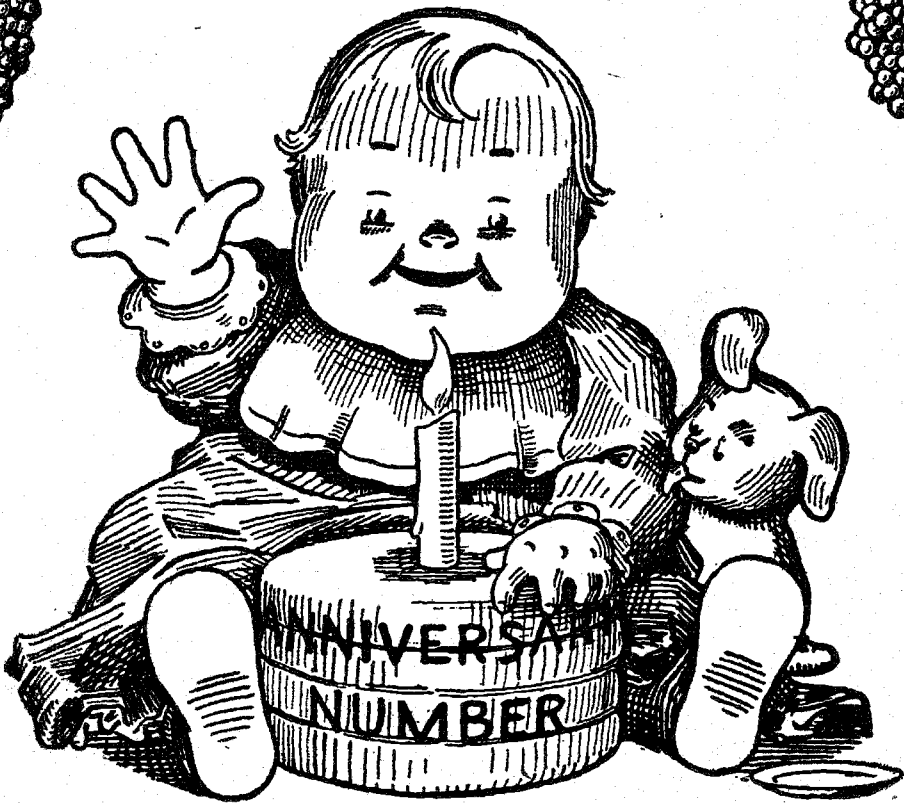


The Mueller Record

VOLUME II
NUMBER 17



NOVEMBER 1, 1911

The Mueller Record

Vol. I

NOVEMBER 1, 1911

No. 17

QUESTION OF CONCESSIONS

And a Strong Talk by Mr. Adolph on Salesmanship

Some time ago we received a telegram from one of our salesmen requesting us to grant a better allowance than we were making on an old tapping machine, in trade for ours. We wired the salesman that it would be impossible to make any concession. When we received a letter from the salesman confirming the telegram, he stated the telegram was sent at the solicitation of the customer. We wrote our salesman that the very fact that he complied with the request of the customer and sent us a telegram desiring that we make a better concession on tapping machine in trade, would indicate to the customer that we certainly had been allowing a better price or that we might allow a better price. In that case our salesman should have stood pat and stated emphatically that we would under no consideration grant the concession, and he should have refused to send the telegram to us.

Recently we had another case where we had a good Water Works customer who purchases quite a large quantity of goods from us, to whom we sent circular of the meter tester, and who desired prices. We quoted the regular price. A little later our salesman was in his city, and the customer went after our salesman rough shod and claimed inasmuch as they had used our goods for years and used large quantities, they were entitled to better prices, and in consideration of their large purchases of brass goods they would expect us to make a special price on the Meter Tester and our salesman accepted the instruction and wrote us a letter as follows:

"Had the matter of meter tester up with the Water Dept. here this morning and they seem to think that the price quoted them exorbitant and insisted that I take the matter up with the house. They stated that they had used our goods for years and that they should have some better price than the small user and that the price we make on the tester would have some bearing on the brass goods contract.

They are in great need of the tester and were talking of ordering it before I called on them but started to kick on the price the minute I stepped in. I do not know whether or not you make any concession on the testers but if you can make a better price, I believe it will be to our advantage to do so at any rate write them your decision to show them that I did take it up with you.

My friends in the office will keep after the Dept. until they get some kind of a tester. They have been quoted on a tester by the National Meter, \$100.00, which they stated will answer their purpose.

Please take this up with them at once and oblige. They claimed that they never saw as tight a corporation as ours and mentioned the price we made on the last orders given us without asking for bids when the law states that all purchases must be advertised. That they sent these orders to us without quotation, should be appreciated by us, etc."

