

Montgomery Historical Society

2008 VT History Expo Exhibit

(Use keyboard arrow keys to advance once pdf download is complete)

From the end of the Civil War to the 1940s the timber industry was a major part of Montgomery's economy. In the 1890s there were 16 mills making a variety of wood products.

**At the turn of the century
Atlas Plywood owned plants in
North Troy, Richford, and
Montgomery, VT and one in
Maine, and extensive timber
lands throughout northern New
England.**

**In 1921 Atlas Plywood Corp.
published a catalog touting a
lighter, yet stronger packing
case manufactured from 3 ply
hardwood veneer.**

ATLAS PACKING CASES



REG. U.S. PAT. OFF.

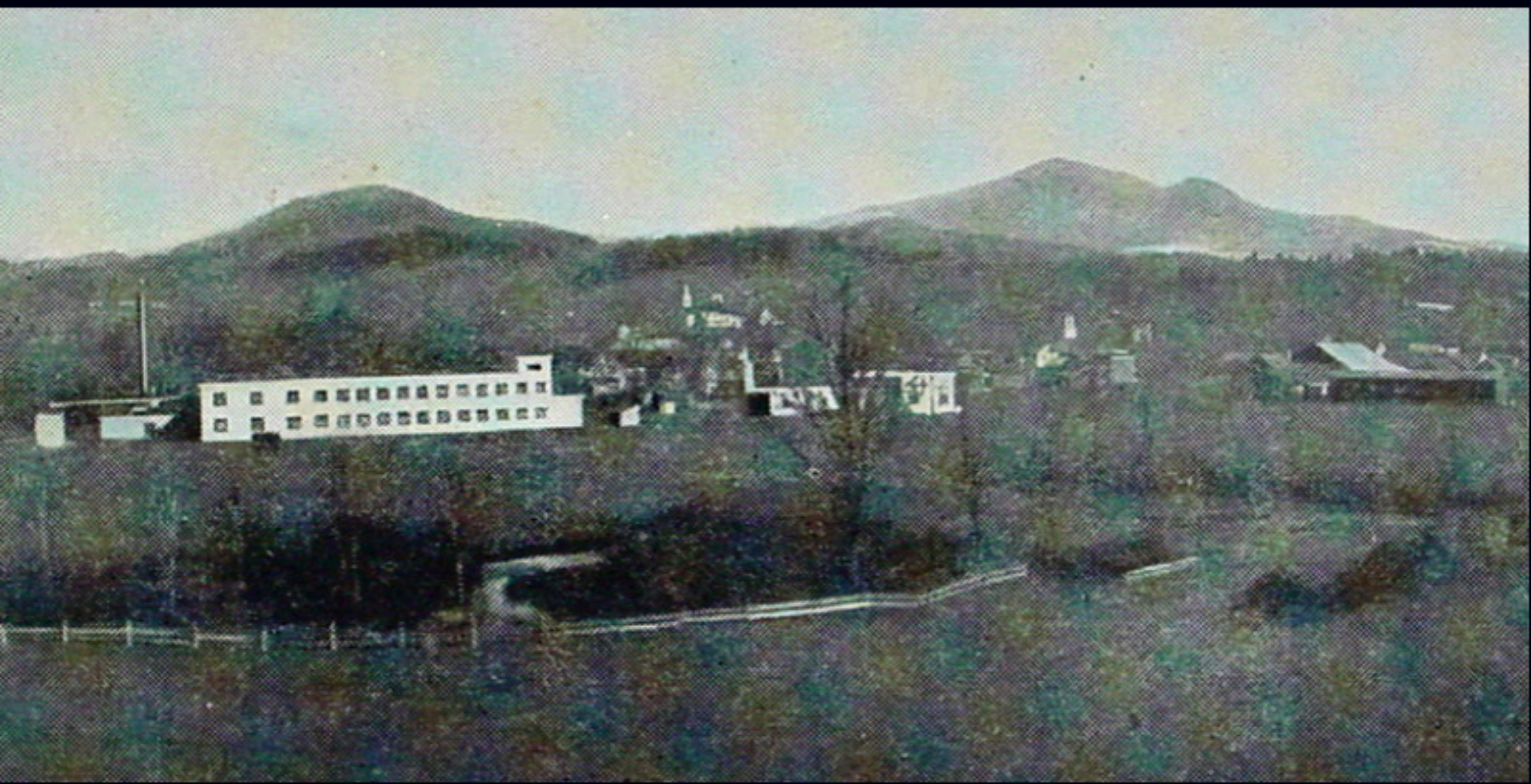
CARRY THE WEIGHT
SAVE FREIGHT

"Carry The Weight, Save Freight"

