

AMERICAN Parade

Vol. 8, No. 6

JUNE, 1949



PEOPLE and EVENTS in the NEWS

To Make It A Good Summer

By Kathryn Glass Scott, R. N.
"Summer time, when the livin' is easy."

Many people try their darnedest to make summertime difficult . . . like the joker who gets himself a sunburn and suffers for his trouble.

There are several simple things to remember when summer comes — you've heard them before, but I'll repeat them for they are facts that never change:

When you go to Lake Michigan for that day in the sun, remember if you lie in the sun for an hour it's pretty certain that you will be sunburned. Take along sun burn oil and a shirt, the oil to use first, the shirt to put on before the first 30 minutes of toasting are over.

Don't stay out in the hot sun (we really have hot sun in this part of the land) without a hat. Sun glasses help protect your eyes, too.

Don't drink "a cold one" after being out in the hot sun. And that goes for any cold drink, including milk. The shock to your body often causes cramps.

Use extra salt either in the form of salt tablets, or more salt with your food. Salt is lost in perspiration, and unless it is constantly replaced, heat exhaustion results.

Keep clean — an extra bath makes you look better and feel great.

Wear clean, loose, light weight clothing.

Eat adequate, but light meals. Eat plenty of green vegetables, fruits and dairy products. Go easy on the sweets, starchy, and fatty foods. Drink a lot of liquids, milk, fruit juices, water.

Avoid over-exercise . . . you don't always to do it all at once. Tomorrow always comes.

Get plenty of regular sleep and rest.

Heat and fatigue make a vicious circle. Heat makes you tired, and being tired breaks down your defense against heat.

**

Suggestion Award Winner

Ernest E. Dickson



In The Words Of An Insurance Beneficiary

"I like it!" says one steel shop worker about the AWECO insurance program. "I've filed claims on three different occasions, twice for dental surgery for my wife and once again when my daughter was born. Each time it has paid about half the total doctor and hospital bills. This reduces the expense to where I can handle it.

"At 75¢ a week I figure it would take ten years to pay the doctor and hospital bills incurred at those times! I pay only 75¢ a week for hospital insurance for my family and hospital health, and life insurance for myself. The company pays another 75¢, or half the weekly premium, for me.

Wieschhaus Talks On Reconditioning Pipe

Market Research Engineer LEE WIESCHHAUS spoke before about 30 operating superintendents of the ten subsidiary companies of the Columbia Gas Co., on May 17. The occasion was the annual system-wide meeting held in the New York City office.

Lee talked on the use of the Wheelabrator for reconditioning pipe. The primary use that these companies would have for Wheelabrator equipment would be to recondition their approximately 15 thousand miles of transmission pipe.

HAROLD SCHULTE of our engineering department showed a movie depicting various Wheelabrator pipe cleaning installations.

Picnic Promised

TED COPP, president of the Athletic Association, has announced that there will be a picnic for AWECO workers and their families again this year.

Only a few details are now definite, but from all signs it looks as if the picnic will be held on a Sunday in August, at Spanish Terrace, Christiana Lake. A free picnic dinner will be served, and there will be movies.

Plan now to bring mom and the kids — or the girl friend or boy friend.

A Most Useful Little Guy

I am a little guy and come from a swell family: I am related to a lot of people and help everybody who will let me. I can unlock doors, open hearts, banish prejudices, soften sorrows, calm fears and give courage.

No one dislikes me or condemns me; no one envies me or is jealous of me. I am the most useful little guy every moment of the day.

If you want me for a lifelong companion just invite me, and if you are sincere and hospitable I will bring Charm, who is my mother, Graciousness, my sister, Manners, my brother, and Good Will, my dad. I guess you know who I am now. My name is Courtesy.

— from The Field Glass

American Parade

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Mishawaka, Indiana

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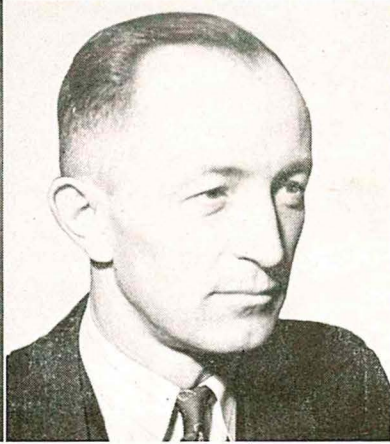
MARJORIE E. FRAZEE
Editor

Member of
American Association of Industrial Editors
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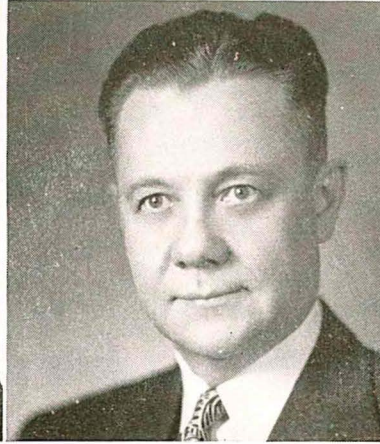
LOOK Where They Began



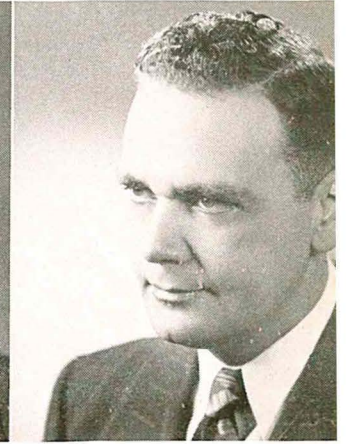
Otto A. Pfaff
President & General Manager



Samuel A. Hearrell
Machine Shop Superintendent



Harold M. Miller
Vice President & Treasurer



Kenneth H. Barnes
Chief Engineer



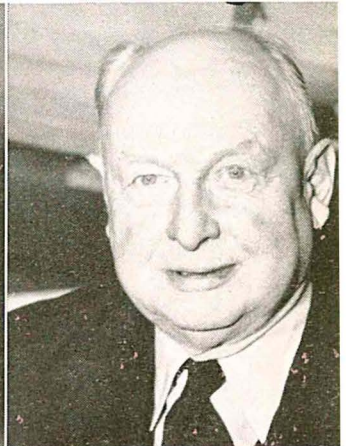
Walter Nelson
Steel Shop Foreman



Andrew B. Stevens
Supervisor of Production Control
& Stores



Albert Blaskie
Foundry Superintendent



William Crowell
Traffic Manager

One of the progressive aspects of AWECO is its policy of promoting from within its own ranks . . . promoting its own employees, who are qualified, to fill increasingly more important posts. As a result every foreman here is a man who was a workman in the department he now supervises before assuming his present position. In fact, practically every important position in this organization is held by a man who was promoted from within our own ranks.

