SOUTHERN CALIFORNIA FROM THE MOON

If you were on the moon and had a powerful enough telescope you might see something like this, provided you could see natural gas transmission lines in the ground, and the towns and gas and oil fields were conveniently labeled.

NEW LOWER RATE SCHEDULE ANNOUNCED

On December 21, a new lower gas rate schedule was announced to the public. It will be effective in the Central, Northern, Southern and Eastern divisions, except Antelope valley, Arrowhead mountain district and Palm Springs area. A similar rate sched-
ule has been effective in the San Joaquin valley and Kern divisions for some months.

The new rate schedule will be available to customers, domestic and commercial, on domestic rate schedules whose use of gas conforms to the following:

1. All water heating requirements to be supplied by one or more automatically operated gas water heaters. (No type which must be turned on and off by hand is "automatic.")

2. The principal cooking requirements to be supplied by a gas range with four or more top burners and an oven, or the equivalent.

3. The principal heating requirements to be supplied by natural gas equipment or appliances, the combined rating of which is not less than 25,000 B.t.u. (heat units) per hour. (Two or more radiant heaters or one or more medium or large sized floor furnaces will ordinarily have sufficient rating.)

The new rate schedule consists of a 15 per cent discount on that portion of each monthly billing in excess of $2.00 and not in excess of $25.00.

Beginning early in January, an application form will be enclosed with each gas bill in the territory in which the new schedule becomes effective. Customers who desire the new rate and whose use of natural gas qualifies them for it, may sign the application, list their gas appliances on the back of it, and return it to a Company office. After the application has been accepted by the Company, the new rate will become effective with the billing for the next regular meter reading thereafter, but is not applicable to meter readings made prior to February 15, 1936.

PROGRESS IN CERAMICS WITH NATURAL GAS

A VIATION EXPERTS proudly demonstrate luxurious flying clippers that span oceans in hours. Automotive engineers show with pride streamlined creations in all the colors of the rainbow. Radio technicians explain beams, short waves, television and other modern miracles. These men, however, are not the only ones whose eyes sparkle when they talk of modern developments. If, some day, you should meet a ceramics engineer and make the mistake of asking "what's new" he might launch into a discussion of the new equipment now in operation at the Pacific Clay Products Company, 360 W. Avenue 26, Los Angeles.

NEW TUNNEL KILN

Step into the factory of this plant and you will see the most modern continuous tunnel kiln on the Pacific Coast. You will realize the progress since the days when mission Indians molded with their hands crude earthenware to be baked in the sun.

GAS NEWS has told before of the ceramics industry, but this gas-fired equipment is something new. It is the pride of industrial gas engineers as well as engineers in the ceramics field. The kiln, 150 feet long and built by the Allied Engineering Company, was made especially for the production of a new...
line of ware—bisque and glost ware, artware, flower bowls and vases, tableware, ovenware and ordinary stoneware. The new kiln has many advantages. It is possible with this modern equipment and the efficient firing of natural gas, to change from one product to another, an operation not possible with ordinary less efficient units. The new equipment, it is pointed out, has also made possible a rapid turnover and has given a high percentage of grade A ware. It is possible to turn out an order in two and one-half days—a short time in the ceramics industry.

Briefly, the firing section of this kiln is 26 feet long, with each firing unit under separate control but producing an overlapping effect in heat application. The result is accurate and rapid heat changes. The walls of the tunnel vary from 16 inches at the discharging and charging ends to 19 inches at the firing zones.

COOLING PROBLEM SOLVED

The ware travels through the kiln on a small flatcar for a heating period of forty hours. The peak run of temperature in the firing zone is 1840 degrees F. One of the problems in the manufacture is the cooling of the ware as it emerges from the firing zone. This has been solved by a system whereby cool air is blown through a carborundum heat exchanger which absorbs heat from the ware in the cooling chamber. For example, while the ware travels a distance of 33 inches in a period of 50 minutes, temperature drops some 500 degrees.

SKYLINES DECEIVE

Developments made in the ceramic industry are typical of the progress made by manufacturers taking advantage of the ease of control and cleanliness of natural gas. Because Southern California’s skyline is not marred by billows of smoke, tourists from the east are prone to belittle industry on the Pacific Coast. Natural gas has been responsible to a large extent for this new cleanliness in the factory.