**The Story of an Innovative
Packing Case
Manufactured in Montgomery, VT**

INNOVATION

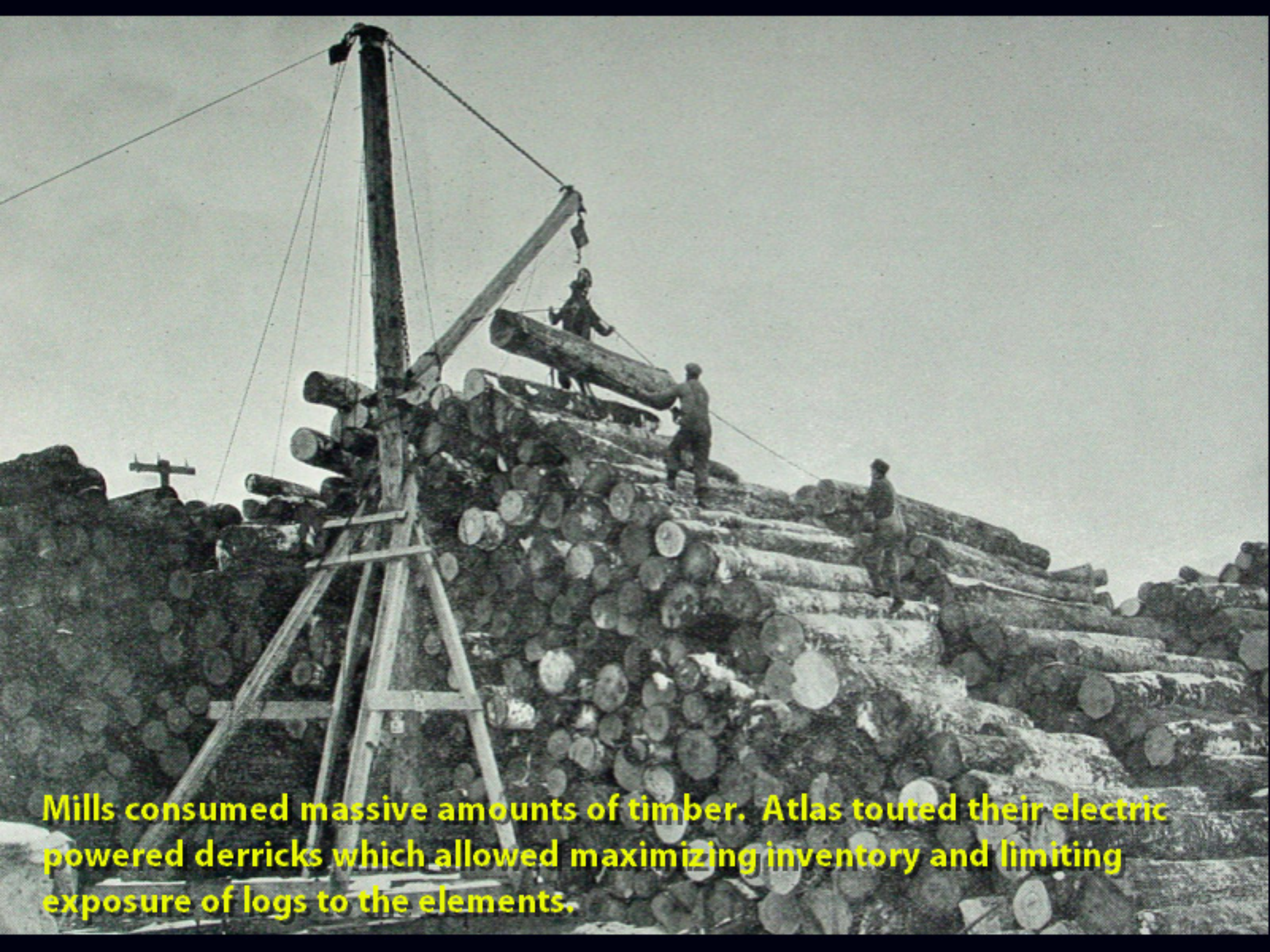
- LIGHTER**
- STRONGER**
- CHEAPER TO MAKE**
- CHEAPER TO SHIP TO CLIENT**
- CHEAPER FOR CLIENT'S USE**
- HARDWOOD 3-PLY VENEER**
- PATENTED DESIGN & PROCESS**



The Nelson Hall veneer mill in Montgomery Center.

“Nelson and Hall Company’s plant, located in Montgomery Center Vermont, is surrounded by thousands of acres of the finest veneer timber growing. The shipping station for this plant is East Berkshire, Vermont on the Central Vermont Railway.”

