

MUELLER RECORD

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SPECIAL ISSUE

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This Is The Land . . .







These Are The People Who Are Considered When A Developer Says . . .

"BUILD ME A CITY"



Horace Greeley started it. The ship-building industry of World War II enhanced it. Now there is no end to it. Thousands of Americans rush west each year—not to seek the golden metal which once drew them, but rather to seek the very country which nurtured this treasure.

Although not officially known as the land of golden opportunity, California must accept this accolade as this vast migration pours over her eastern-most boundaries in search of the golden nuggets of wonderful climate, high wages, employment opportunity, and challenge.

Yes, challenge—for there is still an aura of pioneer glamour surrounding the magic word, California. Now, however, the term "pioneer" is no longer applied to the men, women and children who flock to the state in increasing number, but to those men who dream and, having dreamed well, begin to build—physically build a new and better, more comfortable life for California's newest citizens.

These men, who are among the most imaginative builders and developers this country has ever seen, are not concerned with small subdivisions tacked on to suburbs or cities. These are the men who hover over drawing boards for The community of Laguna Niguel offers a wide selection of residential areas including ocean and mountain homesites. One thousand feet of beach are available along with slips for 2,000 boats. In addition to being planned for Ideal living, more than 800 acres of land have been zoned for research and light industrial parks. The Pacific Coast Highway separates Monarch Bay from Niguel Terrace.



Mr. Tom Mackie (left), Project Manager at Vandenberg Village, and Bill Ebbert of the Village Sales Office, look over some rugged country near the development adjacent to Vandenberg Air Force Base.

eighteen hours a day. These are the men who seek, and find, financing for their projects merely by telling the truth about California's growth. These are the men who, when ready, send crews of men and earth-moving equipment into the hills, the forest and the deserts, with one simple phrase of instruction: "Build me a city!"

And that is exactly what these crews do—in one of the most amazing building booms of our century. This writer traveled hundreds of miles up and down the magnificent coast of California, and dipped into the central valleys, and everywhere was confronted with the phenomenon of planned communities sprouting in most unlikely spots—the tops of hills, the steep cliff-like ridges along the ocean, and even in the desert.

Let's look at the last locationthe desert-for a moment. It is true that population experts recognize that the Los Angeles basin cannot continue to hold the vast army of immigrants from the Eastern United States; but, the inhabitants of these new cities in the desert are not there because they have to be there. They want to be there. As an example: the 1950 census estimated 16,000 residents in Antelope Valley, one of the most torrid regions in the western U.S. Within ten short years, that figure had soared to 70,000. Experts expect this to double in another ten years.



A major four-lane county highway cuts through hilly East San Gabriel Valley to Diamond Bar, Calif. connecting the planned community with nearby Pomona, Brea, Los Angeles and many other cities. The first phase of construction at the 13-square-mile site is shown below. An estimated 75,000 persons are expected to move into Diamond Bar in the next decade.





Palm trees line the entrance to the desert community of Palm Desert. Workmen have taken this arid land and used their ingenuity to produce green surroundings for this retirement community near Palm Springs. It will be a complete, self-contained community with 1800 moderately priced homes and "own-your-own" apartments.

These people-both the developers and the people who settle in the new cities-are re-writing certain definitions. The word "desert" still means, to most of us, such things as sand, intense heat, dry and dead land. This is no longer true, where the mind of man has been put to work; for, as the human mind is fertile, so is this quality transferred by engineering skill to the vast desert areas of this great state. The lack of surface water proves no deterrent; there is a seemingly-endless supply of water underground, sufficiently close to the surface that wells can be drilled at a surprisingly-low cost.

Now you can descend from the San Jacinto Mountains, southeast of Los Angeles, into the vicinity of Palm Springs—into the warm desert air and amber sands— and there, as if a mirage, are palm trees; bubbling fountains; green, well-kept lawns; a golf course; and homes as far as the eye can see. To be sure, the desert is still hot. Here again, inventive genius of many years ago has provided the magic of air-conditioning to make desert homes comfortable and healthful.

Sand? It remains, but only until the builders have extended their domain to exclude it.

