

# The Mueller Record

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## TRICKS OF TRICKY SALESMEN

### Some Unfair Competition Recently Brought to Our Notice.

Some of our competitors, needless to say who, you can all make a reasonably accurate guess, are guilty of deceitful practices, which cost us business while at the same time gets a higher price from the plumber on goods which are not to be compared to ours. We are calling your attention to one case recently reported to us. Please make a note of it and be on the lookout for a similar occurrence in your territory.

Just the other day one of Mueller's salesmen called on a plumber whom we have tried to, and should be furnishing goods. The argument, both quality and price, is in our favor. However, we found that he was completely covered up with goods which he bought at prices that seemed very good to him. It appears that he had bought some goods from this house but a dispute arose as to the price when settlement was made. A representative of the house called and arranged a settlement, giving the plumber a check for \$16.00 to square the dispute. And then he proceeded to do the plumber proper. He was given a "good price" with 50-10-5-5 on patent cap stop and waste cocks. Just what this salesman told the plumber we don't know, but he probably claimed that his discounts figured up 70% off. Anyhow, our salesman got his price and discounts and showed the plumber that he had been held up. Our goods at our discount figured 15c less on a 1/2 inch S. & W. Our competitor had prices on quick presson bibbs and basin cocks better than ours but on the whole order he worked the plumber for a \$50 overcharge compared to our prices and the goods are nothing like as good as ours. Paying this particular plumber \$16 to settle an old dispute was not so bad for this deceiving house, which promptly fooled the plumber into spending \$50 unnecessarily. When the

Mueller salesman showed the plumber how he had been fooled the plumber was, of course, indignant and said he would notify the company he bought from that the goods were awaiting their order as he had used but very few of them.

We are giving you this instance so that you may be on your guard and expose any similar trickery brought to your attention. We do not doubt that hundreds of plumbers are being thus deceived. Every plumber should figure the discounts himself but we don't believe they do it as a rule. They are not as a rule familiar with per cents and 50-10-5-5 doubtless sounds bigger than 65. If you can get a plumber's confidence and show him the difference you are going to make a friend of him, and if anyone has been fooling him on discounts he is not very apt to be deceived again.

Take it in the case of the plumber under discussion and assume that he bought S. & W. cocks in 100 lots. In that case our discount would have been 65-5 and 5 extra for hundred lots. At the price he bought, however, he paid about 22 1/2% more for ground key cocks than he would have had to pay for ours.

Fictitious lists and discounts and so forth are not square dealing. It is especially unfair to use these deceiving methods on a man who is not accurate and quick at figures, or who is not posted on discounts and discount combinations. There is a class of salesmen who employ these artifices to win an order. They are selling goods under false pretenses and nothing else. It is dishonest and unfair. We should, as a matter of principle, show up anyone who descends to disreputable practices of this character. We believe you will find numerous instances of this underhand method of doing business and, if you do, be sure and show it up. We want all the trade to know that we are not practicing any tricks to sell goods. We want them to know that our methods are fair and square and above-

board and we want them to know exactly the price of the goods after the discount has been figured. These are matters in which you should use extreme caution to avert any subsequent misunderstanding. Give the customer all the facts. Let the whole transaction be perfectly clear to him, and there will be less opportunity for kicks when settlement time comes. In fact, we don't want any opportunity for kicks. And we want to avert any misunderstanding at the time the sale is made. And don't neglect to expose any trickery on the part of competitors which is unfair to the customer and to our company. From the instances cited here, we know that trickery is being practiced, and we urge you to keep the matter in mind.

One of our older salesmen makes a good suggestion in this connection. You are advised to pay particular attention to the fact that our base is much lower than our competitors. When you come across a case of a competitor offering an extra 10 or 15%, get the base upon which the competitor is figuring. There is no doubt that in many cases they are using a higher base. Also pay particular attention to our prices on compression stops and slip joint stops. Continuing, the salesman says:

"I have had many talks with our competitors regarding getting business and remember one salesman telling me how he formerly put it over on plumbers back in New York. The plumber would ask the cost of a certain article and the salesman would give it at 70 cents. In making out the order he would put in the discount and probably the article would cost 90 or 95c. This salesman said they sometimes got caught at it but in 90% of the cases they got through with it because so few plumbers ever stop to figure net costs. I find this is done a great deal by our competitors, and as this salesman said, in many cases they get past with it."

