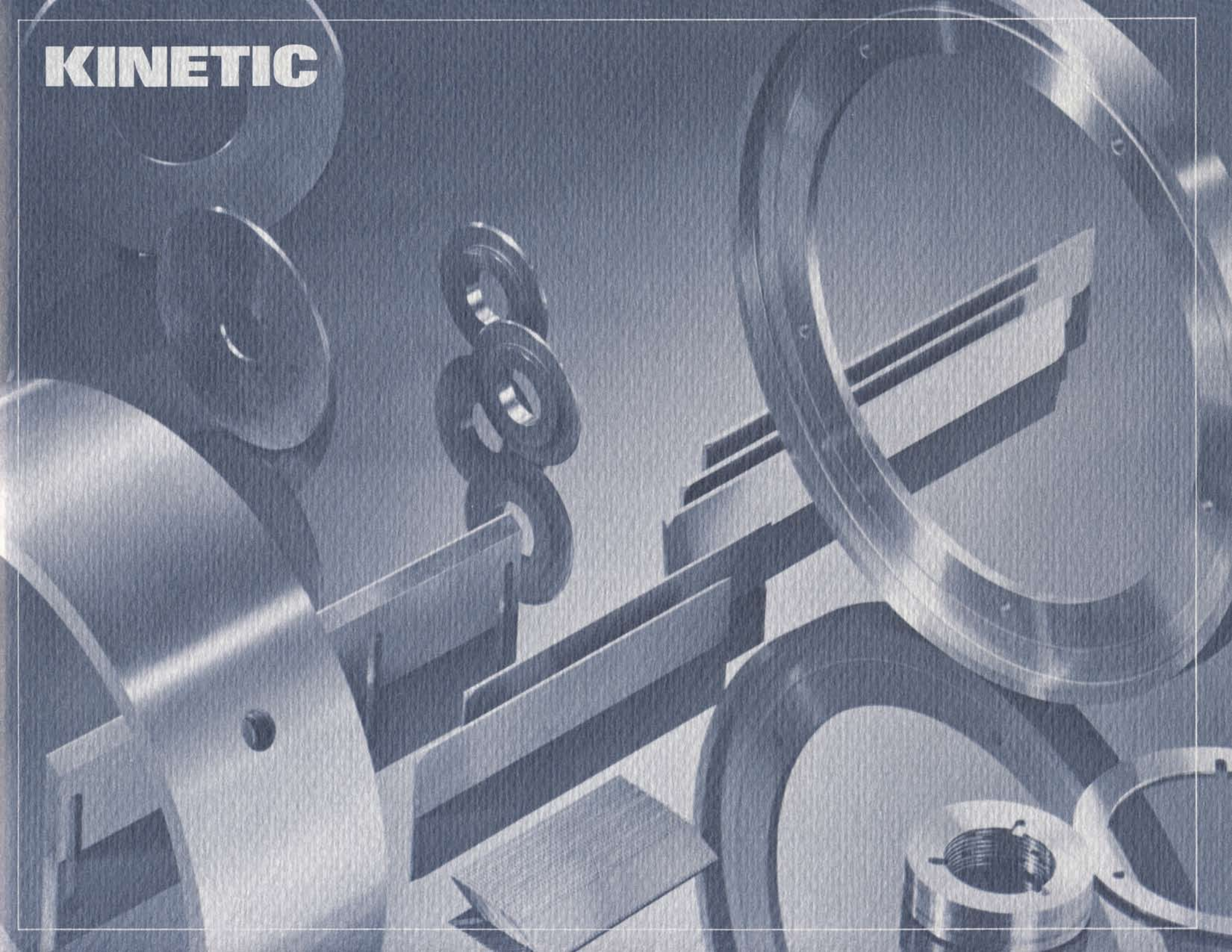


KINETIC



C. L. Masters— His philosophy continues to build Kinetic



The Kinetic Company was extremely important to C. L. Masters. He founded it, then guided its growth from a small concrete block building to a new, modern, efficient plant in a park-like setting with no physical restrictions on continued growth. Today, it stands as a fitting memorial to his initiative and enterprise.

