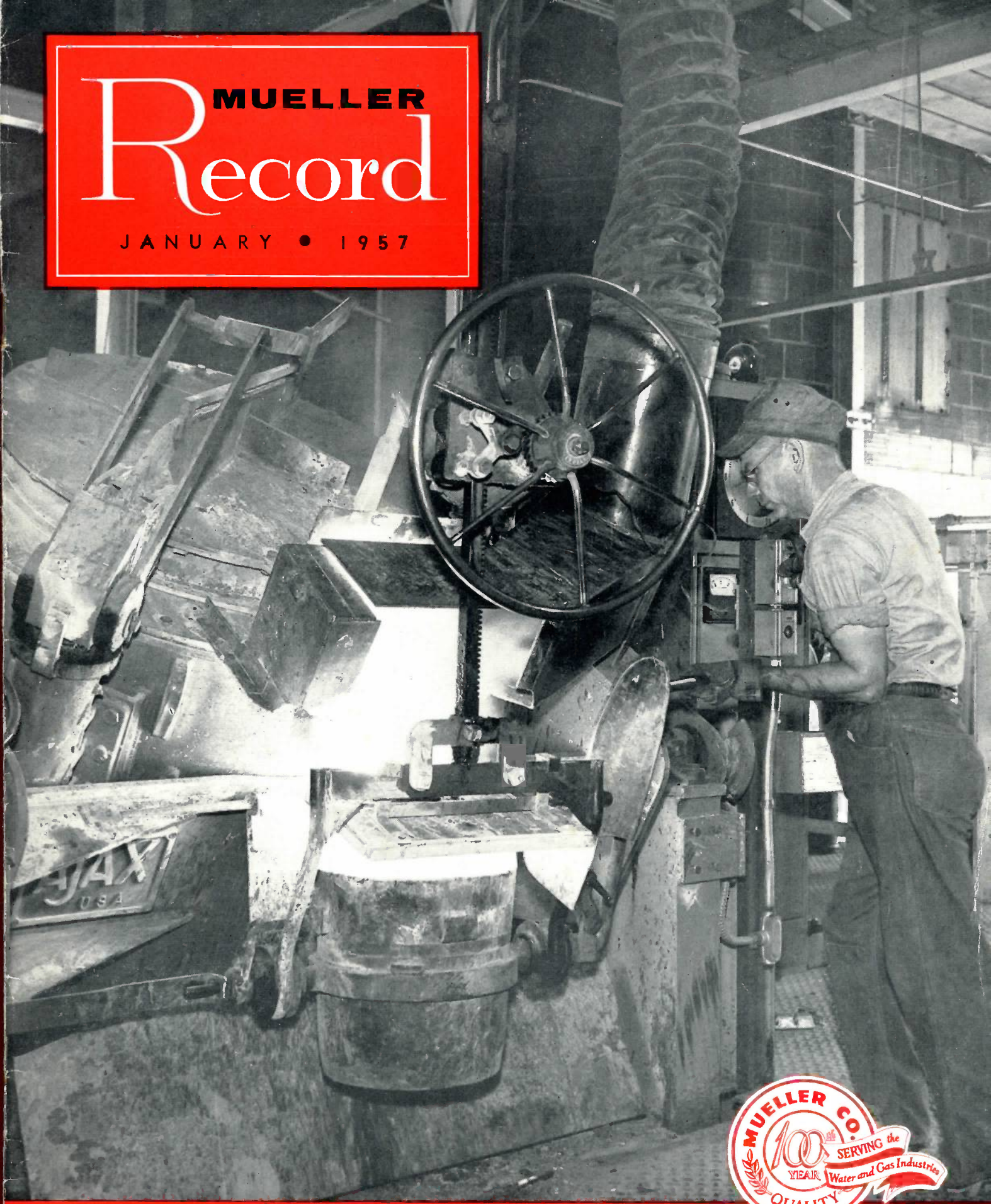
MUELLER Record

JANUARY • 1957



MUELLER CO. 100th YEAR
SERVING the Water and Gas Industries
QUALITY

GAS GOES TO HOLLYWOOD . . . See Page 18

Mueller Record

January | Published by | 1957

MUELLER CO.

512 West Cerro Gordo Street, Decatur, Illinois

Editor: WALTER H. DYER

Member Industrial Editors Association of Chicago
and International Council of Industrial Editors

FACTORIES

Decatur, Ill. Chattanooga, Tenn. Los Angeles, Calif. Sarnia, Ont., Canada

SALES OFFICES

New York San Francisco

CONTENTS

Our Cover

NO LONGER is it necessary for persons living near factories to undergo the unpleasantness brought about by smoke rising from the plant. In keeping with the policy of being a good community citizen, Mueller Co. installed electric furnaces in our Brass Foundry a short time after Decatur's new Plant 4 was placed in operation. Smoke was eliminated at a cost of one-half million dollars to the company. One of the seven new Ajax furnaces is shown in operation on our cover. Oil burning furnaces formerly were used. The workman is Arthur Kay, a ladleman.

Recording Our Thoughts

NEW LOOK FOR AN OLD MAGAZINE

IT IS WITH mixed emotions that we launch the MUELLER RECORD on its 47th year as a company publication. This magazine has been calling on customers, employees, and friends since its founding in 1910, and for that reason, we hope you were somewhat startled when this issue arrived.

You see, to make use of a phrase coined a few years ago, the MUELLER RECORD has taken on a new look.

The emotional problem we mentioned is the result of desiring to publish a more attractive magazine in this easier to read, standard size, and yet we naturally hesitated to drop the familiarity of a magazine that has enjoyed 46 years of nearly continuous publication.

In the event you are reading the Record for the first time, it formerly was a two-column publication and was 6¾" by 10". The new format is 8¼" by 10¾".

The begining of our 100th year in business seemed like a good time to make the change. We hope you will continue to enjoy receiving Mueller Co.'s oldest "field representative."

* * *

What's ahead for gas in 1957? Two men high in the industry give their report on that question in this issue. We are proud to present the remarks of Mr. Clare H. Zachry, President of the American Gas Association, and President of Southern Union Gas Company, Dallas, Texas, and Mr. Julius Klein, President of the Gas Appliance Manufacturers Association, and President of the Caloric Appliance Corporation.

* * *

Money isn't everything. There are other important things such as stocks, bonds, letters of credit, traveler's checks and drafts.

Canadian Gas Men See No-Blo Display

BY RAY BLAIR

(Reprinted with permission from the Canadian Gas Journal)

THE MUELLER method of making gas installations safely, under pressure, proved of considerable interest to gas men in Hamilton and district recently, as a goodly number turned out to the Royal Hamilton Yacht Club to watch a demonstration by F. X. Uhl, of Pittsburgh, Mueller Co. sales representative.

He, and the Mueller Co. No-Blo safety school, were brought into Hamilton by Mueller, Limited, of Sarnia, sole manufacturers and distributors of the equipment in Canada. From the Ambitious City, the school went on to Toronto and a session with that city's Consumer's Gas Company.

Mr. Uhl set up his display boards and equipment in the well-appointed club rooms in the early morning, assisted by the Sarnia firm's assistant sales manager, W. G. (Bill) Gansler, who brought along several other Mueller hands: Jack McClure, Jack Richardson, Hugh Morton, Larry O'Neill and John Milne.

The demonstration took the entire day, with a luncheon break, and it proved of great interest to Hamilton and district gas men, who listened intently, occasionally putting forward questions to better understand the presentation.

The Mueller Co. put the demonstration unit on the road in August, 1952, as a means to help train gas company personnel in making installations safely, under pressure. Its prime purpose was to make gas service connections safely, under pressure, without loss of gas. Actual demonstrations were hit upon as the best method by which the step-by-step procedure for making these connections could be explained.

The need for such a school had been indicated to the Mueller Co. by the tremendous demand placed on gas distribution systems in recent years. This increased demand has made it necessary to increase gas line pressure.

Because of this increased pressure, specialized new and modern equipment and machines became necessary to make under pressure connections safely. Hence, the Mueller school to explain its equipment and the No-Blo principle.

Since 1952, the school has travelled 70,000 miles in every province of Canada and every state of the United States. It has put on demonstrations for the personnel of 400 gas companies which have an estimated 17,000,000 gas services under ground.

In Hamilton, these were some of the men, and their firms, who took advantage of the school:

K. J. Burnett, and H. W. Hyslop, of United Gas and Fuel and United Suburban Gas and Fuel Companies, Hamilton; Allan Crowley, of Dominion Natural Gas Company, Brantford; Sidney Wooler and W. L. Augustine, of Provincial Gas Company, Fort Erie; Gord Russell, G. I. Russell and Company; M. J. Poirer, J. H. Mahoney and R. Flament, of Gas Machinery Company, Hamilton.

Also on hand were H. Allan and John Simmons, representing the Ontario Fuel Board.

These men heard Mr. Uhl explain Mueller's No-Blo principle was established about 15 years ago and that it enabled gas men to work and control gas under pressure without interrupting customer service on any part of the line.

He went on to explain and demonstrate the use of such equipment as drilling machines, service connections, meter stops, curb stops, flanged tees, extension stoppers, service tees, and Save-A-Valve drilling nipples.

About the last-named, he explained that they made possible connections without the loss of any fluid and made it possible to remove and re-use expensive valves when abandoning a connection and even to re-use the connection at some future time.

He said that typical uses for these nipples was for gathering-line connections in gas and oil fields, for purging and by-passing connections used with Mueller line stopping equipment or other similar temporary installation.

The Mueller steel wedge stoppers, another piece of equipment, were designed for high, medium or low pressure stopping jobs. He explained they were capable of stopping off pressures up to 500 p.s.i., but were limited at the present time to 250 p.s.i. maximum due to the pressure withstanding limitations of the gate valve.

He added that each stopper came complete with a steel protector sleeve which provided a means of bonding pressure when replacing the cover and protecting the cover from damage when not in use. Each consisted of a double-action expanding mechanism inside a split steel cylinder covered with a replaceable neopreme sheet. The split functioned as a by-pass and allowed pressure to assist in the stop-off.

This was the type of explanation and demonstration carried out by Mr. Uhl, who is one of two sales engineers, on the road with the school for Mueller Co.

The growth and future expansion of gas services in southwestern Ontario has turned the eyes of gas men to the equipment and machines they must use. They saw in Hamilton how to do their job safely and economically, using equipment produced by a firm in Sarnia, Decatur, Illinois, Chattanooga, Tenn., and Los Angeles, Calif., that has been serving Canada and the U. S. since 1857.

The average motorist is sure he drives carefully, but the fellow ahead always stays too close.

♯ ♯ ♯

Woman (about to attend political meeting): "I'm not prejudiced at all. I'm going with a perfectly open and unbiased mind to listen to what I'm convinced is pure rubbish."

Mueller Co. Enters 100th Year

Company has grown from small gunsmith shop to five plants

FROM A 20′ by 40′ gunsmith shop near what is today the heart of downtown Decatur, Illinois, to a five-plant company that manufactures one of the most complete lines of water and gas distribution and service products available . . . that is the 100-year growth of Mueller Co.

