



THE BROWN BULLETIN

To Further the Cause of Co-operation, Progress and Friendliness



Vol. IX, No. 1



Berlin, N. H., July 1, 1927



BROWN COMPANY KINDERGARTEN OUTING

THE BROWN BULLETIN

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JULY, 1927

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BROWN BULLETIN PUBLISHING ASSOCIATION

"The object of this organization is to publish a paper for the benefit of the employees of the Brown Company and of the Brown Corporation, in which may appear items of local and general interest; and which will tend to further the cause of co-operation, progress and friendliness among and between all sections of these companies."—By-Laws, Article 2.

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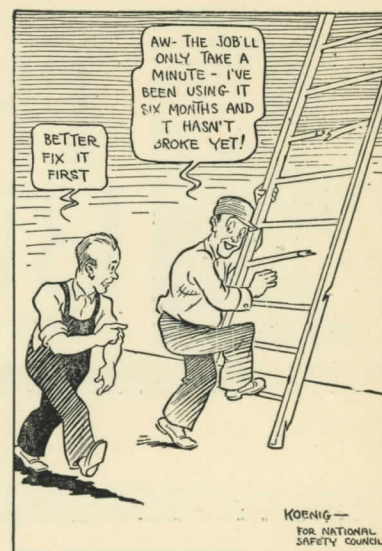
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ONCE MORE MAY BE TOO OFTEN

Most of the crooks behind the bars didn't get caught on their first job. Men who get hurt have usually taken the same chance many times before. When it takes five minutes or more to make a job safe and only one minute to do the job itself, you don't need two guesses to figure out what the average man will do.

Take ladders, for example. When the said average man is confronted with the choice of using one in the last stages of debility or looking for a safe one he follows the slippery path of least resistance, trusting to continued good luck or his ability to land on his feet like a cat. Of course, equipment should not be allowed to become unsafe. Somebody must be responsible for its maintenance. Too many men leave the reporting of hazards to the safety inspector or the safety committee. But no inspector or committee can be everywhere at once and a lot of things can happen between inspections.

Think of the other fellow as well as of yourself and report these unsafe conditions.

THE BLUSHING

They tell us of the blushing bride
Who to the altar goes,
Down the center of the church
Between the friend-filled rows.
There's Billy, whom she motored with,
And Bob with whom she swam;
There's Jack, she used to golf with him,
And Steve, who called her lamb;
There's Ted, the football man she owned,
And Don of tennis days;
There's Herbert; yes, and blond Eugene,
Who had such winning ways;
And there is Harry, high school beau
With whom she used to mush.
No wonder she's a blushing bride;
Ye gods, she ought to blush.

COMMERCIAL ADVERTISING

By ARTHUR L. THOMAS, Multigraph Room

WHAT is meant by advertising? The average person will probably reply, "Newspaper publicity." This is true to a certain extent, but advertising includes more than this. It includes, in fact, everything which becomes known about a business.

A standard dictionary defines advertising as "Making known by public notice." It has also been called, "printing salesmanship," "extending your market," "telling a person that you have something which he ought to possess and asking him to buy it," "spreading information through printed word and picture." A more recent definition states that "anything employed to influence people favorably is advertising." But getting away from definitions, the simplest way to grasp the complete meaning of the term from the commercial viewpoint is to list the things which may be included under the advertising of a retail store.

Some forms of such advertising are: billboard advertising, newspaper publicity, window display, inside store display, show cards, posters, catalogues, hand bills, souvenirs, package inserts, street car cards, radio broadcasting, aeroplane sky writing, demonstration, store policy, store appearance, the name on awnings and over the entrances and on the delivery wagons, floats, word-of-mouth advertising by both clerks and customers; in short, anything, good, bad, or indifferent that brings the store, its goods, or its service before the public.

The least defensible form of advertising is billboard and other advertising along the public highway. It mars the landscape, covers up spots that should be improved by gardens or cleaned up to prevent disease. In certain cases billboards obstruct the view of pedestrians or drivers, and prove a contributory cause of accidents. We have proceeded a little way towards abolishing this evil, for on April 25, 1927, the Highway Commission of the State of New Hampshire established the following regulation pertaining to roadside advertising on trunk line highways:

"No permits will be granted to any person or persons for placing advertising signs within or over the rights of way of the trunk line highways, which in most instances are four rods wide (66 feet). Any advertising adjacent to the rights of way

must be placed on private land with the consent of the land owner."

The following penalty is provided for in the law for violations of this regulation:

"Any person violating the provisions of such posted rules and regulations shall be fined not more than one hundred dollars and shall also be liable for all damage occasioned thereby."

The time probably is not far off when public opinion will entirely banish this form of advertising.

Newspaper advertising is most important for the average business. It brings the store's message to the greatest number of people in the most effective way. It may be local or foreign.

Local advertising is inserted by merchants of a city or town to attract people into their stores to buy goods which are on sale. Foreign advertising, on the other hand, is inserted by clients who do not operate stores or establishments in the city or town where the newspaper is printed.

The newspaper advertisement of any product which is not manufactured or produced in our city is an example of foreign advertising. To illustrate, take an advertisement of "Shredded Wheat," manufactured in Niagara Falls and advertised in the *Berlin Reporter*.

Advertising in various forms has existed for hundreds of years. There is an Egyptian papyrus in the British Museum, said to be 3,000 years of age, which advertises for the return of a runaway slave. Newspapers, were, however, the first important mediums of modern advertising. Early advertising was generally readable and truthful, but in the middle of the nineteenth century papers were full of advertisements of patent medicines, all sorts of fake mining companies, and swindles of many kinds. These things gave advertising a bad name, which it has been slow to live down.

Magazines were the first to clean up their columns and newspapers had to follow. Today many newspapers insist on absolute honesty in all ads that they accept. It is this policy that prompted the "New York Times" to offer a reward of \$100 for information leading to the arrest and conviction of any person obtaining money through the insertion of a fraudulent or misleading ad in its columns.

Advertising must be open-minded. Advertising tone, display, and diction are constantly improving. It is only by keeping step with progress in publicity that the retail merchant of today may hope to appeal effectively to the readers of his advertisements. Mere statements are not sufficient. The public demands ads that are interesting because of the facts which they contain.

The small retailer is in constant competition with the publicity of department stores, mail-order houses and other organizations, because their advertising is excellent. To compete with them successfully, the small retailer must advertise effectively. He must know the tastes of his customers, realize how the goods of his store fill his customers' needs, and then advertise convincingly, keeping constantly before him the customers' point of view.

Advertising demands attention. In large cities the preparation of advertising has become little less than a science. Realizing its importance, merchants employ highly paid men who give to advertising the attention it needs. Therefore in larger cities, most advertising is well written, well displayed and well printed. Retailers in small towns do not give as much attention to their advertising as they should. Too many merchants dash off an ad in five or ten minutes without thinking whether it will result in increased business or not.

Much advertising fails. There are many reasons for this. The failure of retail merchants, or their advertising writers, to give to their advertising the necessary time and thought is one of the most potent causes for wasteful advertising. The preparations are too often delegated to a person who is not competent to voice the message of the merchandise. He is not interested in advertising and regards it as a necessary evil rather than a means of promoting business. He does it in the quickest way possible. Sometimes the merchant who prepared the copy is inclined to the misguided belief that "everyone knows him," or that his friends will trade with him anyway. As a result he turns out unproductive types of announcement. Many merchants do appreciate the importance of advertising and for that reason fear to trust it to anyone else. The head of a store is usually a busy man. Advertising is but one of his duties. Many

times he slights it or hurriedly passes it on to the newspapers. If invited to talk before a hundred of his customers, the same merchant would spend hours polishing his message and fitting his ideas to the audience. Is there any justification for his dashing off his ads in five or ten minutes? Hundreds of his customers read them and gain their ideas of his store largely through them.

There is urgent need of better advertising among small town retailers. More effective publicity is needed, not only because it brings greater returns to the retailer, but also because it gives better service to the public. Good advertising from the standpoint of the public reflects the character of the store. It is interesting. It tells the truth. It really describes the goods. It aids in buying. The first reason why people trade away from home is the fact that much mail-order-advertising is very good, while that of the local store is often ineffective. The mail-order firm tells the reader in an attractive way all the things he wants to know about the goods advertised. The local store must do the same, if it is to be effective. A merchant advertises for one reason only—to get business. He gets business only if his advertising really serves the people. To make this clear, let us examine the function of a retail store.

Why does a retail store exist? Simply because it serves the public and is a public convenience. The retail store makes it possible for people to get the goods they want, when they want them, and in quantities desired. The retail store introduces new goods, which will increase the comfort and convenience of the public. Such things as vacuum cleaners and electrical apparatus simplify household duties. It is impossible to imagine a town without any retail stores at all. Retail stores will cease to exist only if other forms of selling serve the people better. People buy away from home only because they think they can get better service. If they do not know that they can get equal service at home, the local stores are at fault.

Effective retail advertising increases business in four definite ways.

First, it sells goods, not only the item advertised but other articles that the customers see when they visit the store. Second, it increases confidence and builds up good will for the store by giving publicity to the usual offerings and by educating the public to expect certain definite services. Third, it extends the fields from which the store claims trade. Fourth, it secures a permanent class of buyers for the store.

The progressive store seeks to stress all of these points at various times throughout a long period of advertising. A store profits most from a steady list of customers, and not from the occasional buyer and transient customer. Continuous advertising by the retail merchant keeps the name of the store constantly before the public. Only continuous advertising pays.

Retailers can profit from the experiences of national advertisers who have lost their prestige as a result of discontinuing their advertising. The case of Pearline illustrates this. Pearline at one time was the most widely known washing powder on the market. In fact, it was so widely known that the manufacturers decided that they need spend no more money telling housewives about it. They stopped advertising. Where is Pearline today? It has stepped aside in favor of a half-dozen or more similar products which are always advertising.

"But advertising costs money," says a merchant. "Why not save it." It does cost money. So does the clerk cost money. Why not save his salary? Because he sells more than enough to pay for his salary. Advertising is a sales expense. It must be charged to the goods sold. If properly done advertising will increase sales more than enough to pay the increased expenses and will leave an additional profit for the merchant.

To make this clear, suppose a merchant without advertising sells \$25,000 worth of goods a year. The goods cost him \$18,000, the store expenses are \$5,000, the net profit is \$2,000. Now suppose he expends \$500 for advertising which will increase his yearly sales to \$30,000 without additional store expenses, the goods cost him say \$22,000, the expense of selling would be \$5,500 (with advertising). His net profit will be \$2,500. This is an imaginary case, but shows the effect of good advertising.

Advertising widens the market of the retail store. Right in our own town there are merchants who draw from outside trade areas through some form of advertising, but in order not to call names, let us take an example further away.

After selecting a town of 5,000 people in North Dakota, as a location for his store, one merchant got a prominent city architect to draw up the plans for the erection of a model store. The merchant specified that the store must be the largest, brightest and handsomest country store in the state. This is exactly what he operates today, 85% of his trade are farmers. Many of them drive from 20 to 50 miles to trade at his store. The annual sales of this store exceed \$650,000 yearly. The success of this merchant is the result

of efficient merchandising, one branch of which is retail or commercial advertising.

Looked at from another angle, advertising does more than sell goods for the merchant. It tells him about the new goods, creates new values by telling him about new uses for old goods and in general increases his happiness through helping to bring about a higher standard of living.

Where would the radio be today if they were not continuously before our eyes creating a demand for them?

Advertising is an educator. It brings knowledge of new wants and new comforts. Good advertising is a regulation of business, and an insurance against dull days. It disposes of over-stocks, introduces new and profitable lines, and furnishes an outlet for greater quantities of goods than could be sold without it. Every dealer whether he knows it or not, advertises in countless ways. If he did not believe in advertising, he would have to tear down his sign, board up his shop, and do his business through a hole in the wall.

LIST OF DEATHS

Chemical Mill

Louis Gilbert was born July 13, 1900. He commenced work with the Brown Company Sept. 18, 1917. At the time of his death, which occurred May 25, 1927, he was working at the Chemical Mill.

Cascade Mill

Jos. Gauthier was born in 1852. He commenced work with the Brown Company July, 1904, and has been employed continuously until his death, which occurred May 21, 1927.

Chas. Morency was born April 7, 1885. He started work for the Brown Company in 1906 and has been employed continuously until his death, which occurred May 20, 1927.

Upper Plants

August Bernier was born Nov. 17, 1861. He commenced work with the Brown Company in 1901 and has been employed continuously until his death which occurred May 21, 1927.

Bill of B. H. to New Boarder—"I suppose you know what it is to be hungry." N. B.—"No, but I'm learning."

