

HOLDING YOUR WORLD
TOGETHER FOR

100
YEARS

A Centennial History of

Alliance Rubber®
100 YEARS OF EXCELLENCE
1923-2023



Alliance Rubber Company

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Rubberband.com
Ligasdehule.com
Adbands.com
Arcosilicone.com

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Thank you to Andrew Johnson of Jadee Construction for aerial photography.

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Chapter One

A History of Resilience and Integrity



*William H. Spencer
Age 30 in 1921*

On March 7, 2023, Alliance Rubber Company, a family-owned business, celebrates 100 years in operation. This is a commendable achievement for any company, and it feels particularly remarkable that we have been able to achieve this milestone in such a rapidly changing world environment.

Fifty years ago there were twelve U. S. manufacturers of rubber bands. In 2021, our last U. S. band manufacturing competitor ceased operations. Due to the steadfast resolve, dedication, and ingenuity of our 160 great associates, Alliance Rubber is still thriving and blazing new trails even after 100 years. We are the “Last Band Standing” in U.S. rubber band production and proudly serve customers in 60 countries.

Why are U.S. manufacturing jobs important to the economy? The manufacturing sector in the U.S. employs 12.7 million workers, which is about 8% of total U.S. employment. Furthermore, each U.S. manufacturing job supports another 3 to 4 additional jobs within our economy.

Companies that have experienced our kind of success historically began with one person’s

stubborn, fighting spirit, vision, and fortitude to stand off worldwide competition. We are proud to have achieved the “benchmark” level for our industry in the USA and within the ranks of our overseas competition. We are equally pleased to stand in the company of such giants as Amazon, Apple, Disney, Google, Harley-Davidson, and Mattel which also began their companies in a garage en route to becoming the well-known names they are today. Each of these firms have their own story and ours began with William Spencer who founded Alliance Rubber in his garage in Alliance, Ohio on March 7, 1923.



1921 POSTCARD FROM HOT SPRINGS
William Spencer postcard to his mother in Franklin, KY: "I'm going back to Alliance before March 15 but planning on opening a vegetable plant business in Hot Springs in the meantime."

It's a story 100 years in the making. William Spencer left his Franklin, KY home in 1904 at the age of 13 with \$25 in his pocket to pursue his personal “manifest destiny.” Nothing great happens overnight and ultimate success is built on failures and small successes that test one’s ability to learn, absorb and use hard-earned lessons that lead to finding one’s place. Having heard great tales of opportunity out West, he traveled by rail for the next 19 years until he

founded Alliance Rubber at the age of 32. During his initial rail travels, he rode in boxcars, under boxcars, and on top of boxcars. His postcards home to his mother from the road all across America have been preserved in albums by his family and reveal the most authentic history of his dozens of jobs and hardscrabble life on the road in search of the place where heart, mind, and excitement unite for his EUREKA moment. This moment is a culmination of lessons learned from his tough life on the road that led to his founding of Alliance Rubber.

There is no more authentic history than the Alliance Rubber story as told by Mr. Spencer, a true entrepreneur: “It was late in 1917 that I chose to come to Alliance, OH. The train fare from Pittsburgh was about \$2.20 which left me with less than \$3.00. Morgan Engineering had a contract for armored tanks that offered jobs. Instead of starting at Morgan, I found a job working for the Pennsylvania Railroad in train service. At that time, the old Chase House honored the so-called “pie books” issued by Pennsylvania Railroad which kept me until payday. For about five years I had time to settle on a program - that of launching Alliance. To be exact ... March 7, 1923. The first Rubber Bands were produced from the then small diameter, high pressure factory reject inner tubes which I had purchased in Akron. My first pioneering in band markets was to encourage the newspaper circulation departments to use bands to secure their papers when thrown, and the Akron

Beacon-Journal and Tulsa World were the first two newspapers to try bands for home delivery. Then I solicited greengrocers and produce markets to substitute their string and twine for our bands.

By this time, I had job security from my railroad pay to bid on a Cleveland passenger run which allowed me a full day in Cleveland and then the next day in Alliance to meet both expenses and handle the company's workload. In time, some of my job buddies earned extra cash by helping at Alliance, and the business expanded to where I had to move from the garage and basement and add another cutting machine. For the first 14 years of Alliance, I had to moonlight on the Pennsylvania Railroad to make our payroll and expenses, and was finally able to quit the railroad in late 1937.

I pioneered new band markets and pitched new types and sizes for many types of growers, merchants, and factories; and, in time, this business became a target for some of the older line band manufacturers envious to convert our customers to using their standard bands. This created another problem, since we were buying their band tubing and could not compete with them selling our customers.

I purchased the old laundry building in Alliance at 629 N. Union Avenue which was offered for sale during the 1930 depression. I decided to install equipment to make rubber bands from crude rubber

to meet the competition and we began the factory from scratch. If Mr. Chambers were alive, he'd explain how he did the carpentry remodeling for \$.42 per hour.

In the meantime, I kept my railroad job until late 1937. I needed the railroad money to pay for Alliance and eventually convert users from string and twine to bands. Eventually, a competitor began in 1956 which resulted in one-third of our business leaving us and we were forced to cut our prices by 40% to retain our remaining customers. Prior to our new competitor, our policy was to avoid competition by pioneering new markets and uses. Since crude rubber hit a low of \$.03 per pound versus almost \$2.00 per pound during WWII, this provided businesses the opportunity to use bands that previously had been cost-prohibitive. The old-line established band manufacturers contended Alliance should fall in line with their higher prices established many years before. Another issue was created and I was pointedly threatened that if I didn't sell my Green Newscarrier Bands at \$1.05 per pound instead of \$.75, I would regret it. I ignored them and encouraged a free market. The American Free Enterprise System has proven to be the best. The reward of having a sincere and dedicated Alliance team is evident in our good business."

After a century Alliance Rubber is still a family-owned business with a rich and distinctive American

Heritage. What began as a simple, practical and reliable solution for everyday life has been transformed by our team members into a multi-faceted collection of more than 2,400 products designed for “Holding Your World Together.”

How have we accomplished this? We have done it through production innovations provided by our associates who continue to find ways to improve production capabilities, to create the new and unexpected, and to make goals become realities - realities that benefit our customers and end-users of our products.

“Our associates are an integral part of our continuing success” says Bonnie Spencer Swayze, Alliance’s president. “Their superior American craftsmanship shines and enables us to make some of the world’s best polymer products. The 100-year Alliance Rubber story is remarkable in that our people have been tireless in their ingenuity to triumph over incredible odds. Our people rise to the occasion to bring exciting value-added products to market. We are not only a family-owned business, we are a family made up of 160 families who have come together and worked side by side to enable Alliance to grow and flourish. They, as much as our products, are our legacy. In 2022, we won the Sentinel Record Reader’s Choice Award for Best Large Employer in Garland County. More than 70% of our team have been with us for over five

years, and 95% of our managers were promoted from entry-level positions where they learned from experience and showed creativity and the leadership skills to train and motivate others. We take pride in nurturing our associates to excel which enables us to be a leader in manufacturing innovation. Our team is the best anywhere.

This is also an important time to thank our customers – those who, in our beginning, took a gamble and bought our product, those who have challenged us throughout the years to meet their individual custom needs, those who understand the importance of manufacturing to America’s economic stability, and those who have complimented our team for being the easiest people to work with to accomplish their individual goals. We appreciate you and the support you have given and continue to give to all of us at Alliance Rubber Company.”

