

THE BROWN



Bulletin

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THE BROWN Bulletin



Published monthly by the Public Relations Department in the interest of all employees and friends of Brown Company. . . Distributed without charge. . . Articles and photographs about Brown Company or stories of general interest about Berlin, N. H., and its people may be sent to the Editor, The Brown Bulletin, Brown Company, Berlin, N. H. This is your magazine . . . your constructive suggestions for making it more interesting are always welcome.

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AMERICAN ASSOCIATION
OF INDUSTRIAL EDITORS



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Editor's Notes

("Small" articles with big thoughts . . . of interest to employees.)—Editor

A Presidential election usually brings out a lot of enthusiasm and voters. The more people we have taking a voting interest in national politics, the better government we have.

But in all the furor over presidential elections and other national issues, it should be remembered that there is an old saying that a chain is only as strong as its weakest link. And the United States is a federal government born of a union of the states. Thus each state is a link in the chain of federal government, and as such is the most vital unit of our republic.

So when the time comes to vote in state and local primaries and elections, it is well to remember (even if the issues aren't as exciting as the Ike-Adlai battle) that democracy begins at home.

If American industry had been satisfied to make only the things that people actually needed, or knew what they wanted, we might be today still a poor and comparatively undeveloped nation.

It is the technique of creating consumer demand—getting more people to want to buy the things we make—that is probably the greatest single factor in our economic progress. When people have been persuaded to want things (television, for example), the orders mean production, payrolls and a higher standard of living.

The surprising fact is that in the United States, the major share of our business and employment is occupied with making things that people *want*, rather than what they actually must have.

We have learned that there is no limit to human desires, and upon them can be built a limitless volume of production, jobs and payrolls.

THIS MONTH'S COVER

The 4th of July parade in Berlin included, among other fine features, a float describing famous Nibroc towels and toilet tissue, long known in the institutional and industrial field and now available for household use. Leading grocery and chain stores carry them.



Sure

WE MAKE GOOD PRODUCTS, BUT

HOW CAN WE BE SURE?

Everyday of every year people at Brown Company make various tests on the products we all help to manufacture. Tests are made to be certain that they are good products, worthy of their famous name. They are made to be certain that we maintain our standings for quality and integrity.

This job is not a mere mechanical operation, but one that employs people in all plants who not only have the ability to perform the job but who also have the creative desire to see that product quality is maintained.

Dick Bisson, shown here operating a tensile testing machine to find the strength of a sample piece of paper, is one of many people engaged in this important work throughout Brown Company's plants. Dick's job is an important one and so are the jobs of other people working in similar jobs.

Dick and the many other people engaged in maintaining quality are insurance for the Company that the products we make and sell will not only fill the needs of the consumer, but will go a little further in satisfying the customers' desire for a constantly better product.

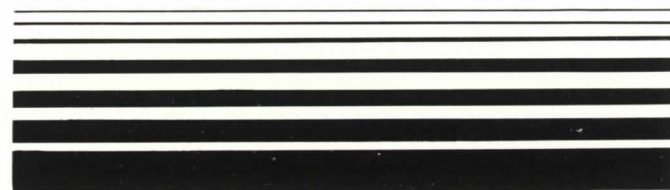
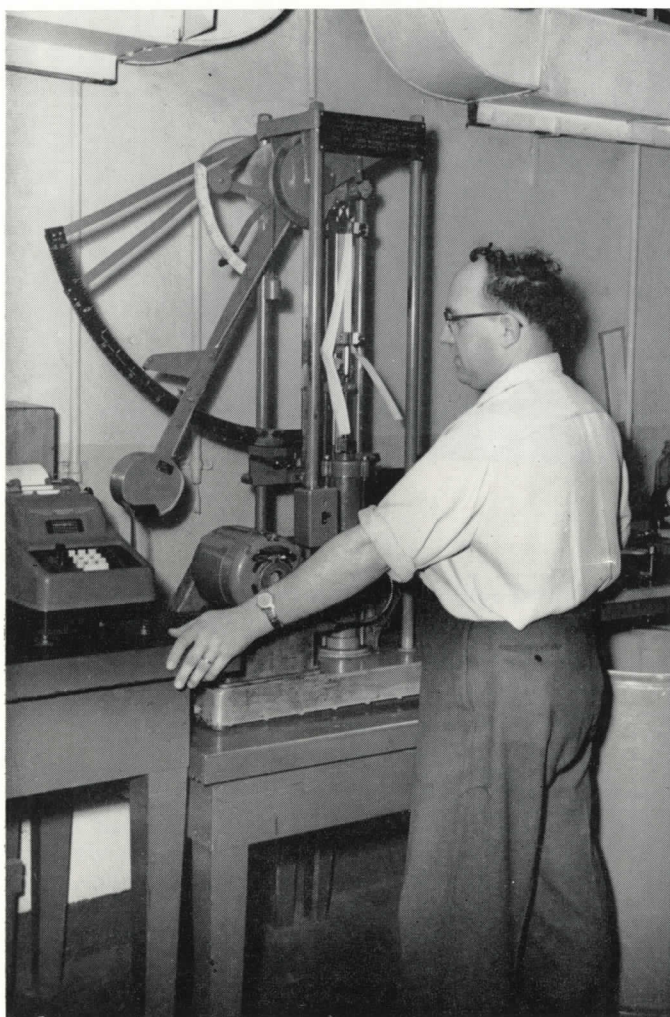
Many other people in similar positions at Brown Company are doing a good job of keeping a watchful eye on quality standards.