The Process

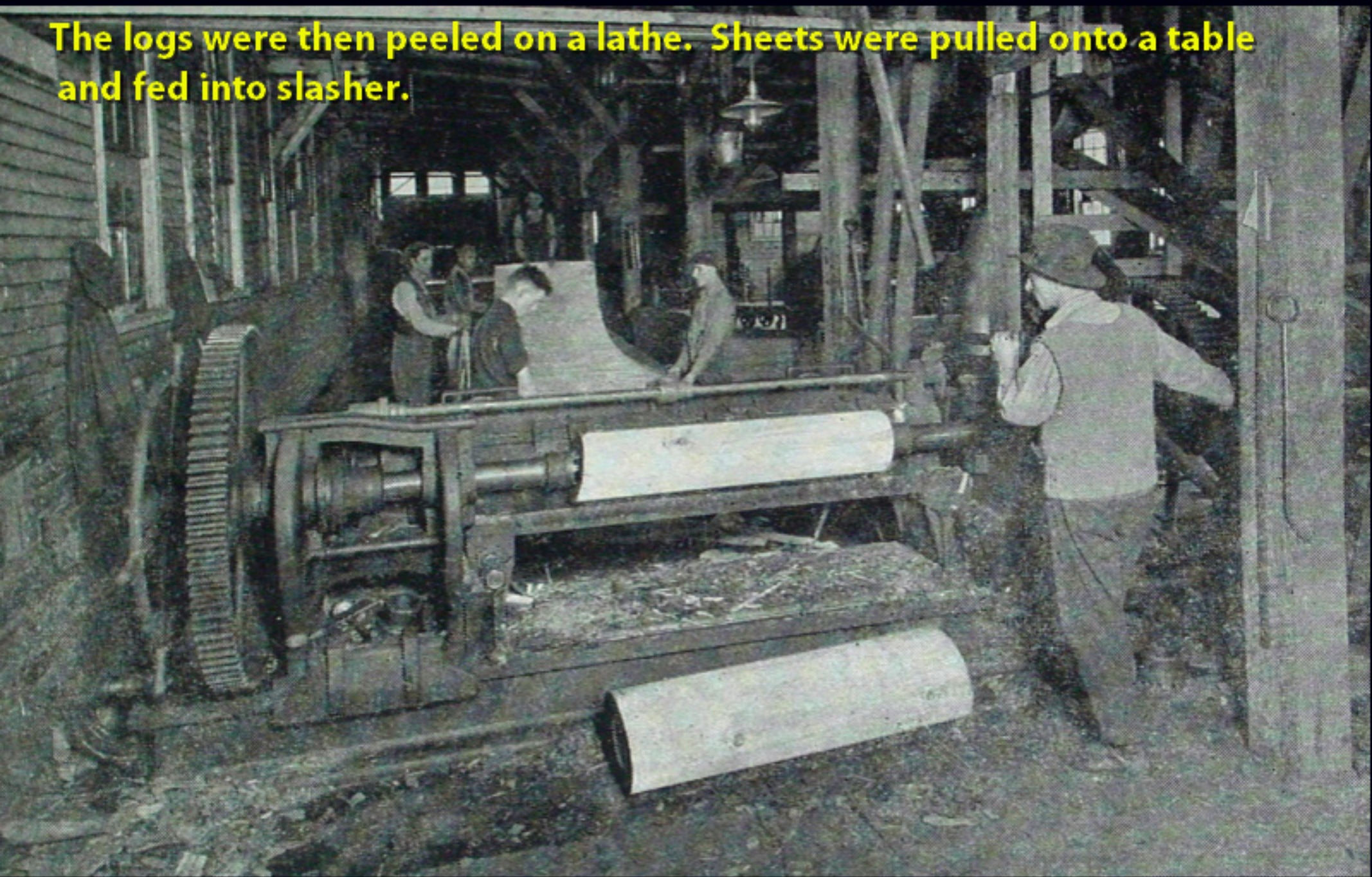


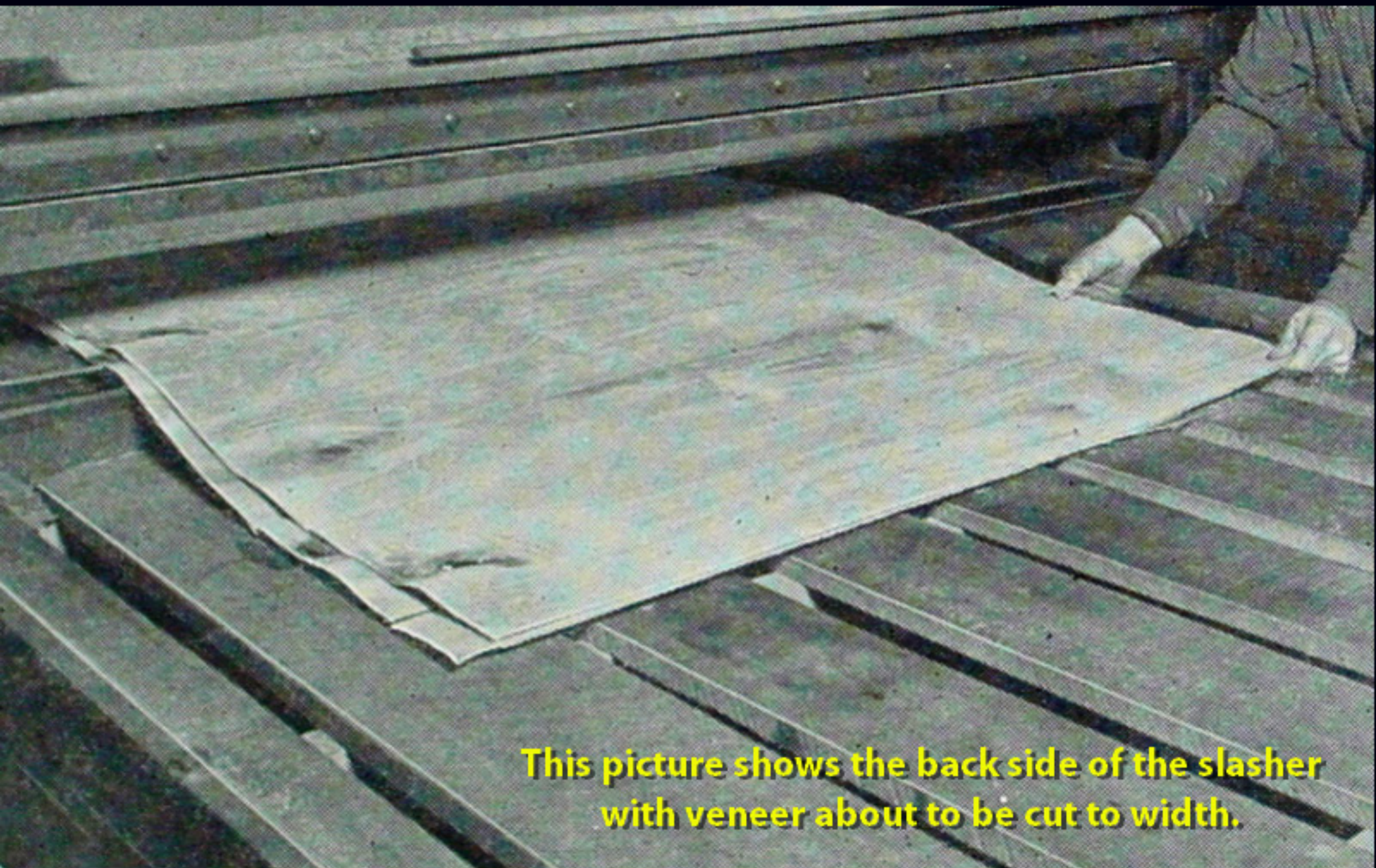
Mills consumed massive amounts of timber. Atlas touted their electric powered derricks which allowed maximizing inventory and limiting exposure of logs to the elements.

Logs were sent to be cut to specified widths, called blocks, by band saw. They were soaked and boiled for 24 hours, then the bark was removed and they were cleaned.



