

APRIL
1961

**BARTELT
SCOPE**



BARTELT ENGINEERING COMPANY, Inc.

NEWS **BARTELT** ENGINEERING COMPANY, INC.

1900 HARRISON AVE., ROCKFORD, ILL., PHONE: WO 3-3471

February 27, 1961

WILLIAM T. BOSTON NAMED PRESIDENT OF BARTELT

William T. Boston, vice president of Bartelt Engineering Company, Inc., was elected president of the firm at a board of directors meeting following the resignation of President Harold L. Bartelt.

Mr. Bartelt, co-founder of the company with his brother, Donald, continues as a member of the board and as a consultant in research and development for the Riegel Paper Corporation of New York.

Bartelt Engineering Company, manufacturer of automatic packaging machinery, is a wholly-owned subsidiary of Riegel.

Mr. Boston joined Bartelt Engineering Company in 1948 as a sales consultant. In the following year he became sales manager along with the development of the present line of Bartelt packaging equipment.

During the 1950's he served as the company's vice president in charge of sales. He was named vice president when the firm was sold to Riegel February 8, 1960.

"Machinery for Creative Packaging"

On the 27th of February Bill Boston was elected president of Bartelt Engineering Company by our board of directors following Harold Bartelt's resignation.

Bill is well known in the packaging field. He has lectured at national meetings, written for the packaging press, and, of course, solved problems and initiated new ideas in packaging on a national scale for more than a decade.

Here at Bartelt we know Bill well. We know he is interested in our work, and in each of us as individuals. We know his deep sense of responsibility to his job and to his people. And, we know his unique ability in getting a job done, and done well.

But few realize how deeply his thinking and action are woven into Bartelt's growth and success. It began in 1948 . . .

In 1948 Bartelt Engineering Company had a problem. During World War II they had done development work for the Air Force. Then, with the war and the contract ended, they had to re-establish a market. An up-and-coming sales consultant named Bill Boston was retained to tackle the problem.

At this time Bartelt, which was operating in the old Central High School, employed less than 40 people and had gross sales of about \$200,000. They had no nationally established product line; but early in 1949 they delivered a machine to Minneapolis - Honeywell for filling and closing pre-glued envelopes.

A leading business journal mentioned this labor-saving unit. The resulting inquiries were turned over to Bartelt.

Harold Bartelt recognized a real opportunity in packaging machinery and set about directing the company's total effort to that field. He gave Bill full responsibility for developing the market potential in this field. Bill quickly turned the potential into business, and in five short years

the company was an established leader in the packaging machinery field.

In the mid-1950's Bartelt had moved to its present quarters, gross sales were just over a million, and Bill Boston was named Vice President in charge of sales.

In 1960, when Bartelt became a subsidiary of Riegel, annual sales had grown to \$3,000,000 and employment to almost 200 people. Bill dropped the "in charge of sales" from his title and was assigned general administrative responsibilities.

Here then is our new president . . .

First, through imagination and perseverance, Bill managed to sell brand new ideas from an unknown company to solid "blue chip" accounts, building the foundation upon which our leadership was established.

His belief that the customer's needs must dictate the design of each machine, and that our service to the customer must be the best, has established our basic business philosophy.

He has established, in the last year, an organizational structure in which the lines of authority are clear, the communications excellent, and each individual is given a maximum opportunity for effective action.

Thus, have Bill Boston's abilities guided and built, from our small beginnings, our very considerable present.

So, too, they form the framework of the future.

Here Are the New Bartelt Line Directors

Coordination among our departments is improved by means of three new line directorships, created to modernize our expanding organizational setup.

The directors, James Tobin, Eugene Peterson and John Corcoran, report directly to our new President, William T. Boston, on all matters affecting the departments for which they are responsible.

Staff directors are Volmer Sorensen, industrial relations; Gordon Carlson, purchasing; James Craig, controller; and Kenneth Johnson, research and development. Miss Josephine Lukas is our corporate secretary.

