WHEELABRATOR PARADE

COVER STORY ON PAGES 18-19

Partners in Progress

CHAMPIONSHIP FLOAT

WHEELABRATOR CORPORATION

South Bend-Mishawaka 1963
ESTIMATING COSTS:
How it Effects the Profit Picture

Numerous factors effect our Profit-Sharing Fund, and most are directly related to business volume. When business is good, Profit-Sharing is good.

This holds true, providing costs are held in line. Costs are one of the major considerations of the Profit-Sharing picture. One important area of costs deals with estimating the cost of proposed equipment, and the actual cost of producing it.

Just how does this work?

Ordinarily, a Field Engineer will originate proposal activity by requesting Proposal Engineering to prepare a quotation for a customer. The field man will supply all the facts pertinent to the customer's needs, including work dimensions, production requirements, size of parts to be handled, and other significant information.

Engineering will then proceed to make a general arrangement drawing of the proposed machine, estimating the number of hours needed to detail a completely engineered blueprint. This will include a list of material needed to build the machine.

Manufacturing time will be estimated from this drawing by Fabrication and Assembly. Another estimate will be given by Shipping to include cost of painting, packing and freight.

Cost Accounting will then submit an estimated price for each unit which will comprise the complete package.

You can readily see that the process of obtaining an estimate is quite involved. While the estimators do their best, any waste, spoilage or slip-shod work practices can throw any one of the estimates off, and seriously cut into the profit on a sale.

Reduced profits mean reduced Profit-Sharing. A professional, efficient approach to a job will insure a healthy, growing Profit-Sharing Fund.

J. F. Cowan
President
A local screw machining and finishing shop, Precision Piece Parts Co., has cut costs and added to its production capacity with the installation of a Lorco vibratory finishing machine.

The Mishawaka contract shop estimates direct savings of $20,000 a year to deburr and finish aircraft, missile, and automotive precision parts in the 4 cu. ft. Lorco end discharge vibrator.

A portion of the savings is derived from the improved finish on the variety of parts handled by the Lorco equipment. Because the vibratory process imparts the correct degree of deburring and finishing, no further work is required on most of the parts, eliminating rejections.

On a number of the parts, such as steel studs, castle nuts, jet engine nuts, pinsetter parts and others, production capacity and finishing speed have been increased substantially.

The firm now can take on more difficult jobs, such as gear shift knobs and aircraft bolts, which it could not handle prior to installing the vibrator. These parts and others require close tolerance deburring within the grooves and inside threads. The degree of finishing with the Lorco vibrator is so precise that Precision Piece Parts now accepts many more intricate jobs, adding to its work volume.

The end discharge feature of the Lorco equipment along with the continuous rinsing attachment which recirculates the liquid and compounds gives Precision Piece Parts a distinct competitive edge within its industry. The Lorco process provides finishing efficiency, ease of handling, and greater production in less time.
SELLING commercial products is keyed to the outward appearance and durability of the package. Packaging has become a major industry in a short span of time because of the emphasis on good appearance and durability.

A customer buying cosmetics, for example, wants not only a good beauty aid, but an attractive container. The cosmetics industry responded with stunning and fashionable package designs.

Wheelabrator, too, has a similar situation. Its “package” is the cabinet that houses the work or blast unit. Unlike the commercial product that is sold over the counter, the Wheelabrator package must incorporate features compatible with heavy, rigorous, and wearing duties.

One of the keys to sturdy cabinet construction is welding, a necessary fabricating process in industry today.

Growth of the welding industry can be seen by the fact that every major industrial business uses one or more of the 39 different metal joining processes. Welding is not only used for joining steel but also for every other type of metal in commercial use today.

Increasing acceptance of welding stems from its diversified and flexible uses, which will keep welding in the front ranks of the growth industries.

Improvements in existing processes plus many new processes are coming into use daily. Because many designers and manufacturing engineers are...
not expert in welding knowledge, they must look to a specialized group for help — these are the Welding Engineers.

That's where John Vaselin enters the picture. As a Welding Engineer reporting to Andy Stevens, Factory Manager, John is responsible for overall control of welding in our plant.

Vaselin provides engineering counsel on welding designs, procedures and materials for use by the Engineering and Manufacturing departments, and recommends preventive or remedial measures for manufacturing or field problems.

