

The Mueller Record

Vol. II

MARCH 11, 1912

No. 21

We wish to advise the salesmen that in cases where parties desire to return our goods, that a most careful investigation of facts must be made. We have goods of this kind sent us which have lain on the shelves of the purchasers for four or five years, they having failed to use them after purchasing. These goods may be in apparent good order, but they are of little value to us except for junk, because it is often the case that we have changed our patterns or made some change in the goods which renders them unfit for marketing again.

Under all conditions there should be some good and justifiable circumstance which warrants the return of goods after once purchased. A customer certainly can attach no blame to us for not wanting to receive back goods which were sold him two, three, four and five years ago, and which he has failed to use. Such a policy on our part if followed out would make us the dumping ground for all the junk in the country.

We therefore advise salesmen that they must not enter into any agreements for the return of goods without consulting us, except in cases where claims are made for defective goods. Such cases as these can be adjusted by the salesmen subject to additional inspection upon receipt by us.

If a customer asks to be allowed to return goods make it plain to him that you **MUST** first report to and ask us. Get a list of our goods he wants to return, tell what they are and give us full particulars, advising the customer that we will take the matter up with you or with him direct. This will avoid a great deal of trouble, and will enable us to handle each of such cases on its merits. In a number of recent cases salesmen have accepted old goods of our make with no notification to us whatever.

The result has been a great deal of annoyance and some ill feeling on the part of the customer, all of which might have been

avoided had the salesman given us information to the effect that he had been asked to accept the goods and thus allowed us to handle the case.

Here is how it works. The salesman gets an order and agrees with the customer to extend credit for certain goods which he wishes to return. Then the order is sent in and we do not understand about the credit, and bill the goods out at regular prices. Or if the customer ships them in to us we write to ask what he means. In either case unnecessary correspondence is opened and it is often continued for a long time. In the meanwhile the credit due the customer is held up, and it may be weeks before we can send him his credit memorandum. The creditor feels that we have needlessly delayed him. Frequently when we write him first for information he comes back with an ill-humored reply that we ask the salesman. Every instance of this kind endangers our chances of holding the customer. He gets the impression that we have very imperfect business methods. We have to take the blame for which we are not responsible, but that is not so bad as the danger of creating a bad impression in the mind of the customer.

To us it means the correspondence, annoyance, and extra work in the bookkeeping department in caring for the account.

All of this can be avoided, if the salesmen simply notify us when they send in an order. We insist that in the future this notification be given.



POLITICAL SITUATION.

The new conditions in the presidential political situation presage a lively campaign, but we are still of the belief that it will not have a retarding effect on business in general.

We are just as optimistic as we have been. The business of the country is so important now that it will not halt or fal-

ter just because of a presidential campaign.

There is no logical reason why business should not continue on its way undisturbed. The paramount interest of the citizen and business man is to express by his ballot his preference for a candidate. That's about all we average men have to do. The excitement, the bustle and the blowing is the work of the politicians. Let them take care of it.

The country and business are safe and will continue to forge ahead. The idea that a presidential campaign will of necessity upset and disturb business conditions is an exploded theory.

Talk against it at every opportunity.



SALESMEN'S QUOTA.

Three salesmen are entitled to honorable mention this month for showing the largest per cent of increase over their quota. They are:

T. F. Leary	23 %
F. L. Hays, Jr	16.2%
E. S. Stebbins	14.3%

There was some good going all along the line.

Owing to the fact that the quota buttons were not sent out until late in February, and that the system was not thoroughly installed and in working order, no buttons will be recalled now. Next month, however, salesmen who do not make their quota, will be called on for their buttons.

We feel that we should not be called upon to ask for a single button, however. Every salesman should exceed his quota. We feel this way because the business of the first two months shows plainly that there is lots of business in the country. March should be one of the big months. With the opening of spring there will be an increased demand for brass goods. If you hustle you can exceed your quota, and we expect every man to work to that end.

We are in good position to take care of business. Shipments are being made on time, and every order sent in it being carefully followed up and shoved through just as fast as our facilities and policy of making the goods right will permit.

