

WHEELABRATOR

PARADE

ol. 20 no. 2  
mar.-apr.  
961

VITAL VALUES FOR INDUSTRY



... our responsibility!

**B**Y now you know that Wheelabrator has launched a campaign to introduce our new "Vital Values for Industry" symbol.

It is important that you realize this theme is not the result of wishful thinking, and that it is not just a catchy phrase. Instead, it portrays the *true* personality that has been Wheelabrator's for a long, long time.



"Vital Values for Industry" reflects our philosophy of looking deeply into problems to find better solutions. It is an objective to be kept in front of us to make sure that the quality of our products is second to none. It mirrors our philosophy that responsibility goes with leadership. It echoes the concern we show by having trained engineers supervise the installation of our equipment and provide the service necessary to insure that performance in the field measures up to the promise of the laboratory. *This is a philosophy that insures confidence and delivers satisfaction.*

We have never relaxed in our efforts to help equipment users maintain the highest possible level of efficiency. For example, we conduct training sessions for customers' maintenance and operating personnel, we make exhaustive studies and detailed recommendations on cost reduction for every user, and we regularly publish suggestions on ways to improve performance. In addition, our research and design programs have repeatedly initiated major developments that have contributed immensely to the advancement of the areas in which we specialize.

These are just a few of the Vital Values that have given Wheelabrator the respected reputation it has earned over the years. Our energy will always be dedicated to maintaining this high regard . . . and our new symbol will serve as a constant reminder of this pledge.

This designation of Wheelabrator's guiding principle is ours to protect, so let us guard it well. It marks the way for meeting the challenge of today and is an expression of our faith in the future.

# VITAL VALUES

**. . . our guiding  
principle and  
pledge  
to industry**

by

A handwritten signature in cursive script that reads "J. F. Cavanaugh".

PRESIDENT

“I don’t know who you are.  
I don’t know your company.  
I don’t know your company’s product.  
I don’t know what your company stands for.  
I don’t know your company’s customers.  
I don’t know your company’s record.  
I don’t know your company’s reputation.  
Now — what was it you wanted to sell me?”\*



**THE CUSTOMER** is faced with  
the responsibility for making  
wise buying decisions. No wonder  
he wants the answers to so  
many important questions.

# THE CUSTOMER MUST INVEST HIS MONEY WHERE IT WILL DO THE MOST GOOD

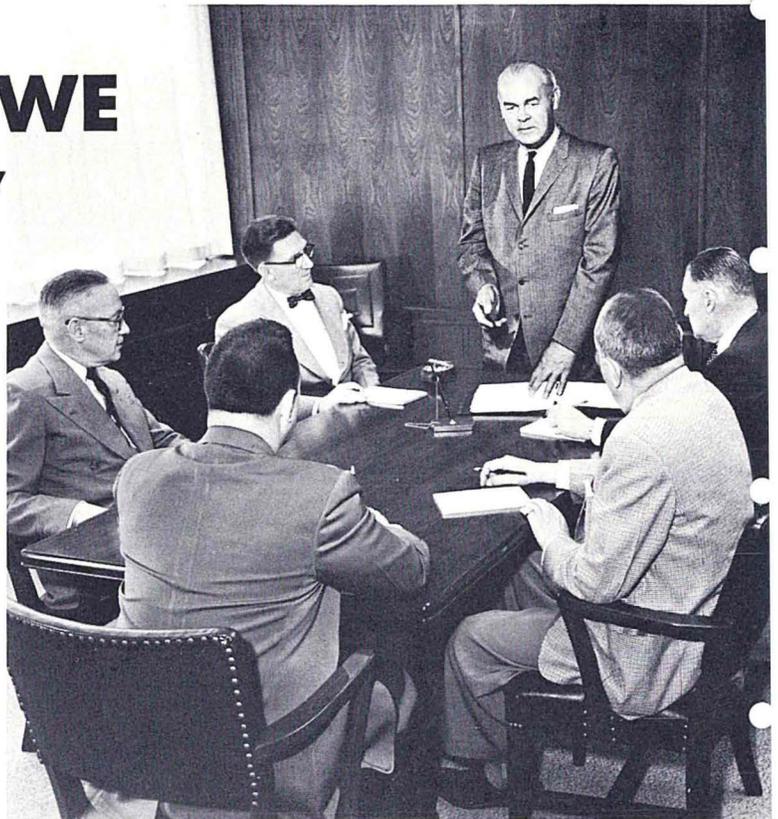
## “WHAT SHOULD WE BUY FIRST?”

“The machine shop needs  
a bigger lathe.”

“We have three trucks that  
should be replaced.”

“I could use another crane.”

“If we don’t get a new blast  
cleaning machine,  
production will lag.”



Even in good times, there is much more equipment needed than there is money available to buy it. For that reason Wheelabrator competes not only with other manufacturers of blast cleaning and dust and fume control equipment, but also with companies selling cranes, lathes, trucks, presses, furnaces, and a wide variety of other types of equipment.

*in other words...*

**THE  
CUSTOMER  
DEMANDS**

The profit-building characteristics the customer seeks in his purchases are called . . . VITAL VALUES.

This term includes quality, performance, service, dependability, versatility, and all the other elements that add up to efficiency and cost reduction for his operations.

**VITAL  
VALUES**





## **THE SUPPLIER WHO PROVIDES VITAL VALUES GETS THE ORDER**

Suppose the customer has decided that the purchase of a new blast cleaning machine will be justified.

The question now is “Whose equipment should we buy? Which manufacturer is the most dependable, has the best quality, the best features, the most advantages, etc., etc.?”

After all these facts are analyzed and costs are compared, the one giving the greatest number of Vital Values gets the order because the customer is constantly thinking in terms of “profitability”.

# WHEELABRATOR PROVIDES VITAL VALUES

The Vital Values Wheelabrator provides take many forms. In some cases, it is **vital quality** that keeps the Wheelabrator machine operating long after others have failed. In others it is **vital inventiveness** that solves the problem more completely and profitably. In still others, it is **vital service** that helps customers achieve maximum performance from our equipment.

