

C. Wagenseller

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COLLECTIONS

Address Made by E. L. Ripley, Auditor, at the Salesmen's Meeting.

At the Salesmen's Meeting Mr. E. L. Ripley, Auditor for the Company, made an address on "Collections," which is here reproduced for the benefit of the salesmen, who are expected to give it careful reading. It represents the attitude of the company on this very important subject:

"There has been considerable criticism during the past two years, much of it justly, of the company's policies in regard to making drafts on customers. This has been due to the company making operative the paragraph relating to drafts printed on both the acknowledgement of orders and the invoice to customers.

"Careful study of the conditions shows that the trouble, with its attendant criticism, is due, not to the drafts themselves, as a method, but to the fact that the sale to the customer has not been completed at the time his order was taken.

"The company is perfectly aware that some of you older salesmen have been following the lines of least resistance by hurdling the question of Terms and Collections. To you and to the younger salesmen, those who are new to this company or who have recently gone on the road, the subject of Terms and Collections is of special importance. To every one of you, it is of vital interest to your real success as a salesman.

"Of great interest to every one of you is the volume of orders you are able to send in to the company. Every one of these orders is virtually a contract between the company and the customer. Mr. Adolph Mueller, as President of the company, is just as interested as any of you in the volume of orders sent in, but he is equally interested in the ability of the company to collect promptly, according to the terms

stated on the orders, the money due for shipments made.

"There are three things which the customer buys from the company in every instance,—the goods themselves, the company's service, and the company's policies. When we say policies, we mean the company's attitude, methods and management. A few moments of serious thought on the part of each one of you will reveal unmistakably that the customer cannot buy any one of these three things without buying all of them,—the goods themselves, the company's service, and the company's policies. We think ordinarily that all the customer buys is the goods themselves. If he buys on sixty days' time or any other basis of future settlement, it is inevitable that the customer, in paying for goods sold him, will encounter the company's collection policies, whether good or bad, for it is simply impossible for the company to have no collection policies at all.

"Again, while the company very properly prefers that claims for defective goods and the like be made promptly on receipt of the goods, it frequently develops that the company must entertain and pass upon such claims from the customer even after the goods have been paid for. In this case, also, the customer inevitably encounters the company's policies, whether good or bad, covering the adjustment of claims. It cannot, therefore, be successfully questioned or denied, that the company must have and does have policies covering collections, adjustment of claims and all of its other relations with the customer.

"None of you gentlemen need the least argument to prove to you the value, the protection, the satisfaction and the profit to the company, the customer, the salesman and the consumer alike, of selling, buying and using good goods only, quality goods. Much of the success of this company is due to this simple basic fact,—that good goods alone, both immediately and perma-

nently, pay the company, the customer, the salesman and the consumer in actual profit. Much effort, time and money are devoted by the company and the salesmen to sustain the company's policies, guaranteeing the goods it sells, so that the customer may thoroughly and genuinely understand the extent to which the company stands by and protects him, and so that he may avail himself unreservedly of this protection whenever necessary.

"Likewise, the company is entitled to, and should receive from the customer, the same degree of protection in the payment of his account. Here again we find one of the main reasons for the growth and success of this company,—its courage to claim from the customer prompt payment of his account, according to the terms extended him, for the good goods sold him. Right at this point some of you gentlemen may claim, and think to believe, that the mutuality of interest between the company and the customer ceases; that the customer is entitled to every consideration, while the company must shift for itself and do the best that it can under the circumstances, all the while spending both time and money to serve the customer to his satisfaction. What would any of you gentlemen think, in taking orders from the customer, of leaving him entirely in the dark as to the protection guaranteed him by the company in case of defective or wrong goods sent him? You all know the benefit of making this protection perfectly clear to him in your selling talk. What would any of you gentlemen think of leaving the company entirely in the dark as to the prices quoted by you to the customer? Any billing attempted on such a basis would force the company into negotiations, and, perhaps controversy, with the customer and would require an agreement as to prices before his account could be collected. Such a condition would make it extremely difficult for any one of you to secure an order from the customer the next time you solicited business from him. **Now terms are just as important as prices.**

"Every policy of the company affecting the customer is based upon a positive, clean-cut understanding between the salesman and the customer, as shown on the orders sent in, and is necessarily operative accordingly when accepted by the company. Whenever any of you fail to make the

terms and company's policies clear to the customer at the time of taking his order, you make it next to impossible for the company to collect his account promptly and next to impossible for you to secure re-orders from him,—and re-orders mean profits.

