

Wagener

The Mueller Record

VOL. V

MARCH 26, 1915

No. 58

STUFFING ORDERS

Recent Case Brought to Our Attention and Lawyer's Opinion on Practice.

One of our salesmen bumped into one of the sly little tricks which our competitors work when the opportunity presents itself and the salesman thinks he can put it over.

This salesman called on a desirable firm and entrapped them in his tentacles with such persistency that he was finally given a small order to get rid of him. The other day the goods arrived. The order had been stuffed to the limit and the firm was sore. Their drayman had paid the freight and they did not know what to do.

When our salesman called they took the matter up with him, placing an order on condition that they succeeded in returning the goods which had been dumped on them. Such business methods are unfair. They are a detriment and a stumbling block to legitimate manufacturers.

There is a point in this underhand method which many lose sight of. That is the carrying charge to the plumber on these goods that he does not need or want. He is also confronted with the possibility of these goods becoming obsolete and being left on his hands.

Our policy is to enlighten plumbers on these points at every opportunity. We don't want to overload a plumber. We don't want to be hanging millstones on his neck to drag him down. Our work must be constructive. We must do to our utmost in everything that will elevate the plumber. This kind of work will count in the end.

The scheme related above has been worked so often that the trade is getting tired of it, and as soon as the trade is thoroughly advised of their rights they will put a stop to it. The difficulty is that too many of them are timid. They don't know that they don't have to accept the goods—that all they have to do is to return them

at the shipper's expense. Too many plumbers hesitate to take this action because they fear legal complications. We append herewith a lawyer's opinion on this subject. Read it carefully. You may bump into a similar case to that encountered by Mr. O'Dell:

A Legal Opinion.

When an order for goods is given and signed by the purchaser, that order becomes an instrument which can not be altered or changed in any material part, except to correct a manifest error, so as to correspond with the intention of the parties.

When an order is given by a purchaser and signed by him and without his knowledge of authority such an order is changed by adding to the goods, which insertion is made by some one without authority, such alteration and change at once destroys the validity of such order and it ceases then and there to have any legal force and effect.

A purchaser, over his signature, has a right to say what it is that he wants to buy. The seller who adds anything to that order and increases the purchasers' liability does so at his peril.

If the purchaser desires to do so he may, upon discovering such change or alteration in his order, immediately rescind the entire transaction, ship back the goods and thereafter be released from all liability on account of the order originally given, which has been changed without his authority.



GOOD PROGRESS

"I've had my son in the office two weeks."

"Is he making any progress?"

"Oh, yes. I think he's as good as engaged to the stenographer now."—Louisville Courier-Journal

THE INITIAL ORDER

Its Importance as the Foundation of Future Business.

By this time all salesmen should have copy of Bulletin SO-517 which sets forth in detail the plan of payment of commissions on Initial Water Works orders.

Every salesman should familiarize himself with the details of this bulletin. Study it carefully so that there will be no misunderstanding and then go after the business. The opportunity is offered you to pick up considerable extra money. The amount will depend upon your own energy, watchfulness and resources. This offer was made as a stimulus to our initial order business.

We have talked and written a great deal about this part of our business and have sought in every way to impress its importance upon the minds of the salesmen. In the history of our company we have observed the results which accrue to us as a result of the initial order. We state emphatically that there is no more important sale than the initial order. It puts us in line for lots of future business. Every new water works plant established is going to grow. It is going to need brass goods next year, more the next, and so on for all time. The point is this: If our salesmen secure the initial order, create a favorable impression in the start and lay the foundation for pleasant business relations we naturally will be the choice of that company when it comes to future orders. We can't expect to grow and expand if we don't build for the future. This thought should be in the mind of every salesman every time he takes an order. It is the gateway to a broader field of business. Upon it depends the question whether the customer is going to prove profitable; whether he is going to be favorably impressed; whether his friendship will be lasting. The profitable customer is the one who stays with us; whose growth and development means growth and development for us.

A salesman cannot be too precise, too painstaking or too patient in securing an initial order. The way to get an initial order is by personal contact, and the first call is the time to create a favorable impression. This impression should be of a dual character. It should create a good

opinion of the salesman as an individual and it should create a favorable impression of the house, its product and its policy.

The opportunities to do these things are numerous. In new water works deals you are as a rule dealing with men lacking experience. Here then the well informed salesman may make suggestions or give information to the prospect which will not only be valuable but will be appreciated. Every initial prospect offers the opportunity of making a lifelong friend and customer for the house.

This present campaign is for the purpose of increasing our initial order business. Every salesman should give earnest thought to this proposition and get after all initial orders with a determination to secure results.



SOME TALKING POINTS

As Result of Recent Test of an Important Meter Which was Defective.

At Mt. Carmel, Illinois, Dick Moore found a defective 4" meter. The superintendent is a good friend of the company and as he did not have a testing outfit the meter was sent in to the factory and a few days ago Mr. Moore tested it. This test disclosed some astonishing facts:

The meter was 106½ per cent off. It would not register at all on a ¾" stream or smaller.

