

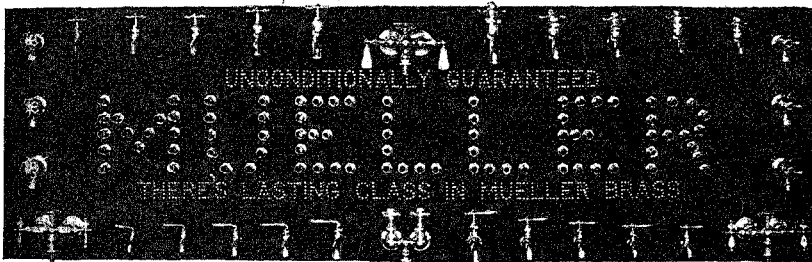
The Mueller Record

Vol. I

OCTOBER 1, 1911

No. 15

AN ATTRACTIVE WALL PIECE



Our attractive wall piece, an illustration of which is shown above, was a part of our display at the convention of the National Association of Plumbers in Dallas, and at the Building Managers' convention in Cleveland.

The background was black felt, the goods Colonial and Self-Closing and the lettering was done with nickel plated tacks.



Speed up!

Momentum produces more than motive.

The hurtling candle pierces the resisting plank; straws, driven at hurricane speed, reach deep to the heart of the oak.

Not alone matter—but the force behind it; not only the idea—but the idea's drive; not merely action—but the rate of speed.

Many an inferior man bests you—because he knows the secret of speed. Many a superior force is outfought—by a speedier foe. Small businesses grow great because, behind, a man is stoking—for speed.

Lop the minutes from each end of the task.

Speed up!

—Business.



THE METER TESTER RACE

Keep On Going and Let's Make the
Finish a Hummer

Look at Jim Smith and Mon Whitney trot! They have just turned into the head of the stretch with three testers each sold, and are working like perfectly geared and well oiled machines, racing neck and neck for the wire.

"Aint they a team of goers?"

Some of those in the grand stand are picking one or the other as the winner. But they are still a long way from the

wire and many a seemingly "sure thing" has been beaten by a "rank outsider" in the last fifty feet. Either one may lose his stride, break badly, or go lame at the critical moment. But both look good at this time. They have proved their mettle up to date and there is no going behind the returns on that score.

On the back stretch there are seven bunched with one each sold—Leary, Heinrichs, Caldwell, Pilcher, Dill, Tranter, Jett—every one a race horse but breaking and a little off their feet. Any one of that bunch might straight-

en out and coming hard, prove a winner.

And the race is even more uncertain than that—some of the nags stuck at the post could yet win if they would round into form, and get to a place where they could make a heart breaking finish.

Who knows but that some of them may do it. Would not that furnish a surprise? As it is now it is the field against Smith and Whitney.

We are playing no favorites. Its up to the racers. But we are looking for a hot finish because the track is in fine condition for fast going. Every prospect has been loaded up with suggestions and arguments and we know that there are many receptive minds waiting for the proper word to make them place an order. What every racer wants now is ginger. Get a big dose of it. Work up your enthusiasm and keep it at fever heat. Get it so strong that you will infect the prospects. You know the Meter Tester is a good thing. Make the other fellow know it, too. We don't want to sell any water works man a thing that will not be valuable to him in his business. What we do want is to sell him something that will be of value to him—that something is a Water Meter Tester. Every water works man who has used one sustains us in this point. We have yet to learn of one who is dissatisfied. That's a strong point that should not be overlooked. Here is another one that might be used to advantage. A water meter is a delicately constructed affair. So is a watch. No man expects his watch to keep correct time forever. He must take it to a watchmaker at intervals, and have it overhauled—tested as it were. Why then should a water works man expect meters to register correctly forever. It is just as essential to test them as it is to regulate or test a watch.

It's a question of hammering the facts into those water works men who do not understand the situation. Keep on hammering. You have lots of facts to support your case.

Drive them home.

The arguments are all on your side.

We have two months left in which to work. Thirteen testers have been sold. We can make it twenty-five. We are pulling with you as hard as we know how. If we all pull together something has got to give way.

That something is sales of water meter testers.

The sales to date follow:

Leary, Springfield, Ill.
Smith, McKeesport, Pa.
Whitney, Galesburg, Ill.
Heinrichs, Jamestown, N. Dakota.
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.



