

The Mueller Record

Vol. II

AUGUST 12, 1912

No. 26

SMALL TOWN TRADE.

Business We Can Get If We Will Go After It.

We have been convinced for a long time that we were not getting the water tapping machine business that we were entitled to. We have felt that the salesmen were neglecting the smaller towns and we believed that in these towns there was a large amount of business in the aggregate, if proper efforts were made to uncover it.

A recent experiment to demonstrate the correctness or incorrectness of our feeling has been made, and results so far, are convincing. They demonstrate that our belief that we were neglecting this field is correct. A young man from the office has been put on the road with instructions to cover the smaller towns, and within two weeks has effected sales of four tapping machines. We have had orders from him in that time for four tapping machines, and all of the sales carried with them brass goods. In three of the towns in which sales were effected, our business in the year 1911 amounted in all to \$1.28, and in these no salesman had called on the people during 1912.

This certainly demonstrates that there is lots of business for us in the smaller towns if we give it proper attention. All of the salesmen, to a more or less extent, have been overlooking the smaller towns, naturally being attracted to the larger cities with offer a greater volume of business. We should not lose sight of the fact that the business of the smaller towns is obtained at a less expense than that of the bigger towns, nor should we lose sight of the fact that the smaller towns with water works are bound to grow and become larger users of brass goods in future years. We have called attention to the fact repeatedly that in securing present business we should have in mind the policy of building for the future. These little towns starting with us now, and enjoying the satisfaction of good

service which Mueller goods give, in all probability will remain with us if we pay any attention to them and seek their business. The showing we have thus far made in the experiment of working the smaller towns will undoubtedly lead to a revision of our policy and an insistence upon the salesmen covering territory of this character in the future.



ADDRESSING MAIL.

Why It Is Important to Have Company's Name Appear.

One of the salesmen questions the article in last month's Record wherein salesmen are advised to address business letters to the company, calling attention to the Bulletin which gives a list of Department Heads, to whom letters should be addressed regarding specific things.

Perhaps the article in last month's Record was not quite clear as to our wishes in the matter. It is all right to address the heads of departments personally, but care should be taken to see that the letters are so addressed that they will come to the company's office. That is, the letter should either be addressed to H. Mueller Mfg. Co., for E. A. Mann; or to E. A. Mann, care H. Mueller Mfg. Co. As explained last month a telegram was addressed to Miss Brown, who had left the employ of the company. As there was nothing to indicate that it was Mueller business, the telegram was delivered to her at her residence. Of course, Miss Brown called up the office and explained the matter. Had she been out of town, however, or neglected to call the office, the important matter which the salesman wanted adjusted would have received no attention whatever.

It is for this reason that we advise the salesmen to be sure to so address their mail that it will reach the company's office, and if it is for any person in the office its delivery will be promptly made.

FIVE HUNDRED EACH.

Six Mueller Employees Rewarded For Twenty Years Service.

Six more Mueller employes have completed twenty years' service with the company, and in recognition of this faithfulness and loyalty, each has been presented by the company with a check for \$500.00. These men have expressed their appreciation of this generous acknowledgement in the following letter:

"We desire to express our appreciation and heartfelt thanks to you for the generous gift which you have made us the recipients of. We feel, in serving twenty years for one firm that we are getting old, but when there are stimulants such as you have applied, administered, we feel young again and believe that we are good for twenty years more. During the past twenty years we have watched the growth of your factory from an infant of about twenty-five men, all told, employed, to about one thousand men employed at present.

"It does us good to know that we have helped to build up the greatest factory in the City of Decatur, and to know that our work has been appreciated by the members of the firm."

(Signed)

LEONARD HERMAN,
GEORGE ZWILLING,
HARRY HAYS,
W. H. CAMPBELL,
PHILIP REAB,
PAUL E. KASTNER.

This makes twelve men that the company has thus recognized. The company instituted this policy in 1907, when the Golden Anniversary was celebrated with a picnic at Mechanicsburg. On that occasion the following men received checks for \$500.00 each: Fritz Voelcker, F. O. Zetterlind, N. A. Johnson, Anton Schuermann, W. E. Pease, F. H. Hubbard and Walter Screeton.

