

BROCKWAY MOTOR TRUCKS

Brock-caster



MAY/JUNE 1974

VOL. VIII NO. 8



Timely Thoughts from R.J.M.



Brockway philosophy has long contended that "people make the difference." This is especially true in our far-flung sales, service and parts operation. I cannot emphasize strongly enough the role service plays in the Brockway plan to expand and grow. Selling a new truck is one thing. Backing up that sale with top-notch service and parts availability is quite another. The most important point to consider when buying a product is the service the company gives in standing behind that product. This is true whether it is a washing machine from Sears or a truck from Brockway. The determining factor in the decision to buy is, more often than not, the company's reputation for fast, dependable service and availability of parts.

If asked, a great segment of Brockway management personnel could name our outstanding branch managers and, perhaps, many key salesmen within our branch and distributor network. But, with the exception of our Service Department Management, most would be hard-pressed to name the outstanding service managers, parts men and mechanics within that same network.

Brockway is not alone in too often failing to recognize the "people in the trenches." Many an organization takes pride in the accomplishments of its executives and salespeople, neglecting to remember that it is the people behind the scenes who often deserve a lion's share of the credit.

And this is an oversight I would like to eliminate right here and now. We are extremely proud of the service managers, the parts men and the top-grade mechanics in our employ. They are actually the unsung heroes of the Brockway organization and I want to take this opportunity to tell the world that we are aware of it.

We are very fortunate to have outstanding capabilities in service and parts within our organization. It is the quality of service that keeps the customer coming back and gives the company the reputation of caring enough to give its very best. It would be hard to estimate how many new sales and repeat sales are predicated on this point alone.

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May/June 1974

Vol. VIII No. 8

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"

As we expand into new territories we firmly intend to protect our hard-earned reputation by taking steps to insure continuance of superior service wherever the Brockway name is seen. In fact, this is a prerequisite when enlisting new distributors.

Our hats are off to our quality service and parts men and mechanics. And Brockway pledges to maintain the vigilance that will keep their phase of the business the industry's finest.

Yes, service managers, parts men and mechanics:

You really do make the difference.

About the Cover



*The curfew tolls the knell of
parting day,
The lowing herd winds slowly
o'er the lea,
The ploughman homeward plods
his weary way,
And leaves the world to darkness
and to me.*

*—Thomas Gray, "Elegy in a
Country Churchyard"*

See story next page.

DEHARTS TO KEEP N. J. FARM FOREVER RURAL

As noted on the preceding page, this issue's cover photo suggests Gray's languorous "Elegy in a Country Churchyard." A team of sturdy Belgian horses, pulling an ancient wagon, plods determinedly toward a lowering New Jersey sky. The setting is a farm in South Jersey owned by the DeHart family, proprietors of H. A. DeHart & Son. Long prominent in the Garden State as wagonbuilders, the DeHart firm made the transition from wagon manufacture to the truck business and became one of the very first distributors of Brockway Motor Trucks.

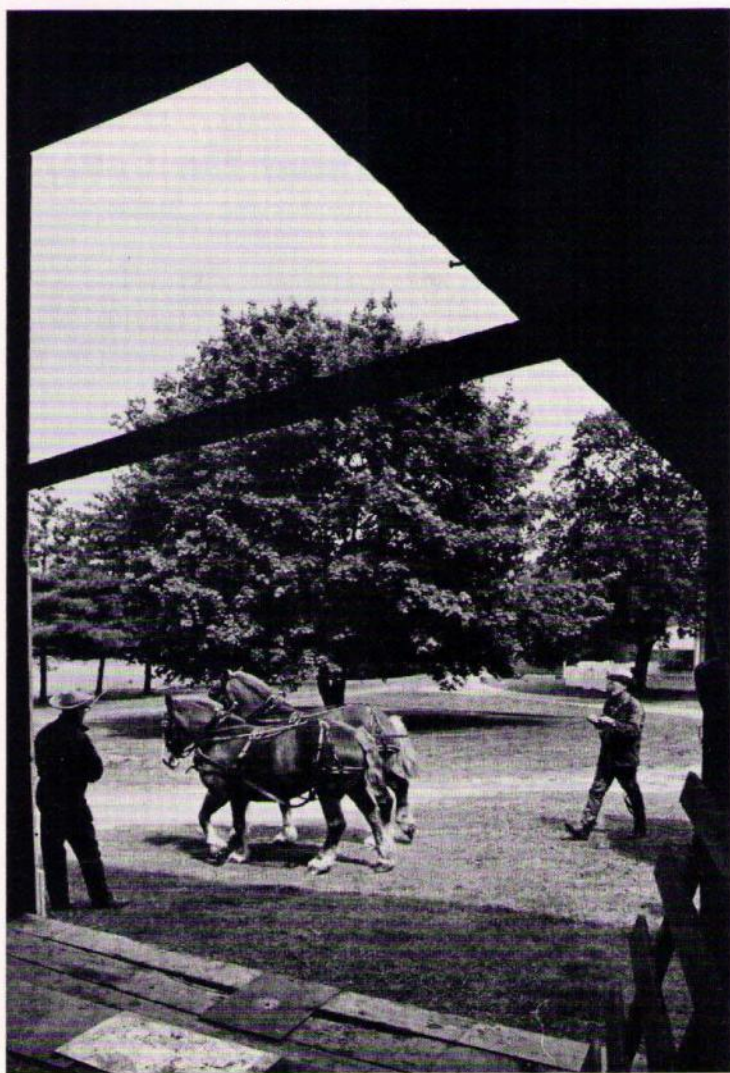
Although offered a sizable fortune for the family farm by

