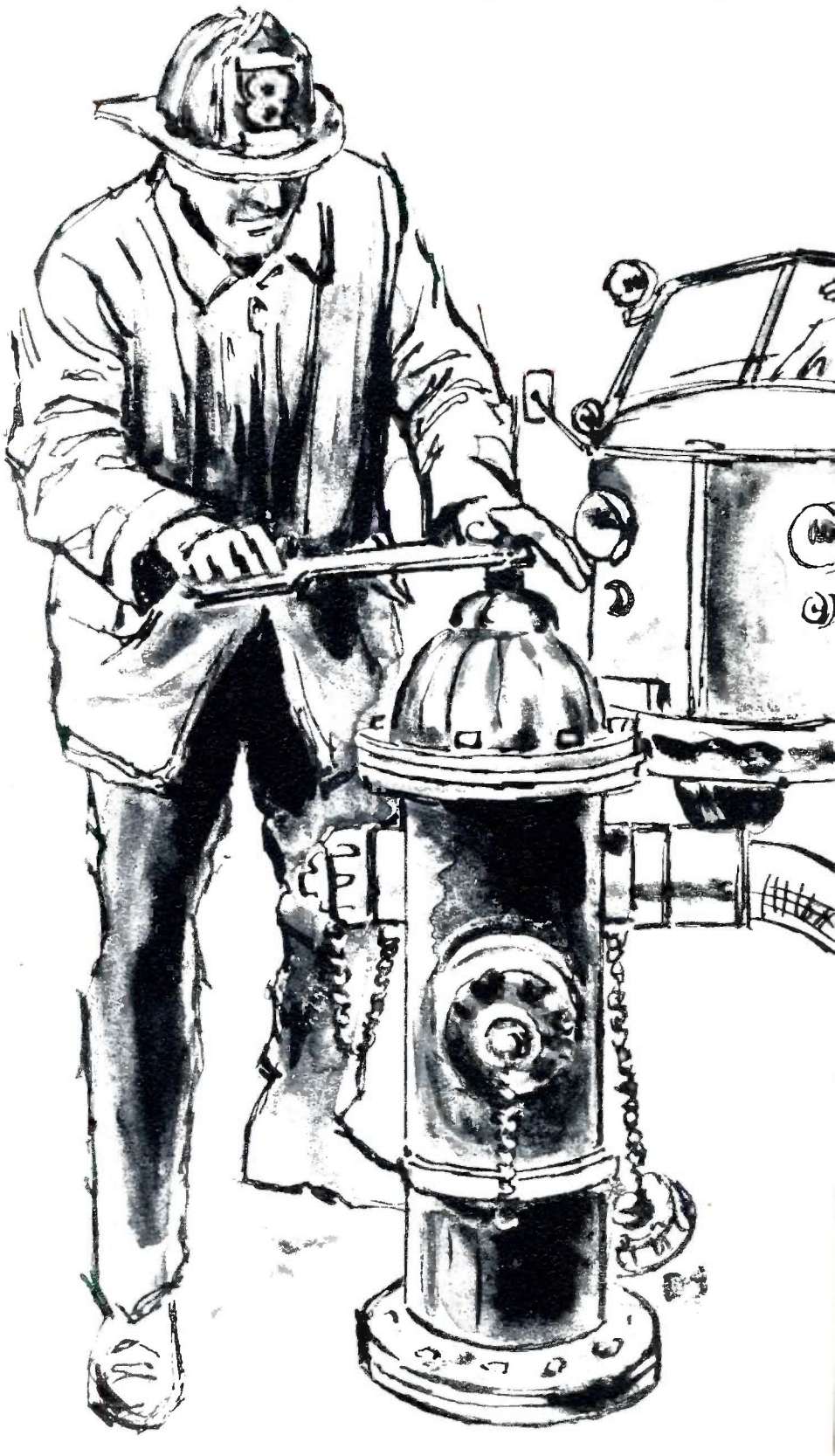
MUELLER
Record
SEPTEMBER • 1967

THE FOCUS IS ON HYDRANTS

SEE PAGE 16



MUELLER RECORD

SEPTEMBER • 1967

Joe Penne
Editor

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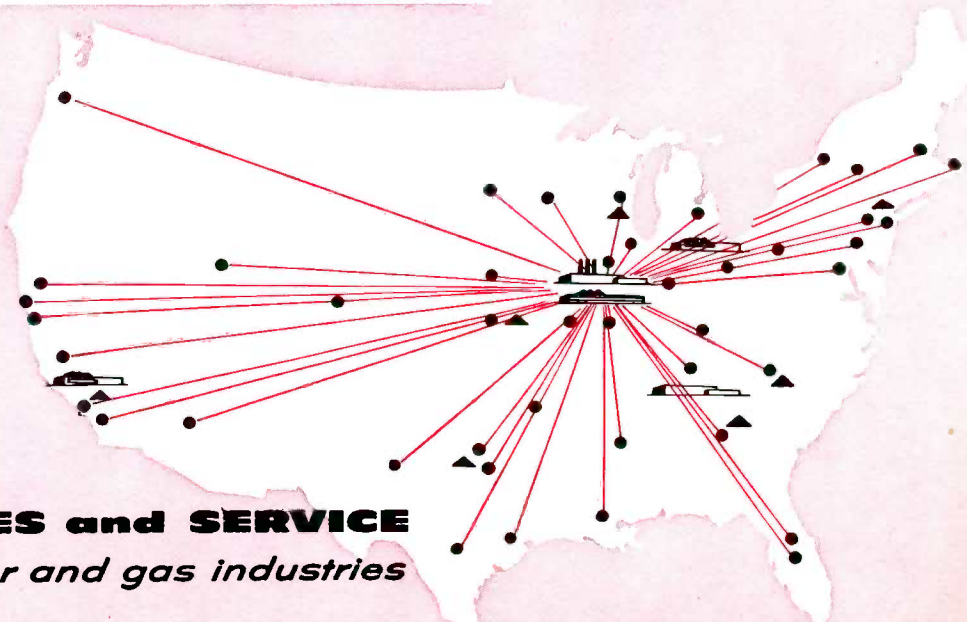


Birmingham--A City Made Of Iron and Water

ATOP his Alabama mountain, Vulcan keeps proud vigil over the growth and motion that is Birmingham. Although this mythological god of fire and metalworking stands motionless, he symbolizes that which is strength and life. Even though he is an iron man—the world's largest, designed by a famed Italian sculptor commissioned to create him for the Louisiana Purchase Exposition in 1904—Vulcan has a vital look. He is Birmingham born —cast of the area's iron, in the city's foundries, and symbol of this expanding city that grew so rapidly it was once nicknamed "The Magic City."

This statue of Vulcan is the symbol of the City of Birmingham and at the base of the 124-foot high pedestal that supports the statue is a man-made pool that could well signify the importance of water to the city and its link with industrial growth.

