The Mueller Record

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No. 36

AIDING IN COLLECTIONS.

A Word To Salesmen Concerning Our Policy and Their Duty.

Collecting money due us is a question in which we are vitally interested. equally as important as selling goods. could not do business if we did not sell goods. We might make a show of doing it for a long time before the sheriff called, finally of our own accord. This would take longer, however, than to sell goods and be kept out of our money. which is a very simple business truth. But some people do not seem to have learned it. On the contrary, judging from our experience, they seem to think that we are one concern which has accomplished the impossible in business-that is, selling goods and continuing to sell to them indefinitely without remittances.

We know that our terms are liberal, much more liberal than the majority from whom we buy. Thirty days is the average limit given us. Then we pay. We should pay then. It's business to do so. We feel that our patrons are not justified in taking offense if we drum them after giving them greater liberty than we ask for ourselves.

We likewise feel, and also insist, that our salesmen, when called upon to assist in maintaining this policy, should use every effort to demonstrate to the customer that we are not unduly insistent, anxious or unreasonable in demanding settlement of overdue accounts.

We have a case in point. The manager of a certain gas company has proved a slow payer, although the account was not in jeopardy. We were compelled at different times to drum him for the money. A salesman took the subject up with him and then wrote us that this manager's account was not thirty days old until we

commenced flooding him with duns. The manager called his bookkeeper to prove to the salesman that we were the most insistent collectors that he did business with. The manager further explained that in companies like his with stockholders away, and various other conditions existing, that very often bills had to go over until the next succeeding pay day.

it for a long time before the sheriff called, but he would call or we would have to quit would be fine advertising to write nice letfinally of our own accord. This would ters to a good concern like the one in questake longer, however, than to sell goods tion.

We maintain, however, that a perfectly solvent concern like this one should not let accounts become overdue, and that as business men they should not take offense when drummed on an overdue account. We do not believe that a private public utility company permits its patrons to have overdue accounts. In fact, their policy is quite the reverse. They insist on settlements or shut off the service.

Our records show that this particular company paid one account 55 days after due. Our records show, also, that the company generally took about forty days before paying. And further that we did not drum until their dilatory tactics justified it.

In cases like this, salesmen should go into the facts very carefully. No customer should take offense at this. Let customers understand that our policy is liberal. We want them to feel that it is. But we also want them to understand that we must be paid promptly when our accounts are due. In cases of this character, salesmen can do much good in setting us right with the customer, and should do so in a manner that will convince him that we are not unreasonable.

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Some men hate to be alone, because men are known by the company they keep.

LEAD RING GASKETS.

Service Clamp Eusiness and What We Should Do With It.

Some time ago we received a lead washer, furnished by a competitor to a water company, who reported to one of our salesmen, that neither the washer nor the service clamp with which it was used, had proved satisfactory.

This washer is $2\frac{1}{2}$ " in diameter with a 1" opening. It is about one-sixteenth of an inch thick. Both sides have circular corrugations, which begin at the opening in the center and continue at equal distances to the outside. It is impracticable. It presents a flat surface too large to be successfully clamped between the service clamp and the pipe. Owing to this fact, and notwithstanding the corrugated surfaces, the formation of a fluid tight joint would be a difficult matter.

The Mueller Molded Lead Ring Gasket unquestionably is the best device that has ever been offered the trade for making an absolutely perfect joint at the main when a service clamp is used. Its shape is such that it yields to the pressure of the clamp, spreading sufficiently to fill every crevice and form a tight joint.

It has another pronounced advantage in fitting into a groove cut on the under side of the clamp. The Mueller gasket has been used in thousands of instances and we have no complaints of its failure to do exactly the work for which it is designed. It carries the stamp of approval of many expert men in the water and gas field and we feel that our salesmen are justified in making exceedingly strong claims for it.

It is a simple little device, yet it fulfills every requirement. The lead ears make it possible to fit it into the groove of the clamp and keep it in exactly the right position until the clamp is placed on the main. The washer with the corrugations, referred to above, has no such advantage.

