

a-c scope



magazine of allis-chalmers people

november-december, 1960



...and they found Mary and Joseph
and the babe lying in the manger.

St. Luke, Chapter II-XVI



COVER PHOTO

Photographer Robert Ducklow, Valley Iron, had a personal as well as professional interest in the cover photo. The subjects are his own children, Perri Ann, 10, and Peter, 7.

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PHOTO CREDITS

Cover — Robert Ducklow, Valley Iron; Pages 3-4-5, Jim Johnson, Deerfield Works, Jack Bartness, West Allis Works, Beverley Gloin, St. Thomas Works, Larry Disbrow, Dave Ward, LaPorte Works, Joe Goulet, Springfield Works, Walt Beaver, Pittsburgh Works, Edward Kiernan, Boston Works, Donald E. Prowell, York Works, David E. Bond, Harvey Works, Clement Rankin, Appleton, Wis., Richard Bruce, Terre Haute Works; Pages 6-7, D. C. Irwin, Gadsden Works; Pages 8-9-10, courtesy J. R. Clancy Inc., Syracuse, N. Y., C. A. Williams, Charles Schorman, Norwood Works, Armstrong Studio; Pages 11-12-13, Villanova University, Bartness; Pages 14-15, Raymond Wakeen, LaCrosse Works, Bartness; Page 16, Independence (Mo.) Examiner.

A-C SCOPE

MAGAZINE OF ALLIS-CHALMERS PEOPLE —
Jack Bartness Editor
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President's Christmas Message



Christmas is a time of rededication, and its message is the message of hope.

Amid the beautiful religious services, songs and ornamentation of the season, along with the traditional exchange of gifts, our common aspirations for a better and more meaningful life for ourselves, our families, friends and fellow Allis-Chalmers employees come forth with renewed determination. This is as it should be.

Whatever our manner of observing Christmas, the spirit of goodwill fostered makes the season one of common accord for all men. The spirit of Christmas, of course, transcends the season. It is timeless. Its values are not temporary, but endure as long as we are willing to make them endure.

It is in the hope that this blessed spirit remains with us all throughout the new year that I wish you and yours great happiness and success.

R. S. Stevenson

Even Santa Claus can't be every place at once. Coming to his aid in many communities are a host of Allis-Chalmers employees who are available for the pleasant Yuletide chores the man from the North Pole is unable to attend to himself.

Allis-Chalmers Santas come in varying sizes. Charles Troye, a furnace tender helper at Terre Haute, weighs 285 pounds. Others need plenty of padding for the part.

They play Santa for: church groups, stores, Scouts, A-C employe organizations, neighborhood children, relatives, social clubs, lodges and orphanages.

They are besieged with questions: "Who made your suit?," "Where are

your reindeer?," "Are you really fat or are you padded?," "I just saw you in that other store. How did you beat me here?"

They, in turn, are: hugged and kissed, growled at by dogs, given the third degree by suspecting tots, plagued by beard pluckers, and held in the esteem children reserve for those who represent the answer to their dreams.

Bringing joy to children, these A-C Santas have discovered, is a two-way street. The joy rubs off on them.

Dick Nethercott, a specifications writer at Harvey, said, "I have seen children shy away from me, and have had the thrill of unimpeded hugs and kisses from

little ones who accept me for what I represent. This still embarrasses me but I don't turn away from it. I have noticed the complete range of reactions — some who will have nothing to do with me, some who are hesitant, some who feel it is 'expected of them' to go along with the spirit of the occasion, some who 'know better' but are still appreciative and thankful, and many who 'remember' me from last year, although it may have been my first time at that particular party."

Casimir Look, sheet metal worker, Mill Shop, West Allis, might be excused if he gave up playing Santa after his first year in the role — some 20 years ago. His own dog failed to recognize him immediately, and approached growling. Casimir persisted, however, and is now wearing out his third Santa outfit.

Another veteran in the role is Berry "Bee" Reed, a retired Independence Works foreman. This year, because of

St. Nick's Jolly Stand-ins



Money can't buy the wonderful expressions of children as they visit with St. Nick. Stewart Huffman, Deerfield Works, chats with a youngster at the plant children's Christmas party.

Casimir Look, (left) West Allis Works, needs the companionship of a pillow as he sets out to play Santa Claus, a role he has enjoyed for 20 years.



his health, Bee's Santa activities will be limited — a real disappointment to him since he loves it so much.

Stanley "Bung" Bolt, switchgear assembler at St. Thomas, and Jack Leberman, a foreman at Terre Haute, are among those who have lost weight during the past year and might be filling out their suits with padding. Bolt once misinterpreted a parent's signal at an employe Christmas event and promised the parent's son that he would get the train he wanted so badly. It turned out that the train cost \$75 and could be purchased only in Toronto, 130 miles away.

Roland Tremblay, assistant general foreman at Boston, plays Santa at parties sponsored by the Boston Works employe Kiddie Fund. Tremblay remembers that a blind boy stayed by his side for more than an hour to be sure that he was the real McCoy.

Ken Loos, a welding department foreman at Valley Iron Works Corporation, A-C subsidiary at Appleton, Wis., gets

St. Nick's Jolly Stand-ins

just as much fun watching the expressions of parents as he does from the small fry. He says the parents' faces reflect the days when they still believed in Santa and thrilled to similar visits.

