

FORMING IDEAS

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Brenco Industries began publishing Forming Ideas 15 years ago in 2007. Our newsletter is intended to educate, entertain and inform through our own observations and experiences. We publish what we want, when we want just for you because nobody is more important to us than you.



Upping The Game

BIZ BUZZ



Go big or go home they said.
Be different they said.
OK, we listened.
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Retires After Only 33 Years

All good things must come to an end. And with that said, here's a big shout out to **Andy Hayton**. Many of you have had the pleasure of working with Andy over the past 33 years. We will all miss his terrific sense of humour, unmatched competence and honesty (even when you didn't want to hear it). Andy and his lovely wife, Irene have retired to Vancouver Island. On behalf of all your friends and customers, Andy, relax and enjoy island life!



Trucks, Trucks, Trucks



Name Your Name



George Friedman, world renowned Geopolitical Analyst on historically accurate naming.

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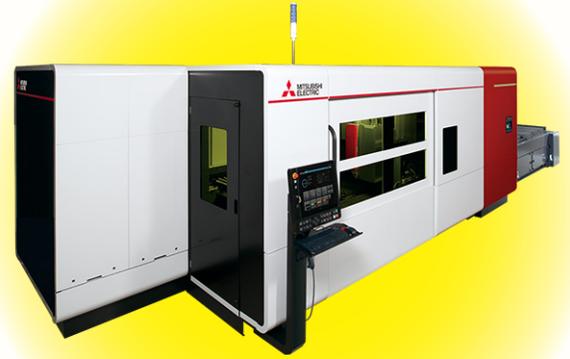
BIZ BUZZ



Ten thousand watts of pure unadulterated laser power has arrived at Brenco. That's enough power to cut 1" mild steel plate. Don't believe it? Honestly, neither did we. Sure, every salesman will boast about how great their equipment is and they're (usually) not lying. It's no different with lasers. Given the right conditions, a laser will cut what the salesman says it will but in the real world....

Under ideal conditions even a 4 Kilowatt CO2 laser will cut 1" plate but only if the laser is in 100% top operating condition, the cut parameters are perfectly set and the material is ideal for laser cutting. In the real world, especially here on the West Coast, the material available is not ideal for laser cutting. Even if it could be cut, finding the right cut parameters requires hours of experimentation. Add to that, operating conditions of a laser cutting machine deteriorate with usage.

To learn the truth, Brenco President, Vanessa Heim travelled to Chicago with samples of steel, aluminum and stainless steel taken right off our shop floor. She was going to give the short listed lasers a real world test.



With samples in hand, Vanessa arrived at their demonstration facilities. "Cut these", she ordered three respected laser manufacturers, "Let's see what your machines are made of." All three tried but only two passed the muster. Of the two, She chose the Mitsubishi GX-F 10 Kw fibre laser connected to an automated load / unload system. The load / unload system increases throughput and allows us to run lights out.

It's no surprise, given the issues with delayed deliveries, the load / unload system won't arrive for a couple months. We are still in learning phase with the laser but rest assured, Brenco will soon be able to laser cut thicker steel, aluminum and stainless materials than ever before and at a lower cost.

Brenco will close for the Christmas Holidays at noon on
December 23rd, reopening January 3rd, 2023.



We would like to wish everyone a Merry Christmas and a Happy New Year.



"Being a little older, I'm very fortunate to have someone call and check on me every day. He is from India and very concerned about my car warranty"

*Saw a store that has a sign that reads, "We treat you like family".
Yup, not going there.*



It's fine to eat a 'test' grape in the produce section but you take one bite out of a rotisserie chicken and it's all, "Sir, you'll have to leave".

It turns out that when asked who your favourite child is, you're supposed to pick one of your own. I know that now.



1947 was not a good year for W. Anderson and Douglas Hayes

Anderson and Hayes were the founders of Hayes Anderson Motor Trucks, builders of trucks designed to survive the torturous, rugged terrain of British Columbia's early industrialization years. Their legacy began in 1920, 102 years ago, in Vancouver's False Creek district. In the late 30's, Hayes Anderson rebranded as Hayes Truck Manufacturing, a name perhaps more familiar to most. By then, Hayes was producing an astounding one hundred trucks a year, primarily for the forest industry.

What made 1947 so forgettable for Anderson and Hayes was the unexpected resignation of three employees. Claude Thick, Vic Barclay and Mac Billingsley not only quit but set up their own truck manufacturing business just down the road to compete with their former employer. They called the new company, Pacific Truck and Trailer.

Pacific's first truck rolled out of their shop in May of 1947. It was sold to Boltwater Pulp and Paper in Newfoundland. Boltwater liked it well enough to quickly order another. The Pacific Truck team was well on its way to establishing a reputation for BC built quality, hard working, heavy hauling trucks that their former employer, and now competitor, had enjoyed exclusively.

