

SCHEEL WINDOW

Continual Updo

Scheel Window Limited takes pains to maintain its competitive position in the quickly changing world of windows.

"If you don't keep on top of it, you just fall by the wayside," Bob Scheel explained in an interview last week.

The company has produced new models every year since it began operation in 1948 at the corner of Elgin and John Streets. Its first window products were the old check rail windows with several panes.

The company now produces over 60 sizes of four different models. For several years the top seller has been their sashless window but Mr. Scheel said that this window which features sliding instead of framed glass is on its way out.

In another two weeks, three new models will go into production at their Madawaska Blvd. location. All the designs have received the approval of the government's National Housing Act which regulates the use of housing material.

One new model is the aluminum slider while another is a wood slider. However, the model which the three Scheel brothers, Bob, Ernie and Arden, hope will make a real impact on the market is a new vinyl slide window which will never need painting.

The vinyl window will be produced in a basic white until such time as the demand calls for different colors.

Planning now starts for next year's models. The local staff does all the designing although the test windows are sent to Toronto for testing.

Mrs. Scheel said that ideas for new windows come from three sources - conversation with those in the plant watching the market trends and brainstorming from one's own head.

Mr. Scheel explained that the Scheel Window company tries to "cater to the north country".

He said that when a window performs in the northern climate it will sell itself.

He said that Scheel windows are much better known in Sudbury than they are in Arnprior. The company is also sending some unassembled windows to the Maritimes now. However, its chief markets are Ontario and parts of Quebec.

The company built in its present location in 1954 but a fire

in 1957 wiped out the plant. They replaced it with a new one to prevent history from repeating itself.

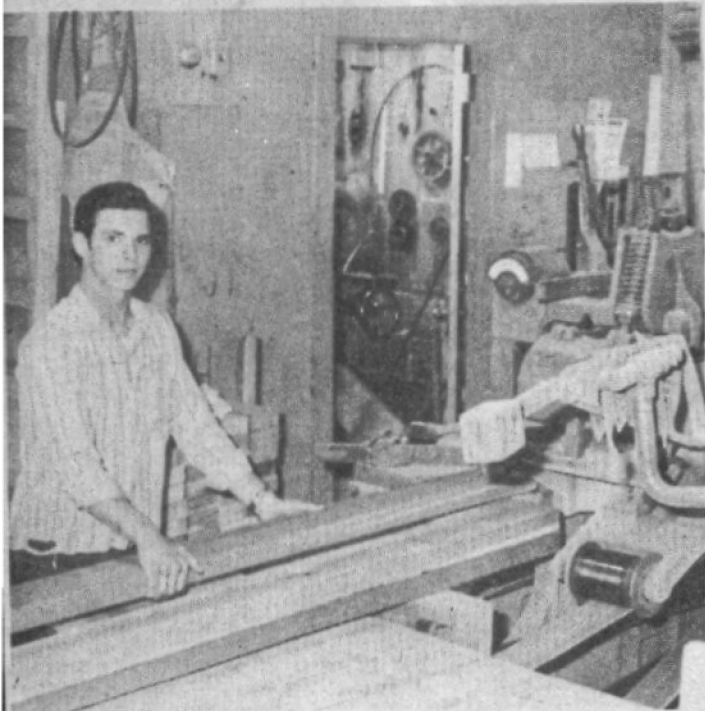
When the Scheel brothers started the company they chiefly looked at the market with a view to providing a working service.

With this experience and with the old models in production, the company employed up to 25 staff runs from 1948 to 1954. However, the production of modern windows has never been as high as it ever has.

The Scheel brothers use British Columbia windows. Mrs. Scheel said this cedar is resistant to rot and thus commands a higher price. The reason, she said, is that it is used pine for framing.

Arriving in the plant, the Scheel brothers planned and modified the shop. They own all its own equipment and the finished product number is concerned.

The lumber is cut to the double cut and trimmed to the



RUSSELL SMITH WORKS on the matcher machine.



HOWARD BOLE, left, Walter Becker, finishing window components.

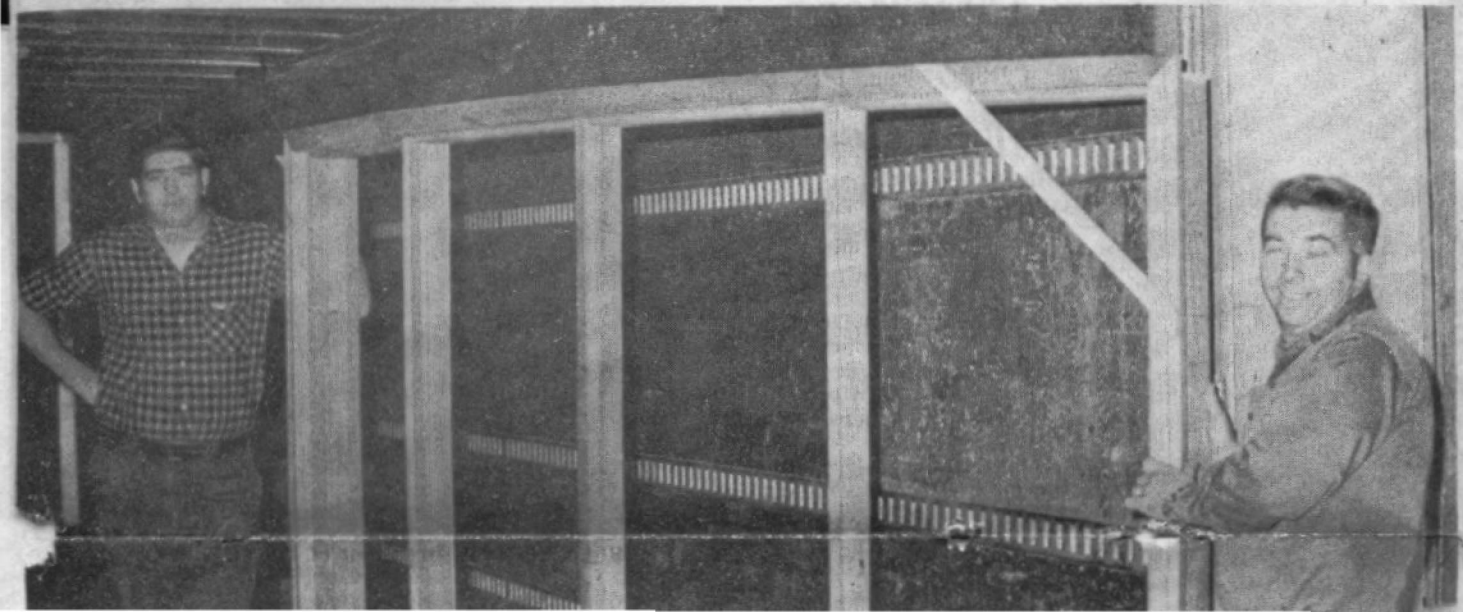


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