At the York Works, Robert Senft, a helper in the valve machining department, makes the York County Juvenile Detention Home one of his annual stops. He feels these youngsters can use some holiday cheer.

Three men from LaPorte who don the red outfits are Thomas Drnek, a ledger clerk, Hugo Loewe, a purchasing department employe, and Harry Peters, a foreman. Drnek's own son once came up in line and proclaimed, "That's my dad!"

One visit not to be forgotten by Gayle Penwell, a winder at Pittsburgh Works, was in an old-fashioned kitchen with a family and its entire relationship. The smell of freshly baked cookies and stolen hung in the air, but so did the heat. Penwell, seated beside the wood-burning

stove, sweltered in his pillows and melted in his grease paint.

Santa at the Deerfield Works for the past seven years has been Stewart E. Huffman, general foreman. He was put on the spot one year when a 5-year-old was asked, "What do you want for Christmas?" The boy replied, "You know, Santa. I wrote you a letter."

An old schoolmate provided David C. Frederick, senior metallurgical technician at Springfield, with an amusing experience. Frederick said, "I was in the Santa suit downtown waiting while my wife bought some candy canes to distribute to children. This fellow and his wife ambled down the street and then over to the car window. 'Hi there, Santa,' he said. So I said, 'Hi there, Wilfred.' He asked, 'I don't know you, do I?' So I said, 'Wilfred, you don't have to. I'm Santa Claus. He went away, mumbling to himself and scratching his head."

It's a wise Santa who makes a trial run before Christmas Eve. Stanley "Bung" Bolt, who is Santa for the employe children's Christmas party at St. Thomas Works, checks to see if he could pass through this fireplace.

Modern Santa Clauses are running into problems their predecessors didn't face. For example, how is David Frederick of Springfield Works ever going to get down the flue of this modern, ranch-style home? Dave first donned Santa togs in about 1938.



Organizing their schedules before departure are (from left) Harry Peters, Hugo Loewe and Tom Drnek, all of LaPorte Works. They enjoy every minute of their time spent making young faces glow with pleasure.





This Santa photo goes back to World War II when Gayle Penwell, Pittsburgh Works, distributed gifts, purchased by A-C people, to war veterans at Deshon hospital.



The acid test. Will it fit again this year? Roland "Babe" Tremblay, Boston Works, must be prepared to meet a barrage of children's questions with the right answers.



His wife lends a helping hand as Robert Senft of the York Works prepares to assist children with their Christmas lists.



Making his grand entrance at a Harvey Works Management Club party is Dick Nethercott. A-C Santas have run the gamut of experiences during their years of spreading joy.



A big hit during a home visit is Ken Loos, Valley Iron. These Santas are alternately hugged and kissed, given the third degree by suspecting tots, plagued by beard pluckers, and held in the esteem children reserve for those who represent the answer to their dreams.



No padding is required here. Jack Leberman is checking the waistline of Charles Troye who weighs about 285 pounds. Leberman also is a Santa. The men, both Terre Haute Works employees, state that it takes from 45 minutes to an hour to garb themselves for the pleasant job.



Examining the schedule of the ocean liner that would take him to Europe for study under a Fulbright scholarship are recipient William Goggans (right), and his parents, of Gadsden, Ala.

Gadsden's Goggans Goes Abroad

Simmie's Son Wins Fulbright Scholarship

Christmas Day, 1960, may find William Goggans mingling with the throngs at one of Europe's famous and fabulous churches. On the eve of his departure for France's University of Montpellier last September, Goggans was looking forward to this possibility.

But at the time he undoubtedly was mentally turning over innumerable possibilities that await him during the 14

months to be spent as a winner of the highly prized Fulbright scholarship.

For Goggans, the son of Simmie Goggans of the Gadsden Works, the scholarship award climaxed a quest that began in 1955, when he first began assembling the academic transcripts and recommendations he hoped would qualify him for study abroad.

Pride radiates from Mrs. Goggans as she poses with her son prior to his departure for France's University of Montpellier, where he will concentrate on French literature, history and civilization.



Simmie Goggans has been employed at the Gadsden Works almost as long as the plant has been in the A-C family. William was a summer employee there, and a second son, J. C., is also an employee.





A homeowner, Simmie was in the midst of a front yard landscaping project when this photo was taken. Beautiful shrubbery highlights his comfortable, air-conditioned dwelling.



An excellent musician, William began accompanying his mother, a church soloist, when he was only 12. Brother J. C. also knows his way around the keyboard.

Fulbright scholars must be more than scholars. They must also possess the abilities and personal characteristics which will enable them to gain a true understanding of the people in the country they visit. In brief, their visit is expected to strengthen the grip of friendship between the United States and the host country.

Simmie Goggans will tell you that his son, from the time he was a tot, liked his books. "He'd sometimes play outside for 10 minutes, then would come in and read until late hours." William countered lightly with: "While I liked to study, I wasn't exactly a recluse or a bookworm."

A big interest for William is music. This interest, say his parents, was acquired from his maternal grandfather, who was an able fiddler. Both William and his brother, J. C. Goggans, also a

Gadsden Works employee, are fine pianists.