This month we show the first of an extensive list of men who hold key posts with this Company and tell when they joined American, and what their first job was.

Jobs that Marked Their Start at American

Name	First Job at American	Date	How Long with Co.
Otto A. Pfaff	treasurer's assistant	1916	33 years
Harold M. Miller	cost accountant	1923	26 years
Kenneth H. Barnes	design engineer	1936	13 years
Samuel A. Hearrell	shaper operator	1929	20 years
Andrew B. Stevens	receiving clerk	1926	23 years
Albert A. Blaskie	foundry worker	1936	13 years
Walter Nelson	sheet metal	1928	21 years
William Crowell	accountant	1921	28 years

SAVINGS: The Reason Why We Sell Wheelabrators

Why do industries buy Wheelabrator equipment? Today, in a buyer's market we at AWECO are particularly interested in the answer to that question for it spells our livelihood.

There are several answers to our own question:

Wheelabrating is easier
 is faster
 requires less labor
 does a better job
 imparts a desirable finish
 does a job other methods can't accomplish

And most important to the majority of our customers . . .
it saves money.

Just how much money it saves is oftentimes surprising even to our own sales department whose business it is to know such things.

Comparison Between Former Cleaning Method And Wheelabrating Costs At American Foundry Co., Indianapolis

Here's a typical example of how Wheelabrator saves a customer money: American Foundry Co., Indianapolis, Indiana is saving \$110.16 a day on the cleaning of cylinder blocks. In addition they are experiencing cleaner working conditions, uninterrupted production, and a finish of uniformly high quality.

Former Method
 14 Tumbling Mills
 1 Airblast Room Monorail

Production
 125 cylinder blocks an hour

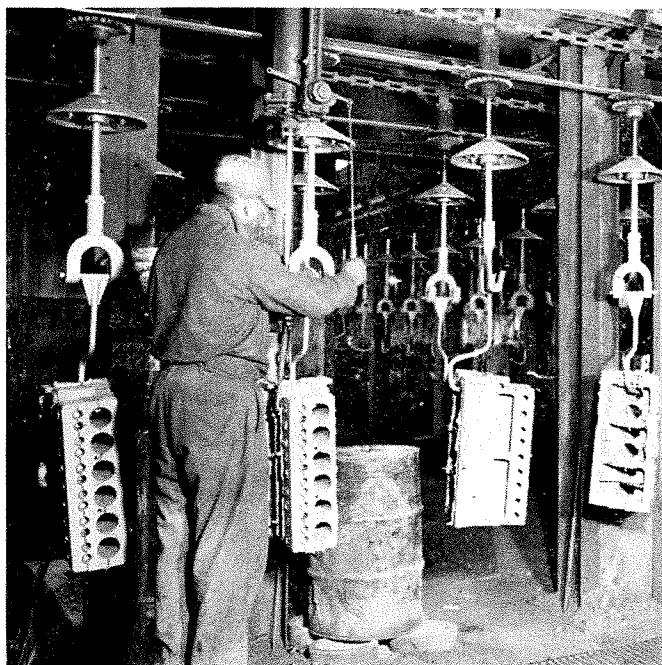
Labor
 45 men for all cleaning operations (shake-out gang, tumbling mill and airblast room operators, chippers and inspection crew).

Present Method
 Wheelabrator Monorail Cabinet (with three wheels)

Production
 142 to 180 cylinder blocks an hour

Labor
 31 men for all the cleaning operations (shake-out gang, Wheelabrator operators, chippers and inspection crew).

Cleaned cylinder blocks leaving Wheelabrator Cabinet at American Foundry Company, Indianapolis, Indiana.



COSTS AND SAVINGS

	Former Method	Wheelabrator	Savings
Labor, power, maintenance	Per Hour \$ 56.68	Per Hour \$ 42.91	Per Hour \$ 13.77
Cost per block453	.238	.215
Cost per 8-hr. day	453.44	342.28	110.16

A A Enters Team in City A-2 League



"For lo the winter is over and past and the voice of the umpire is heard in the land."

AWECO has a softball team entered in the City A2 League. The games are scheduled for Thursday evenings on the City park diamonds.

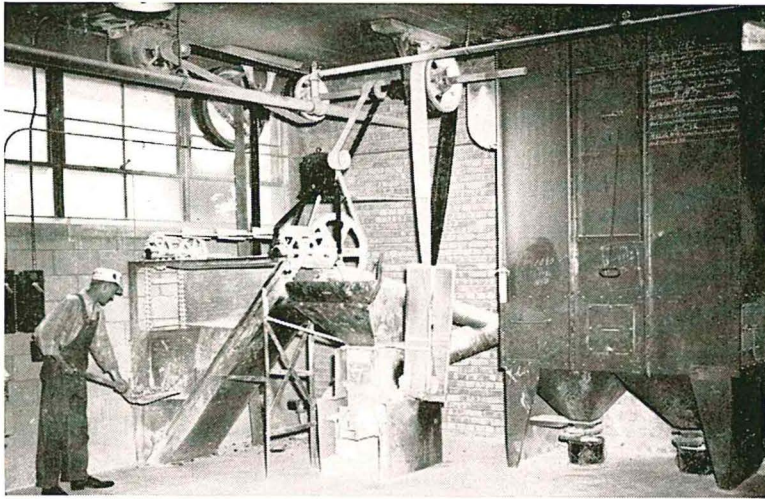
George Scott, Sr. (radiograph operator) is the manager. The players include: Bernie Byrd, Bill Eggert, Eugene

Gevaert, Bob Guidi, Levi Himes, Paul Howland, Lee Kelly, Bob Lehner, Rex Reihl, George Scott, Jr., Bill Slater, John Smith, and John Vicsek.

