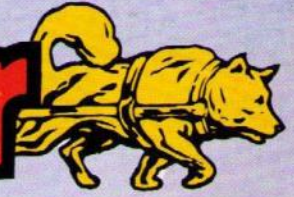


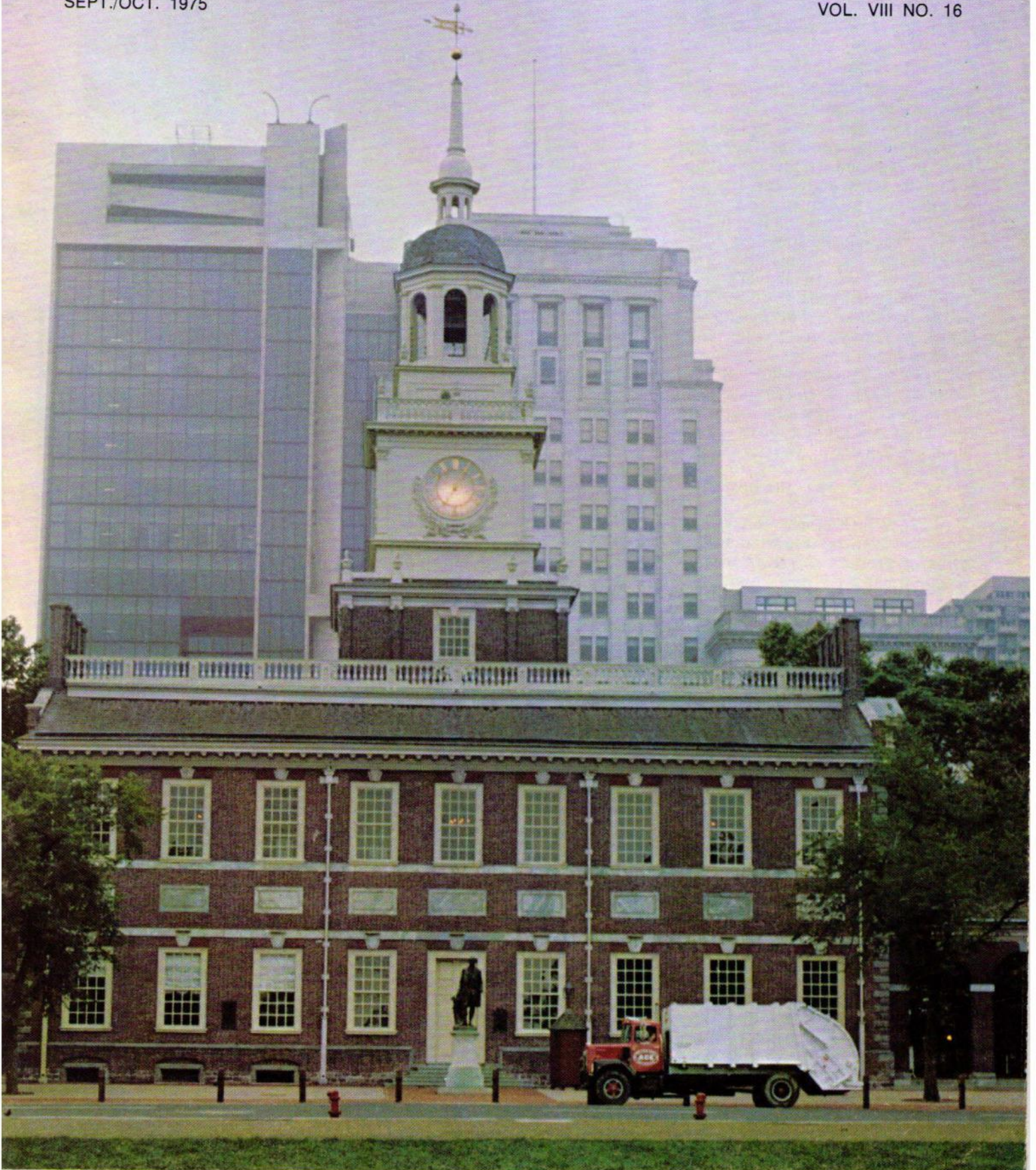
Brock-caster

BROCKWAY MOTOR TRUCKS



SEPT./OCT. 1975

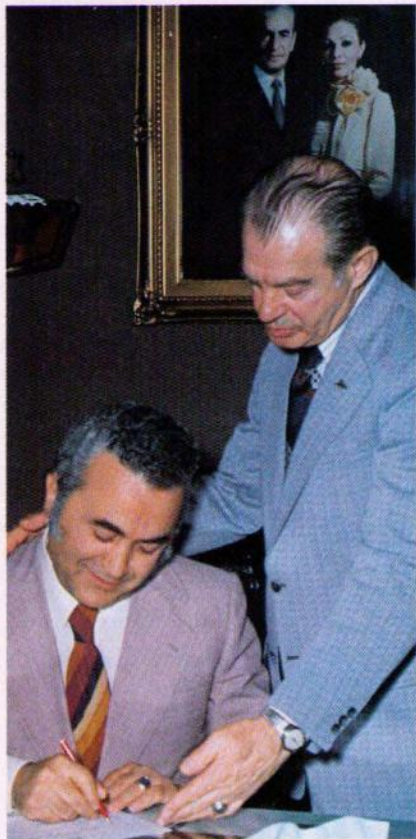
VOL. VIII NO. 16



SHERRY COMPLETES 22-DAY, 5-COUNTRY BUSINESS TRIP

Roy J. Sherry, Vice President of Marketing and Assistant General Manager, recently completed a 22-day business trip that took him to five Middle East nations to negotiate for additional export orders.

It was Sherry who during the current year gave Brockway a badly needed shot in the arm by securing orders for 575 trucks to be shipped to Iran. The lucrative order accounted for over \$22.6 million in sales over a four-month period. During this period Sherry was also instrumental in establishing a new distributorship, Iran Brockway Company, Ltd., to sell and service Brockways in that country.



Varouj Assoian, seated, signs the distributor contract beneath a revered photo of Iran's Shah and Queen Farah. Roy J. Sherry looks on.

Sherry said, "While many truck manufacturers are selling in Iran, no U.S. make, with the exception of Mack, is more prominent than Brockway in that country at this time."

Sherry reported that on his most recent trip, which took him to Iran, Lebanon, Saudi Arabia, Egypt and Turkey, the climate for securing additional export orders appeared excellent.

As noted elsewhere in this Brock-caster, negotiations have been completed for Haji Husein Ali Reza & Co., Ltd. to become a new Brockway distributor in Jeddah, Saudi Arabia. During his trip, Sherry visited Jeddah to expedite the new alliance while at the same time two representatives from the new distributorship visited Cortland.

The first of many striking red Brockway export trucks line up at a Port of Embarkation (top photo) where they will soon become cargo on an ocean-going vessel (below).



Illustrated above is a Brockway truck in front of the famed Shahyad Aryamehr Monument, which serves as a new gateway to the Iranian capital city of Teheran. The illustration will be used in Brockway export advertising.

