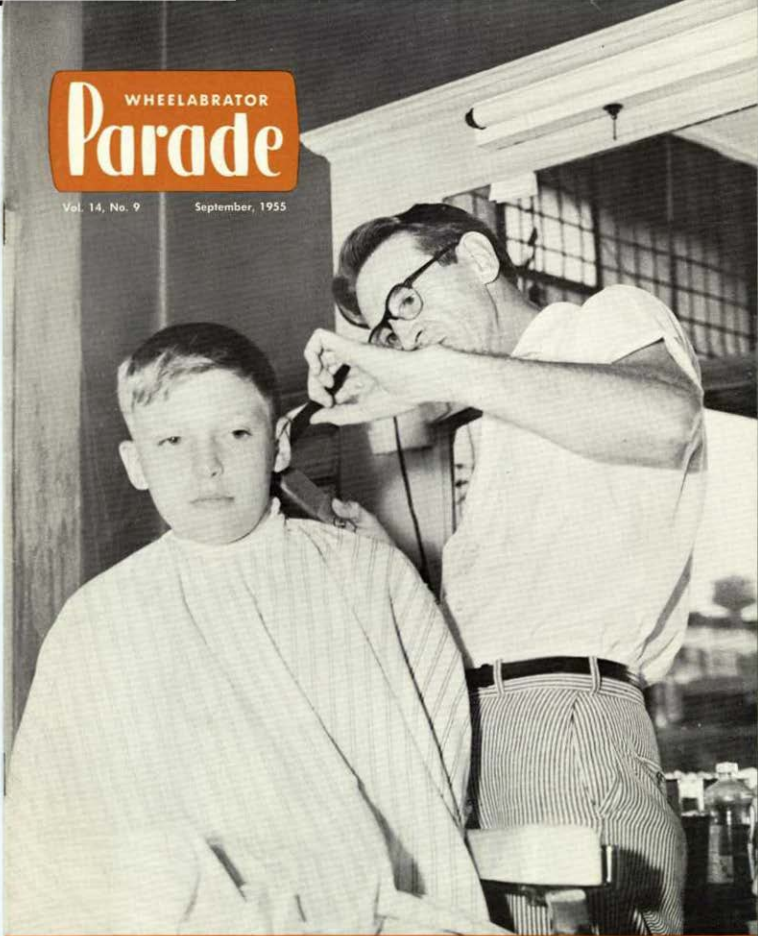


WHEELABRATOR
Parade

Vol. 14, No. 9

September, 1955



WHEELABRATOR Parade

Published for Employees of
Wheelabrator Corporation

Mishawaka, Indiana

Vol. 14, No. 8—September, 1955

Joseph Flory, Editor

On The Cover

Some folks are concerned with the cost of haircuts, but not this young fellow on the cover. You see, the barber is his own father and this service comes free. Our guess is that the meditative look on his face is due to the realization that this particular haircut means "back to school."

Our subject is Johnnie Bodine, 10 year old son of Mr. and Mrs. C. C. Bodine. The lad is a fifth grade student at Belzer School in Mishawaka. His mother, Jean Bodine, has worked in Steel Shop Office since May, 1948.

R: ENTHUSIASM!

ENTHUSIASM—that certain something that makes us great—that pulls us out of the mediocre and commonplace—that glows and shines and lights up our faces—the keynote that makes us sing and makes men sing with us.

ENTHUSIASM—the maker of friends—the maker of smiles—the producer of confidence—it cries to the world, "I've got what it takes." It tells all men that your job is a swell job—the house you work for just suits you—the goods you have are the best.

ENTHUSIASM—the inspiration that makes you "Wake Up and Live." It puts spring in your step—spring in your heart—a twinkle in your eye—confidence in yourself and your fellow men. It changes a doctan salesman into a producer—a pessimist into an optimist—a loafer into a go-getter.

ENTHUSIASM—If you have it, you show it—your prospect gets it—your company loves it—you cash in on it. Do you have it? Then thank God for it. If you haven't got it, then get down on your knees and pray for it.

