

The Mueller Record

Vol. I

JUNE 1, 1911

No. 11

WE MUST HAVE INFORMATION ON VITREOUS LAVATORIES AND HAVE IT AT ONCE.

You were so advised in the May Record but we have had no responses.

You are expected to not only read this article but to act upon it immediately. Send replies to Mr. Adolph Mueller in person.

Here you salesmen have been telling us for years of the necessity of handling vitreous ware, and we have discussed it in annual meeting, but when we are ready to consummate a deal for a line of lavatories we are held back for want of proper information on which to act.

We desire to inform you very positively that we are now ready to put in a line of lavatories, and **MUST HAVE** such information as we called for last month, viz:

Information on the most popular styles and sizes of vitreous lavatories as follows:

One leg pattern.

Wall pattern.

Corner pattern.

Send us cuts from catalogues, plate numbers, trade names of lavatories, names of makers, and such other details and such other facts as will enable us to arrive at an intelligent decision on the patterns we will carry.

Gather all suggestions possible as to desired new styles or note objections to existing old styles.

We want to begin on this line of goods with articles that will at once measure up to our standard of quality in design and material.



A WORD FROM THE PRESIDENT

To all Mueller Salesmen:

I desire that all of you distinctly understand that everything which appears in the Mueller Record is O. K'd. by me, and must be treated as coming from me personally.

You are especially cautioned to give heed to all suggestions bearing on business, and to furnish any desired information just as you would in case of a personal letter from me.

ADOLPH MUELLER,
President.



SALESMEN'S VACATIONS

You must notify us at once of the date upon which you wish to begin your vacation so that we can make arrangements accordingly.

A BONUS FOR YOU

Special Campaign in June for Water Meter Tester Business

The outlook for water meter tester business is good. It is so good we are going after it hard for the next two months, and we want you to get into the game with all the enthusiasm and energy you can develop.

As a stimulator we are going to offer a bonus for orders, as follows:

For each tester sold \$3.00.

For each scale sold \$1.00.

For each tank sold \$1.00.

For each complete outfit sold \$5.00.

We have a record of thirty-nine towns in which there is a prospect of effecting a sale. They are:
Pensacola, Fla.

Kansas City, Kas.
 Elkhart, Ind.
 Muskegon, Mich.
 Eveleth, Minn.
 St. Joseph, Mich.
 St. Louis, Mo.
 E. Lansing, Mich.
 Calumet, Mich.
 Plainview, Tex.
 LaCrosse, Wis.
 Jackson, Mich.
 Lansing, Mich.
 Edmonton, Can.
 Bisbee, Ariz.
 Taylor, Tex.
 Detroit, Mich.
 Minneapolis, Kas.
 Cincinnati, Ohio.
 Larium, Mich.
 Springfield, Ill.
 Columbus, Neb.
 Halsted, Kan.
 Ft. Wayne, Ind.
 Charleston, W. Va.
 Adrian, Mich.
 Brazil, Ind.
 Greenburg, Pa.
 Tacoma, Wash.
 Minot, N. D.
 McKeesport, Pa.
 Waukesha, Wis.
 Lima, Ohio.
 Holland, Mich.
 Canton, Ohio.
 Galva, Ill.
 Tiskomingee, Okla.
 Alliance, Neb.
 Madison, Wis.

Here is a chance to add \$10 or \$15 to your salary.

Get after it. Talk tester business hard. Hammer its good points into every prospect. The way has been paved for you. The tester has been frequently advertised in the trade papers this spring. We will begin about the middle of the month and bombard the trade with letters and booklets on the subject. It is up to you to continue the fight from the field. Throw yourself into the work and take advantage of what has already been done.

Talk tester at every opening and talk it strong. We ought to get results if you will. We don't look for anything

but the sale of at least twenty complete outfits. We certainly should land that many out of thirty-nine good prospects.

In this issue we have given a very complete description of the operation of a tester. It covers every vital point and will furnish you with some good selling talk. The article by Mr. E. K. Bemis, published in the April Record furnishes lots of fine ammunition.

Henry S. Thompson, water commissioner of New York City, gives two good points on water waste which can be applied to meters. He says that the constant drip, drip, drip of a faucet costs from \$2 to \$6 annually. He says further that "water flowing through an opening the size of the eye of a needle one thirty-second of an inch in diameter, under pressure of thirty-nine pounds, means an annual waste of \$11.68.

