Mueller Record

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MUELLER RECORD

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Editor
Jim M. Milligan

Assistant Editor
Joe Penne

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Contents

OUR COVER is a scene that was duplicated in many parts of the country during recent months. **DECATUR HERALD AND REVIEW** photographer Chuck Boyer caught this Mueller hydrant nozzle-deep in snow during a heavy winter storm.

The road to Doe Valley Estates winds through this rugged, wooded area to get to the unique "lake-city" development that is now under construction 35 miles southwest of Louisville, Ky. Plans call for this community to have all the facilities of a country club and a city, plus its own lake—all in the quietude of rural Kentucky. In the inset workmen are setting a Mueller fire hydrant as part of Doe Valley's fire protection system.

Doe Valley Estates . . .

A CITY IN THE WOODS

Development Offers Lake-Side Living With Big-City Conveniences

Country estate living in country club surroundings on the shores of Doe Valley Lake.

These words pretty well sum up the unique "lake-city" development that is now going up on a lake shore in the rugged hills of north-central Kentucky . . . 35 miles southwest of Louisville.

It is country living in that Doe Valley Estates is many miles from the congestion and sounds of the city and in the midst of a rustic, historic, rural Kentucky game preserve.

A club, a lodge, a swimming pool, golf course and tennis courts will be as handy as living in the center of a country club fairway. But the heart of this unique development is a 500-acre stocked lake that provides fishing, boating and swimming.

These facilities for gracious living are in addition to all of the planned conveniences of a modern city. Doe Valley Estates offers complete city water and sewer systems, paved streets, curbs and storm drains, and natural gas furnished by Louisville Gas and Electric Co.

This adventure of living permanently on a vacation site is being developed by Doe Valley Corporation, headed by Louisville developer L. H. Callaway.

Every detail in this ultimate community has been planned and engineered in advance by nationally-known specialists in this area. Individual house and landscaping plans must go to an architectural committee for approval prior to construction. For example, homes which are to be erected along the 24-mile shoreline must have a minimum of 1,800 square feet while those off-lake must have at least 1,400 square feet.

Doe Valley Estates, three miles east of Brandenburg, Ky., is nestled in the hills and woods. Engineering costs were increased 25 per cent in order to spare trees and to preserve the natural surroundings.

Workmen are laying a six-inch gas main to service the community which will have all of the comforts of big-city living. Most of the utilities are now in and construction will begin soon on the first 25 homes in the 2,800-acre development. Louisville Gas and Electric Co. will furnish gas for the city.

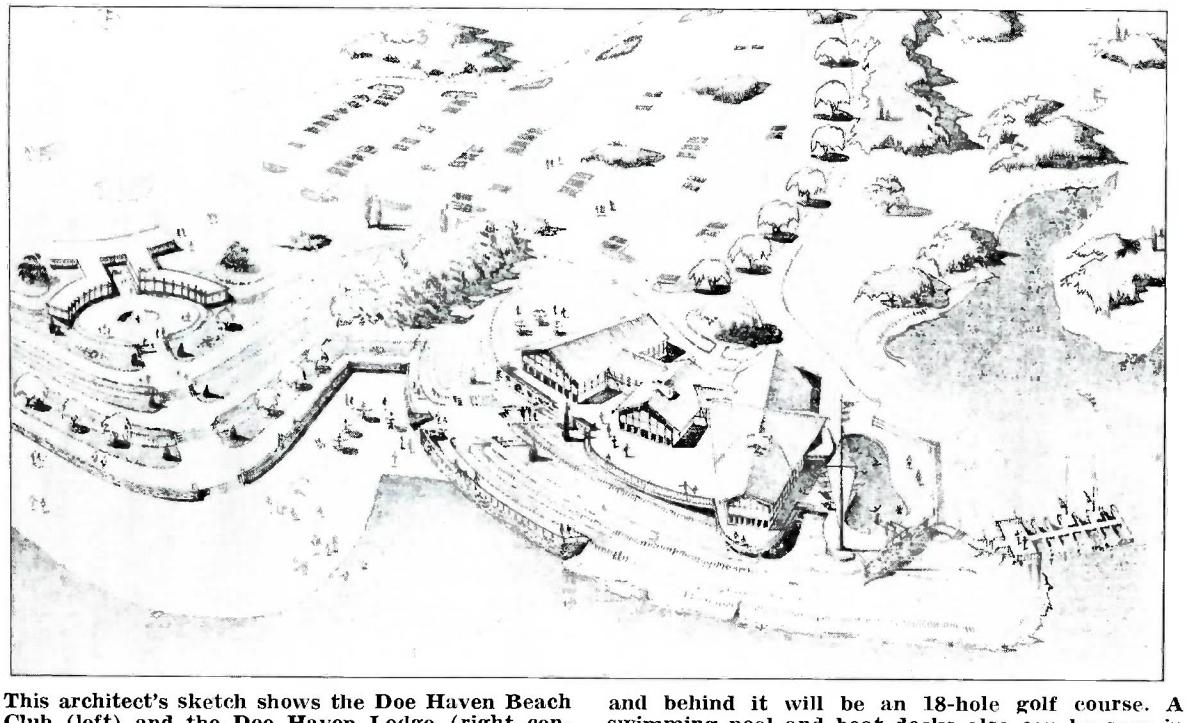
Kenneth A. Helmly, Executive Vice President of Doe Valley Corporation, said tree-saving alone cost an extra $7,000 in re-engineering roads. One parkway was designed as a split-level to save a grove of trees on a steep slope between the tree-lined roadways.

The plans for this 2,800-acre development along Doe Run call for a 260-lot home development spread over low hills west of the lake, on a peninsula south of the club and lodge.

Mr. Helmly said most of the gas, sewer, and water lines are now in and construction will begin in the spring on the first of 25 homes.

He said Doe Valley Park Estates is convenient for suburban living (38 miles from Louisville) yet it has the feeling of being a million miles away from busy city life.

The center of this planned community is the 500-acre, man-made lake which has a six billion gallon reservoir. The coldwater lake with 24 miles of shoreline is fed by Doe Run, which emerges from caves several miles upstream at a temperature of 56 degrees. The lake was treated to remove rough fish



This architect's sketch shows the Doe Haven Beach Club (left) and the Doe Haven Lodge (right center). In front of the club will be the private beach and behind it will be an 18-hole golf course. A swimming pool and boat docks also can be seen in the right foreground.

and then was stocked with Rainbow trout and small-mouth bass.

About 550,000 yards of fill was used in the construction of the 100-foot-high dam, and the lake's deepest pools run about 70 feet, while the lake averages about 47 feet in depth.

In addition to furnishing visitors and residents of the community with fishing, boating, swimming facilities, the lake provides millions of gallons of clear, cold water to a chemical plant that is nearby.

