



*The*  
**MUELLER**  
**RECORD**

FEBRUARY, 1928

*March—*

"The stormy March is come at last,  
With wind, and cloud, and changing skies,  
I hear the rushing of the blast,  
That through the snowy valley flies.

"Ah, passing few are they who speak,  
Wild stormy month, in praise of thee,  
Yet though thy winds are loud and bleak,  
Thou are a welcome month to me.

"For thou, to northern lands, again  
The glad and glorious sun dost bring;  
And thou hast joined the gentle train,  
And wear'st the gentle name of Spring.

—Bryant

# Start that Savings Account in the Employes Investment Plan

**M**AKE deposits at Employment Office at noon  
twice a month after pay day, on 8th and 9th  
and 23rd and 24th.

Night Shift to Louis Rost, Mueller Club

Plant 2 to Jack Frye.

Plant 3 to Dale Bailey.

Save the first dollar. Live on what is left.

Get the thrift habit.

***START NOW!***

# Last Call On Group Insurance

**T**HOSE who have not yet taken policies in our  
Group Insurance Plan should do so at once.

Less than a month remains of the 90 days in  
which this insurance can be secured without a physical  
examination. After that period there will be  
some who cannot get the insurance. Do not delay.



***Get Application Cards at  
Employment Office***

# THE MUELLER RECORD

VOL. XVII

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NO. 186

The Association of Commerce is devoting some effort to saner and safer automobile driving in Decatur. The movement merits the whole-hearted co-operation of every driver of an automobile. Decatur is a notoriously unsafe city to drive in, for both driver and pedestrian. This is due the lack of traffic signals and traffic regulations. The very absence of these should suggest caution on the part of drivers. They do not, however. With a certain class they seem to mean unbridled reckless driving. Any driver no matter how reckless or how thoughtless would regret maiming or killing a person, especially a child. One way to avoid it is to drive sanely and cautiously. Those of the Mueller organization can assist in making Decatur a safer city to drive in. At present we regret that they do not do this. Any observer of the departure of cars from the plant at the 5 o'clock whistle or of the mad pace on Eldorado Street, especially eastward, will recognize the truth of the statement. The mere fact that Eldorado or any other street is called a boulevard is no justification for the reckless speeding witnessed at the noon and evening hours. Boulevards give drivers certain advantages but not a license to endanger life and limb. The foot passenger also has certain moral and legal rights which a conservative driver of good judgment will respect.



In another month it will be spring with a little winter mixed in.



It's leap year, presidential year, and it's going to be a good year generally.



This is the year of many important elections—county, state and national. The American citizen will have many opportunities to exercise his great right of expressing his opinions through media of the ballot. Of course this should be done intelligently. There is just one way this can be accomplished. It is not by taking some one else's word for it, but by informing yourself on the issues and the qualifications of men who are candidates. Political writers in magazines and newspapers are giving facts regarding issues and also about the candidates. In studying these articles you are enabled to form a reasonably dependable opinion to guide you in your voting. Now is the time to begin. Every voter should inform himself and vote as he sees the light. A man who does not do this but lets some other fellow tell him about issues and men does not in reality vote. He is letting the other fellow cast two votes. Between now and

election acquire all the information you can and let that be the basis of your voting on election day.



## HEALTH SERVICE

Dr. Long has now been on the job over a month and is getting acquainted with us. His office and examination rooms have been fitted up adjoining the Employment Department. Dr. Long's interest is to keep us well rather than to give us pills after we get sick. Of course the first essential in any case is for a man to find out just what his physical condition is.

This is done by an examination according to the standard worked out by Dr. Long. Anyone may have an examination by making an appointment. If you ask for the examination it will be made on your own time; if the Company asks for the examination it will be made on Company time. Dr. Long will be in his office at noon and in the evenings on Tuesday and Thursday.

Employees on the day shift might avail themselves of his noon and evening hours by appointment. Men of the night shift can see Dr. Long in the forenoon, including Saturday. In certain departments, examination is required by law and arrangements will soon be under way to give these men a thorough examination.

In all cases, the findings of examination will be held as confidential and the records will be kept in a locked case in the doctor's office. Conserve your own health. Most sickness, like most accidents, can be avoided by proper care and preventative measures. Please keep off the sick list.



Work Faithfully For 8 Hours a Day

And Don't Worry,

Then in time you may become the boss

And Work 12 Hours a Day

And Have All the Damn Worry



## Smoker

Thirty-five men from the Mueller organization are attending the Safety "Smokers" at the Y. M. C. A. They are very much interested in Professor Melrose's lectures on "Psychology and Foremanship."



## BIRTHS

Jannette Katherine is the little daughter who came to the home of Clarence Rush, clerk in the Day Tool Room, December 30.

John Ansell Beneze was born December 5th. He is the son of Eugene Beneze of the Polishing Department.

### RUMORS AND FACTS Don't Listen to Gossip—Get Information From Headquarters

Our group insurance now seems to be pretty well understood. The Mueller Company's decision to take group insurance was not definitely made until December 22nd. On that evening Mr. Adolph Mueller announced the plan at our Christmas meeting.

Naturally group insurance could not well be discussed in these columns until the Company had reached a decision in regard to the plan and the insurance company that was to carry it. This decision reached, however, it seemed best to put the insurance into effect at once so that we would be covered for the calendar year of 1928.

Accordingly a campaign of one week was put on, directed by representatives of the Travelers' Insurance Co. Bulletins covering the plan were posted, explanations were made in detail to individual employees and the plan was explained to groups. Eighty per cent of the force at Decatur went into the plan at that time. Since then a number of other applications have been received. In the meantime our salesmen had gone in almost 100% and the branch houses, except San Francisco, are in 80% or more.

