

L. M. Wagenseller

The Mueller Record

Vol. V

OCTOBER 25, 1915

No. 64

THE SAN FRANCISCO FAIR

And the Reasons Why We Did Not Show in the Plumbing Line.

One of our competitors is making much capital out of the awards secured at the Panama-Pacific Exposition. There is no way to counteract the claim publicly. Our salesmen, however, can present the facts to the trade when the subject is brought up or when the time seems opportune to bring it up. The Decatur office is in receipt of a letter from Manager Leary of the San Francisco office. He goes into detail in this matter and we want all our salesmen to read carefully what he says and keep the facts in mind. The principal points of his letter follow:

"Mr Adolph has explained that we made no general exhibit at the Panama-Pacific Exposition. Our competitor did. They had a very good corner space and went to considerable expense to put up a good showing and the exhibit is a very good one.

"The only exhibit we had was a small booth in the Collective Gas Exhibit in the same building, the Manufacturers. Now this exhibit was put in at the solicitation of the Gas Congress of America which comprises all of the Gas Associations in the U. S., and our exhibit should really have been confined entirely to gas goods, but we secured permission to put in Water Tapping Machines and Service Goods and also to exhibit our new Pedestal Fountain, and while we were at it we thought we would just put in a few plumbing brass goods, but we made no attempt whatever to put in a representative exhibit of the latter goods, neither did we have space, or really the right conditions to make even a satisfactory exhibit of the Gas and Water goods and we did not intend to make any claims for our plumbing brass goods.

"The only papers we put in for awards were on our Gas and Water Tapping Machines and Service Goods. (Corporation

and Curb Cocks, Clamps, Service Boxes and Regulators) for the conveying and controlling of water and gas at high and low pressure from the main to the building, and we were awarded a gold medal which was the highest award for these goods. Then we put in a paper on our Pedestal Fountain and on this we were awarded a Medal of Honor, the highest award given out.

"Now when the jury of awards on plumbing goods came to our exhibit in their preliminary visit to the booths they suggested that we put in a paper on plumbing brass goods as we were well known and the quality of our goods understood by the trade and even with our small exhibit they felt we should be given some recognition, and complying with their suggestion we put in a paper at the last minute making a claim on bath, basin and sink faucets, just in a general way and on this we were awarded a gold medal.

"Now our competitor in making his claims made separate paper for about ten different types of goods and was given about six awards. They were awarded the medal of honor on self closing work and on one or two other articles and from this down to a silver medal.

"For your information will say that the exhibit as a whole counted so many points in the award, probably 10, also the size of the exhibit counted some few points so you can readily see that with even the little opportunity we had of showing our water and gas goods and our drinking fountain, we were awarded the highest awards on these goods and we had no exhibit to speak of on plumbing brass goods and could not expect the award that our goods were entitled to had we had an exhibit that would compare with our competitor's. We are sending you under separate cover photo of our exhibit.

"Inasmuch as our competitor's representatives have been instructed as to their

awards compared with ours, we think it might be well that the Decatur factory office send a copy of this letter to Decatur salesmen, also the Sarnia plant may use the same to advantage, or a letter can be gotten out based on the information contained in this letter."



CRYSTAL PALACE APARTMENTS

The Crystal Palace Apartments at Oakland, Calif, of which the San Francisco office has just furnished us an illustrated descriptive circular, is said to be one of the finest houses of that character on the coast. In fact, judging from the description and illustrations, it will rank high among the apartment houses of the United States.

The interesting feature to us is found in the fact that this building is fitted throughout with Mueller goods. The tenants are thereby insured comfort, convenience and service in keeping with the general elegance of the structure.



FOURTH YEAR OF RECORD

This issue of the Record completes the fourth year of the publication. The November issue begins a new volume. In the years that this little paper has been published it has contained a considerable amount of information which will prove valuable for reference. For that reason we have determined to bind the copies of the Record into a plain substantial book, which will be kept in the office library for reference purposes.



OUR LEATHER CARRYING BAG

Manager Leary advises us of the sale of one leather carrying bag 23025 to an automobile repair man who said it was just exactly what he needed when going out on repair jobs. This may lead to other sales and may open up a new market for this article. This bag is a strictly high grade affair and doubtless there are many mechanics who could use it to good advantage.

THE BALL COCK CIRCULAR

It's Paving the Way for Pushing Business in This Line.

The ball cock circular going out with the Regulator Hanger to the entire plumbing trade, is bringing back quite a few orders, indicating that the trade is interested in this new article. We are convinced that the ball cock is going to create a big demand. The advertising matter which we are sending out has put the trade in a receptive frame of mind. While the trade is in that condition the salesman should push this article.

A first class ball cock is something the trade has been waiting for. Ball cocks have long been a source of worry and annoyance to plumbers, because of the noise they make and of the fact that they call for so many repairs. We feel that we have overcome both of these objections in the Mueller Silent Ball Cock and that it will become a big seller. The opportunity for business in this line should be taken advantage of by every salesman. Push this ball cock so that we may get it thoroughly introduced. If we are successful in introducing it we feel that we may build up a large business in this line.



GOING TO SOUTH AMERICA

Mr. Patterson, a new addition to the New York selling force, devoted three weeks to the main office and factory during October, getting acquainted with our methods and our line. He is preparing for an extended trip to South America in the interest of the Mueller company, and expects to be away about eight months.



POSITION WANTED

Mr. Charles Ross, who for many years has been superintendent of the Waterloo Water Works at Waterloo, N. Y., is no longer connected with that water company and is open for an engagement. Any of our salesmen hearing of an opening will please notify us so that we may put Mr. Ross in touch.

SALESMEN IN NEW YORK

Good Session Held By the Eastern Men Last Month.

In a letter concerning the recent meeting of the Eastern salesmen which was held in New York, Sept. 4, 5 and 6, and attended by Mr. Oscar and Mr. Fred, the former says:

"In further relation to the salesmen's meeting and your letter of the 21st inst., wish to state that we asked all of the salesmen to write us how they felt about having our annual New York salesmen's meeting in between the Decatur meeting, and whether or not it was beneficial, etc.

"We received Poole's letter of Sept. 12th. on this subject and he speaks of the meeting with a great deal of satisfaction.

