

TENGWALL

File & Ledger Company

PUNCHES



Manufacturers of Loose-Leaf Devices

Chicago

DESIGN BY CURTIS SCAGLIONE

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Andreas Tengwall (1840-1910)

Andreas Tengwall, a merchant from Helsingborg invented the now widely used binder which with its four forks hold the paper in place. Tengwall built a factory in the basement of his home, the villa Vallarta Torp. He received a patent for his invention in 1890. His binder went by the name Trio.



At the same time, he designed a punch that was adapted to burrow through paper so that it neatly and easily fit into the binders. The punch was produced in a 4-hole system and went under the name Trio punch. The word Trio has long perplexed individuals trying to determine what it stood for. Simply put, there were three individuals who partnered together to create the company. Andreas Tengwall, R. Larsen and Otto Killberg.

Andreas Tengwall also performed duties as the bookseller while R. Larsen was the bookbinder.

Tengwall also started up a factory in America to be closer to the US market. The company was then called the A & T Tengwall.



After Andrew passed away at the age of 70 years old, his son Theodore who was well versed on the operation took control of the company. After Theodore's death in 1926 his sister Frida came to take over the company then called Tengwall AB. Frida eventually came to sell the company to Esselte.

Today, the Tengwall binder and punch are credited with setting the Swedish standard.

The Tengwall File and Ledger Company

Prior to Tengwall coming to the United States his hole punch was awarded a Swedish patent in 1890. The punch was manufactured in Sweden where it was greatly received and won popularity throughout the country.

In Sweden, a four-hole national standard is almost exclusively used. The centers of the holes are 21mm,

70mm and 21 mm apart. The guides help keep the paper in a straight line. The official name of this four-hole system is triohålning since it was adapted to the "Trio binder".



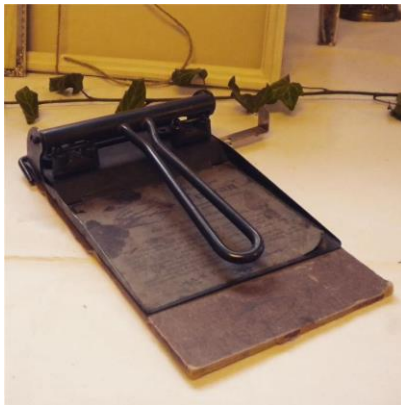
The Tengwall File and Ledger Company – Chicago



Once Tengwall completed his move to America he settled on Chicago as his base of operation. The area was prime with paper production and office machine companies and it wasn't long before he was up and running.

Financial backing and partnerships were established which were necessary for the volume of products he was to move.

Tengwall primary product were the many ledgers and forms he produced. The hole punch was a second endeavor which was also prospering.



Tengwall manufactured two types of hole punches, a light duty and a heavy duty punch. The heavy duty punch came in different designs, but still maintained the basic features and look.

The Light Punch, or Style "A", as it was called, sold for 75 cents. It was nickel plated and had a base of polished veneer

wood. It was capable of punching holes in 1 – 6 sheets of paper.

