

KOHLER OF KOHLER

A CENTURY OF PROGRESS • 1934



KOHLER VILLAGE



A COMMUNITY CONTRIBUTES TO HEALTHFUL LIVING

KOHLER OF KOHLER identifies an organization of several thousand people, engaged in the manufacture of products vital to general well-being, with the unusual planned village in which they live. The Kohler Community had its beginning in the year 1899, when a Wisconsin industry, the Kohler Co., moved from its city location into the rolling wooded country four miles west of Sheboygan. Some years later, the village was incorporated.

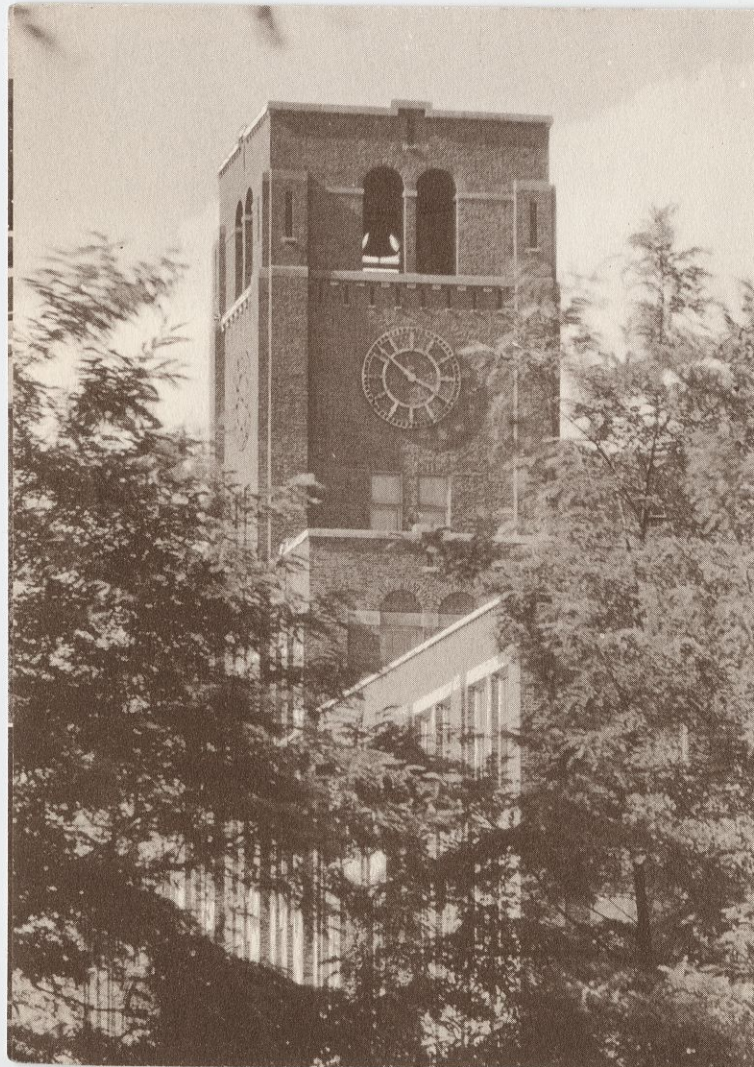
Meanwhile, there had been conceived a far-reaching thought—of a community that should be beautiful, good to live in, and American in spirit and government.

Walter J. Kohler, then, as now, President of the

Kohler Co. made an extended trip, visiting the "garden cities" of Europe and America.

Certain guiding principles were worked out, the most important of which was that Kohler was to be built the American way—the homes were not to be owned by the central industry and rented, but by the people, themselves.

In 1916 the fundamentals of the plan were completed and the first groups of homes were erected. From this beginning, the development has taken place according to the plan. What was a vision has become a reality, and is justifying itself both aesthetically and in the practical business of living.



Kohler Village is divided into well-defined zones—industrial, retail business, and residential. A broad avenue planted with elms screens the industrial section. The residential sections of Kohler consist for the most part of homes of industrial workers, each house being distinguished by architectural beauty, substantial construction, and modern appointments.

With the advantage of quantity purchase of materials, large scale operations whenever possible, and unified supervision, the construction is done at a low cost. The houses are sold at cost, and a sound method of financing is provided by the Building and Loan Association. People of modest means are able to own houses which are tasteful and comfortable.

The Village makes generous provision of parks and playgrounds, including ample school grounds. The children of Kohler Village have the advantage of excellent public elementary and high schools. Well-equipped special departments provide instruction in commercial subjects, manual arts, home economics, music and the fine arts.

Recreation at Kohler is fostered by the Recreation Club, a parent organization, coordinating a large number of groups, such as the bowling league, baseball league, basket ball league and rifle club.