It's the Way YOU Do It—

*It's the friendly way you greet a man
Tho' you're feeling mighty tough.
It's the way you smile a "Howdy"
When the day ahead looks rough.*

*It's the way you say "Good Morning"
And call customers by name.
It's mighty hard to do at times
But—You do it just the same.*

*It's admitting little errors
And accepting criticism due.
It's doing unto others
As you would have them do to you.*

*It's diagnosing troubles
To bring them to an end.
And the warmth in saying "Thank You,
Won't you please come back again?"*

It was so tough for Joe to get up on time in the morning that he went to see his doctor, who fixed him up with some pills to cure him of his drowsiness.

Joe took a pill that night, slept well, and was awake before he heard the alarm go off. He dressed and ate breakfast leisurely. Later he strolled into the office and told the boss: "I didn't have a bit of trouble getting up this morning."

Said the boss: "That's interesting, but where were you yesterday?"

FREEDOM

Freedom is not an American invention; it was found in the folklore of the ancients, in the resistance of the caveman, in the philosophies of Greece and Rome, and wherever men fought the tyranny of other men.

But the American Declaration of Independence was the great symphony of human freedom, the revolutionary clude of all the hopes and dreams of humanity. Never had mankind been deemed worthy of so many duties and responsibilities: "All men are created equal," "Governments derive their just powers from the consent of the governed."

Then came the great oratorio of all political history—the American Constitution. These early settlers of the 18th Century, these implacable lovers of freedom, knew that in order to defend their ideas, it was not sufficient merely to protect their land and possessions, but to defend spiritual things like liberty and justice from those who would destroy them, they must erect a temple, impregnable as the eternal hills. Drawing inspiration from the sages and prophets of history, Washington, Jefferson, Adams and Franklin created a monument that towers above panics and parties, wars and confusion. May it stand as timeless as the stars in the Heaven above.

—source unknown

WHEELABRATOR PROFIT-SHARING CHART

THIS YEAR

LAST YEAR

Cumulation

Through

July 31

\$200,269

Cumulation

Through

July 31

\$124,182



People NEED HELP



Some need help to become better citizens . . .

In the Camp Fire Girls, Girl Scouts, Boy Scouts and in the Y.M.C.A., Y.W.C.A. and Hearing House Community Center boys and girls are taught the meaning of living and working together.



Some need the hope of research . . .

The American Cancer Society and the Indiana Heart Foundation are working daily, giving new hope to those fighting our two most dreaded diseases.



PEOPLE HELPED IN '54

American Red Cross (St. Joseph County Chapter)	10,600
(Home Service, First Aid and Water Safety Only)	
American Red Cross (Mishawaka Chapter)	2,545
Boy Scouts of America	8,000
Cancer Society of St. Joseph County	1,540
Camp Fire Girls (South Bend)	2,593
Camp Fire Girls (Mishawaka)	1,010
Campship Fund	171
Catholic Charities	1,656
Child Guidance Clinic	415
Children's Aid Society	197
Children's Dispensary	6,849
Circle of Mercy Day Nursery	71
Council of Community Service	(Unestimable)
Family Service	3,600
Girl Scouts of America (Mishawaka)	545
Goodwill Industries	85
Hearing Society of St. Joseph County	212
Hearing House Community Center	828
Hospitalization Fund	91
Indiana Heart Foundation	(Unestimable)
Legal Aid Society of St. Joseph County	750
National Probation and Parole Association	(Service Org.)
National Social Welfare Assembly	(Service Org.)
Community Chests and Councils of America	(Service Org.)
Salvation Army (South Bend)	3,908
Salvation Army (Mishawaka)	701
St. Joseph County Association for Mental Health	(Unestimable)
Social Service Exchange	(Service Org.)
Visiting Nurse Association (South Bend)	(visits) 16,715
Visiting Nurse Association (Mishawaka)	(visits) 1,776
Y.M.C.A.	8,514
Y.W.C.A.	9,200

Some need help because of a handicap . . .