PALE CREPE GOLD[®]
RUBBER BANDS

STERLING[®]
RUBBER BANDS

ADVANTAGE[®]
RUBBER BANDS

NON-LATEX[®]
RUBBER BANDS

NON-LATEX[®]
RUBBER BANDS
WITH ANTIMICROBIAL PRODUCT PROTECTION

brites[®]

BIG BANDS[™]

**CAN
BANDZ[™]**

tie-dye
rubber bands

SUPERSIZE BANDS
OVERSIZED BANDS FOR BIG JOBS

Brand-It[®]
• CUSTOM HANG TAGS

X-TREME[™]
EPDM BANDS

PLU Bands
PRODUCE & FLORAL BANDS

ProTape[®]
SPECIALTY BUNDLING TAPE

Chapter Two

Products and Marketing

Celebrating a Tradition of Quality

Over the course of a century, Alliance has evolved from a single product to a global leader in multiple industries. Today Alliance represents the benchmark in adapting and inventing simple, practical, and reliable solutions for every day.

The remarkable story of Alliance's first century offers a vision of corporate ingenuity, integrity, and excellence as our Alliance Team continues the legacy of Mr. Spencer and his creative marketing in promoting the many different uses of rubber bands in many different markets.

The company's rich American heritage is built on valuing our associates as our greatest asset. Join us in following the inspiring journey of Alliance's products.

"The newspaper circulators created an envious volume of business that no band manufacturer ever dreamed could be developed."

1920s

The 1920s arrived. WWI was over, the economy was doing well. It was a glorious time for art deco, flappers, Babe Ruth, Mickey Mouse, and Duke Ellington*. The Roaring Twenties brought the radio, automobile, “talking” movies, prohibitions, prosperity....and of course, Alliance Rubber Company.

In 1923, Mr. Spencer obtained a few inner tubes, cut them by hand in his garage, and thus, Alliance Rubber Company’s very first product was born. These first rubber bands were produced from small-diameter, high-pressure factory reject inner tubes that Mr. Spencer obtained. He continued to produce these black rubber bands, in this manner, for the next 14 years.

The largest volume of business for rubber bands at that time was from the Newspaper Circulation Industry. In those days, newspapers were blocked and thrown in the general direction of the porch. After seeing the Akron Beacon Journal blowing across lawns, he persuaded them and the Tulsa World to try wrapping them with a band. According to Mr. Spencer: “The newspaper circulators created an envious volume of business that no band manufacturer ever dreamed could be developed.”

Mr. Spencer built a solid foundation for Alliance Rubber Company by pushing the new and unrealized potential for rubber bands in industries. Not only were bands more efficient but they had a

1923

**Alliance Rubber Company
is founded in Alliance, OH**

*Invented newspaper, produce, TY
and packer bands.*

superior price point. He would go on to promote rubber bands to the agricultural industry as well as retail shops and industrial factories. Catering to these markets, he established rubber bands as a practical and versatile replacement for twine (which was the dominant bundling tool of the day). His persistence paid off and, in the end, he effectively changed how businesses bundled. He is credited for inventing the 3C through 9C bands for celery, and cauliflower bands, just to name a few.

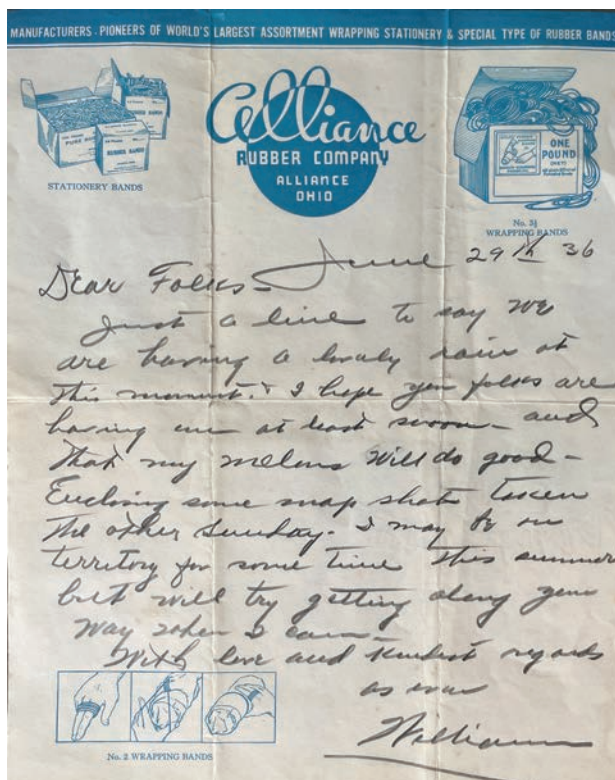
As the Roaring Twenties progressed, powerful new dictators in Europe were making the political situation uneasy. While some Americans were earning fortunes, many others were barely getting by. When the 1920s ended, the Great Depression loomed with hard times for many, and Alliance entered a new decade under Mr. Spencer's imaginative direction.

** Incidentally, Duke Ellington and his band used to perform at the Woodman of Union/National Baptist Building in Hot Springs, AR which was considered the center of Black Broadway in Hot Springs. William "Bojangles" Robinson, Cab Calloway, Count Basie, Ike and Tina Turner Revue, Ray Charles, B.B. King, Diana Ross and many top stars performed there.*

1930s

The 1930s saw people waiting in line to get food from charity groups. Times had never been tougher as dust storms eroded topsoil and destroyed crops, turning the middle third of the nation into the Dust Bowl. By 1939, ten million Americans were out of work. Still, some found opportunities at Alliance.

Alliance was dealing with worsening economic conditions while trying to expand the product line and get into national distribution. Our main products were still targeted to newspapers and agricultural growers as well as retail shops and industrial factories. Demand continued to grow and in 1937,



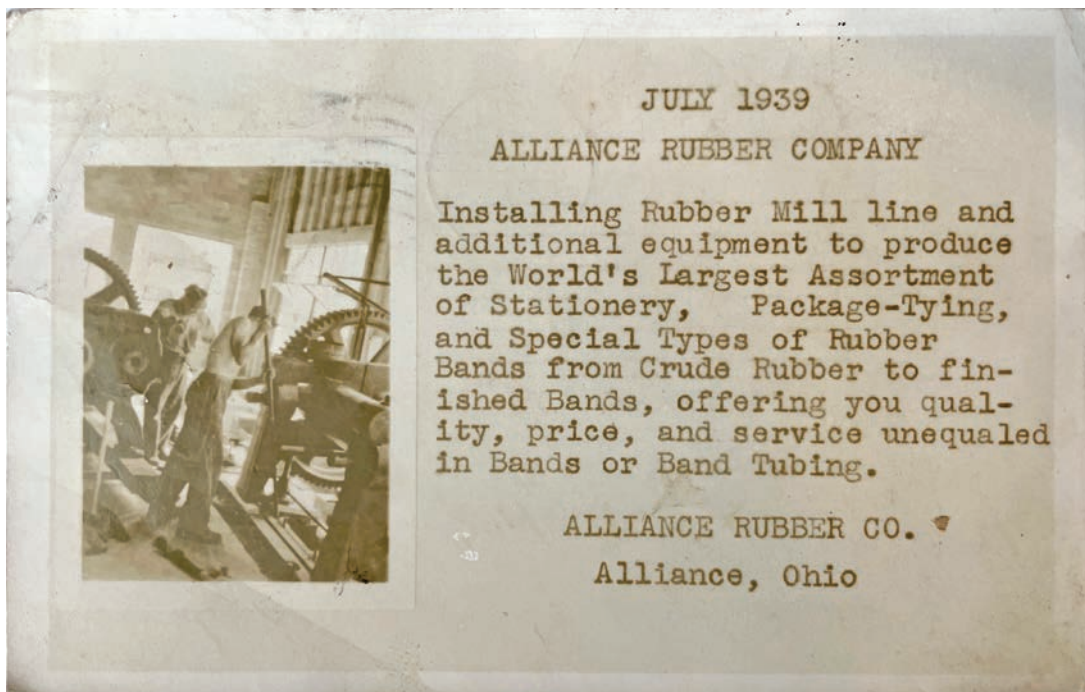
1936 Letter on Alliance Rubber letterhead
From William Spencer (age 45) to his parents

1937

Alliance begins extrusion of rubber tubing

we began to extrude our own tubing, freeing us from the reliance upon other suppliers' tubing.