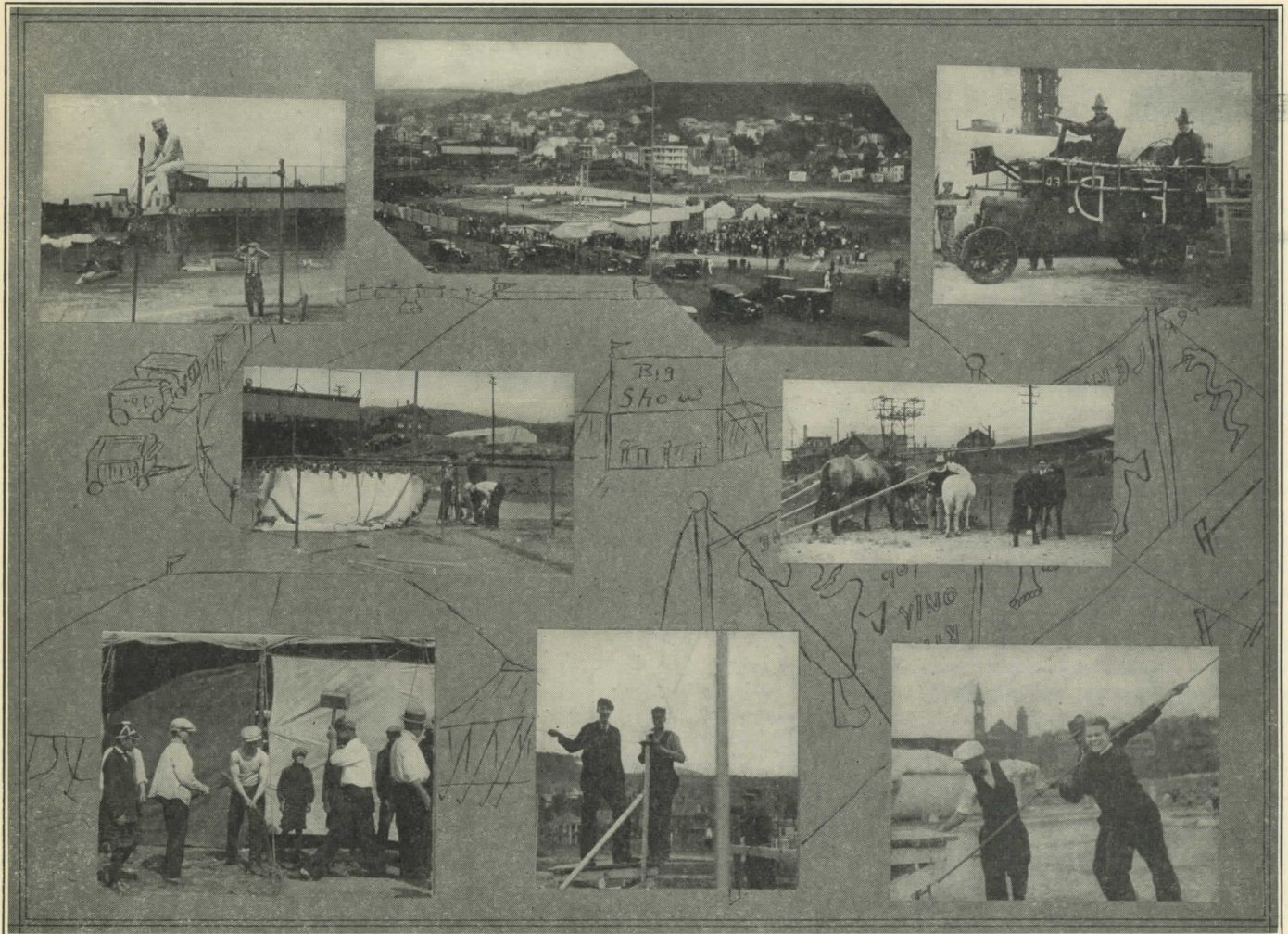
THE SIDE SHOW REVERSED

Jones (at side-show)—Mister, I've a wife and fourteen children. Can't you let us look at the monkey for half price?

Showman—Fourteen children! Wait, I'll bring the monkey out to look at you,

OUTDOOR CIRCUS at Y. M. C. A. FIELD

By VERONA DAVENPORT



A RECORD crowd was out to attend the Circus which was held on the evening of June 9th at the Y. M. C. A. field. The grounds had all the tents and fixtures of the "big top," and all who entered the gate felt that they were indeed visiting a real circus such as we used to see years ago. Including the performers and those standing in the natural amphitheatre outside the canvas walls, over one thousand people enjoyed the performance.

Shortly after six o'clock the parade started from the "Y" grounds, going through the business part of the city and back to the starting point. Barnum and Bailey could not have asked for a better crowd than that which lined the streets, cheering the performers as they passed in review. Beautiful horses, gayly decked

bicycles with their riders, trapeze performers, acrobats, clowns, animals, and all the other stars of a great circus were out with colors flying.

At six-thirty, the great side show opened where living curiosities from all parts of the world were exhibited. Sword swallowing, dancing, tumbling, hand balancing, and funny stunts all had their place, and during the three shows put on during the evening the house was packed to capacity.

The Fecteau Brothers assisted by Shampou and Lessard, fancy exhibition dancers, clowns, etc., comprised the band of living curiosities which entertained the large audience throughout the evening.

The band concert given by the Burgess Band just before the Big Show started, was greatly enjoyed by the music lovers

who lined the grandstand and the improvised seats about the arena. Several popular pieces and several of the old favorites were played, each one bringing forth a burst of applause.

At eight o'clock all the performers entered the big ring and paraded in review before the cheering spectators. Judge Harry Noyes, of Gorham, the ring master and announcer, headed the parade, followed by Pete Beaudoin and his clown band and the little policeman, Arthur Fecteau. After these came the boy cyclists, the trick pony, Indian Chief Black Hawk, White-Wing from Milan, acrobats, dragon, elephant, groups of "Y" boys in costume, several antics from the olden days such as the much-talked-of "cart before the horse," fire truck, steam organ,

police wagon, and several beautiful American and Arabian saddle horses with such riders as Mr. and Mrs. Woods, W. R. Brown, H. S. Gregory, Eddie Long and others.

The Clowns copped the first act after the Grand Entry and performed a series of stunts that brought forth many a laugh and much cheering. Uncle Silas, from Green Valley, Copperville, (Lawrence Holt), with two red cherries on his cheeks which matched the red in his homespun socks, was the object of much attention—as was Cousin Percy (Roland Haines), the speckled victim of paint-itus and stuffed-itus, and Rastus (E. Davenport), the little black boy with all the ruffles, and Abie (Arthur Thomas), the guy that Mr. Gallagher missed when he ran into Mr. Shean. Uncle Josh (Henry Barbin), and his dog (June) afforded much amusement in their special stunt called "Waiter, Bring on the Hot-dogs," the waiter being Albert Roy, who most efficiently served his customers and then most efficiently made his exit.

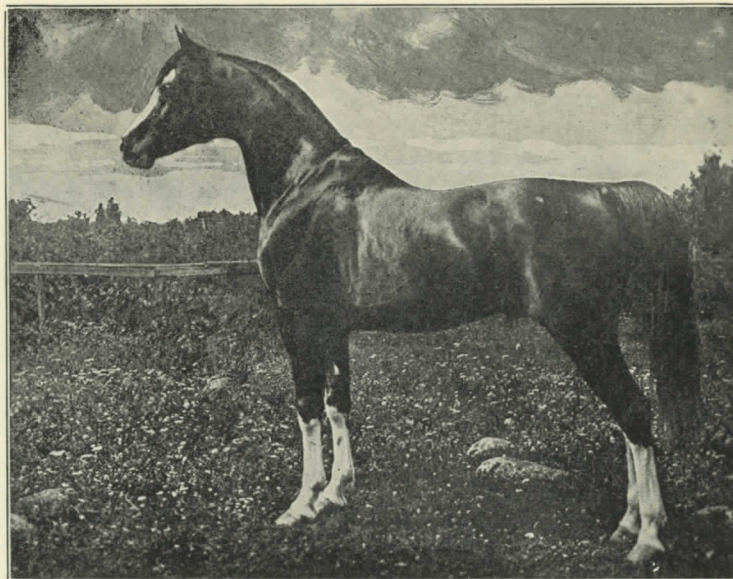
Pete Beaudoin, the director and leader of the clown band and comedy stunts, kept all corners of the field supplied with rollicking fun throughout the entire evening. His big stunts were the "trick house" and the "perils of a great city." These filled in a period of side-splitting laughter which even the worst grouch in the world would have to admit was a smile puller. The house with an opening in any place one happened to touch was in itself a

complete knockout, and when the fire started and the fire truck and the police wagon were called out to put out the fire and carry off the injured, one could easily appreciate the fact that the perils of a great city are humorous as well as serious. The old police wagon, a relic of ancient times, and the fire truck, a supernatural demon on wheels, attracted the attention of everyone on the field as they went about their work of accomplishing the

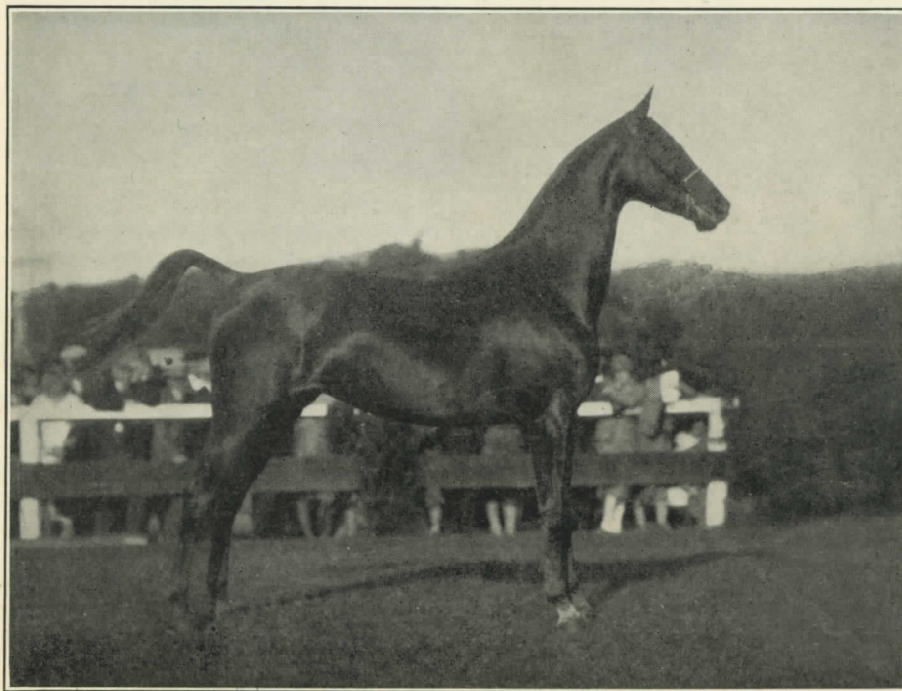
most rigid of tasks, the former "hauling folks in" and the latter "hauling them out." Pumping up a tire while your car runs driverless around somebody's field is a thing we sometimes read about, but never before have the citizens seen this feat performed in such a humorous manner. The Perils of a Great City brought out all the funny things that happen in every-day life, and Pete Beaudoin, the author of this stunt, and his group of workers who helped perfect it, certainly advertise to the people of Berlin that there is a lot of work in comedy. The police patrol was very well taken care of by two able-bodied men in police uniform, Octave Lambert and Eddie Cloutier. The fire truck was managed by Eric Holt, Godfrey Hanson, and Erling Anderson.

Beaudoin and Lafleur, the bouncing buddies, were especially good in a series of cart wheels, nose dives, hand springs and various other stunts performed on a spring net.

The Fecteau troupe, consisting of Wilfred Fecteau, leader, and his brothers Alcide, Ernest, Archie, Leo, and Johnnie Lessard, Armand and Rogé Shampou, and George Lafleur, was a top-notch attraction. The pyramid act included all except Archie. In the tumbling act Wilfred was assisted by Alcide and Johnnie, and Armand. The revolving ladder events were put on entirely impromptu by Lorenzo Fancher and Roger Shampou. The most nervy of all was the aerial-trapeze act in which Wilfred was assisted by Archie and Armand. These acts were the equals of those done by professional performers, and



ABU ZEYD—HEAD OF MAYNESBORO ARABIAN STUD



GRACE GORDON, RAISED AT SUTHERLAND FARM

it is a matter of pride that our backyard playgrounds and Y. M. C. A. gymnasium have produced so much talent.

The jumping police dog of Paul Brown was cleverly handled by Eddie Long, who has given him a training equal to that in vogue among the police forces in Germany. The police dog is one of the most intelligent of dogs, but requires an outlet for his vigor and activity. With proper training he becomes a source of pride. With neglect he becomes what so many police dogs have become in this section, a menace to society, and particularly children.

The pony race was between the trick pony, Moxie, owned by Alden Hamlin of Milan and ridden by Lawrence Barbin dressed as a cowboy, and Dopsie, the pony of George Boucher, who was dressed as an Indian. Boucher won, but later in the evening Moxie made a great show of cleverness and training.

The American saddle horses owned by Mr. O. B. Brown, and the Arabian saddle horses owned by Mr. W. R. Brown were

exhibited at different times throughout the evening, and the people who love beauty and grace were well satisfied as these horses danced and pranced, trotted and walked around the field. It was a treat in itself to see the excellently trained animals perform their part of the program. Among the Kentuckies exhibited were Caprice, Grace Gordon, Luville, and Kib-bon Gordon.

The regular gymnasium work of the Y. M. C. A. was well exemplified by the Indian club and torch drill directed by George Atwood assisted by Albert Morin and Laurier Brooks. The Junior Y boys put on a "Dance of the Fireflies," and the older boys had a wand drill.

The last thing on the program was a tableau, "All Honor to Old Glory." The Stars and Stripes unfurled to the night air was loyally supported by two soldiers and a Red Cross nurse.

The Outdoor Circus was held as a benefit to Camp Gordon, a place where every year several groups of boys from our city spend weeks of outdoor life, resting, work-

ing and playing on the shores of beautiful Umbagog Lake. The interest shown by the citizens of Berlin for this worthy cause is certainly gratifying to the leaders who have worked and are working for the continued improvement of our boys morally, physically and socially, as they go on training to be the "men of tomorrow."

Much praise is due to the supper committee who furnished the excellent supper for the workers and performers who helped to make this Circus a success in all ways. Those people who have helped with their time and money and acting have helped the boys of Berlin toward a higher grade of training and a finer standard of every-day living.

This was the first year that the Y. M. C. A. Circus was held out-of-doors. The success indoors last year was a stimulation to take it outdoors. The outcome has justified all the hopes of the most enthusiastic. It should become a regular event, so that a little more attention may be given to the illumination.

SULPHITE MILL GAS

Friends of Mr. and Mrs. Wm. C. Ferguson are very glad to hear how exceptionally well located they are at Kalamazoo, Mich. L. B. Paine visited them recently and was very cordially entertained. Mr. Ferguson is master mechanic for the Kalamazoo Vegetable Parchment Co., an immense concern, and the position carries large responsibilities. While at the Burgess he developed the happy faculty of handling a crew and getting a job done in Burgess hustle time and claims that the experience gained here has been a great help to him in his line of work.

Mr. and Mrs. Ferguson are actively engaged in the extensive welfare work conducted by the management for the benefit of the employees. A minister is supported, a community house with an audience room for services and pictures, a cafeteria, and all the advantages of a Y. M. C. A. is maintained. Included in the equipment are ample fields for outdoor sports.

The Ferguson family includes three nice children.

