

SPECIAL
EDITION

SYMBOL OF



EXCELLENCE

STEWART-WARNER

BELLEVILLE ONTARIO

65th
ANNIVERSARY

The Intelligencer, Thursday, June 26, 1986 & The Intelligencer Buyers Guide, Wednesday, July 2, 1986

Stewart-Warner Canada A big part of Belleville for 65 years

One of the most senior members of Belleville's industrial community, Stewart-Warner Corporation of Canada Ltd. is marking its 65th year this year.

This special edition, in recognition of that milestone, may be the story of a factory, but it is also a story of inspiration, initiative, investment and inventiveness.

Those four is have been the cornerstone of success for any business ever established, and they remain the cornerstone of the day-to-day operations of Stewart-Warner.

Inspiration is the beginning of any good idea, whether it is for a new product, improving the existing product, making it a better way or selling it in a new market.

Investment is the necessary capital which must be found and risked to create the physical facilities to make the idea into a reality.

Initiative is forging ahead to do something with the idea other than sit on it or sell it to someone else and inventiveness is what is needed to keep the

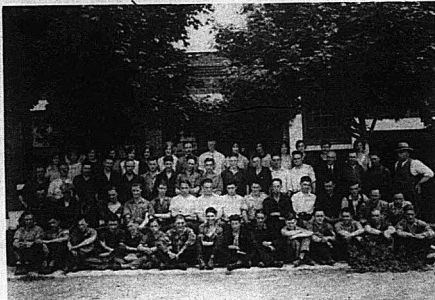
idea alive in the face of stiff competition.

Stewart-Warner is also the story of a large corporation in a small town. The company, unlike many others which have come and gone over the years, has thrived and shared in the growth of a city which has tripled its size during those 65 years.

Most of all, this is a story about people, the thousands of people who have been or are associated with the Belleville plant during its long history.

Many have done their service and are now enjoying retirement. Some 130, everything from newcomers to those with more than 40 years on the job, are still doing their jobs there and thousands of others have used the plant as a training ground to go on to careers in other parts of Canada and the world.

Summing up, today's Stewart-Warner management insists that without the people there would be no plant. They are people who have demonstrated that they are happy with Belleville...and Belleville is certainly happy with them.



The year was 1928 when the employees of the Alemite plant in Belleville, as it was then known, got a few minutes of work on a pleasant summer day to have their photograph taken. Employment then numbered

around 75 and the plant had already moved to its present location from part of a building on Pinacle Street, and had become a major employer in the city. Today's employment is

about double that of 1928, although during the Second World War, using temporary locations and even home basement workshops, employment reached as high as 1,000.

The businesses of Stewart-Warner in Canada

The businesses of Stewart-Warner Corporation of Canada, Limited, cover an extraordinary, diverse product and market range.

Their products are sold to thousands of customers throughout the country and abroad, in markets which represent a virtually unlimited cross-section of industry, commerce and government.

Their principal trademarks

shown on the right are respected symbols of the highest standards of product excellence.

Stewart-Warner Canada continues to be headquartered at Belleville, Ont. There are two manufacturing plants and many operations run on a two or three-shift-per-day basis. Branch warehouses and offices are located strategically at Vancouver and Montreal.

ALEMITE

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AUTOMOTIVE SERVICE EQUIPMENT

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INSTRUMENT PRODUCTS

Bassick

CASTERS AND OTHER
MATERIALS HANDLING PRODUCTS

Hobbs

HOOR METERS AND
ELECTROMECHANICAL DEVICES

1920s—A new industry comes to town

1921

☐Alemite Products of Canada Limited formed by W.E. Rowsome and R.J. Graham. Production starts on Pinnacle Street with 10 employees.

1922

☐MacDonald Avenue plant purchased and operations transferred

1925

☐Employees reach 50 mark.
☐Big three car companies convert to Alemite fittings.

☐L.A. Young appointed plant manager.

☐H.J. (Jack) Allin hired from Russell Motor Car Company to set up automatic machine department.

☐Major J. Arbutnottt takes over as sales manager.

1927

☐Alemite ball team takes championship.

1929

☐Network of Alemite distributors set up across Canada and Stewart-Warner Corporation acquires Alemite products.

BY F.C. ETHERAN AND
S.D. HAGERMAN

Next to the familiarity by the public in the 1920s and 1930s for the term, "Alemite," the words Stewart-Warner became synonymous with radio sets.

Stewart-Warner in the United States entered the radio field in 1925 and in 1929 the Belleville plant added that line of products.

An addition, which was known as "the radio wing," was built that year. It was a two-storey structure with two production lines set up on the upper floor. The first models were housed in metal cabinets about 30 inches long by 18 inches both wide and deep. They were renamed as the 950 series.

Stewart-Warner radios rapidly gained a favorable reputation for endurance and reliability. Dealers and distributors were quickly staged up.

Metal fabricating and processing facilities used for the Alemite line soon proved a perfect adjunct for components for the growing radio business.

In 1930, the 950 series of the season was a take-off of the U.S. design, but modified for stricter Canadian standards, partly because of greater distances between transmitting stations. The new 8-100 series in the fall of 1930 became a "darling" in innovation, containing not only the chassis modifications for improved performance, but housed in deluxe wooden cabinets provided by the Napanee Gibbard's Furniture. The most popular of the cabinets was called "modern", a true console with aesthetic leg-and-crossbar configuration. Soon radio sets from the Belleville plant were making their way all across Canada.

By 1932, the radio line was extended to many models and variations of chassis and cabinets and price ranges.

