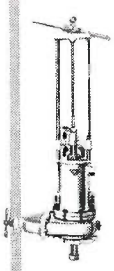
MUELLER Record

MARCH • 1954

MUELLER®

C-1 Drilling Machine

Makes 2" to 12" cuts through gate valves in any size cast iron or steel main – dry or under pressure. Power-operated with H-600 Air Motor or H-602 Gasoline Engine Drive Unit. Hand-operated model also available. Similar machines available in smaller sizes.

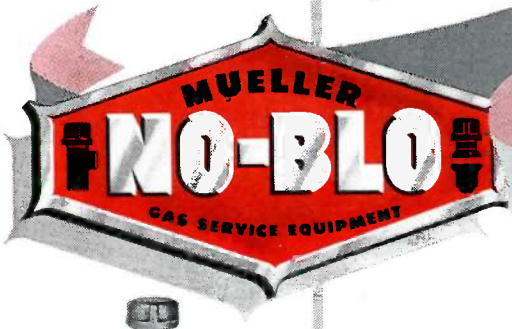


H-17340
Stopping Machine

Used to insert, expand and extract steel wedge line stoppers. Other models available for inserting stoppers ranging from ¾" through 8" under pressure.

H-17505 Flanged Tee

Used when making a large connection on a steel main. Permits locating valve on lateral line in most convenient place. Drilling and plugging of tee is done under pressure. Sizes 3", 4", 6" and 8".



NO-BLO GAS SERVICE EQUIPMENT

H-17790
Machine Inserted Service Valve Tee

Designed for inserting directly into steel or cast iron mains under pressure, using the Mueller "B" Tapping Machine. Built-in valve gives complete control of the service at the main. Copper-encased neoprene gasket makes pressure-tight joint against pipe.

These products are just a portion of the complete selection of gas equipment, supplies and specialties offered by Mueller Co., designed and manufactured to traditionally high standards.

H-17490
Save-a-Valve Drilling Nipple

Permits removal of valve when connection is abandoned. Used when making a connection to steel pipe under pressure. Inside thread in nipple permits insertion of a plug under pressure. Completion cap makes double leakproof seal.

H-11170
LubOseal Gas Meter Stop

"O" rings are located at top and bottom of precision-ground and lapped key, assuring gas-tight seat. Lubricant is automatically pressure-fed to longitudinal grooves in key, assuring positive lubrication.

H-11104
"O" Ring Seal Gas Curb Stop

Inverted bronze key is precision ground to a gas-tight fit in a heavy cast iron body. Tight seatage is accomplished with stainless steel spring under key plus service line pressure. Seals located above and below gasway give positive assurance against top or bottom leaks.

MUELLER CO.

Dependable Since 1857

MAIN OFFICE & FACTORY DECATUR, ILLINOIS

THIS MONTH'S COVER

As a general rule, Mueller Record covers are of a technical nature. Articles concerning the nation's gas industry must necessarily be so. It is a pleasure for this magazine to interrupt that practice and present Mrs. Erna Snyder, the 26-year-old Pennsylvania beauty who last September was chosen Mrs. America, on our cover this month.

MUELLER Record

March • 1954

WALTER H. DYER, Editor

MUELLER CO.

MANUFACTURERS OF WATER AND GAS DISTRIBUTION AND SERVICE PRODUCTS

FACTORIES
DECATUR, ILL. LOS ANGELES, CALIF.
SARNIA, ONT. CHATTANOOGA, TENN.

SALES OFFICES
NEW YORK CITY SAN FRANCISCO

TRADE MARK
MUELLER
Reg. U. S. Pat. Off.

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

Recording Our Thoughts

The nation's shippers and carriers once again will pause during the month of April to re-indoctrinate themselves with the principals of good packaging and shipping. Although shippers and carriers everywhere wage a year-around campaign to improve techniques and to lessen the staggering number of damage claims, special attention is focused on the problem during April, the industry's "Perfect Shipping Month."

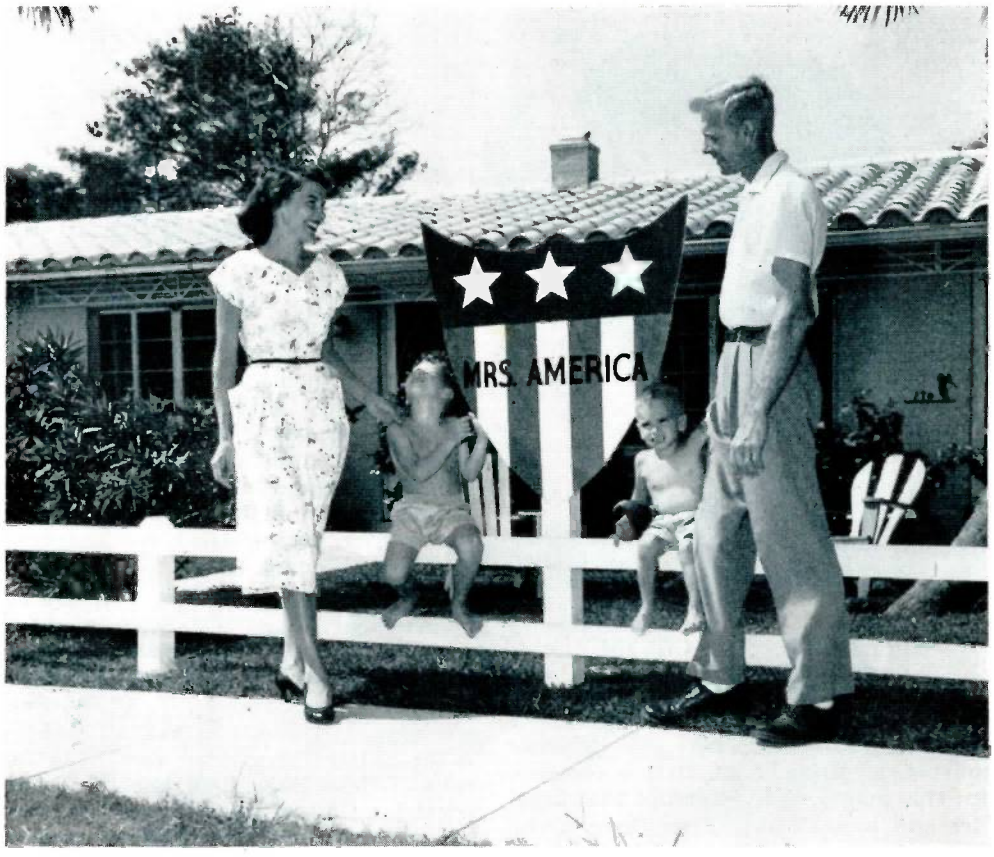
"Perfect Shipping Month" is an organized campaign to protect products enroute from the manufacturer or producer to the customer. It was originated about 15 years ago by T. C. Burwell, vice-president in charge of traffic at the A. E. Staley Manufacturing Co., in Decatur, Illinois. Since that time, the Transportation Club of Decatur has been host to carriers' claim officials each year at the club's March meeting.

