

The Mueller Record

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No. 29

OVER-DUE ACCOUNTS.

Salesmen Must Co-operate in Effecting Collection.

The question of collecting over-due accounts and at the same time retaining the friendship of the debtor, is a serious proposition with every man engaged in business.

It's a hard nut to crack in retailing although the merchant is in close touch with conditions affecting each account, and has information by which to determine his course. It is harder in the wholesale or jobbing business because the collection department is wholly unacquainted with the debtor, and unfamiliar with local conditions which might justify leniency or influence drastic measures.

In our business we seem unable to get this information although it is of vital importance that we should have it. In order that our salesmen may know exactly what we do in cases of over-due accounts, they are furnished with copy of correspondence. They should immediately give us all possible information but they don't do it.

Many of them do not acknowledge the letters even though they are given direct instructions to do so after investigating the conditions.

It's the duty of every salesman, when we are trying to collect an over-due account in his territory, to make personal investigation of the same and report the conditions to us at once. The salesman is in a position to do this. We are not. When the salesman neglects this duty, we are sometimes compelled to enforce collection through legal process. Clearly this is our right—our duty as business men.

Few customers who are subjected to this legal process see the justice of our position. On the contrary they regard the action as unjustified, and the prospect of ever doing business with them again is very remote.

In many cases no doubt we have taken

this action against men who had valid reason for their delay, which had it been explained to us would have resulted in a further extension, secured to us our money and retained a customer.

When the customer, however, disregards our invoices, refuses to answer our letter and the salesman neglects to furnish information, or co-operate with us in getting at the true condition of affairs, there is nothing left for us to do but resort to drastic measures.

Every salesman in our employ is urged to give this subject serious consideration. Here is a plain duty of co-operation and in the future you are expected to perform it. We insist more strongly than ever before that salesmen give heed to the necessity of supplying us with all possible information in cases of slow paying patrons from whom we are endeavoring to collect accounts.



MAIL ORDERS INCREASE.

While Salesmen's Orders Fall Off.—Get Personal Orders.

Our sales record for September as compared to September, 1911, shows an increase in the number of mail orders and a decrease in the number of orders from salesmen as follows:

	Mail Orders.	Salesmen's Orders.
September, 1912....	59.29	29.83
September, 1911....	56.31	33.86

We believe that a little more activity and aggressiveness on the part of the salesmen would have shown an increase in their orders for 1912 instead of a decrease. It does not show a good condition to fall behind a record once made. Every year, with its increase in growth of population and wealth should show an increase in business for an established house. The added opportunity is there each year just as

sure as the year is there. And with added opportunity we should have added business from every salesman at least until the maximum of our growth is attained, and this growth, we consider, as far from being attained.

In fact with the reputation we have built for square and honest dealing and the indisputable merit of our product we feel that we have reached a point in our career which justifies the expectation of a very material increase in business every year. We look for it both in mail orders and the salesmen's orders. We want you to get the same thought and the same purpose in mind as we approach the new year.

While we do not believe a salesman should nag or bore a customer into giving him an order merely for personal credit, we do believe that every salesman should be alert to securing all personal orders possible, by exerting every legitimate method of salesmanship. The volume of business in our line in this country, which has not yet been touched, is so great that for years to come we should not think of anything but a constant increase every year in number of orders. This increase should show by months compared with the preceding month or by the same month in the preceding year, and should show at the end of each year as compared to the preceding years.



YOUR ROUTE.

Make It Possible for Us to Reach You At Any Time.

More definite reports about your route are absolutely and positively essential.

We must be so advised that we can reach you with a message any morning or afternoon. In a recent case we missed reaching a salesman in a matter of importance and his explanation was that he was always a little behind his route, and therefore was not in the town at the time his route sheet showed that he would be.

You must be explicit about this. Make it clear in your route reports that you will be at a certain place on a certain day, or that you will be there the forenoon or afternoon only of a certain day. And then be there.

All salesmen should realize the importance of this. When we want to reach you by wire it's sure to be a matter of consequence else we would write you in the regular way.

Our business demands that we be in a position to communicate with you at any time and get prompt responses. Don't forget this. Unless you keep up with your route sheet it is no good to us at all.