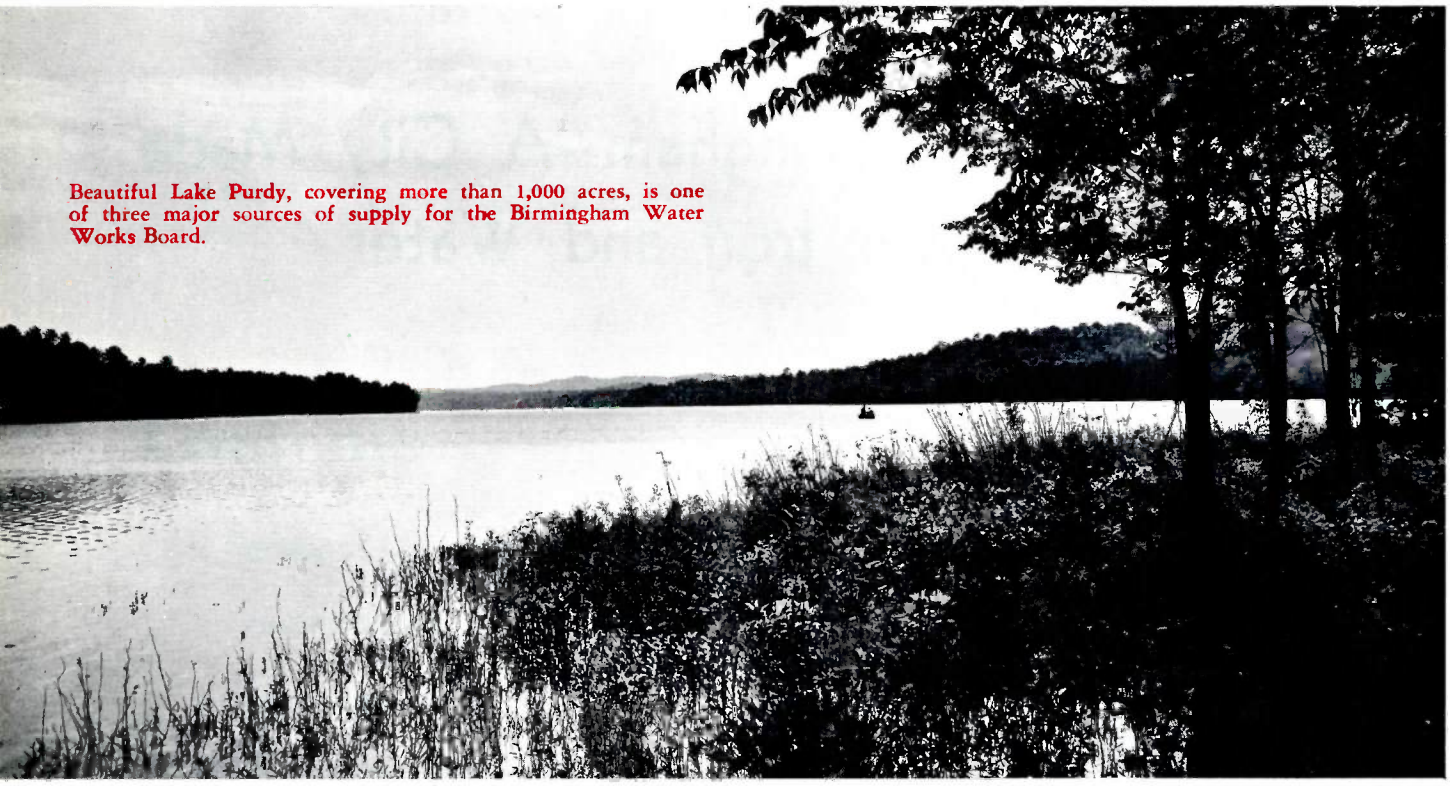
A 124-foot-high pedestal supports the statue. Cascading between the many broad steps which lead to its base is a bubbling, clear stream that might well serve as the symbol of water's importance to the City of Birmingham. Here, as in every city, water has been basic to every successful industry, just as it is fundamental to the welfare of any community.

If the floral clock in the city's Botanical Garden, one of the few of its kind in the world, could only turn back time, the story revealed of a city's birth and development would read like an absorbing tale of the Old South. It would tell how Birmingham grew, from the building of its first house in 1871, to a population of more than one-half million people today, making this "Youngest of the World's Great Cities" the largest in a state that is in the industrial heart of Dixie. One of the important chapters in this story would certainly have to do with the development of the water system.

In early Birmingham, many realized the importance of an adequate water supply but no one really wanted to get too involved. In fact, the first water system was given away and eventually the recipient gave it back. This unwanted system of the 1880s is now very desirable to its 122,000 customers today.

First in the water field was Elyton Land Co. Formally organized on Jan. 26, 1871, the company was to buy and sell land on which a city, to be known as Birmingham, would be built. When the village was only a year old, its people obtained their water from wells, and it was not always very good or very plentiful. The only alternative was to buy water from vendors who obtained it at a spring and peddled it around town on oxcarts. The price—25 cents a barrel.

The Elyton Land company realized that before its real estate business could f l o u r i s h it had to assure buyers of water. Unable to convince anyone that the water sales would be profitable, the company took on this additional load itself, hoping to make profits from land sales. Construction of a pump station by Village Creek was begun in 1872. By 1873, when Birmingham's population had reached about 4,000, water first flowed from a reservoir into the downtown area. But hard times came soon after this memorable day, the water system couldn't pay its own way, and the owners turn-



Beautiful Lake Purdy, covering more than 1,000 acres, is one of three major sources of supply for the Birmingham Water Works Board.

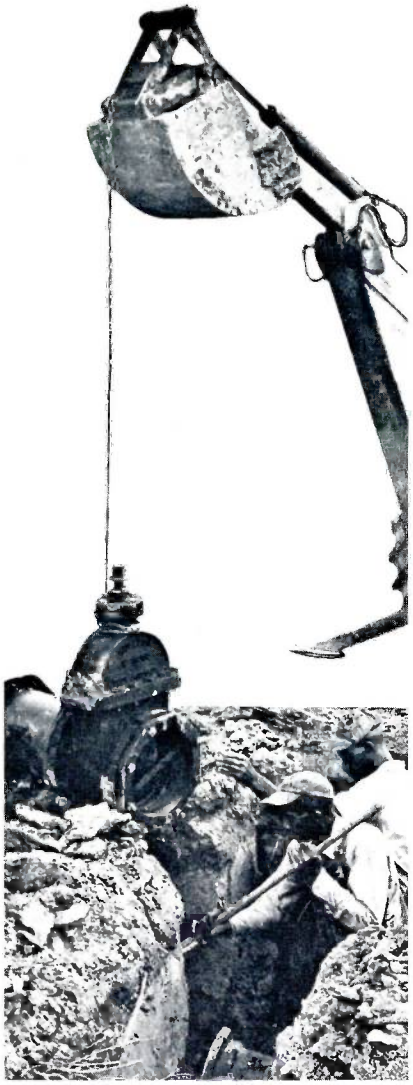
ed it over to the superintendent to make out of it what he could. As he was unable to make enough income from the system, he soon gave it back to the land company.

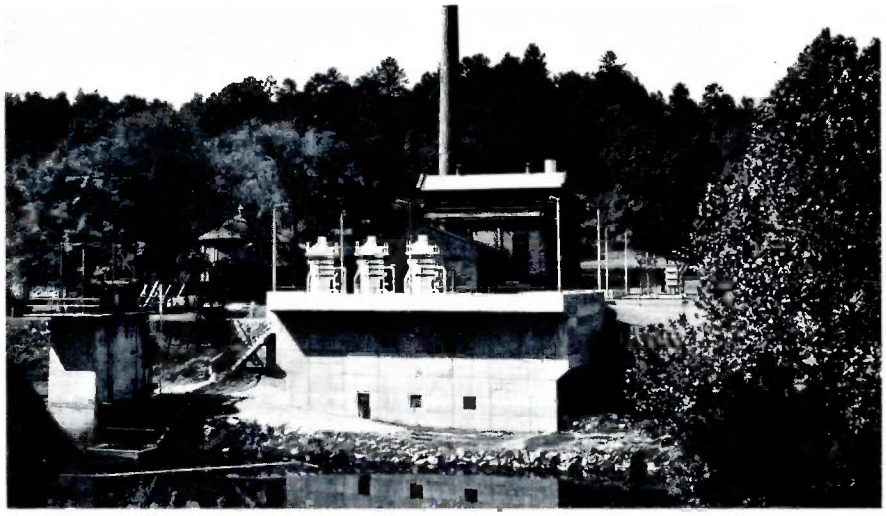
In 1885, the Elyton Land Company organized the Birmingham Water Works Company as a separate corporation. By 1887 the water supply from Village Creek had become inadequate for the growing city's needs and a canal was constructed from Five Mile Creek to the North Birmingham Pump Station. Before long, the city outgrew this additional supply and work was begun on the development of a new supply on the Cahaba River.

