

The Mueller Record

Vol. II

OCTOBER 15, 1912

No. 28

USE OF MATERIAL.

Get the Most Out of It and Prevent Waste and Leakage.

The enormous expense this company is compelled to meet in providing factory and office supplies has been called to my attention.

We have always followed a liberal policy of generous provision of good materials for factory and office use. We do not expect to change this policy but we do expect and intend to correct abuses which we believe have crept in.

In accomplishing this end we expect the hearty co-operation of all foremen and heads of departments. To that end we wish you to exercise watchful supervision over the requisition of and the use of all supplies.

You must make it a part of your duty to see that all supplies and materials are used economically so that we will get the maximum amount of benefit at a maximum cost.

We recognize that we must have a certain necessary cost for supplies, but we are convinced that an appreciable decrease will result by the elimination of waste, extravagance, and errors. Where these are persisted in by the employes under your direction we must be advised in order that corrective measures may be applied.

Employes must be made to understand that these supplies are the equivalent of dollars and that in making requisitions they should regard themselves in the position of a person checking against a bank account, and draw and use supplies with the same judgment they would were they compelled to pay for them personally.

They must disabuse their mind of the thought that they are getting something for nothing and that they can have as much as they want, for the mere asking. You can help in reducing expenses in this regard

by keeping a line on the amount of the supplies drawn and the manner in which they are used.

It is well for you to keep in mind that other things have increased in cost besides living expense. The cost of doing business has advanced greatly in excess of last year. We have no doubt that it will advance next year. The profit on the goods we sell has not made proportional advance. It's obvious therefore that to maintain our business on a paying basis we must practice greater economy and promote greater efficiency.

We expect you to begin today a more watchful supervision over your department and to reduce as far as possible the cost of operation wherever the opportunity presents itself.

We are satisfied that with your co-operation in this matter we will be able to effect a saving of very considerable proportions.

Very truly yours,

ADOLPH MUELLER, Pres.



WATER WORKS BUSINESS.

Its the Best We Have and We Want It, Big and Little.

Water Works Business pays. Its the best business we have. It is the business we want. All salesmen must get this thought in their mind and act upon it.

In the past we have perhaps been a little careless in this regard. We have lacked the activity and earnestness in going after this business which its importance demanded. The result is a falling off. We have not been getting our share, and this means that some one has edged in and got a portion of what we may rightfully claim, as belonging to us.

It is such an easy matter to let business get away that we must not only strive to get new business but we must constantly be on the alert to hold what we have.

We know this from daily experience. Our business, as a rule, is given to those men who are always on the job. Those who call occasionally do not stand much show, especially if connections formed with others calling regularly is productive of good service and the right kind of goods. But the moment one of these regular callers grows lax and assumes he has our business cinched he is in danger of losing out, providing some other live salesman comes in and makes the most of his opportunity. Over confidence has caused the downfall of many a good salesman. It won't do to depend on any one of our patrons to buy our goods merely because he has always been with us. Persistent personal contact must be maintained to retain the business we have already built up.

On the other hand we again call our salesmen's attention to the imperative necessity of digging up new water works business. Forget that the town is small, the extra side trip, and the hotel accommodations, but remember the possible business that can be obtained, and go after it. In this regard we cite the fact that a young man aspiring to a salesmanship has been tested out on this small town business. The results did not surprise us. They merely confirmed what we are preaching here—that the business was in these towns. All that was needed was some one to ask for it. It had simply been passed by time after time.

This business is most desirable because it affords us the chance to grow into and with it. That we can do this with the high quality of our goods and our desire and purpose to give the very best service, we are fully assured. The little business of today means the big business of the future. That's as true as gospel. It meant it for Rockefeller, Armour, Pullman, Wanamaker, Marshall Field and a thousand others who went after the little fellows, cared for them with good service and good goods and grew as they grew, only faster. We can do the same thing. We can put the Mueller Manufacturing Co head and shoulders above anything in this country. It does not make any difference if the prospect is already using some other make of goods. We can and should dislodge our competitors by conscientious aggressive work. Certainly every

salesman we employ believes in the superiority of our product, knows our purpose to produce only the very best by using the highest grade material, and employing the best trained and most skilful workmen. If he does not believe this he is not effectively equipped to sell our product. He could sell any other mediocre product equally as well.

But with this belief well founded and a sincerity of purpose born of this belief he is equipped to make a presentation of facts which will win us friends and customers.

