

The Farberware Story

By J. L. WALKER
Director of Human Relations

With the beginning of the twentieth century came the start of Farberware. Mr. S. W. Farber, at the turn of the century, began a business of manufacturing brass ware and jardinières on New York's lower east side. Merchandise which up to that time had been imported was getting its early start with the wielding of hammers on anvils by five men supervised by Mr. S. W. Farber. Within a few years, the hand hammering gave way to the whirring pioneer process of spinning. This method of producing round shapes was a form of increasing production and reducing costs to meet price competition; without lowering the high standards set for the quality merchandise that Mr. S. W. Farber was selling.

By 1907 the reputation of Farberware created demands which could not be supplied without expanding production facilities. Thus, (in spite of a depression at that time) the first Farberware plant was acquired in Brooklyn. This was a red brick building next to the Williamsburg Bridge. Mr. Farber's fertile mind conceived of the use of draw presses, which with two strokes could produce a form in metal that previously took a man a half day to manufacture. Once again, progressive steps placed Farberware in the forefront for its varied line of giftware and cooking utensils.

Gradually the business grew, founded upon basic principles of fair dealing and high quality, principles which Mr. S. W. Farber handed down to his children, particularly to the boys who were later to become the guiding lights of the business.

By 1926 when the American woman was beginning to feel the need of emancipation from the drudgery of household tasks, Mr. S. W. conceived of supplying her with kitchen utensils that would



Officers of the Company (left to right): Isidor Farber, President; Harvey M. Harrison, Vice President; Milton H. Farber, Vice President; Hyman Shanok, Secretary-Treasurer.

cut down her hard work. This meant the production of utensils which required little, or no polishing. To this end Mr. S. W. developed the first complete line of chromium-plated ware in the gift and household field.

In 1937 the firm of S. W. Farber, Inc., consisting of Mr. and Mrs. Farber, their sons Isidor and Milton, and sons-in-law Harvey M. Harrison and Hyman Shanok, with the goal of constantly making the American woman's tasks lighter, developed the first automatic vacuum-type coffee-maker in the country. It was introduced under the name of "Farberware Coffee Robot." It not only made delicious coffee automatically, by brewing the coffee and stirring it, but turned off the electricity when the coffee was done, and kept it hot until wanted.

The following year the company produced the "Farberware Broiler Robot" which popularized electrical broiling in a utensil which combined efficiency and beauty at the same time.

With the outbreak of war, civilian production stopped completely. Farberware became one of Uncle Sam's auxiliary arsenals. Not only at the Williamsburg Plant, but at a plant acquired in Ridgewood, many "top secret" projects were handled for the

Government. Throughout the war years the complete staff of the company executives, engineers and other employees, worked around the clock to produce some of the finest quality war equipment required. Members of the firm received personal awards and S. W. Farber, Inc. received four Army-Navy "E's" for excellence in production, for its contribution to the war effort.

With the war over, the company had to resume its civilian status as a leader in the hollowware industry, and decided that it required a more modern plant for production.

In 1946 the Bronx Farberware Plant was erected on Bruckner Boulevard between 142nd and 144th Streets. Here, with a seven car railroad siding, and approximately 100,000 square feet on one floor, Farberware was ready for streamlined modern production and service to its vast public. This Plant became a living monument to the Founder, Mr. S. W. Farber, who unfortunately passed to his eternal rest before its completion. Mrs. Farber, her sons and sons-in-law continued to carry on, guided by the basic principles of honesty, integrity and the desire to build the finest quality household utensils.

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FARBERWARE

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After years of patient research and hard work, Farberware began to produce its modern line of Aluminum-Clad Stainless Steel Cooking Utensils. These utensils, for the first time in the history of cookware, were made of solid stainless steel with an aluminum bottom bonded to the steel. This innovation guarantees more even distribution of heat and better cooking. With the original goal still in mind, the highly polished stainless steel makes it easy for the little woman to keep the lustrous finish clean.

Then in June of 1955 Farberware announced another great "first." The Automatic Electric Fry Pan made of stainless steel with a thick layer of aluminum bonded to the bottom—for uniform heat spread. In addition, this outstanding cooking utensil with heating elements attached was the only electric utensil that could be

completely immersed in water, and the only *stainless steel* electric cooking utensil in the country. Its cooking guide on the handle and its special dial provided an innovation in "magic," automatic cooking, grilling, frying, stewing, braising and even baking. Dialing the degree of heat indicated by the guide on the handle or the special recipe book, makes cooking a joy for the American housewife.

Within the past three years a complete line of electric automatic cooking utensils have been manufactured and distributed. They include such items as best supplement the American housewife's usual needs: a utility cooker and double boiler, a 3 Qt. Electric Sauce Pan, a 5 Qt. Electric Dutch Oven, an Electric Griddle and Tray. All of these use the same "Perfect Heat" Control Plug. In addition the company has been manufacturing and selling two Automatic Electric Coffee Urns, —a thirty cup, and a fifty-five cup urn, both made of beautiful, highly polished stainless steel.

After almost ten years of manufacturing at the new Bronx Plant, it was discovered that additional manufacturing space was needed. Management then conceived the idea of using the third dimension of height. As a result, besides the purchase of modern automated machinery, the entire plant was conveyORIZED, under the direction of Mr. Milton Farber, Vice President in charge of manufacturing. Now many thousands of pieces are constantly carried from one manufacturing operation to another by a variety of conveyors.