The above letter sent to us by our salesman puts us in a very embarrassing position. You will note he states that he does not know whether or not we made concession on testers but if we did make a better price it would be to our advantage to do so and that we should write them our decision and show them that the salesman took it up with us.

There isn't any doubt but that the party with whom our salesman took up this deal was a bluffer, but the salesman in accepting the instructions or dictation from the customer and writing us, certainly indicated that we may allow a concession.

We hereby notify our salesmen that when they come across cases such as the above referred to, or cases where they know positively that no conces-

sion will be made, that they must not write us or wire us according to instructions from the customer. They should refuse in a diplomatic way and they should impress the customer that it would be of no use, and that they know it, and that they will not do it. In cases of this kind where it puts us in a position where it seems most difficult to refuse the request and where it would seem necessary to grant it after it had gone thus far, we would expect a salesman to personally assume any concession we seem to be compelled to make. **The salesman representing us should act as a solicitor for us and not for the customer.**

Many times salesmen seem to be guided entirely by what our competitors are doing, and that where a customer claims a competitor grants certain concessions, the salesmen immediately get "cold feet" and come after us requesting that they be allowed to meet the prices of the competitor. **We do not think there is any real salesmanship in soliciting special concessions for a customer or being governed by what it is said our competitors are doing.**

We think that a part of a salesman's duty, and in fact one of the greatest qualifications of salesmanship is to smooth over just such cases as we have cited, get the business, and leave the purchaser in a satisfied frame of mind.

ADOLPH MUELLER, Prest.



NEW VS OLD MACHINES

An Argument That Should Knock Out the Repair Idea

It seems to us that our salesmen should be able to convince any holder of an old tapping machine that it is a losing game to spend money on it for repairs, when the cost of a new machine is so small.

Mr. Adolph demonstrates this in figures, and suggests that an application of the same can be used with good effect.

The repairs on an old machine average \$22.50. In trade the machine is

worth \$17.50, consequently it represents an investment of \$40.00 less tools. As a rule new tools must be bought and the total sum represented, the tools costing \$15.38, is \$55.38. In the end the owner still has an old machine.

A new machine complete would cost \$75.00 less an allowance of \$17.50 for the old machine, or \$57.50 which is just \$2.12 more than the amount invested in the old outfit.

However, from this cost should be taken the \$22.50 which the repairs on the old machine would cost and \$15.38 for necessary new tools and it is found that a new machine has been secured at an actual outlay of \$19.62 above the old outfit repaired.

In other words—by adding \$19.62 he has a modern, up-to-date machine that will last him for years.

An argument along this line could be made so strong that owners would see the uselessness of having old machines repaired. There is no reason for anyone trying to hang on to an old machine when it is so plain that the best and most profitable investment is in a new machine.

With the tapping machine contest on salesmen should figure from every angle to get new machines on the market.

A man who has had the service of a tapping machine for 15 or 20 years really has no kick coming if he has to buy another. Certainly it seems foolish for him to put more money into an old machine when a new one costs so little more.



NEW PUBLICATION DATE

Beginning with the December number the Record will be published on the 10th of the month instead of the first.

This will admit of the insertion of some data which will prove of interest to the salesmen.



Now for the final heat of the Meter Tester Race.

PLAY BALL—IT IS A LIVE GAME

A Tapping Machine Contest in Which You Are Lined Up As Base Ball Nines—Hits Bring Commissions— Terms of Contest and How You Will Be Scored

You have been divided into two base-ball nines for a tapping machine contest and already the world's championship series pales into insignificance. It looks like it was going to be a rattling game and you will be scored without favoritism. The score will be published each month in the Mueller Record, and the rules will be as follows:

Each sale constitutes a one base hit.

Two sales per month a two base hit.

Three sales per month a three base hit.

Four sales per month a home run.

An error will be scored when a salesman fails to sell a good prospect.

Letting a jobber get an order for a machine is an error.

Failing to land an order for brass goods with a machine is an error.

A "put out" will be scored whenever you sell a Mueller machine that displaces a machine of some other make.

No hit will be allowed on a machine sold through a jobber.

No hit will be allowed on a machine sold at other than trade prices.

Here is the score in blank. As hits are made the "goose eggs" will be removed and the hits marked up. Get ready to fatten your batting average.

The "nines" were selected by drawing names, the first two drawn being

named captains. They are Whitney and Caldwell.