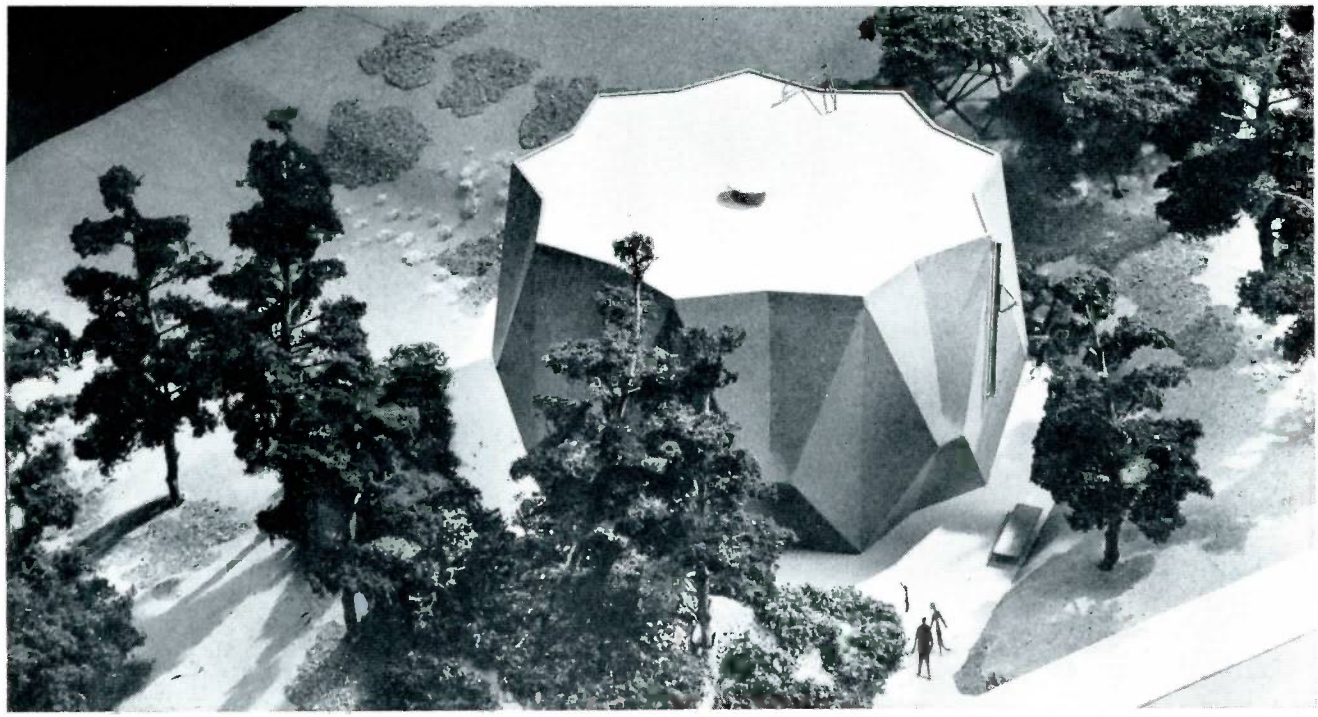
For those homeowners of Doe Valley there will be a full membership in the White Sands Beach Club, which will include bathing and basking on white sands, lounging on the terraces, and access to the Doe Haven Lodge which will offer golf, tennis and a swimming pool.

Across the lake will be public parks, a half-mile long sandy beach, modern bath houses, and a 15,000 square-foot pavilion and restaurant.

The finished community will include schools and a shopping area to complement this Utopian atmosphere.

Kenneth A. Helmly, Executive Vice President of the Doe Valley Corporation, checks a Mueller fire hydrant which is near a lake-side home site. A portion of the 500-acre, man-made lake can be seen in the background.

The sales office of the Doe Valley Corporation is shown at the left, while in the bottom photo, workmen place another Mueller fire hydrant which seems a little out of place in these wooded hills. In a few months, however, the hydrant will probably be surrounded by homes as the lake-side city takes shape.



This odd-shaped reservoir will soon hold a half million gallons of water for the East Bay Municipal Utility District of Oakland, Calif. This architect's sketch also shows the proposed neighborhood park that will surround the award-winning reservoir.

Oakland, Calif.

Reservoir Design Is Functional, Attractive

A reservoir park, first of its design in the United States and already a national architectural award winner, is under construction on Edgemont Way, Oakland, Calif., the East Bay Municipal Utility District announced.

The contract for Malcolm Reservoir was awarded in November, 1962, to R. Zaballos and Sons, Hayward, Calif., on a low bid of $115,000. Landscaping and construction of the park-playground area will be contracted later.

The revolutionary design, created by the San Francisco architectural firm of Knorr and Elliott for East Bay Water, was conceived to make a water storage facility not only functional, but an esthetic asset to the community.

The project won a Public Use Citation in the 1961 annual Design Awards by Progressive Architecture. The East Bay Water facility was chosen by a panel headed by G. Holmes Perkins, Dean of the School of Fine Arts, University of Pennsylvania. The project design was two years in its development.

It has consistently been the policy of East Bay Water, said J. D. DeCosta, Chief Engineer, to design and build facilities that will contribute to the neighborhood. Planting and landscaping of areas designated for future construction have been carried out by East Bay Water for many years, DeCosta points out. The design of Malcolm Reservoir is the latest step in the district's policy of advancing with its communities.

The reservoir will store half-a-million gallons of pure, filtered East Bay water. The reservoir was given the name "Lotus" by its designers because its exterior triangular pre-cast concrete panels suggest the open petals of a lotus blossom. The panels capture sun and shadow to give a changing play of light over the exposed aggregate surface with a pleasing change of texture to the eye.

A pleasant neighborhood park inviting relaxation and contemplation will surround the reservoir. The prism-like sides of "Lotus" defy the most ambitious climber and the earth-colored surface of the reservoir is designed to blend in pleasantly with the surrounding park.

The plan for the park area surrounding the reservoir was created by landscape architect Lawrence Halprin. It features full-grown 12-foot trees. Hedges, ground cover, flowers, drinking fountains and benches will complete the landscaping.

Completion of the project is scheduled for September of this year.

. . . . Around the Water Industry . . . .

AWWA Nominates New Officers

John G. Copley, General Manager of the Elmira (N.Y.) Water Board, has been nominated president of the American Water Works Association.

Also nominated in January by the Board of Directors were: E. Jerry Allen, Assistant Superintendent of Water at Seattle, for the office of vice president, and Hubert F. O'Brien for the office of treasurer. Mr. O'Brien is President and Director of the A. P. Smith Manufacturing Co. of East Orange, N. J.

The nominees will be installed at the AWWA's 83rd annual conference to be held in Kansas City, Mo., in May.

Mr. Copley was born in Lowman, N. Y., in 1907. He is civil engineering graduate of Princeton University and a registered professional engineer in New York and Pennsylvania. From 1929 to 1932 he worked with the Pennsylvania Railroad in Philadelphia, and in 1932 he joined the Elmira Water Board, becoming secretary in 1937 and general manager in 1942.

Mr. Allen, born in Omaha, Neb., in 1900, was educated in the Seattle public schools and the University of Washington. A registered professional engineer in Washington, he joined the Seattle Public Utilities Department in 1926. He has been assistant superintendent of water since 1949.

Long active in AWWA affairs, Mr. Allen received the George Warren Fuller Award in 1959 for outstanding service to the field of public water supply. In 1954 he was chairman of the Pacific-Northwest Section and represented the Section on the AWWA Board of Directors from 1956 to 1959.

A graduate of Princeton University (1931), Mr. O'Brien was employed by Trans-World Airlines until 1936. He has been associated with the A. P. Smith Co. since 1936, becoming president and director in 1941.

