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Brown Company, Berlin, N. H.

Work Progresses On Installation Of Ash Collector Expected To Be Completed April 1

Work on the installation of the fly ash collector and allied equipment on No. 6 boiler at the Heine Boiler Plant was progressing according to schedule this week.

Chief Engineer George Craig said that it is expected installation work will be completed by April 1.

Lists Schedule

Preliminary work was started the week of February 6, when workmen relocated piping and made preparations to reinforce the roof steel.

Last week actual installation was started. Mr. Craig said the schedule calls for the reinforcing of the roof and the installation of the storage tank, surge tank, and dustless unloader to be completed by March 27.

During the week of March 27 the collector, itself, will be installed and necessary flue changes will be made.

Insulation work will be done after the boiler is operating with the collector installed.

Two shutdowns of the No. 6 boiler are necessary to make certain connections between present equipment and new equipment. The first shutdown was during the week of

(Continued on Page 2)

Onco Plant Given Rating Of 100 First Perfect Mark Given In Program

Take your hat off to the people of the Onco Division.

Good Housekeeping inspectors said the Onco Plant couldn't have been cleaner during the two weeks ending February 4.

They gave the Onco a rating of 100, the best there is. It was the first time since the program was started last spring that any plant has been rated 100.

The ratings continued to be amazing. Only one plant was below 90, and they were very, very close. Two, the Railway and Bermico, were up to 99.

Not a single mill or department went downhill. And only three stayed the same.

These were the ratings:

	Feb. 4	Jan. 21
Onco	100	98
Railway	99	98
Bermico	99	98
Maintenance	98	97
Riverside	98	93
Power	96	94
Research	96	96
Chemical	95	93
Kraft	94	89
Burgess	92	91
Offices	91	91
Cascade	88	88

Given Announces Two Changes In Personnel Men

Chester Bissett, who for four years was labor clerk at Cascade Mill, has been named plant personnel man for the Upper Plants, replacing Angus Morrison, who has been named personnel man for the company's Maintenance Department in all plants, it has been announced by Industrial Relations Supervisor Loring Given.

Here Many Years

Both men have been with the company for many years. Mr. Bissett joined the company in 1928, after working summers as a Berlin High School student. Mr. Morrison has been with the company for more than 25 years. Both men have come up through the ranks of the company.

Mr. Bissett worked at the window frame mill, in construction, in the towel cabinet department and in the Bermico Division during the period from 1928 to 1934. In March, 1934, he went to Cascade, where he served in the converting department and in mill control. In February, 1943, he was transferred to the Cascade office as maintenance clerk.

Mr. Bissett was named Cascade labor clerk after his return from two years service with the U. S. Army during World War II. Last August he was transferred to the position of specification clerk.

Mr. Morrison first served as a pulp weigher at Burgess Mill. In 1932 he became a machine operator at Cascade. During the next 10 years he worked up the ladder to the position of night foreman in the con-

(Continued on Page 4)

Company Begins Nationwide Distribution of New Product

BACK TO THE FARM



Nibro Towels, for years standard in industries and institutions, have gone into the barns. Brown Company's new Kowtowls are being praised by farmers such as Wismer Buckbee of Warwick, N. Y., for their special use in dairying. This new product is another example of the company's alertness in marketing things for which there is a good potential demand.

President Meets With Mill Management Group

Brown Company's 132 manufacturing and maintenance

supervisors, including 15 who were promoted to supervisory positions during the last few months and three who recently joined the company, met with President Laurence F. Whittemore and other company officials at a dinner in the Hotel Costello.

Discusses Problem

The meeting gave the company's new president an opportunity to discuss with the supervisors some of the problems which the company must solve if it is to be successful in the years to come.

Mr. Whittemore emphasized that "the success of any company depends on the men who occupy the supervisory positions in it." He pointed out that the decisions that guide this company "are made right here in Berlin by men sitting here in this room."

The president summed up one of the major problems to be met by the company this way: "We've got to produce at costs that keep us in competition with our competitors." He pointed out that the future

(Continued on Page 3)

Kowtowls Boon To Sanitation On Dairy Farms Also Cut Work Of Nation's Milk Men

Bossy's got her own "personal" paper towels.

They are rolling from the paper machines of Brown Company. Something new has been added to the ever-growing list of company products. Something born right in the barn of the company's Canadian subsidiary in Canada and developed to perfection in the company's laboratories, with the cooperation of dairymen.