Both Mr. and Mrs. Ferguson are loud in praise of the country and climate and mention especially the fact that Kalamazoo is famous for its paper, celery and peppermint.



AT LAKESIDE

Jim Moody is thinking seriously of going to Paris in September. Jim, if you really go abroad, don't forget to give us all the details of the trip for the Bulletin.

Mr. Leon Newell of the acid-room department and Miss Marion Whitcomb of the graphic record department were united in marriage at the Episcopal church on June 3rd. The office girls were at their highest point of curiosity about two days before the wedding as no one knew when and where the ceremony was to take place. We want to say that it is mighty hard to keep these girls back when they get started. The result of their energy and detective work was that they attended the wedding in full force and used the confetti very freely and gave the married couple a royal send-off with their best wishes.

We were expecting an invitation from our tinsmith, Mr. Roberge, to attend his wedding which was to take place soon. As his lady has left the place for a vacation alone, perhaps we will have to wait a little while longer.

Roy Bulger has accepted a position in the multigraph department.

One of the biggest weddings of the year took place at the home of Mr. W. C. Thomas, Main Street, when Miss Dorothy Thomas and Oscar Christianson, both employees of the Brown Company were united in marriage. We of the sulphite mill wish them a long and happy married life.

Dorothy and Ruth, the multigraph twins, have just been through a painful operation. They were overhauled and cleaned. They feel much better now and don't mind running from 7:30 a. m. to 5 p. m.

Leon Newell who was married on Friday, June fifth, was not forgotten by the foremen, as a few days before a supper was given in his honor at Marshall's camp.

EVANS WINS THEATRICAL BEAUTY CONTEST WITH MAROIS A CLOSE SECOND

Special dispatch to Brown Bulletin.
Berlin, N. H., June 7th, 1927.

Evans, our local sheik, defeated his only rival, Fat Marois, by a close decision, as both received great applause from the audience. Mr. Marois, the town favorite, agreed with the judges, but some of his followers thought the decision unfair. Mr. Evans had a noisy bunch of followers that wanted to pay their tribute. So after the show they carried him to the forty-dollar suit of clothes that was to be secured at Larochelle's clothing store. The suit having two pairs of pants, Marois received one pair as the loser's share.

Outside the theatre the crowd gathered and hollered "We want Marois," and they almost mobbed the chorus girls that were judges. As higher authorities interfered this saved the lives of the judges. With Marois coming to the rescue saying that he had lost the contest fairly and to a better man, this settled the matter indefinitely. All in all, it was a big night in Berlin.

GIRLS' OUTING

Early Sunday morning, June 12, thirteen Brown Company office girls awoke with a start, each in their respective homes, and realizing that within an hour or so they must be "on board" the big truck, bound for a day's outing. Lunches had to be packed, noses powdered, pillows placed under arms, and what-not, to be in absolute readiness.

At last each and every one was settled in the truck on a load of hay and pillows, and all were crying lustily to "get going." Then they were off. It was a beautiful day and the ride was enjoyed immensely, despite the several bumps and jolts as the

big wheels rolled over a hill or two. Two hours or more of riding and they arrived at their destination, Lakeside. Everyone sprang out and soon the lunch was spread over nature's table, a bed of grass and they sat down and took part in the most important event of the day—so anyone would agree, to see the evident enthusiasm with which they used up sandwiches, pickles, cookies, and bananas, in one grand disappearing act. But, after all, no one had indigestion, not even Mickey.

The meal being over, snapshots were taken, a few are printed in this edition. Then games were played, and in a ball playing competition Catherine and Helen displayed great football ability, in that



HELEN BUCKLEY

they slid successfully over about 50 feet of ground without a stop, and had it been on the gridiron we are positive it would have been called a touch-down. However, a pair of stockings paid the price of such a slide, but it didn't spoil the fun, nevertheless.

When the afternoon began to wane, they once more scrambled over the edge of the truck and into the hay. At Errol they stopped to indulge in ice creams and drinks. Arriving at home, they presented a most "hay-seedy" appearance. But it was a gay old time, and also, it must be added that some of the girls found the water very warm, but rather rocky on the bottom where they were wading in.

And—many, many thanks for the use of the truck.

CO-OPERATION CAKE

2 cups good-fellowship,
1 cup smiles,
3 tablespoons sympathy,
1 cup business energy,
2 teaspoons organization.

Mix all ingredients thoroughly, pour into desks, and let spread until sufficient quantity remains. To be heated to 350 degrees F., but not in heated arguments.

Petrie has been looking over the vacation map in the vicinity of Timbuctoo. He says that he may find some valuable information. The only information we believe he could find there is the history of the cocoanut.

Joe Steele is now the owner of a Hudson super-six. Joe, do you remember that only yesterday you were walking and how happy you would feel when you would be offered a ride by a passing autoist?

Charlie McKenzie recently took a trip over the Glen road in his old boat. We don't blame you, for it is a sight for sore eyes as you travel over the Glen road. Just now is the panorama unfolded before you. The green pastures with their gentle undulations, the woods skirting the river, and the freshly ploughed ground showing in contrast, make a picture worthy the brush of an artist.

Gus Hawkins went fishing and caught them so fast that he could not count them, anyway he "says" that we would not believe him if he did take time to count them.

Best wishes to Mr. and Mrs. Philip E. Smythe, who were married Tuesday, May 17th.

We wish to extend our congratulations to Mr. and Mrs. Eaton on the arrival of a baby girl.

Joe Marcoux of the millwrights is very proud of his boy who has just won a free trip to Paris in the contest conducted by the Manchester Union.

Thibodeau of the millwrights should be sailing the high seas, as he has enough boats now to start a navy.

Fred Olson and George Stevens are perhaps the best of friends, but you never could tell it by their conversation.

Joe Vaillancourt of the ice plant is a woman-hater. Perhaps it is the ice business that makes him so cool and indifferent.

Young Rooney is now in the ice-plant department.

Antonio Paquette has accepted a position in the graphic recording department.

Miss Velma Lee is working in the storehouse for the summer.

Vacation Club started up again June 16th. It is very nice to get a check of \$50 or \$100 just before your vacation. So join now and be prepared.

Arthur Fredette is going to become a benedict on or about the first of September. How is that for advance news?

We have noticed that Pete Pinette started training again lately. But I also intend to tell you that I don't think it's going to be a 10-round bout, for we all hope and think he will knock out his man at the first chance he gets. Keep at it, Pete, you're doing fine.

A LEAF FROM MY WAR DIARY

JULY 16 AND 17, 1918

Today we got word that we are to leave Camp Devens tonight for France. We policed the barracks and emptied our bed sacks and packed our barracks bags and shipped them at four o'clock to the Quartermasters. We had our supper at the usual hour. After we had our supper, we made up our rolls and packs, and received instructions to remain within the battery. At nine o'clock everyone in their quarters and lights out. At eleven o'clock lunch ready, also one for emergency to be tied on our packs. At twelve o'clock lined up for the long journey and marched to the Quartermasters. We boarded the train at one-five o'clock. Left immediately, no lights. Arrived at the Cunard Docks, Boston, three-fifty. Everything quiet, not a sound. All the boys are happy except for one or two who would just as soon not go. We got on the ship immediately, I was the third man to go on board. We were given a card coming on board stating that we were entitled to a hammock and three meals a day. We left the dock at six-ten. Out of sight of the city at eight-thirty. Breakfast time not very much, some burnt porridge and black coffee and frankforts with plenty of grease. The odor of this ship is awful. We are of the opinion that the last time she carried a load it was a load of cattle. It won't take us long to get her in first-class condition. Dinner time found us all very sick to the delight of the fish, and continued on until supper time. All in our hammocks at dark. No lights. The name of this ship is H. M. T. Miltiades.

D. W. Stewart.

BAND NOTES

The Burgess Band played for the Y. M. C. A. Outdoor Circus. Although they tasted of circus life for one night only, they claim it is quite strenuous.

Noted conductor signs up for radio. Walter Damrasch becomes musical counsel for National Broadcasting Company. His

new work is the outcome of 25,000 letters received from cities, countries, towns and Western ranches. In these letters the wish is expressed that orchestral and band music by radio be extended to our schools and colleges.

William Black is our new snare drummer.

Bill Conway has joined our alto section.

City band concerts are very essential. Here is what some of the great men of the country say. "The poorest tune or hymn that ever was sung is better than no tune at all. It is better to sing than to be dumb however poor the singing may be. Any tune or hymn which excites or gives expression to true devout feelings is worthy of use like the music which taught our fathers to weep and give thanks in prayer meetings and revival meetings." Longfellow wrote, "Show me a home where music dwells, and I shall show you a happy, peaceful, and contented home." This may apply also to community, town, or city.

MORE KIDS' TRICKS

Five little girls went wadin'
Way up to their knees.
When we saw such actions—
Thought they'd surely freeze.

But the water wasn't frigid—
Let them tell it, too,
But they might catch rheumatiz—
I'll leave it up to you.

We must admit that children
Must have their own fun—
Off came the shoes and stockings,
Good time had just begun.

So they splashed around awhile,
Shouted loud with glee—
Will they ever grow up?
My, oh my, oh my, oh me!

MAY ACCIDENTS

Upper Plants

Serious accidents	0
Minor accidents	36
Without loss of time	45
Total	81

Sulphite Mill

Serious accidents	0
Minor accidents	22
Without loss of time	51
Total	73

Cascade Mill

Serious accidents	0
Minor accidents	18
Without loss of time	39
Total	57



Above, Left to Right: Jeanette Morrison, Dorothy Routhier, Marion Pilgrim, Doreen Twitchell, Mildred Sloan, Ona Oldham.
Below, Left to Right: Ann Morrison, Alma Powers, Marion McKinnon, Velma Lee, Dorothy McGivney, Catherine McGivney.

MADELEINE RIVER OPERATION

OUR LATEST ASQUISITION

By JOSEPH DAW

MADELEINE RIVER and Madeleine are typical French fishing villages of about 800 inhabitants all told, lying south and north of a river of that name and scattered over about six miles of the seashore. The surroundings are very beautiful. The cottages line the seashore, hugging the high-water mark, and immediately behind the terrain rises rapidly in a jumble of hills and valleys, culminating in mountains eventually reaching a height of 6000 feet. Their caps are still covered with snow.

The main office is at the pulp mill about three miles up the river, connected with the wharf on the shore by a so-called railway, which lands you at the end of steel 1000 feet in the air and the same distance above the mill. This railway is now out of commission, and the only means of travel is walking the ties.

To get to the mill from the terminus, you slide down the face of the mountain 500 feet, until you reach the boarding-house and office. Here you collect your scattered self and take another slide of 400 feet to land on the roof of the mill, which being built in the gorge of the river is inaccessible in any other way. Owing to the steepness of the rock sides, it is a sheer drop of 1000 feet. Through the roof is the main and only entrance, from which you go directly to the machine room. Perched on the rock a little above is the press room and shipping room. Below this is an intricate system of tanks and conveyors, and below them in turn are the rushing waters of the rapids of the gorge, a second Niagara on a smaller scale.

Hooked onto the sides of the gorge above the mill are a saw mill, two barking drums, and a slasher, the whole being a most marvelous piece of construction. Above again is the dam with its 120-foot head. From the dam a flume runs to the turbines below the mill, which can generate 6000 H. P., but are not at present hooked up.

To manufacture, the logs were picked out at the dam and taken either to the saw mill to be converted into lumber or to the slasher. From the slasher they went

to the barking drums and from the drums to the grinders, of which there were six, and then through the tanks, etc., to the pulp machines. On completion of the process, the pulp was pressed into bales and dried, hauled up 1000 feet by a hoist and loaded onto flat-cars, which tobogganed down to the wharf, where the bales were loaded on barges to be transhipped to a steamer which eventually took them to their destination. Somebody described the storage gully at Bersimis as a pulp-pile upside down, and this is surely a pulp mill upside down. The residents are French, their main means of livelihood being cod fishing, which lasts three months. The remaining nine months are spent in cutting and hauling logs, cutting them into firewood, sitting around the stove, and burning up the results of their previous labor. Occasionally they find time to catch a few trout or salmon, but all seem prosperous.

To get in and out in summer, you have trading boats with good accommodation calling twice a week from Quebec and Gaspé. In good weather you can get a car through from Gaspé. When the government road from Matane is completed, you will be able to drive from there and round the peninsula to Gaspé. From Quebec by boat it is about 300 miles, from Matane 135 miles, from Gaspé 80 miles. The road will pass through wonderful mountain scenery and skirt the seashore all the way, rising in places to a height of 2000 feet, with barely room for teams to pass on a road with sheer drops of 800 feet on one side and cliff on the other.

The climate from all accounts is one to be proud of, but during the past month the sun has been conspicuous by its absence and replaced with a grist of fog and rain. But given fine weather, Madeleine River should make a charming summer resort, competing favorably with others on the coast, with good sea, trout and salmon fishing and a perfect sand beach for bathing. Of the fishing you will probably hear later, as we have two delegates from Berlin testing out this end of the operation, and, if all they say is true, with perfect success.

Pete Hall with his family reside in the village, and is a most genial host with the assistance of Mrs. Hall. Greig and Burgess are wandering over the country estimating and bring in good reports. Daw is here on "so-called" engineering work, but at present only a small number of men are employed as there is a lot of cleaning up to do.

Owing to the time the mail takes to Quebec, we were unable to get our photographs of the district in time, but next month they will be sent down with a more full description.

BLIND MAN'S "BLUFF"

Among the many schemes for obtaining money from the thoughtless, and those who are either chronic or occasional "easy marks" is the game of blind man's "bluff," or the unordered merchandise scheme.

The Boston Better Business Bureau has this to say on the prevalent easy-money (for the promoters) scheme:

Citizens of greater Boston, as well as throughout the United States, are receiving unordered merchandise through the mails. For example, a veritable deluge of unordered neckties has been flooding the community under the name of a certain blind man. In this and in other cases, shrewd promoters have engaged the services of blind and crippled persons, and carry on an unordered merchandise scheme by featuring pictures and stories of handicaps of those behind whose names they hide.

Thus, many people who would not part with their money if they knew the truth, are induced to spend money for merchandise of questionable value because of an indirect charity appeal. Many of those whose names are used because of their afflictions are themselves better off financially than the persons whose dollars are sought.

