

E. N. Wagoneller

The Mueller Record

Vol. IV

FEBRUARY 23, 1914

No. 45

TALKS TO SALESMEN

The first of the year we made a statement to the salesmen, and we believe we made it perfectly clear, that salesmen must not agree to make future delivery terms and make immediate shipments on orders.

Notwithstanding this we have had orders come to us for April 1st shipment, and the salesmen state that they have agreed to have the order go forward at once. In such cases salesmen have been charged with interest.

We have tried to make ourselves clear on this proposition and felt that all salesmen understood the question. Our position is just this—We desire the right to ship goods ahead of time because there are at times good reasons for doing so. Salesmen, however, must not promise or agree to ship ahead of time. That's plain now, isn't it? We desire the right but you cannot agree to do so.

Now there are good reasons for this. At times it is greatly to our advantage to ship goods ahead of time because of congestion in our shipping department, arising from an accumulation of orders due to go forward at a certain date.

Take for example the April 1st date.—We should have the right to ship these goods at once if we have them on hand and the shipment will not deplete our stock, or in any way cause us inconvenience. This is specially true of water works and gas works business. Goods shipped in these cases are usually seasonable goods, especially in the Northern States where they can't use water and gas works goods in the

ground until after the ground thaws out. Sometimes it is as late as April 1st or April 15th before this work can proceed in the Northern states. In cases of this kind it is most convenient for us to ship these goods thirty days ahead of time. We have to make these goods up and get them ready for shipment, and when this has been done it is to our advantage to get them out of the way. In most cases it is a benefit to the customer, especially when the order is for corporation cocks which the customer uses in making up goosenecks. If the customer has the goods thirty days ahead of time he is enabled to use them, having his men wipe them up into goosenecks and thereby be prepared for spring work when it does open up.

We cannot concede to the salesmen the right to have goods shipped ahead of time, and we can not and will not accept orders guaranteeing that we will ship ahead of time. The difficulty in allowing salesmen to employ this method is that sixty days terms become ninety days terms. While it is true that our reservation to ship as we see fit also means 90 days terms, instead of 60. we have better reasons for our action. Just at this time of the year we are congested in the shipping room and have goods in stock packed ready for shipment. It is a benefit to us to let them go forward. It is a benefit to the customers to receive them. This whole proposition, however, is a seasonable one, applicable only to this time of the year, whereas if salesmen were allowed the privilege of thirty days' advance shipment it would only be a short time until

they would expect to use the right at all periods of the year.

So let us fully understand this question now. We will state it again as we did before and will make it brief and plain.

We desire the right to make advance shipments as we see fit.

You have not the right to promise or agree to make advance shipments. That is understood. Now everybody keep within his rights.

Gifts to Get Business.

We want to call the attention of all salesmen to our policy of securing business. We don't believe in getting it by giving souvenirs, presents, or by making concessions to any purchaser which, if properly interpreted would mean nothing less than that we had purchased the buyers' favor. We know that many of the salesmen don't agree to this policy but we know that it is right, and that strict adherence to it will be to our benefit in the long run.

Our company has always been striving for ideals, and they have been high ideals. Our adherence to the ideals have not been in vain. They have in a large measure brought to us the success that we have attained. They have been powerful factors in building our business on a good foundation. We are going to adhere to this policy regardless of what competitors do. If they use influences or means not strictly legitimate, even though it be so small a thing as a souvenir or personal present, causing us the occasional loss of business, we cannot and will not for one moment think of changing our policy. Once we let down the bars and the whole fence will disappear and there would be no restriction in any case. We feel certain that our patrons, or the majority at least, appreciate and approve our position.

Nowadays most men who buy goods don't want presents or anything else smacking of a bribe or an undue influence. They prefer to buy wholly on their judgment untrameled, unfettered and uninfluenced.

