Eureka-Williams-Electrolux Collection

Processed by Scott Drapalik, Museum Library volunteer Winter 2012

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Collection Information

VOLUME OF COLLECTION:	Nine boxes
COLLECTION DATES:	1903-2007
PROVENANCE:	Donated by AB Electrolux- Bloomington, IL 2011
RESTRICTIONS:	None
REPRODUCTION RIGHTS:	Permission to reproduce or publish material in this collection must be obtained in writing from the McLean County Museum of History
ALTERNATIVE FORMATS:	None
LOCATION:	Archives & Archive Annex
NOTES:	See: Williams Oil-O-Matic Collection – 2 boxes See: Oversized Collections – SB-438, SB-429

BRIEF HISTORY

Eureka-Williams-Electrolux

Charles U. Williams came to Bloomington in the late nineteenth century. He was an itinerant photographer who decided to relocate to the area. He is credited with inventing the picture postcard and later opened a successful auto dealership located at 207 E. Washington St. Due to the coal shortage caused by World War I, C.U. Williams and his son Walter developed the Oil-O-Matic, an oil-based heater for homes by reusing oil from cars serviced at the dealership. With the expansion of the heating business came other inventions such as the Ice-O-Matic, a compressor operated refrigeration system. During World War II, Williams Oil-O-Matic produced "oil-gears" for anti-aircraft guns resulting in the Army/Navy "E" award for excellence.

In 1945, the company merged with the Eureka Company, a Detroit based maker of vacuum cleaners since 1909, and was renamed Eureka-Williams Corp. The company began production of vacuum cleaners, and in 1953 was purchased by C. Russell Feldman and Henney Motor Co. Inc. for \$5.1 million. In 1955 the company bought the Thor plant which was located west of Hannah Street, Bloomington, and in 1957 stopped producing heating and air conditioning equipment.

In 1973, Eureka-Williams purchased 38 acres of land in north Normal and built a warehouse and motor department building. The Eureka-Williams Corp. was purchased by AB Electrolux of Sweden and its name was changed to The Eureka Co. in 1974. A 50,000 square foot addition was built at the Bloomington plant plus a 210,000 square foot warehouse plant in Normal. In 1981 a plant in Juarez, Mexico was opened, and two years later a large twin plant-warehouse was built in El Paso. Both these plants grew substantially over the next seven years.

In 2000 the Normal plant was shuttered, marking the end of line production in the Twin Cities. In 2004 the Eureka Co. name was discontinued and the company became Electrolux Home Products. In 2011 Electrolux ended its presence in Bloomington-Normal.

SCOPE NOTE

This collection includes scrapbooks, posters, and photographs from the various companies that later became Eureka-Williams, the Eureka Co. and present-day AB Electrolux. It also includes correspondence, promotional materials, magazines, and legal documents.

Eureka-Williams-Electrolux Collection

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Box 1: Eureka, Eureka-Williams, & the Eureka Co., 1909-2007

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Box 2: Henney Motor Company & Kilowatt Car, 1958-1975

Folder 1: Henney/Eureka-Williams Consolidation (1958)

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- Folder 3: Henney-Oneida Promotional Material
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- Folder 6: Henney Financial Reports & Balance Sheets
- Folder 7: Henney Articles, News Clippings & Magazines
- Folder 8: Henney Trademarks & Patents
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- Folder 10: Henney Kilowatt Promotional Material
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Box 3: Scrapbooks: Eureka, 1909-1945

Scrapbook: The Eureka Company History 1900-1930

This scrapbook is a binder containing advertisements, journal articles, photographs, and typed letters documenting the history of the Eureka company from 1900-1930. Included in the scrapbook are 29 black and white photographs of various vacuum models, window and floor displays, salesmen, and customers. Also included are door hang tags and instructional manuals for various Eureka vacuum models.

