

STANDARD OIL BULLETIN

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Over a Million a Year

The Manufacture of Oil Cook-Stoves and Oil Heaters by the Cleveland Foundry Company, Cleveland, Ohio

Three thousand oil cook-stoves a day; 400 an hour; six complete stoves every minute;—that is the rate at which oil cook-stoves are being manufactured for the Standard Oil Company for distribution throughout the United States and in foreign countries.

“Why, it is preposterous,” thinks the average reader. “Everybody uses coal, or gas, or electricity, for cooking nowadays.” And no wonder he thinks so. We should doubt the figures ourselves if we did not know their truth so well. That trite old saying, “It’s a big world,” and the real efficiency of the stove, are the only explanations for this enormous use of the oil cook-stove.

Thousands of people are using coal stoves and gas stoves and electric cooking devices. Yet every year there are nearly half a million people who have need for a new oil cook-stove, and every year the number grows larger,—not less.

It is because the oil cook-stove fills a need in hundreds of thousands of homes that no other cooking device can so well supply.

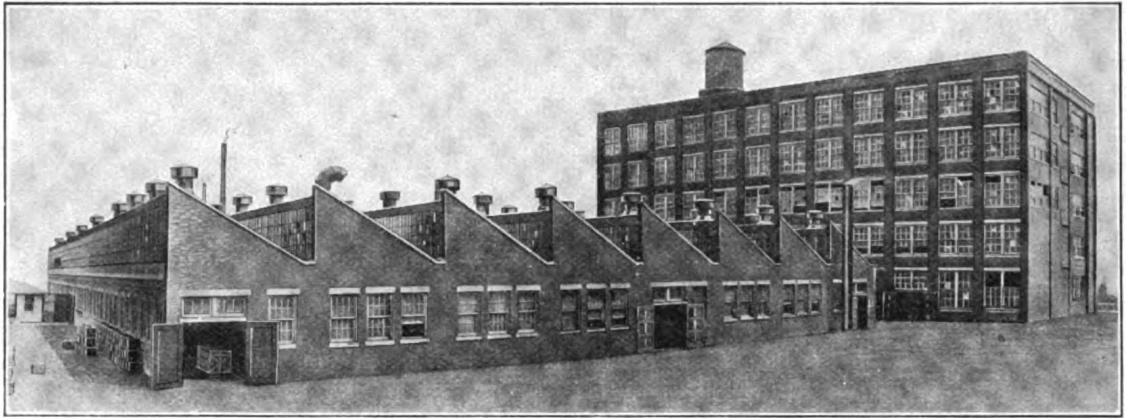
The enormous output of oil heaters will perhaps be less surprising. These are being produced for the Standard Oil Company at the rate of 5,000 a day during six months out of the year.

It was twelve years ago that the Standard Oil Company realized the great possibilities of the oil cook-stove and the oil heater, provided they could be perfected so that they would give satisfactory service. At that time these devices were so poorly constructed that they gave off excessive smoke and disagreeable odors, which made them very unsatisfactory for general use. However, even at that time they were used quite extensively, because of the real necessity for some sort of oil cooking and heating devices.

The Standard Oil Company, as a producer



The Cleveland Foundry Company. Manufacturing Buildings, where Perfection Heaters and New Perfection Oil Cook Stoves are made



The Cleveland Foundry Company. Enameling and Storage Buildings

of oil, was of course interested in the wide distribution and use of these oil-burning devices; but it knew it could never expect this business to prosper and furnish an outlet for its product unless the disagreeable features of the stoves and heaters could be done away with, and the devices so perfected that they would give satisfactory service to the most exacting people.

After a careful consideration of many manufacturers, the Cleveland Foundry Company of Cleveland, Ohio, was selected as the concern best equipped to perfect the oil-consuming devices, and develop this business.

The Standard Oil Company entered into an arrangement to market the entire output of the Cleveland Foundry Company, and following this arrangement, the Foundry Company proceeded at once with the task we have outlined.

They secured the services of the most skilled men in this line; they studied the physics and the chemistry of burning; they spent months in determining and testing the right size of the wicks; the best shape of the wicks; the proper

length of the chimneys, and the countless other details which entered into the problem. They spared neither effort nor expense. Many perplexing difficulties were encountered, which required endless study and patience to overcome. But backed by the Standard Oil Company, they had gone into the work to succeed. And they did.

They finally produced a stove and a heater which burned without smoke or smell, and which were in every way superior to other oil-burning



Drawing Presses. The Cleveland Foundry Company

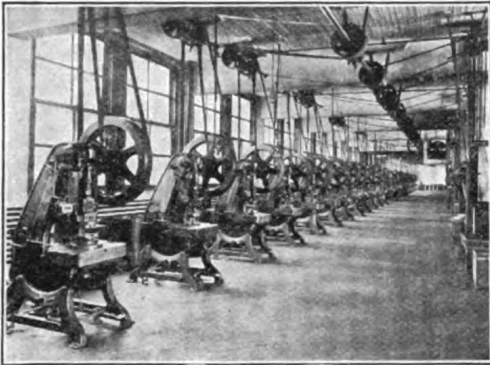


The Cleveland Foundry Company. Original Plant

devices manufactured up to that time. The new devices were named the Perfection Oil Heater and the New Perfection Oil Cook-Stove.

