

a-c scope

magazine of allis-chalmers people

winter 1964



The New "Sno-Bee"

See Page 15

Building for the future

Additions and Rearrangements are Extensive at Company Plants during 1964

In a large industrial company there are continuous manufacturing changes planned to improve productivity and competitive position. These plans add new buildings, facilities and machinery, rebuild and modernize older ones, and eliminate outmoded parts.

The results improve not only the ability to produce more competitively — they also improve the job security and opportunity of employees.

Following a two-year in-depth study, the entire Industrial Equipment Group Shops of the Company's largest plant, the West Allis Works, are being rearranged. This modernization program, costing millions of dollars, is nearing completion.

Meanwhile, elsewhere in the United States, Canada and throughout the world, Allis-Chalmers is continuing to build, add and move toward the future.

Extensive activity has taken place during the past year at Independence, La Porte, Deerfield, York, Harvey and Pittsburgh, as well as in Great Britain, Canada and Mexico.

These significant undertakings will be reported in two segments. The first, in this issue, will talk of happenings at locations other than West Allis; the second, in the Spring Issue, will contain a complete report of the West Allis Works modernization.



A-C SCOPE

Magazine of Allis-Chalmers People

Jack Pearson.....Editor
I. J. LaBarbera...Art Director

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COVER PHOTO

Another fine A-C product, the "Sno-Bee"! Just the season for it too, with winter snows piling up. Two models available, and both priced for the economical buyer... and for Allis-Chalmers employees, a 20 per cent discount. See story on page 15.

PHOTO CREDITS

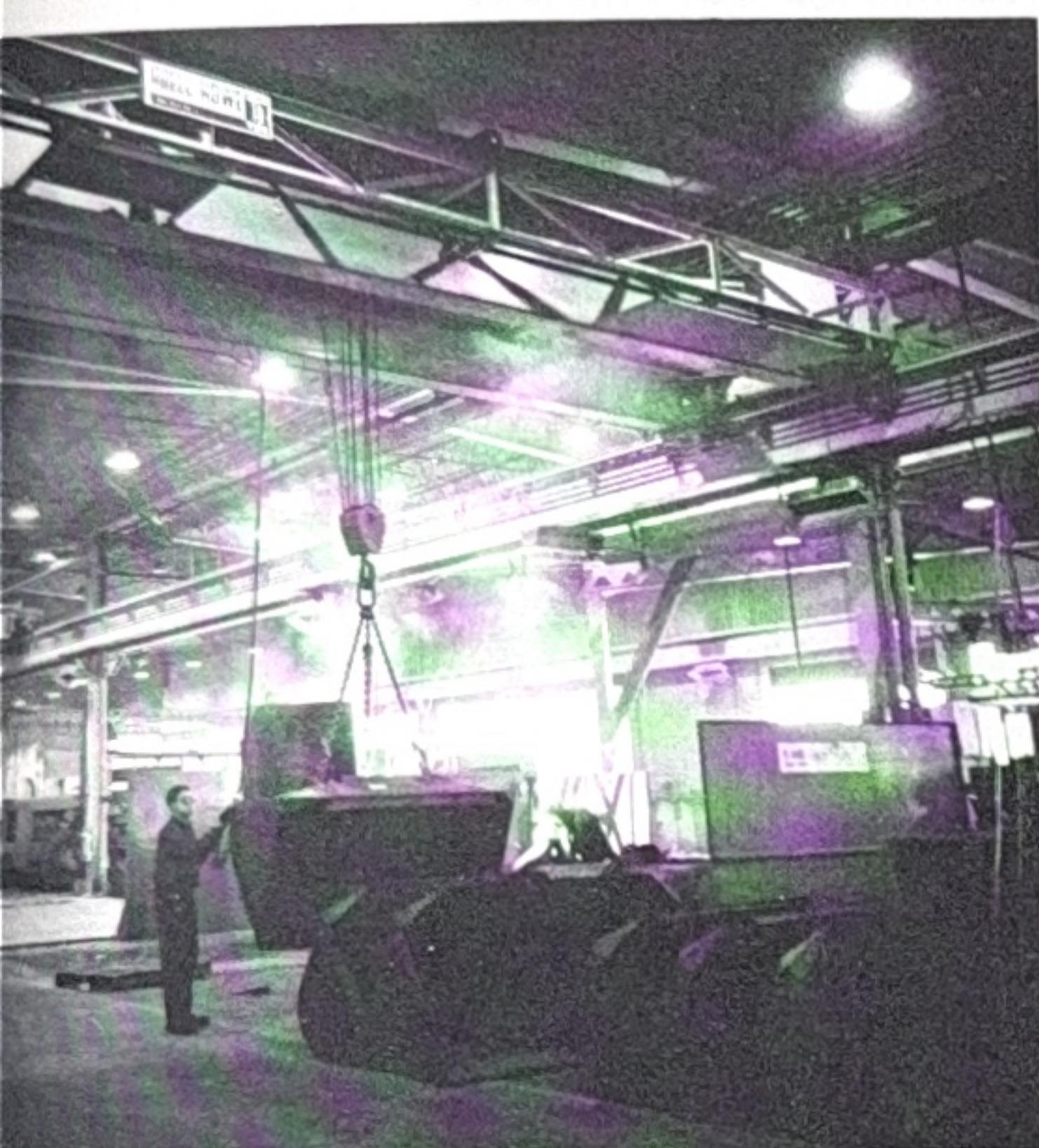
Page 2, Robert Garver, Pittsburgh; Page 3, Russell Einwarter, West Allis; W. Smits, Harvey; George Reuland, Independence; Page 4, W. K. McConnell, Lachine; R. L. Garrison, La Porte; Dan Dorn, York; Page 6, Michael Durante, West Allis; Pages 10 and 11, Henry Serdy, West Allis; Page 12, Tom Eggler, Gaines, Pa.; Page 13, Ken Foster Photos, Newark, Calif.

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HARVEY — Glenn Stewart, an assembler on one of the two new lift truck assembly lines at the Harvey Works, prepares to hook up the engine in a lift truck. The assembly lines, which have been operating since February, are 200 feet long. These two lines replace a single 150 foot line and were constructed so that production could be increased to meet sales increases. A point of use storage system was added to the new lines for greater efficiency and cost reduction in handling materials.

In addition to the new assembly lines, paint facility and sub-assembly departments were constructed as part of a program to reorganize lift truck manufacturing facilities early this year.



DEERFIELD — A 65,000 square foot increase at the Deerfield plant has added 46 per cent more work space. A unique "piggy-back" conveyor system eliminates the higher space and power requirements associated with monorail type conveyors.

Other capital improvements for increased production and cost reduction include a new washing unit; two new hydraulic cylinder assembly machines; a rotary surface grinder; a tape controlled drill press; and an electronic eye flame cutter that cuts eight identical parts from steel up to three inches thick.

Improved testing equipment for hy-

draulic, electric systems and components, a covered outdoor storage area, improved organization of materials flow through final machining and sub-assembly and increased development engineering space, have also been added.

In the photo above, a new 27 ft. high bay addition to the plant provides plenty of headroom. Six 10-ton overhead cranes that travel the length of the bay handle heavy components and eliminate waiting for lift trucks in the area. Buckets are being stored before grinding, cleaning and painting.

The Deerfield plant produces six loader models with bucket sizes from one to seven cu. yd. rated capacities.

INDEPENDENCE — The third major expansion at the Independence Works in the last three years has increased the total area in the plant to over 400,000 square feet.

Some of the new construction work is viewed (right) by W. W. Mason, Works Manager.

"The expansion will increase production of *Gleaner* combines and provide more jobs," Plant Manager George Reuland explained. It will be completed in the near future.

The new building will house a modern finished parts storage system. It will include a "stacker crane" which stores skids and boxes of parts in racks up to 24 feet high. The system will cut the amount of floor space required for storing parts by 66 per cent, he said.

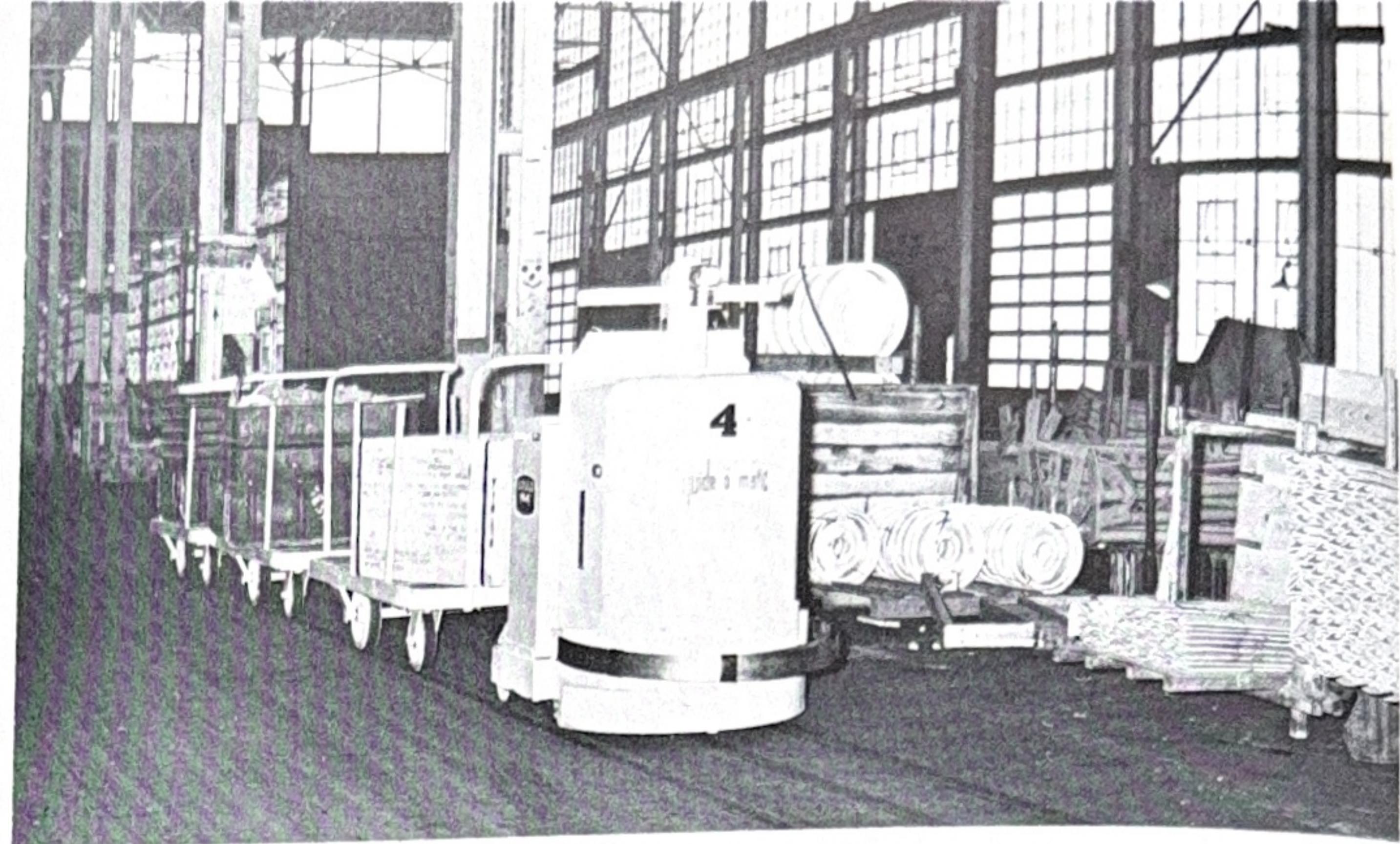
Reuland pointed out that this new parts storage system is the key to the plant's modernization program.



LA PORTE — Several changes at La Porte in 1964, during a plant rearrangement program, were designed to lower costs and increase operating efficiency. They included:

1. *The closing of the Thresher Plant.* Movement of materials was difficult and heating costs high. Closing the old plant and moving the departments involved should result in a yearly savings of \$175,000.

2. *Installation of Stacker Crane System.* The stacker crane system with overhead storage racks was installed for handling Finished Stores, making it possible to utilize above-the-floor space. As a result, La Porte Works is able to: increase storage capacity from 1,824 to 4,115 skid boxes; increase handling from eight boxes to 19 boxes per hour; maintain continuous parts inventory records; speed parts flow to production lines and



assembly floor; and, improve housekeeping and reduce material locations problems.