We have never yet had a lead washer for service clamps brought to our attention, which compared favorably with the Mueller Molded Lead Ring Gasket.

Our gasket, used in connection with Mueller Service clamps, forms a combination for successful use on pipe which is un-

equaled. It's a combination which should be pushed vigorously. New methods, such as electric welding of a nipple into a main, are demanding some attention. This may or may not prove successful, or it may not gain the confidence of men who have always used service clamps. On the other hand, it may prove successful and may speedily gain confidence. In the meantime we should get out of the service clamp business all there is in it.

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NEW RULE ON BUYING.

We are advised by one salesman that association plumbers have been instructed to stamp on all orders as follows:

"This order is given on condition that the firm supplying the goods will pay for replacing any part that, when tested, is found defective."

Just how general this rule is we are not aware, but salesmen who hear of it in their territory will communicate the fact to us at once.

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GOING TO THE COAST.

W. E. Knotts, who has been identified with the Regulator and Claim Department, in the main office for a year or more past, has been selected for the post of assistant general manager of the San Francisco branch. He will leave for there early in June. Mr. Knotts' promotion is the result of his efficient work in the main office and his strict attention to his duties.

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DEATH OF MRS. HARRY.

During the latter part of April the death of Mrs. George I. Harry occurred in Decatur.

Mrs. Harry, who had long been a resident of Decatur, was the mother of G. Palmer Harry, formerly of the Advertising Department, but now with the Sarnia company, and also of Arthur Harry, who has a clerkship in the main office.

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A man of means is frequently a man who has the means to borrow.

SELLING COMMODITY ARTICLES.

More Attention Should Be Given the List By Salesmen.

We have gone over the last commodity report and note that quite a number of the salesmen have failed to make sales of articles for which there should be a market at all times in all territories.

It seems reasonable that each salesman should sell some standard compression No. 8303 basin cocks, self-closing work, service cocks, repair lids, and pipe end reamers every month. These articles are staple. There must be some plumbers, water works men or gas works men in every territory who are needing them. We believe that all that is necessary is to call their attention to this list.

Some of the commodity articles may be regarded as special. For instance, compression stop and waste cocks, meter testers, Record books, flushing hydrants and check valves. It is possible that some of these articles could not be sold in all territories every month. But there are certainly some territories in which they can.

We are calling your attention to this because we desire you to keep this commodity list in mind all the time. We are satisfied that sales will be materially increased in this way. You must keep all these little points in mind. Don't overlook a single item that will produce a sale. This is important.

Salesmen on the road are not in a position to know facts of our daily business. One of these most potent facts is the daily increasing expense of doing business. It costs more all the time, and to meet this expense and do a profitable business we must certainly increase our sales of goods. We feel that all our salesmen are loyal to us and want to see us do a good business, but we fear that some of you lose sight of the conditions under which we must do business—the higher cost of production, the more aggressive competition and changing conditions which may cost us a customer who has previously been favorable to us.

It's imperative that you give close attention to the commodity list and push the sale of these goods.

THANKS TO "FORTY-NINERS."

The Newlyweds of the Mueller Sales force who were remembered with gifts of \$50.00 each, by the '49 Club, give thanks as follows:

From W. N. Fairfield.

"Mr. W. B. Ford, Pres., and Members of the '49 Club,

Gentlemen: I wish to take this opportunity to thank you for your very kind letter of the 10th inst., enclosing check for Fifty Dollars, which is truly appreciated by both Mrs. Fairfield and myseli.

We have purchased Sterling silverware with same, which will not only be very useful, but will also serve as a reminder of the kindness of the '49 Club.

Again thanking you and with kindest personal regards to the members of the Club. I am

Most sincerely. (Signed) Walter N. Fairfield."

From W. L. Jett.

"Members of the '49 Club, Decatur, Ill., Gentlemen:—Wish to thank the boys for their much appreciated remembrance in

the form of voucher check for fifty dollars. This money was applied on a davenport for our new California bungalow, and it sure is a beauty. My wife wishes to add her thanks to unine for this nice gift, and wishes all the boys the best of luck, and a happy and prosperous year with lots of good business.

