

THE BROWN BULLETIN

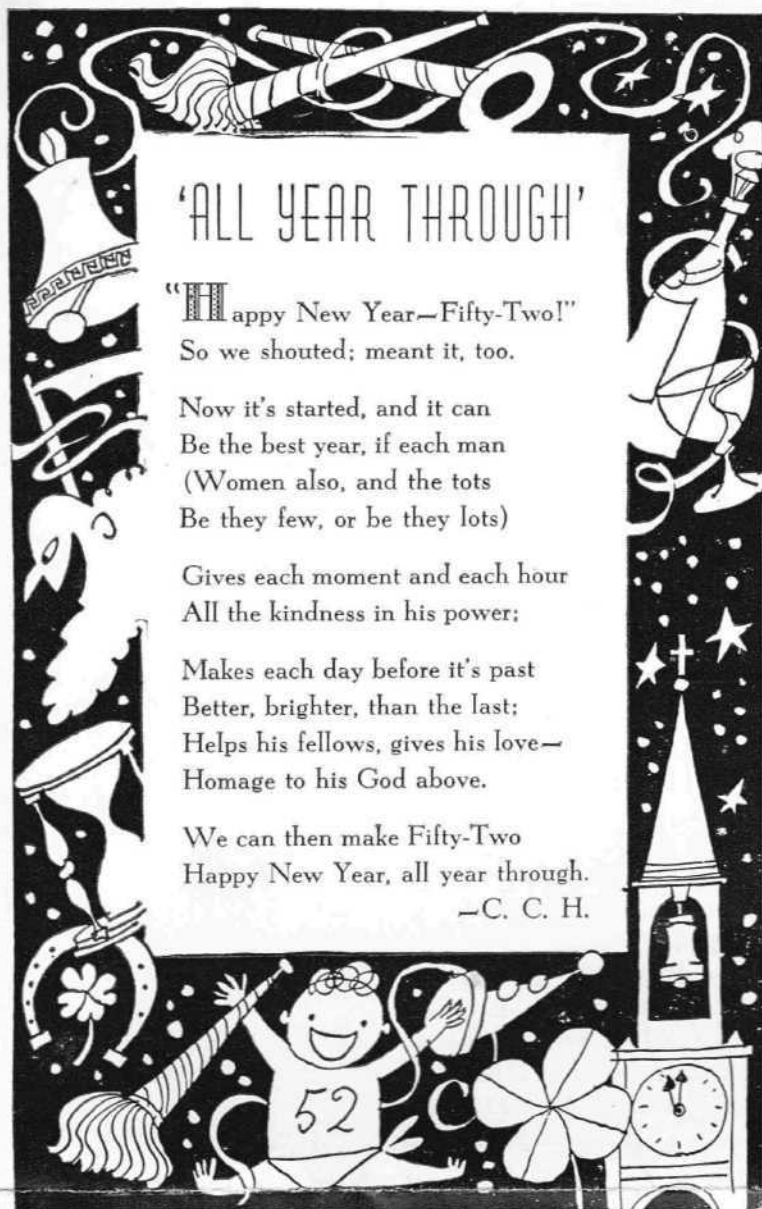
Published By and For the Employees of Brown Company

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Brown Company, Berlin, N. H.

Volume V

BERLIN, NEW HAMPSHIRE, JANUARY 10, 1952

Number 1



'ALL YEAR THROUGH'

"Happy New Year—Fifty-Two!"
So we shouted; meant it, too.

Now it's started, and it can
Be the best year, if each man
(Women also, and the tots
Be they few, or be they lots)

Gives each moment and each hour
All the kindness in his power;

Makes each day before it's past
Better, brighter, than the last;
Helps his fellows, gives his love—
Homage to his God above.

We can then make Fifty-Two
Happy New Year, all year through.

—C. C. H.

Work Continues on Construction of New Woods Road To Open Up Area of Over Two-thirds of a Million Cords of Timber

Crew Builds Road Through Rugged, Unbroken Area

Two Major Bridges Included In Project

The duties of the operating division of the woods department are usually thought of as those concerned with cutting and delivering to the mills some 150,000 cords of pulpwood each year. That's an important part of their work but it doesn't stop there.

