

AMERICAN Parade

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FEBRUARY 1948



American **PARADE**

Published by and for Employees of
American Wheelabrator and Equipment Corp.
Mishawaka, Indiana

VOL. 7, NO. 2

FEBRUARY, 1948

MARJORIE E. FRAZEE
Editor



Target for Today

This is the month with the extra day, the day that makes the year Leap Year. This Leap Year started way back in 46 B. C. when the astronomers of Julius Caesar set up their calendar.

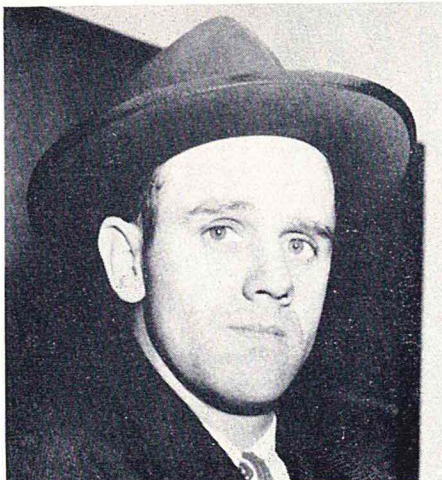
Then in 1288 A. D. Queen Margaret of Scotland, with one eye on Caesar's brain child and the other on the lookout for a suitable husband, quietly passed a law giving the unmarried women of Scotland the right to propose marriage to eligible men.

The man could refuse, but by so doing he was assessed a fine of one pound . . . that's about \$4.00 — a lot of money in those days, for a laddie to pay to refuse a pretty lassie.

Later the word got around and similar laws were passed in Genoa, Florence, and France. However, no such laws have been recorded since 1500 A. D. So, boys, you're safe . . . legally anyway.

The bachelors at which Cupid Jeff Gray (son of sales engineer Bob Gray) is taking aim are: Bob Anderson, sales; Bill Haas, stock room; and Dick Neely, steel shop crane operator.

Promoted to Foremen



JACK BAUGHER has been appointed foreman in the service parts shipping department to assist William Crowell, Traffic Manager. He will assist with shipping details due to the increase in volume of shipments and to insure a more accurate preparation of goods for delivery to our customers.

July 16, 1940 Jack came to *American* looking for a job. He had been referred here by a man for whom he had done some work while in high school.

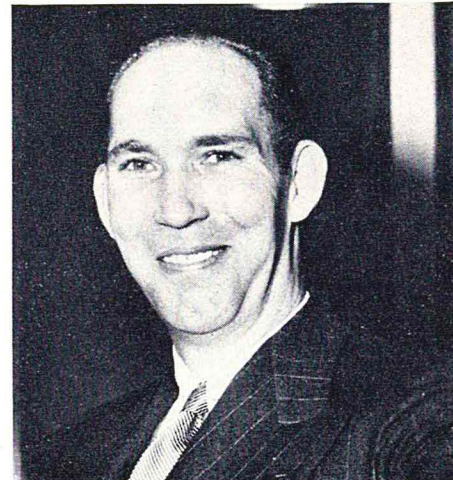
Jack was told by Harry Smith that they were expecting him, and was put to work in the steel shop at night, helping with layout.

After working about a year in the steel shop, he was transferred to the "north" shipping department where large shipments are made by both rail and truck.

Came the war and Jack spent 3½ years in the Army . . . part of the time in the European theatre. In November of 1945 Jack returned to *American* and resumed his duties in the shipping department.

This new foreman is married to Julia, who works as secretary to J. A. Schmidt, Jr. The Baughers have a daughter Jacqueline, born August 6, 1947.

When Jack isn't working he plays softball in the summertime and bowls in the winter. Hunting and fishing also come in for their share of attention. In addition to these activities he serves on the Athletic Assn. and has played basketball on the Company team.



DONALD L. FOUTCH has been promoted to foreman in the foundry. In order to meet the demands of our customers for blades, control cages and impellers, a second shift has been added to our foundry operations.

Walter Ostrowski, former day foreman has been placed in charge of the operations at night.

Don came to *American* about two years ago to work as a molder, so he knows the operation of the foundry from actual participation in the work he is now supervising.

This new foreman's experience in foundry work goes back a number of years. He first began as an apprentice molder at Kankakee Foundry Co., Kankakee, Illinois. After five years there, he served with the Marine Corps for 2½ years, part of the time in Guam, the South Pacific and China.

Upon his discharge from the Marine Corps he came to Mishawaka, as his wife and son had moved here while he was overseas. Housing was not a problem here as Mrs. Foutch had purchased a house, and returning to Kankakee would mean the almost impossible task of locating a home. So, Don looked for work in this area and, as a result, came to *American*.

For recreation Don prefers hunting and fishing. He says he isn't much of a club man, holding membership only in the American Legion.

500,000,000

Pairs of Scissors

When you want a pair of scissors to clip a coupon, or cut off a raveling, you probably don't think much about the kind of scissors you are using . . . but there are scissors and shears made for every type of application.

The largest manufacturer of scissors and shears in the world is Acme Shear Co., Bridgeport, Connecticut. Since they began their business in 1870 they have produced approximately 500,000,000 pairs of cutting tools.

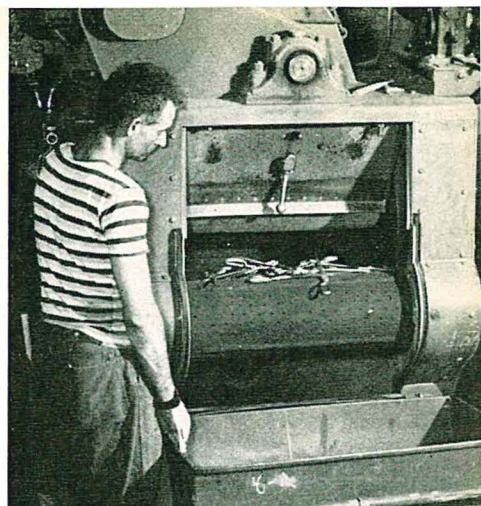
To produce scissors in such huge quantities requires rapid and efficient manufacturing methods, so it is small wonder that they have installed a 4-wheel Wheelabrator Cabinet and a 15" x 20" Wheelabrator Tumblast in their cleaning

room.

