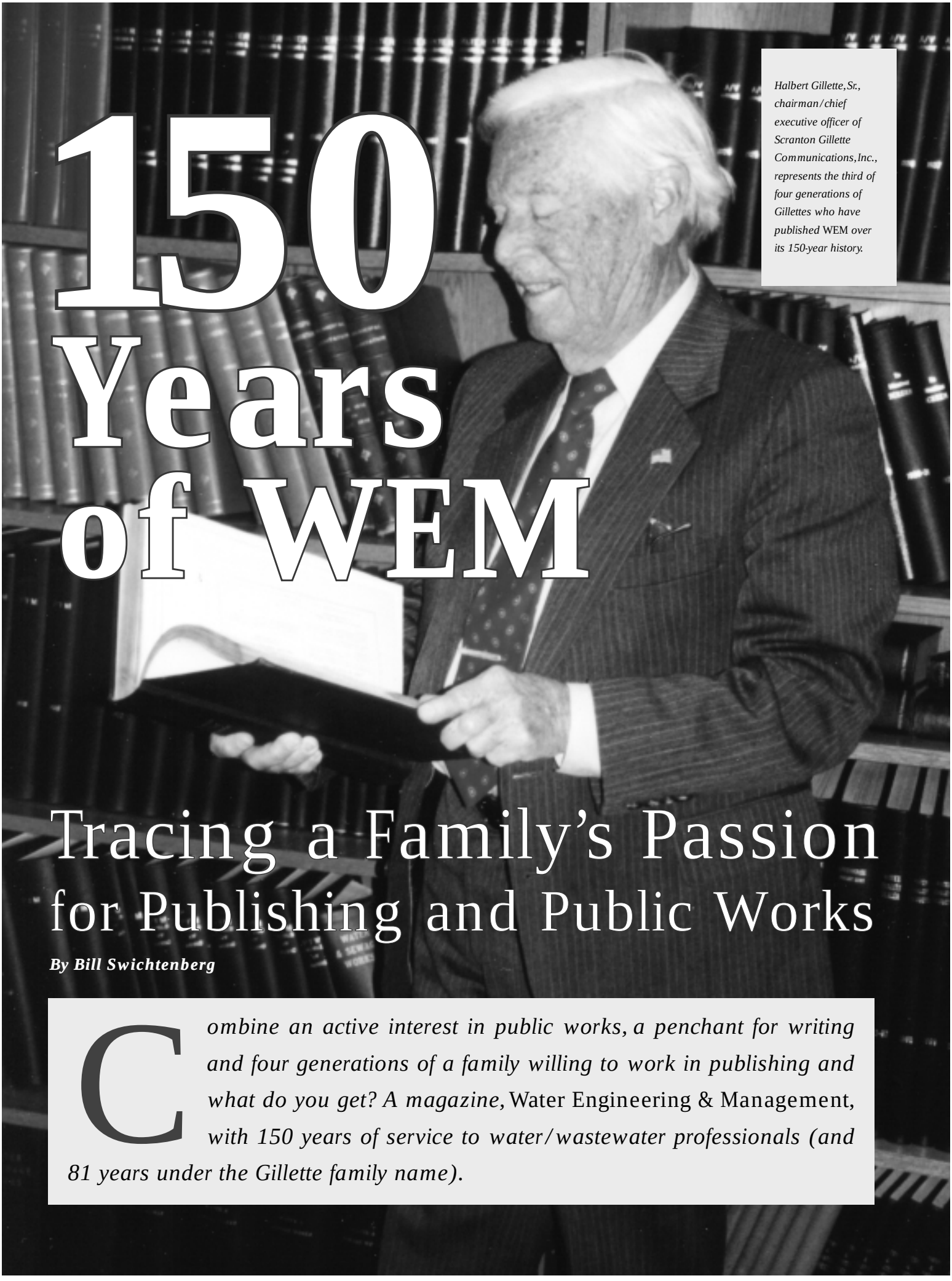


Halbert Gillette, Sr., chairman/chief executive officer of Scranton Gillette Communications, Inc., represents the third of four generations of Gillettes who have published WEM *over its 150-year history.*

150 Years of WEM

Tracing a Family's Passion for Publishing and Public Works

By Bill Swichtenberg

Combine an active interest in public works, a penchant for writing and four generations of a family willing to work in publishing and what do you get? A magazine, Water Engineering & Management, *with 150 years of service to water/wastewater professionals (and 81 years under the Gillette family name).*

The patriarch of the Gillette publishing legacy was H.P. Gillette. A mining engineering graduate of Columbia University in New York in the 1890s, he worked with his father (Theodore) after graduation establishing water systems for small communities.