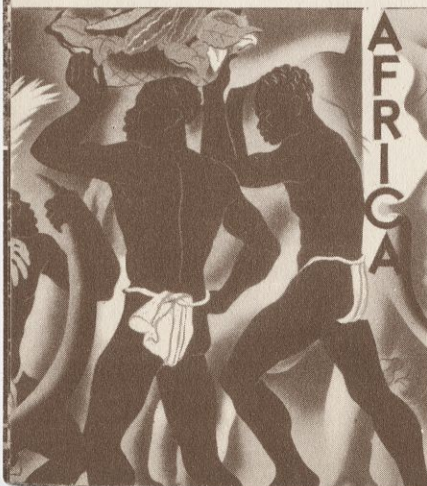
Musical activities are increasingly important in Kohler Village; musical instruction is given in the public school and there are choruses, glee clubs and orchestras, as well as two bands. The Junior Band consists of about forty school children; the Senior Band, a volunteer organization, has about fifty members from factory and office of the Kohler Co.

The Village of Kohler is modern in the more usual sense of having adequate service of those utilities which contribute to living comfort and protection of property, health and life. Electricity, water, gas and telephone services are maintained. It has a complete sewerage system; with a modern disposal plant. Fire fighting equipment is modern.

Kohler Village illustrates that with foresight, planning and cooperation, it is possible for an industrial village not only to be physically beautiful, but socially sound—a self-governed community where industrial workers own substantial homes, with modern conveniences, where life can be pleasant and well balanced.

Here in this friendly community, closely knit by common interest, the daily task of making good plumbing fixtures, heating equipment and electric plants goes on, an intangible, improving quality passing into every product which bears the Kohler mark.





FAR-FLUNG SOURCES OF MATERIALS AND MARKETS

THE romance of commerce, as it affects the production and distribution of Kohler products, is suggested in the accompanying black and white reproduction of the colorful murals on the east façade of the Kohler building at A Century of Progress Exposition.

These wall paintings are the work of a talented group of American artists, associated with the Atelier of the Mural Painters' Society in the City of New York.

The tireless search for materials of a definitely high standard for Kohler products leads to strange places of the earth. From the hinterland of Greenland comes

Kryolith—from the mines of Chile, salt peter—from open pits of the Malay States, tin oxide—from China, antimony oxide—from England, ball and china clay.

The United States, rich in iron, copper, feldspar, fluorspar, zinc oxide, borax, quartz and many other materials used at Kohler, is likewise combed for the best.

Just as Kohler of Kohler finds raw materials in many parts of the earth, so likewise are the finished products sent everywhere. There is scarcely a country in the world, where Kohler plumbing fixtures, electric plants or heating equipment have not been installed.





PLUMBING

THERE is no precedent in the lives and customs of other peoples for the bathroom as we in America know it today. It is a purely modern conception that has become the symbol of America's emphasis on personal cleanliness.

A Kohler bathroom with bath, lavatory and toilet, matched in design, in a setting of wall paper, tile, glass, marble or other material is a thing of beauty and an example of practical ingenuity that would have amazed our forefathers.

Kohler of Kohler has consistently pioneered in the development of the bathroom. An outstanding contribution was the invention of the one-piece, double-shell, built-in bath. This bath, which eliminated the space between the tub and floor and walls, is a straightforward expression of function, characteristically American, and characteristically Kohler.

Shortly thereafter, Kohler originated the one-piece lavatory. Now accepted as a matter of course, the one-piece fixtures were epoch-making advances in the history of the then young industry.

Research has ever been important at Kohler. In

recent years there have been developed the Electric Sink to wash dishes mechanically; the Duostrainer, a removable cup strainer by means of which the sink becomes a water-retaining vessel; ledge sinks of greater usefulness; a syphon jet one-piece toilet which eliminates the possibility of back syphonage; matched fixtures with straight lines and flat usable surfaces, which go together to form a distinctive ensemble.

Believing that plumbing fixtures should be attractive as well as useful, Kohler developed a palette of colors for the fixtures themselves—soft, enduring pastels, conceived and produced with a view to their successful combination with materials generally used in the walls and floors.



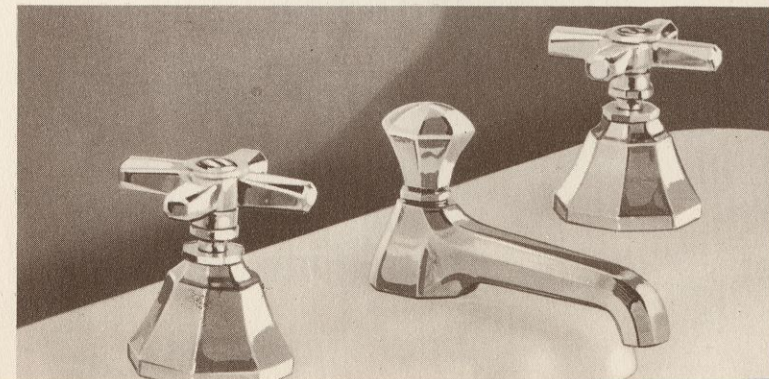
New possibilities for effective treatment of the bathroom as an interesting and pleasing interior; an integral part of the adjoining bedroom, are offered to architects, decorators, builders and home-owners.