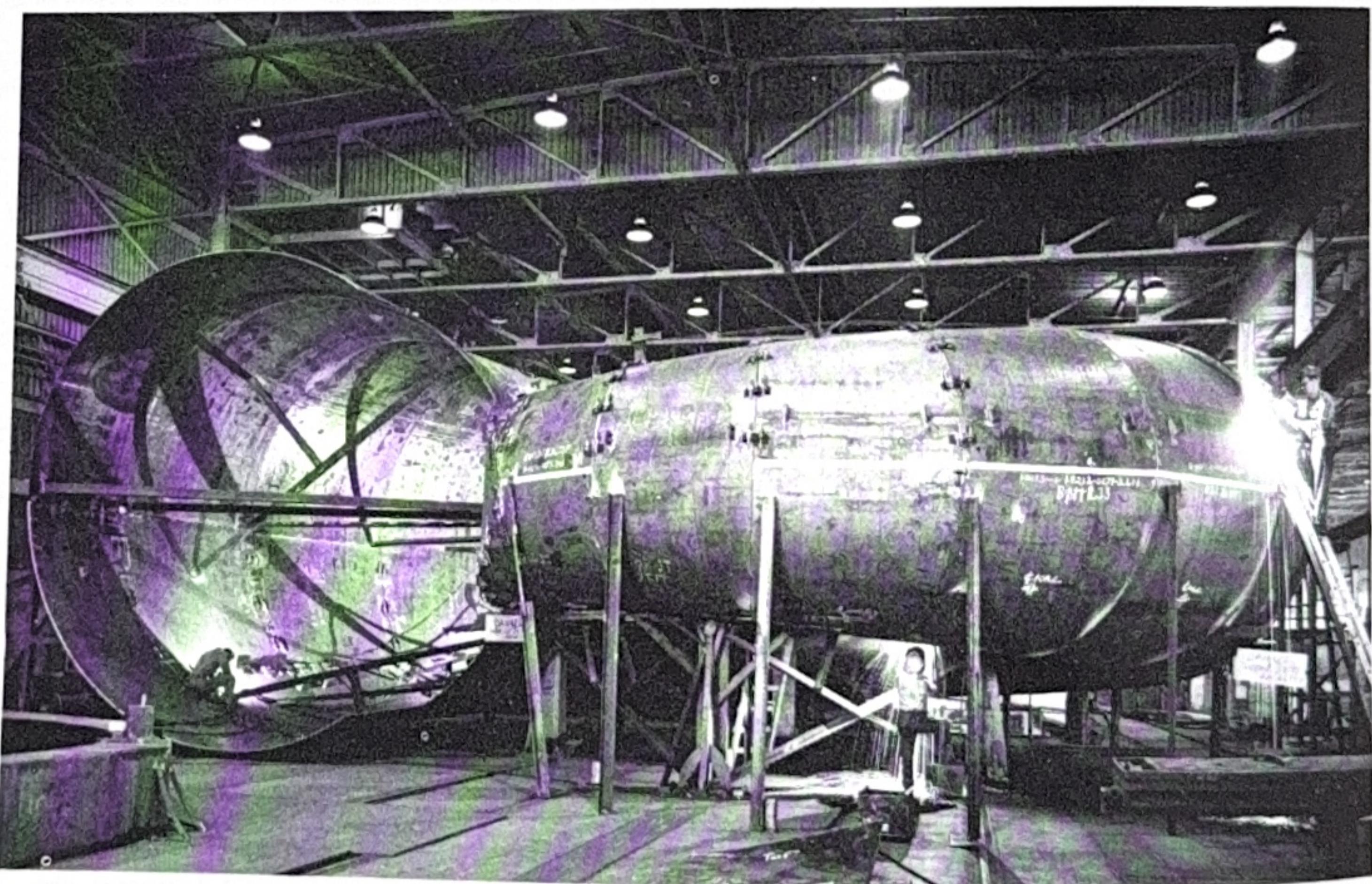
3. *Relocating of Service Department.* The service warehouse is now located in the main plant.

The facilities are modern and make possible efficient fulfilling of parts orders from dealers and Branch Houses.

4. *Guide-O-Matic Material Handling System.* Included in the La Porte Plant Rearrangement Program was the installation of a Guide-O-Matic system (photo above) for servicing Finished Stores. Finished material is moved to and from Finished Stores by this automatic electric system that travels a guide path throughout the shop area.

LACHINE — The considerable increase in business at Canadian Allis-Chalmers, especially in the field of large weldments like this spiral casing, necessitated opening up a new shop midway through 1964. Identified as Plant 2, the shop has been set up for plate cutting, welding and assembly of large units such as turbines, kilns and mills. When necessary, rolled plate is supplied from existing facilities.

The building is located about a mile from the main plant and has complete facilities for shipping and receiving by either rail or road.



YORK — The fourth floor of the "shop-office" building at York Works has been remodeled for use by several valve departments. Sales application, order and repair service groups, and engineering — including design, development and drafting — are now centrally located on the fourth floor.

Edward F. Greiwe, Product Manager, Valves, General Products division, said that the move provides a more efficient operation and enables the department to handle orders faster.

AND AT OTHER WORKS

The year-old Guelph (Ont.) plant of Allis-Chalmers Rumely, Ltd., an assembly center for tractor loaders, will now manufacture components. The current plant expansion more than doubled production space. Employment has increased sharply in the last six months.

Recently completed extension of the Essendine, England plant added 24,000

sq. ft. for tractor loader production. This latest facility has, in addition to allowing an increase in production, made possible the introduction of three new models. Five models are currently in production, the TL-12, 14, 16, 20 and 30. They are sold in Europe and many countries on other continents.

Allis-Chalmers de Mexico, S.A. de

C.V. held official ceremonies for the opening of a new manufacturing operation in San Luis Potosi in the first quarter of 1964.

The new facility more than triples space available for the manufacture of A-C products in Mexico. The principal products are fork lift trucks, electrical transformers and voltage regulators.

Employees boost "Sell A-C"

Efforts of Harvey Works Man Helps Clinch Record Sale

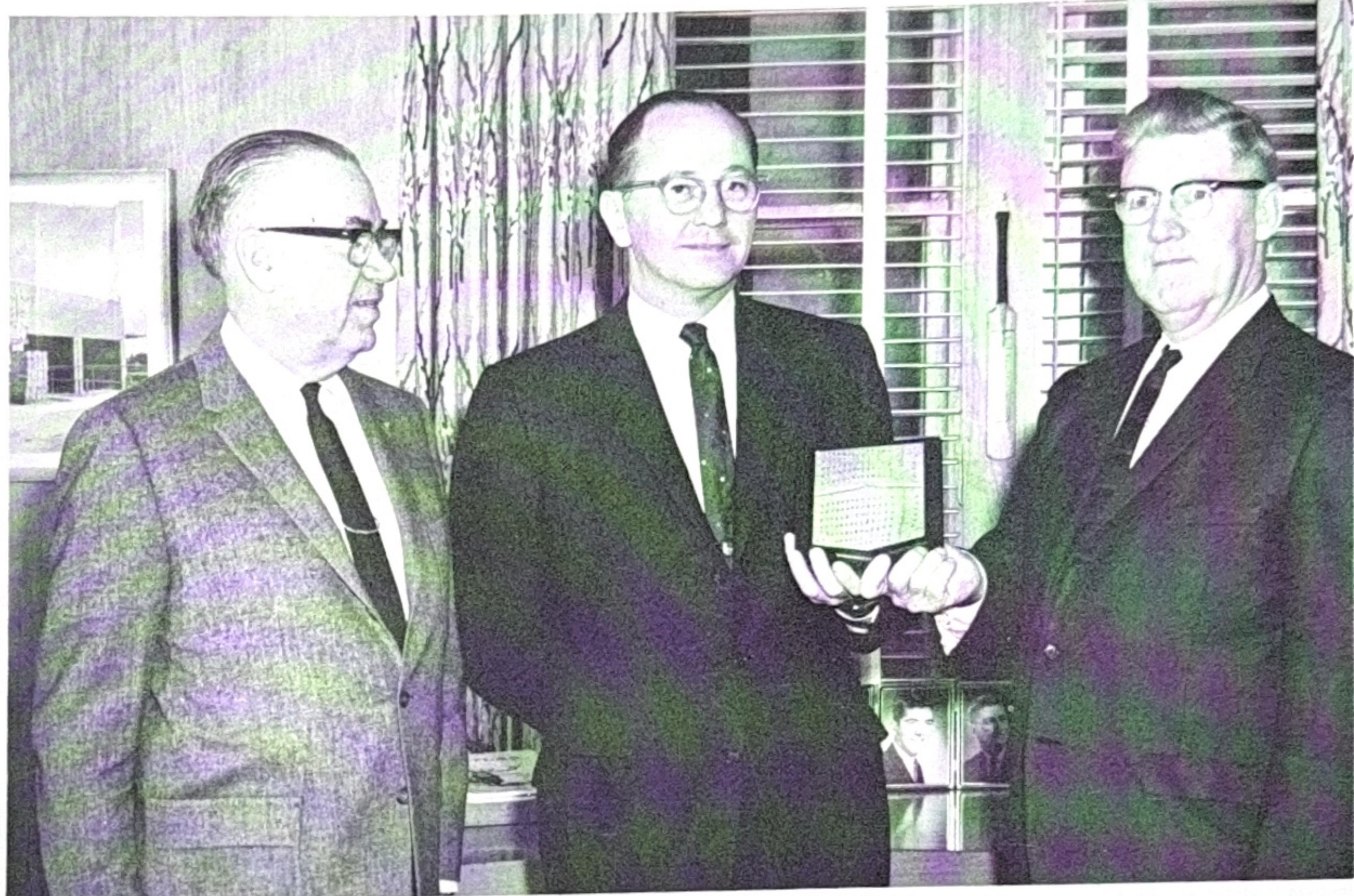
Nearly three years ago, President R. S. Stevenson, in a special letter to employees, wrote: "Each of us can do a job in selling Allis-Chalmers. We're 'insiders,' so we have first-hand knowledge of our Company's quality, workmanship and ability to deliver the goods. We can 'sell' these features the same way we can sell our actual products when the occasion arises."

There was much more to the letter, which was the kick-off to the "Sell Allis-Chalmers" campaign for the Company. There was an immediate employee response, and it has continued.

Total sales resulting from "Sell A-C" referrals and assistance totaled \$326,000 at the beginning of this year. This figure represented efforts for the first 21 months of the campaign.

"Sell Allis-Chalmers" action in

William Hamilton (center), assistant manager of engine engineering, Harvey Works, receives the first annual Harvey Works "Biggest Booster" award from Owen J. Higgins, general manager of the plant's operations. Roy Moyer, works coordinator of "Sell Allis-Chalmers," looks on. The award will be given each year to the Harvey Works employee who makes the most outstanding contribution to Allis-Chalmers. One of the main reasons Hamilton was selected for this award was his participation in the "Sell Allis-Chalmers" program which resulted in the sale of two 4,000 hp air compressors, valued at \$340,000.



1964, in less than 12 months, has already resulted in additional sales totaling \$460,610.

A tremendous boost this year, of course, was the sale of two 4,000 horsepower air compressors to the Project Fabrication Corp. of College Point, N.Y. This sale, accomplished largely through the efforts of William Hamilton of the Harvey Works, resulted in a dollar value of \$340,000. This was naturally the biggest sale ever attributed to a "Sell A-C" effort.

The Harvey plant was also the scene of a big push in the Kaddy Kart line, with several being sold through "Sell A-C" referrals.

But there were many other sales, all of which helped to make the program the success that it is.

