

The Mueller Record

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THE BUSINESS OUTLOOK

The business outlook is one of extreme optimism. It's not based on guesswork. The present conditions warrant it. The year 1915 is going to be a good one, not in one line, but in all lines. The long looked for revival is no longer hoped for—it is here.

The best economists, financiers and judges of business conditions are agreed on the fact that the momentum of the decrease has been checked and that the upward climb has already commenced. There is more than speculation, and prophesy to support this belief. There is tangible evidence on all sides, in all trades. Big factories and big industries are getting back to a normal basis. Conviction of a prosperous future has supplanted doubt and inactivity.

It is pointed out by some authorities that America is entering upon a wave of prosperity, the crest of which will carry the country beyond anything yet realized in the past, even above anything dreamed of or hoped for.

The acceptance by the country of new policies, the avenues of trade opening in South American countries, the continuation of the war in Europe, and the fact that a hand to mouth policy has prevailed in America for two years until stocks are depleted to the minimum are a few of the principal causes which lead up to this coming year of prosperity.

It is offering to us a big opportunity. We have a chance to recuperate from the effects of the past two years. We can do it through earnest, insistent cooperation and determined hustling. Sagging prices will bound upward with a general increased demand, and the volume of business should be limited only by our ability to secure and fill orders.

In regard to filling orders we are in good shape. In standard lines we have accumu-

lated stock and can ship promptly. Our policy should be to get the business early. Let's have the orders in the office. Salesmen should get after every prospect and urge upon him the necessity of buying now before the wheels become clogged with the hurry up business sure to come when the full sunlight of prosperity breaks on the country.



NOTE THIS ITEM

Every Salesman Is Expected to Carry Out Our Request.

Under date of January 5th a circular letter was addressed to the salesmen calling attention to a number of subjects upon which we desired information. Every salesman is expected to give particular attention to this letter and follow out the requests and suggestions therein. In this article we call your special attention to the following paragraph appearing in the letter referred to.

Time of Meeting—Please inform us what your idea is about the time of holding the salesmen's meeting, that is whether it would seem best to hold it during August, when the business is usually light, or during the holidays as at present."

Every salesman certainly must have an opinion on this question, and we expect every salesman to give us that opinion. A failure to do so on your part will be taken by us as an indication that you are not sufficiently interested to cooperate.



A LINE FROM T. F. LEARY

"Let me, in the columns of our little paper, express my deep appreciation for the kindness shown by the Firm, the San Francisco Branch and the '49 Club at the time of my dear mother's funeral. Such thoughtfulness reminds us all that the world is good, and our friends do not forget."

POINTS ABOUT REGULATORS

Information of Value to Every Man in the Selling Force.

The demand for Pressure Reducing and Regulating Valves has very rapidly increased within the last three or four years in numerous kinds of service, and the requirements for accuracy and reliability in operating are rapidly becoming so exacting that many of the older makes of regulators entirely fail to meet the requirements, or at least only meet the requirements in one or two of the older and less exacting lines of service.

Instead of numerous types of complicated and expensive construction of regulators, as shown by a few other makers in their efforts to meet the demand, Mueller Regulators are made in only about two general types with slight modifications in construction and dimensions to adapt them to the modern very exacting requirements in regulation.

Their accuracy in service coupled with their reliability in operation and low cost, permits the use of Mueller Regulators in numerous lines of service where it has heretofore been impractical or impossible to use regulators.

A partial list of places and kinds of service in which Mueller regulators and relief valves are being used to advantage and profit are as follows:

Residences—For regulation of water pressure; also on steam and hot water for heating; also gas regulators.

Offices—Office buildings, on water, steam, air and gas.

Hotels—On water, steam, air and gas.

Garages—For steam and air, where many 13160 regulators may be used on air to maintain the several different pressures required by various sizes and makes of automobile and motorcycle tires. Also in many garages where oxygen and acetylene welding and cutting apparatus is now quite commonly used.

Machine Shops—For cold and hot water, steam, air, gas, oil, oxygen and acetylene.

Power Plants—For water, steam, air, oil, pump governors, etc.