When the responsibility shifted to us, there was no change in the established Kinetic policy—to produce the highest possible quality product and to give personal attention to the problems and needs of our customers.

In this age of the computer and impersonalization of business dealings, it took discipline and dedication to follow the philosophy and standards established by C. L. Masters.

But it has proven its worth. In the five years since his death, we have found it necessary to almost double production space in the new Kinetic plant, but this is just another plateau.

Thanks to C. L. Masters, we still have many green acres for further expansion. And, thanks to your endorsement of his business philosophy, we will.



THE KINETIC CO., 1945



THE KINETIC CO., 1970





Mrs. C. L. Masters

Chairman of the Board, planned with, assisted and encouraged C.L. in the development of The Kinetic Company from the beginning. Her knowledge of the business and her dedication to C.L.'s philosophy of excellence in quality and service are valuable assets.



Christopher F. Masters

Vice President and Chief Engineer, received his Doctorate in Engineering from Cornell University. His previous experience includes being a Professor of Engineering at the University of Missouri and a scientist at the Atomic Energy Commission's Laboratory at Los Alamos, New Mexico.

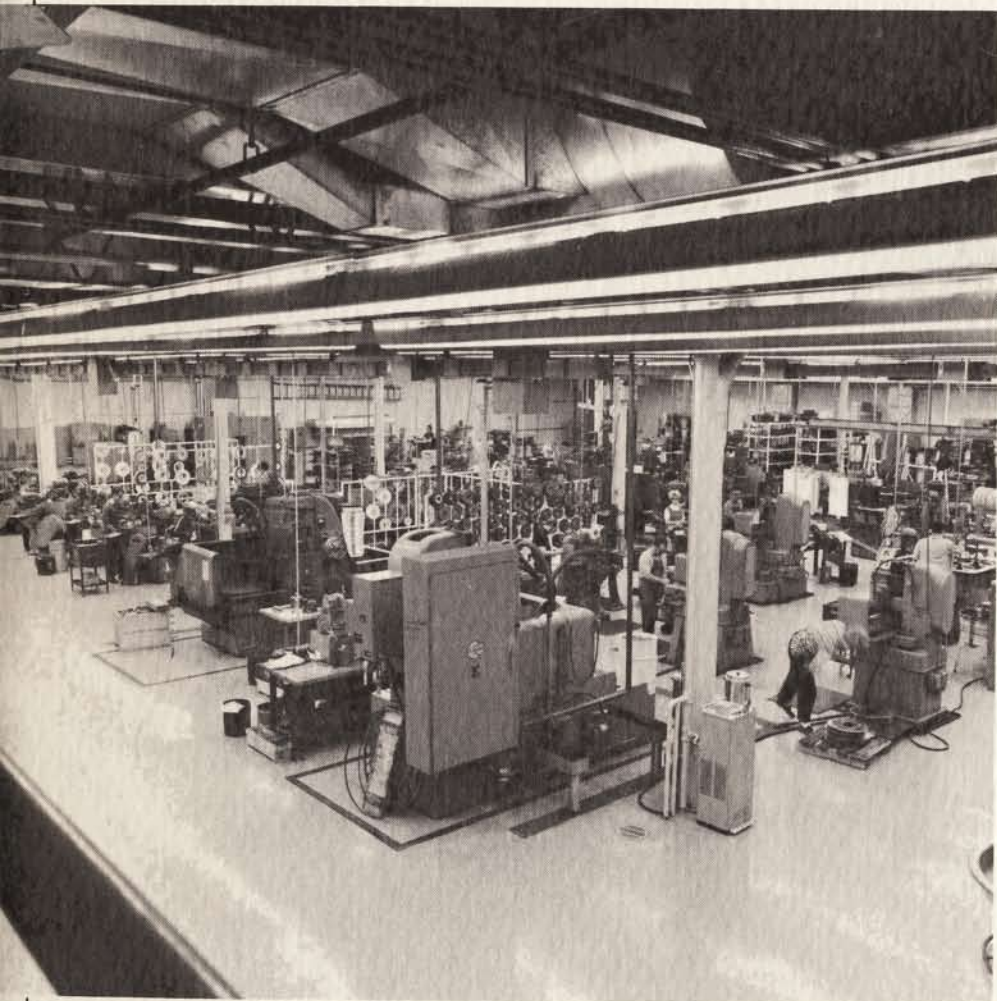


Joseph Masters

President, worked closely with his father for six years. Here he seasoned general knowledge with practical experience in all phases of sales, services and company management. Thus, when it suddenly became necessary to take over the Company reins, the transition was smooth and growth continued uninterrupted.

Facilities

Here, the emphasis is on excellence in every detail. It starts with the plant itself. Its shining tile floors and meticulously maintained machines in bright, airy surroundings reflect this uncompromising attitude. And it follows through to the finished product which must pass many rigid inspections along the way.

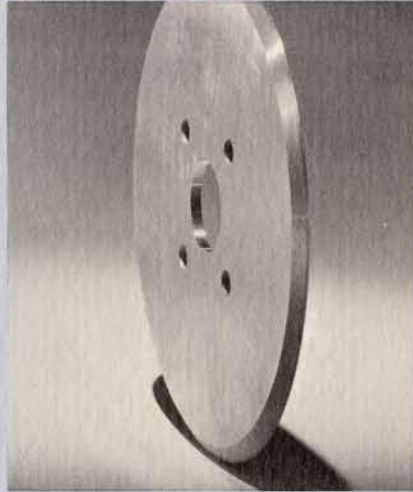


Jerry Kedziora, Production Manager, schedules, then follows the progress of orders through the Kinetic plant. Jerry is proud of Kinetic's excellent record of on-time deliveries. Much of the credit is his.

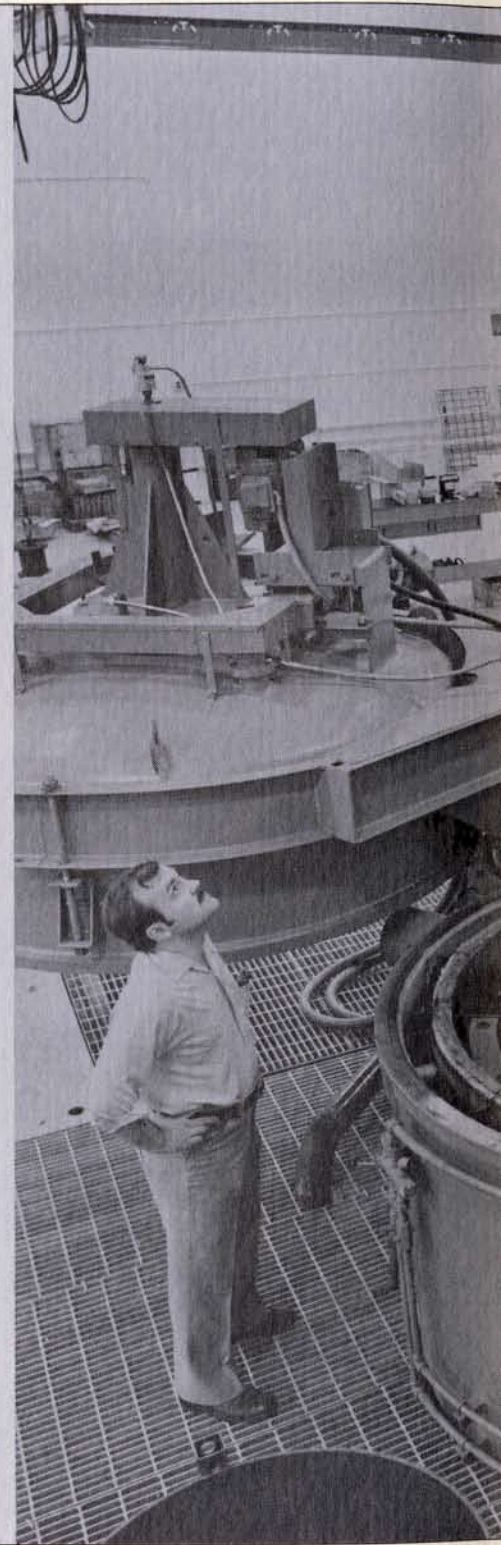
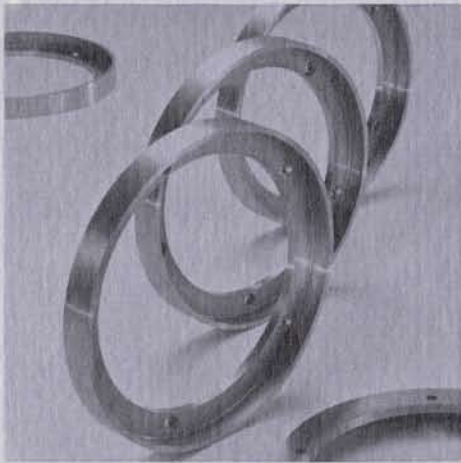
Paper mill knives

