

ALLIS-CHALMERS  
**SCOPE**  
FALL 1965



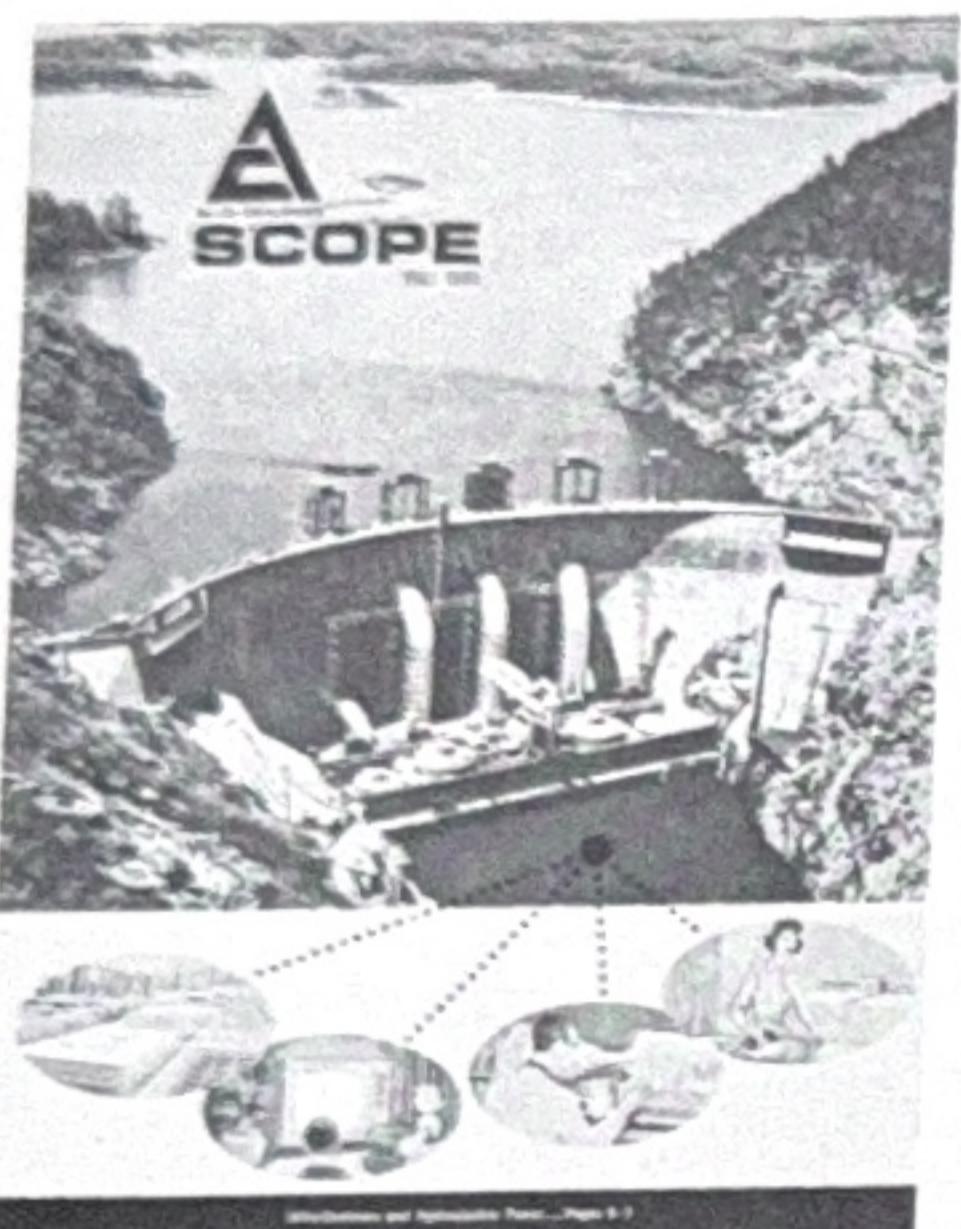


**ALLIS-CHALMERS**  
**SCOPE**

Magazine of Allis-Chalmers People

Jack Pearson ..... Editor

Published by Information and  
Community Services, Employee and  
Community Relations Division,  
Allis-Chalmers, Milwaukee, Wisconsin 53201.



**COVER PHOTO**

What are the hundreds of thousands of uses for electric power today? Have you ever stopped to think of what your day would be like without it? Our cover picture is of the Smith Mountain Hydroelectric project near Roanoke, Virginia. We are furnishing reversible pump turbines for the dam, which, when completed later this year, will have a generating capability of 440,000 kilowatts.

**CONTENTS**

- 2 *A-C Executives at Work*
- 5 *New Ideas, Methods, Products Keep Hydroelectric Business Alive*
- 8 *A Half Century of Progress*
- 12 *Social Security Amendments*
- 13 *Service Award Revisions Announced*
- 14 *New Trademark Greeted from Coast to Coast*
- 18 *Photos of Interest*
- 19 *Who is "The Company?"*
- 20 *United Fund Message*

# *A-C Executives at Work*

## **Sessions Offer Opportunity to Tell of Company's Unique Combination of Capabilities**

*"The Sales Department is not the Whole Company but the Whole Company Better be the Sales Department."*

The slogan above has long been a favorite with W. J. Klein, Marketing Services and Public Relations director and vice president; so much so, that he has it prominently displayed in his office.

This article is not a pitch for the sales departments. Rather, it is an account of a unique and highly important Company-wide product promotional program — one utilizing the talents of our executives in face to face sessions with top executives of other industrial firms.

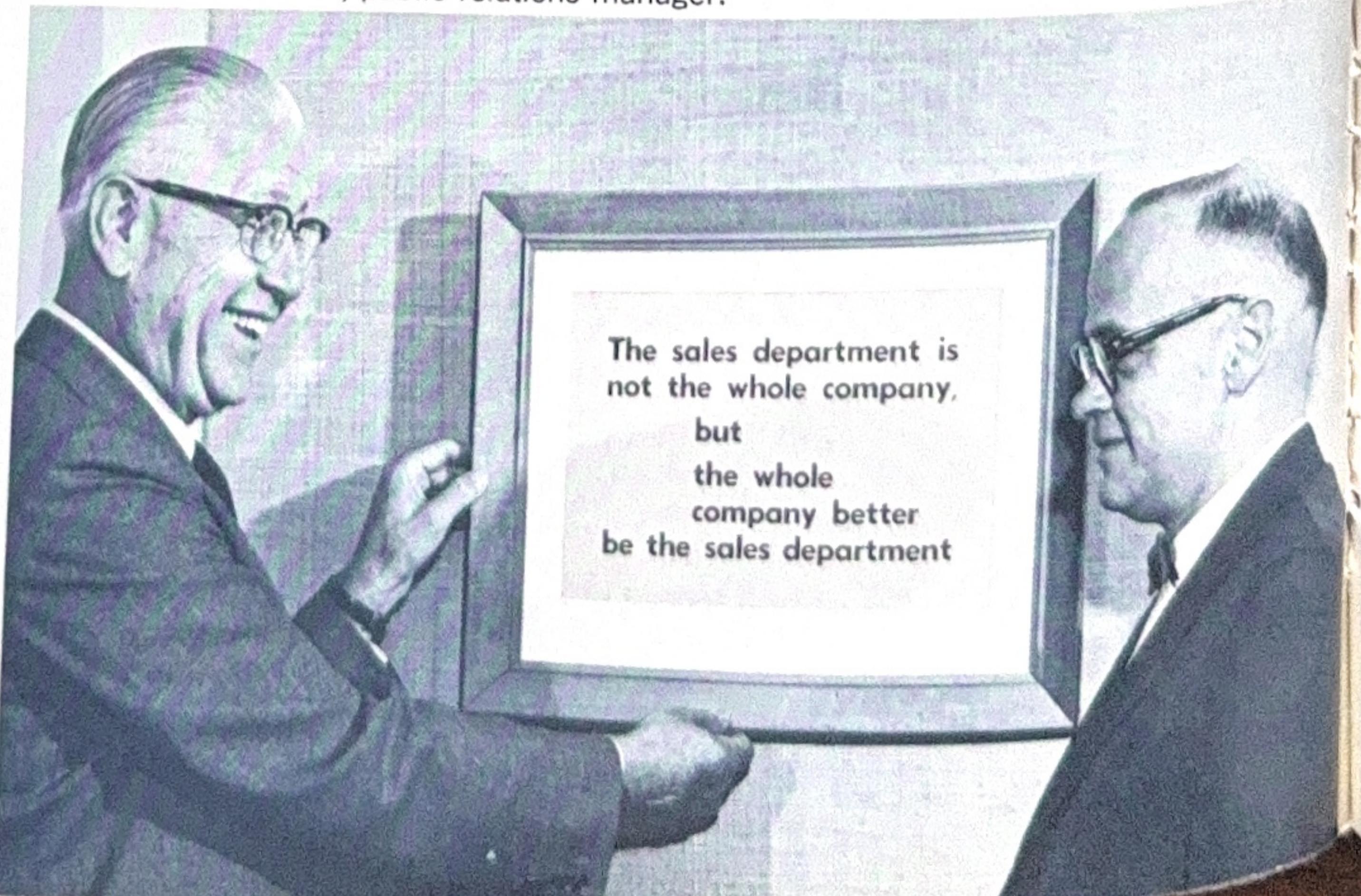
Manufacturing companies today are more diversified than ever before. Allis-Chalmers, for instance, manufactures over one thousand products, for dozens of different markets. It has become increasingly more difficult for one company to be completely informed about another — to know about the variety of goods it buys and the markets in which it offers products.

As an example: The "Brand X" manufacturing company of Chicago, Illinois, has long been a customer of ours, for valves, regulators, switchgear and motors. In the past ten years, however, "Brand X" has more than doubled in size, has added new lines, is building new plants, is buying from more and more suppliers.

Wouldn't it be possible that it just might be interested in more of our electrical equipment, such as generators, circuit breakers or motor control centers; or perhaps our lift trucks; or if the firm is erecting buildings and clearing land, our motor graders or tractor loaders; or, in short, might not the purchasing agents be interested in any of hundreds of our products? They might, if they knew more about products built by this Company, and knew that the quality, performance and price was better than or at least competitive with what they had been buying from another firm.

Another point: Salesmen, distributors and dealers regularly sell to many customers, but in many cases they

**W. J. KLEIN**, (left) director, Marketing Services and Public Relations division and vice president, points out one of his favorite slogans to A. B. Leech, public relations manager.





EXECUTIVES from Allis-Chalmers and A. O. Smith paused for a moment during their recent meeting for this informal picture.

don't get to see top management of the larger companies.

Which brings us back to our executive promotional program.

This program assists our selling organization to get the A-C story all the way to the top. Both companies benefit when they learn more about one another.

Top executives of Allis-Chalmers met with leaders of Kaiser Industries in Oakland, California in May 1964 in the first of the current series.

Kaiser is very similar to Allis-Chalmers in that it is extremely diversified, a "multi-company" company.

The meeting included a comprehensive slide presentation depicting the various Allis-Chalmers products and services.

In conjunction with the opening talks by A-C executives and the slide presentation, a new and highly informative Company brochure was used. This brochure was planned and produced by Marketing Services in three segments: the first described the Company's organization and the markets we serve as well as our product scope; the third outlined production facilities at our various plants; while the second section told about products we build and Kaiser buys.

This second section is revised each meeting, of course, to tell each customer how we can help solve his problems with our capabilities, products and services.

After the general meeting with Kaiser in the morning, individual meetings between various divisional

leaders were conducted during the afternoon.

This first session with Kaiser proved highly successful.

Following this, there were meetings with three of the nation's largest paper companies — International Paper Co., Union Bag-Camp Paper Corporation, and West Virginia Pulp and Paper, all in November in New York City. For the mining industry, meetings were held in April 1965 with the Anaconda Co. and the American Smelting and Refining Co. On July 27 in Washington, D.C., we met with leaders of the U.S. Atomic Energy Commission; and

(continued on next page)

THIS DRAWING appears early in slide presentation.

**MAJOR MARKETS SERVED by ALLIS-CHALMERS**

- INTERNATIONAL
- DEFENSE      • PRIMARY METALS
- PAPER      • AGRICULTURE
- FOOD      • SHIPBUILDING
- AGGREGATES      • PETROLEUM
- CONSTRUCTION      • CEMENT
- WATER and SEWAGE      • RUBBER
- ELECTRIC UTILITIES
- MATERIALS HANDLING
- GENERAL INDUSTRIES
- LIME      • CHEMICAL
- MINING



CORRESPONDENCE prior to any executive promotion program is always extensive. John Graham, manager, Advertising and Promotion department, dictates to secretary Mrs. Linda Weissgerber.

## A-C Executives at Work (continued)

on August 10, with the B. F. Goodrich Tire and Rubber Co.

Late in the summer the A. O. Smith Co. of Milwaukee, Wisconsin asked that we arrange a joint corporate promotion presentation — during which half of the time would be spent on the Allis-Chalmers story, and the other half the A. O. Smith picture. This meeting, held at the Home Office-West Allis Plant, was the first reciprocal meeting of the series. It, too, was very successful.

"We were all impressed by the Allis-Chalmers program, which is an imaginative and enterprising approach to selling its products. It was helpful to learn more about your fine organization and its capabilities," commented L. B. Smith, president of A. O. Smith.

At the same meeting, Allis-Chalmers President W. G. Scholl explained, "We have many things to be proud of here at Allis-Chalmers — our history of service to the nation and the world, our varied scope of activities, our unique combination of capabilities in research, engineering and project management, and of course our people, who make all of this possible.

"These meetings help us to impart the Allis-Chalmers story to leaders of other industry throughout the nation. That baseball immortal Dizzy Dean once said, 'It ain't bragging if you can do it!' And we can do it."



DONALD LEROY, (left) manager, Industrial Equipment Advertising, offers assistance in a talk presentation to Vernon Spinney, manager, Marketing, and Frank Osterland, general supervisor, sales promotion, Merchandising, both EA & S division.

Allis-Chalmers means many things to many people. Few companies market a greater variety of products or serve so many industries. Our motors and pumps are to be found in all types of plants. Our earthmoving equipment is on construction projects all over the world. Our crushers and grinders help process vital ores. Allis-Chalmers transmission and distribution equipment is an important part of the U.S. network of power lines.

More facts discussed in the meetings pointed out that Allis-Chalmers . . .

- Last year sold over 40 per cent of the hydraulic turbine horsepower ordered throughout the United States and Canada . . .
- During 1964 participated in 14 of the 16 existing or planned extra high voltage interconnection systems in this country . . .

■ Is the only manufacturer in North America of paper machinery to assume turnkey responsibility for a complete paper mill — including buildings, papermaking machines and other equipment . . .

■ Produces equipment which processes over 80 per cent of all breakfast cereals . . .

"There's quite a story to tell here at Allis-Chalmers," and according to Klein, "We're telling it effectively in every way we can that will help sell our products.

"The executive program is of direct assistance to the marketing promotion and direct sales efforts.

"All other employes are helping to 'Sell Allis-Chalmers,' too, when they make the most of opportunities to promote the Company and sale of products among neighbors and friends in their communities."

• • •

C. E. ALDERMAN (right) and S. M. Loch of the Promotion Services department go over layout and art work for the new corporate brochure.

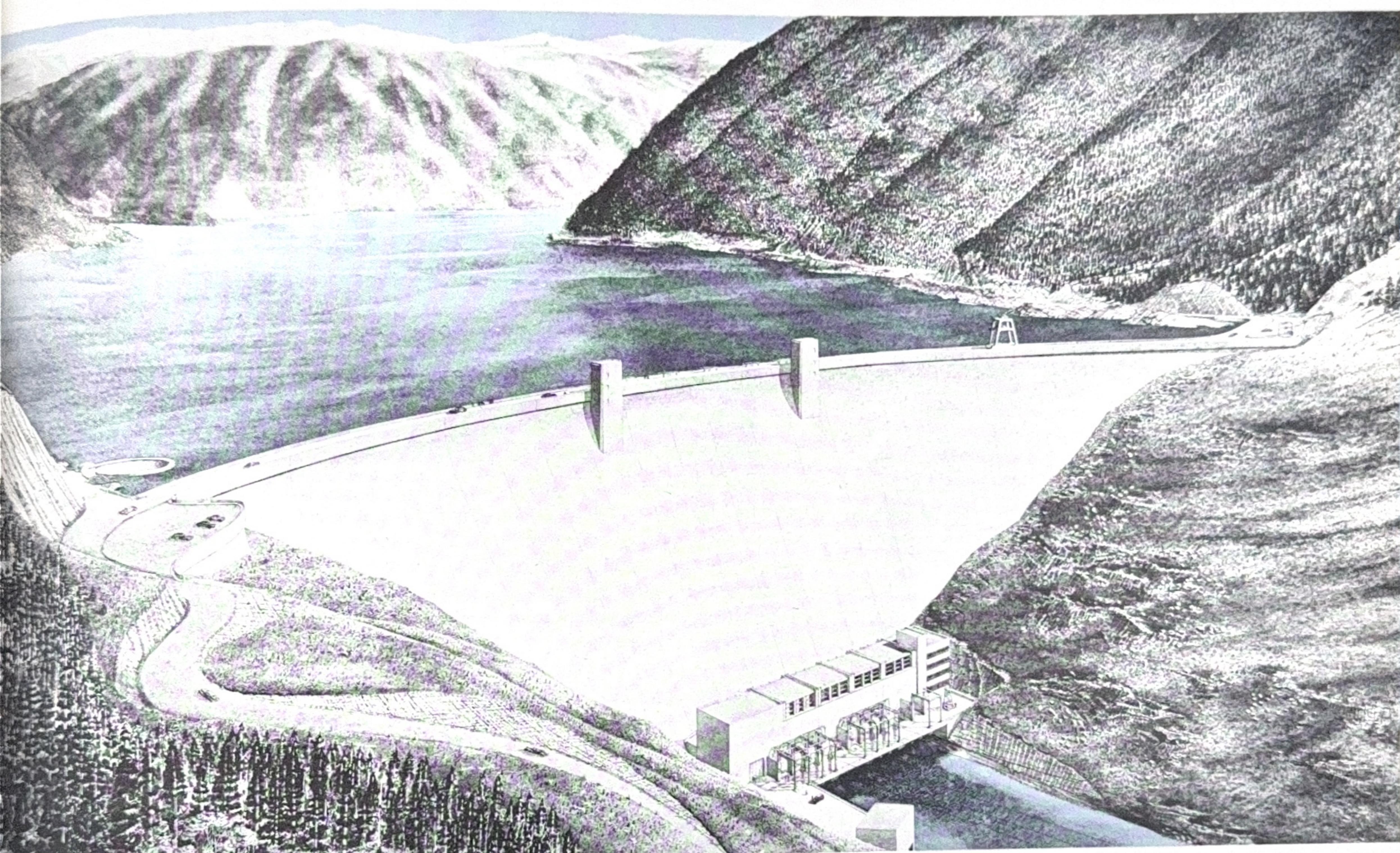


JUST SETTING UP a conference room prior to a meeting requires attention to detail. J. F. Bullock, supervisor, Visitors and Tour Bureau, adjusts the slide screen while secretary Lynn Verbugt places name cards.



# New Ideas, Methods, Products Keep Hydroelectric Business Alive

This "old man" is still full of life...



**HUNGRY HORSE DAM** and powerplant (near Glacier National Park, Montana) is equipped with four Allis-Chalmers hydraulic turbines with a total of 105,000 horsepower.

**H**ydroelectric power is a little like the man who outlived by decades his young doctor who predicted, "At his age, he can't be expected to hold on for more than a few days."

Soothsayers through the years have respectfully doffed their hats for this venerable electrical giant, while dooming it to the fate of the buggy whip, cross bow and homespun cloth.

The doctor discounted the pluck of

his patient; the soothsayers underestimated the ingenuity of men like the Allis-Chalmers engineers whose ideas breathe new life.

For over 80 years Allis-Chalmers has played an important role in the hydraulic turbine industry by manufacturing units totaling more than 40 million horsepower installed and under construction. This equipment is produced at the York Plant and the

Lachine Plant of Canadian Allis-Chalmers.

William J. Rheingans, manager, new product planning, Hydraulic Products division, has said, "Eighty years is an exceptional life-span for a product made by the same company. The fact that Allis-Chalmers hydraulic turbines continue to make significant contributions to a world hungry for electric

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## Hydroelectric power

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power is a tribute to the men and women who have created through the years a great tradition of designing and building these marvelous machines."

