

imagination applied to industry's stop and go problems



50
years
19¹⁶
66

electric clutches and brakes

Stearns

electric corporation, milwaukee, wis.



R. H. Stearns, Chairman of the Board



R. N. Stearns, President

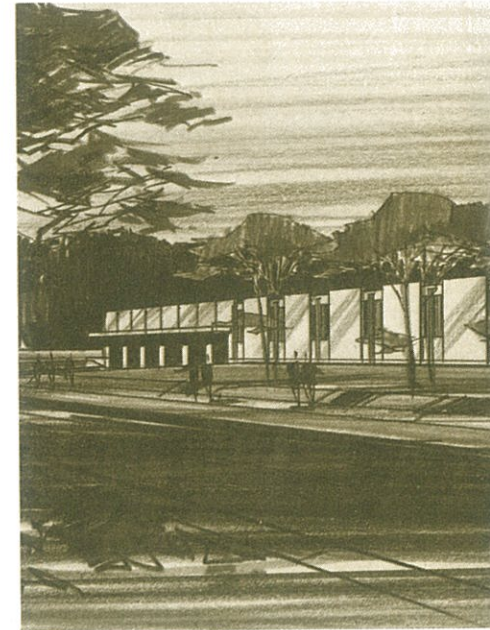
Through the years the company has amassed an impressive number of engineering firsts in the design of electric clutches and brakes.

a company built on vigor and vision

Fifty years ago R. H. Stearns founded his company in the belief that the power of magnetism had many industrial applications. *His vision, and his faith in this idea were well founded.* By 1928 the Stearns Company was building a complete range of magnetic products for a wide variety of individual applications.

In the ensuing years it became apparent to R. N. Stearns, who had succeeded his father as president, that the company could best serve its customers and itself by concentrating on the manufacture of electro-magnetic clutches and brakes. Accordingly, in 1956, Stearns Electric Company sold its extensive line of magnetic equipment to devote full effort to manufacturing and further improving Stearns clutches and brakes. This decision so accelerated the company's growth that today manufacturing facilities are operating at peak capacity.

Again looking ahead, as it celebrates its fiftieth anniversary, the company has completed plans for new and larger facilities.



golden anniversary

Stearns fifty years of growth and progress has been built on the loyalty, ability and industry of our people. Almost without exception, operating and department heads have been promoted from within and are long time employees of the company. The result is a group of leaders whose years of teamwork are reflected in the quality of our product and the service to our customers. This spirit of dedication is reflected in the excellent relations the company enjoys with the more than 250 hourly workers and 50 office and staff members. And, by leadership example, the entire organization is constantly reminded that nothing short of excellence in attitude and performance will sustain the Stearns reputation for reliability. We believe the Stearns record with customers makes our claim of employee excellence not just a belief but a fact.



people behind the products



- 1—R. M. Miller, Vice-president, Sales
- 2—G. F. Galten, Vice-president, Employee Relations
- 3—O. R. Egeland, Vice-president, Production
- 4—B. E. Wensch, Vice-president, Research and Development
- 5—V. G. Hollister, Secretary and Comptroller
- 6—R. N. Boehm, Assistant Secretary and Purchasing Agent
- 7—G. L. Suchocki, Assistant Secretary



Architect's sketch showing new production facility to be located on presently owned property on the outskirts of Milwaukee. It will contain 108,000 sq ft.

A few years after opening its doors Stearns began building a few electric clutches for the steel mill industry. Today Stearns clutches and brakes by the hundreds of thousands are used on countless products, from missiles, atomic ships and computers to candy cutters, box stitchers and sewing machines.

Basically, Stearns brakes and clutches do the same jobs as brakes and clutches in an automobile—namely, stop and transfer motion. The Stearns combination clutch-brake does the job of both a clutch and a brake.