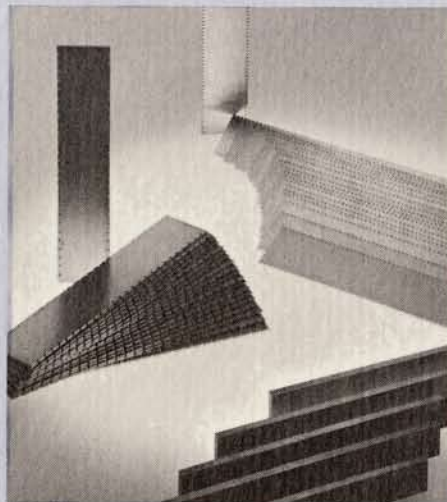
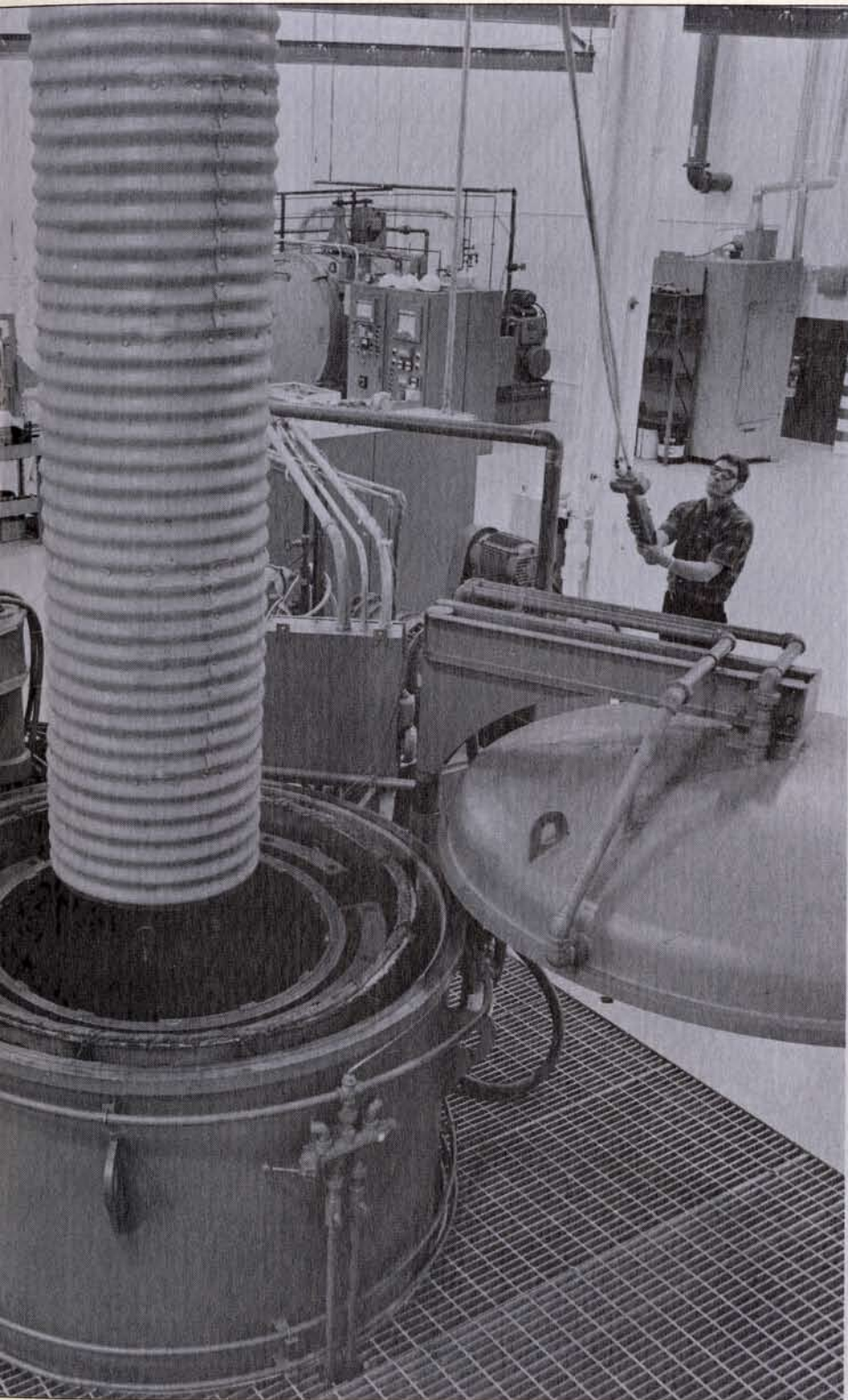
Kinetic's top slitters, score slitters, bottom slitter bands and hardened sleeves are familiar to the operators of virtually every paper mill.