Items of note include: a booklet of "Eureka Songs" titled "Let's Be Happy, Hap," dated 1900s; a historic file image of Eureka's model 1 vacuum, dated early 1910; a leather bound booklet titled "Eureka Vacuum Cleaner Co. Repair Parts Price List" containing photographs and parts illustrations from models 1-9, dated 1910's; a handwritten critique of coal dealer propaganda against oil burning, dated 1925; instructional manuals for Eureka vacuum models H,K, and Deluxe, dated 1920s; a red leather bound book titled "Eureka Parts Catalog," dated 1932; a green leather bound booklet "For

Eureka Salesmen" documenting history of the company and its products, dated 1936; 30+ printings of the "Eureka Morning News" series, dated 1928-1929.

Scrapbook: A Study of Eureka Vacuum Cleaner Co. 1929/1930

Binder contains a single document in the form of a Eureka company brochure dated to 1929/1930. The document, a 20 page printed booklet titled "A Study of The Eureka Vacuum Cleaner Co. Largest Manufacturer of Vacuum Cleaners in the world and the Sales Opportunity for Vacuum Cleaners." Detailed inside the brochure is a comprehensive list of Eureka vacuum models and their respective prices.

Scrapbook: Photographs Eureka War Production

Binder containing typed histories, product notes, and photographs documenting Eureka's participation in the war effort during World War II. Included in the scrapbook is a comprehensive narrative of Eureka WWII production titled "A Brief History" detailing the products manufactured by Eureka for the US military.

The document contains 22 black and white photographs, diagrams, and manuals for military products which include: Air Position Indicator Motors [DK-2, DK-3], Azimuth Transmitters, Aircraft Control Motors [B-17, B-29], Signal Discharges/Pistols [M-8, MK-4, M-9], Gas Masks [combat, training, optical, & civilian], Local Control Variable Speed Drives [MK-10], Fuel Injectors, Aircraft Hydraulic Equipment, Telescopes [M-71]. Remote Control Systems [M-S], Training Manuals [M-1 Oil Gear Repair, M7A1 Computing Sight, 40mm Anti-Aircraft], Oil Gears [M-1, M-3], Tank Transverse Mechanisms [M-47, M-48], and Pioneer Motors.

Box 4: Scrapbooks: Eureka-Williams, 1940-1959

Scrapbook: Scrapbook 1953-1959

Binder contains multiple newspaper and journal articles. The nameplate in the binder categorizes itself as "Scrap Book 1953-1950." The collection of articles focus primarily on the Eureka-Williams Company, and concern a range of topics, from news releases, policy changes, promotions and layoffs, blood drives, workplace safety, international meetings, and promotional contests.

Items of note include: a intercompany communiqué detailing the merger between Eureka Williams and National Union Electric, dated 1959; an article on the use of a William's heater in Antarctica; a letter and sticker promoting Bloomington being given an All-America City Award, dated 1956; a program from the 55th annual meeting of Bloomington Association of Commerce, dated 1956; a program and original transcript of a speech given by company president H.J. Allemang at a meeting of Oil-O-Matic distributors in Brussels, Belgium, dated 1955.

Scrapbook: Scrapbook misc., Iron Lung & Merger, 1947-1953

Binder contains multiple newspaper articles and advertisements. The articles document the history of the William's Oil-O-Matic Company and policy changes as the Eureka Company from 1947-1953. Included in the articles are clippings detailing the Williams Oil-O-Matic participation in the war effect and its "E" awards, the 1947 opening of a new plant in Peoria, earnings decline and profit losses leading to layoffs, defense contracts,

the creation and testing of the E-W designed wooden iron-lung, and Swedish companies first showing interest in Eureka-Williams,

Items of note include: an intercompany letter to all William's Oil-O-Matic employees announcing the merger with Eureka, dated 1945; a booklet titled "Retirement Income Plan" for Eureka-Williams salaried employees, dated 1945; a notice of special meeting of stockholders to discuss the sale of all property and assets to Henney Motor Company, dated 1953; an inter-company communication detailing name change to Eureka Williams Corporation, no longer a division of Henney Motor Company Inc., dated 1955; multiple news clippings on the production and fame of the Wooden Iron Lung in saving the lives of polio victims including an interview with 8 year old Morrison resident Rudy Ladherr, the first person to test the machine, dated 1941-1952.