The large variety of scissors includes plain domestic trimmer shears, kitchen shears, nail scissors, laboratory dissecting scissors, beryllium and non-sparking shears for use in explosive industries, flower picking shears, paper hanger shears, industrial and store clerk pocket scissors, and probably a few more we didn't list. Little ones are "scissors", large ones "shears".

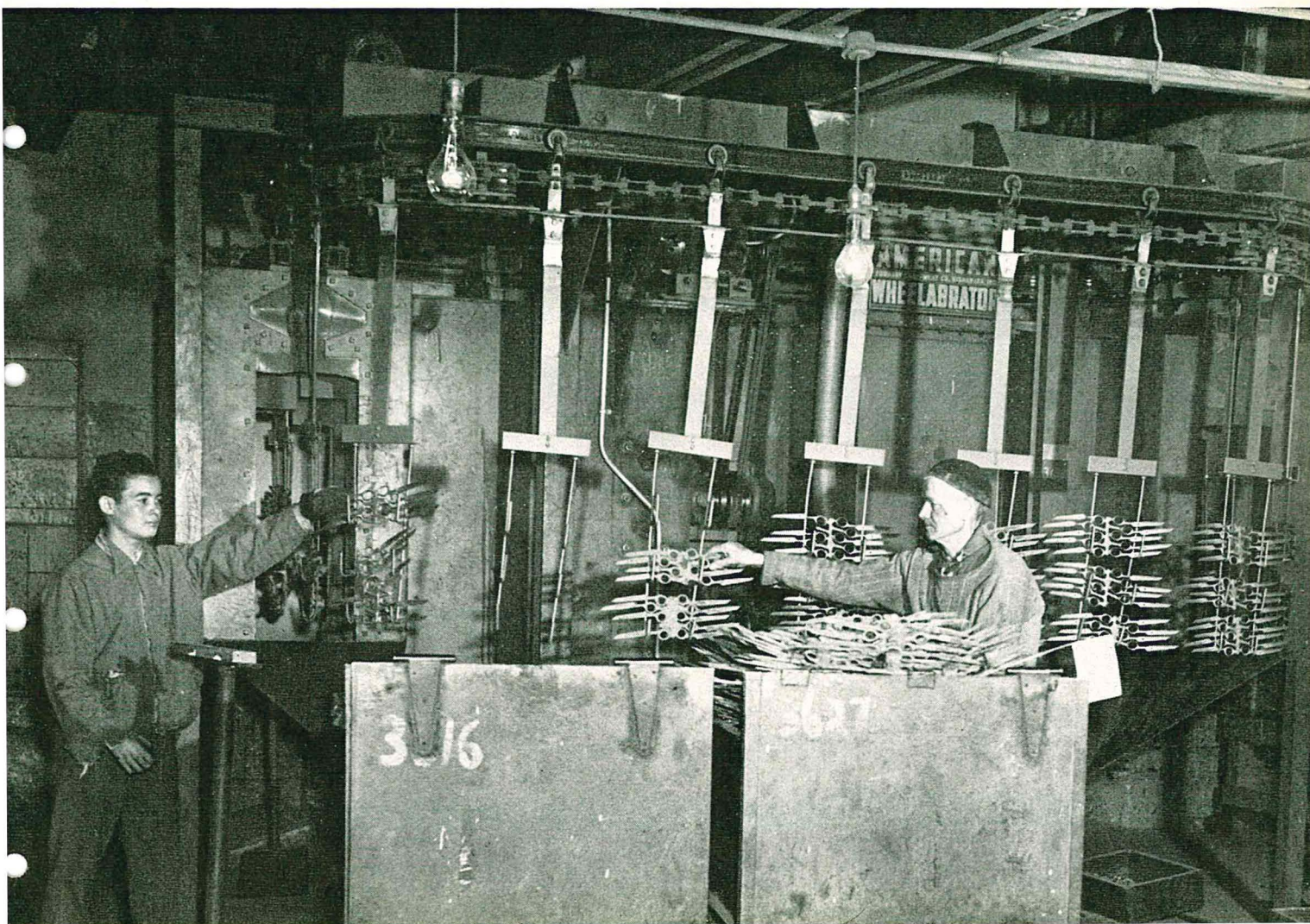
The scissor blanks are cast, forged or stamped, cleaned in the Wheelabrator, ground, sharpened, then polished, and assembled.

In the 4-wheel special cabinet 15 pair of shears or scissors are hung on a hook at a time.



Some of the scissors are cleaned in this 20" x 27" Wheelabrator Tumblast equipped with a rubber belt conveyor. This machine was installed in 1944 and will clean from 150 to 200 lbs. of castings in 3 minutes.

This 4-wheel Wheelabrator Mono-rail Cabinet cleans scissors by the thousand. 15 pairs of scissor castings are hung on each hook. At the rate of 5 hooks a minute, that's 75 pairs of scissors a minute, or 4500 an hour.



L. L. ANDRUS

Vice President in Charge of Sales

LESLIE L. ANDRUS, Vice President in Charge of Sales . . . That's a big title, but then he's a big man in several meanings of the word — character, actions, physical size, ability, and personality.

Les Andrus started life in Columbus, Ohio, but three years later the family moved to South Bend, so his earliest recollections are of this vicinity. He was educated in the local public schools. After graduating from Central High, the red-headed young man — *American* seems to be partial to red-headed executives — went to Purdue University. Four years later he was graduated with a degree of Bachelor of Science in Mechanical Engineering.

Returning to South Bend he immediately went to work on the construction of the new Twin Branch Steam Generating Station. Because he was anxious to learn all he could about electrical generating plants he worked on various phases of the construction as a laborer, electrician, and mechanic.

Joins Consulting Engineering Firm

In 1925 Andrus went to Sargeant and Lundy, Inc., Chicago, a firm of consulting engineers, specializing in steam and electrical generating plants. There he spent six years, divided rather evenly between drafting in the mechanical drawing room, writing specifications in the contract department, and acting as junior engineer on two different plants the firm was building.

During this time — March 26, 1927 — he and a former high schoolmate, Miss Lydia Rose, were married.

Six years at Sargeant and Lundy brought him up to 1931 at the depth of the depression when the consulting engineering business all but evaporated. The day he was laid off, along with a number of others, he tried to forget his troubles by going to the ball game.

He joined several other engineers who had worked for Sargeant and Lundy, and the group picked up a few small consulting jobs around Chicago — a tribute to their ability, inasmuch as well established

firms were not receiving commissions at the bottom of the depression.

