

S. STERLING COMPANY

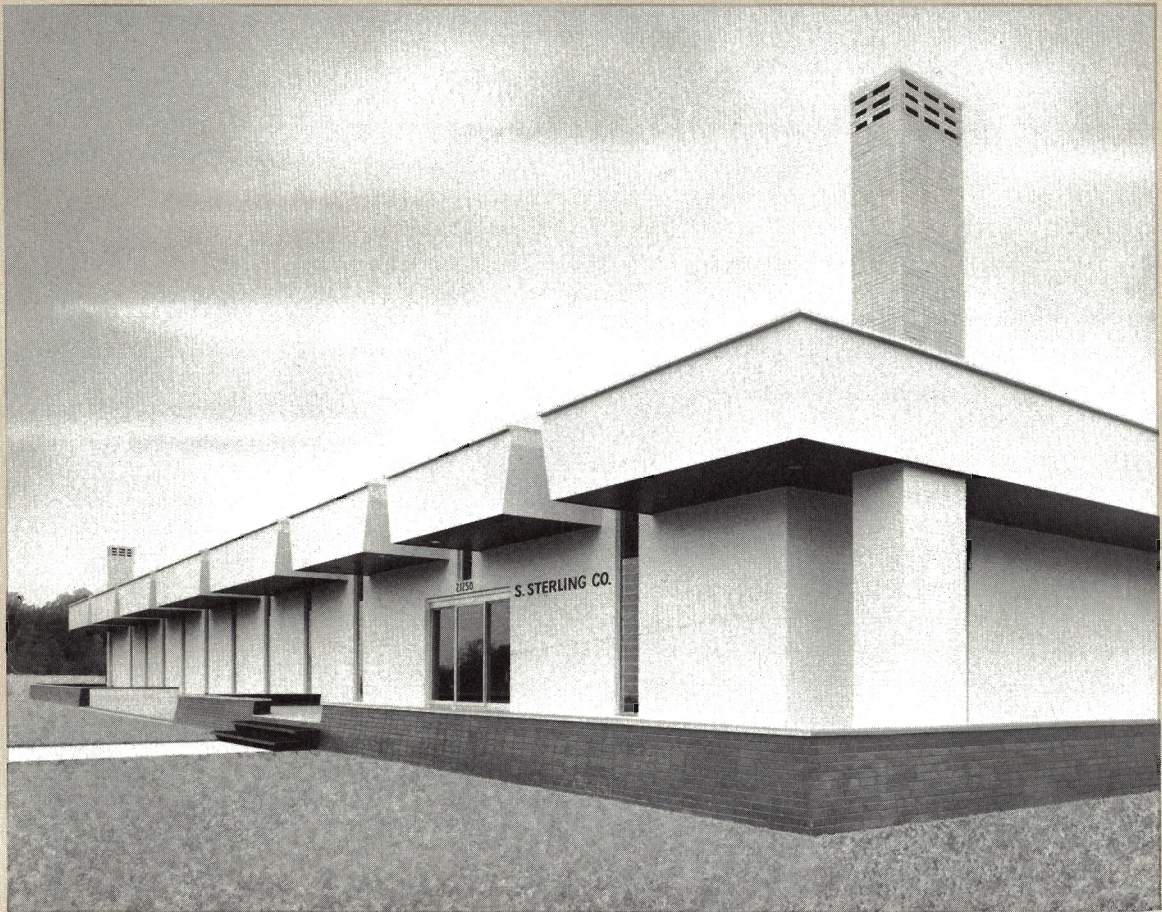
TWENTY YEARS OF SERVICE

*...One page of history is worth a
volume of words*

By historical standards, 20 years hardly qualifies as a page of history...by the standards of the electronics industry, it constitutes several generations of development and fruition. We believe these 20 years to be historically significant, in that somewhere from the past two decades, future historians will select a year as the birth of the modern electronics age.

The S. Sterling Company is proud to have shared in this history. We have published this folder as a documentation of our participation in the introduction and utilization of electronics in the areas of industry, research, and education.

In documenting our achievements, we wish to pay tribute, and express our appreciation, to those who have helped make our success possible...our customers, our principals, our suppliers, and our employees.



1946

“... dedicated to promoting broader use of electronics, from research lab to the production line.”

There was a day, not too many years ago, when the term electronics was viewed with reservations on the part of most industries. Anything with a “radio tube” was viewed with suspicion and avoided almost at any cost.

