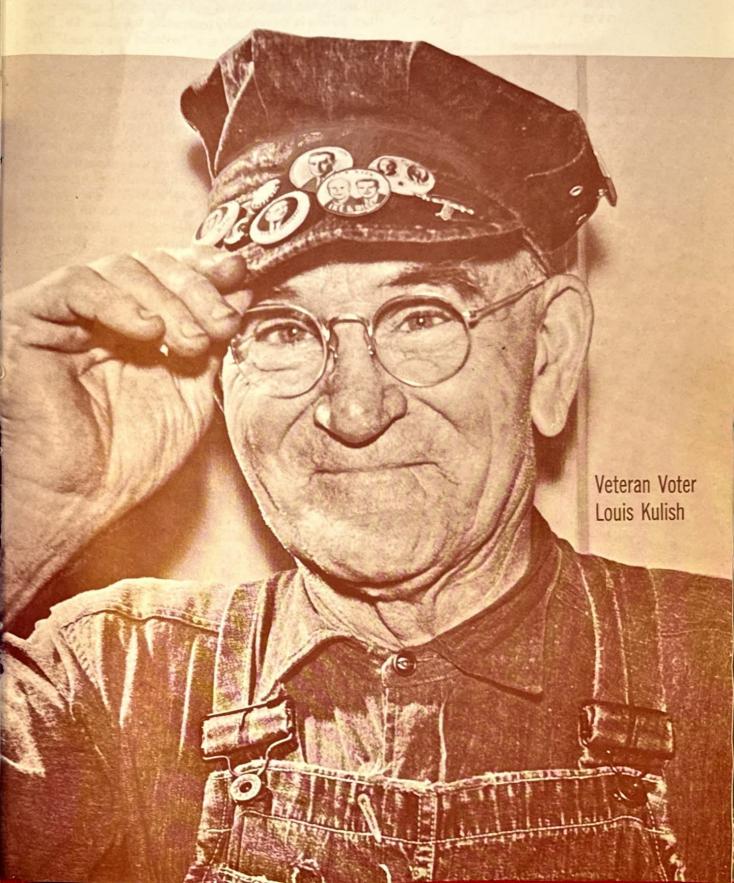
a.c scope



magazine of allis-chalmers people

september-october, 1960





COVER

The coming presidential election will be No. 13 for Louis Kulish of Cedar Rapids. He chose Teddy Roosevelt in 1912, and hasn't missed voting for president since. For his ideas on our great privilege and duty, see pages 6-7.

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A-C SCOPE

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| Jock | Bartness Editor |
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| Publisher | by Information and Community Serv- |
| ices, Ind | ustrial and Community Relations Division, |
| | imers Mfg. Co., Milwoukee 1, Wisconsin. |

PHOTO CREDITS

Cover — James Reiman, Cedar Rapids Works; Pages 3-4, Larry Harmon, Altadena, Calif.; Page 5, Harmon, Frank Hart, Harold Shrode, West Allis Works, Houston Lighting & Power Co.; Pages 6-7, Reiman; Pages 8-9, Russ Einwalter, Darrold Pries, West Allis Works; Page 10, Dave Bond, Harvey Works, Harold Hopkinson, West Allis Works; Pages 11-12, Harold Williams, Springfield Works; Pages 13, Walter Beaver, Pittsburgh Works, Clarence Honsen, West Allis Works; Pages 14-15, Honsen; Page 16, Michael Duronte, West Allis Works.

A Great Loss

The death of Dr. Harry K. Ihrig, vice president in charge of research, on August 22, was a great loss to the people of Allis-Chalmers. He brought to research a quick and creative mind wrapped in dignity and humility. Although a fine administrator in a field where administration was something of a pioneering effort, his love of the laboratory continued to run deep. Dr. Ihrig occasionally referred to himself as a "frustrated bench hand". He kept in close contact with the laboratory, making daily visits to the laboratory and spending as much as an hour or more with individual scientists and technicians to find out what was going on.

His was the practical straightforward approach, not only to research and engineering problems, but to any problem. He had a great interest in people, and particularly in helping young people to use their minds creatively. Until his staff was enlarged through development of the fuel cell, he greeted personally every member of his Division. He was known by his staff as a man quick to give credit for work well done. He set strict rules for his Division, but was extremely fair in carrying them out. His criterion for a pay increase simply was this: "What has this man produced?"

