The Mueller Record

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BUSINESS OUTLOOK BRIGHTER.

The business outlook is brighter. That is agreed by all men in a position to judge conditions. We append herewith three paragraphs taken from a business man's letter, which touches upon the outlook. Read them:

"And this fall there is every indication of a far broader and freer market than we have known since 1906.

"Keen observers of Commercial and Financial conditions agree that a great turn for the better has come—that we are at the beginning of a long business up-swing. Even the "news columns" of such ultra conservative papers as the New York Times and the Evening Post are beginning to comment on the extent of the change in business sentiment.

"The most confirmed pessimist I personally know, tells me that we are in for "good times" again—very good times—even goes so far as to say that the Balkans, the money stringency in Europe, the Mexican situation, the tariff, the currency bill, and the corn crop combined, can't hold down a general business boom much longer."

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CONFIDENCE IS RETURNING.

Country Is Rapidly Readjusting Itself to New Conditions.

Increasing confidence dominates financial and commercial circles. There is a general relaation of the tension prevailing during the summer. Bankers, railroad interests, manufacturers and merchants breathe easier. The real or fancied bugaboo which has cast the shadow of restricted operation, hard times and panic, over the business world, no longer causes timidity and halting in the avenues of trade.

The change from a pessimistic survey of the situation is no less pronounced because it has been gradual. Business has cautious-

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ly felt its way back from the position of ultra-conservatism to the ground of reasonable conservatism, and will surely regain its old freedom of operation. There are good times ahead.

President Wilson's administration has progressed sufficiently to enable the best judges to get a line on the results of legislation on the tariff and currency—two of the recognized dangerous policies which may affect the American business for good or evil. The summary of the situation justifies the belief that the evil results feared will not materialize, and that business is going to adjust itself to whatever changed conditions this new legislation entails, and swing into a safe and prosperous channel.

The new thought in American economics that business transcends politics in importance in the country has transplanted old political prejudices. The "dog in the manger" tactics of partisans whose chief aim in the past was to work woe and havoc to political adversaries at the expense of the country's prosperity, has given way before the tremendous power of business, which demands certain rights regardless of the party in power. Business is the paramount factor. Business will not suffer itself to be disturbed by the selfish interest of any. band of political bosses, whose personal welfare is their first and dominating thought.

Building operations always are a soundindication to conditions. In 23 leading American cities, for seven months from Jan. 1st. thirteen show a large percentage of gain while only nine show a loss.

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AT PORT JERVIS, N. Y.

M. T. Whitney of the Chicago office devoted his vacation to a visit to Port Jervis. N. Y., his old home.

PROVE THEIR WORTH.

Our Regulators Score a Pronounced Victory Over Competitor.

A large Eastern company who has installed about \$2000.00 worth of Mueller-Cash regulators on steam, many of which were furnished by Mr. Cash before his connection with the H. Mueller Mfg. Co., had occasion about a year ago to replace a 4" 13100 regulator which was worn out after over four years service, supplying two 500 H. P. simple twin engines. They advised us at the time of their intention to use another very prominent make of 4" high priced valve in place of our 4" 13100, at the same time sending us orders for another 4". 13140 regulator to be used to supply two 500 H. P. tandem compound twin engines and a 3" 13140 to supply a smaller size engine, all under the same conditions of pressure on which our old 4" 13100 had operated.

We wrote them in a fair, candid manner that the 4" valve of other make, would not supply the two 500 H. P. simple twin engines on which our 4" 13100 had been used, but as they could not understand the reason why and the other manufacturer insisted their valve would operate as well as ours and supply as much steam, the other valve was installed but they immediately found that a 3" by-pass had to be installed around the regulator in order to get enough steam to run the engines, and the regulation was not so good as from our old valve. We wrote them at the time that we were glad they had installed an opponent's regulator, as it would afford an opportunity for comparison with ours in operation, and they would eventually give us an order for one of our 4" 13140 regulators to replace it.