Weekly practice sessions are held on the Company diamond just east of the factory.

Playing Schedule

June 9 — Fir Road Cardinals	Central No. 1	8:30 P. M.
June 16 — Tekker's Grocery	Lincoln No. 1	7:00 P. M.
June 23 — Vets' Body Shop	Lincoln No. 1	7:00 P. M.
June 30 — Mobile Service	Central No. 1	7:00 P. M.
July 7 — Pleasant Valley	Central No. 1	8:30 P. M.
July 14 — Mishawaka Paint	Central No. 1	8:30 P. M.
July 21 — St. Joe Bees	Merrifield No. 2	7:00 P. M.



An Un-Varnished Story About O'Brien's Varnish

When next you dip your brush into a can of O'Brien's Varnish, it might be interesting to remember that a Dustube Dust Collector had a part in its manufacture. Here is where the Dustube fits into the picture:

Rosin is the basic ingredient of varnish. When O'Briens receive this material it is in lumps and chunks, that must be crushed before using. The material fractures easily, the resultant pieces vary in size from a fine powder to about the size of rock salt. Without a dust collector to ventilate the loading, crushing, and unloading operations, the

rosin dust floated around and settled on everything in the plant. This was both wasteful and a nuisance.

The No. 65 "A" Collector is now recovering approximately 25 lbs. of dust out of every 1 000 lbs. of rosin crushed. As close to 8,000 lbs. of rosin are crushed every week, this means the collector is recovering about 200 lbs. of dust weekly. Since the rosin can be re-used, the savings for one day are enough to pay for the operation of the collector for a week. In addition an obnoxious nuisance is completely eliminated.



At The End Of The Season

Here are the final results of the 1948-1949 Bowling Season. For the day shift, the last games were rolled April 26.

DAY SHIFT

Team	Won	Lost
Office No. 1	59	46
Steel Shop No. 1	58	47
Machine Shop	57	48
Office No. 2	54	51
Maintenance	46	59
Steel Shop No. 2	41	64

Team Highest Single Game

Machine Shop	1033
Office No. 1	995
Steel Shop No. 1	990

Team Highest Three Game

Steel Shop No. 1	2813
Machine Shop	2811
Maintenance	2678

Highest Individual Single Game

Tom Hameline	248
Chal Cline	246
George Scott, Jr.	244

Highest Individual Three Game

C. A. Soens	623
George Scott, Jr.	599
John Van Belleghem	593

YEAR'S AVERAGES

Office No. 1	Steel Shop No. 1
C. A. Soens 170	Omer Boembeke 160
Tom Probst 135	Ralph Mumby 150
Ken Barnes 127	John Van Belleghem 162
Harold Books 158	George Scott, Jr. 157
Tom Hameline 155	Bernie Byrd 145

Machine Shop	Office No. 2
Coy Replegle 142	Chal Cline 153
Bill Eggert 142	Fred Baldauf 141
Paul Howland 147	Julius Skene 138
John Smith 150	Bob Gray 133
Bob Lehner 158	Bill Illsley 128

Maintenance	Steel Shop No. 2
McI Fletcher 156	Lynn Bowers 114
Calvin Kelly 135	Russell Wade 139
Walt Heiser 168	Neile Soule 147
Vern Lott 173	Rex Riehl 125
Jim Andrews 152	Elmer Mast 119

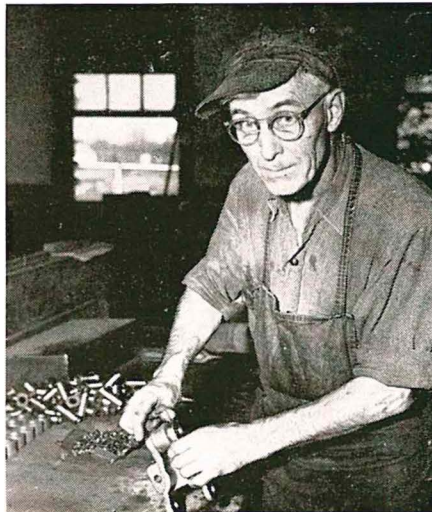
AWECO Personality

Father's Day comes in June, so we feature the machine shop father, **EARL KIZER**, the parent of an even dozen children. There are seven boys and five girls.

Seven of the Kizer children are still at home, the rest are scattered around, as far as the island of Guam in the Pacific.

This year at Mother's Day, Earl's wife was selected as one of the three honorary mothers-of-the-year in Mishawaka. This is a tribute of which Earl is justifiably proud.

This union steward says he has put all of his former garden into grass because he'd rather push a lawn mower than pull weeds. There is one exception, space for onions is still available!



ENGINEERING NEWS

BURTON BARNARD of engineering, is a member of the investigating committee for the Shrine Club. They make preliminary investigations for admitting children to the Shrine's hospital for crippled children. Barny is also helping with the arrangements the Shrine is making to take crippled children to see the South Bend Blue Sox play on June 3, 13, and 27, July 15 and 29, and August 16 and 29.

* * *

William Edwards arrived at the home of the HUBERT DAVIDSONS, May 14.



You probably didn't suspect it, but **MARGARET DAUGHERTY** — the only woman in the shipping department — is married and has a son and two pretty daughters.

Marge thinks nothing of going home after a hard day of slaving over bills of lading, and cutting out a dress for herself or one of the girls. By bed time the dress will practically be made.

Marge makes all of her own and the girls clothes. Usually she employs a pattern, but, like a Paris modiste, she can drape the material and cut right into the fabric, using only her experience and skill as a guide.

Another side of her personality is the delight she takes in fishing. Last year she caught a 23-inch, 3-lb. pickerel.



JEP MINNES, who always feels so well he hasn't seen a doctor in 20 years, had a heart attack just as he arrived at work. While he is recovering satisfactorily, he must take it easy for a time.