Your job is important, too. It's a vital part of a well-organized team working hard to produce quality products.

Fortunately, fewer and fewer people are thinking of their job as simply a place where we earn good pay, have good working conditions, and where friendliness and neighborliness are traditional. Today, most of us realize that, no matter what kind of work we're doing, we are as vitally important to Brown Company as any one player on a well organized football squad.

Teamwork is becoming more of a byword among the people who work within the gates of Brown Company's plants. There is a growing feeling of belonging to and being a part of Brown Company . . . and that's nothing less than teamwork.

That feeling of teamwork shall go on as long as there are people like you to make the heart of our company beat . . . good people . . . people capable of doing a good job with a genuine interest in the welfare of their fellow employees and the company for which they work.



Have I got a hole
in my pocket
-or somewhere?



What's the matter with ME?

Am I dumb? Or is there some secret I just haven't latched on to?

I work hard— and I make a good salary.

I have a wife and kids.

We have a small apartment—but we'd like a house . . .

We haven't saved a cent in . . . gosh, is it really **that** long?

Well, what's wrong? Can **YOU** figure it out?

ANSWER: Sure, chum, that's an easy one. Your trouble is that you've never found out about automatic saving—on the Payroll Savings Plan here at Brown Company.

You've never learned that automatic Payroll Savings actually saves money for you—buys United States Savings Bonds regularly. And everybody knows that's the safe, sure, interest-bearing way to save.

SECURITY

is a

Personal Matter

By

CHARLES S. THOMAS

Assistant Secretary of Defense
(Supply and Logistics)



What is Security?

Most of us think of security as a steady job, money in the bank and a few bonds for a rainy day, or as a retirement plan or some insurance to take care of those we leave behind. Security is all this and quite a bit more. After all, security is a personal matter.

Security involves the protection of the plant that you work in and the machine or equipment you operate. If either or both are destroyed or damaged, your job may end abruptly and your personal security vanish almost overnight. Failure to observe safety rules or carelessness may result in death or injury to you or a fellow worker. Fire and explosions destroy or damage plants and tools and

sometimes snuff out lives or cause serious personal injuries. A bombed or burned out plant spells disaster and maybe ruin to its owners and the loss of a job and INsecurity to you, your family, and your fellow workers.

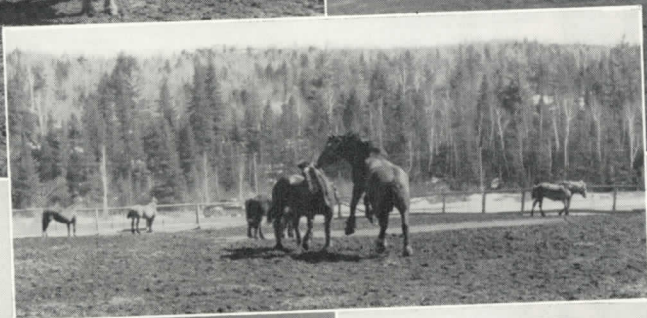
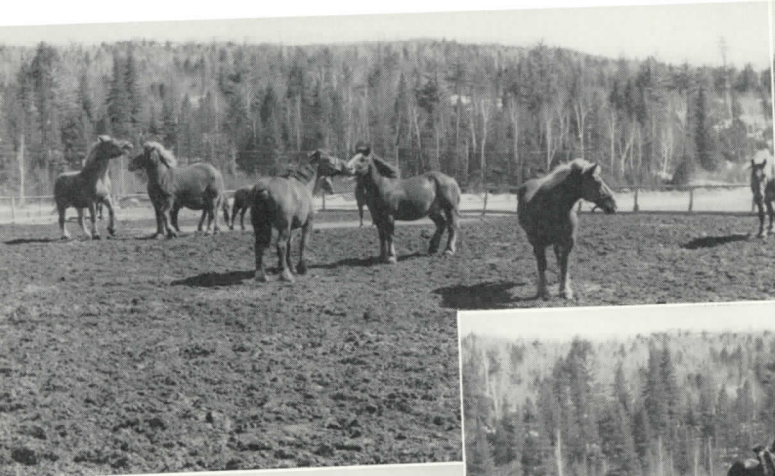
Your job and your future are no more secure than the place where you work.

Safety regulations at your plant have been set up for your protection. Security regulations have been established for the same very good reason.

By observing both sets of these rules, you contribute to your own personal security.

Practice these rules and make them a habit. Good plant protection is a big part of YOUR SECURITY.

Official United States Navy Photograph



AMERICA'S MOST PUBLICIZED WORK HORSES!

WE CAN'T PROVE IT, but we think Brown Company's work horses are the most publicized in America. Nearly two million people recently read about them in newspapers in New England alone. And millions more all over the nation watched them on television.

The files in the Public Relations department which contain newspaper clippings about Brown Company are literally bulging from the quantity of clippings received as a result of an Associated Press picture story about the company's "hay burners."

