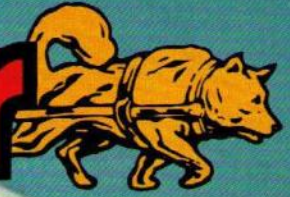


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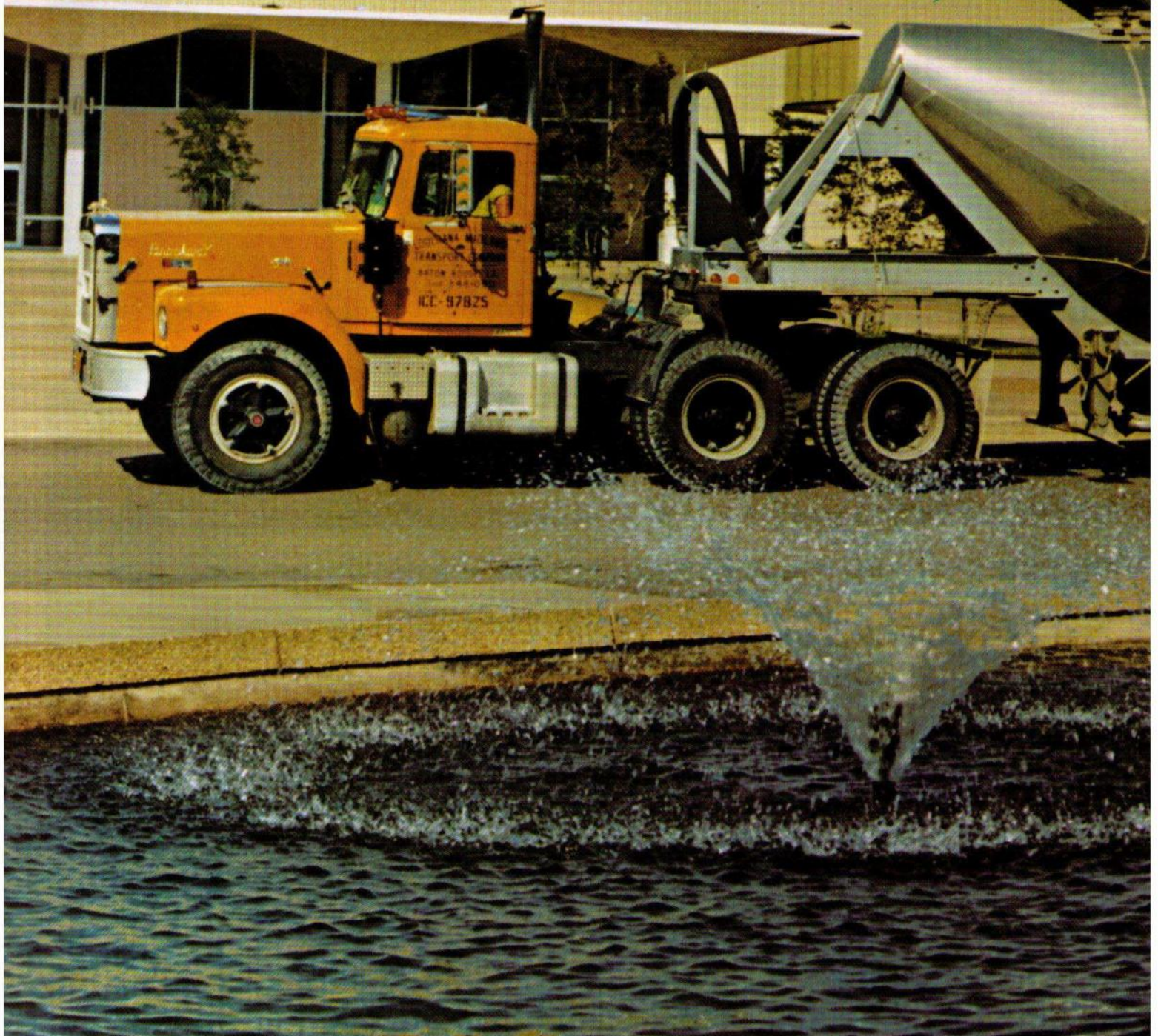
BROCKWAY MOTOR TRUCKS

