

# MUELLER Record

JULY • 1957



A Standing Invitation . . . . See Page 12

# Mueller Record

July

1957

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## Our Cover



Our cover this month shows the main compressor building at Michigan Consolidated Gas Company's Six Lakes storage field. Four 20-inch discharge and suction headers form a geometric pattern, and give us a feeling of perspective, as they stretch outward to the compressor building.

In front of the building proper, we see four vertical gas scrubbers, horizontal after-coolers, and lubricating oil storage tanks. This huge underground storage field is a recent addition to the fine facilities of Michigan Consolidated, and is located in Central Michigan, 50 miles northeast of Grand Rapids.

## Recording Our Thoughts

It occurs to this writer that someone would make a fortune if he, or she, would write a book telling what articles of clothing to take where—and when.

When we entrained for Atlantic City in May, we dressed for summer resort weather. Well, we erred! Although it was never too cold, it didn't actually warm up until our last day there. Then we hurried to Detroit for a visit with Michigan Consolidated Gas Company. People in the rail terminal stopped and stared at yours truly, for he was attired (and shivering) in a light summer suit and blue flat-top straw hat. The temperature—45 degrees! But the worst was yet to come. The temperature dipped way down when we arrived in Big Rapids, Michigan, to see one of Michigan Consolidated's installations. In fact, the temperature was somewhere in the high 20's.

In June, we attended the annual convention of the International Council of Industrial Editors in Boston; but, this time we went prepared with a good heavy coat, gloves, and warm suit. You guessed

it! The days were warm—around 90 degrees. Ah well.

Speaking of the editor's convention, we would like to pass out lots of congratulations to utility companies all over the country for selecting such capable, energetic men and women to manage the various publication. The convention was jam-packed with excellent seminars, and the utilities were well-represented, both in the attendance figures, and in the awards handed out to deserving editors.

\* \* \* \*

Our thanks to Mr. William M. Hutchins of Michigan Consolidated Gas Company and his able staff for the excellent material found elsewhere in this issue. We particularly like the depth of our cover photo, and hope you readers do also.

\* \* \* \*

We appreciate comments received from some of our readers concerning several new features of the RECORD, such as "Looking Backward", and the "Next Month" items at the bottom of Page 3. It is always encouraging to know that our efforts are well-received and appreciated, and your opinions are the means by which we can improve the RECORD in the months to come.

\* \* \* \*

Are you receiving the RECORD regularly? Is the address correct? If not, please contact us, and we will correct the error immediately. Also, many persons have said that although their company receives the RECORD, they fail to see it because it is misplaced or lost entirely. If you do not receive one yourself, we will be happy to send one. Just let us know.

\* \* \* \*

A nice letter has been received, thanking us for using savings bond photographs on our back cover. We would like to devote more space to savings bonds as well as other worthwhile causes, but such is not always possible.

\* \* \* \*

Back to Boston for a moment. We would heartily recommend a vacation in New England, especially if you have never been there. The scenery is magnificent, and most places are wrapped in historical interest. Don't miss Lexington, Concord and Salem!

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**Francis E. Carroll**

**I**T is with deep sorrow and a great sense of loss that we record the passing of Francis E. Carroll, Sales Service Manager of the Gas Division of Mueller Co., on Thursday, May 9, 1957.

Mr. Carroll was born in Cerro Gordo, Illinois, on September 9, 1901, the son of Mr. and Mrs. Ivel R. Carroll. He came to Mueller Co. on February 9, 1925, and began work in the Shipping Department. In 1927, he was made assistant branch manager of the Dallas, Texas, branch. In 1938, he became Assistant Sales Manager in charge of Gas Products, and was promoted to Sales Service Manager of the Gas Division earlier this year.

Mr. Carroll was married to Mary Irene Scott on September 16, 1926. He is survived by his wife and his mother who resides in Cerro Gordo.

By all the usual standards which we use to judge one another, Francis E. Carroll was a success in his chosen profession, in his family life, and in his relationships with the community in which he lived. This success and innate friendliness he shared wholeheartedly with all with whom he came in contact.

All of us at Mueller Co. are the richer for having known and worked with Francis Carroll. All of us will miss him.

## ... NEXT MONTH ...

**Mueller Co. and Anaheim, California**, have something in common—100 years! Yes, September marks Anaheim's Centennial, and the Mueller RECORD proudly salutes this progressive community. But, the August issue is one for the whole family, for Anaheim is the home of the entertainment sensation of all time—DISNEYLAND- We'll have pictures of interest to the kids, and their parents as well.

Go back through the years as we join a German immigrant family and settle in Anaheim. Trace with us the progress and foresight of hardy pioneers.

We are justly proud, too, that the name "Mueller" figures into the illustrious history of this friendly city. Join a conversation among several long-time water works men as they discuss "the good old days." Yes, it will be fun galore in August, when the RECORD takes you on a tour of Anaheim and Disneyland.



Michigan Consolidated's main offices in Detroit.

# No Task Too Difficult

**New Pipe Lines Solve The Problem**

**M**ICHIGAN CONSOLIDATED GAS COMPANY was 95 years old and a big outfit back in 1946, but it had a big problem; its natural gas supply was not sufficient to meet the demands of its customers.

This problem was not exactly unique in the gas utility field following World War II; but, perhaps the way Michigan Consolidated and its parent corporation, American Natural Gas Company solved it was somewhat unusual.

Actually, in 1946, Michigan Consolidated was urging its customers to put on storm windows, simmer their food, and not use so much hot water. The Company had to restrict sales to new heating customers, and even make over a billion cubic feet of costly manufactured gas to meet the needs of its customers. Unable to obtain additional supplies from its then lone supplier, Panhandle Eastern Pipe Line Company, and faced with diminishing reserves in its producing gas fields in Central Michigan, the Company was forced to seek new sources.

The only answer was a new pipe line. So, the Michigan Wisconsin Pipe Line Company was formed as an affiliate, and after much opposition, obtained a certificate from the Federal Power Commission to build a \$100 million project from the Hugoton Field in Texas and Oklahoma. Michigan Consolidated solved the further problem of winter peaks and summer valleys in demand by converting four of its producing fields to underground storage reservoirs, and leasing the facilities to the new pipe line company.