You are under no obligation either to pay for unordered merchandise or to return it, even if return postage is enclosed. If you don't want the merchandise, do not use it, but lay it away in a safe place for a reasonable time in case the shipper should send his agent for it. The best way to break up this annoying practice is to make it unprofitable by not patronizing it. —Exchange.

BROWN COMPANY SALES OFFICES

SALES CONFERENCE AT NEW YORK

The following were present at the Sales Conference which was held in New York, June 10 and 11, at the Waldorf Astoria Hotel: Messrs. Norman Brown, Moody, Sherman, Fogarty, Taylor, Henderson, Fozzard, Bradbury, Gardner, Spring, Merry, Worcester, Collins, and Phillipi from Portland; Messrs. Flint, Harlan, Starr, Smith, May, Ashworth, Bond, Cowley, Slauson, and Moley from New York; Messrs. Moore, Babbitt, Pray and Gumbart from Chicago; Messrs. Rice and Gilman from Boston; and Messrs. Brinig and Skirm of Pittsburgh, McIntire of Minneapolis, Heyer of St. Louis, Van Pool of San Francisco, Thomas of Atlanta, and Nourse of Berlin.

Thirty-five men sat down to dinner at the McAlpin Hotel roof garden on Friday evening, and "a merry time was had by all."

Everyone present takes this opportunity to express appreciation for the welcome reception given by those in the New York office. We certainly were well taken care of. Mr. Flint was ably assisted as host by his own force, and our thanks are due them.

BOSTON

Messrs. Rice and Gilman recently attended a sales meeting at the New York office.

Among recent visitors have been Norman Brown, L. G. Gurnett, J. A. Fogarty, J. A. Taylor, W. A. Forrest, N. L. Nourse, and Alfred Watt.

H. R. Annable has just returned from a pleasant and profitable trip to the mills.

NEW YORK

The outstanding event of this month was the conference of the sales force which was held at the Waldorf Astoria hotel on June 10th and 11th. The regional sales agents, managers of various divisions and heads of technical departments were in attendance. The morning and afternoon sessions were devoted to constructive talks on the manufacturing and selling of our products. Among the speakers were Messrs. Norman Brown, M. S. Flint, J. A. Taylor, A. T. Spring, J. C. Sherman, J. A. Fogarty, G. N. Merry, R. L. Rice and E. F. Moody. These talks were very instructive and entertaining. Co-operation was

the keynote of the convention.

On the evening of the 10th M. S. Flint arranged a dinner for 40 on the Hotel McAlpin roof where the music of Ernie Golden's orchestra blended with the pep and enthusiasm of the men. One of the main features of the convention was Jim Taylor's new straw hat. Messrs. Henderson, Bradbury and Fozzard looked over the city from the Woolworth observation tower.

Charlie Cowley is on his vacation, touring New England, Canada and New York. While in New Hampshire he will visit the mill.

Cold, cruel, calculating New York tendered Colonel Charles Lindbergh one of the greatest and warmest receptions ever given to anyone. One of the most impressive sights was the harbor procession which escorted Lindy to Pier A. Every conceivable noise-making apparatus was brought into play, and, all in all, it was some demonstration.

MINNEAPOLIS

We regret to report the death on May 9th, 1927, of Mr. J. G. Ashley, manager of the fine paper department of the Minneapolis Paper Company, Minneapolis.

S. F. McIntire left June 8th for the East on a business trip.

W. A. Wellman of the McClellan Paper Company, better known as "Nibroc Bill," in company with his wife, recently returned from a fishing trip in northern Minnesota. Bill reports a nice catch of wall-eyed pike.

It seems destined that car trouble must still pursue our towel man, C. D. Johnson. Clarence informs us, upon his return from a short motor trip over Decoration Day, that a most enjoyable time was spent taking the carburetor apart and trying to reassemble it. Too bad, Clarence, that you traded the Essex for a Hudson.

CALCIUM ARSENATE

To all who think selling is just order taking, the following actual letter will be a surprise.

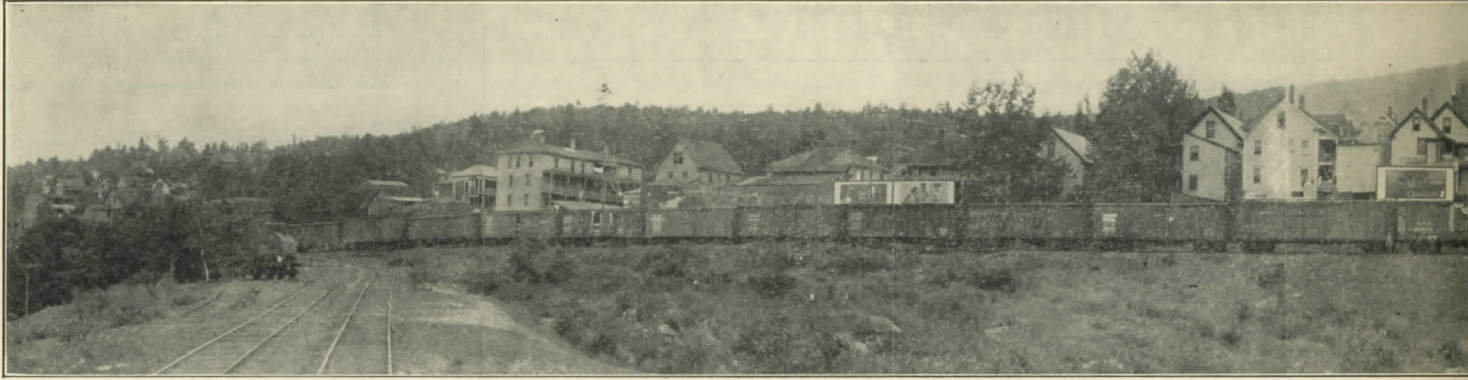
Distributing Company

— Ga.

Gents Yours of May 30th 1927 to hand and contense carefully noted. Now I am

a farmer and have not seen a boleweville but put my croopers on notice today to watch for them and as soon as they see aney to report to me and I will comence at once to poisen them. Now there is no Calcium in this section and I would suggest to you to get someone to handle same for you here and would reckamond to you the ——— Grocery Co whoes warehouse is on the R. R. track and could unload as it comes in and as they are situated on both Cen of Ga. R. R. and Ga Fla and Ala R. R. in this fine cotton belt and as We have hit it hard here for two years on act of the low prices of cotton and so maney of us belonging to the ——— Cotton asociation getin so litle for our cotton last year I only got 11.15 average where I paid my hans 13.50 average and at that they did not pay out and of corse I lost heavy. You fail to say what price you get for the Calcium. I heared a former dealer say yesterday when I asked him if he had aney Calcium for sale that I would need some if the wevills came the partie said he would not deal in the Calcium this season as he understood that the dealers had so much caried over from last season that he was afraid to buy as it would not be aney good this season so you will have to asure the farmers that your material x is all O. K. Also what Duster would you reckomend to use and would you reckomend dusting or the syrup mixture? now thre is in our town some Wevill nip that is being offering at half price. I will thank you for an early answer to this as it is reported that there are Wevils in our county. I am yours truly.

The picture on the next page shows what the Brown Company was able to do last year when ravages of boll weevil and army worm suddenly developed in Texas, after preliminary reports that there would be little infestation. In two weeks 102 carloads of calcium arsenate, packed 30,000 lbs. to the car in drums each holding 100 lbs., left Berlin for the threatened districts. Of this amount, one solid trainload of 43 cars started through to Memphis, using the Grand Trunk to Chicago. Twenty-nine cars started on the Boston and Maine and were not separated until they reached Potomac yards. The Southern cotton grower prefers to wait, for there are years when there is no serious infestation.



PORTLAND OFFICE

It was learned at the New York Conference that Mr. Worcester was the guest of Mr. Dean of the Forecasting Analysts of the Dupont Company, together with Messrs. Fogarty and Ashworth, at Mr. Dean's farm. While there he attended a "nutting party," and Mr. Worcester is now an authority on nuts. Larry now knows that nuts may be gathered in the spring as well as in the fall. For further information, ask Larry.

H. B. Chase has recently purchased a car, having disposed of his Oldsmobile some time ago. This time it is a Pierce Arrow sedan.

The purchasing department is to have new offices. They are being remodeled from the two storerooms on the yard side of the lower office.

The attention of those interested is directed to the fact the Irish Free State prohibits the importation of potatoes without a special license.

We hope our National Towel Campaign, extending over a period of six months, June 15th to December 15th inclusive, will realize and result in a large number of new towel accounts.

DeWitt Lambord has joined the South Portlandites, as all good thinking people finally do.

Edgar Morris of Berlin Office was with us for three days recently.

Our office-building trimmings have been

given a new coat of paint, and the improved appearance of the building is very noticeable.

E. W. Maling has purchased a Reo "Flying Cloud" sedan.

John Quinn of Berlin and William Bennett of Quebec made us a call this past month.

P. G. Peterson is the reporter for this month and George Fozzard will receive items for next month's issue.



BRINGING IN FIREWOOD AT SIERRA LINDA RANCH

Donald C. Rideout is the new driver of the Reo truck. John T. Curran, former driver, is back at his old job as surveyor on the wharf.

Harry T. Currier is carried away with his new camp at Lakeside Park, Sebago. So much so that he spends all his spare moments there.

Earl Kavanaugh and party of friends motored to Hanover for a fishing trip over

the holidays. When near their destination their car was side-swiped by another and damaged so seriously that the car was left by the roadside and the party toted to Hanover. Earle says it was a narrow escape.

Al. Sylvester is learning to drive the car he purchased last fall. It is rumored he can be seen any night making several circuits of Broadway and High Streets in South Portland, getting ready for his dash into the big city.

On the twenty-eighth morning of May,
Some oranges fell by the way.

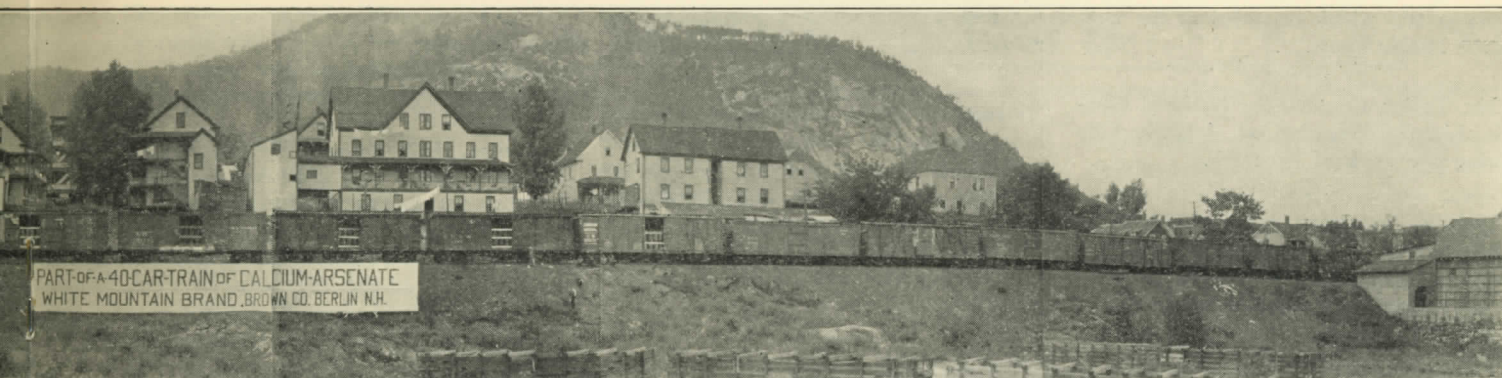
I dislike to relate
Their unfortunate fate.
Ask Lovejoy what he has to say.

NOTICE

An important change was recently made by Congress in the patent law, relating to the marking of patented articles. Instead of indicating the date of the patent as heretofore, it will in the future be necessary to specify the number of the patent, as for example "Pat. 1,630,426." This applies, however, to all articles or devices covered by patents issued after April 1, 1927; and, in respect of articles or devices covered by patents issued previously to that date, the prior practice of marking the article or device with the date of the patent should be followed.

Department of Market Studies.

By J. C. Sherman.



PART OF A 40-CAR TRAIN OF CALCIUM-ARSENATE
WHITE MOUNTAIN BRAND, BROWN CO. BERLIN, N.H.

"Well," said the clerk, looking out of the window, "this is a fine, bright afternoon for a little more dental work."

New men in the department of market studies and advertising are W. C. Decker and R. F. Elder. Decker is a graduate of Pennsylvania State College and Harvard Business School. Formerly he was in the employ of the Western Electric Company. Elder graduated from Harvard College, coming to Portland from Los Angeles where he was chemist and later manager of a film company, specializing in the so-called techni-colored films.

It was indeed a great pleasure to see once more our old friends, Scott F. McIntire and Mel Pray. Their stay with us was altogether too short.

One of the latest additions to the office force is Charles G. Smith, who is in the executive department. Mr. Smith was formerly secretary to Judge Chas. Johnson.

Hugh C. Lloyd, formerly in the finance department, made calls on many of his old friends here recently. He plans to return to Orono in September for his last year in college.

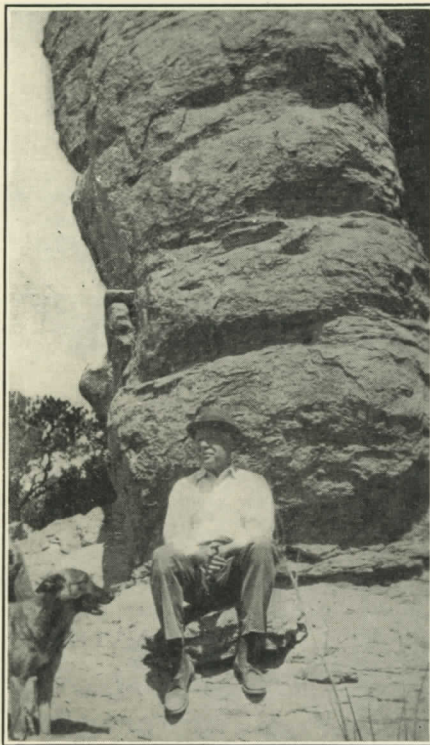
Clarence Eaton has completed the inventory of books in the library of the W. W. Brown estate, spacious home of our late president, W. W. Brown.

