



The electric utilities *are* doing a real job in helping to bring the day of victory closer and Gulf Staters can be proud that, through our efforts, electric power to serve the war industries in our territory has never been too little or too late.

General Electric Company recently paid tribute to the accomplishments of our industry in the advertisement reproduced above which appeared in newspapers throughout the country.

Said G. E.:

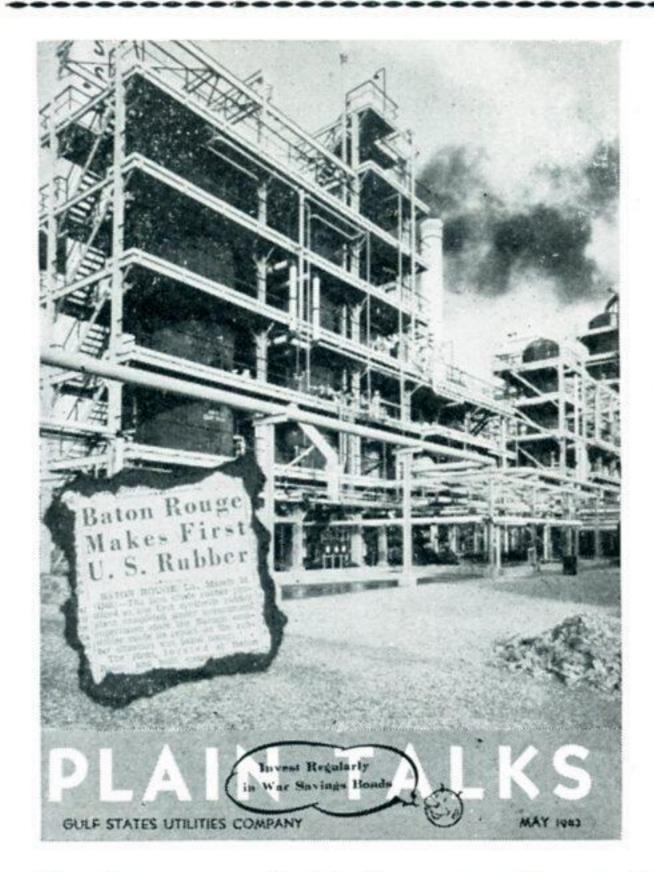
"The electric light and power industry in America was called on to produce, in 1942, the greatest amount of electric power in history — 189 billion kilowatthours!

"At the same time the average cost per kilowatt-hour to the customer was lower than ever before!

"Not only were all the demands of war plants, military camps, naval stations, and arsenals met—but there remained 27 billion kilowatt-hours of electrical energy to take care of the needs of shops and stores, 30 billion for homes, 13 billion for public transportation, street lighting, and other uses.

"These are some of the accomplishments of the electric light and power industry and of the electrical manufacturerers who build the equipment used to generate, distribute, and utilize electricity—working together with the teamwork so typically American."

It's great to work in an industry that right now means so much to so many!



On the cover of this issue we picture the new butadiene plant of the Standard Oil Company in Baton Rouge which was recently completed. The newspaper clipping insert in the picture refers to the new plant of the Copolymer Corporation also at Baton Rouge, which is credited with turning out the first bale of synthetic rubber in Uncle Sam's big rubber program.

Both plants use Gulf States power in their manufacturing processes.

We can be proud that Gulf States power has never been too little or too late when called for by the war industries in the territory we serve. When the big new rubber plant now under construction in the Port Neches area is completed, and using our power, we will be furnishing more power for the rubber program, perhaps, than any other utility.

Rubber Director William M. Jeffers recently inspected rubber plants at Baton Rouge and the development under construction at Port Neches on a tour of synthetic rubber plants throughout the country.

He was greatly pleased with the speed with which the Baton Rouge plants got into operation and with progress being made on the Port Neches plant.

PLAIN TALKS

VOLUME 21

MAY, 1943

No. 3

Published monthly by and for employes 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.

THREE WAY TIE IN SAFETY CONTEST, BATON ROUGE GETS PLAQUE

Three divisions tied for honors in the first quarter of the inter-division safety contest. Baton Rouge, Navasota and Port Arthur came through with no lost-time accidents for the first three months of 1943. Safety Engineer Jack Shirey awarded the safety trophy plaque to Baton Rouge because that division had put in the most man-hours at hazardous work.



Shown above are W. R. Bell, general superintendent; J. B. Coltharp, superintendent of electric T & D; T. E. Crossan, superintendent of production, and R. O. Wheeler, gas superintendent, inspecting the plaque received early in April along with a congratulatory memorandum from Mr. Shirey.

Three departments in Baton Rouge had a hand in the fine safety record. The production department, having worked the most manhours, kept the trophy until May 10. Then it went to electric T & D until June 4, and from there to the gas department until June 30.

Employees at Louisiana Steam Plant also have a contest among themselves. They use the numbered badge system with the odd numbers competing against the even. At the end of a six-month period they have a feed. The winners eat chicken, and the losers beans.

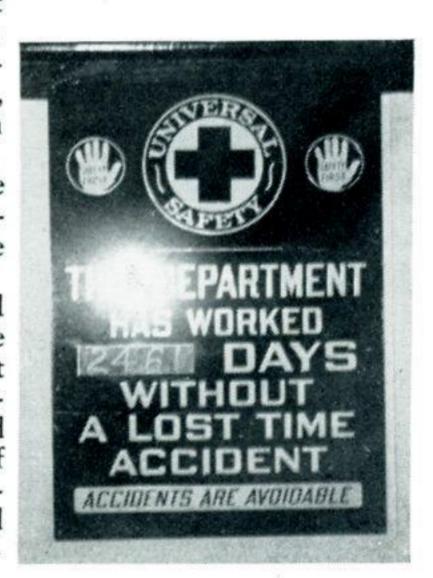
The Gas Department employees divide into four groups. At the end of a six-month period the winning group gets a prize—also a supper if the record merits. (It always has!)