Water Atlas Now Available

"Water Atlas of the United States," prepared by Water Information Center, Inc., is a recently published visual guide to the source, availability, quality, and use of water in the United States.

The atlas has 40 individual maps which give facts and details about patterns of precipitation, streamflow, evaporation, the season of highest and lowest streamflow, the approximate temperatures of well waters, etc.

This unique reference book can be purchased from the Water Information Center, 60 East 42nd Street, New York 17, N. Y.

Huge Reservoir Available in Valley

A water reservoir three times larger than Lake Mead, the huge man-made basin behind Hoover Dam, is available in the porous formations underlying California's San Joaquin Valley. The valley area delivers more than 25 per cent of all the ground water pumped for irrigation in the U. S. The estimated capacity of the beds above a depth of 200 feet is 30 trillion gallons. Although part of this volume is now being utilized indirectly to store water that seeps underground from canals and ponds, a large percentage of the reservoir is empty and can be used for cyclic storage of surface water.

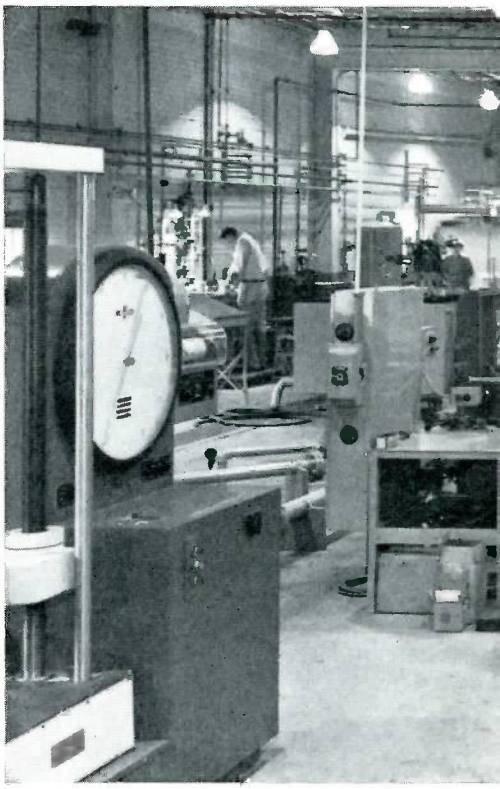
Mr. Twomey, VP of Morris Knowles, Dies

Edward Francis Twomey, Vice President of Morris Knowles, Inc., Construction Engineers of Pittsburgh, Pa., died recently at the age of 67. He had been associated with Morris Knowles, Inc. since 1917 and was concerned mainly with design and planning in the fields of water supply and sewers.

Headlights of giant earthmovers rumbling across the surface of Briones Dam near Orinda, Calif., produced this unusual night photograph. This dam, when complete, will produce a new reservoir for East Bay Municipal Utility District of Oakland, Calif.

Mueller Co. Test Lab . . .

GOES LOOKING FOR TROUBLE



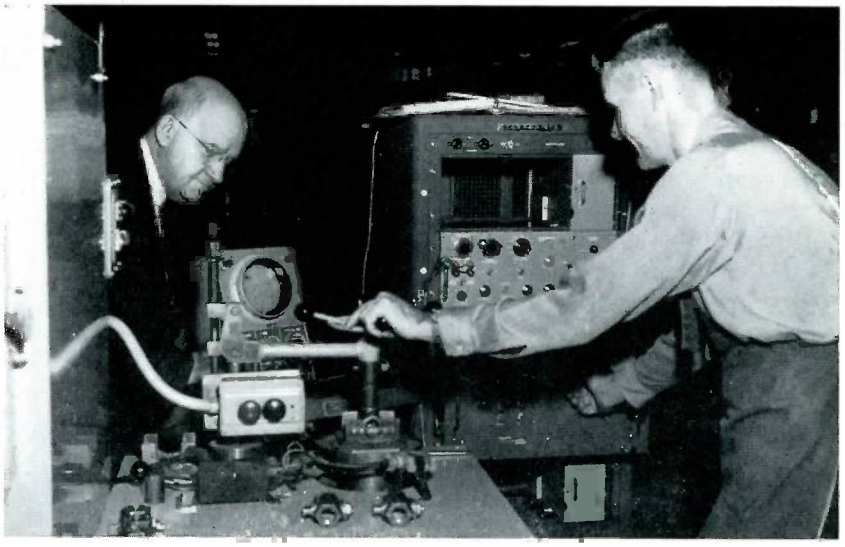
To the average employee or customer a cold chisel is simply a piece of shaped steel with a point and a head. Nothing more, nothing less. Really a rather unglamorous, impersonal, simple tool.

In the Mueller Co. Test Lab in Decatur, even a simple tool like a chisel gets special attention, which includes the beating of its life.

When you consider that Mueller engineers produced a special machine to give something as simple as a chisel more than the beating and wear received in its normal lifetime, think what is necessary to test and check a precision product like a Luboseal, where tolerances are measured in tenths of thousands of an inch.

The Test Lab facilities range from burst chambers, ovens, deep freezes, electronic equipment and special devices to a site near Decatur where products are buried and tested with gas under actual working conditions.

As W. R. Leopold, Director of Engineering, put it: "The Test Lab is only one phase of engineering. It is the proving ground for the ideas and designs that are worked out on paper by our engineers and draftsmen. This is where we find out if our products act as anticipated by our calculations. If a product isn't going to live up to expectations, we must find out in the lab, not after it is put into service."



Using electronic equipment to check assembling methods are Walter J. Bowan, Chief Research Engineer, (left) and Test Lab Operator Vern Ramsey.

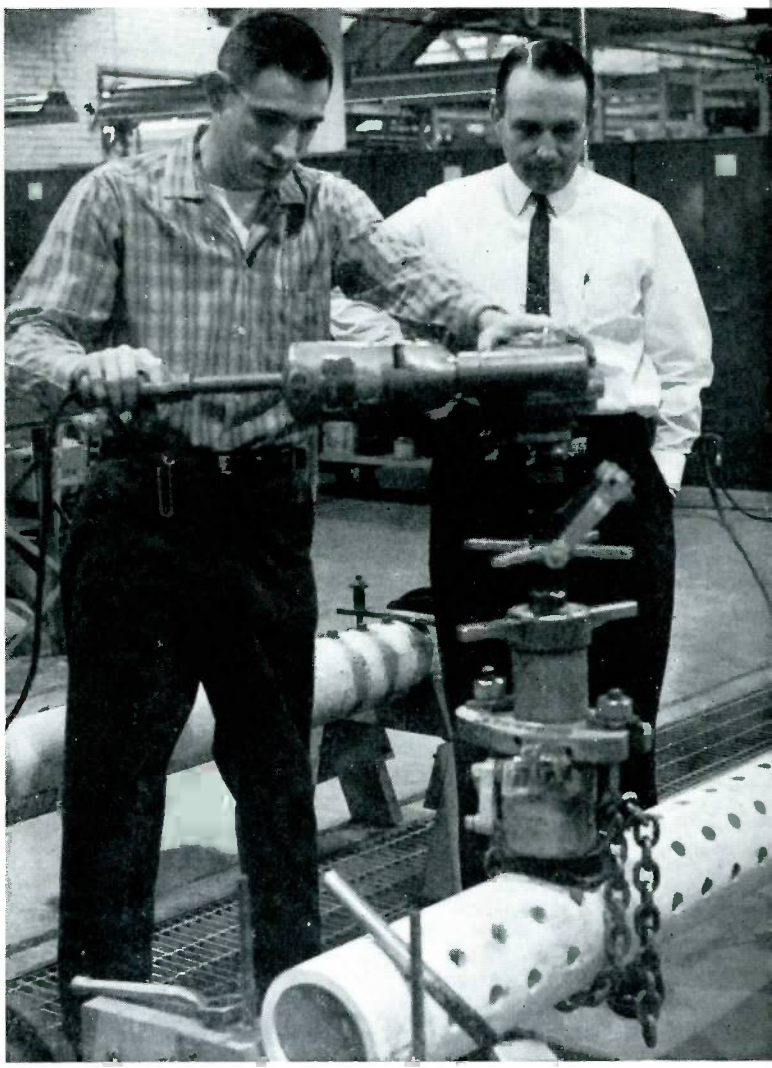
About 50 men and women work in the Engineering Division in Decatur. These include engineers, draftsmen, stenographers, clerks, machinists and Test Lab operators.