Within a year, Pacific moved to a larger facility on Franklin Street in Vancouver. With eleven employees they began specializing in logging trucks and trailers. By 1953 Pacific had a staff of 53 employees and a reputation that was becoming known around the world. New Zealand Forest Services purchased six of their trucks in 1954. It was the first of many international orders that Pacific Truck & Trailer would receive.

Two, once major BC forestry companies, Crown Zellerbach and MacMillan Bloedel were two of Pacific's largest customers. In 1967 when demand was at its peak, Pacific moved into a 46,000 sq. foot building on 4.2 acres in North Vancouver. This would be their last stop. By this time federal tax rules had been imposed to discourage

imports and to meet the high demand for heavy duty trucks, Kenworth, Freightliner and White Western Star located manufacturing facilities. All were in the Vancouver area with the exception of White Western Star in Kelowna.

In 1970 after 23 successful years Thick, Barclay and Billingsley sold Pacific Truck and Trailer to International Harvester. During the 70's Pacific was putting out one truck a day. All were custom built specifically for each customer's requirements. They were used to move hydro electric equipment in India and Africa, large loads of sugar cane in Hawaii and even the Space Shuttle at NASA's Cape Kennedy.

In 1981 Inchcape Berhad, a company from Singapore purchased Pacific from International Harvester. Unfortunately, the demand for the Heavy Haulers dropped off and the last Pacific Truck was sold to a company on Vancouver Island in 1989. By then, Hayes, Kenworth and Freightliner had closed shop in BC. Western Star was moved to Portland, Oregon in 2002. Of all the BC truck builders, Hayes had the longest run of 56 years.



A Pacific truck hauling a massive load out of the bush.



Hayes Truck Mfg built world class trucks for 56 years

Name Your Name

The name “Indian” appears to have derived from a mistake made by Christopher Columbus, who accidentally touched down in the Americas when in fact he was trying to reach the “Indies,” the generalized term in Europe for parts of the easternmost stretches of Asia. Thinking he was where he intended to be, he called the people he encountered “Indians.” The name caught on and entered common usage. Thus, when I use the term “Indian,” people will understand who I’m talking about. In that sense, it is as useful an identifier as any.

For many, the term “Native American” is superior. But at the risk of being semantic, this has rhetorical problems of its own. First, the term “American” was coined by a German cartographer, the first to map out North America. He used the term America to honor who he believed to be the discoverer of America, or at least North America, an Italian named Amerigo Vespucci. To be “Native American,” then, is to be named after an Italian explorer. This hardly sheds the colonial baggage inherent to “Indian.”

The term “native” is also tricky. Native derives from the Latin concept of birth. I was born in Hungary, so I am a native Hungarian. No matter what else I do, that is my native country. Whoever was born in America – including all of the Americas – is Native American. Applying the term Native American to those Columbus referred to as Indian, then, changes the meaning of a word.

I am writing this column in Montreal, where indigenous peoples are often called “First Nations.” This is meant to mean that these nations preceded European settlement. The problem with this is that it is highly unlikely that these were first “nations.” In the course of millennia of history, the first nations were almost certainly destroyed by enemy nations, enslaved or absorbed by newer tribes, just as all nations were. It can be said that they preceded

European occupation, but calling them First Nations may not be entirely accurate because, while there might be a nation tracing its history to the crossing from Asia, the term cannot possibly apply to all tribes.

Either way, the Indigenous peoples encountered by Europeans did not see themselves as belonging to a single race or nation. They were Comanche or Sioux, Inca or Aztec, and so on. Each person was a member of a nation, as is true of other continents, and they had names for the nations, a geography, a language and a religion. They knew what they were and what they were not.

The conquest of the Americas by Europeans isn’t especially unique. History from the Bible to Aristotle is filled with mentions of the occupation and annihilation of nations. These cannot be reversed. Today’s inhabitants of the ground formerly occupied by Babylonians are not the same nation.

The history of North America is as covered in war and annihilation as any other continent. Nations have been conquered and obliterated throughout history. European settlers committed these crimes, but so had the nations they discovered and conquered. No one is here without a crime in his history.

The real issue here is to challenge the legitimacy of European conquest by challenging the name European immigrants used. It’s unclear to me whether the challenge was issued by the heirs of Europeans seeking to delegitimize their history or the heirs of the nations that lived here and were conquered. Since any single word is as invalid as any other, it seems to me that the Indians, or Native Americans, or First Nations alone have the right to name themselves something else, and I have an obligation to use that name. I don’t think they would choose to name themselves after an Italian sailor.

George Friedman, founder and CEO
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Brenco Industry's
FORMING IDEAS

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Ornament #22
Make sure Keith gets your
Brenco Christmas orna-
ment to you!