Variety of Experience

Then there was a period of eight months when he joined an architectural firm that was building exhibits for the Chicago World's Fair. When the Fair was completed, Les Andrus again was looking for employment.

Now was the time he learned how a salesman lives. For a year he tried to sell stokers, on a straight commission basis, to virtually bankrupt apartment houses and small factories, and just managed to live on his earnings.

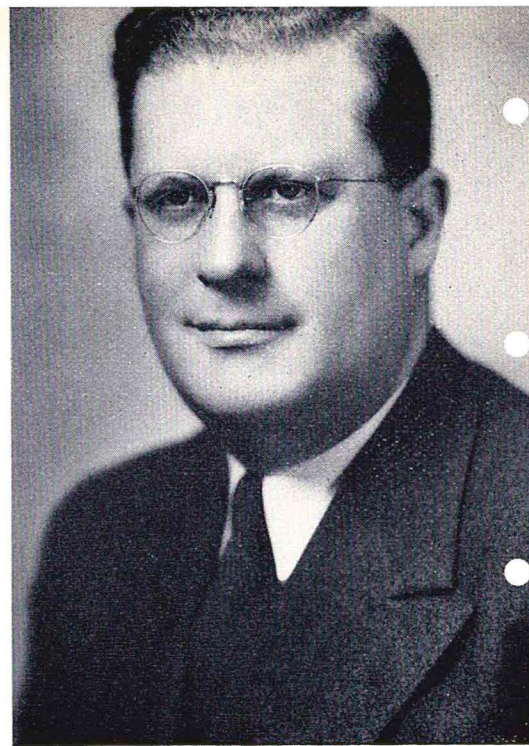
During this period he ran into an old friend, Harry Maus, advertising manager for *American*. Maus said *American* was looking for a sales engineer. For some time Les Andrus had been interested in returning to South Bend to make his home. After talking with Maus, he came to Mishawaka, was interviewed by Elmer Rich, Vice President in Charge of Sales, and on June 1, 1934 the name of L. L. Andrus was added to *American's* payroll.

The most important event that year was the birth of his daughter Ann Elizabeth.

Appointed Sales Manager

Les Andrus had intended to take one of the sales territories as soon as one was available, but in his own words "something happened". That "something" was *American's* awareness that his abilities would be utilized to best advantage as sales manager . . . the position to which he was appointed January 2, 1937, 2½ years after joining the organization. He has been Vice President in Charge of Sales since January 27, 1941.

His ability to analyze all sides of a problem and make a fair and just decision, his diplomacy in selling, his honesty and sincerity, card-index memory, accuracy, and faculty for working under heavy pressure without being disconcerted are factors that have contributed to the growth of this Company. When he joined *American* there were three men in the



Mishawaka sales department and 10 men in the field. Now there are approximately 20 in his department and 24 in the field.

The accounts of his amazing ability to concentrate make for the basis of many anecdotes related about him. The story is prevalent, with good grounds, that he can walk through the entire plant and never interrupt his train of thought. Noise, people, and action make no impression at these times. Tales of the times he has left his car in early morning at the filling station to be greased, and then taken a bus home at night are told to all newcomers . . . and the stories are true.

Charming Personality

Away from work a complete change comes over him . . . he puts aside work and becomes a charming host or guest. He can fit into any group, discuss intelligently and entertainingly an infinite number of subjects, and his laugh is infectious.

Because he is still somewhat of a "traveling salesman" he avoids membership in organizations and committees as much as possible, preferring to spend his free time with his family. However, he was a charter member of the Michiana Chapter of the American Foundrymen's Assn., serving as secretary of that body the first five years after it was organized, and is a trustee of Westminster Presbyterian Church.

His work makes it necessary for him to

Con

A Good and Comfortable Understanding

Working men stand on their feet for a good share of the time they are in the shop. Therefore, it follows that they should wear comfortable, well-fitted shoes. For safety and ease they should wear shoes designed for the specific work in which they are engaged.

To enable workmen at American to be properly shod, arrangements were made with the Lehigh Safety Shoe Co. One of their representatives came to the plant with a supply of shoes and fitted a number of men. In addition, he instructed Nurse Kathryn Glass how to fit safety shoes. In the future shoes may be purchased through her.

The shoes are made in both high and low styles, with various types of leather, and designs to suit outdoor and indoor work, oily floors, etc. All of the shoes have built-in steel toe caps to protect toes in case heavy objects are dropped on them.

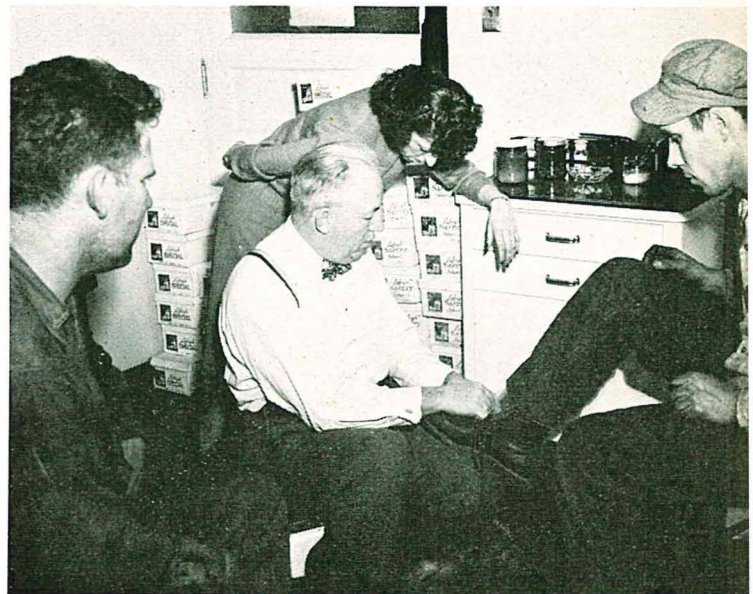
If you need safety shoes . . . and most factory workers are exposed to the hazards of dropped articles . . . see Nurse Glass in the first aid room. Arrangements can be made to purchase the shoes by payroll deduction.

Salesman Moore explains to steel shopper ERNEST DICKSON that all styles of safety shoes are not made in the proper width to fit his narrow feet. Nurse Glass looks on while the salesman explains fitting of shoes. LYNN BOWERS, steel shop, awaits his turn for shoes.