The line dividing the brothers' musical tastes, however, runs strong and wide, William admitted. J. C. is partial to popular tunes and has played with local bands; William leans hard toward the classics.

As one plea for a piano, William told his mother—a church soloist—he could then learn to be her accompanist. At the age of 12, he was playing for her, and he became a fixture at the church organ.

A 1951 graduate of Carver high school in Gadsden, William spent a summer working at the Gadsden Works. He later wrote, "Because of my employment with A-C during the summer of 1952, I was able to purchase some much needed clothes and books which aided me greatly in completing my college training."

He started college as a music major, but switched to languages. He graduated from Talladega college in 1955 with an AB degree in Modern Foreign Languages. He did graduate work at the University of Pennsylvania before becoming head of the department of foreign languages at Blanche Ely high school, Pompano Beach, Fla.

Goggans now has been offered a position as coordinator of foreign languages in a Florida county school system. His ambition is to become a government interpreter.

At the University of Montpelier, located near the Italian border, Goggans will study French literature, history and civilization. His goal is to know France "inside and out." To acquire the "daily atmosphere," he will live with a French family during his stay. He will also have the opportunity to travel to many parts of Europe.



Frank Dowling, superintendent, Industrial and Community Relations, Gadsden Works, congratulates William on his scholarship. Candidates are favored who display a broad range of interests.



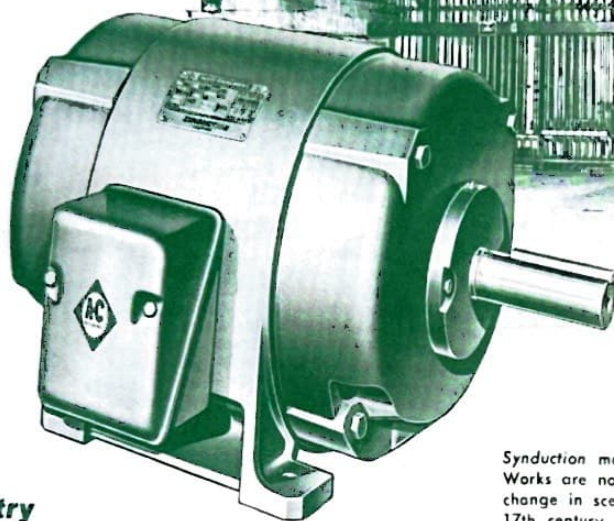
William reminisces with two of his favorite high school teachers, Mrs. Nellie B. Bedell (center) and Mrs. Ornie C. McAlpin. He himself was a member of a Florida high school faculty.



A language major in college, William dusts an old French textbook. His knowledge of the language will be put to a real test during his 14 months as a Fulbright scholar. He hopes to be a government interpreter.

New Footlight Favorite

**Norwood Motors
Have Set Pace
for the Industry**



Synduction motors made at the Norwood Works are now a part of the first major change in scenery control since the early 17th century. The new system minimizes scene lifting equipment that often looked like this.

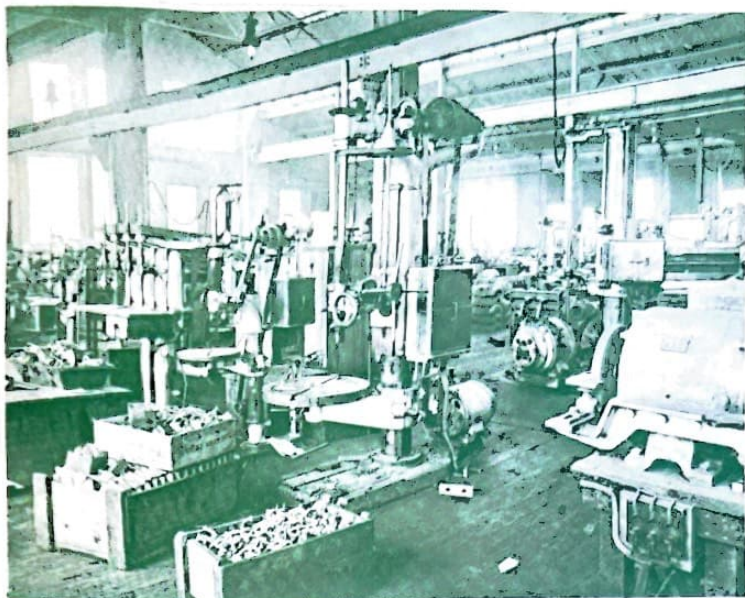
Norwood Works motors have punctured a theatrical tradition of some 250 years standing. For two and a half centuries the scenery and curtains for live stage plays were raised and lowered by means of heavy counter weights, the same weights that are forever being severed by the mystery-play villain to "sandbag" the unsuspecting hero or heroine.