Bemis and Thompson must be accepted as authorities and should be cited as such.

Managers and others interested in water works should be impressed with the fact that water is a cash asset with them and that it should be treated as such.

Our water meter testing outfit is not complicated. It is simple. It does all the work itself. The operator does not have to figure out results. The tester does that. All the operator has to do is to follow directions. He is merely a piece of the machine and his work is wholly mechanical. If he but learns this and then trusts to the machine to give him the results he will have no trouble.

Get yourself full of water meter tester. Talk it for all you are worth. Show the prospects that they are absolutely in the dark as to what their meters are doing and must remain so unless they test them with our apparatus.

If there is anything about the machine that you do not understand, ask us at once.

We will give you an explicit answer by return mail.

Or if there is any way in which we can help you make a sale let us know. We will help push the business every way possible from the office and want you to make the attack in the field.

We have not room to give you all the details of the direct advertising that will be done but will outline it for you.

We will print a handsome little booklet under the title of "KNOW," which will be sent to prospects upon request from them. These letters will first go to the trade and are self-explanatory.

First letter:

June 1, 1911.

Gentlemen:—

What do you do when a customer kicks on his water bill?

Have you any RECORD to show him?

Can you prove to him that he is getting all that he pays for?

Do you KNOW?

If not, isn't it a plain case of having to shave his bill to the point where he is satisfied?

Second letter:

June 4, 1911.

Gentlemen:—

Suppose you have for a customer one of those rare individuals who never kicks on his water bill.

May he not have a good reason for NOT kicking?

Have you anything that will show you in BLACK AND WHITE that he is not paying for all he gets?

Do you KNOW?

If not, can you really tell who is getting the short end of the bargain?

Third letter:

June 8, 1911.

Gentlemen:—

It **ROBS YOUR PROFITS** to fuss with customers and shave their bills.

It **ROBS YOUR PROFITS** to furnish more water than your customers pay for.

You ought to **MAKE MONEY** on every gallon of water that goes through your pumps.

Why don't you keep tab on this thing?

Why don't you find out just how much each customer uses and **KNOW** whether or not you are making a profit on him?

We can **GIVE YOU THE FIGURES**.

We have published a book that goes right to the root of the matter.

It is sent free, but **ONLY ON REQUEST**.

You can get a copy by signing and returning the enclosed card.

Get it and read it by all means.

"KNOW!"

There will be a fourth letter under date of July 1 going to those who did not ask for the booklet. This letter will bring out the fact that we have a means of saving water companies money in our meter tester. Every prospect will be carefully followed up and we will make a determined effort to land a good business.

Get into the game. Pick off the bonus.

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CONVENTION DATES

June 13, 14 and 15—Annual convention of the National Association of Master Plumbers at Galveston, Texas.

June 9 and 10—Texas State convention of Master Plumbers at Galveston.

Gas

October 18, 19, 20 and 21—American Gas Institute at St. Louis, Mo.

September 21, 22 and 23, 1911—Michigan Gas Association, Detroit, Mich.

September 20, 21 and 22, 1911—Pacific Coast Gas Association at Oakland, Cal.

October 23 and 29, 1911—National Commercial Gas Association at Denver, Colo.

Water

Week of June 5, 1911—American Water Works Association, Rochester, New York.

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THE OLD D CATALOGUE

Upon receipt of the second edition of the D-Catalogue one of the salesmen asked us to be allowed to place his old D-Catalogue with some firm.

We did not approve the suggestion for the reason that salesmen may have private notations in the old book which it would be unwise for the trade to see.

We suggest, however, that salesmen copy all such notations from the old to the new book and then leave the old catalogue at their homes or headquarters.

At some future time you may want to refer to it and therefore it will be well to have it handy.

KNOW YOUR BUSINESS

Completion of an Excellent Article by L. G. Muller

Last month we published the first of an article on the above subject by L. G. Muller, and now publish the rest of it. You will be repaid by reading it in its entirety. The conclusion of the article follows:

You haven't accomplished anything if your prospect only feels that he would like to have our line. You have got to make him feel that he can't get along without it. Hard headed, seasoned business men have their guard up these days, and you have to hit hard with solar plexus punches to make an impression.