This month, from coast to coast, the men who own cows are learning about Kowtowls.

Play Big Role

But Kowtowls are far and away something more than just a handy thing to have around. Because the use of Kowtowls can play a big part in producing cleaner milk and controlling cow disease.

Here's why:

Milk authorities emphatically declare that clean milk can be gotten only from clean cows. In order to reach high sanitary standards, most progressive dairymen before each milking wash the udders and teats of their cows with warm

(Continued on Page 4)

Kowtowls Born In La Tuque Barn Dairymen High In Praise Of Towels

Kowtowls were born in the most logical place in the world. But chance played a part.

Dairy Opened In '22

At La Tuque, the corporation has a dairy farm to provide milk for the children of employees. The dairy was established in 1922.

There at La Tuque live some of Canada's best milk cows—cows like Mistress Becky, who was grand champion Holstein at the Quebec Exhibition last fall.

One day an assistant forgot to launder the dairy's cloth towels, used in cleaning the cows.

"Shucks, let's use some paper towels," the superintendent said, in effect. He knew the company's paper towels were strong when wet and had been made to take it.

The paper towels proved to work so well on this new job that they continued using them.

(Continued on Page 3)

'T WAS SPRING?



It's been a funny winter! And you can say that again. The men who work around the Yardmaster's Office of the Berlin Mills Railway vowed for that the other day. Hopping along the tracks was this toad, pictured in the hand of Albert Dube. Now toads usually hole up in winter and spend their days dead to the world. But when a recent warm spell hit, this one yawned, figured spring was here and began looking around for dinner. Toads, pansies, transplanting trees! We should borrow some of California's publicity posters.

THE BROWN BULLETIN

Published every other week by and for the employees of Brown Company, Berlin, N. H.

Editorial Offices: Company Relations Department.
Telephones: Automatic 379; New England 46, Ext. 60.

STAFF

PULP DIVISION

Buster Cordwell
Paul Grenier
Mark Hickey
Ray Holroyd
Adam Lavernoch
Leo LeBlanc

CASCADE MILL

Ernest Castonguay
Buster Edgar
Leroy Fysh
Alice Hughes
Robert Murphy
Earl Philbrick
Lucille Tremaine

REPORTERS-AT-LARGE

Angus Morrison
Jack Rodgerson

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CHEMICAL PLANT

Arthur Goyette
George Lafleur

RESEARCH DEPARTMENT

Thelma Neil

MAIN OFFICE

Roberta Devost

WOODS

Louis Catello

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RIVERSIDE MILL

Ronaldo Morin

BERMICO DIVISION

Russell Doucet

Ash Hazzard

STAFF CARTOONISTS

Leo Leblanc

Jack Rodgerson

STAFF PHOTOGRAPHER

Victor Beaudoin

PORTLAND

Doris Smith

NEW YORK

Doris Reed

EDITOR

A. W. (Brud) Warren

In Memoriam

ROBERT PERRAULT

Robert Perrault, a member of the Maintenance Department at Burgess Mill, was killed February 6 when a staging on which he was working broke. He was born in Berlin June 8, 1921, and joined the company in 1941. He served three years with the Army.

FREDERICK RAHMANOP

Frederick Rahmanop, former superintendent at Burgess Mill, died in Manchester February 3. Mr. Rahmanop was born in Kankakee, Ill., Jan. 28, 1876. He came to Berlin in 1906.

Fly Ash

Continued from One

February 6, when piping was relocated. The second shutdown is scheduled for the week of March 27, when the collector is being connected.

Mr. Craig said that some of the important work can only be done on Sundays, when the power demand of the company is lowest. On that day of the week not all the mills are operating.

Will Make Studies

Works Manager E. E. Morris said that after installation of the fly ash collector detailed studies will be made. Following these studies, work will proceed in connection with a further installation.

Installation of the fly ash collector on No. 6 boiler will eliminate about 26 per cent of the total fly ash presently being discharged into the air from the soft coal boilers at the Heine Plant, according to engineers. The collector will eliminate about 90 per cent of the fly ash coming from No. 6 boiler.

There is much equipment besides the actual collector that is being installed. A glance at the accompanying drawing will indicate something of the amount of equipment.

At the top of the drawing is shown the basic unit. Flue gases from the boiler go through the fly ash collector. The fly ash is taken from the flue gases and is sucked down to the secondary collector. The cleaned gases go up through the exhaust stack on the roof.