Our salesman calls attention to other skin games. One of these is "leading an order." For instance, a plumber orders four dozen No. 0 Fullers. The tricky salesman says, "You want pairs don't you? The plumber unthinkingly replies "sure," and he gets four dozen pairs, whereas what he really wanted was four dozen cocks or two dozen pairs. While this is an old game,

these tricky salesmen get by with it sometimes but it frequently loses them a good customer.

There is still another trick that is used with success sometimes. It is applied to both plumbers and water works. The salesman makes up a "phoney" order for a plumber or superintendent in one town and then in the next town shows it to a prospect, saying: "I skinned Muellers," and so forth. This last trick may not be really dishonest but it is not fair competition. However, if it is shown up it will frequently "kill" the competitor for future business. The man on whom this trick has been worked will feel that he has been deceived. It is good practice for our salesmen to expose all these tricks if they run across any of them. The salesman who resorts to any of them is not to be trusted.

There is just one way to get and hold trade and that is to be absolutely square in selling goods and that is the way we want you to get business.



### COPPER REPORT

W. R. Gustin of the purchasing department has completed and filed with the firm a comprehensive report of copper production from 1905 to 1913, inclusive. That portion which refers to the year 1913 is herewith reproduced for the benefit of the salesmen:

World's production of copper, 1913, 2,215,360,000 lbs.

U. S. production of copper, 1913, 1,622,450,829 lbs.

We used copper during year 1913, 1,352,455 lbs.

We used from the world's production of copper during the year 1913, .06105% or in other words about .06 of 1%.

We used from the United States production of copper during the year 1913, .0833% or in other words .08 1-3 of 1%.

We used from the United States copper consumption during the year 1913, .1762% or in other words about .17 2-3 of 1%.



"Johnny," said the teacher, "write a sentence using the words 'horse sense'."

Johnny wrote: "One night pa forgot to lock the stable and he hasn't seen his horse sense."—Kansas City Star.

**BORROWING MONEY****Salesmen Must Not Make Loans from Customers.**

Several instances have been called to our attention lately wherein our salesmen have borrowed money from customers. We had assumed that all Mueller salesmen were aware of the fact that action of this character is directly opposed to our rules. We don't want you to borrow money from the trade. It's bad business. It does not make any difference if you do intend to repay the loan promptly, it is apt to put you in bad with the customer and it puts the company in bad. You can't go back and face the customer and ask him for business, if you have borrowed money on a previous trip and failed to return it promptly. If perchance the customer has felt called upon to write the company, it's going to hurt you and it's going to hurt business. You will always feel that the customer should not have taken the question up with the firm and the customer will feel that you should not have made it necessary for him to do this. It's bound to chill the good will which should exist between customer and salesman. No matter how well you may know a customer or how prompt and honest you may be in returning loans, it is not a good practice. Naturally, a customer will think that you, being a traveler, should provide yourself with sufficient funds to meet your daily expenses. We believe our policy is sufficiently liberal to enable you to do this, providing you exercise care. It is not our province to dictate the handling of your own funds, yet it has invariably been our experience that the best salesmen take care of their money and always have funds of their own upon which to fall back in an emergency. We should not like to be called upon to enforce rules governing this practice, but past experience has compelled us to make them very rigid, and we are calling attention of all salesmen to that fact.



"You may pay me \$100 down and \$25 a week," said the physician, off-hand. "Sounds as if I were buying an automobile," the patient said. "No," said the doctor, thoughtlessly, "I am."

**COMPLETE INFORMATION****Is Wanted from Salesman on All Regulator Orders.**

State on the order the kind of service, whether for cold water, hot water, steam, gas, air, and so forth.

State highest and lowest initial pressure. Required delivery pressure.

Do not forget to advise the customer of advisability of using a strainer. Tell him our regulator does not need the strainer any more or, indeed, as much as most other makes, nevertheless, we cannot unconditionally guarantee satisfactory service from any regulator unless a good strainer is used to protect the seat from obstruction and injury from scale, cuttings, grit and so forth.