WHEN A FELLER NEEDS A FRIEND FREANEY IS THERE



James Freaney first came to the attention of Brockway during the 1960's when he operated a major refuse removal firm in the city of Boston and used a

number of Brockway trucks in his business. Although now retired, the likable Irishman turned up in the news again this past summer when the Boston

Globe revealed heartwarming action on his part.

When a work accident resulted in a broken neck for a 12-year Freaney employee, Alfred Fairbairn, Jim Freaney was distressed. The accident not only made a quadriplegic out of Fairbairn and confined him to a wheelchair but, worst of all, the enforced inactivity was slowly but surely destroying the formerly active man's spirit.

As a result, when Fairbairn expressed a desire to start his own refuse removal business Freaney sprang into action. When application was made to the Department of Public Utilities, Freaney appeared at the hearing and stated he would help Fairbairn set up the business, working for \$1 a year. Furthermore, Freaney indicated his backing would help open up lines of credit for his former employee.

Fairbairn, who now drives a specially equipped van, has arranged to purchase a truck and is now lining up customers. In the photo he is shown talking to Freaney.

Meanwhile, Freaney, who describes himself as "a professional loafer," has gained a deep measure of satisfaction. Not only has he proved himself a Son of Erin with a heart but, like a retired firehorse, he couldn't resist charging out the door when the bell clanged.

RETIREE HEARTENED BY SIGNS OF BROCKWAY SPUNK

Word was recently received from retiree Lloyd A. Reifenberger, who now lists his address as 52 Hearthside Drive, Mt. Sinai, New York 11766. In a letter to Bill Duncan he says, "Just a few lines from a Brockway retiree to advise you of a change in my home address.