Dead land? Only until the dreams of developers take the form of entire new cities sprawling across the desert and into the surrounding mountains.

Do not confuse this building boom with others across the country which, in many cases, have provided areas of housing, practically overnight, which have already decayed into urban and suburban blight.

Here, again, we must place especial emphasis on the word "planned." There have been many instances — certainly during the war years—of housing developments being literally thrown together with hardly any thought

beyond the need to erect four walls and a ceiling.

Had you been with me as I visited Vandenberg Village, Kern City, Diamond Bar, Laguna Niguel and Palm City, you would have seen sprawling, comfortable homes of all sizes, located on clean, wide streets, surrounded by trees and shrubs, and with plenty of space between units.

The HOME BUILDER'S JOUR-NAL describes Vandenberg Village as "One of the largest masterplanned communities in the history of the United States." Located near Lompoc, California, and adjacent to Vandenberg Air Force Base, the Village is planned for ultimate development of 9,000 home sites. In addition, plans provide sites for a high school, six elementary schools and five churches—as well as a large shopping center, apartments, a motel, a reasearch center and a golf course.

Development is in the hands of the Vandenberg Village Develop-

This thirsty golf course is situated in the rolling hills near Vandenburg Village and provides plenty of natural hazards. To keep the course in No. 1 shape, more than 30 million gallons were used in six months.



ment Co., a subsidiary of Utah Construction and Mining Co. of San Francisco. I had a nice chat with Mr. Tom Mackie, Project Manager at the Village. Mr. Mackie saw that I was introduced to Lee Webber, Manager of Vandenberg Utilities Co., and to Bob Scott, Superintendent of the utility operation.

Then began a thorough tour of the Village, conducted by Bill Lyles, Area Manager of the W. M. Lyles Co., utility contractor on the project. Tucked into Bill's fourwheel drive Jeep, we tackled some pretty rugged terrain to see areas which are yet to be developed.

Bill took special pride in the golf course, and told me that, in 1961, the total water pumpage for the Village was 30 million gallons. The new golf course alone used that much during the first six months of this year.

He pointed out the many trees throughout the property to illustrate how carefully planned the entire Village has been. Literally hundreds of trees were spared the crush of the bulldozer due either to their good location, or to their natural beauty.

Bill mentioned that residents of the Village can often see the missile firings at nearby Vandenberg Air Force Base, and he and Mr. Mackie both spoke of the magnificent sight of a night-firing.



With little help from mother nature, developers, workmen and engineers moved into the desert, planted trees, built homes and landscaped them as they desired. Thousands of persons visited Kern City, Calif. (below), during two days of open house. This retirement community has complete facilities for persons more than 50 years old.





This is the living room (right) of an award-winning four-bedroom home at Laguna Niguel. This model home overlooking the Pacific Coast was cited as one of the 20 best contemporary architecturally-designed homes constructed in the nation last year. The Sales Office at Laguna Niguel is shown above.



One of the problems overcome in planning and developing the Village was the absence of any municipal water or sewerage facilities. A private water system had to be provided, and the integrated sewage disposal plant is the largest ever constructed by a developer in California.

Vandenberg Village is an excellent example of the space-age diversification of a firm such as Utah Construction and Mining Co.—from constructing launching sites for missiles to providing home sites for missile men.

From Vandenberg Village, I drove across the Sierra Madre Mountains to the second of five scheduled stops—this one at Kern City, just outside Bakersfield. Here I met Kenneth A. Oylear, Resident Manager of the Ashe Water Company, which serves Kern City. After talking with Ken about the problems he has encountered, and overcome, in supplying water to a new community, we toured the area.

Kern City, developed by the Del E. Webb Corporation, is called an "active" retirement community. It is located in the rich lower San Joaquin Valley. Kern City is an exact replica of Del Webb's nationally-famous Sun City, Arizona, which contained 5000 residents on its second birthday—January 1, 1962, and which has been called "the town that changed America's viewpoint on retirement living."