In October, 1949, the Michigan Wisconsin line was completed, but the demand for gas heat was so great that the capacity had to be doubled. Sales, which in 1946 had amounted to 46 billion cubic feet, jumped to 101 billion by 1951, with the number of heating customers going from 107,000 to nearly 300,000.

By 1952, demands for natural gas had again become greater than supply, and additional gas was not available from either of the two pipe line suppliers. Again the problem, and again the solution: an-

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other pipe line and more storage. This time, American Natural organized the American Louisiana Pipe Line Company, and after nearly three years of hearings before the FPC, litigation and construction, the 30-inch, 1200-mile project was completed in August, 1956, to Detroit from the Gulf Coast of Louisiana at a cost of \$130 million.

With a 70 percent increase in supply from its new affiliate, Michigan Consolidated converted the Six Lakes gas field to a storage reservoir with a working storage capacity of 53 billion cubic feet.

In licking its problem, Michigan Consolidated has more than trebled its own investment in a ten-year period to \$336 million. While it had a healthy 37 percent increase in customers, from 610,000 to 835,000, its gas supply quadrupled from 46 billion to 194 billion a year. Space heating customers accounted for most of this growth, jumping from 108,000 to 480,000.

Thus, Michigan Consolidated Gas Company has grown to be one of the nation's largest gas utilities. The Company began operations in Detroit in 1851 as the Detroit Gaslight Company and, following a number of mergers and consolidations, emerged as Michigan Consolidated Gas Company in 1938. Today, it spans the state from Detroit, in southeastern Michigan, to Muskegon on the west and Traverse City on the north. The Company operates some 7,600 miles of distribution and transmission lines, of which 3,100 miles have been built in the last decade.

The Company is divided into ten distribution districts, a Production and Pipeline District, and the Six Lakes Storage District. The largest of these is the Detroit District, where eighty percent of Michigan Consolidated's sales are concentrated. This district includes the cities of Detroit, and most of suburban Wayne County, which has a total population of approximately 2,500,000 persons.

Michigan Consolidated Gas Company is a subsidiary of American Natural Gas Company, an integrated natural gas system consisting of two large natural gas distributing companies, and two interstate gas transmission companies. To-

gether, these companies provide natural gas for a population of more than 4,800,000 persons, and the system delivers more than 1.75 billion cubic feet of gas in a single day. Other American Natural subsidiaries are: Milwaukee Gas Light Company, Michigan Wisconsin Pipe Line Company, and American Louisiana Pipe Line Company.

The Production and Pipe Line District of Michigan Consolidated has charge of building, operating and maintaining the Company's 900 miles of high-pressure transmission lines, and local gas production.

Michigan Consolidated receives its supply of gas from three interstate pipe line companies. Two of these — Michigan Wisconsin and American Louisiana—are affiliates of American Natural. While Michigan Wisconsin delivers gas directly to the Company's Grand Rapids, Muskegon and Ludington districts, most of its gas is transported to the William G. Woolfolk Station at Austin Storage Field near Big Rapids, Michigan. Austin Storage field, and three other storage fields owned by Michigan Consolidated, are leased and operated by Michigan Wisconsin.

The Michigan Wisconsin gas delivered to Woolfolk is either sold directly to Michigan Consolidated, which has six pipe lines into the

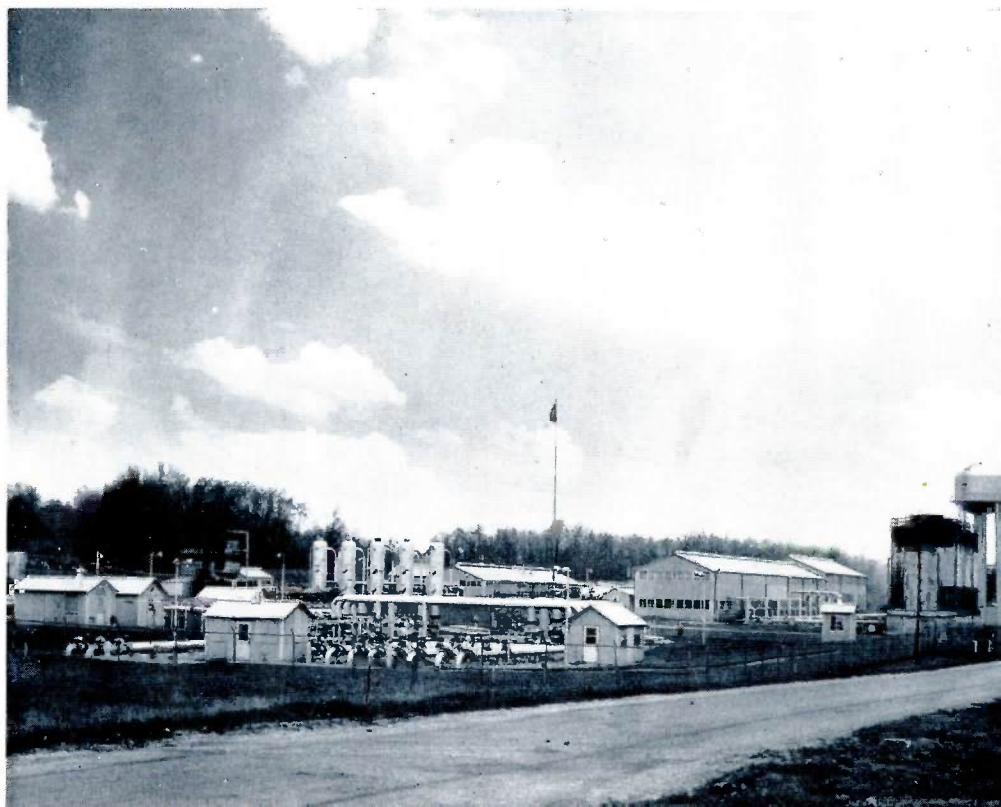
field, or is stored in any of the four underground storage fields until required by pipe line customers. Two 24-inch lines connect Woolfolk Station and Six Lakes Station with Detroit. Smaller lines link the stations with all of the Company's other districts. Michigan Wisconsin delivers 66,357,000,000 cubic feet of gas each year to Michigan Consolidated.