Brock-caster



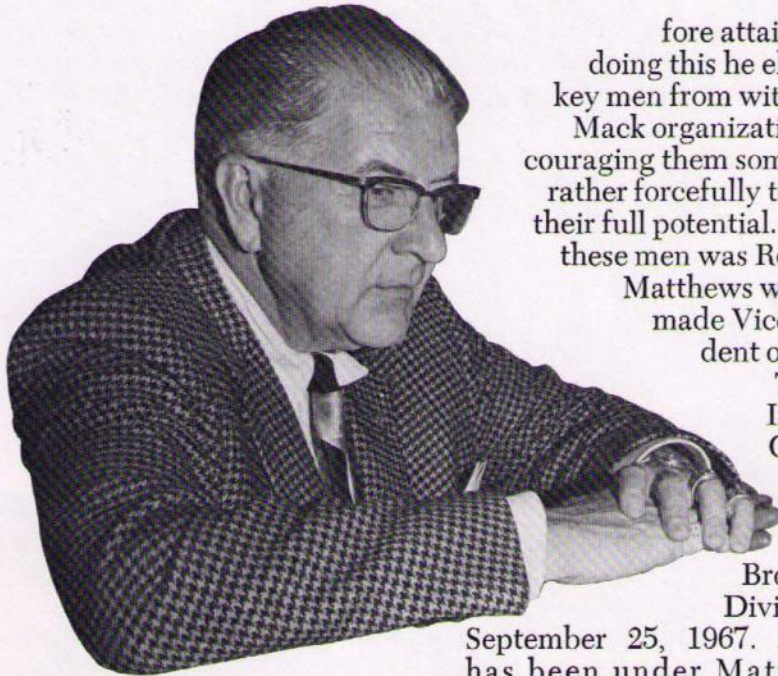
VOL. VIII

NO. 9





Zenon C. R. Hansen Instilled a New



"Mr. Motivator" Zenon C. R. Hansen.

Innumerable publications, more prestigious than the Brock-Caster, will undoubtedly note Z. C. R. Hansen's retirement with columns listing honors and achievements garnered in a lifetime of service to humanity and to industry.

Brockway Huskies, however, find themselves in the enviable position of remembering Zenon C. R. Hansen as a benefactor, a warm human being, and, above all, a true friend.

It was back in 1965 that a foundering Mack Trucks, Inc. wearied of bringing in so-called financial wizards to cure its ills and finally summoned a tried-and-true truck man to restore it to its former glory. That man, of course, was Z. C. R. Hansen and restore it he did. In what those in a position to know term "the best public relations and management job ever accomplished in industry," Zenon Hansen not only made the world Mack-conscious once again but projected the image of the famed Bulldog to heights never be-

fore attained. In doing this he elevated key men from within the Mack organization, encouraging them sometimes rather forcefully to reach their full potential. One of these men was Robert J. Matthews who was

made Vice President of Mack Trucks, Inc. and General Manager of the Brockway Division on

September 25, 1967. And it has been under Matthews' guidance that the greatest era

(as shown in the accompanying photo), things began to brighten for the Huskie. That particular day was proclaimed Brockway Recognition Day by the City of Cortland.

Until then it had practically been a foregone conclusion that Brockway's days in Cortland were numbered. But Z. C. R. H. listened to entreaties and initiated studies and investigations that would eventually support a decision to allow Brockway to remain in the community of its birth. Thus, it was due to this one man's interest in, and feeling for, Brockway that the Company not only remained in Cortland but flourished and expanded at the factory,



of Huskie expansion has taken place.

Although Brockway has been a subsidiary of Mack Trucks, Inc. since 1956, the Brockway relationship with the parent company had been somewhat uncertain until the advent of Zenon Hansen. But on the decisive day of June 6, 1968 when Z. C. R. H. alighted from a Company plane to be greeted by the then Mayor of Cortland, Morris A. Noss, at the Cortland County Airport

branch, and distributor levels.

Z. C. R. Hansen visited Brockway many times over the years, usually—though not invariably—on business. In one unprecedented move by a Mack President, he addressed the Cortland bargaining group. But no matter what the reason for his visit, each and every Brockway employee always knew he had their best interests at heart.