Pacific Clay Products, whose vice president and general manager is Robert Linton, also produces a full line of fire bricks, face brick and architectural terra cotta. Plant equipment also includes 17 round periodic kilns, all fired by natural gas from the lines of the Southern California Gas Company.
WHY IS IT THAT NOT OVER ONE PER cent of municipal ownership attempts ever pay? We hear considerable talk spasmodically about the benefits of municipal ownership of utilities. These never get very far. The lesson has been learned, over and over again, that politics ruin such attempts. Political favorites, who know nothing whatever of operating a utility and perhaps but little regarding any business, are placed in control or given direction. It's all right, if it works, but the rule is that it is a good thing to forget. Some towns make good with such ownership, but an investigation will show every time that such towns have taken the proposition entirely away from politics and placed their plants on a business basis—but not many communities will or can do this.

Municipal utilities are free from most taxes levied against private utilities. Thus, if a municipal plant usurps the field formerly occupied by a private plant, much revenue is lost to the community—and all the taxpayers must help make it up.

Municipal utilities are usually free from state regulatory supervision. Where private utilities are forced to render adequate service at a reasonable profit, no such rules exist for municipal plants. Rates may be too high—or too low, in which case deficits must be paid by all the people. Service may be bad or uncertain—and the consumer has little chance to get matters remedied.

Most important, municipal utilities almost invariably become "politically-owned and operated" properties—with all the waste and inefficiency that politics involves.

There are good and efficient municipal plants in this country—but survey after survey has shown that they are in the minority. That explains the reason why there are fewer municipal plants today than there were a few years ago—and why hundreds of such plants have been sold to private systems which pay taxes, are stringently regulated, and must provide the best possible service at the lowest possible cost.

THERE ARE 10,000,000 individual stockholders of the corporations of the country, representing approximately a third of the people. The majority of these individuals do not realize the amount of taxes they pay. A movement is well under way to educate these and others of the country to what extent taxation figures in everyday life.

The following table of 16 corporations shows the total taxes paid, and the total tax per share of stock as compared with the dividend per share.

The figures for one company well known locally—the Santa Fe railroad—shows taxes at the rate of $4.69 a share of stock whereas the stock pays only $2 in dividends. In other words government takes much more than twice as much out of that railroad than the owners do.
There never was a transportation machine as highly developed as is rail transportation.

There never has been a transportation method which has not been displaced, in part at least, by some newer and more efficient one.

Mule skinners and stage coach drivers passed into history with the advent of the Iron Horse. They were unable to compete with the newer method of transportation as the rail lines are meeting their competition.

What have you done today to attract trade or travel to your railroad? Have you taken stock of your accomplishments in the past week, the past month, or the past year in this respect? Are you progressing with the times, or will you go the way of the mule skinner?

For the preservation of our employment, in this day of highly competitive subsidized travel and transport, every railroad employee should be an ambassador of good will, a conveyor of every courtesy, and an exponent of the speed, the safety and the comforts of rail travel and transport if he is to help the goose lay the golden egg.


**THE PHRASE**, don’t kill the goose that lays the golden egg, may well be changed to read: “Help the goose to lay your golden eggs,” for we can not, without effort, expect the goose to rustle her own feed and provide our daily bread.

Outright slaying of the goose is not necessary to cut off our employment. It may be and is being accomplished in some cases inch by inch, nick by nick, chisel mark by chisel mark, in our daily actions toward the welfare of our employer.

Your nicking, your chiseling, your bickering and your demands dampen, if not entirely smother, the good will and the high spirit of comradeship that should prevail between employee and employer when danger threatens.

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**T**his quaint prayer hangs outside the doors of the Refectory of the Cathedral at Chester, England.

Give me a good digestion, Lord,
And also something to digest;
Give me a healthy body, Lord,
With sense to keep it at its best.
Give me a healthy mind, Good Lord,
To keep the good and pure in sight,
Which, seeing sin, is not appalled
But finds a way to set it right.
Give me a mind that is not bored,
That does not whimper, whine or sigh;
Don’t let me worry over much
About the fussy thing called “I”
Give me a sense of humor, Lord,
Give me the grace to see a joke,
To get some pleasure out of life
And pass it on to other folk.

