

MUELLER
Record

AUGUST • 1968



CORPUS CHRISTI

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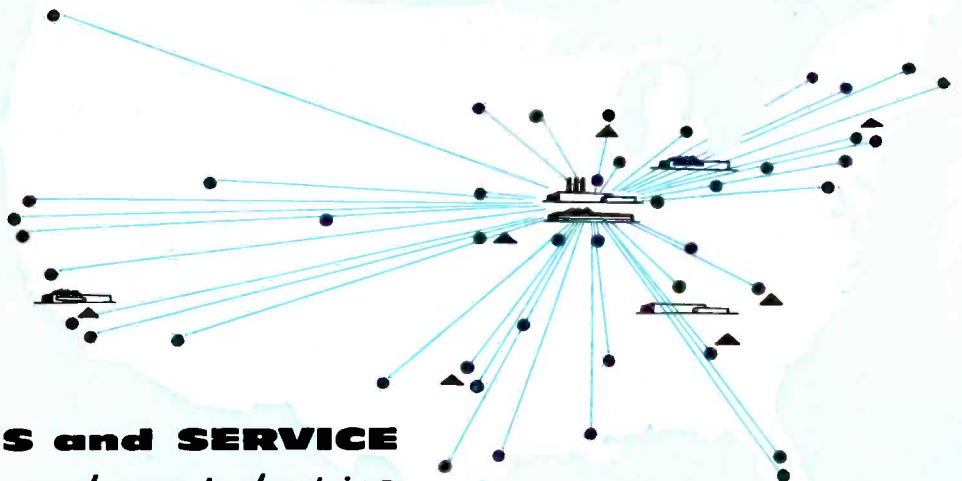
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Since 1857

Quality Products for the
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Industries

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CORPUS CHRISTI **365 Days For Work and Play**

In Corpus Christi, Texas, they tell the story about the tourist who came to this tropical coast of Texas and said, "I came here for the winter." With pride the local Texan replied, "I'm sorry, mister, but you won't find it here."

The 210,000 residents of Corpus Christi are justifiably proud of their city, but they also feel that it is overlooked by too many who are searching for a vacation spot. Some citizens call it the "Texas Version of Miami Beach." Others refer to it as the "Center of the Fun Coast" and a few go so far as to call it the "Most Beautiful City in the Hemisphere."

It has been said that some Texans are a little flamboyant and get carried away when singing the praises of the Lone Star State, but one resident of Corpus says, "We don't know any better." He amplifies this by adding, "We don't know any better, because there is none better."

What is there about this Texas city that makes it special as a tourist attraction? To some, it is the vast stretch of primitive beach formed by Mustang and Padre Islands that runs 130 miles from north of Corpus Christi to near the border of Mexico. Others prefer the surfing and fishing available in the Gulf of Mexico. Many like the temperate winter climates of this city which is about on the same latitude as Tampa, Florida, and south of San Diego, California.

The attractions and wide appeal of the area are reflected in population figures which show that Corpus Christi has grown from 10,500 in 1920 to about 210,000 estimated for 1968.

The city can support this many new people because it is a good place for industry as well. A busy, deep water seaport and many natural resources have caused such industries as American Smelting & Refining, Celanese Chemical Company, Coastal States Gas Producing Company, Corn Products Company, PPG Industries, Reynolds Metals, and Suntide Refining Corporation to invest millions in facilities in Corpus.

Corpus Christi claims to be the only city in America where the downtown business district leads directly onto the bayfront. Pleasure craft, sailboats, sight-seeing boats and charter boats vie for attention with the city's million-dollar shrimp fleet. A band shell, park-like surroundings and well-tended lawns, make the yacht basin and marina a place of beauty.



I LOVE THIS PICTURE IN COLOR

called "L" HEAD

A CALLED "T" HEAD

One of the most unique attractions in the Corpus Christi area is Padre Island, which recently was designated by Congress as a National Seashore. By becoming a unit of the National Park System, the area has been set aside so that it may be preserved and used by present and future generations in its unimpaired, natural state.

The National Seashore encompasses an uninhabited strip of coast 80 miles long and as wide as the island which varies from a few hundred yards to about three miles. This area encompassing some 133,000 acres, is the longest undeveloped and uncluttered beach remaining in the contiguous United States and Padre becomes the largest of the four National Seashores.

In addition to the National Seashore and Nueces County Park, there are areas of Padre Island which are under development by private companies. Motels have been built on both ends of the island and a fishing pier, shops and commercial establishments provide allure to visitors.

PRIVATE INVESTORS

While most of the island is devoted to pure recreation, private developers have a master plan for about 5,000 acres which will accommodate permanent or vacation residences for as many as 45,000 people. The causeway which links the island with the mainland is only a 30-minute drive from downtown Corpus Christi, thus enhancing the island's appeal as a site for permanent residents.

An indication of the popularity of Padre Island is found in the statistic that in 1966, 418,000 cars went over the causeway. Unquestionably, this traffic will increase as more swimmers, surfers, sunbathers, campers, fishermen and treasure hunters "discover" Padre Island.

Historically, Padre Island was the domain of the savage, cannibalistic Karankawan Indians when the first Spanish fleet sailed near the beach in 1519. Down through the years its expanses invited little permanent settlement until about 1800 when the Spanish priest Padre Nicolas Balli, for whom the island takes its name, obtained sovereign right to the island. Many areas of the island probably have never been visited to this day. Roads are being built in some areas, but the packed sands at the water's edge still carry most of the traffic.

While the waters of the Gulf of Mexico play an important part in the development of the "Fun Coast", these same waters make another big contribution to the economy of Corpus Christi, which has become an international seaport. Shipments of bulk commodities in and out of Corpus Christi by water have been, and will probably continue to be, important to the growth of the area.

The port's 400 foot wide and 40 foot deep channel leads to docks and warehouses which have facilities for handling grain, oil, petrochemicals, molasses, sugar and cement which are shipped to, or received from, many parts of the world. The Port of Corpus Christi is among the top 10 in the nation in the number of tons handled.

Although the waters of the Gulf of Mexico do much to attract industry and vacationers to Corpus Christi, it is the water supply furnished the residents by the City of Corpus Christi that is important to sustaining these two areas that are so essential to the city's economy.

