W.A. McCOLLOUGH & SONS, INC.

Webster City, Iowa

Pictured Left to Right: Bertha McCollough, Laura McCollough, Richey McCollough, Luther McCollough, Grace McCollough, W.A. McCollough, McKinley McCollough, George McCollough, Cousin Thad Eaton, in the door above, an employee, Rutledge.

McCOLLOUGH'S, INC. SENECA FOUNDRY, INC.

Celebrating 100 years

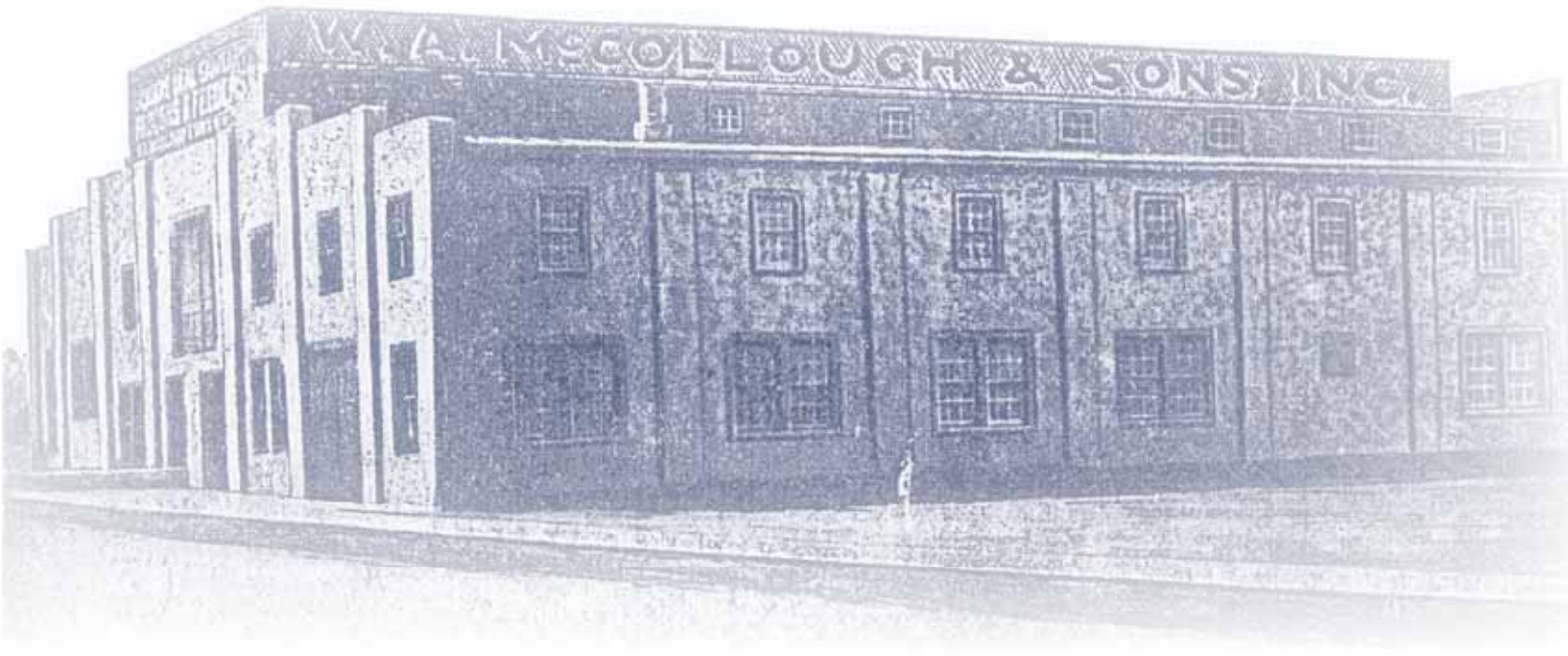
Note to Readers:

Approximately three years ago, my dad (Robert) began his research on the McCollough family and their businesses. Eventually, my mom (Ruth), brother (Kirk), and I got involved. We had a great deal of fun sorting through photo albums, newspaper clippings, scrapbooks, and little slips of paper with handwritten notes and listening to the personal stories of various members of the family (including some taped conversations with family long gone).

In the end, we put together this brief history of W.A. McCollough and his businesses. We made every effort to be accurate but we also recognize that memories fade and that different members of the family recollect events differently. We also made every effort to include the highlights as we saw them and hope that we have not missed some watershed moment.

Please enjoy the book and please send your stories our way; we would be happy to add them to our little collection.

Jennifer McCollough



Dedication

This book is dedicated to William Arnold (W.A.) and Bertha McCollough whose inventions, vision, creativity, tenacity, and just plain hard work set the stage for each of the generations that have followed.

We thank them for everything they gave us.

William McCollough, born 10-11-1822
Married *Isabel Arnold* on May 1, 1850

Their children were:

- Martin Luther (M.L.) Born 10-27-1851
- James Talbert Born 9-13-1853
- Laura Bell Born 7-4-1856
- William Arnold (W.A.) Born 7-24-1858 Married Bertha Richey
- George McDonald Born 12-20-1860
- Oscar Johnson (O.J.) Born 3-26-1863
- Burtrum Bruce Born 4-1-1867

Their children were:

- George
  Wives:
  Ethel
  Blanche
  Emma

  Children:
  Margaret Genschmer
  Dick (Richard)
  Barbara Talcott
- Grace
  Husband:
  John Fausch

  no children
- Laura
  Husband:
  Jesse Smith

  Children:
  Bill
  Bob
  Roger
- McKinley
  Wife:
  (Mildred) Ferne

  Children:
  John
  Robert
  Mary Donna
- Richey
  Wife:
  Florence

  Children:
  Betty Jo Crow
  Dean
- Luther
  Wife:
  Carrie

  Children:
  Patsy Hoover
  Daryl

Seated: Bertha and W.A. McCollough
Standing: Laura, McKinley, George, Luther, Richey and Grace

Presidents

W.A. McCollough
Born: July 24, 1858
Died: January 28, 1938
President from 1909-1936

George McCollough
Born: November 24, 1889
Died: April 29, 1974
President from 1936-1950

McKinley McCollough
Born: October 21, 1896
Died: November 16, 1962
President from 1950-1962

John A. McCollough
Born: November 20, 1920
President of McCollough's Inc from 1962-1986

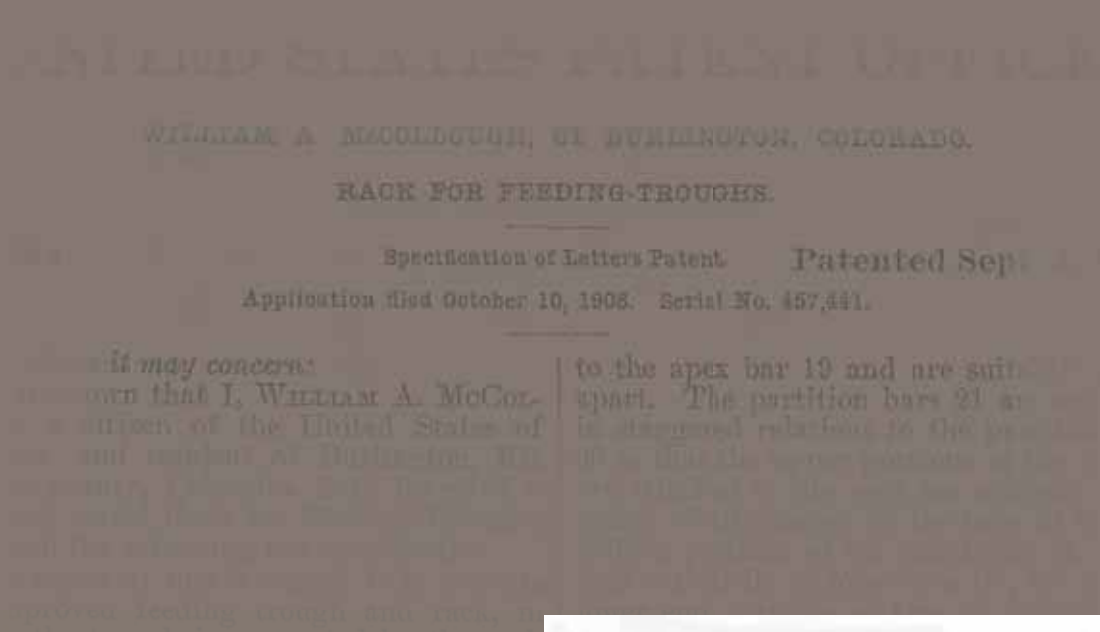
Robert L. McCollough
Born: July 24, 1925
President of McCollough's Foundry (later Seneca Foundry) from 1962-1994

Blaine J. McCollough
Born: April 21, 1948
President of McCollough's Inc from 1986-1993

Kirk L. McCollough
Born: July 24, 1951
President of Seneca Foundry since 1994

Beginnings

In 1907, our founder, W.A. (William Arnold) McCollough, was working as a blacksmith and farming in Burlington, Colorado. It was then that he designed a hog feeding trough. W.A. filed for a patent for his hog feeding trough on October 10, 1908 and received the patent September 7, 1909.



WILLIAM A. MCCOLLOUGH, OF BURLINGTON, COLORADO.

RACK FOR FEEDING-TROUGHS.

Specification of Letters Patent. Patented Sep

Application filed October 10, 1908. Serial No. 457,441.

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W.A.'s brother M.L. (Martin Luther) – pictured here with his wife Fannie – lived and worked in Webster City as an auctioneer. At M.L.'s urging, W.A. and family moved to Webster City.

In October, 1909, W.A. moved his family (wife Bertha and children George, Grace, Laura, McKinley, Richey, and Luther) to Webster City, Iowa. They settled into a home on the northeast corner of Second and Superior Streets. Next to the home was a large lot suitable for a good-sized building – the spot where W.A. would build a factory.

The yellow brick family home can be seen to the left of the factory on the front cover. It can also be seen to the right of the old Webster City City Hall in the picture above.

