

# THE FARRELITE

VOLUME 10 NO. 2

JULY 1971

## Show People Say Business Barometer Up



*Waterbury Farrel Booth at SME Show, April 26-30, at Philadelphia's Civic Center.*

### J & L Displays More "Firsts"

The managers of the latest big tool show, held in Philadelphia's Civic Center, April 26 through April 30 were happy. So were the Waterbury Farrel show people. Both are predicting a brighter business picture. Run by the SME (Society of Manufacturing Engineers), about 30,000 people from all types of industry visited the week long show. A "Metalworking News" survey of exhibitors reported that the SME show was "at the very least, a mild success and head and shoulders above SME's WESTEC show (held in California) last March. Exhibitors noted that while attendance fell below the anticipated 35,000 there was an increased number of top executives on hand actively shopping for equipment."

Waterbury Farrel was there with some of J&L's latest boosts to comparator and small precision lathe users. Harold Murch, Manager of Comparator and PFM Sales, said, "This is the best tool show in three years as far as the quality of the people who attended is concerned. There were not as many sightseers. People were interested in buying, and they shopped more carefully than before. I am happy to report that we sold three machines right off the showroom floor."

The latest Inspection Center was there, plus three other optical comparators. But

### Beck at Textron

scholarship. The scholarship was given to "Katie" Overaa. Two other Waterbury Farrel Junior Achievers picked up scholarships, too. They are Dianne Goodman and Marcia Turner. The scholarships

talk; Make full use of variety; Write to express, not to impress . . . and, above all, "Write as you would be written to".

Read pages 60 and 61 of your little



## Beck at Textron



Andrew J. Beck

Andrew J. Beck, formerly Director, Cheshire Engineering, is now at Textron headquarters, Providence. There he is Director of Eastern European Trade Services. He will devote his full time to Textron's increasing activity with Eastern European countries.

"Andy" came to Waterbury Farrel in 1956. He was made Chief Engineer, Rolling Mills, in 1960. He was appointed Director, Cheshire Engineering, in 1967.

## Jr. Achievers Tops in Area

Waterbury Farrel's Jr. Achievement Company was chosen company of the year for the greater Waterbury area. The company returned 44 cents per dollar invested. Besides this high return, the company was able to award a \$150.00

scholarship. The scholarship was given to "Katie" Overaa. Two other Waterbury Farrel Junior Achievers picked up scholarships, too. They are Dianne Goodman and Marcia Turner. The scholarships are based upon a student's leadership ability and academic standing.

The company was incorporated last October under National Junior Achievement regulations. Since then it has produced and sold battery booster cables, cookie sheets, memo pads and key containers. Each Junior achievement company must dissolve at the end of the spring school term. Junior achievement business advisor John Hubbard reports the highlight of the sales year happened at the Naugatuck Valley Mall. There the company's entire remaining inventory was sold at a special sale last spring.

## Go — Go!

One hundred thirty-five employees attended business writing classes in Vermont and Connecticut. More will attend in Ohio the first week in August. Interest is substantial. A lot of good results are being seen. But . . . a very few "graduates" are swinging the pendulum too far. In two or three places, a few people are writing extremely clear memos and letters now — painfully clear.

It is one thing to state facts clearly — but it is quite *another* to use hair-raising words in the process. There is an ideal middle ground where everything is perfect: everybody understands, and nobody becomes offended. We pointed out during the classes that we will likely never reach that perfect center. The best we can do is to keep moving *toward* it — from both directions.

Continue to — Keep sentences short; Prefer the simple to the complex; Develop your vocabulary; Avoid unneeded words; Put action in your verbs; Use terms your reader can picture; Tie in with your reader's experience; Write the way you

talk; Make full use of variety; Write to express, not to impress . . . and, above all, "Write as you would be written to".

Read pages 60 and 61 of your little paperback booklet, "How To Take the Fog Out . . .". If you haven't seen that book, those pages simply say, "Be courteous, not curt."