Then the discovery was made that a Synduction motor had all the traits for an ideal scenery mover. Since that time, about two years ago, this motor has been

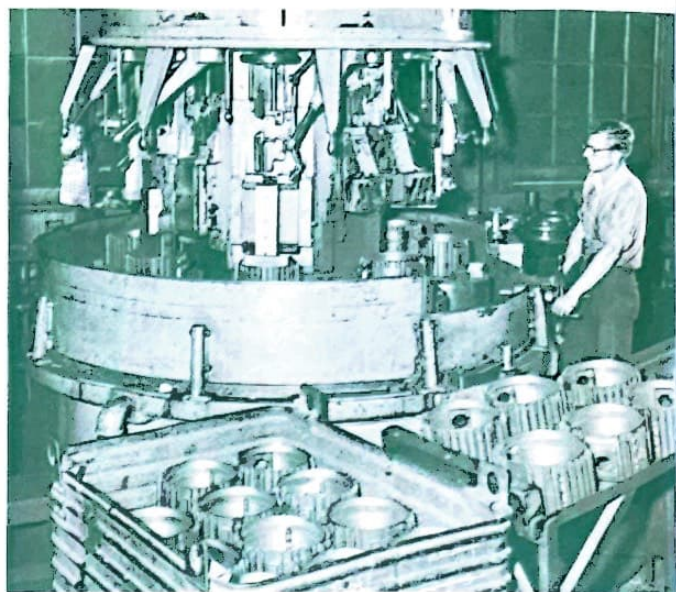
making quite a name for itself behind the footlights.

This relatively new and exclusive application of A-C motors will hardly double production schedules and employment at Norwood. But it does point up that new uses are being found for motors all the time, and sometimes in the least thought of places. The reasons are many, and Allis-Chalmers employees, past and present, can take credit for a giant share of the advancements that have helped make motors a \$250,000,000-a-year business for this country.

Ninety per cent of all the horsepower required in stationary applications all over the world comes from electric motors. This widespread usage has been made possible through the unbeatable one-two punch of quality — right price. Employment of new materials, improved know-how and machinery have continued to offset the higher costs of labor and materials so that a customer could feel his dollar spent on A-C motorpower was a dollar well spent. In the words of Frank Geiger, Norwood's general manager, "If we didn't do these things



Many years ago the small parts department at Norwood was as pictured above. Since then it has been decidedly overhauled. Changes of this kind are essential if Allis-Chalmers is to stay in the highly competitive motor business.



Since World War II, the company has spent over \$2,000,000 in capital improvements at Norwood. This multi-operation machine, used by Lawrence Meiman, helps keep costs in line.

we wouldn't be here at all. Someone other than Allis-Chalmers would own the plant.

"Allis-Chalmers has spent over \$2,000,000 here in capital improvements since World War II to produce a better product. These expenditures have also made it possible for Norwood employees to earn more and have made Norwood a better place to work."

In 1914, Norwood could supply a 5 h.p., 1800 rpm motor to a large user for \$70. At present, these same rated motors sell at \$95 — only \$25 more in 46 years. Prices have, of course, fluctuated during the intermediate years: \$130 in 1921 (the effects of World War I); \$70 again in 1930.

All in all though, A-C's motor prices have been kept attractive in relation to the job they do, and in relation to price increases of other products.

A striking example of the wide ac-

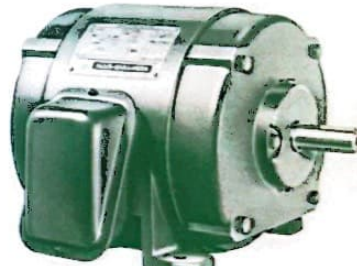
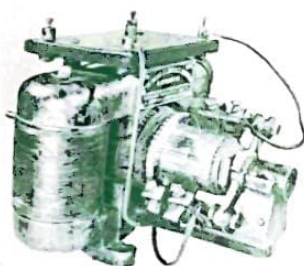
ceptance of motors is this: in 1925, Norwood made and sold 11,000 motors; now one A-C customer, a chemical firm, has 10,000 Norwood-made motors alone, all purchased since 1946. Norwood Works itself uses 1500 motors, more than one for each production worker. And Norwood is probably a below average motor-usage plant because of the number of hand operations still required.

When Bullock Electric Manufacturing Co. joined Allis-Chalmers as the Norwood Works in 1904, Allis-Chalmers gained a firm that was among the first to see the future in alternating current. Bullock was a pioneer in the use of individual motors for the direct drive of machine tools instead of the drive shaft system.

James Wyler, manager of sales promotion, Norwood, said, "Through the years Norwood gained a reputation for putting more quality into its motors

than anybody in the industry — more iron in the stator, more copper in the windings, for example. Our 7½ h.p. units would do as much as a competitor's 10 h.p., so they'd buy our lower rated units to do a 10 h.p. job. And our motors last. It's not uncommon in the least to get orders for replacement parts for units made 40 to 50 years ago. Two years ago we gave a customer a new motor for one we supplied him in 1914 which was still operating. We wanted the old motor for publicity purposes.

"But yesterday's motor can always be improved today. Allis-Chalmers has made its reputation here also. Today's motors are more compact than yesterday's and they hold up under more adverse conditions. A new 200 h.p. motor fits approximately the same frame as an old 75 h.p. unit, to give an indication of size reduction. Motors that would be useless in some plants after six months now last up to two years.