American Louisiana Pipe Line Company completed its 30-inch line from southern Louisiana to Detroit in August, 1956. The line delivers approximately 224 million cubic feet a day to Michigan Consolidated at its receiving station at Willow Run, near Ypsilanti. There, the gas may be channeled into the Company's Detroit and Ann Arbor Districts, or to Six Lakes Storage Field through the two 24-inch lines.

Michigan Consolidated also buys 127 million cubic feet of gas per day from the Panhandle Eastern Pipe Line Company—125 million a day at the River Rouge Station in Detroit, and two million a day for Ann Arbor.

Michigan Consolidated has an average daily supply of 533 million cubic feet. Sendout ranges from average summer day requirements of 210 million cubic feet to 1.115

**Panoramic view of the William G. Woolfolk Station at Austin Storage Field near Big Rapids, Michigan. Woolfolk Station is the control point for four storage fields operated by Michigan Wisconsin Pipe Line Company.**



billion cubic feet expected next winter. Over half the winter requirements can be met from underground storage.

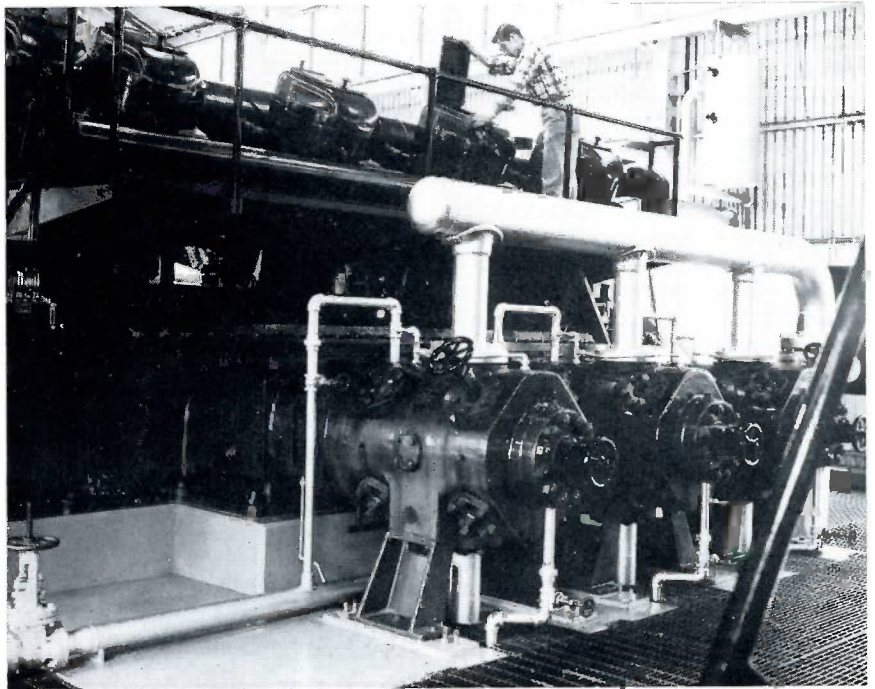
In 1956, Michigan Consolidated spent approximately \$34,000,000 to enlarge its transmission and distribution system, and is spending in the neighborhood of \$31,300,000 this year.

Of great interest to the author were the William G. Woolfolk and Six Lakes Stations.

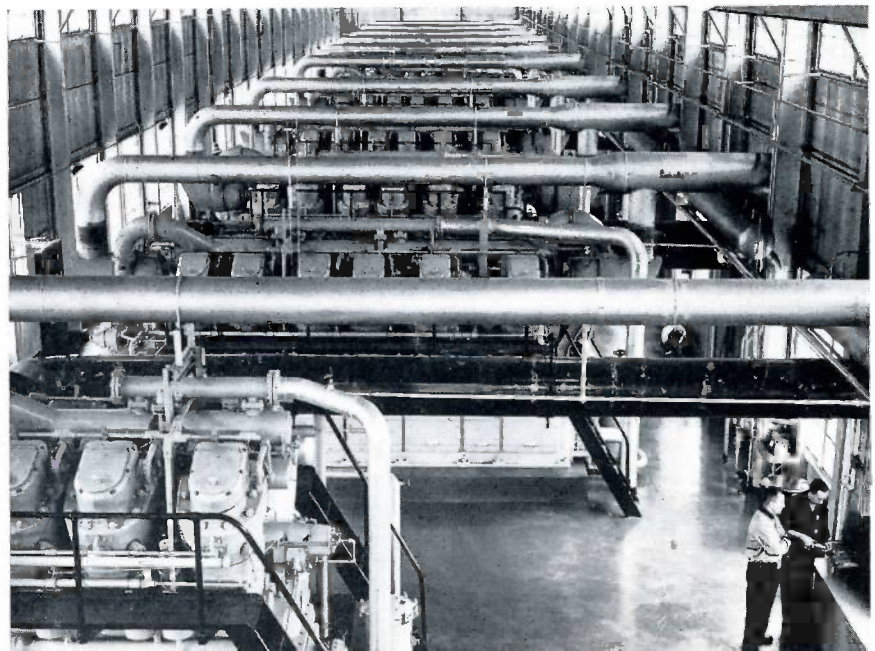
Woolfolk Station, as was mentioned previously, is leased to and operated by Michigan Wisconsin Pipe Line Company. The Compressor Buildings contain the huge compressors required to move the gas as it arrives at the Austin Field or other storage fields, out of storage into pipe lines to Detroit, Grand Rapids, or other markets; and, when necessary, to Wisconsin, back through the pipe line by which



Top: The 1957 winner of the Mrs. Michigan contest was a Detroit woman, Mrs. Mary Weitzel. Michigan Consolidated can be proud of its contribution to this competition.



Center: Compressor side of one of the 1,320 horsepower units installed in the compressor building at William G. Woolfolk station near Big Rapids, Michigan. Oiler J. J. Layder keeps equipment clean and operating.