During 1933, the line included many battery sets so that homes where no hydro lines existed could enjoy radio. A familiar sight in the CNR yards at Belleville in those days was a boxcar bearing a large banner that the car contained Stewart-Warner radios manufactured at Belleville, to give both the company and the city publicity at a time when railways dominated transportation.

About the same time (1932-33) Stewart-Warner Belleville started to make its own electro-dynamic speakers and magnetic types. That operation lasted until the start of the Second World War. After the war, speaker design and manufacture became a job for specialized plants.

Also during 1932-33, the Belleville plant designed and developed and produced a wind-operated generator for charging batteries to run the radios. Such devices could be operated from the roof of a house. The same unit could operate some electric light bulbs and small electrical appliances and was useful in remote areas.

From 1934 through 1939, the entire line of sets was of unique Canadian design and manufacture and the growth continued. Some circuitry-design breakthroughs developed in the Chicago laboratories were used through and some deluxe models were copied as designed because of limited volume.

But the Belleville plant was creating its own innovations, such as wave band for a growing interest in that area. There was also a demand for short wave converters which could be wired into existing sets. SW Canada was in the forefront and produced converters in large quantities. One marketing idea at the time was the "magic dial" which could switch from one band to another.

Radio had made the phonograph redundant in the early 1930s, in

1935-39, in a new form, joined in a radio console. It played a new role in what was called a "combination set."

As early as 1932, Stewart-Warner Canada had experimented with a car radio. The antenna of the prototype was mounted under the running board to try to get the signal picked up as far away from the engine (with its spark plug interference) as possible. Although a line of car radios was built and marketed, no great production developed.

A breakthrough in noise suppression developed just before the war interrupted domestic radio production which later became a great production feat in the late 1940s and early 1950s.

Also, the varied experience of engineering and production techniques developed made the considerable war production of radio and electronic devices for the armed forces from 1941-46.

While radios were not as profitable as the Alemite line during the depression, they helped maintain a stable workforce and develop skilled workers.

In the war years, Stewart-Warner threw its experience and resources into radio-electronic war production. One of its first projects was taking over a large Asdic unit production for much-needed units for the navy. Many other top secret jobs followed—transducers for the airforce and field sets for the army, communication equipment for the air force and more Asdics for the navy.

In 1946, the Belleville plant changed rapidly back to making civilian model radios. A satellite operation was set up in Tweed that year where more than 100 people worked. During the next two years they turned out more than 30,000 of the mantel-type radios known as the "baby grand."

In 1947, General Motors called tenders for car radios for Canadian-made vehicles and the plant successfully secured the business for Chevrolet, a line which continued until 1952.

Also in 1947, Stewart-Warner had engineered and made prototypes of a 10-inch television set. The Belleville plant redesigned the unit into a 12-inch console model which is believed to be one of the first tv sets made in Canada. During the next nine years, TV designs included some original Canadian models.

The parent U.S. company, for economic reasons, dropped the television line in 1955 and the Belleville plant followed in 1956.

More defence research at the time of the Korean war led to a new line of coder devices for the military to identify friend or foe airplanes and a later test unit to check the coders.

Also in electronics, from 1956 through 1966, the plant manufactured third-generation electronic wheel balancers which could be used while wheels were mounted on a car.

A major project in 1966 was to build and erect an electronic information display system, spread over three kilometres of islands in the St. Lawrence for Expo 67.

Part of that display, which operated efficiently for several years, was later incorporated into the display board in Jarry Park for the Montreal Expo ball team. The Expo display also had a Canadian content of 80 per cent.

Since 1970, Belleville S-W has not engaged in electronic work except for wheel balancers and the 1976-77 project to build the large display board for the Toronto Blue Jays. Production at the plant has now been concentrated on the Alemite lines and Bassick casters.

Congratulations to Stewart-Warner on your 65th anniversary.

We are proud of the association we have with your company.

We wish you continued success in the future.



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GRATIAS AGIS

Caster production a major effort

BY VIC WHITE

Retired caster sales manager

In 1931, Stewart-Warner, Chicago, who already operated the Bassick Co. of Bridgeport, Conn. (largest manufacturer of casters in the world), acquired the Clark Metals Company of Listowel, Ont., as the Canadian base for the manufacture of Bassick products. The Clark Metals plant at the time manufactured a limited line of small casters for the furniture and appliance industries.

Later the same year, the Clark Metals firm was moved to the Belleville plant of Stewart-Warner Canada to be known as the Bassick Division. This change meant taking on the complete Bassick line of casters, wheels, etc., as manufactured in the United States. Many of the volume items were tooled at Belleville. Thus casters and furniture glides for home, office, institutions and factories started to be manufactured for the Canadian market. Special casters were tooled to customer specifications and various types of wheels were developed to meet floor conditions.

I was appointed sales manager of the Bassick Division in 1940 with a challenge to double our sales volume. This was accomplished by 1946 and by 1972, sales reached 10 times the 1940 volume.

During the war years, many special items were developed. Casters for hospital beds and equipment, special electrically conductive wheels for operating rooms and non-sparking wheels for munition plants were examples. Special locking type scaffold casters were developed for aircraft work platforms and other mobile equipment used in maintenance. Floating-hub casters of a shock-absorbing type were engineered to transport fragile material.

Steel and other material used in production were supplied only on a priority basis and non-essential products were dropped during the war years. Plant machines and equipment normally used on domestic casters were converted for wartime production.

After the war, as industry returned to normal, new casters were developed for specific applications. The change from hard surfaced tile office floors to carpets brought about a new caster designed for use on soft surfaces. Bassick's new caster met the specifications set out in a study by Purdue University. Many thousands of carpet office chair casters were sold for new and replacement equipment. The casters were approved for

use in all federal government buildings and most large corporations.