The policies or certificates were delivered February third. The preparation of more than a thousand of these policies was, in it-

self, a considerable job. Someone thought he had discovered a joker in the first paragraph of the policy when he read the clause "such payment (to the beneficiary in the event of the death of the insured) at the election of the Employer shall be paid in either one amount or in a fixed number of installments."

Some persons more impulsive than thoughtful seemed to become alarmed about the validity of their protection. These people overlooked the fact that the Mueller Co. was paying a considerable part of the cost of this insurance and that they went into the plan in order that good protection might be provided for employees at a minimum cost. To question the Company's motives in the face of their evident good intentions is nothing less than disloyalty.

The clause quoted above would very rarely be used and then only in cases when it was clear that the beneficiary would best be protected by paying the insurance in installments rather than in a lump sum. When the policy is paid in installments there are usually twelve, covering one year. In almost all cases the beneficiary will receive a check for the face of the policy the next day after the death.

It was rumored that a number had cancelled their policies because of this clause. As a matter of fact there were but four.



Did these kiddies have a good time going through the Mueller plant January 26. If you don't think so just study their faces for a few minutes. They constitute the pupils of the 4th grade of the Dennis school and they found a lot of things to interest them in the manufacture of brass goods.



One of the jolliest social events of the winter was the "Kid" party at the Athletic Club. February 9th participated in by girls of our organization. There were 26 in the party and they were dressed like kids, acted like kids, played kid games and were—young ladies.

Recognizing the historic value of the occasion we had a photographer present and the result was the accompanying picture. Let it tell its own story.

Sitting—Margaret Whalen, Eloyse Dickson, Dorothy Jordan, Edna Cranston, Florence Waymire, Erma Barth.

Second Row—Laura Capps, Dorothy Hill, Pauline Mosser, Estella Rhinehart, Marie Yonker, Ruth Zetterlind, Hazel Virden, Ida May Moore, Arlowyne Eckert.

Third Row—Lucille Northland, Tessie Brinkley, Marie Pilger, Wera Bauer, Mary Wilkins, Marie Alt, Marian Richards and Violet Blankenship.

Since that time there have been about one hundred more names added to the list of insured.

The coverage provided by this insurance is broad and liberal. It is the practice in group insurance to construe marginal cases liberally: There is no effort to avoid responsibility on mere technicalities.

✦  
**START THAT SAVINGS ACCOUNT NOW**

In the past month a number of accounts have been opened in the Employees' Investment Plan. Those who have made some investigation tell us that, everything considered, this is one of the best plans for systematic saving that is available. Accounts may be started at any time and mature one year later. Seven per cent is paid if the account is carried through to maturity according to the plan. The Employment Office is open at noon two days after each pay day to serve those who are investing according to this plan.

Men of the night shift may leave deposits with Louis Rost at the Mueller Club. At Plant 2, Jack Frye receives deposits, and Dale Bailey at Plant 3. Save the first dollar of each pay. We have yet to observe a

single instance in which a man has regretted saving some money. We know of hundreds of instances where men and women have bitterly regretted the fact that they did not save.

✦  
**Employees' Aid Society Buys Bond**  
 Through the courtesy of Mr. Guy Lewis of the Millikin National Bank, the Employees' Aid Society was able to purchase a City of Decatur Improvement Bond for \$1,000.00, due in 1935, at 6 per cent. This makes an excellent investment for the Society.

✦  
 Sandy (to his wife): Stop sewing for a minute and lend me your thimble. Our guest wants a drink.

✦  
 "How did that naughty little boy of yours get hurt?"

"That good little boy of yours batted him with a brick."—Stanford Chaparral.

✦  
 "Bill, I'll pay you that five I owe you next week."

"Fine, old top."  
 "Now would you mind letting me have a ten?"—Wash & Lee Mink.

### Chemist Club Meets With Us

The Chemists Club met in our club house on the evening of February 10th. The membership was represented by C. R. Smith, R. H. Landes, Virginia Alkire, Margaret Marcott, A. V. Lawton, D. W. Hanson, Mr Sly, L. O. Gill, H. R. Baker, Frank Rotier, Guy Taylor, E. McMahon, Mrs. Hershberger, L. E. Clarke, E. S. Hershberger, L. R. Brown, W. V. Cullison, L. M. Sawyer, J. H. Ransom.

The members of the club made a partial trip through the factory which included the following departments: Chromium plating, nickel plating, polishing, buffing, laboratory and foundry.

After this they assembled in the Firm's dining room where a delicious Virginia baked ham supper was served by Mrs. Kost. Talks were made by Margaret Marcott on "Principles of Electroplating" and by Dr J. H. Ransom on "Lomonosov, a Russian scientist of 18th Century." Lomonosov discovered laws and theories that were not known to the world for a century and some a century and a half later. He wrote in Latin and Russian and little was known of him outside of his country until a short time ago when his notes and lectures were translated. He wrote to a friend that he was afraid to give his discoveries to the world lest he would be thought insane. He lived from 1711 to 1765.



### A Busted Berry

The honorable day watchman at Plant 2, Mr. V. Mayberry, must have thought he was Lindbergh making a forced landing last Tuesday when his feet left the walk and came down en masse. He was unable to take off until assisted up by Bill Clough, who got him to the boulevard, where footing was more secure. A small but treacherous piece of ice was the cause of it all. Fortunately Mr. Mayberry was not seriously injured—just shaken up.



Mac of the traffic service is having his little laugh on Wm Thomas, generally known as Bill, who is something of a radio fan. Settled for a quiet evening's entertainment, Bill did to his radio all the rules called for and a few off-hand things beside without results. "What in heck is the matter, he asked his wife, I can't hear a thing?" "You might perhaps," she said, "if you'd put on the head piece."



### In Business for Self

Tom Dempsey, formerly of Dept. No. 57, is now in the painting business and with the first few bright days is busy starting his season.