As many of you probably know, it usually takes a "gimmick" to get a story published in a lot of newspapers. It takes even more than that to get it on a nation-wide television show. And this story had a good "gimmick." Brown Company work horses, apparently unlike most of the other horses employed throughout the country, are given "vacations . . . with hay" each year and that is what made the story so big.

Just in case you missed it, here are portions of the story which was recently seen and heard (with accompanying photos and film) by millions of people throughout the country. The newspaper story was written by Don Guy of the Associated Press.

Who says horses are "finished?"

Three weeks vacation with hay are being enjoyed by hard working lumber camp horses here (in Berlin, N. H.)

The horses have been brought to three corrals from the northern forests of Maine, New Hampshire and Vermont.

The annual "springing out" of lumber camp horses is timed to coincide with the seasonal victory of mud over men on New England's unpaved back roads.

C. S. "Pat" Herr, Brown Company vice-president in charge of woods operations says "there will always be a place for the old hay burner in eastern logging."

"They haven't invented a tractor yet that will run itself," says Stanley Wentzell, "bull of the woods" for logging projects.

The horse is able to travel through the woods without endangering young trees. The tractor must cut a swath for itself. On forested mountainsides the horse picks his way where bulldozers can not rumble.

"Abusive treatment of a horse," the article concludes, is the easiest way for a man to get fired from Brown Company woods operations.





Doreen Williams is shown working at desk, while Bertha Ayotte operates postage meter machine.

UNSUNG HEROES *of Production*

(Third of a series of articles about the people behind production.)

THIS MONTH, we salute the Mail Room and its employees.

The good job done by this department is vital to the continued successful operations of Brown Company. Needless to say, the Mail Room is of extreme importance to our communications system.

All mail for Brown Company personnel in the Berlin operations is received at the Mail Room, sorted and distributed to the various departments in the company by mail clerks or car. Inter-office mail is also assigned to the Mail Room.

Outgoing mail is collected from the mills and offices by mail clerks and delivered to the central mail room where it is sorted, run through the postage meter machine and prepared for each outgoing mail service from the U. S. Post Office in Berlin.

Aside from handling routine work, the Mail Room employees also handle the distribution of annual reports, calendars and other employee mailings as well as serving in the capacity of office supply clerks for the entire company.

No matter where *you* work at Brown Company,—remember—your *good* work means low cost production, high quality, smooth operations and job security for you and your fellow workers.



Mary Jane Robichaud returns from plants with mail for distribution.



They all started . . .

THE CITY OF BERLIN lined up eleven hours of activity and topped it off with the presentation of \$1,000 in prizes for the recent Fourth of July celebration and observance of the city's 125th birthday.

The governors and directors of the Berlin Community Club conducted the first annual program as part of the annual drive for funds to support the club, a non-profit organization. A parade, featuring bands, drum and bugle corps and floats, was the initial feature of the huge celebration. This phase of activities was under the direction of John Avore. The parade route began at Upper Main street and proceeded down Pleasant street, up Main street and across the Mason street bridges to the Community



. . . but not too many finished.

(Right) Berlin's "Men In Blue" led parade.





Here's the snappy Gorham Legion color guard . . .



. . . and the Berlin American Legion float.



In foreground, the VFW color guard.

Club grounds where a midway was staged featuring games for young and old.

Other afternoon features included a safety show and two baseball games, one involving the local Junior Legion team and another presented by the Oldtimers.

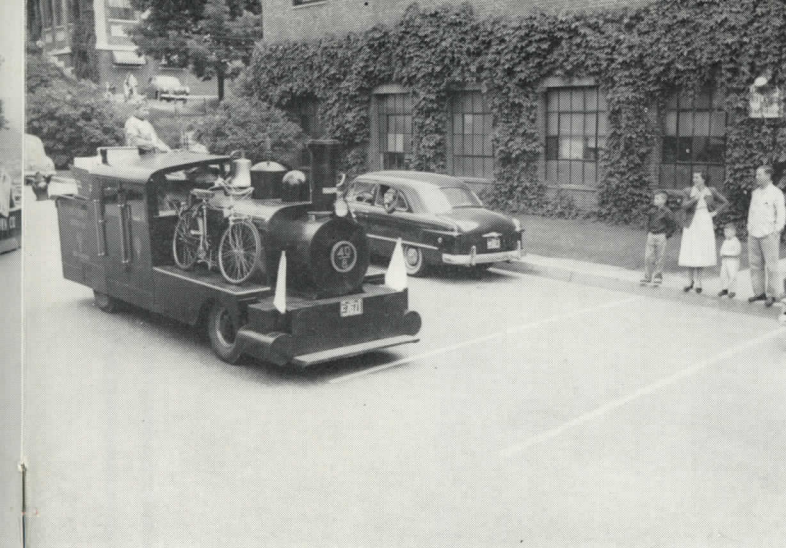
The Brown Company band presented a concert at the Community Club field in the evening which was followed by a grand march and outdoor dancing until 10 o'clock.

A mammoth fireworks display, a \$1,000 production, got underway shortly after ten o'clock and proved to be one of the most spectacular ever seen in the city.

The entire affair was climaxed, following the fireworks display, by the awarding of prizes to the lucky winners.

The Brown Company Band, selected as best marching outfit.





Here's the familiar VFW mobile "locomotive" . . .