Paper Mills—Steam and water, many regulators are used.

Textile Mills—steam and water, many regulators are used.

Steel Mills—steam and water, many regulators are used.

Ice Factories—Steam and water, many regulators are used.

Coal Mines—Steam and water, many regulators are used.

Automobile Manufacturers—On numerous kinds of service.

Pumping Stations.

Water Companies—Especially in hilly cities, or cities located in a hilly or mountainous country.

Gas Companies—Both manufactured and natural.

Rubber Factories—On steam for vulcanizing; air for various purposes; high and low pressure pump governors, etc.

Manufacturers of cutting and welding apparatus, and heating and ventilating apparatus.

Engine Builders—Regulators for power purposes.

Flour Mills—Steam for heating, conditioning of wheat, corn and other grain.

We want each of our salesmen to carefully read this article and we shall expect a reply from each one giving the name of some line of industry in which some of our several types of regulators and relief valves or governors may be used, but which has not been mentioned in this list.

We want you also to send us information of any new kind of service or plant in which regulating or relief valves are to be used or where they might be used to advantage. Get all of the detail information you can regarding their requirements, and we will be glad to have each salesman give us his individual views and suggestions as to the requirements and demand.

ADOLPH MUELLER.



EXCUSE MAKING

"I had to be away from school yesterday," said Tommy.

"You must bring an excuse," said the teacher.

"Who from?"

"Your father."

"He ain't no good at making excuses; ma catches him every time."

WE WANT INFORMATION

In Every Case Where Competitive Goods Go Wrong.

One of our salesmen writes to the effect that one of his good customers recently purchased corporation cocks from one of our competitors. In using them he found it was practically impossible to release the screw plug from the cock after the cock had been inserted in the main. Of course he is having all kinds of trouble, to say nothing of the expense incident to the time wasted in trying to make them work. The salesman adds that this customer has learned a lesson. In the future he will place his entire business with us.

Such information is valuable to us and to all our salesmen. All salesmen are notified to bring to the attention of the general sales manager any similar trouble in his territory. If you hear of any one having trouble with corporation cocks or other goods of a competitor, give the facts to the general sales manager.

This will enable us to keep in touch with everything that is going on and to keep other salesmen advised so that they may know what course to pursue if they encounter similar cases in their territory.



C. O. D. SHIPMENTS

We frequently have cases where a customer will order goods for shipment C. O. D., and on arrival of the goods he will either refuse to take the goods, putting us to a great deal of expense for freight charges and storage charges, or he will allow some little time to elapse before taking up the shipment, thus causing annoyance and expense.

We believe that you can help us a great deal in matters of this kind by reporting to our Credit Department, promptly, when you learn that some certain customer makes a practice of refusing C. O. D. shipments. It is quite likely that you occasionally learn of matters of this kind and if our Credit Department can be kept posted it will greatly assist us.

Please bear this in mind and co-operate with us.

ADOLPH MUELLER.

CARD TO WATER WORKS

Cooperation Wanted in Pushing for Business Now.

We have sent to the Water Works Trade a postcard suggesting trades for old tapping machines or repairs on old machines if they are worth it. We hope that this card will create some business, and are certain that it will at least bring the point to the minds of water works superintendents.

The salesmen should take the subject up with every superintendent. The way has been paved by the card. Superintendents are in a receptive mood. This is one of the potent forces of advertising, and one which we do not always pursue as we should. Advertising first of all introduces the subject. When the salesman comes along his prospect is already advised—the foundation of a sale has been laid.

We are satisfied that our salesmen by going after this line of business can effect sales of many new tapping machines, and in addition promote trades and secure repairs. This repair feature should not be overlooked. Many machines sent to us for repairs are found to be not worth the cost. When our experts find this to be the case and present the fact to the owner the sale of a new machine frequently follows.



BUILDING SIGNS

Urge the use of our Building Signs. This is the time to do it. Ask plumbers to use them on all jobs where our goods are to be installed.

Orders should be sent now for this reason. Our contract with the printers calls for not less than one dozen sets at a time. We must have a dozen requests before we can place an order. Salesmen are advised therefore to send in names as rapidly as possible. By doing so we will be enabled to get the signs to the trade before the spring work opens.