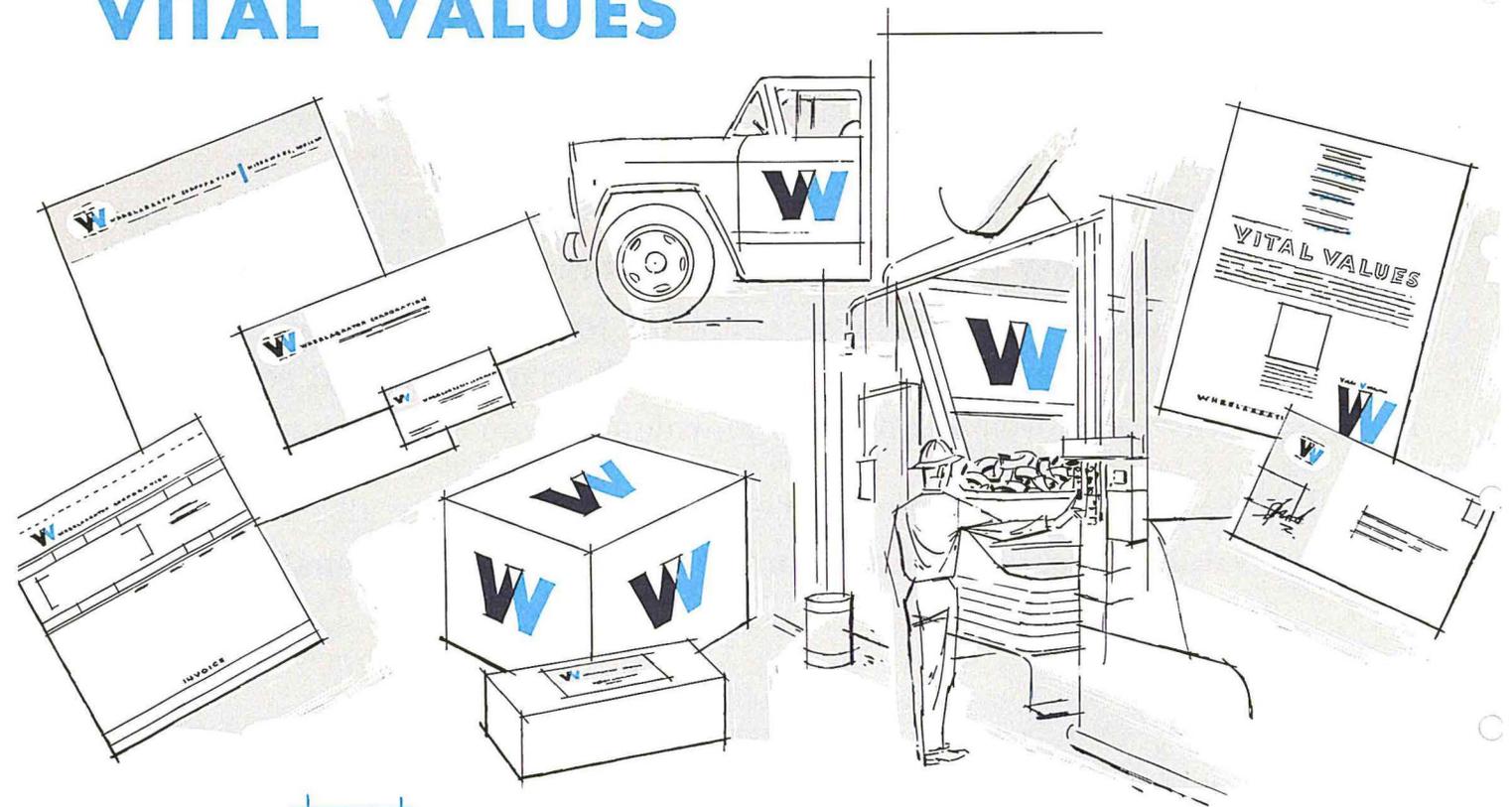
There are, of course, many other examples, and they all add up to the fact that Vital Values give Wheelabrator its distinctive personality.