. . . and a caravan of Red Wing Express trucks.

They included two 21-inch television sets, a choice of automatic dryer or washer, a boy's bicycle, a girl's bicycle, a spinning rod and reel and a pair of boots.

Our congratulations go to the many civic-minded citizens, including several Brown Company employees, who participated in the planning and staging of this successful and inspiring event. Here's hoping that the affair will be an annual one, with proceeds continuing to go to the Berlin Community Club.

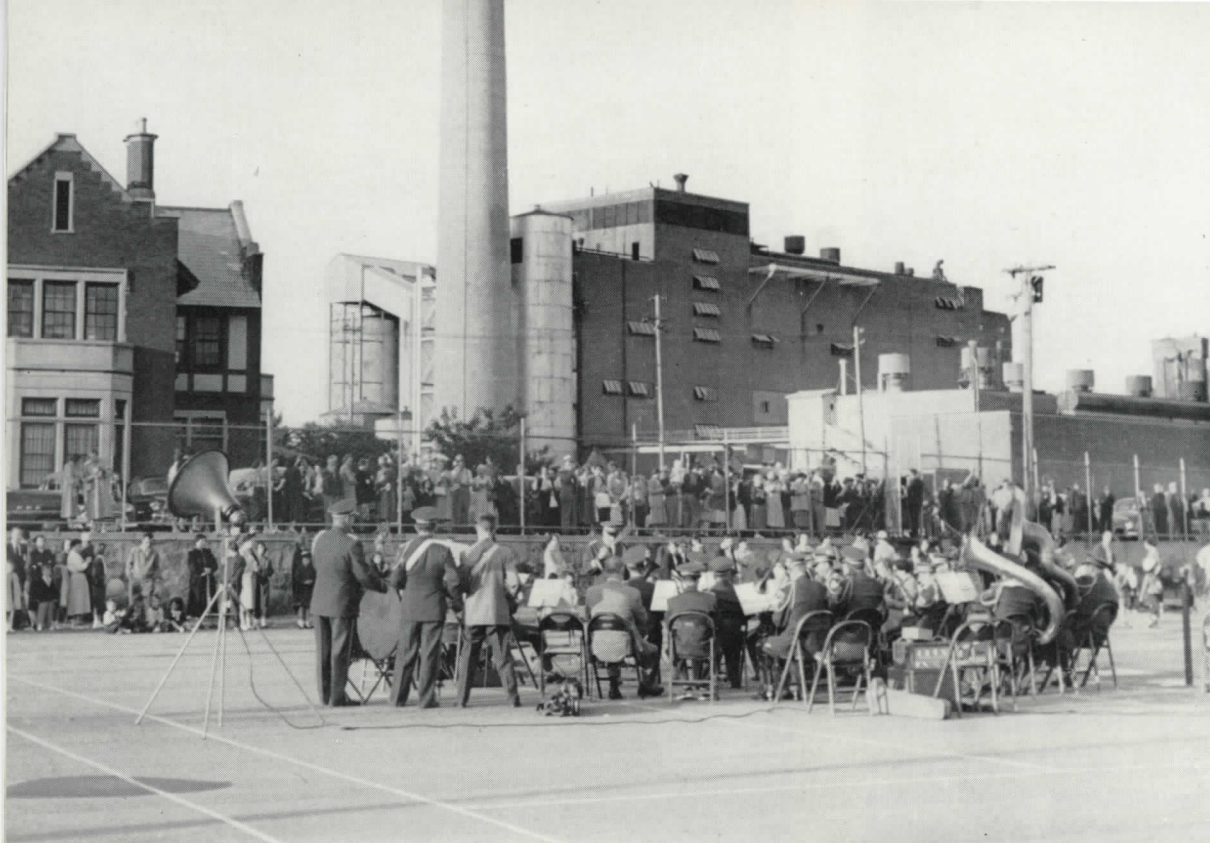
Remember, the annual budget of the Berlin Community Club is in the vicinity of \$42,000. Membership fees account for about \$5,000 and Brown Company is a major contributor. Total revenue is about \$35,000, leaving the Club about \$7,000 short of its needed funds.



Typical of all youngsters, he loves a parade.

The old steam boiler, recently renovated by Coos County Historical Society.





Many local and out-of-town people enjoyed listening to the Brown Company Band concert (above), watching a spectacular fireworks display (at right) and dancing, under the floodlights, on the tennis court (below).





W. W. BROWN
(1821-1911)

He is Still Remembered

THE COOS COUNTY HISTORICAL SOCIETY featured the above portrait of W. W. Brown in their display at the recent Coos County on Parade show held at the Berlin Armory. It is gratifying to know that he, the founder of Brown Company, is still remembered by local people. Without his efforts, Berlin, N. H. might not have become what it is today.

The story of Mr. Brown's purchase in 1868 is an interesting one. It is an illustration of the often noted fact that our lives are frequently influenced and even moulded by seemingly trivial circumstances. William W. Brown was then forty-seven years of age. Previous to that time he had been engaged in the manufacture of ship knees in Portland, Maine, and while prosperous, was still of limited means. J. B. Brown, on the other hand, was considerably older; and was one of the wealthiest and successful businessmen in Portland; having large real estate and financial interests there and elsewhere.

