

The Mueller Record

VOL. III

FEBRUARY 15, 1913

No. 32

A WORD OF WARNING.

You Must Exercise Care in Dealing with Hotels, Etc.

All salesmen are admonished to be extremely careful in dealing with consumers, such as hotels, building managers, architects, etc. We cannot and we will not sell these people direct. Our business transactions with them must be through some recognized master plumber.

This does not mean that we shall neglect the classes of trade mentioned. On the contrary, we expect you to interest them in the high quality of Mueller goods. This must be missionary work, however. Make it clear to these prospects that we can deal with them through a plumber only. Our position is not an arbitrary one and we cannot be successfully accused of upholding an association which seeks to control business. No wholesaler or manufacturer deals with the public direct. He sells to a jobber or recognized retail dealer.

We want to impress upon you the point that in no case should you make an agreement to deliver goods to a hotel, building manager, architect, etc., through a plumber unless you secure that plumber's consent to handle the business. Don't take it for granted that you can bill through some plumber you know, and that it will be all right with him. If you have interested a hotel man or other, up to the point that he is willing to install samples or a quantity of our goods, see some plumber and get a formal order from him. Don't fail to do this.

It is of the utmost importance. Under no circumstances do we want to be accused or suspected of dealing with the consumer direct. Even a suspicion of so doing would put us in a bad light with the trade. Cases of this character assume more than local significance. They are brought to the attention of state organizations and even if we prove that we have not sold direct, it

will leave a bad impression with some plumbers and this easily might prove very detrimental.

It is therefore imperative that all your negotiations with the consumer be confined to talking and urging our goods, while the actual transaction or sale must be in the regular way, through a plumber.



WATER WORKS BUSINESS.

There Is Lots of It In Sight In Cities of All Sizes.

The next few months are going to be productive of large business in the water works field. That fact is visible from this office through the large number of quotations we are being asked to make.

These requests come not only from the larger cities which buy in great quantities, but from the medium sized and smaller cities. This indicates that activity is not confined to any particular class of municipalities. It's a general condition.

We must get our share of the business. As you have been advised by Mr. Adolph, in recent letters, we are concentrating our efforts in so far as possible to land certain classes of business. Water works business is what we want right now, and we want everyone connected with the selling force to concentrate on water works business.

We can fill all orders promptly. An inspection of our stock ready to ship on orders shows that we are in excellent shape. This should help us land the business. Within a few weeks now spring work will open up and there will be a big demand for hurry-up goods.

Talk prompt shipments to the water works trade. We will give each order our best attention.



Great men are never so much alive as when they are dead.

OUR GUARANTEE.

An Interpretation with Which All Salesmen Should Familiarize Themselves.

All our goods are sold under an Unconditional Guarantee.

We know of no stronger guarantee. The fact that the meaning of this guarantee is frequently misinterpreted in the office leads to the conclusion that our real meaning may not be understood correctly by our salesmen.

An explanation of this term is made in order that all our employes may understand our intent, and not be misled into going beyond what we purpose doing under this guarantee. It is so broad that taken literally it might involve us in serious consequences.

Our Unconditional Guarantee means this:

We make goods for water works, gas works and plumbers. These goods are designed to perform a specific duty. If they fail to perform this duty we will replace them, either to the plumber or the consumer, provided this failure is directly traceable to some manufacturing defect or some fault of ours. In other words, we guarantee to furnish the plumber or consumer goods that will perform the specific service for which they are made and sold. No reasonable man could ask more under our guarantee. To make it more liberal would be to subject each sale to the whim of any plumber or consumer. They might demand return of goods or replacements on any pretext whatever.

For instance, a consumer might order our goods installed and then change his mind, claim that the goods did not suit him, and demand their removal. Such a claim, of course, would be unreasonable. Still it is a plausible one under a broad interpretation of our guarantee.

Under such a claim we would be compelled to make the consumer show cause. If he could demonstrate that his dissatisfaction were due to some manufacturing or mechanical defect we would be bound to replace the alleged faulty goods.