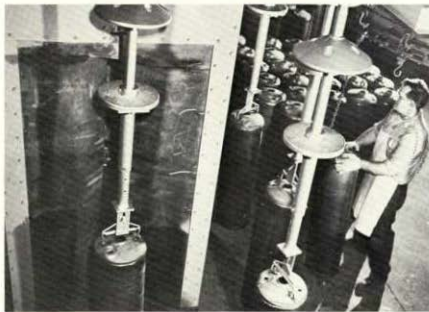
Goodwill Industries provides a "chance not charity".



Some need a home . . .

Children's Aid Society furnishes a home for children from broken families.





Entrance end of Special Cabinet showing shells suspended from hangers.



Inside the blasting apparatus of the Wheelabrator Special Cabinet. Visible are the four up-blast wheels for etching the inside of the shells.

"The Bond That Never Fails"

Wheelabrator equipment is playing an important part in the operation of Rheem Manufacturing Company, one of the leading producers of hot water heaters, with plants in several cities. At their Chicago plant a 6-wheel Monorail Cabinet is used in preparing the heater shells for their RHEEMGLAS application, or porcelain enameling. For this coating to form a perfect bond it is imperative that the metal

be thoroughly cleaned, and at the same time have the proper surface for the application.

The shells passing through the Special Cabinet, of course, have no bottoms in them. Four of the six wheels blast the interiors of the shells as the latter travels on the monorail above. The other two wheels prepare the outsides of the units. There are 64 hooks, or hangers, from which the

shells are suspended as they pass through the cabinet. The conveyor movement is index-type — each hook moving one station, then stopping. The hooks, which happen to be in front of the six wheels at the time, then rotate in front of them, allowing the shells to be blasted. The conveyor then moves ahead another position, and so on.

The Job I'll Never Forget

All of us at times think the other fellow has the easiest job, with no trouble attached to it. This is seldom the case, as is illustrated by an experience of Al Smith, Service Engineer in our New York Office, which took place in the Winter of '48-'49.

Al had been in Mishawaka for Christmas and had just bought a new car when Gerry Grove sent him to check on a 27" x 36" Wheelabrator Tumblast at La Fonderie De L'Islet Ltd., L'Islet, Quebec, Canada. He and his wife had gone as far as Detroit when Al discovered that the head bolts on the car had loosened, causing him to lose the Prestone. After this

was taken care of they continued on to Montreal over slippery roads.

Says Al: "I was driving carefully, but all at once it happened. I was passing a truck when he turned left in front of me, so I had to take to the side of the road — right dead center into a telephone pole, but nobody was hurt. The truck driver got out, but he couldn't speak English and I couldn't speak French. Finally the police got us straightened out, and I got in touch with the insurance agent who helped me get a hotel room and my car to a garage.

"I left my wife and car in Montreal and went on by train. One of the fel-

lows from the Fonderie met me and took me to the local boarding house. He and I were the only ones who could speak English, so after supper I went to my room. It was so cold I couldn't get warm, even sleeping with my clothes on. The next morning when I got up it was 43° below zero! I found that the Tumblast was running after a fashion — electrician could not read English, couldn't make push buttons work and operated contactors by hand. We finally got things fixed up so I returned to Montreal where I picked up my wife and the car. Gerry called and sent me to Denvers where it wasn't so cold, only about zero. This was one I'll never forget."

PROFIT SHARING: WATCH IT GROW!

While reviewing the new tax benefits accruing to beneficiaries of participants in the Wheelabrator Savings and Profit Sharing Trust Fund in the August issue of *PAAAB*, your editor's curiosity regarding the benefits to present participants in the fund and the whole history, size and future of the fund was aroused. From the Accounting Department we learned some very impressive facts which should be of great interest to ALL Wheelabrator employees.

Since the Profit Sharing Trust Fund was set up in January, 1947, the Company has contributed more than two million dollars to the fund. The fund itself has earned almost two hundred thousand dollars from its investments, so that benefits accruing to participants have totalled more than two and one-quarter million dollars.

A full time employee who has saved the maximum 5% permitted under the Trust Agreement since the inception of the Profit Sharing Trust would already have had the equivalent of almost one and one-half years' wages (141%) credited to his account by December 31, 1954. For each \$1,000 that

such a participant earned in average annual compensation he would have \$1,413 in the fund.

