WHEN BETTER BISCUITS ARE BAKED . . .

. . . WE WILL BAKE THEM, SAY OUR HOME ECONOMISTS

Throughout the system of the Southern California Gas Company thousands of women each year attend cooking demonstrations conducted by members of the Company's home economics staff. The Gas News reporter visited our Home Service Department's testing kitchen in the Distribution Building, 1700 Santa Fe Ave., Los Angeles.

"It sounds very simple," said one of the cooking experts as she mixed up a batch of biscuits, "but we girls on the 'firing line'—standing before critical home managers in theaters and women's clubs in dozens of Southern California towns—must 'know our stuff.'"

Hundreds of recipes and new cooking methods accumulate on the desks of our home economists, many suggested by the Company's own customers. Before each cooking demonstration or series of schools, dozens of these recipes are carefully selected and tested; many discarded, others changed. Time—the correct setting of the clock on the automatic clock-controlled gas range—and oven temperature must be right. Pies, cakes, cookies, breads, roasts, steaks, chops, complete oven meals, and ice creams and salads in the Electrolux—all are carefully tested.

Nine college trained home economists with headquarters in the various divisions, comprise the Company's home economics staff. The conducting of cooking classes is only a part of their job. Thousands of clock-controlled gas ranges and gas refrigerators are installed each year in homes on the lines of the Company, and to these range and refrigerator owners, and others, the home economists make visits, to show them how to get the most from their new gas appliances.

Complete oven meals are easy with the new automatic clock-controlled gas ranges. The clock is being set, lower left, and the oven temperature regulator, right.
On February 24 an extension of the special discount schedule to include more customers was announced to the public. This discount, like that announced December 21, consists of 15% on that portion between $2.00 and $25.00 of each monthly billing. However, with its liberalized requirements it is now available upon written application to customers who use gas as the principal fuel for:

1. Cooking with a gas range or stove with built-in oven, regardless of number of top burners; and

2. Water heating with any installed gas water heater, automatic or non-automatic; and

3. House heating with any gas heating appliance, regardless of size or capacity.

This discount does not apply to customers having a range or cook stove, water heater, or major house heating appliance using a fuel other than gas. Lake Arrowhead and Palm Springs areas have been added to the territory in which the discount is effective. It does not apply to customers in the San Joaquin Valley and Kern divisions where optional combination rate schedules have been in operation for some time, nor does it apply in Antelope Valley where butane gas is served.

This discount schedule with its liberalized requirements becomes effective with the first regular meter reading after March 31, 1936, but not until the customer’s application for it has been filed and accepted by the company. It does not delay granting the discount to applicants whose equipment qualifies them under the discount schedule which became effective after February 15.

An announcement of the liberalized discount schedule and a new application form are now being enclosed with the gas bills of all customers who have not already applied for the discount. Customers who have applied, but who were not eligible for the discount of February 15 and who are eligible for the discount which becomes effective after March 31, are being informed of that fact.

The reason for the discount was explained in the announcement as follows:

"If three-quarters of a million customers used gas only for cooking, the entire gas system of Southern California would be in actual service only for three short periods daily. If they used gas only for cold-weather heating, these facilities would have to be carried idle all summer.

"These uses combined with water heating keep costs down through economical all-day, all-year employment of the underground pipe-lines and mains which extend throughout Southern California. As in other businesses, greater volume and more uniform load lowers the unit cost of the service to the customer.

"Your gas company offers this discount to those customers whose full use of gas helps make such economical operation possible."

GAS NEWS FOR MARCH • 1936 • SOUTHERN CALIFORNIA GAS COMPANY
In 1935 the United States gas industry continued the improvement which began during the preceding year, according to year-end statistics released by the American Gas Association.

A statement from Alexander Forward, managing director of the A.G.A., reveals that last year manufactured and natural gas companies, supplying towns and cities with an aggregate population of 80,000,000, served a total of 16,002,000 customers, representing the largest number of consumers ever connected to the mains of the industry. Of these, 9,973,000 were served by the manufactured gas industry and 6,029,000 were served by the natural gas industry.

Revenues of the entire industry totaled $726,306,000, a gain of 3.4 per cent over the preceding year of 1934. The natural gas companies grossed $353,335,-000, a gain of 7.8 per cent for the year, while revenues of the manufactured gas companies were $372,971,000, as compared with $374,845,000 in 1934, a decline of .5 per cent.

