



"Big Hit"

IN

ATLANTIC CITY

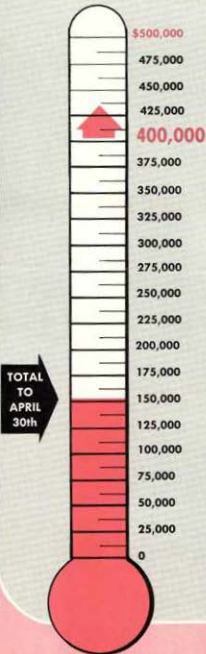
WHEELABRATOR
Parade

Vol. 15, No. 6

June, 1956



**PROFIT
SHARING**
GOAL
\$400,000
PLUS



by bearing **DOWN**
we force it **UP**



THE CASE OF THE VANISHING JULIANNAS

This concerns the ladies and the lamps—and the gentleman who had the lamps, but couldn't locate the ladies. The episode began several months ago but ended on a happy note (literally and figuratively) when a message arrived in the Wheelabrator mail recently.

A group of Juliannas toured the Parkview Detention Home last Fall, and noting that some lamps would be of use, later sent four to the home. Walt Risler, Superintendent, wanted to send a note of thanks, but, despite the lamps, was in the dark as to the address or connections of the ladies. He inserted an item in the Tribune after failing to locate the girls through other channels, including inquiries at the public libraries. Seeing the notice in the paper, two Wheelabrator folks called the home to pass along the information as to the identity of the Juliannas, but whoever took the messages failed to get them in the hands of Mr. Risler.

The case finally began to resolve itself when a certain editor again notified Mr. Risler as to the identity of

the lamp givers. Then along came a fine letter which is now in the hands of the mysterious "clubbers." It reads in part:

"I want to extend to all your club members the heartfelt thanks of the children, the staff, and the Advisory Staff of Parkview Home for your fine and generous interest in the Home—and therefore in the children of the community. We are heavily dependent upon such organizations as yours in accomplishing our work here. Without such attention, our work would be nearly impossible.

"Again, my sincere apologies for failing for so many weeks to get in touch with you, if it weren't for the lamps being right here. I would have begun to wonder whether the Julianna Club really existed. Perhaps the lack of fanfare and publicity on your organization is an indication that you are doing a fine, unheralded philanthropic job. We sure appreciate what you've done for us."

Cordelia,
WALT P. RISLER,
Superintendent

GENIUS OR PERSISTENCE

Some call it genius—others refer to it as persistence. It really matters little, for if you have the quality and exercise it, sooner or later you get the job done. We are reminded of a story to illustrate the point.

Back in the 18th century a Young Scotsman was given a difficult task. In order to assure sufficient water supply for the city where the king lived, he was given the job of making a passage under a wide river for the sweet waters of the hills beyond.

For many weeks he pondered over this assignment, often despairing at the magnitude of the project, but never losing faith in his ability to solve it. It happened that as he sat at his meal one day the innkeeper put before him a lobster. It lay as though about to crawl, with crimson tail shining in the strong beam of the sun. As the young man watched, the tail seemed to grow larger—much, much larger. In his imagination it became a tube of iron rings through which rushed a stream of sparkling clear water.

He forgot all about the meal before him. Taking a pad of paper from his pocket, he began to draw designs. Now and then he would glance at the lob-

ster's tail. When the design was completed, it showed the first crude picture of a tunnel built up in sections of such construction that they could be joined together to form a strong, durable tube.

The young man finally rose from the table. That night he worked out the plan which eventually became the mighty aqueduct under the River Clyde. The persistent fellow was James Watts, the noted inventor.

WHEELABRATOR
Parade

Published for Employees of
Wheelabrator Corporation
Mishawaka, Indiana

Vol. 15, No. 6—June, 1956

Joseph Flory, Editor



LEGS TO THE WHEELABRATOR TABLE

By BERNARD LESTER

Wheelabrator Corporation is like a stout table supported by four legs — Design, Production, Sales and Finance. These legs can never support a growing volume of profitable business without certain connecting braces such as Management, Procurement and Personnel Relations which act to fit all these legs together. It is ridiculous to argue which leg or brace is most important. Take away any one, and our table soon tips over. Yet we can visualize the work done by certain of the members more easily than others.

For instance, we can study the anatomy of Design from pictures, prints and specs, passing through the shop as we can witness the drama of Production; we are able to read the figures of Financial performance. But visualizing Sales is more difficult. An order is just a typewritten slip of paper, but the history of its creation is as complex an affair as building and assembling a Super Tumbler, Dust Collector or processing Steel Shot. Few of us ever see the Sales Engineer at work with that mysterious individual we call the prospect or customer. Many of us even have false impressions of the salesman's work.

Not long ago a young man told me he wanted to be a sales engineer. "Why?" "Because I like to travel, meet people, make a good appearance, entertain and get the kick out of bringing home the order." How foolish! Selling today is not sailing through the blue with a shoe shine, a smile and a fat bill fold.

This young man didn't know that:

Selling may demand attentive effort any hour in a 24 hour day.

Sales Engineers must go "where and when" they are disinclined.

People don't want to see you unless you can help them.

Though neat and clean, you must be ready to get dirty.

Economy applies in selling just as much as in manufacturing.

In the competitive fight, you often do 99% of the job yet lose 100% of the order.