"We also have letter from Fairfield, dated Sept. 18th, in which he brings up quite a few points as to the manner in which the New York meeting has many advantages over the Decatur meeting, and in other respects where the Decatur meeting is of more importance than the New York meeting, especially in relation to new things, demonstration work, etc.

We also have letter from Powers dated the 17th inst., pretty much on the same lines as the other remarks, but we have no other letters beside the three mentioned. The men at the close of the meeting stated verbally, and seemed to feel, that the New York meeting was of vital importance. It allowed us to do more work in less time, in fact several of the boys stated that the three days which we put in at this meeting in New York did them as much good as the entire week at Decatur, and they felt confident that it would be much less expensive, which of course is true. Now there is no doubt but that an annual salesmen's meeting at Decatur is very important and it is a good thing for all of us to get together once a year, at the same time a meeting in between at New York is not of great expense, it brings the men into the office in which they do business, it also brings them in contact with the various office people, and as Mr. Poole puts it as well as others, the fact that they did not meet the New York people and the fact that they have controversies back and forth by correspondence allows the salesman to feel that

the New York office is working against him instead of co-operating with him, and since they have come into the office, have gotten acquainted with the various people there, have been with them and worked with them, they are going away feeling better toward the office and feeling that the office is willing to do anything possible to help them in their work.

"There were a lot of good things brought out, some of which have already been taken up and others which will follow in other correspondence, but the general feeling seemed to be that the meeting was a big success.

"I regret that my time is so limited that I cannot think this all over carefully and write a good article for the Mueller Record, but I believe some mention should be made, and I believe you can get enough data from this letter, and letter which I wrote you on Sept. 7th, to make an article worth reading. "It would be well to mention particularly the fact that all of the men were requested to write on this subject and that only three, namely, Poole, Fairfield and Powers did so up to date."



SERVICE BOX SALES

The following comparative statement of sales of service boxes made by the Decatur and New York offices will prove interesting:

	Decatur	New York	
	1915	1915	1914
Mueller Boxes.....	15912	8179	5796
Buffalo Boxes.....	13430	*23140	16415
Roadway Boxes....	571
Valve Boxes	726
Peerless Boxes.....	627
Miscellaneous	306
Repair Lids.....	8977	4559	4057

*Includes Roadway boxes and Valve boxes.

The above report for Decatur does not include top sections, extension sections, bottom sections and covers. In this comparison we did not have convenient statistics for Decatur for the year 1914.



The brighter the individual the less apt he is to regard himself as a fixed star.

THE TAPPING MACHINE CONTEST

Figures to Date for the Decatur and New York Territory.

The tapping machine contest, so far as regards Decatur and New York territory, up to and including October 21, 1915, makes the following showing. The figures given for San Francisco are the same as published last month. Owing to failure of San Francisco to send in reports we are unable to supply their record to date. Publication of the Record has been delayed several days in the expectation that these figures would come to hand.

DECATUR—

Salesmen	Quota	Shipped	Percent
Bean	11	7	63.63
Beck	8	6	75
Cameron	12	14	116.66
Campbell	10	14	140
Cash	5	1	20
Clark	15	10	66.66
DuBois	18	13	72.22
Eggleston	20	15	75
Ford	19	17	89.47
Harte	11	16	145.14
Hays	22	18	81.81
Masters	10	11	110
McCormick	17	16	94.11
Moore	15	10	66.66
O'Dell	14	23	164.28
O'Rourke	15	4	26.66
Pedlow	10	4	40
Ross	17	24	141.17
Smith	16	13	81.2
Sullivan	10	9	90
Thornton	16	15	93.75
Whitney	11	7	63.63

NEW YORK—

Clark	6	10	167
Ford	15	21	140
Hennessy	9	13	144
McCarthy	6	6	100
Hastings	17	21	124
Poole	16	17	106
Caldwell	11	11	100
Powers	3	3	100
Sippell	5	6	120
Fairfield	12	9	75
DuPree	5	2	40
Hayes	8	4	50

SAN FRANCISCO—

Jett	6	9	150
------	---	---	-----

Haas	4	2	50
Shaw	4	0	0
Shimer	0	0	0
Leary	0	0	0

Some discrepancies in the Decatur figures may appear, but the record is being carefully checked up and we hope to have these straightened out by the next report. Six of the 22 Decatur salesmen have exceeded their quota. Two are within one machine of their quota and should be up with it by next month, and two are within two machines of it. One is within three machines of the mark and the others are ranged from 5 to 11 machines behind.

A little over two months remains in which to complete this contest. It is going to take some tall hustling for some of you salesmen to get there but every man from now on should put forth an extra effort to toe the mark. There is still lots of business in the water works field and the sales force certainly should not lose the slightest opportunity to get our share of it.



CUT PRICE AND PROFIT

Every Buyer Knows and Expects the Seller to Make a Profit.

Some salesmen seem to think that cutting prices until the profit is eliminated is the way to get business. If all salesmen did this no manufacturer would make money. It's not good business.

It's the aim of this company to make money on every order we fill. That's what we are in business for. That's why we succeed. Any house permitting a salesman to cut prices to the elimination of profit can't stay in business. If they still make money when their prices are cut to pieces it is self evident that the original prices were fictitious, made so as to permit a cut.

The fact is becoming generally recognized that the seller is entitled to a legitimate profit and that he does not demand anything unreasonable.

It is the aim of this company to give the buyer every advantage in price, consistent with the quality of the goods we supply. To do more than this would mean that we would have to cut the quality of the goods.

Some day the plumber is going to learn

that he gets just exactly what he pays for and that he can't buy high grade goods at the price he pays for inferior stuff.

The fact should be known to all that there is no secret magic in manufacturing which enables one company to make an article of equivalent value to that produced by another company, and sell it at a much less price.

It can't be done with the price of copper a matter of daily record. As a rule copper costs one manufacturer just as much as it does another. The brass formulae, the casting, etc., do not vary widely. The fundamental principles of brass casting are the same the country over. Therefore it is not possible for one man to make a quality of goods equal to Mueller and sell it at a profit for a much less price.

Whoever claims to do this is misrepresenting and misleading the customer.

Manufacturers who succeed must make a profit. Every plumber who succeeds must make a profit. The time is rapidly passing wherein any one believes that he is getting more value than the price calls for or that any sane person is in business to sell goods at their actual value or at a loss.



IS TRUE AS GOSPEL

There may not be much poetry, but there is a good deal of sense in the following lines extracted from the American Bulletin.

