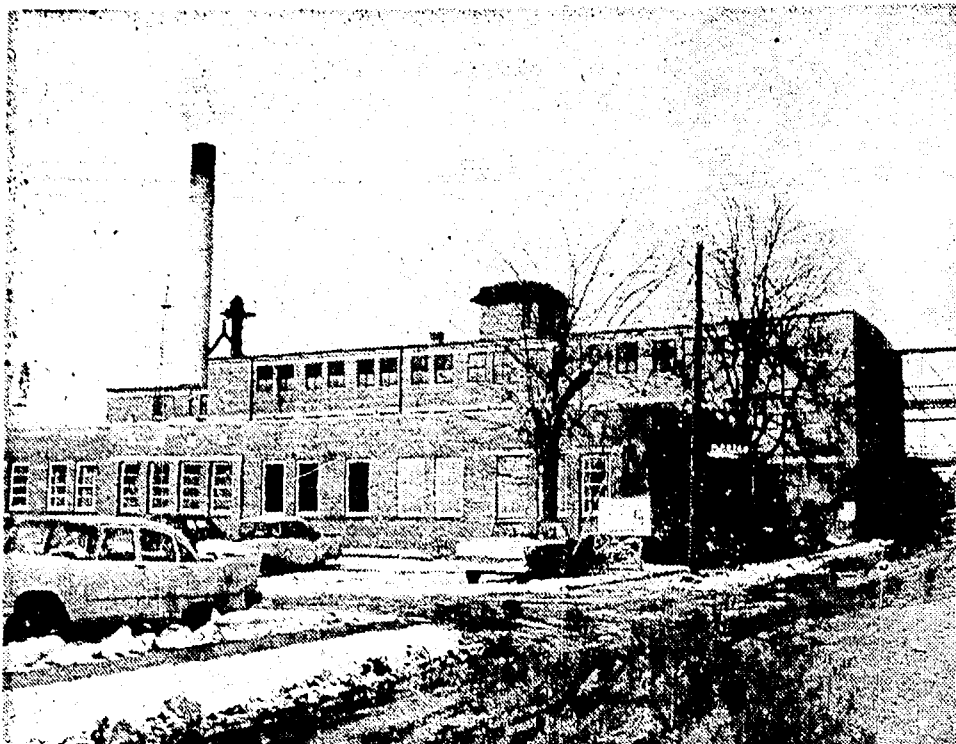
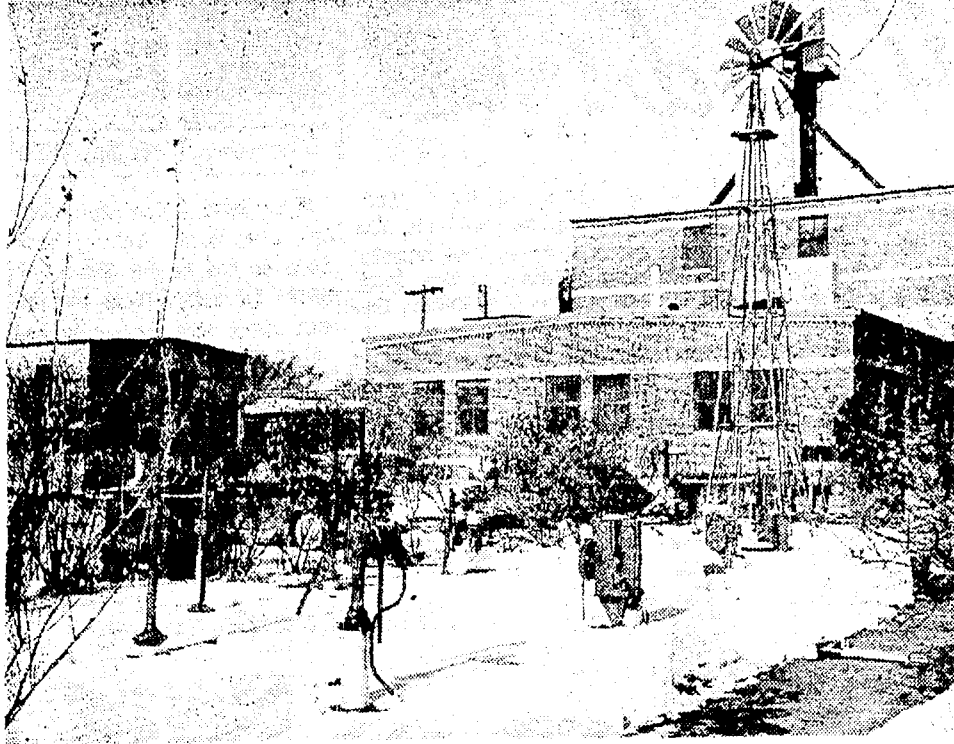