Not only is Farberware a pioneer in the field of manufacturing of stainless steel cooking utensils, not alone does it continue to earn the confidence, trust and respect of its customers, but it has been a pioneer as well, in the field of sound human relations practices as applied to its employees. Farberware is justly proud of the tremendous strides of progress made in the field of human relations.

Modernization of plant and

equipment to increase efficiency and quality of production is essential to business survival. Tremendous progress has been made along these lines by industry generally, but relatively little has been done to condition the human element required to operate these machines and equipment.

Farberware has received national recognition and high commendation from many sources for its outstanding program on human relations for employees. The company's approach on the subject has been similar to the approach used by modern business to win the good-will of customers. There is continuous service to employees, so that the "job customer" is as sold on his job, as the "product customer" is sold on the company's products.

Upon the theory—"a clear mind makes for good work," under the Farberware Human Relations Program employees are relieved of their problems, or as many of them as possible. The following notice on the door of the office of the Director of Human Relations has become well known by all employees: "If you have troubles, come in and tell us about them. —If you haven't, come in and tell us how you do it.—Before 8:00 A.M. or between 12:00 and 12:30 P.M."

Assistance to employees includes everything from financial aid, to free consultation and advice on domestic or other problems, recommendation of legal and other professional services where necessary, to avoid exploitation of employees by unscrupulous merchants or installment racketeers, who take advantage of the careless or uninformed employee.

What this program does for Farberware, is best summarized by the impression received by the Attorney General of the State of New York, Honorable Louis J. Lefkowitz, during a recent visit to the plant:—

"I was tremendously impressed by the spirit that seemed to pervade the plant. It seemed to me

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that here was something more than a group of machines being fed and tended and human beings whose only interest lay in seeing the hours pass by as quickly as possible. I sensed a feeling of harmony, of loyalty, of cooperation.

"I am sure that this high quality of morale is due to great measure to the Farberware Good Human Relations program. Helping the employees with their problems, financial, domestic and otherwise; giving them the feeling of 'belonging' through social and recreational activities and comradeship; respecting and honoring them as individuals—this and other facets of your human relations work have not only made a happier employee but reflected this employee feeling in improved plant safety and efficiency.

"Farberware and its employees are to be congratulated on this modern, progressive approach to good management-labor relations."

Employees' morale and loyalty are reflected in the superior quality of all Farberware products. For many years Farberware utensils have been known throughout the country as the 'Cadillac of the kitchen utensil industry.' Like many another prominent Bronx manufacturer, Farberware's progress with its outstanding "firsts" in human understanding, goodwill and mechanical efficiency combine to keep Farberware as a leader in serving the American woman."

TAX CALENDER, 1959

(January-June)

Prepared by Max J. Anchin, Certified Public Accountant. Member of the firm of Anchin, Block and Anchin, 285 Madison Avenue, New York 17, N.Y.

January 15th—Final Estimation Day for individuals, Form 1040 ES. File and pay.

January 30th—File and pay Form 941 (W.T.&S.S.) plus "A" copies of Form W-2 plus W-3.

Individual's option—file and pay Form 1040 in lieu of January 15th Estimate.

Employers of 4 or more—file and pay Federal Unemployment Insurance Form 940.

File and pay State Unemploy. Ins. (New York Form 1A5).

February 16th—Pay final installment 1958 N.Y. State individual's Income Tax.

File N.Y. State Information re: Employee's earnings Form 105 and 106.

February 28th—File annual information returns on certain miscellaneous payments. Form 1099 and 1096.

File annual information returns on liquidation distributions of corporations. Form 1099L & 1096.

File and pay N.Y. State Real Estate Franchise Tax Form 42 CT.

File N.Y. State Information re: non-residents. Form 102 & 103.

March 16th—File and pay 1/2 tax—Corp. Income Form 1120.

March 20th—File and pay N.Y.

City Sales Tax Form 12 SUX-CT.

April 15th—File and pay individual's and 1958 decedents Income Tax Form 1040.

File and pay N.Y. State individual's Income Tax, Form IT 201 and non-resident IT 203.

File partnership income tax. Form 1065.

File and pay N.Y. State partnership Income Tax. Form IT 204-I.

File and pay 1/4 individual's 1959 Estimate, Form 1040 ES.

File and pay Fiduciary Income Tax, Form 1041, N.Y. State Fiduciary Form IT 205.

File and pay Gift Tax return: Donor Form 709; donee Form 710.

April 30th—File and pay Form 941 (W.T. and S.S.).

File and pay State Unemploy. Ins. (N.Y. Form 1A5).

May 15th—File N.Y. State Franchise. Form 3 CT, pay 1/2.

File and pay N.Y. City General Business Tax, Form BCT.

June 15th—Pay second 1/2 corporation Income Tax. Pay installment Form 1040 ES.

June 20th—File and pay N.Y. City Sales Tax, Form 12 SUX-CT.

NOTE: Social Security Taxes:

Changes starting with 1959:

A. Increase in rate—from 2 1/4% to 2 1/2%. B. Increase in wages subject to tax—from \$4,200 to \$4,800 (maximum S.S. tax—\$120).

*Due dates are for Calendar Year taxpayers only. Only most frequently filed returns are listed and must not be construed as a complete Tax Calendar.

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