

WHEELABRATOR Parade

Vol. 18, No. 1

January-February, 1959



A brief tribute to our founder, the late Mr. Minich, and the many years he devoted to building and developing our company, appears on pages two and three.

Verne E. Minich



OUR FOUND

A great many members of the Wheelabrator family never had the privilege of meeting our founder, Mr. Minich. It's been a number of years since he resided in our community, but he always maintained a keen interest in our company and employees. It is fitting that this issue of PARADE pays tribute to his memory.

We do this well aware that it is impossible to add additional tribute to a man who has already immortalized himself among those of us who were fortunate enough to know and work with him and those of us who are privileged to work in the shadow of his legend.

Verne E. Minich was a man who conceived a dream of a salable product, nurtured it with perseverance and toil, saw it tempered with disappointment, and eventually witnessed its 50th Anniversary as the world's leading manufacturing concern in its field.

He was born in Bucyrus, Ohio, and grew up on a Kansas farm. He was always a firm believer in the American tradition that hard work is the key to success.

Early Business Experience

He left the farm as a youngster shortly before 1890 and worked in Nebraska as a book agent, selling primarily to school principals. He was promised payment in straight commissions for his accomplishments, and was a successful salesman in that he "closed" an unusually large number of orders. His first major disappointment in the world of business came when his employer became insolvent — owing young Minich many back commissions that were never paid.

Disappointment and despair can be poles apart. Disappointed, young Mr. Minich would have no part of despair. It wasn't long until he got into another business venture . . . selling blank books used by storekeepers for recording their business transactions.

He then formed a "selling partnership" with a friend and eventually built up a wholesale business handling court house supplies, steel pens, etc. that was highly successful. However, there was a certain restlessness in Mr. Minich's spirit and he began to look about for a business situation with greater expansion possibilities.

By this time Mr. Minich had married, and he hoped to find a new and more promising position that would

eventually take him "off the road." He went to work as a traveling salesman with a product mix consisting of coffee mills, rat traps, small show cases, etc. One of his early customers was Mr. William Wrigley, later to achieve fame and fortune with his chewing gum empire. After a brief time on the road, Mr. Minich was appointed sales manager for this firm and soon tripled their sales volume.

His body and mind housed the spirit of the pioneer—always looking to the future and eager to mount the next ridge in search of greener valleys beyond. By 1898 he had become interested in a position with the American Soda Fountain Company and he became their assistant branch manager in Atlanta, Georgia.

Accepting this position meant that the Minichs had to give up their first home in Greenfield, Ohio. This proved a much more difficult decision than any business risk involved in the change of positions. He remained with American Soda Fountain Company for three years — and rose from an assistant branch manager in Atlanta to branch manager in New York and then spent a year in Philadelphia in a managerial position in one of their factories.

Advent of the Automobile

Our country was entering the era of the automobile and Mr. Minich realized its business potential. He began a personal letter campaign to leading automobile manufacturers of the time, offering his services and vast sales experiences.

The Haynes Company of Kokomo, Indiana, invited him to visit their plant. They were well-impressed with Mr. Minich's capabilities and hired

him as Sales Manager. After one year as Sales Manager, he was appointed General Manager of the company.

National Cash Register solicited Mr. Minich to join them in Dayton, Ohio, as Assistant to the General Manager. He accepted this position and was soon advanced to Advertising Manager and directed their printing department, supervised mailing lists, and all other functions of the department.

The lure and the promise of the automotive industry again beckoned to Mr. Minich. He left National Cash Register and became Commercial Manager of Franklin Automobile Company. His responsibilities included the management of all sales activities.

A Conversation Shapes His Future

While working for the Franklin Company, Mr. Minich became engaged in a conversation with one of his Branch Sales Managers, who mentioned a "sand cutter" his brother-in-law was interested in.

The indomitable curiosity of Mr. Minich was on fire — what was a "sand cutter"? How widely could it be used? Where could he see this machine?

These and a host of other questions led Mr. Minich to take several days off to visit Piqua, Ohio, and the Stockham Homogeneous Sandmixing Company. This visit marked Mr. Minich's first view of a foundry and gave him a better concept of an industry in which he was to play a prominent role in the coming years.

Birth of our Company

He was thoroughly impressed with the potentialities of the "sand cutter" and negotiated for exclusive sales rights in several eastern states. He

ING FATHER

agreed to purchase the machines outright for \$750 and hoped to sell or lease them on an annual basis. The year was 1908 and the first three Sandcutters were installed in Pennsylvania.

After Mr. Minich had personally installed these machines, he was informed that the manufacturing company had sold a machine outright to a Providence, Rhode Island firm for \$750. He realized this would be a disastrous situation if his prospects could buy a machine at the same price he paid for them so he took the first train to Piqua and began negotiations to insure himself that this would never happen again.

Mr. Minich obtained exclusive sales rights for the entire United States and agreed to purchase Sandcutters for \$450 each. In addition to this, he had to pay 20% gross rental fees to the manufacturers. This was certainly not a very favorable agreement, but he determined to do the best he could with it.