Recently in a personal letter received from the superintending engineer, he said: "I suppose you will be interested in knowing that in the competition going on here for some time past between your regulators and a competitor's, yours have been in the lead." A little later we received a telegram from our New York office requesting quotation by wire for two 4" 13140 regulators for the same party and the telegram was followed by letter enclosing copy of letter from the party in which they stated that the 4" regulator (13140) in their No. 2 mill and 5" regulator (6" 13140 on 5" pipe) in No. 3 mill, both of the single seat type, were operating quite satisfactorily, and they desired the new 4" regulators to be of the same type.

It will be interesting to our salesmen to know that one of these new 4" regulators is to replace our competitors' regulator installed about one year ago, also interesting to know that the 6" 13140 regulator on 5" pipe has been supplying a 1600 H. P. Cross compound engine for over four years, and is still giving good service, although the initial pressure is as high as 185 lbs., and with 100 degrees superheat. This is a case where quality tells, and where the good service will be remembered long after the price is forgotten.

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ADOPTED MUELLER GOODS.

An Instance Wherein Quality Finally Dominated Price.

The water department of one city is convinced that quality pays. They had their letting last May and there were three bids— \$1044, \$1060, and \$1098. The last was our bid. This board of course made the common error of accepting the low bid. It is so natural to do this. Price and not quality is the determining factor.

Now we are in receipt of a letter from Mr. Flemming which reads good to us. The board has given us the entire business. When the lower bidder made delivery of the goods they proved unsatisfactory and were promptly rejected.

Although there was one other bidder lower than we, the board evidently determined not to take any more chances but to give the business to a firm whose goods are known to be right.

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JETT'S DOUBLE HEADER.

W. L. Jett, who captured two prizes in the July contest, writes:

"To say that I am pleased as well as surprised is putting it mildly. To have gotten one of the prizes would have made me feel good but two of them makes it better."

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The way is open-in front.

HASTENS TO APOLOGIZE.

Sorry He Even Intimated Our Goosenecks Were Not Good.

Some time ago we received a letter from a Water Works Supt. who acknowledged receipt of our tapping machine, and at the same time took a fall out of our goosenecks as being "no good." Our records showed that we had not sold him goosenecks for a long time. His attention was called to this and we told him to give us the date of his order so that we could look into the question of giving him credit for the alleged defective goods. This is the answer we got to our letter:

It Reads Good.

"I hasten to apologize, as I did not get the worthless goosenecks of your firm. Our Street Man says: 'You never got those from Mueller.' I found it to be the truth when I investigated. Every order I have sent you has proved that your goods are always right and am sorry that I ever intimated that you sent us these goosenecks. The firm I did get them of I have always considered reliable, so when their man offered to furnish them for so much less than I had been paying before, I bought, and every one that we have used or tried to use had to be replaced.

"Thanking you for your past fair treatment, I remain Respectfully,

"XX."

The superintendent was mistaken but you could not fool the "Street Man." He knew Mueller goods because he had worked with them.

The letter shows a proper spirit on the part of the superintendent. The moment he discovered his mistake he was keen to admit it. It is altogether probable that this man is a better friend today of Mueller goods than he has ever been. He has had a good lesson in the virtue of quality goods, a practical demonstration of the fact that good goods are worth all they cost.

There is another phase of the question which is worth considering, and that is the readiness of persons to make claim against us for other people's defective goods. It therefore is important for salesmen and all others connected with the selling end of the goods to see that every claim is properly verified.

These erroneous claims against us are not always made intentionally. Our policy is so well known through advertising and practice that when any goods go wrong the man who has been stung remembers that we make good and proceeds to take the question up with us. He may be a user of our goods as a rule, occasionally placing an order with some other concern. This with the knowledge of our fairness in cases of defective goods, combine in causing him to charge the defects of others up to us. We must be alert therefore in any such claim and be sure that there is no intentional or unintentional purpose to hold us up.

All our goods bear our trade mark. They are easily identified.

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GAS COCKS IN JULY.

Eastern Salesmen Made Sales But Didn't Get Credit.

The following letter from Mr. Fleming, addressed to the firm and Eastern salesmen, is self-explanatory:

"You evidently noticed in the last issue of the Mueller Record under the subject of July Contest that there were no gas cocks credited to the Eastern Salesmen's sales.