SIMULATE, EXAGGERATE

Time and service tests are made, but many times it is impractical to wait 10 or 20 years for the results of these tests before marketing the product. Instead we attempt to simulate and exaggerate the conditions under which a product must operate, and then subject it, in a relatively short time, to the use and

A major portion of the 10,000 square-foot Mueller test laboratory in Decatur is shown above. In this area most of Mueller's exhaustive tests are run on products.

The testing facilities are a part of the Engineering Division of Mueller Co. which is headed by Frank H. Mueller, Vice President for Engineering.



One of the best tests for a piece of equipment is use, naturally. In this case operator Larry Bundy (left) is drilling and tapping hundreds of holes in a piece of pipe to check the performance of a Mueller B-100 machine. Observing the operation is W. R. Leopold, Director of Engineering.

wear that it would get in a lifetime of actual service.

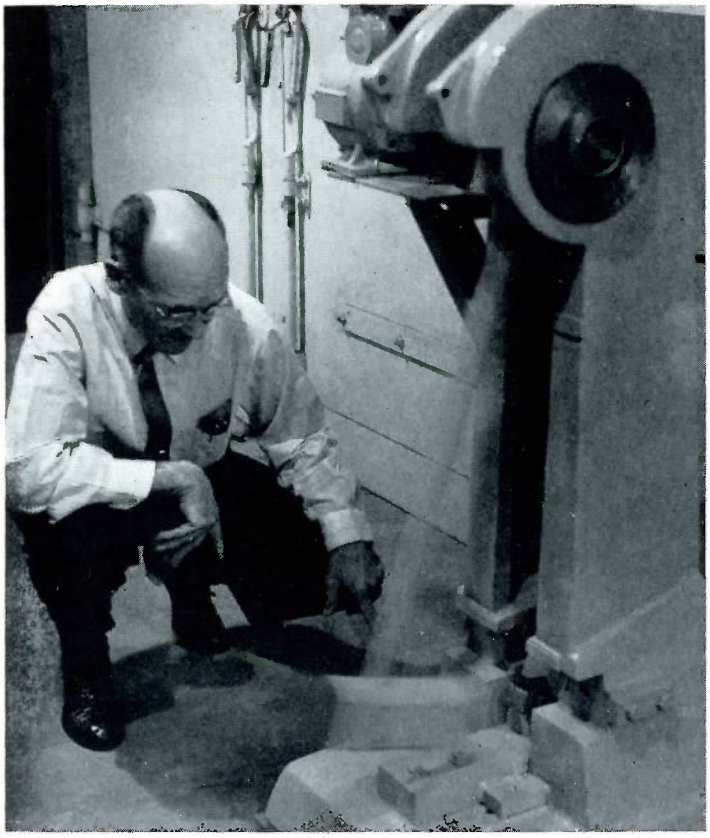
"The results of the accelerated tests are coordinated with the known performance of established products and evaluated in light of our many years of experience. In addition, many tests are done using statistical techniques that can predict in a remarkable manner the operating characteristics of a design and even tell how the separate variables in each design affect its performance," Mr. Leopold said.

The lengths to which Mueller engineers go in producing aggravated tests are characterized in the burst chamber. This chamber, which looks like an oversized cold storage room, is used for exerting pressures that are high enough to break most products found in industry.

Water pressures up to 30,000 pounds-per-square-inch and air pressures up to 3,000 pounds-per-square-inch are available in this chamber, which has reinforced concrete walls a foot thick.

The room, which is 20 feet long, 12 feet wide and 15 feet high, must be air-conditioned and humidity controlled. Constant temperatures and close control of humidity must be maintained to keep tests as accurate as possible.

From an adjacent control room, observers and technicians are able to watch tests through a narrow, three-layer, bullet-proof window that is 2½ inches thick. Technicians are able to electronically rec-



A cold chisel is in the midst of receiving the "beating of its life" as this calibrated machine hammers away under the watchful eye of Project Engineer Wallace Gould.

Checking a flow test is Project Engineer Lawrence Luckenbill (right) while Test Lab Operator Guy Pruett handles one of the controls. Beneath this

ord the data received from the tests and to control pressures in the chamber in the complete safety of the control room.

RUPTURE PRODUCTS

By exerting these high pressures upon products to the point of breaking, engineers are able to determine the weaknesses and strengths of construction and design.

The uniqueness of the chamber is pointed up by the fact that, strictly as an accommodation, Mueller Co. has allowed other manufacturers in Decatur to test some of their products in the room. Embedded in the ceiling is a piece of a product made by another Decatur firm that was shattered in the burst chamber.

The pressures built up in the chamber are exemplified by the loud boom that follows the rupturing of a large product such as a gate valve. This sound is heard throughout the Engineering Building in spite of the foot-thick walls.

Just outside the doors of the burst chamber is the machine to test chisels that was referred to earlier. An electric motor swings a heavy hammer that pounds, hour after hour, upon a chisel. The impact of this hammer has been calibrated so that it has the force of a man wielding a small sledge. During this beating the chisel is examined from time to time to check on wear, strengths, weaknesses and shape.

This examination might take place in the nearby equipment room, where most of one wall is a glass enclosed case which holds dozens of intricate instruments.

These instruments range from the small timers to the man-sized comparator that magnifies the point of a pen so that it looks as big as the head of a cigar.

MILLIONTH OF AN INCH

Two specially designed machines are the pride of the equipment room. These two devices are able to detect imperfections, on ground key plugs or bodies, that are no more than one millionth of an inch.

"There is a great need for such accuracy," Mr. Leopold said. "If you stop to think about the fact that water under 60 pounds of pressure will leak through an opening 1/5 the diameter of a human hair and that gas leaks through a smaller opening, you will realize that such examinations are required."

