

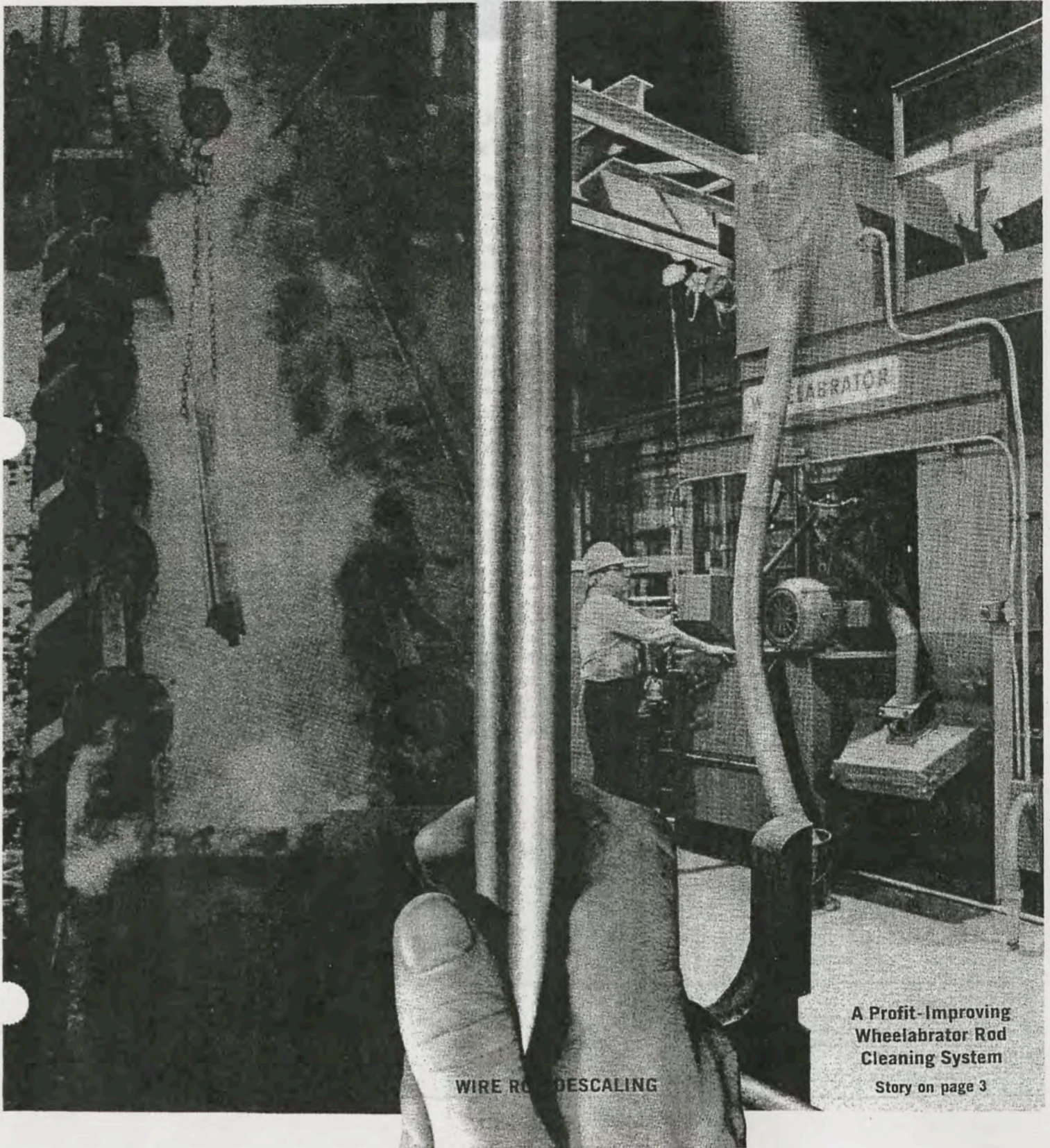
PARADE

VOLUME 31, NUMBER 3

MARCH-APRIL 1973

MATERIALS CLEANING SYSTEMS

WHEELABRATOR-FRYE INC.