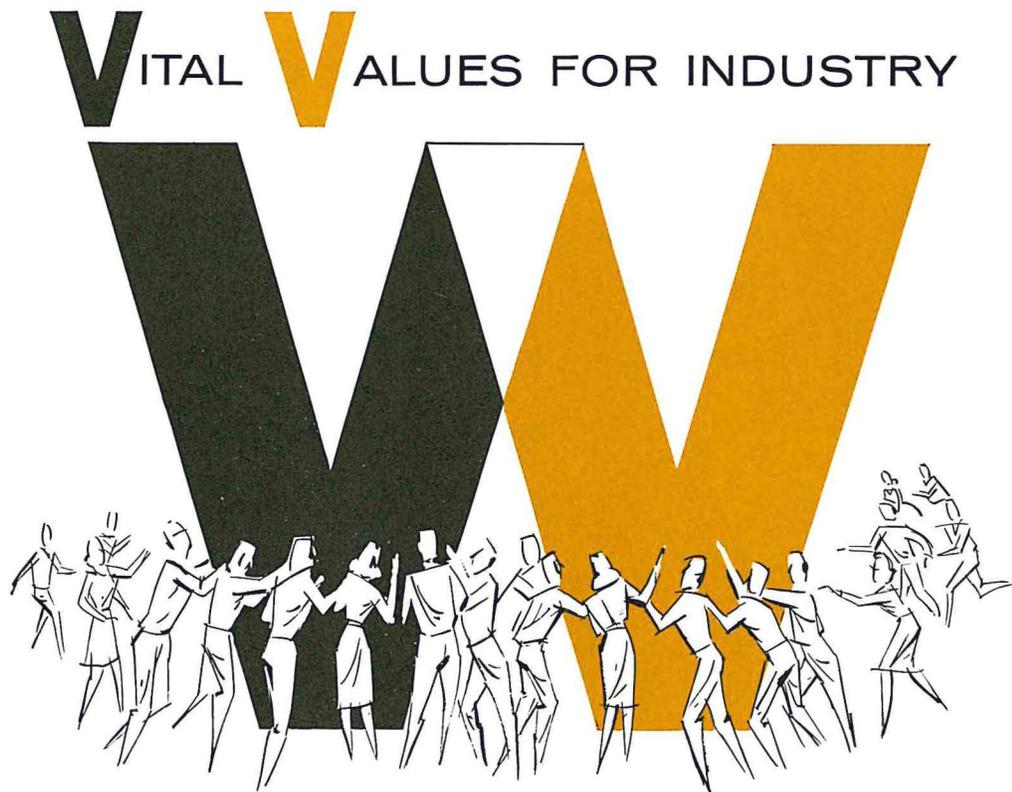
VITAL VALUES  
WV  
FOR INDUSTRY

The logo is centered within a white oval on a light green background. It features the words "VITAL VALUES" in a bold, sans-serif font at the top. Below this is a large, stylized monogram "WV", where the "W" is black and the "V" is red. At the bottom of the oval, the words "FOR INDUSTRY" are written in a smaller, bold, sans-serif font.

# SO LET'S TELL INDUSTRY ABOUT OUR VITAL VALUES



Since Wheelabrator Corporation offers so many industries the Vital Values they demand, it is only natural that we should explain this in a bold new approach that provides the opportunity for emphasizing this idea at every point where Wheelabrator makes contact with the public . . . in advertisements, direct mail, selling, and distribution. By so doing we project our corporate image with the greatest VIGOR and MEANING.



**... AND LET'S STAND BEHIND  
THIS CLAIM !**

**IT'S EVERYONE'S RESPONSIBILITY**

It is no secret that during the past 53 years, Wheelabrator

Corporation has built up a wonderful reputation for providing the added thoroughness and concern that customers have grown to expect. Surely this reputation is just as much our key to success in the future as it has been in the past.

This is why every individual in the Company must shoulder the responsibility for seeing to it that "Vital Values for Industry" is and always will be an accurate description of our products and service.

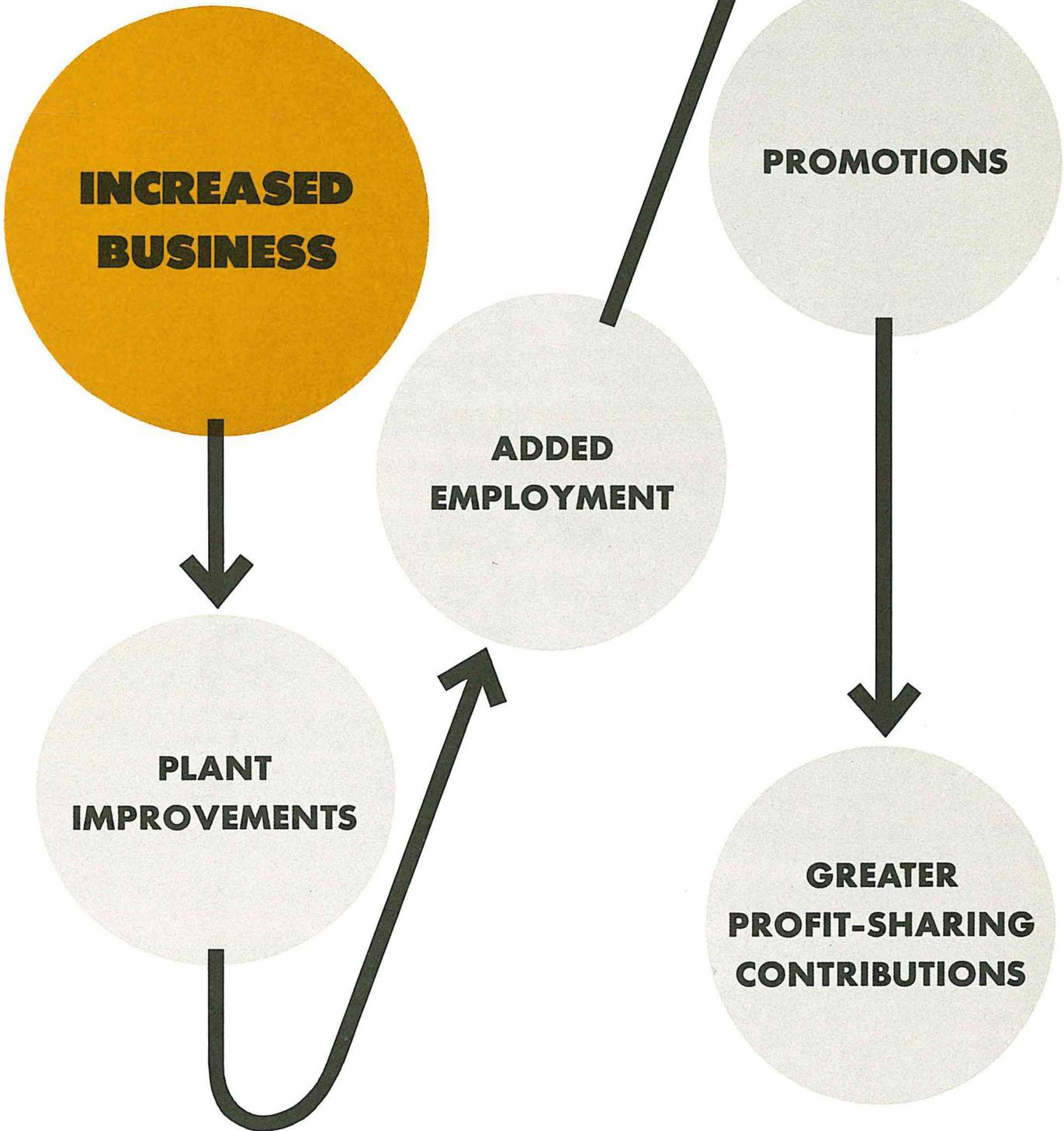
# EVERYONE WILL

By creating an industry-wide awareness of the extra benefits inherent in Wheelabrator products and services, the Vital Values campaign should materially expand our sales potential.

As a result, we would reasonably expect increased sales, and this, of course, is the goal of every business. With added earnings, a company is able to institute plant expansion programs, replace obsolete or inefficient equipment, increase research for the development of new products and processes, and thereby expand its opportunities to grow.