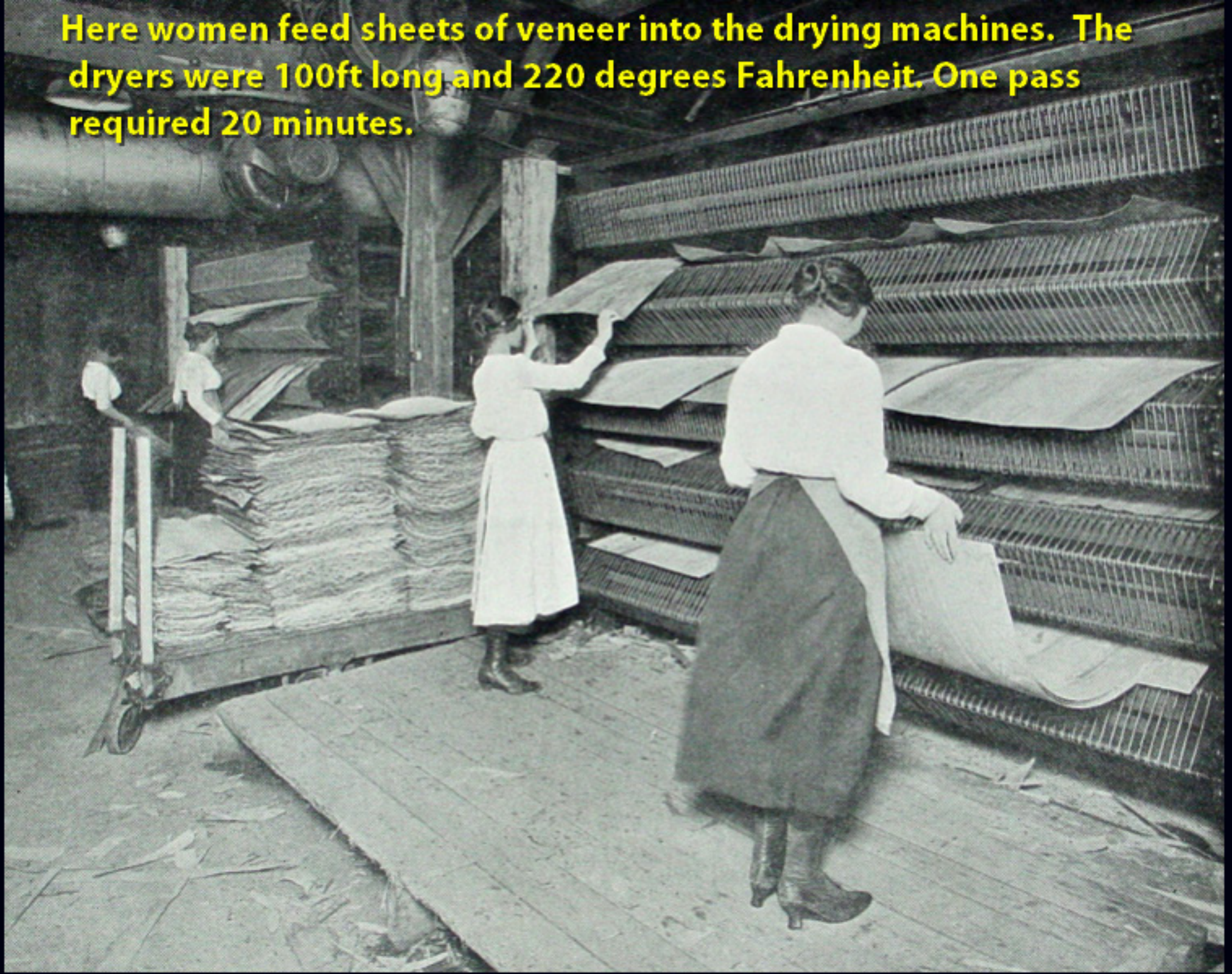
The logs were then peeled on a lathe. Sheets were pulled onto a table and fed into slasher.