Equally important are the promotion of cost reduction, quality control, and product improvement.

His knowledge of welding came to good use on the recent Alcoa order for 14 aluminum dust collectors. He arranged for special training of our welders, and consequently the huge manufacturing job has been running smoothly without major difficulty.

A 1949 graduate of Notre Dame, John earned a degree in Metallurgy, and has done graduate work in French, German, and Russian languages. A Navy veteran, he served as engineering officer on a destroyer-minesweeper.

Born in Plymouth, Pennsylvania, John is married and he and his wife have three children. His work experience includes jobs as chief welding engineer in the Advance Joining Development Lab of General Electric's locomotive and motor division, and senior metallurgist and welding engineer at Bendix Corporation, South Bend.

Professionally active in the American Society of Metals and the National Management Association, John is also a member and vice chairman of the Michiana Chapter of the American Welding Society.
Wheelabrator Scholarship winners attended a pre-school luncheon with directors of the Scholarship Foundation prior to returning to campus this fall. In the front row, left to right, are Charles Bultinck, John Robinson, Jim Myers, Dave Hev, Jim DeCraene and Jim Salis. Standing are A. E. Lenhard, Robert Orth, John Farabaugh, and L. L. Andrus.

NEWS AND VIEWS

Pierre Taille, left, and Jean-Marie Burg discuss the operation of a Multi-Table in Demonstration with Orville Potts. The French students spent six weeks learning American business methods.

Don Karnes, Steel Shop, guided his Little League team to the play-offs in Mishawaka only to lose the title game by one run. Here he instructs Mark Skene, son of Julius Skene, during the championships.
Clay Dinger topped the regular golf season with the best record along with partner Don Heckman. Clay came back in the outing at Lake Wawasee to win the golf bag for firing a gross low of 73. Bob Pfleigel took low net and fewest puts at the outing, while Lou Cookie came closest to the flag, a scant 28 inches from the cup.

Julianna Club members and guests saw "On the Town" at the Wagon Wheel Playhouse, Warsaw. Shown here, clockwise, are Mrs. Andy Stevens, Pat Stoeckinger, Jean Vergon, Judy Rallo, and Maxene Cary.

The Oldtimers downed the WCAA softball team, 8-3, in the annual meeting at Rose Park behind the stellar pitching of Sam Rothy and Tom Hameline. At bat, Oldtimer Jack Coleman got a hold of one in this action.

Bob Schalliol and Max Stanger manned the Wheelabrator exhibit at the Auto Parts Show in Denver late this summer.

A good crowd turned out for the annual Corn and Sausage Roast sponsored by the WCAA. Dancing to the music of the Art Van Ray combo, pony rides, and games were featured. Two prize winners grin their pleasure.
Stevens Named Factory Manager; VandenAvyle and Bowers Given New Appointments in Shop

MOVE MADE TO MATCH EXPECTED GROWTH

Three promotions in the factory operation were announced by Paul E. Setzler, Vice President of Operations. Setzler said the moves were made to meet the past growth of the Company and the anticipated expansion.

Andrew B. Stevens, in his 36th year with the Company, became Factory Manager effective September 1. Albert J. VandenAvyle is now Production Manager, and James S. Bowers is Superintendent of the Erection Shop.

Stevens started in 1928 as a receiving clerk, and soon became head of stores. His next job was production control supervisor, and in 1951 was appointed assistant factory manager.

VandenAvyle started as an office boy in 1936, and moved to Cost Accounting in 1939. After a time as Cost Accountant, he became inventory control manager in 1959, and last year added production control to his duties.

Bowers began work as a grinder in the Machine Shop, but soon moved to the Steel Shop where he became foreman in 1942. His next promotion came in 1951 when he was named assistant superintendent.
GENERAL Electric calls “progress its most important product.” Du Pont builds customer confidence by promoting “better living through chemistry.” Wheelabrator contributes to industrial growth and dynamic economics by offering “Vital Values for Industry.”

The advertising part of this campaign to acquaint customers with our products centers on a basic theme — Rugged . . . Reliable . . . and Resourceful. Our equipment is rugged, reliable, and resourceful. Our supplies are reliable, and our engineering is resourceful.

This natural tie-in with our qualifications to our advertising paves the way to create interest in Wheelabrator products. It assists the sales and marketing functions, and it helps create jobs — for us and our customers.