The home office and factory is up and

coming, and enthusiastic over the outlook for the year, and we look for the same spirit in the salesmen.

Get the orders—get them in and get your quota—and more than your quota.

Aim to be one of the top men with the largest per cent of increase above your quota.



SUPERINTENDENT SATISFIED.

Twenty Years Service Mueller Goods Better Than 5 Year Guarantee.

Against the five year guarantee of one of our competitors we have evidence of Mueller Water Works Brass Goods lasting twenty years.

We are perfectly safe in making a five year guarantee, if we deemed it necessary, but our record ought to satisfy any one.

Recently one of our salesmen in talking with a superintendent was told that a competitive salesman had told this superintendent that he was willing to guarantee his goods for five years.

The superintendent said in reply to this salesman that he was perfectly satisfied with Mueller goods because he had quite a number which had been in use for twenty years.

A record of service already performed certainly seemed much stronger to the superintendent than a promise of work to be performed.

Twenty years actual duty satisfactorily done ought to be an effective argument in support of what might be reasonably expected of our goods in the future.



I'D RATHER.

I'd rather be a Could Be,
 If I could not be an Are;
 For a Could Be is a May Be,
 With a chance of touching par.
 I'd rather be a Has Been
 Than a Might Have Been, by far;
 For a Might Have Been, has never been;
 But a Has was once an Are.

—Blue Bull.



To make your advertising a success is only the first skirmish in the battle. Just the minute it is evident that your publicity is pulling the persistent guns of substitution and imitation will open up on you.

OUR SERVICE BOX ADOPTED.

It Will be Used in Future by City of Decatur.

A new ordinance governing plumbing and water services in Decatur is to be passed and we have succeeded in having incorporated in this ordinance the specification of our curb box. The box is of a different pattern from that which we are now selling and has some strong points of advantage which we believe will make it popular with and in big demand by the trade. In exterior appearance it is practically the same as our extension box now offered the trade, but there are some very important points of difference.

In the first place the box has a 1¼ inch stand pipe and no inside rod. Decatur officials made the point against an inside rod to the effect that after it had been in the ground a few years it rusted and scaled off, and was so weakened that when the key was inserted and an attempt made to turn it the inside portion of the rod would twist and not turn the cock.

A second point of difference is the increased weight of the phosphor-bronze spring which holds the stand pipe more firmly to the position to which it is adjusted.

The third and most important point is the new cover, which makes the box absolutely dirt proof from above. This cover has a circular opening in the center with a brass bushing and a long thread. The lower half of this thread screws on to the upper thread of the stand pipe so firmly that pipe wrenches are necessary to remove it. The upper half of the thread in the cap receives the plug which screws down until the top of the pentagon nut is on a level with the top of the box. The Decatur officials are satisfied that it is the best pattern of a box that they have yet accepted as fit for service here. In Decatur we have had a great deal of trouble with various makes of service boxes this winter because of their filling up with water and then freezing, in some cases special tools having been necessary to get this ice out in order to reach the curb cock. Our box is dirt and water proof from the top, and at the base has a hole drilled a quar-

ter of an inch in diameter to allow the escape of seepage water.

The above is given you as a matter of information so that you may be advised of what we are doing. You are not to take orders from the trade for this new style box until authorized by us to do so. When we are ready to fill orders you will be notified and given prices.



MUELLER RAPIDAC.

At all conventions where our Rapidac Work has been shown and explained it has created a very favorable impression as a rule. The adjustable handle feature has made a hit with all plumbers. In some places the plumbers have been a little slow to commit themselves to this work, because they had tried out other goods of similar design and found it not up to their expectations. In some instances the quick opening work has been condemned because of opening under pressure. This has been a serious objection. It was urged in several instances at the convention of Wisconsin plumbers, but Mr. Mann says these objections were won over when the fact was explained that we used a Powell thread and that the general construction was of such character as to overcome the trouble complained of.



BUILDING FIGURES.