Duties of all other management personnel remain unchanged.

Eugene R. Peterson

Marketing Director



As our new marketing director, Gene Peterson takes over the reins of what might be called our "first echelon."

He is responsible for recommending in which directions our business should be pointed for continued expansion and progress.

Among Gene's responsibilities are the Sales Promotion, Sales, and Customer Service Departments.

Eleven years ago this month, Gene started as a pilot for Bartelt and also did engineering work. He shortly moved into the machine service field and remained in that area until becoming a salesman in 1952.

From then until early last year, Gene sold Bartelt equipment in the Chicago area and became one of our most aggressive salesmen.

During 1960 he was specialty sales manager.

As an Air Force officer in the mid-1940's, Gene flew transports in the Pacific and the Far East.

Before entering the Air Force, he attended Drury College, Springfield, Mo. He also attended accounting school in Rockford.

Gene and Martha Peterson, who live at 1119 29th St., Rockford, have a son, Mike, 16, and daughter, Linda, 11.

James L. Tobin

Product Director



As a trained engineer and a qualified sales technician in the packaging field, James Tobin, formerly our sales manager, joins Bartelt's product department well equipped to create increased sales consciousness among our expert designers.

Jim came to Bartelt in January, 1957, from the position of packaging engineer at the Pillsbury Company in Minneapolis.

His first assignment here was as service manager. He moved into Sales two years later. By the end of 1959 he had become assistant sales manager under Bill Boston, our president, who then was sales manager. Shortly thereafter Jim was named sales manager.

Jim is a mechanical engineering graduate of the University of Minne-

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sota. As a navy man during World War II, he received engineering training at the University of Wisconsin.

Jim and his wife, Jean, live at 1432 Illini Drive, Rockford. They have two sons, Jay, 10, and Tom, 1, and a daughter, Tamara, 6.

John P. Corcoran

Manufacturing Director



When John Corcoran joined the Bartelt team in February 1951, there were fewer people employed in the entire shop than there are now on our night shift alone.

John came to us from Fairbanks Morse in his native Beloit, Wis., and was put to work mapping out our first production control system — the "what, when and how" of manufacturing.

He later became shop superintendent, then doubled as service manager and as assistant sales manager under Bill Boston.

Still later, as plant manager, John also had charge of product engineering for a time. He was plant manager until becoming director of manufacturing this year.

John graduated from Loras College in Dubuque, Iowa, in 1943 with a degree in business administration and psychology. He then entered the navy and after service in the Pacific during World War II, was discharged as a lieutenant jg.

John and his wife, Merrilie, have a daughter, Susan, 16, and sons Stephen, 14, Thomas, 11, Jackie, 9, Gerald, 8, and James, 7. They live at 1626 Camp Ave., Rockford.

R. H. Baker Named Sales Manager

Richard H. Baker, a member of our sales force more than seven years, has been named Bartelt's sales manager.

Our assistant sales manager for the last six months, Dick previously had been a territory sales manager.

In his new position he succeeds James L. Tobin, who has become product director.

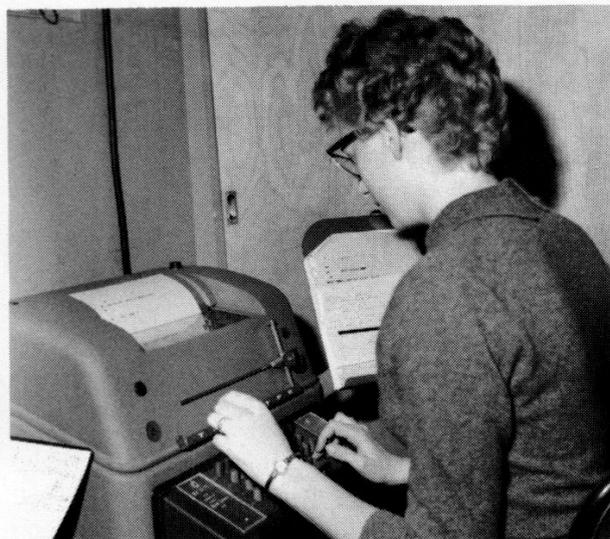
An M. I. T. graduate in economics and engineering, Dick joined Bartelt in 1953, and after a short period in Engineering he moved into Sales.