Sending us a route sheet and then being in advance or behind is as bad or worse than no route sheet at all. It's positively valueless to us, and eliminates all chance for getting quick action or special action when the case demands it.



REQUISITIONS.

There are still a few of the salesmen who have not sent in their requisitions for supplies during 1913. This is a matter which should be attended to at once.

It is the desire of the stationery department to have these supplies ready when the salesmen come in and thereby avert the trouble and confusion of getting them out in a hurry.



ANNUAL MEETING.

Salesmen are again asked to send in suggestions for the program of the Annual Meeting. The time for making up the program is almost here and all suggestions should be made within the next few days.

It is the intention to make up our program not later than December 1st.



THE OCTOBER QUOTA.

The October Quota Record for salesmen in the Decatur territory follows:

- 1—O'Rourke.
- 2—W. B. Ford.
- 3—DuBois.



PERSONAL.

F. L. Hewitt and E. L. Ripley have returned from New York, where they have been for several weeks past, installing the new system there.

NOW FOR A RALLY.

Help Drag The Tapping Machine Contest Out of the Fire.

You have seen the home team come to bat in the last half of the ninth inning with the score three against them, and with your hope of victory gone. You have seen the first man up strike out, and the crowd begin to edge toward the exits, and then—

Another lucky batter comes to the plate and lines 'er out for a single. Then comes a triple sending one run across the plate, and putting the hitter on third.

The departing fans drop back into their seats and the old hope and excitement revives. A regular batting rally is on. Another single and another run. Only one run behind now, and the best slugger on the team is up. Bing! A home run sails out to center field and the game is won in a heart-breaking finish that makes fans remember it for all time.

It looked impossible at the beginning of the ninth, but how simple it really was when the rally started. After that any one could hit the ball. The players who had fought half-heartedly against seemingly insurmountable odds, came back at the first single like veterans, with all their fighting blood on fire, ready for a victorious last ditch fight.

Well, that is exactly the way we are situated in the tapping machine contest—the score's against us. We are practically up to the last inning and it's a last ditch fight. Nothing but a batting rally will save us. If we win it is going to be in a heart-breaking finish.

We have failed to make anything like the showing we had hoped to, and there is not much chance of doing it now, but in a final rally, we can run the score up and turn a failure into victory.

We have sold at the present time 518 machines, and want to make it 700 before the year closes. There is little less than two months in which to do it, but it is not impossible. "Ginger"—that's all it takes. A little determination on the part of every man and everybody pulling together. Someone to start the batting rally, and everybody on tiptoe to take advantage of every opening.

Captains Whitney and Caldwell are awake and alert to the fact that in reaching the 700 machines, one or the other will be second. Neither wants to, nor do you. There's a satisfaction in being on the winning side, but to be on that side you must do your part.

Will you do it?

Or will you let the chance go by default?

It takes two to make a good scrap. The man who will not wade into an opponent is the man who would rather take a beating than to try to defend himself.

It's your turn to wade in and prove that you are a scrapper for business and victory.



RECOVERING CATALOGUES.

Pick Them Up Whenever You Find An Extra One.

Notice was recently given all salesmen and all others concerned that our stock of catalogues is very low, and that we desired, if possible, to avoid another issue before 1914.

Our catalogues have been duplicated in many places, and these duplicates must be gathered up by the salesmen and used to supply the needs of others who are entitled to them.

Salesmen should take these catalogues to their headquarters and notify Miss Dill of the number reclaimed.

In case of a salesman knowing of any dealer entitled to the catalogue, and delivering same to dealer, a notice to that effect should be given Miss Dill in order that a correct record may be kept.



RAPIDAC HANGERS.

Mention of the Rapidac Hangers in trade papers has brought numerous requests for these hangers.

Salesmen understand, of course, that they are to keep a supply of these hangers and place them in some plumbing shops whenever possible.



CANCEL.

You are advised to cancel Bulletin No. 180, Section F, 11-20-11.

NEW ORDERS.

Through C. T. Ford, 280 D-12902, to be installed in the Metropolitan Hotel, in Washington, D. C.