You have got to make your arguments actual and personal, and when you have absolutely convinced him that he is losing money without our goods and that he would make money with them, all you've got to do is to go for the order blank.

That's just what is the matter. You have not sold yourself, and I am going to tell you here and now that you must get right down to brass tacks and think! Think over every good quality and every objectionable point your customers have brought forward and get busy and do it now, not tomorrow or the next day, for then it will be too late.

Remember, "Nothing big or great was ever done without enthusiasm." Enthusiasm is the motive power that enables you to take our goods from the factory and place them where they ought to be—in the stores of the merchants. So recharge your batteries and with increased voltage throw yourself and soul into your work.

Before you took up our line you investigated it thoroughly and were absolutely convinced that it was the greatest line in the world of its kind—and it is! You learned it—its every detail—and went out into the field determined to convince other people of the fact. You were enthusiastic, and you won.

It was a new story then—it is an old one now: that is, to you. You have repeated it, doubtless, a hundred times, and you have lost some of your enthusiasm. You overlook the fact that the man you are talking to never heard of it before, and hustle right through your talk as though you had an important engagement to fill within the next few minutes, and when you are ready for the order you find to your dismay that your respect "isn't there." Your line of talk was clever and all that—but it lacked conviction.

It takes belief, earnestness, determination and enthusiasm to sell goods. Human personality—not an Edison phonograph or any other "talking machine." And you have got

to be sold yourself before you can possess these faculties, gentlemen.

You owe it to yourselves and to us to make every effort to make your territory produce. I know you realize that fully, so think over what I have said to you in this little message and start out in the morning with a firm determination to make good all the promises we have made ourselves.

My confidence in you is absolute and already I can see an increased volume of business coming to our factory and increased commission checks going to each and every one of you.

"Forward, march!"

L. G. MULLER.

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THE KELSEY-BREWER PLANTS

Salesmen are hereby notified that Kelsey, Brewer & Co., controlling a number of gas plants have decided that the manager of each plant shall buy his own supplies.

The following companies are under the control of the Kelsey, Brewer & Co. syndicate:

Red Wing Gas Light & Power Co.,
Red Wing, Minn.

Winona Gas Light & Coke Co., Wi-
nona, Minn.

Kankakee Gas & Electric Co., Kan-
kakee, Ill.

Elkhart Gas & Fuel Co., Elkhart,
Ind.

The Valparaiso Lighting Co., Val-
paraiso, Ind.

The Albion Gas Light Co., Albion,
Mich.

Mount Clemens Gas Light Co., Mt.
Clemens, Mich.

Holland Gas Co., Holland, Mich.

Salesmen in whose territories these companies are located should go after the manager of each for all possible business.



HAS RECOVERED

Mr. Fred B. Mueller has so far recovered from the effects of his surgical operation as to be able to be at his desk for a few hours each day, but it will be some weeks until he is entirely recovered.



COMPLETED

The new galvanizing plant is about completed and ready for operation.

FOREMEN'S MEETINGS

The foremen and heads of departments and members of the firm are now holding regular meetings and it is anticipated that much good will come from these.

Questions of co-operation and the handling of the work more expeditiously are thoroughly discussed.

Suggestions are made and plans adopted and already some good results are noted.

Through this and other plans we hope in time a more effective working organization will be built up.

**THE QUESTION BOX**

Answer by Mr. W. C. Heinrichs to question propounded by Mr. E. S. Morrow in the May 1st Record:

"I would suggest that you get to this fellow's ear, make him sit high in his chair and tell him that our gas cocks have more lap than any cock on the market. Tell him also they have a full opening, are perfectly ground and are made of new metal and not scrap. Then draw a pencil line on the key of each cock, closing and opening each cock. You will find that the Mueller cock will cut away the line while the other cock will show some of the mark. This will demonstrate the perfect grinding of the Mueller cock and nine times out of ten your gas friend will fall for the argument and slip you the order:

**BROWN SCORES AGAIN****Gets Self-Closing Clause in Another Ordinance**

Mr. C. H. Brown has scored again in having a clause incorporated in an ordinance at Jacksboro, Texas, which provides for the use of self-closing cocks on lavatories, sinks, etc., unless the service is metered.