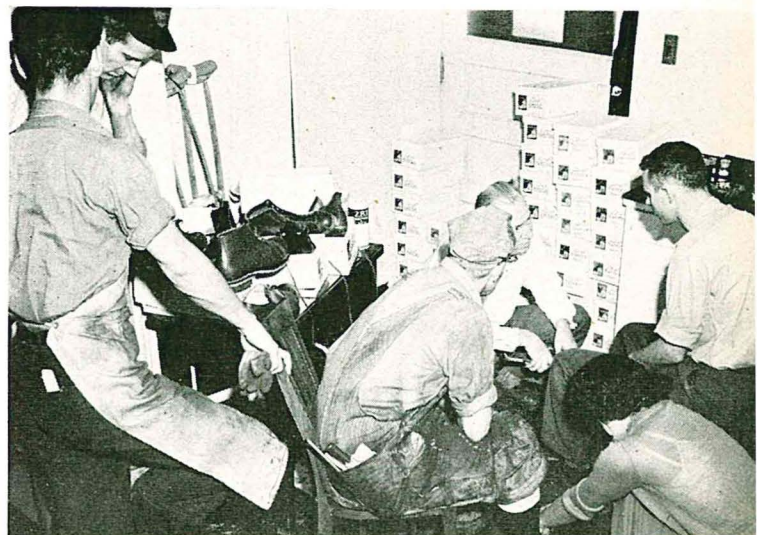
The salesman measures electrician GEORGE PARTRIDGE's foot before fitting him with safety shoes. The shoes are comfortable, and are made in a variety of designs and specifications to meet various needs.

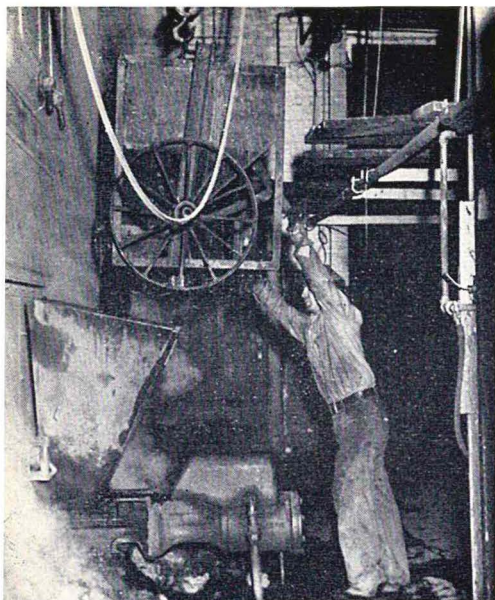


Foundryman CLARENCE KNISLEY tries on a pair of special "congress" type shoes made especially for molders. These shoes do not have laces and eliminate the possibility of spilled molten metal seeping through the lace-holes. RUSSELL OSTRUM, left, looks on. RAY STEELE, right, made out orders for the proper shoes for each man.



Below: Nurse Glass fits an oxford type shoe for oiler PERRY SHARP. GEORGE SCOTT, JR. discusses with the salesman the proper shoe for the work he does. CARL PETERSON, and BOB LENSEN look at the various styles available.





Coal is shoveled into a loader by hand, the loader is picked up by a hoist and coal released from the bottom of the loader into the stoker hoppers. The coal bin is directly behind Mel Pletcher.

Unsung But Important Jobs

Boiler Tenders

The second in our series of unsung but important jobs is the work done by the men who tend the fires in the boiler room: MELVIN PLETCHER, JOHN TROJAN, CALVIN HUNSBERGER, CLEMENTO DENINO, and JOHN VAN TORNOUT.

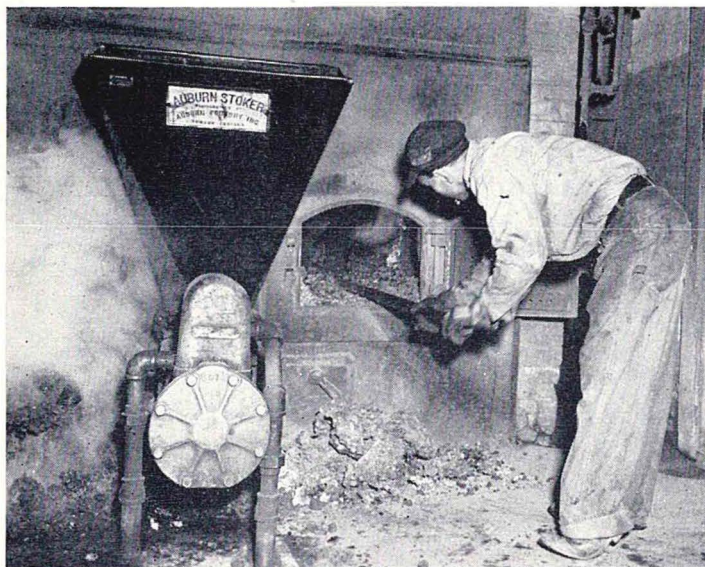
On a cold day, these men will shovel 14 tons of coal into the two hydraulic stokers that feed the furnaces. On an average day in winter 8 or 9 tons of coal is burned.

The boiler-tenders fill the stoker hoppers on the average of once every hour, and set the controls that govern the

amount of coal that is fed to the fires. While the boilers are rated at 15 lbs. pressure, they automatically cut out when 11 pounds' steam pressure is reached and the safety valves will blow at 12 lbs., eliminating the possibility of explosion.

The boilers supply heat to the office, engineering, machine shop, and steel shop buildings. Because the plant has grown so much since the installation of the boilers, auxiliary heating is employed in some parts of the plant.

While a lot of the operation is automatic the boiler-tenders must thoroughly understand the operation of the heating plant, and adjustments to keep the fires at the proper level for most efficient heating. Some operations must still be done manually such as raking out the clinkers, cleaning the tubes, etc.



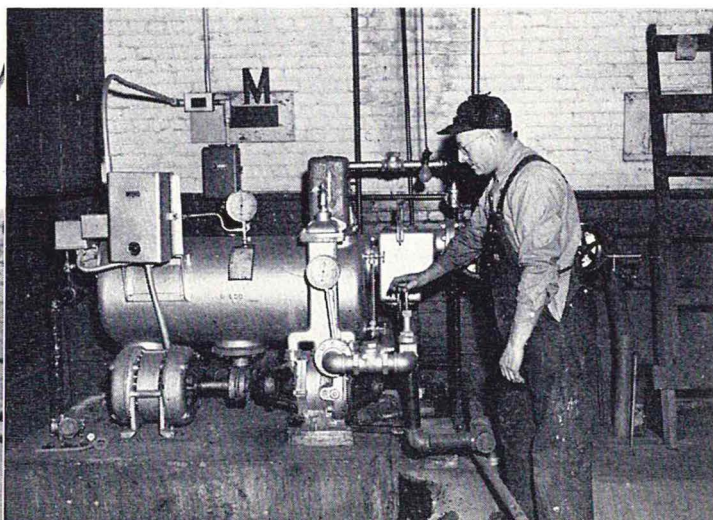
Twice a day the clinkers must be cleaned out of the furnaces, as Mel Pletcher is doing here. The clinkers are wet down with a hose and wheeled outside.

