

Houston Office
March 7, 1957

C. T. Norman - Shreveport

City of Shreveport, Louisiana
Your Memorandum March 3

Thank you for your report describing your contact with Charles Foster of the Shreveport Water Department.

I find nothing wrong with your approach and I am confident that Foster can be converted if you continue to maintain steady pressure on him without attempting to resort to any violent action.

It is obvious that Foster is reflecting the attitudes he has acquired after years of association with Tom Amiss and it would indeed be surprising if he exhibited any other attitude.

As I remember the soils predominating in North Louisiana, I would not expect the City of Shreveport to experience any significant difficulty with external corrosion of cast iron pipe. In a rolling, relatively well drained terrain where the soils are comprised essentially of sand and sandy clay, cast iron should give little trouble. When you combine this relative freedom from external corrosion with the cement lining which is quite effective in probably 90% of all installations, we are left with little to sell other than a financial saving.

Selling a financial saving without at the same time creating the impression that you are offering a "cheap substitute" requires the highest kind of sales skill.

Generally speaking, it is an engineering fact that an environment which will be most favorable to cast iron pipe will likewise provide the least number of factors likely to cause any difficulty with asbestos-cement pipe. It follows that your sales story must be carefully constructed on the thesis that there is no point in paying for something which, under the circumstances existing at the particular location, is never likely to be required. It is indeed the responsibility of Mr. Foster and people like him to spend public money as efficiently as possible.

Since the evidence lends strong support to our argument that asbestos-cement pipe will serve equally as well as cast iron at this location, our problem is to convince Mr. Foster that he is discharging his responsibility to his citizens with complete propriety when he purchases, in effect, 110 feet of asbestos-cement water main for the same money with which he could purchase only 100 feet of cast iron main of identical size.

WMM/plg

W. H. Waring

cc: File - to be noted by
J. L. Everett

MEMO

To: Mr. W. J. Waring

Monrovia

(Office)

City of Shreveport La.

Write a separate letter on each subject

Water Dept.

Location: Shreveport

Date: 3 March 1917

As I have written previously I have taken the local situation rather slowly due to Tom Annis' reluctance to deviate from C.T. and also because I wanted to get to know Charlie Foster a lot better. Luckily we have been thrown together at the church and last year when I was in town I helped a fellow with the 105th football team and Charlie was on the same practice field with his son ("a 85# dev") and as a result of these contacts a few dinners together I decided to approach him in Building Denver pipe. Pat C. had told me how

MEMO

Location _____

Date _____

To _____ (Office)

Subject _____
(Write a separate letter on each subject)

Jefferson Parish was boring under the street, rather than cutting the pavement, and our 35 pipe was the only choice here as a sewer pipe. So in this fact I approached Charley. He was "riding" that day & asked me to go with him. I learned that Inverport only runs the main sewer, and all laterals, from the 4 in the street to the house, is run by the plumber. In new developments the city requires the developer to put in these laterals to all lots so my approach was to the plumbers. In our conversation we obviously got to pressure pipe and he said, "Okey, you & I have no reason

MEMO

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Date _____

To _____ (Office)

Subject _____
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"to pull punches" - we have always felt that way - and I'd tell you exactly how - I feel about human life. We have some "transients" in our system and it is doing fine as far as maintenance is concerned, but the way I feel is that I am responsible in part for spending the money of the people of the waterfront and in my opinion concrete lined East River will mechanical joint give them more dollar value than any other pipe. There was a break here as he had to get a right-of-way clearance signed so when he came back I told him that when I was with the City of Dallas

MEMO

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Date _____

(Office)

To _____

Subject _____
(Write a separate letter on each subject)

I felt that way also - and I told him you also had such a feeling - but, I asked him to return final decision until he could learn more about radiator cement pipe. This was the gist of what we talked about and he agreed to do so. Then he brought up that "old trick" about plumbers not being able to tap "transite" successfully and said you had to have a special tool - so I told him I would take the responsibility, I instructed the plumbers to see that they "learned" to tap "transite" and then I explained the "special tool" deal to him. I believe I did a lot of good, Wayne, as he agreed

MEMO

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(Office)

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To withhold judgment until he could learn
about the pipe. I don't feel that he was
harassing me or as I don't think clearly
would do that - he is too morally good -
but I do think he has been "CI brainwashed"
and it will take a working knowledge of
an pipe before he can be won over as he
is an engineer "show me" type also.
For your info.

Clyde G.

[illegible]