Kern City is the first phase of a completely-planned city now building on 6000 acres as a result of a joint venture of the Del E. Webb Corporation and the Kern County Land Company forming the Stockdale Development Corporation.

Additional development is underway in Stockdale Industrial District, where two large firms have purchased sites, and in Stockdale Estates, where custom homes are being built on three sides of the picturesque Stockdale Country Club.

Land for Kern City expansion is virtually unlimited; 750 homes and apartments are planned for the first phase, which together with facilities represents a \$12,500.000 investment.

A feature attraction for visitors to Kern City and a true "key" to the success of Del Webb retirement communities for those 50 or older with no school-age children, is the elaborate community recreational and hobby facilities. Hub of this complex is a 700seat Town Hall, with dressing room and stage, complete kitchen, and men's and women's club rooms. Adjacent to the Town Hall is the Arts and Crafts Center with completely-equipped, separate rooms for woodworking, painting, jewelrymaking, lapidary work, ceramics, photography, leather work and sewing.

Sheltered on two sides by the Arts and Crafts Center and the Town Hall is a huge swimming pool, and a giant landscaped patio with Greek Theater. Located around the wide pool decking are dressing rooms, covered cabanas, and pool side furniture. Also located near these buildings are horseshoe, croquet and shuffleboard courts, and an archery range. Within the community is an agricultural center for growing prize flowers, vegetables and small crops.

Visitors to Kern City view six completely-furnished model homes, one and two-bedroom co-operative apartments, and the first nine holes of an 18-hole championship-length golf course, where residents play at a reduced fee.

All other recreational and hobby facilities are reserved exclusively for the use of residents, and it is estimated that the cost of these complete facilities will not exceed \$2 per month per person. Once Kern City's first increment of homes is complete, all recreational and community facilities, exclusive

Recreational facilities are plentiful in the cities planned for retired persons. One of the lounges in Palm City's recreation building is shown below. The center includes

of the golf course, will be donated to the residents. Sun City, Arizona's first unit has already accepted this multi-million-dollar gift from the Webb Corporation.

Homes in the city range from \$11,950 to \$17,550, and apartments from \$10,650 to \$15,550. Webb builders term the co-operative apartments "turn key" living, since they are maintenance-free—the perfect seasonal home for travelers.

Kern City offers paved streets, street lighting, sidewalks and driveways all installed. Every yard is landscaped and garbage containers are placed underground. Lots are included in home prices, and average 7000 square feet. Basic home prices also include attached carport, all utility facilities, central heating and cooling units, waste disposals, water heaters, built-in oven and range, tile flooring in every room, and other extras.

After a thorough tour of this unbelievably-complete retirement community, I thanked Ken Oylear, hopped in the car, and headed south to the next planned community on my itinerary—Diamond Bar, California.

There it was my pleasure to spend some time with Mr. Carlton "Pete" Peterson, amiable manager of the Diamond Bar Water Company. He eagerly talked of the past, present and future of Diamond Bar, which is seventh largest in area of 73 cities in Los Angeles County, and a project of Capital Company, the land development arm of Transamerica Corporation.

Located on 8000 acres (approximately 13 square miles) of scenic, rolling countryside in the East San Gabriel Valley in southeast Los Angeles County, Diamond Bar promises to be one of the most outstanding communities in Southern California—a planned commuity with an ultimate population of 75,000 or more.

The entire area is steeped in history. Almost 130 years ago, two California caballeros of Spanish blood received permission to lay claim to a beautiful valley east of El Monte and the Puente Hills. The then Governor Alvarado, in 1837, granted over 22,000 acres to the pair. This vast land holding enveloped the 8000 acres of today's Diamond Bar.

This era of ranchos prevailed only for fifteen years, after which the Spanish American ownership ended. The ranchos were then subdivided and offered for sale as farm acreage to newly-arrived Americans.

Capital Company, developers of Diamond Bar, is only the third owner of this vast property since the start of the present century. The two previous owners of the 1900's used the land for agricultural purposes and cattle-grazing.

The living areas of the community consist of single-family and multi-family residential zones, with schools, parks and playgrounds, and recreational facilities. Multifamily areas are, for the most

a 300-seat auditorium with dressing rooms, card rooms, covered patio and game rooms.





