

WHEELABRATOR
Parade

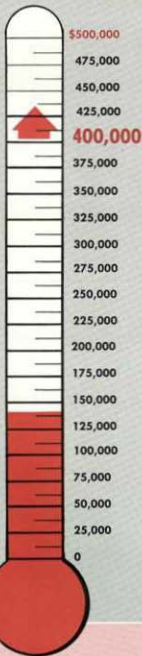
Vol. 16, No. 7

July, 1957



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

TOTAL
TO
MAY
31st



Put the Heat on ---
I Can Take It!



Freedom

by JAY GOULD, WOWO, Fort Wayne

Born of a mighty dream they dreamed — 300 years ago,
Dreamed in the scythed monarch's throne, in dungeon dark below,
Dreamed in the clanking galley chains, dreamed in the cloistered cell,
Dreamed in the exile's lonely care, dreamed in the battle's hell.

A mighty dream of a land where men might live beneath the sky,
Free from the lamb in the tyrant's hand, the hate in a tyrant's eye.
A dream of a land where men might dwell — as neighbors and as friends,
With fear of only the punishment that God and Nature sends.

And from that dream America was born beside the sea —
A land of neighbors and of peace, a land where men are free.
Free, everyone, to stoop or climb, free to be dull or wise.
Free to be blind to what is true, or free to use their eyes.
Free every man to labor, and as free to waste his day, and failing —
Free to blame the world, the nation, or to pray.

Be not deceived! This freedom to those alone is kind
Who work and think, and live life well . . .
The rest are left behind.
It only gives a man a chance to struggle and to try,
A chance to grow to be a man, for it, perchance, to die.
To you who seek the easy way, who shun the heavy load,
You who dislike to do your share —
Freedom is not your road!

Ed. Note:

Mr. Gould was honored with a Freedoms Foundation award for this contribution.

**WHEELABRATOR MEN
ACTIVE IN FEMA**

Several Wheelabrator men have been, and are, active in the operations of the Foundry Equipment Manufacturers Association, founded in 1919. This group was organized in order to meet and solve common problems which are better suited to group rather than individual action.

Verne E. Minch was the first president of the organization, serving in that capacity in 1919-20-21. Otto A. Pfaff was president in 1947 and 48. The 1957 Directory of FEMA lists other Wheelabrator folks. Mr. Pfaff is on the Advisory Committee; Bud Rich is a member of the Membership Committee and the Exhibits Committee; Bob Pring serves on the Product Group Policy Committee.

Over the past 38 years FEMA has contributed considerably to the pro-

motion of high standards in the foundry equipment industry. Wheelabrator men associated with this group are to be congratulated, since membership is composed of some of the top names in the foundry industry.



ON THE COVER

These are the flower girls who sold corsages at the Star Dust Swirl, semi-formal dance sponsored by the Juliana Club at the Laurel Club, South Bend, June 22. Music was by Eddie Kay and his orchestra. You'll agree that they form an attractive bouquet themselves, these daughters of Wheelabrator fathers and mothers.

Pictured on the cover from left to right (front) are Marcia Sawdon, Caroline Duncan and Linda Skene; left to right (rear) Karen Amberg, Dale Lehman and Jeannie Campbell.

James F. Connaughton Named Executive Vice-President

EXECUTIVE BULLETIN

James F. Connaughton joins the Wheelabrator staff as Executive Vice-President on or about July 10.

His responsibility will be the complete management of operations of Wheelabrator Corporation within the programs and policies established or approved by the President and the Board of Directors. His authority will be commensurate with his responsibility and with the

position of General Manager which I held for many years.

On behalf of the Board of Directors and as President, I bespeak the earnest cooperation with Mr. Connaughton of everyone in the Wheelabrator organization toward continuing and extending Wheelabrator's success and growth.

OTTO A. PRAY
President



Brings Broad Experience to Wheelabrator

Mr. Connaughton was born and reared in Hamilton, Ohio, and began his varied career as a messenger boy at the Hooven-Owens-Rentschler Company of that city in the year of 1928.

Educated in Mechanical Engineering

Later he pursued other assignments, including draftsman and sales engineer, while taking the Cooperative Engineering course at the University of Cincinnati. He received a B.S. degree in Mechanical Engineering in 1937. While attending the university he earned letters in baseball and basketball.

Broad Managerial Background

Mr. Connaughton advanced to District Sales Manager, General Sales Manager and on through many important posts with Hooven-Owens-Rentschler Company. This firm, through acquisitions, became the Baldwin-Lima-Hamilton Corporation.