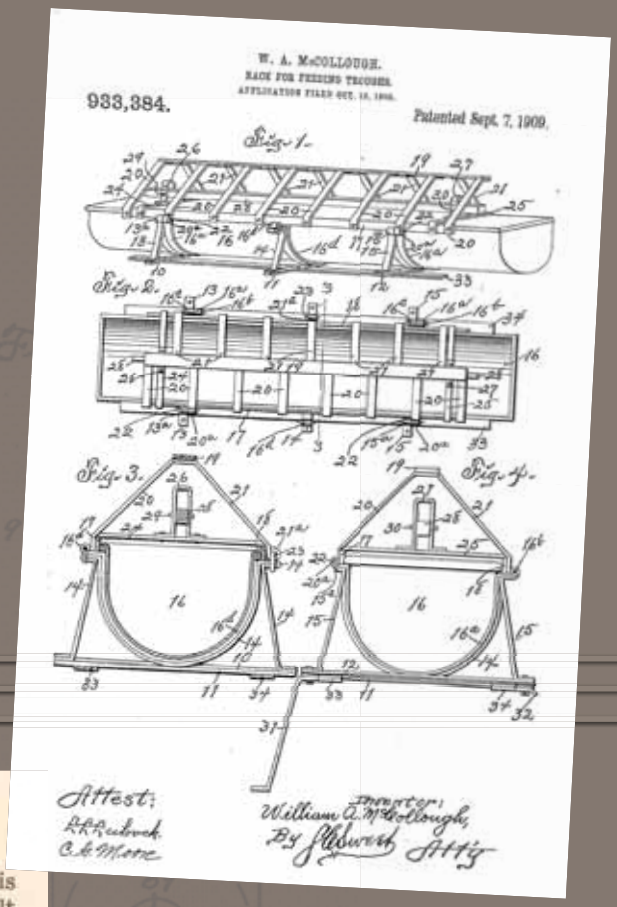
W.A. rented a building on the southwest corner of Seneca and First Streets late in 1909 and with his brother Burt and son George began planning a building they would construct to use in manufacturing the hog feeding troughs.

Construction of the factory, pictured below, began in the spring of 1910 on the northeast corner of Second and Superior Streets. Every member of the family helped in the construction – regardless of age.

Invention Patents

W.A. was a prolific inventor, filing and receiving 11 patents during his lifetime. Sons George and McKinley filed a 12th patent on behalf of W.A. McCollough & Sons. This final patent was approved October 11, 1932.

Early hog feeders were made of wood because sheet metal was scarce during WWI.



W. A. McCOLLOUGH.
RACK FOR FEEDING TROUGHS.
APPLICATION FILED OCT. 13, 1908.

933,384. Patented Sept. 7, 1909.

Fig. 1.

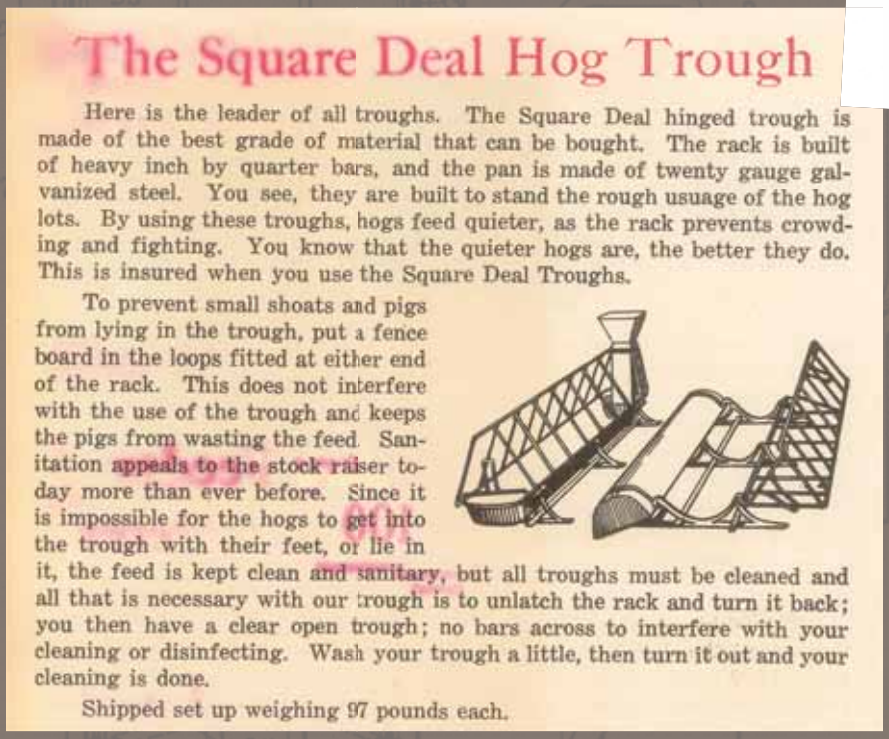
Fig. 2.

Fig. 3.

Fig. 4.

Attest: R.R. Rudwick C.A. Moore

Inventor: William A. McCollough, By J. Howard Atty



The Square Deal Hog Trough

Here is the leader of all troughs. The Square Deal hinged trough is made of the best grade of material that can be bought. The rack is built of heavy inch by quarter bars, and the pan is made of twenty gauge galvanized steel. You see, they are built to stand the rough usuage of the hog lots. By using these troughs, hogs feed quieter, as the rack prevents crowding and fighting. You know that the quieter hogs are, the better they do. This is insured when you use the Square Deal Troughs.

To prevent small shoats and pigs from lying in the trough, put a fence board in the loops fitted at either end of the rack. This does not interfere with the use of the trough and keeps the pigs from wasting the feed. Sanitation appeals to the stock raiser today more than ever before. Since it is impossible for the hogs to get into the trough with their feet, or lie in it, the feed is kept clean and sanitary, but all troughs must be cleaned and all that is necessary with our trough is to unlatch the rack and turn it back; you then have a clear open trough; no bars across to interfere with your cleaning or disinfecting. Wash your trough a little, then turn it out and your cleaning is done.

Shipped set up weighing 97 pounds each.

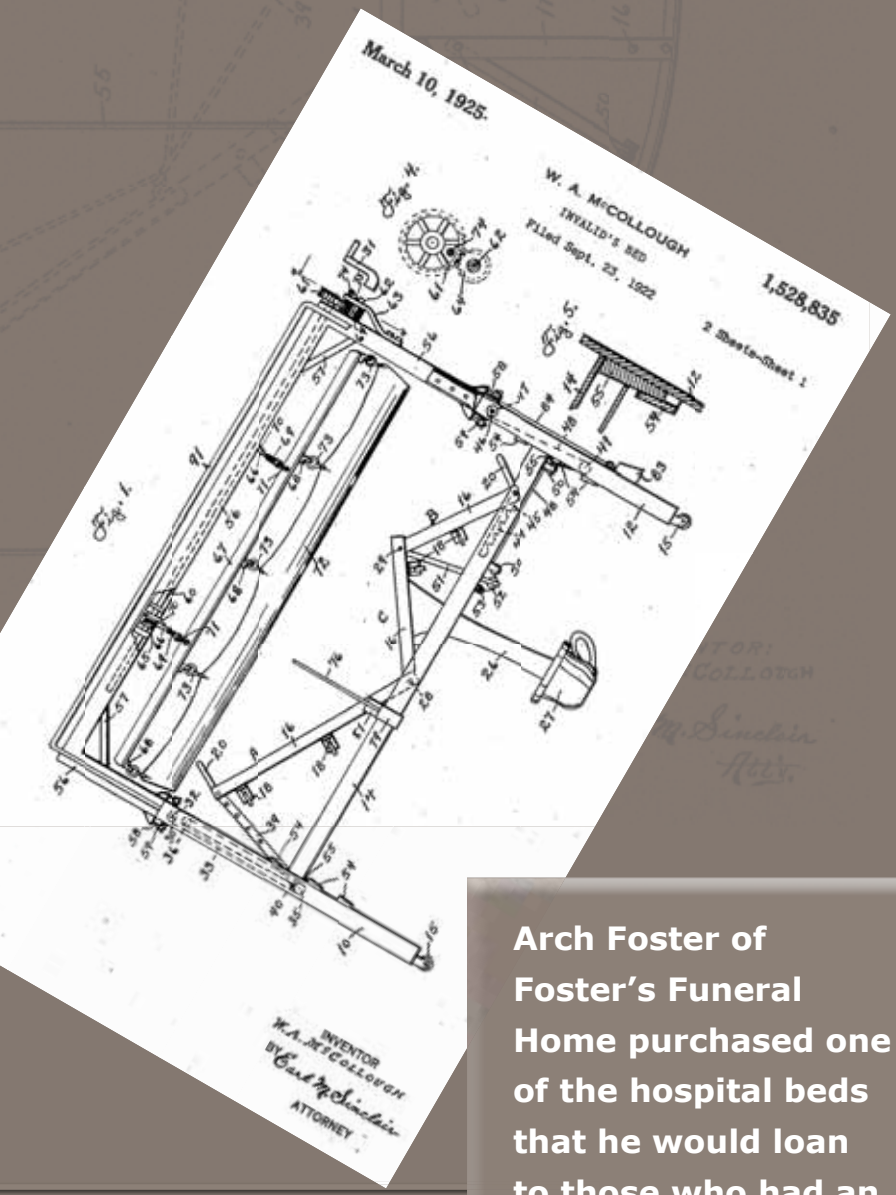
Advertisement for the Square Deal Hog Trough.

By 1940, W.A. McCollough & Sons, Inc. was producing 45% of the nation's self-feeders for hogs. The other 55% of self-feeders were made by 24 other businesses across the country.

Although each invention had its place in history, two inventions in particular are worth noting. The first patent for a "Rack for Feeding Troughs" was granted September 7, 1909. This invention was significant in that it launched W.A. McCollough & Sons. Perhaps more importantly, it ushered in new, more sanitary methods of feeding and watering pigs. The rack prevented pigs from standing or lying down in the trough. The relatively clean, sanitary trough and feed kept the pigs disease free.

The "Invalid's Bed" patented March 10, 1925, was a precursor to today's hospital bed. This bed could be adjusted in many ways to accommodate a patient. It also had an arched frame which could be used to provide traction for the patient, to hang IVs and other uses.

W.A. and Sons manufactured and shipped the hospital beds for a short time. However, the company determined that its knowledge of manufacturing a bed was limited as were the finances for such an endeavor. So, in the mid-1920s, the rights to the bed were sold to the Brown Bed Company.



Arch Foster of Foster's Funeral Home purchased one of the hospital beds that he would loan to those who had an ill or injured family member at home.