Again thanking you, as well as the firm for the many kind remembrances, we are,

Yours very truly, (Signed) Mr. and Mrs. W. L. Jett."

From C. J. G. Haas.

"Mr. E. A. Mann, Sales Manager,

Dear Mr. Mann:—It gives me great pleasure to address you in accordance with the wishes of Mr. W. B. Ford, President of the '49 Club, who has recently presented me with a check for \$50.00 as a wedding present from the Club.

In order that the memories of this club and the friendly feeling which predominates among its members may be constantly reflected, especially at home, my wife and I have decided to purchase with this amount some hand-painted china bearing the number "49" and the monogram "H. M."

Kindly extend to the '49 Club and its members through the columns of the Mueller Record. my sincere thanks and appreciation covering this presentation.

appreciation covering this presentation.

My wife joins me in extending to the club and its members our best wishes for continued success.

Sincerely yours, (Signed) Chas. J. G. Haas."

THE APRIL CONTEST.

Eastern Salesmen Carry Away a Majority of Prizes.

The winners in the April contest are: Regulators—C. T. Ford.

Sediment Cocks-R. M. Hastings.

Meter Connections—G. A. Caldwell.

Bath Cocks-C. T. Ford.

Bath Cocks with Supplies-W. N. Fairfield.

Bath Cocks with Supplies and Combined Waste and Overflows—H. J. Harte

SALESMAN D. J. Mueller E. B. Cameron H. F. Clark P. W. Scribner. W. B. Ford E. G. Ince H. G. Miller E. E. Pedlow J. H. McCor-	ooooowwooRegulators	Sediment Sediment 80 50 0 8 40 8716	Meter Con-	Bath Gooresooo Cocks	Bath Cocks with	Bath Cocks with
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Total	244	2493	449	502	631	677

These winners have all received their checks. It will be noticed that the Eastern men came very near to wiping the plate clean. H. J. Harte is the only western man to make a showing. Likewise it will be noticed that a number of men did not make a sale of any one of the contest articles. We do not believe this is right. With the incentive of a prize for the sale of certain articles, it seems to us that every man should sell at least ONE of these articles. The prizes we offer surely ought

to spur each man to do his very best, and to land some business. We are telling you this so that you may get an extra move on yourself. A little special effort on your part should land you a prize for May. It's worth your while to make an effort. Will you do it?

We hope that this will not occur again. It looks as if a salesman was not showing a very deep interest in an effort to boost business when he garners a whole row of goose eggs on five different combinations of articles.

The May contest is going along very satisfactorily but is not showing up nearly so well as it should.

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THE SARNIA PLANT.

Mr. O. B. Mueller and F. L. Riggin were in Decatur for several days early in May, on business connected with the Sarnia company. Firm meetings were held three full days in the old Advertising Department. A very considerable amount of business affecting both the Sarnia and Decatur companies. was disposed of.

The Canadian Company is gradually rounding into shape to do business on its own account. All business pertaining to Canada will be taken over from the Decatur company on June 1st, and from that date the Canadian trade is expected to order from Sarnia.

The present indications are that by the middle of the summer the Canadian plant will be in position to take care of all business directed that way.

VACATION TIME.

Within a short time now salesmen will begin taking their annual vacations. In order that this may be done systematically and without interruption to the business, you are requested to make your applications as early as possible. Requests will be granted in the order in which they are received.

TELEPHONE NUMBER.

W. J. Jett's telephone number is Vermont 2640, Sunset.

DON'T GET SCARED.

A Bit of Advice from the Regulator Department.

We frequently receive inquiries from our salesmen regarding the merits of or information on various other makes of regulators, with which they come in contact, many of which are somewhat lower in price than our regulators, yet for which the makers claim equal or superior merits to ours.