	1b.	2b.	3b.	HR.	Po.	E.
Whitney, c.....	0	0	0	0	0	0
Morrow, lf.....	0	0	0	0	0	0
Sippell rf.....	0	0	0	0	0	0
Brown, cf.....	0	0	0	0	0	0
Tranter, 2b.....	0	0	0	0	0	0
Smith, 1b.....	0	0	0	0	0	0
Rowley, 3b.....	0	0	0	0	0	0
Pilcher, ss.....	0	0	0	0	0	0
Stebbins, p.....	0	0	0	0	0	0
Hasting, p.....	0	0	0	0	0	0
C. T. Ford, p.....	0	0	0	0	0	0
Wasson, p.....	0	0	0	0	0	0
Dill, p.....	0	0	0	0	0	0

	1b.	2b.	3b.	HR.	Po.	E.
Caldwell, cf.....	0	0	0	0	0	0
Hays, rf.....	0	0	0	0	0	0
Jett, lf.....	0	0	0	0	0	0
McCormick, 2b.....	0	0	0	0	0	0
Aubinger, 1b.....	0	0	0	0	0	0
Cameron, 3b.....	0	0	0	0	0	0
Leary, ss.....	0	0	0	0	0	0
Hennessy, c.....	0	0	0	0	0	0
W. B. Ford, p.....	0	0	0	0	0	0
Kirkwood, p.....	0	0	0	0	0	0
Clark, p.....	0	0	0	0	0	0
McCarthy, p.....	0	0	0	0	0	0
Heinrichs, p.....	0	0	0	0	0	0

Now here is a contest that opens a whole grab bag full of opportunities—Water Tapping Machines. It starts today, November 1st, and ends January 1st, 1913—one year and two months. We believe it will afford a more equal opportunity to all the salesmen than did the Water Meter Testers, because Tapping Machines are an absolute necessity, just as staple in their sphere as coffee, sugar and salt in theirs.

There are several reasons for this contest. The principal one is the very apparent loss of initial orders for brass goods in the small water works towns.

The jobbers and even our brass manufacturing competitors are getting them although an order for our tapping machine goes with it.

In this way we lose business which we are justly entitled to, for we create the desire with the new works for a Mueller Tapping Machine. They insist upon getting it from a jobber or some one of our competitors, but do not insist on Mueller Brass Goods. Here is where the shoe pinches. We want the brass goods business. There is no chance to sell another tapping machine, at least for a long time, but there is a chance for the continuous use of our brass goods if we get in on the initial order. If we don't it is a mighty hard matter to get the town lined up afterward. We realize that salesmen are not calling on the smaller towns often enough, which is largely due to the large territories they have to cover. This, however, will be remedied some day. These are the terms of the contest:

First—No commission whatever will be allowed on a Tapping Machine sold to or through a jobber.

Second—No commission will be allowed on any Tapping Machine sold at any other than trade price.

A commission of \$2.50 will be paid a salesman for each new Water Tapping Machine of our make, either No. 1, No. 2, No. 3 or No. 4 which he sells on an initial order direct to a water company, city, contractor or plumber.

A commission of \$1.50 will be allowed to a salesman for every second hand Water Tapping Machine of our make which he sells on an initial order direct to a Water Company, city, contractor or plumber.

A commission of \$1.50 will be given a salesman for each new Water Tapping Machine of our make which he sells direct to a Water Company, city, contractor or plumber, where they already have our machine in use.

A commission of \$1.00 will be given each salesman for every second hand Water Tapping Machine of our make which he sells to a Water Company,

city, contractor or plumber, where they already have our machine in use.

A commission of \$2.50 will be allowed to a salesman for each new Water Tapping Machine of our make which he sells direct to a Water Company, city, contractor or plumber, and on which he secures an old Tapping Machine of some other make in trade, and lives up to the ruling in Bulletin SO-177 of October 26th.

A commission of \$1.50 will be allowed the salesman for each new Water Tapping Machine of our make which he sells direct to a Water Company, city, contractor or plumber, and on which he secures an old tapping machine of our make in trade, and lives up to our ruling in Bulletin SO-177 of October 26th.

Immediate shipment is what we want, but future shipments will be allowed up to April 1, 1912, according to notice elsewhere in this issue.

We begin the contest now because we believe it easier to sell tapping machines now, while old ones are still in use but a little out of repair and not working first class, than it is the first of the year when a machine is not in use and the owner has temporarily forgotten its condition.

Now its up to you to get busy and take down the commissions.

The conditions give you plenty of leeway and lets all get busy and make this the banner year in tapping machine business, using each sale of a machine as a wedge to line the new companies up for our brass goods. We look for big results and a lively, good natured rivalry for first, second and third positions.

We are waiting for the first order.
Who will send it in?



PRICES ON ORDERS

Some of the salesmen are neglecting to put prices on their orders. This must be done in all cases without fail.