"I received the May/June issue of the Brock-caster just be-

fore moving. I am always glad to receive it because it is the only way I receive news of the company I served for more than 40 years.

"It makes me feel good to read about those with whom I worked for so many years and also, in particular, to receive news that spells progress for Brockway. Bob Matthews' mes-

sage concerning the upturn should be an inspiration to keep up the fighting spirit, which I know also kept us going in the past when times were rough. Much progress has been made but we can't look to the past, only the future. Please take care of my change of address, for which I thank you. My best to all of you."

**A
Vital
Message
from
R.J.M.**



For several years prior to 1975 the market for new trucks was so strong that the truck manufacturing industry could not keep up with the demand. In the anxiety to turn out more and more trucks, production was emphasized. Now the focus is on sales and that phase is encountering the toughest competition most of us remember. The sales force must use every tool and approach available to get the order because other manufacturers of heavy-duty trucks have surplus inventories and, as a result, prices have no solid bottom. Looking back at previous experience, we can only conclude that quality is one of our best selling points. Let's use it! We have made superior trucks for a long time but today's Brockway is the best ever produced.

In recent Brock-caster issues I have stressed the importance of a superior product if we are to survive in the truck buyer's market of today. Competition is, and will be for some time, extremely keen. The price of new trucks will continue to rise, and there is little we can do to hold the line except through our own efforts to improve productivity. Since the days of George Brockway's first truck, craftsmanship has been the basis for our enviable reputation. Quality, which has been our hallmark in the past, will have a decided impact on the sale of trucks in the period just ahead. Even though we have no control over many factors that affect new truck sales today, product quality is one area in which we can be sure we are taking positive steps.

In recent months, for example, we have introduced the use of a two-stage catalytic paint, which costs more to purchase and more to apply, but will protect longer and maintain its luster better than any paint we have ever used. In

addition to using the best available paint, we are the first in the industry to offer as standard practice a rust-preventative undercoating in all critical areas. These are new procedures of major importance that are easy to discern. However, even where the customer benefits are less easily apparent, every department in our manufacturing section is being restructured to provide our customers with a truck that will work for a long time with minimum maintenance.

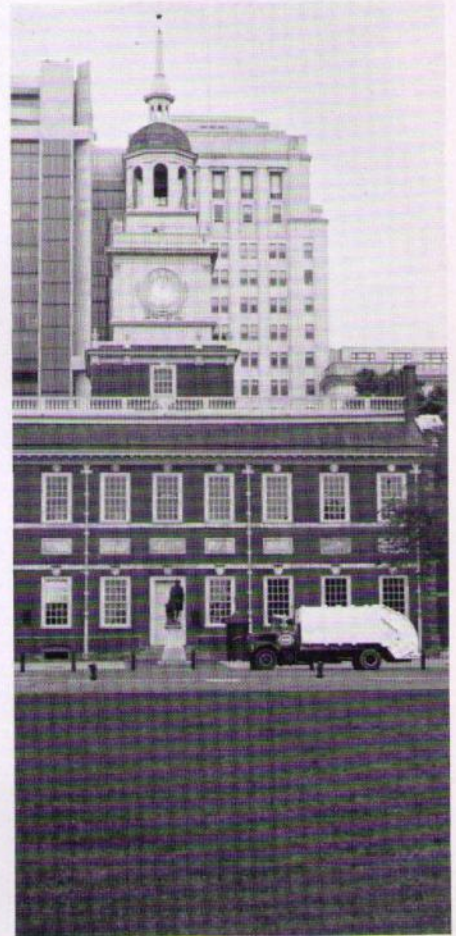
In spite of curtailed production, we have augmented the personnel in our Quality Control Department. Inspectors have been added or reassigned to cover all phases of receiving, fabrication, production, and test to insure complete control in all areas so that the raw materials and workmanship are of the very highest caliber. This step-by-step attention to detail assures absolutely first-rate quality throughout.

These controls are paying off. Complete trucks are coming off the production line requiring only minor adjustments in our final test department. The "pit stop," formally known as major repair, between production and test has been completely eliminated. The final operation before a new truck goes out the door is now performed by quality control auditors who physically check 74 critical points and make a written report on each of them. If the auditor finds any area below standard, the truck is rejected and the problem corrected before the vehicle leaves the factory.