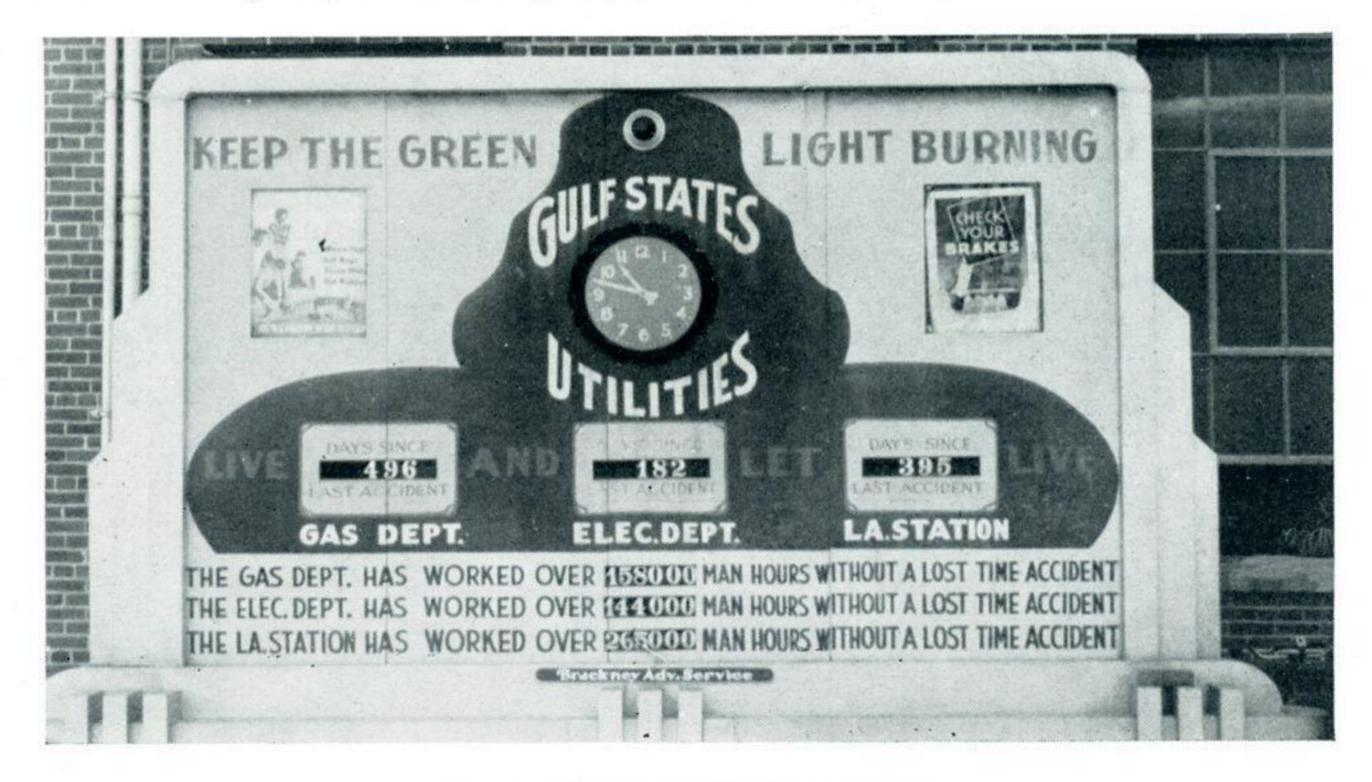
We have no particulars on how the Electric Department contest works.

Pictured below is one of the large outdoor score-boards, of which there are two—one at

Government street substation and one at Louisiana Station, which Baton Rouge division uses to tabulate the safety standings of the three departments.

A small board like the one shown at right hangs in each department and shows number of days that department has worked since the last lost-time accident.





Gulf States Home Service Advisors conferred with Mrs. Gussie Anderson of Westinghouse Electric and Manufacturing Company on March 26 at a meeting held for discussion of our Health for Victory program.



Left to right—Mrs. Anderson, home economist for southwest division of Westinghouse, Gulf States H. S. Advisors Stella Pipkin and Grace Brooks of Beaumont, Celeste Thibeaux of Lake Charles, Jackie Stockard of Navasota, Margaret McCann of Beaumont, Thelma Carson of Beaumont Rural and Ruth Landry of Lake Charles.

With the Colors . .

75 A 75

(SINCE THE LAST ISSUE)

ARMY — Louis G. Sanchez, Baton Rouge gas.

NAVY — Carson S. Pettepher, Baton Rouge customer accounts — Clyde Boles, Navasota substation.

No pictures were available of Sanchez and Boles.

Having received honorable discharges from the army, the following are back on the job at Gulf States.



L. K. Bankston, Port Arthur line — Benjamin J. Harrop, Baton Rouge accounting — Waddy Lewis, Lake Charles line. Foods and food rationing are topics second to none in importance nowadays and food preservation through dehydration promises to become a common procedure with housewives who wish to put up the harvest of victory gardens or fresh fruits and vegetables when they are plentiful in the stores.

Dehydration is the space-saving method of canning and is used by the government to preserve perishable food stuffs which are shipped to our armed forces and allies.

Cans, pressure cookers, and other canning equipment are becoming increasingly hard to obtain but home food dehydrators of a simple design, economical and easy to operate, can be constructed from apple boxes, beaver board, celotex, lumber or any wooden box available.

As part of our help-the-customer program Gulf States Home Service Advisors have tested and approved the dehydrators and have used them in Health For Victory Club and other demonstrations.

One is now displayed in the Baton Rouge store and others are ready for display at several other locations.

Detailed plans for construction of dehydrators will be available at all company stores and our Home Service Advisors may be consulted for full information on preparation and temperatures needed for dehydration of foods.



Home Service Advisors Thelma Carson (left) and Grace Brooks (right) testing the dehydrators on a batch of cut green beans.

MARRIAGES . . .



Jack Gammage, Beaumont advertising department, strode the middle aisle with Edith Baker on April 23.

Nonie Strange became Mrs. Jack Johnson on April 9. She works in Baton Rouge electric T&D. Thanks to Red Stirling of that department for this snapshot of the happy couple.



Dot Simpson, Baton Rouge A. R. C. Department, recently received a handsome diamond ring as token of her engagement to 1st Lt. Douglas Johnston, now serving overseas with the Army Air Force.



Former Beaumont lineman J. H. McClelland, Jr., now a first lieutenant in Uncle Sam's air force, is instructing the instructors these days. In the above picture Lieutenant McClelland (left) is shown with a flier who is learning to be an instructor at Randolph Field's new central instructor's school.



A California centenarian died recently after seeing an automobile for the first time. He did not see it soon enough.

RAISE MEAT RATION POINTS AT HOME



Chick brooders like the one pictured above have attracted a great deal of attention in recent months in Gulf States stores where they have been placed as part of our help-the-customer program.

The brooders are not for sale but were built to interest our customers and encourage them to raise their own meat-ration points, thus helping to relieve meat and poultry shortages.

So far, over 5,000 copies of detailed plans for building the brooders have been given out to customers.

Congratulations to Y. L. Hughes on his appointment as assistant superintendent at Orange. Mr. Hughes was formerly assistant superintendent of distribution in Port Arthur division.





Five companies served by Gulf States have received recognition from the Army and Navy or the Maritime Commission for outstanding war production.

Beaumont Iron Works has been awarded both the Army-Navy "E" and the Maritime "M" and joins the ranks of less than twenty organizations in the country to achieve that distinction.

Levingston Shipyards in Orange, Consolidated Chemical Industries, Inc., in North Baton Rouge and Consolidated Steel Corporation in Orange were awarded the Army-Navy "E" and Pennsylvania Shipyards in Beaumont won the Maritime "M".

Since all these companies have established their excellent war production records by using Reddy Kilowatt, we too, can stick out our chests with pride. Gulf States power wasn't too little and too late.

NEW EMPLOYEES





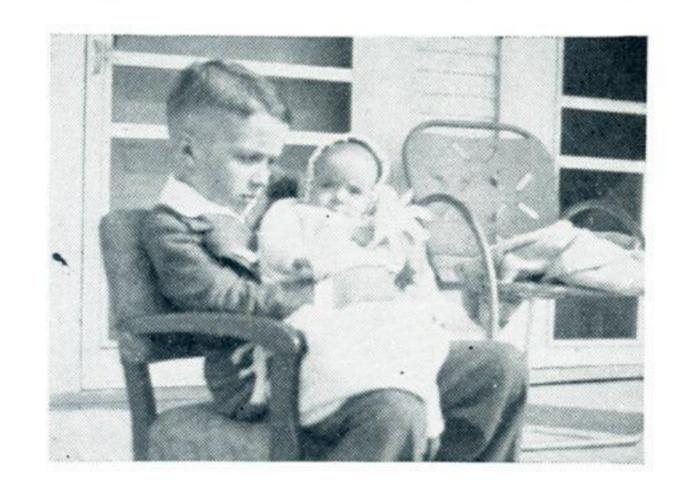
When we conceived the idea for the cover of the last issue of Plain Talks we thought at the time that it was pretty good but what we weren't expecting was the nice bit of recognition we received from the American Red Cross.

