Cuality Products, Great Prices and a Couple Laughs September 2015



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CONTENTS

Eddie Knows!

1			3.53	-	60
3	ectr	ical			3
70	100.00	$\sim 10^{-3}$	W 100		Marie Comment
W	ater	Stre	liain	S	A
W	Post.			-	-
	AH				4

Plumbing.....5

PVF

rools6

Birthdays7

File under "Better than expected

outcomes"; imagine the year is 1963 and your name is Donald Wilson. You just started work for the BBC, and your bosses want you to solve a problem. The BBC has two very successful shows; *Bandstand*, and *Juke Box Jury*. Their problem is the two shows are separated by 30 minutes, and the BBC has no hit show to run. So every week they lose viewers during the ½ hour downtime. Your mission is to produce a "good enough" show to retain viewers between the "hit shows". Anything will do as long as it holds viewers.



Dr Who's famous "Tardis"

You consider facts you know; 1) Grandstand is sports mostly watched by adults. 2) Juke Box Jury is rock n roll show mostly watched by teens. The only thing you can come up with is; maybe something in Sci-fi would appeal to both ages? So you meet with your staff writer, "Bunny" Webber, ask if he has anything new in a Sci-Fi theme? Bunny has only one new Sci-Fi script, completely untested, but after reading it you think it's quite interesting! In fact the potential plot lines seem almost endless... In fact, done right, this could be it's own hit! So you and Bunny pour your guts into writing and producing the first reels, set to begin airing November 23rd, 1963. On November 22nd 1963 President JFK was assassinated, and your BBC bosses panics and want to suspend all programming. Your instincts argue that during the times of worst stress, people need something to take their minds off their fears and sadness more than ever. You go all the way to the top, and win your case. So, for the first time ever, the BBC goes ahead and airs your little TV show... Which we all know as "Dr Who". In 1967, 4 years after Dr Who's premier Juke Box Jury gave up its last gasp. Grandstand is gone to the dustbin of history also. But your quirky Dr Who is still running strong, 52 years after its first show. My generation remembers well the last show of MASH, which ran 18 years. Jonathon Stweart recently hung it up with much hoopla after 15 years. There is an entire generation born in the last 20 years that has no idea what a pay phone is! They can all still recognize Dr Who's time and space travel booth (see pic below). The lesson to learn here is this; if the coach sends you up to the plate with instructions to "just bunt the runner on", but the pitcher then serves one you can take right outta here, you go right ahead and hit your best shot. The coach will forgive you if you hit a home run, but you never will homer if you only swing "half fast"

The latest trend in customer service is a slap in all our faces;

I refer to the many companies that are now setting their employees phones to not take voice mail messages. If their employees are busy, it auto disconnects the caller. Let me drop some company names here; JP Morgan, Coca Cola, the IRS... need I go on? When I was a young man (a



time that now seems like a long time ago in a galaxy far, far away) I was taught you never just hang up on anyone, you said politely "good bye". But today in business, it seems companies believe voice mails waste their employee's time. In plain English, they now see their own *customers* as an time wasting *interruption* to their employee's work day. I think the day is coming when huge

multi-national corporations treat their customers like dirt, because they are the "last man standing" and can. It'll be a shame when it happens, a crying shame. I assure you Eastern Penn will never forget who ultimately pays our bills!

Some great Mark Twain thoughts; "Suppose you were an idiot, and suppose you were also a member of Congress, but I repeat myselt.".... "The only difference between a tax man and a taxidermist is that the taxidermist leaves you the skin."... "Better to keep your mouth shut and appear stupid, than to open it and remove all doubt."... "Don't go around saying the world owes you a living. The world owes you nothing; it was here first, and it will be here long after you are dust."... "The only secret of getting ahead is getting started"... "Go to Heaven for the climate, Go to Hell for the company"

In honor of September 2nd (VJ Day);

victory over the Japanese in the Pacific in WW-II, some more thoughts from the military; US Army Infantry Training "If the enemy is in range, remember, so are you"... General George Patton "You don't win a war by dying for your country. You win a war by making the other son-of-a-bitch die for his!"... Chaplain Francis L Sampson, 82nd Airborne D-Day drop in Normandy; "When in combat, remember prayer cannot hurt. At the very least, when you're kneeling, you're only half a target"...



82nd Airborne Division patch

You've never heard of Chaplin Sampson? Sampson served with the 82nd Airborne and parachuted into embattled France on D-Day night, where his unit was scattered all over the map. Sampson requisitioned a captured German motorcycle, and rode down the narrow lanes and dense hedgerows of Normandy visiting "his scattered troops". His commander expressed in horror "if the Germans don't shoot you, our guys will!" Chaplin Sampson explained

his "extra passenger" would see them both through. Sampson was captured by the Germans visiting a medical camp in Normandy. They announced their intention to shoot him, and while awaiting his own execution, Sampson calmly helped comfort wounded and dying Germans and Americans. The Germans ended up giving him a written pass and setting him free. After Normandy Chaplin Sampson jumped into Holland during Operation "Market Garden", and later rode with the 82"d into Bastogne during the Battle of the Bulge. Thousands of airborne



BG Chaplin Francis Sampson

troopers recall fondly the Chaplin who comforted the wounded and dying, calmed the frightened, reassured the lonely homesick. Whether it was hot or cold, muddy or frozen, Sampson could be counted on to jump, ride, or walk, with "his troops" Sampson won the DSM for his service to the 82nd in WW-II. Then he did it all over again in Korea. Then he did again in Vietnam! During the height of the protests in 1970, when our troops were coming home in civilian clothes to avoid getting spit upon, he overheard civilians criticizing his troops. Sampson immediately injected "Pardon me, but that's BULL...I served with today's soldiers, their dads, and some of their granddads. They are every bit as good today as those who came before them! If you don't like the US policy, take it up with Washington, but your soldiers are the only ones involved who have no choice in the matter: leave them out of it!" Quite a man, our Chaplin Sampson, wouldn't you say? Served in three wars, countless battles, and never carried any weapon but his heart and soul. I say again, these men are irreplaceable.