As we continue to keep our reputation known and our work standards high, our business flourishes. Advertising helps to tell our story to our many publics.

VITAL VALUES FOR INDUSTRY

... our responsibility!

A brand new market opened to us with the adaptation of the Wheelabrator process with the sub-zero deflashing of molded rubber products. Dust & Fume Control Division also developed Ultra Filtration to broaden the dust collector market.
The Distances We Travel

Some Come Far
Some Near
To Work at Wheelabrator

Bob and Pat Sloan walk less than a block to work. And Jerry Smith drives a total of 120 miles daily to reach Wheelabrator.

Somewhere in between these two extremes, the more than 1,000 Wheelabrator employees travel to and from work an assorted number of miles.

As many as 142 employees travel more than 30 miles daily to work here. Jerry Smith of Engineering drives the farthest from his home in Rochester, Indiana. But other commuters can be found in Argos, Ligonier, Walkerton, and other surrounding towns in Indiana and Michigan.

Elkhart, with 37 employees, ranks as the prime source of employees from outside the South Bend-Mishawaka area. Niles, Michigan, is second with 20 employees living there. The Niles group travels
at least 40 miles a day to and from the plant. The 
Cassopolis area, with 13 employees, also ranks well 
up on the list of employees who come quite a dis­
tance. They chalk up about 50 miles a day.

Some 21 cities are listed on the employee roster 
outside of the South Bend-Mishawaka area. The 
top ten, distance-wise, are:

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<th>CITY</th>
<th>NO. OF EMPLOYEES</th>
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<tr>
<td>Rochester</td>
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<td>Plymouth</td>
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<td>Bristol</td>
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Ironically, some of these travelers make it to 
work quicker than do some employees on the west 
side of South Bend. Because of clogged city traffic 
in the morning and evening, the West Siders, who 
travel some 15 miles roundtrip, usually start off at 
the same time as the far-flung travelers, and arrive 
home later.

When asked why they travel so many miles to 
work, the distant travelers usually answer, 
"Wheelabrator is a nice place to work. And living 
in a smaller community has advantages over liv­
ing in crowded cities. Although it may be quite a 
bit of a drive, the enjoyable atmosphere of subur­
ban-country living more than makes up for it."
"A bird in hand is worth two in the bush," according to the old maxim. But when you apply this worn-out cliché to your retirement plans you soon realize the maxim can better be said, "Two birds in hand are better than one."

In effect, Profit-Sharing is "two birds in hand." You have your Company Contribution and your savings in addition to the income from this accumulation of both. As pointed out in the chart below, the average worker concludes his Wheelabrator career with a tidy nest egg that would not otherwise be possible because of every day living expenses.

For the young employee just starting in the Fund, retirement is too distant for immediate consideration. Subconsciously, however, retirement is a critical, emotional factor in this young employee's behavior. He will feel comfortable, sometimes without realizing it, if he knows he is participating in a plan which will allow him to retire painlessly.

While his share in the Fund seems insignificant at the beginning, the more service that is accrued and the broader his base is in the Fund, the sooner the amount starts to earn more per year than the average Company Contribution. This compounding of income is what makes the Profit-Sharing Fund the meaningful benefit it is.

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<td>EMPLOYEE</td>
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*The projection is based on the average Company Contribution, Earnings on Investment, and Savings. The salary figures used remained constant throughout the entire projection. In reality, the salary figure is likely to increase for the average individual.
ANNIVERSARIES: Two employees celebrate 35 years of service in September and October. They are:

- Julius VanderBruggen . . . Engineering

NEW EMPLOYEES: Richard L. Markee, formerly president of Metal Finish & Equipment, Inc., rejoins the sales staff as Field Engineer in the Western Region under Tom McCrory. Originally, Dick worked as Sales Engineer, leaving here to go into business for himself. His other work experience includes tenure as production manager for Aluminum Specialty Co. Married to the former Alice L. Baraga, the Markees have five children: Marion, 22; David, 21; Kathy, 16; Carole, 13; and Richard Jr., 10.

Carl H. Castle, a widely experienced veteran of the metal finishing field, joins the Research and Development staff under Gilbert Dill. Carl has worked as metallurgist for the Jervis Corp., chemist for Roto Finish Co., and vice president and technical director of the Abrado-Finish Corp. He is married to the former Genevieve TerMeer, and the couple has two married daughters and a son, Robert H. Active in several professional groups, Carl serves on the barrel and vibratory finishing committee of the American Society for Metals.

