REGAINING EQUILIBRIUM

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This is an age of fast movement, fast talking and perhaps even faster thinking. The tempo is geared to split second count downs and travel is measured in terms of continents covered.

Sometimes, it appears that the human race is attempting to run away from its problems. There is nothing like intense and continuous activity to preclude contemplative thinking.

Friends and acquaintances drop out of the race with heart attacks or other maladies but still the mad pace must go on. We are in our rotary cages and spin them as must or watch the speedometer on our cage slow down by comparison with our friends and neighbors.

We search for status symbols as a measure of achievement. In some sets its the model and year of the car we drive, while in others it may be whether we have a built-in swimming pool.

The soul searching question which everyone appears afraid to ask himself is whether we are happy. Do we like the life we are living? Do we want to do what we are doing? Are we afraid to look in the mirror and appraise what we see? Do we want to be ourselves?

Most family men have made commitments that must be met. This does not preclude earning a living by work we wish to do. It seems to me that people without impaired faculties can do anything they wish with the unquestionable agreement that this takes considerable planning, perhaps over long periods of time but most of all it takes hard work.

Man needs accomplishment to achieve self respect. This cannot be bought. It must be earned. Man needs a satisfying goal toward which to strive to raise him from the status of a clod. Pleasures, recreation and relaxation are conditioning agents to groom him for the contest of achievement. Without worthwhile objectives, the individual deteriorates, but there need be no going prod or wind up tension. A contemplation of Geology, which is the science of the earth indicates that its age is probably over two billion, six hundred million years of which the recorded history of man is a most minute part. The actual figures may be meaningless to most of us but as one Geologist puts it, if the age of the earth were compressed in a year, man's existence as we know him might be the last fifteen minutes of which recorded history might be the last one minute.

A contemplation of the stars of which our sun is a minor one, indicates such a fantastic grouping that it explodes the imagination. Some of these suns have also solar systems. All of the stars we can see with the unaided eye belong to one galaxy of which we are a tiny part and if we can get to sufficiently powerful telescopes, we will find that there are at least seven galaxies. These galaxies are all proceeding on an orderly course... to somewhere.

Every item of matter is composed of atoms which are infinitesimally small solar systems, each with its central sun or nucleus around which tiny planets called electrons are positioned. The relationship to the stars of the universe is obvious.

I had a Professor of Physics for whom a library was named in honoring memory. He did not think he was preaching a sermon but in our Physics class, one day, he just made this quiet remark, "Fellows, the Intelligence that designed all this was some engineer and I worship him". Let us do likewise and eliminate the psychiatrist's couch as a possible alternative.

APPLICATION ENGINEERING, THE KEY TO PRODUCT SELECTION

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

One of the problems of industrial communication is the frequent removal of the engineer from the field application especially in large organizations where specialization is practiced. A salesman goes into the purchasing office of a potential customer and tries to understand the details of a problem presented, often second hand, to him. He tries hard to gather the pertinent and relevant information so that he, in turn, may present these data to his engineering department, in order that a proper technical product application may be selected.

The engineer who possesses the technical background can make no better design selection than the data presented to him. If some important detail is omitted or presented with the wrong emphasis, quite frequently the company's best product possibility is not offered to the customer because of poor technical communication between the manufacturer's and customer's agents.

The engineer sitting cloistered behind his desk is further handicapped by frequently being denied the opportunity to discuss with the customer's technical field and process personnel the design problems involved. He, thereby, loses the advantage of the customer's field experience with similar equipment and problems.

The selection of technical equipment for a given application should be a joint venture entered into by the best technically qualified people of both the customer's and the manufacturer's engineering staff.

Although there is a great deal of merit to engineering specialization in this day of fabulous technical accomplishments, we must realize this specialization leads to communication problems that sometimes offset the advantages of specialization.
The engineer must bring to the field his detailed product knowledge and get first-hand information of application requirements. He must feel the pulse of the competitive market place and be in touch with the customer's engineering staff. We need "general practitioners" in engineering who never lose sight of the over all technical and economic picture of his company's product presentation to its customers.

This is the area of application engineering which requires a depth of technical knowledge, a breadth of economic perspective and the highest form of communicative skills.

EDITORIALS

Our editors are the senior officers of this company and our policy permits each of us to express thoughts which we believe can be contributions to the voice of public opinion in business. It must be emphasized that the thoughts expressed are those of the author and not necessarily endorsed by the rest of the Board of Directors of this company. Kraissl Associates, acting in the capacity of consultants, handle the technical aspects of our public relations program.

We want this publication to be available when you are able to invite us to exchange current ideas, information and technical data without intrusion.

The most recent addition to our line of distributed products being handled by our Capital Equipment Division, which is our designation for user sales in our home office territory, is that of the Clements Manufacturing Co.

Some of the leader items include flameless torches, special blower or suction equipment, booster blowers and industrial vacuum units.

2200 pounds to send the shaft home accurately and true with no misalignment within required tolerances. We have both larger and smaller sizes of our Class 66 series design that may meet some of your hydraulic pump needs.

KRAISSE PUMPS USED ON KRAISSE DESIGNED MACHINES

It has been said that a prophet is without honor in his own country and that shoemakers' children do without shoes. So we thought it might be of interest to our friends to know that when we design machines requiring pumps, we use those of our manufacture in the area of their application.

This serves a double purpose. It illustrates some of the services to which our pumps have been applied and it also demonstrates our capabilities in the field of special machine design which can be made available to other clients through Kraissl Associates.

Some of these machines have been mentioned before but we are grouping machines of current usefulness indicative of the greatest variety of applications.

