

*B. W. Wagenseller*

# The Mueller Record

Vol. V

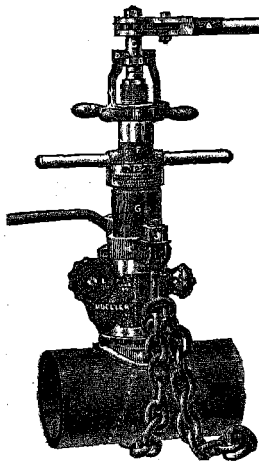
FEBRUARY 20, 1915

No. 57

## TAPPING MACHINE CAMPAIGN

### Splendid Opportunity To Salesmen To Make a Big Showing and Earn Extra Money

We are going to inaugurate another tapping machine contest. In fact we have already inaugurated it as we have back dated it January 2nd, and your



extra allowance on sales will be computed from January 2nd. Our object in this is to increase our sales on tapping machines, to get our machines in use as a basis of future sales of brass goods. Secondly, we want by all fair business methods and salesmanship to eliminate competitive machines. You have plenty of forceful talking points in the Mueller machine. It will do anything that any other machine will do and do it quicker, better, at less expense and less labor, and it will do a whole lot of things that no other machine can do because of their mechanical impossibilities. The Mueller machine is the least expensive equipment about a water works plant. Based on our selling price and the length of service a Mueller machine will yield, the actual cost per day is less than one cent. With proper care a

Mueller machine will last 25 to 30 years. Compare it to the expense of pumps and pump repairs. In Decatur, for instance, during a quarter of a century, new pumping equipment has been purchased three or four times at an expense ranging from \$10,000 to \$50,000 or \$60,000, while one Mueller machine has sufficed for all needs. A little close study of the real possibilities of the Mueller machine, an intelligent and connected assembling of the facts earnestly presented, and a few apt comparisons along the line here suggested will place the Mueller machine in such desirable superiority over competitors that many sales should result. There is a human comparison which should prove effective. Thirty years ago many men in water works lines, 30 years of age, began operating Mueller machines. Today they are approaching old age, their vitality is lessened, and their nerves have become unsteady. Their bodies have changed, their faces are no longer the same and their hair is white, but the machine with which they started is unchanged. It's just as strong and steady and efficient

and tireless as the day it was put in use. It has outworn every tool about the plant, has seen the pumps changed, new boilers and engines installed, but it is unchanged. It has outworn the superintendent himself. There is practically no wear out to it.

With such an article to talk about truthfully and without exaggeration you salesmen ought to do a tremendous business this year. You should displace every competitive machine in your territory. No new company should be permitted by you to purchase anything but a Mueller machine. Study your proposition. There is not another lot of salesmen on the road who have an article to sell which will so nearly sell itself, about which so much truth can be told and which will give so much honest and prolonged service.

To stimulate your efforts we are going to give premiums, the details of which will come to you in a notice from the sales department. Briefly, the plan is this:

First: Your quota of sales for the year is a certain number of machines. This is based on the number of machines sold in your territory the past two years. Before you begin to earn the premiums determined on you must equal this quota.

Second: This campaign will close December 31, 1915.

Third: All new No. 1, 2 or 3 machines will count.

Fourth: After you have sold your quota we will allow you a premium for each new machine sold, regardless of whether it appears on an initial order, trading out an old Mueller, trading out a competitive machine when they already have one or more Mueller ma-

chines, or to a machine sold to or through a jobber.

Fifth: An additional premium will be paid for every Mueller machine sold when a competitive make of tapping machine is taken as part payment, providing there is no Mueller machine in that town at that time.

Sixth: The point of shipment will absolutely govern the point of payment. In other words the salesman into whose territory the machine is shipped will get the premium.

NOW EVERYBODY GET BUSY.



#### GOING AFTER BUSINESS

**Extra Efforts Being Made to Create Sales Now.**

From the main office we are going after business harder than we ever have before. We are doing this through advertising, through letters and careful attention to every request for prices or information. We are supplementing this by getting the orders out promptly and doing everything possible to give our patrons good service. This kind of campaign will be kept up all season. There is to be no let up in our efforts to promote business and to stimulate buying. We are in good shape to fill orders and we want every salesman to keep wide awake to the fact that we can get the business by going after it.