Next month we hope to present the pictures of the last six men who received the gift of \$500.00.

**THE GREAT RETURNER.**

The prodigal son can give the borrowed umbrella cards and spades at getting back home.—Washington Herald.

IN PANAMA.

Mueller Self-Closing Work Is Quite Generally Used.

During the past year or so we have furnished an enormous amount of Self-closing work to the Central American Plbg. & Supply Co., Colon, R. P.

Recently the New York office addressed this company and asked for particulars regarding the installation of all this work. The Central American Co. in reply stated that there were no large buildings on the Isthmus, that is none over three stories, but in Panama City they have installed our Self-closing work in the Panazone, The Metropole, Municipal Building, Hotel Mexico, Hotel Central, the International Hotel, and the National University.

They state further that practically all of the Self-closing work on the Isthmus of Panama is of our make.

**EMPLOYEES' PICNIC.**

The annual picnic of the Mueller Aid Society will be held August 17th, when the office and factory will be closed for the day.

In former years these picnics have been held in some other town and the expense attached to such an undertaking frequently kept men with large families from participating.

This year the picnic will be held at Fairview Park, near the business center of Decatur, which will make it possible for all Mueller men and their families to participate. We expect a big crowd.

Employees, headed by the Mueller band, will march to the grounds in the morning.

Music, dancing and athletic games will make up the day's program.

**A SIMPLE TWIST OF THE WRIST.**

"You know Jones, who was reputed so rich? Well, he died the other day, and the only thing he left was an old Dutch clock."

"Well, there's one good thing about it; it won't be much trouble to wind up his estate."—Sacred Heart Review.

A REGULATOR TEST.

Results of a Try-Out Between a Mueller and Reynolds Regulator.

Appended is a report of a comparative test of $\frac{3}{4}$ " 13170 Mueller Gas Regulator and $\frac{3}{4}$ " Reynolds Gas Regulator at Otsego, Michigan, July 22, 1912. There were present at the test C. A. Runyon, Dr. Runyon, E. B. Cameron and A. W. Cash.

The report follows:

Initial pressure of gas varies from 5 to 10 pounds, required delivery pressure 4" water column.

Regulators were installed side by side with shut-off cocks on each Regulator, so that either one could be turned on to supply the arc lamps and gas range used in the test.

Figures in this test were made by A. W. Cash, from readings of water column gauge made by C. A. Runyon, Mr. Runyon being furnished a copy of the figures as given.

Test was first made with $\frac{3}{4}$ " 13170 Mueller Regulator, the initial pressure at the time being $8\frac{1}{2}$ pounds, with water column gauge showing 4.5 pounds with all apparatus shut off.

With one arc lamp turned on the delivery pressure fell to 4.2", with two arc lamps delivery pressure was 4", with three arc lamps the delivery pressure was 3.8".

With 3 arc lamps and 4 large upper burners on one gas range turned on, the delivery pressure fell to 3.3", with the 3 arc lamps, top burners of gas range, and oven burners turned on, the pressure fell to 2.5" with meter registering a consumption of 180 feet of gas per hour, the estimated capacity of the $\frac{3}{4}$ " regulator being 150 feet of gas per hour. The test was not continued further on this Regulator.

With the $\frac{3}{4}$ " Reynolds Gas Regulator, the initial pressure was $7\frac{1}{2}$ pounds at start, with 4" water column delivery pressure with all apparatus shut off.

With one arc lamp turned on, delivery pressure fell to 3.8", with 2 arc lamps the delivery pressure was 3.7", and with 3 arc lamps delivery pressure was 3.6".

With 3 arc lamps and top burners of the range, the pressure fell to 3.2", and with the arc lamps, top burners of range, and oven burners turned on, the delivery pressure fell to 2.5", the consumption being the

same as in test of the $\frac{3}{4}$ " Mueller Regulator.

The Regulator operated smoothly, and without any indication whatever of chatter.

The Regulator tested was one of a lot shipped them in the early part of the year, and was selected at random by them, and installed previous to the test by Mr. Runyon's own men, and was not adjusted in any manner by Mr. Cash, except that when gas was first turned on, the Regulator gave a delivery pressure of about $5\frac{1}{4}$ " water column, and Mr. Cash slacked back the screw until the water gauge showed $4\frac{1}{2}$ " delivery pressure, with all apparatus closed off.