We recently had a case which calls forth this statement of our position. A quotation was given a salesman on a special article and he thought he could increase our business by advancing the price on said article

and using part of the money received through this advance in buying a present for some one connected with the concern to whom this price was made. It was necessary to tell the salesman that the cost of any present he bought for an employe of his prospective customer must come out of his own pocket, and furthermore that the regular price received from us must be quoted to his customer unless by so doing it would cause more complication. We declared that under no circumstances would we assume the expense of the present purchased.

We must insist that our salesmen cease bringing up this and similar questions and that prices we give must always be quoted to the customers.

Certainly our position on this question of souvenirs and special gifts is understood by all our salesmen. For fear that it may not we will state our position again in four words:

WE ARE AGAINST IT.

Adherence to Prices.

Some of the salesmen continue to disregard instructions. Nearly every time this is done it results in complications and unnecessary correspondence. Every complication arising presents an opportunity for a misunderstanding with the customer as well as an opportunity for ill feeling and the possible loss of the customers' present and future business. Service, satisfaction and a clear understanding serve as important factors in the permanency of our business. Every salesman should know and appreciate this fact, and knowing it should persist in his efforts to follow our rules instead of persistently violating them. Recent events necessitate this article, which we trust every salesman will carefully read and heed.

Regardless of our recent instruction to salesmen, it seems a few of them (and by the way only a few) have tried to break a rule laid down by us. It was clearly and emphatically stated that our prices to the plumbing trade, as adopted January 3d, and adopted prices which had not changed, were to be in effect until we notified salesmen to the contrary. It was understood that under no consideration should sales-

men take orders from plumbers at less than regular prices which we had adopted. Furthermore it was understood that we could not allow any quantity price and make shipment on split orders, where such orders were less than the quantity entitling them to the quantity prices.

Some of the salesmen have tried to put orders of this kind through, but we have refused to allow it without penalizing the salesman. It has been clearly and definitely stated that where a salesman made a price which meant a reduction in price to us, based on the adopted prices, the order would be accepted and filled but the salesman transgressing the rule would have to stand for the difference in the adopted price and the price made by him.

Some of the salesmen resent the idea of being charged up with these reductions in prices which they have made. In several cases we have letters from salesmen to this office stating that they would reopen the question with the customer and secure his acceptance of the established price or else they would cancel the order. Such action by a salesman will be a further violation of our instructions of January 1st

We feel that a salesman has no right to do this. To return to the customer and explain the situation to secure a change back to our regular price or to cancel the order on him, is doing the very thing which we should by all means avert.

It is laying the foundation for a complication, the beginning of an ill will toward us or a misunderstanding of our true position, and any one of these contingencies stand to lose us business.

If the salesmen understand, and there is no excuse for any of our salesmen not understanding our position, the one who violates it should accept the prescribed and fully understood penalty. We certainly expect to exact it. This house must have and enforce general rules. We can't make one rule for one territory and another rule for another territory. Neither can we hold or expect thirty-five salesmen to faithfully follow a general rule laid down for the government of thirty-six salesmen, and allow the thirty-sixth salesman to violate it and come clear without being penalized. That would be rank partialism. It would be

worse, it would be a weak and vacillating method of doing business.

A company's reputation which is an influence in securing business, is built on two things—its product and its service which includes its treatment of customers. These things are obtained and added to and strengthened through the co-operation of the selling force—the men who are the MUELLER COMPANY in the presence of the customer, whom we know only on paper. When these salesmen fail to co-operate with us, but violate rules and cause complications with the selling process of the company, they are weakening instead of strengthening the company's standing with the trade.

We feel that we will never have the sincere, honest co-operation of our salesmen while they think that they can break our rules and that we will stand for it.

You can show us your willingness to cooperate by obeying our rules and policies.

Please do it.

Business We Might Get.

It is our belief that we are missing lots of business which we might obtain from manufacturers and schools, if our salesmen would give a little more thought, time and attention to the subject. We are continually learning of some manufacturer who uses goods in our line, but upon whom our salesmen have never called. We know there is good business in the school and college line if our salesmen go after it. We are positive of this because of the frequency of orders which specify our goods for a college or school.