The quality of all Kinetic products can be traced to the work of a specific Kinetic craftsman who takes pride in his skill, and is permitted to reject, or pass along his work for further close examination. This individual accountability and pride leads to many hours of voluntary extra effort, when necessary, to achieve the best in quality and service.



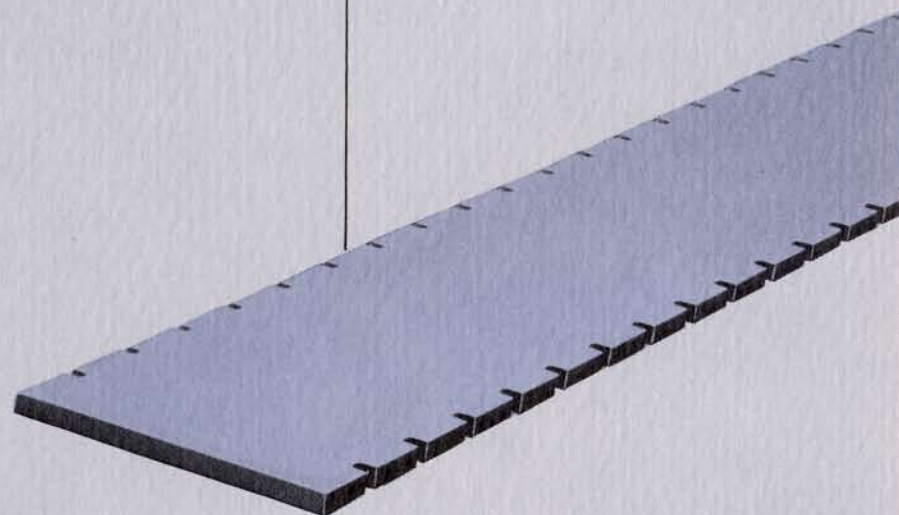
These vacuum carburizing and hardening furnaces are several of the heat treating furnaces used to bring Kinetic products up to, or above specifications.





Converting knives

The popularity of Kinetic's perforating blades, fly knives, carbide anvils and bed knives has played an important role in the Company's steady growth.