This was the most important meter in the city of Mt. Carmel. It was on the service supplying the Southern Railway Company. It was tested under 60 pounds pressure. The Mt. Carmel pressure is 30 pounds.

The Southern Railway Company at Mt. Carmel uses water for locomotives, the depot yards and in other railway property. The monthly consumption is 3,000,000 to 3,250,000 gallons of water.

It will be seen that this was not a very profitable meter for the water company.

Good talking points here in selling testers.



He—Bah! What is woman? A rag, a bone, and a hank of hair.

She—And man? A jag, a drone, and a tank of air.

TAPPING MACHINE CAMPAIGN

Sales Are Not Showing Up as Large as Had Been Anticipated.

The tapping machine sales for the first two months is appended. The showing is not what we had expected. It does not indicate a bigger business this year than last. There must be a marked improvement if any of the salesmen hope to pull down the premiums which we have offered. There is tapping machine business to be had. Go after it and get it, and incidentally get the premiums that you can earn:

Nos. 1, 2 and 3 Tapping Machines, January and February, 1915.

P. L. Bean.....0	L. M. Ross.....1
T. E. Beck.....1	Jas. Smith.....0
E. B. Cameron...0	S. Thornton.....0
Wm. B. Campbell.1	M. T. Whitney...2
L. M. Cash.....0	G. A. Caldwell...1
H. F. Clark.....2	J. B. Clark.....0
C. H. DuBois....1	J. W. DuPree....0
H. Eggleston....1	W. N. Fairfield...1
W. B. Ford.....4	C. T. Ford.....1
E. H. Halsey....1	R. M. Hastings...2
H. J. Harte.....5	J. A. Hayes.....0
F. L. Hays.....2	W. F. Hennessy...0
L. S. Masters....2	W. F. McCarthy..1
J. H. McCormick.3	R. A. Poole.....2
R. L. Moore.....0	R. H. Powers.....0
F. T. O'Dell....2	N. E. Sippell.....0
R. M. O'Rourke..0	C. J. Tranter.....0
E. E. Pedlow.....0	



NEVERLOSE BUSINESS

Advertising and Salesmen Piling Up Washer Orders.

Enough results have been tabulated to show that our advertising and special campaigns on the Neverlose Hose Washers are going to be productive of good results. The possible good which may result from the advertising in the Saturday Evening Post is yet to be felt. The first advertisement does not appear until April 17th.

Sales directly traceable to our advertising amount to considerably over a hundred gross from the Decatur office. We have no reports from San Francisco or New York. These sales resulted from the postcards sent to the plumbers. Our trade journal

advertising brings inquiries every day for samples and prices. In fact the Neverlose washer has been rather thoroughly introduced to the trade. Through the mail we have done considerable missionary work with the consumer, and have certainly opened and are opening the way for a nice little business for the plumbers. In addition to the direct benefits produced we have undoubtedly secured a desirable amount of publicity which will prove an indirect benefit to us.

The following is a record of sales by salesmen from February 1st to March 15th, excepting San Francisco:

	Gross.		Gross
P. L. Bean.....20		L. M. Ross.....57	
T. E. Beck.....14		Jas. Smith.....16	
E. B. Cameron...18		S. Thornton..... 9	
Wm. B. Campbell 6		M. T. Whitney... 8	
L. M. Cash..... 4		G. A. Caldwell...25	
H. F. Clark.....45		J. B. Clark.....11	
C. H. DuBois.... 5		J. W. DuPree.... 4	
H. Eggleston.... 4		W. N. Fairfield...17	
W. B. Ford.....24		C. T. Ford..... 4	
E. H. Halsey.... 3		R. M. Hastings..27	
H. J. Harte.....31		J. A. Hayes..... 3	
F. L. Hays.....24		W. F. Hennessy.. 1	
L. S. Masters....10		W. F. McCarthy.. 3	
J. H. McCormick 49		R. A. Poole.....21	
R. L. Moore.....32		R. H. Powers.... 3	
F. T. O'Dell.... 8		N. E. Sippell....16	
R. M. O'Rourke..12		C. J. Tranter.... 1	
E. E. Pedlow....17			



PERSONAL

Philip Mueller is home from New York City. On his return he was met at Pittsburg by Antone Schuermann, one of the experimental department and a demonstration of the new nipple expanding machine was made for the National Tube Company. A half dozen successful taps were made to the entire satisfaction of the National Tube Company.

S. Thornton of the Kansas City territory was in the house for a brief visit on March 13th.

O. B. Mueller has been in Cuba for several weeks on a business trip.

F. B. Mueller is at Hot Springs this month.

SOME RULES FOR SALESMEN

Requirements of San Francisco Office Applicable to All Travelers.

Manager Leary of the San Francisco office has adopted a stringent rule regarding his salesmen and their method of calling on the trade.