ANDY RUPCHOCK is looking for one of the meanest persons in Mishawaka. He and his family recently spent the day fishing for bass, before the season closed. He had a string of 12 bass and had caught another which he was going to add. Then he found that someone had taken his fish and stringer. Andy was so disgusted he threw the last fish away.

DEMONSTRATION NEWS

Reported by Emile DeVreese

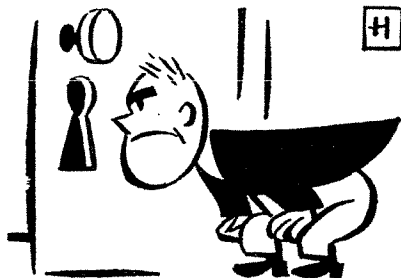
FRANK KING, who boards with **ROSCOE RUSH**, is chief cook and has as his responsibility, seeing that all the meals are prepared. Frank was a cook in the Army of World War I. In his spare time he is raising a flower garden.

JAKE NOENS has his work cut out for him during his vacation. He intends to first build his daughter a home, then after completing the first house, begin one for himself. Jake is hoping for a long summer.

Does your radio need repairing? (home or auto). **GEORGE CLARK** fixes radios in his spare time, and the rumor is that his prices are quite reasonable.

GRANNIS GARBER ought to get together with Jake, as he has been planning on building a home for about three years, but just can't spare the time.

CLAUDE ROLLAND says he and Mrs. Rolland plan to spend their entire vacation doing nothing but fishing. We are wondering what fish stories he will have to offer upon his return.



Items About Us

STEEL SHOP NEWS

Reported by Jephthah Minnes, and Louis Carswell

SAM WEISER, welder, nights, made a car swap and now drives to work in a Crosley sedan.

LUTHER (RED) CAMP, night shear operator, was operated on for appendicitis and is now taking things easy at home.

We have not had many reports this Spring about mushrooms, but **CHARLEY SHIRK** reported that he found 6½ pounds of them last week.

EDDIE HIGGENSEN had the time of his life recently spearing carp near Eagle Point. He got 19, which made three tubs full.

ELMER BYRD has his two sons well trained. They are so skillful at fishing that they are keeping the family supplied with all the fish they can eat.

HAROLD MILES spends his spare time in his greenhouse.

EUGENE GEVAERT recently had an urge to arrive at work early one morning. Gene got up at 2:30 A. M.! Now he draws the blinds so the full moon does not shine into his bedroom window.

There were four men not listed in that item about the men who couldn't hitch a plow to a tractor on Carl Britton's farm. The missing names are: **BILL RAPP**, **HAROLD GAY**, **MARV POWELL**, and **RALPH HARRINGTON**.

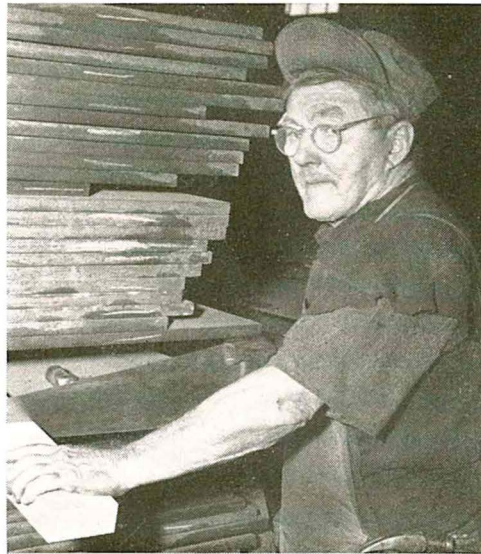
While there were 11 men who couldn't figure it out — Carl has admitted he couldn't either the first time he tried.

For the AWECo father come Father's Day we feel **JAY PENLAND** will have little competition, for he has 13 children!

Personalities

Small boys usually have — at one time or another — an ambition to be a fireman. And everyone seems to have a yen to go to a fire. **J. NORMAN BURCH**, gang leader of the night welders, has a valid excuse for going to a fire, in fact it is required of him. Norm is a day shift lieutenant of the Howard Township (Michigan) Volunteer Fire Dept.

This group has a jeep which has been made into a fire truck. The volunteer fire department operates anywhere within a reasonable driving distance of Barron Lake. When the disastrous fire in the business district of Niles occurred several months ago, Norm and his group went to Niles and stood by in case another fire should take place.



Carpenter **WILLIAM JOHNSON** uses his spare time doing carpenter work. If that sounds a little paradoxical, here is how it works: At AWECO his job is a carpenter on the maintenance gang. As such he does everything from building partitions in the office to laying floors in the factory.

At home Bill is remodeling the house he rents to make it more comfortable and beautiful. This is the fourth time he has remodeled a rented house. After he had finished the other three houses the owner sold them and Bill had to look for another place to rent.

When he isn't working on a house he spends his time either making toys for his five grandchildren, or taking them on picnics.

RESEARCH NEWS

Reported by Maxene Cary

JOHNNY DAVIS was giving "hot tips" on the Memorial Day Indianapolis Speed Races. As Johnny had witnessed nearly every one of those races since he was 12 years old he felt he could speak with some authority. He "dopes" them out as some people do horse races.

* * *

When vacation time comes, **VERN VALENTINE** expects to do some painting, gardening, and go to a circus (if one comes to town at that time).

* * *

Other vacation plans: **TOM GREENE** and **CARL RITTER** hope to open the fishing season by catching some "big ones."

* * *

DON MAY is spending nearly every evening in his basement fixing up his camping equipment for a trip to Canada.

* * *

KENNY CLARK plans to paint his house and go to a lake for a week.

* * *

KENNETH "BUD" WARNER is a busy little bee, for example: Bud is public relations manager for the Chain-O-Lakes airport, a member of the Civil Air Patrol, and Commander of the Air Forces Association. The latter organization is made up of ex-Air Force men who flew under General Doolittle. Bud was with the "Flying Tigers" during the last war.

FOUNDRY NEWS

Reported by Fred Bishop

LLOYD BURCH, who is on sick leave, recently became the father of a nice, big boy — his first. We imagine his chest swelled as much as **ANDY KOLESZAR's** did. (Andy's son was born April 11.) One molder can't let another molder outdo him. Lloyd sent cigars into the foundry so we figure he couldn't quite handle the chest at that time.