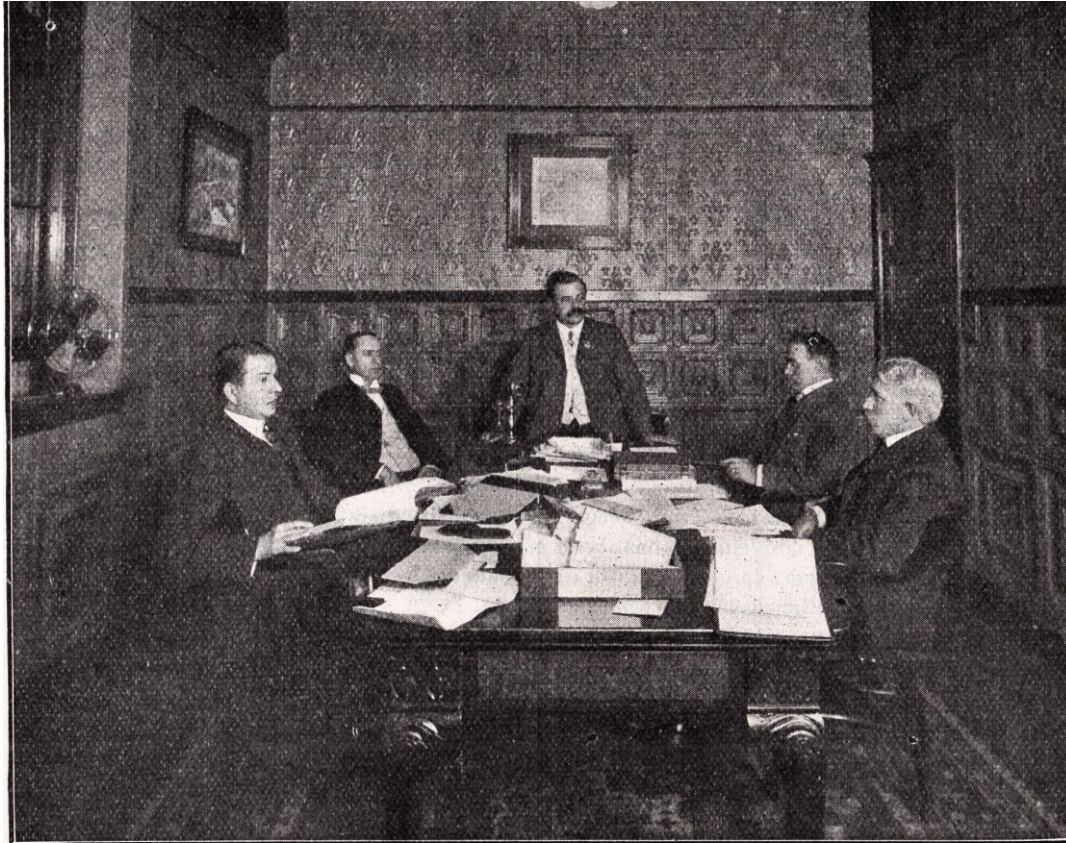


The Heavy Punch or Style "B" had a variety of nickel plating, brass and bronze with a base of hard wood.



Tengwall's Board of Directors

This was just too nice of a photo not to publish. The Board of Directors for Tengwall File and Ledger Company



BOARD OF DIRECTORS OF THE TENGWALL FILE & LEDGER COMPANY, CHICAGO

A. E. ZIEHME	W. C. ABBOTT,	J. W. RANSON
H. H. ROBERTS	PRESIDENT AND GENERAL MANAGER	L. P. SCOVILLE

Fire at the Tengwall File and Ledger Company

On November the 9th 1905 a fire broke out in the factory which consumed the building and destroyed two homes. Total loss was valued at \$225,000. Fire inspectors would later attribute the fire was to faulty wiring. The East Ravenswood Park building was finished.

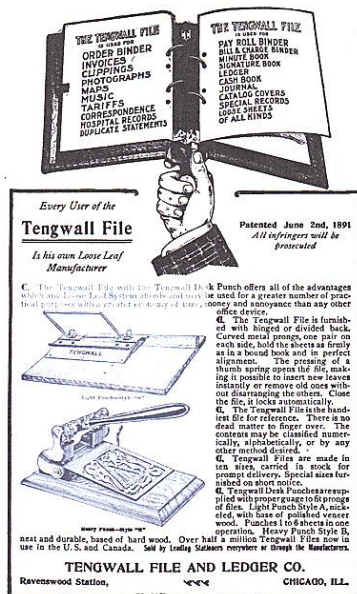


Surprisingly Tengwall was thorough and ready to rebuild. On December 7, 1905 it was written in the Geyer's Stationer, Mr. McLane of the Tengwall File & Ledger Company, stated over the phone that they had secured another building, installed new machinery and were in as good a shape as before the fire, to turn out all orders promptly and give the best of satisfaction. Mr. McLane said that in a week or two, they would never know they ever had a fire.

Overall this situation proved that the company had intelligent and quick thinking leaders in their employment. Not only did they procure another building, purchase new equipment, they also had everything installed and were already back into production within 28 days. Yes, that's good leadership.

The Tengwall File and Ledger Company Salesman

The birth of modern salesmanship occurred in the late nineteenth and early twentieth centuries



with the rise of large mass manufacturing firms. These companies, including the Tengwall File & Ledger Company, developed modern sales techniques, created procedures for management that paralleled those of the new science of mass production. The age of scientific management had been born and there was money to be made by those who would create strategies to sale.

Tengwall was well versed in the science of management and sales. Their new leadership were hired right out of the best colleges and universities, the older members in management all had years of experience and knew how to manage their company.