We are putting on a number of new young salesmen and enlarging our scope of operations and we propose going after the business in our line—big and little—with a vigor and determination greater than ever before.

We expect you to help to the utmost of your ability because we are determined to make next year exceed all others both in volume and in profit.



IMPORTANT CHANGES.

A number of important changes affecting our sales force have gone or will go into effect by November 1st.

F. L. Hays, Jr., has been transferred from the Chicago territory to Oklahoma, succeeding M. G. Wasson, with headquarters in Oklahoma City.

M. T. Whitney will have charge of the Chicago office and still retain his old territory, and with the assistance of Adolph Arnold, L. M. Cash and one other salesman, will look after Chicago.

R. E. Smith, with headquarters at Kansas City, succeeds Murray Kirkwood in Missouri, and also cover Arkansas, with headquarters in Kansas City, Mo.

S. Thornton succeeds to Mr. Kirkwood's Kansas territory, with headquarters at Wichita.

E. G. Ince succeeds W. C. Heinrichs in Minnesota, and part of North Dakota, with headquarters at Minneapolis.

Messrs. Kirkwood and Wasson have retired from the service of the company. Mr. Heinrichs is relieved of part of his territory in order that he may devote more time in Canada.

HIGH PRESSURE GAS GOODS.**We Should Push This Branch of Our Business.**

We are of the opinion that we do not push our high pressure gas goods as we should. We ought to do a big business in this line, and would do so if the goods were brought to the attention of the trade. In so far as we know we are the only manufacturers in the United States making a specialty of this line.

Salesmen sometimes urge us to make a lighter article for the high pressure trade, but we do not believe this to be a safe policy. By doing this we might sell the goods at a lower figure and still make as good a profit as we do now by making them heavier. But that is not the point. High pressure gas is attended by greater risks than low pressure gas. It is essential therefore, that every precaution should be taken to guard against these risks and danger. We believe that a manufacturer who knows these facts is morally bound to make a line of goods which will be absolutely safe, and dependable. A manufacturer who would knowingly market a cheap, flimsy article to be used under conditions known to be dangerous is next to criminally negligent. There is certainly a moral and a legal responsibility here which no honest manufacturer can afford to overlook. There is a recognized danger in high pressure gas, and those engaged in its manufacture should not take the slightest chance of disaster due to the use of inferior goods. The difference in price between light weight and heavy high pressure gas goods is so small that it is not worthy of consideration when we take into account the great danger to life and property which might attend the use of light weight goods.

We do not believe that we make our goods unnecessarily heavy. We make them so they will be safe to use. This point ought to be emphasized. In so far as we are able we are working with the maker of high pressure gas to prevent any possible mishap. We make a good strong gas cock body and use diligence in fitting the keys so that in so far as we can provide there is no danger of a leak. Our high pressure gas cocks are tested under 80 pounds air pressure. This is the regular test, although

in special cases we have run the pressure up to 125 pounds. Our high pressure gas goods should appeal to all gas men who want an article that they can depend upon. And the same holds true of all other high pressure goods we make. Everything for that branch of the business is made as nearly perfect as can be. We don't expect to change our policy in this regard, and we feel that when the trade understands our position they will demand Mueller High Pressure Gas Goods.

**YOU ARE CAUTIONED.****To Personally Inspect all Goods Claimed Defective.**

Once again we must caution salesmen to personally inspect all goods claimed to be defective, before having same sent to us. Don't take any one's word for it. A man may believe he is making a just claim when he is not.

Recently we had an instance of this kind. A corporation cock which had proved defective was sent to us, we having supplied the customer in the meantime with a good cock. When the defective cock came in we were very much surprised to note that it was not of our manufacture. It bore no resemblance to our goods in quality of metal or in workmanship. Our name or "H. M." was not stamped in the metal. Evidently the salesman did not examine the cock. He should have done so. His failure caused unnecessary correspondence. Very frequently errors of this character result in friction with the customer, and are very apt to result in a customer withdrawing his trade, under the belief that we don't want to live up to our promises and our guarantee. He is likely to feel that we are trying to dodge the issue.

**T. F. LEARY'S ADDRESS.**

The address of T. F. Leary, General Manager of the Pacific Coast Branch, is 1807 Grant Street, Berkley, California, Phone Berkley 3872.

San Francisco Branch—589 Mission St., Phone 3577.

THE ANNUAL MEETING.