There are a great many of these prospects. We can't enumerate all, but activity on the part of salesmen doubtless would uncover many of these unknown prospects.

All manufacturers of farm implement machinery use more or less ground key work, such as ground key bibbs, ground key cocks and special goods which we could easily supply.

Refrigerator manufacturers use Self Closing Work, Stop Cocks, Compression Work, Relief Valves, Regulators, etc. Manufacturers of gas stoves use more or less gas cocks, such as we are now making, or which we could make to good advantage.

Manufacturers of gas making machines, including Acetylene plants, Blaugas plants and others use gas cocks, regulators, and other supplies of our make. Universities and schools use a great many of our laboratory cocks, bubbling fountains, self closing work; in fact many of our goods could be introduced to the schools. In hospitals they also use many of our goods.

Salesmen should seek information along

the above lines and seek to develop these fields for our goods. It will give us a new outlet for our goods, and will naturally increase our business. More than that, it would be very desirable business, especially that which pertains to schools, colleges, hospitals, universities, etc.

We request that all salesmen give this subject their best attention.

THE 49 CLUB

New Rules to Govern Future Action—Report by W. B. Ford.

W. B. Ford has submitted to J. H. McCormick, president of the 49 Club, a report of the action of the committee on new rules. The report follows:

"It was moved and seconded that an office of Secretary of No. 49 club be created. The secretary at all times to be admitted to all meetings such as banquets and initiations without being assessed.

It was moved by Mr. Hastings and seconded by Mr. Dill that all marriage presents be done away with. In the past it has been hard to keep up with matters of this kind, and some members did not receive the usual gifts owing to the club not being notified, and it was deemed best to cut out presents of this nature in the future.

It was moved by O. B. Mueller and seconded by Mr. Smith that only members of the 49 Club who attend the annual meeting of the 49 Club be assessed, but that the entire amount of fines assessed during the year be used as a whole to defray in part the expenses of this annual banquet. Absent members will not be assessed.

Owing to the fact that the 49 Club has such a large number it was decided that no other resident of the city of Decatur could attend this annual banquet. In other words only members of the 49 club will be allowed to attend this annual meeting known as our initiation or banquet. Visitors to the city of Decatur are to be passed upon by the banquet committee. A full and complete list of eligible members is to be recorded by the secretary.

The matter of initiation fees was discussed by the committee and it was decided that for all time in the future like the

plan we have followed in the past, that the initiation fee should be \$5.00.

This amount has always been collected since the club was organized. This motion was made by Mr. Leary and seconded by Frank Hays.

The following new members were installed and \$5.00 was collected from each and turned over to Mr. Cobb, secretary: H. Eggleston, E. F. Kennedy, R. L. Moore, L. M. Ross, H. A. Staley, T. W. Meriam, R. H. Mueller, A. B. Bailey, J. W. Drew, W. J. Haggerty, Jas. A. Hayes.

The total amount collected by Mr. Heinrichs from the above candidates was \$55.00.

I believe a full set of rules should be gotten up. The duties of various officers should be assigned. I believe if these various offices were created and appointed by the president during the early part of the year for the coming year, a good program could be arranged before the meeting and thus not take up the time at our annual meeting. I believe the president should have power to appoint and create these offices.

ASKS TO BE REMEMBERED

George W. McMahan, secretary of the Department of Public Safety, Division of Fire, Cleveland, Ohio, in connection with business correspondence with Mr. Adolph, said:

"Many thanks for your kind expressions and your thoughtfulness in sending the 'Photo' in the Decatur Herald. I read the account of your blowout with much interest and could almost imagine myself in attendance.

"Please remember me to all old acquaintances and I sincerely wish for the Mueller company and all of its employes 'A Happy and Prosperous New Year.'"

RECENT ORDERS

By the Monument Plumbing Supply Co., of St. Louis, D-12908 sufficient to supply twelve lavatories of the Wagner Electrical Co., of St. Louis.

