

The Mueller Record

Vol. II

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No. 18

Don't be an ox.

The ox was all right in his day, but his day has gone.

Recently we saw a photograph of a team of oxen hitched to a piece of fire apparatus. It was not a fake picture. It was the actual motive power used by a Canadian town to get its fire machinery to a fire. In contrast there was an auto-chemical, which the town had just purchased.

That made us think—it marked the difference between obsolete and modern methods.

And the first thought in our mind was an application to business. The ox team was a good one—it pulled a good piece of apparatus, but what an incongruous combination!

The sight of a fire or a piece of fire apparatus instantly makes us think of excitement, earnestness, activity and enthusiasm.

Oxen have a directly opposite effect. We look at them and think of dumbness, indifference, slowness and lack of interest.

Don't be an ox.

Business is like a fire—it thrills those who are really playing the game; it quickens the pulse, stimulates the mind, makes us hustle and keeps us keenly and enthusiastically alive to every opportunity.

We are the fire fighting apparatus.

The question for us is how shall we get our apparatus to the fires of business—drag along like the dumb, plodding oxen, and arrive after the fire has burned out, or go with a rush and a whirr like the auto-chemical, and be the first on the spot?

There is only one choice. You have made it already. Of course you have. You are an auto-chemical. The idea that you would be as slow as an ox is obnoxious to you. It is to every live man.

That is just the way we want you to feel.

But unless you are fired up with enthusiasm you can't win at the game. You are not an effective piece of apparatus and are not accomplishing all the things possible for you.

Without gasoline the auto-chemical is even worse than the ox team. It never could get to a fire.

Enthusiasm is the gasoline of business. It makes things hum and hump. It keeps you going. It is a non-intoxicating stimulant which cannot be taken in too large doses. It's a natural and acquired quality—the magnet that draws the order. If you have not got it naturally, study how you may acquire it, and when you do acquire it develop it up to the boiling point. We know it will help you. The best writers and sales managers in the field are pumping it into every salesman day and night, and every salesman who is infected with the contagion is a better salesman than he was before.

He goes after a prospect with a confidence that his enthusiasm supports, talks his line better, gets to every point and makes a deeper impression, infects the prospect with his enthusiasm and gets the order.

We believe every one of you can do this.

But you can't do it by being an ox.

You have got to be an auto-chemical.

CALDWELL'S COLTS BATTING

Easy Winners of First Inning in Tapping Machine Contest—Score 17 to 8

The feature of the first inning of the tapping machine contest was the batting streak of Murray Kirkwood and Billy Ford, of Capt. Caldwell's side. The work of the former justifies especial mention, because of the Wagnerian ring to the performance.

Kirk did not get his batting eye until the contest was well under way, and then he pulled off his sensational stunt, landing for a clean single—machine and brass goods at Glasco, Kansas. The following day he scratched one—machine, but no brass goods, at Paola, Kansas—and the same day he landed for another clean one at Sylvan Grove, Kansas. The next day he made another clean hit at ~~Lucy~~ ^{Lucy}, Kansas, completing a home run. For a man just out of the hospital, it was some work. It was the second home run of the contest.

Billy Ford made the first. Look at the artist's cartoon and see him sliding home, but it was not as clean as Kirk's. His four hits were all scratches, beginning with one at Lafayette, Ala., and ending with three in a bunch at Knoxville, Tenn.

Tom Leary was close up with a three-bagger, scoring a scratch hit at Elgin, Ill., another scratch at Parsons, Kansas, and a clean one at Mena, Arkansas.

Aubinger helped Caldwell's Colts along with a two-bagger, getting clean singles at Greenport, L. I., and Westburg, L. I. Clark got a clean hit at Leon, Ia.; McCarthy one at Hazelton, Pa., while Heinrichs landed clean at St. Boniface; Capt. Caldwell swatting one at Taunton, Mass. This made a total of seventeen bases—machines sold—a lead which Whit's Sox could not overcome.

But Whit's side was not deprived of all the glory. Wasson scored the first clean single at Boley, Okla., and repeated the performance a few days later at Boynton, Okla. He leads the batting for the Sox. Morrow scratched one at Marysville, Cal. C. T. Ford hit clean at Harrisburg, Pa. Rowley got a scratch at Shelbyville, Ind., and Stebins and Pilcher batted clean singles at Upland, Neb., and Shelburne Falls. Sippell hit one at Jersey City. In all, Whit's Sox got a total of eight bases—machines sold.

It was a victory for Caldwell, by a score of 17 to 8.

Whit is horrified. Note the expression on his face as Ford slides in with the first homer and Kirk comes up to bat to make his fourth hit. He has sent "Butsy" Dill out to wind up, and there is panic written on every face, except Morrow's, who is in the depths of despair. The artist has hit the game off in lively style, and if you want a few of these cartoons to show to your friends let us know and we will supply them.

While all this has been going on, the sales department at Decatur and New York has been playing catch on the side. From the home office two home runs were scored, while New York scored one, which represents a total of twelve machines, or a grand total of 37, for the first inning.