Visitor—How was it that you didn't name your baby Woodrow Wilson? I thought you were going to.

Fond Mother—We thought Mary Jane would be more appropriate.

READING TRADE PAPERS

W. L. Jett Writes of the Good They Have Done Him.

The letters on trade papers and their value to salesmen, published in the December Record, calls forth the following from W. L. Jett. Mr. Jett has paid close attention to trade papers. He says:

"Have just finished reading your December number of the Record and was very much impressed with the answers from the boys to Mr. Oscar's inquiry about trade papers. I wish to state that I am a personal subscriber to the Southwest Contractor and the Builder and Contractor, both of which write up each plumbing job in Southern California, besides giving all the building permits. These magazines also give a complete list of the Architects in my territory and all new Water and Gas prospects and I have found them a great help.

Regarding the Plumbers' Trade Journal and Domestic Engineering, I have a customer who takes both of these, and kindly saves each copy for me to read and in fact allows me to bring them home. Regarding the Water Works and Gas magazines, I read them in our customers' offices while waiting, but they are not much use to me locally, only in general information, as our local papers give all information regarding Water or Gas prospects, and I will state in my experience in following up this kind of information I only lost one new water works in my territory last year. I first get the name of the engineer who will be in charge and try to get our goods specified. If unable, I go after the contractor who will install the services and in doing this I put in a figure with each man that will figure the job and get him to talk quality in using our figures, and in one instance at Manhattan Beach every man who figured the job was using Mueller Goods and Mueller Quality to get same.

"I have sent a copy of the Southwest Contractor to Mr. Wagenseller for reference, and in looking over same you will notice it gives detail information on each and every plumbing job in Southern California with the name of architect, etc.

"I am a firm believer in trade papers and read all of them I can get hold of. Only

last week in reading the Plumbers' Trade Journal I discovered an error in our own advertisement in which we advertised Mueller Stewart Basin Supplies. I reported this to our branch who in turn reported it to Decatur with the result that the error was discovered.

"Now regarding the engineers who install water systems, I will state that some of the best friends I have are among this class of men. I follow each job and find out the engineer and through him it is easy to get the job. I have two personal friends among these men who, whenever they get a job, call me up and ask me to go over the brass for the particular job, and I met each one of these men through reading the magazines.

"Wishing you a prosperous year for 1915,
I am

Yours very truly,

"W. L. JETT."



SALESMEN'S RECORD BOOKS

A report from the Sales Department shows negligence on the part of many of our salesmen in the matter of proper care of their records.

These records are maintained at a considerable expense by the company because they are regarded as essential and important.

A good measure of their real value is lost, however, when salesmen neglect to keep their books up to date.

The record of tapping machines in a number of instances was imperfect and incomplete, Bulletin books showed that obsolete bulletins were still carried in books without even the word "cancelled" written across the face of them. Methods of this kind on the part of salesmen lead to confusion and mistakes, and confusion and mistakes in business are expensive. It's not the right kind of cooperation. Our records should be accurate and up to date.

The attention of salesmen has been called to this subject in a letter under date of Jan. 12, 1915, and we expect better results this year.

Salesmen must cooperate with us in this regard.

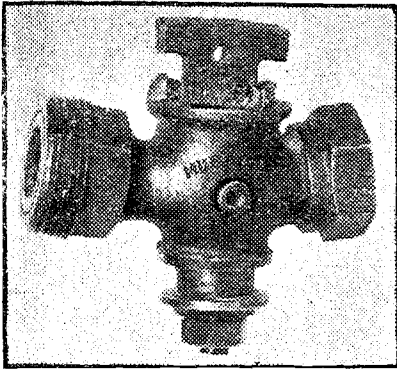


"There never was a bad man but had ability for good service."—Edmund Burke.

STOOD SEVERE TEST

Body of Mueller Curb Cock Run Over by Road Roller.