Three folk lift trucks, with a total sales price of \$19,500, were sold at the Springfield Works as the result of two referrals by employees. A tip by R. A. Williams, a rate analyst in the traffic department, led to the sale of one truck to the Norwood Truck Lines, Inc., of Norwood, Ohio. A re-

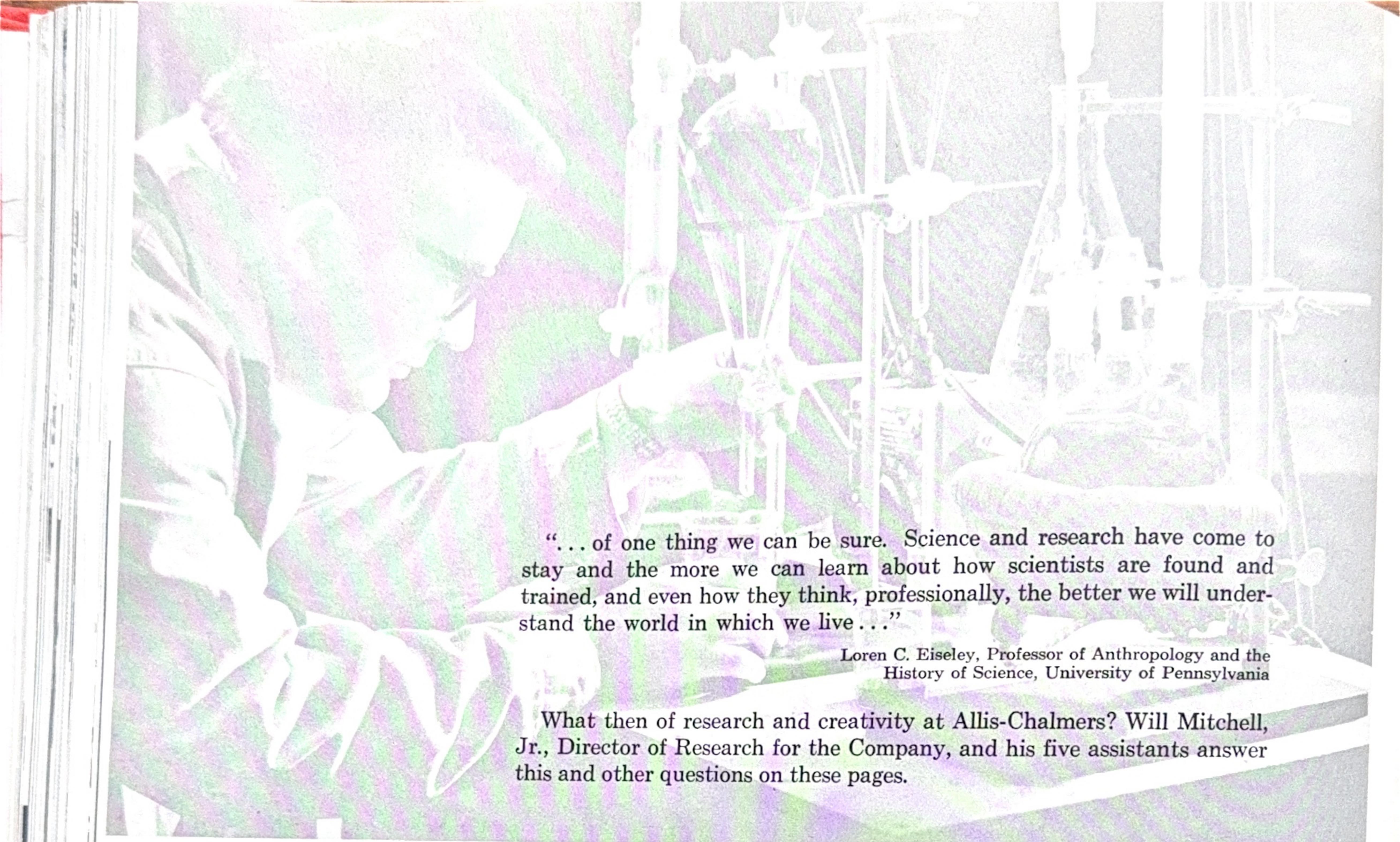
ferral by T. J. Moore, a buyer, led to the sale of two trucks to the National Seal division of Federal Mogul-Bower Bearings, Inc.

Another lift truck was sold through the efforts of Norbert Crogan, an assembler at the La Crosse Works. Buyer was the Roosevelt Electrical Co. of La Crosse, for \$6,500.

Again — those units are popular — a lift truck was sold to the Kendallville Foundry in Kendallville, Indiana following a sales referral from W. L. Schering, a buyer at La Porte.

The Boston works came up with their first direct sale as a result of the program, through the efforts of Armond White, a turret lathe operator. Because of literature mailed to him by Armond, a brother, Elton White, purchased a \$900 Allis-Chalmers B-10 garden tractor, with mower attachment.

With the grand total now at \$732,610, and with referrals coming in at their present rate, the magic million figure could be reached sometime during 1965. Your tip could do it.



“...of one thing we can be sure. Science and research have come to stay and the more we can learn about how scientists are found and trained, and even how they think, professionally, the better we will understand the world in which we live . . .”

Loren C. Eiseley, Professor of Anthropology and the History of Science, University of Pennsylvania

What then of research and creativity at Allis-Chalmers? Will Mitchell, Jr., Director of Research for the Company, and his five assistants answer this and other questions on these pages.

Research and the creative man

...And How They Contribute to the Future of the Company

WILL MITCHELL, Jr.,
Director, Research Division

What is the function of a Research Director?

The Director of Research has two roles — one, assembling and directing a technical staff and — two, being the middle man or liaison officer between the corporation and his technical staff. Both roles are vital and entail creative approaches to his duties and responsibilities if he is to realize the highest return from the invested research dollar.

In assembling and directing a competent technical staff, several points are worth mentioning. First, the capabilities and the responsibilities of the scientists and engineers that make up the technical staff must be evaluated and re-evaluated in light of the ever changing technical requirements of a growing corporation. Next, research projects must be analyzed — on the one hand checking for techni-

cal feasibility and, on the other, providing stimulation and encouragement for those projects that show signs of success. Third, for research projects, priorities must be established by the Director, and it is his responsibility to recognize as early as possible the time when a priority project is ready to leave Research and go to the next step toward full scale production. Finally, the director must to the extent his budget will allow, provide balance in the technical capability of staff so that he can offer consulting services to the operating divisions, when and if necessary.

In his other role, as middleman or liaison officer for his division, a different hat must be worn. In this capacity he must explain and sell the technical accomplishments of his division to the rest of the company and, in return, he must explain and sell corporate objectives and corporate philosophy to his own staff. This



Mitchell

becomes a communications and selling function.

In the final analysis, the rules governing the success or failure of a Research Director are identical to those governing any other member of corporate management — his division's contribution to the effective operation and to the profitability of the corporation.

ROBERT MATTERS,
Assistant Director, Research

Any organization demands a certain amount of conformity. Can conformity hurt creativity?

In any research organization it is essential to have conformity in several broad aspects. These include matters of safety, maintenance of complete data, preparation of research reports, and adherence to the broad research goals of the organization. This degree of conformity has, we believe, no effect on the creativity of the researcher.

Good creative researchers must be non-conformists to much of the tradition of their field in order to be able to generate and develop new concepts. This is not to say that they can disregard the basic laws of chemistry, physics and thermodynamics. Rather they must be thoroughly familiar with these laws but must

search for new ways to apply them.

The creative researcher must in some cases confine his activity to a specific research goal of the company. However, he must not do this blindly — but should be aware of and bring to the attention of management any auxiliary developments which may be of benefit.

What kind of a working "climate" helps an employee to be creative?

The climate of a research organization must be such as to encourage new ideas. Within the general goals of the organization, and sometimes beyond them, creative new ideas must be reviewed, evaluated, and supported to the maximum possible extent within facility and budgetary limitations. It must be recognized that modern research facilities are generally expensive and that often several man years of effort must be expended to determine whether or not a particu-



Matters

lar idea has promise for eventual commercial development. Thus the research manager has a difficult task of choosing which ideas should be worked on and developed.

DANE T. SCAG,
Assistant Director - Engineering

What are some of the more important areas where engineering research has helped the Company in recent years?

The engineering function in Research is primarily concerned with the conversion of new ideas and scientific knowledge into design information for prototype systems. In developing the analytical and experimental skills necessary for advanced engineering development, a peripheral benefit is the experience which can be brought to bear on difficult product problems.

Typical recent examples of assistance provided in cases of trouble include determining the cause of field failures in grinding mill heads and of abnormal vibration found during shop tests of a turbine generator.

Present products have benefited through the development of improved engineering methods resulting in better designs and lower costs. Analytical work is often incorporated in computer programs which save engineering time and provide more accurate and complete results.

In the new product area, a number of electronic controls for farm tractors and other equipment have been developed and are in the engi-

neering sections of product division in preparation for production and marketing.

The feasibility of many new products has been investigated prior to development with special emphasis recently on vehicle drives, including mechanical, electrical and fuel cell powered systems. Those that appear attractive, technically and economically, are being developed with the expectation that they will eventually be marketed.

How can a person develop his own creativity?

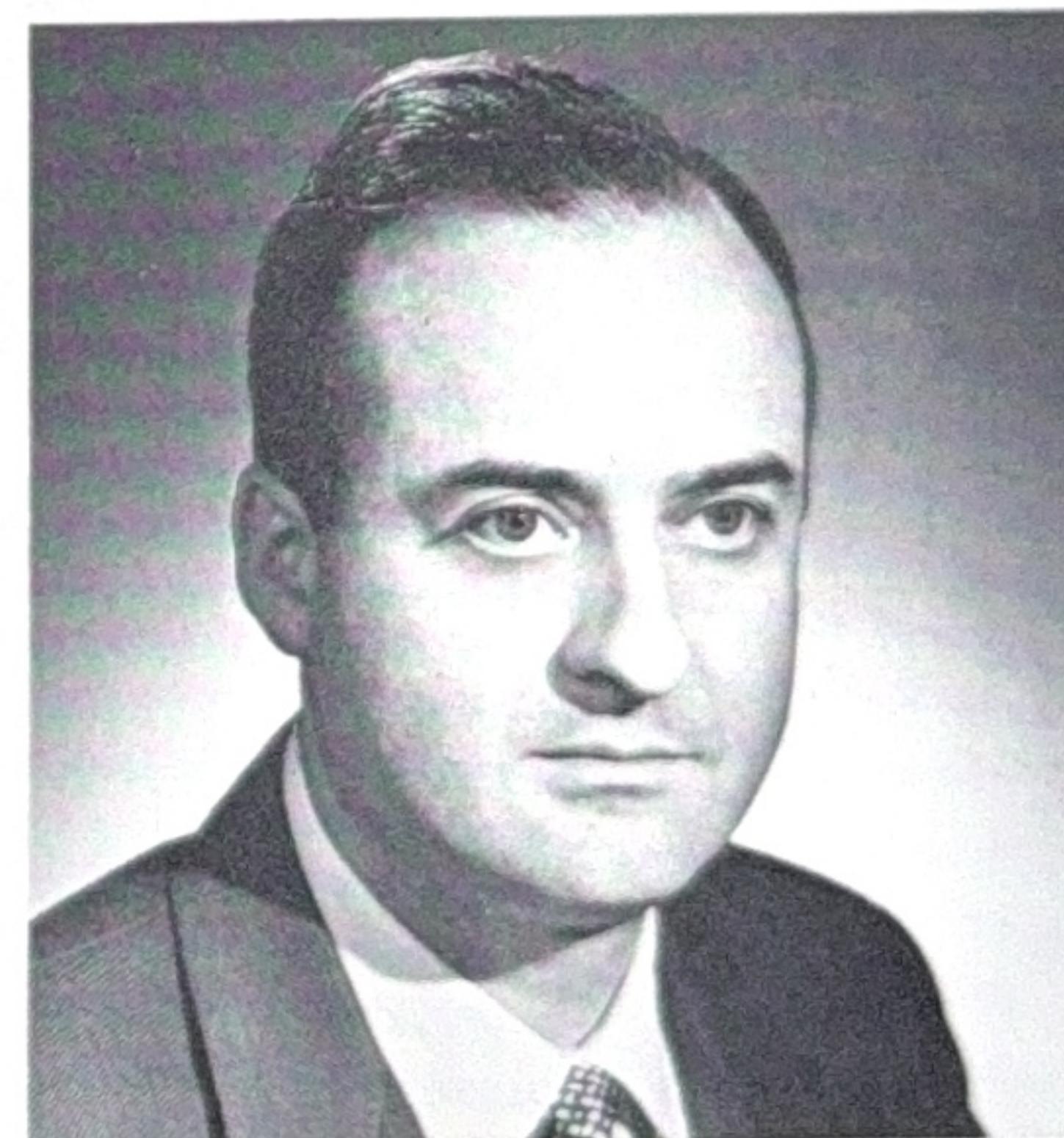
Creativity depends on associating pieces of knowledge, often in unrelated fields, to produce a new and useful combination.

