

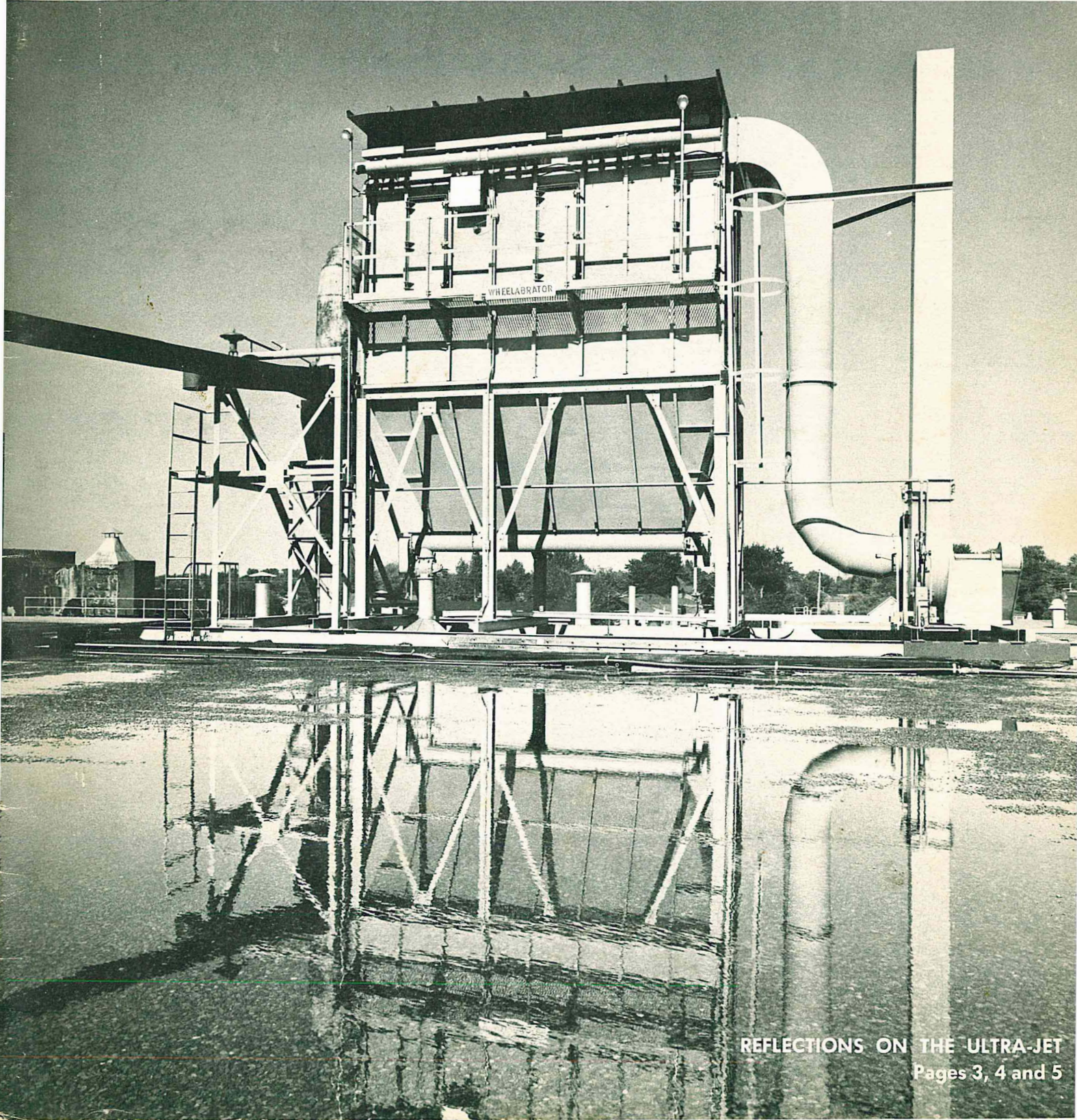
971

Sept.-Oct.

Vol. 30, no. 5

WHEELABRATOR

PARADE



REFLECTIONS ON THE ULTRA-JET
Pages 3, 4 and 5



OUR NATIONAL RECOGNITION AND PRESTIGE

A good reputation is as important for a company as it is for an individual. There's no such thing as having a reputation that's "too good". In fact, in time of need, a good reputation can prove to be a person's or a company's greatest single asset.

Accountants insist such "good will", arising from favorable customer and public opinion, has no place on the balance sheet, and that probably is good accounting practice. Yet, it is there, nonetheless, and companies are often valued at many times their net worth because of the "good will" their name enjoys. In this sense, a favorable image is considered a very real asset that helps to reduce sales effort and costs, to attract new capital, to keep customers from drifting away to competitors and in a thousand ways, to make a business more profitable. "Good will", prestige, national recognition — call it what you will — is a "concealed asset" that works constantly for a business.

Of course, it is in the sales department where the value of a good public image really pays off. A salesman rep-

resenting a business which enjoys a good reputation has a great deal in his favor. It is easier for him to close sales. He gets to people who otherwise would have no time for him. He doesn't have to spend time convincing prospective buyers that the company he represents is dependable, and there's no denying that the confidence of knowing you're on the best team goes a long way to inspire first-class selling efforts.

Building the kind of good national reputation I've been talking about takes years; it's the result of many things, large and small. It comes from being known for consistently introducing new, innovative products and for providing meaningful services. It comes from being known as the recognized spokesman in your field, from having personnel who often fill that role. It comes from serving many diverse markets, from adapting your products and processes to new fields, from taking the attitude that you are not selling just products — rather, *better ideas*.

And a good reputation is also built on such little things, like a well-soldered connection, a firmly tightened bolt,

a good paint job, a well-typed letter, a well-handled order, an adjustment made promptly and courteously. Or, it may be an inquiry answered the same day, a correctly added column of figures, a neat appearance, a well-addressed carton, a courteously answered phone call. Such things make the whole difference between a customer considering a company as "just another supplier" or the "best in the business".

When competition for orders is keen, as it is now, the deciding factor often is which firm has the best reputation, and the company with a record of turning out its products with minimum flaws, few errors in handling, billing, etc., gets the order.

So what a company's national recognition comes down to is simply — and so importantly — a company's people, *you*. Everyone at Wheelabrator plays a part in our image and as such you can be a builder or a destroyer of "good will".

James F. Conroy
President

VITAL ALUES
V
FOR INDUSTRY

WHEELABRATOR
PARADE
Vol. 30, No. 5 September-October, 1971
F. CARTER DREVES — Editor
Published for
Employees of The Wheelabrator Corporation
Mishawaka, Indiana

ON OUR COVER

The camera captures a double image of the Wheelabrator Ultra-Jet at Domtar Limited, Cornwall, Ontario, setting the theme for the article on pages 3, 4 and 5 of this issue.

Some Reflections on the Ultra-Jet

A New Product "Takes Off"

One of the hottest items in the Wheelabrator A.P.C. line right now is a compact dust collecting device that packs a big wallop—the Ultra-Jet. Over the last year, the people who engineer, sell, and build the Ultra-Jet have made it quite a success; our "pulse power" team and their product are worth knowing about.

Cecil Lander, Product Manager for the Ultra-Jet, describes Ultra-Jet as "an ideal product for Wheelabrator because it complements our larger, conventional A.P.C. line." "The Ultra-Jet," he explains, "is bringing in a side of the A.P.C. business the large baghouse cannot. It's great for a customer who doesn't have the space or the funds to put up huge collectors. But he often can 'go' with the Ultra-Jet."

"We've sold to small woodworking plants for this reason, and to asphalt plants, too, where you'd rarely find a large baghouse. Of course we have built big jobs, ventilating cement kilns and asbestos plants, but the small or medium-sized operation makes up most of the Ultra-Jet's potential market. So far, our Engineers and Field Sales Engineers are doing a great job in securing a share of this market for Wheelabrator."

In the Shop

From the manufacturing standpoint, the Ultra-Jet's compact, uniform design makes it a natural high-production item.