We believe that the quality built into a Brockway truck today is the very best it has ever been. This belief is substantiated by the fact that several new distributors, previously associated with other manufacturers, report that they are highly pleased with the excellent condition and high standard of manufacture evident in the Brockway trucks they have already received. Both distributors and factory branches also report that the prep time required before delivering a new truck is decreasing drastically; that in many cases the new trucks could have been delivered directly from the factory to the customer.

This is a good indication that we are doing our job carefully and well. However, we must maintain and even improve this phase of our business if we are to protect our reputation and continue to grow in the tough sledding ahead.

About the Cover



Independence Hall—where it all began. A sightseer mecca, the colonial brick building nestled beneath Philadelphia skyscrapers will become the focal point of America's Bicentennial celebration in 1976. The truck in the picture is a Brockway belonging to Ace Dump Truck Service.

Brock-caster

Sept./Oct. 1975

Vol. VIII No. 16

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

Published Six Times Yearly By

BROCKWAY MOTOR TRUCKS

Factory and General Offices—Cortland, N.Y.

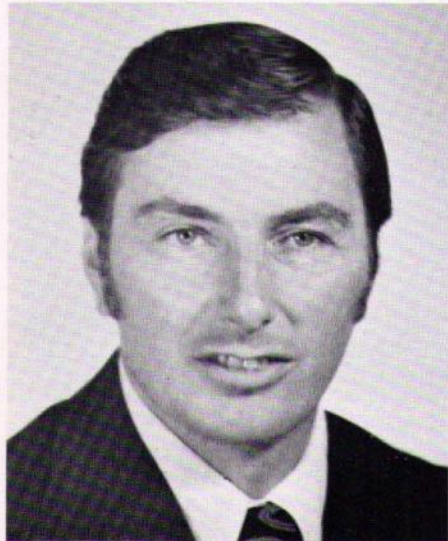
"A Fair and Equal Opportunity Employer"

Brockwayites on the Move

Pestey Named Manager, North Atlantic Region

James R. Pestey has been appointed to the newly created position of Manager, North Atlantic Region. Announcement was made by General Sales Manager John A. Lopez who indicated that the new appointee has had considerable experience in heavy-duty truck selling and that his career has included experience in retail sales as well as in management at the distributor level. Lopez also said that Pestey is well versed in distributor operations and is expected to contribute heavily toward a more potent operation in the field.

In conjunction with Pestey's appointment, Lopez said, "We are going all out to provide every assistance to our rapidly expanding distributor organization. In creating



James R. Pestey

this new position we have, of course, separated the former Northeast Region along the heavily industrialized Eastern Seaboard into two areas requiring supervision—the North Atlantic Region and the Mid-Atlantic Region. With this new setup we are certain to be able to offer more distributor assistance."

HUSKIE HONOR ROLL 1975 Service Awards

Name	Location	Years of Service
SEPTEMBER		
Hazel K. Walters	Buffalo	25
William Dunning	Cortland	10
OCTOBER		
Pat Corpora	Cortland	20
Edwin Sparling	Newburgh	15
Francis Weeks	Cortland	10
Richard Auwarter	Cortland	10
Christopher Springfield	Baltimore	5
Chester Walzer	Vineland	5
Thomas Salva	Kingston	5

THESE DISTRIBUTORS RECENTLY BECAME PART OF THE EVER-GROWING BROCKWAY SALES AND SERVICE NETWORK

Domestic

Capeway Truck & Equipment Co., Inc.
2377 Cranberry Highway
Wareham, Massachusetts 02571

Carolina Truck & Body Co., Inc.
1895 Haywood Road
Asheville, North Carolina 28806

Nelson Dodge, Inc.
P. O. Box 5878
3465 Ryan Street
Lake Charles, Louisiana 70601

Osterlund, Inc.
7401 Paxton Street
Harrisburg, Pennsylvania 17111

Truck Center, Inc.
907 Massachusetts Avenue
Boston, Massachusetts 02100

North Central Trucks, Inc.
400 West County Road D
St. Paul, Minnesota 55112

Prince George's Trailer & Equipment
Co., Inc.
4100 41st Street
Brentwood, Maryland 20722