Some of the salesmen have been following this advice and are getting good regulator business and the regulators are giving satisfactory service, but, unfortunately, other salesmen frequently fail to give full or correct information with their orders and the regulators which are shipped sometimes do not give as good service, or last as long as they would have done if we had known the conditions. Do not fail to get and give us full information in all cases where it can be had.

**MORE COMPLETE INFORMATION**

Salesmen frequently write in about price quotations being made on various articles by competitors and ask for price quotations. In many cases salesmen are too general. They don't give us the detail we ought to have. When giving us information on prices by competitors, give in specifically the article on which the price is made, together with discounts allowed and all conditions governing the sale. Other wise, we cannot make an intelligent comparison of our goods and prices with those of the competitor.

Also salesmen should advise if the quotation made on the article was a leader and if other goods make up an order. We should have the price on the article which is used as a leader and also on the other goods in the order.

### MUELLER SERVICE BOXES

#### Salesmen Are Urged to Push Business in This Line.

We have before us some figures showing the sales of Mueller Extension Service Boxes during the last three years. They are not bad yet they are not good, that is, not as good as they should be. They indicate an increase of about 5% per year. On the other hand we have sold Buffalo Boxes in enormous quantities. Our cost for this pattern of box with one company we do business runs into thousands of dollars each year.

We should encourage the use of Mueller Boxes in every city, and we feel the sale of Mueller Boxes can be greatly stimulated if our salesmen will devote more energy to their sale. It is said to be a hard proposition to get a customer away from Buffalo Boxes. This may be true. If it is, it means the salesman should work all the harder to accomplish this result.

The argument is all on our side. If a man persists in wanting Buffalo pattern boxes it is not because they are a better box. It is simply because he has been accustomed to using them. Custom is truly a hard master and frequently makes one blind to his own interests. The pointing out of this very fact should be an influence in changing the attitude of customers on Buffalo Boxes. If old customs did not change the world would not advance.

The Buffalo Box was a good box in its day. It's a good box of its kind yet. But it is not as good as the Mueller Box and will not yield the service. There are so many talking points to the Mueller Box, and so few to the Buffalo Box, that if properly presented must convince anyone of their superiority.

We want salesmen to familiarize themselves with these points and be prepared to use them in pushing the sale of Mueller Boxes because we want more business in that line.

A little personal investigation of conditions of Buffalo Service Boxes in towns where they are used would help clinch an argument. Personally, we have never known a town where they are used that many covers were not missing and the boxes filled up. To get at the curb cock

in a box of this kind means an expense in labor and time greatly exceeding the cost of any service box. Let's take a town where the use of these boxes is insisted upon in preference to Mueller boxes. Suppose in a walk about the town you locate a half dozen or a dozen uncovered and filled up boxes. Then, when you call on the company and explain the advantage of the Mueller Box with its extension feature and irremovable lid, always admitting easy access to the curb cock, and when you get the customary answer of "being satisfied with Buffalo Boxes," you could spring the result of your observations in your stroll about town and thereby open up a line of argument that no superintendent could offset. He will be forced into an admission of the truth of using an inferior box.

This and other lines of creative salesmanship should bring results. We want every salesman to get together the very best selling arguments on service boxes that he can contrive and help us to increase the sale of Mueller Boxes.



### AMERICAN BUILDING HEIGHTS

The maximum heights of buildings permitted by ordinance in some of the cities of the United States are:

	Feet
Baltimore .....	175
Boston .....	125
Charleston, S. C.....	125
Chicago .....	200
Cleveland, O.....	200
Erie, Pa. ....	200
Fort Wayne, Ind.....	200
Indianapolis, Ind.....	200
Los Angeles, Cal.....	150
Manchester, N. H.....	125
Milwaukee, Wis. ....	225
Newark, N. J.....	200
Portland, Ore.....	160
Providence, R. I.....	120
Salt Lake City.....	125
Scranton, Pa.....	125
Worcester, Mass.....	125



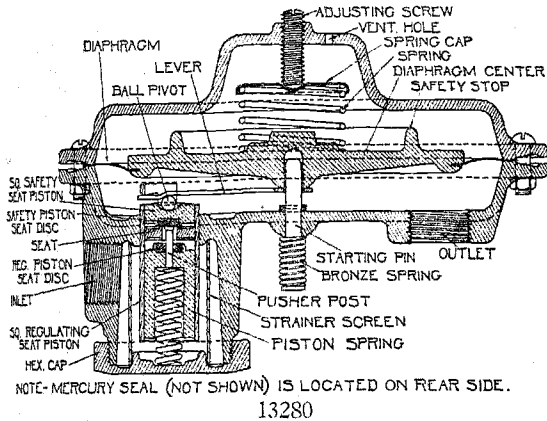
That employer gets most obedience who follows the rules he lays down for his employes.