In reference to credit information he insists that salesmen get this by personal investigation and not by depending upon what other salesmen or plumbers tell them. This rule must apply to all of our salesmen. It's the only way to do this work right. Depending on another salesman to furnish this class of information will not be countenanced. Accepting another plumber's word as to the financial standing of a competitor is poor business. Taking the word of another salesman is simply offering that salesman an opportunity of giving you false information. A plumber might be regarded as poor pay. He might have that reputation in his own town. He might be poor pay to some dealers and good to others, and he might be regarded as poor pay because of lax or dilatory business methods. The only way to find out is to go to reliable sources for your information. Don't let a competing salesman or any other salesman supply this information. At least don't accept it as final.

It is unsafe to accept such information from a competing plumber. Personal jealousy or personal dislike might prejudice the opinion of your informant. There are a lot of business men in all lines who are not big and broad enough to recognize in their competitors any merit or real opposition. The man who is too narrow to admit the truth is not a reliable source of information. Therefore under no circumstances should a salesman of the Mueller Manufacturing Company depend entirely upon what one plumber tells him of another. Make further personal investigation always.

There is another good point upon which San Francisco is insisting and upon which we are going to insist. Mr. Leary urges all his men to call upon at least one architect a day, and to take all needed time to develop all probable business in each town. He has placed a low limit. A salesman ought not to see only one architect but

should see several a day. The new portfolio with cuts for specification purposes should be of material benefit, and assist you greatly in this campaign for business through the architect.



HELPED THEM OUT

Mueller Salesman Proved Valuable and Made Good Friends.

On a recent trip through his territory, Mr. O'Dell found a firm of plumbers in a heap of trouble. They had installed a heating plant in a hotel and the plant had failed to measure up to the requirements of the contract. They had been trying to locate the trouble for two months. In the meantime the owner was holding back a payment of \$3,000.00 until the plumbers overcame the trouble.

These plumbers told Mr. O'Dell about this. They took him out and showed him the job. He went over it and located the trouble and pointed it out. He showed the firm just what was necessary to do. They went to work on it immediately with O'Dell as boss and in a few hours the heating plant was working satisfactorily and is now in perfect order.

The plumbers were appreciative. They gave Mr. O'Dell an order and announced that it was "Mueller Goods for them hereafter." It was a good piece of work on Mr. O'Dell's part. Every help of this kind that a salesman can give the trade means business for the house.

The firm in question is not apt to forget that a Mueller man pulled them out of a tight hole, and put them in the way of collecting \$3,000.00, which they doubtless needed in their business.



OPEN FOR POSITION

The New York office reports that S. W. Miller, 904 North 2nd St., Harrisburg, Pa., desires to locate a position as superintendent of a high or low pressure artificial gas plant. He was last employed at Balmar, N. J., but left there to undergo an operation from which he is just now recovering.

Mr. Miller has had considerable experience. He built the plant at Dallastown and was formerly with the Scranton Gas Co.

URGE TRADE OR REPAIRS**Let Us Get Rid of the Old Machines Now
in Use.**

Some days ago we received a tapping machine from a territory which had apparently not been well worked. This particular machine was to be repaired. It was looked over carefully and the repair expense was such that the work did not appear to be justified. We notified the water company to this effect and suggested a trade. They accepted at once. That's all there was to the transaction. We sold a new machine.

As stated, the records in this particular territory as related to tapping machines were imperfect and unsatisfactory. It was evident from the record that we were not getting results as we should.

We want every salesman to give thought to this subject. Are there any machines in your territory that are really unfit for service? Can't you trade them out or can't you get the customer to send the machine in for repairs? If you can do the latter it affords a splendid opportunity to sell a new machine. We can go over the old machine carefully and tell the customer exactly what it will cost to rebuild it. Then we can show him that the thing for him to do is to buy a new machine. It is easily demonstrable that this is the logical thing to do. If he has the old machine rebuilt he will still have an old machine on hand. His investment will total the original cost of the machine and the repair bill. On the other hand if he takes the trade in value of the old machine from the cost of the new machine he will have a new tool that will last him for many years, and at a less figure than he would ordinarily have to pay.

Any Mueller machine that is worn to the extent of having to be repaired has yielded a full measure of service. The owner has had full value for his money, and should be willing to scrap it.

Give some attention to old machines—trade them out or get them sent in for repairs and give us a chance to trade them out.

Either way will do.



Many a man has had a close shave who never patronized a barber.

WANTED MUELLER GOODS**Baltimore Owner Knew Their Merit
Through Use.**

Among the New York orders during the past month was one secured by C. T. Ford which is deserving of special mention. This was an order for one dozen D-12901 Colonial Self Closing basin cocks and one dozen 9203 Rapidac bibbs. These goods are to be installed in the Maryland Building Trust Company, Baltimore, Maryland. Concerning this order Mr. Ford wrote the New York office as follows:

"The Maryland Trust Building was the first sky-scraper built in Baltimore, Md. It was in the very heart of the burned district, and went through the fire without any damage other than all that was wood in it burned. The marble and granite are still as it was before the fire. This makes the building old and most of the plumbing is getting old. The president of the Maryland Trust Co. was consulted by Mr. Green, the manager of the building, about some changes he wanted to make in the plumbing. The president said: "You get goods manufactured by Mueller; I have two basin cocks in my home made by them that I know have never been repaired. They work as good now as when first put in, and it looks to me as if they never will wear out. They are the only plumbing goods in my home that have not been repaired."