At the present time we are working on the water works trade to secure orders, sending out postcards and drumming prospects diligently. We are satisfied business is going to be good and we want to create, in so far as possible, active buying now. We want the sales force to concentrate every effort to secure orders now so that they may be properly taken care of, thus permitting us to make plans for meeting the increased business later on.

This is going to be a good year. Everybody thinks so, everybody says so, and everybody believes so. With such unanimity of opinion and feeling it can't help but be good.

Let's all boost together.

**GOOD PROSPECTS AHEAD****Optimistic Address on Business by President Wilson.**

Mr. Adolph has returned from the New York office where he visited on business for several days in the early part of this month. From there he went to Washington, D. C., where he attended the National Conference of Associated Chambers of Commerce, heard President Wilson address the gathering of business men and like all others came away deeply impressed with the ability of the president, as well as with his sincerity and zealous activity in the promotion of sound business thics. It is a notable fact that the president impressed all his hearers alike regardless of their political belief. Mr. Wilson's speech was full of optimism and confidence and he predicts a business era of unequaled enterprise and prosperity, in which he no longer stands alone, as the whole business world has come to a recognition of this probability. Under an accepted readjustment of conditions the country faces a future filled with business possibilities which promise profitable returns to labor and capital in just and generous proportion. Every big enterprise in the country is setting sail for this open sea of prosperity. They have been hugging the shore for several years, fearful of venturing into the open sea of business, with the result that business has lagged. Now they are going to quit the shore and every voyage that is properly safeguarded by sound business judgment will yield large returns for the effort. This year will witness the inauguration of the era of prosperity which we have hoped for without sufficient courage to press forward and secure until now. But confidence has returned and with it comes prosperity.

**DO NOT FORGET!**

Don't forget the Building Signs and the Rapi-lac Hangers. They cost us lots of money and are not doing us any good so long as they remain unused. The only way we can get our money out of them is by getting them in the hands of the trade. It's up to the salesman to get them there. Urge their use.

**THE BUSINESS SITUATION**

Concerning the business situation, the latest commercial letter says:

"People are awakening to the fact that depressions are the time to build. Building costs now range from 12 to 20 per cent below last year's level, and clients can build now for about two-thirds of the amount that the same structure will cost during boom times.

While building and other materials are still low, commodities subject to war influence have been very erratic, and some such as spelter and wheat, have risen to extremely high levels. Wheat is liable to a slump if several bearish possibilities develop. The same is true of spelter. Aside from such specialties the commodity market as a whole looks buoyant. Most manufacturing materials are still purchased at advantageous levels.

The railroad rate increases for the most part are now in effect, meaning a monthly average increase on all roads of about \$2,500,000. This increased earnings should stimulate buying by railroads. In fact it is expected that there will be a fair revival in the buying of equipment and building materials within the next three months. The results of this improvement will be reflected in other industries.

It is noticeable that general wage reductions have not been so severe as in other depressions. Dividends have been cut rather than wages, noticeably in the case of the U. S. Steel corporation. Yet in some instances members of even the strongly entrenched labor unions have been content to take lower wages.

In general the outlook grows steadily better. There is still some pessimism in the East, but before that section expects it the tide will turn. Meanwhile the great agricultural areas are proving fertile fields for business."

**GOING TO PITTSBURG**

Mr. Philip Mueller and Mr. Antone Schuermann go to Pittsburg, Pa., in a few days for a visit to the National Tube Company, for the purpose of demonstrating the new Nipple Expanding machine.

## CANADIAN COMPANY'S MEETING

## Salesmen Gathered in Annual Session at Sarnia.

The annual meeting of the salesmen of the Canadian Company was held at Sarnia, Ontario, beginning at 8:00 o'clock Monday morning, January 18th. O. B. Mueller, president of the company, presided, and the rules which governed the meetings at Decatur were applied to the Sarnia sessions. The Canadian salesmen made a good record. Throughout the week not a single one reported late.

