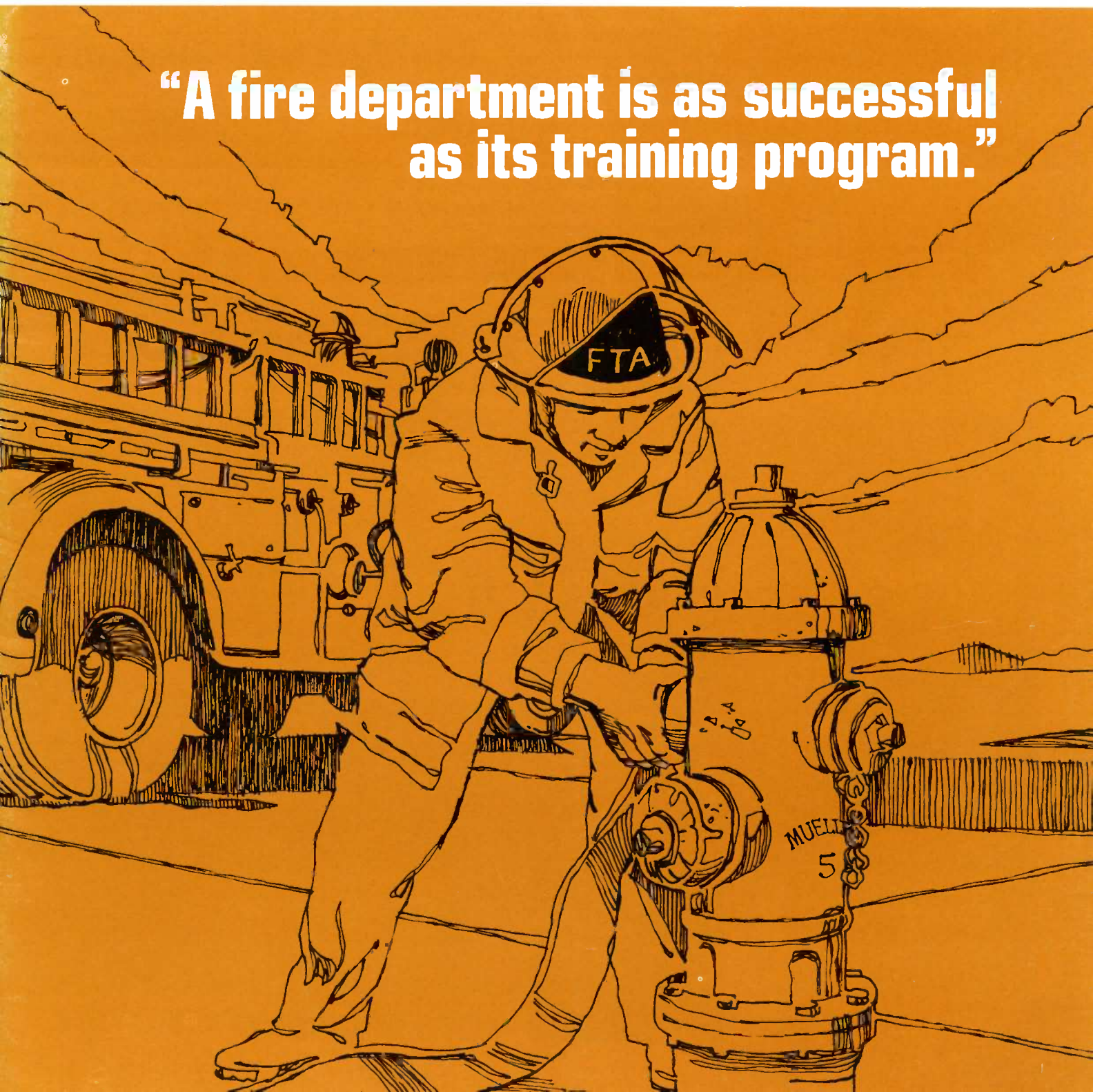


# MUELLER® Record

WINTER 1978

**“A fire department is as successful  
as its training program.”**



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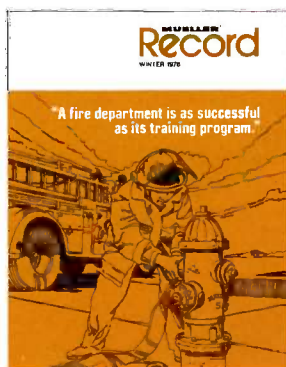
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**MUELLER®**  
**Record**

**WINTER 1978**

Published by  
Mueller Co.  
500 West Eldorado St.  
Decatur, Illinois 62525

Jim Cussins  
Editorial Consultant



**About the cover**

The Houston Fire Department Training Academy turns out superior fire fighters. And Mueller Co. helps.



# The Houston Fire Department Training Academy... dedicated to producing superior fire fighters

**"A fire department is as successful as its training program."**

If this statement is true, then the City of Houston must have one of the most successful fire departments in the nation. Thanks to the Houston Fire Department Training Academy.

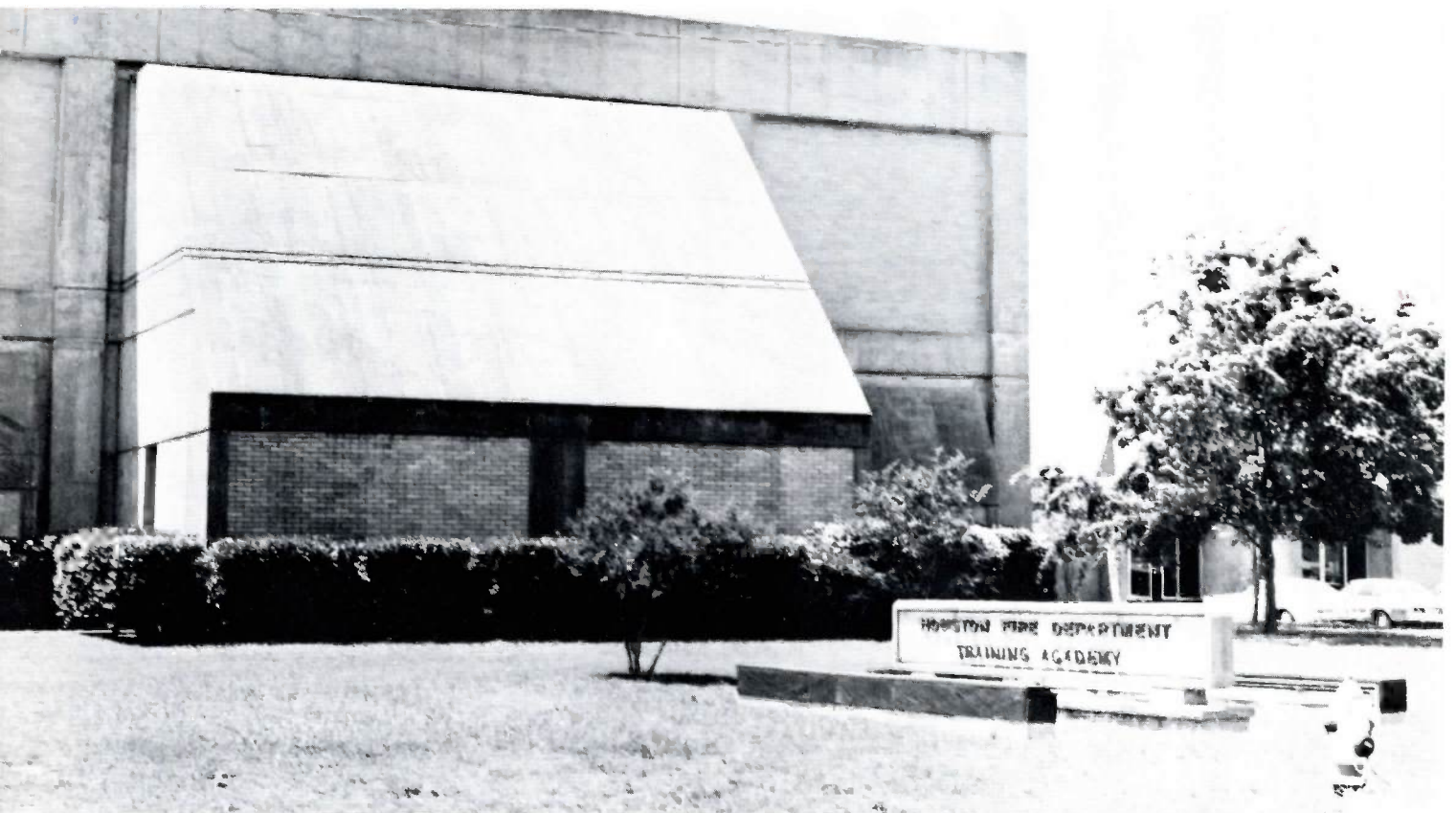
Since November 10, 1969, when the school was dedicated, more than 1,200 cadets have passed through the doors. Each cadet must complete 720 hours of instruction, which takes