"When it comes to terms and collections, some of you hesitate, others seem to be afraid, to even touch upon this vital point in your personal and intimate contact with the customer, at the time of taking his order, leaving the company at long distance and wholly by correspondence to secure from him a prompt and satisfactory settlement of his account. Do you think that such a course makes it easy for the company to retain its most valuable asset, the customer's good will?

"If you were selling insurance, vehicles, pianos, or talking machines where payments are made at various intervals in the future, you simply could not make a real sale of any one of these things without making it thoroughly clear to the customer at the time of taking his order, exactly when each and every payment should be made. Failure to do this causes immediate dissatisfaction to both the company and the customer, increases expense and losses, means final severance of relations, and has forced many a company to eventually quit business entirely.

"Now, in principle and in fact, selling Mueller goods to be paid for in full in one amount in the future is not a particle different in its immediate necessities and ultimate effect from selling goods on a long time or installment basis. Furthermore, when the salesman thinks to pass over or hurdle the matter of terms and collections in his dealings with the customer as the representative of the company, he deprives both the company and the customer of distinct and tangible benefits without which neither of them can permanently remain in business. No greater kindness can be rendered to any individual who needs it than to help him to pay his bills promptly,—not by gift of money, but by good counsel and good example, and, when one remembers the great need of the large majority of plumbers, we should all gladly do our part toward helping them to get the simple business education they need. In fact, no greater kindness, no greater benefit could be

conferred on the average plumber than to help him to realize the great value of paying his bills promptly, and the one best time and place to do this is when taking his order. Every one of you gentlemen knows how much easier it is to cover this point satisfactorily when talking with the customer than it is for the company to attempt to do it by correspondence two months or more after the order is taken.

"The company is perfectly willing to admit that its obligation to make prompt shipment of a customer's order is just as great as its obligation to make good goods, and the company is making an active and consistent effort to ship all orders promptly. Both the New York and Decatur salesmen will attest the progress being made in this direction, giving assurance that prompt shipment of all orders will gradually be accomplished, so that Mueller goods, Mueller service and Mueller policies may all be of equal benefit and attraction to the customer.

"The company has made every reasonable provision, through the avenue of adequate records, to serve every customer according to his individual requirements, and the company needs to know the customer's individual requirements specifically from the salesmen in order to make good service possible and complete.

"The real interests of the company, the customer, the salesman and the consumer are all one and the same, and the one real need for all is co-operation. When co-operation is a real fact, methods will easily follow for eliminating those things which harass and annoy.

"On the basis of intelligent, enlightened self-interest, the company asks and rightfully expects from each and every one of you gentlemen, active and genuine co-operation in selling its collection and general policies along with its goods, and whenever necessary to assist in the collection of past due accounts. Remember, a sale is not a sale in any real, final sense of the word, until the customer has actually paid for the goods he has ordered.

"The company invites specific, constructive criticism from every one of you, so let us work together to make Mueller goods, Mueller service and Mueller policies all that they should be, and thereby bring real profit and real satisfaction to the company,

the salesman and the customer. The right attitude towards terms and collections on the part of every one of you gentlemen will add to your equipment and success as a salesman and will not lose you a single order."



THE 49 CLUB REUNION

Banquet at Country Club Closed the Annual Meeting of Salesmen.

The Annual Reunion of the '49 Club was the best ever held by that organization. All those who attended are agreed on that. It was an evening filled with pleasure and there was an absence of the rough horse-play which formerly characterized these meetings. There were a good many toasts responded to, but the best speech of the evening was that delivered by A. G. Weber, an attorney of Decatur. During the course of his remarks, he said, in substance:

The Workman and the Corporation.