Since it was nine miles from town, Cahaba Station—finished in 1890—was as complete in itself as possible. It had its own coal mine for fuel, and generators for power. At this station, water was pumped into reservoirs on Shades Mountain, which had also been built in 1890. For 13 or 14 years, the only treatment this water received was settling, as it was piped directly from the reservoirs into the mains leading to town. In 1903 and 1904, a filter plant was built at Shades Mountain and today this modernized facility plays an important part in supplying water to Birmingham.

In 1909, a dam was constructed on the Little Cahaba River, creating beautiful Lake Purdy which now covers 1,050 acres. The lake first had a storage capacity of 1½ billion gallons. In 1929 the dam was raised 20 feet, increasing its capacity to 5½ billion gallons. Today, Lake Purdy, the Cahaba River and the Little Cahaba furnish from 80 to 85 per cent of the 25 billion gallon annual requirements of the city.

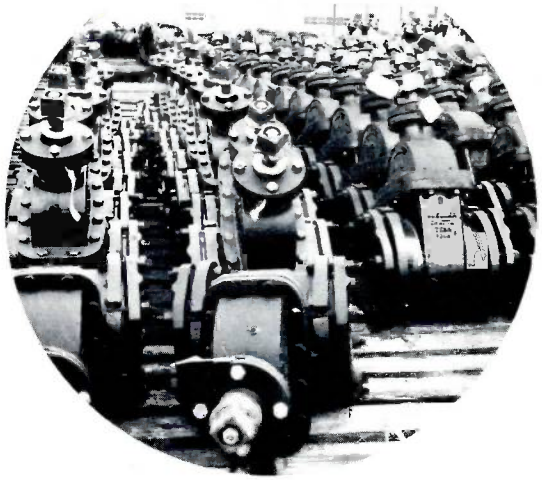
Water from Lake Purdy flows down the Little Cahaba River to a dam just below where the Cahaba and Little Cahaba join. The dam backs the water up the Cahaba River about





The Cahaba Pumping Station (above) was first established in 1890 but there is nothing out-of-date about the operation today. Recently about a million dollars was spent improving and rebuilding the facility which now has a capacity of about 90 mgd.

Workmen (left) prepare to install a Mueller gate valve in the Birmingham distribution system, while many more valves (right) stand in readiness at the City's Distribution Center.



2½ miles to the Cahaba Pump Station.

In 1963 and 1964, nearly a million dollars was spent on improving the Cahaba Pump Station, primarily by adding three new 20 MGD pumps. This modern station now has a pumping capacity of about 90 MGD.

About the same time, another major project was undertaken. Nearly two million dollars was spent on new filters, control systems and intake facilities at Shades Mountain, giving this plant a daily filtering capacity of about 56 MGD.

In the early 1960's the Western Filter Plant was finished, adding 10 MGD filter capacity to the system. This plant has an ultimate design capacity of 40 MGD.

The third filter plant in the system is the Putnam facility, which was constructed in 1939 and which has a rated filtering capacity of 12 MGD, bringing the total rated capacity of the system to 78 MGD.

The latter two plants, Western and Putnam, are in the north half of the city and purchase their raw water from the Industrial Water Board. The Industrial Water Board's primary customers are about 60, consisting of steel mills, foundries, fabricators and other large firms which require vast amounts of water in their processes. While the Industrial Water Board supplies up to 70 MGD of untreated water to industry, the City Water Works Board furnishes many of these same companies with treated water for other uses.

The distribution system of the Water Works Board covers about 181 square miles. Due to the great variations in elevation in this city which is on the fringe of the mountains, there are four major service areas with each one meaning more pumps, more pressures and more problems.

It is obvious that the early 1960s were years of investment, expansion and capital improvements, leading to a much more modern and efficient operation. Also an important part of the program of the '60s was the appointment of Thomas H. Collins as General Manager of the water operation. Mr. Collins was not new to Birmingham, having joined the system in 1951 as superintendent of distribution—the year the newly formed Water Works Board of the City of Birmingham purchased the properties from American Water Works Service Co. Mr. Collins is certainly not new to water systems, either, having entered this field in 1928 in Anniston, Alabama.

The No. 2 man in the operation is Assistant General Manager C. D. Colee, a native Alabamian and a 21-year employee with the water system.

Directors of the Water Works Board are: W. C. Brannon, Russell M. Yarbrough, E. Reeves Sims, John J. Drew and H. Y. Carson. They are businessmen appointed for six-year terms by the Birmingham City Council as the policy-making body for the water board.

Since 1951, when the Water Works Board assumed ownership, the system has grown from about 85,000 customers to about 122,000 today—at a steady pace of about 2,000 a year. The average daily delivery of water amounts to about 62 MGD and the maximum demand in one day exceeded 91 MGD. The system includes: about 1,500 miles of mains, 4,500 fire hydrants and 235 employees—working to give their customers the finest service and best water that is available.

The most recent facility modernized in Birmingham was the Shades Mountain Filter Plant. Originally built before the turn of the century, this plant now is as modern as the methods used in it. The manual operations have been replaced by push buttons and control panels. The deteriorating steel filter tubs have been replaced with reinforced concrete filters in this two million dollar renewal program.

General Manager Thomas H. Collins (right) and Assistant General Manager C. D. Colee (left) check over a products catalog with their man from Mueller, Dave Resler.

America is finer than its headlines

YOU can get deathly sick at heart, reading any issue of any newspaper — mob violence if the mob doesn't happen to like something; rape, stabbings, murders; cowards screaming that they won't fight for their country; courts pampering criminals; teen-age animals.

As a nation, as a community, we should be desperately ashamed. But let's not lose sight of some of the things we can still be proud of, too:—

Church and Sunday School attendance is at an all-time high.

Nurses' aides and Red Cross workers doing menial work, with no pay — when they could be having a good time.

The finest fighting men in the world, proud to wear their U.S. uniforms, proud to represent us well, around the globe.

Individuals and business contributing more to charity and education than ever before and more per capita than any other nation dreams of.

Millions of mothers doing the unglamorous job of running a home economically and raising their children to be decent citizens.

Millions of men working long hours at not very interesting jobs but doing them the best they know how, and cutting down on lunches, perhaps, to save money to pay Junior's way to college — and not demonstrating for "rights" or something "free".

And these same Americans hoping their politicians will wake up to the fact these *are* the true Americans who want what's best for their country, not what will get the most votes come November.

Yes, the screaming headlines are sickening, but the *silence* which is America going about its business quietly — that's pretty wonderful.

(Reprinted through the courtesy of The Warner & Swasey Company, Cleveland.)

WHAT'S YOUR COMPLAINT?

By Russell H. Babcock

Manager, Environmental Resources Division, The Foxboro Company, Foxboro, Massachusetts.

(Presented at the New England Water Works Association Meeting, September 22, 1965)

IT is with some fear and trepidation that I undertake to speak about areas in which improvement would be appropriate to our mutual relationships. I should like to prefix my remarks with the comment that the only intent is to try to improve an already well-established, workable and good system of conducting our mutual affairs and relationships.

Naturally, representing a manufacturing firm, some of my views will differ from those held by consulting engineers, users and contractors. If, however, we accept the premise that there is always room for improvement—and improvement never comes until problems are recognized—we can all gain from this discussion.

One of the great difficulties under which all manufacturers labor is the problem relating to specifications. The designing engineer, in representing the owner, does his best to select equipment and/or combinations of equipment which will perform the desired operations in the manner intended. Of course, each manufacturer has different specifications and varying product qualities.

OPEN SPEC HAZARD

When faced with the dilemma of selection, two common approaches are often considered. First, there is the so-called "open spec." The hazards created by this method of selection are obvious. Second, there is the so-called "functional spec." This type describes only the functions and not the details of the equipment. Be assured that both methods are ineffective ways of obtaining quality equipment for any project. They simply do not work.

To obtain the desired equipment, the designer has to make a decision on the equipment that he wants, specifying as much detail as is practical and then making every effort to see that it is furnished. The furnishing of substitute equipment can increase costs of inspection and drawing reviews and in the end neither the owner nor the engineer may have obtained what they desired.