In addition, the successful company normally increases its personnel as it creates new jobs. At the same time, it establishes additional positions having greater responsibility. Also, the amounts of the growing company's profit-sharing contributions are increased.

# BENEFIT



# 4

# VITAL AREAS

## RESEARCH and ENGINEERING

BY

HAROLD SCHULTE, CHIEF ENGINEER

All of us like to identify ourselves with things of good quality. For many years this has been the driving motive for us at Wheelabrator. We have always taken pride in being the *first* with something *new* and *better*. As a result, Wheelabrator has had many successful firsts in our fields of blast cleaning and dust collector equipment. Do you remember the first continuous tumblast, or the first swing table, the shell machines built during the war years, and now the first core knock-out machine? There have been many firsts of this kind in which each of us has shared in creating equipment of real value for our customer.

It has always been our goal to give our customer more than he pays for. We are all pleased when we can conduct a successful demonstration that solves a problem for the customer and stirs up his interest in our product. Our pride of achievement is even greater when we can *sell, engineer, manufacture* and *ship on schedule* equipment that represents more value than the customer expected. We are also proud when we can give the type of service that produces performance from the machine that is greater than the customer ever anticipated. The vitality of Wheelabrator Corporation depends upon our ability to produce equipment for industry that has these built-in extra values.

Vital Values is not new when we stop and think about it. To me, it is like finding an old treasure in the attic. It is something that has been in our possession, but has not been recognized for its full value. We dust it off and give it a place of prominence in the house.

Each one of us must be our own best critic in order that the work we do and the products we produce have the vital values that make customers always think first of Wheelabrator.

## MANUFACTURING

BY

STANLEY KRZESZEWSKI, VICE PRESIDENT

As Wheelabrator introduces the new — “Vital Values for Industry” trademark, we should put our jobs under the magnifying glass and look for ways of making our firm, our products, and our operations more attractive to the Company’s customers and prospects.

We in manufacturing should ask ourselves if manpower is being utilized efficiently — if shop equipment is being employed as profitably as possible — if materials are being used economically — if quality is being maintained and improved. All these questions must be answered in the positive, or we are not doing our share to help Wheelabrator sell more products to more customers.

And so it is while we make self-appraisals during this important time that every employee engaged in production should also analyze his particular job with exacting care. He should ask himself if his time is being spent profitably and if he is placing quality workmanship at the fore of his responsibilities.

Every individual knows in his heart whether or not he is doing a good job and whether or not there is room for improvement . . . no one has to tell him. This is why I am taking this opportunity to ask all production personnel to make this analysis . . . and then proceed to perform in a manner which will meet the requirements of our Vital Values program.

“Vital Values for Industry” has characterized our Company’s products since the very beginning and is a promise that high quality will always be maintained. As a result, we must all work together as a team to see that every single item we manufacture and ship to a customer lives up to this label we have adapted.

# FOR VITAL VALUES

## MARKETING and SELLING

BY

GEORGE PFAFF, DIRECTOR OF MARKETING

Companies are far more critical of their purchases today than they have been for many years. Greater risks are involved in each purchase — higher prices, greater pressure for cost reductions, greater drains on the time of their manpower, etc. Because of this, our salesmen have to sell more than our products. They have to sell the Company as well.

An individual customer's attitude about a supplier is never easy to define. Feelings often hang on threads that can be established over many years, but eventually weave themselves into a pretty distinct pattern. Some of the threads that go into the making of this image that the customer has are formed by small, apparently insignificant things. Included in this would be the quality of service, speed of delivery, performance of the equipment, ease of repair of the equipment, and even the physical appearance of the product. As with a fabric, any break in the threads that make it up is extremely difficult to mend. Usually the scars that it leaves are present as long as it exists.

This is the environment in which we are selling today and will be selling in the years ahead. This is the reason that we need the Vital Values theme for all of Wheelabrator. Today every man in a company is a salesman. How well he does his job can go a long way toward determining how well the customer is sold on our products. A missing bolt, a poor weld, a damaged shipment because of improper packaging, slow delivery, or any of the myriad of other things that can happen as a result of day-to-day occurrences can detract tremendously from the Vital Values we are dedicated to giving our customers. Closer attention to these small details, on the other hand, makes it much easier for our salesmen to sell and adds considerably to the meaning of "Vital Values for Industry."

## SERVICING

BY

PHIL JORDAN, MANAGER OF CUSTOMER SERVICE

When our salesmen check every detail of an order, when our engineers think of a better design, when our welders chip out a faulty section, when our assemblers straighten a crooked bracket — then they are not merely spending eight hours on the job, instead they are adding the little extra touch that in total spells out customer satisfaction.

That's all there is to Vital Values — each man and woman doing his job to the best of his or her ability. That little extra per man, multiplied by all the people who together sell, design, fabricate, assemble, ship, and install our equipment will push Wheelabrator to new heights.

We in the Customer Service Department frequently deal with problems and find that most of them are due to errors that in themselves are rather minor. These little things can and sometimes do add up to a machine that doesn't quite do its job, a customer that's not quite satisfied, and a reputation that's not quite bright.

Surely we must realize that Wheelabrator can be depended upon almost every time . . . but it is that one per cent of the time that can be ballooned into unrecognizable proportions by a disturbed customer.

This is why the "bravos" and "encores" of thousands of satisfied customers can often be drowned out by the lonesome voices of a few dissatisfied ones.

Consequently, each of us must consider himself a member of the Customer Service Department. "Vital Values for Industry" is everyone's concern and everyone's responsibility to our users.

1000 inspectors! 1000 people anxious to serve our customers! That's the Vital Values we have to offer and must offer if we are to prosper and grow.

**THE CHALLENGING**

**'60's**

**... A TIME FOR DOING**

**... A TIME FOR DARING**

**VITAL VALUES**



**FOR INDUSTRY**

Companies that are most successful today are those who have come up with a dominant slogan . . . like VITAL VALUES . . . and give it real meaning by building QUALITY into their products.