**SODA FOUNTAIN COMMISSIONS**

Some of the salesmen are improving the opportunity of securing commissions by reporting to us prospective customers of the Decatur Fountain Company. Among this number are R. L. Moore, W. B. Ford, E. E. Pedlow, J. B. Clark, W. B. Campbell.

Just as soon as the prospect is reported the Fountain Company begins going after the business, and some sales are sure to result, and the salesman reporting the prospect will get a commission.

It does not require much time of our salesmen to look into this proposition in the different towns they visit. There is a prospect of extra money for you.

Give it a little thought.

NEW WATER WORKS PROSPECTS

Sources of Information Which All Salesmen Should Work.

Some of our salesmen are not reporting new water works prospects as they should. Only a few days ago we heard in a round-about way of a prospect which should have come to us through the salesman in that territory. It was a chance for business which nearly escaped us. This is not an isolated case. We mention it for the sole reason that it is recent and fresh in our minds.

We depend on our trade papers for reports of new water works. Generally these reports when they get into public print are already known to everybody who is interested in the selling of material. We should know also, but we don't and the result in many instances is that we get into the game too late to benefit us, or if we do get any benefit it comes after a hard fight to dislodge some competitor who has had the advantage of prior information.

You are cautioned to give this matter careful attention in future. Get information concerning new plants or proposed plants to us at the earliest possible moment. Gives us the opportunity of getting after the business in the preliminary stages and our work will be materially lessened.

You have three sources of information, none of which should you ever overlook.

Friendships formed with consulting engineers in your territory puts you in line for advance information. Men or municipalities about to enter the water works field consult experts early in the game. These experts, if you have their good opinions and friendship, will tell you of the prospect. In cases where they have work in another man's territory it is important that you let us know this fact.

What is true of the consulting engineer is true of the contracting companies. They are invaluable to us. Frequently they buy the material. It is necessary that you keep in touch with them and maintain friendly relations.

A third means of information is the superintendent of established plants. They know water works business and gossip within a certain radius of their own town. Frequently they are appealed to before the

consulting engineer is taken into consideration. An individual or municipal committee will pay a visit to a plant for the purpose of getting pointers. The superintendent will tell you about this.

Here are three valuable sources of information which if systematically worked will yield profitable information with a chance of future business. We feel that it has not been worked in the past as it should have been. We want more attention paid to this phase of developing business in the future. Please bear that fact in mind.



NATIONAL ADVERTISING

We Will Be In Saturday Evening Post in April, May and June.

On April 17th, May 15th and June 12th we will have an advertisement in the Saturday Evening Post calling attention to our Neverlose Hose Washer, and the fact that it can be obtained from plumbers. We want every salesman to watch for and read this advertisement. We want you to begin calling the attention of the trade to the fact that this advertisement will appear. Make this a part of your duty. When the advertisement appears call the trade's attention to that fact. It will not be a large advertisement but it is an expensive one. We want to get out of it all the advertising value we can possibly develop. We can do this only through your earnest and persistent cooperation.

This advertisement in a purely monetary sense will not prove a paying investment. We realized this fully when we took the space, but there were other considerations prompting us. In the first place through circulars and trade press we advised the trade that the washer would be so advertised. It devolved upon us therefore to take the advertisement regardless of cost or possible benefits. We were determined to make good our promise. The persons to be benefitted are the plumbers. We are simply boosting their game to the public. At a great expense we are directing public attention to the fact that these washers may be obtained from plumbers. This is the reason why you are expected to boost the game with the plumber. The benefit

we may obtain depends on YOU. In placing this contract we were brought in contact with several high class advertising men representing the Saturday Evening Post and big agencies. They gave us a new angle on advertising. It is a many sided question. In the concrete it is publicity—creating a favorable impression. It is made of many units however. Some of these are:

- Character of the advertiser.
- Quality of his product.
- Fairness in dealing.
- Honesty of purpose.
- Superior points in goods.
- Salesmanship.
- Cooperation.
- Help to the trade.
- Creating demand.

There are other points. These advertising experts asked us:

“What is the attitude of your employes and salesmen on advertising?”

“Are they interested; do they cooperate with you?”

They laid particular stress on the subject of cooperation. They regarded this as the most essential element of success—absolutely indispensable to the reaping of the full benefits of advertising. In a word the primary step in the effective use of this great and powerful factor in business is the education of our employes. They must swing into harmonious relationship with the plan. They must consider it as a potential force in the development and extension of the trade.