From the B. S. Sturtevant Co., of Hyde Park, Mass., for one three-inch regulator 13140 for steam with strainer 14410 to reduce from 40 to 2 pounds. This is to be installed in the DeKoven avenue school in Racine, Wis.

From W. B. Ford, to be shipped to Mr. R. B. Whittaker of Montgomery, Ala., twelve D-9433 Rapidac Basin Cocks to be used in a large barber shop. These cocks will replace another well known make of quick-pressure work.

From B. Grunwald, Omaha, Neb., for 56 only D-11901, 28 only 113 Plain Traps 22-Gauge 1 $\frac{1}{4}$. These goods are to be placed in the Biscuit Co.'s factory, Omaha, Neb.

From George H. Soffel Co., Pittsburgh, Pa., for 68 N. P. China Indexed Self Closing Basin Cocks D-11902, 34 Hot and 34 Cold. These goods are to be placed in the Schenley Theater, Pittsburgh, Pa.

From Panneter Hardware & Plumbing Co., Knoxville, Ill., for 1 pair $\frac{1}{2}$ " D-11704 H. & C. Index lever Handles and 1 D-9477 H. & C. Index with nuts, less tail pieces. These are to be put in the St. Mary's School in that city.

From Thos. J. Sheehan, St. Louis, Mo., for 39 Only D-12907 Fin. Red Metal Brass S. C. Basin Cocks, China Indexed "Cold," reamed for $\frac{1}{4}$ " brass pipe I. P. S., six D-12907 ditto, Hot, forty-four $\frac{3}{8}$ x $\frac{1}{4}$ " angle valve basin supplies to wall with escutcheons Fin. Red Metal Brass, twelve $\frac{3}{8}$ " D-12008 S. C. Cocks Fin. Red Metal Brass, thirty-two D-25545 Fin. Red Metal Brass Chain Stays and 12 D-25551 ditto Cock Hole Covers. These are to be placed in Rice Stix building, St. Louis, Mo.

From L. Wolff Mfg. Co., Chicago, Ill., for 87 D-11902 Index Basin Cocks to be placed in the Mint Springs Hotel, Evansville, Ind.

From Atlas Supply Co., Muskogee, Okla., for 20 pairs D-11902 S. C. Basin Cocks. These were to be placed in the McFarland Hotel, McAlester, Okla.

From O'Connor Bros., Peoria, Ill., for

72 D-11902 H. & C. Index M. P., twelve D-11704 H. & C. Index M. P. $\frac{1}{2}$ ", 36 $\frac{1}{2}$ " D-8451 M. P. Extra Comp. These are to be placed in the Orphan's Home in that city.

From Chris Klingle & Son, Peoria, Ill., for 1 $\frac{3}{4}$ " D-11803 Fin., two $\frac{1}{2}$ " D-11702 Fin., two $\frac{3}{4}$ " ditto, one $\frac{1}{2}$ " D-11710 N. P. Hose, one $\frac{3}{4}$ " D-11702 Fin. Hose, one $\frac{3}{4}$ " D-11710 N. P., one D-11904 Cold Index N. P., one D-12902 ditto. These are to be placed in the Creve Couer Club in that city.

From Standard Mfg. Co., Toledo, Ohio, for 186 11909 N. P. with brass lever handles and with china index button (93 Hot and 93 cold). These are to be placed in the Waite High School building, Toledo, Ohio.

From Scioto Valley Supply Co., Columbus, Ohio, for 175 pair fig. D-12902 Self Closing Basin Cocks, shank 6-arm handle indexed "Hot" and "Cold." One pair fig. D-9045, 3" shank, 6-arm handles indexed "Hot" and "Cold." These are to be in the Geibold Bldg., Dayton, Ohio.

From the Atlas Supply Co., Muskogee, Okla., for 34 Only D-12907 N. P. S. C. with Primo handles, hot and cold less tail pieces. These are to be placed in the Bagby building, Tulsa, Okla.