Dick, his wife, Sally, and 9-month-old son, Barrett, live at 2409 Harris Rd., Rockford.



Richard H. Baker

**"You're Wanted on the . . .
Teletype"**



We're now equipped for instant written "conversation" with thousands of business firms throughout the United States with this Bell System teletype. Shown operating the keyboard is Receptionist Kay Johnson, who is "calling" Texas.

THE BARTELT VERTICAL PACKAGER

This is the new Bartelt Vertical Packager.

For us at Bartelt, it represents a major design departure from our established line of horizontally oriented packaging equipment.

Why, with the success of our present machinery, do we enter this more highly competitive area?

The answer is we have been able to develop, after years of study, a new machine that solves the problems encountered in the operation of most of the packaging machinery of its type already on the market.

The major advantages of the Vertical Packager are in its most important features:

One problem has been effectively attaining high speed. The Vertical Packager can produce filled pouches at speeds of 60 to 100 per minute in a single tube operation, faster than most of its competition.

Long package size changeover time—a problem of many owners of packaging machines—has been reduced in most situations with the new Bartelt machine to just 15 minutes. This is possible in part because of its unique "break-open" web former mechanism.

High production rates are possible with the improved method of sealing which eliminates time consuming thermal impulse sealing.

Because sealing bars do not also feed the web material, they reciprocate in and out only. This does away with the complex linkages required for up-and-down and in-and-out motions.

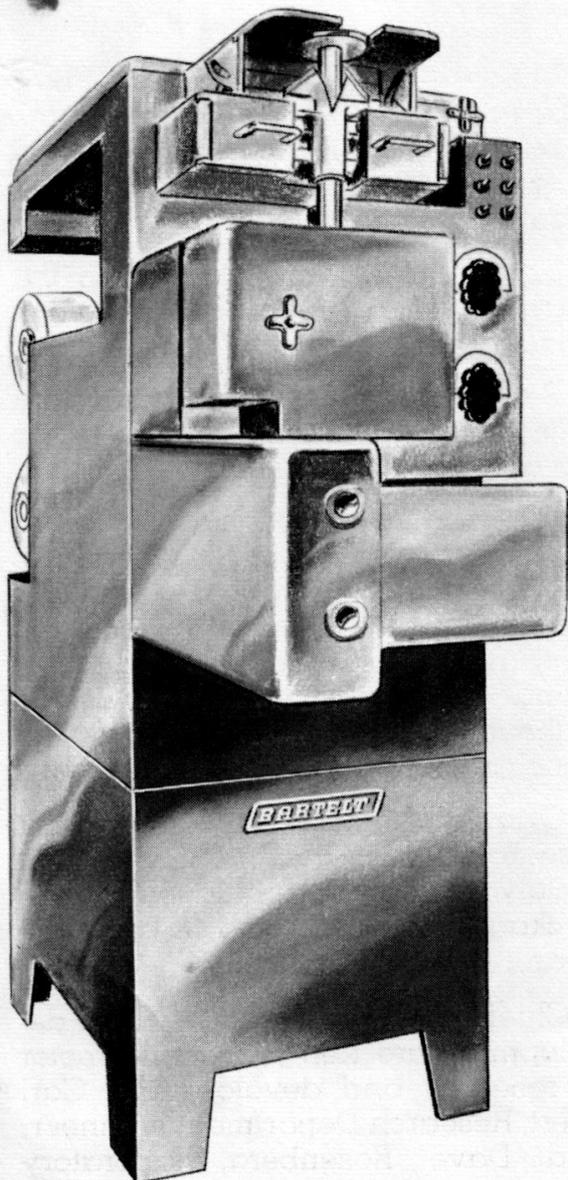
The most obvious advantage of the Vertical Packager is, of course, its economy of floor space. It rests on a rectangular area 2 feet by 4 feet.

