

NOITULOS

JAN.
1962



A PUBLICATION OF
STEARNS ELECTRIC CORPORATION

The President's Desk

By R. N. Stearns



Welcome "NOITULOS"* – A New Innovation
(*Solution spelled backward)

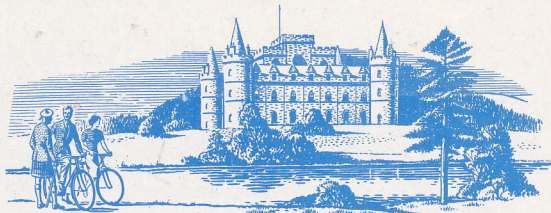
We are embarking on a new innovation in employee, sales representation, and dealer relations. At least it is new for us, even though it is "old hat" for many industrial concerns in this country.

Our purpose is to bring our entire organization into closer, more intimate relationship, if you will, a greater "esprit de corps". We hope as time goes on we can express, through this medium, our aims, hopes and desires to serve our customers, our dealers, our representatives, and our employees to better advantage.

If this small publication faintly expresses these ideas in its first edition, it will have served its purpose well.

We shall welcome any suggestions, constructive criticism, or news which will make "NOITULOS" a complete success in the years to come.

R. N. Stearns



Stearns on the European Scene

Bernie Wrench Surveys Potential Foreign Markets

BERNARD WRENSCH, our chief engineer, spent approximately 3½ weeks in Europe last fall visiting various industrial plants in England, Italy and Germany.

In England he visited a number of textile machinery manufacturers. Although textile machinery has, in a sense, been automated for almost 100 years, a considerable amount of redesign has taken place in the past few years to make these machines operate faster and more efficiently. Electric clutches and brakes are being used quite extensively in this redesign program.

In Milan, Italy, Bernie visited a firm that is manufacturing our brakes under a license from us. He found that the quality of workmanship was good and that the performance of the brakes compared favorably with those manufactured by us.

From Milan he flew to Germany and spent some time in the highly industrialized Ruhr Valley. He visited several German clutch manufacturers and found that they were very busy and had a considerable backlog of orders; they were quoting as much as eighteen months delivery on some models. The Germans had rather rigid quality control departments and made every effort to turn out a good product.

It appears that much of the prosperity in Europe is the result of exporting their products to many other parts of the world, and they seem to be in a better competitive position than we are. However, in spite of this prosperity, the standard of living is still considerably below that in the U.S.

Welcome, Noitulos!

Welcome NOITULOS! I see this as a new means of communications between all members of our organization. I think that it will take its place in our future as an important cog in developing a greater "community of interest" among all members and should be instrumental in helping toward our future progress.

We have had a steady, sound growth in the past. We cannot afford to be complacent, but must continue to forge ahead. With the organization we have today, if we all pull together we can look forward to greater success than we have had in the past.

May all of you have a Prosperous New Year.



R. H. STEARNS, Chairman of the Board

Strictly Personal

KENNETH HEIDEN, Brake Department, and his wife Joyce had a son in September; and ROBERT HOUSTON, Machining Department, and his wife Audrey became parents of a daughter in October.

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The office girls held their annual Christmas party December 15 at the Wisconsin Club. Gifts were exchanged and a few games of skill

were played. SOPHIE SQUIRE, JAN DILL and SALLY GRAY walked off with the prizes.

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DOROTHY BARTELS, Billing Department, is vacationing the last two weeks of December in Florence, Wisconsin.

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In 1962, as in every year, obstacles will be those frightening things we see when we take our eyes off our goals.



INSPECTION. We have purchased new inspection equipment, and have added more area, personnel and time to this important function. Here, from left, are Roy Eckel, Gordon Sailer, Bud Combs and Joe Armata.



