

NEWSLETTER

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Joe Penne, Editor



During the recent excitement over the moon walk, Cecil Jones, who does some photo work for Mueller Co. in Decatur, used a beach ball, a spotlight, an H-9045 Relief Valve, and a lot of imagination to produce this simulation. Perhaps it is too much to ask you to see a product as a space capsule, but Mueller fire hydrants are doing their part for the space program by helping to provide fire protection at NASA's Cape Kennedy.

NEW EQUIPMENT USED FOR ADDRESSING

(Decatur)... A vast mailing list of about 30,000 names and addresses of employees, customers, engineers, contractors, distributors, retirees and many others has recently been taken from metal Addressograph plates and implanted in the memory system of the Mueller IBM computer.

Each name and address in the file can be placed on selected lists to receive information and mailings determined by the company with a maximum of 60 different categories or lists. It took the computer about 90 minutes to digest and file all the names, addresses and related information punched onto about 90,000 IBM cards.

The new system eliminates the manual sorting of mailings into zip code sequence, and not only

speeds up the addressing operation, but its flexibility makes it easier to maintain accurate lists.

To mail this NEWSLETTER, the Data Processing Department was advised by the Mailing Department that a list of all employees, retirees, salesmen and servicemen was needed. The computer operator fed this request to the equipment and from its vast files it selected and sorted out by zip code the proper names and addresses and printed them on a special paper.

This special paper doubles as a mailing label when it is activated by heat and as the printed list is fed through another machine the name and address of each person on the Newsletter list of 2,800 is cut apart and applied to an envelope at the rate of 7,500 an hour.

Take a look at your NEWSLETTER envelope and examine its address and label for clarity, accuracy and neatness. If your address or name is wrong or you have received more than one NEWSLETTER, please return the envelope to the Mailing Department with corrections noted.

GOT A QUESTION? GET AN ANSWER!

In our last issue we offered the NEWSLETTER as a medium for answering questions from employees and retirees that dealt with the company, its policies and operations. The following are the first two questions received.

Does the company pay hospitalization in full for retirees, and what specifically are the hospitalization allowances?

In general, the company does pay full cost of insurance which is provided for retirees but in order to give a specific answer it would be necessary to know when the questioner retired or plans to retire and from which plant. In Decatur, for example, there was no insurance paid by the company for those who retired prior to mid-1965 except under a disability situation. The contract signed in July of 1965 provided company-paid hospitalization for the retiree and his dependents plus life insurance coverage on the retiree. Aug. 1, 1968 these benefits increased in both areas. The hospitalization and medical coverage are subject to coordination of benefits and payments made under Government programs, such as Medicare, are deducted from total benefits.

The amounts paid for hospital rooms, duration, and maximum paid for surgical fees vary from plant-to-plant.

The personnel director at your plant will be
(Con't. on Page 4)

HOW WE TELL THE MUELLER STORY

When was the last time you spent a quiet, winter's evening curled up with the latest issue of **WATER AND WASTES DIGEST**? A section on "Industrial Pollution Control" is a very big feature in it, but few of us would select it to read for diversion. This publication and its 65,000 subscribers, however, are significant to Mueller Co. It is one of more than 50 national, international and regional trade publications that the company selects to carry the Mueller story to those who are closely associated with the industries we supply.

Since **WATER AND WASTES ENGINEERING**, **PUBLIC UTILITIES FORTNIGHTLY**, **GAS AGE**, **FIRE ENGINEER**, **ENGINEERING NEWS-RECORD** or **WORLD INDUSTRIAL REPORTER** are hardly household magazines, it explains why few Mueller employees ever see our ads.

Obviously not many of us are going to search out the July issue of the **AWWA JOURNAL** to read the article "Agar Mounting of Planktonic Algae Collected on a Membrane Filter" but the water works man who reads it may also be interested in buying service clamps, so on the inside back cover of the same issue we find a Mueller ad.

The many publications to which we direct our advertising have a combined circulation of well over 650,000 all over the world. It has been estimated that the "powers of advertising" in these magazines have lead to as many as 7,000,000 contacts in a year with the people we serve in water and natural gas distribution, fire fighting, export markets, and industrial supply.

These contacts include: managers of water and gas departments, system superintendents, purchasing agents, operators of water and sewage plants, architects, contractors, mayors, city managers, commissioners, consulting engineers, engineering schools, firemen, fire marshals, company executives, product distributors, public works officials and foreign government agencies.

Since selling is done in many ways to as many diverse groups, advertising is a key part of Mueller Co.'s total sales effort. It is difficult, however, to assess the "real" value of the dollars spent on advertising. As one ad man observed: "50% of advertising is effective but we aren't sure which half." Through surveys and an average of about 75 ad-prompted requests a week for advertising material, Mueller Co. feels that its advertising is well-received and well-read.

The natural objective of the company program is to help sell our products. To reach this end our advertising strives to identify Mueller Co. services, products, and people, and to tell our story to the total audience.

To achieve this goal, the advertising program is divided into two areas, one devoted to the company, and the other to products. The company program attempts to sell Mueller experience, quality, integrity, research and engineering. The second promotion is developed around features of Mueller products, the broad lines that we offer, and their applications.