The day is probably not far distant when this company will consider national advertising, so-called, that is the use of magazines and periodicals for the exploitation of our goods. The benefits to us will be indirect. It will be an effort to educate the public, creating a widespread desire for Mueller goods; to make our name and product so thoroughly familiar that every one in talking plumbing will remember Mueller goods. Some day we hope to tell the public that there IS a difference in brass goods and THAT difference is in favor of Mueller goods. With this fact understood the demand will be for Mueller goods. Observation of present tendencies shows beyond question that the American public wants and will pay for good material. They

want the best, but they must be educated into knowledge of what is the best and why it is the best. This is particularly true of brass plumbing goods.



BORDEN TOOLS

The Borden Company's product has a good reputation with the trade. As we are pushing this company's line the following testimonial letter will prove interesting to the salesmen, indicating the favor in which Borden tools are held by men competent to judge their merit. The letter follows:

“City of Elk Point—Light and Power Dept.

Elk Point, S. D., Feb. 27, 1915.

The Borden Company,
Warren, Ohio.

Gentlemen: Your letter of the 25th received. I will take this opportunity to thank you, also shake hands with myself.

As to what I think of the Beaver I have used three other makes of pipe threading tools for the past 15 years, during this time acting as erecting engineer for three of the largest gas engine manufacturing companies and I find a number of points about these dies that I would not care to trade for any that I have used. Furthermore the workmanship is what I call A 1.

I bought a No. 6 and one No. 26 and am well pleased with them. I have worked the 1/8" right hand dies. This will give me a complete set from 1/8 to 2".

Again thanking you, I remain,

Yours truly,

(Signed) W. M. WARNER,
Superintendent."



BE A LIVE ONE

On a letterhead of the LaPorte Indiana, Master Plumbers' Association, Mr. Adolph noted the following line in red ink:

“Only the dead have no overhead—be a live one.”

It is a line worth thinking about:



BULLETIN

Bulletin SO-558 Section F, 2-4-15, should have been Section A.

NOTHING TO SHOW

But This Salesman Sold Us a Nice Little Bill.

The other day a man who did not have anything to sell, sold us something. That is to say he did not have anything to sell that he could show. He had an intangible something called advertising space and it is the most expensive space of that character known in the United States. There are lots of men in the United States who are just as good space sellers as this man is. To the writer they appear the best salesmen on earth. They have no tangible article to offer. Their task is to convince you.

This particular salesman held the attention of Mr. Robert and Mr. Adolph for over an hour and no one felt bored. In fact the salesman was an entertainer. And his subject was the dryest and most talked and written of—business. He was not a prepossessing man. He was fat and was not particularly tidy in his appearance. His apparel graded a little better than the average. There was no mysticism in his methods, no reliance on little tricks. It was just plain, straightway business. He did not urge us to buy. At one time he said to Mr. Adolph: "Under the circumstances cited by you, I am compelled in all honesty to say to you that it will not pay you."

That man gave an effective illustration of what many experts consider a high phase of salesmanship. He did not sell us, he merely helped us to buy what he had to sell.

For one who is not an expert in a particular line it is difficult to analyze one who seems successful. Broadly speaking, however, the secret of this salesman is simple. He knew his line. He had the facts. He had incidents to corroborate his statements. He had illustrations and examples. He made striking comparisons. His talk was not an informal one nor an impromptu one. Doubtless he had made the same talk hundreds of times but he infused into it a spirit of enthusiasm, of earnestness and sincerity which carried conviction. It sounded like the talk of a man who had suddenly become aroused and was eloquently upholding some vital principle, but there was not a bit of bluster or bombast throughout his presentation of the subject. It was clean

cut, logical and bore the appearance of truthfulness.

He convinced us. We bought. All he had to sell was three or four inches of space at \$112.00 an inch. He could not show us anything and point out superiority or make comparisons. He had to depend wholly on his knowledge of his business and his power of presenting it. He could not even promise, let alone guarantee, that the space he sold would produce anything.

This man may be classed as an exceptional salesman for the one reason that he knew his line and knew how to present it.

Herein is the potent secret of selling success. Any salesman who knows his line and knows how to present it will win.

We have all wondered what this man could do with a piece of tangible, saleable goods in his hand in front of a customer. We know what he could do. He could sell it. There would be no getting away from the talk and the argument he would put up, with an object to illustrate and emphasize his talk.



GOOD WORK BY PEDLOW

Salesman Pedlow has accomplished a nice piece of work at St. Louis in securing the specification of 12909 and our Self Closing Angle Stop by the new commissioner. These goods will be named in the printed requirements of the supply commission. These requirements heretofore called for Sanitary Self Closing work and last year Mr. Pedlow sought a change in favor of our Extra pattern but failed to secure it.

This year he went after the business again with better success. As he expressed it in a letter to the house, "You have to keep everlastingly at it."

That's the secret of success in any line. If you fall down once don't give up but start again with a determination to win.



CLEVELAND NOTE

"Fill out this blank," said the clerk, handing a form to a foreigner applying for naturalization papers.