The Accounting Department has prepared three graphs which vividly illustrate what a full time participant's share in the Profit Sharing Trust Fund will be at future five-year intervals if he has participated since the inception of the fund. For every \$1,000 of average annual earnings (always subject to the \$10,000 limitation), he would have \$8,800 by 1980. This amount is based on the assumption that the next 25 years are as successful as the past eight years have been as shown in Graph I.

If the next 25 years show a 50% increase such a participant would have \$12,000 for every \$1,000 of average annual income as illustrated in Graph 2. If business conditions would be such that the average was 35% less successful than in the past eight years, the participant should still have \$6,800 in the fund for every \$1,000 of average annual earnings as shown in Graph 3.

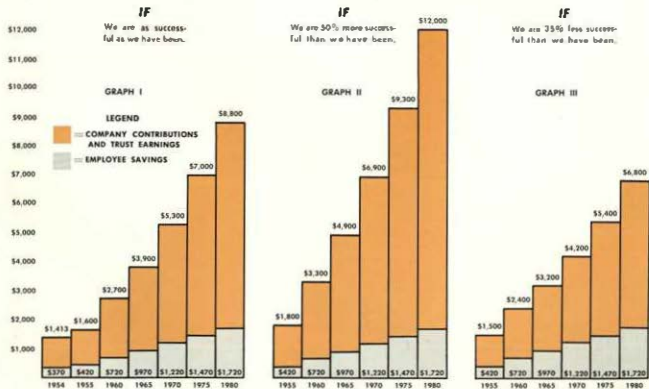
Any participant since the beginning of the Trust can compute his estimated

share of the fund at the end of any period by multiplying the amount shown in the table by his average annual earnings. For instance, an employee averaging \$4,000 per year could have as much as \$48,000 (12 years average earnings) in 1980 if the conditions assumed for Graph 2 prevailed.

New employees just beginning to participate also can project what the fund will mean to them in the future by deducting from \$1,500 to \$3,000 from the totals shown in the graphs. This spread is due to adding compound interest to the \$1,413 accumulated prior to 1955. Employees starting during the 1948-1954 period will have funds somewhat less than the original participants, depending upon length of participation prior to December 31, 1954.

Estimating future operations is always difficult, but your editor feels that the accompanying graphs will give each participant some idea of the large potential fund he can accumulate for himself. If our company continues to prosper through the team work, enthusiasm and interest of all employees.

Estimated Projected Value of Participant's Share in Wheelabrator Trust Fund per \$1,000 Annual Earnings.



The Passing Parade

Jack Brogden, Coremaker, was presented with an added feature Sunday, August 7th. The little boy was labeled David Joseph, and weighed in at 5 lbs., 7 oz., in the Ft. Sanders, Tennessee Hospital.

Everyone has a different idea for spending a vacation, and Bill Suggs, Plant No. 2, is no exception. Bill enjoyed a honeymoon on his vacation. Congratulations and best wishes!

Dennis Hixenbaugh, now in the Foundry, is one of the Hixenbaugh Brothers who started in athletics at Mishawaka High School. He has only a short term to complete his studies

Wheelabrator Folks on the Job



SALEM HOPPER, Steel Shop, came to work here in November, 1930, having been employed before that by Morgan Packing Company at Austin, Indiana. He is an Assembler, and here we see him taking down a ingot prior to slipping of the machine. This particular equipment is a 2-wheel pressing machine for Ford Motor Company. Salem says that with seven children "a guy has plenty of activity," but not much chance for holiday. He does, however, do some coast hunting from time to time.

PARADE REPORTER

Offices—Engineering	ANONYMOUS GIBBS
Meching Shop—	
Stock Room	HILBERT BOENHLEN
Foundry	KENNY MESSON
Steel Shot Plant	SUB MATCOFFTE
Steel Shop	DELBERT GARNER, BOB DANKSCHE

at Purdue. A swell young fellow with a bright future.

Larry Mueller, Grinder, has been on an extended "vacation" in the hospital where he underwent an operation. Hurry back, Larry.

