

S. Cal. Gas Co. Wins Trophy

Southern California Gas Company received national recognition for its Public Relations program in an award this week by the American Gas Association. The local gas company was awarded first place in the newly inaugurated AGA 1957 Public Relations Achievement competition in St. Louis, Missouri. Besides annexing the top award, the company also received honorable mention for its second entry in the national contest. Presentation of the coveted award was made by AGA President C. H. Zachry to F. M. Banks, President and General

Manager of the Southern California Gas Company, before gas industry delegates to the national AGA convention during the General Management Section luncheon. Honored along with Banks was the Los Angeles utility's Director of Public Relations Frank C. Sullivan. Zachry told convention delegates that the panel of judges

had selected the California utility's "Facts About Natural Gas" program as "the year's outstanding contribution to greater understanding of the gas industry and modern gas service." Banks was presented a handsome 18-inch trophy. Selected from among 33 entries submitted by leading US gas utilities, the award winning Southern California Gas Company's "Facts About Natural Gas" program stresses the safe-

ty and cleanliness of natural gas. The company's training film, "Emergency Control of Natural Gas," is helping Southern California's thousands of firemen to give accurate information to reporters covering emergency incidents. A second part of the program features an entertaining on-stage demonstration of the properties of natural gas. It particularly dramatizes the fact that natural gas is odorless, non-

toxic, and lighter than air. This skit has been presented 259 times by the company's Public Relations Representative J. C. Byrne to schools and service clubs — an accumulated audience of 16,586 persons who are now better educated in the properties of natural gas. **SURE YOU CAN!** Get what you want by phoning a Torrance Press Classified Ad to FA. 8-2345.

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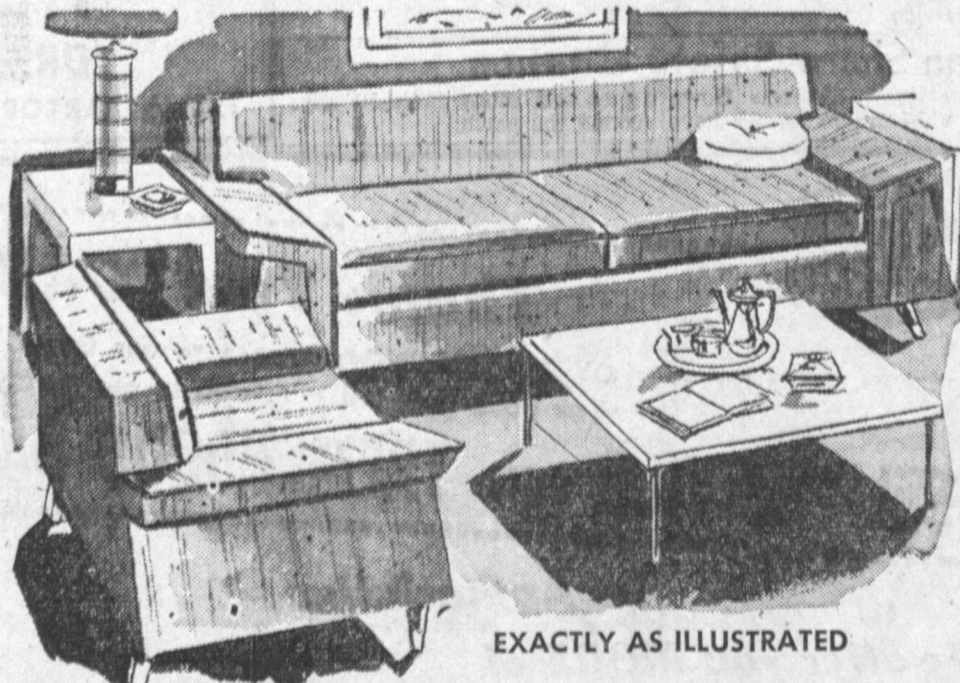
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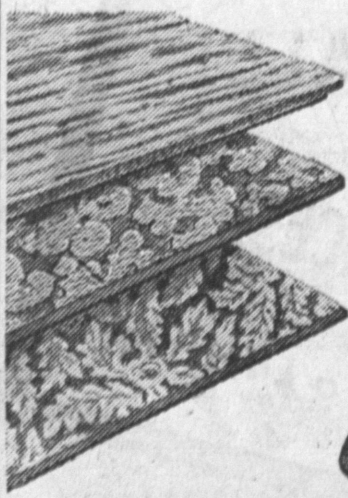
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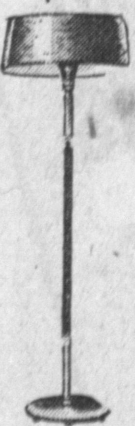
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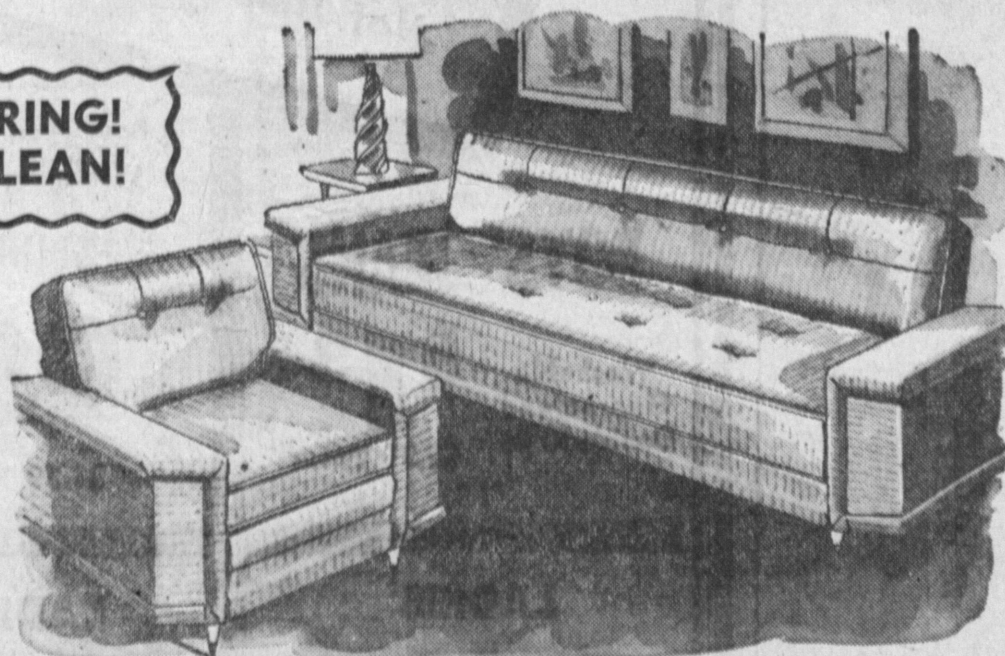
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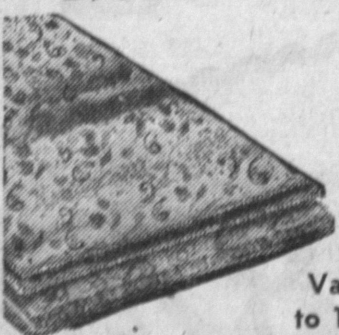
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