18 weeks, before becoming a fully trained fire fighter.

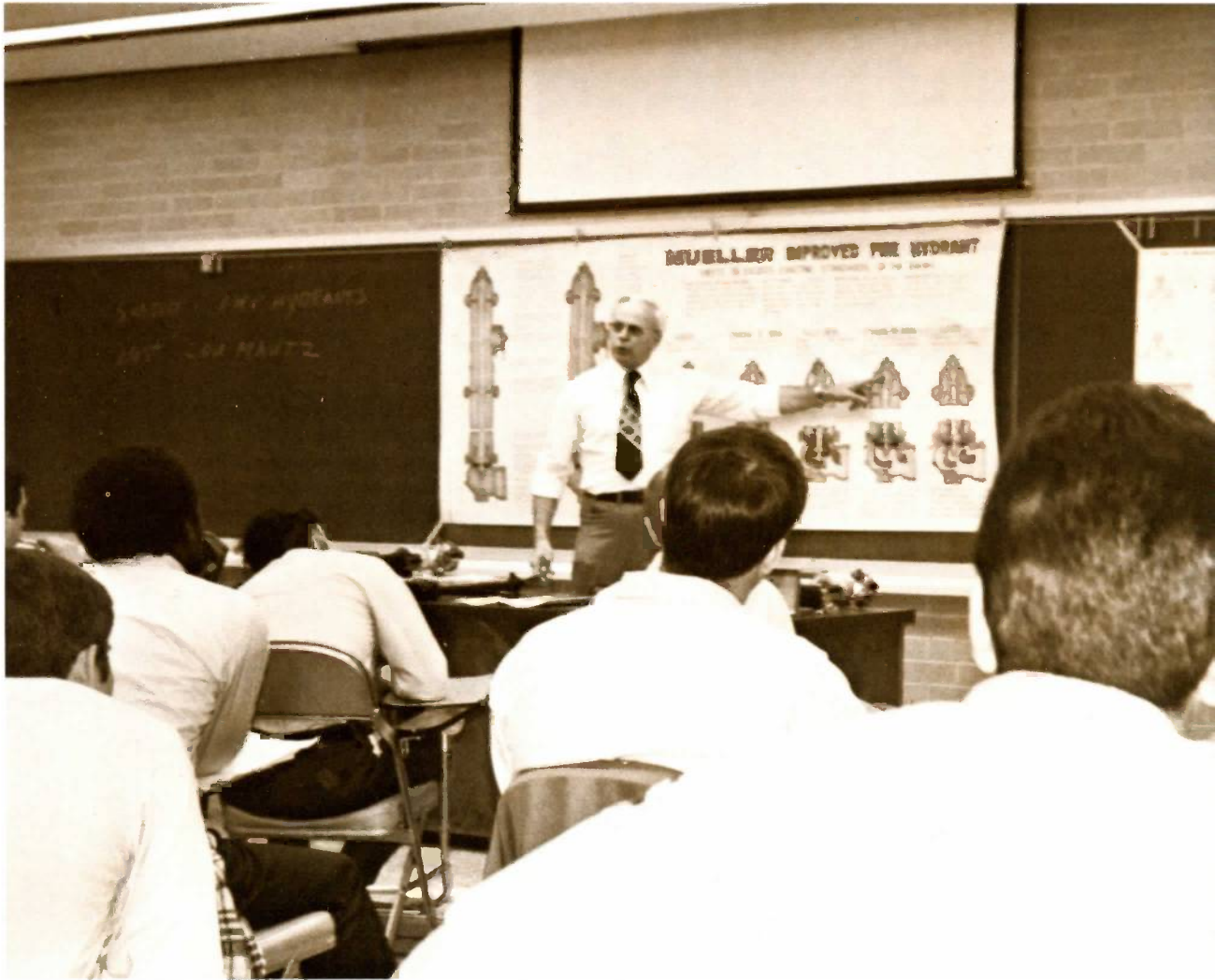
## **Curriculum covers 23 courses**

According to Chief Jessie Price, the curriculum offers 23 courses. One of the first courses a cadet takes is Effective Reading and Study Skills taught by Psychologist, Dr. Sally Webster. This course prepares the cadet for the rest of the curriculum by teaching him how to effectively use his time to learn the most.

*continued on page 4*



The Houston Academy is situated on 15.5 acres of land just south of Hobby Airport in Houston, Texas. Yes, that's a Mueller fire hydrant out front.



During a discussion on fire hydrant maintenance, Lou Mautz explains how the operating threads are automatically lubricated each time the fire hydrant is opened and closed.

### Houston Academy continued

Some of the other courses offered are basics such as Fire Service Ladder Practice, Fire Hose Practice, Fire Prevention, Fire Alarm and Communications Systems, Forcible Entry and Emergency Medical Services (First Aid).

Other courses are more advanced such as Arson Detection. Where, aside from learning how to spot arson, the cadet learns the psychology of why people commit the act.

In Fire Service Mathematics, the cadet learns how to get water from point A to point B with sufficient

pressure to handle the fire. Then in Fire Stream Practices, the cadet can practice applying that knowledge by using a variety of hoses and nozzles to see how hydraulic pressure works in different situations.

Other courses cover ventilating practices, fire chemistry and fire safety. This last course is essential because it teaches the fireman how to keep from getting hurt on the job. That's important because, as Chief Jessie Price points out, "Fire fighting is one of the most dangerous jobs in the world."

Fire fighting crews are called back for refresher courses and training in new methods and equipment as part of the ongoing program.

Besides conducting the comprehensive drills and training programs, the more than 20 members of the academy staff conduct in-service training at fire stations.

