



LET'S PLAY BALL

The big league ball players have just been through spring training in the South or on the West Coast. These "big time operators" were joined by hundreds of hopefuls from the minor leagues, including some of our former players.

Among those hopefuls were many alert, fast, scrappy ball players on the way up from the sand lots or city streets—on the way up or out.

This has been going on for the more than the one hundred years we have been playing ball. Yet people keep saying that there are only ten good shortstops in all of baseball today. These ten get plenty of razzing during the season and occasionally have pop bottles thrown at them.

But, even away from home in hostile ball parks, crowds are usually fair to such stars. The double plays they start are applauded. They very often get a hand when they come to bat. That's because crowds everywhere have to recognize the extra skill, speed, intelligence and alertness to opportunity and duty they always display.

But it is most of all because fans admire the "fighter's heart" of these true big leaguers—that quality of courage and cool nerve which enables them to be steady in a crisis and to "hit in the pinches." It is the final quality that gets a few of these stars enshrined in baseball's "Hall of Fame" at Cooperstown, New York, where Abner Doubleday originated the game one hundred and eleven years ago.

That's the way it is, too, in shop or in office, or a town or an industry. Out of the numberless ones who try, some few individuals or companies succeed. And those have the greatest success who combine thought, care and effort to accomplish the most outstanding job of doing for people what they want done. They become the "big leaguers" of business—regardless of station or physical size.

They do not succeed on every try. But the fans know they will succeed more often than any others, because they will keep on trying with courage and devotion to duty greater than any of the others. And when things are tough, the "fans" will patronize the "park" of the big league stars, while the minor league stands may be nearly empty.

That means that the fans or customers, by their loyalty and support, have already voted those few individuals or companies into the hall of fame of business, into the select group enjoying a good reputation. It's mighty good to be a star. It is worth while for an individual or a company to keep on trying to deserve and get and keep that standing with the fans.

Our company is what we make it. The fans or customers that we have and others that we hope to get depends on us. So, LET'S PLAY BALL!