Construction News publishes opinions of business men, manufacturers, contractors, etc., concerning the building outlook for 1912. They vary somewhat, but the general tone is good, the majority expressing an optimistic view. In this connection the following figures of twenty-four leading cities, of building in the past ten years are of interest for comparison:

1902	\$ 406,556,245.00
1903	324,809,135.00
1904	366,819,054.00
1905	523,565,947.00
1906	555,396,721.00
1907	531,175,835.00
1908	472,972,286.00
1909	644,880,648.00
1910	610,923,179.00
1911	592,188,432.00

TRANTER GETS BIG ONE.

Celebrated Lincoln's Birthday By Landing Large Cuban Order.

C. J. Tranter celebrated Lincoln's birthday at Cienfuegos, Cuba, by landing the contract of the Water Company. It was a fine order as follows:

4,000 only $\frac{3}{4}$ inch D-3004 Corporation Cocks.

4,000 only $\frac{3}{4}$ inch D-25231 Soldering Nipples.

4,000 only 5-8 inch D-6013 Curb Cocks.

3,300 only feet Lead Pipe.

4,000 only 90-B pattern Buffalo Service Boxes.

We also sold the water works four No. 2 Tapping Machines with complete equipment and one No. 3 Tapping Machine complete. We have been working on this order for the past six months. The goods were sold to the contractor Odriozota & Co., who quoted against our special representatives Purdy & Henderson at the original letting. As soon as Mr. Tranter heard that Odriozota & Co. had secured the contract he went after them and succeeded in securing the order for Mueller Goods.



WHIT'S SOX WOKE UP!

Only Six Machines Behind as Result of February Spurt.

Once more it has been demonstrated that the oft repeated saying that one inning is not a ball game is soggy with meaning. Caldwell's Colts were simply rushed off their feet in the fourth inning of the water tapping machine contest. Some of the old war horses in Whit's camp arose to the occasion of demonstrating that they were still classy artists, and swatted hits in the east, in the west and in far away Cuba. Charlie Ford opened the fray with three sold at Baltimore, and Rowley followed with a single at Columbus, Indiana, while Stebbins registered at Blair, Neb. Then Billy Dill cut loose at Portland, Ore. with a three bagger, later in the month getting a two bagger at the same place. Tranter was the star performer. He landed five at Camaguay, Cuba—the biggest single exhibition of slugging since the contest opened. The rest of the work for Whit's Sox con-

sisted of sales by Pitcher at Sciota, N. Y., White at Cheyenne, Wyo., Stebbins at Lodge Pole, Neb., Brown at Calvert, Tex., White at Rock Springs, Wyo., and Smith at Rhinelander, Wis.

The total for Whit's side, twenty-two, is the best showing of the contest, beating Caldwell's first inning by five. Not only was it the best in this regard but there was more good individual work done.