With the purchase of a facility and the installation of the necessary equipment, we were able to manufacture our own rubber tubing from crude rubber. This helped turn Alliance into a thriving business that employed more than 20 individuals and created opportunities during the depression in the 1930s when the community needed it most. It also gave us additional control over the quality of our rubber bands and the number of bands in a pound. Since bands are sold by the pound, but used by the each, this gave Alliance's customers a better value and more bands for their dollar.



July, 1939 postcard from Alliance Rubber to customers promoting mill installation

1940s

The 1940s started with economic depression and a war raging in Europe. The dark days of WW II came to the nation in 1941 when Japanese bombs destroyed Pearl Harbor. It was the end of peace for the next 1,364 days for America. Men, and some women, went off to war.

Necessity is the mother of invention, and wartime restrictions called for plenty of that. Rubber was in short supply.

Spencer liked the baths in Hot Springs for his arthritis and following one of his visits in 1944, he decided to open a facility there.



1946 photo of Alliance, OH office staff

1942

Mr. Spencer opened sales offices at 225 Lafayette in New York City and 100 S. Jefferson St. in Chicago.

He closed the Alliance, OH plant as rubber was not available during WWII. One of the rubber brokers broke a promise to deliver rubber to Alliance and sent it to a competitor in New Jersey instead.

1943

He purchased 19 acres in Hot Springs, AR.

1944

Hot Springs, Arkansas facility opened

The original building had been a cannery.

1946

Alliance, OH was open again.

1947

He contemplated that bringing rubber into Louisiana through the Panama Canal would save on the freight to Ohio. In 1947, he purchased the Slidell property and began building a plant. However, he discovered the soil near Bayou Liberty was inappropriate to support his mill foundation. So he brought in Alliance, OH tubing and cutting machines and cut, packed and shipped from Slidell.



1947 photo of Alliance, OH plant



1946 Hot Springs, AR property looking southward down Carpenter Dam Road (dirt road)

1950s

The 1950s was a high-spirited decade despite the Korean War. Americans enjoyed new prosperity. What they wanted most was to create a happy, secure future. First came the baby boom, then came the housing boom and suburbs wrapped in hula hoops, poodle skirts, Elvis Presley, and rock and roll.

For Alliance, the fifties brought significant growth, for it was during this decade that Alliance would invent and patent the Open Ring® rubber band. Spencer invented the Open Ring® rubber band in 1955 and officially received the patent in 1957. Promoted as “always open, always ready for quick, easy, one-hand operation” these rubber bands set the world’s standard for efficiency and ease of application. These bands allowed for faster application than the old-style “flat bands” of their day. Evidence of their popularity is the fact that 99% of rubber bands in the marketplace today still utilize this open-ring design.

Reminiscent of the “big break” Alliance experienced with the Newspaper Rubber Bands, Spencer launched ARCO Circulation Supply which offered a complete line of products for the Circulation Industry. Supplies included rubber



1951

Mr. Spencer closed his Slidell, LA plant.

1952

He consolidated Slidell operations to Hot Springs, AR.

He cut, packed and shipped Alliance, OH tubing from Hot Springs.

1956

He bought his family farm at auction in Franklin, KY.

1957

Invented the Open Ring® Band

At Franklin, KY facility, he began to cut, pack and ship bands from tubing brought from the Alliance, OH plant.

1958

Invented QW bunches and jumbo pack

He closed his Hot Springs plant.

1959

Invented slide dispenser mass market pack, perforated desk and open window boxes

ARCO Circulation Supply supplied newspapers with a variety of circulation supplies

The Sentinel-Record
 —Hot Springs, Arkansas
 Sunday, July 10, 1955

Reprint

Industry With Plenty of Snap

Rubber Bands Made in Spa Plant Are Sold Throughout The World

Did you ever wonder who makes rubber bands, those versatile little circles of rubber that are used by nearly every business and industry?

A large portion of the rubber bands used every day are made just a few miles from Hot Springs.

The Alliance Rubber company, situated approximately three miles from the city on the Carpenter Dam road, is one of the largest producers of rubber bands in the world.

The local plant is the Southwest Division Plant of the Alliance Rubber Company of Alliance, Ohio, and employs 28 people.

Over 300 different varieties of rubber bands are produced at the plant and shipped all over the world. These bands range from as small as 1/8 inch in diameter to seven inches in diameter. The smallest band is used by dentists in straightening teeth and the largest is used for heavy packaging such as tying large cartons and in meat packing.

"Arcadale", as the plant site is called, turns out over 1,500 pounds of rubber bands of all color and size a day. The site covers 19 acres and is complete with a good-size pond stocked with fish and a cafeteria for the employees.

There are approximately 2,400 rubber bands to a pound. This would make the plant's daily production rate run into nearly 4,000,000 bands a day.

William H. Spencer, founder of the company, says his firm was the first to begin manufacturing rubber bands exclusively.

"Back in 1923 when we originated the company in a basement in Alliance, Ohio, rubber men scoffed at the idea of making rubber bands exclusively," he said.

"Before, rubber bands were made by novelty companies along with combs, brushes, and the like. They couldn't see how it would be profitable to make rubber bands alone.

"Now, the company has become the largest exclusive producer of bands in the world, with markets in such faraway places as Africa, Arabia, and the Far East."

Most of the equipment in the local plant came from a factory in New Orleans that was closed when World War Two cut off shipments of rubber from the Far East.

Spencer said he had visited Hot Springs many times before deciding to locate here and that he picked the site because of the central location for shipping bands and receiving raw materials.

The steps in making rubber bands are simple, providing you have the proper facilities and machines.

First, the crude rubber is imported, principally from the Far East, in 240 pound bales.

It is then chopped up on a mill and fashioned into a pliable mass. Chemicals for curing the rubber

and coloring matter is added and the rubber takes on the appearance of cake batter.

The "batter" is then forced through a mill that makes it into tubing of different diameters. From there it is carried on a conveyor belt to a cutting machine where it is cut into desired lengths and then into a vulcanizing oven where it comes out ready to be cut into rubber bands.

All of the above steps are done at the plant in Alliance, Ohio, and the tubing shipped to Hot Springs by truck, but Spencer says plans are being made to expand the local factory so that the rubber bands can be made from start to finish here.

The bands are cut on two machines at the local plant. The rubber tubing is fitted onto a feeder that carries it through a vat of water and pushes it through blades that cut it into bands of the desired width. The blades of the machines resemble those of a rotary lawnmower.

After the cutting process, the bands are put into a washing machine similar to those in laundries and washed in soap and water to cleanse the chemicals from them. They are then dried, sorted and packed in boxes ready for shipping.

The company was the first to introduce "open-ring" or round rubber bands. The other type of band is rectangular in shape.



Millions of Rubber Bands—William H. Spencer, founder of the Alliance Rubber company of which a branch is located a few miles from Hot Springs is shown holding a package and a handful of his product, rubber bands. The factory is located approximately three miles from the city on the Carpenter Dam road and produces approximately 4,000,000 rubber bands a day.

Spencer says there are only 30 standard sizes of bands, but that his company has developed special size bands for industries that before had not used rubber bands in their businesses.

One example he gave of this was the development of a special type band used by the tobacco industry in the Burley district of Kentucky.

The band is used to bunch the tobacco leaves for the curing process after they are harvested.

Spencer is a firm believer in the free enterprise system of the United States. He says he spends hundreds of dollars collecting material and literature about communism, socialism and other forms of government where free enterprise in business is prohibited by the governing power.

He encloses a pamphlet comparing the systems of democracy and communism in every shipment that leaves his plant. He says the biggest problem facing Americans is waking up to the tactics of the Reds and realizing the threat communism poses against the free world.

1955 Sentinel Record article about Alliance Rubber

1955 Alliance Van
 Alliance, OH



1950s

bands, poly bags, wire racks, motor route tubes, carrier bags, and more for all U.S. Newspapers.

