

The Mueller Record

Vol. I

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No. 14

The Meter Tester Campaign has been extended to December 1st. It will close then. This is final.

In beginning this campaign we did not fully realize the possibilities and made the time too short. Then again so many promising prospects have developed that it would be unwise to permit the undertaking to end before they have been thoroughly worked over.

The sale of eight testers, seven in the Decatur and one in the New York territory has been the net result of the campaign.

In addition, however, we have stirred up 296 prospects in Decatur territory and quite a number in New York territory. Therefore we have remaining many chances to make sales before December 1st.

We are confident of a good business yet to come, but we must keep after every prospect while the trail is hot.

The record of sales to date follows:
Whitney—Galesburg, Ill., and Kenosha, Wis.

Smith—McKeesport, Pa., and Charleston, W. Va.

Heinrichs—Jamestown, N. Dak.

Leary—Springfield, Ill.

Caldwell—Portland, Me.

Jett—Manhattan, Kan.

The trade was never in more receptive mood for successfully pushing the sale of testers. That fact is demonstrated by the large number of prospects brought to light. We have maintained an incessant bombardment of the trade, using strong letters, circulars, booklets and post cards, and we shall keep after every prospect until the sunset-gun on December 1st.

The interest of water works men and city officials all over the country will be further augmented by the coming municipal congress which is to be held at Chicago from September 19 to 30th,

attracting city officials from all over the world. Water works men, commissioners and mayors of American municipalities will be there in large numbers, and hundreds of these will see the Mueller Water Meter Tester demonstrated at the booth of the City of Des Moines, Ia. They will see a practical demonstration which is certain to leave a favorable impression on their minds.

You men on the fring line are in close touch, and we want you to concentrate your energies on every water works man who has a vulnerable spot.

Make him realize we are doing him a favor by providing a means for detecting and correcting an expensive leak: that it is his interest that is to be subserved: that it is not merely our desire to make a sale that he should consider but the unquestioned benefit that a tester will prove to him. That's the point for him to think on.

He will be securing a means that will put him on the safe side, save money, give his exact knowledge, put an end to complaints, convince customers that their kicks are groundless, show to him that 99 out of 100 meters are against him, eliminate waste and thereby save unnecessary use of and wear of expensive pumping machinery. It's the water works man who gets the benefit and makes the big profit. His profit in a year will be double what we make on the testers.

Consider one point just mentioned—that 99 out of 100 defective meters under-register. We have that statement from Harry Ruthrauff, who was for 18 or 20 years water inspector at Decatur. He has tested 9,000 or 10,000 meters with our tester. He has found that about one in 100 meters over-register, and that happens as a rule when the meter is new. His investigation there-

fore, establishes the fact that continued use causes meters to under-register. Mr. Ruthrauff never set a new meter without testing. In this way he learned that some makes of meters are inefficient at any time.

We made this argument in a recent letter: It is just as unreasonable to expect any meter to remain in perfect condition without occasional testing as to expect a watch to always keep good time without occasionally being overhauled.

Let's all get real busy now. There is endless argument in favor of the testers. Load up and go after the game. Anticipate any objection and be prepared to combat it. Make it understood that it's more to the interest of the water works to have a tester than it is to our interest to sell it.

We can supply all kind of letters of approval to show the success the tester has met with.

Between this and December 1st we should like to see the number of sales reach twenty-five.

With all of the prospects in sight, this should not be hard to accomplish.



PRICE CUTTING

Advise Us at Once if Any Jobber Disregards Our Established Price

Recently a number of charges have been lodged against us to the effect that jobbers were cutting the price on our Tapping Machines. We have no specific case to which we can cite you. If this has been done it has been without our sanction and contrary to our policy of maintaining a standard price to all consumers.

Jobbers who ignore the conditions under which we sell machines and name their own price on the same will eventually create conditions in our tapping-machine trade under which it will be a matter of extreme difficulty to do business satisfactorily.

We desire, therefore, to have you ascertain any case in your territory wherein a jobber has cut under the established price of machines. In or-

der to maintain a standard price it is of the utmost importance that we ferret out any case of this character in order that we may promptly apply remedial measures.

In this connection we also advise you to be on the alert for information regarding cut prices on our regulators, self-closing work and other goods. The information which we have received regarding this cutting offers the opportunity for us to again caution you of the absolute necessity of maintaining prices on all our goods. The minute we cut on one line we start a wedge which opens the way to cutting in other lines. There can be but one ultimate result from this policy, and that is the demoralization of all of our prices in general. This condition is one that we must strenuously oppose. Our prices are not disproportionate to other manufacturers when the fact is taken into consideration that we honestly and conscientiously maintain our goods at such a high standard of quality. At no point in their manufacture do we permit skimping or slipshod methods. The fact that they are held at a higher price ought to be an effective argument in their sale. With our reputation established as manufacturers of quality goods, we must convince the trade that the difference in price is justified by the long and satisfactory service, the absence of repair bills and the satisfaction which the goods will return the user.

