

WHEELABRATOR

PARADE

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COVER STORY ON PAGE 14.



What's in a Name ?

Many of us are brand-name conscious. As consumers we have learned through the years that certain products are of consistent high quality and reliability. They have earned a good reputation.

Despite the advent of discount houses and the I-can-get-it-for-you-wholesale craze, we are inclined to buy reputable goods when we want the best.

Americans are extremely prestige-minded. Mention names like Cadillac, Tiffany, Dior, and the buying public immediately links them as foremost in their respective fields.

Reputation Is Important

A company's reputation, then, is perhaps the most important singular thing it has to offer a prospective customer. Simply speaking, a reputation is the culmination of quality, service and progressive development.

Wheelabrator is recognized as the leader in its field. We are admired, respected, and even envied because of our position in industry.

Must Meet Goals

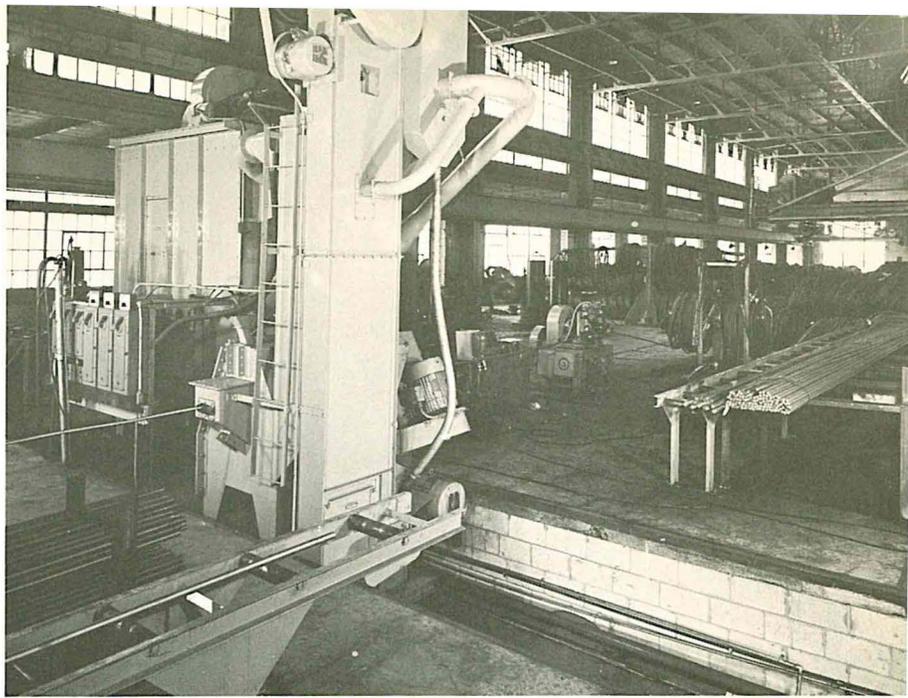
How did we attain this, or better yet, how do we keep this enviable reputation?

It all boils down to these basic goals: perpetuating the superiority of our products and their performance on the job; the friendliness, courtesy, and the help extended to our customers; and the quality of services customers have come to expect from us, and which we are obliged to provide.

By constant awareness and sensitivity to these principles, we can continue to grow, stay on top, and provide the jobs and profit-sharing opportunities that benefit all of us. Our reputation speaks for us, and we must make certain that this voice is forceful and meaningful.

J. F. Cavanaugh
President

Two Wheelabrators play important roles in the bar stock, coil, and rod cleaning operation at Baron Steel. Cleaning equipment forms the pivotal position of the production line, being fed automatically, and feeding another process automatically.



BARON STEEL

A Tiger Walks Among the Giants

Baron Steel Co., Toledo, Ohio, is figuratively a tiger walking among the steel warehouse giants.

One of the newest and most modern cold draw steel bar facilities in the Midwest, Baron's growth has hinged on the phenomenal. It is a taut, efficient operation which counts heavily on Wheelabrator blast equipment to descale hot rolled rod and bar stock before drawing to smaller sizes.

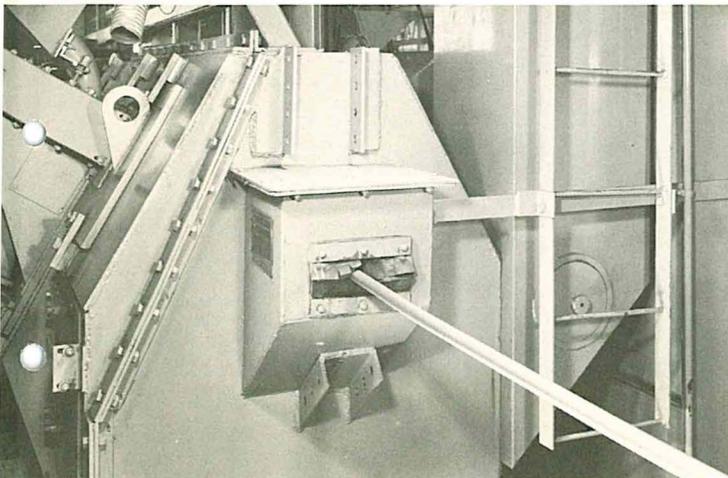
In one of the two Wheelabrator three-wheel cabinets at Baron's Cold Draw Division, coiled rod is cleaned in line to feed a draw bench. This machine is stationary.

The second machine, situated on tracks, cleans both bar stock and coils, and can be moved to position in line with a draw block and recoil spools.

Wheelabrator cleaning and an additional burnishing process gives the stock a brightly polished glitter which the firm has aptly called "Baron-Brite." This gives Baron a valuable selling point in a tight competitive market.

Of the many advantages provided by the Wheelabrator, Baron Steel feels the elimination of multiple stock handling, longer lasting dies, and better housekeeping rank high on its list of reasons for selecting Wheelabrator equipment.

The firm also believes Wheelabrator descaling equipment far outshadows acid pickling, or other mechanical descaling equipment. The initial investment for airless blast equipment was far less than for pickling. Continued low operating costs have substantiated the firm's decision to go to Wheelabrator.



Buying the Right Product at the



Purchasing head, Harold Books, right, discusses a problem with his team of purchasing agents and buyers. Seated are, left to right, Myron Yoder and Clarence Soens. Standing are buyers Matt Rutkowski and Jay Beehler.

RIGHT PRICE

Playing a vital role in the operation of Wheelabrator is a small, but tightly-knit group known as the Purchasing Department headed by Harold Books, Director of Purchases.