The City of Corpus Christi supplies water to more than 50,000 accounts inside the city limits and to 14 other communities. Some of these communities have their own distribution system and merely buy the treated water from the city.

Industry uses both treated and untreated water and three transmission lines are needed to carry raw water to some of the major plants. Reynolds Metals, as an example, requires a 24-inch main to carry its daily average requirement of five million gallons.

GROWING DEMANDS

The City Water Department has had to work hard and efficiently to keep ahead of growing demands. The most pressing needs of the city are for additional arterial and transmission mains to serve the southern part of the city and for more treated water storage. In addition, long-range planning has been done to identify other sources of water supply.

Forecasts of future water requirements of the area indicate that demand will exceed the guaranteed yield of Lake Corpus Christi by 1980. In cooperation with the Area Development Committee's recommendation, the city engaged the U. S. Bureau of Reclamation to survey the Lower Nueces River basin to determine a



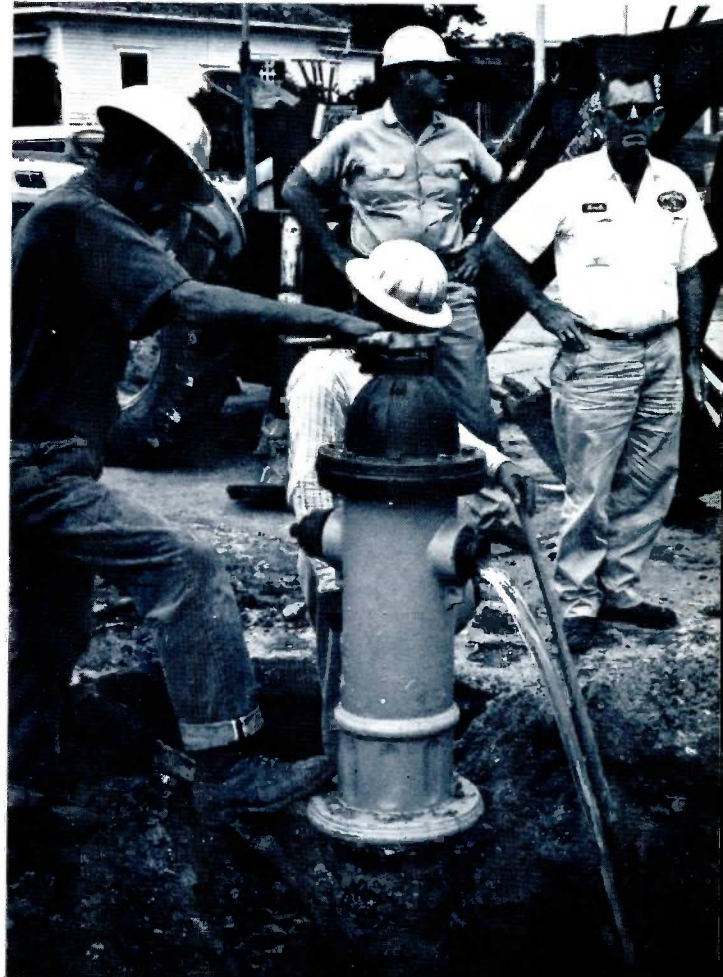
WIDE PORT
FREE TRADE BUSINESS



The Port of Corpus Christi, a publicly-owned and managed complete water facility, serves as the deep-water port for a wide area of south Texas and northern Mexico. Here you may see ships from far-flung lands of the world unloading and taking on cargo.

Corpus Christi has Gulf water for fun, deep water for industry and pure water for all. In this photo, workmen relocate a fire hydrant as part of the work on a highway expansion.

There are about 130 miles of the finest beaches in the world available to Corpus Christi visitors and residents. The Gulf of Mexico, Padre and Mustang Islands and warm weather make the beach a year-around attraction.





John Cunningham, now 78 years old, recently completed 50 years with the city water system. He served as superintendent for many years, and today he continues as production superintendent in charge of supply.



City Purchasing Agent Jack Ponton (above) looks up from his desk to greet a sales representative, while in the lower photo, Superintendent Atlee Cunningham (right) discusses gate valves with Mueller District Sales Manager Dick Kitchen (left) and Sales Representative Ray Roarick.



feasible location for a new reservoir to supplement Lake Corpus Christi. After a field survey, the Bureau recommended a 700,000 acre-foot site at Choke Canyon on the Frio River, which is upstream from Lake Corpus Christi.

The City of Corpus Christi developed its first permanent water supply in 1893 when a pumping station was constructed on the Nueces River some 16 miles west of the city. Raw water used by the city and the immediate area is impounded in Lake Corpus Christi, which is formed by the Wesley Seale dam, completed in 1958. This reservoir has a capacity of about 304,000 acre-feet and its water is transported to the treatment plants through some 35 miles of natural river channel.

The peak demand last year was 88 million gallons a day (mgd) slightly over the rated treatment capacity of 81 (mgd) of the city's two treatment plants. The Cunningham Filter Plant was named, in 1955, by the city council in honor of John Cunningham in recognition of his many years of service and dedication to the water department.

John Cunningham, now 78 years old, celebrated 50 years with the city water system in 1967, and is currently production superintendent in charge of supply.

He is recognized as one of the leaders in the field of water supply and distribution in Texas and certainly

one of the senior members of the area water industry. He says one of the most important events in water supply in Texas was the introduction in 1920 of the short school sponsored by Texas A&M and the Texas Water and Sewage Works Association. He remarks that the water industry "stayed too old style, too long" and that the school was an important breakthrough toward finding new and better ways to do things. Mr. Cunningham was one of 11 members of the first school class honored recently by the Texas Water and Sewage Works Association.

After 50 years in the industry, Mr. Cunningham says that it has been an interesting life, but "you must be dedicated and you must be right. The product *must* be good," he adds.

John Cunningham stepped down as water superintendent in 1955 and was succeeded by his son Atlee. The younger Mr. Cunningham joined the City of Corpus Christi in 1937, following his graduation from Texas A&M. Last year he served as chairman of the Southwest Section of the American Water Works Association, and has been recognized as a leader in the industry for many years.