Acquiring a mental stockpile of information will provide the building blocks for new associations. Breadth of knowledge, basic principles and recognition of what might be learned and applied are more important than depth and detailed knowledge within a limited scope. However, being an expert at something usually helps to prevent superficial thinking.

Facility in drawing ideas out of mental storage and associating them with the problem at hand can be promoted by conscious efforts to recall as many thoughts as possible, however remotely applicable they may

be. Complete absorption in the problem promotes the logical thought processes also, and this is usually the most basic element in creativity.

The ability to analyze critically and rapidly and to reject unsuitable ideas saves time and energy often wasted on a hidden fallacy. You must recognize what you do not know and



Scag

find the truth before going too far with an assumption which may be a misconception.

Motivation is most important of all. This must come from within yourself. You create because you want to know, not because someone else says 'create'!

WALTER W. EDENS,
Assistant Director, Research

Why is creativity important to a Company like Allis-Chalmers?

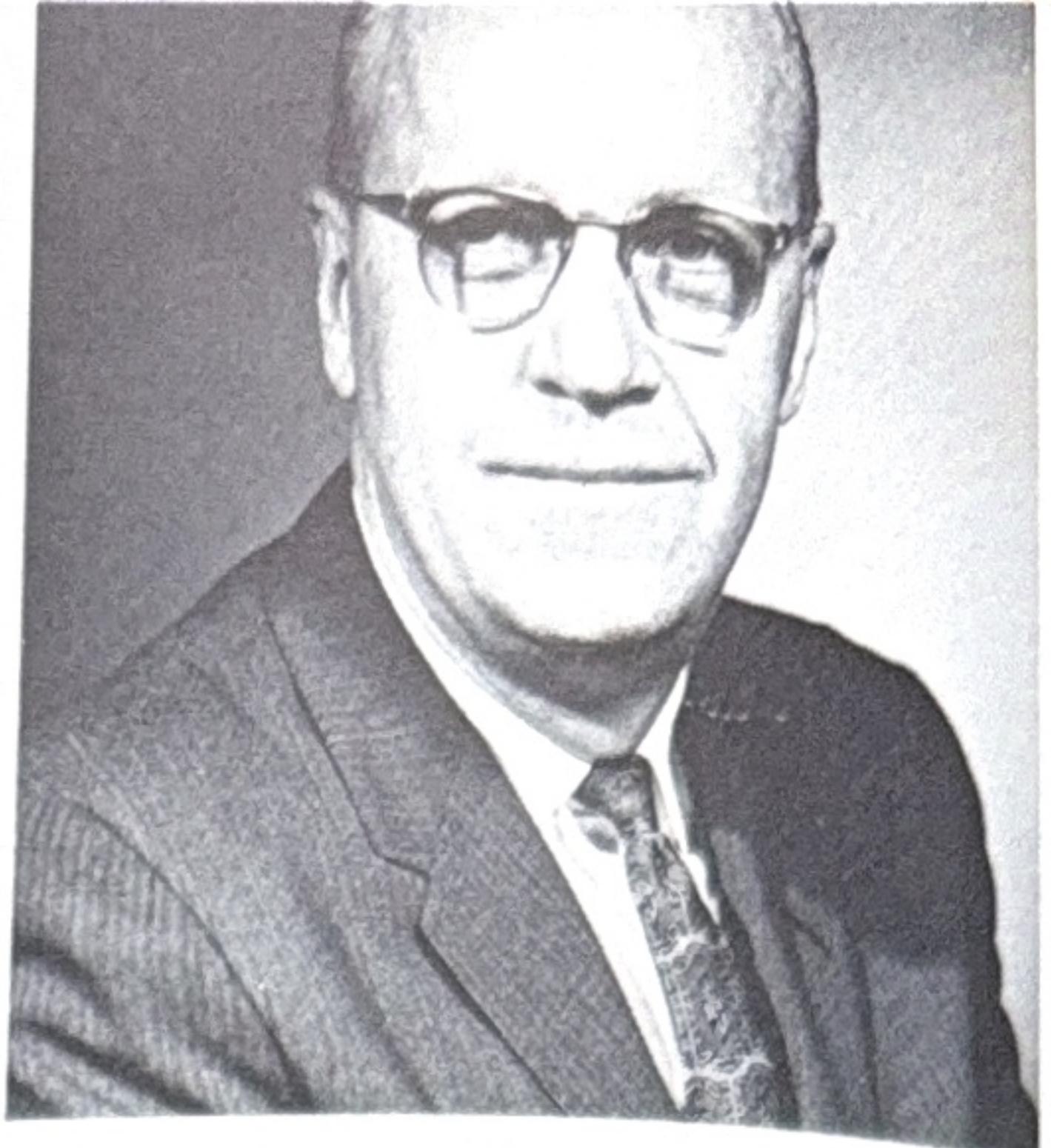
Creativity at Allis-Chalmers is a must if we intend to be competitive and stay in business. In the past we have grown largely through the acquisition of smaller companies. This was a good way to add new specific products to the Company at the time when we were largely product oriented.

Now, having reoriented our thinking and our sales efforts to a market approach, we need to carefully study these markets and create new useful machines, devices and processes that can be sold at a profit. This will take much ingenuity and creativity at all levels. We must be capable of creating that which is not known today if Allis-Chalmers is to serve the markets of tomorrow and prosper.

Some people say creativity is declining in this country—fewer patents are being issued—the U.S. is getting fewer than its share of Nobel prizes—there are not the great inventors there used to be. Do you think there is a decline?

In the broad sense creativity is not declining but is in fact increasing. As we individually have more and more leisure time to do those things that give expression in our lives, the amount and quality of creativity is certain to increase.

This is also true in the narrower areas of science and engineering. Years ago the inventions of creative individuals were frequently sponsored by the entrepreneur who had the financial assets to improve and to implement the use of the invention. Today, such implementation requires greater total assets and effort. The sophisticated tools needed to evaluate and indeed enhance inventions born



Edens

of individual creativity are financially out of the reach of most individuals. Thus, the form of expression is changing.

Nevertheless, since only an individual person can be creative, the progress of a company must reflect to a large degree on the sum of the creativity of the employees. In this sense the explosive growth of science and technology is witness to the fact that creativity must be increasing.

POWELL A. JOYNER,
General Manager,
Space and Defense Sciences

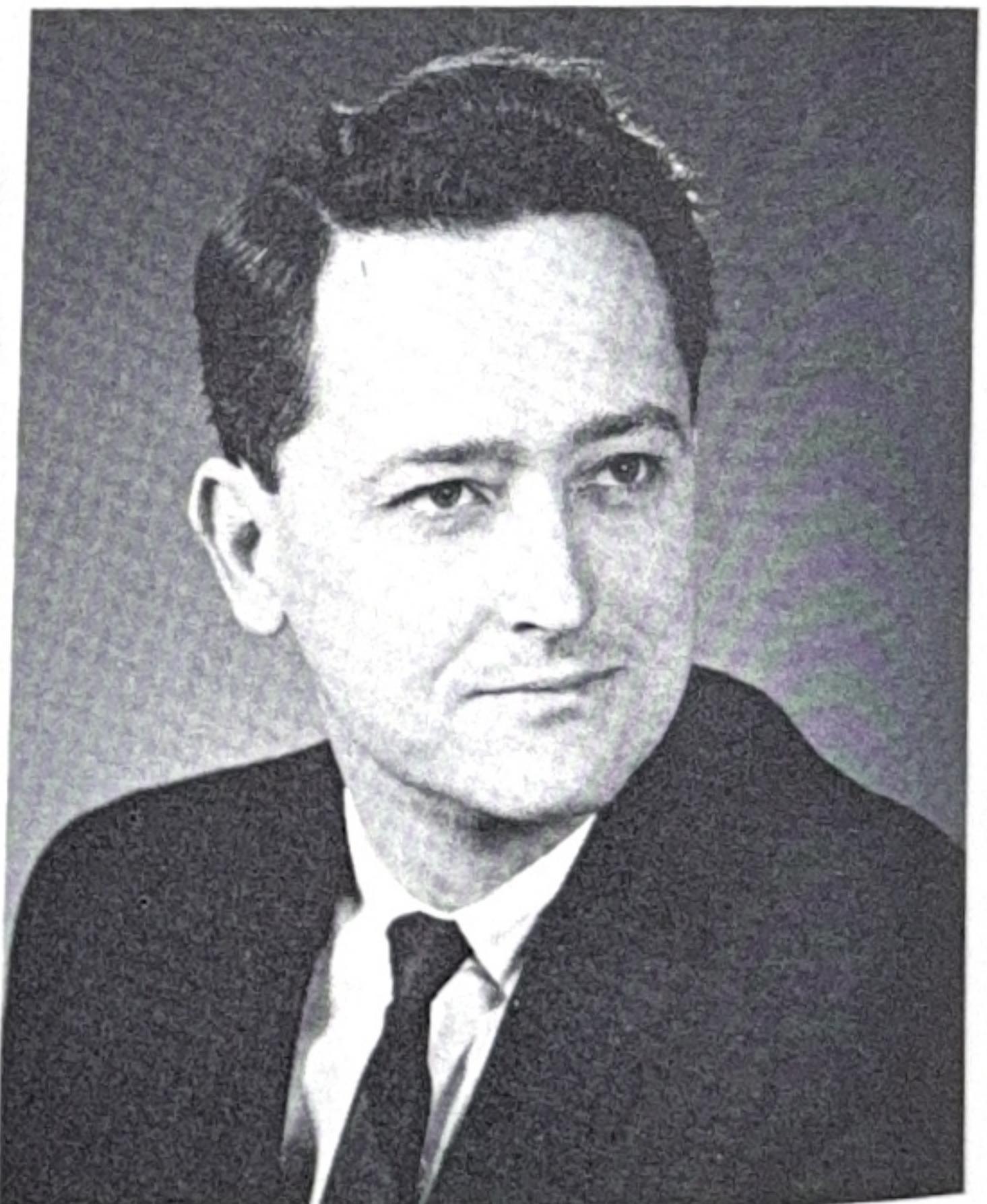
What is the future for the A-C fuel cell in space and defense?

Very bright. We have booked more business in the last two months than in our previous two year history. Our current growth rate is roughly 100 per cent per year. Not only is the growth rate very good, but we are

starting to diversify both in terms of product areas and customers. The Space and Defense Sciences Department now has contracts with the Air Force, Navy, Army, and NASA.

What are some of the characteristics of creative people?

Personally I feel that there are no distinguishing characteristics to creative people. They either are or they aren't.