Through W. F. Hennessy, 756 pieces of Extra Self-closing work, D-11902 basin cocks, and D-11710 bibbs and about 1200 pieces of compression work. These goods will be installed in the Hotel Theresa, 125th St. and 7th Ave., New York, by Jarcho Bros., of New York City.

Through D. E. Rowley and the Central Supply Co., Indianapolis, 156 D-12902, indexed Hot, and 156 D-12902, indexed Cold. These goods are to be installed in the Merchants' Bank Building at Indianapolis. The order is especially important as Federal-Huber goods were specified and ordered early last spring. They were evidently on the ground, as Mr. Rowley advises that "The Federal-Huber goods go back."

Through Mr. DuBois, 60 D-12906 Self-closing basin cocks to be shipped to Gill Capen, Mattoon, Ill., to be installed in the Buck Building, which is being remodeled.



CALDWELL LEADS.

Has a Majority of 44 in the Tapping Machine Contest.

Caldwell's team has a clear majority of 44 in the tapping machine contest and with less than two months to go on looks like a winner. The success of his team is largely due the work of Hennessy, who has made twice as many sales as any man in the contest. Hennessy did not get his batting eye until the contest was well under way, but after he started there was no heading him off and his mark of fifty machines is very apt to stand as the record of the contest, unless he sails in and increases the number which he has a good chance to do.

Billy Ford is the next high man with Stebbins a close third.

There remains a good opportunity for every one to help out the contest. Many machines being put away for the winter will not be fit for use another season, unless patched up for the purpose. The troubles they have given the past season are still fresh in the minds of the owners. It's a good time

to keep it fresh, to show each of these owners that his troubles need not be repeated if he will only tie up with the Mueller machine.

The record to date follows:

	MS.	1b.	2b.	3b.	HR.	Po.	E.
Whitney, c.	4	0	0	0	1	0	2
Morrow, lf.	7	0	0	1	1	0	3
Sippell, rf.	6	0	1	0	1	1	1
Brown, rf.	6	0	1	0	1	0	0
Tranter, 2b.	15	0	0	1	3	0	2
Smith, 1b.	14	0	1	0	3	0	0
Rowley, 3b.	8	0	0	0	2	1	4
Pilcher, ss.	5	1	0	0	1	1	2
Stebbins, p.	19	0	0	1	4	1	5
Hastings, p.	10	0	1	0	2	2	1
C. T. Ford, p. . .	9	1	0	0	2	0	4
Wasson, p.	18	0	1	0	4	0	0
Dill, p.	7	0	0	1	1	0	1
White, p.	6	0	1	0	1	0	0
O'Rourke, p. . .	3	0	0	1	0	0	0
Kice, ss.	2	0	1	0	0	0	0
Andrews, p.	4	0	0	0	1	0	0
Ince, p.	0	0	0	0	0	0	0
R. E. Smith, p. .	0	0	0	0	0	0	0
Pedlow, p.	0	0	0	0	0	0	0
DuBois, p.	2	0	1	0	0	0	0

145 2 8 5 28 6 25

Caldwell, cf. . .	15	0	0	1	3	2	1
Hays, rf.	14	0	1	0	3	1	4
Jett, lf.	11	0	0	1	2	0	2
McCormick, 2b. .	8	0	0	0	2	1	2
Aubinger, 1b. . .	4	0	0	0	1	0	0
Cameron, 3b. . .	8	0	0	0	2	0	2
Leary, ss.	12	0	0	0	3	0	5
Hennessy, c. . .	50	0	1	0	12	0	2
W. B. Ford, p. . .	21	1	0	0	5	1	5
Kirkwood, p. . .	10	0	1	0	2	0	3
Clark, p.	5	1	0	0	1	1	1
McCarthy, p. . .	9	1	0	0	2	1	0
Heinrichs, p. . .	12	0	0	0	3	0	5
Harte, p.	0	0	0	0	0	0	0
Thornton, p. . .	10	0	1	0	2	1	1
Cash, p.	0	0	0	0	0	0	0
Alexander, p. . .	0	0	0	0	0	0	0
Powers, p.	0	0	0	0	0	0	0
Arnold, p.	0	0	0	0	0	0	0

189 3 4 2 43 0 0

Decatur sales 127
New York sales 57

Grand total 518



COME ON BOYS--EVERYBODY GET IN THE GAME

LITTLE DIFFERENCE OF OPINION.