#### **Use of Mueller equipment**

One of the training courses focuses on fire hydrant terminology — a sort of

fire hydrant anatomy course, describing how the fire hydrant functions, how it is repaired and maintained.

Full size cutaways of Mueller® Centurion and Improved Fire Hydrants are used for in-class training. Operating Mueller fire hydrants are used for drills on the grounds outside.

Lou Mautz, Mueller Co. sales representative in Houston, has been conducting this course on fire hydrants ever since the academy was dedicated.

*continued on page 6*



A group of cadets listen to Lou explain, using a cutaway model, how the break-away traffic flange works on a Mueller fire hydrant.



### Houston Academy continued

Lou was asked to teach at the academy because of his years of experience in the water industry field and his knowledge of Mueller equipment.

In fact, Lou was granted certification for instructing on the subject of fire hydrants by the Texas Commission on Fire Protection Personnel Standards and Education.

Along with regular instruction at the Houston Academy, Lou conducts similar classes for fire department personnel throughout his territory, which covers the Southeast section of Texas.

Information and photos for this article were provided by Lou Mautz of Mueller Co. and Chief Jessie Price of the Houston Fire Department Training Academy.



Mueller fire hydrants also stand guard around the famous Houston Astrodome. This mammoth, air-conditioned, convertible structure is home to the Astros, the Oilers, the University of Houston athletic teams, as well as the site for rodeo, track and motorcycle races. Billy Graham, Evangelist, has dubbed it "The Eighth Wonder of the World."

# MUELLER NEWS



## **Harlan A. White to retire**

Harlan A. White has resigned as President and Chief Executive Officer of Mueller Co. after serving in that capacity for the past 7 years. White plans to remain with Mueller Co. as a consultant until May, 1980 at which time he will become fully retired after serving the company for 25 years.

White graduated from the University of Illinois in 1947 and received his Certified Public Accountant certificate in 1948. He was a partner in an accounting firm until 1955 when he joined Mueller Co. as Assistant to the Administrative Vice President.

From 1958 to 1961 White was Assistant Works Manager and then from 1961 to 1964, Manager of Manufacturing. In 1963 he moved into the Financial Department as General Controller where he remained until 1965 when he was elected Vice President—Administration.

In 1968, White was named Vice President and General Manager of the operations in Chattanooga, Tennessee. He returned to Decatur in 1971 to serve as Vice President — Operations of the company's U.S. and Canadian plants. At that time he was elected to the Mueller Co. Board of Directors. In 1973 he was elected Company President and Chairman of the Board for Mueller, Limited in Sarnia, Ontario.

White plans to remain active in his present community activities in Decatur where he resides with his wife, Lulu.



## **Edward D. Powers named Company President**

Edward D. Powers has been named President and Chief Executive Officer of Mueller Co., succeeding Harlan A. White.

Powers, age 46, was previously associated with Lever Brothers Company and UOP. Most recently he was president of a subsidiary company of ITT-Grinnell where he headed a group of three valve manufacturing operations.

Powers holds a BS degree from St. Johns University and a Masters Degree in Business Administration from Fairleigh Dickinson University. He brings a broad background of management experience that encompasses manufacturing, marketing, product development and financial management.

Powers, his wife Doris, and their family plan to move their residence from Elmira, New York to Decatur, Illinois in the near future.



## **Hugh G. Gelston**

Hugh H. Gelston has been appointed sales representative for Mueller Co. in the Central District. He succeeds Forrest N. Baum who has been promoted to Sales Manager of that district.

Hugh had been serving as a sales representative for a leading waterworks distributor for the past several years. Since joining Mueller Co., he has completed an intensive sales training program where he has gained additional knowledge of products for both the water and gas industries. This knowledge, in addition to his previous experience, makes him well qualified to serve you.

Hugh and his wife, Mary, have two children and will reside in Columbus, Ohio.



From a plumber's shop  
on the corner,  
to modern facilities  
across the country...

We're still a  
neighborhood company.



With the building of a waterworks in Decatur, Illinois in the early 1870's, Hieronymus B. Mueller, a gunsmith, saw an opportunity to serve the community's needs. So he opened a small neighborhood plumbing shop in addition to his gunsmith shop.

Soon after, the mayor of Decatur appointed Hieronymus as the city tapper. In this position, he made service connections to new homes and establishments from the street mains using a crow drill and a drive stop. It was literally a hit and miss operation.

It didn't take long for Hieronymus to see that there had to be a better way. Again, he saw the opportunity to fill a need. To meet that need, he invented

the water tapping and drilling machine and developed a threaded bronze stop to match the machine. These were the first products of the new H. Mueller Mfg. Co.

Ever since then, we (now called Mueller Co.) have been continually adding new products, improving old products, and building new, modern facilities to meet our customers' needs. With over 50 factory trained sales representatives, hundreds of distributors nationwide and the facilities shown here, we haven't lost touch with that "neighborhood" feeling.

We're still as concerned with meeting your needs as Hieronymus would have been back in the days of his corner plumbing shop.



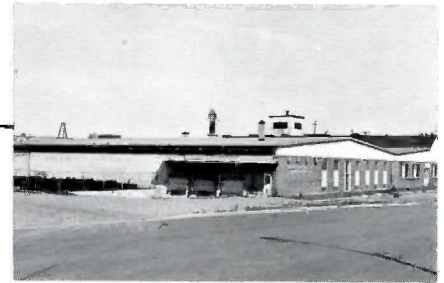
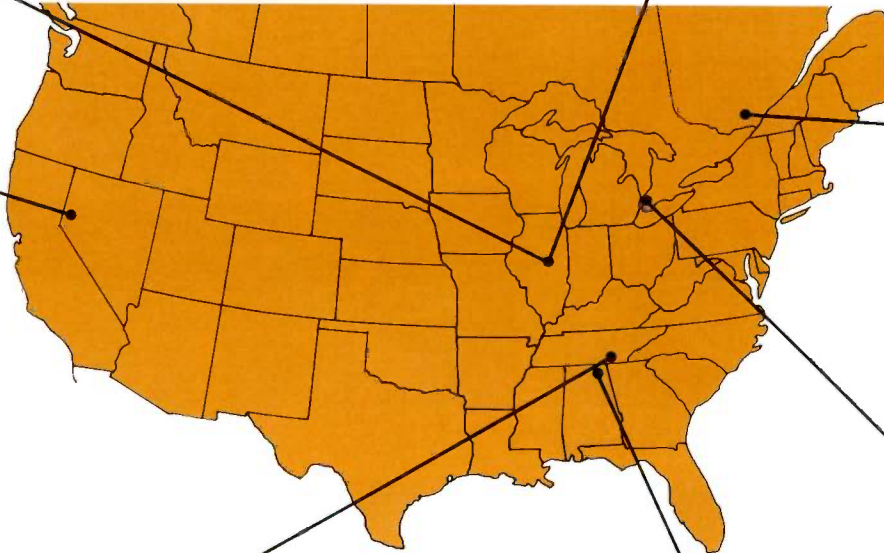
Our Western Service Center provides convenient distribution of Mueller products to the Western District. Sparks, Nevada (near Reno), is an ideal location for this warehouse because of its easy access to the entire district which consists of all the states west of the Continental Divide (including Alaska and Hawaii, plus Baja California, Mexico). There are also abundant railways and trucking lines to facilitate faster service. Products from all of our U.S. facilities are shipped here for distribution in the west.