"This was due to the fact that when we received the original list from Decatur, it did not include gas cocks in this contest, but later you wrote to all of the salesmen personally and informed them that gas cocks would be included in this contest, but the clerk who handles this work neglected to keep record of the gas cocks sold by the Eastern men during the month of July, consequently, it was made to appear in the Record that there were no gas cocks sold by the Eastern salesmen, whereas there were 2,000 to 2,500 gas cocks sold by all the Eastern men combined, but inasmuch as Mr. Jett sold 4,365 it had, therefore, no effect upon the awarding of the prizes.

"In justice to the Eastern salesmen, I thought it advisable to make this report."

If you have doubt in your make-up, crush it out or it will crush you.

THE SUCCESSFUL SALESMAN.

Life's rules of success are not hard. They are simple. This has been demonstrated thousands of times. It stands out clearly in the life of every man who has achieved success. There is no doubt but that the succesful salesman won their success by following the rule of Sir Hiram Maxim who says:

"I am not a clever man, but I am a worker and have been a worker all my life." He says that he has succeeded because he "has stuck to it." He has "worked harder, studied harder, and wasted less time than many of my fellows. If young men take more interest in cricket and football matches than they do in their business they must of course be content to remain nobedies in that business."

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WINNERS OF AUGUST CONTEST.

Get In the Running fos the Big Prize-C. T. Ford Wins Twice.

D-8303-I. H. McCormick.

Compression S. & W .-- W. J. McCarthy Tapping Machines-P. W. Scribner, R.

M. O'Rourke and L. A. Bland tied.

Corporation Cocks-C. T. Ford

Gas Cocks-W. J. Haggerty. Bath Outfits-C. T. Ford.

The Eastern contingent grabbed off the prizes in the August contest, while the West got only two-one of which is split three ways.

C. T. Ford is the star of the first magnitude, showing first in the sale of corporation cocks and also in bath outfits.

In the tapping machine contest Scribner, O'Rourke and Bland tied, each having sold two machines.

The September contest is coming along nicely and we are hoping it will be one of the best of the year. We are looking to every salesman on the force to exert himself in an extra ecort. We want the business and in aiding us to get it you are likely to pdll down one of the prizes. Get out and do something! Don't let a half dozen men or so capture all the prizes during the year. If you do they'll come in to the annual meeting so enlarged with their importance that you will nont be able to sit at the

same table with them, even if you hold four aces. There are a lot of you who have not yet come anyways near winning a prize during the whole year, but you are not down and out by any means. There are yet four months in which to make a showing, and it is distinctly up to you to get out and make it. The lines of the September contest have been broadened. Refer to Bulletin_SO-408.

Perhaps you have lost sight of the fact that there are bigger things in sight in the way of the yearly prize-\$75.00 and \$25.00 which will be awarded to the first and second salesmen winning the largest number of individual prizes.

The record- of the August contest follows:

SALESMEN 6 Mueller 6 Clark 216 Scribner 0 Ince 76 Miller 12 Pedlow 130 McCormick 1134 DuBois 116 Rowley 6 Reck 32 Harte 36 Stel·bins 18 Uays 76 Whitnev 0 O'Rourke 42 Cash 6 Thornton 20 Smith 54 Bland 66 Staley 66 Total 2112	. Comp. S. 2442000862044688280640 11540446882806000 1137	0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 1 0 0 0 0 0 1 0 0 1 0		Cocks Co	ritit 1 1 1 1 1 1 1 1
N Y. SALES- Caldwell	243 48 188 18 0 817 0 24 0	1 0 1 0 1 0 1 0	272 484 1030 361 436 9 312 60 126 0	50 491 90 122 0 200 24 1300	42 66 25 0 0 12 2 0
Total1345	13.38	6	3090	2277	353
S. F. SALES- Leary 0 Jett 309 Haas 24 Peters 73 Total 406	0 0 0 0	0 0 0 0 0	4.32 567 201 129 1329	40 275 0 102 417	1 26 48 21 96
SARNIA SALES- Heinrichs 12 Meriam 811	$\begin{array}{c} 0\\ 12 \end{array}$	0 0	0	n 0 ·	n 5
Total 823	12	0	. 0	0	5
Grand Total. 4686	2487	16	7959	6080	690

LETTER FROM LIMERICK.

Billy Ford Writes Entertainingly of His Visit in Ireland.