Be sure and cite us to any case of a jobber cutting the price which may come under your observation and give us the fullest details.



OIL CANS

In accordance with a decision reached at the annual meeting, we are now sending out with each Tapping Machine, either water or gas, a filled oil can.

The can and oil are both high grade. In order to get the benefit of advertising each can is labeled and shows a cut of a Tapping Machine. Curb Cock and Corporation Cocks.

NEW STYLE GAS COCKS

Sealing Device Which Will Take Place of Lock Wing

The following article from the Sales Department should be carefully read by every salesman:

In connection with this article we will soon send you two gas cocks, one of which does away with the lock wings, having holes bored through them for the insertion of the bow of a padlock and the other is a regular lock wing gas cock. To both of these cocks you will find attached sealing devices.

On the type of gas cocks, which has not the wings you will find corresponding lugs on the key and cock body. You will notice that there is quite an opening between the lugs on the key and cock body, when the two lugs are brought in alignment with one another. This opening is left so that the screw in the sealing device can pass between the two lugs as you will readily notice by observation. The sealing screw goes between the two lugs and the front end of the sealing screw, screws against the one leg of the "U" shaped sealing member. In order to lock this style of cock with the "U" shaped sealing member, turn the key so that the lug on the key is directly over, or in alignment with, the lug on the cock body; then before the "U" shaped member can be placed in position withdraw the screw sufficiently far out of it so as to permit the seal to be placed over these lugs. The "U" shaped sealing member can then be placed over the lugs, after which turn the screw with a screw-driver until the head of the screw breaks off. The screw ought to break off at a point within the sealing member, so that it cannot be turned loose or gotten out without breaking the "U" shaped sealing device.

On the regular style of lock wing gas cocks you will also notice a sealing device is used. In order to apply this sealing device, first see that the holes in the wings of the gas lock cocks are directly over one another or in proper alignment with each other. Detach the collar from the little tumbler or bolt-shaped sealing device, which can readily be done by unscrewing the screw by hand, after which take the tumbler with its flange downward and insert the tumbler through the holes in the wings of the gas lock cock, holding the tumbler in position with the straight edge of the flange against the cock body, and place the little collar or ring on top of the decreased portion of the tumbler, so that the point of the set screw will register with the little pivot recess or countersink near the decreased end of the tumbler. Then take screw-driver and tighten the little set screw until its head breaks off, whereupon you will find the seal-

ing device will securely seal the lock wing gas cock and the latter cannot be opened until the sealing device is broken. You will also notice that the sealing devices in both cases are made of cast iron or some other frangible metal, and after the cocks have been sealed the sealing devices must be broken before the cocks can again be opened. In the former cock, the sealing device will break very easily if the ground key is turned, and in the latter or regular lock wing gas cock, the sealing device can be broken with a pair of gas pliers, or in both cases the sealing devices can be broken by simply striking the same with a hammer.

You will realize that these sealing devices are very cheap, but at the same time very practicable, because they are very difficult to imitate when made in small quantities and might be all the more difficult to imitate since they can have special markings or other insignia cast on the sealing devices themselves and therefore cannot be replaced by unauthorized persons. Therefore they will prove very serviceable to gas companies in detecting if their gas cocks have been tampered with, and the gas companies can secure them at a very low price.

The former type of gas cock can be made a little cheaper than the regular lock wing gas cock, as it requires less metal.

We trust this article has explained these sealing devices to you thoroughly, and we now ask that you submit both of these samples to all of the gas superintendents in your territory, whom you see between now and the holidays, and give us a written report of each superintendent's opinion on these sealing devices. Furnish us the name of superintendent and the plant he represents. Also if they meet with the demands of the gas superintendents.