Spencer invented special packaging to increase the popularity of rubber bands among other popular stationery items. The slide dispenser mass market pack, perforated desk boxes, and open window boxes included assorted sizes and colors of rubber bands. Stationery Bands were also available in “Jumbo Pack” plastic bags that included the “world’s largest assortment” in a 2 oz bag. Bands were also bundled for retailers in QW Bunch (short for quick wrap) bunches. They were translucent-colored rubber band bunches that weighed approximately half an ounce and could include either 2 ½, 3 ½, or 4 ½ inch bands - sold originally for 10 cents each. They were available in red, yellow, blue, green, orange, and in solid or mixed color packs. They offered “eye appeal” and created impulse sales for retailers.



**IT'S NOT JUSTICE
WHEN THE
SCALES ARE
TIPPED**



and they ARE tipped when quality
is lowered without notifying
the customer

**IT'S THE NEWSBOY
WHO GETS HURT,**
when Penny-a-Pound
Filler Replaces 40¢ Crude
Rubber in Rubber Bands.
Delivery is Slowed Due to
Breakage . . .
and **LOW COUNT**
MEANS THAT HE DELIVERS
**30% LESS PAPERS PER
POUND OF BANDS.**



BUY FULL-COUNT  **Open Ring RUBBER BANDS**
Backed By 37 Years Specialized Rubber Band
Production, Experience and Facilities

ALLIANCE RUBBER COMPANY
ALLIANCE, OHIO FRANKLIN, KY. 1200 FULTON AVE. N. NASHVILLE, TENN. HOT SPRINGS, ARK.

**For
Those
"Extra
Sales"**




Q. W. BUNCHES

EYE APPEAL creates impulse sales
The colorful Q. W. Bunch sells itself.

It is a **REPEAT ITEM** that is both useful (over 1001 uses for these bands every day in the year) and economical for the customer. It is handy for them to buy in grocery stores, super markets, drug stores, variety stores and etc.

DISPLAY the Q. W. Bunch on your counter or shelf and watch how fast they sell and your profits grow.

FAST TURN OVER . . . HIGH PROFIT
WITH
ARCO Q. W. BUNCHES
COLORFUL SELECT HIGH GRADE RUBBER

Q. W. BUNCHES

- ★ 1/2 oz. bunches of
- ★ High Grade ARCO TY Bands.
- ★ 2 1/2, 3 1/2, 4 1/2 sizes available
- ★ Red, Blue, Green, Yellow
- ★ Mixed or solid colors.



ALLIANCE RUBBER COMPANY
FRANKLIN, KENTUCKY ALLIANCE, OHIO



---they all go up with
Open Ring Stationery Bands
in the
NEW LOOK BOX



**ATTRACTION, INFORMATIVE AND
EFFECTIVE DISPLAY CARD AVAIL-
ABLE TO ALL ARCO DEALERS.**

ALLIANCE RUBBER COMPANY
ALLIANCE, OHIO HOT SPRINGS, ARK., U.S.A.

"30 Years Specialized Production of World's Largest Variety of Rubber Bands"

1960s

The 1960s were times of turmoil and change. The most sweeping civil rights legislation in history was signed into law and the assassination of President John F. Kennedy, Martin Luther King Jr., and Senator Robert Kennedy stunned the nation. It was a decade of milestones that included our first steps on the moon by Neil Armstrong in 1969 – and Alliance was there to secure his gear.

For Alliance the sixties brought products with unusual names like the Zip Band that was developed for the U.S. government. The band was perfect for the Postal Service and their letter-sized bundles. Alliance later brought Freezer Bands to market, each package contained a rainbow of vivid colors.



The Dealer's Window Display was promoted as an effective way to promote sales of Alliance's Open Ring® rubber bands. Most of all, these displays encouraged relationships with distributors as a part of a larger “dealer aid program” which offered national advertising and other display materials.



Increase Sales Of
ARCO
RUBBER BANDS
With This Attractive
WINDOW
DISPLAY
AND OTHER DEALER AIDS

The rubber band revolution continued with the advent of continuous cure extrusion. The world's first continuous cure extrusion line for rubber bands was

1960

Alliance begins using Polyisoprene (synthetic rubber) in certain bands

1962

Mr. Spencer opened a sales office in San Francisco.

1963

Invented “Brilliant Bands” and freezer bands

*He opened a sales office at 245
Fifth Ave. in New York City.*

1964

Reopened his Hot Springs plant.

1965

He opened Walldorf, Germany to serve Europe an extruded product.

1966

Developed the first Zip Bands for postal use

1967

Introduced dealer's window display.

He cut rubber tubing, packed and shipped bands in S. El Monte, CA.

1969

Installed world's first continuous cure extrusion line for rubber bands



1969 Troester installation in Alliance
First continuous cure extruder in USA



1967 William Spencer at his
Alliance, OH desk.

installed in our Alliance, Ohio location. This enabled Alliance to attain levels of quality control that were never before possible. These rubber bands featured an improved modulus, and a smoother, more consistent quality resulting in a higher count per pound. Additionally, it increased output and service capacities to an all-time high.



The decade also brought about Alliance's first use of Polyisoprene (synthetic rubber) and the invention of Flexbands® that are manufactured with a thermoplastic elastomer - a stretchable plastic. These bands provide a soft, easy stretch with an exceptionally high band count per pound.



1960 Hot Springs, Arkansas facility

**LOOK
HOW
WE'VE
GROWN**



ALLIANCE, OHIO

ARCO



◀ FRANKLIN, KY.
SO. EL MONTE, CALIF. ▼



▲ HOT SPRINGS, ARK.
WALLDORF, GERMANY ▶

FIVE POINTS TO ARCO'S SUCCESS

- QUALITY
- SERVICE
- PIONEERING
- SPECIALIZATION
- RESEARCH

BUT THIS IS
ONLY
THE BEGINNING,

HAS A NEW FIRST.....



1970s

The 1970s celebrated the nation's 200th birthday, saw its first resignation of a US President, and changed the voting age for Americans from 21 to 18. Anti-war and social movements swept college campuses. Smiley faces, mood rings, lava lamps, Rubik's Cubes, and Pet Rocks captured our imagination.

Big Bands™ were introduced as a bundle of 7" x 1/8" red rubber bands packaged for retail. These large rubber bands were versatile and durable enough to handle a wide range of oversized jobs. Additionally, they're safe for use in the microwave and freezer. Initially available in a 12-count blister pack, today you can find these Big Bands™ on the shelf of most retailers in an updated 12-count blister pack or 24-count box.

At a time when household uses for rubber bands were multiplying, Alliance brought to market Toolbox Bands, Hobby Help Bands, Sports Bands, and Garden Bands.



Flexbands®

1970

Richard Spencer began extruding Flex TPE Bands "Flexbands®"

1972

He opened an international sales office in Phoenix, AZ.

1974

Introduced Big Bands™

1976

He closed the New York City and Phoenix sales offices.

ARCO BIG RUBBER BANDS™

BIG BANDS that Hold Everything

Around the Home, Garage, Workshop



Open Ring
Rubber Bands to Hold Everything
Alliance Rubber Company

PUTS
AND
MINIM

BIG BANDS HUNDREDS OF USES...

- Holds Files Secure
- Closes Fertilizer Sacks
- Secures Box Lids
- Organizes Tools
- Bundles Recycling Papers
- Holds Camping Equipment
- Secures Trash Bags to Containers
- Holds Toys & Game Lids Tight
- Bundles VCR Tapes
- Holds Catalogs Together
- Compactly Secures Sleeping Bags
- Book Belts
- Fits Containers up to 55 Gal.
- Wraps Frozen Food Packs Tightly
- Secures Maps to Sun Visors
- Microwave Safe
- Binds Extension Cords
- Holds Homework In Notebooks

Bundles Sporting Equipment



- Holds Garden Tools
- Bundles Duck Decoys
- Neatly Holds Ski Equipment
- Secures Print Outs
- Binds Garden Hoses
- Bundles Letters
- Secures Beach Umbrellas
- Holds Plastic Wrap to Foods
- Closes Large Dog Food Sacks
- Freezer Safe
- Holds Surfaces Tight While Gluing
- Neatly Bundles Papers
- Organizes Bank Statements
- Securely Wraps Frozen Foods
- Keeps Shoe Boxes Closed
- Great For Storage Boxes

Some just for fun.

