

A METER SETTER BIRTHDAY

The Meter Setter celebrates its 40th anniversary this month. However, prior to The Meter Setter, The Ford Meter Box Company distributed the "Bull of the Woods."

Ford Meter Box started mailing the Bull of the Woods to customers and friends in October 1943. The war effort limited the ability of Ford Meter Box to acquire raw material for water works products, and the company was pressed into the business of supplying items for the military. Unwilling to forget long time customers and friends, the monthly mailing became a way to remain in touch with water utilities and distributors. The Bull of the

Woods consisted of several cartoons published by J.R. Williams with a calendar on the front and a story or poem by a member of the Ford family on the back. John L. Ford, Sr. was the editor of the calendar stories on the back of the Bull of the Woods.

The Meter Setter, or "The Dog's Head News" as it was known by the staff in Wabash, was added to the monthly mailing in 1957. The Bull of the Woods was mailed with The Meter Setter through the end of 1981. The Bull of the Woods was replaced in 1982 with the monthly calendar and calendar stories, mostly written by local historian Pete Jones.

The Meter Setter originally consisted of several stories featuring news about

products and articles relating to the water works business. In the late 1970's and early 1980's The Meter Setter slowly shifted to a single article generally about Ford products. Today The Meter Setter continues

to focus on new products with an occasional editorial note.

The Ford Meter Box monthly mailing had a modest start in 1943. By the late 1960's distribution was almost 6,000. Today, The Meter Setter's distribution is nearly 10,000.

