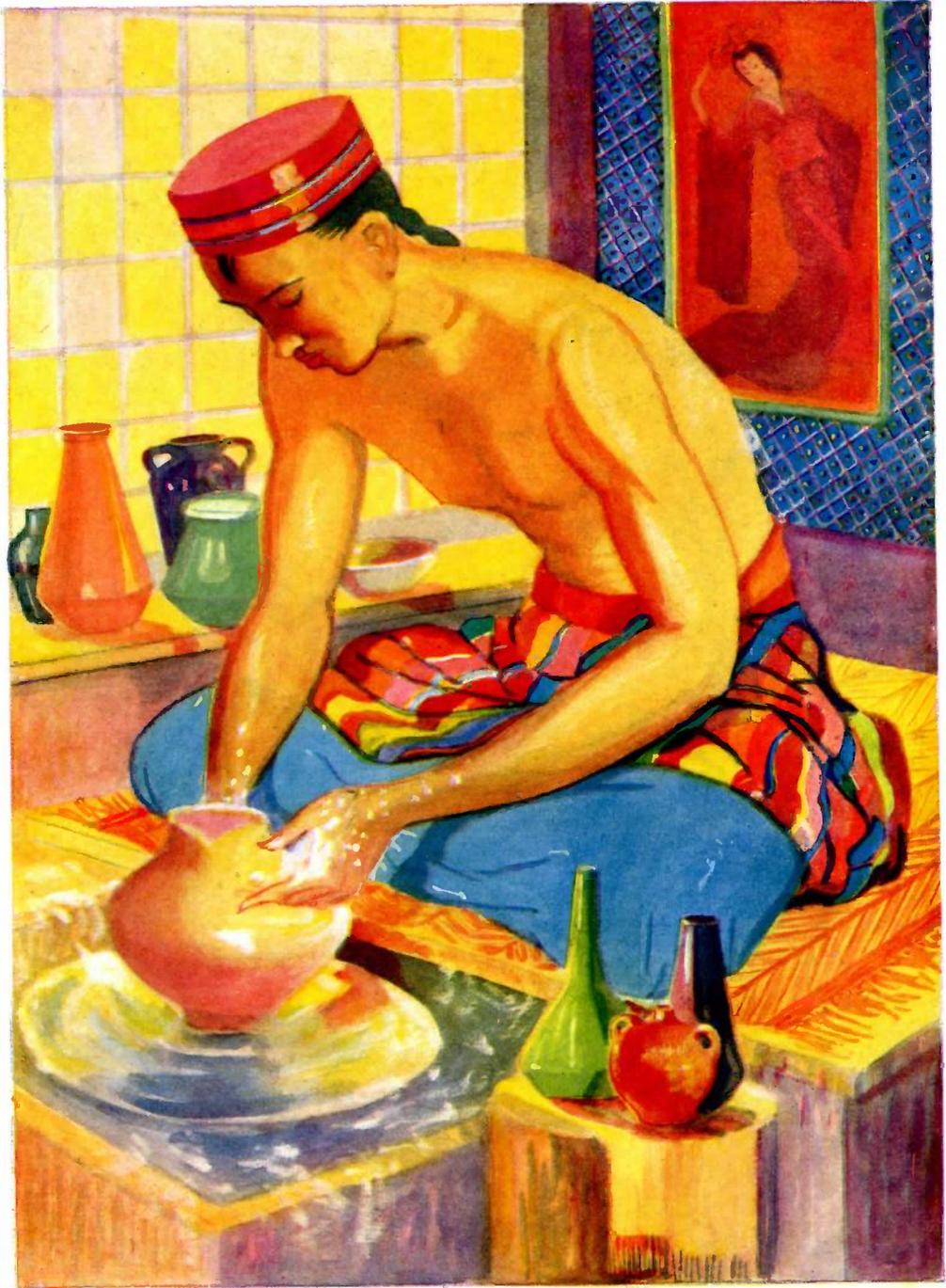


MUELLER RECORD



PAINTING BY BESS DEVINE JEWELL

MAY NUMBER

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The Record Cover

This Record Cover is the first of a series of six paintings tracing the high spots of water supply through the ages. Pre-historic man doubtless satisfied his needs for water from springs and streams as the animals did, and yet historians claim to have found evidence of jars and crocks for holding water. In the early history of the world there is evidence of conservation of water by collecting it in pools and cisterns.

As civilization gradually progressed to a higher plane, the development of control of water supply went hand in hand with it.

The ancient Chinese, thousands of years preceding the Christian Era, developed pottery as shown on the front cover of this issue, and thereby took initial steps in conveying and storing water. They made it possible for mankind to have water whenever and wherever wanted.

With these jars and vases, which reached a highly developed art, it was made possible to carry water about and to maintain in the home an ample supply for domestic use. This method preceded by centuries the more modern method which the Romans and Greeks later developed through their vast systems of aqueducts. In every stage of civilization water control and conservation of the supply for the needs of humanity have been surrounded by natural barriers which challenged the ingenuity of man to overcome.

Today the highest type of Engineer is called upon to make water do his bidding.

The Panama Canal, the New York City system, the damming of mountain streams and the diversion of the supply to meet the modern needs of man are striking examples of the never-ending battle for the conquest of nature.

From the Chinese pottery to the highly developed American Water Works system of today forms a striking contrast of men and methods.

THE MUELLER RECORD

Vol. XVII

MAY · 1928

No. 189

Men who habitually put off get off either before they arrive or after they have arrived.

Men grow rich by resisting temptation to spend money for things they do not really need or can do without.

Problems which you cannot clearly analyze in your own mind cannot be clearly solved and demonstrated to others.

Consider the ten-penny nail when some one bawls you out for not doing things, and remember a nail has to be hit in the head to make it do the things it was designed for.

There are a lot of things being bought now-a-days, and no one denies the right of any one to spend money as he pleases for anything that pleases him. But it is not good business to do these things at the sacrifice of necessities of life and that comfortable little old balance in the bank.

The soundest opinions are those rendered by men who look on both sides of a question, weigh and compare the facts, one side against the other. Opinions and decisions based on the facts or claims of one side alone fit in with the facts of one side only. Judges do not decide legal questions on hearing one side of a law suit. They hear both sides and then give their opinion. There would be fewer wrong decisions in business management if we more closely followed the practice of jurists.

In successful management, we are told, numbers mean nothing—it's just about as easy to handle 5000 men as 500. Whatever the number the greater per cent do their work without management. The big problem, therefore, is to find and correct the lesser per cent, who cause friction in the plant by failure to measure up to rules and policies and direct them into a better understanding of their responsibilities to their work, their foreman and their employer. And it's some job.

Ahead of us are important elections. It is the duty of every American citizen to study political questions and candidates. If they do the result need cause no alarm for the future. When men study and analyze public questions they generally agree on the right solution of them. Indifference to the principles of any organization is fatal to it. There is no danger when people study and act according to conscious and best judgment, but there is danger in men refusing to do these things, looking on with indifference, and letting events take their course. Our organization is never giving partisan advice, but every member is always urged to "vote—vote as you please, but vote."

The economic status of woman is a much-discussed subject by present day writers. If a woman can fill a place and do the work as well as a man it would seem in all fairness that her earnings should be equivalent to those of the man. It is questionable if they are, however. Women who do fill positions commanding large salaries are so much written about that one is liable to form an exaggerated opinion regarding the earning capacity of women as a class. Mrs. Chase Woodhouse, of the United States Bureau of Economics, gives some interesting facts concerning salaries of women engaged in gainful occupations. She says:

"More than 3,000 unmarried women, with full-time jobs, were included in the investigation, and it was found that those with a salary of \$60 a week or more are in a highly exceptional minority. Education engaged the efforts of four-fifths of those studied, and the best paid of these were a group of three presidents of women's colleges, with average salaries of \$8,200. Next to them came nine principals of Junior High schools, who averaged \$3,859. The college teachers earned, on the average, \$2,457, and those in the grade schools, \$1,632. Business women, with the exception of two occupations, averaged less than \$3,000 a year."

Educate, Organize, Supervise and conquer carelessness.

THE MUELLER RECORD

Published at Decatur, Ill., by MUELLER CO.,
Manufacturers of Vital Spots Products for the
Plumbing, Water and Gas Industries.

C. N. WAGENSELLER, Editor.

SAXE WAS A PROPHET

He Did Not Know But Present Day Practice Proves It.

John Godfrey Saxe was an American humorous poet who was born in 1816 and died in 1887. If you have never read him you have missed rare enjoyment. Among his poems was one "To My Love" with more prophecy than humor. Here it is:

TO MY LOVE

Kiss me softly and speak to me low;
Malice has ever a vigilant ear;
What if Malice were lurking near?
Kiss me, dear!

Kiss me softly and speak to me low.

Kiss me softly and speak to me low;
Envy, too, has a watchful ear;
What if Envy should chance to hear?
Kiss me, dear!

Kiss me softly and speak to me low.

Kiss me softly and speak to me low;
Trust me, darling, the time is near
When lovers may love with never a fear;
Kiss me, dear!

Kiss me softly and speak to me low.

Note that in the first and second stanzas lovers' kisses were indulged in with stealth and secrecy.

Then note the lines of the third stanza:

"Trust me, darling, the time is near
When lovers may love with never a fear."

Don't tell me that this man Saxe did not know his little old job of seeing into the future. He passed on years ago but his vision has been more than justified.

His lines might now be changed to:

"The time is here
When lovers may love with never a fear."

The brazen little rascals no longer wait for moonlight, the shadow of the rose bush, or the secluded corner of the porch, not when Lizzie is lined up and going good. Daylight and the open road have no terrors for them. Saxe and antiquated methods to modern youth are numbered with the horse and buggy and are no good today—except for a good laugh.

HOLLOW

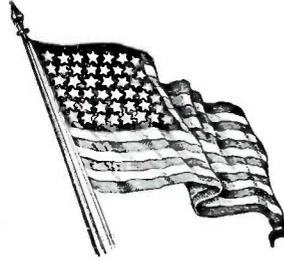
The stout man on the scales was eagerly watched by two small boys.

The man dropped in his cent, but the machine was out of order and only registered 75 pounds.

"Good night, Bill," gasped one of the youngsters in amazement, "he's hollow!"

FLAG DAY

One hundred and fifty-one years ago the Continental Congress, on June 14, 1777, passed a resolution "that the flag of the 13 United States be 13 stripes, alternate red and white; that the union be 13 stars in white on a blue field representing a new constellation."



That's why we observe June 14 as flag day with suitable exercises in schools and by unfurling the National Emblem to the summer breezes.

And in honor of that day it is good to read that ringing poem by Walter D. Nesbitt,

YOUR FLAG AND MY FLAG

Your flag and my flag;
And how it flies today
In your land and my land,
And half a world away!
Rose-red and blood-red
The stripes forever gleam;
Snow-white and soul-white,
The good forefathers' dream.
Sky-blue and true blue and stars to gleam
aright—
The gloried guidon of the day; a shelter
through the night.

Your flag and my flag;
To every star and stripe
The drums beat as hearts beat
And fifers shrilly pipe!
Your flag and my flag—
A blessing in the sky;
Your hope and my hope—
It never hid a lie—

Home land and far land and half the world
around,
Old Glory hears our glad salute and ripples
to the sound!

Your flag and my flag—
And, oh how much it holds—
Your land and my land—
Secure within its folds!
Your heart and my heart
Beat quicker at the sight;
Sun-kissed and wind-tossed,
Red and blue and white,
The one flag—the great flag—the flag for
me and you—
Glorified all else beside—the red and white
and blue!

It is the duty of every man to protect himself and those associated with him from accidents which may result in injury or death.

A PLUMBER ANSWERS GUEST

The Poet's Ridicule of the Trade Finds Defender in Ralph R. Butts.

Edgar A. Guest can write good enough verse to command the attention of a very large following of newspaper readers. In fact, Mr. Guest has been and is probably the most popular versifier in the country. His work is syndicated and appears daily in a large number of newspapers, and thereby has an extremely wide circulation. One might disagree as to the quality of his work, but to do so would be unpopular because the majority of his productions register high. Like every one who writes, Mr. Guest occasionally steps on some one's toes, as he has in recent poems wherein he aimed his shafts of humor at the plumber. And again, as with everyone who writes, the plumber at some time or other becomes the target of the writer's humor.

It used to be that these slams passed by unnoticed. The plumber did not have within his ranks any one sufficiently interested to take up the cudgel in his defense. Not so, now. Any one who hurls his gibes, his verse or jokes at the trade is going to hear about it, as does Mr. Guest in this instance.

Mr. Ralph R. Butts of South Paris, Maine, in good-natured verse, tells Mr. Guest what a plumber thinks about it.

Dear Edgar Guest, you heartless cuss,
Why are you keeping after us?
I am a plumber, I admit,
But I've a little pride left yet.
So I sit down with pen and ink
To tell of you just what I think.

I've read your books from time to time
And thought you were a friend of mine;
I've told my friends both low and high
That I thought you were a regular guy.
I read your piece in the magazine,
That people who gossip are awful mean.

The things they say hurt you and I,
And the things they write go far and nigh.
Your first little poem hurt me a bit,
But, I says to myself, he doesn't mean it;
The second you wrote made me surmise
That a plumber you think is a wolf in disguise.

That people must fear and hate and all that,
To keep him clever, his back must pat.
I wish to state that in jester's notes,
The plumbers have always been the goats.
They called them robbers and thieves and more—
Have laid everything they could at their door.

I'd like for comparison, old dear,
To trade all the money I get in a year,
For the cash you get for one small book,
Which perhaps a week of your time it took.
And then if you will in the income list
Compare the plumbers which you insist,
Are taking all that's theirs and more
(And here I state they're always poor)

To any amount of men you know,
Who live just wholly to make a show,
Who never did a day's work in their lives,
However, they still continue to thrive.

I wish no harm to anyone,
And I'm writing you more just for fun
Than any feeling I have in my heart
Against you for what you tried to start
About us fellows who work on lead
And know more about it than you do, Ed.

My advice to you, if it's money you crave,
And friends galore 'til you reach the grave,
Don't start out with a "plumber's friend,"
For when you're where you can see the end
That "plumber's friend" will be nothing to
you
And the dollars it's earned will be mighty
few.

TRAVELS OUT OF DALLAS



We have with us in this Record George Hofmann, who is traveling out of the Dallas Branch. He has been in the organization only a few months, but he is saturated with the spirit and policies of the company, and likes them, else how could he be so smilingly happy and contented looking.

Expert

Circus Manager—So you want a job as a snake charmer? Much experience along that line?

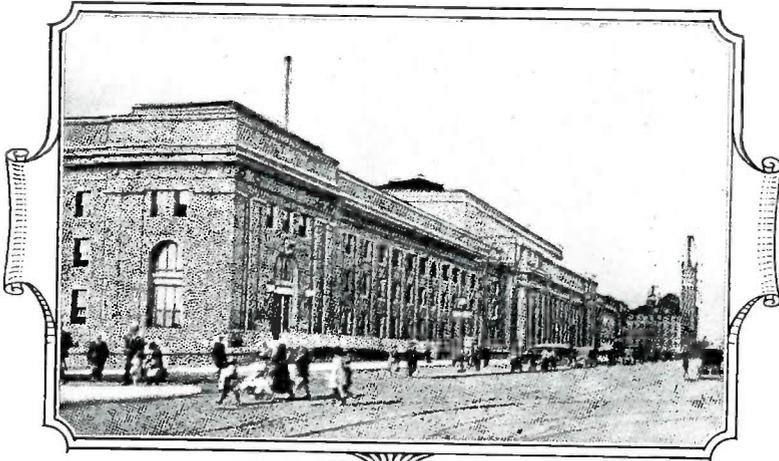
The Girl—Yes, I've vamped a few lounge lizards.

An Important Part

Remember, that while you are hired to do some particular work, the Safety of yourself and your fellow employe is the most important part of that work.

Safety is the Salt of Labor.

Toronto Union Station



America boasts of many beautiful railway stations so thoroughly complete that waiting for train time is a pleasure instead of a tedious task. There is the Grand Central in New York where you walk from the train through marble corridors into a magnificent hotel, the imposing Pennsylvania station in the same city, the Union station in Chicago with its endless conveniences and comforts for travelers, and the Union station in Washington, D. C., which many travelers regard as the most beautiful in the country. As between these four, however, it requires more than a casual observer to determine points of superiority. So much different architectural beauty has been worked into each of these buildings that a mind trained in art seems necessary to judge the merits of the design and treatment of the subject. We naturally think that America leads in this particular, especially those of us whose travels have never taken us into other lands.

Our Canadian friends are not to be scoffed at, either, in the matter of railways or stations. Toronto, with her new union terminal, illustrated on these pages, is an outstanding example. They build substantially in that country just as we do in this, and they keep in mind the comfort of their patrons.

This station, we are advised by Mueller men who travel in and out of Toronto, has everything to be found in the finest stations in America, and

some things that we have not yet adopted.

For instance, there are baths—shower and tub, as shown in the illustrations. We do not recall anything of this kind in America, except in the new Union station at Chicago. The plumbing in this great Toronto building is equal to that in the best hotel in either Canada or America.