Comment by Umpire

The first inning of the tapping machine contest has been played, and Caldwell's Colts made Whit's Sox look like brush leaguers, temporarily, at least, but we look for them to rally. One swallow does not make a high—we mean summer—not

does one inning make a ball game. There are thirteen more in this game.

The start is promising—thirty-seven machines—but the sales did not all carry brass goods, and that is what we want them to do.

Make the sale of the machine always, but, if possible, make the brass goods go with it. That initial order of brass goods means a permanent customer for us 99 times out of 100.

We are firmly convinced that energy and enthusiasm injected into this contest means our biggest year in tapping machines. Get into the game.

THE SCORE:

	1b.	2b.	3b.	HR.	Po.	E.
Whitney, c.....	0	0	0	0	0	0
Morrow, lf.....	1	0	0	0	0	1
Sippell, rf.....	1	0	0	0	0	1
Brown, cf.....	0	0	0	0	0	0
Tranter, 2b.....	0	0	0	0	0	0
Smith, 1b.....	0	0	0	0	0	0
Rowley, 3b.....	1	0	0	0	1	0
Pilcher, ss.....	1	0	0	0	0	0
Stebbins, p.....	1	0	0	0	0	0
Hastings, p.....	0	0	0	0	0	0
C. T. Ford, p.....	1	0	0	0	0	0
Wasson, p.....	0	1	0	0	0	0
Dill, p.....	0	0	0	0	0	0
Totals	6	1	0	0	1	1

	1b.	2b.	3b.	HR.	Po.	E.
Caldwell, cf.....	1	0	0	0	1	0
Hays, rf.....	0	0	0	0	0	0
Jett, lf.....	0	0	0	0	0	0
McCormick, 2b.....	0	0	0	0	0	0
Aubinger, 1b.....	0	1	0	0	0	0
Cameron, 3b.....	0	0	0	0	0	0
Leary, ss.....	0	0	1	0	0	1
Hennessy, c.....	0	0	0	0	0	0
W. B. Ford, p.....	0	0	0	1	0	0
Kirkwood, p.....	0	0	0	1	0	0
Clark, p.....	1	0	0	0	0	0
McCarthy, p.....	1	0	0	0	1	0
Heinrichs, p.....	1	0	0	0	0	0
Totals	4	1	1	2	1	1

Sales Dept., Decatur.....	0	0	0	2	0	6
Sales Dept., New York... ..	0	0	0	1	1	3
Grand total	10	2	1	5	4	12

TAPPING MACHINES SOLD DURING NOVEMBER, 1911

Town and State.	Kind of Machine.
Bolay, Okla.	No. 2 New
Boynton, Okla.	No. 1 New
Ashville, N. C. (Jobber) ..	No. 2 Second Hand
Leon, Ia.	No. 1 New
Marysville, Cal.	No. 2 New
Hazelton, Pa.	No. 2 New
Elgin, Ill.	No. 2 New

Washington, Conn. (Jobber)...	No. 2 New
Greenport, L. I.	No. 1 New
Lancaster, Pa.	No. 2 New
Toronto, Can. (Jobber)	No. 1 New
Lafayette, Ala.	No. 2 New
Lawton, Ia. (Jobber).....	No. 1 New
Parsons, Kas. (M. K. & T. R. R. at St. Louis)	No. 2 New
San Juan, P. R.	No. 1 New
Taunton, Mass.	No. 1 New
Harrisburg, Pa.	No. 1 New
El Paso, Texas	No. 2 New
Orlando, Fla.	No. 2 New
Coldwater, Kas.	No. 2 New
Mena, Ark.	No. 2 New
Knoxville, Tenn.	No. 2 New
Knoxville, Tenn.	No. 2 New
Knoxville, Tenn.	No. 3 New
Westburg, L. I.	No. 1 New
Jersey City, N. J.	No. 2 New
Shelbyville, Ind.	No. 2 New
Cincinnati, O. (Jobber)	No. 2 New
Glasco, Kas.	No. 2 New
Paola, Kas.	No. 2 New
St. Boniface, Man. Can.	No. 2 New
Sylvan Grove, Kas.	No. 2 New
Luray, Kas.	No. 2 New
Upland, Neb.	No. 2 New
Pendicton, B. C., Can.	No. 1 New
Benedict, Neb. (Jobber)	No. 1 New
Shelburne Falls, Mass.	No. 1 New



MARKING REPAIRED GOODS

Record Now Made of All Tapping Machines and Regulators.

As a result of some correspondence and discussion on the subject, we have adopted the policy of marking all regulators and tapping machines repaired by us.

We will also keep a complete shop record, together with the mark placed on the machine or regulator.

An illustration of this mark follows: R-3-11-11. This means the repairs were made March 3, 1911. The factory record will show what the repairs were and what parts were added, if any.

This will give us a very complete record. If a machine or regulator ever comes back a second time we will know at once that it had previously been repaired, and when.