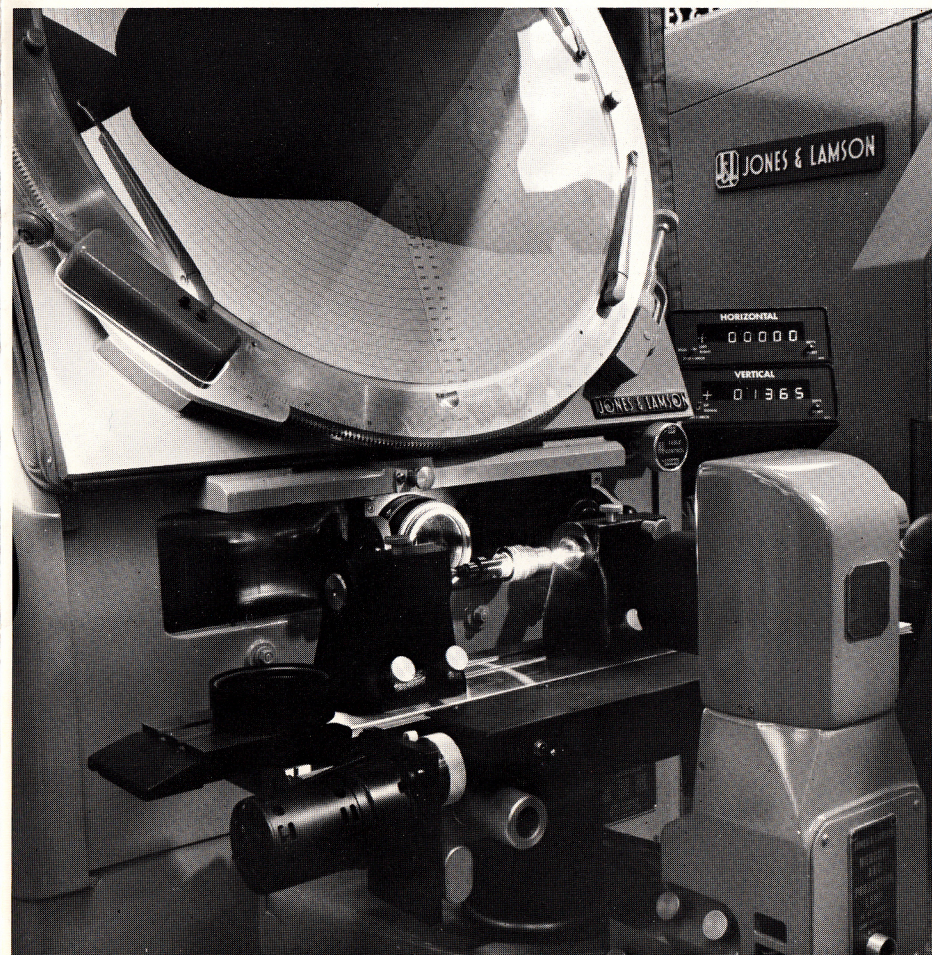
Joe & Joe

P. S. The Fog Index of the above is 8.0.

who attended is concerned. There were not as many sightseers. People were interested in buying, and they shopped more carefully than before. I am happy to report that we sold three machines right off the showroom floor."

The latest Inspection Center was there, plus three other optical comparators. But the real surprise to the industry was J&L's new electronic digital display. The system boosts optical comparator efficiency to a new high. It has dimensional readout (via nixi-tubes) in inches, hundredths, thousandths and tenths for use with most models of J&L's comparators and coordinate measuring machines. The system

Continued on Page 2



FC30 with 2 axis digital readout mounted on right side of machine.



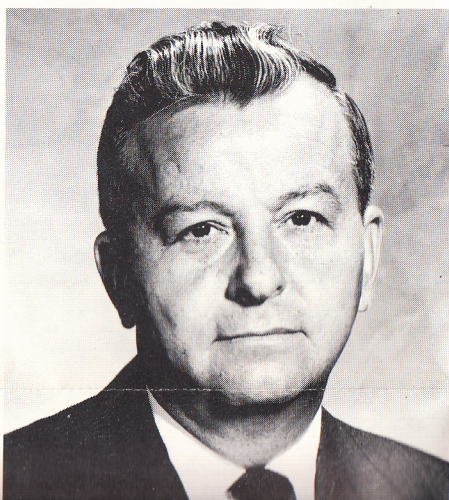
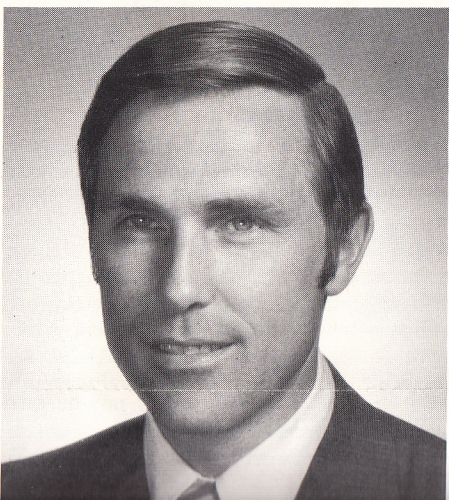
# New Managers in Field — Home Offices