Modern tubs, lavatories and toilets are provided. These are only semi-public, but they provide a convenience which the public appreciates.

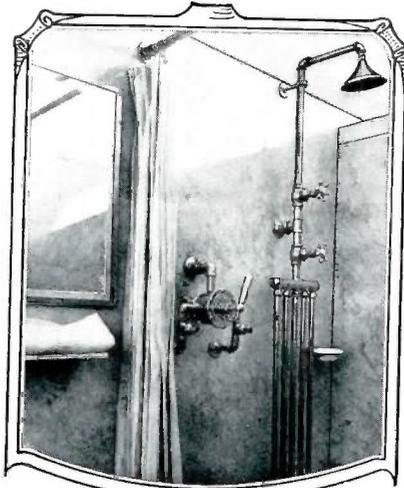
There are people who hesitate to use a tub in which any one else has bathed, and yet they do it regularly in hotels every day. Tubs in railway stations do not differ in any way or purpose from those in hotels. However, if niceties of breeding or education make a tub undesirable, the shower remains wherewith the tired and dusty traveler may refresh himself

with a bath without coming in contact with anything that any one else has touched.

Those who have visited the Toronto station report that these bath rooms are kept immaculately clean and that they are well patronized by the traveling public.

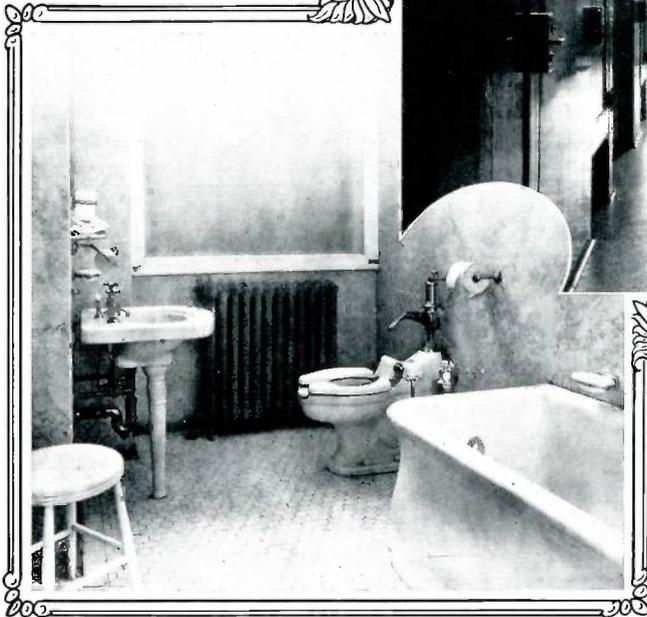
It's a commendable enterprise on the part of the Canadian railways to take this advanced step. Should their plan work out successfully, other railways will be quick to take it up.

In the new Union station at Chicago, we are told, these special toilet rooms with all accessories are not equalled for



Shower Bath Installation in the Toronto Station.

At the right is a view of the corridor with bath rooms to the right and left. As the picture indicates, it is perfectly kept, clean, sanitary and pleasing. Below is one of the bath rooms which must be a source of pleasure and delight to the tired and dusty traveler.



national and local advertising is tremendous.

The local "tie-up" advertising already is beginning to produce results. One plumbing and heating contractor who published in his neighborhood newspaper in Philadelphia the "tie-up" advertisement furnished to him, received 32 inquiries from it.

Fifty-four heads of families requested him to make "health examinations" of their homes.

From part of these inquiries this enterprising contractor got \$5,485 worth of business, and he expects to get several thousands of dollars out of the other inquiries.

Another plumbing contractor sent out the model letter furnished by the Bureau to 1200 prospects, requesting permission to make "health examinations" of homes. On one resulting inquiry he sold equipment which more than paid for the entire expense of sending out the letter.

The national advertising will not necessarily sell plumbing and heating equipment. But it will increase public interest in plumbing and heating and create a keener realization of the need for modern plumbing and heating equipment in the home. It will create a new appreciation of the master plumber and heating contractor in the public mind.

It is up to the master plumber and heating contractor in each town to "tie-up" with the national advertising and reap the benefits

(Continued on Page 40)

THE THIRD BIG GUN

In the National Advertising Campaign to Be Fired June 23.

Advertisement No. 3 in the national campaign of the Plumbing and Heating Industries Bureau will appear in full-page, four colors, in the Saturday Evening Post of June 23.

It tells in a smashing way, the important story of modern plumbing and heating facilities in the home.

This advertisement will reach the eyes of 9,000,000 readers of the Post. More than 300 master plumbers and heating contractors will simultaneously run "tie-up" advertising about this advertisement in their local newspapers. This will be the third time that these hundreds of local retailers have "tied up" with the national advertising in their newspapers. The cumulative effect of this

I'm Tellin' You



The "prohi" authorities are taking early steps to make Kansas City and Houston arid during the Republican and Democratic conventions. They announce that "it" will be dry; but it is a cinch that the "Pro-Hips" will be wet. And we'll lay to that.

The other day we read the market and financial news and did not find any. Only one statement proved interesting—"the bull market was active." It always is active from the street corner to the stock exchange and you don't have to buy a seat on 'change to deal in it.

I'm Tellin' You, Louie is right about the advertisement which reads: "My success is in keeping healthy—to me yeast will always be as necessary as water." "It's true," says Louie, "you can't make it without yeast."

"I took my first ride in my own car this morning," said Nickelsmith, two years after he drove it out of the showroom. The old trap is about ready for a trade-in. "Give me a package of cigarettes, Pete, and charge 'em."

There is just one way a flyer can beat Lindy—and that's to fly across the River Styx and back.

Dieting? Many mistaken methods and none of them working. Just one sure way. Push yourself away from the table three times a day. About one day ends the cure and you're back to corn beef and cabbage and normalcy.

If we did not taboo politics in the Record we could say a lot of things about the late Illinois primaries, and it would be something else beside Small talk.

So far as I'm concerned, said Mr. Monk, there is no complaint about connecting our family up with evolution except when I see some of the present day results.

"No, I never had the flu," said Mrs. Jellybean. "How'd you expect me to when I don't know the symptoms."

Is any one sorry to see April go, with her freezes and her breezes which gave us all the sneezes? She was full of dreary days that made us wish for Mays—and now they are here.

Don't spend all your money for automobiles—you may want it before long to buy a monoplane.

It's lucky for the Prince of Wales that they do not ride steeples in those steeplechases he indulges in.

We are not guilty of this one, but did get a flicker of a smile when the vaudeville artist asked his partner: "A bricklayer lays bricks, don't he? Well, then, why don't a plumber lay plums?"

Part of my job is reading a mess of uplift stuff, efficiency recipes and suggestions for success—that's the reason why I am so onery and no account.

It takes a thousand bees a lifetime to make one pound of honey, but it only takes one bee 30 seconds to break up a picnic dinner party. A bumble bee can do the same job in 10 seconds but he doesn't belong to the union.

Paris has an insect zoo, one of the results of the war, presumably.

An authoritative financial paper assures us that financiers are no longer supernatural—some are really "fat." They should be. Fat of the land, etc., you know.

You are not such a much. Mr. Babson told me, and I'm tellin' you, that if analyzed and bought piece meal in a drug store or fertilizer factory you'd be worth something less than a dollar, maybe. But say, Bo, if you keep going full steam ahead there is no limit to your value.

"Life's most dangerous fifteen minutes," says Dr. Yandell Henderson of Yale, "is immediately after birth." Dear doctor, in your investigation of this subject, did you ever try to cross Fifth Ave. when the "Go lights" were on?

There are seven types of dentrifice and 402 tooth pastes and powders—and yet only 25 per cent of the people of the United States clean their teeth. Huh, the man who discovered halitosis wasn't so much, was he?

Alas, Alas! How ambition goes awry. We are told in a biographical sketch of Mr. Jack Dempsey that the eminent pug in youth longed to be a champion hobo. And pity the poor man—he winds up as a millionaire. Poor old Jack. Such luck.

HE'S YOUR DAD

Apropos of Mothers' Day just celebrated throughout the country, let's give a momentary thought to dad—just momentary thoughts is about all he ever got anyway. All his life he has been busy trying to make ends meet in order that mother and the kids might have a good time. He's been too busy humping himself to catch a bouquet thrown at him, and has barely had time to dodge the brick bats.

Once in a while some one awakens to the fact that dad has been the real thing. "Flash" prints the following little tribute to

"DAD"

He may wear last year's straw hat, his finger nails may need manicuring; his vest may hang a little loose, and his pants may bag at the knees; his face may show signs of a second day's growth, and the tin dinner bucket he carries may be full of dents and doughnuts, but don't you call him "the old man." He's your father.

For years he has been rushing around to get things together. Never once has he failed to do the right thing by you. He thinks you are the greatest boy on earth, bar none, even though you plaster your hair back, wear smart clothes, smoke cigarettes, and fail to bring home a cent. He is the man who won the love and life partnership of the greatest woman on earth—your mother.

He is "some" man, and not "the old man." If you win as good a wife as he did, you will have to go some, boy.

DISPLAY WINDOWS

Some statistical bird announces that there are 80,000 display windows in the United States, divided as follows:

- 172,842 in groceries.
- 147,980 in general stores.
- 46,000 in drug stores.
- 42,217 in candy stores.
- 37,116 in cigar stores.
- 29,445 in shoe stores.
- 23,009 in jewelry stores.
- 32,472 in department stores.
- 37,563 in furniture stores.
- 20,080 in hardware stores.
- 18,770 in haberdasheries.
- 40,531 in garages and auto supply stores.

The most notable thing about this information is the omission of any reference to plumbers' windows.

According to the best mailing lists obtainable, there are 30,000 of these.

We wonder how many of these are utilized to present new goods and new plumbing ideas to the public.

NOT FLATTERING



Mother—Were you polite when the lady gave you the chocolate, and did you thank her?
Tommy—Yes, I was. I told her I wished father had met her before he married you.

CAN YOU BLAME HIM?

Adolph Sax was born in 1814 at Brussels. He weathered a tempestuous and turbulent childhood but finally got even with the world.

He was knocked down a flight of stairs.

He was burned.

He swallowed a pin.

Drank vitriol by mistake.

He was poisoned.

He was asphyxiated, almost.

And narrowly escaped drowning.

But still he lived, and—

He invented a musical torment named after him—the Saxophone.

Have a heart next time you hear one—remember Sax underwent great suffering himself.

STREETS OF GOLD

We used to think that the streets of heaven were paved with gold. Now we find that this appears to be New York City, which is not heaven, if we believe all we hear.

"Travelers in Europe report that the tradition of American streets paved with gold is by no means extinct," says the New York Times. "It is almost literally true of the 'chimney corner' plot at 1 Wall Street, which has just been sold at a price equivalent to \$725 per square foot. The combined valuation of the land and present improvements is about \$960 a square foot. That means a value of \$5 per square inch for the land alone and of \$7 a square inch including the structure upon it. The superficial area of a \$5 gold piece would be about five-eighths of a square inch. This means that if the 'chimney corner' plat were covered with gold half-eagles the currency value of the pavement would be nearly equivalent to the assessed valuation of the improved property."

SAVINGS

A great many well-meaning folks talk about the value of saving—that's jaw-bone.

Some folks wish they had saved or were saving—that's wish-bone.

A few people resolve to begin saving now, and do it—that's back-bone.

WEST COAST ISN'T SLOW

Oakland-Alameda Tube a Marvelous Engineering Feat.

The whole country has been enlightened in regard to the big tube under the Hudson river, but has not heard so much about the Oakland-Alameda Estuary tube on the West coast. This may be due to better press-agenting in the East, although candor compels the admission that the West coast is not so slow when it comes to high and fancy broadcasting. But as it happens, we are again compelled by candor and fairness to say that the great West presents engineering problems that are not exceeded by any country.

GIGANTIC UNDERTAKING

In the Popular Science Magazine, H. H. Dunn tells in a brief article about the building of this Oakland-Alameda Estuary tube, and while the article is not devoted to great detail it is not too general to give a good idea of the tremendous undertaking.

"This tube runs about three-quarters of a mile under what was known as old San Antonio Creek, replacing the old Webster Street bridge. According to Mr. Dunn it is the roomiest tube in the world. It consists of twelve separate precast concrete tubes, built in a dry dock and from there floated ten miles down San Francisco's bay and lowered into a trench in the bed of the Estuary. Then below the surface these twelve sections were joined into a continuous water tight line. The tube is 3545 feet between portals, 2400 feet being under water. The outside diameter is 37 feet, which is $7\frac{1}{2}$ feet wider than the Holland tube under the Hudson. The California tube accommodates 12,000 motor cars daily as well as two street car tracks. On each side of the roadway are sidewalks protected by guard rails. The concrete section used in the construction of this tube were cast in the 750 foot dry dock at Hunter's Point. Two hundred and fifty tons of reinforcing steel and 2500 cubic yards of concrete and 25,000 square feet of reinforcing waterproofing membrane went into each one of these tubes."

The whole thing has been an enormous undertaking and, like the Holland tube under the Hudson, surpasses the comprehension of the average lay mind. One knows that these things are done and they are as successful as engineering feats as they are practical for every day use, and that's about all they want to know. The fact that one may drive through one of these tubes and get to the other side in a hurry and in safety is about the limit of interest.

Generally, one doesn't bother about anything else except if something should happen to close the tube for a half an hour and hold up traffic the engineer would be roundly cussed for "his bum work."

The pin gets there by pushing—not pulling.

Geographically Speaking

(Done Rae in Chicago Herald and Examiner)

Waitress—Hawaii, gentlemen. You must be Hungary.

First Man—Yes, Siam. And we can't Roumania long, either. Venice lunch ready?

Waitress—I'll Russia to a table. Will you Havana?

F. M.—Nome. You can wait on us.

Waitress—Good, Japan the menu yet? The Turkey is Nice.

F. M.—Anything at all. But can't Jamaica little speed?

Waitress—I don't think we can Fiji that fast, but Alaska.

F. M.—Never mind asking any one. Just put a Cuba sugar in our Java.

Waitress—Sweden it yourself. I'm only here to Serbia.

F. M.—Denmark our bill and call the Bosphorus. He'll probably Kenya. I don't Bolivia know who I am.

Waitress—No, and I don't Carribean. Youse guys sure Armenia.

Boss—Samoa your wisecracks, is it? Don't Genoa customer is always right? What's got India? You think maybe this arguing Alps business?

Customer—Canada racket! 'Spain in the neck.

Not Telling

Clergyman—Do you know where little boys go who fish on Sundays?

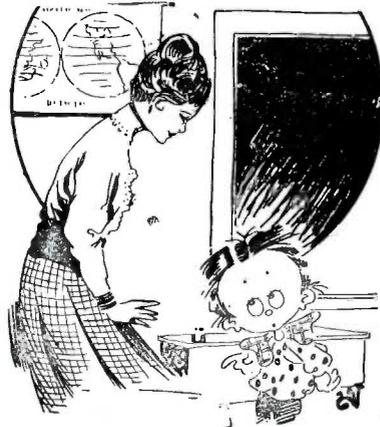
Little Boy—Yes.

Clergyman—Well, where?

Little Boy—You must find out for yourself, like I had to. I'm not letting you in on a good thing.

We are still a few leaps ahead of the game. Statistics prove that people are being born faster than the automobiles can kill them.—Yeoman Shield.

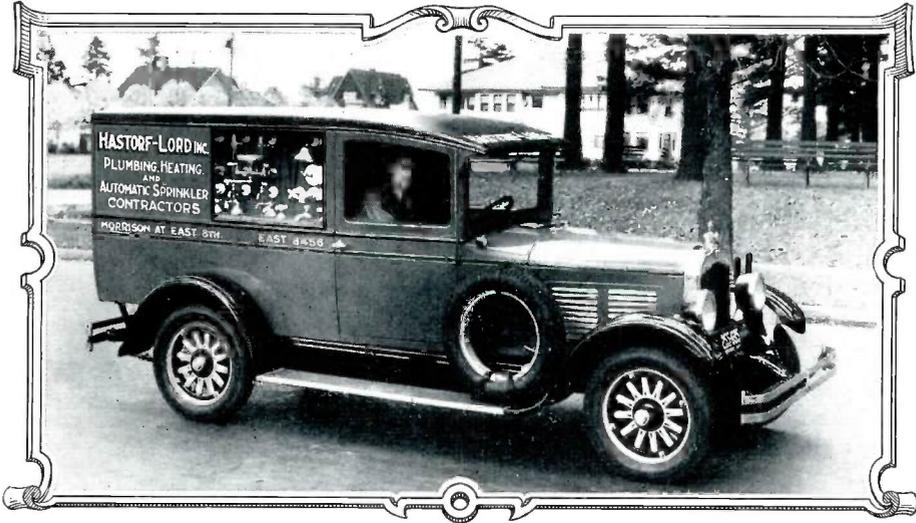
NOTHING TO WORRY OVER



Teacher—How many legs has a crab?

Tommy—Is that all that's bothering you?

Portland Plumbers



HASTORF-LORD, INC.