Into this atmosphere of caution—even negativism—plunged a young organization of vision and dreams, and helped mold a whole new philosophy on electronics in industry.

So began the S. Sterling Company in 1946, dedicated to promoting broader use of electronics, from research lab to the production line.

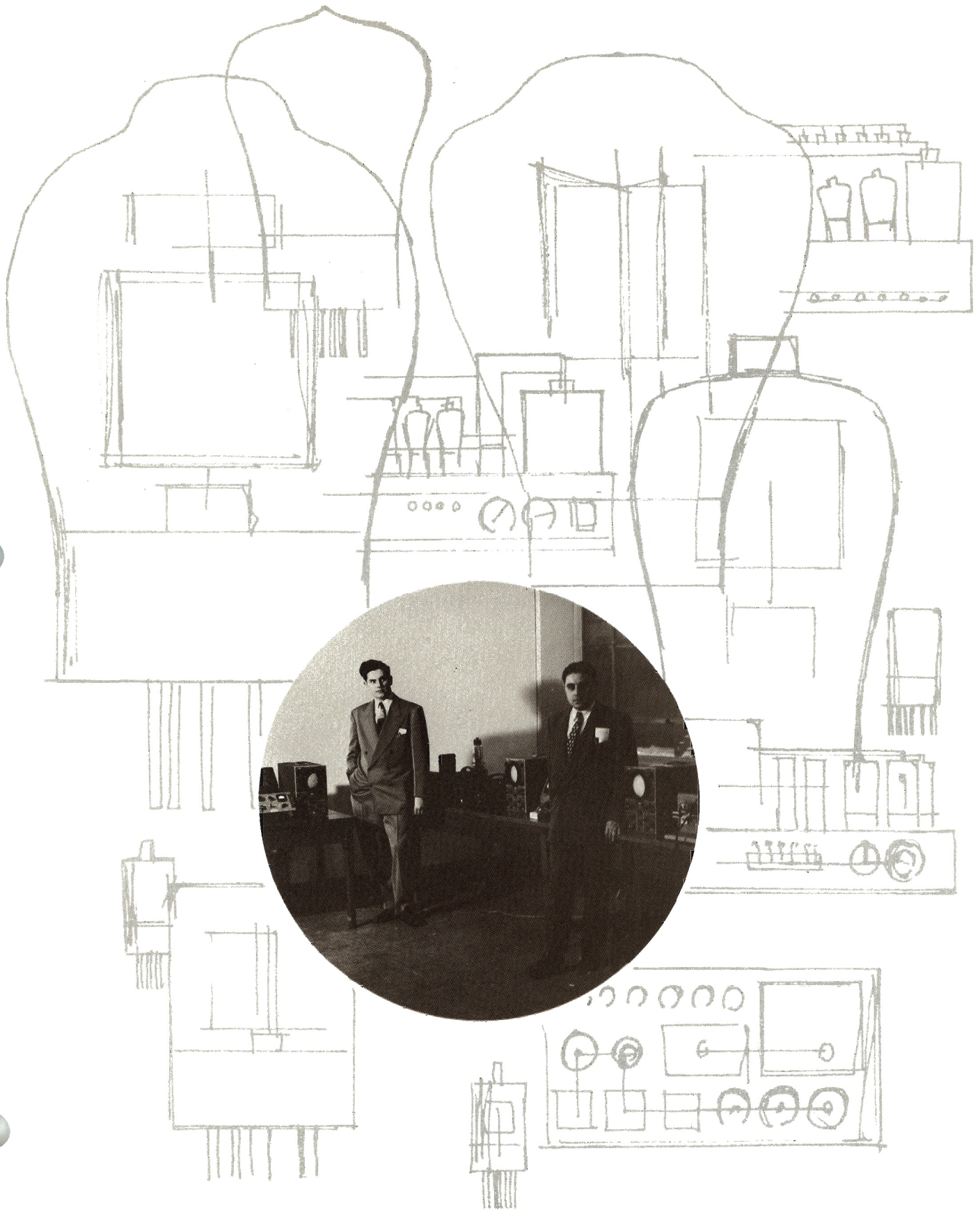
From the very beginning it was evident that the S. Sterling Company was going to be a different kind of sales organization. Early customers may remember Sy Sterling as an eager sales engineer, bringing in a scope on Monday for a demonstration, returning on Tuesday with a scratch pad full of problem solving circuits, and again on Wednesday as a serviceman to help set up a test.