Corpus Christi has Gulf water for fun, deep water for industry and pure water for all. With this abundance of water and sunshine, complete educational and cultural attractions, expanding industrial and retail markets, who can dispute the Corpus Christi resident who says, "We don't know any better, because there is none better."

125# C.I.
A.W.A.



MUELLER RECORD

PRICE BUYING

Reprinted by special permission from the August, 1967 issue of "Water and Wastes Engineering."

HE WHO BUYS PRICE cheats himself on both quality and service. This idea is neither new nor original, but it bears frequent repetition. A century ago, John Ruskin said, "There is hardly anything in the world that some men cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

Ruskin also wrote: "It is unwise to pay too much . . . but it's worse to pay too little . . . If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that you will have enough to pay for something better."

This cogent philosophy bears repeating now because government has an increasing role in the field of water resources, because the doctrine of low-bid acceptance is still with us, and because there is a continuing inflationary aspect to our whole economy. Let us examine these points further.

Government's role. The passage of federal pollution control legislation in 1965 and 1966, increased federal aid monies, and scheduled federal approval of state water quality standards all presage a growing role and influence of government in the future of this field. Governmental pressure on communities to install water and wastewater facilities may result in incomplete plans, poorly drawn specifications, and purchasing on a price basis "to save money."

The low bid. Historically, the philosophy of municipal purchasing restrictions with competitive bidding and low-bid acceptance was intended to protect public funds from errant public officials. The low-bid acceptance philosophy does not necessarily ensure against chicanery or graft. Moreover, this doctrine may lead directly to buying for price not value. Specifications by designers may be over-ridden, and the buyer will "get what he pays for"—shoddy merchandise.

Inflation. With the steady erosion of the purchasing power of the dollar, municipal officials understandably want to "get the most for their money." This attitude also may lead to acceptance of a low-bid because it will allow the purchase of more facilities or equipment, even though the equipment may fail to meet specifications. Such practice does not ensure that the facilities and equipment will be of top value or best quality.

The ultimate objective of adequate water supply and effective pollution control requires the highest quality in facilities and equipment. The best quality is obtained from sound, explicit, and complete engineering specifications, from the acceptance by municipal officials of engineers' bid evaluations, from manufacturers offering equipment that fully meets the specifications at reasonable prices, and from avoidance of buying "solely for price." And the last of these is *not* the least important!

GEORGE E. SYMONS, Ph.D.
Editor



Illinois is celebrating its Sesquicentennial this year, and even though the state is 150 years old, it is as modern and current as this 140-ton sculpture by Pablo Picasso. Perhaps this work symbolizes the progress and advances made by Chicago and Illinois since the state's establishment in 1818. The lower illustration is a reproduction of a painting commissioned by Illinois Bell Telephone, showing the early exploration by Father Marquette and Louis Jolliet.



On December 3, 1818—with \$183.20 in the treasury—Illinois became this nation's 21st state. In spite of this shaky fiscal situation Illinois has matured in 150 years and is known as a rich and progressive state. Its 11 million residents have much to celebrate during their Sesquicentennial Year.

Today, Illinois is rich in heritage and resources. Wealthy as a center of learning and of the arts. Prospering as a manufacturing and farming state.

The strength of Illinois' economy is directly related to its diversification. No other state ranks as high in so many areas of economic activity: Illinois is third in agriculture, fourth in manufacturing, third in retail sales, third in wholesale sales, third in banking, eighth in mineral production and first in transportation.

Illinois leads the nation in exports with an annual total of more than \$2 billion. The vast shipments of manufactured goods and farm products come from all parts of the state and this activity prompts former Governor Otto Kerner to say, "We are becoming the most international of states."

In spite of all its economic successes, Illinois, like the United States, is not without its social problems.



This impressive structure in Vandalia was the State House for Illinois from 1820 to 1839. The statue at the left is the "Madonna of the Trail" which was dedicated to the pioneer mothers who endured the hazards of the covered wagon days.



Abraham Lincoln is Illinois' best-known citizen. He spent years practicing law, serving as a legislator and working in Illinois. Following his assassination, he was returned to Illinois to be buried in this tomb near Springfield.

Inevitably, the problems besetting other parts of the country also afflict Illinois. Poor people flock to cities, seeking better ways of life. Middle-class families move to suburbs and small farmers are leaving the land for other ways of livelihood. Rural and urban interests deadlock in the Legislature. Long-depressed southern counties struggle to overcome poverty nearly as acute as that of Appalachia.

Due to having problems common to the entire country, and also because of its successes, Illinois has been called "the United States in miniature."

Illinois, consistent with the pattern for the entire nation, has been populated predominantly by a diversity of European stocks. The first Europeans to visit the region were probably the French Priest Jacques Marquette, a Jesuit, and Louis Jolliet, an explorer. In their explorations beginning in 1673 they, among other travels, ascended the Illinois River and crossed the portage to Lake Michigan. Father Marquette in 1675 founded a mission at the Indian town of Kaskaskia on the Mississippi south of East St. Louis. French trading posts and missions were established and in 1717, Illinois became part of the French colony of Louisiana. By 1763, however, Illinois

as part of the French territory was ceded to Great Britain after the French and Indian War. By 1769 migratory streams from the east, mainly from Virginia, reached Illinois. With the capture of Kaskaskia by George Rogers Clark's forces during the Revolutionary War, Illinois' area became a county of Virginia. By 1783, it became part of the United States, under the treaty which ended the Revolutionary War. As part of the United States, Illinois became the goal both of increasing streams of migrants from the Atlantic Seaboard and of immigrants from abroad.

By 1818, the growth of settlements in southern Illinois had brought the population to more than 40,000. Conscious at this early date of the potential wealth and prosperity of their land, the people agitated for statehood, although technically a larger population was required.

A last-minute adjustment in the boundary of the state, moving it 41 miles north, added 8,000 square miles and a few people. This addition contained a strip of land that now is the site of Chicago—a metropolitan area that provides homes and jobs for about three-fifths of Illinois' 11 million residents.