My friend, have you heard of the Town of
Yawn

On the banks of the River Slow,
Where blooms the Waitawhile flower fair
And the soft Goeasys grow?

It lies in the valley of Whatstheuse,

In the province of Letherslide,

That tired feeling is native there—

In the home of the listless Idontcare,

Where the Putitoffs abide.

The Putitoffs never make up their minds,

Intending to do it to-morrow;

And so they delay from day to day

Till business dwindles and profits decay,

And their days are full of sorrow.



Warsaw saw war!

CASE OF DECEPTION

Unfair to Palm Off Plain Compression as
the Quick Pression Kind.

We are advised from different sections that some competitors are fitting compression bibbs, basin cocks, etc., with side lever handles, and that these are being used in place of Rapidac. It is reported from some quarters that the trade seems willing to carry goods of this character just to satisfy customers who want quick pression work along this line.

To all such suggestions we have replied that we would not do this. In the first place this practice is a deception which will re-act on the manufacturers and plumbers who use it. If a customer wants Rapidac he is entitled to get Rapidac and not something that merely resembles it. There is no logical reason for trying to "put something over" on a customer. The moment he finds it out he will feel resentment against the plumber who misled him. Such practices as this mean another black eye to a trade that is fighting to get away from a reputation that has retarded it in past years. It is hard to imagine such a condition when the best men in the trade are fighting for higher ideals in business. The manufacturer who encourages this practice is not a real friend of the plumbing trade. No deception of this character can in any way benefit the plumber as an individual or as an organization.

We can have nothing to do with such practice. It will hurt all quick pression work. The deception is cheap and easily exposed because the mechanical principle of compression work, which is not adapted to lever handles, brands it as a fake. Our salesmen should at every opportunity point out to the trade that compression work made to look like quick pression, will not do the same work and that its true character cannot be long hidden. Also we should point out to the trade that a substitution of this kind will prove a boomerang and will hurt business in the end.



Willie—Paw, what is a reformer?

Paw—A reformer is a man who has a lot of fun seeing that other people do not have any fun, my son.

DECATUR ORDERS

From W. B. Young Supply Co., Kansas City, Mo., for the New Ridge Hotel in that city, for 180 D-11902 S. C. Basin Cocks.

From the U. S. Water & Steam Supply Co., at Kansas City, Mo., for the Baltimore Investment Co. Hotel, for 114 pair S. C. Basin Cocks.

From the Wm. Graham Co., of Chicago, for the Stock Exchange Bldg., of that city, 72 D-12901; 28 D-11903.

From the A. & M. College of A. & M. Miss., for the following goods: 12 6414; 6 3/8" 6163; 12 5/8" 4101; 12 D-8303; 6 D-11932; 6 sets 8794; 1 D-25510; 1 D-11915.

From Mr. M. T. Whitney for The Northwestern Military & Naval Academy at Zenda, Wis. for 156 D-11917 S. C. Basin Cocks.

From the W. H. Halsey Co., Milwaukee, Wis., for the Riverside High School at Milwaukee. 40 D-8781; 10 5/8" 3061; 3 3787.



NEW YORK ORDERS

Through C. T. Ford, to P. J. Barry Co., Baltimore, Md., to be installed in the Jewish Hospital, that city. 60 S. C. Basin Cocks and Bibbs.

Through Mr. Jos. A. Hayes, from the Ralph E. Weeks Co., Scranton, Pa., to be installed in the Hillside Home, at Clarke Summit, Pa.: 11 D-8405; 11 D-11703; 22 D-9108; 50 D-11916; 50 D-8763; 14 D-11915.

Through C. T. Ford from Wm. Hellbach, of Baltimore, for installation in the Bartlett-Haywood Gun Factory. 80 D-11901 S. C. Basin Cocks.

Through Mr. McCarthy from Koeneke Bros., Wildwood, N. J., for the Sheldon Hotel. 152 D-11906 Basin Cocks.

Through Mr. R. A. Poole, from the City of Anderson, South Carolina, for 42 D-25835 Sprink. & Flushing Hydrants. (They have also sold two of these to the City of Clearwater, Fla., 1 to the City of Miami, Fla., and 2 to the City of Sarasota, Fla.)

From W. B. Guimarin & Co., Columbia, S. C., for: 1 2" D-13160; with 14401 Strainer; 1 3" D-13163 with 14401 Strainer. These are for the new Public School at Columbia, S. C.

Through Mr. R. A. Poole from the

Southern States Sup. Co., Columbia, S. C., for the State Hospital for the Insane, Columbia: 52 D-11904; 14 1/2" D-11704.

From Howard C. Dixon, of Rocky Mount, N. C., for installation in the A. C. L. Railroad Station at Smithfield, N. C.; 6 D-11901 S. C. Basin Cocks. This customer and Mr. Poole have been working with Mr. M. H. Johnson, Supt. of the Buildings of the A. C. L. Railroad Co., and our Self Closing work will be used by them in the future entirely.

Through Jos. A. Hayes, from the Ralph E. Weeks Co., Scranton, Pa., to be installed in the First Nat'l Bank, for 20 D-11909 N. P. S. C. Basin Cocks.



SAN FRANCISCO ORDERS

Through C. J. G. Haas, from Bowles Co., Seattle, Wash., for 96 D-11915; 24 D-11703. These goods are to be installed in the Ballard High School, Seattle.

From Seattle Pibg. Supply Co., for the Arctic Club Bldg., for 1 4" D-13160 and 1 4" D-14401.

From A. Hambach Co., to be used at Fort Casey, Wash., 82 D-11902 Cocks. Also for the W. H. Maud Hotel Bldg., Seattle, Wash., 62 D-11902 S. C. Basin Cocks.

From the Crane Co., Seattle, Wash., for the Brunswick Hotel, Bellingham, Wash., 52 N. P. D-11915. Also the following goods for the Thomas Apartments, Seattle: 19 D-10277; 38 D-8303; 38 D-8005; 8 D-9072.

Through Mr. W. L. Jett, from the N. O. Nelson Mfg. Co., Los Angeles, for the Zeigler Hotel, Anaheim, Cal.: 12 D-8005; 8 D-10286; 24 D-8646.



CHANGE OF ADDRESS

Mr. Haas has changed his headquarters address to The Villa St. Clara Apartments, 12th and Taylor Sts., Portland, re. 'phone, Main 6046. Bulletin will be issued soon taking care of same.