The time for the annual meeting is almost here. Salesmen are advised to at once give serious thought to the program. If you have any suggestions make them now and give us time to get the program in shape.

We want this coming meeting to be a strictly business affair, and we want every salesman to come prepared to get the most out of it.

Mornings and afternoons will be devoted to business discussions and the evenings to demonstration of goods.

We don't want the meeting to lag, but want to push the business through as rapidly as possible in order that you may get back to your duties.



END IS IN SIGHT.

Tapping Machine Contest Has Not Come Up to Expectations.

The baseball contest has three months to run. The score of September includes only the results in the Decatur territory and brings the total up to 439 machines sold. It will be remembered we started this contest in the hope of selling 1000 machines during the year. It will be seen by the results to date that we are a long way from reaching the goal. In fact the distance is so great that we may look upon it as an impossibility now, but there is a chance of increasing the total sales very materially in the time yet remaining.

We look to all salesmen to get busy. Do your level best to bring sales up to the highest possible point. Elsewhere in this issue you will find editorials concerning the necessity of getting after new water works business.

Every new sale uncovered and every new tapping machine placed means future business for us. Don't pass up an opportunity of effecting a sale of a machine and brass goods to a new customer.

In the Decatur territory Smith and Andrews made the best showing, getting three machines each. Our cartoonist has put them in competition with two other big contests, the baseball battle between Boston and New York, and the political contest.

He shows the crowd coming our way. That's what we want in reality and we hope all salesmen will catch the idea and do a "spieling" stunt, on tapping machines that will produce that effect.

| | MS. | 1b. | 2b. | 3b. | H.R. | Po. | E. |
|------------------------|-----|-----|-----|-----|------|-----|----|
| Whitney, c. | 3 | 0 | 0 | 1 | 0 | 0 | 2 |
| Morrow, lf. | 7 | 0 | 0 | 1 | 1 | 0 | 3 |
| Sippell, rf. | 6 | 0 | 1 | 0 | 1 | 1 | 1 |
| Brown, cf. | 4 | 0 | 0 | 0 | 1 | 0 | 0 |
| Tranter, 2b. | 13 | 1 | 0 | 0 | 3 | 0 | 2 |
| Smith, 1b. | 13 | 1 | 0 | 0 | 3 | 0 | 0 |
| Rowley, 3b. | 7 | 0 | 0 | 1 | 1 | 1 | 4 |
| Pilcher, ss. | 5 | 1 | 0 | 0 | 1 | 1 | 2 |
| Stebbins, p. | 18 | 0 | 1 | 0 | 4 | 1 | 5 |
| Hastings, p. | 6 | 0 | 1 | 0 | 1 | 2 | 1 |
| C. T. Ford, p. | 8 | 0 | 0 | 0 | 2 | 0 | 4 |
| Wasson, p. | 15 | 0 | 0 | 1 | 3 | 0 | 0 |
| Dill, p. | 7 | 0 | 0 | 1 | 1 | 0 | 1 |
| White, p. | 5 | 1 | 0 | 0 | 1 | 0 | 0 |
| O'Rourke, p. | 3 | 0 | 0 | 1 | 0 | 0 | 0 |
| Kice, ss. | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| Andrews, p. | 6 | 0 | 1 | 0 | 1 | 0 | 0 |
| | 127 | 5 | 4 | 6 | 24 | 6 | 25 |