The fact that 720 Mueller Colonial Self-closing Basin Cocks in a busy office building stood for four years without calling for a cent of repairs ought to satisfy any one that they are all right.

SALESMEN'S CONVENTION

A Few Suggestions Which You Are Expected to Heed

The annual salesmen's convention will begin Thursday, December 28, at 9 a. m., and will be continued until January 6th.

The morning sessions will end at 12 o'clock. The afternoon sessions will begin at 1:30 o'clock and close at 5 o'clock.

Both of these sessions will be devoted to business.

There will be evening sessions, lasting from 7:30 to 9:30 for the demonstration of goods.

Salesmen desiring to visit the factory must do so during the first week, from 7 to 9 o'clock.

Headquarters will be at the St. Nicholas Hotel, where all salesmen will register. You will be allowed a \$3.00 room. Anything above that rate must be paid by the salesman.

We will complete the arrangements and make the hotel assignments in accordance therewith.

All matters pertaining to stationery, grips, typewriters, etc., must be taken up and settled before the convention.



REGULATOR DEMONSTRATION

By Mr. Cash Will Be Held Daily During the Salesmen's Convention

During the salesmen's meeting Mr. Cash of the Regulator department, will demonstrate regulators between the hours of 7 and 9 a. m. and again in the evenings.

You are expected to attend these demonstrations. The regulator is one of our specialties which we feel is not sufficiently understood by the salesmen. These demonstrations of the regulators will offer the opportunity to secure the requisite knowledge to properly present them to the trade. You must get it. If you don't you will have failed of an opportunity to increase your knowledge, of this product and better your salesmanship, a fail-

ure of which we shall take cognizance of.

The sessions this year are to be devoted to sales talks and methods. We propose that this shall be a business meeting. We want you all to come here imbued with that idea.

These meetings cost lots of money and a failure of salesmen to appreciate their business intent and purpose means that we are simply throwing the money away.



RAPIDAC

That is the Name to be Applied to Our New Fuller-Compression Work

Again we have named our fuller-compression work, but this time for keeps.

It is to be called "Rapidac." The patent attorneys at Washington have passed on the name and assure us of our right to use it.

Therefore it is "Rapidac" and you can so call it when talking to the trade. The name is a good one, easy to pronounce and easy to remember and also gives a hint of one of the strong points of the goods.



A DESIRE TO PURCHASE

A firm of bankers in Philadelphia are interested in the purchase of a large gas and electric company in the west or central west.

They have written us about it. If any salesman should hear of an opening of this kind it would be advisable to notify either Decatur or New York.

It is certainly good policy to keep in touch with opportunities of this kind to make friends with prospective owners of gas or water plants.



COMING CONVENTIONS

January 24-25—Illinois Master Plumbers' Association at Decatur, Ill. Headquarters will be at the St. Nicholas hotel.

THE NAME ON GOODS

Its a Strong Asset But We Sometimes Lose Sight of It

The man who will boldly stamp his name or trade mark on everything he makes is the man to swear by and deal with.—National Association of Brass Makers.

This good advice is not followed by all members of the above association.

We stamp all our goods of course, but are wondering if we make capital enough of the fact. Our name on brass goods is full of significance. It stands for all of our claims. It is the very foundation of the business—an absolute and fearless guarantee of our faith in our product. The name is there indelibly and everlastingly. There is no going behind the returns. If the goods for any reason fail to measure up to our claims, the name Mueller is there to accuse us and call us to account. And that is what we want it to do. Our chief endeavor is to hold the goods up to a high standard, and to make the trade understand this fact. The knowledge that we are sincere in this purpose is certain to win us many staunch friends and permanent customers.



BEATS A BATTLESHIP

Wearing Qualities of Mueller Tapping Machine Compared to Texas

Here is a point that may be used effectively in promoting sales of tapping machines.

Mr. Tranter visited Raleigh, N. C., recently and called on the water company there. They have used one of our tapping machines, a No. 2, for 24 years. In that time they have used the machine to make 3200 taps and the few repairs they purchased from Mr. Tranter on October 31st, were the first in many years.

The durability of our machine is undoubted. With proper care it will last an indefinite time. We are not prepared to say how long, but we believe if a machine is not abused, it will come

as near lasting forever as any manufactured article on the market.

It would seem to us that the fact impressed on a customer that he will never have to purchase another machine, if he invests in a Mueller, will go a long way toward influencing him in our favor.

We have used the above fact in a drum letter, in the following way, and it may be of service to you:

A quarter of a century ago Uncle Sam built the battleship Texas at an expense of several million dollars. About the same time we sold to the Raleigh, N. C. water company a No. 2 water tapping machine at something less than \$100.

A few months ago the Texas was used as a target—she was worn out, obsolete and a back number, and had never been in real action but once.

But that machine of ours is still on the job, good as ever as far as service is concerned and IT HAS BEEN IN REAL ACTION 3,200 times tapping the tough iron of water mains.