Sales of manufactured gas for domestic uses, other than house heating, such as cooking, refrigeration, water heating, amounted to 225,884,000,000 cu. ft., a decline of 3 per cent for the year. House heating sales, however, registered a gain of 29 per cent. On the other hand, the sales of natural gas for domestic uses registered a pronounced upturn, rising from 284,482,000,000 cu. ft. in 1934 to 302,120,000,000 cu. ft. in 1935, a gain of 6.2 per cent.

Sales of both manufactured and natural gas for industrial and commercial purposes in 1935 averaged about 10 per cent above the previous year.

Sales of gas ranges in 1935 continued at a pronounced upward trend. Approximately 1,100,000 gas ranges were sold during the year, representing a gain of about 250,000 or nearly 30 per cent over 1934. It is interesting to note that nearly 15 per cent of these sales constitute relatively high-priced ranges incorporating modern automatic features, such as oven heat control.

—Western Gas.

"The Country Doctor" is the name of a new motion picture featuring the Dionne Quintuplets and Dr. Allan Roy Dafoe's career as a country doctor. Since the birth of the quintuplets, an Electrolux Refrigerator has been used by Dr. Dafoe and the Canadian Red Cross to protect the babies' food supply.

Taxes collected annually to support all forms of governments in the United States now total $9.5 billions, equal to one-fifth the national income.

The Tin How Temple in San Francisco's Chinatown, the oldest Joss House in America, was recently completely renovated and natural gas heaters installed.

If you haven't registered since January 1, 1936, register NOW in order to vote in elections of great importance starting with the Presidential primary, May 5. The last day to register is March 26. Go to your local city hall; in Los Angeles go to the Registrar of Voters, 242 S. Broadway. Do it now!
A blizzard may be howling around the old shanty when you read this, but right now the weather makes you wonder if you could make a living in the chicken business. A few hundred white, well-behaved hens, perhaps, and a small garden that would always look like a cover illustration on a seed catalog. There would be a hammock under an old apple tree where you could recline while you admired the garden and listened to the hens announce the completion of their daily stint.

After a restful nap you might gather in the eggs for shipment to market, and a basket of fresh peas and tomatoes for dinner. Perhaps there would be time for a few hours of reading in the hammock before dusk. Such, I am sure, is the average farmer's life, and that is the life for me.

Don't take me seriously, Mr. Gas Company. The sun has gone under a cloud and I was only fooling.

Newspapers announce that in Los Angeles, convicted reckless drivers are to be required to view a special motion picture depicting the horrors of automobile accidents. One modern mechanical invention is going to be used in an attempt to save us from destruction by another.

Some scientists have warned us that there is a possibility of the human race being finally annihilated in a war with insects. It seems much more likely that the race will be overcome by its own inventions.

Automobiles tend to make us soft and lazy by depriving us of needed exercise. Calculating machines do our figuring for us. Motion pictures and the radio entertain us while we sit inert.

The answer is not in destroying these modern marvels, but in refusing to be their slaves. We can use and enjoy them, but we should not depend upon them too much.

If we can't enjoy a country road except behind the wheel of a speeding car, if we can't apply ourselves to a difficult mathematical problem or a serious book, if we cannot entertain ourselves beyond the range of a picture theater or a blaring radio, we had better look out. We are not only going to seed; we are cheating ourselves of the rich values of life.

I thought this up today while I was waiting for the elevator to carry me to the floor above.

"Lack of recent information is responsible for more mistakes of judgment than erroneous reasoning."

I don't know who said it, but it is a parcel of truth. Josh Billings expressed it something like this: "The trouble with folks is that they know too many things that ain't so."

Many of us are inclined to have a vast fund of superficial information gleaned from hurried newspaper reading and listening to people who speak with great confidence and no authority. We
accept whatever is told us, provided it is expressed with emphasis and provided, of course, that it agrees with our preconceived notions.

Digging for facts is tedious and, as often as not, it is unpleasant. The facts when found are likely to upset some of our pet opinions. How painful that is! A belief in some of the cure-all theories current today couldn’t last five minutes in the glaring light of the facts. But who wants to be deprived of his cherished notions for the sake of mere fidelity to facts? Not me! I’m a hanger-oner.

*It is true that the service of public utilities has continually decreased in cost while other commodities have increased. There is every indication that this will continue to be the case with tremendous development in power and gas facilities being made throughout the Southwest.

Public utilities make the life of the modern day housewife more a pleasure and less a drudgery. The modern stoves, hot water heaters, refrigerators, washing machines and many other appliances are considered more and more a necessity in the modern home. They are a far cry from the old wood stove, the washtub and the wooden tub that served as a bath tub on Saturday nights.