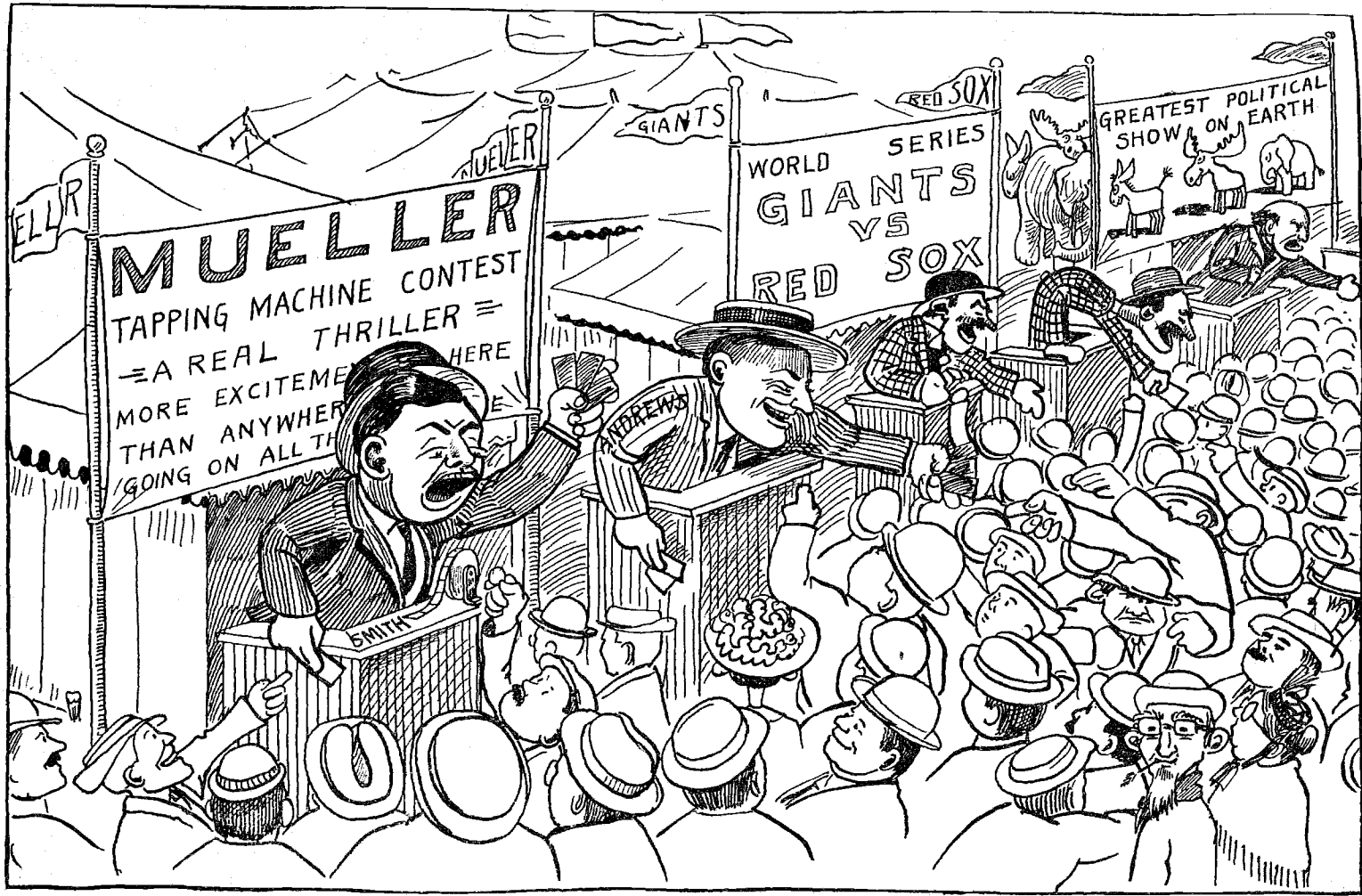
| | | | | | | | |
|------------------------|-----|---|---|---|----|---|----|
| Caldwell, cf. | 15 | 0 | 0 | 1 | 3 | 2 | 1 |
| Hays, rf. | 12 | 0 | 0 | 0 | 3 | 1 | 4 |
| Jett, lf. | 11 | 0 | 0 | 1 | 2 | 0 | 2 |
| McCormick, 2b. | 6 | 0 | 1 | 0 | 1 | 1 | 2 |
| Aubinger, 1b. | 4 | 0 | 0 | 0 | 1 | 0 | 0 |
| Cameron, 3b. | 6 | 0 | 1 | 0 | 1 | 0 | 2 |
| Leary, ss. | 11 | 0 | 0 | 1 | 2 | 0 | 5 |
| Hennessy, c. | 26 | 0 | 1 | 0 | 6 | 0 | 2 |
| W. B. Ford, p. | 20 | 0 | 0 | 0 | 5 | 1 | 5 |
| Kirkwood, p. | 10 | 0 | 1 | 0 | 2 | 0 | 3 |
| Clark, p. | 4 | 0 | 0 | 0 | 1 | 1 | 1 |
| McCarthy, p. | 8 | 0 | 0 | 0 | 2 | 1 | 0 |
| Heinrichs, p. | 12 | 0 | 0 | 0 | 3 | 0 | 5 |
| Harte, p. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Thornton, p. | 10 | 0 | 1 | 0 | 2 | 1 | 1 |
| | 155 | 0 | 5 | 3 | 35 | 8 | 33 |

| | |
|--------------------------|-----|
| Decatur sales | 120 |
| New York sales | 39 |
| Grand total | 441 |



COMPLETE OUTFIT.