“We had to wear a lot of hats in those days,” recalls Harry Crows, Sterling’s first sales engineer and now vice-president. “Our customers were concerned with producing a better product for less money and we helped them to accomplish this through the use of electronic instrumentation.”

Problem-solving applications keynoted the presentation of new products. Continued demonstration of the capabilities and advantages of electronic instrumentation filled the working hours of the two young engineers.

Most after hours were spent in designing and building special hook-up circuits to help sell standard instruments, and in repairing instruments already in the field and in need of service.

And so, the concepts of demonstration, practical application engineering, and repair service back-up launched the first decade.



1956

**"... sales during
the first decade ...
had multiplied
more than 200 fold ..."**

After 10 years, the S. Sterling Company had become one of the area's leading representatives. Its sales during the first decade of its existence had multiplied more than 200 fold over the first year. This growth enabled Sterling to begin the implementation of his early concept of a complete sales, service, and marketing organization.

Toward this end a separate Service Department was established in 1948, and in 1950 a separate applications group was formed. Then in 1952, a Components Division, with its own office force and sales staff, was founded. District sales offices were established in Cleveland (1951), Dayton (1953) and Pittsburgh (1955).

In this first decade of evolution, a great deal of diversification also occurred, and was to pave the way for the next decade. In expanding out of Detroit, Sterling recognized that industry's needs and problems were not necessarily universal. For instance, the steel industry's instrumentation problems distinctly differed from those of the automotive industry. The requirements of research and development labs were vastly separated from those of production and process control. The highly sophisticated challenges of space and military establishments demanded different solutions than those found in the quality control departments of the metal working industry.

So began the development of sales engineering talent that was particularly versed in the problems of the major industries of each district office, yet with the broad capability for contribution across the board. Today, each district office is so staffed, supported by the main office engineering staff, and through a continuing series of symposiums on electronics.



1966

The "second ten" at Sterling has been one of maturing and expansion in the realm of customer service. To house these expanding activities, the firm moved to its new 16,000 sq. foot main office located in Southfield, Michigan. During this ten-year period, the S. Sterling Company assumed an undisputed role of leadership among the representatives in its territory. No sales organization offered its customers a comparable range and depth of services; nor was there a representative in the area that could furnish its principals the broad, knowledgeable coverage backed by the engineering talent and customer services afforded by the Sterling organization.

Recognition of the Sterling concept of marketing was illustrated in 1964, when several of the firm's principals invited Sy to expand his territory westward. A new office was opened in St. Louis, and has since grown from one man to a staff of five.

MID-WEST'S LARGEST INSTRUMENT REPAIR COMPLEX. One of the major factors contributing to Sterling's position of leadership is the emphasis placed on furnishing factory-authorized service facilities. Service Centers were opened in Cleveland, Dayton, and Pittsburgh to supplement the main office facility. Today, these four sites perform warranty repair for more than 35 of the nation's leading electronic instrument manufacturers and comprise the mid-west's largest independent instrument service complex. In the past twenty years, over 15,000 instruments have been processed by these centers.

APPLICATIONS DIVISION

Engineering talent as a marketing tool came into its own during this period through the formal establishment of Sterling's Applications Division. This specialized group serves as a design, engineering, and systems assembly source specializing in solving measurement and control problems with electronic instrumentation. From the original sensing element or transducer, to data display and subsequent control, Sterling Applications engineers offer a unique blending of practical experience and theory. Sterling customers, both large and small, have found this service to be invaluable in the application of electronic techniques to solve new and challenging problems presented by the rapid advances in all phases of today's technology.

SSCO STANDARDS LABORATORY

The midwest's first independent standards laboratory was established by the S. Sterling Company in 1960 to meet the growing need for accuracy certification to military requirements. The SSCO Standards Laboratory is owned by Sterling employees and is directed by registered professional engineers. The scope of this facility has been greatly expanded in its six-year existence; it now provides standards measurements, traceable to National Bureau of Standards, in the Metrology field for a diverse list of customers across the country.

