



KRAISSL QUARTERLY

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SALESMANSHIP

FREDERICK KRAISSL, JR., P. E. President

Salesmanship has come to mean, in my opinion, the ability to gain voluntary acceptance for an idea or a product. This is true whether an individual



is a preacher, engineer, doctor, lawyer, political leader, teacher or salesman for a product or service. Unless a person can get others to believe in him and what he offers, he can accomplish only what he can do by himself, or

if he is a despot, with slave labor.

So salesmanship is truly a characteristic of democracy. You do not have to take the offering whether it is the cure the doctor prescribes or the latest theory of some professor. We are free people in a fantastic bazaar where many ideas and material things are offered to us at a price.

The price may be our time to watch a television commercial or our freedom if we put our liberty secondary to a "mess of social security."

Sometimes an abstract idea is easier to sell than a potentially useful product. To understand this, you must understand psychology. The more primitive the individual the more his behavior pattern is dominated by emotion and the less by logic.

So the salesman must adjust his approach to the audience he is attempting to influence. Throughout life we will find good influences and bad influences and we will find salesmen that are attempting to help and uplift their fellow men with beneficial ideas and products and those that are attempting to victimize and degrade them.

Without salesmen there would be no progress, such as Columbus selling Queen Isabella the idea that the world is round, Pasteur selling the principle that many diseases are caused by germs and the founders of our country selling the idea that liberty is worth the price of life.

Let us be good salesmen for worthy ideas and products.

EDITORIAL OPINIONS

Our editors are the senior officers of the company and this is the opportunity for each of us to express thoughts which we believe can be stated to advantage. It must be emphasized that the opinions expressed are those of the author and not necessarily endorsed by the rest, or the Board of Directors of this Company.

Frederick Kraissl, Jr., P.E.	Editor
L. E. Mills	Associate Editor
A. J. Walter, Jr.	Associate Editor
Robert C. Michel, P.E.	Associate Editor
Alice L. Kraissl	Associate Editor

FORCED RETIREMENT



ALICE L. KRAISSL
Treasurer

Youthful exuberance, a wonderful attribute, needs to be tempered by experience — and only the years can bring experience. What a shameful waste to declare arbitrarily that at a certain age a person holds no further

value for the organization where a major part of his or her life may have been spent in acquiring experience of a specialized nature.

Naturally new concepts, techniques, processes, must be understood and applied for the greatest possible advancement of the employer — and it is my observation that especially on a professional level, there is keen interest in pertinent new methods and theories regardless of age. How unfortunate to risk dulling this ability by a system which cannot help but foster the thought that as an individual nears retirement age there is no point in further striving or show of initiative.

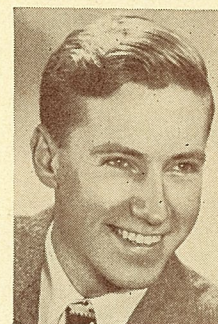
As increasing years bring changes in family life persons need, more than ever, the stimulus of daily contact with their chosen profession, and inasmuch as the profession benefits

from the experience these people bring to it, there seems no reason to arbitrarily limit their productivity. Physical and mental health should be the only limitations applied.

It seems that the many forced retirement programs in operation in our country must result in the loss of millions of dollars in manpower — in the same profligate manner in which surplus crops and animals were destroyed some few years ago.

After all, our national wealth is basically manpower. Does the wise man destroy his wealth?

DO ENGINEERS FULLY UTILIZE THEIR TRAINING?



R. C. MICHEL, P.E.
Vice-President

In the last issue of Kraissl Quarterly, I expressed the opinion that professionalism involves the attitude of a worker toward his job and his fellowmen. A true professional, by my definition, is not satisfied with only a satisfactory solution to a problem but insists upon the very best possible solution. Great personal satisfaction is his highest reward for professional efforts.

Many engineers I have known, in my opinion, have deprived themselves of professional accomplishment by my definition, because they have not utilized fully, the mental tools available to them by their education and training. I have heard close engineer friends of mine say they have not used calculus, descriptive geometry or some other engineering skills since the day they left college. This sort of statement is disturbing if we are interested in developing engineering professionalism.