Was Amicably Settled November 5—Forget It and Be Cheerful.

A little difference of opinion among the American people was amicably adjusted at the ballot box on the fifth day of November.

Every American citizen had an opportunity of expressing his preference and the majority decided for four years of democracy.

It's all over now and forgotten, as it should be. There is only one thing for all good citizens to do—fit themselves to the new condition of affairs and pull together. It is nearly four months until there will be an actual change in administrations and it will be a year before any decisive legislation can be effected.

We desire to caution our salesmen to take a cheerful view of the situation. No matter what your personal opinion may be, or no matter what you may anticipate as the result of the changed political conditions, it is essential that you be cheerful and optimistic with the trade. Don't croak.

Let's all do our part toward keeping business conditions up to the standard that has prevailed since 1908.



**PERSISTENCE OR COLD FEET,
WHICH?**

R. W. Hastings, has given all of us a good lesson on the value of persistence. Recently he sold to the Endicott Water Company, of New York, a complete meter tester outfit. It took a long time but Bert finally got there.

He started in on this sale May 25th, 1909 and never let up until he finally got the order.

Now that's what persistence will do. It's a great weapon in the hands of a salesman, and it has resulted in many sales that at first appeared hopeless.

It's not necessary to constantly annoy a customer with repeated importunities to buy. That's nagging him. No one likes to be nagged. But no one objects to a salesman being decently persistent, that is letting

the customer know that the salesman still has him in mind as a prospect.

On the other hand if a salesman gets "cold feet" on the first or second refusal he has simply proved that he is a quitter. The customer has licked him. And the customer does this many times when it is to his own disadvantage.

That's the real meat in the cocoanut. If a salesman knows that an article will prove a real benefit, he should never give up until he effects a sale. He is doing his customer an injustice when he knows this and yet gets cold feet.

Be persistent in the right way and you'll make many a sale eventually that you never could make with "cold feet."



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.



Most anyone can be an editor. All an editor has to do is to sit at his desk six days in the week, four weeks in the month, and twelve months in the year, and "edit" such stuff as this:

"Mrs. Jones of Lost Creek let a can-opener slip last week and cut her-self in the pantry."

SARNIA WATER SUPPLY.**Mr. O. B. Mueller Urges The Adoption of a
New By-Law.**

Sarnia's water supply has never been good. The intake is between the sewer and the bay. Consequently the water supply has been contaminated, and the citizens have suffered more or less from typhoid fever.

The town recently voted on a by-law which provides for a source of supply removed from any possible pollution.

Prior to the voting prominent citizens and manufacturers expressed themselves as favorable to the proposed change.

O. B. Mueller did a good thing for the company by putting us on the side of the improvement.

In closing his statement in the paper he said:

"Our company will become a large customer at the regular rates from the Sarnia Water Board. In addition to this our factory will employ one hundred and fifty to two hundred men in less time than the citizens of Sarnia realize. The extra employment thus afforded will create new customers in large numbers for water services in the households. As a business measure for the town of Sarnia the new waterworks will be a success. The proposed plan is a sound one, and should not be allowed to be defeated. There are cities such as Decatur, which would be warranted in paying half a million dollars for such excellent conditions as are found at the Lake Shore for natural filtration."

**FOREMEN'S CLUB MEETING.****Economy, Cooperation and Efficiency Discussed at November Meeting.**

The monthly meeting of the Foremen's Club was held in the old Advertising Department Monday evening, November 11th. Mr. Adolph Mueller attended this meeting, also Mr. Hewitt and Mr. Tackaberry. The proceedings were marked by earnest discussion of co-operation, economy and efficiency, which resulted in an interchange of ideas, that cannot help but be beneficial.

The spread consisted of roast beef and gravy, browned potatoes, cheese, pickles, bread and butter, coffee and cake.

C. N. Wagenseller gave the foremen some facts concerning the cost to the company of providing stationery, urging co-operation and economy on the part of all to keep this cost down. This department alone entails an annual expenditure of about \$14,000. These figures in themselves suggest the wisdom of all connected with the company exerting every effort in the economical use of supplies.