On March 9, Mueller Co. had the pleasure of being host to some 40 shipping industry executives preceding the Decatur club's annual meeting. The visitors toured our Decatur factories and saw first-hand our products during their stages of being manufactured and later observed these same products as they are handled in our Shipping Department.

It is gratifying to point out that these shipping experts were greatly impressed with what they termed our excellent packaging and shipping methods.

Despite the fact that Mueller Co. is considered a "heavy industry" and that it is less likely for our products to be damaged enroute to customers, as is the case of many other manufacturers, we none the less protect each piece of goods sold with the very best in packaging.

Safe and attractive packaging has been the rule. Research on this shipping problem is ever present with us. We are still looking to the future, making every effort to create a safer and an even more attractive package.



"Mrs. America" (Mrs. Erna Snyder) and her husband, Kenneth, and two sons, Stephen and Kevin, relax in front of their temporary home on newly-named "Mrs. America Drive" in Ellinor Village, Ormand Beach, Florida. Mrs. Snyder reigns until April 24 at which time a new "Mrs. America" will be chosen. The American Gas Association is a co-sponsor of the event this year.

Mrs. America Gives A. G. A. Promotion New Vigor in '54

An All-Gas 'City' Is Site Of Contest To Be Held In Florida During April

One long winding street in the resort community of Ellinor Village, Florida's fabulous "city within a city", has been renamed "Mrs. America Drive" and 51 homes on this drive will be used to house finalists in the 1954 "Mrs. America" contest, grand finals of which will be held there April 21 through April 24.

Conducted for the past five years as a post-Labor Day attraction at Asbury Park, New Jersey, this national event has been moved to Ellinor Village, the world's largest family resort. This "city within a city" is in Ormond Beach, near Daytona Beach and comprises 650 homes and individual villas.

This year's contest is co-sponsored by the American Gas Association and the

National Home Builders Association. The contest winner is destined to be the recipient of more than $15,000 in prizes, featuring a grand tour of Europe via Scandinavian Airlines System on the famous "Royal Viking Deluxe" flight. Each state finalist will receive an all-expense-paid trip for herself, her husband and children, if any, to and from Ellinor Village.

All homes on "Mrs. America Drive" are being equipped with the latest model gas appliances. A special deluxe home to be known as the "Mrs. America Home", in which the grand final "Mrs. America" contest winner will reside for two weeks after the contest, also has been furnished with the latest in gas appliances.

Mrs. Erna Snyder, 26-year-old lovely housewife from Kutztown, Pennsylvania, the current "Mrs. America", recently dedicated this "Mrs. America" all gas home where she was guest with her husband, Kenneth, a lithographer, and her two sons, Stephen, 3½, and Kevin, 1½.

Some 9,000 super markets throughout the nation have been local headquarters for the "Mrs. America" contest for the collection of entry blanks. In each state the local gas company in cooperation with the super markets will conduct state eliminations and from the preliminary contests the various state winners will be selected.

The entry blank was printed in the February issue of "Better Living" magazine and homemakers were invited to cut out the entry blank and then deposit it in the official entry box. Entry boxes were on display from January 14 to February 27. The contest is open to married women only—of all ages—and "Mrs. America" will be selected principally for abilities as a homemaker and meal planner as well as for personal appearances.

In addition to the European tour, the homemaker selected as "Mrs. America" this year will receive for her own home a complete New Freedom Gas Kitchen and Laundry equipped with a Mrs. America Package Kitchen, a Detroit Jewel Deluxe Range, a Servel Gas Ice Maker Refrigerator, a Bowser Gas Incinerator and a John Wood Gas Water Heater.

Other outstanding prizes will include a Bell Portable Sewing Machine and a complete group of Universal small appliances including an electric coffee maker, mixer, toaster, steam and dry iron and electric blanket.

The Better Living Trophy, symbolic of the country's outstanding homemaker, will be presented to "Mrs. America" by America's outstanding self-service magazine.

The National Home Builders Association which is co-sponsoring the contest with the American Gas Association will invite the new "Mrs. America" to be guest of honor at various model homes during National Home Week next September.

The reigning "Mrs. America", Mrs. Erna Snyder, was selected from among 32 wedded beauties from all parts of the United States, Hawaii and Canada

—Photo by Lorstan Studio.

Mrs. Erna Snyder, the 26-year-old Pennsylvania beauty who won the title of Mrs. America of 1954 last September, was elected for her abilities as a homemaker and meal planner as well as for her appearance, charm and personality.

A specially designed house completely gas equipped for "Mrs. America" and her family in Ellinor Village, Ormand Beach, Florida. Here, "Mrs. America" poses in easy fashion between the spacious Servel refrigerator and the Detroit Jewel Gas Range. These are twin compliments to her modern approach to easier and happier living.

A Bowser Incinor proves to be a useful appliance for Mrs. Erna Snyder (Mrs. America of 1954) while she and her family are guests in "America's most modern home" situated in Ellinor Village, Ormand Beach, Florida. The house is completely equipped with the latest model gas appliances and is a showplace for homemakers everywhere.

on September 13, 1953, at Convention Hall in Asbury Park.

Married five years, she was selected on the basis of 50 per cent beauty and 50 per cent homemaking. Mrs. Snyder won the title of "Mrs. Pennsylvania" at the eliminations in Johnstown, Pennsylvania. At the grand finals in Asbury Park, she participated in homemaking events on the stage.

Reigning until April, 1954, she has been appearing before women's groups, home shows and conventions in conjunction with the American Gas Association since last September.