PRECISE, RUGGED

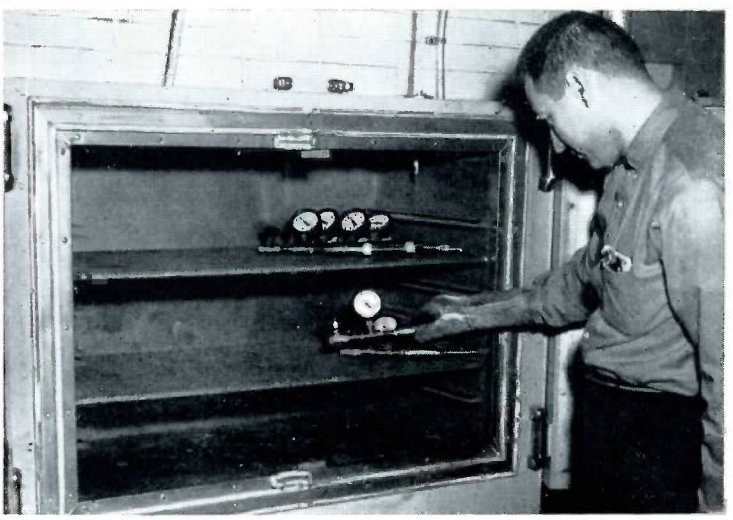
"Most people don't realize that many of our products must have two widely divergent characteristics—precision as well as ruggedness. They must be rugged to withstand rough handling, installation under adverse conditions, and a lifetime of being underground where moisture and temperatures vary and the components of the soil could induce a corrosive effect or mechanical stresses. At the same time this rugged construction must still have the capabilities of allowing a precision fit that comes within one quarter of one thousandth of an inch," Mr. Leopold said.

He added, "This precision must be maintained for the normal useful life of the product, to further complicate the design."

area is a 14,000 gallon reservoir where flow of 1,100 gallons per minute can be maintained is system.

Mueller products are tested under pressure in this "deep freeze" that is capable of dropping temperatures to a minus 60 degrees. Test Lab Operator William Hood (foreground) checks the turning torque on some stops as Project Engineer William Hauffe records the data.

George F. Binkley, Manager of Engineering Services, (above) checks readings in a humidity cabinet while (below) Assistant Project Engineer Paul R. Ammann removes some valves from the test oven where temperatures of 600 degrees can be produced.



To test for some of the wide ranges of temperature and humidity, deep freezes, humidity cabinets and ovens are used. "Our products must operate under widely varying ranges in temperature and humidity, so we must test them under these and even more aggravated conditions," Mr. Leopold added.

One cold box used for testing is able to reduce its temperature from 80 degrees above zero to 60 degrees below zero in 25 minutes.

The oven, where water or air can circulate through the valves while the valves are being tested, can boost its temperature to 600 degrees.

The humidity cabinet can duplicate the temperature and humidity in any climate from the steaming jungles to the arid Sahara. Its maximum is 90 per cent humidity and temperatures to 200 degrees.

NEW MEXICO TO DECATUR

Mr. Leopold told of an example where it was desirable to conduct tests under conditions similar to those found in New Mexico. "We

weren't able to take our lab to New Mexico, naturally, so we attempted to bring New Mexico to Decatur," he said.

He explained that a sample of the soil from New Mexico had to be brought to the lab where it was put under temperatures and humidity that corresponded with that area, and the combination of the three produced answers the engineers were unable to find prior to getting the soil.

"Since many of our products have water flowing through them, there is no better test than to do just this. Under the floor of a portion of the laboratory is a reservoir that holds about 14,000 gallons of water. We are able to run flow tests up to pressures of 500 pounds-per-square-inch. Flow rates of 1,100 gallons per minute can be maintained without putting a drain on the outside water system, simply by re-circulating water out of our reservoir," Mr. Leopold said.

These high volumes of water are used to test hydrants and gate valves under as difficult situations as possible. They are opened and closed hundreds of times and then dismantled, and the wear is checked and deficiencies sought.

In addition to testing gas products with air and under unusual conditions that are available in the laboratory, Mueller Co. has built a test station at Mount Zion just outside Decatur.

This test site, which is located on an Illinois Power Co. transmission line, has unlimited amounts of natural gas available for testing. The gas available is either odorized or non-ordorized and goes to maximum pressures of 800 pounds-per square-inch. Fittings, tees and stops are actually buried and put into use here where they are constantly checked.

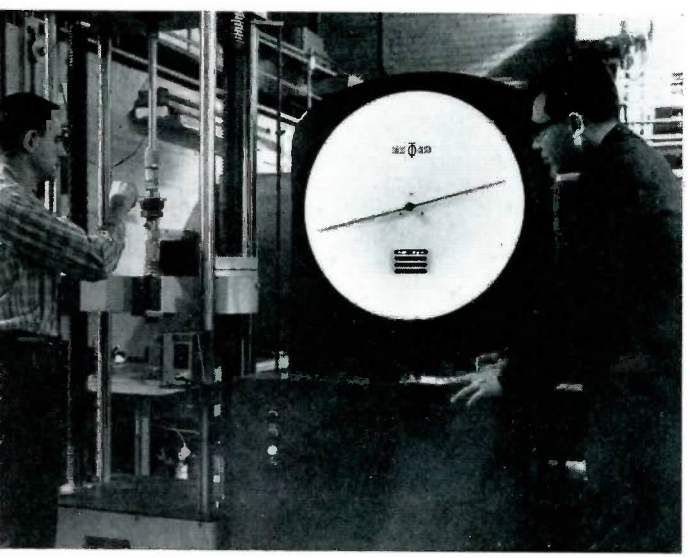
EXCEED NORMS

"Our philosophy is to duplicate working conditions as near as possible and then exceed these. If our products hold up under exaggerated conditions, we know they will withstand normal demands," Mr. Leopold said.

These exaggerated conditions, in addition to the heat, cold, humidity and pressure tests, include flowing of abrasives through stops while they are being cycled; bending compression tests, pulling and others.

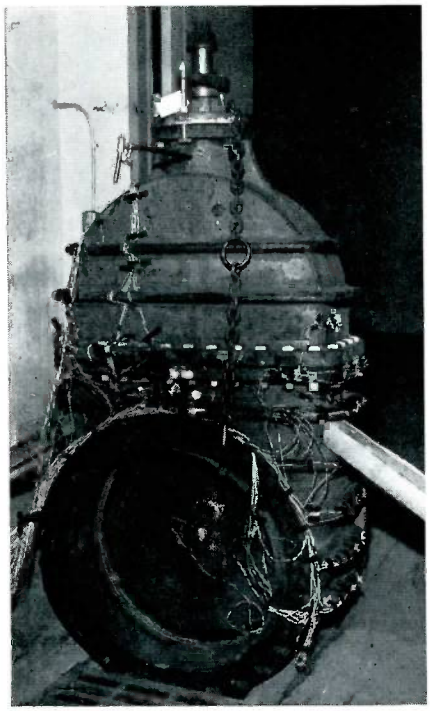
An integral part of the 10,000 square foot Test Lab is the machine shop, which produces prototypes of new products, models and modifications of products.