SOLD NO. 24 MACHINE

Sarnia has made a sale of a No 24 Drilling Machine to the city of Sarnia, complete with 2, 4 and 6" cutters.

WHIPLASH SALESMANSHIP

Confidence is the stone upon which successful merchandising must be built. Suspicion and distrust are the rocks that wreck the ship of sales.

Impress thoroughly upon every member of your organization the folly of trying to deceive a customer, and the necessity of applying the golden rule in selling goods.

In some lines the boss wields a whip that is a very dangerous weapon in its effect upon his business. This whip takes the form of tongue lashing and "call down" for the clerk who fails to make a sale.

Spurred on by the thought of such a "hawling-out," who work under such a system will misrepresent and sell goods that will not fulfill the requirements of a customer, rather than lose the sale.

Is the house a gainer by this system? Assuredly not. It breeds dissatisfaction among customers and sends them elsewhere to trade. Reliability is a great asset and reliability extends beyond the goods and includes the dependence which can be placed upon the word and recommendation of those in that house.

The whiplash of a sales overseer who does not look beyond the moment is an incentive to deceit and misrepresentation. It develops men who are untruthful and undependable. It puts service and future profits secondary to immediate gain. It tears down the structure of business faster than intelligent effort can build.

Train your clerks to common honesty and the winning of the customer's respect, confidence and friendship. This can only be accomplished by impressing upon them the necessity of knowing the goods and the stock thoroughly and treating customers as they would be treated themselves. It is manifestly poor policy to sell goods that you know will not satisfy merely because you are able to make the sale. It is an entirely different matter from selling goods that you feel the customer should have but for which he had not expected to spend as much money as you suggest. One method is sales sandbagging—the other is sales service through persuasion.

By all means put enthusiasm into sales and take as much of the customer's money as you can by creating a genuine desire.

But do not let your enthusiasm run away with you to the extent of making extravagant and misleading statements that lessen the customer's respect for you and the house later on. "A bird in the hand" is not always worth "two in the bush" and a good name is an almost sure avenue to business success.—The Coach.



SILVER OR "MORE LEAD"?

Dr. Harvey W. Wiley told in an address in Washington a story which runs as follows:

"There was a man," he said, "who manufactured so-called silver spoons. A dealer bought largely from him, but was always clamoring for a lower price. "But I can't lower the price," the manufacturer would say, "unless I put in more lead!"

"All right—more lead by all means," thus the dealer would reply.

"The other week the dealer wired that he would take an enormous consignment if the price were cut another 10 per cent.

"I can't cut the price another penny," the manufacturer wired back.

"Put in more lead," wired the dealer.

"Impossible," was the manufacturer's reply. "Last lot I shipped you were ALL LEAD."

And so it is with some people. They are constantly clamoring for a lower price and forcing the manufacturer to put in "more lead." When you beat the manufacturer down in price you force him to sell you inferior goods.



EXPECTED HOME

Mr. and Mrs. Robert Mueller, who have been on the coast for a month or more will be home during the coming week. After attending the National Gas Institute at San Francisco they made a short trip into Mexico and then went up the coast to Portland, Seattle, etc., and came home through Canada. Mr. Robert stopped in Canada for a day or so to inspect his farming land.



When a business is on a scientific and economical basis, there is little or no inducement to a dishonest policy.

MENTAL CAPITAL

What About the Man Who Conceives an Idea and Puts It Over.

In the balance sheet of the Ford Motor Company there is no entry of the item "Henry Ford." There is no place for the entry among the assets—plant, real estate, investments, current accounts, cash. The same is true of the liabilities—capital stock, current accounts, surplus. Nowhere on either side of the account is there a hint of one man's mind as the source of the two thousand four hundred per cent profit. That is not so surprising as it seems, for the standard economist also leaves it out in all his theories of the distribution of the product of the combination of land, labor and capital.

Cases like that of the Ford Motor Company raise the entire question of the place of the mind in economics. Some representatives of labor claim that labor produces all, and demand all as its reward. Labor extremists, and social reformers of several sorts, would allow nothing for capital's share, or for land. Still less would these representatives of labor make due allowance for mind. Yet is it not fair to ask whether the Ford Motor Company was created chiefly by labor or by mind? It was not created by capital, for it provided its own capital as it went along, evolving it out of its own processes. Land was used, but it was paid for by the operations of the concern. The labor also was paid generously, even extravagantly, on any basis of economic computation. Thus land, labor, and capital are eliminated from the search for what has been called the "miracle" of the Ford Motor Company. It is necessary to believe that mind was the chief factor in the creation of the company. Without the mind of Henry Ford there would have been no such company, and therefore no two thousand four hundred per cent dividend.

The case is discussed because it is typical, lying at the root of the modern industrial system. We are asked to revise our institutions because some are hungry while others are overpaid, because some are unemployed, because there is not the amount of happiness and content promised by promoters of many means for producing mil-

lenniums. It would be easy to forbid and prevent two thousand four hundred per cent dividends, but would that produce a better condition of affairs? Is the prevention of overpayment the same thing as the prevention of underpayment? Are the abolition of wealth and poverty synonymous? Is it possible to conceive of any institutions which shall compel prosperity for greater numbers than now are allowed to enjoy such prosperity as they are able to achieve for themselves under conditions the same for all? Ford is but one among those who have made fortunes rivaling his, and by the capitalization of mind. Among them may be mentioned Carnegie, Schwab, Vail, Edison, and others. Their fortunes are greatly above their per capita shares of the national wealth, but is it unjust that they should receive them?—New York Times.



THE ROAD TO LEARNING

The very process of acquiring knowledge is a privilege and a blessing. It used to be said that there was no royal road to learning; it would be more true to say that the avenues leading to it are all royal—Lord Avebury.



CLOSE THINKERS EXPOSE LIES

Brave men have dared to examine lies which had long been taught, not because they were free-thinkers, but because they were such stern and close thinkers that the lie could not longer escape them—Ruskin.



Philo—Did you say window or widow?

Sopher—I said window; but they are both very much alike.

Philo—How so?

Sopher—When I get near either of them I always look out.—Judge.



Professor (in history)—"How was Alexander III of Russia killed?"

Freshman—By a bomb.

Professor—How do you account for that?

Freshman—It exploded.