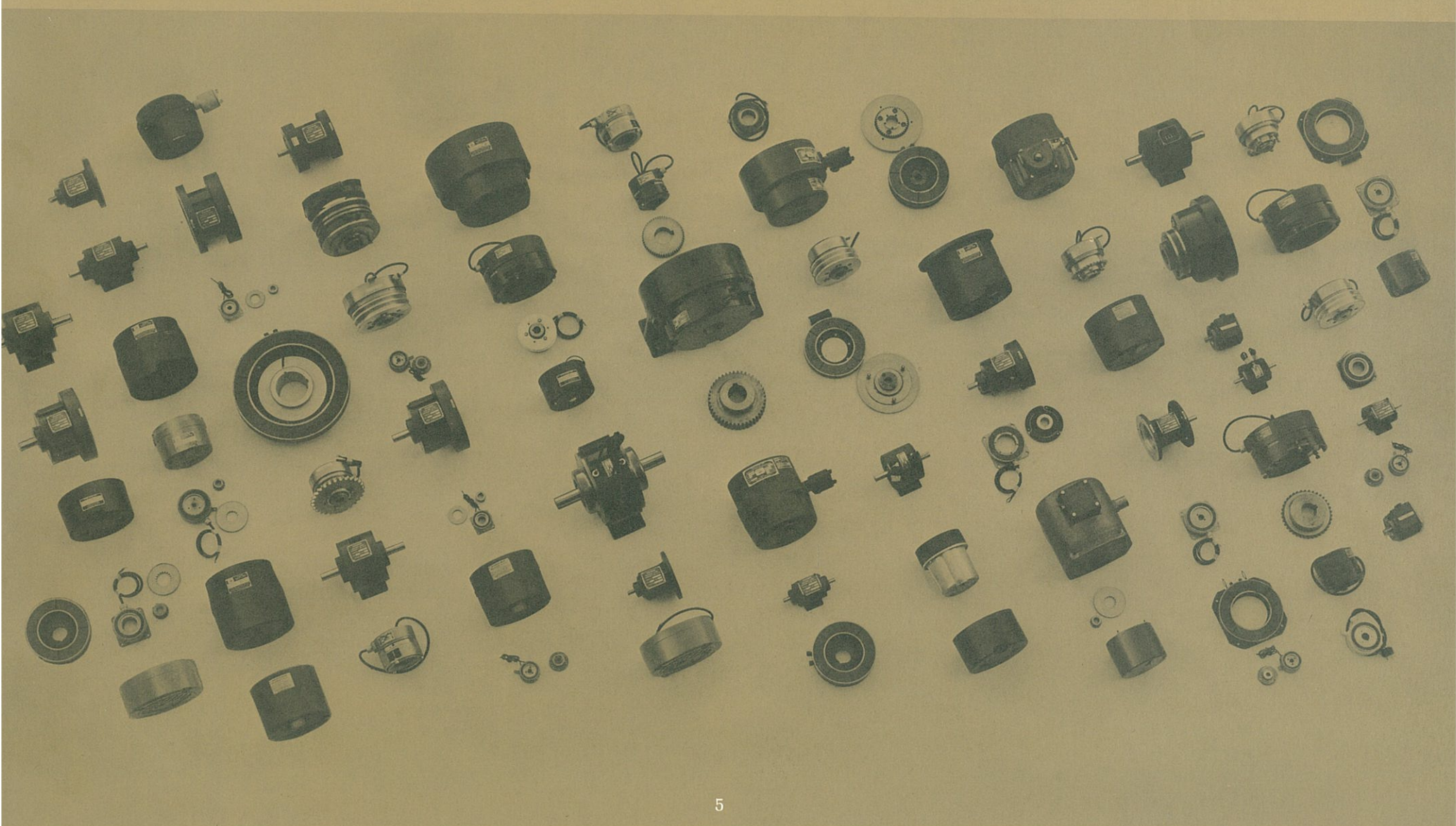
Stearns brakes are the overwhelming choice of both motor manufacturers and motor users because of their simplicity, dependability and ease of maintenance. Stearns clutches deliver long, low-cost performance on widely different applications, engaging and disengaging components weighing a few ounces or thousands of pounds.

As industries redesign and adopt new methods, more and more modern, compact Stearns clutches and brakes are being designed into both new and existing products. The trend is toward greater speed, safety and automation, and Stearns is abreast of the trend.

from tiny electronic equipment to giant machines,
there's a Stearns clutch or brake to fill the need

Standard clutch sizes range from $\frac{7}{8}$ inch dia. with 1.5 oz in torque to 47 inch dia. housings with 120,000 lb ft torque. Clutches can be furnished with V-belt sheaves, pulleys for timing belts, sprockets for chain drives and gears to simplify a wide range of power transmission requirements. Clutches can be integrated into hydraulic, pneumatic, internal combustion and electric drive systems. Special clutch sizes and types available on special order.

