

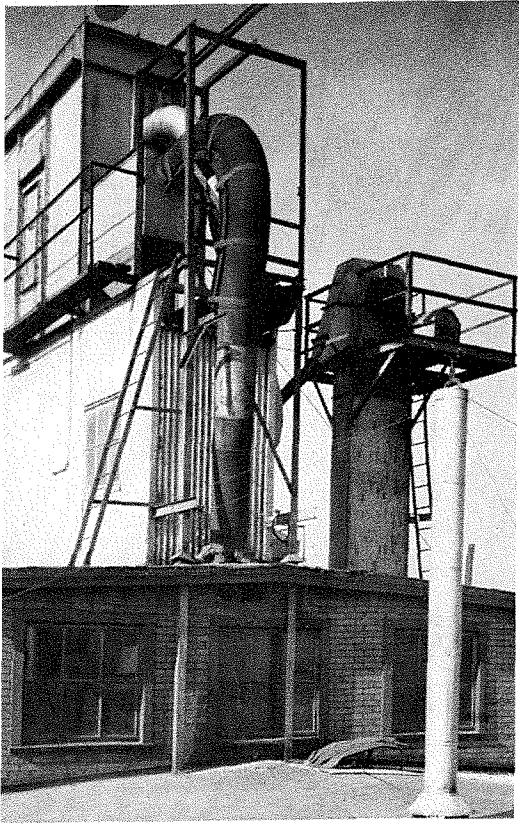
AMERICAN Parade

Vol. 8, No. 8

September-October 1949



Sunday Morning



Local Plant Uses 3 Dustubes

In 1940 Mastic Asphalt Co., South Bend, Indiana, purchased a Model 85 KD Dustube Dust Collector. This unit is used in the manufacture of insul-brick and insul-stone.

When insul-brick is made a ½ inch sheet of celotex, approximately 15" wide x 24" long is dipped in an asphalt mixture. While this mixture is still hot and sticky, colored ceramic granules (similar in appearance to fine crushed stone) are deposited on one side of the sheet. This coated sheet is run through a roller to press the granules into the asphalt and to form the brick (or stone) pattern. The sheet then passes under a nozzle that sucks the loose granules off the sheet and into the collecting system. The heavy particles are trapped for reuse, the fine dust is collected by the system and is used to give body to the asphalt mixture.

So pleased was Mastic Asphalt with their Dustube Dust Collector that they have since purchased two more Dustubes for their South Bend plant and two collectors for their Elizabeth, New Jersey plant.

Our Plans for More Sales

In past issues of *Parade* we've told you about our extensive advertising program, market research, etc. . . here are more of our plans for coaxing people to part with their cash and purchase AWECO equipment.

Installment Buying

The AWECO "deferred payment" or "installment contract" provides our salesmen with an answer to a customer's contention that "We can't afford it now," thereby encouraging sales of Wheelabrator, Dust Collector, and Sand-cutter equipment.

The plan provides a means for our customers to acquire American equipment with the lowest possible immediate expenditure of cash. The plan provides for 25% down payment on or before shipment, the balance in equal monthly payments extending from 6 to 30 months. Interest rates vary in accordance with the length of time over which the unpaid balance is to be financed. The average interest rates range from 2.17% for 12 months to 3.1% interest for 30 months. This compares with the straight 6% charge usually made by banks and finance companies.

The plan provides a means for the customer to immediately acquire AWECO equipment at the earliest possible time without materially depleting his working capital position. The savings affected by American Equipment will help to get business, make a profit, and permit the investment to be retired out of savings.

Dust Collector Sales Invade New Industries

For years we have sold dust collecting equipment to ventilate airless and air blast cleaning machines. Dust collectors were an important sideline for AWECO. But now we are selling dust collectors to companies who need this equipment to ventilate other operations.

We are invading markets we never even thought of before. Recently we have prepared industry reports on the use of Dustube Dust Collectors in the manufacture of paint, ready mix concrete, pesticides, saws, and fertilizer.

These reports, explaining the profitable and efficient Dustube method of controlling dust in these industries, have been mailed to companies doing that type of work. Also, lists of these companies have been supplied to our salesmen so that they may include them in their personal calls.

AWECO Develops Tru-Steel Shot Abrasive

AWECO developed Tru-Steel shot in our own laboratory and has licensed its manufacture to Steel Shot Producers, Inc., Butler, Pa. The sale of this product is handled by our salesmen through the Mishawaka office (as is the sale of other types of abrasive). AWECO realizes a profit on the sale of steel shot thereby increasing the amount of money set aside yearly for the Employees Profit Sharing Trust Fund.