Now we have both . . . a strong sales slogan and quality products. Let's do all we can during the challenging '60's to maintain that quality and never slacken in our efforts to improve it.



# Passing PARADE

REPORTERS — Milferd Gardner • Blanche Null • Fred Bishop  
Elsie Stefucza • Delores Burtfield • Gretchen Smith • Max Vena

**Bob George**, former ½" shear helper, has moved to Tucson, Arizona, because of poor health in his family. His address is 2507 North Sycamore, Tucson, Arizona . . . We all forget sometimes, but not all are as fortunate as **Don Weaver**, loader welder. He forgot to lock his tool box one night, and the night men very kindly and thoughtfully proceeded to weld his most useful tools down so no one could steal them . . . Dallas, Texas — Oil engineers of the United States have drilled to 20,521 feet, compared with Mt. Everest's height of 29,002 feet. Only another 8,481 feet to go . . . Some people really get enthusiastic about spending some time at the lake. They even start out in the middle of the night sometimes — especially if "ye ship of state" rocks a bit. It does make a good retreat to just get away from it all. Then a flat tire on the way and no trouble light or a friendly motorist to stop, and a car that has slipped off the jack sort of dampens the spirit. And by that time, fishin' doesn't sound good anyway and the place would probably be cold to boot. — Well, if you ever had such an experience, you know what I mean.

*Mr. and Mrs. Lyle Coe  
Won't be waitin' for a boy no mo'e.  
Todd Lyle, the new-born son  
Arrived the 18th day of '61.  
He weighed 7 pounds, 2 ounces on that date  
And he has two sisters, ages 6 and 8.*

When Lyle got the word in the shop, he took it very calmly all the way to the outside door. But what many of us are puzzled about is: Did he have invisible wings or was it jet propulsion that got him to his car so fast? . . . **Jim Dowdy** has been admitted to Healthwin Hospital. (M.G.)

Any expressions of sympathy are inadequate when the loss of a loved one is concerned, but I'm sure **Bob and Rex Reihl** know how deeply we all feel for them over the recent death of their mother . . . **Jim Montgomery**, Steel Shop dispatcher, is back after a minor operation and several weeks of sick leave . . . **Glen Martin**, layout, also returned to work after a hernia operation and considerable lost time — about two months . . . "Happiness is no easy matter; 'Tis very hard to find it within ourselves, and impossible to find it anywhere else."—from CHAMFORT . . . Former elevator welder **Chet Smith**, who had transferred to Tumblast Assembly, has temporarily taken up the tongs and gone back to welding . . . Abraham Lincoln and George Washington's birthdays are regularly observed by at least two Wheelabrator employees. There is no question about their patriotism, but that isn't the reason. **Lincoln (Jack) Shoemaker** was born on February 12 and **Francis W. (Bill) Geist** was born on February 22 . . . **Jack Shoemaker**, from Dustube is in the Southwestern Tuberculosis Sanitarium, Kalamazoo, Michigan . . . Sad News — I

just heard that Jack passed away on March 6. He had developed pneumonia after an operation. Jack had been confined to the sanitarium for about 16 months. (M.G.)

Thursday, February 23, was a red letter day for the safety program. **Ed Hartter** got wound up on the post of the drill press he operates and landed in the hospital, and **Don Duerksen** broke a finger and another casualty from the Machine Shop gave our Katy a pretty full day. Seriously speaking, Ed Hartter is very lucky his clothing gave away as it did or very serious consequences could have resulted. As this news goes in, Ed has lost two weeks . . . **Guy Reynolds**, night Dustube worker, passed away on Saturday, January 28, at Mishawaka's St. Joseph Hospital. Guy, who was single, had been ill for several years. He was buried at Hartford, Indiana . . . **Ron Middy**, Steel Shop Office, is the proud father of a new baby boy. Joseph Anthony Middy was born on February 17 at the St. Joseph Hospital in Mishawaka. He weighed in at 9 pounds and 6 ounces . . . Mr. and Mrs. **Rubin Barrier** evened up the score at two boys and two girls when Johnny Doyle Barrier was born on March 5 at the St. Joseph Hospital. (M.G.)

"Mese" **Roelandts** of the Machine Shop got the surprise of his life the other morning when he opened his lunch and found a variation of potato peelings, dry bread, and chicken bones. It seems Mrs. Roelandts had placed the garbage along side of "Mese's" lunch and he threw the wrong sack into the garbage can. Well, everyone in the Machine Shop had a good laugh over it. . . On February 17 **Josephine Dattalo** answered the door bell and who paid her a visit but Betty Hutton of television and movie fame along with her husband Pete Candoli. Josephine was absolutely thrilled to death since it isn't every day or even once in a lifetime that one gets a chance to look over a celebrity at such close range. It seems as if Pete Candoli is an old friend of Josephine's parents, so what could be more fitting than to bring Betty to meet her? Many people living in the west end of Mishawaka showed up at the DiAmici Club that night to see her . . . David Hes, son of **Stanley Hes**, foreman on the stockroom floor, was one of six youths nominated on February 3 to compete for admission to the United States Naval Academy. The nominations were made by Congressman John Brademas. The nominees will compete for one vacancy to be filled from the Third District in the next freshman class. David is one of the top senior students at St. Joseph High School. (B.N.)

DIAGNOSIS: OTOSCLEROSIS — No, it's not contagious. Having had a successful Stapes Mobilization (Ear Surgery) at the Chicago Wesley Memorial Hospital, these are the comments we now hear from **Martha Heston** of Parts Service. Coming back to work her first words were, "Gee, that air conditioner is loud. Must you talk so loud. Noise, noise, noise." Martha didn't realize what she was missing all these years. Now she can hear just as well as the rest of us. Hope it remains . . . A familiar face is with us again. **Janet Dawson** is back working in Accounting . . . **Jim Skelton** is the new man in I.B.M. Jim works from 3 to 11 P.M. . . **Eleanor Rea**, Sales, is a talented artist with a paint brush and canvas . . . The new girl in files is **Karen Kidder**. Karen spent last year at Ball State College. (G.S.)