Mrs. Snyder has made a nation-wide tour of gas companies, and has helped the American Gas Association considerably in their plans to make the nation even more gas conscious in 1954.

It's a Fact

The natural gas industry in common with Mother Goose has some little pigs that never go to market. Yet they don't stay home either. Natural gas pipelines are cleaned at regular intervals by rotary, scouring brushes called "pigs". These pigs are driven through the lines by gas pressure, to remove impurities from the walls of pipes that might retard the flow of gas.

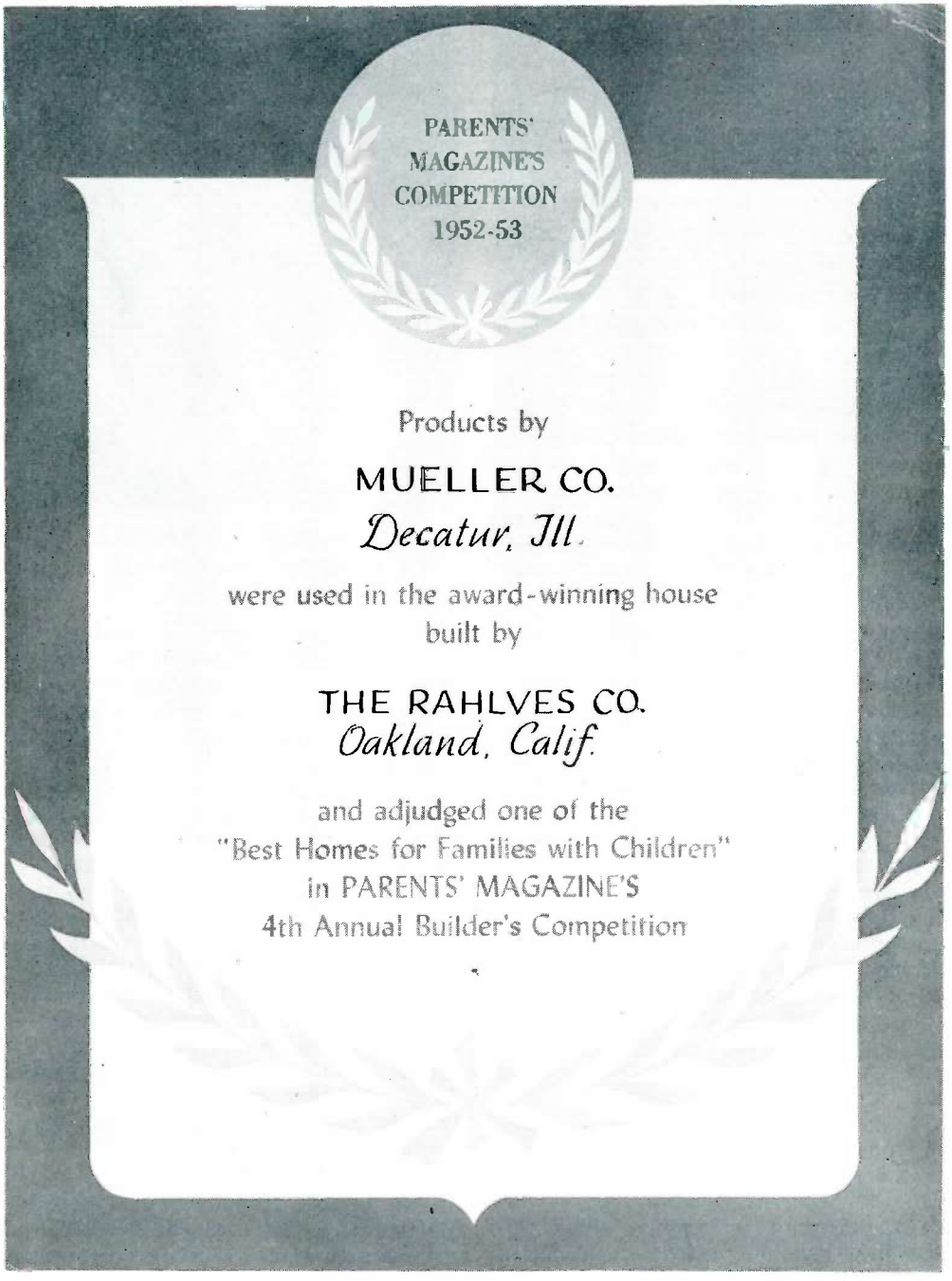
Optimist

There's one good thing about television. You can always close your eyes and pretend you are listening to a bum radio program.

The Hero

The man who dived off a bridge to save the income tax collector prefers to remain anonymous. So does the guy who pushed him.

For Design, Quality And Construction



Mueller Co. is happy to announce that its products were used in the award-winning house built by the Rahlves Co. of Oakland, California, and adjudged one of the best homes for families and children in PARENTS' MAGAZINE'S fourth annual builder's competition. The home is located in Oakland.

Introducing:

F. E. CARROLL, ASST. SALES MANAGER, GAS DIVISION

A background of rich experience cultivated in all phases of our Sales Division made Francis E. Carroll a wise choice for the position of assistant sales manager, gas division, when he was named to that post in 1938.

Thirteen years earlier in 1925, Mr. Carroll, already with three years selling experience in the furniture business, joined Mueller Co. as an employee in the Shipping Department at our Decatur factory. Less than a year later he was promoted to order drummer, a job that soon familiarized him with our products as well as office procedure. He later spent considerable time in the Billing Department, then a part of the Sales Division.

As a sales representative, he traveled in Texas, North Carolina, South Carolina and Eastern Tennessee.

When Mueller Co. opened a branch office at Dallas, Texas, Mr. Carroll was named assistant manager there. Two years later when a new branch was opened in Atlanta, Georgia, he was transferred to that post as assistant manager.

Executive experience in the latter two capacities won for him a transfer to the home office in Decatur. It was at this time that he was groomed for his present position. Orville J. Hawkins, later to become the firm's purchasing agent (he retired in 1952), was at that time assistant sales manager, gas division. Mr. Carroll was appointed assistant to Mr. Hawkins and specialized in the regulator and relief valve sales.

In 1938 when Mr. Hawkins was made purchasing agent, Mr. Carroll was promoted to his present position. He first ran the department alone, but as business continued to increase along with the growth of the nation's gas industry, he was given an assistant.