Hieronymous B. Mueller founded Mueller Co. in 1857, in Decatur, Illinois. Ever since then, Decatur has been the home office of our company. We have two facilities in Decatur, one is the main office and manufacturing plant shown here. All of our brass goods, Mueller (Adams®) Clamps and all of our machines are produced here. We also manufacture products for the natural gas industry, including line stopper fittings, iron-bodied gas meter and curb valves like the LubOSeal® meter valve, and a full line of installation machines.



One of our facilities in Decatur is a foundry. All brass castings are currently produced in Decatur, including those that are used in Albertville and Chattanooga. That's a lot of foundry work. In fact, Decatur pours more waterworks bronze than any other foundry in the U.S. Our foundry started out with brass corp stops and now we offer one of the most complete lines in the industry. (Our new foundry in Albertville will soon be on line to help supply brass castings.)



St. Jerome, Quebec, is one of our Canadian facilities. It is a foundry that supplies all iron and brass castings to Mueller, Limited in Sarnia, Ontario. We have our own truckline between the two facilities to make customer service faster and to keep both facilities running smoothly.



Chattanooga, Tennessee is the home of one of our large iron foundry facilities. Here we build the Resilient Seat Gate Valve (RSGV), an exclusive Mueller design. It combines the best of butterfly valves with bubble-tight shut-off, and of gate valves with full-round flow-way. We also manufacture Improved Fire Hydrants, AWWA double disc, gate valves from 2" through 48", tapping sleeves and tapping valves, and other heavy cast iron goods.



One of our newest manufacturing facilities, built in 1976, is in Albertville, Alabama. This 260,000 square foot plant was specifically built to produce the Mueller Centurion® Fire Hydrant, which we introduced last year. This highly automated facility also has the latest in pollution control equipment. A new brass foundry is scheduled to go on line in Albertville to produce components formerly provided by the Decatur plant.



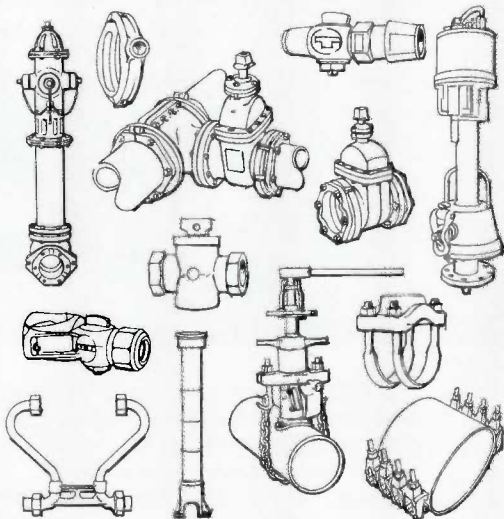
Mueller, Limited in Sarnia, Ontario, serves our Canadian market by manufacturing most of the Mueller products sold there. In some cases, Mueller designs for the U.S. must be modified in Sarnia to meet Canadian specifications. Some of the popular catalog items must be shipped to Canada from Decatur. Mueller, Limited has been in business for over 66 years and is a wholly owned subsidiary of Mueller Co.

# WE'VE GOT A MUELLER® MAN WORKING FOR YOU

As a Mueller customer, you get personal service from one of the men in our nationwide network of representatives. Quality service from a factory trained, field experienced professional. If you have a problem or question, you get an answer. Not just a promise over the phone or a catalog in the mail.

Your Mueller Representative is specially qualified to serve the Waterworks Industry. And he has the support of the Mueller engineering staff, five Mueller plants and a national network of stocking distributors who are specially qualified to serve your needs. He also has the most complete product line in this industry.

It's the fullest sales and service coverage in the entire industry. And part of the margin you gain whenever you specify Mueller.



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Manchester, Vermont



SOUTHEAST DISTRICT  
R. L. Burdick  
Gastonia, North Carolina



SOUTHERN DISTRICT  
D. D. Resler  
Dunwoody, Georgia



CENTRAL DISTRICT  
F. N. Baum  
Columbus, Ohio



MIDWEST DISTRICT  
M. D. Sylvan  
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SOUTHWEST DISTRICT  
R. D. Kitchen  
Dallas, Texas



WESTERN DISTRICT  
C. W. Auer  
Irvine, California

**MUELLER® CO.** / **DECATUR, ILL. 62525**

Factories at Decatur, Ill., Chattanooga, Tenn., Albertville, Ala.  
MUELLER LIMITED, Sarnia, Ont., St. Jerome Que., Canada.  
Sales office and Western Service Center, Sparks, Nevada.

*serv*ing the water and gas industries since 1857

W-7701-R2



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E. D. Ayers  
Cooperstown,  
New York



W. Boardman  
Southington,  
Connecticut



E. C. Fenstad  
Berwyn,  
Pennsylvania



B. C. Lentz  
Morris Plains,  
New Jersey



J. H. McClintick  
Nashua,  
New Hampshire



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Rochester,  
New York

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Lexington,  
Kentucky



C. R. Fisher  
Charlotte,  
North Carolina



C. W. Freeman  
Hendersonville,  
Tennessee



W. R. Koester  
Pittsburgh,  
Pennsylvania



R. F. Maxwell  
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South Carolina



L. E. Murphy  
Mechanicsville,  
Virginia



M. C. West  
Annapolis,  
Maryland

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Clinton,  
Mississippi



J. F. Kellett  
Waleska,  
Georgia



S. E. Lee  
Walker,  
Louisiana



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Ft. Lauderdale,  
Florida



G. E. McPeters  
Pelham,  
Alabama



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Maitland,  
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### CENTRAL DISTRICT SALES REPRESENTATIVES



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Peoria,  
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Columbus,  
Ohio



J. R. James  
Mogadore,  
Ohio



R. F. Kahl  
Farmington Hills,  
Michigan



H. J. Niehaus  
Carmel,  
Indiana

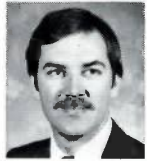


J. W. Wagoner  
Dousman,  
Wisconsin



P. B. Watts  
LaGrange Park,  
Illinois

### MIDWEST DISTRICT SALES REPRESENTATIVES



D. B. Anderson  
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Nebraska



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Wayzata,  
Minnesota



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Ankeny,  
Iowa



A. G. McPherson  
Overland Park,  
Kansas



F. R. SeEVERS  
Aurora,  
Colorado



G. Swanson  
Ballwin,  
Missouri

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Fort Smith,  
Arkansas



J. L. Chilton  
Dallas,  
Texas



J. P. Kollock  
Oklahoma City,  
Oklahoma



R. H. Martin  
Albuquerque,  
New Mexico



L. P. Mautz  
Crosby,  
Texas



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San Diego,  
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California



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Ventura,  
California

### NATIONAL



R. H. Allen  
Glendale, California  
National  
Representative  
Fire Protection  
Sales



# FROM BAYONNE, N.J. TO THE MOON AND BACK - 4½ TIMES

**Four venerable Mueller Check Valves have handled enough water to fill a string of gallon jugs that long.**



This Mueller 16-inch swing-type Check Valve opens and closes 144 times each day. After more than 1.25 million cycles, the bronze seating surfaces still hold their seal. Four of these valves have handled 21.9 billion gallons of waste and storm water pumped through Bayonne's West Side Pumping Station.