One of our salesmen recently sent us a criticism by a customer using a competitor's regulator on a special service, the customer stating that our 13120 regulator used as a pump governor was top heavy, and would become jarred or shaken loose in the joints if used in marine service, yet the valve that this customer has illustrated in his printed matter, and is using, is a valve which is a very poor modification of some old time regulating valves at least 25 years old, and this competitive valve is in fact, almost useless for close, accurate That the manufacturer of the service. pumping apparatus has no confidence in the regulator and has had trouble with it, is amply evidenced by the fact that although it is a small valve and installed on a small, compact apparatus, the valve is put on with a bypass pipe to enable the pump to be run whenever the valve is out of order.

Don't get frightened and fall down for every criticism. Tell your customer or prospective customer that your firm are not beginners, but have had long and successful experience in the several lines of goods made by them and can furnish regulators and other goods, not as good, but better than those made by our competitors and you can feel secure in having told the truth.

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CHANGE OF ADDRESS.

H. J. Harte has changed his address, which is now as follows:

Room 403, Home Trust Building, Pittsburg, Pa. Bell Phone 2483—Grant.



A grand-baby adds more cheer to the household than a baby-grand.

RAPIDAC BATH COCKS.

Mueller Product Finds Place in a Fine Hotel.

Mueller Rapidac Bath Cocks D-9477, the round body pattern with side handles, and without jewel cup, will be placed in 262 rooms of the new Chisca Hotel at Memphis, Tenn., which is now under construction.

This hotel will be a fine eight-story structure and everything about it will be just as good as Mueller Rapidac which is saying about as much for the hotel as we are capable of.

Up to the present time this is probably the biggest lot of Rapidac bath cocks in any one building.

These goods should sell readily everywhere. They have so many fine talking points.

₩ 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 sleev**e**.
- 1 10x6 sleeve.
- 1 10x8 sleeve.
- 1 12x4 sleeve.
- 2 12x6 sleeves.
- 1 12x8 sleeve.
- 1 16x6 sleeve.

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Absent-mindedness is a blessing when it causes one to forget one's troubles.

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Even the criminal does something for the community—time.



We are publishing herewith an address on "Salesmanship," which was delivered by David Gibson, before the selling force of the Pittsburg Gauge & Supply Company, and recently published in "The Mason Builder," house organ of the Charles Warner Company of Wilmington, Delaware. Every one of our salesmen should read it carefully. It contains many fundamental truths. The address follows:

I am going to talk to you today on the technique of salesmanship:

When I went to school I read a book on psychology. One chapter in this book I remember was devoted to Suppressed Function. I did not take this very seriously at the time; I only recited in a parrot-like way what I had read, about the way of most academic students.

But when I got cut into business, and in seeking some word that would cover the science which dealt with the habits and tendencies of the human mind, I found that

this one word was psychology.

I once had the extreme pleasure of examining the "sucker" list of a get-rich-quick concern which fell into the hands of a police department. It was made up mostly of country doctors and city dentists. On the bottom of the cards under the head of remarks were such notations as these:

"Talk to him about his son."
"His bug is carrier pigeons."
"Talk to him about his colt."
"Hates Democrats."

These were the Suppressed Functions of these men. They were the means by which a canvasser could get an audience with these men.

The Suppressed Function of anyone is that which they are able to do and which they have not been recognized in doing. For instance, Louis H. Sullivan, of Chicago is the foremost American architect. He has been recognized as an artist, but writing is his Suppressed Function. He is not recognized as a writer.

One time the late Daniel H. Burnham, a rival architect, came up into Sullivan's office in quest of a certain general condition of a specification which Sullivan used. Now, it is not the rule of architects generally to exchange with each other that which

they have been years in developing for their own use. Burnham said: "I saw your general condition the other day, in your specifications. I never read anything like it. It is a perfect work of art as to the choice of words. Can I have a copy of it?"

He got it.

He appealed to Sullivan's Suppressed

Function.

Mr. Burnham had been recognized as a business man, but not as an artist. It so happened that Burnham's suppressed function was water color painting, and I have no doubt that if some one had gone into his office and admired his water color paintings, appealing to his Suppressed Function, that he could have obtained most anything from him.