A POINT ABOUT FERRULES

A Little Emphasis On D-25313 Will Knock Out a Cheap Affair

We have received a sample of 2x1½" brass ferrule which several salesmen say is preferred to our ferrule of the same size. Unfortunately this did not come to our attention in time to show you an illustration. There is no name on it. The maker can scarcely be blamed for that. It's about as unsightly a piece of yellow brass as you could find in a day's travel. This ferrule at the 1½" end has a flat surface on which to wipe. To give you a clearer idea it can be said to resemble a ferrule which had been cast with a solid bottom and then drilled out for 1½" pipe. This leaves a rim of brass about a quarter of an inch wide and it is upon this rim that the plumber must build his solder in wiping the joint.

If the points of our bell mouth, short pattern D-25313 are fully explained to plumbers, we feel that salesmen can knock out the cheap yellow ferrule previously referred to.

To begin with, this cheap ferrule, be-

ing of yellow brass, probably 50% zinc, will not tin well. That's the first trouble the plumber will encounter. Next he has a more difficult problem to contend with. He has to build his joint from the narrow rim, of brass, and after he wipes the first solder on will never be able to tell whether the flow was even. It may be thick at one point and thin at another. With this narrow rim to work on he runs the chance of losing a lot of solder. It's expensive, and every bit lost is that much added cost. Under the most favorable conditions he has a much more difficult task than he could have with our D-25313. The flange end of this cheap ferrule is rough, poorly proportioned and will not make a good job in the hub end of the soil pipe. It is lacking in the proper dimensions to do this.

On the contrary we can show that our bell end D-25313 is a better all around article and easier to install. It is made of red brass which we all know will tin easier, and admit of wiping an absolutely dependable joint. The bevel of the bell mouth is a good quarter of an inch wide. When the lead pipe is inserted and the solder wiped in there is going to be no question about its thickness at the base. When the space between the pipe and the upper line of the bevel is filled with lead there is sure to be the same amount of metal at one point as another, and the operation of wiping on the remainder of the solder necessary can be continued with slight chance of losing any of it. Our ferrule is accurately proportioned in every respect. It is so made as to dimensions as to insure a perfect fit in the hub of the soil pipe. They are made heavy for both standard and extra heavy soil pipe the dimensions being correctly proportioned to secure a good fit in either case.

The bell end is so proportioned that when extra light lead pipe is used it is only necessary to smooth up the edge and it will slip into the ferrule and when aqueduct lead pipe is used it requires but a little swedging to bring it to the proper size. If there is a demand

for a ferrule of this kind, write us for a D-25313. Its light, sound, strong and won't take up much space.



SERVICE CONNECTIONS

Recommendations Made by Mr. Caldwell in Eastern Territory.

The New York office, through Mr. Caldwell, furnishes the following interesting facts concerning service connections, which should be of benefit to all the salesmen. Mr. Caldwell says:

According to your suggestion, I am writing you along the line of service connections. I have put in four new water works plants within the last three months in Massachusetts and Maine, using the following goods upon two of the plants: $\frac{3}{8}$ " D-5201 goose necks with 1" iron pipe outlet, these lead goose necks; to be used in connection with 1" cement lined service pipe; $1\frac{3}{4}$ " D-6702 stop and wastes for the curb; No. 22000 boxes and $\frac{3}{4}$ " D-8677 compression stop and wastes for inside cellar walls. On the other two plants, the installation was $\frac{5}{8}$ " D-5201 goose necks with $\frac{3}{4}$ " D-6702 stop and wastes at the curb. No. 22000 boxes and $\frac{3}{4}$ " D-8677 compression stop and wastes.

I wish to call your attention especially to the question of advantage of the compression stop and waste cock for inside cellar work, in preference to the ground key cock. The only advantage that any one can claim, in a ground key stop and waste is the fact, that if this is round way, you can thaw through the stop and waste, or clean out the service. On the other hand, the compression stop and waste has many advantages over the ground key in the fact that it does not leak, it is not liable to be strained by frost, and a child or woman can operate same in case of emergency. These advantages apply to the customers' end of the proposition.