The day meetings were devoted to discussions of the selling points of various lines of Mueller goods, and also discussions of the new goods which are to be marketed this year. The evenings were devoted to demonstrations of goods with talks by heads of departments and foremen relative to their particular lines of work. Among the subjects thus discussed were the following: "Tempering, hardening, etc.," Mr. Bennett; "Nickel Plating," Mr. Powers; "Metal Mixture, gating patterns, foundry practice, etc.," Mr. Law; "Coremaking and the Purpose of Cores," Mr. Jeworoski; "Drawings and Their Value, and the Importance of Cooperation Between Salesmen and the Drafting Department," Mr. Burkam; "Interpreting Orders and Claims," Mr. Palmer; "Credits and Collections," Mr. Thrift; "Jobbing Goods," Mr. Harry; "Brass Finishing," Mr. Blair; "Tools, etc.," Mr. Simons; "Shipping and Packing," Mr. Padgitt.

Different subjects were assigned the salesmen upon which they prepared papers. The different subjects were handled in a very creditable manner. These talks from heads of the departments, salesmen and foremen, proved interesting and instructive.

J. J. Laferne, representing Johnson Bros., of London, England, attended the meeting Saturday afternoon, January 23rd. He discussed the line of vitreous chinaware made by his company and explained how it was superior to enameled iron.

Saturday, the last day of the session, witnessed the '49 banquet and the Canadian Auxiliary of the '49 Club of Decatur was formed. W. C. Heinrichs was elected president and Robert Thrift, secretary and treasurer. Two new candidates were

initiated with the usual trimmings. They were Mr. Jackson and Mr. Kinney. After the banquet there was speaking.

The Canadian selling force now consists of Messrs. W. C. Heinrichs, T. W. Merriam, A. B. Bailey, Mr. Kinney and Mr. Jackson.

The men went back to their duties on the road full of enthusiasm and a determination to comb Canada for orders.

Mr. Oscar says the meeting was the best salesmen's meeting he has ever attended.



## UNAPPRECIATED TREASURE

The greatest marble-producing industry in the world is no longer to be found in the famous Carrara district of Italy, but in Vermont, where one of the richest veins in the world stretches in an irregular line across the state. So great is the production of marble in this section that the inhabitants have lost much of their appreciation of its values, and use it for such humble and utilitarian purposes as paving, underpinning for barns, hitching posts, stepping stones and drinking troughs for horses. This vein is about fifty-seven miles long, from 1,650 to 2,200 feet in width, and from it is being taken in enormous quantities white marble that is equal to the finest Italian marble, as well as endless variety of blue, yellow, green and jet-black marbles.



## ANNIVERSARY CELEBRATED

Monday evening, February 15th, in the old Advertising Department building, the Mueller Band celebrated its fifth anniversary. There was a luncheon and a brief program of music was supplied by the band. Members of the firm and a few invited guests were present. Toasts were responded to.

The band has made marked headway during the past year and ranks high as a musical organization.



It is too bad there is not some requirement of the mental state to make man work his mind as diligently as hunger makes him work his body.

**NEVER LOSE HOSE WASHER****Vigorous Campaign is Already Producing Good Results.**

Salesmen have been notified of the changes we have made in the price of the Neverlose Hose Washer, and the campaign that is being made to increase the sale of this article. Results of these efforts are already showing. We have booked a number of fine orders from jobbing houses and when the advertising campaign is fully under way we anticipate good orders from the trade. It is the purpose to take a small space in the Saturday Evening Post during the month of April and again during the month of May. This will bring the washer to the attention of the public and should promote many inquiries of the plumbers. That is the purpose of this Post advertising. We want to help create business for the plumbers who stock the washer.

The lower price at which we are now selling the washer, and the money we are spending to advertise it means of course that there is not going to be much money in the proposition for us. We regard this washer in a measure as an advertising feature of the business—that is, through its sale we hope to attract attention and business in our other lines. It is necessary for every salesman to get into this movement, heart and soul, in order to make it go, as the expense to us is great and we should realize as many sales of the washer as is possible. There is no doubt that in getting this washer into the hands of the public we will realize enormous advertising value for our other goods. The campaign as laid out encompasses the following plans:

**Trade Journal Advertising:**

Plumbers' Trade Journal, Feb. 15th.  
 Domestic Engineering, Feb. 20th.  
 Domestic Engineering, Feb. 27th.  
 Plumbers Trade Journal, March 1st.  
 Domestic Engineering, March 27th.  
 Plumbers' Trade Journal, April 1st.

**Saturday Evening Post.**

An advertisement about April 15th.  
 An advertisement about May 15th.

**The Hardware Age.**

Advertisement in three issues beginning about the middle of March.