Jacksboro is a new water town. We believe Mr. Brown's plan is a good one and suggest that all salesmen follow it. Wherever there is a new water town there is a chance to get this clause into the ordinance. It provides a big future field for self-closing work.

Aldermen should be easily convinced that it is a positive safeguard against indiscriminate wastefulness.

**CONTRACTORS' BUSINESS****New York Calls Attention to Opportunity to Get Tool Orders**

There are contractors in every city from whom we might get business which we are now overlooking. They require a lot of tools and supplies which we either make or job, and we believe that our salesmen can land many good orders by giving a little time and thought to the subject.

It is good business to get, especially when our tools make up a good part of the order. We suggest that you take a whirl at this class of business at every opportunity. Every time a contractor takes on a new job he must either buy up an outfit of new tools and supplies or must replenish the stock he had on hand. If you are in touch with these contractors or contracting firms, you are certain to land some of their business.

The attention of the home office was recently called to this matter by the New York office when Mr. O. B. Mueller corralled a \$1,268.51 order from the Donlon Contracting Company. The entire order was satisfactorily filled within a few days and it included a good proportion of tools of our own manufacture.

**SELF-CLOSING WORK**

Here are three nice little self-closing orders received in the past few days:

Fifty pair of D-11901 with D-25018 supplies for the Neptune Building at St. Louis, Mo.

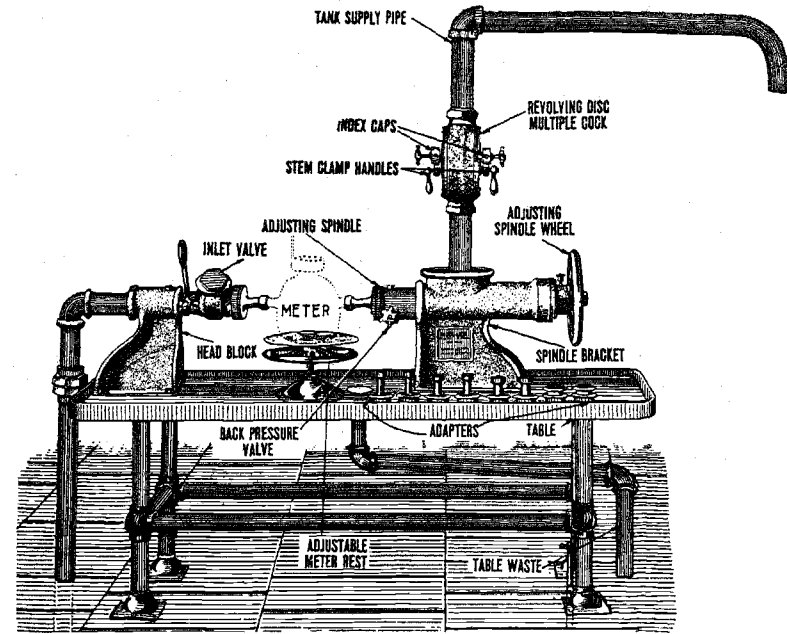
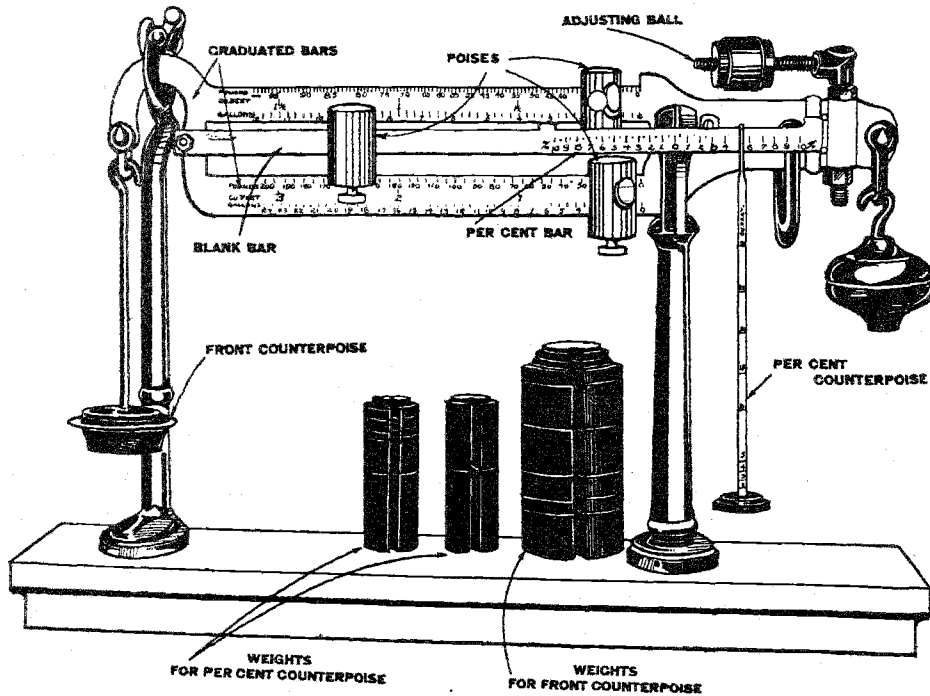
Two hundred and twenty-five pairs of D-11904 for the Union National Bank Building, at Houston, Texas.