This production of wood must be accompanied by the construction of a considerable amount of so-called access road. This past summer a major road construction job was started . . . a task comparable to the cutting and transporting of the annual supply of pulpwood.

A decision was made by Brown Company early last spring to build an access road from Abbott Brook in Wilson's Mills, Maine, following up the west side of Aziscoos Lake to the existing road in Parmachenee, to open up an area containing some 700,000 cords of old-growth timber. This project called for the improvement of about nine miles of existing winter truck road, and the construction of about 13 miles of new road through unbroken forests of spruce-fir and northern hardwoods.

Several Bridges

It also required the construction of two major bridges crossing the Big and Little Magalloway Rivers besides several smaller bridges.

The job of improving the old winter truck road was let to Cleve West of Errol, a contractor, who began work on the lower end of the road in June, 1951. Brown Company started from the northern end, pushing its way down from Parmachenee. During the past winter, a truck road had been built from Camp No. 4 on Black Cat Brook to Aziscoos Lake so that the softwood pulpwood cut at the northern camps could be hauled onto the ice for the drive in the spring. Before work on the new road could begin, it was necessary to gravel and improve this road for summer hauling and to extend it for another mile to a new camp-

(Continued on Page 2)



Pictured above is the recently constructed bridge across the Big Magalloway which has a span of 170 feet and is designed to carry a load of 35 tons.

Over One Hundred Men Enrolled In Course

Over one hundred Brown Company employees who have signed up for the company-sponsored training course will begin classes this week, according to J. Arthur Sullivan of the Public Relations department. An orientation class has already been held at the Berlin High School to acquaint the many employees with the program.

The group of 101 men has been divided into four smaller groups so that the men will receive more thorough training. Each employee will attend one three-hour class each week.

The following men have enrolled in the company's training course:

(Continued on Page 4)

Woods Camps Praised By Health Engineer

C. S. Herr, resident woods manager, recently received a report on the inspection of Brown Company camps at Millsfield and Bog Brook by the Public Health Engineer of the State Department of Health.

The report reads "This Company has shown a consistently high standard of construction and maintenance of sanitary regulations. Each inspection reveals a still further improvement over and above the bare minimum requirements as specified in lumber camp rules and regulations.

Outstanding

These improvements are found in the kitchen, food

(Continued on Page 4)

Company Sponsors New Full-hour Radio Program Beginning Sunday

Beginning Sunday, January 13, Brown Company will present a full-hour radio program each week over our local radio station entitled "The M-G-M Theater of the Air." Each program is a radio adaptation of a famous motion picture and will feature a well known Hollywood star each week.

Van Heflin stars in "The M-G-M Theater of the Air" production of "Johnny Eager" this Sunday at 8 o'clock. Howard Dietz, noted Broadway musical writer and M-G-M official, is the host on the program.

Marx Loeb directs the programs and is assisted by Edgar Small. Raymond Katz is the producer, and Joel Herron is musical director.

Van Heflin

Van Heflin was born in Walters, Oklahoma, lived in Oklahoma City and Long Beach. Summers, he worked on fishing schooners to Mexico, to Honolulu and to South America. After two years at the University of Oklahoma, he shipped on a coast-wise cargo boat for New York. There, Richard Boleslawski cast him in his first stage role in "Mr.

(Continued on Page 3)

What Does It Mean?

What does it mean to live in a free country? Well, for another thing it means:

"You are not afraid when you hear a knock on your door!"

The answer comes from young Miss Hedviga Skrabis, who managed to escape from behind the Iron Curtain and get to America. Her father and her close relatives were sent to Siberia — and haven't been heard from since.

PW Saw Freedom

Even as a prisoner of war, prevented by fixed bayonets from wandering too far or seeing too much, a man from the dictatorship countries can manage to get an idea of what it's like to live as a free man in a free country.