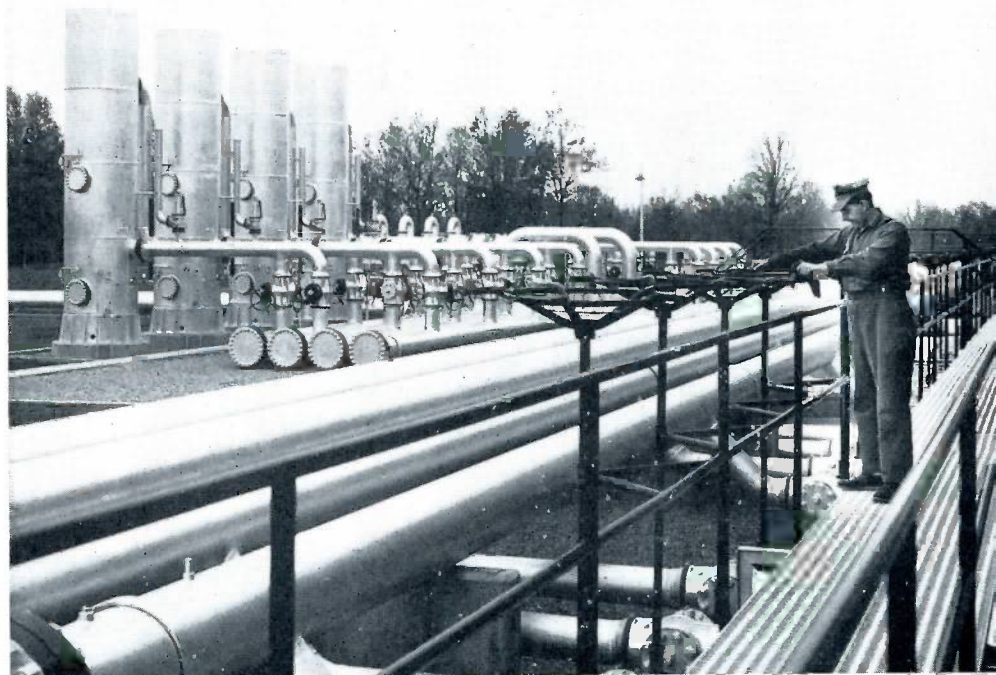


Bottom: During the heating season, eleven huge compressors pump gas from Michigan Consolidated's Six Lakes storage field in Central Michigan to more than 100 communities served by the Company. Fred Gardner and Jim Gillette keep these giant units in working order.

Top: Construction of the American Louisiana Pipe Line under the Mississippi River.



Center: Loren Miller turns valve extension controlling gas flow to one of eleven individual compressor units at Six Lakes.



Bottom: The personnel of the Home Service Department not only assist homemakers, but help salesmen and service men through cooking classes to know what a range will do.

it arrived. There are thirteen compressors, with a total of 20,280 horsepower. Individual compressors are put into or out of use as changing requirements demand. Compressions ranges from 300 pounds per square inch to 900 pounds per square inch.

The intense heat under which the compressors operate requires constant water circulation similar to that of an automobile engine. Deep well water is used, and circulates through the compressors and towers, and into coils for re-cooling and re-circulation.

All electric power is generated at the station; gas engines are used to drive the electric generators.

Gas pumped into underground storage picks up moisture as it passes into and out of the Michigan stray sandstone at a depth of 1350 feet. Dehydration is accomplished by passing the gas through water towers containing a solid granular



adsorbent material. As this becomes saturated in either of the two towers, that particular tower is cut out of service until its adsorbent material has the water removed by passing heated gas through it. The gas is then passed through cooling coils for removal of water which the gas has absorbed in the process. Control of this operation is fully automatic, through an ingenious electronic system.

Austin Field and the three other nearby storage fields operated by Michigan Wisconsin have a combined working storage capacity of 44 billion cubic feet.

The Six Lakes Station is located on a 40-acre site approximately 50 miles northeast of Grand Rapids. Its function is to inject gas which the Company receives from its suppliers into underground storage in the summer season, and withdraw gas in the winter season and pump it to market. This gigantic underground storage field, as was previously mentioned, has a working storage capacity of 53 billion cubic feet.

The Station consists of eleven compressor units totalling 20,000 horsepower. It is self-sustaining, and buys no outside source of electrical power. Electricity is generated by three gas engine-driven generators.

There have been other changes in Michigan Consolidated. The late William G. Woolfolk was chairman of the Company, and Henry Fink, now retired, was president and chairman of the board during much of this expansion period. Their contributions were great, as have been those of the present top management, including Ralph T. McElvenny, Henry Tuttle and Hugh C. Daly.

Mr. McElvenny, after long years of experience in the utility field, was elected President of the American Natural Gas Company in September, 1953. He is also chairman of the board of Michigan Consolidated Gas Company, Milwaukee Gas Light Company, and Milwaukee Solvay Coke Company. He is chairman of the Michigan Wisconsin Pipe Line Company and American Louisiana Pipe Line Company. He also has served on the board of directors of a number of other utility companies, and is presently a member of the board of the National Bank of Detroit, United Foundation, Detroit Symphony, and board of trustees of Kalamazoo College.

Henry Tuttle is President of Michigan Consolidated Gas Company. He began his career as a service man in the shop department in 1920, moved on to the accounting

department, and became first assistant treasurer and assistant secretary in 1937. He was elected vice-president and controller of the Company in 1940, and vice-president and treasurer in 1945. He was elected President in 1952. He is also a member of the board of directors of American Natural Gas Company.

Hugh C. Daly, Executive Vice-President of the Company, joined it and its affiliates as an assistant secretary in 1950. He was elected a vice-president in 1953, and was named to his present post in May, 1956. He is directly responsible for the operations, engineering and sales departments and outstate districts of Michigan Consolidated.

Mr. Tuttle foresees great potential growth in industrial sales, as well as residential sales, with more manufacturers turning to inexpensive natural gas in order to improve products and avoid the problems and costs involved in storing and handling solid and liquid fuels.

"It has always been our great desire," said Mr. Tuttle, "to supply everybody who desires gas for heating, residential, commercial and industrial purposes. We have now achieved that goal, and are in a position of seeking and promoting even greater sales. We know that it will have a general beneficial effect on all of the communities we serve."