Standard brake sizes range from 1 inch diameter housings with 1 lb ft torque to 47 inch diameter housings ranging beyond 100,000 lb ft torque. These are available in a variety of styles and types, both AC and DC, in standard, dust-tight, explosion-proof and special military housings. Non-standard sizes and types are available on special order.



industrial motion is our market

Industry on the move means machines on the move—machines that must be engaged and disengaged, stopped and started. And whether the motion problem involves small or large masses, high or low speeds, fast or slow stops and starts, look to Stearns for a solution.

And Stearns has added new dimensions to the solution of motion problems—dimensions of extra safety, added machine life, lower maintenance costs. We can cite instance after instance where installation of a Stearns clutch or brake has resulted in safer, more efficient motion control. Our experience in the market place is reflected by our dominance. More Stearns brakes are furnished as original equipment to motor manufacturers than any other make. Stearns brakes and clutches are installed by manufacturers of an ever wider range of equipment. Likewise, more and more Stearns units are being installed as replacement units on equipment already in operation.

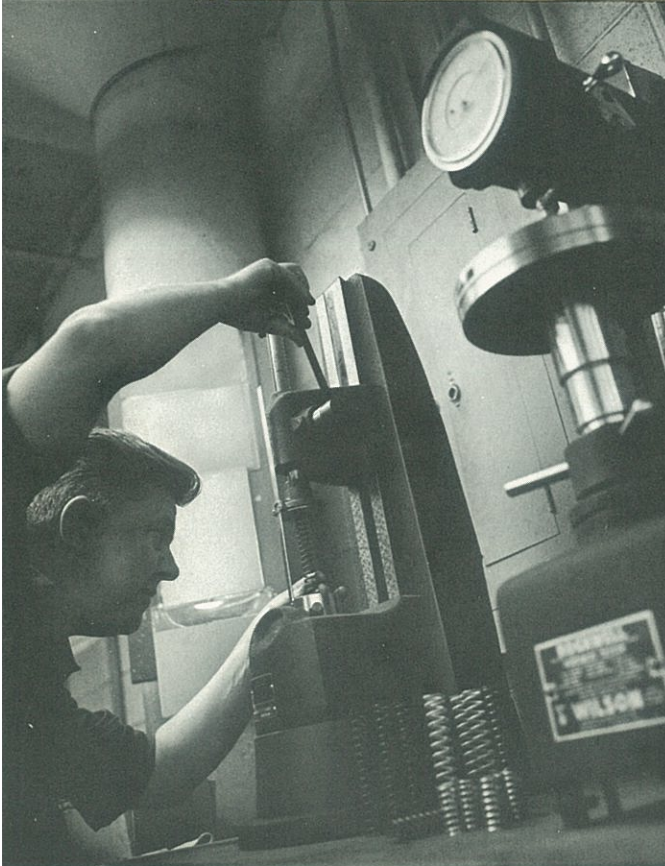




Here are some of the markets where Stearns clutches and brakes are solving motion problems electrically:

Food machinery	Textile
Machine tools	Materials handling
Metal forming	Farm machinery
Communications	Special machines
Building and construction	Wood working machines
Paper and printing	Packaging
Instrumentation	

Transportation equipment—
marine, aircraft, missiles, railway, automotive



employment
sales

1956

57

ideas and service... our sales philosophy

Since opening the doors in 1916, Stearns has built its business on a close personal relationship with its customers. Our sales engineers work attentively with customers from the product development stage to service follow-up in the field. It is this first-name-basis-of-operation that has filled our files with letters of appreciation from our customers. And in the hundreds of idea developments and problem solutions with which we've been associated, while we don't take credit for all of them, we have contributed our share.

In the U.S. we maintain our own sales offices in New York, Cleveland, Chicago, Los Angeles, Syracuse and Milwaukee, and utilize the services of manufacturers' representative organizations elsewhere in this country and abroad. We also sell through distributors who stock standard units and repair parts. Depending on location, the distributor organization works under the direction of the company sales office or manufacturers' representative. Overseas, we have licensees to manufacture our products in England and Italy.

Our sales through the years have moved steadily upward. Our recent growth has accelerated to the point where we have more than doubled our volume in the past decade. Conservative forecasts indicate sales will double again in five years. With this in mind our long range projections include a master plan for expansion of our marketing organization and our manufacturing operations.

Graph showing sales and employment growth over the past 10 years.

