

The Mueller Record

Vol. III

APRIL 19, 1913

No. 35

THIRD EDITION CATALOG D.

All the preliminary arrangements for the printing of the Third Edition Catalog D, have been completed.

It will require 26230 pounds of paper to do this work. The paper will be of a better grade than that used in the Second Edition.

The W. B. Conkey Co., of Hammond, Ind., will do the printing and assure us of delivery by the time named, June 1st.

Five thousand of these books will go to Canada with the slogan, "Made in Canada" on the cover, and 15,000 will be for use in the States.



THE MARCH CONTEST.

The Eastern Salesmen Make Decidedly Best Showing.

The March contest was very successful. The prize winners were as follows:

Regulators—C. T. Ford, number sold, 80.
Repair Lids—G. A. Caldwell: number sold, 175.

Dry Tappers—T. F. Leary: number sold, 4.

Bath Cocks alone—C. T. Ford: number sold, 157.

Bath Cocks with Supplies—C. T. Ford: number sold, 92.

Bath Cocks with Supplies and Waste and Overflows—E. B. Cameron: number sold, 195.

The following table shows the sales of each man in detail. It will be noted that the eastern men were easily the leaders in this contest. They must have hustled, while the men in the Decatur territory did not hustle hard enough. These contests are going to grow in interest and results, and they ought to grow in rivalry. The east and the west should take a personal pride in making the biggest and best showing each month. The western contingent

certainly should not again permit practically all the prize money to go into the eastern territory, and the eastern men ought not to allow one man to grab off a majority of the prizes.

SALESMAN	Regulators	Repair Lids	Dry Tappers	Bath Cocks Alone	With Supplies	With S. & W & Overflow
D. J. Mueller....	0	0	0	0	0	15
E. B. Cameron...	2	66	0	19	60	195
H. F. Clark.....	0	0	1	0	6	50
P. W. Scribner..	2	18	2	0	10	0
W. B. Ford.....	0	0	1	99	48	103
E. G. Ince.....	24	12	1	0	31	14
H. G. Miller.....	2	20	0	0	0	27
E. E. Pedlow.....	4	0	0	0	7	58
J. H. McCormick	2	24	0	0	48	6
C. H. DuBois....	0	0	0	2	3	17
D. E. Rowley....	6	12	0	0	0	0
T. E. Beck.....	3	48	0	4	25	54
H. J. Harte.....	73	24	1	65	25	3
E. S. Stebbins...	7	163	0	1	6	30
F. L. Hays.....	0	137	0	6	13	6
M. T. Whitney..	14	0	0	0	0	0
R. M. O'Rourke	0	0	0	1	8	0
L. M. Cash.....	0	30	0	0	39	41
S. Thornton.....	0	92	0	0	5	67
James Smith....	0	0	0	0	0	0
L. A. Bland.....	8	128	0	0	1	2
W. C. Heinrichs	34	0	0	0	3	0
T. F. Leary.....	4	0	4	0	1	0
W. L. Jett.....	0	0	1	0	0	97
C. J. G. Haas....	7	37	0	1	0	31
G. A. Caldwell..	6	175	1	155	18	16
W. N. Fairfield	4	0	1	21	2	0
R. M. Hastings..	9	0	0	55	46	25
R. H. Powers....	1	36	0	52	10	0
W. F. Hennessy	3	0	1	0	0	0
N. E. Stippell...	6	0	0	55	38	52
W. F. McCarthy	2	6	1	110	0	2
C. T. Ford.....	80	87	1	157	92	75
C. J. Tranter....	0	37	0	0	4	0
Total	303	1152	16	803	549	986

We look for the April contest to exceed the one just closed and we look for all salesmen to make an extra effort.

Go after the business, get the orders and get part of the prize money.



MARCH QUOTA.

The quota standing of the Decatur Salesmen for March is as follows:

- 1st—W. B. Ford.
- 2nd—W. L. Jett.
- 3rd—James Smith.

GOVERNMENT BUSINESS.

All salesmen should be on the alert to secure government business. It is good business and we would like to have lots of it. It means more than merely making a sale. It is a splendid means of bringing our goods into public notice. Government buildings are always a center of interest to the public and attract visitors who generally look these buildings over critically. In addition the public is generally aware of the fact that the government selects goods with extreme caution, and the adoption of any line of goods is therefore equivalent to an endorsement of that line. These facts give the public confidence in the goods.