Obtains Control of Company

Convinced that the Sandcutter was to be a rewarding venture, Mr. Minich bought up the stock of the manufacturing company and obtained control. He preferred to lease machines whenever possible rather than sell them outright because of the greater eventual return in profits.

His small business was managing to keep its head above water, but additional operating capital was needed if growth and expansion were to become possible. Mr. Minich was put in the position of seeking a loan. He obtained \$30,000 in return for 55% of the common stock and some 7% preferred stock.

In 1919, Mr. Minich again sought complete control of the company and agreed to pay \$256,000 to buy back the outstanding common and preferred stock and to satisfy the loan of \$30,000. Complete payment was accomplished during subsequent years.

Mergers and Growth

Meanwhile, in 1916, Mr. Minich had merged with the American Foundry & Equipment Company of Cleveland, Ohio.

Mr. E. A. Rich, Senior, then operating the Rich Foundry Equipment Company in Chicago, joined with Mr. Minich in 1919. A Chicago plant was built the following year.

In 1920, the Buch Foundry Equipment Company was purchased and their plant in York, Pennsylvania, was operated until the entire company operations were consolidated in Mishawaka in 1926.

Retirement Not in His Plans

At this stage of his life, Mr. Minich had seen the company he founded grow and prosper and he could have easily retired and left the management of his company in younger hands. However, it was not in his nature to lead a life of idleness.

When the economic crash of 1929 came upon the country, the wheels of industry came to a virtual standstill. Foundries were scarcely working, let alone in a position to buy new Sandcutters, airblast equipment, Core Rod Straighteners, etc. Businesses were failing at a rapid rate and Mr. Minich recognized the severity of the situation and determined to pour his time and energy into the task of keeping his company alive. He returned his permanent residence to Mishawaka and remained here from 1930 through 1935.

Birth of the Wheelabrator

During this period, a man named Hollingsworth in Indianapolis had an idea of using the centrifugal force of a bladed wheel to throw abrasive. He had done a little experimenting but had developed absolutely no method of controlling the direction of the blast pattern.

This airless blast cleaning idea appealed to Mr. Minich, much as the first talk of the Sandcutter had years before. He took a trip to Indianapolis to see this phenomenon and realized

that this uncontrolled blast could be developed into an efficient machine if a suitable device for controlling the direction of the blast pattern could be developed.

He negotiated for the rights to further develop and use this wheel. It was his dream that design improvements could make this a very profitable method for blast cleaning, both for his company and for the foundries that would put them to use.

After returning to Mishawaka, the long weeks and months of developmental work began. This work required all the company and personal funds of Mr. Minich, even to the extent of borrowing on his life insurance — a risky venture for a man over 65.

His Risks Rewarded

By 1933, the Wheelabrator was ready for introduction. It was an outstanding success and enabled our company to grow and prosper even though the depression had not yet run its full course.

In 1935, Mr. Minich returned to his farm in Virginia, but continued to make periodical returns to Mishawaka to supervise the growth and activities of his company. He remained President until 1941, when the reins were turned over to **Otto A. Pfaff**. In 1957, Mr. Minich also retired as Chairman of the Board of Directors and became Honorary Chairman of the Board.

Mr. Minich was blessed with a long and active life. His 91 years were crowned with successful achievements.

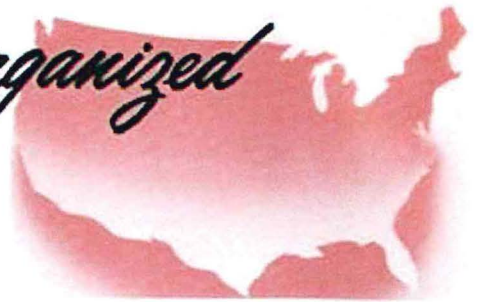
It is the fervent prayer of all his Wheelabrator family that Verne E. Minich will be treated as kindly by his Creator as he treated his employees and fellow men.

Mr. Minich with his Office Staff of 1934



GENERAL PRODUCTS FIELD FORCE

Reorganized



Wheelabrator's field sales force has been reorganized to meet today's changing market conditions.

Business potential and opportunities in particular areas of our country vary from time to time and an alert sales organization must always be ready to adjust to current conditions.

The territorial changes involved include consolidating the Springfield territory with our New York District Office. The eastern portion of the old Buffalo territory has also been added to the area covered by our New York representatives. The Pittsburgh office will be responsible for the remainder of the old Buffalo territory.

The Philadelphia territory is also being extended to include Virginia and North Carolina. The Greensboro Office has been closed and the remain-

der of that territory will be covered by the Pittsburgh and Birmingham District Offices.

The Milwaukee territory has been consolidated with Chicago and the District Office is located in Chicago.

The Cincinnati, Cleveland, Indiana, St. Louis, and Houston territorial boundaries have not been changed. A minor change has been made in the Detroit territory that assigns the small section of Canada formerly covered by them to our Canadian Division.

The West Coast Sales Office will be located in Los Angeles and the areas formerly covered by our Seattle and Salt Lake City District territories will

now be handled by manufacturer's representatives.