Ted Fawcett, formerly a manufacturer's rep, rejoins the Company in his previous territory of Philadelphia under Larry Kohlmeyer, and Troy Alverson joins the Southern Region as an agent in Virginia and Maryland under Lee Wieschaus. Troy is a manufacturer's rep.

Other new employees are Ray Slable, Machine Shop; Robert D. Holmes, Steel Shop; Jim O'Keefe, Guard; Jim Taylor, Engineering; Theodore Hennings, Engineering; Mildred Boehlein, Accounting.

Field Sales Manager Jim Barnes announced that Ed Hackbarth, Al Kroll, Dean Keener, and George Seemar have become Field Engineers handling the full line of Wheelabrator equipment and supplies. The quartet had been sales engineers for the Lorco Division.

PROMOTIONS: David M. Hysinger, formerly project engineer in Dust & Fume, left for Paris to serve as Sales and Engineering Consultant to Wheelabrator-Allevard in France. Hysinger, who started here in 1955, replaces Frank Culhane, recently named Sales Manager of D & F. Dave, his wife, Barbara, and their two daughters will spend two years in Paris on his new assignment.

RETIREMENTS: Three employees with considerable number of years service recently retired. Fred Uhl who had been Field Engineer in the Philadelphia area started in 1947. Ralph Antrap, shown above, started in 1951 in Maintenance. Wilbur Dunnuck, of the Steel Shop, began here in November, 1940.
The bowling bug has bitten Cost Department: Cecil Millem, who has been a non-bowler for quite a few years, recently bowled seven lines. Needless to say, he wasn't his usual agile self the next day . . . The Camiel De Keizers and Frank Claeyis families joined forces for a camping week end. Camiel, however, forgot the ice chest with all the goodies, including the liquid nourishment. What a week end . . . Mr. and Mrs. Henry Biesbroeck spent their vacation at Palmer Lake, Colon, Michigan . . . Bill Smith and family camped in York State, Canada . . . Patty Soens said she had a wonderful vacation despite the following: a burned out generator, a broken fan belt, a dead battery, and the opportunity to sleep in the car on the Turn Pike because of a flat tire, and no lug wrench . . . George Mathewson and IBM's Chuck Slane helped boost the scores at the Golf League outing at Lake Wawasee in September. They didn't play, but drove the refreshment cart around the course to the detriment of those who did play.

Jimmy Strahan spent his vacation working on his house, a trip to the Chicago Zoo, and repairing cars . . . Bob Brittan caught his limit of bass, northern pike and blue gill at Lake Mann, Minnesota . . . Eddie Ballard didn't get much time off this year but was content with all the skating rinks and drive-ins . . . Bob Allegre finally did it. He and Dolly Krouse were married. We didn't think Bob would ever get hitched. He recently returned to work after sick leave . . . Corby Kiser surprises the small fry when he sings along to the old time songs. Has anyone got the words to "Ghost Rider in the Sky" and "The Dolly with the Hole in her Stocking"? . . . Bill Doty, helped by his sons, built a new barn for his horses . . . Probably the most rewarding of all vacations was that of Eldon Duerssen, who returned to help his folks at harvest time in South Dakota. He says the atmosphere, climate and scenery are the greatest, as is the pleasant hunting . . . Dick Getz, Herman Coleman, George Bruggner, Clyde Nelson, Larry Hensel, Fred Lindstrand, and John Fortz, all chipped in to help Paul Browers move after they covered bridges for the shore, and other activities . . . Ray Fuller and wife and three sons, Jim, Mark, and Kevin, went west to Grand Canyon, Hollywood, Las Vegas, Pasadena, Knots Berry Farm, Santa Monica Beach, Rocky Mountain National Park, and home. He added that he broke even in Vegas. The entire trip amounted to 5,450 miles.