Through this busy office passes most of the material and supply traffic in the form of complex but integrated paper work. Every nut, bolt, hose, tube, bearing, motor, pump, hinge and a thousand other items are purchased by this group.

Working closely with other departments, Purchasing keeps inventories stocked to assure optimum production scheduling and equipment delivery. Since the advent of electronic data processing, Purchasing now has daily records at its disposal to determine the needs of the stockroom. Under the old kardex system, a sudden onslaught of production orders played havoc with inventories. With the new method, any sudden production increase can do little to disrupt inventories because Purchasing knows immediately when stock is needed.



The Old Fashioned Way

(Ed. Note: The following was brought to our attention for the public interest, especially Wheelabrator employees. It first appeared in the respected Wall Street Journal.)

Department personnel meet weekly with production personnel to outline scheduling and processing information. Meetings like these keep Purchasing informed of current and impending needs.

Besides keeping abreast of interdepartmental requirements, the purchasing agents (Myron Yoder and Clarence Soens) and buyers (Matt Rutkowski and Jay Beehler) each handle specific purchases. Harold Books also purchases special material besides directing the overall operation.

These men learn the innovations in their field by occasionally attending educational classes sponsored by the National Association of Purchasing Agents, and by reading weekly and monthly publications aimed at up-dating obsolete practices.

And contrary to the popular conception of animosity between PAs and salesmen, an amiable rapport has been established here. Many firms restrict visiting hours to vendors, but at Wheelabrator the door is always open with no restrictions to vendors; thus a smooth working relationship has been formed.

This pays off in efficient operation. During a typical week, 90 to 100 vendors personally call here, and many contacts are made by phone . . . and most in a pleasant atmosphere.

Marie Lehman checks over a receiving report at Bernice Modrack's desk. Marie and Bernice handle all the invoices and order acknowledgments, besides.

This row of busy women is responsible for all purchasing orders and correspondence. From front to back are Sylvia Glaser, Geraldine Englehart, Ellen Hetler, Lequita De Laruelle, and Florence Duncan.



About this time every year we find ourselves wondering what the average taxpayer would be doing if his income taxes weren't taken from him every payday by his employer. For if they weren't, the painful responsibility of ante-ing up would be the taxpayer's alone.

A whole generation of wage-earners has grown up since a merchandising expert named Ruml succeeded in persuading the Government to adapt the principle of instalment payments to income tax collection. "Pay as you go," as this plan was glowingly called, has made it possible to increase taxes over the years with little complaint from employees lulled into passivity by the easy-payment machinery.

At the same time, freed from the annual pain of one massive Federal tax bite, many citizens have become increasingly complacent about how the Government spends the pay that they never see. Perhaps it is not too much to say that tax withholding has contributed to, if it has not encouraged, ballooning Federal budgets, such as the forthcoming one that is in such precarious balance.

One sure way to increase the taxpayer's personal concern with Federal spending would be to abolish withholding and make each citizen pay his own way. The resulting April wails of anguish would be deafening, and they might have far-reaching effects on Federal thrift. But the truth is that no return to taxpaying as it used to be is likely. Where is anybody with the political courage to call for such a candid look at taxes?



This gleaming beauty is a 1929 Packard Touring Car, restored to top condition. Proud owner is Paul Kohler, Dust and Fume Lab, whose hobby centers on a fleet of antique autos. Paul recently returned from the east where he purchased this massive example of automotive history.

The LaPorte Elks Club was the scene for the first outing of the Wheelabrator Golf League in June. The golfer with the graceful form is Walt Ostrowski, Foundry Superintendent, who won low gross honors with a 43-38-81. Bill Smith, Cost, left, fired a 46-41-87; Bud Wolff, Parts Service, had a 44-39-83, and Ron Majewski, Engineering, wound up fourth gross low with a 48-40-88. Bob Wall, Advertising-Public Relations, took low net with a 86-24-62. The next outing will be the annual tournament September 8 at Syracuse Golf Club, Lake Wawasee.

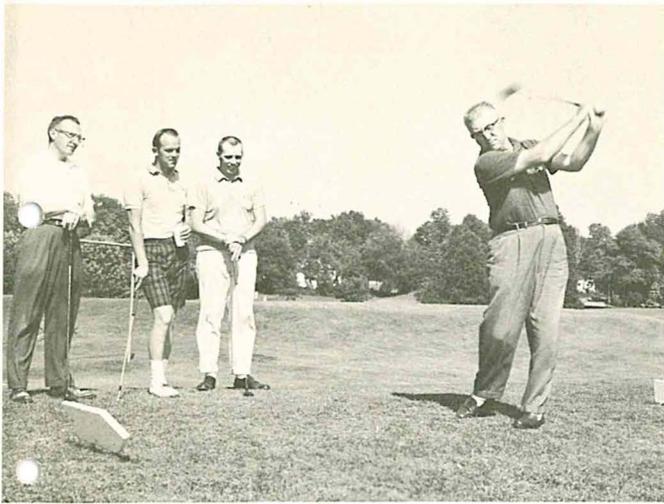
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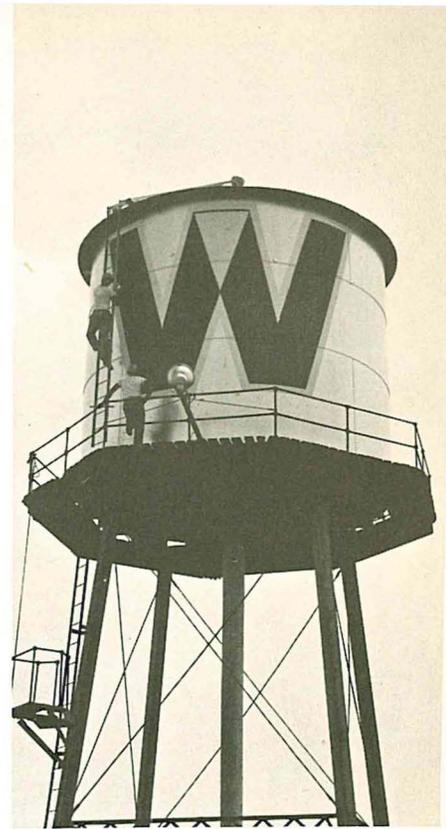
John Mumby, president of the Wheelabrator Corporation Athletic Association, gets the word from WCAA secretary Martha Heston about the August 18th Picnic-Corn Roast at DeAmici's Park on Harrison Road. Employees and their families are invited. Tickets went on sale in mid-July. Door prizes in the foreground are a coffee urn, transistor radio, camping grill, meat slicer, and electric can opener.