Scrapbook: The Eureka Co. History 1940-1950

Binder contains photographs, advertisements, newspaper clippings, and correspondence documenting a brief history of Eureka-Williams from 1940-1950. Included in the scrapbook are full page color advertisements, newspaper clippings on personnel changes and safety campaigns, and a brief typed history of Williams Oil-o-Matic. Also included in the scrapbook are 111 black and white photographs which include: negatives of Eureka Vacuum Employee Outing at Put-In-Bay, OH, and various products from 1940-1956 including [model BW20613 upright vacuum, Electric Garbage Disposal units, vacuum models, showcases, floor room displays, workers, factories, company executives, military equipment, award ceremonies and meetings.

Items of note include: photographs featuring presentation of award by unknown Bureau of Naval Weapons representative commander; list of Eureka Distributors arranged by division, state, distributor, and available models, dated 1945; blank dealer franchise forms and authorized franchise dealer certificates; company correspondence to Eureka-Williams workers notifying about purchase of Thor Corporation Plant in Bloomington, IL, dated 1955.

Box 5: Scrapbooks: Eureka-Williams, 1960-1974

Scrapbook: Eureka Scrapbook 1965-1974

Binder containing mostly newspaper and magazine articles concerning the Eureka Company history ranging from 1965 to the 1974 purchase by AB Electrolux. Included in the articles are: multiple accounts of the Eureka Co. paint shop fire, permit purchase for building construction on Fort Jesse Road, articles detailing the 1968 strike by the International Association of Machinists and the 1974 Truck Drivers strike, multiple funeral notices of high ranking Eureka staff members, sales records, the awarding of the Polaris Achievement Flag for service in development of the ballistic missiles, defense contracts, mass layoffs, board promotions, shutdowng of the Bloomington plant, and the AB Electrolux purchase.

Items of note include: a letter detailing the National Union Electric decision to acquire control of Emerson Radio & Phonograph, dated 1965: a letter discussing a thermal battery donated to Illinois Wesleyan University to be placed in time capsule for the cornerstone of the astronomical observatory, dated 1969; an interoffice communication to all division heads announcing the retiring of the Eureka-Williams name, renaming of the

company to The Eureka Company, dated 1973; a color advertisement announcing naming change to The Eureka Company, dated 1974; a letter to all employees of National Union Electric by the chairman of Electrolux welcoming them and explaining the purchase, dated 1974.

Scrapbook: Scrapbook 1960-1964

This scrapbook is a binder containing photographs, financial reports, news releases, personnel changes, and correspondence documenting the Eureka-Williams company between 1960-1964. Included in the scrapbook are newspaper articles covering topics ranging from Eureka-Williams' exhibit at the 1963 World's Fair, 1962 Army contract received by Bloomington plan for tank parts, obituaries of former company executives H.J. Allemang [1962] and H.W. Burritt [1961], 1962 hiring of H.W. Shaefer as General Manager, National Union Electric's 1962 acquisition of Burr Electronics, Inc. in Connecticut, 1961 contribution of steel flagpole by Eureka-Williams for front plaza of Bloomington City Hall, 1961 charges against Bloomington companies by NAACP for racial discriminatory hiring practices, and development of the Henney Kilowatt.

Items of note include: 2 black and white photographs and 2 color photographs of the Henney Kilowatt Electric Car.

Scrapbook: The Eureka Co. History 1960

Binder containing newspaper clippings, catalog orders, and advertisements giving focus primarily on Eureka-Williams company history ranging from 1960-1969. The collection of articles covers topics from the Eureka-Williams plant, Bloomington Governor William Stratton's 1960 speech at a E-W banquet, to magazine advertisements and merchandising. Also included in the scrapbook are 28 black and white photographs including: vacuum models [256-AK, 1212, Easy Glide], various sales shows dating 1967-1968, multiple pictures of Eureka board members Harold W. Shaefer, Harry McDonnitt, Cecil Blumenstein, and Sid Oakley inspecting assembly machine workers, parts, and products.

