

The Mueller Record

Vol. I

APRIL 1, 1911

No. 9

F. J. MURPHY DEAD

Former Mueller Salesman Passes Away at St. Louis, Mo.

F. J. Murphy who was a member of our sales force for a number of years, died at his home in St. Louis during the week of March 19th.

Mr. Murphy had been sick for some time, although we have not the details of his last illness. We regret very much to hear of his death, and feel sure that his old friends in the sales force will be likewise affected.

We extended our sympathy to his widow and are in receipt of the following acknowledgement:

March 25, 1911.

To His Friends and Fellow-Salesmen of the '49 Club—

For the sincere sympathy shown during the illness of my dear husband, and

the beautiful floral offering, I beg that you accept my heartfelt thanks.

Very truly,
(Signed) LENA MURPHY."

The picture of Mr. Murphy which is printed herewith, was taken in 1908, during which year he served the '49 Club as president.



SOME GOOD ADVICE

L. G. Muller's "Sales Talks to Salesmen," Worth Reading.

Mr. L. G. Muller, founder of the National Sales Managers' Association of America, has been writing a series of articles for the Chicago Tribune, under the title of "Sales Talks to Salesmen." Here are a few paragraphs from one of his articles, and from them we can all learn a lesson:

"I want you to know and to feel that you are a part of this company and that the men whose cold dollars and cents are wrapped up in this business, acknowledge and appreciate any suggestions or criticisms that you may offer, and that each and every one will have our careful thought and consideration. You must remember that a sale is only begun when the order has been signed, and that service is the secret of business-getting and a business-building existence. We cannot, and you cannot afford to take issue with a customer at any time. You owe it to us and to yourselves to report immediately the slightest dissatisfaction which arises in your territory.

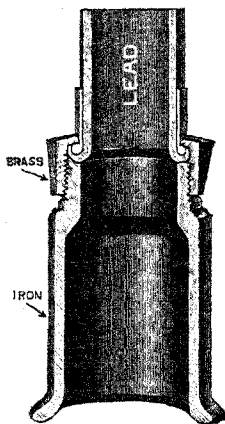
"No man can know it all, no matter how brilliant or talented; if he could, Mr. Rockefeller and Mr. Morgan might just as well go out of business, for there is no present line big enough to satisfy such a man, and the sooner a man learns that 'the best of us have a great deal to learn from the rest of us,' the more valuable he is, both to the company he represents and to himself.

"Mental attitude is just as vital as mental aptitude. Keep yourself keyed up with enthusiasm, believe in the goods you are selling, keep a healthy, clean mind and body, and you'll see things all about you whose existence you never before realized."



NEW SOIL PIPE CONNECTION

The illustration herewith shows a Lead and Soil Pipe Connection:



It is manufactured by the Athol Pump Company, and is advertised by them.

Look it over and let us know if you have had any calls for a connection of this character, or if you think there is a market for it. We want all the information we can get about it.

Address your replies to the Sales Manager.

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MUNICIPAL BUSINESS**Be on the Alert for Business After Spring Elections**

In looking up our records it seems to us that our water works business to municipalities is falling off this year compared with previous years.

We are unable to account for this unless it should be due to the many changes that are taking place to the commission form of government. This change may have checked the placing of orders by municipalities until after spring elections. In nearly all instances, however, these elections will be disposed of during the month of April, and after that there should be a very marked increase in the sale of water goods to municipalities.

We are calling this to your attention because with the installation of these new administrations there will be a quick adjustment of new conditions

and there should be more business with the municipalities, and we want you to be on the alert to work it up wherever the opportunity is presented.

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APRIL ADVERTISING**Special Stress is Placed on Fuller Work**

Here is the schedule of our advertisements in Domestic Trade Journals for the month of April:

Domestic Engineering and Metal Worker—Fuller Work, April 1, 8, 15, 22 and 29.

Plumbers' Trade Journal—Fuller Work, April 1 and 15.

Engineering Review—Fuller Work.
Ohio Master Plumber—Fuller Work.

Fire & Water Engineering—Water Meter Tester, April 5, 12, 19, 26.