Today the salesman is actually a cost conscious application engineer. He must know how his product is designed, produced and used. He must understand his prospect's technical and economic problems. He must calculate dollar results and prove their validity. His job, though an analysis of his prospect's problems, is to help him decrease his cost and increase his profits. Wheelabrator Sales Engineers actually sell results, not steel, iron and labor.

But in addition to technical and business skill, he must be a student of people and human reaction. In the final analysis companies never buy. Purchasing only takes place as the result of conviction and decision — always exercised by one or more persons. The Sales Engineer is the key man to mold opinion, create conviction and force decision. Mind you, he must proceed with persistence, tact and diplomacy — ever ready to meet any question and obstacle. Don't forget the flavoring sauce of good humor.

Once a purchaser baited a salesman by asking if his equipment were the best. "No, second best," was the reply. "Each of my competitors says his is the best, but mine is always mentioned as second best."

In considering selling as a creative function, one truth stands out like a flaming beacon — every man and woman who works for Wheelabrator, irrespective of his duties, can to a degree be a salesman.

If we pause to consider, there are five reasons that contribute to the selective purchase of Wheelabrator equipment, abrasive and renewal parts:

The product is well designed and built.

The commitments are competitively and costably met.

The business transactions are pleasant, prompt, intelligent and as clean as a hound's tooth.

Customer interest and service performance never die, but continue as an active force.

People of all callings and in all walks of life speak well of Wheelabrator.

As we consider our station in Wheelabrator, it's not hard to see that each of us can be a salesman. What we do and what we say — wherever it may be — constitutes an influential sales force. The "I" of the salesman may land the job, but in making the order it is the "we" that really counts, because every one of us somehow has a hand in it.

EDITOR'S NOTE

Mr. Lester is a noted Sales Management Consultant, serving as advisor to many machinery manufacturers, including Wheelabrator Corporation. He is the author of several books on various aspects of selling. Feeling that Mr. Lester would be in a position to pass along some pertinent comments for the benefit of all Wheelabrator folks, we asked him to contribute to this issue of PARADE. We think you will agree with us that he has done an excellent job, for which we thank him heartily.

New Faces

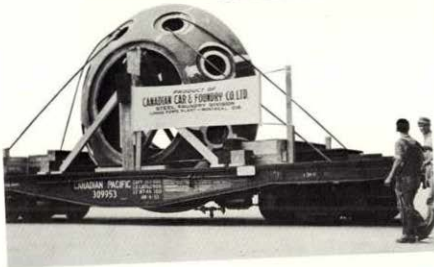
Joseph Forst, Foundry; Arlon Ross, Plant No. 2; Alan Graf, Steel Shop; Leo Howell, Foundry; Harold Coffman, Plant No. 2; Donna Gadsir, South Shipping; Dick Van Uaele, Mail Room, Part Time; Ken Nidder, Mail Room Part Time; Cloyd Phillips, Accounting; Charles Hovey, Engineering; Alva Miller, Engineering, Part Time; Frank Walker, Engineering, Part Time; Clyde Hickman, Parts Service.

WHEELABRATOR "DRESSES UP" HUGE CASTINGS

One of our Wheelabrator Car Type Rooms played a part recently in the production of the largest steel castings to come from a Canadian Foundry. The massive castings, weighing approximately 82½ tons each, were produced by Canadian Car & Foundry Company, Ltd., Montreal, Canada. These units are turbine runner-hubs, which are being installed as a part of the Sir Adam Beck hydro-electric project on the Niagara River near Queenston, Ontario. This project is one of the most complex engineering jobs ever attempted in Canada.

The production of top quality castings such as these hubs requires the best and most modern equipment available, including a Wheelabrator. Every steel casting requires a thorough cleaning to remove mold and core sand clinging to the castings following the usual shakeout operations. The car type room does the job perfectly. This particular Wheelabrator has a capacity of 100 tons and is capable of delivering 3,200 pounds of abrasive per minute.

The one picture shows the mammoth casting entering the car type room to be blasted. The other photo is of the finished hub aboard a special design well-type flat car.



NEWS and VIEWS of Wheelabrator Products

Higher Cost is Cheaper

This is a report from Kelsey-Hayes Wheel Company, Detroit, on their experience with Wheelabrator Steel Shot: "The average consumption for WSS over several months' time figured 13.5 pounds per machine hour compared to 19.8 for a competitive product. The cost of operation with this latter at \$300 per ton was \$4.40 per machine hour more than with Wheelabrator Steel Shot at \$240 per ton. This competitive shot would have to be sold for \$180 per ton to be equivalent to the WSS."

Wet Blasting Tools

John Savigne tells of the experience of the Trackson Company, Milwaukee, which had some drills and taps liquematted in our Demonstra-

tion Laboratory. He says the customers got his tools slightly mixed, and so was unable to determine data on runs before resharpening on all of them. On two of the 1½" drills, however, they did find that they got two and one-half times the life of those that were not subjected to wet blasting. The customer sent more drills and taps to our lab in place of those that he mixed up, so further data will be forthcoming.

Collects Antibiotics

Two of our Dustube collectors are playing an important part in operations of Commercial Solvents Corporation, Terre Haute. These collectors, equipped with lint-free tubes, help in collecting antibiotics. Penicillin, worth nearly \$30 a pound, is captured and fed back into the batch. Our equipment operates three shifts a day, seven days a week.

Fate-Roel-Heath Company

"If Wheelabrator Steel Shot cost twice as much as it does, it would still be the cheapest material to use."