Business boomed for Bassick Canada with more and more furniture and industrial equipment manufacturers specifying genuine Bassick for their products.

During the late 1970s and early 1980s, designers became more involved with the appearance of casters rather than pure function. The Bassick Opus range of casters was introduced and the rest of the industry followed in 1985, after years of research and testing. The Magnum Opus was introduced, leading the way again in both eye appeal and function.

Meanwhile, new materials allow a lighter weight caster with an increased

load capacity, new seals to protect bearings from dust, water and oil. The food and institutional market requested a caster which could withstand food residue, fatty acids and dust and still be steam cleaned and stay clean.

Today, Bassick is introducing the new Defiance caster, designed to be a leader in every way.

What the 1990s will bring is anyone's guess, but I do know that Bassick will be there, available to the changing markets and needs of our industrial, commercial and domestic customers. In the case of Bassick, which remains an important part of the operations at the Belleville Stewart-Warner plant, the best get better.



This girl is identified on the back of an old photograph from Stewart-Warner files as Peg Rosaky. At the Second World War started, women

lined up to replace many of the traditional men's jobs in area manufacturing plants, including Peg. She apparently had her driving licence and

was using the company station wagon for pick-up and delivery. And, yes, in those days, the side panels were made of real wood.

1930s

1930

☐ Name changed to Stewart-Warner Alemite Corporation of Canada, Limited.

1932

☐ Caster production moved from Listowel to Belleville. The complete Bassick line introduced to Canada.

1933

☐ Alemite launches new series of hydraulic fittings and grease guns.

1934

☐ Alemite introduces first barrel pump in Canada.

1935

☐ "Diamond-Arrow" line of casters tooled and marketed Canada-wide.

☐ Specialized lubrication comes to Canada. Belleville introduces custom-painted equipment for oil companies.

1937

☐ L.A. Young appointed general manager.

1938

☐ Bassick sets the standard for the furniture industry.

☐ Belleville introduces Southwind car beaters.

1939

☐ War clouds appear.

Standard
AUTO GLASS

CRAFTSMANSHIP, INSIDE AND OUT.

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TO

**STEWART WARNER
CORPORATION LIMITED**

on their

65th ANNIVERSARY

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Downtown Belleville

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1940s - Stewart-Warner goes to war

- 1940
 - S.D. (Stan) Hagerman heads up wartime "special products" group.
 - V.J. (Vic) White appointed Bassick sales manager.
 - Production converted to war effort.
- 1942
 - More than 100 major war projects under way including: flame throwers...stirrup pumps...water filters for Africa Campaign...oil filters for Hurricane and Spitfire developed... RCAF electronics.
- 1943
 - Employees reach 1,000-plus in five city locations.
 - Bassick gears up for hospital bed and medical equipment needs.
 - Canadair and de Havilland choose Bassick for plant mobility.
 - Canadian Hurricanes built on Bassick "V" groove tracks.
- 1945
 - S.D. Hagerman appointed general sales manager.
 - F.C. Ethier appointed plant manager.
- 1946
 - Tweed sub-plant opened to handle production of the Stewart-Warner "Baby Grap" radio.
 - Plant expands tooling.
- 1947
 - Speedometer cables manufactured.
 - Oak Street plant opened to produce car radios for General Motors.
 - First open house for employees and families shows off post war products.
 - Major appliance manufacturers specify Bassick casters for wringer washes.
 - Bakelite-Bassick develop new generation of wheels.
 - Old circus grounds becomes "Alomite" ball park.
 - Stewart-Warner starts television production - 12.5-inch screen is technical breakthrough.

They kept your cars warm with a 90-second heater

BYS. D. HAGERMAN and
F.C. ETHIER

In 1936, Stewart-Warner obtained manufacturing and design rights to an invention which, at the time, was almost revolutionary—a car heater which was giving full heat within 90 seconds.

The existing hot water heaters were slow to activate and had limited heating capability, especially on cold winter days.

The new heater used gasoline from the car's regular carburetor. It had its own compact and self-contained igniter, regulator, thermostat, heat transfer bank, controls and fan. It produced a fast, dry and penetrating heat to adequately warm the car, including the back seat area.

The U.S. plant of Stewart-Warner produced several thousand such heaters then transferred the operation to a former automobile plant at Indianapolis.

The Belleville plant decided there was a Canadian market for the unit and converted part of the radio assembly area to handle the new line.

Engineers, at the main plant in Chicago had greatly improved the units in several design functions, so the local plant units were of the advanced design. This helped in their widespread acceptance. Many components were tested and improved in the Belleville operations during the period of nearly three years the heaters were produced here.

A system of setting up key area distributors was used in order to "crash" a highly competitive market with a completely new product. By the end of 1937, there were more than 1,500 dealers across Canada selling and servicing South Wind heaters.

Production had to be curtailed with the onset of war, but Stewart-Warner developed many gasoline-fired heating systems for defence projects. Those included heaters for armored trucks, and to de-ice wings and other areas of heavy bombers, eventually to heat the entire plane. Applications were enlarged to cover bivouac areas, divisional and corps staging areas and special systems for headquarters.

U.S. plants continued to develop and produce gasoline-fired units in the post war years and through the Korean War using new techniques which had not yet come to the production stage. A new, improved version of the small-car heater called Model 781B was again popular after the war and while they were imported and handled by the Belleville plant, they were not assembled here.

Continued improvements and greater cost efficiency of coolant-based heaters gradually brought about the demise of the gasoline heaters for domestic cars, but during the 1960s, the South Wind Division in the U.S. developed many complex and sophisticated heating devices for wall-type heating units which became the forerunners of today's electrical and propane wall heaters.