Quite a difference both in price and service.

The letter makes the further point that in wearing qualities a battleship is not in it with a Mueller tapping machine. The one purpose of the comparison is to impress upon the mind of the prospect that there is practically no wear out to our machine.

And it costs less than \$100, while a battleship costs anywhere from \$3,000,000 up and is the work of the most thoroughly equipped experts, but even they with limitless resources and technical knowledge cannot produce an article that will yield the length of service that our machine will.



THE SEWER ROD

We have had some complaint about our sewer rods, but feel that this will be overcome within a short time.

We will shortly conduct a series of experiments, and will then be in position to devise some plan to overcome the trouble complained of.

THE METER TESTER CONTEST

Twenty-five Testers Sold, Making the Banner Year of Business In That Line

We made it VICTORY.
The meter tester contest is ended.
That grand old veteran of many a



M. T. WHITNEY
First in the Contest

hard fought race, Mon Whitney, passed under the wire a winner with five machines sold.

And then he turned in and sold another one to Evanston just to show that he still had something up his sleeve. But the last one did not count because the sale came a day after the contest had closed.

Close up and racing Whit hard was Jim Smith with four sold, showing that there is good metal in him—he had been conditioned on Mueller unconditionally guaranteed brass.

Third in the race was Tom Leary,

another fast one when he is strictly on the stride and back of him came Caldwell and Jett with two each.

The remainder of the field followed with one each. The rest were obscured in the back stretch in the cloud of dust that had been kicked up and failed to save their distance, but we don't doubt they tried.

We consider that everybody raced even if everybody did not show inside of the flag. And we count the first contest among the salesmen as having been successful.