Each planned city has all the necessary facilities available for complete living within the community.

This completeness is exemplified by this modern shopping center at Vandenberg Village.

part, near commercial zones or where views and topography are important factors.

Commercial areas have been located after careful analysis of the street and highway system, the probable growth pattern and the shopping requirements of the population. The main commercial section is planned around a central core located at the intersection of two primary highways bisecting the community. This location is the exact center of town. The central area is a "captive" commercial district. Dependent upon the development within the Diamond Bar area for its economic justification. it cannot be fully developed until the population is established.

The aim of the developers is to create an interesting "village"type atmosphere enhanced by the backdrop of hills and bluffs, rather than a formal commercial area. Off-street parking and an efficient pattern of encircling roads will assure smooth traffic flow at all times.

Considerable emphasis has been placed in the community plan on public facilities such as golf courses, parks, major school and college sites and a community center.

High school sites have been selected in advance because of the strategic nature of their siting requirements in relation to the overall plan and the relatively-large acreage involved. Areas have also been set aside for parks and playgrounds for high school sites. Twenty-five to thirty elementary schools will be required to serve the planned population. Diamond Bar Water Company, a Private Investors Utility under Pete Peterson's capable management, is constructing a completelyadequate water system, of the latest design, for the capacity populace expected by 1970. Electricity, gas and telephone facilities are of the most modern design. Excellent drainage and sanitation systems are being completed, and the community has its own post office and daily school bus service.

As I drove southeast from Diamond Bar—headed for the fourth stop on my itinerary of planned communities—I could understand the enthusiasm of Pete Peterson; for, the future of Diamond Bar can be looked upon as nothing short of optimistic. With real estate values increasing at a fast pace, and as the community blossoms

These are some of the homes in Palm City.





into a fully-matured city, we can believe Pete's estimate that Diamond Bar may be destined to become the county's seventh largest city in population as well as in area.

Joining with the previous three communities I mentioned was my next stop—Laguna Niguel. Frankly, and about this time, I was certain that nothing could surprise me in this phenomenon of planned cities, until—I learned that, in the development of Laguna Niguel, an estimated 30 million cubic yards of sand, gravel, dirt and stone will be moved to provide over 170 miles of paved roads, over 10,000 residential lots, and industrial and commercial acreage.

The pictorial South Laguna coast, along with some eleven square miles of choice range prop-



This modern pumping station (below) serves the city of Diamond Bar. The one million dollar plant now can serve 2,000 homes with its 4,000,000 gallon steel reservoir. Water Company Manager C. J. "Pete" Peterson (right) talks to Diamond Bar General Manager Paul C. Grow.





The leisure-time activity of people is an important consideration for planned city builders—especially those building communities for the retired. The philosophy of

erty, is rapidly being transformed into a comprehensive, pre-planned community which will approach a total investment of over 400 million dollars.

Located in southeast Orange County, Laguna Niguel covers 7,102 acres, ranging from dramatic ocean-view property on the coast, through rolling hills and valleys, to the Santa Ana-San Diego Freeway. The property is approximately 20 miles from Santa Ana, 48 miles from downtown Los Angeles and 55 miles from San Diego. A divided four-lane highway will extend through Laguna Niguel and connect with the Santa Ana Freeway.

Many houses are completed or under construction, and the areas which have been initially opened— Monarch Bay and Niguel Terrace —are substantially occupied. The program for delivery of water to all of the property is now complete, with financing obtained and construction of aqueducts proceeding

Activity at Kern City often revolves around the Town Hall, where club rooms, electric kitchen, stage and auditorium with seating for 700, invites group participation.





active retirement includes plenty of things to do with busy hands and minds.

well in the hands of Card Construction Co. of Newport Beach.

The community will contain a wide selection of residential areas, including ocean and mountainview homesites, lakeview locations, country estates, golf course estates and low-rise garden apartments. In addition to the golf course, a beach club with over one thousand feet of sandy ocean frontage is another of the many recreational facilities to be incorporated into the community. In addition to the recreational environment within the community itself, Dana Point Small Boat Harbor, only two miles south, will ultimately offer 2000 boat slips.

