



R. L. DUFFEY
ENGINEERING

D-761
X-100

GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

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A MESSAGE FROM THE MANAGER OF INDUSTRIAL RELATIONS

Lately, our good housekeeping seems to be slipping--especially in the X-100 building. Two things are particularly noticeable, cigarette butts on the stairs and in the hallways and paper towels on the floor in the restrooms. Where a person works is sometimes described as his home away from home --because we are here just as much of our "awake" time as we are at home (perhaps more). You keep your own home neat and tidy, I'm sure. Please help us keep GAT the same way.



L. E. Fuller
L. E. Fuller

CONGRATULATIONS are due R. L. DUFFY, who has passed the State Professional Engineer's examination; and to three other men who have passed the state Engineer in Training certification examination--H. C. KUNKLE, M. J. RAFFERTY and C. F. HARLEY.

GAT'S SEMIANNUAL report of Cost Reduction Actions to the AEC for the period ending June 30, 1969, shows 286 actions taken for a total estimated savings of \$882,850. This is considerably more than the \$403,983 from 115 actions reported in the previous six months.

RECENT PROMOTIONS include D. D. McCANN from Tech Squad trainee to engineer, D-761.

NEW SALARY EMPLOYEES include: BERNARD HARRIS, Administrative Squad trainee. He graduated from Chillicothe H.S., has a B.S. in Marketing from Central State U.; worked here during the summer of 1968. TWYLA M. COCHENOUR, D-211, graduated from Eastern H.S., went to IBM school in Chillicothe, worked as a clerk-typist at Vallery Ford in Waverly for about a year. MRS. EDNA M. PICKELSIMER, D-311, graduated from Vanceburg H.S., and Portsmouth Interstate. She has been doing office work at Keck Distribution Co., for the last two years. She and her husband, William, live in Lucasville. MICHAEL D. DOLES, D-222, graduated from Chillicothe H.S., will be working as a lab technician in D-852 this summer. JERRY M. O'LEARY, D-331, graduated from Portsmouth H.S., in 1964, has two years of college credits, last worked at a bank in Cincinnati.

IF YOU WANT a used car, pickup truck, adding machine, typewriter, etc., you might want to call C. F. RAY, ext. 2284 for more information about the SURPLUS SALE to be held on plantsite August 15.

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

WHILE INSURANCE is good protection, it is a poor way to save because of inflation. Ordinary life insurance policies (those that build up a cash surrender value) pay 2.5 per cent interest. Inflation, in 1968, gobbled up the 2.5 per cent plus 2.2 per cent more. The non-profit Consumers Union suggests that the answer is to buy term insurance and invest the difference. This method allows you to duplicate any amount of cash-value life insurance with less complicated and less expensive term insurance and to invest elsewhere the annual savings in something that will give you a much higher rate of return than any insurance company will give you.

A GDYR-AKRON WOMAN researcher, Maria V. Weimer, was recently granted her 43rd patent.

IN A TUCSON firm, men and women office workers are segregated--because they cannot agree on what temperature they find comfortable. The offices where the women work are kept four to six degrees warmer. The reason? Men's clothing, even in summer, is much heavier than women's clothing.

A DETROIT FIRM ran a study on paper clips and found out that only one-fifth actually were used to clip papers together.

THIS MAY BE the last season for Euclid Beach Park in Cleveland, on the shores of Lake Erie. After 69 years, the Humphrey Family, which started and still operates the park, may sell the land because it is the largest privately-owned, undeveloped lake-front property in the Cleveland area. They may move the rides and other amusement park attractions to a new site on Route 14 in Streetsboro Village (one time Shady Lake Park).

IN ENGLAND it's unlawful to sell a secondhand anchor to anyone under 16-years of age before 8 a.m.

GENERAL MILLS recently had a "Nominate Your Candidate for the Good Citizen Award" contest. Employees could be nominated for activities in the community, religious, government or service organizations. The winner got a 10-inch silver bowl, a color TV and four shares of the company's common stock.

A BANK in Louisville, Ky., has a special bonus for dogs at its drive-in window. After their masters make a deposit, if there is a dog in the car they are served a doggy biscuit on a roll-out tray.

W. L. SAMS, former manager of our Finance Division and more recently, with Motor Wheel in Lansing, Mich., is now manager of Accounting at Goodyear Aerospace--Commercial Plastics Division in Jackson.

The READER'S DIGEST started in 1921 and never accepted advertisements until two or three years ago. It's no wonder they changed their policy. The present price for one four-color, full-page ad (7 3/8" x 5 3/8") is \$56,600 and the July issue has 67 1/2 such pages of ads which have at least one color, and 22 pages of black and white ads. Assuming the price for ads with some color is \$40,000 a page and the cheapest ads are \$30,000 a page--that means an income of about \$5 million from advertising for just one month.

FOR \$5 A YEAR you can join an organization that will protect you against lost or stolen credit cards. It's called "Protect-a-Card," Beverly Hills 90211.