Joyner

C. L. SOLLENBERGER,
Assistant Director, Applied Research

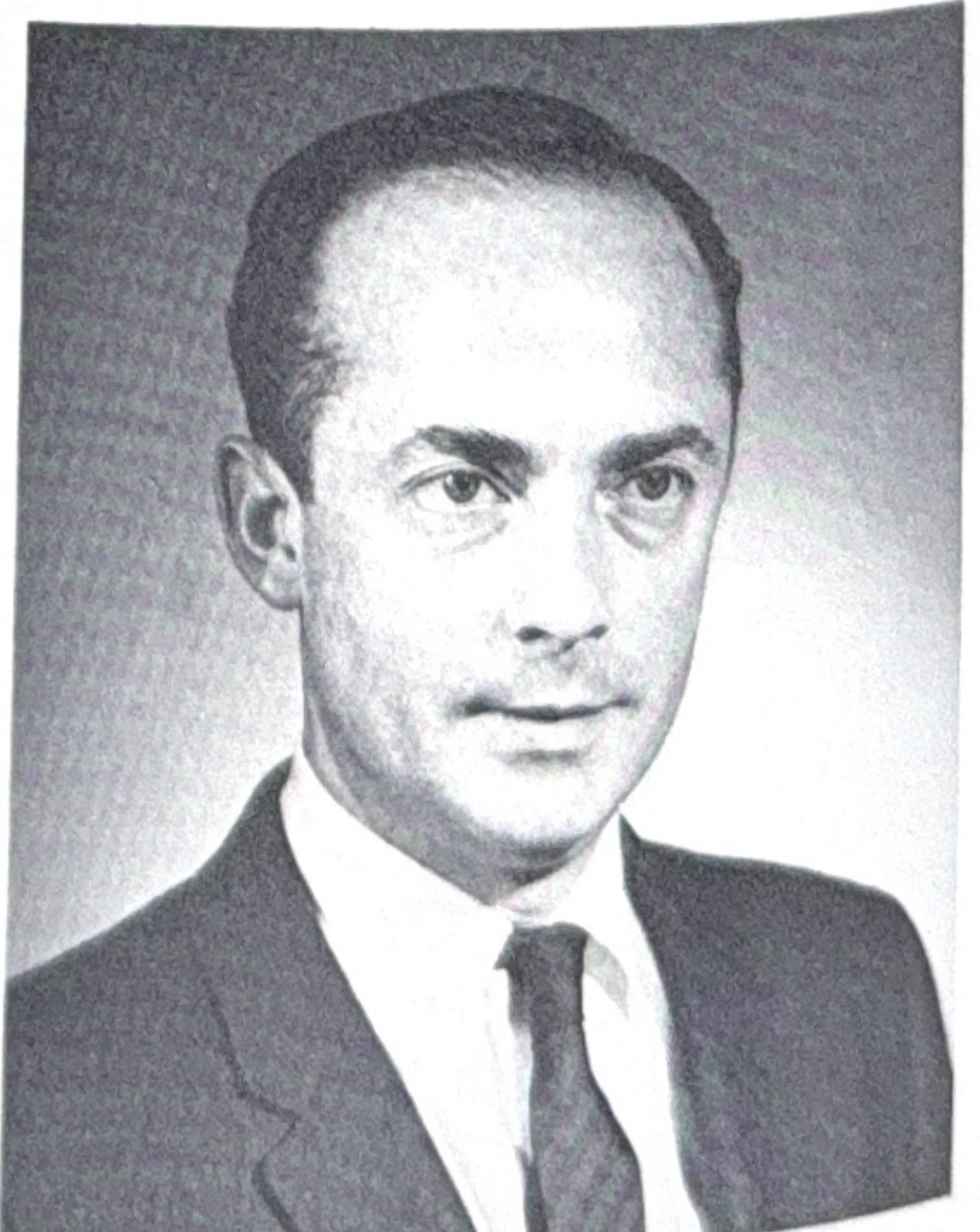
What are some of the factors that lead to creativity?

Creativity of an individual in an industrial organization may result from two factors: dissatisfaction with the current way things are done or made, or being faced with an aggravating problem which requires a solution. It's pretty difficult to be creative if you're entirely satisfied with the way things are, or are not aware of any problems that have to be solved.

A creative person on a repetitive job would be constantly alert for a

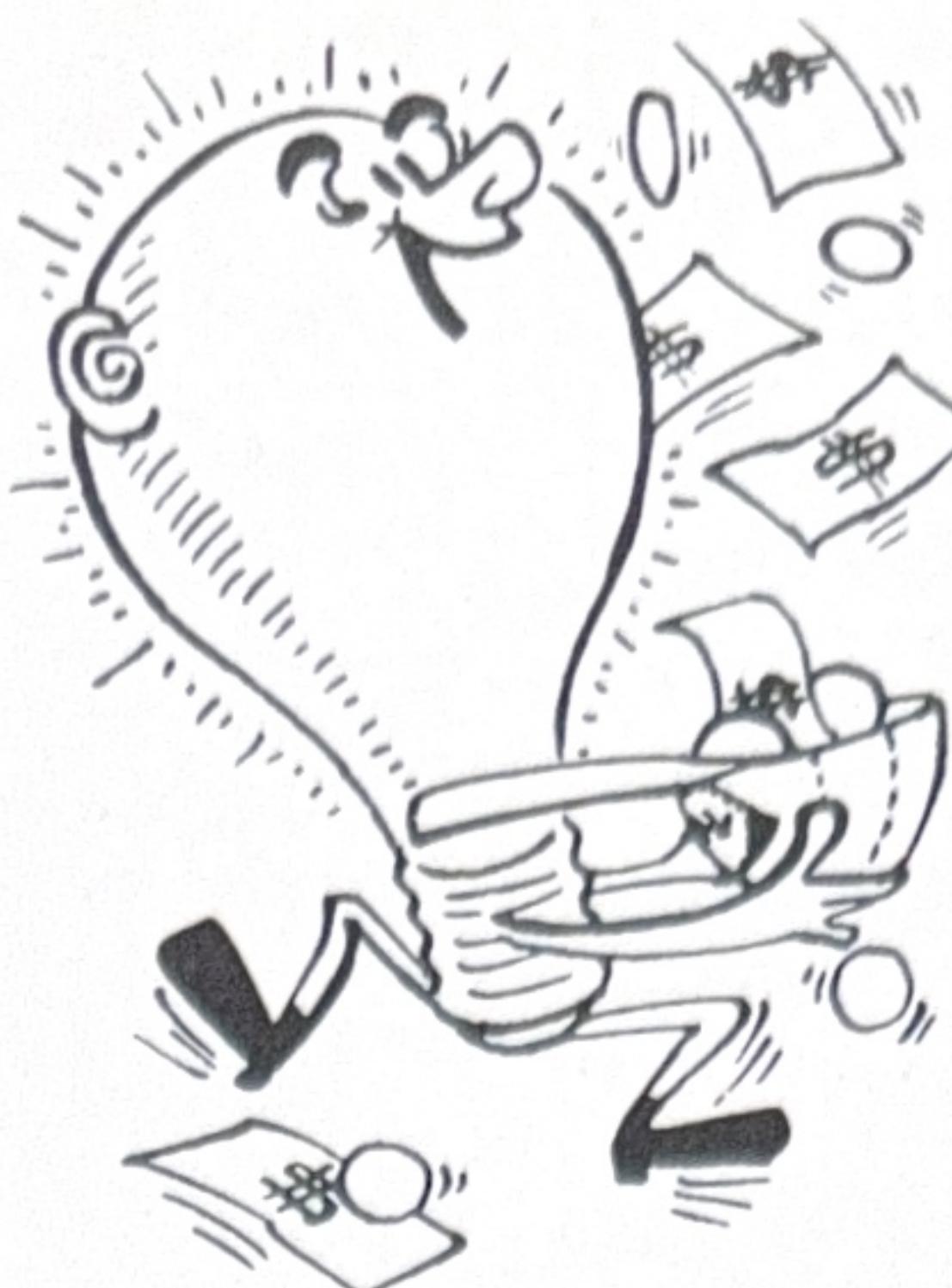
better way to do the job to minimize his effort, because creative people, while active mentally, are not necessarily the most active physically.

A man who feels he is lost in a crowd is probably not the most creative person. Creative people are curious, have many interests and it is difficult to conceive that they would have time to feel lost in the crowd. Anyone who feels this way should be advised that further formal education, reading, etc. will expand his scope of interest and develop a more active, alert mind and possible latent creativity.



Sollenberger

**Award Winning Ideas
often result from 2%
Inspiration, 98% Perspiration**



The Secret of Success?

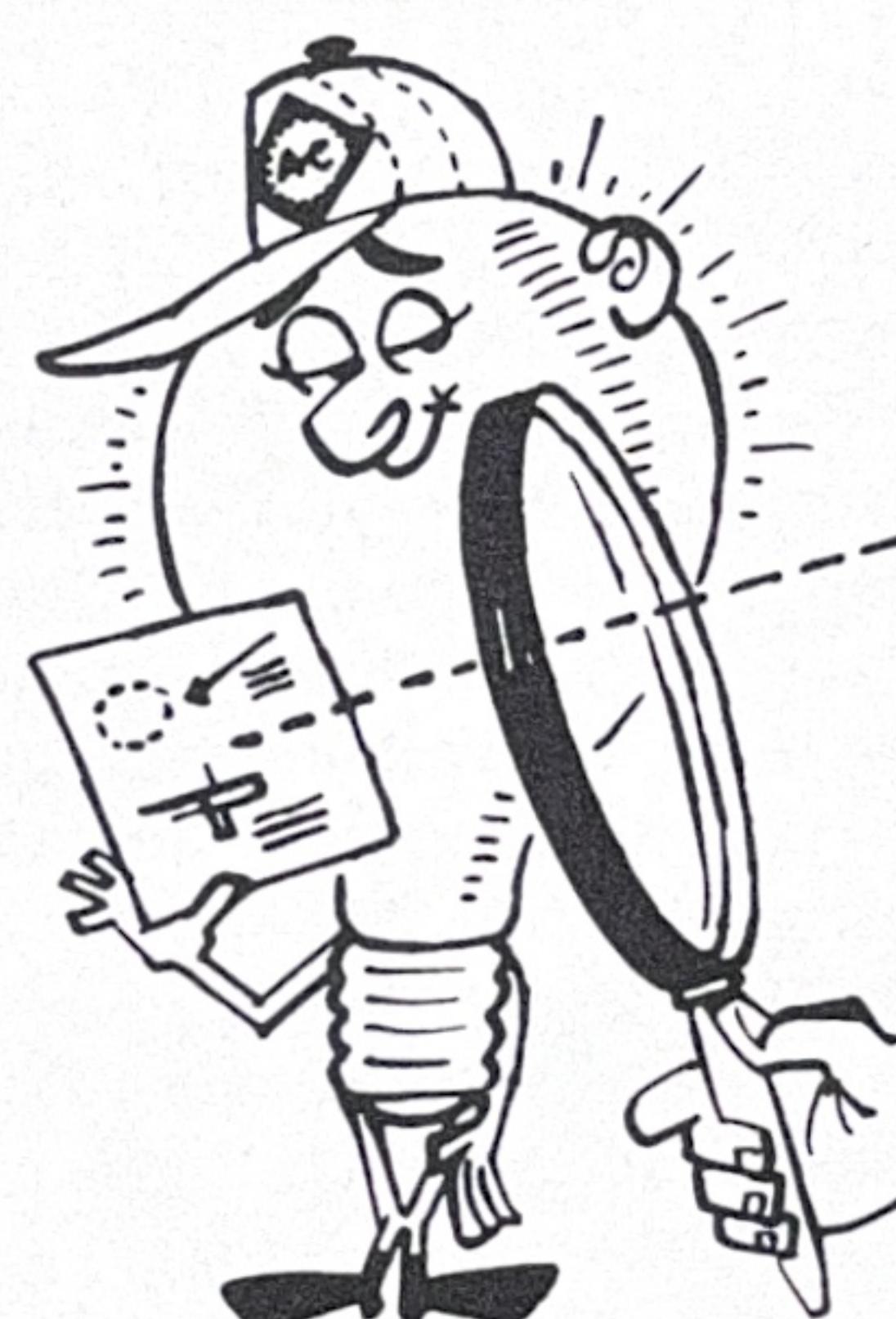
Some would call it smart thinking, others might term it luck. But the men and women who came up with award-winning ideas in the employee suggestion program during the past year had another quality. They were endowed with the successful person's willingness and determination to follow up on the initial "brainstorm."

Who hasn't had a terrific idea on how things could be improved around the office or plant? But most merely just think about it, perhaps talk about it with someone else, then drop it. It's a good thing that everyone is not that way. We'd have no electric lights today, or automobiles or airplanes or telephones. In fact, we'd probably be living in a cave somewhere, wearing a loincloth.

Many Allis-Chalmers people during the past year made suggestions. Roughly one-third of these suggestions resulted in cash awards (which compares favorably with the national average of about one-fifth). Many of the awards were small — only a few dollars — but others were substantial, many into the hundreds of dollars, one over a thousand.

"Not only have these employees added to their incomes, but they've helped improve the efficiency and

safety of their jobs . . . they've found ways to eliminate waste, to reduce costs. They've helped the Company. And when you help the Company, you automatically help yourself, whether there's a cash award in the offing or not," explains A. V. Gaulke, Manager, Methods Improvement Services for the Company.



Can you suggest how to do something which is *better, faster, safer, less expensive*? Here are a few suggestions:

Look around; keep your eyes open for ways of improving your own job as well as others.

Think your idea through; make a simple sketch, or discuss your idea with your supervisor.

Write the idea down and get your figures straight — be specific and brief — give your reasons why you think the improvement should be made.

Last but not least, send in your suggestions. Some fertile fields for new ideas are:

Conserving time, machinery, supplies, materials.

Improving hand or machine operations, methods, quality and appearance of products.

Eliminating clerical or paper work, hazards to personnel or equipment.

Reducing repair or maintenance costs, scrap material, waste time.

Developing new products, new methods, new equipment.

Suggestions do not have to be startling and new ideas. They can be a variation of something that has been done before — such as a change in design of a product, a fixture, a form, a piece of equipment. They can be an improvement in procedure, method or technique for manufacturing, record keeping, merchandising, or employe, customer or public relations.