This town that "happened" to become a part of Illinois is now called the "Capital of the Midwest" and is listed as the nation's second largest city.

Chicago claims many firsts.

Its O'Hare Field is called the world's busiest airport.

Chicago is the nation's No. 1 convention host. Its location and facilities make it appealing to millions of conventioners each year.

Metropolitan Chicago produces more steel than any other area in the world, and more machinery.

Chicago is called the world's greatest inland port. Why? Because North America's two major waterways meet here: the Mississippi River system—via the Illinois Waterway—and the St. Lawrence Seaway-Great Lakes route.

Chicago has The Loop, Rush Street, Old Town, Michigan Avenue and State Street. How Chicago has changed! Less than three centuries ago Indians roamed here, and She-kag-ong or Chicago (meaning onion) was a swamp.

Chicago may be the biggest, but it is certainly not the only part of Illi-

nois. This enduring state stretches nearly 400 miles long, and a bit more than 200 miles wide at its widest spot, its northern most point lies north of Boston; at the bottom, south of Norfolk, Virginia. About 85 per cent of Illinois is farmland, and 40 different crops grow in it, including more soybeans than in any other state.

Illinois is much more than Chicago. It is the heavy equipment manufacturing in Moline and Peoria. The grain processing in Decatur. Machine tools from Rockford. It is university life in Champaign-Urbana and Carbondale, and the State Fair in Springfield.

There are places like Kaskaskia, Vandalia and Shawneetown. These

are towns which played important roles in the early Illinois, but many have not maintained as great a growth rate as other areas because of the influence of nature or new demands on the part of state's citizenry.

Equally prominent in the state's history are the names of Abraham Lincoln, Stephen A. Douglas, Ulysses S.

Mueller Co. Has Grown With Illinois

Mueller Co. is the oldest industry in Decatur and since its simple beginnings in 1857, the company has grown and prospered with Illinois.

When Mueller Co. founder Hieronymus Mueller came to Illinois from Germany in 1853, the state was still in its embryonic stage and only about 850,000 people had settled in it. Mr. Mueller lived in northern Illinois for about four years and then moved to Decatur.

Decatur didn't get on its feet until 1830 so when Mr. Mueller arrived in 1857, it was still a struggling village



Mueller Co. founder Hieronymus Mueller.

and a man possessing his mechanical skills was welcomed. He opened business as a gunsmith, but with the machinist skill he had acquired in Germany his business expanded to include work on clocks, locks, bicycles and anything else that required mechanical know-how.

While Mr. Mueller was getting started in Illinois, history books record other events that were occurring during the same period. In 1856, a relatively unknown legislator named Abraham Lincoln was helping to organize the Republican Party in Illinois.



Mueller Co. was an early citizen of Illinois, beginning business as a gun shop in Decatur in 1857.

In 1858, Stephen A. Douglas defeated Lincoln for the U. S. Senate, a defeat that followed the famous Lincoln-Douglas debates.

In 1871, Chicago and Illinois suffered a tragedy as the great Chicago fire killed about 300 and destroyed about 3½ square miles in the heart of the city. The same year, Decatur was establishing its first water system and Mr. Mueller was named city plumber.

This appointment led to the invention of the drilling and tapping machine that allowed a workman to connect a new water service without loss of water and without a need to shut off a main to make a connection. His early engineering concepts have been maintained in Mueller drilling and tapping machines, but they have been continually improved as new materials and new methods have become available.

Once the drilling and tapping machine was put into use, Mr. Mueller turned toward improving the corporation stops he had to use, and he was not satisfied until he began producing them himself in the 1880s.

In 1895 the first race between self-propelled vehicles ever run in America

Grant and Adlai Stevenson. Lincoln was not a native son of Illinois, but he came to the state as a young man. It was in Illinois that he started practicing law, entered politics and was finally buried.

Although Illinois has become a major manufacturing state and large in numbers of people, it has not lost

some of its small community charm. Each year there are literally hundreds of county fairs and such celebrations as the selection of the Illinois Fruit Queen, the "Burgoo Bash" in Morgan County and Kewanee's "Poker Parade" highlighting the "Hog Capital Barbeque Festival" and attracting fun-seekers from every direction.

This year, Illinois' Sesquicentennial Year, promises to be a 52-week celebration as the state's citizens remember all of the things that have occurred and been done to make Illinois great. As they celebrate the past, however, all citizens of Illinois are thinking of the future.



In 1871 Mr. Mueller was named city plumber for Decatur and his inventive mind began working on an improved method for making service connections. The old drive stop method of making a tap (above) was tricky and uncertain until Mr. Mueller produced his drilling and tapping machine.

took place in Chicago and the winner of that historic event was a Benz motor wagon imported, and improved by Hieronymus Mueller. The Mueller machine started as a Benz, but by the time Mr. Mueller finished his modifications and innovations there was little on it that was not his.

The next year in Illinois, William Jennings Bryan was nominated at the Democratic National Convention in Chicago and in October Mr. Bryan received his first auto ride as Mr. Mueller met him at the Decatur depot in his motor wagon.

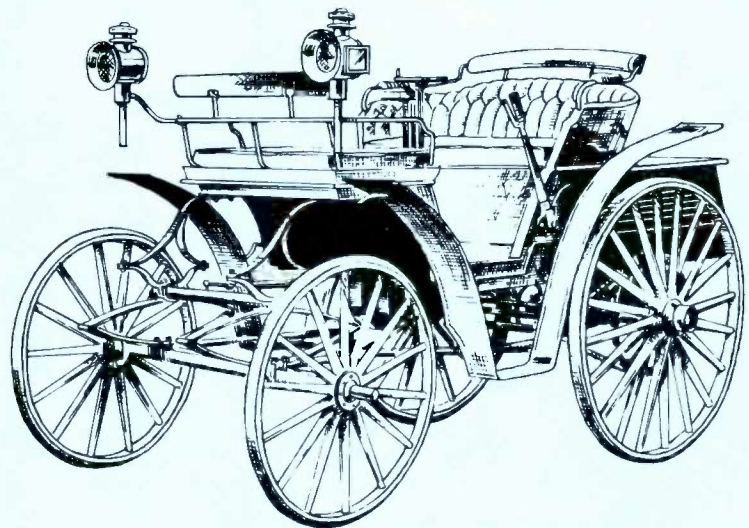
Illinois had grown to more than 4,800,000 by 1900 and the main channel of the Chicago to Lockport canal was open. That same year, Mr. Mueller was fatally burned while he was working on his auto.