Sometimes it's better to watch the bench than the game when the Wheelabrator AA softball team plays. Here's the reaction to an umpire's call. John Keller gives the "evil eye;" Frank Claeys stares in disbelief; John Vicsek doffs his hat in mockery; Bob Powell yells his comment; Frank Walker voices displeasure, and Rick Kanouse points out his version. The team plays in the A-2 Industrial League, and is enjoying a better than .500 mark in the standings.

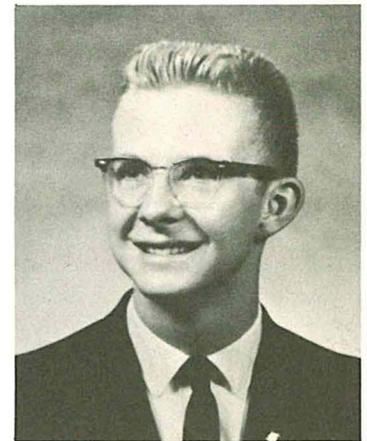
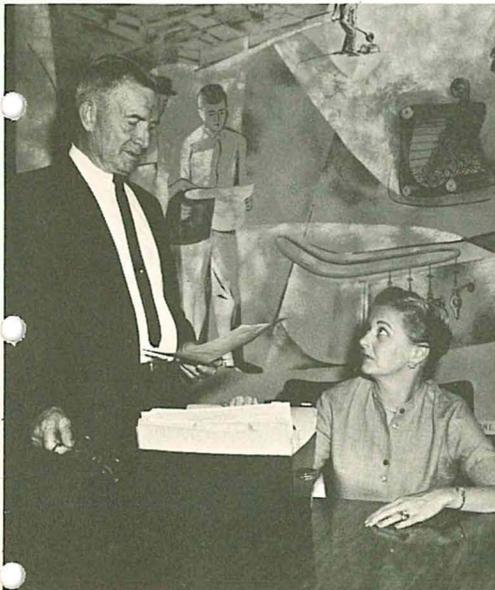


After workmen removed the "molder" emblem from the water tower over the Mishawaka plant, painters stepped up and added the Vital Values emblem. Here they're shown putting the finishing touches to the "VV" in colorful red and black. The Vital Values program was instituted by the Company to indicate progressive thinking toward our many markets.



AND VIEWS

Visiting on business from California are Tom and Stella McCrory. Tom, Western Regional Manager, is assisted by Stella who handles parts service for the region. Shown below going over home office methods, they took time off for a more informal pose, right.



Raymond I. Myers, 18-year-old son of an Indiana Toll Road employee from Mishawaka, received the Otto A. Pfaff Scholarship to attend Notre Dame. Myers won the \$1000 award on basis of his 93.8 accumulative grade index at Mishawaka High School and his excellence in Science and Math. He also has outstanding ability in music, and he plays with several concert bands in the area. John S. Robinson, son of Wheelabrator Field Engineer John H. Robinson, was announced last month as the winner of the Verne Minich Scholarship for study at Purdue.

Strong Recovery Recorded in **BUSINESS** and **PROFIT-SHARING**

MID-YEAR REPORT

THE FIRST HALF of 1962 saw Wheelabrator recover strongly from recession conditions of 1961. As business perked up, so did the outlook for Profit-Sharing.

Blast equipment sales reached near the record figures of Korean War volume. Parts business excelled, and more steel abrasives than ever before were shipped from Plant II. Abrasive billings, however, were slightly reduced because of strong competitive pressures.

The general business recovery, especially in automotives, and acceptance of our products in new and novel applications accounted for the favorable sales picture.

Ten Rubber Deflashers, including the first 5 cu. ft. unit and a silicone rubber deflasher using liquid nitrogen, were sold. With these "firsts" we successfully strengthened our position in the good rubber deflasher business.

ACF Industries, Inc. ordered two 20-wheel blast machines to automatically clean new railroad cars, one every seven minutes. This order, which took 17 railroad cars to ship, was the largest ever received by Wheelabrator for our blast machines.

Other important developments included the 34 cu. ft. Super Tumblast, continued interest in steel bar descaling and mill roll etching, and the sale of the biggest structural cleaning machine.

This huge structural cleaner, to be installed in the Midwest, will allow us to tap the world's largest structural consuming market. This market, originally developed by the Canadian Division,



started slowly in the U.S., but the impetus seems to be on our side now.

Dust & Fume Division experienced one of its best first halves, and no signs of a slack-off can be seen. Our leadership in fume control was furthered by a new approach to electric furnace control with the installation at Lukens Steel, Coatesville, Pennsylvania. This should extensively broaden an already healthy market.

Another installation at Union Carbide Metals Corporation, Alloy, West Virginia, bolstered our efforts in the ferro-alloy market. On the West Coast where recently enacted air pollution codes prompted activity, we gained heavily in cupola and electric furnace fume control installations.

The first half also saw W. W. Criswell Company, our Dustube supply division, begin plant expansion and continue to increase its production.

LORCO Division, too, did quite well. While reorganizing and relocating, LORCO did manage to introduce the new end dump vibrator as well as obtaining substantial sales that should improve our position in the precision finishing field. Anticipations are for LORCO to become a real producer in the next six months.

Business prosperity is also reflected in one way that is important to all employees here. That is

Profit-Sharing. According to the auditor's report, Profit-Sharing for the first six months this year amounts to \$154,512. This is the Company's contribution. For a similar period last year, the figure was \$64,689.

The outlook for the next six months? It looks bright.

Several key factors should enable us to grow faster than industry in general. They are: new product and application development programs which have produced excellent markets for future expansion; enlivened interest by steel mills and steel fabricators in blast cleaning process for de-scaling steel; and the decision on part of the automotive industry to stay with iron and not change

to aluminum components in future cars.

Future business, though, will depend on the general level of all business activity. Prompted by recent depreciation reforms, durable goods manufacturers should expand purchases of capital equipment. We sell capital equipment, and this depreciation allotment should assist us in the long run.

Some clouds are on the business horizon. Uncertainty, stemming from government's role in directing business activity and wanton price competition, lurks as a depressant for economic growth. The price competition problem will make it necessary for us to keep our costs at the lowest possible level to maintain our ranking position in industry.

Barnes to Head Field Sales; Rich Goes to Detroit

James H. Barnes has been appointed Field Sales Manager, and will be succeeded as Central Region Manager at Detroit by Robert M. Rich, West Central Regional Engineer.