MUST BE EXPLICIT

Based upon work in this field throughout North America, my general observation is that *the consulting engineer and the owner can have the equipment they desire only if they are willing to write defined and explicit specifications.* They must then be prepared to battle to see that the specified equipment is furnished. In most areas there are no legal restrictions or objections to this method of operation. In practice, it is the designer who justifies the equipment he desired for a job. If he and the owner are satisfied with what the job requires, then the specifications should reflect it.

One area in which this approach may prove impractical in the near future is in the Commonwealth of Massachusetts. Chapter 842 of the Acts of 1963 reads: "an act to require that all contracts for construction and for materials to be awarded to the lowest responsible and eligible bidder and to assure full competition in the taking of bids for such contracts."

Pertinent lines from this Chapter read as follows: "Every such contract shall provide that an item equal to that named and described in the said specifications may be furnished if (1) it is at least equal in quality, durability, appearance, strength and design, (2) it will perform at least equally the function imposed by the general design of the public work being contracted for or the material being purchased, and (3) it conforms substantially even with deviations to the detailed requirements for the item in the said specifications."

LOSING CONTROL

It is obvious that the contractor is making the decision as to whether or not an item performs substantially with deviations—not the engineer. The Act's phraseology, if brought fully to bear, would result in the control of equipment selection being taken completely out of the hands of the designing engineer or the owner.

For the remainder of this discussion, let's focus our attention upon the subject of maintenance of equipment after it has been installed. In general, municipal water works employees are anxious to keep their equipment operating properly. They are an interested and enthusiastic group of people who, in many cases, are in this field because they thoroughly enjoy it and gain great satisfaction from serving the public.

I believe that *these are the people who should be given the opportunity to obtain proper maintenance instructions for the equipment they are concerned with. I would suggest that your mechanics and operators be given full use of maintenance manuals furnished by manufacturers.* Also, you are aware of the various types of maintenance clinics operated by equipment manufacturers. To make it more convenient for a man to progress and learn his job fully, *towns could encourage water works employees to attend these clinics, even to the point of paying tuition fees and expenses.*

Additionally, scheduled contract service of your equipment is desirable. I am sure you will agree that it is more desirable to periodically grease and oil your automoblie and generally inspect it for mechanical problems than to have it fail you at some inconvenient moment. The same certainly applies to equipment involved in water works.

COMPETITION NECESSARY

In conclusion, it is hoped that these comments will be taken as helpful and constructive criticisms. We must recognize that normal business competition is both necessary and desirable. It is from such competition that many of the new ideas and contributions to the water works field come. I do not believe any manufacturer objects to doing battle with his competitors over an order, provided the ethical level of that competition is kept high.

Regarding specifications; corrective

measures could eliminate much of the last minute bidding for mechanical equipment and undesirable "auctioneering" characteristics at bid openings. I don't believe any of us like this sort of operation. Perhaps we have just grown accustomed to it. An honest effort should be made by all parties involved to correct the situation. Owners and engineers are entitled to an opinion on the kind of equipment they prefer. They should be prepared to support their views and obtain the specified equipment regardless of the objections. In any event, *a contractor should not be allowed to profit from substitution of lower quality equipment for that specified.*

("Reprinted from the Journal of the New England Water Works Association, Vol. 80, No. 3, September, 1966.")

REFLECTIONS ON WATER

It's impossible to show an individual your appreciation for 50 years of faithful service to his community, but recently the folks of Canton, Mississippi made an outstanding effort to indicate their feelings toward Municipal Utilities Manager Tip Allen.

The recognition program included the mayor's proclaiming "Tip Allen Day" in the community, banquets, speeches and a section in the Madison County Herald that was devoted almost exclusively to stories about Mr. Tip and ads offering best wishes and recounting many of his contributions. The only dark note to this glowing tribute was that it was also marking the retirement of this community leader.

Tip Allen

Mr. Allen joined the utilities system as a night operator of the water and light plant in 1917, 11 years after the City of Canton had purchased the utility department. In 1942 he was named superintendent and headed the system supplying water, power and gas to this city of 12,000. His hard work and activities have brought honor and recognition to Canton as well as to himself. He has served as chairman and national director of the Alabama-Mississippi Section of the AWWA. He is a past-director of the Independent National Natural Gas Assn. and a recipient of the AWWA's Fuller Award. He is a former president of the Canton Lions Club, and in addition to all of these activities he enjoys watching football, and writing.

The Allen name has been in the Canton area for many generations. Tip was named for his grandfather, Malachi Allen, who was called Tip by everyone.

Mayor L. S. Matthews said in his proclamation: ". . . all citizens are abjured from any gripes whatsoever about utilities services, but to look at their blessings instead. This day we give honor to whom honor is due. The following day you may revert to the prerogative of citizens everywhere and gripe all you want."

Perhaps the utility customers will forget their gripes for a day, but they won't forget Tip Allen—a devoted public servant, a judicious manager, and most important, a gentleman.

WATER SUPT.'S LAMENT

(Bob Ott, Mueller Co.'s Southern District Sales Manager, sends along this poem written by J. P. Phillips, Water Superintendent in Starkville, Mississippi).

I'm not allowed to run the plant;
The switches I can't throw.
It's not my place to say how far
The pipes are supposed to go!

I'm not allowed to shoot off steam
Or even run the well—
But let the pressure drop in the mains,
And see who catches hell!

SMITH'S THE NAME

Smith is a popular name in this country. It is commonly seen and regularly used, but we neglected to use the name of Smith—Albert W.—in a recent issue of the RECORD. Mr. Smith provided the horizontal water well drilling service that was featured in the story on Crestline, California, and he supplied some of the material for our story. Mr. Smith's service, located in Crestline, includes locating, drilling, sealing and installing fittings on the horizontal wells.

IT WASN'T EASY IN 342 B.C. EITHER

Customers often grumble to water department personnel about the red tape necessary for a new water connection or for water to be turned on for a new homeowner, but things weren't any easier in Caesar's time.

The following are: "SPECIFICATIONS DEALING WITH WATER COMMISSIONER—Rome 342 B.C."

1. No one shall draw water without an authorization from Caesar.

2. The number of public fountains shall neither be increased or diminished. (This is to keep account for the water and to be assured that all fountains are supplied.)

3. Whoever wishes to draw water for private use must seek a grant and bring it forth in writing from the sovereign.

4. No connection to be made to the conduits, but all taps must be made in the reservoir.

5. The right to be granted water does not pass either to their heirs, or buyer or to any new properties of the land.

6. Upon the death of a landowner or transfer, the water was to be cut off immediately and a new application for a grant made. (This was later changed to allow a 30-day period before the water was cut off.)