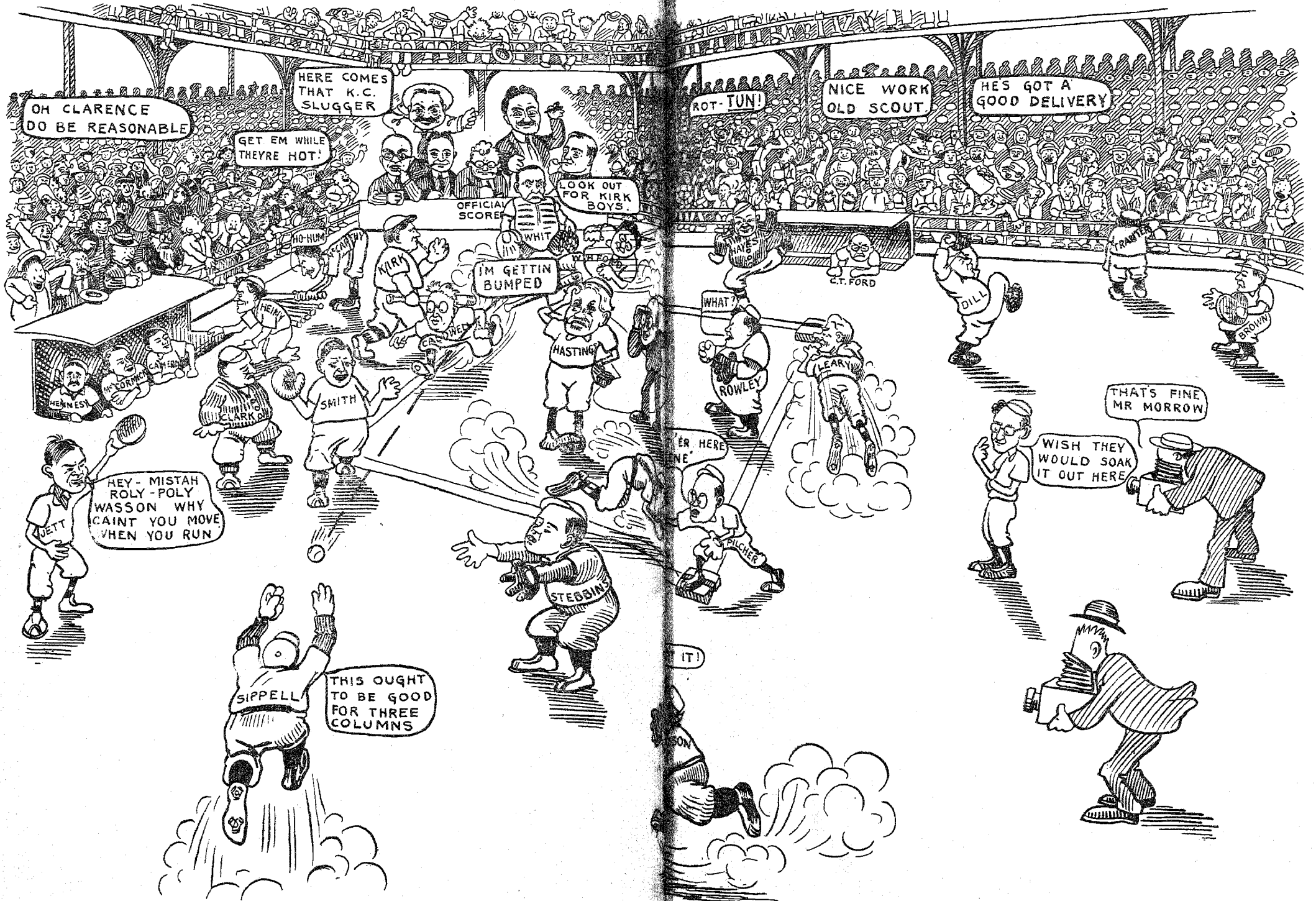
This contest has resulted in the best



JAMES SMITH
Second in the Contest

meter tester business we have ever had in one season. It has been an eye-opener. It demonstrates our possibil-

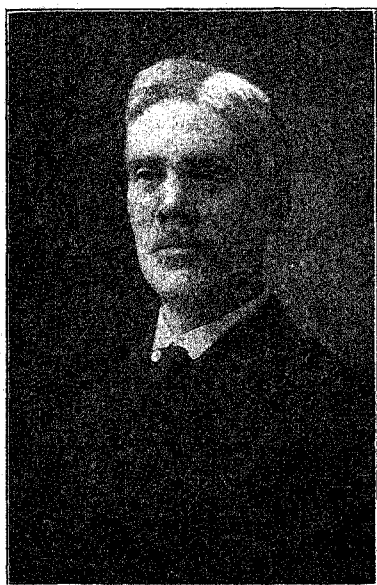
Sporting Extra—Base Ballament Mueller Record



CAPTAIN CALDWELL'S COLTS PULL OFF A GREAT BATTING SEQUENCE IN THE FIRST INNING OF THE TAPPING MACHINE CONTEST

ities when we all get together and sound the cymbals. The noise brings the game from cover. It grows curious to know the meaning of the demonstration. That is our chance to explain to them—to convince them that the noise has a meaning of interest to them. It is our chance to make them understand that we have got something that they must have. And that is just what we did in twenty-five cases.

But we did more than that. We got a raft of them to thinking. The



T. F. LEARY
Third in the Contest

whole water works field is in better shape to talk testers to than ever before.

There are a great many prospects left and they must not be overlooked. We expect you to keep these smouldering embers alive and finally fan their desire into a blaze.

Aside from the successful business in testers the contest did something else. It developed a spirited and friendly rivalry and gave all of us a new dose of enthusiasm—gingered us up and made us step faster with a desire to show in the finish.

Altogether the tester contest was a good thing and we appreciate the way in which you entered into it. We think you all did as well as you could and that we made very good use of the opportunity that was presented.

The Twenty-five club is worth remembering. The complete result of the contest follows:

Whitney	5
Galesburg, Ill. ✓	
Kenosha, Wis. ✓	
Beloit, Wis. ✓	
Chicago, Ill. ✓	
Pekin, Ill. ✓	
Smith	4
McKeesport, Pa. ✓	
Charleston, W. Va. ✓	
Monnessen, Pa. ✓	
Trafford, Pa. ✓	
Leary	3
Springfield, Ill. ✓	
Webster Groves, Mo. ✓	
East St. Louis, Ill. ✓	
Caldwell	2
Portland, Me. ✓	
Biddeford, Me. ✓	
Jett	2
Manhattan, Kas. ✓	
Lincoln, Ill. ✓	
Heinrichs	1
Edmonton, Can. ✓	
Tranter	1
Jacksonville, Fla. ✓	
Pilcher	1
Bristol, Conn. ✓	
Hastings	1
Kane, Pa. ✓	
Clark	1
Sioux City, Ia. ✓	
Morrow	1
San Diego, Cal. ✓	
Kirkwood	1
Topeka, Kas. ✓	
McCormick	1
Sandusky, O.	
Dill	1
Hoquiam, Wash. ✓	
Total	25

The following is a list of towns in which testers had been sold prior to the contest:

- 1 Auburn, N. Y. ✓
- 2 Baltimore, Md. ✓
- 3 Buffalo, N. Y. ✓
- 4 Cedar Rapids, Ia. ✓
- 5 Chelsea, Mass. ✓
- 6 Danville, Ky. ✓
- 7 Decatur, Ill. ✓
- 8 Des Moines, Ia. ✓
- 9 Denver, Col. ✓
- 10 East Greenwich, N. Y. ✓
- 11 Far Rockaway, N. Y. ✓