Combining simplicity of design and rugged construction, it weighs more than a ton, in spite of its compactness.

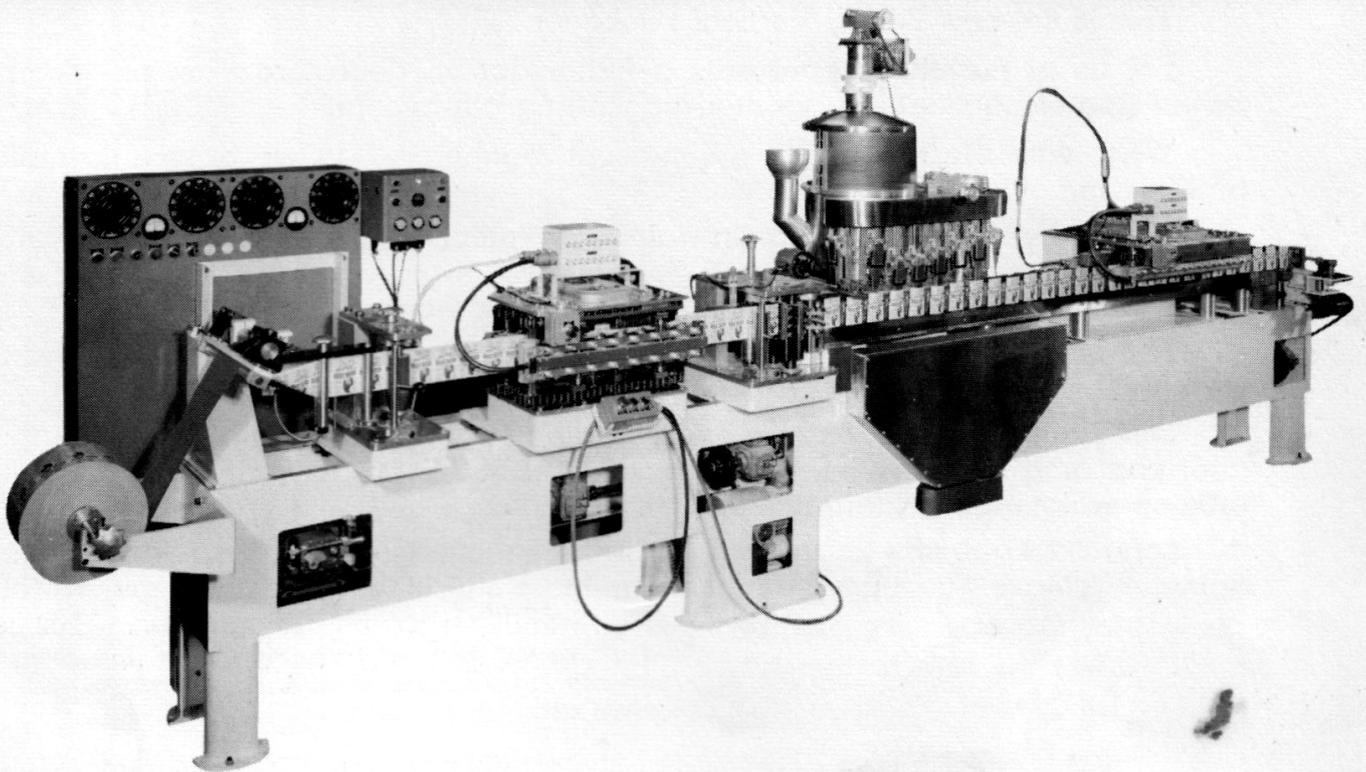
Carl Frank, the man whose creative engineering talents made this machine a reality, has made a number of refinements in the pilot model as production and tests have progressed. For the past two months he has spent most of his time supervising field tests of the pilot machine.