The accompanying illustration surely speaks volumes for Mueller Brass Goods. The damage done this cock was by a road roller weighing several tons, which was in use at Scituate, Mass. The cock had been installed there in a curb box similar to our



D-22000. The roller passed over the box, pressing down the standpipe, and the rod forced the key down $\frac{3}{8}$ " through the body.

The illustration shows how great this pressure must have been as the body of the cock is twisted and distorted, but no leak occurred in the body or any of the points showing up. It takes something more than a steam road roller weighing several tons to put a Mueller Curb Cock out of business completely.



WAR TALK

First Master Plumber—"Why hasn't Turkey mixed herself up in this European war?"

Second Master Plumber—"Why didn't you know that Turkey is not a Christian nation?"



RAPIDAC HANGERS

Our stock of these hangers is still large. They are doing us no good in the stock room. Send in as many requests as possible. We are anxious to get these in the hands of the trade where they will do us some good.

THORNTON'S LETTERS

Appeal for Business in a Way that Should Bring Orders.

S. Thornton, one of the younger salesmen, has handled a sales proposition in his territory in a very creditable manner. The letters which he wrote are self explanatory, and are especially good. They ought to get the business. They are letters with which all salesmen can get business. The first letter was to the city council and the second to a plumber with whom Mr. Thornton was working for the contract:

First Letter.

"The other day I sent you a quotation upon the Mueller Tapping Machine, also the brass goods and service boxes that go with same to make the complete connection from the water main to the curb; and now writing you this, I want to again call your kind attention to the style of goods that I have specified. I am giving you the best goods that are manufactured and the style of goods that I know you ought to have. I am not asking anything of you only a chance to prove to you that every word that I said to you at the meeting of your city council is a fact. You will no doubt recall the fact that my competitor in his statement before you said that his goods were as good as Mueller. He also said that the Mueller machine was the best machine on the market. I thank him for that, but again why did he not tell you that his goods were better than Mueller. Because, gentlemen, the Mueller goods are recognized not only as the standard but the best that are made. Our competitors will always tell you that their goods are as good, but they will never tell you that they are better. I do not want to reflect upon any of my competitors, but I want to say to you that if you should see fit to install these goods yourself or to give the contract to Mr. ———, your plumber in your city, as you stated you felt you would do, that I want you to specify in your city ordinance Mueller Goods, with an understanding that these goods are positively guaranteed to you, and behind this guarantee stands one of the largest, oldest and most financially able firms to back up all that I have claimed for the goods. As I stated to you

at your meeting, your water mains have cost you lots of money and you cannot afford to put a cheap article under the ground and take the chances that go with such an article. Your people by electing you to the high office which you hold, and trusting their business in your hands, gentlemen, will expect the best that you can give them which in the long run is by far the cheapest. Therefore, whether you install these goods yourself or turn the matter over to your plumber, I am going to ask you to please, without any question of doubt, give the Mueller Goods a trial and you will receive service to yourself and your people.

"Thanking you for your kind attention and consideration."

Second Letter.

"I am writing you this to ask you what the city council has done in regard to the contract for the installing of the connections and truly hope that you receive this contract. I have placed the order for the tapping machine and connections as per your request, a duplication of which I gave to you, and when you are ready for same, please notify the house and they will ship same to you promptly. I have again written to the city council in behalf of Mueller Goods and of you, and should there be any other service or favor I could do for you, know that I am standing ready to do same, backed up by the Mueller Mfg. Co. Please let me hear from you at once regarding anything that has developed.

"Thanking you for past considerations and orders and hoping for you all the success in the world, and assuring you that I am for you, not only now but all the time, I remain."



TEACHING THE LESSON

Sunday School Teacher—Is there any little boy or girl who would like to ask a question about the lesson?

Susie—Teacher, if angels have wings, why did they have to walk up and down the ladder?

Sunday School Teacher—Now is there any little boy who would like to answer Susie's question?

WATER METER TESTER ORDERS.

George A. Caldwell has just sold three more Meter Testers to the City of Boston Water Department. This makes four Meter Testers that Mr. Caldwell has sold to this water department within the past four months. Last year the New York house sold eighteen Meter Testers and expect to be able to exceed this number during the year 1915.