Item No.: 00700
Big Red Rubber Bands
1 doz. 7"x1/8" Bands packaged
on a carded blister.

Alliance
RUBBER COMPANY



P. O. Box 599, Franklin, Kentucky 42135 800-626-5940 • FAX 502-586-5738
WAREHOUSES NATIONWIDE

1980s

The 1980s arrived bringing a roller coaster of change. Satellites, fiber optic, cable TV, and faxes all used a crazy quilt of information. Buying on credit became a way of life, as well as video games, aerobics, minivans, camcorders, and talk shows.

Prosperity and double-digit inflation began the spendthrift eighties, and names like Donald Trump, Leona Helmsley, and Ivan Boesky coined the meteoric rise and fall of the rich and famous. At the close of the decade, the Berlin Wall came down, portending great changes for the decades to come.

An increasingly popular stationery line evolved yet again with the introduction of our Pic-Pac box in 1984. This 1.5 oz dispenser box easily fits in desk trays while keeping bands organized.



1981

Closed Walldorf, Germany plant.

1984

Introduced Pic-Pac

*Closed warehouse
S. El Monte, CA.*

1985

*Opened warehouse in
Pomona, CA.*

1986

**Invented the world's first
imprinted Ad Bands®**

1987

*Closed warehouse in
Pomona, CA.*

1988

**Purchased Eberhard-Faber
Star and Ideal brands lines**

**Alliance opened Salinas,
CA warehouse which
continues today**

Ad Bands® The world's first imprinted rubber bands were invented in 1986. While the very first Ad Bands® customer was Bud of California (a division of Dole Fresh Vegetables), the most popular of these imprinted rubber bands, the Pepsi Challenge wristband transformed the wrists of people around the world into miniature billboards. The concept was later adopted by fashion labels, NBA stars, food and beverage brands, and promotional media / ad agencies.



The Creation of the Imprinted Rubber Bands

Submitted by
Richard Spencer, Research Director

In 1983, Alliance supplied plain rubber bands for use in Seaco Industries' rubber banding machines built for vegetable packaging companies in Salinas Valley. Seaco Industries attempted to sell their rubber banding machines to the BUD Antle broccoli division of the Dole Food Company that already had packaging machines applying printed twist ties around their broccoli bunches. BUD Antle's broccoli packaging management said they would consider Seaco's packaging machines only if Seaco's rubber banding machines would apply printed rubber bands that displayed their brand name and PLU (Price Look-Up) produce codes.

1980s

No one in the world was commercially manufacturing printed rubber bands. Our Franklin division project manager working with Seaco attempted having our Franklin division's Chuck Roach and Wesley Burysek build a custom rubber tubing positioning machine to work with the recently obtained Matthews Marking Systems printing press. However, the resulting images on our band tubing became blurred whenever the rubber bands were stretched around broccoli bunches, plus the images were irregularly aligned after being cut on our manually operated cutting machines. That was unacceptable to BUD Antle's broccoli packaging management compared to the fine-printed twist ties they were already using.

R.G. LeTourneau's biography "Mover of Men and Mountains" (ISBN 0802438180) had been recommended to me by people as far away as Frankfurt, Germany, and also as close as Vance Hill (the founder of HilArk Industries) in the neighboring town of Bryant, Arkansas. When I noticed Vance's Arkansas-built equipment operating excellently in front of Chicago's John Hancock Tower, I decided to finally take his advice. I obtained a copy of LeTourneau's book and learned his method to solve problems. Shortly after I finished studying it cover-to-cover, our Franklin project manager telephoned me at the Hot Springs office and asked if I knew how to make printed rubber bands. Knowing that he had already accessed the entirety of Alliance's technical



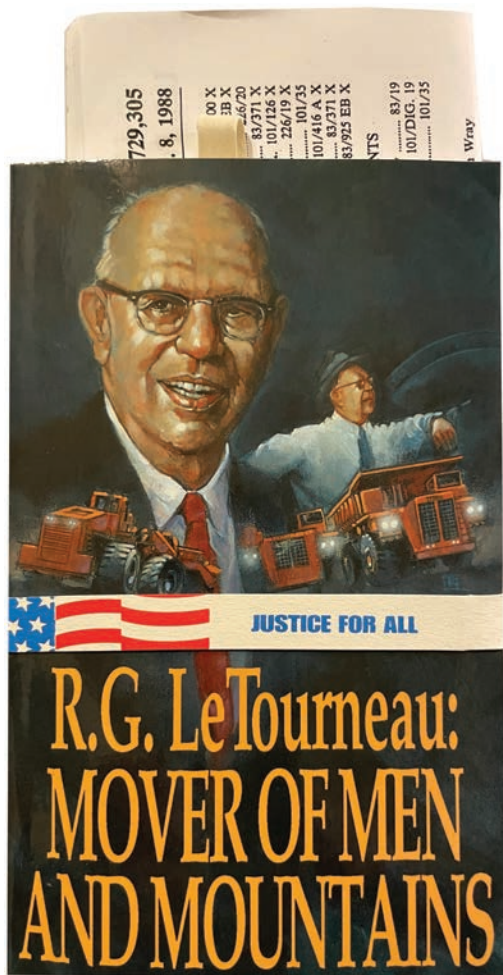
resources, and myself having only been formally educated in bookkeeping, I suggested LeTourneau's problem solving methodology. He said he didn't care how it was accomplished, Alliance needed to commercially produce quality printed rubber bands A.S.A.P.

In 1983, within a year after I began applying LeTourneau's method to solve problems, all the components necessary to make quality printed rubber bands came together! The continuous belt screen printhead came from Otto Isenschmid Corporation of Plainview NY which routinely produced flexible printed circuits for telephones with precision thick-layer images as does a t-shirt screen printer, while running continuously like the tracks of a bulldozer. The accurate, high-contrast images are actually elastic polymer ink formulated with the same elastomer base as in our rubber tubing. The tubing surface preparation brush was a wiring board defluxer brush from the National Electronics Packaging Exposition at Anaheim, CA. The tubing aligner came from a label converting machine but was modified with Habasit elastic alignment belts. The automatic in-registration cutter was one of Alliance's 1920s vintage manual cutting machines retrofitted with a packaging machine photo eye that digitally synchronized a robotics industry British-built Compumotor (Parker Hannifin later bought that firm) feeding our printed tubing in-registration to cut each image. Ladies' compact mirrors were attached

1980s

to the cutting machine flywheel spokes to trigger a Warner Electric retro-reflective photoelectric sensor to provide event-based master timing pulses to the Compumotor digital drive. The project's highlight was my daughter Michelle's daily bicycling over after school to help fabricate the control cabinet metal conduits serving the various components, to help with parts installation, and she even sketched a process equipment layout drawing on the drafting table! Watching her amazing talents appear while she voluntarily helped shoulder my burden was awesome! The first time that our rubber band tubing was put through the printer by Joe Stone and Wesley Burysek, it produced perfect printed rubber bands (Ad Bands®) whose images don't blur when the bands stretch, plus all the images could be accurately cut! The BUD Antle broccoli division of Dole Foods Company was the first of Alliance's thousands of new customers for Ad Bands printed rubber bands!

On January 10th, 1986, a process patent application was submitted and within 10 1/2 months the patent attorney was notified by telephone that the patent application was proceeding through the patent office without significant conflicts! The patent office still took 2 years to publish the paperwork of US Patent 4,729,305; but the attorney was amazed because none of his clients' patent applications that large had ever passed through the US Patent & Trademark Office examinations that fast! Patents



usually contain from a dozen up to two dozen unique claims' features that are different from anything previously existing, but this patent had 49 claims which was equivalent to a double-size patent application. Being so unique, the patent was extended to over a half dozen countries to enable franchising the technology internationally; and now, built upon that patent are more process patents covering multi-color printed rubber bands! It has all been an amazing adventure for me!