However, there is not likely to be anyone so unreasonable. What the plumber and consumer want and what we purpose giving them is—goods that will perform the spe-

cific duty for which they are designed, and do it as well or better than any goods of like character on the market.

If they fail in this it is up to us to make good.

Fortunately our goods are made in such high quality as pertains to workmanship, metal, design and mechanical principle that the percent of cases in which we have to do this is very small.

That fact of itself is a strong talking point. It proves that our goods will fulfill all we claim for them, and that even under this broad guarantee we are not often called upon to make it good.



PANAMA CANAL BUSINESS.

We believe wherever it is possible that salesmen should secure the specification of our goods in buildings at the Panama Canal Exposition, which will be held in San Francisco in 1915. Our goods shown in these buildings would prove a tremendous advertisement, not only for our own country, but for the Spanish-American countries, which will doubtless be largely represented at this exposition.



BULLETINS CANCELLED.

The following bulletins have been cancelled:

F-118 dated March 18, 1911. Subject: "Length of Upright of Wall Basin Supplies."

SO-290, dated November 7, 1912. Subject: "Future Delivery Orders."



BULLETIN.

Add to Bulletin SO-314, of January 21, 1913. Subject: "Mueller Water Meter Testers in Use," the cities of Macon and Atlanta, Georgia.



W. L. JETT'S ADDRESS.

W. L. Jett's present address is 1328 W. 54th St., Los Angeles, Calif. Through an error this number was given in the January Record as 1332.

THE COMMODITY REPORT.

It Shows the Sales of Each Salesman in Special Lines for January.

Appended is the commodity report for January which shows the sales made by each salesman in special lines. Only the records of the Decatur salesmen are given.

unfavorable to retail trade, it proved stimulating to various branches of industry. For instance, there was much activity in the building lines, and contributed materially to increasing the already large traffic of the railroads whose earnings for four weeks in January increased 13.9 per cent.

The latest reports from the port of New

SALESMEN	STAND. COMP. 8303	F.N. COMP. 8677	EX. SELF CLO.	COL. SELF CLO.	SERV. BOX	REP. LIDS	MET. TESTERS	REC. BOOKS	SEW. RODS	PIPE END REAM 23420	PIPE END REAM 23421	CHECK VALVES	FLUSH HYDRANTS
D. J. Mueller	24	36								1			
E. B. Cameron	78	12	162	4		12			1	6	4	5	
H. F. Clark	48		23	14	18							3	
P. W. Scribner	108	24	60	29	1					1			
W. B. Ford	126		123	13	41				2	1			
E. G. Ince	12			24	1	1	1	1		18	12		
H. G. Miller			86						1	12			
E. E. Pedlow	76	12	89	7	61		1	6	1		1	4	
J. H. McCormick	178	180		12		50				19			
C. H. DuBois	46	102		13	3	2			1	26		56	
D. E. Rowley		18	132	32		25				6			
T. E. Beck	26	50				3							
H. J. Harte	950	201		55	18	126				66	13	1	
E. S. Stebbins	24	36	128	5	12							12	
F. L. Hays, Jr.	18		79	7	3	124							
M. T. Whitney	164	114	217	116						32	1		
R. M. O'Rourke	66	18	50	169					1	2			
L. M. Cash		48								2			
S. Thornton	10		2		86	32							
Jas. Smith	24	132	12	180		12				9	2		
L. A. Bland			119	8	70	50				7			
W. C. Heinrichs	432		196										
T. F. Leary										18			
W. L. Jett	18		18		96								
C. J. G. Haas	37								1				
Grand Total	2465	983	1496	688	410	437	2	7	8	226	33	81	

THE COUNTRY PROSPEROUS.

Conservatism In Some Quarters Has not Retarded Progress.

It is accepted in business circles that there is an undercurrent of conservatism in some quarters, at the present time, but this has not retarded to any appreciable extent the steady broadening of industrial and mercantile activity.

The country is still prosperous. The outlook for the future is encouraging. It promises continued prosperity.