Mr. Adolph Mueller is in receipt of a letter from W. B. Ford. It was dated Limerick, August 9th, and gives an interesting account of his travels and observations in the Emerald Isle.

The letter is as follows:

"Limerick, Aug. 9, 1913.

"Mr. Adolph Mueller, Pres. H. Mueller Mfg. Co.--

"Dear Sir: We arrived in Limerick yesterday, and we expect to leave this afternoon for Killarney. I called at the water works office this morning, at this city, and had a very pleasant interview with Mr. M. F. Donnellan, Secy. I find that they do not have a modern water tapping machine and in order to make a connection the water is closed off at the nearest shut-oc. Mr. Donnellan seems very much interested in our water tapping machines and I would thank you to kindly have New York make him a price on our No. 1 Machine with 1/2 inch and 1 inch drill and taps. The city of Limerick has almost 40,000 inhabitants. Still there are but very few water connections made. This city is a very old one, and dates back to the ninth or tenth century. I find that there are no modern plumbing shops in the city. The hardware stores have plumbing departments. The hotel which I am stopping at, has but little modern plumbing in it; I had but little time while in Dublin to call on the trade. I called, however, on a gas company, and I believe that they are ahead of us in America, on gas appliances, and I saw some very new articles, the gas stoves, especially seem much more massive than the stoves which are made in America. I believe from what I have seen at Liverpool. Boyle, Dublin, Limerick, that there is a great room for improvement in water works appliances. I find the machines are not at all modern, and I notice in one catalogue a machine is shown similar to the Payne, but it does not, have the appearance in workmanship that the Payne has. The corporation stops are not at all like the goods made in America, they seem to have iron pipe threads, and they look more like a soldering nipple than a main corporation

cock. We have had a very pleasant visit in this county and the county of Roscommon, and located all of our relations on my father's side. We also called at Queen's county, and by the assistance of some of the very old citizens located our mother's old home, and what relatives there are living. Mother, as you know, came to America at the age of eleven, and her mother died on the ocean, and we have not known of mother's people, until this visit. The weather seems quite cool and I am wearing an overcoat a good deal of the time. Last Monday we rode about 30 miles on a jaunting car, I believe there have been no changes in father's home since he left Ireland. Father's home is in the hands of Mr. Andred Ford, a son of father's brother, and much of the old furniture is still in his home, many of the same things are exactly the same as when father left Ireland. We have engaged return passages on the Olympic, sailing Sept. 3rd. It appears that all of the boats are returning to America with a full passenger list and we are very fortunate in securing early return passages. I believe the nearest place that you could catch me by mail, would be the Continental Hotel, Rome, Italy. Should I leave Rome before your letter arrives, I will leave forwarding address. I will in the future make your reports from the various cities I am visiting.

Trusting that your business is increasing every day, and sending all the boys my kindest regards, I am,

> "Yours very truly, "W. B. FORD."

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ONLY THING HE LACKED.

Johnnie-I wish I could be Tommy Jones.

Mother—Why? You are stronger than he is, you have a better home, more toys and more pocket money.

Johnnie-Yes, I know, but he can wiggle his ears.-Milwaukee Sentinel.

The best study of mankind is man, and you are the first lesson; the alphabet; the primary course in your consideration of human nature. Know yourself.

ORDERS.

From N. O. Nelson Co., through E. E. Pedlow, for 194 of D-11902, to be installed in the Jefferson Hotel at Iowa City, Ia.

From J. L. Weber & Co., of Chicago, through M. T. Whitney, for 180 D-11901, to be installed in the Old People's Home of Chicago. The architects are Frohman & Jobsen. From J. B. Clow & Son of Chicago, through M. T. Whitney, for 280 of D-11901, to be installed in the Marshall Field building.

From Boyd Bros., of Great Falls, Mont., through P. W. Scribner, for 144 of D-11902 to be installed in the Roberts Apartment House.

From the Warren Smith Hardware Co., of Shawnee, Okla., through F. L. Hays, Jr., for 24 of D-8004; 32 of D-8303 and 12 D-11902, to be installed in the Baptist College at Shawnee, Okla.