These changes that have consolidated some of our District Offices mean some transfers and some reductions in personnel. In several cases, men formerly assigned to offices now closed will maintain their homes in these cities and cover an area of the consolidated territory from their homes under the direction of their District Managers.

The basic aim of this change in the sales organization is to enable us to maintain the same courteous service our many customers have come to associate with Wheelabrator — and at the same time to reduce our selling costs as much as reasonably possible.

WELL-EARNED REST

William "Bill" Crowell, Traffic Manager, has retired. Bill began with our company in July of 1921 in our old Chicago plant. When the company moved to Mishawaka, Bill came along.

He is a spry 80 years young and is looking forward to a lot of good cigars and the opportunity to watch plenty of ball games in the future. His Wheelabrator friends presented him with a new wrist watch on his last day on the job. Bill thanked them all and remarked that "I won't have to worry about my old Ingersoll any longer."

He has made many friends in the area during the last 38 years. The local transportation club held a testimonial banquet for him at the Indiana Club in South Bend on January 22 to show their genuine liking for Wheelabrator's grand old Traffic Manager — Bill Crowell.

Bill is shown at the lower left receiving a plaque from **Mr. Miller, Senior Vice President.** The plaque was given to Bill at his testimonial dinner as a special tribute from all his Wheelabrator friends.

At the lower right, Bill is shown in the center with his son, Russell, at the left, and with Mr. Miller at the right.





Photo by Fabian Bachrach

ON December 31, **Otto A. Pfaff**, Chairman of the Board, brought to a close his 42-year career as an active employee of our company. His capable leadership and organizational ability during these years did much to shape the destiny of Wheelabrator Corporation and its employees.

Among the many employee benefits established during his presidency were: the Wheelabrator Profit Sharing Plan, group health and accident insurance, and life insurance. Throughout the years, he has done much to add meaning to the phrase, "Wheelabrator is a good place to work."

Began in 1916

Young Otto Pfaff's first job was with the old Sand Mixing Machine Company, the name by which our organization was first known. He was hired as an assistant to the Assistant Treasurer in 1916 and began work several days before his high school graduation.

Within three years, he became Treasurer of the company and was elected to the Board of Directors.

Mr. Pfaff was given the responsibility of coordinating the accounting methods and practices of our manufacturing plants in Cleveland, Chicago, and York, Pennsylvania, during the period that they were operated prior to consolidating our operations in Mishawaka. This involved a considerable amount of travel from the gen-

eral offices in New York to the other plants.

Aims at Self-Improvement

Mr. Pfaff realized that formal training coupled with practical business experience was invaluable. He attended evening classes at New York University School of Commerce, Accounting and Finance, where he studied specialized courses in factory management and organization, business administration, etc.

This continuing determination to learn more about the solution of business problems and his ever willingness to assume new responsibilities and duties was very influential in his rapid rise with our company. The President, **Mr. Minich**, began to place more and more responsibilities on his capable shoulders.

In 1926 he became Secretary, in addition to his duties as Treasurer. This was the same year that the general offices and plants were consolidated at Mishawaka.

During the early thirties, when less firmly-established businesses were frequently closing their doors, Mr. Pfaff was called upon to personally supervise our company's purchasing activities in addition to his other responsibilities. He also directed our advertising for a time, and often went into the field to sell equipment.

In 1933, he was elected to the Vice Presidency and became General Manager the same year.

Mr. Minich retired in 1941 and Mr. Pfaff succeeded him as President, continuing as General Manager. He held the Presidency of our company until 1957, when he was elected Chairman of the Board of Directors and succeeded as President by **Mr. Connaughton**.

During his 16-year span as President, our company grew rapidly and expanded sales activities into many

new phases of industry. Our plant, office facilities and personnel were also multiplied to meet the demands of our growing business.

Pfaff Patent

Another interesting fact about Mr. Pfaff that is not known to many of our employees concerns a basic patent that is applied to our steel shot manufacturing process.

When our company was planning to enter the abrasive business, a practical device was needed to break the molten steel into the millions of minute particles that eventually become Wheelabrator Steel Shot.

Mr. Pfaff originated the idea for the present method of using a high velocity stream of water thrown through a wheel as the method of solving this problem.

This is just one of his many contributions to our company that over the span of years cover practically every phase of our business.

Diversified Interests

In addition to Mr. Pfaff's many accomplishments as an executive with our company, he also found time to serve as Director of Bell Aircraft Corp., Signode Steel Strapping Co., St. Joseph Bank and Trust Co. of South Bend, National Castings Council, and the American Foundrymen's Association. He served two terms as President of the Foundry Equipment Manufacturers Association and was a Trustee of the Foundry Educational Foundation. Through the years he has devoted much of his personal time to civic and social activities in the community.

Mr. Pfaff will remain Chairman of our Board of Directors and will continue to assist the officers and directors of our company in an advisory capacity even though he is retiring as an active employee.