In 1890 Mr. Average American paid $13.56 for Federal, State and local government. In 1929 he had to dig considerably deeper. His contribution to Uncle Sam and his home state was $94.37.
"Rate and Appraisal" seems a vague term to the person who thinks that the gas company's only worry is piping gas to Mrs. Jones' gas range. If you've visited this department on the 4th floor of the General Office, Los Angeles, you have probably wondered at these men who manipulate slide rules—and the ladies who catch mistakes on the calculators!

Briefly, here are some of the duties of these highly trained engineers and accountants. The Company, for obvious reasons, must keep a record of all its properties, these records being known as "fixed capital records." These are kept, in part, by this department. The State Board of Equalization receives an annual tax report from the Company, also prepared by the Rate and Appraisal Department in conjunction with other departments. Statistics regarding bond or security issues are prepared; also continual studies of rates are made. The management must know the exact cost of gas service to the various classes of customers—industrial, gas engine, commercial, and domestic, in order to maintain fair and equitable rates. This again calls for continual data and statistical studies. When the Company contemplates the extension of service into new territory, the Rate and Appraisal Department assists the Sales and other departments in determining the feasibility of the extension. If property is to be purchased, this department is called on for an appraisal to determine its cost and value. Then there are many calls for miscellaneous statistics and reports—and these boys must have them at their finger tips!

In the picture above, the photographer caught E. H. Wetlaufer, Rate and Appraisal Engineer who is in charge of the department, right, and S. W. Binckley, Special Engineer, in one of their sessions with the slide rule.

Teaching canaries to whistle complete songs is the job of Mr. and Mrs. McCoy of San Francisco, and natural gas plays an important part in the schooling, according to an article in Industrial Gas. It seems that health of the whistlers depends to a large extent on an even temperature of from 68°F to 70°F. Through heating water for circulation through pipes installed in the aviary, natural gas serves the purpose.

Away back in 1906 McCoy discovered, accidentally, that one of his pet birds was following a song that he frequently whistled. This gave him an idea. For six months he whistled daily and taught the bird complete the old folk song "Grandmother's Advice."

Today, Mr. and Mrs. McCoy have more than 900 canaries in their aviary, and out of a hatch of 275 to 300 each Spring they start a class of 40. If 12 of these at the end of the year learn their songs, the class is a success. Most of the whistling to the canaries is done by a continuously running phonograph, although Mr. McCoy still gives personal instruction.

Customers of the McCoy aviary include Mr. and Mrs. Herbert Hoover and Mary Pickford.

From "Said and Done" comes these definitions:

An Engineer is said to be a man who knows a great deal about very little, and who goes along knowing more and more about less and less, until finally he knows practically everything about nothing.

A Salesman, on the other hand, is a man who knows a very little about a great deal, and keeps on knowing less and less about more and more, until he knows practically nothing about everything.

A Purchasing Agent starts out knowing practically everything about everything, but ends up by knowing nothing about anything, due to his association with engineers and salesmen.
We extend our sincere sympathy to Morris Cantley in the San Bernardino District Office, whose mother passed away on December 11 at Huntington Park.

The San Bernardino Reporter wishes to announce that, pending the arrival of Santa Claus, everybody in this District is being so good that there is no news for our dear readers.

Earl H. Stewart, Gas Measurement Department, and Mrs. Stewart are receiving the congratulations of their friends. The occasion is the arrival of a baby boy, December 8, at the Oakwood Stork Nest, Inglewood.

According to the Downey Live Wire: C. E. Eshom was elected chancellor commander of the Downey Lodge of the Knights of Pythias at the annual election recently, serviceman with the Southern California Gas Company.

Every dog has its day, and last Saturday was the one set aside for the pet of the Roy Caswell family to prove to its master that it was an "exalted canine." Mr. Caswell's dog was not only an entry in the local "Mutt Dog" parade, but with the aid of a float arranged by Mrs. Caswell, and the children, it captured one of the lovely prizes.

Toot, toot, and a new Chevrolet and Ford take their places on the highway, the proud respective owners being Gordon Bogue and Art Ralph. The Downey personnel is patiently waiting for Norris Myers to follow suit. He admits, however, being merely interested in 1936 models, but when he does decide to buy, a trade-in will be out of the question as his own little "Chevy" is going to be turned out in the pasture; a reward for its faithfulness in times of need.