In connection with the above test attention is called to the fact that the Mueller Regulator, together with a lot of 200 were ordered for an initial pressure of 10 to 20 pounds, whereas they now use an initial pressure varying from 5 to 10 pounds only, and had we been in possession of this information at the time when the Regulators were shipped, we would have furnished them with $\frac{1}{4}$ " diameter seat opening instead of a 7-32" seat opening which was furnished, and the Regulator would therefore have shown actual results in the test fully equal to the Reynolds Regulator in every respect.

Mr. C. A. Runyon frankly admitted that the Mueller Regulator had proven by the test that it was fully equal in capacity to the Reynolds Regulator, and that from a practical standpoint the regulation was satisfactory. He also frankly stated that he was satisfied that the Mueller Regulator was of better construction, had better work in it, and would last much longer than the Reynolds Regulator with the leather diaphragm.

Mr. C. A. Runyon also stated that had they at first known of the exact, or lower pressure which they are now carrying on the line, and had given us this information, that he has no doubt we would have furnished the Regulators with a slightly larger seat opening, in which case they would have given regulation equaled in every respect to the Reynolds Regulator.

At present Mr. Runyon has about 90 of these regulators in service, and stated that during the past winter and spring they had complaints from four consumers where our Regulators were installed, but he does not

know whether the difficulty was due to the Regulator or to condensation in the pipes, or possibly to slightly incorrect installation.

The statement has frequently been made by several of our salesmen in connection with gas regulators, that the Reynolds regulator would maintain a constant delivery pressure regardless of variation in volume being used, and we have repeatedly called their attention to the fact that such a condition was impossible with any commercial gas regulator now on the market, and we therefore, would call your particular attention to a comparison of the pressures under various volumes of consumption, as shown by the figures given in the test of both the Mueller and the Reynolds Regulator. Also we would call attention to the fact that the capacity of the $\frac{3}{4}$ " Reynolds Regulator is not beyond about 150 cubic feet per hour under an initial pressure of 5 to 10 pounds, and that the Mueller Regulator has an equal capacity.



LOOKS A LITTLE BETTER.

More Brass Goods Went With Machines In July.

The July inning of the tapping machine contest was encouraging in several ways. There was a better per cent of brass goods accompanying the sales of machines.

Forty-four machines were sold in the Decatur territory, thirty-six by the salesmen and eight by the Sales Department. New York's report, covering part of June and July showed a total of nineteen machines; eleven by the salesmen and eight by the Sales Department.

The total sales of machines in nine months that the contest has been on, amounts to 365 machines. With only five months to go on it is apparent that we will not record 1000 machines unless the unexpected should happen.

This might have been accomplished had we worked the country as hard as we should have done. We have missed sales on a lot of machines because we have passed up the small towns. Elsewhere you will find an item on this subject, which we desire all salesmen to read. There is business in these small towns, and it does not cost much to get it. To get it, however,

means that salesmen must make these towns whenever and wherever possible.

The record up to date follows:

	MS.	1b.	2b.	3b.	HR.	Po.	E.
Whitney, c.....	2	0	1	0	0	0	2
Morrow, lf.	7	0	0	1	1	0	3
Sippell, rf.	3	0	0	1	0	1	1
Brown, cf.	4	0	0	0	1	0	0
Tranter, 2b.	14	0	1	0	3	0	2
Smith, 1b.	9	1	0	0	2	0	0
Rowley, 2b.	6	0	1	0	1	1	4
Pilcher, ss.	5	1	0	0	1	1	2
Stebbins, p.	16	0	0	0	4	1	5
Hastings, p.	6	0	1	0	1	2	1
C. T. Ford, p.	7	0	0	1	1	0	4
Wasson, p.	13	1	0	0	3	0	0
Dill, p.	7	0	0	1	1	0	1
White, p.	5	1	0	0	1	0	0
O'Rourke, p. ...	2	0	1	0	0	0	0
Kice, ss.	1	1	0	0	0	0	0
Andrews, cf	3	0	0	1	0	0	0
Totals	110	5	5	5	20	6	25