D. E. Rowley sold a complete meter testing outfit to Henderson, Ky., on September 18th.



BIGGEST OF THE BIG THREE—THE CONTEST IN WHICH WE ARE MOST INTERESTED

AN UNFAIR RUMOR.

Report Calculated to Hurt Rapidac Being Circulated.

One of our salesmen calls to our attention the fact that a report has reached the trade to the effect that the Central Brass Company has instituted a patent infringement suit against us on account of Mueller Rapidac.

We have no knowledge of any such legal action, neither have we any notification from the Central Brass Company that any such step is contemplated. In either event it is quite likely that we would be the first to be apprized of an effort in this direction.

We are in no way infringing any patents on quick presson work controlled by others. You may state this to the trade. On the contrary for your private information we desire to advise you that other manufacturers are infringing upon some of our Rapidac patents and we are about to begin proceedings against them to protect our rights.

In view of the facts stated in the foregoing we are forced to the conclusion that the report to the effect that an action has been brought against us is the work of some one desirous of putting us in an unfavorable light with the trade.

Such unfair methods of competition are never permanently successful. They indicate very plainly that Mueller Rapidac, like other Mueller Goods, is bothering our competitor.



BETTER UNDERSTANDING.

Results From a Supper Given By Firm to Foremen.

The super and business conference held in the old Advertising Department on the evening of September 20th, was productive of much good feeling, many expressions of loyalty and a better understanding all around of the attitude of the firm toward the employes and toward the new system to be installed.

Just a word about system. There has been some misunderstanding as to its purpose, some uncalled for apathy in certain quarters which was probably due more to a misconception of its object than to any

set plan of obstructing its installation and operation. This has been removed. The atmosphere has been clarified. We are all better prepared to take hold and push forward instead of pulling back. And that's what all should do.

When a man enlists in the army of his country he enlists his allegiance, his loyalty and his moral influence in a cause which he believes. He does not enlist merely as a target to be shot at by the opposition. Such an army would be little better than mere blocks of wood. If it were not for the fact that higher ideals actuated a man he would be of little value as a soldier. He would be nothing more than an automaton. The ranks would be the limit of his ability. He would never rise to be as much as a corporal.

The same rule applies to men who enter the industrial army. Lacking initiative, allegiance and loyalty "they stay put" in the ranks. Without enlisting these qualities with their physical being they cannot hope to rise and they become a drawback rather than a help. There is no need of any man permitting himself to be classed with the "dumb driven cattle" kind of men. Every employe owes allegiance and loyalty and obedience to the firm's policies just as the soldier in the army does.

Elbert Hubbard, the brilliant if erratic head of the Roycrofters, sized up the relation between employe and employer when he said in effect:

"If you work for a man and take his money for goodness sake be loyal, and be for him. If you can't be for him, get away from him. Don't take money from a man you're against."

That's a good thing to remember.



BRASS TRAPS.

In reference to Bulletin SO-250 concerning Brass Traps, you will accept orders for the month of October only for shipments during October and November.



Prospective Tenant—I like the house, but I don't like that huge building in front. It's such a dreary outlook.

Agent—Oh, but that's only a gunpowder factory. It might explode any day!

MAKE IT PERSONAL.**Give a Thought to The Cost When Using Material.**

"If I had to pay for these supplies how much would I draw and how carefully would I use them."

This is the thought we want you and all employes in your department to keep in mind.

In other words—put yourself in our place.

Get the thought in your mind that we pay thousands of dollars every year for material.

We buy it with the expectation of making a profit on it as a finished product. If we don't we are falling short of successful manufacturing.

We can only do it through its profitable use by the employes to whom it is furnished.

We can't do it if employes waste it, if they make mistakes and have to use two or three times as much as they would if their work had been perfect, nor if they draw it to lay around and be lost.

Last month we called your attention to this question and are doing so again as a reminder of the absolute necessity of keeping constantly in mind the economical use of all material entering into our product, and of supplies necessary to carry on the business.

**BULLETINS CANCELLED.**

The following bulletins have been cancelled:

Section E.

No. 11, 8-27-10.

Section F.

No. 165, 9-15-11 and 9-22-11.

No. 208, 3-11-12.

No. 198, 2-1-12.

No. 49, 11-8-10.

