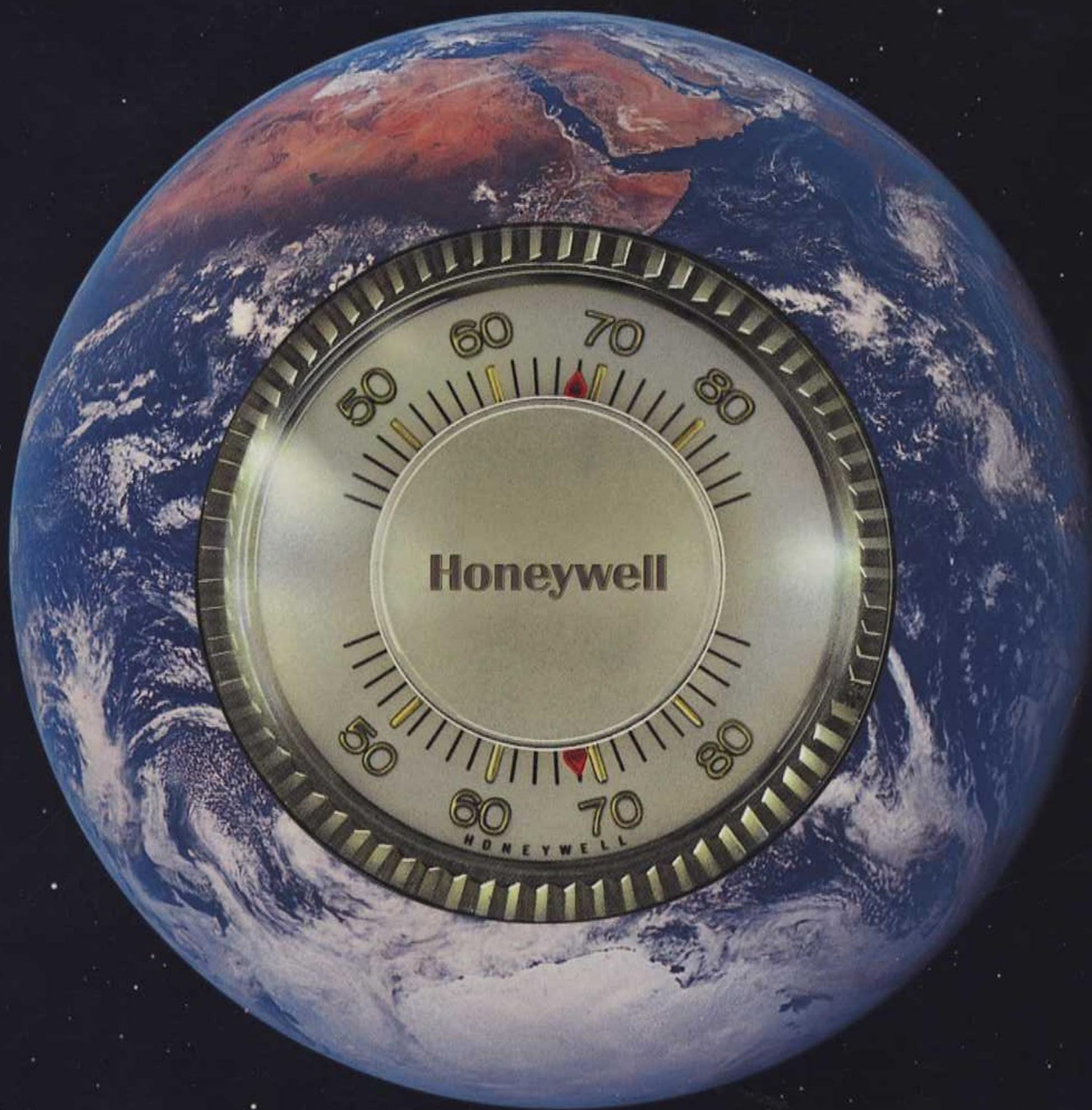


The Legend Of
HONEYWELL



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INTRODUCTION

CONTROLLING OUR WORLD

Perhaps the single most easily recognized control instrument in the world is the Honeywell thermostat. You know the one: round, gold, sleek. The T-86 “Round” is probably the most common thermostat in the world, and rivals Coca-Cola and McDonald’s for name recognition.

As depicted with some artistic license on the jacket of this book, the Honeywell Round is a fitting icon for the vast global company which was founded in Minneapolis, Minnesota over one hundred years ago. This odd little device is also recognized around the globe, and has made the word “Honeywell” synonymous with it. One might easily hear, “Turn up the Honeywell” in Mandarin Chinese, Russian, Swedish, or in the hundreds of other languages spoken throughout the world where the thermostat is used.

In continuous production since 1953, the Round has achieved an unusual status, a result not only to its well-known ability as a temperature regulating device. It has become an icon not only of a large global corporation, but of the modern home and modern living. Today, Honeywell is an organization with thousands of products and services. An individual thermostat can scarcely represent the organization in all of its diversity, yet considering what it accomplishes, the thermostat is an ideal symbol for Honeywell’s history and vital force, for the thermostat represents control in a most literal sense.

The idea of control, plays a central role in human history, stretching back into the past as far as the most basic desire to survive and thrive. Civilization itself can be seen as the end result of a complex process of building more and more sophisticated tools for the purpose of control. In fact, we’ve gotten so good at controlling our world, that we have developed forms of control that are automatic.

Webster’s Dictionary describes automatic as “free from human organs of observation, effort, and decision.” The attraction lies primarily in



creating freedom for people, freedom from the uncertainties of manual control. Automation gives us freedom to do other kinds of work and play, and lets the control of our world take care of itself.

More than this freedom, automation can lend precision to the process of control which isn’t otherwise possible. For example, can you detect a one degree change in temperature in your living room? Probably not, but your thermostat can. It detects a change long before you do, and automatically compensates by starting up or shutting down your source of heat or cooling. This precision has other advantages, such as increasing the efficiency of your heating and cooling systems by eliminating human error from the process, minimizing waste, and providing energy savings. For over 110 years Honeywell has played a central role in making use of automatic control, and in manufacturing, promoting, and distributing automatic controls like — but not limited to — the thermostat.

In the 1950s, Honeywell — then still called “The Minneapolis-Honeywell Regulator Company” — adopted the slogan “First in Control.” This slight change reflected a new emphasis on the capacity to control, rather than on the actual products themselves. The change reflected the company’s commitment not only to its product line, but also to what its product line could provide. By 1990, Honeywell had further refined this commitment to read, “Helping you control your world.”

While the T-86 Round has been manufactured continuously for over 40 years, the company has designed, manufactured, and marketed such diverse controls as automatic pilots and tank periscopes for the U.S. Army during World War II, computers and cameras in the 1960s, and components for the Space Shuttle in the 1980s and 90s. Honeywell even manufactured flour sifters during the Great Depression, when the firm took on piecework for the Pillsbury company to help maintain its skilled work force.



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