Ray Leiaert treated his family to a pleasant week along Lake Michigan at South Haven . . . House painting took care of Charlie Carlin's vacation . . . Joe Slater and wife spent a quiet vacation motoring to Denver. They both lost their voices along the way . . . Tod Copp is back home after a serious illness and many days in the hospital . . . Vern Valentine's son, Bill, returned with many stories after a three-week camping trip with two companions . . . Paul Kohler joined the Glidden Tour for a week in September, and visited the old Thomas Flyer and Pierce Arrow factories at Buffalo. Paul also drove a 1908 EMF (Studebaker) in the Partners in Progress parade through South Bend . . . Bill Eling has returned to Demonstration after a two-years absence . . . Bob Hatch has been named Analytical Engineer for Research . . . This is the fourth summer for Dick Spears at Wheelabrator. He worked in the Lorco Demo Lab. . . . Craig Schiele has returned to M. I. T. after a summer with Charlie Carlin . . . John Straub's son, Ed, will enter I.U.'s pre-med school after two years with the Army in Germany . . . Ray Gervais' son, Larry, won third place in the State Baton Contest for boys up to nine years old.

Emily Biesbroeck, Anna Marie's daughter, is one of two new girls in Sales. The other is Donna Huns . . . Two marriages in Sales: Dale Ewing married in August with honeymoon in Michigan, and Carol Coppen became Mrs. Joseph Mammolenti in September and they honeymooned in Canada . . . Dick Smith recently moved into his new house in Elkhart County . . . Phil Smith works diligently to have his new house ready for occupancy . . . Margaret Dakin says her vacation in California turned out to be "two glorious weeks" . . . Martha Heston spent a portion of her vacation visiting her prospective daughter-in-law in Wisconsin . . . Pat Sloan retired to become a "Mommy" in December . . . Eleanor Rea spent part of her vacation visiting Mammoth Cave in Kentucky . . . This writer visited her "new" nephew in Perry, Georgia, over the Labor Day week end . . . John Flory, Plant Guard, recently wrote a feature article on covered bridges for OUTDOORS magazine . . . Jim Hyder joined the marriage ranks recently when he and Jan Panzica wed at Peru, Illinois . . . New girl in Abrasives is Vicki Miller working for Anna Sawyer.

Joe Hays visited relatives in his home town of Cincinnati . . . Joe Vogel had to cancel his vacation trip to Florida after suffering an injury a few weeks previous . . .
**Bob Yost** and **Jewel Bradbury** among others have joined the Society for the Eradication of Deteriorated Bicusps. Teeth, that is. **John Mumby** is using progressive security ideas on his new house. To foil burglars, John hung the front door backwards with the lock on the inside. When the burglar slips in he actually springs his own trap because he won’t be able to get out as the door will already be locked from the outside. Clever guy, that John. “A man begins cutting his wisdom teeth when he bites off more than he can chew.” **Don Seltzer** and family traveled to San Diego. **Floyd Nifong** and two sons happily welcomed a new baby girl in July. Miss Stacey Nifong weighed in at 7 pounds, 12 ounces. **Cecil Rice** has returned to work after being out since May with an injured arm. My wife and I toured Niagara Falls, Quiet Pines, New Brunswick, and then back through Maine, New Hampshire, etc. and back home. The French-speaking people of Canada are among the friendliest I’ve ever met. **Amos Pletcher** took almost the same trip two weeks before I did. **Fred Beals** and family spent a week at a Port Stanly, Ontario, cottage on Lake Erie, and attended the Caledonia Society Highland Games and the gathering of the Clan MacDonnell. Fred was also the guest of Pipe Major Gordon Tuck, one of Canada’s top pipers. (Milford Gardner, Steel Shop)