Successful men never stand still.

THE CASH CUSTOMER

And C. O. D. Business—Distribution of Catalogues

The subject of catalogues and C. O. D. and cash business has been thoroughly discussed during the past few weeks. It is one of vital importance as affects our business, and we desire you to give the question serious consideration and action.

We are convinced that this field of operation has been neglected heretofore, and in the future we propose to cultivate it. There are hundreds of little fellows in business whose rating is light or who have no rating at all. Yet they are in the field for goods. They are business wise enough to know that credit is not to be extended them, and they must pay cash. It follows that some manufacturer or jobber is getting this cash or C. O. D. business. This being true there is no reason why we should not get it. A salesman should have no hesitancy in approaching a prospect of this class, and should have diplomacy enough to handle the prospect without giving offense.

The question of C. O. D. or cash business goes deeper than that. We are today no doubt, selling goods on time to hundreds of prosperous individuals and firms, who at some prior day in their career were C. O. D. and cash customers. Evidently our C. O. D. or cash exaction in their case engendered no resentment or ill will.

Consequently we should be able to handle successfully the men who are today in the C. O. D. or cash division. As soon as they develop financial growth we can begin taking care of them with more liberal terms. It is a class of business which must be handled cautiously. Much will depend upon the ability of the salesmen to properly handle the prospect, and at the same time to judge correctly at the right time if he is worthy of some little concession that will help him over the hard places. Dealers in this class should be provided with the second edition of the D catalogue.

We are also of the opinion that plumbers outside of the association should be provided with catalogues. Here is another class which must be handled diplomatically. Even when it is not advisable to call on them for business our salesmen should keep in touch with them and maintain friendly relations. Let them understand that we are interested in them from friendly as well as business motives.

This we believe to be good policy because many times plumbers are dropped from the association for a short time only. They then patch up their differences and are again in good standing. If we have kept in touch with them we have an advantageous position for commanding their future business. Plumbers knowing the rules of the association also know the barriers in our way when they are not in good standing. A recent instance of this kind came to our attention. A plumber criticized one of our salesmen severely because of the failure of the salesman to call during the time the plumber was out of the association. This plumber said he did not expect the salesman to jeopardize our business, by selling him, but he did expect that the salesman would show him the courtesy of a call which past friendship entitled him to.

In this connection we believe that the distribution of our catalogue should embrace the following:

First—All Water and Gas Companies.

Second—All plumbers in or out of the Association.

Third—All Plumbing Inspectors.

Fourth—All Government Forts and Offices.

Fifth—All Colleges, catalogue to be addressed to engineer in charge.

Sixth—All Jobbers, except those we have cut out.

Seventh—Building Managers not yet supplied.

Eighth—Water and Gas Works Contractors and Shipbuilding Contractors.

Ninth—Consulting Steam Engineers and Steam Heating Contractors, all of

these to be supplied with Regulator Catalogues at the same time.

These catalogues will go out first to the Water and Gas Works and Ship-builders in New York and Decatur territories, and then as indicated in the above list excepting seven and nine, final action regarding them being deferred.



ONE YEAR OLD

This issue of the Mueller Record marks the first anniversary of the paper. A specially designed cover emphasizes the fact. The design is by Henry Plate, (note his signature at the right hand corner), and is worth your attention. It not only typifies the first anniversary but it has the spirit of fall throughout. Altogether it is a creditable piece of work.

The Mueller Record has tried to help you during the year and will continue to do so in the future. Whether it has succeeded in doing so depends entirely upon how you have accepted it. We feel confident that those who have followed it carefully, and with intent of taking advantage of the information it contained, have been benefitted.

Primarily the Record is a medium for giving you factory and office information once a month, instead of by the old system of bulletins.

However, there is much other general news and suggestions designed to assist you in the sales of goods.

We trust that the forthcoming year will make the paper even more valuable in every way.

Each salesman can materially assist in doing this if he will. He can do it by a careful reading of the contents of each number, by applying the information gained to his work, and by occasional suggestions that may prove helpful to other salesmen.



A COMPARISON

Showing Superiority of D-6103 Over Rickersburg Curb Cock

The New York house requested us to secure a $\frac{3}{4}$ inch Rickersburg Invert-

ed Key Curb Cock and compare it with our $\frac{3}{4}$ " D-6103.

We found that our $\frac{3}{4}$ " D-6103 complete weighed 2 pounds and $3\frac{3}{4}$ ounces, while the Rickersburg weighed 2 pounds $1\frac{1}{4}$ ounces. Under 100 pounds hydraulic pressure the Rickersburg leaked and the key turned hard, while our D-6103 stood the pressure test and the key turned comparatively easy.