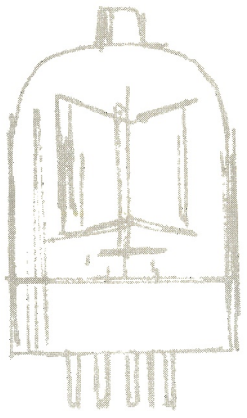
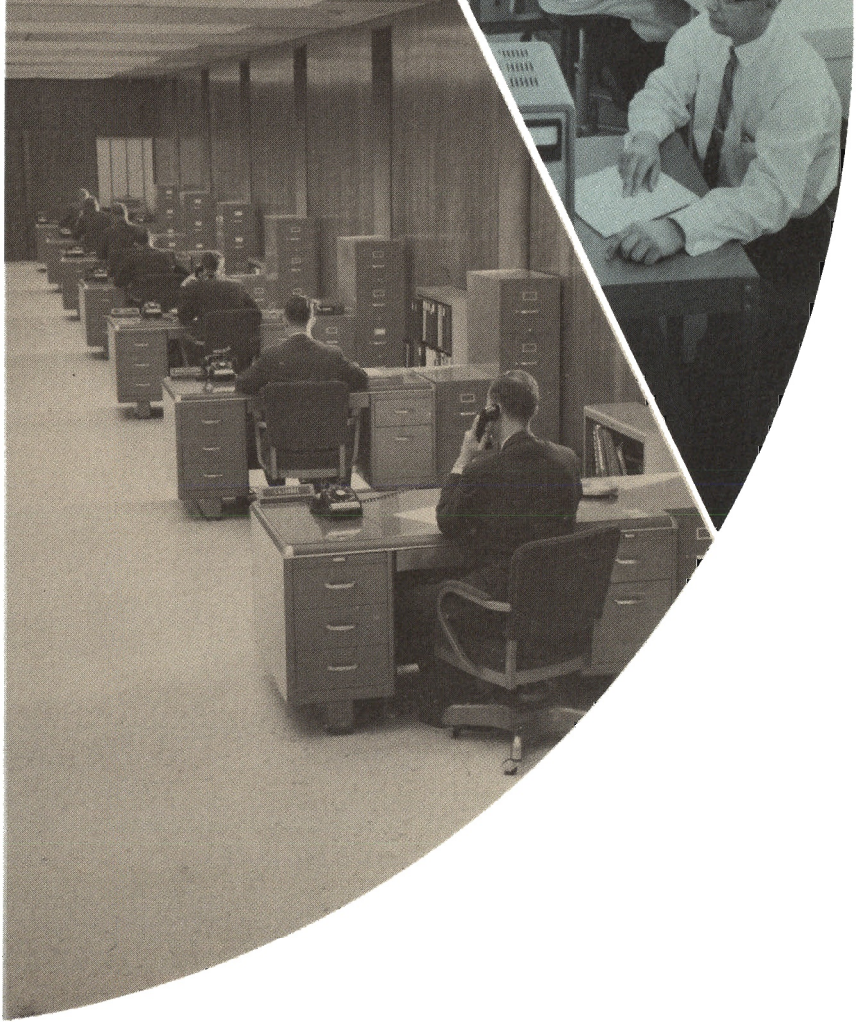
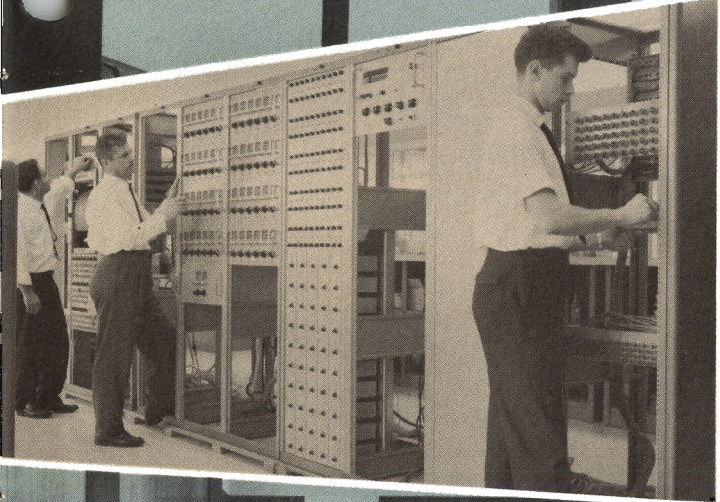