Clem Denino adjusts the controls for the automatic stokers. The battery of electrical controls on the right operates various fans, etc.



Every morning the pipes in the boilers must be cleaned out. John Trojan is doing this with a long handled brush.

John Van Tornout looks over the apparatus for the return to the boilers of water used to heat the plant. The water must be softened to lessen corrosion in the pipes.



AWECo's Business Outlook in 1948

To acquaint the Company's executive staff with business conditions, the trend of AWECo's sales, the problems to be encountered, plans to be made, and sales objectives to be reached in 1948, President O. A. Pfaff issued a special beginning-of-the-year message to these members of our plant operating group.

Inasmuch as this message has a real bearing on the welfare of every individual in the organization PARADE quotes the following major excerpts:

This is a special message — appropriate at the beginning of the New Year, and especially in view of the unstable and confusing trends of business.

First, a word about 1947. It was a big year for the Company — I am happy to say. Dollar volume of business shipped and sales established all-time peak levels.

I am grateful for the support and cooperation of all of you, and of our associates and subordinates, in making these records.

Realistic Appraisal of Accomplishments

Without detracting from these last remarks in the slightest, I want to be realistic — and I am sure you do too — in appraising our accomplishments, and in looking into the future.

Conversion from war production created a very heavy demand for plant equipment of all kinds during 1946 and 1947 and machinery and equipment manufacturers generally experienced abnormally high outputs for the year. The point is — I doubt if we have a sound basis for believing that we were outstandingly successful in 1947 in comparison with the experience of other companies in our industry.

Laurels Not Enough

At any rate laurels will not carry us through 1948. It is my opinion that changing conditions will heavily tax our talents and ingenuity if we expect to continue our growth — or even do as well this year as last.

Economists and forecasters are divided between inflationists and deflationists — each group expounding its theories and seeking support, as business gropes its way along trying to produce trade de-

mands without incurring ruinous risks in sales forecasts, purchase commitments, expense budgets and the like.

Buying Spree Is Over

One thing appears certain — that the buying spree is over in our line of business. We've got to learn how to SELL again.

I am sure that our outstanding problem in 1948 will be the job of SELLING our products. It is up to all of us to do something about it — if our charted sales line is to be any better than national averages which, in my best judgment, will trend downward in the heavy machinery and equipment fields.

It will take planning and aggressiveness to convert our selling from a seller's market to a buyer's market. We will have to take our sales message to the prospect instead of waiting for him to come to us — in all industries and all size companies wherever our products can be used. We will have to attract a higher percentage of available competitive business that can only be done through better products, better service and better selling. We will have to find new applications and markets for our present products, and develop improved and new products.

Market studies, advertising and sales promotion, handling of inquiries and correspondence (foreign as well as domestic), demonstration tests and proposals, sales effort in the field, and service engineers' work will all have to be vitalized and coordinated.

To open up new sales opportunities we will have to improve our engineering designs to make our products more appealing.

The Challenge Posed by

Our 1948 Sales Quota

Our sales executives are setting up quotas which, if realized, would result in about 17% greater business than in 1947. Considering that our equipment sales have been trending downward in recent months, considering the uncertain business situation, and considering that a buyer's market is now with us the sales goal for 1948 is a tremendous challenge!

Not for the Sales Department alone — but for all of us.

Every one in the organization will have to adopt and practice a sales philosophy. We will have to sell the Company and its products in all of our contacts and actions. Nothing short of our best handling of every detail with any customer can promise to earn for us the good will and patronage of that customer. The end result with several thousand customers will show the same pattern that we establish with each customer individually. Throughout 1948 serving the customer, as capably and graciously as we possibly can, must be the backbone of our policies and actions.

Organizing for Sales

Fortunately — we have expanded our sales representations in the field so that a closer concentration of effort among prospects is possible.

Fortunately — we have new sales opportunities, and can develop others, that did not exist in 1947.

Fortunately — our program of expanding and gearing up our manufacturing is about completed, giving us the plant capacity, space, equipment, and organization to support the sales division and turn out any prospective business in any of our product lines.

We will not be without other problems in 1948: We will have to continue the struggle to get steel and some other supplies; our inventory will require constant study and caution to reduce the risks existing in our large investment; and we will have much to do in establishing better control of production and reducing operation costs.

Confidence in Ability to Meet Problems

I have the confidence that we have the specialized personnel, ability and incentive to meet all of our problems, but the primary purpose of this special message is to focus emphasis on our No. 1 problem — SELLING — and to inspire the efforts of the entire organization toward meeting that problem. It will be a great accomplishment, indeed, to sell the 1948 sales quota. We have the incentive! Let's make it!

HOBBY: Keep Your Eye on the Bull's Eye

Dick Mecklenburg demonstrates one of the three positions — sitting. Notice the heavy protective glove he is wearing on his left hand to avoid pinching it between the gun and the sling. The guns are equipped with a "10 power" scope, or a scope that apparently brings the target 5 feet from the marksman.



Love of guns is a passion shared by thousands of men. Three of these enthusiasts are employed at *American*: Kenneth Kohleder and Richard Mecklenburg of the engineering department, and James Davidson of the Dust and Fume Control Division.

These men are among a group that has formed a club in Mishawaka to promote the sport of target shooting. They have even designed and built their own range on the third floor of a down-town building, above the Pastime Bowling Alleys. A range that, in this area, is considered second only to the one at Culver Military Academy.

In shooting, correct clothing is as much in order as in any other sport. Our three engineers prefer a costume consisting of old army pants, a jacket with a free-



Kenny Rohleder in a prone position sights the bull's eye through the telescopic sight. The range is 50 ft. long, but the targets are so small the bull's eye cannot be seen with the naked eye. The "10" ring is 22/100 inch in diameter. Kenny uses the sling on the gun for support.



