

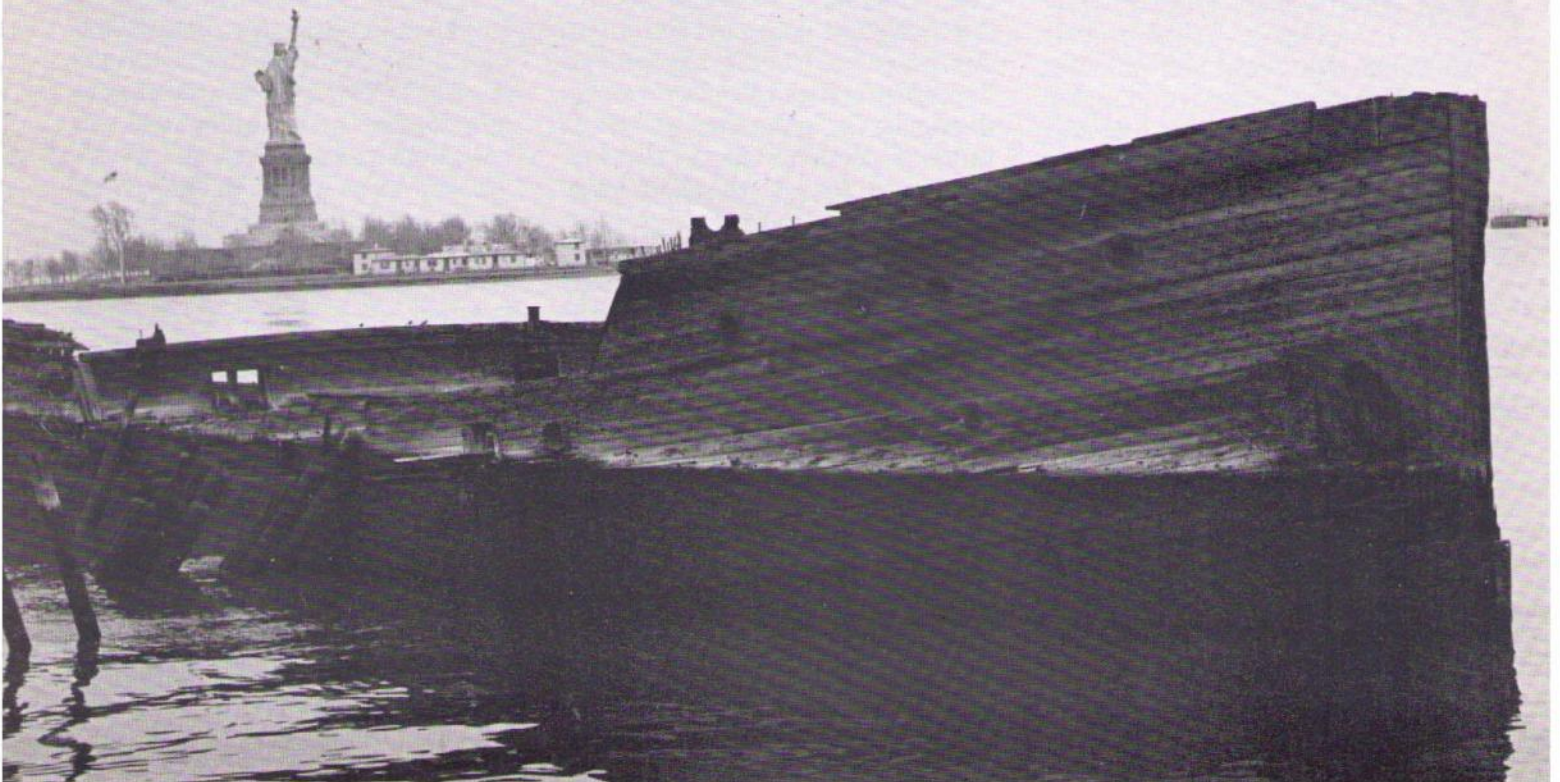
BROCKWAY MOTOR TRUCKS

Brock-caster



MAR./APRIL 1975

VOL. VIII NO. 13



A
Vital
Message
from
R.J.M.



"When the going gets tough, the tough get going." That phrase probably appears in more team locker rooms in the United States than any other, and I can't think of nine words that better sum up the way out of our present economic dilemma.

We would like to proclaim that Brockway is invulnerable to the present recession, but we are affected. Like every truck manufacturer in the country today, and most other industries, we were forced to make certain cutbacks—a situation we deeply regret. In fact, the entire Brockway management team has an urgent goal: full production with a full work force at the earliest possible moment.