	MS.	1b.	2b.	3b.	HR.	Po.	E.
Caldwell, cf. ...	12	0	0	0	3	2	1
Hays, rf.	9	1	0	0	2	1	4
Jett, lf.	9	1	0	0	2	0	2
McCormick, 2b. .	6	0	1	0	1	1	2
Aubinger, 1b. ..	4	0	0	0	1	0	0
Cameron,	6	0	1	0	1	0	2
Leary, ss.	11	0	0	1	2	0	5
Hennessy, c. ..	19	0	0	1	4	0	2
W. B. Ford, p. ..	18	0	1	0	4	1	5
Kirkwood, p. ..	8	0	0	0	2	0	2
Clark, p.	3	0	0	1	0	1	2
McCarthy, p. ..	7	0	0	1	1	1	0
Heinrichs, p. ..	10	0	1	0	2	0	5
Harte, p.	0	0	0	0	0	0	0
Thornton, p. ...	3	0	0	1	0	0	0
Totals	125	2	4	5	25	7	33
Decatur sales ..	97						
New York sales ..	33						
Grand Total....	365						

Our cartoonist this month depicts a boxing bout between Messrs. Stebbins and Smith, each having sold four machines during July. In the corner he shows G. E. Andrews, our new Texas salesman, who succeeded Mr. Brown. He made a fine start, selling three machines during July, which entitled him to challenge the winner of the bout.



THE DECISIVE MOMENT.

It's the One Which Determines For or Against Sales.

"With the same make of guns one army conquers another."—Push.

The above epigram is one of the best we have come across. It's full of meat—a lecture in itself. It tells a story and points a moral. And it's true.

Set two armies of equal size in the field armed with the same make of guns and one of them will win a victory. Theoretically it should be a drawn battle. The men are equal in number; they are armed alike and both are willing to fight. But that is not what wins the battle.

It's training and generalship that decide the contest. Initiative counts, too. In every battle there is a turning point—a decisive moment. The general who sees and seizes it first gains an advantage, although his numbers and arms are the same as his opponent. His soldiers are trained to take every advantage and fight better, show more initiative, act quicker and more effectively.

It's all around superiority.

What is true of the battle is true of business. Equip two men with the same goods and put them on the road, under conditions which are identical, and one will win sales day after day while the other will win half sales. He fails at the crucial moment—the very moment that develops the other salesman's strength. It's the moment when generalship, salesmanship, training and initiative count—the moment that a sale is going to be effected if the proper tactics are employed. It's the decisive moment just as it is in battle—the turning point which the skilful general or salesman seizes.

We believe all our salesmen can improve themselves. Take the epigram and reason it out along the lines we have indicated. Make a personal application. If you failed in your sales today, go carefully over the ground and search out the decisive moment which would have given you success had you shown your ability. And then make up your mind to overcome that weakness.

A successful general owes his victories as much to the fact that he studies himself as well as his battle field. A successful salesman is in the same category.

NEW ADVERTISING.

Salesmen Must Help to Get It Before the Trade.

One salesman upon receipt of samples of new advertising matter recently wrote in his appreciation of the Rapidac stickers, asked for more and requested that stickers be sent to other plumbers.

Another salesman sent in a number of names for building signs.

We want all salesmen to show the same interest in this new advertising.

It is high class, is attractive, and has cost us lots of money. Unless we make it a point to get it before the public, we can't expect to realize on the investment.

Any plumber should be glad to use our Rapidac stickers or our building signs.

We expect the salesmen to keep bringing these to the attention of the trade.



ORDERS.

From J. A. Lockerbie, Edmonton, Alta., Canada, 60 D-12902 N. P. Self-closing Basin Cocks, through W. C. Heinrichs. These goods are to be installed in the Lockerbie Apartments at Edmonton.

From Johnson & Beck, Plumbers, Topeka, Kansas, through M. F. Kirkwood, 12 1/2" D-11704 N. P. Self-closing Bibbs and 12 D-12902 N. P. Self-closing Basin Cocks to be installed in the new Topeka Journal Bldg.

