WE GO TO SEA . . .

Perfect weather, a smooth sea, and as happy a crowd as ever gathered at a steamship landing combined to make the first annual (we hope) Catalina Party a rip-roarin' success. Those who feared they might travel by "rail" were happily disappointed; the weather was too good, and even the greenest landlubbers snubbed their noses at old man Neptune. Golf clubs and tennis rackets accompanied the baggage, and the Casino orchestra never played "smoother." And the water! Well, just ask our swimming friends and look at the display of pictures snapped by our ever wandering Gas News reporter.

At 10 a.m. Saturday, July 11th, the first boatload—and a boatload it was in all the meaning of the word—pulled away from the Wilmington dock. The second boatload embarked at 10:45 a.m., and the third at 4 p.m. It was a popular week-end for the Magic Isle; in all, some five hundred employees, wives, sweethearts, members of the family and just plain friends, set sail—or steam—for Mr. Wrigley's favorite resort.

To the tune of the S.S. Avalon and S.S. Catalina orchestras the "trip over" was danced away by many. Others strollled the decks or counted the flying fish as they skimed across the bow, while others sat in deck chairs and took life easy. There wasn't a cloud in the sky once the good ships passed the Wilmington breakwater, and Catalina was always in view.

Those who have visited Catalina (and is there any one left who hasn't?) brace themselves to run the welcoming gauntlet. The ships docked and our crowd was no exception for the Catalina Islanders. (You're an Islander as soon as

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you've been there two hours.) The gang landed, took their initiation with a smile, and proceeded by bus and shank's mare for the Island Villa. The Island Villa—now THERE'S an experience! Cabins were assigned—they've got them by the thousands, we think—and inside of a cat's wink summer togs were hidden from view, baggage unpacked and lol—there reappeared on the streets of Avalon as motley a bunch of vacationers as ever bought a hamburger! Shorts and sweetshirts, brilliant colored polo shirts, rubber bathing suits and polka dot sun suits; straw hats and old felt hats, linen knickers and Chinese slippers. What a bunch!

If you weren't among those present, let's take a look around. You, like every one else, have tossed cares to the four winds. With your lovely arm tucked in yours, you stroll down the main thoroughfare. Well! There's Joe Doakes from 'way up north. "Hello, Joel! How did you get here?" Who's that big fellow out there in the bright green bathing suit? MY! If it isn't that sedate engineer from 'way down in the Southern Division. And who's that Bathing Beauty—that Venus in a bathing suit? Why, it's the shy little stenographer from the Division up north. And so it goes. Let's have a hot dog! Saturday night most of the folks trekked to the beautiful Casino. It overlooks Avalon Bay, and a more romantic spot would be difficult to find. Few can resist the soft strains of music, the lofty balconies and the moonlight shimmering on the water far below. But who wants to resist, anyway? The dance lasted 'til the early hour and when everyone had returned to their Villa by the side of the hill, there were many who wondered if they'd be on the golf course or tennis court at the appointed hour in the morning.

They were there, however. At 9 a.m. the first foursome teed off, and others followed in rapid order. And there were mixed foursomes, too, and if you don't think there are some Gas Company gals that can swing a real golf stick, you should have been there that Sunday morning. The tee-off was at the famous Catalina Country Club, and when that little white ball takes off for the first hole in the canyon some 360 yards beyond, it takes a sharp eye to follow the flight. On the ground of the Country Club were the Tennis Courts, used by our enthusiastic tennis players. It was a hot day, but if you're a real tennis player heat means little. These boys were real players.

Those who did not play golf or tennis kept to the beach, and the GAS News reporter saw many a dignified member of the Company frolicking in the blue waters with the Mrs. and the children.

Sunday passed too soon, but before the bags were packed for the return voyage, golf and tennis scores were calculated and the winners announced. Mrs. O. D. Kummer took the first prize merchandise order in the blind bogey; Chick Wedemeyer, the Low Gross in flight "A"; Low Net, Flight "A" Sandy Loecher; Low Gross, Flight "B," S. Johnson; Low Net, Flight "B." C. D. Aseltine; Low Gross for the women, Mrs. J. L. Martin; Low Net, Mrs. C. E. Pickup, who received a dozen golf balls, courtesy the Fisk Tire and Rubber Company.

Among the tennisiers, Kelsor, Brunn, Moulton, Sinclair, Gaudette, and Butler battled it out for honors, and Butler and Moulton took the prizes in that order. Other prizes included Catalina Pottery donated by the Catalina Company. There were gate prizes and "Cabin" prizes, drawn at lot.

Possibly your GAS NEWS reporter didn't get the names of all those who roamed the beaches, dashed over the tennis courts, swung to the rhythm of Catalina's famed orchestra, or followed the elusive golf ball, but he got most of 'em. And, incidentally, a vote of thanks should go to the party's leading organizers, C. D. Aseltine and C. E. Pickup.