Mrs. W. B. Brockway is slowly recovering from her recent illness, and her many friends are glad to know she is able to be out and enjoy the summer days.

L. P. Worcester was in Chicago on business. Mrs. Worcester accompanied him.

J. A. Kelsey, accounting department, visited the Berlin office recently.

F. Lanigan plans to hunt wild moose on the shores of Sebago Lake during his vacation.



L. G. GURNETT
NEAR HIS SIERRA LINDA RANCH, 8000 FEET
UP, IN "WONDERLAND OF ROCKS,"
ARIZONA

The yard and roadway between the spur track and office has been graded with stone and gravel and covered with oil. When the oil is absorbed it will be a great improvement.

A bulletin-board notice of timely interest is the reference to parking cars on the railroad company's lot in front of the office. With the increased number of cars owned by members of the office force, a little system in parking will amply take care of all who wish to utilize this privilege. Remember the motto "Get together."

Maurice Dee's four-year-old son, accidentally and severely burned recently, is out of danger at Maine General Hospital and is expected to recover rapidly.

W. B. Brockway acted as host to those of the accounting department who attended the opening game of the baseball season, recently. The invitation was general, and quite a number took advantage of Mr. Brockway's generosity.

Mr. Callahan of the financial department is in Boston attending the graduation exercises at Notre Dame Academy, where his daughters, Mary and Helen, are attending.

L. G. Gurnett, financial agent, is sporting a new flat-top desk. The old desk has been pressed into service in the market-research department.

H. S. Chellis is back in the office after being confined to the house for several days with the grippe.

Geo. Grant is to spend the first two weeks in July at the Allen camp, Little Sebago Lake.

Walter Forrest has returned from a week's vacation trip through Massachusetts, Rhode Island and Connecticut.

Mr. Burke has just returned from a business trip which extended as far west as the Pacific Coast.

Mr. Taylor attended the National Electric Light Convention at Atlantic City during the week of June 6th.

Ludger Pomerleau accompanied Verne Clough to his home in Rochester over the week-end of June 11th. Both returned Sunday night and reported having had a wonderful time.

Gene Dupont visited Portland office recently. The boys are always glad to see the "Duke."

We are all wondering how Mary's garden with its "Fernes" and plants is getting along.

Genevieve Walsh of the mailing department attended the boat race between Navy and M. I. T. at Annapolis. She was a guest at the tea dance and attended the hop at the Naval Academy in the evening. She also attended the Ivy Hop at Bowdoin College and was a guest at the Zeta Psi house.

Christine is now a regular patron at Old Orchard Pier since John got that new Chevrolet. They tell us it can travel faster than the traffic cops will allow.

Fannie isn't satisfied with local talent but insists on nothing but an international hero and stays up into the wee hours of the morning waiting to hear a sound of his voice.

Marguerite is interested in antiques, but she didn't pick a very good field when she came to the mailing department.

We hear that Velia is thinking of taking an apartment so she can cook.

Agnes is never happy unless she is blotting stencils.

We hear Isabel has blisters on her hand from trying to teach Mary how to row.

RIVERSIDE SMOKE

What ever was so rare as a good day in May? And June up to date, is not far behind. If we do not have a frost until Thanksgiving we may be able to raise a few radishes and some lettuce.

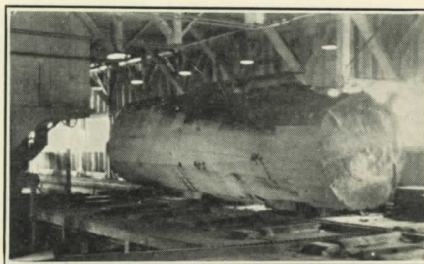
This is a good year for rock gardens, as they do the same winter or summer. As Berlin is about 9-8 rocks, they ought to have a good season.

Mr. Annable of the Boston office was a welcome visitor and we trust got some inside dope that will be of benefit to the mill.

Well, the Boston office won the cup for towel sales for April. It was great for us while it lasted, but, alas, it didn't last long and we are worse off than ever. We think there ought to be another one offered for the man who will find a place to store towels.

We understand that Mr. James P. Howell has been notified to keep away from the cutter room. We always thought this was a free country, but according to this, it can't be. Jimmie, beware of the big dog.

Dr. Rice, manager of Boston office, and Mr. Van Pool, manager of San Francisco office, made us a visit recently. Although Mr. Van Pool brought several complaints of one thing or another, we believe he was justified. It is up to all of us to see that what we do ship is perfect in all respects for our own interests and for those of the big company for which we work.



This photo shows an ordinary sample of the logs they have at Powell River, British Columbia. It was sent to us old associates at the Riverside Mill by Charles A. Murray.

TOWEL ROOM

Zine is wearing assorted colors, red and lavender.

Rosilda Hamel is back with us after enjoying two weeks' vacation.

Marguerite is seen once in a while riding with the man of mystery.

Yvonne Dion got caught in a good shower which took all the curl out of her permanent wave.

When Alice Dion takes a vacation, it will be forever.

Ida Marois gave up dancing on account of the heat.

Eva Marois changed her mind. A joke doesn't get her goat.

Edna was seen talking to Larry Kent.

Have you seen Florence Baker with her soft shoes?

Blanche Bergeron claims that the only place she likes to dance is Saturday night.

Miss Couture seems to think she has leased a share in the towel room.

Bertha will take her sweater off on July 4.

Tony Landry was seen at the Blue Bird.

With the present cost of candy and the amount that Bill Therrien can eat in a day, few girls will buy Coe & Mac's to keep him going.

Bill Cote makes a lot of dust.

Eddie Marois wonders if the machines will ever run well.

Bertha Chamberlain has accepted the Palmolive agency.

Nap. Nolan of the beater room won the first prize in the beauty contest given by Jimmy Evans' Revue on June 7th. All the boys of the Riverside knew that Nolan was a blue-ribbon getter. No wonder he won with the big majority of applause. Although he is a Beau Brummel, Nolan never goes by us without something to say.

NIBROC NEWS

IT'S ALL OVER

Old Father Time has got sore at last. This machinist bunch of ball-droppers had been crowing about what they could do, for a month or more. So he gathered some of his chums of the pipe shop, and a game was played June 14th, at five o'clock.

Let's look over Father Time's line-up. We have Eddie Gay, twin brother of the Old Man of the Mountain; Chas. Dauphney, who will never see forty again; Ed. Lagassie, so old his upper lip is sagging; Jack Garland, who came to this country with Adam; Jean Nollet, who dug spuds in Maine with the Pilgrims; and a few other cripples, so old that they were forgotten long ago.

What did they do? Only white-wash that bunch of champion bull slingers. Hold on just a minute, Jack Garland tells me that they gave them three scores to ease the curse, while the pipe shop crew were running wild on the bases for a total of eleven runs.

How did the machinists take their defeat? Why next morning John Veasey came to work with his cap pulled down

over his eyes, Hughes and Devost sneaked in through the old cutter room, while Mackenzie and Chambers crept up the pipe-shop stairs. It was a hard blow to them, but perhaps they will do better next time.

A FAN.

Baby John Jr. Hayward and Grandma Annie have taken up gardening. Well, how does your garden grow? Wait and see. Gram digs and plants, while baby looks on with his big Hayward blue eyes, as if to say: "If work and seed are true, well just see what we can do?" It's four years since Grandpa Bert worked and seeded, and weeded with loving hands. And the worms he saved to go fishing, but we can't go fishing yet, as we must sow while June ain't wet, but we enjoy our back yard you bet, and good and tired we get.

BASE BALL

A movement is now on foot to revive base ball in Berlin. A team of the local players has been organized, and season tickets are on sale to help take care of

the financial end of the organization. If sufficient finances could be raised by the selling of season tickets, a team could be placed on the field, with the aid of hired pitchers, which could make a favorable showing against the teams of the surrounding towns. We could not expect to see the same type of base ball that we had in 1924 and 1925, but you want to remember that we could not afford that class of ball either. We could all derive considerable pleasure watching our own boys in games against players of similar calibre where the competition would be keen. Teams such as: Mt. Washington Hotel, Island Pond, Lincoln, Groveton, and Gilman would furnish a good hand of competition that would please the most rabid fan. There is talk of a league being formed between Gilman, Lincoln, Groveton and Berlin. If the people in the towns above mentioned can support a ball team, why can't Berlin? The writer feels that the ones who are sponsoring this movement are attempting a Herculean task, but should be given great credit for trying to keep alive the spirit of the great American game.

PAPER MACHINES

Jimmie Bedard, machine tender on the wrapper, is now in the club aluminum business. Go see Jimmie on the corner trying to sell his wares. It's a lot of fun, but most anyone would take him for a socialist or a bolshevik instead of a salesman.

To believe some of the fish stories from the machine room would be almost impossible and the brooks would be minus their fish, but then Barnum wasn't always right. So we don't believe the stories.

Ed Hall is still trying to sell his two lots in Florida. We don't blame him, as he isn't the only one who is trying to do the same thing.

If any of you readers think you can play ball, see Jerry Bowles. He is looking for a lot of likely looking stock. We would say he needs it very badly, judging from what Groveton did to his team recently.

If you know something to soothe sunburn, please give it to Joe Baillargeon. He has a corker.



BERLIN BASEBALL TEAM

Top, Left to Right: Tony Addairs, f; D. Hughes, f and ss; G. Rooney, ss; L. Morrison, 3rd. Bottom, Left to Right: B. Keroack, f; H. Holland, cf; C. Veasey, 1st; Paul Anderson, 2nd; J. Haney, f. Ground, T. Marois, c. Pitchers Cates, V. Mortenson, and Locke were Warming up and Are Not in Picture.

Charlie Gilbert is now singing "We're in the army now, we're not behind the plow." Some of the fellows have been trying to get him in Spike's Army for quite a while, but Charlie is afraid there may be another war.

Leo Morrisette and Walter Bushey are negotiating for a house on wheels. They recently spent the night in the Thirteen Mile Woods, waiting for someone to bring them some gas.

Our ball team lost to the machinists. Score 12 to 2.

On June 6, 1927, at 8 a. m., Raymond Corbett of No. 2 paper machine and Miss Mary Jane Thompson were united in marriage at the Holy Family church in Gorham. After the wedding breakfast, which was served at the home of the bride's father, Thomas Thompson, the newlyweds left to spend their honeymoon at Old Orchard.

MAINTENANCE DEPARTMENT

Aubrey Freeman, John Bergeron, and Harry Leighton went fishing down to Wild River recently. They got a great catch of hailstones and no fish.

Dan Feindel and family are spending their vacation by motor in Halifax, Nova Scotia, and other points in the Provinces.

Frank Gorman, Mrs. Gorman and son, Frank, Jr., attended the graduation exercises at Keene Normal School. Miss Doris Gorman was a member of the graduating class.

Albert Seveigny, Mrs. Seveigny, and daughter, Veronica, are spending their vacation in Montreal and other points for two weeks, a la Willys-Knight.

Frank Costello is sporting a new straw hat these days.

Leroy Maines is back on his old job.

John Guerin is working in the sub-station while James McDonald and family are spending their vacation in Halifax.

Harlan Jefferson and wife are motoring in Montreal, Quebec, Ste. Anne's, and Ste. Agathe.

Albert Trahan, the champion checker player of the mill, was given a decisive beating by Duffey Thibeault recently.

Jerry Cantin of the upper plants blacksmith shop is Fred Gogan's sidekick these days.

Bert Rumney and family motored to Durham to visit the U. of N. H. recently. They also took in Hampton Beach.

John Travers is still on the sick list as the result of breaking two ribs while at his work.

Albert Lennon, Nap. Martel, and Andy MacDonald are still on the sick list as the result of falling from a staging while at work. We hope their injuries are not of a serious nature and that they will be able to resume their regular duties soon.

Robert Murphy has accepted a position in the premium and standards department.

MAIN OFFICE

Recent visitors from the sales division were: Richard L. Rice, Boston; Earl Van Pool, San Francisco; S. F. McIntyre, Minneapolis; and Mel Pray, Chicago.

Mr. Crowley from the New York office and Mr. Hernandez visited us while on their vacation in this section.

W. E. Corbin attended the Shriner Field Day at Old Orchard on June 11.

W. T. Libby was in New York recently.

William Palmer motored to Boston to bring home his daughter, Gertrude, who attends Simmons College.

Miss Alzie Barrows has resumed her duties after a spell of sickness.

Well, girls, no one can say you did not try hard. We want to express our regrets that one of you did not land Larry Kent while he was in the city.

The outing of the Cascade Office at Androscoggin Inn, June 9, was attended by C. L. Elliott, Carl Johnson, Frank Perkins, Martha Buck, W. J. Boiley, Robert McCarthy, Arthur Eastman, Honey Cameron, Jerry Bowles, Irene Thomas, Gertrude Kennedy, Doris Oliver, Florence Reid, Spike Hennessey, Basil McConnell, Fred Gorham, Mr. and Mrs. Harold Titus, Mr. and Mrs. Pat Murphy, George Van Dommelle, Kenneth Harvey, Herbert McKee, Dave Osborne, Alzie Barrows, and A. J. Trahan.

PRINTING DEPARTMENT

A new high-speed press is being demonstrated.

Clayton Walker was in Bellows Falls recently. He also attended a ball game in Colebrook between Gorham and Colebrook High Schools.

Irene Thomas spent a few days in Quebec during the month.

Donnie Keough has returned from two weeks' vacation spent (?)

Lena Roberge is still out on account of rheumatism. We hope it is not of a very serious nature and that she will be back with us soon. Verna Walker is assisting during Miss Roberge's absence.



CASCADE OFFICE OUTING

Jerry Bowles spent a week-end at Old Orchard.

Arthur Laplante was fishing recently and made a great catch, so he says.

CUTTER ROOM

William Palmer, William, Jr., and Butsie Astel went fishing up Nash Stream recently and brought home ten pounds each.

Miss Grace McLean was married to Hilton Whitehouse recently. We did not learn the particulars, but the Nibroc News extends best wishes to the newlyweds on their journey on the sea of matrimony.