In addition to this we have printed 30,000 inserts to go out to the trade and public in all mail from Decatur, San Francisco and New York during the months of February, March and April.

The last of this month we will circularize the entire plumbing trade.

This is something of a campaign, about the most thorough we have attempted on any single article and we hope that the results will justify the expense we are going to. While this campaign is on we believe that our salesmen may successfully use the Neverlose Hose Washer to secure other business. It will open an avenue up to more sales and new accounts if we go after the business as we should.

Everybody get in the game and let us make the Neverlose Hose Washer campaign a great big unqualified success.

**BRASS TUBING**

We recently placed orders for brass tubing amounting to about two carloads. This tubing will be used for combined waste and overflows, Mueller-Stewart supplies, Fitsemall supplies, brass pipe, iron pipe size supplies, etc.

We are trying to get some lower prices on some of our supplies and will use every effort to make our selling price as low as possible.

**SHE WAS ASHAMED**

Mistress (indignantly)—“Jane, whatever did you mean by wearing my low-necked evening dress at the bus-drivers' ball last night? Really, you ought to have been ashamed of yourself!”

Jane (meekly)—“I was, mum. You never 'eard such remarks as they made!”

**AT THE BANK**

Clerk—You must get some one to identify you—some one who knows that you are Michael Clancey.

Clancey—“Fwat's the matter wid yez? Don't yez suppose Oi know who Oi am?”—Exchange.

## ADVOCATES MUELLER POLICY

President Wilson Makes Strong Plea for  
Honesty in Business.

"Then in the second place, there is a full equivalent for money you receive. The full equivalent in service, not trying to skimp in the service in order to increase profits above a reasonable return, but trying to make the profits proportioned to the satisfaction of the people that you serve. There isn't any more solid foundation for business than that.

If you thoroughly satisfy the people you are serving you are welcome to their money. They are not going to grudge it because they feel that they are getting a quid pro quo (value received)—they are getting something such as was promised them when their money was asked of them."

The above is an extract from the speech delivered by President Wilson to the American Electric Railway Association. He gave this extract as one of the rules governing the game of square business. No one has ever given a better definition of the Mueller policy. It fits our case so strikingly that we have reproduced it, and want every salesman to read it and study over it.

It seems to us that this paragraph could be used by the salesmen to advantage in discussing our company with the trade. It was such a striking point in the address of the president that papers reporting the address made a feature of it. The idea is not a new one but it is no longer a common one, because there are many men in business who adopt the opposite plan.

The Mueller company has never stood for anything else and never will stand for anything else. This is something more than a "talking point" with us. We have built a business on this principle, not because we thought it merely profitable, but because we believed it to be right. When we sell a man goods we want to give him a dollar in value and service for every dollar he gives us. We can't conscientiously give him less. No one can honestly give him more. That is a self evident truth. The man who claims to sell more than a dollar in value and service than the dollar in money he receives is deceiving his customer and telling an untruth—selling goods

under false pretense. No one can do it. It is so plainly impossible that the buyer should realize it.

The fact that the president has placed emphasis on an old established policy of this company can doubtless be brought to favorable attention of the trade in many instances. In fact we think that emphasis on our policy by our salesmen should be employed more frequently than it is. This very point to which we call your attention in this article can be used effectively in the maintenance of our selling price.



## DECATUR ORDERS

From Crane & Ordway, St. Paul, Minn., for the Armory Building at Olivia, Minn., for 1 3-branch Water Connection.

From Crane Co., St. Louis, Mo., for new Catholic Hospital at Hannibal, Mo., for 8 D-10271 and 24 D-9045.

From L. M. Rumsey Mfg. Co., St. Louis, Mo., for the Frisco Passenger Station, 60 D-12902; 12 D-12043; 12 D-9108.

From Smith & Guest, Atlanta, Ga., to be used in the Bachelor Apartment, Chattanooga, Tenn., 85 1¼" No. 13 N. P. Plain P Traps; 71 1¾" D-25111.

From Carthey & Dumbach, Salt Lake City, Utah, for the Idaho Building, for 36 D-11902; 48 D-8185.

From Sam A. Esswein H. & P. Co., Columbus, Ohio, for the New High School at Greenfield, Ohio, for 16 D-12902.

From Erman & Co., Chicago, Ill., for the Union Hotel, 12 D-11902; 2 D-11702; 1 D-9471.