Conveniently located throughout the community will be schools, churches, shopping centers, commercial centers and a civic center. Over 800 acres of land have been zoned for research and light industrial parks.

Sales of homes and lots have already exceeded \$3,000,000 including outright sales in Niguel Terrace and leaseholds in Monarch Bay.

One point which differentiates this development from the three previously mentioned is in the nature of land control. Lots in Monarch Bay are leased individually

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sional help is available for those who want to make

Woodworking, pottery making, swimming, and game facilities are provided at the cities for retirees. Profes-

for the construction of custom homes. Membership in the Monarch Bay Association is a prerequisite to home ownership. The Association maintains recreational facilities, common areas and entrance gates. All members of the Association are members of the Monarch Bay Club, which controls the beach club.

Lot prices in all of Niguel Terrace range from \$12,500 and custom homes start at \$40,000, including lot. Residents in Niguel Terrace can apply for membership in the Monarch Bay Club and El Niguel Country Club.

Careful control of these develments is maintained through deed restrictions and architectural supervision. All utilities in Monarch Bay and Niguel Terrace, including the television transmission system, have been installed underground to insure uncluttered ocean and mountain views.

The total utility installation throughout the property will exceed 600 miles in length—gas, water and sewer lines. In addition, there will be more than 300 miles underground of electric, telephone and television lines. Water storage capacity for 20 million gallons will be constructed to provide for demand fluctuations. There will be

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three sewage treatment plants spotted throughout the community.

The Laguna Niguel Corporation is a publicly-held entity. It was formed in 1959 with the sale of \$9 million worth of stock. Cabot, Cabot and Forbes Co. of Boston, nationally-known engineering and real estate development firm, is responsible for the master plan of the community.

Ivar O. Hanson, president of Cabot, Cabot and Forbes, is responsible for administration and direction of the Laguna Niguel development. The construction work is under the direction of Bill Beck, vice-president of Cabot, Cabot and Forbes, and Al Osterhues, of the same firm, is responsible for the vast engineering of the development.

Now—headed across the San Jacinto Mountains toward the Palm Springs area—I am certain the last stop on my trip, Palm City, can hold no surprise for me.

Yet, as I mentioned earlier in the story, you cannot possibly imagine Palm City unless you have been there—to see an entire community growing green and beautiful from

Shuffleboard court at Kern City.

jewelry, dishes or a coffee table.



the sands of the desert.

Palm City is located 16 miles southeast of Palm Springs, and two and one-half hours from Los Angeles. The master plan indicates that it will be a complete, selfcontained retirement community valued at \$30 million. Well-known Los Angeles builder, Nels Severin, is building 1800 moderately-priced homes and "own-your-own" apartments for senior citizens. Home ownership is available to anyone 50 years of age or over and home prices range from \$15,500 to \$17,250.

As in the case of the others, Palm City contains complete recreational facilities, including golf courses, and shopping center. A recreation hall has a 300-seat auditorium with stage and dressing rooms, kitchen and rest rooms. A covered breezeway separates the hall from another building which houses men's and women's card rooms and a smaller meeting room to accommodate 40 persons. At the rear of the recreation hall, a large covered patio overlooks the golf course, two huge swimming pools, and thermal pool.

The community includes a large medical-dental clinic, under the direction of noted geriatrician Dr. Lincoln Cromwell, and a completely equipped arts and crafts center.



Howard Compton checks a Mueller fire hydrant at Palm City, Calif. Mr. Compton is the city's Construction Superintendent. Below is part of the water plant at Kern City.





Mr. Severin mentioned that a Home Owners Association has been elected from among the residents to govern the new city.

Howard Compton, former Field Superintendent for Massey Construction Co. of Indio, California, was my tour guide in Palm City. Massey was charged with the installation of water services in the city. Howard has since taken the position of Construction Superintendent of Palm City. He succeeded Mr. William Secrest, the former Water Supervisor of Santa Ana. Plans for the water and sewer utilities were drawn by Mr. Philip Abrams, consulting engineer, Palm Springs.