Though not a relative of the younger man, the incident

shows that he believed in him. One day by accident the two men met on the street. "Why don't you buy out my interest in the Berlin Mills Company up at Berlin, N. H.?" inquired the elder man.

"I don't think there would be much use in my talking about that with my limited means," replied W. W. Brown.

"Oh! I'll make the terms satisfactory. Go up there and look it over, and if it suits you, you can pay me when you have a mind to."

William W. Brown accordingly did as requested, came to Berlin, looked over the property and eventually purchased J. B. Brown's interest, agreeing to pay for it, for the most part, as he could from the profits of the business. His business integrity created the credit upon which a great organization was built.

The firm, now known as Brown Company, has grown tremendously through the years to become what it is today, New Hampshire's largest industry . . . a result of two men meeting accidentally on a street in Portland, Maine, in 1868.

CANADA'S 5000-MILE HIGHWAY

Photos from Canadian Government Travel Bureau

FROM NEWFOUNDLAND to the coast of British Columbia there's a thin red line across the map of Canada, promising North American motorists one of the finest scenic touring routes in the world. It's the 5,000 mile Trans-Canada Highway.

It's the largest construction job ever undertaken by Canada's federal and provincial government in partnership.

The original target year for the Highway's completion was 1956, but the job will take much longer. It is expected now that tourists will be able to drive along its complete length by 1960.

Muskeg, mountains and mud are only a few of the difficulties to be surmounted as Canadian engineers and construction crews begin their fourth straight year of work on the route. At present the big break in the Highway is in the virgin territory of forest and lakes north of Lake Superior.

Engineers and construction crews are working on a stretch of about 50 miles between the towns of Thessalon and Nipigon, Ontario, in some of the roughest road-building country in North America. Muskeg is a major problem. The deepest muskeg so far encountered has been about 50 feet, requiring tremendous quantities of materials to build up the roadbed, but engineers expect to find conditions much worse in the section between Fort William, Ontario, and the Manitoba border.

A spectacular view of a section of the Trans-Canada Highway in British Columbia, 26 miles west of Kamloops.

More road-building equipment is being used on Trans-Canada Highway than on any single project in Canadian history. Here work proceeds in Banff National Park.

Travelers feed Rocky Mountain sheep during stopover on Banff-Lake Louise section of Trans-Canada Highway in Alberta. Wildlife roams freely in Banff National Park.





On Trans-Canada Highway near Rockland, Ont., a few miles east of Ottawa, the Canadian capital. The Highway passes through both Montreal and Ottawa, 120 miles apart.

Most of the construction men are hard-rock miners and they're blasting out the sides of steep slopes 500 to 1,000 feet above the roaring Kicking Horse River, and the turbulent Fraser. The section between Golden and Field, British Columbia, is expected to take two years to complete.

The Fraser River section between Lytton and Hope, British Columbia, is perhaps the most difficult mountain section to work. Railway lines run below the level of highway construction and the builders must avoid dumping the rock and dirt down the slopes. The rubble has to be carried away load by load. It is estimated that one million yards of rock and dirt will have to be removed before the job is finished.

At one place in British Columbia, to make the highway the required width, engineers had to find some way to get through a face of rock 107 feet high. An attempt to tunnel through failed when the rock face split, and eventually the whole wall surface had to be removed.

Through the Rockies the pavement itself is the required width, but in some sections slightly narrower five-foot shoulders are allowed, with turn-outs provided for parking along the more scenic portions of the route.

Under the terms of the Trans-Canada Highway agreement, each province designates the route of the Highway within its own borders, provided that adjacent provinces agree on locations where it crosses provincial boundaries and that routes selected are the shortest practical east-west routes.

Those parts of the Highway running through the National Parks of Canada are built and maintained entirely with Federal Government funds. Quebec, the only province not signing the agreement, has about 400 miles of highway connecting the provincial boundaries of New Brunswick and Ontario terminal points of the Trans-Canada route in those provinces.

Toward the eastern end of the Highway, a causeway crossing the 4,000-foot gap of the Strait of Canso, between the mainland of Nova Scotia and Cape Breton Island, is already more than half-completed and will carry railway tracks as well as the Trans-Canada Highway.

The Trans-Canada Highway, when completed, is expected to swell appreciably the vacation influx into Canada from the United States, as well as increase interprovincial travel by Canadians.



Motorists on Trans-Canada Highway need not confine themselves to long-distance driving. Both recreational facilities and accommodations are plentiful.

Travelers on the Trans-Canada Highway in the Atlantic Provinces don't have to go far to find scenes like this one in Prince Edward Island.



CONSUMER or MANUFACTURER....



Meet the "boss!" Shake hands with the guy ALL of us work for.

Who is he? No—he's not the plant manager, the executive vice president or even the president. They work for him, too. He's a quality-conscious, budget-minded guy. Sometimes he presents himself as the American consumer. At other times, he does business with Brown Company as a manufacturer. In any event, he's the person who buys our products.

With a limited amount of money to spend after regular monthly bills for food, shelter and clothing have been paid, the American consumer is a careful man with a "buck." Yet he is under constant pressure to BUY. His response to this pressure has made America the richest and most productive nation on earth. But not even he can buy everything.

