riders were injured.

How is everything at good old G. S. U. coming along? Fine, I hope. Will sure be glad when this mess is over, and I can be back with you. Will be grand for all of us to meet again and start in where we left off several months ago. Here's hoping it won't be long!

Well, news is scarce here on the desert so I may as well close.

Again, I thank you folks for the nice Christmas package.

Wish some of you would write me. I could really use some good mail from G. S. U. friends. Well, so long. Write when you can. I am,

Very sincerely yours,

Chas. M. Benton
(Baton Rouge production)

I wish to take this opportunity and thank each one of you for the nice Christmas gift, which I received the other day. Remembrances as that only make us who have worked at G. S. U. realize what a swell bunch we have left at home, and the many, many swell things that each of you have done to make us happy, in times such as these.



REESE

This is my second Christmas that I will have spent out in the Pacific and I am afraid that I am disillusioned just a bit more, than last year, about the paradise of the South Sea isles—not so good. There is one thing about these islands. One never knows when he will walk around a coconut tree and bump into an old friend, who he thought a thousand miles away.

It's been several months since I received a copy of Plain Talks. I have always enjoyed receiving them, and hope one will soon be on its way to me.

Again may I thank each and everyone of you for the nice Christmas gift. Every time I use it, I will think of all my friends at Gulf States, and may I give each of you my heartiest wishes for a very Merry Christmas and a Happy New Year.

Roger F. Reese
(Beaumont appliance repair)

• WRITE 'EM TODAY •



GOODWIN

The Christmas gift arrived just as I was leaving maneuvers in Tennessee and this is the first time I have stopped since. I can't tell you how much I appreciate it because it comes from those I have worked with for over sixteen years. To me it means more than a Christmas gift. It's a reminder that I have so many

friends there that I feel are backing me up in everything I do. I feel that this is not the first present you have sent to me this year. Nearly every letter I receive from Mrs. Goodwin has something in it about some G. S. U. employee doing something for her or helping her in some way. And don't think I don't appreciate it a lot. It's good to know that my family at home has someone to call on when she needs them. That may not be the official definition of home front but to me that is the real home front.

At last I am back in Texas. Of course, Texas is so big that I'm still about as far away from home as I was in Kentucky but it seems closer. Somehow you can just breathe better in Texas. I arrived at Camp Berkeley Nov. 19 and met my family on the same day. They stayed with me a week and then went home.

Once again I'd like to say I appreciate the gift and hope that all of you have a very Merry Christmas and a Happy New Year.

Very truly yours,

Lt. Col. Lamoyne Goodwin
(Lake Charles industrial sales)

"Write and keep writing to the men who keep fighting"

DIED IN LINE OF DUTY
Edward E. Warren—May 15, 1942
Ray A. Blanchard—October 31, 1942



Christmas Greetings From Plain Talks

With the Christmas issue, Plain Talks completes another year of service to members of the Gulf States Utilities family.

Eight issues have been published in 1943. The staff is properly appreciative of the enthusiastic reception you have given each one and thanks you herewith for cooperating so splendidly with us in our efforts to keep Plain Talks newsy and entertaining. It's trite but true that the magazine is your baby and it can thrive only if you nourish it with news of interest to other employees.

We are humbly grateful to those away at war who have so thoughtfully made a "thanks for Plain Talks" a part of every letter they have written from faraway places.

Nothing is too good for those more than 300 employees in uniform and we are resolved that in 1944, the magazine that brings them news from home shall be the very best we can make it with your help.

—the staff