Unhappily, the chain of events leading to this production curtailment was not in our power to control. It's no secret that the truck industry has been hit repeatedly by a series of blasts from all directions. First, it was a critical shortage of components that hampered us. When we could sell and deliver all the trucks we could make, we were hamstrung by unavailability of parts. Next, high interest rates added to high costs made truckers reluctant to buy. The recession and/or depression with its tight money situation forced purchasers with trucks on order to forestall delivery in hundreds of cases; and new truck orders virtually ceased to flow.

As if those weren't problems enough, the FMVSS 121, anti-skid brake law, that went into effect March 1, became still another truck-buying obstacle. Truck and fleet owners refused to order because of cost and uncertainty about performance and maintenance required. No one

The following, entitled "Time of Recession," was written by Editor George Snyder, with apologies to Clement C. Moore, and appeared in the Sept. 21, 1961 issue of the Brock-caster.

*'Twas the Time of Recession and all through the land
Not a creature was stirring, nor lifting a hand.
They huddled in groups by their chimneys in fear
That Old Man Depression soon would be here.*

*Most headlines proclaimed a sad tale of woe.
And go-getters lost all their get-up-and-go.
While we in our factory and you in your store
Had just settled down for a dangerous snore.*

*The stockings were hung by the chimney with care,
In hopes Uncle Samuel soon would be there
With money and food and all kinds of relief,
To soothe ruffled feelings and assuage our grief.*

*When what to our wondering eyes should appear,
But a good Yankee message — succinct and quite clear.
It said, in effect, "Stop your moaning and crying.
Stop hoarding your money, and begin some more buying.*

*"Don't throw down your tools, or curl up and die.
But get back to work and give it a try.
When things go amiss, don't stop to be bitter,
The American worker is never a quitter.*

*"If your approach is stale and getting too old,
Design a brand new one that's sure to take hold.
Throttle recession; start giving it hell.
And the best way to do it is: get out and sell!"*

could blame a trucker for hoping to avoid an extra expense at this particular time. Consequently, FMVSS 121 was responsible for an amazing amount of indecision on the part of the truck buyers.

Brockway management has not been sitting idly by during this crisis. We are doing everything in our power to secure export and domestic orders, to offer certain financial inducements to truck buyers, to economize at the factory, and to get the Brockway sales organization into high gear. I am thoroughly convinced we will succeed; that there is already a faint glimmer at the end of the tunnel.

You may have noted that in the previous Brock-Caster we published an example of a distributor who refused to be cowed by the slump. As Vern Northup, one of our veteran and most respected branch managers, says, "Hey, I've been down this road before." Of course he has, and there's no reason to panic this time. Those who have seen diffi-

cult times know that all we derive from our great American life does not come automatically. Sales people must work hard to spearhead the comeback. Sure, it will require a lot of digging and hard work, but the business is there and someone is going to get it. Let's make sure it's Brockway. The entire Brockway organization is solidly behind the salesman. We at the home office will do everything possible, make every possible concession, to help them make a sale.

As coaches say just before their teams take the field, "Let's go get 'em."

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Mar./April 1975

Vol. VIII No. 13

William A. Duncan
George L. Snyder . . . Associate Editors

Published Six Times Yearly By

BROCKWAY MOTOR TRUCKS

Factory and General Offices—Cortland, N.Y.

"A Fair and Equal Opportunity Employer"

Brockway Men on the Move

Vaughn H. Dorsey Named Director of Engineering



Vaughn H. Dorsey has been named Director of Engineering, according to an announcement by General Manager Robert J. Matthews. Prior to joining Brockway, Dorsey has had 26 years of experience in the engineering department of a West Coast truck manufacturer specializing in lightweight owner-operator type vehicles.

Dorsey's last assignment was that of chief engineer in a plant producing heavy-duty custom-made vehicles. The new Brockway executive, according to Matthews, has had a wealth of administrative and technical experience, knows the demands encountered in producing a rugged truck, is accustomed to an operation the size of Brockway, and is extremely conscious of the fact that the weight of a truck must be kept to a minimum in order to carry maximum payload.

Matthews stated, "This appointment marks still another step in improving our product line in order to exceed our competitors' vehicle quality, versatility and ability to return dollars on an investment."

Dorsey was recently joined in Cortland by his wife, Miriam, and have moved into their new home at 13 Lyncort Drive.