Mr. Van Dommenly spent a week-end at Nashua recently. We understand he

is seen looking at furniture these days.

Catherine Albaugh has returned to work after being on the sick list.

Mary Lepage is back on the job again. We are glad to see her.

Walter Maines is all smiles these days. It was a tough grind for a while but it's all over now.

Ralph Roberge was on the sick list.

Miss Belanger seems to be kind of glad to have it rain these afternoons as a swell Buick car is waiting rainy nights after work.

Ruby Watson looks kind of lonesome

and seems to miss somebody.

C. Murphy is out of work as the result of blood poisoning. We all hope for a speedy recovery.

Le Bonte is working in the refrigerator plant during the warm weather.

CARD OF THANKS

We wish to thank the members of the Cross Power and Cascade Electrical Department for their floral tributes and kind expression of sympathy at the time of our recent bereavement.

Miss Anastasia Morency,
Mrs. Sarah Fife,
Mr. and Mrs. Fred Morency,
Mr. and Mrs. Henry Morency.

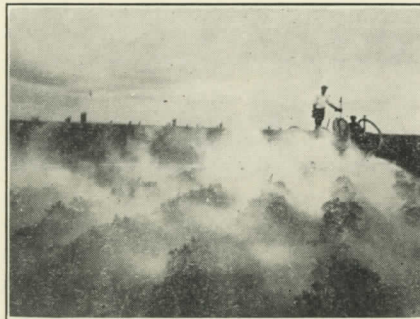
SHAWANO

HOMESICKNESS AT SHAWANO

Agriculture is "complex mixture of science and commerce." It influences all phases of our life regardless of our social or business aspirations. For three years, the farming operation at Shawano has been known for its complete equipment and its modern and ingenious machinery. Despite these advantages we have had an unprecedented run of homesickness, owing to an oversight in one important particular. The Research Department was assigned the task of locating the cause of and prescribing a remedy for this uneasiness of the Shawano contingent. The group has been made up largely of Alabama and Georgia sons with Florida, South Carolina, and North Carolina contributing in a diminishing degree, respectively. A survey of the wishes and desires of the men was instituted with the idea of making conditions more homelike. After analyzing and compiling the data from the questionnaire, it was found that the answer was very simple. The investigator was almost frantic over his finding. Like Archimedes he cried, "Eureka, Eureka."

The source of all the unrest has been the absence of an animal of hybrid origin and dating back to the early ages. The majority of men here own representatives of this animal. It has hitherto been as important in their daily work, as the moon is to a Florida romance. For our New England friends and co-workers, we give a description of the animal. The general outline as viewed from the near east side is rectangular, more or less solid, with an appendage on the north of flexible attach-

ment and loosely connected strands of long hair resembling that of a horse. On the south it is vertical and oblong rectangular solid containing apertures, depressions and protrusions and connected with the main body by a long hollow tube. The whole body is held up on four legs in case of the better individuals, and on three in less desirable animals. With this plain and



OUR METHOD

exacting picture in mind our New Hampshire friends should get a "kick" from the mule, as we call it. What do you call it, Don?

Ambition is said to have killed Caesar, yet the present generation is no more free from this ill than the generations of his day. The junior chemists have long had an ambition to be the proud owners of a brand new purring Ford. Now comes Henry, and says that he is going to discontinue the manufacture of the original Ford.

It is with deep regret that we announce the return of Donald Dresser to his headquarters in Berlin. Don is known by everyone here as one of the best mixers and a good sport. We shall miss him in our electrical department as well as on the baseball team. In each he holds an enviable record. Don has felt that he has received further education here, as he has learned many of the southern customs and traditions.

Visitors for the month included the Kiwanis Club of West Palm Beach, the Realty Board of Lake Worth, and a delegation of Sarasota farmers and business leaders. Each party was carried over the various fields, and the operations therein were pointed out and explained. All expressed themselves as most favorably impressed with farming as done at Shawano.

Baseball occupies a very keen interest here now. Heavy Goodwin is working his men into a fast and smooth running combination. The uniforms have just arrived and a view of the team in next month's Brown Bulletin should add to its interest.

Balcolm is gaining quite a reputation with his potato-room quartet, and nearly any evening quite a variety of harmony lends its pleasing tones to the ear. Among the most prominent song birds will be found Heavy Goodwin and his ukelele, Cecil Gross and his tenor banjo, W. C. Lord, Elmer Balcolm, and Bill Leas,

UPPER PLANTS NOTES

JOLLIETTE PARTY

'Twas the night of a Wednesday, the fifteenth of June,
The Jolliettes planned it, and rainy at noon;
But the sun shone again in a glorious way
Before it was time to stop work for the day.
The new Club was open and ready for all,
Miss Chaffey had told us when on the 'phone called.

Committee was Charlotte, "Pete," Lepha and Ann;
They got the first supper as only they can,
With lobster and strawberries, coffee and rolls,
And a cake so delicious—hope no one kept toll
Of all that we ate as we gathered around
'Mid laughter and talk, right merry the sound.
When supper was over, we adjourned 'cross the hall

And the evening we spent was declared by us all,
With thanks to Miss Chaffey, to be quite the best
Of many we'd had as the Girls' Club's guests.

May we say a special "thank you" to
the Browns for the new Club? We hope
by our use of it to show them our appreciation.

"The Jolliettes."

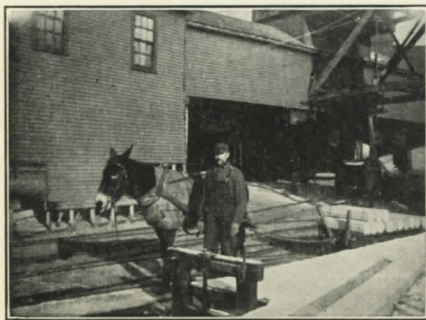
RESEARCH DEPARTMENT

The sympathy of the department goes
to Mr. Burningham during Mrs. Burningham's illness and operation, and we sincerely hope that she will make a speedy recovery.

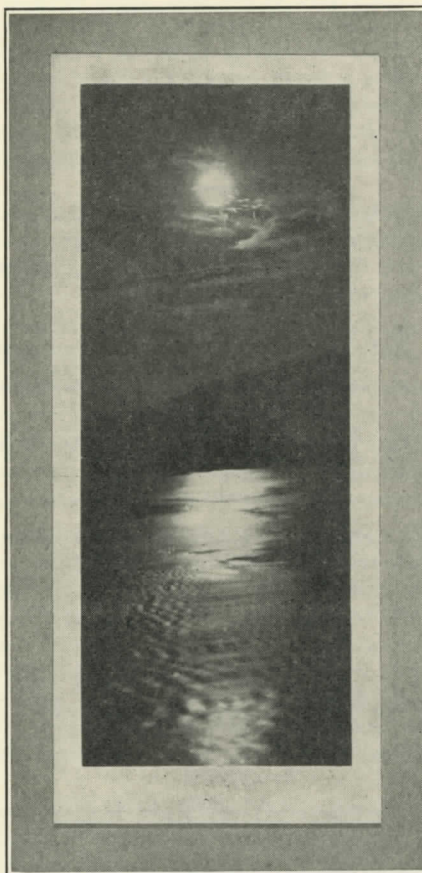
Congratulations to Mr. and Mrs. Victor Beaudoin on the birth of a daughter, Miss Betty Joyce, on June 13th. Also many thanks for the candy and cigars.

Joe Ruel had the misfortune to injure his fingers on the right hand this month past and is still on the off list. We miss Joe like everything around here, and we hope to see him back again soon.

H. I. Baldwin sent a card to the Research girls postmarked at Gare D'Epinal in the Vosges Department in France on June 9.



AN OLD PICTURE



The moon in all her glorious pride,
High above the riverside
Casts its beam of shining light
Throughout the darkness of the night.

The moon so high above the river
Seems to be a generous giver,
To make the water fairly gleam,
By giving its light to a gliding stream.
—R. H.

We are glad to welcome Denis Roberts, a graduate of the University of London. Mr. Roberts saw 4½ years of service in the Great War, leaving for Egypt with the yeomanry in September, 1914, and helping to ward off the first attacks of the Turks on the Suez Canal. He is a survivor of Peyton's dismounted division that took such a gallant part at Suvla Bay in the last and greatest battle on the Gallipoli Peninsula. On returning to Egypt he volunteered for the Imperial Camel Corps, the fighting unit as distinguished from the Camel Transport Corps. He had a part in the campaign in the Western desert and up through the oases along the Nile, when the Grand

Senussi declared a Holy War. Upon the completion of this work, his unit served with Chetworde in the third and successful battle against the Gaza-Beersheba line. They went on to Ramleh, the capture of Jerusalem, and the battles beyond the Jordan.

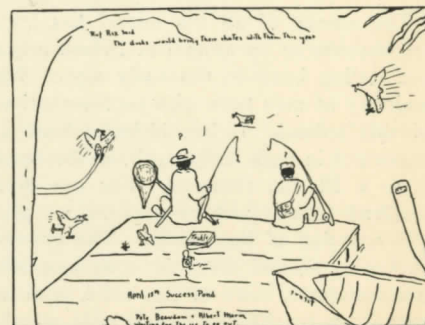
Dora Bonneau recently spent a few days at Island Pond visiting her mother and sister. The latter, Miss Odina, has been home for a month's vacation from her duties at Mt. Vernon Hospital.

We have had a large number of outside assignments this past month. G. A. Richter, D. H. McMurtrie, and Gordon Aitken have been to La Tuque, and the last two are not back yet. W. B. Van Arsdel has just returned from a trip to the Far West, and now speaks glibly of Vancouver, Seattle, and San Francisco. Dr. Moore attended the commencement exercises of his daughter, Katharine, at Wellesley. A. C. Coffin and G. L. Cave were the guests of the Littleton Chamber of Commerce on the evening of June 20.

E. W. Lovering has not proved an effective weather man in Mr. Van Arsdel's absence. He gets the thermometer up a certain distance, and then it drops and we have rain.

Messrs. Gordon Brown, Scott Lockyer, Victor Beede, and Baldwin are studying forest conditions in Europe. They were to go to Sweden from France. Messrs. Archer and Mellen are taking care of the "estate" in Baldwin's absence.

Now that vacation time is near you will start dreaming of all the places you will go, of all the things you will see. You are creating mental pictures of what is to come and your pictures will change with thought.



Did you ever have occasion to sit and listen to a long talk of your friend's stay in the mountains or the seashore? He would be picturing you one thing and your mind would be visualizing another, whereas even a dozen snaps alone handed to you would "tell the story" as it really was, as he really saw it and as it really always will be.

Today, you see now and then along the highways signs with "Kodak as you go." Someone before you saw "a picture ahead" and is calling your attention to it. Can you remember back of your "good times" on vacations? I doubt it, only perhaps in recent years. Ah! but even a little snap of ten years ago would refresh your memory of a lot of things and places, and would help live your life through.

Now is the time to "load up" on thought of taking your camera with you this year, and "shooting" lasting pictures that otherwise would be "blank" in years to come.

Bear in mind, while on your vacation this summer, that you are taking snaps for the Bulletin. Surely anything printable in the Bulletin would be a lasting record for anyone's notice. Send your best print to be published in a fall number, and we will see who will get the front-cover page on a vacation number of the Bulletin this coming fall.

Ye Photographic Editor.

TUBE MILL NO. 2

George Collins has harnessed up old "Lizzie" and has started on his vacation for one week in Connecticut and another week in Canada. We believe it would be advisable for George to hire a chauffeur while touring Canada.

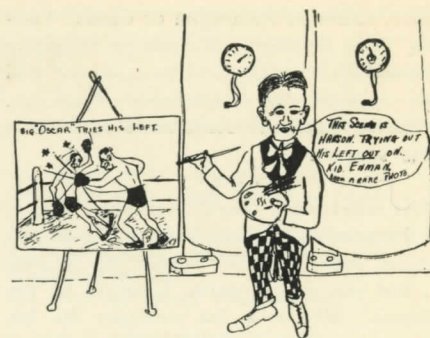
Henry Croteau, one of our gardeners, has some new beet seed for sale and the purchaser can't go wrong. When it is ready to plant the seed moves around in the package. This, by the way, is the same Mr. Croteau who crossed a strawberry with a lemon and produced a squirtless, seedless grapefruit. Mr. Newkirk, please read.

Remy Lambert is planning to run a stock farm and at present has two nice black calves.

Ed Blais is now a bonafide resident of the Golden Gate, having taken residence two or three weeks ago. Mr. Blais enjoys the grandeur and solitude in Liberty Park.

Young Bernier, our light-heavy pugilist, took on Governor Al Smith of Gorham in a wrestling tournament and after twenty minutes of mauling Referee Bob Sturgeon called it a draw.

Prof. Arthur Doyon, strong man from



TUBE mill Artist

Newport, Vt., is in the tube mill and challenges anybody to a lifting contest. He also informed us he could push a mean mitt, but after seeing him in action against "Fatty" Garand we believe in a week or so the latter will give him all he wants and then some. Garand comes from "Trois semaines en bas Trois Pistoles" and claims the middleweight title of that place.