Rack for Feeding-Troughs
Application made October 10, 1908
Patent granted September 7, 1909

Cattle-Feeding Trough
Application made May 24, 1910
Patent granted July 25, 1911

Feeding Trough
Application made February 23, 1915
Patent granted March 14, 1916

Feeding Trough
Application made May 3, 1916
Patent granted September 25, 1917

Hopper for Feeding Trough
Application made January 6, 1917
Patent granted January 8, 1918

Drinking Pan for Stock Fountains
Application made September 23, 1920
Patent granted June 21, 1921

Individual Watering Trough
Application made April 4, 1921
Patent granted April 25, 1922

Invalid's Bed
Application made September 23, 1922
Patent granted March 10, 1925

Adjustable Chair
Application made September 10, 1923
Patent granted April 21, 1925

Poultry Feeder
Application made December 1, 1924
Patent granted December 14, 1926

Hog Feeder
Application made March 17, 1927
Patent granted June 25, 1929

Hog Feeder
(this patent was filed by sons George and McKinley)
Application made May 18, 1931
Patent granted October 11, 1932

County Fair

The first fair in Hamilton County was held from September 30, 1868, through October 2, 1868, at a site very near our current fair grounds. The county fairs, however, ceased sometime in the 1880s after which privately managed fairs were held on the west side of Webster City at a site about where the senior high school stands today.

All fairs – county and private – were discontinued by the early 1900s. However, in 1918, a Hamilton County Fair Board was established and a county fair was again held. But, this fair was not held at the county fair grounds. It was housed in the second story of the W.A. McCollough & Sons factory and in the livery barn on Seneca Street (which later became the Wehrheim Sale Barn).

Feeding trough display outside W.A. McCollough & Sons, 1918 County Fair

Displays at the 1918 County Fair.

The Great Depression

McKinley and Ferne McCollough with son John were at the Mayo Clinic in Rochester, MN. On July 5, 1932, the family was about to head home to Webster City. They tried to settle their bill before leaving, but the clinic would not take their check. It was then that McKinley and Ferne learned that most of W.A. McCollough & Sons money had been lost because the bank in Webster City had closed.

George and McKinley never forgot the lesson of 1932 when most of their money was lost. The brothers persevered. Eventually, in the '30s, they bought out their siblings' interest in W.A. McCollough & Sons, Inc. As the Great Depression wound to a close and the company again began making money, the brothers bought farm ground – about 500 acres in Wright County – rather than put their hard-earned profits in the bank.

During the Great Depression, McCollough's Inc. produced and sold sweeping compound and a mortar mix.

The Siblings:

- Grace McCollough Fausch was Secretary of W.A. McCollough & Sons and worked in the office for a time before moving to California.
- Laura McCollough Smith studied nursing. She was married to Jesse Smith; they lived on a farm south of Tama, Iowa.
- Richey McCollough worked for a time with W.A. McCollough & Sons before signing on with the U.S. Postal Service.
- Luther McCollough worked a bit with W.A. McCollough & Sons. However, Luther had tuberculosis and needed a different climate. He spent much of his adult life in New Mexico.

Early Expansion

Iron castings were an integral part of the livestock waterers. Rather than find a supplier of such castings, George and McKinley felt it would be more efficient for the company to produce its own. That led to the building of an iron foundry in 1936.

The sawmill during a flood, June, 1944.

During WWII, lumber was scarce; much of the available supply was being used in the war effort. Because McCollough's Inc. needed lumber in the making of its hog troughs, the company eventually purchased a saw mill in order to have a ready source for lumber.

The drying kiln at the sawmill, June, 1944.

The company name was changed in 1939, not long after W.A.'s death, from W.A. McCollough & Sons to McCollough's, Inc.

Fork in the Road

McKinley's sons, John and Robert (Bob) and George's son, Dick, all spent time in the military service in the early through mid-1940s. When they returned to Webster City, they all went to work in the family business. John went to work at the factory. Bob went to work at the foundry. Dick worked back and forth between each of these units of the business.

Bob and John McCollough

Dick McCollough

It was not long after the sons took an active role in McCollough's Inc. that McKinley and George decided to split the family holdings. In 1949, McKinley was given the two manufacturing businesses, and George was given the farm, the saw mill, and land just to the west of the foundry. John and Bob remained in their respective roles in the factory and foundry; Dick moved to the farm and worked for George operating the sawmill.

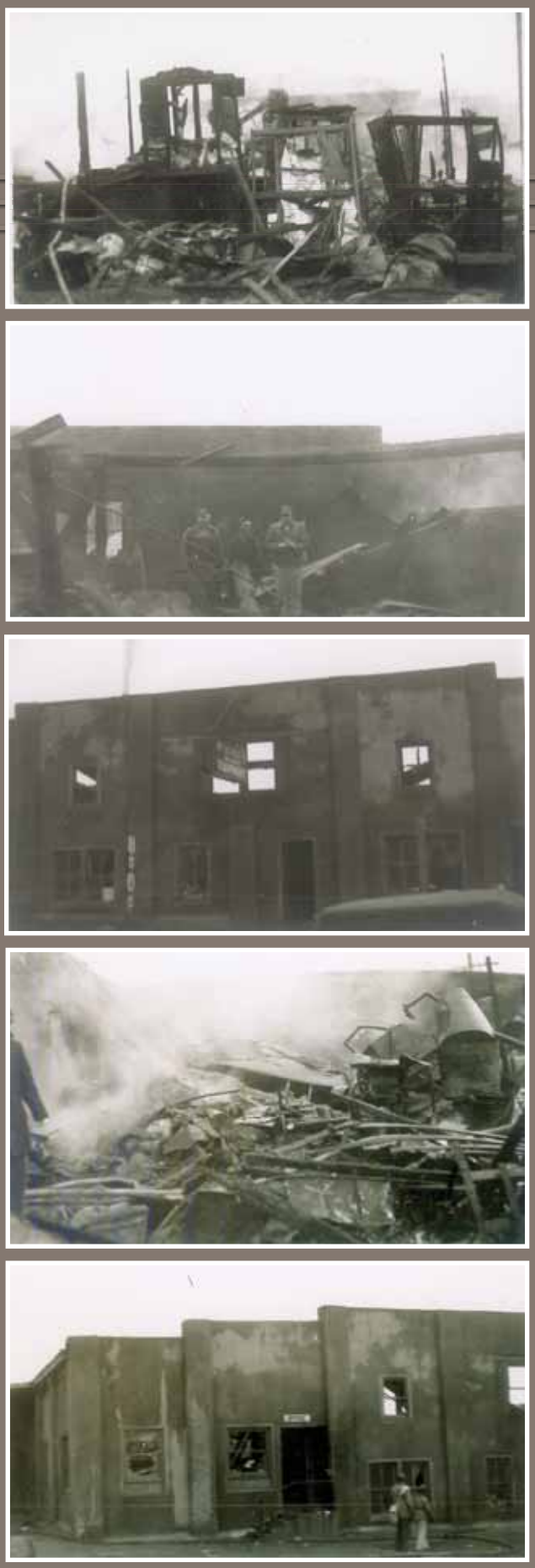
Each part of McCollough's Inc. – factory and foundry – grew. And over time, McKinley, John, and Bob determined that it made sense to operate the factory and foundry as distinct and separate businesses. So, on July 18, 1955, the foundry split off from McCollough's Inc. and became McCollough's Foundry, Inc.

After WWII, the company could again find sources for lumber and therefore had no need for a saw mill. The mill was sold first to Walt Raven and later to a Mr. Campbell, a relative of Denny Tasler's, who eventually owned the mill.

McCollough's Inc.

With John at the helm, McCollough's Inc. continued W.A.'s original charter. In spite of losing the building twice to fire, the company ticked along. Over time, the company sold products under a variety of names, including Square Deal, Dura-Mac, Utility, Big Chief, and Thrif-T-Feed.

John had his grandfather's "invention gene" and through the years at McCollough's Inc. produced more than just livestock waterers and feeders. The company made swing sets, picnic table bases, the Rolfe tilting farm gates, and poultry feeding equipment to name just a few.



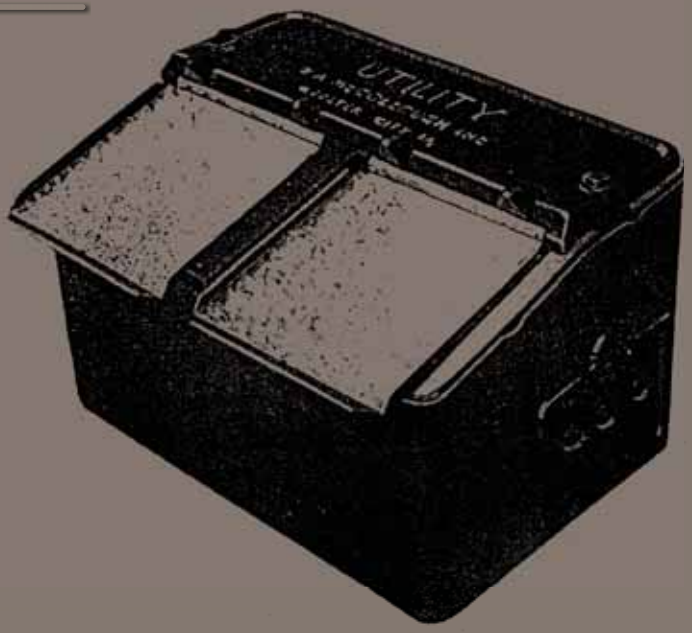
Some of the devastation from a fire at McCollough's Inc. in the late 1940s.

From a 1968 catalog.

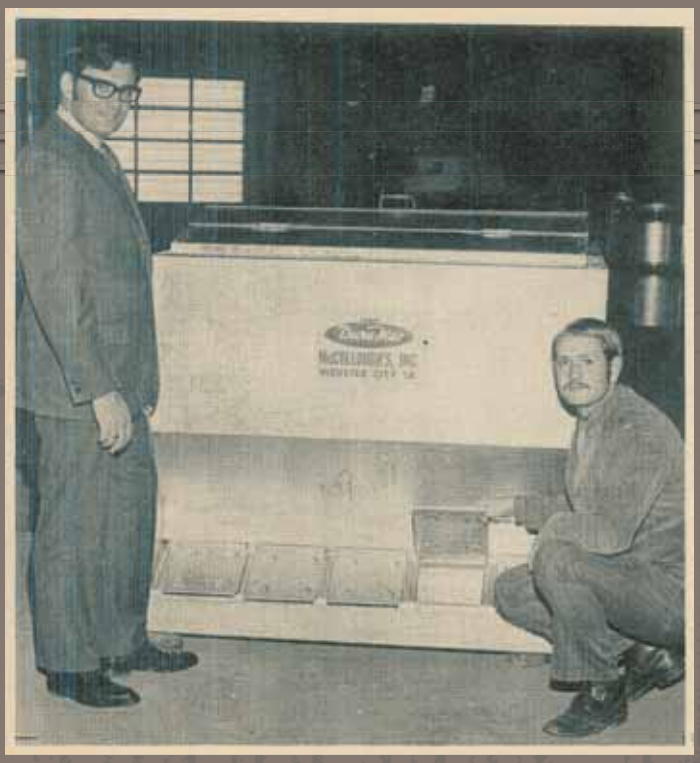
By the 1960s, McCollough's Inc. had its own color printing department and produced all of its own advertising materials. It added IBM data processing equipment in 1967 and processed data for the company and many local and regional firms into the 1970s.