7. Water issued under a grant shall not be taken off said parcel of land.

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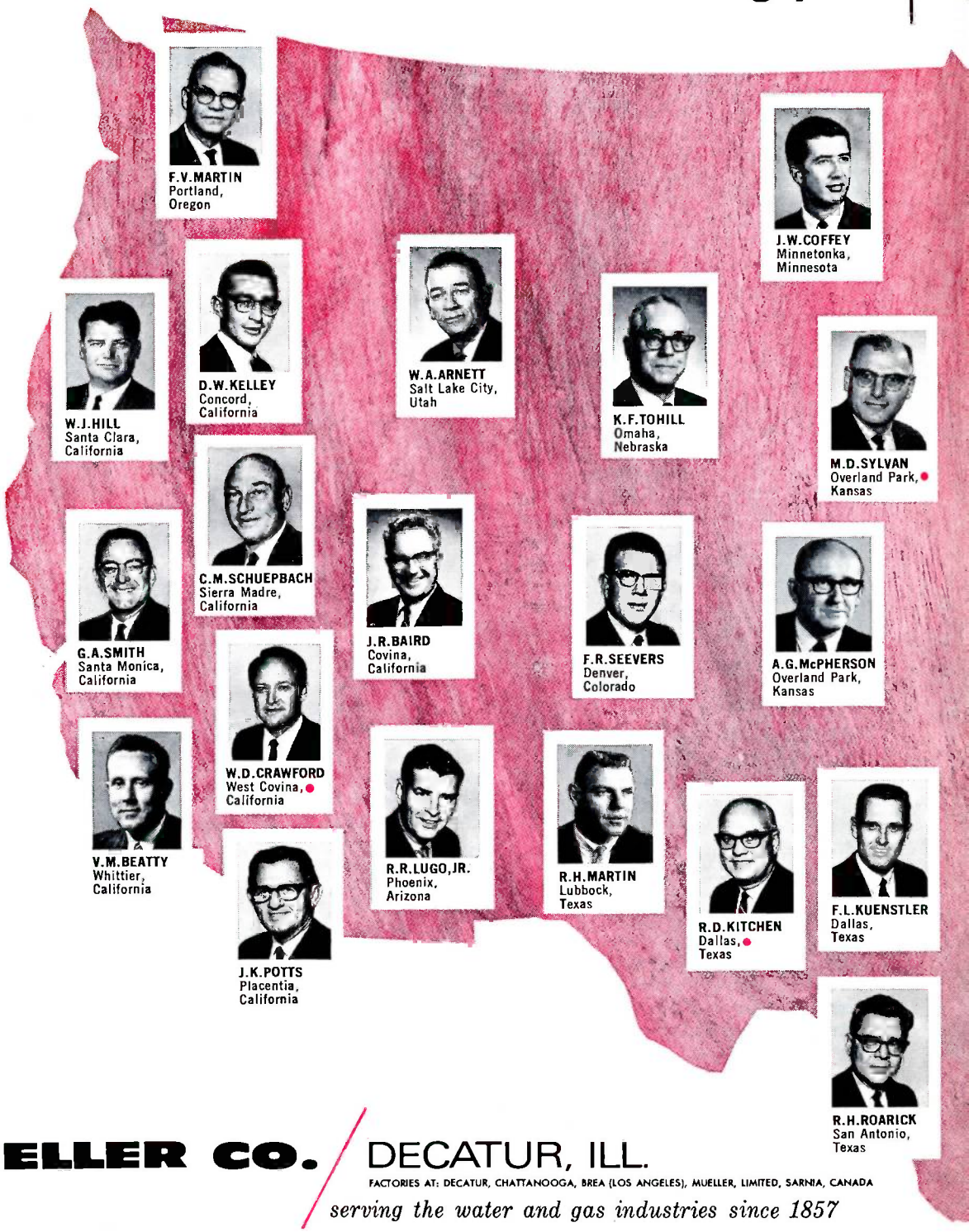

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● **DISTRICT MANAGERS**

W-710

Workmen running a 36-inch collector line from the well loop to Alexandria's storage tanks.

In Alexandria, Louisiana Things Don't Just Happen—

THEY TAKE PLANNING

Growth, expansion and stability don't just happen. They are results. They come from hard work and planning by dedicated people; they are achieved through the strong support of informed citizens. An outstanding example of the success of this "right" combination is Alexandria, Louisiana, where big things are happening—and not by accident.

To be able to pass a $6,500,000 bond issue for water system improvements requires the support of the voting citizenry, but first it demands a leader who is able to convey full information about such an undertaking to a community. The prime mover in Alexandria's case was Water Superintendent R. L. (Bob) Lawrence, who operates on the sound public relations theory that it isn't enough just to do a good job—you must also be sure that the customer realizes it!

Evidence that the voters of Alexandria have been receiving the message about the important work of the water department was the heavy support for the bond issue. Further recognition for Mr. Lawrence, Assistant Superintendent Joseph Despino and their department was Alexandria's selection as one of the three cities in the United States to receive the John H. Murdoch Advancement Award which is presented each year by the American Water Works Assn. for outstanding public relations work. The award cites Alexandria for "its outstanding achievement in the fields of community relations and professional advancement in cities with from 5,000 to 25,000 customer services."

The results of such a program are far-reaching and continuing. Through the overwhelming support of the community at the polls, Alexandria is in the midst of a water system improvement program that will more than double most of its capacities. This availability of additional water in the future has caused the adjacent community of Pineville, a customer of the Alexandria Water Department, to be selected as the site for a new, much-needed industry which will employ 400 persons.

This new industry will produce about 750 tons of container paperboard each day, and in its processes it will require about 14 million gallons of water daily (mgd)—a demand that exceeds the present daily needs of the population of Alexandria and Pineville.

A good community relations program is a continuing process and isn't something that should be jumped into only when a bond issue is pending or a shortage of water occurs during a dry summer. In Alexandria, Supt. Lawrence and his staff began working on its program a number of years ago in a well-planned manner and not in the face of a problem or need of money. They were only interested in telling their customers about the importance of water supply and how it comes about. They only asked the community for its interest and an opportunity to tell the water department's story.

The department told this story in a routine way and didn't resort to any gimmicks, special promotions or large expenditures—but they were patient and got results when needed. They used tours for students, open houses and films, and Supt. Lawrence sought opportunities to talk to civic groups, large and small. Attractive but inexpensive brochures were made available and were distributed, and above all, employees were courteous as they went about their regular duties of doing a superb job.

Robert L. Lawrence, Superintendent of the Alexandria, Louisiana Water Department, receives the John H. Murdoch Advancement Award from Leo Louis (right), past president of the American Water Works Association. The Murdoch Awards, given each year to three water utilities for outstanding achievements in the fields of community relations and professional advancement, also went to the Valley Center (Calif.) Municipal Water Department and the Philadelphia Water Department.

Supt. Lawrence says, "The country's finest public relations can't be used as a cover for poor service or substandard water quality. Quality and service are primary and if you have these ingredients, then it becomes easy to have a good PR program. Just do a good job and then let your customers know what you are doing."

Many water superintendents take doing a good job for granted and think the local citizens are aware of their fine performances. Supt. Lawrence contends that voters must be reminded of the department's efforts or the community will take it for granted also.

Although Mr. Lawrence's youthful appearance belies his age, his thinking indicates experience and maturity. He was born in Iowa, but during World War II, as an air force pilot, he was introduced to Louisiana—and he liked it well enough to return there after service. He received a BS degree in biological science from Northwestern State College in Natchitoches, Louisiana, and was a science and chemistry teacher until 1951, when he was named chemist for the City of Alexandria. In 1954, he was named superintendent and since that time he has been active in civic affairs and professional organizations.

He has been chairman of American Water Works Assn.'s Southwest Section, worked on many committees, won the Section's Advancement Award, served on a number of civic boards and is a past-president of the local Lions Club. In 1966, he retired from the U.S. Air Force Reserve with a rank of lieutenant colonel, but that seems to be the only area where he is slowing down.

An important public relations move, as well as one that was practical, was the replacement of a wooden "shack" that served as a pump station, with a modern, clean, brick and glass structure that is appealing to the eye, as well as functional. The equipment in the old building was to be retained, and the construction could not be allowed to interrupt the station's operations, so the new pump station building was constructed from the inside out.

The pump station story began in the early 1950s, when the National Board of Fire Underwriters (now the American Insurance Assn.) recommended a new pump station in order to improve the city's fire insurance rating. When the first plans were drawn and cost estimates made, it was apparent that Alexandria just couldn't afford a new station. More planning, more estimating and more budgeting followed, but there just weren't enough funds. Finally it was decided to use the available money to install foundations, pumps, piping and other necessary equipment and house these in temporary quarters. These "temporary" quarters seemed almost permanent, resisting 10 years of exposure. At last, in 1963, the city voted a bond issue to build the new station—another result of good communications with the voters.

The new building was built around the wooden structure; then the old building was demolished almost piece by piece and thrown out the yet-to-be completed windows. Late in 1963, the S. L. Perry Pumping Station, named for the late and long-time Alexandria water superintendent, was occupied.

The total capacity of the pumping station is 16 mgd with the average daily pumpage about 8,400,000 gallons. Pump operation is selected according to demand of the system, but equalization of system pressure by a pair of 1,000,000 gallon elevated tanks, located in triangulation with the station, make frequent pump changes unnecessary.