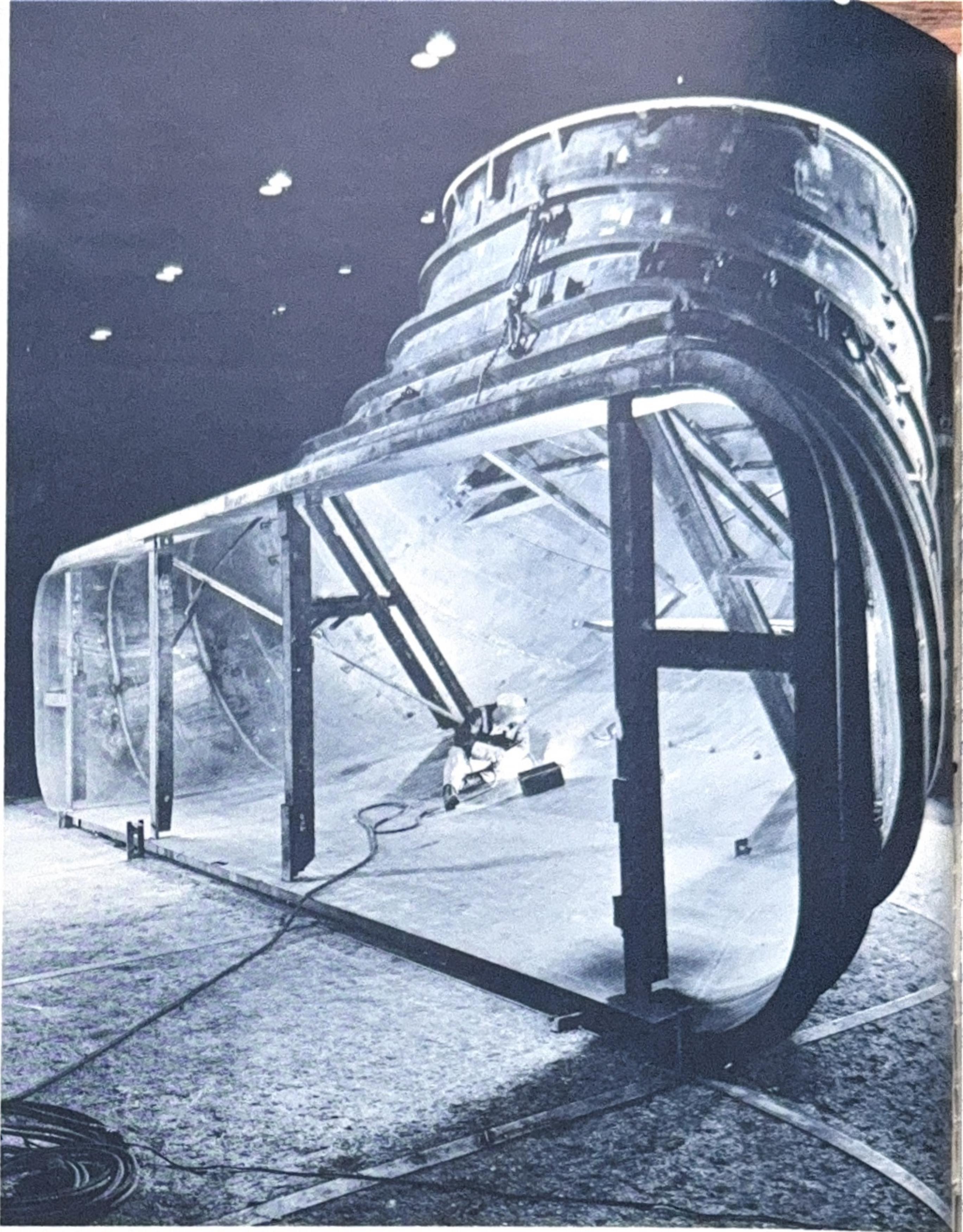
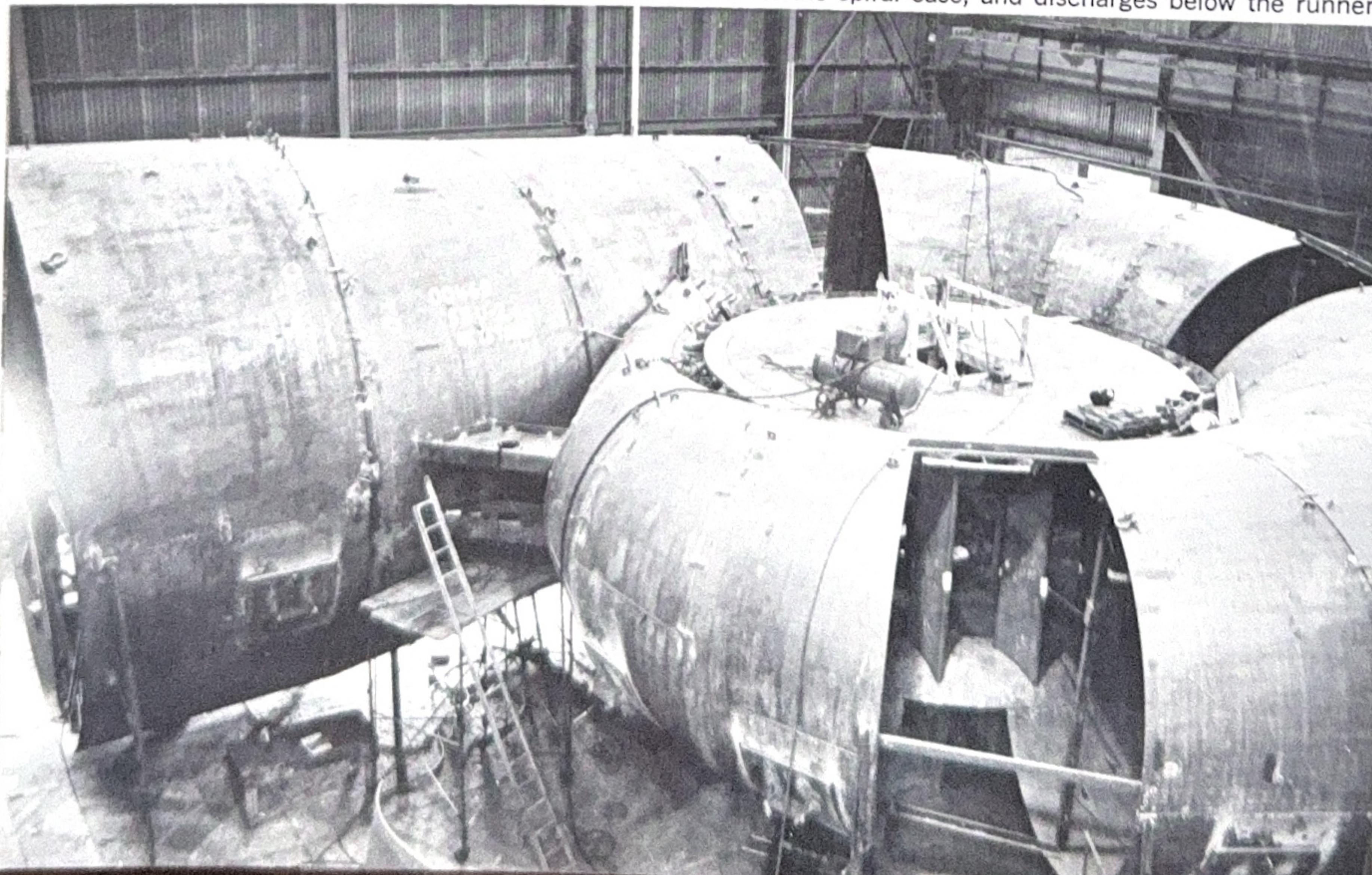
Our units dot the world in such famous locations as Hoover Dam, one of the nation's "Seven Modern Civil Engineering Wonders," the St. Lawrence Seaway Power Project; vital installations of the Tennessee Valley Authority complex; and at lesser known locations bearing the adventurous and intriguing names of Ice Harbor, Box Canyon and Rocky Reach (Wash.), Castle Rock (Wisconsin), Strawberry Creek (Wyo.), Deep Brook (Nova Scotia), McGee Bend (Tex.), Upper Salmon (Idaho), Hungry Horse (Mont.), Kaggefoss (Norway), Provinenza (Italy) and Hatanagi (Japan).

Four reasons why this power source remains important to the nation's economy were listed in a long-range National Power Survey report:

- Hydraulic turbines utilize a renewable source of "fuel."
- They do not contribute to thermal and air pollution and are very reliable in operation.
- Because of their ability to start quickly and make rapid changes in power output, they are particularly well adapted to be put into service when the demand for electricity is high.
- In many cases the development of hydroelectric power provides such associated benefits as recreation, water supply, fish and wildlife enhancement and flood control.

Stripped to its essentials, the hy-

**IN THIS SPIRAL CASE SHOP** assembly, Harry Luckenbaugh, assembler, York Plant, (center of picture), stands directly above the eventual location of a propeller type turbine runner. Water enters at the left, the inlet section of the spiral case, and discharges below the runner.



**WHAT A VACUUM CLEANER** this mass of steel would make! Actually, it's part of a 70,000 horsepower hydraulic turbine the York Plant built for the Pit-McCloud power project in northern California.

draulic turbine is remarkably simple in concept. The power "head" is obtained by constructing a dam across a river or stream channel. The available power is proportional to the height of this head. The water from behind the dam flows through the turbine water passages to the tailrace. As it does, its energy rotates the turbine shaft.

The directly connected generator produces electric current as a result of rotating in a magnetic field.

Simple, yes. But it is the refinement that designers and engineers have built into this basic idea that have saved it from the graveyard of outmoded products.

Thanks to their ideas, hydraulic turbine-generators attain efficiencies of up to 94 per cent, far exceeding the efficiencies of internal combustion or thermal generating units.

"Time and time again hydraulic engineers have found ways to improve turbines so that border-line hydroelectric developments become economical," Rheingans said.

"Our aim today is as it has always been—to lower the cost per horsepower. Hydraulic equipment manufacturers haven't been alone in this effort. While improved civil-engineering techniques have reduced the cost of dams, tunnels and underground stations, advances in long-distance high-voltage transmission are making the development of large blocks of water power in remote sites economically possible.

"The old water wheels of New England and Pennsylvania could use power only as far as a rope drive could be used. Allis-Chalmers Electrical Transmission and Distribution division has been a leader in extending the length of this "rope" over many states through its work in the transmission field. Recent work in Extra High Voltage is extending the transmission distances still further."

That essential partner of the hydraulic turbine, the generator, has also advanced in efficiency and reliability in parallel with its prime mover. Allis-Chalmers generator designers have been able to meet the special requirements of speeds and ratings of the wheels and at the same time make continuous advances in the performance of our machines.

Also contributing to the present highly efficient operating hydro units are such product improvements as rocking-contact voltage regulators, air blast circuit breakers and step feeder regulators.

Another big step in the electric equipment field was the development of automatic synchronizing systems which made possible the complete automation of hydroelectric units and stations. Today, many hydro plants are being arranged for remote control, which reduces operating costs.

Automation of hydro units also ties in with computer control of not only individual plants but entire systems.

But turbine engineers deserve their share of the limelight.

One of the major factors in recent rebirth of popularity of hydroelectric power is the development and perfection of the reversible pump turbine. The basic advantage of this machine is that it can be brought on the line

quickly to carry system peaks of varying duration or at different times. It functions as a generating unit during periods requiring peak power, and during the off-peak period functions as a pump, returning the water which was used to a reservoir for future use. While this was a relatively unknown and untried method some years ago, it is accepted today by utilities and government agencies.

Also, there is the Allis-Chalmers development in the turbine art known as the "Tube" turbine. It's a machine that makes feasible the development of certain low head hydro sites that could not be justified with conventional equipment.

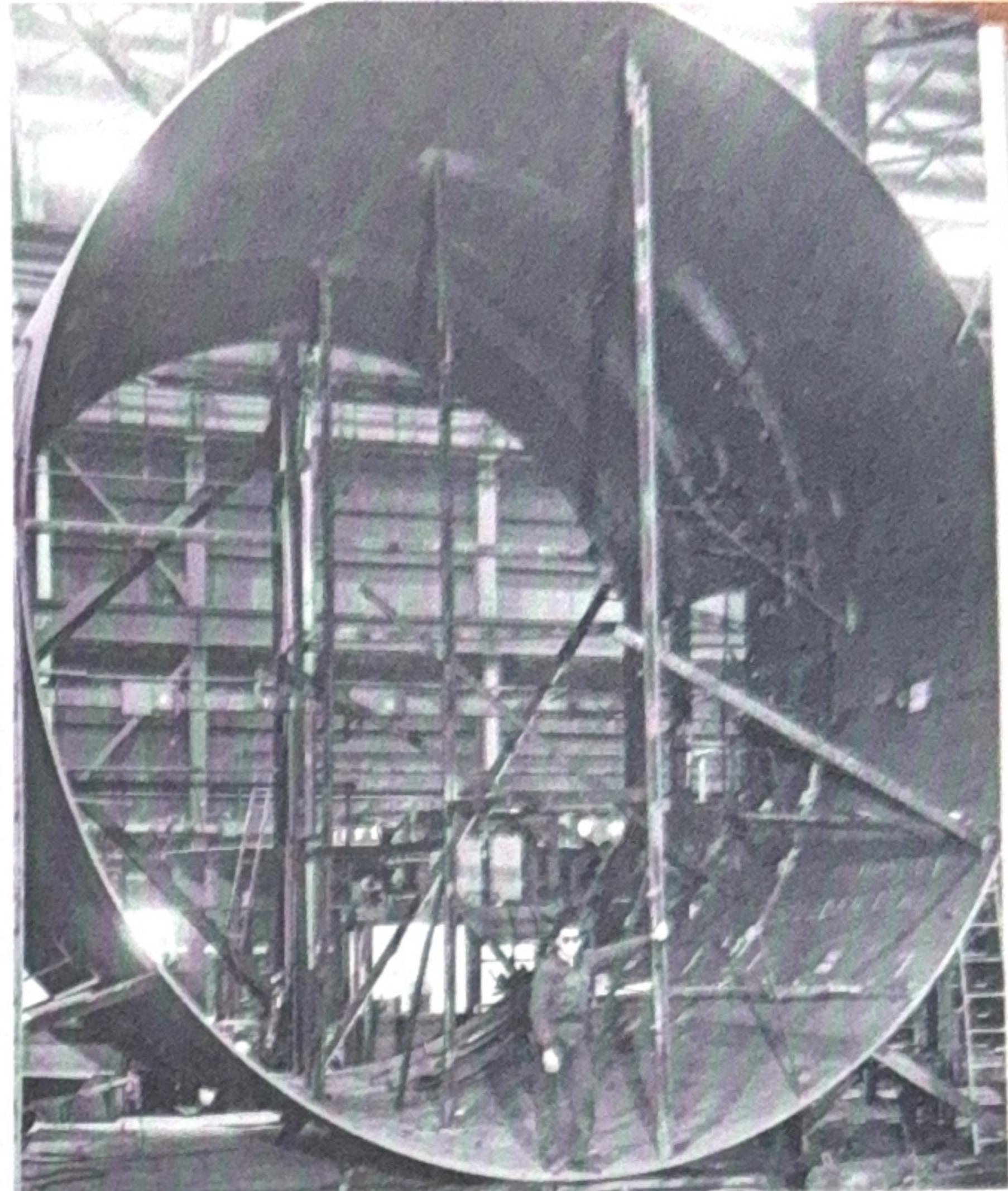
The cost of the "Tube" turbine is generally lower than for a conventional machine. Also, the generator cost is materially reduced because of its horizontal mounting. Cost estimates show that on a 45,000-kw plant with an 18-foot head, the "Tube" turbine reduces power plant construction costs as much as 50 per cent compared to costs for accommodating a vertical turbine.

Throughout the years, refinements have simplified designs so that relative sizes of equipment have been reduced without tampering with performance—while reducing excavation and powerhouse structure costs.

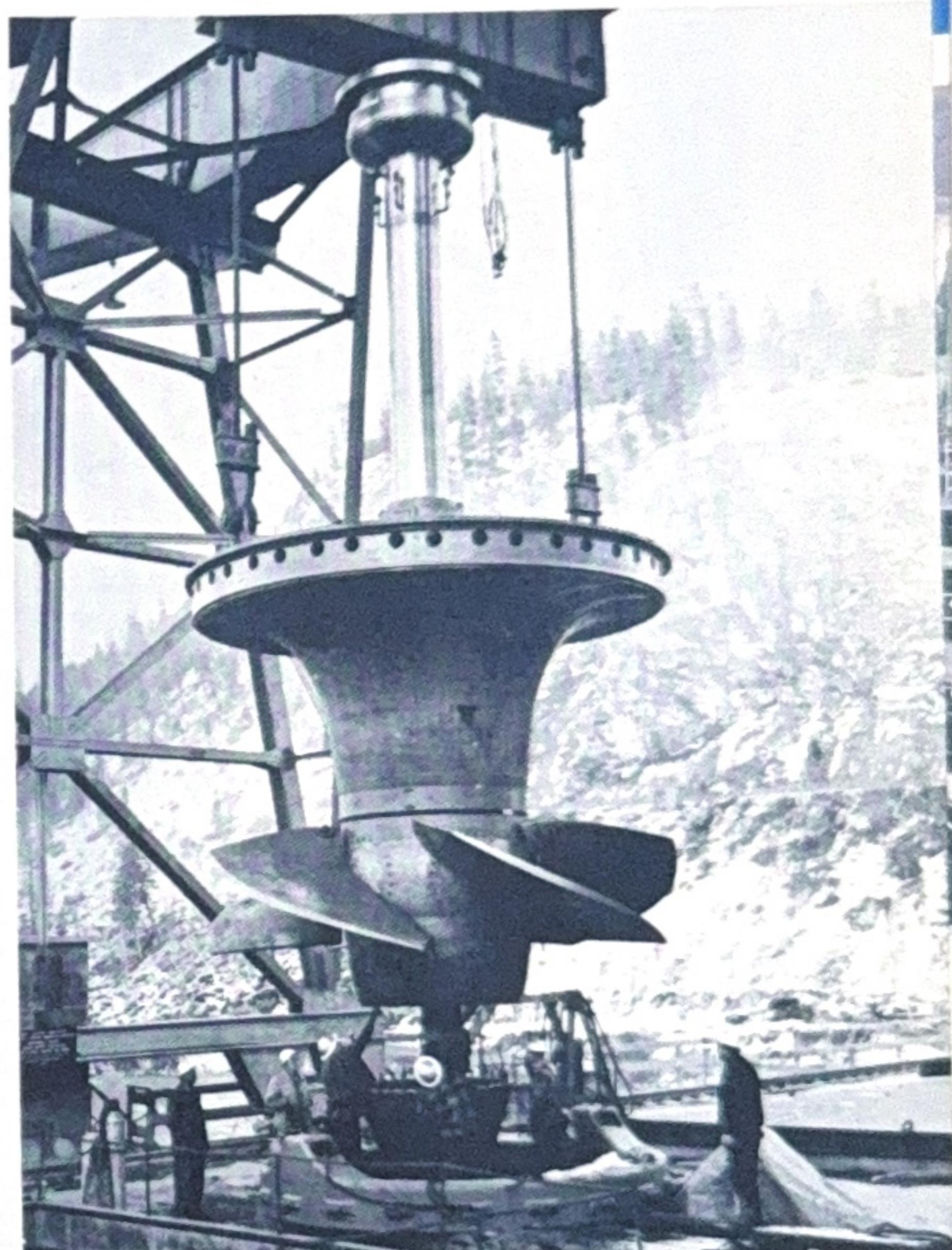
Today's headliner example of what has happened in design is the modernized Lay Dam, an Alabama Power Co. project, which will go on the line in 1966-67. York Plant will build six new turbines as replacements for existing units installed in 1914. Even discounting an increase in the power head, the new units will exceed the present capacity by 76 per cent.

Another example: a new type of fixed-blade propeller runner and internal components have increased the output of the Yadkin Falls plant, near Baldin, N. C., by 41 per cent.