Municipal Journal & Engineer—April 5, Flushing and Sprinkling Hydrant; April 19, Water Meter Tester.

Water and Gas Review—Goose-necks.

Municipal Engineering—Flushing and Sprinkling Hydrant.

American Gas Light Journal—April 3, Service Box; April 10, Sweat Joint Connections; April 17, Pipe End Reamer; April 24, Tapping Machine.

Progressive Age—April 1, Pipe Joiner; April 15, No. 15 Tapping Machine.

The Gas Industry—Gas Stove Cocks.

American Architect—April 5 and 19, Self-Closing Work.

Architectural Record—Self-Closing Work.

Building Management—Self-Closing Work.

Heating and Ventilating—Water Regulator.

Salesmen should keep this schedule in mind. If you make a special effort to push these lines while they are brought to the attention of the trade in the trade press, we should get some good results. Elsewhere you will find some good talking points about testing meters that may help you clinch the sale of a tester.

A STRONG PATENT

We are confident that we have a strong patent on the Mueller Eel Guards for corporation cocks, as to their specific slotted construction and the advantages which they possess over other makes.

They have advantages over others, especially in that they are of the slotted construction, which makes it cheap to manufacture and the patent under which they are made has claims which we think can be sustained.

This is a talking point in our favor. We will be pleased to have you inform our Patent Department if you find any similar devices made and sold by other manufacturers, which you think are identical with our Eel Guards for corporation cocks.

**DISCONTINUED**

Salesmen will no longer be furnished with the Salesmen's Report of Special Information. We have discontinued that form.

In the future when you have any information of this character, write it out on hotel stationery or scratch paper.

This has nothing to do with your daily route report. It must be sent in each day as heretofore.

In all cases where a route report is not sent in each day, a fine of ten cents will be imposed for the omission.

**CONVENTION DATES**

April 4, 5 and 6, 1911, Oklahoma State Association of Master Plumbers, Oklahoma City, Oklahoma. Headquarters at Kingkade Hotel.

April 5 and 6, 1911, Michigan Association of Master Plumbers at Muskegon, Michigan. Headquarters at the Occidental Hotel.

April 11 and 12, 1911, State Association of Master Plumbers of Kentucky at Frankfort, Kentucky.

April 18, 1911, State Association of Master Plumbers of Pennsylvania at Johnstown, Pennsylvania.

April 20, 1911, Northwestern Association of Master Plumbers at Saegertown, Pennsylvania.

April 21 and 22, 1911, Washington State Convention of Master Plumbers at Tacoma, Washington.

May 16, 1911, West Virginia State Association of Master Plumbers at Morgantown, West Virginia.

June 13, 14 and 15, 1911, Annual Convention National Association of Master Plumbers at Galveston, Texas.

American Gas Institute in October at St. Louis, Missouri.

Michigan Gas Association at Detroit, September 21, 22 and 23, 1911.

Missouri Electric Light, Gas, Water Works and Street Railway Association at St. Louis, Missouri, April 13, 14 and 15, 1911.

National Commercial Gas Association at Denver, Colorado, September 5 to 12, 1911.

Natural Gas Association at Pittsburg May 16, 17 and 18, 1911.

Pacific Coast Gas Association at Oakland, California, September 20, 21 and 22.

Pennsylvania Gas Association at Reading in April.

Southern Gas Association at Montgomery, Alabama, April 19, 20 and 21.

Southwestern Electrical and Gas Association at Houston, Texas, April 27, 28 and 29.

Wisconsin Gas Association, Annual Meeting in May at Milwaukee.

Empire State Gas and Electrical Association, Annual Meeting, November, 1911, at New York City.

**CORRECT THIS NUMBER**

On March 17th Bulletin SO-117, Section R, was issued giving prices on the Mueller Sprinkling and Flushing Hydrant. The catalog number was given as D-25507.

This number is wrong. It should be 25834 as shown in the Mueller Sprinkling and Flushing Hydrant circular.

The attention of the office force and salesmen is called to this in order that the number on the Bulletin SO-117 may be changed to read 25834. Change it now while you are thinking about it.