Barnes, who joined Wheelabrator in 1954 as Abrasive Specialist, and Rich, who started in 1940 as a salesman, were appointed by G. O. Pfaff, Director of Marketing.

A 1950 Purdue graduate, Barnes served in the infantry during World War II. Active in the Methodist Church, he was Vice-Chairman of the church at Rochester, Michigan, and taught Sunday School there. Professionally, he belongs to the Detroit Sales Executive Club, the American Society for Metals, and the American Foundrymen's Society.

Married to his Milford, Indiana, childhood sweetheart, Sue Poe, the Barnes' have three sons, Brent 13, Bryan 11, and Kevin 2.

In other duties, Barnes will also direct Sales Training from his Mishawaka office, replacing Gordon Medlock, recently named LORCO Division Sales Manager.

Rich, who began his career in the Chicago sales office, is a graduate engineer from Northwestern U. In 1951 he was named District Manager, and in 1960 became Regional Engineer. A member of the American Institute of Steel Engineers, he is also active in the American Foundrymen's Society.

A World War Navy veteran, Rich served as an Aviation Radar Technician. Married to the former Dell Kiely, the Rich family consists of Michael 17, Christopher 15, Peter 14, Robert 11, Marney 8, and Paul 6.



BARNES

Pfaff Names Two Managers In Sales Shift

RICH



THE LORCO LINE PUTS BEST FOOT FORWARD

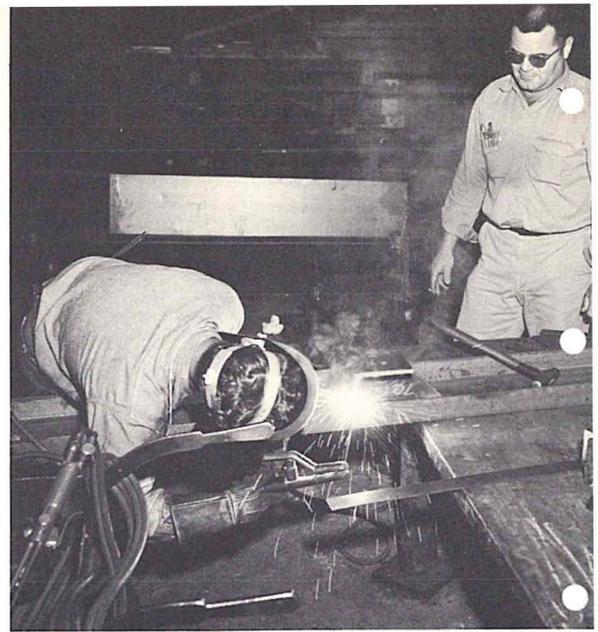
Reorganization Builds Confidence and Bright Hopes

Integration of the LORCO Division within the Mishawaka facility is a step-by-step process, but one that is rapidly becoming a promising reality.

The manufacturing and sales efforts are being more clearly defined, and the results are encouraging.

Originally, the decision to move the LORCO operation here was made to provide better direction and coordination of sales, engineering, and manufacturing. The results of the move have been substantiated without reservation.

One innovation of the sales program is the reorganization of the home office and field responsibilities. This is going along on schedule. The development of present products and the addition of new equipment lines enhance the prospect of continued sales increases.

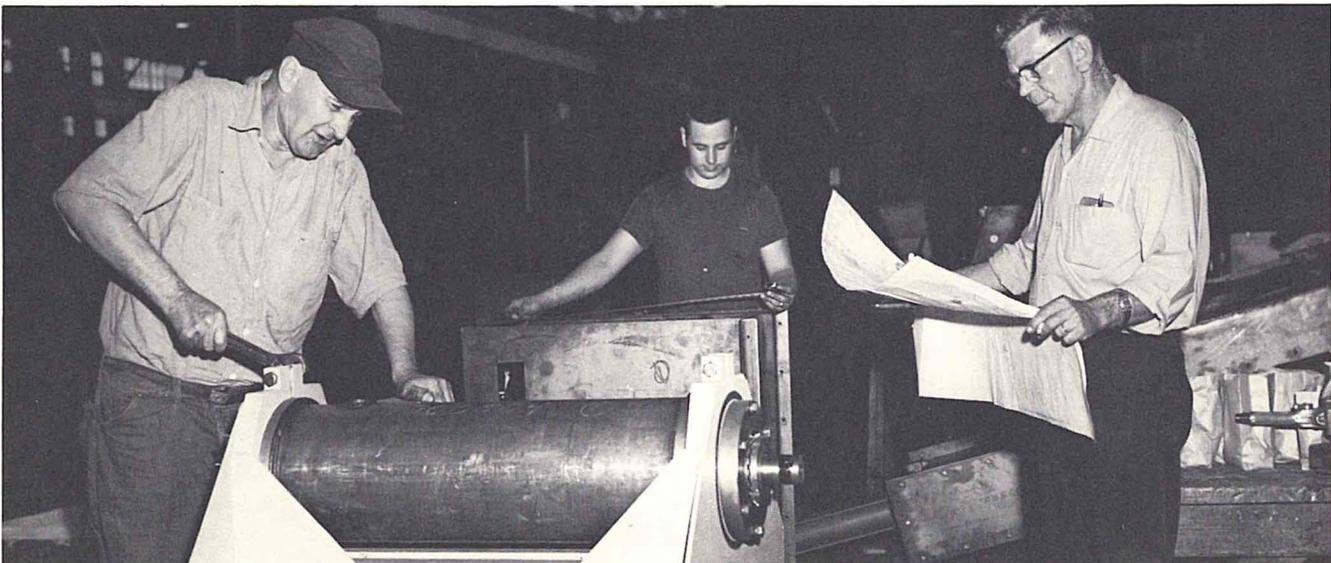


Welding Foreman F. W. Geist watches Keith Redman welding a shaker stand for the LORCO line of Wheelabrator products. Full manufacturing of LORCO precision finishing equipment is now handled at the Mishawaka plant.

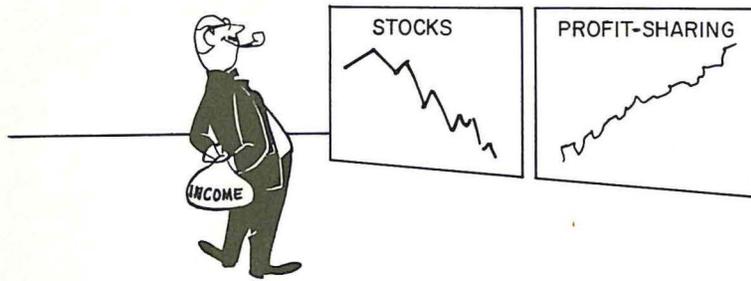
A crispness in approach has been seen since the upgrading in manufacturing and sales efforts began. A vitality of this nature is fundamental to success in the highly competitive vibratory finishing field.