(Continued on page sixteen)

## Passing Parade

(Continued from page fifteen)

**Benita Taghon**, Engineering Vault, received a beautiful diamond ring from Mr. Ray Bickel, who is presently serving in the U.S. Air Force. Our sincere congratulations to you both . . . Our sincerest sympathy is extended to **Wanda Stutzman**, Engineering, for the loss of her mother Mrs. Ilo Jaqua and to **Jim Evans** over the loss of his father-in-law Mr. Reuben Yarbrough. Mr. Yarbrough worked for many years in our Demonstration and Research Departments . . . **Carl Friedrich** has returned to work after a five week absence due to surgery . . . Yours truly spent a wonderful holiday in New York City with friends prior to their departure on a three month world tour. We visited most of the famous spots, and a gala time was had aboard the Kungsholm (Swedish-American Line) before sailing time. (E.S.)

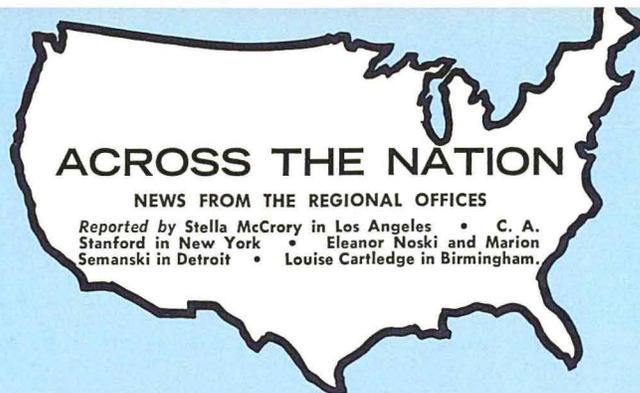
**Sharon Longbreak**, Cost Department, has the drop on most of us Wheelabrator people with an early vacation in Fort Lauderdale, Florida, for one week. Nothing like a beautiful tan in March . . . The pleasant new voice on the audiocall belongs to **Charlene Persyn**. She came to us from St. Joseph Hospital where she had been employed since graduating from high school. Charlene really enjoys switchboard work and we are happy to have her with us . . . It's nice to see **Robbye Lou Dunn**, Cost Department, with her shoes on once again after recent foot surgery. She had a lot of pretty slippers while recovering though . . .

*My pen writes merrily away,  
In water, grease or modeling clay.  
It flows in enterprising spurts  
In pockets of my laundered shirts.*

**Frank Claeys**, Cost Department, could have recently quoted the above ditty while on his way home at about 9:00 in the morning to change a fresh white shirt that sported a big black ink spot. (D.B.)

### CORRECTION

We hope everyone noticed the correction for the 1960 accident record that was posted on the bulletin boards. The January-February issue of PARADE erroneously reported the total number of injuries that occurred during the past year as the injuries resulting in lost time. To set the record straight, 1,945 injuries were suffered during the year with 1,699 of these accidents requiring first aid by our nurses and 246 requiring a doctor's attention. Of the 246 doctor's cases, 31 were lost time injuries.



**Dick Genton** reported on board the 27th of February as regional dust and fume engineer. He will base in San Francisco. We welcome all fugitives from the ice and snow to our sunny climate and wish Dick and his family every success . . . **Davis Taylor, George Tharp,** and **Bob Turnbull** have all made their pilgrimage to the Mishawaka office for training courses and are now dashing out with enthusiasm in the application of their new knowledge . . . **Jack Carrington** failed to show up for a surprise birthday party in his honor. He elected to spend the evening with the boys after his Naval Reserve Meeting, which did not enhance his popularity at home. He did, however, remember his first wedding anniversary, the 6th of February. All hands congratulate him on both scores . . . **The McCrory's** are now well established in their new home at 3870 Shadow Grove Road, Pasadena. As yet they have found no volunteers to help build a swimming pool, so they look longingly at the spot where they hope by some magic it will appear. (Los Angeles)

**Tom Mott** recently recovered from a bout with pneumonia . . . We have a proud father—**Andy Joye's** son joined the Air Force Electronics Division. He is stationed at Amarillo, Texas . . . We are still waiting for **Graham Markes**, our Lorco representative, to bring us a sample of his culinary art. Use no chemicals, please . . . **Marion Semanski** had an accident on a very icy day in February, but she was not hurt. She hit a public utility pole; didn't have her driver's license with her — no ticket!! Yet her two dogs got out of the yard, didn't have licenses, and for this she has to go to court. Would Ripley believe it? . . . If **Jim Barnes** would remain consistent in his bowling, the boys might end up in the top three . . . Patience please!! **Walt Schlegel** was just about at the end of his rope waiting for his fleet lease car before he finally got a notice that it was at the dealer's. When he went to pick it up, he found it had been sitting there for three weeks! (Detroit)

# NEWSMAKERS



On February 14 Wheelabrator Corporation was host to 34 students from Washington-Clay High School. One of the groups is shown here as Sam Hearrell, manager of methods and planning, points out an operation in our Machine Shop during the plant tour.