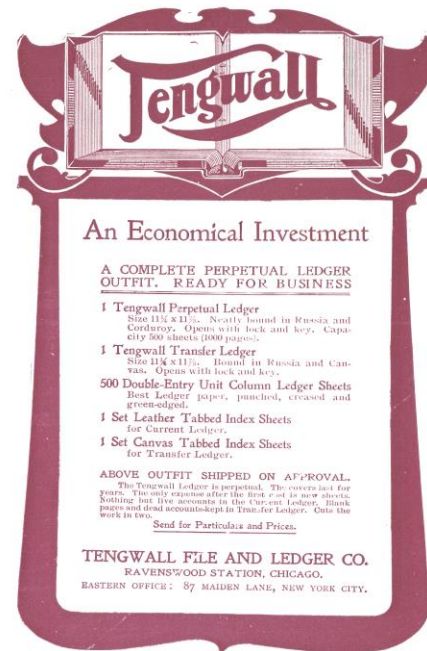
Salesmen were common in the late 19th and early 20th century. Salesmen accounted for a large part of commerce in both the countryside and in growing American cities. Many spent their lives on the road selling goods. The Tengwall salesmen were trained

on the many files and ledgers produced by the company and they were trained on time management. Not only was time valuable for the client, it was equally valuable to the salesman himself. The salesman had training, a direction in which to travel and a mission, "Sale".

For the average salesman, used to traveling more or less on his own, almost all were male, this meant a number of changes. Now his routes were planned, his customer's needs, be it, factories, banks and large departments, evaluated before his departure, and he recorded

his every move in sales reports and receipts. Sales managers at large corporations assigned salesmen specific territories and gave them monthly or weekly quotas to meet. They aimed to make salesmanship uniform and predictable, and capable of being taught to new recruits. They often even instructed salesmen how to stand while talking with a customer, or how to hand over the pen at "closing."

The revolution in selling had consequences beyond individual firms. The growth of systematic methods of sales management gave rise to a number of products and services that supported sales managers, including trade journals and popular magazines about salesmen and sales management. Overall, the industry relied on the salesman, door to door, look them in the eyes and show them how easy to use this product is to use. Tengwall did attend the usual manufacturer expos and business fairs, but relied very minimally on advertisement.



Tengwall had a tendency to feather their employees in their monthly magazine, Tengwall Talk. Along with a photograph of the employee the company would write about their values personally and professionally. This is such an example.

"Good Morning! Bliss is my name, of the Tengwall File & Ledger Company. What can I do for you this morning?"



A hearty hand-shake, a short talk and you're acquainted with a bright and intelligent a loose-leaf salesman as there is in the business. Mr. W. P. Bliss is a graduate of the Michigan Military Academy, also a graduate of the University of Michigan with a degree in Business Administration. He has had years of experience in special book-keeping work, accounting and auditing and business systematizing as well as in commercial agency work. As Chicago salesman of the Tengwall Company, Mr. Bliss' success will no doubt be a marked and as well merited as his work with other companies in a similar line".

Another salesman is Mr. Frank Sharp, representing the Tengwall in Washington, D.C., he indicated that the red tape of routine work in government offices is rapidly giving way to modern methods and up-to-date appliances. Tengwall devices are being used in the U.S. Depart. of Agriculture, the War Depart., Treasury Depart., the U.S. Navy and the Post Office; also the Smithsonian Institute and many other government offices. Mr. John D. McChesney, Chief Disbursing Clerk in the U.S. Geological Survey, writes, "As a time and labor saver, the Loose-Leaf System is invaluable in my office. I would not know how to get along without it."

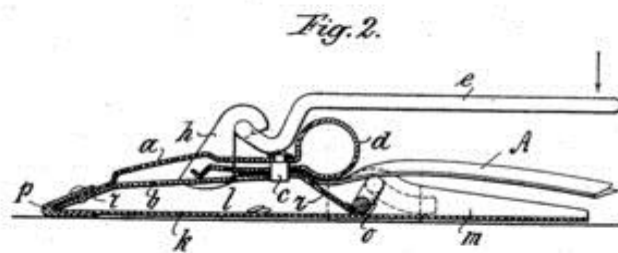
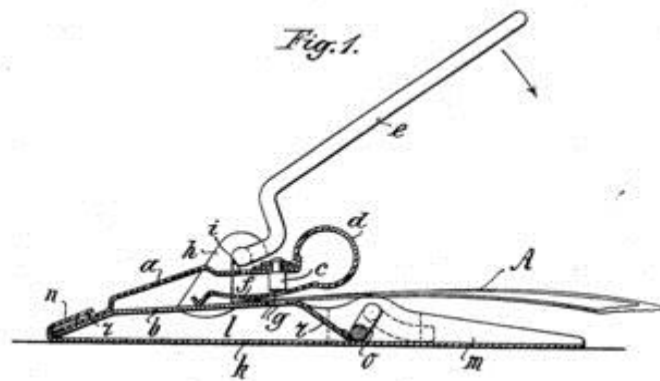
Tengwall Paper Perforator or Punch Patent

This is just one of the patents awarded to Andreas Tengwall.

No. 803,727.

PATENTED NOV. 7, 1905.