Thanks for everything, Z. C. R. H.

v Growl in the Bulldog and New Hope in the Huskie



The Mack leader always had time for the Boy Scouts of America and served as National Treasurer, that organization's third highest office. Here, he is shown receiving an award from the Cortland Tioughnioga BSA Council.



Always on the move himself, it was his ability to get others moving that led Brockway to bestow the title of "Mr. Motivator" upon Hansen.



Zenon could slug it out with the best of them and his boxing companion here was one of the very best—Carmen Basilio, former Welterweight and Middleweight Champion of the World.



The retiring executive always had a lot on the ball as Hall of Famer Bob Feller discovered after inspecting Hansen's grip. The occasion was the opening of the new Brockway Buffalo branch in 1967.



He never fumbled when they gave him the ball. Here, he takes a handoff from Johnny Unitas at the opening of the new Baltimore Brockway branch in 1965.

**Timely
Thoughts
from
R.J.M.**



The following address was given by Robert J. Matthews at the first Outstanding Young American Awards banquet in Cortland and later became the basis for a lead editorial in the CORTLAND STANDARD. We feel its message bears repeating in the BROCK-CASTER.

The Editors

My congratulations to you Young American Award students. Some will go on to gain titles such as Vice President, President, or perhaps more professionally Doctor, or Honorable. But there are many who will never have such an official title and yet will be successful. Their success will depend on the degree of recognition they receive in whatever field they enter. Self-satisfaction and the respect for doing a good job, regardless of the type of work you enter, can be more rewarding and, therefore, make you happier and more successful than the person who seeks recognition by title status.

We are here to honor outstanding young American students who were chosen from the six schools in Cortland County. This program, started by the Chamber of Commerce in our county, is very timely when we view the general state of the world. It is quite evident that our country needs good leadership and, just as important, good citizens who apply themselves to their work. You have already proven that you have these qualities. We are here to recognize you with words. Industry and the public will some day reward your extra efforts financially.

Some of the conditions we live with are not ideal. As with most

problems, there are two stories to be told and we, the adult generation, feel we are leaving to you students greater opportunities and a better world than any generation has ever seen. The real income, considering inflation, in this country is higher and the hours worked shorter than during the generation before us. You can continue the trend, but only if the hours you do actually work are as productive as you can make them and the attitude you apply to your work and fellow workers is positive.

A few years ago we had student riots in our colleges, and these seem to have subsided considerably. Perhaps the voices raised by our university students triggered changes they felt were needed. Some of the methods employed by the students to bring about change I will never condone because destruction of property and disregard for authority cannot be tolerated in a democracy. Riots and acts of violence against any organization or person, in effect, is a step in destroying the rights of that person or group to negotiate in a democratic way.

With the reputations you have already developed, you should achieve success in the business world. For those who go on to higher education after high school, you are the type who will set the examples for behavior and accomplishment that exemplify the American way. Our country, and certainly this community, needs the professional people who will come from our universities. However, there are

many who will not go beyond the high school degree of education but who can find good careers in local industry. I am a product of that school—no degree. However, the opportunity to be successful without a degree is excellent today if you are willing to invest your efforts and prove your desire to work diligently for those employing you.

If you do go on to a profession requiring an advanced degree, you will be well trained to approach a company for employment. At present, our colleges and universities do coach the graduating students in preparing for interviews when they enter the business world. However, I believe our high schools should devote more time to preparing students to seek jobs upon graduating. Guidance in choosing a career to be followed immediately upon graduation from high school, along with fine academic training, can smooth the path ahead. I believe programs such as work-study are great. The

Continued on next page

About the Cover



The background is the modern and architecturally pleasing Monroe Civic Center, Monroe, La. The bulk cement rig belongs to Louisiana Midland Transport Company, one of several companies owned by H. H. Holloway. For more on this Louisiana entrepreneur, please turn to page nine of this issue.

Brock-caster

July/August 1974

Vol. VIII No. 9

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"

student either finds he likes his chosen field while still in high school or he has time to change. I also firmly endorse technical training and associate degrees that can be obtained through local schooling even while working part-time.