Although the open winter was generally

York show exports were \$22,226,037, an increase of \$5,000,000 to \$6,000,000 over the two preceding years, and an excess of \$2,065,331 over the imports, which were \$2,500,000 less than last year, although \$1,000,000 greater than in 1911.

This indicates a nice balance of trade in our favor, showing that money is coming to the country instead of going from it.

The facts printed above are gleaned from the latest reports of commercial agencies.

We know that there is lots of business in our line in the country. We know it from the requests we are getting for quotations.

All indications point to activity in the water works field.

Your attention has frequently been called to the fact that this is profitable business. We want it. Get busy and help us get it.

The country is in good condition. There is no occasion for alarm. There is plenty of business in sight, and we fail to see now where there is any danger of a backset or even a halt in the progress of business.



METAL REPORT FOR JANUARY.

Below is given the Metal report for January. Salesmen should become familiar with these market quotations.

Price Per 100 Lbs. F. O. B., Decatur.

	Tin	Copper	Lead	Spelter
Jan. 1				
Jan. 2	51.35	17.70	4.245	7.22
Jan. 3	51.20	17.70	4.245	7.245
Jan. 4				
Jan. 5				
Jan. 6	51.00	17.70	4.27	7.245
Jan. 7	50.85	17.70	4.295	7.245
Jan. 8	51.05	17.60	4.295	7.245
Jan. 9	50.95	17.50	4.295	7.245
Jan. 10	50.80	17.375	4.275	7.25
Jan. 11				
Jan. 12				
Jan. 13	50.75	17.25	4.275	7.25
Jan. 14	51.55	16.875	4.275	7.25
Jan. 15	51.55	16.875	4.27	7.22
Jan. 16	51.30	16.875	4.245	7.22
Jan. 17	51.30	16.75	4.245	7.22
Jan. 18				
Jan. 19				
Jan. 20	51.15	16.25	4.245	7.17
Jan. 21	51.70	16.30	4.245	7.17
Jan. 22	51.05	16.50	4.245	7.17
Jan. 23	50.60	16.625	4.245	7.07
Jan. 24	50.50	16.50	4.27	6.97
Jan. 25				
Jan. 26				
Jan. 27	50.45	16.375	4.27	6.97
Jan. 28	50.50	16.375	4.27	6.82
Jan. 29	51.425	16.375	4.295	6.77
Jan. 30	50.80	16.375	4.295	6.82
Jan. 31	50.75	16.375	4.27	6.67
Highest	51.70	17.70	4.295	7.25
Lowest	50.45	16.30	4.245	6.67
Average	51.026	16.907	4.265	7.11

SIGHT DRAFTS.

Your attention is called to the following letter recently written by Mr. Adolph to the accounting department as it covers our policy on sight drafts.

The letter:

In following up the policy during the past two years of making drafts for past due accounts, without notifying the customers in advance of our intention to draw on them, we have encountered considerable criticism from both our customers and the salesmen. In view of this, and also the fact that many of our customers, especially the plumbers, do not keep proper account of their invoices and do not make preparation to pay their bills until notified of what they owe, it seems necessary to this extent to return to the plan of sending such customers statements in advance, showing what amounts are owing, and when due. On these statements we can make draft notation, stating that drafts will be made, and when, if account is not paid when due.

It is clear that we should not send such a statement to municipalities, to gas companies, to customers who discount their bills regularly, or who pay regularly at maturity, nor to those customers who have instructed us not to draw. Would therefore request that you arrange at once to send all the remaining customers statements ten days in advance, of amount due, showing all items past due, if any, and all items falling due in the next fifteen days, with notice of when draft will be made, if account is not paid within time stated. In addition to this each item should be followed up in the regular way four days after maturity as a safeguard against any item being overlooked.

We believe that this plan will prove satisfactory and accomplish the desired results.

ADOLPH MUELLER,
President.



METER TESTER OUTFIT.

A complete water meter tester has been sold to the city of Taft, California.



It is not knowledge, but quality that makes a man great.

A STRONG ARGUMENT.