For the past six months carefully controlled tests have been conducted to verify the following advantages of Tru-Steel Shot over chilled iron abrasive:

- 1 — The useful life of the shot is much longer.
- 2 — It wears down and does not break down — there is no possibility of fragments imbedding in soft work.
- 3 — Greatly reduced wear on blast cleaning equipment.
- 4 — Lower cleaning cost per ton.

Here is an example of Tru-Steel Shot performance: "In a shot peening operation only 15.66 lbs. of Tru-Steel shot per wheel hour were needed compared with 79.99 lbs. of chilled iron shot."

AWECO Receives Direct Mail Award

AWECO received a certificate from the Direct Mail Advertising Assn. for creating the best direct mail campaign in the blast cleaning industry in 1949.

Advertising Manager A. E. Lenhard accepted the award at the 32d Annual Conference of the DMAA held in the Congress Hotel, Chicago, Sept. 21.

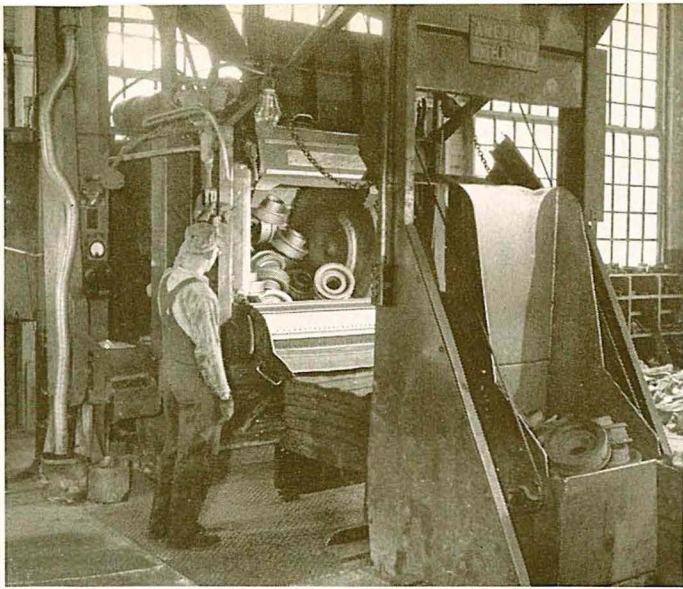
Annually the Direct Mail Advertising Assn. conducts a contest and awards certificates to the advertiser who has conducted the best direct mail campaign in each industry.

American Parade

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

Vol. 8, No. 8 SEPT.-OCT., 1949

MARJORIE E. FRAZEE
Editor



Savings Sell Wheelabrators

Unit Drop Forge Div. Saves \$18,660 Yearly

Unit Drop Forge Division of the Fuller Manufacturing Co., Milwaukee, Wisconsin, is saving \$18,660 yearly by using 48" x 42" Wheelabrator Tumblast. Previous to installing their Wheelabrator in the Spring of 1947, this job forge shop used 5 pickling tanks, 2 tumbling barrels, and an airblast table to clean their production of 1,000 tons a month. The cleaning cost was \$3.19 a ton with the old method. Now, with the Wheelabrator, their cleaning cost is \$1.635 a ton — a saving of \$1.555 a ton — \$1,555 monthly! or \$18,660 yearly!

In addition to the money saving in cleaning, the Wheelabrator gives these additional advantages:

- 1 — Improved the appearance of their product.
- 2 — The costly waste of damaged, distorted, and burned forgings was practically eliminated.
- 3 — The acid disposal method, which had drawn objections from the Sewage Commission, is no longer needed.
- 4 — \$1,000 that was spent annually for outside cleaning is saved.
- 5 — Working conditions have been greatly improved.
- 6 — The need for an expensive ventilating system, required for the pickling tanks, has been eliminated.
- 7 — Saving of valuable space, as the Wheelabrator occupies less area than was required by the former cleaning methods.