The advantage accruing to us by advocating such an installation is the fact that we almost absolutely tie the water department up to using our compression stop and waste, as it is something special, and they can secure nothing like it of the outside trade. I believe it would be a good policy for the other traveling men to advocate the use of compression stop and wastes for inside cellar work, as they give the best satisfaction, and once a water department starts installing them, they are more likely to buy our goods in the future, than if they use the ordinary ground key stop and waste.



Most of us know what we should have done today tomorrow.

THE FOREMEN'S CLUB

An Important and Interesting Program Outlined for the Winter

The Foremen's Club has held many pleasant social sessions where good fellowship was the predominating feature, but perhaps the most profitable session was that held Saturday evening, September 30th.

At that meeting a program was inaugurated to run through the winter months, and it promises to be of profit to every person connected with the plant. It comprises a series of papers from the heads of departments, which will show in detail how an order is handled from the time it is received until the time it is shipped.

The value of this plan is to be found in the familiarity with the business which will accrue to the members of the Club. Every member will not only gain a general knowledge of the manufacturing plan, but at the same time will be given an intelligent insight into the operation of the new system. It is the purpose of the club to have all these papers neatly typewritten and bound for future reference.

The program was inaugurated Saturday night with papers by Messrs. Cox and Mann.

As outlined, the program will embrace the following papers:

Advertising: Selling.....	Chester Cox
Inquiry from Customer: Order from Customer: Interpretation of Same.....	E. A. Mann
Extending Credit.....	John Bixler
Looking up Necessary Equipment for Estimating Patterns and Coreboxes.....	Loren Burleigh
Looking up Necessary Equipment for Estimating Tools.....	L. Herman
Receiving and Tracing Production Orders.....	M. G. Williams
Keeping Up the Stock.....	L. Burleigh
Drawing Finish Size, Pattern and Corebox Records on same.....	George Haley
Assignment of Tools.....	L. Herman
Looking up Information Preparatory to Making Tool Drawings—Records on Same.....	C. Hathaway
Patterns.....	W. E. Pease
Tools and Coreboxes.....	C. G. Heiby
Grinding.....	M. A. Burtschi
Castings.....	

Cores.....	
Preparing Casting for Delivery to Casting Stock.....	Roy Hughes
Care and Distribution of Castings to Finish Departments.....	J. H. Bauer
Factory Raw Materials.....	W. G. Cranston
Tests.....	C. C. Armstrong
Brass Finishing.....	P. W. Blair; B. J. Marty
Machine Shop.....	J. J. Voelcker
Regulating the Regulator Department.....	A. W. Cash
Blacksmithing.....	F. O. Zetterlind
Tempering.....	Geo. Coles
Lead Department.....	Paul Kastner
Carpenter.....	Wm. Potter
Assembling.....	B. F. Kitchen
Polishing.....	W. H. McIntyre
Plating.....	O. Halmbacher
Galvanizing.....	Wm. Miller
Enameling.....	J. W. Layman
Tracing Customers' Order.....	Wilbur Simpson
Shipping Department—Billing; Customers' Ledger; Collections.....	E. L. Ripley
Statistics.....	Roy Hewitt
Purchasing.....	W. R. Gustin
Stationery and Office Supplies.....	F. L. Riffin
Factory Supplies.....	W. G. Cranston
Cost Accounting.....	J. E. Tackaberry

Subsequent Talks

Finance.....	A. Mueller
Claims from Customers.....	Wilbur Simpson
Transportation.....	O. M. Rose
Patents.....	E. F. Breuer
Team Work.....	Robert Mueller
Organization and Management.....	A. Mueller
Construction.....	W. T. Mason
Power Plant.....	O. C. Stafford
"In Closing".....	F. L. Hewitt



BIG GAS CONVENTIONS

The big gas conventions meet this month. The American Gas Institute meets at St. Louis, October 18-21, and immediately following that the Commercial Gas Association meets at Denver.

Mr. Robert Mueller, F. B. Mueller and A. W. Cash will be present at the St. Louis meeting, and Mr. Robert Mueller will then go on to Denver to attend the other convention.



EMPLOYEES' LIBRARY

October 4th we will inaugurate an Employees' Circulating Library.

We have revised and rearranged our list of books in the general office, and such as are suitable for circulation will be arranged for use of the employees.