The local chapter thought so much of our cover that they requested several reprints to send to the head office for midwestern area Red Cross, in St. Louis.



We have a special request from Lee Pitre, Jr., whose daddy works in Lake Charles garage, to publish this picture of him and his baby sister so that his friends back in Navasota can see little Miss Mary Frances, now five months old.

Lee senior, worked in Navasota before transferring to Lake Charles in August, 1942.



RESIGNATIONS ...

Beaumont — W. J. Frazier and T. A. Hill from line — Katrina Smith, customer contact representative — Verna Mae Hilton from engineering — Lyda Hurt, cashier — J. A. Jones, guard.

Port Arthur — Jose Bernardo from production — Elma Baye, repair department clerk.

Baton Rouge — J. C. Hill, F. Carpenter, L. R. Cifreo and W. D. Fleming from production — A. J. Morel and W. B. Wells, Jr., guards — J. C. Lockhart from service — H. G. Bagwell from customer accounts — Aline Fitzsimons from purchasing — Ruby Smith from billing.

G. F. New from Jennings service — Myrtle Hebert, Sulphur cashier and Ora Lee Evans, Silsbee clerk.

BEAUTY AND A BASKETBALL

Gulf States in Baton Rouge was well-represented in the women's division of the Industrial USO basketball league by these seven comely lasses. Standing, left to right: Doris Levert, accounting, Alice Gaudet, accounting, Patty Smith, accounting, and Norma Holeman, steno. Kneeling, in the same order: Bev Daigre, accounting, Frances Smiley, accounting, and Katherine Goynes, electric T & D.



BIG BUSINESS AT BOND BOOTH

A recent addition to the Baton Rouge salesfloor, designed to render 'plus' service to the public, is a War Bond booth, presided over by Maurine Plunket of sales. At this writing, in less than three weeks of operation, Maurine has sold \$2,500.00 worth of War Bonds and Stamps.



The bond booth shown below is smack-dab in the middle of the floor and doubles in brass as an information center where the public is informed about company personnel, service problems and so forth.



Baton Rouge is the latest addition to the list of cities in our system where Gulf States presents the "Health for Victory" Club program. Two clubs have, at this writing, been formed in the industrial area of Louisiana's capitol city, and a third met the last week of April in the downtown section of the city.

The program got under way on April 7 at the Hollywood School, where 95 ladies attended the meeting presided over by Frances Fuchs, formerly GSU home ec in Port Arthur, and now Home Service Director in Baton Rouge. The second Club held its inaugural meeting on April 15 at the Istrouma School, where 180 turned out.

In Baton Rouge, "Health for Victory" is sponsored by the Industrial USO, which has excellent facilities for getting the facts of such a program before the wives of industrial workers. It is also planned to work in close cooperation with the city's schools in order to get the movement widely accepted in town.

Our efforts in behalf of "Health for Victory" in Baton Rouge have met with the whole-hearted approval of Dean C. A. Ives, head of the East Baton Rouge parish OCD, and of Miss Edna Mae Wilder, nutritionist for the parish schools.





Estelle Hopkins, Beaumont, meter records to stores accounting - Ellen Porter, Baton Rouge, steno to billing — S. L. Adams, T & D, Liberty to Beaumont - Janey Afeman, Port Arthur, customer accounts to customer contact - W. M. Ingwersen, Port Neches sales to Port Arthur customer service — J. R. Wakefield, Conroe, sales to service - S. T. Cooper, service, Silsbee to Sour Lake.

May Thomson, Lake Charles accounting to Sulphur cashier — Helen Sumrall, Baton Rouge, customer accounts to customer contact - Annie Hebert, Port Arthur, customer accounts to pbx - Prentice Hillman, Beaumont, billing to meter records - A. D. Barrow, Sour Lake to Beaumont service.

Margaret Drury, Baton Rouge, customer

contact to customer accounts — Bessie Carter, Port Arthur, customer accounts to floor saleswoman - H. C. Morrison, Beaumont, meter to substation - Nellie Bonnecarrere, Baton Rouge, billing to accounting - Mavis Weber, Port Arthur, customer accounts to floor saleswoman - A. C. Smythe, Beaumont, service to line - Leon M. Powers, Baton Rouge, meter reader to customer contact representative.

Dorothy Kohler, Baton Rouge, accounting to customer accounts — R. A. Brown, Port Arthur, sales to production - Freeman Brossett, Beaumont, advertising display to production - Christine Law, Baton Rouge, steno to customer accounts - F. F. Parent, Port Arthur, sales to appliance repair - Julie Saucier, Baton Rouge, customer contact to customer accounts — G. D. Hazleton, Port Arthur, sales to production - Anna Hill, Baton Rouge, customer contact to customer accounts.

No pictures were available of the following - E. W. Shaffer, Jr., Baton Rouge, stores to line — R. A. Jardell, service, Abbeville to Lake Charles — Jean Wharton, Port Arthur, accounting to customer accounts — George W. Adams, Liberty, line foreman to assistant to the superintendent - Joseph A. Babin, Baton Rouge, meter reader to customer contact representative — David Shelton, Jennings service to Lake Charles line - P. C. Faulk, service, Opelousas to Jennings — J. W. Kirkland, Lake Charles, engineering to power engineer - Edward B. Picou, Baton Rouge, meter reader to customer contact representative.



Late in March, Charley Garvey, formerly Baton Rouge accounting, and now Lt. Charles C. Garvey, U. S. N., dropped into the office for a visit and gave us a swell, first-hand account of some of the hot naval engagements he's taken part in. Charley entered the Navy in July of 1941, and is now an observation plane pilot on the USS Minneapolis. Charley's job

is to scout approaching enemy forces and to act as kind of watch-dog for his ship. His job is plenty risky, in view of the fact that his plane is catapulted into the air from the deck, and lands in the water alongside ship to be hoisted aboard. What's more, his plane is very light in guns. Charley has been in seven naval fights, three of which—Coral Sea, Guadalcanal, Midway-are classed as major engagements. Charley wears three stars which signify his participation in these three scraps. One of Charley's better stories concerned his clearing about \$500 by trading pieces of bright red cloth for ivory tusks from wild boars. Seems that the natives of several Pacific isles thought the cloth was swell. And Charley found upon his return to civilization that many citizens felt the same way about the ivory. Rumor hath it that Charley's being considered for a spot in the sales department when this mess is over!



Finally we get a picture of J. K. Inglehart, former Huntsville customer service representative, looking mighty natty in his army uniform. Thanks to Navasota division photog Pat Griffith we now have a decent picture of Keifer and can rid our files of the unflattering rogue's gallery shot which we used in last issue.

Word received by his former buddies at Louisiana Station from George W. Stovall reveals that George recently received his wings as a pilot and his commission as Second Lieutenant in the Army Air Force. Nice going, George. Drop us a postcard from Berlin or Tokyo, or both.



J. LITTLE

Jessie Little, former Baton Rouge steno, is now undergoing her training as a WAVE in New York City. Jessie writes, in part: "If this is Yankee land, you can have it. Have been here almost two weeks and all I've seen was the subway we rode from the station to the college (Hunter) here . . . You would certainly be surprised to see the "new way of life"

the Navy has injected into me. Up at 5:30marching a mile or so to mess - if you're lucky, three cigarettes a day - an hour of drilling - all sorts of shots - in bed at 9:30, or 2130 as we say in the Navy."

V. L. Red Holland, former Baton Rouge accountant, and now an ensign in the coast guard, was in Baton Rouge recently, and dropped by to say howdy to the gang on Florida street.

Red completed his training and received his commission at the New London, Connecticut, training base, and soon will be stationed in St. Louis.