From Warren-Smith Hardware Co., Shawnee, Okla., for fifteen pairs D-11902 S. C. Basin Cocks with porcelain index handles Hot and Cold. Fifteen pairs $\frac{3}{8}$ " D-25003 N. P. Basin Supplies with deep spun brass escutcheons same as D-25176. Twelve $\frac{1}{2}$ " D-8183 Rgh. Comp. Stops. Twelve $\frac{1}{2}$ " D-8051 P. Plain Bibbs with long sleeve threaded Flange. Two 2" 25507 Galv. I. B. Stand Pipe Hose Valves with brass trimmings. These are to be placed in the Elks' building, Shawnee, Okla.

From the S. S. Shepherd Plbg. Co., Atlanta, Ga., for 144 D-11902 S. C. Basin Cocks Index Hot and Cold. These are to be placed in the Kimball Hotel in that city.

From Corey & Nichols, Bay City, Mich., for 224 $\frac{1}{2}$ " Plain Bibbs I. P. These are to be used in the Industrial Works job.

From J. Ruedi, St. Louis, Mo., for six D-12901 Finished N. P. S. C. Basin Cocks. These are to be placed in the Houser building, St. Louis, Mo.

From Zook & Bentz, Waterloo, Iowa. They informed us that the Self Closing

Faucets shipped January 13, 1914, were for the James Black Dry Goods Co. building.

From H. T. Kilpatrick, St. Louis, Mo., for one Only $\frac{3}{4}$ " D-13160 Cold Water Regulator and one Only $\frac{3}{4}$ " D-14401 Cold Water Strainer. These are to be installed in New City Hall of Dallas, Texas.

From Oklahoma State Home, Pryor, Okla., for one $\frac{5}{8}$ " D-6514 49 S. & W., one $\frac{3}{8}$ " D-8004 Fin. Comp. Hose Bibb and one $\frac{1}{2}$ " D-11702 Fin. S. C. Bibb. These goods are to be placed in the State Orphans Home.

✦ SAN FRANCISCO ORDERS

The following is a record of a few of the orders received by the San Francisco Branch during January.

Salesman Mr. Jett ordered from Western Metal Supply Company, dated 1-28-14, for the Churchill Apartments, San Diego: 184 only D-9447 Rapidac Bath Cocks with D-25053 Supplies and with $\frac{1}{2}$ " x $\frac{1}{8}$ " D-8193 Stops. 184 only D-8193 N. P. Stops $\frac{1}{2}$ " x $\frac{1}{8}$ " O. D. 24 only $\frac{1}{2}$ " D-9206 N. P. Rapidac Hose Bibbs.

Salesman Mr. Peters, order from Pahl-Harry Company, dated 1-28-14, for the Clark Hotel job, Stockton, California: 40 only D-9485 Rapidac Bath Cocks with D-25053 Supplies.

Salesman Mr. Peters, from Carl Doell, dated 1-22-14, for the Mueller Hotel job, Oakland, California; cost of hotel, \$60,000. 50 only D-9485 Rapidac Bath Cocks with D-25053 Supplies and D-25112 W. & O. 300 only $\frac{3}{8}$ " D-8193 N. P. Stops $\frac{1}{2}$ " I. P. x $\frac{1}{2}$ " O. D. 213 only D-11902 Self Closing Basin Cocks. 300 only $\frac{1}{2}$ " D-8194 N. P. Angle Slip Joint Stops.

Salesman Mr. T. F. Leary, order from Frederick W. Snook Company, dated 1-22-14, for Schmidell job: 138 only D-11902 Basin Cocks with index Hot. 138 only D-8765 Comp. Basin Cocks to match with index Cold.

Salesman Mr. T. F. Leary, order from Frederick W. Snook Company, dated 1-22-14, for Carlson Snyder building: 129 only D-11909 Basin Cocks with Porcelain Lever Handle indexed "H." 129 only D-11909 Basin Cocks with Porcelain Lever Handle indexed "C."