I gave a copy of "Mover of Men and Mountains" to Joe Becton who worked at AmTran (previous Ward Body Works school bus factory) in Conway, Arkansas. Two years later Joe updated me that he had followed LeTourneau's method to solve problems and was now the president of his own company in Mississippi! What worked for R. G. LeTourneau, Vance Hill, Joe Becton, and me will work for anyone that fully follows LeTourneau's method to solve problems. Rapidly locating and implementing the right solutions to enable profitable unique added value products in this competitive world makes an enormous difference!

1980s



ad bands®



1987 Bonnie and Beau Swayze.
Beau slipped an Ad Band on his wrist, invented
the world's first rubber wristband, and Alliance
introduced Snappy Greetings.



1990s

The calendar turned to the 1990s, truly the electronic age. Macintosh computers and soon thereafter, PCs, were desktop fixtures. The World Wide Web cast its net through cyberspace, changing the way we communicate, spend money, and do business.

Brites® rubber bands were launched. Each Pic-Pac included an assortment of six different sizes of rubber bands in bright colors for color-coding and organization in homes, offices, schools, and workplaces.



The U.S. government worked with Alliance yet again to establish the postal regulatory requirements in the Federal Circular A-A 131B – Rubber Band Procurement Manual. This is the guide that outlines the postal service's quality standards for the rubber bands it purchases for its own use. As of the writing of this book, these standards are still in place.

ProTape® was introduced to meet the demands of the Agricultural Industry with waterproof bundling tape that had the ability to include UPC barcodes and country of origin labeling. For grocers, ProTape®



1991

Closes Alliance, OH plant and consolidated operations in Hot Springs, AR.

1993

Rubberband.com went live

Awarded Blue Chip Enterprise Award from U.S. Chamber of Commerce.

1995

Introduced ProTape® and dispensers

1996

Named Arkansas Business of the Year by AR Business Magazine.

Awarded AR Quality Award by the state of Arkansas.

1997

Launched Brites® band line

Closed Franklin, KY and moved operations to the new facility in Hot Springs, AR.

1998

Introduced Autoband® system

Purchased mail/ship line from Rotex

1999

Named Garland County Industry of the Year.

improves the speed and accuracy at checkout while helping to eliminate shrink. This specialty tape does not stain, cut, or tear produce – it sticks only to itself. It can be applied to wet produce and easily opens and reseals to allow for trimming at the store level.



1992 Construction of Hot Springs plant addition



1998 75 year anniversary group photo



ADD SUNSHINE TO YOUR DAY AND A BOOST TO YOUR BOTTOM LINE!

brites STATIONERY LINE

Fast sellers with excellent margins! • Trilingual packaging! • Not just colors – Brite colors!
Great for every office, home, school and workplace!

PIC PAC RUBBER BANDS

1 1/2 oz. Dispenser box, item # 07706
Add some fun while you organize with our rubber bands. Brite-ly color coded by size for easy use. Fits well in desk tray.

- #16 (2 1/2" x 1/4") brite blue
- #18 (3" x 1/4") brite orange
- #19 (3 1/2" x 1/4") brite yellow
- #22 (3" x 1/2") brite lime
- #33 (3 1/2" x 1/4") brite purple
- #64 (3 1/2" x 1/4") brite pink



FILE BANDS AND BIG BANDS

Color code file folder projects or printouts with brite-ly colored, large, easy stretch File Bands or Big Bands!



STATIONERY ACCESSORY ITEMS

• Available in recyclable hard plastic or soft clamshell packs.

PAPER CLIPS • REGULAR & JUMBO

- Assorted brite colors.
- Vinyl-coated.



BINDER CLIPS

- 3/4" small - 3/8" capacity.
- Assorted brite colors.



PUSH PINS

- Assorted brite colors.



Brite's Stationery Line from



Alliance® **6000V ProTaper™**
wraps your asparagus
securely & attractively!

- Automatically bundles 15 bundles per minute.
- Automates bundling into a clean, safe operation.
- Applies two pieces of Alliance ProTape™ simultaneously to a single bunch.
- Dependable and economical.
- Bunch size range: variable.
- 6000V can use 15mm to 30mm wide ProTape™.
- Machine dimensions and weight:

Length	Width	Height	Weight
24" X	18" X	31"	110#
610mm X	450mm X	795mm	50 kg.
- Power supply: AC 100V
50/60 Hz
Power: 80w



See reverse side for model 8000V.

6000V is made exclusively by Nichiban, Japan

ProTaper™

Alliance®
"Innovators in Banding Solutions since 1923"

P.O.Box 730 - 210 Carpenter Dam Rd.
Hot Springs, AR 71902
Phone 800-626-5940 501-262-2700
Fax 501-262-5288
WebSite: <http://www.rubberband.com>
E-Mail: allrbs@aol.com



1997 Wanda Spencer and Richard Spencer
with Kyowa management

2000s

The year 2000 was a momentous turning point worldwide. Y2K fears failed to materialize. People hailed the millennium and dawn of the Internet boom. Everyone was excited and hopeful about a new century. But high spirits were soon dashed as the “dot com” bubble burst in the first quarter of 2000.

Alliance experimented with Ethylene Propylene Diene Monomer (EPDM) Rubber. EPDM rubber is non-latex, non-conductive, and non-metallic. It is UV and ozone-resistant, which lends to its use in Alliance's Wrapz™ and Strapz™ line of outdoor bundling and strapping products. The STRAC Pack™ (STRIKE TEAM READY AROUND the CLOCK) was also developed from EPDM with the help of the 5th Special Forces Group at Ft. Campbell, KY in 2002. As it silences and secures gear and always works when wet or in sand, our STRAC Pack™ has been instrumental in saving the lives of our Special Forces around the globe. The EPDM rubber was also used to create Alliance's X-treme File Bands™. Each 7" X 1/8" band has built-in longevity and offers a wide range of applications for home, office, and recreational use (such as active and archival filing).



2000

Added Cable Wrapz™

Received Governor's Award for Drug-Free Workplace Program.

2002

Introduced Gear Strapz™ and STRAC Pack™

2004

Added Silicone Wristbands

2006

Added pallet bands and Non-Latex bands™

Invented Fragrance Bands™

Featured on Made in America TV Show

Began using boxes with recycled content

2007

Developed X-Treme File Bands™, colored EPDM and Non-Latex® bands with Antimicrobial Protection

2009

Introduced Corner to Corner™



Use of Polyisoprene (synthetic rubber) exploded with products like Non-Latex® Rubber Bands that are recommended for home, school, workplace, government, and medical facilities. Because these bands are not made with natural rubber latex they provide a solution for the 3-5% of the world population who are affected by latex allergy reactions. Also, Non-Latex® Rubber Bands with Antimicrobial Product Protection include an antimicrobial agent to make them resistant to microbes such as bacteria, mold, and fungi. The antimicrobial treatment permeates the rubber band, protecting it on all surfaces for its lifetime

Economical and easy to use, pallet bands were added in 2006 and promoted for their ability to contain and secure palletized items during movement within a warehouse. These oversized rubber bands can be used to create significant savings due to the fact that they are reusable, eliminate the need for single-use plastic stretch wrap, require no additional equipment, and use minimal storage space.