There was a general discussion on the subject.

Messrs. Hewitt and Tackaberry spoke along the lines of the system and its application to various departments, particularly the core room.

Mr. Adolph in commenting on the future outlook, said he did not anticipate any radical change in the business conditions as a result of recent political changes, but he urged the necessity of greater co-operation, economy and efficiency. He dwelt particularly on the latter, pointing out that the business of the company had not kept pace in proportion with the increased expenses which had been shouldered by the company. Greater production and sales efficiency is therefore of paramount importance on the part of all employees.

The meeting was one of the best yet held by the club and is the fore-runner of better meetings yet to come.

**SOME OFFICE PERSONALS.**

L. F. Drobisch is now a member of the Advertising force.

Fred L. Riggini and family have gone to Sarnia, where Mr. Riggini will be identified with the Canadian Company.

Palmer Harry who has been in the Advertising Department for several years, is now on Canadian work at Decatur, but will soon go to Sarnia.

Fred B. Mueller is home after a somewhat extended trip, during which he attended the Central States and New England Water Works conventions and attended to other firm business on the road.

BIG LITTLE PROBLEM.

As to Your Expense Account, Note This Arithmetic.

Five dollars goes easy and fast.

One hundred dollars in sales comes hard and slow.

Five dollars is five per cent of one hundred dollars.

Have you ever stopped to think it over?

**SALESMEN'S NEW NUMBERS.**

The addition of a number of new salesmen necessitates an assignment of new territory numbers, as follows:

- 1—G. E. Andrews.
- 2—E. B. Cameron.
- 3—H. F. Clark.
- 4—W. N. Dill.
- 5—W. B. Ford.
- 6—E. G. Ince.
- 7—W. F. White.
- 8—E. E. Pedlow.
- 9—J. H. McCormick.
- 10—C. H. DuBois.
- 11—D. E. Rowley.
- 12—Adolph Arnold.
- 13—H. J. Harte.
- 14—E. S. Stebbins.
- 15—F. L. Hays, Jr.
- 16—M. T. Whitney.
- 17—R. M. O'Rourke.
- 18—L. M. Cash.
- 19—S. Thornton.
- 20—James Smith.
- 21—R. E. Smith.
- 23—W. C. Heinrichs.
- 40—T. F. Leary.
- 41—W. L. Jett.
- 60—G. A. Caldwell.
- 61—A. F. Kice.
- 62—R. M. Hastings.
- 63—R. H. Powers.
- 64—W. F. Hennessy.
- 66—N. E. Sippell.
- 67—W. F. McCarthy.
- 68—C. T. Ford.
- 69—C. J. Tranter.
- 70—A. Alexander.

These new numbers became effective November 1st.

THE HABIT OF CAREFULNESS.

"Think" reads a placard posted at strategic points in a western factory. Organizations interested in the prevention of fire waste are striving to placard that motto nationally by having set apart a "Fire Prevention Day."

In New York and Chicago this year, October 9th was designated as Fire Prevention Day by the mayors of both cities. For the enlightenment of the business men, methods of fire prevention and protection were demonstrated. In a twelve story loft building in New York, built with special reference to fire prevention and protection 2,000 lives were "saved." All the conditions of a fire, including "rescues" with special equipment, were simulated. How to handle gasoline and start the furnace furnished topics for impressing upon thousands of school children the practical everyday side of fire prevention.

Fires are a bad habit in America. The reduction of our extravagant \$234,000,000 loss annually will come only when householders and business owners become habitually careful—not careless.

**ANOTHER NEW SALESMAN.**

Mr. J. D. Mueller, formerly in the plumbing business in Oklahoma, is putting in a few days at office and factory getting on to the ropes prior to assignment of duty on the road.

**DECEITFUL APPEARANCES.**

"How fat and well your little boy looks."
"Ah, you should never judge from appearances. He's got a gumboil on one side of his face and he has been stung by a wasp on the other.—The Pathfinder.

**NO OFFENSE.**

She—Pardon me, sir, for walking on your feet.

He—Oh, don't mention it. I walk on them myself, you know.—Boston Transcript.