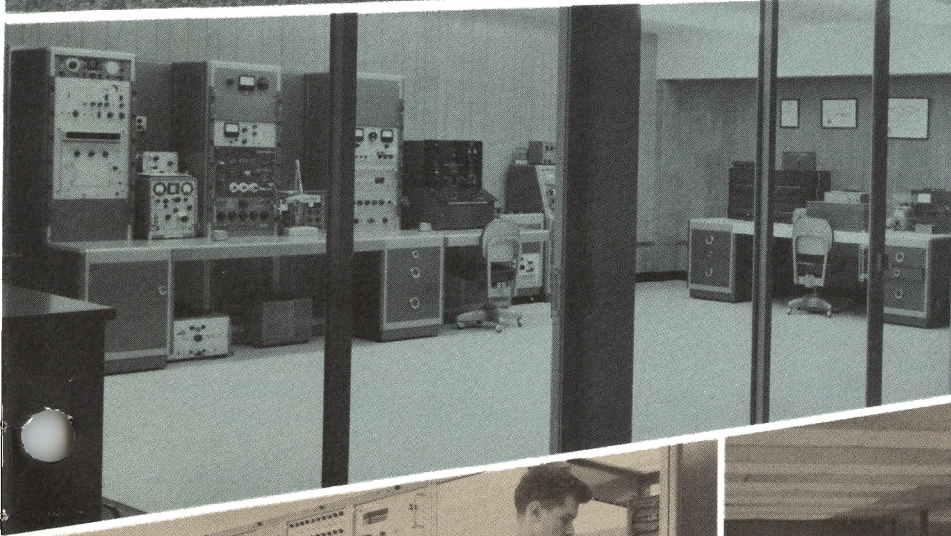
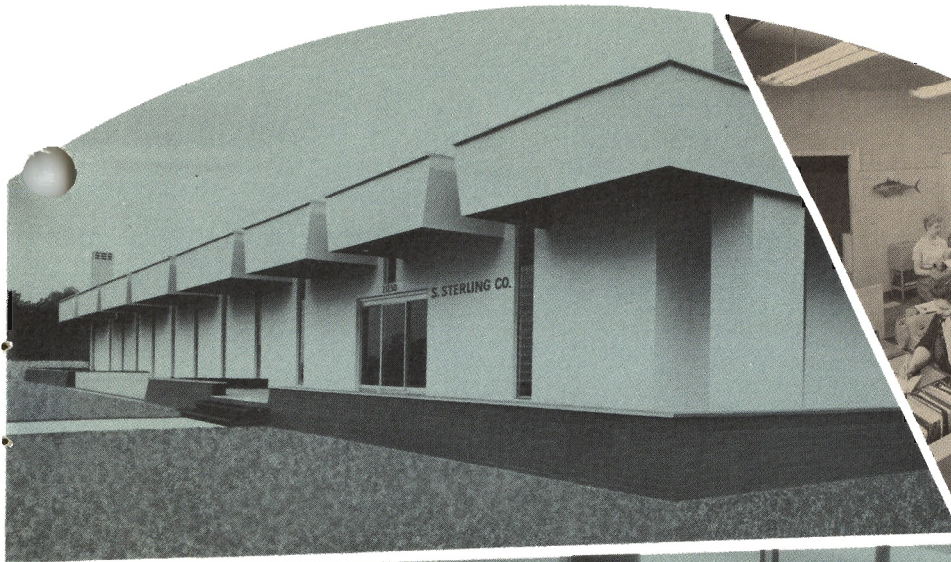
PROFIT SHARING