We are advised by Charles Ford that the government requires all bidders to specify three lines of goods when submitting proposals and the government then makes its selection.

Mr. Ford is also of the opinion that the Mueller Regulator will be specified whenever it is thus brought to the attention. Mr. Ford is certain that every school in Washington has Mueller Regulators and many of them have our regulator on each floor.

All salesmen should make it a point to press our goods for attention of government contractors and government officials.

**FRIENDS WE MIGHT HELP.**

F. W. Bohle, 2617 Palm Street, St. Louis, a plumber, is anxious to locate in some new water works town in Missouri. Mr. Bohle has been carrying on a small plumbing business in St. Louis and has been a user of our goods, and has always been loyal to us. If any of the salesmen know of a good opening they should advise us.

G. H. Babcock, Supt. of the East Rochester Water & Sewer Dept., East Rochester, N. Y., was not reappointed to the position for the coming year, and is therefore open to a new engagement. Mr. Babcock is a staunch friend of Mueller Goods, as well as to all our salesmen in the eastern territory. If you hear of an opening let us know about it.

HURRY UP ORDER.

On March 17th, at 4:30 p. m., we received a telegraph order from the New York house which called for 224 of ½" D-8148 N. P. with D-9094 indexed handles.

Owing to the necessity of the Upkeep Stock Dept. having to make a record of the order it did not reach the factory until the morning of the 18th.

The order was completed on the morning of the 22nd and ready for shipment that afternoon. It went forward by express at once.

This was good work. It was necessary to cast the bodies of these bath bibbs.

We cite this as a sample of what the office and factory is doing in the way of giving service. We are constantly making a strong effort to give better service to our trade. It is a most important factor in getting and retaining customers. We hope to some day be in a position to handle a majority of orders this way. We know that it counts big because we like it ourselves, when we place an order.

A house that supplies us with first class goods and does it quickly wins our friendship.

**WEDDING.**

The marriage of W. N. Fairfield and Miss Ruby Ethel Stagg was celebrated Saturday, April 30th, at Springfield, Mass. The couple will be at home at 242 Fort Pleasant Ave., after May 15th.

The '49 Club sent a wedding present of \$50.00.

Checks for \$50 have also been sent to C. J. G. Haas and W. L. Jett, who were married during the past few months. Unless salesmen prefer to send their personal checks, their share of the assessment will be deducted from their April salary.

**PANAMA EXPOSITION.**

The time is approaching when arrangements will be made by various states for their buildings at the Panama Exposition. Salesmen should make it a point when in State capitals to call on State architects.

SARNIA NEWS

The Sarnia reporter gives a statement of the progress of the work on the buildings there as follows:

The Trussed Concrete Steel Co. have a man on the job erecting the operating sash in the Finishing, Foundry and Power buildings. The Cyclone Blow Pipe Co. are making rapid progress on the dust collecting system, a good part of which has already been installed. Good progress is being made in placing the machinery, erecting shafting, hangers, etc. The erection man from the engine company was practically through his work on the 12th inst. and the engine and generator were to have been set that night. The one thing now holding up the company is the installation of the power plant piping and electrical apparatus.

In the stock building some tools are being made; also steel factory furniture and tote boxes. Four tool makers are employed. The company is now in a position to do the finishing work on service boxes in this building. The Receiving Department is temporarily located in this building and work of getting this department in active operation is progressing very satisfactorily.

In the Finishing building, hangers and shafting are being erected and lined up and the pulleys and belting have been purchased. The polishing, buffing and finishing machinery has been placed and the dust collecting system has been practically installed. The partitions on mezzanine floor for toilet and locker rooms are being erected and plastering is all that remains to complete the job. The concrete tank for the nickel plating has been placed. Angle irons for the office partition on the west end of this building are up, together with the strips and part of the hy-rib. Plumbers are held up on account of non-receipt of some brass fittings for the toilets. Electric motors for all buildings have been received, but have not yet been hung.