The Passing Parade

PARADE REPORTERS

FLORENCE DUNCAN
Office — Engineering (Downstairs)



MILFERD GARDNER
Steel Shop

SEVILLA MAY
Office — IBM (Upstairs)



MAYNARD LESTER
Plant No. 2

There is a mystery on the welding line. What was one of our welders dreaming about when he welded a channel to the flight jig? (M.G.)

Bill Geist, welder, must have been very proud about something the other day. His chest expanded so far that his shirt couldn't stand the strain. "**Doc**" **Stoddard** came to the rescue with a needle and thread. Good thing it wasn't a new boy, or was it, **Bill**? (M.G.)

I'm sure that everyone must have had plenty of turkey and ham over the holidays. There were three of us to make the attack on our turkey, and we could hardly do more than make a dent in one side of it on Christmas day. (M.G.)

February, the month of Washington and Lincoln, is at hand. George Washington was a born gentleman and scholar who gave the colonies the leadership they needed to become a free nation and remain that way.

Abe Lincoln arrived at greatness by "the back road."

This poem, written by John Gould Fletcher, is a fitting description of Abraham Lincoln — a great American with many talents and virtues and one

of the few outstanding humanitarians to hold public office:

Lincoln

*Like a gaunt, scraggly pine
Which lifts its head above the
mournful sandhills,
And patiently, through dull years of
bitter silence,
Untended and uncared for, starts to
grow.

Ungainly, laboring, huge,
The wind of the north has twisted and
knarled its branches,
Yet in the heat of midsummer days,
When thunder clouds ring the horizon,
A nation of men shall rest beneath its
shade.*

And it shall protect them all,

PLANT VISITORS



During the school holidays, **Ross Brower**, (right) 1958 Minich Scholarship winner, and his younger brother, **Don**, came in from their North Liberty home to view our engineering and manufacturing facilities. **Ross** is studying Chemical Engineering at Purdue University.

The **Browers** are shown in our Machine Shop with **Bob Gay**. **Bob** is answering several questions for the boys.

Ross and **Don** are the sons of **Paul Brower**, layout man in our Steel Shop.

*Hold everyone safe there, watching
aloft in silence;*

*Until at last one mad stray bolt from
the zenith*

*Shall strike it in an instant down to
earth. (M.G.)*

Don Martin took a week's vacation over Christmas. **Don** said you would hardly recognize it as a vacation. (M.G.)

George Martin was given two heavy shirts as a Christmas gift. **Marv Powell** also received a Christmas shirt from his **Dustube** gang. (M.G.)

*I'm not afraid of tomorrow; I have
seen yesterday.*

— **WILLIAM ALLEN WHITE** (M.G.)

Bernice Modracki, Purchasing, is speedily recovering from her illness and surgery. Best wishes to you **Bernice**, and we hope you can be back soon. (F.D.)

Mr. Books, Purchasing, announced the arrival of a granddaughter, **Susan Marie**, on December 12, at the home of his daughter and son-in-law, **Mr. and Mrs. Walt Schlegel**, Abrasive Sales (Detroit Office). (F.D.)

Nancy Ann is the name of the daughter born to **Mr. and Mrs. Everett McFall**, Cost, on December 16. **Nancy** has a brother, **Thomas**, who is two years old. (F.D.)

Esther Linn, Engineering, has chosen to retire from the world of business. May your future be filled with happiness and good health, **Esther**. (F.D.)

George Lieser has moved his office to the Techline Plant in Vicksburg, Michigan. We all miss your wonderful sense of humor, **George**. (S.M.)

There are several missing faces in the Billing Department. **Margaret Hadaway** and **Julia Baugher** were working here while their regular office area

was being repaired after the fire damage. Congratulations, Julia and Margaret, on your beautiful new office. We miss you. (S.M.)

Alberta Kaufman gave us all a big scare one day recently. She fell in the office and made a great deal of noise. Fortunately, no damage was done to Alberta, and to keep the records straight, her husband, Paul, had no hand in her accident. (S.M.)

The "firefly", Chuck Stone, of IBM, had planned to live it up on New Year's Eve. But from the reports we hear, Mr. Stone ended up in bed at 10:30. He calls this living it up? (S.M.)

Marge Daugherty is back with us again working in the Billing Department. Welcome back, Marge; it seems like old times again. (S.M.)

The Gerry Grove and Roy Guite families enjoyed another Christmas at Key West, Florida. It was so cold and snowy the day they left, that we thought we would have to get a snow-plow to get them out of Indiana. The Keys had quite a bit of rain during their stay, but they both appeared to have obtained a good deal of that Florida sunshine. (S.M.)

Did you notice the new set of earrings that Del Canarecci received for Christmas? (S.M.)

Wonder if any New Year's resolutions are still intact? (S.M.)



**RESIGNS
AS
PARADE
REPORTER**

Hildreth Boehnlein has resigned as one of our PARADE Reporters. She has devoted much of her personal time over the past five years in assisting us in our effort to give you an interesting and informative magazine. In addition to her regular contributions to *The Passing Parade*, Hildreth has also submitted a number of ideas aimed at improving our company magazine.

Thanks, Hildreth, for your cooperation and assistance.