Items of note include: a shipping record of Eureka Vacuum Cleaners, sorted by model, dated 1964; an advertising and sales promotion master price list for Eureka-Williams, dated 1969; a spiral bound booklet titled "Resume of Product + Marketing," dated 1969; a Vacuum Cleaner Retail Sales Guide for WT Grant Floor Salesmen, dated 1969; and a copper door sign with embossed "Eureka" logo.

Box 6: Scrapbooks: Eureka-Williams, Misc. 1940-1959

Scrapbook: Untitled Scrapbook of Instruction Manuals Green bound book containing various instructional manuals for Eureka-Williams produced vacuum models sorted by series. Models for which manuals appear in this scrapbook include 700 series, 800 series, 900 series, and 1000 series. Also included are handwritten notes detailing colors and miscellaneous vacuum attachments.

Scrapbook: Eureka-Williams History & The Insides of Eureka-Williams Peo. And Equ.

This scrapbook is a binder containing photographs of various Eureka-Williams facilities and a comprehensive typed history of Eureka-Williams history documenting war production services. Included in the scrapbook is a narrative titled "The War Years: A History of Oil-O-Matic activity during WWII" which details subjects ranging: the date and origin for both Williams Oil-O-Matic and Eureka, type and quantity of products manufactured under their war contracts, the nature and extent of retooling, information of the Army-Navy "E" award, employee changes between 1941 and 1945 (hiring, layoffs, women employed), and a list of reconversion problems. Also included are 15 black and white photographs which include: machine inspections; misc. machinery; Engineers Dinner at the Bloomington Hotel, dated 1945, retirement of E-W executive Frank McCurdy, dated 1968.

Items of note include an aerial photograph of the Williams Oil-O-Matic Thor Washing Company facility in Bloomington, IL, dated 1942.

Scrapbook: Annual Reports – Engineering Department 1945-1946

Binder contains photographs, diagrams, and typed reports detailing organization and activity of the Eureka Williams Corporation Engineering Department from the dates of August 1, 1945 to July 31st, 1946. Sections contained in these reports include: Organization and Arrangement [consolidation of engineering, organization, civilian reconversion, test laboratory]; Design, Drafting, Printing, and Records [physical arrangement, personnel organization, personnel classification selection and promotion, procedures (drafting practices and room, printing. records)]; Research [preliminary/exploration, technical advisory service, product development, and testing]; Eureka Division [cleaners- floor, tank, & hand types, cordless irons, garbage disposal units, white cross appliances]; Williams Division [oil burners, furnaces, water heaters, and absorption air-conditioning units]; Financial Reports [budget expenditures (monthly and total), ratio of expenditure, and expenditure comparison].

Items of note in the scrapbook include organizational charts of executive personnel; maps of employee offices, station, and test laboratories in the Engineering and Research department; 98 diagrams and photographs of various Williams Oil-O-Matic and Eureka machinery/parts.

Box 7: Scrapbooks: The Eureka Co., 1975-2001

Scrapbook: 2001 Press Releases

Binder containing press releases written by employees of The Eureka Company, documenting advertising campaigns, product announcements, executive personnel changes from 2000-2001. Also included in the scrapbook is a press kit from January 2001 containing allergy/asthma information, flooring trends, HEPA filter information, and miscellaneous technical details of Eureka products.

Scrapbook: Eureka History 1980 (1980-1990)

Binder contains newspaper clippings, correspondence, photographs, and television transcripts documenting the history of The Eureka Company from 1980-1990. Included in the scrapbook is magazine advertisements, television commercial storyboards and transcripts ["arriva dirtchi," "dirt-niks," & Amelia J Gretz], Mighty Mite comic strips, a 1982 1st place national marketing award presented to The Eureka Co., and various items associated with Eureka's 75th anniversary. Also included in the scrapbook are 40 black

and white photographs which include: appliance component assembly; Eureka Co. facilities in El Paso and Juarez, Mexico; and toy Eureka trucks.