PLUMBERS AS BUSINESS MEN**Only Two Per Cent Pay Cash for Their Goods**

Geo. W. Ryan, in Modern Sanitation, brings out some very interesting points concerning plumbers as business men.

He finds that only 8 per cent of plumbers discount their bills, only 2 per cent pay cash in advance, 42 per cent take 60 days, 30 per cent 90 days, 15 per cent 100 to 120 days' time, and about 3 per cent fail.

The 8 per cent who discount bills is not, as one would suppose, composed of the larger dealers in the trade, but as a rule of smaller concerns which so manage their business as to make discounting of bills possible.

The writer accounts for this by analyzing the conditions. He finds reasons, both plausible and practical, as follows:

The plumber studied conditions and embarked in business in a small way only when he had the necessary amount of capital saved.

He ordered only such stock as he had immediate sale for, or absolutely certain later sale.

He selected one or two houses which were reliable and whose representatives were capable, obliging and interested in his welfare, and made proper arrangements about his credit.

He paid no attention to windy salesmen from cheap houses who could "save him 50 per cent on his purchases," knowing that it was quality which counts.

He let slip jobs at starvation prices and took those that promised a profit. He gave an honest deal, good work and good material and employed skilled workmen who were not allowed to skin a job.

He discouraged the use of second quality material.

He had a good system of bookkeeping and shop records.

He was not anxious to jump into repair jobs unless some one in authority ordered them.

He carefully satisfied himself of the financial responsibility of his customer before taking a job.

He made an honest effort to collect his accounts, but in worthy cases carried his customers as long as he could.

Operating on these lines the result after several years was this:

First—He had secured the confidence of his customers.

Second—He had a good list of outstanding accounts, worth to him at least 98 per cent of their book value.

Third—He had a good clean stock of goods, which were in demand and salable at any time.

Fourth—He had the warmest relations with the jobbing houses he dealt with.

Fifth—He had made money by taking advantage of his cash discounts.

Sixth—He had good health, as his worries were reduced to a minimum.

Seventh—He controlled his own finances and did not have to borrow, nor did he have to put the blame for delinquency on his customers.

He had brought his business to that point where he controlled it and where his well-earned success enabled him to buy what he pleased, pay for it on time and invest his surplus as he pleased.

**SLEEVES AND VALVES**

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

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

WATER WORKS BUSINESS

Urge the Goods On the Grounds of Prompt Shipments

We are giving the water works trade a round just now. Join in and help boost the game.

Samples of literature that we are sending out are being forwarded to you. We will continue a vigorous campaign from this point and look to you men on the firing line to urge business on the ground.

We want immediate business. We are in a position to take care of it—"Prompt Shipments" is the keynote of this campaign. It should be effective at this time. It ought to mean a lot to a water works man who has late work he wants finished up before winter. Or it should mean as much to any one who wants goods on the shortest possible time.

Let the trade know that we can take care of all orders promptly and urge the goods. Before the year ends we expect to add a large block of sales of water works goods to the business already transacted.



AN INFRINGEMENT

We were notified some time ago that the Atlas Brass Company of Cleveland, Ohio, was using the word "Colonial," labeling boxes containing Fuller and Compression work.

Our patent department took the matter up with them and pointing out the infringement, requested a discontinuance. The Atlas Co. agreed not to use the word "Colonial" on any of their goods. We have no reason for thinking that they are not acting in good faith but consider it advisable for salesmen to be on the lookout for the next few months, to detect any continuation of the infringement.



GOODS MARKED TWO WAYS

While in Cleveland recently, Mr. F. B. Mueller met and conversed with B.

Thomas Beardsley, formerly manager of the Allyne Brass Foundry Co., of Detroit, Michigan.

He stated this company had sold out their interest to two Jews who are continuing the business. For the jobbing trade they mark all the goods "Allyne," but for the plumbing trade the goods are marked "Ajax."

Mr. Beardsley says the company is doing a nice business but we believe it will only be a question of time until the trade gets onto them, and the reaction may be severe.



SELF-CLOSING WORK ORDERS

Following are a few of the more important Self-Closing orders recently received:

Forty-eight pairs of 12902 Colonial Self-Closing work from P. H. Meyer & Co., of Louisville, Ky.

One hundred and forty of D-11901, 4-arm Indexed handle Self-Closing work and seventy pairs of $\frac{3}{8}$ " D-25007 basin supplies for Hasley & Gilbert, Deer Lodge, Montana.