The life of the housewife just a few decades ago from dawn to dusk was one of hard, physical labor. The work of the housewife is becoming more and more a real pleasure.

The housewife today can take real pride in her kitchen and do the same work in a third the time, without half the effort and have sufficient time to develop mentally and get more out of life.

The present age is a great one. It is an easy one. Public utilities can share in the credit for a great part of this development.

As rates are lowered it puts these facilities within the reach of more and more families.

The lower rates for public utilities are welcomed in every community. They mean a better life for the woman of today.—ELSIONE, CALIF., Leader-Press.

10 years ago this MONTH

(FROM GAS NEWS, MARCH, 1926)

Another step in the progress of the Southern California Gas Company is soon to be made with the erection of a new office in San Bernardino.

F. M. Banks, who has been working with Mr. McAllister in San Bernardino, is made Sales Supervisor for the entire system.

The residence of B. G. Williams was entered during the last month and many valuables taken. The robbers were seen as they were leaving.

Keeping apace with the addition of customers to our lines, the management has decided to build a ten million cubic foot holder at Slauson and Western. . . . It has been decided after a thorough investigation, during which F. J. Schafer, our General Manager, made a trip to many eastern plants, to install one of the new waterless gas holders.

J. W. Cleland, Assistant Engineer for the Company, has just moved into his new home on Kenneth Road, in Glendale.

Herbert Weinberger is the name of the new arrival in the Abe Weinberger household.

Herb Collister is leading in individual standings among Company bowlers.
LADIES BOWL . . .

And now the girls are at it—at what?—why bowling, of course. Not to be outdone by their male rivals, the ladies in the Central division turned out in force at the Angelus alleys, Los Angeles, and according to the young lady reporting the big event, the turnout would have done credit to a Company meeting.

Bowling scores are still being kept a secret, but the invitation is open to all.

*BOWLING . . .

And what of the bowlers? Their news has not reached the editor's desk. If you're bowling in Glendale or Visalia—let's hear about it.

San Bernardino employees extend their sincere sympathy to Harriette Freeland who has been ill for several weeks. The latest bulletin informs us that she is improving but it will be at least a month before she can return to her desk. We hope for her speedy and complete recovery.

The Eastern Division welcomes the following people into its fold: Merle Iwerks, sales representative; Ruth Andis, stenographer; and Pauline Burton, Irene Grow, Barbara Bass, and Inez Cummins, temporary clerks.

As we have often observed in the past, gas men are certainly versatile! The latest evidence in support of this fact is that Merle Iwerks, newcomer to the Sales Department in San Bernardino, has won a 1936 Studebaker sedan in one of those slogan contests.

According to the Visalia Time Delta: Women employees of the Southern California Gas Company offices in the county enjoyed a full course Chinese dinner at the Hong Kong cafe in Visalia on Tuesday evening. Present were Georgia Austgen, Ruby Ellen Gibson, Mildred Campbell, Edna Dahlem, Amy Thompson, Margaret Prader, Evelyn Lloyd, Frances Carter, Isabelle Blake, Lela Sherman, Verle Lipscomb, Pauline Tuthill, Emma Lindeman and Evelyn Mains.

The Van Nuys Tribune says: Mrs. Robert McNeel (formerly Leah Davis), who has been with the Southern California Gas Company here for nine years is the latest exponent of the adage "Woman's place is in the home." She leaves the company Friday, and will join her husband who is now working in Santa Barbara.

Diamond rings are much in evidence . . . Alice Augenson is wearing a ring from H. G. Sites, member of the Los Angeles Sales Department. Married is Geraldine Nusbaum, member of the Auditing Department. Paul Drus is the lucky man. More later!

The Compton office welcomes Ruth Shostrom, as an additional junior clerk, to their personnel.

The resignation of Walter E. Manness because of illness is sincerely regretted by his friends in the Compton office. We wish to take this opportunity to wish "Walt" a speedy recovery, and success in any new field he may enter.

Margaret Morrison, absent because of illness, is now convalescing at her home in Compton, and her friends are happy to learn that she is well on the road to recovery.

MEETING . . .

Southern Division employees met at the Pathfinder Clubhouse in Compton, and the new picture of the gas industry proved interesting and entertaining. Refreshments of gingerbread, whipped cream and coffee met with the hearty approval of the employees who remained after the meeting to participate in a congenial "get together."