His last position with Baldwin-Lima-Hamilton Corporation was Vice-President and General Manager of the Eddystone Division, which employed up to twenty-three

thousand people. He was a member of the Board of Directors, the Executive Committee and the Finance Committee of that company. Mr. Connaughton joined Sterling Precision Corporation as President of its subsidiary, American LaFrance Corporation, in the spring of 1956.

Director of Top Companies

Our new Executive Vice-President is a member of the Board of Directors of American LaFrance Corporation, Elmira New York; Sterling Precision Corporation, New York City; Yawman & Erbe Furniture Company, Rochester, New York; Arrow Metal Products Corporation, Detroit; Kirk Machinery Corporation, New York City; United Welding Company, Middletown, Ohio; Fabricated Steel Corporation, Hamilton, Ohio; and now of Wheelabrator Corporation.

Will Reside in South Bend

Mr. Connaughton now resides in Wayne, Pennsylvania (Philadelphia) with Mrs. Connaughton and their children. The Connaughtons have three sons aged 16, 14 and 6 and one daughter, 11. His family will establish residence in South Bend as soon as possible.



FINE RESPONSE FROM SCHOLARSHIP WINNERS

The spirit of appreciation is a fine attribute regardless of the attending circumstances under which it is found. It has that quality which brings deep satisfaction to giver and receiver alike.

In this regard we wish to refer to the three young men who received the Scholarship Awards sponsored by Wheelabrator Corporation, and who were featured in the last issue of *PARADE*. That they fully realize the deep benefit of such grants is apparent from the letters which they sent to Wheelabrator Management recently, and which are reprinted here:

Dear Mr. Andrus:

I would like to express my deep gratitude and appreciation to you and the Wheelabrator Corporation for the Verne Minich "Founder" Scholarship. I will do my best to make a success of this wonderful opportunity to further my education. Thank you for your confidence in me and your furtherment of the education of the youth of this community.

Yours sincerely,
JAMES L. SNOWALTER

Dear Mr. Pfaff:

Please accept these humble words of thanks for the scholarship to Notre Dame, a wonderful gift of gifts. It is indeed a great thrill, and at the same time, a great responsibility to represent

you and the Wheelabrator Corporation, as a part of the University of Notre Dame.

Since my college life will determine in great measure the course of my later life, I begin to see this gift as a gigantic doorway to the future.

The only thing which I could possibly do in accepting this gift is to tell you that with the help of God I will try my best to fulfill the trust you have placed in me.

Not being able to express in any other way my gratitude at this moment, I would like to thank you and the other gentlemen who have given me this key to the door of my future.

Respectfully yours,
EDWARD STRAUB

Dear Mr. Schindler:

As of Monday, May 27, I have been officially notified by the University of Notre Dame as the recipient of the Otto A. Pfaff Scholarship.

I don't know how to thank you for this opportunity to finish school. Not every one is fortunate enough to receive such gratitude, but you gave me the chance. As a result, I won't try to do my best — but will do my best.

Graciously yours,
EMIL A. ZERNICK

REGIONAL ENGINEERS COME HOME

The Dust & Fume Control Division held a conference in the home office June 4-8, at which time Wheelabrator Regional Engineers met with Michawaka personnel. The conference was formally opened by Les Andrus, leading the various discussion groups were Bob Pring, George Roper, Ken Blessing, Clyde Snyder, Charles De Creene, Fred Lindahl, Jim Davidson, Dave Hlywinger.

The purpose of the meeting was for the free exchange of ideas and information relative to the success of our Dustlube Collectors. Areas of discussion covered were research, engineering, production, sales and new markets and applications.

Others attending were: Frank Culhane, Gordon Dick, Lionel Grooms, Frank Herbison, Clair Hoffman, Tom Maccraft, Len Nelson, John Pheasant, Ken Ogilvie, Earle Swanson and Clayton Dinger.