Some class to this jobbing truck of Hastorf-Lord, Inc., Portland, Ore. What more is necessary to tell you that they are live wires, handling their plumbing business in an aggressive up-to-date fashion.

Small wonder that Eddie Grant, the driver, smiles out on you in pride and happiness. When this truck speeds away to a job of work it does more than merely carry the tools and necessary supplies. It's a rolling advertisement with its miniature show windows in the sides. Some clever idea.

Hastorf-Lord, Inc., have but recently moved into new quarters at Portland and are said to have one of the most complete offices, show rooms and shops in the great northwest, where there are a lot of successful plumbers.

The general office provides desk room for the following: P. S. Lord and J. O. Johnson, head of the heating department; H. C. Hastorf, secretary-treasurer, in charge of contract plumbing; J. M. Harder and R. Matches.

In keeping with this arrangement is the shop, 100x50 feet in dimensions.

On the second floor reached by a ramp is a tool and stock room. The basement has two rooms, 100x50 and 88x70, where the heavy machinery is housed. This includes threading machines, pipe cutting machines, drill presses, lathes, etc.

Practical men constitute this company. Mr. Hastorf started as an apprentice in 1902 and in ten years had become a member of the company as it was then constituted. Mr. Lord joined the organization eight years ago and Mr. Matches about a year ago.

The company is admirably equipped to handle anything in their line. They have regular crews the year around of fifteen plumbers, twelve steam fitters and four sprinkler men.

Everything in this organization—personnel, methods of handling business, office and shop arrangement—spells efficiency and modern merchandising.

Hastorf-Lord, Inc., are a credit to the plumbing and heating industry in the elevation of which they have certainly done their part.

Continued success to them.

Back to the Old Town

The return to the home town of the "local boy" who has made good in the big city is rarely, we have understood, what it might be, says the New Yorker. In connection with this we have to report the particularly sad experience of a young banker who, after eight years of absence alighted at the station of the town of his birth. There was, despite his expectations, no one on the platform whom he knew. No one. Discouraged, he sought out the baggage master, a friend since boyhood. To him at least he would be welcome, and he was about to extend a hearty greeting, when the other spoke first: "Hello, George," he said, "Goin' away?"

Out West

"Oi, Abbie, your shirt tail is out!"

"Out—out where?"

"Out vere the vest begins!"

"Is your wife still at home?"

"Heck, no; she's louder there than anywhere else."



Your Doctor's First Lieutenant in Disease Prevention

THE life insurance companies tell us that premature death due to disease has been cut down 10% in the last fifteen years.

It is significant that this same period of time has seen the going of the old-fashioned out-house and the coming of the modern bathroom; the disappearance of the inadequate living-room coal stove and the appearance of the modern radiator to circulate heat evenly throughout the house; the demise of the family pump and the installation of piping to bring pure water right into the home.

Without question, your Doctor's first lieutenant in disease prevention is your Master Plumber and Heating Contractor, who installs the modern sanitary and heating equipment which protects your home and your health.



Don't think of your Master Plumber and Heating Contractor merely as a man who knows how to connect piping or "wipe a joint".

His apprenticeship and education—the searching city examination he has passed—would amaze you.

He knows how to plan the sanitary and heating equipment of a home, as well as to install it. It is always his ideal to furnish you with reliable fixtures and fittings, properly chosen for your needs and your pocketbook.

And, most important of all, his personal code of workmanship scorns the slipshod and demands the greatest care in your behalf.

You can trust your Master Plumber and Heating Contractor and his advice. You can confide in him your plans for modern heating and sanitary equipment. He keeps faith.

THE PLUMBING AND HEATING DEVELOPMENT LEAGUE

ROOM 701—1321 ARCH STREET, PHILADELPHIA, PENNA.

BELL PHONE: SPRUCE 7636

COURAGE OF CONVICTIONS

Advertising Campaign Launched by Plumbing and Heating Industries, Philadelphia.

Hats off to Philadelphia plumbers—a bunch of progressive, thinking, active members of the trade. They are men of vision—more than that—they are men of action, willing and ready to back their belief and their confidence in the future development of the trade with their money.

Witness their splendid advertisement on the opposite page. It is evidence enough of what we have already said.

It takes courage to advertise one's individual business because there has not yet been discovered any positive guarantee that it will pay in dollars and cents, but there is at least the satisfaction of knowing that one is using the accepted business method of keeping one's self in the public eye.

It takes more courage—much more—to spend a lot of money just to get the truth before the public—to disabuse the public of erroneous preconceived ideas of a business that has been too long misunderstood.

They are spending their good money for the public as well as for their own individual and collective benefit.

It's a great and good work that the Philadelphia Plumbing and Heating Development League has undertaken and we feel that it will be successful.

You can trust your master plumber and heating contractor and his advice. He does keep the faith.

The truth is mighty and will prevail.

That's Us!

First Correspondent—Is the editor a hard-boiled guy?

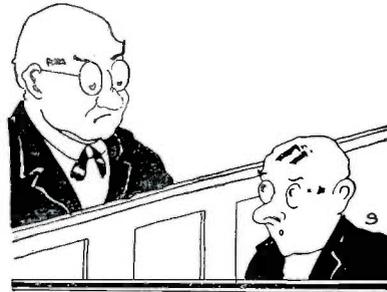
Second Correspondent—Is he? Say, he's so grouchy that he gets sore if you put a period upside down.

VERY LUCKY



Dotty—I fell last night and struck my head on the piano.
 Fred—Gracious, dear! Did you hurt yourself.
 Dotty—No. I hit the soft pedal.

CIRCUMSTANCES ALTER CASES



Magistrate—You are charged with deserting your wife. Is this true?
 Prisoner—No, your honor; I am not a deserter—I'm a refugee!

HAIL-STONE STORY PIKERS

Americans Must Enlarge Narratives to Make the Grade.

With the season of hail-storms at hand, it is well that we post ourselves on the possibilities of these atmospheric disturbances in order that we do not minimize our descriptions of ice showers. Formerly hail as "big as goose eggs" was supposedly about the limit to which one might stretch the credulity of an audience. Anyone who confines himself to hail of this size is really a piker and betrays an unfamiliarity with hail, which places him in the primary class.

"Blocks of ice as large as an elephant" have fallen in India. At least such is the story, according to Charles Fitzhugh Tallman of the weather bureau, who says the tallest hail-stones stories come from that country. There is no argument. This story, however, comes from ancient chroniclers, who cannot be checked up, and stories by repetition always grow in size—especially hail-stone stories.

Another India hail-stone story of more recent date is to the effect that the largest hail-stone in a notable storm, was twenty feet in its largest diameter.

A French missionary in Mongolia comes down a little as to size, but still bats fairly well, with "hail-stones as big as mill-stones."

A storm at Cazorla, Spain, June 15, 1829, delivered ice to the people in blocks said to have weighed four pounds through the roofs of their homes.

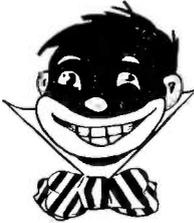
Getting down to the point where one might check up on these stories, it is related that on August 10, 1925, a hail-stone reported to have weighed 4½ pounds fell in Heidgraben, Schleswig-Holstein. It went through the roof of a house.

There is something rather authentic about this in that a specific date is given. Although the case is still somewhat weak in that it is only "reported."

However, there is enough back of it all to justify our American hail-stone experts in increasing the size of the hail-stone stories during the open season of 1928.

DARKTOWN DOINGS

A colored agent was summoned before the insurance commissioner.



"Don't you know," said the commissioner, "that you can't sell life insurance without a State license?"

"Boss," said the colored man, "you suah said a moufful. Ah knowed Ah couldn't sell it, but Ah didn't know the reason."

When Elmer Groaned

When Robert Halliday returned to "The Desert Song" recently his negro dresser, Elmer, cornered him and asked if he hadn't forgotten something.

"I don't think so," replied Mr. Halliday.

"Why, yo' said yo' goin' ter bring me a bottle ob gin."

"I didn't forget it, Elmer. I sent it to you in care of the doorkeeper."

"Golly, Mistah Bob!" groaned Elmer, "Yo' might jest as well sent me a cabbage leaf in care of a rabbit."

"I called to see how mah fren' Joe Brown was gettin' along," said Mose at the hospital office.

The nurse said, "Why, he's getting along fine; he's convalescing now."

"Well," said the darkey. "I'll just sit down and wait till he's through."—Kreolite News.

"Bredren," said the colored preacher, "you have come to pray for rain. Bredren, de fountain of religion am faith. Whar is yo' faith? You comes to pray foh rain and not one of you brings his umbrella."—Exchange.

Rastus—"What kind of cigars do you-all smoke?"

Sambo—"Ah smoke Robinson Crusoes."

Rastus—"What kind is dem?"

Sambo—"Castaways, dumbell, castaways!"—Exchange.

In the Navy

A minister, conducting a protracted meeting, announced, "All who want to join the Army of the Lord stand up!"

All stood up but one old sister in the back of the house.

"How come, sister, you don't want to join the army of the Lord?"

"I done belongs to the army of the Lord."

"What army you belong to?"

"I belongs to the Baptist army."

"You're all mistaken, sister, dat's not de Army of the Lord, dat's de navy."

Whar Yo' Runnin'?

Wanted—Strong colored boy to take care of caged lion and wild gorilla.—Atlanta Journal.

Rastus—We cotched one of de boys with loaded dice.

Boss—You should ostracize him.

Rastus—Dhat's wat I wanted to do, but I didn't hab mah razor wif me.

DEATH OF W. H. WATERS

W. H. Waters of Shenandoah, Pa., president of the Citizens Water & Gas Company, died April 21 at the age of 64 years. Mr. Waters had many friends in the water works field and was a leading citizen of Shenandoah.



His life was one of upward progress. As a young man he worked in the mines, working in the breakers. Throughout this period he was doing more than just mining—he was studying and preparing himself for more important activities.

His whole life was one of upward progress.

Leaving the mines behind him he engaged in the grocery business and made a successful record as a merchant for 35 years.

Upon his retirement from the grocery business his interest in municipal affairs led to his connection with the Citizens Water & Gas Company. He took charge of the concern and was made its president.

MET PUBLIC DEMAND

Knowing that the residents of the community desired metropolitan water and facilities as well as a service that meant much, Mr. Waters built the organization up to the position it now enjoys. He devoted much of his energies in this direction and the present status of the organization serves as a monument to his memory.

Mr. Waters was interested in many things in Shenandoah, including the Citizens Loan & Building Association, of which he was president, and was a director in the Citizens National Bank.

The news of his death will be received with deep regret by his friends and acquaintances in the water and gas fields.

In Reverse

Fair Accused—I wasn't going thirty miles an hour—not twenty—not even ten; in fact, when the officer came up I was practically standing still!

Magistrate—One moment; I must stop this or you will be backing into something. One dollar and costs.

Slightly Mixed

Johnson—So you gave up trying to teach your wife to drive the car?

Williams—Yes. When I told her to release her clutch she let go of the steering wheel.

GENEALOGY

History of an American Family Has Interesting Side Lights

Browsing around the library among books of "ancient and forgotten lore," we came across a genealogy, a ponderous book, which traced family history in America from about 1630.

With no personal interest in the contents, and therefore nothing but personal curiosity, we opened the book and began reading from the introductory. Then we found a real interest. The janitor put me and the lights out at the same time. Some day we are going to get that book and have a real good time with it. Interest does not center about the genealogical contents in the least. That part is just as easily remembered as that "begat" chapter of Genesis, the beginning of which no reader, not to say student, ever remembered when he got to the end.

It's the incidents, the little side lights, reflecting the character and habits of the people, and their bearing on the history of the period that grip the reader. One's imagination gets as good a run for its money as in any book of romance or fairy tale. From the record one may visualize the development of a folk from a hard and rugged beginning to a fine, outstanding family of today, prominent in civic, political and commercial life.

One may visualize the transformation in mind and character as evolved through innumerable generations from times when wine was considered a necessary part of a funeral ceremony to the present implacable dry attitude.

Or the period when companionate marriages were undreamed of, but a mere acknowledgment of the union without religious or judicial authority bound the couple more firmly and permanently together than is practiced now under laws and judicial authority for severance of marital vows.

In this particular genealogy one of the early unions of man and woman back in 1642 was referred to as follows:

"John Smith and Mary Jones were joined in mariag before Mr. Nomell."

It seems from this history that towns gave a premium for establishing a business as per the record:

"Agreed with John Smith for ten trees the towne allowed him for the setting up of a shop for a Smithes forge he shall either go on with his promise of setting up his trade which is the trade of a Smith within one twelvth-month after the date hereof or else pay unto the town ten shillings for these ten trees he acknowledged to have off the town."

This good man lived to the staunch old age of 86 years.

His will is a quaint old document. About one-fourth of it is devoted to acknowledgment of and praise of his Creator, and confidence that through mercy of the blessed Saviour he would obtain pardon for all his sins. Another clause "comits my body to the earth whence it was taken, to be de-

cently buried by the discretion of my ex-ecutors."

Then followed a careful distribution of his worldly goods to wife and children, the whole being authenticated by "his mark" witnessed by three persons.

And in this history of this God-fearing man there follows a curious, interesting note by the author describing the funeral as follows:

The inventory of his estate amounted to 700 pounds sterling. Among the expenses charged for the funeral we find several pairs of black gloves, twenty gallons of wine, bottles for the same, allspice and sugar, and two men and horses to carry the wine and other articles to the funeral, also "a man and horse to notify John Stearns at Billerica to attend the funeral," "a man and horse to Sherburne to notify Isaac Larned and wife to attend the funeral."

MOTHER

The red of the rose, the blue of the sky,
The white of the milky way,
The song of the lark in the morning hour,
The dove call at close of day;
The smell of the grass in the meadow,
The Glory of God on the throne,
The ripple of brooks in the mountain,
The love of Christ for his own;
The beauty of light at midnight,
In the star that illumines the sky,
The life of the world in the day time,
That comes from the sun on high;
This medley of glorious charms that dwell
In sky and air and sea,
God gathered together with infinite care
And gave you, dear Mother, to me.

—Charles George Bikle.

THE ROOT OF THE TROUBLE



Doctor—Your husband will pull through all right, but he must have rest, so I have prescribed an opiate.
Mrs. Knutt—How often shall I give him a dose?
Doctor—Don't give any to him—take it yourself.

COLLEGE HUMOR

Detective—"We think we have located your runaway wife, but she won't say a word one way or the other."

The Deprived One—"That's not my wife."—Wampus.

"How long had you known your husband before you were married?"

"I didn't know him at all. I only that I did."—Drexler.

Judge—"What is the charge, officer?"

Officer—"Driving while in a state of extreme infatuation."—Princeton Tiger.

"Doctor, I'm going to die."

"What makes you think so?"

"My lifetime fountain pen just broke."—Jack o' Lantern.

Co-ed's proverb—"Better the lips be caloused than the feet."

"You look like the end of a misspent life, Al. Where've you been?"

"Down at the courthouse. Two blondes on the jury and we stayed out all night."

Sweet Young Thing—"I'll positively never marry a man who snores."

He—"Good idea—but how are you going to find out?"

He Ought to Know Better

There is no use trying to joke with a woman. The other day Jones heard a pretty good conundrum and decided to try it on his wife.

"Do you know why I am like a mule?" he asked her when he went home.

"No," she replied promptly. "I know you are, but I don't know why."

Crossing

"So Robert married a social nobody, and just think, his ancestors came across in the Mayflower."

"That's all right; her folks came across with \$150,000."—Boston Transcript.

"See that girl over there?"

"Yep."

"Her name is Via. She jilted me for another guy, so I went to her wedding and threw rice and old shoes at her."

"Did you hit her?"

"No, Viaduct."—Mugwump.



Sophisticated Maid (trying to arouse the interest of an indifferent Yale Senior)—"Look out, Johnny, I'm going to scare you. (Kisses him). Now Johnny, you scare me." Johnny—"Boo!"—Yale Record.

Apparent

She—"What's the difference between dancing and marching?"

He—"I dunno."

She—"I thought so."—Western Reserve Red Cat.

Saving It

"Dear, dear, you mustn't play with daddy's razor, baby. Mother has a can of peaches to open."—Notre Dame Juggler.

Doctor—"Did you follow my advice and drink hot water one hour before breakfast?"

His Patient—"I did my best, but I could not keep it up more than 10 minutes, doctor."—Answers, London.

BIG PRIZE MONEY

The credulous believe all they read about big prize money. The wise guys know a lot of it is scenery. Reporting Jack Dempsey's statements about income tax introduced in the suit against him by Jack Kearns, the New York World says:

Dempsey and Kearns in their banner year of 1923 took in between them \$747,952, subject to tremendous deductions. There was \$38,232 lost on bad loans and investments and another little matter of \$2,310 lost in operating hotel and apartment properties in Los Angeles. There were the expenses of the Gibbons fight, \$108,417, and the Firpo fight, which ran to \$87,024. These items and others reduced the gross income to a net of \$499,648, of which Dempsey's share was \$249,824.