It took Hans Schwark, a former German soldier, several years to get back to America on his own hook. But he arrived recently with his wife and baby daughter, to make his home here. Friends he

(Continued on Page 4)

Monkey and a Boat-Auto Crash Headline Year's Accident Parade

So you think flying saucers are fantastic? Then just take a look at what the National Safety Council has dug up this year in its annual search for odd accidents!

You may have suspected that some accidents are caused by monkey business. But it remained for Alice, a trained chimpanzee, to clinch it. Riding her motor scooter before an enthusiastic crowd at the St. Louis zoo, Alice zipped off the stage in a showy exit, ran down Trainer William Rogers and banged him up, but good.

It is relatively seldom that boats and automobiles run into each other. But it happened

at Maysville, Ind., when Emmett Holsapple's motor boat, with the throttle open as it neared shore, leaped out of the White River and crashed into a car parked 20 feet in on dry land.

If autos can be struck by boats on land, fish can be run over by autos while swimming. J. V. Short was driving along the flooded street in front of his home in Toledo, Ohio, when he struck and killed two fish that had migrated from a pond in his yard when high water caused it to overflow.

Hurt By Collar Button

State Budget Director John

(Continued on Page 2)

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WHAT'S WRONG WITH THIS PICTURE?



Vol. V Number 1

JANUARY 10, 1952

Editorial

Are You a "Can-Do" . . . ?

This is a time when every American should save all that he can from current earnings, even though circumstances compel it to be ever so little.

It isn't easy to save, whether your income be large or small. We have heard people in both categories complain: "I can't save a nickel." Sheer nonsense! It's always possible to save some small something.

There seem to be two kinds of people among all of us who work for a living. They are the "can-do's" and the "can't-do's." Somehow the former seem to get things done, usually quite successfully. The "can't-do's" are seldom more than fair at accomplishing the few things they ever seriously set out to accomplish, and frequently they fail.

Eventually the "can-do's" and the "can't-do's" wind up with the former among the people known as the "have's" and the latter among those known as the "have-not's." It then becomes the custom of the "have-not's" to complain, and they usually do. It seldom occurs to them that they themselves are probably at fault.

History of America's amazing industrial progress would appear to rest, among other things, upon three basic traits very common to this great country: the determination to **know how**, the conviction that it **can be done** and the courage to **carry on** to a successful conclusion in the face of problems and discouraging circumstances.

As late as 1927 the man who would fly the Atlantic ocean was a nut. It was the "can-do's" of that period among the aeronautical engineers and the flyers who put it across. The "can't-do's" of that period already have joined the "have-not's."

Now the **know how** of successful saving is to realize that it must be done regularly. It's just as true with Brown Company as with the many individuals who rely on it for their income. There must be the conviction that it **can be done**. There must be the willingness to do it. It must be **carried on** then to a successful conclusion.

Saving sounds simple, doesn't it? It's still more simple when it is realized that the United States Government has a savings plan designed to help every worker to **carry on**. It is the Payroll Savings Plan made available to you by Brown Company in cooperation with the U. S. Treasury Department.

Under this plan you can buy U. S. Defense Bonds regularly and easily through small payroll deductions.

There's a moral in these words—they weren't written simply to fill these two columns: Don't be a "can't-do." It rarely pays off.

New Woods Road

(Continued from Page 1)

site. With a late and wet spring holding back construction it was well into July before this work was completed and the new road could be started.

Poor Conditions

Under the very best

weather conditions, this construction job would have been a major project, but heavy and frequent rains of the past summer turned the route into a quagmire. Bulldozers, trucks and carryalls constantly worked in a sea of mud. But slowly and surely the swampers worked their way southward cutting the timber in the

right-of-way for pulpwood, and the bulldozers snorted along behind, ripping out stumps and boulders, ditching, filling, and doing the many jobs for which the dozer is irreplaceable. The carryalls moved the dirt from the knolls and cuts to fill in the swamps and assisted the gravel trucks with the tremendous job of graveling.