Here they are: Mr. and Mrs. Harry George, Miss Paula George, Mr. and Mrs. J. L. Martin, Mr. and Mrs. J. O. Kimler, Mr. and Mrs. Chas. Flannery, Mr. and Mrs. H. R. Raup, Mr. and Mrs. Ernie Adams, Mr. and Mrs. Jules Vergon, Mr. and Mrs. Russ Waters, Mr. and Mrs. Walter (Sandy) Loecher, Mr. and Mrs. C. D. Aseltine, Mr. and Mrs. Gus Chabre, Mr. and Mrs. Robert Fen, Mr. and Mrs. Less Pickup, Mr. and Mrs. Glade Pickup, Mr. and Mrs. Ed. Wallace, Dr. and Mrs. Bergmann, K. F. Long, L. Hicks, Chick Wedemeyer, S. Johnson, Ed. Lorenz, Carl Madsen, C. Hatford, Ray Hatford, Jerry Jerome, Ruth Blair, Wilma Balston, Margaret Wallie, Mr. and Mrs. Al. Roche, Mr. and Mrs. Bob Crosby, F. D. Posey, Mr. and Mrs. A. Valentine, Ray MacMann, Miss Smith, Frank Pratt, Mr. and Mrs. G. M. Bittle, Mr. and Mrs. R. C. Belben, Mr. and Mrs. W. K. Anderson, Mr. and Mrs. Floyd Parsons, Mr. Clyde Newton, Mr. and Mrs. Sherman Reynolds, Mr. and Mrs. H. H. Foreman, Mr. and Mrs. Garry Cook, Mr. and Mrs. E. E. Ellis, Mr. and Mrs. Edward DeRomer, Mr. and Mrs. Art Nordan, Mr. and Mrs. Al. Kelsor, Mr. Herbert Hadley, Harry Mayer, George Merkle, Mr. and Mrs. Mike Johnson, Mr. and Mrs. Al. Roche, Mr. and Mrs. C. L. Dishman, John Brun, Irvine Moulton, Harry Sinclair, Mr. Gaudette, Mr. and Mrs. D. M. Butler, Mr. and Mrs. E. J. Keesling, Margaret Conner, Hazel Baker, Alice Augenson, Henry Sites, Chuck Weir, Phyllis Sills, Mr. Robertson, Pat Malberg, Julia Fuller, Mr. and Mrs. Tommy Tucker, Eleanor Fox, Eleonora Bowman, Johnny Krause, Mr. and Mrs. Harvey Edwards, H. A. Johnstone, J. B. Minor, Ed. Robison, Ed. Crider, Dryden Bergeron, Maurice Boradori, Don Holton, Van Daly, Geo. Boteman, Tim Hirst, G. R. Chrisman, E. H. Harryman, C. C. Johnson, E. Tague, J. H. Trimble, W. H. Cavallin, L. L. Lane, L. Birchfield, C. H. Williams, O. J. White, V. J. McNeil, E. K. Ward, M. E. Walters, J. C. McLaughlin, H. M. Reinert, V. B. Slikerson, L. C. Kummerow, and of course, hosts of friends!

Congratulations to R. Sewall Henderson! On July 18 he joined the ever growing army of benefactors when he took as his bride Miss Francis Beatty of Whittier. The couple were married in Whittier at St. Mathias Church.
NEW BUILDINGS . . .

Because of the steady growth in the Glendale District, and to better serve customers of the Southern California Gas Company in the Northern Division, two new buildings will soon be under construction at the site of the present Doran Street Station, Doran Street and San Fernando Road, Glendale. Each building will cover an area of approximately 6400 square feet, providing ample storage facilities. While one will be used as a garage, both will facilitate Transmission and Distribution activities. General operations, and all service and delivery autos and trucks formerly operating from the division headquarters on Maryland Avenue, Glendale, will have headquarters at the Doran Street station.

Westwood Village, fast growing community some ten miles west of Los Angeles, will soon have a branch office of the Company. While definite building plans have not yet been announced, the building will be of modern design and in keeping with the style of architecture in the district.

CONFERENCES . . .

How we can do a better job of improving customer relations, is the aim of customer contact conferences now being held in the Central Division of the Company. Members of departments contacting the public have been selected for the conferences, and open, informal discussions have resulted in interesting meetings.

Other such conferences have been held in some of the divisions, while other divisions are to have the informal group discussions soon, it is pointed out.

NEW DUTIES . . .

With the installation of G. A. Porter as Manager of the San Joaquin Valley Division, C. M. Eyman will join the staff of the Personnel Department as Safety Engineer, replacing Ira W. Merrill who returns to the Distribution Department in a technical capacity.

SO—YOU THINK IT’S HOT, EH?