One is reminded of an article in Liberty some time ago which told of the actual earnings of Gertrude Ederle. At that time she had earned as a result of her Channel swim a gross of \$64,000. But that, too, was subject to many deductions, amounting to \$44,207.

D. F. Malone (one-sixth)	\$10,666
Pop (one-sixth)	10,666
Booking agent	5,400
Tank for vaudeville act	6,000
Traveling expenses	2,700
Press agent, manager, assistant mer- maids	8,775
	<hr/>
	\$44,207

This left Trudie \$19,793 to do what she pleased with.

It all seems to boil down to the axiom frequently promulgated by J. Rufus Wallingford when he was at the height of his success. This kind of money is lively money, and it stays lively after you get it. Only a genius can corral it safely in a bank and persuade it to lie there for any length of time.

On Top of the World



The third annual meeting of the Montana Section, American Water Works Association, was held at Lewiston, Montana, March 8, 9 and 10.

The sessions were well attended and productive of much important business, relieved by social sessions that were thoroughly enjoyed.

During the meeting the delegates made a visit to the city's big springs, flowing 62,720 gallons of water per minute. They also visited the plant of the Three Forks Portland Cement Company, and other points of interest to technical men, which aided in the entertainment of the delegates.

Three legislative matters of interest to water works operators were of chief importance on the floor of the convention.

The section went on record as favoring the passage of a bill in the state legislature which would create in all cities and towns owning and operating municipal water systems, a board of water commissioners functioning independently, as far as possible, from the local council.

Due to the great need of closer cooperation between fire fighting organizations, the water works superintendents, who in many cases are members of their local fire departments, voted to support an attempt to standardize all hose connections in the state, making them conform to National (American) Standard Fire-Hose Coupling Screw Thread. The attempt will be made through the purchase of sets of standardizing or salvaging tools by the state and their use by agents of the state fire marshal's office in cooperation with the local fire department officials.

The question of a state plumbing code and examining board gained the support of the whole delegation, who voted to back an attempt to secure the necessary legislation.

There were in attendance 18 active members of the local section, 10 active or associate members from other localities, 10 others representing water works equipment houses, and several who through their state or local positions were interested in the proceedings, 47 in all being registered.

Mr. Theo. Leisen, past president and member of the Executive Committee, A. W. W. A., now residing in and directing the activities of the Municipal Utilities of Omaha, was in attendance and on the program.

Mr. Jos. M. Schmit, city engineer of Lewistown, Montana, was chosen president for the coming year with Mr. Emil Sandquist, city engineer, Havre, and H. B. Foote, state sanitary engineer, Helena, supporting him as vice-president and secretary-treasurer, respectively.

A banquet sponsored by visiting equipment representatives, and enjoyed by the whole delegation, concluded the activities of the annual conclave. Great Falls, Montana, will be host to the fourth annual convention in 1929.

LIST OF DELEGATES AT CONVENTION

Fred E. Brandis, Superintendent Water, Chinook, Mont.

John E. McClure, Superintendent Water, Columbus, Mont.

R. H. McDonald, Burns-McDonald Engineering Co.

(Continued on Page 20)

ACCENTS

Ring Out Wild and Clear According to the Locality.

Commenting on an editorial statement by the Chicago Tribune that Americans speak better English than the English themselves, Mr. E. L. Carter "Vox Popped" on the statement with an interesting article on accent and pronunciation. He said:

FRIGHTFUL ACCENTS

"The Cubans and the Mexicans both speak Spanish, and I have heard Mexicans say that Cubans have a "frightful accent," and I have known Cubans to turn up their noses at the Mexican accent. People of Madrid speak disrespectfully of Andalusian accent, and Barcelonians say they can't understand either of them. Bavarians and Prussians each think they speak the better German, and Tours is quite certain that they speak better French than the Parisians. Sicilians and Lombardians speak Italian, but to each of them the other's accent is "frightful." Accusations of "frightfulness of accent" are no novelty to students of linguistics.

On the other hand, are we quite sure that we have no provincial accents ourselves?

Take, for instance, a backwoods New Hampshire farmer and imagine him trying to converse with a Mississippi Negro from a plantation! Or a Georgia cracker trying to make himself understood by a lumberjack of immediate Scandinavian nativity! Or a lad with a South Boston or New York east side accent gabbing with a lad from the windy plains of Kansas!

THRILLS OF HORROR

To northerners the south seems to have a "frightful" drawl to their words. When a westerner talks with his "frightful" distinctness of the "r" the eastern listener feels thrills of horror up and down his spinal column. Most of us Americans talk through the nose with a decided twang, and those who have not the nasal twang think that those who have speak with a "frightful accent."

So there you are, and the pot is always calling the kettle black."

POKIPSI

And just as we finished reading the article we pulled into Poughkeepsie, N. Y., and were given a little illustration on accent and pronunciation, which emphasized what we had just read.

A free and easy westerner with broad "rs" and all, said:

"What place is this?"

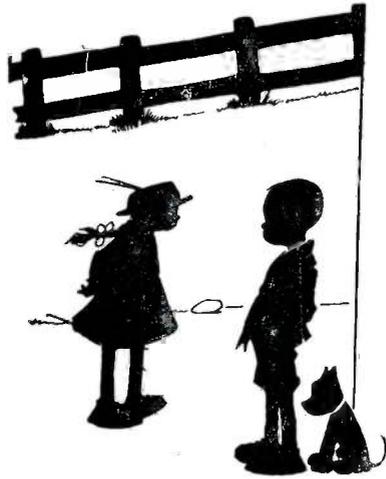
"Po-kip-si, New York," answered the porter.

"Po-kip-si?" echoed the westerner.

"Yes, sar."

"Say boy, any time P-o-u-g-h-Po-K-e-e-p-keep-skie is pronounced Po-kip-si-my name—John Smith—is pronounced Little Bo Peep."

COMPARING NOTES



Willie—We had chicken four times last week.
Nellie—How extravagant!
Willie—Oh, no! It was the same chicken.

TRADE ASSOCIATIONS

Some idea may be gained of the increasing development of trade association in this country by an analysis of conditions in the City of Chicago. In that city there are 516 trade associations with headquarters located there. Of these, 20 are international in scope, 258 national, 56 state and 182 local, with a total membership of 568,000 business men.

WHEN I AM OLD

Thomas Curtis Clark

When I am old, and days crawl limp and slow,
When stressful duties bring no weariness,
Then I shall calmly sit till sunset glow
Recounting all the hours God sent to bless.
Ten thousand dawns shall come again to me
To loose me from the fear of shrouding night;
Old-fashioned gardens limned by memory
Shall haunt my noontide with their pure delight.
Soft, through the windows, tender words shall come.
Voices I knew when life was April-sweet;
Then I shall sing, no more shall I be dumb;
Youth shall return, to make my joy complete.
When I am old, and quieted all strife,
My heart shall say, How good, how kind,
was life!

—Kalends of Waverly Press.

A man went into a second-hand book store and asked: "Have you a copy of 'Who's Who and What's What,' by Jerome K. Jerome?"

"No, sir, ve haven't," replied the store-keeper, "but ve got 'Who's He and Vat's He Got,' by Bradstreet."

Big Event for Plumbers



Thomas F. Nolan
Albany, New York
National President



Jere Sheehan Jr.
St. Louis, Mo.
National Vice-President



Frank F. Schimpf
Albany, New York
National Secretary



Alfred C. Eynon
Akron, Ohio
National Treasurer

From June 19 until June 22, Memphis, Tenn., will be the host of the Master Plumbers of the United States, who will meet there in their Forty-Sixth annual convention.

Each of those 46 years has been a distinct step in progress, much of which is due to the foundation of this now effective organization. The beginning was small—the plumbing business was not then regarded with as much appreciation as it is today, but the men engaged in it were of good fiber and they foresaw the future of a great industry. This was manifested in this now powerful organization with its membership embracing the leading master plumbers of the United States.

The convention will attract a crowd of four or five thousand persons. The master plumber is generous and considerate. He takes his wife and many times his family to these annual gatherings. The manufacturer is there to show his wares with a retinue of attendants, and there are always many visitors.

Memphis is going to prove an attractive place for this big meeting. Despite its southern location and the season of the year, assurance is given that the temperature is agreeable.

It is a city of 200,000 and overlooks the great Mississippi at a point where the steamboat is still a potent means of transportation. The city is rich in historic interest as well as modern attractions in the way of drives, public buildings, fine hotels and beautiful parks.

The new municipal auditorium, where the convention will be held, has made Memphis an outstanding southern convention city, and many national organizations have already held their annual meetings there.

The headquarters of the association will

be at the Peabody Hotel, which ranks with the best in the country.

Many of the delegates and visitors will motor to this meeting.

Eight national highways enter Memphis. The city has ten trunk lines, with seventeen branches. The city covers 25.5 square miles.

WHEN MOST OF US FALL

"Of nine men single at 20, an average of three will be married within 5 years," a statistical expert reveals in *Capper's Weekly*. "The same proportion holds true of young women," he continues. "Of five women at 25, less than one will marry before 30. A man's chances at the same age are better than 1 to 4. In general, every 5 years added to one's age between 30 and 50 cuts one's marriage expectancy in two. Eight in 10 of all marriages are between persons never married before. Slightly more than five in every 100 marriages are between widowers and 'maids,' or bachelors and widows, a slight advantage in favor of the former. One in 200 marriages is between divorced men and widows. Less than one in 300 between widowers and divorced women. Twice as many divorced women marry bachelors as marry widowers."

IF SMART HE WON'T LEARN

For 13 years William A. Dill has been commissioner in charge of the New Jersey department of motor vehicles. Friends just learned, however, that he has never driven an automobile and does not even know how.

Some day people will realize that the human knee is a joint and not an entertainment.

Safety does not mean "Let George Do It"; it means to "Do It Yourself."

(Continued from Page 17)

H. B. Foote, State Sanitary Engineer, Helena, Mont.

W. H. Lawrence, Superintendent Water, Kalispell, Mont.

J. R. Cortese, Superintendent Water, Livingston, Mont.

Jos L. Coleman, Manager Water Plant, Deer Lodge, Mont.

David S. Thomas, Engineer, Board of Fire Underwriters of the Pacific, Butte, Mont.

John W. Hall, Bass Singer, Choteau, Mont.

H. S. Thorne, Missoula Public Service Co., Missoula, Mont.

H. K. Doane, Superintendent Water, Miles City, Mont.

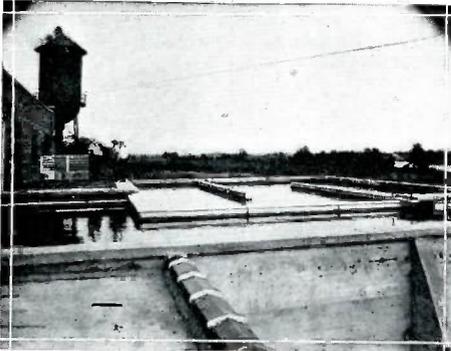
E. Sandquist, City Engineer, Havre, Mont.

M. L. Morris, City Engineer, Great Falls, Mont.

T. D. French, Superintendent Water, Hardin, Mont.

J. B. Holtz, Superintendent Water, Dillon, Mont.

F. A. Hedgepeth, Electrician, Lewistown, Mont.



The filter beds and a portion of the waterworks plant.

Theo. F. Dozies, State Board of Health, Helena, Mont.

J. F. Willett, Superintendent Water, Billings, Mont.

Fred Quinell, Water Commissioner, Roundup, Mont.

Jos. M. Schmit, Superintendent Water, Lewistown, Mont.

Theo. A. Leisen, General Manager Metropolitan Utilities District, Omaha, Neb.

Fred Buck, Engineer, State Public Service Commission, Helena, Mont.

W. E. Brooks, State Fire Marshal, Helena, Mont.

Dr. W. F. Cogswell, Secretary State Board of Health, Helena, Mont.

Art Baker, Fire Chief, Lewistown, Mont.

Both Types

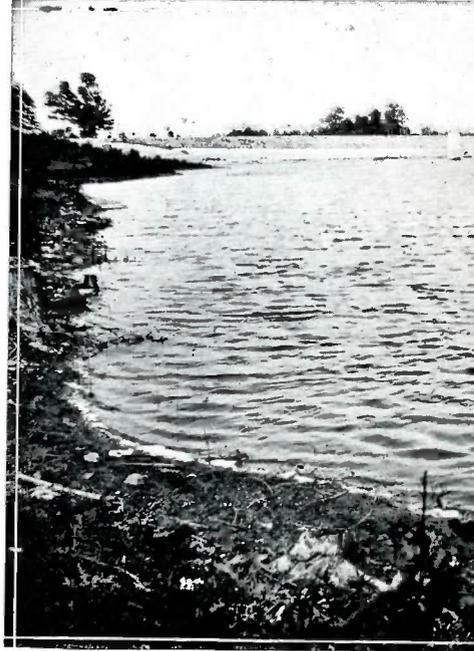
"Who is that brunette over there?"

"That's Ray's wife, don't you recognize her?"

"Why I thought he married a blonde."

"Oh, yes, he did—but she dyed."

The Herrin



A view of the artificial lake which furnishes the

Newspaper readers too frequently are led to false conclusions by what they read in the columns of their favorite paper. They never stop to analyze the facts—to ask if the facts may not have been too strongly highlighted—to consider if they relate to or represent an entire community or only a small portion of a community. Innocent folks have many times been made to suffer a stigma on their fair name by the misconduct of a few persons with whom they had no personal relation or association.

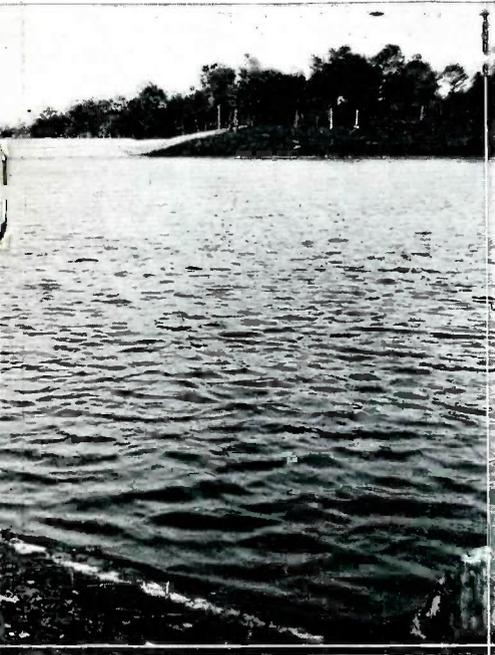
Take Herrin, Illinois, for instance. The good people of that town, through the acts of a limited number of lawless men, have had a heavy burden to carry during the past few years.

A THRIVING TOWN

Herrin is a thriving city of fifteen thousand persons who lead a normal life. It is an average small city, the majority of whose people have their club life, church life and social activities just like other people in cities of similar size. In bulk they will measure up to the average of the small American city.

A good illustration of this is the water works in that city. Any city the size of Herrin having as good a plant must be credited with being progressive. Bum towns and tough towns do not possess improvements of this character.

Water Works



water supply for the Citizens of Herrin, Illinois.

The illustrations above convey at a glance a story of a good civic spirit. The plant was established in 1925. It is municipally owned and operated.

HAS LAKE SUPPLY

The water supply comes from two lakes which were created by impounding the water of two small streams, forming one big lake. One of these formed by damming Hurricane Creek holding approximately 150,000,000 gallons and later a larger lake was formed by damming Middle Wolf Creek. Combining the two lakes provided a water supply of 379,000,000 gallons. These two lakes add greatly to the natural scenery of the locality.

The dam as shown in the picture is 750 feet at the crown, 450 feet at the base and 40 feet high. It is 160 feet thick at the toe at 3 to 1 slant.

The lakes are about one mile long and the water coverage is about 65 acres with an average depth of 10 feet.

The lake is situated 10½ miles south of the filter plant with sufficient altitude to get a 500,000 gallon gravity flow daily into the filter plant. This can be increased to two million gallons by the aid of a Booster pump situated about 6½ miles south of the filter plant. This pump is operated by a push button switch from the filter plant.

The filter plant is situated about 3 miles

south of Herrin and has a daily capacity of two million gallons. There are four rapid sand filters of 500,000 gallons capacity, and two centrifugal pumps of 1,050 gallons per minute. When driven in parallel the capacity may be increased to 2000 gallons per minute under 160 pound pressure. The chemicals are introduced by International dry feed machines, electrically driven. The plans and specifications were drawn up by George H. Anderson, City Engineer.

Water is sold on a meter basis but only about 50% is metered. The sizes of mains run from 4 to 14 inches, with a total of 40 miles of all sizes. The system is complete in all details and the service is efficient and reliable.

Alvin Misker is superintendent of the plant and his assistant is Juanita Tygett.

HE SLEEPETH

Mr. Jones slumbered peacefully. Occasionally, under forced draft, he emitted a rasping, gurgling nasal eruption which vied with the ear-splitting thunder claps that



The power house and the big tank.

made the house tremble. Outside the fierce storm continued with increasing fury. Suddenly a dazzling stroke of lightning struck the bed, and a tremendous crash of thunder shook the earth to its foundation.