No. 14, 1-13-11.

No. 15, 3-16-10.

Section G.

No. 21, 6-27-10.

No. 25, 5-16-10.

Section H.

SOF-140, 5-16-11

Section L.

No. 158, 7-5-11.

No. 72, 12-27-10.

Section Q.

No. 205, 3-24-12.

No. 138, 5-3-11.

No. 116, 3-14-11.

No. 91, 2-4-11.

No. 43, 1-02-9.

No. 53, 1-19-11.

No. 61, 11-28-10.

Section R.

No. 187, 2-6-12.

No. 175, 10-21-11.

No. 169, 9-12-11.

No. 44, 10-2-09.

No. 119, 3-20-11.

No. 160, 7-8-11.

Section S.

No. 249, 6-25-12.

No. 234, 5-18-12.

No. 217, 4-12-12.

No. 201, 2-10-12.

No. 196, 1-27-12.

No. 162, 7-22-11.

No. 144, 5-16-11.

No. 142, 5-8-11.

No. 141, 5-8-11.

No. 136, 5-1-11.

No. 135, 5-5-11.

No. 129, 4-14-11.

No. 115, 3-14-11.

No. 110, 2-25-11.

No. 103, 2-22-11.

No. 92, 1-19-09.

No. 85, 9-30-10.

No. 83, 10-26-10.

No. 77, 1-13-11.

No. 76, 1-13-11.

No. 70, 1-2-09.

No. 61, 5-28-10.

No. 48, 2-18-10.



Riggs—"Singular, isn't it, that neither of your stenographers wants a vacation this year?"

Griggs—"No; it's easily explained. I recently took a good-looking young man into the office, and neither of the girls is willing to go away and leave the field to the other one."—Purple Cow.

RAPIDAC HANGERS.

We have a big stock for Decatur, New York and Sarnia, of the Rapidac Hangers. Its the general opinion that this is the most attractive piece of advertising we have ever issued. Used in connection with the Rapidac stickers these hangers are sure to attract attention wherever shown.

Salesmen are expected to assist in the distribution of these hangers. They will do this by keeping a supply with them and by reporting names of plumbers who want them.

In sending in names please state that it is a Rapidac Hanger wanted. We suggest that attention of plumbers be called to the fact that this hanger is transparent. When shown with a light behind it the colors stand out prominently. By sending in names with orders we can send out the hangers with the goods and thereby save a big part of the postage.

**RECENT ORDERS.**

Through our New York House, 160 D-11904 Basin Cocks to the Virginia-Carolina Co., of Norfolk, Va., to be installed in the Clairmont Hotel, Sumter, S. Carolina. C. M. Robinson, Architect, specifying the goods.

Through our New York House, 112 D-11904 Basin Cocks and 112 $\frac{3}{8}$ " Fin. D-8662 Lavatory Stop Cocks to the General Fire Extinguisher Co., North Charlotte, N. C., to be installed in the Travelers' Hotel at Greensboro, N. Carolina.

Through M. F. Kirkwood, to McGee & Drexler, Kansas City, Mo., 12 pair 9461 Rapidac Basin Cocks; 12 pair 9205 $\frac{1}{2}$ " Sink Bibbs N. P., and 12 9485 Bath Cocks, N. P. for the Goder Apartment.

88 pair D-11902 and 36 pair D-9487 Rapidac Bath Cocks with D-25076 Mueller-Stewart Supplies to be installed in the Almedo Hotel by Cunningham Plbg. Co., of Kansas City, Mo., Mr. Walter E. Davis, Owner. Clifton B. Sloan, architect.

800 D-8763 Basin Cocks; 36 D-8303 Basin Cocks; 24 D-8341 Bath Cocks with 25086 Couplings, and 6 D-9022 Sill Cocks to be installed in the Street Railway Building at Winnipeg, Manitoba, Canada. Chas. S.

Frost, Chicago, architect, with Pratt & Ross of Winnipeg as associates.

210 D-12902 Basin Cocks to the Atlas Supply Co., Muskogee, Okla., through Mr. Wasson, to be installed in a hotel being erected in Bartlesville, Okla., at a cost of \$210,000.00.

100 D-11904 Basin Cocks for the C. F. R. Office Building, Edmonton, Alta., Canada, through W. C. Heinrichs.

Mr. Heinrichs informs us that 300 Self-closing Basin Cocks will be installed in an addition to the Tegler Block at Edmonton, Alta., Canada. 100 of the same have been installed in this building for some time.