From the original South Wind heater, thousands of adaptations were created. Now in operation for more than 40 years, the South Wind division at Indianapolis has provided North American industry, as well as consumers, with a growing list of heat-generating and heat-transferring products. It continues to research, design, develop and produce heat transfer systems.

Stewart-Warner is proud of its involvement in the heating business and its far-sightedness in early years of acquiring a product line which has "made its way" by interpretive engineering and reliable production, to all corners of the United States and Canada.

The Belleville plant and its employees had a long operation for more than 40 years, in making the same South Wind almost as well-known as Alomite and Stewart-Warner in the 1950s and 1960s.

Bill Page, a retired foreman in the automatic screw machine department, commented just a few days ago: "Before the war I used to make parts on the machines in my department for the South Wind heater. I was one of the first in the plant to buy and install one in my car. I wonder why we stopped making them. They were so good."

Memories of past accomplishment and doing something effective in the marketplace always endure.

Congratulations

We take this opportunity to extend to the Staff and Management, of the Stewart-Warner Corporation of Canada, our sincere congratulations on the occasion of their 65th Anniversary.

It has been our pleasure to have been associated with you over the years and we wish continued success and growth for the future.

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For further information contact...

Don Boyle at 968-0411 or Steve Moore at 968-0417

Home entertainment unit

The post-war boom brought consumer prosperity and more emphasis on electronic entertainment from the experienced people at Stewart-Warner. Units such as this one, known as Model 9150-B, had come to be called "home" entertainment units" combining AM and the latest FM radio bands, three-speed photograph and deluxe cabinet work. Wooden cabinets for many of the radios made at the Belleville plant during this period were supplied by the nearby Gibbard Furniture plant at Napanee.



1950s - Difficult times but plant expanded

1952

- One million hours accident-free safety record established.
- New range of "Atomic" high performance Alemite pumps introduced.
- Oil burners manufactured in Belleville.

1954

- Speedometer flexshaft core manufactured - first in Canada.

1955

- Alemite introduces new heavy duty line of versatile industrial pumps.

1956

- Radio production ceased. Plant concentrates on Alemite, Bassick and SW flex shafts.
- Major tooling program for greater sufficiency in Canada.

1957

- North plant formally opened.
- Bassick introduces packaged casters for the hardware chains.

STEWART-WARNER 

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Stewart-Warner introduces a new generation of High Performance instruments built for speed — built for the pro — built for you.

Brand-new professional and sport tachs and gauges with bold, high visibility graphics set in a raised, flat black bezel and illuminated with brilliant Transoptic, III lighting.

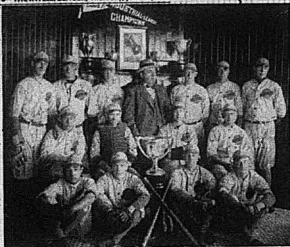
This is the kind of technically advanced instrumentation that the racing community and three generations of race drivers and race enthusiasts have come to rely on from Stewart-Warner. A tradition of quality that has put Stewart-Warner in the Winner's Circle race after race, year after year.

Stewart-Warner High Performance instruments — for a whole new racing generation — for your generation.



STEWART-WARNER 

Our Track Record Speaks
for Itself.



Baseball boomed in Belleville during the 1920s with an active industrial league which included Stewart-Warner, whose entry took the championship in 1927. Left to right: top - Bill Page, Ben Busley (deceased), Dusty Fliegler, Ernie Rowsome (deceased), Art Young (deceased) Cap. Smith (deceased) and Vic White; middle - Garnet Rowsome, Ed Peets, Earl Darrah, Pat. Bohan, all deceased; front - Barney Mundville (deceased), Clute Higby (deceased), John Kerr and Hook Gibson (deceased.)



Racing is the hallmark of "true grit" when it comes to automobile performance and durability. Stewart-Warner, therefore, as an industry closely related to the auto industry through its wide range of lubrication fittings and equipment, are among the enthusiastic sponsors of the sport, their special cars drawing much attention at racing and display events.



Long-time employee and plant manager for many years, Fred Ethier, (right) receives his formal retirement award from Bennet Archambeault, president of Stewart-Warner of Canada and also of Stewart-Warner Corporation. The event took place in 1985.

Management through th

General Management

W.E. Rowsome 1921-1937
 L.A. Young 1938-1964
 S.D. Hagerman 1964-1968
 R.H. Reid 1970-1979
 A.C. Madge 1980.

A.C. (Bud) Madge

Plant

L.A. Young 1925-1938
 A.W. Seymour 1938-1945
 F.C. Ethier 1945-1967
 E. Butcher 1968-1978
 E. Cook 1978-1982
 A.F. Maybee 1983-1985
 P.J. Poslusny 1985-

P.J. (Peter) Poslusny

Finance

F. Rayfield 1921-1929
 H.C. McKay 1929-1941
 G.F. Brooks 1941-1950
 J. Hawkins 1960-1956
 D. Stevenson 1966-1959
 W. Paisley 1969-1974
 K. Whitney 1974-1981
 A.C. Hall 1982-

Director of Manufacturing

Radio Sales & Radio

E.M. Bassing 1921-1929
 B. McKen 1941-1950
 C. Scott 1960-1956
 K. Scott 1966-1959
 W. Paisley 1969-1974
 A.M. O 1974-1981
 A.C. (Alan) Hall 1982-

A.C. (Alan) Hall

Controller

Chief Operating Executive & General Manager



Safety has always been a key concern at Stewart-Warner. This plaque dating back to 1980 shows a million hours accident-free record, even during those busy years when the plant had many more employees than it has now.