The Mueller Record

VOL. V

OCTOBER 25, 1915

No. 64

THE SAN FRANCISCO FAIR

And the Reasons Why We Did Not Show in the Plumbing Line.

One of our competitors is making much capital out of the awards secured at the Panama-Pacific Exposition. There is no way to counteract the claim publicly. Our salesmen, however, can present the facts to the trade when the subject is brought up or when the time seems opportune to bring it up. The Decatur office is in receipt of a letter from Manager Leary of the San Francisco office. He goes into detail in this matter and we want all our salesmen to read carefully what he says and keep the facts in mind. The principal points of his letter follow:

"Mr Adolph has explained that we made no general exhibit at the Panama-Pacific Exposition. Our competitor did. They had a very good corner space and went to considerable expense to put up a good showing and the exhibit is a very good one.

"The only exhibit we had was a small booth in the Collective Gas Exhibit in the same building, the Manufacturers. Now this exhibit was put in at the solicitation of the Gas Congress of America which comprises all of the Gas Associations in the U. S., and our exhibit should really have been confined entirely to gas goods, but we secured permission to put in Water Tapping Machines and Service Goods and also to exhibit our new Pedestal Fountain, and while we were at it we thought we would just put in a few plumbing brass goods, but we made no attempt whatever to put in a representative exhibit of the latter goods, neither did we have space, or really the right conditions to make even a satisfactory exhibit of the Gas and Water goods and we did not intend to make any claims for our plumbing brass goods.

"The only papers we put in for awards were on our Gas and Water Tapping Machines and Service Goods (Corporation

and Curb Cocks, Clamps, Service Boxes and Regulators) for the conveying and controlling of water and gas at high and low pressure from the main to the building, and we were awarded a gold medal which was the highest award for these goods. Then we put in a paper on our Pedestal Fountain and on this we were awarded a Medal of Honor, the highest award given out.

"Now when the jury of awards on plumbing goods came to our exhibit in their preliminary visit to the booths they suggested that we put in a paper on plumbing brass goods as we were well known and the quality of our goods understood by the trade and even with our small exhibit they felt we should be given some recognition, and complying with their suggestion we put in a paper at the last minute making a claim on bath, basin and sink faucets, just in a general way and on this we were awarded a gold medal.

"Now our competitor in making his claims made separate paper for about ten different types of goods and was given about six awards. They were awarded the medal of honor on self closing work and on one or two other articles and from this down to a silver medal.

"For your information will say that the exhibit as a whole counted so many points in the award, probably 10, also the size of the exhibit counted some few points so you can readily see that with even the little opportunity we had of showing our water and gas goods and our drinking fountain, we were awarded the highest awards on these goods and we had no exhibit to speak of on plumbing brass goods and could not expect the award that our goods were entitled to had we had an exhibit that would compare with our competitor's. We are sending you under separate cover photo of our exhibit.

"Inasmuch as our competitor's representatives have been instructed as to their

awards compared with ours, we think it might be well that the Decatur factory office send a copy of this letter to Decatur salesmen, also the Sarnia plant may use the same to advantage, or a letter can be gotten out based on the information contained in this letter."



CRYSTAL PALACE APARTMENTS

The Crystal Palace Apartments at Oakland, Calif., of which the San Francisco office has just furnished us an illustrated descriptive circular, is said to be one of the finest houses of that character on the coast. In fact, judging from the description and illustrations, it will rank high among the apartment houses of the United States.

The interesting feature to us is found in the fact that this building is fitted throughout with Mueller goods. The tenants are thereby insured comfort, convenience and service in keeping with the general elegance of the structure.



FOURTH YEAR OF RECORD

This issue of the Record completes the fourth year of the publication. The November issue begins a new volume. In the years that this little paper has been published it has contained a considerable amount of information which will prove valuable for reference. For that reason we have determined to bind the copies of the Record into a plain substantial book, which will be kept in the office library for reference purposes.



OUR LEATHER CARRYING BAG

Manager Leary advises us of the sale of one leather carrying bag 23025 to an automobile repair man who said it was just exactly what he needed when going out on repair jobs. This may lead to other sales and may open up a new market for this article. This bag is a strictly high grade affair and doubtless there are many mechanics who could use it to good advantage.

THE BALL COCK CIRCULAR

It's Paving the Way for Pushing Business in This Line.

The ball cock circular going out with the Regulator Hanger to the entire plumbing trade, is bringing back quite a few orders, indicating that the trade is interested in this new article. We are convinced that the ball cock is going to create a big demand. The advertising matter which we are sending out has put the trade in a receptive frame of mind. While the trade is in that condition the salesman should push this article.

A first class ball cock is something the trade has been waiting for. Ball cocks have long been a source of worry and annoyance to plumbers, because of the noise they make and of the fact that they call for so many repairs. We feel that we have overcome both of these objections in the Mueller Silent Ball Cock and that it will become a big seller. The opportunity for business in this line should be taken advantage of by every salesman. Push this ball cock so that we may get it thoroughly introduced. If we are successful in introducing it we feel that we may build up a large business in this line.



GOING TO SOUTH AMERICA

Mr. Patterson, a new addition to the New York selling force, devoted three weeks to the main office and factory during October, getting acquainted with our methods and our line. He is preparing for an extended trip to South America in the interest of the Mueller company, and expects to be away about eight months.



POSITION WANTED

Mr. Charles Ross, who for many years has been superintendent of the Waterloo Water Works at Waterloo, N. Y., is no longer connected with that water company and is open for an engagement. Any of our salesmen hearing of an opening will please notify us so that we may put Mr. Ross in touch.

SALESMEN IN NEW YORK

Good Session Held By the Eastern Men Last Month.

In a letter concerning the recent meeting of the Eastern salesmen which was held in New York, Sept. 4, 5 and 6, and attended by Mr. Oscar and Mr. Fred, the former says:

"In further relation to the salesmen's meeting and your letter of the 21st inst., wish to state that we asked all of the salesmen to write us how they felt about having our annual New York salesmen's meeting in between the Decatur meeting, and whether or not it was beneficial, etc.

"We received Poole's letter of Sept. 12th, on this subject and he speaks of the meeting with a great deal of satisfaction.

"We also have letter from Fairfield, dated Sept. 18th, in which he brings up quite a few points as to the manner in which the New York meeting has many advantages over the Decatur meeting, and in other respects where the Decatur meeting is of more importance than the New York meeting, especially in relation to new things, demonstration work, etc.

