LOS ANGELES FORCE MEETS

One of a series of meetings throughout the system of the Southern California Gas Company was held the evening of Friday, January 24, at the Figueroa Theater, Los Angeles, with employees of the Los Angeles operating division and general office employees in attendance.

Chairman of the meeting was F. J. Schafer, Vice-President in charge of Manufacture and Distribution, and the speakers were W. M. Jacobs, Assistant General Superintendent of Sales and S. W. Binckley, Special Engineer. An explanation and discussion of the new combination rate schedule was presented by the two speakers.

H. T. Brian, Supervisor of Employee Education, presented to the “go getters”—employees and representatives of gas appliance dealer organizations—awards in the recent Electrolux sales contest.

From dinosaurs to gas meters is a jump of but a few million years, according to the motion picture “The First 20 Million Years,” that was presented to the interested audience. The picture dramatically told the story of natural gas;

(Continued on page eight)
GAS NEWS FOR FEBRUARY • 1936 • SOUTHERN CALIFORNIA GAS COMPANY
If you read an advertisement of our Company only occasionally you may have the impression that each one is an individual "inspiration"—that each week a group gathers around a table to ponder the question "What shall we advertise next week?"

As a matter of fact, our advertising campaigns are laid out far in advance to attain definite objectives. Each piece of copy is designed to fit into the carefully prepared plan.

We know that the satisfaction a customer receives from the use of gas depends to a large extent upon his appliances. Worn-out, antiquated appliances deprive him of the full measure of convenience and economy that natural gas can provide. It is therefore in his interest, as well as ours, that we advertise to tell him about the modern appliance and to urge him to buy them. The Company goes still further in its service by arranging for him to buy these modern appliances on very easy terms. But that is another story.

Part of our advertising is planned to remind customers of the many advantages of natural gas as a fuel. This type of copy is illustrated in specimens numbered 1 and 7 on the opposite page. Number 1 tells how natural gas contributes to the cleanliness of cities, while number 7 emphasizes its cleanliness in the kitchen.

Specimens numbers 2, 3, and 8 are signed by the Pacific Coast Gas Association, of which our Company is a member. Number 2 is addressed to domestic customers and is run in Sunset magazine and women's club publications with a coast-wide circulation. Number 3 is addressed to gas appliance dealers and is run in various trade magazines. The purpose of number 8 is to tell of the advantages of natural gas for building heating. The new Los Angeles Times Building is used as illustration. Each one of these is one of a series of similar type.

Specimens numbers 4, 5, and 6 sell gas appliances, but do not mention brand names. In these the buyer is directed to the dealer or gas company. Often this type of advertisement is surrounded by dealers' advertisements, mentioning specific appliances, and telling where they may be bought.

According to officials of the San Diego Consolidated Gas and Electric Company, an exhibit three times as large as last year has been planned for the natural gas display at California's Exposition, which opens February 12 at San Diego.

Sixty thousand articles require gas heat at some stage of their manufacture.
The fact that the world is changing seems to be news to some popular newspaper philosophers. One of them writes:

"If you want to accomplish anything with yourself or your life, if you want to have any influence in your home, shop or community, you'll have to accept the fact that the good old days are gone for keeps and that neither sobs nor swear words will bring them back.

"You'll have to face a new world filled with new needs and new tools and with new ideas and ideals based on those new needs and tools.

"You'll have to admit that your father's rules—the rules of your own youth—are as impractical for use in this new world as a powder-puff would be for steering a battleship.

"You'll have to realize that your own success will depend on your ability to adapt yourself to all this newness—and if you can't and won't adapt yourself you're on your way out."

The idea appears to be that the world jogged along uneventfully from the time of Adam until about 1932. Then smack overboard went all the old rules of business, economics, morals, and human conduct.

Rubbish! There is nothing new about change. No century, generation, or year has a monopoly.

Within the span of two reasonably long human lives this country has changed from thirteen colonies to a union of forty-eight states.