A. TENGWALL.
PAPER PERFORATOR OR PUNCH.
APPLICATION FILED MAR. 11, 1904.



WITNESSES

Wm. Fisher
Paul Reinhart

INVENTOR

Andreas Tengwall

Richardson
ATTORNEY

The Name Change to Tengwall Company

1903 saw a lot of action for the Tengwall File & Ledger Company. The first and most important was the name change. The company would now be called the Tengwall Company. The machines stayed the same with the exception of the new name was now on the face plate.

The company was to see new ownership and management, although, it would appear that individuals within the company owned large amount of stocks were now in charge.

The Tengwall Company was now part of a much bigger plan. The new president was C. E. Sheppard owner of Sheppard File and Ledger Company.



Sheppard had been in the business for many years. He began his connection with it in Chicago with the Krag Mfg. The Krag Mfg. Company controlled the Tengwall patent in the United States.



It was in 1903 that C.E. Sheppard Co. consolidated with the Tengwall Company. Mr. Sheppard was the president of the New York Office.

An interesting fact was discovered. Even as the president, Mr. Sheppard still took a very active part in the sale of his products. He was known to attend office appliance Expos and banking conventions and while there, he would set up displays of the Tengwall product for all to see.

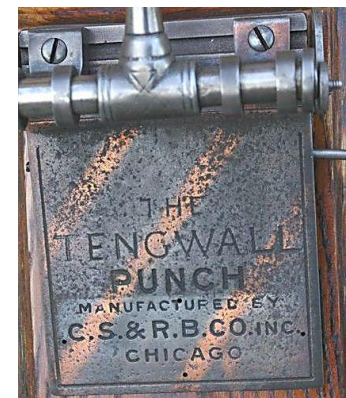
The consolidation was dissolved in 1904 and the former style of the C.E. Sheppard Company was resumed.

The New Tengwall Owners C.S. & R.B. Co. Inc.

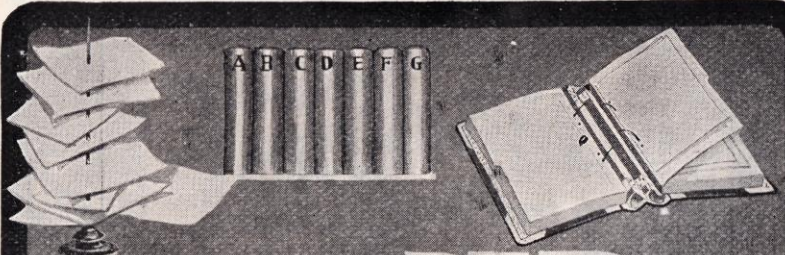
It wasn't long before Tengwall was bought out again. This time it was to the C.S. & R.B. Company owned by Mr. R. B. Wilson.

Mr. Wilson established the Chicago Shipping & Receipt Book Company in Chicago. At the time of its startup, Mr. Wilson produced just one product, an aluminum holder. The entire working force consisted of four employees. His factory and office were housed in one small room on the third floor.

Over a period of 15 months Wilson would have to move four more times, each time for larger accommodations.



Wilson's company continued to grow and new products were introduced on a regular basis. Within a short period of time Mr. Wilson was in a position to purchase the Jones Improved Loose Leaf Specialty Company and after consolidating the two companies, changed the firms name to the Wilson-Jones Loose Leaf Company.



BIND YOUR LOOSE SHEETS

IN A TENGWALL FILE

Don't put your loose sheets on a spindle or in a drawer. Bind them, classify them, preserve them in a Tengwall File. You've often noticed the peculiar habit that stray sheets have of turning up missing just when they're needed. Valuable papers don't get a chance to wander when placed in a Tengwall File.

There are over 250,000 Tengwall Files in use in the United States and Canada, more than all other loose-leaf files put together. Why? Because it's the simplest, most practicable and durable binder for loose sheets on the market. The Tengwall File is an incentive to keep things in order.

Any leaf can instantly be inserted or removed without disturbing the other papers, simply by pressing a thumb spring. Then all you have to do is to close the file and it locks automatically.

The Tengwall File saves time, money, patience and worry—it saves everything worth saving. It's an **ECONOMICAL EXPENSE**.

Can be used for filing letters, orders, invoices, clippings, maps, photographs, music, and in fact any sort of loose sheets. The Tengwall Transfer and Perforator complete the outfit. Blank manilla sheets are furnished to fit any file for pasting invoices, clippings, photographs, etc.

THE CHICAGO DAILY NEWS, using over one thousand Tengwall Files, writes: "It's THE BEST THING OF THE KIND WE HAVE EVER SEEN, AND IS ADAPTED FOR A GREAT MANY DIFFERENT USES." The New York office of the United States Steel Co. use Tengwall Binders exclusively.



TENGWALL COMPANY CIRCA 1910



BEFORE

AFTER