Mr. Jones turned uneasily and murmured, sleepily:

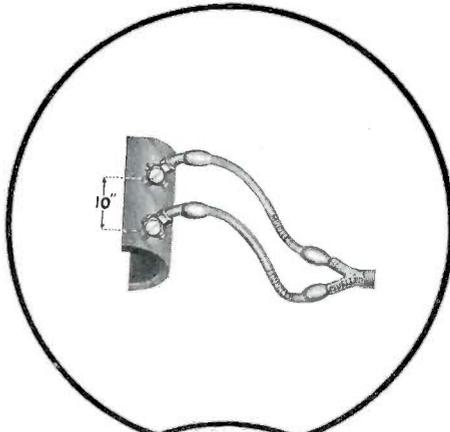
"All right, dear, I'll get up."

HOW TO LEARN

Big men learn by listening and applying what is valuable to their aims and purposes; but little men babble all they know, and if by chance any of their clatter is of value it is lost to them or divided with some one who knows better how to apply it than they.

NEW ENGLAND WATER WORKS

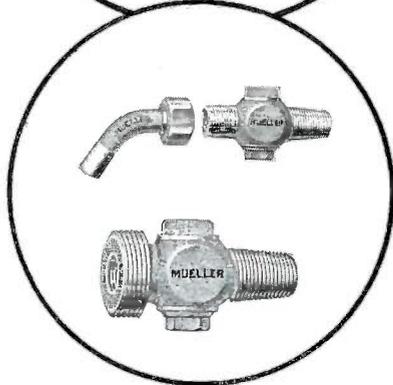
The convention of the New England Water Works Association will be held in Montreal. The exact date of the meeting has not been announced but it will be some time about the middle of September.



G-10151-2, Mueller Single and Double Wiped Joint Goosenecks.

You Want Service-giving Products—

Mueller Goosenecks and Corporation Stops meet all service requirements. Laboratory control of materials through every stage of manufacture careful workmanship, rigid inspection and our knowledge of waterworks needs enable us to supply service giving products.



An exclusive Mueller feature in the products shown, is the lead flange, pattern made with a knurled flange which insures a solid, non-leaking joint.

G-10001-2, Mueller Corporation Stop with $\frac{1}{8}$ bend coupling and lead flange coupling.

When you buy Mueller fittings you have a product that many of the largest waterworks companies have standardized on as the best obtainable. These goods are tested under 200 pounds hydraulic pressure.

Write for catalog and prices.

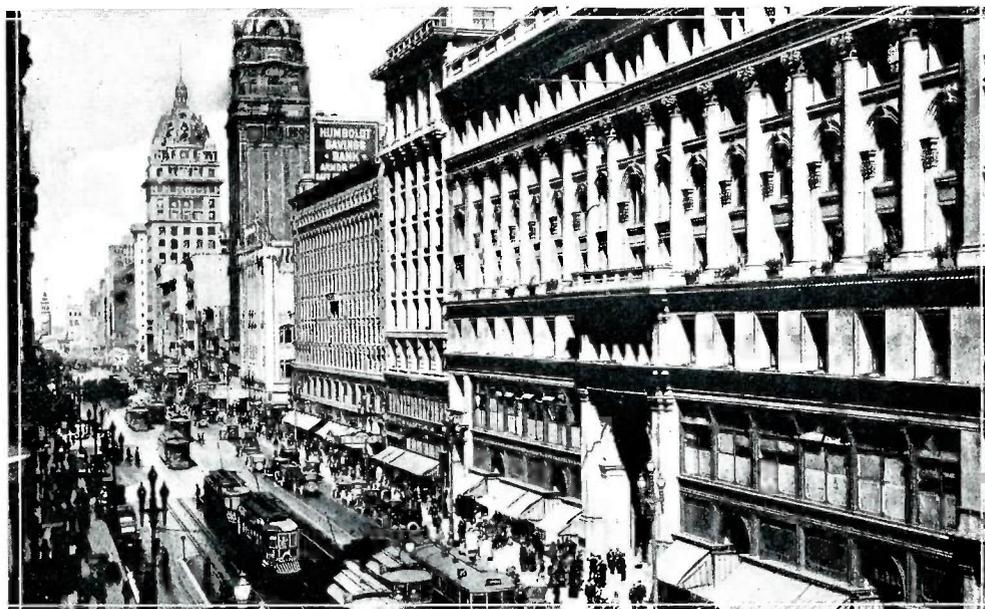
MUELLER CO. [Established 1857] Decatur, Illinois

Branches: New York, Dallas, San Francisco, Los Angeles

Canadian Factory: MUELLER, Limited, Sarnia

MUELLER

Golden Gate City



Market Street looking east, the busy thoroughfare of San Francisco.

The American Water Works Association meets at San Francisco June 11 to 15. Members are already on their way from the far distant points, combining a holiday excursion to the great west with the important sessions of this association. The meetings and exhibits will be held at the Fairmont Hotel.

The foremost hydraulic engineers and the leading lights of this all-important industry will be in attendance at this meeting, at which technical and practical questions will be discussed. Nothing is of more vital importance to the nation than its water supply, and the greatest means of keeping it up to the highest standard comes through these annual gatherings, at which the problems of conservation, distribution and purification are discussed by men who are giving their best thought and effort to the needs of the people.

Among the subjects upon which addresses will be made and discussed are the following:

GENERAL SESSIONS

Chlorination on the Pacific Coast—Wm. J. Orchard, Wallace & Tiernan Co., Newark, N. J.

Coefficients of Electrolytic Corrosion of Brass and Copper Pipes—K. H. Logan, U. S. Bureau of Standards, Washington, D. C.

The Pitot Tube in Water Works Practice—George D. Conlee, Chief Engineer, Republic Flow Meters Co., Chicago, Ill.

Failure of a 48-inch Cast Iron Main Under Earth Pressure—Wm. W. Brush, Chief Engineer, Dept. of Water Supply, New York, N. Y.

A State Water Policy for California—Edward Hyatt, State Engineer, Sacramento, Calif.

Reforestation of Watersheds—Edgar P. Kable, General Manager, York Water Co., York, Pa.

Unaccounted for Water—L. R. Howson, Alvord, Burdick & Howson, Consulting Engineers, Chicago, Ill.

Campaigns to Increase Water Sales—Lewis W. Britton, Associate Editor, Domestic Engineering, Chicago, Ill.

Financing of Extensions in Territory Only Partially Remunerative at Time of Construction—Charles L. Fox, Assistant Superintendent, Pennsylvania Water Co., Wilksburg, Pa.

Choosing Pumps to Fit Service Conditions—F. G. Cunningham, Fuller & McClintock, Consulting Engineers, New York, N. Y.

Coefficients of Flow in Concrete Pipe—Fred C. Scobey, Irrigation Engineer, U. S. Dept. of Agriculture, Berkeley, Calif. Discussion—F. F. Longley, Lock Joint Pipe Co., Ampere, N. J.

Control of Stresses in Pipe Line Construction—L. F. Jones, Professor of Physics, and Walter S. Weeks, Professor of Mining, University of California, Berkeley, Calif.

Softening of Municipal Water Supplies by



The Golden Gate.

Use of Zeolite—J. T. Campbell and D. E. Davis, The J. N. Chester Engineers, Pittsburgh, Pa.

Protection of an Impounded Water from Pollution by Oil Field Water and Highly Mineralized Irrigation Water—N. T. Veatch, Black & Veatch, Consulting Engineers, Kansas City, Mo.

Interstate River Compacts and Their Place in Water Utilization—Delph E. Carpenter, Interstate River Commissioner for Colorado, Greeley, Colo., and R. I. Meeker, Consulting Engineer, State Capitol Bldg, Denver, Colo.

Colorado River Water Supply for the Los Angeles Metropolitan District—Wm. Mulholland, Chief Engineer, Bureau of Water Works & Supply, Los Angeles, Calif.

*San Francisco Water Supply—G. A. Elliott, Vice-President and Chief Engineer, Spring Valley Water Co., San Francisco, Calif.

*East Bay Cities District Water Supply—Author to be assigned.

Relative Merits of Pipe Line Materials and Coatings—(Including Progress Reports of various committees having these matters in hand.)

*Arrangements will be made for inspection of the plants and watersheds.



Section of the sky line of San Francisco.

WATER PURIFICATION DIVISION SESSIONS

The Chemical Reactions of Sodium Aluminate—A. M. Buswell, Chief, State Water Survey Division, Urbana, Ill.

Notes on Engineering Studies of Municipal Zeolite Water Softening—H. N. Jenks, Associate Professor of Sanitary Engineering, Iowa State College, Ames, Iowa.

Algae Control by Chlorination, Kansas City, Kan.—L. B. Mangun, Chemist in Charge of Water Purification, Kansas City, Kan.

Progress in Water Chlorination During 1927-28—L. H. Enslow, Chlorine Institute, New York, N. Y. Discussion—C. M. Everett, Hazen & Whipple, Consulting Engineers,



Section of the big bathing beach from the Cliff House.

New York, N. Y., and N. J. Howard, Bacteriologist, Filtration Laboratories, Toronto, Ont.

Operating Experiences with the East Bay Filtration Plants—Professors W. F. Langlier and Joseph DeCosta, University of California, Berkeley, Calif.

How Standard Are Standard Methods?—L. L. Jenne, Sanitary Engineer, Bureau of Water, Chester, Pa.

Operating Experiences with the Sacramento Filters—R. A. Stevenson, Superintendent, Filtration Division, Sacramento, Calif.

Experiences with Crenothrix in Ground Water Supplies—Kenneth W. Brown, Sanitary Engineer, California Water Service Co., Stockton, Calif.

Hydrogen Sulphide Removal and Water Softening at Beverly Hills—R. L. Derby, Sanitary Engineer, Los Angeles, Calif.

Experiences with Covered and Uncovered Reservoirs at Washington, D. C.—C. J. Lauter, Chief Chemist, Filtration Plant, Washington, D. C.

Chloro-phenol Tastes from Creosoted Wood Stave Pipe in Colorado—Dana E. Kep-

(Continued on Page 40)

Gas and Its Uses

ATLANTIC CITY GETS A. G. A. CONVENTION

The tenth annual convention of the American Gas Association will be held at Atlantic City, N. J., October 8 to 12, 1928. The Million Dollar Pier will be the center of convention and exhibition activities.

Announcement of the Pier as the meeting place has been favorably received by the manufacturers of equipment and appliances, who, it is said, plan to put on the biggest exhibition ever staged in the gas industry. In 1926, when the Association last met on the Pier, 60,000 square feet of exhibition space was used.

In an article in the Rotarion, John F. Mullen, vice-president of Investment Bankers Association, said: "The manufactured gas industry was scarcely ever more prosperous than it is today. Its record during the past twenty years has been one of longer steps to increased earning power, greater economies, and a wide popularity. It is far from becoming obsolete; rather the gas industry is entering a future of inevitable development so promising that it would be foolhardy to regard it other than among our most lasting industries."

The discovery and development of huge new natural gas areas in the Southwest have created widespread interest and speculation in the future possibilities of widening the facilities for its distribution.

Never in the history of the natural gas industry have so many cities and towns actually clamored for an opportunity to share the many benefits of natural gas service. Many of the larger cities, located hundreds of miles from natural gas field sources, are doing everything possible to encourage producers and distributors to bring natural gas service to their gates. Other cities that never dreamed of being able to enjoy the advantages of natural gas are now confidently awaiting its coming.

In the short period of four years the Gulf coast of Texas has stepped from the zero point in the consumption of natural gas to around 250,000,000 cubic feet daily so far during 1928.

To accomplish this remarkable development in so short a time, extensive field developments and pipe line building programs have been carried out that will show total investments in excess of \$50,000,000.

The outstanding development in South Texas during 1927 was the widespread adoption of natural gas for fuel in a large

number of industries, some of them consuming from 10,000,000 to as high as 35,000,000 cubic feet of natural gas each twenty-four hours.

Every city, town, and many small hamlets from the Sabine River on the East Texas border, throughout the Texas Gulf Coast to the international border on the Rio Grande, now have or soon will have their communities piped for natural gas, both for domestic and industrial consumers.

Gas as fuel continues to make rapid progress. Builders, who see the economy and convenience of gas, which outweigh any increased cost, are adopting it throughout the country. This seems to be especially true in the New England states, where anthracite coal has been the chief heating fuel. The Philadelphia Bulletin, commenting on this, says editorially:

"Many hundreds of homes in New England have resorted to gas furnaces as a recourse against anthracite shortages of the future. Wherever gas is available in quantity and at a price, there seems likely to be further development of this sort of heating.

"The tendency is plainly indicated by the report of one large public utility, operating gas companies in many communities, that during the year 1927 it added to its list 3,825 new customers for gas for heating of homes.

"The gas industry is gradually heading toward house heating. Its development of a market for industrial purposes has been large. To attract industrial users it has made large price concessions for consumers of more than a certain quantity per month. In some parts of the country even manufactured gas is offered to home owners at rates fairly parallel with industrial schedules."

There are many bright minds in the gas industry. This industry is admittedly made up of personnel ranking high in intelligence. Business engineers and scientists give their best thought and energy to the development and advancement of gas interests, with the benefit it yields to the public always in mind.

The American Gas Association, national organization of the gas industry on the North American Continent, had, in 1927, a total of 179 committees, with a personnel of 1575 members. The committees studied and made reports on practically every phase of the gas business. The combination of this many active, energetic, thinking men concentrated on a single purpose can do nothing but produce results helpful to industry and mankind.

Commenting on the sale of the municipally owned gas plant at Sanford, Florida, the Daily Herald of that city says:

"To begin with, the city spent nearly a

(Continued on Page 35)

100% Automatic Control for HOT WATER HEAT

—9 MUELLER Points That Build Satisfaction

1. No expansion tank, either open or closed.
2. No more expensive than expansion tank system, and installed much more quickly.
3. Water in system always fresh.
4. Rate of circulation is increased, due to pressure and fresh water.
5. Entirely automatic as to supply, relief and damper regulation. Requires only minimum attention.
6. A very considerable saving in fuel through automatic damper control and more rapid circulation.
7. Perfectly safe. Relief valve and regulating valve are operated positively by pressure of water in system.
8. Valves are positive in action and are the safest type known.
9. Boiling point of water is raised, allowing more efficient heating throughout system.

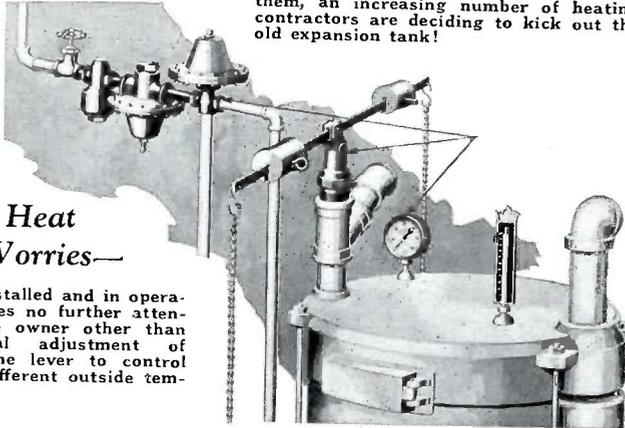
A GREAT STEP FORWARD in HEATING

The home is made more liveable; home owners are satisfied—that's why architects and builders turn to the heating contractor who can supply the Mueller Heating System.

Complete, automatic control of water supply, pressure relief and dampers, enables the hot water plant to give dependable, uniform heat in every room. It saves a considerable amount of fuel and provides better and more rapid circulation.

The actual cost to the owner is no greater than the old-fashioned expansion tank that caused damage and needed constant attention. The installation of the Mueller Heat Control System requires less labor than an expansion tank installation.

Because they find the Mueller Heating System makes friends and dollars for them, an increasing number of heating contractors are deciding to kick out the old expansion tank!



No More Heat Control Worries—

When once installed and in operation, it requires no further attention from the owner other than an occasional adjustment of weights on the lever to control the fire for different outside temperatures.

MUELLER CO. [Established 1857] Decatur, Illinois

Branches: New York, Dallas, San Francisco, Los Angeles
Canadian Factory: MUELLER, Limited, Sarnia

MUELLER

SMOKE

By Bertha Pratt King

There seems to be much agitation these days in American cities in favor of smoke abatement, and I believe that we should consider this matter without emotion. We should see the facts on the other side of the question. If we are able to consider the subject impartially and for the good of our cities, I feel sure that this movement will cease at once.

First of all, smoke means prosperity. Every chimney that pours forth these rich, luscious black clouds of smoke is an advertisement of the prosperity of our factories and institutions. No matter how modest a plume of smoke waves heavenward, we know that the humble home beneath it has a full coal bin and is able to use it generously and unintelligently.

Little do our cities realize the far-reaching prosperity which this production of smoke causes. Consider not only the doctors who are general practitioners but the eye, ear, nose and throat doctors. It is plainful to think of what would become of them if there were no more smoke. They would probably starve. No more throats to be sprayed, cut and operated upon; no more noses to be explored and excavated. No, let us offer our throats a willing sacrifice to our prosperity and stand by our doctors.