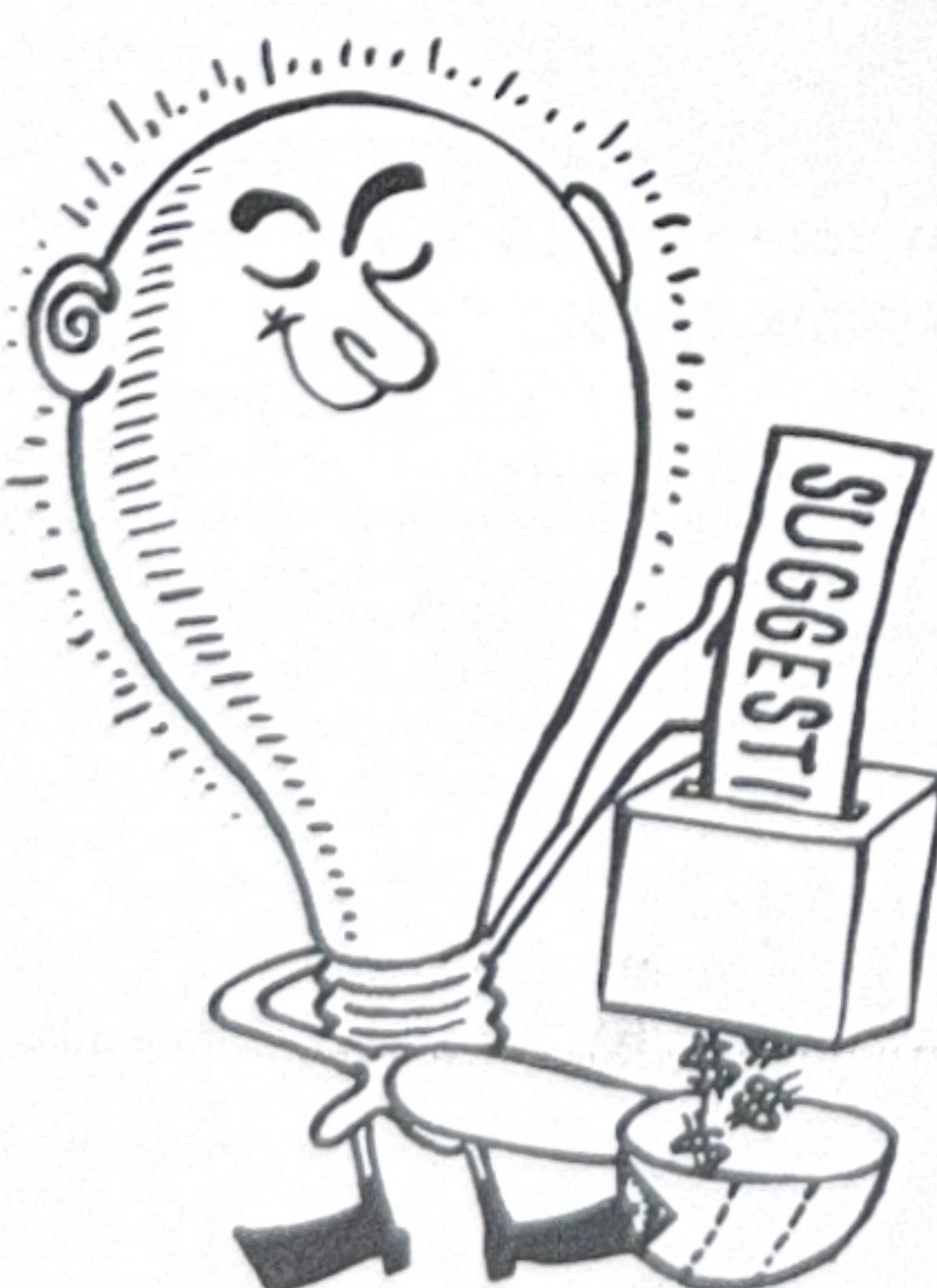
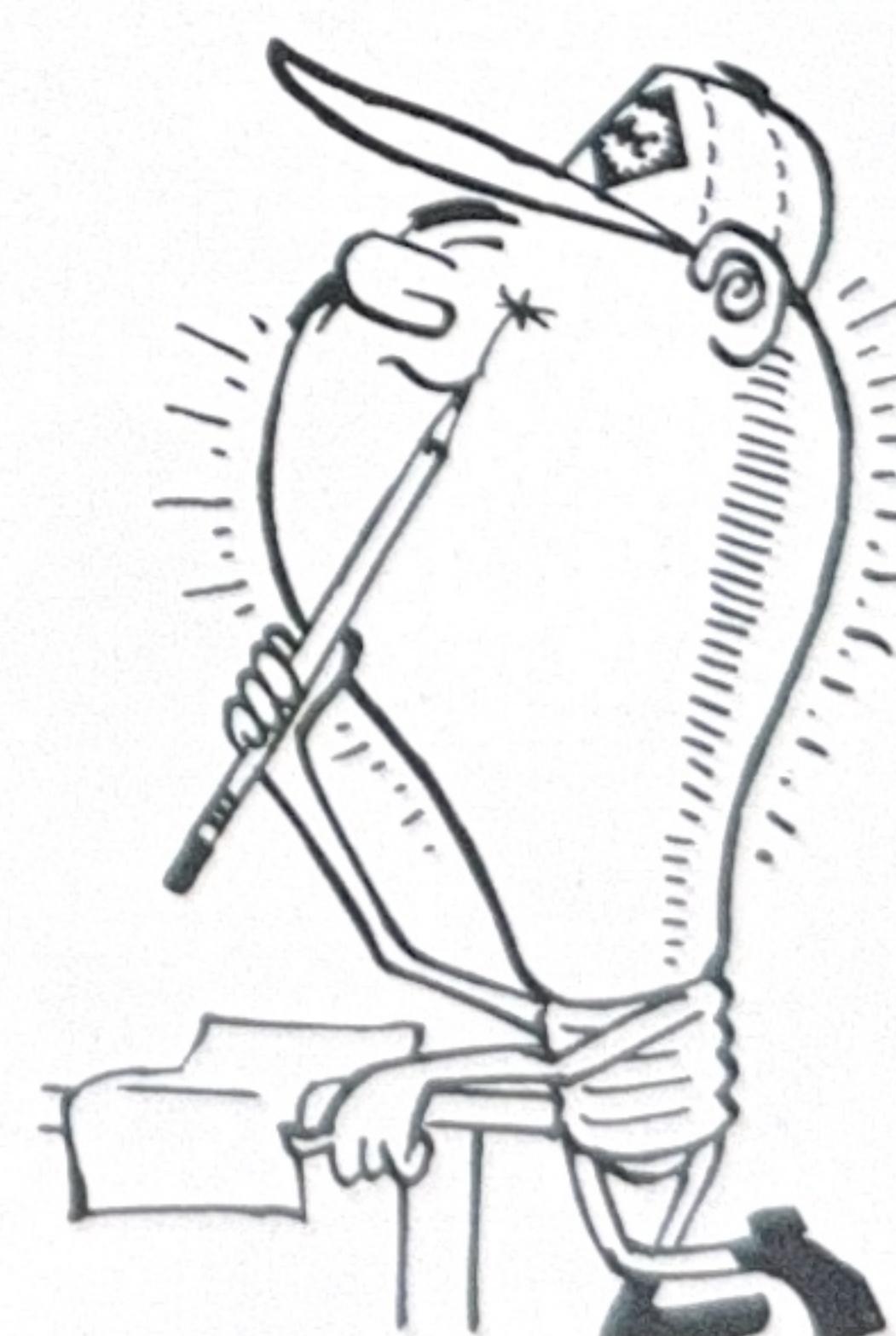
How do you go about thinking up better ways to do things? Men who have spent a considerable amount of time with suggestion systems have found that there are definite ways to produce winning ideas.

Look at your job. No one spends as much time on it as you do. What ideas does it suggest?

Think about your job and other operations. How can they be made better, faster or easier?

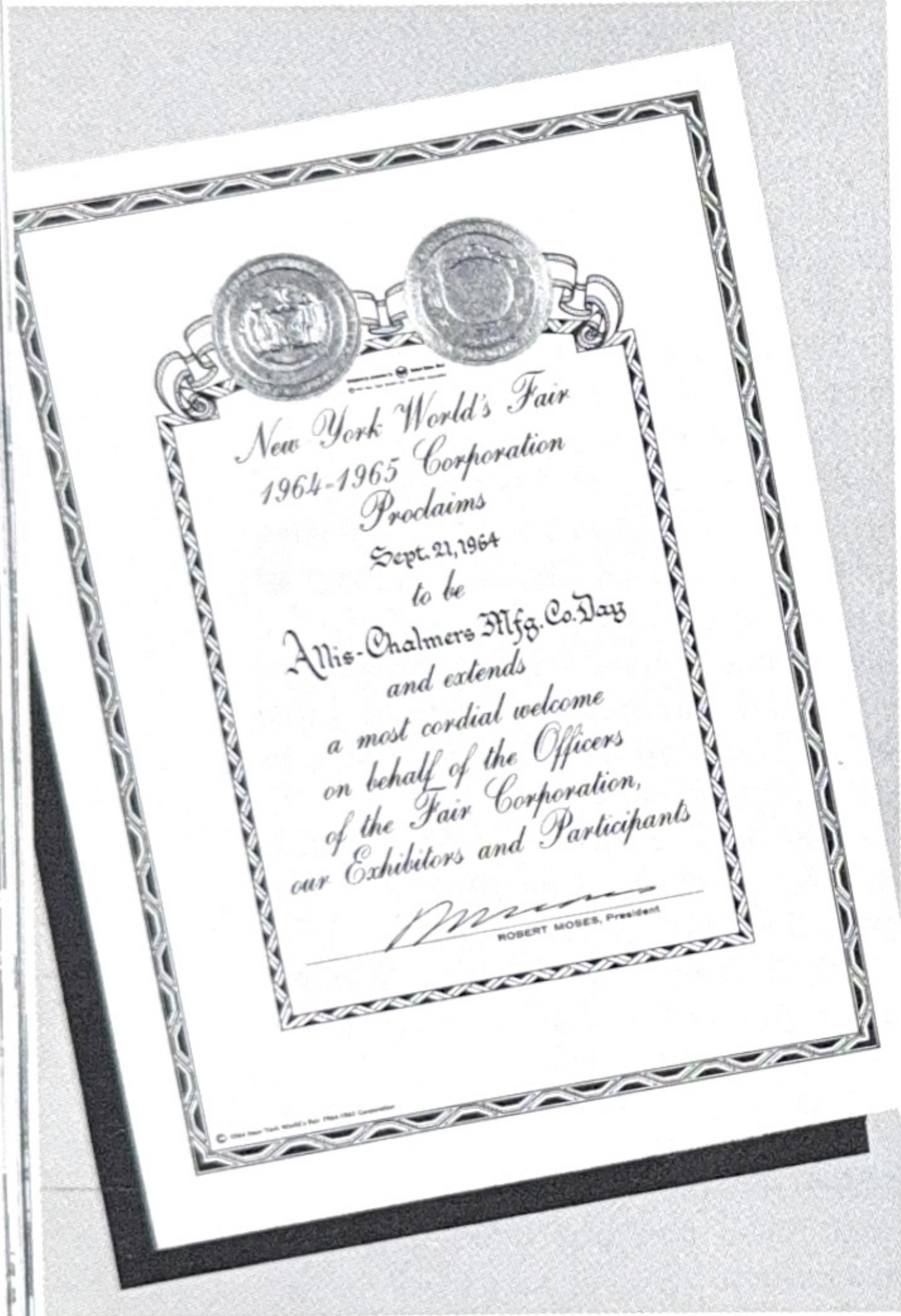
Suggest a better way to do it. Your best ideas will never be put to use unless you take the first step. Write them down and put them in a suggestion box.

You can earn an award, too!



**Employe Tour Program
Offers Low Group Rates,
Interesting Sights**

Saw you at the fair



A Day for A-C

Coffee, Tea or Milk?



The exciting trip depicted on these pages was the first in an extensive tour series offered to Allis-Chalmers employees and their families.

This was to the New York World's Fair — with jaunts to Washington D.C. and New England on the side. Future excursions are planned for Europe — London, Rome, Florence, Venice, Lucerne, Paris and Amsterdam — and to Mexico and Hawaii.