GOLF STANDINGS

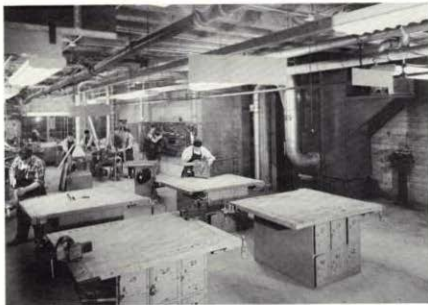
We are sorry that space limitations do not allow us to give a complete rundown of the Wheelabrator Golf League, but this is how the leaders lined up as of June 1:

Team	Wins	Loss
D. MacMillan-J. Hill	5	0
C. Ginger-K. Blessing	4	1
R. Gibbons-J. Casella	4	1
A. Deal-R. Tormons	4	1
J. Lefter-S. Wagner	4	1

Wheelabrator Folks on the Job



WILLIAM KING, Suel Shop, came here in September, 1952. Previous to that, he had been with the Army in Korea. Bill is employed here as a Verne Broke Operator. He is married, has two children, Bill says that his outside activities are confined largely to bowling and hunting.



DUSTUBE GOES TO SCHOOL

Our equipment is not confined strictly to industry but has found its way to school. A Wheelabrator Dustube has been ventilating the various machines in the woodworking shop at Lawrenceburg Consolidated High School, Lawrenceburg, Indiana. Local officials, as well as those of the State Board of Education, have expressed complete satisfaction with the performance of the equipment.

Not only has dust been eliminated

from the woodworking shop, but from all areas of the school. The janitor has remarked that the building is so much easier to keep clean than formerly. The air from the Dustube is recirculated to the shop working area.

Although this installation is not a large one in itself, it is significant in that an entirely new field has been opened for the sale of Dustube equipment. Note the clean appearance of the woodworking shop as shown here.

CHANGES MADE IN WHEELABRATOR OFFICERS

At the Annual Board of Directors' Meeting held June 13, corporate officers of Wheelabrator Corporation were elected as follows:

Honorary Chairman of the Board, Verne E. Minich; President, Otto A. Pfaff; Executive Vice-President, James F. Connaughton; Senior Vice-President, Harold M. Miller; Vice-President, Leslie L. Andrus; Vice-President, Stanley Kreszewski; Secretary-Treasurer, Jacob A. Schmidt, Jr.; Controller, John M. Wolf; Assistant Secretary-Treasurer, Edward T. Sullivan.

The Executive Committee is composed of: Leston F. Faneuf (Chairman); R. Sherrard Elliott, Jr.; Albert Fink Milton; Otto A. Pfaff; Walter A. Yates; James F. Connaughton.

Other Board Members, in addition to those on the Executive Committee, are: Leslie L. Andrus, Albert M. Austin, Fage Muffy, Harold M. Miller, David M. Milton, Verne E. Minich, and Ray P. Whitman.



FOUR GENTLEMEN FROM ARGENTINA

We had four visitors from South America recently in the persons of Domingo Gatto, President of Garof S.R.L., Buenos Aires, Argentina; Victor Geranio; R. Harant, DeSai S.R.L., Buenos Aires; Mr. Sagallo, Acting as host was Bob Riordan, Export Manager.

Garof S.R.L. is an important manufacturer of household refrigerators and refrigerator compressors. They are planning to expand their operations, so spent a day with us to find out about the latest developments in blast cleaning in foundries. They have been working with our agent in Buenos Aires, Ing. Pedro Herrendorf of Eisa-Argentina.

In the picture, seated left to right, are: Mr. Gatto, Mr. Geranio, Mr. Harant and Mr. Sagallo. Standing are Bob Riordan and Frank Pedrotty.

The Passing Parade

PARADE REPORTERS



HILDRETH BOEHNLEIN
Machine Shop - Stock Room



FLORENCE DUNCAN
Office - Engineering (Downstairs)



MARIE MENZIE
Office - Engineering (Upstairs)



MILFERD GARDNER
Steel Shop



ROY CHEVRE, JR.
Steel Shop Plant



FRED BISHOP
Foundry



ROBERT GEORGE
Steel Shop (Nights)

Ed Vaughan and his wife have a newly adopted daughter, Susan Marie. Ed is an Abrasive Salesman in the Cleveland territory. Congratulations to the happy family. (M.M.)

Our congratulations also to Doris and Dale Hesch (Doris formerly worked in Dust & Fume as Doris Schmeltz). They have a baby girl, Diana Kay, born May 18. (M.M.)

Margaret and Leon Yoder (Margaret formerly worked in Sales) have a daughter, Kimberly Dawn, born on May 5. (M.M.)

Shirley and George Engelhardt (Shirley formerly worked in Abrasive Division) have a son, Eric Lee, born May 13. (M.M.)