Private Water Companies Find Mueller Goods Economical.

J. H. McCormick recently attended the convention of the Ohio Water Works Association, which was organized a year ago. The convention is composed of 43 private Water Companies. About 25 of these were represented in the convention.

Mr. McCormick attended this convention because there were some things which the members desired to take up with him. He says that practically all private water works in Ohio use Mueller goods, and that all the companies represented in the convention do use Mueller goods.

This certainly is a good point in our favor. It's reasonable to suppose that a private company will figure closer on a money making proposition than a municipal or public water company. If private water works companies find it more economical to use Mueller Goods it would certainly be more economical for public works that do not have to figure on paying dividends.

A private water company buys the goods that will give the best, most enduring and satisfactory service. They could not expect to make money by buying any other kind. Public water works should do the same thing.



WE WERE FORGOTTEN.

Plumbers Did not Know We Had Salesmen on the Road.

"Customers say they have not seen a Mueller salesman for so long they did not know we had any on the road."

This striking sentence occurs in a letter just received from one of our salesmen. It tells the whole story of how we have been missing business in the small towns.

Think of it!

Had not seen one of our salesmen for so long they did not know we had any on the road!

And what happened in the meantime? Just read what our salesman writes:

"G's man made the city three weeks before I did and have been informed that he got quite a lot of business, but his chances for more are very slim indeed. His prices

were from 4 to 37c higher on each article of quick-pressure work than our prices. Still their quality is not as good, and I believe it is their last order from plumbers here. The customers say they have not seen a Mueller man for so long they did not know we had any on the road. The trouble is just this: We have not had a man to get the business and our competitors have edged in on us."

It's about time to stop this practice of our competitors "edging in" and getting the business. We have no doubt that by salesmen passing up the small towns we are losing thousands of dollars a year. Perhaps it is true that salesmen can't make all the small towns under our present territorial arrangements but they certainly don't have to pass up all of them.

Whenever it is possible we want you to drop into the small towns and dig for business. We feel that you can get lots of it in this way.



TAPPING MACHINE MARKS.

It is sometimes difficult for a salesman, especially the new men, to determine the number of a tapping machine. Aside from the difference in construction, each machine has marks by which it can be identified. These are as follows:

All No. 1 Mueller machines are marked—

J J
O
or
I J

All No. 2 Mueller machines are marked, either—

H H
or
B

All No. 3 Mueller machines are marked either—

D D
or
I D

All No. 4 Mueller Hot Water machines are marked—

1 H

If you can't tell the machine from its general lines, look for the above identification marks and they will set you right.

FEBRUARY PREMIUMS.

Four Ten Dollar Prizes Offered to the Decatur Salesmen.

You have been advised of the fact that we are offering a premium of \$10.00 to the man scoring the greatest number of sales of each of the following classes of articles during the month of February:

Extra Compression Stop and Waste Cocks.

Repair Lids (both Gas and Water).

All kinds of dry tapping machines.

Pipe End Reamers.

This will make a total of \$40.00 premium money for the month. It may be distributed among four men, or one man might carry off the entire sum.

Our object in this is an incentive to you to push certain lines of goods. Of course you must not neglect other lines. But you can consistently and persistently push the lines above mentioned.

This contest will be judged entirely by the orders as they come into the house, and not by the shipments.

The premiums will be mailed to the winners on March 5th. This is simply a part of our plan to get together and concentrate our energies on boosting certain lines of goods.

Various lines will be offered on the same plan during succeeding months.

We hope that every salesman will catch the spirit of this movement and get into the game for all he is worth. By combined efforts we believe that we can materially bolster up business.

We anticipate the keenest kind of competition.



IOWA MASTER PLUMBER.

The Iowa Master Plumbers held their annual convention at Sioux City, Iowa, early in January.

Mr. Adolph attended this meeting and delivered an address. His subject was "Opportunity."

The address in full was published in the Domestic Engineering of February 8th. It will also be published later in the Plumbers' Trade Journal.

CASH DISCOUNTS TO CITIES.