Henry Tuttle



Ralph T. McElvenny



Hugh Daly





# Around the Gas Industry

Leaders in the gas equipment and distribution fields were honored in New Orleans during the American Gas Association's commercial and industrial conference.

Four manufacturers of gas equipment, and one manufacturer's representative, were admitted to the "Hall of Flame," an honorary group of leaders who have made outstanding contributions to the gas industry's progress. The manufacturers are: John T. Heilig, vice-president and sales manager, Savory Equipment, Inc., Newark, New Jersey; Andrew M. Bornhofen, vice-president in charge of sales, Anetsberger Brothers, Inc., Northbrook, Illinois; Richard E. Regan, general manager, Gas Consumers Service, New York City; and Everett Magnuson, vice-president in charge of boiler sales, Eclipse Fuel Engineering Company, Rockford, Illinois. Also honored was Herman Koester, Jr., president of W. Wirt Young & Associates, Boston.

These five men received jeweled insignia and certificates of life membership in the honorary group. The presentation was made by J. Robert Delaney, chairman of the AGA commercial and industrial gas section, and sales manager of the gas department of Cincinnati Gas & Electric Co.

A graduate of the Wharton School of the University of Pennsylvania, Heilig spent most of his career in the food service equipment business as sales manager for Cleveland Range Co. before joining Savory Equipment, Inc. He has served on many committees of the Gas Appliance Manufacturers Association and the AGA.

Bornhofen is a graduate of Northwestern University, and joined Anetsberger Brothers, Inc., in 1931, progressing to his present position as vice-president in charge of sales.

Regan joined Gas Consumer Ser-

vice in 1940 as a salesman, and is now general manager. Prior to joining Gas Consumer Service, he was with Public Service Electric and Gas Company, New Jersey.

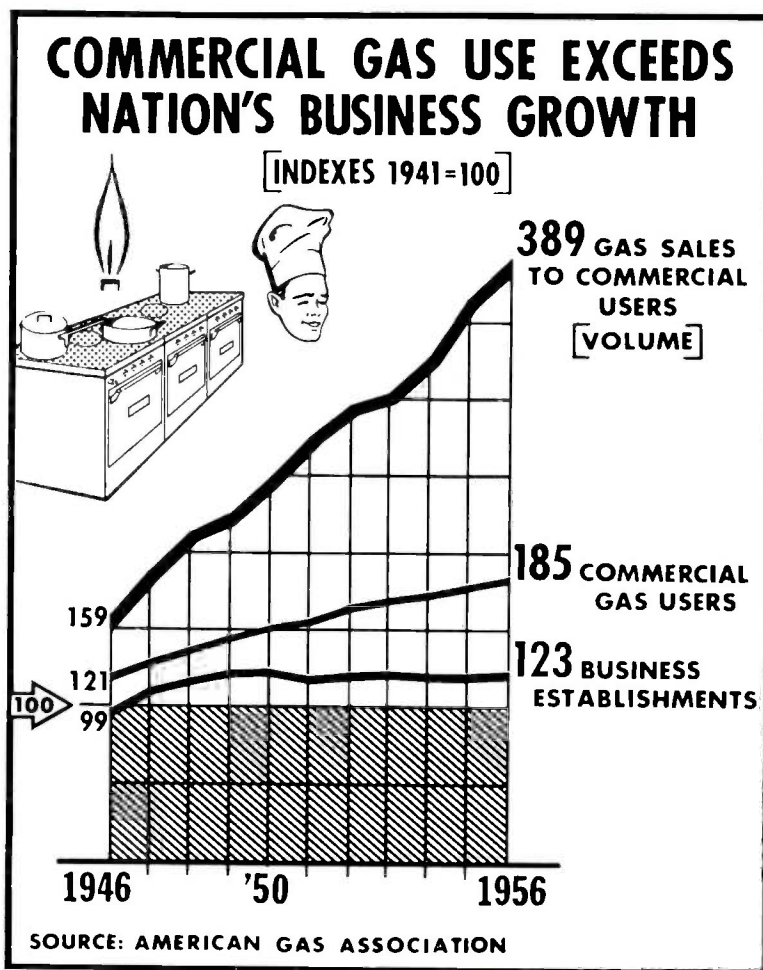
A native of Rockford, Illinois, Magnuson has been with Eclipse since 1927, and is the third vice-president of the company to be elected to the Hall of Flame. He has served on many GAMA and AGA committees.

A graduate of Stevens Institute of Technology, Koester has been active in the New England Gas Association and in varied civic affairs. His firm represents six New England manufacturers of industrial gas equipment.

## GAMA Elects

The industrial gas equipment division of the Gas Appliance Manufacturers Association has re-elected its officers for additional one-year terms to begin in October.

They are: chairman—E. J. Funk Jr., vice president of the C. M. Kemp Manufacturing Company; vice chairman—Robert C. LeMay of the Selas Corporation of America; and executive committee member—James H. Sands, executive vice president of Eclipse Fuel Engineering Company.



COMMERCIAL gas customers in the United States are growing at a faster rate than retail business establishments. Volume of commercial gas sales has almost quadrupled since 1941. Americans spend more than \$17½ billion per year on meals consumed outside the home, and nine out of ten of these meals are cooked with gas.



# The Story of the BLUE STAR

A BLUE RIBBON is an emblem to be worn with pride. Usually it can be worn by only one among many entries.

The gas industry's "blue ribbon" is the A.G.A. Laboratories' Blue Star Approval Seal. It is worn with pride, not by just one gas appliance of each kind, but by more than 95 percent of all gas appliances sold!

How it is possible for nearly every gas appliance on the market to be a blue ribbon performer is a story of industry self-regulation unique in the business world. It is the story of the American Gas Association Laboratories and their Approval Requirements Program, under which appliance manufacturers voluntarily submit their products for testing.

Standards are so rigorous that only appliances capable of safe, dependable performance through a long service life can pass. When success is attained, often after many trials, appliances are awarded the privilege of displaying the Blue Star.

Today, nearly every appliance customer benefits because of the Blue Star. But this desirable situation did not come about overnight. As early as 1903, leaders in the gas industry realized that the public deserved protection against improperly designed and poorly constructed gas appliances.