2000s



Pallet Bands



Fragrance Bands™

Alliance RUBBER COMPANY

corner to corner™

get a corner on your projects

8.5" Band Stretches 24" Easily

Ideal For:
School Supply Houses
Office Supply
Library Supply
Mass Market

REPORTS • PROJECTS • PRESENTATIONS • WRAP

Covers A Little - Holds A Lot
Easy On - Easy Off

Reusable
Continuous Piece
Projects and Folders
Presentations
Easy Gift Wrap

Min. Order: 12
Lead Time 7 - 10 Days

ih 082709

EPDM STRETCHABLE BANDS, STRAPS & TIE DOWNS

EPDM MATERIAL IS PERFECT FOR

- ALL WEATHER / ALL TEMPERATURE INDOOR/OUTDOOR USES
- UV AND OZONE RESISTANT
- DURABLE, LONG LASTING AND LATEX FREE
- DESIGNED TO MEET EVERY BUNDLING OR ORGANIZATIONAL NEED

AVAILABLE IN
MULTIPLE SIZES AND COLORS

CALL FOR INFORMATION
800.626.5940
WWW.ALLIANCE-RUBBER.COM

Alliance RUBBER COMPANY

ih 07.06

MADE IN U.S.A.



Silicone Wristbands

2010s

The second decade of the new millennium gave rise to social media. The strategies used by businesses to reach their customers began to change. Facebook, Pinterest, LinkedIn, Instagram, and Twitter allowed for interaction in new ways.

For Alliance the decade ushered in a renewed commitment to American manufacturing, sustainability, innovation, quality, and diversity. In September 2015, our 160 associates signed the golden ball atop our new 80' x 40' American flag. In October 2016, we dedicated Freedom Falls as a tribute to our eighteen military Veterans and past, present and future service members of the U.S. Armed Forces.



Improvements were made to post-consumer content and the recyclability of the plastics and boxes used in the packaging of our products. Water and energy consumption was reduced with a plant chiller and lighting retrofits. A new batching system was put in place to improve air quality.

Innovation in digital printing technology led to FotoFlex® and Resistor Strips™ and the ARCO® Silicone division ushered in an era of new products for use in industries that call for the attributes of silicone.

2010

Introduced Reusable Solutions™

Named Office Depot HUB Supplier of the Year

2011

Received the Supplier Appreciation Award from the NAEPB.

Introduced Eraselets®, Whiffers® scented bands and Slip-On Grip™

2012

Received the "Excellence in Innovation Award" from the N.I.S.T.

Invented FotoFlex® four-color imprinting process

Won the New Product category of the Promotion Products Association Mid-South Show.

Added Blacklight Ink to Ad Bands®

2013

Received "MADE IN USA" Certified Product Innovation of the Year Award.

Governor's award for Excellence in Global Trade.

Top American manufacturer honors in the Office Supplies Made in the USA Foundation and Made Movement.

2014

Hot Springs Headquarters expansion.

Introduced Resistor Strip™ **Developed automated bag in a bag**

Garland County Industry of the Year.

2015

Highlighted in Department of Commerce's 50 States of Trade for Export Success.

Launched Tie Dye Rubber Bands, Reflection Bands, 4-Way Bands and Mover Bands

Featured on premiere season of Home Factory on HGTV.

Received Large Business of the Year for Community Service from Hot Springs Chamber.

2016

ISO 9001:2008 Certification

Large Business of the Year for Community Service from Hot Spring COC.

Better Business Bureau's 2016 Torch Award for Ethics.

Promotional Products Business Greatest Companies to Work for.

Sponsorship of Mid America Science Museum's Tinkering Studio.

2017

Garland County Master Gardeners Outstanding Landscape Award.

Partnership with University of Sussex to Infuse Graphene into Rubber.

2018

Opened New Division, ARCO® Silicone

Added Silicone Extrusion

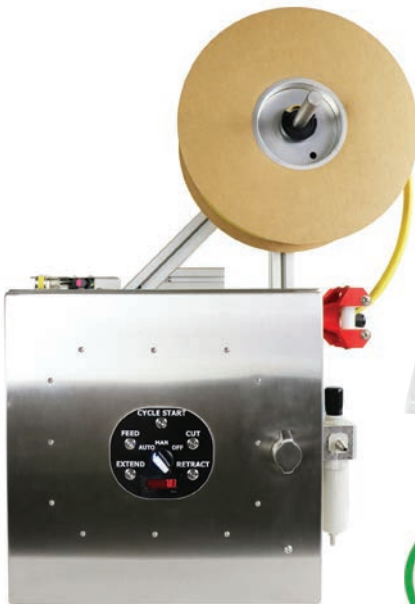
2019

Introduced Banding Machine for Seafood Industry

Our dedication to our associates was recognized across several local and statewide agencies during this time. Additionally, Alliance became ISO Certified for Quality Management, further strengthening our dedication to delivering quality products and services.



2010s



Banding Machine



Ad Bands®/Ad Specialty Products



Reflection Band



Resistor Strip™



4-Way Bands



FotoFlex® Bands

2020s

The newest decade has already seen a global pandemic, the end of US combat missions in Afghanistan, and digital streaming out-pace broadcast and in-person entertainment. Predicting what this decade or the next 100 years might bring is difficult. Time marches on.

Prior to 2020, manufacturers relied heavily on overseas manufacturing because of the low labor costs. However, surging tariffs rose and the outbreak of the COVID-19 pandemic brought quite a change to this once cost-effective option. At the start of 2020, suppliers began seeking alternative supply sources domestically.

When Covid-19 created a shortage of medical equipment and supplies, Alliance Rubber Company joined with other major manufacturers to provide rubber strips that were used to create millions of face shields for healthcare providers. In addition to this, we exported a significant volume of rubber bands for bundling medical devices and Covid-19 tests to customers globally.

Alliance also introduced Brand-It® tags for the necks of bottles, jars and objects to enhance the brand's features, benefits, uses, instructions, recipes, samples, etc. In our ARCO Silicone division, Silicone molding was added.

On March 7, 2023, Alliance Rubber Company will celebrate its centennial year, an amazing

2020

Established Brand-It™
Pivoted to provide Rubber Strips for Face Shields and Masks, and Antimicrobial Tourniquets
Added Silicone Molding

2021

Governor's award for Excellence in Global Trade During a Pandemic.

Awarded to those who were able to successfully overcome the economic impacts of the 2020 pandemic and retain at least 95 percent of their workforce.

2022

Awarded "The Best Large Company to Work For in Garland County" in The Sentinel-Record Reader's Choice Awards.

2023

Alliance Rubber Company turns 100 years old



Antimicrobial Tourniquets

accomplishment considering that less than 1% of U.S. businesses have achieved this remarkable milestone. We have survived and thrived in economic conditions that have eliminated all other American band manufacturers.

What makes Alliance Rubber Company such a success? The answer is simple, our associates make the difference in our brand. Our dedicated team has enabled us to make some of the world's best banding products for 100 years - and counting.



Brand-It™ Custom Hang Tags



Brandon Hughes, Mike Hughes and Joe Jackson with new polymer press.

WILLIAM SPENCER HISTORY- TRAVEL ITINERARY AT AGE 80

From visiting our various locations around the world to attending trade shows, Mr. Spencer was tireless in his pursuit of building Alliance Rubber Company. This can be seen in his itinerary during a ten-month time frame beginning July 1970 and ending in April 1971 - when he was 80-years-old.