As you undoubtedly know there are some cock locking devices on the market, which require a key for opening and closing the same, but it is a commonly established fact, that a key can be made for locking and unlocking any sealing device, whether cheap or expensive, which requires a key, such as a pad-lock and other sealing devices. On sealing devices having a key the lock might be opened and a sufficient quantity of gas or water be stolen and then the cock can again be locked without detection whatsoever. On the other hand, if these sealing devices are used they are very cheap, in fact, much cheaper than pad-locks, and when once the seal has been made, the sealing device must be broken before the cocks can be opened, and when once broken can practically not be placed, and therefore an unauthorized meddling with gas or water cock can easily be detected. We are fully aware and you have undoubtedly noticed, that meter couplings are encased with a cast iron or other frangible sealing members, which must be broken in order to uncouple a meter and thus does not, as a rule, require any kind

of a sealing device having a key. If such sealing devices are used to lock meter couplings and the sealing devices must be broken before the meter couplings can be loosened, we do not see why our sealing devices would not be perfectly satisfactory for locking gas cocks, as apparently the main idea to our minds is to be able to detect an unauthorized tampering of a gas cock. This our device will certainly do, and we thought you might use this as an argument if some of the gas superintendents should insist that they must have sealing members, such as pad-locks, etc.

Kindly address your reply to this article to the Sales Department.



MUELLER SERVICE CLAMPS

Any Clamp with Their Good Points Can't Be Sold Cheap

We are in receipt of a letter from Will Jett calling attention to the large number of our Lead Ring Gaskets, which we are selling, and which are apparently being used with other than our service clamps.

The complaint is that the price of our service clamps is too high.

It is very likely that there are cheaper clamps on the market. There also are cheap shoes on the market made of a composition of scrap leather and paper soles. But who wants them except in case of dire necessity.

It occurs to us this is a good parallel. The price of all good shoes is practically on the same level. The reason is obvious. Good leather and findings have a staple price. It's very much greater than cheaper composition leather and paper soles. The difference in price eliminates any possibility of competition. It's simply a choice between good and bad.

Iron castings galvanized solid and free from blemishes, sand holes and rough finishing are wholly different from the cheap, porous, unfinished kind. The difference is as marked as between the two classes of shoes mentioned.

That's why there is a difference in cost.

But the difference in cost is not the only vital question. There is the difference in service, the guarantee against loss of gas or water by leaks, the re-

moval of the chance of additional expense in digging up and replacing. All these qualities go with Mueller Service Clamps. They are a part of the price.

Mueller Service Clamps are extra strong, non-porous metal; they are made with particular care to insure a perfect fit, the inside curve is accurately designed to fit the outside dimensions of the pipe, the thick boss admits of a strong, deep and dependable thread and the lead ring gasket fitting in the specially prepared groove insures a perfectly tight, enduring and non-leakable joint. They are galvanized to prevent deterioration from rust, the soft steel hand forged straps are the best that can be made. They fit the pipe close and have perfect threads and nuts.

Any other service clamp that can establish as good a reputation can not be sold at a lower price.

The material and workmanship are in Mueller Service Clamps, and its material and workmanship that makes goods.

Some years ago an engineer for a natural gas company paid double the price for Mueller Service Clamps that he had been asked for another make. He saw and appreciated the difference.

These facts ought to get us the business. In going after it we advise you to be alert and gather such data as you can about competing service clamps, and also such information as was supplied by Mr. Jett.



MUELLER NUWAY

Name Selected for Our New Fuller- Compression Work

Nuway! That is to be the name of our new Fuller-Compression or Quick-Pression work. The goods will be stamped "Mueller Nuway."

We were a long time selecting this name and arrived at a decision only after consideration of a list of more than one hundred suggested names. These were weeded out until we had a list of fifteen or twenty that seemed

available. At a firm meeting with the advertising department on August 30th the name "Nuway" was finally agreed upon.

Our object was to get clear away from anything like Quick-Pression work, to get a short name that would be easily pronounced, read at a glance and had a pleasant and euphonious sound. We believe we have it in the word "Nuway," and are certain that you will all like it as you become more accustomed to it.

In advertising we will have to educate the trade to the fact that the Nuway means a combination of the Fuller and Compression principles, but this will not be a difficult thing to do. We are of the opinion that the trade will quickly grasp and remember the name and that within a very short time the mention of Mueller Nuway Bibbs, Basin and Bath Cocks, will at once suggest the new style compression work with the Fuller quick-opening principle.

We expect to begin advertising this work in October.



A CANADIAN FACTORY

Firm Makes Visit and Is Considering a Site

During August, Messrs. Adolph, Philip and Oscar paid a visit to different Canadian cities, prospecting for an available site for a Canadian factory.

In every city visited they met a cordial welcome and the Canadian residents in each place were pleased with the prospect of our company erecting a factory on the other side of the line. However, the firm has not yet reached a definite conclusion as to a site. The subject is now under consideration. It is so important that some little time may elapse before a site is decided.

The company not only wants an advantageous location as regards shipping, fuel, labor, etc., for the present, but must pick one which will fulfill these requirements in the future.