During the month of October when fair weather became the rule instead of the exception, construction speeded up and the road swung across the Little Magalloway and southward down the west side of the lake. But November again brought rain, and no amount of determination could maintain the pace through the mud of those northern swamps.

Nevertheless, the road kept inching forward until there were six miles behind the men and machines that were completely finished, gravelled and graded as planned. And then suddenly it turned cold and overnight the mud became as hard as rock but still the work continued.

Still At It

Bulldozers and graders now pound and rattle as they bite into the frozen ground searching for a little soil to cover a culvert or to fill a depression. The moist soil steams in the frosty air as the dozers break through the frost and it clings and freezes to the blades and tracks of the equipment.

Present plans are to complete a winter truck road for the distance remaining, which will include the cutting out of the right-of-way, putting in culverts, removing the topsoil and rough grading. When this is completed the pulpwood and logs cut at the camps in Parmachenee can be moved down this road during the winter, saving some six miles of distance over the regular route through Cupsuptic, and a long, tough truck haul over Deer Mountain.

When the final coat of gravel is on and graded, this will not be just another "woods road," but will be an all-weather highway suitable for the heavy hauling by large tractor-trailer units carrying twenty ton loads. The total right-of-way varies from about 80 to 100 feet in width with an 18 foot width roadbed. The road is well drained with ditches and numerous steel culverts. (The bridge across the Big Magalloway has a span of 170' and is designed to carry a load of 35 tons, as are all of the bridges on this new road.)

Men Involved

Brown Company and the men like Stan Wentzell, Milt Harriman and others who built it, can be justly proud of an exceptionally fine access road, as good or better than any such private road in the Northeast, built through a "tough country" during a year that was far better suited for bullfrogs than for bulldozers.

It is the development of such roads that makes it possible for Brown Company to reach the more remote areas of timberland so that cuts can be made periodically when the timber is ready for cutting. It's all in line with Brown Company's long range policy of sustained yield.

Monkey Crash

(Continued from Page 1)

H. Bradford, of Richmond, Va., has pulled out of some mighty tight squeezes—but none as tight as the collar he tried to button one night in dolling himself up for an important party. Director Bradford fought so fiercely that he had to go to the hospital for emergency treatment of severe finger bruises inflicted by the collar button.

Gary Wilmer, Jr., of Atlanta, Ga., hopes that he makes out better as a real angel than he did on his pilot run. Playing an angel in an amateur theatrical, Mr. Wil-

mer came down to earth with a bang when the cable supporting him above the stage snapped as he floated in mid-air.

And in Glendale, Calif., ex-City Manager Charles C. McCall has applied for state compensation with the claim that he swiveled so vigorously in his swivel chair that he hurt his back.

Find Seat Of Trouble

Philip Burrows, age 2, who lives in Hollywood, Calif., where they do things more spectacularly, got his head stuck in, of all things, a toilet seat. Even the firemen, accustomed to this type of crisis, were impressed as they went to work with a saw to dethrone him.

The last thing in the world nine-year-old Theron Longley of Bow, N. H., expected as he wound up for a hot cadenza on his trumpet was that he would blow out four teeth. But that's what he did! Inhaling prodigiously for a final triumphant blast to a stirring march, Trumpeter Theron swallowed a denture he had been wearing since an automobile accident two years before.

What's In A Name?

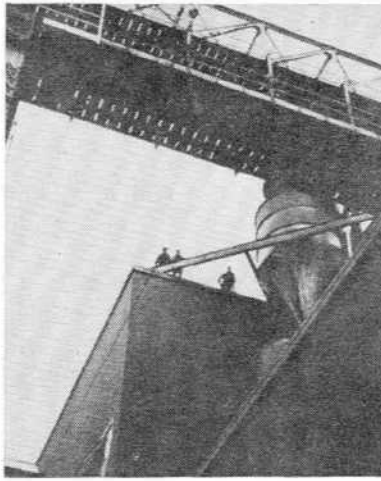
In January the towboat Franklin D. Roosevelt rammed and damaged a pier on the railroad bridge over the Illinois River near Pekin, Ill. In September another towboat struck the same pier and finished the job of demolishing it. The name of the boat? The Harry S. Truman!

