

Why Sumner, Washington, is glad Mike Pasquier's dad helped him go to college

KIDS can ask the darnedest questions — and come up with the craziest ideas. But sometimes their questions make sense, their ideas trigger a company's growth. At least it happened in the case of Mike Pasquier of Sumner, Washington.

But when he first talked to his dad about his ideas, they never thought Mike would wind up running a company that sells bus floor boards by the carload to General Motors.

From GM Ducks to GM Buses

YOUNG Mike's question was, "Why isn't plywood waterproof?" And—working years later with two other men—he helped develop one of the first processes for waterproofing plywood. But Mike never would have had a hand in this development if his dad hadn't helped him through college—which meant a lot of sacrifice for Emmanuel Pasquier.

So Mike became a chemical engineer and got his first job in the plywood industry. He holed up with a couple of other wood experts in the company laboratory for two years. They came up with a method for making waterproof plywood.

A lot of people say that, and similar developments, made the industry. In fact, plywood sales have gone from three hundred million square feet to six billion square feet a year since Mike's boyhood dream came true.

One of the first big uses for waterproof plywood was in "ducks"—the amphibious boats used by our Armed Forces during the war. The company Mike was working for at that time made the plywood for the "ducks"—the company he owns today cut it to shape—and General Motors built them by the fleet.

Ten years later Mike—with his brother Charles—bought the struggling Willard V.

Young Company in Sumner, Washington.

At that time the Young Company had a contract with GMC Truck & Coach Division of General Motors, fabricating plywood floors for buses. Mike's first job was to head for Pontiac, Michigan, and make a sales call on GMC. Result: continuing orders for floor boards.

From GM Floor Boards to 500 Uses

MIKE soon added to the General Motors business with sales to other firms. And his dad, one of the expert designers of tools and dies for plywood cutting, was in there to help as was brother Charles, a top hand in plywood production. They were on their way.

Today Mike's company builds plywood parts for freight cars, do-it-yourself kits, awning stands, juke boxes—over 500 different items for 75 different customers.



FATHER AND SONS—Emmanuel Pasquier is master machinist in company owned by his sons, Mike (left) and Charles (right). He sacrificed to send Mike to college—where Mike became a chemical engineer, later helped develop a process to make waterproof plywood.



FLOOR BOARDS BY THE BUNCH for GMC buses are turned out year round by workmen using special jigs and cutting tools developed by Emmanuel Pasquier. Plant has doubled in size in past five years, present plans call for plant to soon double in size again.



SUPPLIER'S SUPPLIER—General Motors supplier, Willard V. Young Company, buys plywood from about 40 mills, including Puget Sound Plywood Company. Here, Puget's John Martinson and Young's Mike Pasquier talk over bonding used in producing waterproof plywood.



MAJESTIC MOUNT RAINIER looks down on Sumner, Washington, home of Willard V. Young Company—which supplies bus floor boards to GM. Company owners, Mike and Charles Pasquier, plan new plant for prosperous Sumner with Mayor Ronald Gosselin (center).

BUT MORE important to Mike—the Pasquier brothers can now expand beyond plywood cutting to fabrication of other forest products and are opening up a new fabricating plant.

What happened in Sumner has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that, if they meet delivery dates with quality products General Motors needs, at competitive prices, General Motors is interested in doing business with them. New business has flowed into their communities—and as a result, these communities in every state in the Union share in General Motors' success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar General Motors takes in from the sale of its products.

Small Business and General Motors

A Growing Relationship

Most of the business firms supplying General Motors with goods and services are small businesses with less than 500 employees. The number of firms supplying GM has been growing steadily—from 12,000 just before World War II to 19,000 during the war, to 26,000 today.



WOODWORKING WONDERS of Sumner's eighth grade make furniture, often using plywood donated to school by GM supplier, Willard V. Young Company. Boys get technical advice and assistance from firm's master craftsmen.

GENERAL MOTORS—Good People to Work For—Good People to Deal With