From the Monument Plumbing Supply Co., of St. Louis, through E. E. Pedlow, for 15 D-12903 and 2 D-12908, to be installed in the Moolah Temple of the Mystic Shriners at St. Louis.

From H. F. Clark, for 100 D-11902 with D-2509 7-16" supplies and 50 pairs of D-25019 7-16" supplies to be installed in the Monroe Hotel at Grinnell, Ia.

From W. L. Jett, for 168 D-8303; 192 D-8194; 96 D-8193; 12 D-8716; 36 D-10283, with D-25051 supplies. These goods are for the Lane Apartments at Los Angeles. Mr. Jett states that the basin and bath cocks were speciled by Kysor & Berger, architects of that city. The N. D. Newel Plumbing Co. is doing the work.

From the C. O. Smith Plbg. & Htg Co., cocks were specified by Kysor & Berger, of St. Louis, through E. E. Pedlow, for 6 D-12902, to be installed in the Roundhouse terminal Association.

From the Ft. Dodge Plbg. & Htg. Co., of Ft. Dodge, Ia., through H. F. Clark, for 110 D-11902; 120 $\frac{36}{2}$ " D-8183; 12 $\frac{34}{2}$ " D-8183; and 40 $\frac{1}{2}$ " 8183. These goods are to be installed in the Woods Hotel at Iowa Falls, Iowa.

From N. O. Nelson Mfg. Co., St. Louis, for 2 D-9463 and 2 5%" D-9269, being Rapidac basin cocks and bibb, for installation in Scruggs, Vanderoor Dept. store.

For 32 of D-11901 for installation in the

Illinois School for the Deaf at Jacksonville.

From N. O. Nelson & Co., for 4 D-11902, to be installed in the Board of Education building at St. Louis.

From the Standard Manufacturing Co., at Pittsburg, Pa., through H. J. Harte, for 162 pairs of D-11902, to be installed in the Windsor Hotel at Wheeling, W. Va.

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POSITION WANTED.

In mentioning the fact in the August Record that A. W. Archer desired a position as superintendent of water works, it was stated that he had been superintendent at Coalgate, Kansas, when it should have read Coalgate, Oklahoma.

Walter L. Watson, who was formerly with the Clear Springs Water company of Catasauqua, Pa., is open for a position. He is a competent man and a good friend of our company. If any of the traveling-men hear of an opening they should at once notify us.

Mr. W. W. Berry of East Chicago, Ind., is in the field for position of superintendent and engineer. If you hear of anything let us know.

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PROOF POSITIVE.

"I tell you, it's the old friends that are the best and I can prove it."

"How will you do that?"

"Where—I ask you as man to manwhere will you find a new friend that has stood by you as long as the old ones?"— Chicago Record Herald.

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MISLEADING.

Here is a thought from the Business Builder which is worth remembering:

"A salesman who will mislead one of my customers will mislead me."

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Honesty means the conviction that you are selling the best goods on the market, in your line, and that you are doing your customer a favor in selling him.

SHOULD ARCHITECTS BE PAID BY THE MANUFACTURER?

It is generally understood that the architect receives his pay from the owner and is usually paid on a percentage basis, but every one in the contracting business knows that there is a certain class of architects who will discriminate against goods on which he receives no commission from the manufacturer, and, supposedly, wire out the knowledge of the owner. All must admit this kind of dealing is misleading, if not dishonest. The architect should serve one master. If the remuneration he is able to get from the owner is not sufficient to properly compensate him for his labor, then let it be generally known that the manufacturer will be expected to pay a part of the bill for plans and specifications.

We are inclined to think, however, that the great majority of architects are honest and would resent an offer of this character from the manufacturer, but then there are just enough crooks in the business to, in a measure, cast a reflection on the entire profession.

Manufacturers are largely to blame for encouraging such dealing, which can only be considered another case of unfair competition. Many times a good clean bill of goods has been turned down and perhaps some cheaper one installed because of the architect's rake-off. It is easy to find the cause of these deceiving methods. What is the remedy?—Publicity.

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THE MAN WHO LAUGHS.

The physiology of a smile is great, but still greater is the physiology of a laugh.

Did you ever sit in a 'bus with men lined

up on both sides, and not one with a smile? Did you smile?

No you didn't.

But someone yawns.

