CHRISTMAS COMES TO TOWN!...

Once more the rush and bustle of the holidays, the good cheer and happy spirits, come tumbling on the heels of Tom Turkey and Thanksgiving football games. Walk down the main street of the smallest town, or the crowded thoroughfare of our leading metropolis, and Christmas decorations tell the story of the season. And, in keeping with this holiday spirit, offices of the Southern California Gas Company as usual will "deck the halls with wreaths of holly." Instead of holly, however, it will be blue and silver metallic wreaths and all the "trimmings."

In the picture below, Helen Robinson, Marie Moran, Bill Phelon, and Peter Pendry, members of the Customers Department, put the first bit of Christmas decorations in place. Glance in the door, these days, of most any of the Company's offices, large or small, and you'll see dozens of other employees doing likewise. Merry Christmas!
100 GAS REFRIGERATORS . . .

Sixteen ultra modern studio apartments, of four and eight units each, will soon be added to the long list of modern apartments in the Los Angeles metropolitan area. The buildings, the first four of which are now nearing completion, are to be constructed on Alta Vista Avenue, between Sunset Boulevard and Fountain Avenue, Hollywood.

The builders, Klein and McDowell Company, enthusiastically tell us the apartments will have every modern convenience, be unequalled in modern design and construction in Southern California. Recently, they placed an order for a hundred Electrolux Gas Refrigerators, to be installed as one of the modern conveniences of the apartment kitchens.

In choosing Electrolux, the realty company is in step with leading builders of large apartment dwellings in the East. The world's largest apartments, the London Terrace of New York City, is an outstanding example of modern apartment structure in the East using gas refrigeration.

1937 ELECTROLUX UNVEILED . . .

Before an expectant group of from four to five hundred Electrolux Dealers, executives of Servel Electrolux, and executives, members and friends of the Gas Industry, the 1937 model of the Servel Electrolux Gas Refrigerator was unveiled in the auditorium of the Los Angeles Gas and Electric Corporation the evening of Friday, December 4.

The previewers received the new model with hearty applause and were unanimous in voicing their warm approval. They saw, both inside and out, new improvements and refinements that will bring even more convenience and beauty to the gas refrigerator.

Improved hardware is of the bar type design, while the unit compartment door also swings on bar-type hinges. The door latch and nameplate have been redesigned. On the interior of the deluxe models, except in the smaller boxes, the chilling unit has been moved to the center giving more convenient storage capacity. The dome light, redesigned, is tubular and has been moved to the front and above the chilling unit. In the larger boxes of the deluxe line ice cube capacity has been increased 30%. Improved Servel Electrolux insulation is used exclusively while the cabinet shell is now of one-piece steel. $60,000 was spent by the Servel Electrolux Company, it was pointed out, for two 300-ton presses capable of forming the new steel shell body.
Westwood Branch Office Opened...

More than a thousand visitors passed through the doors of the new Westwood branch office of the Southern California Gas Company on the opening day, Saturday, November 21. The building, of ultra modern, colorful design, follows the high type of architecture famous in this fast growing "village." The front is finished in blue enamel on steel, with a metal backed neon sign that reads, "Cook, Heat, and Freeze with Natural Gas." Metal cornices and molds complete the modernistic styling. Ample, well-lighted windows and floor space, provide sufficient room for an attractive display of modern gas appliances, including the very latest in winter air conditioning equipment. A model kitchen occupies wall space to the right of the entrance and shows actual installation of a modern gas range and Electrolux Gas Refrigerator. Additional interest in the opening centered around the gift of a clock-controlled gas range to one of the guests on opening day. A. L. Lynch, Beverly Hills District Agent, was master of ceremonies at the drawing. Fortunately, Mrs. Ellen Buehler, holder of the lucky ticket, was present for the drawing and was able to accept the gift while everyone was present.

The largest chicken plant in the world devoted to the raising of white leghorns exclusively, the Pioneer hatchery of Petaluma, has used gas since 1899 to coax baby chicks from the eggs. Sixteen hundred eggs in each incubator are hatched artificially with natural gas heat.

Ice cream from an Electrolux Gas Refrigerator was a real novelty to natives of the Borneo Jungles. It came from the Electrolux owned by the Martin Johnsons, famous explorers.
As a bit of Christmas cheer to its big family, the Southern California Gas Company will present a turkey to each employee whose service record shows employment prior to August 1, 1936.

Merry Christmas!

It would be great to be able to think of something original to say about this season, but during the past nineteen hundred years some rather capable persons have tackled the problem. Those of us whose feet are clay must continue to shout the same old greeting, or to respond with "Same to you!" when someone beats us to the draw. Christmas is supposed to be a day of rejoicing, but most of us lost the ability to rejoice at about age fifteen. That is why on holidays we are likely to do all manner of foolish things in the name of pleasure. We are trying to rejoice and we have forgotten how. Susan Coolidge must have had something of the kind in mind when she wrote:

"We ring the bells and we raise the strain,
We hang up garlands everywhere
And bid the tapers twinkle fair.
And feast and frolic—and then we go
Back to the same old lives again."