I am old-fashioned in my ideas and perhaps prejudiced as to the type of person I expect Brockway to employ. When I walk through our lobby and see applicants for employment filling out forms while sitting on the floor when chairs are available, in dirty clothes, and with a poorly groomed appearance, my first reaction is to tell the receptionist to tear up the application rather than place it on file. Young people today have their own ideas on how to dress and what constitutes good grooming. Some day, if they own their own businesses, or are in a position to supervise others, they may have different standards from those I prefer to use. In the meantime, they must satisfy our requirements to be employed by Brockway. During my career in business, I have found that no person succeeds alone, but rather depends upon a good backup team. The morale of that team has a direct effect on the results they achieve. Why else do you stand behind your booster group in school? The members who take pride in such a business association have already been accepted in their fields and I think they have the right to ask new members who are joining them to put forth the same effort into personal development and job accomplishment, to keep the organization healthy and the paychecks satisfactory.

Very few of us in industry have inherited our jobs. We have worked hard and we expect that



Forty-one Cortland County high school students were recently honored at the Young American Awards banquet in recognition of exceptionally high standards of character, scholarship, and leadership throughout their school careers. Pictured above, left to right, are: Robert J. Matthews, guest speaker; Richard Elliot, president of the Cortland County Chamber of Commerce; Hon. Raymond J. Moran, assistant industrial commissioner of the New York State Department of Labor; and Warren Manning, chairman of the education committee of the Cortland County Chamber of Commerce.

type of performance from those we employ. Inflation and an uncertain economy add to the exterior pressure of foreign competition far in excess of anything ever seen in this country before. Our ability to increase the productivity of every person by better training, modern equipment, and particularly extra effort will keep us in the number one industrial position of the world.

The standard of living you enjoy came from the results of holding that number one spot. I do not intend to lower my own standards by carrying non-productive people in our organization. I know many of the businessmen in this community and they have exactly the same feelings though some might hesitate to express them so bluntly.

Industry affords more opportunity for every student graduat-

ing from the Cortland County School System than ever before. Approach these industries with the right attitude and the willingness to give your full effort and you will be well received and grow with the companies.

I know for a fact that people start to work in industry and are advised by some of the less productive people to hold down their pace rather than develop a standard that others must match. Don't fall into this trap or you will become just another number in a group. You did not receive the nomination to be a Young American recipient because you went along with the group who did not want to accomplish anything. You stood up and made your own mark by applying yourself and letting others know that you wanted to be a little better than the average. Carry that theme through your working career and you can't lose.

Pole Dedications Mark Flag Day, Independence Day

Dedication of the third and fourth aluminum flagpoles donated by Brockway Motor Trucks to the Cortland area in less than two months took place appropriately enough on Flag Day and on Independence Day of this year.

On June 14 General Manager R. J. Matthews participated in

ceremonies dedicating a flagpole that was erected at the Cortland County Social Services headquarters. Top photo, left to right, James O'Meara, Chairman, County Legislature; James Whipple, CAPCO Director; Matthews; Walter Tennant, Cortland County Highway Superintendent; Gene

Leombruno, Chairman of Social Services Committee of County Legislature; John Daniels, Cortland County Field Representative for Congressman James M. Hanley; Mrs. Betty Brevett, County Legislature—Committee on Social Services; Mrs. Addie Higgins, County Legislature—Committee on Social Services; Cortland Mayor Sam Forcucci; and Donald Lamont, Director of Social Services.



The photo below, taken on the 4th of July, shows Brockway Manager of Advertising and Public Relations William A. Duncan dedicating a pole in Harford, N.Y. According to Duncan, Harford is situated in the extreme southwest corner of Cortland County and the Independence Day dedication was indicative of the Brockway ambition to provide flagpoles at civic, religious and governmental sites within Brockway's home county. The Harford pole was erected in the Town's recreation park, named the Carl Edmonds Memorial Park.

Duncan also said that the Company has received numerous letters of commendation from governmental authorities and interested citizens regarding its continuing effort to promote the display of the American flag. "This is especially pleasing to us," Duncan said, "in view of an American tradition advertising theme for Brockway that is now in its formative stages."

The poles are 35-foot spun aluminum tapered shafts, the first of which were erected within the city limits of Cortland. Eventually the decision was made to include county parks and buildings. As a result of the campaign, Duncan noted, more and more civic ceremonies honoring the flag are being scheduled within Cortland County on appropriate holidays.