Dr. Ihrig himself held 22 U. S. patents, authored many technical papers and addressed many scientific organizations. One of his inventions, a steel treating process called Ihrigizing makes ordinary steel resistant to corrosion. His process for making nodular iron was another great contribution. His avocation was in the field of biochemistry and his technique for staining brain tissues for microscope study was but one of many outstanding contributions. His last great contribution was in fuel cell development and the fuel cell tractor was his pride and joy.

Dr. Ihrig will be missed, both for the gentleman he was, and for his contributions to Allis-Chalmers progress.

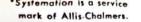
Anyone Can Mark a Ballot

If elections meant only turning out to vote, there would be no need for a minimum voting age. A boy of 12 can make his "x" on the ballot just as legible as a man of 45.

The qualified voter is more than "voting age." He is the man who has definite and persuasive reasons for selecting a particular candidate. These reasons he has identified with his own good interests and those of his country (they should be one and the same).

Unlike the qualified voter, who knows what he is doing and why, the unqualified voter stands a 50-50 chance of casting his ballot for the wrong man. The qualified voter decides candidates on the basis of personal qualifications and issues. This requires time and effort, but it's worth it. The unqualified voter selects candidates on the advice of friends, hearsay, and the brilliance of the candidate's smile. This is the easy way, but in the long run can be the most costly.

Candidates who know they are second best dote on the unqualified voter, but are scared to death of the other guy.



Systemation*

Systems Corporation
Adds New
Dimension to
Company's Products

An Allis-Chalmers employe, with a flick of his finger, adjusts his thermostatically-controlled household heat for a comfortable hour with the evening newspaper. A few hours before, his wife had tossed a bundle of clothes in her automatic washer, pressed a few buttons, and had gone on to another household chore.

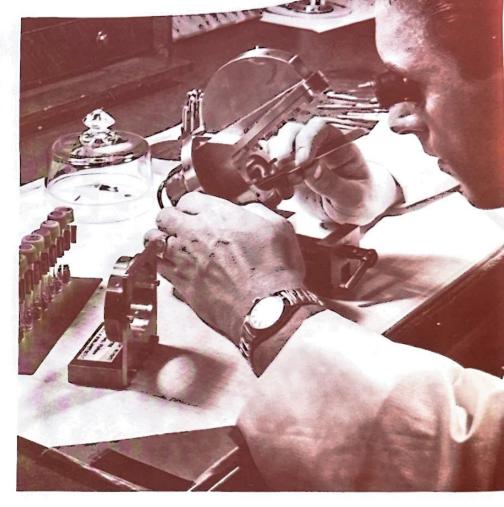
Realize it or not, this couple, each day, is benefiting from a "cousin" of an Allis-Chalmers service called Systemation, a name of rapidly mounting importance to Allis-Chalmers, its employes and its customers.

Systemation, in its simplest terms, is an exclusive Allis-Chalmers service whereby we can supply customers not only the required major industrial equipment, but also the automatic controls that will help make A-C products even more saleable.

It was for this purpose that the company recently became associated with the Consolidated Systems Corporation at Monrovia, Calif. The firm previously was a wholly owned subsidiary of Bell & Howell's Consolidated Electrodynamics Corporation.

Consolidated Systems Corporation has designed and constructed more than 500 custom-engineered instrumentation systems for industrial control, chemical analysis, dynamic and static testing, and high-speed electronic data processing.

W. E. Korsan, assistant manager, Industrial Systems, Industrial Equipment Division, said, "Our customers more and more are looking to us for functional systems. What we are really selling them is not so much individual pieces of equipment, but we are providing them with ability to manufacture a saleable product. The customer shops for machinery, but he buys results!



"Competition for Allis-Chalmers customers, both at home and from abroad, becomes stronger all the time. Our customers, faced with the needs for greater quality and at a price their customers will pay, keep seeking new ways to meet this challenge.

"This is particularly true of competition from abroad where labor costs are far lower than ours and the quality of products is getting better all the time. Systemation is our great hope to stay ahead of them.

"Allis-Chalmers interest in Consolidated Systems Corporation is job insurance of the best kind for A-C employes, Consolidated Systems products and ideas add a new dimension to our equipment, giving the customer some solid additional reasons for staying with or turning to Allis-Chalmers for his needs."

The principles incorporated in systems engineering have long been recognized by Allis-Chalmers for more complex equipment and processes, and the company has done considerable work itself along this line.