During this time, Typhoid fever was a great killer and one of its principle causes was drinking contaminated water. Theodore Gillette had established a water treatment company in South Bellingham, Wash., producing solutions to help fight this disease.

Taking advantage of surveying skills learned in college, H.P. also became active in public works and authored several books on construction and the costs associated that were published by McGraw Publishing Co. He subsequently was hired as the editor for McGraw's *Engineering-News* and moved to New York.

In 1905, H.P. joined with the then marketing director of the McGraw Book division to establish Engineering and Contracting Publishing Company. The first publication they introduced was *Engineering-Contracting* magazine. H.P. became the first president and editor of the publication.

In 1922, H.P. bought *Water Works* magazine. *Water Works* was first published in 1882 in St. Louis, Mo. Its focus was on the water supply industry. One of its chief rivals was *Municipal News*, the precursor of *Water Engineering & Management*. Established in 1853, this newsletter was published by the now McGraw-Hill Companies, Inc. H.P. Gillette merged these two publications in 1928 to form *Municipal News and Water Works*. The company's name also was changed to the Gillette Publishing Company. Fourteen months later, the publication was renamed *Water Works & Sewerage*.

Public Works

Also during this time, the company published newsletters/magazines on road construction, railroad construction and building construction. Combined with the water publication, they formed the basics of public works activities.

"The basis for choosing public works (to write about) was the fact that these areas of activities traced back to and before the Roman Empire and represented activities necessary to the continued existence of civilization," said H.S. Gillette, the current chairman of the board of Scranton Gillette Communications and the grandson of H.P. "These processes would be with us forever."

The magazines originally were moved to the Chicago area to be closer to the Midwest manufacturers of equipment and supplies, who also were potential advertisers. Since cars were not common, Chicago was thought to be the center of transportation and a more central location for travel than New York.

WEM Through

1853
Launch of today's *Water Engineering & Management* magazine. The original newsletter, called *Municipal News*, was published by McGraw-Hill.

1882
A magazine called *Water Works* began publication in St. Louis, Mo.

1905
Engineering and Contracting Publishing Company was started by H.P. Gillette. The first publication was *Engineering-Contracting* magazine.

1922
H.P. Gillette purchased *Water Works* magazine.

1928
Municipal News and *Water Works* were were merged to form *Municipal News & Water Works*. Fourteen months later, the publication was renamed *Water Works & Sewerage*. That same year, Engineering and Contracting Publishing Company was renamed Gillette Publishing Company.

In 1936, E. Scranton Gillette, son of H.P. Gillette, became publisher. Later, in 1953, E.S. Gillette became president and the firm's name was changed to the Scranton Gillette Publishing Company.

Throughout this period and into today, the company's philosophy on publications has remained unchanged. "Editorially, we are trying to provide continuing education to the readers in the fields they are associated with," said H.S. Gillette.

The publications have had controlled circulation audits since 1922. "We decided to restrict the magazines to only recipients active in the field and seriously looking for practical information long ago," H.S. Gillette said.

Current Chairman

H.S. Gillette started as a salesman for Gillette Publishing in 1947. In 1960, two-thirds of Gillette Publishing Co. was sold to Ruben H. Donnelly, which then was merging with Dun & Bradstreet. H.S. Gillette left the company to continue his work with *Rural and Urban Roads* that was being published under the Donnelly/Dun & Bradstreet name. The two water magazines—*Water & Sewerage Works (WEM)* and the recently started *Water & Wastes Digest*—remained under Gillette Publishing.

In 1970 when his father took ill, H.S. Gillette left Dun & Bradstreet and merged several magazines he had acquired with those of Scranton Publishing Company. The merged magazines assumed the name of Scranton Gillette Communications (SGC) and

continued on page 30

hout the Ages

1936
Water Works & Sewerage puts out its first Buyer's Guide as a bound supplement to its normal May issue.

1953
E. Scranton Gillette, son of H.P. Gillette, became the president and changed the company's name to Scranton Gillette Publishing Company.

1954
Water Works & Sewerage was renamed *Water & Sewage Works.*

1978
E.S. Gillette became chairman of the board and his son H.S. Gillette became president. The company was renamed Scranton Gillette Communications, Inc.