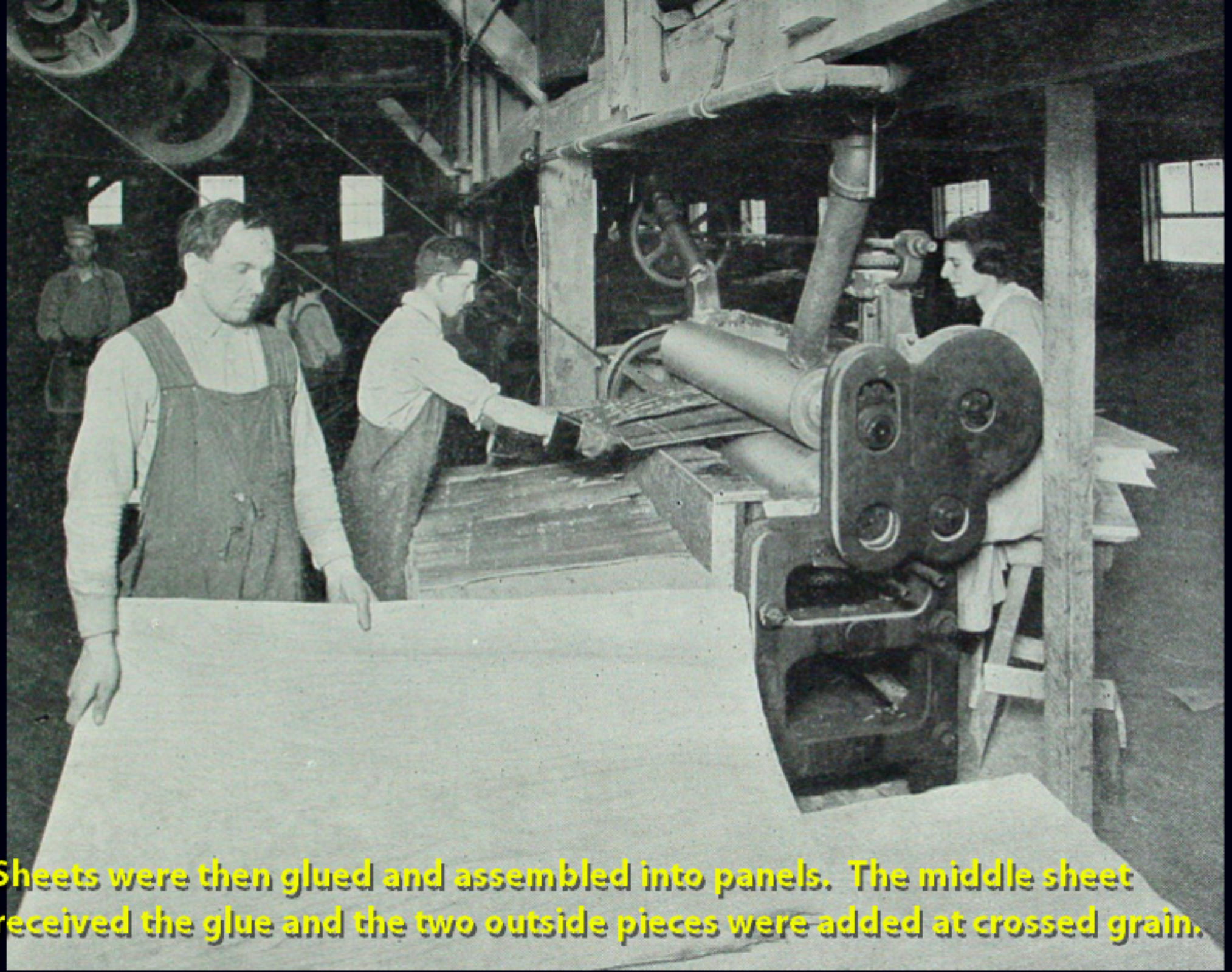




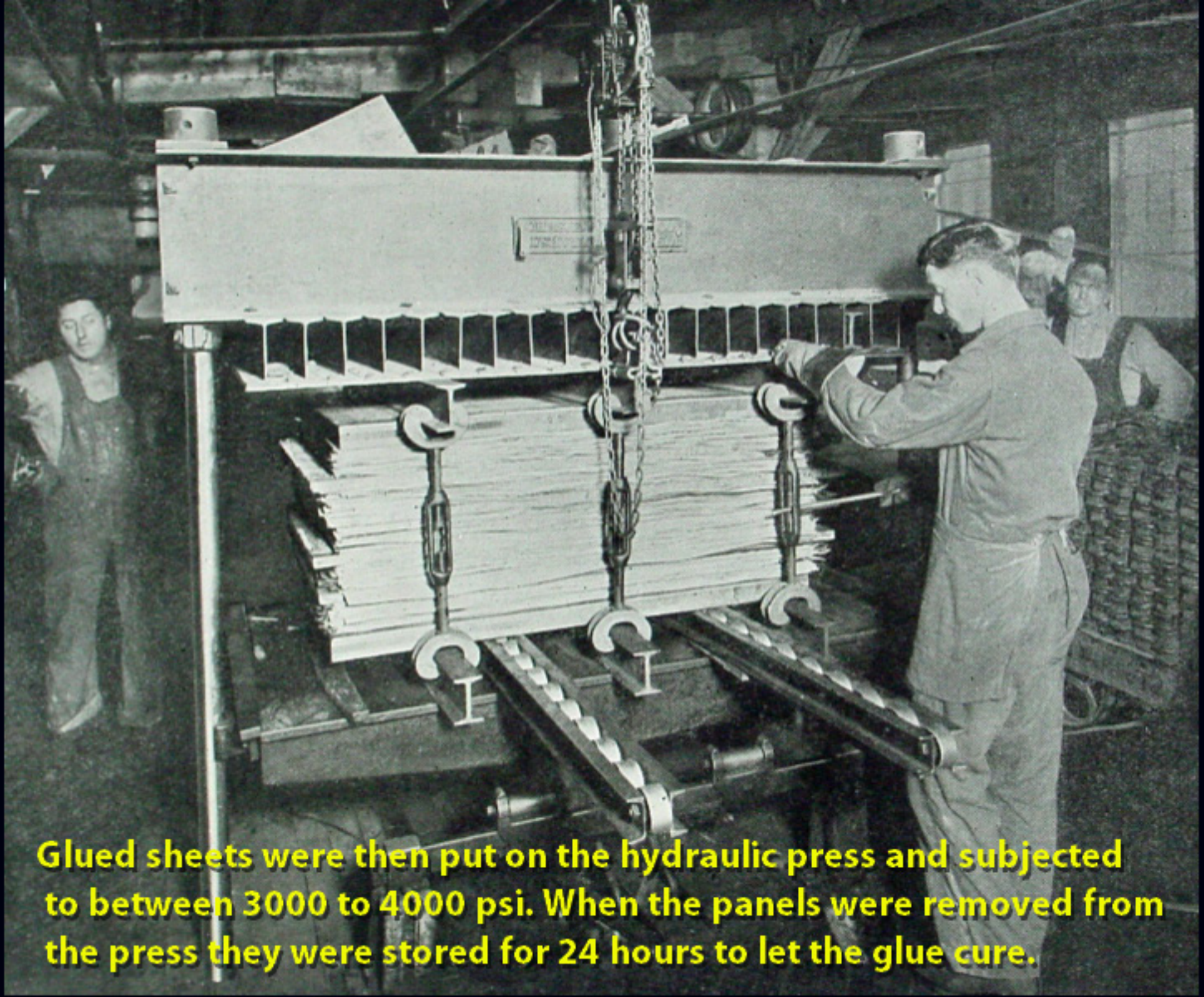
This picture shows the back side of the slasher with veneer about to be cut to width.

Here women feed sheets of veneer into the drying machines. The dryers were 100ft long and 220 degrees Fahrenheit. One pass required 20 minutes.