### IN THE "LAB"



Miss Margaret Marcott who is the assistant in the Laboratory. She has been connected with that department from the time it was installed and has seen a number of chemists come and go but she is a part of the work and keeps on going. Miss Marcott is one of our successful amateur photographers and as a subject she is equally good.

"Don't you like my company?"

"Sure, but I don't like you."—U. of S. Calif. Wampus.



Prof.: How can you tell a poisonous snake?

Student: By the bite.—Aggievator.



Music Teacher (to pupil): Why don't you practice what you screech?—Brown Jug.



"Waiter, I've found a hair in my soup."  
"Quite natural, sir; it's rabbit soup."—Wisconsin Octopus.



Ye Nail: Catch me!

Ye Picture: I'll be hanged if I do.—Pitt Panther.



Ima: I had a wonderful time at Cedar Point this summer.

Ura: Did you get brown?

Ima: No, I'm engaged to Smith. He's wealthier and has the cutest dimples.—Ohio State Sun Dial.

BRASS CHIPS

Thomas A. Keck has returned to his job as clerk in the Tool Room after a month or two off to see the world.

Theodosia Porter, sister of Edna Porter, is the new clerk in the Production Control Office.

Charles F. Ridlen has been added to the force at the Pottery to learn inspection.

Oliver Webb has returned to work in the Day Foundry.

Clarence Moore has returned to work and is now in the Polishing Department.

Arthur Dial is now working in the Shipping Department and Adrian Hathaway is draftsman at the Pottery.

Ada Mae Brown is new key punch operator in the Cost Department.

Frances Devine has gone to work in the Assembly Department.

Esther Like of the Cost Department resigned February 18. She returns to Farina, Illinois. Her engagement to Wm. Vogel was recently announced. They expect to live at Farina.

Wm. Batey of the night Tool Room has returned to his former job at Hoopston, Illinois.

Maynard Moore of the Night Tool Room has gone to Detroit.

Bob Battin has been transferred from the Machine Shop to the Tool Room. We congratulate Bob on the promotion.

George Krag has been appointed foreman of the Core Box and Pattern Making Department. Mr. Krag is developing a new method of castings patterns.

C. L. Gillibrand has been promoted to the Standards Department.

Elmer Funk of the Assembly Department has gone to Peoria to work at his old trade as a mattress maker.

Carl Spruth of the Metal Storage Department, has been transferred to the Assembly Department.

William Bickers and H. Whittington have been transferred from the Machine Shop to the Brass Finishing Shops.

May Turner returned to work February 20th. She has been laid up since early in

December with appendicitis. May was glad to learn that the group insurance plan was open to her.

T. E. Magill, who injured his head in a fall from the roof of the Power House, December 5, is making a good recovery. For a time his memory was affected but this is now clearing satisfactorily.

Wm. Kuntz of the Tool Room has been laid up for the past two months from an operation for hernia.

Mrs. Geneva Ashenfelter of the Cost Department, resigned February 11. She and her husband are living in Milwaukee where the latter is attending an engineering school.

✦  
"Mabel says she thinks I'm a wit."  
"Well, she's half right."—Boston Beanpot.

✦  
"Whatya think?" growled the motor salesman. "A fellow comes in this morning, and wants to buy a Splash Eight.

"How much ya wanta pay down?" I asks.

"The full price," says he.

"And what car are you turning in?" I asks.

"None," he says; 'let me know the list price and I'll hand you the cash.'

"It's most unusual," says I, 'but I suppose I'll hafta take it. But lemme tell ya,' I says, 'you're dragging the motor game down to the level of a business deal.'"



Here we have William Charles Fair, very much interested in having his picture taken. He is the son of Mr. and Mrs. J. M. Fair and is 10 months old. Mr. Fair is connected with Plant No. 2.

## SALESMEN HERE

## Branch and Field Managers Discuss Plans for 1928

During the week of February 15th, we had with us branch and divisional managers for a conference with the Sales Department.

These included T. F. Leary of San Francisco; C. J. G. Haas and Ivan Van Haaflen, of New York; W. L. Jett, of Memphis, and W. F. Aaron of Grand Rapids, Michigan.

These gentlemen were here to discuss plans and prospects for 1928.

They joined with the Foremen at lunch on Friday, 17th, and W. E. Mueller, who presided, called on each of the visiting managers for a brief talk. These were much of the same character. All are hopeful of a good year. There seems to be a good volume of business in sight but the competition is keen and will require close cooperation between the factory and the selling force. All the speakers commended the factory for its fine work during the past year.

The work for which these representatives were called to the city has been completed and the visitors have returned to their respective duties.



## Gone to Europe

Mr. and Mrs. F. W. Cruikshank left Saturday, February 18th, for New York where they embarked for an European trip Tuesday, 21st, sailing on the *Muritanian*. They will be aboard until fall. First they will make the Mediterranean trip, visiting Naples and other points of interest to the visitor. Then they will go to Germany and finally to Carlsbad where they will be located for some months during which time Mr. Cruikshank will be under the care of a famous aurist in the hope that his impaired hearing will be benefitted.



## IN MEMORIAM

Here lies what's left  
Of a road hog's nerve;  
He met a fellow  
Who wouldn't swerve.  
Notre Dame Juggler.



"Why did the editor fire the new reporter?"

"He sent him out for a list of all the men of note in town and he came back with a list of musicians."—Virginia Reel.



Hill: I heard a good story today. Want to hear it?

Gill: Yes, but wait till the ladies come in.



"What's so artistic about that old pipe?"  
"Dunno, except that it draws well."—N. V. Medley.



Frank Tompkins of the Okaw district was up here a few weeks ago to visit Mr. Adolph and other friends. They had a fine visit together as both speak Okaw fluently, and then to add a bit to local history they posed for a picture.