Yep, they even stand up. Jim Davidson demonstrates correct form. A peculiar stance, but it is proven to be the steadiest. His elbow rests on his hip. For the past two years Jim has finished with top honors in the club. Kenny takes second place honors. Jim's gun weighs 12 lbs.

swing back to which insignia attesting the various shooting clubs to which they belonged and awards for marksmanship are sewed, pads for the right elbow, shoulder and left arm (special leather shooting jackets include this padding), a heavy leather glove for the left hand, and an old hat complete the ensemble.

After they get into all this paraphernalia, they take up one of the three shooting positions: standing, sitting, or prone, carefully sight, squeeze the trigger, and hit the target . . . Oh yes they do hit it, and more often than not, because these men are good and have scores and records to prove it. All men hold "Expert" ratings with the National Rifle Assn. That means they can all make a score of 100 prone, 98 to 99 sitting, and 80 to 85 off-hand or standing.

... Why America Is Strong ...

America's special place in the world is not an accident. Our unchallenged industrial strength has put us there.

Our factories turn out more goods by far than factories anywhere else.

Our workers are the highest paid and live the best. That is because they produce more per man than the workers of other countries.

We are the envy of the rest of the world. Visitors pour onto our shores to

learn how we make goods.

The production of goods is an art, and we are the masters of it.

The foundation of this art is modern machines. Without them, our output would be of pigmy proportions. With them, we perform industrial miracles.

But we can perform miracles only as long as our industries keep abreast of new mechanical developments.

New machines are the best possible

guarantee of the future industrial strength of America.

Put to use by America's industries, they will make possible the production of more goods for more people at lower prices.

And that, in the end, is the best insurance that our democracy and our system of free enterprise will endure.

—from an editorial by Burham Finney, Editor of *American Machinist* magazine.

Important Money

A loan company runs an advertisement in the newspaper under the heading "Important Money". In the advertisement they offer to let folks "buy \$350.00 for 12 payments of \$33.10". Sounds cheap, doesn't it?

Take a pencil in hand for a second, though, and look at the figures. Twelve payments of \$33.10 total \$397.20, which means that the use of that money would cost \$47.20.

Now compare that with your Credit Union rates. \$350.00 can be repaid in 11 principal payments of \$30.00 and one payment of \$20.00. Interest charges in such a schedule are \$22.20. That's precisely \$25.00 less that the loan company outfit wants!

Don't be misled. See your Credit Union. Luther Camp, Bernard Byrd, and Carl Peterson make up the Credit Committee.

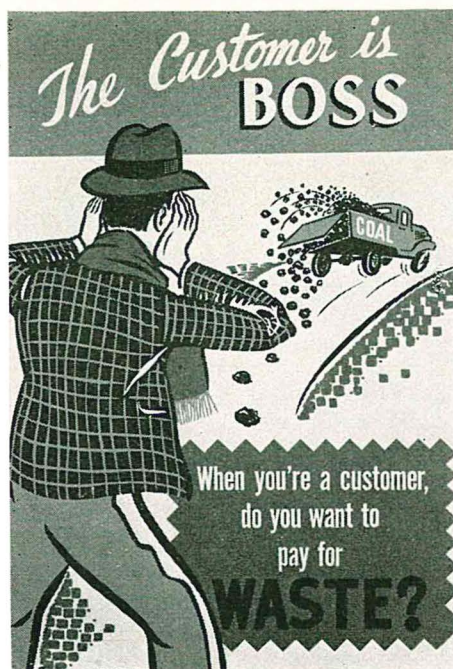
And when it comes to savings, the advantages are on the side of the Credit Union, too. Most banks pay $\frac{1}{2}$ of 1% on savings. Last year the Credit Union paid 5% on savings.

To join the Credit Union see Delia Frisoni in the Personnel office, or Mildred Fore, receptionist.

K. H. Barnes Talks Before S. A. E.

Chief Engineer Kenneth H. Barnes talked on "Shot Peening — What It Is and How It Is Used" before the South Bend division of the Chicago Section of the Society of Automotive Engineers at a dinner meeting held January 19 in the Bronzewood Room of the Hotel LaSalle.

About 125 men listened to Barnes' talk, then bombarded him with questions. The question and answer period was one of the longest on record in the Chapter's history . . . a good indication of the keen interest aroused in the shot peening process by the speaker. Ken is well qualified to do this because he has been intimately associated with this phase of our business, both in a sales and engineering way, from the earliest contacts we had in developing shot peening (Wheelapeening) equipment.



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Actual Insurance Claim Case No. 29

Claim: Pregnancy and delivery of baby—female employee. Employee quit work three months before birth of baby.

Hospital bill	\$75.90
Doctor bill	50.00
	<hr/> \$125.90
Insurance paid doctor bill	\$50.00
Insurance paid hospital bill	55.00
Insurance paid indemnity, 6 weeks @ \$15.00 a week	90.00
	<hr/> \$195.00

Insurance cost to employee: 40¢ a week, or one half the premium. Company pays the other half of the insurance premium.

Total cost to worker if she had not had sick and accident insurance: \$125.90.

L. L. ANDRUS

Continued from page 4

travel and he delights in flying, but usually takes the train to be sure of arriving on time for appointments. Because they never are long enough, he abhors upper berths.

For relaxation he prefers good music and reading, mixed with a judicious leavening of golf and fishing. Vacations are usually spent at Lake Michigan, where he can swim, soak up sunshine, and rest.

AA Elects Officers

At the January 8, 1948 meeting of the Board of Directors of the Athletic Assn. the following officers were elected for the year 1948: C. Burton Barnard, President; Philip Jordan, Vice President; Betty Buck Kuhn, Secretary. The Treasurer's position is appointive and at present is held by Harold Whitmer. His term expires in June.