real estate developers, Russell DeHart decided to keep the acreage "forever rural." Every effort is being made to create an authentic 19th century farm for future generations of children and adults to see.

As a result, the DeHarts have secured antique wagons, utensils, furniture and equipment to create the illusion of a by-gone era. The cut-under shelving wagon on the cover, for example, was the type that carried produce from South Jersey to the Philadelphia marketplace. It was found in a barn in the New Jersey community of Thorofare and taken to the DeHart truck and body shop for restoration.

The DeHarts built and patented the under-cut design in 1888, its main feature being graceful maneuverability so necessary in the narrow streets of Old Philadelphia. The family began wagonbuilding in 1884, 33 years after the founding of the W. N. Brockway Carriage Works in Homer, N.Y.

Thus coincidentally, the two pioneer families — Brockway and DeHart — who specialized in the transportation industry, and who have been allied for so many years, trace their roots back to identical beginnings. Today H. A. DeHart & Son is located in Collingswood, New Jersey.



In the accompanying photos a DeHart wagon jostles over a primitive, rutted road on the DeHart farm and a reinsman steers the team of Belgian horses to the barn. The farm, restored as it was in the last century, will bring waves of nostalgia to the very old and expressions of wonder to the very young.

Brockway Men on the Move

WHITON NAMED ASSISTANT DIRECTOR OF MANUFACTURING



Robert J. Matthews announced that ROBERT F. WHITON has been promoted to ASSISTANT DIRECTOR OF MANUFACTURING. According to Matthews, Whiton, in his former position of Manager of Production, displayed exceptional ability to supervise people and attain goals.

Matthews indicated that the promotion was made in recognition of Whiton's effort and achievements, as a result of which considerable progress has been made in reaching production targets. Matthews said, "The morale improvement in the factory is noticeable and people make the difference."

MAGDA APPOINTED MANAGER AT ELIZABETH



HUSKIE HONOR ROLL 1974 Service Awards

MAY

<i>Name</i>	<i>Location</i>	<i>Years of Service</i>
Lester Wolff	Cortland	15
Donald J. Mahoney	Bethlehem	5
M. Kathleen Wyckoff	Cortland	20
Marlon Pickerd	Cortland	15
Ferdinando Natale	Cortland	15
Alfred Coon	Cortland	15
Russell White	Cortland	15
Bertram Berman	Long Island City	10
Terry Cleveland	Cortland	10

JUNE

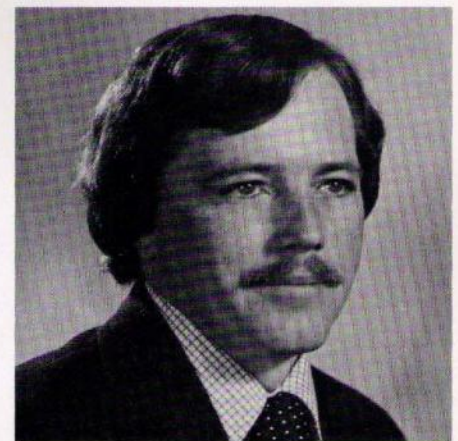
Sharon Turk	Cortland	10
Eliot Bigelow	Cortland	5
John Sumner	Charlotte	5
Robert Russell	Hartford	5
Leo Macau	Pittsburgh	10
Franklin Snow	Cortland	15
John Michales	Cortland	15
Stanley Shearer	Cortland	15
Bruce Hollenbeck	Cortland	5
Dominick Pennello	Cortland	5

JOHN F. MAGDA has been appointed MANAGER of the Elizabeth, New Jersey Factory Branch. Announcement was made by General Sales Manager Otto C. Corback. A veteran of 22 years' experience in the marketing of heavy-duty trucks in the New York City Metropolitan Area, Magda also owned and operated a White-Autocar distributorship in Brooklyn for a decade and a half. He sold that business in 1971 and since that time has served as a transportation consultant for several New York City banks.