Baker Company, Evansville Flourish Together



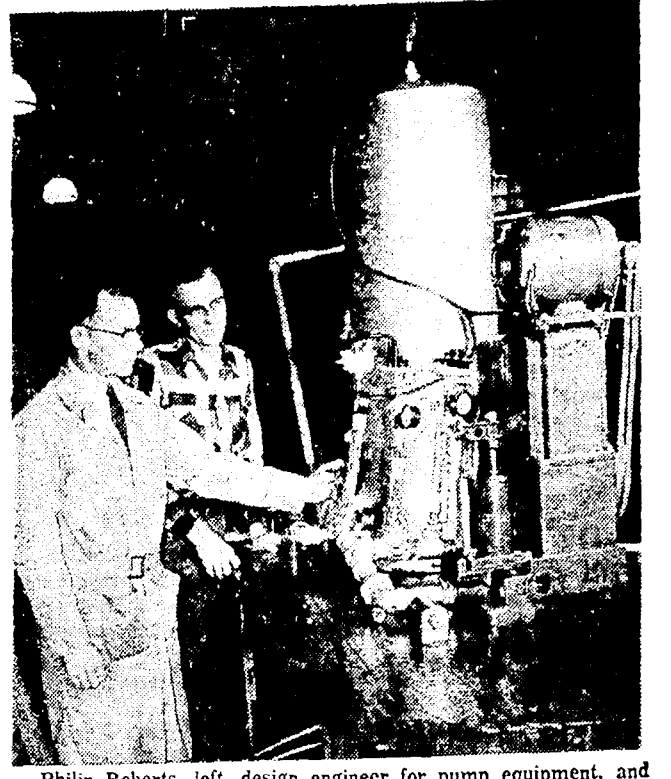
The Baker Manufacturing Co. of Evansville, founded in 1873, this year ceased production on its major product until 1947, the windmill. The firm has successfully made the transition to new products, principally in the pitless well system field. It also carries on extensive work under Navy contract on hydrofoils. Above is the home

office and plant at Evansville, which employs 125 persons. The firm was a pioneer in the profit-sharing plan. In the foreground is the office, behind that assembly rooms, machine shop and warehouse space. (Photos by David Sandell.)



The old and the new of the Baker company products are on display here beside the company office in Evansville. In the background is the windmill, major product for 74 years. In the foreground is a drinking fountain that attaches to handle pumps found in parks and golf courses. Toward the windmill are new firm products, a

submerged well casing with a reciprocating pump on top; a self-contained pitless unit with a jet pump in the well casing; and a submerged casing with an electric motor providing the power. Company officials believe the pitless well system will continue in sales growth.



Philip Roberts, left, design engineer for pump equipment, and Robert Albright, laboratory technician, both of Evansville, check an experiment involving the controls for use in a deep well unit of the pitless well system. Roberts, a member of the Baker employ family since the day following his graduation from high school, said all pumps are tested in the factory before being sent to branch offices. His grandfather worked for the firm, and his dad and two uncles still do, he said.