At present, 30 wells and 17,000 meters are in the system serving about 65,000 people in Alexandria, and adjacent areas. The system has a storage capacity of about 7,000,000 gallons.

Within the next two years the number of wells and storage capacities will be more than doubled by the expansion which now has started under the direction of Louis J. Daigre Associates, Consulting Engineers in Alexandria. This program is funded for $11,500,000, with $6,500,000 coming from the local bond issue and the remainder from the Economic Development Administration.

This work includes drilling 32 new wells ranging in depth from 150 feet to 2,000 feet, which will have flows of about 500 gallons per minute each.

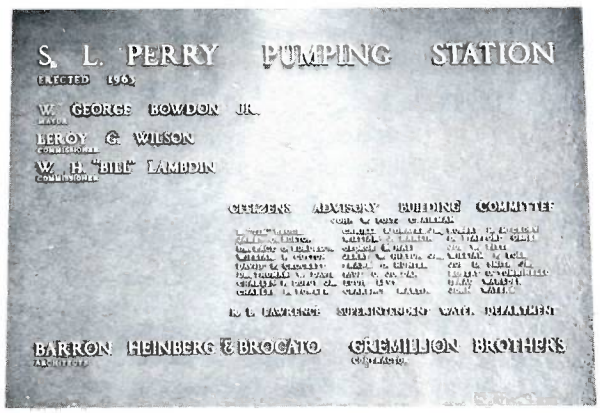
Plans also call for the construction of a 2,500,000 gallon standpipe and two 1,500,000 gallon storage reservoirs and a pump station. In order to get this new water supply to the new paper plant, approximately 144,000 feet of water supply transmission main, ranging in size from 24 inches to 42 inches, must be installed. Included in the transmission main is a dual 30-inch main crossing of the Red River.

This construction program will provide about 24 mgd with 14 mgd going to the paper plant and the remaining 10 mgd ultimately being available for use in the Alexandria system. The new supply for the city alone nearly equals the system's present capacity.

The Alexandria water system began in 1890 as a private venture started by L. M. Fishback who constructed 2¼ miles of pipeline which included 20 fire hydrants. The City paid Mr. Fishback $60 a year rental on each hydrant, while the cost to the citizens was figured on rather loose terms. The contract says: "The water rates charged private consumers shall not exceed the average regular rate charged in cities of equal size."

Today this system has grown to include more than 190 miles of distribution mains ranging in size from 6 inches to 24 inches, plus many more miles of service lines. There are 1529 hydrants protecting the community, and the small investment made by Mr. Fishback is now valued at many millions.

Within the immediate future the assets of the Alexandria Water Department will about double through the expansion authorized by the recent bond issue. A monetary value can be placed on a water system by figuring the funds invested in equipment, supply sources and buildings, or by determining the replacement cost. These things can be measured in dollars and cents, but the real worth of a dependable water system cannot have a price tag placed on it. It is as intangible as the value of an effective public relations program. In Alexandria we have the excellent example of a dependable water system and good public relations—a combination that is producing industrial growth, more jobs and public support.



Superintendent Lawrence stands beside the fountain in front of the attractive S. L. Perry Pumping Station constructed in 1963. The station was housed originally in the shed (lower left). The new building was erected around the first one to keep from interrupting service (lower right), but the results (bottom) were more than equal to the inconvenience.

From This. . . ***. . . .To This***

. . .And Finally To This

Strictly

Mother of a small boy to child psychiatrist: "Well, I can't say whether or not he feels insecure, but everybody else in the neighborhood certainly does!"

The hostess, giving instructions to a new maid just before a party, cautioned: "Now remember, Marie, when you serve my guests, don't wear any jewelry."

"I haven't anything valuable, madam," answered the maid, "but thanks for the warning just the same."

Nursery Teacher: "Everyone in the United States is free—everyone in this room is free."

Little Boy: "I'm not free—I'm four."

The youngster ran all the way home from school to tell his father: "Dad, I've got my first part in a play. I'm going to be a man who's been married for twenty-five years."

"Cheer up," said his father. "Just keep at it and maybe next time they'll give you a speaking role."

Having wandered helplessly into a blinding snowstorm, Sam, a notorious drinker, was greatly relieved to see a sturdy Saint Bernard dog bounding toward him with a keg of brandy strapped to his collar. "At last," cried Sam, "man's best friend—and a great big dog, too!"

The Hollywood star had had five wives, each of whom had promptly divorced him. He was now declaring his love to the prospective sixth.

"But, I've heard some ugly stories about you," said the girl.

"Don't worry about that," replied the star. "They're only old wives' tales."

On the subway, the young man kept mumbling, "Call me a doctor. Call me a doctor."

"What's the matter?" asked a fellow sitting next to him. "Are you sick?"

"No," the young man answered. "I just graduated from medical school."

A jet plane encountered severe turbulence in a thunderstorm. A lady appealed to the minister seated beside her. "Please," she said, "I'm sure we're going to crash. Can't you do something to save us?" "I'm sorry, madam," he replied, "but there isn't much I can do. I'm in sales, not management."

The latest thing N.A.S.A. is going to send into space is 500 cattle. It'll be the herd shot round the world.

Used car dealer (driving up a hill): "This is the opportunity of a lifetime."

Customer: "Yeah, I can hear it knocking."

Little Bobby was given a stick of candy by one of the clerks in the store.

"What do you say now, Bobby?" his mother prompted.

"Charge it," said Bobby.

"So you're getting discharged?" the sergeant snarled. "And I suppose after you get out you'll just be waiting for me to die so you can come back and stomp on my grave?"

"Oh, no, Sarge," said the private. "When I get out of this here Army, I'm never going to stand in line again."

When Dudley, the slow-moving clerk in a small store, was not around one morning, a customer asked, "Where's Dudley? He ain't sick, is he?"

"Nope, he ain't workin' here no more."

"That so," said the customer. "Got anybody in mind for the vacancy?"

"Nope, Dudley didn't leave no vacancy."

An anxious father stopped his son who was on his way to a party. "Son, when Abe Lincoln was your age, he studied law every night."

"Yeah," said the unimpressed boy, "and at your age, he was President."

Latin American: "Our favorite sport is bullfighting."

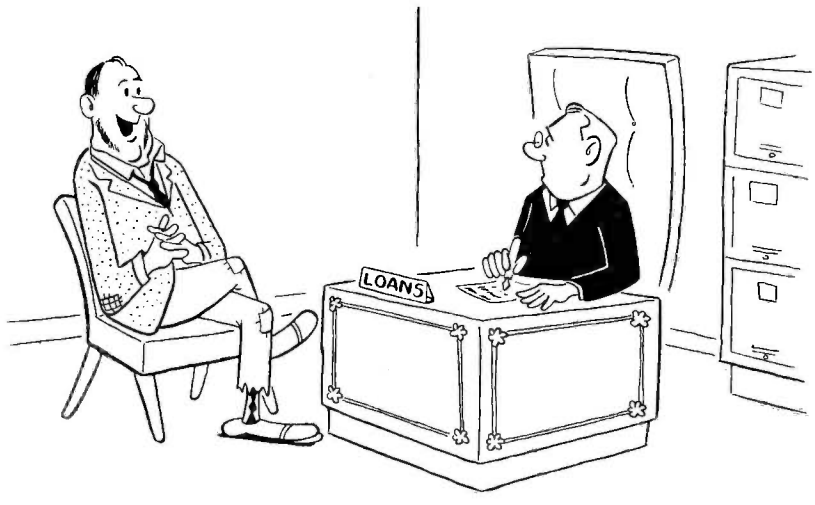
American: "Isn't it revolting?"

Latin American: "No, that's number two."

Wife: "You know, dear, you don't seem as well dressed as you were when we were married, ten years ago."

Husband: "I don't know why not. I'm wearing the same suit."

"Look at you!" shouted the sergeant indignantly, as he inspected a bunch of new recruits. "Your ties are crooked! Your shoes aren't polished! Your trousers aren't pressed . . . Suppose some country suddenly declared war?"