We have received an order from the People's Water Co., Oskaloosa, Iowa, for the remaining parts of a meter testing machine, which they lacked of having our complete meter testing outfit. They already had the stand, tank and scales.

We are in receipt of an order from the Public Utilities Commission of Columbus, Ohio, dated Dec. 31, 1914, for one of our D-23141 Mueller Water Meter Testers complete.

We have an order from H. F. Clark for a new style Meter Tester Scale, D-23150 for the Terre Haute, Indiana, water works.

For the City of Princeton, Ill., Water Dept., through T. E. Beck, 1 D-23141 Water Meter Tester complete.

From L. S. Masters for the Ruston Water & Light Plant, Ruston, La., one D-23150. Water Meter Scales only.



DECATUR ORDERS

From the Rundle Spence Mfg. Co., of Milwaukee, Wis., for 6 prs. D-12004, for the 38th Street School Building.

From Ward & McMahan of Rock Island, Ill., for 130 D-11902; 1¼" D-14401; 1 ¾" D-13160. These are for the Central Trust Bldg. of Rock Island.

From W. T. Delahunty of Decatur, Ill., for 36 ¾" D-8633; 72 ½" same; 72 ¾" 8635; 36 ½" same. These are to be installed in the New Orlando Hotel.

From the Curtis Co., Tulsa, Okla., for 76 D-11902; 3 same marked "Cold." These are for the Hunt & Reddick Bldg., of Tulsa.

From the Standard Mfg. Co., Pittsburgh, Pa., for 200 pair D-11902 for the Mayer Bldg., Erie, Pa.

From Crane Co., Des Moines, Ia., for 1 2" Water Pressure Regulator. This is to be installed in the Crane Building.

From John F. Jones, Detroit, Mich., for 14 D-11710; 13 D-11904; 13 D-8765. To be installed in Mr. Hunter's Apartment.

From the Fort Pitt Supply Co., Pittsburgh, Pa., for 86 D-12902; 26-D-8897; 4 D-8961. These are for the Rogers School Job.

From Crane Co., Des Moines, Ia., 2 pcs. $\frac{5}{8}$ " D-9035. For the Parker Job.



SAN FRANCISCO ORDERS

From W. L. Jett for L. T. Dale of Phoenix, Arizona, for the Salim, Ackel Building in Phoenix: 60 D- 8350 with D-25051 supplies; 60 D-25111; 100 D-8193 N. P. $\frac{1}{2}$ x 9-16"; 250 D-8194 N. P. $\frac{1}{2}$ x 7-16"; 75 D-8194 N. P. $\frac{1}{2}$ x 9-16"; 240 D-11902 H. & C. Drilled $\frac{1}{2}$ O. D. Fred Hurst is the architect of this building.

From W. L. Jett, for L. T. Dale, of Phoenix, Arizona, for 12 only D-8350 with D-25052 and 8193 stops; 12 only D-25111. Bought through Mulrein Plumbing Supply Company.



NEW YORK ORDERS

For the New Public School in York, Pa., 24 pair D-11908 S. C. Basin Cocks and D-25007 Supply Pipes. Order given to P. A. & S. Small Co., York, Pa.



CANADIAN ORDERS

From Cluff Bros., of Toronto, Ont., an order for 10 D-9477 Bath Cocks with N. P. Tail Pieces for I. P.; 40 D-9433 Rapidac Basin Cocks; 50 $\frac{1}{2}$ " N. P. D-9255 Plain Bibbs with flanges.

These goods are to be used in the new Hospital at Guelph.



Two Irishmen were bothered with the mosquitoes at bedtime. One night Pat said to Mike, "Tonight we will go under the bed."

So when night came they did, but were little more than settled when a firebug flew past.

"It's no use, Pat," said Mike. "They are coming with lanterns now."—National Food Magazine

LESSON FROM STALLINGS

Conclusions Drawn from Victory of the Boston Braves.

There are none of us too old to learn. Whenever we reach that undesirable position we go to the scrap heap.