Many of our customers have been shown the Vertical Packager and all have expressed enthusiastic interest.

This month—April 10 through 13—the first production model will be on exhibit at the American Management Association's 30th National Packaging Exposition in Chicago.



BARTELT CONTINUOUS MOTION PACKAGER



Very high speeds, with all the advantages of the Bartelt Automatic Packager, are obtainable to an unprecedented degree on the new Bartelt Continuous Motion Packager, the first of which was delivered last month to its new owner.

Without sacrificing the traditional Bartelt principle of horizontal operation and single-purpose mechanisms, this packaging innovation is capable of turning out 200 to 600 filled and sealed pouches per minute. Despite this very high production rate—more than double that of most other packagers in the flexible pouch field—each pouch is given more sealing time to insure superior seals.

The Continuous Motion Packager speeds the pouch material along horizontally in a continuous flow. This reduces wear on the machine and also virtually eliminates the product inertia problem caused by rapid stops and starts of the pouch.

Significant in the contribution the Continuous Motion Packager is destined to make in the packaging industry, is the fact that basic qualities of the Bartelt horizontal equipment have been not only retained but, in many respects, improved.

Bottom and side sealing takes place after the web is formed on the machine. Thus, no forming stress interferes with proper sealing to cause pleats or tucks.

Longer dwell time along with the increased speed is possible with new traveling beam seal bar assemblies.

Separate stations for sealing and filling protect the seals from being weakened by product contamination.

The Continuous Motion Packager is constructed in two distinct sections. One section is for making the pouch, the other for filling and top sealing. This allows maximum flexibility for filling equipment design provisions without involving changes to the pouch making portion.

Originally scheduled as a two-year research project by Bartelt, the completely tested Continuous Motion Packager was delivered in only one year.

Chiefly responsible for its rapid development are Ken Johnson, director of research and development; Carl Beert, Research Department engineer; and Dave Rosenberg, laboratory manager.

Joe Soroka Gets 'Closeup' View of Australia

While we shivered with the cold, our service man, Joe Soroka, enjoyed 90-degree summer heat in the environs of Melbourne, Australia.

Joe spent a month in that great "land down under" to install a Bartelt Packager and returned here March 7 sporting a deep tan.

"Australia is as 'American' a country as any I've seen," said Joe, who observed that the Australians, a prosperous people, enjoy many modern comforts similar to ours.

The Australian economy is geared to high living costs, he said, and he noted that the spread between the average income and the cost of a home, for instance, is much greater than in the United States.

Yet most of the citizenry occupy pleasant homes, most of them made of brick because of a lumber scarcity. Joe said the typical house in Melbourne has a solid brick wall encircling it, a custom apparently with European origins.

Distances are long between the Australian cities. "It's nothing to a salesman to drive 500 miles in a day to get someplace," Joe said. "He has to cover a large area to get along."

Joe landed at Sydney, New South Wales, on Feb. 7. The temperature was 98. At Melbourne he stayed in a hotel facing the ocean beach, daily filled with hundreds of swimmers and sunbathers.

In the city Joe noted the unusual practice of building modern apartment buildings with the plumbing



At day's outing to Luna Park, Melbourne, Joe gets opportunity to pose with customer representative Neil Cameron and Mrs. Cameron.



Joe Soroka
... back home

running up and down the outside. This apparently is more inexpensive than indoor plumbing, he said, and with no freezing weather there is no problem of frozen water pipes.

During one of Joe's spare moments, he toured to a beach area in the "bush" where he took a thrilling chair lift ride to the top of a mountain. There he noted an example of supply-and-demand pricing in the chair lift fare—4 shillings up and 6 shillings to come down.