Then our hospitals would also suffer seriously if there were no more smoke. They themselves produce clouds of it. Colds, bronchitis and pneumonia, all due to smoke, furnish hundreds of patients for these institutions.

Again, think of the predicament of our cleaning industries if smoke were really abated. Our clothes and household furnishings might last a lifetime, as they did in the good old days. Our laundries are now bountifully and generously covering our cities with the choicest soot crystals of modern times. Under smoke abatement these industries could hardly survive.

What would we women do without our beauty parlors? Our manicuring, massag-

ing, oiling, scrubbing, soaking and shampooing processes are developing upon us a rich brown color and complexion. These lovely shades of brown not only give us character but conversation. Abate smoke and you abate the beauty parlors. We women must stand together on this matter of beauty parlors.

Then there are the paper cleaners and house painters who every year clean our walls and paint our houses. What would they do if there were smoke abatement? We must drop this agitation at once.

Above all, consider the moral effect upon the housewife. Now she is always scrubbing and cleaning. She is kept out of mischief. Her husband knows where she is. Take away her soot and give her more leisure and the American home will disappear.

Soot has also educational advantages. Children with colds and illnesses arising from soot are forced to stay at home from school. This makes some children very happy. At school there are smaller classes, more teaching and more thorough work. The teacher is less nervous in having fewer children. Her own colds give her frequent vacations and her absences afford employment for substitutes.

We all appreciate the wonderful night air of our smoky cities. Small particles of carbon intensify the restful darkness. The night air, like molasses, envelops our evening gayety, calms our exuberant spirits and smothers us quickly in our nightly slumbers to blissful unconsciousness.

Soot has also its architectural advantages. The blackness of our buildings gives age and dignity to our cities. The falling soot is converting them rapidly to the semblance of some ancient or medieval settlements. Thus do we acquire the appearance of age and culture without the pangs of history.

When I consider this mass of evidence in favor of smoke, I become weak, and words fail me. Can we have any doubts now upon the merits of the smoke abatement question? —American Gas Association Bulletin.

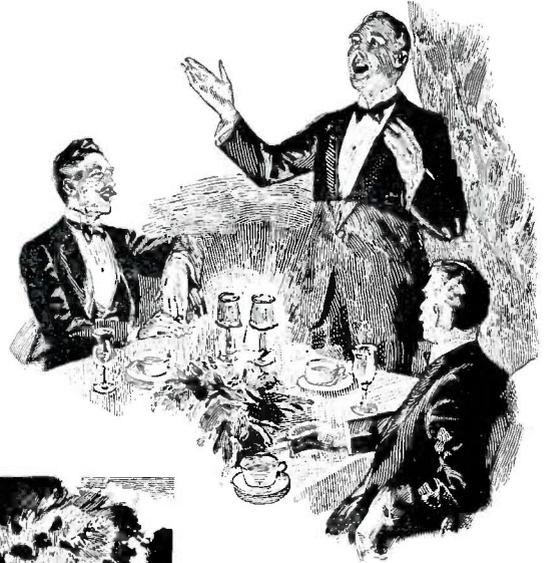
Good Stuff

"Why do you put your thumb into your liquor?"

"Because if the nail stays on I'm going to drink it."

An umbrella with celluloid windows in it has been invented. Very handy, as it enables the user to see if the owner is approaching.

*Who
sings loudest of the
"old oaken bucket"?*



THE man who sings most feelingly of "the old oaken bucket" usually has a crystal glass of iced water on the banquet board before him.

The man who several times a day must bring up the bucket hand over hand from the well bottom is too close to it to have any "fond recollections."

It is only in the light of an individual's improved position, in the light of his achievement of bettered living conditions that he rose-colors his early hardships, tinting them into pleasant memories.

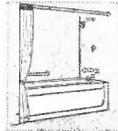
He may well view the rigors of his boyhood as of vast import in forming his character. But there is more than a suggestion of mist in his eyes when he recalls how burdened with work, how old before her time, was his mother.

In spite of the romantic memory of his barefoot days, his high resolve is to achieve

that success which will give his children all of the advantages which other children have, which will relieve his wife of aging drudgery.

His ambition is a home.

A "sweet home", snug and cozy. A little place, perhaps, but toasty warm inside no matter how the winter winds blow . . . his chubby children at untroubled play . . . his cheerful wife doing easily with modern kitchen equip-



ment and running hot water the tasks that too soon wore down his mother . . . his own comfort ministered to by a care-free boiler and radiator heat . . . the health habits of his little household guarded by modern bathroom equipment.

That any man, whatever his beginnings, may aspire to so much in our country—and achieve it—is the wonder of all observers from foreign lands.

No house need be less a home, no home need be less a "sweet home", now that plumbing and heating developments have added so much to material comforts, to richer happier living.

Your plumbing and heating contractors are ready and anxious to help you determine if your home is giving you the maximum of modern benefits.

Educated in the long school of experience, with a viewpoint as professional and ethical as that of your family doctor, they are at your service, waiting to be called to "make a health examination of your home."

ASSOCIATION NAME HERE

And Address Here

MAKE A HEALTH EXAMINATION OF YOUR HOME

BIG ADVERTISING CAMPAIGN

Make a Health Examination of Your Home.

What a satisfaction it was to find in the Saturday Evening Post of April 28 the beautiful page advertisement, carrying a message of good heating and plumbing to 9,000,000 readers.

This advertisement inaugurated a carefully planned campaign to present the heating and plumbing business in true colors to the people of the United States. It will cost many thousand dollars to do this but no one doubts that the money is being well spent.

The public has so misunderstood the plumbing industry that it is the right time to disabuse them of erroneous ideas and place before them the facts concerning one of the most important industries in the country.

INFLUENCE ON HEALTH

The important influence of modern plumbing on the health of the people has not been fully realized. When it is the public attitude toward the plumber will change. This is to be a campaign of education. Page after page will follow in regular order in the Saturday Evening Post—advertisements of compelling power forcing themselves into the consciousness of the public. The people will learn the truth about plumbing and the plumber, and a greater demand for plumbing will follow. No plumber should neglect to read these advertisements. He should not only read them, he should study them until he is letter perfect. The printed words in the Saturday Evening Post should be passed on to the public by word of mouth. With the entire trade reading and talking these advertisements their influence will be greatly increased.

Another thing that you can do to increase the effectiveness of this campaign is to clip these advertisements and display them conspicuously in your show windows or in your store. Don't allow a single advertisement to escape you. Reap the maximum benefit by earnest cooperation with this splendid movement. Remember, it is designed to help you and your business.

CHANCE OF LIFETIME

Not in a lifetime has the plumber had such a wonderful opportunity to cash in on a project at so little cost or effort.

A clean store, a good display in the window and an advertisement in your local papers timed to hit with the appearance of the advertisement in the Saturday Evening Post will get you attention and business. Your chance of benefiting is in drawing the thought of your community to your business when "a health examination of the home" is wanted.

No campaign of advertising ever had a truer or more substantial foundation than the one under way. The appeal is reasonable, it is logical and it's truthful.

Every salesman, whether he represents a manufacturer, a wholesaler or a master

plumber, should make himself a trumpeter of this movement and spread the news broadcast. He should study new angles to present the story to every one he meets in his travels.

REMODELING WAVE

Fourteen Million Homes Can Be Modernized and Made Into Better Homes.

A house remodeling wave is sweeping the country. Lumber dealers are active in putting the idea across and even though there may be a more or less selfish motive actuating them it is nevertheless a good work.

The tremendous amount of new building in the past five years has caused some apprehension as to whether the country was not exceeding the "speed limit." Some bright mind conceived the remodeling idea and it is proving a life preserver in more ways than one. It is giving work and business to various interests allied with the building trade, and providing more comfort and convenience to those who have lived in worn out houses because they could not afford to build a new home or could not buy lots and build elsewhere because of the limited sale price on property deteriorated in value because of its run-down condition.

There are 20,000,000 dwelling houses in the United States according to statistics, and of this number 14,000,000, or 70%, should be remodeled. On this basis it can be readily seen that there are great possibilities in the remodeling field.

E. J. Walsh, writing in Your Home Magazine, says:

"The average age of these 20,000,000 houses is 10 to 15 years. A very large number are from 20 to 30 years old. A 20-year-old house, judged from our scale of present-day living conditions, is obsolete, or near obsolete. Thousands of such houses are rotting away and are eye-sores in their communities. The owners are kept from selling and building new homes in new localities because of the low sale price the old homes will bring. The old homes are increasingly fire hazards as they fall into further decay and disrepair. They lessen the value of the property around them and the tone of the neighborhood generally. But there is a solution to the old house problem. It lies in remodeling—remodeling for pleasure and for profit.

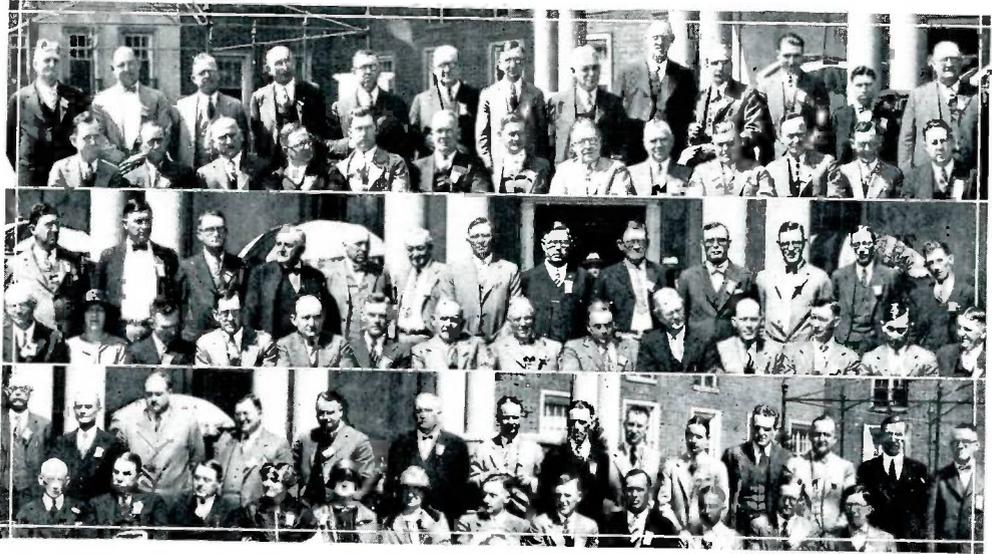
"Last year saw the beginning of a home-remodeling wave that is sweeping over the country. This movement, national in scope, will make 1928 our greatest rehabilitation year."

Neither Is Paradise

A real estate salesman of the West had just finished describing the glorious opportunities of that part of the country "All the West needs to become the garden spot of the world," he said, "is good people and water."

"Huh!" replied the prospect, "that's all hell needs."

At the Atlanta Meeting



Above are the delegates to the annual meeting of the Southeastern Water Works Association held in Atlanta, Ga., April 17, 18 and 19.

It was a very successful convention because of the splendid attendance and the serious attention given the technical subjects making up the program.

And there was another reason. The members of this association have the reputation of being progressive and aggressive. Any one who has traveled this southeastern territory will vouch for that. In that section there are many water works plants of a high type of development.

BUDDY POPPY

Each year on the Saturday before Memorial Day all over the United States are sold the "Buddy Poppies." This blood-red flower is exactly the same tint as the poppy that grows in "Flanders' Fields." They are not made in quantity production at a factory, but are the actual work of disabled American soldiers who have fought in foreign wars. They are made in hospitals where these soldiers are now patients recovering from physical and mental disabilities. A part of the proceeds of the sales of these poppies goes back to the men who made them.

The returns from the sale of the "Buddy Poppies" is used for the benefit of the disabled men themselves and their families. Two cents on each poppy goes to maintain the Veterans National Orphans Home in Michigan. No price is set on the "Buddy Poppy" and each one is free to pay for it what he will.

It is certain that in the face of these facts

no one can be without one of these emblematic flowers when the chance comes to buy them. Furthermore, the wearing of this emblem honors the men who risked everything for their country and who now lie buried across the sea. Fifty thousand of them rest in graves in France. From our own plant many men went overseas for their country and some of them did not return. In wearing this flower we honor our own.

Limit to Good Intention

The boss was tired of being constantly importuned by one of the workers for the next week's salary, and finally said:

"Mose, you're the limit. Say, what would you do if you had all the money in the world?"

"Well, suh," replied Mose, studiously, "de fust thing Ah'd do would be to pay all mah debts—as fah as it'd go."

A Model Child

Teacher—Do we eat the flesh of the whale?

Scholar—Yes, ma'am.

Teacher—And what do we do with the bones?

Scholar—We leave them on the side of our plate.

No employe wants 90 cents for each dollar he has due on pay day—neither does an employer want 50 minutes for an hour. Think it over.

Rome was not built in a day, neither is safety acquired through one good resolution. KEEP AT IT.

BARNYARD NEWS



Stranger—Fine piece of land you have. Price too high for a poor man, I suppose?

Farmer—It's worth every cent of fifteen hundred dollars an acre. Are you thinking of buying and settling in this part of the country?

Stranger—Oh, no. I'm the new tax assessor.

George Was Right

Farmer Giles, canvassing for members for a raffle, asked one of his neighbors to enter. "George," he said, "be you a-goin' in for my raffle?"

"How much?" asked George.

"Two dollars," was the reply.

"Put me down," answered George. "I'll pay ye tomorrow."

Next day the two met again.

"Well," said George, "who won the prize?"

"I won the first prize," said the farmer. "Wasn't I lucky?"

"Who won the second?"

"My wife won the seond; wasn't she lucky?"

"And who won the third?" queried George, patiently.

"My darter; wasn't she lucky? By the way, you haven't paid your two dollars yet."

"No," said George, "wasn't I lucky?"

Farmer (pridefully)—That there hen laid 21 eggs in 22 days.

City Girl (disinterestedly)—Well, is there anything wonderful about that?

Farmer (indignantly)—Is there? I'd like to see you do half as much.

Stage Manager—My dear, I wish you would wear a different gown in the second act.

Rita Ravenyelp—But that is the latest style, and I paid two hundred dollars for it.

Stage Manager—That may be true, but when your husband says "Woman, you are hiding something from me," the audience can't figure out what he means.

INVENTORS

Nearly Every One Has Aspired to Devising Something New.

Nearly every one has dreamed of being an inventor. Some there are who kept dreaming all their life trying to produce an article beneficial to mankind and a source of perpetual wealth to the inventor. A few have succeeded but thousands have failed. The patent office has been the grave yard of many men's hopes. Thousands of patents has been issued protecting ingenious mechanisms which proved of no commercial value.

EDISON LEADS

Thomas A. Edison has been one of the most prolific inventors we have ever had. Down to August, 1927, he had been granted 1078 patents.

Ethan I. Dodds of New York holds the record with 1800 patents, practically all of which relate to railroading.

Some noted statesmen have been inventors but none of them contributed greatly to the benefit of mankind except Benjamin Franklin.

PRESIDENT INVENTORS

Abraham Lincoln was granted patent 6400 March 10, 1849. It was a device for buoying vessels over shoals. His experience on his flat boat trip down the Mississippi doubtless gave him the idea, which was a series of buoyant chambers attached to the sides of boats and inflated so as to lighten the draft of the boat when passing through shallow water. So far as known no one ever tried using the idea.

Thomas Jefferson, another president of the United States, took a whirl at inventing. He gets credit for the swivel chair, the folding buggy top, the three-legged camp stool and the modern type of plowshare, all of which are still in use. Also he invented a writing desk with a folding top. Jefferson did not wish to capitalize on these inventions. Being an aristocratic gentleman, such procedure was beneath his dignity.

A WINE COASTER

George Washington, still another president, had an inventive mind and according to his diary produced a "wine coaster" and a seeding plow. The former was similar to the old-fashioned coaster.

The statesman-warrior, says the Literary Digest, described his device thus:

"This was somewhat on the plan of the old-fashioned caster for vinegar, salt, pepper, etc., except that it carried wine bottles and was pushed over the table from one guest to another."

This doubtless accelerated the wine drinking and it may have added to the joviality of the day. But now? Very bad form.

After listening to a few of these radio tenors we've decided that our American aviators are not the only ones lost on the high C's!

REPRESENTATIVE HOMES

Mueller Employes Enjoy Comforts and Luxuries of Life.

Here is a group of representative homes of Mueller employes from office and factory, and each owner is proud of his achievement of being a house owner. There are hundreds of these in this organization. They were all good citizens before they became home owners but they are better citizens now because their civic pride has been increased.

Reading across from top to bottom, these owners are:

1—Louis Dodwell, 946 West Eldorado St., inspector in the foundry.

2—E. W. Bailey, No. 7 Fairview Place, assistant purchasing agent.

3—Abner Shirk, 1200 North Hill St., tool maker.

4—D. Burger, 965 East Cleveland Ave., tool maker.

5—Chas. Meador, 846 West Olive St., polisher.

6—J. F. Burkholder, 412 East Stewart Ave., tester in assembly department.

7—Geo. P. Kost, 1019 North Union, grinder in tempering department.