* * *

As many cokes as **CHUCK VAN BELLEGHEM** buys for **TONY KOLESZAR** makes us wonder if Tony isn't the possessor of a two-headed nickel.

* * *

If **DELBERT KINNEY** asks you to go mushroom hunting with him, take the following precautions before you go: Get a compass, a trail blazing axe, a week's supply of groceries, a canteen of water, and engage the nearest autogyro to land in the middle of a swamp at the end of the day, and pick you up.

Del recently "guided" a party of three people into the heart of a seventy-acre swamp and promptly lost not only himself but everyone else. After climbing trees to locate a land mark, he finally brought them out on the opposite side of the swamp. The only way back to the car was through the same swamp and that's the way we went. The result was we were four hours late arriving home for Sunday dinner.

Either the anchor ropes are longer or the anchors are heavier on the new Chevy than they were on the old Fords. It took **AL BLASKIE** eleven minutes too long to get his anchor up on his new Chevrolet and get away from a parking meter downtown. The man left a note that said "Brother, you have overstayed your welcome in this particular spot. Better come and see us about it."

MACHINE SHOP NEWS

Reported by Lena Turner

The language some people use! This was overheard one afternoon:

BOB NEWSOM: "I'm going to make a jig for the broach on J-1."

LENA TURNER: "You are already on J-1, so I'll just leave you there."

Oh, well, some people cut out paper dolls, and some people understand such talk.

* * *

ROBERT CONLEY will spend his vacation visiting his wife's relatives in Oklahoma City.

* * *

KARL GERMANN was on a Lincoln Way West bus that collided with a stone post. Karl was taken to the hospital, given first aid treatment for a hand injury and released. Got his name in the paper as a result.

* * *

The stork left Nancy Lynn at the home of the **BILL EGGERT's**, May 30.

Bits About Us

STOCKROOM NEWS

Reported by Blanche Null

FRED BISHOP recently took an expedition down to Marshall County for a day of fishing and mushrooming. His slogan was: "Rain, wind, sleet, and fire must not spoil my day."

Fred hadn't been on the lake for half an hour when a terrific wind storm blew up and pushed him to shore. Not giving up, Fred raced through the rain to his favorite mushroom hunting ground until "Knute" (his '33 Rockne) gave a gasp and was drowned out. Fred applied artificial respiration and after about an hour and a half, Knute came back to life.

Fred went on until, lo and behold, devastation unfolded before his eyes; someone had burned off his favorite mushroom spot. Tears ran down his cheeks as he reached out and picked a big, half burned sponge mushroom.

Sorrowfully he wended his way home, tire, but undaunted. This was one day for which he couldn't blame his in-laws. It must have been the elements.

JOSEPHINE DATTALO and John (her husband) are building their daughter a new home in Rose Park.

* * *

We bet JAMES CURTIS is very careful the next time a fellow worker gives him the keys to his car and says: "Use my car to pick up those papers you need for the Union meeting." Jim got the papers and was thinking how fine it was that he hadn't involved the borrowed car in an accident, when, to his utter bewilderment, he discovered he had used another man's car to make the trip. The cars were identical and the keys fitted.

* * *

ROBERT SULT is the man to see if you want a monkey climbing a palm tree after a banana.

* * *

It will be wedding bells for KATHRYN WALLIS, and LeRoy Potts, August 20.

* * *

The groom of June 4 was PAUL MYERS — the bride Phyllis Brubaker.

* * *

ARDEN SWANSON and Lucille Kenworthy of Phoenix, Arizona, married April 30 in Las Vegas, Nevada.

* * *

Voice on the telephone: "I'd like to talk with someone about cleaning my brick house with a Wheelabrator."

JULIUS SKENE assured the caller, that while the Wheelabrator was a rather versatile machine, it wasn't practical for house cleaning.

* * *

Service memorandum from GEORGE THARP, dated April 29, 1949. Lincoln Foundry, San Francisco, California.

"Mr. Jones told me they had some trouble one Monday morning getting the abrasive to flow into the wheel of this 48" Swing Table. Upon checking they found that the factory cat had had kittens in the separator. The kittens were plugging up the opening when the abrasive started to flow. There is a screen over the opening now."