Items of note include: a booklet titled "Love Letters to Eureka" containing 20+ personal letters sent to Eureka in praise of their products/services, dated 1974; a congratulatory letter from Illinois Governor James R. Thompson on Eureka's 75th anniversary, dated 1984; 5 RPM records containing promotional songs for Eureka ["Switch on Eureka," "Sing a Song of Profit," "More of Seeka Eureka," and 2x copies of "Seek-A-Eureka.".

Scrapbook: Eureka Scrapbook 1975-1981

This scrapbook is a binder containing mostly newspaper articles, a few inter-office communications, and a small number of personal correspondences. The collections of articles focus primarily on the history of The Eureka Company ranging from 1975-1981, and concern a range of topics, from

Box 8: Scrapbooks: The Eureka Co., Misc., 1953-1991

Scrapbook: Untitled Scrapbook of Advertising

This scrapbook is an untitled binder containing various magazine, media, and newspaper advertisements for Eureka products dating to 1995-1998. Advertisements cover products including: canisters, central vacuums, commercial vacuums, lightweights, power teams, steam-wet/dry vacuums, and uprights.

Scrapbook: Vacuum Cleaners

This scrapbook is a binder containing 178 black and white photographs of various Eureka Co. vacuum parts divided by accessory, type, and dates. Product parts featured include: nozzle head attachments 1982-1988, Rotomatic attachments 1982-1987 [wand, tools], Upright parts 1981-1985 [dust bag, converter lock, tools], Express/Express II parts 1985-1987 [profile, ph switch, belt, brush, motor, v bag, ph wheel, bottom plate, wand, hose], Misc. vacuum parts 1981-1983 [powerhead lightbulb, headlight replacement, VGII/headlight, powerview], brush roll/belt replacement 1981-1989 [VGII, Rotomatic belts, Rotomatic brush roll, wood bristle, soleplate, powerhead, belts], Quickup 90A parts 1985 [complete produce, filter, removable dust container, handle, schematic, inside view, swivel nozzle, latch/switch/light, transformer plug, transformer], Mighty Mite & misc. parts 1982-1987 [metal curve, slip ring, coupling lock, plastic hose, hose assembly], filter & bags 1976-1991 [filter package, foam filters, style C bags, style H bags (new and old), style B bags, style S bags, bag positioning], airflow meters 1985, dust brushes 1982-1988 [round dust, deluxe dust, central vac comb/Dust-Uph], misc. brush scraper/bristle-less brush, misc. parts [bulb, dirt traps, meters, product test].

Also included are photographs and typed description of vacuum parts from various companies that participated in a 1953 Air Performance Tests including Airway Sanitizor, Apex, Eureka, Filler Queen, General Electric, Lewyt, McAllister, Sears Roebuck, Universal, Montgomery Ward, Electrolux, Hoover, Premier, Royal, Ruton, Singer, & Westing House. Test results and comparison included.

Box 9: Scrapbooks: Eureka-Williams-Electrolux Collective/Mixed, 1903-1999

Scrapbook: Antique Vac. Film

Binder containing a variety of film negatives and copy prints of advertisements of Eureka from the early 1900s to the mid 1970s. Included in the negatives are photographs of magazine advertisements, free trial vouchers, and various men and women demonstrating the usage of various Eureka vacuum models.

Scrapbook: Williams Oil-O-Matic to Eureka- Co. 1924-1960s

Binder contains mostly photographs, documents, invoices, and patents documenting history of both Williams Oil-O-Matic and The Eureka Company from 1924 to the 1970s. Included in the scrapbook are 25 black and white photographs of Williams-O-Matic workers operating machinery; group photographs of men from the Ohio National Co-op Association Refrigeration School dated 1937; Standard Oil Company of Indiana Oil Burner Meeting in the Williams Oil-O-Matic Bloomington auditorium, dated 1940; meeting of the Williams Oil-O-Matic Engineering Department dated 1920s; various machinery and parts from the Eureka Company; and construction/demolition at Eureka's Bloomington plant, dated 1960-1970.