Greater Insurance Benefits

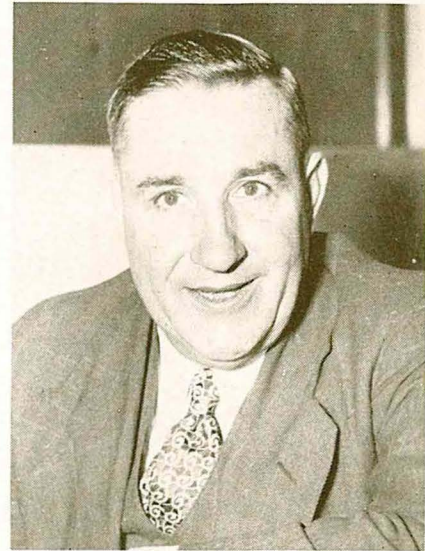
Because of our splendid insurance service rating, each year we have had several weeks of "free insurance." During these weeks we did not pay the weekly assessment of from 40¢ to 75¢ a week, depending on each employee's type of coverage and the number of dependents. (The Company paid an equal assessment weekly for the employee and his dependents). Many people have expressed the desire for eliminating this "free insurance" and increasing the benefits, using the "free weeks" to pay for the added benefits.

This has been done, and beginning August 1 the following schedule of benefits is in effect:

	Employees		Dependents	
	New Benefits	Old Benefits	New Benefits	Old Benefits
Life	\$1,000.00	\$1,000.00		
Accidental Death and Dismemberment	1,000.00	1,000.00		
Weekly Benefit	25.00	15.00		
Daily Hospital Fee	8.00	5.00	\$ 6.00	\$ 4.00
Special Hospital Fees	40.00	25.00	30.00	20.00
Maximum Surgical Fees	200.00	150.00	120.00	75.00

Every Job is Important at AWECO

THIS JOB combined with YOUR JOB
Produces Quality AWECO Products



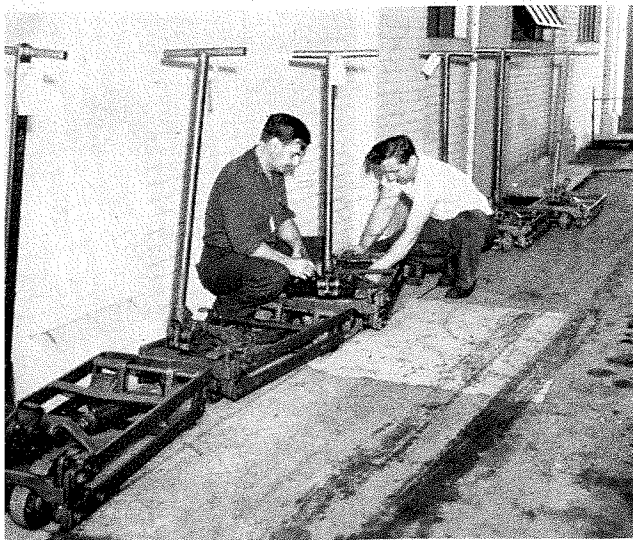
C. A. WEIKEL is a top-notch service engineer . . . one of the staff of men who erect and repair our equipment in the plants of our customers. It has been said that our customers would use green cheese in a Wheelabrator if "Dutch" Weikel recommended doing it, so deep is their confidence in him. This confidence is well placed for the machines Dutch installs become the property of "satisfied customers."

"Dutch" as he is known to both the personnel of the Mishawaka organization, and the personnel of customer's plants, has often been known to drive to Mishawaka, pick up a needed part, and drive back to somewhere in Ohio to make a repair so a machine would be ready to operate by the time the plant opened in the morning.

Service engineers are an important facet of our organization, for no matter how well a machine is designed or built, it must be properly erected and operators trained to run it before the customer is satisfied.



Vacation Time for Us Meant Work for the Maintenance Gang

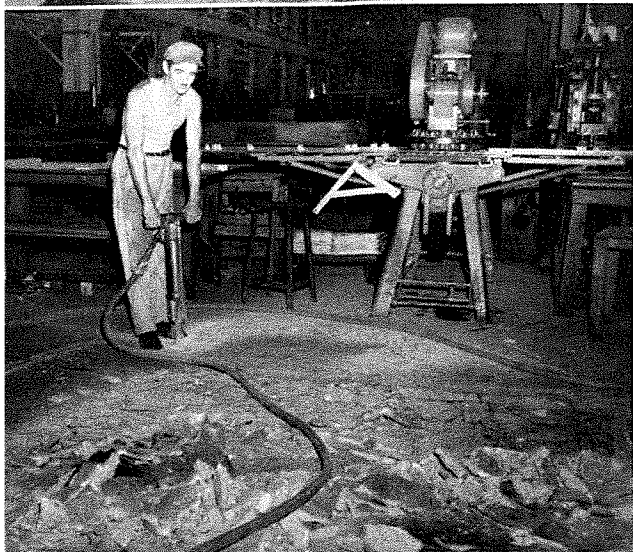


While you were having your "two weeks with pay" in July, the maintenance gang (and a number of those regularly employed in other departments who took their vacations at other times) had a period of intense activity.