Today, he has two assistants and two secretaries in his department. Some of the functions of the department gen-

FRANCIS E. CARROLL
Assistant Sales Manager
Gas Division

erally are to recommend Mueller Co. products best suited for the requirements of our customers, and to provide technical assistance to our customers and sales representatives. Included in the equipment handled by his department are gas stops, drilling and tapping machines, gas transmission and distribution equipment including line stopper equipment and our No-Blo line of service material, and reducing valves and pressure relief valves for water, air and gas.

Because many of our customers have come to depend on his department for technical advice, it has been necessary for him to acquire some knowledge of engineering in order to deal with the rather complex problems that may arise. He works very closely with our Engineering Division in dealing with these problems.

He was born and reared at Cerro Gordo, Illinois, 15 miles east of Decatur. He attended Cerro Gordo schools and says his first major job was farming. Mr. Carroll's responsibilities as assistant sales manager leave little time for hobbies but nevertheless, he likes photography.

RICHARD K. MORRIS

RAY D. FALLON, Jr.

Richard K. Morris Named To Sales Staff; Ray D. Fallon, Jr. Back After Army Service

Richard K. Morris joined Mueller Co. on November 16, 1953, and has been assigned to call on a number of accounts in Southern California. His headquarters is in West Covina, California.

Mr. Morris, who is 33 years old, was graduated from the University of Illinois with a Bachelor of Arts degree. He served as a Marine pilot during World War II and attained the rank of major during his term of duty. He entered the service in January, 1942, and was discharged in June, 1946.

From 1946 until 1951, he was a sales representative for International Business Machines Corporation. At that time, he resigned his post with I.B.M. to enter business for himself as a manufacturer's agent. He was in this capacity until joining Mueller Co.

Mr. and Mrs. Morris have two daughters.

Ray D. Fallon, Jr., whose service with Mueller Co. was interrupted in January, 1952, when he was called to the Army, has rejoined our company and will work with his father, Ray D. Fallon, Sr., as a junior sales representative in our border-to-border territory of Colorado, Wyoming, Montana and New Mexico.

Ray first became associated with Mueller Co. as a junior salesman in October, 1951. He attended the University of Colorado prior to his first position with our company.

Ray is married and is making his home in Denver, Colorado.

Early to Bed and . . .

The state conservation agent who declared that wildlife is rapidly disappearing from this part of the country hasn't been staying out very late at night.

Classified

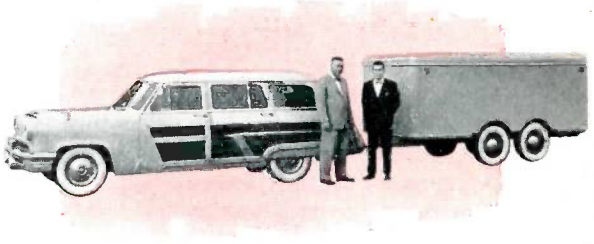
WANTED: Human cannonball for circus. Must be willing to travel.

A group of Atlanta Gas Light Co. personnel — typical of the safety meetings held by Frank Miller and F. X. Uhl, Mueller Co. gas engineers.

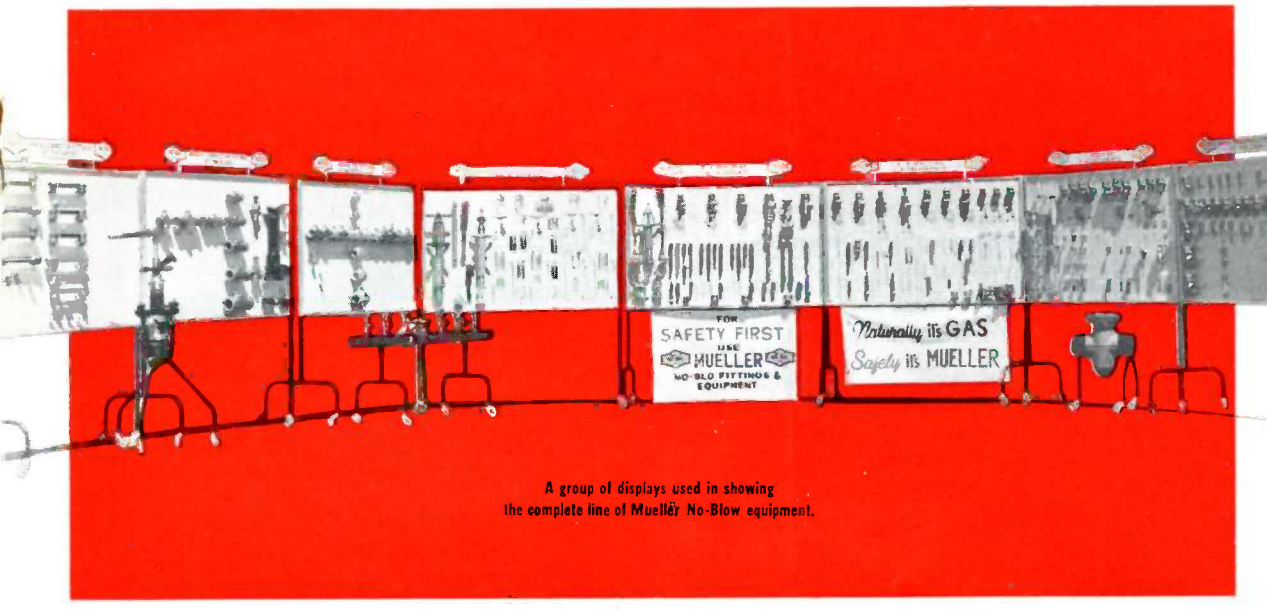
Mueller Co. No-Blo Safety School travels 35,000 miles to show before 325 gas companies

To help train gas company personnel in making installations safely, under pressure, Mueller Co. started a safety school on a tour throughout the major portion of the United States in August of 1952. The prime purpose of this school was to assist gas companies in training their personnel to make gas service connections safely, under pressure, without loss of gas. By making extensive use of actual demonstrations, the step-by-step procedure for making safe gas connections was clearly explained.

The requirement for such a school had been indicated to Mueller Co. by the tremendous demand placed on gas



Frank Miller and F. X. Uhl, Mueller Co. gas engineers, with the Traveling No-Blo Demonstration Unit.