Four important steps in the evolution of Norwood motors began with the direct current unit (left) manufactured by the Card Electric Company of Cincinnati, a forerunner of the Norwood Works. Second from the left is a type AN motor, introduced in 1925, (next) a type AR unit introduced in 1942, and the type G motor introduced in 1954. The wide application of motors has brought about over 1,000,000 possible electrical and mechanical combinations on the units Norwood people manufacture.

New Footlight Favorite

"Improvements open sales avenues. In 1946 we developed for the chemical industry a totally enclosed motor that had these features: a special treatment of Glyptol sprayed over the insulation, Parkarized bolts as a corrosion protection, a spray of phenolic plastic over the aluminum fans, an exterior construction of ribs or fins to provide a larger surface for heat escape.

"Two years later we came out with a new construction for totally enclosed motors utilizing tubes for cooling. Even now few competitors have this feature, which was originally developed for a refining company.

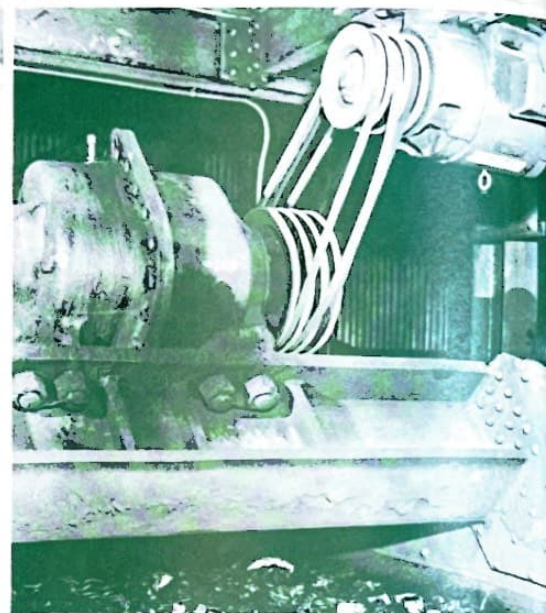
"Our *Synduction* motors, the kind used with stage equipment, were perfected in cooperation with a chemical firm in need of precise speed requirements for a synthetic fibre operation. It was a case where an entire line of motors must run at exactly the same speed or the thickness of the fibre would vary."

Wyler said, "Far and away the most spectacular advancement made by Norwood, one that really shook up the industry, is the *Epoxy* insulation for our smaller size motors. Because of this, we are able to potentially offer the customer tremendous price inducements in most sizes not possible with standard insulations. These product improvements are just some of the major ones that have kept us a leader in the field."

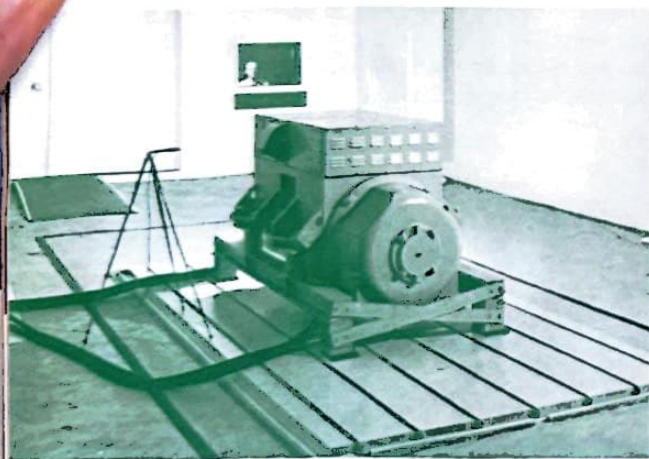
Wyler continued, "The wide application of motors has brought over 1,000,000 possible electrical and mechanical combinations to the motors we manufacture. This is quite a change from the days when electricity was considered 'new-fangled'."



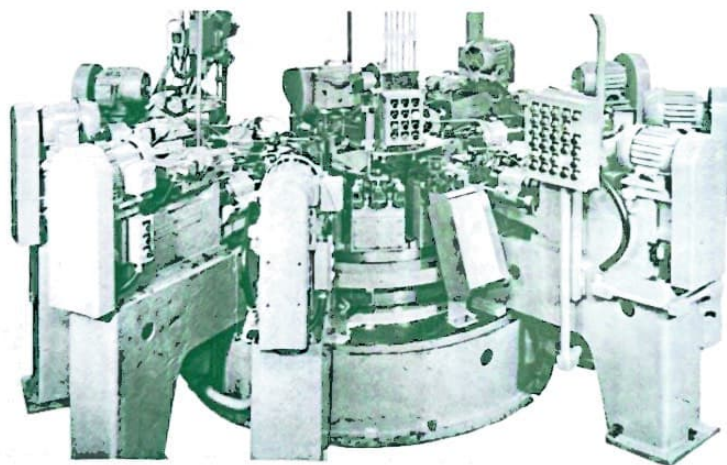
An ability to take the most adverse conditions in stride has become the mark of Allis-Chalmers motors. Thickly coated with ice is a Super-Seal motor undergoing a torture test.



Upside down cakes have nothing on Norwood motors. Here a Poxeal insulated Super-Seal unit (upper right) drives a vibrating screen in a coal cleaning and classifying operation.



A Polaris submarine will be the home of this unit being tested in the new sound laboratory by Bob Bartheld, supervisory engineer. Quiet performing motors are essential for the subs.