And in Yankton, S. D., Farm Reporter George B. German of radio station WNAX, enthusiastically supporting National Farm Safety Week, decided to make transcribed interviews on the danger of falls in the farmyard. Arriving at a farm in a driving rain, the safety crusader leaped from his car, slipped in the mud, fell and broke his ankle.

Safety Steps Outlined Prior To Installation at Kraft Plant

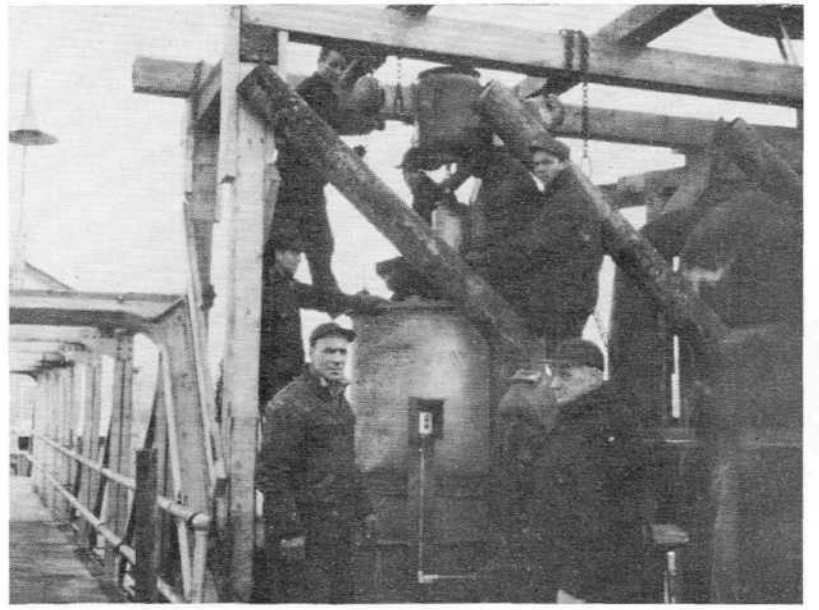


Before work began on hoisting and installing nearly two tons of equipment at the Kraft plant, the group in charge went to the site and studied the safety factors involved before putting their men to work. The men then began welding beams, testing cables, hooks, chains, ropes, chainfalls and other equipment.



Then the huge tank, known as a foam breaker, was hoisted into position.

As a result of this planning for safety, no one suffered injuries of any kind. According to the Company's Safety division, not even a first-aid report was received during the job in spite of the men working in cold, windy weather.



The picture at left shows several men discussing safety factors before the job began, center photo shows the distance that the material had to be hoisted while photo at right shows the two tons of equipment in place with the men making a final check on the installation.

Bowling Standings

Brown Co. Girls' Office League

TEAMS	W	L	Pct.
Cornell	28½	11½	.713
Holy Cross	28	12	.700
Navy	25	15	.625
Bates	23½	16½	.522
Army	19	21	.475

Bowlers Bowling 270 or Better	W	L	Pct.
Mary Lou Sullivan-Holy Cross	103	88	.89
Pauline Given-Bates	79	107	.88

Brown Co. Men's Office League

STANDINGS	W	L	Pct.
Division "A"			
TEAMS			
Sgt. Majors	8	0	1.000
Lt. Generals	4	0	1.000
Privates	7	1	.875
Majors	7	1	.875
2nd. Lieuts.	3	1	.750
Corporals	5	3	.623
1st. Lieuts.	4	4	.500
Seamen	1	3	.250
Generals	2	6	.250
Tch. Sgts.	1	7	.125

STANDINGS	W	L	Pct.
Division "B"			
TEAMS			
Captains	4	0	1.000
1st. Sgts.	6	2	.750
Rear Admirals	6	2	.750
Ensigns	4	4	.500
Vice Admirals	3	5	.375
Brig. Generals	3	5	.375
Sergeants	1	7	.125
Master Sgts.	1	7	.125
Commanders	0	4	.000
Commodores	0	4	.000