Still going and growing, this shot from Stewart-Warner archives shows the plant staff of 1937. The plant remained a stable employer during the Great Depression of the 1930s because of its solid link with the auto industry through the Alenite lines and the growth of radio sales.



Stewart-Warner did not make the carrier but their creative engineers were behind this fiasco however which was made at the Belleville plant during the Second World War. Senior veterans of the plant staff recall that the device was tested in the area now known as Quick's Island Park.



Stan Hagerman, left, was honored on his retirement in 1978 by Bronco Archambeault, president and chief executive officer and chairman of the board of Stewart-Warner Corporation and president of Stewart-Warner Corporation of Canada Limited. Hagerman had served as manager from 1948-68.



Management through the years

Sales & Marketing

Finance

Radio

Alenite

Bassick

5-1938 F. Rayfield	1921-1929	E.M. Bassingthwaight	J. Arbutnott	1925-1929	V.J. White	1940-1973
3-1945 H.C. McKay	1929-1941		S.D. Hagerman	1929-1945	J.W. Arnott	1974-1980
5-1967 G.F. Brooks	1941-1960	B. McKeen	G.C. Robson	1945-1961	R.C. Ling	1930-1983
8-1978 J. Hawkins	1960-1966	C. Scott	F. Buckley	1961-1966		
8-1982 D. Stevenson	1966-1969		C. Carlsson	1966-1969		
3-1985 W. Palsley	1969-1974		G.B. Grosssett	1970-1979		
5- K. Whitney	1974-1981		S.E. Bakey	1979-1983		
A.C. Hall	1982-	A.M. Oldfield	1981 -			

ter) Poslusny

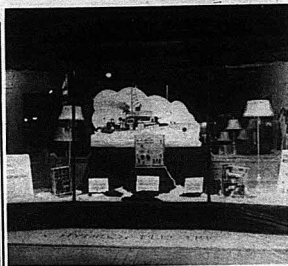
A.C. (Alan) Hall

A.M. (Mike) Oldfield

Director of Manufacturing

Controller

Director of Marketing



Having expanded into electronics with radios in the 1930s, Stewart-Warner Belleville designers and workers turned their attention to many electronic-based products for the Canadian forces during the Second World War. They included radio and radar units, some of which were shown in this special display in the

window of the former downtown location of the Belleville Public Utilities Office on Front Street, across the street from Kragge's. The display is apparently a salute to the launching of the corvette, HMCS Belleville, in the later years of the war. (The ship's bell from the corvette is still on display in City Hall.)

1960s - The swinging sixties

1961
 New generation of electric wheel balancers produced in Belleville.
 Chair controls manufactured Bassick introduces torsion bars.

1964
 Brake hose line added.
 L.A. Young retires. S.D. Hagerman appointed general manager.

1965
 New "H" series of industrial and automotive pressure pumps launched to meet expanded needs of industry.

1966
 Expo fever hits Belleville. Stewart-Warner Canada awarded major contract for electronic information display systems...done and fully operational for opening day.

1967
 S.D. Hagerman retires.
 Stewart-Warner, Belleville, almost half as old as Canada.

1969
 Display boards re-worked and installed at Jarry Park, original home of the Expos.

Alemite lubricating system

BY F.C. ETHIER

Like the safety pin, the word Alemite has become part of the English language. The reason goes back to an inventive entrepreneur, Arthur Gulberg, who was issued patents in 1919 for the original pin-type, high-pressure lubrication system. That system then became manufactured by the Alemite Die-Casting Company.

While the original prototypes were primitive compared to those later developed, without them, there would not have evolved the sophisticated, automatic, flow-accuracy and electronic lubricating systems today.

The lubrication fitting over the years has progressed steadily as part of the industrial scene, playing a dominant role in reducing the bugbear of the high speed machine-friction. It has also contributed to improved machine life and in reducing industrial accidents through cleaner work areas around machinery.

Previously, lubricating was done by the oil "splash" method, "waxing" the work with hand-packed grease or by gravity from grease cups.

By 1921, the Alemite Company of Chicago had improved the manufacturing and design, creating a most reliable and economically viable product. The product, which evolved from 1921 to 1923 from the original and supplementary patents was to be a firm, stable design and base for the next 50 years or more.

The body of the pin-type fitting was made of brass rod so it would not corrode, was about two inches long, was turned by an automatic screw machine into an esthetic shape and had the popular American pipe thread series, mostly one eighth or

one quarter inch. It was made from standard hexagon bars for easy wrenching and seating of threads and had a tapered pin wedged into a hole drilled horizontally close to the top. The pin also held a spirally-wound spring and a hardened, polished steel ball on an internal seat at the inside top.

A "coupler," at the end of a compressor, or what later became known as a "gun" or "grease gun" caused lubricant to be transferred from the gun, by a twisting action of the cross-handle under pressure. The cap of the gun had coarse, Acme threads which matched those of the stem (external threads). On the stem were fixed pop-over cap leathers made of chrome-treated material for longer life, and backing plates. This "follower assembly" pushed the lubricant forward under pressure without back pressure and leakage.

The device could lubricate fittings at pressures of 1,000 to 1,500 P.S.I. When the coupler was disconnected, the ball in the fitting reseated and prevented lubricant from leaking back.

In 1921, two Belleville men, W.E. Rowsome and R.J. Graham, pooled their financial aid, managerial resources to organize Alemite Products of Canada Ltd., obtaining marketing and manufacturing rights for Canada of Alemite products. Rowsome, who was general manager for 17 years until his death in 1932, made arrangements with Alemite of Chicago, to purchase all products to start with, and selected those which could be economically and feasibly made in Canada. Thus, Alemite led the close-working arrangements which function to this day, producing models and components of sufficient volume for Canada, augmented by U.S.-made products to offer a com-

plete line to Canadian users.