A FALSE ACCUSATION

Is Disproved by Our Record of a Sale

It frequently occurs in business that a firm is unjustly accused of a violation of business ethics in ignoring the trade and supplying goods to others, who are not entitled to the discounts and concessions regularly made, in order to secure business.

An instance of this kind came under the observation of Mr. Adolph Mueller during his recent visit to the State Convention of Master Plumbers, held at Lincoln, Nebraska. He was placed in a most embarrassing position by the accusation of a plumber who insisted that our company had sold goods direct to a person in Lincoln. Mr. Mueller emphatically denied that such was the case, but even his assurance and emphasis in denying the charge failed to satisfy the man who made the accusation. This man criticized the company very severely for its alleged action. Of course, there was no means at hand by which the charge could be disproved or proved, and it simply narrowed down to a charge and a denial. While Mr. Mueller felt absolutely positive that no such transaction had occurred the plumber was equally as positive that it had. Upon his return to Decatur, Mr. Mueller caused our clerks to locate the alleged transaction in which we were said to have shipped self-closing basin cocks to a person in Lincoln. After diligent search an order was found from a jobbing company in Omaha, dated November 23, 1909, it being an order for the goods in dispute. Our records show that these goods went direct to the person at Lincoln and as the jobbing company had ordered them shipped direct to their customer, we certainly had no grounds for questioning their rights to do so. We feel, however, that no member of the plumbing trade has a right to criticize us in a case of this character, as the goods went through the regular channels and in strict accordance with our policy to deal only with the jobber or the trade.

If any criticism whatever is due, it should be directed against the jobbing company to which we sold.

The most we could do under the circumstances was to instruct Mr. Stebins to explain the situation to the plumber who first accused us, without going into too much detail, as we have no desire to create trouble between plumbers and the Omaha jobber, to whom we sold. But, when the time comes, we think that we should make our record so clear on this question that there can be no future misunderstanding.

In case you ever find yourself up against a similar proposition, you can deny the charge, with the same earnestness and emphasis employed by Mr. Mueller, and feel that you are right. You might go farther and disprove the charge by citing the instance we have given you above. It is an easy matter for a plumber who is for some reason disgruntled to lodge a charge of this character against a company and by mere positive assertions un-backed by anything but a seeming knowledge, impress his fellows with the idea that the company is not dealing squarely by them.

It behooves us to combat these statements whenever they are made to us and wherever possible to show beyond the question of a doubt that our policy of selling to the trade and jobber only is one from which we do not vary in the slightest degree.

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IMPORTANT PRICE CHANGES

The prices on derricks, tongs, etc., mentioned on page Q-25 of the old D Catalog will be advanced in the new discount sheet.

Note this point carefully: In the new discount sheet these prices will be NET and not list.

This change has become imperative because we have discovered that we had our manufacturing cost too low.

We will also add in the new discount sheet derricks, tongs, etc., to handle cast iron pipe from 24 to 36-inch, in clusive.

FALSE PRETENSES

A Case Where Other Goods Were Passed As Ours

We find that the trade is frequently deceived into the belief that they are using Mueller Goods when in reality they are being sold goods of another manufacturer and of inferior quality in comparison with the goods that we make. We think that all our salesmen should be on the alert to discover cases of this character and bring them to the attention of the customer who has thus been imposed upon. We are not trading on any other manufacturer's name or capital, and if we can prevent it, we do not propose that any other manufacturer shall trade on ours.

We have a recent case which we want to bring to your attention. At Belton, Texas, our Mr. Brown called on a patron who does a large share of tapping for the water company, and was informed that our lead goose connections were being used right along. This customer was asked of whom he was buying his supplies, and he gave the name of a well-known jobbing firm located in Houston. Mr. Brown immediately informed him that he was laboring under a mistake, asked to see the goods, and when they were shown, pointed out the difference in make, and called attention to the fact that our name was not on the brass cocks or lead connections.