To Secure It Remittance Must be Made Within Ten Days.

Our policy is opposed to granting a cash discount to cities unless remittance is made within ten days. All salesmen are advised to keep this fact in mind. In dealing with cities make it clear to the authorities that this is our policy. We wish to avert a similar controversy such as we had recently with a large municipality. It ended in our granting the 2% discount, but the claim was unjust.

In this instance we were probably a little lax in the adjustment of a claim for damages but admitting this to be true, the municipality did not remit until after the expiration of the ten days which would have entitled them to 2% for cash. Without any explanation they merely deducted two per cent when sending in the voucher.

In order to secure municipal business we are compelled to make a very close price, and this should always be accepted as net cash, and not subject to a discount. Municipalities, while good and reliable pay, are generally slow. Claims must go through a regular routine, such as being referred to committees, reported back to councils, etc., and the result is that a municipality rarely has everything cleaned up so as to take advantage of the cash discount according to our terms.

Owing to this delay, it is very plain that we cannot allow the usual cash discount. It can only be allowed in cases where remittance is made within ten days of date of invoice.

Kindly keep these points in mind when dealing with municipalities.



SALESMEN'S QUOTA.

The following is the quota rating of salesmen in the Decatur territory for the month of January:

No. 1—W. L. Jett.

No. 2—R. M. O'Rourke.

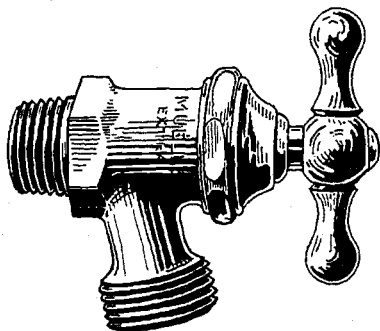
No. 3—M. T. Whitney



People who make good are not searching for soft snaps.

RANGE BOILER DRAIN COCK.

We are showing herewith a cut of our new Range Boiler Drain Cock. It is small, compact and strong, has an encased seat



washer and a good opening. We are making this in $\frac{1}{2}$ " only with male thread in Rough N. P., Rough and Finished. It should prove popular with the trade and become a big seller.



REGULATORS.

The field for pressure reducing and regulating valves in various lines of service never was as great as it is today, and while the requirements in a few lines may be successfully met by regulators made by several of our competitors, yet these few kinds of service are more in the nature of specialties, so that one type or make of regulator would not successfully meet the several different requirements.

The Mueller type—D-13160, is more universal, and adapted to a wider range of various kinds of service, than any pressure reducing and regulating valve that has ever been placed on the market. While its largest field is perhaps in the gas line (13170 gas regulators) which is of same type of construction as 13160, yet the field for water pressure reducing and regulating valves is rapidly approaching proportions equal to that of gas regulators, and for this particular kind of service we challenge comparison in close regulation and length of life from any regulating valve on the market, regardless of price. For larger water or gas pipes, or mains, than can be supplied by our 13160 or 13170 regulators, on water and gas, our 13121 and 13141 regulators are without equal

in the market today, while the same several types as made with metal seats render equally as good and unapproachable service on steam, oil, air and special gases.

We have a line of pressure reducing and regulating valves so complete that our salesmen can find a suitable size or type of stock valve to properly meet almost any requirement, or any kind of service that may be presented to them by a prospective customer, a statement which cannot be made by any other manufacturer of regulating valves.

If our salesmen will remember the wide field and opportunities for sales of regulators, acquaint themselves with the requirements in each kind of service, and each particular customer, and give us this information when the order or inquiry is sent in, not forgetting to advise the use of strainers, we can, within a short time very greatly increase our regulator sales, thereby greatly increasing the amount of business done by each salesman.

Get, and give us, proper and complete information, and we will furnish the goods to build up your sales.

—REGULATOR DEPARTMENT.



MR. INCE'S UMBRELLA.