WIRE ROD DESCALING

A Profit-Improving
Wheelabrator Rod
Cleaning System

Story on page 3



James E. Donlan

Cost Reduction is Everyone's Responsibility

There is a message for all of us in the recent housewives' boycott of meat products in protest of the sky-high prices of these items. Industrial buyers wield the same kind of a big stick by refusing to buy our materials cleaning systems when the prices of such systems exceed the profit improvements which can be realized from their installation.

To continue in business, we must set the selling price of our products and services high enough to cover not only the direct production and overhead costs but also to include a reasonable profit margin. As production costs go up, our selling prices necessarily do the same. But just as in the case of meat prices, our prices can go only so high until buyer resistance or governmental price control regulations take over.

To forestall such drastic consequences and maintain competitive selling prices, reduction of production and overhead costs is of paramount importance to all of us. A formal cost-reduction program instituted throughout the organization by our manufacturing department is already showing desirable results. However, in light of the inflationary price spiral, which is reflected in the higher prices we are forced to pay for purchased materials and services, I am asking everyone to become increasingly cost-conscious.

Constant vigilance in this direction in areas where extra costs might occur is paramount to our continued success. Perhaps, it is in rework, unnecessary use of duplicating machines, wasted time, etc. Small as these items may appear to be in the overall picture, like small fires they can mushroom into full scale conflagrations if ignored or passed over lightly.

I personally encourage you to think creatively of ideas and methods, however minor they may seem, to help us improve our cost/profit picture. Discuss them with your supervisor, or if you prefer, direct them to my attention. Doing so may benefit us all.

A handwritten signature in cursive script that reads "J. E. Donlan".

JAMES E. DONLAN
President, Materials Cleaning Systems

PARADE

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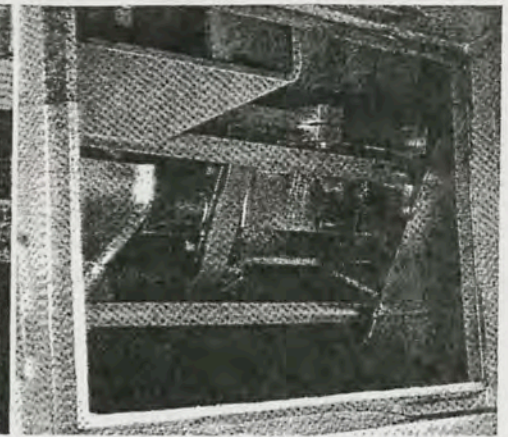
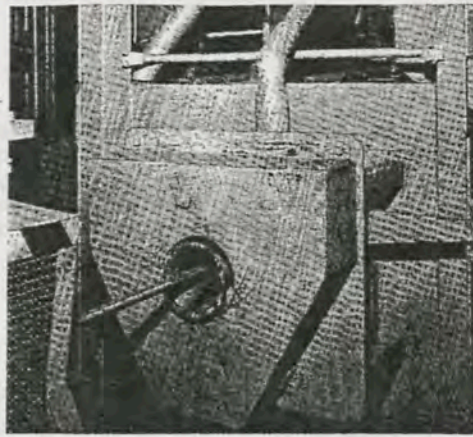
R. E. SCHALLIOL

A. M. PETERS

R. R. HINDERKS

Wire rod entering the Wheelabrator blast cleaning machine.

Far right — Interior of the blast machine. Wire rod passes through the abrasive blast of three Wheelabrator wheels at speeds up to 262 feet per minute.



Wheelabrator Wire Rod Descaling System

- Improves Profits
- Eliminates Water and Air Pollution
- Serves as Model for Steel Industry

When Gary Mauldin, Supt. of the Cold Drawn shop of the Connors Works of Connors Steel Division, H. K. Porter Co., Inc., Birmingham, Alabama, was asked why they purchased their new Wheelabrator steel wire rod descaling system, here's what he said:

"Wheelabrator-Frye proved to me that its pollution-controlled blast cleaning system would meet every one of our stringent requirements. First, that it was capable of descaling wire rod up to 1 $\frac{3}{8}$ " in diameter at previously unheard of speeds of from 176' to 262' per minute. The proposed system would also help us economize on labor resulting in desirable productivity and profit improvement. Finally, the cooperative attitude of your entire organization — sales, engineering, manufacturing and service — convinced me of your sincere interest in solving our problem most effectively and economically."