Bowlers Bowling 300 or Better

Warren Oleson-Ensigns	102	126	94	322
Bob Riva-Captains	97	104	109	310
Henry Holland-Brig. Generals	96	111	104	311
Richard Jordan-Sgt. Majors	116	104	87	307

Brown Co. Mill League

STANDINGS	W	L	Pct.
Division "A"			
TEAMS			
Bleachery	4	0	1.000
Burgess Lab.	4	0	1.000
Riverside #1	4	0	1.000
Cascade Machine	3	1	.750
Chemical	1	3	.250
Bermico #1	0	4	.000
Cascade Maint.	0	4	.000
Finishing	0	0	.000
Cascade Boilers #1	0	0	.000

STANDINGS

STANDINGS	W	L	Pct.
Division "B"			
TEAMS			
Cascade	4	0	1.000
Bermico #2	4	0	1.000
Chemical Flock	4	0	1.000
Inst. Control	3	1	.750
Bermico #3	2	2	.500
Casc. Boilers	2	2	.500
Riverside #2	1	3	.250
Cascade	0	0	.000
Towel Conv.	0	0	.000

Bowlers Bowling 300 or Better

Ash Hazzard-Chemical Flock	79	91	134	304
Darius Morrisette-Finishing	96	86	121	323
Donald Mullens-Bermico #3	97	97	108	302
Roland Dube-Bermico #3	116	104	92	312

ers used to place Doc in a tree overhanging a deer run, leave one man back at camp and the rest of them would spread out and "dog" the "white tails" toward Cordwell. At the right second Doc would silently drop from his perch to the deer's back, slip a rope into its mouth and hold on for dear life until he had delivered his prey to the waiting sharpshooter in the camp yard. This method really saved a lot of hard, tire-some hours of dragging, and so far I have never heard of anyone else attempting this.

No doubt there are a few raised eyebrows about now. If so, you people make it a point to visit Doc some time and he surely will convince you and confirm this and many other such tales. He has a remarkable memory. For instance, to this day he still can identify Frank Farrington's old 30-30 Winchester when it barks at a white tail, even when other guns are throwing lead at the same time.

If some of you decide to visit Doc try addressing him as "Amuck," — that should sharpen his memory.

Editor's note: How tall can these tales get!!!

Radio Program

(Continued from Page 1)

Moneypenny," and after he finished college, he did half a year of tramping and then spent a year in the Yale Dramatic School. He later became an understudy on Broadway and finally became a star in several stage triumphs.

Among his films were "The Feminine Touch," followed by "H. M. Pulham, Esq.," "Presenting Lily Mars," and "Johnny Eager," for which he won an Academy Award for best supporting performance.

Good Listening

Don't miss Brown Company's presentation of "Johnny Eager" on "The M-G-M Theater of the Air" to be heard over WMOU Sunday, January 13 at 8 o'clock starring Van Heflin.

Chess Club Notes

A chess tournament has been organized consisting of three groups which will begin competition Tuesday, January 15, 1952 at the Community Club. The groups are divided as follows:

Group — 1	Group — 2	Group — 3
Ed Fenn	Marion Ellingwood	Lionel Wood
Jos. Daley	Harold Titus	C. Johnson
Joe Lundblad	Arthur Boulanger	E. Lovering
Ben Hoos	L. McGill	G. A. Day
Gaston Fillion	Marcel Vaillancourt	Stuart Bergman
Mrs. Ellingwood	Bill Simpson	

Players were arbitrarily placed in the above groups and playing ability or any other factor was not considered.

The rules of the tournament are as follows:

1. Only players in each group will play against each other.
2. One game only will count towards the score. (Game to be specified by each individual player.)
3. Game with one individual may be postponed to another date, as long as all games in each group are played within the six-week period.
4. If one individual fails to show for a certain game and does not make it known to the opponent, said game will be forfeited and the one in error will lose credit to game.
5. Tournament to end after six weeks, February 19, 1952. Winner of each group to play against each other to determine the tournament champion.