The following sign was posted in an employees' cafeteria: This firm has 2,318 employees. To date, the cafeteria has lost 2,318 salt shakers. Now that you each have one, FOR HEAVEN'S SAKE QUIT!

Calvin Kelly, Coremaker, hurried home from a fishing trip in Florida recently with a nice mess of fish that he used for bait on the pier at St. Joe, Michigan. Seems like a short cut could have been taken.

Fred Bishop has plenty of tales (tails) from his trip up North, but we haven't seen the first fish for evidence yet.

Vacations seems to be the most talked about subject these days:

George Freed, Tool Crib, (Nights), motored with his family to Niagara Falls.

Anne Ray, Stockroom, and husband, Joe, Foundry, motored to Tennessee and visited his parents.

Margaret Harrington, Stockroom, and her family visited Florida.

Blanche Null, Stockroom, husband Henry and daughter, Sherry, spent their vacation in New York.

Josephine Dattolo, Stockroom, also went to Florida.

Frank Gehl, Inspection, took his father and motored to Canada.

John Kijek and family are visiting

in the New England States, including John's home town in Massachusetts.

It seems that Jimi Curtis, Stockroom, had some fish stories to tell when he came back—probably a good thing, as it rained all the time.

Don't boast of being a brave and fearless man until you have felt your way through a dark room at 2 a.m. to investigate a strange noise—and have had a broom handle fall against the middle of your back.

Our deepest sympathy to the Truck-cowd family in the loss of husband, father and grandfather.

Ed Ernst, Plant No. 2, has been transferred from the ball mill to the heat treat.

Wheelabrator Folks on the Job



BOB LINNOX, Stock Room, came to work here in October, 1931, after serving in the U. S. Army. Bob's chief duty is driving a truck. He is interested in most sports, and takes an active part in water skiing.



Wilbur Boyer and Harry Weaver, Steel Shop, spent their vacation in the area of Hayward, Wisconsin, much of it at Robinson Lake. Wilbur gives glowing reports of fishing—all the 11 inch Bluegills one can use. We pondered over this until we saw the proof in the form of a photograph.

The interesting phase of Wilbur's luck at fishing was that the "fever" took hold of his two young daughters who are pictured here. On the left is Barbara Elaine with her sister, Marilyn Kay. The latter is the little miss who experienced some of her father's luck. Fishing alongside him, using flab worms and a cane pole, she bagged five nice Bluegills, quite an accomplishment for a mile of her size.

Marilyn also exhibited a bit of rare business ability for one of her age—she extracted a promise from her dad to buy her a complete new fishing outfit.

Harold Mayes, Plant No. 2, has found the solution for keeping cool on hot days. Recently he came to work in Bermuda shorts.

Clifford Martin has joined the day gang, and other new faces in the Foundry are: Carl Britton, Jack Shafer, Arthur Raven, Steve Nowacki, Charles Shafter, Ransom Kirsh, Ed Sinklewicz, Robert De Maegd, Robert Conner and Dennis Hixenbaugh.

Children of Wheelabrator employees recently won scholastic honors. Patricia McNeile, daughter of George Mc-

Nelle, Engineering, received the Award of Excellence in Mathematics and a partial scholarship to St. Joseph High School, South Bend. Jimmie Jack, son of Cecil Jack, North Shipping, won a scholarship to the same high school. Patricia attended St. Joseph's School, South Bend; Jimmie attended St. Joseph's School, Mishawaka.

George Stolt, Jr., Machine Shop, and wife, Kathryn and daughter, Sheryl, visited Turkey Run State Park. We understand Kathryn likes to ride the horses, especially when they take off on more than just a trot.

Gladstone Smith, Machine Shop, went on a fishing trip along the White River near Spencer, Indiana. His catch was 63 Channel and Blue Catfish. They weighed from 1 to 2½ pounds each. Quite a catch, Smithy.

Fred "Red" Shields, Plant No. 2, is back to work after several weeks of illness.

Let's make all new employees feel at home with Wheelabrator. A welcome to the following in Plant No. 2: Harold Ostrom, 2nd shift jeep driver; John Riedel, 2nd shift boxer; Charles Ehrlich, office force.