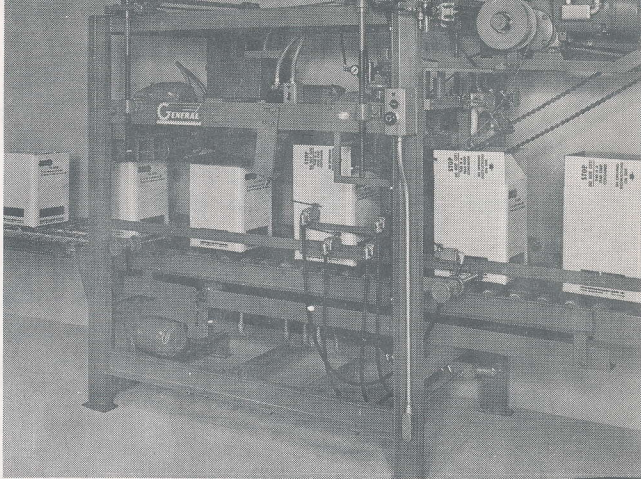
PRECISION. To assure perfection, a battery of new lathes have been supplied for high precision machinery. Here are, from left, Ray Grabarczyk, John Spantikow, Elroy Hoefs and Larry Frieschmann.



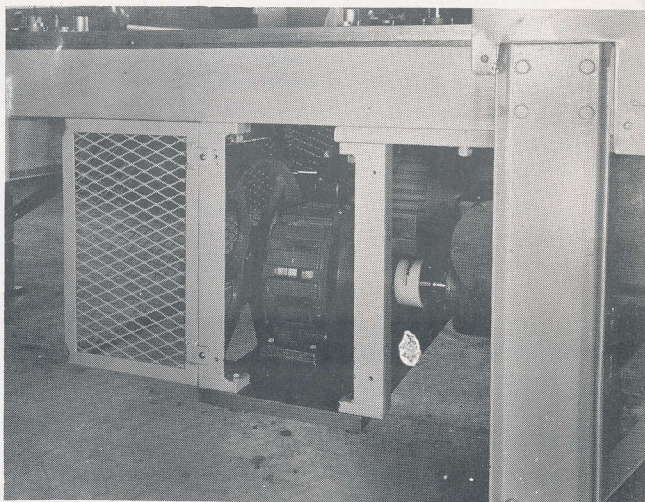
MINIATURE CLUTCH AREA. From left, are Wayne Perinich, Milton Lecher, William Medrow, foreman, Jack Maher, Catherine Nowak and Viola Kliment.

A NEW LOOK

In another step in our operations to reduce costs and speed delivery, we have made some sweeping changes in the plant by completely renovating the machine shop and altering the layout of the production line. All equipment is of post-World War II vintage, and the majority was installed since 1958. Photos on these pages show various views of personnel and operation.



For many years, products of STEARNS ELECTRIC CORPORATION have found applications in many diverse industries. One of these is the fast-growing packaging machine industry, as pictured here. Shown in this photo is a STEARNS brake on a General Corrugated Machinery Model #950 case sealer.



Another new application we have developed entails clutch-brake combinations in indexing equipment. The #8 SMCB shown in the above picture is adapted to a Visitrol Indexing Machine, where fast and accurate starting and stopping are required.

SALES



Our Bread and Butter

By R. M. Miller

We want to start 1962 with a bigger bang than we did 1961. There will be no sales meeting this year, but we are going to do many things to assist you in selling our products, and I think that this should all add up to bigger and better sales.

Here are some of the things we have done for you. We have purchased new and better equipment in our manufacturing division, and have supplied increased personnel. We have bought better inspection equipment, and some new material handling devices, all of which should add up to faster delivery and better quality products.

We have added new members to the engineering staff, and to the laboratory. Also new equipment was purchased for the laboratory, which gives you better information and better products to sell.

In sales we revamped the department to Office Sales, Brake Sales, Clutch Sales, and Distributor Sales. This will redistribute our work a little more evenly, and enable us to give you even better follow-ups on inquiries, and quotations. Our distributor program is off the ground and soaring to new heights. With your assistance, we can make it even more successful.

New products such as the 87,000.

series and 46,000 series brakes, additional SMR and SMCB combinations have been available in 1961, and there will be more new products in 1962.

The advertising budget has been increased to spread the name STEARNS even further in 1962. We have a new shotgun approach to advertising that will improve the quality and quantity of inquiries, and we will look forward to your assistance in following through on these inquiries.

Market Survey for 1962. — We have the latest Dun & Bradstreet Metalworking Directory outlining all of the metal working industry for the United States. This book will give us the best information available on our potential customers. We will be breaking it down by State and City and forwarding it on to you for your use in sales. We urge you to make the most of this in your daily plans for sales as well as utilizing it in a direct-mail campaign if you are considering them.

