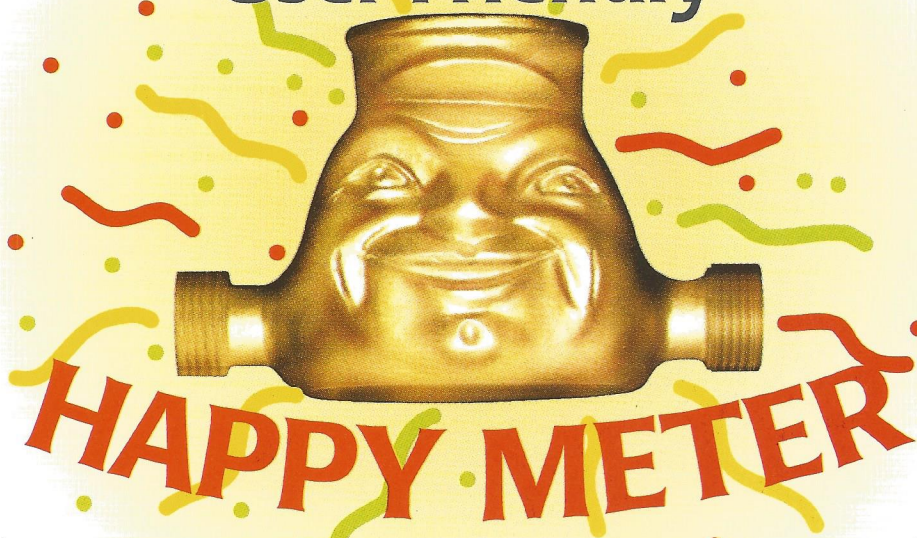


Ford Develops The User Friendly



Most water works meetings include at least one session on customer service and/or public relations.

The subject is extremely important to the Water Works Industry. Experts have printed thousands of articles and produced miles of video tape to publicize the latest refinements to the science of creating and maintaining positive customer relations. Sometimes we make things too difficult.

In the 1920's, Ford Meter Box Company designed and patented a water meter that featured a magnetic read system, patent number 1,724,272, August 13, 1929. The concept was offered to the meter manufacturers; however little interest was shown and the product never reached the marketplace.

Ford's next venture with water meters was much more successful and the Ford

Happy Meter is still produced as a promotional item.

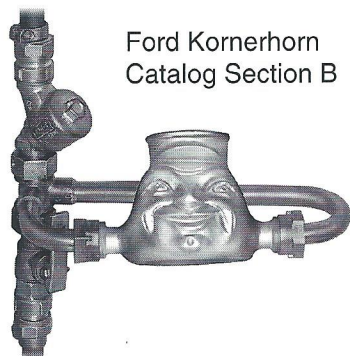
Ford customers from around the world have been observed standing at

Ford exhibits smiling back at the little Ford Happy Meter. The smile, permanently cast in brass, is difficult to resist and usually charms even the most weary customer after a long day of exhibit hopping. The antique meter never fails to bring about warm and friendly conversation. This is the essence of successful public relations.

It's amazing what a smile can do. Isn't this the real key to effective customer service? Whatever needs to be said, say it with a smile.

By the way, the meters you use in your system can also be Happy Meters when they're installed in Ford Meter Setters.