Anyone interested, Brown Company employee or not, may enter this tournament. If you wish to enter, please contact any of the above named persons and you will be placed in one of the groups.

NOW STORY CAN BE TOLD...



Here is "Doc" Cordwell in action. This is the method "Doc" and his boys used a few years back when hunting was a real sport.

(Story by Phil Farrington)

You have often read in Tex Enman's Brown Bulletin notes about "Doc" Clarence Cordwell and his rare abilities. Evidently Tex is unaware of Doc's skill as a hunter and woodsman in general.

Some years ago Doc Cordwell, Frank Farrington, John

Farrington, Albert Lennon, Frank Goodrich, Harley Cordwell, "Chub" Henderson, and a few others whose names slip my mind, really gave the deer a tough time.

As you can see in the snapshot, Doc is a skilled bare-back rider.

The above mentioned hunt-

Railway Employees Enjoy Party



Over one hundred people attended the first annual party of the Berlin Mills Railway which was held at the Chalet on the East Milan Road last month. The group enjoyed cocktails, a banquet, singing, and speeches by Leslie Bell, Manager of Transportation, and other guests.

What's News Around The Plants

Bermico Bits

Word was received recently from Edgar Perreault, a former Bermico employee, now serving with the U. S. Army. He sends his best wishes to everybody and hopes that we all enjoyed a pleasant holiday season.

Chemical Plant Explosions

BY ASH HAZZARD
AND AL MCKAY

The battle is over: George Lafleur, Tony St. Hilaire, Vic Mortenson and Jules Cote took over Bill Raymond, Earl Philbrick, Bob Riva and George Reid in the bowling match of the season. The strength of these two teams has been the talk of the Chemical mill for some time but the match of December 20th has settled the issue. A return match has been requested which will be played at the Bowladrome.

Marcel Moore has returned to work after enjoying a week's vacation over the holidays.

Once again the spirit of Christmas will prevail among the loaders for Red Wing. How's about letting us know what Santa Claus brought George V.

Ben J. Napert wishes to extend his "well done" to the fellow members of his Floc plant bowling team, — G. Gingras, C. Roberge, and A. Hazzard.

Remember Clem's slogan — "you can depend on us, Captain." That could have been the reason for winning the

first round in Class B, with a little help from the Captain, of course!

Power and Steam

BY TEX ENMAN

Ted Montelin and his crew of Power and Steam maintenance men are working on a big job at the new power house.

Joe Boucher, Sr. was recently on vacation.

Oscar Robertson, foreman, is recovering from an operation. We hope you are feeling better, Oscar.

Had a letter from Uncle Tobias who says he is enjoying poor health this winter.

Doc Cordwell of D. C. power house has some grand testimonials from some of his happy patients. You'll read about them in the next issue of the Brown Bulletin.

Riverside Ramblings

BY CLARENCE WELCH

We hear that one of our Riverside office men is permanently cured of smoking cigars. It seems one blew up on him at the Cascade Christmas party. What's the story, "Wing?" You had better be more careful of cigars with ribbons on them.

We're glad that Lucien Montminy didn't decide to go into the Christmas tree business this year. It would no doubt have been a great flop, the way Lucien looks for Christmas trees. We believe

that one a year is his limit. Lucien believes in walking 1½ miles into the woods for a tree and then getting lost after he gets it. You should have at least brought the tree out, Lucien.

Our congratulations to Riverside Bowling Team #1 on winning the first round of bowling. John Berquist claims if the old saying that "Class will tell" were true, they would not have won. What's the matter, A. W., no class?

Lucien Montminy suggests that Red Mangan and Stan Snitko, who are neighbors, should chip in and buy a wheelbarrow. The way the cars were getting stuck lately we believe they aren't the only ones who should buy one.

Albert Wheeler claims he has the best rabbit hound in the section, and he says Hector Vezina will agree with him. That might be so, Albert, but I think I know a few people who will disagree with you.