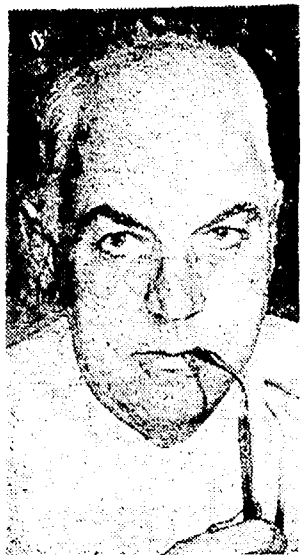
Employs 125 At Main Plant

New Products Solved Firm's Crisis In 1947

By JERRY AMBELANG
Of The Capital Times Staff

EVANSVILLE—The largest company in town, the Baker Manufacturing Co., faced a real crisis in 1947. The bottom fell out from under its chief product, the windmill. Sales fell 90 per cent. It was a case of find new products or fold. But the firm, under the leadership of J. Gordon Baker, did survive and today faces the future with confidence in its relatively new products.

In doing this the company faced a problem that has undoubtedly confronted many other American firms as new products and techniques threaten their existence. It also typifies the versatility of industry to take almost a knock-out punch and come back for more.



J. Gordon Baker

For the Baker company, the necessary change affected not only its workers but the entire community. First, the company has been the largest industry in the community since its founding way back in 1873.

Secondly, because it was a pioneer firm in sharing profits with employees, initiating this program in 1899, workers and heirs of workers who form the backbone of the community stood to lose the value of stocks it took years to earn.

Roughly 60 per cent of company stock is owned by employees or their heirs.

Company officials had, long before 1947, noticed the steady decline of windmill sales, and were not fooled by the hump in sales during the World War II period.

Prior to the 1947 crisis, the firm engineering staff had done some research in hydrofoils, a thin metal surface that lifts the hull of a boat out of water using the same principles as utilized by a wing lifting the airplane.

Research was stepped up in 1947 and in 1951 the U.S. Navy awarded the firm a contract to continue experimentation with hydrofoils. Later the National Defense Research Committee backed this project.

Also prior to 1947, preliminary research was conducted by engineers on pitless construction of wells, inspired in part by the Wisconsin Board of Health. It felt that in pit construction, forms of contamination could form in this underground room and enter the well itself.

Company officials decided that future well products success centered in this pitless construction and focused all firm energies toward developing this type of water system.

This proved to be a wise move. For the company has found a ready market for the products, and has added at least one new major component to its pitless line of products each year.

This has led to a steady growth in the firm and rapid growth in the sales of pitless well equipment.

And Baker sees a steady increase in both the size of the firm and in sales of its main line of products.

"Business was growing rapidly," he said, "until the steel strike hit. We have had enough steel, but the people who buy our products, the users of pipes for water systems, could not get their products so our sales fell off."

But even with this "slack period," sales have increased over the 1958 mark, in which an 18 per cent increase in sales was realized.

Sales for the factory last year totaled \$1,256,299 while sales of its 12 branch offices, to which the parent firm sells its products, totaled \$3,936,763.

Baker Manufacturing Co. has

branches at Madison; Appleton; Hutchinson, Kan.; Bloomington, Ill.; Cedar Rapids, Red Oak and Fort Dodge, Iowa; Minneapolis, Minn.

Enid, Okla.; Omaha, Neb.; Fargo, N. D.; and Winnipeg, Manitoba, Can. These branches handle not only Baker products, but also allied products in the well and water system field.

While the pitless well line of products undoubtedly will remain the backbone of the company, the hydrofoil field has captured the imagination of the company's engineering staff.

Until Lake Mendota water became too cold for carrying on experimental work, the Madison lake was the chief testing site for the company boats utilizing the hydrofoil principle. They carried out experimental work there daily using two boats, "High Pockets" and "High Tail."