Probably we take ourselves too seriously. This old world will continue to roll along its way just about the same when you and I are in the Happy Hunting Ground. So let's rejoice a little. For one day at least, let's forget the things that we ordinarily worry and fuss about and have a Merry Christmas!

And a Happy New Year!

This year of 1936 will soon be over. On the night of December 31, we will make a lot of noise, for no other reason than that it seems to be the proper thing to do. It would be pleasant if with that noise we signaled the wiping clean of the slate, the releasing from memory of all the things that we have left undone that we ought to have done and all the things that we have done that we ought not to have done.

But on New Year's morning we will wake up just as we were before. The twelve months ahead will be much like those behind unless we make them different.

It is pleasant to wish each other a happy New Year, but happiness isn't something that happens to us. It has to be earned. All of us in 1937 will find some laughter and some tears. Some circumstances will work out as we want them to, and some will not. Perhaps more than anything else we will need the ability that Kipling tells about, "to meet with triumph and disaster, and treat those two imposters just the same."

But kind wishes are pleasant, so Happy New Year to you! And as they used to say in old England, God bless us every one!
To old timers will come memories. Recently your GAS NEWS reporter was delving into old files, discovered a scrap book from the dim and very distant past. Such items as these were startling the world twenty-five years ago:

From the headlines of the Los Angeles Times, August 1912: A 115-mile 12-inch line to bring natural gas from the Midway fields in Kern County to Los Angeles at a cost of $1,500,000, is nearing completion. Engineering difficulties without precedent, overcome. It will be the first natural gas to the Los Angeles area.

From the Los Angeles Herald, same year: F. J. Schafer of the 9th and Santa Fe plant, shows the B-11 Physics class of Polytechnic High School the workings of a gas-making plant. The three girls in the class refused to wear overalls furnished the visiting students by the Company.

From the first page of the Los Angeles Tribune, June 1914: (Remember the Tribune?) Suffrage victory of women hailed with cheers in Chicago. It won’t be long now!
The first over-water flight by a woman in Chicago made by an "aviatrix" when she soars to the astonishing height of 500 feet in a ten-minute flight over a local beach.

Ladies’ petticoats advertised at a bargain at a local department store... also embroidery floss, collar supports, and self-holding crochet hooks.

First Pacific Electric train to San Bernardino will arrive July 11. Big celebration planned.

Noticeably missing is war news. On the first page of this paper—published but three months before the outbreak of the World War—not a word appears of the coming conflict.

Surely none of the old maxims is more unsound that the advice: "Never put off until tomorrow what can be done today." Particularly in a business office, the man who tries to do everything that can be done today is certain to waste his time. He will perform various acts which tomorrow he will know were useless. Situations change overnight, and it is wise to have the latest possible information before one acts. Just test yourself by recalling all the things you had a notion to do yesterday and see if half of them wouldn’t have been foolish or unnecessary. A famous business man has an office rule never to answer letters except those of unusual importance until after three days. By that time most of them don’t require any answer. A far more sensible rule might be: “Never do today what can properly be put off to tomorrow—because maybe you won’t need to do it tomorrow.”—Exchange.

The automobile laundry has become rightfully famous; merely drive the old bus in line and she comes out with that factory gleam. Important to Auto Laundry managers is the correct temperature of water and cleaning solvents applied to the body surfaces. The exact controlability of natural gas has been the answer to this heating problem. Correct temperature is maintained by a simple thermostat.

More than two days of each week’s pay check goes for taxes to keep federal, state, and city governments operating, according to Whiting Mead News.

Shelves of many of the new, modern gas ranges are "non-tipping." They may be pulled out, without tipping forward.
HEATING LECTURES PRESENTED . . .

Job training of service men is one of the important routines of the Company's Distribution Department. Service men must know, from practical demonstrations followed by actual application, the workings of various types of modern gas appliances. The Company has, fortunately, obtained the services of Art Theobald, Research Engineer of the Payne Furnace and Supply Company, Los Angeles, and he has accompanied H. A. Johnstone, Job Training Instructor, through the various divisions to demonstrate and explain heating equipment to service men and salesmen.

Service men from the Central Division are shown in the picture above attending a heating lecture. They were later shown through the modern plant of the Payne Company.

The picture also shows a portion of the heating company's newly completed auditorium which, besides a small but complete stage, boasts a modern all-gas kitchen.

NATURAL GAS BUREAU ENTERTAINS . . .

The National Association of Power Engineers, Nos. 1 and 2, were entertained by the Natural Gas Bureau the evening of Wednesday, November 18, at the Mona Lisa Cafe, Los Angeles. Nearly 200 attended the banquet and entertainment, among whom were many prominent power engineers, members of the Southern California Gas Company, Los Angeles Gas and Electric Corporation and Southern Counties Gas Company.

F. J. Schafer, Vice President in charge of Manufacture and Distribution; F. M. Banks, Vice President in charge of Sales; W. M. Jacobs, Assistant General Superintendent of Sales; R. M. Bauer, Gas Supervisor; E. M. DeRemer, General Supervisor, Industrial Sales, and Industrial Engineers from the Sales Department staff, and many others, represented the Company at the highly successful affair. Master of ceremonies was Clyde Potter, Southern Counties Gas Company.