HUSKIE HONOR ROLL 1975 Service Awards

<i>Name</i>	<i>Location</i>	<i>Years of Service</i>
MARCH		
Donald Wills	Cortland	25
Harry Phelps, Jr.	Baltimore	25
Roy J. Sherry	Cortland	10
Lois Keller	Cortland	10
John Caldwell	Cortland	10
Robert Bowering	Cortland	10
Germanus Blottenberger	Baltimore	5
William Neyman	Pittsburgh	5
Dorothy Nitti	Cortland	5
Horace Atwood	Cortland	5
Gerald Tryon	Cortland	5
APRIL		
Vera McKee	Cortland	25
Russell Bottoff	Cortland	20
Charles Walker	Rochester	10
Paul Lowell	Boston	10
Philip Jenkins	Buffalo	5
Gerald Rood	Cortland	5
Robert Heisner	Cortland	5
Hubert Breed, Jr.	Cortland	5

Leon Dart Named Foreman, Service Parts Warehouse

Melvin W. Kletzli, Director of Parts and Service, has announced that Leon A. Dart has been appointed Foreman, Service Parts Warehouse. Dart has been employed by Brockway six years, and has served as Cost Accountant in Purchasing, as a Technician in the Experimental Department and as Expediter in Production.

Cy Young Voted Life Club Membership

Charles C. "Cy" Young, retired Brockway Vineland, N. J. Branch Manager, was elected to life membership in the Vineland Exchange Club. Young arrived in Vineland to open a Brockway factory branch in 1948 and served as manager until retiring in 1969. He is a lifetime director of the New Jersey Motor Truck Association.

New Connecticut Distributor

Vice President of Marketing and Assistant General Manager Roy J. Sherry announced that Airport Truck Center Inc. of Hartford, Conn. has become a Brockway distributor.

The acquisition of the new sales and service outlet is part of a continuing philosophy to establish a strong distributor network, and will facilitate discontinuance of the Hartford factory branch. It is expected that the majority of the Brockway employees will be given the opportunity to join the new organization.

Airport Truck Center was founded in 1969 by Alfred E. Paulekas, a graduate of the United States Military Academy, following broad experience as production supervisor for a major truck manufacturer. Paulekas also had a full decade of service as a heavy-duty truck factory branch manager in Connecticut prior to establishing his own business. In 1970 he opened a new facility at 50 S. Murphy Road in Hartford.

Marilyn DiJohn, Richard White Receive Service Awards



Marilyn DiJohn and Richard White were recently presented awards for 20 and 25 years of service, respectively, to Brockway. Ms. DiJohn joined the Company in 1955 and has been affiliated with the Service Department during all of her Brockway career. According to Director of Parts and Service Melvin Kletzli, she has held many responsible positions within Service and has been a key member of that department all of that time. Shown in the top photo are, left to right, Robert Seyerlein, Supervisor of Service Parts; Robert Tepke, Service Parts Manager; Ms. DiJohn and Kletzli.



White, receiving his award in the bottom photo from Robert F. Whiton, left, Director of Manufacturing Operations, was first hired in 1942 at the age of 16 for a summer job. He returned once again for summer employment as a blacksmith in 1943 and joined the Company on a regular basis on July 24, 1950. He has spent most of his Brockway career as a blacksmith but has also held several key positions in Assembly.

Exact-Scale Brockway Models to Be Available



Hand-crafted, exact-scale models of various types of Brockway trucks will soon be available for purchase, according to an announcement from the Brockway Advertising Department. Bill Duncan said the small units are being made by American Industrial Models, under the direction of model builder James Etter. According to Duncan, the program was initiated because of the demand by customers and distributors for table-model Huskies. Shown holding a miniature 700 Series Brockway are Etter, left, and N. Guy Homer, sales representative for the model-building firm.

A Great Farewell Party for a Great Guy

When politics dictated the resignation of Neal L. Moylan as Commissioner of the New York State Department of Commerce, the State's loss became banking's gain. Moylan was recently appointed vice president of First Commercial Banks, Albany.

As Commerce Commissioner under Nelson A. Rockefeller, Moylan became one of the best friends Brockway ever had. When it was rumored that Brockway might be moved from Cortland, he worked tirelessly to assure its continuance in the city of its



birth. It was he who first publicized the name Huskietown, U.S.A. in a speech.

In the top photo, Bill Duncan, right, wishes the former Commissioner Godspeed as Moylan's stepdaughter, Susanne Brickwedel, far left, and his cousin, Mrs. David James, beam approval.