The next illustration indicates a Kraissl Class 60-3EMD direct connected standard pressure pump powering an inverted multi-unit drilling machine which was designed to speed up the production of many parts used in our assemblies. The photograph shows one of our ball bearing drive units being positioned for four hole simultaneous jig drilling. A variety of drilling heads can be supplied for different operations of sufficient production potential to justify this tooling. We have Class 60 series pumps for both direct connection and reduction drives to meet applications from one to 200 gallons per minute.

The first illustration shows a Kraissl Class 66-7H high pressure type pump powering a machine designed to force the shafts into the rotors of our Class 72 series separators. There are various degrees of press fits and we insist that the shaft go into the rotor on a precise axial alignment so that shaft deflection which would result in rotor deviation during operation will be precluded. This machine operates with the precision of a broach and does this job the way we want it done. The pump builds up pressures on a hydraulic ram to

The third illustration shows our hydraulic test unit which develops the required pressures in our separator test department to individually test all separators in accordance with applicable
specifications. Before we had developed our Class 66H series high pressure pump, we had to use pumps available on the market also sold for similar service pressure. After the Class 66 series design was available, we were able to make comparison tests and found that one of our design pumps outlasted four of the former pumps used. It is possible that inadvertently the conditions of operation were changed but the test specifications have remained the same, and we still think this is a good record. We admit, of course, that the points of failure of previously used pumps were studied and steps taken to preclude or minimize the difficulties with the previously purchased units.

KRAISIL PUMPS AND SEPARATORS ON CUSTOMER’S PUMP AND HEATER SETS

Many of our friends have queried us from time to time on why we do not build pump and heater sets. Our answer in private can be expressed in public that it is one of our principles of business that we try to preclude direct competition with customers. Industry has become so complex that there is bound to be some overlap, but in the case of pump and heater sets, those engaged in this production are sufficiently specialized to permit us to follow our preferred policy.

We have illustrated before the pump and heater sets being furnished by Electric Pipe Line, Inc. of Saddle Brook, N. J. However, the unit exhibited at the recent convention of the New Jersey Society of Professional Engineers had sufficient innovations to merit special mention.

Possibly a minor point, but one commented upon favorably was the fact that the basic platform was inverted so that it became a drip pan that would contain any spillage when units were serviced and which could be subsequently drained with minimum clean up.

The Class 60 series integrated reduction drive pumps and Class 72 series duplex separators will be noted. New features include a claimed two-temperature fuel oil burner supply system on which it is stated there are patents pending.

CLASS 56 SERIES
SEA COCK NOW IN STOCK

Our Class 56 sea cocks made for us abroad are now in stock in limited quantities which will be authorized to meet customers' requirements who will assist us by anticipating their needs.

These sea cocks are manufactured from OTS No. 58 which is given to us as having the following composition: copper 58%, zinc 40%, aluminum 1%, manganese 1%.

We have waited for our first shipment to supply the following dimensions and will welcome the opportunity to quote on your requirements.
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
John S. Stone
P.O. Box 247, Holcomb, N. Y.
Williams Bros., Inc., 70 Commercial St., Portland 3, Me.

Eastern Region
Boston-Cooper Company
95 Holland Street
Somerville, Mass.
Valley Equipment Company
4105 Northern Pike, Monroeville, Pa.
J. W. Pearson Co., Box 282
Hatboro, Penn.
Shanklin Company
330 East 25th St., Baltimore, Md.

Southeast Region
Power Equipment Co.
1307 West Main St., Richmond, Va.
Dillon Supply Company—Main Office
Raleigh, N. C.
Dillon Supply Company
Durham, N. Carolina
Dillon Supply Company
Rocky Mt., N. Carolina
Dillon Supply Company
Goldsboro, North Carolina
Dillon Supply Company
Charlotte, N. Carolina
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
540 S. W. 69th Ave., Miami, Fla.

North Central Region
Charles R. Davis
2970 W. Grand Blvd., Detroit, Mich.
Hetler Equipment Co.
P.O. Box 1904
Grand Rapids, Mich.

Central Region
W. G. Taylor Co.
1900 Euclid Bldg., Cleveland, Ohio
The Jordan Engineering Co.
7401 Shewango Way, Cincinnati 43, Ohio
T. A. Heidenreich Co., Inc.
5250 Keystone Ct., Indianapolis 20, Ind.
Lowden & Comany
340 N. Harlem Ave., Chicago, Ill.
A. K. Howell Co.
1001 Bellevue Ave., St. Louis, Mo.

South Central Region
Creole Engineering Co.
2617 Banks Street, New Orleans, La.
Albert Sterling & Assoc., Inc.
2611 Crocker St.
Houston, Texas
I. P. Newby & Assoc.
4431 Maple Ave.
Dallas 9, Texas

Northwest Region
Bruce P. Rutherford Co.
1932 First Avenue South, Seattle, Wash.

Western Region
A. C. Cope Co.
435 Bryant Street, San Francisco, Cal.
Power Engineering Co.
1806 South State St., Salt Lake City, Utah
Thermo Tech Products Co.
1404 N. Lipan
Denver 23, Colorado

Southwest Region
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

Canada—British Columbia Province
Fred McMeans & Co.
1608 West 5th Avenue
Vancouver, B. C., Canada

A lady was watching a sailor pumping water from the ship’s bilge and approached the officer of the deck, with the remark “I see you have a well board”.

The cruise officer who had been well briefed in satisfying customers, remarked: “We always carry one for the use of passengers”.

“I’m so glad”, replied the lady, “I detest the taste of water carried in tanks”.

“Our instructor was a salesman for many years and before that he was with the circus.”