**Joan Schue** and **Carol Powell** made a quick trip through Denver, Colorado Springs, and the Black Hills of South Dakota. **Carl Rich** spent his vacation getting acquainted with his new son, Douglas Scott, born August 23. Congratulations to Carl and Marilyn. **Janet Dawson** and husband Larry went fishing in Minnesota. They must have gotten there too late; no fish. **June Schalliol** and family just took it easy, and prepared to send daughter Sharon off to her second year at Albion College, Michigan. **Mary Schroeder** enjoyed visiting Fort Michilimackinac at the foot of Mackinac Bridge. **Norma Rice** and family boated around the Wisconsin Dells. **Julia Baugher** and husband Jack (Shipping) relaxed at the Wagon Wheel, Rockton, Illinois, with daughter Jackie and a girl friend. **Jim McVay** (I understand his son has taken to the Scottsdale Pool like a fish to water), **Harold Anderson**, and **Jim Donlan** and their families stayed around home during the vacation period. Our two favorite campers, **Del Canarecci** and **Virginia Heinzman** are at it again this year, bed rolls and all. **Ed Sullivan** and family joined the camping fraternity, traveling through Canada, the East and Maine (of course). **Julie Cisaczon** and two sisters trekked to California, Las Vegas and Mexico. Wonder how they fared in Vegas? *Yours truly* and family spent a vacation period. **Douglas Beal** and family joined the **Caledonia Society Highland Games** and the tending of the Caledonia Society Highland Games and the gathering of the Clan MacDonnell. **Alex Hone** went to Baltimore in the course of a recent sales negotiation. **Sid Wilkinson** and **Eric Robinson** are the two new warehouse managers. Sid had been part-time, and Eric returned after a year’s absence. **Bobbie Dick**, son of Gordon, worked in the warehouse during his summer vacation. In August, **Lionel Groome** spent a week touring the Maritimes with his wife who is convalescing from a recent operation. **Jim McKay** took the Montreal office in Groome’s absence. **Ian Somerville** felt quite happy to take his vacation in Toronto after six weeks erected three important installations on the Pacific Coast. Ian, by the way, was the winner of our recent golf tournament, and not the second place finisher as announced in the last issue. He also is quite proud of a 4-pound salmon caught at John Huyck’s camp on Sechelt Peninsula. John, who is the Wheelabrator Licensee, returned with Ian to Toronto on business. **Doug Lamb** claims he caught a 121/4-pound bass after a mighty struggle while on vacation at Chat Lake, north of Ottawa. Another continent-spanner is **Dougie Dick**. Gordon’s son, who spent the summer with grandpa in Los Angeles, and he flew the route, all by himself. **Rose Barker** is the new steno, filling in for vacations and continuing on a part-time basis in Ann Lapp’s position. **Bob Ross** has three daughters to equip with new clothes and books for school with the eldest, Lorna, returning to the University of Manitoba to study Home Economics. We shall close with this bit of stronger-than-fiction event of the summer. Late one night, **Jim Wilkinson** and wife were witnesses to a very realistic roadside murder complete with victim, pursuers, gunshots, and get-away car. Jim reported the event to the police who investigated only to discover the whole unnerving act was the work of youngsters creating public nuisance. **George McNeilie’s** daughter, Pat, is now a registered nurse at a New Mexico hospital. **Ray Leuthold** held an open house for his daughter, Bev, who was graduated from Holy Cross School of Nursing. After a vacation in Nassau, she will work at Memorial Hospital here. **Pat Robertson** spent three sunny weeks in California with relatives. **Nancy Mast** and **Don Heckman** have a standing bowling bet this season. So far, Nancy has lost 10¢ for each of three weeks. **Elsie Stecfuczak** purchased a new burgundy Starfire with complete power. **Larry Correll**, son of Ward and Mable, attended the Indiana University High School Journalism Institute at Bloomington. He is editor of the Penn High School year book. (Pam Savadori, Engineering)

**Jim Davidson’s** son, Dennis, was one of the Air Force crew working around the clock at Ramstein AFB, West Germany, to help supply aid to the disaster-stricken Skopje, Yugoslavia. **M Kroll** sent a request for literature to Minneapolis-Honeywell and received an answer that the nearest Honeywell office would contact him. A few days later a card came from Bombay, India, and it was addressed to Kroll, care of Mishawaka, India. **Virginia Mahoney** will leave with her family for Minneapolis where her husband will attend the Dunwoody Institute for heating and air conditioning studies. **Lorraine Banicki** is the envy of her friends now that she is sporting a new silver mist Lark. **Marge Daugthery** has new pink and purple statuary and vases for her newly remodeled bathroom. Daughter Pat, who taught several Wheelabrator gals the art of ceramics, made the items.

(Marie Koldyke, D & F)

**CANADIAN CLASSICS**

**Gordon Dick** accompanied by Fritz Brosien of Mishawaka journeyed to Esterhazy, Saskatchewan, to observe a test Dustube unit in action on potash dust filtration. **Alex Hone**

**S. I. R.**
Spreading wings emblazoned on the main exhibition hall in Dusseldorf symbolize the growth of German industry. Swardson took this majestic view before entering the GIFA Foundry Show on the first day.