Foundry Building. The grinding machinery has been placed and hangers and shafting erected and lined up. Swartz furnace is in place and also the coke furnace, and the company has on hand foundry flasks, core ovens, and a carload of moulding sand. Hy-rib has been put in on the mezzanine floor for toilet and locker rooms and the wash-up sink has been placed. In the power house the engine and generator were finally completed on the day the report was made, April 12th, the hy-rib partition for toilet in place, and the boilers erected and tested. The feed water heater and pumps have been installed, but the gas burners under boilers have not yet been placed. In the tunnel the electricians are now installing the electric wire.



PROGRESS AT SARNIA.

The engine and generator for the Sarnia plant, according to advices of the 21st, had been shipped, and doubtless have been received before this. Work of getting in shape for manufacturing goods will be greatly expedited.

There are four tool makers at work in the plant, a gas engine having been temporarily installed, while two other men are engaged in making steel furniture for the building.

Three Sarnia plumbing firms are now making installations in the various buildings.

The company expects to be in a position to make brass castings within the next four weeks.

The Sarnia factory is at last in operation in a small way. The first bulletin has been issued notifying the salesmen that service boxes are being made and can be furnished from that point. As rapidly as

possible other lines of goods will be taken up.

Salesmen traveling in Canada should now push the service boxes "Made in Canada" and call attention to the fact that they can quote better prices than heretofore on the same goods.

Canadian customers will be saved the annoyance of clearing United States made goods and the additional expense of brokers' fees.

These service boxes are the initial product of the Canadian factory and there never was a better time to begin building up a demand for them. You will build from the ground up. Be sure and make the foundation good and strong.



ACQUIRING INFORMATION.

The Mueller pioneers in Sarnia are learning something about the country and its atmospheric vagaries.

On March 21st they experienced a severe wind storm and openly confess that it was the worst they have ever experienced. The storm occasioned some damage to the buildings, especially the power house and foundry where from 100 to 150 panes of

glass were blown out. A portion of the wall of the foundry building was blown down, but this was probably the result of some poor brick work. Eight men were detailed to hold the swinging sash in place and at each gust of wind they were pushed back 6 to 8 inches.

The statistician of the pioneers figures a 60-mile per hour gale, exerting a pressure of 14.4 pounds per square foot or equivalent to 8000 pounds on the sash.

Shipping in the river suffered more or less, as did property all over the city, the electric light plant being temporarily put out of business.



MORE SARNIA EXCITEMENT.

On the evening of March 21st a stray bullet wandered into the office of the Sarnia plant, crashing through a window, missing one of the boys by a few inches, and flattened out against the opposite wall.

An investigation showed that the shot was fired by a couple of careless marksmen up the river. They denied the shot, but they had a rifle which carried a bullet the size of the one entering the office.

NEW YORK NEWS

NEW YORK ORDERS.

From Whetstone & Co. of Philadelphia, order for 9 No. 14 Machines complete, with Standard Equipment: 24 1¼"-D R. & T.; 6 1¼" and 4 2" Same, this material to be used in constructing a gas company's plant for the Public Service Construction Co., at San Juan, Porto Rico.

Through Mr. Hennessy for the Passaic Water Works:—1800 D-6704; 418 D-25353; 370 D-25402; 2860 D-3009; 1680 D-6316; 880 D-6703.

Through R. M. Hastings for the National Plumbing Supply Co., Toronto, Ont. —24 D-11901 Basin Cocks; 12 ½" N. P. D-11702; 100 ½" Rgh. D-8617 Gas Cocks.

From the Canadian Pipe & Steel Co., of Toronto, through R. M. Hastings—72 D-11902; 72 D-11901; 24 D-9461; 35 D-8677.

these being ¼" Rgh. with D-9085 handle: 4 1¼" D-13002; 2 1½" D-13002; 2 2" D-13002.

From the Consumer's Gas Co., Toronto, Canada, 100 D-11901 Self-closing Basin Cocks.

From Moller & Kline, of New York City, through W. F. Hennessy, 71 of D-11905 Basin Cocks for the Babbitt Building of that city. There will be over 100 of these Basin Cocks in this building.

From the Pearson Construction Co., of New York City, through W. F. Hennessy—1000 of ¾" D-15631 and 1000 of 1" D-15631. Also 2000 D-15897. These goods are to be shipped to Brazil.