Now after the first month's operation of the system, in which over 1,000 tons of steel rod have been descaled, Mr. Mauldin is assured of the accuracy of his decision.

Increased production made necessary a change in Connors' descaling procedures. Acid pickling previously used was too expensive, unreliable and posed pollution problems.

Seven men were required to operate the pickling and draw bench operations. When the decision was made to automate their descaling operation with a new Schumag automatic unit for straightening, drawing (reducing the size of the steel to increase physical and tensile strength) and cutting the continuous strip into 10' to 24' long bars, a blast cleaning unit capable of operating in-line was required.

Two competitive blast machines were already in use in this shop for descaling other cold drawn products. To overcome this competitive edge and obtain the order, credit must be given to a super selling effort, particularly in these areas:

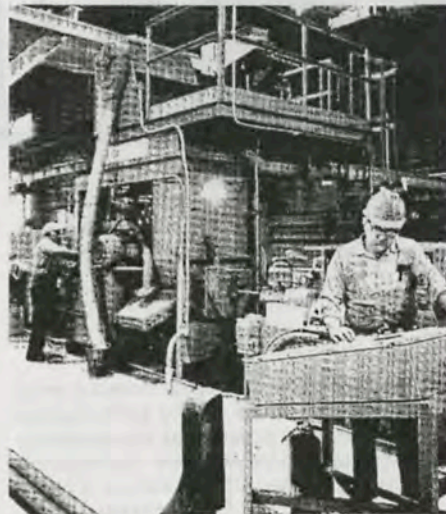
1. The skillful manner in which the Southern regional sales staff analyzed Connors' needs and presented our system solution.
2. The process knowledge of our sales and engineering staff in offering a new design blast system.
3. The excellent demonstration in our laboratory on Connors' products.

Only two men are required to operate the entire production line in which wire rod in coil form is fed into the blast machine and continuously run into the Schumag draw machine. Every four seconds a perfectly clean, accurately dimensioned 10' long bar emerges at the exit end. All this without any air or water pollution!

In less than 15 minutes a 4,000 foot coil of steel rod is cleaned, straightened and cut to length. Contrasting this with the 45 to 50 minutes required for acid pickling alone and then add to this the drawing and cutting time and the savings in time and labor are obvious.

This finishing line is now the model for the entire steel industry — made possible by the Wheelabrator pollution-controlled steel descaling system.

The Wheelabrator Wire Rod Descaling System. All operations including the Schumag drawing and finishing line are controlled from the operator's console in the foreground.



As visitors to the plant arrive, they are greeted with this personalized welcome in our reception lobby. Debby Maenhout, receptionist, posts the names of customers scheduled to arrive on a recent day.



Management, maintenance and operating personnel from plants using Wheelabrator blast systems participated in the Customer Service School on March 26-27.



NEWS and VIEWS



Two bus loads of Julianna Club members and their guests visited the Woodfield Shopping Center, reported to be the world's largest, near Chicago on March 31, for an all-day shopping excursion.

This picture doesn't show results, only the determination of the participants to hit the clay pigeons at the monthly session of the Athletic Association Trap Shooting Club held on April 1 at the Conservation Club.





Cecil Jack — 30 Years

ANNIVERSARIES

20 YEARS

E. T. Sullivan • J. R. Weinkauff • G. C. Brandt • C. L. Bell, Jr. • A. R. Sellenberg • M. E. Hobson
A. Gillam, Jr. • E. L. Sorsby • F. P. Jackson • R. A. Brockhoff • J. M. Teeters

10 YEARS

R. J. Green • W. H. Wagner • J. F. Bishop • R. L. Schaut

5 YEARS

J. W. Vicsek • J. C. Spiridon • W. J. Bruchman • R. L. Teeter • E. P. Parker • P. A. Daggy
J. F. Leyes • E. E. Warren • E. S. Stull • W. White

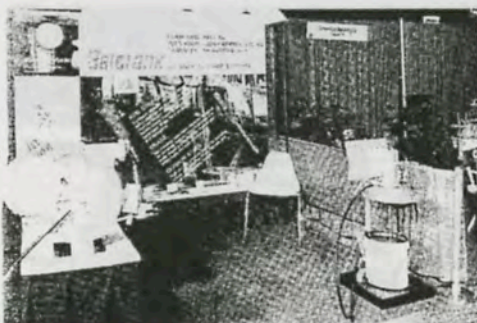


Safety and Good Housekeeping Award Winners

January — Departments 1562-1563 and 1566. Andy Stevens, second from right accepts the travelling award trophy from Del Lins, far right, in behalf of the three departments.