A new A-C development, for example, is a digital extensometer, which will aid in improving steel mill hardness testing techniques. Another is a recently developed bed depth controller which automatically regulates clinker bed depth in Air-Quenching coolers. The device substantially improves kiln operation and

Mountainous terrain serves as a backdrop for the Consolidated Systems Corporation plant at Monrovia, Calif. The firm employs 525 persons, one third of whom are engineers and technicians.



Systemation

reduces cooler maintenance.

The first application of automatic control in the stone crushing field is being made by A-C for an eastern stone plant.

For many modern manufacturing techniques, devices to automatically control production are not merely nice to have, they are a necessity.

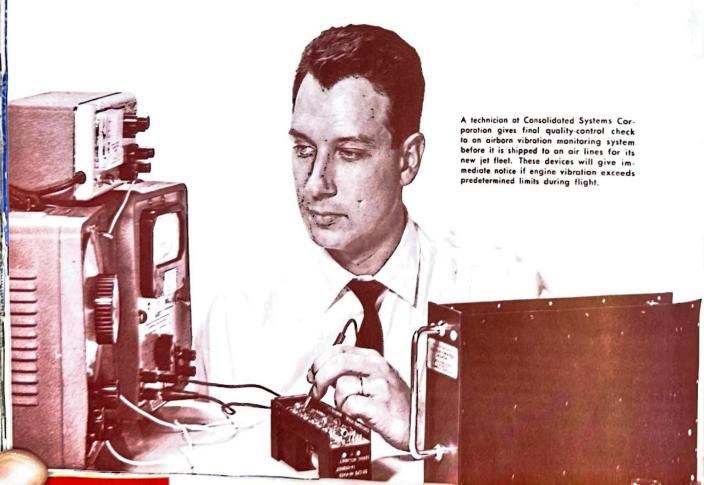
One steel mill has an A-C two stand temper mill that can process 7000 feet of steel per minute. No man can react fast enough to effectively control a system like that. Then there is the safety factor. The nuclear reactor for the Pathfinder plant, for example, will have controls for work that would be dangerous for a man to do.

This doesn't mean that modern production methods can ever replace people. No computer or other automatic control can do anything that a human being has not told it to do, and we don't ever expect to arrive at the date when it will.

The products made by Consolidated Systems are another step in upgrading our standard of living by manufacturing quality products that all can afford to buy. That's been the big reason for this country's economic success. No one is building country stores to accommodate metropolitan shopping areas. The supermarket is now the thing. It's the same thing in industry.

Consolidated Systems Corporation was organized in 1954. It grew from two engineers and one secretary to a point that it now has more than 500 employes, of whom a third are technical.

Many of the components in the firm's products are standard. Its real asset is its ability to do new things with already developed devices. On the other hand, Consolidated Systems has performed



study programs which eventually resulted in the production of "hardware."

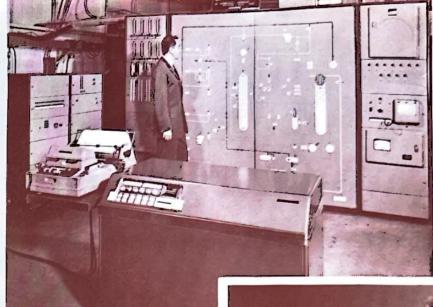
Custom operation at Consolidated Systems Corporation is especially evident in actual production assembly. Skilled technicians produce finished instruments and systems of a particular type that is possible only with custom-production techniques. Yet, the average work cycle, from receipt of a control to delivery of material, is only six months.

Here are a few ways in which the firm's controls are used:

Consolidated Systems Corporation engineers have designed a system which will successfully provide automatic control for a pipe line hundreds of miles long. Extra high reliability and numerous self-checking techniques were the design criteria.

A San Diego company has purchased a high speed digital processor to obtain data from wind tunnel tests. (Allis-Chalmers, of course, furnished motors, compressors and control for wind tunnels.)

The large company, however, is not the only place where automatic controls may be required as part of modernization or expansion programs. Wherever a continuous process is involved, sales potential for Allis-Chalmers equipment and its new range of automatic controls will develop.