Needless to say, this customer was very much surprised to learn that he had been using another firm's goods under the impression that they were Mueller made, and of Mueller quality. He had sent an order to the jobbers referred to the night before, but under the explanation made by Mr. Brown, he promptly cancelled the order and gave it to us, stating that he would hereafter by this line of goods from us exclusively. The conversation developed the fact that about three months ago he had ordered a 1/2-inch and 3/4 inch combined drill and taps for our No. 2 machine, from this same jobbing concern. He was still waiting

for the order to be filled and after the goose-neck transaction had been disposed of, he also cancelled his order for these drills and gave that to us.

We believe in business fairness with all our competitors, but we do not believe it is business fairness for a firm to let a customer believe he is buying a recognized standard of goods and supply him with another of inferior quality. There is nothing square, or honest or decent about such business conduct. Inferior goods of this character failing to measure up to the standard of the goods of a certain make which the customer believes he is using naturally leads him to believe that claims made for the goods have not been fulfilled, and he is apt to turn against them under the honest belief that they are not as represented. In other words he shoulders the sins of the poor goods on to those of recognized merit.

We feel that where a case of this kind comes under your observation, you should secure the cancellation of the order if possible, and make it very plain to the customer that he has been duped.



OLD STYLE FITS-EM-ALL

We Still Make Them and Want Orders

Don't forget that we are still making the old style Fits-em-all supplies, and that there is no litigation, patent or other cause to hinder our selling them. All objections of this character have been disposed of satisfactorily to all concerned.

In cases where you are unable to get an order for the bath cock and supplies complete, push the Fits-em-all supplies. If you can get orders for the cocks and supplies complete it makes no difference to us whether we furnish the Mueller-Stewart supply or the Fits-em-all supply.

In cases where you are unable to secure business because the plumber wants a cheaper bath cock than we are willing to make, go after him for an order on Fits-em-all Supply Pipes.

GOOD TALKING POINTS

For Water Meter Testers Found in an Article by an Expert

We find in the Engineering Record of March 4, 1911, an article on "The Purchase, Setting and Testing of Water Meters." This was written by Mr. Edward W. Bemis, New Brighton, Borough of Richmond, New York City. He is a commissioner of the Department of Water Supply, Gas and Electricity, Greater New York, and will be remembered by some of you as Superintendent of the Water Department at Cleveland, Ohio, from 1901 to 1909 inclusive. His article is of great value as affecting water meters and the necessity of testing them. It is too long for reproduction here, and if the opportunity presents itself, we would advise that you read it in its entirety. But we want to give you a few extracts which you can probably turn to advantage in talking water meter testers.

In advising the character of meters to purchase he gives this example:

Purchasing Meters

"The would-be purchaser, if he makes these preliminary tests with thoroughness, will very soon recognize that accuracy and durability are far more important than a low first cost. Compare, for example, two meters which register all right, save that one of them registers nothing on a $\frac{1}{8}$ -in. stream, even when new, while the other registers substantially all the water passing through it. The first meter would fail to catch a leak amounting, on 30-lb. pressure, to more than 52,000 gal. per year, or \$7.00 worth of water, at 13 1-3 cents per 1,000 gal., or its equivalent of \$1.00 per 1,000 ft. Many cities and water companies charge more than that for residences, and thus lose more from a poor meter. Many cities average higher pressure, and therefore lose more from an under-registered $\frac{1}{2}$ -in. leak during a year than the amount above stated. A meter that does not register on a $\frac{1}{2}$ -in. stream, and only registers 70 per cent on a $\frac{1}{4}$ -in. stream would allow a waste of \$14 a year on 30-lb. pressure with the above rate. The city would thus lose in a year much more than the entire cost of the meter.

"A poor meter entails three evils: It increases the cost of repairs and maintenance; it diminishes the revenue because it



The above is a picture of the Mueller Band, an organization composed of employees of the factory. It is little over a year old, but has attained a proficiency which reflects great credit on the ability of the members.