Mr. and Mrs. Frank Golba have announced the engagement of their daughter, Janet Mary, to G. Kent Keller. Janet is the daughter of Mary Golba, Billing. The wedding will take place in June. (S.M.)

Everyone I talk to had a pleasant time over the holidays. Now it is time to think about our income taxes and paying the Christmas bills. That must mean that spring should be just around the corner. We hope! (S.M.)

Phil Johnson, Engineering, has a nice photo album of "old cars", his hobby. This reporter is still waiting for him to bring it into the office for the rest of us to see. He will someday, if he remembers.

Incidentally, there's going to be a story in PARADE some time soon that will give you the details of Phil's interest in old automobiles. (S.M.)

Did you ever go to a toy demonstration? Lillian Zimmerman, Juanita Young, and your reporter went to one just before Christmas. Gee, it would be nice to be a kid again. All the toys are so much nicer now than they were in the "good old days." (S.M.)

Why don't we:

Realize how fortunate we are that we have health and are able to work every day.

Give thanks to Him for what we have instead of grumbling about what we haven't.

Think about all the good in the people we know instead of all the bad.

Appreciate the value of a nickel as well as the value of a dollar.

Try to get all the good out of each day and each minute.

And last but not least, why don't we pray a little harder and say "thank you" a little more often. (S.M.)

I imagine everyone has finished their turkey and ham by this time. It was certainly a nice Christmas gift from our company. We all say "Thank you" and appreciate it very much. (S.M.)

There are three brand new Gillams that arrived within six days of each other. Ace Gillam and his wife welcomed their fourth child, Michael, born on December 1. Art Gillam and his wife did twice as well; they had

25th ANNIVERSARY



On February 20, 1934, Maurice "Red" Van Poelvoorde came to work for Wheelabrator. In those days there were less than 70 men in our entire shop.

He has spent his entire 25 years working in the Stockroom. He is now group leader in charge of storing materials.

Maurice is married and has one "little red head", a six year old daughter. He lists outdoor sports as his favorite pastime, particularly fishing.

Congratulations, Red, on your silver anniversary as a Wheelabrator employee.

twin's, Mark and Mischelle, on December 6. They now have six girls and four boys. (M.L.)

R. C. Greenlee, Heat Treat Operator, and his wife welcomed a new son, Joseph, into the family on December 10. The Greenlee's now have two boys. (M.L.)

John Woodruff has been hospitalized and underwent surgery recently. We all wish you a speedy recovery, John. (M.L.)

The Abrasive Sales Department has been doing a very good job recently. All of us in the Shot Plant are aware of this — particularly the 23 men recalled before Christmas to meet the ever-increasing demand for our Steel Shot. (M.L.)



SAFETY LESSON

Joe Aesai, Machine Shop, will testify to the value of safety shoes, if there are any men in our shop who "don't believe in them."

Joe is shown demonstrating the clean cut in the leather and outer area of the safety shoe he was wearing a short time ago when a 48" diameter piece of $\frac{1}{2}$ " plate, similar to the one shown in the photograph, hit his foot.

He was unloading the plate at the time the accident occurred, and a hand hoist got away from him. In that fleeting fraction of a second, his first impulse was to grab the hoist, but the edge of the falling plate hit his foot before he had a chance.

A little precaution has saved Joe from suffering a very painful foot injury.

"A man never knows how he is going to react in this type of a situation," says Joe. "It all happens so fast you don't have a chance to think about it. After it was over, I had plenty of time to realize what would have happened to my foot if I hadn't been wearing safety shoes.

"Anyone working in or around a shop like ours is only fooling themselves if they think safety shoes aren't necessary."

PEOPLE & EVENTS

IN THE NEWS

Two movies and a brief discussion on marketing research problems in metalworking industries was presented recently at Wheelabrator by Mr. William Mulder of *Iron Age* magazine. The program was arranged through Mr. A. E. Lenhard, Sales Promotion and Advertising Manager.

The session dealt primarily with the findings of *Iron Age* in regards to the men in metalworking industries by title, by function, etc., that are normally influential in making decisions as to what type and which manufacturer's equipment are to be purchased in a competitive situation.

The information was enlightening and useful although somewhat general in many respects.

In addition to Mr. Lenhard, the following men also attended this session: E. A. Rich, General Sales Manager; K. E. Blessing, Manager of Sales, Dust & Fume Control Division; G. O. Pfaff, Manager Abrasive and Long-Lyfe Parts Sales; J. E. Skene, Manager Special Equipment Sales; P. R. Jordan, Manager Customer Service; G. F. Burditt, Manager Steel Mill Equipment Sales; and R. E. Schalliol and F. D. Watson of our Advertising Department.

Mason Atkins, Steel Mill Division, has been transferred to the Techline Division. Mason is serving as Chief Chemist for Techline. His laboratory is located in Vicksburg, Michigan.

He will be doing a considerable amount of research and developmental work in an effort to improve the present barrel finishing compounds and develop new formulas that will enable Techline to strengthen their competitive position.

Mason majored in Chemical Engineering while in college and had extensive experience in the chemical laboratories of several pharmaceutical manufacturers before joining Wheelabrator.