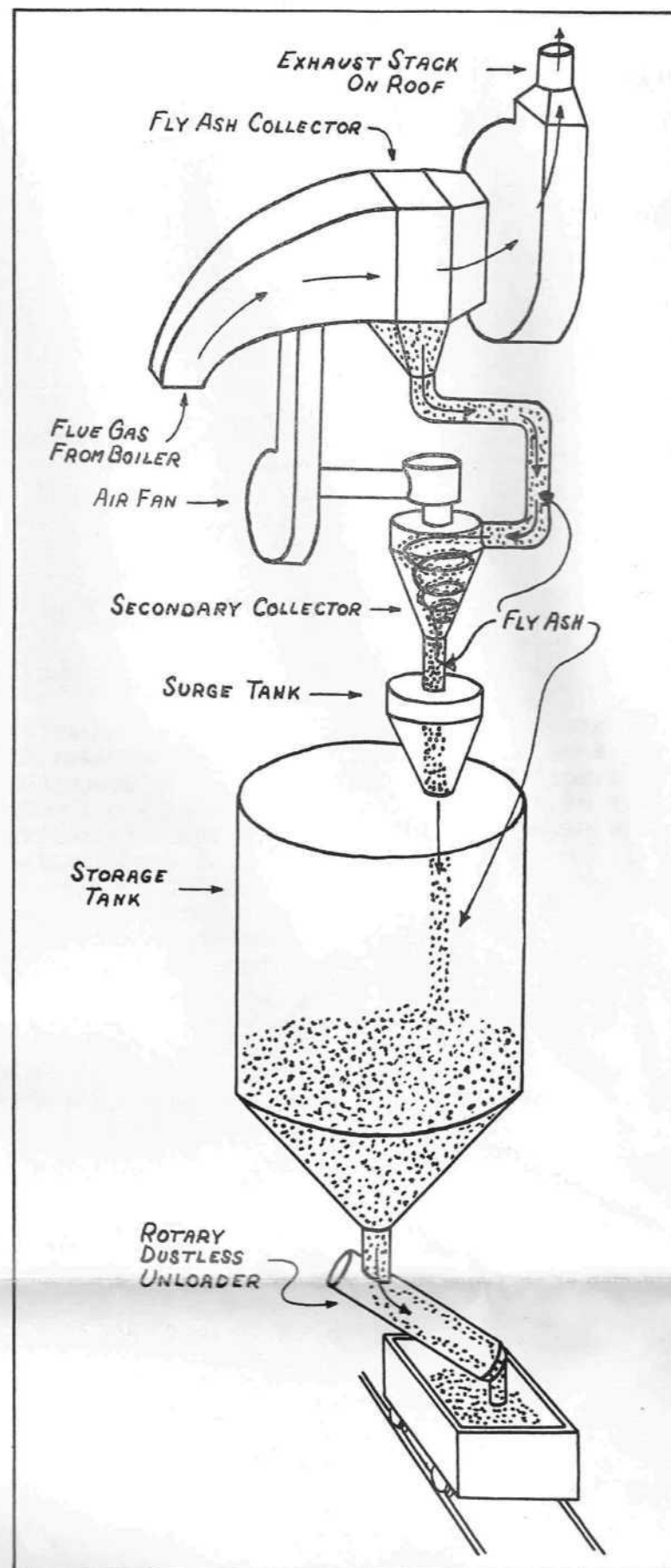
The secondary collector gives a final cleaning. The fly ash and gases whirl about much as they do in the first collector. The action is like that of a cream separator. The ash drops out at the bottom. The cleaned gases are fanned up the flue, to go through the first collector again.

From the secondary collector, the fly ash drops through a surge tank and then into a storage tank. The surge tank is used to take care of any rush of ash from the collector.

The storage tank is no midget. It stands 20 feet high and is seven feet in diameter.

When the storage tank is to be emptied, valves will open a way to the rotary dustless unloader. In this unloader, water is sprayed on the ash to settle it and prevent its scattering when it is being dumped into the ash car.

TAKES MUCH EQUIPMENT



It takes a good deal of equipment to collect fly ash and to dispose of it. Fly ash is taken from the gases in the collector at the top. It is sucked down to the secondary collector, where it is separated from any gases that may have been drawn down with it. From the secondary collector, it goes to a surge tank and then to the large storage tank. When the storage tank is ready to be dumped, the fly ash moves through the rotary dustless unloader. Here water is sprayed on it to settle any dust. The ash then goes to the ash car, in which it is carried off. Dumped fly ash will be covered with bark to keep it from getting into the air.