"Why do you squeeze your girl so tight?"  
"Someone has said that the temperature increases with pressure."—Okla. Whirlwind.



"Isn't it funny the way things turn up?"  
"Yes, especially noses!"—N. Y. Medley.



Frequently, horseplay turns into Colt play.  
Example, Chicago any normal day.—Denison Flamingo.



Sue: What makes you think he wants to marry you?

Ethel: Well, he's been borrowing money from Papa and laughing at Mother behind her back!



Cabby: Taxi, sir?  
Cabbaged: Thanksh. I was wunnerin' wat it wash.—Golden Bull.



The sergeant sang out at a company parade: 'All those fond of music step two paces forward!'

With visions of soft jobs in the regimental band, half a dozen men stepped forward, smiling broadly.

"Now, then," yelled the sergeant, "you six chaps get busy and carry that grand piano in the basement up to the officers' new quarters on the seventh floor."—Ex.



**SAFETY AND FOREMEN**

The Safety Council of the Association of Commerce and the city Y. M. C. A. have joined forces in putting on a series of "smokers" for the foremen of the industries of Decatur. The first session was held at the Y. M. C. A. Annex on the evening of February 21, with 225 people present. Among this number were 30 foremen from the Mueller Co.

The meeting was addressed first by Mr. Varnum, executive secretary of the Safety Council for the City of St. Louis. His subject was the "Foreman's Responsibility". He placed the responsibility of safety in the departments squarely upon the foremen and told a number of illustrations to drive home his point.

He was followed by Professor Melrose of James Millikin University, who discussed the "Psychology of Foremanship". He handled this subject in a fascinating and informing manner and the management is to be congratulated on securing him for the remaining meetings of the series.

There were several novel entertainment features, and three exhibition boxing matches put on by our physical director, W. G. Cranston.

Other sessions will be held February 27, March 6, March 12, and a final banquet meeting March 19.

This is the first public effort made by the Industrial Division of the Decatur Safety Council and they are to be congratulated for putting on such a strong and attractive program.



**HEARD IN HOME ECONOMICS**

"New, girls, what type of face would you wear with this neckline?"—Eraxerd.

Irate Customer: Waiter, I ordered chicken soup and I find one piece of chicken in it.

Waiter (with signs of admirable patience): Sorry, sir, the string must have broken.—Dartmouth Jack o'Lantern.



At its worst, a fraternity house is congenial—as poor farms go.—Wash. Congar's Paw.

"Do I understand you to say that you do not believe in vaccination, Mrs. Ropiester?"

"No, indeed! Only ten days after my husband was vaccinated a horse kicked him and broke his neck!"—Green Goat.



**ALAS!**

Girl—"Could you fix me a dose of castor oil so the oil won't taste?"

Druggist—"Certainly! Won't you have a glass of soda while waiting?"

Girl—"Oh, thank you!" (And drinks the soda).

Druggist—"Something else, miss?"

Girl—"No, just the oil."

Druggist—"But you have just drunk it."

Girl—"Oh, I wanted it for my mother!"

**WEDDINGS**

Hubert Johnson of the Machine Shop and Irene Burton were married in Decatur, February 15. They will reside at 556 E. Leaf-land St.

Thomas V. Buck of the Night Polishing Dept. and Kate Jones of Maroa were married January 8th. They will live in Maroa.

Esther Lake of the Cost Department and Wm. Vaughn were married February 20th. They will live on a farm near Farina, Illinois.

Wm. R. Ross of the Night Polishing Dept. and Mamie Williams were married October 16, 1927, but no announcement of it was made at the time. They live at 555 S. Broadway.

David Dresback and Ruth Van Gilder were married February 1, 1928. They live at 1161 W. Main street. Mr. Dresback is of the Engineering Department.

Jas. M. Wilkins, Jr., and Roberts Millard announced their marriage on February 10. They were married in Taylorville, November 5, 1927. Mr. Wilkins is employed in the Shipping Department.

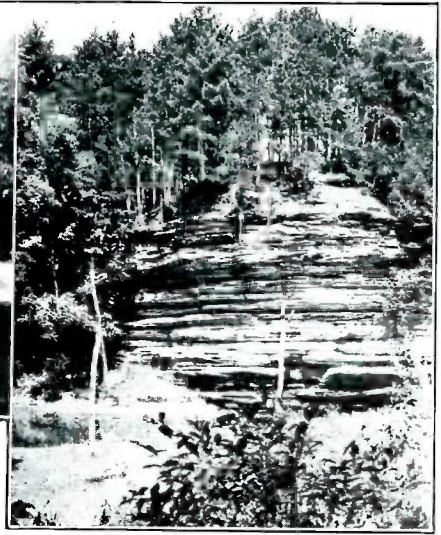
**WHO'S WHO**



The guessing contest is now open. Step up, gentlemen, and try your luck. This young gentleman is now a man grown and holds a responsible position in our organization. At the time the picture was taken he was only three years old. Cute, wasn't he? Looks like a small edition of an ecclesiastical gentleman about ready to begin services.



Those happy vacation days! They are coming again and this picture makes one wish they would speed up a little. Of course you recognize Burt Jackson and wife and their daughter Opal. This picture was taken last August 5 while the trio was enjoying dinner at Devils Lake, Wis. On the right is a view of the bank of the Wisconsin River, taken from a boat.



#### State Convention

The annual state convention of the Illinois Master Plumbers was held at Moline in January with a large attendance. We made an exhibit there and George White, P. L. Bean and O. C. Draper represented the company.

The National convention of plumbers will be held at Memphis in January.



#### THE BEST TIME TO QUARREL

Here's a story that is full of common sense if not kindness. A neighbor called on a Laird, who tho rich, was a very canny Scot. The neighbor wanted to borrow 20 pounds on a three months' note.