With the diversity of businesses, help was needed from the entire family. Leola helped John in the office. Daughter Connie Sue handled data processing; son Blaine managed the plant. Connie Sue's husband, Jerry, handled sales and Blaine's wife, Willa, worked in the office.

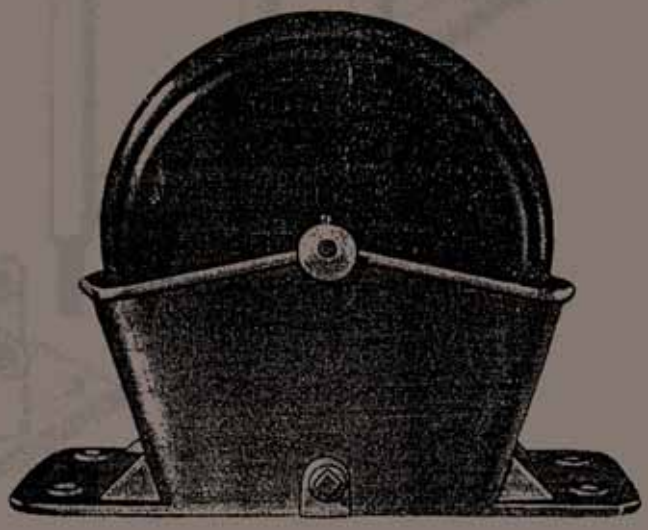
Leola Stone McCollough at work in the office.



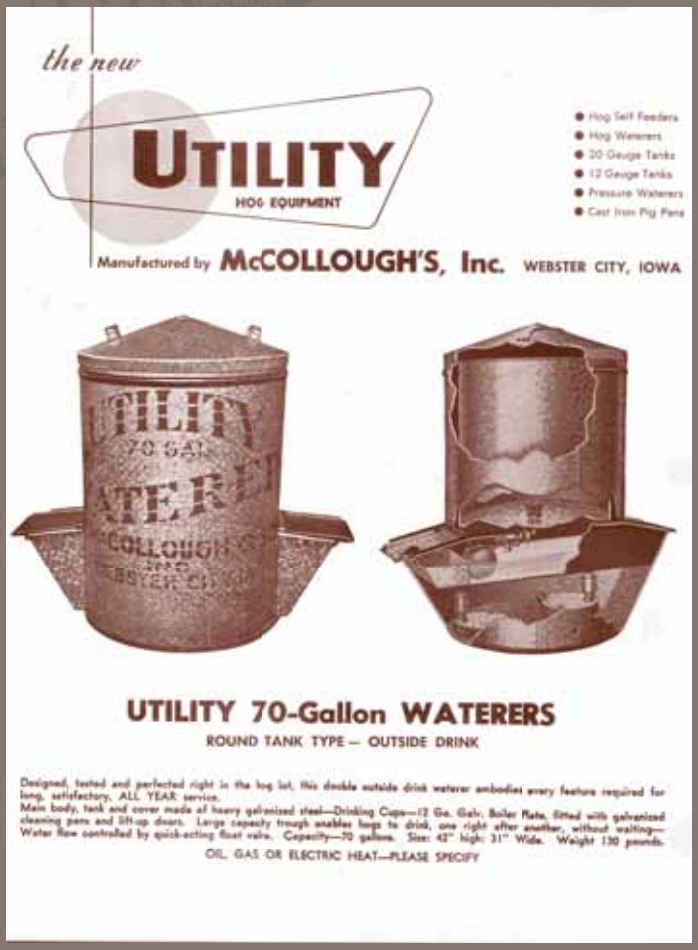
Connie Sue McCollough Haidle (far right) training, from left, George Bloomberg, Roger Bottorf, and a city employee.



Jerry Haidle (left) and Blaine McCollough show a Dura-Mac Feeder.



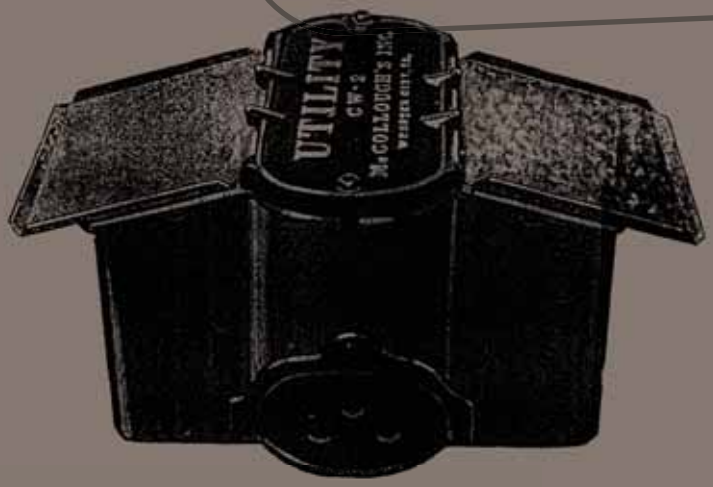
UTILITY HOG OILER—WT. 50 LBS.

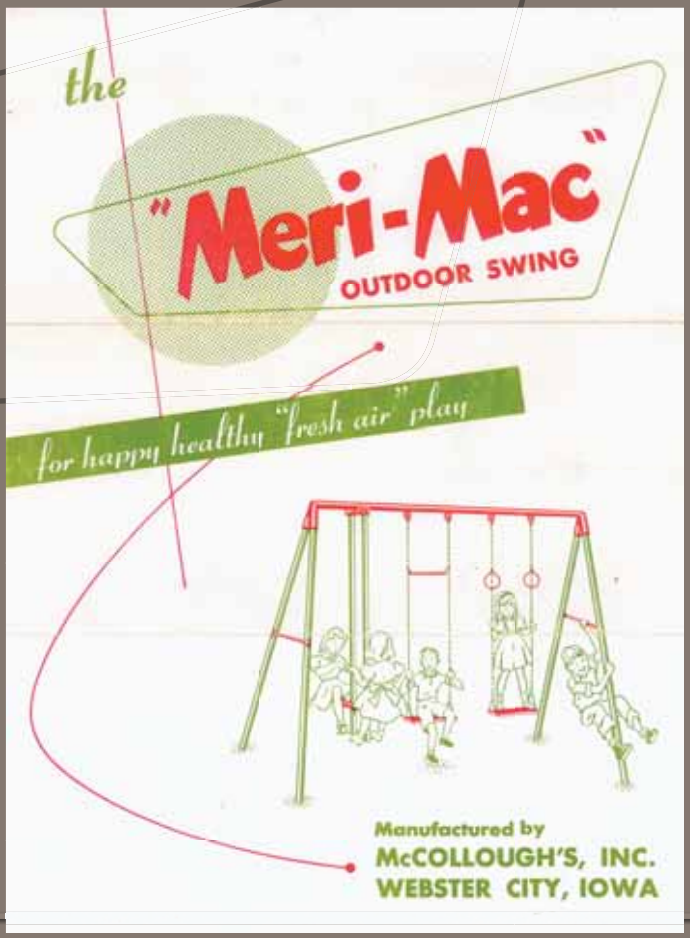


Salesmen and customers of McCollough's Inc. Rich Rasmussen is at far left; LeRoy Rasmussen is 3rd from right with his back to the camera. John McCollough is 2nd from the right.

LeRoy Rasmussen (right) with a customer.

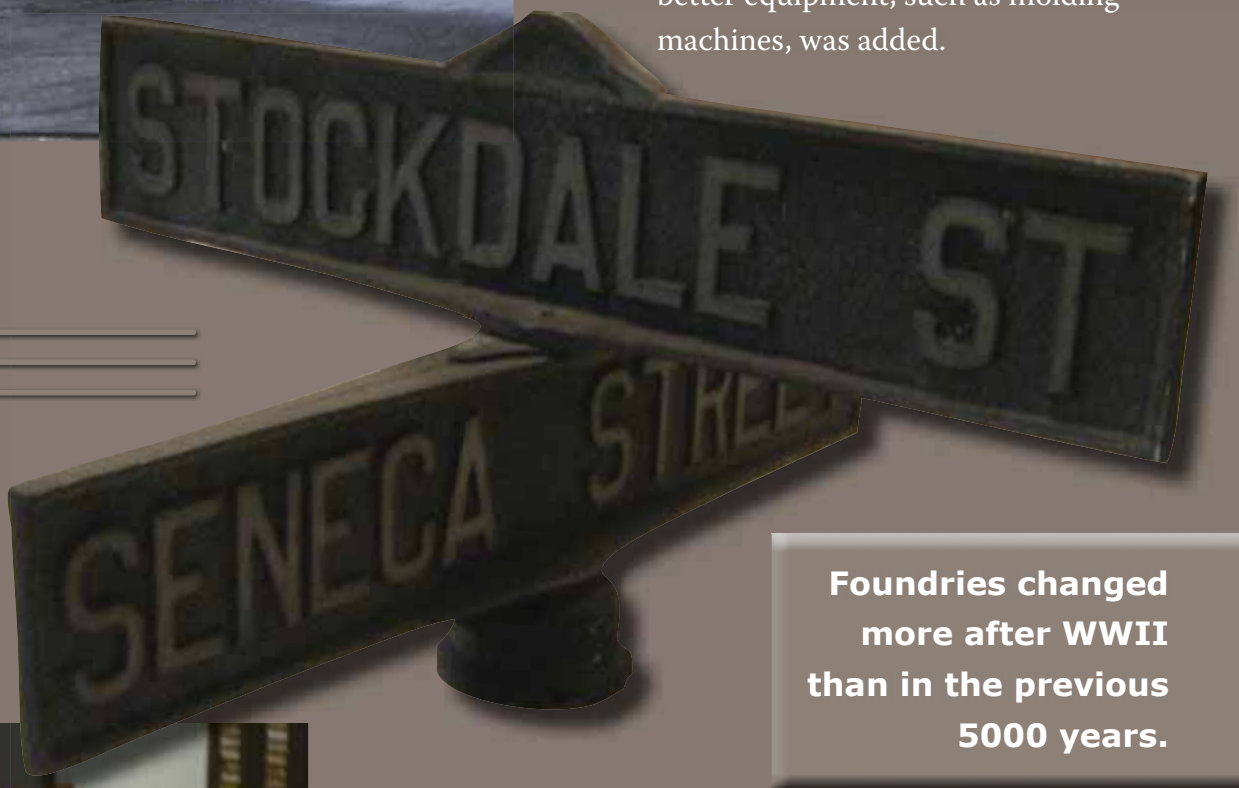
By the early 1970s, open-air hog lots were waning and confinement units were becoming the preferred method of hog production. Due to this change in raising hogs, the feeders and waterers produced by McCollough's Inc. were no longer in demand and by 1986 the company had ceased production.