Pointers

from

Portland

By DORIS E. SMITH

IT HAS BEEN quite some time since I made up a column consisting of pointers concerning cooking and food in general. Therefore, I have quite a collection on this subject at present and I'd like to pass some of them along to you now, for what they may be worth.

The next time you serve a fruit salad, try topping it with

Cascade Mill was built in 1904.

Riverside Mill was built in 1888.

mayonnaise mixed with unsweetened whipped cream. Delicious!

Cleaning shrimp is made much easier if you use a small crochet hook for this purpose.

If you haven't already tried those new-type biscuits on the market which are ready to pop into the oven, and which need to be baked such a short time before they can be served, you really should get some right away. They come in various shapes and from four to fifteen to a package,

(Continued on Page 3)



The Worst Feeling In The World

Nine years old and he can't play with the gang. His mother says two or three of the boys are different and he shouldn't associate with them.

What does she mean different? He remembers only a few days ago his history teacher had told him that all Americans are the same—all citizens of one country and all working together.

This kid judges the rest of the gang by their individual personality, character and how they play ball—not by their race or religion.

Each race, each religion, contributes its own talents, culture and idealism to produce that amazing blend of ideas and vigor which have made America great. This boy is anxious to keep his country the way it should be—and he can do it—if we don't influence him to the contrary!

Make sure that you are not spreading rumors against a race or a religion. Speak up, wherever you are, against prejudice, and work for understanding. Remember that's being a good American citizen.



**Accept or reject people
on their individual worth**

New Product Is Important To All Of Us

You may not even know how to milk a cow, or care less. But Kowtowls are still pretty important to you.

And not only because of the fact that they help make milk production more sanitary.

The other night, President Whittemore emphasized to supervisors that one of the important assets of Brown Company is the diversity of its products. Variety of products helps strengthen a company. If the market drops in one product, the company still has the others.

Kowtowls add to the diversity of the company's products. Sure, they are paper towels. And we've had paper towels for many, many years.

But they are not like our other paper towels. They are a new type of towel made especially for a different type of customer.

And it shows something else. It shows that the company is always searching for new products. The company always is searching for new markets. That makes for strength.

That's important to all of us here in the North Country. For our own personal economic strength depends a lot on the economic strength of the company.

Scramble For Mill League Lead Becomes Wilder

Cross, Cornell Set Fast Paces Men End Round With Close Races

Holy Cross and Cornell were setting a fast pace in the Girls' Ice League and apparently doing all they could to boil the race down to a two-team battle.

But not so in the Men's League. Three teams were pretty well bunched in Division A, while four were only a few points apart in Division B as teams entered the final week of Round No. 2.

Five girls were in the 270-280 better class in recent days. Top was Lucille Brigham of Holy Cross, who hit 287. Doris Hallancourt of Harvard had 281 and Lois Eaton of Army collected 280. Others included Ginny Brigham of Holy Cross, 277, and Lorraine Marois of Harvard, 270.

Men in the 300 class included Arthur Sullivan of the Rear Admirals, 318; Willard Kimball of the Majors, 312; Gene Heroux of the Second Lieutenants, 308; Ronnie Chase of the Majors, 306, and Chet Veazey of the Privates, 302.

Towel Hist. Continued from One

The experiments showed that these towels, designed for use in institutions and industry, had plenty of advantages and that they did not decrease milk production.

Herdsmen at La Tuque suggested that a new type of towel be developed for dairy cow sanitation.

At this point, Brown Company scientists took over. They developed a special purpose cellulose cow towel from special wood pulps and chemicals. The new towel can absorb liquids well and fast. It's nearly twice as strong when wet as any similar product manufactured up to now. Yet it remains soft and doesn't get sticky when in use.

But to make sure something was good, you want to put it to actual use.

So field tests were made. In 1947, 1948 and 1949 these tests were conducted with the perfected product on dozens of leading dairy farms in several different states. In New York State, these were made under the supervision of field veterinarians of the State Mastitis Research and Control Program.