Eight motors to operate a single machine emphasizes the volume sales potential for this Norwood equipment. The machine, made by an Illinois firm, is a special 11-station drilling and milling unit for connecting rods and caps.

**Coaching Villanova Track Is Avocation
of Construction Machinery Salesman**

Record Breaker Jim Elliott



Concentrating on his work schedule for the day is James "Jumbo" Elliott. He has been a salesman for Frantz Equipment Co., A-C construction machinery dealer in Philadelphia, for 14 years.



Organization and planning are keys to Elliott's ability to get things done and done well, both as a salesman and as a track coach. He says, "Set a goal a little higher than you can attain."



Elliott's day as a salesman may start as early as 6:30 a.m. when some contractors are available for talks about equipment needs. A 10 p.m. telephone call may conclude his day.

At 6:30 a.m., James "Jumbo" Elliott is discussing the virtues of Allis-Chalmers earth moving equipment with a Philadelphia area contractor. Before mid-morning he calls on two or three other clients.

Later that afternoon, after perhaps tending to some paper work at Frantz Equipment Co., A-C construction machinery dealer in Philadelphia, and checking other sales possibilities, he changes into his togs as track coach of Villanova University. For an hour and a half or two, he directs the workouts of some 50 young men who hope to represent the Wildcats in the fiercely competitive track arena.

Then, quickly, he's back in his civvies again and on his way to a contractor's office, where the statistics concern the earth moving capacity of a TS 360 motor scraper, not the 3:19.6 time of a crack mile relay team.

At 10 p.m. Elliott concludes his day with a call to the home of Frantz' service manager. Elliott wants to discuss a customer's problem.

A typical day for Jim Elliott? Hardly. The day of a successful construction machinery salesman is seldom typical, and when combined with a successful career as a track coach it is even less so.

Elliott has been with Frantz Equipment for 14 years, and for 25 years has been head track coach at Villanova, where he starred as an undergraduate.

According to Harry Frantz, president of the firm, "He's a terrific salesman with the ability to carry over his competitive drives from track into selling. He gives it all he has in coaching, and the same thing in selling."

This year's Olympics in Rome attest to Elliott's coaching talent. Representing the United States were sophomore sprinter Frank Budd; pole vaulter Don Bragg (Bragg set a new Olympic record) and marathon runner Alex Breckenridge,



Irish miler Ron Delaney, an Olympic gold medal winner in 1956, was an outstanding performer at Villanova under Jim Elliott.

both of the class of 1957. Budd was the 7th Villanova undergraduate to make an Olympic team.

Breckenridge and Bragg were members of the 1957 team that compiled an unprecedented collegiate track record while earning the title of the best track team in collegiate annals. The squad scored a grand slam of team championships in National A.A.U. indoor, I.C. 4-A indoor and outdoor, and N.C.A.A. competition.

Irish 4-minute miler Ron Delaney was chosen the outstanding athlete of the 1957 indoor season by Metropolitan Track Writers. Delaney continued to astound the experts by becoming the first to ever attempt and win 1000 yard and 2 miles I.C. 4-A events.

In 1958, Elliott was named Coach of Year by Track and Field News for his

Record Breaker Jim Elliott

team's performances in 1957. He celebrated his 25th year as coach by guiding the Wildcats to the I.C. 4-A outdoor championship on their own track. The Wildcats also won the Mile Relay in the 1960 Penn Relay Carnival, daddy of them all, for the sixth consecutive year.

Particularly outstanding has been the dominance of the Wildcats at the various indoor meets since 1948. Elliott's runners and jumpers have won well over 200 individual and relay victories in that time.

In spite of a list of records seemingly as long as a quarter mile track, coaching for Elliott is a sideline. "I love it," he says. "It's an avocation."

Far from conflicting with his sales work, Elliott said, "I find when I'm coaching during the season I'm actually selling more equipment."

It harks back to this — when you want something done, give it to a busy man.

Organization and planning are keys to Elliott's ability to get things done and done well. And, conveniently, track meets are held weekends. His years of experience, plus a highly capable assistant coach who knows how Elliott pre-

pares a team, permits him to get maximum results without personally spending long hours coaching.

Elliott said, "You've got to know what you are going to be doing every minute of the day. And to get things done, set a goal a little higher than you can attain."

Does his track reputation help sell Allis-Chalmers equipment? "It hasn't done any harm," Elliott will admit. "But no contractor is going to spend thousands of dollars for equipment just because the salesman is a nice guy. They are going to spend money because you have the best piece of equipment. I set myself up as an expert in equipment, because that's the only way you are going to sell it."

"I have customers who have bought hundreds of thousands of dollars worth of equipment without realizing at the time that I was the Elliott who coached the Villanova track team."

His familiarity with contracting work dates back as far as the start of his coaching career. After graduation from Villanova in 1935, he went to work as a foreman for a contractor building the Philadelphia airport. He remembers it was pretty much a shovel-and-truck op-



eration in those days. "The only tractors were those used to free trucks that got stuck while dumping their load."

After serving as a lieutenant commander with the Navy Air Corps during World War II, he started with Frantz Equipment Co. in 1947. "I always had a desire to sell heavy machinery," he said.