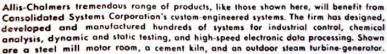


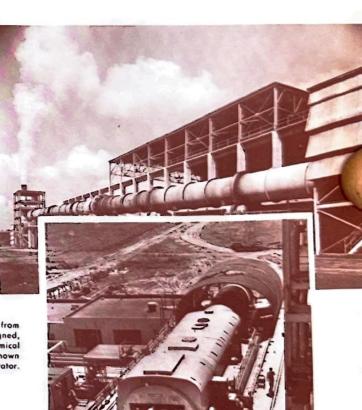
This CSC-designed control system operates valves, pumps and controllers for a petroleum refining miniature pilot plant.

Looking a bit like the inside of your radio is this precision measuring equipment for the Air Force's propulsion wind tunnel at Tullahoma, Tenn. Allis-Chalmers also has supplied equipment for various parts of the project, which is used to study aircraft and missile flight problems.























1896-1900

1896-1900-08

1904

1904

1908-12

19

1912

1912

Old and New Voters Agree

Louis Kulish, a deburrer at the Cedar Rapids Works, marked his first presidential ballot when the United States had its choice of three candidates with solid national appeal—Republican William Howard Taft, Democrat Woodrow Wilson, and Bull Mooser Theodore Roosevelt. That was in 1912.

Sharron Hagelberg, a typist at the same plant, will be eligible for her first presidential election this fall.

Although 12 campaigns for the nation's top office will separate the voting careers of Kulish and Miss Hagelberg, their outlook is alike in many respects.

For one, they agree that . . .

... while it's important to vote, it's more important to know what you're voting about . . .

... for another, that knowledge of a candidate's qualifications and what he stands for is not gained through osmosis, hypnosis, or intuition—it demands a bit of study...

... third, that the modern generation has a better opportunity to determine

Who will it be, Dick or Jack? Louis Kulish will be ready with his studied decision on Nov. 8.

"Think First... Decide Later!"

the "best man" than did people of a few decades ago. This is possible through splendid television and radio coverage, plus thorough coverage of the issues in thousands of fine magazines and newspapers...

... fourth, that the higher level of education attained by most American voters nowadays should provide them with a better basis for understanding the economic and political facts of life which may affect their vote.

Kulish remembers voting for Teddy Roosevelt in 1912. He hasn't missed a presidential election since, and has been just as faithful during state and local elections.

He probably is best classified as an independent. He prefers to pick the man he feels will do the best job for the time. After Roosevelt he alternated between such Republicans as Harding, Coolidge and Eisenhower and Democrats like Wilson, FDR and Truman. He doesn't believe in voting the straight







1928-32

1928

1932-36-40-44



Republican or straight Democratic ticket. "You are bound to pick someone who is not worth a nickle."

Drawing from his years of voting for men running for all kinds of offices, Kulish said, "Sometimes I felt sorry afterwards that I chose the man I did. That includes one or two presidents." He smiled, "Maybe it would be better to vote for a man after he has held office for a while to see what he does. At election time everybody's for everybody."

Certain to lose Kulish's vote is the candidate who spends his time "knocking" his opponent. Kulish likes a man

who emphasizes what he plans to do, not what his rival didn't do. "I (also) like a man who makes a point, not just comes up to it."

Miss Hagelberg admittedly is enthusiastic about the coming election, although she had a fellow employe wondering about it for a while. Sharron kiddingly remarked that she wasn't going to vote in November. Another woman fairly exploded (and with good reason) about the privilege and duty of voting. "Man, she got hot until I told her I really did intend to vote."

Sharron will be voting via an absentee

ballot. She is a resident of Dundee, Iowa, about 60 miles north of Cedar Rapids, where she lives weekends.

"There are some people I want to vote for in Delaware county. I particularly want to vote for a neighbor who is running for county supervisor. He's a man who goes out and gets things done."

And how about president of the United States? Well, Sharron again was like Kulish. At the time of the interview (this was shortly after the conventions) both were undecided. They first wanted to hear what Kennedy and Nixon had to say for themselves.

EDITOR'S NOTE: These campaign buttons, dating back to the time of the McKinley-Bryan race, were supplied through the courtesy of Joseph G. Brown, West Allis.













1944-48

1948

1952-56

Product, Persistence
Pay Off in Sale to
Cereal Firm

BIG LIFT 🙀 at KELLOGG

Wallyge

VARIETY

VARIETY

WARIETY





A concerted sales effort helped put Allis-Chalmers fork lift trucks in service at Battle Creek, Mich., where the Kellogg Company produces six million packages of cereal daily. Twenty-one units were sold.