He tells of another trip that took him to Sanctuary, a large zoo, for a look at some kangaroos, koala bears, and the duckbilled platypus, the world's strangest animal, which is native only to this unique continent of Australia.

About half of all diamonds are ground away into dust.

"A lie has always a certain amount of weight with those who wish to believe it."—E. W. Rice.

This Staff Distaff!



April 19th is your day, Secretaries: (left to right, front row) Jan Fluegel, Doris Dietmeyer, Jane Beardsley, Receptionist Kay Johnson; (back row) Jean Wells, Nellie Whitney, Dee Premo, Elsie Richolson, Pat Fry.

There is a small group of busy people at Bartelt who have the wonderful capability to come up smiling through all kinds of adversity, rush demands, and just plain hard work.

Hail to the secretaries. Where would we be without them!

This month, on the 19th, we celebrate National Secretaries Day. Just who decided we should celebrate it on that date is anybody's guess.

Curiously, the same date, in 1775, was when the British came, and Paul Revere galloped through the New England countryside shouting that they were coming. Had he had a secretary, he might have dictated a memo and had it "dittoed" for general distribution.

Anyway we think the secretaries of Bartelt deserve our gratitude.

Greetings . . .

. . . we send to you who have joined us in the past month:

Barbara Ash, Accounting
Jane Beardsley, Stenographer
Joseph Cieskus, Machine Shop,
Night

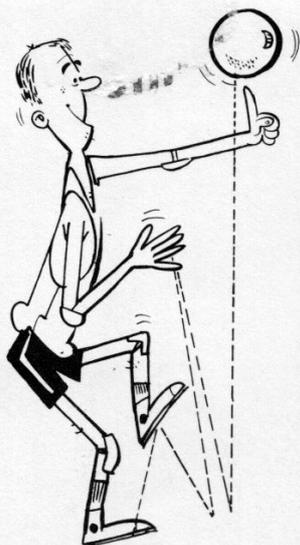
Just think how much confusion there might be if the men were to be counted upon to keep the supply cabinet in order, type "clean" letters, and decide whether a piece of correspondence should be filed under who sent it or what it's about.

Just think how much gloomier it would be if the men were to be counted upon to keep smiling with no secretaries to smile at.

Old Hands

Happy "starting day" to those whose anniversaries at Bartelt occurred during March:

Jim Craig, 11 years
Nello Catalani, 10 years
Bob Peterson, 9 years
Bob Atkins, 5 years
Jim Hilleshiem, 4 years
Gene Mahloch, 4 years
Jim Bennett, 1 year
Ben Conway, 1 year
Henry Dunston, 1 year
Charlie Johnson, 1 year
Elsie Richolson, 1 year
Elias Saltman, 1 year
Ollie Tysver, 1 year
Jean Wells, 1 year



Cagers: Our Thanks For a Fine Showing!

In finishing their season in a second place tie our basketball team should be justifiably proud. Under Gene Mahloch's fine coaching eye, Bartelt cagers emerged with a 10-3 record for their third RIAA season.

We tied with Whitney after winning our last two playoff games, beating Woodward 46-40 and Clutch 45-29.

In the All-Star game March 2—Class C vs. Class B—Bartelt was represented by our high scorers, Gene Waterfall, Ron Oliphant and Denny Conwell. Class B was the victor in that encounter. Gene scored 149 points in 10 out of 13 games. Ron, playing every game, gave us 110 points. Denny had 84 in all the games.

Among the major Bartelt free throwers, Waterfall again was high with a 64.4% in 42 attempts. Ron came second with 58.1% in 44 times. Jerry Thompson, although he attempted only 11 free throws, came off with an FT rating of 63.7%.

Tops in field goals were Waterfall, 61; Oliphant, 42; Conwell, 35; and Dick Alton, 28.

All 15 of our cagers deserve our sincere thanks.