Wheelabrator Folks on the Job



WILLARD TEAGUE, Sewal Shop (right), was employed by Bell-Band Plant before coming here in March, 1926. He works here as a burner. Willard is married and has three sons—two married and one at home. He says that his spare time activities consist of watching TV and going hunting.

OUR COMPANY CONDUCTS

SHOT PEENING SEMINAR

A score of top personnel from the U. S. Bureau of Aeronautics, various U. S. Naval Air Stations and private industry met here April 30 to May 4 to attend a seminar on Shot Peening, sponsored by Wheelabrator. The program got underway with an address of welcome by Ernie Gibson. The various sessions were conducted by the following Wheelabrator people: Ernie Gibson, Engineer in Charge of Government Sales; John Straub, Chief Research Engineer; Harold Schulte, Supervising Design Engineer; George McNelle, Assistant Supervising Design Engineer. The seminar consisted of lectures, demonstrations in the Company laboratories and questions and answers.

The rapid growth of the need for shot peening during the past few years and the tremendous strides made in research and development have rather increased the gap between the expert and potential user of this process. It was the purpose of this seminar to help bridge that gap, thus providing a complete and detailed explanation of the shot peening technique. It was pointed out that with the use of Wheelabrator Steel Shot and machines designed for particular applications, shot peening is a relatively inexpensive operation as compared to previous methods. The increased fatigue life of many parts has been astounding and its application has increased to the extent where it is a basic requirement for such parts.

In addition to representatives from the Bureau of Aeronautics, visitors were from such widely separated Naval Air Stations as Corpus Christi, Texas; Alameda and San Diego, California; Pensacola and Jacksonville, Florida; Lakehurst, New Jersey; Quonset Point, Rhode Island. Private industry was represented by Bell Aircraft Corporation, Fort Worth, Texas and Chance Vought Aircraft Corporation, Dallas, Texas.

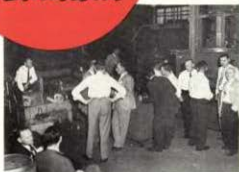
The Wheelabrator men conducting this seminar are, without exception, enthusiastic about the long range results which may develop from this "getting together." The thinking among the visitors was also along one line — that if and when shot peening equipment is ordered, Wheelabrator will make the sale.

An interesting and significant aspect of the seminar was the reaction of the group to the reception accorded them by Wheelabrator people on all sides. The common comment, whether it was overheard or directed to one of our personnel, was: "I've attended a lot of conventions and other meetings, and



have been in all kinds of plants, large and small, but there was never anything just like this — the way people went out of their way to make us feel at home was a new experience for us — and you can bet we won't forget it."

The pictures on this page show various groups of the visitors as they gathered in different departments of our Company with our personnel who conducted the seminar.



The Passing Parade

PARADE REPORTERS



Florence Duncan
Off. — Eng.
(Downstairs)



Hildreth Bushnell
Machine Shop —
Snack Room



Marie Menzie
Off. — Eng.
(Upstairs)



Milford Gardner
Steel Shop



Sid Marchant
Steel Shop Plant



Kerry Heston
Foundry

Whenever we see Dorothy Lott, Dust & Fume, Florence Duncan, Purchasing, and Doug Campbell, Sales, standing shoulder to shoulder with that "Camp Fire look" in their eyes, we are reminded of the revolutionary heroes with their rifle, drum, and flag, marching along to "Malloquo" victory. They may not reach their goal, but they're going to die tryin'. (We hope they don't bust, because their goal is "\$70,000.00 or . . .") (M.M.)

Doris Schmeltz, Dust & Fume, and Dale Hesch were married in a beautiful candlelight service at Zion Evangelical and Reform Church, on June 2. Dale will be a senior at Purdue this fall, majoring in Engineering Science. Mr. and Mrs. Hesch will be at home after September 1 at West LaFayette, Indiana. (M.M.)

Nancy Crisler, IBM, was married June 9 to Bob Sriver in a lovely candlelight ceremony at First Methodist Church. Dorene Galbreath, Accounting and Barbara Wallace, Parts Service, were her attendants. Bob will return to University of Michigan Dental School this fall, and Mr. and Mrs. Sriver will be at home after September 1 at Ann Arbor, Michigan. (M.M.)

Onalee Hicks, Sales, and three other girls drove to Florida on vacation last month. They went up one coast and down the other, and on to the "Keys." Cypress Gardens was one of their stops. Incidentally, Onalee brought her friend, Doris, a very large allegator as a wedding gift. As Doris won't

be able to keep it in a live condition, she is cutting it up into belts, purses, and shoes. Any left-over material is being returned to Onalee for her wardrobe. (M.M.)

We heard that Harold Schulte, Engineering, Mason Atkins, Sales, and John Siraub, Research, were considerably embarrassed during the shot peening demonstration for government men, held recently. It seems they didn't read their schedule too carefully as to where they were to take the men for lunch on a certain day, and having eaten at the L.I. Inn the day before, they just delivered the men out there, only to discover no reservations had been made for that day. They then read their instructions and found, to their chagrin, that it specifically stated they should eat at the Normandy. So, they went over to the Normandy, where Gerry Grove had been waiting all the time with his carload of men, and where reservations had been made for them. (M.M.)

Katie Washburn, Mailing, and Tom Leyes, Machine Shop, were married May 4 at the lovely ceremony having taken place at St. Joseph Catholic Church. One of the bridesmaids was Robbye Lau puma, Mailing, and Tom's cousin, Joe Leyes, Machine Shop, was best man. (M.M.)