Plain Talks

VOLUNTEER

DON'T WAIT TO BE ASKED

If you are not buying War Bonds regularly through payroll deductions, look up your Credit Union representative and sign up now!

If you're signed up, jack up your subscription all you can!

INVEST SOMETHING REGULARLY!

MAKE IT AS MUCH AS YOU CAN!



There's no time like now for action! Remember! They give their lives, you invest your dollars!

ReddyKilowatt

P. S. — To Texas division and Lake Charles division employees—You can now have payroll deductions for War Bond purchases made bimonthly.

Gulf States girls in Baton Rouge aren't to be outdone by the menfolks. In last issue we reported the men were forming a team to enter the Industrial USO Softball League and now comes word that the girls have entered a team in the women's division of that league and intend to knock the old apple around a bit themselves.



Norma Holeman is managing the fems and at this writing has rostered the following of Reddy Kilowatt's nieces, Iris Bailey, Hazel Brogden, Lena Mae Byrd, Beverly Daigre,

Marguerite Felder, Alice Gaudet, Katherine Goynes, Diddy Kohler, Gertie Mae LaCombe, Wanda Mae LeBlanc and Doris Levert.





Johnny Lamn, who not so long ago was district serviceman in Gonzales, La., recently dropped in the office with his lovely missus, Ruth. Johnny recently received his Electrician's Mate 1/c rating in the Navy, and promises to short-circuit a few Japs for us before rejoining Gulf States. A few days after Johnny chatted with us, we received a card in

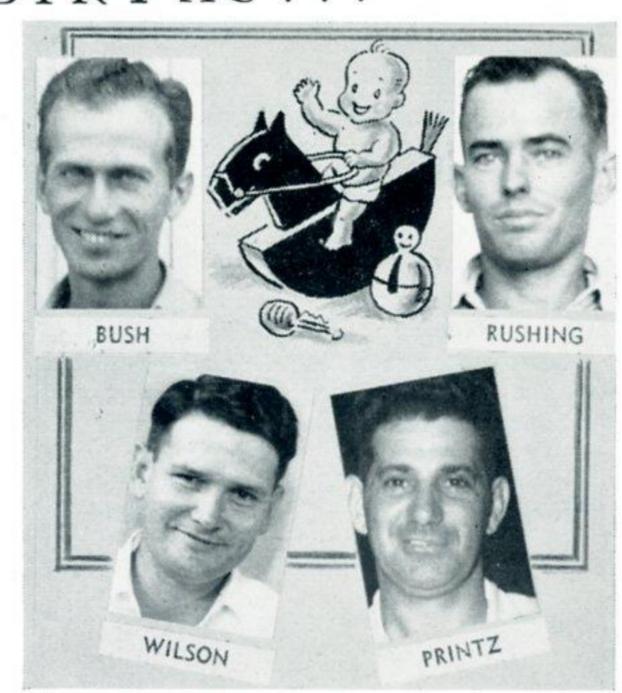
which he said, "Sure hope this thing doesn't last long so I can come back and work with you." To that, Johnny, let us add a fervent "Amen!"



The front page of the Port Arthur News of April 16 pictured shells coming off of the production line of the Texasteel Manufacturing Company for the first time. The shells are for navy guns.

Here, as in war production plants throughout the territory we serve, Reddy Kilowatt is doing a big job in helping to make war supplies on time.

BIRTHS . . .

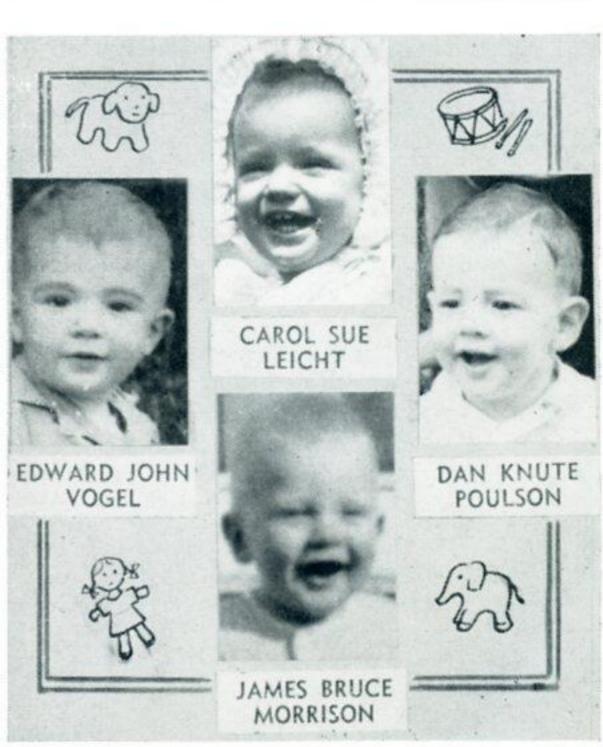


A daughter, Patricia Ann, was born to the F. A. Wilson's (Baton Rouge production) on March 14 — A. J. Printz (Baton Rouge electric T&D) became proud poppa' on March 23. The new daughter was named Myrna Kay.

Daughter Carole Diana is a newcomer in the A. O. Rushing household. Born March 31. Dad works in Baton Rouge gas — Lone male heir reported for this issue is Leo Lawrence Bush who was born April 7. Proud pater F. V. is employed in Baton Rouge gas.

Better late than never we report the November 19 arrival of daughter Mary Frances at the home of the L. J. Pitre's (Lake Charles garage).

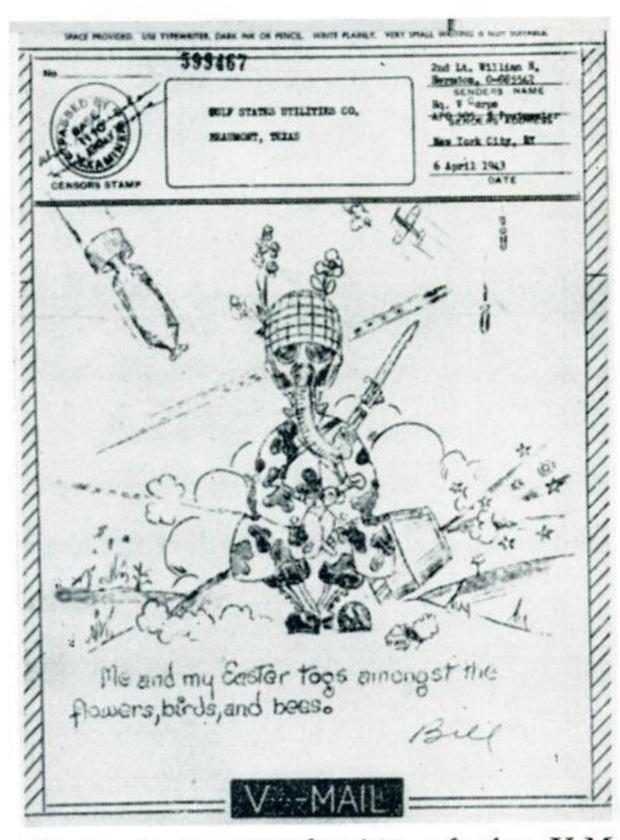
CROWING WITH O GULF STATERS



The Fathers:—Harry C. Liecht, Jr., Beaumont meter — Dan H. Poulson, Beaumont engineering — Edward J. Vogel, Beaumont engineering — James B. Morrison, Beaumont line.

No pictures were available of Ida Lorance Mitchell whose Dad, H. L., works in Orange I in e department or Randall Kent Hansen whose Pop, H. C., is in Baton Rouge accounting.