The World's Fair tour originated in Milwaukee, as will all future tours. They are, however, open to Allis-Chalmers employees at any plant, who can arrange to meet the tour at its starting point or along the way. For instance, for the European tour, employees at La Crosse, Cedar Rapids, Deerfield, Harvey, or La Porte could drive to Milwaukee; employees at Boston, Lachine or York could meet the tour flight at New York.

The tours are economical because of the savings derived through group fares. They include a professional escort, and comprehensive sightseeing programs. Accommodations are in first-class hotels. Prices include portage, tips, taxes, entrance fees, and meals, as stated.

Grand Europe Tours, for 21 days each, are now scheduled for depart-



tures in 1965 on June 8, July 20 and August 17, at a total cost of \$770. The Hawaiian Holiday Tours, for 16 days, leave on May 15, June 19 and August 7, at a cost of \$480. Times for the Exotic Mexican Tour are May 8 and September 11. This tour, at \$350 for 15 days, will visit Mexico City, Cuernavaca, Taxco, and Acapulco.

If there is sufficient interest in fall or winter tours, additional dates can be scheduled.

The tours are arranged through the Company's Personnel Service department at West Allis. Those interested may write Miss Dorothy Dippo, Allis-Chalmers, P.O. Box 512, Milwaukee, Wisconsin 53201.

Ladies on Tour



Hall of Free Enterprise



Petite Mother of Six is Unique Sight Atop an Allis-Chalmers Tractor



The Lady Logger

"I wish we could hire her to run one of our skid tractors."

So commented one Pennsylvania logger to another this past fall as he watched a mother of six transport a load of logs through heavy woods with an Allis-Chalmers HD-3.

But the logger who made the wish didn't stand a chance. The second logger already had a long-term contract with the subject of their discussion. He'd married her several years earlier!

Howard Duell, of Galeton, Pa., cuts and skids* for the Thompson-Galeton Lumber Company in north central Pennsylvania's mountainous Potter County region. He does the cutting while his wife skids with one of their two tractors — the HD-3 and another A-C unit, the H-3. Each is

equipped with an all-hydraulic blade and a winch with an integral log arch. (Both are built at the West Allis Works.)

In the past Duell has often hired someone — always men — to run one or both of the tractors. But for the past three years his star operator has been his wife — known in the area, as "the lady logger."

Mrs. Duell, whose children range in age from 3 to 15, began operating one of the tractors on a day when her husband was short-handed. She's been doing most of the skidding ever since.

"My mother and dad had two boys — and a tomboy," Mrs. Duell says. "I like being outdoors and I enjoy running the tractors. They're easy to

operate and I know I'm getting something done. Sometimes around the house it doesn't seem as if I'm getting much, if anything, accomplished."

Besides running the tractors, the slightly built, 110-pound Mrs. Duell joins in other logging activity, such as securing the heavy logs to the tractor — all with the apparent ease of an old time lumberjack twice her size. "It isn't how strong you are, it's how you hit them," she explains.

In her spare time — evenings and weekends — Mrs. Duell takes care of all the housework that goes with maintaining a home for six children — including two teenage daughters.

*"Skidding" means to push or pull huge logs about with a tractor.

Husband Howard provides the muscle in securing the heavy logs to the tractor's pulling chains.



But when hubby's not around, mom isn't above doing the job herself.



The Duell family — eight strong. This picture could be a real stumper for the television show, "What's My Line."



California's youngest Mayor

A-C Sales Representative Has Two Lively Careers

Mayor of Newark, California, at the age of 30, sales representative Dann Clasen is believed to be the youngest mayor in that most populous state in the nation.

Clasen, with Allis-Chalmers since 1956, became active in community activities soon after he and his wife, Barbara Ann (Bobbie), and son Stephen, moved to Newark in 1961. While serving as president of the Lido Fair Home Owners Assn. he was appointed to fill an unexpired term of councilman.

Clasen previously had appeared at many city council meetings both as a spectator and in behalf of issues of interest to the home owners.

Newark operates under the council-manager form of government, with a city manager who is the chief administrator. "This form enables councilmen to take the job without pay and devote only a portion of their time to the duties," Clasen explained. "We in California feel that this is by far the best type of government for municipalities since it does not restrict those who run for office — one does not have to be a professional or full-time politician."

In April of 1964 he was elected Mayor.

"As mayor, I am chairman of city council meetings. We have two regu-

larly scheduled meetings a month, on the second and fourth Thursday," he said.

"In addition, I represent the city at area functions and serve as the city's official representative throughout the state and nation.

"The job is a demanding one in the time it consumes. On the average, I am home only about one night per week."

Newark, with a population of 20,000, has been incorporated for nine years. Located 35 miles from San Francisco, 25 from Oakland and 20 from San Jose, it is in the heart of a rapidly growing area. The city's population is increasing approximately 15 per cent per year.

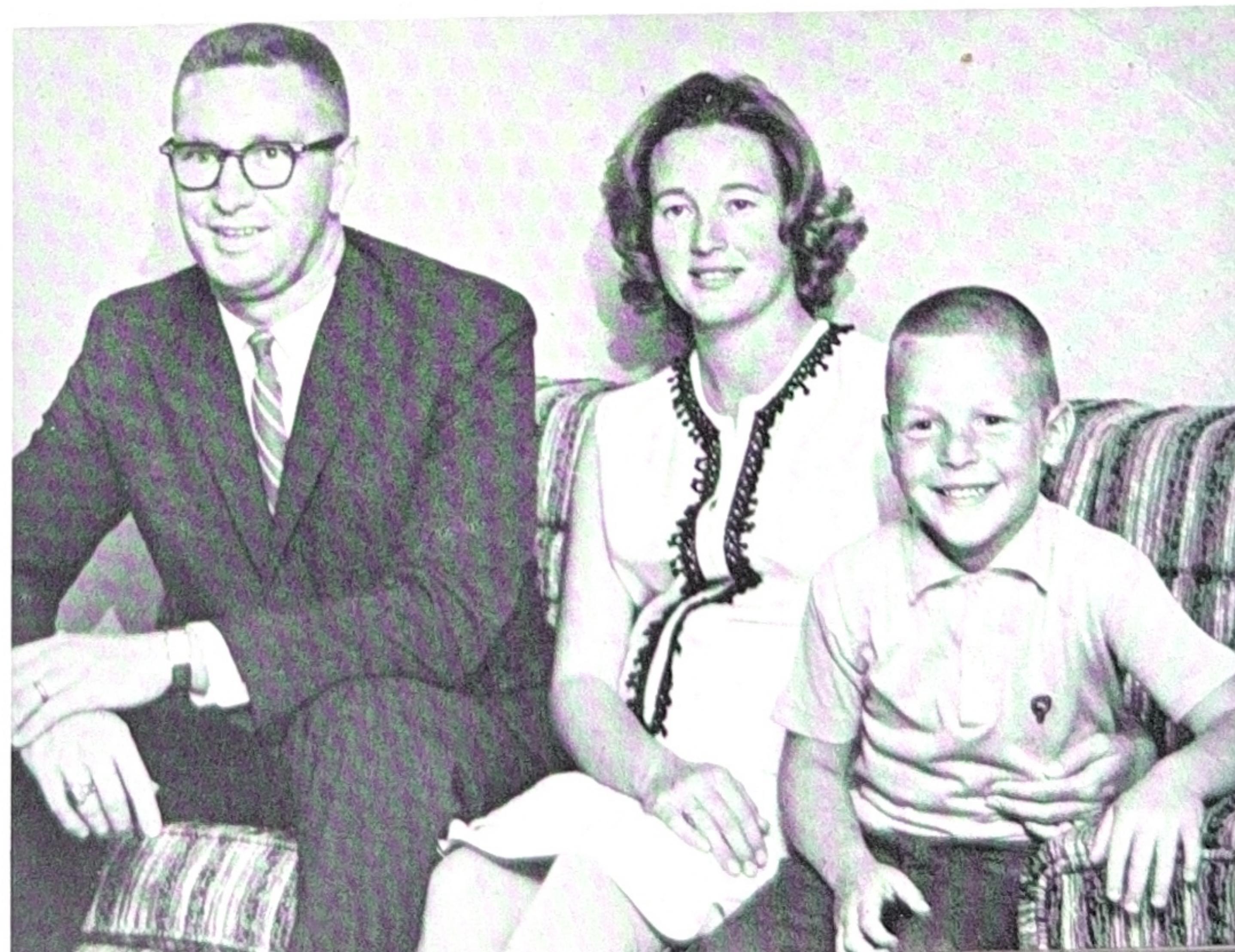
"My mayor's job helps very much with my Allis-Chalmers work," re-

ports Clasen. "Most of my customers now know that I am the Mayor of Newark and seem to get a lot of satisfaction out of discussing politics or problems with somebody directly involved in city government."

Dann earned his BS degree in Mechanical Engineering at the University of Washington in 1956, and enrolled in the Company's Graduate Training Course. He served as secretary and president of the "Aces," an organization of the trainees.

In 1958 he was assigned to the San Francisco office as a sales representative in the Industrial Sales Group, and in 1963 was named manager of industrial sales in the office. Since the reorganization last year, Dann has been a sales representative in the Mining and Quarrying Sales force of the Process Equipment and Systems Division.

This home scene includes wife Barbara Ann and son, Stephen, 6. Another child is expected in the latter part of December.



Clasen in Washington, D.C. with Congressman Don Edwards (right) of California and John Nail, Newark's city manager.

The night before Christmas

'Twas the night before Christmas and all through the house
Not a creature was stirring, not even a mouse.
When down through the chimney all covered with soot,
Came the "Spirit of Fire" — ugly galoot.

His eyes glowed like embers, his features were stern,
As he looked all around for something to burn.
What he saw made him grumble, his anger grew higher,
For there wasn't a thing that would start a fire.