8—Frank Scholes, 1704 North Edward St., brass finisher.

MAC QUILTS

J. A. McCutcheon, for a long time truck driver, has quit. He goes to the Weilepp & Stuckey furniture company.

Once and for All

"B-r-r! It's chilly in here. Has the stove gone out?"

"Yes, it has."

"Well, why don't you light it?"

"I can't. It went out—with the installment collector."—Christian Science Monitor.

Don't work with a careless fellow. Tell him his faults. If he insists on being careless, tell the foreman. This is not "preaching," it is protecting the man and his fellows from possible injury.

His Letter Read—I'm enjoying Florence immensely.

His Wife Replied—You can stay in Europe. I am having a good time with Oscar.

Remember this, young fellow, three-fourths of the preventable deaths occur among working people under 45 years of age.

A person ought never to become careless; the more alert one is to his surroundings, the less chance there is for accident.

Are you doing all you can every day to prevent accidents?

Old Hard Luck got a closen hoof by stepping on a nail.

(Continued from Page 7)

this favorable public opinion will bring to him. He should do these things:

(1) Dress up his windows with the "Make a Health Examination" window trim shown in the May Monthly Service Bulletin of the Bureau.

(2) Display the "Make a Health Examination" streamers that the Bureau furnishes free. He should put the little stickers on all his letters. He should put the 11-inch stickers on the wind-shields of his trucks.

(3) He should insert the "tie-up" advertisement each month in his local newspaper. The Bureau will furnish such ads free on request.

(4) He should order and use the Bureau's two Ad Books—one for Master Plumbers and one for Heating Contractors.

(5) He should send out each month the special model "Make a Health Examination of your Home" sales letters which the Bureau furnishes free.

(6) He should see that his local Association gets the Bureau's new port-folio of Association newspaper advertising and see that it is run in his local newspaper.

(7) He should get from the Bureau the reprint of the article that tells him just how to mae a health examination of a home and how to get business from such examinations.

(8) He should follow up intelligently and constructively every opportunity he gets to mae a "health examination" of homes. Such examinations are nothing more than selling opportunities to the live-wire plumbing and heating retailer.

(9) He should put on his hat and personally canvass the owners of substantial old homes, asing permission to mae "health examinations" of them.

(10) He should do everything his good sense and business training tell him to do in order to get actual business, locally, out of the favorable public opinion caused by the national campaign.

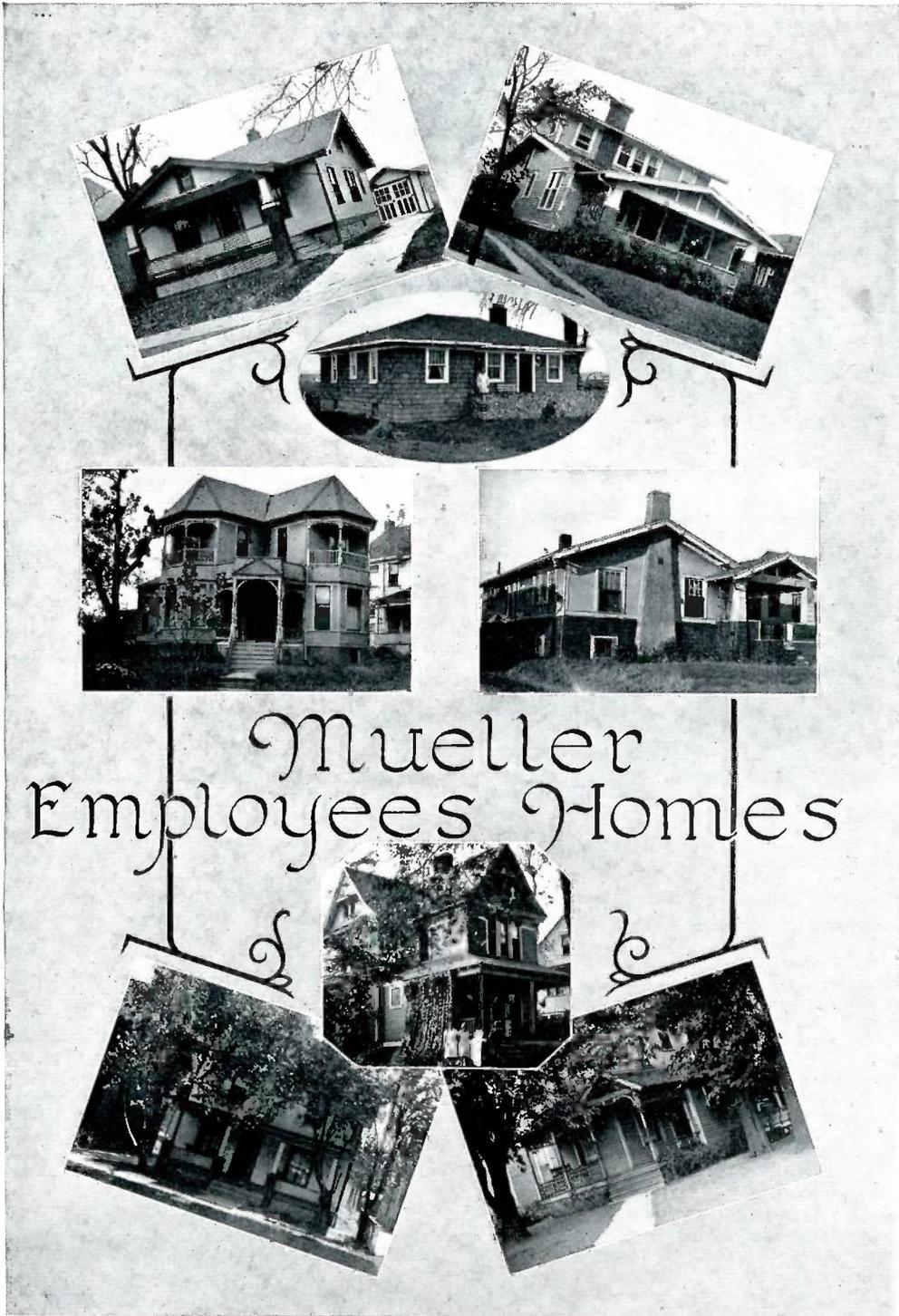
Business will not come to you. You must go after it. Use every legitimate method of getting it, and you will succeed.

IN FLANDERS FIELDS

By Colonel John McCrae

In Flanders fields the poppies blow
Between the crosses row on row,
That mark our place, and in the sky
The larks, still bravely singing, fly,
Scarce heard among the guns below.
We are the dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.

Take up our quarrel with the foe,
To you from falling hands we throw
The torch. Be yours to hold it high!
If ye break faith with us who die
We shall not sleep, tho poppies grow
In Flanders fields.



Three Mueller Families



Left—Mr. and Mrs. Al Spitzler and family. Center—Mr. and Mrs. Joe Bullard and family. Right—Mr. and Mrs. W. E. Dannewitz and son.

The three families pictured above are in many respects typical of our force. W. F. Dannewitz began working as a messenger for Mr. Bassey, who was then paymaster, March 5, 1919, at the age of 18. He quit in May, 1919, and that fall took a man's job in the Lead Department under Charles Morris. A few months later he was transferred to the Machine Shop, where he does special engine lathe work, threading combined taps and drills. He is the son of Wm. Dannewitz, who for many years was employed in the Brass shops in the Ground Key Department. W. F. Dannewitz was married in 1922. The picture was taken at the Mueller Lodge Easter egg hunt. Robert Len was 5 March 28.

The picture of Joe Bullard and wife was taken at the Picnic last summer. For the past five years Joe has been employed in the Construction Department. He began as a laborer but soon worked over to the pipe fitting gang. He is taking an I. C. S. course in plumbing and steam fitting. The children are Truce Allen, age 4, and Vera, who will be 2 years old in September.

The picture of the Spitzer family group was also taken at the Mueller Lodge this spring on the occasion of the Easter egg hunt. Al first began to work for the Mueller Co. on February 19, 1914, on the night shift under Harry Maxwell. After nearly three years he quit for a time and at length got a job in the Brass Shops under B. J. Marty. It was here he had his first experience on automatic screw machines during the war.

Later this department was divided and the automatics were placed in their present location west of Mercer street.

After serving as acting foreman for some time Al was given an assistant foreman's contract last May.

Mr. and Mrs. Spitzer were married just after the war. The children are Arlene Norma, age 5, and Marvin, who was a year old last March.

OFFICE AND FACTORY

Mr. and Mrs. J. M. Wilkins and Mr. Adolph Mueller attended the annual meeting of the United States Chamber of Commerce at Washington, D. C., the week of May 7. They will visit New York before returning.

Miss Sylvia Bergin of the Inspection Department has taken a vacation of two weeks on account of her health. Mamie Nottingham of the Advertising Department has been substituting for her.

Harold Sampson of the Polishing Department has taken a job at the pottery and kiln as fireman.

Ethel Dixon of the Traffic Department has taken a two months' vacation on account of her health.

B. F. Sellars of the Stock Regulator Department returned to work May 7 after an extended absence on account of illness.

Wm. E. Davis, fireman at Plant 3, who was injured when an automobile struck him when he was crossing the hard road some weeks ago, is making good progress toward recovery. He is still in St. Mary's Hospital.

BIRTHS

Born—To Mr. and Mrs. J. W. Simpson, May 1, 1928, a daughter, Mary Olive. Mr. Simpson is general sales manager of the Mueller Co. with headquarters at Decatur.

Born—To Mr. and Mrs. Robert W. Baugh, Pasadena, California, April 30, a son, Robert Irving. Mr. Baugh is manager of our Los Angeles Branch.

PAYING CLAIMS

The American treasury is shortly to begin the payment of American war claims against Germany. Among these will be claims because of the sinking of the Lusitania, thirteen years ago. The largest of these is \$130,000 to the widow and minor child of Albert F. Hopkins. The heirs of Elbert Hubbard will receive \$57,500.

(Continued from Page 25)

hundred thousand dollars for a gas plant and system, which was immediately junked with the exception of about twenty thousand dollars worth of equipment. With the remaining two hundred and sixty thousand dollars authorized, an almost new plant was placed in operation. Under city supervision for nearly three years, the plant has lost money steadily, and last year the deficit was more than twenty-five thousand dollars.

"Shouldering this enormous burden, the people were also forced at various times to endure poor service in the form of gas pressure that was not sufficient to meet ordinary needs. We have been subjected to exorbitant bills and for the past two or three months they have been prohibitive, as if to keep coals on an already hot fire. After experiencing these various injustices, it is small wonder that local citizens welcome private ownership of the gas works.

"The price which the plant has brought is highly satisfactory. It equals the amount of the outstanding bonds for this purpose, and with the sale, the city is relieved of the necessity of raising more than thirty-three thousand dollars annually with which to pay interest and provide a sinking fund to retire the bonds. Another phase of the transaction worth consideration is that the property will again be placed on the tax books to bring the city a good revenue which it has missed for three years.

"From every point of view the sale is gratifying. We've had a costly experiment, but the experience has taught a valuable lesson."

In Detroit one concern uses 85,000,000 cubic feet of gas per month for steel treatment.

A carburetor company uses 4,000,000 cubic feet a month for annealing castings.

A wire manufacturer in Worcester uses 1,250,000 cubic feet per month for galvanizing.

Another wire manufacturer in Trenton uses 1,500,000 cubic feet a month for hardening and annealing.

And continues the American Gas Association Bulletin: "Gas ovens for baking cores are used in many places." Among these is the core room of our own company where our cores are baked by the smooth, even heat of gas.

Addressing the bar of New York City, Morris Wormser, professor at law, Fordham University, and editor of the New York Journal of Law, recited the following as a sample of the doggerel of forty years ago:

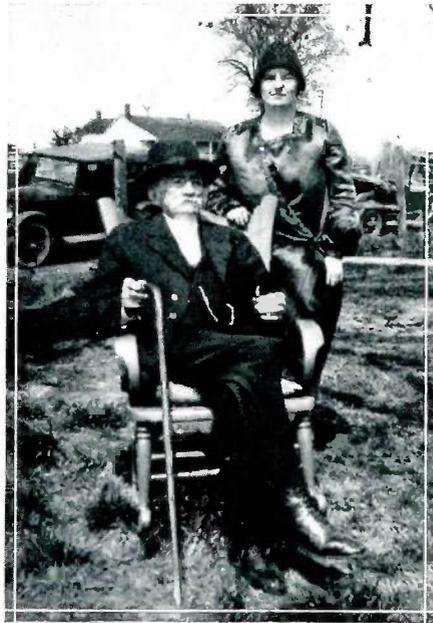
I thank my God the sun and moon
Are both stuck up so high
That no presumptuous hand can stretch
And pluck them from the sky.
If they were not, I do believe
That some reforming ass
Would recommend to take them down
And light the world with gas.

VIGOROUS AT NINETY-THREE

Henry W. Martin to a Remarkable Degree Retains Mental Faculties.

The length of time for which a man's faculties will remain active and clear is a matter of interest to all of us, when we stop to wonder how long we will be able to function. A remarkable case of retaining mental alertness came to our attention recently.

The man in question, Henry W. Martin, at the age of 87 underwent an operation on his eyes and while convalescent had to go



about blind-folded. Altho in a strange city he could remember the route over which he had walked on previous days and knew just how far he was from his room. While unable to see his eager mind reached out for all sorts of information, and he was able to keep up with the current happenings of the day. Now, at ninety-three, he still follows with eager interest political and national news and remembers a vast deal of personal history and much general information with remarkable accuracy. He still maintains an active interest in life and his mental vigor is apparently unabated. He has no lapses of memory and is able to place the experiences of seven decades ago along by the happenings of today and not confuse them.

His ninety-third birthday was celebrated by friends and relatives at his home near Mattoon, May 3, and four generations were present. He is the grandfather of Mrs. Clara Gilbert of the Employment Department and the picture we present was taken on the occasion of his ninety-third birthday celebration.

It Was Mothers' Day



The company did a very graceful and thoughtful thing, we think, in a special observance of Mothers Day May 14.

Many of the women employes are regular patrons of the cafeteria. These were asked to invite their mothers or daughters, as the case might be, to a specially prepared dinner.

Tables were reserved in the cafeteria, and Mrs. Rost in charge, made every effort to entertain the guests during their visit.

Automobiles brought the guests to the dinner and afterwards returned them to their homes.

The affair afforded the visitors an opportunity of seeing how the women employes of the company were provided for every working day, and nothing but expressions of delight and approval were heard.

Following the dinner the company assembled outside the cafeteria and the photograph taken is herewith reproduced.

HIGH OR LOW

California People Disagree on the San Gabriel Dam.

The western papers devoted to hydraulics, water supply, water works and kindred subjects, since the going out of the St. Francis dam, have been full of discussions and opinions on that disaster. Regardless of the cause or the consequences of this disaster, the lesson to be learned is to provide greater and more certain protection in future similar undertakings.

Another gigantic problem of this character is now under consideration. It is the building of the San Gabriel dam. Engineers advocated a low dam, but objection was made to this and those favoring a high dam,

sought and obtained an injunction against the low dam proposal. The decision in their favor was handed down by Judge W. A. Anderson. At the same time he declined to give the low dam advocates an injunction against the high dam proponents.

The decision was not on the question of which type was the better dam. It was on the question of the correct, legal procedure for the work. It appeared that taxpayers and voters originally planned for the high type dam. The board of supervisors changed this to the low type upon the advice of engineers. The court held the board had not been governed by the change of conditions, as they should have been, and therefore were at fault.

The preliminaries to this great undertaking have been marked by a bitter struggle. On the one side were the residents of San Gabriel Valley and the beach cities advocating the high dam. On the other side the California Taxpayers' Association was advocating the low dam.

As now planned the dam calls for a wall 425 feet high, 407 feet thick at the base and 30 feet thick at the top. It will contain more than 4,000,000 cubic feet of concrete and have a storage capacity of 240,000 acre feet.

With the St. Francis dam disaster still a picture of horror in every mind, it does not require a very vigorous imagination to depict the results following if this gigantic San Gabriel dam should go out.

Concerning this San Gabriel project, "Hydraulic Engineering," a western publication, quotes an unnamed engineer as follows:

"Some of these enthusiastic proponents of

(Continued on Page 40)

PLUMBING AND HEALTH

Typhoid Fever Shows Slowing Down as Sanitary Conditions Improve.

Twenty years ago typhoid fever caused the death of thousands. In many parts of the country it still takes an annual toll of many hundred lives. Each year, however, lives lost by this disease are fewer.

According to Mr. James Smith, plumbing and heating inspector of Winnipeg, Manitoba, Canada, the decreasing ratio of lives lost has been in direct proportion to the reduction in the number of open vaults, privies and other primitive methods of sewage disposal. He says, in Winnipeg in 1904, there were 1606 cases of typhoid, while in 1922 there were only 19. During this time the number of dry water closets was reduced from 6339 to 381.

This same authority says that similar improvement has occurred in the United States. The Michigan Department of Health has compiled figures which show a reduction of deaths from typhoid (per 100,000 population) from 28 in 1906, to 5 in 1922. This department attributes this reduction to the work of the sanitary engineer and plumber, who have supervised the correct installation of modern, sanitary conveniences, and necessities for comfort, for both private and public use.