In 1912, Mueller Co. spread beyond the confines of Illinois and the United States. The foresight of the sons of Mr. Mueller told them that there would be a demand for their products in Canada and in 1912, Mueller Limited was started in Sarnia, Ontario. That was also the year that William Howard Taft was nominated by the Republicans at their convention in Chicago.

Chicago celebrated its centennial with a century of Progress International Exposition in 1933. That same year, Henry Horner was inaugurated governor, a minimum wage standard for women and minors was passed in the legislature, the Illinois Waterway was officially completed and Mueller Co. made two major expansions.

During this year, Mueller Co. purchased the Columbian Iron Works in Chattanooga, Tennessee, and the company began manufacturing fire hydrants and gate valves. While the company was negotiating the purchase in Chattanooga, planning was being done for the construction of a west coast plant which was first located in Los Angeles.

In 1957, Mueller Co. celebrated its centennial year in Illinois. Mueller Co. and Illinois have come of age together. The company is proud to have been a part of Illinois for so many years, and we take pride in the state's success. We celebrate because at Mueller Co. we feel that we have contributed to the state's greatness.



The Mueller-Benz auto ran in the first race between self-propelled vehicles ever run in America.

REFLECTIONS ON WATER

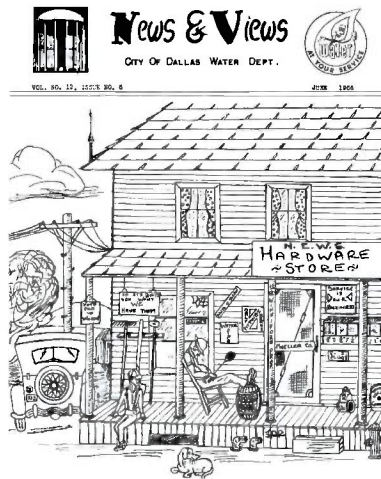
THE "WOULD YOU BELIEVE" DEPARTMENT

What is yellow, weighs at least 150 pounds, made of cast iron and found in a home? A heavy banana, you say? Wrong! It's a fire hydrant. It is the upper barrel and bonnet of a hydrant to be more specific. Detectives in Davenport, Iowa, recently searched a home for stolen goods and

found many interesting items. The police had to call a wrecker truck to help them remove such "collector" items as the hydrant, an auto transmission, and a 500-pound concrete figurine. These "collectors" apparently had appreciation for the best things because the upper barrel and bonnet of the hydrant they "selected" were "MUELLER."

DALLAS WATER DEPT. HAS N.E.W.S. HARDWARE

News & Views published for and by the employees of the Dallas Water Department has a cover showing an old-time country hardware store which specializes in pipe, fittings and equipment for the "man in the ditch." The sign in the middle of the screen door reads: "Mueller Co." Thanks for the free plug (I think). According to the paper's masthead *NEWS AND VIEWS*, a chatty, informal sheet, is published by Ram Shackel.



AWWA COMMEMORATES FOUNDING IN 1881

The American Water Works Association recently held ceremonies at Washington University in St. Louis to commemorate the founding of the organization in 1881 and to recognize the 22 leaders in the industry who started it. The university was presented with a bronze plaque indicating the site and date of the historic event which will be permanently mounted at the university's School of Engineering, Urbauer Hall.

On March 29, 1881, when there were fewer than 1,000 public water supplies and but a few rudimentary water treatment plants in the United States, 22 men gathered in Engineers Hall at Washington University in St. Louis, Missouri, to organize an "American Water Works Association." The purpose of the organization, as stated in the preamble to its first constitution adopted on March 30, 1881, was "for the exchange of information pertaining to the management of water works, for the mutual advancement of consumers and water companies, and for the purpose of securing economy and uniformity in the operation of water works."