He has found that the same things which make for success in coaching make for success in selling — knowledge plus work.

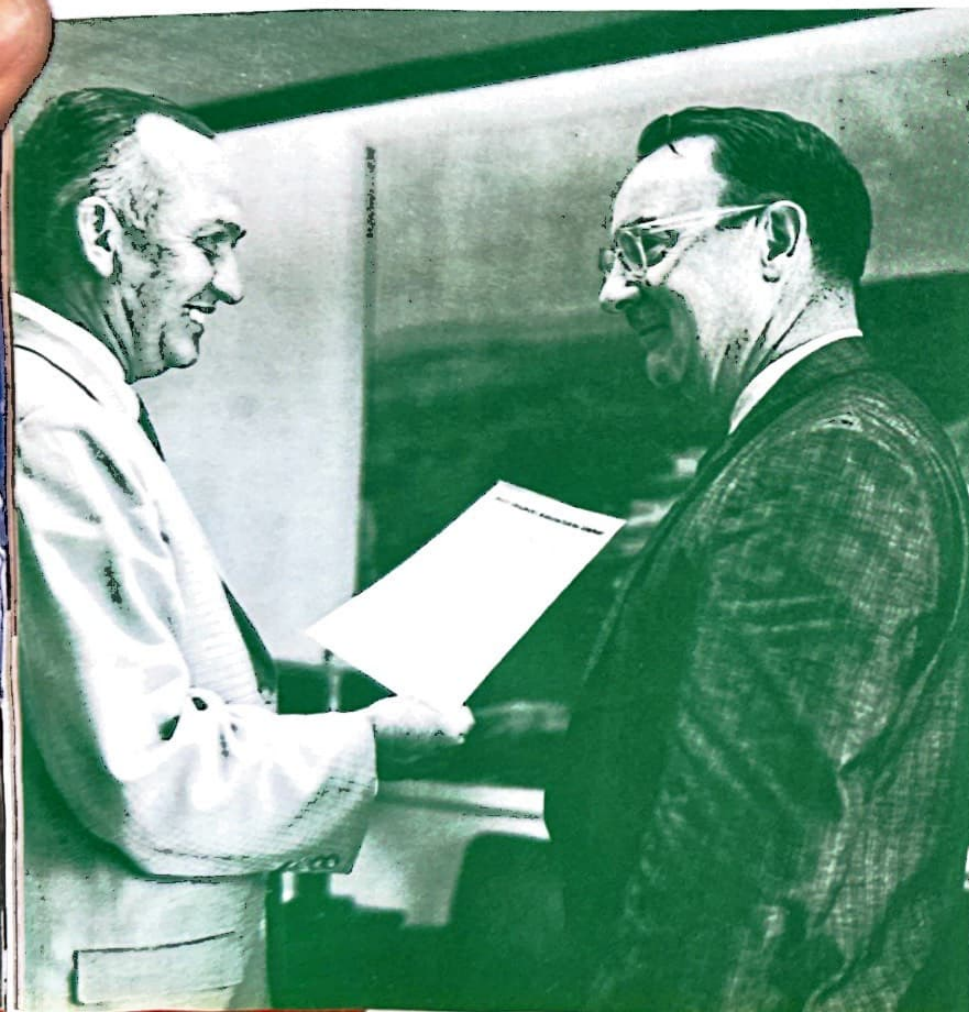
Another thing that helps is working for the progressive Frantz firm. The company's territory encompasses parts of three states, Pennsylvania, New Jersey and Delaware.

The main office is in Philadelphia, but Frantz also has quarters in four other locales where repair parts and service are available.

Harry Frantz explained, "We are now set up so repair parts and service are within an hour's reach of any of our clients. That means a lot in this area of congestion and toll charges."

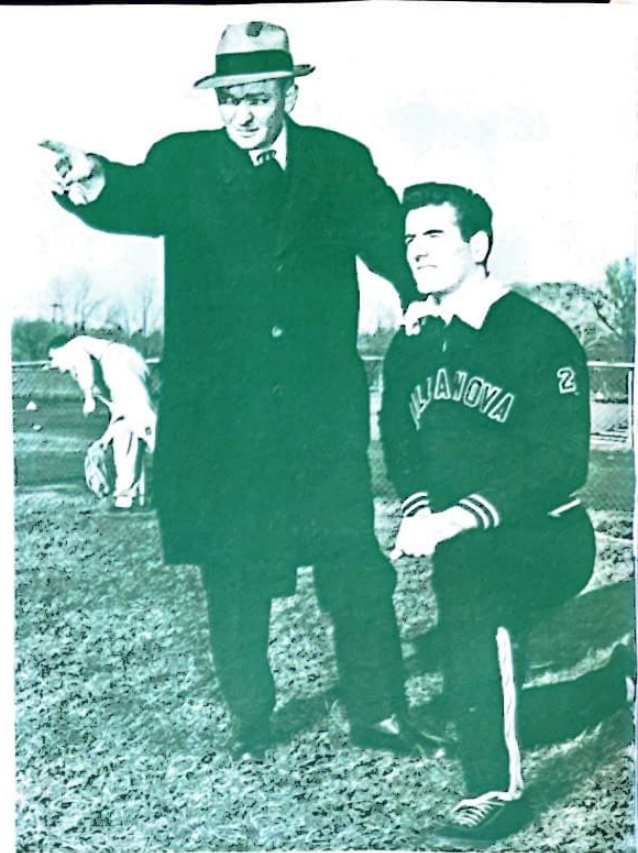
"Dependability is the main thing a customer looks for, both in the product and in the service."