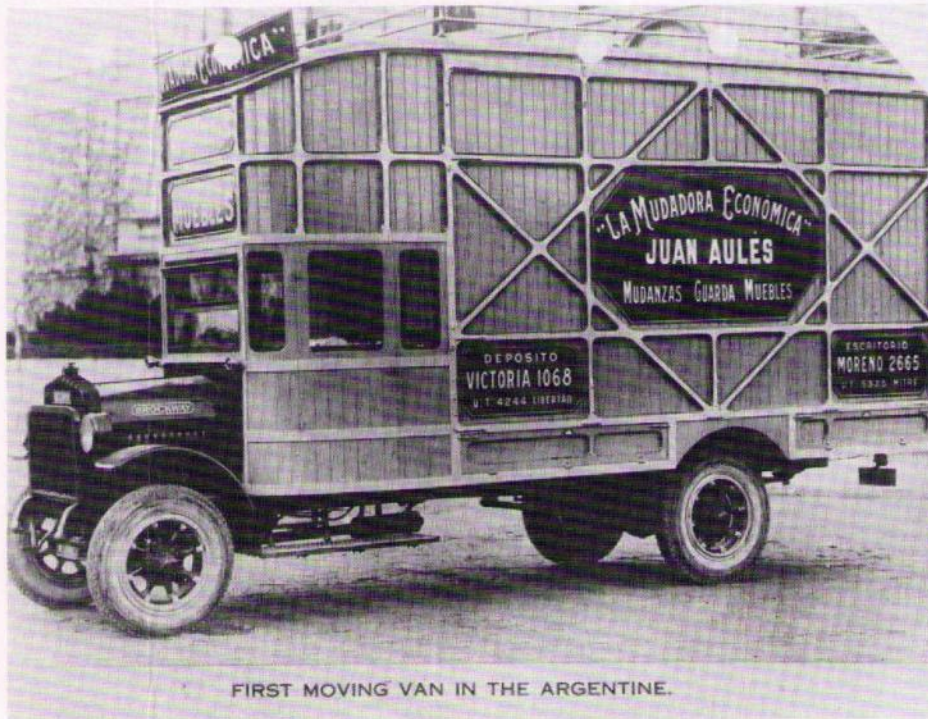
E. J. Green Retires from Scranton Branch

Elias J. Green retired as Service Manager of the Scranton Factory Branch on May 16 following a 41-year affiliation with Brockway Motor Trucks. Green joined Fowler Motor Service, a Brockway service dealer, on July 19, 1933 and subsequently became employed by Brockway, joining the Company on December 1, 1946.

His retirement party was attended by employees of the Scranton and Kingston, Pa. branches as well as by a delegation from the home office. In the accompanying photo, left to right, standing, are: Green, Ronald "Stubby" Enslin, Kingston Branch Manager, and Mel Kletzli, Director of Parts and Service. Seated are Green's wife, Doris, and Robert J. Matthews, General Manager. Others attending from Cortland were former Parts Manager Ken Woodworth and former General Parts and Service Manager Alex Kerr.



Brockways Pioneered in Argentine, Australia



FIRST MOVING VAN IN THE ARGENTINE.

From time to time, pictures and accounts of ancient Brockways pass across the editor's desk. The truck shown here has obviously been proclaimed by some long-ago photo captioner as the "first moving van in the Argentine," with which we'll not argue. Other than that, though, we have no information on it. And in *TRUCK & BUS TRANSPORTATION*, an Australian publication, we came across an account of a Brockway SW Model operating in Australia's famous Broken Hill tin-mining district in 1929. The story said in part: "If any part of the world is noted for bad road conditions and toughest kind of work under which these trucks have to labor, that certainly is the spot."

As we say in our ads, "We've been building trucks that last a long time a long time."

Louisiana Distributor Practices What He Preaches

This month's cover photo highlights one of Louisiana Midland Transport Company's bulk ce-

ment rigs while the scene here is of two Brockway units belonging to Monroe Concrete Co., Inc.

Both companies belong to one of Louisiana's most prominent and successful citizens, H. H. Holloway Jr. In addition, the Brockway distributor in Louisiana—Baywood Truck & Machinery, Inc. of Baton Rouge — is also owned and operated by Holloway. And, as the photos attest, he believes in practicing what he would have his company preach to prospective truck buyers by using Brockways within his other organizations.