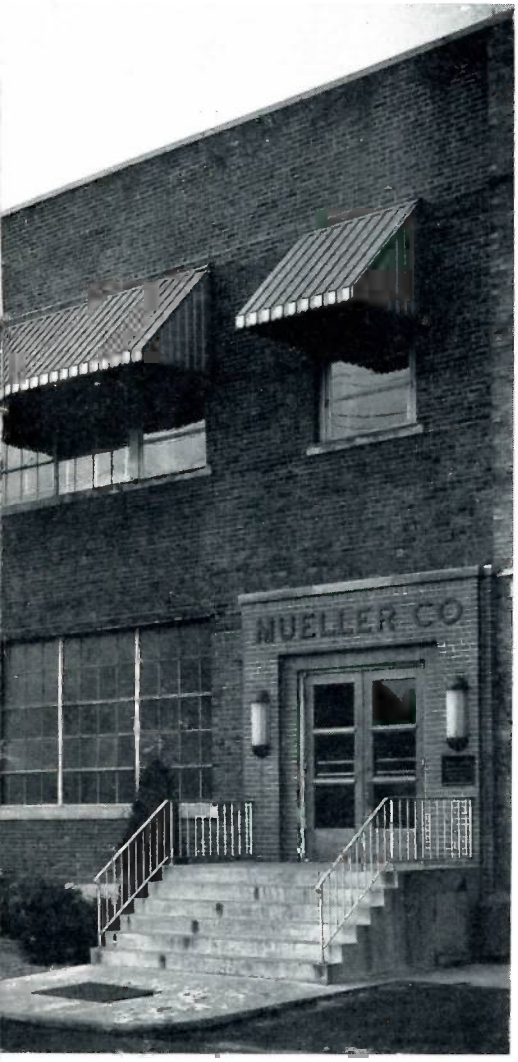
The firm that was founded in 1857 by Hieronymous Mueller, a German immigrant with a fine inventive talent, has entered its 100th year.

Today, Mueller Co. is a multi-plant organization with factories strategically located in Decatur, Chattanooga, Los Angeles, and Sarnia, Ontaria, Canada. Decatur, headquarters for the company, has two plants.

Although the birth of the company is officially listed as September 7, 1857, Albert G. Webber, Jr., the fifth president in the company's history, said a number of special events and other means are being devised to observe the centennial.

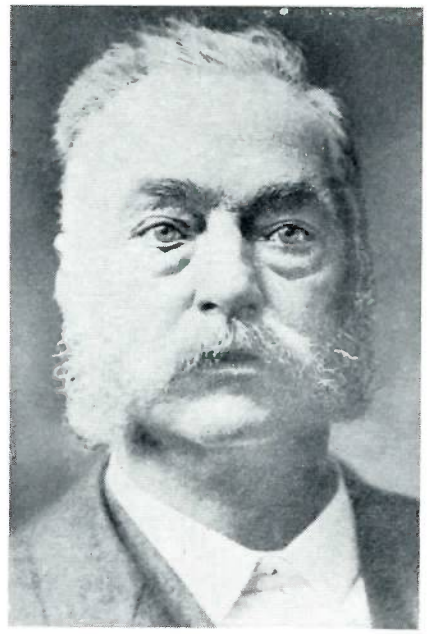
A letter has been mailed to some 35,000 customers, employees, and friends announcing the start of the second century and pledging Mueller Co.'s leadership, manufacturing skill and tradition to help meet the challenge of the new century. A special advertising program was launched in January with advertisements in several national and regional water and gas trade journals and other national publications such as BUSINESS WEEK. Most of the special centennial ads will also appear in the MUELLER RECORD.

Photographs of the five men who have served as Presidents of Mueller Co. are shown on the adjoining page. It is somewhat interesting to note that two of the Presidents served a total of 80 years. They are Hieronymous Mueller, the company's leader from its founding in 1857 until his death in 1900, and Adolph Mueller, son of the founder who was president from 1902 until 1939. Other Presidents were Henry Mueller, 1900-02, William E. Mueller, 1939-1947, and Albert G. Webber, Jr., today's President who was named to that post in 1947.

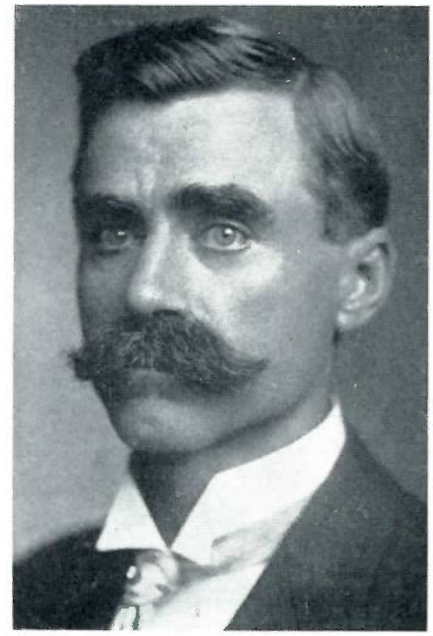


AT RIGHT is the entrance to Mueller Co.'s main office in Decatur, Illinois. A part of the main office and executive offices are located on the second floor. Below is a part of Plant 1's Manufacturing Division.

Hieronymus Mueller
1857-1900



Henry Mueller
1900-1902



Adolph Mueller
1902-1939

William E. Mueller
1939-1947

Albert G. Webber, Jr.
1947-Present

"Playhouse 90"

Gas utility companies make television debut January 10 as sponsors of new show

BEHIND the scenes during the shooting of the gas industry's TV commercials with lovely Julia Meade, hostess for the gas industry on "Playhouse 90", seen Thursday nights over 125 CBS network stations. The 90-minute show already has been called "one of the top attractions in television."

GAS UTILITY COMPANIES throughout the U.S. made their network television debut Thursday, January 10, as sponsors of CBS Television's distinguished new 90-minute dramatic series, "Playhouse 90," with talented Julia Meade as the industry's hostess.

The American Gas Association's first use of TV networks as an advertising medium was announced by Frank H. Trembly, chairman of the National Gas Industry's Television Committee, and William H. Hylan, CBS-Television vice-president. Mr. Trembly is director of sales for Philadelphia Gas Works.

The gas utility companies, transmission companies, manufacturers, equipment suppliers and producers represented by A.G.A. are sponsoring on alternate Thursdays, a half-hour portion of "Playhouse 90" on more than 125 TV stations across the nation. The program is broadcast each Thursday at 9:30-11:00 p.m., Eastern Standard Time. The gas industry will sponsor the 10:30-11:00 segment every other Thursday.

Julia Meade, in addition to presenting commercial messages, will also make appearances at gas industry gatherings throughout the country. She is already known to network audiences because of her regular appearances on other top-rated television programs.

Miss Meade is also available for local utilities who wish to make special arrangements with her for a series of their own TV Commercials. Her presence can add glamour and excitement to home shows, special gas company anniversaries and other occasions.

"Playhouse 90" is the first hour-and-a-half drama series ever to be presented by a television network on a regular weekly basis. It is produced by Broadway and television veteran Martin Manulis.

The trade paper VARIETY, known as the bible of the entertainment industry, describes this program as "The year's major new entry in the programming-rating sweepstakes."

Although a new program, the initial ratings indicate that it will be one of the most popular shows in all of television, one that will reach an enormous audience, at a low cost per thousand, and a vehicle of calibre and prestige of which the gas industry can be proud.

A Trendex rating indicated that "Playhouse 90" had almost three times the audience of the opposing dramatic show, which up to now has been one of the most popular, best known, and long established dramatic shows on television and radio.

These ratings have also shown that the audience continues throughout the show, and that the highest rating half-hour segment was the last one. This has commonly been true of most dramatic shows.

THE GAS industry's TV Team, left to right: C. S. Stackpole, Managing Director of the American Gas Association: Julia Meade, A.G.A. hostess on "Playhouse 90"; Clare H. Zachary, President of A.G.A. and President of the Southern Union Gas Company, Dallas, Texas; and Frank H. Trembly, Chairman of the A.G.A. National Gas Industry's Television Committee.

If they are good, they hold their initial audience and gather tune-ins as the program progresses.

These quotes from newspapers give an idea of the program's quality:

NEW YORK JOURNAL AMERICAN: "The finest serious drama seen so far on television.

NEW YORK DAILY NEWS: "A dramatic knockout."

CINCINNATI POST: "Gives new stature to TV."

BOSTON RECORD: "TV's finest dramatic show."

NEW YORK TIMES: "TV's most exciting development of the season."

LOS ANGELES HERALD-EXPRESS: "No one can doubt now that the 'Playhouse 90' series on CBS-TV is the season's greatest new program.

Thus far, "Playhouse 90" has presented such vehicles as Pat Frank's "Forbidden Area," Rod Sterling's "Requiem for a Heavyweight," "Sizeman and Son," "Rendezvous in Black," "The Country Husband," and "The Big Slide." Charlton Heston, Tab Hunter, Vincent Price, Jack Palance, Ed Wynn, Keenan Wynn, Kim Hunter, Eddie Cantor, Farley Granger, Peter Lorre, Mona Freeman, Franchot Tone, Laraine Day, Boris Karloff, Viveca Lindfors, Frank Lovejoy, Barbara Hale, Red Skelton, Shirley Jones, and Diana Lynn are among the stars appearing.

An impressive list of comedy, mystery and fantasy properties by top novelists, playwrights and television writers has already been acquired for the future.

The acquisition of "Playhouse 90" marks the culmination of a drive for a gas industry television show initiated early last year. The National Gas Industry Television Committee was set up to raise a minimum of $2,250,000 for this purpose. This goal was surpassed

(Continued on page 22)

A New Gas Record

by Clare H. ZACHRY

President, American Gas Association

and

President, Southern Union Gas Co., Dallas, Texas

THE GAS UTILITY and pipeline industry, now serving more than 30 million customers through half a million miles of gas mains in every state and the District of Columbia, continued its dynamic growth pattern during 1956 to reach record-breaking peaks. Even greater achievements in all phases of operation are confidently expected in 1957.

With revenues from utility sales now at an all-time high of nearly four billion dollars, residential, commercial and industrial use of gas are increasing steadily. Meanwhile, natural gas reserves have also reached unprecedented peaks.

Record-breaking expenditures of $1.65 billion during 1956 for new facilities to serve more customers reflected the dramatic progress of the industry. The gas industry currently has total assets of about $17½ billion with the prospect of reaching $24 billion by 1960 for almost a quadruple gain in a decade and a half.

A major gas industry development during 1956 was the completion of the $230 million "Scenic Inch" pipeline from the Southwest to the border of Canada to bring natural gas to the Pacific Northwest for the first time. The last large region of the U. S. to receive natural gas, the Pacific Northwest is expected to make significant contributions to the gas industry's continued growth in the immediate future, meanwhile boosting its own industrial stature to new heights.

Statistical Gains

During 1956, the gas utility industry served an average of 29,602,300 customers, a new peak, including about 219,300 LP-Gas customers served directly by gas utility companies. This was a gain of 1,123,500 customers over 1955, when the industry was serving 28,478,800 residential, commercial industrial and other (such as armed forces and other government installations) customers. It is estimated that there are about 8 million customers served with LP-Gas in areas not on utility mains.

An average of 25,019,000 customers received natural gas during the year, a gain of 2,154,800 cus-

tomers and an increase of 9.42 per cent over the 22,864,200 natural gas customers served during 1955.

Manufactured and mixed gas customers averaged 4,364,000 during 1956. Approximately 1,400,000 former users of manufactured or mixed gas became natural gas customers during the year.

Total sales by the gas utility during 1956 reached 73.35 billion therms, a new record. This was a gain of 9.62 per cent over the 66.91 billion therms sold in 1955.

Natural gas sales achieved a new high of 69.90 billion therms, up 10.36 per cent over the 63.34 billion therms sold a year earlier. Manufactured and mixed gas sales totaled 3.37 billion therms.

Revenues from utility sales of gas achieved a new record total of $3,948 million, a gain of 14.35 per cent over the previous record high of $3,452 million established in 1955. Natural gas revenues increased 17.29 per cent to a total of $3,483 million, also an all-time record. Manufactured and mixed gas revenues were $445 million, compared with $463 million in the previous year. Gas industry revenues for 1957 are estimated at $4,260 million.