If you thought it was hot during our recent little heat wave, you should exchange jobs with these gentlemen who tend this furnace at the Consolidated Steel Corporation plant, Los Angeles.

For heat treating, forgings, rivet heating and galvanizing work, natural gas is used exclusively throughout the plant. The furnace in the picture below, gas fired, operates at a temperature of 2800 degrees F.

To the lady in the home natural gas brings the convenience of modern automatic cooking, water heating, and refrigeration—and of course in winter, heating. To the engineers of this steel company—and many others, natural gas plays a different role. Engineers and home managers alike, however, praise its cleanliness, economy, and flexibility.

Natural gas is used as fuel for this forge furnace and steam hammer in the modern plant of the Consolidated Steel Corporation.
GOLF, TENNIS, GLASS BOTTOM BOATS AND FLY...
FISH

WERE YOU THERE?
Publication from time to time of salaries received by executives of certain large corporations has led to a rather general belief that too large a percentage of the nation's industrial payroll finds its way into the hands of a comparatively few top men. This idea is refuted by a survey just completed by the National Association of Manufacturers. It is taxes, not executive salaries, that are keeping industry in the red.

The salaries, including bonuses of executives in 694 companies in twenty-five leading industries, the survey revealed, comprise but 3 per cent of the aggregate payroll of these concerns. In businesses employing 5000 or more workers they run not over 1 per cent. They represent six-tenths of 1 per cent of sales and 13 cents for each share of common stock.

Taxes, however, amount to 34 per cent of payroll totals. They take, in addition, an average of 8 per cent of sales, $2 per share of common stock—and 142 per cent of dividends. Several oil companies, each employing over 5000 persons, the study discloses, are paying taxes equivalent to 120 per cent of payrolls—and amounting to $2111 per person employed. Public utilities and automotive plants covered in the investigation are taxed 59 per cent and 37 per cent, respectively, of the amounts of their payrolls, their executive salaries amounting to only 2 per cent thereof.

If the same spotlight of public attention were turned on the taxation of industry as has been directed at executive salaries, the real reason for the snail's pace of recovery would be revealed.

—Los Angeles Times.
State, and the total is going up rapidly. This is an increase of $1,000,000,000 since 1931. The amount, with interest added, must be paid from taxes laid on poor men; the wealthy couldn't possibly pay it with all they have.

—Los Angeles Times.

BEACH PARTY . . .

At State Beach, a general "get-together" of Van Nuys office members of the Company will long be remembered. To say the party was a success is putting it mildly, and for further details ask any one of the group, their wives, sweethearts or friends that were among those present. And they were: Mr. and Mrs. G. A. Porter, Mr. and Mrs. Bill Schenck, Mr. and Mrs. L. Clodell, Mr. and Mrs. Jack Baltush and daughter, Mr. and Mrs. Art Prond, Mr. and Mrs. E. Price, Mr. and Mrs. W. Parkhurst and son, Mr. and Mrs. Herbert Fisher, Mr. and Mrs. Al Gross, Mr. and Mrs. Verne Moore, Mr. and Mrs. M. Karr, Mr. and Mrs. L. J. Peel, Mr. and Mrs. D. Forsythe, Mr. and Mrs. Mike Schaul, and Edward Aigner, O. D. Smith, Fred Chapin, Ted Waldrip, Edna Lynch, Margaret Lewis, Julie Kronman, Mrs. B. Stratton, Betty Betts, S. Frisbey, Wallace Haines, and Ed. Ross.

C. A. Gillespie, Riverside District Agent, recently returned from a very pleasant vacation. Selected from Riverside as a delegate to the Rotary Convention, Mr. and Mrs. Gillespie boarded the Santa Fe's Atlantic City Special, going by way of the Texas Centennial. The return trip was made through Canada, where a visit was made at Mr. Gillespie's home town. This visit was his first in forty-two years. Leaving there by rail they came to Vancouver and then south by boat. Preceding the trip the employees were hosts to the "Boss" at a "Get Away Party" at the Sprague residence. The party featured the well-known hamburger and hot dog.

The love bug has really been on the loose in the Riverside office. On June 13th Frank Roach took Ruth Lindsley as his bride. Evelyn Roche has made plans for August 8th, and Kingsley Bird is to follow August 29th. Doris Egbert as yet has not made the date public.

The Eastern Division wishes to welcome two new employees, Vance Negus and Bob Day, members of the Engineering Department, San Bernardino office.

A. B. Macbeth, Executive Vice President of the Company, has been nominated for the Presidency of the American Gas Association. The election will be held in October in Atlantic City when the Association holds its convention.

Harry Warren, Sales Engineer, was married recently to Maxine Winifred Hopkins.

The new Los Angeles Public Library, opened last month, is equipped with low pressure, automatic gas-fired boilers.