Fortunately there were in the band men who had enjoyed wide experience in band music, having belonged to bands that ranked high in that line of music. Their experience has been a material aid in the up-building of the Mueller band.

does not register small streams, and finally it renders the meter and water department unpopular, to the annoyance and disgust of the consumer and the water department employee. A good meter at a low price is, of course, to be preferred to the same or equally as good meter at a high price, but a poor meter at \$5 is a much poorer bargain for a city or company than is a high-grade meter at \$8 or \$10."

Setting Meters

We are not much concerned with the setting of meters, but under this head, Mr. Bemis has one paragraph of interest. He says:

"Meters should be screwed into place, with proper couplings, and not soldered, as in New York City. It is important to set them in such a way that they can be easily and cheaply detached for purposes of testing and repair."

Testing Meters

This is of more importance and should be read carefully. Mr. Bemis says:

"In a very few water works are meters tested with sufficient frequency. They are

like clocks. They will stand a good deal of abuse, but sooner or later, with rare exceptions, will run slow. If a large meter yielding usually a bill, say, of \$500 a year, is allowed to run 10 per cent slow for twelve months, it will mean a loss to the water department or company of \$50, while the cost of testing the meter should not exceed \$2, when proper valves and tees have been installed to permit of testing the meter in place.

"Small meters, 1-in. and less in size, can be readily taken to the shop and tested, and, if necessary, cleaned out and slight repairs made at the water works shop for trifling expense. Whether to make large repairs at the water works shop or to send the meters back to the manufacturers will naturally be decided according to local conditions.

Every 3-in., 4-in. and 6-in. meter should be tested at least twice a year; every 1-in., $1\frac{1}{2}$ -in. and 2-in. meter every year, and every $\frac{1}{2}$ -in. and $\frac{3}{4}$ -in. size every six years. In addition to this, it is hardly necessary to say that every meter found out of order should be at once taken out and tested to

discover under what conditions it will register and within what percentage of accuracy. After this is recorded, it should be repaired and tested again before being put back into service. Where an unusual amount of water is passing through any size of meter it should be tested oftener than suggested above.

The $\frac{5}{8}$ -in. and the $\frac{3}{4}$ -in. meters taken out for testing should register at least 50 per cent on a $\frac{1}{2}$ -in. stream and 90 per cent on a $\frac{1}{4}$ -in. before being replaced. The 1-in., $1\frac{1}{2}$ -in. and 2-in. meters should register at least 80 per cent on a $\frac{1}{4}$ -in. stream and 95 per cent on a $\frac{1}{8}$ -in. stream, the 3-in. 80 per cent on a $\frac{1}{8}$ -in. stream and 90 per cent on a $\frac{1}{4}$ -in. stream and larger sizes should register at least 70 per cent on a $\frac{1}{4}$ -in. stream, and 90 per cent on a $\frac{1}{2}$ -in. stream. These should be considered minimum requirements. Better registration from the larger meters should be sought.

A reduction of 5 or 10 per cent in the accuracy of a large meter is of vital importance to a water department. Its revenues come much more from large meters than from small ones, and it is of the highest importance to keep the former always as fully as possible up to the same accuracy as was required when they were purchased. The writer knows of a city that recently took out at random about 200 meters over 1-in. in size, and found that the department was losing on an average \$44 a year per meter from their lack of accuracy, even after making allowance for the few that were over-registering. It is easy to realize that a year or two of such losses will eat up the entire cost of the meter.

Small meters, of 1-in. and less in size, must not be neglected. In an examination of several hundred such meters, taken out at random in New York City, in 1910, which had not been tested since they were installed, the writer found an average under-registration of over \$4 per meter per year; that is, the percentage of under-registration, when applied to the previous year's bills meant that amount of loss to the department."

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BATH ROOM SUPPLIES

In Bulletin SO-85 of September 30, you were given a list of bath room supplies then on hand, and requested to push their sale, because of our decision not to show the same in the new catalog.

We now advise you that the bath seats D-25821 have all been sold, and we are anxious for you to push the remainder of the supplies. We want to clean up on them as speedily as possible.

REGULATOR CATALOGUE

The New Book More Complete Than Old One

Just coming from the press is a new catalog devoted to regulators, giving full descriptions of the uses of the various makes, together with list prices, etc. It is much more complete in its scope than the previous regulator catalog.