*Edward Batorski* has been appointed Manager, Cleveland Hobbing Division. Prior to Cleveland Hobbing's move from Cleveland to the Cheshire plant, "Ed" served as Manager of Product Manufacturing, and Chief Engineer, Hobbers. Since then, he became Cleveland's Chief Engineer, Machine Design.



*Richard A. Brink* has been appointed Waterbury Farrel's Manager, Ohio. "Dick" came to Waterbury Farrel back in 1967 and was an application engineer with rolling mill sales. Before his present appointment, "Dick" was a field sales engineer and covered southern Ohio and Kentucky.



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## Harry R. Lange

Harry R. Lange, Tool Engineer, July 3. Harry came to Waterbury Farrel in July, 1922.

## Raymond E. Shaw

Raymond E. Shaw, Assemblyman, Plant I, J & L, June 14. "Ray" joined J & L in 1957.

## ESP — Sales Update

### Six Units "Under Way" at Same Time

ESP (Extra Sensory Positioning) for automatic gage control of strip in rolling mills has been around for about three years. Back in December, 1969, the rolling mill division people displayed an early model in the Cheshire plant demonstration room, (Farrelite—February, 1970). Good news gets around quickly in the rolling mill business. The people at Stanley Steel, New Britain, Connecticut, call their ESP unit "Extra Special Production". ESP makes it possible for Stanley to deliver coils with level gage from end to end. This means more tonnage to specified gage in fewer passes. The result—a more profitable operation for Stanley Steel and its customers.

have been sold. They are either on—or slated for—mills that handle strip from 8" wide to 54" wide at strip speeds from 600 FPM to 2725 FPM.

Six ESP units are now under construction at Hain Automation, Wallingford, Connecticut, an electronics supplier. The work on these units is under the direction of Waterbury Farrel's Robert Herbst, Chief Engineer, Process Control. "Bob" is assisted by Ralph Gilnack, "Tom" Alshuk and Alfred Krzewski of Waterbury Farrel.

Potential customers were invited to see the six units under construction at Hain during the week of May 23. The reaction? Most favorable. ESP is well on its way toward becoming an industry "standard" for tightly controlled rolling.

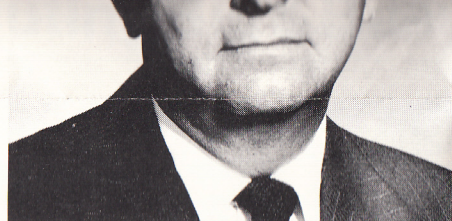
To date fourteen ESP installations



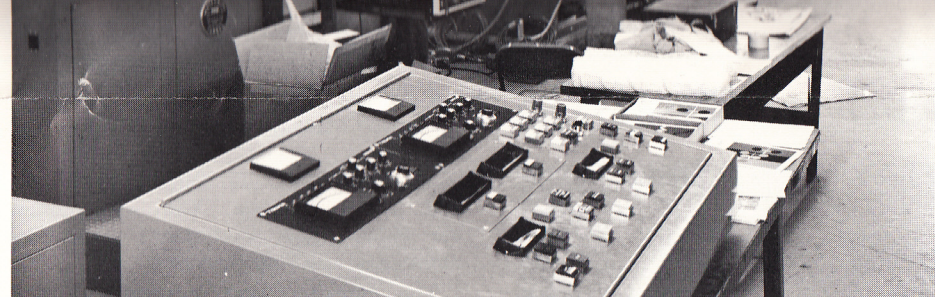




William Holyoak is now Chief Engineer, Presses. "Bill" is a graduate of the U.S. Merchant Marine Academy, and started his engineering career with the Navy. Prior to joining Waterbury Farrel in 1967 as an application engineer, "Bill" was a project engineer with the Spencer Turbine Company, Hartford, Connecticut.