We also have letter from Powers dated the 17th inst., pretty much on the same lines as the other remarks, but we have no other letters beside the three mentioned. The men at the close of the meeting stated verbally, and seemed to feel, that the New York meeting was of vital importance. It allowed us to do more work in less time, in fact several of the boys stated that the three days which we put in at this meeting in New York did them as much good as the entire week at Decatur, and they felt confident that it would be much less expensive, which of course is true. Now there is no doubt but that an annual salesmen's meeting at Decatur is very important and it is a good thing for all of us to get together once a year, at the same time a meeting in between at New York is not of great expense, it brings the men into the office in which they do business, it also brings them in contact with the various office people, and as Mr. Poole puts it as well as others, the fact that they did not meet the New York people and the fact that they have controversies back and forth by correspondence allows the salesman to feel that

the New York office is working against him instead of co-operating with him, and since they have come into the office, have gotten acquainted with the various people there, have been with them and worked with them, they are going away feeling better toward the office and feeling that the office is willing to do anything possible to help them in their work.

"There were a lot of good things brought out, some of which have already been taken up and others which will follow in other correspondence, but the general feeling seemed to be that the meeting was a big success.

"I regret that my time is so limited that I cannot think this all over carefully and write a good article for the Mueller Record, but I believe some mention should be made, and I believe you can get enough data from this letter, and letter which I wrote you on Sept. 7th, to make an article worth reading. "It would be well to mention particularly the fact that all of the men were requested to write on this subject and that only three, namely, Poole, Fairfield and Powers did so up to date."



SERVICE BOX SALES

The following comparative statement of sales of service boxes made by the Decatur and New York offices will prove interesting:

	Decatur	New York	
	1915	1915	1914
Mueller Boxes.....	15912	8179	5796
Buffalo Boxes.....	13430	*23140	16415
Roadway Boxes....	571
Valve Boxes	726
Peerless Boxes.....	627
Miscellaneous	306
Repair Lids.....	8977	4559	4057

*Includes Roadway boxes and Valve boxes.

The above report for Decatur does not include top sections, extension sections, bottom sections and covers. In this comparison we did not have convenient statistics for Decatur for the year 1914.



The brighter the individual the less apt he is to regard himself as a fixed star.

THE MUELLER RECORD

THE TAPPING MACHINE CONTEST

Figures to Date for the Decatur and New York Territory.

The tapping machine contest, so far as regards Decatur and New York territory, up to and including October 21, 1915, makes the following showing. The figures given for San Francisco are the same as published last month. Owing to failure of San Francisco to send in reports we are unable to supply their record to date. Publication of the Record has been delayed several days in the expectation that these figures would come to hand.

DECATUR—

Salesmen	Quota	Shipped	Percent
Bean	11	7	63.63
Beck	8	6	75
Cameron	12	14	116.66
Campbell	10	14	140
Cash	5	1	20
Clark	15	10	66.66
DuBois	18	13	72.22
Eggleston	20	15	75
Ford	19	17	89.47
Harte	11	16	145.14
Hays	22	18	81.81
Masters	10	11	110
McCormick	17	16	94.11
Moore	15	10	66.66
O'Dell	14	23	164.28
O'Rourke	15	4	26.66
Pedlow	10	4	40
Ross	17	24	141.17
Smith	16	13	81.2
Sullivan	10	9	90
Thornton	16	15	93.75
Whitney	11	7	63.63

NEW YORK—

Clark	6	10	167
Ford	15	21	140
Hennessy	9	13	144
McCarthy	6	6	100
Hastings	17	21	124
Poole	16	17	106
Caldwell	11	11	100
Powers	3	3	100
Sippell	5	6	120
Fairfield	12	9	75
DuPree	5	2	40
Hayes	8	4	50

SAN FRANCISCO—

Jett	6	9	150
------	---	---	-----

Haas	4	2	50
Shaw	4	0	0
Shimer	0	0	0
Leary	0	0	0

Some discrepancies in the Decatur figures may appear, but the record is being carefully checked up and we hope to have these straightened out by the next report. Six of the 22 Decatur salesmen have exceeded their quota. Two are within one machine of their quota and should be up with it by next month, and two are within two machines of it. One is within three machines of the mark and the others are ranged from 5 to 11 machines behind.

A little over two months remains in which to complete this contest. It is going to take some tall hustling for some of you salesmen to get there but every man from now on should put forth an extra effort to toe the mark. There is still lots of business in the water works field and the sales force certainly should not lose the slightest opportunity to get our share of it.



CUT PRICE AND PROFIT

Every Buyer Knows and Expects the Seller to Make a Profit.

Some salesmen seem to think that cutting prices until the profit is eliminated is the way to get business. If all salesmen did this no manufacturer would make money. It's not good business.

It's the aim of this company to make money on every order we fill. That's what we are in business for. That's why we succeed. Any house permitting a salesman to cut prices to the elimination of profit can't stay in business. If they still make money when their prices are cut to pieces it is self evident that the original prices were fictitious, made so as to permit a cut.

The fact is becoming generally recognized that the seller is entitled to a legitimate profit and that he does not demand anything unreasonable.

It is the aim of this company to give the buyer every advantage in price, consistent with the quality of the goods we supply. To do more than this would mean that we would have to cut the quality of the goods.

Some day the plumber is going to learn

that he gets just exactly what he pays for and that he can't buy high grade goods at the price he pays for inferior stuff.

The fact should be known to all that there is no secret magic in manufacturing which enables one company to make an article of equivalent value to that produced by another company, and sell it at a much less price.

It can't be done with the price of copper a matter of daily record. As a rule copper costs one manufacturer just as much as it does another. The brass formulae, the casting, etc., do not vary widely. The fundamental principles of brass casting are the same the country over. Therefore it is not possible for one man to make a quality of goods equal to Mueller and sell it at a profit for a much less price.

Whoever claims to do this is misrepresenting and misleading the customer.

Manufacturers who succeed must make a profit. Every plumber who succeeds must make a profit. The time is rapidly passing wherein any one believes that he is getting more value than the price calls for or that any sane person is in business to sell goods at their actual value or at a loss.



IS TRUE AS GOSPEL

There may not be much poetry, but there is a good deal of sense in the following lines extracted from the American Bulletin.