Optimism for LORCO success grows as progress is made on product lines, and as more is learned of the Division's activities.

Wilbur Dunnuck, left, and Jack Coleman work on assembling LORCO equipment while Assistant Superintendent of the Steel Shop, Jack Bowers, checks a blueprint. Dunnuck puts finishing touches to a bowl and vibrator assembly as Coleman measures off portions of a vibratory cabinet.



Preparing for RETIREMENT Through PROFIT-SHARING



Even a novice on Wall Street will tell you "buying stock or bonds for long term investment should be only part of your retirement portfolio."

As a potential retiree from Wheelabrator you should seek several income sources for the time when you will no longer be gainfully employed.

The Company offers you one mode of saving through the Profit-Sharing Fund. Social Security is another. So are your savings account, real estate, life insurance, annuities, stocks, bonds, and other investments.

Which, then, offers you the best return for dollar invested?

You might be quick to say, "Stocks, of course. Look at all the guys that get rich on the market."

You should have looked before leaping. The following comparison will prove how wrong your original conjecture was.

Take three stocks at random from the Standard and Poor's master list of recommended issues for 1962, or better yet, allow me.

COMPANY	RETURN ON INVESTMENT	INVESTMENT PER SHARE
Coca Cola	2.3%	\$104
Eastman Kodak	2.25%	109
American Chicle	2.3%	92

At Wheelabrator with Profit-Sharing, you share proportionately in 10% of the Company's gross profits before deductions for corporate taxes and stockholder dividends.

For example, an employee with \$5,200 annual income who has been in the Fund since its inception in 1947 and who has saved the full 5% of his salary during that time would have had \$890.00 credited to his account through Company contribution and investment income from the Fund last year. This is an actual case history example.

To reap a return of \$890.00 from any of the three choice stocks above, the employee would have had to invest \$38,700.00 of his own money.

So, prepare for your retirement; it's good thinking. Help build the Profit-Sharing Fund; it's good thinking, too.

WE KNEW HIM WHEN



Cecil Millemon started at Wheelabrator as a cost clerk in 1937, and now is supervisor of the Cost Department. A native of Marshall, Indiana, Cecil had studied accounting at the La-Salle Extension. He remains active in his field by belonging to the Michiana Chapter of the National Association of Accountants. Cecil's daughter Susan (who had worked here in Engineering) gave him his first grandchild, and one of his proudest moments at the same time, too. Others in the Millemon family include another daughter, Mary Lee, 18; a son, Tom, 13, and Mrs. Mary Millemon, his wife. Cecil's son-in-law, Bob Lewis, works here in the Stockroom. During off-duty hours, Cecil enjoys reading current events, and does a little gardening.



Howard Hull joined the Company just before World War II as Production Control clerk, but left to serve in the South Pacific as Personnel NCOIC of his Army company. Upon his return, Howard became Parts Service clerk, and recently he became Assistant to Parts Service Manager Tom Hameline. A trustee of the East Methodist Church in Mishawaka, he is a Building Fund treasurer. Active in the PTA, he also belongs to VFW Post 360. For relaxation, this native of Ligonier bowls with the WCAA. Along with fishing and work around the house, bowling is high on his list of outside activities. Howard and wife Karyll have a daughter, Kim Louise, who starts the first grade this fall at Bingham School. Howard completed General Accounting studies at the South Bend College of Commerce while working here early in his career.



Passing PARADE

Get-well wishes go to **Clark Unger** who is in the hospital . . . **Carrie Ann Weber** was welcomed to the **Art Weber** family June 3. Art's wife is the former **Mary Ann Boldt** from Engineering . . . Florida vacations are planned by **Al De Geeter**, **Robert Sloan**, and **Robert Gibbon**. Al's family will rough it by camping out . . . The Stockroom was sorry to see **Jim Lester** retire on June 18 . . . **Wenzel Van Keuren** will vacation in Medford, Oregon, with a side trip scheduled for the World's Fair at Seattle.

(Blanche Null, Stockroom)

. . .

Did you know we have a Pied Piper in Research and Development? **Bob Hatch**, who recently earned his master's degree at Notre Dame, has learned to play the Recorder, and rehearses on his lunch hour. Bob and his wife, Betty, play with a Recorder group, which meets every two weeks. Anyone interested in learning to play this instrument can contact Bob. He is also a Contract Bridge enthusiast and played in the Industrial League for Wheelabrator . . . **Vern Valentine** is a very proud husband. His wife, Mary, received an honorable mention in a national soap sculpturing contest conducted by Proctor & Gamble. The entry was entitled "Bobbing for Apples." His son, Phillip, won honorable mention last year. Three from Indiana were listed with one of the Hoosiers taking third place . . . **Tom Thompson**, Demonstration, found that even a little Volkswagen can be expensive. Tom drove through the lowered gates at the Byrkit Street crossing only to find an unyielding police officer waiting on the other side. Fine and court costs came to about \$17.75 . . . **Mary Ellen Straub**, daughter of Mr. and Mrs. **John Straub** (John is Chief Research Engineer and the fellow who wrote the book on shot peening) was named Valedictorian of the 1962 St. Mary's Academy class. She was prefect of the Sodality at St. Mary's, one of the highest offices in the school, and she also was student music director of school productions. Son Edward, who received the 1957 Otto A. Pfaff Scholarship, was home on leave from service in Germany, and attended his sister's graduation. Ed was graduated from Notre Dame in 1961.

(Martha Kemp, Research)

. . .

Dale Freel and **Neal Soule** spent considerable time working on the local Boy Scout program. They are to be congratulated; but, they should wear the long-trousered uniforms. Their knobby knees don't look too well in shorts . . . Foundrymen took vacation en masse in July. **Warren Stickel** toured the south, especially Tennessee and Georgia. **Leo Deneve** visited Canada, and enjoyed the cool evenings there — he now has second hand souvenirs galore for sale . . . **Joe Vicek**, Core Assembler, spends leisure hours gardening. Joe can display over 40 varieties of flowers, including five types of roses, and assorted annuals and perennials. One section of the garden produces vegetables, including the makings for summer salad favorites. And enough left over to be canned for the coming winter. Joe deserves the highest honor of the Order of the Green Thumb . . . Baseball stars of the future get their start in the Little League. **Russ Glassman** manages and coaches a local team, and suggests, "Attend Little League games, and give the boys encouragement."