University of Wisconsin computers have been used to work out some of the difficulties of the hydrofoil control system, according to Neil Lien, a member of the engineering staff. The hydrofoil project is his baby.

He sees an increasing market for the hydrofoil and has confidence the Baker Company is on the right track in its control system. The Navy must think so also for the company has received two them in recent years. And what is more important, their contracts have been extended while those of other firms have been dropped.

Lien sees a bright future in hydrofoils or use on Navy landing craft, in form of kits on private boats and as a design for future commercial vessels.

Advantages, he says, are twice the speed with the same horsepower and smoother ride in rough seas.

If all things progress as expected, John Baker sees a sharp rise in future hydrofoil sales.

It now appears certain the Baker Manufacturing Co. will remain the backbone of industry for Evansville, just as it did back in 1873 when A. S. Baker founded the firm to produce a rotary steam engine.

The company shortly thereafter faced a similar crisis to that in 1947, its product did not sell. Baker retooled and went into the production of the windmill and water



The "High Tail," a company boat being used in research for the U. S. Navy, skims across the waters of Lake Mendota riding on hydrofoils, its hull out of the water. Company engineer Neil Lien, right, at controls, feels use of hydrofoils, now in the experimental stage will become a commercial asset in the future. The firm built what they called the first "reliable, successful operational hydrofoil" craft for the Navy and built and tested the "fastest sailboat in the world," the "Monitor," also Navy property now. Lake Mendota is the test area for the company hydrofoil craft.

system which remained the prime product until 1947.

The company gradually built up its branch offices through the years and provided Evansville with a stable industry. It now employs approximately 125 people at the home office plus 108 at its branch connections. Employment has remained relatively constant in recent years.

Just as A. S. Baker solved the early crisis of the firm so has John G. Baker, his grandson, with the family of Evansville employees, solved the windmill crisis of 1947.

John Baker's father, J. S., headed the firm after the founder died and Baker's brother, C. S., helped control the firm's fate from the middle 30s to early 40s when John took over.

While his family has helped guide the firm through the years, he stresses the fact that the employees own the firm and he works for them.

The windmill, long associated with the Baker Manufacturing Co. name, ceased to be an important component of the firm after 1947 and production ceased this year.

But Baker doesn't rule out the possibility that the future a windmill of different design might again be produced by the company.

Man, Child, 4, Die In Crash

MAUSTON — A Minnesota man and his daughter were killed and five persons were hospitalized after a two-car crash on Highway 12-16 northwest of Wisconsin Delis Wednesday night.

The dead were Roland C. Jacober, 39, Kasson, Minn., and Pamela, 4.

Mrs. Jacober, 32 the driver, and two other Jacober children, Peter, and Jeffrey, 6, were taken to a Mauston hospital.

Also hospitalized there were the Rev. Ellis Ryherd, Rockford, Ill., the driver of the other car, and his wife, Helen, 29.

Mr. Ryherd suffered a broken nose and head injuries. His wife suffered a broken leg and a broken nose. The injuries of Mrs. Jacober and the two children had not been determined late Wednesday. None of the five was considered critical.

The Jacobers were headed for Elmhurst, Ill., and the Dyherds were headed north toward Tomah. The accident happened about 2 miles inside the Juneau county line.

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The company shortly thereafter faced a similar crisis to that in 1947, its product did not sell. Baker retooled and went into the production of the windmill and water

Stoughton

Mrs. and Mr. John Gosbee, 109 N. Lynn St., are the parents of a son, born Monday at the Methodist hospital in Madison. He has been named John Wesley, and he has a sister, Geraldyn, 15 mos. Mrs. Gosbee is the former Charlene Kabat of Stevens Point, and Mr. Gosbee, formerly of Medford, teaches general science in the high school.

Hospital admissions — Michael Maerz, Cottage Grove, Route 1; Mrs. David Utter, Route 1; Sharon Moen, Cottage Grove; and Kay Nelson, Deerfield.