On the trip to Chicago after the '49 Club banquet and reunion, Saturday evening, Jan. 4th, E. G. Ince left his umbrella in the Pullman Sleeper, between Decatur and Chicago. Mr. Ince has failed to receive it so far, and inasmuch as it is almost identically the same style umbrella as given the older salesmen by this company for Christmas, Mr. Ince is of the opinion that the matter has been overlooked by whoever picked it up.

This mention of the facts is merely to remind whoever picked up the umbrella to return same to Mr. Ince, care Hastings Hotel, Minneapolis.

If sent express collect, it will doubtless have the effect of sharpening Mr. Ince's memory, and cause him to be more careful of his property in the future.



The secret of eternal youth is to look younger than you are and act younger than you look.

NEW YORK ORDERS.

Through Mr. C. T. Ford, from Jas. McCrea & Son, of Baltimore, Md., 286 11901, which will be used in the Baltimore city jail. This is an order which we have been after since the early part of last November.

From the Newton and Watertown Gas Company, of Boston, through G. A. Caldwell, 2005 gas cocks, ranging in size from $\frac{3}{8}$ " to $\frac{1}{2}$ ".

From East Boston Gas Company, through Mr. G. A. Caldwell:

700 $\frac{3}{8}$ " D-15010.

3500 $\frac{1}{2}$ "-Same.

53 $\frac{3}{4}$ "-Same.

100 $\frac{3}{4}$ " D-15016.

From Mr. C. T. Ford, 16 D-9461, to be installed in the new Elks' Home, Danville, Va., same having been specified by Mr. C. G. Pettit.

Through R. M. Hastings an order for the Men's Hotel—310 Pearl St., Buffalo, New York, for 50 D-12901 N. P. Self-Closing Basin Cocks, and 10 only $\frac{5}{8}$ " D-12003 finished with flanges.



PERSISTENCE PAYS.

For over a year and a half Mr. H. M. Flemming of the New York office, has been in correspondence with the Elizabethtown Water Company, of Elizabeth, N. J., trying to sell them a meter tester outfit complete. He received very little encouragement at the start, but he kept after the Elizabeth Water Company from time to time and has finally secured from them an order for a meter tester outfit complete. This is merely another illustration of the success which attends persistent efforts.

Another meter tester outfit has been sold by G. A. Caldwell to the Bridgewater Company, Bridgewater, Mass.



COMMENDS US.

Some time ago Charles Murphy, Secretary of the National Association of Master Plumbers, and member of the New York City firm of Keefe & Murphy, wrote Mr. Adolph for data concerning the financial standing of master plumbers, compared to

other business men. Mr. Murphy remembered that some such information was given by Mr. Adolph in an address before master plumbers about a year ago.

We are in receipt of a letter from him acknowledging receipt of the information. Mr. Murphy agrees that the "jokesmith" has had much to do with putting the trade in a false light. He also agrees that the plumber should be better posted on "overhead," or the cost of doing business. All of these points have been strongly urged by Mr. Adolph in his addresses.

Mr. Murphy concludes his letter by saying:

"Your firm is to be commended for its activities in 'spreading the light.'"



DEVELOPED GOOD BUSINESS.

On May 7, 1912, the Manufacturers' Equipment and Engineering Co., at South Framingham, Mass., wrote to the New York office, inquiring the best delivery and lowest prices on $\frac{3}{8}$ " self-closing cocks.

The New York office corresponded with them for some time, and received an order for 100 pieces of these cocks, and in due course of time secured an order for another 100 pieces. They have followed this matter up very closely at New York, and recently received an order for 1000 of these $\frac{3}{8}$ " D-11803 N. P., Self-closing stops, tapped $\frac{1}{4}$ " both ends at special job prices



POSITION WANTED.

Mr. M. L. Worrell, general manager of the water works at Meridan, Miss., is open for a new position. If you hear of anything please advise the office as we should like to help him secure a place.



NEW ADDRESS.

The address of C. J. G. Haas is now Columbia Apartments, 12th & Columbia Sts., Apartment No. 45, Portland, Oregon. Pacific Telephone, Marshall 2810.



He who jumps at conclusions seldom gets there with both feet.