Some gas companies accordingly laid down standards for use locally, to safeguard their own customers. But it was not until 1915 that efforts to provide national standards met their first success. In that year, work was begun on preparation of

a national Gas Safety Code.

Gas men further realized, however, that the mere existence of a code would not ensure compliance by all appliances. An impartial body was needed which could continually inspect appliances and check conformance.

Thus, in 1925 the American Gas Association launched its Approval Program and established its Laboratories in Cleveland, Ohio. The Association accepted the responsibilities both of formulating appliance standards and of testing current models. The Blue Star was adopted as the emblem to be displayed on appliances which passed the tests.

Manufacturers promptly began shipping their appliances in from all parts of the country for approval. So rapidly did the Laboratories' workload grow that facilities had to be expanded almost immediately. In 1928, a new building was provided in Cleveland. In 1931, laboratory space was leased in Los Angeles for a West Coast branch. In 1940, the Los Angeles laboratories were housed in a new building, which was itself expanded in 1948. In 1950, the Cleveland facilities were again expanded. Meanwhile, the original staff of four engineers had grown to more than 200 engineers, clerks, and maintenance and service personnel.

The workings of the approval requirements and testing programs, though complex in practice, are simple in outline.

Over-all supervision of the standards program is the job of an American Gas Association committee known as the Approval Require-

ments Committee. It is made up of gas utility executives, appliance manufacturers, representatives of national and government organizations such as the National Board of Fire Underwriters, the National Bureau of Standards, the U.S. Public Health Service, the American Institute of Architects, and organizations representing the public, such as the American Home Economics Association.

The Approval Requirements Committee is in turn a sectional committee of the American Standards Association, an all-industry body concerned with setting standards in every field. Most A.G.A. approval requirements, once established, are automatically adopted as American Standards by A.S.A.

Working under this over - all body are numerous subcommittees which develop the detailed standards for each of the many types of appliances—commercial equipment, the seven familiar types of household appliances, and all accessories.

In setting up approval requirements, one of the major factors considered is safety. Gas ranges, for example, must operate without making surrounding walls or woodwork too warm. They must burn fuel gas completely, so as not to contaminate the air with combustion products. They must not leak gas. Construction must be such that there is no danger of injury from sharp corners or edges, and users must be protected from possible burns on parts with which their hands come into contact. Electrical connections must be of such quality and construction as to be permanently safe.

A second consideration is performance. Appliances must measure up in efficiency, proper heat distribution, capacity, and a long list of other performance items. They must be capable of operating in any part of the country, with any of the types of fuel gas in common use. They must incorporate the technical improvements embodied in the latest requirement revisions. For example, after January 1, 1959, all ranges must have all automatic ignition in order to qualify for the Blue Star.

The third major factor is durability. Appliances must be of rugged and sturdy build, so that they will continue to meet high performance and safety standards all through a long service life.

To determine fitness of appliances, hundreds of ingenious tests are devised and carried out by Laboratories engineers. In order to check oven heat distribution, they may bake whole ovensful of cakes, all of which must emerge evenly browned and baked through. To test durability of range controls, a special machine automatically turns controls off and on thousands of times. At the end of such a test, these controls must still function perfectly. In all, approximately 300 different tests are applied to a range before it can receive the Blue Star.

To supplement tests, and to ensure that all subsequent appliances of the approved model continue to meet requirements, the Laboratories conduct a regular program of announced and unannounced factory inspections. In most cases, spot-checks are made at the production line. In other cases every appliance coming off the line may be checked. On occasion, inspections are carried out even on appliance sales floors or in homes where appliances have been in use.

The Blue Star Approval Seal is granted for a period of only one year. Renewal may be granted up to five years. At the end of this period, the appliance must once more be reconsidered and retested in the light of revisions in approval requirements. All standards are revised and upgraded by the Approval Requirements Committee on an average of once every two years.



Thus, most appliances must incorporate definite improvements at least every five years in order to retain the privilege of displaying the Blue Star.

By the end of 1956, more than 50,000 appliance and accessory models had been tested and approved by the A.G.A. Laboratories.

Public acceptance of the Approval Requirements standards, as symbolized by the Blue Star, is dramatically evidenced by the fact that, in reverse of the usual government regulation of an industry, many communities have adopted these gas industry standards as part of their own safety and building ordinances.

The self-regulation by which the gas industry has thus set a shining example not only protects its consumers without government regulation, but assures them of continually improving quality. The rising standards of appliance approval mean a rising standard of living—with gas.

## F.P.C. Approves Expansion

The Federal Power Commission has granted a certificate to New York State Natural Gas Corporation, of Pittsburgh, Pa., for the construction and operation of an underground natural gas storage pool in Steuben County, N. Y., and 45.6 miles of pipe line in Steuben County and in Potter and Tioga Counties, Pa.

The storage area, called Woodhull Pool, will provide storage for a maximum volume of about 35 billion cubic feet of natural gas, of which about 21 billion will be top storage gas. Withdrawals are expected to average 140 million cubic feet daily.

New York State Natural said that it plans no new service by reason of the project. The company said that the Woodhull storage project will enable it to meet increasing system demands, principally for house heating.

# A Standing Invitation

**O**PERATION FACE-LIFT! That has been the key phrase for utilities all over the country the past few years. This gigantic building program has not been confined to the erection of operating facilities; much has been done to improve the looks of office buildings and other service areas. One of the most popular facets of Operation Face-Lift has been the influx of home service departments in various large utilities, and among the front-runners in this movement is the new Hospitality House of the South Jersey Gas Co., in Atlantic City, New Jersey.

The Hospitality House has a characteristic common to such a home service set-up; it serves a dual function. In addition to providing facilities for conducting platform demonstrations, it is designed to serve as a community meeting spot. When South Jersey Gas Co. made ready to open the doors of Hospitality House, this peppy young company prepared a beautifully - illustrated brochure which contained this message: "Hospitality House was conceived, built and dedicated to community service by South Jersey Gas Co. as one means of saying 'Thank You' to the more than 75,000 friendly customers who have made possible the company's tremendous progress since the conversion to natural gas in 1951. The facilities of Hospitality House are yours. The company wants you to enjoy them to the fullest, and will co-operate in every possible way."