Frank Pedrotty, Sales, recently went to Indianapolis, as a delegate to the state convention of K. of C. Mes. Pedrotty accompanied him. They were able to attend the time trials at the Speedway, plus a dance Saturday night. There were luncheons, teas,

card parties, etc. for the women in the crowd, and the convention attended church en masse on Sunday morning. Between the above activities as well as a parade, they managed to have business meetings, too. Frank is a Past Grand Knight of this lodge. (M.M.)

Margo Maurck, Dust & Fume, is now Mrs. Wm. J. Netzel, having been married on May 18, in a lovely ceremony at St. Anthony's Catholic Church. (M.M.)

Dave Lysinger, Dust & Fume, was general chairman for a Jaycee Park Festival held in June. Dick Feaska, Sales, and Jim Hill, Sales, were on some of the committees for this affair. As this is civic work for the benefit of the entire city and its youth, we're proud of the work done by this group. (M.M.)

All the Regional Engineers of the Dust & Fume Division were here for a sales meeting in June for several days. (M.M.)

Barbara and Bob Wallace are the proud parents of a son, Mark Lee, born June 3. Bob works in the Stockroom and Barbara formerly worked in Parts Service. (M.M.)

Dick Kanouse, Engineering, and Ruth Wishard, were married June 8, at First Methodist Church, Osceola. Congratulations and best wishes, Mr. and Mrs. Kanouse. (M.M.)

ENGINEERING DEPARTMENT has gone "Joe College" for the summer. The following college students are working here for the summer months: Carole Lehman, Gordon Jullu, Ronald Hamilton, Dennis Zawierucha, Emil Zerotik, James Bojer, Charles Hossey, Joe Militea. (M.M.)

Engineer Billings has our sympathy in the death of her mother, Mrs. Minnie Boehner, June 8. (M.M.)

Jenn Seybold, Sales, had a nice vacation this year. She and two girl friends drove thru the Ozarks to Lake of the Ozarks, where they spent some time. (M.M.)

Shirley Gooley, Files, received the very nicest graduation present of all, we think. She is now the proud owner of a sparkling diamond, given her by

her boy friend (now fiance) before the graduation exercises. Incidentally, Shirley is a baton twirler for the M.H.S. Band, and teaches baton twirling. (Lune forms to the right, boys.) (M.M.)

On May 23, 1957, Janice Ann made her grand entrance weighing 8 pounds 7 ounces to the proud and very happy parents by the name of Dolores and Alfred Verbeke. We offer our congratulations to Dolores and Butch and wish them many happy years with their new family. Dolores formerly worked in the Stockrooms Office for Hart Baugher. (H.B.)

Gene Wickerson has come back to work after a week of his vacation. When asked if they got all their house cleaning done his reply was "No, not all of it." I guess he got in some golf playing also. (H.B.)

Bob Gay and his family spent the Memorial Day week end in Columbus, Ohio and Lincley. New York visiting with his wife's parents and sister. (H.B.)

The Wheelabrator Golf Outing was held in the South Shore Country Club at Syracuse, Indiana, on June 29. This outing was sponsored by the Athletic Association. (H.B.)

Nancy Conley, Stockroom Office, along with her parents and family will spend their vacation in Prophetstown, Illinois visiting relatives. (H.B.)

Robert Gibbons and his family left Saturday, June 8, for two weeks va-

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Joseph Flory, Editor

cation in the sunny south. They visited in Lakewood, Palm Beach and other places of interest in that section of the country. Gibby will be sure to have a red spot on the top of his head where his hair is on the thin side if he doesn't wear a cap. (H.E.)

Margaret Harrington and family are spending their vacation at Silver Lake, Hart, Michigan, this year. Hope you have a good time and get a good sun-tan. Marge. (H.B.)

It's good to see Harold Miles back at work after several months absence due to illness. (M.G.)

William "Shorty" Ryman underwent surgery to correct a heart condition recently. He was out for 12 days. (M.G.)

T. T. "Woody" Wood, formerly Steel Yard Crane Operator, now retired, recently had cataracts removed from each eye. (M.G.)

"What a great deal of ease that man gains who lets his neighbor's behavior alone and takes care that his own actions are honest."

— MARCUS AURELIUS (M.G.)

Frank Morin came back to work on May 20. He underwent an operation for removal of a deep-seated cataract on the left eye on March 7. Frank says he feels all right now and his vision is good. (M.G.)