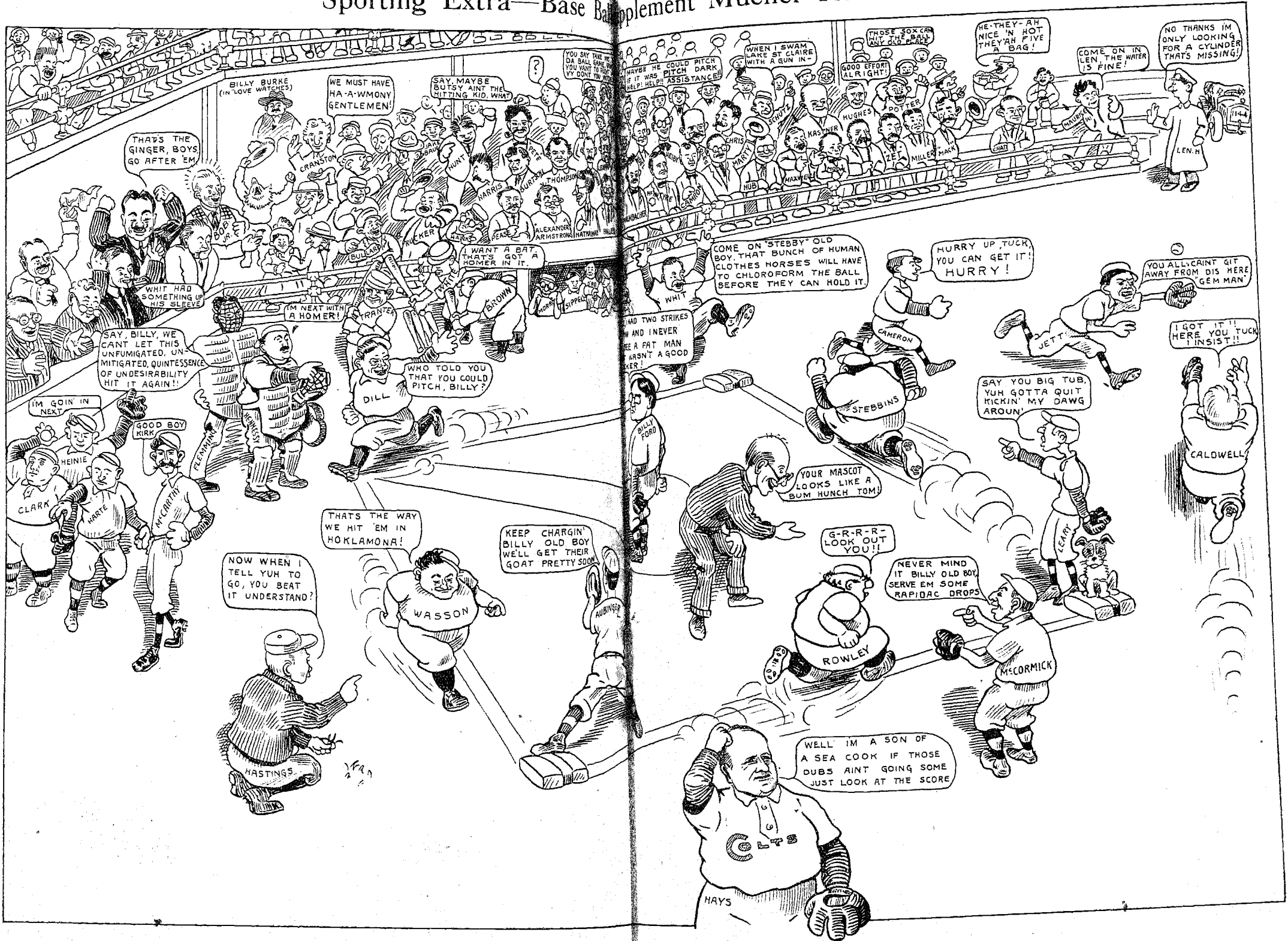
Caldwell was himself the real star on his side. Of the eight hits made he got four—one at Amsterdam, N. Y., Watertown, Mass., Ft. Kent, Maine, and Lincoln, Maine. It was good work but bum batting eyes among his followers let the side down with a thud. Hastings landed at Forest City, Pa., Billy Ford at Thomaston and Gainesville, Ga., and Heinrichs at Culbertson, Mont.

The score:

	MS.	1b.	2b.	3b.	HR.	Po.	E.
Whitney, c.....	0	0	0	0	0	0	2
Morrow, lf.	1	1	0	0	0	0	1
Sippell, rf.	1	1	0	0	0	0	0
Brown, cf.	1	1	0	0	0	0	0
Tranter, 2b.	5	1	0	0	1	0	0
Smith, 1b.	2	0	1	0	0	0	2
Rowley, 3b.	2	0	1	0	0	1	2
Pilcher, ss.....	2	0	1	0	0	0	1
Stebbins, p.	8	0	0	0	2	0	2
Hastings, p.	1	1	0	0	0	0	0
C. T. Ford, p.....	4	0	0	0	1	0	4
Wasson, p.	7	0	0	1	1	0	0
Dill, p.....	5	1	0	0	1	0	1
White, p.	2	0	1	0	0	0	1
O'Rourke, p.....	0	0	0	0	0	0	0
Total	41	6	4	1	6	1	14