Sometimes men make the mistake to believe that corporations are soulless and unappreciative. They overlook entirely that a company feels keenly and appreciates greatly the sincere loyalty and the true merit of its men, through its executive officers. The officers of a corporation realize to the fullest extent that they can never win success for their company with a botch and a shirk, and that loyal and efficient service talks for promotion and advancement in a language that is always heeded, while the grouch and the shirk are trying to lift themselves up by their boot straps and by a lot of ugly talk, like so many mouths full of ill wind.

The workman who has an interest in the success of his company, and who cheerfully renders his best service will forge forward, while the man who does only enough to keep from being discharged, will remain in the dry rot of his own stagnation.

A man can fool his superiors for a while, but in the end he will find, to his sorrow, that he has fatally fooled himself into failure. The Savior of the world announced a truism, when He said: "Verily, what a man soweth, that shall he also reap." A man usually gets what he deserves. Sometimes, of course, a worthy man receives recognition and reward slowly, but if he is a faith-

ful man, doing everything in his power to do his best for his company he will surely win out and rise to the height of his ability and merit.

The workman who honestly tries to make everything that he does a masterpiece and who is conscientious and industrious, that man has qualities, which his superiors must recognize and reward, in the interest of their company. It takes that kind of man to win success for the company. The best man can no more be rejected than the best material to produce the best results. The executive officers of a corporation know this and are compelled to act upon it in self-defense.

The man who is loyal and does everything in his power for the best interests of his company is building up his own future. The relation between true merit and loyal service is reciprocal and dual in its nature. When you do good to your company you are doing good to yourself, in that you have cultivated the qualities that give you special value. Should, perchance, your superior be prejudiced and blinded to your worthiness for advancement, then be assured that there are other executive officers elsewhere looking for just such a man as you are. Be sure, however, that you do not inflict self-deception by expecting to reap where you have not sown.

In most cases men should not demand the fruits of their labor before it is ripe. Be patient and wait until your times comes, and He who knows all things, will reward your loyalty and your skill and industry, with the ripe fruits of your patient and well-earned reward. Do the best you can and he who expects more is not a man. Do not forget that your work and your loyalty talk to your company daily. They are your best friends.



THE LIFE SAVER.

President Hayes was a total abstainer. His state dinners, otherwise very elegant and costly, were served without wines. The only concession to conviviality was the Roman punch, flavored with Jamaica rum. Evarts was accustomed to allude to this course as "the life-saving station."

MR. OSCAR'S GREETING.

To the Boys of the '49 Club. In Answering Lettergram.

During the Annual Meeting a day letter was sent by the '49 Club to Mr. Oscar, whose acknowledgement of same is given here:

To the Boys of the Forty-Nine Club.

I want to thank you all for the Day Lettergram which you so thoughtfully and kindly sent to me on the first of this year. Same was received by me at my home in New Rochelle and completed the happiness of the occasion for my family and myself.

I have been extremely busy or would have been with you this year. I have now missed two meetings and while my various trips to Decatur at different times of the year keep me in touch with conditions at large and things which come before the '49 Club, I realize the great loss in not attending meeting with all of you at least once a year, and when next year comes I hope to be with you beginning with the first roll-call and remain to the last, even in the night sessions. I, of course, recognize that this is a big expense to me, but by cutting out the high spading and eliminating some of the graft worked by some of the older members of the club during such sessions, I feel that perhaps I can stand it and am only too glad if the opportunity occurs and I will take a chance.

With kindest personal regards to each and every one of you and wishing you all a Prosperous, Happy and Contented New Year, I remain

Yours very truly,

OSCAR.



NAMES AND NUMBERS.

Because of a change in the method of handling the salesman's orders in Mr. Mann's department, it is necessary for us to have not only the number of the salesman's order, but also the name of his customer if he wishes to refer to one of his orders, by number. The name of the customer is not recorded in connection with the number on the salesman's order. If we do not have both the name and number it requires considerable unnecessary hunting to locate the order in this office.