"In this age of rockets, nuclear power and computers—all glamorous and tremendous achievements—it's easy to overlook the challenging and fascinating work that remains to be done by products that have been the backbone of our Company for decades," Rheingans said. • • •



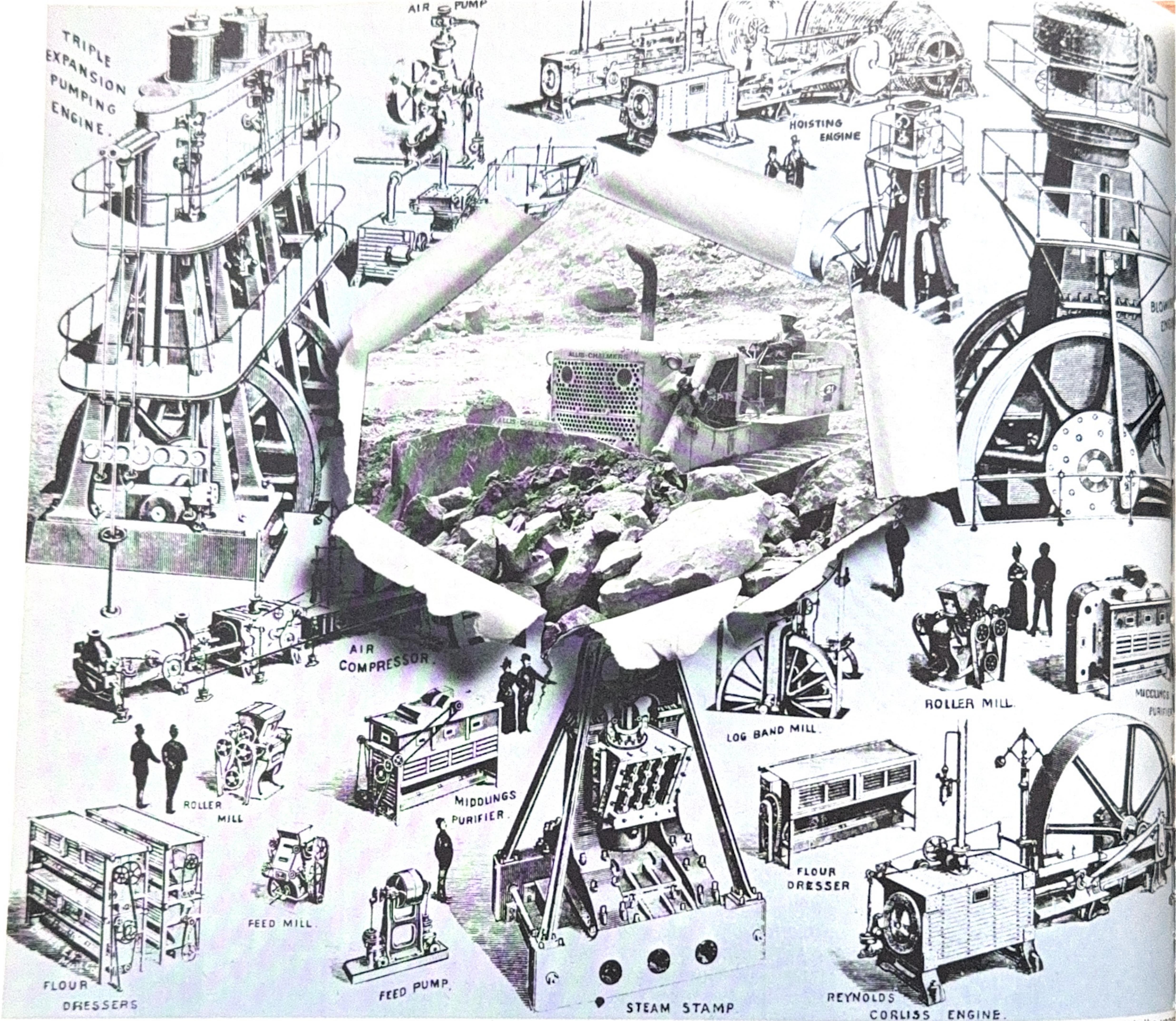
**BOILERMAKER APPRENTICE** Dennis Schmuck helps illustrate the size of a large "spiral case" inlet section, designed and built at the York Plant for the Alabama Power company's Jordan Dam project.



**AN INSTALLATION VIEW** at Box Canyon, near Lone, Washington, showing one of four propeller-type hydraulic turbines. Each unit is rated 24,500 hp.

**HYDRAULIC PRODUCTS DIVISION** general manager G. C. Hochwalt, now retired, (right) and W. J. Rheingans, manager, new product planning, discuss five year plans for the York Plant.





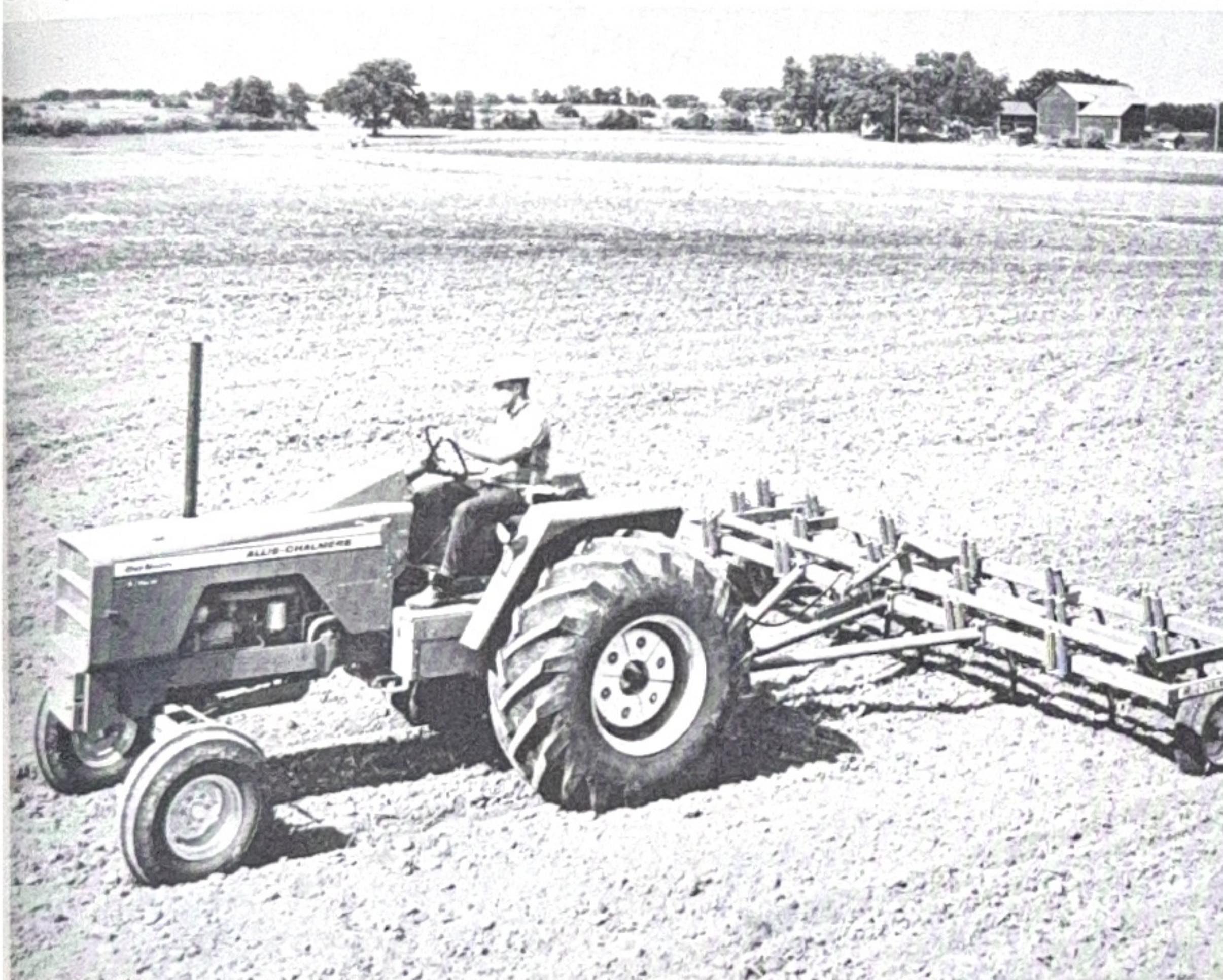
TIME STANDS still for no man . . . or product. These Allis-Chalmers products, from before the turn of the century, have been vastly improved upon through the years.

# A half century of Progress

Allis-Chalmers Products  
Change Radically in Size, Shape,  
Productivity Through the Years



**IF YOU CAN REMEMBER** this original Allis-Chalmers all purpose tractor, you're due for a 50-year pin soon. The unit was one of our Company's first tractors, in operation during the World War I year of 1915. This model was equipped with a one-bottom 16-inch plow. It had a top horsepower of 12, and worked at a speed of about 2 miles per hour. Compare it to today's sleek and powerful "One-ninety" below — 90 hp, and operational speed of up to 15 miles per hour.



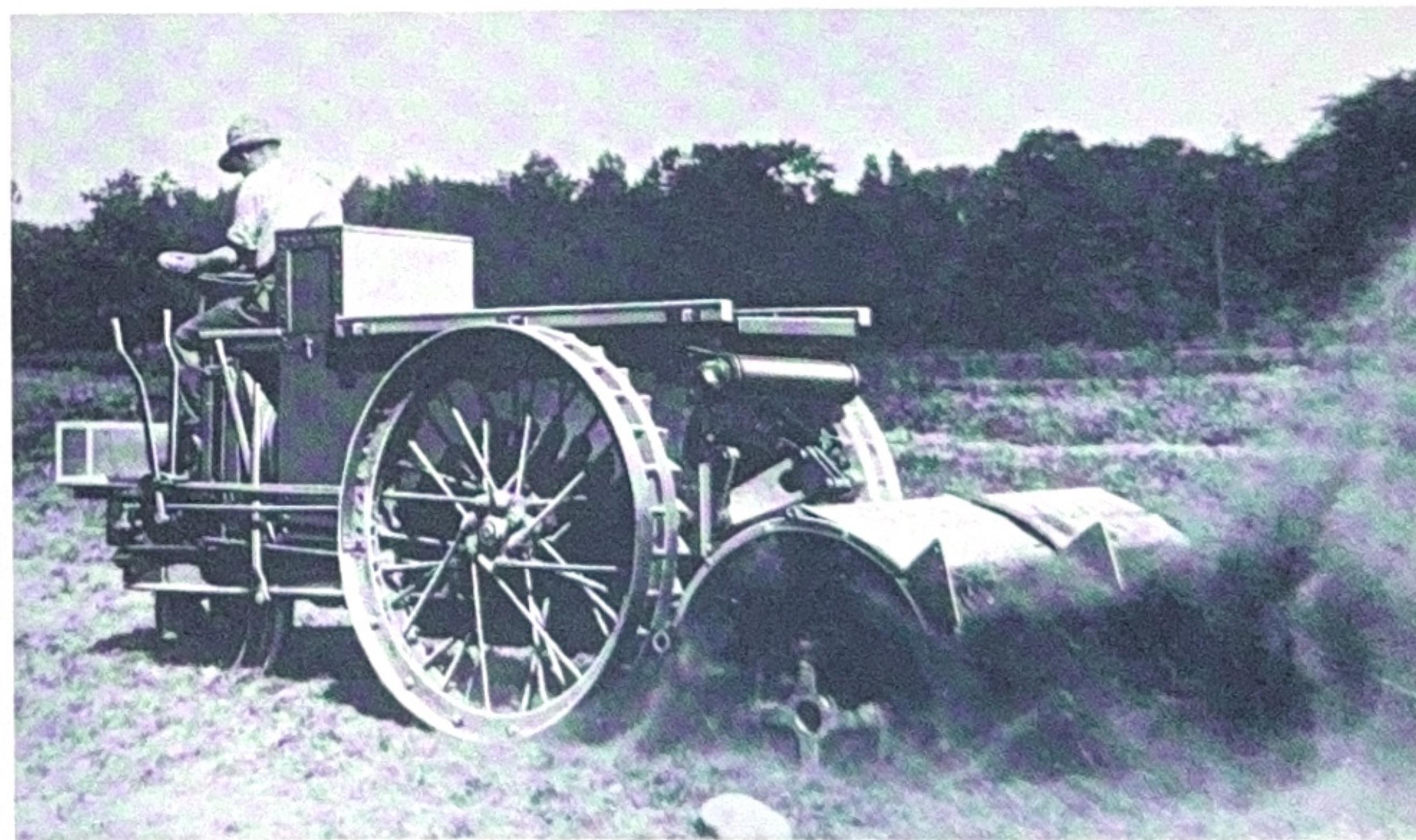
**M**ore than a century of experience and progress make up the history of Allis-Chalmers. Founded in 1847 as a manufacturer of millstones, today the Company has one of the largest and most diversified lines of products in the world.

Many products have experienced a startling transition through the years, not only in size and design, but in output and efficiency as well.

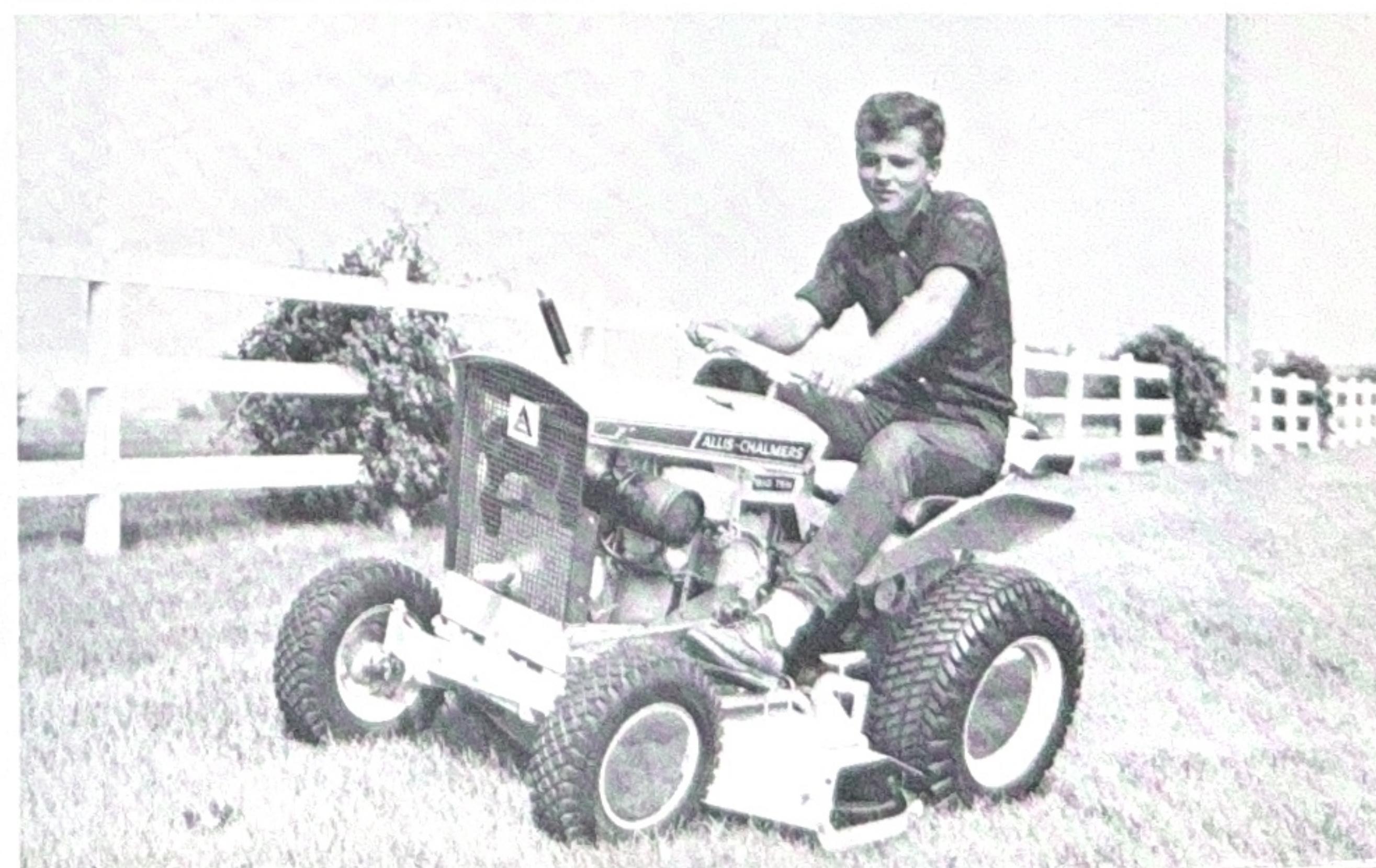
Let's take a look at how a few have changed in just the past 50 years or so.

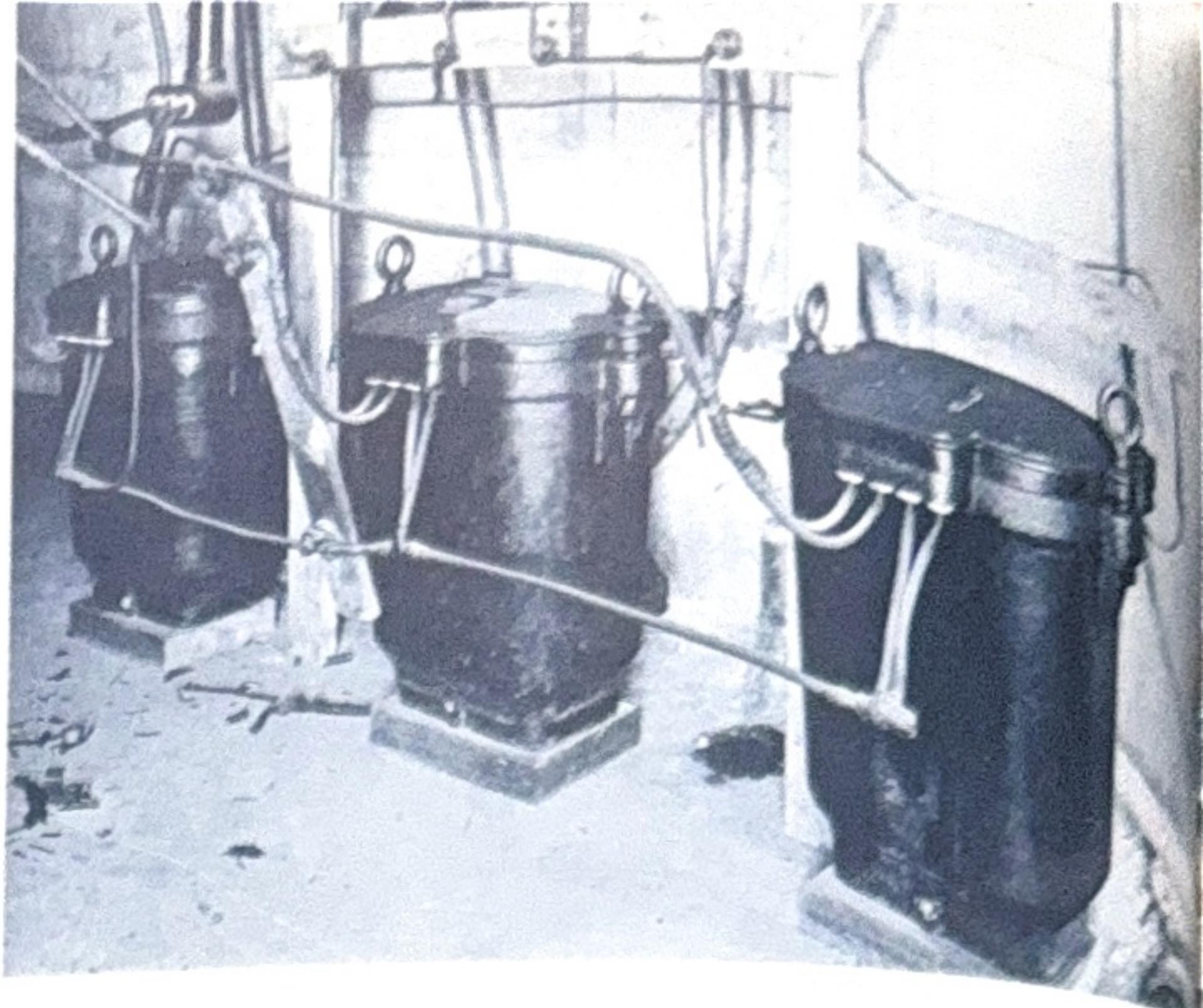
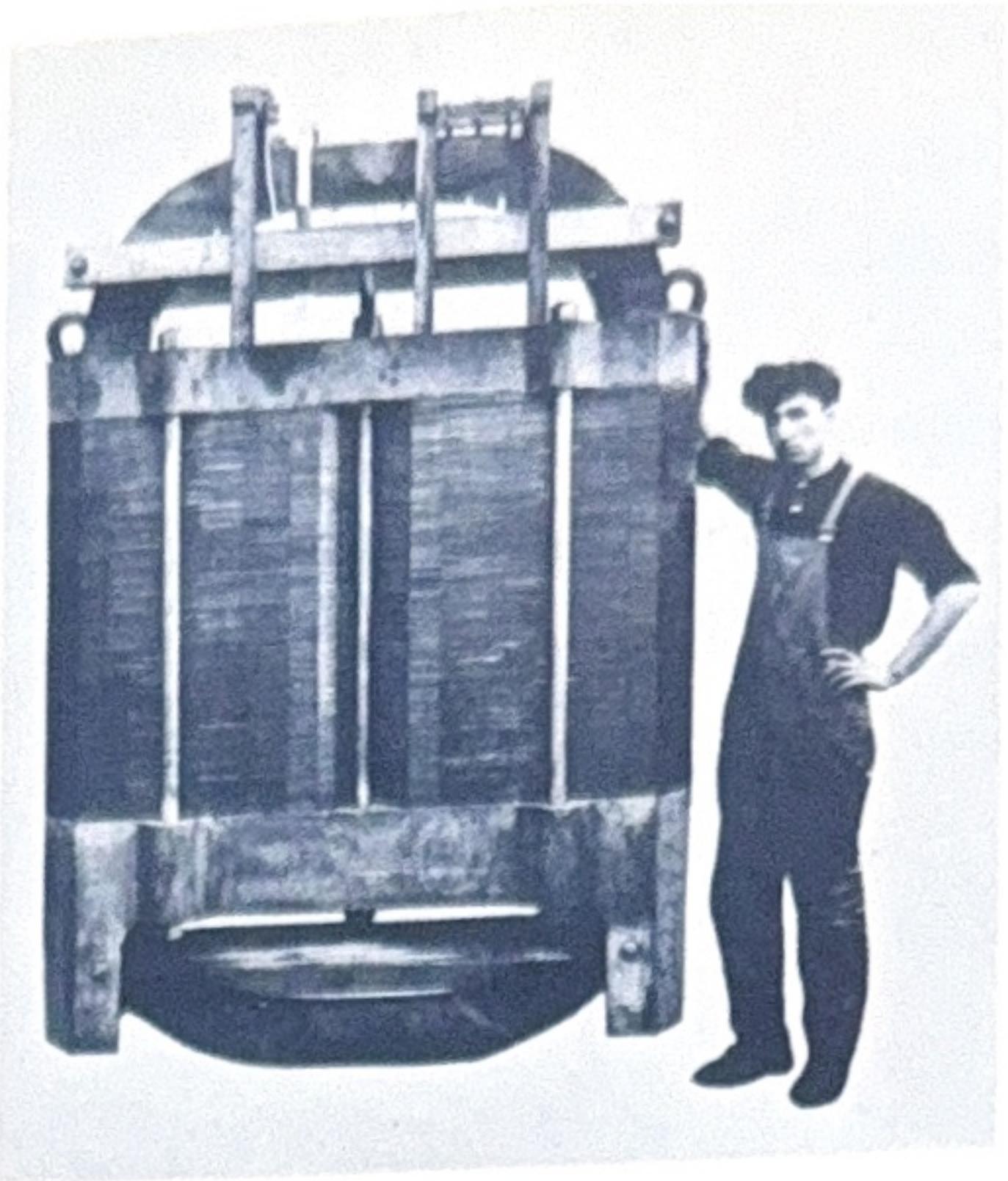


**THE TRACTOR TRUCK** of 1915 no longer exists, even in modified form. A present-day Allis-Chalmers tread product which accomplishes many more functions, with much more power and efficiency, is the 385 horsepower HD-21 Dozer, below.