	MS.	1b.	2b.	3b.	HR.	Po.	E.
Caldwell, cf.	7	0	0	1	1	1	1
Hays, rf.	3	0	0	1	0	0	2
Jett, lf.	1	1	0	0	0	0	1
McCormick, 2b..	1	1	0	0	0	0	1
Aubinger, 1b. ...	2	0	1	0	0	0	0
Cameron, 3b. ...	0	0	0	0	0	0	0
Leary, ss.	6	0	1	0	1	0	3
Hennessy, c. ...	0	0	0	0	0	0	0
W. B. Ford, p....	9	1	0	0	2	0	3
Kirkwood, p. ...	6	0	1	0	1	0	2
Clark, p.	4	0	0	0	1	1	1
McCarthy, p.....	4	0	0	0	1	0	0
Heinrichs, p.....	4	0	0	0	1	0	0
Harte, p.	0	0	0	0	0	0	0
Total	47	3	3	2	8	1	14

Sporting Extra—Base Ball Supplement Mueller Record



BILLY BURKE (IN LOVE WATCHES)

WE MUST HAVE HA-A-WMONY GENTLEMEN!

SAY, MAYBE BUTSY AINT THE HITTING KID, WHAT?

YOU SAY TAKE ME DA BALL WHEN YOU WANT TO RUN, YU DONT YOU WANT?

MAYBE HE COULD PITCH DARK IF IT WAS PITCH ASSISTANCE!

WHEN I SWAM LAKE ST CLAIR WITH A GUN IN-

THOSE SOX CAN ONLY GET THE BALL!

HE-THEY-AH NICE IN HOT THEY'AH FIVE A BAG!

COME ON IN LEN, THE WATER IS FINE!

NO THANKS IM ONLY LOOKING FOR A CYLINDER THATS MISSING!

THATS THE GINGER, BOYS GO AFTER EM!

WHIT HAD SOMETHING UP HIS SLEEVE

SAY, BILLY, WE CANT LET THIS UNFUMIGATED, UNMITIGATED, QUINTESSENCE OF UNDESIRABILITY HIT IT AGAIN!!

IM GOIN IN NEXT

GOOD BOY KIRK

IM NEXT WITH A HOMER!

I WANT A BAT, THATS GOT A HOMER IN IT.

WHO TOLD YOU THAT YOU COULD PITCH, BILLY?

COME ON STEBBY OLD BOY, THAT BUNCH OF HUMAN CLOTHES HORSES WILL HAVE TO CHLORFORM THE BALL BEFORE THEY CAN HOLD IT.

HURRY UP, TUCK, YOU CAN GET IT! HURRY!

YOU ALL CAINT GIT AWAY FROM DIS HERE 'GEM MAN'

I GOT IT! HERE YOU TUCK! INSIST!!

HAD TWO STRIKES AND INEVER SEE A FAT MAN WASNT A GOOD KICKER!

YOUR MASCOT LOOKS LIKE A BUM HUNCH TOM!

SAY YOU BIG TUB, YUH GOTTA QUIT KICKIN' MY DAWG AROUND!

THATS THE WAY WE HIT EM IN HOKLAMONA!

KEEP CHARGIN' BILLY OLD BOY WELL GET THEIR GOAT PRETTY SOON

G-R-R-R-LOOK OUT YOU!!

NEVER MIND IT BILLY OLD BOY, SERVE EM SOME RAPIDAC DROPS

NOW WHEN I TELL YUH TO GO, YOU BEAT IT UNDERSTAND?

WELL IM A SON OF A SEA COOK IF THOSE DUBS AINT GOING SOME JUST LOOK AT THE SCORE

Decatur Sales	30	0	0	0	0	0	0
New York Sales	11	0	0	0	0	0	0
Grand Total	129	9	7	4	13	2	28
Score by innings—		1	2	3	4		
Whit's Sox		8	8	3	22		
Caldwell's Colts		17	14	8	8		

The total number of machines sold to date is 129, of which the salesmen have sold 88 and the Sales Department 41. We are not traveling at the speed we should considering the effort that is being made to establish a record for sales. With the opening of spring the sales should increase. We should make March the biggest month of the contest to date. Make of every opportunity a sale.