Noreen Tarring, First Aid, has refused the \$2.98 offered on her car. She says that it is the only car which will allow you to close all windows and doors and still have air conditioning. (M.G.)

"You can't depend on your judgment when your imagination is out of focus."

— MARK TWAIN (M.G.)

A group of Wheelabrator folks under the sponsorship of the Athletic Association chartered a bus on Sunday, June 2, to go to Chicago where they saw a double header between the White Sox and Detroit Tigers. They report seeing two fine games, with each team taking one of them. (M.G.)

"A frustrated woman is the wife who finds an unmailed letter she gave her husband to mail six months ago, in the pocket of the coat that had been home during that period to have a button sewed on it."

— DALE AHERN (M.G.)

We would like to introduce Matthew J. Rutkowski, Stationary Room, who has come to work at Wheelabrator. Matthew lives with his wife and four children, David, Philip, Lynn, and

Mark at 2101 Milburn Boulevard, Mishawaka. (F.D.)

Congratulations Sherri Pirka, Downstairs Engineering, and Gene VanFagmel, Engineering, who were married June 8 at St. Joseph's Church. They will be at home at 411 West Battell, Mishawaka after June 23. (F.D.)

Vicki Freda, Purchasing, left us May 21 to live in Pittsburgh where her husband has taken a teaching post as Professor in the Metallurgical Department at the University of Pittsburgh. He received his Degree of Doctor of Philosophy in Metallurgy at Notre Dame, June 2. (F.D.)

Fat Stuehlinger, Switchboard, attended graduation at Jamestown University, Washington, D.C. on June 10, honoring her nephew. Enroute she stopped at Cleveland to visit her son, Jerry. (F.D.)

We wish to congratulate Jim Biller and his wife and welcome their new son, Scott, born May 17 — Weight: 8 pounds and 14 1/2 ounces. (F.D.)

Hello! to Carol Lehman, back to work during summer recess in Downstairs Engineering. (F.D.)

Our best wishes go to Doris Sterzik, Downstairs Engineering, who is engaged to Jerry Wierzbinski. (F.D.)

Janet Abblett, sister of Carol in the Sales Department, has come to work at Wheelabrator in the Purchasing Department. (F.D.)

Bud Hornbeck, Time Study, has a problem. He can't decide whether to dig out the floor, or take the roof off the garage (or spend his vacation in the garage), in order to get his new house trailer on the road. You see, Bud build the trailer inside the garage. Got any suggestions? — the slide rule doesn't help. Dimensions 19' x 8' x 8'. (F.D.)



NEW FACES

Orville Aker, Steel Shop; Russell Kyle, Tabulating; Karl Smith, Engineering; Tom Simonds, Sales; Cass Clay, Sales; Bob Davis, Sales; Janet Abblett, Purchasing; Matthew Rutkowski, Accounting.

NEWS and VIEWS of Wheelabrator Products

This is a voluntary statement from a customer who uses a Tumbblast in his job heat treating shop:

"Since changing from chilled iron to Steellets, our down time is nothing near what it was formerly. Not only does our machine hold up better — so does the abrasive. It figures out that we have 5.44 to 1 abrasive savings with Steellets, or a 36.4% money savings.

"About parts — (the installation of Long-Lyfe Parts has reduced our overall maintenance costs by 50%. I would venture to say that the life ratio of Long-Lyfe Parts to others is 50 to 1. Those newer multi-section parts have advantages over the single section type in that they are easier to handle and easier to replace."

This is the jet age and our Company and equipment are performing certain important phases in it. The Ex-Cello-O Corporation of Elwood, Indiana, is engaged in the production of jet engine compressor blades. To give these blades increased fatigue life Wheel-peening is necessary. This is done in two 8-wheel belt-conveyor shot peening machines, using Wheelabrator Steel Shot.

At the Ex-Cello-O plant two types of blades are premed — steel and titanium. There are 11 sizes of blades made here, with most of them going through 60 different operations in the process of manufacture.

The Joy Manufacturing Company, Michigan City, produces many sizes of portable and stationary air compressors and drills of various types for the mining industry. Gray iron castings and welded parts from hot rolled steel are cleaned in a 2-wheel car-type Wheelabrator room.

Certain of the castings constitute both a frame and a crankcase for the compressor. It is imperative that the interior especially be thoroughly cleaned. Sand or scale not removed could drop off into the oil of the assembled machine.

Don't fight a problem — work to find a solution.

Success is the total of many little things well done.

It's a fact that carelessness adds to the cares of life.