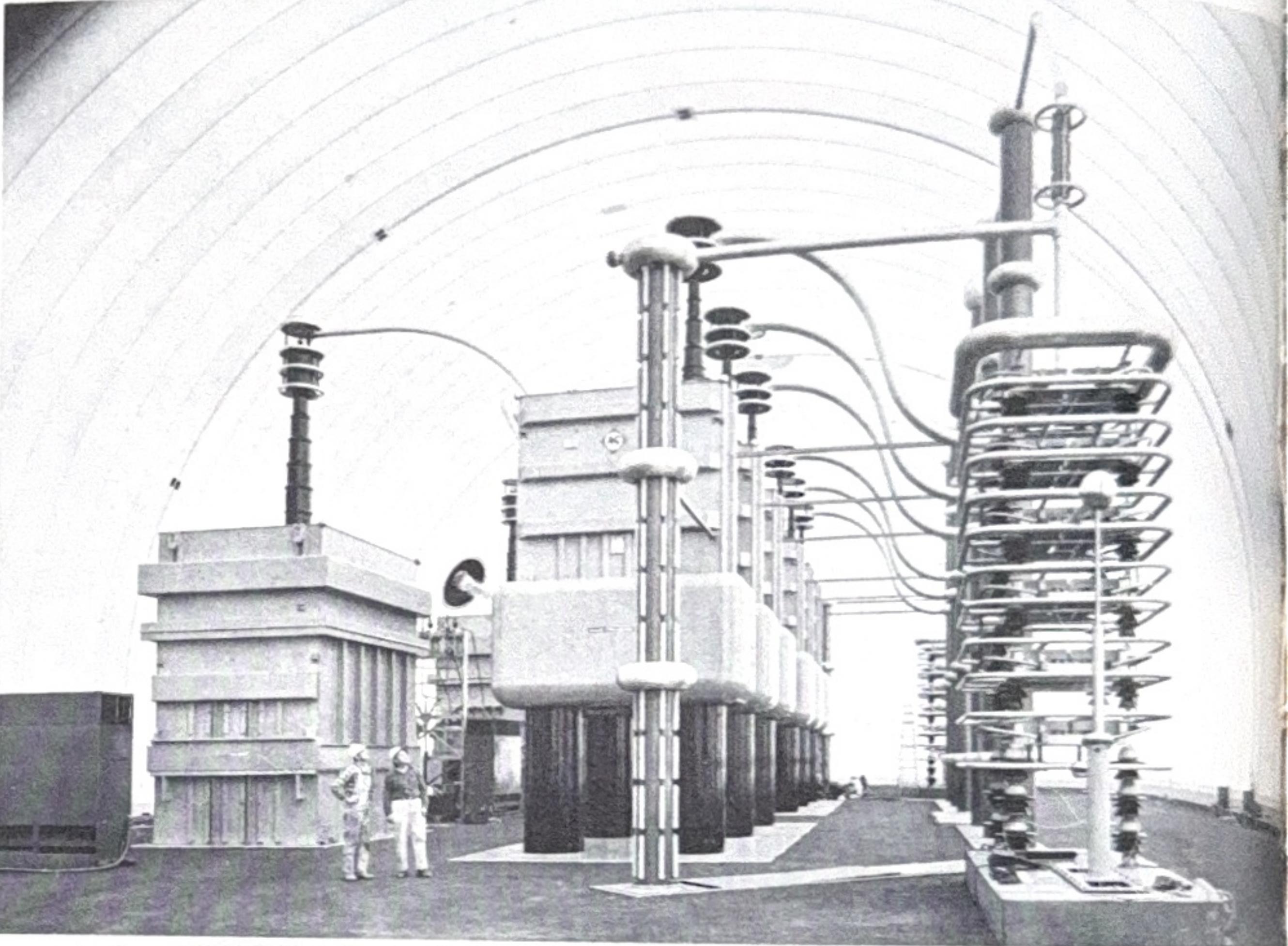
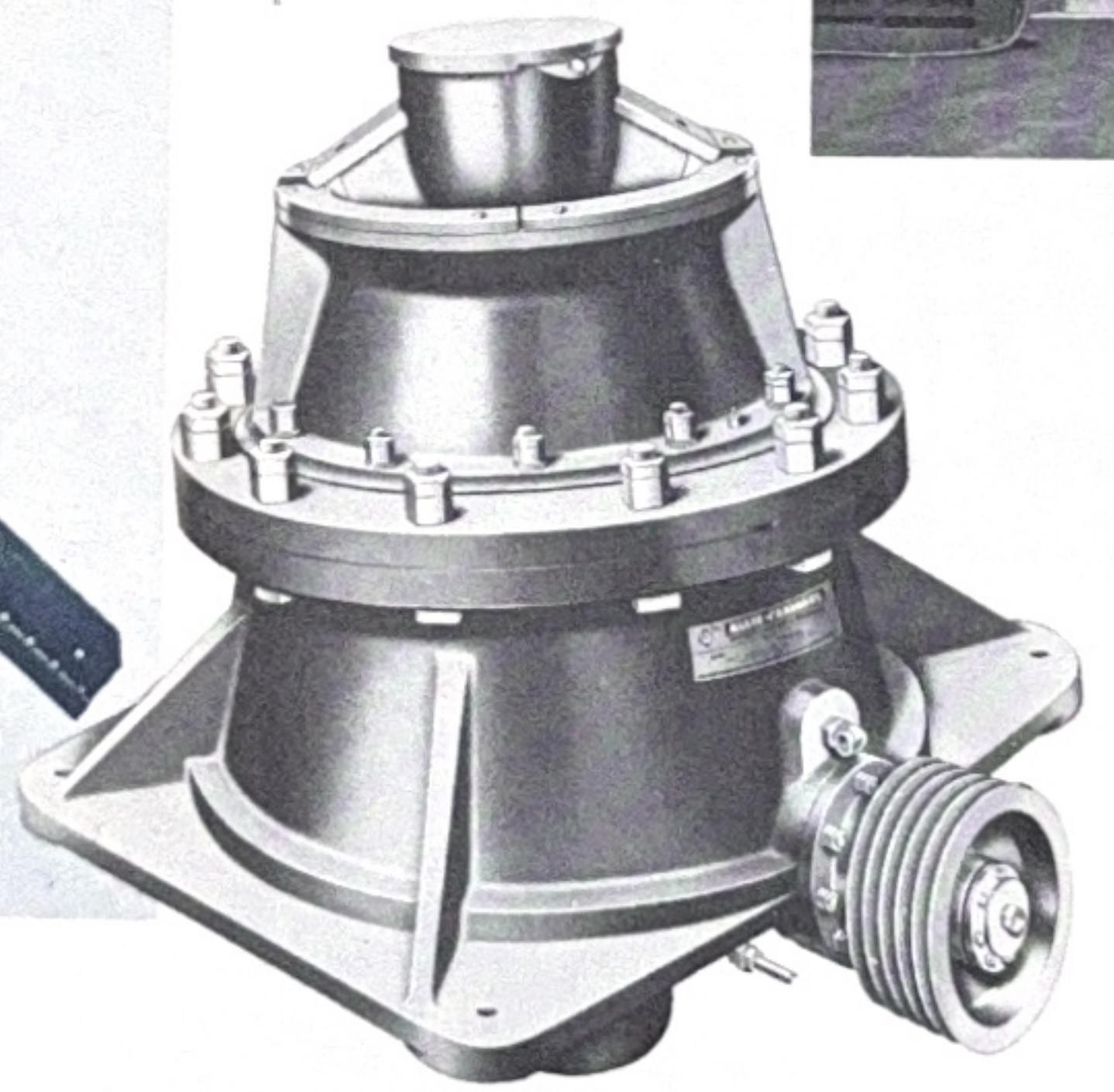
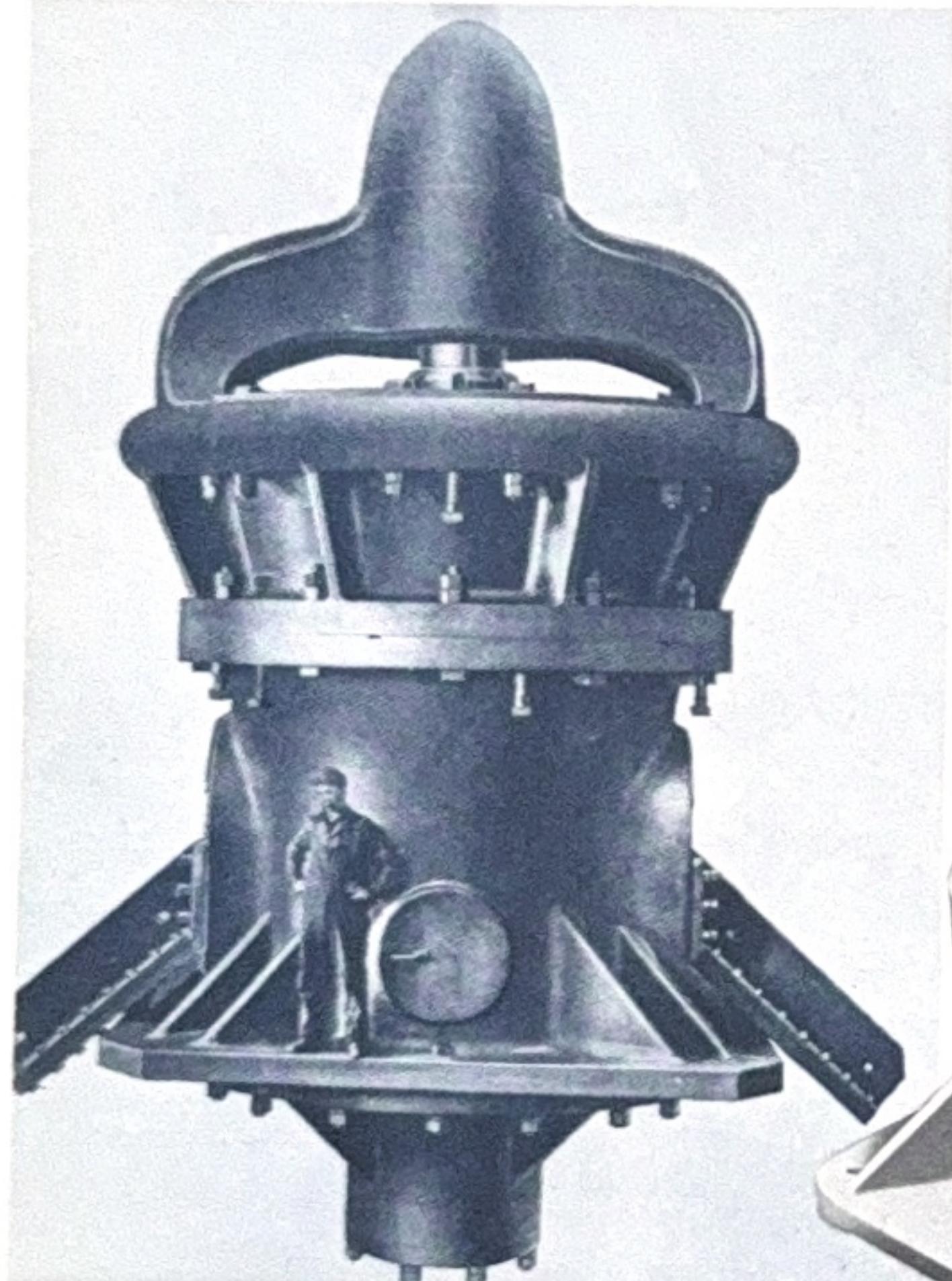


**CONTRAST THIS ROTARY TILLER** of 1915 with today's smooth and compact Big Ten Lawn and Garden Tractor. Which would you rather operate?

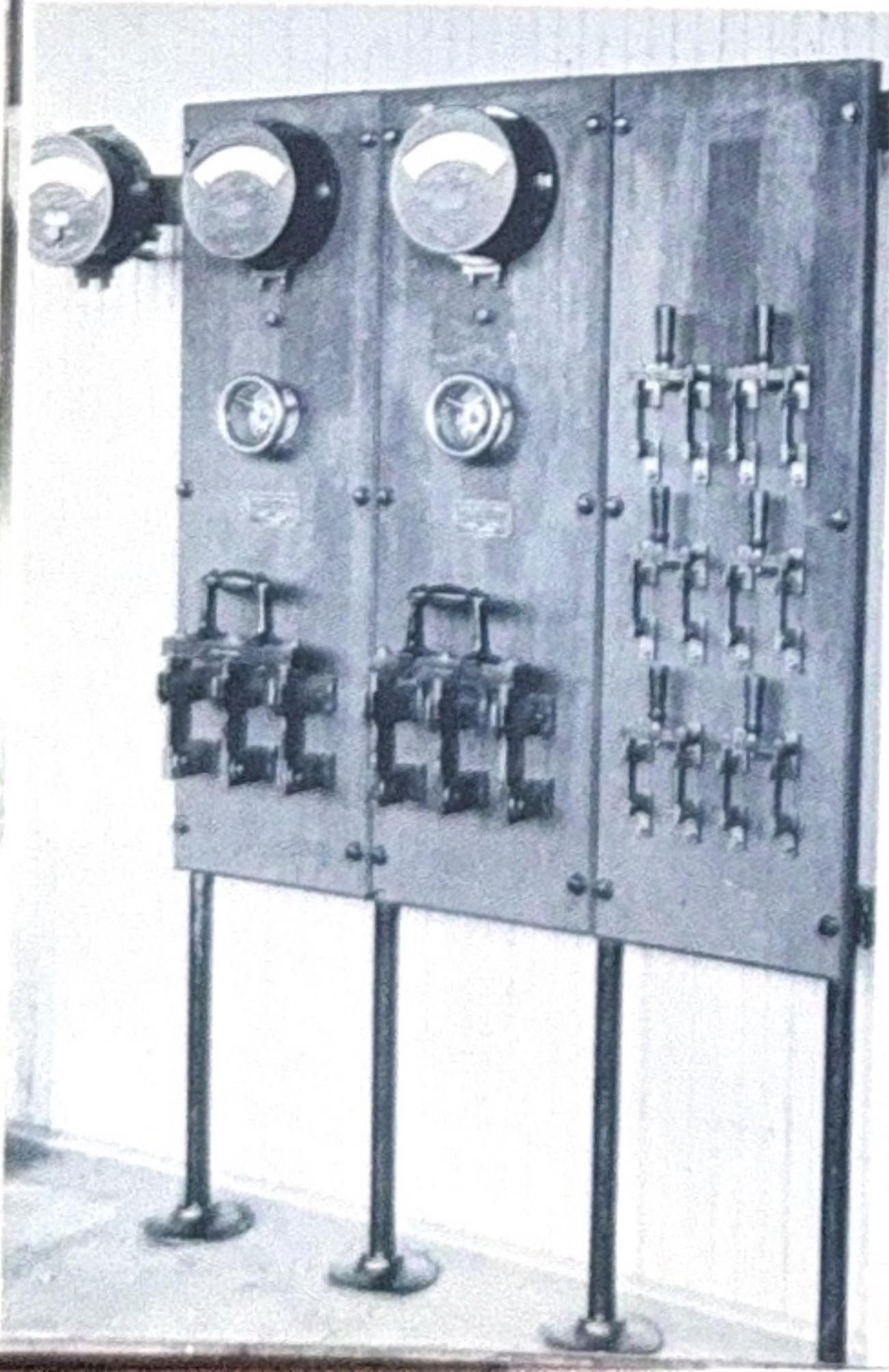




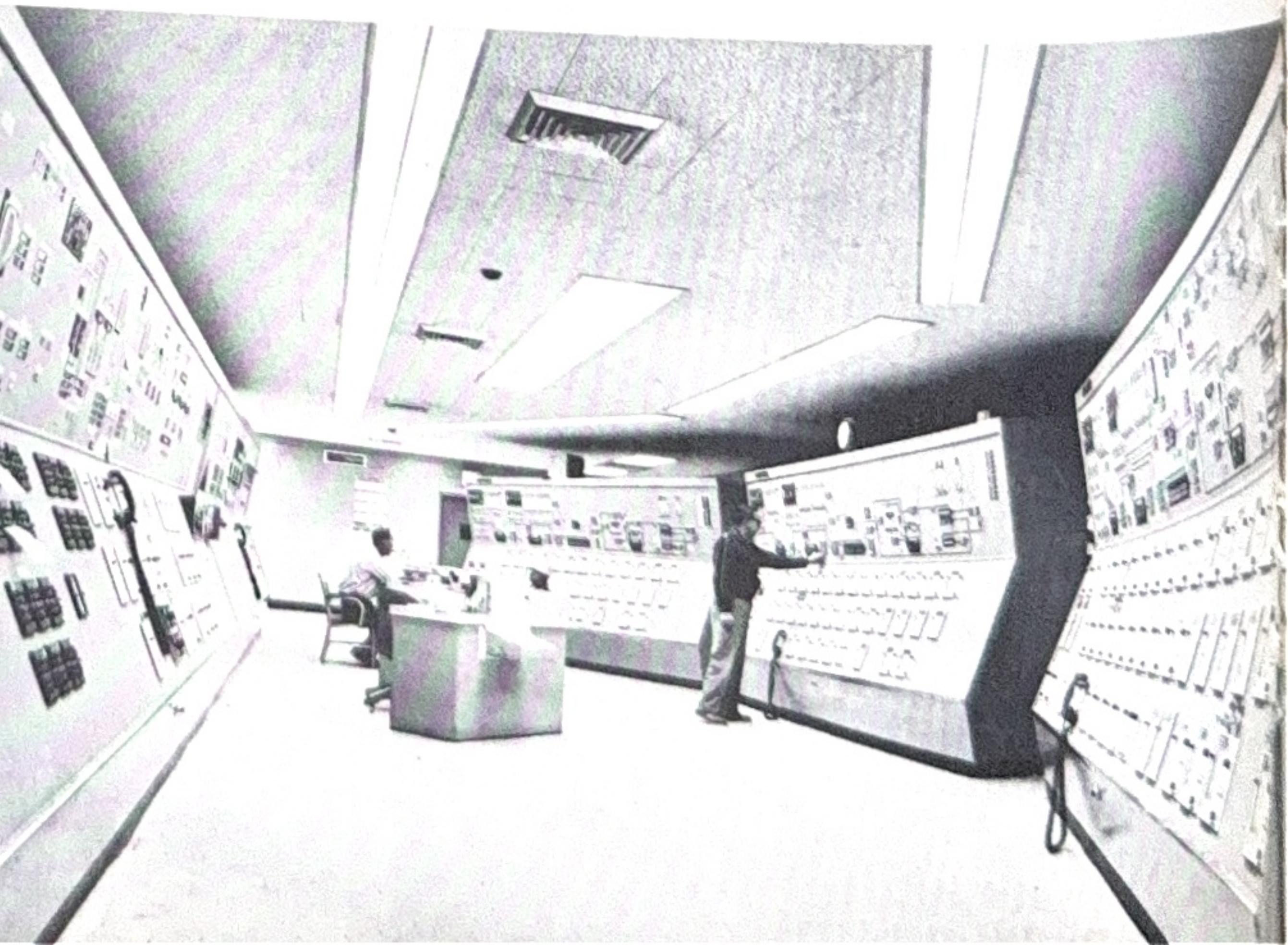
**TRANSFORMERS HAVE** undergone a remarkable change over the past half century. The two units above were rated 2000 kva, both of 1909; the picture at the right is of a lighting transformer, also from 1909. Today's futuristic look, right, right, six banks of rectifier transformers at the Bonneville Power Administration's extra high voltage test facility in Oregon.