(John Lang, Foundry)



Receptionist **Sue Decker** received a parting gift of cooking ware from the Julianna Club. Sue left to marry Notre Dame football player **Max Burnell**. Shown in the lobby with Sue are left to right **Judy Watts**, **Sharon Avery** (partly obscured), **Marilyn Nicolini**, **Carolyn Powell**, **Lequita DeLaruelle**, **Joan Schue**, **Marie Lehman**, **Diane Kelsh**, **Lillian Cook**, and **Lu Hensel**.

C. D. (Doc) Stoddard visited a large dairy farm and cheese factory near Milwaukee on his first week of vacation, then went to South Carolina for another week . . . **Ray Hutchins** may give up tramping the Boy Scouts trails after this year. The youngsters, according to Ray, set too fast of a pace and it's pretty rugged to keep up even though he does enjoy the work. Other interests, including his job as Recording Secretary for Local 995, demand his time . . . **Joe Weinkauff** was seen marking his Coke cup the other day. Do you think the Steel Shop boys are making one cup go around to save a few extra pennies for vacation . . . Politeness is an easy virtue, costs little, and has great purchasing power — **Alcott** . . . **Bill Geist** has switched his hobby from Go-Carts to cameras. Bill has a telephoto lens to go with his slide-taking camera. Where Bill left off, **Jim Montgomery** took up. He has the Go-Cart bug, and can be seen at most of the tracks around the area . . . **John Mumby**, a fellow who likes his sleep, awoke one morning, saw he was late and rushed like crazy to get to work. Upon arrival, he found no one. It was Saturday . . . **Fred Beals** was elected 1963 President of the Michiana Kansas Jayhawkers Association at the 10th annual picnic this year at Warsaw. Next year the association will meet at Elkhart. Former residents of Kansas are invited to attend . . . Other vacations include **George Scott, Sr.**, who went to Florida, and **Gibby Bair** and family who visited his daughter in Denver . . . **Dick Neely** recently left the Steel Shop to go in business with his brother . . . An exaggeration is a truth that has lost its temper — **Kahlil Gibram** . . . Near the **Gardner** breezeway, bluejays built a hatching nest. After three of the five eggs had successfully been hatched, we enjoyed watching the feed and care habits practiced by these fearless creatures. But, a predator, probably a cat, did not have fear nor kindred spirit toward these birds and attacked the nest. The result was that the nest has been knocked down, two of the new-borns died, and the third is missing.

(Milferd Gardner, Steel Shop)

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Ellen Hetler has joined Purchasing replacing **Lequita DeLaurelle**, who left in June to await the arrival of the stork. Interested in bowling, Ellen hopes to join a team this fall . . . Vacation-time will find **Odelia Schaut** hosting her sister from Texas; **Ray Steele** prepared for his daughter's wedding — **Martha Steele** worked here several sum-

mers; **Sharon Longbreak** loafing and lounging at a cottage with friends; **Florence Duncan** visiting Michigan and catching up on her reading; **Sharon Kerckaert** traveling to Denver and California before leaving us, and your reporter will journey through the Badlands, Yellowstone and Glacier parks, the Seattle Exposition, down through Oregon, Crater Lake, and Northern California, especially San Francisco, visiting friends and relatives along the way. An early vacationer, **Frank Claeys** returned with the first sun tan of the season after a trip to Florida with his family . . . Coming and Going — **Diane Kelsh** took over **Carol Vandygriff's** duties in Field Erection Services while Carol takes up the "waiting game." **Frances Ostrowski** said adieu to LORCO, and **Jean Vergon** was welcomed back after a tour with Sterling Precision. A hearty welcome to LORCO wives and families as they join their men. Bet they can't get hubby out to a restaurant for quite a while . . . On the Mend — **Chuck Ludwig**, **Mary Helen Driver** and **Lu Hensel** all scheduled to be back on the job shortly . . . **Paul Myers** and **Fred Baldauf** were among the group that gave Camp Kiloqua its yearly face-lifting. Paul was "rewarded" with a tetanus shot and a three-hour respite after stepping on a nail . . . **Julie Skene's** daughter, Linda, accompanied her blind grandmother, Rose Skene, on a vacation trip to Europe. **A. E. Lenhard's** daughter, Anne, also is spending a delightful summer touring Europe . . . Ask **George Jones**, **Gordon Medlock**, **Ralph Ballard**, **Joe Boland**, amongst many, about boating as a hobby. For adventure minutes from home, "calms" and "four-footers" do offer an interesting hobby, whether it be white sails or motor driven . . . **Rena Lester** and family will spend a rare family vacation in Kansas City, Missouri. Many others in Sales, Abrasives, Advertising, Marketing and LORCO will also head up, down, this way and that on summer fun excursions. Happy vacationing!

(Mary Catherine Stebner, Sales)

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A red-haired, blue-eyed baby girl joined the **Robin Wall** family May 29. The baby is the Wall's third . . . College students working in Engineering this summer are **Tom Lewinski**, Indiana U. senior; **Gary Snyder**, Purdue junior, and **Dave Bowers**, Purdue junior. Tom replaces vacationing **Dottie Whitmer**, while Gary works for **Roy Guite**. Dave works in the Electrical Department . . . **Jim Evans'** daughter, Lora, returns this month from a two-month stay in Old Vasa, Finland as a foreign exchange student for the American Field Service. Jim's oldest daughter, Margie, recently was graduated from Oberlin College and was married to Lloyd Miller. Both will teach in the Valparaiso School System . . . Other new employees include **Rudolf Harsanyi**, LORCO Engineering; **Jim Bowers** (son of **Jack Bowers**), Standard Engineering, and **Hildebrand Sacristan**, a Notre Dame Electrical Engineering student. Rudolf's other interests include painting and hiking, and Jim plans to continue his formal education at the Indiana U. Extension this fall. Brando will return to the ND campus to earn his degree . . . **Jerry Budzin**, formerly of Dust Collectors, married Sharon Dinelli June 23. **Dave Rogers'** grandfather, Charles Rogers, died June 23 after a long illness.

(Pam Savadori, Engineering)

. . . .