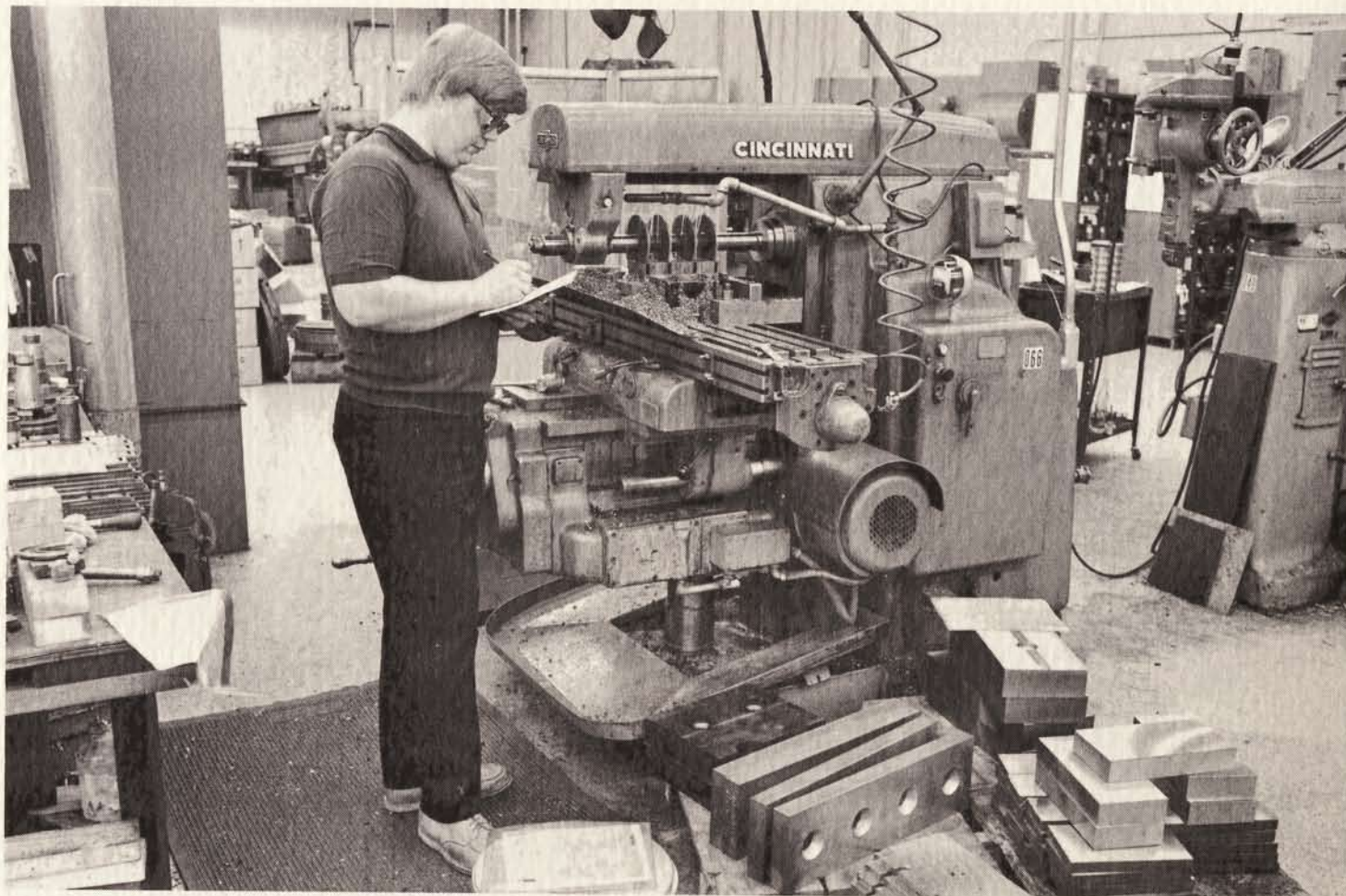


The Slick® Blade design (Pat. Pending) is evidence of Kinetic's constant effort to make a good thing better. A new manufacturing process has produced superior metallurgical grain and a smooth surface, free of grinding wheel "scratches" where stresses first concentrate and failure eventually occurs. The result is longer life . . . many more hours of use per blade dollar.