LETTERS FROM GULF STATERS IN UNIFORM



Above is a reproduction of the V-Mail letter which reached us a few days ago from Bill Herndon, formerly in Baton Rouge accounting and now somewhere over there on the fighting front. Bill once worked in Beaumont accounting too so there are lots of folks in Beaumont office who'll get a big kick out of his greeting.

WRITE HIM TODAY

May I extend my special thanks to the All Girl Committee as well as all those who contributed in sending us much splendid Christmas gifts. The address book was an excellent idea. I also wish to thank you for the Plain Talks. It is a great aid to morale to be remembered so well.

I entered the service as Chief Electrician for the Seabees, as the Naval Construction Battalions are called. We received our primary training at Camp Allen and Camp Bradford, Virginia. When we finished there we stopped over for a few days at Gulfport and then went to Port Hueneme, California. We went to Hollywood two times and had a chance to visit the Brown Derby, East Comoth, Palladium, Play Room, C. B. S. and N. B. C. studios, Club Paris and best of all the Hollywood Canteen where the stars entertain you and all the food and drinks are free. All this was great as compared to the cool reception of the East. Such stars as Mary Astor, Walter Pidgeon, Ginger Rogers, Gene Krupa, Patricia Dane, Marie Lee, Alan Mowbray, Kay Kyser, Iskabibble, George Montgomery, Ginny Simms, Alan Hale, Mary Morgan, Basil Rathbone, Bette Davis, Marlene Dietrich and a group of lesser stars and starlets were anxious to sit and chat with us. They took turns showing us a good time at the famous places and even took us into their homes to football games and tours of the country. We could never thank them enough for what they did for us.

Ninety days after we entered camp we sang "God Bless America" as we left her. On one of the largest and fastest ships we sailed alone. Twelve days later we were in Noumia, New Caledonia when I served as supervisor of the public utilities until we left a few weeks later. It will always be remembered by a large tree completely covered with clusters of beautiful red flowers and the mixed array of huts and large modern mansions.

We have moved on twice since then so you may only guess exactly when, but you can understand why we are still getting Xmas presents and cards in March.

It is perpetual summer here and the fruit and flowers grow abundantly all the year around. Ripe fruit and buds on the same tree

furnish us with coconuts by the ton and all the pineapple can be had for the taking. Bananas, papayas, squipla and other native fruit are a nice change. The average temperature is well above one hundred ten and the annual rainfall is over seventeen feet and four inches. Numerous islands dot the sea and in places four hundred feet from shore the water is a thousand feet deep as the islands are nothing more than the sand-covered tops of mountains. One active volcano is in sight. In the clear blue sea can be seen a great variety of fish of all sizes, shapes and colors darting around rocks and coral representing all the colors of the rainbow in a panorama of beauty impressive in its stone-like solitude.

Wild animals and creatures roam the jungle and once in a while we get a pet such as the white parrot that speaks both Millenese and English and refers to himself as "Katarbo the Great". Only two generations ago the natives here were head hunters, but now are devout Christians due to the influence of missionaries. We always have hundreds of servicemen at church and the natives join us.

Not long ago Joe E. Brown and Johnnie Morris gave us a grand show that was thoroughly enjoyed. We also have a picture show hid in the jungle and I was proud to have had the job to camouflage it so it could not be

seen at night from the air.

Abiding here in the Solomons amid this tropical paradise we often wish all of you could witness the serene beauty of a silver moonlight night surpassed in natural beauty only by a glowing crimson sunset silhouetting the little islands of gently swaying palms on a majestic sea.

In contrast to the blessings of nature we often taste the bitterness of battle. There is not much I can tell you, but at times the little yellow fellows get rather rough. It is in such trying times as these that the expression of kindness you have shown makes us the more able to endure. In return we hope to soon be able to bring this conflict to a close.

Thanks,

A. E. Hine (former Jennings serviceman)

WRITE HIM TODAY

I have been overseas for quite sometime now and I have been getting the Plain Talks right along and I really enjoy them.

I know it's kind of late to be thanking the company for that Christmas present I got but thanks anyway. The kit is very handy to put in my pack when we go on a long hike.

MICHEL That is one present I will be thankful for. It really lessens the weight of my pack. Kenneth V. Michel

(formerly in Lake Charles accounting)

● WRITE HIM TODAY ●



Have just received January issue of Plain Talks and although several weeks old I was very happy to receive it. By all means I do want a copy of Plain Talks each month. It takes quite a while for it to find me on my little island out here in the Pacific, but it is well worth the wait. So, please continue sending me a copy,

REESE for I look forward to receiving them very much.

We have some nice looking natives running around here—they look as if they are about ready to have a big feast at anytime. Only I don't want to be the main course. I keep telling them that I wouldn't be any good that I

am too old and would be tough but they just grin—as only they can. Maybe they can't understand English, but we have lots of fun trying to talk to them.

Boy, will I be glad to get back to the good old U.S.A. What a wonderful place that is. Maybe it won't be long before we can all come home again. Tell all the gang hello. They're a grand bunch and I will be glad when I can be back with them. How about some letters from some of the gang. Get's awfully lonesome out here. Don't forget the Plain Talks and thanks again.

Roger Reese (formerly in Beaumont appliance repair)

● WRITE HIM TODAY ●

Before this I didn't know to whom I should write to express my thanks for the box of useful gifts which I received last Christmas. I have just received my January issue of Plain Talks, and after reading it I decided that in this manner I could reach most of the people responsible for sending me the box. Their selection of articles was very good as I find myself using some of the items daily. And again I want to say that the box was greatly appreciated.

Hansen A. Baden (formerly in Baton Rouge electric T & D)

WRITE HIM TODAY



You've no idea how much that copy of Plain Talks meant to this Spar when she received same. That is practically the only way I have of keeping up with the G. S. U. gossip, and gosh knows, after working up there and being in on gossip-I like to keep it up. All I can say is I think it's swell that you remember all of us. The Coast Guard is a won-

derful organization, and our officers are almost as swell as the bosses at G.S.U. After having worked for Mr. Whiton and listening to his "Boston" accent, I almost get homesick when I take dictation from these officers. The work is very interesting as I'm in the law department. We have testimonials court cases, and various problems to solve. It's like court reporting, and not nearly so dry. I'm in on a good gossip job, but wouldn't you know it would be my luck to have all of it restricted! Restricted matter is that which doesn't get out of the office—we just stand in the corner and talk it over with ourselves when we come across something startling that we have to tell someone! That is the only way we can manage the situation—you know how women are!

We haven't near enough Spars here, but I think that situation will be altered soon probably in a couple of months.

We are having a contest at the Roller Derby tonight! You should be here to watch four of us Spars perform for about 5,000 spectators! That will really be home-cooking! Probably will spend the rest of our lives in the hospital, but it will be fun incapacitating ourselves.

I can promise you one thing—the next time I come to Chicago, I'm bringing our Texas weatherman with me. This stuff they sling out at us called weather is terrific. It snowed all day Monday and Tuesday, and most of the day yesterday. Today it's just cold as old billy beck, and the sky is still just a little dubious as to what kind of a day it will turn out to be, but I'm betting it will be pretty sloppy before night.

They say when one starts talking about the weather it is time to quit, and that's what I'm doing now. Please give my regards to everyone that wants them.

Thanks again for Plain Talks, and don't ever forget me when that time comes around. Dorothy Harder

(former Beaumont rate department clerk)



Dear "Santa" Kilowatt:

I realize that Easter time is kinda late for an expression of thanks for my Christmas presents. I was "brung up" better than that, honestly. But we've had one helluva time finding a floating post office the last three months.