Fifty-four pairs D-11902 for the Gault Hotel at Louisville, Ky.

One hundred and eighty-six Extra Self-Closing Basin cocks 11904, for the James Ballentyne Co., of Winnipeg. These are for the King George Hotel at Saskatoon, Sask., Canada.



SELF-CLOSING WORK IN PANAMA

Quite a bit of our Self-Closing work is being used in Panama. The New York office states that since March of this year sales have been as follows:

$\frac{1}{2}$ " Fin. D-11702, one thousand and eight pieces.

$\frac{1}{2}$ " Fin. D-11803, three hundred and sixty-two pieces, D-11905, six pieces.



You can no more sit down when your business has made good than you can stop rowing and expect the boat to keep right on up the stream.

QUESTION BOX

We have the following from W. F. McCarthy:

"The question has come up as to the pressure that our regular $\frac{3}{4}$ " D-4101 goose neck will stand and at what pressure are we to recommend the double extra strong lead for goose neck. I claimed that our regular goose neck will stand 150 pounds hydraulic pressure and that for anything over 150 pounds should be double extra strong lead."

Mr. McCarthy is on the safe side in his recommendation. Paul Kastner, head of the lead department regularly tests goose necks up to 250 pounds pressure. The regular patterns have been tested up to 800 pounds and the double extra strong up to 1000 pounds.

Mr. Kastner, however, thinks that in actual service the double extra strong pipe should be used where the pressure is going to be over 150 pounds.



A WOODEN WATER MAIN

A Relic from the Early Days in New York

A relic of New York's ancient water works system, a piece of wood main, about a foot long and 110 years old, was recently sent to the company and was placed on exhibition in the show window of H. L. Oldham, Decatur, Ill.

This main was laid in 1800, and it was dug up in October, 1910, between Cedar and Liberty streets, New York City.

A whole block of this pipe was dug up by workers engaged in constructing a new sewer. The water mains in New York were then made of cedar poles, and this main was laid by the Manhattan Bank and Water Company. Water companies could not be incorporated in those days, so it was necessary to connect the water company with the banking business. The Manhattan company is still in business as a bank, having a large institution at 40 Wall Street, New York. It went out of the water business many years ago.

The water department has the date on all water mains ever laid in that city, and informed the Mueller people that this section was a part of the system of water mains laid by the Manhattan company in 1800. The size of the bore indicates that it did not require a very large main to supply that portion of New York with all the water that was needed 110 years ago.

The wood is in excellent condition. It is water soaked from its long stay under ground, but looks good for another 100 years.



PERSONAL

Mr. Fred B. Mueller is in Chicago, attending the International Municipal Congress. At the city of Des Moines booth we have a water meter tester on display, and it is being demonstrated twice a day.

Mr. Adolph Mueller has been down east for ten days, going first to New Haven to consult with Yale College authorities regarding the necessary preparation of his son, Everett, for admission to that great institution of learning, and from there going to Ft. Deposit, Maryland, where Everett will do his preparatory work. Before returning home, Mr. Adolph paid a visit to the New York office.



NAMELESS STILL

You will shortly receive a bulletin explaining to you the fact that we will be unable to use the name "Nuway" for our Fuller-Compression work as announced we would in the last Record.

Kindly give this bulletin your prompt attention and select your choice from the new names submitted to you.



He who follows another is always behind.



A wise man who made a little improvement each month found at the end of the year a revolution in his business.

FACTORY IMPROVEMENTS

This has been a busy season of improvements about the factory and there is much work still under way.

The new galvanizing plant will soon be completed. The tanks are to be concreted and this work is in progress. The arrangement is such that the noxious gases will be excluded from the main work room and we claim that there will be no better galvanizing plant in the United States. Our facilities for doing work of this character will be greatly increased when the new plant is put into operation.

Across the railway tracks just north of the warehouse building, a new carpenter shop has been built and is just about done. It is a solidly constructed, two story frame building 123x28 feet, and will furnish much needed room for the boxmakers and carpenters.

Over at the factory, a second story has been added to the pattern vault, the dimensions being 53x18 ft. 6 in. This vault when finished will be fire proof.