Millan Shevchik has been named Personnel Manager, J & L. "Shevy" is also continuing his responsibilities as Manager of Manufacturing, Plant 2. Before coming to J & L in 1966 as assistant personnel director, "Shevy" was VP, Manufacturing, of the Overly Manufacturing Company, Greensburg, Pa.



The ESP console in the foreground has two sets of tolerance control gages and provisions for automatic roll stop. Ralph Gilnack, Waterbury Farrel, left, checks a printout while Michael Ventuarelle, Hain, works on a smaller unit, center, which will be fitted to a mill located in Europe. Robert Herbst, Chief Engineer, Process Control, background, looks over a large ESP unit destined for a customer in Waterbury.



## Eight Pick Up W.F.Scholarships

Eight sons and daughters of Waterbury Farrel Cheshire plant employees have won scholarships totaling \$2000.00. Each \$250.00 scholarship can be applied to a school of the student's choice. Sponsored by the Waterbury Farrel Social Fund, employee sons and daughters who are in their senior year of high school are eligible to contend for the awards. Left to right: Elizabeth Hundt, daughter of Rudolf Hundt, Engineering Dept.; Richard Caporaso, son of Al Caporaso, Engineering

Department; Barbara Beliveau, daughter of Phil Beliveau, Accounting; William Aitcheson, son of William Aitcheson, Drilling Dept.; Laura Carnein, daughter of Max Carnein, Jr., Milling Dept. Social Club secretary Martha Sholkovitz; and Elizabeth Mark, daughter of Frank Mark, Milling Dept. Vincent Rosa, Jr., son of Vincent Rosa, Stock Room, and Jeffrey Curran, son of Barbara Curran, Marketing Services, were not available when the photo was taken.

### SME — Continued

eliminates the complications of conventional coordinate measuring procedures.

The new digital display saves time. It speeds fast optical comparator and measuring procedures by more than 60%. Accuracies of the electronic digital display units are equal to those attained with the most accurate precision micrometer. But the big plus feature here is that micrometer graduated lines have been replaced by easily read, one inch high illuminated numbers. Measurements are instantly displayed. Operators can forget about remembering dimensions, then matching and reading fine lines of conventional micrometers.

The J&L system gives the customer full use of the comparator's capabilities. The electronic resolution is compatible with the optical resolutions of the highest powered lens system—even to 100 magnifications. The system is "locked in" tight, too. There is no "jitterbugging" of displayed digits, even to the ten thousandths figure.

One version has measuring motions through motorized lead screws for powered operation in both vertical and horizontal planes. A simple toggle switch displays the plus sign for either left or right and up or down measurements.

J&L can supply a digital micrometer for any model that has a mechanical micrometer as standard equipment.

The digital display box includes a push button for inserting numbers which correspond to the end measuring bars being used. The add-subtract button is used to

change the readout numbers in the desired direction.

### PTL 500

Another big addition to our display was the PTL (Precision Turret Lathe) 500. Today's complex special machinery used in such applications as space and aircraft uses thousands of small, extremely accurate reliable parts that are made on hand-operated lathes. The parts are typical of today with the keyword being specialization. The new J&L PTL-500/550 is designed to replace costly hand-operated lathes. It evolved from the success of the PFM, a machine which has proven capable of holding space age tolerances with room to spare.

Several important new features have greatly reduced machine setup and cycle times and broadened the range of work the machine will handle. They include: a choice of spindle speeds for each of the 8 turret tooling stations; the choice is infinite within two broad speed ranges, one for ferrous and the other for non-ferrous materials. The choice of feed rate is also variable for each tool station. Each of the 8 tooling stations has three positive, mechanical stops, two forward and one reverse, with 3.5" travel. Each of the 8 stations can be called upon, (by the punched cards) to perform any of the following: skip station (except station 1); bore cycle (table left, table right); square (table left, cross slide forward, table right, cross slide return); ell (table left, cross slide forward, cross slide return, table right); choice of cross slide stop position (1 or 2 for each station); home (last station used).