From M. J. Lippincott of Hornell, N. Y. for 80 D-11902 Self-closing Basin Cocks, indexed hot and cold, to be installed in the Hotel Sherwood of that city.

From E. S. Mobley & Bros., of Frederick, Md., through C. T. Ford, for 60 D-11902, Self-closing Basin Cocks, to be installed in the Washington St. School.

From E. F. Butler & Co., of Boston, for 66 D-11902 Self-closing Basin Cocks.

From Farley Plbg. Co., of Danville, Va., for 60 D-11901 with D-25012 Supplies.

From Enrique Alio & Co., of Havana, Cuba, two carloads of soil pipe and fittings. This makes about 10 carloads of this material sold thus far this year by the New York office.

From E. H. Frederick Co., of Holyoke, Mass., through W. N. Fairfield, 91 D-12902 Hot and 97 12903 Cold. These goods will be installed in the new Stearns Building at Springfield, Mass. S. M. Green of Springfield, architect; and Frank L. Dunlap, the owner of the building.

From Smith Courtney Co. of Richmond, Va.—1500 of $\frac{3}{4}$ " D-15051; 300 of 1" 15051; 1500 of $\frac{3}{4}$ " D-15017; 500 of $\frac{1}{2}$ " D-15017; 300 of $\frac{3}{8}$ " D-15017.

From the Bronx Gas & Elec. Co., through W. F. Hennessy, 500 of $\frac{1}{2}$ " 15014; 500 $\frac{3}{4}$ " D-15014; 1000 $\frac{3}{4}$ "x $\frac{1}{2}$ " D-15021 and 100 2" D-15014.



NEW BOOKLETS.

Some new booklets will shortly be issued.

One of these will cover the service boxes and the other will be a reprint of the Regulator catalogue. The latter will be 28 instead of 24 pages, including the new gas regulator 13225, the Air Releasing valve and other new goods.

There will be some slight changes in prices and corrections made in some of the matter which appears in the No. 4 Regulator catalogue.



NEW ADDRESS.

E. S. Stebbins has discontinued his post-office box and his address will now be 616 South 27th Street, Omaha, Neb.



Make the most of your opportunities, but be careful whom you consider your opportunity.

WHAT IT COSTS.

By Marc N. Goodnow.

The place of the time clock in an industry employing 10,000 men was illustrated in a striking manner by the superintendent when a party of five men who had been late in punching their time, walked into his office to object to being docked for half an hour. The loss of even a few minutes was regarded in this plant as half an hour, in making out pay checks.

The superintendent explained to the men that the rule was in effect not to catch them, but to get the men who cared for no law, who were careless about the observance of rules.

"For example," said he, "the average wage in this plant is, let us say, \$2 a day. On the basis of ten hours' work each man's time is worth to the company 20 cents an hour, 5 cents for each fifteen minutes. Now, suppose each of our 10,000 men loses half an hour because there are no time clocks and no rules. What is the result?—10,000 half hours at 10 cents apiece, or \$1,000. Suppose it kept up for only thirty days in the year, what would be our loss? Just \$30,000, wouldn't it?

"Suppose it was half an hour loss every day for 310 working days? Just \$310,000, or the interest at 5 per cent on over \$6,000,000. See how much money this company would have to keep lying idle in order to meet that simple little half hour loss?"

The men looked at each other significantly, then turned their eyes upon their chief once more.

"You're right, boss," said the spokesman, "we never thought about it in that light before. We ain't goin' to kick no more."



REQUISITION.

Salesmen are again requested to use caution in making requisitions for catalogues to be sent to the same people a second time. This frequently happens. In some cases the second requisition comes within a week or ten days.

If there is any reason why a second catalogue should be sent, please advise us of the fact, and we will then know that you are not doubling on your order.

Poise As a Factor in Salesmanship

In Advertising and Selling for March, Thomas D. Goodwin writes on "Poise As a Factor In Salesmanship." His analysis is good. All our salesmen should read this article and think about it. Mr. Goodwin says:

Poise is not merely self-assurance. This assertion does not define—it warns.

In this period of latter-day phenomena, when there are so many formulae for forced growth, when evolution is not fast enough, when the law of average is often ignored, when artificers try to over-improve, nervousness is often substituted for, and mistaken for, strength.

