



When the CROWN Crier was devised, the thought behind it was for better communication. It was to be a way to get to know each other and to know what was going on without having to be nosy. Now, the Crier was asked to fill a much more important role in the history of CROWN. Because our main basis for operation is communication, we intend to keep CROWN close to you while the operations are being rebuilt --- information about how's and when's with which we are sure everyone is concerned. First notice, of course, is that the CROWN Christmas Party has been postponed.

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To have a Happy Christmas:

The first thing you want to do is to locate Christmas. We do not mean the day of the week or month, for the calendar attends to that. But locate it in this year of grace -- not in any other year in your life, nor in any other year since the Christ child lay in the manger. Locate it in the midst of this turbulent, transitional era of the world which so misunderstands the Christmas idea and has so wrenched and warped it out of its setting. Locate it in your life so that it may be an outstanding holiday as you travel down the years.

Then think it through. Do not drift into it as a canoe floats down a river or a boat rocks shoreward or seaward on the tides of the ocean. You must contemplate Christmas. Meditate upon its meaning and message. See what there is in Christmas for you; particularly, what there is in this Christmas for you.

Catch the holiday spirit!

Let the tension of toil relax a bit. Get out of the swirl for a moment. Open your mind to something other than the din of traffic. Release the fettered spirit. Sun the soul. A good holiday is a holy day, and holy because happy.

Rejoice, rejoice!!!!!!

++++++ HAPPY HOLIDAYS +++++++

I was setting at home waiting for my parents and my brother and his wife, who just arrived from Texas, to eat Thanksgiving supper.

My wife answered the phone and said Cheryl Crow was calling and wanted to talk to me. I went to the phone assuming that Cheryl was having babysitter problems again. She hit me right between the eyes. Did I know anything about the fire at CROWN? I said, "No, but call me back if you hear anything more!" Two minutes later, I left for CROWN .....

I went to the fire realizing that Cheryl was probably mistaken. Many thoughts went through my mind -- what would happen if CROWN burnt down? Would we rebuild? Would I need another job? What if the shop was partially destroyed? What area would it be? How badly would we be crippled? I would soon know these answers.

Coming down Oakland Avenue, still two miles away from CROWN, I looked toward CROWN and saw a bright red glow in the sky. The worry wave started radiating. Because of the large crowd and of the mass of fire equipment, I had to park two blocks away.

I walked around the building inspecting each area as I went. The Service Department, Sales offices, machine set-up, shipping, and assembly were completely engulfed in flames.

Even though the engineering department, the main offices, and the amp area were not on fire, they were filled with smoke and it was impossible to enter.

Mr. Scholfield suggested I help evacuate materials from the building. So, I hortled over to the hamshack window and helped carry the contents from the building to the garage.

About 6:30 p.m., I went home for supper and found everyone was waiting to eat. During supper, the phone rang several times when I was besieged with questions. I gulped my food and hurried back to the shop.

When I arrived at the shop, the place was still flaming. But by now, the engineering department was in flames. Soon after this, the firman started to win. By 9:00, they had started to pull out. I went home to bed so that I could stand a security watch from 3:00 p.m. to 7:00 a.m. I didn't go to sleep...

Richard McCreary

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MURDICKS MUD:

.....and the word spread throughout the land, of the great fire the company had.....This might be the epitaph on the tombstone of other companies, but I am quite confident not ours.

After they had received "another Murdick Tour", some of the people with whom I have talked to over the last year or so have commented that this looks like one big family. They enjoy their work and your product shows it.

For this reason, we must rebuild. We must also reconstruct our thinking. We must work together to build an even better product than before. Everyone will be watching CROWN. This fire will either make or break us in the eyes of our customers and dealers. If our products aren't as good or better than before, we will not make it.

We have many friends. One for example: Mr. Bob "F". Mr. F called me at home late Saturday night and said, "Mike, sorry to hear what happened, but your company will rebuild, I am sure, because that's the kind of people you are." Mr. F also volunteered to help us financially if we needed it. This man was (I hate to say this) "only a customer". He knows what we are and why we, as a company, exist and where we stand in the audio field. For this reason, we must rebuild. With much work and dedication, we will be on our feet and running smoothly again because we have had the "trial by fire".

Mike.