"Would it make any difference if I said I was looking for a job?"

THE FOCUS IS ON HYDRANTS

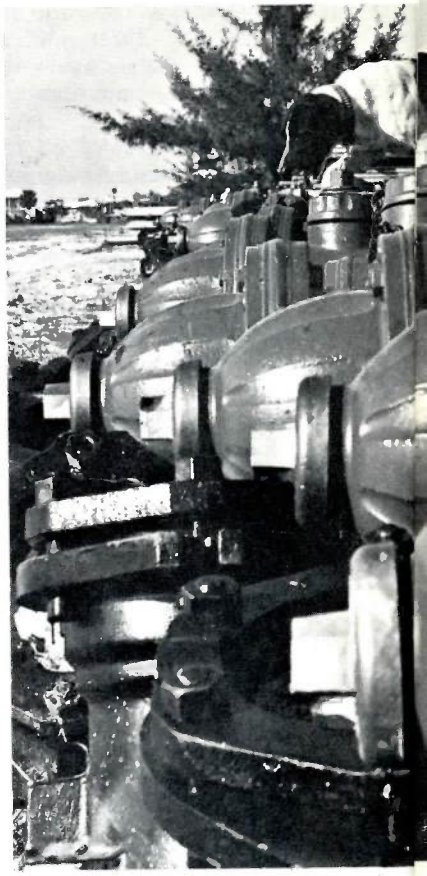
What do you see when you look at a fire hydrant?

Those of us at Mueller who are involved in the engineering, production and sale of this important item view it as indispensable and a thing of beauty.

A fireman sees it as a symbol of security. A property owner sees it as protection.

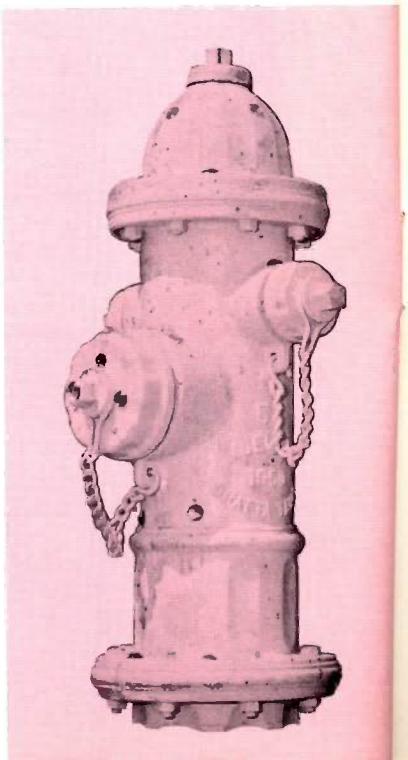
The average citizen may fail to notice this silent guardian on the street corner. Through the creative eye of a photographer, a hydrant takes on new dimensions as he "sees" it as something more than a "fire plug."

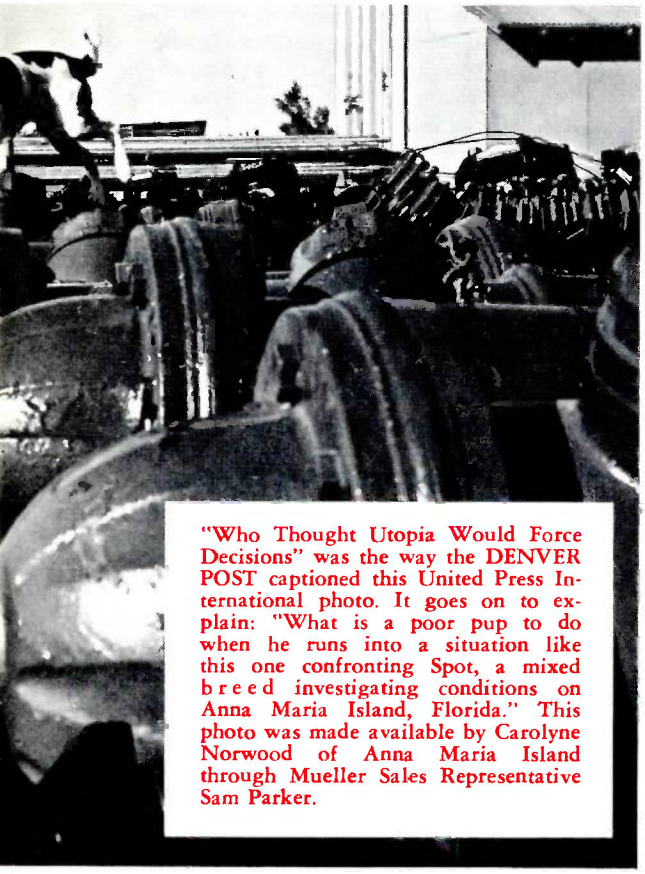
These "hydrant views in the news" prove that a hydrant can be many things to many people, as originality and imagination add to the realm of hydrant roles.



An owner of an exclusive dress shop in Texas didn't care for the color of the hydrant in front of her store so she added sequins and colored stones, and painted it pink to harmonize with the surroundings. (Better check with your local fire department before you undertake any private decorating.)

This fire hydrant "kept its cool" during a winter ice storm and attracted a photographer with its ice and snow-capped bonnet. It not only reminds us that a hydrant must operate in all types of weather, but warns us of the approaching winter and cooler days.

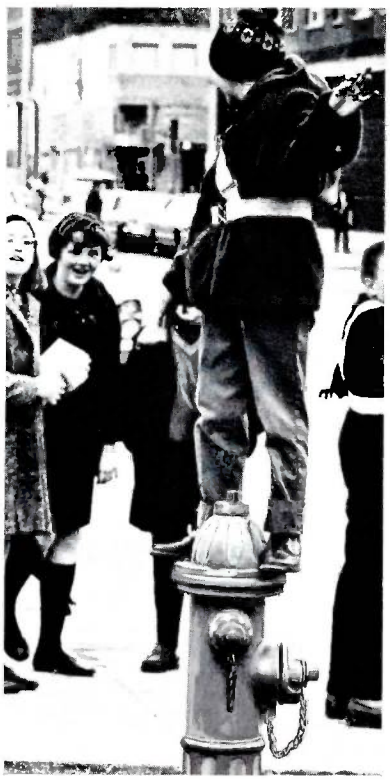




"Who Thought Utopia Would Force Decisions" was the way the DENVER POST captioned this United Press International photo. It goes on to explain: "What is a poor pup to do when he runs into a situation like this one confronting Spot, a mixed breed investigating conditions on Anna Maria Island, Florida." This photo was made available by Carolyne Norwood of Anna Maria Island through Mueller Sales Representative Sam Parker.

The attractive lines of the Mueller fire hydrant play the unusual role of a prop for a fashion photo. A Decatur HERALD & REVIEW photographer had the imagination to display the hydrant styling in this complimentary manner. (The young ladies help, too.)

This young lady uses a fire hydrant as a stationary target for her lasso. Perhaps it serves equally well for a hitching post. A clipping from the Billings, Montana GAZETTE, which carried the photo, was forwarded by Don H. Greenley, Superintendent of Distribution at the Billings City Water Department, to Mueller Sales Representative Dick Seevers. The photo was made available by the GAZETTE.



Parade watchers and a patrol boy sometimes utilize hydrants to give them better vantage points. A Decatur HERALD & REVIEW photographer caught this patrol boy in an unsafe position as he directs school children safely across a street.

Even the editor's daughter, Julie, gets into the act as she points out a sign on this hydrant which reads: "Dry Paint!" Just above the pumper nozzle is a sticker which reads: "This sticker was not here yesterday."

A NUCLEAR-SIZE EXPLOSION IN GOVERNMENT SPENDING IS AHEAD

Maurice Stans, former U. S. budget director, warns against government spending for the purpose of inhibiting the competitive system.

CURRENT discussion of government fiscal policy seems to center mostly on the question of whether a tax increase or less spending would provide the better prescription for the economy for 1967. It is an important decision, of course, and its consequences will definitely be felt by business and labor, and all of us, in one way or another.