We wish him well in his new position.

Commander R. E. Gibson, U.S.N.R., recently spent two weeks at Great Lakes Naval Training Center, Great Lakes, Illinois. Ernie has fulfilled his annual military obligation and is now back on the job in our Sales Department.

There was a wonderful Christmas present for 23 Wheelabrator folks in December. Increased abrasive sales during the closing part of 1958 made it possible to rehire 23 men for work in our Shot Plant. This is one more sign that we can expect continuing (even if not phenomenal) improvement in our company's business during the coming year.

Parade Reporters Needed

We need several additional reporters, preferably someone working in or around the Machine Shop, Foundry, or Stock Room area. If you feel that your shift or section of the shop is not being "covered" as well as it should, we would be glad to have you as a PARADE reporter.

You don't have to be an expert and you don't need any writing experience. If you are interested in being a reporter, we will be glad to hear from you. Call Extension 337 or contact any of the present PARADE reporters.

WHEELABRATOR Parade

Published for Employees of

Wheelabrator Corporation

Mishawaka, Indiana

Volume 18 — Number 1

January-February, 1959

NOTE ON PROFIT SHARING

We're sorry that the final 1958 Profit Sharing figures were not available at the time this issue of PARADE went to press.

We can report that the company had credited \$109,112.00 to the trust fund as of November 22, 1958.

As the old year closed, there was ample evidence that 1959 is on its way to becoming a better year for us at Wheelabrator. We aren't anticipating any sales or Profit Sharing records, but we have every reason to believe that we will share in the general economic upturn.

The final 1958 report will be in your March-April issue of PARADE.

THAT ADDITIONAL DEDUCTION

You will notice an increase in your payroll deductions for Social Security and Group Insurance during 1959. The Social Security Tax has increased from 2¼% to 2½%. It is now levied on the first \$4,800 you earn during the coming year rather than on only \$4,200 of your earnings as has been the law in past years. Your Social Security benefits are paid for by equal contributions from your earnings plus a matching amount paid by your employer. Wheelabrator also pays the additional ¼% under this new law.

A notice has been posted for some time on the bulletin boards about the increase in our group insurance rates. If you have any questions about this, contact the Personnel Office.

Education has its drawbacks — it's hard to point out the faults of other nations when you know the history of your own.

Some people don't open the door when opportunity knocks because they are afraid the wolf is trying to get in.

During the holiday period, the General Products Sales, Abrasive Division and Dust & Fume Division enjoyed a group luncheon, an old custom at Wheelabrator that was revived this year.

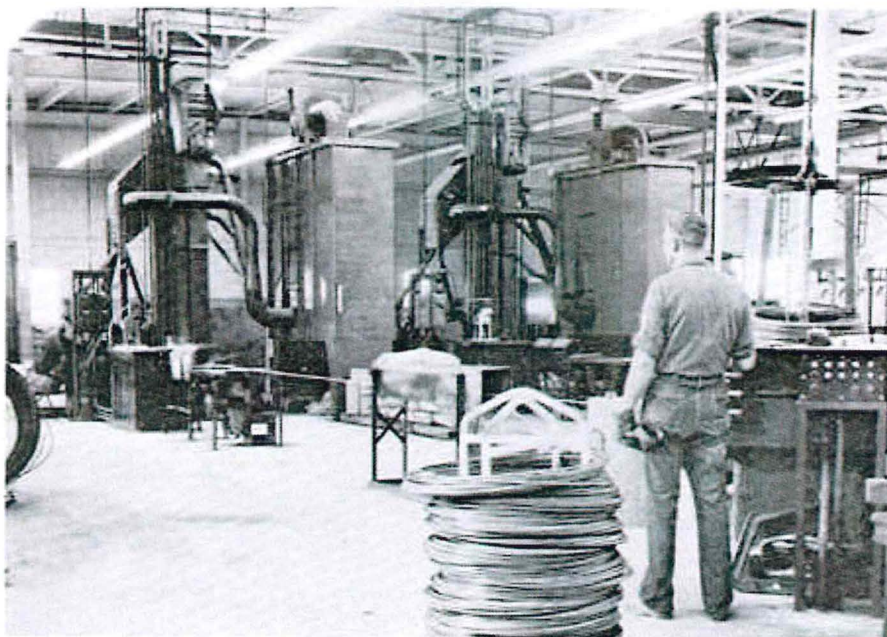
Holiday Luncheon

The girls supplied the salads, deserts, coffee, dishes, silverware, etc., and **Mr. Andrus, Bud Rich,** and **George Pfaff** supplied the ham, baked beans, hot rolls and potatoes.

Everyone enjoyed the luncheon and the friendly informal atmosphere seemed to put all in a holiday mood.



A BRIGHT FUTURE FOR WIRE ROD MACHINES



Wheelabrator wire rod descaling machines have obtained a great deal of recognition in the wire industry. They make it possible for firms that buy or manufacture wire rod to make impressive cost savings when they process the rod into finished bolts, rivets, screws, fasteners, etc.