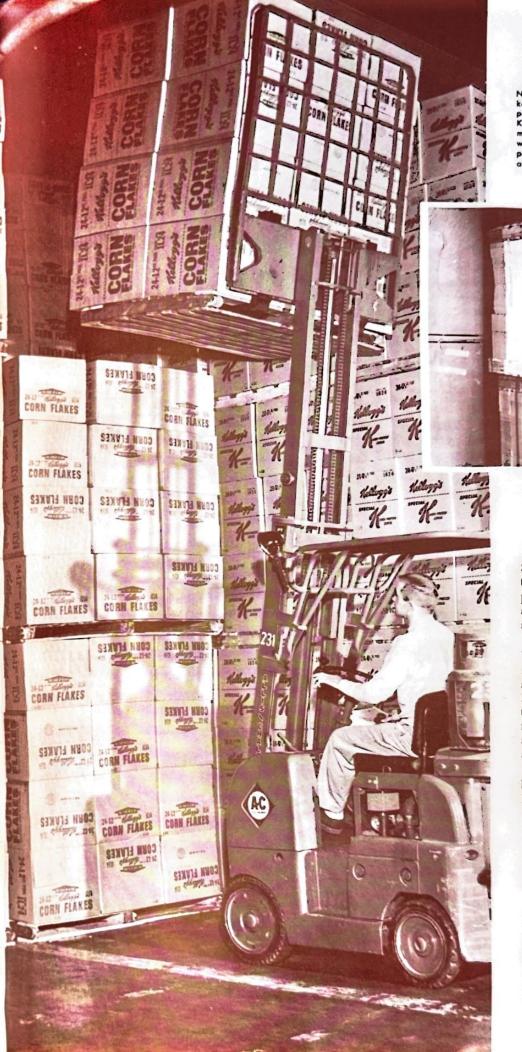
Try and put your finger on the one thing that clinched a big sale, and you're somewhat in the position of a cook trying to point out the yeast in a mixed batter of dough.

Consider Allis-Chalmers sale of 21 fork lift trucks to the Kellogg Company of Battle Creek, Mich. It all started with persistence, the persistence of a dealer's salesman. But before the contract was signed, a task force of A-C people had a hand in convincing the customer to buy our Harvey Works-made units.

Selling to Kellogg, said Don Kuethe, assistant material handling sales manager, was not selling to a corporation, it was selling to people. "There were purchasing agents, engineers, production people, management officials, mainteance men, and fork lift truck operators themselves who had to be sold on what our equipment can do. These men look at our equipment from varied viewpoints shaped by varied responsibilities. One wants to know about operating costs, another about ease of operation, another about ease of maintenance, and another asks 'Will your units give us steady, reliable service day in and day out?"

Dependable and economical lift trucks are an essential part of Kellogg's operations, which process, package and handle 6,000,000 packages of cereal daily at Battle Creek. That's a lot of corn, wheat, rice, oats, malt, sugar and salt — the basic ingredients of cereals; and a lot of paper, ink, glue and wax — the materials that make the familiar Kellogg packages.

Kellogg now has a fleet of nearly 100 lift trucks to serve its efficient operations, and, for the first time, Allis-Chalmers units are among them.



Nearly 100 lift trucks are needed to steadily keep on the move tons of cereal ingredients plus the material required for the familiar Kellogg cartons. Each year Kellogg processes 13 million bushels of corn, one million bushels of wheat, 90 million pounds of bran, 130 million pounds of rice, nine million pounds of sugar, and 17 million pounds of salt.

Don Kiple, salesman for Superior Sales and Service, Jackson, Mich., made the initial contact with the Kellogg people and kept on contacting them, abetted by Charles Goostrey, owner, and manager of the A-C dealership.

"The first objective," said Kuethe, "was to sell the Kellogg people on the idea that we had a new piece of equipment which they should take a look at. Kellogg had standardized on a competitor's line of equipment, and was satisfied with its performance. But they agreed to try out our equipment, as well as that of other competitors.

"Our demonstrator was a big help, because it showed without a doubt or hitch what our fork lift truck could do. In fact, Kellogg ended up buying the demonstrator itself. Our engineering and production employes can take pride in this, and know they had a direct role in convincing the Kellogg people they were getting quality.