GARY FOX JOINS ADVERTISING DEPARTMENT

GARY E. FOX has been appointed ASSISTANT PUBLIC RELATIONS AND ADVERTISING MANAGER. Announcement was made by Public

Relations and Advertising Manager William A. Duncan, who said Fox will be involved in all of the many areas of activity for which the Advertising Department is responsible. According to Duncan, the new advertising and public relations assistant will first be indoctrinated into the various aspects and procedures of Brockway convention and exhibit appearances.



DAR HEARS PATRIOTIC MESSAGE FROM COL. SHERRY



A stirring message on patriotism was recently presented to members of Tioughnioga Chapter, Daughters of the American Revolution, by Col. Roy J. Sherry (U.S. Army Retired), Brockway Assistant General Manager. During the same program William A. Duncan, Manager of Advertising and Public Relations, presented a sound film on the Brockway program to promote and honor the American flag.

Col. Sherry, citing his own recent personal experience of hearing two former Vietnam POW's address a corps of cadets, said in part, "The way these men and their colleagues conducted themselves while in prison shows that they were products of discipline, of self-discipline, of family discipline and of school discipline.

"Today, the strength of our armed forces is not as important as it was formerly, with the em-

phasis on a volunteer army, but I assure you, our national defense is in the hands of fine leaders and a dedicated State Department."

In the above photo the two Brockway men are shown with DAR officers. Left to right, William A. Duncan, Mildred Thomas, new DAR regent, Sara Peppard, outgoing DAR regent, Col. Sherry, Ruth Clyde, past DAR state regent and Louise Johnston, director of District VI, DAR

Brockway Hauled "Giant" Cargo 61 Years Ago



Today's truckers like to talk about giant loads but, as the photo here attests, a Brockway hauled "giant" cargo as long ago as 1913—the famed Cardiff Giant. The great hoax had begun in Iowa where the giant was chiseled from gypsum stone. It was then shipped to Binghamton, N.Y., and later transported by horse and wagon to Cardiff, N.Y., a few miles from Cortland—the home of Brockway Motor Trucks. The stone monster was buried on the Stub Newell farm and a year later was "discovered" in the course of digging for a well. We don't know where it was going when this picture was taken, but today the Giant rests at the Farmers' Museum, in Coopers-town, N.Y.

Secretary of the Year Lights Up Marquee



Mrs. Sharon Turk, secretary to William A. Duncan, Brockway Manager of Advertising and Public Relations, was recently honored by Holiday Inn of Cortland as Secretary of the Year in the Cortland area, coinciding with National Secretaries Week. She is shown here receiving a floral tribute from Innkeeper Jim Runnfeldt. The selection was made on the basis of professional skills and dedication to duty. Coincidentally, June of this year marks Mrs. Turk's 10th year with the Brockway organization.

The selection marks the third time in six years Brockway secretaries have been so honored. In 1969 Mrs. Betty Reynolds, secretary to General Manager Robert J. Matthews, was chosen and the previous year the honor went to Mrs. Marilyn Lansing, secretary to Assistant General Manager Roy J. Sherry. Both were chosen by the National Secretaries Association.