"Na, na, I canna' do that," said the Laird.

"What for no, Laird? Ye hae done the same thing for ithers."

"Aye, aye, Tammas, but there's wheels within wheels ye ken naething about, I canna' do it."

"It's a sma' affair to refuse me, Laird."

"Weel, ye see Tammas, if I was to put my name to it, ye would get the siller frae the bank and when the time came around ye would na be ready and I would hae to pay it, so then, you and me wad quarrel, sa we may just as well quarrel now as lang as the siller is in my pouch."—Common Sense.



#### HIS WISH PROBABLE

They had met at a dance, and from the first moment he knew she was the one girl for him. He thought he might just tell her.

"I could face death dancing with you," he breathed.

"You probably will if my husband sees you," she answered sweetly.—Stray Stories.

#### PHOTOGRAPHS

It is not so easy as one may think to get pictures for the Record.

If you have anything of interest send it in. Your picture will be taken care of and returned to you.

Baby pictures or childhood pictures always go good.

Any pictures which possess an interest to your friends and acquaintances will help.

Make an effort to help make the Record more interesting.



#### SIGNATURES

Signatures in lead pencil are good in law, but they do not look very businesslike. It does not lessen the value of a check to make it in lead pencil, but it makes it much easier to change, should it fall into the hands of a dishonest person.



#### SPRING HOUSECLEANING

Some very noticeable changes are being made in the main office and the directors' room.

The offices of Messrs. Adolph and Robert have been cleaned, repainted and fitted with new carpets.

In the directors' room the walls have been repainted and all the furniture refinished. A beautiful new dark blue rug has been put on the floor.



A woman entered a big shop and said to an assistant: "I want something in oil for the dining-room."

"Yes, madam," was the reply; "a landscape or a tin of sardines?"

**IN THE LAND OF SUMMER**

Mr. and Mrs. Adolph are on a trip to the West Indies. They sailed from New York on the steamer Columbia, early in February, and will be absent several weeks. This is a trip that has become very popular with American tourists during the past few years.

Mr. and Mrs. Robert Mueiler made the same trip several years ago and came back delighted.

✦  
**ADOLPHISMS**

Langdon: "If you are not satisfied I'll give you each a dollar out of my own pocket."

Adolph: "That money is going to come out of a tight place."

✦  
**NEGLECT OF THE HUMAN MACHINE**

You know the model of your car,  
You know just what its powers are.  
You treat it with a deal of care,  
Nor tax it more than it will bear.  
But as to Self—that's different;  
Your mechanism may be bent,  
Your carburetor gone to grass,  
Your engine just a rusty mass.  
Your wheels may wobble and your cogs  
Be handed over to the dogs.  
And you skip and skid and slide  
Without a thought of things inside.  
What fools, indeed, we mortals are,  
To lavish care upon a car,  
With ne'er a bit of time to see  
About our own machinery!

—John Kendrick Bangs in The Blade.

✦  
**RESIGNS**

Paul Davlin, who has been clerk on the west side of Mercer Street, resigned February 24th to go west. He did not state the further particulars of his plans.

✦  
**THE "WHY" OF ADVERTISING**

Concerns do not advertise merely to sell merchandise, says Ernest C. Hastings. We advertise merchandise to fill a definite purpose or want in the lives of the community.

For example, a collar isn't advertised just in order to sell it at 25 cents. It is advertised so that when the collar is put around a man's neck with a good looking tie in it, the man's appearance is improved. If men had no necks, all the advertisements in the world offering collars for 25 cents or 1 cent would not sell a single, solitary collar.

I believe neglect in asking ourselves the "why" of merchandise is one of the biggest losses in advertising and I also believe our advertising results can be increased a considerable percentage if before writing any copy we sit down and make a very careful analysis of why merchandise should be advertised.

All folks buy merchandise from a selfish standpoint. They buy it either to make them-

selves more attractive or those in whom they are interested more beautiful, or because it will give them greater pleasure and comfort or because they feel it will give them a better standing. The advertisement which brings the greatest results will be the one that intelligently reflects the features that will appeal to a selfishness.

✦  
**POLLY'S ONE WEAKNESS**

Lady—"Does that parrot swear?"

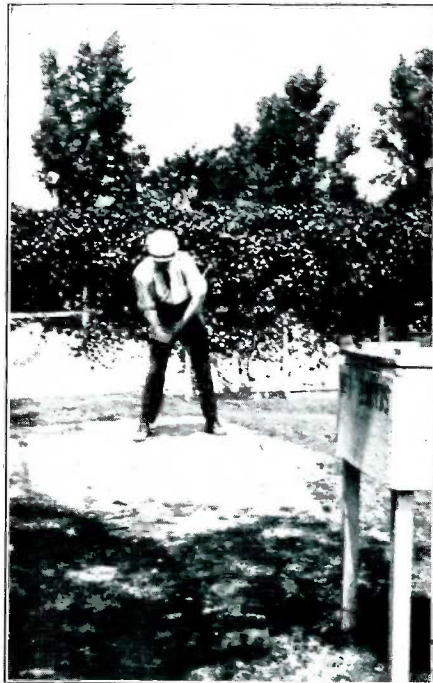
Sailor—"A little, but he never drinks or gambles."—Philadelphia Bulletin.

✦  
She was one of those women who want to see everything there is in the shop. She was looking for socks, and the obliging salesman got down everything in sight. After the counters had been strewn with hose of every size and shape and color—box on box—he said: "There, madam, is our stock." "Is that all you have?" asked the woman, her voice showing disappointment.

"Yes, ma-am," he replied, "except the pair I've got on."

✦  
That man is so tight that for tobacco he begs cigars; smokes the cigar, chews the cigar, chews the stub, and uses the ashes for snuff.—Mugwump.