## SME — Continued

The infinitely variable speed and feed feature substantially reduces machine cycle times and adds to machine versatility. Compromise settings are no longer necessary. Each cut can be made at optimum feed and speed rate.

A big feature is control. Punched program cards determine the toolpaths — much more economical than mechanical cams in a small lathe. The PTL controls divide the functions of the lathe into three parts, automatic, cycles, manual controls and controlling variables.

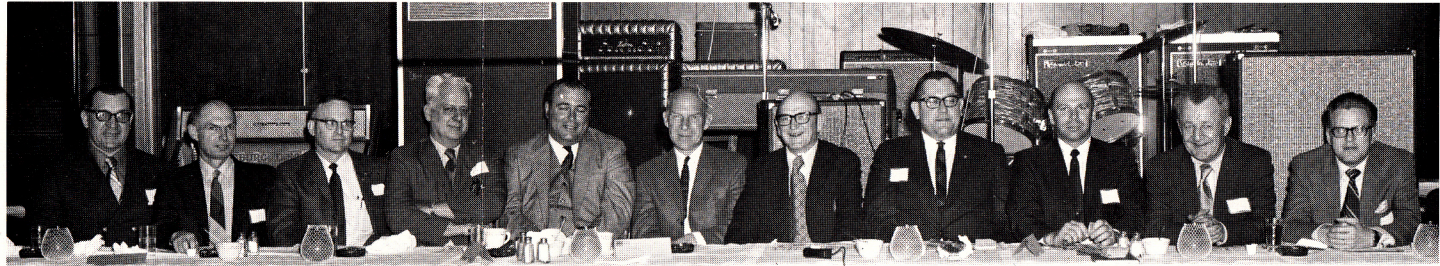
The machine cycles include straight bore, square and ell tool paths required to shape the workpiece. Repetitive commands are standard, such as skip turret face, actuate cross slide, drill with relief, thread with tap and die, and operate auxiliary slide. These cycles are "canned". They operate repetitively within the control panel and are "picked off" or selected by means of a punched card and reader. The card is used instead of NC tape.

Manual controls consist of a table and cross slide direction lever, and a set of switches, used mostly for machine setup. This saves a lot of time by providing out of cycle individual carriage and cross slide movements for setting tools, stops and limit switches for the first workpiece.

Controlling the variables is another big plus. For the person who would "rather switch than fight" tolerances and finishes, the PTL control provides feed, speed and dwell selectors to cover all turning conditions.

#### Automatic Single Point Threading

Automatic single point threading is now a "natural" for PFM automatic precision lathes. This was another "first" at the show, and was demonstrated on a PFM 6. The unit fulfills automatic cycling to the completion of the thread up to 27 passes. Standard pitch ranges available are 12, 13, 14, 16, 18, 20, 24, 28, 32, 36, 40, and 48.



**W. F. Hosts Northern New England Industrialists.** Over 90 people from the major industries in the Vermont and New Hampshire area arrived at the Duck Inn, Springfield, on the night of April 13. There "Mike" Norris of Plant I, President of the Connecticut Valley Industrial Management Club, held a dinner meeting. Arthur Nippes was the after dinner speaker. He talked about Waterbury Farrel's plants, products and role in the business community in the U.S. and abroad. *At the head table, left to right, Charles Puksta, Manager of Training, J & L Tech Center; Robert Young, Treasurer, Bryant; David Burgess, Manager, Granite State Electric; Earl LaChance, Manager of Wilder dam for New England Power, Wilder, Vermont; John L. Speight, General Manager, Simmons Precision, Bellows Falls, Vermont; Robert Jones; Arthur Nippes; "Mike" Norris; Francis Tobin, Manager, Connecticut Electric, Claremont, New Hampshire; Henry Cormier, General Manager, Atray Corp., Claremont, New Hampshire; and Robert Sanders, Executive Secretary, National Council of Industrial Management.*

Stock removal per pass can be scheduled for .002", .004", or .006". Specs include a maximum external diameter of 3.000", and a maximum internal thread diameter of 2.5000".