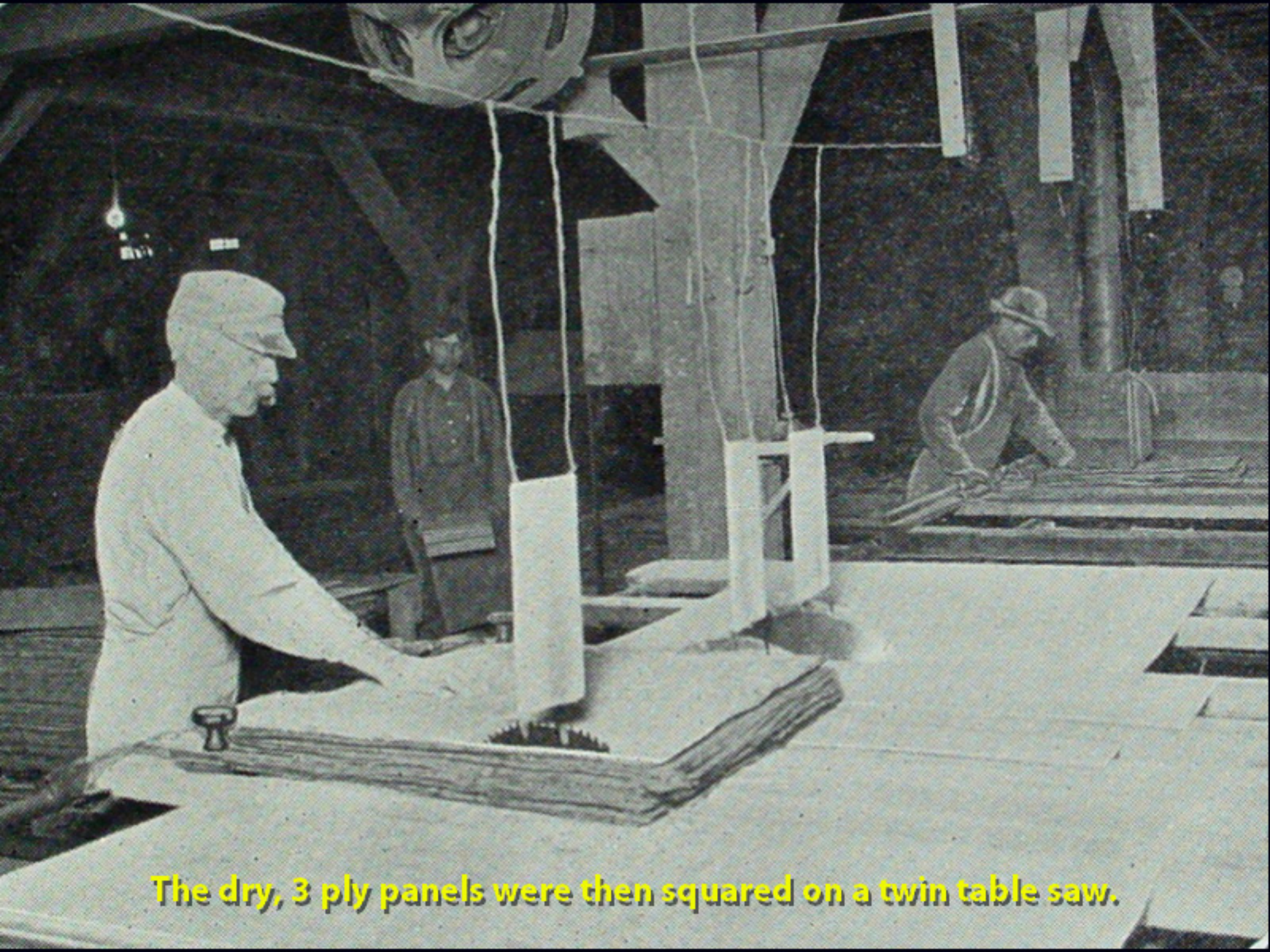




Sheets were then glued and assembled into panels. The middle sheet received the glue and the two outside pieces were added at crossed grain.



Glued sheets were then put on the hydraulic press and subjected to between 3000 to 4000 psi. When the panels were removed from the press they were stored for 24 hours to let the glue cure.