Herb Andrews, order foreman, took a vacation trip to Yosemite.

On the twenty-ninth of June, our esteemed estimator, Donald U. Wheaton, announced the arrival of a nine-pound baby girl. There were many changes in the Bauer status last month. Clyde Walker Bauer was added to the Bauer family June 23rd, and on June 30th Mr. Bauer was appointed office engineer to Mr. Moeller.

Bert E. Embry has returned from a month's visit with his parents in Kentucky. E. H. Wetlauffer returned from his vacation early in the month. He spent three weeks visiting relatives in Oshkosh, b'gosh!

The boys in the Glendale district have decided to play ball, and at a recent enthusiastic meeting a subscription was raised to purchase the necessary equipment.

When asked if he had seen Ernest Torrance in the "Covered Wagon," Mr. Russell, District Agent for Van Nuys, admitted that he had not, but that he had seen Edward Everett Horton in Coffee Dan's.

John Edmund Kern of the Valuation Department was married to Miss Mary Creehan, June 30th, at St. Vincent's Church.

Isabelle Betts is our new clerk in the Commercial Department. L. P. Greenelsh enjoyed two weeks' vacation at Lake Arrowhead.

GAS NEWS FOR AUGUST • 1936 • SOUTHERN CALIFORNIA GAS COMPANY
HOBBY...

- And what is your hobby?
  Tell Gas News about it, and send pictures. Gas News obtained this picture; the charming backyard garden and patio in the home of one of the members of the Company. His hobby, is gardening, and his name is F. J. Schafer, Vice President in charge of Manufacture and Distribution. Mr. Schafer is also an expert amateur photographer, as this sample of his work shows.

- The Glendale News Press gives publicity to the Glendale Southern California Gas Company team in the softball league. How about appointing a team publicity agent, gentlemen, and forwarding your news to Gas News?

- Edward Aigner of the Van Nuys office recently returned from a trip to the East, visiting Chicago, St. Louis, the Grand Canyon, and relatives en route. He took delivery on a new car in Detroit.

- The O. D. Smith home in Van Nuys was the scene of a buffet supper and smoker. The affair was a farewell gesture to George Porter, recently transferred to Visalia as District Manager. Mrs. Smith and Mrs. William Schenck served a late supper to the group. Guests included Jack Ragsdale, new District Agent; Fred Chapin, Edward A. Aigner, Paul Elsworth, William Schenck, Sidney Frisbey, James Moffet of San Fernando; A. C. White of Burbank; W. R. Parkhurst, and T. E. Chase.

- "There's no place like California," said W. G. H. Russell, Compton District Agent and president of the Compton Rotary Club, when he and Mrs. Russell and their daughter, Jean, recently returned home after a 7700-mile automobile trip to the East. They went as far east as New York and south to Florida, visiting relatives and points of interest en route.

- The Company team is coming right along in the second half of the Industrial League. They have won 5 games and lost 1.

Edward Hickson, pitcher, has entered Softball's hall of fame by pitching a no-hit no-run game against the James Carver & Murphy team, last Wednesday, July 22nd, at Manchester Playground. The game ended 7-0 in favor of the Company team. Ed also got himself a home run, while Chas. Langfield, the catcher, connected for two circuit clouts.

In the second half of the Inter-Department League the Ranger outfit, headed by Eltinge Henderson, seems to be "in." It is quite likely the play-off will be between Beverly Hills and the Rangers. The winner will receive a trophy put up by the Entz & Rucker Sporting Goods Stores. (Don't miss this one!)

- To the bereaved relatives of K. A. Wilber, member of the Civil Engineering Department, fellow employees of the Company extend their sincere sympathy. Kenneth passed away suddenly following a short illness, July 24th. He had been a member of the Company for seventeen years, and was Supervisor of Field Engineers at the time of his death.

- With six per cent of the world's population, the United States produces about fifty per cent of all the manufactured goods in the world. More than ninety per cent of this is consumed in our own country.—Western Machinery.

- A proud father is Bill Tulley, member of the General Maintenance Department. Mr. and Mrs. Tulley recently announced the arrival of a new member of the family, a boy, July 6th, 9:33 a.m. This makes a trio of boys in the Tulley family.

- Four girls from the San Bernardino office, trying to be youngsters once again, decided to take a bicycle ride. A lovely time was had by all with the exceptions of a few bruises and sore spots. The participants were Grace Juhl, Eltha Ruth Lewis, Irene Buchwalter, and Ruth Mcgarvey.

We of the San Bernardino office wish to welcome J. W. Vanier of Los Angeles. Kathryn McGrath has been transferred from the San Bernardino office to a new position in the Auditing Department in Los Angeles. We hope she misses us.

- Natural gas was recently specified for fifteen schools in Omaha. Cost of equipment, about $4000, will be paid out of fuel savings.