NEW GAS REGULATORS

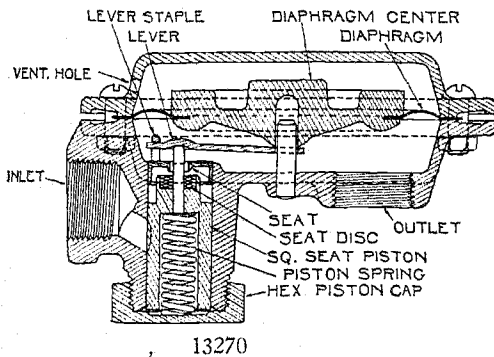
Facts and Talking Points of the 13270 and 13280.

In addition to the 13280 gas regulator on which our salesmen have recently received bulletins, we have also gotten out and tested a number of 3-4 regulators which we call our 13270, similar in construction to the 13280 except that the regulator is very

more but all with fixed delivery pressure except that change of delivery pressure may be accomplished after installation by changing the piston springs or putting in ordinary shot into the hollow recessed diaphragm weight. Please note that both our 13280 and 13270 gas regulators have the renewable and quick cleaning seats, a feature also contained in our 13160 and 13170 regulators, but in no other make of regulators on the market. The automatic shut-off feature of our 13280 gas regulator is a feature that is not present in reliable form in any other make of gas regulator. Its action is entirely reliable and dependable and will prevent loss of life by asphyxiation or explosion or property loss which is possible on all gas lines at whatever pressure.



much smaller in size and does not have the strainer, mercury seal or automatic shut-off. The 13270 regulator, as made up for stock, will have 3-8" diameter seat and is suitable for initial pressure varying from 1/2 pound to 5 pounds and 3", 3 1/2" or 4" water column delivery pressure according



to order, but the delivery pressure will be fixed and not adjustable as in the 13280. This 13270 regulator will also be made up at special prices with smaller seats for initial pressure as high as 100 pounds or

RECENT ORDERS

From Eve Bros. of El Paso, Ill., for 26 D-11903 nickel plated; one 5/8" nickel plated bibb D-11703 with adjustable set screw flange and to have D-11983 six-arm handles. These are to be placed in the Hartford county court house.

From the board of education, Chicago, Ill., for 12 S. C. cross handle low down pattern "extra" basin cocks. These are to be placed in the Englewood High school.

From the Squire's Hdwe. Co., Mt. Carroll, Ill., for 1 1/2" D-11704 H. & C. index with brass lever handle. These are for the Francis Shimer College.

From E. J. Raedmonck, St. Louis, Mo., for 60 2" D-25303 S. S. Ferrules; 30 4" D-25303 S. S. Ferrules. 12 1 1/2" D-25353 10 1 1/2" D-25351 Solder Nipples. These are to be placed in the Warwick Hotel, St. Louis, Mo.

From L. M. Rumsey Mfg. Co., St. Louis, Mo., for 4 D-12902 Finished N. P., S. C. Basin Cocks, indexed H. & C. These are to be placed in the Jefferson Hotel, St. Louis, Mo.

From Bailey-Farrell Mfg. Co., Pittsburgh, Pa., for 42 D-12107 N. P. H. Basin Cock, china scalp handles. These are to be placed in the Braddock High school, Pittsburgh, Pa.

From Daniel O'Connell, Shreveport, La., for 30 only D-11906 Self Closing Basin Cocks with porcelain index handles, H. and

C.; 15 only D-9477 with 9-16" D-26410 N. P. Fitsmall Supplies; 15 only  $\frac{1}{2}$ " x  $\frac{3}{8}$ " I. P. D-8193 N. P. inside thread and slip joint stop iron pipe size. These are to be placed in the Colonial apartments in that city.

