

THE "YPSI-DOODLER"

PUBLISHED BY AND FOR EMPLOYEES
OF THE YPSILANTI REED FURNITURE CO.

VOLUME 1

IONIA, MICHIGAN, FEBRUARY 3, 1944

NUMBER 1

A PUBLICATION BY, FOR AND ABOUT YPSI-REEDERS

**First Journalistic Venture of Ypsilanti Reed
Workers Gives Promise of Successful Future**

With this issue, the "Ypsi-Doodler" is born. Planned as a monthly publication, it will mirror the activities of the more than 800 Ypsi-Reed war workers. It will express their views, spotlight their personalities, report their vital statistics and compliment their individual and group achievements.

It is, in every sense of the word, your publication. We wish that expressly understood. The "Ypsi-Doodler" begins its career with no fixed editorial policy, no hard-and-fast rules, no pre-conceived notions other than a fair and impartial reflection of your own day-to-day lives at work, at home and at play.

Any managerial pride which may creep into its columns will be pride in the job you are doing. We don't intend to preach, to criticize or complain. This first issue is intended to show you the possibilities of such a publication. Of necessity, it is lacking in the little personal items which go to make up a newsy sheet. That will be your job.

Staff correspondents will be announced in the next issue. It will be their task to report the interesting happenings among their departmental co-workers—the births, the engagements, the marriages, the many bits of news which will be of readable interest to their fellow Ypsi-Reeders.

Let's make the "Ypsi-Doodler" an eagerly-anticipated monthly visitor. With your co-operation that will be a definite assurance. You have our blessing and our unqualified support.

The Management
YPSILANTI REED FURNITURE CO.



FIRST OF NEW PLANT POSTERS

Reproduced above is one of a series of colorful posters which will dramatize the part that Ypsilanti Reed war goods are playing in the global conflict. These posters will serve as a daily reminder to you that the least of your efforts have a far-reaching effect. Every jeep seat, every tarpaulin, every gun cover, every cargo truck body, every winterization kit you complete fits into our nation's Services of Supply program. No task is unimportant. Each operation, each job has a direct bearing on a long succession of operations leading right up to final victory. Already, unnumbered scores of Ypsilanti Reed items are seeing action on every front—in China, the South Pacific, the sea-lanes, in Italy. Vast quantities are included in that tremendous stockpile which awaits the signal for the opening of fortress Europe. The seconds you save today may save a life tomorrow!

THE YPSI-DOODLER

Published Monthly by the Employees of
Ypsilanti Reed Furniture Company
Ionia, Michigan

ANNOUNCEMENT

If you have a "nose for news" and wish to perform a service for your departmental co-workers by reporting the interesting events that occur in your unit, get in touch immediately with your department head. Staff reporters will be announced in the next issue.

SAFETY FIRST

Every precaution has been taken to insure the safety of Ypsilanti Reed war workers. No effort or expense has been spared to install the most modern and effective safety devices. But accidents still happen, unfortunately. The individual worker cannot be too careful. Carelessness in peace-time is to be deplored. Carelessness in war-time cannot be condoned. Every second lost on the job because of an accident that might easily have been avoided is time given to the enemy. Time is the one thing Hitler and Hirohito need the most. Let's not hand it to them on a platter. Safety first, last and always should be our motto!

YPSI-REED EMPLOYEES TO GO OVER THE TOP IN FOURTH WAR LOAN DRIVE

Success Assured as First Returns Exceed Pledges; Rivalry Among Departments Is Keen

The kick-off in the Fourth War Loan Drive was officially scheduled for Tuesday, January 18th, but the management of Ypsilanti Reed gave its employees an opportunity to get off to a flying start. First move in this strategy was the distribution of two theatre tickets on Monday, January 10th, to every Ypsi-Reed worker to attend the Ionia Theatre for the showing of "Guadalcanal Diary". This picturization of war-correspondent Richard Tregaskis' eyewitness account of the U. S. Marine occupation of Guadalcanal spared no punches. It brought home to every Ypsilanti Reed war worker the magnitude of the struggle and the utter ruthlessness of the foe.

But it didn't require the Tregaskis story to spur on Ypsi-Reed bond buying. There isn't a man or woman working here who isn't deeply conscious of

the importance of investing every possible penny in war bonds for "bullets now and bread later". They know that our early set-backs in this global war were due to "too little, too late". They realize today that this is a battle not only of arms and production, but of money—money to speed the flow of weapons, to launch the ships, to fill the skies with planes, to speed the day of final reckoning. Ypsilanti Reed will more than meet its quota in this Fourth War Loan Drive—that's the pledge of every man and woman here!