By Don Swardson

(Ed. Note: Don Swardson, formerly Abrasives Manager, has recently returned from a two-year stint with Wheelabrator-Allevard where he worked to help the French personnel establish Wheelabrator Steel Shot in Europe. Exclusively for PARADE, he has jotted down a few thoughts about the experience, mainly centered on the Foundry Show last year in Dusseldorf.)

Wheelabrator-Allevard exhibited for the first time in Europe at the GIFA Foundry Show in Dusseldorf last year. Though a German trade show, this one has grown to be the most important foundry machinery exhibition in Europe. Occupying five large buildings and including many operating displays, this show equals or exceeds our AFS Foundry Show in size, activity, and interest, primarily because it is held every five years, and the exhibitors go “all out.”

The GIFA is very international in character. Equipment and supplies from almost all countries in Europe were exhibited. Wheelabrator blast machines were presented in a mammoth display by George Fisher, Ltd., of Switzerland, and included three operating machines — a monorail, a multi-table and a Super Tumblast.

For nine days we talked not only to French and German customers, but Italian, English, Swiss, Belgian, Dutch, Spanish, Norwegian, Swedish, Finnish, Austrian, Russian and Polish visitors. As you can well imagine, the multiplicity of different languages and accents was overwhelming, and marked the biggest difference between this show and our American ones.

The story of Wheelabrator Steel Shot, which captured a great deal of interest because it is new in the European Common Market, had to be told in at least three languages. This sometimes led to confusion. On one occasion I spoke French with a man for 45 minutes before finding out he was English...

Our booth was well staffed with personnel from Stokvis et Fils, our French agents; Carl Spaeter,
our German agents, and Mr. Bernard Detanger, Sales Manager of Wheelabrator-Allevard.

Some of the contrasts between European and American shows go beyond language problems. European businessmen are more reticent than Americans and like to conduct their business in private. Each exhibit, therefore, had small rooms at the back where conferences could be conducted. As a result, many more valid contacts were made and more actual sales closed than normally done here.

Entertainment, as such, is also quite different. Our booth, which was fairly typical, was furnished with a small kitchen, refrigerator, and coffee maker as well as a supply of various European liquors. Customers were entertained during the hours of 9 a.m. to 6 p.m., eliminating the need of an entertainment suite in a hotel which is the custom in the U.S. This also afforded you evenings of your own. A good night’s sleep was possible, and I might add, absolutely necessary after standing and talking each day for nine hours.

While it was a fascinating experience, it was more importantly a successful one. The Wheelabrator-Allevard booth, though small, made a worthwhile contribution to the introduction of WSS in Europe.

Meet the Field

CLAIR HOFFMAN
D & F Regional Engineer

CLARENCE ANDREWS
Service Engineer

Clair joined Wheelabrator in June, 1955, after eight years with American Cyanamid where he was general production foreman and industrial hygiene engineer. With Wheelabrator, Clair started as project engineer in Mishawaka, and moved to Philadelphia in 1956. In 1963, the Philadelphia and New York regions were combined under Clair.

A graduate of Lehigh University, he was graduated with a bachelor’s degree in chemical engineering. Clair enlisted in the Army reserve and was called to active duty in 1943, and rose to rank of Captain. He spent two years of combat in Europe.

Professionally associated with the American Institute of Chemical Engineers, he also belongs to the American Industrial Hygiene Association.

On the civic side, Clair is on the advisory committee for industrial and commercial development in Hatboro, Pennsylvania, where he, his wife, the former Dorothy F. Silliman, and their son, Clair Jr., reside. The Hoffmans belong to St. John’s Evangelical Lutheran Church, where Clair is a member of the church building committee.

For off-duty pleasure, Clair enjoys puttering around the house, and takes craftsman pride in his painting accomplishments.

After a varied and extensive steel mill career, Clarence joined the Company’s service staff in 1950. Through his efforts, our steel mill equipment and methods of operation in the mills have been thoroughly up-dated. One of his previous jobs was maintenance foreman at Jones & Laughlin Steel Co.

To assure a current record of his conversion jobs, Clarence forwards all revised blue prints to the home office, and pays dual calls with field engineers to keep abreast of customer requirements.