Our advertising agency, Russell T. Gray, Inc., Chicago, working with Mueller personnel, recommends methods for achieving our goals, and in the case of advertising programs, provides most of the creative talent for writing and design, handles production, and buys the space in the publications.

Trade magazine advertising is just one portion of the job of our Advertising and Sales Promotion Department. It also produces catalog supplements, publishes price books and their changes, is responsible for product displays, technical publications and training manuals, direct mail campaigns, charts, signs, illustrations and even helps with stage decorations for the employees' Christmas party.

Since Mueller Co. attempts to reach specific audiences, it does no radio, TV or other mass media advertising. Through carefully selected trade publications and direct mail we aim our "shots" at the buyers and influencers in the industries we serve.

AMERICAN CITY magazine or **GAS INDUSTRIES** will never replace **READERS DIGEST** or **LOOK** on the reading table at home, but the former are on the "best seller" list for Mueller Co.

Retirements

Charles M. Wade, ground key identifier, 20½ years, Sept. 5.

John Willis, iron pourer, 40½ years, Aug. 29.

Vivian Swift, assistant to the Bookkeeper, 7½ years, disability retirement, Aug. 28.

Chattanooga

Roosevelt King, Iron Foundry, 14 years, disability retirement, Aug. 23.

Brea

Loren D. Fisher, casting inspector, 10 years, disability retirement, Aug. 19.

SOME FAMILIAR NAMES IN NEW PLACES

(Chattanooga) . . . **William Headrick** has been named to the position of Foundry inspector for the Quality Control Department. **Aaron Jones**, who has been in the Mueller Co. foundry for about 11 years, has been named assistant foreman in the Foundry.

(Decatur) . . . A number of changes occurred August 11 involving supervisors at Plant 4.

John DeClerck, Brass Foundry grinding room foreman, has been named assistant production control manager at Plant 4.

Rockne Winner, formerly night foreman in the Brass Foundry, succeeds DeClerck as grinding room foreman.

Darrell Church moves from assistant Brass Foundry foreman on the second shift to the same position on the first shift.

George Kopp, who has been an assistant Brass Foundry foreman on the first shift, is promoted to Foundry Division methods engineer.

News Briefs

(Decatur) . . . The Mueller Co. Employees Credit Union in Decatur will celebrate its 25th anniversary with a potluck supper, a drawing for a color television and entertainment from 2 p.m. to 7 p.m. Sept. 6 in Fairview Park. The credit union will furnish ham sandwiches, beverages and ice cream, and each family is asked to bring a covered dish and table service.

A number of items of merchandise will be auctioned using bogus money, and chances on the TV set can be purchased with the bogus money. The "bogus bonus" is given to a member in amounts depending on his loan balance, shares, deduction or deposit increases and for each new member registered.

The Decatur credit union currently has 1,564 members and assets of \$2,385,000.

(Brea) . . . David Coe Jr., a junior in mechanical engineering at California Polytechnic College in Pomona has received the Mueller Co. award as the "Outstanding Mechanical Engineer" in his class. He received a plaque, a \$100 check, and had his name added to the permanent Mueller plaque in the Engineering School. This award to outstanding ME students is given at a number of colleges and universities in our plant areas.

(Decatur) . . . About 400 pints of blood were collected in August during the Red Cross visit of the bloodmobile sponsored by the 9,500 members of the Allied Industrial Workers union in Decatur. About 650 employees of Mueller Co. are represented by Local 838--one of 22 locals in Decatur. This is the 15th year the International union has sponsored the August visit of the bloodmobile.

(Decatur) . . . Fifty-five Mueller men gathered at the last monthly meeting of retirees in Decatur and set a new attendance mark. The next regular meeting will be at Ashby's House of Plenty at noon on Sept. 4.

(Brea) . . . During vacation shutdown the last week of June, two new pieces of equipment were installed in the Brass Foundry. The existing shakeout system was replaced by a Rapistan vibration conveyor type system and a new Wheelabrator for cleaning castings was added to complement the new shakeout system. The additions will improve both production and working conditions.

(Decatur) . . . Bill Willis, Mueller Co. electrician, has been elected president of the joint executive board of the Allied Industrial Workers in Decatur. The board is made up of officers of AIW locals in Decatur. Bill is a committeeman of AIW Local 838, which represents about 650 employees of Mueller Co.

(Decatur) . . . Jack Hacki (Pattern Shop) and John Niederbrach (Tool Room) were delegates from Local 838, AIW, to the state meeting of the AFL-CIO held in Chicago the last week in August. Hacki, Dale Streight (Dept. 70) and Joe Fyke (Core Room) have been named delegates to represent the Mueller local at the annual international meeting of all Allied Industrial Workers unions which will be held in Chicago late in September.

(Chattanooga) . . . Two contracts effective August 1, have been signed involving a number of Chattanooga employees. A two-year contract agreement was reached with the Office & Professional Employees International Union, representing office workers, and a one-year agreement was made with the same international union representing draftsmen.

