

# Wheaton World Wide Moving: Timeline 1945 - Present

At Wheaton, our history is an important part of our livelihood and future. After all, it was our founder, Mr. Wheaton, who instilled many of the values that we still believe in today. From the very beginning, service and responsibility were his first priority. He established our Customer First Policy that is still in place today. Wheaton has grown and changed over the years, but we still pride ourselves on our historical foundation.

**1945**

Clipper Van Lines is launched by Earnest S. Wheaton.



One of the first Clipper Van Lines trucks.

**1945**

Clipper Van Lines' original authority is for 22 states including New York, New Jersey, Pennsylvania, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, Nebraska, Kansas, Arkansas, Oklahoma, Texas, Kentucky, Tennessee, Ohio, West Virginia, Colorado, Maryland, Florida and the District of Columbia.



One of Wheaton's first advertisements.

**1953**

Company's owner-operator program is initiated as the first driver begins operating with his own tractor and a company-owned trailer.

**1954**

Wheaton's operations are expanded to include direct service in eastern and midwestern states and, through an interline agreement, service to the western states.

**1958**

Wheaton begins operations outside of the continental states with agents appointed in England, France, Germany and Italy.

**1960**

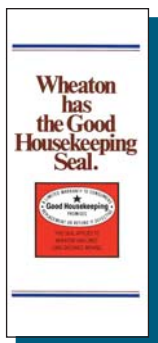
Earnest S. Wheaton presents the moving industry with his recommendations, including increasing the carrier's basic liability to 60 cents per pound per article.

**1964**

Wheaton earns the Good Housekeeping Seal for the first time.

**1972**

Wheaton receives its 48-state, non-radial authority.



Wheaton's first brochure featuring the Good Housekeeping Seal.

**1945**

The first shipment is moved from Canton, Ohio to Constantine, Michigan, weighing 300 pounds and costing \$54.74.



Earnest S. Wheaton in his office.

**1950**

Linehaul volume reaches nearly three quarters of a million dollars.

**1951**

Clipper Van Lines loses a lawsuit to Pan American World Airways over the use of the word "Clipper." The company name is then changed to Wheaton Van Lines, Inc.

**1954**

The Wheaton Agents' Advertising Program is established. This program, still in use today, provides funding for the company's national advertising, Yellow Page program, sales materials and a variety of other advertising opportunities.



Wheaton's trailer with the new company name.

**1956**

A safe driving award program is initiated.

**1959**

The first driver to log 250,000 miles under the safe mileage program is recognized.

**1959**

The company's year-end linehaul revenue reaches a new high of 4.5 million dollars.

**1960**

Wheaton moves into new corporate headquarters.



Mr. Wheaton presenting a check to the first recipient of the Scholarship Fund

**1970 - September**

At the Annual Conference, Wheaton agents organize the Wheaton Scholarship Foundation to honor Earnest S. Wheaton for his many accomplishments within the company and the industry as a whole.

**1973 - January**

Wheaton Van Lines becomes the first carrier in the nation to hold complete 50-state authority from the Interstate Commerce Commission.



A Wheaton postcard.

**1979**  
The "72 Ways to Save Money Moving" brochure is created.

**1984**  
John Waspi moves into the leadership role as Wheaton's president.

Wheaton Van Lines' logo is changed and the company officially begins doing business as Wheaton World Wide Moving.



Wheaton's Moving Guide with the new company name

**1987**  
Wheaton adopts an Employee Stock Ownership Program (ESOP).

**1989**  
In a book titled "The Service Edge," Wheaton is named among the top 101 service companies in America.

Wheaton enters the new age of technology with the introduction of ERNIE.

William Sterrett is named the president of Wheaton and Stephen Burns becomes the Chairman of the Board.



Wheaton's new truck with pictorial decal to go along with the new 'We move your life' theme.

**1997**  
Wheaton introduces a new advertising themeline, *We move your life*®.

**2000**  
Wheaton becomes a corporate sponsor of Give Kids The World, a non-profit resort for children with life-threatening illnesses whose wish is to visit Central Florida's attractions.

**1972**

Charles W. Zimmerman is named president of Wheaton and Earnest S. Wheaton is named Chairman of the Board.



Wheaton's accounting department in the new headquarters.

**1974**

Wheaton moves its headquarters to the present location, twice the size of the previous building.

**1980**

E.S. Rawls is elected president of Wheaton following Zimmerman's sudden death.

**1986**

Wheaton is ranked #1 in customer satisfaction by a leading consumer magazine.

**1987**

Stephen F. Burns, the company's legal counsel for 20 years, assumes the top leadership role at Wheaton.



Steve Burns, Earnest S. Wheaton and former US Vice President Dan Quayle

**1987**

Wheaton introduces the industry's first agent and driver advisory council.

**1990**

Wheaton is named as the Official Mover of Steinway & Sons Pianos.

**1992**

Wheaton's Quality Improvement Program (now known as the Total Quality Commitment) is initiated.

**1995**

Wheaton celebrates its 50<sup>th</sup> Anniversary.



Wheaton's 50th Anniversary Logo.

**1998 - March 25**

Founder of Wheaton Van Lines, Mr. Earnest Wheaton, passes away at the age of 97.

**2004**

Wheaton celebrates its 50<sup>th</sup> Annual Partnership Conference in San Diego, California.

**2006**

Wheaton Chairman and CEO, Steve Burns, recognized by Ernst and Young for the Entrepreneur of the Year for the state of Indiana.