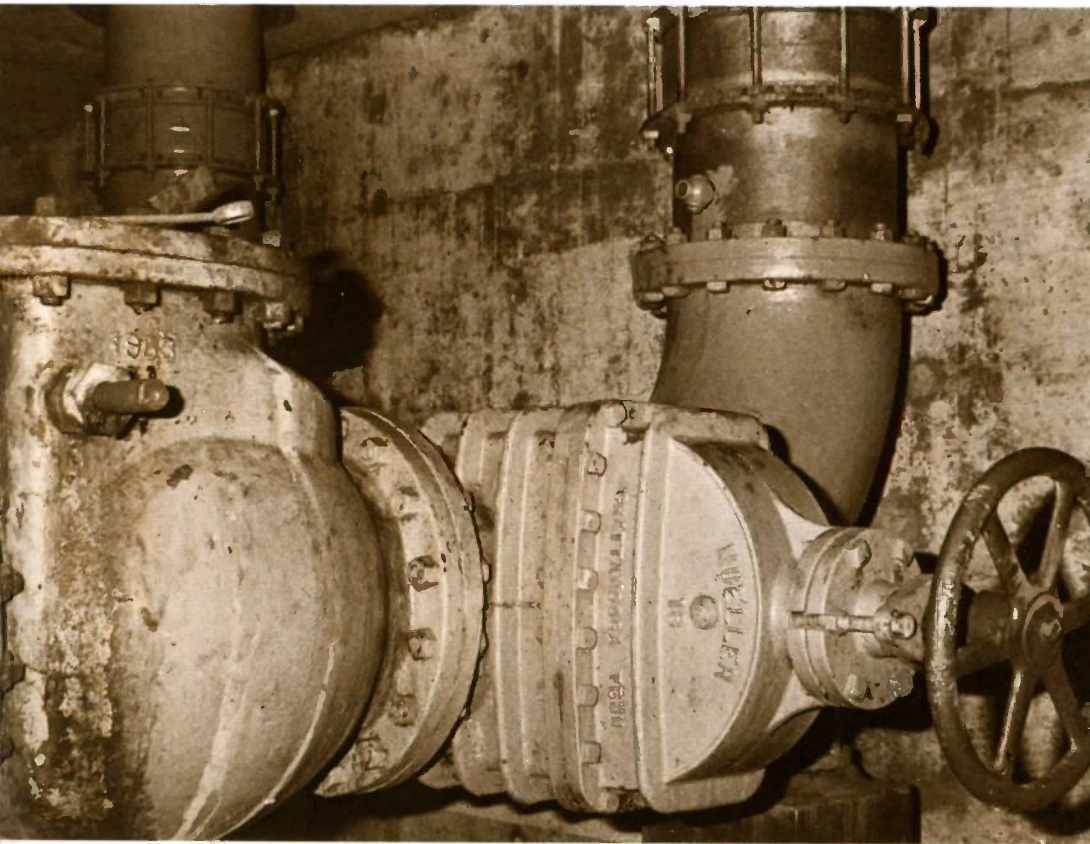
Can you imagine 21,900,000,000 (21.9 billion) gallons of water? Not really. How about enough water to fill a string of gallon jugs extending to the Moon and back 4½ times? That's a lot of water.

And that's the amount that's been pumped through four Mueller Check Valves at Bayonne, New Jersey's West Side Pumping Station in 24 years.

Those valves are still in good shape after almost a quarter of a century. Opening and closing as often as 144 times a day ( more than 1.25 million times in all) as some 2.5 million gallons of waste and storm water surge through the station daily.

The West Side station has been in operation since 1954. And the water it collects is pumped into two interceptor systems and on to Bayonne's main sewage treatment plant.

Four electric pumps do the work. Two of the pumps alternate as lead pump while the other two are switched on during periods of heavier demand. A Mueller 16-inch, swing-type check valve, installed at the outlet side of each pump, keeps the fluid from back-flowing.



This Mueller 16-inch Gate Valve is closed only during servicing of a motor, pump or gate valve. It is mounted on the incoming side of the electric pump.

The lead pump and check valve, for a given cycle, carry the brunt of the flow, with the valve opening and closing six times an hour, on the average.

And only the lead valves have needed any maintenance, reports Fred James, Bayonne's superintendent of water and sewage for utilities. That maintenance involved replacing only the yoke, packing and bushing.

The other two have required no maintenance. Nor have the four Mueller 16-inch gate valves "up-stream" from the pumps. They are closed when work has to be done on a motor, pump or check valve. The gate valves have been in use for 24 years. Superintendent James calls the performance of the Mueller check valves "outstanding."

That's the Mueller Margin at work. Twenty-four years of good service. Handling waste and storm water to fill enough jugs to extend to the Moon and back several times.

That's a lot of water. That's a lot of reliability.



Fred James (left), superintendent of water and sewage utilities for Bayonne, New Jersey, discusses the remarkable performance of the Mueller check valves with Ben Lentz, Mueller Eastern District Sales Representative. Ben, who lives in Morris Plains, New Jersey, provided the information for this story.



# The Mueller Margin...

## What is it?

You may have seen the phrase “Mueller Margin” before. It’s something you’ll be seeing more and more of in the *Record* and our trade magazine advertisements. But what’s it all about?

It’s an ongoing program at Mueller Co. Although the name Mueller Margin is relatively new, the concept it stands for is not. The Mueller Margin has been a part of our way of doing business ever since Hieronymus B. Mueller founded our company in the mid 1800’s.

Stated simply — the Mueller Margin is that extra margin of quality — that extra margin of many things that puts extra value in all our products. Even though we haven’t always called it the Mueller Margin, it has always been there. And that margin of quality will continue to be in our products in the future.

### Why is it there?

There are several reasons for the Mueller Margin in our products. Hieronymus B. Mueller, our founder, believed that quality is the result of high intention, sincere effort, intelligent direction and skillful execution. Hieronymus actually started the tradition, now called the Mueller Margin, over 120 years ago.

We continue to maintain the Mueller Margin today for our customers. We learned a long time ago that we need to

give customers a reason to buy our products. Especially because the product lines in our industry are often basically alike. They look a lot alike . . . they work a lot alike. So there has to be some distinguishable difference.

That difference is the Mueller Margin.

The Mueller Margin is not just a cute campaign slogan. There are *facts* about our products, our people and our way of doing business that make the Mueller Margin.

### About our products

Here are some of those facts about our products that are a part of the Mueller Margin.

**#1:** Mueller products offer added dependability. That’s because we pay extra attention to design detail.

Most manufacturers in the industry design products to meet the same standards. But Mueller Co. goes one step further by carefully designing products for better performance, longer life, easier maintenance and greater reliability. Over 120 years of design experience goes into all of our products.

Our attention to design detail emphasizes product features that enhance dependability. We also use top quality materials. Extensive product development and rigid quality control further increase dependability.

Mueller won’t cut quality to cut corners on cost. A balance of cost and performance gives the best overall value. Often Mueller products can offer lower costs over the entire life of a system.

**#2:** We offer a full selection of products. From main to meter, Mueller Co. offers everything but the pipe and meter. And you can get that from our distributors.

Ours is one of the broadest selections in the industry. We also offer the machines and methods to install our products. Many methods of installation are ones that we pioneered.