Ninety-three pairs of D-12907 for the Flat Iron Apartment Building, at Omaha, Neb.



Life gives us three opportunities—going ahead, standing still or falling behind. There is only one choice in the three.

How to Use the Mueller Meter Testing Machine



Although we have had several demonstrations of our water meter tester at salesmen's meetings, we are advised that there are some who do not understand all of the points about the machine. As briefly as possible we will endeavor to make each of these points clear, and would urge any salesman who does not thoroughly understand them to ask for more explicit information.

Let us take the scale first. As you read refer to the illustration.

The scale has three bars. The upper and lower bars are graduated in pounds, cubic feet and gallons. These may be used for making small tests, balancing the scale between tests to avoid emptying the tank every time, or may be used for weighing as with an ordinary scale. They also give the error of the meter in pounds should such information be desired.

The third bar, one-half of which is graduated and the other half blank, is for determining the per cent of error in the meter and for balancing the scale. The blank portion is solely for balancing purposes.

The front counterpoise is for determining the weight of the water used in making a test.

It is well enough to remember that a cubic foot of water equals 7½ gallons or 62½ pounds, but all mathematical calcu-

lations have been worked out, and the results recorded on the scale weights and rod of the per cent counterpoise. Consequently the successful manipulation of the scale and tester becomes a purely mechanical proposition and success and accuracy are dependent upon balancing the scale, placing the weights correctly, and allowing a corresponding amount of water to pass through the meter into the tank.

On the front of the rod of the per cent counterpoise you will find the cubic feet recorded as follows: 2, 3, 4, 5, 10, 15, 20, 25, 30 and 40. On the left side you will find the equivalent in gallons, viz: 15, 22½, 30, 37½, 75, 112½, 150, 167, 225 and 300. On the right side you will find the equivalent in pounds, viz.: 125, 157½, 250, 312½, 625, 937½, 1250, 1562½, 1875 and 2500.

Consequently as you build up weights on the per cent counterpoise rod to a given number of cubic feet, you are at the same time determining the number of gallons and pounds as shown by the left and right side of the rod. These are the combinations that it will show:

Cubic feet.....	2	3	4	5	10
Gallons	15	22½	30	37½	75
Pounds	125	187½	250	312½	625
Cubic feet....	15	20	25	30	40
Gallons	112½	150	167½	225	300
Pounds	937½	1250	1562½	1875	2500

The large weights of the front counterpoise are marked to correspond to the above—that is in cubic feet, gallons and pounds. The small weights for the per cent counterpoise are also marked to correspond.

Now suppose you have a ⅝ meter which you are going to test with 5 cubic feet, 37½ gallons or 312½ pounds of water.

First make a record of your meter in the upper half of the form given in the test record book.

Place your meter on the adjustable table and fit in your ⅝ adapters. Be sure the rubber gaskets are between the adapters and the tester and between the adapters and the meter.

With the adjusting spindle wheel clamp the meter firmly into position.

See that your stem clamp handles of the multiple cock are hanging downward. Set the index cap to the same size as your meter, ⅝ if testing with a full stream or to the size of the stream that you are testing with. On the opposite side set the index cap at 1 inch if you are using the small tester or at 2-inch if the large tester. Lock the multiple cock by drawing the right hand stem handle toward you and pushing the left hand stem handle from you.