Meanwhile at the Foundry...

Bob had a big job trying to bring McCollough's Foundry up-to-date from an 1890s-style foundry to a modern foundry starting with changing the dirt floors to cement floors. With that job done, newer, better equipment, such as molding machines, was added.



Foundries changed more after WWII than in the previous 5000 years.

Harry Daniels, a long-time employee, at his desk at the original foundry.

In Webster City, there are many McColloughs; we spell it with an "o." Anyone who is not a part of the clan could – and often did – get the McColloughs confused. In an effort to reduce some of the confusion over the McCollough businesses, Bob decided to change the name of the foundry. Nothing difficult about this process. Bob simply looked out his office window, saw the cross-street sign – Seneca / Stockdale – and renamed the foundry to Seneca Foundry, Inc. The new name was official on March 30, 1961.

Familiar Products

Many items made by Seneca Foundry are hidden inside other products. But some products are familiar to most everyone.


Wednesday, May 5, 1948

First Sign Up

Seneca "labeled" Webster City; 210 street markers were put up in 1948. Bob McCollough is at the far right.

Grave markers for military veterans.

Manhole covers.

Growth

Over time the foundry was able to expand. New equipment, such as a rockover, a stripper, an overhead sand system, and a cupola furnace, was installed.

Employees at work at the original McCollough's Foundry.

The overhead sand system was a tremendous addition to the foundry since hand shoveling of sand was eliminated. Can you find the stripper in this picture?

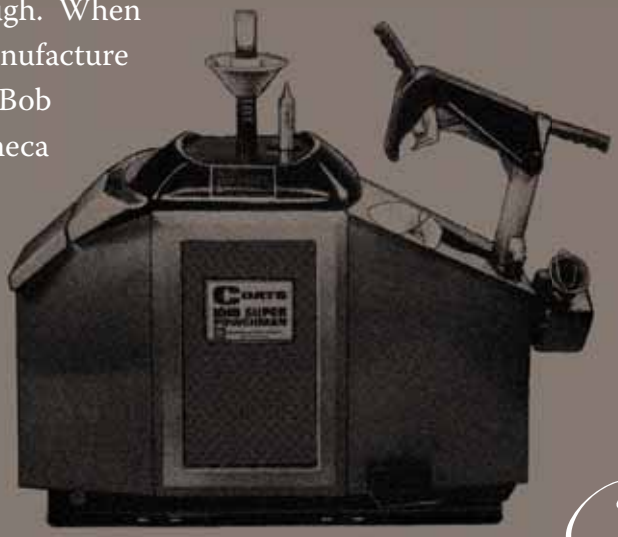
Installation of a cupola furnace, 1951.

Growth

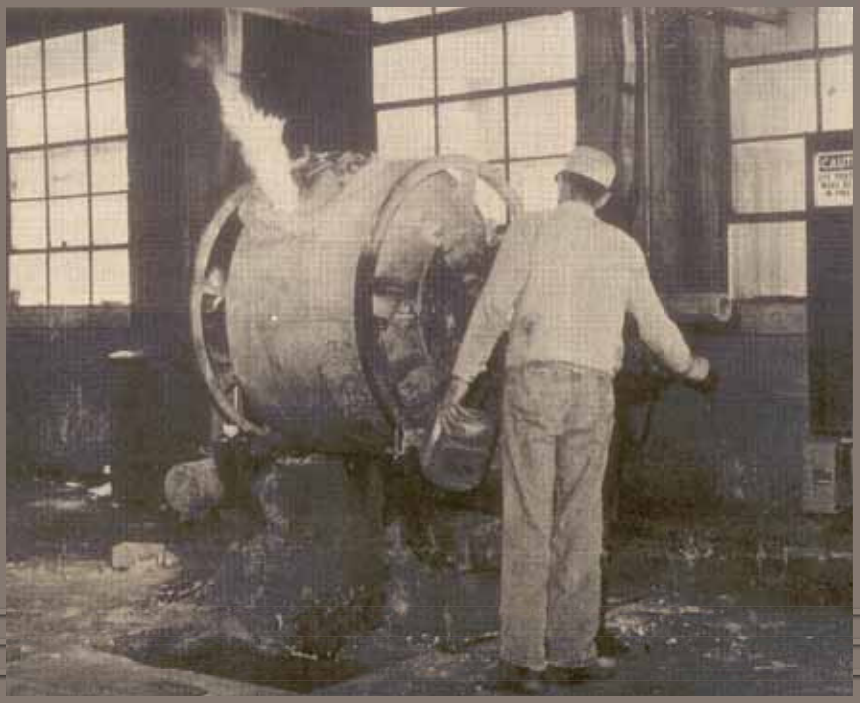
In 1962, Willis "Buck" Kistner was a supervisor at the Universal Foundry in Wisconsin. That foundry was working at capacity and needed help. At Buck's suggestion, a portion of Universal's business was offered to and accepted by Seneca Foundry.

Bob McCollough holds a traveling lawn sprinkler – a piece of the business from Universal.

The Coats Company (at one time a Fort Dodge, Iowa, industry) manufactured the tire changer pictured here. One of the parts for this product was designed by Gilbert Coats and Bob McCollough. When it came time to manufacture the part, however, Bob told Coats that Seneca could not produce the part which was made from ductile iron, a type of iron that Seneca did not yet use.



Coats eventually convinced Seneca to get into the ductile iron business. The ductile process was done in a rented building located across the street from the foundry. Local businesses - Osmundson Forge and Mertz Engineering - were also involved.



Employee Dave Haggard operates the Detroit Rocker used in making ductile iron castings.

2700 DEGREES HOT—That's hot stuff Elmer Asklund is pouring into a sand mold at the McCollough Foundry. The iron is heated to 2700 degrees for molding into sewer rings, man hole covers and parts for a variety of machines. The McCollough Foundry employs 12-13 men.

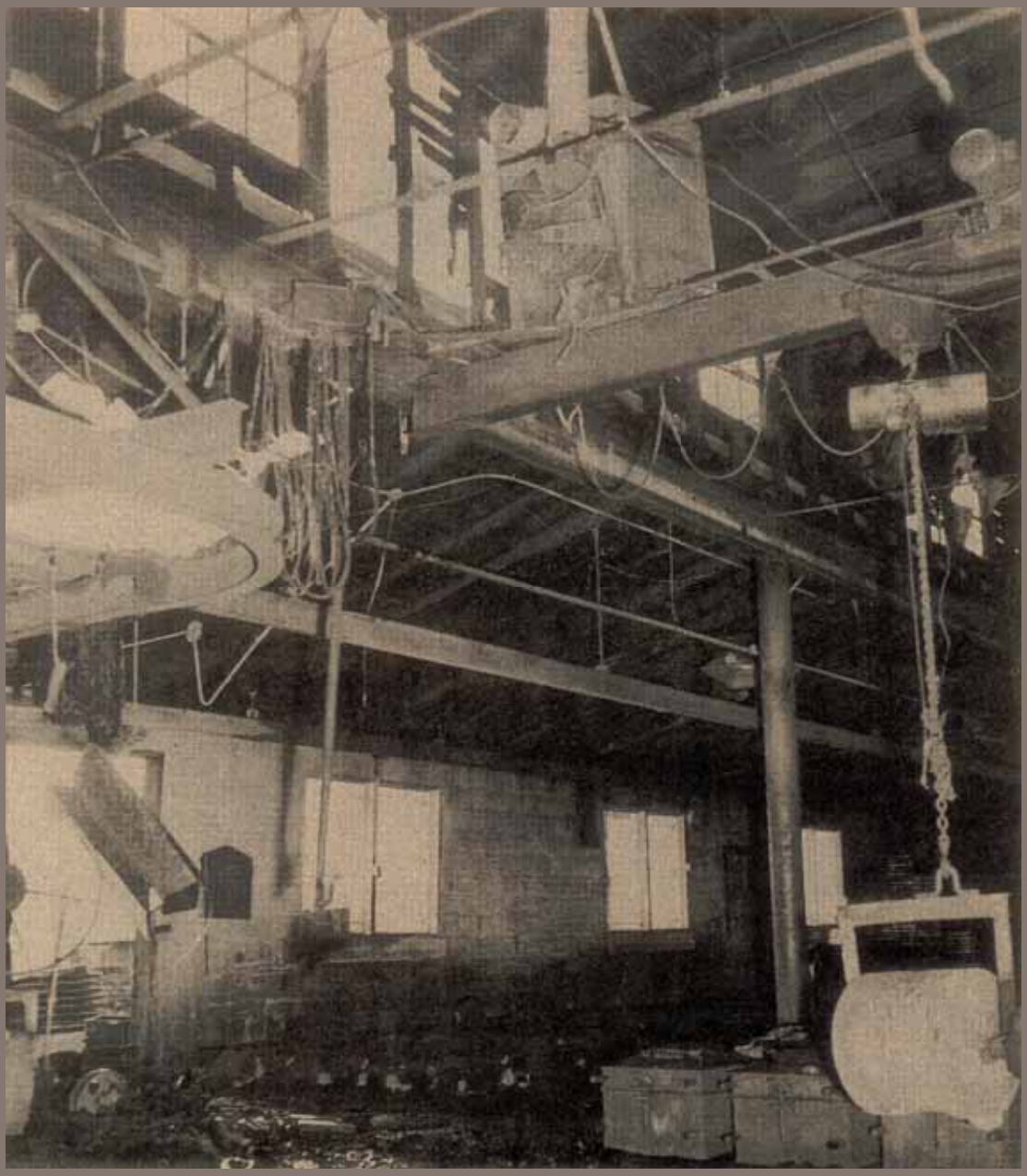
The Daily Freeman-Journal Monday, October 24, 1960

LOAD BUCKET—Morris (Hop) Christian and Gary Baker fill a pouring bucket from the blast furnace at the McCollough Foundry plant. The iron is heated to 2,700 degrees before it is poured into sand molds. (Daily Freeman-Journal Photo.)