And do local residents enjoy these facilities! A typical week will see Hospitality House reserved for luncheon, afternoon and evening meetings for groups ranging in size from twelve to one hundred. Women's club groups predominate, and demonstrations by the company's home service department are given in approximately sixty percent of these meetings. Other groups using the facilities include appliance distributors and manufacturer representatives who put on showings or training meetings for dealers; the gas company itself; and community organizations of business, professional and civic nature.

Sarah Sicker, the home econo-

M U E L L E R   R E C O R D





This modern, all-gas kitchen is a center of attraction at Hospitality House.

mist in charge of Hospitality House, is busy all day, every day, making reservations and arrangements for this most popular meeting place.

Clubs and organizations find Hospitality House spacious, inviting and adaptable. The auditorium, meeting spot for larger groups, can accommodate 100 persons with ease and in comfort. The South Jersey Gas Company has also provided smart, modern folding tables, so that the room may be arranged for discussion groups, card parties and the like. Beautifully appointed, the interior follows a color scheme of dusty rose, turquoise and brown. Interesting "Down East" wall paper catches the visitor's eye as soon as he enters the room. A cheery Colonial fireplace offers a warm welcome, and the setting is aided by maple, pine and hickory reproductions of authentic period furniture.

As one might expect, a modern all-gas kitchen of utmost efficiency and beauty is an impressive feature of Hospitality House. The facilities of this dream kitchen are used for instruction and demonstration purposes by the gas company. It con-

tains built-in oven and surface units, an automatic washer-dryer combination, a large gas refrigerator, and the latest in wall and base cabinets.

In October, 1956, Hospitality House celebrated its first anniversary with events for employees and the public. During its initial year, approximately 8,000 people, as members of 116 clubs and organizations, utilized this meeting center dedicated to community service.

## Montreal Gains

Metropolitan Montreal, with a population of 1.6 million, promises to become Canada's leading gas-consuming area when the great Trans-Canada pipe line reaches there next year. Quebec Natural Gas Corporation, which will take over the distribution facilities of Quebec Hydroelectric Commission, sees a great heating market ahead for gas—replacing the widely-used kerosene room heaters in homes, and the light oil and coal used in industrial and commercial establishments.

## Bing Crosby To Sell Appliances

THE AMERICAN GAS ASSOCIATION and Bing Crosby have announced the signing of a contract which will launch the biggest merchandising campaign in the history of the gas industry.

Bing Crosby, "Mr. White Christmas" himself, will spark the national campaign which is scheduled to roll into high-gear during November and December, the height of seasonal buying. Bing will urge consumers to "Make it a White Christmas . . . give her an automatic gas appliance."

The national campaign will be supported at the local level by close to 400 gas utility companies, serving more than 21 million American families. Also participating will be gas appliance manufacturers and dealers from coast to coast.

S. F. Wikstrom, director of promotion and advertising for A.G.A., announced that Crosby will deliver four TV commercials featuring automatic gas appliances on the award-winning dramatic series, "Playhouse 90," sponsored by A. G. A., and viewed by an estimated 13 million families each week. These TV commercials will also be made available for local use by gas companies participating in the gas industry's national TV program.

In addition to his TV appearances, Bing will be featured in full-color, full-page ads in leading national magazines. These will be further supplemented by extensive advertising in newspapers, gas trade journals, and general retailing and dealer publications.

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Are you looking for a distinctive name for that new place of yours in the suburbs? A proud Tennessean has dubbed his dream house "Chateau Nooga." A Charles Adams monstrosity on the Jersey shore is called "Gruesome Gables." And a Baltimore minister, hoping his congregation will get the hint, named his home "The Wrecktory."

We dip into the MUELLER RECORD, issue of **June 12, 1913**, for the first item in this infant column; "The New York Office recently received a nice order from the Central American Plumbing and Supply Co., of Colon and Panama. This order called for a gross and a half of Extra Self-closing work. The customer insisted on this order being made up with a small copper pin through the stem. The object is to prevent the Panama people from taking the faucets apart. While this arrangement will prevent adjustment or repairs of the cock, it suits the Panama company, who do not want any occasion for making repairs after installation has been made. Plumbers down there working for the company get ten dollars per day American gold for eight hours' work. It would cost more to make repairs than to put in a new bibb."

\* \* \*

The issue of **July 15, 1913**, recalls some interesting information about a little-known facet of Mueller production: "The fact that we made one of the first automobiles in the United States, and that it competed in and won the first road race ever run, is a matter of automobile history."

\* \* \*

Apparently, political jokes were quite the thing back in **1913**, as evidenced by this item of **July 15**: "The assertion that one out of every 200 voters for Woodrow Wilson had applied to him for a job reminded Senator Bourne of an office-seeking story. 'There was once a President,' said the Senator, 'who received, early in his administration, a letter which proved to him that there is no such thing as discouraging an office-seeker. He received a letter which read: Dear Mr. President: I understand you are going to take a month off to destroy the big mountain of letters asking you for jobs. If everything else is gone, I would like the job of destroying the letters!'"

\* \* \*

Panic was in the air during part of **1913**. Then, later in the year, things began to brighten, as we read on **September 12**: "Increasing confidence dominates financial and commercial circles. There is a

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general loosening of the tension prevailing during the summer. Bankers, railroad interests, manufacturers and merchants breathe easier. The real or fancied bugaboo which has cast the shadow of restricted operation, hard times and panic over the business world no longer causes timidity and halting in the avenues of trade . . . The new thought in American economics that business transcends politics in importance in the country has transplanted old political prejudices."

\* \* \*

And away we go—on **October 4, 1913**: "The annual coon hunt was pulled off Saturday night under ideal conditions. The temperature was just right, the crowd in fine fettle, and the hunting ground the best we have ever visited. Not one thing occurred to mar the pleasure of the occasion . . . The dogs caught and killed one coon and one possum. The rest of us fared not too well, or not at all."