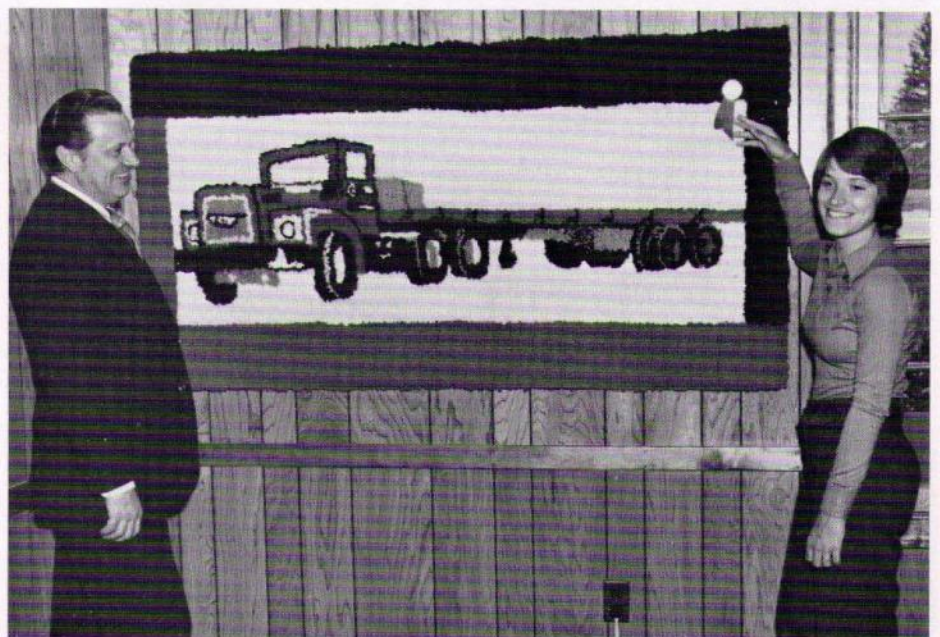
Holloway founded Monroe Concrete Co., Inc. in 1953 and now has ready-mix plants in Louisiana's Monroe, West Monroe, Bastrop, Farmerville, Alexandria, Delhi and Oak Grove. His father, H. H. Holloway Sr., was one of the first and, at one time, the largest of aggregate producers in Louisiana.

In the inset picture, left to right, Holloway, Archie Dowdle, sales manager of Monroe Concrete Company, and its General Manager M. C. "Mutt" Carroll. Carroll has worked for Holloway interests all of his business life.



Cindy Hooks Herself a Brockway

Cindy Streaman, shown here with Brockway Advertising and Public Relations Manager William A. Duncan, displays a hooked wall hanging that won her second prize in Cortland County's Park Art Festival. The tractor, of course, is a conventional tandem-axle (we would guess) Model 361 hauling a flat-bed trailer. When a picture of the wall hanging appeared in the local newspaper, she was invited to the general offices to show her handiwork to Brockway management. Cindy is an art student at Homer Central School and has always had a keen interest in the big Brockways she has seen in and around her native community.



Three Types of Huskies Comprise Colorful Array



The three major classifications of Brockway trucks are caught by the color camera operation for three widely diverse customers. The conventional truck is one of 25 N359TL Models sold to Coca Cola Corp. of Orlando, Fla. We are told the customer made the decision to use more rugged trucks and heavier horsepower than in the past in the Coca Cola operation under the theory that this type of unit is more economical in the long run in terms of fewer breakdowns and less downtime.



The cab-over unit belongs to an old and respected supplier to Brockway — the Lipe-Rollway Corp. of Syracuse, N. Y. Lipe clutches have long been standard in Brockways and the two concerns, a scant 35 miles apart, are two of the major manufacturers of heavy-duty trucks and truck components in New York State. Lipe-Rollway puts its colorful rig to economical use. Outward bound, it delivers clutches to Lipe jobbers and distributors throughout the East, South and Midwest. Homeward bound, it brings in Lipe manufacturing materials, thereby avoiding dead-heading and saving considerably on material freight costs.



In the bottom photo Al Grover (left), proprietor of one of the nation's most successful boat distributorships and marinas in Freeport, N. Y., poses with his new Huskie Model 350 while hauling new Chris Craft boats from Cortland to Freeport. That's his son Sean with him.