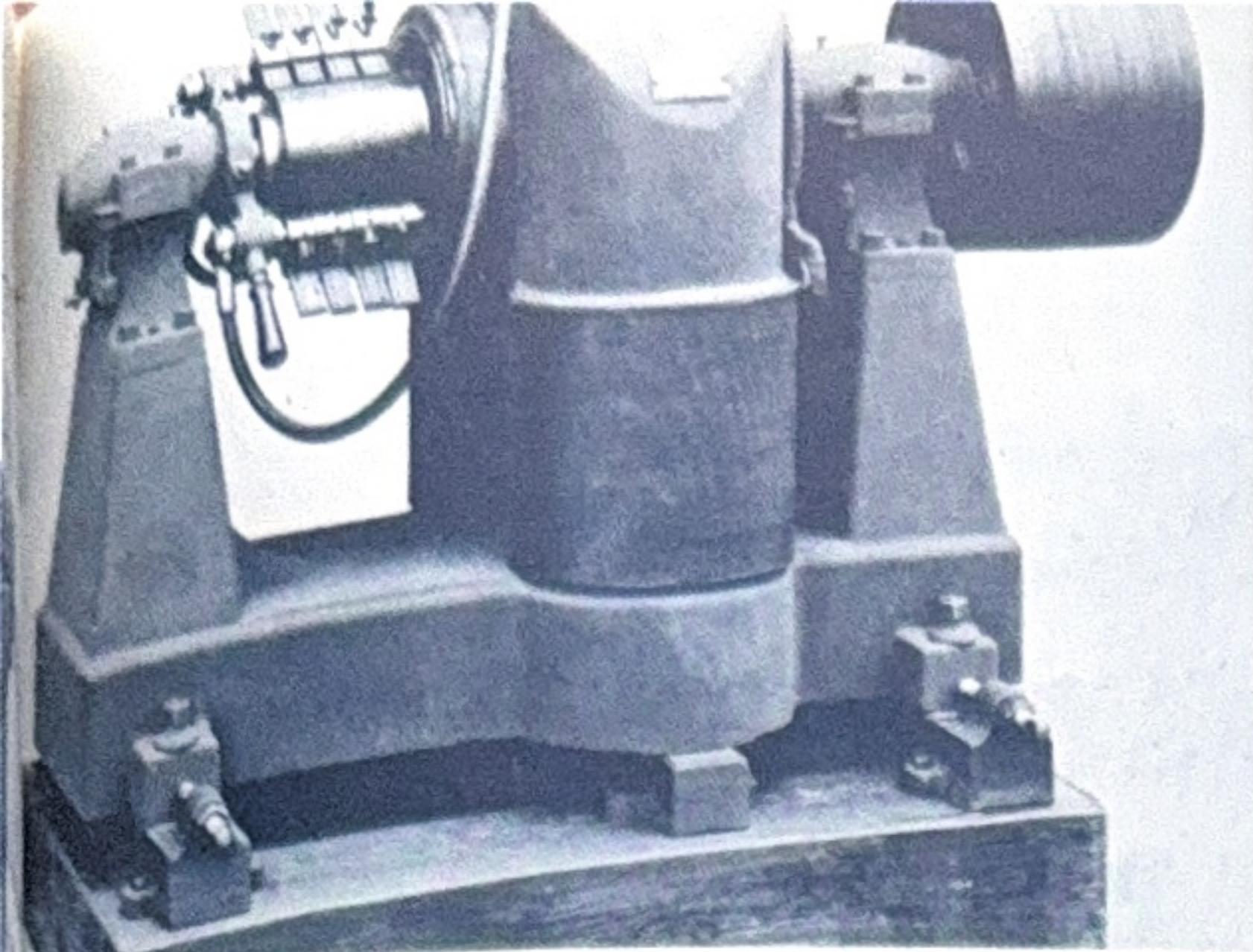


**CRUSHERS MAY NOT** have changed much in shape, but they certainly have in size. For instance, this 1910 rock breaker at the left had a capacity of 800 tons per hour. The one at the right, less than half the size of its earlier counterpart, also has a capacity of 800 tons per hour. Today's Hydrocone Crushers have ranges anywhere from 10 to a thousand tons per hour.

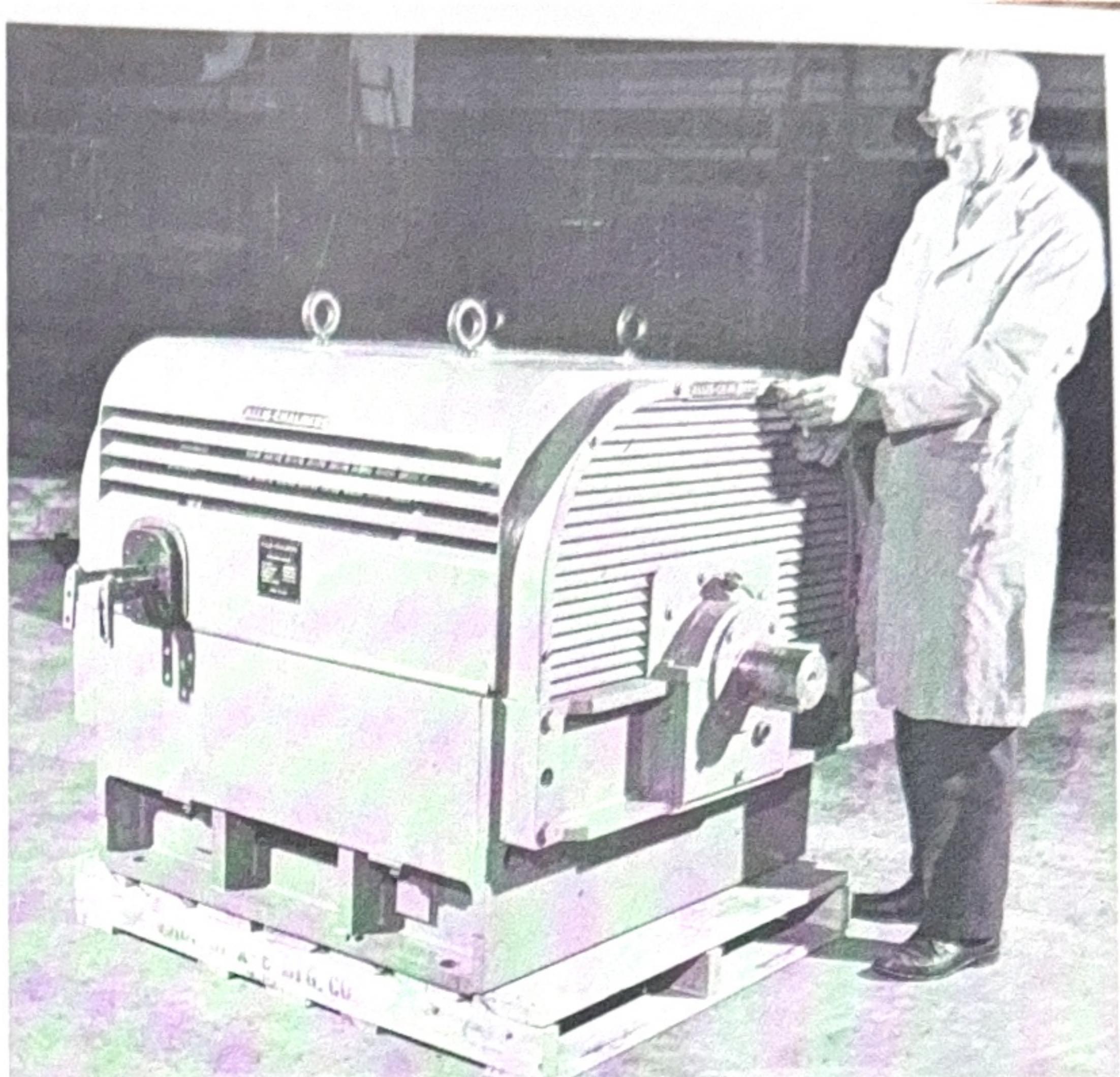
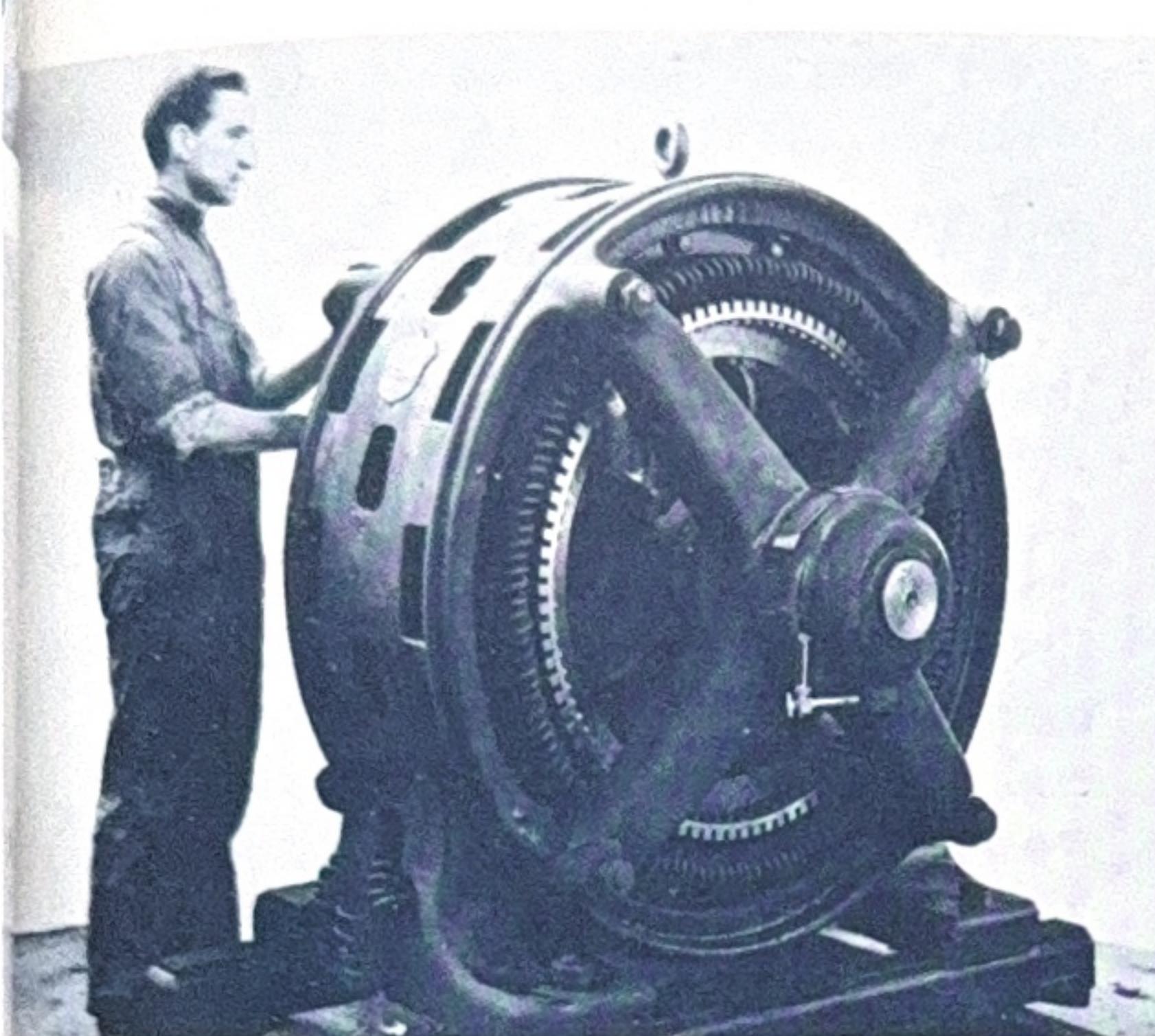


**THE SWITCHBOARD** at the left was built by Allis-Chalmers in 1905. Control systems have become a great deal more sophisticated today. The control room, right, was built by this Company for Anaconda.

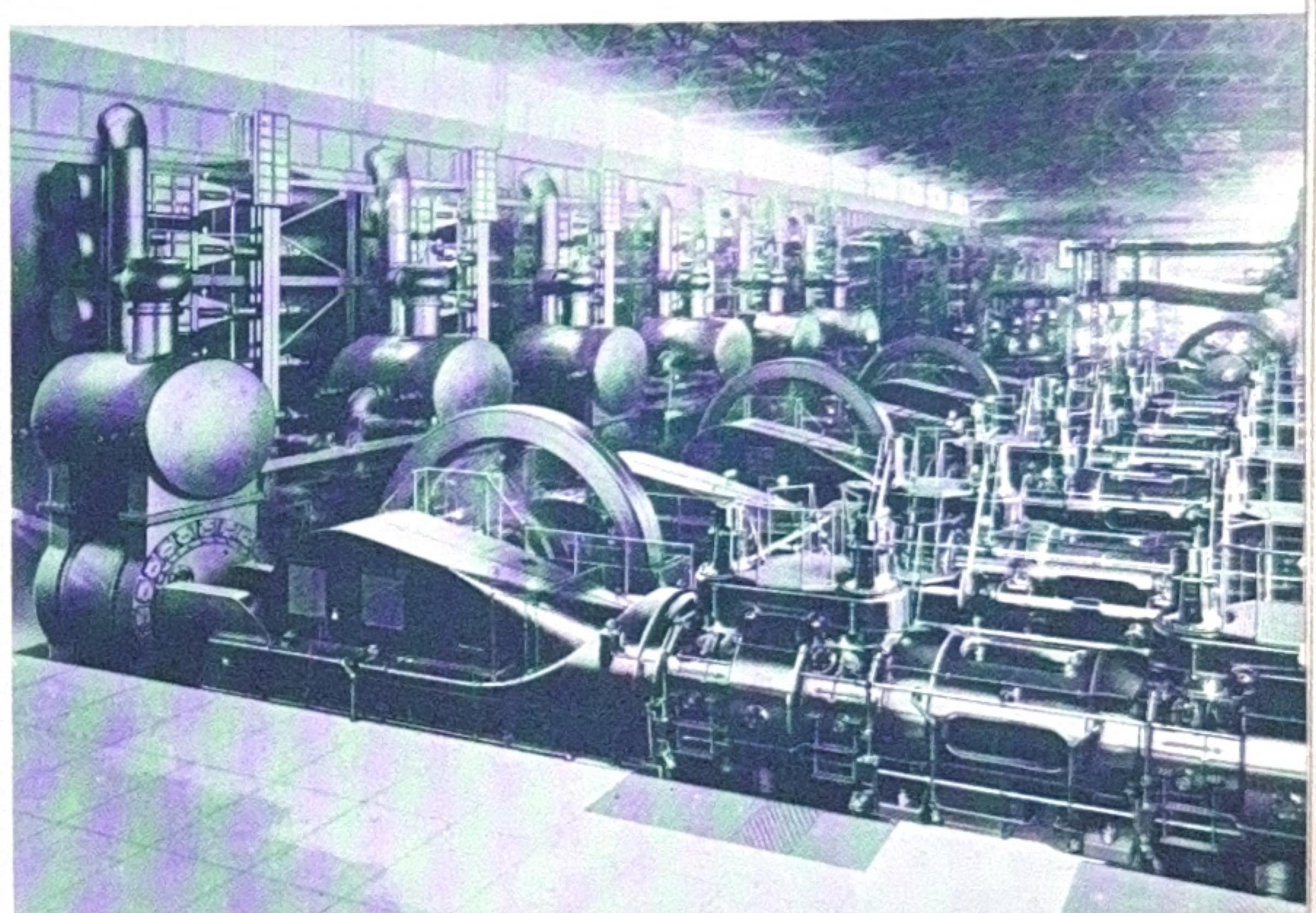




**TWO OF OUR** Company's earliest motors, left — the first from 1891, about 2 horsepower; the second from 1901, about 150 horsepower. Smaller in size than the 1901 model, this new Allis-Chalmers VersaPac six pole induction motor, right, has 1750 horsepower.