A group of displays used in showing the complete line of Mueller No-Blow equipment.

distribution systems in recent years. This increased demand has made it necessary to increase gas line pressure. Increased pressure requires the use of new and modern equipment and machines which permit gas companies to make connections safely, under pressure, without loss of gas and without disturbing existing services.

The Mueller No-Blo Safety School was on the road for a fifteen month period, from August, 1952, through October, 1953. Actual demonstrations were made to over 8,000 employees of 325 different gas companies. These companies have more than 13,000,000 gas services in the ground.

The initial tour has only recently been completed but the school is being held in readiness for further service.

As an additional service to the gas industry, Mueller Co. has, for the past year, been making extensive use of cartoon-style "how-to-do-it" ads, showing the step-by-step procedure for making gas connections safely. Mueller Co. will continue to make this type of information available to the industry.

The first series of these "how-to-do-it" ads has been compiled in booklet form. Write Dept. A-36 for your copy or copies of "How To Make Gas Connections Safely" today.

Mueller Co., 512 West Cerro Gordo Street, Decatur, Illinois

B - T - U - tiful

Optimistic Outlook For Gas Appliance Industry in 1954

By
SHELDON COLEMAN
President, The Coleman Company, Wichita; President, Gas Appliance Manufacturers Association

SHELDON COLEMAN
President, Gas Appliance Manufacturers Association; President, The Coleman Company, Inc., Wichita

The gas appliance industry has been doing a pretty thorough job of upsetting "economics."

To hear many of our leading economists tell it, the lines on our sales graphs should long since have begun to dive. Instead, the charts show that our industry as a whole has made good its forecast of a banner year in 1953, and now we have no qualms whatever about predicting even greater volume in the year ahead.

Four quick reasons for this enthusiasm are, of course, projected new-home construction, mass remodeling of older homes, rapid expansion of the nation's natural gas system, and continued conversion from competitive fuels.

Naturally, all appliance and home furnishings producers look to the building of new homes—which may come close to 1,000,000 in 1954—as an obvious source of new business. But it is significant that the great majority of gas appliance sales in 1953 were to homes undergoing a complete or partial remodeling.

The drive against obsolescence in kitchens, laundries and heating of more than 22,000,000 American homes which have passed the age af 30 will not only provide the principal market for gas appliances in 1954 (and for at least five years thereafter) but should give considerable impetus to all related industries.

Sales of domestic gas appliances in all classifications showed a substantial increase in 1953 over the preceding year. House-heating equipment of all types, including central heating systems and individual room heaters, totaled approximately 3,070,000 units, an increase of 6.1 per cent.

Domestic gas range shipments came to about 2,250,000 units, up 3.4 per cent; gas water heaters, 2,200,000 units, up 15.1 per cent; and a greater rate of increase applied to shipments of gas clothes dryers and on-the-premises gas incinerators, both comparatively new members of the gas appliance "family."

For equally significant signs of the times, let's have a look at some of the gas distribution figures. The gas companies of the nation have been adding new customers at the rate of a million a year for the past five years and this rate should continue, especially since the outlook is for extension of natural gas pipelines to the great Northwest and expansion of existing lines in New England and the Southeast.

It's no secret that gas utility and pipeline construction expenditures are being planned at the rate of over a billion dollars a year through 1956 and that proven recoverable reserves of nat-

ural gas reached well over 200 trillion cubic feet in 1953. In fact, the discovery of new gas sources in recent years has exceeded even the accelerated demand for gas.

Certainly, the industry has good reason to expect substantially increased volume in 1954 from the resumption by many gas utilities of active merchandising cooperation with gas appliance dealers. This is a function many gas companies had to relinquish a decade ago to concentrate on expansion of their fuel distribution systems.

In 1940 gas utilities made a majority of the gas appliance sales. By 1952 the situation was reversed, with factory distributors and dealers doing most of the appliance business. The utilities' return to aggressive sales cooperation will offer a powerful stimulant to the entire industry.

Rapid development of the air conditioning industry will benefit manufacturers of gas central heating equipment because installation of the heating ductwork often provides a ready-made system of cool-air distribution for summer comfort.

Then there is a new potential source of revenue for gas appliance producers in the intensification of municipal and state drives against air pollution. This may lead to further restrictions on the use of coal for heating and other household functions and encourage official recognition of gas as a clean-burning fuel.

Other factors that bear directly on our future are:

1. The gas industry's technical cooperation with builders and architects to insure adequate piping of new homes and other structures for all types of gas equipment installation.
2. Continued dominance of gas appliances as the tools of domestic science and home economics instruction in the nation's public and private schools and colleges.
3. Successful self-government by the gas industry in matters of safety and efficient operation of appliances, as typified by the American Gas Association's Cleveland and Los Angeles Laboratories.

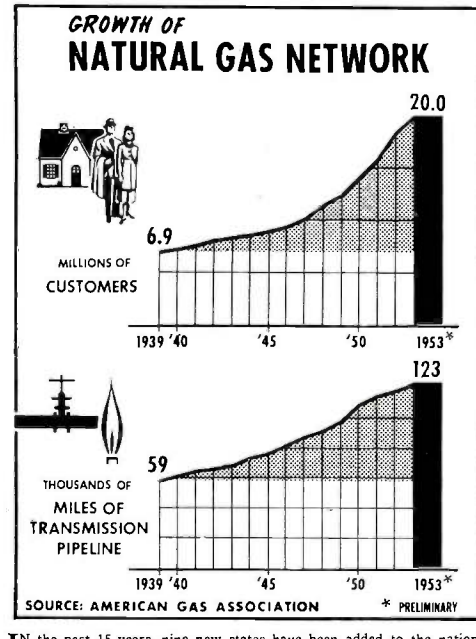
In addition to the domestic replacement market, the industry looks optimistically to the start in 1954 of a move to modernize hotels, public eating places and institutions where gas already leads the field as the commercial cooking, heating and water-heating fuel.

According to reports from GAMA's industrial gas equipment division, the new year will see a record total of industries relying exclusively on gas for processes requiring precisely controlled heat treatment. Already there are 2,600 different types of such equipment being used in more than 25,000 industrial operations.

In short, it requires no statistical sleight-of-hand to put gas and gas-operated equipment at the head of the parade of U. S. growth industries.

Annual Report Wins Award

The American Gas Association's annual report for 1952 has won an award of special merit from the New York Employing Printers Association, Inc. It was cited by a jury of graphic arts experts as outstanding in its classification.