Off-duty, the place to find Clarence and his family is at Pymatuning Lake, north of Pittsburgh, where their six-room cottage receives a steady summer work out. Married to the former Clara Stevenson, the family includes son Ronald, recently married to Defiance College classmate, Pam Walker, daughter Nancy, and son Howard.

Another of Clarence’s pet projects, a stereo console, also gets a big play along with the tape recorder which he also built.

The family, with the exception of Ron and his spouse, attended United Presbyterian Church at Braddock, Pennsylvania. Ron and his wife now live and work in New Jersey.
A week-long schedule of community activities ended successfully for the South Bend-Mishawaka area’s Partners in Progress pageant in mid-September.

Capping the display of civic and community “togetherness” was a gala parade through downtown South Bend. Wheelabrator participated in most of the activities, and highlighted the parade by winning the championship float trophy in competition with all other area industrial and commercial firms.
At the Industrial Trade Fair, designed to illustrate to the community what products and services originate in the area, Wheelabrator's exhibit consisted of an operating 1 cu. ft. vibratory finishing machine, a cut-away mock up of a Wheelabrator unit, and a Liquamatte wet blast machine, along with a pictorial display of installation views.

A store window in downtown South Bend also featured a pictorial display of Dust & Fume Control, Wheelabrator, and Lorco installations.

The Athletic Association assisted by selling tickets for the numerous festive events which included the Red Skelton Show, a Hootenany, a beauty contest, and others.

The ideal of freedom is ingrained in our system and has been since American time began. We carry it around with us every day in big and little ways, from the word "liberty" on the Lincoln penny to the mental image which is conjured up when we read a headline about Russia or Communists.

Freedom is often taken for granted — polished smooth like the face of a Lincoln penny. But not all of us take it lightly. Some 20% of our employees are enrolled in the payroll savings plan and have bonds deducted in this easy way. Others purchase bonds regularly in other ways.

This awareness of responsibility contributes heavily to keeping the freedom that is being challenged and tested daily by the world’s dictators. Freedom bonds are U. S. Savings Bonds. Buying them is a particularly good way to express faith in America's future.

Money from these bonds goes to keep our defenses stout and for ventures into space. In another manner of speaking, it is money to keep us free.
THE ABRASIVE STORY

QUALITY CONTROL

Charles Carlin, Chief Metallurgist in the Research and Development group, joined Wheelabrator in 1953 after completing a project for the Army's Chemical Warfare Department.

He earned a BS degree in Chemistry from Purdue, and served with the Army twice. The first time was as an infantryman in Europe during World War II, and the second time in 1951 with the Chemical Warfare Department. After being released he continued working on the project as a Civil Service employee.

Before joining Wheelabrator, the Garrett, Indiana, native was working on his master's degree at Notre Dame. He is married to the former Patricia Gelhausen, and the couple has five children.

Maintaining strict quality control is common-place throughout the plant, but especially vital in the Steel Shot plant where billions of abrasive pellets are manufactured daily. Each pellet must meet high standards of hardness, solidity, and metallurgical quality.

The recent addition of a Quantovac at Plant No. 2 Laboratory provides a quick, efficient means to test the full range of metals in each pouring. Previous testing methods took several hours, and were not always as complete as the analyses given by the Quantovac. With this machine, one man can take the sample plug, and have the complete analysis in less than two minutes.

Carlin poses before the Quantovac machine, simulating actual operation of the quality control device. The machine adds speed and accuracy for analyzing a complete range of metallurgical composition of shot.

The installation of this quality control equipment puts Wheelabrator in a favorable competitive position because only a few metallurgical facilities have this new machine.

Because of the speed of analysis, only correct amounts of expensive alloys are added to a pouring, reducing waste and adding savings in production costs.

Such control of composition is essential because the abrasives are the cutting and finishing agent in Wheelabrator equipment. As such, each pellet must withstand high velocity impact on metal products without cracking or breaking up.

Only high quality steel abrasives could be expected to stand up and retain economical operating costs for the equipment user.

Wheelabrator metallurgists constantly strive to produce the optimum operating steel abrasives — those which will last long enough to do a thorough cleaning job before eventually "breaking down" and being removed from the machine. The Quantovac helps the metallurgists do this job quickly and efficiently. Chief Metallurgist Charles Carlin plays a key role in keeping quality control at an optimum performance level.