"Men like J. R. Reichert, L. A. Miller, and Preston Simmons from the Columbus, Ohio, branch, Ted Kush, material handling service manager, and others, all, at one time or another, helped freshen our sales effort. Each man thinks a little differently and places stress on different aspects of the product that in-



The backbone of any sale is the product. Charles Prutsman of the Harvey Works carefully installs a Power-Crater engine in a new "F" series unit.



himself how we build quality. Showing him a unit are (from left) J. R. Reichert, Columbus branch; Don Kuethe, Material Handling Sales; Charles Goostrey, A-C dealer; and (right) Ted Kush, Material Handling Service.



Kellogg representative C. Uldrick (second from right) visited the Harvey Works to see for



Without the assurance of dependable service facilities, most sales would never get off the ground. Allis-Chalmers can offer the customers parts through dealers, branches, and factory.

at the Harvey Works, where he saw the production line assembly work, the research, and testing facilities, the metallurgical laboratory, inspection and quality control.

He met with A-C officials at West Allis and looked into the West Allis Works' system of material handling and related record keeping.

He was told that Harvey is no mere assembly plant, but can produce 80 percent of fork lift truck components itself, more than any other manufacturer. This, of course, permits better control of the design and fabrication of the unit - important to the customer.

Also important is Allis-Chalmers "three deep" parts setup which makes renewal parts available to the customer through the dealer, the branch, and the factory - unique in the industry.

The dealer, himself, is nearby to offer quick and reliable service. It is Allis-Chalmers policy to provide service at the local level. The company has four dealers serving the southern area of Michigan.

"We realize that a sale is not closed once the equipment is in and paid for. The salesman will be returning again and again to see how the equipment is performing, and there will be periodic stops by branch and home office people," said Kuethe.

"The men directly responsible for operation of the equipment at Kellogg have been instructed how best to maintain and operate the units. We want everybody connected with it to be able to get that little bit extra from these units."

Kuethe said, "Every sale is a good sale. But there are some, because of the challenges and work involved, that make us particularly proud. This is one of them. We outsold our competitors, that's all."

YOU CAN SILENCE SIRENS

Fire sirens wailed 1167 times for the city of Springfield, Ill., last year. The efficient 106-man Springfield fire department was able to hold monetary losses to \$350,000, considered very low by the National Board of Fire Underwriters for the size of the community.

The fact remains: \$350,000 went up in smoke — and two people lost their lives.

Nationally, fire losses last year amounted to \$11/4 billion, with 11,300 persons dead. (The average for the past 10 years is 11,600 dead.) The homes struck by fire would border on one side a highway 3,000 miles long. The dead, lying head to foot, would stretch out for 10 miles.

In 1959, fire struck nearly every 30 seconds, 3,000 times a day. It badly damaged or destroyed 800 homes every day. It claimed a life every 47 minutes, 31 every day. It resulted in losses averaging

Flames Kill 11,600 Annually;

Destroy or Badly Damage 800 Homes Dally

\$3,500,000 every day.

These statistics aren't pleasant. They are all the more unpleasant because fire losses, like all types of accidents, are unnecessary. And again, like all types of accidents, Americans are safer from flames at work than they are at home.

At the Springfield Works, for example, only a handful of relatively minor fires have been experienced for each of the past eight years. In 1952, a large building was destroyed during the course of construction.

Ironically, and proving the point that nothing is completely fireproof, the building was of sheetmetal.

Much of the credit for the Springfield Works fire record belongs to the Plant Protection and Safety department and, of course, to all Springfield Works employes. This success is based on this cardinal rule—a fire hazard removed is worth more than all the fire trucks in Springfield.

But, in the event of fire, available are 680 extinguishers, plus hose lines and sprinklers. The city of Springfield fire department can be on the spot in three minutes.

A call from Allis-Chalmers brings in every piece of equipment except one. Fortunately, it's rare when the department need be called.

Fortunately, it's rare when the department need be called.

Many of the same practices that keep plants like the Springfield Works safe can be applied to the homes of its employes, said Springfield Deputy Fire Chief John Maher.

Maher said, "Your company teaches

Smoking in bed? Enough said. An hour later you could be dead. Ed Poludnick, Springfield Works employes, knows better. In fact, he doesn't ever smoke, But he and his family willingly cooperated to dramatize both the do's and don'ts of fire prevention.

Deputy Fire Chief John Maher shows the Poludniaks how to operate a fire extinguisher, which should be standard equipment for every home. Sand, a hose and pail for water can also come in handy.