Now, Suppressed Function in the science of psychology has only been considered in its relation to individuals, but as a matter of fact every business has its suppressed Function. It is that which it desires or needs, and which it has not been able to

obtain.

For instance, if any of you go into a plant that has been looking for a roofing that will not leak, or a broom that will sweep without too rapidly wearing out, or any special device that will appeal to the economy of that concern in instances where there has been waste, you will at once interest this concern by appealing to its Suppressed Function.

This appeal to Suppressed Function, obviously, has its dishouest application. Oftentines the same principles as applied by a crook are just as effective in selling honest goods as in dishonest goods. It is all a question of motive.

I say that the fakir out on the corner could apply the same principles in successfully selling honest goods that he does in selling dishonest goods and with more profit, because he would be building up that element of good-will which would stand him in good stead when he comes around on the same corner a few months or a few years later.

I do not totally believe in that which has been called a scientific sale. In other words, you cannot sell by rule and note. It is a good deal like the diagnosis of a disease, it is very hard to find a typical case and a treatment which will generally apply.

But in salesmanship there are departments or classifications in a salesman's talk.

First, there is the APPROACH. The approach is merely an introduction which will enable you to go about it. It is where the appeal to the Suppressed Function comes in.

The next is the $\ensuremath{\mathsf{ARGUMENT}}.$ and the final is the CLOSING.

The argument department of a scientific sale comes from a knowledge of the goods. It is only learning the needs of the patron and a compromise with what you have to friffill that want. Selling is not a mere transfer of the goods from the seller to the buyer.

The closing is simply briefly reviewing the point in the argument.

No goods are actually sold until they have been used and profitably used by the

Selling consists in seeing that the goods are properly used after they are sold, and selling does not stop at merely taking the

For instance, in order to sell a wire rope for a particular use it is necessary to know the kind of rope to use for that particular instance. In other words, it is simply a question of knowledge of wire rope.

And the same thing is true with anything that you are called upon to sell.

I have no very great confidence in the gift of gab you very frequently hear so much about, for when a man finds that he can "talk like hell" he usually quits work. A man has very little trouble in expressing himself if he knows what he is talking about and to know what you are talking about demands that you study the goods, the "reasons why" of what you are selling. I consider the profession of a salesman

I consider the profession of a salesman as noble as any profession, because in inducing people to use better goods you are incidentally but surely inducing them to become better people.

And in order to induce them to use better goods it is necessary that you know your goods and the needs of the possible buyers.

I do not think that the average salesman studies enough.

There are doubtless men in this room who have a great deal more ability and receive much larger annual incomes than the so-called learned professions.

Yet in order to become a doctor or a lawyer you have to read a great many books, and I do not think that the average salesman studies the catalogues and "reasons why" of the goods he sells with the same diligence that the law student studies

his jurisprudence or the medical student his anatomy and physical diagnosis.

I think that one day it will be just as respectable to be in business and sell goods as it is to practice law or medicine or any profession.

Here are two sermons on salesmanship, the best I think that were ever preached in the world's history. One is by Jesus of Nazareth, and the other by Lincoln of Illinois:

"Behold, a sower went forth to sow.

"And when he sowed, some seeds fell by the wayside, and the fowls came and devoured them up.

"Some fell upon stony places, where they had not much earth; and forthwith they sprung up, because they had no deepness of earth;

"And when the sun was up, they were scorched: and because they had no root, they withered away.

"And some fell among thorns: and the thorns sprung up and choked them;

"But others fell into good ground, and brought forth fruit, some a hundredfold, some sixtyfold, some thirtyfold."

The interpretation of this parable of the sower is that all effort is not fruitful effort. As we go forth to sell, our efforts are put forth in barren places as in the case of the sower, but the barren places must be cultivated as in the case of the sower.

The sower must cultivate and the seller must educate.

Effort is only profitable in its total rela-

Fruitful effort comes by the law of average, so we must "labor and wait."

Many of us have ability, but what we lack is patience.