1961

Morris Christian is shown operating one of the mold makers at Seneca Foundry on Stockdale street in Webster City. Seneca Foundry is one of the two plants operating in Webster City by the McCollough family and makes all types of molds for other manufacturing plants.

Employees at work at the original foundry.



Franklin Manufacturing (today Electrolux) was expanding in the late '60s and early '70s and they needed land. That company was able to take over Stockdale Street from Des Moines Street east nearly to the foundry. This left Seneca Street as the only access to the foundry. Not a problem as long as no train was blocking the street.

In the evening of Monday, October 27, 1969, the Illinois Central railroad was switching train cars and was blocking Seneca Street. Meantime, a fire was growing inside the foundry. The fire department was able to get to the fire only by taking the old Waterworks road up the hill from White Fox Road to Seneca Street. But the damage was done.

Dave Hanson was part of the fire department when the fire broke out at Seneca Foundry. When the fire trucks were stopped by the train, Dave grabbed a couple of fire extinguishers, crawled under the train and ran to the fire. Unfortunately, the effort was futile – the fire needed much more than a couple of fire extinguishers.

New Digs

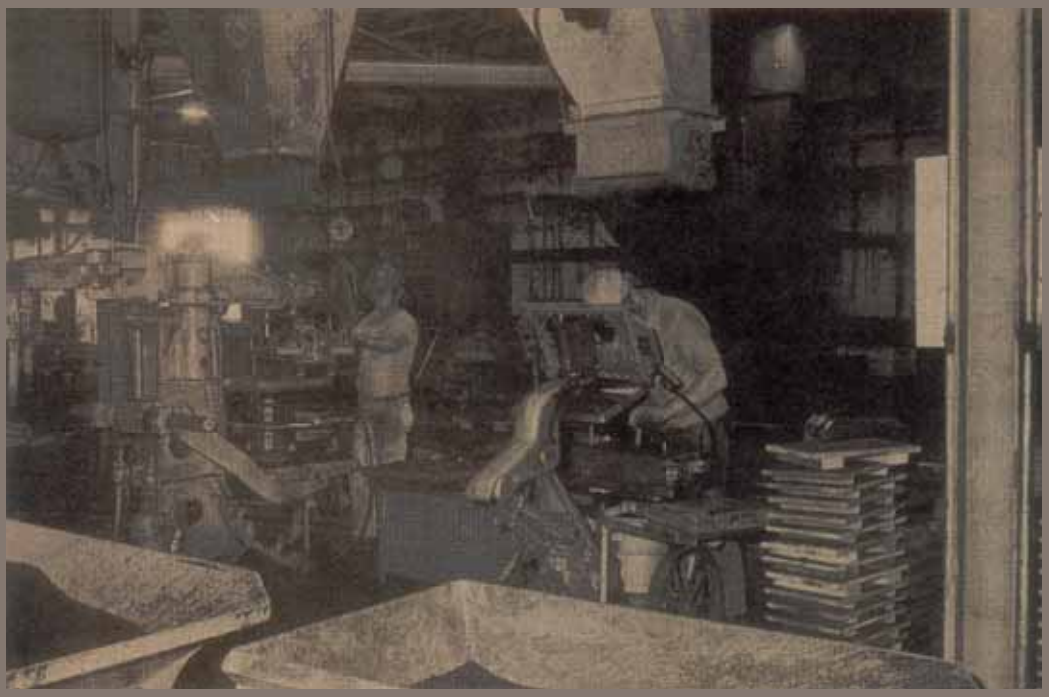
It wasn't long before Franklin Manufacturing, eventually White Consolidated Industries, again came calling. They now wanted as much land to the west of the foundry as they could get. Bob was unwilling to sell another small chunk of land but would sell the entire corner. The key to the sale was the price. Bob wanted enough money from the sale to cover a significant portion of the cost of building a new, modern foundry, long a dream of his. The sale was final in 1971 and the new Seneca Foundry building was underway on the west side of Webster City.

The new foundry nears completion

Moving Day

Employees load equipment onto a truck to move to the new foundry in 1972.

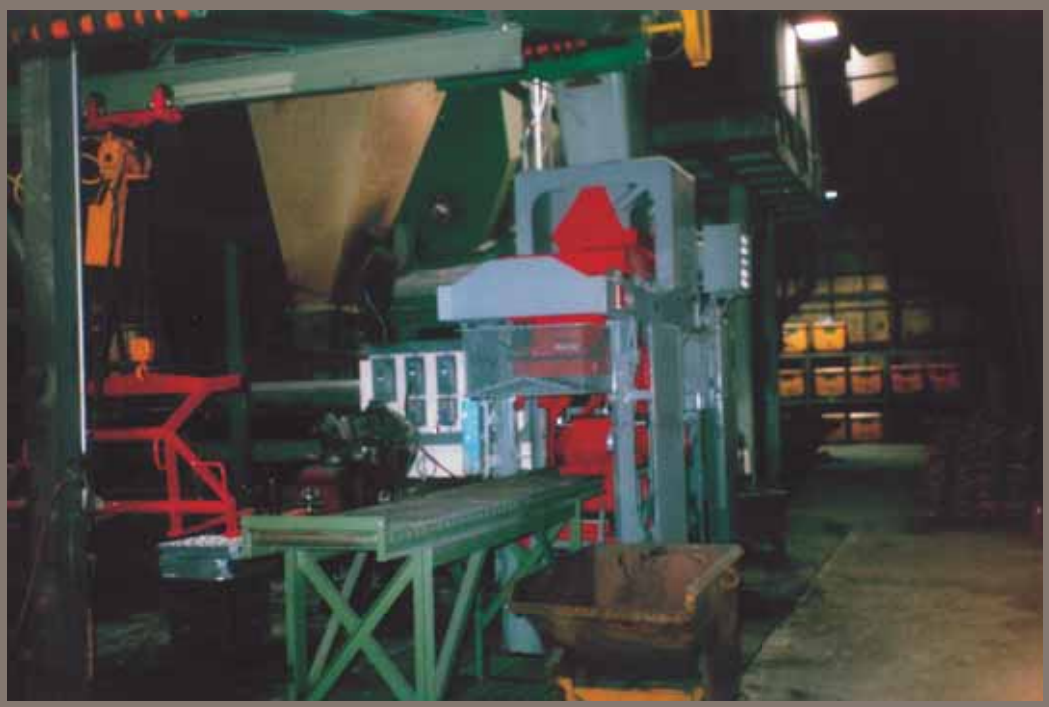
Life in a Foundry



Rich Roberts and Marv Stueland make molds. This equipment was eventually replaced by the Hunter 10 molding machine and the Hunter 20 was added later.

By the early 1970s, many of the foundry processes were automated. The extremely hard, manual labor was a thing of the past.

In the 1980s, the foundry added a second furnace, converted molding machines to the Hunter automatic molding machine and eventually the Hunter 20 molding machine which made much bigger molds. A core room was added as well as a room on the east side of the building.



New Hunter molding machine.

Pouring floor.

Employees pour hot iron into a transfer ladle.

Core room.

Passing the Baton

Bob's son Kirk took over as president in the mid-90s. A big addition was completed on the north side of the building with space for office staff, a room for patterns and additional production space.

Bob (left) and Kirk

Roy Lobenhofer, a metallurgical consultant, began working with the foundry during this time period. His advice was instrumental in the continuing growth of the company. His service was invaluable to the quality of our products.

LEAN Times

In 2003, Matt Anderson joined the company and implemented LEAN manufacturing which improved the efficiency of all aspects of the business.

From left: Matt Anderson, Milt Friedel, Dave Poland, Linda Davidson, and Kirk McCollough

Top Notch Tooling (TNT)

August, 2005: Seneca brought in a pattern-maker and Top Notch Tooling (TNT) was born. Ken Stahmer runs TNT. About 60% of his work is for Seneca; outside companies fill up the remainder of TNT's time.

Lee Kalkwarf

Ken Stahmer

TNT Employees: Tim Hovick, Ken Stahmer, and Lee Kalkwarf

Design Cast Specialities

grill DESIGNCAST topper™

October, 2007: Seneca started another subsidiary, DesignCast Specialities. Employees of DesignCast were to market Seneca's products. However, DesignCast morphed into a retail product arm of Seneca. Products designed here are made in China and imported. Who knew Seneca would join the international trade market and become an importer and wholesaler?

Jory Dyvig
of Design Cast
Specialties

Gold Chip Machining

March, 2009: Another subsidiary is born. Gold Chip Machining machines Seneca castings.

Seneca Today: Our Employees

Dwight Trampel

Randy Asklund

Marv Stueland and Bill Espinoza

Employees


Lori Mason


Jeff Crick


Gail Cervantes


Kevin Anderson


Andrew Patrick


Isaias Zacarias


McKinley McCollough


Peter Boman


Jim Anderson


Joshua Timberman


Kris Anderson


Stephanie Kruger

Employees


Rich Stubberud

Matt Krug


Quincy Babcock


Lance Biggs


Tim Curry


Martin Zacarias


Willis Nicholson


Dwight Coleman


One Keochia


Cory Stuhr


Jeff Newman


Milt Friedel

Dan Paulson and Elijah Reels

Ken Algoe

Mike Firgard

Linda Davidson

Mike Jacobson

Dave Poland

Memories

A few...

W.A. McCollough was a man of great character. One story is that he worked hard on designing and pricing parts needed by the railroad. A buyer arrived at the plant and informed W.A. that his bid was competitive and the equipment very satisfactory. But one thing was missing – a "gratuity" for the railroad buyer. W.A. quietly asked the buyer to leave. The buyer was slow to pick up on W.A.'s demand until he was told to leave immediately or be thrown out. W.A.'s response to the kickback request cost the company a large order but not his integrity.

Products made by W.A. McCollough & Sons were best marketed directly to farmers. A "sales trip" usually took several days, but hotel rooms were not always available and of course the rooms cost money. So, W.A. retrofitted a Model T with two beds and a stove. W.A., his brother O.J., his son George, and other employees used this "camper" to travel from farm to farm.

Richey McCollough, Luther McCollough, and Jim Mertz sit atop a stack of feeding-trough racks at the Iowa State Fair.