A Summer Time Picture



An interesting picture of Bobbie Mueller. If you know Bobbie's favorite sport in his leisure hours you can easily guess what he is doing by his pose,



A snapshot of Supt. J. W. Wilkin as he came down the walk on Cerro Gordo Street one day last January. Every detail is characteristic of Kitty.

#### Lesson in Safety

A painful lesson in safety at home happened in the family of Herschel Aubert of the Day Polishing Dept., on Feb. 2. His son Robert, age 6, and two neighbor boys were playing with some cinders that had just been placed in the alley. One of the boys threw a cinder at Robert and hit him in the left eye. The sharp jagged edges of the cinder cut through the eye lid and the cornea and allowed the fluids of the eye to escape.

This bit of carelessness on the part of children at play cost one boy an eye.



#### Back to Kansas City

Mr. Robert Mueller was here Saturday and Sunday, Feb. 18 and 19th, coming from Kansas City where he is taking treatments.

He is looking and feeling fine and hopeful that he will be permanently benefitted. He returned to Kansas City on Monday, February 19th.



#### New Exhibit Space

The space north of Mr. Langdon's office formerly used for preparation of convention exhibits, having been taken over for other purposes, the exhibit room has been located just north of the display room on the second floor.

#### EMPLOYEES HOMES

This month we publish another group of employees' homes. They are good looking, substantial and comfortable, and they tell their own story of the foresight and thrift of the owners. Read from left to right:

1. Theodore Shepperd, 1117 E. Locust St.
2. C. F. Roarick, 436 E. Leafland Ave.
3. Jacob Stark, 732 W. Olive St.
4. Harry Miller, 2600 E. Geddes St.
5. R. H. Tauber, 2124 N. Water St.
6. Johnson Travis, 1334 E. Whitmer St.
7. H. L. Jones, 912 W. Division St.
8. Chas. Morenz, 1213 E. Orchard St.
9. J. F. Secrest, 1210 Calhoun St.



We have been given to understand, that Betty Bennett of the Mail Department, is now the proud owner of three blocks of stock in the Jewish Navy.



We have just been notified of the marriage of Walter B. Hines of the Night Shift and Roxie Gaddis of Lakewood were married Aug. 20, 1927.



Quotations from school examination paper:

"George Washington married Mary Curtis and in due time became the father of his country."



#### Save His Good Name

"Does a golfer ever tell the truth?"  
"Oh, certainly—he sometimes calls another golfer a liar."



#### A Gentle Hint

Wife (buying a new hat): "What sort of a bird shall I have on it?"  
Hubby: "One with a small bill."



#### A Good Reason

Conductor: "Do you like cabbage?"  
Brakeman: "Yes."  
Conductor: "Well, I don't. And I'm glad I don't. Because if I did I'd be eating it all the time; and I hate the darn stuff!"



#### Triplicates

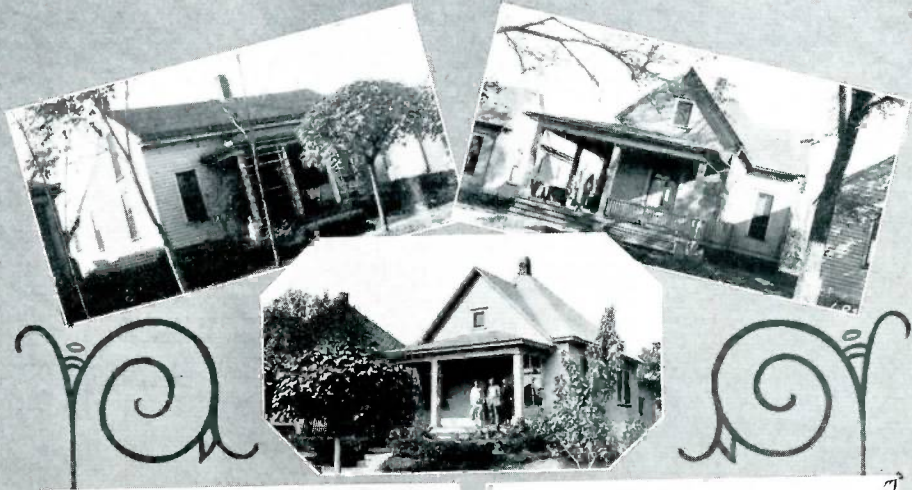
A local politician was called up at his office recently and notified that his wife had presented him with triplets. He was silent for a moment, and then boomed forth: "I demand a recount."



#### Art vs. Life

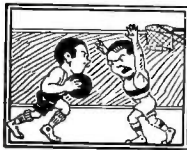
"What makes you think Higgins was lit up last night?"

"Well, I sat next to him at the movies, and when they showed the newsreel he tried to set his watch by a clock in one of the street scenes."—Life.

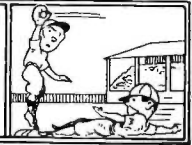


Mueller  
Employees Homes





# Athletics



Some hot basket and baseball games are being played at the Gymnasium. Bill Cranstons, athletic director, has aroused a great deal of rivalry and interest this season—more than at any time since the club house was built. The record since last report:

**January 19—Basketball**

Junior Lions, 17; Blue Jackets, 13.  
Giants, 18; Braves, 12.

**January 20—Basketball**

Giants, 18; Braves, 13.

**January 20—Baseball**

Schudels Laundry, 17; Machinists, 0.  
Struck out—By Williams, 17; walked, 1; by Frye, 6; walked, 5. Home run—Williams. Two base hits—Smith (2), Lorenz, Hudson.

**January 21—Baseball**

Mueller—Junior White Sox, 18; Cardinals, 10.