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A MESSAGE FROM THE VICE PRESIDENT:

There are three prime ingredients that go into any successful manufacturing operation: The product itself, the people who make it and the people who buy it. The CROWN Thanksgiving Day fire did a lot of damage to only one of the three main ingredients. The two most important ones still remain -- the people behind the product and our customers! There has never been a moments hesitation about going ahead with production in spite of the losses. Even while the flames were raging, Glen and I set a tentative goal of six weeks for new production. Now that the rubble has cooled off and we have had a few days to think and plan (plus a lot of cleaning and searching), we have some fairly firm plans for the future. Note we have had two revised production schedules already! While this article is being printed, we will be in the process of moving to a new building with approxiamately the same area of that which was lost. The entire stockroom, production and engineering departments will occupy the leased facility. While production will be carried on at the new site, the remnant of the old building will be completely cleared out with the exception of the new board room area. Sales will occupy the main area of the new portion.

You may have read the newspaper account that the loss was only partially covered by insurance. (It is very difficult to insure for full replacement value.) We feel that the coverage will be enough to allow us a very good restart. There is no insurance, however, for the losses that occur due to the loss of production and of course none to cover the loss of job. For a short re-adjustment period, (while we are organizaing material, cleaning and preparing production space), we will not be able to utilize our entire work force. As we accumulate stock and get the production line working, we expect to gradually call back more people.

It has been inspiring to see the confidence of our entire work force. Their positive attitude and tremendous spirit is what has made CROWN. I am confident that with everyone's cooperation, we can have CROWN back in top shape (perhaps better than ever before) in record time.

While production is being carried on in the leased facilities, plans are being discussed concerning a new building at our present location which might be ready for occupancy in around six months, (more on this next time.) Our Sales staff is very optimistic. Orders have been coming in at a record rate. (As you all know, this time of the year is normally our busiest season.) Sales personnel feel that the orders can be filled without cancellation in spite of delays in shipments that must occur if the delays are not too long.

Our present goal: Full amp production in six weeks

Full tape recorder production in six months.

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by Max Scholfield

## CHRISTMAS EDITION 1971

Thank you, women, for your interest and for your comments, and for your help.

We had a request for Lucy Miller's punch recipe and here it is:

THREE FRUIT PUNCH (served at our Thanksgiving Dinner)

10 oz. frozen strawberries (thawed)  
8 oz. pineapple  
6 oz. frozen lemonade (concentrate)  
3 qts. ginger ale

PUT all fruit in blender and blend together (can be stored in refrigerator until ready to serve). WHEN ready to serve, add ginger ale.

MAKES ONE GALLON

Thank you, Lucy.....

Does anyone have a recipe for Fried Snails? One of the gentlemen in Sales would like it if you do.

A tip from one of the magazines ---  
"The buds on my Christmas cactus fall off before they develop into blooms. Can you tell me why they do this?

(Probably they get light at night. Set plant where it gets no artificial light at all. No glimmer. These are short-day plants and they tolerate NO extra light at all.)

PEANUT BRITTLE

3 cups sugar  
½ cup light corn syrup  
1-1/3 cups water  
1 can (13 oz.) salted peanuts  
2 tablespoons butter or margarine  
½ teaspoon baking soda

1. Lightly butter two large cooky shts.
2. Combine sugar, corn syrup and water in a heavy large saucepan. Heat over med. heat, stirring constantly, until sugar dissolves, then cook, without stirring, to 270° on a candy thermometer.
3. Sprinkle peanuts into syrup mixture

TAKE PROPER CARE OF FEET

If you're on your feet a lot in your part-time job, your feet will need special care.

Many persons wear a scowl without realizing it because their feet hurt.

When you get home, lie down with your feet elevated. Raise the feet and do a few exercises to relax them. Wiggle your toes. Roll your ankles, making little circles in the air. Walk around the house in your bare feet. If your feet become sore, there are several good soothing lotions available, or use witch hazel. After a shower or bath, dust your feet with talcum powder.

Keep your toenails trimmed. Cut nails straight across.

PARENTS OF BABIES (OR TODDLERS)

When your baby is learning to walk, screw a strong towel rack under the sill of a window where he can reach it and pull himself up. It's much safer than a chair that he can pull over.

DON'T SALT IT, SEASON IT - Add Spice to Your Life and Live Longer

An article in the December 1971 issue of FAMILY HEALTH relates that when the cook uses spices rather salts in the cooking, the eaters will have better health and longer lives. It's a thought, isn't it? I will have more ideas in future issues from this article. Substitutes for salt can be used for breakfast, lunch, dinner, supper, and snacks.

(PEANUT BRITTLE - continued)

and add butter or margarine but do not stir in. Continue cooking to 300° on thermometer. Remove from heat.

4. Dissolve soda in 2t. water in a cup; stir into syrup mixture; let stand a few minutes until foaming almost stops. Pour onto cooky shts; quickly spread as thin as possible with a spatula. Let stand until cool and firm.
5. Break into bite-size pieces. Store in a tightly covered container.

GOOD EATING & MERRY CHRISTMAS. Donna