It is estimated that there are almost 2,000,000 gas water heaters in the United States.

In 1885, a "modern" bath tub was installed in the White House. In 1891, public bathhouses were established in Chicago.
LITTLE LESSONS ABOUT THE COMPANY

The professor raps his baton.

"And now, William, what are the 'shops'?" William stands.

"Shops, sir, are what ma feeds us for dinner—on pay day."

"Tsk, tsk, William, I'm talking about the General Maintenance of the Southern California Gas Company—the Shops Building at 1700 Santa Fe Avenue, Los Angeles."

"Oh," says William, and recites his lesson like the bright boy that he really is.

"Briefly, sir, the Company's maintenance work at 1700 Santa Fe is under the guidance of Ben Laulhere, Engineering Supervisor and the direct supervision of Michael McMahon, Shops Superintendent. The work is divided into the following shops, all under one roof: the garage, machine shop, carpenter shop, electric shop and paint shop. Work is done for the departments of Lee Holtz, General Superintendent Manufacture and Distribution, and H. P. George, General Superintendent Production and Transmission; however, practically all the work here is for the manufacture and distribution departments under Mr. Holtz; most of the production and transmission work being done in Taft, in the Kern Division. Also at the Los Angeles shops is the transportation section under the eye of foreman Tom Terry. The blacksmith shop, the pipe yard, and the pipe machine shop—these too come under the head of General Maintenance, but their activities are primarily outside of the Shops Building so we shall hold them for another lesson. Today we are interested only in those activities under the 'big tent.' Is that O.K., professor?

"In the garage we find foreman C. E. Platt who supervises auto and truck maintenance work from major repair jobs to minor ones, from rebores to checking carburetors. Some 230 cars
MORE ABOUT SHOPS...

a month pass through the various sections of the Shops Building and most of them pay a visit to Mr. Platt’s headquarters.

"Next in line is the machine shop in charge of foreman F. A. Hamilton. The work of these expert machinists is varied. For example, equipment in the meter shop and compressor plant is maintained, regulators machined; much experimental work accomplished.

"In an office near the machine shop, walled with strange lights, switches and switchboards, we find electrician J. A. Dowling busy at his tasks. These include a wide variety of duties besides regular maintenance work in the Los Angeles area. Also he is responsible for the Company’s private telephone lines as far north as Newhall. Yes, thank you, it’s quite a job!

"In the carpenter shop John Alford, foreman, watches over his charges while they do everything from sheet metal work to constructing tool boxes and special truck bodies. Also, there is maintenance of furniture and fixtures and minor construction work in the Los Angeles area.

"Out in the paint shop you’ll recognize C. E. Marckman, foreman, guiding one of his masked mystery men into a dustless room that smells strongly of linseed oil and turpentine. It’s really no mystery at all, for this painting of trucks, sedans, or roadsters is just part of the day’s work. Yes, rolling stock must also look efficient! Men are kept busy painting just about everything—from tool boxes to model kitchens. In conjunction with the paint shop is the steam-cleaning rooms where the rolling stock is cleaned prior to painting.

"With the exception of minor maintenance repair work, except in Taft, Kern Division headquarters, where there are machine, paint, and blacksmith shops, most of the ‘major operations’ are performed in these Central Division shops headquarters. It is pointed out by the efficient maintenance office crew that more than 1,000 work orders were issued during 1935, an appreciable increase over previous years. There are more than a hundred men employed in this maintenance work, a very important division of the Company’s large army that keeps the ‘wheels rolling’ in order to serve Mr. and Mrs. Public with natural gas."

The Professor clears his throat—

"Very good, Willie, you may take your seat at the foot of the class."

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SATURDAY NIGHT...

• In 1885, English patents were granted for an automatic gas water heater called a “geyser” in imitation of nature’s hot water fountain.

★

The Roman Emperor Augustus wanted his private bath filled with warm water, so he built it over a hypocaust, or basement, and filled it with hot air.

★

Amid gaming tables inlaid on the forum pavement in Timgad was this epitaph: “The bath, wine, and love ruin one’s health but make life worth living.”

★

California Indians and early California settlers took steam baths by throwing hot water on heated stones. The baths were taken in adobe huts called a temescal.

★

"If private business is to be asked to play the game, it must be assured that it will still have a game to play. I would like to repeat that statement in letters a foot high, and hang them on the wall of every office in Washington."

SAMUEL B. PETTENGILL
Representative from Indiana.