CUT OPEN SAMPLES.

Salesmen are requested to refrain in so far as possible, from furnishing cut open samples to architects and others. As has been explained to you, cut open samples are expensive. They represent not only the cost of the article, but the cost of the labor expended in opening them up.

Our policy is to furnish a working sample to architects and others deserving them if there is a good business in sight to justify this. We believe an architect can form a better opinion of our goods by putting them under actual test. Rather than furnish cut open samples, we would prefer to pay for the installation of a working sample.

Please keep these facts in mind.

**DON'T GET PESSIMISTIC.**

Don't permit yourself to be influenced by the talk that this will not be a good year because of changed political conditions after March 4th. There is no ground for fear, no logical reason for the interruption of business, and no indications that there will be any such interruption. On the contrary, the reverse is true. Business is opening up in good shape and the outlook is encouraging.

We expect to do at least two and one-half million dollars' worth, and we expect you to do your share to help attain that figure.

**THE FIRST ORDER.**

Following the school of instruction a year ago D. E. Rowley was the first to send in an order after the salesmen hit the trail.

David repeated the performance this year. At Frankfort he made a sale of 138 pieces of brass goods, and the order was the first coming from a salesman to be recorded for the year. The second order came from Jacksonville, Ill., being a bill of plumbing goods sold there by C. H. DuBois.

**CANCEL BULLETIN.**

Notice is hereby given of the cancellation of Bulletin S. O. 3 Section A on No. 21 Drilling Machine.

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.

**PRICE OF LEAD PIPE.**

In the daily bulletin giving the metal market, which we are now sending to the salesmen, we will give you a price at which you can sell lead pipe. We will specify it as follows:

Lead pipe sells at \$5.75 cwt., plus packing charges, F. O. B. shipper.

If you should happen to have an order for a large quantity, however, it would be well for you to take the matter up with us.

The selling price of lead pipe will be governed by these bulletins.

This will cancel bulletin S. O. 307, dated January 6 and Special, dated January 6, 1913.

**COMMISSIONS.**

No commissions will be paid to salesmen this year on sales of water tapping machines and meter testers.

If it is determined to pay commissions on any article, announcement of the fact will be made in due time.



Marriage will bring out whatever there is in a man, be it good or bad.

NEW YORK ORDERS.

From the Virginia Hot Springs Co., Hot Springs, Va., through C. T. Ford, for 48 D—12902. These goods will be used in addition to the hotel at the place mentioned.

Through R. M. Hastings for 48 D—12902 basin cocks to be shipped to Niagara Falls.

Through W. C. Hennessy for 4150 various sized service clamps to be shipped to Societe Anonyme, DuGaz, Rio de Janeiro.

From the Canada Pipe & Steel Co., of Toronto, through A. Alexander, for 12 D—12902 and 144 D—11902. This company was forced to take out some other self-closing work from one of the largest hotels, and seem very favorably impressed with our goods, which they will probably stock.

Through W. F. Hennessy 250 D—8027 5/8", to be installed in the Hotel McAlpin, New York. This is a new \$3,000,000 hotel. F. M. Andrews & Co., are the architects and C. Darmstadt the plumber.

Through A. Alexander for 12 D—11901 and 4 D—9463 indexed hot and cold, to be shipped to W. H. Williams, Detroit, Mich. These goods are to be installed in Queen's Hotel, St. Thomas, Ont.



DECATUR ORDERS.

Through E. E. Pedlow for 234 D—11906 hot and cold, for the Modern Woodmen of the World Building at Omaha, Neb. These goods were sold through N. O. Nelson and shipped to the Sanitary Plumbing Co. at Omaha for installation.

Through E. E. Pedlow for 1200 D—11902 for H. T. Kirkpatrick of St. Louis, who will install them in the Railway Exchange Building. This is the first installment of these goods for this building.

Through H. J. Harte for George F. Soffer Co., of Pittsburg, for 866 D—8303 and 36 1/2" D—8677 for the Ft. Pitt Hotel.