Truck Sales, Inc.
210 Carver Ave., N.E.
Roanoke, Virginia 24016

International

Iran Brockway Company, Ltd.
c/o Hamarag
Takhte Tavoos Avenue #5
Teheran, Iran

Yuksel Ithalat
Taksim Cad. 81, Taksim
Istanbul, Turkey

T. H. Paralís & Company
EE "Icarus"
15 Klisthenous Street
Athens 112, Greece

Haji Husein Ali Reza & Co., Ltd.
P. O. Box 40
Jeddah, Saudi Arabia

Ahmed Selim & Company
4, Mazloun Street
Bab El Louk
Cairo, Egypt

Nigeria General Motors, Ltd.
13 Savage Lane
Lagos, Nigeria

BROCKWAY CITED BY AMERICAN LEGION

Brockway Motor Trucks recently received a citation from the American Legion in recognition of and appreciation for the donation of 26 spun aluminum flagpoles throughout Cortland County. The award was made at a dinner dance at the Marathon American Legion Home. In accepting the award for the Company, General Manager Robert J. Matthews remarked that he would hesitate parachuting from a plane flying over the area for fear of becoming impaled on one of the units that form a forest of flagpoles.

In photo right, Matthews accepts the citation from County Commander Emerson Hubbard, center, and State Commander of the American Legion Leonard Baxter, right. Legion dignitaries visited the Brockway manufacturing facilities during a day-long tour of the County. A similar citation was presented to Kenneth Eaton for preserving war memorabilia in his Homeville Museum.



SHAFTS BEST HOODS AND HUSTLERS IN LINKS LEAGUE

Following 14 tumultuous weeks of twilight slicing, shanking and choking at the Elm Tree Course, the Brockway Golf League finally surfaced with a clear-cut winner—

The Shafts. The winning aggregation finished with 80½ points while the second place team, The Hoods, and the eventual third place, The Hustlers, finished in a flatfooted tie

at 67½ points each and had to engage in a sudden death playoff.

In the accompanying photo Industrial Relations Manager Bill Warke congratulates Wayne Clark of The Shafts. Those in the photo, left to right, are: Bud Brown, Mike Polka, Clark, Warke, and John Stack. Missing is Greg Young.

The Hoods lineup was composed of Joe Sopp, Irv Panko, John Michales and Bill Holstrom while The Hustlers listed Fred Boulanger, Wayne Dieffenbach, George Cook and Leon Dart.

A distinct note of sorrow was injected into the proceedings this year as participants were reminded of the recent accidental death of popular Ed Randall, posthumously recognized in the season-end awards as the League's most improved golfer. Mike Adams had the most birdies, Sal Yonta the most pars, Larry Ryan the most points won and Lester Wolff the most holes up. John Stack won the dubious award of most bogies.



FIRST TWO UNITS LEAVE BROCKWAY FOR MINNESOTA



In photo, left, Paul Noremborg, one of the principals of North Central Trucks of St. Paul, Minnesota, accepts the keys to two Model F761TL Huskies from Brockway's Don Loughridge, left. The new Brockway Minnesota distributorship is currently an authorized representative for Detroit Diesel and Cummins engines and soon hopes to receive similar authorization from Caterpillar.

According to General Sales Manager John A. Lopez, the acquisition of North Central Trucks as a distributor marks a venture into virgin sales territory for the Company, but the new relationship is expected to become highly successful.

INSPECT BROCKWAYS FOR NEW MARKET IN SAUDI ARABIA



During October Messrs. Van Veelen and Van Zwol of Haji Hussein Ali Reza & Co., Ltd., new Brockway distributor in Jeddah, Saudi Arabia, spent an entire week in Cortland inspecting the Brockway manufacturing facilities. During their stay they witnessed the building of 14 pilot trucks to be used chiefly as demonstrators for a possible new Saudi Arabian market.

Mr. Van Veelen, who will be General Manager of the new distributorship, and Mr. Van Zwol, who will be its Service Manager, were greeted by Brockway General Manager R. J. Matthews. While in Cortland they finalized the demonstrator order specifics with the Sales Department.

The duo spent considerable time with the Engineering Department

and conferring with the Caterpillar representative. One of their visitation days was spent at the nearby Syracuse Fruehauf factory branch, where they viewed installation of dump bodies on six Model F761LL chassis and discussed probable future orders. At Brockway they also made a thorough examination of the Service and Parts Department and its procedures.