Hector Sheehan, Machine Shop, and his family motored in the Southern States. They visited in Kentucky, Tennessee and Georgia, and he has some very nice pictures of the beautiful scenery in those parts.

Planning a trip to New York? See Nel Canarecci — she will tell you which bistros to go to (or not to go to)!

Say, have you noticed the number of your colleagues who are getting tickets these days? Check with Bob Price . . . but not any of your reporters. Oh no:

*The driver in front of me,
Forced to stop,*

*And handed a ticket
By a cop,*

*Might have been me.
But for these facts;*

*I respect the law
In my driving acts.*

*And in rules of safety,
I'm thoroughly versed—*

*Besides, I saw
The policeman first!*

Wheelabrator Folks on the Job



HERBERT MILLBRAND, Steel Shop, came to work here in January, 1941. He left in July, 1945, to work for Cannon Air Vail Company, but returned in March, 1951. He is an Assembly on the Wheelabrator Cabinet line. In this picture we see him fitting a guard to a 2 Wheel Peening Machine being built for Ford Motor Company. Herb is married and has seven children and four grandchildren. He likes gardening and most sports. Herb is a member of Knights of Columbus.

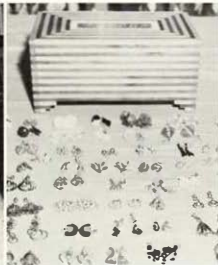
Juliana Club annual elections have just been held. Here are the new officers: President, Johanna Wiesneda; Secretary-Treasurer, Alberta Kaufman; Board Member, Mary Milos, Ann Ray and outgoing President, Edna Golba.

I haven't heard too many tall fish stories from Ray Good, but Bob Gay has pictures to prove his stories of the fish they caught.

A man had his new dog out for a walk when he came to a river. He threw a stick in for the animal to retrieve. To his astonishment, instead of plunging in, the dog walked out on the surface of the river and brought back the stick. Not believing his eyes, the man threw the stick again. The dog repeated his performance. "Where did you get that dog?" asked a passer-by. "I bought him for a hundred dollars," said its owner proudly. "Well, you'd better get your money back," said the stranger. "You've been taken—that dog can't even swim."



(LEFT) Jo arranges her earrings for a picture. (RIGHT) Here is only a small portion of Jo's collection. The chest in the rear was made by her father for storing the earrings. It is fashioned of white birch and black walnut and contains 104 pieces. Johanna's name is played on plastic and centered in the top of the chest.



The Ears Have It

Earrings are important accessories with most women and they have several pairs from which to select, but we know of one Wheelabrator girl who can wear a different pair each day for 12 weeks without wearing the same pair twice. To be exact, Johanna Wiendels, Sales Department, has a collection of 85 pairs.

Jo began her unusual collection about five years ago "more or less by accident." She says that after she had obtained a few pairs she found herself looking for anything of an unusual nature. When friends learned of her hobby, they became so interested that they helped her add to the collection with the comment, "They looked so

much like your type I just had to get them for you."

Jo's earrings have come from such widely scattered areas as Cleveland, Chicago, Toledo, New York, St. Petersburg, Las Vegas, Arizona, Nebraska, Michigan, Georgia, Wisconsin, Mexico, Cuba and Canada. They are made of such materials as shells, mother-of-pearl, paper, glass, cloth and plastic. No two pairs are alike, being miniatures of many objects such as coins, dice, bird cages, flowers, lanterns, teapots, hearts and fruit.

Casualties have been very light among Jo's collection. She has broken three pairs and lost one earring.

NEWS and VIEWS of Wheelabrator Products

The Howard Foundry Company, Milwaukee, has in operation a 20" x 27" Wheelabrator Tumbblast and a competitive machine of similar size. According to the Maintenance Superintendent of this firm the belts on the competitor's machine have been lasting four months, while ours have given good service for more than a year.

General Electric Company, Appliance Park, Kentucky, is performing a number of operations with a Continuous Wheelabrator Tumbblast. This machine handles eight different kinds of small steel parts for refrigerator compressors, such as upper and lower bumpers, oil cans, main frame brackets, wick plugs, cylinder brackets, intake muffler cups and piston assemblies. An estimated 14,000 parts are cleaned in a 6-hour day.