Pipelines, Storage Pools and Gas Reserves

Approximately 20,000 miles of gas mains were constructed in 1956 to bring the total mileage to 517,000.

Underground storage operations have also been increased substantially. At the start of 1956, there were 178 underground storage pools located in 19 states. The 6,746 active storage wells in these pools had an ultimate capacity of 2.1 trillion cubic feet.

An additonal 10 pools under construction at the start of 1956 were estimated at a capacity of 81.7 billion cubic feet of storage space for the underground storage of natural gas. With new gas househeating customers to be added at an estimated rate of 1.3 million annually during the next few years, underground storage of gas becomes an increasingly important factor in stabilizing the gas load.

The gas industry spent $61 million on construction of underground storage facilities in 1956 and will spend $45 million on such facilities in 1957.

Proved recoverable reserves of natural gas at the beginning of 1956 were at a record high of 223.7 trillion cubic feet, an increase of about 12 trillion cubic feet over reserves at the start of 1955. These new reserves more than offset record net production of 10.1 trillion cubic feet in 1955, up from 9.4 trillion cubic feet the previous year.

A Look Into the Future

The gas industry will continue to grow on all fronts in 1957.

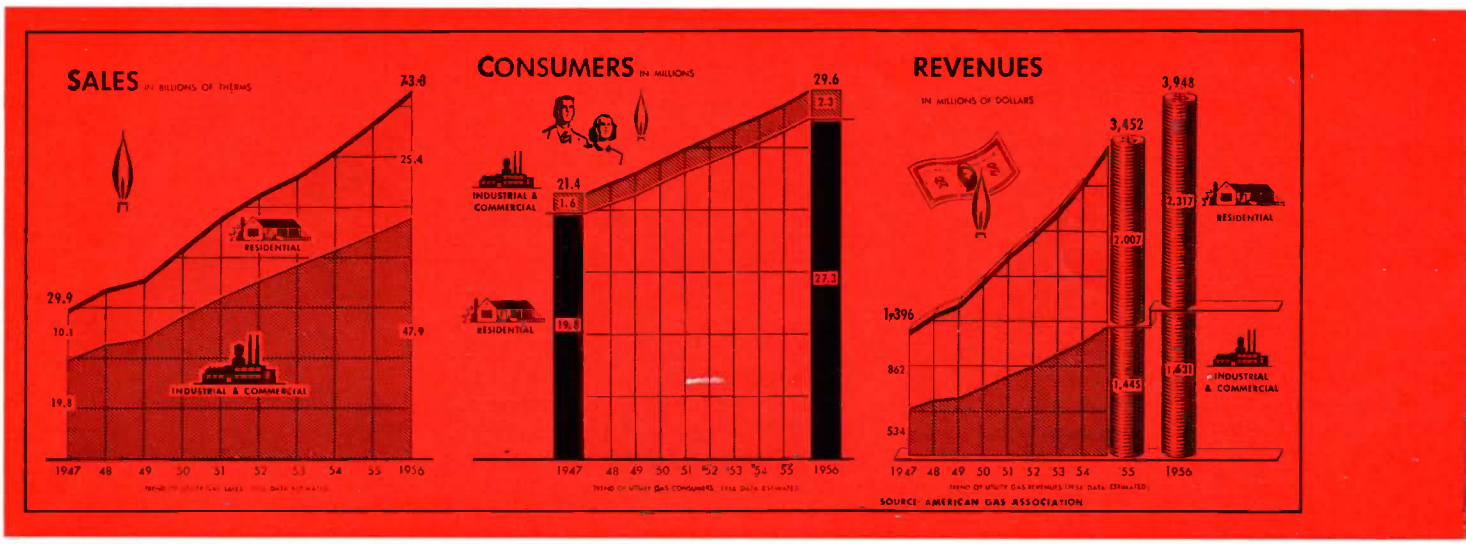
When the 30 millionth customer was added in mid-December, our industry could point to doubling its number of customers in less than two and a half decades. An average of 30.5 million customers will be served in 1957, with utilization of 77.6 billion therms of gas. By 1960, the prospect is for the sale of 92 billion therms, of which 32 billion therms will be residential sales. And in 1965, we should show aggregate sales of 116 billion therms, an increase of almost 73 per cent from the current level and nine times the figure of two decades ago.

The number of customers will continue to increase steadily to an estimated 33 million—31 million of whom will be residential customers —in 1960 and 38¼ million by 1965, including 35.3 million residential users.

With gas replacing oil as the leading heating fuel for U. S. homes, househeating customers of gas utilities will jump from 16 million now to 21 million by 1960 and 27½ million by 1965. Gas-heated homes represented about 46 per cent of the more than 49 million occupied homes and apartments in the U. S. as of mid-1956.

The industry's record construction expenditures of $1.65 billion during 1956 are expected to be surpassed in 1957 by an estimated 18 per cent. The A. G. A. Bureau of Statistics forecasts 1957 expenditures at $1.954 billion. The gas industry's expenditures will be an important factor in the two per cent U. S. gain for private building construction predicted for 1957 by the U. S. Commerce and Labor Departments. About 96 per cent of the gas industry's expenditures during the coming year will be for facilities of natural gas systems.

Expenditures between now and



1965 to meet the growing demand for gas service in all parts of the country will total about $19 billion, almost twice the amount spent in the previous 10 years and more than 20 times as great as the amount spent in the decade immediately preceding World War Two.

Gas Air Conditioning

A field in which the gas industry is now focusing a major share of its effort is air conditioning. The A. G. A. and manufacturers together have spent 1½ million dollars in 1956 alone to develop gas air conditioners. Compact design and economy and reliability of operation are making gas air conditioning units a reality of today—not a dream of the future.

At least 10 reputable manufacturers are now in the gas air conditioning field—already producing units or developing field test units or conducting intensive research before starting production.

Surveys have shown a present market for a quarter of a million central air conditioning home units, a five-fold increase in air-conditioned manufacturing plants by 1980 as compared with 1953, and a constantly growing market in the commercial field.

Gas air conditioning units for the home include exciting new developments in the field of year-round climate control by combined heating-cooling systems, which will control humidity as well as temperature throughout the house. The gas industry recognizes that air conditioning is the "wave of the future" in the home and is going all out to meet it.

Other Appliances, Equipment

An all-time record of 2,837,000 automatic gas water heaters were shipped by manufacturers during 1956. This volume was accompanied by a marked upgrading in size and quality.

Exceeding two million units for the tenth straight year, shipments of free-standing gas ranges totaled 2,036,000. And this figure does not include approximately 160,000 built-ins, the popularity of which has been growing at such a fast pace that built-ins may provide ten per cent of the gas range market in 1957.

Shipments of direct heating climbed to 1,700,000 for a gain of 15 per cent over 1955. This substantial increase more than offset small declines for wall heaters and floor furnaces, which totaled 301,000 units and 134,000 units, respectively, during 1956.

Automatic gas clothes dryers surged to 470,000 units, a gain of nearly 28 per cent over last year's 368,000. Makers of gas incinerators also enjoyed another good year and anticipate a continued increase in demand in the immediate future.

Boiler shipments also achieved a record high of 98,000 units, a gain of nearly nine per cent above 1955. Warm air furnaces approximated 829,000 units, compared with record shipments of 835,000 in 1955. Conversion burner shipments aggregated 198,000 for a slight decrease from 209,100 the previous year.

A boom in home modernization and the growth of new markets helped gas appliance and equipment manufacturers achieve an impressive year despite a 15 per cent drop in new housing starts.

More than 90 million gas appliances now are used by residential customers of the gas industry. The outlook for the near future is very bright, with potential sales of 57 million additional appliances seen by 1960—and a staggering total of 300 million predicted by 1974.

The PAR Program

The gas industry took an important step forward during 1956 when it completed arrangements for its first use of national network television. Scheduled for debut on Thursday, Jan. 10, 1957, the television program was made possible by the unified efforts of gas utilities, transmission companies and manufacturers who subscribed more than $2¼ million in a common purpose for the good of the entire industry.

The gas industry will sponsor on alternate Thursdays the last half-hour (10:30-11:00 P. M., E.S.T.) of the popular "Playhouse 90," on the Columbia Broadcasting System network of more than 125 stations. Julia Meade, widely known to television viewers because of her appearances on other top TV shows, will present messages from the gas industry on this highly-rated 90-minute dramatic program featuring top actors and actresses.

In addition to providing support for the new television show, utility and pipeline companies subscribed more than $3 million in 1956 to the Promotion, Advertising and Research (PAR) Plan, which completed its 12th successful year of coordinated activities embracing promotion, advertising, utility company research, pipeline research, and public information.

PAR's National Advertising Program scheduled more than $1 million in 30 magazines with a reader circulation of about 44,000,000. This represented 206 pages of advertising with a total of 226,867 sales messages. Many major manufacturers cooperated with the gas industry in space-sharing advertising.

The PAR Public Information Program expanded its activities to build a strong public relations team to benefit all segments of the industry. Among the principal projects were increased services to win employee understanding and support, more emphasis on telling the facts on government in gas, greater stimulation of coordinated local PR action, and a stepped-up program of favorable national publicity on gas.

Through special campaigns, merchandising aids, trade show exhibits, educational campaigns, tie-ins with motion pictures and television, and many similar projects, PAR's promotion activities reached new highs in the interest of expanding the appliance market and the gas industry as a whole.

The Gas Industry Development Program intensified its nationwide activities through round-table conferences for gas company executives and clinics for sales managers in many cities, as well as two major regional sales conferences. A complete sales and promotional program to increase automatic gas range sales was made available to gas utility companies for use at the local level.

The Mrs. America Contest, sponsored by A. G. A. for the fourth year, is making the winner (this year Mrs. Cleo Maletis of Portland, Ore.) synonymous with the national

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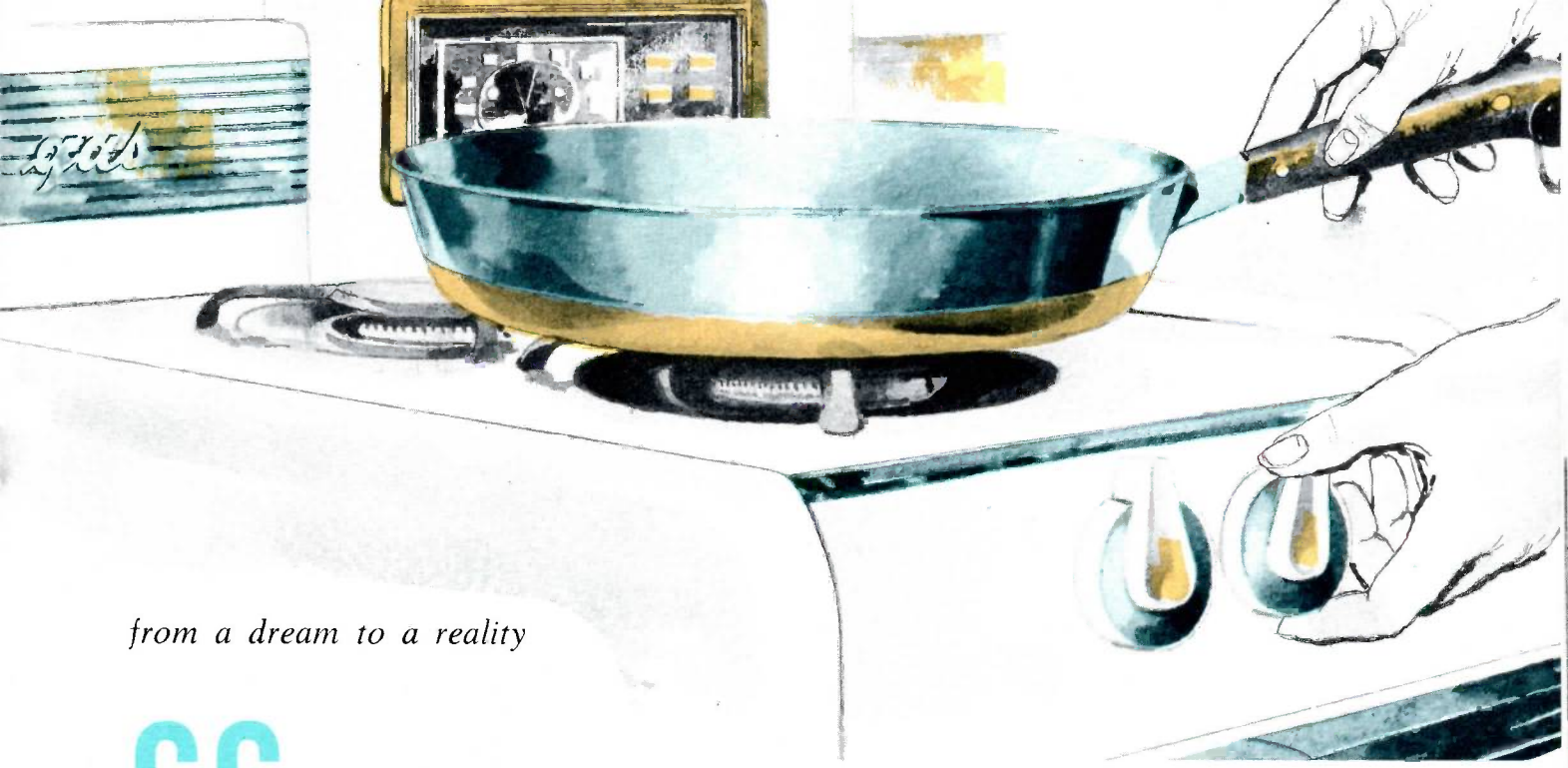