1981
Scranton Gillette Communications, Inc., purchased *Water & Wastes Engineering* magazine. This magazine was merged with *Water Works* to form *Water Engineering & Management.*

2003
150th anniversary of *Water Engineering & Management.*

continued from page 16

piece, and installers of such pipelines may choose to fabricate the pipeline in shorter more easily managed sections. The shorter sections are subsequently launched individually and can be joined together from a barge equipped for this purpose or the sections can be joined together as they enter the water one behind the other. Regardless of the method of launching the pipeline, the same basic principles apply, that is, to position the floating hermetically sealed pipeline over top of the chosen underwater pipeline corridor and then to remove or otherwise delete the buoyancy factor to allow the pipeline to sink to the sea bed.

While laying the pipeline onto the sea bed, the auxiliary buoyancy vessels are flooded or otherwise removed from the pipeline. Auxiliary buoyancy vessels generally are designed to be filled with air and therefore must meet the structural requirements for pressure vessels. Auxiliary buoyancy vessels may not be practical for pipelines laid at great depths because of the significant expense to manufacture them. As previously mentioned, an alternative to attaching auxiliary buoyancy is to delete some of the ballast weight from the pipeline prior to installation. The ballast weight deleted is installed after the placement of the pipeline on the sea bed. This can be accomplished by lowering the ballast weights from the water surface and placing the ballast weights on the pipeline with the use of divers or remotely operated vehicles. However, this method can become economically impractical, depending on the length of the pipeline and the depth of the area requiring post ballasting.

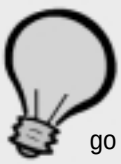
"S" bend sinking is a commonly used method of positioning synthetic pipelines, complete with ballast weighting attached, to the sea bed. "S" bend sinking is accomplished by introducing water at one end of a floating pipeline while simultaneously venting air from the opposite end. As the water is introduced the pipeline loses its inherent buoyancy and the end of the pipeline, where the water is being introduced, sinks to the sea bed. The remainder of the pipeline is floating on the water surface, until the water being introduced propagates further along the pipeline causing the further reduction of buoyancy and allowing the sinking to continue until the entire pipeline rests on the sea bed. During the sinking process, the portion of the pipeline from the last point touching the sea bed to the portion floating on the surface forms the approximate shape of an "S". During the sinking process the pipeline is subjected to bending stresses throughout the "S" which must be controlled by applying axial tension to the pipeline to limit the amount of curvature in the pipeline. Failure to minimize the bending stress in the pipeline by the application of axial tension will result in pipeline buckling.

Pipelines with offset weighting approaching 100 percent and laid in deep water may require enormous amounts of tension to be maintained during their sinking as a means of maintaining the pipeline curvature within the minimum-bending radius as specified by the manufacturer of the pipe. If the proper tension is not maintained throughout the sinking process serious damage to the pipeline will result. Generally, large tugboats or winches are employed to achieve these tension requirements.

Applying large amounts of axial tension, especially in the case of thin wall synthetic pipelines, may not be practical as the tension requirements may exceed the tensile strength of the pipeline composition. In addition, applying axial tension can invoke significant costs and often is not practical from an economical perspective.

Part 2 will describe the design of the new weighting process.

About the Author:
Allister Thompson is the ballast process inventor and is with Van-Dive Marine Consultants Ltd., Vancouver, BC, Canada.



continued from page 19

moved their location from the city of Chicago to the suburb of Des Plaines (its current location).

After years in publishing, there are still challenges and opportunities. "The greatest challenge is to provide usable information to your recipients," H.S. Gillette said. "You need to keep track of the problems readers face and use all the methods of communication available to convey to them the latest solutions."

In 2001 H.S. Gillette became the third family member (as well as H.P. and E.S.) to celebrate his 80th birthday still working at the company. "These magazines have become an advocation as well as vocation," he said.

The fourth generation of Gillettes currently is working at the company.

Even though Scranton Gillette Communications has 11 magazines and 72 employees, it is still considered a small family-run company. "Being small there are fewer people not directly involved in the operation. Therefore, there are fewer outside interests to direct the attention of operations away from the company goals," H.S. Gillette said.

Unlike many large companies, these goals are not solely focused on immediate profits. Gillette thinks that smaller publishers can take better advantage of entrepreneurial opportunities.

"The water treatment market has expanded beyond just chlorine and copper sulfate. There are new methods such as ozone and reverse osmosis that are being utilized," H.S. Gillette said. "In the same way, publishing also has expanded. Scientific developments (computers, e-mail and the Internet) help give more immediate information to readers."

Tough economic times have not discouraged Scranton Gillette Communications from forging ahead and providing new products and services.

"The Chinese have a symbol that can mean both crisis or opportunity. It's what you make of it," H.S. Gillette said.

About the Author:
Bill Swichtenberg is the editorial director of *WEM.*