It's been worrying me too because I figured that if I didn't write pretty soon and let

you know how much I appreciated your thoughtfulness that maybe you'd "brush me off". I fully expect to be out here next Christmas and maybe the one after that and so I want to keep in good standing.

I'll never forget last Christmas day nor Christmas night. It was my first experience of being in a storm at sea. It came up suddenly just the barometer went down suddently. It was so rough that the cooks got too sick to prepare the Christmas dinner. I got a thrill that morning when I saw those huge turkeys and all the trimmings laid out in the galley. I sure cooled off a little later when I saw the cooks laid out in the galley. I ate a cheese sandwich at noon-which I fixed myself.

It got rougher, too. For supper we had rolls-big rolls-rolls to port and rolls to starboard. I was O. D. on the 8-12 watch and (this really happened) went aft to check the gun crews. I saw a rat come aboard at Port ---*) pop up out of the lazzerate, look around at these 30' waves and I think I heard him say "tohellwithit". Anyhow he ducked back in and pulled the hatch cover shut.

It's been great though and I wouldn't have missed it for anything. Frankly, however, I'm looking forward to the day when I can play ball for G.S.U. after the U.S.N. job is successfully completed, I hope, I hope. 'Til then.

Neel Buell (formerly in Baton Rouge industrial sales) WRITE HIM TODAY

Dear Reddy Kilowatt:

My Christmas package a wee bit late Arrived today in perfect state.

Each package was opened tenderly As they were the only ones received by me.

Now with a swell new kit,

Clean shaves each day I am sure to get. And with soft brush and polish can

I'll shine my G.I. shoes of tan. The buttons on my shirts I'll sew

And darn my sock so no one will know. My Camels I am sure to smoke

To be without them is no joke. And nice new kerchiefs to mop my brow

"Gee Whiz" they are priceless here just now. With so many fine gifts all rolled in one Thanks a million Gulf Staters for a task well done.

Robert H. Hays (formerly in Baton Rouge electric distribution) WRITE HIM TODAY

I can't operate without an issue of Plain Talks. I would like to have it follow me wherever I go, and I think it's very nice of you to send it to all of the fellows in the service. We can keep in touch with the things that used to be close to us.

Sam Umphrey (formerly in Port Arthur sales)



UMPHREY

WRITE HIM TODAY

Would you kindly send the "Plain Talks" to me.

You are doing a splendid job of keeping us informed of Gulf States news and it's greatly appreciated.

Douglas Latimer (formerly in Baton Rouge electric T & D)



It has been several weeks since I received the Plain Talks. I have intended to write for sometime, but time has passed as fast as Reddy Kilowatt. I certainly enjoyed reading Plain Talks. I like to keep up with everybody and see how the old gang is getting along.

I am now in the Radar prep school here at Utah State Agri-

cultural College in Logan, Utah. This country is nothing like Beaumont. We are nearly a mile straight up, surrounded by mountains. There are several inches of fresh snow on the ground. The temperature is

usually below freezing. Skiing and mountain climbing are favorite sports up here, both of which I have tried. Both involve a great deal of exertion when first beginning.

Give my greetings to the gang, and keep me on your mailing list.

Billy Read (formerly in Beaumont engineering)

WRITE HIM TODAY

Uncle Sam is keeping me awfully busy but like it fine. Hope to finish up here in about five more weeks.

San Francisco is a grand town and I have had a wonderful time.

Give my regards to all the gang.



WRITE HIM TODAY



I just received the number 2 issue of Plain Talks after it had bounced around quite a bit. I had moved twice since it was sent so you can see the reason for the delay. Nevertheless, I enjoyed it very much, and do hope that you will continue sending it to me.

HENRY

From the looks of things, it NORTHCUTT doesn't appear to me that there are going to be many of the faces there that I left after a short while. Give my regards to all those that leave for the service or for other reasons.

I am doing fine, so far, in this man's army. I am a personnel clerk and I like the work very well. About all I do most of the day is "pound" a typewriter so you can see I have quite a "racket".

Thanks again for the Plain Talks and remind everyone to drop me a line once in a while.

Harold Northcutt (formerly in Beaumont customer accounts)

WRITE HIM TODAY

Just a line to let you know that I received a copy of Plain Talks today, I really enjoy reading what Gulf States Utilities is doing for the home front. A Plain Talks copy in Africa seems like a newspaper. I want to still receive them. Keep up the good work at home and we will lick the Germans across the pond.

Joseph Dorsey (formerly in Baton Rouge production)

"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



Most everyone who has a friend or relative in the armed forces is anxious to do whatever he can to make the fellows on the fighting front realize that they aren't being forgotten.

Wives, parents, sweethearts, brothers, sisters and friends like to send packages to their fighters and the government encourages this. Regulations have been laid down restricting packages but they are comparatively generous and most anything within reason can be mailed to your soldier, sailor or marine.

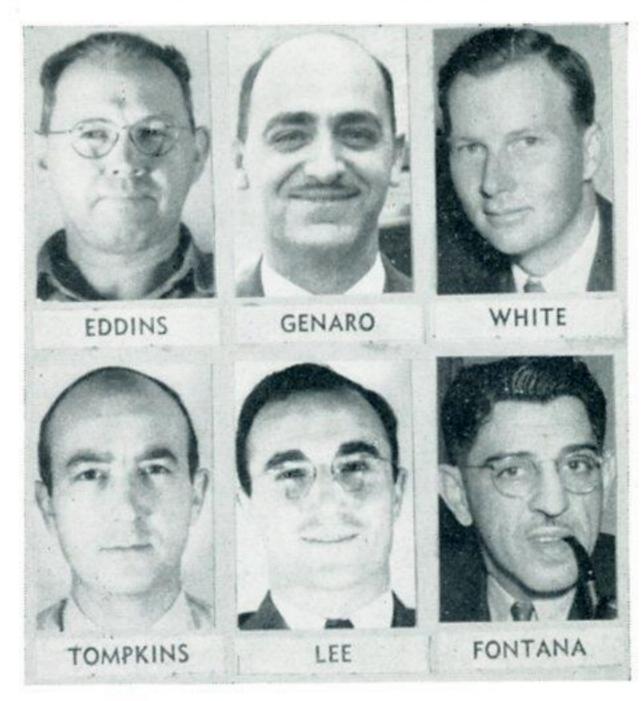
Perishables, of course, are out and for the good reason that packages sometimes take considerable time to reach their destination. Clothing, other than that furnished by Uncle Sam or complying with government regulations, is a useless item. In fact, there are mighty few things a fighting man needs that aren't either furnished as part of regulation equipment or made available at camp stores at a considerably lower price than you pay for the same items.

Here is a good example of what we mean —If your fighter is a smoker then you're probably anxious for him to have plenty of his favorite brand. We don't blame you but if you send them be certain that they're addressed properly. Several months delay in delivery may result from an insufficient or incorrect mailing address.

BUT, did you know cigarettes are issued with rations to men in combat areas and that others in the service may buy cigarettes, tax free and at a cost of about one-fifth of what civilians pay for them?

Do all you can to make your man in uniform happy but do it wisely. Letters are his first choice (He'll tell you this himself.) Pictures from home are next choice. Then be your own judge about what goes in his packages for you know best what he'll like to receive.

BEAUMONT BOWLERS FINISH SEASON



The Generators, a team made up of Ralph Eddins of production, Charles Genaro of accounting and Earl White, Tommy Tompkins and Rex Lee of T & D, wound up the winter season in the Beaumont Gulf States Bowling League by copping three straight from their opponents on the last night of play to win the league title.