For its first year, the Canadian company was set up in part of the Graham Evaporator building on Pinecreek Street. About 10 employees were involved from time to time depending on the demand and both Mr. and Mrs. Rowsome helped out on the assembly during the first year. Operations were mostly importing, collecting, allocating, assembling, shipping, warehousing and some light machining. Mr. Rowsome spent considerable time setting up distributors to sell and install the products.

At that time, no company in Canada, including car manufacturers, had standardized on lubricating fittings. Most were using a grease cup.

By 1922, Alemite of Canada had moved to a plant at the southeast corner of Pine St. and MacDonald Ave. Originally it was outside the city as the boundary was the centre of MacDonal. Around 1923 the city took a job of the Alemite property, although the main boundary was still the middle of MacDonald until after the Second World War.

The company gradually acquired automatic screw machines. The machines performed in sequence and repeatedly all the operations on the fitting body of turning, forming, drilling, threading, reaming, counter-sinking and parting (cutting off from the bar), without stopping. That was done by simply pre-setting various control cams, a form of mechanical programming, and quite advanced for those days. One operator could run two or more machines, but had to make numerous adjustments in a day, feed bars into the machine when needed and, almost contradictory to the company's own product, watched

65 YEARS - CONGRATULATIONS TO STEWART-WARNER



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On Their

65th ANNIVERSARY

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keeps wheels of industry turning

that the "plash" system of lubrication flowed properly.

During the next five years, as almost all Canadian automotive and farm equipment manufacturers standardized on Alemite lubrication fittings, by 1927, Alemite of Canada had increased its employees to more than 75.

Meanwhile, in the U.S., Oscar Zerk was granted patents on a simpler and cheaper lubrication system which could operate at even higher pressure. The big selling feature of the Zerk system was a straight contact action, eliminating the labor-consuming operation of honyetting the coupler onto the pin-type fitting for sealing and then unbonyetting. By litigation and merger, Alemite acquired the Zerk system and its manufacturing facilities. So Alemite Canada's changed its facilities to manufacture the new product and also continued with the Alemite pin-type which continued to be popular, especially for smaller industries.

At this period there were few service stations. Auto companies normally included a hand grease gun in their tool kits for people to do their own greasing. This practice, of course, increased the sale and manufacture of Alemite products in Canada.

About 1925, Alemite obtained a manufacturing licence for what became famous as the "Gat Gun." This had a 12-inch barrel, held about a pound of lubricant, had a bronze, accurately-forged head, a heavy forged lever and an accurately fitted piston which permitted pressures of 5,000 p.s.i. or more. There were sayings such as: "you can get as much pressure as you're willing to put into it."

At the Belleville plant, selected

rums tested as high as 14,000 p.s.i. Hundreds of thousands of the lever guns were produced during the Second World War at Belleville for the armed services of Canada and Britain for use on tanks and armoured vehicles. They were of solid brass with 18-inch barrels and with couplers on the hose to fit British-design Tectamite fittings. The gat weapons were the forerunner of today's economical, handy lever guns used everywhere in homes, farms and small industries.

Also between 1925 and 1935, Alemite made arrangements with two companies to design and produce a line of power-operated lubricating systems. (After the war they made their own.) These were electric-driven and others air-operated, with container capacities of 25, 75 and 100 pounds. Almost every service station acquired one as cars even then had as many as 40 fittings to lubricate. By hand, that would take more than an hour.

Two other lubricating systems were developed between 1925 to 1927 - the Dot and the Button Head systems.

The Dot fittings were even made in Canada by another firm. It was used mostly by small industries and specialized machinery companies. Alemite acquired the system after litigation and a commitment to continue to manufacture them.

The button head system also continues in use, as well as a "giant button head" for earth moving and mining equipment, for larger volumes of lubricant at more moderate pressure.

Through mergers and consolidation, Alemite U.S. became a part of Stewart-Warner Corporation. Alemite Canada became Stewart-Warner-Alemite Corporation of Canada Limited in 1929 and in 1952 it

was changed in name only to Stewart-Warner Corporation of Canada Ltd. Early in the 1950s it became apparent that some one would "break" the long-term patents and extensions the company had on designs and on safety and economy in maintenance.

Stewart-Warner assigned its engineers to design a system within the parameters of the existing patent-controlled systems, but to function better and to take into consideration engineering comments from automotive companies that the existing systems were not positive enough.

S-W engineers took all the good features of the Zerk type, the most economical of all the known systems of the time, and improved upon them. They took the feature of the pin-type head neoprene seal in the coupler, and used the lock principle of the pin-type fitting. A new "head" on the fitting had to be created, which had a knob effect with a long taper to the shoulder of the hex. This permitted the new coupler with three jaws, machined body to "snap lock" on the fitting once pressure was applied to the nozzle. The nozzle design was such that the fittings could be lubricated from an angle as well as straight on. Disengaging could be done with a 45-degree angle side motion. The new system was called "Alemite Hydraulic System" and was rated a "masterpiece" of ingenuity and mechanical simplicity.

While the coupler, grease guns and accessories have been redesigned many times since their invention, the hydraulic system remains one of the outstanding achievements in North American engineering and production.

Its production at Belleville meant more modern equipment and automation. New special machines

now do eight operations at speeds of more than 5,000 pieces per hour. All customers, especially car companies, issue standards specifications sheets and blueprints to which a supplier must comply.