In the bottom picture Moylan is shown helping General Manager Robert J. Matthews, right, present a painting of Huskietown, U.S.A. in 1969 to the City of Cortland as former Huskietown Mayor Morris A. Noss, left, accepts.

Philly Brockway User Offers Guaranteed Service



Since Bill (William H. III) Eells, at left in photo with Brockway's Jim Neely, took over management of Philadelphia's Ace Dump Truck Service five years ago, following the untimely death of his father, the business has continued to flourish. Not many major refuse removal and solid waste disposal companies dare to guarantee two-hour service as Ace does. The answer, of course, is good management, maintenance and equipment. We're happy to note that Bill Eells is strictly a Brockway user.

Brockway People Active in Community Affairs



As in the past, members of the Huskie family continue to remain active in community affairs. In the accompanying photo, R. J. Matthews, left, chairman of the Board of the 1890 House Advisory Committee, looks on as Al Arnold, president of the Cortland County Antique Car Club, presents a check to Mrs. Lindsay Hilton to assist in the development of the 1890 House in Cortland as a museum and center for the arts. The greystone mansion in Huskietown, which will become the civic cultural center, is the former Wickwire-O'Connor mansion. It is being restored under the auspices of the Cortland County Landmark Society

and under the direction of the 1890 House Advisory Committee.

It was also recently announced that Brockway Public Relations and Advertising Manager William A. Duncan has been named to head the City of Cortland Police Commission. Duncan, a native of Cortland, has served on the Commission for several years. He has also recently been appointed to the Board of Directors of the Cortland County Chamber of Commerce and will serve as co-chairman of the Total Living Expo to be held in the PER Building on the campus of the State University at Cortland April 11, 12 and 13.

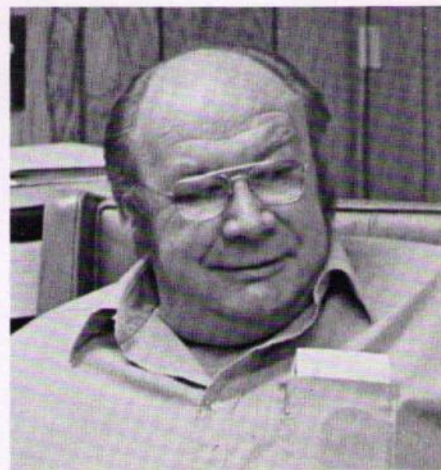
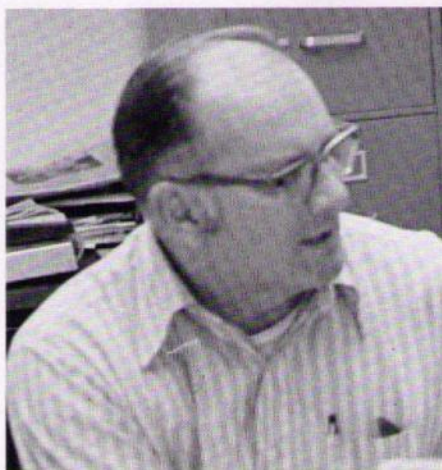
It's Taurus Transportation and That's No Bull



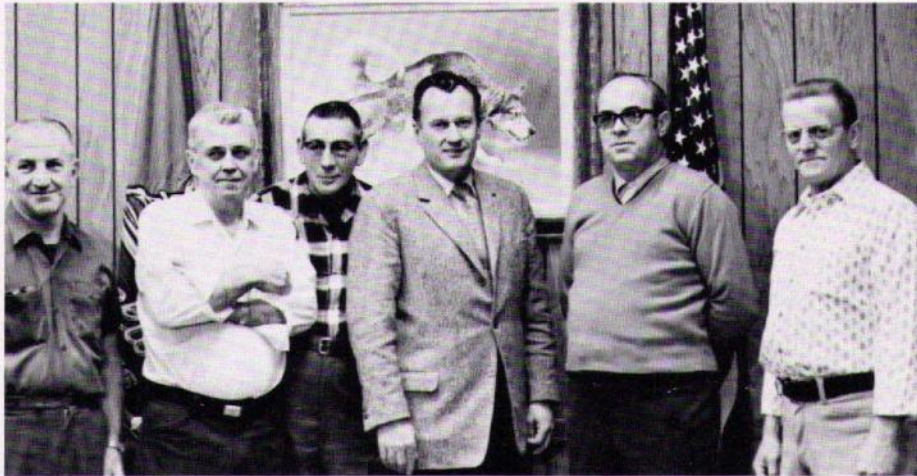
It may be Taurus the Bull under the signs of the Zodiac but it's Taurus the Huskie in Whitesboro, N.Y. because the new Brockway distributorship there is named Taurus Transportation, Inc. And Fred F. Bolan, general manager of the new Brockway sales outlet, vows to make the entire Mohawk Valley area Huskie country. In the photo left, Bill Duncan, left, and Bolan inspect the new Huskie headquarters.