OFFICE NEWS

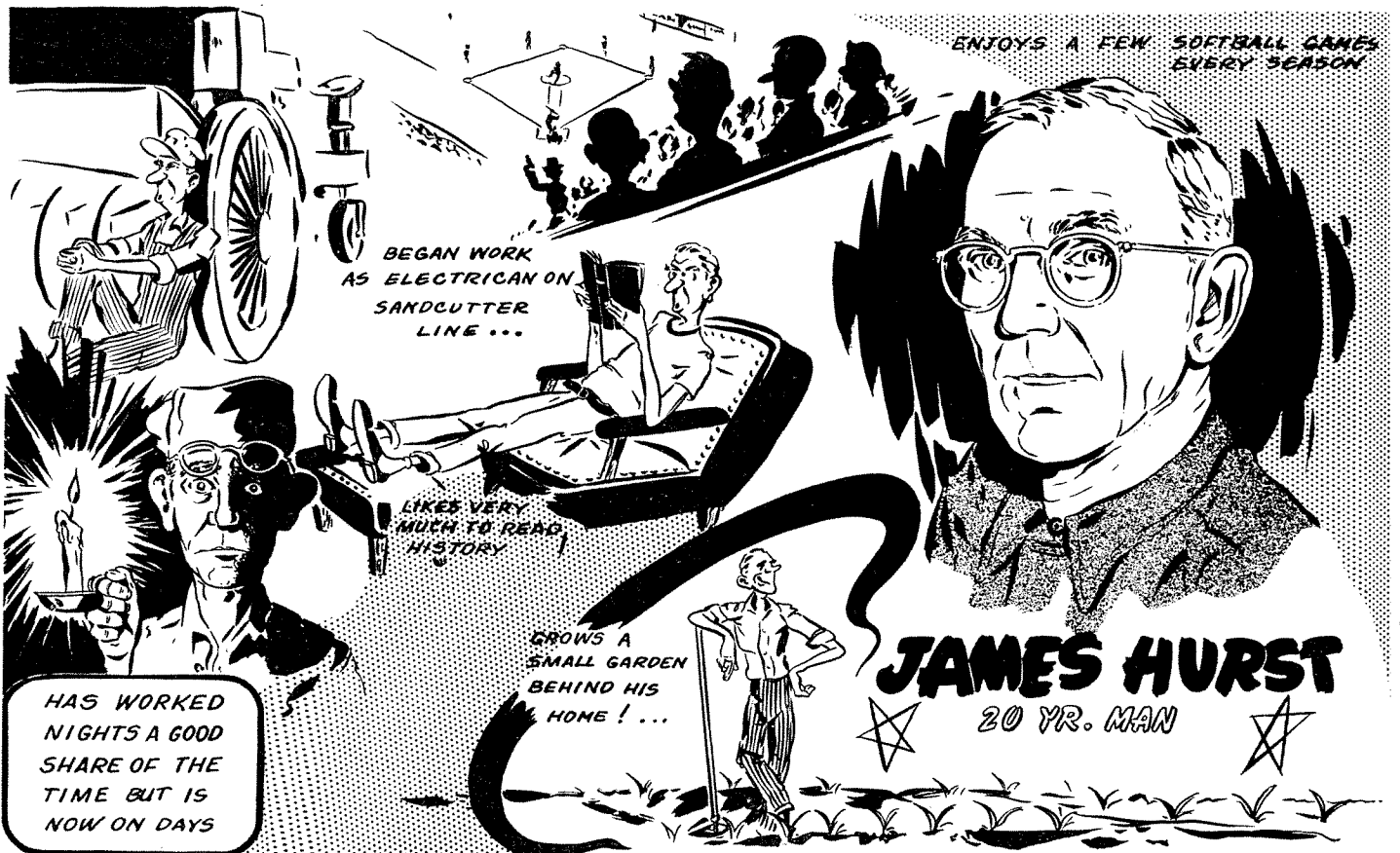
Reported by Mildred Fore

Standard answer by the receptionist to the visiting salesman's query: "Where does American Wheelabrator get all of the pretty girls?"

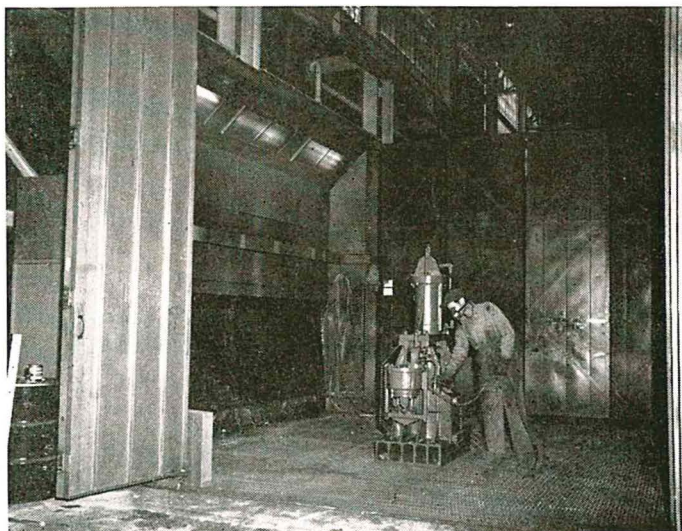
"Oh, if they are not up to standard, we run them through a Wheelabrator."

THE FAMILY ALBUM

Saw Operator



Our Own Waterfall



This paint booth is another piece of new equipment recently installed in our plant to enable us to produce finer products and to provide pleasanter working conditions. The booth eliminates paint over-spray and fumes from the atmosphere and enables the operator to do a better job. This last is possible because the lighting is more uniform and the design of the booth permits painter **HARRY HOLMES** to move all around the machine or piece to be sprayed.

Fans that move 16,000 cubic feet of air a minute and a waterfall at each end of the booth draw the fumes and over-spray downward through an iron grided floor into a water trough. A chemical in the water causes the paint to be deposited in the form of foam on top of the water. Sliding doors the entire height of the booth form the two sides.

The interior of the booth is painted with a filmcoat that may be peeled off periodically, thereby removing any paint deposit, thus the interior of the booth is kept clean and neat.

The paint booth is located adjacent to the railroad shipping dock. This position makes it possible for heavy pieces of equipment to be carried into and away from it by the overhead crane.

Profit Sharing Means Just That

Some expressions mean exactly what they say, such as "know how." Other expressions aren't so easily understood, such as "relativity." But the expression "profit sharing" is one that says exactly what it means — the sharing of the company's profits with its employees.

The amount to be shared at AWECO is 10% and is determined by the trust agreement. But the amount in dollars and cents, is determined by the employees . . . and everyone who works for AWECO is an employee whether it is YOU or the president.

On some jobs it's easy to see how you help — the salesman for instance — they do the selling. If no sales are made, the company just doesn't have any business. But what about the man in the stock room who fills orders for bolts and washers, and side frames, or the girl who answers the telephone, or the man who hands you your paycheck, or the sweeper that keeps the floors clean? It takes every one of these people and many more to keep this company in business.

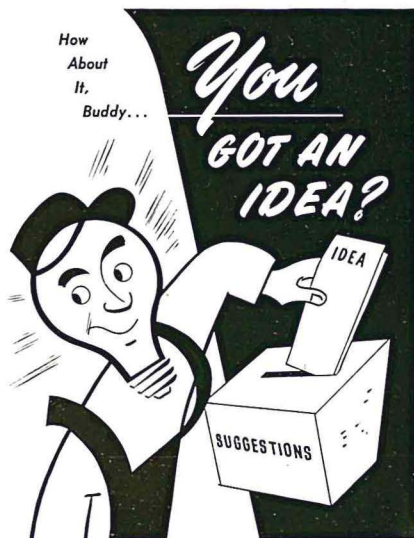
It's conceivable that one man could design, advertise, build, sell, and collect payment for a Wheelabrator (or any other machine in the AWECO line) but, it would take a lot longer, and undoubtedly the finished product wouldn't

be nearly as good. In our era of specialization, whereby one person does just a part of the entire task, we produce more and do a better job. If one person had to do the entire job he'd have to do every task, each in its turn — none would be omitted for it takes every task, correctly performed to reach the objective.