Pay Compliments
What do these dairymen

OFFICE LEAGUE STANDINGS

MEN'S LEAGUE			
Division A			
	Won	Lost	P.C.
Seamen	26½	9½	.726
First Sgts.	24	12	.667
Majors	22½	13½	.625
First Lieuts.	18½	17½	.514
Master Sgts.	18	18	.500
Tech. Sgts.	15	21	.417
Sgt. Majors	13½	22½	.375
Vice Admirals	12	24	.333
Lt. Gens.	12	24	.333
Brig. Gens.	11	25	.306
Division B			
Privates	25½	10½	.708
Commanders	25	11	.694
Corporals	23	13	.639
Generals	21½	14½	.597
Rear Admirals	20	16	.556
Ensigns	18½	17½	.514
Captains	16	20	.444
Sergeants	14½	21½	.394
2nd Lieuts.	11½	24½	.319
Commodores	7	29	.194
GIRLS' LEAGUE			
	Won	Lost	P.C.
Holy Cross	14	2	.875
Cornell	14	2	.875
Harvard	8½	7½	.531
Army	8	8	.500
Bates	7½	8½	.469
Navy	6	10	.375
Princeton	6	10	.375

MILL LEAGUE STANDINGS

	Won	Lost	P.C.
Riverside No. 2	34	22	.618
Riverside No. 1	33½	22½	.598
Bermico No. 1	33½	22½	.598
Maintenance	33	23	.589
Cascade	31	25	.554
Bleachery No. 1	31	25	.554
Inst. Control	30½	25½	.543
Research No. 1	30	26	.536
Bleachery No. 2	30	26	.536
Towel Rm. No. 1	27	29	.482
Finishing	26½	29½	.473
Research No. 2	23½	32½	.419
Towel Rm. No. 2	23	33	.411
Bermico No. 2	22	34	.393
Bermico No. 3	21	35	.375
Machines	18½	37½	.331

and veterinarians think about Kowtowls?

Many letters have been received telling about that. These are some samples:

From a co-operative dairy association in Wisconsin: "Trials of Kowtowls have proved satisfactory, therefore, we do not hesitate recommending them to any other dairy farmer for the production of clean milk and as an aid in the prevention and spread of contagious disease."

From the owner of a Jersey farm in Oklahoma: "I would like to have them (the distributors) call on me so that I can give them some dairies where they can place some of the towels very advantageously."

From the owner of a Guernsey farm in New York State: "We are well satisfied and feel that this is a great improvement in our health control program and in the long run more economical than less modern methods."

Pointers

so you should be able to get the exact kind and quantity to fit your needs.

However, for those of you who still prefer to make your own biscuits, here is a short-cut method of cutting them: Use the metal separator of your ice cube tray and you can cut a whole panful in one operation. These come out just about "bite-size," though, so be sure to make enough!

Hot biscuits need plenty of butter. If you are ever in that spot where the butter is so hard you can't spread it, and are afraid it will become oily if you try to soften it, this little pointer will be welcomed by you: Rinse a small basin with very hot water and then invert it over the hard butter, and your problem will be solved!

The next time you plan to grate carrots, leave about one inch of the green tops on each, and use this as a handle as you grate. This way you won't be scraping your fingers as well, and you can use the whole carrot!

Onions can do much to add zest and flavor to any meal and they are easy to prepare once you know how. Probably many of you already know the way to fix them, but for those who haven't heard about them, here are a few suggestions which might prove helpful.

When you need just the juice, cut a slice crosswise from the top of an unpeeled onion; then, use a teaspoon to scrape the surface to get the juice.

Save the unused portion of an onion by wrapping it in waxed paper and storing it in the refrigerator. Some folks prefer to put the unused part in a small pyrex custard cup and cover this with a plastic bowl cover, and then store it in the refrigerator.

To grate an onion, peel it first, then rub the onion against a grater which has been placed on a piece of waxed paper.

For chopped onions, I prefer to peel the onion, then cut into it in such a way as to make squares across the top. Then, turn the onion on its side, and slice down through it, making the slices thin or thick, according to the size I need. This way, the chopped pieces are more uniform in size. Some folks prefer to cut

Continued from Two

the onion into quarters then use a chopper to finish the job.

When you need onion rings, simply cut the peeled onion crosswise into even slices about ¼ inch thick. Chill these in ice water, slightly sweetened with sugar. Then, drain them and let them dry.

When you boil onions, you can be sure they will stay whole if you'll just take a minute or two to run a skewer (or that crochet hook) right through the core of each onion. I've done this often, so I know it works!