Mueller offers the complete package — the products, machines, methods and people to support and service the customer. Being able to buy “everything” from Mueller helps to assure that every part of the system will be dependable and of high quality.

As a single source for material, we simplify purchasing and specifying for you. Through our nationwide distributor network, with “local” stocks, we simplify stocking, too.

**#3:** We offer full product compatibility. We design our products and machines to work together . . . to be used together . . . to be compatible. Everything works together as a system.

Our machines are made to install our products, to help assure that installa-



tions are done correctly. This saves time and effort that can mean easier, faster and more dependable installations.

**#4:** We have one of the largest testing facilities in the industry. We use it for comprehensive testing both before and after a product is marketed.

Products are checked at various stages of manufacturing to assure precise machining and adherence to design tolerances. We test our water control products such as valves and hydrants, 100% before shipping. Not just spot checking. So once you've installed one of our products, you can expect it to work dependably. We've done the testing so you don't have to.

**#5:** We have a large factory trained sales force to support our products.

Our more than 50 representatives, all over the country, provide assistance in planning, maintaining and repair of systems and provide support whenever you need it. They're available at practically anytime.

For special situations, our representatives consult with our engineering staff for further technical assistance. You can get the benefit of these technical advisors without the expense of having them on staff.

**Where do we get it?**

How does the Mueller Margin get into our products? That's simple. There's only one way that the Mueller Margin is produced — and that's through our people. They make the Mueller Margin.

They do this by paying extra attention to design details when designing products. Then in taking extra care in choosing materials to make the products.

During every step of manufacturing, every hand that touches the product makes a difference. Each person is an inspector — checking on the previous work. Our people put extra effort and pride into their work. Real craftsmanship.

**Our people stand behind it**

All of those facts are part of the Mueller Margin. And each one of us at Mueller Co. backs these facts and the Mueller Margin with our best efforts. We promise customers that our products are worth buying. We intend to deliver on that promise.

Adolph Mueller, past president of Mueller Co. once said, "Never make a product without your name on it. And never make a product with your name on it that you're not proud of." We're proud of our products and the Mueller Margin shows it.

**A WINNING TEAM  
DOESN'T DEPEND ON  
ONE OR TWO PEOPLE.  
WE'RE ALL PART OF  
THE MUELLER MARGIN**

**The difference  
between our products  
and others is  
the EXTRA margin  
of quality.**

**And you make the  
Mueller Margin**

**THE MUELLER MARGIN  
IS CREATED  
BY PEOPLE WHO  
TAKE PRIDE IN  
THEIR WORK**

As part of an ongoing program within Mueller Co., posters like these may be found hanging in our facilities as a reminder of the responsibility that all of us at Mueller Co. have in maintaining the Mueller Margin.

As part of our new program, we are placing ads like the ones below in trade magazines to show customers what the Mueller Margin can mean to them.

**THE MUELLER® MARGIN**  
an extra margin of choice

**FROM MAINE TO METER,  
FROM MAINE  
TO CALIFORNIA  
WE SUPPLY  
ALMOST EVERYTHING  
BUT THE PIPE**

...and your Mueller Distributor can handle that

In 1872, when Thermopylae, Mueller started his first corporation and the machine to install it — he was an inventor. But the demand for this system became so great he soon moved beyond manufacturing. And over time, Mueller Co. has been a leader in developing and producing the broadest selection of water main and service line products in the industry. And we back up this selection with a team of specialists. More than 50 national sales representatives and a network of distributors from Maine to California. The wide selection of water distribution system products, technical support and locally stocked inventories are part of the Mueller Margin. That's the extra margin of choice, assistance and convenience you get when you buy from Mueller Co. that we and stand as our industry's leader in service to help you more. We're constantly working on new ideas to improve our present products, pioneer new products and utilize innovative methods to anticipate your future needs. The extra effort it takes to develop a broad line of products and support like this is unique in the industry. It's not part of the extra value you get from the Mueller Margin. After all, shouldn't the leader in the industry give you something more?

**MUELLER CO.**  
DECATUR, ILL. 62525

**THE MUELLER® MARGIN**  
an extra margin of system compatibility

**THERE'S  
NO WASTED TIME  
MAKING THINGS FIT  
WITH OUR  
"MATCHED SET".**

When you're installing a new water system or expanding or repairing an old one, getting the job done fast and fitting in the ditch is important. Especially when public interruptions, traffic or schools, or a customer's bank. That's where Mueller Co.'s "Matched Set" of components and installation methods give you a real advantage. A "Matched Set" from Mueller includes the products, the machine to install them, the tools for the machine and the methods to make it all work. Whether you're working on a water main or a service line, our Matched Sets are designed to work as a system to make everything go together quickly and easily for correct, leak tight, durable installation. Take connecting a service line to a residential main, for instance. The 2" combined shut and tap the Mueller 8100 machine uses and the components are all designed and manufactured by Mueller. So they break down smoothly. Also, the machine holds the combined drill and tap and the tap made to fit; ensure correct alignment with the pipe. The machine is easy for the man to be accurate threaded into the main for a secure, leak tight connection. Both system compatibility and simple in the industry. But it's just one of the benefits you get with the Mueller Margin. That extra margin of value you get with all Mueller products. You can depend on us as a leader in the industry to provide that extra margin. And we're proud.

**MUELLER CO.**  
DECATUR, ILL. 62525

Getting soaked to the skin or chased by a bull...  
it's all in a day's work for the...

# Mueller® Sales Representative

What is a Mueller Sales Representative? What does he do? Just drink coffee with customers? Or does he really help them with their problems?

To give our readers a better understanding of what a Mueller Sales Representative is and what he does, we sent a questionnaire to several of them. But because there is no such person as a "typical" representative, we've put all the responses together to make a composite representative whom we've named Tony for this article.

**RECORD:** Tony, what does a Mueller Sales Representative do?

**TONY:** I'm essentially a salesman, but I also help customers with problems when selecting products or with unusual installation or repair problems. I call on the waterworks trade, engineers, developers, contractors, and people such as that. I try to show them the reasons for specifying and buying Mueller products. And the reasons are good ones. I call on Mueller Distributors, too. They are the people who stock and sell Mueller products as well as other items for the water industry.

**RECORD:** Are you self-employed?

**TONY:** No. I work for Mueller Co. As a matter of fact, I have now for over 15 years.

**RECORD:** How many Mueller sales representatives are there?

**TONY:** There are over 50 of us.

**RECORD:** How big is your territory?

**TONY:** The whole state. But some of us cover more. One representative covers three states, including Alaska.

## You've got to like people

**RECORD:** What does it take to be a good sales representative?

**TONY:** Well, trite as it may sound, you've got to like people. You're dealing with lots of people, talking to them, listening to them. If you really don't like them, that's going to show. Your interest in their problems and needs won't be sincere.

Another thing, you've got to know the product line. The entire product line, and Mueller has one of the broadest

lines in the industry. An intimate knowledge of the whole line helps you recommend the products and equipment that will provide the best possible installation for your customer. One that will do the job at the most economical cost over the life of the system. Experience and knowledge of how all the products work is important so you can help customers solve application problems, too.

Another thing, you have to know the competitors' product lines. That way you can compare Mueller quality with what the others have to offer.