In every magazine he sees hundreds of colorful ads promising easier living, more fun, better clothes, more conveniences, a healthier life and a more secure future. Every day he walks past dozens of store windows displaying fabulous offers of "cut rate sales"—"prices slashed"—"bargains of a lifetime."

He's not left alone at home either. The biggest portion of his daily or weekly newspaper is devoted to showing him

He Can't Buy Everything!

countless ways to spend money. Radio and television urge him to "go to your friendly neighborhood dealer and get the special offer now!"

Mr. Manufacturer, on the other hand, is constantly pressured to buy various products which he needs to operate his business. He reads advertisements in special magazines devoted to his type of business, called "trade papers." He sees displays, exhibits and other forms of promotion, describing the values of one product over another, at conventions and other types of gatherings. And Brown Company is right in there "pitching."

Mr. Manufacturer has to make a choice and we're betting that he'll buy our product. But our competitors feel the same way. They want him to buy their product.

Whether he's Mr. Consumer or Mr. Manufacturer, he's the constantly sought after guy that we depend on to buy our products and provide the money for our paychecks. His goodwill and purchasing power keep us working. That makes him boss!

At first glance it might seem impossible to sell Mr. Consumer any of our household products (towels and tissue) with competition as keen as it is. And it might seem just as impossible to sell Mr. Manufacturer any of the rest of the products we make at Brown Company. You may wonder how potential buyers can be influenced into purchasing our products instead of those manufactured by other firms.

Brown Company has been doing it for years, but that doesn't mean that there isn't room for improvement. Selling products and keeping customers is not just a job for the sales department, or advertising. It's a job for every one of us, no matter where we work.

Whether you work in an office, in one of Brown Company's plants or in the field—you have an important place in this manufacturing-selling combination.

While at work it's your duty to do all in your power to keep the price of our products on the decrease, to keep quality high and to make deliveries to our customers as fast as humanly possible. That is what the customer wants . . . P. D. Q. . . . Price, Delivery and Quality.

BROWNCO NEWS REVIEW



A young night hawk, pictured above, performed her motherly duties here under unusual circumstances recently. She hatched out her eggs in the Chemical mill yard only a few feet from an almost constant flow of truck, automobile and pedestrian traffic. Both the mother and her young have since disappeared.



Tabulating Department

Vacations seem to be the main topic for this issue . . .

Laurel Rowell reports her first week's vacation was spent visiting Washington, D. C., Philadelphia, Pa., and also points of interest in Virginia.

Elmore Pettengill spent his vacation and the week end of July 4th at his camp at Cupsuptic.

Other Fourth of July week enders were Aline Pelchat, Tabulating, and Rita Roy, Insurance department, who spent an enjoyable time at Old Orchard Beach, Maine.

Phyllis Hawkins spent part of her first week's vacation at home and the remainder visiting relatives in Plymouth, N. H. and Montpelier, Vt.

Jeannette Melanson and Janet Robichaud, both Stenographic department, traveled to Ferry Beach for the Fourth of July.

Emergency Polio Drive

An emergency Polio Drive is set for August 16-31. Any contribution, large or small, will help the National Foundation for Infantile Paralysis to attain their goal.

The Coos County Chapter of the Foundation states there were 18 polio cases in Coos County in the past year and a half. One case in Gorham has already reached an expenditure of about \$11,000 and one in Berlin amounts to \$2,000. The local chapter, with help from the National Foundation, is taking care of these bills. From January 1953 to June 1954, a total of \$6,696.14 has been paid out in Berlin for patient care.

Doctors say it is important not to worry if you want to achieve the best possible recovery when polio strikes. However, polio treatment is extremely costly, with the need for lengthy hospitalization, orthopedic surgeons, physical therapists, considerable nursing care in the early stages, and special equipment. Financial anxiety is a psychological factor that can retard recovery.

The National Foundation gives support whenever needed. Your county chairmen and city chairmen should be contacted immediately if polio strikes your family. Financial aid will be discussed.

The Foundation's widespread organization of volunteers and skilled scientists prides itself on aiding persons stricken with polio.

Berlin and Gorham are very fortunate to have a large group of volunteers ready and willing to do their part when called on for service by their local chairmen.

This emergency Polio Drive is necessary as not enough money was raised last January for *both* polio prevention and the care of patients. Neither activity can be abandoned. Funds are desperately needed *right now* to protect the children of tomorrow and to care for youngsters today.

If polio strikes, contact at once, one of the following officials: *Mr. Harold S. Mountain (Coos County Chairman); Shelburne, N. H., Telephone 48-4. or Mrs. John Ordway (Coos County Chapter Chairman of Women's Activities); Milan Road, Berlin, N. H.—Telephone 1571 RK*

Friends of Royce Guptill of Gorham, N. H. will be interested to know that Royce will soon be able to be in a wheelchair and out of an iron lung. Mr. Guptill has been a serious case of polio since December 4, 1953. On December 7th, he was placed in an iron lung at the Mary Hitchcock Hospital in Hanover. He was taken from the iron lung for the first time in April. He is now improving and has been transferred to a wheelchair.

The Coos County Chapter of the National Foundation for Infantile Paralysis contacted Mrs. Guptill in December, and assured her the chapter would assist her.