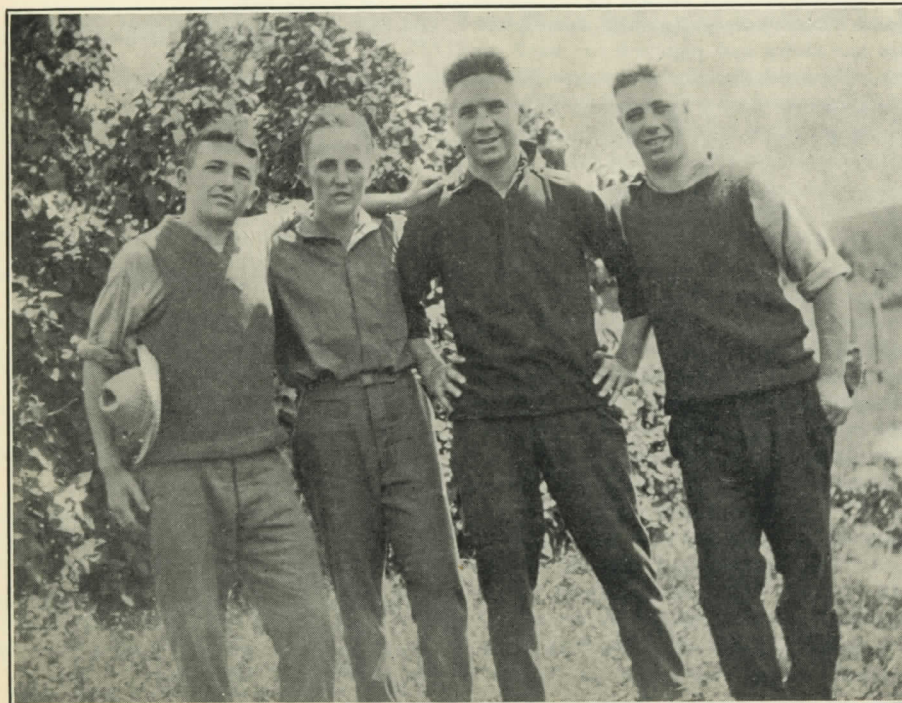
Some of the boys are anxious to hear from Adrian Rodgeron since he started his "flight" for Prince Edward Island. It is rumored that he was seen flying low along the shore near Lot 1, as if looking for a school of herring. George Knox says he got a letter from his old friend, "Rory" MacGinnis, and that Adrian traded his plane for a dory and is out fishing in the straits.

Talking about fishing, one of our boys here has been trying his luck for the past twenty years in Sebago Lake, and according to the last reports he hasn't landed anything yet. Harry Lawrence says he has worn out two perfectly good frying pans, moving them about the stove in anticipation of a Sebago speckled beauty. Harry advises his friend to keep a stiff upper lip and remember, "If at first you don't succeed try and try again."

Arthur MacKenzie says Gorham Hill isn't there since he overhauled the "Star." I suppose the next thing he will spring on us is that Spruce Hill is a mere grade.

Charlie Enman of the electrical crew is a busy man these days battling cut worms. Charlie says that if he could induce them to put on the mitts, he could lay them away with more ease.

Major Douglass, officer in command of the Bull Gang, surprised the boys here by appearing in a new regulation uniform and a new pair of russet shoes purchased in Cape Breton. The Major has his battalion all in readiness for any emer-



BOXING CELEBRITIES

Left to Right: Fred Cadorette, Local Ring Sensation; Jackie Rodgeron, Popular Tube Mill Sport Writer and Leading Step Dancer of this Section; Irish Paddy Flynn, Welterweight Boxer of Everett, Mass., Formerly of the Blacksmith Shop Crew; K. O. Leroux, Rugged Ring Star of the Tube Mill

gency, either in Nicaragua or China. Captain Pete Frechette is ranking company commander, Captain Goodno is second and ably assisted by Lieutenants MacCosh, Lafferty, Gagnon. Antonio Rousseau is mess sergeant.

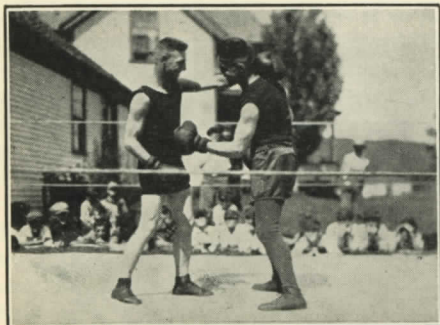
Our old friend, "Nick" Lapointe, is now on the pension list, and he surely is missed around here. "Nick" admits he is past 70, but you would never know it by his actions. He is a lot younger in his appearance and movement than a lot of men at 50. "Nick" has taken charge for the company in the woods for a good many years.

Since last month's Bulletin we have had some good boxing. We were surprised when our old friend, Irish Paddy Flynn, invaded our roped arena and hung the crepe on the chin of one Young Brown of Biddeford. Brown, by the way, is a sort of peculiar performer, first advancing with left ahead and changing to southpaw, but it was all the same to Paddy, who is a very crafty boxer and just a wee bit too wise for the young fellows starting in. Then Wee Willie Woods surprised some of the boys by staying the limit with Duke Menard. Some thought the Duke would lay him low, but Wee Willie was never in danger and won't be for some time yet. Young Bernier is rarin' to get a shot at the Lancaster battler, who handles leather in more ways than one. He is a shoemaker, but Bernier says he can't handle it good enough for him. When the hot weather is over and the fall season opens up, we should have quite a number of good young performers. Charlie Enman is still running the Cauliflower, and every young wants-to-be-boxer is welcome.

IRISH PADDY FLYNN

KNOCKS YOUNG BROWN OUT

Irish Paddy Flynn of Everett, Mass., knocked out Young Brown of Biddeford in the third round of a scheduled 10-round



K. O. LEROUX AND IRISH PADDY FLYNN
POSING FOR THE PHOTOGRAPHER

main bout at B. A. A. show in City Hall, Friday, May 27th. This is Brown's first defeat in his long career. Brown started off to win quickly, but found Flynn his master in every way. Flynn dropped Brown for the count of nine twice in the second round, the bell saving Brown from the full count. As Brown came rushing out of his corner in the third round, Flynn drove a hard left to his ribs and a terrific right uppercut to the jaw, and dropped Brown flat on his back for the full count. Flynn demonstrated that he is yet one of New England's best 145-pound ringmen. Brown fought gamely and made a good showing. The fighting was fair throughout. Both judges and the referee stated that there was no breach of the rules at any time during the bout.

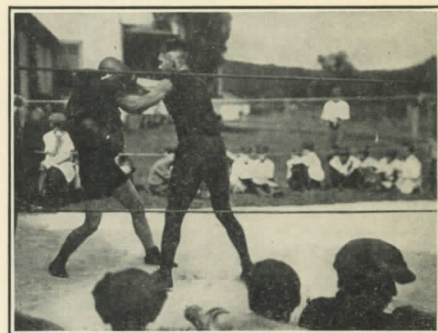
Young Ashley won on a foul, in the fifth round of the scheduled 6-round semi-final, over Tom Sharkey of Everett. Sharkey had Ashley on the verge of a knock-out and was over-anxious to finish him. He did not obey Referee Tardiff's order to go to neutral corner, while Ashley was being counted out and the referee disqualified him. Ashley was knocked down many times but tried hard to keep going. Sharkey and Referee Tardiff nearly came to blows over the decision. Tardiff then challenged Sharkey to fight him. This bout will be staged here and should be a wicked go.

In the other 6-rounder, Bow Wow Finsen knocked out Art Landry in the fourth round. Landry fought gamely, but Finsen was too shifty and punched too hard for him. Finsen looks like a comer. The 6-round opener was a slashing go between Young Jock and Dan Prince. It went the full distance and was called a draw.

WOODS AND MENARD GO TEN

FAST ROUNDS TO A DRAW

At the B. A. A. show in City Hall, Friday, June 10th, Wee Willie Woods of Scotland and Duke Menard of Biddeford went 10 furious rounds to a draw. Without a doubt it was one of the most interesting bouts ever staged in this city. There was no let-up from the first gong to the last. It was action all the time. In the semi-final Jimmy McKee of Lynn, fighting his first pro bout, knocked out Fred Kid Cadorette in the third round of a slashing fight. Cadorette fought gamely to the end. In the top prelim, Herman Prince knocked out Silvio Willett in one punch in the first ten seconds of the first round. A crashing right to the jaw did the trick. The six-round opener between Roland Jock and Kid Belanger went the full route. Belanger received the decision at the conclusion of what proved to be a whirlwind



K. O. LEROUX AND IRISH PADDY FLYNN
IN ACTION

mix. The B. A. A. has several good bouts booked that are of real interest to the local fans. These bouts will be staged in the near future.

THE MODERN PURCHASING AGENT

I am a perfect pattern of a modern Purchasing Agent,
I've inside information how to test all paint and Portland cement,
I know all breeds of onions and each make of good magneto,
With recipes to kill the bad Anopheles mosquito.
I'm very well acquainted, too, with matters crematorial,
I understand all forms of bricks, and processes sartorial.
About dry rot in timber I am teeming with a lot of dope,
With many peppy facts about six different kinds of harness soap.
I'm very good identifying aniline-dyed parlor rugs,
I know the natural habits of the cinch and sev'ral other bugs.
In short, regarding everything from alloy steel to Portland cement,
I am the perfect pattern of a modern Purchasing Agent.
I know how special orders should be phrased in Igorrot,
Can pow-wow warts from donkeys and control a motor boat;
I know just how much bunting goes in each Star Spangled Banner,
Can wipe a dandy plumber's joint and teach the grand pianner,
And I have learned shoemaking and the way to test merino,
As well as how much pork to feed each Yank and Filipino.
I know the different forms of piles for oats and logs and O. D.-pants,
With data that intrigues on loads for lorries, dogs and ele-phants.
I'm excellent repairing tires and writing ads and cutting peats
And buying tacks and washing shirts and laying asphalt in the streets.
In short, to give a service that's more accurate and efficient,
I am the perfect pattern of a modern Purchasing Agent.

—With various apologies.

BROWN CORPORATION

LA TUQUE

Charlie Banville must be doing quite a lot of corresponding for he is seen daily in the post office, morning, noon and evening. Probably there is another attraction for him over there. What about it, Charlie?

Scott: "Say, Bill, here's eight minutes long distance charged against you. How come?"

Bill: "I was only three minutes speaking and . . . (Fifteen minutes elapse.)"

In other words another fifteen minutes gave Scott additional proof of the shorter period.

Messrs. McMurtrie, Gilbert, Ross and Wilson are here in connection with the special fibre plant.

It is with sad regret that we announce the death of Mr. H. Smith, one of La Tuque's oldest citizens, and for many years in the employ of the Brown Company, having been transferred here from Berlin. He died from injury received from a fall from a scaffolding on which he was working. He is survived by a wife and three children.

Baseball is getting well under way this

year. The first league game is to be played on the 19th of June. All the boys are taking an active interest, and it is hoped that the teams will be well supported so that this year will be still more successful than the previous one.

Anyone having any moving to be done has but to call Steve Lacombe. He is a star at moving anything from a flower pot to a medium-sized mountain.

Harry Clifford says the mud around Lac a Beauce is very heavy as he towed some for two miles and thought it was a Grey Dort. Make sure the rope is tied tight next time, Harry.

The Bulletin is what you make it. Why not use the Bulletin box to advantage?

The following verses are taken from a document discovered in recent excavations near the Old Wash Room. They have been translated from the original Choctaw by the learned Professor G., who combines an expert knowledge of thermit and its uses with a truly remarkable command of language.

THE RUBAIYAT OF A MILLWRIGHT

Wake: for the Mill has scattered into flight
With raucous whistle, the pleasant dreams of night

And driving sleep along with them
Strikes the sleeper from his bed in fright.

The hour hand moves on, and having passed
The hour of eight: nor your profanity nor haste,
Punch as you will,
Can recall one second it has marked.

A book of orders underneath a file,
A chew of plug, a cuspidor and Ed
Beside me cussing in the storehouse;
The storehouse then were Paradise awhile.

Drink, thirsty soul; for here we have no law
By Volstead sired, damned by all who saw
Its dire effect.
Drink, you from Berlin, nor fear the poison raw.

Myself when young did eagerly frequent
Super and Bennett and heard great argument
About a job or no job;
But ever out I came by the same door as in I went.

Oh, job of my delight, that knows no work;
But leaves me hours of leisure, though I never
shirk.

The stream of life flows on a hundred years,
And leaves me in an eddy of real rest.

"ODE TO THE CUCKOO"

I wish I wuz a little rock
A-sitting on a hill,
A-doing nothing all day long
But just a-sitting still.
I wouldn't eat,
I wouldn't drink,
I wouldn't even wash,
I'd sit and sit a thousand years
And think of you, b'gosh.

CHEMICAL MILL EXPLOSIONS

We hear that Fecteau of the cell house has bought a sparkler for somebody.

Alfred McKay claims he is a Swede, now that the Swedes are in the limelight.

Tony Houle says he was cheated out of first prize in the beauty contest held by Jimmie Evans' Revue.

Willie Rivard has bought a new Nash light-six sedan.

Renee Gonya is now one of the well-known Magalloway Steers.

"Hank" O'Connell often buys candy, but only one piece at a time.

Why is Charlie Anderson so down-hearted lately?

Harold Johnson thinks he is a real sea-dog now, as he has worked near salt water so long.

Geo. Gale and family are on vacation, visiting points en route to New York and New Jersey by automobile. The Overland man asked George if it was a 1925 or 1926 model. Pretty good for a car that has seen Berlin grow up.

Erling Anderson is back at work now, and we all wish him good luck.

Alex McKay is with us again, having recovered sufficiently to resume work.

Ralph Clough has returned to work again after his accident.

Pete McKenzie has joined the electri-

cians. Pete covers a great deal of ground daily, but continues to gain weight. What a contrast between him and the boss!

Lately Ralph Clough and his auto mechanic, Wm. Lapointe, overhauled his car, took it apart and set it up again, but strange to say it did not run as the Overland people intended it to, all directions being reversed, but with Lapointe's assistance it is O. K. now.

Aldie Dion is back with us again as operator on the rotary converters, while William Keough is assisting Geo. Gale on electric repairs.

John Laffin is operator at the refrigerator plant during the absence of Gideon Couture, who is out on account of illness.

John Fogarty was a welcome visitor at the chemical mill.

Jules Lantaigne and Joe Goebel are now in the boiler-room crew.

Our new parking place is rapidly being taken up. "Variety being the spice of life," we have it here from Lawrence Dyer's sport flyer to Joe's Studebaker.