IN the past 15 years, nine new states have been added to the nation's natural gas pipeline system, bringing the total reached to 43 states. Natural gas customers tripled, with more new customers added to utility gas lines in the past five years than in the previous decade. More than keeping pace with this expansion, proved gas reserves reached an all-time high of 200 trillion cubic feet in 1953, as new discoveries consistently exceeded production.

The Wages Of Tools

(Editor's Note: Probably no other man has exceeded the fame of William M. Henderson in the field of gas distribution. Regarded as an outstanding authority, he is known from coast to coast for his expertness in his profession. For many years, he served as chief engineer for the Southern California Gas Company. In this capacity, he acquired a reputation for his study and research on even the smallest matter. To Bill Henderson, it wasn't a fact until proven so.

He retired from the California company about five years ago, and since then has been consultant to Mueller Co., aiding in the technical development of some of our products for the Gas Industry.

He is author of a number of short articles well received among utility men. The following article, entitled "The Wages of Tools", reflects his ability as a deep thinker. We think you will enjoy reading this very fine piece of writing.)

WILLIAM M. HENDERSON

By William M. Henderson

Wages to be sustained must be offset by production. Otherwise the cost to manufacture will price the producer out of the market and the worker out of a job.

Tools make workmen productive. Increased production reduces manufactured costs, retains the market and consequently the worker his job.

Here then, is an economic approach to put the worker and the work in balance. We think of workers in terms of the wage paid per minute or per hour. But, when we consider tools, we look at the price tag—the first cost.

Since tools supplement men, then the man or the tool, without the other, is but the bare bones of a possibility.

Put tools in workers' hands and the enterprise is animated—the equation is in balance and the answer is production.

The solution is simple if we think in terms of the common denominator—wages. Wages for tools, same as we think of wages paid men.

The wage for tools is the sum of the charges paid for the use of the money to purchase the tool, that is, interest on the investment, plus a depreciation charge to amortize the cost within the useful life of the tool.

To illustrate—consider a $100.00 investment in a tool. The wage for the use of the $100.00 @ 6% per annum paid monthly is 50 cents; assume about four years for retirement of tool or 24% per annum on the cost of tool, that is $2.00 monthly charge. So then the total fixed charges to possess the tool and retire it at four-year intervals is $2.50 a month.

On a work month of 21 eight-hour days (168 hours), the $100.00 tool wage is 1½ cents a work hour. That is less than the wage rate paid for but one minute of one worker's time.

All that need be expected from that tool is to recover, as productive work, the equivalent of one man-minute for every hour on the job. Then the tool pays its wage, and any additional production recovered is clear profit.

On the same basis, $1,000.00 invested in tools, costs but 15 cents an hour, or

$10,000.00 costs only $1.50 an hour on the job.

Here is a fact: the worker sells time and makes it available for use. If you fail to use the time efficiently, or not at all, you pay. Time paid for but not used is a total loss.

Whereas, when you purchase tools, the cost is not the purchase price, but only the carrying charge. When the tool is idle, this charge is not a total loss, like unused labor time, for you still have the tool.

For the lack of tools time is lost. Obsolete and worn tools lower production. Tools should be available in good order and modern—better to have extra tools than idle men—for tools contribute to increased production, better quality of work and the recovery of unproductive time on the job.

It is all very simple.

Put the tool on the payroll, you get immediate use, the tool earns its keep and helps pay the worker's wage.

You just can't lose.

Radio Communications Network Sees Rapid Growth In Gas Pipeline Industry

One of the most spectacular developments in recent years in the natural gas pipeline industry has been the tremendous growth of microwave systems. This statement was made by Joseph E. Keller, special representative of the Central Committee on Radio Facilities, American Petroleum Institute at the Gas Supply, Transmission and Storage Conference sponsored by the American Gas Association at the Jung Hotel, New Orleans. Approximately 600 delegates from all parts of the country attended the conference on March 4 and 5.

Tracing the history of communications developments in the pipeline industry, Mr. Keller pointed out that although the industry itself is more than 80 years old, suitable microwave facilities have been available to oil and gas pipeline companies only since 1948. Yet today microwave systems are extensively operated by 22 different companies. These systems now total 14,548 system miles and represent an investment of over 17 million dollars.

These 22 companies represent a plant investment of some three billion dollars. Included in the group are ten of the 20 pipelines considered by the American Gas Association to be major interstate gas transmission lines. The microwave facilities serve as rapid communications systems for some eighty thousand miles of pipelines carrying crude oil, products and natural gas valued at some four billion dollars a year.

These 22 companies represent only a little more than one-third of the existing pipelines. Mr. Keller predicted that many of the other companies will experience a continuing demand that they utilize their facilities even more effectively than they do today.

This will inevitably mean that communications needs will be greater and more stringent, the speaker declared. This will result in the installation of microwave facilities by many of these companies with inestimable contributions to national defense and to every segment of the national economy which these installations make possible, unless this growth is hampered. The pipelines and the manufacturers of the microwave equipment are making important contributions to radio engineering knowledge and will continue to do so.

Valuable By-Products

Manufactured gas has long been a source of valuable by-products. Among the best known products recovered in manufacturing gas are coke, coal tar, ammonia, sulphur and napthalene. Hundreds of chemicals can be derived from coal tar and the other by-products. These range from insecticides to perfumes. Today natural gas plays an important part in the rapidly growing petro-chemical industry. Among the natural gas derivatives we find anaesthetics, anti-freeze solutions, medicines and alcohols. Many of the new synthetic fabrics such as dacron and orlon have their base in natural gas.

Promotion Forecast:

Gas Industry Campaigns To Hit New High in 1954

By
RAY LITTLE
Director of Sales Promotion, Gas Appliance Manufacturers Association

Orators at sales meetings for years have been comparing modern sales campaigns to modern warfare. Sadly enough, the similarity too frequently ends with the speaker's military metaphor.

In 1954, however, the gas and gas appliance industries are uniting in a sales promotion campaign which will truly simulate a major military operation in its coordination, magnitude and striking power.

National promotion programs sponsored by the American Gas Association and the Gas Appliance Manufacturers Association will take care of the long-range bombing job, softening up sales resistance all over the nation. National advertising by manufacturers, expected to be greater than ever in 1954, will supplement association operations.