A small number of engineers probably find their main activity in administration or non-technical fields and can possibly be excepted from criticism. However, the remaining majority may not be exercising their imagination properly to find the places where these mental tools they dearly paid for, in

time and energy, will serve them advantageously.

An engineer not fully utilizing basic technical knowledge is somewhat like a carpenter who uses a chisel to cut a board to length when he has a saw in his box that will do the job much more quickly and accurately. By neglecting the use of an applicable engineering skill, the engineer permits his mind to become dull in this regard and thus his effectiveness constantly decreases rather than grows. The saddest part of the story is that he gets less and less satisfaction out of his work and hence further from the status of a professional.

The secret, I believe, lies in studying our problems in their minutest detail, exercising our skills frequently, whether they be mental or physical, and constantly looking for the best possible solution to a problem, not just a superficial one. It is by so doing we will make the most of our talents, grow professionally, fulfill our purpose in life, and eliminate the shortage of highly qualified engineers.

SALES REPRESENTATIVES

We have listed our sales representatives on the last page. In this issue we are happy to introduce:

BRUCE P. RUTHERFORD, INC.

This firm has represented The Kraissl Company in the Pacific northwest states for twelve years, a period of consistently pleasant relationship.

Bruce P. Rutherford, the president of the company, heads



the Seattle office where he is assisted by George E. Tribble, a very able salesman and Mrs. Alta M. Kelly, secretary. When time allows, Mr. Rutherford's hobby is golf and Mr. Tribble likes to fish

in the streams for which the northwest is famous.

Arthur W. Sullivan has charge of the Portland, Oregon, office of the company.

Art is Mr. Rutherford's son-in-law,



husband of his daughter, Mary Lou, and they have a fine family, five boys and a girl. Art's hobby is working with boys' baseball and swimming teams.

A. K. HOWELL CO.



Left to right: Mr. A. K. Howell, Mrs. Mary S. Patterson and Mr. H. A. Strain

This organization has been a member of our team since 1947. Mr. A. K. Howell is an engineering graduate of the University of Michigan and was subsequently employed by Worthington Pump and Machinery Company for a number of years, at their St. Louis office, where he became acquainted with Mr. Arthur Bonsack of the Bonsack Machinery Co. He accepted an offer to join this organization but took time out to serve as an officer in the Ordnance Department in World War I. He rejoined the company after the war and upon the passing of Mr. Bonsack, organized the A. K. Howell Company in 1921. He is assisted by Mr. H. A. Strain, a graduate of Washington University who joined the company in 1922 and Mrs. Mary S. Patterson who joined the company in 1926.

NEW ADDITIONS TO OUR TEAM

Since the last issue, the following new sales representatives have been appointed. The first two appear in our listing on the last page and address is not repeated. The last two did not join us before the closing date and will be listed in the next issue.

T. A. Heidenreich Co., Inc.,
Indiana

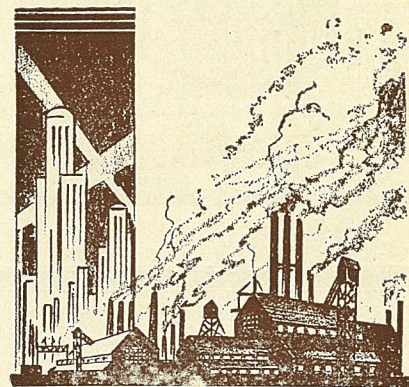
BISCO, Texas

Power Engineering Co., 1806 South State Street, Salt Lake City, Utah

Valley Equipment Company, 404 Frick Building, Pittsburgh 19, Pa.

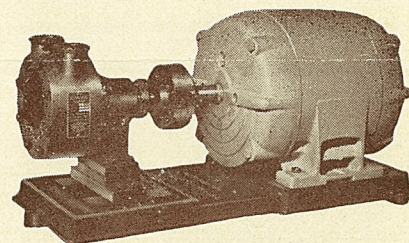


INDUSTRIAL FIELD



OIL BURNING INDUSTRY

NEW CLASS 60 SERIES ASSEMBLIES



In response to many requests, we are offering our Class 60 Series direct drive units complete with coupling and base plate or as separate pumps in addition to our well known Class 60M motorized pump units. We are listing the separate pump and motor assemblies under a system of nomenclature that identifies them with our Class 60 Series reduction drive units since the iron construction pump heads are identical.