Sales advanced tremendously, due partly to the sales efforts of the Standard Oil Company, but mostly to the thorough merit of the stoves and heaters. People were eager to buy when they discovered that the stoves and heaters were so satisfactory and efficient.

Prior to 1901, the year in which the Standard Oil Company entered into its arrangement with



Press Department. The Cleveland Foundry Company

the Cleveland Foundry Company, the total output of oil cook-stoves amounted to only about 20,000, and of oil heaters only about 30,000. This year fully 450,000 Perfection Cook-Stoves will be sold within the twelve months alone; and about 750,000 Perfection Heaters within the same period.

In 1900 the total business, in dollars, amounted to \$325,000; in 1912, to over \$4,000,000.

Not only are Perfection Cook Stoves and



Plating Department. The Cleveland Foundry Company

Heaters marketed throughout the United States, but large quantities are exported to Canada, the West Indies, Mexico, South America, England, France, Italy, Turkey, Egypt, China, Australia and South Africa.

Thus the Standard Oil Company, working with the Cleveland Foundry Company, has accomplished a double purpose. It has not only created an extensive market for one of its chief products, but furnished practically the entire world with efficient and reliable oil-burning devices at a reasonable cost.

The remarkable development of this business is forcibly demonstrated by the growth of the

Cleveland Foundry Company. In 1900 the original plant, as shown in the picture, contained one and one-half acres of floor space, only about one-half of which was devoted to the stove business. This has been replaced by the several large modern buildings which are reproduced here, and which provide in all twelve acres of floor space, used exclusively for the manufacture of Perfection Oil Heaters and New Perfection Oil Cook-Stoves, and the utensils which go with these stoves.

In 1900 the Cleveland Foundry Company employed 225 men. Today it employs 1,600 men, to whom it pays an aggregate of \$1,000,000 a year.

It would be impossible, and probably uninteresting, for us to attempt to describe here the processes of manufacturing Perfection stoves and heaters. The word "foundry," and the pictures which we are reproducing, indicate the general character of the process.

It is interesting, however, to note the kinds and quantities of the raw materials which are used by the Cleveland Foundry Company in the course of a year,—the ingredients, or recipe as it were, for the world's enormous oil-stove order: 12,000 tons sheet steel, steel wire, hoops and bands; 32,000 base boxes tin plate; 2,000,000 pounds sheet brass, rod and tubing; 1,500,000 feet steel pipe; 20,000,000 stove bolts; 234,000 pounds solder, pig tin and lead; 140,000 pounds nails; 1,000 tons iron castings; 700,000 pounds acid; 32,000 pounds nickel anodes; 12,000 pounds mica; 750 barrels paint, varnish, lacquer and japan; 200,000 square feet glass; 4,800,000 wicks; 800,000 pounds paper; and 8,000,000 feet crating lumber.



Assembling Department. The Cleveland Foundry Company
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Testing and Inspecting New Perfection Oil Cook Stoves. Cleveland Foundry Company

The Cleveland Foundry Company is almost a model of modern efficiency. Its plant and physical equipment are admirable. It employs only high-grade workmen, and trains them specially for the work they are to perform. From raw material to finished product, the work is carried on with the same care as in those first experimental days when Perfection stoves and heaters were being evolved. Quality has been the company's chief aim, and to maintain this quality it today employs a staff of sixty men who are engaged exclusively in the inspection of the heaters and stoves in all the stages of their manufacture, including an extensive final inspection of the finished product. Every stove is set up complete, lighted and tested, before it is crated for shipment.



Shipping Department. The Cleveland Foundry Company

The results of this extreme care are very satisfactory. Prior to 1901, when the Standard Oil Company contracted for the total output of the Cleveland Foundry Company, there were times when as high as 25 per cent. of the stoves were returned or became the subject of serious complaint.

Contrasted with this is the fact that during 1912, with a total output of nearly 1,000,000 stoves and heaters, the total of complaints of every kind and from all sources did not equal one-thirtieth of one per cent. of the entire output.

This tells in a word the real reason for the great popularity of Perfection Oil Heaters and New Perfection Oil Cook-Stoves. They supply an actual need, and they supply it satisfactorily. They have been well characterized as "The efficient stoves with steady habits."

California is buying nearly as many automobiles as the great State of New York, which has four times the population, and leads the country in automobile purchases. During 1912 Californians invested more than \$52,000,000 in automobiles. Yet up to May 31 of the present year the money spent for automobiles in California was thirty-three and one-third per cent. greater than during the corresponding period of 1912.

To the city dweller, who sees so many cars on the streets of his city, it may be surprising to know that seventy-two per cent. of the cars sold in California during 1912 went to the rural districts. This year, up to May 31, eighty-five per cent. of all cars were bought by country people.

ANNUAL STANDARD OIL COMPANY PICNIC

As the BULLETIN goes to press, every Standard Oiler and every Standard Oilee in the general offices in San Francisco is preparing for a big time at the Annual Picnic, at East Shore Park near Stege, Saturday afternoon, June 14th.

On "Picnic Day" everybody, from president to the last office boy, forgets business and joins in a rollicking round of good-fellowship. Songs and dances and field sports and "eats" are the order of the day.

The BULLETIN will tell about the fun in the July issue.