M A P I ----- A SYMBOL OF PROGRESS

Our Company is a member of Machinery and Allied Products Institute, an economic research center organized in 1933. MAPI is dedicated to the public welfare and the interest of industrial equipment producers, through a better understanding of the role of capital goods (equipment which is available for, or employed in, future production) in our economy.

Several of our people have been associated in one capacity or another with MAPI. Harold Miller has served as a member of the Accounting Council, and Julie Skene served on MAPI 9th Conference on Capital Goods Economics. Jack Peckard, Bob Orth, Bud Rich and Phil Jordan have attended various seminars and meetings of the organization.

Services

MAPI is not an organization which entangles itself in theories, but functions in a practical way for the good

of all. Among other things, it conducts a bulletin service covering significant industrial trends and current government developments. It carries on an educational program pointed not only to industry, but labor, colleges and the public. It provides forums and seminars for the exchange of ideas, experiences, and solutions to common problems of industry. Wheelabrator personnel who have attended various clinics of MAPI agree that it is a potent force in our national economy, and of real benefit to Wheelabrator.

There are numerous advantages to our belonging to this organization which it is impossible to deal with in detail here. One is that we are able to make practical use of their approach, methods and findings.

Results of Super Tumbler Survey

Using the approach and methods of MAPI, our Company began a detailed survey on Super Tumblers in the field. We obtained a complete and accurate

picture of how this machine is operating and the yearly cost to the customer. With the various costs broken down as they are, it is possible to tell at what service life a machine should be replaced for maximum savings to the owner. These survey sheets are a powerful sales tool in helping our Sales Engineers present the Super Tumbler story to prospective buyers.

Taking four of the survey sheets at random, here is what we find they did as sales tools: One customer was shown that he could save \$7,182 a year by replacing his present equipment with a 14 cu. ft. Super Tumbler; another, \$9,899 by buying the same type machine; another saved \$13,221 by purchasing a 28 cu. ft. Super Tumbler; still another saved \$16,695 by replacing an obsolete Wheelabrator with a new 14 cu. ft. Super Tumbler.

Results such as these leave no doubt as to the value of Wheelabrator association with MAPI.



ALL ABOARD FOR BELGIUM!

This Sandcutter was made for a subsidiary of American Radiator & Standard Sanitary in Belgium recently. Shortly before being crated for shipment it was given a final inspection and "christening" by two glamorous Wheelabrator girls of Belgian extraction. On the left, Carol Goehalein and on the right, Odette De Vos. No, the girls are not standard equipment on the Sandcutter.



"He may be neat around here with your Profit Sharing Time— but I can't see get him to pick up his socks around home."

AROUND THEY GO — AND SOME WENT DOWN

Regardless of age, sex or ability on wheels, everyone has fun at a Wheelabrator skating party, such as the one sponsored by the Athletic Association at Bock's rink on the evening of May 18. The estimated attendance was 150 children and adults.

Here are pictured a few of the highlights of the affair, insofar as your cameraman could capture them.



It's amazing what can be accomplished by some of our Wheelabrator people during their spare time. An example of this is the "rug craze" which has hit the girls in all areas of the offices. They have literally fashioned miles of yarn into attractive throw rugs of numerous colors and designs. One rug maker says that it required 16 skeins (1152 yards) to finish her rug.

The picture here is typical of many other groups who gathered for a few minutes just prior to starting work for the day or at lunch hour. In this group, left to right, are: **Rosemary Velleman, Robbye Lou Dunn, Virginia Golbs** and **Charlotte Davis.** Rosemary has completed three rugs and Charlotte is reported to be the instigator of the "crochet craze" at Wheelabrator.



SURPRISE

This little get-together took place in the Foundry on May 17, and was the last day of single blessedness for **Al Van Horecke.** The next day he was married to **Ramona Weiler** in St. Bavos' Church, Mishawaka. His fellow workers presented him with a set of cutlery — so all that Al needs to worry about is getting the food to go to work on. Best wishes, Al and Ramona!

THE SHOW BEHIND THE SHOW

In most selling activities Wheelabrator Corporation goes to the customer with the glory of our products — direct mail, magazine advertising, personal calls, etc. Another form of telling the Wheelabrator story is the industrial trade show, where, in a sense, one might say that the customer comes to us. Thus it is necessary to "put our best foot forward" if we are to interest him enough to stop at our booth. This is because we are usually competing with hundreds of other exhibitors, with the attendance ranging from several thousand at the small show to as many as 60,000.