Open the inlet valve on the left and run enough water through the pipes and meter to expel all air. Convince yourself that the

tester is working properly. Now watch the meter dial and when it reaches a point from which you can easily determine when five cubic feet have passed through, shut off the inlet valve.

Next drain all the water from the tank and be sure to close the waste cock.

Now take the weight marked "Tank" and put it on the front counterpoise, and push the poises on the upper and lower bars back to 0. If the scale does not balance, secure a balance with the poise on the blank bar, using the adjusting ball for an exact balance. Now place on the front counterpoise the weight marked 5 cubic feet, 37½ gallons, 312½ pounds, but don't remove the weight marked "Tank." With the small weights build up on the per cent counterpoise until you reach the 5 cubic feet mark and hang the per cent counterpoise at 0.

Now you are ready for the actual test. Throw open the inlet valve at your left and keep your eye on the meter dial. The instant that it shows 5 cubic feet have passed through close the inlet valve.

If the scale balances the meter is O. K. If it does not, the meter is off. You now determine the amount of the error by moving the per cent counterpoise to left or right until the scale balances. At the point at which you secure your balance with the per cent counterpoise you will read on the

graduated bar the amount of the error. If the balance has been secured by moving the per cent counter poise to the left the meter has under-registered—that is more water has gone through than has been accounted for. That indicates that the company is losing money on that meter. If the balance is secured by moving the per cent counter poise to the right the meter is over-registering that is accounting for more water than has passed through. That indicates the consumer is being charged for water he does not use. The result of the test should be entered in the test record book.

If it is desired to continue the test with smaller streams without emptying the tank the method of procedure is as follows:

Set the index cap to the same size of the stream desired, leaving the one on the opposite side at one or two inches according to the tester being used.

Do not remove any of the weights from the front counter poise but remove the per cent counter poise, overcoming the error of the previous test by balancing the scale with the poise on either the blank bar or one of the graduated bar. Replace the per cent counter poise at zero, open the inlet valve and permit 5 cubic feet of water to run through the meter, closing as before. Determine the error with the per cent counter poise. When through with the test close the back pressure valve on the right hand side to prevent water draining back on the table and see that the stem clamp handles hang downward, thereby unlocking the multiple cock.



A BUSINESS PERIL

The Danger in Quantity Discounts, Extra Terms and Concessions

Terms, discounts and concessions are business necessities, largely because business has been built that way. Perhaps they might be better classed as "necessary business evils," because under certain conditions they become evil, and instead of being a means by which business is built up they become the means by which business is torn down.

We do not suppose that we have a salesman who at some time or other has not set forth a greater discount, different terms or concessions than we are in the habit of making. We want to place a limit on this way of doing business, but, of course, can make no hard and fast rule, because we realize as well as you that occasion sometimes

demands that we make different con-

cessions in order to secure a desirable contract.

Our policy, however, is that our regular terms and discounts be maintained and that only in exceptional cases should the salesmen vary therefrom. Along this line we have just read an article by Paul E. Faust on the subject of "Reducing Terms, Discounts and Concessions." It is too long for reproduction in the Record but we wish to take therefrom the main points and ask you to carefully consider them:

He says:—"A western concern went four years without earning a dividend. Its business statement was so unsatisfactory it could not place its paper through brokers. Its stock was supposed to be worth 20 on a par of 100, but with no stock changing hands. The whole difficulty was with its terms. The product was tying up cash for material mad payroll and the terms kept it tiedup. The special terms were given to meet competition. They gradually increased from ninety days to a year. The business statement showed badly in quick assets. In two year' time a new manager transformed this concern from an almost insolvent one to a profit earner. Its borrowing capacity became almost unlimited. Its capital stock appreciated in value and in the respect of financiers.

The new manager simply revised the terms on which goods were sold. He did it by publication, advertising and promotion work on dealers. The advertising made the market with the consumer, and the promotion work on the dealer, rendered the work of every salesman doubly effective.