We wish that you would particularly notice the lower price, which we make on strainers in order to get customers to use them with regulators.

You will observe that in most instances we refuse to guarantee the successful operation of a regulator unless a strainer is used in connection therewith. The fact that any small particle of grit or scale lodging under the diaphragm of the regulator would disable it for effective service, makes the use of strainers an imperative necessity, and they should be talked in connection with all sales of regulators.

**GIVE US THE NAMES**

Sometime ago we called attention to the fact that you should specify the name of the building, owner or architect in ordering goods for the same, in order that we may keep track of these and to keep our correspondence in serviceable shape.

We note that we are frequently receiving orders for self-closing work on which nothing is said as to the building it is to go into, the owner of the same or the name of the architect.

We wish in the future that you would give this matter your attention, and see that we have some of the information asked for for the reason stated above. It is only the work of a moment for you to jot it down on the order and it is of much importance to us.

**GLAUBER'S CATALOG**

Your attention is called to the fact that Glauber's Catalog F will go to the trade early this month.

SELF-CLOSING WORK

Following are a few of the more important orders for self-closing work during the past few weeks:

On March 10th we got an order for 1,000 Extra Self-Closing Basin Cocks, D-11901, for the Heisen Building, corner Dearborn and Harrison Streets, Chicago. This order came through the Continental Radiator & Foundry Company, of St. Louis.

On March 7th we shipped 108 D-11901 Indexed and 12 D-11703 to Wm. Kelly & Co., Grand Island, Neb.

We have received an order for 50 pairs D-11902 Extra Self-Closing Basin Cocks for the Charles Hotel, Mason City, Iowa.

On March 7th we shipped 210 D-11901 Extra Self-Closing Basin Cocks to Messrs. Barr & Anderson, Vancouver, B. C.

March 25th we received an order for 72 D-12901 Colonial Six-Arm Handle Self-Closing Basin Cocks.

**NO QUESTIONS ASKED**

In the February issue you were advised that a "Question Box" column would be established, and you were invited to make queries through the same. No one has said a word, yet.

There certainly must be something you want to know about.

We wish you would think up something upon which you want information concerning the goods or business.

One query will call forth others and eventually we will all be benefited by the information brought forth.

We feel quite confident if this question box is once fairly established it will grow into an invaluable source of profitable information.



The qualities of a successful salesman are thus classified by Hugh Chalmers: First, health; second, honesty; third, ability; fourth, intuition; fifth, enthusiasm; sixth, knowledge of the business; seventh, tact; eighth, sincerity; ninth, industry; tenth, fairness.

MISSING A CHANCE

Water Works May be Made Customers for Self-Closing Work

We believe that we are overlooking an opportunity to make sales of self-closing work when we fail to pay attention to the possibility of orders from water works companies.

On the 17th inst. we received a telegraphic order from the Sewerage and Water Board of New Orleans for 300 $\frac{5}{8}$ inch, D-12002 finished. We had 285 of these bibbs in stock but also had some nickel-plated bibbs and shipped 15 nickel-plated bibbs and the balance finished. The order went out at once.

It was this order that caused us to think that the salesmen are not giving this particular field the attention it deserves. Several years ago at the suggestion of Mr. Adolph, we got out a card on self-closing work and it went to water works companies. It called attention to the quality of our goods to companies who frequently had complaints from customers alleging that their water bills were too high. We learned from these that superintendents are always glad to recommend a means of economizing for the consumer, and were greatly surprised at the amount of business that we received on the strength of these cards. These orders consisted of all the way from a few self-closing basin cocks to a number of dozens, and in the correspondence concerning these orders many superintendents expressed themselves as desiring something that they could recommend to the consumers.