A snowy scene at McCollough's factory

Lined up in hip-deep snowdrifts in front of the former W.A. McCollough and Sons factory, now McCollough's, Inc., in Webster City, are, left to right: Harry Mertz; Luther McCollough, W.A. McCollough, president and founder of the firm; Jim Mertz; McKinley McCollough, Jim Cleckner, Charley Booth and Bert McCollough. George McCollough later became president of the firm, which was launched in 1909, and he was succeeded by his brother, McKinley McCollough, whose son, John A. McCollough is now president of the industry, one of Webster City's oldest continuously operated manufacturing plants.

Jim Mertz and his son Harry joined several of the McCollroughs and employees in front of the factory following a heavy snow.

Special Day

Special Day. W.A. McCollough was born in Bellville, Ohio, on July 24, 1858. Sixty-seven years later Bob McCollough was born, July 24, 1925. When Bob was just 4 years old his dad, McKinley, became ill and Bob was sent to stay for a time with his grandparents W.A. and Bertha. It was during this time, June, 1929, that W.A. took Bob to see the flooded Boone River, a trip that was polished off with a special treat – ice cream.

Birthdays for years meant a stop at Dermand's Café for ice cream to go with a piece of Grandma's chocolate birthday cake. But the best birthday of all came in 1951 when Bob's son, Kirk, was born on – you guessed it – July 24.

The Foundry

1936:

W.A. McCollough & Sons built a foundry this year – smack in the midst of the Great Depression. Financing was available only from private sources. There was no Small Business Administration (SBA), no forgivable loans, no grants from the state or federal governments, and the banks were still recovering from the Crash. W.A., George, and McKinley certainly had great vision and greater courage.

Original Foundry

Later version of Foundry.

Memories

George and Ethel McCollough

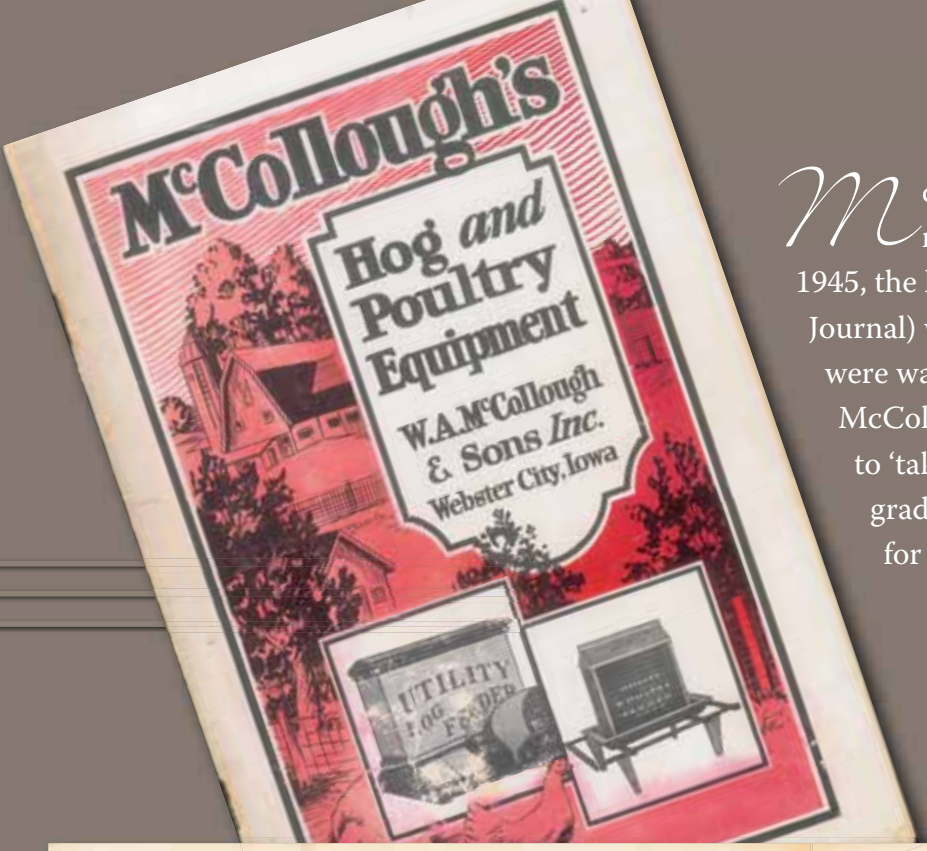
George's first wife, Ethel, died from influenza leaving behind 3-year-old Margaret, 1 ½ -year-old Dick, and an 8-day-old baby (who died six months later). George, devastated, took the children to W.A. and Bertha. Laura was in nursing school in Marshalltown at the time, and she came home to help care for the children.

W.A. with Margaret and Dick.

And with baby sister Barbara.

Margaret worked as a secretary at the factory for a short time after graduating from high school before attending business school (AIB) during the heart of the depression. W.A. McCollough & Sons covered her tuition, her folks covered her room, and she worked for her board.

Laura remained close to George's family through the years. Her children are, from left, Bill, Roger, and Bob Smith



McKinley McCollough was head of the rationing board during WWII. April 1, 1945, the local newspaper (now the Daily Freeman Journal) wrote: "Hamilton County motorists were warned Saturday by Chairman McKinley McCollough of the war price and rationing board to 'take it easy' on their tires since the quota of grade 1 tires for April is 40% less than the figure for March."

25 Bushel Utility Hog Feeder

Utility Hog Feeders are Guaranteed to Feed Ground Feed Without Clogging

Consumer's Interest First

In the construction of the Utility Hog Feeder, the consumer's interests have been kept foremost in mind. It was necessary to have a reasonably priced hog feeder, but at the same time, quality must not be sacrificed. Therefore, the result is a reasonably priced machine with every possible feature used to give the consumer better and longer service for the money invested.

Sheet Metal Lid and Hopper

By experience we have found that a galvanized sheeet steel lid and hopper will last considerably longer than lumber, as it will not crack, rot, or warp with the weather. The Utility lid and hopper is made of 24 gauge galvanized steel, reinforced with a lumber frame outside, making a long-life, watertight machine.

Wood Base—Trough Lined With Steel

We have found that a wood base will last longer than steel. Therefore, the base of the Utility is constructed of lumber. We have also found that hogs will soon eat through a wood base, so we have lined the trough with galvanized sheet steel, giving the Utility Feeder twice the life of any all-wood, or all-metal feeder made today. (Worth considering isn't it?)

Underneath Side of Feeder Painted

As a protection from the moisture in the ground, we have painted the underneath side of the Utility feeders with a coat of liquid asphaltum that seals the pores in the wood. This makes a wonderful base and one that will last for years.

45 Bushel Utility Hog Feeder

Indestructible Doors

The doors on a hog feeder are subject to very severe test, and in order to stand this test, they must be made of very heavy material. The doors on the Utility are made just as heavy as it is possible to make them and still be light enough so the pigs can readily feed. They have a full bearing across the top as a hinge and are securely bolted to the hopper. An angle iron is hinged underneath the doors; this can be raised up and fastens all of the doors open for cleaning purposes.

Adjustable Feed Outlets

Due to the various kinds of feed that are used, we have a large feed outlet, which is adjustable with a thumb nut, up high on the side of the feeder; thus the Utility will handle ear corn just as well as ground feed.

Guaranteed

The Utility hog feeder is absolutely guaranteed to be and do everything we claim of it in our advertising. Every farmer knows that the most profitable and economical way of raising hogs is by the self-feeding method, but the trouble has been the lack of a real quality feeder. The Utility is filling this long felt want. It is priced reasonably, and will go out and give service and satisfaction 365 days in a year. By thorough tests, for your benefit every weak feature has been eliminated and it is now ready to go out and make you a profit. Give it a chance. It will save enough feed in one season to pay for itself, compared to other methods of feeding hogs. Install one of these machines today; you will never regret it.

Miscellaneous pages from a catalog of products offered by W.A. McCollough and Sons.

The Utility Poultry Feeder No. 125

The Utility Poultry Feeder No. 125 is constructed entirely from galvanized sheet steel. It is very durable, neat appearing and operates fine, eliminates waste and keeps the feed before the hens at all times. It is mounted on short angle iron legs which brings the feed outlet up eight inches from the floor, the feeder is twenty-four inches long, thirty-four inches high, eight inches wide at the top and sixteen inches wide at the bottom. It holds 125 pounds of mash and has feed openings on both sides the entire length. This feeder is equipped with a non-roost baffle that keeps it clean and sanitary at all times.

The Utility Poultry Feeder No. 125 weighs 25 lbs. and is shipped set up in cartons.

The Utility Hen Feeder No. 30

This feeder is 4' long, 8" wide, and 5" deep, and will hold a bushel of feed. It has three compartments, and is placed on a hop-up stand 12" high. The sloping cover is removed for filling and is so constructed with a division in the center that the chickens cannot get into it.

Shipped knocked down in a standard crate of three, weighing 20 pounds.

The Utility 10 Gallon Poultry Waterer

This waterer is made entirely of galvanized steel and is simply a minature 70 gallon hog waterer. We had such wonderful success with the hog waterer, we simply made it smaller for chickens. It works fine and holds enough water for a large flock. It is equipped with the same float and valve that is used in the hog waterer. It has a large lamp that keeps it from freezing. Users like it fine and claim there is none better.

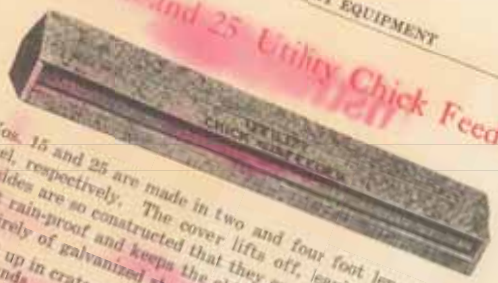
Shipped set up one to the crate, weighing 25 pounds.

Baby Chick Waterer No. 1

This little waterer holds one gallon and is easily cleaned and filled. Note particularly that the top is flat. By having the top flat, the user can turn a number of them upside down on the floor and fill them all with a bucket or hose, without holding them. It is impossible to make a steep enough baffle to keep the little chicks off the top, so it is designed more for handy filling than anything else. It is not necessary to hold any part of it with your hands or balance it in a corner to fill it. Simply turn it upside down and pour the water in.

Shipped nested in standard crates of 12, weighing 20 pounds to the crate.