Fred Baldauf, Sales, of late has apparently been difficulty distinguishing between the Ediphone dictating machine and telephone. When the bell chime, he picks up the mouthpiece of the dictating machine and yells, "Hello . . . Hello . . . Baldauf speaking," and then realizes he has made a mistake. Meanwhile, the person waiting on the 'phone just doesn't understand that Fred was there all the time. Incidentally, we think Fred is the most graceful man in the Sales Department. He was observed "tipping through the tulips" in the Dust & Fume Department recently. (M.M.)

Len Nelson, Dust & Fume Regional Engineer, and family are recovering from a siege of mumps, which hospitalized one of their boys. It seems Len was so worried for fear his wife

would come down with them that he worried himself right into it. Had to have penicillin and everything. (M.M.)

Mary and Frank Schillinger, Mary works in IBM, are currently involved in one of those do-it-yourself projects, as they are building a flatstone terrace as an improvement to their home. They say it is worth the blistered hands and aching backs, though. (M.M.)

Gertrude Raab, Billing, has been looking very tired lately. It seems her son, Danny, has just purchased a car, and Gertrude has been spending all her time while not working here running around visiting all her friends and relatives in the new car. Don't worry, Gertrude, we all go through that stage. (M.M.)

Bessie Smith, Files, was pleasantly surprised to receive a dozen American Beauty roses from her husband on the occasion of their 27th wedding anniversary. Congratulations, Mr. and Mrs. Smith! (M.M.)

Pat Bartwick, Parts Service, left us April 20 to be affiliated with Robertson's Department Store. He is replaced by Clyde Hickman. (M.M.)

George Pfaff, Sales, has a son, Peter Thomas Pfaff, born April 21. The Pfaffs also have a little girl, aged 2 1/2. (M.M.)

Fred Lindahl, Dust & Fume, astounded the Pure Wheelabrator League as well as himself, by bowling 245 in the first game of the evening, recently. He was so unnerfed that he couldn't do a thing the rest of the time, though. (M.M.)

Mona Reeves, Mailing, surprised us all by exhibiting with pride a beautiful diamond engagement ring. We understand quite a few male hearts around here were completely crushed. (M.M.)

Jim Davidson, Dust & Fume, and family have a new electric organ, on which they take turns playing, certainly. It seems Jim had the bright idea of assembling the organ himself, but



FOUNDRY SHOW REPORT...

from Convention Hall

Atlantic City, N. J.

WHEELABRATOR STEALS SHOW on WORLD'S LARGEST STAGE . . .



Super Tumblast Big Hit in Atlantic City Premiere at Foundry Show

The Foundry Show at Atlantic City is now history. In the minds of the more than 14,000 who attended, Wheelabrator Corporation created an unforgettable and most favorable impression. Everything about our display was dominant. Both inside and outside the huge Convention Hall, Wheelabrator stood out above all the other exhibits.

We deliberately set out to "steal the show." This year we had a tremendous story to tell to the foundry market — introduction of the new and revolutionary Super Tumblast. The huge Tumblast replacement market is our sales target, and the completely new Super Tumblast is our big gun.

Focus on Super Tumblast

Naturally, this new machine was the focal point of our display on the Giant 9,000 Sq. Ft. Stage—the world's largest stage where Miss America is crowned annually. From any

A portion of the crowd around the Super Tumblast, as professional model points out the super... features of the Super Tumbler Mill.

point in the massive building (which seats 44,000) the dramatic Wheelabrator stage setting dominated the scene. In the foreground setting, like a blazing diamond in a jewel box, was the Super Tumblast.

Every 30 minutes cleaning demonstrations were held with a professional model, George Karrol, presiding, point-



ing out the salient features of the machine, as they were described in a recorded sales presentation. At each demonstration, crowds of interested foundrymen listened to, and watched this impressive skill.

Sharing the stage were other Wheelabrator developments — the up-blast Wheelabrator Monorail Cabinet, the Dustube Collector for controlling electric furnace fumes and other foundry dust conditions. Foundrymen interested in obtaining the maximum operating efficiency of their Wheelabrators found the cost-cutting answer in the Service Center where Wheelabrator Steel Shot and Long-Life Parts were featured.



Another outstanding development of our Company is the new U.S. Monorail Wheelabrator.



The Dustube Collector which ventilates the Super Tumblers.

This is Arden Erdman, Special Project Engineer, who has been with the Company since November, 1918. When his name is mentioned, one just naturally thinks of industrial shows, as he has been more closely associated with them than any other Wheelabrator employee. Arden says that if he remembers correctly, it was at Milwaukee in 1924 that he set up the first show for the Company.



Keeping in condition are these three members of our Service and Erector staff — Ernie Berger, Elmer Kramer and "Dutch" Weibel.



This is the Service Center set up by the Company in order that friends and customers could meet with our people and discuss their various problems. Note how Long-Life Parts and Wheelabrator Steel Shot are featured to impress upon the prospect how he may obtain the maximum in operation and maintenance.



Helicopter taking off from beach with large Convention Hall in background.

→ Bell Helicopter takes off.



◆ Otto Pfaff and Bud Rich just after arriving at the show by Helicopter.



◆ Mr. Pfaff greets another group. Left to right: William Maloney, Executive Secretary of American Foundrymen's Society; Frank Shipley, President, AFS; Mr. Pfaff; Harry Dieters, Vice President of AFS.