If any of you have some special Lenten dishes you are willing to share, kindly send them along to me here at the Portland office and I'll be glad to pass them along in a future issue of the Bulletin. (Address Mrs. Doris E. Smith, Brown Company, 465 Congress St., Portland, Maine.)

It must be lunchtime, 'cause I'm getting hungry!

Foremen

Continued from One

security of everybody in the company depends on keeping costs on a competitive level.

The general trend in the various markets served by Brown Company was outlined by D. P. Brown, vice president in charge of sales. Mr. Brown pointed out that, so far, there has been a strong start in most divisions.

Discussing one of the company's big assets, the quality of its products, Mr. Brown declared that "we have made tremendous strides in quality" but that we must continue to insure the customers of getting what we promise them with regard to quality.

Other officials who were introduced by Works Manager E. E. Morris included E. H. Maling, vice president in charge of finance and treasurer; Wentworth Brown, vice president and assistant to the president, and Howard G. Brush, controller.

Join Supervisors

Among those present at the dinner meeting were these men who during the past few months were promoted from the ranks to supervisory positions:

Notice

Because of space limitations it was necessary to leave "Joe" out of this issue. However, he'll be back next edition.

Ninth Club Only Four Points Out Aubey Marks Up Score Of 343

Competition was becoming so keen in the Mill Bowling League that some of the teams were wagering dinners on the outcome of individual matches.

At least two teams ate "on the losers" during the last few days, as the league boiled itself down into a race that might possibly find not two teams but a half dozen tied for the lead when the season ends.

As of the other day, nine teams were bunched within four points of one another. By the time you turn around some one else is setting the pace.

It was slam bang all the way. For example, Riverside No. 1 dropped a 4-to-0 decision to Cascade, and then turned about face and took Towel Converting No. 2 by a 4-to-0 score.

The individual scores were just as widely split.

One of the all-time Brown Company scores was marked up by Albert Aubey of Riverside No. 2. He opened with 109, jumped to 122 in the second and settled with a 112 in the final. That gave him a grand total of 343.

Bob Travers of Bleachery No. 2 collected 115, 94 and 120, for 329.

Two others were in the 300 class. They were Paul Laflamme of Finishing, who had 311, and Joe Chevarie of the Machines, who hit 305.

tions: Emile Bouchard, Alderic Croteau, Adrian Croteau, Nazaire Metivier, Robert McKee, Alfred E. Marois, Eli Frechette and Warren Oliver of Burgess Mill; Tommie Styles, Hank Hammond, Bill St. Pierre, Harold Parks, Sam Dalphonse and Phil Doherty of Cascade Mill, and Chet Bissett of the Upper Plants.

Among newcomers to the company were Les King, Lloyd McGill, and William McDonald.

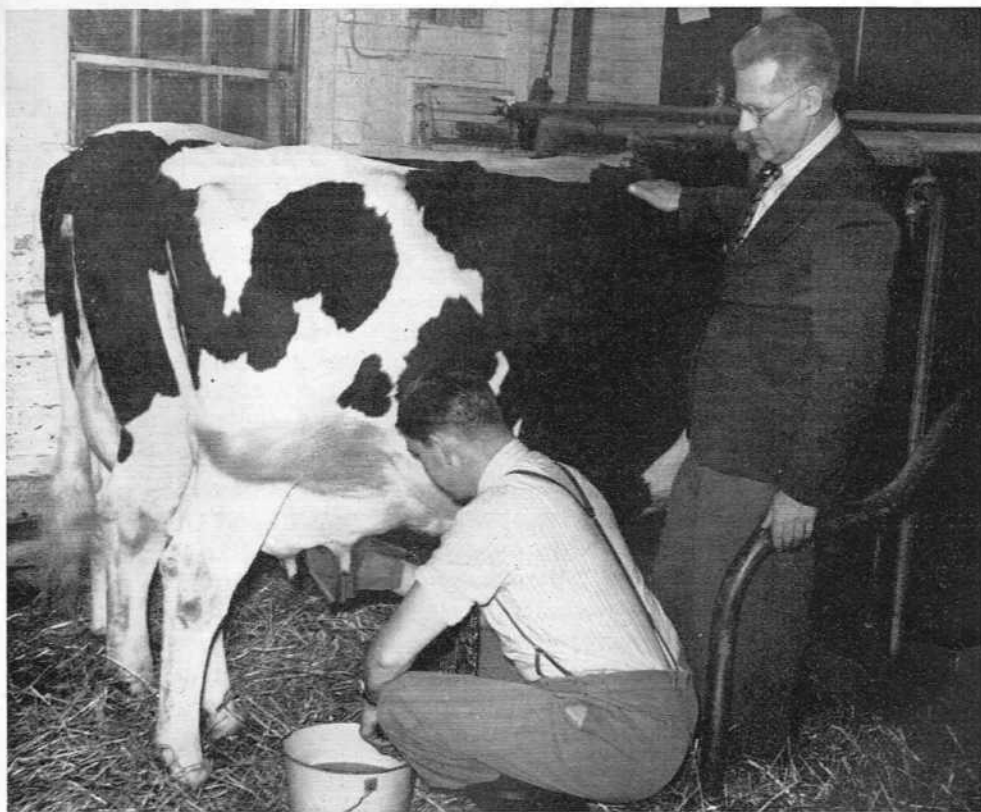
Music during the dinner was presented by Louis Catello and his orchestra, with Pierina Arsenault as vocal soloist.