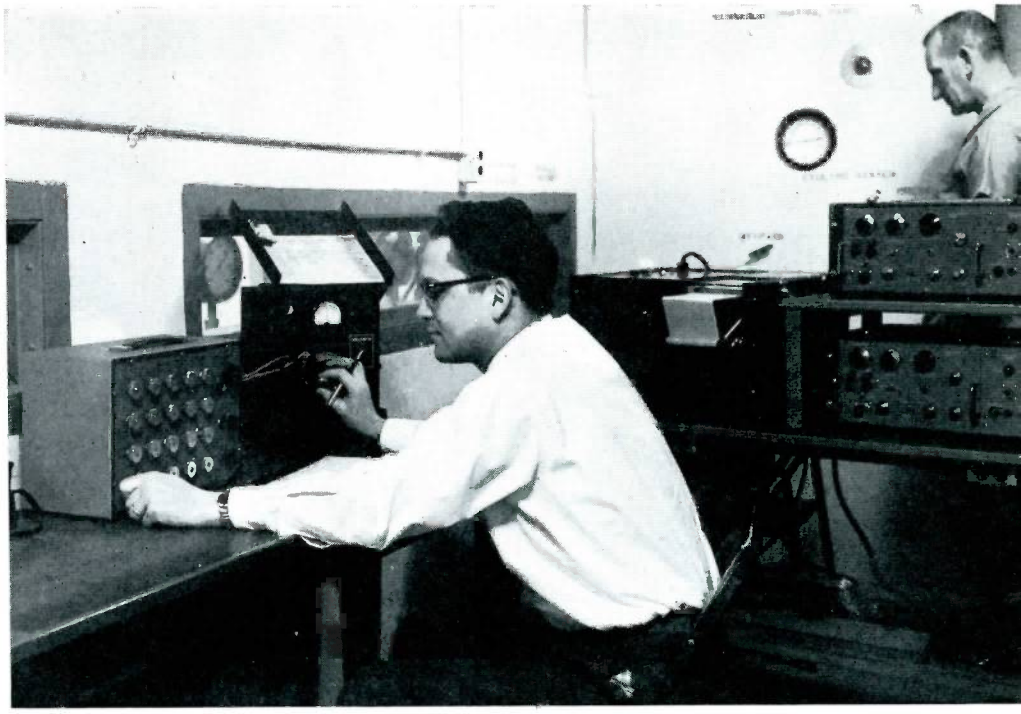
The testing facilities are a major section of the research and development activity at Mueller Co. "The reason for this emphasis on product research and development is apparent. Mueller must continually work to improve its products to better serve the progressive gas and water industries," Mr. Leopold concluded.



Larry Bundy checks for any distortion while Senior Project Engineer Carl Floren (right) records data during a tensile test. This universal machine can be used for either compression or tensile testing.

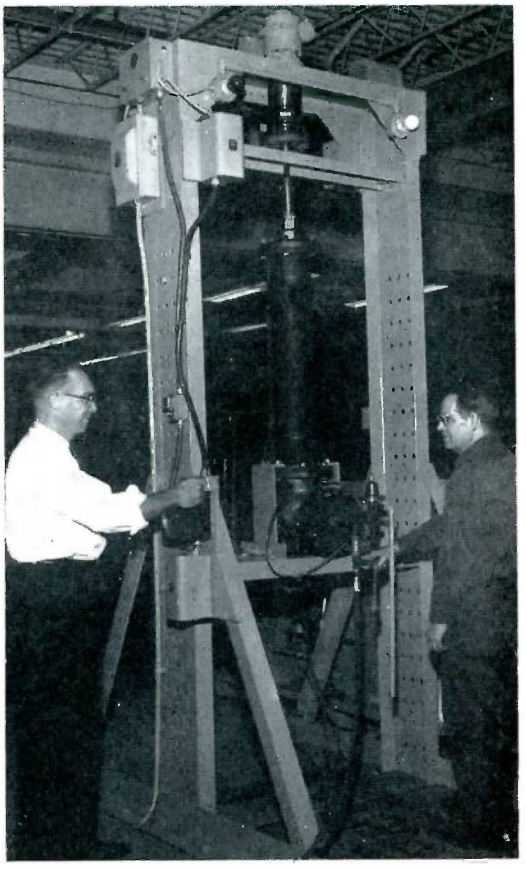
Lindle (Hap) Hockman, Test Lab Leadman, checks a key on a machine that is able to detect a surface flaw that is no greater than one millionth of an inch. The model shop or machine shop, (below) which is an integral part of the lab, produces prototypes and makes modifications of products under test and development.





This Mueller gate valve is just short of being wired for sound as strain guages are attached in preparation of making a test in burst chamber. Robert Roos, Project Engineer, manipulates the dials on some of the electronic testing equipment that records and indicates the minutest changes in characteristics of the product being tested. Ed Turner, Lab Operator (right), operates the test chamber controls as he watches the test through bullet-proof glass.

Preparing a line stopper fitting for a test in the burst chamber is Project Engineer Lynn D. Edwards. Pressures available in this room are capable of rupturing most products found in industry.



This cycling machine opened and closed this fire hydrant part thousands of times during just one test. John J. Smith, Chief Products Engineer, checks the counter while Operator Louis Bland checks the water pressure.

A. G. Webber, Jr., Re-Elected President of Mueller Co.

Albert G. Webber, Jr., was re-elected Mueller Co. President and Chairman of the Board at the firm's annual Shareholder and Board of Directors meeting in Decatur.

At the meeting, the Board of Directors also accepted the resignation of Jackson Kemper, who had been Executive Vice President since he joined the company in July of 1960.

His resignation also included his position as a member of the Board of Directors of Mueller Co. and Mueller, Limited.

Company officers re-elected were:

A. G. Webber, Jr. President and Chairman of the Board

Frank H. Mueller, Vice President for Engineering

Dan R. Gannon, Vice President and General Sales Manager

Frank A. Speer, Vice President for Manufacturing

Leo Wiant, Vice President and Director of Purchases.

Lyle R. Huff, Secretary and Treasurer.

Re-elected to the Board of Directors were:

Joe H. Gardner

George McAvity

Ebert B. Mueller

Frank H. Mueller

Mrs. Pauline V. Mueller

John A. Schluter

Mrs. Lenore Mueller Schmick

Franklin B. Schmick

Harold M. Sherman, Jr.

Albert G. Webber, Jr.

Lyle R. Huff Elected To Mueller, Limited Board

Lyle R. Huff, Mueller Co. Secretary and Treasurer, was elected recently to the Board of Directors of Mueller, Limited.

Mr. Huff, elected at the firm's annual meeting in Decatur, fills a vacancy created by the resignation of Jackson Kemper.

Mr. Huff joined Mueller Co. in 1950 in the Financial Division. He formerly was an auditor for the Phillips Petroleum Company, an acting instructor at the University of Illinois, and a member of the accounting firm of Gauger & Diehl.

Mueller, Limited officers re-elected were:

Albert G. Webber, Jr., President and Treasurer

George McAvity, Managing Director

Ronald M. Nicolson, Vice President and General Sales Manager

R. J. Skippon, Vice President and Manager of Engineering

C. S. Browett, Secretary, Assistant Treasurer and Plant Controller

J. Milne, Assistant Secretary

Elected to the Mueller, Limited Board of Directors were:

Orval W. Diehl

Lyle R. Huff

George McAvity

J. Milne

Ebert B. Mueller

Ronald M. Nicolson

R. J. Skippon

A. G. Webber, Jr.

Leo Wiant.