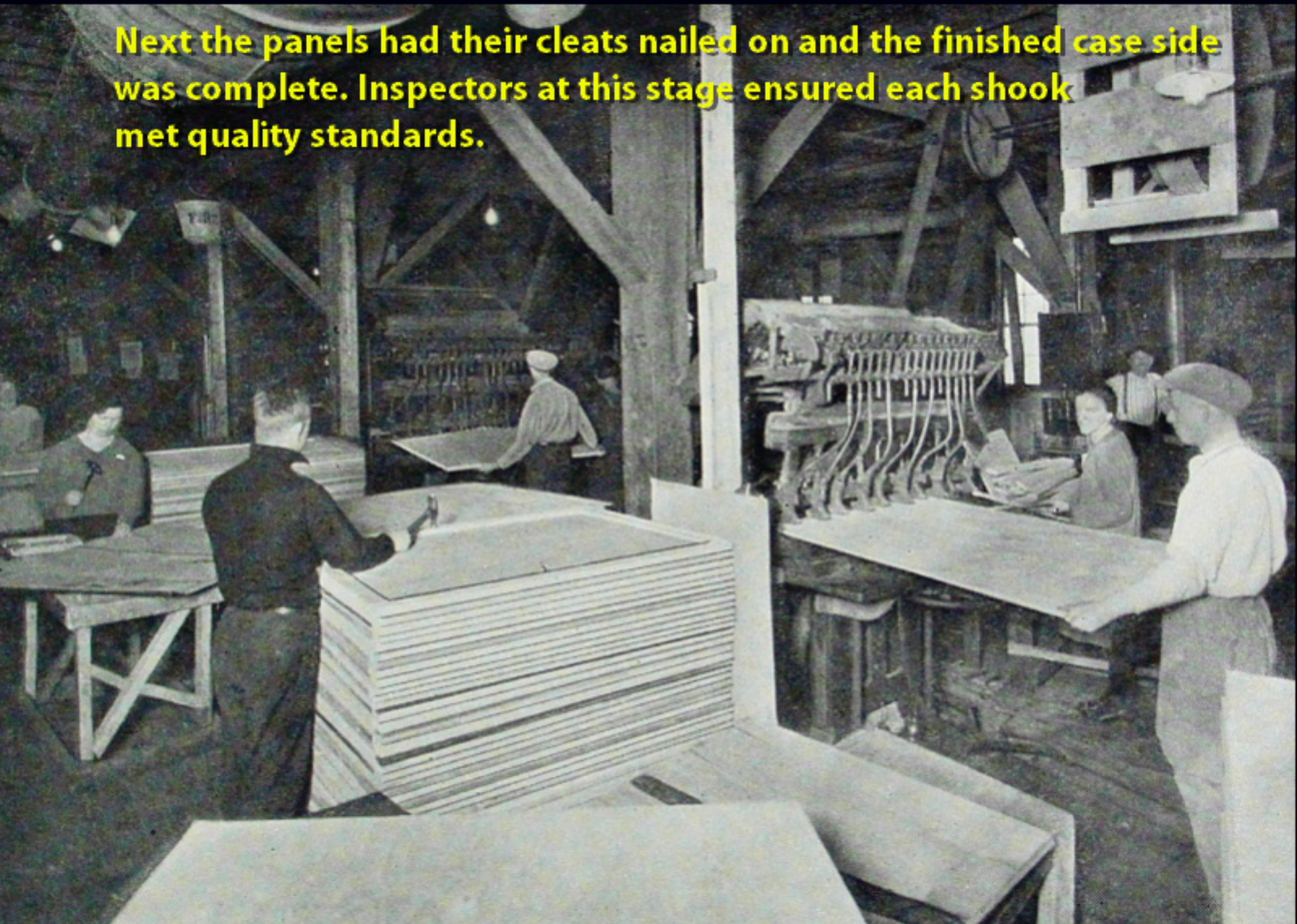


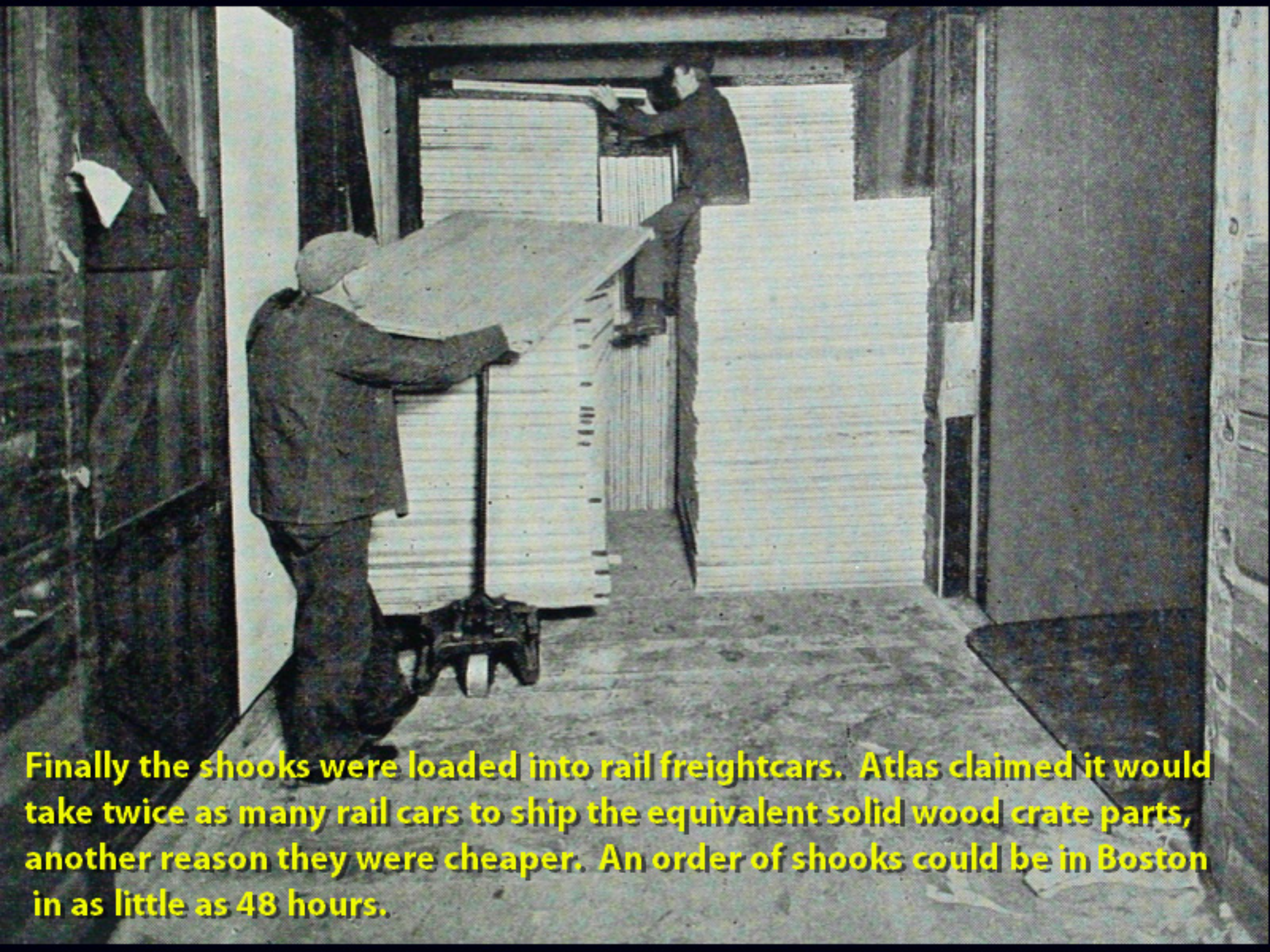
The dry, 3 ply panels were then squared on a twin table saw.

The squared panels could then be printed. Atlas claimed that this was a great advertising opportunity, and since many of their cases were reused by others "at least twice", they could provide enduring low cost advertising to the client.



Next the panels had their cleats nailed on and the finished case side was complete. Inspectors at this stage ensured each shook met quality standards.





Finally the shooks were loaded into rail freightcars. Atlas claimed it would take twice as many rail cars to ship the equivalent solid wood crate parts, another reason they were cheaper. An order of shooks could be in Boston in as little as 48 hours.