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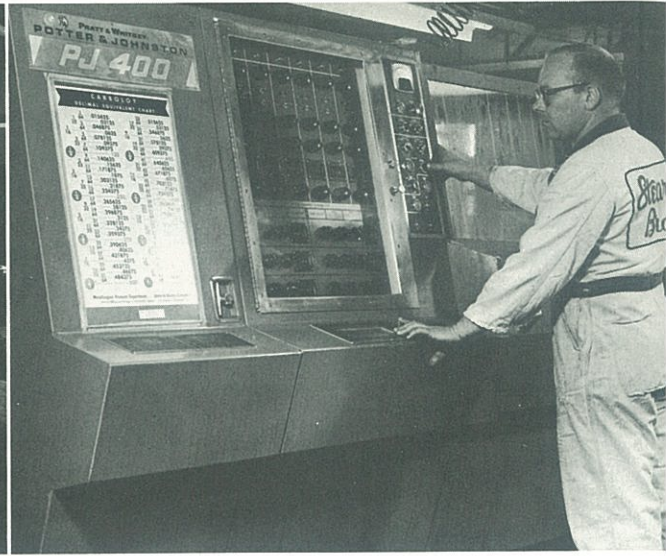
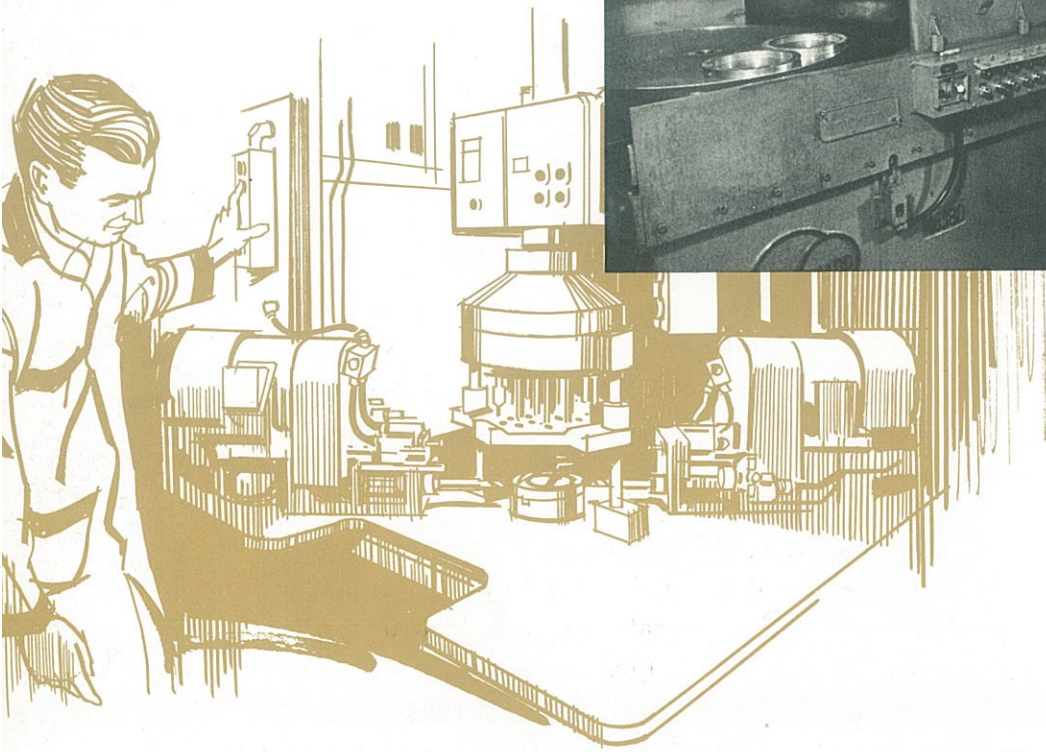
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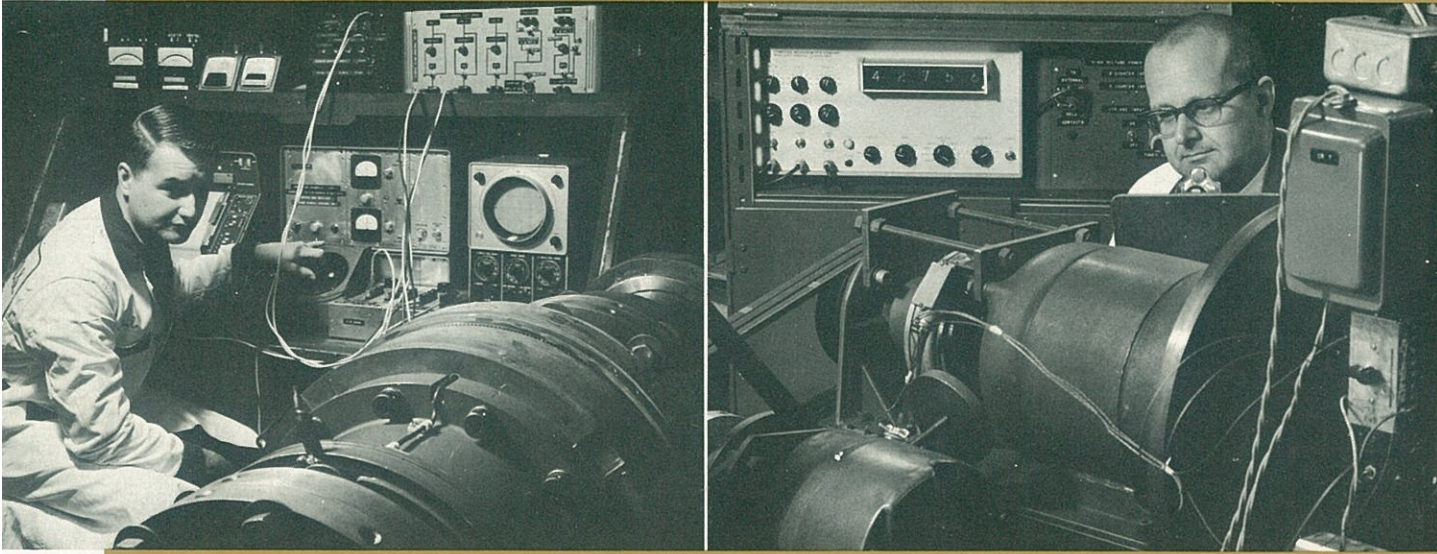