Fort Worth, Texas. ✓
 Galveston, Texas. ✓
 Garfield, N. J. ✓
 Green Bay, Wis. ✓
 Hamilton, Ont. ✓
 Harrisburg, Pa. ✓
 Harrison, N. J. ✓
 Hot Springs, Ark. ✓
 Houghton, Mich. ✓
 Houston, Texas. ✓
 Kansas City, Mo. ✓
 Little Falls, N. Y. ✓
 Louisville, Ky. ✓
 Milton, Mass. ✓
 Minneapolis, Minn. ✓
 Montgomery, Ala. ✓
 Muskogee, Okla. ✓
 National City, Cal. ✓
 New Chester, Pa. ✓
 West Newton, Mass. ✓
 New Orleans, La. ✓
 New York City (4). ✓
 Oklahoma City, Okla. ✓
 Orange, N. J. ✓
 Palo Alto, Cal. ✓
 Perth Amboy, N. J. ✓
 Portland, Ore. ✓
 Pullman, Wash. ✓
 St. Paul, Minn. ✓
 Salt Lake City, Utah. ✓
 Sioux Falls, S. D. ✓
 Spokane, Wash. ✓
 Springfield, Mass. ✓
 Tampa, Fla. ✓
 Tottenville, Staten Island. ✓
 Valparaiso, Ind. ✓
 Vincennes, Ind. ✓
 Washington, D. C. ✓
 Washington, Pa. ✓
 Waterloo, Ia. ✓
 Weehawken, N. J. ✓
 Yonkers, N. Y. ✓

The above with the twenty-five meter testers sold during the contest make a total of 81 towns in which we now have testers.



HEXAGON PLUGS

It was somewhat of a surprise to the sales department recently when a customer returned hexagon plugs and asked that screw plugs be sent him.

The order for the machine came through a jobber originally, and he had specified the hexagon plugs, but the impression prevailed in the sales department that there was a standing order in the shipping department never to send out a new machine without screw plugs.

This should be the rule in future. If the customer asks for hexagon plugs,

fill the order, unless it is apparent that a mistake has been made, but we should send the screw plugs in addition, making no charge.

There are very few hexagon plugs used now, and we should discourage their use, unless there is some good reason to the contrary.

This must be regarded as rule and observed in future.



SPECIAL WORK AND ORDERS

Salesmen should discourage the acceptance of orders for special goods and work. We are not in a position to take care of this class of business advantageously. As a rule, this lack of fitness runs our cost up and causes dissatisfaction with the customer whom we have tried to favor.

An instance of this kind came up a short time ago. The Schuylkill Gas and Water Company had us do some work on an eight-inch pipe and flanges, and our charge amounted to \$14.00, for the reason that we had no machines for handling this class of work, and were, therefore, compelled to put it on a lathe. High priced machinists did the work, and it was a first-class job in every respect. Still our patron objected on account of the cost. We fully explained the conditions to the New York office, with instructions to permit the water company to make its own price. We preferred to do this rather than to have the company think that we were overcharging.

The above is a sample of what we are up against on this special work proposition. Our lack of equipment for this class of work makes it expensive, because we insist on doing the work right when it comes into our hands.

The proper way to avoid the trouble is to make it clear that we are not in the field for this kind of business, and that it can be done only at an unnecessary expense to the customer.

Every job of this kind is an interference with our routine and an obstacle in the way of producing our regular line.

ALWAYS READY TO HELP

Office Can Frequently Assist in Putting Over a Sale

The office is always ready to help in consummating a deal. Sometimes it can do this very effectively.

Here is an instance, the publication of which is merely to illustrate our point:

Last July we received an order from a water company for a 1/2-inch drill for an old style Payne machine.

The salesman from whose territory the inquiry came was advised of the fact, and the suggestion made that he try and sell the company a Mueller machine. The salesman replied that he had been trying for years to sell this company, and did not believe he could give it a machine. He suggested that this would be a good place to try our mail order business, and that if we sold the machine within two years he would make us a present of ten dollars.

We tried—and sold it.

On October 24th we wrote the company, and November 13th received a reply, in which the superintendent stated that he realized his old Payne machine was somewhat antiquated, but it worked fairly well and was answering his purpose. At the same time he asked us to make him a proposition, with the credit he would be allowed on his Payne machine.

We made him the offer on November 14th, and on November 18th he advised us that probably he would order a No. 1 or No. 2 machine.

Of course, the salesman got copies of the correspondence, and on November 20th he dropped into the town and took the order for a No. 2 machine, taking the Payne in trade.

We feel that this machine was really sold by mail. But the salesman took the order. And, incidentally, saved his ten dollars.

But that's all right. We are here to sell goods when we can, or to help you sell them. That should be the aim of every person connected with the company—sell the goods and let the credit go where it will.

The one object of this little article is to let you salesmen know that we are here to co-operate with you.

The salesman in this case undoubtedly tried hard to land this order. Perhaps he was a little discouraged or disgusted, or both, when he made his ten-dollar offer. We hit the prospect from a different angle, and made it count.

The moral is this: Never get discouraged or disgusted, and never give up. Keep plugging. Sometimes one man can't turn a trick, but two can.

Some of you other salesmen might have prospects that could be awakened by a letter to the point of mailing us an order, or giving it to you. We don't care which.

What we want is the order.



SOCIAL GATHERING

Men In New York Office Get Together For a Feast

The men in the New York office have decided upon a monthly meeting of a social character and the first of these was held on November 16th at Collaizzi's restaurant. It was a very successful affair. It generated a good feeling and a continuation of these meetings will result in mutual benefit to the company and men.