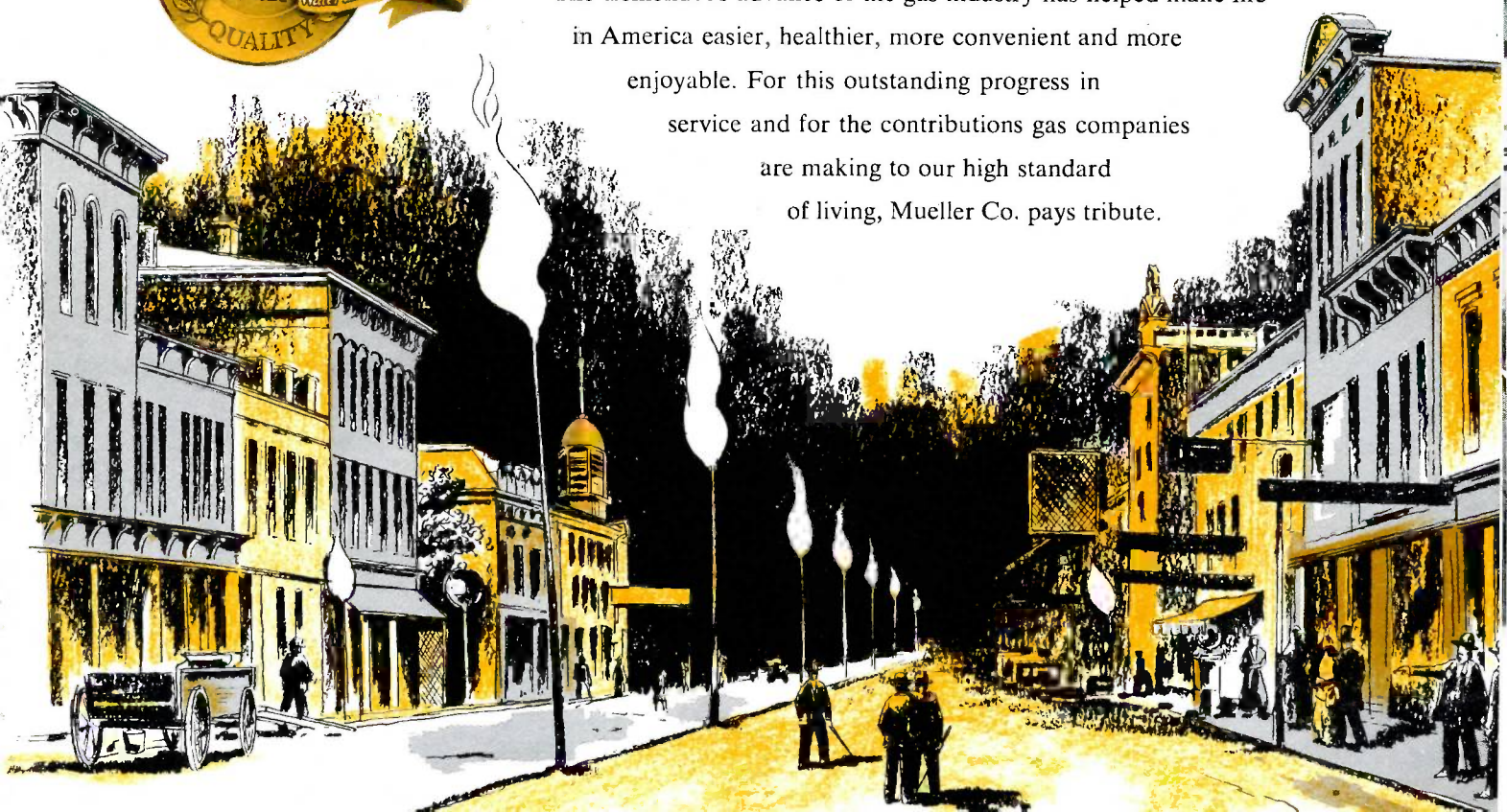
from a dream to a reality

66 billion therms of gas each year

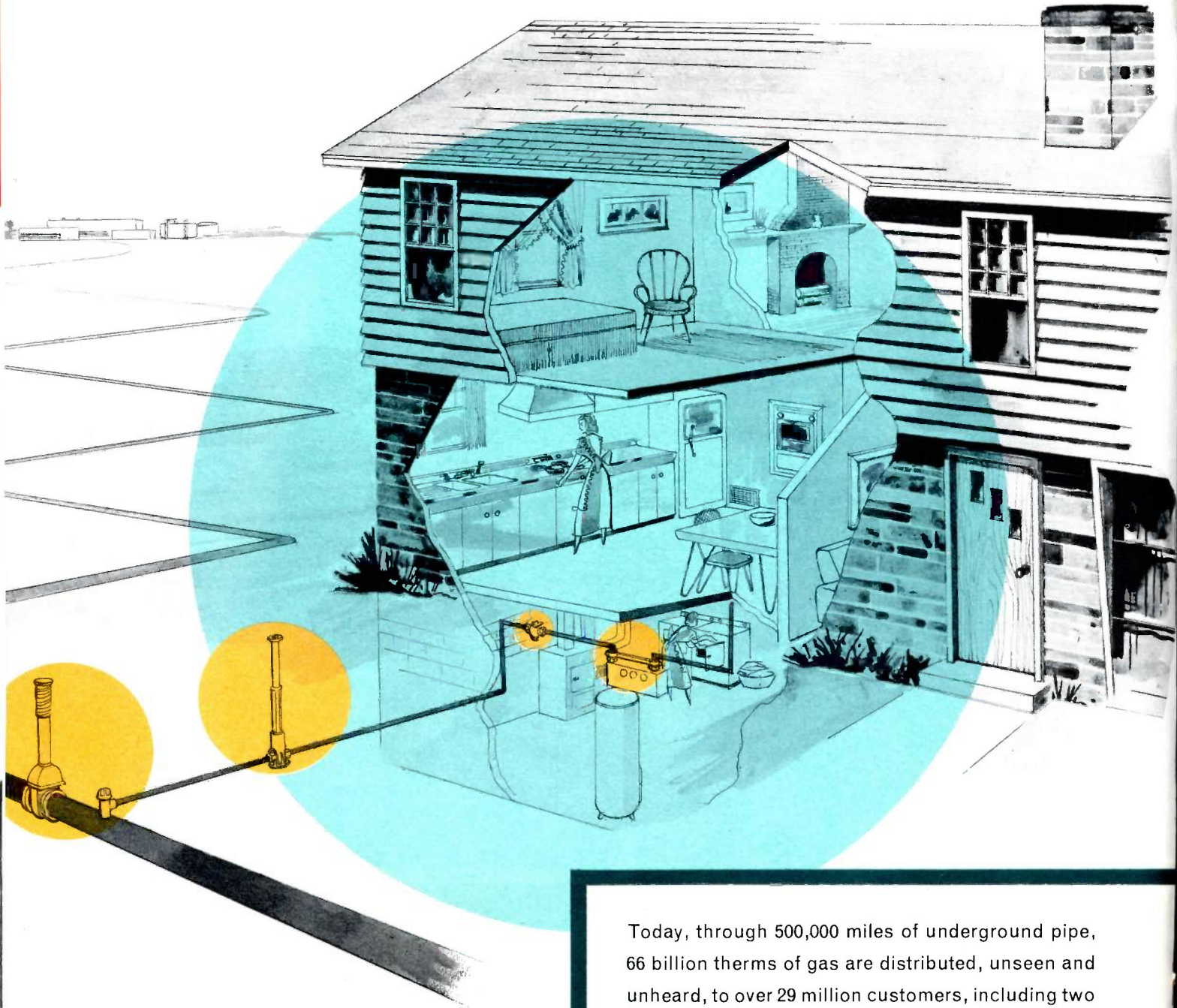
One hundred years ago, only 92 families were fortunate enough to have gas stoves on which to prepare meals. The use of gas in home and industry was only a dream of the future. Today, that dream is a reality as 29 million customers utilize 66 billion therms of gas each year.

The tremendous advance of the gas industry has helped make life in America easier, healthier, more convenient and more enjoyable. For this outstanding progress in service and for the contributions gas companies are making to our high standard of living, Mueller Co. pays tribute.

MUELLER CO. 100th YEAR SERVING the Water and Gas Industries QUALITY



Serving 29,000,000



Today, through 500,000 miles of underground pipe, 66 billion therms of gas are distributed, unseen and unheard, to over 29 million customers, including two million industries. Gas companies add services for 4,000 new customers each day.

MUELLER CO. 100 YEAR QUALITY SERVING the Water and Gas Industries

American Homes and Industries

The gas industry was founded by William Murdock, a British engineer and inventor, who lighted his cottage with manufactured gas in 1792. By 1803, he had progressed enough to utilize manufactured gas to light an entire factory.

Following Murdock's success, lighting with manufactured gas was adopted in America in 1816, when gas lights were used in Rembrandt Peale's museum in Baltimore. This proved so successful that the city contracted with Peale for the manufacture of gas to light city streets.

Use of natural gas in America was introduced at Fredonia, New York in 1821 and the first natural gas company was organized in that city in 1858. Yet, a year later, there were less than a hundred families in the entire nation preparing meals on gas stoves.