Various honors for the season went to the following;

Tony Fontana of stores accounting had high three-game series with a 657 and high total pins with a 14328. Charlie Genaro had high single game with a 245.



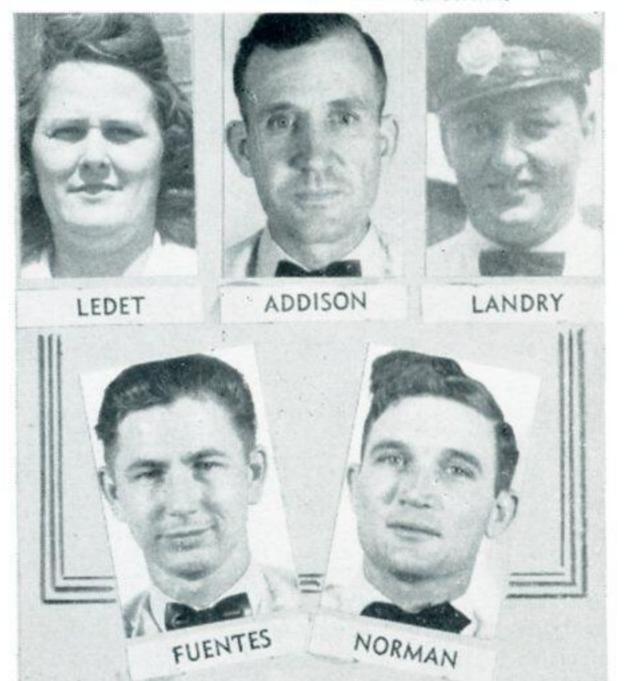
LATIMER

BATON ROUGE BUS COMPANY NEWS

New employees — Cecelia Ledet, steno — Operators T. P. Addison, Murtry F. Lard, Joseph O. Carey, Shelton J. Braud, William N. Cornet. No pictures were available of Lard, Carey, Braud and Cornet.

Births — Johnnie Fuentes, S. J. Landry and R. E. Norman are the latest proud paters. The bundles from heaven are William Douglas Fuentes born March 16 — Sandra Rae Landry born March 4 — Larry Jewell Norman born March 23.

Resignations — J. W. Cavin, Fulton Cole, R. E. Lovett and Rufus Boudreaux.



This is part of a letter received from former bus operator William B. Bond, now a Fireman, first class, in the Navy:

"Thanks a million for the *Plain Talks* I received a few days ago. I enjoyed reading it so much.

"Guess I'll have to meet an entire new 'gang' of bus opera-

tors. All I ask is that "Papa Dolph" and Eddie Muse will please save me a good bus to drive when I get back, after helping to lick those Japs and Germans!"

William B. Bond

BOND



A special committee of the Texas House of Representatives, which since mid-February has been inquiring into the conduct of the Guada-lupe-Blanco River Authority, the Lower Colorado River Authority, and the City of San Antonio, recently reported concerning certain contracts involved in the investigation:

"We find that these contracts and agreements have been brought about by methods which should and would be loudly condemned if resorted to by private enterprise, and conclude such tactics to be unworthy of an agency which is in fact an arm of the state."

According to the committee, the Lower Colorado River Authority, which was created largely with public funds as a flood control project, with electric power to be a by-product, has in fact accomplished little in the way of flood control below Mansfield Dam.

The L.C.R.A. has spent so much money in private attorney's fees that the committee thinks there should be a law requiring contracts of this and other authorities to be handled by the State's attorney general's department.

You may wish to quote the committee's findings the next time some one holds up these "authorities" as models of honest and efficient power system management.

Bus operators whose team had the fewest chargeable accidents during the six months prior to April 5 were honored at the semi-annual safety banquet held on that date and enjoyed a chicken dinner with all the trimmings as their reward.

Operators Clem Pearson, G. W. Saltzman and S. L. Smith were special guests for the occasion. These super-safe drivers have not had a single chargeable accident in the past two years.

Superintendent Ed Muse was toastmaster and introduced speakers Vice-president Bell, President Leonard, "Uncle Dolph" Delaroderie, vice-president and general manager, and Gulf States Safety Engineer Shirey.

J. L. McLean, shop superintendent, was presented with a 20-Year Service Award button by Mr. Leonard.

Joe came to work in Baton Rouge on July 1, 1922, as office boy. When he started with the old Baton Rouge Electric Company, there were three daytime employees, and one white



and one colored man who worked part-time at night. At that time, there were 13 operators and about 14 street cars. Today, the Bus Company has 48 buses in operation, manned by 70 operators, 13 laborers and 13 mechanics.

"Joe Mac's" family has a long utilities service record. His dad began work for the San Antonio Traction Company in 1900 as motorman, and was connected with the Houston Electric Company from 1904 until 1930, when he was pensioned. Joe's brother, J. E. McLean, had about twenty-four years' service with the Company at the time of his death, early in 1940.

NEW EMPLOYEES—Eugene Nolan, Navasota ice — Homer Williams, Alvin ice.

LAST MINUTE NOTES

TRANSFERS—Lenora White, Port Arthur, customer contact clerk to floor saleswoman — J. W. Hebert, Beaumont, meter to line — K. D. Sistrunk, Port Arthur, service to line — G. K. Phillips, service, Port Arthur to Port Neches — B. W. Hart, service, Welsh to Crowley — A. G. Boehm, Navasota, line to meter.

TO THE ARMY—Leopold J. Brown, Lafayette line.

BIRTHS—Harry R. Leicht, Jr., of Beaumont meter celebrated the April 29 arrival of daughter Joan Marie.

RESIGNATIONS—J. C. Hart, Jennings appliance repair — Shirley VanRiper, Beaumont accounting — Evelyne Warmack, Beaumont steno — Mavis Weber, Port Arthur floor saleswoman — Martin Zoller, Beaumont meter — B. R. Garrison, Baton Rouge.



The Institute of Life Insurance says that as of Dec. 31, 1942, some 67,000,000 people owned 134,000,000 life insurance polices in 300 different companies: that these companies, in turn owned more than five billion dollars worth of utility securities.

Thus through life insurance companies alone, 90 per cent of the adult population of the United States has a big stake in the private utility industry.