The body of the Rickersburg cock weighed $14\frac{1}{4}$ ounces, the key with the "T" handle making up the remainder of the weight, showing a poorly proportioned cock. The extra weight in the key does not add materially to the strength of it, especially if it is obtained by taking from the body as in this instance.

The fact is established that the greatest strain ever placed upon a cock is during the installation. If the cock is light distortion of the body is very likely under this strain, and a leak will follow.

The body of our $\frac{3}{4}$ " D-6103 weighed 19 ounces or $4\frac{3}{4}$ ounces more than the Rickersburg.

Our design provides for strength where it is most needed. We took pains to find out where the greatest strength was needed and distributed the metal accordingly.

There is little likelihood of our $\frac{3}{4}$ " D-6103 being damaged during installation if reasonable care is exercised, but this likelihood does exist with the Rickersburg even though care is exercised, because of its lightness. There is not sufficient metal in the body to give it the required strength.

The comparison proved two things, namely, the grinding of our cock is better and the metal placed where it is most needed.



BETTER ALL THE TIME

Business Conditions Are Improving Every Day

There is a marked improvement in business conditions. It is the beginning, we believe, of a permanent betterment in all lines of trade. There

have in reality been no bad times, but there has been a halting attitude during the past year. But confidence is coming back, and its coming fast and strong.

We don't believe that the presidential year, which we encounter in 1912, will disorganize business as it generally has in the past, because the policies of the country are now pretty well settled, understood and accepted by financial, commercial and industrial interests. Nor do we believe the customary disarrangement of a presidential year will equal that condition which prevailed to a more or less extent during the period of uncertainty and hesitation consequent upon vital legislation and far-reaching decisions of the supreme court.

The returning confidence which now marks a season of the year when business usually lags, is positive proof that the common sense of the American people is re-asserting itself and that a readjustment in harmony with new conditions is rapidly taking place.

Commercial agencies sizing up the situation attribute the improvement to the fact that stocks have been permitted to run low.

With an improvement in general business conditions, buyers are asking for quick shipments in order to meet the increased demand.

In our own line we note many rush orders. Goods are frequently being demanded by express. Fortunately we are in position to take care of the trade and you are advised to secure all the orders you can under promise of prompt shipment.



QUICK WORK ON ORDER

It Was Pushed Through Factory in 48 Hours

At 6:30 o'clock, Monday night, October 23rd, 1911, a night message from the New York office calling for special goods for Cuba, was delivered to Mr. Adolph at his residence.

He sent it to the office at 7:00 a. m. Tuesday, and it was in the system and

active work accomplished on it before 8:00 o'clock. Notwithstanding the fact that the order necessitated the making of a new core box, the work went forward without interruption. The box, cores and castings were made and the goods finished by 5:00 a. m. Thursday. In other words, forty-eight hours after the order was delivered to the factory the goods were in the New York car ready for shipment. This is without doubt record breaking speed in getting out an order for special goods, and we hope that this promptness will result in the New York office landing the remainder of the order from Cuba.

Mr. Adolph gave this special order his personal attention and the hearty co-operation of the foremen in pushing it through the factory called forth a letter from him complimenting them on their work.

As Davy Crockett used to say, "What man has done, man can do."

We can do it again and we should do it not once but all the time. Promptness in filling orders is one of the most powerful levers in the business world.



A FEW ORDERS

October 10th a fine order was received from San Francisco calling for 880 Extra Self-Closing Basin Cocks, D-11902. This lot of goods is intended for the Spreckles Theatre Building, San Diego, California. Mr. Morrow advises us this will be a handsome six story building of reinforced concrete. We will also install in this building 28 of our ½ inch 11703.

Some other recent orders follow:

Seventy-two Self-Closing Basin Cocks, D-11902, which completes an order for 60 pairs of these cocks for the Grand Hotel, Chicago.

One hundred and thirty-six pairs of D-11902 for the Westcourt Hotel, Denver, Colorado.

One hundred and forty-four Extra Self-Closing Basin Cocks, D-11901, which will be installed in the Beach Hotel at Corpus Christi, Texas.

Seventy-five pairs of D-12902 and 30 pairs of 8940 for the Cosmopolitan Hotel, New Orleans.

ON THE HOME STRETCH

Meter Tester Contest Ends With This Month

Here they come! Down the home stretch they are traveling a merry clip. Whit and Smith, neck and neck for first place, each with four sold, and Jett, Caldwell and Leary hanging on to each other for second place with two sold. In behind are Tranter, Dill, Pilcher, Heinrichs and McCormick with one each. Beyond that the cloud of dust of 19 sold shuts out from view the remainder of the bunch. They still have a chance to get inside the flag and save their distance and despite their bad getaway we rather look for some of them to do it. Why not?