BROCKWAY AGAIN IDENTIFIED TO MUSIC WORLD ON ALBUM JACKET

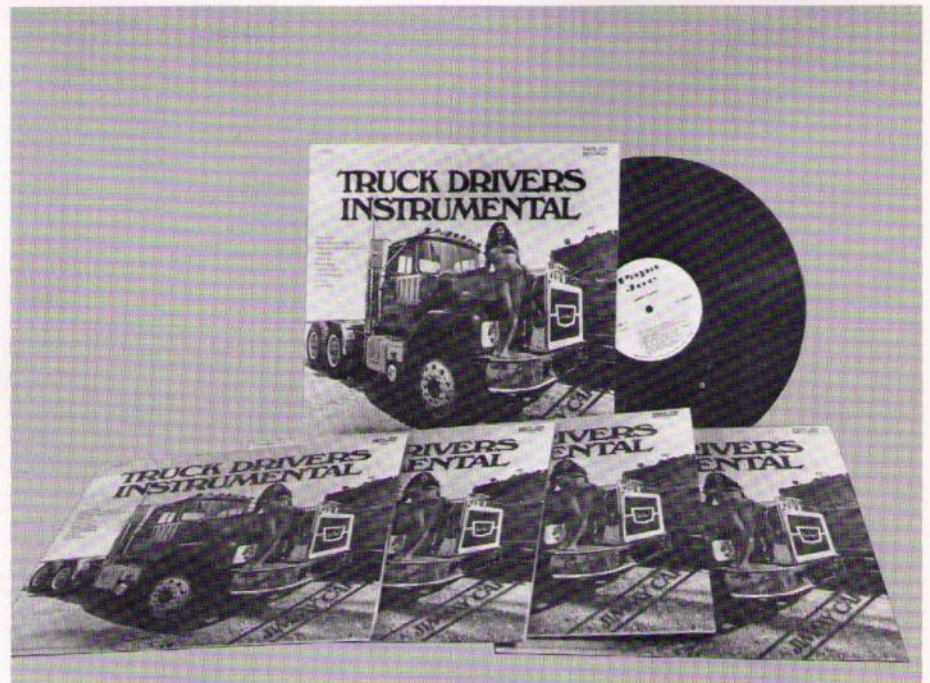
For the second time in less than five years a Brockway Huskie has dominated the cover of a record album jacket. First, an album of trucking and highway songs featured a Brockway Model K361TL and Tex Roe, a veteran performer of country and western music.

And, as the accompanying photo illustrates, the latest album presents a truck driver's instrumental by Papa Joe, featuring such melodies as "What Am I Living For," "Harbor Lights," "Road Hog," "Detour," and "Truck Stop."

The truck, of course, is the new Brockway 700 Series model that was first photographed at the 1973 A.T.A. Convention in Miami, Fla. The distinctive bumper ornament is Carole Black, of OVERDRIVE Magazine. The

full-color photo, used on the jacket, first appeared on the De-

cember 1973 cover of OVERDRIVE.



Henry J. Nave Featured Speaker At Boy Scouts Dinner



TOP JOB CONFIRMED — Robert J. Matthews (center) is shown with Henry J. Nave (left) and James Perfetti, Brockway General Foreman, during the Scouters Recognition Dinner at which Nave was the featured speaker. Following a recent meeting of the board of directors of Mack Trucks, Inc., Nave's appointment as president and chief executive officer of the giant truck-manufacturing concern was confirmed. He had originally been recommended for the position by the Signal Companies, Inc., of Beverly Hills, Calif. Nave's appointment will take effect July 31 with the retirement of the present chief executive officer, Zenon C. R. Hansen. At present Nave is serving as president of Mack. During the dinner Nave announced that a gift of \$10,000 has been made to the Tioughnioga Council of Boy Scouts by Mack Trucks, Inc. and Signal Companies, Inc.

Henry J. Nave, president of Mack Trucks, Inc., was featured speaker at the 34th Annual Scouters Recognition Dinner and Ladies Night Program, sponsored by Tioughnioga Council, Inc., Boy Scouts of America. The Mack president is also vice president of the Northeast Region, Boy Scouts of America.

A 1936 graduate of Temple University, Nave was honored in 1964 as one of 80 distinguished Temple alumni. He received an honorary LL.D. degree the following year. He is a former director and treasurer of the Automobile Manufacturers Association and past chairman of its motor truck committee.

Nave is currently a director of the First Pennsylvania Bank of Philadelphia, the Bank of Nova Scotia Trust Co. of New York and a member of the Society of Automotive Engineers. He serves on the board of trustees of Temple University as well as on the board of associates of Muhlenberg College. He is holder of the Boy Scouts Silver Beaver Award and also serves on the board of directors of Blue Cross of Lehigh Valley.



BROCKWAY SHOWS INTEREST IN SCOUTING. At the head table at the Scouting Recognition Dinner were the following Brockway-affiliated personalities: Seated, right of podium, Mr. and Mrs. Henry J. Nave and Mrs. R. J. Matthews. Standing: second from left, Controller R. G. MacDonnell; third from left, Assistant General Manager Roy J. Sherry; and sixth from left, General Manager R. J. Matthews.