Corhart Refractories Company, Louisville, manufactures refractories by melting mixtures of refractory oxides in electric furnaces until they are liquid and then casting this liquid into molds. They supply two major industries — glass and steel. In the operations here two Wheelabrator Dustblasts are used to keep the air clean and to recover as much airborne material as possible.

From Burner to . . . Burner

JAMES POWELL

James Powell, Steel Shop, has been here since February, 1936. Previously he had worked for Williamson Advertising Service. Jim's first job was "burning," a duty which he has performed so well that he still continues in that capacity.



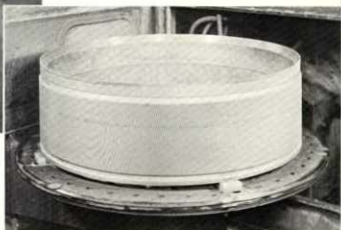
We
Knew
Him
When

Nameplate & Monogram Company, Wapakoneta, Ohio, is using a Model 84 Liqumatt for surfacing parts prior to anodizing and plating. This firm manufactures a variety of decorative hardware for appliances — door guards for refrigerators, name plates for deep freezers, switch panel plates for stoves, etc. So several metals are used for these parts, but only those made of aluminum and zinc are processed in the Liqumatt. The aluminum, in the form of stampings, is blasted before anodizing; the zinc, in the form of die castings, is blasted before chromium plating. Liqumatt produces the satin-like lustre desired.



(AT LEFT) Overall view of the Special Cabinet with four Jacquard people looking on. The Plant Super intendent is pointing at the knitting machine dial which is positioned for rinsing on the Swing Table. This dial is so placed as to allow the stationary nozzle to clean the forepart of the dial.

(BOTTOM) This view shows a closeup of a knitting cylinder after blasting. The purpose of blasting is to remove the grinding lines and to put a uniform radius on the grooved sections of the cylinder.



Machine With a Distinct Personality

A most unique piece of equipment is in use at Jacquard Knitting Machine Company, Philadelphia. Although this machine is a Special Liquamette Cabinet, it incorporates some of the principles of our other equipment. It has a Swing Table Mechanism and tumbling barrel for small parts. Wet blasting can be done manually or automatically for the job at hand, since the machine is equipped with stationary and traveling nozzles.

The Jacquard people are one of the leaders in the manufacture of knitting machinery. As an example of what this Liquamette has meant in the production at Jacquard consider the knitting machine cylinder with its thousands of small grooves. It is essential that these tiny channels be perfectly clean and free of obstruction for the proper functioning of the needles. Previous to wet blasting it required as high as 16 hours for an employee to clean a cylinder by filing. The average time required now is 45 minutes.



"Miss Lovelace — stop wasting my Profit Sharing Time and get a copy of the Air Mail letter to me — Pronto!"

U. S. Navy Department Expresses Appreciation

Our company has again been recognized for its understanding and co-operation in community and national affairs. The latest citation is in the form of a scroll, or certificate, and presented by the U. S. Navy Department. The award is given as a token of appreciation for unselfish cooperation of Wheelabrator Management in making it possible for those employees who are members of the Naval Reserve to serve on their annual active duty for training tour of duty.

Presenting the certificate to Mr. Pfaff is CDR I. E. Ayer, Commanding Officer, U. S. Naval Reserve Center, South Bend. Looking on is Ernie Gibson, Head of our Export Division, and present Commanding Officer of Naval Reserve Surface Division 9-49, South Bend.

Other Wheelabrator employees who are members of U. S. Naval Reserve are Phil Jordan, Chief Sales Engineer, and former Commanding Officer of 9-49; Mason Atkins, Sales Department, Lieutenant; Sid Matchette, Plant No. 2, Seaman.



VISITORS from JAPAN

We recently had the pleasure of a visit from three Japanese gentlemen, Messrs. Ida, Sasaki and Tanji. The latter two are with manufacturing affiliates of Mitsubishi, our company representative in Japan. Mr. Ida is from Mitsubishi's New York Office. These men were here on business and to see and study our equipment, with the possibility of its use in their own manufacturing operations in Japan.