The menu on the occasion of the first meeting was as follows:

- | | | |
|----------------------|--------------------|--------------|
| | Soul Kiss Cocktail | |
| Olives | Nuts | Celery |
| Soupe Chicken | | Grilled Shad |
| Tenderloin Beef | | Peti Pois |
| Philadelphia Turkey, | Cranberry Sauce | |
| Spaghetti | | Neapolitan |
| | Pomerene Cheese | |
| Roquefort Cheese | | Italian Wine |
| | Cafe Noir | |
| Cigarettes | | Cigars |

After the feast the party attended the theater. The evening was enjoyable throughout.



The attention of the salesmen is again called to the advisability of discussing with the trade the size of the next catalogue. This subject will doubtless come up for discussion at the meeting of the salesmen.

REGULATOR DEPARTMENT

On May 5th last we sent to a gas company a sample of $\frac{3}{4}$ -inch regulator equipped with mercury seal and strainer, and adjusted for 30 pounds initial pressure, with 5-inch water column delivery pressure.

November 4th our salesman in that territory quoted this company on $\frac{3}{4}$ -inch regulators without mercury seal, soliciting an order for our 13170.

Mr. Cash at once advised the salesman that he did not know under what conditions these regulators were to be used, stating that under ordinary conditions of house service where the gas was likely to be shut off entirely, we could not guarantee satisfactory service unless a mercury seal is used to relieve any excessive pressure that might leak through the seats at such time when no gas was being used.

In reply the salesman advised that the gas company had used the sample sent them last May after disconnecting the mercury seal and strainer. He added that under these conditions the company had used the regulator on high pressure gas for four months and it had given splendid results. In conclusion he said there seemed to be no desire on the part of gas companies in his territory to use mercury seals.

In reply to this Mr. Cash wrote as follows:

"We are very much pleased to note that the sample regulator sent the company has given good service for four months without protection from either strainer or mercury safety seal, and while you have not given us the information as to just what this particular service is, we have assumed that it is for house service."

While we are pleased with the results so far obtained, we would nevertheless repeat our warning that we do not guarantee satisfactory service from these regulators without a mercury seal, if they are used for ordinary house installations, and we would request that in taking orders for such regulators, that this be distinctly stated, and then if the regulators are installed with-

out a mercury seal and any number of them should give difficulty at some future time on account of foreign substance in the seats, preventing the regulators from closing tight when no gas is being used, we would be relieved from responsibility.

In installations where the initial pressure is not greater than 10 or 12-inch water column, it has become quite common practice, as we understand, to install gas regulators without a mercury seal, and under such conditions if the regulator seats did not close tight when no gas was being used, and the delivery pressure in consequence run up equal to the initial pressure, there would not likely be any serious damage done. However, even under such conditions of pressure some gas companies are now installing mercury relief valves, and we have recently received orders for over 125 mercury seals for use in connection with regulators of other makes, some of them Reynolds'. From this you will see that they are becoming awake to the necessity of using safety seals."



NEW REGULATOR BUSINESS

The very rapid progress made in autogeneous welding within the past two years, is evidenced by the large number of manufacturing and chemical concerns throughout the country who are selling equipments for such work. A very large majority of such outfits use the combination of oxygen and acetylene gases, commercially stored and shipped in steel cylinders or tanks, the gas from one of each kind being passed through a reducing and regulating valve to an ordinary brazing torch where the gases are mixed in proper proportion for combustion. Owing to the high pressures, varying from 50 to 2250 under which the gases are compressed and stored, it is a very difficult matter to make regulating valves that will operate satisfactorily, without continual clogging and rapid wear on

the seats and parts. Rapidly increasing orders and inquiries within the past three months prove beyond a doubt that our $\frac{1}{4}$ and $\frac{3}{8}$ -inch sizes of 13160 regulators with special seats are better adapted, and give closer regulation in this service, than any regulating valve now on the market. Remember there is a large field for these special regulators, as every welding outfit requires two of such regulators. Inquire of your customers if they have any special problems in pressure reduction and regulation in pump governors, relief valves, etc., and in a vast majority of cases what appears to them as a specially complex problem, can be successfully met by some one of our stock regulators of the several types made by us. We are not looking for special work but let us hear from you, anyhow.



WHEN PRESSURE CHANGES

**Are Made by Cities Advise Us—
There's a Chance for Business.**

Keep us advised of any change in pressure made by a city in your territory. This is important. It affords us an opportunity to boost the regulator business.

Elmira, New York, furnishes a striking illustration of what may be accomplished in this line. On August 16, Mr. J. M. Diven, of the Charleston, S. C., Light and Water Company, sent an order to the New York office for two $\frac{3}{4}$ -inch regulators to be shipped to Elmira, where the pressure had been increased from 30 to 80 pounds.