modern machines implement modern production methods

Stearns Electric has both the skilled personnel and the up-to-date equipment for creating and maintaining product leadership. All production equipment has been installed within the past 10 years, much of it within the past five, some within the past year. We have a specific program for machine tool replacement based on maximum usage over a minimum period of time.

Production equipment includes automatic turret lathes, automatic chucking lathes, automatic grinders, metal cutting saws, milling machines, multiple spindle drilling and tapping machines, and special high speed precision tools. To insure maximum efficiency, we have instituted a "methods team" which meets regularly to evaluate production quality and output with an eye toward constant improvement of both.

Our quality control standards are consistent with the most stringent requirements of the industries we serve. We subscribe to the philosophy that "being right the first time is most profitable for both our customers and ourselves."

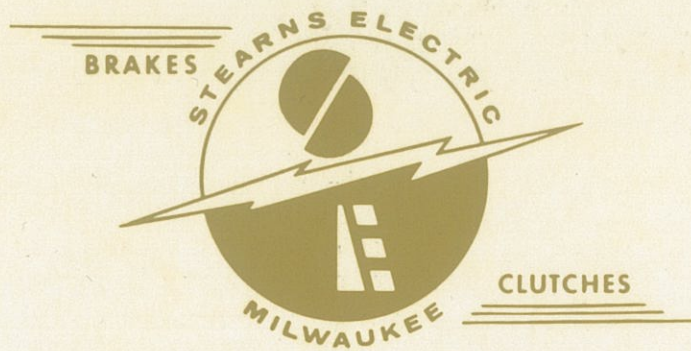


minds at work... our research and development

Stearns has always been dedicated to a program of innovation and improvement. The company pioneered in the development of the disc type electro-magnetic clutch and brake. Our industry "firsts" include many of the best developments in clutch and brake design and application.

The company maintains a modern well-equipped research and development laboratory which includes equipment capable of reproducing and evaluating all phases of clutch and brake operations. Testing of such factors as torque, life, wear rate, response time, vibration, thermal capacity is standard procedure in evaluating new materials, new designs, or new uses for our products.

Our development group has both an eye on tomorrow and a hand in today. We are not only designing for the future, but are also engaged in extensive and continuing life, destruction and environmental testing of present production units. We make it our business to give prompt and courteous attention to requests from customers and prospects for performance data.



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