WHAT'S NEW?

The Answer Concerns Your Future Security

Have you wondered what will happen when war contracts stop and peace production resumes? Are you concerned with what plans Ypsilanti Reed has to meet this sudden impact? Well, the details cannot be revealed at this time, but it can be authoritatively disclosed that Ypsi-Reed's post-war production plans are already far beyond the blueprint stage. New products, new designs, new materials await the signal—a guarantee of full post-war employment not only for Ypsi-Reed's present employees but for the returning veterans of this community. The Ypsilanti Reed display at Chicago's 1944 Furniture Market gave a hint of what's in store for the future—a future bright with promise and hope.



"Never Mind! They'll come down on Ypsi-Reed Cushions"

BUY A BOND TODAY



YOU CAN POINT WITH PRIDE TO YPSI-REED'S GREAT WAR EFFORT

You know what a great job you're doing day after day in turning out a steady stream of jeep seats, cargo truck bodies, tarpaulins, gun covers and other war materials. You're mighty proud of that job, and what it means to the men on the fighting fronts. It's something to know that an item you are working on today will be playing a vital part in the invasion of Hitler's European stronghold in the months to come.

Now, Ypsilanti Reed is telling your friends and your neighbors too—giving them the picture of their home front right here in Ionia. Reproduced above are the first of a new series of newspaper advertisements addressed to the men and women of Ionia. They're appearing twice weekly, each one a dramatic insight into some phase of Ypsilanti Reed's war production.

Wherever Americans are fighting—in the islands of the South Pacific, in the Aleutians, in Italy, on the high seas, and poised for the invasion of Western Europe—you'll find them depending in some measure on the every-day efforts of the men and women of Ypsilanti-Reed way back here in Ionia.

WORKING TO WIN

In each issue of the "Ypsi-Doodler" we intend to picture several Ypsi-Reed workers "on the job" for Victory! Watch for your co-workers in this column.



Here's ANDREW REPIK operating a router in the Mill Room. "Andy," steward of his department, came here right after graduating from high school in 1933. His brother Edward who left high school to work in the Pattern Room is now in service—one of Ypsi-Reed's honor roll boys. The father of the Repik boys came to America from Czechoslovakia in 1918. He's been doing a great job here at Ypsi-Reed ever since.

★ THE YPSI-REED HONOR ROLL ★

These are the men and women of Ypsilanti-Reed who are enlisted in the service of their country. We're proud of them!

Don Erridge
Leo Harrington
Raymond Moorhead
John Smejkal
Arleigh Hull
Frederick Meyers
Robert Sailer
Charles Weaver
David Steere
Leo Green
George Robinson
Kenneth Nemetz
George McGahn
Edward Repik
Richard Zander
Faude Linderman
August Odinga
Jack Stoudt
Keith Rhodes
William Holtford
Fred Hearld
Raymond Brooks
Donald Parker
Wayne Hyland
James Peterson
Rowley Nelson
Carl Ritchey
Willard Higbee
George Sallack
Emery Bowen
Fred Martenies
Ronald Beach
Louisa Marsh
Lowell Raymor
Harold Hazzard
Weston Townsend
Vern Roach

Harold Jeffery
Joe Klinessmith
Francis Sprague
Phillip VanderVelde
Earl Van Dyne
Wesley Harp
Stanley Hanline
Kenneth Ransom
Royal Dye
Richard White
Robert McCord
Keith Tanner
Harold Nave
Tom Winchell
Raymond Martin
Donald Minkey
Donald Eddy
Jerry Salick
Walter Winright
Howard Clack
Frank Thalison
Clarence Rammacher
Richard Mathews
Patrick Piggott
Thomas O'Donnell
Howard Edwards
Edward Sovereign
Frank White
Benjamin Nestle
Gordon Rowley
Joseph Martin
Ernest Clack
Clark Patterson
Loren Inman
Roman Esch
Lee Woodbury
Clifton Miller