This vacation period is traditionally a period for overhauling equipment and machinery, painting, and cleaning which cannot handily be performed at any other time of the year.

The pictures depict some of the scenes that took place during the first two weeks of July:

The lift trucks and tractors were cleaned, overhauled and painted bright orange. They can now be seen anywhere in the shop. Calvin Hunsberger and Scott Hixenbaugh have a number of lift trucks ready to be painted.

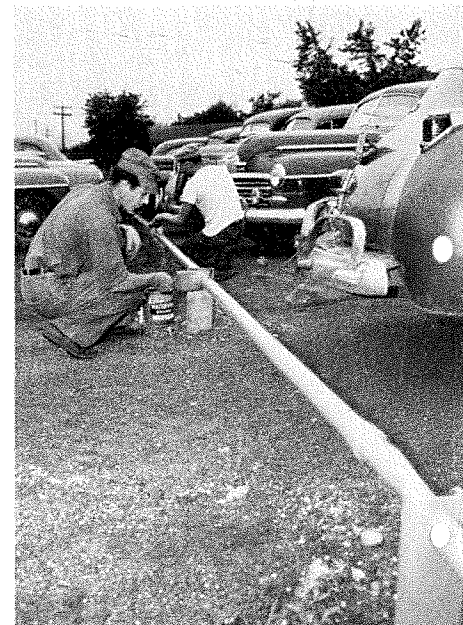
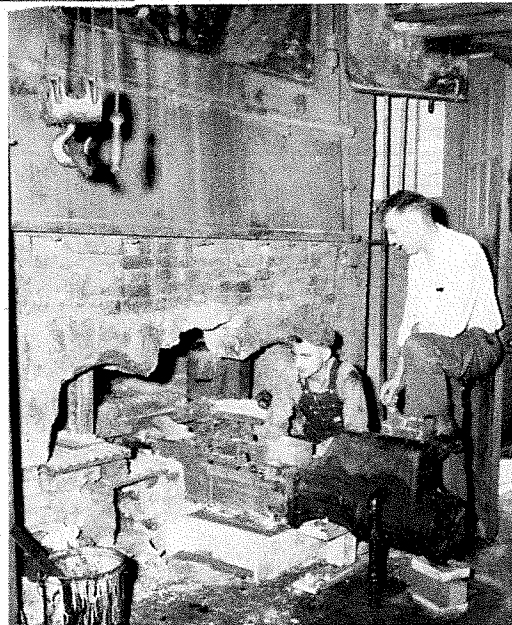
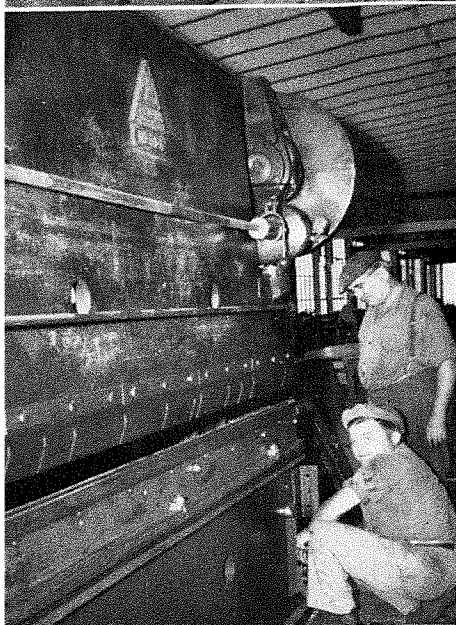


New machinery was installed in the plant, and other machines were relocated. Mike Koleszar operates an air hammer to break through the concrete floor as the first step toward installing a new foundation for a machine. The new Weidman punch installed during vacation may be seen in the right hand background.

Machinery was overhauled. Here Robert Buck and Eddie Higginson are working on a large press brake that was moved into this new location in the steel shop.