STEEL SHOP

Warren D. Koch, David S. Holdren, Clyde S. Paxton, Clay Paxton, Aura E. Malott, Robert W. Malott, Nathan R. Benjamin, Orville O. Potts, Lawrence I. Stopper, Charles F. Gehring, Kenneth E. Frick, Frank Miller, Elmer O'Brien, Delbert C. Reichert, Dallas D. Troyer, James Zickmund, Preston E. Gross, Kenneth P. Coddens

FOUNDRY

Donald H. Hoefle, Alfred R. Smet, Warren O. Stickel, Clarence J. Raugh, Robert G. Harney, Frank E. Morris, Russell J. Ostrum, Glenn Groff, Carl E. Biggs

OFFICE

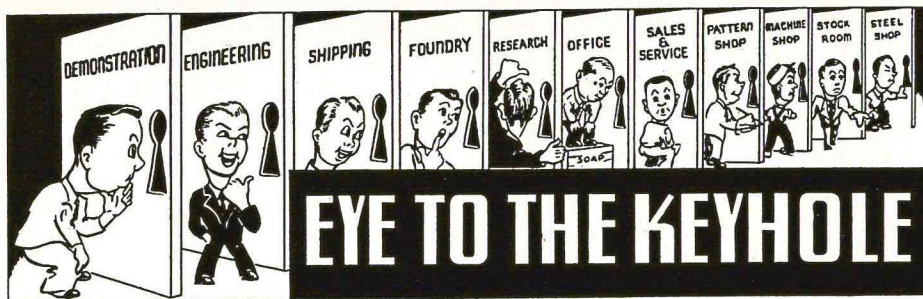
Helen Lindale, Julia Baugher, Faye Dennis, Mary Jane Stier, Doris Pearce, John Vicsek, Maxine Cary, Helen LaDow, Frieda Beltz, Marion Worsham

MISCELLANEOUS

Seth B. Morris, engineering; Allen E. Rodgers, metallurgical

Ice Cream Freezers

A 36" x 42" Wheelabrator Tumblast has been operating 10 hours a day for 11 years at White Mountain Freezer Co., Nashua, N. H., manufacturers of ice cream freezers and cherry pitters, and is still giving very satisfactory service. Each casting is cleaned twice—once before and once after grinding. After Wheelabrating, the castings go directly to the plating room for tin or cadmium plating.



BLANCHE NULL decided to bake a birthday cake for her husband. Having all the proper ingredients, plus an electric mixer and a brand new gas stove, she had visions of putting a huge, beautifully decorated hunk of sweetness in front of her lord and master.

But something evidently went wrong. Either she mixed Mexican jumping beans or some atomic ingredients to the batter, for upon taking the cake from the oven it jumped into pieces.

Blanche by the use of tooth picks, shingle nails, and No. 9 wire managed to hold it together long enough to put it before Henry with the words — "Here's your birthday cake, now eat it".

MACHINE SHOP

Reported by: Ed Bohden

Some weeks ago JOE BOONE lent a dime to JACK GOODRICH. When Jack didn't return it, Joe wrote a letter to Mrs. Goodrich asking her to give Jack a dime. Instead of the dime, Mrs. Goodrich sent Joe two big pieces of cake.

Then, all the other men in the machine shop on the night shift, wrote a letter to her. Mrs. Goodrich says she will bake a big cake for all of them.

One of the exciting things about life is that one never can anticipate everything that will happen. For instance DEAN BRUGH didn't anticipate that his overalls would become caught in the lathe on which he was working and jerk them off him leaving him standing in his long johns.

OFFICE

PATRICIA ANN CALLSEN has been installed as worthy adviser of the Mishawaka Chapter No. 2 of the Rainbow Assembly. She succeeds LOIS HOSKINS.

The Birthday Club celebrated the birthdays of ANNE SPART, ROSEMARY REED, ROSE BONJORNO, and MARIE MENZIE at a dinner in the Mayfair January 22.

Want a demonstrator: Call on PEARL SILL — she was showing how to fold a square scarf into a hood, and had answers for all the heckling she received . . . just like down town.

It's nice to have MARTHA KEMP and her sunny smile back at her desk in the advertising department, after an 8 month illness.

SHIPPING

Reported by: Margaret Daugherty

RUDY ZEITHAMEL can talk about the cold with the best of them. He was in Canada, near Ft. Williams, during that January cold "snap" we had, when the thermometer was registering 47 degrees below zero.

The girls in the plant presented ALBA CIAVATTA FISHER with a white table lamp when she returned from her honeymoon.

January 1 may have meant "Happy New Year" to a lot of people, but ED NELSON (maintenance) had his share of trouble. To begin with, the electricity was shut off until 4:30 P.M. — no breakfast or dinner — not even coffee! Then, a big tree crashed in the front yard, scaring Ed and his family, and about 6:00 P.M. a large mirror in the living room fell and broke. Happy (?) New Year!

ENGINEERING DEPARTMENT

Reported by: Harry Hixenbaugh

The engineering department team bowled in the City Tournament and missed finishing in the money by three pins. The bowlers were: RAY VAN DE WALLE, ANDY FEDERNOK, HAROLD GROH, CHUCK DE CRAENE, AND HARRY HIXENBAUGH.

MAX BOTTORFF began to grow a moustache, but abandoned the project. His girl friend is being credited with promoting the abolition.

Cigar Passer-Outer

JACK BOWERS
(foreman steel shop)
WAYNE WARD
(steel shop)
BILL BLANK
(engineering)
ED NELSON
(Maintenance)

Reason

Shirley Ann,
Born Jan. 19
Diana Ruth,
Born Jan. 22
Richard Gerald
Born Jan. 18
Thomas Edgar
Born Feb. 1

FOR SALE

House — 5 rooms and bath, 1635 East Homewood, Mishawaka. See VERN VALENTINE, Research.

House — 7 rooms, two baths. 132 South Beiger. See Ed McDowell, shipping.

PATTERN SHOP

Reported by: Eldien Powell

HERMAN ABLE started to carry the ashes out of his basement. Herman slipped on the steps. It wasn't necessary to go any farther, the ashes were well distributed over the steps lessening the danger of slipping.

STEEL SHOP

Reported by: Bernard Byrd, Jephthah Minnes, Julia Deak

REX REIHL and Maryan Lute were married January 24. The ceremony was held at 202 Niles. Howard Thompson of Warsaw officiated.

How to Keep Out of the Dog House — CHARLES KRAUSE was a happy man for a while. He was demonstrating how to use an ice spud. During the demonstration the ice spud slipped and cut a hole in the linoleum.

DICK NEELY celebrated his birthday the 22nd of January. He was presented with a birthday cake by some friends.

ENGINE GEVAERT and Betty Whitefield were married January 18 at 4:00 P.M. The ceremony was performed at the First Baptist Church.

OLLIE HAYDEN is going into the hospital for an operation.

EARL DUKE did not put up the notice in the steel shop offering shingles for sale. He had the kind that itch.

JIM DAVIS said if he heard ice breaking while ice fishing, by the time the break reached the spot where he had been, he'd be home.