Many a good "hoss" has failed to catch his stride until too late to win but in time to show his "metal" in a finish. A race is never over until the winner flashes under the wire—and nine times out of ten the hard drive takes place in the stretch.

That's what we are interested in now—the drive for the finish. Make the pace a hot one. Come tearing to the wire like the whalebone was being laid on at every stride. Its been a good race so far. Let's have a spectacular finish—one that will leave us with a good taste in our mouths and a pleasant recollection of the first meter tester campaign. Everyone in the bunch is good and game enough to put forth an extra effort and carry the sales to a total of 25 testers. It only requires six more to reach that number Seven were sold in October. That was going some. It showed there is speed in you, and the good "hoss" always has a reserve to draw on for the finish.

And that's what we are up against right now. Its staring us right in the face. Just thirty days left. There are still good prospects to work on. Keep after each one of them. You may succeed in making the final argument that will clinch the sale on the next visit.

Don't fail to say that one word which is going to impress the prospect that it is business folly to continue without

testing meters. The sales to date follow:

Leary, Springfield, Ill.
Smith, McKeesport, Pa.
Whitney, Galesburg, Ill.
Caldwell, Portland, Me.
Jett, Manhattan, Kan.
Whitney, Kenosha, Wis.
Smith, Charleston, West Va.
Smith, Monessen, Pa.
Tranter, Jacksonville, Fla.
Dill, Hoquiam, Wash.
Pilcher, Bristol, Conn.
Whitney, Beloit, Wis.
Whitney, Chicago.
Heinrichs, Edmonton, Can.
Caldwell, Biddeford, Me.
Smith, Trafford, Pa.
Jett, Lincoln, Ill.
Leary, Webster, Grove, Mo.
McCormick, Sandusky, Ohio.

As the editorial writers say the morning of election. "the last word has been spoken. We await the verdict."

Twenty-five testers sold spells V-I-C-T-O-R-Y—twenty-four "near Victory." Let's make it V-I-C-T-O-R-Y.



OUR NEW TOTE BOX

Mr. Adolph requests salesmen to advise the firm when to sell and where to advertise our new tote box on which we have a patent.

It is a great box for the purpose. The ends are sheet iron galvanized, the sides and bottom wood. There are only four nails in the box. The iron ends of the box are riveted to the wood, and the capacity is greater than an all wood box.

It is, to our mind, the best tote box we have ever seen and we believe there is a market for it.

We have special machinery for its manufacture and will be prepared to handle the business if it is developed to the extent warranting the making of the boxes on a large scale.



All the tomorrows in the world are yours and there are orders in every one of them. It's up to you to dig them out.

GINGER UP, NOW**Make These Last Weeks Count in Volume of Business**

Elsewhere in an editorial on the business situation your attention is called to a marked improvement in conditions, and the demand for rush goods.

Another eight weeks will end the year. We want to make them count and we want you to help. Let out a link and get after the orders. We can take care of them. We are prepared to make prompt shipments. Immediate business is what we want, and we expect every man to ginger up for the final assault. Get after each possible order as if it were the only one on earth and you had to have it. We can do a lot toward bringing up the year's volume of business if we all hustle. Remember its immediate business that we want.

We have determined to extend an opportunity for future business. But you are expected to play on this string when there is no possibility of securing immediate business, or in cases where a salesman is making his last visit of the year to a customer. Under such conditions we will accept orders for delivery of goods not later than April 1st. We will not agree to shipments for delivery a day later than the date specified.

✦

STRENGTH OF LEAD
J. H. McCormick Gives Additional Information of Value

The October issue of the Record contained an article in regard to the water pressure that lead pipe in goosenecks would resist. This article has called forth two letters from J. H. McCormick. Before reading these we suggest that you refer back to the item in the October issue. Mr. McCormick's letters follow:

First Letter

"I notice in the last Record what has been said about the amount of pressure that it would be safe to use Extra Strong lead in Goosenecks. Newport, Kentucky, has a pressure of about 80 pounds. Covington has

a pressure of 120 pounds. The adjacent suburbs of these two towns have pressures between the two amounts given. The plumbers use lead for nearly all their work in the localities mentioned. Consequently, they have had a large amount of experience with lead under various pressures. They claim it is not safe to use extra strong lead for a pressure higher than 100 lbs. It is true that it will stand a hydraulic test of 800 lbs. Actual working conditions are quite different. Under 100 lbs. pressure it is difficult to estimate the force that will be exerted by the concussion or hammer of the water. Every such concussion distends the lead a little and gradually the diameter grows greater and the thickness decreases until it reaches the breaking point. It is the opinion of these men who have had years of practical experience with lead under various pressures that it is not safe to use Extra Strong lead where the pressure exceeds 100 lbs."