A lively gentleman I know has smelled the bilge of a transatlantic sailing ship, the dust of the covered wagon trail, and the exhaust of the China Clipper. There is an ebony-skinned shoe shiner down the street who was born into slavery, and whose grandson is a Ph.D. Perhaps you've heard of the Kaiser who chops wood in exile and of the Czar whose palace is a museum.

Change is constant. Nothing is quite the same as it was last year or this morning. But there is no cause for us to get excited about it and discard all that experience has taught.

Schemes that violate time-proven principles of business and economics are popping up all around us. Their advocates argue that plans for today and tomorrow cannot be judged in the light of past experience because "times have changed." Some of the most ardent banner-carriers appear to believe that even simple arithmetic is out-dated.

In the maze of proposals now being advanced, there may be the solution of our economic difficulties. But it is safe to say that the plans that work and survive will have as their foundation the principles which have proved to be sound in the past. They will probably include no substitutes for thrift, loyal service, and the incentive of ambition.
There is no rancor in the following observation—nothing but good will for all.

After going through the various steps necessary to secure a pair of automobile license plates, it occurred to one person to consider how privately owned utilities and businesses in general are constantly striving to make transactions more convenient for the public.

How far Washingtonians have already gone in invading fields of private enterprise is not generally recognized. The bureaucratic octopus has been spreading its tentacles all over the continent.

Take its reaching out into the utility world. Although the TVA is the Federal venture attracting most attention, there are others of magnitude.

This table, prepared by George E. Doying, for the Public Utilities Fortnightly, gives the total estimated cost of various governmental utility projects:

<table>
<thead>
<tr>
<th>Project</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Valley Authority</td>
<td>$265,000,000</td>
</tr>
<tr>
<td>Central Valley (Cal.)</td>
<td>170,000,000</td>
</tr>
<tr>
<td>Boulder Canyon (Ariz.-Cal.)</td>
<td>108,660,000</td>
</tr>
<tr>
<td>Fort Peck (Mont.)</td>
<td>86,000,000</td>
</tr>
<tr>
<td>Grand Coulee (Wash.)</td>
<td>60,000,000</td>
</tr>
<tr>
<td>Bonneville (Ore.)</td>
<td>55,000,000</td>
</tr>
<tr>
<td>Passamaquoddy (Me.)</td>
<td>38,000,000</td>
</tr>
<tr>
<td>Casper-Alcova (Wyo.)</td>
<td>22,700,000</td>
</tr>
<tr>
<td>Bluestone Reservoir (W. Va.)</td>
<td>12,942,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$816,302,000</strong></td>
</tr>
</tbody>
</table>

Business is opposed, of course, to further invasion and competition by political enterprises financed from the pockets of taxpayers, immune from taxation, granted all sorts of privileges denied taxpayers organizations, and under no compulsion to make ends meet.

But it isn’t what business wants but what the majority of the people want which will determine how far Federal bureaucrats shall be permitted to go along the path leading to absolutism, along the path leading to exalting political officeholders as our masters.

—B. C. FORBES in Los Angeles Examiner.

Almost anybody, if you asked what the TVA was set up for, would say it was created to produce cheap electricity. There never has been much question about that, insofar as the main idea of TVA is concerned. That has always been its chief selling point. It is the utility “yardstick” and all that sort of thing.

Yet if one reads the TVA law, one finds that the TVA is only supposed to sell “surplus” power, and that the production of electricity for sale is only incidental to certain other purposes such as flood control, navigation, national defense and the like. That is the curious thing about the “yardstick” scheme. The “yardstick” rates are supposed to be based on by-product power and yet they are supposed to be stacked up alongside rates of private utility companies whose principal business is power making.

One of the points at issue in the TVA case now awaiting decision in the Supreme Court is whether the United States Government has authority to sell this electricity. In defense of the law, of course, it has been brought out that this is “surplus” electricity, just happening to be left over as the result of certain other activities of the Government whose constitutionality cannot be questioned.