ROBERT G. CHAMBERS



DAVID B. ROUTLEDGE



WILLIAM F. STURHKE



THOMAS H. STEFFEN

## Fellowship Award Winners Named

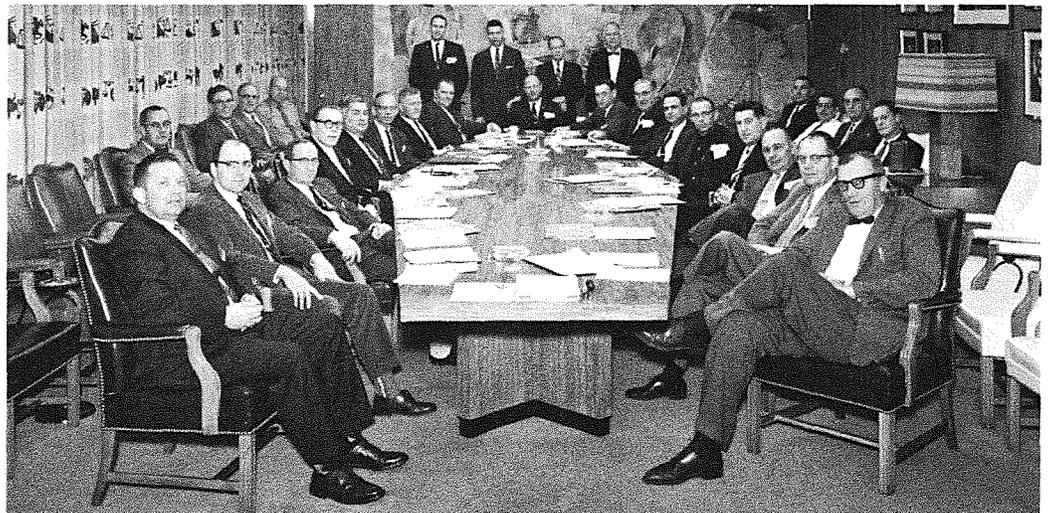
The winners of the 1961 Wheelabrator Fellowship Awards have been announced. They are: Robert G. Chambers of Jonesboro, Georgia, who will do graduate work at the University of Alabama; David B. Routledge of Lexington, Kentucky, a graduate student at the University of Kentucky; William F. Sturhke of Cleveland, who will begin graduate work at the Case Institute of Technology next fall; and Thomas H. Steffen of Chicago who will start his graduate study in September at the University of Illinois.

The grants are awarded annually by the Wheelabrator Foundation, Inc. through the Foundry Educational Foundation to provide graduate educational opportunities for the industry's potential leaders. In addition to this program for contributing to the advancement of the foundry industry, Wheelabrator furnishes annual scholarships to employees' sons and daughters for study at Purdue University and the University of Notre Dame.

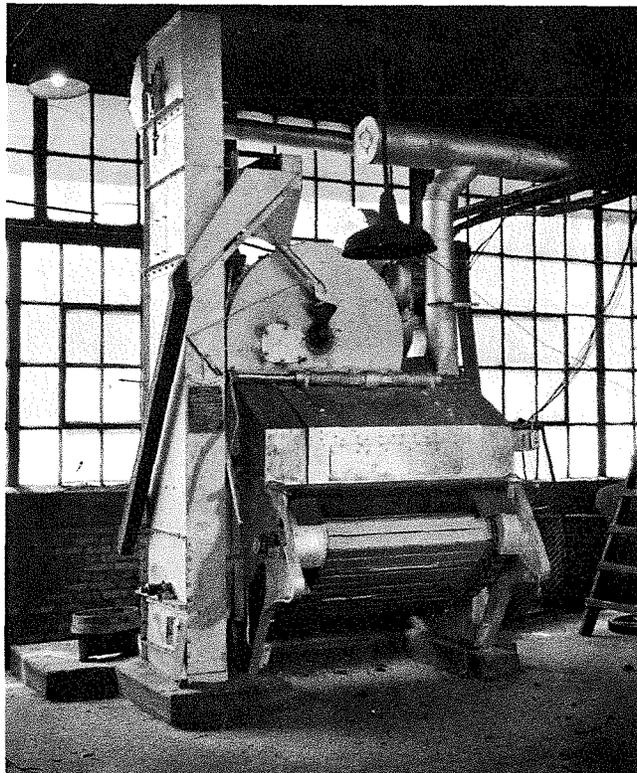


The Julianna Club benefit card party and fashion show, scheduled for April 13 at the Knights of Columbus Ballroom in South Bend, was being planned during this luncheon attended by committee chairmen and club officers. The proceeds from the party are to be given to two handicapped children.

Wheelabrator service engineers met here on February 27 and 28 for a series of refresher courses dealing with the operation and features of new products, repair parts sales, and abrasive performance and characteristics.



# ACCENT ON PROGRESS



Pictured here is the Company's first Wheelabrator Tumblast. It was sold by Otto Pfaff to the Benton Harbor Malleable Co., Benton Harbor, Michigan, in 1933.

## PART IV

### GREAT OAKS FROM LITTLE ACORNS

The year is 1933 and again it is the lot of Otto Pfaff to lead the way for his company's future. For now his sales and marketing knowledge are called into play, to develop the field of sales for the newly developed Wheelabrator. It is Otto Pfaff who sells the first machine to the Benton Harbor Malleable Co., Benton Harbor, Michigan, establishing the pattern for thousands of sales to follow.

Now, the basic wheel has proved its potential. Its application leads to steady and rapid development of new types of machines, incorporating different means of carrying the work through the abrasive blast. In swift succession come the monorail

cabinet in 1934, the multi-table in 1935, the swing table in 1939 and the continuous tumblast in 1940.

As the types of machines grow in number, the savings inherent in airless blast cleaning lead to its adoption in many fields outside the foundry cleaning room. This principal market for the products of American Foundry Equipment Co. for over 30 years now represents only a part of its sales.

With the usefulness extended beyond the foundry, for which airless blasting had originally been developed, the Wheelabrator proves applicable to an amazing range of work — removing forging and annealing scale, removing welding spatter on fabricated parts, cleaning and preparing metal surfaces for plating, galvanizing, enameling, rubberizing, porcelainizing, and other coatings.

### The Spirit of Pioneering

In all these areas of application, the spirit of pioneering which characterized its years under the mantle of Verne Minich, continues to stimulate the contributions of American Foundry Equipment Co., guided by Otto Pfaff.

Seeing a need, developing a product to fill that need, regardless of the research and investment it requires — then showing industry how to use it profitably — is the responsibility of leadership.

And so it is that American Foundry Equipment Company continually probes and explores to find better ways to solve industry's blast cleaning and finishing problems.

1941 — America goes to war — and so does American Foundry Equipment Co. Accepting the baton of leadership, Otto Pfaff, the office boy of 1916 and general manager of 1933, is designated president of the firm, to direct its destiny for the next era of its life. Wheelabrator blast cleaning equipment, already proven in many areas of application, is ready for the greater demands which will be made upon it to meet war production needs. And the Company girds for the titanic production performance that will be required.

And so well does the Company meet these responsibilities, that on five separate occasions it is awarded the coveted Army-Navy "E", for meritorious service to the cause of victory.