Please note **Harold Anderson's** new crew cut. He's either expecting the hot weather, or merely wants to keep people out of his hair . . . Janet Patus, formerly of Sales, was blessed with a baby girl, Jody Sue, May 17. **Jean Canfield** won the pool for selecting the time of arrival of the new member of the Patus family . . . Accounting gals celebrated **Mary Schroeder's** birthday at the Hans Haus June 12. Mary then left for a vacation in Manitoba, Canada, to visit friends . . . **Joan Schue** sports a new blue Impala. How lucky can you get? . . . A little bird tells us

Jim Evans simply goes to pieces on the 16th hole playing golf with the Golf League. Guess the ice-cold watermelon and such takes too much of a toll. Pretty tough on your partner, isn't it, Jim? . . . Sympathy to **June Schalliol** and husband, Elden, on the death of his father, Walter Schalliol on June 9 . . . **Del Canarecci** and **Virginia Heinzman** (BIC) with five other gals left at 2:30 a.m. on Memorial Day to watch the 500 at Indianapolis. They felt the trip was worthwhile because they got a big wave and smile from Ben Casey (Vincent Edwards) at the track. So, they cheered and cheered. It wasn't until the race was over that they realized he wasn't even in the race . . . **Fritz Brosien**, Dust & Fume, and Kathleen Stroup were married August 5 in the First Methodist Church, Mishawaka. **Al Kroll**, Engineering, was best man . . . On the vacation scene, **Rita Guzman** and family drove to Denver; **Ruby Edison** spent two weeks at Curtis Lake, Michigan; **Marge Daugherty** and family drove to West Virginia to see relatives and visit the Civil War battle sites . . . **Judy Decker**, Sales and **Mike Miller**, Engineering, became husband and wife July 14 at St. Bavo's. **Ray Flory**, Dust & Fume, and Dolores Borkowski exchanged vows on July 7 at St. John the Baptist Catholic Church, South Bend. Ray is Plant Guard **Joe Flory's** son . . . Welcome back to **Lena Thomas**, IBM, who returned to replace **Beverly Mumby**, who left us because of illness. And **Ed Huemmer's** son, Jimmy, recuperates nicely from an appendectomy . . . **Del Canarecci** and **Virginia Heinzman** vacationed on a camping trip at a state park near Holland, Michigan. They claim their lot was No. 77, Sunset Strip. The only hazardous feature of the outing was they had to eat their own cooking . . . Looked like Niagara Falls early in July in Dust & Fume. The air conditioner in the conference room sprung a leak, resulting in a frantic search for mops, buckets, wrenches and the like. **Dave Hysinger** led the crew of workers at Camp Kiloqua to ready the site for the summer.

(Marie Koldyke, Dust & Fume)

AROUND THE NATION

George Tharp, Sales Engineer for Tom McCrory on the West Coast, received plaudits last issue for installing two important machines, one for the Navy near Seattle, and another in San Diego. But, in reality, **Bob Turnbull**, Service Engineer, did the bulk of the work and the credit should be his. (Some editors do botch up things . . .)

Book on Joe Boland Slated for Release

A new book, *Joe Boland; Notre Dame Man*, will be released nationally September 7. A collection of personal and professional highlights in the life of the late Joe Boland, father of our Joe Boland, Abrasives, it relates little known incidents about this former Notre Dame and Santa Clara coach and fabled radio announcer.

Millions of football fans thrilled to his vivid and precise descriptions of Notre Dame and Chicago Cardinal football encounters over the years until his untimely death in February, 1960.

Mrs. Boland compiled the collection from the many friends and associates of her illustrious husband. Selling for about \$3, the book will make a splendid gift for young and old sports lovers.

Some of the anecdotes were written by such luminaries as Bing Crosby, Terry Brennan, Dean Clarence Manion, Warren Brown, Tim Cohane, Richard Sullivan, Francis Wallace, and many others. The book can be ordered from the N. S. P. Publishing Co., Hammond, Indiana.

Dad-Timer-Coach Medlock discusses salient points with his three swim stars after one of the practice time sprints. Young Chuckie seems unperturbed, while Mom lends qualified observations and moral support.



THE AQUATIC MEDLOCK FAMILY

Splash On A Water Merry-Go-Round

Water is the ingredient to bring about instant coffee, tea, potatoes, milk, and what have you.

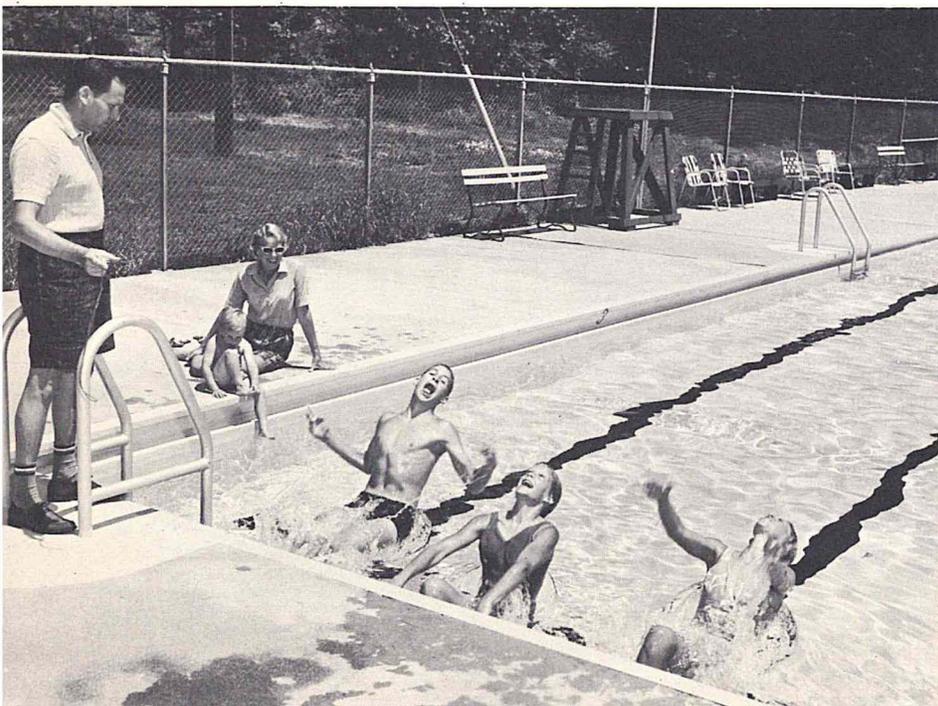
But to the Gordon Medlock family, water means instant fun and relaxation. To coin a phrase, Gordon and his vivacious family are water-locked.