Salesman Mr. T. F. Leary, order from

Frederick W. Snook Company, dated 1-22-14, for Lucy Fay Thompson job, Oakland, California: 69 only D-11904 Basin Cocks with index Hot. 69 only D-11904 Basin Cocks with index Cold. 100 only $\frac{3}{8}$ " D-8194 N. P. Stops, $\frac{1}{2}$ " O. D. Slip Joint.

Salesman Mr. Leary, order from Frederick W. Snook Company, dated 1-22-14, for Byron Spring Job: 52 only D-8303 Comp. Basin Cocks with index "H." 52 only D-8303 Comp. Basin Cocks with index "C."

Salesman Mr. C. H. Peters, order from Hull Plumbing Company, dated 1-19-14, for the Reed Apartments, Oakland, California: 32 only D-11902 with index "H" and "C." 16 only $\frac{1}{2}$ " D-11703 N. P. Bibbs. 15 only $\frac{1}{2}$ " D-8405 made up to match the D-11703 Self Closing Bibb.

✦ CORRECTING PRICES

When salesmen misquote a price it is their duty to correct it. This is not a hard thing to do. A salesman being in personal touch with his customer can easily make clear the error. When we try to make correction from the office the customer is not likely to accept the correction good humoredly.

Your attention is called to this because of a recent incident of this character at Oshkosh, Wis. The salesmen's attention was called to the error and he took it up with the customer and adjusted the matter very nicely and without the least bit of friction.

All salesmen can do this. Generally when a salesman makes a mistake of this character it is due to the fact that he has a price applying to a line of goods other than the one in question. An error of this kind is perfectly natural and the customer will recognize this fact when his attention is called to the matter.

✦ STRIKING MOTTO

During his travels in the South, F. B. Mueller came across the following striking motto, shown in a bank:

SUCCESS
COMES IN CANS.
FAILURE
IN CAN'TS.

A COMPARATIVE TEST

A Demonstration Favorable in Every Way to Mueller Goods.

We have secured an order from an Eastern water works company that has not previously given us any business for years. They bought their brass goods from an Eastern factory.

J. A. Hays got them interested in our goods and before he got through with them proved that Mueller goods were "the best by test," or any other comparison. In a breaking test a Mueller $\frac{3}{4}$ corporation cock proved twice as strong as the competitive cock which had been regarded by the company as a first-class article. The test was made in the presence of the superintendent and chemist of the water works. It was made at the works of a railroad company which has all sorts of machines for this purpose. The cocks were of the same size and pattern.

The first test was for transverse strength, made in the following manner: Short $\frac{3}{4}$ iron bars were inserted in the ends of the cocks to prevent crushing. Two one-inch square bars were then placed on the table of the machine, and upon these rested the ends of the cock tested. The crushing head of the machine was then lowered until it rested upon the upper side of the cock and the pressure was continued until the cock broke. The number of pounds pressure exerted was registered automatically on a scale beam.

The competitive cock broke through the center of the bottom uat at 10380 pounds. The Mueller cock sheared off at the point where the inlet end and body meet at 20850 pounds.

The water works people were convinced. They placed their order for Mueller goods.

NEW ADDRESSES

Attention is called to the following changes of address:

The New York office address is now 145-149 West 30th street, New York City.

L. M. Ross' address is now 606 First avenue, E. Cedar Rapids, Iowa. His telephone number is 4650. P. O. Box 784.

C. H. DuBois' address is now 811 Erie avenue, San Antonio, Texas. His P. O. box is 643 and his telephone, Crocket 4108.

METER TESTER SALES

During the past month a number of Meter Tester sales have been recorded as follows:

E. B. Cameron sold to the city of Kalamazoo, Mich., a complete Meter Tester less 2" Compression S. & W. Cock.

The New York office, aided by R. M. Hastings, sold a large meter tester outfit to the Geneva water works at Geneva, N. Y. This made the fourth sale of testers effected by New York during the past three or four weeks. The other three were sold as follows: By Joseph A. Hayes to the Spring Brook Water Supply Co., at Wilkesbarre, Pa., by the New York office through correspondence to the Ambler Springs Water Co., of Ambler, Pa., and to the Trenton Water Department at Trenton, N. J.