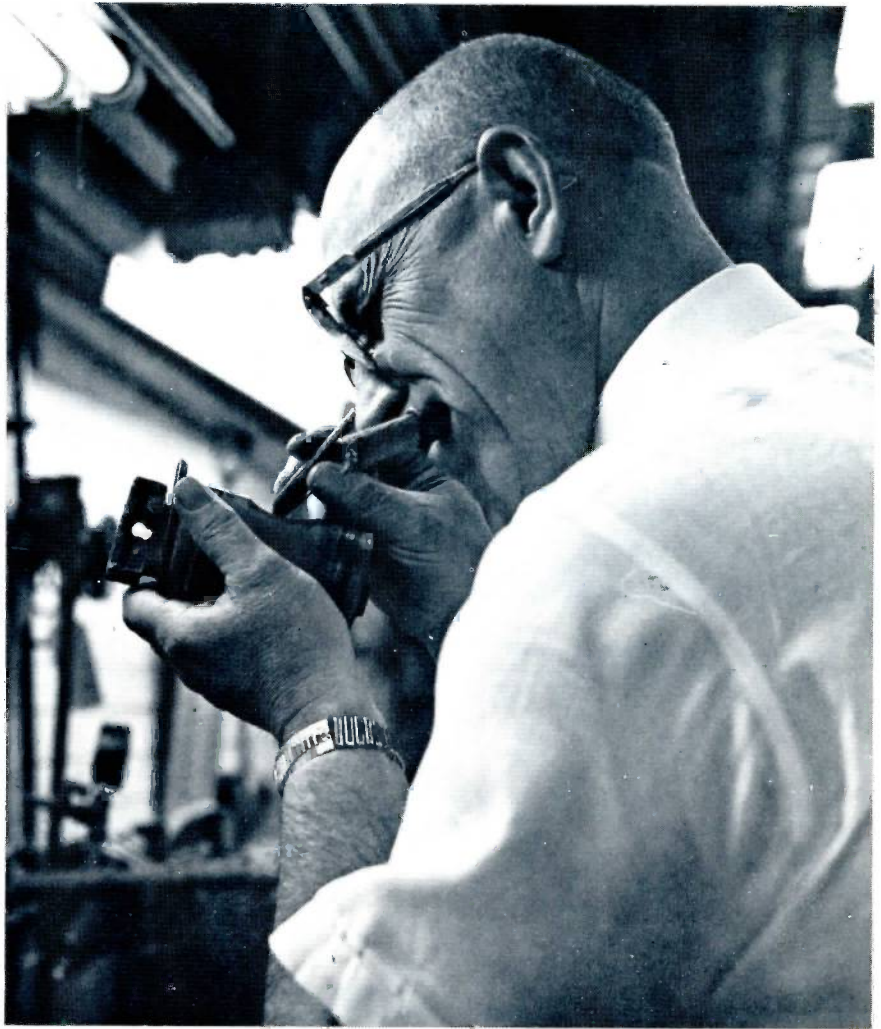
MUELLER MACHINES GOING TO BRAZIL

Brazilian engineers Luiz Alberto do Rego Monteiro (left) and Carlos Alberto Cardoso Castelo Branco spent about a week in Mueller Co.'s plants in Decatur, familiarizing themselves with a number of Mueller machines, equipment and methods. Their stop at Mueller Co. was part of an extended trip to the United States which took them to a number of large water utilities and companies. The men were learning more about U.S. methods of water distribution and equipment manufacturing. They came to Mueller Co. specifically to learn about machines, since the company they represent has purchased a number of Mueller B-100 and A-2 drilling and tapping machines, E-4 and CC-25 drilling machines, related tools, service fittings and corporation stops. These Mueller products will be used by Companhia Estadual de Aguas da Guanabara (CEDAG) for water distribution in Rio de Janeiro, a city of more than three million.

NEW "O" RINGS RESTORE VALVE AFTER 110,000 CYCLES

The testing and examination of products are perpetual programs in Mueller Co.'s Engineering Division and they don't stop once a product goes on the market or once it has been widely accepted for some time. A recent example of this involves a 1½-inch *Oriseal*® valve that was subjected to heavy and constant use for many months in Frankfort, Kentucky. The valve was used on a line controlling water which was purchased and hauled to farms in the area. According to Frankfort Water Superintendent Floyd Hahn's records, about 50 million gallons of water flowed through the valve. The water was metered and there were two cycles of the valve each time 500 gallons were sold, making a minimum of 110,000 cycles for the valve. After this very extensive usage, far greater than the use it would receive in most installations, it developed a small leak. The valve probably could have been repaired by the customer and returned to use, but Mueller Sales Representative Bob Cope felt this exceptional record deserved recognition and he obtained the valve and returned it to the Engineering Division for examination. Each bit of information obtained through such opportunities gives Mueller engineers more information and adds to their broad technical background.

The first tests of the valve included pressure and turning torque checks at different pressure levels in the condition the valve was received. It was then torn down, checked for wear and then re-assembled with new "O" rings added. The valve was put through the previous series of tests and no leaks developed. The engineering report indicated that the valve could be returned to its former use and probably could function like a new one. The *Oriseal* passed this high usage test with high marks, further proving the dependability of this valve.



In the upper photo, Mueller Co.'s Manager of Quality Control Elmer Fawley takes a close look at the key port of an ORISEAL valve that recently finished 110,000 cycles at Frankfort, Kentucky. In the lower photo, Carl Floren, group project engineer, and William L. Hauffe (right), senior project engineer, examine the part for unusual wear.





A convention or conference gives many people an opportunity to hear and to talk to the leaders of their broad respective industries. In other cases, a

subject is of limited interest (above) but meetings provide these specialists with the opportunities to exchange ideas with those in their narrow fields.

CONVENTIONAL CONVENTIONS

"How was your vacation?" the water superintendent was asked upon his return after a week's absence from the office.

"I wasn't on vacation. I was at a convention," he replies to his questioner, who knows exactly where his superintendent has been.

"Oh", his associate says, "did you have a good time?"

This conversation typifies the impressions many people have of "conventions" today. Perhaps they only remember an American Legion Convention shortly after World War I!

Nowadays, the "get-together" may be called a conference, a convention, or an annual meeting, but its emphasis is on information and knowledge rather than fun and games. The demands of business and industry dictate the requirements and philosophies behind business sessions today. The attitudes and atmosphere of today's convention tell you that powerful forces are at work. Technological upheavals, keen competition, government controls

and complex new tools of the trade, compel attendance and attention at the meetings. The days when the boss and some of his staff went to a trade convention for an expense-paid "holiday" are long gone.

The technical program of the 1968 AWWA meeting in Cleveland is a good example of the serious tone that prevails. Such timely topics as "What Has Been The Trend In Water Rates And What Is Its Significance?" or "What Is The Place Of Federal Grants And Loans In The Financing Picture?" are important to every water works manager and an answer, a warning, or one useful application of an idea gained at a single session could more than cover the cost of an individual's attendance at the entire meeting.

An idea projected this year may not be immediately applicable. However, it may be tucked away in the mind of a water distribution manager and, in future years, may provide the solution to what otherwise could have been a costly problem.



The exhibit area of any convention is important and popular—both to the conferees and manufacturers. Here is the place to see new products, meet old friends and to discuss problems and ideas.

Mueller District Sales Manager Dick Kitchen (left) demonstrates a specific point on a Mueller MARK II ORISEAL® valve.

Listening, Looking & Learning

Certainly there is more to a convention than the technical sessions, and chances for pleasant times are abundant. There are plenty of opportunities for "bull sessions" in a manufacturer's suite, a dining room, hotel lobby or at an exhibit booth. These free exchanges of ideas, discussions of mutual problems and discovery of possible solutions are of immeasurable value—both to the supplier and to the purchaser.

It helps the mental attitude of a man to find out that he is not the *only* person with problems of supply or equipment! Sometimes he comes away with the knowledge that *his* city council is more tolerant than those of others in his field. From conversations with others, a superintendent may realize that he is doing a darn good job for his community, or that his city manager isn't nearly as miserly as he imagined. With such motivations as these, the conferee may be eager to get back to the job, to work a little harder, and to implement some of the innovations he has seen and heard at the conven-

tion. Rewards such as these cannot be measured in dollars, but they are real.