February — Foundry and maintenance representatives accept their award from Del Lins, far right.



The first showing of Balcrank's new line of industrial pumps was held at the Plant Engineering and Maintenance Show held in McCormick Place, Chicago, March 12-15. More than 20-thousand industrial executives attended the show.

Passing Parade

Virgil McFall is as proud as a new father with his new Pinto Wagon. **Don Waumans** and family spent a week touring the East Coast. Wedding anniversaries celebrated recently: **Lenhard** and **Margaret Krueger** — 30th; **Jim** and **Mary Elick** — 43rd; **Jess** and **Charleen Williams** — 10th.

Roger Coleman
Machine Shop, 1st Shift

Congratulations to **Sophie Mangus** and **Jerry Kinney** on their recent marriage as well as to **Phil Anastasio**. **Ed Tesmer** and **Wallace Woods** placed 37th in a field of 200 bowlers at the United Auto Workers Bowling Tournament in Indianapolis. They received a prize of \$22.00 to split evenly. **Jeanette Taylor**, our 2nd shift nurse, turned completely red when all the men on the second shift threw a surprise birthday party for her. She received a beautiful bowling ball and three big birthday cakes.

Dave Lange
Steel Shop, 2nd Shift

Retirement for **James Edward Green** means moving with his wife **Thelma** to the South to enjoy fishing and the sunshine. He also plans to spend considerable time in perfecting his collapsible travel trailer which he has called the **GoLow**.

Maurice Bogaert, Dept. 1591

A farewell luncheon was held in the R. & D. auditorium for **Don Colley** and **Tim Pine** who are joining the Air Pollution Control System staff in Pittsburgh. **George Van Houtdreve** has returned to the department.

Paul Hillebrand
Research and Development

Condolences are extended to **Betty Bybee** whose mother passed away recently. **Jay Beehler** has returned from a two week vacation trip in Florida and California. **Mary Cook** is anxiously awaiting her daughter's graduation from Ball State University. Congratulations to our telephone operator, **Kathy Dempsey**, who recently became engaged. She will be married early next year. **Bob Kelly** has finished his prac-

tice teaching, will graduate from Indiana University this Spring and be married August 4. New grandmother **Delores Lancaster** is proud as a peacock. **Ellen Warren** was made very happy when her son **Mike** came home for a visit. He lives in California and is establishing a movie career.

Debra Maenhout
Office Services, Purchasing

Charles Morfoot is back with us on a half-day schedule after recovering from a serious heart attack. Welcome to **Del Evans**, Project Engineer. **Joe Ponteri**, Mgr. — Steel and Allied Industries, **Dolores Molenda**, **Mike Petkovich** and **Janice Martynowicz** to the Sales and Services Departments. **Del Evans** finally found a home in South Bend big enough for his wife and five children. **Jean Vergon** and **Juanita Young** celebrated their 22nd year with Wheelabrator. We're all sorry to have **Olive Hartung** leave us on her retirement at the end of April. **Wayne** and **Jane Clements** are proud parents of a daughter, **Penny Jane**, born March 9.