The internal parts of this series and our Class 60M Series are also identical, so the capacities of corresponding sizes are the same. However, we have retained, at least for the present, the 60M system of nomenclature to avoid confusion.

The bronze pumps for water applications are new models made possible by current developments in the plastic field and bearings suitable for service with water lubrication.

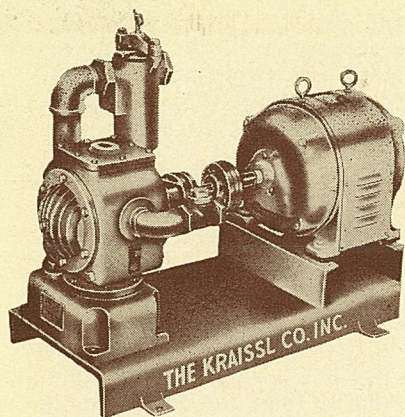
Write for Bulletin No. A-1904.

ORIGINAL EQUIPMENT MANUFACTURERS

CONTINUOUS SERVICE FOR TWENTY YEARS

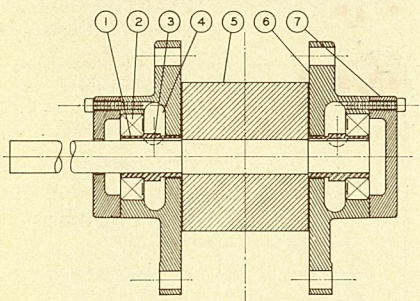
A pair of our Class 25-15WJ air compressors have been operating day in and day out on sewage ejector service with Blackburn Smith ejectors since 1938, in a nearby municipality.

Another pair of 25-15WJ air compressors is operating in the same municipality with Ralph B. Carter Company ejectors at a different station also for an extended length of time.



We think this points up conclusively the service that can be obtained with our force feed lubricated compressors when properly sized and conservatively selected for the application.

IMPROVEMENTS IN CLASS 23 SERIES AIR PUMPS



In line with our policy of continuous improvement of our products on which we are always at work, we are glad to announce the following new features which are incorporated in current models.

1. Sleeves ground to length after assembly with ball bearings insure positive positioning of rotor with fixed clearances between rotor and end plates without use of shims.

2. Ball bearings preloaded after assembly reduce end play within clearance allowances.

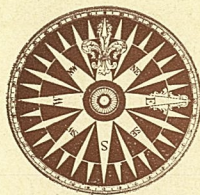
3. Keyed ball bearing and sleeve assembly permits easy removal of entire end plate assembly due to slide fit on shaft.

4. Adequate air space minimizes bearing lubricant from creeping into pump interior.

5. Unit rotor and shaft assembly permits easy interchangeability in the field.

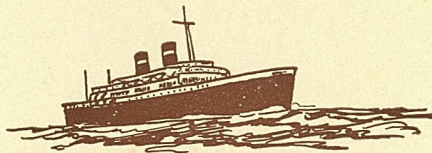
6. New port locations in end plates for improved compression efficiency while retaining the advantage of dry lubricated blades riding on a continuous surface to minimize wear.