Thorough Planning Necessary

The Company participates in several shows of national importance, such as the Foundry Show, Metal Show, Chemical Show, Tool Show, Welding Show, Plastics Show, Mining Show, LP Gas Show and Iron & Steel Show. Since we exhibit at an average of six shows a year, long range pre-planning is important to insure that each show goes "on the road" smoothly and without serious hitch.

In the early days of the Company, the Foundry Show was the only one in which we engaged. However, as new markets, processes and products developed, it became necessary to show at a growing list of national exhibits.

As we become aware of important new markets, we examine the advan-

tages of taking part in those shows which coversuch fields.

Initial Steps In Show

Several months before the beginning of a new year, a carefully worked out budget is presented to Management so that necessary funds are approved for show activities.

The first step in a particular show is the selection of space from a blue print of the show area. Having pre-planned an exhibit, at least in a general way, it is then simple to select a suitable space.

Then comes the selection of the proper equipment to be displayed. The final decision comes only after detailed discussions among many people, such as the heads of General Products Division, Abrasive Division, Steel Division and Dust & Fume Division.

Teamwork is Essential

General discussions of the overall display problems are held in order to pin point the objectives of the exhibit. This affords the Advertising Department the opportunity to coordinate exhibit plans with the wishes of the Sales Department.

Next, a Sales Order is prepared covering each item of display equipment. This must be issued in sufficient time to allow the shop time enough to complete the order well in advance of the opening of the show.

At this point a "Control Chart" is prepared, covering each facet and problem to be handled in developing the exhibit. On some of the larger shows, details listed on this chart may run into several hundred individual activities. This chart is essential in following the program of all phases of the show and of assuring that each individual carries out his responsibility.

Final Stages

Final steps concern discussions with the display builders — the point at which general plans are organized into a pictorial treatment that illustrates in three-dimensional form exactly what the exhibit will look like. This includes copy, illustrative material, product displays, furniture arrangements, equipment arrangements, etc.

Now each phase of the exhibit is pointed toward a deadline set approximately two weeks in advance of the show. After a final test run of the equipment to be displayed, the exhibit is prepared for shipment and scheduled to arrive a week in advance of the opening. One to three Service Engineers are assigned the job of erecting the equipment at the booth. The remainder of the exhibit is installed by the display builders.

The show is now "open for business."

ORIENTALS LOOK IN ON WHEELABRATOR



IN MEMORIAM

Robert Hadaway passed away on Friday, June 7. He was a brother of Margaret Hadaway, Secretary to Mr. Pfaff. We wish to extend our sincerest sympathy to Margaret and other members of Robert's family in this period of grief.

Two men of Japanese birth visited our plant recently. They were H. Sakakibara and Hiroshi Takeda. Mr. Sakakibara is a representative of Mitsubishi International Corporation, Wheelabrator agents in New York. Mr. Takeda represents the Kawasaki Steel Corporation, Tokyo.

The two were shown through the offices and shop by Bob Riordan, Export Manager. While here, they had the opportunity of seeing a special machine in the process of construction — a roll edge cabinet which is going to Kawasaki Steel Corporation.

Here we see the two visitors engaged in the operations of Arnie Meisel, Machinist, as he works on housings for rotary valves. At the left is Mr. Sakakibara — in the middle, Mr. Takeda.



GIFT TO HELEN KELLY

This was the scene recently upon the departure of **Helen Kelly** of the Advertising Department. The Jullanna Club girls presented her with an automatic electric pressure cooker.

Helen came to work at Wheelabrator on October 2, 1950, and made a host of friends here since that time. We shall all miss her ready smile and her willingness to do a favor for anyone. Best wishes, Helen, in your new post.



ALL YE WHO GATHER IN MY NAME . . .

Although their time is quite limited, there is a group of men who get together in a worthy cause immediately after lunch is finished each day. The purpose is to assist in the spreading of the Gospel. The meeting is held in the area adjacent to the First Aid Room.

Leading the service each day is **James Beck** of the Steel Shop, who was only recently ordained at the Midwestern School of Evangelism in Iowa. The prayer group was formed more than a year ago by **Wilber Boyer** and **Bob Becker** of the Steel Shop, whose intention was to promote mass prayers for world peace and the sane use of the atom bomb. They were soon joined by other Steel Shop men, **Henry Woolley**, **Henry Butler** and **James Beck**. Today the group numbers 25-30 who meet regularly to hear the word of God.