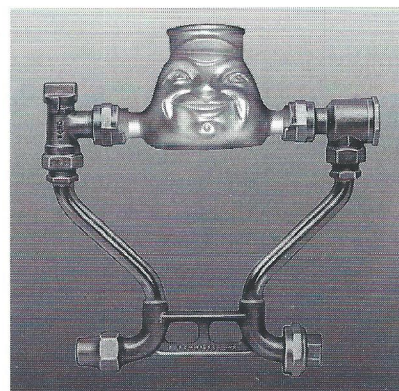




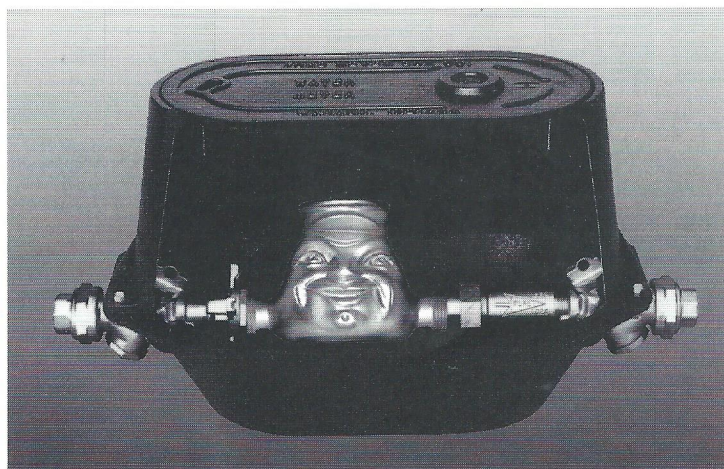
Ford Kornerhorn
Catalog Section B



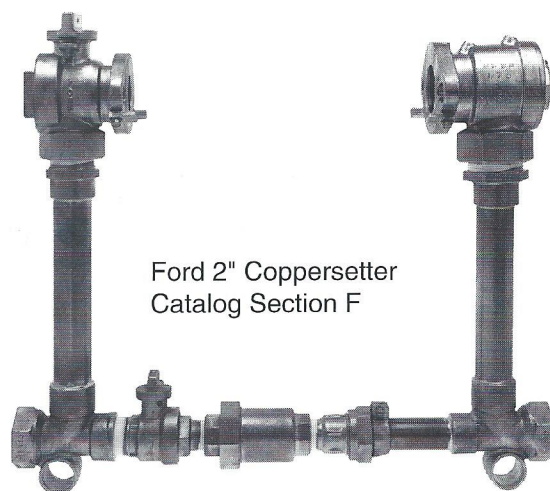
Ford Drophorn
Catalog Section B



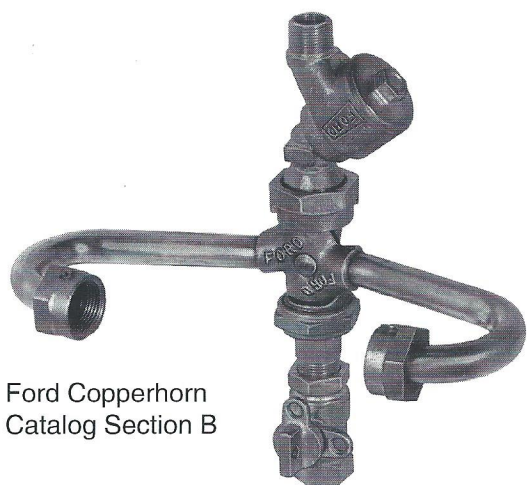
Ford Coppersetter
Catalog Section F



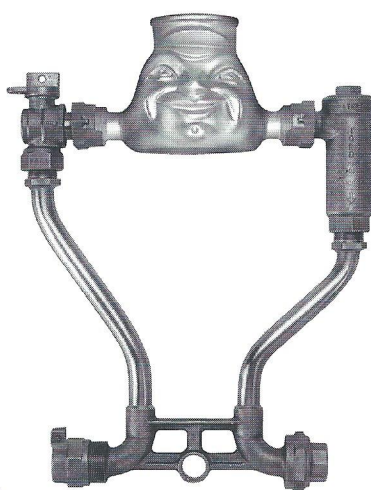
Ford Long Yokebox
Catalog Section C



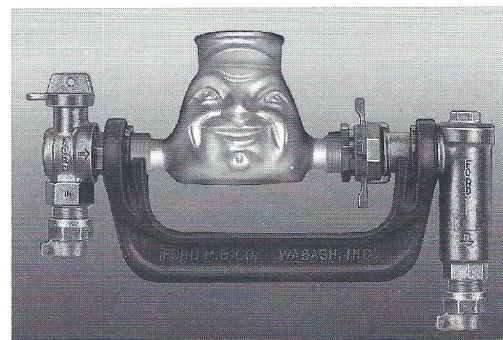
Ford 2" Coppersetter
Catalog Section F



Ford Copperhorn
Catalog Section B



Ford Coppersetter
Catalog Section F



Ford Yoke
Catalog Section E