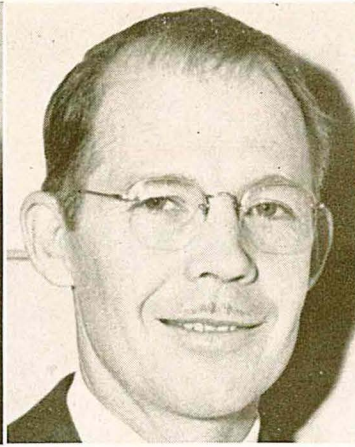
When "Baby It's Cold Outside" becomes a reality, and 14 tons of coal are burned in our heating plant daily, we will be ready for it. The boilers and furnaces were cleaned and rebuilt. Fireman John Trojan works on the automatic stoker, while maintenance foreman Arthur Murphy discusses a problem with him.

One of the tasks was improving the parking lot. The weeds around the lot were trimmed, and the guard rails were painted sunset orange. John Koleszar and Clarence Knisley handled the paint brushes. Later, cinders were spread over the lot to eliminate the puddles of water that used to form whenever it rained.





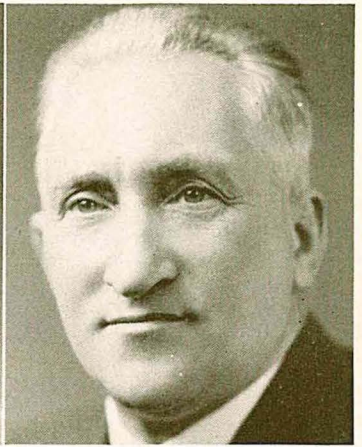
Joseph Hendrickson
Foreman Outside Maint.



J. Robert Bunch
Service Engineer



Jacob A. Schmidt, Jr.
Asst. Secy.-Asst. Treas.



Charles L. Benham
Salesman
New England Area

No. 3 of a Series

LOOK Where They Began

It's an American tradition to begin at the bottom and work one's way up. And here at AWECO it's almost a rule that those now at the top began at the bottom . . . or at least in subordinate capacities.

In the past issues of PARADE we've shown 16 men who worked their way up to positions as department heads, foremen, superintendents, and plant executives. Here are 8 more men who have achieved the same distinction. These men were ready to step into increasingly important jobs as the opportunity offered . . . and AWECO, believing in promoting from within, has benefited from their knowledge and experience.

Jobs that Marked Their Start at American

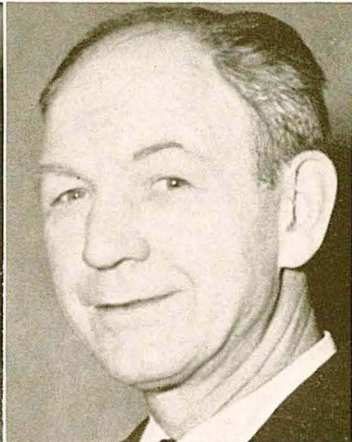
Name	First Job at American	Year	Years with Co.
Jacob A. Schmidt, Jr.	Accountant	1935	14 years
Charles L. Benham	Sandcutter demonstrator	1910	39 years
Walter Ostrowski	Molder	1946	3 years
J. Robert Bunch	Turret lathe operator	1936	13 years
Frank Gehl	Tool room	1926	23 years
Joseph Hendrickson	Steamfitter & carpenter	1940	9 years
Roy W. Guite	Draftsman	1934	15 years
Ralph Whittaker	Steel assembly	1928	21 years



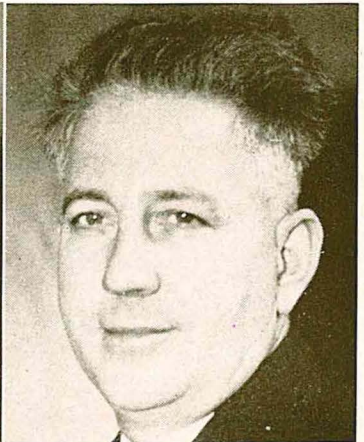
Walter Ostrowski
Foundry Foreman



Roy W. Guite
Chief Design Engineer



Frank Gehl
Chief Inspector



Ralph Whittaker
Steel Shop Supt.

Eye to the Keyhole

STEEL SHOP NEWS

Reported by Frank Miles, Paul Kizer and Louis Carswell

JOHN KIRKPATRICK celebrated his golden wedding anniversary September 6. The real party was held September 11 when they entertained their many friends at open house. Our congratulations to a splendid couple.

**

Another fellow worker who will celebrate his golden wedding anniversary soon is HARLAN BYRD. He was married October 14, 1899. Our congratulations to another fine couple.

**

HARRY WEAVER and JOHN WOODRUFF keep our ears full of their tales about croppie fishing . . . but they never bring us any samples to back up their claims.