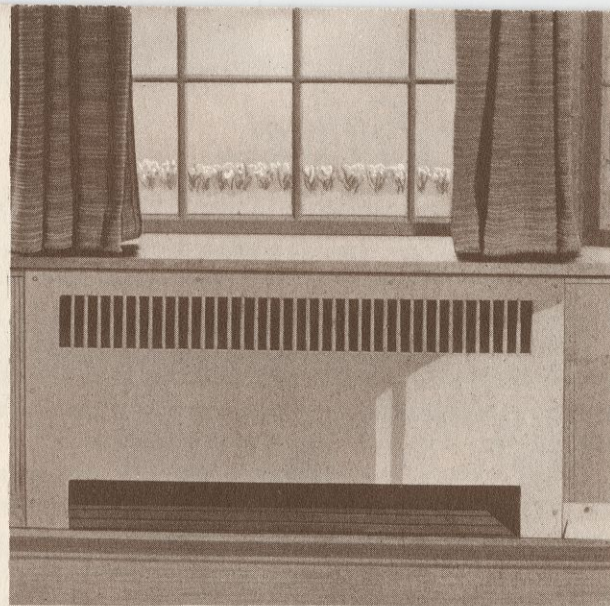
FITTINGS

So that Kohler fixtures can properly function, Kohler offers—smart, significantly formed metal fittings—"working parts" that match the fixtures in character and quality.

Kohler fittings have a clear, smooth finish of lustrous chromium plating, which requires but a wipe of a cloth to keep it immaculate. The hard surface of the extra thick plating does not scratch, dull or tarnish.

Brass castings used in Kohler fittings are extra heavy, the copper content very high. This insures cleaner castings, unobstructed waterways, better threads, tighter joints and smoother surfaces. Every Kohler fitting is rigidly inspected no less than seven times, and finally tested under water pressure.





HEATING

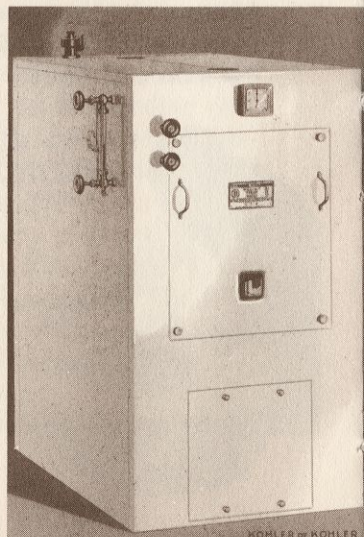
HEALTH and the general well-being of a household are influenced favorably, or otherwise, by the adequacy or inadequacy of the heating system.

Kohler Boilers, Radiators, and Convectors incorporate in their design the accumulated knowledge of

decades of heating engineering research, Kohler pioneering and the sixty years of manufacturing experience of the Kohler Co.

Kohler boilers are characterized by outstanding features which make for complete combustion, high economy, and ease of control and care—fire box is generous in size and carefully proportioned, with full-size grates, permitting longer firing periods. Direct heating surface over the fire is large, and the long flue walls have no soot-collecting pockets, so that a maximum of heat is absorbed from the hot gases. Re-curved baffles on doors, adjustable smokehood providing a sweeping curve instead of a sharp angle, insure a fast “pick-up.” A heavy coat of rock wool prevents heat loss.

A Kohler heating system, whether water, steam, vapor or vacuum, is your best guarantee of steady, clean warmth in every room, regardless of wind or weather.



ELECTRIC PLANT

ONE of the most interesting products made at Kohler is the Electric Plant—an ingenious, completely automatic, self-contained unit, which enables people *anywhere* to enjoy the comfort, convenience and increased efficiency that result from modern living conditions.

The Kohler Electric Plant has found a wide variety of uses in homes, stores, schools, camps, resorts, garages, dredges, yachts, and as an auxiliary or emergency unit for ships, hospitals, theatres, department stores, banks, railroads. It has given outstanding service to the U. S. Government in lighting some thousands of miles of night aerial mail routes, and in the Navy, Coast Guard, Lighthouse, Forestry, and Fisheries divisions.

Little America, base of the Byrd South Pole Expedition, is Kohler-lighted. Power from Kohler plants is used to flash the daily radio messages and programs. The first Byrd expedition was also Kohler-equipped.

Kohler Electric Plants have won a deserved leadership—products worthy of an organization and the community—Kohler of Kohler.