For a manufacturer like Mueller Co., a major convention means many things too—with most of the rewards as intangible as those of the conferee.

The Mueller budget for this year contains an expenditure figure for each of 120 national, regional and local meetings, aggregating a substantial cost to the company. The costs to a company are real. You know that you spend "X" number of dollars for a new booth or exhibit space, and that people work long hours preparing material and exhibits for shows, but how do you relate these costs to the return—in new ideas, or in greeting old friends.

The office manager of the water department can tell exactly how much it costs the system to send a man to a meeting but the value of this experience there can't be figured. The same holds for an exhibitor. What is the actual worth of a friendly handshake or the renewal of a long friendship that has been built up between



customer and supplier during annual meetings for many years?

Perhaps an idea casually mentioned to an engineer or salesman at the exhibit booth will be the beginning of a new product that has great potential. A few words of explanation from a company president can perhaps extend the patience of a customer when deliveries are delayed—an opportunity to meet and chat that would probably never occur without the occasion of a convention.

Convention activity may mean new business at a later date. Months after a convention a distribution superintendent may decide he needs a particular piece of equipment to do a job or an item to improve his system. He remembers that such an item was displayed at the exhibit center and he calls the local representative to learn more about it and to try it. A new order is written due to convention work—but few realize it.

Conventions mean long hours manning exhibits and working as hosts in hospitality rooms but manufacturers welcome the opportunity to see hundreds of friends and customers during a relatively short period of time. In addition, exhibitors play an important part in the success of each major meeting, and their contributions are invaluable.

For the exhibitor and the conferee alike, the convention means work for those who gain from it. A convention is no vacation and it is not designed for fun, but it certainly can be pleasant and rewarding.



A fire hydrant is the center of the discussion here at the recent AWWA Conference in Cleveland. From left, are: Kenneth J. Carl, American Insurance Association; J. S. Slicer, Factory Mutual Engineering Division; Miles R. Suchomel, Underwriters Laboratory; Senior Project Engineer for Mueller Co. in Chattanooga, R. L. Rhodes, and J. J. Smith, chief products engineer for Mueller Co. in Decatur.



Mueller Sales Representative Bill Augustine (right) points out a feature of a Mueller compression connection to a conferee at Cleveland.



The "Mueller Room" at conventions has gained a fine reputation for its buffet and its warm welcome for the wives and families as well as the conferees.



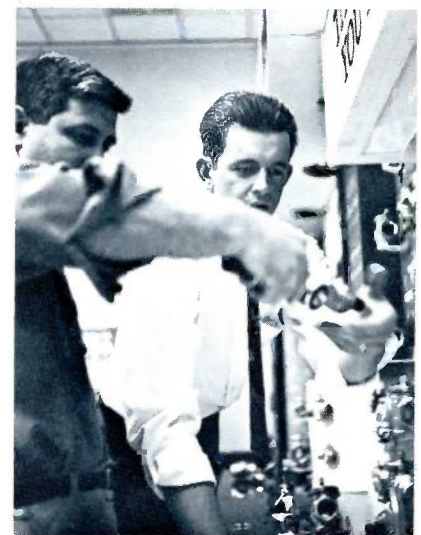
for an exhibit to be ready for a convention (above),
it takes work by many people (below) !



Model Shop Machinist Ray Larus makes a cutaway model of a corporation stop that will be mounted on the Mueller display.



Dick Curtis (left) of the Advertising and Sales Promotion Department works with Mueller carpenter Bill Willis as they mount a new product.



Sales Promotion Technical Assistant Bob Maxwell and Willis set up the exhibit and check hundreds of details before it is shipped to a meeting.

your water works may be the most effective system ever devised!

Your grid system of water mains and service piping may be as modern as tomorrow — and can still be as effective generations from now!

From the water's source to its final point of use . . . it is gathered, held, processed, transported and delivered in one continuous, never-ending operation. In this complex system many critical control points are buried underground — once

in place, each is costly and difficult to repair or replace. This is one of the important reasons Mueller Co. continues to build long-lasting qualities of dependability into every Mueller water product . . .

This is why Mueller products will be providing effective control for your water system for generations to come.

MUELLER CO. / DECATUR, ILL.

FACTORIES AT: DECATUR, CHATTANOOGA, BREA (LOS ANGELES), MUELLER, LIMITED, SARNIA, CANADA

servicing the water and gas industries since 1857

W-618

The advertisement features a collection of various water utility components, each labeled with its name in blue text. The components are arranged in a grid-like fashion above an aerial photograph of a city's water distribution system. The components include:

- GATE VALVES**: Large industrial valves.
- HYDRANTS**: Fire hydrants with side outlets.
- CORPORATION STOPS**: Valves used for isolating sections of a water main.
- CURB VALVES**: Valves located at the curb for service connections.
- METER STOPS**: Valves used to isolate water meters.
- SERVICE CLAMPS**: Devices used to clamp onto pipes for service.
- REPAIR CLAMPS**: Clamps used for emergency pipe repairs.
- INSERTING VALVES**: Valves used to insert a new section of pipe into an existing line.
- TAPPING SLEEVES AND VALVES**: Components used to tap a new service line from an existing main.
- DRILLING AND TAPPING MACHINES**: Specialized equipment for creating new service connections.
- VALVE BOXES**: Enclosures for valves located underground.
- CURB BOXES**: Enclosures for curb valves.
- SERVICE FITTINGS**: Various fittings used in water service lines.
- CUT-IN SLEEVES AND VALVES**: Components used to cut into an existing pipe to install a new valve.
- UNDERWRITER GATE VALVES**: Large valves used for controlling flow in major lines.
- UNDERWRITER HYDRANTS**: Fire hydrants with a distinctive design.
- INDICATOR POSTS**: Posts used to mark the location of underground valves.

The bottom half of the advertisement is an aerial photograph showing a dense network of water mains and service pipes laid out in a grid pattern over a residential neighborhood with houses and streets.

R.V. THOMPSON
SHELL OIL CO
Box 2102
Woods River, Ill

Strictly

Off the Record

The customs man poked through an old gentleman's luggage and located a flask of whiskey.