**

There were fish stories of all kinds in the steel shop after vacation . . . here are some of the best, both old and new:

MARV POWELL claims he caught a record perch in Northern Michigan. The fish measured 14 $\frac{3}{4}$ " in length and was six inches wide. It was to be stuffed and put on display in a local sporting goods store.

That one reminds me of a hoax that was put over on GEORGE DU BOIS and ARNEAL SQUIBB (among others) last year by a quiet man, a person one least expects to do such a thing — the man RUSTY WADE. It seems he went North fishing and came back with the story that he had caught a 16 lb. pike. He even had a picture of himself and the fish to prove his tale. This year he was telling one of the men about the joke he had played last year (the guide had caught the fish), but he forgot that the man he was talking to was one to whom he had told the tale the year before.

I think the best tall tale to come out of vacations this year was not a fish story, but a leaf story. BOB WHITTAKER picked up a leaf in Alabama that was at least 30" long, so he says. Anyway it was as big as the tire on his car. He can't remember what kind of a tree produced it. You can "beleaf" that one or not.



MACHINE SHOP NEWS

Reported by Don Karnes, Bob Newsom and Lena Turner

HECTOR SHEEHAN went home to find the water and electricity shut off. When he investigated he was asked: "Aren't you moving?" When Hector explained that there were no plans for moving, the water and electric service was restored.

**

For a most thoughtful husband ARTHUR GUIN receives our recognition. Since his wife has been ill, he calls her every day during his lunch period.

**

After JACK METCALF brought in some of the cantaloupes he had raised, he was never lacking a ready market for them. The melons tasted like a seed catalog description!

**

Among the things I never knew until now—ARTHUR LOVELL is a Spanish-American War veteran.

**

LOUIE DRAVING went to Peru, Ind., for the old timer's celebration. A dress belonging to his mother, and dating back 100 years, was worn in the Parade conducted during the celebration.

**

LENA TURNER drove through the Southern Mountains on her vacation. She says when she earns her first million she plans to spend a month at Greenbrier at White Sulphur Springs.

**

AL LEYES brought in samples of his wife's catsup and offered anyone the receipt — for free, too.

**

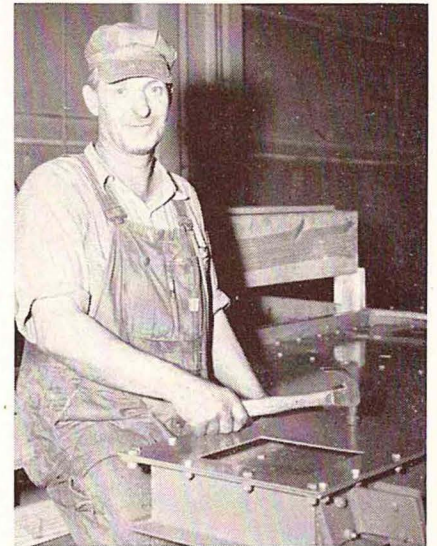
JOE VICSEK has been spending his spare time helping SHORTY KAUFFMAN build houses. It is one way to fill up the weekends.

**

CALVIN HUNSBERGER has a favorite way of spending his "after working hours." He likes to relax over a few hands of rum.

LAWRENCE BICKEL is the man who hands out tools in exchange for checks and supplies in exchange for requisitions. The tools and supplies, of which he is custodian, run into the thousands. Lawrence began at American eight years ago as a stock chaser. Since then he has spent most of his time working in the tool crib, but has operated a drill and helped out in the production office.

For relaxation he enjoys his memberships in the Moose and Eagles, playing with his five grandchildren and reading detective stories. Lawrence is also an ardent fan of the murder mystery story on the radio.



VERNON FISHER has been a carpenter in the shipping department since September of 1941. He says he came here because he "went out looking for a job and this was the first place he came to" . . . and, as he was hired, he quit looking.

Being a carpenter, Vern found he could do the remodeling of his home in Lakeville in his "spare time." The word spare is in quotation marks because the Fishers have eight children and a half acre of land which Vern gardens. He says he is proudest of the flowers that grow there — but the credit goes to Mrs. Fisher — she raises the flowers.

ENGINEERING NEWS

Reported by Hope Smedley, Marilyn Wall

JOE ARATA spent his summer evenings and week-ends cultivating a garden full of tomato plants. Came harvest time, Joe had tomatoes, but could find no one to buy them from him.

**

ESTHER HARLEY got a black Scottie from the dog pond . . . it would make a nice playmate for her own Scottie. A week later the dog from the pond had 6 puppies, that's a lot of dogs. So, if you want a puppy, see Esther.