◆ This quartette is composed of Harold Miller, Otto Pfaff, Harry Dieters, Vice President of American Foundrymen's Society; Frank Spurrbach, Editor of FOUNDRY Magazine.

Airlift for Lucky Winners

A promotion innovation — the first of any industrial show — was the use of a Bell Helicopter, in which more than 300 lucky winners and Wheelabrator friends were thrilled with rides over Atlantic City and the ocean. Landing immediately in front of Convention Hall, this Bell Helicopter created a sensation. Not only was Wheelabrator on everyone's tongue, but more importantly, our efforts resulted in the sale of the show Super Tumblast and provided scores of red-hot prospects. The effect of our presentation can be summed up as follows: "Mission Accomplished."

A show of this magnitude just didn't happen. Months of painstaking preparation and careful planning by the entire Sales and Engineering Departments and production people were expended to insure this smooth-functioning production.

◆ In front of Helicopter — as left, William O'Leary, Secretary and Controller of Bell Aircraft; at right, Larry Bell, President of Bell.



◆ Visitor at left fills out Helicopter ride form while Joe drawing. Also at desk is Frank Podroty who was in charge of this phase of show.



Two of our men discuss business with prospective customer. Second from left is Vern Speers, while on extreme right is Bob Bunch.

MORE FOUNDRY SHOW VIEWS



Gathered around the "druin" (left to right) are Mrs. Bob Orth, Frank Pedrazzi and Mrs. Bud Rich.

Taking "time out" are (left to right) Watson Hall, Ann Sawyer and Al Lombard.



Pausing momentarily to chat are (left to right) George Pfaff, George Pope, Business Manager, FOUNDRY Magazine; Leo Wieschoss.



"Is this the man?" asks Atlantic City Police Officer as he lays a hand on Phil Jordan.



Left to right in front of Helicopter are Bob Orth, Ann Sawyer and Bill Boles of Bell Aircraft. In the plane is Bill Gallagher of Bell Aircraft.

Taking colored movies of the show are (left to right) Cal Sarnerd and Ernie Barror of South Bend.



The Passing Parade

was finally persuaded by his wife that it would be better in the long run to purchase a ready-made instrument. Maybe that's why the neighborhood around the Davidsons' has been assiduously soundproofing their houses of late. (M.M.)

Naney Pease, Sales, has left us to reside in Kalamazoo, Michigan, where her husband expects to attend college this fall. (M.M.)

Larry Bleckel, Stockroom, returned to work walking on crutches, with the cast off his foot. Glad to see you getting around so good, Larry. (H.B.)

We are wondering just why Tom Lyles couldn't be persuaded to go fishing with Eddie Borkley on May 5. (H.B.)

Our deepest sympathy to the New-son family in the recent death of both husband and father. Robert, a son, works in the Machine Shop. (H.B.)

Our sympathy also goes to Louie Zasterucha, Machine Shop (Nights), in the recent death of his sister. (H.B.)

With all of these men running around here and all the building that is going on, it sure seems to me that I take my life in my hands sitting here at my desk in the Production Office. What do I mean by that? Well twice the ceiling in the office has started to fall. A block at a time. And both times I have been fortunate enough to be out of the office. The last one that fell would have bopped me on the top of the head had I been sitting at my desk. Boy, AM I GLAD I WASN'T! (H.B.)

Jerry Halt, Machine Shop (Nights), returned to work after being in the hospital and then convalescing at home. Glad to have you back with us, Jerry. (H.B.)

Arnold Melzel has been bragging about his golfing so much that he said that he was going to take some of the boys out on Sunday to show them how to play the game. Well, it seems that no one went to play or to be taught. When asked why he didn't play he said that the other boys couldn't get away. (H.B.)

The Fifth Graduation Exercises of the Notre Dame Program was scheduled for Tuesday, April 17, at the Morris Inn. Among those graduating

in this class were three of our own foremen, Frank Gehl, of the Inspection Department, Jack Baugher and Joita Rauschke of South Shipping. Frank rates the only perfect attendance. (H.B.)

Sherri Pirka, Downstairs Engineering spent her two weeks vacation in May in sunny Florida. (F.D.)

What started out as a joke ended up as a gift received on her birthday. Hilda Reid and Oscar Batson of the Inspection Department found an earring in a bundle of Dustubes. It was a pretty earring and they got the wild idea of sending a note back in another bundle that they had found it and asked if they wanted it back. If not, would the girls at the other end of the Erie lake to send the other one here. Well, the girls sent the other one here, and it was received in time for Hilda's birthday. Happy Birthday. (H.B.)

Our offices enjoyed a lovely Spring touch of potted tulips, the second gift of the Season from Dave Pugh, Edge-water Floral. (F.D.)

Alva B. Miller, son of Donald O. Miller, Steel Shop Office, is working as a Draftsman — Downstairs Engineering. (F.D.)

Donald Gelmets, Downstairs Engineering, announces the arrival of a son, Donald Joseph, Jr., born May 1. (F.D.)

Naney Young, Purchasing spent the weekend of May 5, up North, at Beloit, Wisconsin. (F.D.)

Pat Stoekinger, Switchboard, spent Mother's Day week end with her son, Jerry at Purdue University. While there they attended the Annual University Sing and Crowning of the May Queen. Jerry will graduate from the School of Mechanical Engineering on June 3. (F.D.)