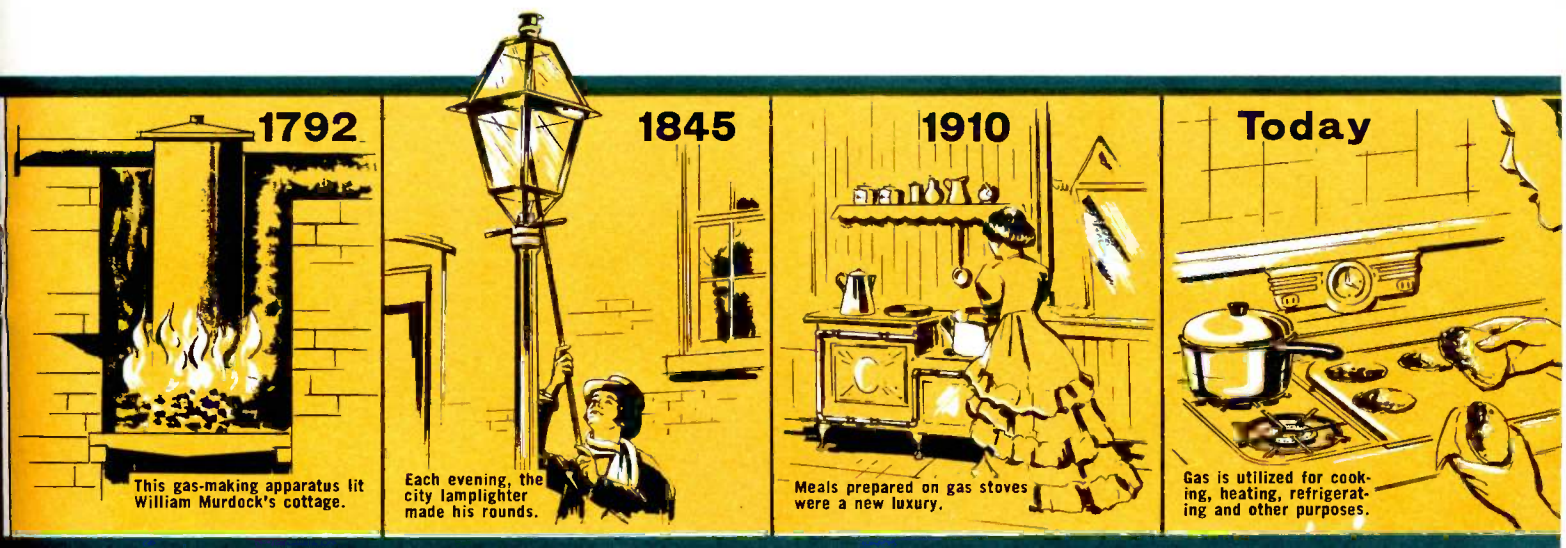
Nor was acceptance of gas lighting rapid, as it was a radical change from popular lighting methods. It was not until the decade from 1865 to 1875 that the use of gas for lighting and cooking began to make significant progress.

By 1920, gas usage had been firmly established. Then, the technique of welding together lengths of steel pipe, capable of transmission of gas under pressure, was perfected, permitting bulk transport of gas. Today one-half million miles of steel pipe, more than twice the nation's railroad mileage, carry gas, underground, to customers in every part of the United States.

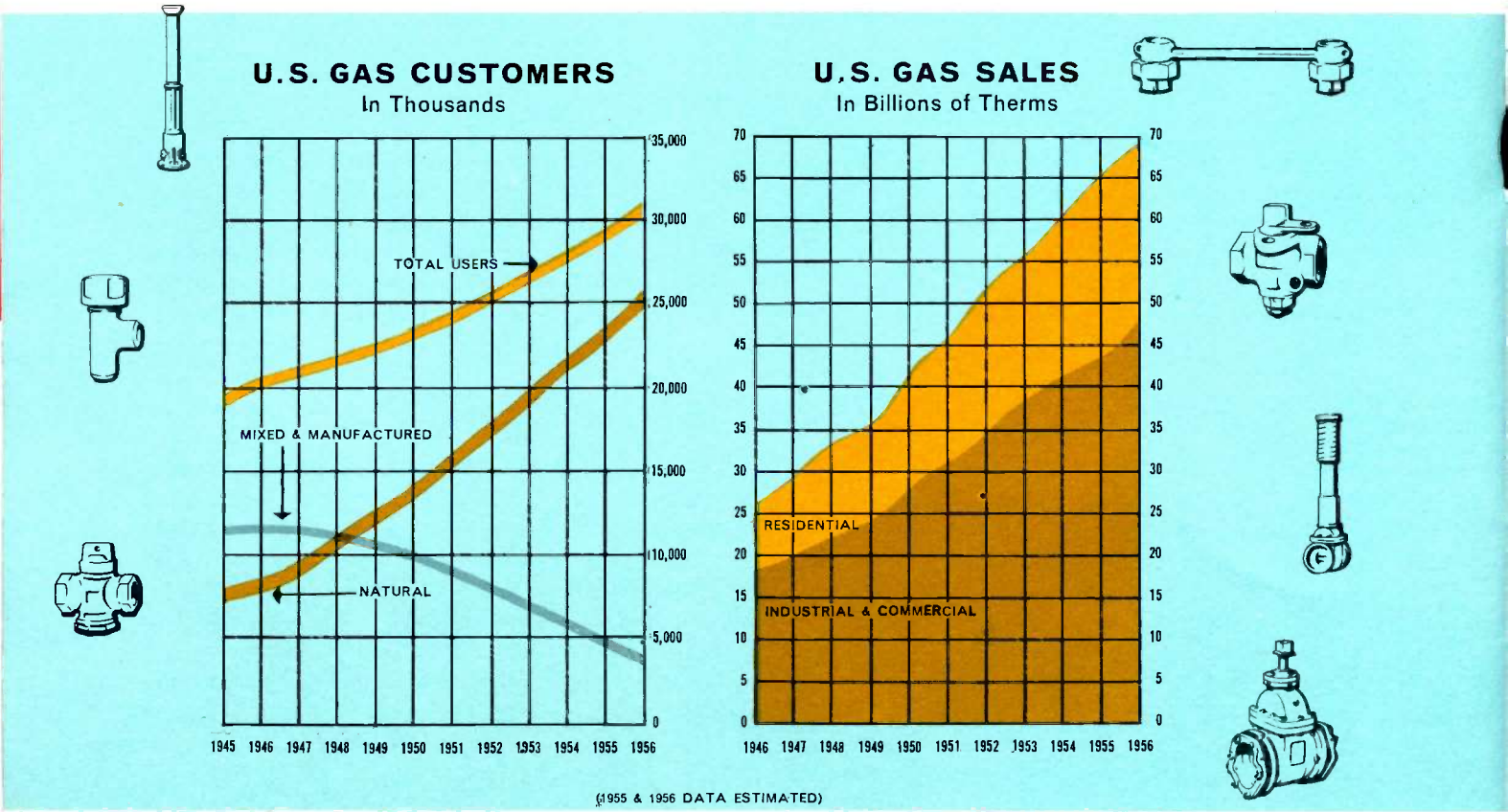
In 1950, Mueller Co. introduced the No-Blo equipment line providing the industry with a fast, safe method of installing new services and repairing or revising existing systems. Mains can now be drilled, tapped and service fittings installed without interrupting service to other customers and in complete safety, without loss of gas. The development of No-Blo greatly facilitated installation of new services by gas companies everywhere.

For each of the 4,000 new customers added to their services each day, gas companies must install a service line, meter and necessary fittings, with additional fittings required for industrial customers. And, to insure adequate service for rapidly multiplying suburban areas and for other growing areas, gas companies must also install thousands of miles of new mains and laterals with service fittings. As gas service is increased, existing systems will require larger mains and additional facilities to provide increased volumes and necessary pressures.

In 1956, revision of existing gas services and installation of additional services reached a record cost of $399,315,000, as total construction expenditures topped 1.3 billion dollars. An additional outlay of 187 million dollars each year is allocated for maintenance and repair.



What's ahead for Gas?



Over one million new customers each year make the future bright for the gas industry.

Use of natural gas could triple by 1975, according to government reports. Industry, with a 154 per cent increase in gas usage since 1946, will probably utilize much more gas in the future, as fuel, tool or ingredient.

By 1957, domestic usage is expected to increase as much as 147 per cent over 1946, with new installations of water heaters, furnaces and other equipment.

The gas industry presently has reserve resources of about 217 trillion cubic feet of gas, enough for about 23 years of consumption at the expected rate of eight trillion cubic feet next year.

But, the rapidly growing market, and the anticipated increase in usage, places a more probable estimate of the present gas reserve as being adequate for 10 to 15 years. Reserves are replenished regularly as new wells are brought in.

The development and expansion that gas companies have already undergone to meet the rapidly growing market clearly demonstrates their ability to handle any needs or problems of the future.

MUELLER CO. **DECATUR, ILL.**

Factories at: Decatur, Chattanooga, Los Angeles;
In Canada: Mueller, Limited, Sarnia, Ontario

MUELLER CO. 100th YEAR SERVING the Water and Gas Industries QUALITY

Since 1857

A New Gas Record

(Continued from page 10)

gas industry in the minds of America's home-makers. One hundred gas utility companies, representing 15 million meters, participated in 1956. The 1957 contest will be held at Fort Lauderdale, Fla.

A. G. A. Laboratories

More than 5,500 gas appliances and accessories were tested by A. G. A. Laboratories for compliance with requirements and the privilege of displaying the Laboratories Approved Seal or Listing Symbol. Many of these were advanced designs and the majority incorporated major improvements.

Central gas heating appliances, which accounted for about half of all appliances tested, featured compactness and eye-appeal design. Most of these appliances were also designed for operation at higher static pressure, so that they can be readily used with add-on cooling units for summer air conditioning.

Automatic top burner controls are available now on practically all ranges. Several manufacturers equipped ranges with an oven thermometer which operates to turn off the gas when food has been cooked to the exact degree desired.

Operational improvements were made in automatic gas clothes dryers, a number of which have increased their drying speed to insure the fact that gas continues to provide the fastest way of drying clothes.

The continuing high level of research activity promises continued industry progress in the appliance field. Twenty PAR-financed research projects, seven of them completed, are under study at the Laboratories. Major emphasis is 1956 was on the development of domestic gas incinerators and commercial cooking equipment. Eleven research bulletins and reports were published, covering industrial and commercial gas research, and domestic gas utilization research.

The inspection program was accelerated by increasing unannounced visits to manufacturing plants and expansion of fields tests. Eighteen revised appliance and accessory standards were adopted and 19 revised standards were submitted to the industry for study. Indication of the widespread interest in the gas industry's national standards was reflected in an all-time high for sales of requirement publications.

Conclusion

"Growth" is the byword of the gas utility and pipeline industry—today and for years to come. There is every reason for the greatest optimisim regarding the prospects for many millions of additional satisfied customers of clean, economical, reliable, convenient gas service. The industry will continue to meet the needs of its residential, commercial and industrial customers for efficient, up-to-the-minute gas appliances and equipment.

Gas air conditioning, it should be emphasized, presents an enormous potential for our industry. Modern installations are already proving themselves—from shopping centers to factories, from homes to hotels and hospitals. Gas air conditioning must be regarded as an accomplishment of today, not a promise for tomorrow.

The growth picture of the gas industry can be seen in our outlook for net annual production of natural gas to 22½ trillion cubic feet by 1975—more than double the 1955 net production. Meanwhile, natural gas reserves are expected to increase steadily, just as they have been doing year after year.

The gas industry will continue to provide the best service possible to more than 30 million present customers and to the millions of new customers to be added in the future.

Roy Abel Heads Decatur Factories

ROY ABEL, WHO joined Mueller Co. in December, 1955, as Assistant to O. E. Walker, Vice President and Works Manager, has been appointed Decatur Factory Manager. Mr. Walker, when announcing the promotion, said Mr. Abel will be in charge of factory operations at both Plant I and Plant 4.

Before joining the 100-year old company, Mr. Abel served as a consultant for Mueller, Limited, a subsidiary of Mueller Co. at Sarnia, Ontario, Canada.

He was graduated from Ohio State University in 1943 with a degree of Bachelor of Industrial Engineering and joined the Firestone Tire and Rubber Company after graduation. He was with Firestone until he entered the Navy as an Ensign during World War II.