The factory will start with 60 to 70 men and it is expected the force will

be doubled the second year. Not all the patterns of the parent company will be used, but there will be a representative line of water, plumbing and brass goods.

W. N. Dill will probably be the resident manager of the new plant.



THE NATIONAL COMPANY

Keep Your Eye Open for Business this Company's After

We want all salesmen to keep an eye on the National Company of South Bend, Indiana. Make it a point to learn of every contract that is being installed by this company, and advise us of same. If the contract is in your territory stay on the job and land the business.

We have had considerable trouble with this company, and only recently withdrew our prices from them.

The National started in to handle our Tapping Machines, but instead of pushing them, took on a cheaper line and pushed it. They wanted us to overbill and do other things contrary to our policy, which, of course, we refused. In a recent letter they made the claim that they knew of other jobbers who were quoting our machines at \$65.00, which we promptly denied, as we will not permit any jobber to cut the price. We explained to the National that possibly any quotation of this character was on our No. 1 incomplete, but in the same letter we withdrew our prices.

You can take business away from them when you learn that they are figuring on a contract. Prospective customers can be made to understand that honest goods honestly sold will render service superior to those sold by the National or any other company who select goods, not because they possess merit, but because they afford the opportunity to make big money for the National.



Persistence is the harpoon of business.

ANSWER PROMPTLY

We have commenced to write up our cards for our new quotation files and records under the new system.

In going over our old cards we find a great many notations about the trade such as "do not quote or sell," "not entitled to prices," and do not send advertising matter. Some of these date back to 1908.

On such information we can not depend. We are frequently compelled to write for later information, which causes delay. You realize, of course, that within a year conditions in business change. In that time a man whose credit has been poor may get on his feet and be perfectly good. Consequently, we want the latest information.

When the sales manager writes you on the subject, you are requested to make prompt response.

**CULTIVATE ENGINEERS****An Opportunity for Securing an Opening for Our Goods**

Don't overlook the engineers in the public and private institutions, where plumbing brass goods are used in large quantities.

We believe that we have been neglecting a profitable field of operation.

Our attention is called to this fact by Horace Clark, with the suggestion that you be informed of his experience.

Something over a year ago he called on W. S. Young, chief engineer of the Iowa State Hospital, at Cherokee, Ia., and showed him our line of brass goods.

Since then Mr. Young has had installed 76 pairs of Mueller Colonial Self-Closing Basin Cocks in the hospital, and has just ordered 18 pairs additional which he will install in October.

It is his purpose to replace other goods with Mueller Cocks just as rapidly as he can get to it.

The ultimate result will be a nice bit of business from this institution, with an influential man to advocate Mueller goods.

Recently Mr. Clark sold 25 pairs of Colonial Self-Closing Cocks to Grinnell College at Grinnell, Ia.

Institutions of this character are scattered all over the country. They always use the best. When it comes to plumbing goods, ours are the best.

There is an opening here for business which we want to see pushed.

The opening is there. Enter.

**SELF-CLOSING ORDERS**

Among recent Self-Closing orders are the following:

Sixty-five pair D-11902 for an addition to the Bismark Hotel, Chicago, Illinois.

Forty-eight only D-11902 for repairs in St. Louis Public Schools.

One hundred sixty-eight only D-11902; 168 only D-25008; thirteen only N. P. Plain T. Traps; eighteen only D-25111; nine only D10271 with D-25033 Supplies for the St. Nicholas Hotel at Helena, Arkansas.

One hundred twenty-six only D-11904; thirty only ½-inch Self-Closing Sink Bibbs, D-11703. These goods were specified by Hodgson, Bates & Butler, and are to be installed in the Gradis' Block, The Beveridge Bros. Block, and the Alberta Loan and Investment Company's Block.

Two Hundred ½-inch Cross Handle Self-Closing Stop Cocks, ordered by the M. H. Foundry and Manufacturing Company of Belleville, Ill., for the Superior Manufacturing Company of St. Louis, Mo.

**REQUESTS FOR CATALOGS**

Confusion, doubt and delay result from lack of information concerning requests for catalogs.

For instance, we receive a request to send a second edition D Catalog to a customer. We find by our records that one has previously been sent. Then we are in doubt whether we should send another catalog or first take the matter up with the salesman or customer. Perhaps the customer can use two catalogs to advantage, but we have no way of knowing this.

We therefore request that in the future you learn if the customer already has a second edition of D catalog before you make your request. If he has and you want us to send him another, state that fact in your request.

This will remove all chance for doubt and insure prompt attention to the request.



ONLY 250 MEN

That's the Number that Glauber Now Employs

At annual meetings and numerous other occasions we have had discussions regarding the number of persons employed by our competitors.