Standing are Bob Riordan, Chal Gilae and Bud Rich. Seated left to right are Messrs. Ida, Sasaki and Tanji.



'DO THESE THINGS UNTO THEM'

Do you know how many persons die as a result of fire in the United States each year? The estimate is 17,000. The sickening phase of this is that of this number at least 20 per cent are children under five years of age. Why are these children so often fire victims? One reason is their utter helplessness as babies if trapped in a burning building. More often it is the result of carelessness or lack of foresight on the part of parents or babysitters. Before entrusting their children to babysitters parents should:

1. Know the sitter; make inquiries about training and family background.
2. Employ only sitters who have a sense of responsibility and who like children.
3. Try to have the same sitter regularly if possible, and one who lives nearby.
4. Have a preliminary "get acquainted" interview with sitter—have her meet the children and even the watch-dog if there is one.

5. Give instructions orally — then leave them in writing.
6. Show sitter all exits and how to get children out of house in case of fire.
7. Give the sitter the telephone number of the fire department, family



doctor and place to which you have gone.

8. If there is no phone, explain to sitter other means of notifying fire department in case of fire.
9. Caution sitter against permitting children to play with matches, electric cords or other appliances. Also, tell her to keep the youngsters out of the kitchen, if possible.

10. If sitter is to bathe a child, make certain she has had some experience.
11. Leave a first aid kit with sitter and explain how to take care of simple burns, cuts and bruises.
12. Be sure sitter understands that in a fire emergency she should get children out of the house, then call the fire department and notify parents.
13. Provide flashlights for use in case lighting should fail.
14. Always come home at the hour agreed upon; telephone if delayed.



How many of these precautions have you been observing?

NEW MARKETS on the HORIZON

We've probably all heard the expression that no successful person or company ever stands still — that they either slip backward or move forward. The progress of our company can be attributed to a combination of factors—good service, a quality product and sound management. Perhaps one of the most significant aspects of our growth in recent years has been our expansion due to market research. Our company has striven continually to improve our products and to develop new applications and markets for them.

George Jones, Market Research Engineer, gives us some interesting facts on the operations of this department. Where do we get the ideas for investigating and developing new markets? From inquiries by companies requesting information as to whether our process can solve their particular problem; our salesman's suggestions;

ideas of other personnel in our organization; general studies of basic industries to determine possible applications for our process. In the case of successful demonstrations that result in equipment sales it is then our job to evaluate the market potential in terms of the number of companies engaged in the same business, their size and possible uses for our equipment in a particular market in addition to that established by the demonstration and original sale.

George refers to the steps taken in connection with the sale of a Multi-Table to the Corborundum Company. In this instance he had acquired a list of companies in this field and, on the basis of personal calls, established all possible applications for our equipment in this market in terms of the general types of wheels that could be dressed by blast cleaning, and other side advantages of this method—for example, the removal of paper spacers

placed between wheels to keep them from sticking together during the curing operation.

Another example was the sale of a Wheelabrator to Simpson Logging Company for blasting of acoustical tile. In this case a list of producing companies in this market was acquired, and a study made to determine whether our process would be limited to wood fiber tile which Simpson produces, or whether blasting would be restricted to creating a sound-absorbing surface, or to create an attractive finish — or both.

Not all of our studies are fruitful. In some cases, what appears at first to be an ideal market, dies out suddenly. Regardless of this, our research people must be ever on the alert for those new markets and applications which may mean added business for the company — and continued employment for all of us.



A LITTLE RAIN — A LOT OF FOOD

The annual corn and sausage roast sponsored by Wheelabrator Athletic Association was held at the Mishawaka Conservation Club on Saturday, August 20, beginning at 5 P.M. A sudden rain storm right at this time delayed the serving, but everyone present made up for this by taking ad-

vantage of the delicious food available — roasted sausage, corn in the husks and drinks. Nobody complained of not having enough to eat, while everyone enjoyed an informal visit with friends and fellow workers. Even the youngsters had the time of their lives. The pictures here show some of our folks and their children eating or relaxing.