BROWN COMPANY

RELIEF ASSOCIATION

Orders drawn for the month of May were as follows:

Theresa Keenan	\$ 56.55
Robert McKinnon	13.60
Cleophas Morin	6.00
Homer Levesque	6.00
Chas. White	48.00
Geo. Derocher	56.00
Annette Lapointe	40.05
Geo. E. Oswell	48.00
George Langlois	72.01
Arthur Duguay	150.00
Adolph Berquist	14.80
Stanislas Cormier	56.00
Sig Anderson	2.00
Joe Morin	19.35
Lloyd Hodgdon	12.05
Abraham Schroeder	52.00
Ovide Lessard	48.00
Alphonse Topier	48.00
Philip Blouin	26.00
Sam Sproul	34.40
Henry Plourde	50.00
Wm. Gauvin	71.20
Joseph Leblanc	36.00
Wm. Garneau	56.00
Theo Pilot	16.00
Gardner Hanson	26.20
Alfred Leblanc	25.00
Sam Sproul	2.86
Jos. Aubie	8.32
Jules Doyon	43.00
David Boudreau	43.50
Alice Couture	3.15
Geo. Gagne	52.80
John O. Farrington	49.66
J. J. Wheeler	46.00
Alfred Turcotte	37.50
Phillip Larivee	30.00
Ed. Webb	12.42
Hugh Smith	91.96
Albert Nilsen	27.40
Chas. Dorr	37.50
Philip Lapiere	25.60
Louis Brunnell	42.66
Henry Pinnette	6.84
S. R. Sullivan	108.00
Joe Dauphin	14.81
G. McGivney	48.00
Jos. Hamel	22.91
Leo Barbin	70.53
Jas. Piatton	56.00
Esdras Hamel	38.00
Alec. Morin	36.00
Ven. Porretta	74.91
Adelard Gagnon	53.20
Henry Babson	54.40
Silas Ashley	50.00
Raoul Roberge	50.00
Eug. Leighton	48.00
Jos. Gauthier	100.00
J. H. Arsenault	312.00
J. L. Nollett	114.86
Paul Patry	33.00
Sam Titi	108.00
Alf. Vachon	38.40
Tom Poitras	21.33
Fred Boudreau	144.00
Philip Boudreau	100.00
Albert Labrecque	74.08
Ida Smith	19.40
Andrew McDonald	34.40
Albert Lennon	44.60
A. L. Rivest	144.00
Alex Arsenault	25.40
John Toppy	20.00
Cam. Ferranti	16.00
Newell Augherton	10.00
Arthur Houle	84.00
Total	\$3,818.81

BURGESS RELIEF ASSOCIATION

Indemnities for accident and sickness for the month of May were as follows:

Peter Belanger	\$ 25.81
Chas. Jekoski	66.40
Marie Mason	49.20
Joseph Arsenault	94.80
Alex McKay	66.00
Israel Derosier	27.00
Napoleon Therrien	36.00
Austin Holt	32.60
Edmond Lebreque	27.20
Jean Albert	9.68
J. Tanguay	24.00
Fannie Hickey	48.00
Charles Allen	48.00
Alonso Willoughby	58.80
Andrew Phair	12.00
Charles Couture	24.80
David Carrier	74.00
Camille Sabalone	48.00
Alfred Marois	103.20
Octave Briand	24.00
Isadore Theberge	101.50
Narcisse Letellier	84.00
Joseph Fournier	36.00
William Cooper	12.00
Ovila Bonsant	4.00
Henry Montminy	57.06
Joseph O. Fortier	14.10
Alphonse Badeau	31.73
Ephraim Lamontagne	22.00
Michael Demers	20.00
Everett Palmer	14.00
Aldei Dion	14.80
Henry Vezina	52.80
Eugene Gilbert	58.00
Paul Aubin	30.00
Mike Michaud	12.00
Alfred Bilodeau	148.00
Joseph Bennett	36.00
Justin Griffin	79.00
Jos. Christianson	17.50
Arsene Cadoret	48.00
Isaie Tanguay	38.40
Joseph Lacroix	24.00
Louis Gilbert	31.40
Everett Baldwin	17.74
Total	\$1,903.52

SHOULD WE HAVE A NEW CALENDAR OF THIRTEEN MONTHS?

The movement is to reform the present calendar, and inaugurate an international fixed calendar of thirteen months of twenty-eight days each per year. Business men are becoming more and more dependent upon accounting and statistical records for the proper conduct of their business. The calendar has had very little change since it was devised by the Egyptians and the Caesars.

The Cosworth international fixed calendar consists of thirteen standard months per year with each month always exactly the same. A new month would have to be inserted between June and July, as this month would cause the least confusion in regard to season.

The three-hundred-and-sixty-fifth day would be December 29th and would have no week-day name. This day would be called "Year Day," and could be inserted between Saturday, December 28th, and Sunday, January 1st.

Each month would have the same number of pay days. Split payroll calculations would be eliminated. Confusion and inaccurate comparisons caused by unequal number of pay days would be gone forever.

All holidays could be placed on Monday

with advantage to industry, workers, and schools.

The inauguration of a new fixed calendar would not be so difficult. All that is necessary is the passage of laws, that on a certain day the new calendar would take effect and that all dates on legal documents would be changed to corresponding dates.

The Editor does not think much of the above argument presented by one of the Board of Directors. Apparently it is the old lunar month used by the Babylonians and the Chaldeans with the addition of a correction each solar year. Possibly it was considered by the Caesars and Pope Gregory when the solar calendar was adopted and revised. What do you think?

VOLCANOS AND MEN

The life of man is about as certain as a volcano, and just as dependable. Many a volcano has been known to sleep hundreds of years and then at the most unexpected time to rear its ugly head and cover whole villages and hundreds of people with molten lava poured forth from its foaming mouth.

Is life any more certain than a smouldering volcano? Is the smooth, unruffled surface of things today indicative of perpetual evenness? Can anyone be sure what lies around the corner? Just at the most peaceful time of one's existence, disaster may enter the home and take the breadwinner away, leaving a family in chaos.

When everyone is well and things are running smoothly, that may be the very moment at which the smouldering volcano may rear its head, covering us with disaster, wiping away our comfort and our savings surplus and plunging us into debt and perhaps ruin.

There is one sure defense against the uncertainties of life—insurance.

Because this company realized the value of insurance and because it wished to help employees secure the future of their families, it has been co-operating with its workers for their protection under a plan of group insurance which is underwritten by the Metropolitan Life Insurance Company in New York. Group insurance is the one type of insurance which can be secured without medical examination, and regardless of age or physical condition of the applicant.

In attempting to cope with the uncertainties of life, all of our employees should make an effort to take out as much insurance as they can conveniently carry, so that when disaster happens their wives and dependents will be made comfortable or at least will be cared for until such a time as they can adjust their lives to the new conditions.

KINDERGARTEN OUTING

The outing of the Brown Company Kindergarten was held at Dolly Copp Camping Ground this year. These youngsters are not expected to be particularly literate as yet, and have sent us no poems or descriptions, but the pictures on the front cover and this page tell a partial story of the attendance and method of transportation.

HERE AND THERE

The picture of "A Berlin Team of the Early Nineties" given in our last issue excited a great deal of comment. James Lavin, now of Gorham called us up especially to say that the "Unknown" was Shorty Blair. Others have corrected the spelling of the names of Winborn A. Boothby, Claude Scribner, and Billy Reagin. One authority gives Shorty's given name as George, and another goes so far as to set the date of team as 1894 or 1895.

No one has been particularly interested in the name of the mountain east from the Cascade Mill. An old description of Gorham found in "The Mountaineer" in the eighties calls it Deer Mountain. After questioning a number of old timers, Louisville Paine finds from Hiram Rowell that such was the name of the eminence. Many people doubtless consider it too small to name.

The cartoon on Page 18 of this issue was drawn by Victor Beaudoin and sub-



mitted in ample time for use in the May issue. By some inadvertence it got left out.

The picture on the same page is from the collection of George Abbott, who can tell us more about it.

According to the newspapers, they are having a lively argument out in California over the choice of two men to represent the state in the Hall of Fame at Washington. The legislature has passed a resolve naming Fr Junipero Serra and Thomas Starr King. Thomas Starr King was a famous Boston clergyman, who spent summers during the fifties in Berlin and Gorham, and did much to celebrate our region in story and song. King's Ravine between Mts. Adams and Jefferson is named for him, as well as Mt. Starr King. A number of lodges and granges have also been named for him. It is said that his speeches saved California for the Union during the Civil War.

Mr. Joseph Lettre of the store, his wife, and daughter Olive, together with Arthur Lettre of the automatic telephone department and his wife, have been away on a two weeks' trip that included visits to relatives in Montreal, Winchendon and Gardner. The issue of La Presse of Montreal for June 9 featured a picture of a family-reunion group.

OUR KNIGHT OF THE AIR

Charles A. Lindbergh has braved "the blizzard of 1800 tons of paper in Broadway's frenzied canyons. It took 110 trucks and 2000 'white wings' at a cost of \$16,000 to clear the streets of the paper snow-



storm showered from the windows of the skyscrapers, as Lindbergh rode in triumph through the city."

But aside from our interest in this novel and entirely unprecedented use of paper, what does it all mean to us? The republic of youth that knows no creed nor nationality has added his name to those of Boelcke and Immelmann and Richthofen of Germany; Lanoe Hawker and Ball and Alcock and Brown and Cobham of England; Bleriot and Guynemer and Nungesser of France; Ross Smith of Australia; Roy Brown of Canada; Quentin Roosevelt and Rickenbacker and Byrd of the United States. Youth feels a little stronger to fight its everlasting battle with the older generation.

In the weeks that have just passed Lindbergh has met kings and potentates and Calvin Coolidge and Al Smith, and thousands of other people, but with all due reverence to these exalted personages, we imagine that the sweetest of his meed of praise has been the adulation of his peers. The chivalrous trip taken by Cobham to express his appreciation was now a little thing, although first made less than twenty years ago by Bleriot, also present to congratulate our airman.

But chivalry is not new among flyers. It has been a part of them from the first. Into the grisly story of the Great War, there came a refreshing gleam of it when the pick of the flower of youth carried the conflict into the skies. Richthofen's own story of his victory over Lanoe Hawker has just been reprinted in "Liberty." He could pay no higher tribute to Hawker's skill and pluck and sportmanship. The Allied aviators sent wreaths to the funerals of Boelcke and Immelmann, and when Roy Brown shot Richthofen down they gave him the finest burial known on the Western front. Theirs was not the fateful fury of noncombatants.

We are all thankful that Lindbergh has in turn met all the tests of his predecessors. The news, as we write, is that Lindbergh is to be the ambassador of youth to the jubilee of the Canadian Confederation. As he goes to Ottawa, we do well to spend a little time in thinking of Canada's 60th birthday, which comes on the 1st of July, while our own 151st comes three days later.

CELEBRATING CONFEDERATION

In a few days Canada will celebrate the sixtieth anniversary of Confederation. It is a celebration in which every Canadian from the Atlantic to the Pacific should

join for we shall fail to grasp the significance of the festival if we are not inspired to its observance by a sentiment of national unity and cohesion.

Under ordinary circumstances Canada would have observed the fiftieth anniversary of the proclamation of the Dominion, for since time immemorial and with the warrant of Scripture national jubilees have been kept at the close of the fiftieth year. But this Dominion was engaged in such serious tasks ten years ago that she had neither the desire nor the opportunity for such a festal observance. Following the example set in the reign of Queen Victoria, the sixtieth anniversary was chosen and for months past scores of publicists and professors have been delving into the records of our history or giving rein to their imaginations in order that the pageantry of the holiday may be worthy of the great occasion.

An especial effort is being made to enlist the interest of the children of the Dominion and plans have been laid that should inspire them with enthusiasm. Many speeches will be made and it is to be hoped that the level of the oratory will not be set too high above their understanding. It is easy to ridicule such oratory, but Canada has far too little of it, with the result that the art of public speaking once cherished and encouraged has declined and the rhetoric of which both races in Canada have so many past-masters is fallen upon evil days. Seldom have the orators of our generation had a subject of such sublime impressiveness as the theme of this anniversary. It will be impossible for the majority of the speakers not to catch something of the majesty of their message.

So Canada will celebrate the sixtieth anniversary of the proclamation of Confederation with bell ringing and fireworks, with patriotic addresses, with merry-making and with a general spirit of jubilation. Yet Canada is not merely sixty years old. The foundations of Canada were laid when William the Norman came across the sea to defeat Harold the Saxon King. Canada was in the process of making when Charles the Fifth went campaigning in Provence and when Hawkins, Frobisher and the Terrible Drake ventured into uncharted seas with the glorious love of adventure which the Elizabethan age blazoned.

Every Canadian is heritor of the brave deeds of the great men of Britain and France since history first was written for the ideals they fought for and the policies they pursued were signed into the Pact of Confederation as surely as were Magna Carta and the songs of Normandy.—Montreal Daily Star, June 21, 1927.

A NIBROC TOWEL PROSPECT

Boarder: "Look here, this is disgusting. I've been here over a week, and I haven't had clean towels.

Lady Help: "Well, you've got a tongue, haven't you?"

Boarder: "Yes; but I'm not a cat!"—The BookanWrap.

A FLORIDA GOLF STORY

It was on a Florida golf course. Mortimer, being home for the holidays, confronted a caddie.

"I've heard the fellows back at school talk a lot about this game of golf. Will you explain it to me?"

"Not much to it. Just hit the ball with this stick and try to knock it into that hole way over there with the flag in it. Try it."

Mortimer took the club handed him and with a mighty swing made a drive of three hundred and twenty yards. The ball came to a stop three inches from the hole.

"That's too bad," moaned Mortimer. "I missed it!"—Notre Dame Juggler.

WHICH ONE?

I watch men in each plant I go through
And I see three types in each mill,
There's the man who can't, and the man who wont,
And the man who says, "I will."

The man who can't should be pitied,
To him we should always be kind,
For he works each day in the same old way,
His life is simply a grind.

So we have to take care and watch out for this man
To see that he doesn't get hurt,
For safety is something he can't understand
Or how to apply in his work.

The man who won't is a failure
And he never will get ahead,
For he pays no attention whatever one says,
And goes on in his own way instead.

When accidents happen and the question is asked
The answer is always the same,
That the man who stubbornly says "I won't"
Is the man who is always to blame.

And now we come to the last of the three
The man who says that he will.
We find he is better than all the rest
And the man of the greatest skill.

This is the man who practices care
In every move that he makes,
Safety is part of each job that he does
And this duty he never forsakes.

This is one of these men that's embodied in you,
You can't, you won't, or you will,
And I leave it to you which one you must be
In order the big job to fill.
—S. E. Whitcomb, Safety Engineer, Liberty Mutual
Ins. Co.