All components except fabric bags and a few purchased items are being built by the shop and finished Ultra-Jets are shipped either pre-assembled or as pre-fabricated "knock-downs." Lengthy field construction and erection are unheard of for this "jet-set" product. From a sales standpoint, this fast-moving construction and installation means a lot. While negotiations for large A.P.C. systems may go on months or even years, the

Ultra-Jet is being built and installed in 16 weeks.

How's it Work?

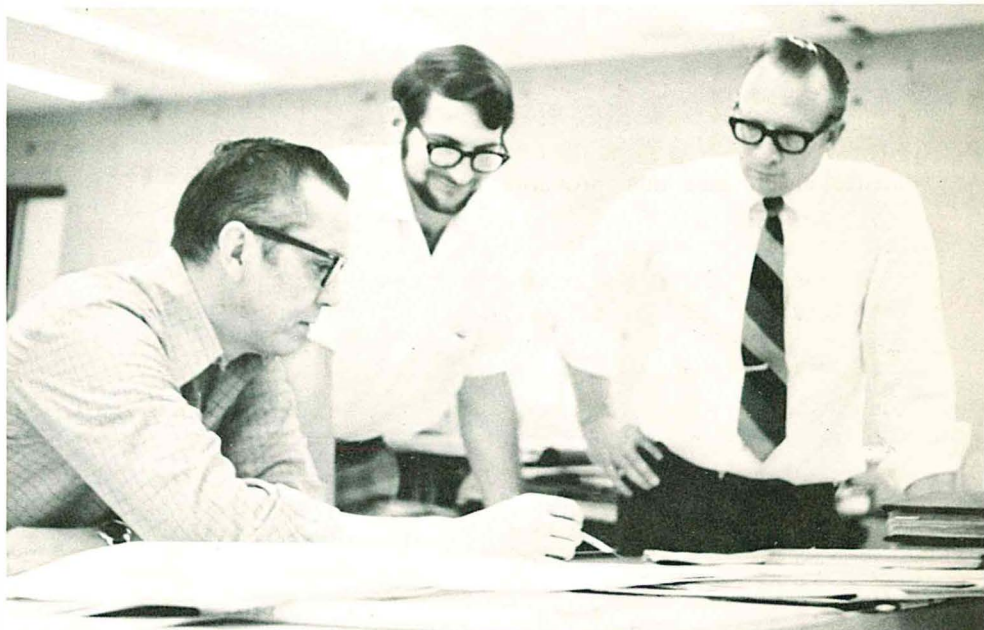
A.P.C. Engineer Dick Bundy explains that the Ultra-Jet is a "reverse jet collector" which means that unlike conventional collectors which are periodically shut-down

(Continued on page 4)



Above — Cecil Lander, Product Manager, directs the overall operations of the Wheelabrator Ultra-Jet line.

Below — Rudy Helsinki, Tom Watson, and Bob Stauffer, A.P.C. Engineers who design our Ultra-Jet installations.



Left — Don Colley, A.P.C. Research and Development, does the experimental test work on the Ultra-Jet.

Below — Candi Bohnert; she types the sales proposals and sees to it that customer inquiries are answered promptly.



Reflections on Ultra-Jet

(Continued from page 3)

and cleaned out, the Ultra-Jet never shuts down. It cleans itself.

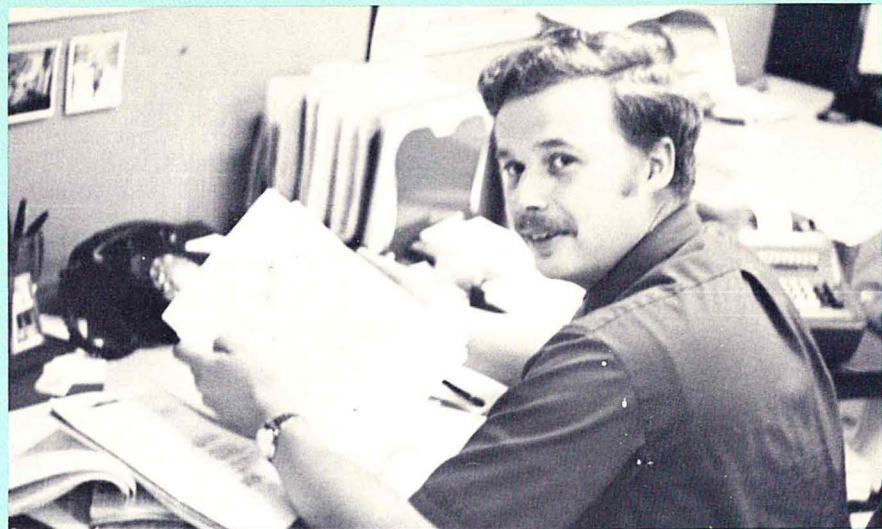
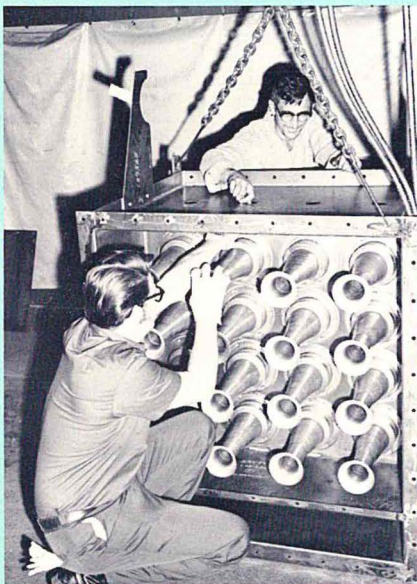
This self-cleaning occurs at intervals (set by a timer) when a burst of compressed air is injected into the collector bags, "pulsing" each enough to release the dust. Then the dust falls into a hopper and it's removed. "This happens continuously while the Ultra-Jet is operating," Bundy explains, "something like taking the dust out of a vacuum cleaner while the cleaner is still picking up dirt from the rug. A steady stream of dust pours in, is collected, and is carried off all the time."

Dust to Dollars

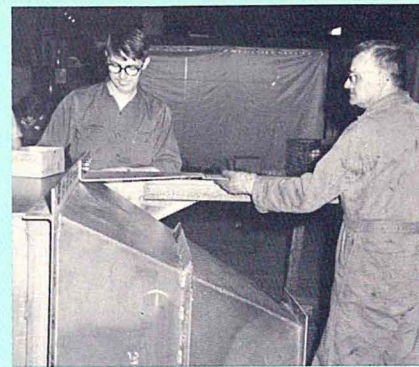
Besides the obvious maintenance advantage, the Ultra-Jet offers customers something more; in many cases it pulls dollars out of the air. This "magic" happens at plants who regularly lose a percentage of usable raw material to the atmosphere as dust.

Dry chemical mixing operations, for one, have this problem. One customer in this industry discovered his Ultra-Jet started recovering almost \$150 of pure, raw material from his plant's atmosphere the day it was installed. No wonder the Ultra-Jet sells!

Below — Ed Bertrand and Charles Wagner install the venturi nozzles through which are shot jets of high pressure air into the fabric dust collecting bags, pulsing loose the adhering dust.



Above — Project Engineer Dick Bundy follows each job through to its installation.



