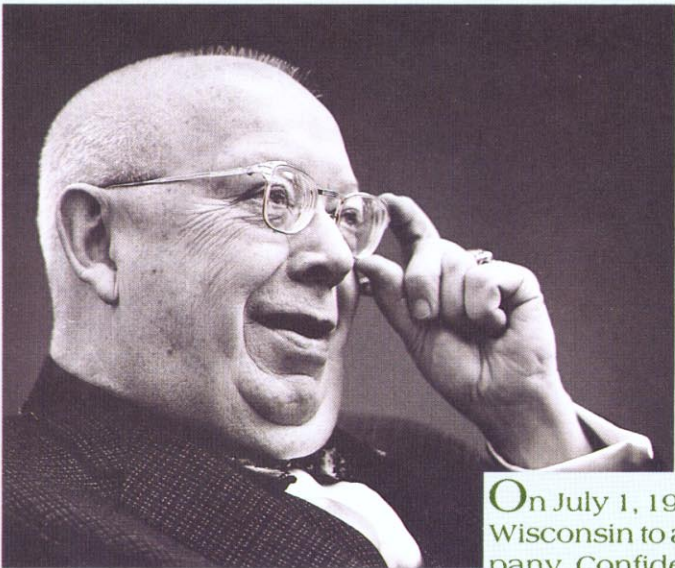

From The Pages Of The Past . . .



On July 1, 1910 an 18-year-old youth left his home in Milwaukee, Wisconsin to apply for a draftsman's job at the Allen-Bradley Company. Confident that he'd get the job, he carried his lunch along. The boy wasn't disappointed.

The Bradley brothers soon discovered that Fred F. Loock would probably be better off as the company's purchasing agent. "But after Fred made a bad purchase one day, Mr. Bradley fired him," one of A-B's old-timers recalled. "That didn't stop Fred. He just kept coming to work." Several days later, legend has it, Loock was told by Harry Bradley to report to work that next Monday wearing "your Sunday suit. You're going to be a salesman."

"Fred always was telling the Bradleys how to run the company," another old-timer recalled. "So they sent him to New York City. A lot of people claimed they did it just to get Fred out of the office." With a \$200 cash advance, Loock left Milwaukee at the start of 1915 to start the New York sales office.

His first problem was obtaining a commercial listing for a telephone in his New York apartment, which doubled as his office. The telephone company wouldn't allow commercial listings for private phones. So, Loock told phone company officials his name was Bradley Co. Allen. Hence, the name appeared reversed in the directory listing as Allen Bradley Co.

After a 57-year career with the company, Loock retired in 1967 and died in 1973. His A-B work record included 27 years as general manager; 20 years as president; and many years as one of five original Trustees of the Allen-Bradley Trusts.

Today, as our New York office marks its 70th year, some of the accounts Loock acquired, such as the National Biscuit Company (Nabisco) and several New England machine tool companies, are still A-B customers.

Allen-Bradley Motors