Chief Bud Hornberk, Process Engineering, and his little Braves, Pat and Mike spent May 12 and 13 at Camp Eberhart, Corey Lake with their Indian Guide Tribe. (F.D.)

On the sick list — Curtis Bell of Cassopolis has been off work due to the removal of his appendix. We all wish you a speedy recovery and hope to see you back in that crane by the time this is printed. (S.M.)

The last we saw of Ollie and Virgil Morris they were headed toward West Virginia with pick in one hand and

shovel in the other. They left to take up coal mining. Incidentally, this is the type of work they did before coming to Wheelabrator. Good luck to both of you in your new field. (S.M.)

Our belated birth congratulations to Ralph Flatz and wife. Ralph Allen was born March 30, but we weren't informed of the birth until recently. (S.M.)

A baby boy was delivered to James Wyatt and wife of 614 South Meridian Street on April 12. By the way, Jim, a Seaman Recruit in the U. S. Navy has returned to Great Lakes Training Center after spending this seven-day emergency leave at home. He has been in the service since March 8. (S.M.)

We were glad to have had Andy Conklin, Joe Laudy, Chuck Wagner and Tom Lewis with us on nights and hope they find days to their liking. (W.N.)

We asked Joe Fecher how it seemed to see a car pop up as a truck pulled back into its lane right smack in front of you. "Not so good," says Joe, who was hit head on in Michigan recently. Not so bad in injuries, but not so good a car now. (W.N.)

We are glad Harry Weaver is improving by the latest reports. (W.N.)

On our sick list recently were Oscar Adler, Curt Stacy, Ted Banack and Guy Reynolds. Hope they are back by the time this appears. (W.N.)

Notice: The most eligible bachelor in Steel Shop on Nights is Ray Frye, Shear Helper — good looking and a good skater. (W.N.)

It was a 6lb.-3oz. boy, Edward, for John Visek and wife April 28 at St. Joseph Hospital. (M.G.)

Kenny Bidlack is back on the job after several weeks of recovery from a heart attack. (M.C.)

If you are vexed or angry you will have two troubles instead of one. (M.G.)

An ounce of mother is worth a pound of clergy. (M.G.)

When Albert Sweltzer revisited Europe after his long sojourn in Africa, one of his admirers asked him:

(Continued on page nine)

GROWING PAINS

For some time now our Company has been feeling the effects of "growing pains." Just as a teen age youth outgrows his clothing, and has to relieve the situation by purchasing larger sizes, certain departments of Wheelabrator are planning the same thing.

It is said that a company never stands still — it either moves forward or fades out of the picture. Wheelabrator is on the march. New products and applications have made it necessary to increase personnel in several departments, which in turn has caused congested working conditions. This situation is being relieved now in at least four departments — Sales, Parts Service, Dust & Fume and Advertising.

Work is in progress and will soon be completed whereby additional quarters will be available immediately south of the present offices above the Machine Shop. This building program may be completed by the time you read this, and we hope to publish photos of the new office in PARADE. Here are some shots taken during the course of construction.



A LITTLE GIANT IS BORN

This is rather a belated announcement of the birth of a new member to the family of Wheelabrator Products. The newcomer was named Steeletts, and although small in physical dimension, he is somewhat of a giant in the industry he serves. He hopes soon to take his place alongside his older brother, Wheelabrator Steel Shot.

Previous to the entry of this product, there had been a definite demand for a QUALITY steel grit to replace chilled iron in those industries that require an "etched" finish on their work. Since Wheelabrator had become the leader in the production of other types of steel shot, it was no more than logical that our research and production men should eventually come up with the solution to the problem in the form of Steeletts.

Steeletts are a high-carbon electric furnace steel grit, especially heat treated to assure the toughness necessary for blast cleaning and etching operations. This new "baby" is stretching out for one so young, with a great potential ahead in the following important markets: Heat Treat, Non-Ferrous Metals, Sanitary Ware Prior to Enameling, Surface Preparation for Bonding and Plating, Alloy Steel Forgings and Pipe Cleaning.

This newcomer has the qualities to go a long way on Industrial Highway, and should reach a happy goal with the assistance of national advertising and direct mail campaigns which are now in full force.



"The Profit Sharing picture looks pretty good so far this year.

Wheelabrator folks must have been living up to their New Year resolutions. For those whose memory needs a bit of refreshing here are the resolutions: "In 1956 I resolve to increase my Profit Sharing by cutting these high costs of operation — Absenteeism, Accidents, Scrap Losses, Waste and Errors."



The group takes time out from business for a friendly chat. Left to right: John DeDopp, Manager of Abrasive Sales; Mr. Caballero; Mr. MacDonald; George Jones, Abrasive Specialist.

Our offices and plant continue to be a welcome "port of call" for foreign visitors. Two men from widely separated areas recently visited our Company for several days.

Mr. Rosendo Caballero and Mr. Keith R. MacDonald, two of our foreign agents, came here to study latest developments in Wheelabrator equipment. Mr. Caballero (our representative in Monterrey, N. L., Mexico) and Mr. MacDonald is with McPherson's Limited, Sydney, Australia.

Both of these men combined their visit to our plant with a trip to the Foundry Show in Atlantic City where the Super Turnblast was introduced.

Wheelabrator Plays Host to Two



A DIPLOMA FOR ANNE

A story appeared in the January *Passage* which explained the Adult Education Program as related to Wheelabrator. This is the program by which the Company lends financial assistance to employees who desire to better their job situations by taking special courses of training. Several persons took advantage of this opportunity and enrolled in various classes.