Second Letter

"Referring to my letter of yesterday concerning the number of pounds pressure it is safe to use extra strong lead pipe for in water service connections. I met Mr. Merrell, superintendent of the Eagle White Lead Co., today, and he stated that he would not consider it safe to use $\frac{5}{8}$ " extra strong lead on a water service connection where the pressure was greater than 90 pounds and gave practically the same reasons that I mentioned in my letter of yesterday. Norwood has about 120 pounds pressure and the plumbers say they have trouble if they use extra strong lead. The water works uses XX lead."

**ROGER WILLIAMS RESIGNS**

Roger Williams has tendered his resignation, and the same has been accepted taking effect on October 7th.

He came into the house shortly afterward and turned over his samples and other company property.

Roger has engaged with Haines, Jones & Cadbury, with headquarters at Norfolk, Virginia, and will work a small territory about that city, selling a general line of plumbing goods.

It is understood that he will devote a considerable part of his time to interviewing architects, as Haines, Jones & Cadbury are making a determined effort to interest architects in their line.

Roger quit our company professing the very best of feeling for us.



Grin—Don't grouch.

MAKES COMPARISON

J. H. McCormick Likens Teachers to Salesmen in an Address

Mr. J. H. McCormick is a member of the Board of Education at Huron, Ohio. On September 9th the members, their wives and city teachers held their annual banquet and Mr. McCormick responded to the toast "What is a Teacher Worth?" He acquitted himself creditably.

He likened Boards of Education to directors of a company, the tax payers to the stockholders and the teachers to the salesmen.

Then he told of the requisites of a good salesman. First, a knowledge of his goods; second, natural ability; third, judging human nature and character; fourth, enthusiasm.

"The salesman who gets the largest salary," he said, "is the one who calls on all the trade and will extend the same cordial greeting to the little man in the alley as the big one on the avenue. He is the same to all while working."

He referred to the similarity of teachers and salesmen in minor things, and placed some stress on little things and their influence on children because of their easy grasp by an undeveloped mind. Personal appearance and deportment were cited among other things. He said if it were his duty to weigh the teachers' value he would certainly count the little things, concluding as follows:

"I would give a teacher credit who watched the hygienic conditions of her pupils. I would also give credit if she insisted on sanitary conditions including ventilation.

If I should run across a teacher with an aesthetic nature, who impressed her scholars with the science of the beautiful, I would give her preference, other things being equal."



SYSTEM OF CO-OPERATION

Agreement by Which Mutual Benefit Will Result

Through Mr. Oscar we have agreed upon a system of co-operation between the H. Mueller Mfg. Co. and the National Water Main Cleaning Co.

In brief the plan is this:

When you hear of an opportunity for

the National Water Main Cleaning Company to get business, you will supply the name of the company or municipality in the market for this class of work, on cards that have been supplied you.

Representatives of that company upon hearing of an opening for our goods in water, gas, or plumbing lines, will supply us with the name of the prospect.

In doing this the salesmen or representatives of the two companies can do each other a considerable amount of good by a little judicious boosting.

We believe this plan of co-operation to be a good scheme and want you to keep it in mind and supply whatever information you can. If the plan is properly worked up both companies will naturally get a great deal of business which might otherwise be lost.

Mutual advantages will result in other ways. Frequently a salesman hears of a prospect and will make two or three trips to keep in touch with him, thereby unavoidably adding to the expense of consummating a deal. Much of this may be overcome by the friendly co-operation. The salesmen of one company keeping the salesmen of the other company posted upon the developments until the prospect is in the market for the goods, or ripe for an approach.



THE ANNUAL MEETING

The time draws near for the annual meeting of the salesmen and it will be a good idea for all of you to begin thinking of the points that you wish to bring up. A little preparation before hand will make a much more interesting and profitable gathering.

The meeting will be somewhat different in one respect from those preceding. The sessions will be devoted to sales talk and more time will be given to visiting the factory and studying the mechanical points of the goods.

In the next Record we may be able to give you a more definite outline of what we hope to accomplish.

COLONIAL BATH BIBBS

An Opening for Their Sale in Repair Jobs

A repair job in New Orleans developed the fact that a number of old bath tubs retained were drilled $5\frac{1}{2}$ center to center instead of $3\frac{3}{8}$ as is now the accepted standard. It was the desire to use our Colonial bath cock, which of course was too small.

Because of the limited demand for the old style cock we did not consider it good policy to get up special patterns.