7. New bearing cover design permits easy access for inspection and lubrication without pump disassembly.



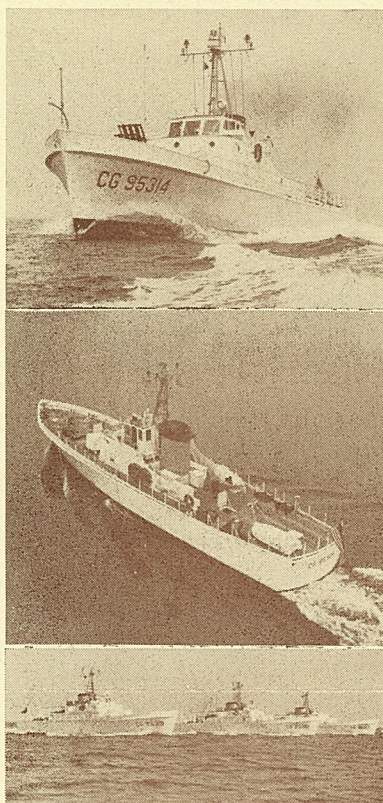
MARINE FIELD

SHIPBUILDING INDUSTRY



KRAISSL SEA WATER DUPLEX STRAINERS

on U. S. Coast Guard C Class
95 Foot Patrol Boats

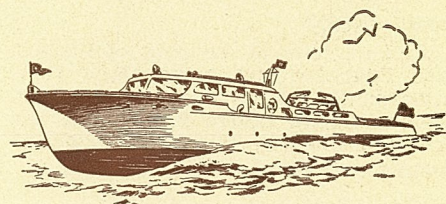


We are proud to state that we were the successful bidders on a contract that permitted us to furnish our sea water strainers for main engine service and auxiliary equipment on U.S. Coast Guard "C" Class 95-foot Patrol Boats.

Through the courtesy of the U.S. Coast Guard, these beautiful pictures were made available and since we could not determine which was the best we decided to show you all three.

We hope you are as thrilled as we by the beauty and obvious effectiveness of these ships as part of the defense team of our country.

BOATING INDUSTRY

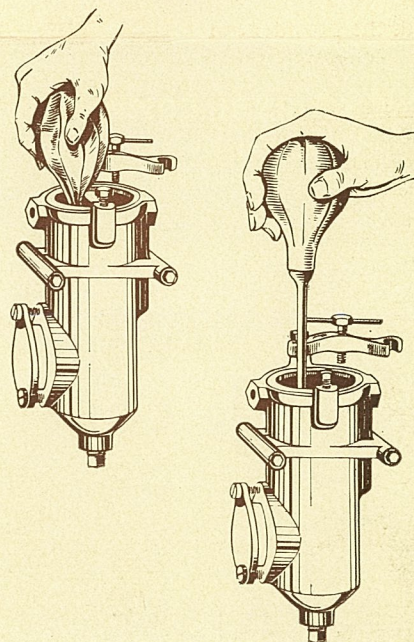
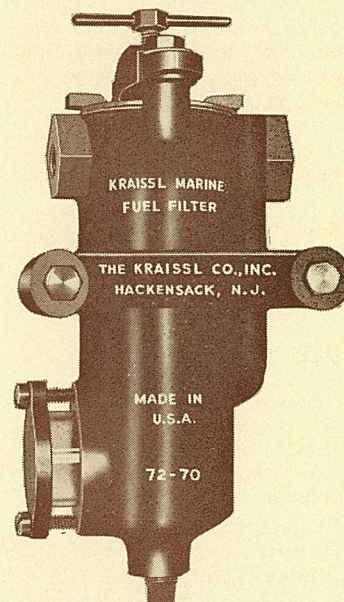


DO YOU KNOW HOW TO REMOVE SLUDGE FROM A CLASS 72-70 MARINE FILTER WITHOUT USING DRAIN COCK?

For many installations in closed areas pet cocks should not be used as gasoline fumes might occur.

Our new circular on Kraissl 72-70 fuel filters shows how they can be cleaned with minimum chance of drip or spillage.

Write for it.



SALES REPRESENTATION

HOME OFFICE

We have reserved the areas of Connecticut, Delaware, Metropolitan New York, including the Hudson valley, Long Island, New Jersey and eastern Pennsylvania less Philadelphia District for coverage by Kraissl Company personnel.

Northeast Region

Robert Bacon Co.
272 Centre Street, Newton, Mass.
John S. Stone
P. O. Box 127, Holcomb, N. Y.

Eastern Region

Engineering Associates, Div. Trymac, Inc.
16 West 5th St., Erie, Pa.
Shanklin Company
330 East 25th St., Baltimore, Md.
W. H. Titus
401 North Broad St., Philadelphia, Pa.