Mr. Abel became a field representative for the James F. Lincoln Arc Welding Foundation of Cleveland, Ohio, in October, 1946, and in April, 1947, he was employed as a Methods Engineer for the Lincoln Electric Co. in Cleveland. He later was named an assistant to the President of Wagner Awning and Manufacturing Co.

Mr. Abel is a member of the American Institute of Industrial Engineers, the Institute of Management Science, the Illinois State Chamber of Commerce and the Decatur Association of Commerce.

ROY ABEL

"Lesh go home, now, Joe."

"Naw, I'm afraid to go home. Wife'll shmell'm breath."

"Hol' your breath."

"Can't. Sh'too strong."

Primed for Progress . . .

Gas Industry Can't Miss

by Julius KLEIN

President, Gas Appliance Manufacturers Association

and

President, Caloric Appliance Corporation

NEW MARKETS AND a boom in home modernization enabled the gas appliance and equipment industry to offset the effect of a drop in new-home starts during 1956 and there are strong indications that the industry will top its 1956 performance in 1957.

Manufacturers in some categories equalled or surpassed all-time records established in 1955. For example, manufacturers of automatic gas water heaters shipped 2,837,000 units, 3.2 per cent above the 1955 peak, and they are confident that gas water heaters will approach or top the three-million mark in 1957. It's worth noting that record unit volume is accompanied by a marked upgrading in size and quality. Larger families, extra bathrooms, automatic washing machines and dishwashers require more hot water, and these requirements provide a continuing stimulus to the demand for bigger and better automatic gas water heaters.

Shipments of gas central heating equipment were about even with the 1955 peak, and the 1,125,000 unit total for 1956 established gas as the number one heating fuel in the nation's homes.

Warm air furnaces approximated 829,000 units, down slightly from the record 835,000 shipped in 1955. Boilers established a new all-time high of 98,000 units, nearly nine per cent above 1955, while conversion burners slipped from 209,100 units to 198,000.

Continuation of the multi-billion expansion of the natural gas pipeline system during the past year enabled gas utility companies and manufacturers in many areas to cut into the backlog of thousands of applications for gas house heating that were held up pending completion of expanded transmission and distribution facilities.

Gas direct heating equipment benefited substantially from the home-modernization trend, particularly from projects involving the addition of rooms or enclosed porches. Shipments of the direct heating units—designed to heat the room or space in which they are installed—totaled 1,700,000 units, more than 15 per cent above 1955.

The increase in direct heating shipments more than offset losses in vented recessed wall heaters and floor furnaces which were adversely affected by a decline in housing starts in areas where these units are most popular. Wall heater shipments were off 15 per cent to 301,000 units, and floor furnaces down 13 per cent to 134,000.

Gas clothes dryers continued to move ahead strongly to establish an all-time high, with shipments topping the 450,000 mark for the first time in history. The clothes dryer demand continues to mount, and shipments in 1957 will undoubtedly set another record somewhere beyond the half-million mark.

Makers of gas incinerators enjoyed a satisfactory year, and have high hopes for 1957. New and improved models, a growing understanding on the part of municpal officials of the virtures of the gas incinerator, increased interest in incinerator sales by merchandising utility companies, and the acute disposal problems in many communities, all point to a rapid increase in demand.

Shipments of conventional or free-standing gas ranges were about ten per cent below the 1955 total, but shipments exceeded two million units for the tenth consecutive year, and a substantial part of the difference was made up in shipments of built-ins which enjoyed an upsurge in sales. I believe the built-ins will provide more than ten per cent of the gas range market in 1957, with built-in shipments passing the quarter million mark.

The built-ins, which hitherto have been utilized mostly in new homes, are now in greater demand for existing homes undergoing kitchen modernization. This demand will be stimulated further in 1957 by such national campaigns as Operation Home Improvement and A.C.T.I.O.N.—American Council To Improve Our Neighborhoods.

These campaigns are particularly important because they encour-

age improvement projects which will take up the slack should new home starts follow the predictions of a further decline in 1957. There are other important factors which provide the basis for optimism throughout the gas and gas appliance industries.

The arrival of natural gas in the Pacific Northwest in the latter part of 1956 sparked a demand for all types of gas appliances and equipment—residential, commercial and industrial. Manufacturers, particularly those on the west coast, noted a quick surge in orders from Portland and Seattle when the pipeline reached those cities. The demand for gas service and appliances in the Northwest will continue to grow as additional communities are connected to the pipeline and as homes and industries convert to gas from other fuels.

Continued expansion of transmission and distribution facilities, in which the gas industry will invest $7 billion in the 1956-1959 period, will bring new or additional supplies of natural gas into hundreds of communities from coast to coast, to insure greater fuel supplies and a constantly growing market for gas appliances and equipment of all kinds.

The availability of adequate supplies of the natural fuel, and the re-examination of main extension policies by many utility companies will be of great importance in major new home developments, many of which were deprived of gas service in the past because of the lack of transmission and distribution facilities.

I am sure we'll see a great wave of all-gas homes as the result of unprecedented cooperation between gas companies and builders. In other words, whether new home starts increase or decrease, the gas appliance industry will equip an increasing percentage of the new dwellings.

Perhaps the most important reason for optimism can be found in the gas industrys' own plans for exploitation of all of its opportunities for service and sales.

Critics within the industry have complained for years that it has been under-promoted. That may have been true in the past. It will not be true in 1957.

All of the industry's important past promotion programs will be carried on again—the PAR program, Old Stove Round-Up, Mrs. America, New Freedom Kitchen & Laundry operations—and on a larger scale. In addition, new activities will provide sales impact unprecedented in our business.

Starting in January, the gas industry will have a top-flight network television program for the first time. Utility companies subscribed the bulk of more than $2,250,000 to underwrite this venture into this powerful medium, but the support of pipeline companies and manufacturers is indicative of a new spirit of cooperation among all segments of the industry that is certain to be reflected in sales.

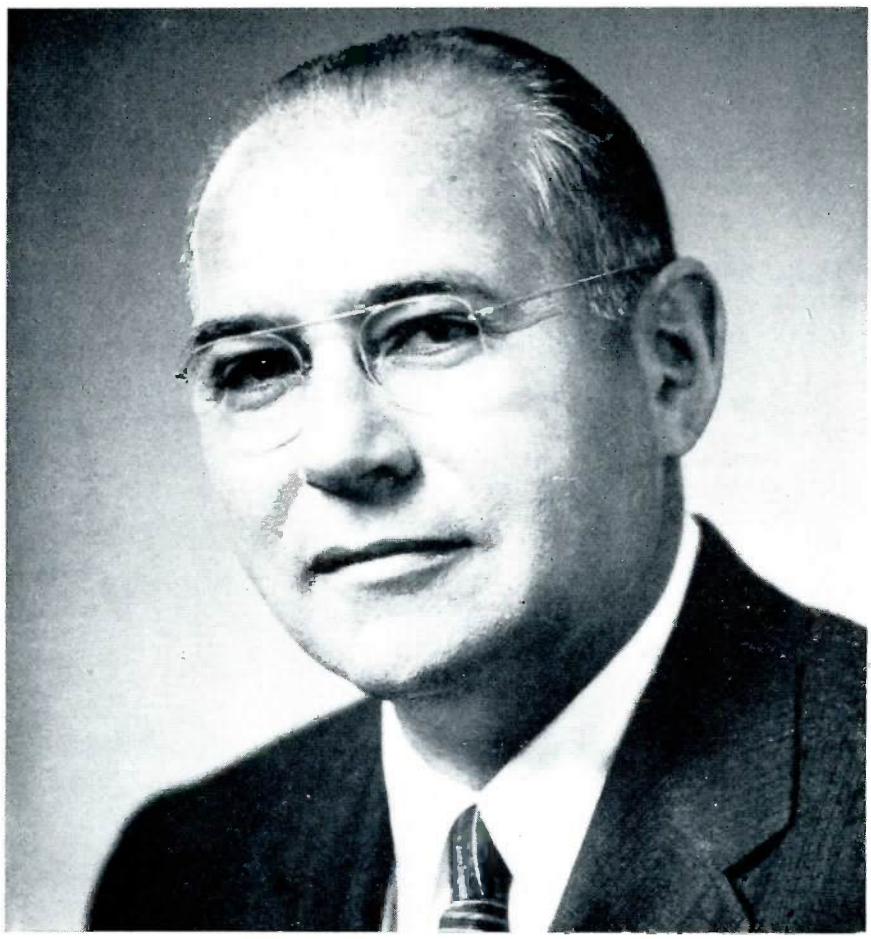
Another example of effective cooperation is the formation of the Gas Unity Committee and the development of its program which involves utility companies, LP-Gas dealers and manufacturers as well as A. G. A., GAMA and LPGA in campaigns to sell the advantages of gas to the American homeowner —city gas or LP-Gas, wherever he lives.

The Unity program is already operating in one form or another in eight states and is spreading rapidly. Newspaper advertising and highway signs—jointly sponsored by gas utility companies and LP dealers are being used regularly and effectively. In addition, sales departments are exchanging market information and leads to promote maximum productivity in sales solicitations and follow-ups.

There are many other examples of the industry's determination to do an adequate promotion job. The Gas equipment Manufacturers Committee, a group of gas industry suppliers who have nothing to sell to the general public, are about to enter the third year of the GEM

(Continued on page 22)

MR. JULIUS KLEIN



GEORGE BURNS and Gracie Allen use a modern Servel gas refrigerator for their television show, "Burns and Allen", and also have chosen one for their own home. The appearance of a gas refrigerator on a TV show with the popularity enjoyed by "Burns and Allen" serves to better acquaint the public with gas appliances. It's another step in the direction of keeping the natural gas industry in the position of national prominence already achieved. Just about anybody would be interested in this beautifully-styled Servel gas refrigerator if Vivian Blane, shown right, was the demonstrator. The lovely star of the M.G.M. musical, "Guys and Dolls", admires the convenience and dependability of this modern appliance.

FILMDOM'S popular William Holden is shown in the all-gas kitchen set used by cameramen at the A.G.A. Beverly Hills Television Studios. At right, Joseph Cotton and Rhonda Fleming, who star in "A Killer Is Loose", a United Artists release, appear in an all-gas kitchen set especially designed for the movie.

ONE OF THE techniques employed by the American Gas Association's PAR promotional program is the power of association.

In other words, place a famous name and face near a gas product, show it to several million people, and you can be sure a goodly percentage of that number will notice both the famous person and gas appliance as well.

Next time you're watching television or seeing a good movie, look closely and, sooner or later, you're bound to find a gas range, gas refrigerator, or other gas product.

This doesn't happen by accident. It's all part of a well-laid promotional plan . . . part of the service gas companies receive from the A.G.A.

On these two pages are some of the stars recently associated with gas products.