"Terms are supposed to be accommodation. They could better be called a concession. 'Better' terms are one way of underselling competition. Long terms are disastrous both to the firm that gives and the firm that takes them, because they do not move the consumer to purchasing. They cannot make goods more salable. Usually the more generous the terms the more sluggish the selling. Generous terms are a danger signal and instead of attracting a purchaser should warn him. The makers of an active selling commodity do not have to accommodate as to time of payments. They should not accommodate. A manufacturer who creates an active demand for his goods has no reason for selling them on long time. The advantage in price of a mail order dealer over a manufacturer selling through a retailer is largely in the matter of terms. The mail order man is often in the relative position of a jobber or dealer. He is seldom a producer. He sells for cash. He pays cash. He buys favorably. His cash in bank gives him a reputation for resources. When a manufacturer requires a quick cash trans-

action his best offer is to a cash paying buyer. So that the terms are truly the foundation of the competition that the mail order firm give the whole retail structure of business.

The twin brother of bad terms is the discount nicknamed the extra discount, the quantity discount, the confidential discount. It is the most effective destroyer of profits and reducer of dividends ever devised. Once started it multiplies like yeast spores. The discount starts on a schedule and winds up running wild. It is a fine tonic for business, but when continued it proves as insidious as the dope habit. The sales manager of a food product maker conceived the notion that a quantity discount would lessen selling expense by enabling each salesman to double or treble his sales. It would stock up the dealers so as to head off competition. It was based on the monthly quantity purchased. Here's how it worked. One salesman said to a customer, "I know you can earn the 20 per cent discount. Push the goods a little harder and give me an order for the 20 per cent quantity." But the retailer said, "If it is such a sure thing you take my order for the 10 per cent quantity, bill me on the 20 per cent basis and you bet I'll push to make good on the additional quantity before the month is out." This retailer had never before given an order for more than the 5 per cent quantity. The salesman succeeded in getting the order through. In two years the whole business was on the 20 per cent discount, and the volume was not greater than it would have become normally. Every dealer was getting "secretly" (as a friend of the salesman) a discount that was first contrived to land the very largest, fattest accounts. It took nearly two years of advertising to the consumer and promotion work on the dealer to get that discount system changed to the good old flat rate basis.

"Here is another sample of what it leads to: A small implement manufacturer was doing a good business in a small way under legitimate discounts. He was induced to make car lot prices on small shipments in order to compete with a larger concern. It produced some business for the time being. But it did not change the system of the competitor, who still maintained his price on car lots. The next step was the dealers' complaint that the car lot freight was less per item than the small lot rate per item, and another cut was made to cover this. The small maker was getting lower prices on the small output than his large competitor got on ten times as great a production. The sales manager of the small concern at the end of the year found that he had been doing business at a loss but had made a fine quantity showing even if he had overlooked the dividends."

It took three years of hard work to

get the business back in shape and re-establish prices that would enable the small manufacturer to sell at a profit.

The above are a few examples taken from a long list of incidents of this character, all of which demonstrate beyond question that one false step in this direction of extra discounts, concessions and rebates, and other illegitimate methods of obtaining business, lead inevitably to financial detriment of any concern if not to actual ruin. We think that every salesman can find in the above much food for thought and that he will fully realize the importance of restricting this practice to the minimum, if permitted at all.



SLEEVES AND VALVES

Sleeves and Valves are carried in stock in the following sizes:

- 2 2-in. valves to open to right.
- 2 2-in. valves to open to left.
- 3 4-in. valves to open to right.
- 3 4-in. valves to open to left.
- 1 6-in. valve to open to right
- 3 6-in valves to open to left
- 1 8-in. valve to open to right.
- 1 8-in. valve to open to left.
- 1 4x2 sleeve.
- 4 4x4 sleeves.
- 6 6x4 sleeves.
- 6 6x6 sleeves.
- 3 8x4 sleeves.
- 2 8x6 sleeves.
- 1 10x4 sleeve.
- 1 10x6 sleeve.
- 1 10x8 sleeve.
- 1 12x4 sleeve.
- 2 12x6 sleeves.
- 1 12x8 sleeve.
- 1 16x6 sleeve.



ALUMINUM SAMPLES

We still have in stock some of the tops of Buffalo Service Boxes made from aluminum and also some of the aluminum keys for use in showing the advantage of the Mueller Repair Lid. Any salesman who is not equipped with these and desires an outfit in order to better demonstrate the lid is requested to notify the sales department and the same will be promptly shipped.

IN MORMON LAND

Eleven Mueller Regulators for Famous Building

We recently booked an order from Salt Lake City for eleven of our new style regulators from 1 to 4-inch. These are to be used in the Mormon Temple, Tabernacle and Hotel which are heated from a central station.