To date, Mr. Guptill's expenses have reached nearly \$11,000. Mr. Guptill is the father of three small children.



CASCADE

In Memoriam

Walter F. Purrington died unexpectedly Monday, July 26. He was born in Portland, Me., March 3, 1896.

At the time of his death, he was serving the company as Superintendent of the Cascade Steam Plant. He joined Brown Company January 1, 1937.



BURGESS & KRAFT

Ed Chodoski and family spent the week of July 24 in Providence, R. I. and Portland, Me.

The Les Baldwins and Jeff Bergerons are back after a week's vacation spent in Maine.

Larry Koehne's new Chrysler should get him to Kansas for a vacation all right!!

On the sick list this issue, we find Donald Bouchard, Pulp Storage; Romeo Couture, Maintenance; Ernest Danis, Maintenance; and Wilfred Dugas, Woods.

Those back to work after a sick leave are: Arthur Bouchard, Oilers; Leo Lariviere and Michael Bouchard, Dryers; Raymond Blais and Edgar Hamel, Bleachery; Joseph Lamontagne, Woods.

Alfred Bugold, Placide Turgeon, and Felix Bugeau retired July 1, 1954.

New men to Burgess are: Emile Cloutier, Employment to Blowpits; Lucien Labrecque, Cascade to Waste Wood; Richard Treamer, Employment to Waste Wood; Roland Jacques, Employment to Woods; David Aikens, Employment to Digester; Ludger Gaulin, Bermico to Kraft; Robert Cote, Riverside to Kraft.

Bleachery

Clarence Curley, Bleachery Foreman, went on a three-day trip to New York and visited friends while there.

Walter Malloy's daughter, Mona, became the bride of Peter Landers on June 19th!

Bill Page recently traveled to Dover Point to work on his new camp.

George Viger tells us his camp at Songo Pond is opened for the season.

Roland Nolet spent his week's vacation working on his new home which is nearly completed. Roland was recently confined to the hospital where he underwent a minor operation.

John J. Sullivan's son, Paul, was married to Julia Gemmiti on June 12th. The new Mrs. Sullivan is also employed by Brown Company in the Purchasing department.

Recent Burgess Bleachery vacationers were: Ernest Dubois, Camille Tardiff, George Devoid, Don Devlin, Frank McKee, Lawrence Birt, Sig Guimond, Emile Arsenault, Alec Pelchat, Paul Arsenault, A. Legassie, Henry Peloquin, and Donald Amero.



BERMICO

We extend our deepest sympathy to Albert Babineau on the loss of his father, Lucien Babineau, on July 1, 1954, in St. Louis, New Brunswick.

Condolences are also extended to Omer Roy on the loss of his father, Edmond Roy on July 17, 1954.

A-2c Robert Berntsen recently dropped in to say hello to the boys of the Dryers. Bob is a Korean vet and has just returned from overseas duty.

Two more of our servicemen visited the mill while spending a leave at home. They are Reginald Berthiaume of the USMC and Roland Bergeron of the USA.

We are all glad to see Lionel Grondin, of the Treating department up and around after a serious operation.

The following men recently spent a two week training period with the National Guard Unit at Camp Wellfleet on Cape Cod, Mass. They are

Norman Labbe, Maurice Descoteaux, Robert Webb, Raymond Morel, Patrick Taylor, John Brunelle, Leon Guitard, Eugene Tanguay, and Roland Duquette.

Rosario Babin of the new Fittings plant has been showing some of the men the wonderful work he does with free hand printing.

Congratulations to Mr. and Mrs. Charles Valliere on the birth of a daughter on July 13, 1954. They are now the parents of two boys and two girls.

Congratulations are also in order for the Rosaire Labbes who welcomed a son on July 15, 1954. Rosaire will, no doubt, be teaching his new son how to tie fishing flies before very long!

The Henry Turgeons welcomed their first daughter, on July 11, 1954; and to the David Lowes, a daughter was born June 25, 1954!



CHEMICAL & FLOC

We hear, via the grapevine, that Bob Riva is sporting a shiny new Buick.

Richard Eaton, son of Mr. and Mrs. H. A. Eaton, has completed his studies at M.I.T. and will be leaving Berlin soon to serve Uncle Sam as a lieutenant.

Cecile Nelson is again enjoying the summer months at Cedar Pond.

Earle Philbrick has returned from a week's vacation spent at his cottage at Locke Mills.

Mr. and Mrs. Al McKay and son, Bob, have returned from a week's vacation spent at Atlantic City, New York City, and Danielson, Conn.

Rita Fournier spent the long Fourth of July week end visiting in Quebec City.

Henry Pelky plans to leave us soon to make his home in Florida.

Aime Devost celebrated a birthday May 6th. Many happy memories, Aime!

"Bob" Horne has returned from a vacation in good ol' Florida.

Carl Anderson got himself decked out for the highways with a brand new '54 Ford.

Arthur Vezina, one of our rugged in-

dividuals, took a week off to go tenting under the stars up Canada way.

We understand Bill Lapointe is back from a week's vacation.

George Sanschagrin of #6 reports a nice trip to Thousand Islands and Niagara Falls.

"Light" Legere is back to work after an operation.