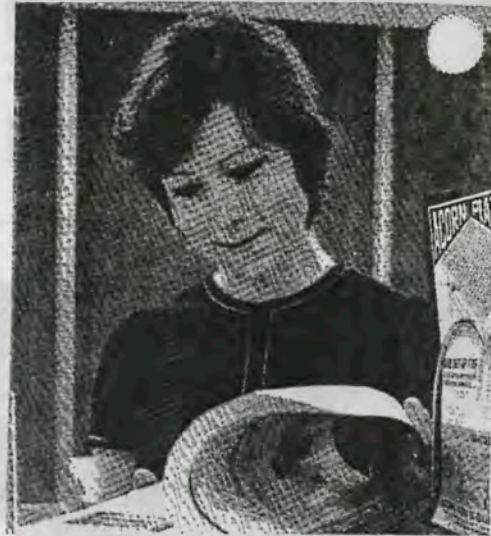
Sandra Kleinfeldt, Sales

Ardee Freeman and wife spent a pleasant two weeks in Hawaii. This was their second trip to the islands and they are looking forward to additional visits. **Chuck Bultinck** and a number of friends spent a week in Georgia playing golf. **Leona Shayler's** son, **Randy**, is graduating with a Master's Degree from Cornell University. He plans to work for IBM Corp., assigned to the Buffalo area. **Curt West** is quite a handyman around the house. He has re-upholstered two chairs and laid floor tile in his kitchen, bathroom and utility room already this spring.

Betty Honold, Engineering

Linda Hunter and husband have moved into their new home. **Jim McVay** is still on the sick list recovering from his illness. Welcome to **Helen Houghton**, **Lawson Kendall** and **Becky Wegenka**. **June Schalliol** and husband spent an enjoyable week in Las Vegas and surrounding area. At a recent dog show, **Al Swanson's** show dog won first place in its class.

Becky Merriman, Accounting



Dominique Burnier of Paris, France, working on a research project for the Marketing department during her several month's stay in this country. When she returns to Paris late this summer she will complete her master's degree in English and advertising at the University of Paris.



Members of the sales department hold an informal party to honor Joseph E. O'Callaghan upon his promotion to the position of Vice President — General Sales Manager.

Parade department reporters and editorial staff get together at a dinner meeting to discuss procedures and policy and to develop plans for future Parade issues.



RETIREMENTS

Doris Grindeland and husband attended her niece's wedding in Fargo, North Dakota. Recent birthday celebrations for **Kathie Hes** and **Emily Canell**. **Bob Trueax** and wife moved into their new home in March. We all wish a speedy recovery to **Lambert Klaer** who is recuperating from a heart attack.

Sharon Laughman
Materials Control

Orville and Lorraine Napier have welcomed home their son, Rodney, who has just completed a four year tour of duty with the Navy. **Ron Hinderks** attended two different seminars on safety. **Margaret Ping** survived her committee work on the PTA Founder's Day dinner. **Ralph Sanford** and **Glenn Fulmer** attended a BNA seminar in Chicago. **Nancy Baldoni** bought a new car and had to trade in her "Rambler Friend."

Nancy Baldoni
Industrial Relations

Emile DeVreese's daughter, Tanya, graduated from St. Joseph's Hospital School of Nursing in Fort Wayne where she was presented with the Psychology Nurse Award for her class. **Ken Davidhizer** has been repairing his own plumbing and wiring. It's reported that when he turns on the water his lights go out. "**Boot**" **Dworecki** is on his annual kick, painting everything in sight at home. **Bill Eling** recently sold his house at a nice profit. **Dave Danch** is driving a new VW station-wagon. Mr. Louis Gillespie, the American Red Cross Director, gave us lessons in administering artificial respiration. Dr. Al Miller, Professor of Metallurgy at Notre Dame, brought his class to our department as part of their industry awareness program. We all appreciated the nice letter received from Georgia Marble Co., thanking us for our efforts in demonstrating the finishing of marble slab with the Wheelabrator. We'll miss **Truman Wesco** who retired after being in the demonstration laboratory for 13 years. **Harold Garman**, now retired, was here for the celebration presenting Truman with a short wave radio.

Bill Nastos, Demonstration

Russell Kuc and **Larry Huemmer** are our new employees. **D. Stout** and **D. Stoetzel** are in training as account sales engineers. **Paul Myers'** son is teaching swimming at the local YMCA.

Lorrie Pfender, Parts Service

Francis Smith is recovering from a fractured hip suffered in an accident in February. He's back at work walking with a cane. **Bill Geist**, welding foreman, and **John Vaselin**, Chief Industrial Engineer, presented a technical laboratory session on the "Fundamentals of Shielded Metal Arc Welding" at the University of Notre Dame for engineering students in the Department of Metallurgy.