Fast Facts*

16 Veneer Lathes

500 Running Feet of Dryers

750,000 sq ft dried/day

**1,600,000 sq ft/week veneer
& cleats**

Over 11 tons of glue/week

*** All four plants**

The Products

*Atlas
Packing
Cases*

for
Cottons
Woolens
Prints
Worstedes
Blankets
Yarns
Hosiery
Underwear
Silks
Gloves
Corsets
Shoes
Buttons
Soaps
Confectionery
Silverware
Rubber Goods
and
wherever
a
Wooden Box
is
required

*Carry the Weight
Save Freight*



Style No. 1, Full-Cleated Case

This case is particularly adapted for shipment of cotton, woolens and knit goods. It is capable of carrying as much as 1000 pounds. Notice that each panel is one whole piece, no tongue and groove to pull apart. We guarantee this case to carry as much weight as satisfactorily, and without damage to contents, as any 13/16 lumber case made.

The fact that we have trade-marked our product is an indication of our willingness to stand behind every "Atlas" Packing Case made. It is your guarantee of uniform quality.

When we speak of "Atlas" Plywood Box Shooks we mean "Atlas" Packing Cases in knock-down form.



Special Talking Machine Cases

The Talking Machine industry has for a long time recognized the advantage of "Atlas" Plywood Box Shooks. Their attractive appearance, light weight, and beautiful printing surface, giving great direct advertising value, are some of the reasons for its popularity in this line of trade.



Talking Machine companies were the Montgomery plant's main client.



Will there be a Victrola in your home this Christmas?

\$15

\$25

\$40

\$50



\$75

\$100

\$150

\$200

You can search the whole world over and not find another single thing that will bring so much pleasure to every member of the family.

Any Victor dealer in any city in the world will gladly place a Victor-Victrola in your home on easy terms so that you can enjoy it while you are paying for it. Write to us for catalogs.

Victor Talking Machine Co., Camden, N. J.

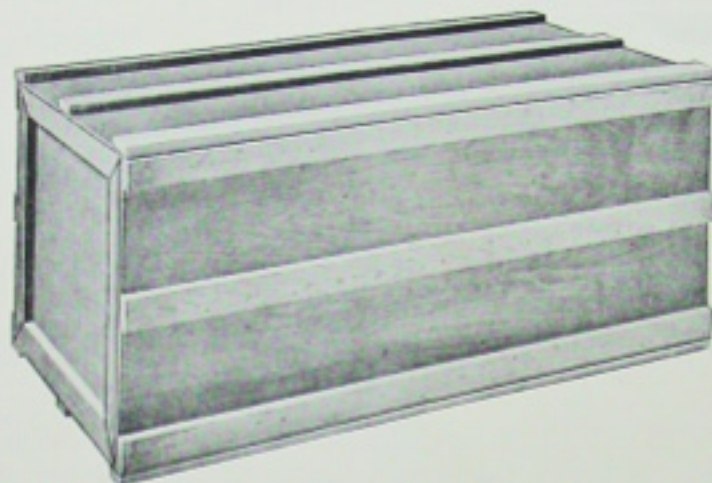
Dealers Everywhere. G. C. McCreedy, Canadian Distributor

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor Steel Needles, 6 cents per 100. Victor Fibre Needles, 10 cents per 100 (can be resharpened and used eight times).

New Victor Records are on sale at all dealers on the 28th of each month.





Automobile Tire Case

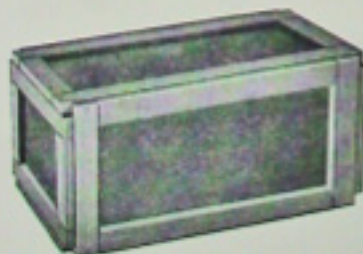
You will notice the construction of this case is such that the four points of contact between the tires and the packing case are reinforced with a center cleat. This is an ideal case for the shipment of any cylindrical product.

Interlocking Style, Full-Cleated

A pilfer-proof case, so far as it is possible to make any packing container pilfer-proof. There are two direct nailing surfaces to this box, nails being driven down through the top into the sides and nails also being driven through the ends into the top. It is impossible to open this "Atlas" Packing Case, constructed from "Atlas" Plywood Box Shooks, without the use of a nail puller, and then

it is necessary to take off the whole top.

It cannot be entered by removing a five or six inch board. This particular type is especially favored by manufacturers of silverware, hardware, talking machine records, and other products subject to pilfering, which must be shipped in a very strong container.





Style No. 2

This case is particularly adapted for light shipments, such as boots, shoes, hats, and any articles where a clean, tight, light case is required at the lowest possible cost. The elimination of cleats on this case reduces the price but does not impair the efficiency for the shipment of light products.

Interlocking Style Half-Cleated

A case similar to the above, except that the corners are interlocking, as in the full-cleated pilfer-proof case shown on the opposite page. This style answers the purpose for light shipments where all protection possible against pilferage is desired. It is a very strong case, but exceptionally light.





Victrola packing case made circa 1920. Acquired by the Montgomery Historical Society on Ebay, June 2008.



THIS IS AN

ATLAS PACKING CASE

MADE ONLY BY

WILLIAMS & HALL CO.

MONTICELLO CENTER, VT.

REGISTERED PATENT

“Our four plants, located in four separate towns, small enough to be free from labor troubles but large enough to furnish an ample supply of labor, have contributed much to the economical manufacture of “Atlas” Plywood Box Shooks.”

EPILOGUE

- Demand for Talking Machines, Atlas' principal client, was killed by radio and the Depression.
- Changes to shipping methods and transportation undercut Atlas' advantages.
- Atlas continued to manufacture plywood for other applications but closed its Montgomery plant in the 50s



Mill

Atlas Plywood Company HQ Building circa 1920.

ATLAS PLYWOOD CORP.,
MONTGOMERY CENTER, VT.



Site of Atlas Plywood Company HQ June 2008. It now serves as a ski lodge.

ATLAS PACKING CASES



REGISTERED TRADE MARK

CARRY THE WEIGHT
SAVE FREIGHT

**Courtesy of the
Montgomery Historical Society
P.O. Box 47
Montgomery, VT 05470
www.montgomeryvt.us/mhs.htm
pratthall@gmail.com**