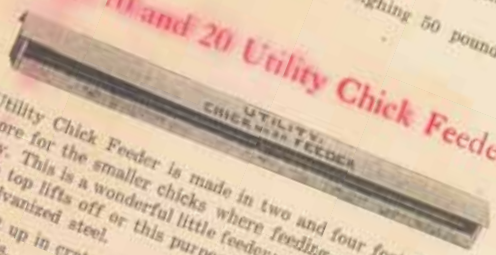
Nos. 15 and 25 Utility Chick Feeders



The Nos. 15 and 25 are made in two and four foot lengths, holding 1½ and 1 bushel, respectively. The cover lifts off, leaving the entire top for filling. Its sides are so constructed that they come out over the feed trough. This makes it rain-proof and keeps the chicks from scratching the feed out. It is made entirely of galvanized steel.

Shipped set up in crates of 6, No. 15 weighing 50 pounds and No. 25 weighing 90 pounds.

Nos. 10 and 20 Utility Chick Feeders



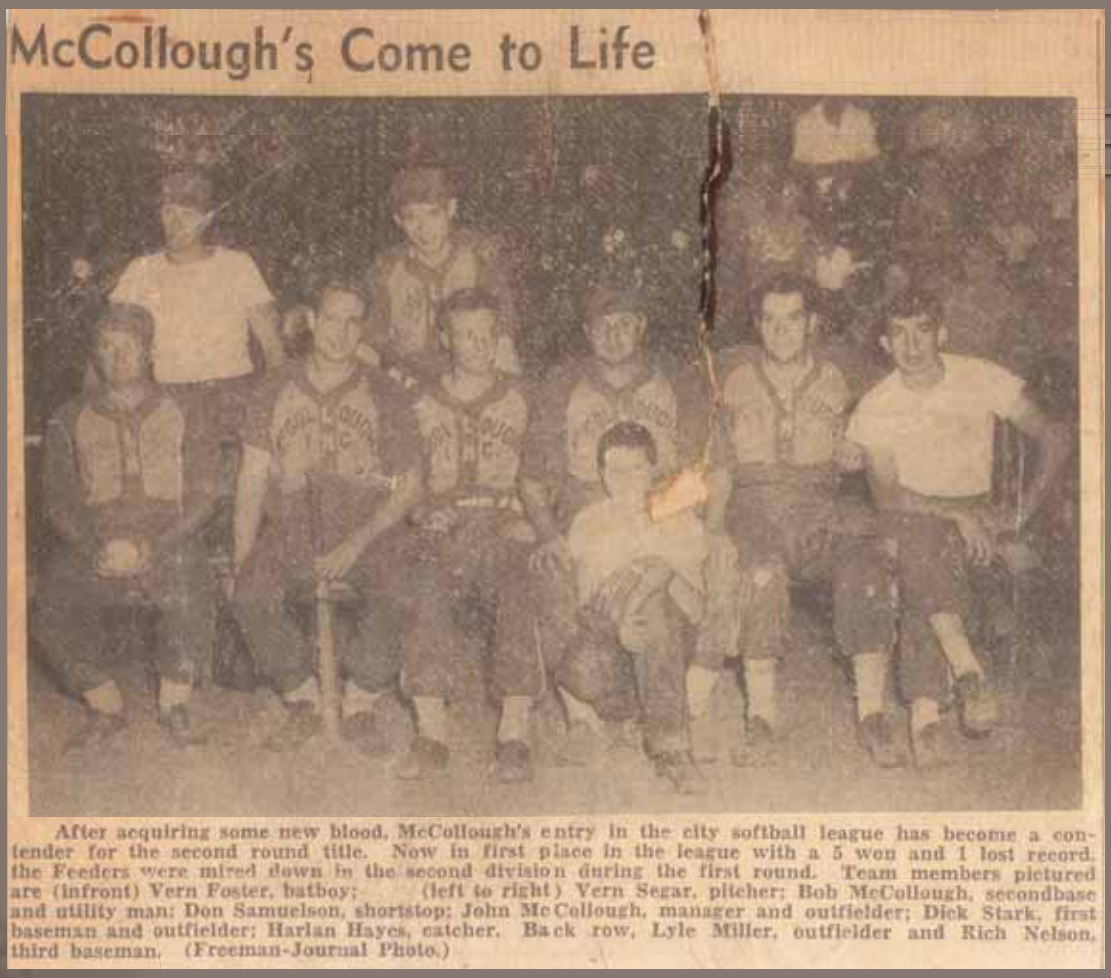
The Utility Chick Feeder is made in two and four foot lengths, and is designed more for the smaller chicks where feeding space is required more than capacity. This is a wonderful little feeder; waste proof, and can be easily cleaned. The top lifts off or this purpose, as well as for filling. It is made entirely of galvanized steel.

Shipped set up in crates of 12, the No. 10 weighing 35 pounds, and the No. 20, 70 pounds.

Mackmen

1944

McCollough's Inc. had a company softball team called the Mackmen – the "Macks" for short.



McCollough's Come to Life

After acquiring some new blood, McCollough's entry in the city softball league has become a contender for the second round title. Now in first place in the league with a 5 won and 1 lost record, the Feeders were mired down in the second division during the first round. Team members pictured are (infront) Vern Foster, batboy; (left to right) Vern Segar, pitcher; Bob McCollough, secondbase and utility man; Don Samuelson, shortstop; John McCollough, manager and outfielder; Dick Stark, first baseman and outfielder; Harlan Hayes, catcher. Back row, Lyle Miller, outfielder and Rich Nelson, third baseman. (Freeman-Journal Photo.)

By 1946, the team had incorporated many returning servicemen. Do you recognize anyone in this picture?

One of McCollough's Inc."s employees, Peg Leg Roe (so called because one of his legs was prosthetic) was quite a character. One day at work, he was operating a saw and accidentally cut off his thumb. But to make a bad situation worse, his amputated thumb fell to the floor right next to Peg Leg's little bulldog that accompanied him everywhere. Apparently thinking the thumb was for him, the bulldog grabbed it up and took off with Peg Leg in hot pursuit.

1950s:

Bob Hayes, a truck driver, was sitting in the offices of the local grain co-op waiting for work. Bob McCollough was in need of a driver and a truck and stopped in at the co-op to ask whether any of the fellows there waiting for work would be interested in hauling castings. Bob Hayes took up the offer and ended up hauling castings for the foundry for more than 50 years.

Bob Hayes at left with Kirk McCollough and then-governor Terry Brandstad.

Display of McCollough's Inc. products

Seneca Foundry is honored as Employer of the Year

National Disabilities Awareness Month committee honors Webster City firm

By BARBARA WALLACE HUGHES
Messenger staff writer

WEBSTER CITY – Every employer knows that finding dependable employees isn't always easy.

Seneca Foundry, which makes gray and ductile iron castings, has turned to what some people might consider an unconventional source of new workers – Vocational Rehabilitation Services.

The Webster City foundry, which employs three workers who were referred by Vocational Rehabilitation Counselor Kenda Jochimsen, has been named Employer of the Year by the local committee for National Disability Awareness Month.

Jochimsen made initial contact with company officials more than three years ago. After working with her and having several successful placements, plant manager Dale Hansen said he considers Vocational Rehabilitation "just another avenue for finding prospective employees."

The company employs two people who have hearing impairments and one who has a mental impairment. Company president Kirk McCollough said all three are average-to-above-average workers.

"Seneca Foundry has a sense of responsibility to their workers," Jochimsen said. "They didn't give up on hiring someone with a disability even though the first two placements didn't work out. They've made accommodations, and called about problem before thinking about letting the employee go. They offer good training, pay well and offer excellent benefits and profit-sharing incentives."

Jochimsen presided at an awards ceremony held at Seneca Foundry on Tuesday.

"This foundry and the two of you (McCollough and Hansen) epitomize the spirit of this award because you don't give us preferential treatment, but you give us an equal chance at helping a person with disabilities become employed," she said.

Jochimsen also praised McCollough and Hansen not only for taking her calls when she had clients to place, but also for contacting her when they had employment positions open.

"Last, but certainly not least, is your ability to do what it takes to keep an employee on," she said. "You said that (working in the foundry) is a hard job, a physical job, and it is. It takes a while for a person to get used to using all those muscles, and there have been times that some of the people we placed here didn't know they had all those muscles. You've been really good about working with them and getting them through that stage."

'Seneca Foundry has a sense of responsibility to their workers.'

Kenda Jochimsen
Vocational Rehabilitation Counselor

Jochimsen said Seneca Foundry is unique in that it does not take advantage of on-the-job contracts or available tax-cut benefits when it hires people with disabilities.

She placed one person with Seneca Foundry after another employer had refused to hire the person.

"The employer said to me, 'Well, I'm concerned about safety. If they can't hear, how are they going to be safe?' This foundry is a place where you have to be on your toes or you can get hurt pretty easily. Dale is great about working with us and noticing how the safety measures are implemented," she said.

"We had to make some arrangements," Hansen said. For example, "instead of having buzzers, we have a buzzer in combination with a light for process control."

Seneca Foundry's other employees have been receptive to their co-workers who have disabilities, McCollough and Hansen said.

"We now have a lot of people out there who can sign very well. We see an awful lot of signing," Hansen said.

Some employers might be concerned about having to make accommodation for employees with disabilities.

But the main accommodation Seneca Foundry has made is "being patient and understanding," McCollough said.

Working with Jochimsen has also been a plus for both the foundry and its workers, he said.

"If we had a problem or a question, we talked to her. She would get right in there and take care of it."

Mike Broadbent, who has a hearing impairment, pours a casting at Seneca Foundry in Webster City. Seneca Foundry, which employs three workers who have disabilities, has been named Employer of the Year by the local committee for National Disabilities Awareness Month.

1950s: McCollough's Inc. is believed to have manufactured the first pontoon boat ever made in the U.S.

— Messenger photo by Barbara Wallace Hughes

Seneca Foundry Inc., Webster City, will participate in a UNI marketing development program. Earlier this month, the company was awarded the first place Quality Recognition Award for Small Industry from the Iowa Quality Coalition. Displaying the award are, from left: Kirk McCollough, corporate secretary; Milt Friedel and Rich Roberts, members of an employee problem-solving committee; and Dale Hansen, quality manager.

Seneca Foundry has won various awards over the years including safety awards, and the Quality Recognition Award.

W.A. McCOLLOUGH & SONS

to

SENECA FOUNDRY

from pigs to pig iron.

It has been quite a journey for W.A. and his family, these past 100 years. The future is unknown, of course, but we expect Seneca Foundry will be going strong for many years to come.

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