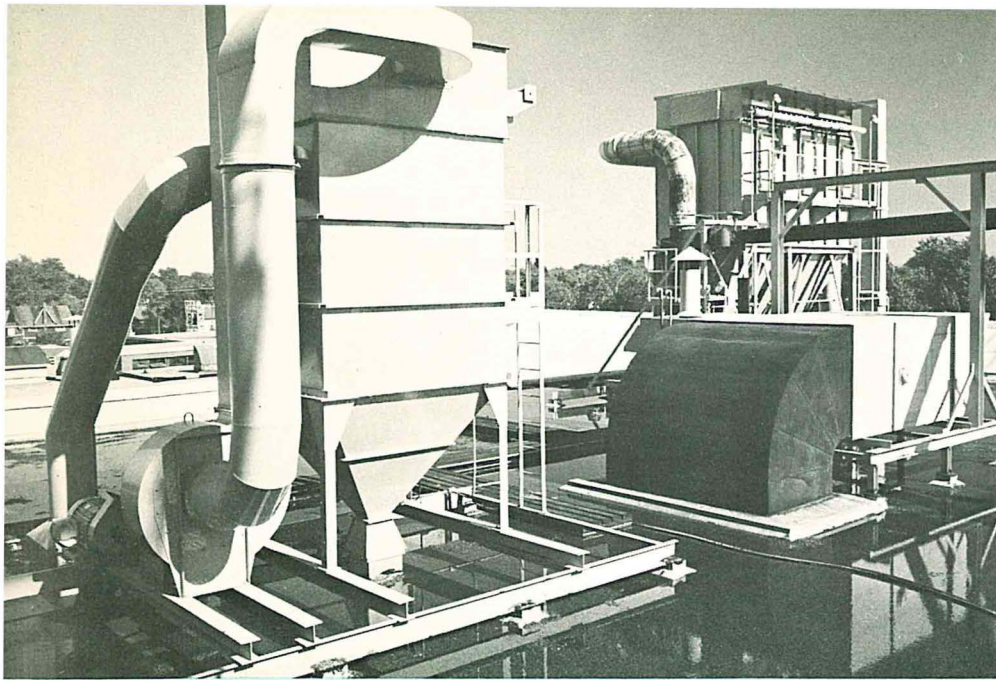
Right — Gene Weston and Harold Hummel bolt on the legs.



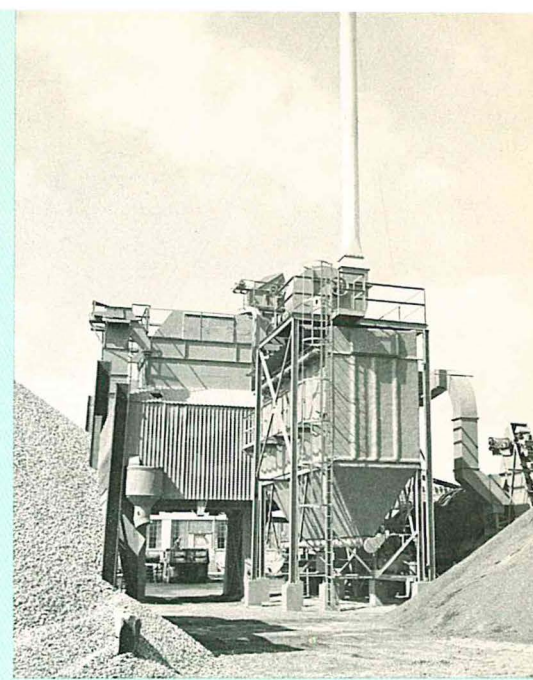
Right — Lloyd Vaughn and Gene Rumfeld finish welding the housing.

Below — Earl Nifong welds the "header" to the cabinet, a system of valves which deliver the timed air bursts that make the Ultra-Jet "pulse power" work.

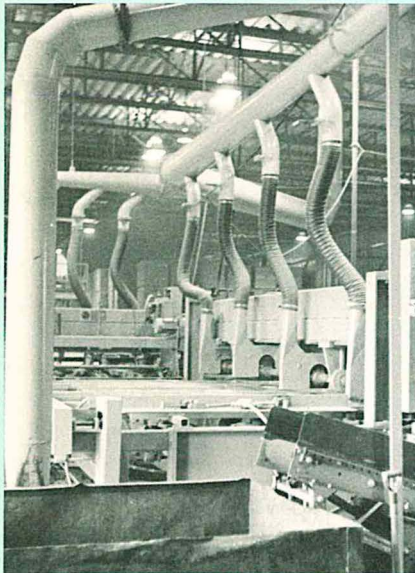




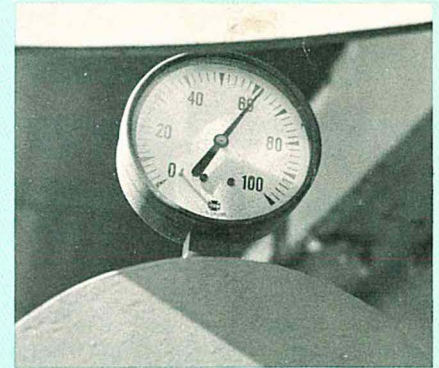
Above — Domtar Ltd., Cornwall, Ontario, has put these two Ultra-Jets to good use, ventilating trim saws and chemical processing operations. The plant manufactures fire-resistant insulation board primarily made of a silica compound, and has found that the Ultra-Jets collect over 3500 pounds of valuable chemical dust daily.



Above — Consolidated Sand and Gravel, Toronto, another good Ultra-Jet customer, relies on this unit to collect dust produced by its rotary aggregate dryer, seen at the right. Approximately 10 tons of dust are created as sand, gravel, and crushed rock are dried each day before being mixed with liquid asphalt. All the dust captured is re-used in the product.



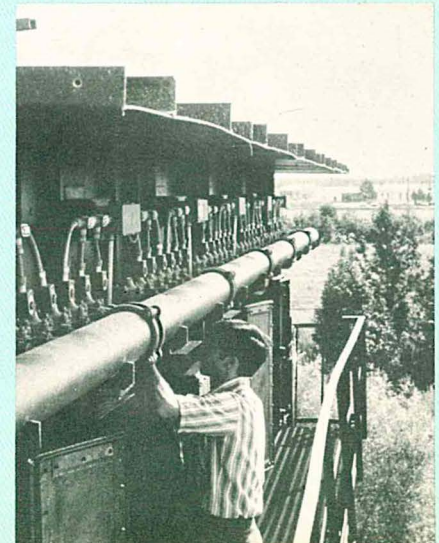
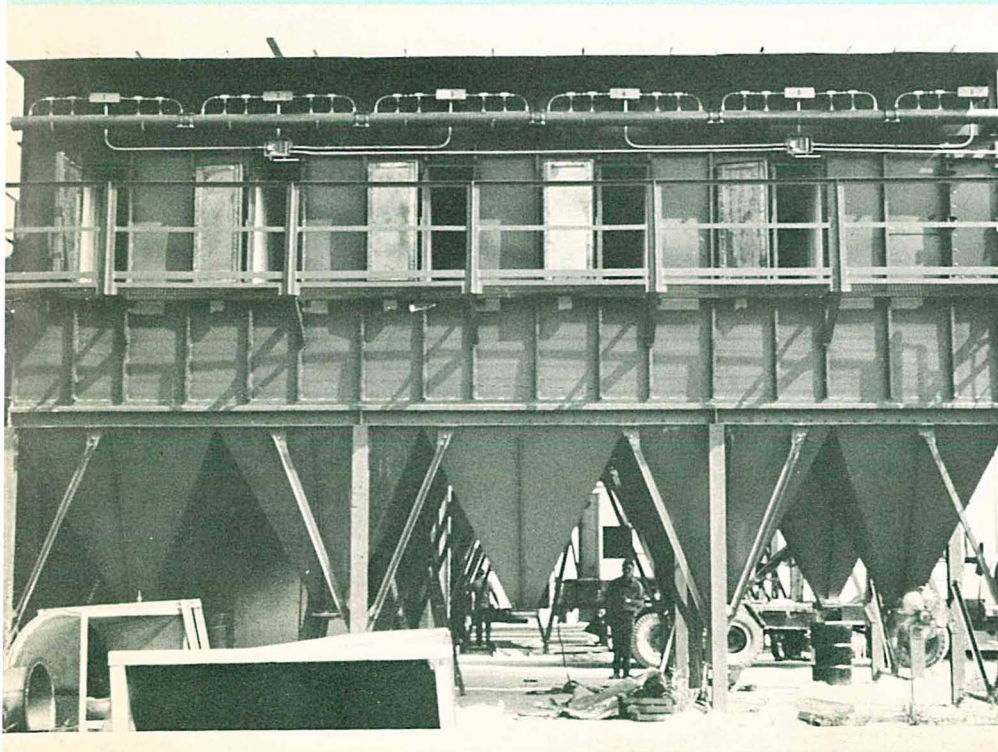
Left — Inside the Domtar Plant, the octopus duct-work over the trim saws captures every bit of dust, carrying it to the rooftop Ultra-Jets.