**

ESTHER LINN is sure there is something of a second-story man in her puppy. No matter how she barricades the kitchen door each morning before coming to work, her dog manages to get into the rest of the house from the kitchen.

**

CARL FRIEDRICH gave his daughter away when she was married recently. His fellow workers insist Carl was being held up by the bride rather than supporting her down the aisle.

**

When THEODOR JENSEN buys candy from the machine he always shares it with the people around him. Mints are his usual purchase, and he always opens the package and tosses mints at everyone closeby before he eats any himself.



Until recently FRED HOSTETLER worked nights, thus he was able to farm during the day, but now that he works the day shift he finds he must hire some of the farm work done.

Fred now performs his duties as a receiving clerk during the day, and at 3:30 PM becomes farmer-dairyman-Fred who goes home to raise a garden, chickens and see that 10 Guernsey cows are milked. The cows are milked by hand, by a hired man.

The Hostetlers have two boys and two girls . . . the older girl is planning to be married soon.

DEMONSTRATION NEWS

Reported by Emile DeVreese

Some people thought he'd never find her — the girl he was looking for — but ARMANDO NICOLINI has. He returned from his vacation and announced his engagement to Hilda Wordinger.

**

GRANNIS GARBER moved into his new house on Broadway in Mishawaka, the latter part of September. Grannis hired it built, but supervised the construction himself.

**

OFFICE NEWS

Reported by Mildred Fore

It will be wedding bells October 15 for MARY BRENNAMON (purchasing) and Ken Watson.

**

MYRON and VIRGINIA YODER and Mr. and Mrs. "UNC" MOORE spent their vacation touring the west. Yellowstone park was their destination.

**

Toronto seemed to be a favorite vacation place this year for a number of those who work at AWECO. FRANK GEHL, SAM HEARRELL, and ALDEN LENHARD all were there. Sam went to New Brunswick, and Boston. Al Lenhard spent some time at St. Anne de Beupre.

The seventh annual election of the Julianna Club was held August 25. At that time EDNA GOLBA was elected president, VIRGINIA SCHEETZ, secretary-treasurer, and MARY HUMES, ADELIA CANARECCI, and retiring president DELIA FRISONI to the board of directors.

The Julianna Club plans social activities for all women-employees of A W E C O. The members pay neither an initiation fee nor dues, and every woman employee is a member of the club.



Proud Parent

Albert Smith
Service Engineer
Cecil Millemon
Cost Accounting
Len Nelson
Dust and Fume Control
Arenal Squibb
Steel Shop, night
Charles Van Belleghem
Blade Room
Albert Stickle
Steel Shop
Lynn Bowers
Steel Shop
Richard Gildner
Steel Shop

Reason

Kelly Sullivan
July 8
Tommy
July 29
Jeffrey Scott
July 30
Raymond
August 6
Cary Lynn
August 8
James Allan
August 12
Nancy Ellen
August 22
Janis Elynn
August 22

AWECO To Exhibit At Metal Show In Cleveland

When the doors of the Cleveland Public Auditorium swing open October 17, AWECO will be one of the larger exhibitors at the 31st Annual National Metal Exposition and Congress. The theme of the show is: "Economy in Production" — a theme into which AWECO products fit perfectly. The exhibit will continue until October 31.

30,000 engineers, production men and executives who influence the purchases of equipment are expected to attend this show sponsored by the American Society for Metals.

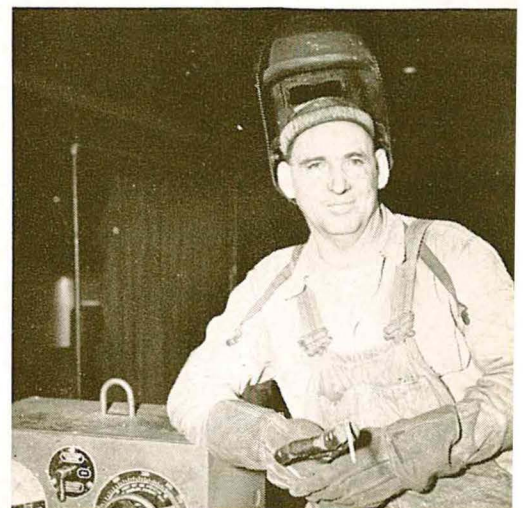
AWECO's display in the upper exhibition hall will feature a 15" Wheelabrator Continuous Mill and a 48" Wheelabrator Swing Table, both of which will operate demonstrating airless blast cleaning. These machines will be ventilated by a No. 85 As. Dustube Dust Collector. Pictures and posters depicting a number of varied and unusual applications of Wheelabrator and Dust Collector equipment will be another feature of our exhibit.