Ability without patience is discouragement,

The following is an extract of an address delivered by Abraham Lincoln before the Washington society, Springfield, III. in 1842:

"When the conduct of men is designed to be influenced, persuasion-kind, unassuming persuasion—should ever be adopted. It is an old and true maxim 'that a drop of honey catches more flies than a gallon of gall. So with men. If you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey which catches his heart. which, say what he will is the great high road to his reason, and which when once gained you will find but little trouble in convincing his judgment of the justice of your cause, if indeed that cause be really a just one. On the contrary, assume to dictate to his judgment, or to command his action, or to mark him as one to be shunned or despised, and he will retreat within himself, close all the avenues to his head and his heart; and though your cause be naked truth itself transformed to the heaviest lance, harder than steel, and sharper than steel can be made, and though you throw it with more than heculean force and precision, you shall be no more able to pierce him than to penetrate the hard shell of a tortoise with a rye straw. Such is man, and so must he be understood by those who would lead him, even to his own best interests."

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THE "ALMOST" MAN.

By Herbert Kaufman.

He almost had a franchise for a road through to the coast:

The finest corner lot in town belonged to him-almost.

He almost built an aeroplane safe as a rocking chair—

He almost wrote a book that called forth fame and trumpet-blare;

He almost got a patent on a mile-a-minute boat:

He almost found a way to keep a sinking ship afloat.

He almost built a clock that couldn't lose a second's time:

He almost planned a chimney that would clear the air of grime:

He almost did a hundred things but failed in every plan-

He can't succeed—it's not his breed—he is an "Almost" Man.

It isn't wit, nor pluck, nor grit, nor vision he requires—

He don't go on-he flops and drops the moment that he tires.

He lacks in patience. What he starts he doesn't carry through;

You're well acquainted with the man—why Bless my soul! It's YOU.

POSITION WANTED.

By reason of combining two departments of the water works at Canandaigua, N. Y., the office of water superintendent has been abandoned. This leaves Mr. George R. Ellis out of a position.

We are advised that Mr. Ellis is a very careful and efficient superintendent and any salesman hearing of an opening for him will kindly advse us.

NEW YORK ORDERS.

From Joseph Miller of New York City, through W. F. Hennessy, for 30 D-12902 Self-closing basin cocks. These goods will be used in the McCreery Building in New York City.

From the Hannegan Plumbing Co. of New York City. through W. F. Hennessy, for 22, D-12010 of ½ size finished; 22 of same with hose end: 248 D-12901 basin cocks; 65 D-25302 Extra Heavy Ferules of 4" size. These goods are to be used in the 20 story office building at Madison and Fourth Streets, New York. Mr. T. H. Stevens, architect, specified our goods.

From E. P. Butler, of Tuscaloosa. Ala, through W. B. Ford, for 96 pairs D-11904 Hot: and Cold: 50 pair D-25003; 24 D-8346; 6 D-25111. These are to be installed in the McLester Hotel at Tuscaloosa.

From the John O'Hare Co., of Clarksburg. West Virginia, through H. J. Harte, for 10 pairs of 12909, to be installed in the Oak Hall.

From H. D. Hubbs, of San Diego. Cal. through W. L. Jett for 345 D-11901, of which 208 will be used in the Thompson Hotel at San Diego. 96 for the Owl Drug Co. and 20 for the High School at San Diego.

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DECATUR ORDERS.

From the Martin Metal Mfg. Co., of Wichita, Kansas, through S. Thornton, for 24 D-11904 and 6 D-11702, to be installed in the Eaton Hotel.

From B. J. Seckinger, through W. B. Ford. for 174 D-11902; 10 D-8350; 174 D-8194; 48 D-8183 and 14 D-8350. These goods are to be installed in the Phoenix Hotel at Waycrosse, Ga.

From the Des Moines Plumbing & Heating Co., through H. F. Clark, for 12 D-11906, to be used on the Silverburg & Luice Job.

From L. M. Rumsey Co., of St. Louis, through E. E. Pedlow, for 6 D-12002 of the 1/2-inch size. to be installed in the Brown Shoe Co. building at Brookfield, Mo.

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If you pin your faith to a woman, use a safety pin or you may get stuck.