The Lamson & Sessions Company in Cleveland was the first firm to install our wire rod descaling machines. Now they are using three Wheelabrators to clean the rod they process in their new plant.

They clean the rod and process it through subsequent manufacturing operations in a continuous production line. There is a considerable saving in time and material handling equipment by eliminating the necessity of taking the coils of rod to the pickle house, oiling and storing them after pickling and then bringing them back to the manufacturing department as they are needed.

Lamson & Sessions have made impressive production and capital equipment savings by installing the Wheelabrator process. Their complete satisfaction with their machines has helped us to open up a new field for our equipment.

Junior Achievement

The JATCO Production Department is shown below cutting Celotex board to be used for making bulletin boards. These young people are specializing in a single product.



Final assembly and finishing operations are handled by this group of Junior Achievers shown at the left. They are currently selling their finished bulletin boards faster than they can produce them.

Each Tuesday evening, fifteen high school students meet in the Junior Achievement headquarters on West Wayne Street in South Bend. These young men and women are the principals in JATCO, the Junior Achievement group sponsored by Wheelabrator. (The name they selected is a shortened form of Junior Achievement Teenagers Company.)

They are assisted, in an advisory capacity only, by three Wheelabrator men who help them to "learn the

ropes" of business practices. **John Farabaugh**, Director of Industrial Relations; **Don Swardson**, Abrasive Specialist; and **Ed Huemmer**, Paymaster, will help the youngsters to see the possible alternatives of several proposed courses of action, but when it's time to make a decision, the Junior Achievers are on their own.

John, Don, and Ed seem to agree that it really isn't too important that the company make a large profit or pay a dividend. They want these

young people to learn to accept the responsibilities necessary to achieve success and to learn the consequences if they fail. This is their purpose in working with JATCO and the whole purpose behind Junior Achievement.

Our latest reports indicate that this one product company is currently selling their bulletin boards as fast as they can manufacture them. It seems that they are learning their lessons well.

REDUCING BLAST CLEANING COSTS



George Pfaff, Manager Abrasive Sales, has been appearing on the educational program of many local chapters of the American Foundrymen's Society. He has been speaking on "Reducing Blast Cleaning Costs" and showing the Abrasive Division movie, "Steel Shot" to the foundrymen.

The photo shows George speaking to a recent meeting of the Michiana Chapter of the A.F.S. in the Club Normandy, Mishawaka.

These programs have enabled Wheelabrator to present technical information to the men of the foundry industry on the proper methods of manufacturing necessary to produce a high quality, long-lasting abrasive. In

addition to this, the emphasis on proper maintenance and operation of blast cleaning equipment has helped us to show them that Wheelabrator has a genuine interest in helping them with any blast cleaning problems they may have.

Mr. Pfaff has conducted these programs on an informative level. They are not a direct "sales pitch", but they certainly arouse a great deal of interest in Wheelabrator Steel Shot and the services offered through our Abrasive Engineers.

He has already appeared before six different chapters of the A.F.S. and a number of other chapters have asked him to schedule this program in their areas.

APPOINTED CHIEF ENGINEER



Harold Schulte has been appointed Chief Engineer. He has been Acting Chief Engineer since the resignation of Ken Barnes last April.

Harold is a veteran Wheelabrator employee. He began with us in June of 1940 as a draftsman in our old Experimental Department immediately after graduating from Purdue University. In 1941 he was appointed Service Engineer in Detroit.

In 1943 he was called back to Mishawaka to supervise our Demonstration Department. Harold remained in this job for several years and was then transferred to the Sales Department where he worked until 1947.

He has been in our Engineering Department for the past 12 years, serving as Design Engineer, Supervisor of Proposal Engineering for Special Equipment, Acting Chief Engineer, and is now our Chief Engineer.

Harold is a Registered Professional Engineer in Indiana and a member of the St. Joseph Valley Engineers Club.

Congratulations, Harold. We wish you continuing success in your career at Wheelabrator.

WORDWISE

An honest confession may be good for the soul, but it places a great strain on a reputation.

The man who keeps his head above water leaves no time for grass to grow under his feet.

The man who wants to prove everything he says advertises the fact that he cannot be trusted.

The worker who watches the clock gives the boss reason to watch for someone else to take his place.



ATHLETIC ASSOCIATION OFFICERS AND DIRECTORS

Here is the new slate of Officers and Board Members that will guide the Wheelabrator Athletic Association for the next year. Seated (left to right) are: **Ronald Claeys**, Board Member; **Robert Gibbens**, President; **Delores Burtfield**, Secretary; and **Louis Cookie, Jr.**, Vice President.

The seven men shown standing are

all Board Members. They are (left to right): **Neal Soule**, **Paul Myers**, **Glenn Martin**, **Robert Branscom**, **John Keller, Jr.**, **Bernie Byrd**, and **Omer Boembeke**.

We are sure that the Athletic Association can look forward to another very successful year under this leadership.



BASKETBALL — 1959

The Wheelabrator Athletic Association sponsored team is a very active group. They are currently engaged in league play and at this writing had a 2-2 record.