On The Cover

Like millions of Americans, Engineer PHIL JOHNSON likes to sleep on Sunday morning, but his children have other ideas such as having daddy read the funny paper to them. Bryan is waking Phil, while "Sister" (Phyllis) hurries into the room with another section of the comics. The Johnson's have another son, Greg, but he's old enough to read the funnies to himself. Incidentally, this is the house that Phil built for himself.

Welder CLELAND STODDARD likes to hunt and fish. When it comes to fishing he is not particular about the method for he doesn't believe in depriving himself of any of the pleasure to be had in fishing by confining himself to casting, trolling or still fishing . . . he indulges in all forms. Neither is Cleland choosy about the type of fish that takes his bait, just so a fish bites he is happy.

"Doc" is the name he answers to in the steel shop where he says he "welds anything that comes along." Doc has 11 children, and is grandpa to 8 grandchildren.



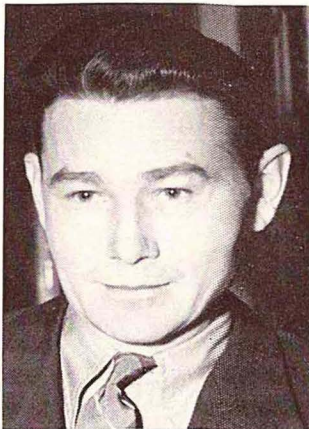
In Order to Increase Business Our SALES STAFF IS EXPANDED

Our sales staff has been expanded so that we can more effectively cover the potential market. Now that a "buyer's market" exists more intensive selling is required in order to maintain a volume of business.

Two men, both of whom have been connected with A W E C O, have been added to the sales staff. They are T. Max Stanger in Salt Lake City where we have not had a salesman recently, and Watson Hall, who will join Bob Campbell in the Toronto office.



Effective August 1 **Watson Hall** joined the Toronto, Ontario sales office. For the past three years Mr. Hall has been the service engineer in Canada, therefore he is familiar with a large number of the business firms he will be contacting.



Nearly two years ago **T. Max Stanger** joined **American** as a Service Engineer. Now he has been added to our sales staff and will maintain an office in Salt Lake City. In addition to sales work he will continue to handle the service engineering required in his area.

How to Go Out of Business



Our competition is sharp, tough and good. This editorial, reprinted with permission of The Caterpillar Tractor Co. expresses management thinking of one of the best companies in the business. Can you afford to think otherwise?

Somewhere in this plant there are people, no doubt, who think that the only good equipment in the earth moving field is painted Caterpillar yellow. To them machinery painted red, orange or green is strictly of tinker-toy calibre.

If there are such smug people here, they're doing the Company a great injustice.

If there is an engineer here who feels that present proven Caterpillar designs will always be the last word in the field, he is contributing to the Company's decay.

If there's a metallurgist here who feels that present alloys will always serve the purpose, he's undermining his employer.

If there are any superintendents, planners or tool designers who think that present production techniques will always be sufficient, they're helping to scuttle the firm. If there's an accountant who ignores costs, a merchandiser who isn't serious about his pricing or a purchasing agent who doesn't buy properly, each one is doing his part to shut the Company's doors.

The man on the machine who doesn't watch his production and his scrap and the inspector who lets improper material slip by are sapping the Company's strength.

And the salesman who thinks there are no markets but the old established ones, that there are no applications but the old ones, is doing the Company serious harm.

It all boils down to this. Men who do not realize that they, as well as the machinery that goes out the back door, are in competition with other companies are serving this Company no good.

Competition in any business does not begin in the show room. It begins in the plant that manufactures the product, in the interest and energy of that plant's people — their awareness of customer's goods.

Caterpillar is still the most honored name in the earth moving business. It has achieved that distinction because the name means good products, reasonable price, proper service.

But the field is becoming more and more competitive. Many old line companies who also build good equipment are "out to get Caterpillar." These companies are introducing new lines, expanding facilities.

New, small but vigorous companies are entering the field and are presenting high calibre and interesting equipment against which "Caterpillar" equipment must compete.

The field is studded with top-notch performers. Competition is getting rough.

If there is any smugness at Caterpillar, there is no reason for its existence. A company that rests on its laurels is a company that will go out of business.