From J. W. McIntyre, Hendersonville. North Carolina, for 52 D-12902 Colonial Self Closing Basin Cocks, indexed Hot and Cold. These are to be placed in the Park Hill Hotel, Hendersonville, North Carolina.

From Bailey & Farrell Mfg. Co., Pittsburgh, Pa., for 20 D-12902 Self Closing Basin Cocks with china scalp handles. These are to be placed in the Holley Hotel, Charleston, W. Va.

From Wm. E. Ehrman. St. Louis, Mo., for 54 D-11902 Fin. N. P. Self Closing Basin Cocks. 1912 style Hot and Cold. These are to be placed in the new hotel building, St. Louis, Mo.

From Gloeckner Melvin Plbg. Co., St. Louis, Mo., for the following: 2  $\frac{5}{8}$ " No. 9228 Fin. Rapidac Bibbs; 6  $\frac{1}{2}$ " Plate 9203 Fin.; 2  $\frac{5}{8}$ " Plate 9227 Fin.; 7  $\frac{5}{8}$ " Plate 9219 Fin.; 1  $\frac{5}{8}$ " Plate 9220 Fin. These goods are to be placed in the Country Club, St. Louis, Mo.

From the Acme Plbg. Co., Charlotte, N. C., for 72  $\frac{1}{2}$ " D-6414 with D-7104; 72  $\frac{5}{8}$ " D-6414 with D-7104; 80 D-11909 Basin Cocks with Indexed Handle Plain Nut, Hot and Cold. These are to be placed in the Mechlenburg Hotel at Charlotte, N. C.

From D. W. Yarbrough. Atlanta, Georgia, for 24 D-12909 Colonial China Index Lever Handles Cold. plain nut, and 12 D-12909 Colonial China Index Lever Handles Hot, plain nut. These are for the Hurt building in that city.

From W. D. Webber. Montgomery, Alabama, for 72  $\frac{1}{2}$ " D-11021 Fuller Balls; 24  $\frac{3}{8}$ " D-8644 N. P. with 9089 9-16 OD SJT. Wheel handles: 12 only D-11909 China handle H. & C. drilled for 9-16 OD Tubing with nut only; 24  $\frac{1}{2}$ " Comp. Washers 9114; three pieces 9-16 OD N. P. Brass Tubing, 6 ft. long each. These are for the Bell building.

From Wallace & Linnane, Des Moines, Iowa, for 174 only  $\frac{3}{8}$ " N. P. Com. Angle Stop D-8185 with wheel handles; 34  $\frac{1}{2}$ " N. P. Straight Comp. Stop with Wheel handle D-8183; 97 N. P. Extra Pattern index handle cold D-1902 less tail pieces; 97 same as above index hot. These are for the

American Trust & Savings Bank Building. Cedar Rapids, Iowa.

From T. F. Leary through Mark Lally Company, San Francisco, for the Harbor Police Station, 14 D-12902 N. P. Colonial Basin Cock drilled  $\frac{1}{2}$ " O. D.

From T. F. Leary for Hyman Building, San Francisco, Henry Meyer, architect, through Frederick Snook Company: 284 only D-11902 N. P. S. C. Basin Cocks; 95 only D-9485 N. P. Rapidac Bath Cocks with 9-16" D-25053 N. P. Supplies and with  $\frac{1}{2}$ " D-8193 N. P. Stops with cross handles and tapped 9-16" O. D. slip joint.

From Mattice Htg. & Plbg. Co., El Paso, Tex., for 23 D-11710 Fin. N. P.  $\frac{1}{2}$ " Hot S. C. Bibbs, 11982 nut; 23 D-11710 Fin. N. P.  $\frac{1}{2}$ " Cold S. C., 11982 nut; 20 D-11902 Hot Basin Cock, S. C.; 20 D-11902 Cold Basin Cock, S. C.; 40 D-8193  $\frac{1}{2}$ " 9-16" O. D. Slip Joint Fin. N. P. No. 9089 handle; 40 D-8194 7-16" O. D. Slip Joint Fin. N. P. 9084 handle; 46 D-8185  $\frac{1}{2}$ " Fin. N. P. Comp. Stop Cock No. 9089 handle. These are to be placed in the J. H. Stein job, El Paso, Tex.