Mueller Co. Officers

A. G. WEBBER, JR.
President

DAN R. GANNON
Vice President and
General Sales Manager

FRANK A. SPEER
Vice President
For Manufacturing

FRANK H. MUELLER
Vice President
For Engineering

LYLE R. HUFF
Secretary and
Treasurer

LEO WIANT
Vice President and
Director of Purchases

Strictly *Off the Record*

A husband, complaining about the food he was getting at home, was met with a strong argument by his wife. "What's the matter with you?" she demanded. "Monday you like veal cutlets. Tuesday you like veal cutlets, Wednesday you like veal cutlets, now Thursday, all of a sudden you don't like veal cutlets."

* * *

"James," the English teacher said, "give me a sentence using the word 'archaic'."

"Archaic," repeated James. "We can't have archaic and eat it, too."

* * *

A matron approached a salesgirl and inquired as to the whereabouts of the perfume counter. "Just walk this way, madam," the girl answered, taking the lead.

"Hmmf," observed the customer, "if I could walk that way I wouldn't be in here buying perfume."

A man was tuning in on the radio when he got a sudden twinge of pain in his back. "I believe I'm getting lumbago!" he remarked.

"What's the use? You won't understand a word they say anyway," commented his wife.

* * *

Deep in the Louisiana swamps, three men stopped to watch a small boy fishing in a roadside lake. Finally, one man said, "Boy, are there any snakes in this water?"

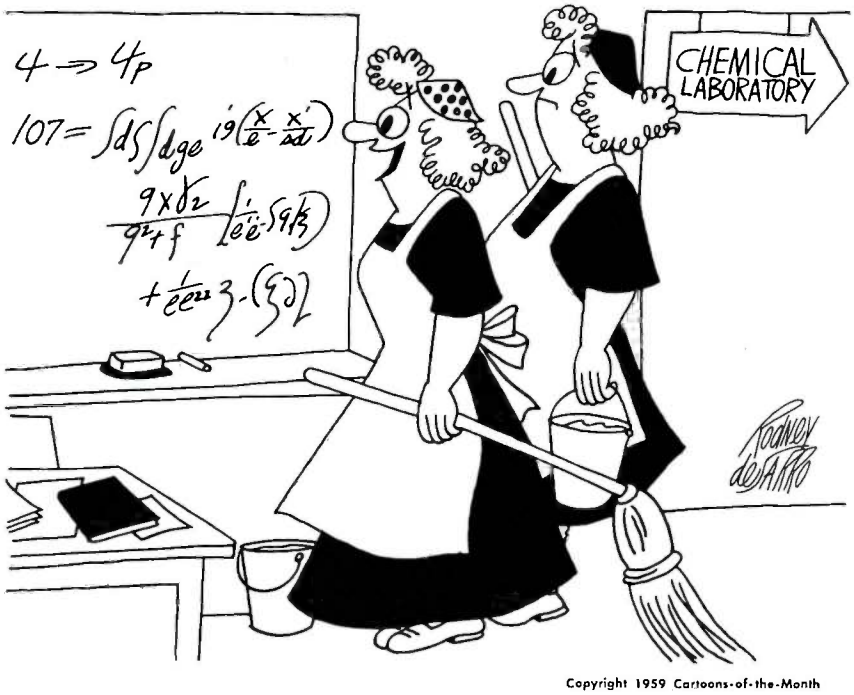
"Naw, suh, they sure ain't," replied the lad slowly.

The three men left their clothes on the bank and all had a refreshing swim. After dressing one man asked, "How come there aren't any snakes in this lake?"

"The alligators ate 'em," replied the boy.

* * *

A good wife laughs at her husband's jokes not because they are clever but because she is.



"I think I see a mistake!"

"Jimmy, you've defined 'buccaneer' wrong. 'Too much to pay for corn' isn't the right answer."

* * *

"The traps on this course are very annoying," observed a member of the golfing foursome.

The one who was putting raised his head. "They certainly are," he commented. "Would you mind shutting yours?"

* * *

Diplomacy is the art of saying "nice doggy" until you have time to pick up a rock.

* * *

A big game hunter in Africa was on his way back to camp when an enormous lion walked out of the jungle not 20 feet away. As the lion was about to spring, the hunter fired his last cartridge and missed. The lion sprang too far and landed 15 feet beyond the hunter who then ran for camp and safety. The next day the hunter went back of the camp to practice a little shooting at close range. He heard a strange noise in the brush and investigated. It was the lion—practicing short leaps.

* * *

Watching a famed matador perform in the bull ring was an outspoken Texan. The fight reached the stage where the matador, armed only with his cape, was taunting the bull to charge him. He avoided the animal's sharp horns only by inches, flipping the cape aside as the bull roared past. He did this several times and finally the Texan could stand it no longer. He got to his feet and shouted, "Bud, he ain't never going to run into that sack unless you hold it still!"

* * *

Sign in a service station: "We collect taxes—federal, state and local. We also sell gasoline as a sideline."

"I don't believe grace will be necessary," said the man of the house as he eyed the meal of leftovers. "I'm sure everything has been blessed before."

* * *

A stylishly dressed Englishman with dangling monocle, a 50-cent stogie in his mouth, a comb in one hand and a brush in the other, fell through the air with the greatest of ease from a low-flying plane, and landed safely in a meadow close to a working farmer.

"Ye gads, sir!" exclaimed the Englishman. "So that wasn't the washroom after all!"

* * *

Khrushchev, visiting a Russian farm, asks: "How is it with you?"

Peasant: "Fine, fine. We live well. The harvest will be big."

Khrushchev: "I am Khrushchev. Tell me the truth."

Peasant: "Oh, I am sorry, Comrade Khrushchev. I thought you were an American tourist and I was just obeying your order on what to tell them."

* * *

A church in Santa Barbara suddenly stopped buying from its regular office supply house. It seems that when they ordered small pencils to be used in the pews for visitors to register, the dealer sent golf pencils, each clearly marked: "Play Golf Next Sunday!"

* * *

A farmer and a college professor were traveling together on a train. They got tired of talking and reading, so the professor suggested they play riddles. "Every time you miss a riddle, you give me a dollar, and every time I miss a riddle, I'll give you a dollar," said the professor.

"You're better educated than I am," the farmer pointed out. "I'll give you fifty cents."

The professor agreed, and the farmer made up the first riddle. "What has three legs walking and two legs flying?" he asked.

The professor didn't know, so he gave the farmer a dollar.

The farmer didn't know either, so he gave the professor fifty cents.

* * *

"No, I'm afraid you can't interest me in a vacuum cleaner. Try the lady next door—I always use hers and it's absolutely terrible."

"If we could only convince him the doctor isn't a person to be afraid of!"

A football coach accompanied a prospective tackle to the Dean's office where he attempted to get the boy admitted to school without a written examination. The boy, however, couldn't answer the simplest questions. In desperation, the Dean asked, "How much are six and six?"

"Thirteen," answered the boy.

"Aw, let him in anyway, Dean," pleaded the coach, "he only missed it by two."

* * *

After boasting of his prowess as a marksman, he took aim on a one duck flying overhead. "Watch this," he said.

He fired . . . and the bird flew on.

"My friends," he said with awe, "you are now watching a miracle! There flies a dead duck."

* * *

"Look at youse guys!" shouted the Army sergeant indignantly, as he glanced over a bunch of new and inexperienced recruits. "Your ties are crooked . . . your hair ain't combed . . . your shoes ain't polished . . . your trousers ain't pressed! Suppose some country suddenly declared war!"