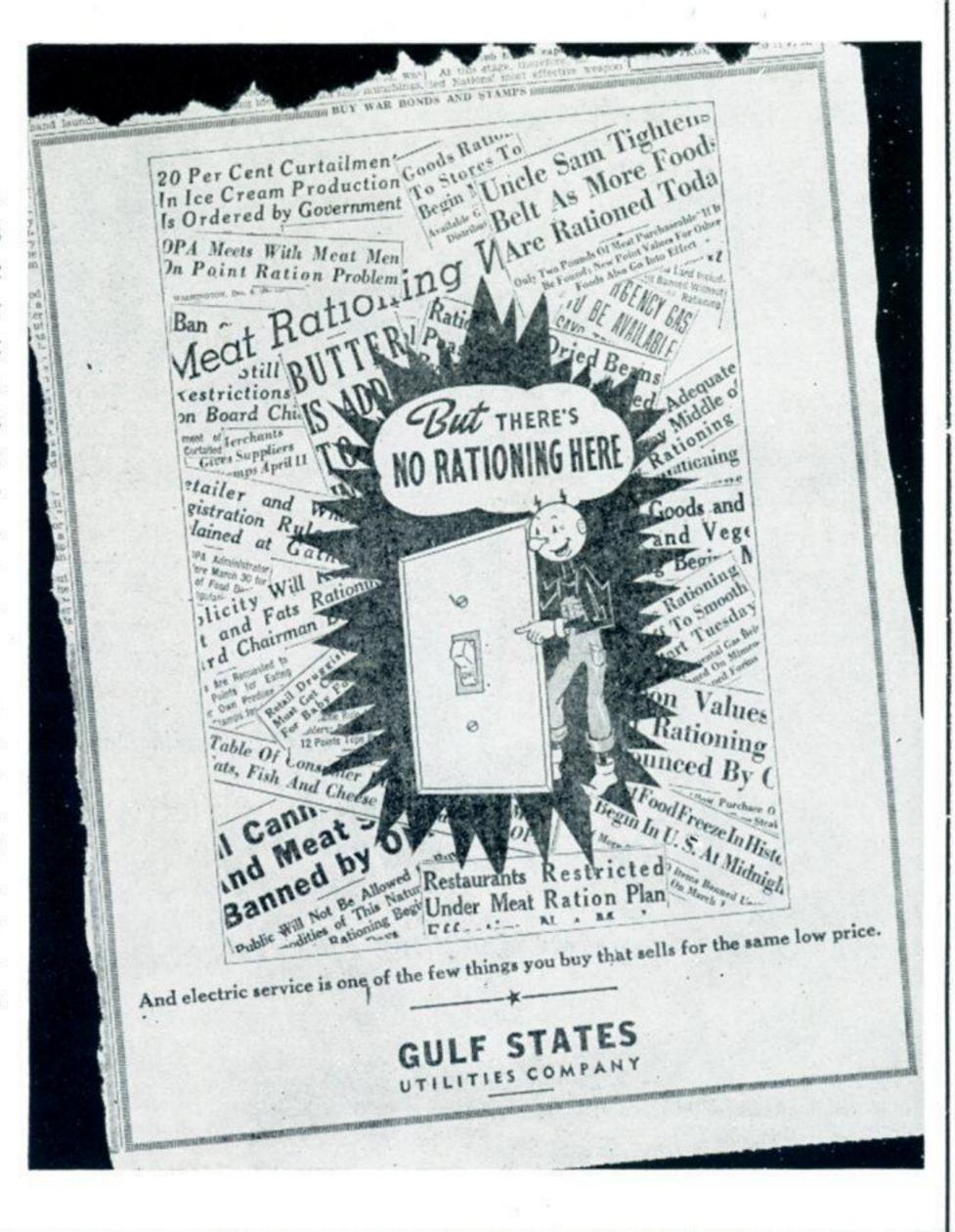


Oldtimer: "Is your married life one grand sweet song?"

Newlywed: "Well since our baby's been born it's been more like an opera, full of grand marches, with loud calls for the author every night."

Even those of us in the business sometimes forget that the electric service we are supplying is one thing that hasn't been rationed. And in this day of rising prices and rationing for most every other commodity and service, electric service is one of the few things that sells at prewar prices.

This is a reproduction of a recent newspaper ad which called our customers' attention to these facts. Actual clippings of newspaper headlines announcing restriction or rationing of some foodstuff or commodity were used.





Last reports were that Secretary of War Stimson and Rubber Director Jeffers had agreed not to argue the relative importance of oil and synthetic rubber.

Far be it from us to take sides in such an argument. All we know is that oil products and

rubber are both tremendously important and that we supply power needed to produce both.

The advertisement reproduced above, which appeared shortly after Mr. Jeffers visited rubber plants at Baton Rouge and Port Neches, pointed out how the company is serving the rubber industry.

ARMY

Akins, M. O., Baton Rouge Allgood, G. I., Lake Charles Allison, Mildred, 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, Willie, Beaumont Bolton, F. L., Winnie Bonura, C. J., Beaumont Braswell, J. L., Beaumont Breaux, M. L., Port Arthur Briggs, C. W., Baton Rouge Brock, K. P., Liberty Brossman, J. G., Liberty 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 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 Conway, A. L., Beaumont Cook, Katherine, Baton Rouge Cox, C. B., Beaumont Cryer, E. M., Port Arthur Cummins, L. C., Navasota

Daigre, F. B., Baton Rouge Davis, P. L., Beaumont Davis, S. E., Baton Rouge Davis, V. E., Beaumont Denham, P., Baton Rouge Dennison, H., Lake Charles 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

Faust, L. R., 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 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 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 Herrington, J. E., 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
James, F., Beaumont
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

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 Lyon, J. W., 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, J. R., Orange

Nantz, Fern, Beaumont Nevils, E. H., Beaumont Northcutt, H. H., Beaumont Nott, L. W., Port Arthur

Odom, B. Y., Beaumont

Muse, C. H., Conroe

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 Pugh, W. A., Beaumont

Reese, Marian, Beaumont Richardson, B. A., Alvin Richardson, J. P., Beaumont Richardson, W. B., Beaumont Riley, T. N., Beaumont Riser, W. A., Port Arthur Risher, L. M., Jr., Jennings

Sadler, L. A., Calvert
Sanders, H. C., Orange
Schaefer, C. F., Navasota
Schiller, A. L., Navasota
Sedberry, J. M., Jr., Beaumont
Shreve, J. W., Baton Rouge
Small, S. B., Beaumont
Smith, M. D., Navasota
Spurlock, L. O., Beaumont
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, C. E., Navasota Thompson, F. R., Jr., Baton Rouge Thompson, L. L., Beaumont Trice, J. T., Baton Rouge True, J. G., Lake Charles Turbeville, A. R., Lake Charles Turner, F. L., Beaumont Umphrey, S. B., Port Arthur Walker, D., Baton Rouge Wall, H. J., Lafayette Watson, A. N., Baton Rouge Watson, J. H., Baton Rouge Weller, F. R., Beaumont Whipple, J. R., Lake Charles Whitson, A. L., Beaumont Wickey, J. R., Navasota Wilkins, D. G., Lake Charles Will, S. C., Port Arthur Williams, H. A., Baton Rouge Williams, P. W., Conroe 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 Ballard, H. W., Baton Rouge 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 George, C. W., Baton Rouge Glach, S., Orange Griffith, D. W., Beaumont

Harder, Dorothy, Beaumont Heil, H. M., Beaumont Hill, G. L., Maringouin Hine, A. E., Jennings Holland, V. L., Baton Rouge Hurt, W. M., Beaumont

Johnston, A. J., Port Arthur Johnston, J. C., Conroe Jones, F. W., Beaumont Jones, M. R., Conroe

Lamn, J. W., Jr., Gonzales Latimer, D. F., Baton Rouge Lavergne, P., Jennings LeBlanc, A. A., Lake Charles Little, Jessie, Baton Rouge

Magee, H., Navasota
Manley, R. S., Beaumont
Marquette, P. J., Baton Rouge
Matens, J. K., Baton Rouge
McKnight, T. O., Jackson
Miller, W. K., Beaumont
Morrison, D., Jasper
Munson, H. B., Jr., Baton Rouge
Netzer, C., Beaumont
Parker, W. H., Jr., Baton Rouge
Payne, W. W., Beaumont

Payne, W. W., Beaumont Pearson, C. B., Baton Rouge Pettepher, C. S., Baton Rouge Poulson, A., Beaumont Powledge, 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 Stracener, C. W., Beaumont Stuart, Susie, Beaumont Sturdivant, J. H., Beaumont Terrell, J. L., High Island Thomson, W. A., Orange Turley, E. G., Beaumont Versen, M. A., Baton Rouge

★Warren, E. E., Conroe West, E. G., Baton Rouge Williams, G., Beaumont Young, E. E., Beaumont

Wallace, L. E., Baton Rouge

MARINES

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