**RECORD:** How does Mueller compare with competitors as far as quality and products are concerned?

**TONY:** As I mentioned, Mueller has one of the broadest product lines in the business. Another advantage is that our products are well designed. That's what more than one hundred and twenty years in the business has done for us. We've built quality into our products that most of the competitors can't touch.

**RECORD:** Do you have any one problem in trying to satisfy your customers?

**TONY:** Deliveries. Sometimes they're slower than we'd like for them to be. But that's something the company is working on very hard. We've added new foundry capacity, new manufacturing and service facilities. We've added shifts and we're putting in plenty of overtime.

Mueller is really addressing itself to this problem. It's going to be resolved. I'm sure of that.

In spite of occasional problems, a Mueller sales representative can go

Tony could represent almost any one of our more than 50 sales representatives across the country.

anywhere and be respected. That's because we feel we represent the best products the industry has to offer.

**RECORD:** How many customers do you have?

**TONY:** About 1,000. Other Mueller representatives have anywhere from 200 to 1,500.

**RECORD:** How many customers do you call on in a day?

**TONY:** That depends, of course. Usually five, occasionally as many as 15. And then there are times when you're really getting down to brass tacks and working out the details of a big order for a water system. Or working out the details of an unusual application. Then you can spend a good many hours with just one customer.

**RECORD:** How closely do you work with the Mueller Distributors in serving customers?

**TONY:** Very closely. The representative does the contact work and helps the customer make the decisions to buy Mueller. But the order is usually placed with the Mueller Distributor. One reason is, his facility is located nearby the customer, it's more convenient.

And the Distributor maintains an inventory of Mueller products as well as some of the other water system products that Mueller doesn't make, like pipe.

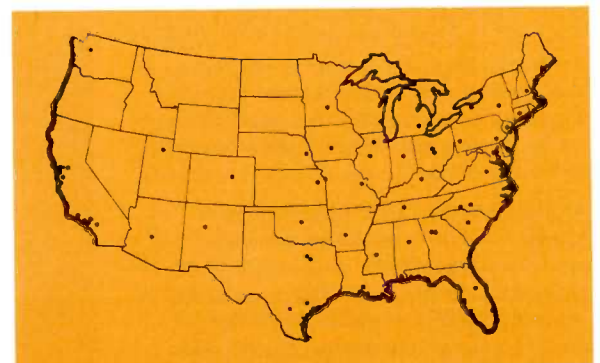
## The best parts of the job

**RECORD:** What part of your job do you like best?

**TONY:** Working on an order for several weeks or months and then winning it. Then I know that all the time spent in going over specifications and other items paid off.

There's a certain satisfaction in knowing that when a customer decided on Mueller, he picked the best. And that you did your best for Mueller and the customer.

**RECORD:** Where is your headquarters, Tony?





**TONY:** I work out of my home. It's a convenient location to give customers fast service, they know where to reach me at anytime for advice. Also, all of my files are right on hand.

**RECORD:** And it gives you a chance to "sleep in" in the mornings when you want to.

**TONY:** That's a common misunderstanding.

**RECORD:** Then, when *does* your day start?

**TONY:** That varies. But usually about 6 o'clock in the morning. I try to take care of correspondence early in the day, if possible. And then there are phone calls to make. There are days that I get started a lot earlier than 6 o'clock. Like getting a call at 2:30 a.m. from the waterworks people in a town one hundred miles away. They've got a break in a main and they need help, so I get up and go to be on hand.

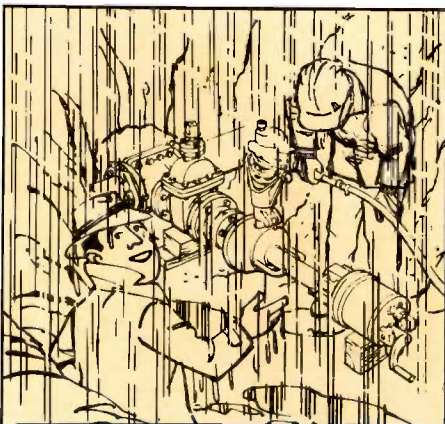
Or leaving home at 4:30 on some cold, winter morning, driving over icy roads to another town to be ready for a 10 o'clock bid opening.

### We don't just walk away

**RECORD:** When does your day end?

**TONY:** That depends, too. Whenever I make the last phone call and get the day's paperwork finished. But then again, there are emergencies that may keep me up most of the night.

After all, when we make a sale, we don't just walk away. Our responsibility has just started. If there's a problem out in the field, many times we go right out there to give technical advice. That's when you have got to like people, too. You also have to know the products to know what you're talking about. And you can't get all upset just because you may end up getting soaked to the skin or frostbitten fingers.



"This is when you have to like people and know the product . . . and not mind getting soaked or frostbitten hands."

**RECORD:** What's the most unusual experience you've had as a sales representative?

**TONY:** Once when I was at an installation of some Mueller® Centurion® Fire Hydrants, I was chased by a bull. I don't know whether it was me that he objected to or the red color of the hydrants.

**RECORD:** How many miles do you put on your car in a week on the road?

**TONY:** About 900.

**RECORD:** In traveling on the job, do you make it home every night?

**TONY:** Afraid not. Sometimes I don't make it home for three or four nights. Of course, it depends on the size of the territory and how much help the customer needs.

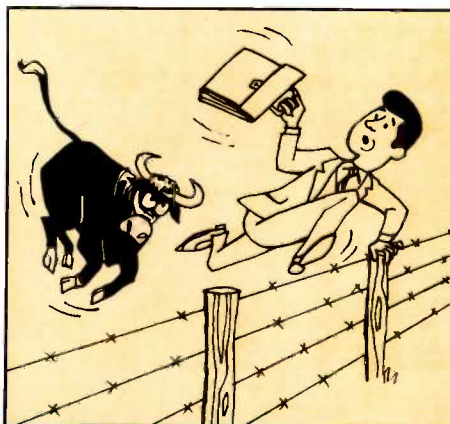
### Married to my job?

**RECORD:** What does your family think of your being away from home?

**TONY:** Sometimes my traveling interferes with the family plans, and they don't like that. They miss me, too. My wife even accuses me sometimes of being married to my job.

But she's more than willing to answer calls for me while I'm away. She even keeps an itinerary of my schedule to help customers get in touch with me in case of emergencies. In spite of inconveniences, the family's proud of what I do. After all, it's not a job a man has to make excuses for. Even though my friends tease me sometimes saying they didn't know anyone actually sold fire hydrants. They claim they actually thought that hydrants grew on street corners.

The kids are certainly loyal. When we travel, they check out every town we go through to be sure there are Mueller hydrants there.



"I don't know whether the bull objected to me or didn't like the red color of those fire hydrants."

**RECORD:** About the Mueller Margin program, is it just another one of those sales slogans?

**TONY:** No, it's not!

**RECORD:** Then what does it mean to someone like you out in the field selling?

**TONY:** It means a lot of things that help make my job more satisfying. It means acceptability and recognition.

The customer knows part of the Mueller Margin is dealing with a sales representative who can really be a big help. It means, too, that the representative has had some factory experience and a lot of training in product and service schools. He really knows the line and the water industry.

The customer also knows that there are Mueller engineers who can give them technical advice in difficult situations.