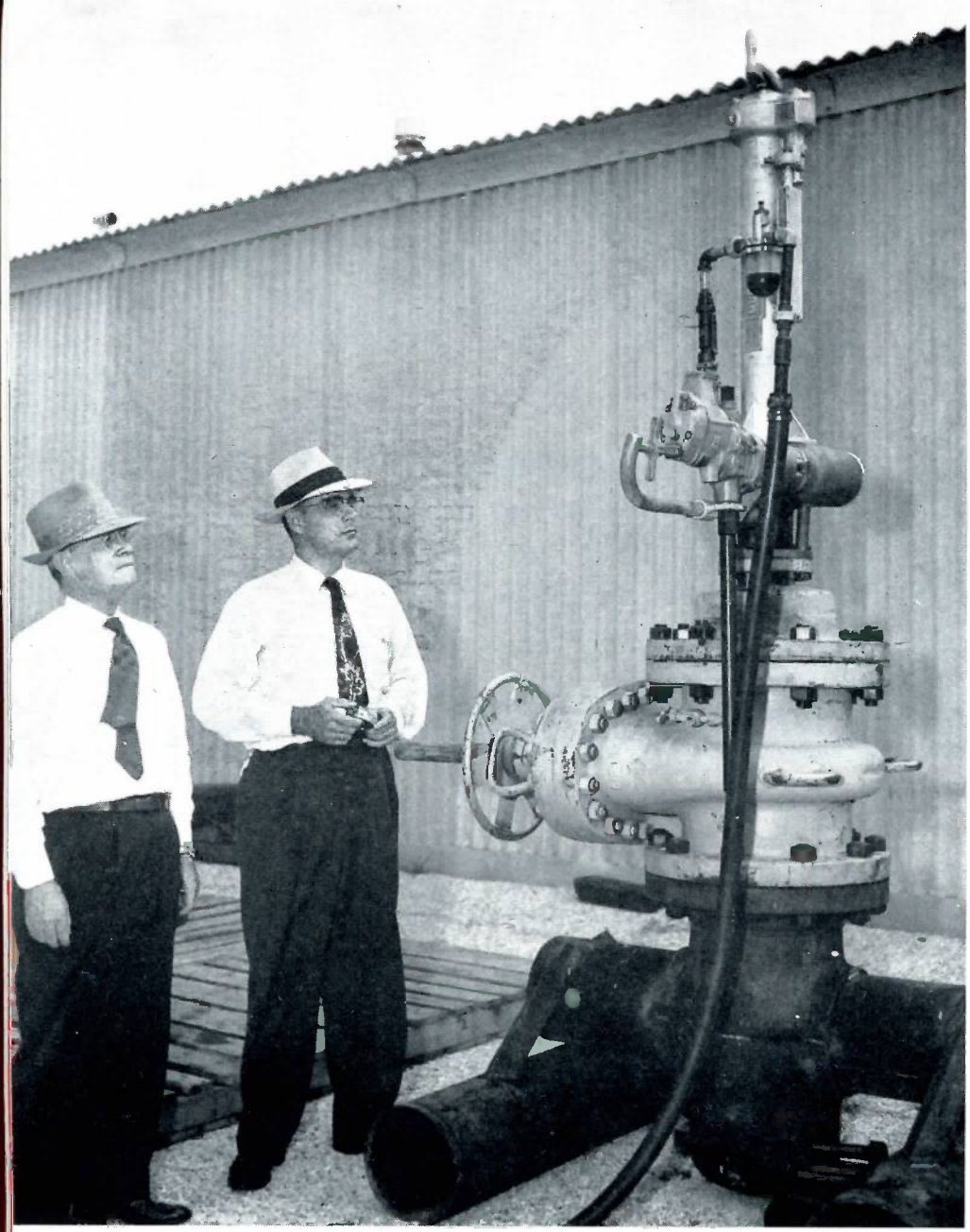
A GAS range is a star player in the Bob Cummings television show. Bob and Rosemary DeCamp know the beautiful, automatic gas range is a top performer everywhere.

Gas INDUSTRY In The Movies

Movies, television programs use gas appliances in many shows, thanks to the A.G.A.'s PAR Promotional Program

PAUL DOUGLAS and Jan Sterling, husband and wife acting team of Paramount Studios, team up at home to prepare a family meal on their new, automatic gas range. Photographs such as this are published in many newspapers and magazines, thereby carrying the gas industry's message to every corner of the nation. At right, Frank Sinatra and Kim Novak build a dream on this all-gas kitchen set, in a wistful scene from Otto Preminger's 'The Man With The Golden Arm," a United Artists release.

NEW



J. P. Carver and C. E. Dolhonde, area manager for Shell Pipe Line Corp., in Houston, Texas, inspect the Mueller No. 4 SW Pipe line stopper equipment prior to its demonstration at the Texas-Gulf Area Service Center in Houston on August 31.

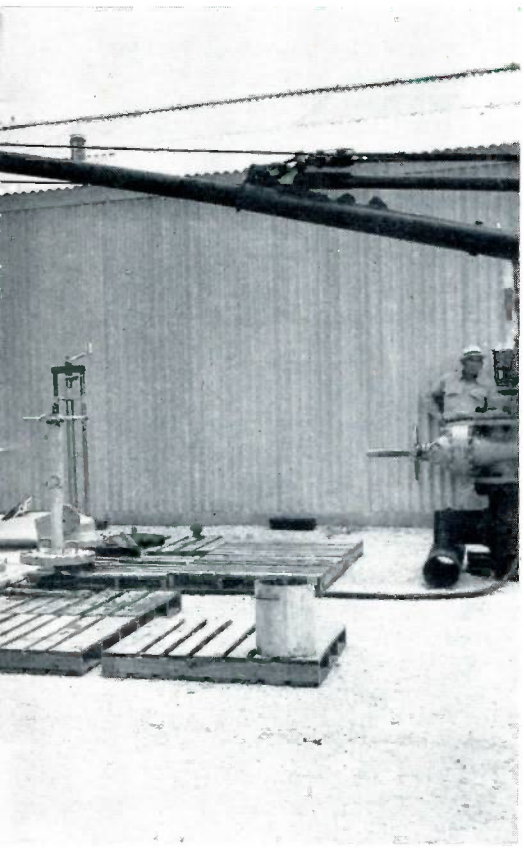
HERE is the Mueller No. 4 SW pipe line stopper equipment with steel storage boxes as shown during the demonstration. The equipment will

A NEW PIECE of equipment was demonstrated at the Texas-Gulf Area Service Center in Houston, August 31. W. D. Crawford, Mueller Co. sales representative, aided in the event which demonstrated the operation of the Mueller Number 4SW (10-inch and 12-inch) Line Stopper, commonly known in Shell as the Mueller tapping and plugging machine. Mueller machines are not new to Shell Pipe Line as various models capable of handling lines up to ten inches in diameter have been used in the Areas for a number of years. The machine, which is of newer design and capable of handling higher pressures, will supplement our present tapping and plugging equipment. It will also permit us to tap and plug 12-inch lines.

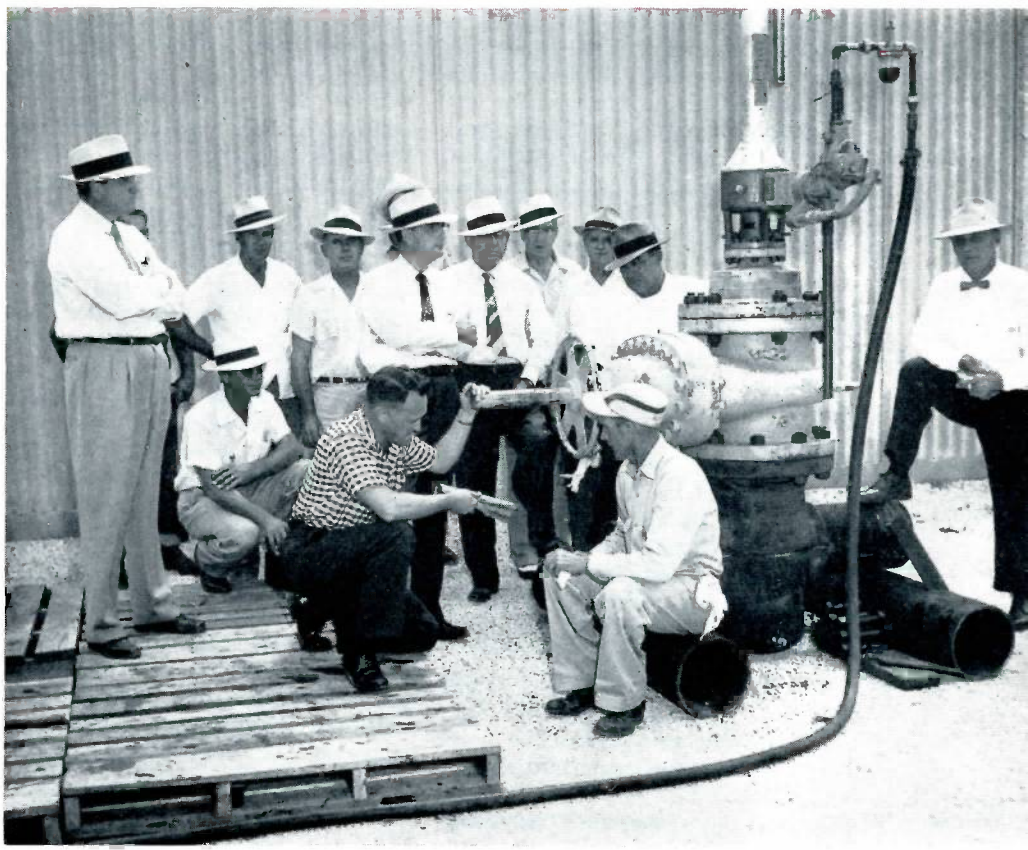
Driven by a pneumatic motor, the same as its predecessors, the machine will tap a 10-inch line in one hour and fifteen minutes, or a 12-inch line in approximately one hour and thirty minutes. Although the new machine will not tap any faster than the older models, the plugging operation is somewhat faster. A line can be tapped and plugged in less than two hours. The new type plug is more dependable and safer than the old type rubber plugs. The heavy construction of

(Reprinted from "The Go-Devil," publication of the Shell Pipe Line Corp. in Houston, Texas).

MUELLER MACHINE DEMONSTRATED



supplement Shell Pipe Line Corp.'s present tapping and plugging equipment and also will permit them to tap and plug 12-inch lines.



L. to r., standing: S. B. Bean, E. H. Pearce, C. L. Fluitt, C. C. Moss, C. E. Dolhonde, C. P. Wilson, C. E. Slater, W. H. Smith, T. A. Lauderdale. Kneeling, l. to r.: J. Keer, W. D. Crawford, V. Tipton. Extreme right: V. I. Hooper.

the new Mueller machine and the design of the new plugging device will hold against much higher static head pressures than the 75 pounds per square inch limit for the older models.

The new machine which is for use on main lines, will be stored at the Texas-Gulf Area Service Center in its custom-built steel storage boxes. The other Mueller equipment will also be kept at the Service Center for use in gathering systems and on main lines where pressures can be reduced.

Shell Pipe Line personnel present at the demonstration included Texas-Gulf Area Manager, C. E. Dolhonde; Area Engineer, J. P. Carver; Area Training Supervisor, J. H. Williams; Division Superintendents, S. B. Bean, C. E. Slater and C. P. Wilson; Division Engineer, R. L. Mendez; Area Corrosion Engineer, D. O. Griffith; Area Materialman, V. I. Hooper; Area Storekeeper, W. L. Knipe; District Superintendent, W. R. Yates; District Foreman, W. H. Smith; Area Corrosion Foreman, D. L. Carter; Engineer, J. B. Churchwell; Maintenance Foreman, C. B. Barker, C. L. Fluitt, Jack Kerr, T. A. Lauderdale, C. C. Moss; Utility Truck Driver, V. W. Tipton; and Pipeliner, E. H. Pearce.

Smokers Lead Causes For Building Fire Losses

Only two per cent of the nation's building fires and losses in 1955 were attributed to gas dropping the the industry from 14th to 16th in the National Fire Protection Association's list of 24 building fire causes.

Gas was listed far below any other fuel, including electricity, used in home business and industry.

The report showed that careless smokers caused seven times as many building fires as gas and gas appliances. Smokers topped the list of 24 major causes of building fires.

The American Gas Association said the excellent record was commendable, especially in view of the fact that gas consumption increased 8.9 per cent during the same period.

* * *

A. G. A. Selects Chicago For 1959 Convention

The American Gas Association has announced the selection of Chicago as the scene of its 1959 convention, with sessions to be held October 5-7 at the Conrad Hilton Hotel. The A. G. A. convention has been held in Chicago six times previously, last in 1949. St. Louis will be the site of the 1957 convention, October 7-9 at Kiel Auditorium.