Anne Feller, Sales, is the first of the Group to complete the course for which she enrolled. Anne took the Speed Writing course at South Bend College of Commerce, and has now received her diploma. To qualify for this, she had to complete various examinations, one of which was to take dictation at the rate of 100 words per minute.

Congratulations, Anne, on a job well done!

The Passing Parade

(Continued from page seven)

"What do you think of civilization?" Switzer replied: "It's a good idea — somebody ought to start it." (M.G.)

Vernon Hunter, Steel Shop Drill Press Operator, has been most obliging for some time. He would leave the keys in his Buick for anyone who wished to go joyriding while he was at work. Only trouble was that one party got "lost" and ended up in Indianapolis. This person must have been broke because he took or sold everything he could off the car to get home. Vernon says his friends can furnish their own transportation while he works — as of now. (M.G.)

"Stainless Steel," Public Hero No. 1, is working at Wheelabrator! We haven't seen his horse, "Monel," as yet. (M.G.)

Twenty-nine years of marriage called for a celebration recently for Anne and Joe Viseck. Joe, Assembler in the Foundry, and his wife have had three boys and one girl — plus nine grandchildren. The house was packed to honor the celebrating couple, and all were treated to some of that good "old fashioned" cooking prepared by Mrs. Viseck, one of the best cooks in town. Congratulations, Joe and Anne, and best wishes for many, many more.

Calvin Kelly, Coremaker, returned several weeks ago from Washington, D.C., after spending a week hob-nobbing with the dignitaries of our nation's capitol. Kelly reports that he

was able to talk to several senators and other prominent people while there. (K.H.)

Carrol Shireman, Molder, is now the wearer of Spectacles, and reports that everyone looks a lot better to him now. Sorry, Carrol, that we can't see the same for you. (K.H.)

Wheelabrator Folks on the Job



WANDA STUTZMAN, Sales, came to work here a Day-before, 1954. Previously she had been employed by Officers Payroll, Fort Ord, California and the First National Bank, Mishawaka. Wanda has charge of the "Jewel Box," a record system which sorts all correspondence as equipment from the initial request by a Sales Engineer to the completion of the shipment. She is married and has a son and daughter. In her spare time Wanda keeps busy on various projects — teaching Sunday School, playing volleyball on Bayview P.E. team and gardening in the summer time.

BOYS FROM ARCCO TOUR PLANT



In the Steel Shop, the visitors pause to have a look at a Wheelabrator in the process of construction. With his back to the camera is George McNelle, while Fred Baldauf is at extreme right.



Seated, left to right, are Claude and Don. Standing in the same order: Mr. Webster, Chal Cline, George McNelle, Ed Sullivan, Ray Steele and Fred Baldauf.

George and Fred explain the workings of a Tumbblast to the trio.

With our "open door" policy, it is no wonder that so many individuals and organizations take advantage of it. Besides meeting some fine people among our personnel, they usually pick up some knowledge of one kind or another. We were happy recently to welcome three representatives of Junior Achievements, Inc. Wheelabrator sponsor ARCCO, an operating unit of that group.

The three visitors were Mr. Frank J. Webster, Executive Director, Junior Achievement, Inc., Claude Gaier and Don Ilies. The two lads are members of ARCCO, the company which last season manufactured Sea Wonders, costume jewelry fashioned from sea shells. Claude is an exchange student from Belgium, while Don is President of ARCCO.

Jake Schmidt, until recently was on the Board of Directors of Junior Achievement. Present Board members are Chal Cline and Ray Steele. Serving as Advisors to ARCCO are Fred Baldauf, George McNelle and Ed Sullivan.



FORMER WHEELABRATOR MAN RECEIVES RATING

Word comes from **Marj Golba**, Head of Billing, that her son, Charles, has received his rating of 1st Lieutenant in the U. S. Air Force. Chuck, formerly employed here during school vacations, is now with the 12th Tactical Reconnaissance Squadron, Osaka, Japan, serving as an observer and instructor. He entered the service in July, 1953. Chuck sent several pictures which he took, the one here being a typical street scene in Osaka. Note the "Shell" sign atop the Airline Office Building at right.



IN MEMORIAM

We all regretted the news recently of the double loss suffered by **Russell Durr**, District Manager in the Concrete territory. Within a period of a few days Russel lost both his mother and his wife. He and other surviving relatives have our deepest sympathy in this dark hour.

THIS TIME IT'S TULIPS

Flowers are appreciated by most people under any circumstance, but especially when one can see them as he performs his daily work. We again can thank **Mr. Dave Pugh**, Proprietor of Edgewater Floral Place for making this possible.

Everyone was pleasantly surprised not long ago to find a pot of tulips

gracing his working area. There was even a variety of colors — red, white, pink and yellow, among the 80 plus pots. Until we have the opportunity of thanking **Mr. Pugh** in person, this will serve as assurance that our Wheelabrator folks really do appreciate his thoughtfulness on so many occasions over the years.

WHEELABRATOR BOWLERS REPEAT as



On behalf of the team, Captain Harry Hixenbaugh accepts the congratulations and trophy from Don Sargent, President of the City "A" League and Proprietor of the Rose Recreation.