From Kennerly, Spragins & Lewis, plumbers, Ardmore, Okla., through M. G. Wasson, 24 pair D-12902, Self-closing Basin Cocks and 6 1/4" D-25458 Union Couplings, to be installed in the public school building at Ardmore.

From E. S. Stebbins, order for 60 D-12902 N. P. Self-closing Basin Cocks, to be installed in the Pacific Hotel, Bismarck, N. Dakota, by Grambs & Peete Co.

From H. F. Clark, 192 D-11902, to be installed in the Iowa State Savings Bank building, Burlington, Iowa, by H. Ewinger P. & H. Co. This is a \$200,000.00 building.

From D. E. Rowley, order for 16 D-11902 Self-closing Basin Cocks and 6 1/2" Fin. D-8404 Bibbs, to be installed in the St. Nicholas Hotel, Lafayette, Indiana, by E. J. Gallagher.

From F. L. Hays, 56 Pr. D-11904 with D-

25018 Supplies, and 48 D-10284 with D-25053 Supplies, also 48 1 3/8" D-25111, to be installed in the City Hall Square Hotel, Chicago, Ill.

From T. F. Leary, for N. O. Nelson Mfg. Co., St. Louis. 38 D-11902, for the new Simmons school in that city.

From W. C. Heinrichs, 50 pair D-12902 Self-closing Basin Cocks, for Northern Hotel, Edmonton, Alta., Canada, installed by S. M. Morton & Co.

From H. F. Clark, 90 Pr. D-12902; 144 D-8183, 1/2" N. P.; 72 D-8183, 5/8" N. P.; 72 D-6514 5/8" N. P., to be installed in Howard Hotel, Sioux City, Iowa. This is a \$90,000 addition to the hotel. Plumbers LaVelle & Hogan.

From the Sales Department, New York Office, order from the Philadelphia Water Dept. for a Meter Testing Outfit complete. We have their assurance that they will purchase another complete Meter Tester later on in the season, providing the one shipped them comes up to their expectation.

Through Fairbanks Morse & Co., Chicago, Ill., order for 3 5/8" D-12002 N. P. Self-closing Bibbs, to be installed in the Cumberland Lodge Gun Club, Lowell, Ind.

Through Wm. F. Black, plumber, Enid, Okla., order for 4 Rapidac Bath Cocks: 5 D-11901 Self-closing Basin Cocks and 2 3/8" D-8677 Compression Stop Cocks, to be installed in the Savoy Hotel at Enid, Okla.

Through the Chicago Office, order for 288 D-11902 Self-closing Basin Cocks, to be installed in the Plymouth building at the corner of Evanston, Racine and Leland Avenues, by Heintz & Rasmussen, plumbers.

From H. F. Clark, 33 pair D-11906 Self-closing Basin Cocks, to be installed in the Majestic Hotel, Des Moines, Iowa.

From J. H. McCormick, 48 1/2" D-8183, to be installed in the North and South Dormitory Bldg of the Miami University.

From M. F. Kirkwood, 8 D-9477 Rapidac Bath Cocks and 8 pair D.9205 1/2" N. P. Rapidac Bibbs, to be installed in the Price Apartments, Kansas City, Mo. These goods were sold through the W. B. Young Supply Co.; Also order for 65 pair D-11902 N. P. Self-closing Basin Cocks, to be installed in the Snapps Hotel, Excelsior Springs, Mo.

From W. C. Heinrichs, 32 D-10906 Bath Cocks with D.25036 Supplies; 42 pair D-

9046 Colonial Basin Cocks: 5 pair D-10892 Basin Cocks, and 4 pair D-10807 Colonial 1/2" N. P. Fuller Bibbs, to be installed in the Elks Club Building, Minneapolis, Minn., by D. M. Gilmore Co., Plumbers.

From M. T. Whitney, 4 1/2" D-11702 Fin. Bibbs, and 2 D-11902 S. C. Basin Cocks, to be installed in the Fox River Academy, Sheridan, Ill., by Wm. E. Berndt, of Ottawa, Ill.

From T. J. Mooney & Co., of Nashville, Tenn., through R. M. O'Rourke, 129 D-11901, to be installed in the Hattiesburg, Miss., Normal school.

From Potts & Smith, Regina, Sask., Canada, through W. C. Heinrichs, 120 D-11903, to be installed in the Metropole Hotel.