**IN THE MIST.**

The following personal appeared in the Sept. 10th issue of the paper. "In The Mist:"

"Miss Nellie Anheuser, Miss Edmee Anheuser and maid of St. Louis, Mr. William A. Lamb of Chicago, and Mr. F. B. Mueller of Decatur, Ill., formed a prominent motor car party who lunched at the Kaltenbach today and are enjoying the famous Niagara drives and boulevards on both sides of the river. The Misses Anheuser and Mr. Lamb have just motored down from Mackanac Island and Mr. Mueller joined them there."

**GOOD EXPORT ORDER.**

Mr. Hennessy of the New York force, secured a good export order, from the Mitsui Co., of New York City. The order included 15 No. 1 Tapping Machines and 5 No. 2 Tapping Machines complete.

**IN POLYTECHNIC SCHOOL.**

Under date of August 20th, we shipped Mr. H. D. Hubbs, 1156 3rd St., San Diego, California, 52 Only D-11902 Self-closing Basin Cocks for the Polytechnic School, San Diego, California.

**SALESMEN'S QUOTA.**

The Decatur salesmen who scored the highest per cent above their quota follow:

- 1—Andrews.
- 2—McCormick.
- 3—Clark.

THE COON HUNT.

Saturday evening, October 12th, the Annual Coon Hunt was held near Mt. Auburn, a village 20 miles south-west of Decatur. The party was made up almost entirely of Mueller office and factory employes, there being fewer outsiders than in previous years.

The hunting grounds was reached in automobiles and auto trucks.

After beating around the woods for an hour or so the coons were left to take care of themselves and the party returned to Mt. Auburn where supper was served in the basement of the Methodist church by the Ladies' Aid Society. The supper was a classic. Just such as you might expect in the country. There was spring chicken, heaps of it, bread like "mother baked." preserves, salads, pickles, potatoes, gravy, ice cream, cake and many other things.

After supper a minstrel show by Mueller talent was given in the town hall.

The last of the coon hunters returned to Decatur at 4:30 a. m.



TIPS ON BUSINESS.

House Organ Sizes Up The Present Situation.

"Tips," the house organ of the National Candy Company, says:

I had rather have good crops than a choice of president any day.

If everybody hasn't lost their nerve, there's going to be good, profitable business for everybody the balance of this year.

The business man who realizes that swapping dollars doesn't make him any friends is going to get busy and ask a profit on what he sells, and old Mother Nature is going to boost his game along and help him get it.

But, of course, at the clean-up, there is going to be a lot who didn't make good.

And there's going to be just two reasons why:

The first is that they lacked the entrails to get that which was justly theirs.

And the second is that they didn't give their customers the proper service.

The business is going to be there this

Fall just as sure as somebody is going to be elected President in November.

But whoever is elected can't keep the crops from growing, the farmers from harvesting and the good times from coming.

But, remember, you have to go and get it.

But, for the Lord's sake, don't give it away.

Most business men have gotten into the habit of believing that the only way to bring prosperity is to force sales at the expense of profit.

But there is nothing to it.

For the very simple reason that it is a well-established follow-up system for people who buy cheap to sell cheap.

Everybody is scared out of his senses, fearing what the other fellow is going to do.

This thing of going after the other fellow one better is like a pie-eating match, one is going to kill himself and the other is going to the hospital and when he gets well there will be no more pie on his bill of fare.

Money is plenty and cheap.

Corn prospects never were better.

And everyone is dead anxious to cut out the practice of doing business for nothing.

All it needs is for a fellow with nerve to start the ball-a-rolling and the rest will follow like a flock of sheep.

This is all good dope, Brother.

And I hope you'll go to it.

Be a sheep if necessary.

But get into the crowd.

There's enough for everybody.



FIBRE WASHERS FOR 1¼", 1½" AND 2" CORPORATION COCKS.

As shown by our bulletin SOF-279, dated 10-14-12, under Section B, the firm has decided to use fibre washers on all 1¼", 1½" and 2" corporation cocks instead of lead ring gaskets as heretofore. The principal reason for changing the lead ring gaskets is the fact that if there is any giving of the water mains the lead is contracted and will not again expand, thus causing leaks. The fibre washer will contract and expand with the main thus having a tight joint continuously.

Hereafter unless specific instructions are given to furnish lead ring gaskets the aboved sized corporation cocks will be furnished with fibre washers.