In any sort of competition you have to be good to reach the top — and better yet to remain there. Our bowling team, the Wheelabrator Seniors, copied the title in the City "A" League for the third successive year, winning 83.5 games and losing 50.5. The Wheelabrator Juniors were tied with Kewpees for fourth spot with 86-74. Other teams in the league were Rose

Recreation, Lehman's Pharmacy and Worker Photo Service. Members of the Wheelabrator teams and their season averages follow:

SENIORS

Ray Good, Machine Shop	177
Harry Hixenbaugh, Engineering	171
Andy Fedeznek, Engineering	166
Harold Grab, Service Engineer	166
Ray Vande Walle, Engineering	156



This is the happy five right after bowling the final game of the season. Left to right: Harry Hixenbaugh, Ray Vande Walle, Harold Grab, Ray Good and Andy Fedeznek.

JUNIORS

Joe Slater, Steel Shop	169
Louis Cooke, Jr., Machine Shop	165
Neal Seale, Foundry	158
Fielden Sbrag, Machine Shop	158
Francis Mars, Steel Shop	152

The Wheelabrator Seniors bowled the highest game of the season with a score of 1053. Individually among Wheelabrator bowlers, the three leaders for a single game were Joe Slater with a 250; Ray Good with a 245; Harry Hixenbaugh with a 236.

Congratulations, Champs, on a job well done!

SHADES OF A CENTURY



This is one instance where a lack of attention helps to develop a good crop. These boys haven't shaved for several weeks and look what happened. No, they're not making good on some sort of wager, but are preparing for the forthcoming Oseola and Walkerton Centennials. A few others had planned on sporting such shagginess for those events, but lacked that old fortitude of the real pioneer to carry on, so several sets of whiskers succumbed to the razor.

This courageous quartette, all of Plant 2, are (left to right), Nelson Kinney, John Woudruff, Jim Neely and Dennis LaPlace.



PARADE Reporter Makes News

Sid Matchette, PARADE Reporter in Plant 2, figures in his own news this month. Sid took unto himself a wife in the person of Miss Phyllis Schott of Michawaka. Some punster at this point remarks that Sid is still in the "shot" business. When you see Sid's wife you'll have to admit she possesses considerable more glamour than the steel variety. If she has the other sterling qualities of this product, the Matchettes are in for a happy and successful married life.

In the picture Sid is surrounded by a few of his buddies who presented him with a fine electric toaster. Happy toasting and good luck, both of you!

THIS IS HOW THEY FINISHED

The Wheelabrator Bowling League has gone out of business for another season, and here is how the departments finished:

	Won	Lost
Machine Shop	90	30
Stockroom	70½	69½
Office	69½	70½
Dustjules	66	72
Maintenance	65	75
Engineers	57	83

We are sorry that we were unable to get pictures of the various teams during the season, but many times conflicts with other assignments kept us from accomplishing this.

Pfaff Named to Advisory Council

Reverend Theodore M. Hesburgh, C.S.C., President of University of Notre Dame, has named several new members to the various advisory councils of the school. Among these is Otto Pfaff, who will serve on the College of Commerce Advisory Council. Other new appointees to this council are Charles J. Curley, President of First Trust Company of St. Paul; Alwin F. Franz, President of Colorado Fuel & Iron Corporation, New York City; Fred B. Suito, President of Local Loan Company, Chicago.



"He's a good worker — builds up our Profit Sharing Fund — makes lots of money — I like that in a man!"

HOME ACCIDENTS STILL IN LEAD

Traffic accidents are shocking, but let's consider another kind. Five million disabling accidents occur each year in American homes, costing more than one billion dollars. Home accidents are four times as frequent as those occurring on the highway, three times as many as those happening in industry, and two and a half times the number happening in public places. Yet, compared with the problem of controlling highway, public and industrial accidents, our home situation receives by far the least attention. If present trends were to continue, the number of disabling home accidents will reach 7 million by 1975.

Some new hazards will be found, but at the same time others should be less frequent. Here are trends that may be looked for in the years ahead:

1. Flexible plastics will be used more and more in the home as storage containers, gradually replacing glass boxes, the number one cause of home lacerations.
2. Houses already built that will be seeing service during the next 20 years will have undergone extensive interior remodeling. This will be necessary to accommodate new developments in appliances, furnishings and conveniences.
3. New homes, conforming in design and architecture to "push buttons" living, will tend toward one-story construction.
4. Prefabricated and package-built houses will come into use in the small-homes field, and to some extent for high-priced homes.
5. Stairways and steps will be largely eliminated. Where they remain, they will be better lighted and less steep.
6. Improvement in home lighting will eliminate the troublesome shadow.
7. While wood will continue to be the basic home building material for at least another 20 years, aluminum may in time replace it. Plastics also are about to come into greater use, both as structural and surfacing materials.
8. Houses will become increasingly fire-proof. City fire codes are expected to specify an increasing number of fire-resistant materials, including fire-proofed wood products.
9. Inside the home will be multifarious. The kitchen march will give way to automatic fighting devices. Sharp knives will be replaced by automatic cutting devices. What glass that is still used will be so that it turns into harmless powder when shattered. Textile items as draperies, curtains and table cloths will be fire-proofed.



PARADE adds new reporter

In order to get fuller coverage on activities of our night employees, we have named another reporter to the staff of PARADE. Walter Newman, Steel Shop Layout Man (Nights), will serve in this capacity. He came to work for Wheelabrator in January, 1951. Walter and your editor will appreciate it if you will cooperate by getting the news to him as it happens.