We guess Hector Vezina will have to be satisfied with rabbit stew this year. It seems the deer were scarce where Hector did all of his hunting.

Carl Johnson paid a visit to the mill this week. He says he expects to return to work soon.

Congratulations to Robert Landrigan on his engagement to Maureen Finnegan. We haven't found out when the big day will be but we will keep you informed.

Training Course

(Continued from Page 1)

Leo Pepin, Elmer O'Hara, Eddie Nolan, Rodrique Murray, Lester Murray, Armand Perrault, Paul and Joseph Bergeron, Thomas Bernard, Henry Bilodeau, Robert Bilodeau, Irving Collins, Oliver Koons, Lucien Lavoie, Tony Cellupica, Clifford Delorge, Irwin Potter, Emile Letellier, Roger McGinnis, Don Marios, Freddy Mason, Theodore Mortenson, Edward Murphy, George

SAFETY SHOES SAVE BILL J's FOOT IN ACCIDENT

It happened so fast I didn't have a chance to get out of the way. George S..... and I were moving the packing case of assorted heavy hardware that weighed about 155 lbs. In getting a good grip on the box, we didn't work together and before I knew it, I couldn't hold on to the edge of the jouncing case with my fingers. It slipped out of my hands and right on my foot. If it hadn't been that I had on my safety shoes, my foot would probably have been hurt real bad. Even though I've been on the job a long time, it takes an experience like this one to make me realize how it pays off to be prepared for any accident. When they come, they come fast. I'm more than ever sold on wearing safety shoes and, when they're needed, gloves, goggles, and even a helmet.



AMERICAN MUTUAL LIAB. INS. CO.

est and effort involved in continually improving the existing facilities."

PW Saw Freedom

(Continued from Page 1)

made when, as a PW, he worked in a canning factory near Madison, Wis., helped him return and got him a free man's job there again.

Said Schwark to reporters as his ship passed the Statue of Liberty inbound: "I saw so much freedom and happiness and kindness here that I love America."

Don't Miss . . .

"THE MGM THEATRE OF THE AIR"
each Sunday at 8 o'clock
over WMOU

This Week . . . "JOHNNY EAGER"

starring
VAN HEFLIN
presented by
BROWN COMPANY

Woods Camps

(Continued from Page 1)

storage, food serving, building construction, sanitation and general living conditions for employees. These camps are two of the outstanding establishments in the State of New Hampshire. It is recommended that this Company be commended for their inter-

Good Customer Service Vital To Brown Company's Operations

Everything Brown Company employees do while working in our plants has but one purpose . . . to please the customer. But it takes more than the making of a good product or a good service to please the customer. There is much more to good customer relations than merely delivering merchandise. As individuals and as a company we must be courteous. We must be reliable. We must be cooperative . . . and pleasant . . . and anxious to please. Every contact with every customer — whether it be a direct contact or an indirect contact — should be a pleasant one. The letters written on Brown Company stationery — the conversations spoken over Brown Company phones — our face-to-face contacts (when customers are making tours of our plants) and behind-the-scenes contacts are all part of customer relations.

Our salesmen look to you to back up their promises to customers. It is important for you to know that the end result of everything you do is to please customers. That's why it is important for you to know that each job is related to customer service — to customer good will — to whether or not that customer will continue to buy from us. We must not kid ourselves. The customer is right. In the end, the customer always wins every argument. If he is not satisfied at Brown Company he can win by buying somewhere else. You lose by losing a customer. We all lose — for that customer's orders are part of our production schedule — that customer's purchase helps make jobs and pay wages . . . and that makes a difference to all of us.

GOOD CUSTOMER SERVICE **REGULAR ORDERS** **STEADY JOBS**

...it makes a difference to **YOU**

GOOD CUSTOMER SERVICE

Good Customer Service is public relations before people buy, when they buy, after they buy. It is good business manners. It is courtesy. Promptness. Reliability. Appreciation. It is the magnet that attracts customers --that brings repeat business--that meets our payroll. Good Customer Service **PAYS OFF** for you.

it makes a Difference to **YOU!**