So, it's up to every one of us as to how much profit the company makes.

And it is this profit figure that determines the amount of the company's 1949 contribution to the profit sharing trust fund.

If we can do a better, easier, less expensive job, we will add to the fund and thus add to our share in it; for the company contribution is divided among US — the participants in the plan.

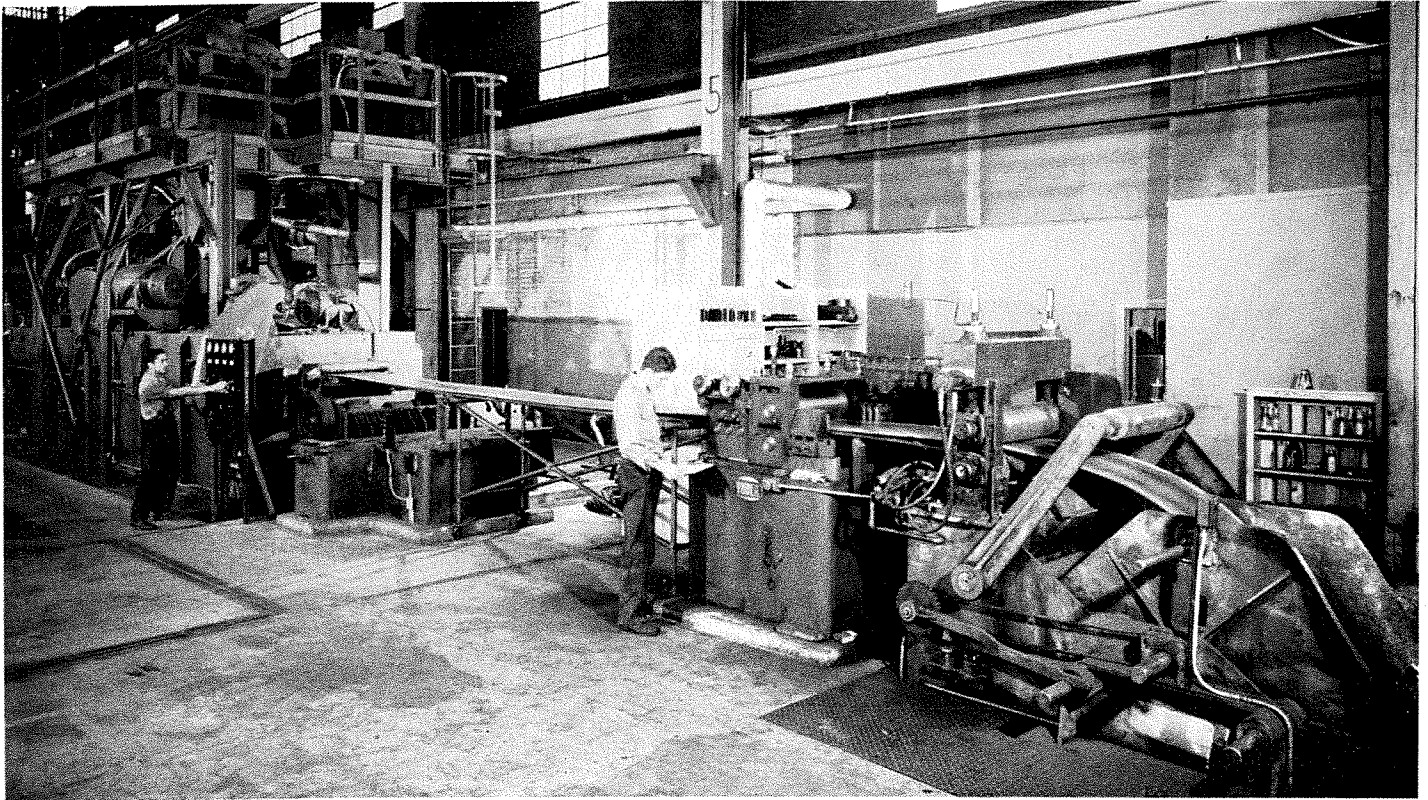


American Notes

A unique problem was posed by Cabot Carbon Co., Pampa, Texas. The highest quality of carbon black is extremely fine, easily dispersed and difficult to trap. Ordinarily dust collectors were not practical for the job because the hot acidic gases quickly destroyed the filters. American engineers, utilizing the latest developments in synthetic fabrics, produced a Dustube collector that not only solved the product recovery problem, but also improved worker and community relations by eliminating the dust nuisance.

* * *

"Tough as nails and fast." That's how the men at the Riverside Foundry & Galvanizing Co., Kalamazoo, Michigan praise their American Sandcutter. Twenty sand floors are cut nightly in less than two hours' time.



Cleaning Pipe Strip Another Wheelabrator Application

Four wheel Wheelabrator Cabinet installed at Nikoh Tube Co., Chicago, Illinois, for cleaning steel strip in a continuous-forming line.

The Wheelabrated strip passes into a Yoder continuous pipe forming machine where the Wheelabrated strip can be coiled on a reel for slitting into smaller sizes for other pipe forming machines.

SHIPPING NEWS

Reported by Margaret Daugherty

If you've been down to see the new paint shop in operation (or look at the picture of it in this issue of *Parade*) you know there is a curtain of running water on each end wall. CECIL JACK was in the booth one day and in the course of conversation, leaned against the wall. You guessed it — result: two hip pockets full of water, and a wet back.

* * *

For his vacation BILL CROWELL is planning his annual trip to Duluth, Minn. As traffic manager he should know the best routing.

* * *

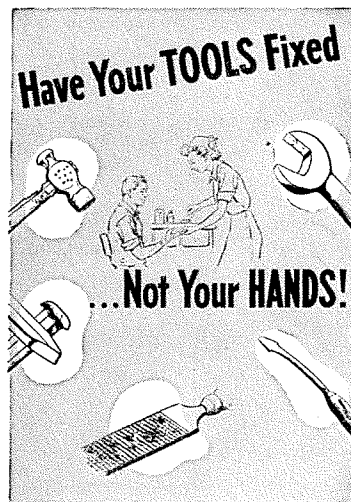
GLENN CLARK plans to spend his vacation fishing.