CORRECTION.

Bulletin S. O. 268 should be changed to read:

W. L. Jett, No. 1332 W. 54th, Los Angeles, Cal.

JURY OF THE PEOPLE.

In a recent address Pres.-Elect Wilson had this to say concerning monopolies and the change in administration:

Against Monopoly.

"I notice you do not applaud that. I am somewhat disappointed because unless you feel that way, the thing is not going to happen except by duress, which is the worst way to bring anything about, because there will be monopoly in this country until there are no important business men who intend to bring it about. I know that when they are talking about that they say there is not anybody in the United States who ever intended to set up a monopoly. But I know there are some gentlemen who did deliberately go about to set up monopoly. We know that they intended to do it, because they did it.

"I don't care how big a particular business gets, provided it grows big in contact with sharp competition, and I know that a business based upon genuine capital which has not a drop of water in it can be conducted with greater efficiency and economy than a business that is loaded with water.

Touches Conservation.

Touching on conservation, he declared that a "policy of reservation is not one of conservation."

The governor proclaimed a policy of accessibility to the raw materials of the country to everybody on the same terms. A conservation policy, he said, should be free from discrimination.

Concluding, the governor said the nation had "taken change of venue," and now "the government case was to be tried before a jury composed of all the people.



ONE AT A TIME.

While Henri IV. was once being harangued by the several deputies in a provincial town, an ass started to bray. Said the King: "Pray, gentlemen, each one in his turn."



A woman, who cannot hold her own, should not apply for a position in a day nursery.

POSITION WANTED.

Wanted, a position as Superintendent (or like position) of water works, by a practical water works man, 58 years of age, with 26 years practical experience. Can furnish the best of reference as to honesty, integrity and capabilities.

This is from a capable man and we would be glad if our salesmen will advise us of any opening of which they may hear. In that case we will put the applicant in touch with parties desiring superintendent or like position.

**METER TESTER SOLD.**

A complete meter tester outfit was recently sold to the City of Cleveland, credit for which goes to J. H. McCormick.

**ADDRESS CHANGED.**

F. L. Hays, Jr., is now located at 720 N. Robinson St., Oklahoma City, Oklahoma.



The stabbing and shooting usually start in the "friendly game."



Beauty need not be more than skin deep, for no man carries an X-ray.



Now-a-days there are too many "Don'ts" abroad, and not enough "Do's."



The man who lives on the labor of others is a parasite and a menace to society.



When a man has no competition in well-doing he is in a very dangerous position.



He, who gives employment and supplies opportunities, is one of the world builders.



If Absalom had been bald-headed he never would have had that fatal accident.



Everybody knows enough to be honest, but some have not had much practice at it.

FEARS.

"I'm so worried about the Christmas present I sent to Aunt Sarah," she says. "It only cost forty-nine cents, and I'm afraid I left the price mark on the thing when I sent it."

"I'm worried, too," says her friend. "I got one that cost fifty dollars for my uncle, and I'm afraid I didn't leave the price mark on it."—Life.

**NEVER GIVE UP.**

We have another example of what persistence will do.

An order for 250 of D—11902 for the Dole House at Mattoon was secured by Mr. DuBois, who refused to give up when the plumbers sought to substitute other goods. Mr. DuBois took the matter up with the owner and architect and won a victory.

**THIS MUSS.**

A lady who lived on the isthmus,

Was worried the day after Christmas;

The fragments of holly

Made her melancholy;

She sighed: "Will you please look at this muss!"

—Life.



"Do not trouble because you have not great virtues. God made a million spears of grass where he made one tree. The earth is fringed and carpeted not with forests, but with grass. Only have enough little virtues and common fidelities and you need not mourn because you are neither a hero nor a saint."—Henry Ward Beecher.



Mrs. Dashaway—How long had you known your husband before you were married?

Mrs. Gnaggs—I didn't know him at all. I only thought I did.—Philadelphia Record.



There are some defeats more triumphant than victories.