DEPARTMENTAL CORRESPONDENCE

DATE July 9, 1971

(AGE 80)
SUBJECT W. H. Spencer's Travels From July, 1970 through April, 1971

TO Mr. G. Filchak DEPT. Administrative Manager

FROM Ms. J. Jones DEPT. Accounts Payable

According to the air travel tickets (photocopies attached), Mr. W. H. Spencer's travels during the period from July 17, 1970 through April 18, 1971 included the following schedule: (Final destinations marked in parentheses)

July 17, 1970	(N.Y.C.) Newark to Akron-Canton (Alliance)
Aug. 30, 1970	(Alliance) Akron-Canton to Frankfurt, Germany (Walldorf)
Sept. 7, 1970	(Walldorf) Frankfurt, Germany to London, England
Sept. 8, 1970	London, England (paid cash) to N.Y.C.
Sept. 10, 1970	(N.Y.C.) Newark to Akron-Canton (Alliance)
Sept. 11, 1970	(Alliance) Canton-Akron to Nashville (Franklin)
Sept. 12, 1970	(Franklin) Nashville to Little Rock (Hot Springs)
Sept. 21, 1970	Hot Springs to Atlanta
Sept. 22, 1970	Atlanta to Cleveland (Alliance)
Oct. 2, 1970	(Alliance) Akron-Canton to Chicago
Oct. 6, 1970	Chicago to Akron-Canton (Alliance)
Oct. 28, 1970	(Alliance) Akron-Canton to N.Y.C.
Oct. 31, 1970	N.Y.C. to Hot Springs
Nov. 3, 1970	Hot Springs to Los Angeles (Drove to Palm Springs & S. Bernad.)
Nov. 21, 1970	Los Angeles to New Orleans
Nov. 25, 1970	New Orleans to Hot Springs
Dec. 26, 1970	Hot Springs to Los Angeles (Drove to Monterey & San Bernadino)
Feb. 16, 1971	Los Angeles to Hot Springs
March 13, 1971	Hot Springs to Kansas City
March 15, 1971	Kansas City to Nashville (Franklin)
March 18, 1971	(Franklin) Nashville to New Orleans
April 2, 1971	New Orleans to Hot Springs
April 18, 1971	Hot Springs to Akron-Canton (Alliance)



*Second generation Spencer family with the matriarch:
(Top) Richard Spencer and Bonnie Spencer Swayze
(Bottom) Wanda Spencer; Anna Jean Spencer, matriarch
(Not Pictured - Suzie Spencer)*

Chapter Three

Community

Hot Springs, AR

From 1944 to today, we have manufactured in and expanded our plant in this community. Hot Springs, AR is one of America's most beautiful cities of mountains, gorgeous lakes, 400 restaurants, 100 hotels/motels, art galleries, Oaklawn Racing Casino Resort, and some of the friendliest people anywhere.

Visit visithotsprings.org for your free vacation guide.

Salinas, CA

From 1988 through today, our Salinas warehouse has serviced our West Coast USA customers.

Truly America's Salad Bowl, visit cityofsalinas.org

Alliance, OH

From our founding here in 1923 through 1991, Alliance was the location of our main manufacturing plant.

Beautiful college town, visit allianceohiochamber.org

Franklin, KY

From 1957 through 1997, our Franklin location provided sales, administrative, and packing/shipping functions for the company.

A beautiful and growing town, visit franklinky.org

Chapter Four

People

A.W.A.A.

Alliance Worker's Action Association

A.W.A.A. is a non-profit organization created for and led by Alliance associates. The A.W.A.A. was created to sponsor company activities such as planning company picnics, Halloween contests, chili cook-offs, and holiday parties. A.W.A.A. distributes gift cards for Easter and Thanksgiving as well as annual clothing gifts for associates. Membership is open to all Alliance associates who wish to participate. To become a member, associates simply pay an annual membership fee.

There is more than party planning when it comes to the association. A.W.A.A. offers scholarships, hardships, and sponsorships that go before the committee for qualification review. A.W.A.A. also helps to organize events such as company yard sales, a summer cereal drive, and St. Patrick's Day parade involvement. They sponsor community coat drives in the winter and much more. The association is there for employees, but they also help with charity and community events.

A.W.A.A. is part of the giving culture at Alliance and is proud to support our associates as well as the surrounding community.

1950s - 1960s



1956 Alliance Christmas party in Hot Springs, AR.



*1960 Alliance, OH
Mr. Spencer awarding service medals at company picnic.*



*1966 NSOE / NOPA Show in Chicago
Mr. Spencer and staff attending*





1971 Christmas party
Hot Springs, AR



1984 Franklin sales staff Franklin, KY



1989 PMA in Reno
Vickie Linder, our Produce Goddess,
and Bruce Swayze



1993 NOPA Show in Las Vegas
Jay Aronstam



March 1998
At the 75 year anniversary celebration,
Anna Jean Spencer was awarded her 53
year service award. A relentless supporter
of Alliance, she had to move her Spencer
family 17 times to assist her husband. Her
family also gave her a purple heart for her
love and support.

2006



2006 John Ratzenberger's Made In America show featured us.



*Brandi Spencer McAlpine,
Michelle Spencer Hitt,
Richard Spencer and
Bonnie Spencer Swayze*



Halloween Party



Christmas Party





Alliance Softball



Company Picnic



Halloween Party



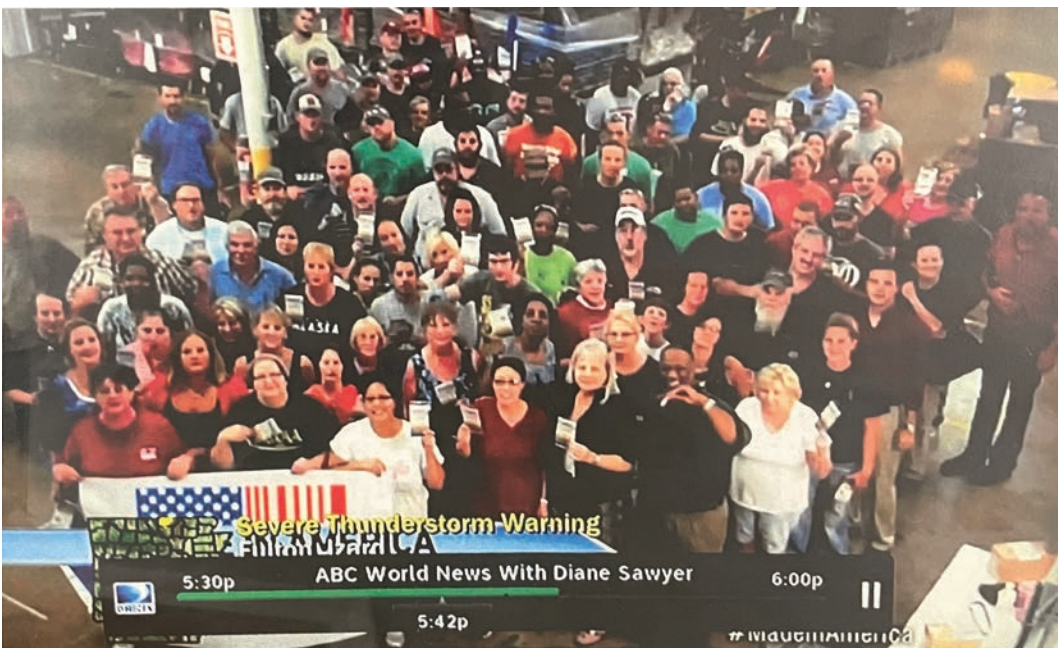
2011



Halloween Party



Christmas Party



*"Made In America"
with Diane Sawyer on
ABC World News*



91st Anniversary



Governor Beebe

2015



92nd Anniversary



Keynote Speaker - Sammy Davis
Medal of Honor Recipient



Christmas Party



*Keynote Speaker - Houston Nutt
Former University of Arkansas
Head Football Coach
and CBS analyst*



94th Anniversary



95th Anniversary





96th Anniversary

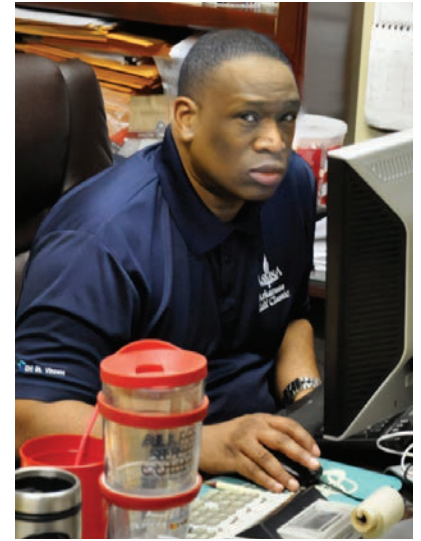


Halloween Party



Other Memories







*2016 Dedication of Freedom Falls
Our tribute to our Veterans. Thank you for your service.*