Kingsley Bird took himself into the wilds of Utah over one of the recent week-ends and bagged himself a big deer. Employees of the Riverside district were invited by Mr. Bird to a venison dinner at the Boy Scouts' Camp in Riverside. A large gathering of employees and their wives were royally entertained. A real venison feast with all the trimmings and a roaring log fire put the crowd into a state of lethargy that took all the talents of C. A. Gillespie, District Agent, to break loose entertainment. Once under way it became fully as hard to stop, and the evening came to an end with all placing a definite stamp of approval on a continuation of such gatherings. Each hoping for a repetition in the very near future. Any one reading this, with a spare deer or two will find the Riverside District willing to accept same.

Friends of Marriott Dawe, member of the Los Angeles Sales Department, were surprised one morning, recently, when they saw on the important finger of the left hand a large diamond! She is receiving best wishes, and rumor says the event is scheduled for early this spring. The lucky gentleman is Raymond Livingston of Los Angeles. He is a color expert in the Laboratories of Eastman Kodak Company.

On December 21 in Las Vegas, Nevada, Grace Bessire, member of the Customers' Department, became the bride of James Jameson of Los Angeles. The couple took a two-week tour that included Boulder Dam and San Francisco in the itineray. She returned to her desk Thursday morning January 2, to see it decorated with flowers—and in the center a large Toastmaster hospitality tray. It was presented with best wishes from the folks in the Customers' Department.

Another young lady sporting a large diamond is Margaret Carlyle of the Auditing Department. Best wishes, Miss Carlyle!

Those snappy tags you saw on the gas ranges and refrigerators during the Christmas Holidays—"To the Family from Dad" were made by our own Paint Shop under the guidance of headman C. E. Markmann.

Rae Ziegler is receiving the best wishes of her fellow workers in the Customers' Department, the occasion being her recent marriage. As soon as our Gas News reporter gets the facts of the ceremony they will be noted in these social columns.

Bill Dobson, carpenter at the General Office, has been ill at home recently, but is back on the job once more.

It's a toss-up for honors as "Master Mind" now that football season is closed once and for all, it's a toss-up between Larry Wilson and E. H. Weltraufer as to which one has passed out the most cigarettes during the past three months.

Alumni of Stanford University were very popular before—and after—the Rose Bowl game in Pasadena. Before—because they were the chosen few able to charm precious ducats from the inner sanctum of the Stanford graduate manager's ticket office. After—because their "short-end" Stanford team played in the backfield of the Methodists, and thereby won the game. Wayne Wilson and Joe Vanier, members of the Sales Department, Los Angeles, and Stanford graduates, saw the game, and were proud.

No traffic for C. D. Aseltine, Main Extension Engineer! Ace listened to the New Year's game from a radio high in the mountains.
EXCLUSIVE APARTMENTS REPLACE ELECTRIC RANGES WITH GAS

EIGHTY-TWO electric ranges have moved out and 82 new, modern gas ranges have moved in—to the kitchens of the exclusive Asbury Apartments, 2505 West Sixth Street, Los Angeles.

The Asbury Apartments, a height limit, re-inforced concrete structure, is known as one of the most modern and exclusive structures in Los Angeles' Wilshire District. The apartments range in size from singles to six-room suites.

E. J. E. McCarthy, member of the Stores Department, has returned to his desk after a prolonged so-journ in the Good Samaritan Hospital. He injured his back, but is "better than ever" now. He returned December 23—in time for Christmas.

That great big green sedan that shoots like a rocket down 10th street, Los Angeles, is the new Pontiac owned by Lou Young, sales representative. It has a radio, too.

A little late, but congratulations are still in order for Alec Stupin, member of the Stores Department. Alec is the father of an eight-pound baby boy, Richard Allen. The event took place October 5.

Bill Snyder, clerk in the Stores Department, is on an extended vacation to Illinois and Kansas. Bill will also travel through the Ozark mountains, it is said.

WITH THE BOWLERS

BESIDES THE STANDINGS of the Southern's Bowling League, Gas News has gathered some statistics of its own, to-wit: Of all players, the average waistline has been reduced 2½ inches. Two and three-quarter gallons of liniment has been used on sixty-three lame backs, seventy-one lame arms, etc., etc. And if all the pins that have been knocked down were laid in a straight line the length would be twice the distance from the center to either end.

As Bill Hayes would say, "Here they are!"

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