In the front row (left to right) are: **Bob Kinner**, **Rick Kanouse**, **Frank Walker**, **Glenn Martin**, and **Jim Pringle**. In the rear (left to right) are: **Don DeMetz**, **John Keller**, "Coach"

Karl Smith, **Joe Weinkauf**, **Junior DeKeizer**, and **Art Weber**.

There is a great deal of action and spirit displayed in these basketball games. Why not make plans to come down and watch them play some evening. There is no admission charge, and the team would appreciate a few boosters. Any one of the players can tell you the time and the location of their next game.

"Hoosier Madness" Serves a Purpose

You don't have to be a native Hoosier to catch the basketball fever.

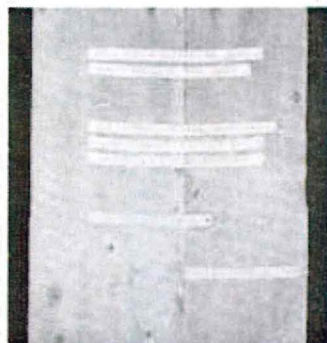
E. A. "Bud" Rich, General Sales Manager, and his wife, Eileen, are originally from Chicago, but when they moved into this area in 1952, one of the first projects after locating on a farm north of South Bend was to erect a basketball hoop and backboard in the barn for their four sons.

The Rich family have been well settled on Clover Leaf Farm on Ironwood Road for a number of years — and the single basket in their barn has developed into two basketball courts, complete with standard backboards, lights and a supply of basketballs. The barn is now, and has been for several years, a home away from home for scores of young basketball enthusiasts from the surrounding area and as far away as Niles, Granger, Edwardsburg, and Elkhart.

Any young man or group of youngsters is always welcome to stop at the barn and play basketball. You can see boys from six to 40 years testing their "eye for the basket" here. It is also common to see fathers and sons working out together, the fathers teaching their sons the finer points of the game, and the boys trying to "do it the way dad does."

Here is an incident that shows how

This sign on a post in the barn expresses the year round "welcome" extended to all the boys who play ball here.



much grown men enjoy the use of this "gym."

A man once knocked at the door and asked, "Do you have a telephone?" Assured that he was free to use the phone, he replied, "Oh, I don't want to use it. I'm going out to play basketball, and my wife may want to call me. We're expecting a baby anytime."

Honor System

How much supervision is necessary to handle the dozens of boys and make sure that all have an equal opportunity to play basketball? How frequently does a member of the family have to check on them and see if any overly-energetic group has destroyed any of the family property?

Bud's answer to these questions could go a long way toward understanding young people.

"You can't treat a teenage boy like a small child and expect him to act like a man. We put the boys 100% on their own. I've always believed in placing an implicit trust in a youngster. When he realizes that you regard him as capable of conducting himself in a responsible manner he will seldom disappoint you.

"In our case, it has worked out well. There are many, many lads in this area that have used our barn frequently or occasionally over the past few years — usually between 200-250 boys play on these courts each week.

"They must come from all walks of life and all types of home environment. We have always made it known that the only stipulation attached to playing ball here is that they govern the distribution of playing time on the courts by themselves and that they treat our property with reasonable respect.

"We've worn out a few basketballs but never have had a single one stolen. I don't ever remember any member of the family having to turn the lights out after a group was done playing. The boys are their own supervisors.

"We are happy to have them here. Many of them aren't acquainted with any of the members of our family, and we have done all that we can to make it known that they don't have to introduce themselves. After all, if they are here playing ball, they are occupied and not 'looking for something to do' — and we like to have guests.

"A group of the boys came to us once and offered to place a cigar box near the door of the barn so that they and the other boys could put in a few occasional nickles and dimes to cover the light bill. We refused them, be-



A future "sharpshooter" takes aim.

cause Eileen and I are convinced that we couldn't make a better investment anywhere. This willing offer is only one of a number of incidents that serves to substantiate our faith in these youngsters.

"Most boys have a tremendous amount of energy, and we're glad that we have been able to turn a little second hand lumber and an idle barn into a recreational facility that helps them to channel some of this energy into competitive sport."

Other Activities

There are a lot of other activities that take place on the Rich's 25 acres. They have built a rifle and pistol range for target practice and a trap shooting arrangement where friends can improve their shooting eye with safety. Bud and his sons load all their own ammunition in order to reduce the expense of this outside hobby by nearly 80%.

The shooting facilities are also "hand-made" from materials found on the farm. Quite a few hours of work felling trees, etc. were required to complete the target range. In addition to the sturdy back-stop that they constructed, there is a gently sloping hill behind the target area and one-half mile of woods that serve as further "safety insurance."

Bud has given his sons and many other young men the opportunity to share his own interest in basketball and outdoor sports, and he feels that he has had "at least as much fun as the boys."

In addition to the closer ties between himself and his sons, he enjoys the privilege of watching many youngsters enter and leave the barn. Some of these boys may be referred to as "problem cases" by their teachers, their parents, or (in a few cases) their probation officers; but when they are here they know they are regarded as men.

And they are.