During the Korean War, certain types of lead-bearing steels were used. In a co-operative program between Stewart-Warner Canada, Stelco and Union Drawn Steel, a special, homogenized lead-bearing steel was developed at Hamilton. That steel became synonymous with lubrication fittings used. Concurrent with and possibly from feedback from the Canadian mills, the same steels were developed in the U.S.

More than 500 types of hydraulic fittings have been produced over the 30 years that the hydraulic system has been in effect. Probably the most important development during the past 10 years has been the thread-forming fitting. The system allows auto companies to drill only rather than tap internal threads in their assemblies.

Then there is "Oil Mist". Stewart-Warner acquired the patents in the mid 1950s. An air-operated generator takes oil and transforms it into tiny globules of oil, your work area. It permits continuous use of the machine without shutdowns for lubrication.

Offered later for granted, the lubrication fitting, with its compressor gun and couplers, has played a substantial role in today's modern and necessary maintenance of our "rotting equipment."

Many present, former and retired employees at the long-established Belleville plant can back their "lucky stars" for the lowly lubrication fitting, having acquired jobs and skills which they probably would not have had they not worked at "the Alemite."

1970's - A rationalization period

1970
□ R.H. Reid appointed general manager.

1972
□ Belleville begins exporting Alemite to U.S., Saudi Arabia, Sweden, Africa and 20 other countries.

1973
□ V.J. White retires as Bassick sales manager.

1976
□ S.W. Canada bids on new Blue Jays scoreboard and awarded contract...leads industry in technology.

1979
□ R.H. Reid promoted to head Bassick in U.S.

Congratulations

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and
Bassick Castors

1980s

1981
□ A.C. (Bud) Madge appointed general manager.

1983
□ F.C. Ethier retires after 52 years of service.

1984
□ New computerized customer service centre opened at Belleville.

□ Instrument and Hobbs products added to Belleville inventory.

□ Industrial distributors and sales force expanded and specialized to cover every major market from coast-to-coast.

1985
□ Best year ever for Stewart-Warner Canada. Sales records broken...new distributors signed nationally and sales team grows to largest in the industry.
□ Altemite lubrication equipment specified for Canada's frigate program.

1986
□ Two major distributors of competitive products switch to Altemite.

□ Company introduces new range of motor oil reels and new paint equipment displays.

□ Stewart-Warner Canada celebrates 65 years in Belleville.

A picture of stability

A picture of management stability is indicated in the long history of the Belleville Stewart-Warner plant.

Over its 65 years, only five people have held the post of general manager, starting with the founder, W.E. Rowsome, who held the post from 1921 through 1937.

He was followed by L.A. Young from 1938 through 1964.

S. D. Hagerman was general manager from 1964-1968 followed by R.H. Reid from 1970-79, and the current general manager, A.C. (Bud) Madge who took over in 1980.

Madge's background includes three years as an industrial consultant with the former Ministry of Industry and Tourism and president and general manager of Webster Air Equipment in London, Ont.

He is also a member of the Rotary Club of Belleville.

Other current top management includes P.J. (Peter) Poslusny, director of manufacturing; A.C. (Alan) Hall, controller and A.M. (Mike) Oldfield, director of marketing.

Previous plant managers have been L.A. Young, from 1931-38, A.W. Seymour, 1937-45, F.C. Ethier, 1945-1983, who then became assistant general manager until his retirement in 1983; E. Bulcher, 1968-78; E. Cook, 1973-82; A.F. Maybree, 1983-85, until Poslusny took over.

Predecessors of Alan Hall as finance managers were F. Rayfield, 1921-29, H.C. McKay, 1929-41, G.F. Brooks, 1941-66, J. Hawkins, 1960-66, D. Stevenson, 1966-69, W. Paisley, 1969-74, K. Whitney, 1974-81.

As director of marketing, Oldfield's post combines three former offices of sales managers for radio, Altemite and Bassick.



MADGE



HALL



POSUSNY



OLDFIELD

Long-time employees meet the challenge

For many of the employees at the Stewart-Warner plant, also known as the Altemite, which this year marks 65 years in Belleville, the job has been almost a life-long commitment.

Many of the employees have service of 18 to 46 years.

For hundreds, even thousands of others, the historic plant has been a training ground from which they jumped off to other employers and greater career challenges.

In a plant sprawled over two large buildings at the corner of Pine and MacDonald and a range of product lines and industrial operations, it is not surprising that even veteran employees see the company through different eyes. Comments from long-service employees vary from "It's a living" to "30 good years".

Frances Foster, with 21 years experience, notes how dramatically the product lines have changed over her years. She recalls how she was "nervous" on her first day of work. She was making flex hose for cars, a product "no longer made here." "I've done many different jobs on many different products," she said.

A highlight on the job for Bruce Stietz, who has been working in the plant department for more than 45 years, was a "wetter colder" day in February "about 20 years ago" when part of his area caught fire and gutted a large portion of the plant.

Freda Stett has been working there for 33 years but her service was disrupted on a couple of occasions, with her first experience during the war years of 1938 through 1942. She has been a timekeeper for most of her service and recalls that very often,

the time keeping machines would "act up."

The big fire also comes to mind for Stan Reid, an automatic screw machine operator. "I remember the flames going right over my head," he said. He added that "every day" has brought "different" problems.

Peter Calberry, who has spent 35 years as a warehouseman, recalls his first day on the job. He had been hired as a truck driver but there was a mix-up with existing drivers so he was transferred to another department.

After almost 10 years, partly in the Bassick division and partly in the stock room, Jean Latchford sums up her service at the factory as: "It's a living."

"It's been 30 good years," says Grant McCoy of the die set department.