Walter Laffer
Joseph Krueger
Willard Doty
Donald Bailey
Joe Weaver
Vern Dean
Raymond Wagner
Vernon Heppie
Orville Fleck
Frank Banbagel
Len Bright
Leo Randall
Leon Kubez
Harvey Miller
Roy Miller
Charles Smith
Henry Wagner
Anthony Smejkal
Perry Moore
Charles Wrung
Robert Richardson
William Swain
Paul Johnson
Verl Ferris
Paul Treisweiller
John Jenks
Woodrow Rowley
Wayne Anderson
Robert L. Palmatter
Marvin Corkwell
Robert C. Howe, Jr.
Francis L. Fedewa
Kenneth Maus
Frank Wm. Maynard
Frederick G. Helmer
Manley O. Galloup
Hugh R. O'Donnell

Arthur Francis
William G. Vermillya
Frederick Ketnen
George W. Dean
Sidney J. Ball
Gayle Leslie
Ernest Floyd Nelson
Michael Wiezorek
Avery W. Hough
William Maxwell Bensinger
Norman Ketner
Raymond Andrews
John D. Wunemaker
Frank Minier, Jr.
Alton G. Perry
Charles E. Ball
Woodrow W. Rigdon
George R. Gillson
Edwin Ingvarsson
Alden H. Smith
Frederick D. McCord
Hubert Rex Allen
Bob G. Horn
Max A. Bradley
Gordon Howe
Kenneth Warren
George H. McArthur
Vernon Haman
Donald Miller
Elton R. Goodwin
Frank J. Krhovsky
Donald Wiseman
Charles Miller
Lynn Kanouse
Ira Hanline



Meet JESS GALLOUP—he's been around here for the past quarter century except for a period in the early 30's, working in the Mill Room and the Framing Room. At the present time, he's putting wood trim on upholstered pieces. He has a son who left Ypsi-Reed temporarily to do a little job for Uncle Sam!

"READY" FOR POST WAR PRODUCTION



NATION'S OUTSTANDING FURNITURE BUYERS HAIL YPSILANTI REED DISPLAY AT CHICAGO'S 1944 MERCHANDISE FURNITURE MARKET

WASHINGTON, D. C.—Mayer & Company. C. J. Berry states: "Your designs are getting lovelier and your styling smarter every year. Much as I'd like to be receiving larger shipments, with three sons in the service I'm acutely conscious that your war production must come first."

MIAMI, FLORIDA—Maxwell Company. Irving Greenfield expresses himself thusly: "Ypsilanti Reed designs and up-to-the-minute styling have proven especially adaptable for Florida's all-year around hotels, as well as Florida's year 'round mode of living. I can assure you that our post-war merchandising will feature your line in a big way."

DETROIT, MICHIGAN—The J. L. Hudson Company. Dick Braun states: "After seeing the Ypsilanti Reed exhibit, I'm convinced you have the best-designed furniture I've seen in the medium-priced bracket. I'm certainly looking forward to the time when we can have plenty of it."

KANSAS CITY, MISSOURI—Helmerts Company. Ed Helmerts declares: "For more than 29 years we have been buying the Ypsilanti Reed line, and this Chicago exhibit simply bears out my contention that your organization is one of the widest-awake in the furniture field."

ST. LOUIS, MISSOURI—Scruggs-Vandervoort-Barney. C. P. Whipple says: "Having been born and raised in Ionia, I look eagerly forward each year to renewing acquaintance with Ypsilanti Reed at this market. My enthusiasm for Ypsilanti Reed's line has never waned; I'll certainly welcome the day when I can again place large orders and get regular shipments."

LOS ANGELES, CALIFORNIA—Bullock's. C. F. Haase made this statement: "The Ypsilanti Reed line is perfect in both styling and design for fine California homes; yes, including its wide-spread use in the magnificent homes of Hollywood stars and on the sets of the movies they're making."

CLEVELAND, OHIO—Sterling & Welch. George Killius had this statement to make: "Our organization has been buying Ypsilanti Reed furniture for nearly 28 years, and today more than ever I consider it ideal for our trade. I enjoy doing business with the Ypsi-Reed people."

PITTSBURGH, PENNSYLVANIA—May Stern Company. Says J. Epstein: "Ypsilanti Reed furniture styling today is at least a year ahead of any competing manufacturer. The quality of Ypsilanti Reed workmanship is instantly recognizable."

CHICAGO, ILLINOIS—Carson, Pirie & Scott. John Dexter speaking: "Ypsilanti Reed has consistently been featured as a major part in all our furniture merchandising. Being more than ever interested this year in Ypsi-Reed's new designs, I made a trip over to the plant at Ionia previous to the opening of the market. It was very much worth-while."

BUY WAR BONDS today for PROSPERITY TOMORROW