"Playhouse 90" . . .

(Continued from page 7)

and the committee's chairman, Mr. Trembly, was given the A.G.A. Distinguished Service Award for his role in this work.

Authority for the actual sale of a program was given to a sub-committee headed by Wister H. Ligon, president of Nashville Gas Co., but before "Playhouse 90" was finally chosen the complete Television Committee was polled. In addition, the General Promotional Planning Committee was polled.

The poll presented three possible programs — "Playhouse 90" and two half-hour programs. The vote gave an overwhelming margin to "Playhouse 90."

Several days later the Television Commercials Subcommittee headed by Thomas H. Evans, Equitable Gas Co., was meeting in New York on tentative commercial plans, and voted their opinion unanimously in favor of "Playhouse 90" as an ideal commercial vehicle for the gas industry.

The Television Program Subcommittee then met in New York and carefully reviewed all the facts with the A.G.A. agency, Lennen & Newell, Inc., who also endorsed and recommended "Playhouse 90." This committee, authorized to make the final decision, was polled. Members not present voted by telephone or telegraph. The order was authorized by a large majority.

Within one hour of the placing of the firm order, a very large national advertiser sought the franchise just secured!

Co-sponsors are Bristol Myers and Singer, alternating in the first half-hour; Ronson, which takes the second half-hour every week, and Marlboro cigarettes, which will alternate with A.G.A. on the last half-hour in a so-called major-minor relationship. This means that one week the gas industry will get two commercials (the major night), and the next week one commercial. In effect, gas industry will be seen and heard weekly.

Considerable thought was given to the possibility of a half-hour program where we would not alternate with more than one sponsor. However, the most important factors felt by a great majority of all the committees were greater impact, prestige and circulation. Actually about the same number of commercials occur in any given 90-minute segment in night-time television.

All participants will receive a series of bulletins on such matters as station line-up, commercials, commercial policy, the mechanics of local cut-ins, and a whole host of promotion suggestions.

A major objective will be for the local sponsoring gas companies to identify themselves with the program to the extent that in each area "Playhouse 90" will become known as "the gas company show."

With the achievement of this goal, the gas industry will not only be in television, but in the very top segment of that medium.

Carl R. Lawrence Elected Vice President

CARL R. LAWRENCE has been elected vice president of the Atlanta Gas Light Company by the company's Board of Directors. General superintendent of the Atlanta Operating Department of the company since 1946, he will continue to devote most of his time to that activity. In his position as vice president, he will assume new management responsibility.

A native of Ohio, Mr. Lawrence joined Atlanta Gas Light in 1936 as supervisor of the appliance laboratory and employee training. In 1943 he was made service supervisor.

During his ten years as general superintendent, he was greatly responsible for the expansion of gas service in the Atlanta area from 86,222 customers in 1946 to 190,854 at present.

Gas Industry . . .

(Continued from page 17)

program of national consumer advertising of the seven household uses of gas. The equipment manufacturers plan to increase their expenditures this year to more than $300,000.

The GAMA domestic gas range division is working out the details of a promotion program for the next two years, which is by far the most ambitious and comprehensive cooperative effort ever contemplated by any appliance or equipment division in the industry.

These and other promotion programs, coupled with the public relations efforts of GAMA, A.G.A. and LPGA, mean that our gas and gas equipment will be kept constantly in the minds of all of our publics. The virtues of gas as a fuel and of modern automatic gas appliances as aids to better living will be better known during 1957 than ever before.

We have the finest array of appliances and equipment ever offered to consumers. We have better fuel distribution than ever before. With a zooming population we have the greatest market in history. And we have the best supported program to take advantage of our tremendous potential.

Will 1957 be a good year? I don't see how it can miss.

Around The Gas Industry

Atlanta Gas Light Expansion Is Planned

FOR ITS CURRENT fiscal year which began October 1, the Atlanta Gas Light Company plans to spend a record $8,000,000 for expansion of service throughout the fifty communities it serves.

R. G. Taber, president of the company, said the forecast for increase in customers is 23,000 with growth anticipated in every community. This would be about a seven per cent growth and would bring total customers to nearly 330,000. Natural gas is expected to be extended to six towns in the area before next heating season begins. Work is scheduled to begin this spring.

The most important single piece of construction to be completed during the year will be the two million dollar propane-air plant near Atlanta. It will have a storage capacity of nearly one and a third million gallons which will be stored at minus 46 degrees Fahrenheit.

A small propane plant at Rome and enlargements or improvements in existing facilities are also planned.

* * *

Jack Mikula Heads Gas Unity Drive

JACK H. MIKULA, general sales manager of the Milwaukee Gas Light Co., has been elected chairman of the Gas Unity Committee, a newly formed group which for the first time brings fuel suppliers and equipment producers together in a unified promotion program.

The committee will foster promotional efforts for gas and gas appliances and equipment both on and beyond utility gas mains. It is made up of representatives of the American Gas Association, the Gas Appliance Manufacturers Association, the Liquefied Petroleum Gas Association and the National LP-Gas Council.

The committee will develop a national program based on local cooperation of gas utility companies, gas appliance manufacturers and LP-Gas marketers. Successful pilot programs are already going on in Wisconsin, Iowa, Oklahoma and Florida. These programs are intended to permit the unified industry to offer the advantage of gas to American homeowners "wherever they live—on or off the gas mains."

* * *

Marjorie Chandler Heads A. G. A. Service Committee

MARJORIE T. CHANDLER, home service director of the Consumers' Gas Company of Toronto, Canada, has been named chairman of the American Gas Association's Home Service Committee. The appointment was announced by W. D. Williams, chairman of the A. G. A. Residential Gas Section and vice president of the New Jersey Natural Gas Company.

Committee projects for 1957 include the annual A. G. A. Home Service Workshop February 4-6 at Toronto, with the Consumers' Gas Company as host, and revision of "Home Calls," the Home Service training booklet.

* * *

Gas Utility Customers Reach Thirty Million

SOMEWHERE IN THE United States on Tuesday, December 11, the gas utility industry connected with its thirty millionth customer, the American Gas Association has announced. Although the location of this customer cannot be pinpointed, the A. G. A. said the industry now provides natural gas service in 45 states and the District of Columbia, with Idaho to be added shortly. Manufactured gas service is available in the other two states—Maine and Vermont.

The achievement of the thirty millionth customer milestone represents doubling of customers served in less than two and a half decades. In 1932, the industry served only fifteen and a half million customers.

* * *

Bookie: A pickpocket who lets you use your own hands.

For Your Leisure

When it comes to picking up a check, some fellows have an impediment in their reach.

♯ ♯ ♯

"Well, you can't say I made any noise coming in last night."

"No, but the men carrying you did."

♯ ♯ ♯

Scotch politician (tendering a lighted cigar): "Take a wee puff laddie and give me your vote on education day."

♯ ♯ ♯

Two hunters had been out in the woods for several hours and one of them had been growing uneasy. Finally panic overcame him. "We're lost!" he cried to his companion. "What on earth are we going to do?"

"Take it easy," said his composed friend. "Shoot an extra deer and the game warden will be here in a minute and a half."

♯ ♯ ♯

Seeing ourselves as others see us wouldn't do much good. We wouldn't believe it.

♯ ♯ ♯

Third - grader's definition of a reindeer: "Horse with a TV antenna."

♯ ♯ ♯

If you see good in everybody, you may be an optimist — and then again, you may be nuts.

♯ ♯ ♯

A drunk tried several times to navigate a revolving door but finally gave up and leaned against a lamp post. Along came a man and walked into the door. As it revolved the other side revealed a pretty girl stepping from it. The drunk looked intently at her and remarked: "It's a good trick, but I still don' shee wha' that guy did with hish clothes."

VISITING at the September, 1956, Southeastern Gas Association meeting in Raleigh, North Carolina, are, left to right, Richard C. Sponsler, Mueller Co. sales representative; E. S. Futrell, superintendent, water and gas departments, Richmond, Virginia; Allie T. Brooks of Richmond, named the 1956 Gas Man of the Year by the Association; Stuart Beal, gas engineer, Richmond; and A. D. Parks, Mueller Co. Southeast sales manager.

Safety Record Improved

GAS INDUSTRY companies reduced their motor transportation accident rate 14 per cent during the past year, the American Gas Association reported in announcing 15 awards won by the industry in the 25th annual National Fleet Safety Contest conducted by the National Safety Council. This 14 per cent reduction was one of the best achievements in the contest's truck division, which had an accident rate 26 per cent higher than for the previous 12 months.

An accident frequency rate of only 1.58 per 100,000 miles of operation was credited to the gas industry contestants with total operations of 291 million miles between July, 1955 and June, 1956. The rate for 1954-55 was 1.84.

The gas industry figure of 1.58 was exactly the same as the overall rate of the contest, which included more than 1,800 fleets whose 229,000 vehicles operated 4,867,000,000 miles. The national average was 10 per cent higher than in 1954-55, principally due to the inclusion of new fleets with higher accident rates.

Award winners in the Gas Industry Division competition sponsored by the American Gas Association were:

GAS UTILITY (Very Large Group)—1, Columbia Gas System, Inc., (Pittsburgh Group); 2, Columbia Gas System, Inc., (Columbus Group); 3, Milwaukee Gas Light Co., Milwaukee, Wis.

GAS UTILITY (Large Group)—1, Pioneer Natural Gas Co., Amarillo, Texas; 2, Kentucky West Virginia Gas Co., Ashland, Ky.; 3, Houston Natural Gas Co., Houston, Texas.

GAS UTILITY (Medium Group)—1, Wisconsin Power and Light Co., Madison, Wis; 2, Godfrey L. Cabot, Inc., Appalachian Division; 3, Gas Division—Water, Gas and Sewage Treatment Department, Duluth, Minn.

GAS UTILITY (Small Group)—1, Concord Natural Gas Corp., Concord, N. H.; 2, Elizabeth & Suburban Gas Co., Elizabeth City, N. C.; 3, The River Gas Co., Marietta, Ohio.

GAS TRANSMISSION SYSTEM GROUP—1, Alabama - Tennessee Natural Gas Co., Florence, Ala.; 2, Lone Star Gas Co., Transmission Division; 3, Southern Natural Gas Co., Birmingham, Ala.

Allie T. Brooks Is Named Gas Man of Year

The Southeastern Gas Association has named Allie T. Brooks as the 1956 Gas Man of the Year. He is supervisor of gas leak repair for the Department of Public Utilities, Richmond, Virginia. In a tribute to Mr. Brooks, the Association wrote the following:

"Allie T. Brooks was born in Richmond, Virginia on the 28th of November, 1888, and joined the City service twenty-one years later as a driver of a team of horses. Since that time he has steadily advanced through the ranks of a gas distribution division of the Department of Public Utilities, City of Richmond, Va., and now holds the position of supervisor of gas leak repair.

"Allie has probably located and repaired more gas leaks than any other man in the utility department. However, his greatest value to the gas utility is his uncanny ability to determine the cause of the gas leak prior to excavation. This enables the Department to stop leaks more promptly and saves thousands of dollars in unnecessary excavation costs. His work is as good as a written guarantee.

"He is respected not only for his ability but also for his fine spirit of cooperation and his intense desire to do a superior job. Throughout his many years of service he has never failed to answer a call or request made of him. He also responds cheerfully and willingly regardless of the hour. Needless to say many of these calls fall on Sundays, holidays and in the wee small hours of the night.

"For the past 46 years Allie has been serving faithfully and conscientiously in many capacities. The Department of Public Utilities will also be grateful to him for his outstanding contributions to the rapidly developing gas distribution system."