If you have not thought of calling on water works superintendents for orders on self-closing work, we suggest that you do not let an opportunity slip to talk the goods to them, and if possible, secure orders. In this connection we give you a list of repair parts of our self-closing work:

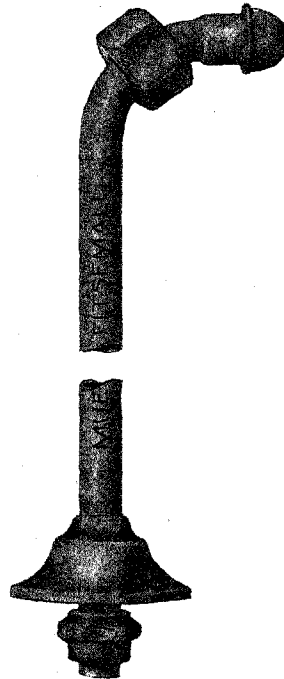
- Adjustable Nut.
- Set Screw for Adjustable Nut.

- Washer for Adjustable Nut.
- Stem.
- Roller Bearing.
- Locking Washer.
- Packing.
- Packing Ring.
- Tension Screw.
- Cap.
- Spring.
- Seat Washer.
- Seat Washer Screw.



NEW FITS-EM-ALL

We are showing herewith a picture of our new Fits-em-all Supply Pipe, which was explained to you at the last meeting of the salesmen.



Preparations are being made for the manufacture of this pipe but it will be some months before we are ready to fill orders.

In the meantime we will continue to manufacture the old pipe and as we have stated elsewhere you are at liberty to take orders for same because all objections in the way of litigations have been removed.

BELATED ANSWER

Comes to Advertisement Printed Two Years Ago

We had a little instance a few days ago of what advertising does.

Two years ago, 1909, we made a little advertising campaign on our check valve, using the American Thresherman and Threshermen's Review. We appealed to the consumer, and through those advertisements secured quite a number of orders.

Recently, we had an inquiry from Booneville, Indiana, the customer stating that he had seen our advertisement in the American Thresherman.

It shows that advertisements work long after you have forgotten them.

Until we got this inquiry, however, we would not have believed that it took two years for a thing to soak through the head of one of Dave Rowley's fellow citizens.



FALLING DOWN

Our Sales of Fuller Work Are Not What They Should Be

We are falling down on our sales of Fuller work. We can't understand why we should. If we were supplying a slip-shod article, such as frequently passes under the name of Fuller work, we would not have to hunt for a reason. It would be apparent to all.

But we are not supplying that kind. Our Fuller work is exceptionally well made. We all know that. But does the plumber know it? If he does not, it is up to us to make him know it. As Hugh Chalmers says, we must make him feel about it as we do. We must make him understand that it is unfair to charge against Mueller Fuller work the short-comings and inefficiency of the "cheap skate" Fuller work.

Fuller work is all right if it's made right. The principle is good. It has proved itself in Mueller goods. If Fuller work is bad the fault does not lie in the principle; it lies with the manufacturer who purposely cheapens

the product to secure sales, rather than produce an article which will yield honest and satisfactory service.

The right kind of Fuller work—Mueller Fuller work—is as good or better than quick-pressure work. The latter is yet an experiment. It may prove an excellent article, but it yet lacks the test of time which Fuller work has had, and until it has proved its endurance in actual service, no one can successfully maintain that it is superior to a high grade article of Fuller work, such as we make.

During the month of April we are going to advertise our Fuller work extensively in the plumbing papers, and we want you to join in the campaign and push it.



THE OUTLOOK

Dun's Review of March 27 Outlines Business Conditions as Follows

Although reports from the leading trades and different sections vary considerably, and statistical comparisons do not show uniform gains, yet conditions on the whole continue to indicate a moderate advance. It is noticeable that retail trade is generally more satisfactory and many of the important centers make quite optimistic statements concerning the outlook. The remarkable change in the foreign commerce situation by which in eight months a balance of trade has been created in the United States of \$418,000,000 as compared with \$188,000,000 a year ago; the enormous totals of American credits obtained in Europe by reason of this large balance and the heavy sales abroad of our securities; the substantial reduction in the cost of living by reason of the decline in price of articles of necessity—these are important gains which must sooner or later work for business improvement, especially if supplemented by ample crops. Crop conditions are certainly better than they were a year ago, in spite of dry weather in the northwest. Building operations in most cities outside of New York are larger.