"Name?"—to which the applicant answered, "Jacob Levinsky."

"Born?"—"Yes."

"Business?"—"Rotten."

MUELLER INDOOR PICNIC

Big Frolic at the Y. M. C. A. on Friday,
March 19th.

Friday evening, March 19th, the Mueller employes of the office and factory had an indoor picnic at the Y. M. C. A. rooms, and the affair was a pronounced success. There were between six and seven hundred persons in attendance, the majority of course being our employes, and there was riotous enthusiasm throughout the entire evening. The Y. M. C. A. Board of Directors and Messrs. Adolph, Robert and Philip Mueller, Frank Cruikshank and W. G. Cranston were a committee on reception.

W. G. Cranston, of our Receiving Department, who is an old time disciple and instructor of physical culture, has been awarded the title of Athletic Director of the Mueller Factory and the program was under his direction. In fact the greater part of the credit for the success of the venture rests upon his athletic shoulders. He was ably supported and encouraged by the firm and back of all this was the hearty co-operation of the employes, who filled the big gymnasium and rooted industriously for their favorites in the various contests.

A three ring circus has nothing on this indoor picnic either in point of entertainment or managerial ability. The resourceful Mr. Cranston had racked his brain and combed the factory with a fine tooth comb for talent, of which he garnered a large heap. There were clowns, dancers, athletes, etc., without number, and there was not the shadow of a dull moment throughout the evening.

Every attraction bore the Mueller trade mark and was Unconditionally Guaranteed, which guarantee the performers made good. It was really surprising to know that so much diverse talent is to be found within the Mueller ranks.

The Mueller Band kept everything lively with a splendidly selected program. Explosive enthusiasm was rampant and the Mueller spirit was pronouncedly genuine throughout the proceedings. Luncheon was served by the Y. M. C. A., and from the opening number at 8:00 o'clock to the grand finale at 11:00 p. m., dull care was down and out and completely unknown to

the merrymakers. The principal events on the program follow:

Duet — Selection, Chat Winegardner, tenor; R. H. Mueller, barytone. Piano accompaniment, Harry H. Hunt.

Benjamin Joseph, Persian, gave a short talk on Persian customs.

Claude Fisk—Leader of Hobo band.

J. J. Voelcher—Director of clowns.

Walter Troesch—Leader of clown orchestra.

Robert E. Gates—Special dancing during clown session.

Quartet—Archie Wilcox, Adam Thompson, William Dressen, Roy Brady.

The winners and scores in the athletic events follow:

Buff (quoit) pitching—Roy Whitaker and Jack Harris, winners.

Special indoor baseball game—Assemblers, 8; Regulators, 3.

Girls' Basketball—Core Department, 17; Office, 15.

Men's Basketball—Factory, 6; Office, 2.

Fats and Leans Indoor Baseball—Leans, 6; Fats, 3.

Luncheon of hot chocolate and wafers was served the visitors by the Y. M. C. A.



A NEW PORTFOLIO

We are having executed by a firm of high class printers in Chicago, a portfolio of illustrations of our goods. This is designed for use with architects, big builders, etc. We will begin by illustrating the new goods of which photographs were made early in the year. These will be followed by other goods.

The portfolio is a loose leaf affair. There is a handsomely designed cover. Prints are mounted on a fine quality of paper and tied into the cover with colored cord. The arrangement is such that one or two or a dozen prints may be tied in just as the customer's needs may demand.

The color scheme of the portfolio is a dark green. In the office, it is thought by some that this portfolio will solve the question of an architects' catalog. It is being made up to the size recommended by architects, 8½x11, so that it may be conveniently filed in a letter file.

CARE OF TYPEWRITERS

Reason Is Plain Why Some Machines Do Not Yield Service.

Answering inquiries as to the extent of service yielded by use of their typewriters, several salesmen reported that they had typewriters, but they were no good.

Following this a number of machines were returned.

We readily agree with the salesmen that the machines were "no good." In the cover of one there was a tablespoonful of cigar ashes and a burnt match or two. The ashes had sifted down into the working parts of the machine which were also full of dust and lint from the paper and ribbon. From appearances we should judge the machine had never been cleaned. That machine costs us \$50.00. In the condition it was returned we would not give 50c for it. Every salesman who has a machine should clean it occasionally—at least once a week. It requires only a few moments to dust out the working parts, wipe off the carriage rails and put oil where required. Use oil sparingly, and wipe off any remaining above the hole. Typewriters are expensive. They should be taken care of. In the office, operators are required to clean their machines twice a week. It is useless to expect service from a typewriter that is not given proper care. It is surprising that a Mueller salesman should have to be told this.

We sell our tapping machine and guarantee it, but certainly we would not make that guarantee good if the purchaser gave no better care to the machine than some of our salesmen have given to typewriters with which we have supplied them.

In the future we expect salesmen to give reasonably intelligent care to their typewriters.