My friend, have you heard of the Town of Yawn

On the banks of the River Slow,
Where blooms the Waitawhile flower fair
And the soft Goeasys grow?

It lies in the valley of Whatstheuse,

In the province of Letherslide,

That tired feeling is native there—

In the home of the listless Idontcare,

Where the Putitoffs abide.

The Putitoffs never make up their minds,

Intending to do it to-morrow;

And so they delay from day to day

Till business dwindles and profits decay.

And their days are full of sorrow.



Warsaw saw war!

CASE OF DECEPTION

Unfair to Palm Off Plain Compression as the Quick Pression Kind.

We are advised from different sections that some competitors are fitting compression bibbs, basin cocks, etc., with side lever handles, and that these are being used in place of Rapidac. It is reported from some quarters that the trade seems willing to carry goods of this character just to satisfy customers who want quick pression work along this line.

To all such suggestions we have replied that we would not do this. In the first place this practice is a deception which will re-act on the manufacturers and plumbers who use it. If a customer wants Rapidac he is entitled to get Rapidac and not something that merely resembles it. There is no logical reason for trying to "put something over" on a customer. The moment he finds it out he will feel resentment against the plumber who misled him. Such practices as this mean another black eye to a trade that is fighting to get away from a reputation that has retarded it in past years. It is hard to imagine such a condition when the best men in the trade are fighting for higher ideals in business. The manufacturer who encourages this practice is not a real friend of the plumbing trade. No deception of this character can in any way benefit the plumber as an individual or as an organization.

We can have nothing to do with such practice. It will hurt all quick pression work. The deception is cheap and easily exposed because the mechanical principle of compression work, which is not adapted to lever handles, brands it as a fake. Our salesmen should at every opportunity point out to the trade that compression work made to look like quick'pression, will not do the same work and that its true character cannot be long hidden. Also we should point out to the trade that a substitution of this kind will prove a boomerang and will hurt business in the end.



Willie—Paw, what is a reformer?

Paw—A reformer is a man who has a lot of fun seeing that other people do not have any fun, my son.

DECATUR ORDERS

From W. B. Young Supply Co., Kansas City, Mo., for the New Ridge Hotel in that city, for 180 D-11902 S. C. Basin Cocks.

From the U. S. Water & Steam Supply Co., at Kansas City, Mo., for the Baltimore Investment Co. Hotel, for 114 pair S. C. Basin Cocks.

From the Wm. Graham Co., of Chicago, for the Stock Exchange Bldg., of that city. 72 D-12901; 28 D-11903.

From the A. & M. College of A. & M., Miss., for the following goods: 12 6414: 6 $\frac{5}{8}$ " 6163; 12 $\frac{5}{8}$ " 4101; 12 D-8303; 6 D-11932; 6 sets 8794; 1 D-25510; 1 D-11915.

From Mr. M. T. Whitney for The Northwestern Military & Naval Academy at Zenda, Wis. for 156 D-11917 S. C. Basin Cocks.

From the W. H. Halsey Co., Milwaukee, Wis., for the Riverside High School at Milwaukee. 40 D-8781; 10 $\frac{5}{8}$ " 3061; 3 3787.



NEW YORK ORDERS

Through C. T. Ford, to P. J. Barry Co., Baltimore, Md., to be installed in the Jewish Hospital, that city. 60 S. C. Basin Cocks and Bibbs.

Through Mr. Jos. A. Hayes, from the Ralph E. Weeks Co., Scranton, Pa., to be installed in the Hillside Home, at Clarke Summit, Pa.: 11 D-8405; 11 D-11703; 22 D-9108; 50 D-11916; 50 D-8763; 14 D-11915.

Through C. T. Ford from Wm. Hellbach, of Baltimore, for installation in the Bartlett-Haywood Gun Factory. 80 D-11901 S. C. Basin Cocks.

Through Mr. McCarthy from Koeneke Bros., Wildwood, N. J., for the Sheldon Hotel. 152 D-11906 Basin Cocks.

Through Mr. R. A. Poole, from the City of Anderson, South Carolina, for 42 D-25835 Sprink. & Flushing Hydrants. (They have also sold two of these to the City of Clearwater, Fla., 1 to the City of Miami, Fla., and 2 to the City of Sarasota, Fla.)

From W. B. Guimarin & Co., Columbia, S. C. for: 1 2" D-13160; with 14401 Strainer; 1 3" D-13163 with 14401 Strainer. These are for the new Public School at Columbia, S. C.

Through Mr. R. A. Poole from the

Southern States Sup. Co., Columbia, S. C., for the State Hospital for the Insane, Columbia: 52 D-11904; 14 $\frac{1}{2}$ " D-11704.

From Howard C. Dixon, of Rocky Mount, N. C., for installation in the A. C. L. Railroad Station at Smithfield, N. C.; 6 D-11901 S. C. Basin Cocks. This customer and Mr. Poole have been working with Mr. M. H. Johnson, Supt. of the Buildings of the A. C. L. Railroad Co., and our Self Closing work will be used by them in the future entirely.

Through Jos. A. Hayes, from the Ralph E. Weeks Co., Scranton, Pa. to be installed in the First Nat'l Bank, for 20 D-11909 N. P. S. C. Basin Cocks.



SAN FRANCISCO ORDERS

Through C. J. G. Haas, from Bowles Co., Seattle, Wash., for 96 D-11915; 24 D-11703. These goods are to be installed in the Ballard High School, Seattle.

From Seattle Plbg. Supply Co., for the Arctic Club Bldg., for 1 4" D-13160 and 1 4" D-14401.

From A. Hambach Co., to be used at Fort Casey, Wash., 82 D-11902 Cocks. Also for the W. H. Maud Hotel Bldg., Seattle, Wash., 62 D-11902 S. C. Basin Cocks.

From the Crane Co., Seattle, Wash., for the Brunswick Hotel, Bellingham, Wash., 52 N. P. D-11915. Also the following goods for the Thomas Apartments, Seattle: 19 D-10277; 38 D-8303; 38 D-8005; 8 D-9072.

Through Mr. W. L. Jett, from the N. O. Nelson Mfg Co., Los Angeles, for the Zeigler Hotel, Anaheim, Cal.: 12 D-8005; 8 D-10286; 24 D-8646.



CHANGE OF ADDRESS

Mr. Haas has changed his headquarters address to The Villa St. Clara Apartments, 12th and Taylor Sts., Portland, re., 'phone Main 6046. Bulletin will be issued soon taking care of same.