Struck out—By Roe, 7; walked, 2; by McMillan, 4; walked, 2. Home run—D. Lebo. Three base hits—H. Roe (2), G. Simpson. Two base hits—K. Roe, Enloc, Holderby (3), Zetterlind.

**January 21—Basketball**

Assumption, 24; Machinists, 21.

This was a scrappy battle, and a hard one for the Machinists to lose.

Junior Lions, 15; First Baptists, 7.

Antelopes, 3; Pirates, 2.

Junior Lions, 9; Zebras, 1.

**January 26—Basketball**

Tigers, 29; First Baptists, 28.

Lions, 17; Troop 5 B. S., 15.

Giants, 46; Braves, 34.

**January 27—Basketball**

Giants, 17; Braves, 16.

**January 27—Baseball**

Cash Co., 12; Mueller Machinists, 8.

The A. W. Cash Co. indoor baseball team defeated the Mueller Machinists, Jan. 27, by a score of 12 to 8.

Score by innings: R. H.

Cash .....2 0 1 0 3 1 2 1 2—12 16

Mueller .....0 0 0 2 1 2 0 3 0— 8 12

Batteries—

Cash: Yonkers, Ellegood, Knorr.

Mueller: Flaugher, Roper, Sampson.

Officials: Wiant, Edwards, Heisler, Friend.

Home run—Kearns. Three base hit—

Tickett. Two base hits—Tickell, Leipski, Knorr (2), Kerns, Roper.

**January 28—Baseball**

Cardinals, 16; White Sox, 15.

The Cardinals indoor baseball team defeated the White Sox, Jan. 28, by a score of 16 to 15.

Score by innings:

R. H. Cardinals .....4 3 2 3 2 2—16 15

White Sox .....2 5 2 2 1 3—15 16

Officials: Garrison, Baum.

Home runs—Holderby, Harshbarger.

Three base hits—Enloc, McMillan, M. Simpson.

Two base hits—B. Carder, G. Carder, G. Simpson, Chalcraft. Struck out—By

Peterson, 6; by Lebo, 7.

**January 28—Basketball**

Night Hawks, 25; Drafting Dept., 17.

**February 1—Basketball**

Giants, 21; Braves, 12.

**February 2—Basketball**

Engineers, 35; Tigers, 31.

Packard Aces, 21; Lions, 7.

**February 4—Basketball**

Night Hawks, 34; Tigers, 29.

Mt. Zion, 19; Panthers, 16.

Engineers, 22; Maroa, 20.

Night Hawks, 45; Decatur Pump Co., 16.

**February 6—Basketball**

Drafters, 25; Engineers, 21.

**February 7—Basketball**

Giants, 22; Braves, 15.

**February 9—Basketball**

Giants, 16; Braves, 14.



**UNNOTICED PROGRESS**

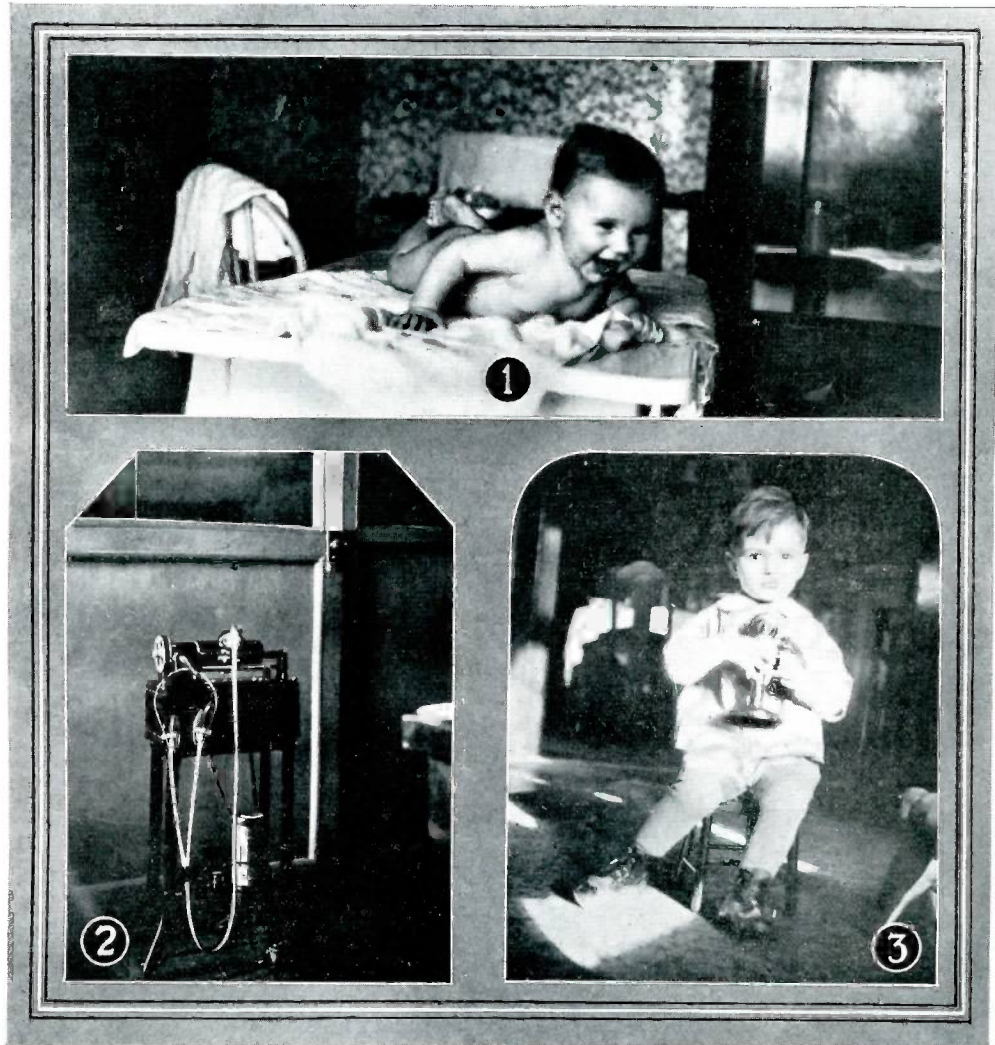
Many things, with which are more or less familiar because of a knowledge of the time, did not as single steps impress us so deeply, but in the aggregate they show a great deal accomplished.