But this issue of whether or not the economy can be managed by "fine tuning" to maintain a constant state of prosperity, however attractive that may be, is only one small facet of a much larger substance. That larger substance is the enormous recent growth of the Federal government, and of its taxing and spending, and the long-term direction in which it is taking the country. This is the field to which these brief remarks are addressed:

SOME FACTS:

There are a few simple figures that set the stage for these views, and these data come from the President's 1968 budget.

(1) Since 1960 the population of the United States has grown by 10%;

(2) Since 1960 the personnel comprising the civilian bureaucracy of the Federal government has grown by 25%;

(3) Since 1960 the cost of government payrolls, including military, has grown by 75%;

(4) Since 1960 the total of all government spending has grown by more than 80%.

Next, to forestall argument, the effect of the Vietnam war on these figures should be identified, and this produces the following:

(1) The 1968 budget contains $22 billion for Vietnam;

(2) Since 1960, including that $22 billion, expenditures for national defense are up 68%;

(3) Since 1960, non-defense expenditures of the government are up 97%;

(4) Since 1960, expenditures for national welfare and health programs are up 210%.

There are a few more color touches to add to this picture:

(1) The deficits for the eight years since 1960 will total $50 billion and for the decade will probably be about $75 billion.

(2) The national debt will be up by approximately the same amounts.

(3) Forty-two million people now receive regular checks from the Federal government—either directly, or from the states under aid programs financed largely with Federal government funds.

SOME DEDUCTIONS:

From these simple figures, some easy deductions can be made:

(1) The major thrust of the higher outgo since 1960 is not due to Vietnam, but is in the civilian non-defense activities of the government.

(2) Government spending will more than double during the decade of the 1960s regardless of the outcome of the Vietnam conflict.

(3) There is little likelihood of a balanced budget at any time in the foreseeable future.

(4) There is a strong probability that government spending will double again in the 1970s, unless a major change in attitude takes place. That means a $300 billion budget in 1980; while this may seem extreme today, it is no less likely than $160 billion seemed in 1960!

SOME FORCES:

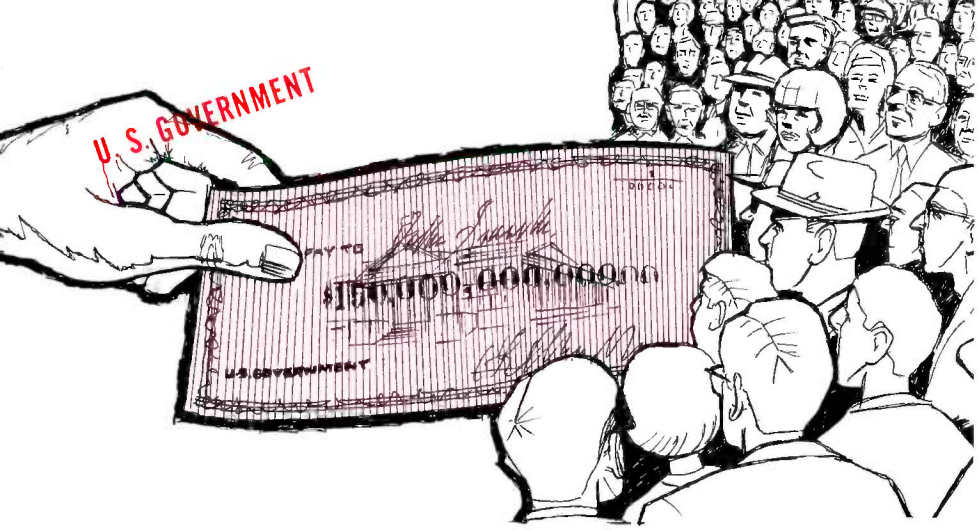
It is relatively easy to see the forces at work for a vastly higher level of government spending in the future:

(a) The new authority to spend granted by Congress each year exceeds the actual outgo in money. This has already built up a pipeline of $133 billion, in addition to current appropriations.

(b) The unfunded commitments of the government to pay in the future, for retirement benefits, for social security, for veterans pensions, for completion of public works, for subsidies, and for many other items, are about $1,000 billion and are growing each year.

(c) Hundreds of government programs and projects have been started on a "thin edge of the wedge" basis, for small amounts that are surely destined to mushroom.

(d) Government welfare program authorizations have grown

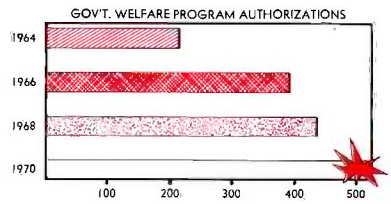


from 239 in 1964 to 399 in 1966 to about 450 in 1968, and no end is in sight.

(e) Civilian departments and the military services are ready with plans now to lay claim to any funds that might be freed when peace reaches Vietnam.

These are the facts of the situation and the forces at work. What is their meaning and significance to American business and the American people?

Clearly, *a nuclear-size explosion in government spending is ahead*. What has transpired up to now is merely a prologue to what will happen in the years to come if these forces are not held in check. So the next step is to inquire into what these are among them:



(1) An impatience for progress. At no time in the world's history has there been such a broad revolt against the status quo, such a public demand for more and better things. Under these conditions, cost is secondary.

(2) Politics. Candidates for office and office-holders have come to believe that the way to power is to promise more and more, even though the promises may far exceed the fiscal capacity of the government or of the country. And some of these promises get to be performed, however wasteful they may be.

(3) Economic experimentation. To stimulate growth with less sacrifice, there have risen new theories designed to evolve a finely tuned economic structure with a constant upward momentum.

To meet these factors, there are some possible antidotes. One is for government to abandon the "crash" approach to all the country's problems—the attitude that money in unlimited quantities will solve anything overnight. The maximum future of our country and its people will require the slow processes of education, training, research and development of men and resources. There is no such thing as an instant tomorrow.

Another antidote would be a concerted effort to bring under control the proliferation and splintering of Federal programs—by consolidating, by forebearing, by transferring to private sources or to lower levels of government, by helping the states to do more on their own. A new Hoover Commission is badly needed.

Another is a greater sense of responsibility in political promises. Here some old truisms need to be remembered. Government spending is compulsory spending. The government can spend only what the people provide, either directly in taxes or indirectly through inflation. If the people are constantly led to expect more than can be delivered to them, the result is bound to be frustration and unrest—and worse.

But paramount of all is the need to combat the avowed goals of those who would constantly build up the public sector at the expense of the private sector. This philosophy presents the greatest threat to American business and is most in need of challenge if future progress of the American living standard is to be achieved.

The indictment expressed by its proponents is anti-business. It is an indictment of advertising and public relations, of tail fins and style changes, of detergents and cosmetics, of trading stamps and sales contests. It is an indictment that business thrives by creating demand for things people don't need, thereby neglecting what they do need. The indictment leads to the solution—that business do less so government can do more. It is widely hailed doctrine, and it is false.

It is false because it ignores the unbelievable progress of the whole American society in the last hundred years. It is false because it insults the intelligence and the right of the people to choose what they want. It is false because it ignores the stimulus provided by competition. It is false because it believes that bureaucracies can function more effectively than the profit motive. It is false because it concentrates power in government. It is false because its regimentation is contrary to the freedom of choice which is the essence of human dignity.

If this is a fair analysis, the world of business has a big job on its hands. And that all boils down to the task of teaching a vast number of people some elementary principles and some facts of American history:

(1) That it is only by increasing production that living standards can be advanced for all the people.

(2) That it is only by increasing productivity that real wages can be increased.

(3) That the accumulation of capital is necessary to provide the tools of production.

(4) That the best efforts of people are generated under a system of competitive rewards.

The reasonable growth of government spending under orderly programs to meet real needs of the people cannot be questioned. But government spending for the purpose of inhibiting the competitive system is destructive. American business should take heed of the dangers of this philosophy.

A $300 billion budget by 1980 will provide a lot of government. Do you want that much?

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