1945 — the war is ended, but new problems arise to be solved, in a period marked by continuous growth and development.

Concentration on war production has left the normal market with a ravenous appetite for airless blast cleaning equipment. It is evident now, that the most recent addition to the product line has become the basis for an entire new area of expansion and increased productivity — even greater than the original line of foundry products on which the business had been founded and sustained through almost forty years. Accordingly, the full resources of the firm are thrown behind research and development of improvements and new applications of the Wheelabrator process.

The war just concluded has also given impetus to another process utilizing the centrifugal blasting wheel — shot peening. This process, proved practicable during the war, is available again for countless components of consumer products. It is known to produce fantastic increases in fatigue life of parts — often more than 1,000%.

Shot peening by centrifugal blasting, called "Wheelapeening", now opens a vast new market for Wheelabrator machines, to hammer new strength into springs, axles, pins, crankshafts, and many other equipment parts that are subjected to high stresses and strains.

### **A New Division is Formed**

Growth and expansion take place in still another field, during the early post-war era. Respon-

sive to the growing demand for the firm's Dustube Dust Collectors, a Dust & Fume Division is created, to concentrate on development and marketing of dust and fume control products. Where originally this equipment was used almost entirely in connection with sand blast and airless blast cleaning equipment, its high efficiencies and unusual economy recommended it for many other applications.

As a result of management's decision to establish an independent Dust & Fume Division, the pioneering which produced the Wheelabrator was applied to the line of dry type dust collectors.

New developments evolve, and the principle of the Dustube finds welcome acceptance in many industries far removed from the foundry. Now the Dustube, once limited to the foundry, brings dust collection efficiency and economy to the processing of chemicals, agricultural products, pharmaceuticals, carbon black used in rubber manufacture, and many other products in which recovery of material is important.

Refinements to make cloth type filtration adaptable to asbestos production, for example, were so successful that this industry adopted the Wheelabrator Dustube Collector almost universally.

The importance of well-engineered hooding and duct work was soon apparent to Dust & Fume Division engineers. By developing suitable hood designs, Wheelabrator made available to electric furnace steel producers the economy and efficiency of the Dustube Collector, pioneering an entirely new field of use for this type of equipment.

Important to this application, too, was the development of synthetic filtration fabrics to cope with dust or fume containing acid gases and moisture, and high temperature operations. Wheelabrator's B-23 Orlon and glass filter tubes are the result of such research and development.

Development of Ultra-Filtration follows swiftly, to meet the need for removing even the most minute particles of contaminant from atmospheric air. By developing a suitable coating for cloth filter tubes, Wheelabrator engineers are able to offer to industry a relatively low cost method of providing super-clean air for instrument rooms, control rooms, motor rooms, laboratories, and other areas where even microscopic dust present in ordinary air can not be tolerated.

*Part V of "Accent on Progress" — "Vision, Courage, and Perseverance" will appear in the next issue of PARADE.*

# WHAT'S NEW

# WHO'S WHO

Wheelabrator Corporation displayed processes for "Better Corrosion Resistant Coatings" at the National Corrosion Show, which was sponsored by the National Association of Corrosion Engineers at the Statler-Hilton Hotel in Buffalo, March 14 through 16. This exhibit gave us the opportunity to tell our story to two important markets for our processes — cleaning of oil and gas pipe and structural steel.

The Company is also an exhibitor at the American Welding Society's 42nd Annual Welding Show at the New York Coliseum, April 18-20. The theme of this display is "Get 3-Way Profit with Wheelabrator Airless Blast Cleaning." The booth pointed out the benefits of obtaining faster welding and a better welding bond; faster, cheaper, and more uniform cleaning; and better paint adherence.

Gilbert Dill has returned to Wheelabrator as staff assistant to the president for the steel industry. He first joined the Company in August, 1944, and during his time with Wheelabrator pioneered the development and application of blast cleaning in the steel industry. After leaving the Company in December 1958, he was a consulting engineer on blast cleaning process applications and material handling methods.

Local 995 now has identification cards available for all retirees and members of the St. Joseph County AFL-CIO Blood Bank. The Union also has Senior Citizen cards for retirees' use in obtaining reduced ticket prices at the Colfax and River Park Theatres. George Scott reports that all retirees are eligible for these identification cards, and if anyone has not received his, he should contact George.

The Company conducted a two-day service school for customers' maintenance and operating personnel on February 13 and 14. Attending were 28 representatives from plants as far distant as Massachusetts and Georgia. Service schools of this type are organized by Gordon Medlock and conducted by Phil Jordan to assist customers in achieving the most efficient performance possible with their blast cleaning equipment. Assisting with the school were Jack Pichard, Julie Skene, Don Swardson, Tom Hameline, Ardee Freeman, Dick Fenska, Armando Nicolini, Joe Boland, and Joe O'Callaghan.

**ANNIVERSARIES:** A very special salute goes to **Margaret Hadaway**, Accounting, who celebrated her 35th anniversary with Wheelabrator on March 22. Margaret is shown below with some of her anniversary gifts.



New twenty-five year veterans with the Company are:

- Bert Biggs** .....Steel Shop
- George Du Bois** .....Steel Shop
- Bob Bunch**.....Field Engineer
- Margaret Sawyer** .....Dust & Fume
- Harry Hixenbaugh** .....Engineering
- Ray Hutchins** .....Steel Shop
- Harold Miles** .....Steel Shop

Celebrating their twentieth anniversary with Wheelabrator are:

- Dick Neely** .....Steel Shop
- Joe Arata** .....Engineering
- Levi Himes** .....Steel Shop
- Howard Hull** .....Parts Service
- Ray Breden** .....Steel Shop
- Lynn Bowers** .....Steel Shop
- Matt Balint** .....Machine Shop
- Dick Atkison** .....Inspection
- Paul Brower** .....Steel Shop

The Company recently received two very significant orders. One is for six Dustube Collectors to be installed at United Carbon Company plants in California, Texas and Venezuela. The other order is for an 8-wheel roll conveyor cabinet that will be shipped to Western Electric Company in Chicago.