

# The Meter Setter



## Ford Meter Box and AWWA

For over 100 years, Ford Meter Box has partnered with the American Water Works Association (AWWA) through advertising, show sponsorship, and standards committee participation. Our founder, Edwin Ford, recognized the importance of a trade organization like AWWA and placed an ad in the earliest edition of *The Journal*. *The Journal* has always been a cornerstone of our advertising program, and most of our products are introduced to our customers in its pages.

**AT THE CURB**  
*Set Your Meters in Ford Settings!*

The connecting link between your water service pipe and your customer's pipe should be a water meter set in the Ford Valve Type Yoke in a Ford Meter Box.

The point where the Water Department's ownership ends and the customer's begins is the logical place for a meter—at the point of delivery.

**The Connecting Link**

THE Ford Yoke is the ideal connecting link between your water service pipe and your customer's pipe. It is made in several types with or without stop valve and test valve. It can be supplied with special copper pipe connection. The Ford Valve Type Yoke includes inverted ground key curb stop and saves the cost of regular valve and valve box, meter couplings and pipe joints. It holds service pipes permanently bolted in line, braced and strengthened, with joints protected.

It provides a more convenient valve and the meter is easily and quickly removed or replaced without wrench, even through a small meter box top.

Write for Bulletin or General Catalog!

**The FORD METER BOX Co.**  
WATER METER, SETTING & TESTING EQUIPMENT  
WABASH-INDIANA.

**MAIL THIS COUPON!**

Ford Meter Box Co.  
Wabash, Ind.  
Send your general catalog and prices.

I am interested in \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_

The image above is a Ford Meter Box ad in the 1914 edition of *The Journal*.

Since 1914, both Ford Meter Box and AWWA have experienced tremendous growth. Ford Meter Box has expanded from a small specialty shop to an industry leader in waterworks products. Each product is designed and tested to meet or exceed AWWA requirements. Ford Meter Box looks forward to another 100 years of growth with the voice of the American waterworks industry.



The Ford Meter Box Company, Inc., P.O. Box 443, Wabash, Indiana, USA 46992-0443  
Telephone: 260-563-3171 FAX: 800-826-3487 Overseas FAX: 260-563-0167 [www.fordmeterbox.com](http://www.fordmeterbox.com)





**Beauty Through The Weeds**  
Acrylic pouring on canvas by Scharon Harrington

## FEBRUARY 2019

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# “Dear Beatrice Fairfax...”

It may have been an unusually slow news day in the editorial offices of the *New York Evening Journal* in 1898 when an editor stopped at Marie Manning’s desk to drop off a handful of letters from readers who were seeking advice on personal problems. The editor thought Miss Manning might have a use for them on the women’s pages of the newspaper.

Manning read the letters and then suggested that her editor might consider establishing a column that would answer letters such as those. In Manning’s own words, when she opened those letters she unleashed a monster. “Had I been 10 years older, I might have hesitated over the Frankenstein I was invoking,” she said.

But Manning was only 20, and that was, as she said, “A fearless age.” The *Journal* itself was only in its third year of publication, and its owner, William Randolph Hearst, was willing to try new features to combat his chief journalistic opponent, Joseph Pulitzer, owner of the rival *New York World*.

Manning chose Beatrice Fairfax as her pen name, and the column and a new career for the reporter launched with a flourish. The column caught on quickly, and within a month or so more than a thousand letters a week reached Manning’s desk.

Most of those who wrote letters to Fairfax’s column were women. They wanted to know how to win a man, how to conduct a proper romance, and how to deal with personal setbacks and broken love affairs. Some letters were from men, whose problems were similar to those of the women who wrote for advice. Lumped together, the messages that Manning published were often described as being from “the lovelorn.” Critics and sophisticates considered Fairfax as a “purveyor of saccharine answers to sentimental missives” that filled the column.

The character of Fairfax’s answers to the letters was described by another journalist as a “dry your eyes, roll up your sleeves, and dig in for a practical solution” kind of response.

The popularity of Fairfax’s column soon brought competition from another female journalist. Elizabeth Meriweather Gilmer, using the pen name of Dorothy Dix, achieved great popularity as the author of the column “Dorothy Dix Talks.” Both columns were widely syndicated and each ran in hundreds of newspapers across America.

And, later, came the newspaper columns of Esther Friedman Lederer (Ann Landers of “Ask Ann Landers”) and

## By Marie Manning.

The Duchess of Sutherland addressed the Woman’s Congress in London the other day on the subject, “Women in Journalism,” and among other pleasant things said that it would “be better for women to scrub floors for a living than to write nonsense.”

Her Grace knows whereof she speaks. She has written a great deal for the English periodicals that represent the softer sex in English journalism. She has told how to make home happy by converting a soap box into a grand piano, and how the crowded dwellers in flats may economize space by investing in a combination “butter dish and comb tray.”

It was high time for Her Grace’s conscience to call a halt. The scrubbing brush penance was mild. She ought to forget all about “women journalists,” take a trip to Park row and know real newspaper women, who do news stories, “door-stepping” it is called in the vernacular, and make no more fuss about it than the men reporters. She ought to see them on Saturday afternoons, with their comfortable wads in their inside pockets, filing out for their pay-day luncheon. She ought to see them when they have scored a beat, won a compliment for a good story or finished a complicated “make-up” in the composing room. The newspaper women all over this country will undoubtedly be delighted to contribute to a brace of scrubbing brushes for Her Grace. By all means let her put aside her pen and begin on floors, the dingy, dusty newspaper office floors, where women, real women, work, and in the blessed drudgery forget that “life is so daily,” and that titled lady journalists find time to cackle.

*An article that appeared in the July 5, 1899 New York Evening Journal*  
her sister, Pauline Friedman Phillips (Abigale Van Buren, creator of “Dear Abby”).

Manning’s career as a journalist was not entirely tied to her column. She did general reporting for the *Journal* and wrote two novels and many short stories. Irked because the National Press Club in Washington, DC, refused to grant membership to women, Manning and five other female journalists founded the Women’s National Press Club in 1919.

As Beatrice Fairfax, Manning continued writing her column until her unexpected death in November 1945. Editors at her syndicate handed the column over to a new writer, but readership dropped rapidly and the once widely read newspaper feature soon disappeared.

by Pete Jones

Please send questions or comments to Pete Jones at [peteinwabash@comcast.net](mailto:peteinwabash@comcast.net).