\* \* \*

Here is a definition of efficiency, or rather a description of it, which we feel could benefit everyone, thanks to the MUELLER RECORD, issue of **June 15, 1914**:

"While I would not advise making bananas the main crop of North Dakota (the climate on the whole being better suited to wheat), I have no doubt Luther Burbank could grow in North Dakota bananas of so delicious and exceptional a flavor that millionaires all over the world would send for them. I have seen beautiful apples clipped at the tree and sealed in paper bags, labeled with the information they had never been touched by polluting human hands, sell for forty cents each at New York hotels. There was no duty protecting those apples from the pauper competition of fly-stung, worm-eaten apples of many shiftless Eastern orchards. A certain alarm clock

sells in great numbers, 3,600 each day, for \$2.50. Other alarm clocks, guaranteed to wake the soundest sleeper, can be bought for fifty cents. It is not a tariff duty that protects the \$2.50 alarm clock from the competition of its less insistent rival. The fifty cent alarm clock will suffer from competition, but not the \$2.50 alarm clock. It is not apples or clocks or inclement climate or abundance of natural resources that count in the last analysis. It is the men, the human character and intelligence behind the apples and clocks, and behind our other great American industries. It is their efficiency that counts above all."

—Harrington Emerson

\* \* \*

Europe was at war when this appeared in the **November 23, 1914** issue: "Our opportunity is at hand. America is pretty nearly self-sufficient already. From the vortex of war now raging in Europe there will spring a new America. We must look beyond the clouded present to the beckoning future. If we do not, we shall fail to grasp the opportunity. American skill and enterprise will come up to the call, quickly and sweepingly. We shall presently see such a seething of applied brains that we won't recognize ourselves. It will mean the new America of self-sufficiency, which we had dreamed of, but had feared would never come."

For the benefit of those who receive the MUELLER RECORD every other month, we will print the current "Looking Backward" column, as well as the column from the previous month's issue. This will be done each month, to provide readers with that "something old, something new."

The year 1915 called forth this exposition, on *October 25*: "This issue of the RECORD completes the fourth year of the publication. The November issue begins a new volume. In the years that this little paper has been published, it has contained a considerable amount of information which will prove valuable for reference. For that reason we have determined to bind the copies of the RECORD into a plain, substantial book, which will be kept in the office library for reference purposes."

\* \* \* \*

In the same issue (*October 25, 1915*), we learn of another facet of Mueller industry and initiative: "Manager Leary advises us of the sale of one leather carrying bag, 23025, to an automobile repair man who said it was just exactly what he needed when going out on repair jobs. This may lead to other sales, and may open up a new market for this article. This bag is a strictly high-grade affair, and doubtless there are many mechanics who could use it to good advantage."

\* \* \* \*

A good and wise lesson for all men appeared in the *November 15, 1915* issue: "There was a man who manufactured so-called 'silver spoons.' A dealer bought largely from him, but was always clamoring for a lower price. 'But I can't lower the price,' the manufacturer would say, 'unless I put in more lead!'"

"'All right—more lead by all means,' the dealer would say.

The next week the dealer wired he would take an enormous concession if the price were cut another ten percent.

"'I can't cut the price another penny,' the manufacturer wired back.

"'Put in more lead,' wired the dealer.

"'Impossible,' was the manufacturer's reply, 'for the last lot I shipped you were ALL LEAD!'"

"And so it is with some people. They are constantly clamoring for a lower price, and forcing the manufacturer to put in more lead. When you beat the manufacturer down in price, you force him to sell you inferior goods."

# LOOKING BACKWARD

Joke-time, in the issue of *November 15, 1915*:—

"Professor (in history) — 'How was Alexander III of Russia killed?'"

"Freshman—'By a bomb.'"

"Professor — 'How do you account for that?'"

"Freshman—'It exploded!'"

\* \* \* \*

Being great Decatur enthusiasts, we here include a bit of patriotism, which appeared in the RECORD on *January 20, 1916*: "Several years ago, all the closing work in the Chicago Tribune Building was replaced with our self-closing work. These not only give excellent service, but they do duty as an employment agency.

"A Decatur boy went to Chicago to get a position, and finally applied in the Advertising Department of the Chicago Tribune. About the first question asked him was, 'Where do you come from?'"

"'Decatur,' was the proud answer.

"'Never heard of it,' said the advertising manager.

"'Come here a moment,' said the applicant, stepping to a lavatory and pointing to the Mueller work. 'Decatur is the place where these are made.'"

"The boy got the job. The advertising manager could draw but one conclusion after having used Mueller Colonial Self-Closing work, and that was that anything coming from Decatur must be good."

\* \* \* \*

*April 22, 1916*: "One winter evening in Dublin, when a water inspector was going around, he stopped at one of the mains in a busy street to turn off the water during some repairs. He had just applied the handle to the tap and began turning, when a somewhat unsteady hand was placed on his shoulder, and he was confronted

by a man in evening clothes, who, judging by his tone and manner, had been imbibing much too freely.

"'Ha, ha!'" he cried, with a gleam of satisfaction in his eyes. 'So I've found you at last, have I? It's YOU that's turning the street around, is it?'"

\* \* \* \*

*June 27, 1917*: "J. H. McCormick writes that Mueller Plumbing Goods are getting a big reputation in Dayton, Ohio. They are so popular that people who can't buy them steal them! A few nights ago, a burglar entered the store of Cickereel-Schneble and stole about \$500 worth of brass goods. He was very discriminating, taking nothing but those stamped with the name Mueller!"

\* \* \* \*

Another milestone in publication of the Mueller RECORD—*February-March, 1919*: "Heretofore the RECORD has been limited in circulation to foremen, heads of departments, and salesmen. It has been mostly a business magazine; that is, it was the vehicle for carrying certain business news and policies. Now it enters upon a broader field. It is to be a family affair, and will be circulated among all employees . . . It is the desire to inject considerable personality into this publication, and news of a personal character will be appreciated."

\* \* \* \*

This bit of humor appeared in the issue of *August, 1919*.

"A doctor attended an old lady from Scotland who had caught a severe cold.

"'Did your teeth chatter when you felt the cold coming over you?' the doctor asked kindly.

"'I dinna know, doctor,' replied the elderly woman. 'They were lyin' on the table!'"

*For the  
BIG Things  
in  
Your Life*



*Be Ready With*

**U. S. SAVINGS BONDS**