From Rundle-Spence Mfg. Co., Milwaukee, Wis., for the School for the Blind, at Janesville, Wis. for 14 Pr. D-12902; 6 D-12004; 4 D-9078.

From Crane Co., Chicago, for U. S. Postoffice job, 2 1½" Pressure Regulators with Strainers.

From the Bailey-Farrell Mfg. Co., Pittsburg, Pa., for the Stag Hotel at Clarksburg, W. Va., for 22 Pr. D-12902; 2 Pr. D-12003.

From George H. Soffel Co., Pittsburg, Pa., for the New Theater Bldg. at Pittsburg, for 28 Pr. D-11902.

From the Bailey-Farrell Co., at Pittsburg, Pa., for the Municipal Building at Huntington, W. Va., 42 D-11909.

From Lye & Fisher at Sioux City, Ia., for the Stock Yards Bank of that city, for 2  $\frac{5}{8}$ " D-8702; 10  $\frac{5}{8}$ " 11709; 1  $\frac{5}{8}$ " D-9477; 22  $1\frac{1}{4}$ " No. 13-22 Gauge P Traps; 36 D-11909; 8 D-9463; 22 Pr.  $\frac{1}{2}$ " 25008. The architect is Wm. Steele.



### NEW YORK ORDERS

From Jamins & Jerkins, St. Petersburg, Fla., for the LaPlaza Hotel, Passagrille, Fla., 24 D-9483; 24 D-25112; 54 D-9433.

Through G. A. Caldwell, from C. H. Cronin, Boston, Mass., to be installed in the Wellesley College, Wellesley, Mass., 144  $\frac{3}{8}$ " D-8635; 24  $\frac{3}{8}$ " D-8633; 30  $\frac{3}{4}$ " D-8976, indexed Hot; 30  $\frac{3}{4}$ " D-8976, indexed Cold; 21  $\frac{1}{2}$ " D-8976, indexed Hot; 21  $\frac{1}{2}$ " D-8976, indexed Cold; 24  $\frac{3}{4}$ " D-8917, indexed Hot; 24  $\frac{3}{4}$ " D-8917, indexed Cold; 48  $\frac{5}{8}$ " D-8975; 24  $\frac{5}{8}$ " D-8975; 144 D-8763, indexed Hot and Cold; 200  $\frac{1}{4}$ " D-25098; 50  $\frac{1}{4}$ " same N. P.

In connection with the above order Mr. Caldwell also sold this plumber 300 pieces of Colonial Compression Work and 250 pieces of Standard Compression Work for stock. Total order amounts to approximately \$900.00. Mr. Caldwell has certainly made a record in selling compression work.



### SAN FRANCISCO ORDERS

Through W. L. Jett, from Gockley & Marsh, Pasadena, Cal., for 4 D-8303 Comp. Basin Cocks; 4 D-8194 N. P. Angle Valves; 4  $\frac{1}{2}$ " D-9255; 4  $\frac{1}{2}$ " D-9072; 2  $\frac{1}{2}$ " D-8701; 1 D-8350; 1 D-25111; 2  $\frac{1}{2}$ " D-8193.

These goods are to be installed in 6 room bungalow built for Miss Josephine Miller of Pasadena. Architect, Walter Webber, Los Angeles.

Through T. F. Leary, from Wittman Lyman & Co., Plumbers, for City Jail remodeling, San Francisco, 12 D-11906.

Through C. J. G. Haas, for Crane Co., Seattle, Wash., for Seattle Terminal Co., (Sears-Roebuck Bldg., Seattle, Wash.) 254 N. P. D-11902 Basin Cocks. Geo. C. Nimmons, Chicago, architect.



We suffer more from anticipation of troubles that never happen than from those that test our mettle day by day.

### SARNIA ORDERS

Sarnia reports that A. B. Bailey was sent on a special mission to Ottawa to look after an order of 3000 meter connections fitted with 15793 gas cocks, and he was fortunate enough to secure it.

From Cotter Bros., Winnipeg, Man., for 324  $\frac{1}{2}$ " Fin. Self Closing Bibbs which are to be installed in a temporary Barracks at Winnipeg.



### WATER METER TESTER SALES

The New York office has made a sale of a meter tester outfit complete to the Sanbury Water Company of Sanbury, Pa. This equipment included flanges for testing all meters up to 10".