Red Face Department Kicks Off 1975 with a Beaut

In last month's item on Free-state Trucking Service, Inc. of Millersville, Md., we inserted Director of Maintenance Paul O'Brien's picture, photo left, and incorrectly identified him as Free-state's owner and founder, which must have been news to him. It was even more astounding information to William C. Nolte, photo right, the real founder, owner and president. Our apologies to Bill Nolte for the error and to Paul O'Brien for having to rescind his promotion.



Retirees' Club Nears Eighth Birthday



A Brockway Retired Members Chapter of Local 68 U.A.W., chartered on June 1, 1967, continues to remain a thriving organization with 47 recorded members. At the present time Carmen Cosko serves as president while Pat Lathrop is vice president and Harold Jeffery treasurer. Charles Blunden is sergeant at arms.

Emmett Bloodgood, the first president, who served until late in 1974, was a tireless worker, traveling many miles and working long hours on behalf of members who needed help and information. Because of the efforts of men like him, the chapter today offers many aids to retirees such as making sure they receive all of the benefits to which

they are entitled, settling disputes concerning medical or hospital bills and keeping the members informed of current Brockway progress.

In the accompanying picture R. J. Matthews is shown with a group of recently retired employees, who will be honored at a party later this year. The group, which compiled a combined total of 158.8 years of service to Brockway, consists of, left to right, Franklin Finton, 32.1 years; John O'Leary, 31.5 years; George Kennedy, 30.3 years; Matthews; Halley Coon, 32.5 years and Harry Randall, 33.7 years.

The chapter meets each month with the exception of January, February, July and August, when winter and summer vacations interfere with attendance. Brockway takes pride in saluting the spirit and aggressiveness of Retired Members Chapter of Local 68 U.A.W.

Leaders in Brockway New Truck Sales in 1974 . . .

FACTORY BRANCH SALESMEN

Jack Kellogg — Rensselaer

Richard Watts — Elmira

Peter Lisak — Pittsburgh

Wayne Dersam — Rochester

Nathan Winarsky — Elizabeth

Donald Panza — Pittsburgh

Peter Matzke — Rochester

John Northrup — Rochester

Merle Griswold — Elmira

William Knight — Hartford

DISTRIBUTORS

Baywood Truck & Machinery, Inc.
Baton Rouge, Louisiana

West Virginia Truck Sales Inc.
Charleston, West Virginia

Big Sandy Diesel Service
Ashland, Kentucky

Rebsamen Brockway Truck Company
Little Rock, Arkansas

Tennessee Truck & Equipment Co.
Knoxville, Tennessee

C.C.O. Equipment Inc.
Syracuse, New York

Losada Truck & Equipment Inc.
Miami, Florida

Watkins Trucks Inc.
New Castle, Delaware

Register's Truck & Equipment Co., Inc.
New Bern, North Carolina

Brockway Sales & Service Inc.
Johnstown, Pennsylvania

About the Cover — In The American Tradition

The cover photo, along with the others on this page, was taken while researching subjects for the widely acclaimed Brockway bicentennial "In The American Tradition" ad series. The location is where the Statue of Liberty stands closest to the mainland—a few hundred yards from the shore at Jersey City.

The striking picture was chosen at this time because it so clearly symbolizes the thin margin between utter defeat and bright hope. The rotting derelict in the foreground obviously has no place to go but down, while Liberty, with torch aloft, still cries: "Give me your tired, your poor, your huddled masses yearning to breathe free, the wretched refuse of your teeming shore, send these, the homeless, tempest-tossed to me: I lift my lamp beside the golden door."

America's bicentennial also marks the 90th year that she has stood on Liberty Island as a symbol of freedom. Presented in recognition of Franco-American friendship, the Statue was

designed by Frederic Auguste Bartholdi and arrived dismantled in 214 packing cases.

The other historic scenes on this page are readily recognizable, but can you identify all five without peeking at the answers below?

1. The Virginia State Capitol at Richmond.
2. The Washington Monument at Washington, D.C.
3. Inside the Lincoln Memorial at Washington, D.C.
4. Independence Hall's steeple.
5. Mount Vernon.