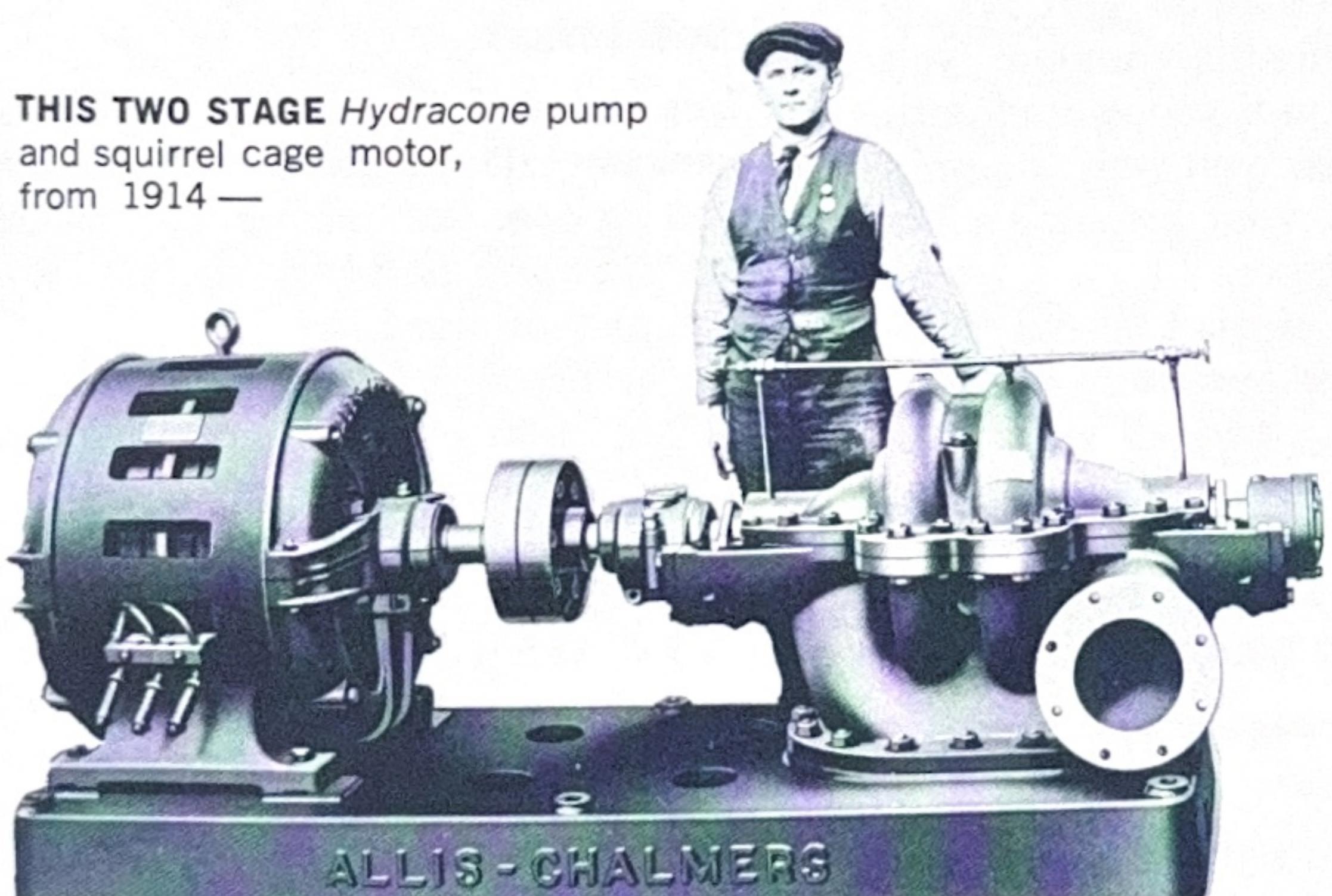


### A FEW MORE A-C PRODUCTS FROM A BYGONE ERA . . .

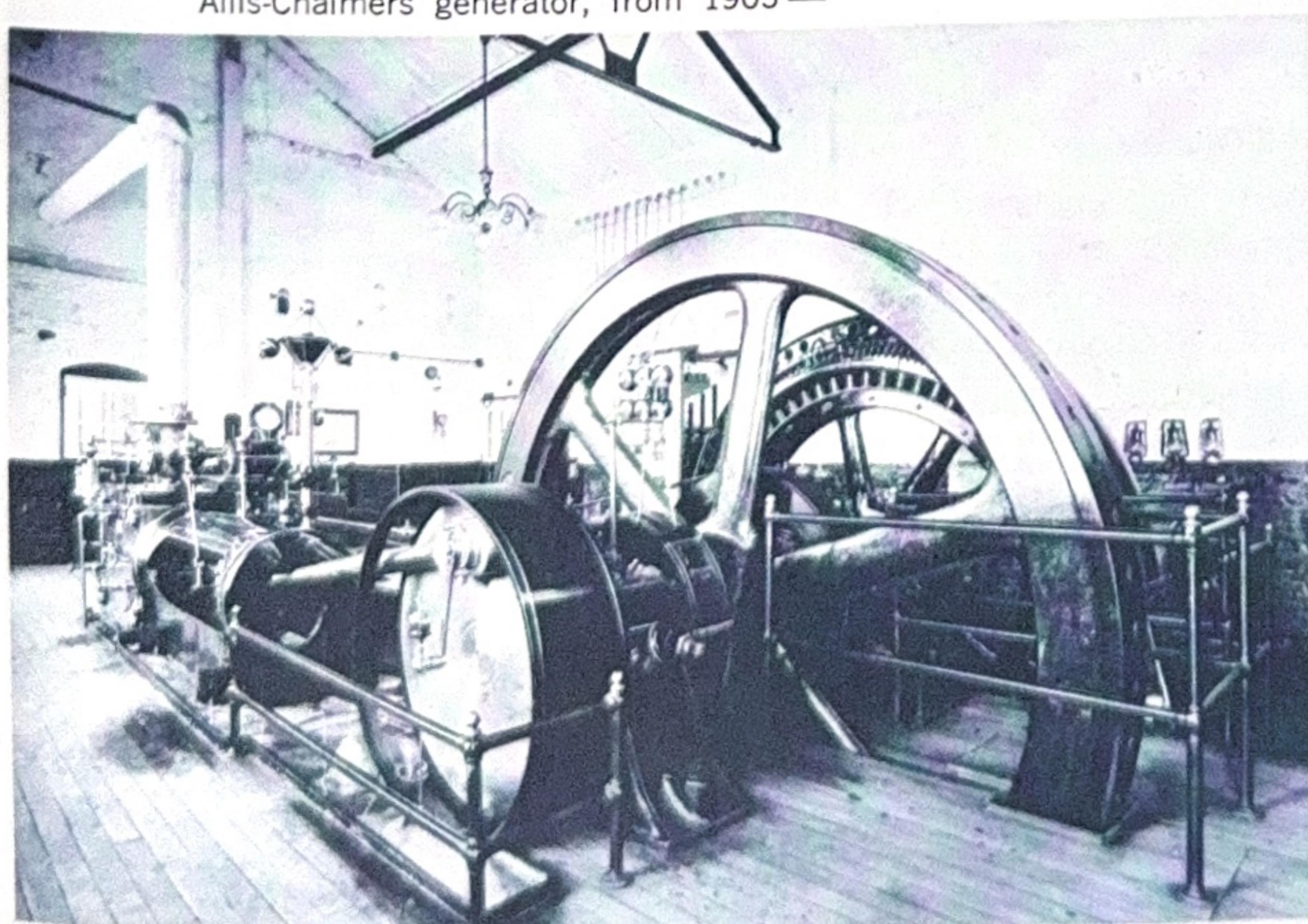


**OR THIS LINE** of steam engine driven air compressors, from 1908. Just one of today's high volume axial compressors could handle the same amount of work.

**THIS TWO STAGE** Hydracone pump and squirrel cage motor, from 1914 —



**THIS 300 HP RELIANCE** engine, connected to a 230 kw Allis-Chalmers generator, from 1905 —

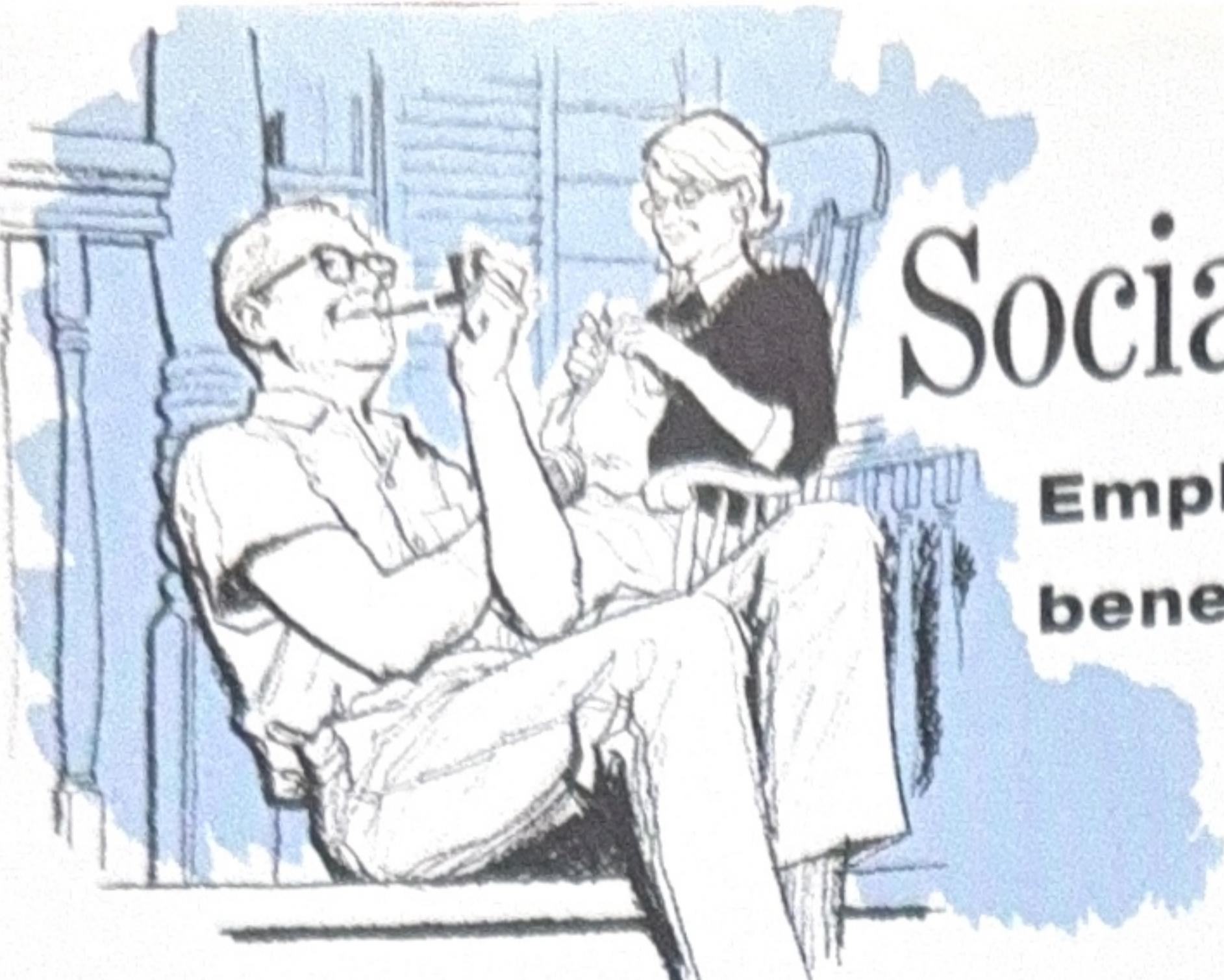


nd this by no means ends the story of progress in products.

We are constantly seeking ways to improve today's products, to discover the better way. Who can say how our tractors, transformers, motors, engines and crushers will look in the year 2015? Or what new equipment will have been developed, for mankind's progress?

# Social Security Amendments

**Employees, Company to make higher payments; benefits are increased, health plan is added**



**T**he social security amendments passed by the U. S. Congress in 1965 increase retirement and disability benefits, liberalize eligibility requirements and contain the controversial health plan.

Employees in the United States will find their paycheck deductions for social security raised as much as 60 percent in 1966—and higher in years to come. Social security payments are increased from 3.625 percent of the first \$4,800 of earnings in 1965 to 4.2 percent of the first \$6,600 of earnings in 1966. So there will be more deducted from each check, and for more pay periods.

The Company will continue to make social security tax payments to match those of employees\*. This means that the Company's social security tax bill for next year will be about \$3 million higher than in 1965, and will total more than \$8 million.

Besides the health plan, or "Medicare," the amendments include these significant features:

- An increase in all social security benefits of 7 percent, retroactive to Jan. 1, 1965. The minimum increase is \$4 a month.
- Continuation of benefits to a child until age 22, instead of 18, if child is a full-time student.
- Benefits for widows at age 60, instead of 62, if they choose to take reduced benefits.
- Limited benefits for certain persons 72 or over who did not qualify for benefits previously.
- Liberalized eligibility requirements for disability benefits.
- An increase in the allowable earnings after retirement.

To aid employee understanding about this new law, *A-C Scope* presents an-

swers to some of the most frequently raised questions:

## What Will I Receive At Retirement?

The monthly social security check you will receive after you retire fully insured at age 65 will be at least \$44 and will eventually run as high as \$168. Because earnings as high as \$6,600 a year are not creditable under social security before 1966, it will be many years before anyone can qualify for the maximum amount.

The table at the left, below, indicates what you and your spouse can expect in benefits, depending on your average monthly earnings from the year 1951 until the year you retire (at age 65).

You can retire after 62 and receive a reduced monthly benefit. If you retire on your 62nd birthday and apply for benefits immediately, you get 80 percent of the monthly amount you would be entitled to if you waited until 65. For each month you wait to apply after reaching 62, your benefit checks will be slightly higher.

A person who retires at 62 and starts drawing benefits immediately is ahead of the game for the first 15 years. But if he lives to be more than 77 the total benefits he gets during retirement will not be as large as if he had waited until 65 to apply.

## How Much Will I Pay In The Future For Social Security?

The table at the right, below, shows the tax rates and the annual maximum taxes for 1965 and after. The tax is the amount paid by employees, and by the Company in matching the tax dollars of each employee.

## What If I Become Disabled?

If you become completely disabled, you can draw monthly social security benefits just as if you had reached retirement age. Your dependents can

also draw benefits on the same basis as if you were retired.

You must also have had at least five years of coverage prior to the disability.

## Can I Work After Benefits Start?

Yes, but the benefits may be reduced. Through 1965, benefits are reduced if you work and earn more than \$1,200 in the year.

Beginning with January, 1966, benefits are not reduced unless you earn more than \$1,500 in a year. The general rule is that \$1 in benefits will be withheld for each \$2 of earnings over \$1,500 and up to \$2,700. If you earn over \$2,700 in a year, \$1 in benefits will be withheld for each \$1 of earnings over \$2,700.

## What Are The New Health Benefit Plans?

Beginning July 1, 1966, nearly all Americans 65 or older will be protected against the hazards of extended hospitalization and convalescent care, and major doctor bills.

These protections are set up in two separate plans—a "basic" plan, financed by employer and employee through social security payroll deductions; and a supplemental voluntary plan for which you pay \$3 per month when you become eligible (the federal government pays an equal amount).

## How Do I Check My Social Security Record?

According to law, it is up to the individual to check on his own social security records. Government officials recommend that you do so every three years.

To do this, send your social security number and date of birth with a request for a statement of earnings to: Social Security Administration, P.O. Box 57, Baltimore, Maryland. •••

\*Under new Canada pension plan, effective from January 1, 1966, employees and employers will make matching contributions. Full retirement pensions will be payable after the plan has been in effect 10 years.

Average Income	Self-Benefit	Spouse	Total	Year	Maximum Earnings Base	Total Tax Rate	Annual Maximum Tax
\$300	\$112.40	\$56.20	\$168.60	1965	\$4,800	3.625%	\$174.00
350	124.20	62.10	186.30	1966	6,600	4.20%	277.20
400	135.90	68.00	203.90	1967-68	6,600	4.40%	290.40
450	146.00	73.00	219.00	1969-72	6,600	4.90%	323.40
500	157.00	78.50	235.50	1973-75	6,600	5.40%	356.40
550	168.00	84.00	252.00	1976-79	6,600	5.45%	359.70
				1980-86	6,600	5.55%	366.30
				1987 (and after)	6,600	5.65%	372.90

# Service Award

## Features New

### Corporate Look



HENRY MIELCAREK, personnel service section manager, presents one of the new service emblems to George Dineen, secretary, pension plans.

Inspired in part by the new corporate trademark, major revisions have been made in the program to recognize length of service of Company employees. The changes include:

- newly-designed service emblems displaying the trademark;
- introduction of service emblems for employees completing 25, 35 and 45 years of service; and
- quarter-century award for persons with 25 or more years of service.

Let's take a look first at the basic emblem. It consists of an oval wreath of laurel, that denotes accomplishment, framing the trademark. Numerals denoting years of service are immediately below the trademark. The entire emblem is 14-karat gold.

The basic emblem will be awarded to employees at completion of 10 and 20 years of service. There will be stone insets in emblems awarded to employees with 25 years of service, and at the end of following five year service intervals. The insets will be:

Years of Service	Inset
25-year	ruby
30-year	sapphire
35-year	emerald
40-year	one diamond
45-year	three diamonds

Up to now, awards were presented to employees who completed 10 years of service, and at 10 year intervals thereafter through 50 years.

The quarter-century award is an

etched certificate set in a lucite block paper weight, convenient for use on office desks, or on desks or tables in the living room, family room or den at home. There are approximately 3,950 persons who have completed 25 years of service and will soon receive this award. Other employees will be given the award at the time they complete 25 years of service.

"Employees are pleased to receive recognition for their length of service at Allis-Chalmers," according to Henry A. Mielcarek, manager of Employe Services in the Employe and Community Relations division. He helped develop the service award program, introduced in 1942, and he supervises its administration.

"Within the Company there is a unique comradeship among wearers of

the emblem.

"Away from work, with friends and neighbors or participating in civic activities, wearers of the emblem seem proud to display this sign of identification with the Company.

"Wearing the emblem is another way to help 'Sell Allis-Chalmers,' and can provide an opportunity to promote the Company and our products," he points out.

The service emblems will be awarded as pins. Numerous items of functional jewelry containing the emblem will be available for employe purchase. They include tie bars, cuff links, key chains, money clips, rings, belt buckles, and brooches and bracelets for women.

Information on securing this jewelry will be distributed before the end of the year.

• • •

THE NEW service emblem makes vivid use of the new Company trademark.



QUARTER-CENTURY award is set in a lucite block paper weight.





# New trademark greeted from coast to coast

Modernistic "New Look" Makes Appearance at Company Plants Throughout the Nation

Within hours after the official sealing of the new corporate trademark at the Home Office-West Allis Plant last July 15, similar events occurred at nearly all Allis-Chalmers plants throughout the United States.

New flags were raised, signs were erected, and the new orange and blue trademark began to appear on general stationery, buildings, publications, trucks but a few.

Let's take a look at our new trademark in some of these locations and hear the opinions expressed by employees.

THE NEW TRADEMARK and the 100-foot water tower at the West Allis plant is illuminated at night and is visible for miles around. In the photo below, a portion of employees and townspeople attended the raising ceremony at the plant. Representatives of local government, the radio and television were also on hand for the event.





**ANOTHER WELL KNOWN** West Allis Plant landmark, the bridge between the main and west office buildings, affords a prime location for the trademark.

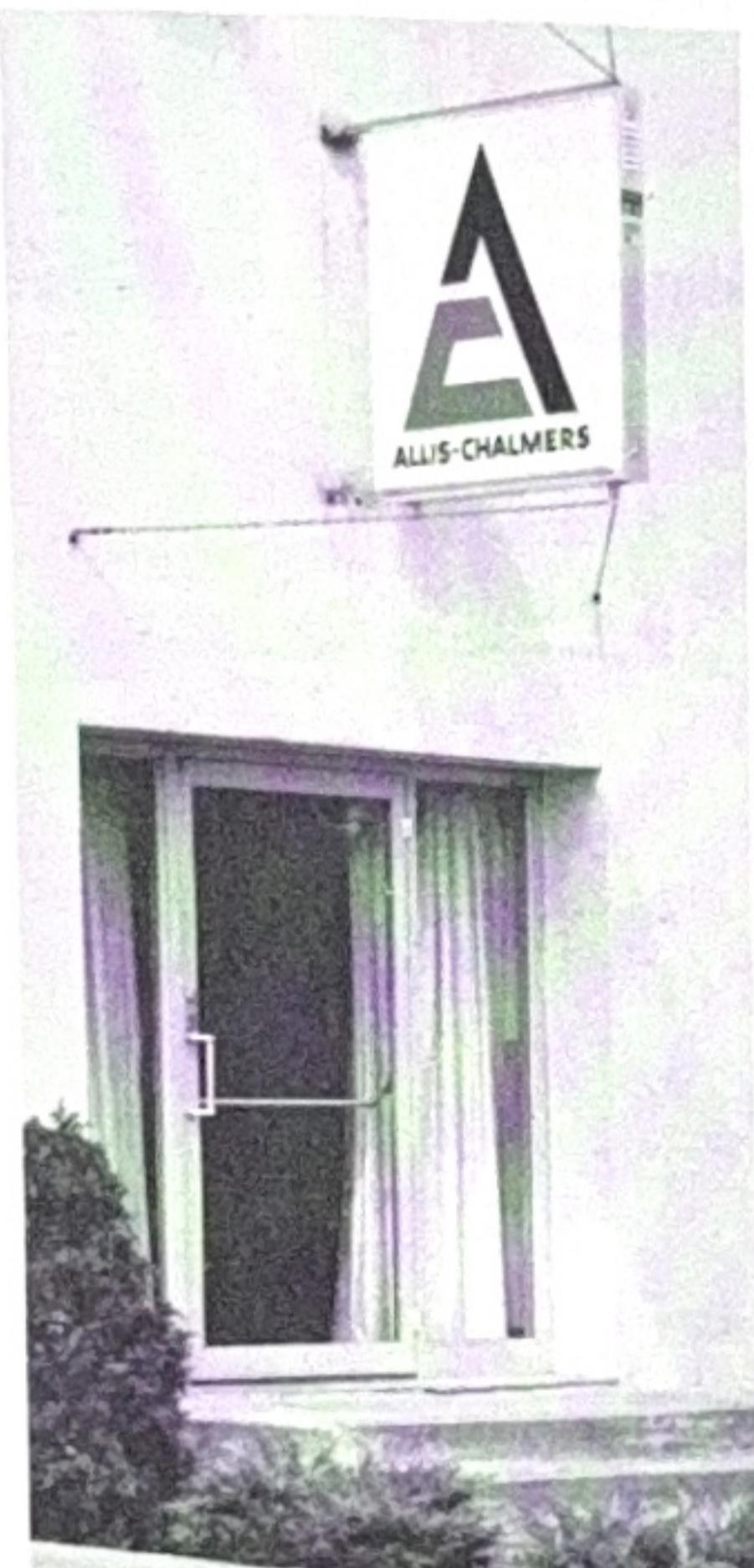


“This emblem is outstanding to me, because of its modern effects, representing progress and modernization in this space age.”

— Ervin Richter, grinder, West Allis



**CHAIRMAN R. S. STEVENSON** and W. J. Klein, director, Marketing Services and Public Relations division and vice president, raise the new Company flag during ceremonies at the Home Office - West Allis Plant in August.