Above — Proof of the low air pressure needed to pulse-clean the Ultra-Jet bags is shown on the Consolidated Sand and Gravel pressure gauge. Lower air pressure means lower operating costs.

Below — This large Ultra-Jet is part of a complex of eight units that went into operation this summer at H. K. Porter, Bennetsville, S.C., ventilating asbestos weaving operations.

Below — Field Sales Engineer Joe Ponteri inspects the valves during the startup at H. K. Porter.



A BATTLE WHERE EVERYONE WINS!

From the first of May to August 31, Wheelabrator's Field Sales Engineers launched a campaign to sell a product introduced just this year: our new Long-Lyfe Wheel Housing Liner System.

The campaign theme was the "War on Wear" and its motto: "You Can't Battle Rising Blast Cleaning Costs with Obsolete Weapons." So armed with a better concept in wheel housing liners than anything the competition could offer, the sales force set out on the four-month sales "attack." After an initial barrage of direct mail advertising, personal calls, and a tremendous selling effort, the smoke cleared. A total of 322 liner sets had been sold (consisting of 9 pieces each), which averaged to about five orders coming in every working day.

The top liner salesman award went to Kirby Pierce who surprised everyone by an eleventh-hour burst of sales that put him over the top. He had written to every conceivable customer in his area and got a 65% sales return on the mailing. Other top men were Ron Munroe, John Cassani, and Joe Ponteri, all bringing in 20 or more sales.

On a Regional basis, the West Central team took first place, selling 75 sets, but they shared the limelight with the men of the Eastern Region who sold 64 sets, surpassing their goal of 55 for a 1.16 average. Overall, there was 100% participation by the Field Sales force which gave the usually slower months of July and August a sales boost.



Kirby Pierce — An eleventh-hour burst of sales put him in the lead as the campaign ended.

Moments after the 250th liner order came in, Dick Fenska and the Parts Service Dept. staff lined up for a formal presentation. If they look happy, you should have seen them when the campaign "topped out" at 322. L-R: Mary Ann Graveel, Paul Myers, Lorrie Pfender, Joyce Gregory, Gene Dickerson, Dick Fenska, Mgr. - Parts Service, and Beverly Heston.



A.P.C. INSTALLATION? HARDLY!

You have to look closely, or else a photograph of the miniature Wheelabrator dust collector built by Special Blast Engineer Larry Yoder looks like a real installation. Constructed on an incredibly precise 1/24 scale, the model took 120 hours to craft from aluminum and a variety of hard and soft woods, including pine, birch, basswood, and mahogany. Over 2000 separate structural pieces went into the model, along with six quarts of paint and two 8'x10' sheets of plywood. The whole thing closes up into its own durable carrying case.

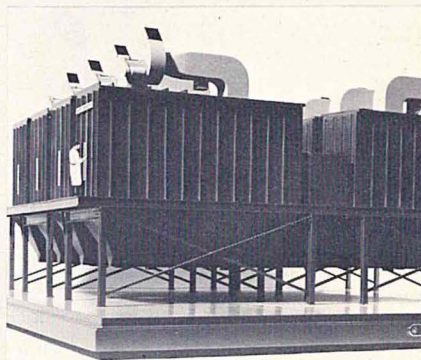
Yoder's model duplicates a large, modular fabric filter collector capable of cleaning 100,000 cubic feet of air every minute. Undoubtedly the only "portable" collector of this size ever built, the model enables customers to remove and examine indi-



Bob Schalliol, Larry Yoder, and Jack Thomas examine the unique model.

vidual components so they can better understand how the system works. It's a definite sales aid, and that's just what the collector was, too, as a focal point in the Wheelabrator display at the American Mining Congress Show held October 11-14 in Las Vegas, Nevada.

Surprisingly, the model is only the



It's the real thing — or is it?

second Yoder has ever tried, but he says he enjoyed the challenge. An accomplished, part-time cabinet maker who specializes in exotic woods, he seems to have found another dimension to his hobby. Too bad he only has sons; he could build a beautiful doll house in time for Christmas!

people AND events IN THE NEWS

Anniversaries

35 YEARS L. J. Klaer D. W. Raabe	30 YEARS K. F. Bidlack G. E. Leitsinger	25 YEARS F. K. Baldauf C. E. Frick	20 YEARS L. DeNeve F. R. Culhane W. M. Smith C. D. White	J. G. Bradberry R. E. Lennox D. R. Laplace W. S. Carter R. J. Platz	15 YEARS R. E. Young C. E. Swift C. K. Kiser C. A. Lindahl A. G. Vandelloo W. F. Roe J. H. Phelan J. L. Kinney	10 YEARS J. N. Kenutis	R. Clementi F. H. Smith	5 YEARS J. L. Pratt A. A. Witucki P. W. Woodruff T. F. Bierwagen A. W. Bagwell, Jr. E. W. Wawrzyniak L. R. Yoder B. J. Rzepnicki A. C. Bloomquist D. H. Seese D. L. Ward J. A. Bradberry S. R. Mangus A. L. Hazen	A. R. Kite K. L. Gardner L. D. Himes, Jr. E. Valentine B. L. Cobb B. S. Gasko H. Enfield R. D. Jolliff P. J. Nagy J. E. Brugh N. L. Esarey F. F. Bowen L. B. Sanders D. L. Wirebaugh J. R. Carrico R. E. Payton J. M. O'Grady
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Wheelabrator Participates In American Mining Congress Show

Las Vegas, Nevada, was the site of the 1971 Mining Show,

held by the American Mining Congress on October 11-14. The Wheelabrator display demonstrated the extensive application of A.P.C. equipment in the major operations of the mining and metallurgical industries. In addition to featuring the well-established

Wheelabrator baghouse and electrostatic precipitator lines, the display introduced the Ultra-Jet to these industries. Some 276 firms exhibited at the show, representing the entire spectrum of equipment, supplies, and services.

Del Canarecci Named To Personnel Post

The appointment of **Del Canarecci** to the position of Assistant

to the Personnel Manager was announced in early September by **Ralph E. Sanford**, Director of Industrial Relations. She will report to Personnel Manager **Ray Steele** and will carry out the duties formerly performed by Bob

Leliaert who left the company this past summer. She has been affiliated with Wheelabrator since graduating from high school and during her tenure, has been employed in several areas, including personnel.

Modern Casting Magazine Highlights Wheelabrator Machines

Modern Casting, one of the leading metal-working maga-

zines, featured the new Blackstone-Georgia Foundry, Statesboro, Ga., in its September issue. The foundry is extensively equipped with Wheelabrator blast machines.

M.C. states, "Wheelabrator has

a genuine breakthrough in this piece of equipment (our continuous slat conveyor blast cabinet). Wheelabrator achieved every guideline by introducing an entirely new approach to shot blasting."

Significant Sales

Owens Corning Fiberglass has purchased an Ultra-Dyne Filter System for ventilating an asphalt saturator at their Santa Clara, California Plant, the first sale of this new device; *St. Joe*

Minerals, Lead Smelting Div., has ordered a 550,000 CFM collector, the fifth such unit they have purchased from Wheelabrator over the years; *Cameron Iron Works*, Houston, will rely on an exceptional Wheelabrator fabric collection system for ven-

tilating alloy steel furnaces; *Rheem Mfg. Co.*, Chicago, has purchased three blast machines, including a six-wheel sheet cleaner; *Hunter's Point Naval Shipyard*, San Francisco, has ordered a five-wheel roll conveyor plate and structural machine.

Speaking for Wheelabrator

Hardy Stebbins, Industry Manager-Foundry, to the Eastern Di-

vision of the Steel Foundry Society in Allentown, Pa., **Frank Culhane**, Sales Manager-A.P.C., to the Mishawaka Lions Club; **Joseph Janush**, Marketing Manager, at the Structural Steel Fab-

ricating Seminar at Purdue University; **F. Carter Dreves**, Publications Editor, to Bethel College Marketing Club; **John C. Straub**, Director of Peening Technology, to Dodge Engineering Seminar.