The Glauber Company was, of course, among those discussed.

We have just received word from a reliable source that the Glauber Company employs 250 men at the present time. This company has, however, employed as many as 300 men.

There has not been a time in more than two years that our force has not numbered over 800 persons.

It now numbers between 850 and 900.



OUR LIBRARY

Books Will Be Loaned to Employees Under Certain Rules

We are arranging and classifying such books in our office library as will be suitable for circulation among our employes, and in due time you will be notified of the names and character of these books and the conditions under which they may be withdrawn.

There are quite a number of these books on technical subjects, some of them bearing directly on the lines which we manufacture, together with a good assortment touching on business and general topics.



BUSINESS AND SALESMANSHIP

In an article on "Business-Building and Salesmanship," A. F. Sheldon makes the point that the salesmen of commerce are technically known as such, but that the real salesman is

THE INSTITUTION itself. Every one from porter to president is a part of the institution, which therefore is a composite being or salesman.

The work of the institution is to market its product at a profit. Therefore, every human being in an institution must be a success for the institution itself to be a complete success. Every human being in it must be a service renderer, and if he is that he is bound to be a business builder, and by all the rules of commercial logic a union of business builders can result in one thing only—a profitable business.



ONCE MORE, WE TELL YOU

Last month notice was given in the Record concerning the proper way to order stationery supplies. Evidently it was not read by all.

Your requests for these supplies must not be written on orders, in letters, etc.

They must be written on a separate sheet of paper and addressed care of the Stationery Department.

This is necessary to avert confusion, loss of request entirely and delay in sending your supplies.

By writing your request on a separate sheet it will go direct to the Stationery Department, and receive prompt attention.



HORACE CLARK'S CARD

When Horace Clark was home on vacation he got out a very nifty advance card.

Seated on a Mueller delivery truck, handling the reins, he was photographed.

This was reproduced on post cards bearing this legend:

I will call on you about.....

It was a good card.

The truck happened to be loaded with a complete meter tester outfit, and the inference drawn was that Horace was going to drive up to some water works and unload it.

But the sales department has not received the order.

WILL QUIT AT ONCE**Hays Manufacturing Company Notified
of Infringement**

The Hays Manufacturing Company of Erie, Pa., show on page 122 of their Catalog D, Figure 122-D, an illustration of an Eel Guard Cock which is identical with the Mueller guard made under patents owned by us.

They have been notified by our patent attorneys of the infringement and have been informed "that unless they cease this unauthorized illustration we will be compelled to take legal steps to prevent the same."

The Hays Company has ceased the manufacture and sale of this specific style of eel guards, but advise us that they have eel guards which are manufactured under their own patent and they are preparing inserts for their catalogs to cancel the unauthorized illustration of the Mueller Eel Guard for cocks.

**BATH ROOM SUPPLIES****Some Goods Which We Wish You to
Close Out**

We still have on hand a lot of Bath Room Supplies, which we are desirous of closing out at prices named in Bulletin SO-85. The list is as follows: Make an effort to dispose of them according to the terms of the bulletin mentioned.

- 17 D-25131.
- 23 D-25132.
- 6 D-25133.
- 14 D-25134.
- 12 D-25135.
- 4 D-25136.
- 9 D-25137.
- 12 D-25138.
- 7 D-25139.
- 6 D-25140.
- 2 D-25145, size B.
- 2 D-25142.
- 8 D-25143, style A.
- 1 D-25143, style B.
- 9 D-25146.
- 5 D-25148.
- 3 D-25152.
- 5 D-25153.
- 7 D-25154.
- 12 D-25158.

- 1 D-25159.
- 3 D-25161.
- 16 D-25163.
- 4 D-25165, 30-inch.
- 3 D-25165, 36-inch.
- 1 D-25166, 20-inch.
- 4 D-25166, 24-inch.
- 1 D-25166, 30-inch.
- 36 D-25168, 2 arm.
- 7 D-25168, 3 arm.
- 6 D-25169, 2 arm.
- 9 D-25169, 3 arm.

**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.

**IN THE WISE BUILDING**

The Wise Building at Edmonton, Alberta, Canada, has been equipped with 108 Mueller Colonial Self-closing Basin Cocks.

Mr. Heinrichs has been very successful in getting Mueller goods into the new buildings, and as a rule his sales have been of the best goods.



Murry F. Kirkwood reports that he is recovering and will soon be on the firing line again.

Mr. Fred is at Gratiot Beach, Port Huron, Michigan.

Mr. Oscar returned to New York on the 27th inst.