Walter Vanderwater has done various jobs over his 43 years with the company, including Altemite assembly, flex hose and drill press operation. "I think the fire was the most exciting thing that ever happened here," he said.

"It's been tremendous, especially the good people I've met," says Roy Garvin, sales co-ordinator. Garvin has enjoyed a varied experience, starting with 15 years in radio and television assembly, then shipping and finally, sales.

With modern technology, and especially in the wake of the recession of the early 1980s, employment at the plant has tended to become stable with growth mainly confined to the sales department in recent years. Total work force has been running around 130.

"Great happiness and continued success in the years to come."

Robert H. Reid

Bassick Division STEWART-WARNER CORPORATION

June 11, 1986

Mr. A. C. Madge
Stewart-Warner Corporation
of Canada Limited
Belleville, Ontario K8N 5B8

Dear Bud:

It is with regret that I must advise you of my inability to join you in your 65th Anniversary celebration.

I look back with fond memories upon the 10 years in which I was privileged to serve in the Canadian organization. The people there were wonderful to me, and I will never forget them.

I would be most grateful if you would pass along to Bud, I thought the organization - and to those who are everyone throughout the organization - my apologies for being absent and my warm greetings as well. You can be sure that my heart is with all of you on this happy occasion.

I wish each one great happiness and continued success in the years to come!

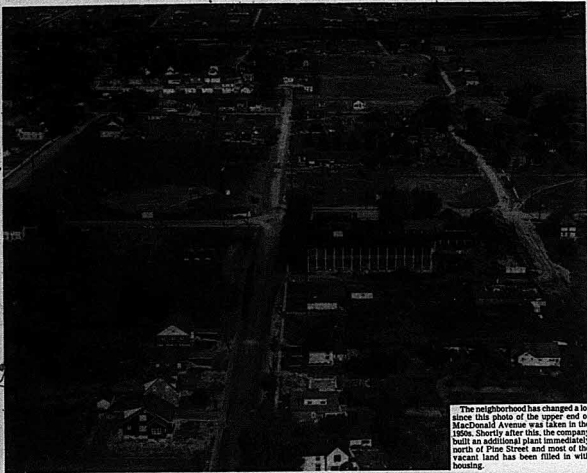
Sincerely,

Robert H. Reid.

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Meet the boss

Bennett Archambeault is the president, chief executive officer and chairman of Stewart-Warner Corporation and the president of Stewart-Warner Corporation of Canada Limited.

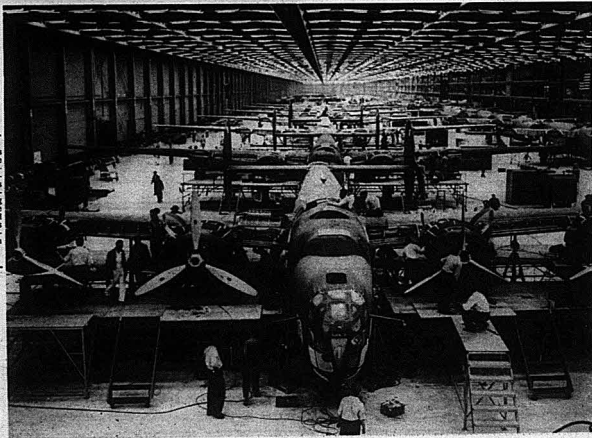
He holds two special honors resulting from his role in the Second World War. He was awarded the Medal of Merit by the President of the United States, the highest decoration which can be given to a civilian, and His Majesty's Medal for Service in the Cause of Freedom by the British Government for his work in the Office of Scientific Research and Development during the war. That office had responsibility for the development of advanced weapons and equipment for all three of the United States' armed services.

Mr. Archambeault has been with Stewart-Warner Corporation since 1964. Prior to that he was vice-president and general manager of the M.M. Kellogg Company with headquarters in New York.

Born at Oakland, Cal., he now lives with his wife in Chicago. They have two daughters and one son.

The neighborhood has changed a lot since this photo of the upper end of MacDonald Avenue was taken in the 1920s. Shortly after this, the company built an additional plant immediately north of Pine Street and most of the vacant land has been filled in with housing.

Great bombers from little casters grow might be one way to describe this production scene which was obviously not in Belleville. But this production line depended in many ways on products made at the Stewart-Warner plant at Belleville, including special casters for production line equipment, radio equipment and heating units. The period photo was taken at a new (at that time) Consolidated Aircraft company plant in the United States.



SYMBOL OF

SW

EXCELLENCE

THEN & NOW!

Stewart-Warner Corporation, established in 1921, is now the world's largest manufacturer of automotive and industrial lubricating equipment. A. C. (Bud) Madge, Canada's chief operating executive, reports "Stewart-Warner's operations are centered in ten divisions which manufacture at thirteen locations in the United States, Canada and four in Europe. This year the Canadian division is celebrating sixty-five years of continuous production." Stewart-

Warner products are sold to thousands of customers throughout the world, in markets which represent a virtually unlimited cross-section of industry, commerce and government.

This year Stewart-Warner Canada is celebrating 65 years of continuous production in Belleville. Products manufactured and sold in Canada under the famous STEWART-WARNER, ALEMITE, BASSICK and HOBBS trade marks reach every industry and segment through

a network of distributors, wholesalers and directly to Canada's largest original equipment manufacturers.

Our success is a credit to the many people who have been associated with our company over the years, and through whose efforts we have become the number one name in our industry today.

This special edition is dedicated to our people.

"OUR PEOPLE MAKE



THE DIFFERENCE"

CELEBRATING 65 YEARS OF EXCELLENCE

STEWART-WARNER CORPORATION
OF CANADA LIMITED BELLEVILLE, ONT.

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