A PRESIDENTIAL YEAR FABLE.

(Copyrighted 1912 by William L. Brownell.)

There is a big chunk of wisdom in the following which was sent in by J. H. McCormick.

Once upon a time the Lion, the Tiger, the Hippopotamus, the Jackass and the Elephant assembled themselves together for the purpose of selecting a date when they would call a meeting of the representatives of all the Fishes of the Sea, the Birds of the Air and the Beasts of the Woods, so that they might select a ruler of all of these who should serve for a term of four years. At this meeting it was decided not only to elect a NEW RULER every four years, but the Jackass was also appointed a committee of one to notify all the Fishes, Beasts, Birds and Reptiles, that in the years when the Rulers were selected, they would not be expected to hustle quite so hard for their daily food; in fact, that in these years they were to voluntarily go on HALF RATIONS and spend the time usually devoted to caring for themselves and their families in bemoaning the fact that they were what they were, and also predicting direful things that would happen just as soon as the ruler was elected. All of the animals, big and little attentively listened to and WERE GUIDED BY THE BRAY OF THE JACKASS EXCEPT THE BEES. The Bees called a meeting, buzzed the thing over and then through their Queen they issued the following Proclamation:

"We, the Bees of the universe, have attentively listened to and also carefully considered you and your braying, Mr. Jackass, and we wish to say that there will be nothing doing for yours truly in the

"Laying Off" or "Half Ration" line. We are satisfied that there will be just as much Honey in the buckwheat in the years when the rulers are elected as in any other old years and we propose to get it. If you and the rest of the bunch want to grow lean and waste one year in every four, why go to it, you certainly have our permission. Growl and bray your heads off if you choose but as for us we will keep right on gathering honey at the old stand.

Moral:

We believe the average business man of this country to be a sane Optimist. We believe whoever may be the next nominal ruler of this country and no matter either how great or how good he may be, that the people will still continue to be bigger than any one man and that just so long as the business men of the country think prosperity and also diligently work to that end, that it will make no appreciable difference who happens to be drinking the milk from the White House Cow.



IT PAYS.

Courtesy is Never Amiss in Everyday Business Life.

In a little article we read recently we were impressed with the statement that George J. Whelan of United Cigar Store fame, paid \$200.00 telegraph tolls to wire his eight hundred managers this question: "Did you say 'thank you' to every man who bought a cigar today."

Ten years ago Whelan's business consisted of one little cigar store in Syracuse. His telegram is one instance of the importance a king of the retail world attaches to courtesy in business. It has done much to bring United Cigar Stores to a commanding position.

We firmly believe that courtesy in business pays, and we hope that all our salesmen make it a part of their daily selling scheme.

Kindly expressed appreciation of an order or a business favor is certain to make a favorable impression on the customer. It makes him feel that we are not unmindful of the fact that he has expressed his preference for our goods.

It becomes more apparent every day that courtesy in business is a most valuable asset. The time has passed when business men accept orders or make sales merely as a matter of course. In these times of

strenuous competition no concern "owns its trade". The sure way to hold trade is to show appreciation of every bit that is extended to us. We don't have to fawn, cavil or grovel in doing this—simply remember to exercise common every day politeness such as we do in our conduct outside of the realms of business.



ADDITIONAL SELF-CLOSING SELLING POINTS.

In the arguments for our Self-closing work as against a competitor's which appeared in last month's Record, the following added to No. 3 "Precision of Manufacture" will aid in strengthening our case.

The inside of nearly all the competitor's castings is coated with a crust of core sand which is burned into the metal. This will from time to time wash loose and cut the seat washer and ball bearings. Our castings are perfectly smooth inside and there is no sand burned into the metal to do harm to the delicate parts of the cock. This is due to the very careful manner in which our cores are made.



NEW ORDERS.

The following are among the new orders recently received:

Fifty pairs of 12902 for the Hatch Hotel at Memphis, Tenn. The goods were sold to H. L. Herbers of Memphis.