The company followed its established line of gaining some ground each year, just as they expect to do in 1928. Plans which they have under consideration will unfold as the months roll by. Unity of action, increased efficiency and adherence to the policy and plans of the company will redound to the benefit of the organization as a whole and as individuals.

The way for any individual with any organization to make progress is to make it with the organization.

This is accomplished by pulling with an organization and not against it.

## The Camera Club



### The Camera Club

It was just a case of photographs this month and the competition was not very keen.

Marie Eagleston won first prize with her picture of Jackie Day, Jr., certainly a very attractive baby picture.

Mary Wilkins won second with her picture of a dictaphone. It's a rather prosaic subject but the judges declared a good piece of work.

Margaret Marcott with her picture of her little nephew, Bobbie Dick, was awarded third prize.

In this connection the suggestion is made

that in an organization as large as this, and with so many amateur photographers, there should be more competition in these contests.

Apparently only a limited number are concerned about it.

Any one who can take a picture and submit it with a chance of winning prize money. The pictures are judged impartially by a person who has no connection with the contest and who does not know who took any of the pictures. All he has to guide his judgment is the photograph.

With spring coming on and outdoors calling, let's get busy with cameras and put a little more snap into this contest.

**FINANCIAL STATEMENT**  
**Employees' Aid Society**

Jan. 14 - Feb. 23, 1928

Cash on hand Jan. 14..... \$1,802.85

**Receipts**

Company's Contribution Feb. ....\$ 50.00  
 February dues ..... \$17.80  
 Repaid by Emergency Loan Fund 400.00 1,267.80

**Payments**

Philip Mueller Death Benefit..... 50.00  
 Decatur Improvement Bond ..... 996.84  
 Benefits listed below ..... 897.79 1,944.63  
 Feb. 23—Cash Balance ..... 1,126.02

**Resources**

Bonds .....\$5,500.00  
 Building and Loan Stock ..... 800.00  
 Emergency Loan Fund ..... 700.00  
 Cash ..... 1,126.02 \$8,126.02

Total ..... \$8,126.02

E. H. Langdon, Treasurer.

**Benefits Paid**

Chas. J. Miller..... 9.00	F. W. Wilkinson..... 21.00
Elmer Booher..... 3.60	C. R. Hale..... 3.00
Wm. Kuntz .....106.80	W. H. Holly..... 56.40
Mae Turner ..... 53.40	A. L. Carr..... 4.00
Mrs. Geneva Ashen-	C. R. Morton..... 3.60
felter..... 14.00	W. H. Moats..... 18.00
Walter Behrus..... 5.00	F. H. Williams..... 2.00
John McKinley ..... 43.47	Cecil Smith..... 2.00
H. Williams..... 2.00	Geo. D. Williams..... 15.00
Geo. W. Jobe..... 64.50	Geo. W. Larimer..... 12.00
LeRoy Stengel..... 69.90	Otis Oldham..... 10.80
Henry Watkins..... 3.75	J. B. Faith..... 15.00
Wm. Lynch..... 3.60	Jas. Howe..... 6.00
Maynard Moore..... 4.80	Jas. L. Jolly..... 24.00
Alma Herbrig..... 12.00	T. E. McGill..... 97.65
C. C. Spalding..... 29.32	Wesley H. Stone..... 7.20
Jas. E. Davis..... 36.00	J. A. Heisler..... 3.00
A. Carter..... 38.40	A. L. Bethards..... 3.00
Arnold Moyer..... 1.00	Willis Taylor..... 10.50
D. M. Clements..... 3.00	H. J. Edson..... 5.40
Frank H. Burk..... 21.90	Grover Pitzer..... 3.60
Mrs. Helen White..... 7.00	Harley Harrington..... 5.40
Foroe Riddlen..... 2.00	Dan Britley..... 8.40
Goldie Karl..... 9.00	

\$897.79

**WON SCHOLARSHIP**



Rollie A. Bayliss of the Shipping Department checked out on January 30 to enter James Millikin University. He was graduated from the Decatur High School in 1926 with a good record as a student and on the basis of this he was awarded a scholarship which will enable him to continue through Millikin. We rejoice in his success.

**SAFETY**

**Night Shift vs. Day Shift**

For several years there has been some rivalry between the night and day shifts to keep down the lost time from accidents. For the year 1927 the average lost time for the men of the night shift was 8.1 hours and for the day shift in the same departments 8.5 hours. Thus, on the average, Joe Dial's boys have lost .4 of an hour or 24 minutes less time because of accidents in 1927 than the men of the day shift, and on this record we congratulate them.

In 1926 the day shift figures were 8.9 hours and the night shift 9.1 hours. The year before that the night shift figures were considerably higher—17.8 hours against 8.2 hours for the day shift. These figures, however, disclose the fact that the night shift has reduced the lost time from accidents from 17.8 hours in 1925 to 8.1 hours in 1927.

The average lost time per man in the plant for the year of 1927 was 7.7 hours. Deducting from this average the part caused by the Construction Department, the average for the rest of the plant was 6.1 hours.

Our next big task is to cut down the lost time on account of sickness. Most illness can be prevented by a little timely care.



Here is Buddy and his bride—Buddy Crossman of Dept. 30. The young couple were married on January 10, 1928. The bride was formerly Miss Sylvia Copey.