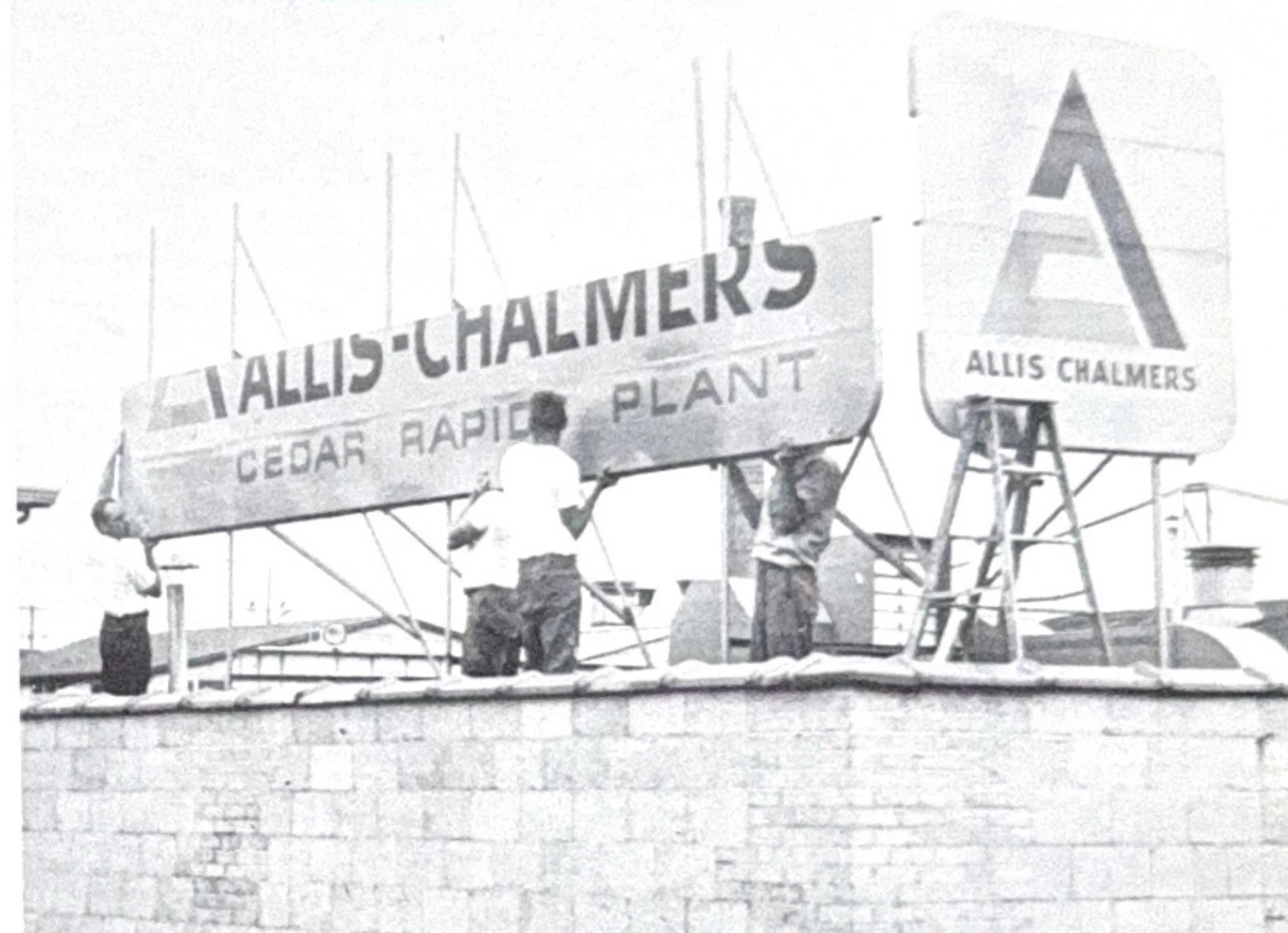
**GUARDS W. "MAC" McCUE** and Howard Markee prepare to raise the new flag at Harvey. At right hangs the new sign recently erected over the doorway of the Harvey Plant Training Center.

“Our new trademark has a fresh, modern look. To me it symbolizes the advanced concept of Allis-Chalmers products and the forward-thinking approach of its people.”

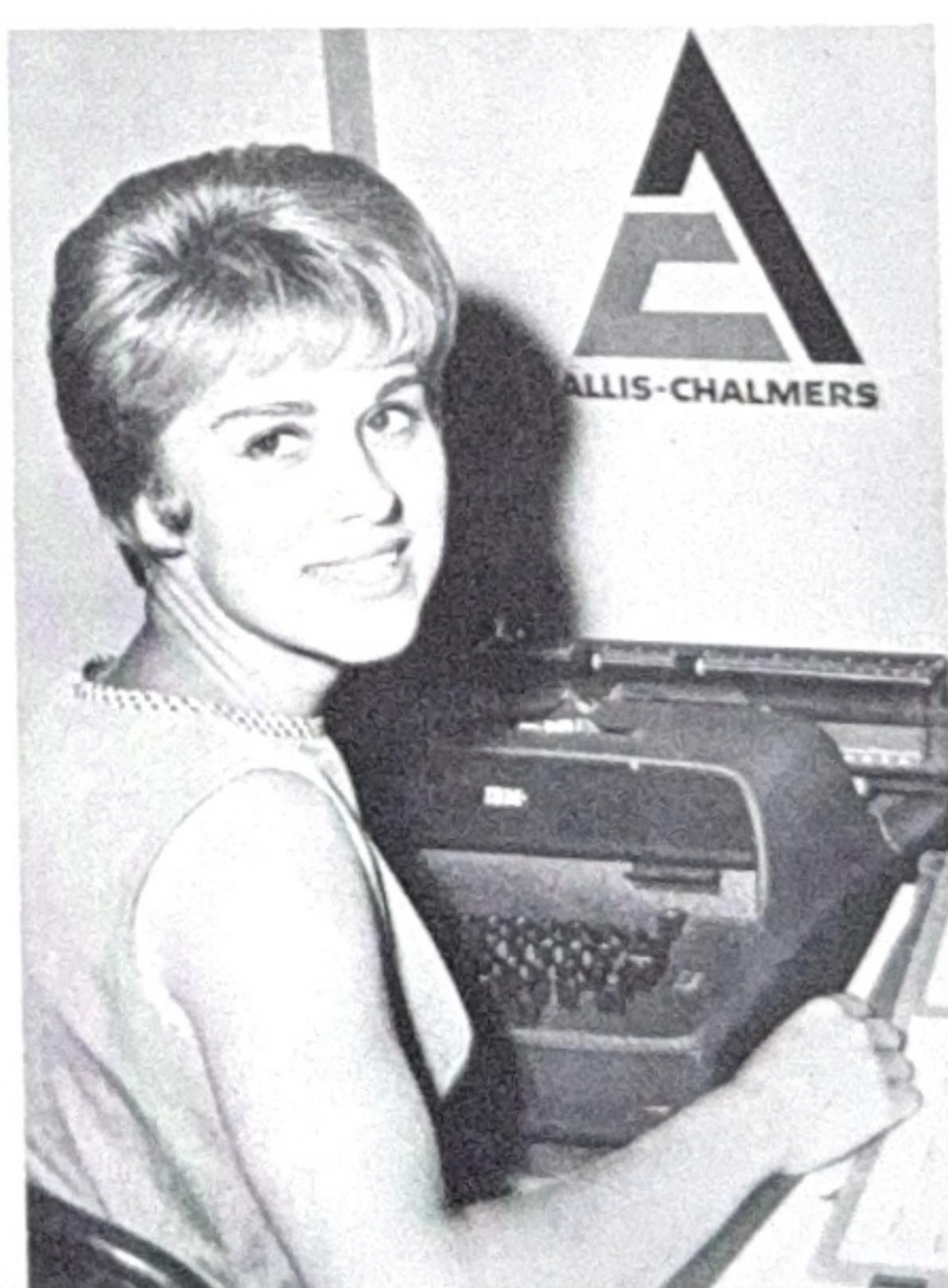
— Evelyn McNabb, secretary, Harvey



## CEDAR RAPIDS



**THIS SIGN ATOP** the First Aid building at the Cedar Rapids Plant is now completed. Equipped with lights for night viewing, it overlooks First Avenue, one of Iowa's busiest main streets. Over 35,000 automobiles pass this point every 24 hours.



“It's neat — a modern, progressive design that symbolizes the direction our Company is heading. I like it!”

— Marcia Funcke, senior typist, Cedar Rapids



## New trademark greeted from coast to coast (continued)

### LA CROSSE



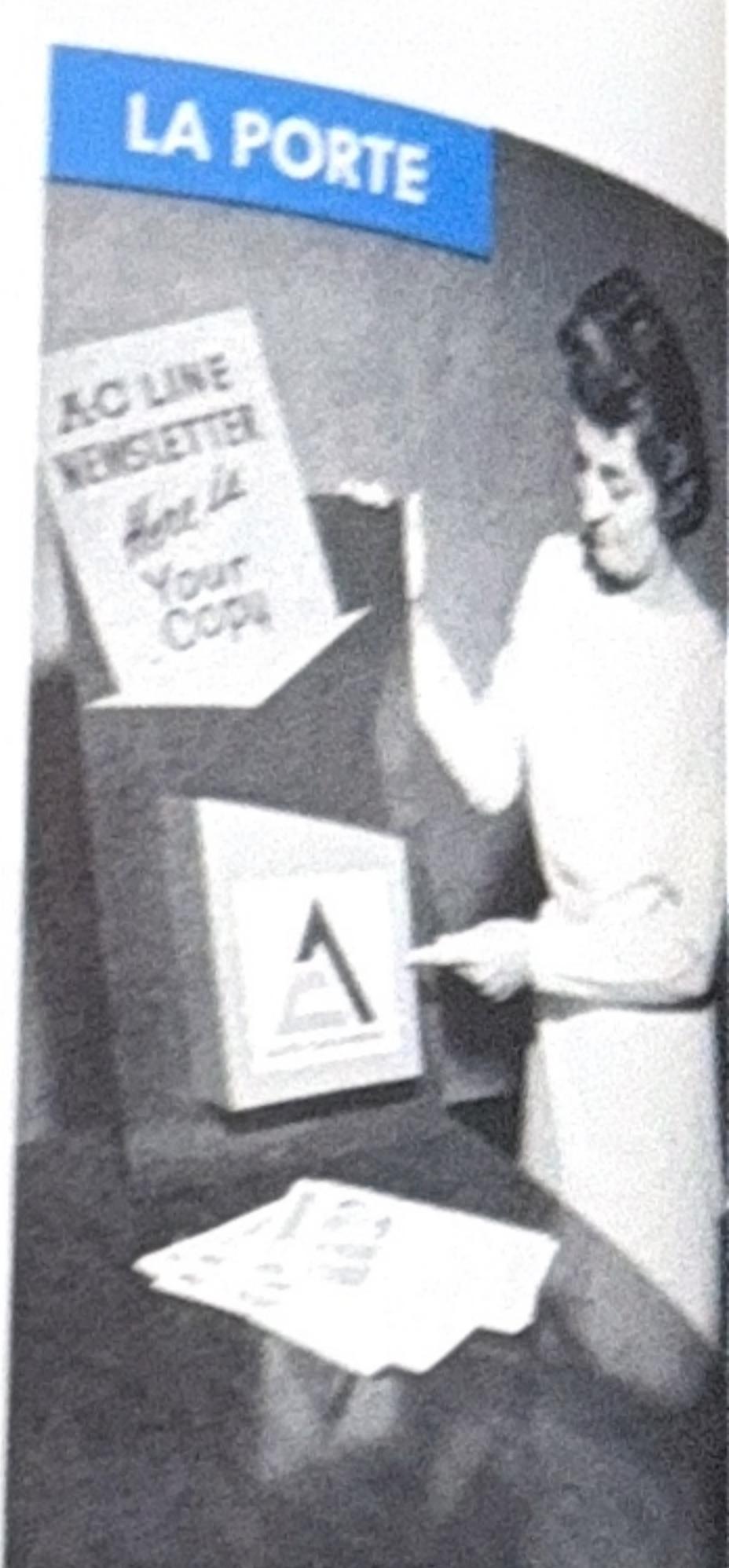
WILLARD TANKE, general manager; (from the left) James Wais, plant controller; Arno Luce, Local 401 Union president; and Louis Youngman, Local 401 Union vice-president, were on hand to observe installation of the LaCrosse Plant's identifying sign and new corporate trademark. John Boltik, maintenance department employee, working from the portable scaffold, inserted the plastic front. Freddie Turk, truck operator, maneuvered the fork-lift truck.



"Our new emblem is modernistic, it is eye-catching, and it is more attractive than the old A-C diamond seal. It indicates progress in a changing, advancing Allis-Chalmers."

— John Boltik, maintenance, LaCrosse

### LA PORTE

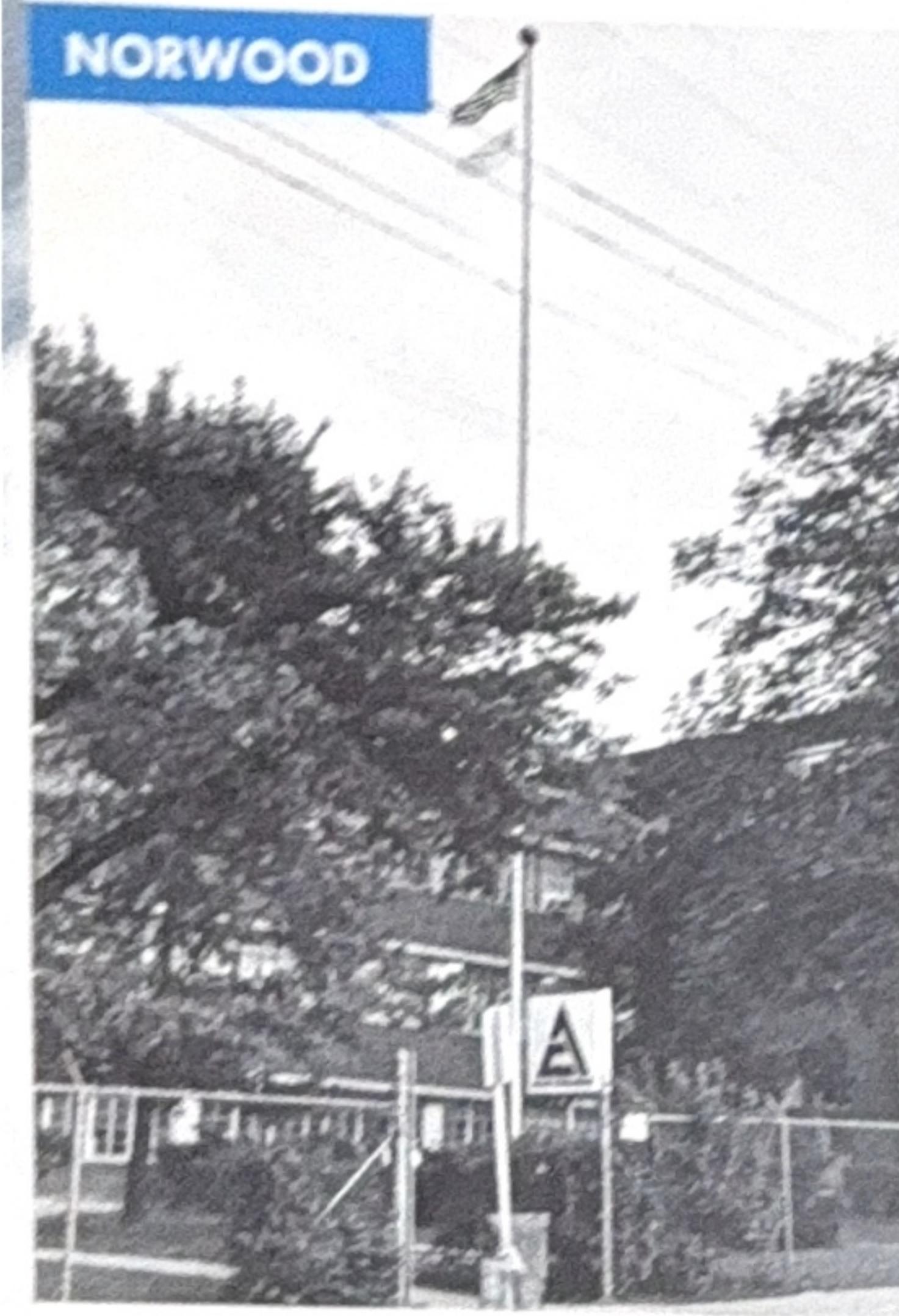


"The new trademark is of modern design and very eye-appealing. In my opinion, it depicts a company on the move and certainly will help identify Allis-Chalmers as a world-wide leader in manufacturing."

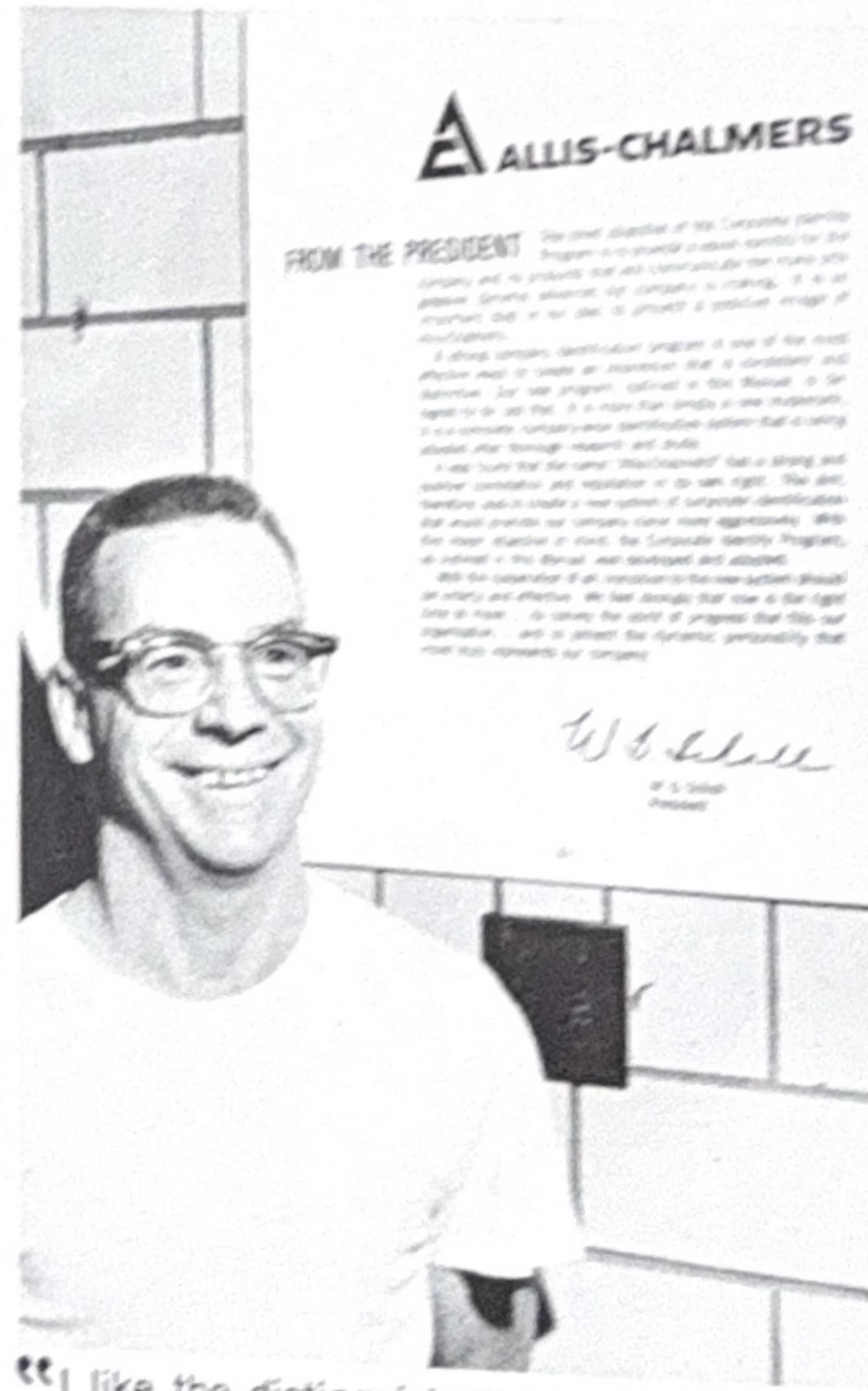
— Dorothy Diedrich, secretary, La Porte

DOROTHY POINTS OUT one of the distribution boxes containing the La Porte Plant's newsletter, "AC Line", decorated with the new trademark.

### NORWOOD



THE COMPANY FLAG and sign located in front yard of the Norwood Plant.