CATALOGUE E

The preliminary plans for trade catalogue E are now being considered.

Of course there is a mass of detail which will have to be straightened out before the actual work is undertaken, but we should now be gleaning information for future guidance.

The salesmen are therefore advised to interview the trade as to its preference of a book of this kind.

It will be well for us to know what sized book is preferred by the men who use it daily, whether the second edition of the D catalogue is more serviceable and handy than the large D catalogue and whether the divisions of the goods are a convenience. We should also be advised as to success of the thumb index used in the second edition of the D catalogue, and in short be furnished all possible information that will guide us in reaching a proper decision concerning the best plan to adopt for the new catalogue.

THE INSPIRATION OF DISCONTENT

God pity the man who can say: "I rest here, content; for I have reached the goal!" No more to dream and to do! No more the stimulus of hope, of doubt, of disappointment—an end to the kindling of the fires of ambition—no more the joys of achievement—no more the thrill of success as one more dream comes true!

Satisfied now to sit through the long evening of life and with fast-dimming eyes to gaze into the smoldering ashes of content.

Satisfied? In his small way, yes—because he has lost the priceless inspiration of discontent.

But let me profit by his sad example—may I never reach that goal! Oh! may it be mine to fight on through the ages—dreaming, daring, doing—inspired by the blessed stimulus of discontent.—E. F. Gardner.



A POSITION WANTED

We have a friend who is an engineer and superintendent of a water company that supplies ten small towns. He is desirous of securing a better position. He is not out of employment at the present time, but wants to advance in his chosen work. We can recommend him highly and if you learn of an opening we would thank you to advise us.

This particular man is especially fitted to serve a water company requiring a good hydraulic engineer and superintendent.



People will buy a good while in advance of a season, but they will not buy a single day after the season is past.



The more a man worries about his work the more work he will have to do and the harder it will be to do it.



A wise merchant takes stock of himself as well as of his goods.

Extra

The Mueller Record

Water Meter Tester Number

VOL. I

OCTOBER 6, 1911

No. 16

In hoc signo vinces

THE TWENTY-FIVE CLUB

**An Organization Devoted to the Humanitarian Purpose of
Relieving Water Works Men Who Are
Groping in the Dark**

Know all Men by These Mueller Water Meter Testers:—Greeting.

That the Mueller Twenty-Five Club is hereby organized, and the following by virtue of heroic conduct on the field of battle for business, are hereby declared charter members entitled to all the glory, honor and whatsoever emoluments may accrue unto them:

Mon T. Whitney	George A. Caldwell
James Smith	W. L. Jett
T. F. Leary	C. J. Tranter
W. C. Heinrichs	W. N. Dill
A. C. Pilcher	

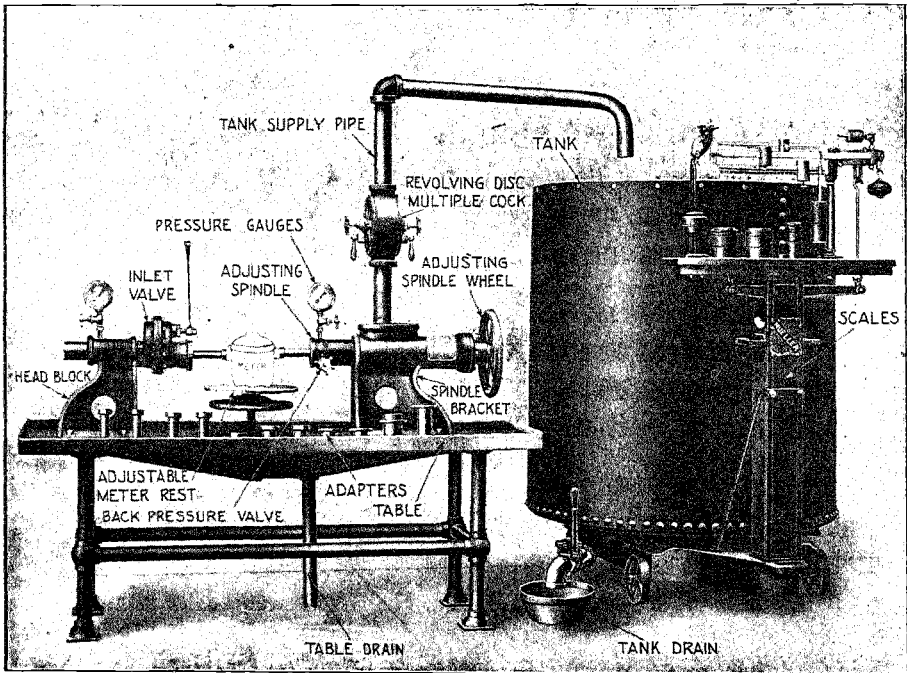
This Club has for its object the humanitarian, benevolent and philanthropic purpose of snatching water works men from the dark and dangerous method of doing business by guess work, and pointing to them the path of light open by the way of the Mueller Water Meter Tester, whereby they may know intimately each and every one of their water meters and determine which among them are playing false by furnishing the consumer more water than he pays for, or are defrauding the consumer by failure to deliver to him all the water he is entitled to.