Mr. and Mrs. JEPHTAH MINNES, fishing through the ice, got 48 bluegills.

Sunday, January 25 Bert Biggs, steel shop worker, was walking across the foot bridge over the St. Joseph River near the Eberhart Golf Course.

Accompanying him were his brothers-in-law John and Carl Housand Jr., John's son, and niece, Karen Lynn Stoehr. Four-year-old Karen slipped under the cable and tumbled into the icy river.

Carl, a former machine shop worker, immediately dove into the water after her. He got her, but it took the combined efforts of Bert and John Housand to get the two out of the river.

Julianna Club Presents

Hotel Oliver

Rotary Room

Cupid Cotillion

February 28

\$2.20 a couple

Semi-Formal



Recent Suggestion Award Winners

Was this your idea? It's a winner! Turn in the stub and collect your prize today.
 705. — Omit Part No. 76709, hinged cover on the No. 2 Wheelabrator Table as this part is not necessary on the new chain drive and take up.

3730 — Replace flange on the 60" x 96" Wheelabrator Tumblast skip bucket loader by angles similar to those used on the 8" x 72" Wheelabrator Tumblast buckets. This will eliminate the braking operation and considerable welding.

3764 — Carry shaft on BM 51568 and 51569 under the same number, as they are identical.

3877 — Carry parts 46006 and 38919 — tie rods — under the same number. They are identical.

6498 — Change 1 1/4" the slotted holes for the brackets on the guard 60502 for the 66" Swing Table. This will eliminate rework in assembly.

Another "5 Clubber"



ERNEST DICKSON did it — joined the ranks of thinking workers who make up the "5" Club. With his fifth accepted suggestion Ernie was paid \$5.00 in addition to his regular award. This brings the membership of the "5" Club up to 24.

The Family Album . . . Cost Clerk



Grounding Airborne Scouring Powder

Finnell Systems, Elkhart, Indiana, manufacturer of floor finishing machines* has another plant in Hannibal, Missouri, that specializes in the production of scouring powder for floor maintenance.

The manufacturing process was a very dusty one since the powder is composed of 95% finely ground silica sand, plus 5% liquid soap. The powdered silica has a tendency to float around the plant so thickly that a 150 watt electric light can be seen only dimly at a distance of four to five feet away.

Obviously the situation was not conducive to the most efficient working condi-

tions and large amounts of silica were wasted. More serious, however, was the hazards to health, and the hazard to safety in working around poorly lighted machinery.

Last year Finnell installed an *American* Dustube dust collector to relieve the extremely dusty condition in their bulk storage department. The collector worked so well that plans are now underway to add additional Dustubes to correct dusty conditions in other sections of the plant.

**Their Wheelabrator installation for reconditioning floor finishing equipment was written-up in the November issue of PARADE.*

Knights of the Dotted Line

Salesmen Who Sold Their Quota Last Year



Robert A. Campbell
138%



Edwin P. Clarke
121%

Here are the salesmen who exceeded their sales quota in 1947.

Briefly this is how sales quotas are determined:

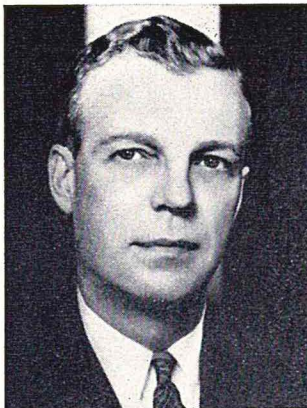
Each of our sales territories is assigned a proportional part or share of the total anticipated sales volume each year. This allotment is the quota for that area. The share assigned to each territory is based on the estimated potential market in that area. It may be adjusted periodically should market conditions warrant.

ROBERT A. CAMPBELL of Toronto, Ontario, made his year's quota in July of this year. That is, by the end of July he

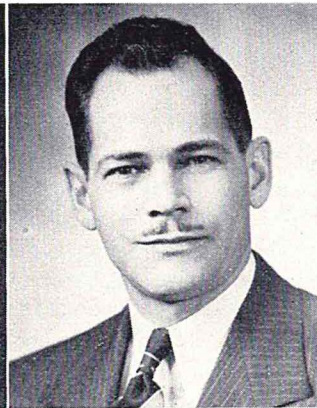
had sold as much equipment as had been assigned to that area for the entire year. But he didn't stop there, as he continued to sell *American* equipment the rest of the year. Result: AWECO's top salesman for 1947. Final score: 138% of assigned quota!

EDWIN P. CLARKE sold his quota by the end of September. His area centers around Houston, Texas.

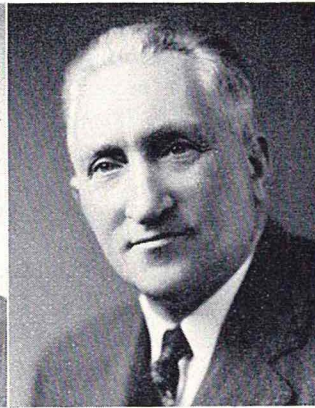
A tie for third place was made in October between: V. S. SPEARS, Mishawaka, JOHN N. HARPER, Pittsburgh, and CHARLES A. BENHAM, Springfield, Massachusetts.



John N. Harper
112%



Vernon S. Spears
107%



Charles L. Benham
126%

SPECIAL \$11⁷⁸ SAVING

to AWECO Employees

A Brand New

ELECTROMODE

Portable or Wall Type

ELECTRIC HEATER

Regular Price \$30.98

Your Price \$18.20

Cash or \$1.00 a week
on payroll deduction plan

ASK FOR A DEMONSTRATION



The Built-in-Wall Electric Heater can be connected to the regular 110 volt, 60 cycle house lighting circuit. It fits right into the wall. Finished in smooth, white baked-on enamel.



The Electromode Portable Electric Heater is light and compact. Just pick it up and carry it where desired. No special wiring needed, just plug it in. Finish — brown, wrinkle enamel.

There is nothing like an Electromode Heater for safe, quick, circulated electric heat that means so much where it's needed most. Electromode's patented, cast-aluminum Safety Grid Heating Element is entirely enclosed, eliminating all dangers of fire, shock or burn . . . even to children's prying fingers! Yet it produces clean, odorless heat in a minute.

The heaters illustrated are 1320 watts, 110 volts, AC, 4435 BTU and are approved by Underwriters' Laboratories.

Take One Home Today!

Contact the Personnel Department