HORACE AS A "HORATOR"

Speech Was Spoiled But He Made a Hit Just the Same.

Horace F. Clark was a guest at the banquet of the Indiana Master Plumbers' Association, this event following the annual meeting of the association. Horace is a voluble after dinner speaker and is alert to every opportunity to make a speech. All

salesmen will remember his flights of oratory at the annual meetings of the '49 Club. He was loaded for the Indiana event, and the delegates having been apprised of his eloquent powers, were thrilling with expectation of a masterful effort, but alas, they were doomed to disappointment. Horace never uttered a word. Domestic Engineering explains the failure as follows:

Spills Water on Clark's Speech!!!

At the banquet on Tuesday evening, stillness reigned supreme when Toastmaster Woolley called upon a certain Mr. Clark (not Champ), who represented one of the large manufacturers. The jolly and handsome gentleman arose in all his dignity. Clark looked an orator every inch. Even William Jennings Bryan would have blushed and felt like the proverbial thirty cents had he seen Clark as he stood there ready to pour forth golden words upon the festive evening air. The three hundred or more dinner guests waited breathlessly for the eloquent message which would soon emanate from the lips of the speaker. But Great Shades of Caesar, the estimable Mr. Clark stood gazing fixedly ahead—like the Sphinx. Had he forgotten something? Had somebody swiped his speech? At length he was seen to squint down at the table linen. He stared hard, for lo and behold, some scoundrel had blurred his speech by spilling water upon it. What a shame to tamper with a speech which might have thrilled the guests with enthusiasm and brought forth thunderous applause! But Clark got the applause just the same, for everybody stamped their feet, and the silent orator sat down looking fondly at the water-soaked speech on the table-cloth before him.



WHEN TO BE A QUITTER

"The Lord hates a quitter,
But he doesn't hate him, son,
When the quitter's quitting something that
He shouldn't have begun."



METER TESTER SALES

A meter tester outfit has been sold to the Pottsville Water Company, at Pottsville, Pa., by Joseph A. Hayes.

DECATUR ORDERS

From Crane Co., of Birmingham, Ala., (a branch of Crane Co., Chicago) for the new U. S. Postoffice building at Fayetteville, Tenn., for the following: 1 ½" 14401; 1 1½" 14401.

From the Central Supply Co., Indianapolis, for the Curry Barber Shop of that city: 7 Mueller Comb. Shampoo Basin Cocks, with China Index Handles, with Regular Pat. Nut and Coupling; 1 Extra Left China Handle; 1 Extra Right same.

From Rundle-Spence Co., of Milwaukee, Wis., for the East Milwaukee school, for the following: 19 Pr. D-12902.

From the Standard Mfg. Co., Pittsburg, for the Schenley High School at Pittsburg, for 200 pr. 12902 Self Closing Basin Cocks.

From the Davis Plbg. Co., at Jackson, Miss., for the Jackson Country Club: 14 D-11902; 6 D-11710; 1 D-25510.

From Kretschmer Mfg. Co., Dubuque, Iowa, to be installed in Burrs Hotel, Cedar Falls, Iowa, 55 pair D-11902 Self Closing Basin Cocks with Porc. Index Nut Hot and Cold.

From the Federal-Huber Co., Chicago., for 226 D-12902 S. C. Basin Cocks, with Index Hot and Cold. They are to be installed in the State Hospital at Anna, Ill.

From the Foster Hotel Co., Mason City, Ia., for 30 D-11902 S. C. Basin Cocks to be installed in the Rule Hotel at New Hampton, Iowa.

From Crane Co., Birmingham, Ala., for the U. S. P. O. Bldg. at Jellico, Tenn., for 1 ½" 13160; 1 1½" 13160; 1 ½" 14401; 1 1½" 14401.

From the Central Supply Co., of Minneapolis, Minn., for the Minneapolis Athletic Club for the following: 36 pr. D-12902: 17 pr. D-8765; 74 pr. D-11902.

From J. M. Renner, Alexandria, Minn., for the Letson House of that city for 36 D-11901; 1 1" Drill and Tap for No. 2 machine.

From Crane Co., St. Paul, Minn., for the Red Wing, Minn., P. O. Bldg.: 1 1½" 13160 Iron Body Regulator; 1 1½" 14401 Mueller Strainer. Nelson & Metzler, plumbers.

From W. H. Halsey, Milwaukee, Wis., for the Riverside High School, 85 pair D-11902.

From Crane Co., Newark, N. J., for the U. S. Postoffice at Oneonta, New York, for 1 2" 15639.

From Anderson Plumbing Co., Montgomery, Ala., for the Imperial Hotel in that city, for 60 D-11902; 6 D-25510.

From the Crane Co., of Chicago, to be shipped to the Glacier Park Hotel Co., at St. Paul, Minn., for 157 D-9462; 62 D-9476; 38 D-11710; 7 D-11908; 2 D-9476; 7 D-25007.