Profit-Sharing Fund Hits \$297,493 Through August

Company Contributions to your Profit-Sharing Fund through August, 1971, have totalled \$297,493, up \$63,012 from

the June figure of \$234,481 reported in the last issue of *Parade*. Everyone wins with profit-sharing, from the newest worker to the senior employee . . . because everyone has plans, goals, dreams of the good years ahead. What-

ever yours are, profit-sharing moves you steadily, systematically closer to them. Then, when you're ready, your dollars are ready for you. Boost profits, boost profit-sharing. It's a plan for all ages.

Monday morning, 8:15, and the Queen Elizabeth Way pours an eight lane river of cars in and out of Toronto. Later, the pace will slacken a bit but by 4:00 p.m., the race is on again and it doesn't let up until dusk.

Chances are if you work at Wheelabrator of Canada, Ltd., the 25-minute drive on the Q.E.W. from Toronto to Oakville is something you know, curse, and accept as a daily fact of life. And like most of your fellow workers, you probably chalk it up as a symptom of what Canada is today: a nation of people on the move.

According to the June '71 census, Canadians have become richer, younger, better educated, more highly skilled, and more urbanized in the last decade as their population

reached the 22,000,000 mark. The face of Canada, a country first settled in 1534, is still young and energetic, and this same energy can be seen at Wheelabrator of Canada.

The Groundwork

Wheelabrator operations began in Canada on New Year's Day, 1946, from the den of R. A. Campbell's home. The staff consisted of Campbell, who over the next years would build the infant company to its present pre-eminent position in Canada, and a telephone answering service. A few months later the first Service Engineer was hired. From then on, the sales staff and sales dollars started to grow.

The company soon had to open an

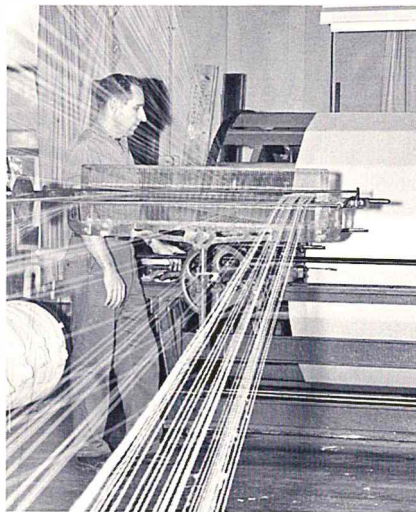
office in Toronto to house its people, plus another small office in Montreal. This move laid the groundwork for their operations for years to come; much of Wheelabrator of Canada's sales are still concentrated in the prime industrial markets of Ontario and Quebec.

During the next ten years, the firm developed its sales hold on this area, bringing in air pollution control and blast equipment from the U.S. and subcontracting part of the work to Canadian fabricators. But in 1956, something happened that gave the company a distinct, new look.

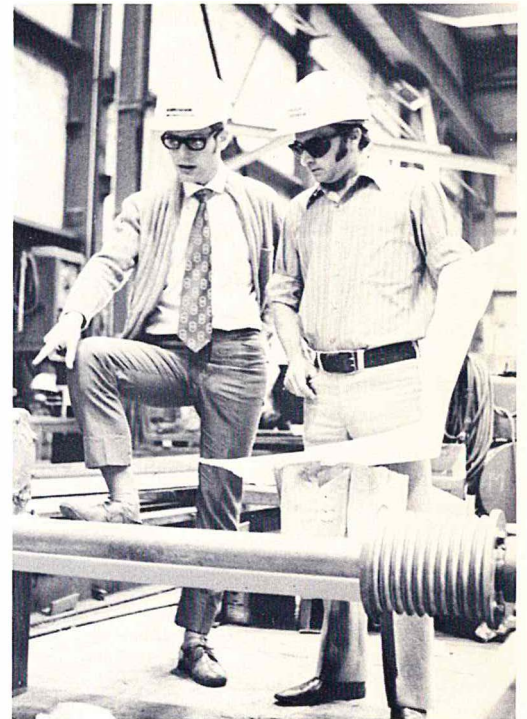
Well On Its Way

That year five acres of land were purchased in Scarborough, Ontario,

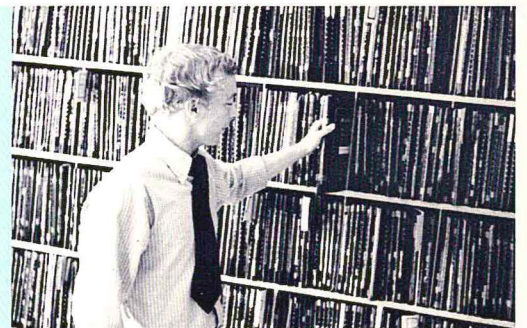
MEET WHEELABRATOR OF CANADA



Above — Weaving the synthetic fabrics used for dust collector bags, the business of Barrday Ltd., Galt, Ontario, a Division of Wheelabrator of Canada.



Top Right — John Pedersen, Engineering-Blast, and Terry Barnes, Production Control-Blast, discuss a job on the Wheelabrator of Canada assembly floor.



Bottom Right — Sam McCutcheon, Parts Order, takes one of the job manuals from the files which contain information on the many thousands of Wheelabrator products built in Oakville.

and soon after, construction of an office and warehouse began. With this facility, the Wheelabrator line of dust collectors came to be manufactured on Canadian soil. Three years later Wheelabrator of Canada was incorporated as a separate company, and Wheelabrator became the first U.S. blast cleaning manufacturer and the second in a.p.c. to incorporate a separate Canadian operation. At 15, Wheelabrator of Canada was well on its way as a major Canadian firm.

On June 3rd, 1964, the company took another step which influenced its role in the a.p.c. industry from then on; a weaving plant, Barrday Ltd., in Galt, Ontario, was acquired. The acquisition brought a new kind

of person to Wheelabrator, experienced weavers of the synthetic cloths that were already proving to be the key to high-temperature dust collecting systems. Then, one year later, Wheelabrator of Canada spanned the continent, acquiring Edward Lipsett Ltd., a 60-year-old Vancouver, B.C. firm, as an outlet for the Barrday cloths. This move brought Wheelabrator into the growing Alberta-British Columbia area.

Oakville

Oakville, Ontario, a city of 57,000, became the location of Wheelabrator of Canada's administrative and manufacturing headquarters a few years later. By 1968, all operations had been consolidated there from the old

location at Scarborough and the Scarborough plant was sold. The Oakville facility, located at 235 Speers Road, now serves as the company's main base of operations.

Today Wheelabrator of Canada's customers range throughout the entire field of heavy industry, including steel mills, foundries, cement plants, mines, and asbestos mills, to name just a few. Among its many achievements, the firm is noted as a world pioneer in the cleaning of structural steel and is generally recognized as being among the leading suppliers of a.p.c. systems to Canadian industry. What one man, R. A. Campbell, began 25 years ago, has developed into a fully integrated, 180-man company with its own de-

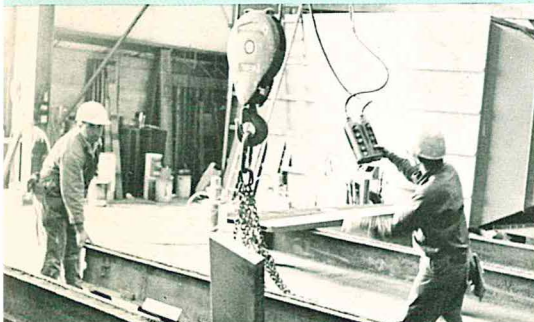
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25 YEARS AND STILL GROWING



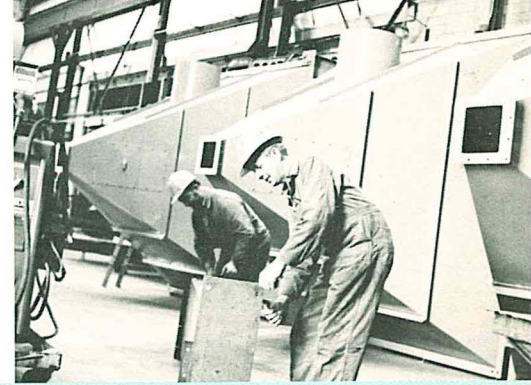
Above — Gordon Dick, President and W. G. Wilkinson, Vice-President-Finance, in the executive offices.