My story trip completed, I headed back for my temporary home base—Los Angeles. As I drove there, and as I continued on to Decatur, Illinois and home, I wondered how in the world I could ever put into writing the nearlyunbelievable things I had seen on the trip.

What I did see was free enterprise on an impressive scale using men, muscle, money and master-plans to build cities from rock, from sand, and from forests —cities to house a flood of new people seeking employment opportunity, and cities to house retirees seeking their "place in the sun."

So many phases of the trip were unforgettable, but I shall long hear that simple, but powerful, sentence reverberating throughout the length and breadth of California: "BUILD ME A CITY!"

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The scenic entrance to Diamond Bar.



NELS SEVERIN Palm City Builder





This architect's sketch shows the proposed Mueller Co. plant being built at Brea, Calif. Due to the contour of the land the office (left) is at a slightly higher elevation

than the plant and warehouse. Both parts of the 170,000-square-foot building are single-story.

MUELLER CO. GROWS WITH WEST

Manufacturing Operations Move

From Los Angeles To Brea Where

Expansion Space Is Available

This booming growth pattern for California and the Southwest has increased the demands on Mueller Co.'s west coast operation beyond present capacities.

In order to meet the expanded needs of the area, Mueller Co. has announced plans for the construction of a new 170,000-square-foot office and plant in southern California.

Due to lack of space for expansion at its present site, Mueller Co. will move its entire operation from Los Angeles to Brea in Orange County.

Brea, a community of about 8,000 persons, is about 30 miles southeast of downtown Los Angeles.

Bids on the project were opened in Decatur the end of August and con-



The site for the new Mueller plant is about 15 miles from Pomona, 30 miles from Los Angeles and just off Highway 101, which is the main artery from Los Angeles to San Diego.

struction is expected to begin by mid-September. The tentative completion date is set for April, 1963.

To be located in a former 20acre orange grove, the new plant will include an iron and brass foundry, and provide facilities for the manufacturing of a wider line of Mueller products in the west.

In addition to its present line of steel tees, copper meter yokes, rough plumbing, brass ground key items and regular iron body stops, the California plant will manufacture fire hydrants and a limited line of gate valves.

The one-story main building will be 480 feet by 300 feet with about 10,000 of the 170,000 square feet being used for an air-conditioned office.

It will have a structural steel frame, precast concrete walls and a lightweight insulating concrete roof.

The iron foundry portion of the building will be 180 feet by 120 feet, with modern, clean electric furnaces. The present Los Angeles plant has no iron foundry facilities.

A 240-car parking lot for em-

ployees will be available along with a railroad siding and easy access for trucks.

Mueller Co. opened its west coast plant, a 150 by 190 foot building, at its present location in. Los Angeles in 1933. At that time it was in the center of acres and acres of open land, but in 15 years it was surrounded and had no room to expand.

According to Frank A. Speer, Vice President for Manufacturing, the growing markets in California and the southwest have increased the demand for Mueller products. "We soon will be unable to meet this demand in our present location so our only alternative is to relocate where we will have additional facilities," he said.

Mr. Speer said that the addition of the iron foundry and other facilities will ultimately mean a larger work force. Mueller now employs about 200 in Los Angeles.

The old facilities in Los Angeles are to be sold.

The St. Louis architect-engineering firm of Sverdrup & Parcel designed the building and prepared its plans.





In 1933 when Mueller Co. opened a plant in Los Angeles there was plenty of room for expansion (above). A few years later Mueller was surrounded by business and light industry as evidenced by the aerial view shown below.



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We wish to express our grateful appreciation to the officials of the five communities which comprise our feature story, "Build Me A City!".

The editor is also deeply indebted to Mueller Co. Sales Representatives Garnett A. "Bill" Smith and J. K. "Kenny" Potts for their invaluable aid in developing this material and bringing the issue to completion.

We sincerely hope you have enjoyed this special issue of the MUELLER RECORD. If there is someone to whom you wish to send a copy, please let us know. We will be most happy to oblige.

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