To work solely with one's wits is perhaps better than not working at all; to work with one's intelligence is to work sanely. Sunlight is not so spectacular as flashlight, but it takes a better photograph.

All of which is to say that in the selling of anything one or two transmitted human qualities are worth more than all the ready-to-take prescriptions in the commercial medicine book.

One of them is poise.

Let it sink in.

Poise.

The word "practical" is one that has been not only abused, but, figuratively speaking, mutilated. It has been snatched out of its most honorable and proper abode, and put into the factory of "do-it-quick." It has sometimes come to mean merely the art of dollar-breeding. But if it is to be successfully adapted it must be supported by some principles that are as eternal as matter.

The thing that's called enthusiasm is wonderful when it is harnessed and curbed. Unchecked, it is a brother to fussiness and a cousin to frenzy. Often it exists entirely through ignorance, and only experience may teach the childishness and shame of it.

If you want examples, attend a World's

Series. The fellow who tears open his collar, puts his foot through your hat and hangs on your neck, all over a double play, is an ultra enthusiast. He's a friend of the chap who stood in line all night for a seat, and a day afterward complained of two hours' consecutive work on the adding machine. And I'm a pretty good fan, too.

Now, my business is to help sell the output of a factory, and in a line of business which has suffered a good deal from demoralizing conditions. I sell to men who know their business well—some of them very well, indeed. With some of these buyers price is the great factor; with others it is not so great. Some business we get; some we don't get; some we don't want. But we do our share, and a good deal of it under apparently adverse conditions. I make this statement and bring myself into this only because I wish to explain that I consider my work, as briefly outlined above, represents in a fair way the position of the average man who is employed to sell merchandise for a representative house. And only as such do I submit my observations.

For two years it was my fortunate lot to have my wife with me constantly "on the road." During the greater part of that time I carried "on the side" a gingham apparel line, made by a factory which I had reorganized, and whose merchandise I desired to introduce to the larger stores of the northwest and middle west. The line was entirely alien to my own regular business, but I absorbed to some extent the details of manufacture and fabric, and then analyzed the market conditions much as I would dissect them over a given territory for any particular line.

After covering all this fairly well I conceived the idea of my wife assisting me on this side line, and took up a few days going over technical details and trade conditions with her, and again dissecting the line to

discover for her whatever excellence it might enjoy. Then I closed the instruction entirely by giving her a short talk on what I considered the best selling arguments and general methods.

Now, a salient point I want to make is that nothing whatever was said about "manner of presentation" and "how to do it."

Writing impersonally. I had often noticed in Mrs. Goodwin a characteristic which had at times excited both my interest and admiration. To use a provincialism, I think I had never seen her "flustered." This is mentioned only as affecting what follows.

Let me be brief. Her first presentation of the line was in a city of about 500,000; the second in one of about 300,000. An average good introductory sale would have been \$100 to \$300. Her first sale was between \$700 and \$800; the second not far behind. From that time forward through an extensive trip she handled the line, almost entirely alone, with like success.

Now, here was a person with very little technical information; absolutely without business education, so called; even without previous knowledge of customary business forms; lacking not only selling experience, but general business experience; a person whose contact with other persons heretofore had been social contact only; a person domestic and home-loving to an unusual degree. Yet that person, unconsciously, possessed some quality that dictated just the right thing to do and say.

I was curious, so on two different occasions I arranged to watch her present the line.

The problem solved itself: she possessed the quality of poise.

Her sales talk was easy and pleasant. It explained very little; it exploited technicalities and processes not at all. It argued not. It simply stated facts, pictured possibilities in a consumer whom she understood, dwelt a little on profits, a little more on excellence, a little more on the uncovered field. Yet I am satisfied that the one influence that really compelled the average buyer to want the merchandise was, in nine cases out of ten, the quiet reserve force that carried with it the impression of ease and power and a reason why.

The salesman who has lived the life understandingly will know what I mean.

I call it poise.

It pays to keep in mind one little thing that hasn't been improved on for centuries, and never will be. When you want to be able to do a thing well, you have got to have balance. That is, your brain must be set up well. You must be able to get facts—the essentials, not sophistries. You must see these facts in proper perspective. You must be able to impress them.