One hundred and twenty 11902 hot and cold, and 154 pairs ½ inch 8183 for an unnamed hotel corner of Ninth and Wyandotte streets, Kansas City, Mo. M. P. Connor of Kansas City, is the plumber and Jackson & McIlvan of Kansas City, the architects.

Seventy-eight D-11902 for addition to Manual Arts High School, Los Angeles, Calif. Our goods are in use in the old part of this building.

Mr. O'Rourke landed a nice order from Pritchard Bros., of Memphis, Tenn., for 108 D-11901, 48 D-11702, ½ inch, 24 D-11702 ⅝ inch. These goods are for the Boyle building which is being remodelled into a hotel.

Fifty-three ⅝ inch N. P. D-8662; 12 ½ inch N. P. D-8004; 2 ⅝ inch N. P. D-8004;

3 ¾ inch R. N. P. D-9021 for the Elms Hotel at Excelsior Springs, Arkansas. M. P. Connor of Kansas City is the plumber. Some time ago we received an order for the self-closing work in this hotel.

Seventy-two D-11901 for the Harrison Hotel, La Salle, Ill., ordered by J. M. Dougherty of Ottawa, Ill., through M. T. Whitney.

One hundred and twenty D-12002 Self-Closing bibbs with shoulder to be installed in the King George Hotel at Kingston, Jamaica. This order goes to Gillespie Bros., New York, having been sold through the New York office.



WASTE TUBES.

The fact has been called to the attention of the Sales Department that we are furnishing waste tubes with our compression stop and waste cocks while we send out the ground key, stop and waste without these tubes.

Furnishing these tubes with the compression stop and wastes is added expense, of course, and to us it seems an unnecessary one.

The opinion of all salesmen is requested on this question by Wilbur Simpson. Advise him as to what you think about it at your earliest convenience.

If you regard tubes as essential state in what proportion to the number of cocks they should be shipped.

If they are not necessary at all be sure to tell us so because there will then be an opportunity to cut them out and effect a saving.



NOW WITH GLAUBER.

Charles Stark who was for a number of years an employe of this company, last in the Advertising Department, has taken a road position with the Glauber Company. Horace Clark came across his track in Iowa.

Mr. Stark was with our company for eight or ten years and during that time gained a good knowledge of our line and policies. He left us about a year ago.



Of course a man must take himself seriously or no one else will—but don't take yourself too seriously or you will be a joke.

AND THEY LOOK IT.

An Old Darkey Makes Quick Reply to Competitive Salesman.

Even our colored friends in the south recognize the superiority of Mueller Goods as illustrated by a little incident recently occurring in Columbia, Tennessee, and reported to the home office by R. M. O'Rourke.

A competitive salesman called on the Columbia Water & Electric Light plant. He was showing his line to Mr. Dobbins, Mr. Robertson and an old darkey by the name of Barry who happened to be present. With commendable earnestness the salesman was endeavoring to impress upon his hearers the fine points to his line, and its superiority over anything else on the market.

Glancing up and seeing Mueller goods on a shelf the salesman as a clinching climax to his argument, said:

"And they are a whole lot cheaper than Mueller goods."

Whereupon the old darkey broke in: "Yes suh, da sure looks it."



THE TEMPER OF BRONZE SPRINGS

At the annual meeting a question arose as to whether extreme hot water would have any effect on the temper of the bronze spring on our self-closing work.

Mr. George Coles of our Tempering Department has the following to say regarding this matter:

"I rather think the extreme heat would tend to soften the spring when the same is working in heat, but as soon as it got cold it would go back to its original position. A steel spring would not be affected unless the heat should be over 560 degrees Fahrenheit."



It often happens that the advertising is better than the goods—which of course means another name unfairly added to the list of "advertising failures."



It is well to remember that the man who always demands special concessions is apt to be in the habit of allowing them in his own business.

IF.

(Copyright 1910, by Rudvard Kipling.)