Hildreth Boehlein
Industrial Engineering

Hank VanWaeyenberghe and wife spent their vacation in Georgia and Florida. Saw former employee, **Al Stickel** in Florida. **Howard Snyder's** daughter was installed as Associate Worthy Advisor, South Bend Rose Croix Assembly No. 106. **Fred Britton** and wife vacationed in Hawaii. **Virgil Jodway's** son has joined the Army Air Corp. **J. G. Bradberry** and wife celebrated their 30th wedding anniversary.

Robert Nettrouer, Dept. 1521

Marketing welcomes **Dominique Burnier** who is here from Paris, France, working and studying American Marketing and Advertising procedures until August. She will take her exams toward her Masters degree at the University of Paris when she returns to her country. Also, welcome to our replacement for **Del Rae Walsh**: — **Lynn VanPelt**; and Lynn is from Ontario, Canada — an International Marketing Department!!! Happy Birthday in April to Mr. Janush. We may have some candidates for professional wall-papering — **Duke Mallory** and **Joe Janush** are both trying their talents (and luck???) on the home redecorating scene.

Terri Smethers, Marketing



Truman Wesco — 17 Years



James Green — 7 Years

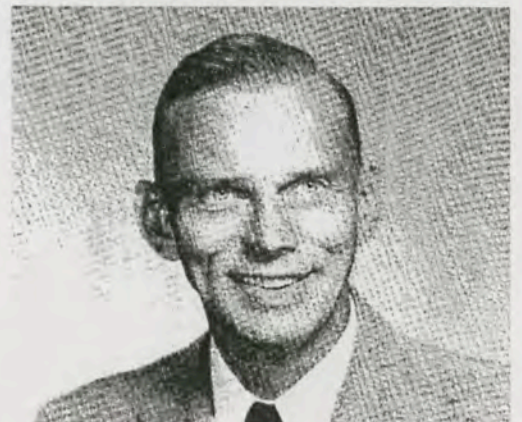


Maude Bennett — 30 Years



William G. Bowman — 8 Years

Robert B. Turnbull — 36 Years



J. A. Schmidt, Jr.,
Retirement



A 38 year association with the company was ended on March 8 with the announcement of the retirement of **Jacob A. Schmidt, Jr.**, Vice President of Administration — Materials Cleaning Systems.

In announcing the retirement, **James E. Donlan**, President, noted "that 1973 marks Schmidt's 38th year with the company and the

36th as an officer." He also pointed out that "much of the financial decision-making that has supported Wheelabrator-Frye's development into a multi-national supplier of materials cleaning systems can be attributed to him. Over the years he has made a major contribution to the betterment of our employees and companies."

Although his retirement plans are not complete, Mr. and Mrs. Schmidt do plan some extensive travelling and he will continue with the firm as a part-time consultant.

Mr. Schmidt joined Wheelabrator in 1936 after his studies at the University of Notre Dame. In 1937 he was appointed Assistant Treasurer and subsequently has held the positions of Assistant Secretary, Trustee of the Employee's Trust Fund, Treasurer, Secretary-Treasurer and Vice-President for Finance.

He has also served on the Board of Directors of some 16 other manufacturing firms and as an administrative trustee of five employee retirement funds.

People and Events



As a part of "Salute to Industry" ceremonies, sponsored by the South Bend-Mishawaka Chamber of Commerce during the week of April 23, Wheelabrator-Frye provided this exhibit installed in the lobby of the First Federal Savings & Loan Company, South Bend.

Harris and Mullins Cited as Black Achievers

John Harris and **Garrett Mullins** were among the 140 recognized at the Third Black Achievers Project dinner held at the Waldorf-Astoria Hotel, New York City. Sponsored by the Harlem Branch YMCA, the annual affair, which honors selected achievers in industry, serves as a motivation to Harlem youths



who are potential black achievers.

John and Garrett represented our corporation in this worthwhile affair. The plaque which each received at the dinner cited the recipients, "who in achieving status in industry is a motivation and pace setter for black youth." Our firm was also commended for giving people regardless of race a chance to develop and contribute to the progress of America through industry.

Recently corporate headquarters received two plaques establishing Wheelabrator-Frye Inc. as an honorary member of the Southern Christian Leadership Conference West. One of these plaques is now hanging in the reception room of the corporate offices while the second will be displayed at Mishawaka.