Gas utility companies, spurred to greater promotion and merchandising efforts under the Action Program for Gas Industry Development will concentrate their fire on local targets, sales-conditioning their markets for more effective front-line action by their own salesmen and the salesmen of local dealers.

And the salesmen will have the benefit of better training and better sales ammunition than has ever before been placed at their disposal.

The $1,250,000 advertising and promotion program of the American Gas Association provides a basic plan for all gas utilities and appliance manufacturers to follow—a year-round campaign designed to give representation to every type of domestic gas appliance.

RAY LITTLE, for the past nine years general sales manager of Equitable Gas Company, Pittsburgh, has joined the Gas Appliance Manufacturers Association as director of sales promotion. In his new post Mr. Little will coordinate the industry-wide sales promotion efforts of GAMA and its cooperative tie-ins with the $1,250,000 program of the American Gas Association.

The industry's Sales Promotion Plan book schedules the timing of product promotion from the February-March drive in behalf of automatic gas water heaters to the November-December gas clothes dryer campaign. The plan book follows the line of the Action Program for Gas Industry Development, and provides the means of implementing all of the promotional aspects of the program. Available for the various phases of the 1954 sales drive are floor and window display materials, billboard posters, demonstration kits, consumer literature, sales training aids, radio and television

spots, plus detailed suggestions for special features, contests, parties, demonstrations—all of the elements that go into successful high-test sales promotion.

First of the major selling efforts will be simultaneous campaigns in February and March on automatic gas water heaters and gas clothes dryers. Both will feature the "Only Gas . . . " theme which will be sustained throughout the entire 1954 promotion program.

Utility companies, manufacturers, distributors, dealers and salesmen are being urged to hammer home the twin slogans:

"Only GAS heats water 3 times faster . . . costs less too!"

and

"Only GAS dries clothes so fast . . . costs so little to run."

The 1954 Mrs. America Contest, sponsored by A.G.A., will provide a tremendous publicity and promotional boost to all domestic gas appliances. The enthusiasm and participation of utility companies and appliance manufacturers who have already subscribed assure powerful market-by-market exploitation of this outstanding national promotion.

The "big push" for ranges and house heating and air conditioning, is scheduled for April, May and June; campaigns for gas refrigerators and incinerators in June, July and August; and major efforts to boost sales of ranges and clothes dryers in September, October and November. In 1954, as in the past, the Old Stove Round-Up will be one of the top promotions of the year—and is likely to be the biggest and best ever.

Gas Industry Facts . . .

The nation's first "long-distance" gas pipeline extended about 5½ miles from Newton Well to Titusville, in Pennsylvania. This line was completed in 1872. Eighty years later, the nation's total mileage of natural gas pipelines was about 370,000 miles and increasing at a rate of more than 5,000 miles each year. Many of today's transcontinental transmission lines for natural gas extend from 1,200 to 1,800 miles.

* * *

The airplane now plays an important role in maintaining safe pipeline operation. Aerial patrols follow high pressure pipelines and detect even the smallest of leaks. Escaping gas causes yellow patches on the turf, readily discernible amid surrounding vegetation. Planes and helicopters also are used effectively to direct repair and maintenance crews to the scene of trouble by means of two-way radio telephone channels between the planes and dispatchers' offices, compressor stations and company offices.

* * *

During 1953, the gas utilities sold about 57 billion therms of gas. A therm is the equivalent of 100,000 British Thermal Units (Btu's) or is roughly equal to about 100 cubic feet of natural gas. The American Gas Association estimates that sales of gas in 1956 will total about 71.6 billion therms, or about 25.8 percent higher than the 1953 sales. The greatest gain is expected in househeating sales, where an estimated gain of 55 percent over 1952 is expected in volume, with an increase of 38 percent in gas househeating customers foreseen.

* * *

While some 34 cities in the United States still use gas for illumination to some degree, Chicago can boast of an organization that truly has reverted to the gay nineties. This group, one of the most exclusive of Chicago's private Clubs, according to Retailing, took over a grocery store that had been a tavern back in 1871 before the big Chicago Fire. The club installed old marble topped tables and gas light fixtures, even one of the old-time nudes that adorned the ultra-saloons. They christened their clubhouse "The Gas Light." This plush club is the home—not of a group of gas industry brass-hats—but of the "Secret Sixteen" composed of 16 high-power executives in the electronics industry.

News Note

Our office secretary slipped on a banana peel last week end. The fall bruised her somewhat and slightly injured her otherwise.

A. G. A. To Present Intensive Program at Four-day Conference in Montreal

Many Phases of Distribution, Motor Vehicles, Corrosion Will Be Discussed

An intensive program covering nearly every phase of the distribution, motor vehicles and corrosion branches of the gas utility and pipeline industry will be presented by the Operating Section of the American Gas Association at a four-day conference to be staged at the Mount Royal Hotel, Montreal, Canada, April 20 through 23. It is estimated that about 1,100 representatives of gas companies in the United States and Canada will attend the meeting.

Delegates will be welcomed at the opening session on April 20 by P. W. Geldard, The Consumers' Gas Company, Toronto, as chairman of the A.G.A. Distribution Committee. The Honorable Camille Houde, mayor of the City of Montreal, will greet the delegates after an introduction by Raymond Latreille, Commissioner, Quebec Hydro-Electric Commission. Mr. Latreille is immediate past-president of the Canadian Gas Association.

Robb Quinby, The Brooklyn Union Gas Company, will discuss the financial needs of the gas industry. He is an outstanding rate expert and will bring a valued viewpoint to the conference. James Webb, Consolidated Edison Company of New York, will offer a new approach to meter design, with an open discussion on metering.

Dual luncheon conferences will be held Tuesday noon, with K. W. Person, Minneapolis Gas Company, presiding at a meeting devoted to construction and maintenance and J. M. Chrisman, The East Ohio Gas Company, Cleveland, as chairman of the conference on meters and metering. Moderators and speakers will introduce topics at each meeting with audience participation encouraged.

W. W. McCartney, The East Ohio Gas Company, will serve as chairman at the afternoon meeting devoted to automotive and mobile equipment. Two members of the Quebec Hydro-Electric Commission, will head a discussion on these topics by relating functions and organization of transportation in the Canadian utilities.