In cases of this kind it would be an easy matter to sell our Up-right bath bibbs. It could be explained that the old style cocks were out of the market, and to retain the tub it would be necessary to use the bibbs. Our bibbs in the Colonial pattern are good looking and just as serviceable of course as the bath cock.

Your attention is called to this case in order that you may urge our Colonial hobb should you encounter a case similar to that in New Orleans.



SINGING BASIN COCKS

The New York office suggests that the attention of salesmen be directed to the possible causes which produce singing in basin cocks.

They recently had a complaint from a customer that one of our Colonial Basin Cocks was causing annoyance by singing.

Experiments showed that this result may follow any one of three or four causes. For instance it sometimes occurs where a seat washer is a trifle loose, or if the seat washer has a feather edge protruding from one side. Then if the encasing portion of the disc is not true there is a tendency to produce a singing noise if the cock is only partly opened.

In the case above cited the customer was presented with six extra washers and advised as to the best means of overcoming the trouble.

These facts are mentioned in order that the salesmen may be posted if

they should meet with a similar instance.

We do not believe, however, that many cases of this kind will be found because of the extreme care we exercise in the manufacture of Mueller Goods. In the vast quantities of goods going through the factory it is natural, even though the greatest care is exercised to prevent imperfections, to occasionally let a faulty cock through. These, however, are isolated cases.



SELL THE BEST

At South Bend, Indiana, W. B. Burke was induced by E. B. Cameron to use Colonial Self-closing work instead of Extra which he had already ordered and received.

Whenever it is possible we believe salesmen should follow this plan. We much prefer to sell our Colonial Self-closing work because we think it better than the Extra, and it is our desire to always sell the best whenever it is possible.

Salesmen should urge the Colonial Pattern always, and drop back to the Extra pattern only when it is apparent that the order can not be otherwise secured.



THE YEAR'S BUILDING

The cost of the building work in the country as compiled by the American Contractor shows an increase of 10% for September, 1911, as compared to the same month last year, the total figures for September, 1911, being \$50,818,195, while those for September, 1910, were \$46,156,816.

The figures for nine months of 1911 as compared to the same period of 1910 show a decrease of 2%. The total for this period in 1911 is \$487,684,263, while in 1910 it was \$496,735,141.



When you thoroughly believe in the goods and yourself you have gone a long way toward making the customer see your side of the case in a favorable light.

THE ANNUAL COON HUNT

The annual coon hunt was held Saturday evening in the Sangamon river bottoms west of Decatur. There were some seventy persons in the party, including members of the firm, foremen and guests.

Four coon dogs failed to start a single coon, but the party had a jolly time with big bonfires, story telling, etc. until 11 o'clock, when they returned to a pavilion on the Jacobs farm, where a big supper was served. This included fried chicken, roast beef, sweet and Irish potatoes, sauer kraut, cheese, pickles, bread, coffee, apples, cider, etc.

After that there was a stag dance, music by a mandolin orchestra, vocal selections and clog dancing.



HADESTY MACHINES

We have received an old Hadeisty tapping machine from Richmond, Va., which we assume was taken in trade.

Some years ago the Hadeisty people gave a list of 125 users of their machines. We made it a personal matter and went after the users, displacing nearly all of the Hadeisty machines.

There may be a few left in your territory.

All are requested to be on the lookout for them, and if one is located notify either New York or Decatur. in order that a special campaign may be made to displace it with our machine.



A BIG ORDER

For Self-Closing Work for a Pittsburg Building

As the result of an advertisement in Building Management, which attracted the attention of L. L. Banks, manager, we sold a fine order for self-closing work.

In response to an inquiry, Mr. Smith got after the business last June, selling 300 of our D-12902. which were installed at the time, with the promise that more would be ordered later. Monday morning we got the remainder of the order, which called for 350 cocks, making a total of 650 in 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 sleeve.
- 1 12x8 sleeve.
- 1 16x6 sleeve.



PERSONAL

D. E. Rowley was compelled to leave his territory on October 18th, and go to his home in Indianapolis to attend the funeral of his father-in-law.

For the rest of the year W. L. Jett will cover Kentucky and W. B. Ford will cover the remainder of Roger Williams' territory.

A thousand pardons, Tom Leary. Forgetting the fact that an orange color to an Irishman is the same as a red rag to a bull we sent him a "25" button. He indignantly returned it. We trust the green button we have sent in its place will pacify him.



ILLINOIS STATE CONVENTION AT DECATUR, ILL.

The next annual convention of the Illinois Master Plumbers' Association will be held at Decatur, Ill., on January 24-25, 1912, with headquarters at the St. Nicholas Hotel.



It is always too hot or too cold for the man who wants to quit.