From R. C. Withers & Son, New Castle, Pa., for the following: Eleven prs.  $\frac{3}{8}$ " N. P. Basin Supplies to Wall with Wheel Handle Comp. Stops D-25007 with D-25097 Reducing Coupling; 11 pairs  $\frac{3}{8}$ " N. P. Basin Supplies to Floor with Hand Wheel: Compression Stop D-25003 with D-25097 Reducing Coupling; 36  $\frac{1}{2}$ " N. P. Wheel Handle Comp. Stop D-8661; 5  $\frac{3}{4}$ " D-8701 Rgh. N. P. Sill Cocks; 18  $\frac{1}{2}$ " D-8701 Rgh. N. P. Sill Cocks. These are to be placed in the Boys' Dormitory at New Castle, Pa.

From Wm. F. Black of Enid, Oklahoma, for the following goods: 12 D-10284 Fuller Basin Cocks with 9-16 D-25053 Offset Supplies; 12  $1\frac{3}{8}$ " D-25112 Comb. W. & O. Conn.; 42 D-11901 S. C. Basin Cocks with nut less tail pieces with shanks drilled for  $\frac{1}{2}$ " O. D. Supplies and with friction ring and washers; 21 pairs  $\frac{1}{2}$ " O. D. D-25013 Basin Supplies for above cocks; 6  $\frac{1}{2}$ " D-8003 N. P. Plain Bibbs; 6  $\frac{1}{2}$ " D-8051 N. P. Plain Bibbs with long sleeve threaded flanges. These goods are to be placed in the Feeble Minded Institute, Enid, Okla.

From Frederick W. Snook Company, through the San Francisco office, for 95 D-9487 Rapidac Bath Cocks with 9-16" D-5053 supplies. 284 only 11902 extra pat-

tern Self Closing Basin Cocks drilled  $\frac{1}{2}$ " O. D. These are for the Hotel Rector, Henry Meyer, architect, San Francisco.

From T. F. Leary through N. O. Nelson for Auditorium Civic Center, San Francisco, for 45 only D-12901-95924 N. P. Basin Cocks with six-arm handles and drilled  $\frac{1}{2}$ " O. D.; eleven only  $\frac{5}{8}$ " D-12008 N. P. Hose Bibbs with adjustable flanges.

From T. F. Leary through Frederick Snook Company for the Cisse building, Montgomery and Merchants street, for 95 only D-11901 Self Closing Basin Cocks drilled  $\frac{1}{2}$ " O. D.

From the John Gilmore Plbg. Co., St. Louis, Mo., for 10 D-12901 Fin. N. P. S. C. Basin Cocks, 1912 style. These are to be placed in the high school at Kennett, Mo.

From Standard Mfg. Co., Pittsburgh, Pa., for 1 gross N. P. Colonial Self Closing Basin Cocks with threaded tail pieces. These are to be placed in the Penna. Rubber Co. Bldg., Pittsburgh, Pa.



#### A DAILY THOUGHT

Charles Kingsley, whose "Westward Ho!" and "Three Fishermen" have delighted thousands of readers, gives us the following bit of a sermon which all of those in love with their work will approve, and all those who are not should benefit by. He says:

"Thank God every morning that you have something to do that day, whether you like it or not. Being forced to work, and forced to do your best, will breed in you temperance and self-control, diligence and strength of will, cheerfulness and content, and a hundred virtues which the idle will never know."



#### POSITION WANTED

Mr. A. C. Hall, who has been superintendent of water works at Glencoe, Ill., for several years past, has resigned his position.

He is desirous of another position in the same line. Mr. Hall is also familiar with the work required in electric light plants.

He is a competent man and friendly to us and any salesman hearing of an opening will please advise us.

#### CANADIAN BUSINESS

##### Good Contracts Made With a Number of Cities.

The Mueller Mfg. Co., Ltd., reports having closed the following municipal contracts:

City of Sherbrooke.

City of Stratford, Ontario.

City of Woodstock, Ontario.

City of Renfrew, Ontario.

City of Point Claire, Quebec.

The latter is a new water works town and the initial equipment consisted of a No. 20 machine, service clamps, service boxes, corporation and curb cocks and so forth.

The St. Thomas water works, St. Thomas, Ontario, has also placed their contract with the Canadian company calling for 200 half inch 3006 corporation cocks; 100 five-eighths 6163 curb cocks; 75 half inch 6163 curb cocks; 36 service boxes and 42 sleeves and valves.