In the photo left, Robert J. Matthews explains a facet of frame assembly during one of the many factory tours taken by the visiting team. In the photo Mr. Van Veelen is at left and Mr. Van Zwol center. Upon departing, both men expressed satisfaction with Brockway manufacturing and service procedures.

BOND DRIVE GOAL—100% PARTICIPATION BY '76

In an effort to encourage the 35 per cent of the Brockway workforce that is not investing in U. S. Savings Bonds to participate by July 4, 1976, the Company will conduct what can be a lucrative drawing prior to the 1976 Bond Drive. To be eligible an employee must be an active participant by April 30, 1976 but may enroll any month prior to that date by securing an enrollment card from the Personnel Department.

The results of the 1975 Bond Drive revealed the percentages of group participation were 99 for non-bargaining Cortland employees, 62 for the Cortland factory bargaining group and 71 for Cortland office bargaining workers. Branch percentage of participation was 56.

General Manager Robert J. Matthews, referring to the percentage of participation, said, "For several years we have been trying

to edge toward total enrollment, yet we seem to become stuck on that figure of 65. In urging total enrollment I am merely asking each employee to provide himself or herself with an added measure of security. And the purchase of Bonds is participation that is patriotic. Let's all catch the Spirit of '76 and enroll today."

UNITED FUND DRIVE PROVES BROCKWAY HAS A HEART



Even though Brockway suffered an 11 per cent reduction of its work force during the past year, the Company's United Fund Drive committee announced that participation in United Fund giving decreased only 4 per cent. On the other hand, in a heartening display

of neighborly concern, the remaining participants actually increased the average employee contribution by \$1.43. This increased giving produced a 7 per cent over-all gain, which enabled the Company to exceed its established United Fund goal by almost 4 per cent.

For example, the Office Bargaining Unit, with five fewer employees than the previous year, contributed only \$5.10 less in 1975 than it did the preceding year. That's real giving—even when it hurts!

Tom Burlingame, Factory, won the \$100 United States Savings Bond this year while John Steele, Factory, received the \$75 Bond. Other winners were: Frank Bogardo, Operations, \$50 Bond; Ed Wingenbach, Factory, \$25 Bond; Gerald Porter, Factory, \$25 Bond; and Otto Corback, Manager, Mid-Atlantic Region, \$25 Bond.

Every person contributing at least one cent for each hour of work is, of course, eligible for the Bond drawing. However, the more cents contributed for each hour, the more chances a contributor has to win.

In the accompanying photo the winners are, left to right, Steele, Wingenbach, Bogardo, Burlingame, R. J. Matthews, who presented the Bonds, and Porter. Otto Corback was not present when the picture was taken.

DILLON RECEIVES NEW YORK STATE ENGINEERING LICENSE



Word was recently received by Senior Project Engineer Robert J. Dillon that he has been certified by the University of the State of New York as a Professional Engineer.

BROCKWAY GIFT TO TOWN OF VIRGIL



In the photo left, William A. Duncan, Brockway Manager of Public Relations and Advertising, takes part in a ceremony raising Old Glory on a new spun aluminum flagpole donated by Brockway to the Town of Virgil. Boy Scouts Darryl Brown, left, and Stanley Connelly, right, hoist the colors.

The ceremony was a part of the Virgil Bicentennial program during which time the newly remodeled "Old Lathrop House" was dedicated as the new town hall and justice court. The gleaming gift was the 27th such pole donated by Brockway and erected within Cortland County.

OHIO DISTRIBUTOR HAS NOVEL V.I.P. TRUCK SHOWING



Buckeye Canton, Inc., recently appointed Brockway distributor in the State of Ohio, chose a novel and distinctive way to introduce Brockway Motor Trucks to the Akron area on October 23.

The event, termed "A Special V.I.P. Showing of Huskie Brockway Motor Trucks," was held at the Langmoor Country Club in Uniontown, Ohio. Over 100 selected truck industry executives, automotive editors and salesmen were invited to attend the showing, which was followed by cocktails and dinner.

The guest dinner speaker was Robert J. Matthews, Vice President of Mack Trucks, Inc. and General Manager of Brockway Motor Trucks. Matthews discussed Brockway manufacturing policies and procedures. General Sales Manager John A. Lopez also represented the Company at the gala affair.

In the accompanying photo Drivers Pete Peterson, left, and Frank Scarito prepare to drive two new Brockways to Ohio as General Sales Manager John A. Lopez, standing left, wishes Buckeye Canton's Al Calhoun Godspeed.