BERNARD KILGORE in the Wall St. Journal.
TENNIS...

Taking it upon themselves to get the proverbial "ball rolling," an enthusiastic group of racket wielders have formulated a ladder "set up," acknowledging at the same time that it is only a starting point and in no way permanent. Players whose comparative ability was unknown were placed in the unseeded group. Here is the first seeding:

1. Bill Wanamaker
2. Otis
3. Moulton
4. Bauer
5. Embry
6. Silk
7. West
8. Carrico
9. Murphy
10. Hietz
11. Thompson
12. Moore
13. Baker
14. Wheaton
15. Strong
16. Keilso
17. Butler

UNSEED

Adams, Allan, Bergeron, Blanks, Crowder, Dozier, Gormsen, Gunn, Haus, Hook, Keinstling, Kendall, Lawrence, Malmgreen, Martin, McElroy, Miller, Napier, Ogburn, Quealy, Rice, Smith, Stonier, Vanier, Walstead, Wright.

Those on the ladder may challenge any one of three above. Those unseeded may make their first challenge any place on the ladder; however if the unseeded player loses he must take last place and "work up." Matches: two out of three sets; place and time to be arranged between players. Report matches to either Don Murphy, Distribution Building, L. A.; Moulton, Auditing Department, or Thompson, Customers' Department.

If your name isn't here, don't be bashful; say these tenniseers... pick your man and play!

BULLETINS will be issued from time to time. polish up the racket!

A few years ago you might have seen a "meter installer" trudging to his work with a gas meter slung across his back, a hat slouched on the back of his head, a pipe in his mouth. Today he's dashing around in a snappy roadster, a uniform, and a smile.

Centuries ago, wine baths were popular. The bather would lie for hours in a vessel filled with fermented grape juice.

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NEW OFFICE

Another modern office has been added to the permanent buildings of the Southern California Gas Company. This time it is in Elsinore, in the Eastern Division of the Company. The exterior of new office, following the general lines of the Company's other smaller offices, is finished in a tan ruffled brick. It is located at 130 Main Street and will be officially opened within the next 30 days. Rose Ridley is the lady in charge, under the supervision of C. A. Gillespie, Riverside District Agent.

Elsinore, famous for its lake and unusual springs, is 86 miles southeast of Los Angeles with a population of 1500, and according to all Chamber of Commerce reports is located in a rich agricultural district. More power to you, Elsinore!

★

MUSIC GOES 'ROUND

Recent changes have been made in the Company's supervisory staff. In the Central Division H. L. Ziegelmeyer, for many years District Agent for the Los Angeles area, has been made head of the new Merchandise Accounting Department with headquarters at the Los Angeles Distribution Building. R. S. Cheatham moves from his position as Glendale District Agent to Los Angeles as District Agent there. Taking Mr. Cheatham's place in Glendale is Oliver Jacobi, formerly San Bernardino District Agent, while Mr. Jacobi's position is being filled by W. P. Hand, formerly Glendale Sales Supervisor. R. T. McFadden, formerly a member of the Construction and Stores Accounting Department, has been appointed District Agent of Redlands.

CAMPAIGN . . .

Until the first of March, employees will continue to be eligible for the special cash awards in connection with the Automatic Gas Water Heater Campaign now in progress. Points for turning in leads that result in sales are awarded the employee "go getters." The contest is explained in the regular "Spread the News" bulletins. A real opportunity is available to those who need Automatic Gas Water Heaters. These modern appliances are being sold by Gas Appliance Dealers and the Company for as little as $1.50 a month with no payment down! The old saying that "all of us are members of the Sales Department" is trite, but true. It is also pointed out that neighbors and friends should be told of this opportunity to have these modern appliances installed in their homes. The special terms are for a limited time only.

★

On the Company's display floors and in the windows, may be found the automatic gas refrigerators that since 1933 have led all other automatic refrigerators in Southern California sales. It's the Electrolux, of course. And the 1936 model has "some improved features that should insure its continued leadership.