Comes the summer, Papa Gordon and his wife Barbara leap into a frothy season of aquatics. Son Gordie, 16, a swimmer of some note at Riley High School and with the South Bend Marlins, sets the pace devoting many hours to training and competing for the Twyckenham Pool team.

Daughters Trudy, 14, and Christine, 12, also compete under Twyckenham colors with Chris specializing in the backstroke and butterfly, and Trudy in free style.

Little Chuck, only 4, sticks close to the wading pool, but occasionally slips into the larger swim area. And the entire family enjoys their Lightning Class sail boat anchored at Lake Wawasee Yacht Club.

Kansas-born Gordon, LORCO Sales Manager, says the kids didn't inherit their water interest from him. "When as kids in Kansas we found water, we DRANK it." But since meeting Barbara, who swam competitively and in water ballet for the Milwaukee Athletic Club, his interests turned to the water.



Gordie, Chris, and Trudy propel themselves for the backstroke start while Mom and little Chuckie look on. Dad holds the stop watch on the trio in one of many practice sessions this season. This spirited action took place at the Twyckenham Pool.



TIPS

A Communications Tool Proves to Be An Exception to the Rule

A pretty difficult thing to figure out is just what good a company gets from its publications. Newsletters, pamphlets and magazines by their nature are not easy to evaluate on a dollar-cents basis.

Most publications are a one-way communications medium. You know what you're sending out, but you seldom know how it's being received. Industrial editors hardly ever receive "letters to the editor" on other than informal comment. The cost of communicating is known, but the effect is not.

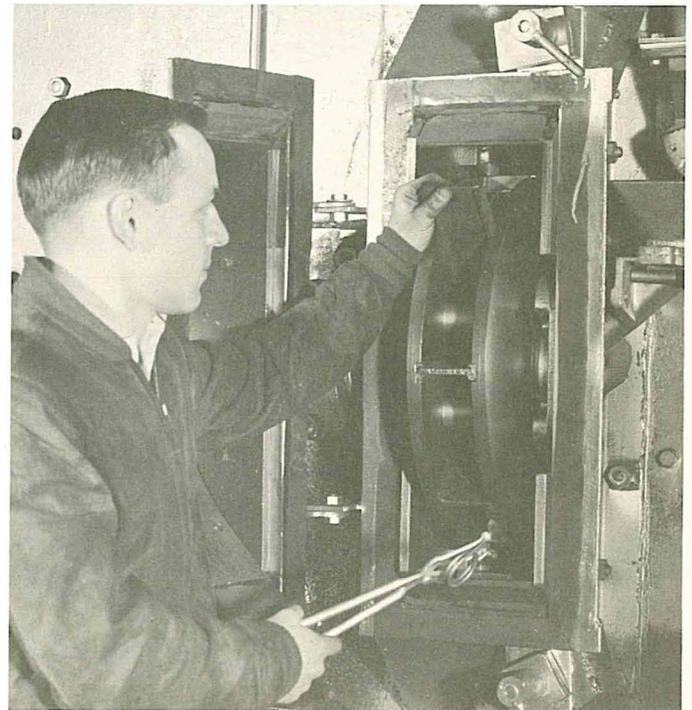
A striking exception to this communication-cost haze, though, is TIPS magazine. TIPS, you know, is published quarterly to keep our customers abreast of new ideas on the best operating practices and maintenance reducing methods.

When a customer fails to receive his TIPS, the communications network becomes two-way. Either through the field force or through the mails, the customer voices displeasure at being over-



looked. Some even call Customer Services, and *demand* their copy.

While TIPS is mailed free to the customer, it is not a complete give-away. The magazine theme dwells on purchasing the best parts and supplies to obtain lowest costs in the long run. Because Wheelabrator makes the best parts and supplies, we feel the customer will turn to us when he needs to purchase replacement parts and abrasive.





MOVIES ARE BETTER THAN EVER

If one picture is worth a thousand words, what would you estimate the worth of a series of moving pictures?

While strictly a rhetorical query, the opening statement does point up the value of motion pictures. Industries, like Wheelabrator, are turning this one-time entertainment-only medium into an effective sales tool to penetrate a sea of potential customers.

Wheelabrator has produced two films — one on the steel shot plant operation, and another on dust and fume division work — and is applying the finishing touches to a third industrial presentation.

The Marketing Department planned and carried through this production, dealing with steel mill applications of Wheelabrator equipment. On-the-spot scenes were taken of strip, sheet, slab, billet, bar, structural, and plate cleaning machines in various locations around the midwest, east, west and in Canada.

The preview showing will be before a select audience at the Iron and Steel Exposition on September 25 through 28. The Association of Iron and Steel Engineers sponsors this exposition, one of the stellar events for this influential group.

According to Joe Janush, Marketing Development, who wrote the script and directed the movie, the film has one major purpose: To acquaint prospects with the job our equipment can do, and the versatile manner with which it does it.

Like the two previous films, the new steel mill film will also be shown at various technical meetings and seminars, at sales gatherings, at professional conventions, and at other assemblies where industrial leaders exchange ideas on how to do the best job at the lowest possible cost.

WHAT'S NEW

ANNIVERSARIES: Four employees will add 25-year markers in July and August.

Tom Minning Receiving
Harold Hoover Steel Shop
Harry Martin Steel Shop
Jean Seybold Customer Services

Those accumulating 20 years are:

Joseph Bidlack Steel Shop
Harry Weaver Steel Shop
Ralph Smith Machine Shop
Joe Amberg Machine Shop

Additions to the staff include a Budget Manager, Tony Kruszewski; an Engineer, Tom Burmeister; an Eastern Region salesman, Bill Bayer, and a Western Region serviceman, Jack Tharp.



KRUSZEWSKI

Kruszewski, who comes from Arthur Andersen Co., will report to J. E. Donlan, Controller. A Cleveland native, Tony is a Certified Public Accountant, and is active in several accounting societies.



BURMEISTER

Burmeister, who worked here three summers while attending Purdue, was graduated this spring with a BS degree in Mechanical Engineering. A Saginaw, Michigan, native, he and his wife reside in South Bend.



BAYER

A graduate of St. Joseph's College in his native Philadelphia, Bayer had worked in sales for Hancock Tele-Control Corp. Bill will remain in Philadelphia working for Regional Manager Larry Kohlmeyer.



THARP

Tharp, a native of Bremen, Indiana, follows in his father's footsteps, joining Wheelabrator. Jack, currently in training here, will work for Tom McCrory on the west coast. Jack's father is a sales engineer under McCrory.