Poor Quality, Like Yesterday's Newspaper, Is Hard To Sell

—Submitted by Tom Reiling, Chicago Office

IDEA OF KOWTOWLS CAME FROM COMPANY'S OWN TOP DAIRY FARM



The idea for Brown Company's newest product, Kowtowls, sprang from the dairy farm operated by Brown Corporation at La Tuque. Several years ago, almost by accident, Nibroc paper hand towels were tried in place of the usual cloth towels then being used in washing cows' udders and teats. The experiment was continued and was so successful that company scientists began the development of a special purpose cellulose cow towel with high



absorbent qualities, but nearly twice as strong when wet as any similar product previously manufactured. In the photo at the left, Roland Rondeau, herdsman at Brown Corporation, demonstrates the use of Kowtowls as Tom Cleland, Brown Corporation farm superintendent, watches. At the right is pictured a part of the Brown Corporation herd, including some of Canada's outstanding milk producers.

Kowtowls

Continued from One

water, to which a mild disinfectant generally is added. Such leaders customarily use a cloth towel which must be sterilized, laundered and dried before reuse.

Aside from the labor involved, there is a hazard in this method, scientists say, in carrying over dust, dirt and bacteria from one cow to another through the same cloth and cleaning solution.

In this connection scientists emphasize that mastitis, a disease of the milk glands, afflicts several million cows each year, among them the heaviest producers. Cost to dairymen is estimated to be about \$600,000,000 each year in this country.

These Are Features

Now what do the veterinarians and dairymen who have helped develop and test the Kowtowl have to say: Individual paper cow towels are inexpensive enough to be practical in the largest and smallest herd. (Cost is only about \$1.70 per cow per year!) There is little chance of spreading infection or foreign matter from one cow to another because a new, clean towel is used each time for each cow.

Kowtowls are just as good in stimulating milk let-down as cloth towels. Kowtowls are easily disposed and they eliminate the need for sterilizing, laundering and drying, so save time and work.

As one farmer said about the last fact: "They get me out of the barn quicker and keep me out of the laundry."

Personnel

from One Continued

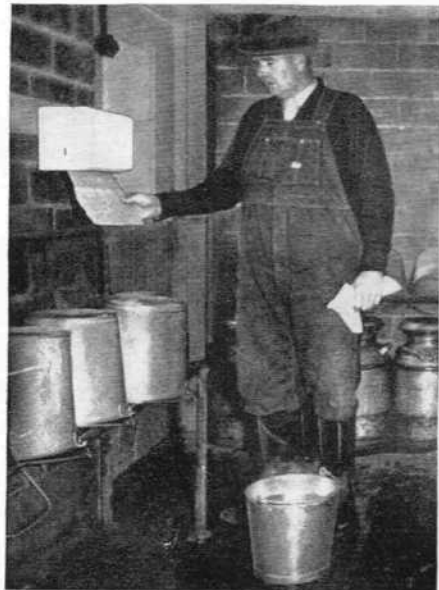
verting department. In 1942 he joined the Woods Department as a payroll clerk.

The next year Mr. Morrison joined the Woods Department's personnel office as assistant woods employment manager.

In April, 1943, he was named personnel supervisor for the Upper Plants.