Sterling's progress during the first 20 years was not limited to the expansion of customer services. Leadership in the area of employee benefits was assumed with the founding of the S. Sterling Company Profit Sharing Trust Fund. The fund is supported entirely through contributions from company profits and furnishes Sterling employees with a very real share of the success made possible through their efforts.

DATA SCIENCES DIVISION

Always the first to investigate new fields of interest, Sterling was an early starter in the field of digital techniques. A Data Sciences Division was formed and staffed with programmers and data processing specialists. This new group offers several specialty services, including programming assistance, personnel training, and management science studies, as well as a complete line of new and used computers and computer components.





THE NEXT 20 YEARS

We at the S. Sterling Company look upon our first twenty years of business as our beginning. We have, during these past two decades, formulated a proven method of operation, and molded an organization unmatched in experience and talent by any comparable sales company in the country. One of the most satisfying aspects of commemorating our first twenty years is the realization that the best is yet to come.

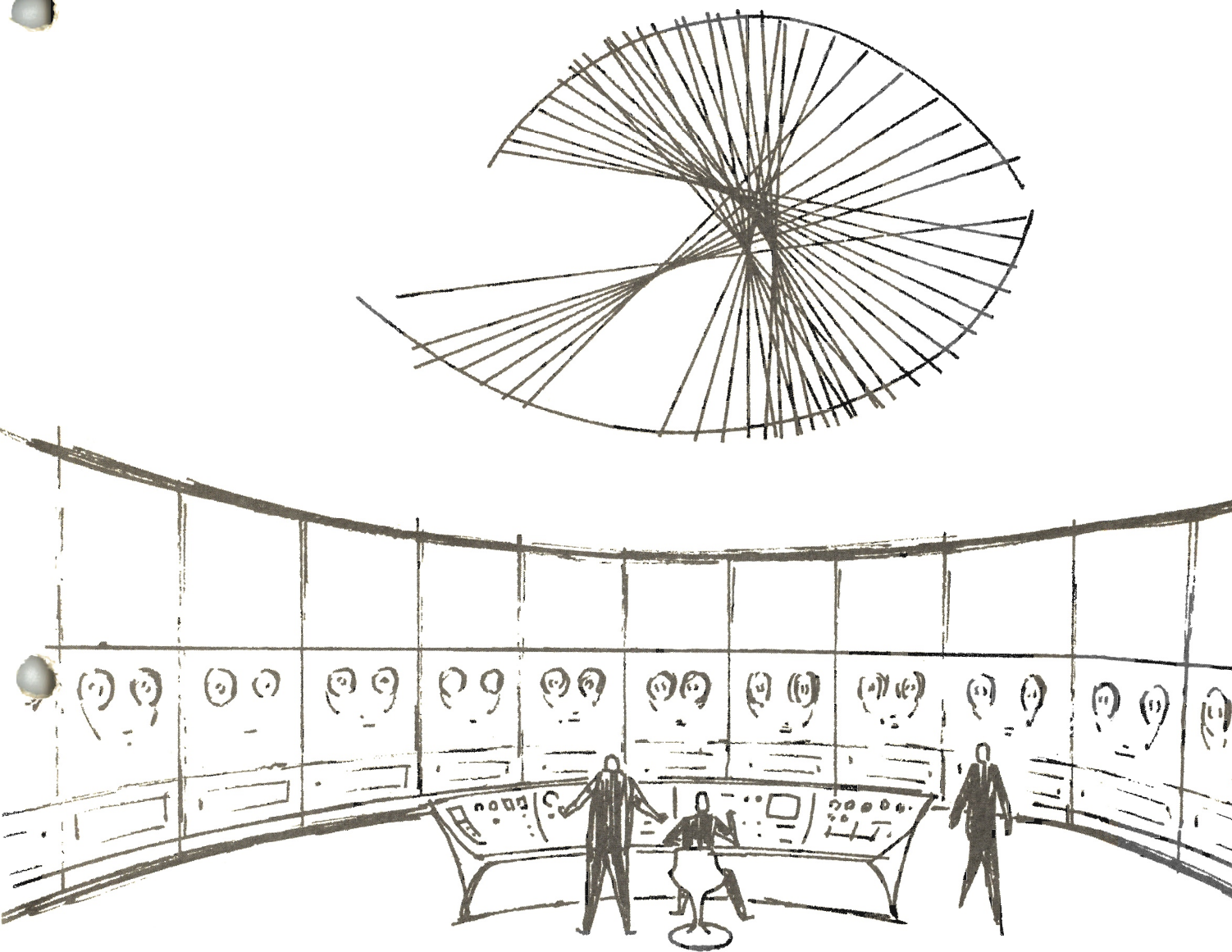
In the areas of medicine, scientific research, education, communications, industrial safety, quality control—in all facets of our customers' activities there will be technological advances that will influence and change virtually every industrial, educational, or commercial operation in the nation. As these new products and techniques are developed, we stand ready to offer the knowledge and experience of our first twenty years to assist our customers in their practical application.

Our pledge for the future is perhaps best contained in our corporate objectives which we include in our Employees Handbook. These are as follows:

1. Be the best and most respected manufacturers representatives in the country.
2. Serve our customers well enough to earn their admiration for our efforts.
3. Gain the reputation among our principals as being the most capable organization they deal with.
4. Grow sufficiently to provide new horizons and challenges for all of our employees.
5. Operate our company efficiently and profitably for the security of all.
6. Share our profitability with the employees whose contributions make successes possible.

It is our sincere belief that if we continue to strive toward the fulfillment of these objectives, we will then continue in our growth and our success.

Sy Sterling



S. STERLING COMPANY

MANUFACTURERS REPRESENTATIVES

DETROIT

CLEVELAND

DAYTON

PITTSBURGH

ST. LOUIS