Below — Manuel Serpa, Fork Lift Driver, and Jack Summerhayes, helper, move some heavy fabrications.



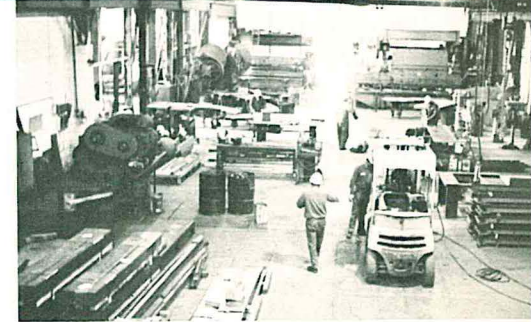
Above — Machinist Norm Copley, one of the Wheelabrator of Canada crew.

Below — Blast Engineers John Pedersen, Bob Mark, and Joe Wickler in the Engineering Department.



Above — Joao Goulart, helper and Albert Suidgeest, final assembler, at work in the shop.

Below — Overview of a portion of the Wheelabrator of Canada shop.



Wheelabrator of Canada

(Continued from page 9)

sign, engineering, manufacturing, and installation capabilities. Officials of the company include G. A. Dick, President; D. M. Hysinger, Vice-President; A. Horne, Vice-President, Sales, and W. G. Wilkinson, Vice-President, Finance. R. A. Campbell, who retired the first of the year, remains closely connected to the firm as Vice-President of the Board and Consultant to Wheelabrator of Canada.



Above —
The Wheelabrator of Canada plant exterior.



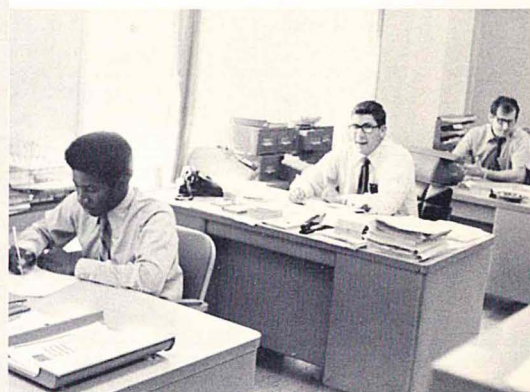
Left — The plant sign.



Right — "Bonjour, Wheelabrator-Barrday."
Louise Bonneau, Receptionist, answers the phone at the Montreal office.



Left — "Good morning, Wheelabrator of Canada."
Margaret Carmen answers the phone at Oakville.



Right — Here's where it all "adds up"—
Owen Daniels, Cost, Gordon Big Canoe, Cost, and Norm Mizibrocky, Credit Manager.



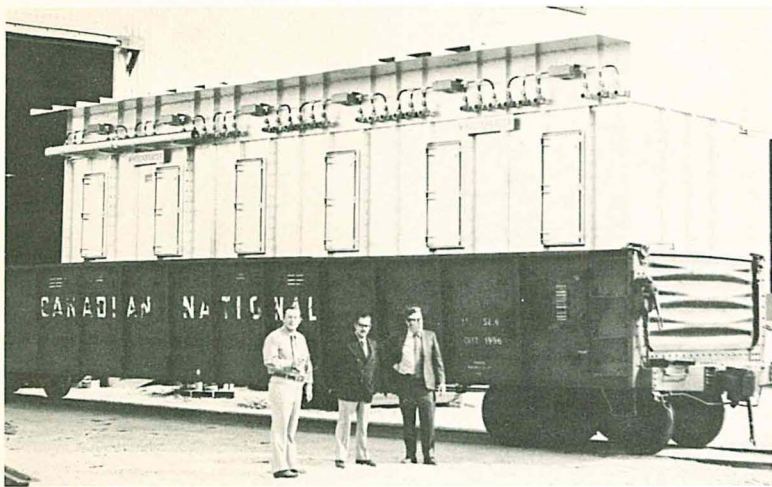
Left — Bruce Stronach, Field Engineer, works out of Montreal Office, headquarters for the sale of Wheelabrator, Barrday, and Balcrank products in Quebec.



Right — Marcel Marit (standing at rear), and Bob Marit, A.P.C. Production Control, go over next week's schedule.

NEWS & VIEWS

A PICTORIAL VIEW OF EVENTS AND PERSONALITIES AT WHEELABRATOR



Gordon Dick, President-Wheelabrator of Canada, John Brassard, Manufacturing Manager, and Alex Horne, Vice-President-Sales, pose in front of the largest Ultra-Jet dust collector to be built by Wheelabrator Corporation of Canada, Ltd. The unit, consisting of 720 filter bags in two housings, was shipped to Inland Cement Co., Winnipeg in early August.



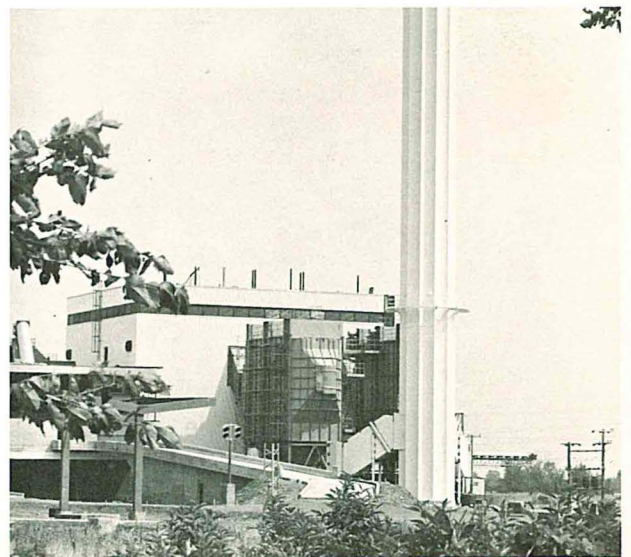
Roger Joubert (center), Liaison Representative for European Operations, confers with Export Manager Ernie Kolesiak and Engineering Liaison Manager-International Armando Nicolini during his stay in Mishawaka.



The Balcrank Division recently held a two-day seminar for their new field representatives on the Jet-Pulser coolant system. Balcrank personnel conducting the seminar (standing at the back) were Jack Weiss, General Manager, Balcrank Industrial Products Group, Ray Donovan, Field Sales Manager, Balcrank Industrial Products Group, Bob Green, Dale Kase, and Bob Hollingsworth. Below — Participants watch as Green demonstrates how an old T-slot cutter turns out phenomenal work rates when assisted by the Pulser pump.



Keith Pescod, a Director of Tilghman Wheelabrator Australia Pty. Ltd., met with James Donlan, Vice-President and Controller, Wheelabrator and James Hesburgh (right), Vice-President-International, during his recent visit in Mishawaka.



Hamilton, Ontario's new municipal incinerator, now under construction is being equipped with Wheelabrator electrostatic precipitators, visible in this photograph on either side of the stack. The incinerator plant, which incorporates a number of new concepts in solid waste disposal, is expected to begin operations next spring.