Following this tip, the New York office wrote to all plumbers in Elmira, enclosing regulator literature. As a result, they have received orders through different Elmira plumbers to the amount of about 300 regulators.

There is no reason why we should not do the same thing in other places, if we have the information in time to begin an active campaign.

Keep the suggestion in mind.



The regulator department is busy. We have received a number of good or-

ders during the past few days. One of these called for 100 three-quarter inch regulators and the other for 200 of the same size, all to be equipped with mercury seal and strainers.



SOME GOOD ORDERS

The following are among our recent orders for self-closing work:

N. O. Nelson Manufacturing Co., St. Louis, Mo., twenty five-eighths 12010 and 64 D-12902 basin cocks for the Young Woman's Christian Association building, St. Louis.

We got the order for the self-closing work and other brass goods in the Elms Hotel at Excelsior Springs, Mo. Reference to our files show that office, and salesmen have worked for practically one year to land this business, but it was worth it, because it proved to be a nice order. That is one good thing about it, but there is another. Excelsior Springs has become a great health resort, and thousands of people visit there every winter and spring. Consequently, we are certain to have a lot of attention attracted to our goods, and it will come from a very desirable class of people. The order should be the means of sending many subsequent inquiries to us. The Elms Hotel order consisted of the following goods: 674 three-eighths D-8185 compression stop cocks; 234 three-eighths D-8183 compression stop cocks; 24 five-eighths D-8005 compression bibbs; 440 D-11902 self-closing basin cocks.

Forty pairs of D-12902 for the Hume Masure building at Indianapolis. On October 1, 1910, we sold 120 pairs of this same cock for this building.

Thirty pairs of D-12902 self-closing basin cocks for the Seymour hotel at Winnipeg, Canada, the order being placed through J. C. Orr & Co., of that city, they having the contract.

Fifty-four D-11902, twenty-one D-11911 and twenty-five D-11901 from John E. Wooley & Son of Evansville, Indiana, to be used in the Imperial hotel.

Fifty pairs of 12902 Self-Closing

Basin Cocks, by the New York office, for the Castle Square hotel, Boston, Mass.

Three hundred 11901 Extra Self-Closing Basin cocks to Cotter brothers, Winnipeg, Canada. Mr. Heinrichs informs us these cocks are for the Grand Trunk Pacific railroad shops and are in addition to those shipped Cotter brothers the latter part of 1910.

One hundred pairs of Extra Self-Closing Basin cocks with porcelain index nuts for the Laib company who bought the same for the Falls City Construction Company of Louisville. These cocks will be used in the ten-story office building at the corner of Center and Jefferson streets, the same costing \$300,000.



A CLEVELAND VIEW

Square Dealing Accredited as Principal Reason for Our Good Trade

J. H. McCormick reports an interesting conversation with E. R. Rickersberg, head of the Cleveland company bearing that name. The conversation was interesting because it tends to show how we are regarded in that city.

Mr. Rickersburg is reported to not be very popular with other Cleveland manufacturers, because he disagrees with certain methods with which we are all more or less familiar. His plant, while not the largest, is said to be one of the best equipped in that city.

In his talk with Mr. McCormick, he said that we were getting the cream of the business, and Glauber got any good business that was left, while the remainder of the Cleveland manufacturers get what is left, the little fellows who do not pay their bills. Part of the trouble was due to salesmen. He said that he could not hire a salesman who would be straight, and referred to the stuffing of orders, remarking that he had discharged men for this, only to find that the next one would do the same thing.

Mr. McCormick told him that he did not know of our company ever having issued instructions on stuffing orders, but he was confident no Mueller sales-

man would do it, and that our customers never got more goods than they ordered. Mr. Rickersberg agreed that our method of being square with the trade was better than the Jew method. He added that had it not been for automobile and special work during the summer, he doubted if they could have kept their plant running.

We have been told that the only reason why we are getting business due to the fact that our prices for plumbing good are under that of the Cleveland manufacturers.

We don't believe anything of the kind. Mr. Rickersberg hit the nail on the head when he said it was our square methods with the trade that got us the business. The one thing that has enabled us to build up our business, is the fact that we treat the trade fairly; give them goods that are full of quality, and do not attempt to load them up with goods in excess of what they really want.



INFORMATION CARDS

In a former issue of the Record we told you about a proposed interchange of information with the National Water Main Cleaning Company.

We have prepared and sent to you our cards for information which will be of benefit to the National Water Main Cleaning Company. Wherever you find a prospect for this company fill in the card and return to the sales department.



SPUN FLANGES

We are investigating the question of a heavier spun brass flange for our 7-16, $\frac{1}{2}$, 9-16 and $\frac{3}{8}$ and $\frac{1}{2}$ size, supply pipes, $\frac{3}{8}$ and $\frac{1}{2}$ inch iron pipe size, as well as for our combined waste and overflow. If the expense is not too great, we probably will make the change, and this will overcome the complaint that our flanges are too light.



A good salesman should look clean, talk clean, act clean, and clean business will be the sure result.