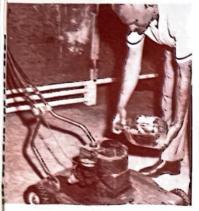
Panic is a big fire hazard itself. Every family (boby sitter, too) should have alternate escape routes planned in case fire blocks entrances.



The modern home's vast array of electricity-consuming devices can easily overload circuits. Wiring under rugs also is dangerous.



Motches within reach of youngsters like Don, 6, and Tom, 9, is asking for trouble. Keep them out of sight, and preferably in metal containers.



Glass containers for flammable liquids are particularly hazardous because of possible breakage. Fumes are easily ignited.



Tight fitting pipes are essential to a safe home. This check of a pipe from a gas heater shows that all's well.



Maybe you'd scratch your head, too, if confronted by this mess. It's really inviting fire to strike and destroy.

You Can Silence Sirens

that safety is an 'Everywhere ... all the time' proposition. That is particularly true of fires, which can happen when you are awake or sleeping.

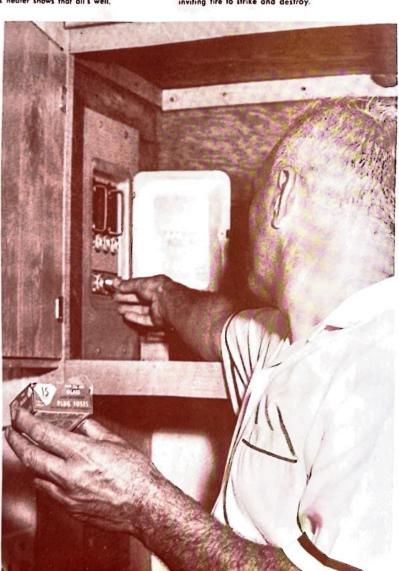
"In an industrial plant, more hazards do exist, but trained people are always around to cope with these hazards. In a plant, there are thousands of eyes to spot a fire, and guards are on duty 24-hours a day.

"If we had the same awareness of potential fire hazards in the home, and made plans to cope with them, the staggering national fire loss would be far less.

"The photos on these pages should help Allis-Chalmers employes with their own home fire prevention program."

The photos were taken at the home of Ed Poludniak, a fireman at the Spring-field Works Power House. His home was a model residence with respect to fire safety practices. The fire "hazards" were manufactured.

The proper fuse is a necessary safety valve — no more than 15 amps should be used for regular circuits.





The Visiting Firemen from Pittsburgh, Pa.



The trip to Milwaukee included a stop at a brewery. The waitress seemed to be enjoying the visit as much as this Pittsburgh quartet.

Retirees Join in the Fun at West Allis

The Pittsburgh retirees "felt right at home." They said it in words, but it wasn't really necessary. Any casual observer could see that they were making friends with every handshake.

In number, they were 10 among more than 1,000 West Allis retirees and their wives and husbands who turned out for the latters' annual summer picnic. They could be distinguished from their hosts only by the signs at their tables, one reading "Milwaukee Here We Come," also, by their allegiance to the Pittsburgh Pirates in contrast to the prevailing pro-Braves sentiment.

Like the West Allis retirees, they meant to have themselves a good time, and did.

Headed by club president Jack Wingerson, the eight retirees and two wives had arrived on a Monday evening. When they left the following Friday they had picnicked with the West Allis people, toured the plant, the Milwaukee county parks, harbor area and other points of interest, a famous Milwaukee brewery, and watched the Braves in action against the St. Louis Cardinals at Milwaukee County Stadium.

Near the end of their Milwaukee visit.



More than 1,000 West Allis retirees turned out for the annual picnic, the largest in the history of the Oldtimers club. Plates and bowls of food, eaten in a shoded state fair grounds area, disappeared quickly before hearty appetites.



Wingerson, speaking for the group, said, "They can't get through talking about the wonderful reception they've received. I think they enjoyed the picnic here as much as they will enjoy their own at home. I don't think any other company will do for their retired employes what this one does."

For Lawrence Boucher, West Allis Works retirement counselor, the manner in which the visitors banded together for their trip to Milwaukee served to bolster a pet theory: retired Allis-Chalmers employes, wherever they come from, like to get together with people they have worked with for years.

Boucher said, "We find that people who have worked for Allis-Chalmers a good part of their lives don't want to cut themselves off from the company completely. This explains why so many of our plants have formed retiree clubs whenever it has been practical."