Another Waterbury Farrel hit was the use of color, not just on the display walls but on the machines, too. Each comparator and precision lathe was painted a different color. The effect of color on customers was tested. The result — one customer thought a ten year old but bright blue optical comparator was a brand new model. Further, he even had a similar standard machine (but painted gray and without the new digital display) in his own plant. He was just one of hundreds that liked the idea of bright colors. As a result of this test comparators and precision lathes are now furnished in four colors, free of charge. (Gray, blue, light blue and dark green). But for an additional \$75.00 a customer can have his choice of a lighter gray, beige, yellow, orange, ivory, red, dark blue, or even chrome. •



## Remember When . . . . .

. . . we ran the above scene in the April, 1966, Farrelite? This was part of the office at Waterbury Farrel Europe, Lot, Belgium. Below is what the same scene looked like the morning of March 9, after a fire the previous night gutted the offices. General Manager Donald Schurman's office, Sales Manager R. Hessmer's office, Heading Sales, and Marketing Services were completely wiped out. The factory was not harmed.

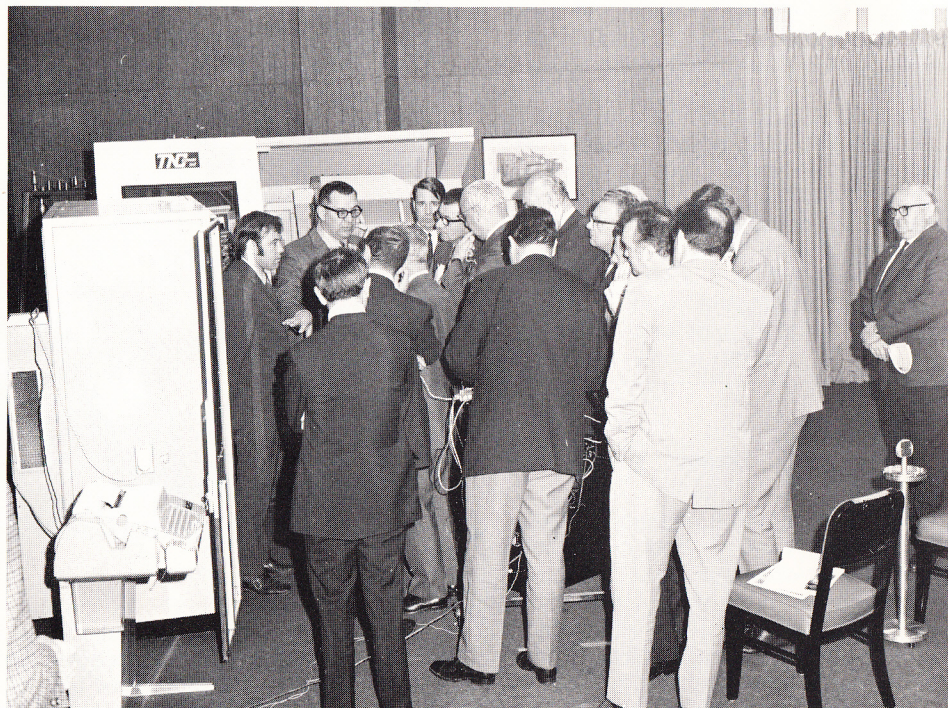
Plans are now completed for reconstruction.

# Belgian Vocational Training Mission Looks At J & L



Standard pitch ranges available are 12, 13, 14, 16, 18, 20, 24, 28, 32, 36, 40, and 48. a lighter gray, beige, yellow, orange, ivory, red, dark blue, or even chrome.

## Belgian Vocational Training Mission Looks At J & L



*Instructor Roger Willard, left, and Charles Puksta, Manager of Training, talk to Belgian visitors while Fay Kingsbury, far right, Supervisor, J & L Co-op Training, looks on.*

A group of 17 high level representatives of Belgium's industrial management, trade unions and arbitration services came to J & L on May 25. The visit was part of a two week tour of industrial and educational facilities in the U.S. engaged in vocational type training. The stop at J & L was arranged by Franz Van Horenbeeck, Director, Vocational Training Department, Fabrimetal, Bruxelles through Waterbury Farrel Europe.