F. Marois reports a pleasant week's vacation.

Mr. and Mrs. Norman Lowe and brother, Ralph, will fly to San Francisco to visit with cousin, Reese Griffin.

Robert Payeur recently spent a two week stay at Camp Wellfleet with the National Guard.

Oliver "Joe" Berube tuned up the buggy and, at this writing, is off for Washington, D. C., and maybe, Florida, if the oil pressure holds up!!!

Ash Hazzard and family chose Ferry Beach for a vacation spot.

"Pick up the marbles" Plante is our fisherman of the day after returning from Diamond Pond with a 5-lb. lake trout.

On a recent postcard to G. Gale, "Sparky" Marshall reported everything was O.K.—but how patient can a fisherman be?

A speedy recovery is our wish to Darius Morrisette, of the Caustic Plant, who is confined at home.

Eddie Leclerc recently vacationed at Ferry Beach and Old Orchard, Maine.

Other recent vacationers were the Albert Stones and, they, too, report a pleasant week's vacation.

"Spike" Oleson, our pride of winter sports, took one of the longest standing leaps of his career, when he took off from the Chemical Mill and landed down at Burgess. We'll miss seeing you around, Spike—and good luck from all of us.

Zeke Peabody is back to work after a vacation.

Fred Begin is proud of his new Ford (his second one in his life; the first one lasted 18 years.) No doubt, Mr. and Mrs. Begin will enjoy their new car on their three weeks' vacation.



Production - Key to Strength

Production will count heavily in helping to prevent another great war—or, if one starts, to end it at the least cost in American lives. For that reason alone, we must stay strong and grow stronger.

Staying strong means there must be incentives high enough to encourage people to produce and business to expand...

There must be fair profits for investors after taxes, so they'll risk more dollars to buy more equipment for our factories...

Fair wages for employees, to encourage them to get the most out of that equipment...

Fair rewards and protection for inventors, so they'll keep on developing better products, and better machines to make them...

And fair prices for all—so that all Americans continue to share in a steadily increasing standard of living.

It's Possible!

America stands on the threshold of a new Power age—and by 1975 it is possible that much of our routine work will be done by electronic robots. There may be small robots to cook and wash in the home; cross-country conveyor belts, electronically monitored highways where motorists can set an automatic pilot and enjoy a nap while cruising along.

Impossible? That's what skeptics were saying only 25 years ago about transoceanic passenger flights, TV and miracle drugs like penicillin!

A Plug For The Third R

Readin' and writin' are O.K., but don't let the kids duck 'rithmetic if they hope to become scientists and researchers in industry. Statistics show that only 1.4 per cent of high school youths take solid geometry, only 1.6 per cent learn trigonometry and only 1/2 of 1 per cent of college students take algebra. Means that good jobs may go begging in the future, industry sources warn.

Rough on Red

Shed a tear for the plight of the Communist Party organizer who, so the story goes, wrote this complaint to his superior:

"It is becoming increasingly difficult to reach the down-trodden masses in America. In the Spring, they're forever polishing their cars. In the Summer, they take vacations. In the Fall, they go to the World Series and football games. And in the Winter you can't get them away from their TV sets.

"Please give me suggestions on how to let these people know how oppressed they are."

Six sweetest phrases in the language, according to a survey, are "I love you," "Dinner is served," "All is forgiven," "Sleep till noon," "Keep the change," and "Here's that five."

Recent survey shows that it takes the average American housewife twice as long to do her shopping today as it did in 1940. She's buying more.

Here's to the man who plans things,
Builds things, makes things;
Who prates not of wonders of old,
Nor gloats upon ancestral gold,
But takes off his coat and takes a-hold
And *does* things!



"All right—NOW what?"

SALARIED PERSONNEL CHANGES

NAME	FROM	TO
Downing Boucher	(Hourly)	Clerk, Cascade Maintenance
Alvin DeSisto	Engineer, Central Engineering	Plant Engineer, Bermico Oper.
Benjamin Hodges	Plant Engineer, Bermico Oper.	Production Supt., Bermico Oper.
Shirley J. Joudrey	(Hired)	Stenographer, Manufacturing
Larue D. King	Secretary, Personnel	Administrative Assistant,
		Personnel & Public Relations
Martin Pietsch	Power & Steam	Engineer, Central Engineering
Sylvio Renaud	(Hourly)	Mechanical Repair Foreman,
		Power & Steam
Robert Thayer	Production Supt., Bermico Oper.	Asst. Plant Manager, Bermico Oper.

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Your Fair Share

By the side of a road in New England stands this farmhouse typical of many in that section. The homestead on the right sheltered and shaded behind a maple tree has been added to as the family prospered. Now it includes the section where firewood has been cut for the fires needed in the winter. To that has been added the barn to accommodate the hay for feed and bedding the farm animals. Behind is still another building—tool shed or chicken coop.

For the farmer and his family here is security against the long and severe New England winter. By joining the buildings he is protected against the

weather and the buildings themselves serve as a fence against the drifting snows.

This picture suggests something more on second thought. It may well be a symbol of the security we enjoy in our American homes. Such security is worth the effort every good citizen spends to make his country a better place in which to have a home and rear a family.

Participation in our civic organizations, churches, lodges and an active interest in good government leads to more and better home security. Only when each of us accepts his fair share of the load can our homes be secure.

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