MCGUIRE NAMED TOP SERVICE MANAGER FOR 1974

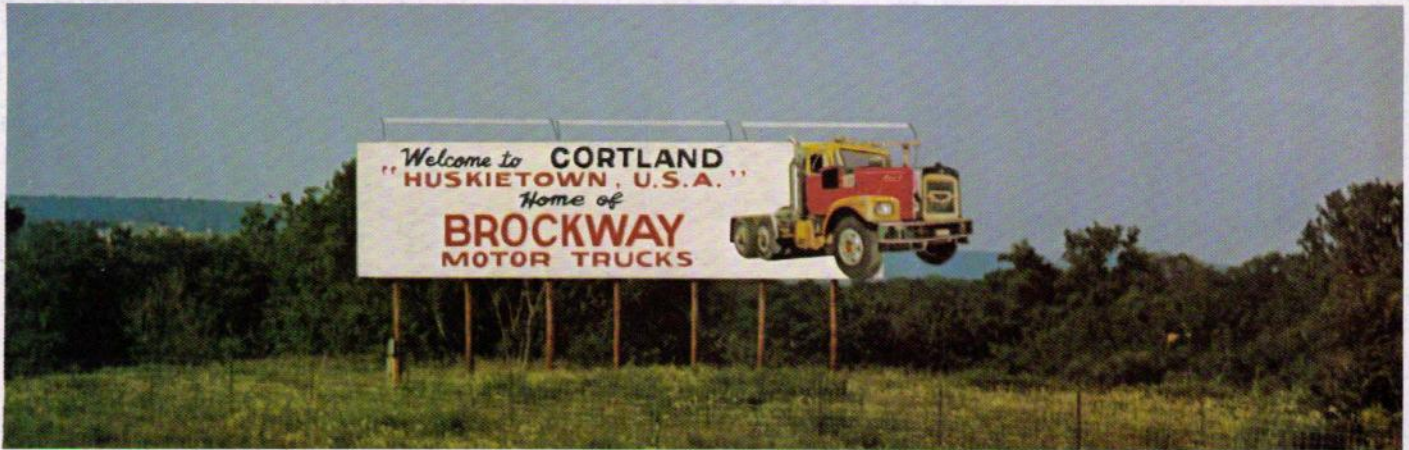
Robert T. McGuire of the Brockway Elizabeth, New Jersey Branch has been named Number One Service Manager in the entire branch system for the year 1974.

In earning the designation he produced the highest gross and net profit margin in labor sales within the factory branch network. His shop also showed the highest margin of improvement over the previous year.

In photo right, Robert Edelman, right, presents McGuire with the coveted award. Edelman is Technical Service Manager. In presenting the plaque Edelman stressed how important the sale of parts and service is to the branch operation and congratulated McGuire for a tremendously successful year. Elizabeth Branch Manager Michael Kobryn also congratulated his eminently successful Service Manager.



BIGGEST MONTH IN COMPANY'S HISTORY



The sun was shining and the skies were blue above Huskietown, U.S.A. as a year that began rather dimly turned out to have its bright spots. The sun broke through the overcast when General Manager Robert J. Matthews announced that September 1975 was the biggest month in Brockway history in terms of the highest dollar volume in sales and the largest number of trucks delivered.

The top photo shows the colorful board high above the blue-skied Central New York valley that tells millions of Interstate 81 motorists that Huskietown (Cortland, New York) is the home of the Brockway Huskie truck.



For years Cortlandites have been accustomed to seeing shiny new Huskies being driven from

the factory to final destinations. Some don't go very far. The stylish firetruck in the center photo, for example, was delivered to the nearby community of McLean, a mere "hoot and a holler" from Huskietown. And while we've extolled the virtues of the Brockway 550 cab-forward model as the ideal fire apparatus chassis, we've got to admit that the conventional Huskie chassis makes one darned good-looking fire engine.

The colorful COE sleeper model in the bottom photo traveled all the way to Michigan to take its place in the truck world. Belonging to Mario Trucking, it was sold by D & H Sales Co., Inc. of Dearborn, Michigan, a leading Brockway midwestern distributor.

Today, more than ever before, heavy-duty trucks keep American commerce moving. And many of them were born in Huskietown, U.S.A.