SOLD NO. 24 MACHINE

Sarnia has made a sale of a No 24 Drilling Machine to the city of Sarnia, complete with 2, 4 and 6" cutters.

WHIPLASH SALESMANSHIP

Confidence is the stone upon which successful merchandising must be built. Suspicion and distrust are the rocks that wreck the ship of sales.

Impress thoroughly upon every member of your organization the folly of trying to deceive a customer, and the necessity of applying the golden rule in selling goods.

In some lines the boss wields a whip that is a very dangerous weapon in its effect upon his business. This whip takes the form of tongue lashing and "call down" for the clerk who fails to make a sale.

Spurred on by the thought of such a "bawling-out," who work under such a system will misrepresent and sell goods that will not fulfill the requirements of a customer, rather than lose the sale.

Is the house a gainer by this system? Assuredly not. It breeds dissatisfaction among customers and sends them elsewhere to trade. Reliability is a great asset and reliability extends beyond the goods and includes the dependence which can be placed upon the word and recommendation of those in that house.

The whiplash of a sales overseer who does not look beyond the moment is an incentive to deceit and misrepresentation. It develops men who are untruthful and undependable. It puts service and future profits secondary to immediate gain. It tears down the structure of business faster than intelligent effort can build.

Train your clerks to common honesty and the winning of the customer's respect, confidence and friendship. This can only be accomplished by impressing upon them the necessity of knowing the goods and the stock thoroughly and treating customers as they would be treated themselves. It is manifestly poor policy to sell goods that you know will not satisfy merely because you are able to make the sale. It is an entirely different matter from selling goods that you feel the customer should have but for which he had not expected to spend as much money as you suggest. One method is sales sandbagging—the other is sales service through persuasion.

By all means put enthusiasm into sales and take as much of the customer's money as you can by creating a genuine desire.

But do not let your enthusiasm run away with you to the extent of making extravagant and misleading statements that lessen the customer's respect for you and the house later on. "A bird in the hand" is not always worth "two in the bush" and a good name is an almost sure avenue to business success.—The Coach.



SILVER OR "MORE LEAD"?

Dr. Harvey W. Wiley told in an address in Washington a story which runs as follows:

"There was a man," he said, "who manufactured so-called silver spoons. A dealer bought largely from him, but was always clamoring for a lower price. "But I can't lower the price," the manufacturer would say, "unless I put in more lead!"

"All right—more lead by all means," thus the dealer would reply.

"The other week the dealer wired that he would take an enormous consignment if the price were cut another 10 per cent.

"I can't cut the price another penny," the manufacturer wired back.

"Put in more lead," wired the dealer.

"Impossible," was the manufacturer's reply. "Last lot I shipped you were ALL LEAD."

And so it is with some people. They are constantly clamoring for a lower price and forcing the manufacturer to put in "more lead." When you beat the manufacturer down in price you force him to sell you inferior goods.



EXPECTED HOME

Mr. and Mrs. Robert Mueller, who have been on the coast for a month or more will be home during the coming week. After attending the National Gas Institute at San Francisco they made a short trip into Mexico and then went up the coast to Portland, Seattle, etc., and came home through Canada. Mr. Robert stopped in Canada for a day or so to inspect his farming land.



When a business is on a scientific and economical basis, there is little or no inducement to a dishonest policy.

MENTAL CAPITAL

What About the Man Who Conceives an Idea and Puts It Over.

In the balance sheet of the Ford Motor Company there is no entry of the item "Henry Ford." There is no place for the entry among the assets—plant, real estate, investments, current accounts, cash. The same is true of the liabilities—capital stock, current accounts, surplus. Nowhere on either side of the account is there a hint of one man's mind as the source of the two thousand four hundred per cent profit. That is not so surprising as it seems, for the standard economist also leaves it out in all his theories of the distribution of the product of the combination of land, labor and capital.

Cases like that of the Ford Motor Company raise the entire question of the place of the mind in economics. Some representatives of labor claim that labor produces all, and demand all as its reward. Labor extremists, and social reformers of several sorts, would allow nothing for capital's share, or for land. Still less would these representatives of labor make due allowance for mind. Yet is it not fair to ask whether the Ford Motor Company was created chiefly by labor or by mind? It was not created by capital, for it provided its own capital as it went along, evolving it out of its own processes. Land was used, but it was paid for by the operations of the concern. The labor also was paid generously, even extravagantly, on any basis of economic computation. Thus land, labor, and capital are eliminated from the search for what has been called the "miracle" of the Ford Motor Company. It is necessary to believe that mind was the chief factor in the creation of the company. Without the mind of Henry Ford there would have been no such company, and therefore no two thousand four hundred per cent dividend.

The case is discussed because it is typical, lying at the root of the modern industrial system. We are asked to revise our institutions because some are hungry while others are overpaid, because some are unemployed, because there is not the amount of happiness and content promised by promoters of many means for producing mil-

lenniums. It would be easy to forbid and prevent two thousand four hundred per cent dividends, but would that produce a better condition of affairs? Is the prevention of overpayment the same thing as the prevention of underpayment? Are the abolition of wealth and poverty synonymous? Is it possible to conceive of any institutions which shall compel prosperity for greater numbers than now are allowed to enjoy such prosperity as they are able to achieve for themselves under conditions the same for all? Ford is but one among those who have made fortunes rivaling his, and by the capitalization of mind. Among them may be mentioned Carnegie, Schwab, Vail, Edison, and others. Their fortunes are greatly above their per capita shares of the national wealth, but is it unjust that they should receive them?—New York Times.



THE ROAD TO LEARNING

The very process of acquiring knowledge is a privilege and a blessing. It used to be said that there was no royal road to learning; it would be more true to say that the avenues leading to it are all royal—Lord Avebury.



CLOSE THINKERS EXPOSE LIES

Brave men have dared to examine lies which had long been taught, not because they were free-thinkers, but because they were such stern and close thinkers that the lie could not longer escape them—Ruskin.



Philo—Did you say window or widow?
Sopher—I said window; but they are both very much alike.
Philo—How so?
Sopher—When I get near either of them I always look out.—Judge.



Professor (in history)—"How was Alexander III of Russia killed?
Freshman—By a bomb.
Professor—How do you account for that?
Freshman—It exploded.