We can all learn a little lesson from Manager Stallings and his Boston Braves. In July he worked back over fourteen years of defeat for Boston. He looked at the standing of the club for 1914 and saw Boston again flopping hopelessly in last place while New York and Pittsburgh seemed to be the only real contenders for the pennant.

When October came around Boston was in first place. The Braves went out to meet the Athletics—conceded to be the best baseball organization in the world. Few persons thought Boston could win. Among the few was Stallings. It took just four games to prove that he was right. And he did all this with a team of cast-offs and alleged baseball misfits.

How did he do it? It was not luck, it was not an accident, nor was it chance. Neither was it a wonderful performance when analyzed. The seemingly wonderful things under cold reasoning are always the simplest. Stallings did in baseball what hundreds of men have done in business or any other human endeavor. He played the game for all there was in him. He got his team to play for all there was in them. He never let up. One victory made him more keen for another. His team became enthusiastic. They were co-operative. The individual honor and glory were sidetracked. In place they played for the team, for the organization, for the collective and not the individual glory. It was team work—magnificent team work.

That's what we need in this business. Not each individual playing for himself or hanging back because he thinks some one else is getting too much glory, or is playing a little better, but everybody playing for the one aim of improving the business, getting more of it, making it bigger every year.

And in the end the units of the organization will benefit. Just as each member of the Braves benefitted.

There are men on that team who are no better ball players than they were at the

beginning of the season, except that they got into the game and played it for all it was worth, and they have benefitted thereby.

There are in every organization men who could but will not play or work their part. And they wonder why they do not advance.

Think it over.



ADVERTISING AND SELLING

"Destructive advertising is giving publicity to offers of merchandise at less than cost—bargains, sacrifices, sheriff sales, and the general scheme of something for nothing. This class of advertising is opposed to constructive business building."—F. W. Maughan.

"Whiniver annybody offers to give ye something f'r nawthin', or something f'r less than it's worth, or more f'r something than it's worth, don't take anny chances. Yell f'r a polisman."—Mr. Dooley.

Here are two thoughts, good ones, applicable to either advertising or selling. They tell the whole story. A man might write an essay on this subject as long as the moral law, and in the end would not say much more than is contained in the above two paragraphs.

The man who expects to get more than he pays for is deluding himself. The person who claims to sell more than the price calls for is simply not putting forth an honest claim. He can't do it. If he does he is violating the one fundamental principle upon which all successful business is founded. It is such a simple truth that every salesman and every buyer should get it in his head.

Every man must have a legitimate profit on the goods he handles. He cannot give one cent's worth more than the article is actually worth.

There are still a lot of people who think this can be done. There are a lot who thought it could. They have now been through the bankruptcy court or out of business.



"It often happens that when a man has some time to waste he annoys others who haven't."

THE IDEAL OF THE SUCCESSFUL BUSINESS MAN

To be honest, making money honestly or not at all.

To be fair, refusing to injure a competitor.

To be just, remembering that all must live.

To be kind, regarding employes as something more than an investment.

To be charitable, giving liberally for the uprising of humanity.

To be healthful, exercising as a duty.

To be sociable, having a side to friends not known to all.

To be lovable, being more to wife and family than a means of support.

To be sympathetic, fearing littleness of soul more than littleness of fortune.

To be broad, accumulating resources higher than the material; above all, to be true to one's self, condoning nothing in self which is to be condemned in others.

David R. Forgan.



AN ALL AROUND MAN

Recently President Wilson was riding along a country road near Washington, accompanied only by the secret service man who is detailed to see that no harm comes to him. They passed a small boy by the roadside. Presently the President turned to his companion and said:

"Did you see what that boy did?"

"No, sir; what did he do?"

"He made a face at me," said the President, shaking his head gravely.

The secret service man was shocked. The President waited a moment and then asked:

"Did you see what I did?"

"No, sir."

"Well," said the President with a twinkle in his eyes, "I made a face right back at him."—The American Boy.



Cassidy—"Man, ye're drunk."

Casey—" 'Tis a lie ye're spakin' Cassidy. Ye'd not dare to say that to me iv Oi was sober."

Cassidy—"Iv ye wuz sober, ye'd hov sinse enough to know ye wuz drunk."