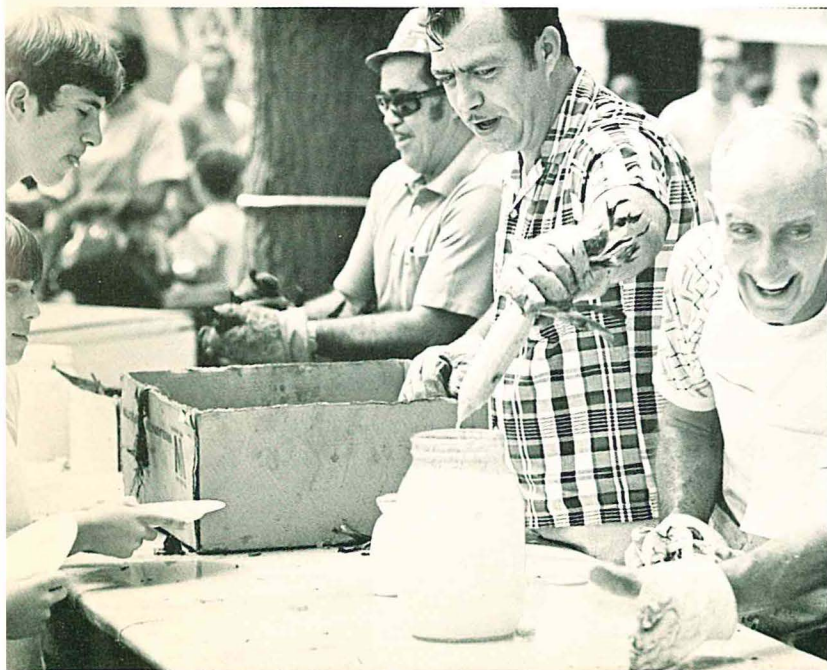


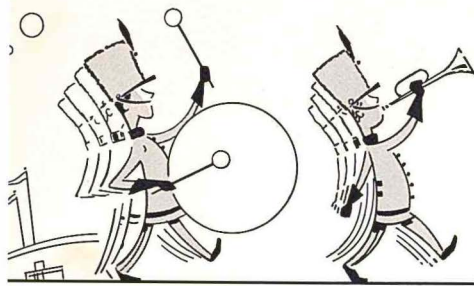
A Lot of Sausage... A Little Rain... A Lot of Fun!

In spite of a summer downpour, the annual Wheelabrator Picnic came off a big success this year. Held in a new setting, the wooded Wander Conservation Club, the picnic attracted over 3500 employees and their families who consumed nearly a ton of grilled sausage and 4800 ears of delicious sweet corn before the picnic ended.

As in years past, the day was a great one for the kids as well as their parents, as the following photo-story shows. Congratulations to the Bond winners: P. Berndt, R. E. Bundt, D. Sindere, D. Burtsfield, T. Lentine, R. Young, A. Rupchock, G. Collins, P. White, H. Enfield, J. Phillips, H. Love, E. Fox, J. Pawlowski, A. Sellenburg, and P. Diehn.

And a special vote of thanks to the Athletic Association men who planned the event, directed traffic, supervised the games, roasted the corn and sausage and, in general, again made the picnic a success.





PASSING PARADE

Mr. and Mrs. **Robert Schalliol** will be in Las Vegas in October, where he will set up our Mining Show exhibit. They will also be visiting his brother in Denver, Colorado during that same week . . . **Gail** and **Jim Flood** spent a fabulous week boat riding, go-karting and fishing at a resort area on the Lake of the Ozarks in Missouri during their vacation this August . . . My husband and our two children spent our vacation on Prairie Lake in Chetek, Wisconsin. It was cold and rainy most of the time and the fishing wasn't too good. Next year we're going to Florida.

Terri Smethers, Marketing



Welcome back to **Rosemary Nagle** of Customer Service after she underwent recent surgery . . . Welcome to the Export Dept. **J. D. Lamb (Doug)** as International Engineering Liaison Mgr.-APC. Mr. Lamb was formerly with Wheelabrator Corporation of Canada . . . **Dale Reddricks** completed his annual two weeks of Army Summer Camp which makes 25 years and his son, Leonard, Jr., just finished boot camp . . . **Dale** and **Nancy Dustman** are building a cottage on Diamond Lake . . . **Dale Reddricks'** son, Leonard, Jr., acquired his name in a unique way. Dale and his wife couldn't decide and his birth certificate read "Baby Boy Reddricks" so when he started school the State named him Leonard, Jr. . . . **Dave Myers** of Service and Erection sprained his knee water-skiing.

Julie Craven, Export and Service



Bob Hollingsworth and his wife welcomed a new little son in July . . . **Bob Watkin** and his family visited his parents in Tennessee during a week of their vacation . . . The **Harold Schulte** family spent 2 weeks in the Canadian woods — fishing and relaxing . . . **Bob Rohr** recently became a first time "Grandpa" — a little girl! **Jim Evans'** daughter, Sara

Beth, was home for a visit recently. She lives in Washington, D.C. and is employed as legal counsel to Senator Charles Percy of Illinois . . . **Jim Evans** and **Tom Burmeister** are both working on their Master's Degree in Business and Science at IUSB . . . **Jean Seybold** spent some time in North Carolina visiting friends.

Betty Honold, Engineering



Bill Lightner's daughter presented him with his second grandchild — a girl, weighing seven pounds . . . Our best wishes and congratulations to **Anne Nagle** who became Mrs. Harold Anson, September 25th — we'll miss you, Anne . . . A warm welcome to **Terri Hartman** who replaces Anne Nagle as Switchboard Operator/Receptionist. Welcome home to **Lucy Brunson's** son Carl, who returned from Viet Nam on August 1st . . . Good luck and best wishes to **Dale Kase** who will be leaving us . . . Welcome home to **Larry Vogt** after a successful operation in Ohio . . . **Kathy Dempsey** spent an enjoyable one-week vacation sightseeing in San Francisco, Los Angeles and Disneyland.

Maxine Spalazzi
Balcrank, Plant #4



Congratulations to **Chuck Runyon** and his wife on the birth of their first child, Penny . . . Glad to have **Bob Powell** and **Ray Leuthold** back after both underwent surgery. Welcome to **Bill Brooke** who recently joined APC Electrical Engineering—also to **Sue Klein** who's new in Proposal Engineering . . . Goodbye and good luck to **Carole Van Der Heyden**, **Linda Driver**, **Anna Marie Palumbo** and **Howard Halasz**, all of whom have left Wheelabrator . . . **Jeanne** and **Mike Pauwels'** newly purchased 26-foot catamaran sailboat, tentatively named "BOAT," washed up on the pilings on her second voyage. Happy to report the damage wasn't too serious.

Marsha Honold, A.P.C.

Larry Arndt spent most of his vacation as the chief cook and bottle washer as well as baby-sitter. His wife, Sylvia, had a hip operation and is coming along pretty good now . . . This reporter spent a week at the Campers Campvention in Ontario, Canada followed by two weeks of fishing in Minnesota. Not many fish though due to cold, wind and rain . . . **Muncy Harris** and friends traveled to California to visit relatives and friends. They went by way of a big "W" motor home. We'll make a camper out of him yet . . . We all extend our sympathy to **Dr. Peter Eisen's** family on the death of his father-in-law in Switzerland . . . **Ray Gervais'** children all won top awards in recent 4-H competition in various categories.

Paul Hillebrand, R&D



The entire staff would like to welcome **Del Canarecci** to our department as Asst. to the Personnel Manager . . . **Nancy** and **Phil Barnett** spent a weekend visiting Phil's old roommate in Green Bay, Wis. . . . My husband and I spent our vacation in Florida . . . **Betty Leyes** is making a good recovery after her recent surgery . . . **Orvel Nappier's** son, Rod, was home on leave recently . . . **Ray Steele's** brother visited them from California. **Ray Steele** and **Jeannette Taylor** will be spending some time at the Industrial Nurses' Convention . . . **John Harrington** spent two weeks visiting his daughter and grandchildren in Boston and Atlanta . . . **Glenn Fulmer's** daughter and son-in-law are just starting to build their first home . . . My husband and I will be celebrating our first anniversary on Oct. 17th.