* * *

VERN FISHER plans to get a lot of unfinished work done on his home in Lakeville, comes his vacation.

* * *

IRVING FRIES — who never moves slowly — say's he's going to fish, putter around the house and take things easy in general comes his "two weeks with pay."



NATIONAL SAFETY COUNCIL

He returned from his trip, brag and baggage.

New Employees

Floyd Toman — Service Engineer

American Notes

Laborious and costly hand removal of sand cores from intricate fittings was necessary when wet tumbling was used to clean plumbers' brass goods at Keystone Brass Works, Erie, Pa. With the installation of a 27" x 36" Wheelabrator Tumbblast this problem no longer exists since the cores are easily removed during blast cleaning. At the same time, superior cleaning is obtained in a fraction of the time formerly required and at a 30% cost reduction.

* * *

The world's largest coal cleaning plant, U. S. Coal & Coke Co., Gary, West Virginia, is ventilated by a battery of Dustube Dust Collectors. These collectors are capable of handling 350,000 cu. ft. of dust laden air a minute.

Our entire staff of service engineers descended on Mishawaka May 23 for a 4-day Service School. The school is held annually to keep our erection men informed of the latest developments in the AWECO line; for the proper erection and servicing of a machine is more important than ever in this era of a "buyer's market."

The sessions featured talks on a particular machine followed by round table discussions. Speakers for the various sessions included: Gerry Grove, L. L. Andrus, J. M. Evans, Z. H. Smith, K. H. Barnes, C. A. Snyder, A. H. Freeman, and C. R. Cline.



Standing: Service Superintendent Gerry Grove. Seated, facing camera: Ardee Freeman, Bill Sutherland, Ken Barnes, and Watson Hall. With their backs to the camera: Bob Bunch, Andy Joye, and Don Campbell.

School Boys for a Week

Service Engineers Meet in Mishawaka For 4 Days

At right: Bill Sutherland, Springfield, Mass.; Watson Hall, Owen Sound, Ontario; Al Smith, New York City; Elmer Kremer, Philadelphia; Floyd Toman, Toronto, Ontario; and Dick Pedrotty, St. Louis.

Below: Fred Smith, Chicago; Joe Monahan, Buffalo; Bob Turnbull, Chicago; George Tharp, San Jose, California; Don Campbell, Mishawaka; C. S. Weikel, Cassopolis, Michigan; and Andy Joye, Detroit.



Below: Bob Turnbull; George Tharp; Don Campbell; "Dutch" Weikel; Andy Joye; Charlie Rutledge; Bob Bunch, Cleveland; and Max Stanger, Salt Lake City.

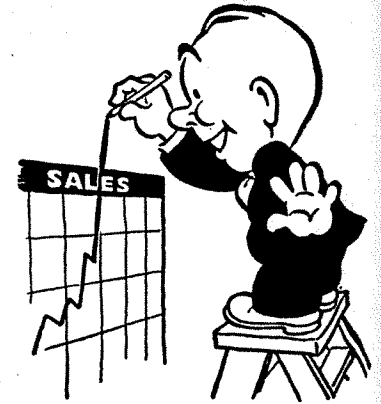


Below: Charles Rutledge, Detroit; Bruce Berger, South Bend; S. O. Weeks, Chattanooga, Tennessee; and Bob Parkins, McKeesport, Pa.



How We Develop a New Sales Market

Market Research . . . Another Business-Getting Device



On AWECO's sales depends our jobs. Thus, we are all interested in knowing what the Company is doing to increase sales of AWECO products.

In the March issue of *Parade* we told how our advertising program is designed to help the salesmen bring in more orders. Here we present another activity that helps us increase our sales. That activity is Market Research. As business tightens, such as now when a Buyer's market exists, we seek new sales fields that are not being actively exploited by competition.

AWECO is one of the few companies outside the consumer field, employing a market research program. Our program is intended to search out and exploit new markets in which we can sell our products. It is no hit and miss affair, but a carefully handled project for determining how we can expend our efforts in order to bring in more business. In addition to increasing our sales volume, developing new markets spreads our sales over more industries. That is an advantage for it means that our business is not as drastically affected by the fluctuations in business as it would be if our sales were confined to only a few fields.

product. The points covered in this report included, among other things: The various types of cements; their uses; a complete flow sheet showing how cement is prepared, and identifying every possible dust source; types of equipment requiring ventilation; reasons for collecting dust; size of the industry; and the market for each salesman.

From this research report an advertising, sales promotion, and sales contact program is planned and carried out.

How a Market for Study is Selected



A field selected for study must have these qualities: It must present a problem that we can solve. It usually is one in which we already have made one or more sales — thus demonstrating that we can successfully solve the problems presented by that industry. Second, it must be an industry that offers a large enough potential market to justify expending the amount of time and money needed to develop a substantial number of sales.



As a result of a campaign directed toward the cement industry (the campaign began in May) three sales, directly traceable to that activity, were made by the first of June. In addition, a large number of proposals were made and a larger number of inquiries have been received . . . all of which are being followed up by our sales force.

One of the more successful research campaigns was that carried out in selling Wheelabrators to the auto parts reconditioning field. From 1940 to the middle of 1946 we had sold about six machines to companies engaged in reconditioning auto parts. As a result of a coordinated campaign the next three years saw the number of installations in this field increased to approximately 120 Wheelabrator machines — or close to half a million dollars worth of new business.

The Market Research Report



Once decided that these two factors exist — a solvable problem and potential volume — the research is begun. When it is completed, an extensive report is written and a copy is sent to the salesmen in order to familiarize them with all aspects of the market.

Recently a survey was made of the cement industry for the purpose of promoting the sale of dust collecting equipment to manufacturers of this

Plans for Other Markets



Industry reports on the use of dust collectors in the manufacture of paint, saws, fertilizer, flour, cement, rubber, food, coal, insecticide, carbon black, etc. are being prepared along the same lines as outlined above and campaigns in these industries will carry through the remainder of the year.