When you close that next hard contract, don't congratulate yourself so much on your "smartness." Perhaps it wasn't that at all. Perhaps it was because the little old fellow who placed the order saw in your work and in your presentation that indefinable something that has many ingredients, among them knowledge, modesty, even temper, reserve, cleanness of detail, decision at the proper time, an atmosphere of absolute self-control, and a reason. And don't forget that all these must have grown out of the way you have lived and thought and perceived.

The way you should combine these doesn't much concern us. It will, however, depend about as much upon what kind of a mother you had, as upon your sales manager.

The purchasing agent won't realize all this, and perhaps you won't.

His definition, if any, would be, "A mighty nice fellow."

Yours might be, "A thoroughbred."
A better one, I think, is "poise."



RAPIDAC DISCOUNT SHEET.

Salesmen are advised that we now have the Rapidac Discount Sheet in the hands of the printers and will soon have same ready for distribution.



CANCELLATION.

Please cancel that part of Bulletin SO-87 pertaining to red fibre washers, and make it read, "prices on application for the present."

SLEEVES AND VALVES

Sleeves and Valves are carried in stock in the following sizes:

- 2 2-in. valves to open to right.
- 2 2-in. valves to open to left.
- 3 4-in. valves to open to right.
- 3 4-in. valves to open to left.
- 1 6-in. valve to open to right.
- 3 6-in. valves to open to left.
- 1 8-in. valve to open to right.
- 1 8-in. valve to open to left.
- 1 4x2 sleeve.
- 4 4x4 sleeves.
- 6 6x4 sleeves.
- 6 6x6 sleeves.
- 3 8x4 sleeves.
- 2 8x6 sleeves.
- 1 10x4 sleeve.
- 1 10x6 sleeve.
- 1 10x8 sleeve.
- 1 12x4 sleeve.
- 2 12x6 sleeves.
- 1 12x8 sleeve.
- 1 16x6 sleeve.

**DECATUR ORDERS.**

From the City of Milwaukee, through James Smith, an order for 1800 of $\frac{5}{8}$ " Corporation Cocks and 200 of $\frac{3}{4}$ " Corporation Cocks.

From the U. S. Water & Steam Supply company, through L. A. Bland, 72 of D-11902 which will be installed in the general offices of Swift & Co., at Kansas City, Mo.

From W. C. Heinrichs for 290 D-11902, to be installed in the Canada Bank Building at Saskatoon, by Messrs. Thompson & Homer.

**NORTH CAROLINA CONVENTION.**

Mr. Adolph has been absent from the office for several days, attending the annual convention of the Master Plumbers at Greensboro, N. C.

During the early months of this year he has attended a number of these conventions and has delivered addresses.

The result of this policy which was inaugurated last year, has undoubtedly had a decidedly good influence in winning us friends and customers.

JOHN RUSKIN ON QUALITY.

At the last meeting of the salesmen, a number of trite sayings were hung about the room. Among these was one by John Ruskin. The more we study this, the more it impresses us. We feel that every salesman should know it. In four sentences Ruskin has given a description which fits Mueller goods very aptly. It is as follows:

"All works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest. They are attended by much less profit to the artist than those things which everybody calls cheap. Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense."

That one paragraph of Ruskin's tells the story of quality goods, and it is told by a man whom the world recognizes as an authority.

John Ruskin was born February 8, 1810, and died on January 20, 1900. Of all men who have dominated the art world of Britain during the 19th Century, Ruskin was, beyond all question, the greatest, and by universal admission, the most individual, and at the same time the most interesting.

**WELL WARRANTED.**

A gentleman in Europe engaged a courier. Arriving at an inn in Austria, the traveler asked his servant to enter his name in accordance with the police regulations of that country. The man replied that he had already anticipated the order. "But how did you write my name?" asked the master. "I can't exactly pronounce it; but I copied it carefully from your portmanteau, sir." "But it is not there," was the reply. "Bring me the book." The register was brought, and revealed, instead of a very plain English name of two syllables, the following portentous entry: "Monsieur Warranted Solid Leather."

**BACK HOME.**

F. B. Mueller has returned home from an extended trip to the Pacific Coast and southwest.