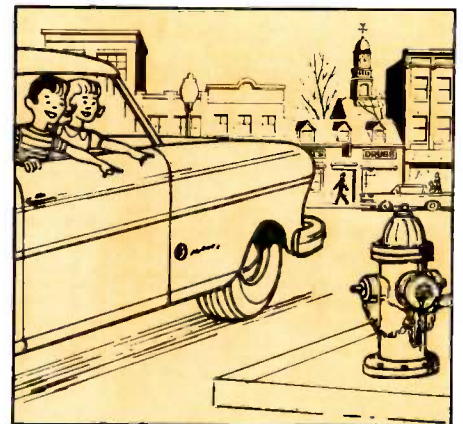
### Important to Mueller's success

**RECORD:** Sounds like you are an important factor in Mueller Co.'s success.

**TONY:** We sales representatives *are* important to Mueller Co.'s success. Good contact with the customer is just as important as good products. After all, even the best products can't sell themselves.

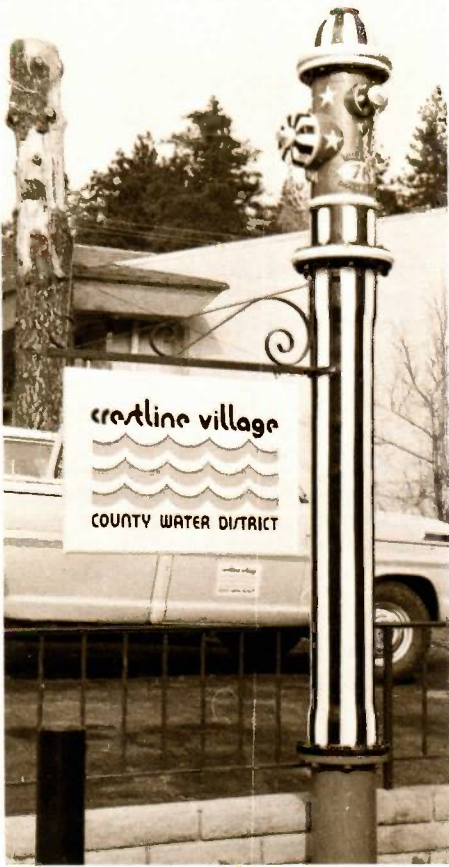
**RECORD:** Knowing what you know about Mueller Co.'s long service to the water distribution industry, of over 100 years, do you ever find yourself resting on that reputation?

**TONY:** The day I start doing that is the day I become a liability to the company. Resting on a reputation is something no one can afford to do. Because it doesn't take much to destroy a reputation. We all have to keep on our toes. I do this by asking myself one question. How can I ever "have all the answers" when daily I'm challenged with new problems that need new solutions?



"When we travel, the kids check out every town we go through to make sure they have Mueller hydrants."





A growing Mueller hydrant? Not really. But no matter how this hydrant got to be so tall, it's responsible for Hunt's selection for membership into the F.H.A.P. society. This tall one stands in front of the Crestline Village County Water District office.



Norman Hunt, center, receives his certificate of merit from F.H.A.P. members. Left, Clifford Auer, Western District Sales Manager, and Kenny Potts, right, sales representative, both of Mueller Co.

# F.H.A.P. NEWS

## Hunt receives award

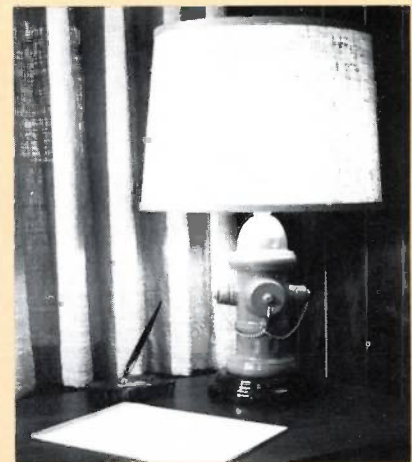
Norman Hunt, Manager of the Crestline Village County Water District, was given the Fire Hydrant Appreciation and Preservation Society's Certificate of Merit.

The recipient of this award "is to be recognized as a connoisseur of artistic form and creative design, lending support and encouragement to those of us who are dedicated to the appreciation of the fire hydrant as a true art form," according to the society.

Hunt was selected for membership after submitting photos of the tall fire hydrant that stands in front of the

district's office. Hunt was also co-sponsor of a fire hydrant painting contest for students at the local schools. A scholarship was awarded to the winner.

Hunt is one of a select group of 15 F.H.A.P. society members in Southern California. Each of the group has received a certificate signed by the founder of the society, Mr. Harvard O'Neille of Atlanta, Georgia and by William E. Murphy, International Secretary of the society.



On the light side: Who says hydrants are only found on street corners? This red ceramic lamp is a replica of the Mueller® Centurion® Fire Hydrant. It was made by John and Phyllis Graves of "Ceramics by Phyllis" in Rossville, Georgia.



# Off the Record



**Middle Age:** That time of life when you'd rather not have a good time than recover from it. And that period when a man begins to feel friendly toward insurance agents.

After all is said and done, more is said than done.

Add to your Murphy's Law file: When planning any crash program, be sure to assign someone to pick up the pieces . . . after the crash.

If you think advertising doesn't pay, bear in mind that there are 25 mountain peaks in Colorado higher than Pike's Peak of which few people are aware.

The world is full of willing people — those willing to work and those willing to let them.

**Definitions of a Father:** A man whose daughter marries a man vastly her inferior and then gives birth to unbelievably brilliant children.

When you win, you're an old pro. When you lose, you're an old man. Charlie Connerly (New York Giants)

If a little knowledge is a dangerous thing, where is the man who knows so much as to be out of danger?  
Thomas Henry Huxley

A class reunion is where everyone gets together to see who's falling apart.

**Advice:** Stay on your toes and off of other people's, and you'll be known as a successful sole instead of an arch heel.

"Be an angel and let me drive," said the recently-licensed bride to her husband. He did, and he is.

Two caterpillars were crawling across the grass when a butterfly flew over them. They looked up, and one nudged

the other and said: "You couldn't get me up in one of those things for a million dollars!"

A good boss is someone who takes a little more than his share of the blame and a little less than his share of the credit.

You never get a second chance to make a good first impression.

People can be divided into three groups: those who make things happen, those who watch things happen, and those who wonder what happened.

The trouble with people who talk too fast is that they often say something they haven't thought of yet.

A good supervisor, they say, is someone who can step on your toes without messing up your shine.

Leaders have two important characteristics: first, they are going somewhere; second, they are able to persuade other people to go with them.



## Hydrants, hydrants everywhere!

Hydrants seem to "crop" up in the most unusual places, as Dick Seevers shows us here. Dick is a Mueller Co. Sales Representative in our Midwest District. The interesting painting, now hanging in his Denver, Colorado home, was purchased at a flea market by his daughter.

## OOPS!

In a past issue of the Record, we ran a brief article about the Wilson Machine Co., Inc. in Hutchison, Kansas. We mistakenly called Hutchison a suburb of Wichita. It is not. In fact, Hutchison is one of the larger cities in Kansas and has had its own water system for over 100 years.



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The Mueller CENTURION Fire Hydrant meets AWWA Standard C-502 and is well below the limits for pressure loss at all flow rates. It's available in a choice of sizes and inlet connections. For full details, contact your Mueller Distributor or Mueller Sales Representative.

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