KOWTOWL®—NEW SANITARY SINGLE-SERVICE TOWEL

Makes Proper Sanitation Easier...Lowers Bacteria Count...Stimulates Production of Cleaner Milk...Helps Control Mastitis



"I was really surprised to find a disposable, single service paper towel that could be used to wash off udders and teats before milking. KOWTOWLS really do the job—don't go to pieces when wet. I like them and expect to use them from now on. We milk 30 cows here."—Wesley Buckbee.

Here's Proof!

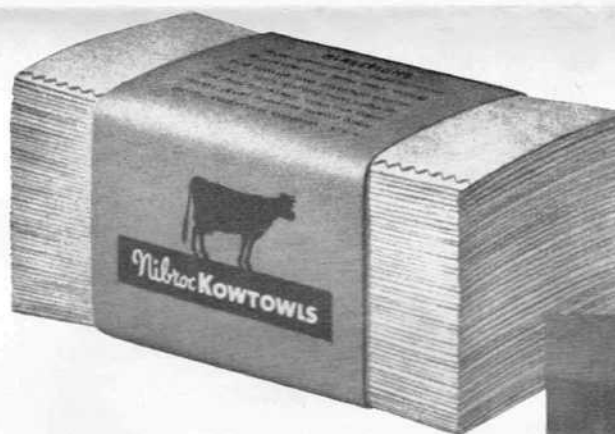
Here's the towel that will help you help farmers produce cleaner milk.

KOWTOWL, developed by Brown Company research, is not an old towel with a new application. It's a completely new product, specifically designed to make the washing of cows before milking easier, faster, more efficient and more sanitary.

KOWTOWL is a sanitary, highly absorbent towel, soft, but exceptionally strong when wet. In field tests under observation of the Veterinary Medicine and Dairy Departments at Cornell University, KOWTOWL was saturated in hot water and germicide, twisted, pulled, manhandled generally, yet it never crumbled or fell apart! Udders were washed clean and massaged to stimulate let-down—one KOWTOWL did the job quickly and efficiently.

A farmer uses it once for washing and massaging the udder then disposes of it, using a clean, fresh KOWTOWL for each cow.

NIBROC and KOWTOWL are Registered Trade Marks of Brown Company.



KOWTOWLS are packed 300 to the bundle—10 bundles to a case.

KOWTOWL is by far the most effective way to prepare cows for milking. Simple, safe, swift, it eliminates washing and boiling cloths or rags... saves time, labor, trouble... lessens danger of infection. And all for a cost as little as approximately \$1.70 per cow per year!

Here's a new product that makes it easy for farmers to adopt the sanitary measures you've always recommended. For cleaner milk... milk with lower bacteria count... the grade of milk you're working for... introduce them to KOWTOWL... the latest development in dairy sanitation.

Send the coupon for samples and the name of your nearest jobber.

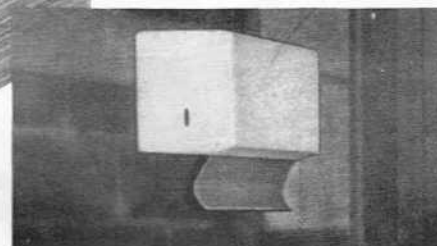
Aid in Mastitis Control

Because KOWTOWL is used as a single service towel in preparing cows for milking, there is no chance of spreading contamination from one cow to another either through the towel or the disinfectant solution. KOWTOWLS are used *once* and thrown away.

Another NIBROC Product of

BROWN COMPANY

Foremost Producers of Purified Cellulose



Handy one-at-a-time dispenser—heavy gauge metal—baked enamel finish—holds 300 KOWTOWLS. Can be used on milk cart or attached to wall in milk room or barn.



Charles Lewis of Rock Tavern, N. Y. demonstrates that KOWTOWLS are made to do this particular job—they will not come apart or shed lint when wet.

Nibroc KOW

TOWLS

BROWN COMPANY, Dept. A-14
500 Fifth Avenue, New York 18, N. Y.
Please send samples of KOWTOWL and the name of nearest distributor.

Name _____
Firm Name _____
Address _____

Important in the introduction of any new product is advertising. Readers of four important publications are learning more about Brown Company's new Kowtowls through this advertisement. The ad is appearing in American Journal of Public Health and The Nation's Health, Journal of Dairy Science, Journal of Milk and Food Technology and Milk Dealer, having a combined circulation of more than 32,000. Advertisements also are appearing in Hoard's Dairyman, with a circulation of 330,000. Advertisements such as this, going directly to the farms, give important aid to the men who are selling Kowtowls. And as sales are built, so also is built the security of the people who make the products.