Addison B. Day, President of the Los Angeles Gas & Electric Corp. and F. S. Wade, President of the Southern Counties Gas Company, and other executives of the two companies, were among those to partake of the excellent food and hear the instructive talk by Dr. F. P. Woellner, Professor of Education at the University of California, Los Angeles.
A few years ago, 'midst clouds of dust and burning oil, we emerged from the horse and buggy era, bounced proudly along in our schooner-like automobiles. Sure!—we felt each rock and rut in the road, but what of it—weren't we traveling "without a horse?"

Springs for automobiles underwent little change in their jump from the wagon to the "gas buggy." Within a few years, however, travelling "horseless" was no longer a novelty, and even the automobiles of three, four, and five years ago, considered the peak of riding comfort, were quickly out-dated. Annually came a greater demand from the public for easier and more comfortable transportation.

Spring manufacturers met this challenge. Engineers made intensive studies, at last created spring steel to meet the rigid, modern specifications. They early found that exact temperature control in the heat treating process of vital importance to the final solution of their problem.

The United States Spring and Bumper Company, Inc., of Los Angeles, have cooperated with the automotive industry in this important engineering development, and recently completed installation of the most modern plant equipment. Metallurgists have perfected control devices which closely control temperature variations in the manufacture of the spring steel, and such steel is rolled to a closer range of temperature and at a speed undreamed of a few years ago.

Furnaces can be direct fired with solid, liquid, or gaseous fuels. Engineers tell us, however, that solid and liquid fuels are difficult to control because they must depend too much upon the human element to produce the desired temperature. The answer to this fuel problem has been natural gas.

The four mammoth heat-treating furnaces of the U. S. Spring & Bumper Co., Inc., receive natural gas from the lines of the Southern California Gas Company. These modern heat-treating furnaces, capable of minutely accurate automatic temperature control have made possible, to a large extent, the superior product produced by the company. They have made it possible to meet the exacting demands of the automotive industry, which in turn but heeds the dictates of Mr. and Mrs. Automobile Public.

Regardless of what many folks try to tell us, cooking, refrigerating, house heating, and water heating with natural gas is far more economical than with any other modern fuel.

A very high percentage of all the clock controls for modern automatic gas ranges are manufactured in Los Angeles.

One of four heat-treating furnaces of the U. S. Spring & Bumper Company, Inc., Los Angeles, fired with natural gas from the lines of the Southern California Gas Company.
• Ben Laulhere, Engineering Supervisor, is now a candid camera enthusiast according to latest reports. Yes, he has become the owner of one of those small cameras.

• Mel Jones, member of the Personnel, Claims, and Safety Department, and Mrs. Jones, spent Thanksgiving in the wilds of the prairies—just south of Las Vegas, Nevada, to be exact. Their object was coyote, rabbit, and any other elusive quadruped that ambled within the sites of their trusty rifles. The party was a success. Ask Mel about the coyote he trapped!

• The San Bernardino office wishes to welcome two newcomers. They are: Charlotte Brush, home service representative, and Clarice Patterson, customers department.

Jean Colley of the San Bernardino office recently returned from a trip to Indiana. Some of the most interesting places visited on the trip were Grand Canyon, Painted Desert, and Petrified Forest. Not only did she view interesting country, but she also encountered one of those Eastern snow storms. The customers department of the San Bernardino office regrets the resignation of Dorothy Allen Bright, who has moved to Los Angeles to make her home.

• The Banning District loses T. Morehead, chief clerk, to a similar position in the Beverly Hills district. "Tom" was liked by all and will be greatly missed by the Eastern Division. Jim Burke will assume the job as chief clerk and is welcomed to the Banning District.

POPULARITY CONTINUES...

• Since January, 1936, more than 80,000 people have viewed the motion picture "The First Twenty Million Years," the story of the gas industry. Already seen by members of the Company, the picture has visited fairs, social gatherings, and service clubs. It had a long and successful run at the San Diego Exposition. The picture is still being shown to interested groups, and is available for small and large gatherings. Information regarding reservations for the picture may be obtained by contacting the Personnel, Claims, and Safety Dept. of the Company.

• Modern gas range burners light by merely turning the controls.

• Our Company delivery trucks are versatile in their delivery schedules—everything from modern gas ranges and refrigerators, to pipe, tools and mammoth meters. While Tom Terry, Truck Department Superintendent, was not called upon to wear Santa Claus whiskers, he did have to arrange delivery of some 25 or more sets of Christmas decorations to offices throughout the system.

BOWLERS CONTINUE TO BOWL

• Sporting white shirts with snappy blue letters that tell the world they are bowling as members of the Southern California Gas Company, some fourteen teams in the Central Division, and many other miscellaneous teams throughout the system, meet at regular intervals to "light it out" over the bowling alley. The picture below gives a visual story of one of the early turnouts. Recently, before Thanksgiving, the bowlers competed for two turkeys, and when final pins were counted, M. S. Carr and Fred Nelson were declared winners. This year's turnout of bowlers is the largest group yet to report, according to our sports reporter, and also, it might be added, the most enthusiastic.