Did you yawn?

Yes, you did.

And then someone laughed.

Did you laugh?

Of course you did.

If you didn't, you were possessed with some unpleasant thought.

Laughing is an art, a health-producer, and a business-getter.

Artistic laughing is natural laughing.

To laugh artificially is to spoil the whole thing.

If there's one place where a man can't hide insincerity, it's in a laugh.

Laughing is healthy, because to laugh is to relax; relaxation is the only pure rest.

Laughing as a business-getter attracts favorable attention, makes pleasant impressions, transforms gruffness into cheerfulness and leaves the work done with a contented after-feeling.

There is as much in leaving a pleasant impression as there is in starting in with one.

Too frequently salesmen kill their future by making a bad getaway.

The last impression of a salesman is the one which is going to hang over in the customer's mind for the next trip.

Let it be laughing.

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STORE DOOR DELIVERIES.

We are advised that some of our competitors are making "Store Door Deliveries"—that is they put the goods into the plumbers' place of business free of drayage charges.

We should like to know to what extent our competitors are carrying this practice.

Each salesman is requested to make a report on this subject if he knows of any instance where our competitors have adopted this practice.

Give us the name of the competitor, name of customer, name of city and weight of shipment on which store door delivery is made, that is whether 100 pounds, 125 pounds or less.

Salesmen in replying should give us definite information.

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AT BLARNEY CASTLE.

A picture postcard showing Blarney Castle has reached us from Billy Ford. He visited there on August 12th.

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Mr. Adolph Mueller has gone East on business and will be met at the New York nouse by Messrs. Fred and Oscar.

"FOLLOW UP YOUR ADVANTAGES."

Every Time You Advance a Step Take Another.

Napoleon is credited with the above remark. It's simplicity itself. Like all little, simple rules of action, it is full of power.

Following up advantages has been an important factor in the success achieved by every mortal. Generals have won decisive battles by being watchful and tactful and quick in following up an advantage gained in battle. Financiers have amassed fortunes at one stroke merely by following quickly one advantage gained, or by knowing how and when to act if an opportunity presented itself. Championships in sports when the victory is analyzed, are found to have been won, not through skill alone but by the winner being keen in following up anv favorable advantage. Bryan won a presidential nomination by being quickwitted enough to see that he had gained a slight advantage over the regular Democratic organization in Chicago. He seized it. With the power of his oratory he swaved the majority to his side and was made a presidential nominee. Even though he lost the election he won the advantage of worldwide notoriety, and he improved that to garner a fortune through his lectures.

A good salesman follows up his advantages. He does not stop on gaining one. He uses it to gain another and another. There is not the least doubt but that these advantages appear every day in the life of every salesman. The trouble is that too many salesmen fail to recognize them. They are lacking in perception, a faculty which may easily be cultivated. As a result they miss many stepping stones to success and advancements.

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SOME THINGS A SALESMAN SHOULD KNOW.

That he is never too old to learn.

That his employer's success is his success.

That his advancement depends entirely upon his own individual efforts.

That success is never attained without hard work.

That he will never get something for nothing.

That he should never be ashamed to do for his employer what he would have another do for him.

That he is not paid merely for his presence, but for his work—and is judged accordingly.

That it is his efforts and not his influence which brings promotion.

That the bottom of the ladder is the best place to start.

That when he starts at the bottom and works up he knows more than the man who starts in the middle—and usually falls down.

That persistency, consistency and integrity are the three virtues of success.

That our best retail merchants were once salesmen like himself.

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SLEEVES AND VALVES

Sleeves and Valves are carried in stock 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. l 8-in. valve to open to left. $1 4x^2$ sleeve. 4 4x4 sleeves. 6 6x4 sleeves. 6 6x6 sleeves. 3 8x4 sleeves. 2 8x6 sleeves. 1 l0x4 sleeve. 1 10x6 sleeve. 1 10x8 sleeve. l 12x4 sleeve. 2 12x6 sleeves. 1 12x8 sleeve. 1 16x6 sleeve.

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A bright smile, a rivil manner, a cordial greeting and courteous conduct are valuable assets in the science of salesmanship.

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Don't monopolize all the conversation; give your customer an opportunity to express his views.