Items of note include: a photograph of a certificate signed by Illinois Secretary of State Louis L. Emerson acknowledging Williams Oil-O-Matic as a legally certified corporation, dated 1924; a copy and photographs of the W.T. Grant Award of Excellence being presented to The Eureka Company, dated 1974; Williams Oil-O-Matic's first patent from the US Patent Office for liquid fuel burning devices [Trademark 222,211], dated 1926.

Scrapbook: Press Releases through 1987

Binder contains newsletters, correspondence, photographs, advertisements, and press releases documenting the post-war production since 1944 to the new model vacuum releases in 1987. Included in the scrapbook are: five newsletters from The Eureka Company titled "It Happened at Eureka" documenting post-war production history at the facility; a release about stockholder proxy votes for authorization of sale to the Henney Motor Company, dated 1953; news releases about new vacuum models [uprights, power teams, wet/dry]. Also included are 44 black and white photographs of various vacuum models, company facilities, and customers using their Eureka Co. products.

Scrapbook: Eureka History Information

This scrapbook is a binder containing photographs, newspaper articles, advertisement, news releases, company correspondence, and typed histories documenting the history of the Eureka franchise from 1915-2002. Included in the scrapbook are: typed histories of C.U. Williams and Williams Oil-o-Matic, War Years History of World War II production by Williams Oil-o-Matic, Eureka-Williams company as a division of NUE Corp., and "First 50 Years of Eureka."; a 1947 issue of Fortune magazine discussing Eureka-Williams; list of company awards 1915-1998; list of cleaner shipment addresses 1910-1922, , short range air defense manual from Boeing featuring Eureka-Williams/NUE parts, notice of 1998 Eureka Co. purchase of BroMenn lifecare center at 807 N. Main St.

in Bloomington, 1999 notice of sale of former Bell Street Headquarters, and 1988 notice about Eureka Co. winning Golden Vac award from parent AB Electrolux Company.

Items of note include: full page Mission Statement of Eureka; description and image of Williams Oil-O-Matic coat of arms; 1964 brochure with lists and diagrams of products, personnel charts, ordinance division facilities, and building layouts; list of trademarks and registered names from Eureka products through 2002.

*** Oversized Collection***

[SB-428] Eureka History – Book I (1900-1966)

This scrapbook is a binder containing photographs, advertisements, typed histories, newspaper clippings, and correspondence documenting a brief history of The Eureka Company from its 1906 origin to 1966. Included in the scrapbook are full page color advertisements, radio and television commercial transcripts, newspaper clippings on the 1966 war contracts, and typed histories on Fred Wardell, founding father of Eureka. Also included in this scrapbook are 8 black and white photographs which include: portraits of Wardell and other Eureka executives; Eureka Co. facilities; various Eureka products throughout its history.

[SB-429] Army and Navy E (1942)

This scrapbook is a collection of newspaper clippings and photographs documenting the 1942 presentation of the Army Navy E Award for Excellence in Production awarded to Williams Oil-O-Matic Bloomington Sept 1942. Included in the scrapbook are newspaper clippings, personal congratulatory correspondence from members of the community, and awards presented to the Williams Division. Also included in the scrapbook are 111 black and white photographs of the award ceremony presenting the Army-Navy E awards to executives and employees of the Williams Oil-O-Matic company in Bloomington, Illinois.

Items of note include a full program/scripts of the award ceremony included speeches given by Chairman Richard O'Connel, Bloomington Mayor Mark B. Hayes, Judge Radliff, and Illinois Mayor Dwight H. Green; an invitation to the award ceremony held 1942, and portraits of various Williams executives.