From the Crane Co., of Birmingham, Ala., for the U. S. Post Office building at Wytteville, Va., for 1 ½" 13160; 1 1½" 13160; 1 1½" 14401.



SAN FRANCISCO ORDERS

Through W. L. Jett, for Cory Bldg., Fresno, Calif.: 96 D-11915 Basin Cocks. S. C. Lever Handle; Also D-8194 Angle Valves.

From Barrett Hick Co., Fresno, Calif.: 6 Combination Barber Shampoo Fixtures for the Palace Barber Shop, Fresno, and 1 same for Miss Halkins' Hair Dressing Parlor, Fresno, Calif.

Through Salesman Shaw from George Stoddard, Berkeley, Calif., for State Epileptic Cottage, Eldridge, Calif.: 20 ½" D-9205 N. P. Rapidac Sink Bibbs; 20 ½" D-9108 N. P. S. S. Flange for same; 4 ½" D-9074 N. P. Tray Bibbs; R. D-11909 N. P. S. C. Basin Cocks with Porc. Index Lever Hdl. for ground joint: 1 D-9487 N. P. Rapidac Bath Cock with 9-16" M. S. Supplies D-25053; 1 D-25112 Waste & Overflow.

Through T. F. Leary from the N. O. Nelson Mfg. Co. San Francisco, for 8 5/8" D-9219 N. P. Rapidac Bibbs with S. S. Flanges. These are for the Phelan job.



THE CAREFUL CARNEGIE

"Andrew was at a banquet. He had just been passed a fat black cigar, with a band like Harry Lauder. Andrew reached in his pocket for a match and pulled out a dime, which fell under the table. At the first chance, Mr. Carnegie got down under the table and looked for the lost dime."

"Did he find it?" asked some one.

"Did he find it! Better than that! He found 15 cents!"

MR. HAGGERTY'S LETTER

States His Appreciation of Action of '49 Club.

The following letter from Wm. J. Haggerty, formerly of the New York sales force, will prove of interest to the members of the '49 Club. It is self explanatory: "Members of the Forty-Nine Club—

Gentlemen: Your contribution in my behalf received by me last week, and I have spent some time trying to think up the best way to bring home to you all how much I appreciate your generous gift and the following is the result of my thoughts:

You have all, no doubt, especially in a new territory, tramped around day after day only to hear the same old story, 'Not in the market at present.' After three or four days of the above, you go back to the hotel at night making personal remarks about your own salesmanship, and wondering whether the next letter from the firm will contain an expense check or a notice to come back. Just at this time, things look pretty blue, but a quitter never yet made a good salesman, so you start out again next day. The first place you call, you meet an angel in the form of a plumber (some comparison I admit) who hands you a three gross order. Honestly fellows, don't you feel good now? And do you ever go to that town and fail to call on him? I bet you don't. He is your friend for life.

Boys, that is the way I feel about your gift. Next year I hope to be back in the ring again but whether I do or not, may good luck and prosperity follow the members of the Forty-Nine Club and firm of H. Mueller Mfg. Co., for all time.

Gratefully yours,

WILLIAM J. HAGGERTY."



Little Anna was always glad to say her prayers, but she wanted to be sure that she was heard in the heavens above as well as on the earth beneath.

One night, after the usual "amen," she dropped her head upon the pillow and closed her eyes. After a moment she raised her hand and, waving it frantically, shouted:

"O Lord, this prayer came from 243 Grant avenue."

PROBLEM OF DISTRIBUTION

In the United States we have been slightly handicapped by changed conditions brought on by foreign wars, which hindered the usual interchange of products. The problem that confronted those engaged in manufacture was not one of overproduction—the needs of the world are greater than ever before, but the process of distribution has been disturbed.

Business depression from such causes can only be temporary. Exports are again increasing and on October 26th the exports from the port of New York reached the highest record in the history of the foreign trade of the United States. The value of exports for that day were, according to the statistics compiled from the government reports by the Export Bureau, were \$6,183,812.00.

This is America's opportunity to do good and make money. In the rearrangement, the United States occupies the most favorable position as a source of supply for the goods which Europe has ceased to make. We have faith in the spirit of America to accept the responsibility and to meet the situation in a way to gain and keep the confidence of new customers.—A. J. Lauer, general manager, Burrongs Adding Machine Company.



FARMER PAUL KASTNER

Paul Kastner, formerly head of the lead room, and one of our 20 year men, is now living at Lindsay, Okla., where he is engaged in farming. F. L. Hays, Jr., met him recently at Oklahoma City, and Mr. Adolph wrote him a letter, to which he has a reply.

Paul speaks encouragingly and hopefully of his efforts as a farmer. He says he has his ups and downs but he is working to a definite plan and confident of ultimate success. He is establishing a herd of Jersey cattle and has already a nice foundation. The freedom and independence of outdoor life pleases him and with his family he is enjoying the best of health.



Woman—"I can give you a cold bite."

Tramp—"Why not warm it up?"

Woman—"There ain't any wood sawed."

Tramp—"So- Well give it to me cold."