Southeast Region

L. M. Lee, Jr.
Richmond Federal Bldg., Richmond, Va.
Dillon Supply Company
Raleigh, N. C.
Boiler Supply Company, Inc.
490 Craighead Street, Nashville, Tenn.
2006 Sutherland Ave., Knoxville, Tenn.
Applied Engineering Co., Inc.
P. O. Box 506, Orangeburg, S. C.
Spotswood Parker & Co.
313 Techwood Drive, Atlanta, Ga.
T. W. McCuiston
504 S. W. 69th Ave., Miami, Fla.

North Central Region

Charles R. Davis
2970 W. Grand Blvd., Detroit, Mich.
Hetler Equipment Co.
1904 Clyde Park Ave., S. W.
Grand Rapids, Mich.

Central Region

Wm. G. Taylor
1900 Euclid Bldg., Cleveland, Ohio
Lightfoot Pump & Equipment Co.
1989 Guilford Rd., Columbus, Ohio
The Jordan Engineering Co.
Roselawn Center Bldg., Cincinnati, Ohio
T. A. Heidenreich Co., Inc.
912 E. Westfield Blvd., Indianapolis, Ind.

Lowden & Company
3404 N. Harlem St., Chicago, Ill.
A. K. Howell Co.
1001 Bellevue Ave., St. Louis, Mo.

South Central Region

Creole Engineering Co.
130 Harrison Ave., New Orleans, La.
3786 Scenic Highway, Baton Rouge, La.
BISCO
3959-A Kirby Drive, Houston 6, Texas

Northwest Region

Bruce P. Rutherford, Inc.
122 First Ave., S. W., Portland, Oregon
Bruce P. Rutherford, Inc.
1954 First Avenue South, Seattle, Wash.

Western Region

A. C. Cope Co.
435 Bryant Street, San Francisco, Cal.

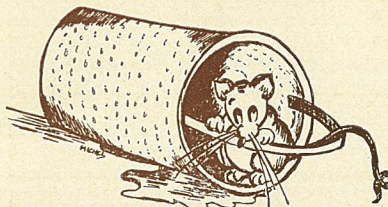
Southwest Region

Walter T. Humes Co.
230 East Anaheim, Wilmington, Cal.
Wagner Hydraulic Equip. Co.
10814 Santa Monica Blvd.
Los Angeles, California

Canada—Ontario and Quebec Provinces

Kirk Equipment Ltd.
1460 Bishop Street
Montreal, Quebec, Canada

FOUND IN THE STRAINER BASKET



Salesman: "Madam this fire extinguisher is guaranteed to give you service for fifty years."

Elderly shop owner: "I doubt if I will be around here that long."

Salesman (misunderstanding her meaning): "Oh, but you can take it with you when you go."

Mr. Walter: "You are twenty minutes late again. Don't you know what time we start work at this plant?"

New Employee: "No sir, they're always at it when I get here".

From Florida

Into our own Lake of Plenty,

Come a varied type of gentry,
Seeking what they can devour;

First, we name our alligator

That we now think is the mater,

Of the brood we found one hour.

Twelve at least by our last counting,

And we think the number mounting,

As we try to keep the score;

Very shy and not intruding,

All but sharpest eyes, eluding,

Moving only lower jaw.

Frozen still in posture clannish,

With a splash they all will vanish,

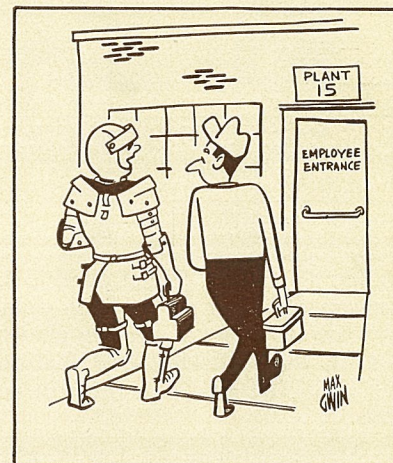
If they sense an unknown foe;

For sad to say by the relator,

Even if they found their pater,

Down his gullet, they might go.

F. K., Jr.



"Darned if I want to be the one to get hurt and ruin our safety record."

THE KRAISSL COMPANY

INCORPORATED

HACKENSACK, NEW JERSEY

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Att: Mr. P. S. Thompson