"What insane notion ever possessed you to buy two elephants?" the angry wife demanded somewhat hysterically.

"Well, honey," explained the somewhat inebriated husband patiently, "the man wouldn't break up the pair!"

* * *

Two businessmen were talking. "Is your advertising getting results?" asked one.

"Sure is," moaned the other. "Last week we advertised for a night watchman and the next day we were robbed!"

* * *

The golfer, a prominent minister, was having a terrible day on the links. When he wasn't slicing, he was hooking. Finally, on the 13th hole, he flubbed an easy two-foot putt. He picked up the ball, threw it as far as he could, cracked a club over his knee and sank to the green, a picture of frustration.

"I've got to give it up!" he moaned, "I've just got to give it up!"

"Give up golf?" his partner asked.

"No, the ministry," said the golfer.

Recording Our Thoughts

A recent mailing brought to us the public relations progress report of the Water and Sewage Works Manufacturers Association. The report covers the period from January, 1960 to June, 1962, and is most impressive. It details public relations activity of the National Water Institute—the information arm of the Manufacturers Association.

The Association actually began its formal public relations program in 1955. In 1959, the Association board decided to intensify its PR efforts, and established three goals:

"1. To alert the 170,000,000 American people to the need for adequate water and sewerage facilities.

2. To convince the people that they should provide the funds for adequate water and sewerage facilities at fair rates.

3. To double our business with water and sewerage utilities in the next ten years."

Results of the intensified drive began to appear in early 1960. In that year, the water story reached more than thirteen and one-half million people in daily newspapers, nearly three million persons in weeklies, and just under two million were reached via television. The water message in that same year, 1960, reached 1,668 radio stations throughout the country.

According to the PROGRESS REPORT, "Every means of communications is being covered, and the actually delivered results for the three year period 1960-62 are staggering:

Magazines have carried stories to 86.5 million people; daily newspapers to 76.5 million; weeklies to 52.7 million; television to 4.8 million; radio carried 4,007 programs.

Of special importance, in view of the power of the printed word, is the information that the excellent pamphlet, "CRISIS," has reached 52,500 persons, and the booklet, "WATER FACTS," which was introduced in June of 1962, has already reached many, many thousands of key people throughout America.

The public relations program of the Water and Sewerage Works Manufacturers Association is impressive, and is making an incalculable contribution to the welfare of the water industry.

As half of a two-pronged effort, it has made considerable impact on the millions of Americans who will be called upon in coming months to vote "yes" on multi-million dollar bond issues.

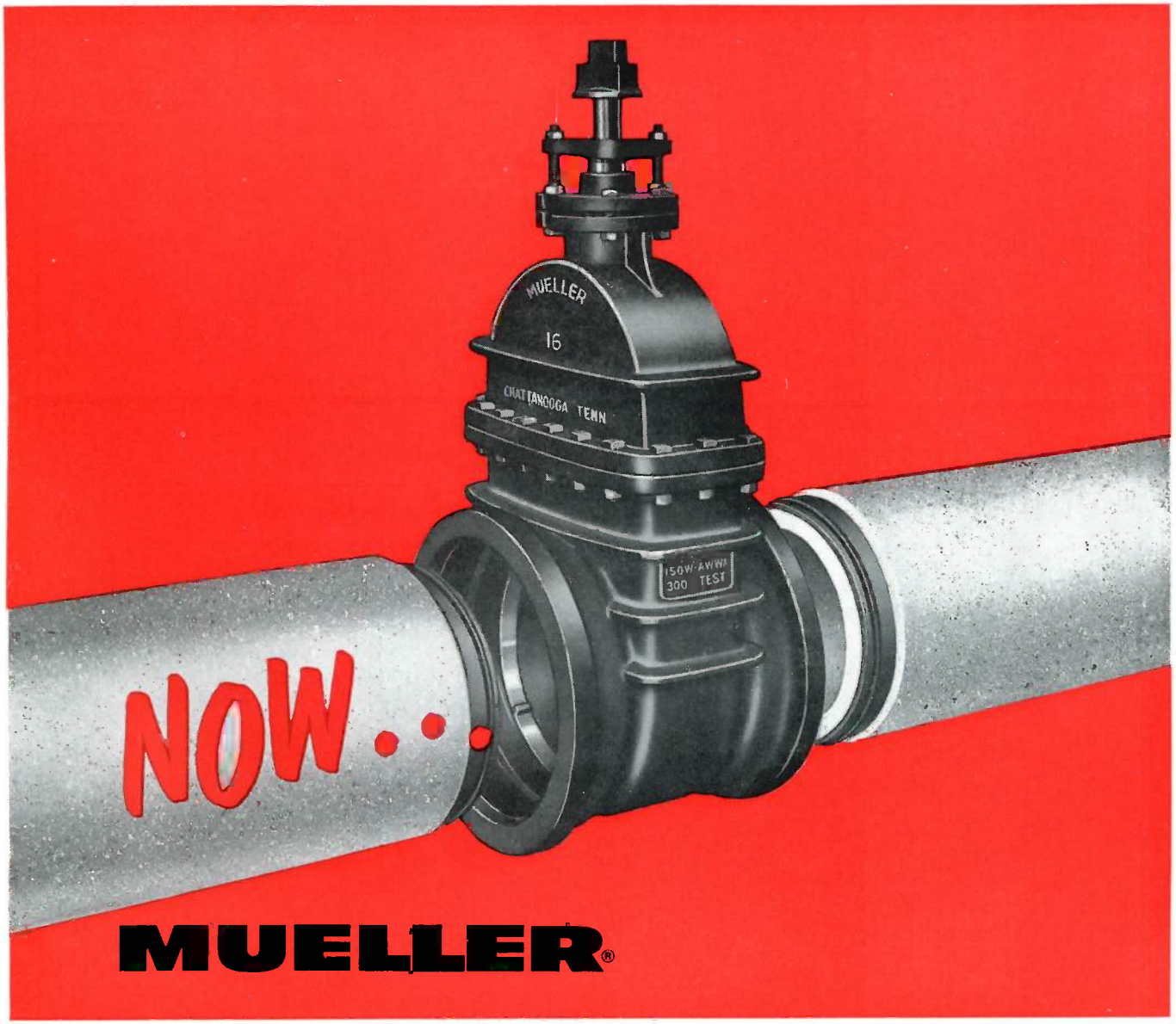
The other half of the effort is, of course, the Advancement program of the American Water Works Association. This program has grown by leaps and bounds during its short life, and now stretches into every Section of AWWA. At the Section level, there is an Advancement Committee working 365 days of every year to better the lot of water works operators and increase public awareness of the importance and value of a safe and adequate water supply.

During the past three years, there has been more than a 30% increase in water works and waste water construction in this country. This rapid construction tempo is due to a number of factors, but we believe that some credit must go to the public relations efforts of AWWA and WSWMA.

It is well stated on the closing page of the PROGRESS REPORT from which we have been quoting in this article:

"Only an informed public can provide the money to keep the construction of water and waste water treatment plants on the climb. How well the story is told will determine how much contruction is achieved in these two areas."

We applaud the public relations efforts of the two trade-oriented associations, as well as the many public and private utilities throughout the country who have recognized that the public must be informed if it is to be called upon to provide plenty of PRICELESS WATER!



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