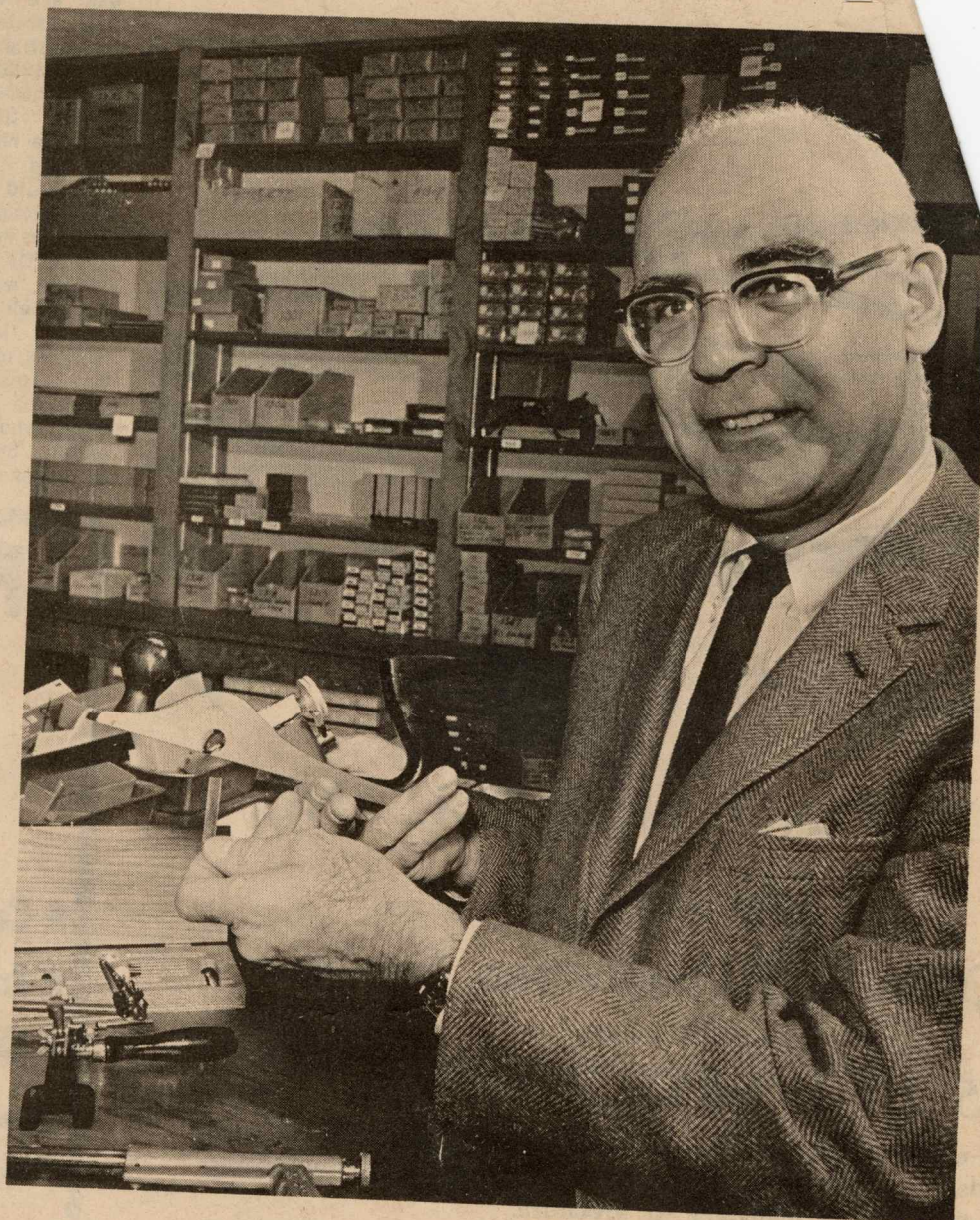


1967



Pierre S. DeBeaumont

Business Increases

WORTHINGTON — Brookstone Co., a mail order firm selling "hard-to-find" tools, has reported a phenomenal 600 per cent increase in business over the past year. It was founded here nearly three years ago by Pierre (Pete) S. deBeaumont and already Brookstone's mail has made it necessary for the Worthington post office to double its work area. Now employing several local people, Mr. deBeaumont is making plans for his second major expansion.

When he began his business in 1965, he converted a part of his garage and an adjoining shed for a work room and a shipping department. With his wife to help him with the bookkeeping and correspondence, he wrote his own advertising and carried on all the other phases of the business himself. He is presently advertising for a full-time secretary and expects to hire more help for shipping and receiving in the coming months.

Brookstone's keynote is quality and the main purpose is to search out "hard-to-find" tools for specialized operations, test them against rigid standards and offer them to the general public by mail order. The response from all over the country, from individuals, big corporations and government agencies including NASA, has proved the need for such a business and repeat orders have stimulated the growth of this company from the start.

Tools offered by Brookstone are rarely found in stores or other catalogs and are of industrial, professional quality only. They are used by wood and metal workers, welders, machinists; clock, watch, and instrument makers, jewelers and model makers among others.

Brookstone's new catalog, now being prepared, will be several times more expansive than previous ones. Its circulation may be expected to inflate the