The program for the J & L visit was planned by Charles Puksta, Manager of Training, Technical Center, with the co-operation of Fay Kingsbury, Supervisor, J & L Co-op Training, and Norman Hobbs, Director, Vocational Training

Center, Springfield High School.

The tour of the Tech center included demonstrations of training programs, techniques and training aids, including movies and videotapes.

After a luncheon prepared by the students of Springfield High, the group returned to the tech center for an open discussion about vocational training.

Mr. I. DeWitte, Chairman of the Mission, said in a letter to Puksta on June 4. "We are well aware of the fact that our mission's success is mainly due to the collaboration of such companies as yours, where we were so kindly welcomed on Tuesday, May 25."

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**What's up?** The camera was pointed up. But almost everything else is **down** from the floor above except a stove, chair and table.



## McCartney Gets "Milestone" Car

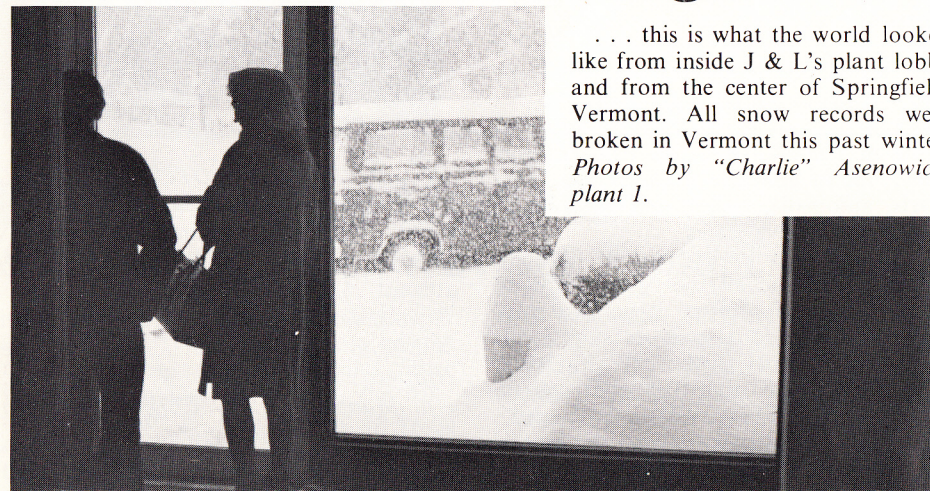


Robert McCartney, Sales Engineer, Detroit, (third from right), poses with (left to right), C. Arthur Fuller, Waterbury Farrel's Philadelphia District Manager; Stephen B. Williams, Transportation Manager, J & L; G. Richard Westin, Textron Vice President and Treasurer; John S. Lalley, President of PH&H; Kemper Sullivan, PH&H Account Manager; and William Clark, Vice President, PH&H.

The 500,000th car built by Chevrolet for the clients of Peterson, Howell & Heather (car leasing specialists) rolled off a GM assembly line in Baltimore on March 25. Also, 1971 marks the 25th year that PH&H has been in business.

Fine, but so what? By chance this 500,000th leased car was assigned to Detroit field sales engineer Robert McCartney. PH&H reports that they are America's largest automotive fleet management and leasing company.

## Just Six Months Ago . . .



## Cheshire Plant Outing Big & Busy



Marcy Barbieri and Arthur Snyder, left, co-chairmen of this year's Cheshire plant outing, wondered if attendance would drop. The only available date for



# Cheshire Plant Outing Big & Busy



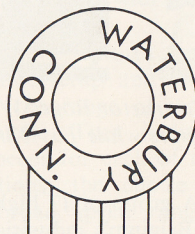
Marcy Barbieri and Arthur Snyder, left, co-chairmen of this year's Cheshire plant outing, wondered if attendance would drop. The only available date for the outing at Holiday Hill, Prospect, was much earlier than last year's date. There was no need to worry. Over 250 arrived on May 21 and promptly went to work on refreshments, dinner, baseball, volleyball, basketball, shuffleboard, horse-shoe pitching and refreshments.



Address any correspondence to: **THE FARRELITE**, care of:  
Marketing Services Department, Waterbury Farrel, Cheshire, Connecticut or  
Marketing Services Department, Jones & Lamson, Springfield, Vermont.

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