STEARNS ELECTRIC CORPORATION must continue to forge ahead in the future, and we are going to ask you to devote a greater share of your time to assisting us in building our sales and your commissions.

New Electronic Timer

DEVELOPED IN OUR LAB

Stearns Electric clutches and brakes are being used in many diversified fields and consequently we are finding it necessary to test our products under a wide variety of operating conditions which tax the ingenuity of our laboratory personnel. One such requirement is the cycling (turning on and off) of a clutch or brake automatically at varying rates.

After a considerable search of commercially available timing devices, we couldn't find one to meet all of our requirements at a reasonable price. DENNIS VOLLRATH, a technician in our laboratory, de-

signed and built an electronic timer which can be made to operate faster than 500 times per minute or as slow as once every two minutes. For the technically minded, it performs the function of a double pole double throw switch and will handle two amperes non-inductive load. We are now using this electronic robot to conduct important life studies of our products.

This first timing device has already operated successfully for many millions of cycles; this encouraged us to build two additional units with a few minor improvements incorporated.

WISCONSIN WEATHER

RICHARD WENDLEBORN, one of the engineers in our experimental laboratory, purchased a snow removal machine last year in anticipation of putting it to good use on his long driveway during a typical Wisconsin winter. He was much dismayed in that we had a very mild winter last year and he never had an opportunity to use it. However, this year we had an early snowfall and Richard was anxious to try his new machine only to find it impossible to start because of a rusted fuel line. So—he shoveled like the rest of us. We're all hoping that his snowblower as well as our shovels will remain inactive during this coming winter.

Crash Stops

On Our Brakes

At various times we have been asked by our customers and representatives about the capacity of our brakes when used on an occasional "crash stop." We have performed a number of tests on an HT 74 brake and found that it will tolerate about 10 seconds of continuous slip at 1750 RPM without detrimental effects. However, this treatment should not be repeated without permitting the brake to cool down to room temperature or about 80 degrees F. In terms of energy absorption, the 70 or 80 series brakes will tolerate about 36,500 ft. lb. per intermediate discs for one occasional stop.

Shop Talk

To improve deliveries on our fast growing miniature clutch line, we have purchased over 300 tote bins and necessary steel shelving for parts storage. In addition, a finished parts inventory system has been put into operation.

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The Shipping and Receiving area has been re-laid-out with roller conveyors and an overhead mono-rail for an electric lift hoist.

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Plant-wide storage area has been increased 4,540 square feet by installation of 688 feet of 3-tier steel racks for storing 40" x 48" skids — an increase of approximately 65%.

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The Miniature area is growing at a rapid rate, from three people in 1960 to 14 people at the beginning of 1962. We are looking for continued rapid growth in this area.

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In 1961 we added an industrial engineer, ELMER BROWN, to our Production staff. To provide necessary supervision to an expanding night shift, HOWARD KIRMSEE and DAVID ELLIOTT have been promoted to night shift Supervisors. Other new shop employees hired in 1961 are CECIL DANKEMEYER, JOHN SPANTIKOW, BILL DARY, LARRY FREISCHMANN, JACK HALPHIDE, TONY FODI, and BRIAN BORKOWSKI. We are happy to welcome them to the Stearns family.

All employees of the company were saddened by the sudden death of SY CHOJNACKI (Machine shop foreman). He became ill on Sunday morning, became unconscious Sunday night and died. His death was due to walking pneumonia.

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WALLY HOLTZ received his 20-year service pin March 25, 1961. Past recipients are GIL GALTEN, BILL MEDROW, BOB BOHEIM, BERNIE WRENSCH.

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Thirty-year service pin recipients are R. H. STEARNS and R. N.

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Ten-year service pins were given this year to HAROLD (HOPPY) COLE, ROY KAHUT, and BILL O'DAY.

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Five-year service pins were given this year to ROLLIE SCHLEISS, RODGER KRIEL, TONY HELLMANN, BILL SCHESSLER, LFO STEWART, LORRAINE MacPHET-RIDGE, REGINA PAWLEK.

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BILL DARY (Hardinge operator) had a gall bladder operation and is on a leave of absence, convalescing. We wish Bill a speedy recovery.

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GIL GALTEN, our Plant Supt., has become a Grandfather for the first time. His daughter had a baby girl in 1961.