"I thought you said you had nothing but clothes in here," the inspector said.

"I did, and it's true," the old gent replied. "That, sir, is my nightcap."

* * *

"Mom, you have an awful good stomach, haven't you?"

"Why do you ask such a question, dear?"

"I heard Daddy telling his secretary that you swallow everything he hands you."

* * *

Triumphant father to mother, watching his teenage son mow the lawn: "I told him I lost the car keys in the grass."

* * *

The president of an advertising agency made one of his infrequent excursions into the mail room and discovered a lone youngster sitting with his feet up on a table reading a newspaper. The president became livid. "Young man," he bellowed, "how much do you make a week?"

The lad appeared somewhat startled but replied: "Seventy dollars."

The president reached into his pocket, peeled seven ten-dollar bills from his bankroll and handed them to the boy, saying, "Out! And don't come back!"

Not fifteen minutes later one of the agency's supply houses called and asked, "Has our messenger left there yet?"

* * *

Every family should have three children. If one turns out to be a genius the other two can support him.

* * *

It was an ideal day and four girls overcome with spring fever skipped morning classes at high school.

lunch they reported to a teacher that their car had a flat tire.

Much to their relief, she smiled understandingly and said, "Girls, you missed a test this morning. Please take seats apart from one another and get out your notebooks."

When the girls were settled and waiting expectantly, she continued, "Write the answer to this question, 'Which tire was flat?'"

* * *

A farmer, paying his first visit to the seashore, asked a boatman if he could buy some water to take home to show his wife. The boatman assented and charged the farmer a quarter. A few hours later the visitor returned to the shore. By now the tide had gone out and the man gazed open-mouthed at the spectacle. "By cracky, mister," he said, "you've done a good business today."

As a last resort the store sent a final dunning note to a delinquent customer stating, "If you don't pay your bill, we'll tell all your other creditors you did."

* * *

Animal Doctor: "What's the trouble?"

Kangaroo: "I don't know. It's just that lately I don't feel jumpy."

* * *

A mountaineer, seeing his first motorcycle on the road, raised his rifle and shot away. "Did you get that varmint?" his wife asked.

"Hit it, but didn't kill it," he said. "I can still hear it growlin', but I shore made it turn that pore man loose!"

* * *

Small daughter spent her first day at school. Mother asked, "Darling, what did you learn?"

"Nothing," said the small daughter. "I've got to go back again tomorrow."

* * *

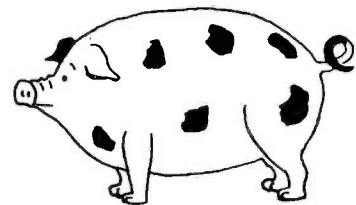
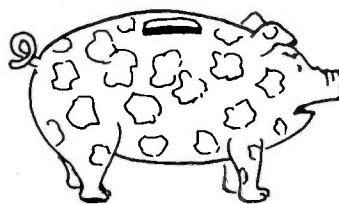
Two small boys were playing with a wagon. They were each trying to ride at the same time, but there was little evidence of enjoyment. Finally, one of the youngsters turned to the other and said, "You know, one of us could have a lot more fun if you would get off."



"Would you mind shutting that thing off for a while? You're scaring all my patients away!"



"Congratulations Gibson—Your sales record finally caught up with your expense account!"



J. M. M. M.

"Are you sure you're not just marrying me for my money?"

MUELLER CO., DECATUR, ILLINOIS

RETURN REQUESTED

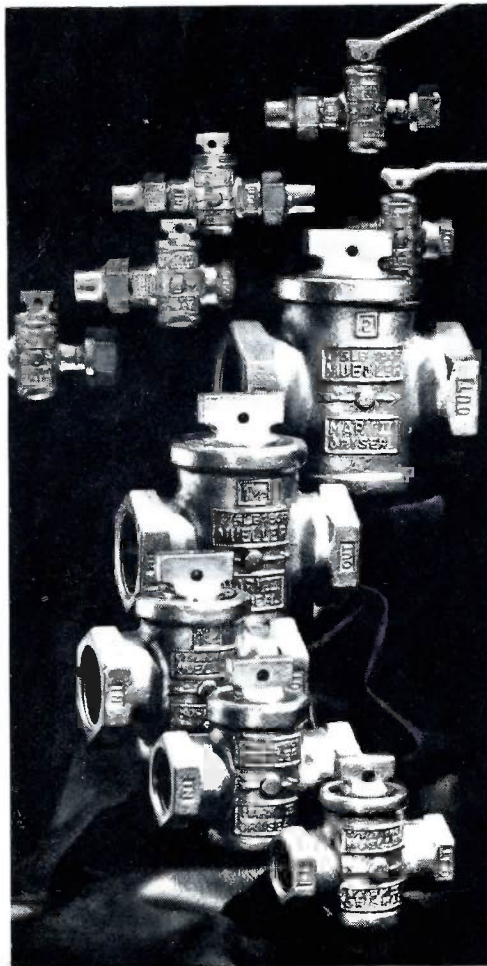
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MRS. WILLIAM E. MUELLER
221 SOUTHMORELAND PL.
DECATUR, ILL. 62521

MF

MUELLER® MARK II ORISEAL® VALVES

will upgrade all your curb stop
and meter stop installations
without upgrading your budget.



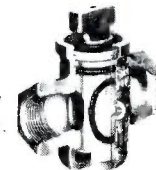
With Mueller Mark II curb valves and meter valves in a full range of sizes and connections, you can have premium quality performance of "O" ring sealing throughout your system without stretching appropriations beyond limits.

The Mark II applies "O" ring sealing in a simple, rugged design that gives you four essential characteristics:

1. EASY TURNING for life.
2. POSITIVE PRESSURE SEALING.
3. LONG MAINTENANCE-FREE LIFE.
4. ECONOMY in first cost and overall.

Ask your Mueller Representative for full information.

*Available with
positive sealing
automatic drain.*



MUELLER CO.
DECATUR, ILL.

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BREA (LOS ANGELES); MUELLER, LIMITED, SARNIA, CANADA

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