Bartelt's 1960-'61 basketball team: (left to right, front row) Gene Waterfall, Jerry Thompson, Louis Latino, Tommy Thompson, Dick Alton, Denny Conwell; (back row) Ron Oliphant, Coach Gene Mahloch, Rog Milligan, Red Langston, Mel Knee, Stan Premo, Sonny Chamberlain. Not pictured: Dick Baker, Bob Justice.

Our Keglers In 1st, 7th, Last Places In Big 10

Bartelt bowling team standings continued to range from the top to the bottom in the Big Ten League last month.

Our Cartoners were still on top in the league through March 9th, the Checkweighers were in 7th place, and the Packagers were in 10th.

The Packagers had the high three games two weeks straight and the high single game one of those weeks.

Darrell Tate took the individual high three games honor on March 2nd. Tommy Thompson was the league's individual high single game bowler the week before.

Bartelt Softball Trophy

Softball Manager Montie Atkinson will accept the RIAA Class C first place trophy for the 1960 season on behalf of the Bartelt team at the association's sports banquet April 17.

Members of our championship team also will be present at the affair, to be held in the Faust Hotel.

European Industry Representatives Visit Bartelt; Breck, Inc., Guests Watch Checkout Procedure

A number of important visitors visited our plant recently to confer on a variety of subjects concerning Bartelt equipment and their packaging operations.

Among our guests were Mr. Robert E. Southworth and Mr. John Peavy of John H. Breck, Inc., Springfield, Mass., and four representatives of companies in the British Isles. The latter are Mr. Alex B. Cooper of Strachan & Henshaw, Ltd.; Mr. Francis G. Edwards of E. S. & A. Robinson, Ltd.; Mr. Eric Shuker of Robinson Waxed Paper Co., Ltd.; and Mr. Dermot Dixey of John Laird & Son, Ltd.

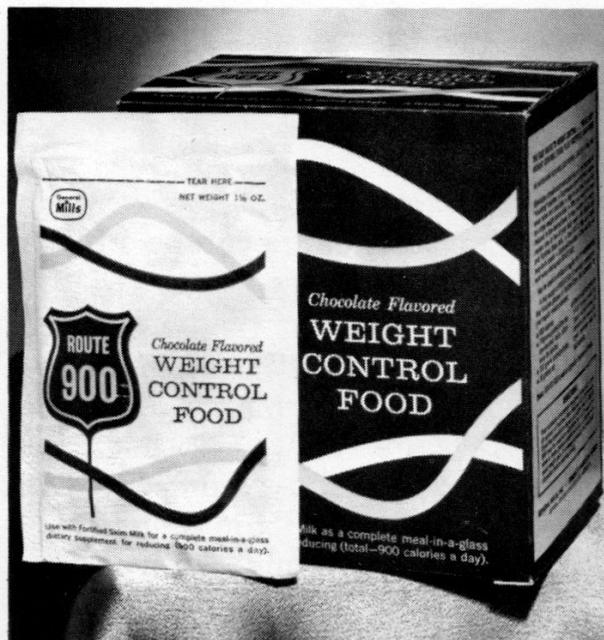


Stu Worthington explains machine operation to visitors (left to right) Mr. Dermot Dixey, Mr. Francis G. Edwards, Mr. Eric Shuker, Mr. Alex B. Cooper.



Mr. Robert E. Southworth (left) and Mr. John Peavy of John H. Breck, Inc., inspect Bartelt packager in checkout.

Package of the Month



General Mills' "Route 900"

General Mills has entered the growing market for weight-control food with its "Route 900," packaged in convenient-to-use premeasured pouches, packed 12 to a carton for a three-day diet. The product, which must be mixed with skim milk, is delivered by milkmen.

Pouches are formed, filled and heat sealed from foil-polyethylene-paper roll stock flexographically printed in two colors. They hold $1\frac{1}{8}$ oz., insuring exact 225-calorie count.

Pouch stock, Riegel Paper Corporation, New York. Form-fill-seal machine, Bartelt Engineering Company, Inc.