Each member by the best and most approved methods of salesmanship at his command is pledged to gently but firmly inculcate in the mind of every water works man the seed of desire to own, operate and control a Mueller Water Meter Tester; pointing out the fact that until such ownership exists said water

The Coat of Arms

of the

Mueller Twenty-five Club



In hoc signo vinces

(Under this Standard thou Shalt Conquer)

works man can never know whether he is collecting all the money that he is really earning.

It shall be the duty of every member to charge himself with every possible favorable argument for the Mueller Water Meter Tester when calling on a prospect, and to anticipate and be prepared to successfully combat any objections that may be urged against said Mueller Water Meter Tester.

Every member shall in so far as possible make said prospect understand that while we desire to make a sale of said tester we are in reality doing him a favor in placing at his command a machine that will point out with unflinching fidelity all inaccurate meters that are losing him money.

It is the purpose of this Club to increase the sales of Mueller Water Meter Testers to a total of twenty-five or more before December 1, 1911.

Every Mueller Salesman is eligible to membership providing he encompasses the sale of one or more testers prior to that time, and the fact that he is the "last sheep over the fence" shall in no wise detract from his standing or preclude him from the honor, glory or other emoluments accruing to the charter members of this organization.

The requisites for membership are a stiffening of the spinal column and a determination to remove from the eyes of every water works man the scales which now blind his business vision, and leave him groping helplessly in the dark in an ineffectual effort to lift himself from the tangled conditions which enmesh him.

A determination to put Mueller Water Meter Testers in water works where they belong instead of leaving them in the factory.

A determination to catch the spirit of this contest and carry it enthusiastically to every water works citadel, and make the campaign a signal success which will mark the year 1911 as the beginning of a continued big business in Mueller Water Meter Testers.

A determination to get in and keep in the game until the last trump is played in a whirlwind finish that will mark a full membership of "Twenty-Five," if not more.

In witness whereof we hereunto attach our signature and cause the Great Seal of the H. Mueller Manufacturing Company to be affixed.

Done at Decatur, Ill., this Sixth Day of October, Nineteen Hundred and Eleven.

Seal:

**UNCONDITIONALLY
GUARANTEED**

H. MUELLER MFG. CO.

TESTER TRUISMS

The Mueller Water Meter Tester tells the truth and nothing but the truth.



You own all the tomorrows in the world—there is an order in every one of them—Dig it out.



A high priced watch does not run accurately all the time—why should a meter? The one needs attention just as much as the other.



No water works man would risk a cent in a pocket with a hole in it, yet thousands are risking dollars to meters which have "holes" in them.



Remember, you do not have to fight, you do not have to struggle, you only have to know. —Anon

Adapt this to our tester.

Remember, you do not have to brow beat, you do not have to coax. You only have to know the tester.

Financial disability is the only excuse for not buying a Mueller Water Meter Tester—and that's not valid because the tester will not only pay for itself but will make money for the company.



Without testing meters a superintendent is groping in the dark—by testing them he is walking in the light—knowing what he is doing.



The right way to sell water is through a meter—and the way to know whether a meter is right is to test it. Without the test it is guess work.



Men like Edward Bemis, who has been connected with some of the largest water departments—Cleveland and New York City—and Henry S. Thompson, present Commissioner of Water, New York, have pointed out the loss due to defective meters. Our claims are based not only on our own knowledge, but on the knowledge and experience of experts who can speak with authority.