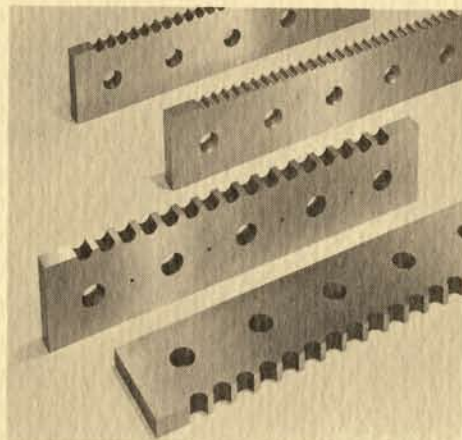
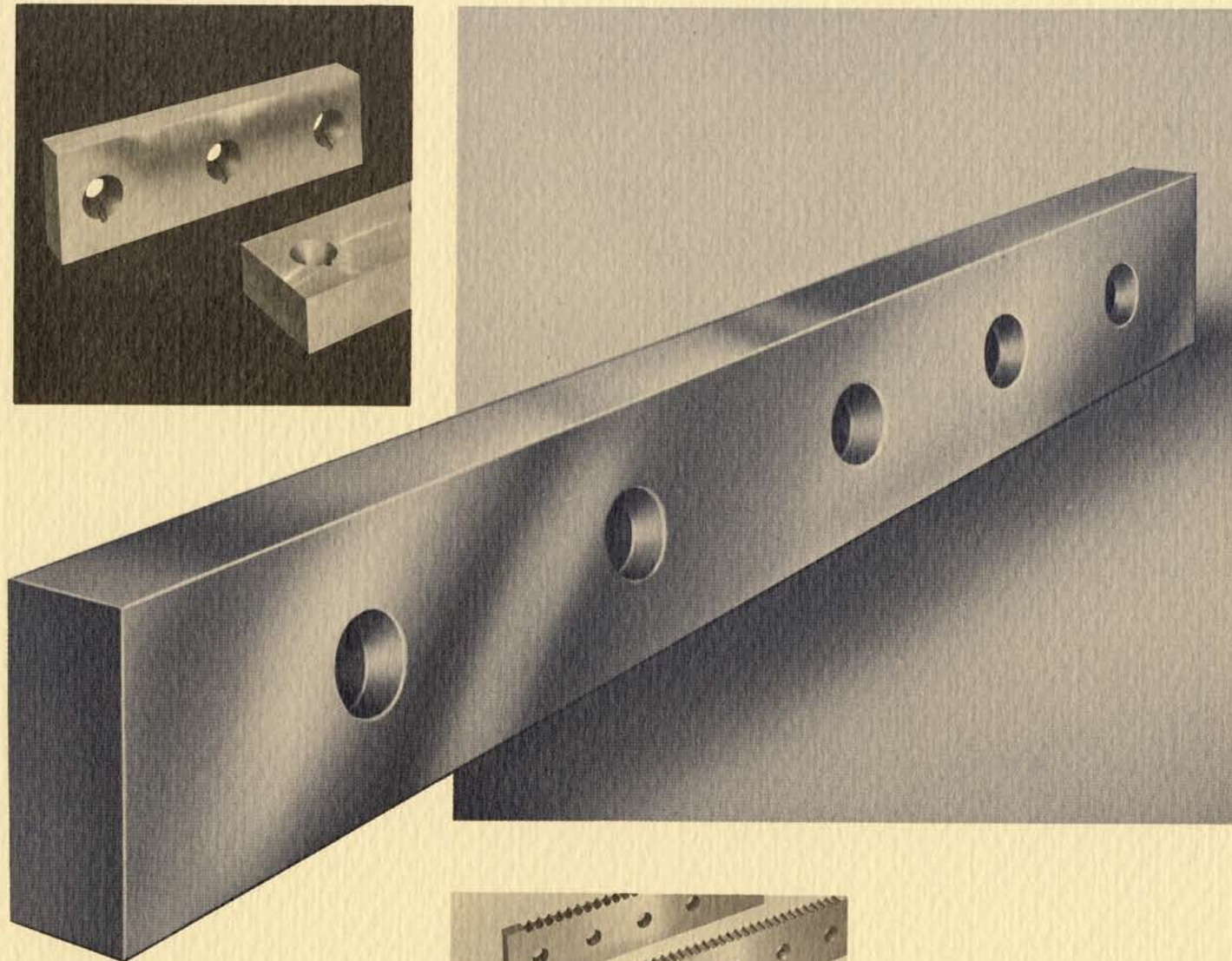
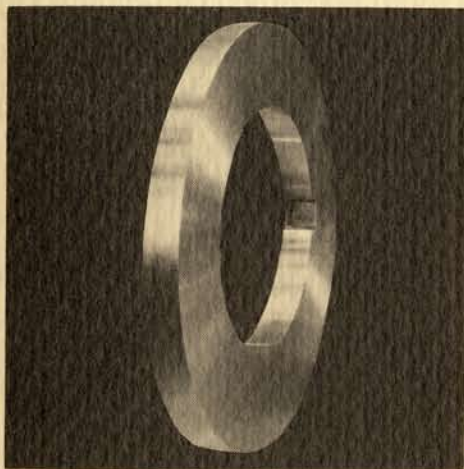
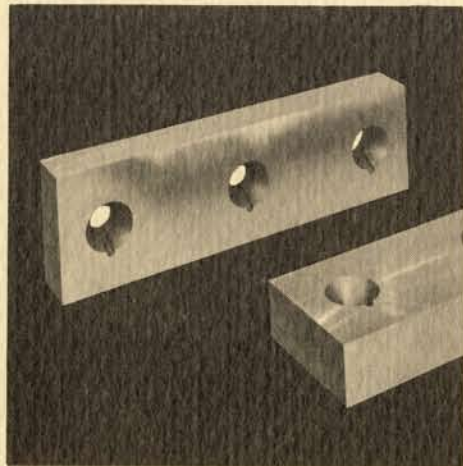
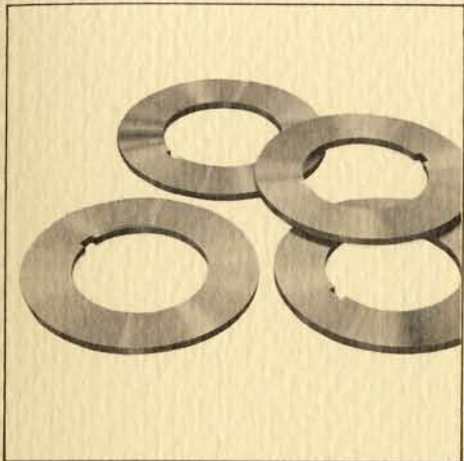
Shear knives and rotary slitters for the steel industry

The Kinetic Company is now manufacturing and marketing proven and highly regarded steel mill knives. This product line was acquired from The Tool Steel Gear & Pinion Company of Cincinnati, Ohio, in early 1975. Knives include straight blades for squaring shears, scrap choppers, flying shears, bar shears, and billet shears, plus a full line of rotary slitter knives and spacers.

This milling machine is one step in the production of steel mill shear blades by Kinetic. The high volume of orders for steel mill knives since this acquisition represents a vote of confidence which Kinetic is determined to justify.



Jim Olson, Plant Superintendent, keeps a constant check on the quality of Kinetic products. If this shear blade meets his approval, you can be sure it is right on "spec."



P.O. BOX 248
GREENDALE, WISCONSIN 53129
PHONE: (414) 425-8221
CABLE: MASTERS-MILWAUKEE
TELEX: 26-9541



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