Nice orders have been received from Wetaskiwin, Alta., and Southampton, Ontario.



#### HE KNEW

Johnny Swell (to urchin at stage door)—Aw—will you give this note to Miss May de Sylphington, the—aw—pretty little blonde creature with the violet eyes, don't you know, who dances in the ballet?

Urchin—That'll be all right, gov'nor. I ought to know her: she's my grandmother.



#### CLEAN STAGE

"We hope," said the spokesman of the committee, "to enlist your support in favor of a clean stage."

"You have it," responded the theatrical manager heartily. "Why, almost every one of my plays opens with a girl dusting everything in sight."



Slum Worker—What a well behaved little boy he is!"

Burglar's Wife—And he comes by it natural, ma'am. His poor father always got his sentence reduced owin' to good behavior.

### A POINT TO REMEMBER

#### Our $\frac{1}{2}$ S. & W. Water Way Larger Than That of $\frac{5}{8}$ Cock of Competitor.

We are in receipt of a sample stop and waste cock made by one of our competitors. It is a patent cap pattern, lever handle, and is a reasonably good looking piece of brass goods. While it is a  $\frac{5}{8}$ " cock, the water way is very small; in fact, our  $\frac{1}{2}$ " cock shows larger water way and would give better service than this cock of our competitor. The plumber who is buying this line of goods is paying  $\frac{5}{8}$ " or  $\frac{3}{4}$ " prices for something that is not as good as our  $\frac{1}{2}$ " stop and waste patent cap cock.

Here is a little detail which we believe would be well for our salesmen to be on the alert for when competitor's goods are up for comparison. Plumbers certainly do not want to pay the price of a  $\frac{5}{8}$ " cock when a  $\frac{1}{2}$ " cock will give them better results. It is one of the most important points that the buying plumber should keep in mind and it is somewhat surprising that any plumber would fail to note the difference. Still, we have no doubt that many of them are caught up on points of this kind. The plumber, of course, ought to be sufficiently informed to note the difference himself, but, evidently, many of them are not and doubtless many of them are paying  $\frac{5}{8}$ " and  $\frac{3}{4}$ " prices when our  $\frac{1}{2}$ " cock would give them greater service.

Of course, the plumber who does this is buying with his eyes open and is not being deceived by competitors but, after the difference is shown in goods by comparison, it certainly looks to us like they should turn to our goods and buy them at a price for the next lower size cock with the assurance that they will get better service than they are getting by buying at the price of the next higher size.



### SECRET OF SUCCESS

The secret of success is not a secret. Nor is it something new. Nor is it something hard to secure. To become more successful, become more efficient. Do the little things better. So work that you will require less supervision. The least supervision is needed by the person who makes the fewest mistakes. Do what you can do

and what you should do for the institution for which you are working, and do it in the right way, and the size of your income will take care of itself. Let your aim ever be to better the work you are doing. But remember always that you cannot better the work you are doing without bettering yourself. The thoughts that you think, the words that you speak, and the deeds you perform are making you either better or worse. Realize with Henley that you are the master of your fate and the captain of your soul. You can be what you will to be. Forget yourself in rendering service to others. If an employe, strive to make yourself of greater value to your employer. Look upon yourself as a manufacturer. Think of yourself as being in business for yourself. Regard yourself as a maker and seller of service, and ever bend your thought and your energies toward the improvement of your product. The wise manufacturer never injures his machinery willfully. Your body, your mind, your soul serve as your plant. Eat and drink only that which will nourish your body, entertain only those thoughts that will enrich your mind, and if you feed your body with the best physical food and your mind with the best mental food you will build up a Service Factory that will find its products in constant demand. The world is hungry for Quality Service. It wants to pay for it. It is paying for all it can get. The market is not crowded. There is a chance for you right now. There is a chance for you right where you are. The time to start is Now. Your reward will take care of itself—  
Thomas Dreier.



### METER TESTER

Mr. E. B. Cameron has effected the sale of a meter testing outfit complete to the city of Holland, Mich.



There is no saving in buying at a bargain sale what you would otherwise have gotten along without.



Cheerful men may not always be prosperous, but they've got a heap better chance than the grouch.