The Decatur office has received from the Marion Water Company of Marion, Ohio, an order for a D-23141 Water Meter Tester and table combined for testing meters from  $\frac{1}{2}$ " to 2".

Through E. B. Cameron, from Pontiac Water Works, Pontiac, Mich., for 1 23150 Mueller Water Meter Tester Scales only.

Through T. E. Beck, for the City of Rockford, Rockford, Ill. Water Department, for 1 D-23141 Water Meter Tester with complete outfit.



### TWELVE THINGS TO REMEMBER

By Marshall Field.

- The value of time.
- The success of perseverance.
- The pleasure of working.
- The dignity of simplicity.
- The worth of character.
- The influence of example.
- The power of kindness.
- The obligation of duty.
- The wisdom of economy.
- The virtue of patience.
- The improvement of talent.
- The joy of originating.



### PERSONAL ITEMS

Mr. O. B. Mueller was here from Sarnia, February 15 and 16 for meetings with the firm.

Horace F. Clark of the Indiana territory was here on February 15th.

### WHAT IS THE MATTER WITH THE UNITED STATES

As I have been residing in London since the beginning of the war, I have been hearing the question asked on all sides. I have never heard any satisfactory answer. No one seems to know.

Why are the American factories not running night and day? Why are the railroads not opening up new territories and getting ready for the millions of immigrants who have already made up their minds to leave Europe as soon as the war is over?

Why are there not fifty American drummers in London right now trying to sell \$200,000,000 worth of American goods in place of the goods that were bought last year from Germany and Austria?

Why have advertisers become quitters, just at the time when their advertisements were most needed and most effective in cheering on the business forces of the United States?

From the European point of view, the United States is a haven of peace and security and prosperity. It has no troubles that it dares to mention to Belgium or Austria or France or Germany or Servia or Great Britain or Russia.

Every tenth Briton has enlisted. Every tenth Frenchman is at the front. Every tenth Belgian is dead. What does the United States know about trouble?

If I could afford it, I would charter the "Mauretania" and "Lusitania" and convey a party of 5,000 American advertisers to Europe for a trip of education. I would give them a week in London, a week in Paris and a week in Antwerp.

I would let them look at the United States from the scene of war. I would give them a look at real trouble. I would let them see trains, ten at a time, five minutes apart, packed with the maimed and dying.

I would let them hear from fragmentary survivors, the incredible story of battlefields 150 miles wide and armies that are greater than the entire population of Texas.

I would let them see graves 100 yards long and full, and Belgium, the country that was, nothing now but 12,000 square miles of wreckage.

Then, when they began to understand, to

some slight extent, the magnitude and awfulness of this war, I would say to them:

"Now go back and appreciate the United States, realize your opportunities. Don't start digging trenches when nobody is firing at you. Don't fall down when you have not been hit. Don't be blind to the most glorious chance you have ever had in your life

"Go back and advertise. Get ready for the most tremendous boom that any nation ever had. Build your factories bigger. Train more salesmen. Borrow more money. Go ahead and thank God you are alive and that your family is alive, and that you are living in a land that is at peace, at a time when nearly the whole world is at war."—Herbert N. Casson.



As an example of a palindrome, that is to say, a sentence which reads the same backward as forward, a Minneapolis man sends the following speech, which might conceivably have been spoken by Napoleon: "Able was I ere I saw Elba." This is a supreme example of the palindrome, for not only does the sentence read backward the same as forward, but the separate words read backwards as well as forward. This is not true of the famous "Madam, I'm Adam."—Springfield Republican.



A colored Baptist was exhorting. "Now, breddern and sistern, come up to de altar and hab yo' sins washed away."

All came but one man.

"Why, Brudder Jones, don' yo' want yo' sins washed away?"

"I done had my sins washed away."

"Yo' has! Where yo' had yo' sins washed away?"

"Ober at de Methodist church."

"Ah, Brudder Jones, yo' ain't been washed: yo' jes' been dry cleaned."—Ex.



An aged German and his wife were much given to quarreling. One day, after a particularly unpleasant scene, the old woman remarked with a sigh: "Vell, I wish I vas in heafen!"

"I wish I vas in a beer-garden!" shouted her husband.

"Ach ja," cried the old wife, "always you try to pick out the best for yourself!"—Ex.