If you can keep your head when all about you

Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,

But make allowance for their doubting, too;

If you can wait and not be tired by waiting,

Or being lied about don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;

If you can dream—and not make dreams your master;

If you can think—and not make thoughts your aim,

If you can meet with Triumph and Disaster

And treat those two imposters just the same,

If you can bear to hear the truth you've spoken

Twisted by knaves to make a trap for fools,

Or watch the things you gave your life to, broken,

And stoop and build 'em up with worn out tools;

If you can make one heap of all your winnings

And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings,

And never breathe a word about your loss;
If you can force your heart and nerve and sinew

To serve your turn long after they are gone,

And so hold on when there is nothing in you

Except the Will which says to them:
"Hold on!"

If you can talk with crowds and keep your virtue

Or walk with Kings—nor lose the common touch;

If neither foes nor loving friends can hurt you;

If all men count with you, but none too much;

If you can fill the unforgiven minute
With sixty seconds' worth of distance run,

Yours is the Earth and everything that's in it,

And—which is more—you'll be a Man, my son!



Some fellows have lots of ideas but their brains work so fast that the ideas come in and go out again before they have a chance to be used.

AN OPPORTUNITY FOR BUSINESS

Voluntary Statements of Money Saving Possibilities In Derricks and Tongs

We have never pushed our Improved Derrick and Pipe Tongs. It ought to be a good seller to Water and Gas companies. Every one we have ever sold has proved capable of more than we have claimed for it.

We have the voluntary testimony of Mr. C. S. Abbott, of Tuscaloosa, Alabama, concerning the equipment and showing its money saving possibilities. Using five sets of the Derrick and Pipe Tongs he swung ten lengths or 120 feet of 12 inch pipe into the trench at one time. The pipe was calked above ground. Under test of 125 pounds only two leaks were found in 10,187 feet. These were in joints where the pipe had been laid one length at a time to make a crossing with other lines. The leaky joints were calked in the trench. The total cost was \$1,918.24. The cost per lineal foot was 18.9 cents as compared to 30 cents per lineal foot, the lowest bid received for the work. Mr. Abbott saved his company \$1,158.06 on this one job.

Now comes H. J. Glaubitz, C. E., General Superintendent of Water Works, Toronto, Canada, who in a voluntary statement says that with two of our derricks and complete equipment he was enabled to save 54 cents per foot in laying 18 inch water mains as compared with the lowest bid he had for the work from contractors. He was so pleased with the result that he asked us for, and was furnished, an illustration to be used in this year's water works report.

It looks to us that these authenticated facts of the great money saving possibilities of this equipment should make an impression on all water works superintendents and get us a good business for the derrick and tongs.



SALESMANSHIP

Includes More Than the Mere Taking or Getting An Order

A salesman should be able to sell the goods, policy and service of the company. Merely selling the goods and "renigging" on the other principles does not constitute a salesman.

For instance when a salesman permits a customer to upset our policy or to specify certain terms of service he is not living up to the requirements of high class salesmanship.

When he connives at or encourages this practice he is taking sides with the customer and arraying himself against the house. He is not putting himself in a favorable light and certainly not strengthening his own position with the house.

A salesman should not only be able to present the superior points of his line of goods, but with equal force should emphasize the character of the service and uphold the policy of the firm. These points are equally important. When a salesman takes an order by yielding to the customer some point in the service or policy, such as the rules governing shipments or the policy governing freight or express rates, he has given away something to get that order. He has connived with the customer to upset the rules and policies, which we deem essential to the conduct of our business. In other words the salesman has made or permitted the customer to make these rules and policies for us. The house therefore becomes a mere figure head in the deal.

If all salesmen for one house adopted this plan it would not be long before the business of that house would be shot to pieces.

We want all our salesmen to consider these points and remember that they are expected to be with and not against the house. We shall do everything we possibly can to please the trade and accommodate it, but we want the trade to understand that we make the terms, and that the service, terms and policy are elements which we take into account when we put a price on the goods.



ABOUT SAMPLES.

Salesmen or others sending samples to the Patent Department for filing in the sample department, are requested to supply the following information:

From whom sample was received; why it was purchased; with what it is to be compared; date of purchase; if sent, date of receipt; competitor's title; size of article; by whom manufactured.