Discharged — Mrs. Harry Inman, Joan Koeppe, Evansville; Mrs. John Storch, Cottage Grove; and Mrs. Gust Moen, Hoveland nursing home.

Raise Tax Rate At Sauk to \$28

SAUK CITY—The village board increased taxes to \$28 a thousand of assessed valuation Tuesday night.

The amount is some \$19,000 more than last year. Property owners will be paying \$38,245 for village purposes, \$1,631 for the state, \$65,689 for the county, and \$108,728 as the village share of school costs.

The one now still in use. At the time of N. T. Martin's death in 1907, the business passed on to his sons, Frank and Wallace. Frank died two years ago and Wallace retired soon after that leaving his son, Bruce, to manage the store.

Point Hardware Store, 89 Years Old, Will Close

MINERAL POINT—An 89 year old business, one of the oldest hardware stores in Wisconsin, is going out of business here. The close out sale of the N. T. Martin Hardware Co. begins Friday.

The business which included plumbing, sheet metal work and heating contracting as well as retail hardware, was established by Nicholas Theodore Martin in 1870 at a location across the street and a little farther east than the present location on Mineral Point's High Street. In 1872 he built a building at the present location, only to be burned out in 1897. However, he rebuilt the following year and that building is

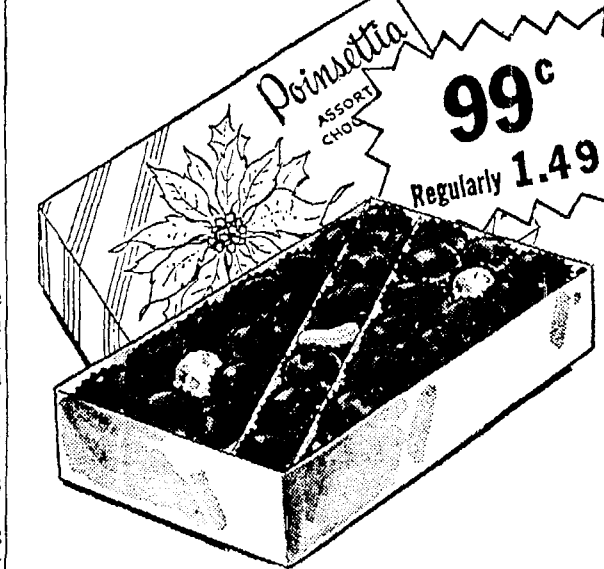
WOOLWORTH'S TOP QUALITY AND VALUE SINCE 1879

NOVEMBER VALUES: ... prices go back up Monday

THIS WEEK'S TOP VALUE

SAVE 50¢ Big 1 3/4 lb. box

Poinsettia Chocolates



King size Chocolates for a Royal treat. An opportune time to buy for the holidays at exciting savings! Fresh assorted Caramels, Nougatines, Jellies, Coconut, Maple, Vanilla, Cherry, Orange and Mint centers... each covered with smooth milk chocolate. Lovely, Christmas designed 2 layer box is a wonderful way to solve your Christmas gift problem.

Satisfaction Guaranteed or Your Money Refunded!



noel mixed candies please all tastes

39¢ lb.

Start the Christmas spirit in your home with assorted "Noel Mix" candy. Crunchy peanut brittle, traditional Christmas hard candies in bright colors, glistening French creams, jumbo gum drops, big old-fashioned chocolate drops.

SAVE UP TO 30%

tailored and fancy slips for all tastes

half slips 97¢

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Lovely, washable, acetate tricot slips. Full slips have adjustable ribbon shoulder straps to prevent rolling... half slips with elastic waist bands. Choose lace trimmed or braid applique, some with lace overlay panels for beauty and long wear. White, black, blue, pink, lemon ice, and many more! Half slips sizes SML. Full slips 32-40.



WOOLWORTH'S

2-8 W. Mifflin "on the Square"—Madison East Shopping Center