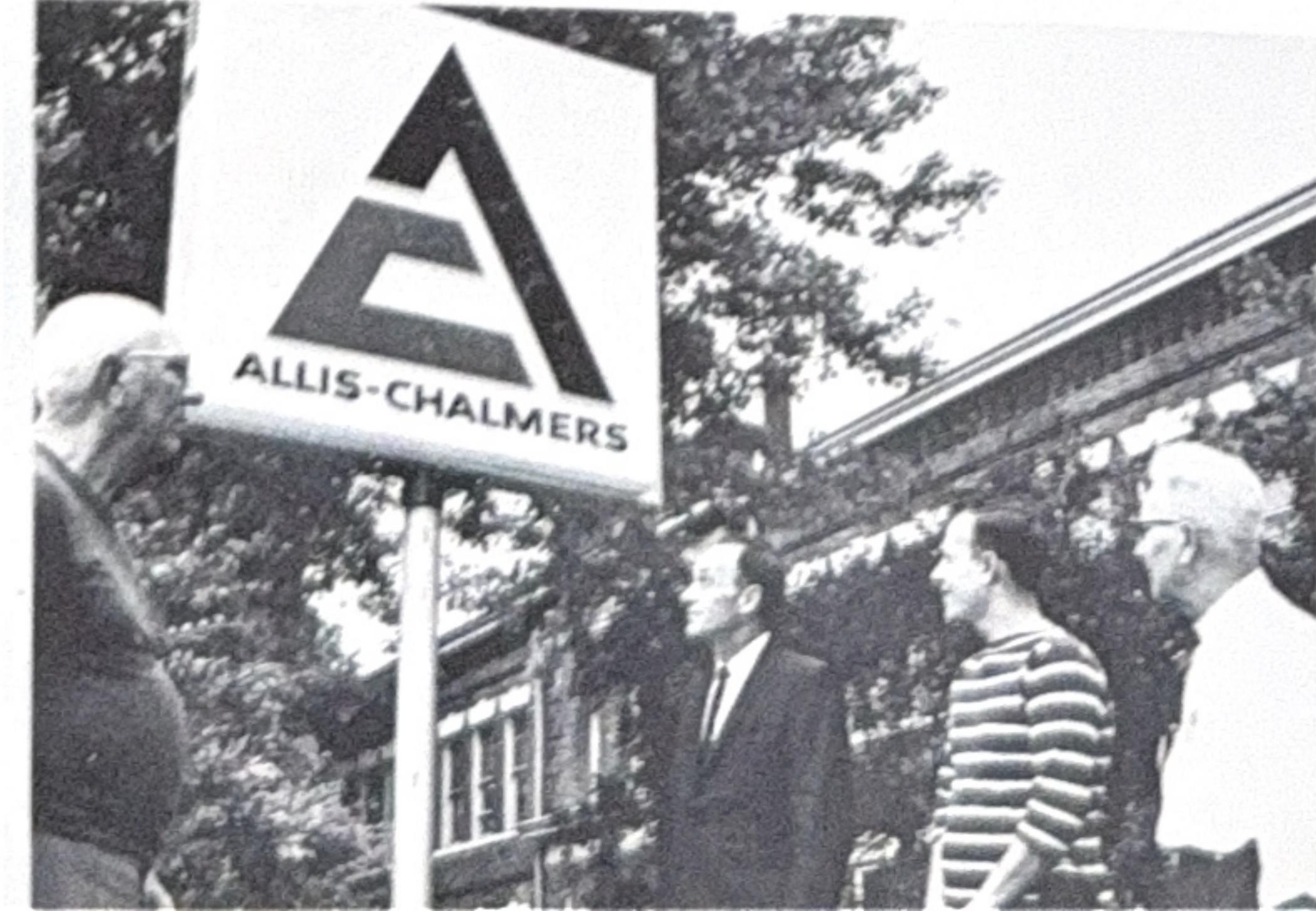
"I like the distinguished appearance of the new trademark — it's very attractive. I feel the modern art design depicts a progressive action on the part of the Company."

— Stephen Lewis, President, Norwood

### YORK



PAUL WARNER (left) and Cliff Brem of the York Plant Electrical department put up sign bearing the new trademark at the entrance of the main plant.





**HENRY MADDEN**, Pittsburgh Plant manager (left) and Councilman James Jordon, City of Pittsburgh, view the new A-C trademark building sign installed over the entrance to Juniata Building offices.

“The new A-C trademark symbolizes a receptiveness to change, in conformity with the times.”

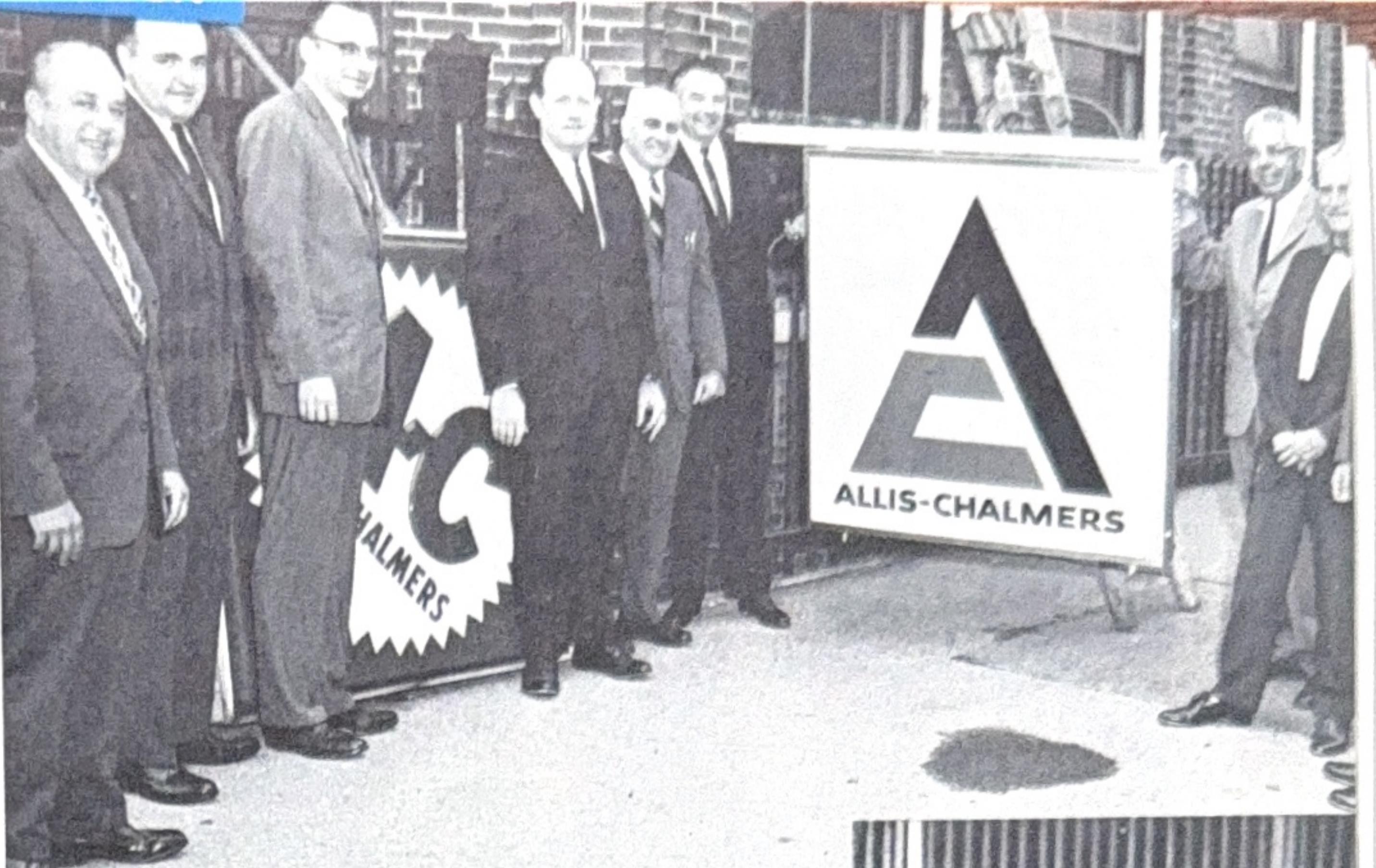
— Floyd Gustine, engineer, Pittsburgh



## SAN FRANCISCO



**THE NEW TRADEMARK** assumed a prominent spot at the San Francisco Civic Center on July 28, where Allis-Chalmers exhibited aerospace wares during the American Institute of Aeronautics and Astronautics annual meeting. Robert L. Halsted of San Francisco, commercial vice president, placed the new symbol on the display.



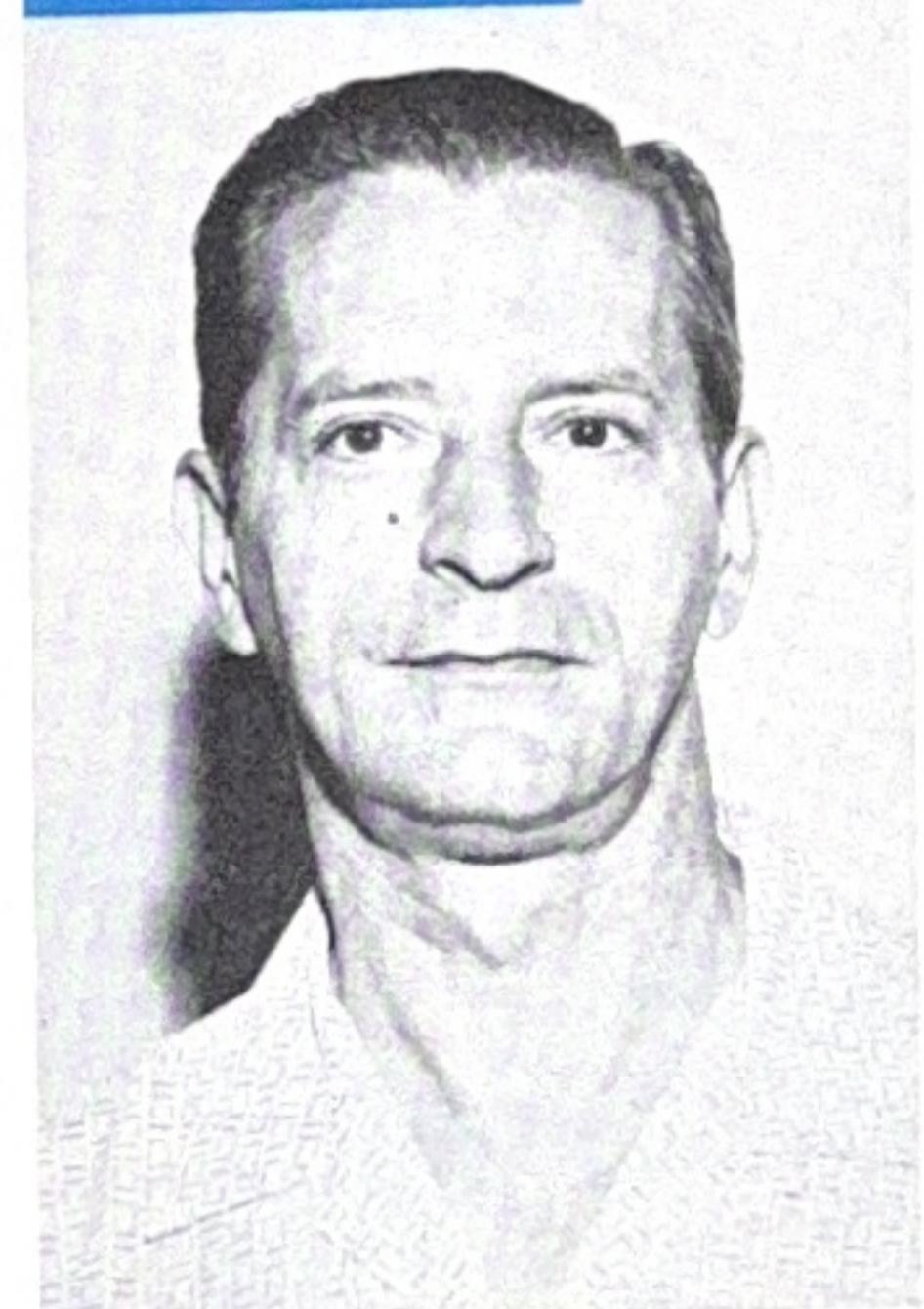
**ATTENDING CORPORATE** symbol ceremonies at the Boston Plant were, (l. to r.) W. A. Kulberg, manager, Employee and Community Relations; A. E. Schuler, general superintendent of shops; W. L. Vance, manager of materials; J. L. Desmond, plant manager; State Senator Samuel Harmon; J. F. Chipman, plant general manager; J. R. Purney, plant purchasing agent; M. Dias, plant controller; and O. J. Albani, product engineer.

“I was impressed with the new symbol because it is different from any other trademark, and it is eye-catching and noticeable from any angle or position you may be looking. It will be our own trademark and not be confused with others as it may have been in the past.”

— Joseph Barry, inventory planning analyst, Boston



## GADSDEN



“The new design is a distinctive symbol to better identify our products. It will eliminate confusion which resulted from our old trademark's similarity to other manufacturers' trademarks.”

— John Glantz, engineer, Gadsden



**CITY OFFICIALS** and representatives of the Gadsden Plant were present when the new trademark sign was erected. From the left, Commissioner Hoyt Warsham, Mayor Lesley Gilliland, Gaines Mathews, foreman, maintenance, A. B. Warren, manager of manufacturing, and Commissioner Joe Hubbard.

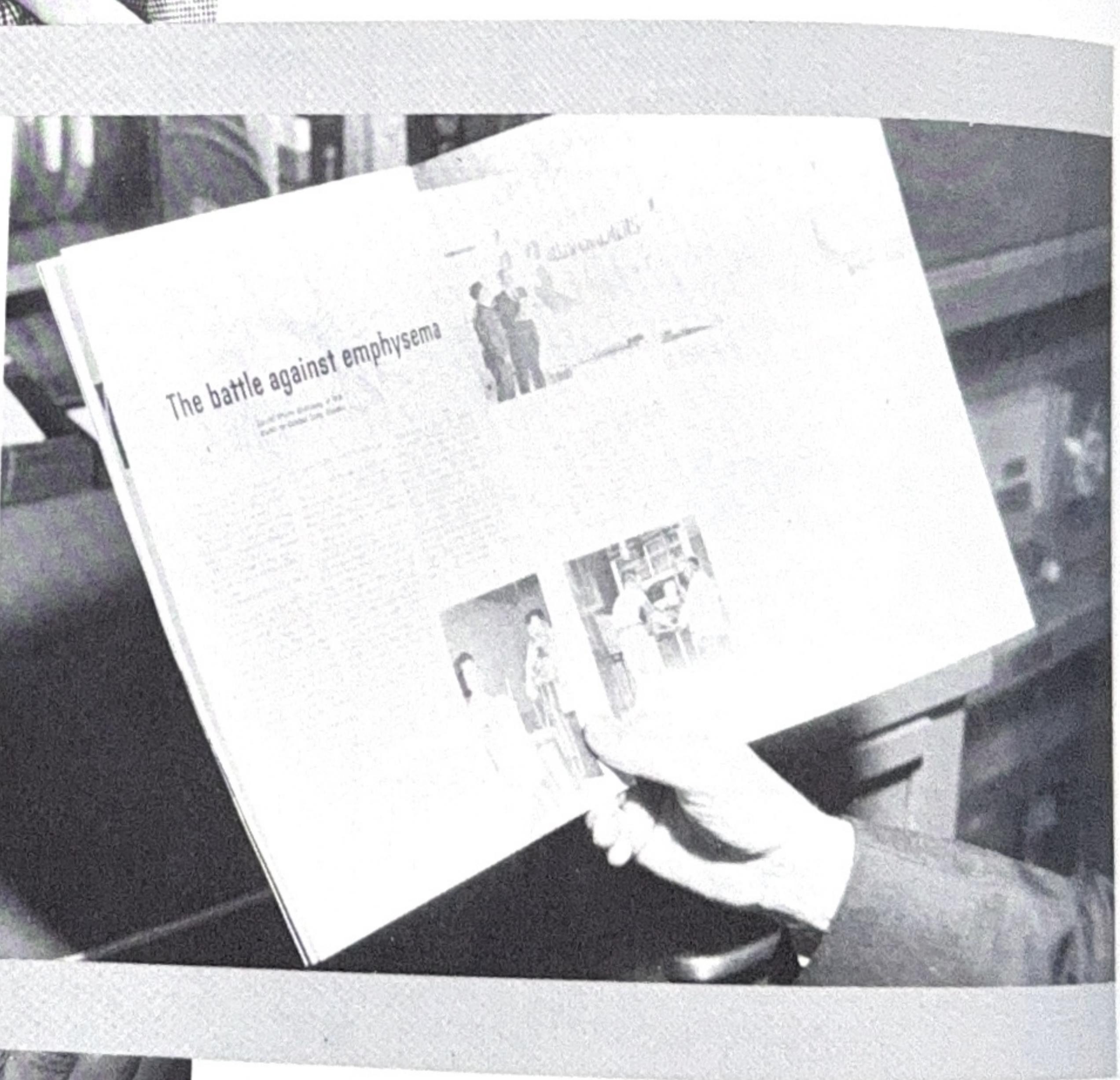


# Photos of Interest



The Allis-Chalmers family, an extensive one, includes the United Fund Poster Girl pictured on the back cover of this issue. Little Rebecca, who will be two in November, recently visited the West Allis Plant where she saw great-grandmother Mrs. Anna Petrin, (left) and grand-uncle Floyd Beaudry. She brought along her baby sister Rachel, on Mrs. Petrin's lap, and mother Mrs. Robert Beaudry. Mrs. Petrin, with Allis-Chalmers since 1943, is a packer-boxer. Beaudry, a welder fitter, is a past president of Local 248, UAW-AFL-CIO at the West Allis Plant.

An A-C Scope article was selected as the top story of 1964 for Wisconsin's industrial publications in the annual contest conducted by the Wisconsin Industrial Editor's Association, the Wisconsin Manufacturer's Association, and the University of Wisconsin. The article, "The Battle Against Emphysema," appeared in the Fall, 1964 issue. It was written by editor Jack Pearson after interviews with Company medical director Dr. Carl Zenz. Dr. Zenz has long been active in the study of the disease, its prevention and possible cure.



Springfield Plant recently named winners in a "Color Me SAFETY Conscious" contest for children of employees. Receiving their prizes from Denny McLaughlin, safety supervisor, are (left to right) Michael Schnepp, John Shipman, Jr., Charles Brown and Mary Ann Smith. Pamela Beams, another winner, was on vacation and absent from the picture. In the background are entries from other contestants, and on right is a cutout of ORBY, the plant's safety character. Michael is the son of designer James Schnepp; John the son of gear hobbler John Shipman; Charles the son of welding inspector George Brown; Mary Ann the daughter of lathe operator Russell Smith; and Pamela the daughter of engineer Harry Beams.

# Who is "The Company?"

*How many times have you heard someone talk about "the Company" as if it were one person or a small group of persons?*

*How many times have you heard that "the Company" did this or that — or sent something to someone — or told somebody to do something? Just who is this "Company?"*

## Is It Buildings and Machinery?

*These things are certainly necessary and someone has to provide them or there would be no jobs. But buildings and machinery would be pretty useless without people to manage and operate them.*

## Is It Your Supervisor?

*You'll admit he's an important person. He has to see that assigned work gets done on time, that there is a high level of performance by people, without unnecessary costs. But he isn't "the Company."*

## Is It The Division General Manager?

*Every division must have one top manager, just as every department has one top foreman or supervisor. He has the responsibility to make sure that there is proper planning and organization to meet the objectives of his division. Also, he must see that there is coordination between people in departments, between departments, and with other divisions, so that work gets done as scheduled. But he's only one part of "the Company."*

## Is It Executive Management?

*The Chairman and the President have a lot of responsibility and authority. That's because they make many basic decisions affecting the entire Company: on such matters as Company investment in equipment and facilities, long-range product development and marketing plans, employee compensation and benefits, and many more vital to our growth and success. These officers are, however, responsible to the Board of Directors.*

## Is It The Board of Directors?

*Their job is setting general overall policies that are carried out by others. But they aren't "the Company" any more than*

*a school board is a whole educational system. And like a school board, the directors must be elected to their jobs.*

## Is It The Shareowners?

*Hardly. They put up their money for buildings and equipment we use in our jobs, and that makes them important people. And they elect the directors to take care of their investment in the same way you elect a Congress to run your government. But they're not "the Company."*

## Is It You?

*To be sure, you're mighty important too. You're the one who maintains the equipment, makes the products, sells these products, types the letters. But you'd find it very difficult to produce a single item, let alone sell it, without the investment in equipment furnished by the shareowners, or without your foreman, the division general manager, the Company officers and the directors.*

## Who, Then, Is The Company?

*It's you, and all of the others. It's the combined, cooperative efforts of all directed toward a goal of successful operations.*

*Another major factor is the Company's "image" or the reputation it enjoys with our customers and in communities where we're located. Perhaps this one word Reputation comes closer than anything else to describing "the Company" because it represents the end result of our efforts and is an important part of our future.*

*So, whenever you hear a fellow employee talking about "the Company" he's actually talking about himself and all the rest of us. For "the Company" isn't just one person or one group. It's all of us working together, building a reputation with the people who buy our products and our community neighbors for advanced ideas in engineering, manufacturing and marketing.*



# ALLIS-CHALMERS SCOPE

Box 512  
Milwaukee, Wis. 53201

Library  
State Historical Society  
816 State Street  
Madison, Wisconsin 53706

BULK RATE  
U. S. POSTAGE  
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Permit No. 1015  
Milwaukee, Wis.

Hands outstretched, this year's United Fund poster girl for the Greater Milwaukee area represents the millions of people who depend on you to give your fair share to the United Fund this year. She symbolizes their hope, their need, their gratitude, and reminds us of the many health and welfare needs in each of our communities.

Part of your gift to the United Fund helps young people... part of your gift helps the sick... part of your gift helps the elderly and the handicapped... the whole of your gift helps your community be a better place in which to live.

To help the most, give the most... to the United Fund Campaign.



*"It all depends  
on YOU"*