At West Allis, where 1800 persons

are on retirement, meetings are held twice a week, with the exception of the summer months. The regular meeting date on Tuesdays attracts an average of 300 persons. On Thursdays there is the informal card session.

"I've heard people remark," said Boucher, "that these meetings are the only place they can see many of their old friends.

"Retirees make friends fast. In a plant the size of West Allis, active employes





Prizes abounded, Mrs. Paul Warren received a gift from Lawrence Boucher, retirement counselor. She was a lucky winner at the bingo table.



Ray Roderick fulfills what is the secret ambition of many people — propping up feet on an executive's desk and settling back in his chair. This took place during a tour of the plant.



Three presidents got together for a chat at the picnic—(from left) Jack Wingerson, Pittsburgh Retiree club, R. S. Stevenson, Allis-Chalmers, and Art Rohde, West Allis Retiree club.



Bill Haese, (left) a retiree himself, served as a guide as the Pittsburgh men toured the plant. This was a highlight of the trip for the men, who have between 13 and 45 years of service with A-C.

will talk to other employes over the phone without ever meeting them in person. When they finally see each other at our retiree meetings they become arms-around-the-neck-friends."

Boucher told of four West Allis employes who never met while working. All had gone to Tuscon, Ariz., and lived within a mile of each other. The Personnel Service department put them in contact with each other, and they are now good friends.

Although retired employes clubs help fill the gap left by the void of a full workday, they can only do part of the job, Boucher admits. "The happiest retirees are those who have prepared for it with activities of their own.

"One man told me that after he retired he had planned a schedule of things to do for a six month period. Now he tells me he is falling behind and is finding more things to do all the time. That's the way it should be.

"Retirement is the time to do things you've never had a chance to do. These people from Pittsburgh have the right idea."



A bottle of pop, a sunny day and a bingo card helped make for a pleasant outing for the aldtimers. The company's contributions toward retirement — a total of nearly 13 million dollars in pension and social security payments last year alone — also helps bring peace of mind to the more than 3,100 now retired.



Beautiful flowers never fail to attract the ladies. Mmes. Harris and Wagner enjoyed the sights at a Milwaukee park which specializes in floral displays.



No, Nick Huckestein didn't club his companion Bill Steidle. He was only demonstrating that these oldtimers are still very young at heart.



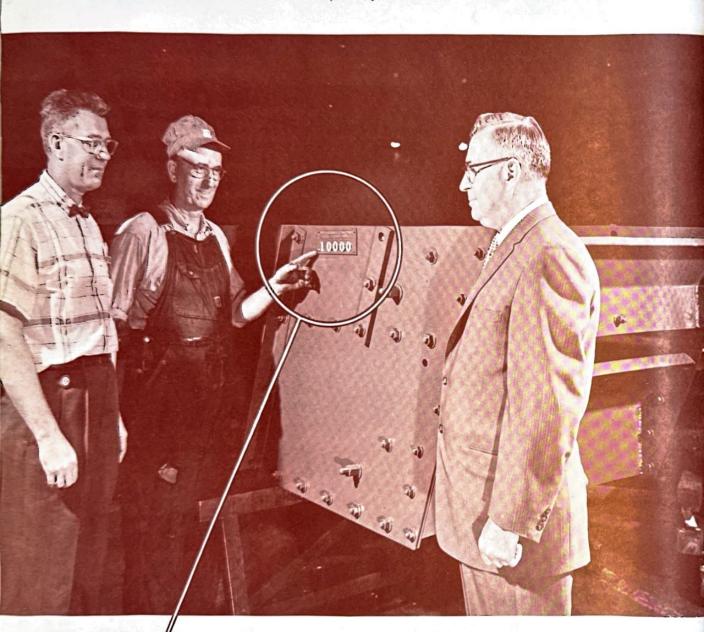
There are many ways to beat the sun, and this enterprising wife of a West Allis retiree found one of them. Her smile reflects the spirit of the day.

a.c scope

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10,000 vibrating screens in 30 years

Assembler of more screens than any other employe, Joseph Gerich (center) of the West Allis Works proudly notes the 10,000th vibrating unit to be manufactured by the company domestically. With him are Norbert Wilhelm (left), assistant superintendent, and J. E. Dunn, veteran screen engineer. These vibrating screens have ranged in size from a 30,000-lb unit, capable of processing 1800 tons of limestone an hour, to a 9 x 12-inch laboratory model. A-C has been in the vibrating screen business about 30 years.