CANCELLATION OF BULLETINS.

Salesmen are instructed to cancel Bulletins as follows:

Section "F."

Bulletin SO- 15, 3-16-10.
 Bulletin SO- 22, 9-22-10.
 Bulletin SO-178, 11- 4-11.
 Bulletin SO-143, 5-14-11.
 Bulletin SO-156, 6-26-11.
 Bulletin SO- 98, 2-11-11.

Section "P."

Sheet 1—

Bulletin SO-171, 10- 7-11.
 Bulletin SO-242, 6-13-12.

Section "Q."

Bulletin SO- 61, 11-28-10.
 Bulletin SO-109, 2-25-11.
 Bulletin SO-127, 4-10-11.
 Bulletin SO-149, 6- 1-11.
 Bulletin SO-151, 6- 8-11.
 Bulletin SO-168, 9- 7-11.
 Bulletin SO-204, 3-24-12.

Section "R."

Bulletin SO-148, 6- 1-11.
 Bulletin SO-150, 6- 8-11.

Section "S."

Bulletin SO-137, 5- 3-11.
 Bulletin SO-197, 1-29-12.



The three sweetest words in the English language, to the credit man are: "Enclosed find settlement."

RAPIDAC FLOAT.

Trotting races in Decatur this week, combined with a Home Coming celebration, attracted thousands of visitors to the city. Notwithstanding frequent interruption by showers the week proved a successful one.

The big feature was a parade Wednesday morning, in which various local industries were represented by floats.

We had a Rapidac float drawn by our big black team, driven by one of the girls from the office. Other girls dressed in costumes corresponding in color to the material used in decorating the wagon, occupied seats thereon and distributed Rapidac buttons to the crowds lining the streets.

Prizes were given for the handsomest float in the parade. We got it. An illustration of this float will appear in the trade journals during the next few weeks.



WATER METER TESTER SALES.

We sold five water meter tester outfits during the month of July, as follows:

Philadelphia Water Dept., by New York Office.

Council Bluffs, Ia., by Horace Clark.

South Milwaukee, Wis., by James Smith.

Macon, Ga., by W. B. Ford.

Saskatoon, Canada, by W. C. Heinrichs.



A CORRECTION.

In a recent issue of the Record a statement was made that H. F. Clark had secured an order from the Des Moines Plbg. & Htg. Co. for 25 pairs D.11906, whereas the order called for 75 pairs of that number.



THE HINT THAT FAILED.

Visitor—(waiting an invitation to lunch)—“Two o'clock! I fear I'm keeping you from your dinner.”

Hostess—“No: but I fear we are keeping you from yours!”—Meggendorfer Blaetter.



“Do you take this man for better or for worse?” asked the minister.

“I can't tell until I have had him for a little while,” returned the bride.

THE JULY QUOTA.

The July Quota Report for the Decatur territory shows the following three salesmen making the biggest per cent gain over their quota:

Ford, First,

Rowley, Second.

Cameron, Third.



THE COWARDLY SORT.

“When I arose to speak,” related the martyred statesman, “some one threw a base, cowardly egg at me.”

“And what kind of an egg might that be?” asked an attentive listener.

“A base, cowardly egg,” explained the statesman, “is one that hits you and then runs.”—St. Paul Pioneer Press.



FIRST AID.

A little lad was desperately ill, but refused to take the medicine the doctor had left. At last his mother gave him up. “Oh, my boy will die; my boy will die,” she sobbed.

But a voice spoke from the bed: “Don't cry, mother: father'll be home soon and he'll make me take it.”—Woman's Home Companion.



A LONDON INQUIRY.

Among inquiries on self-closing work recently received was one from W. C. Bramwell. London, England, who stated that he had seen the goods advertised in the papers, and also had seen them in operation in American and Canadian hotels during a visit to this side of the Atlantic in 1911.



“You have been a bad boy, Tommie, and I will have to punish you.”

“Can't you wait, mamma, until I have another tooth pulled, and then one hollering will do for both?”—Yonkers Statesman.



If it wamn't for the watch-mender, we wouldn't have such a good time.—Philadelphia Bulletin.