The general session on Wednesday will be headed by H. M. Blain, New Orleans Public Service, Inc. At this session, important subjects, including the progress being made on the new code for pressure piping, distribution system maintenance, mechanization of meter shop operations and odorization, will be discussed by competent speakers.

At a concurrent session on automotive equipment, headed by D. K. Wilson, chairman of the Edison Electric Institute Transportation Committee, a symposium on applied hydraulics will be featured. Here different applications of hydraulics will be presented by informed authorities from both within and outside the industry.

A third session dedicated to corrosion subjects also will be held Wednesday with J. L. Adkins, The Peoples Gas Light & Coke Company, as chairman. Corrosion controls and protective measures will be discussed at this session which will be carried through as a luncheon conference.

W. W. Gilliss, Jr., Washington Gas Light Company, will head a luncheon conference devoted to customer service and F. G. Sandstrom, Consolidated Edison Company, will be chairman at a luncheon meeting on distribution design and development.

The State of New Hampshire will be well represented at the Wednesday after-

noon session on automotive and mobile equipment. William H. Head, Public Service Company of New Hampshire, will preside. Fred N. Clarke, commissioner of motor vehicles for the State of New Hampshire, will talk on vehicular law enforcement.

Mr. Geldard from the Toronto utility will again preside at the general session on Thursday morning. Corrosion, construction and maintenance, and meters and metering will be discussed again at luncheon conferences on Thursday. Messrs. C. W. Beggs, Public Service Electric & Gas Company, Newark, New Jersey; R. C. Holcombe, Philadelphia Gas Works Division of United Gas Improvement Company, and J. T. Stine, Jr., New Orleans Public Service, Inc., respectively, will preside at these luncheon conferences. Linn Edsall, Philadelphia Electric Company, will head an afternoon meeting on automotive equipment. Inspection trips to the local utility plants have been scheduled for different afternoons during the conference.

Mr. Blain will preside again at a general session on Friday which will cover some of the distribution problems of utilities. At a meeting on automotive equipment, S. M. Foeller, Michigan Consolidated Gas Company, will serve as chairman. John MacLarty, Rochester Gas & Electric Corporation, will preside at a luncheon conference on customer service Friday noon, while E. F. Trunk, Laclede Gas Company, St. Louis, directs a luncheon meeting devoted to distribution design and development.

Running concurrently with the distribution luncheon conference Friday noon will be a panel meeting devoted to plastic piping, headed by Guy Corfield, Southern California Gas Company.

New G.A.M.A. Group

Formation of an Eastern manufacturers group within the Gas Appliance Manufacturers Association's water heater division has been announced by the trade group. Eleven manufacturers' representatives attended the first meeting of the group recently in Cleveland. Harry B. Carbon of Bastian-Morley Co., Inc. was elected chairman and Lee W. Rasch of the Rasch Manufacturing Corp. was named vice-chairman.

Around the Gas Industry

Walter H. Kurdelski, sales manager, Michigan Consolidated Gas Company, Grand Rapids, Michigan, was elected chairman of the Residential Gas Section of the American Gas Association at a meeting of the Board of Directors of the Association on February 5. Mr. Kurdelski, who was elected vice-chairman of the Section at the annual convention of A.G.A. at Atlantic City in October, 1953, will succeed Raymond Little, who resigned to become director of sales promotion for the Gas Appliance Manufacturers Association.

* * *

Rauel N. Papich, formerly field representative for safety services with the American Red Cross, has been appointed safety consultant of the American Gas Association. He will succeed William H. Adams who retired at the end of 1953. In his new capacity as safety consultant, Mr. Papich will bring to gas utility companies a wide knowledge of safety and accident prevention practices. During his association with the American Red Cross, he had the opportunity of contacting and working with many industries intersted in establishing accident prevention programs. In this new capacity he will serve as secretary of the A.G.A. Accident Prevention Committee of which Leo Nuhfer, The Peoples Gas Company, Pittsburgh, Penn., is now chairman.

* * *

Curtis Morris, transmission line consultant, American Gas Association, and former vice-president, Transcontinental Gas Pipe Line Corporation, has been appointed Washington representative of A.G.A. He will take charge of the new Association office located at Room 804, 729 15th Street, N. W., Washington, D. C., where he will give full time to member companies of the Association. With Transcontinental, Mr. Morris engages in legislative, tax and public relations matters for the corporation. Before joining Transcontinental, he represented Texas public and private agencies in Washington in the Tidelands case.

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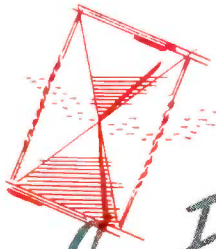
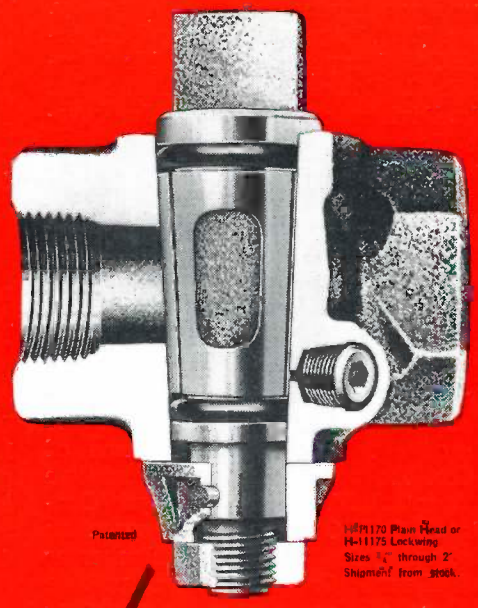
Gas Meter Stops



Can Eliminate Meter Stop Replacement!



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Ordinary gas meter stops must be replaced, due either to gas leakage or frozen keys which prevent operation of the stop.

The Mueller LubOseal Gas Meter Stop has "O" rings which offer a *permanent* seal against gas leakage to the atmosphere. The ground and lapped key is pressure lubricated through an independent port in the body of the stop. The lubricant is sealed in by "O" rings and ground key surfaces does not lose its lubricating qualities for years offers absolute protection against frozen keys. Original ease of turning is attained by re-lubricating stop. (Requires only .06 cc of grease.)

Put an end to costly meter stop replacement. Contact your Mueller representive or write Dept. 36 for full details on the LubOseal.

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