(New York) . . . The gas utility and pipeline industry has topped the 40 million mark in customers, the American Gas Association (AGA) said in reporting a gain of more than 850,000 customers in 1968.

The AGA also announced that the industry will spend \$3 billion for construction in 1969, equal to last year's record-breaking level. The announcement said that this figure substantially exceeds earlier industry estimates and is part of an \$11.3 billion construction program for the 1969-70 period. The area of great interest to Mueller employees is in distribution systems where our products are most used. The distribution companies expect to spend a record \$945 million in 1969 for expansion and improvement of facilities to accommodate an increase of four million new gas house heating customers in the next four years.

(Sarnia) . . . Two classes of 11 members each completed a supervisory training program conducted in June and July for Mueller, Limited supervisors. A class for 12 people is now scheduled to run from Sept. 9 through Oct. 28. The courses in Canada are conducted by Personnel Director Don Thain and they are part of the Mueller program aimed at improving supervisory skills. During the last two years the course produced by the American Management Association has been used at all Mueller plants.



Discussion Leader Don Thain (far left) discusses a point with a number of Mueller, Limited men during a session in the course Developing Supervisory Leadership Skills.

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glad to give you full details and figures of your specific case.

Is it possible to have salaried men paid twice a month rather than once a month?

The present procedure has been followed for many years and, with possibly a few exceptions, most people prefer it. It has the advantage of eliminating some of the necessary personal planning to meet many of the bills which we also pay on a regular monthly basis such as light, gas, telephone and charge accounts. The employee who deposits his check only once each month is also able to achieve a small saving in the bank charge for handling his account.

To get an answer to your question, address it to Editor Joe Penne and drop it in the company mail or a Suggestion Box.

Service Awards

The following Mueller employees received service awards during August.

Decatur

5 Years: Robert L. Marshall, George F. Hrubecky.
10 Years: James R. Kissell, Haldon D. Waite, Darrell H. Miller.

Chattanooga

5 Years: Chester H. McCloud, Donald L. Williams, William G. Goldthreat.
10 Years: Janetta T. Jenkins.
15 Years: Tomie Ashford, Curtis Coleman, Ollis Kellogg, Jr., Sam Walton, Earnest Nard, Willie J. Franklin, Robert Atkins, Jesse J. Murphy, Alfred T. Smith, Georae N. Autry, Earnest Ross, Hilwatha Williams.
20 Years: Claude L. Ridge, Abraham Madden, Chas. J. Hayes, I.V. Brown.
25 Years: Frank Puffer.

Mueller, Limited

The following service awards have been presented recently.

5 Years: Ralph Noseworthy, James Moore, Sarah Smith, Vera Boughner.
10 Years: Paul Isomaki.
15 Years: Samuel McPhee, John Durocher, John F. Smith.
25 Years: Antoine Vautour, William Williams.

Brea

The following service awards have been presented recently:

5 Years: Howard Sheffield, Raymond Price, Ray Coffield, Aron Ross.
10 Years: Joe Matos.

Some Time Ago At MUELLER

On Jan. 11, 1945, Mueller Co. announced the establishment of a retirement plan for all employees. This pension plan was rather remarkable, at the time, for several reasons:

1. It was offered voluntarily by the company, rather than being negotiated as a part of any labor agreement.
2. From the very beginning, the cost of the entire plan has been paid by the company, rather than requiring partial contributions from the employee, as was generally true in other company pension plans.
3. The alternative "Rule of 80", a unique feature at the time, was included.
4. The retirement plan was not dependent on, or related to, existing or future Social Security benefits.

Even today, the Mueller Retirement Plan, as improved over the years, must be rated as among the best in American industry.

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The Sept. 25, 1943 issue of the DECATUR HERALD announced that the United Auto Workers union was elected by employees to be sole bargaining agent for workers at the three Mueller Co. plants in Decatur. The employees had formed a union and petitioned the National Labor Relations Board for the right to hold an election to determine the national organization to represent it. First officers were: Paul Gaddis, president; Russ Armstrong, vice-president; Lucille Dailey, recording secretary; and Jesse Dailey, treasurer.

(Editor's Note: As a result of organizational changes, the name of this section of the U.A.W. was subsequently changed to the Allied Industrial Workers, and the union affiliated with the A.F. of L./C.I.O.)

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On December 17, 1944 George Parker became the new president of Mueller, Limited, succeeding Adolph Mueller. R. McIntyre, then works manager in Sarnia, was also elected to a vice presidency of the firm. J. Milne remained as secretary and Ebert Mueller was assistant secretary. On that same annual meeting day, Hugh L. Baker was named to the board of directors of the Columbian Iron Works in Chattanooga and elected secretary of the firm. At that time the Columbian Iron Works was operated as a separate division of Mueller Co.

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IBM accounting equipment isn't really new to Mueller Co. after all, according to the September, 1948 MUELLER RECORD. Computers are relatively new, of course, but 20 years ago the company was using punched cards, automatic electric sorters and other machines modern at that time, to set up a new system of cost control for Mueller Co. products. The application for this equipment did not prove successful and it was used only for a short period.