Harry Frantz, president of Frantz Equipment, calls Elliott "a terrific salesman with the ability to carry over his competitive drives from track into selling." Elliott's nickname of Jumbo was taken from a Philadelphia Philly pitcher who was performing when Elliott was a boy.





Developer of many champions in his 25 years at Villanova, Elliott is shown here with the sprint medley relay team which set a world indoor record at the National AAU championships. Elliott was named coach of the year in 1958 by Track and Field News for his team's performance in 1957.



Pole vaulter Don "Tarzan" Bragg set a new Olympic record in his specialty at Rome last summer. Sophomore sprinter Frank Budd and marathon runner Alex Breckenridge also were Olympic performers this year.



John Buckley, (center) Philadelphia contractor, and Elliott discuss the performance of an HD-6G with one of Buckley's employees, Charles Weiss. Although he is one of the nation's leading coaches, Elliott sells construction machinery equipment because he is an equipment expert.



Allis-Chalmers equipment sold by Elliott to the Buckley firm helped carve out a tremendous highway project that cuts through and under some of Philadelphia's busiest sections. Elliott himself was a foreman for a contractor at one time.



**Wheel Track Planter . . .
Another Example
of Farm Equipment
Leadership**



Soil scientists from all over the world saw the Allis-Chalmers wheel track planter at the University of Wisconsin farm near Madison. The scientists were convening for the seventh International Soil Science Congress.



Cameras saw plenty of action as the scientists recorded on film many of the highlights of their visit to Wisconsin. Some 200 scientists attended the wheel track planting and other demonstrations.

Trail Blazing Planter

George Schreiber patiently waited while the farmer had his say. The farmer was giving his views on wheel track planting and describing what he felt the ideal implement for this farming technique should be.

Then Schreiber, Farm Equipment Sales, told him: Allis-Chalmers already had developed exactly what he had in mind. The farmer was impressed.

Schreiber was not trying to sell the farmer anything. Their meeting in the pleasant Wisconsin countryside had been quite accidental. But Schreiber used it as an opportunity to get yet another opinion on a farming method still in its infancy as far as farmer acceptance is concerned.

This farmer, an oldtimer, may never switch to wheel track planting, in which the crop (principally corn) is planted in the tractor and auxiliary wheel tracks on freshly plowed ground without the harrowing and disking required for conventional seedbed preparation. But his comments gave further support to the conviction of Allis-Chalmers implement people that their ideas on a wheel track planter were sound.

Allis-Chalmers will produce a wheel track planter in 1961. No other farm equipment manufacturer does.

The results of work with A-C experimental models at the LaCrosse Works and at the University of Wisconsin and Purdue University show that our units have what it takes to help make this method widely accepted.

Ray Doggett, implement sales manager, said, "Allis-Chalmers can not afford to sit around and wait, expecting to ride the shirttails of wheel track planting if and when it draws wide farmer acclaim. We must be on top of the situation, ready to persuade the farmer of the merits of this technique and ready with the best implement available to help him. This is the way we gain still another edge on our competitors."

Wheel track planting is not a development to rank with the horse-to-tractor and steel wheel-to-rubber tire transitions. It has, however, important cost-saving, labor-saving and soil conservation features that recommend it to corn growers in particular.

For example, the simple fact that fewer passes through the field are required before the seed is in the ground means less time spent by the farmer and less wear and tear on equipment. There is also less wear and tear on soil, which promotes soil conservation. Uniform seed germination is enhanced because the



The LaCrosse Works men responsible for the development of the wheel track planter are (from left) K. G. Weber, project engineer; G. W. Warner, research engineer; W. H. Tanke, chief engineer, and A. G. Buhr, assistant chief engineer.

freshly plowed soil, compacted by wheels, becomes a zone of moisture for rapid seed germination. Weed control is abetted because weed seeds in the loose soil between the wheel tracks remain dormant until rains thoroughly moisten the surface soil layer. The wheel track zone is sprayed with a weed-killer at the time of planting.

Farmers have done some wheel track planting in recent years, but on make-shift equipment that requires tractor and implement modifications and not a little "blacksmithing."

What Allis-Chalmers felt was needed was a four-row planter with the conversion factors built right in. No tractor modifications are necessary and, simply by removing the two auxiliary wheels on the unit, it becomes a conventional planter. As one farm expert said, "Someone finally had the sense to do this right."

Doggett said, "This is still another opportunity for Allis-Chalmers to associate its name with farm leadership."



Rudy Krofta of the UW farm staff puts the revolutionary planter through its paces as the soil scientists look on. Competitive equipment was on display, also.

a-c scope

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To children, Christmas is Santa Claus. Many Allis-Chalmers employees help make certain that there are enough Santas to go around by playing the role themselves. One is Berry W. Reed, a retired Independence Works employee. Others are pictured on pages 3-5.