T. E. Beck sold to the Moline City Water Co., at Moline, Ill. A water meter tester complete with adapters.

POSITIONS WANTED

Thomas Hays, because of political complications has severed his position with the water works at South Bend, Ind., and is open for engagement. He has had 16 years of experience. If you hear of anything notify us.

F. M. Gaylord, until recently the superintendent of the city water department at Puyallup, Washington, has severed his connection with the city and is open for some position regardless of locality. His address is 402 12th street, S. W., Puyallup, Washington. Should you learn of any opening that you think will interest Mr. Gaylord, notify us. Mr. Gaylord has been a good friend of Mueller goods.

THE WASHINGTON

Frances Current, a young man who worked for a time in the Advertising Department and the Drafting Department, now belongs to the U. S. navy. He enlisted about holiday time and has been assigned to the Washington at the Brooklyn Navy Yard.

In a letter giving his experience he calls attention to the fact that the ship is equipped with Mueller faucets.

R-A-P R-A-P-I-D R-A-P-I-D-A-C

BILLIE JETT JUNIOR

Mueller Goods Supplant Those of a Rival Company.

W. B. Ford sent in an order recently for 12 D-9433 Rapidac Basin Cocks. These are to be installed in a large barber shop at Montgomery, Ala. They take the place of a certain quick-pression work which has been widely advertised. This quick-pression work does not stand up to the promises made for it. It has only been in service a year and is entirely worn out.

This is not the first complaint of this kind that we have heard about this quick-pression work.

Mueller Rapidac will give this barber shop the kind of service it requires because it is built on the Mueller principle of strength and durability. It is undoubtedly the best rapid acting compression work on the market.

This replacement proves another thing in an advertising way to which attention has been called before, and that is the fact that goods must measure up to the advertising claims. If they don't you can't make the public accept them. It is true that advertising will temporarily bring them into favorable notice and use, but when they fail to fulfill the claims made for them they are thrown out and thrown out for good. There is a lack of confidence in them which precludes future repeat orders.

Our plan is better in the long run. We try to make our advertising truthful and consistent. We make our goods so that they uphold all we say in advertising. This is the only basis by which one can hope to build a foundation for repeat orders.

✦

CHANGE OF TERRITORY

M. T. Whitney now calls on the trade of Waukegan and Aurora, Ill., instead of Mr. Cash. The change became effective February 11, 1904.

✦

MARGARET JANE FAIRFIELD

In a post card to the home office W. N. Fairfield gives notice that Dr. Stork called at his home January 11 and left Miss Margaret Jane Fairfield.

Acknowledging his prize money won in the last contest, W. L. Jett, writing to Mr. Adolph, says:

"I also want to thank you for the nice personal letter regarding Billie Junior and the good advice contained, and am glad to say that we have already decided to do as you suggested and start a savings account for the little boy.

As I write this letter from my little Bungalow home my wife is sitting up for the first time and both she and the baby are doing fine and she joins me in thanking the firm for the check and also in hoping that the year of 1914 will bring to the H. Mueller Mfg. Co., the largest and most profitable business in the history of its business. The only hope that I have for my boy when he grows up is to start to work for a firm that will treat him as well as your firm has treated his father."

✦

PERSONAL

Mr. Adolph left February 20 for New York City and from there goes to Richmond, Va., to attend a convention of the Educational Association. At this meeting the bubbling fountain, the flushing hydrant, laboratory cocks and self-closing cocks were brought to the attention of the school folks.

Mr. Robert was in Cincinnati the week of February 15th, attending the state convention of master plumbers. The meeting was held at the Gibson Hotel. F. W. Beecher of the regulator department was also in attendance.

A. W. Cash was in Kansas City during the month on business with the Blaugas people.

✦

FRENCH AND GERMAN

We are in receipt of New Orleans papers printed in French and in German.

In each of these papers, Joseph Petrie & Son carry an advertisement and call special attention to the fact that they use Mueller goods.