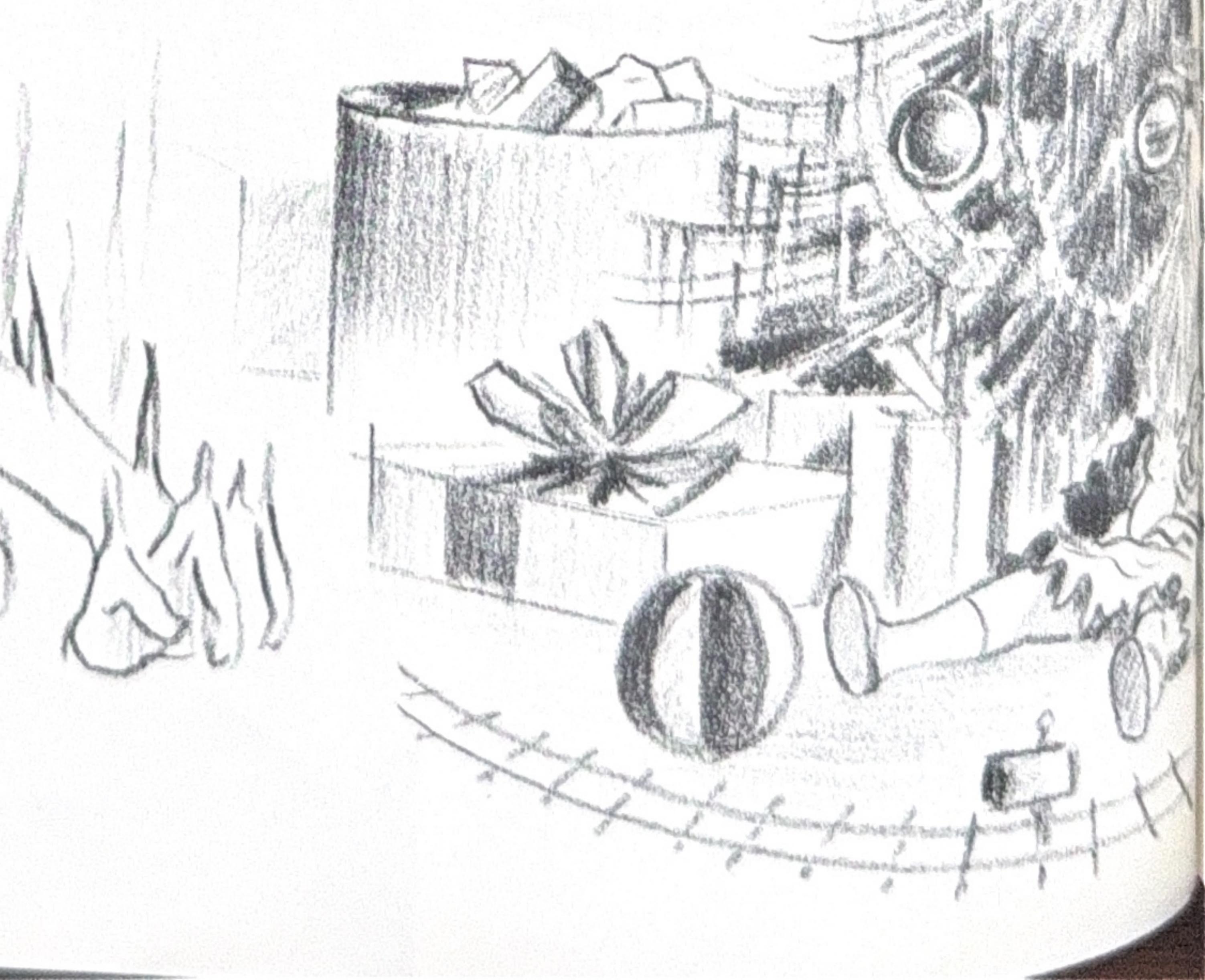
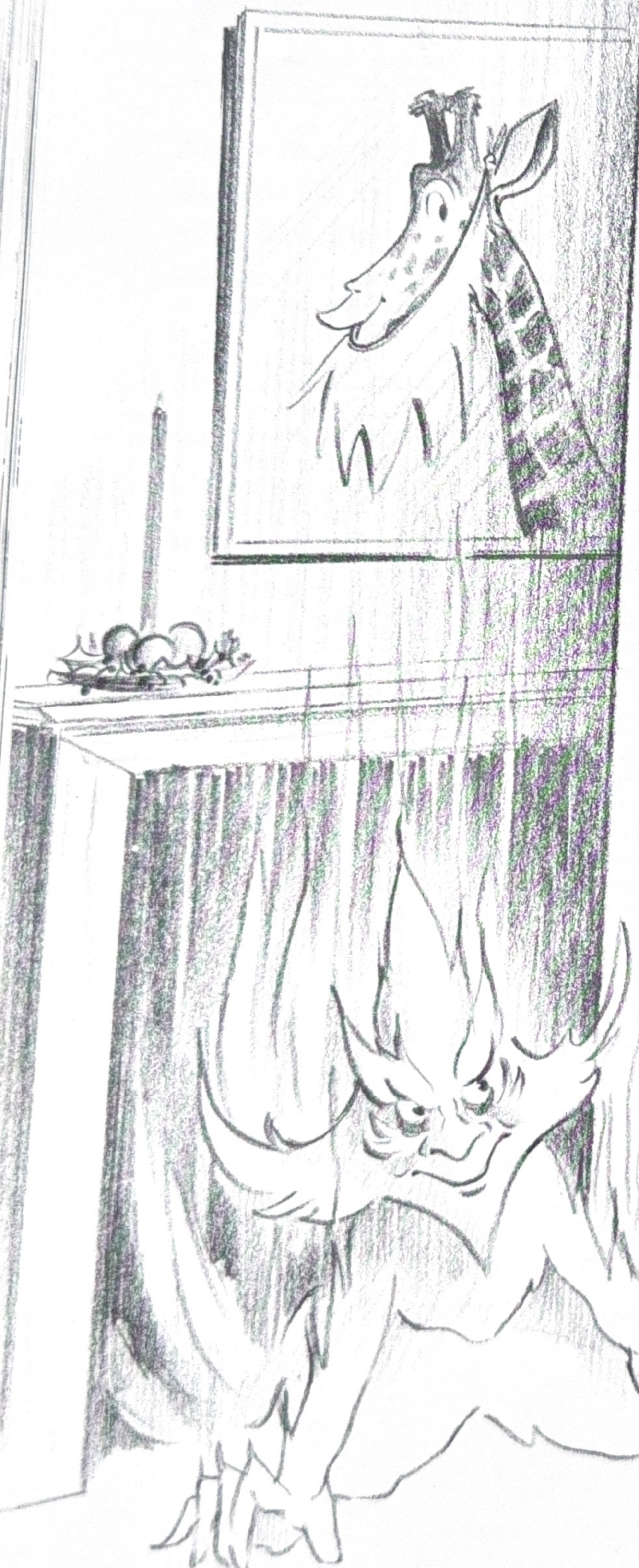
No door had been blocked by the big Christmas tree;
It stood in the corner leaving passageways free.
The lights that glowed brightly for Linda and Tim
Had been hung with precaution so none touched a limb.

All wiring was new, not a break could be seen,
And wet sand at its base kept the tree nice and green.
The tree had been trimmed by a mother insistent
That the ornaments used be fire resistant.

And mother had known the things to avoid,
Like cotton and paper and plain celluloid.
Rock wool, metal icicles, and trinkets of glass
Gave life to the tree; it really had class.

And would you believe it, right next to the tree
Was a suitable box for holding debris!
A place to throw wrappings of paper and string
From all of the gifts that Santa might bring.

The ugly galoot was so mad he could bust,
As he climbed up the chimney in utter disgust,
For the folks in this home had paid close attention,
To all the rules of good "Fire Prevention."





New Units Offered to Employees at Special Discount Prices

Snow fun with a "Sno-Bee"

Do winter snows pile up in your area? Here's good news.

Employees throughout the United States and Canada may now purchase Allis-Chalmers Sno-Bee snow throwers at a discount of 20 per cent from the factory list price. A payroll deduction time payment plan is available.

There are two models. The four horsepower unit takes a 23½ inch cut and is listed at \$260. The six horsepower model takes a 26 inch cut and is \$330. Thus, the larger unit can be purchased by employees for \$264; the smaller unit for \$208.

Both models have one-piece, non-clogging augers to clear a path even through deep, heavy, wet snow. The

spout rotates 270 degrees to pile snow just where you want it while the machine is operating. The thrower raises to 26 inches to clear high drifts.

A removable heavy gauge steel scraper blade is standard equipment on both models. Steel gauge wheels mounted to the blower adjust scraper blade height and facilitate snow removal.

Both models are powered by engines that have winterized ignition systems and recoil starters for easy cold weather starting.

Hand throttle clutch for starting and stopping the drive wheels, gearshift, snow thrower clutch, and spout control are conveniently grouped on or near the upper part of the handle.



All orders will be delivered by authorized A-C dealers. Freight from the factory, taxes and delivery charges will be added.

Under the payroll deduction time payment plan, the down payment is equal to at least ten per cent of the total employee price of the purchase. This plan may be for as long as 24 months. Standard charges of the A-C Credit Corporation will apply to each employee time purchase. Of course, you may buy on a cash basis and still receive the employee discount.

Employee Retail Order

To: Allis-Chalmers Manufacturing Company

Please enter my order for the "Sno-Bee" at the Employee Price of 20% off List Price; to be delivered to me by an authorized Allis-Chalmers Dealer on or about _____, 1964.

Upon delivery I agree to pay the Dealer either cash for the total amount of the Employee Price, freight, tax, duty if applicable, and the Dealer's delivery charge or if I so choose, pay the Dealer at least 10% of the total price mentioned above and for the balance, plus time payment price differential, complete a note settlement which shall become my authorization to the Company for payroll deductions.

I agree to accept the Company's standard warranty for this equipment, a copy of which will be furnished upon acknowledgment of this order.

Qty.	Description	Employee Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
Freight, tax, duty if applicable, and delivery charge will be added at time of delivery.		TOTAL _____
Signed by _____		Address _____ Residence _____
Res. Phone _____		(City) _____ (State) _____
Branch Office _____		Date _____
Employee Status Certified: _____ (Signed) _____ (Manager) _____ (Title) _____		
Dated _____ 19 _____ (Division) _____ (Office or Works) _____		

After certification, forward entire sheet to Mr. William Robertson, Farm Equipment Division, Allis-Chalmers, Box 512, Milwaukee 1, Wisconsin.

a-c scope

ALLIS-CHALMERS

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Norwood, Ohio

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PRESIDENT'S CHRISTMAS MESSAGE

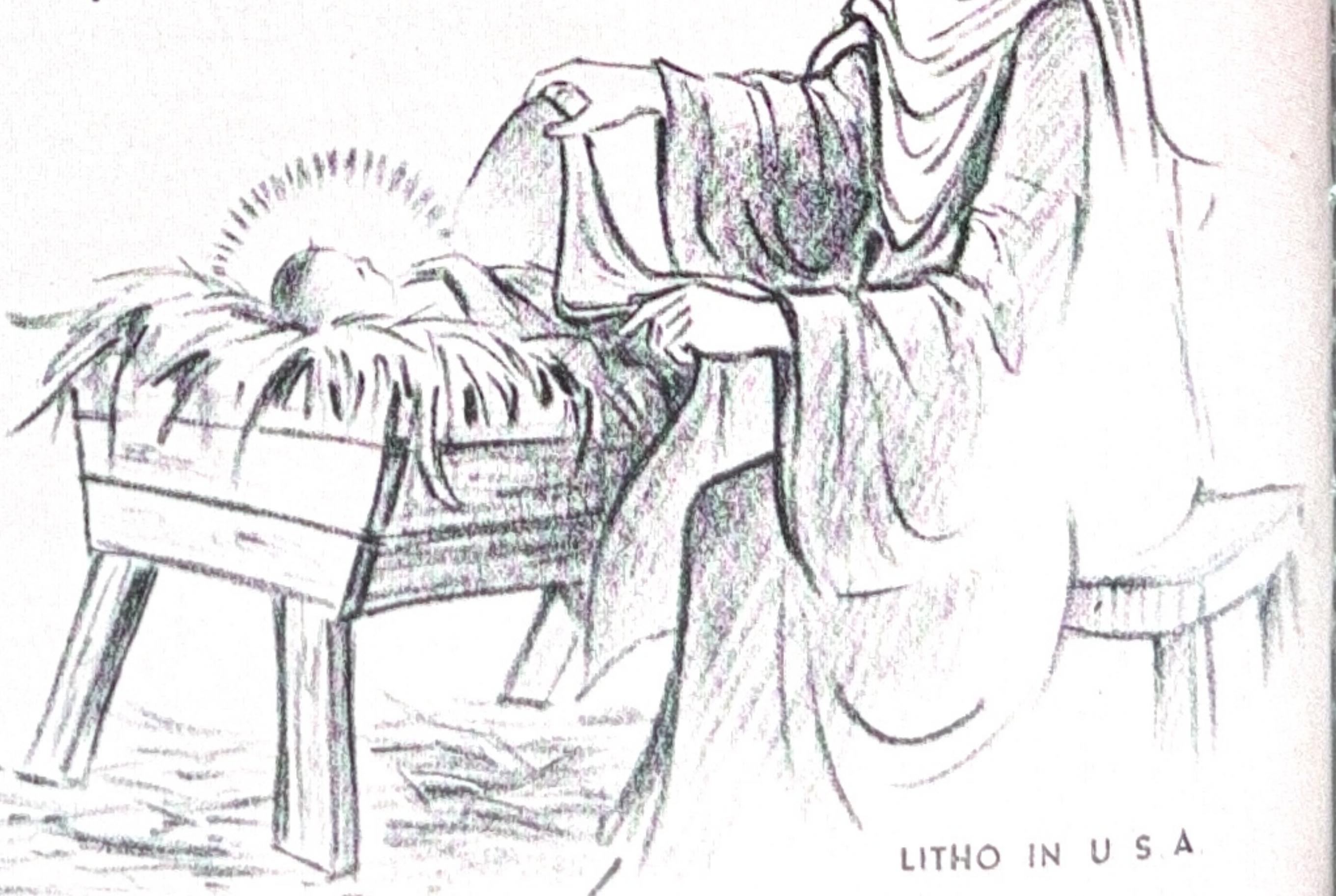
No Christmas message is ever quite adequate for the occasion. Yet the real story of Christmas is such a simple one—swaddling clothes, a bare stable, humble parents, and the virgin birth of One who had come to save mankind.

It is a story that extolls plain virtues; a way of life which comes from honest—sometimes painful—self-appraisal; a willingness to fully use our talents in helping others as well as ourselves. The Christmas spirit, too, is an expression of hope and of fellowship.

These ideas flourish or fade as we think and act in our daily lives.

May you and your family have with you always the peace and the goodwill of the Christmas season.

Ross Stevenson



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