The Michigan Department of Health asks this question: "Which is more important, to attempt to cure the dread typhoid fever or to prevent it ever existing, by having (a) a good system of sewage disposal, (b) good bathing facilities, (c) and good, purified water supplies for drinking, cooking and bathing purposes?"

Doctor Woods Hutchison, an eminent physician of New York, answers this query when he says: "Our modern city life is literally built upon water which, oddly enough, makes an excellent foundation if properly mixed—and is getting healthier every year. If we didn't have plenty of sewers to carry off the torrents we'd have a Noah's flood every day and be half drowned in our own water supply." Dr. Hutchison is sponsor for the thought, that sanitation and modern plumbing have reduced the death rate of typhoid fever so much that the small remaining number of cases will be easily offset by the typhoid vaccine. Thus do we owe much to the modern plumber.

A Promise

"I shall die," moaned the suitor, "unless you marry me."

"I am sorry, but I must refuse," and then to make his vow true he died—sixty-three years, five months and ten days later.

Too Improbable

Ikey was learning subtraction.

"If you had eight pennies and lost three, how many would you have left?"

Ikey: "But for why should I lose three pennies?"

MAYBE IT IS

Maybe the following is the truth. Personally, we are inclined to believe it. You do not have to—just use your own judgment after reading it, as published in *The Kalends of the Waverly Press*:

"There are few men or women, or their works, as great as their admirers assert them to be. Let it not be forgotten that when critics have extolled all the virtues, and explained away all the shortcomings, that the faults remain the same and the virtues increase not at all. The common man, with his collective, native, common horse sense, is just as competent a judge of the inherent and lasting worth of a man or a measure as is the highest brow extant, especially if that brow represents no opinion other than its own.

"The man in the street is seemingly an ass not because he lacks common sense, but largely because he lacks the *savoir faire* and the aplomb which enables an otherwise asinine highbrow to put over much that is unwise and foolish. The common man does himself too little honor; let him learn to express himself in an articulate manner and much that is now considered the height of culture soon would resolve itself into what it really is—humbaggery, pure and simple."

MILLIONS OF FEET OF LUMBER

May Be Salvaged from Packing Cases and Made Serviceable.

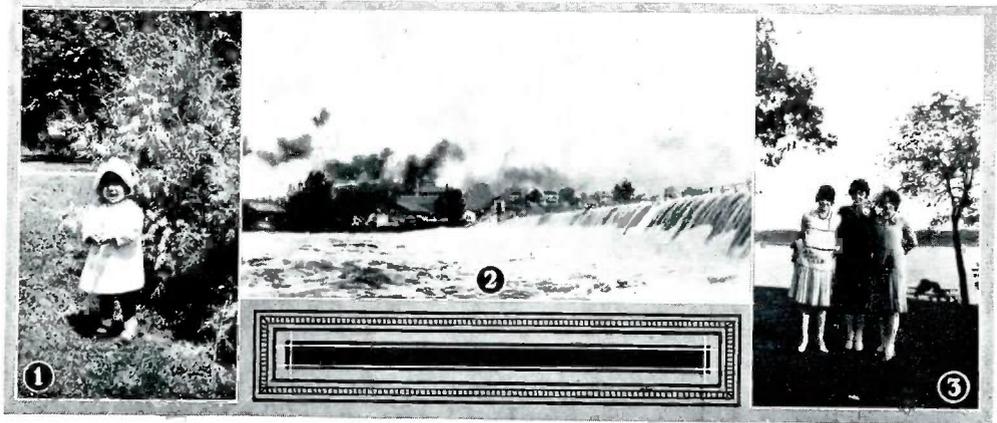
Every one in any way connected with commercial enterprises knows without being told that containers for shipping goods to customers form a big item of expense. A movement for conservation of these containers by re-using the lumber is now receiving consideration.

The National Committee on Wood Utilization sponsors the idea. This committee feels that these boxes and crates contain suitable material for making a thousand-and-one useful or ornamental articles for every-day use. It is now compiling plans and designs for a great range of articles that may profitably be made from them. Toys, certain types of furniture for the home, farm or garden, and other practical things can be fashioned either from whole boxes or from the sound boards from them.

The fabrication of wood containers consumes annually about four billion feet of lumber, frequently a good quality although of lengths too short for construction purposes. This is nearly ten per cent of the nation's entire annual lumber cut. If this lumber were suitable for building material it would be sufficient to erect about 400,000 average-size frame houses, or enough to shelter at least 2,000,000 persons. The economic advantage in a profitable re-use of the containers is, therefore, seen to be considerable.

Girls used to wear sensible clothing, but it's all off now!

The Camera Club



The Camera Club had a free hand in this contest. Members were allowed to select their own subjects and the judges awarded the cash prizes as follows:

- 1st—Marian Richards.
- 2d—Marie Eagleton.
- 3d—Elois Dickson.

The second picture has the best general interest, showing as it does the Decatur dam at flood time.

WHY BUSINESS MEN ADVERTISE

Brings Business — Improves Their Standing and Credit.

In an advertising magazine the other day, we saw a statement that a group of national advertisers—not a very large one, a few hundred—had spent in one year for newspaper advertising the sum of \$225,000,000, a fraction of the money spent for all kinds of publicity. Even those familiar with advertising involuntarily gasp when they meet up with the staggering enormity of these expenditures. Does it pay? This is always the first question. How can one tell? This is quite as commonplace as the first. Perhaps no one can answer either definitely.

The best answer is in the daily spread of advertising which you see or read. All persons do not read advertising but all readers see it, which is almost as good. Constantly seeing it familiarizes one with a name and product. These are the things the advertisers want to impress on your mind.

This daily spread is 90 per cent keen successful business—men who do not hand out dollars unless they know that they will bring other dollars back, which is a fairly good answer to both the above questions.

In a recent issue of Collier's, Roger Babson, recognized business authority, had an article on advertising. Every business man should read it. Mr. Babson approaches the

subject from a different angle and points out many reasons why men advertise.

There is scarcely a successful business man today who does not spend a great deal of money for national publicity. He sells his product through the media of the magazines. So familiar does the public become by constantly seeing a name or a product that the salesmen in stores use very little salesmanship in disposing of the article. The buyer knows what he wants and asks for it. The salesman merely hands it out. This is the strongest proof that advertising pays. Perhaps only a small per cent of buyers have really read the advertisement but they get enough of it in a hurried glance to absorb the name and the product, which is what they remember when they want a particular thing.

Here are some of the high lights on advertising as it appeared in Collier's Weekly:

Some of the soundest investments today from a long-growth standpoint are to be found among the securities of the great national advertisers who have risen from humble beginnings to their present position of power and profit by the force of tireless publicity.

It isn't that these leaders advertise because they are big, but rather they are big because they advertise.

A permanently successful business is never born great, but must achieve greatness—with national advertising playing an almost indispensable role.

The young man with a small business, therefore, should not scold about the big national advertisers who are making the money. He should not feel gloomy and rebellious and turn to radical literature.

I have yet to see a red pamphlet and a check book in the same pocket.

Times have changed—and they will con-

(Continued on Page 40)

THE OLD AND NEW

Days When Employes Had Few Liberties and No Rights.

Yep! Working folks now-a-days are a heap sight better off than they were in the "good old days."

It's not easy to make them all believe this. In those good old days, an employer all but owned his employes body and soul. He did everything but control freedom of thought, and a good many of them tried to do this.

Those were the days when they "fired you on the spot"; when the boss or the foreman, having decided in a moment of irritation or anger, refused to listen to any explanation or excuse, no matter how just or reasonable.

The only law controlling hours of service was that laid down by the employer, and if you broke it, you took the full penalty with no right of a rehearing or appeal.

Writing in Advertising & Selling on the subject of everybody's business, Floyd W. Parsons contributes this bit of interesting information:

"A factory owner in Massachusetts posted some rules, among which were the following:

The mill will be put in operation 10 minutes before sunrise at all seasons of the year, and the gate will be shut 30 minutes past eight each evening.

Anyone damaging machinery or impeding the progress of work must pay for the losses incurred.

Anyone employed for a specified period of time must make up lost hours before receiving his pay.

Anyone who quits without giving a month's notice forfeits four weeks' wages.

From September till March, 25 minutes will be allowed for breakfast, 30 minutes for dinner, and 25 minutes for supper, and no more.

During the summer months all employes must have their breakfast before going to work."

And under these hard conditions men were glad to get a job although they may not have found much fun working at it.

Contrast that time with present working hour conditions and your job won't seem so hard.

The Truth

The teacher asked her small charges to write the names of their favorite hymns on a sheet of paper. All handed them in but one little girl.

"Come, Betty," said the teacher, "give me your paper."

Betty, with downcast eyes and flaming cheeks, handed over a slip of paper bearing the name "Johnny Early."

Never Mind

Mrs. Murphy—And sure, do yuh thing the child looks like his father?

Mrs. O'Brien—Oi do, but never you mind, just as long as he's healthy.

THE WIGGLIN' FISH WORM

Springs Into Prominence Through the Testimony of an Expert.

Ask any man, especially a lazy one, what fish worms or earth worms are good for, and he will tell you, bait.

Thereby he not only exposes his ignorance but convicts himself of being guilty of sitting all day at the end of a rod waiting for a bite, while his wife is at home doing the family washing.

New facts concerning earth worms have just come to light through the testimony of A. J. Mason before a congressional committee inquiring into the Mississippi floods, all of which is discussed in the American Weekly.

Some of the members of that committee doubtless had the same opinion of earthworms as our friend, the lazy man. Mr. Mason is a distinguished expert and we judge that he knows his fish worms.

Few if any suspected that one of the greatest losses sustained by last year's floods was the drowning of the earthworms.

Speaking of Mr. Mason's appearance before the committee, the American Weekly says:

"For forty-seven years Charles Darwin, the great naturalist, devoted much of his time to the study of the earthworm. Experts now assert that this little, blind, tasteless, smell-less wriggler is the most important of all living animals, for without it the vegetable world, and, therefore, the animal world, including the human race, must perish.

"The great service of earthworms is that they till the soil, much as farmers do, but with greater industry and more completeness, for there are many more of them. Mr. Mason asserted that the complete story of the magnitude of the flood disaster could not be estimated until it was known whether these useful creatures had been drowned. Mr. Mason estimated that the farm lands of the State of Illinois contain, in normal circumstances, more than 600,000,000,000 earthworms; more than a hundred thousand of them for each human being in the state.

"There are four important things that earthworms do for the soil. All of them were recognized years ago by Darwin. One is to bring much of the soil up to the surface by eating it and then crawling up with the soil inside the earthworm's body. Another is by desirable chemical changes which happen to the grains of soil while they are inside the worm's digestive system. The third is by the action of the holes that the worms leave in the soil, which allow rainwater and air to seep down into the lower levels. The fourth is the habit of some kinds of earthworms of hauling dead leaves and other vegetable debris down into their hole-like burrows, where this vegetable matter decays and enriches the soil."

Although these worms pass most of their lives in the soil, they are air breathers, which accounts for their being drowned out by floods.

(Continued from Page 24)

ner, Director, Division of Sanitary Engineering, State Board of Health, Denver, Colo.

PROSPECTIVE PAPERS

The Bacteriophage in Relation to Water Supplies—Professor M. S. Marshall, University of California, Berkeley, Calif.

Modified Confirmation Tests for B Coli—Dr. A. J. Salle, University of California, Berkeley, Calif.

Improved Quantitative Method for Phenols in Water Supply—John R. Baylis, Chicago, Ill.

Design and Performance of Circular Mixing Basins at Knoxville, Tenn.—Alford & Burdick, Consulting Engineers, Chicago, Ill.

Plankton in Reservoirs—Professor C. A. Koford, University of California, Berkeley, Calif.

SUPERINTENDENTS' ROUND TABLE

A New Band for Large Cast Iron Pipe—Wm. W. Brush, Chief Engineer, Dept. of Water Supply, New York, N. Y.

Hydrants and Valves—J. I. Prugh, Superintendent, Division of Water, Sacramento, Calif.

Dead Ends—S. B. Morris, Chief Engineer, Water Dept., Pasadena, Calif.

Leak Surveys—V. E. Perry, Manager, Water Sales Dept., Spring Valley Water Co., San Francisco, Calif.

Standpipes, Tanks and Reservoirs—J. S. Peters, Chief Engineer, Marin Municipal Water District, San Rafael, Calif.

BY SPECIAL TRAIN

A large eastern delegation is leaving June 2 on a personally conducted tour via Pennsylvania railroad, which does not end until June 25. This party will be augmented by other visitors at points in the west. The party will follow the old Santa Fe trail via Chicago, Kansas City, Colorado Springs, Albuquerque, the Grand Canyon, and other points of interest enroute to San Francisco. After the convention the party will return by way of the northern route, visiting various points enroute, including Yellowstone Park. In the history of the association there has never been such a colorful trip planned.

During convention week many side trips and entertainments have been planned for the delegates and their ladies.

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tinue to change still further with the trend toward advertising and still more advertising.

One of the most profound changes witnessed in recent years is the new attitude in judging credit. I well recall how the bankers of the passing generation used to sit around the table and turn thumbs down on loans to any business man who was suspected of advertising.

The bankers of the coming generation will hesitate to lend money to a business man who is not advertising, for they know that

he is probably due for a deficit. Likewise, investors will look more and more keenly into the advertising policies of corporations whose bonds and stocks are offered for sale.

Before you buy a security issued by any corporation, study not only its assets but its advertising. Other things being comparable, I prefer the bonds and stocks of the big national advertisers.

After all, the deeper question is not whether advertising benefits the advertiser, but whether it benefits the public, for unless advertising benefits the public, it cannot long continue to benefit the advertiser. This is both good ethics and sound economics.

National advertisers are making the money, and they are earning it, for national advertising has become one of the great sources of the nation's greatness.

Persistence is the very heartbeat of successful advertising.

A message may be an old story to you, but every twenty-four hours there is a fresh group of 6,000 people who never even heard of you before.

The first step is preliminary and consists of making sure that the product is sound and fairly priced. You cannot successfully sell a product that cannot be successfully bought.

National advertising is a measure of prosperity not only for one individual concern, not only for an entire industry, but for the nation as a whole. National advertising and national prosperity soar or sink in unison.

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the higher structure may want to sell their property in the San Gabriel Valley, now, after reading accounts of the St. Francis dam disaster. Engineers, who have made an intensive study of this project, advocated the smaller size structure, and the laymen would do very well to abide by their judgment.

"Should a dam be built at the Forks site, to the height which is now proposed, and should a disaster similar to the St. Francis dam-break occur, the damage and property loss would be enormous. Can you imagine a wall of water nearly 500 feet high sweeping out of the San Gabriel Canyon—a body containing over seven times the amount that swept through the Santa Clara Valley? It is natural to assume that it would follow the shortest route to the ocean; and if one will take a glance at a map, it is not hard to imagine the probable route that would be taken by the water and the probable damage that would be done."

Dog Gone

An irate fan who had watched his home team go down in defeat, stopped the umpire as he was leaving the field.

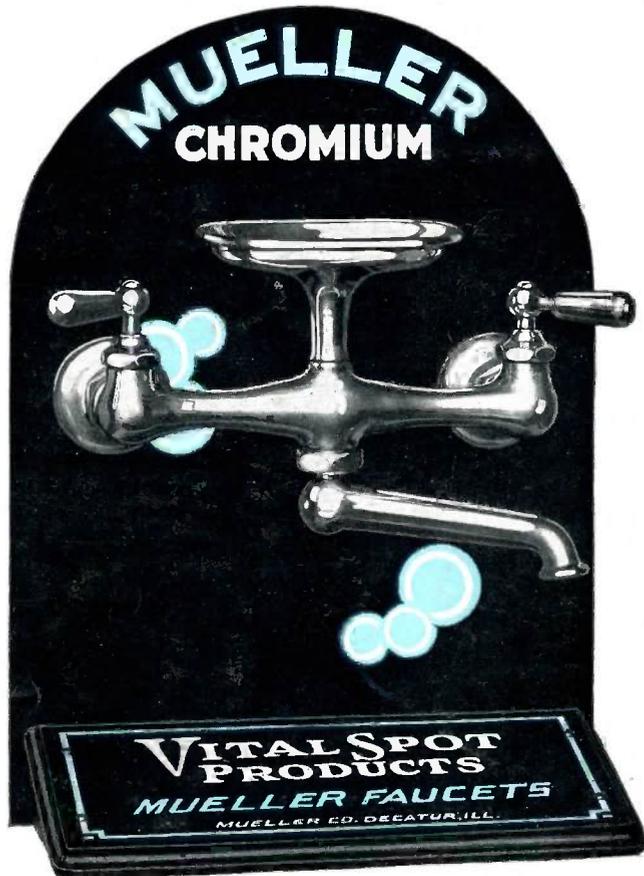
"Where's your dog?" he commanded.

"Dog?" ejaculated the ump. "Have no dog."

"Well," said the grouchy one, "you're the first blind man I ever saw who didn't have a dog."

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