Nancy Baldoni, Ind. Relations



George and **Jane Kass** celebrated their 25th anniversary by traveling thru Canada . . . **Randy Harmon** and family attended the Cheyenne Frontier Days on their vacation . . . **Gene Kempner's** daughter, Nancy, has just been married . . . **John Leyes** and family have moved into their new home in Mish. . . . **Clark Bargo** and family visited some of his relations in his home town of Williamsburg, Ky. on their vacation . . . The **Dean Hans** family toured the West and visited their son, Mark, who spent his summer vacation working on a Dude Ranch in Colorado . . . Happy anni-

versary to **Gus** and Virginia **Rudlaff** on their 35th and **Ken** and Beverly **Mumby** on their 25th anniversary . . . Welcome back to **Carl Jones** after 10 months on sick leave . . . **Jim Kite** spent his vacation home in Clinton, Ind., during the little Italy festival . . . **Fred Keip** and family camped and fished in Northern Michigan . . . **Jack Bell** and family toured the Smoky Mountains on their 2 weeks vacation . . . **Paul** and Violet **Drake** have just celebrated their 38th anniversary . . . **Dick Myers** and his family spent 2 weeks visiting relation in Florida. **Glen** and Maview **Rose** celebrated their 7th anniversary . . . **Mike Weinkauf** and family visited his father-in-law (Abbie Thompson) in Florida on their vacation . . . **Lynn Dodson** visited 18 Western states while he and his family visited his folks in California.

Roger Coleman, Mach. Shop 2nd

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Sympathy expressions to Mr. and Mrs. **E. Stasiak** and family . . . Welcome back to the foundry, **Levi Sutton** (the hairs are short again in the foundry). Mr. and Mrs. **A. McFarland** spent two weeks in Missouri visiting relatives. **Ray Stoddard** went up to Ludington, Mich., on a fishing trip. Fishing was very good, reported Ray . . . **Dick Urbanski** and the Mrs. went up to Canada for a week while the **F. Zappia** family spent their vacation in the Southern part of Indiana . . . Wedding Anniversaries: Mr. and Mrs. **J. Olson** 23 yrs. Mr. and Mrs. **R. Taghon** 25 yrs.

Louis M. Ganus, Foundry

. . .

The entire 1st Shift, Steel Shop Fabrication Department welcomes Mr. **Andy Stevens** to our shift . . . Vacations include Mr. and Mrs. **George Ratliff** who traveled through the eastern portion of America, stopping in Washington, D.C., Virginia Beach, Virginia and also visited George's brother in Newport News, Virginia . . . **Don Seltzer** and family also traveled through the east, hitting poor weather which dampened their spirits . . . **Howard Grove** spent a portion of his vacation at a Navy Reunion which re-united him with several men of the crew of the first ship he served on 34 years ago. Davy Jones never got so wet! Mr. and Mrs. **Ollie Back** vacationed in the south visiting Lost Sea caverns in Tennes-

see and Mammoth Cave in Kentucky . . . **Joe Vogel** spent 3 weeks in Germany and Switzerland sightseeing and visiting friends and relatives . . . A little bird told us that Elmer had asked his son who just got married if he might go on the honeymoon with the newlyweds to save vacation cost and his son didn't seem to understand at all!! **Lloyd Dunning** and his wife participated in the Tri-State Square Dance competition at the Notre Dame A&CC, in which people from Ohio, Michigan and Indiana square danced to their hearts' delight . . . Mr. and Mrs. **Kenneth Gardner** spent a recent weekend at the Indiana State Fair with the highlight of their visit being the Roy Rogers-Dale Evans Show. **Gene Weston** tells us he did absolutely nothing on his vacation.

Dave Lange
Steel Shop, 1st Shift

. . .

Larry Bickel and his wife spent a week in Texas visiting their daughter . . . **Stanley Hes** and his family spent their vacation traveling through Pennsylvania . . . **Jim Haus** took his daughter to school at Indiana University. When you see Jim ask him about the one-way streets in Bloomington . . . Best of luck to **Joe Weinkauf** who transferred out of our department to work in APC . . . We're sorry to see **Joan Smith** leave after 15 years with Wheelabrator, but wish her much happiness . . . Best of luck to **Sharon Newman** who is taking some night courses at the Extension.

Kathie Hes, Matl's

CANADIAN CLASSICS

Congratulations to all of the following: **Marcel Marit** on receiving his five-year pin around the first of August. He and his wife, Gabrielle, also celebrated their 31st wedding anniversary at the same time. Lorraine (Blinn) and **John Underwood** on their wedding, in late August . . . **Bob** and Susan **Shurtleff** becoming parents in August . . . Birthdays — October — **Ed Formaner**, **Lorne Fenton**, **John Brassard**, **Gloria Johnson**, **Gord Big Canoe**, **Owen Daniels**, **John Foster**, **John Adamse**, **Adrian Van Ravenstein**, **James Kitchen**, **Joao Goulart**; November — **Marguerite Deline**, **Martin Ubbink**, **Pat** and Bruce **Ebbs** becoming parents in May . . . Welcome back, Pat . . . The following on receiving pins: **Manuel Serpa**, Sept. 6—5 yrs., **Frank Eyman**, Sept. 14—5 yrs., **Bob Workman**, Sept. 26—5 yrs. . . . Holidays — **Kay Harding** visited her parents in England . . . **Marcel Marit** had everyone guessing how he was going to take his whole family in his Mustang — with fifteen people it had to be three cars . . . The Social Club's annual picnic was rained out the first try this year, but two weeks later met with success. Having introduced horseshoe pitching for the men last year with a favorable reaction, it was figured to be same this year; not so, the problem turned out to be that someone had not only walked off with the horseshoes before we arrived, they took the stakes as well . . . Held in its place was a football-kicking contest won by this reporter and a softball-throwing contest won by **Joe Dionne**—shipping.

R. Donnelly, A.P.C. Eng.

Friends line up to say "goodby" when Glenda Reyes left the Abrasive Dept. L-R, Rena Lester, Glenda Reyes, Ann Sawyer, Carol Potthast, Mary Hildebrand, Laura Forbess.



Dorothy R. Clemens
14383 Ireland Road
Mishawaka, Indiana 46544

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BULK RATE

U.S. POSTAGE

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Permit No. 8
Mishawaka, Ind.

ABRASIVE GOBBLERS GOBBLE UP CUSTOMER ATTENTION

This flock of strange birds isn't about to fly south for the winter. They, and the messages they carry, have nested in the best of all possible places—in foundries across the country. As the "stars" of an unusual, hard-hitting ad series, the "Big-Billed Shot Gobbler" and his attention-grabbing friends have stuck their beaks into some tough problems facing foundries today. And they have helped point up the Wheelabrator solutions. Meet the flock:

The "Big-Billed Shot Gobbler"—a most tolerant bird who allows blast cleaning costs to gobble up profit dollars every day. He's fair game for the Wheelabrator Field Engineer, a specialist in hunting down the profit-gobbling problems of inefficient blast cleaning operations.

Then there's the "All-Alike Warbler"—not so strange among abrasive users. He thinks abrasives are all the same. His near-sightedness blinds this bird to the cost advantages of using high-quality abrasive, the only kind Wheelabrator supplies.

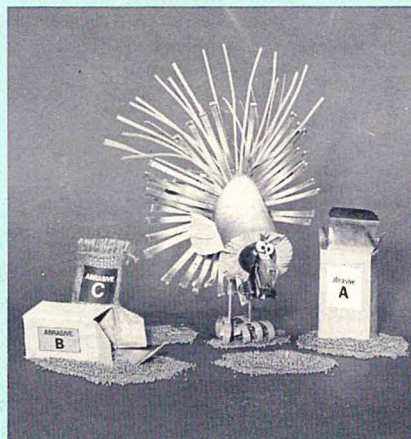
His buddy is the "Never-Satisfied Grouse"—a species that tends to fly in frustrated circles, trying one abrasive after another. If he'd only settle down and realize abrasive is half the story; equally important is the tech-



BIG-BILLED SHOT GOBBLER



ALL-ALIKE WARBLER



NEVER-SATISFIED-GROUSE



I-CAN-GET-IT-CHEEPER

nical service his supplier provides to make his blast cleaning operation perform at its highest efficiency. Wheelabrator's been providing that kind of service for years.

Last is the "I-Can-Get-It-Cheeper"—a befuddled bird who confuses the price he pays for abrasive with his total blast cleaning costs. The

error is disastrous. He thinks he saves money by paying the cheapest price for abrasive—and he gets just what he pays for—cheap abrasive that makes for high overall operating costs. The "Cheeper" would start singing a new song if he'd call on a Wheelabrator abrasive specialist, a man trained in the art of reducing blast cleaning costs.