While the outside cabinet remains practically the same, on the inside automatic lighting comes from a partially concealed dome type unit. Minor changes have been made in tray triggers and handles, egg racks and vegetable freshener. No major changes, however, have been made in the refrigerator. It has no moving parts in its mechanism. This, it is pointed out, means freedom from wear and noise.
PINS AND POINTS

- When you shake a jar of beans, all the little beans go to the bottom, the big beans come to the top. At least that's what the Customers' Bowling team will tell you, for, according to the latest bowling dope sheet, they are the big beans on the top of the heap. The Engineers have been pushed to second place. Near the top also has risen Beverly Hills, Sales. Bill Blaska tops the individual rankings, with honors for the most sensational rise probably going to that wizard of Beverly Hills—Sy Young. Here they are:

<table>
<thead>
<tr>
<th>Pos.</th>
<th>T. No.</th>
<th>TEAM NAME</th>
<th>Won</th>
<th>Lost</th>
<th>High Game</th>
<th>High Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>Customers</td>
<td>22</td>
<td>10</td>
<td>880</td>
<td>2245</td>
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<tr>
<td>2</td>
<td>2</td>
<td>Engineers</td>
<td>21</td>
<td>11</td>
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<td>2509</td>
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<tr>
<td>3</td>
<td>4</td>
<td>Shops</td>
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<td>12</td>
<td>843</td>
<td>2407</td>
</tr>
<tr>
<td>4</td>
<td>9</td>
<td>Beverly Hills</td>
<td>18</td>
<td>14</td>
<td>860</td>
<td>2470</td>
</tr>
<tr>
<td>5</td>
<td>7</td>
<td>Sales</td>
<td>17</td>
<td>15</td>
<td>848</td>
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<tr>
<td>6</td>
<td>8</td>
<td>Glendale</td>
<td>15</td>
<td>17</td>
<td>890</td>
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<td>6</td>
<td>Treasury</td>
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<td>20</td>
<td>795</td>
<td>2272</td>
</tr>
<tr>
<td>9</td>
<td>1</td>
<td>Print Shop</td>
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<td>21</td>
<td>855</td>
<td>2453</td>
</tr>
<tr>
<td>10</td>
<td>5</td>
<td>Stores</td>
<td>11</td>
<td>21</td>
<td>827</td>
<td>2393</td>
</tr>
</tbody>
</table>

High Team Game—Beverly Hills 880
High Team Game—Customers 880
High Team Series—Beverly Hills 2470

- Reading an average of 100,000 meters in one year is no unusual job for any one of the Company's meter readers. To read them without a single error, is another thing, and H. B. Kuenzler of the Customers' Department, Los Angeles, is receiving congratulations for making just such an enviable record.

- Members of the San Bernardino office force gathered at Cedar Glen Lodge in the San Bernardino Mountains the evening of January 8, to honor Oliver Jacobi who has been transferred to Glendale as District Agent, and to welcome W. P. Hand who replaces Mr. Jacobi as District Agent at San Bernardino. J. J. Phelps and Verla Holmes planned and directed the clever entertainment which had as its theme a track meet between the teams of "Califord" and "Stanifornia." Refreshments consisted of popcorn, peanuts, soda-pop, ice cream bars, and coffee. One of the events was a contest to see who could make the most words out of the letters O-L-I-V-E-R. It was finally decided that Mr. Jacobi had made more out of that name than anyone else, and he was therefore awarded a handsome desk set as a farewell gift from his associates in the San Bernardino District. Mr. Jacobi then introduced Mr. and Mrs. Hand to whom was extended a hearty welcome.

MORE ABOUT MEETING ...

(Continued from first page)

visualized the problems of our Company and the wide area served by natural gas . . . from Palm Springs to the wintry shores of Lake Arrowhead. It was pointed out by B. M. Jones, member of the Personnel and Claims Department, that the picture is available to clubs, lodges, and similar organizations; for reservations he may be contacted in that department, General Office, Los Angeles.

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