Everyone is welcome to stop and listen to the services.

? OF THE MONTH

From time to time the Editor of PARADE asks a specific question of a Wheelabrator employee which he thinks may be of interest or inspiration to other employees. The latest question was, "In your opinion, what is the most important phase of daily living?" Here are several answers.

"To give something tangible in return for everything you receive — otherwise you are a cheat."

Marion Wilch (Plant 2)

* * *

"I think the freedom we enjoy as American citizens, and the things nature provides for us in this great country of ours."

Clyde White (Plant 2)

* * *

"In my opinion, the most important phase of daily living is getting along with one's fellow man. Knowing what to say, how to say it, being kind, witty, sympathetic and understanding are the means by which we live a rich life. Without this means, life would be empty."

Barbara Pitts (Dust & Fume)

* * *

"To do unto others as you would have them do unto you — trying to live with the other fellow in mind as well as yourself."

Bruce Berger (Engineering)

* * *

"Keep busy — have some kind of hobby. Mine is the outdoors, working with flowers and gardening. Also really try to get along with all people. We should treat everyone with respect — it pays off later on."

Leonard Hupperl (Guard)

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"In all our speech and actions we should think not only of ourselves, but of others . . . If we expect common courtesy and consideration from others, we must first extend it. If we are moody at times, try not to allow it to affect our fellow workers and associates."

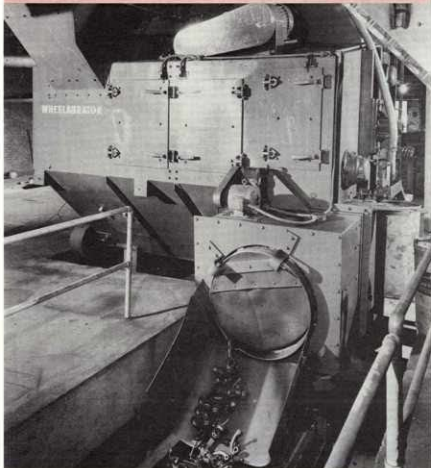
Delia Brandert (Advertising)

* * *

"Probably one of the most important things about daily living is trying to get along with people with whom you come in contact."

John Williams (Foundry)

WHEELABRATOR INVALUABLE in PREPARING KITCHENWARE



A 36" Continuous Wheelabrator Tumbler has revolutionized operations at the New Britain, Connecticut plant of Landers, Frary & Clark. This firm, founded in 1842, specializes in the manufacture of quality kitchenware—under the brand name of UNIVER-SAL. Products include food choppers, coffee makers, vacuum bottles and various electric housewares.

Maximum Efficiency

The 36" Continuous Wheelabrator replaced two batch-type Tumblers which had given 20 years satisfactory service, but which naturally could no longer compete with this new machine for maximum efficiency in all areas of operation.

The folks at the New England firm are enthusiastic in their appraisal of the machine — "Maintenance of the new unit is much simpler... the parts last longer, and are easier to replace... total operating costs are much less."

In conclusion, they have this to add: "The surface cleanliness of the work has been greatly improved. Since we are dealing with products that are used in the kitchen, this factor is all-important. The meals and vegetables that go through a chopper, for example, are in contact with most of its working parts, so it is necessary that we provide a smooth, attractive surface over the entire unit. This is the basic job which the Wheelabrator does for us."

As shown here, an overhead conveyor feeds castings into the machine, with the cleaned castings being discharged onto a conveyor recessed into the floor.



YOUNG AMERICA STEPS ALONG

New horizons are opening up for this group of young people, all recent graduates of Mishawaka High School. They have been working here part time, but will now enter upon a full time schedule. Our Company has long made it a policy to welcome Young employees in to the organization, even though they still had studies to complete. We wish each of these graduates the best of fortune in their expanding field of endeavor.

Left to right are: John Keller, Clara Huenerkopf, Nancy Hoskins, Nelson Hill, James Hushower, Karen Hyska, Helen Tavares, David Hazz, Julie Fuson and Shirley Gooley.

DICK SZWEDA

It appears that Dick Szweda, Tabulating, is the center of attraction for those girls of the department, but it was a question of making the most out of an opportunity. You see, Dick passed out of circulation the next day when he married Mary Jane Wittmer in Christ the King Church in South Bend. His fellow workers presented him with a salt and pepper shaker and a hand mixer.

We wish the newlyweds a happy married life!