We regard this order with especial favor because of the possible advertising benefits that may accrue from an installation in such famous buildings.

The regulators are of the 13160 type with strainers and they are to take the place of two other makes of regulators which have not given satisfactory service.

In this connection it will be of interest to you to know that we will shortly extend the floor space of the regulating department, taking in the old lead department. This will give about 100 per cent more space and will be the means of improving our facilities for filling orders.



NEVER LET UP

Everyone is Going to Want Mueller Goods Some Day

Never let up on a prospect. Because a man does not want our goods within a week, a month or a year, does not justify the belief that he will never want them. We should go on the theory that some day everyone is going to want Mueller goods.

Here is an instance which is interesting as illustrating what persistent follow-up work will do:

June 18, 1909, the New York office, per request of Mr. R. M. Hastings, sent a pair of D-12901 Colonial Self-closing Basin Cocks to the Clinton House at Ithaca, New York.

For nearly two years the New York office kept on the track of this prospect and Mr. Hastings worked on it every time he was in Ithaca.

On May 1, 1911, one month short of two years, the Clinton House gave us an order for 114 of these basin cocks:

CHANGES IN ROUTE

Salesmen Must Keep us Advised as to Whereabouts

We want to impress upon the salesmen the necessity of notifying us by wire of any change in route or plans.

Recently we experienced two aggravating instances of inability to locate salesmen. In one case it was of vital importance, as a possible order of considerable size was at stake. In the other instance it was a case personally affecting the salesman.

We suggest that all salesmen keep us advised as to the town and hotel they will be in over night, regardless of whether mail is desired. If no mail is wanted the letters "N. M." will indicate that fact to us. In event of a change wire us. If a rule of this kind is adhered to it will lessen the liability of missing connections in the future.

We believe this plan would be much safer to try to reach you at hotels at which you stop during the day, especially when you are making more than a town a day.



THE NEW TAPPING MACHINE

Work is under way on a new gas tapping machine designed to take the place of the No. 18 shown on page A-58.

This new machine will have combined taps and shell drills from 2 to 4 inches inclusive, and the machine body will be of sufficient height to take in the 4-inch tool.

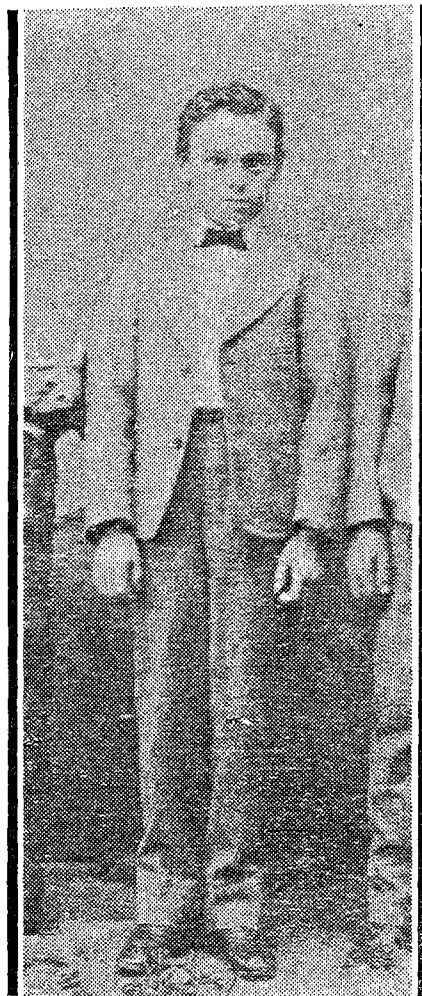
In all probability when this new machine is ready we will discontinue making the No. 17 machine.

If you will refer to our No. 16 machine you will notice that we use tools $\frac{3}{8}$ to 2 inches with it. As this new machine takes tools 2 to 4-inch we will have only two machines instead of three, making taps from $\frac{3}{8}$ to 4 inches inclusive.

Just as soon as we have all the necessary information on the new machine we will issue a bulletin.



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The Decatur Daily Review has been publishing pictures of prominent Decatur people as they appeared in youth or boyhood and asking their subscribers to name them. Among others the two pictures reproduced on this page were published and but few persons were able to identify them. Perhaps you can.