IF IT'S JUNE IT MUST BE DAIRY MONTH



Weddings may traditionally signal the coming of summer in most places but in the dairy heartland of Central New York State an annual parade down Cortland's Main Street means June is bustin' out all over and that Dairy Month has arrived. And an annual feature of the parade for as long as the event has been in existence has been a shiny Brockway truck. The Huskie shown here in this year's line of march was entered under the auspices of Cortland Bulk Milk Producers. More and more, Brockways are in evidence on the state's highways hauling milk from farm to dairies, to processors, and eventually to the marketplaces. Much of Cortland County's milk goes to large metropolitan centers in the fluid state. The remainder is sent to processing plants to be made into butter, cheese and other dairy-related products.

BROCKWAY GOES TO NORTHEAST LOGGERS SHOW WITH EUBANK-PAULETTE, INC.



Shows at which Brockway gains strategic exposure are on the increase. Here, at the Northeast Loggers Show, Eubank-Paulette, Inc., Richmond, Virginia Brockway distributor, receives an assist from Brockway

management while exhibiting a Huskie show truck. Southeast Regional Manager Bob Hart (in white suit) discusses specs with four interested loggers while, left to right, General Sales Manager Otto C. Corback, Miss Brockway

and N. L. Eubank look on. The Company encourages distributor participation in local and regional shows and makes every effort to be of assistance.

Retirees Honored at Dinner Dance



Two retiring Brockway employees were recently honored at a dinner dance at San Rocco Lodge. The men ending a combined total of over 56 years of service to the company are George Porter and Lester A. Barber. At the time of retirement Porter had completed 40 years and nine months with Brockway while Barber had been employed for 15 years and four months. Shown in the photo are, seated, left to right, Mr. and Mrs. Porter and Mr. and Mrs. Barber. Standing, left to right, General Foreman James Perfetti; Robert Porter, Chairman of the dinner dance; Robert F. Whiton, Assistant Director of Manufacturing; Geno Patriarco, President of United Auto Workers Local 68; and William J. Warke, Industrial Relations Manager.

I. E. DEPT. FIRST 100 PER CENTERS IN BOND DRIVE

Industrial Engineering became the first Brockway department to achieve 100 per cent participation in the recently concluded Savings Bond Drive. Second to come through with total participation was the Sales Department. According to final tabulations, Cortland Brockway employees attained a participation of 66 per cent while the Branches were not far behind with a 61 per cent rating. In a statement following the conclusion of the drive General Manager Robert J. Matthews expressed satisfaction with the results but tempered his message with caution by saying, "I am always proud of Brockway participation in a program such as this. However, I feel there is still much room for improvement and I feel it will be forthcoming when all employees realize that, by purchasing U.S. Savings Bonds, they are helping their country as well as themselves."

Industrial Engineering Department personnel in the accompanying photo are, seated, left to right, Gary Austin, Mike Adams,

Bill Icenogle and John Kanalley. Standing, left to right, Allen Ardis, Wayne Dieffenback, Irv Panko and Dick Stacy.



Brockway Donates Two More Flagpoles

Brockway took two more steps forward in its program to promote and honor the American

flag by presenting spun aluminum flagpoles to the Town of Homer and to St. Mary's School.

The presentation was made in both cases by General Manager Robert J. Matthews. The top photo shows Old Glory being raised on the pole erected in front of the Homer Town Hall. Present at the ceremony were, left to right, Thelma Elwood, Village Deputy Clerk; Lois Olds, Village Deputy Clerk-Treasurer; Barbara Riter, Town Clerk; Gerald Young, Town Supervisor; Village Mayor Harry Calale; Matthews; Barbara Merrill, Village Clerk-Treasurer; and Candy Barbis, Office Clerk.

In the bottom photo, left to right, Monsignor George Arsenneau, R. J. Matthews, Richard Menapace, Chairman for the Project, James Menapace, Robert Engst and Mrs. James VanNortwick take part in the dedication. James Menapace and Engst are students at St. Mary's; Mrs. VanNortwick donated the flag. The pole was erected under the supervision of Yale Hughes, Department of Public Works Superintendent for the City of Cortland.

At present over 20 flagpoles have been donated by Brockway to civic and religious institutions in the Cortland area. At both dedications Matthews stressed the importance of the need today for greater patriotism and respect for our form of government. He said, "It is a particularly trying time for all Americans and a time to re-establish and reaffirm our sense of values. The people at Brockway hope that, by promoting and honoring the flag, they are contributing to the creation of a greater respect for America."

The first pole donated was erected on city property in front of the Brockway office on Central Avenue. Other poles have been installed in city and county parks, churches, cemeteries, civic buildings, the Senior Citizens' Building and at the Salvation Army Headquarters.