GDYR-CANADA is going into the furniture business. Using urethane resin, plus a catalyst, they will produce molded ornate furniture components which are identical in appearance to parts made out of wood. The quality is equal or better than wood and the cost of a molded part is much cheaper than producing from wood which includes time-consuming mortising of the various sections.

JAMES E. LING, a 46-year old Texan, has proven again that this is the land of opportunity by building a \$3.5 billion-a-year industrial empire out of a \$2,000 electrical contracting firm in just 20 years.

INDUSTRIALISTS in San Antonio, Texas, took a survey and discovered they would need 5,200 middle management people in two years. They got the local university to design a two-year management degree program equivalent to previous 4-year programs and offer it at night. Fifty-four hundred men are enrolled.

G. J. SHANE is manager, Engineering Orders, Shops & Mold Manufacturing at Goodyear-Akron. Gerry was transferred from D-761 in 1959.

TWO FREE BOOKS available from Columbus and Southern Ohio Electric Co., are: "What About College?" and "After High School, What?" If you would like to see them before you write for one or both, the Training Department has a copy of each.

THOUGHTS ON MANAGEMENT

TO CAPITALIZE fully upon our existing insights into the nature of motivation and its effect upon human performance, the manager's job must be changed radically. The basic motivational deficiency in most organizations today is the lack of sufficient decision-making authority and responsibility in jobs held by people who could respond to such powers with vastly increased energy and commitment. There is no actual shortage of decision-making power; it is simply and unnecessarily monopolized by management, and especially by the higher organizational levels. This in turn is due to the time-honored concept that relatively few people are capable of making effective decisions or willing to accept responsibility--a condition which compelled management to define its principal tasks as deciding what should be done by other people and then making sure that they do it. That definition is already antiquated and will become increasingly out of tune with reality in the future.

- Saul W. Gellerman, "Management by Motivation"

TELEVISION is the greatest mind-shaping force--good or bad--that man has ever invented.

- Alvin C. Eurich (President, Academy for Educational Development, Inc.)

AN EXIT INTERVIEW is "locking the barn door after the horse is stolen." Fear of a bad reference keeps most people from telling the truth about why they are leaving anyway. Why not more interviews with employees to find out what's "bugging" them and correct it so they won't want to exit?

- M. J. Bevans in "Administrative Management"

A VACATION usually consists of two weeks which are too short, after which you are too tired to return to work and too broke not to.

- Sunday Post, Glasgow

THE AUTOMOBILE INDUSTRY, according to the New York Times, produced last year an average of 179,000 cars a week and recalled an average of 64,000 a week for inspection and correction of possible safety-related defects. There is some comfort in knowing that, in contrast with previous years, such a massive effort is being made; but there's little comfort in the thought of an industry that needs to recall almost one-third of its output.

- James Nolte

THAT MONEY TALKS I'll not deny. I heard it once: It said, "Goodby."

- Richard Armour

"IF YE HAD a boy, wud ye sind him to colledge?" asked Mr. Hennessy. "Well," said Mr. Dooley, "at th' age whin a boy is fit to be in colledge I wudden't have him around th' house."

DEMOCRACY is the most difficult of all forms of government, since it requires the widest spread of intelligence, and we forgot to make ourselves intelligent when we made ourselves sovereign. Education has spread, but intelligence is perpetually retarded by the fertility of the simple. A cynic remarked that "you mustn't enthrone ignorance just because there is so much of it." However, ignorance is not long enthroned, for it lends itself to manipulation by the forces that mold public opinion. It may be true, as Lincoln supposed, that "you can't fool all the people all the time," but you can fool enough of them to rule a large country.

- Will and Ariel Durant, "The Lessons of History"

THERE IS TOO MUCH study of work that should be eliminated, not studied.

- Dr. Lillian Gilbreth

THE COLLEGES and universities, in any attempt at relevance and survival, will have to re-examine the whole question of tutoring the professions. As it is now, they tend to serve as glorified trade schools for industries and agencies that could do much of the training better, and at their own cost. Universities might also consider getting out of the certification business, passing this responsibility along to the professional organizations themselves, relieving the degree pressure. Thus, highest education would become less expensive, less cumbersome and more relevant to the central matter of developing citizens capable of a lifetime of learning.

- George B. Leonard, in "Look"

LET NOT the mistakes of yesterday or the fears of tomorrow keep you from doing your best today.

SCIENCE requires much more than ability. Ability comes cheaper than anyone suspects. It is the passion that counts--passion to blow a trombone night and day or work hard on algebra. The spark of God is in it. You don't have to believe in God, but you do have to believe that the spark is essential.

- Mark Kac, American mathematician

SIGN OF THE TIMES. In a finance company window: "We Serve The Man Who Has Everything But Hasn't Paid For It Yet."

WHO'S WHO IN MANAGEMENT

S. J. ZANGRI is responsible for the staff function for Advanced Operational Planning. In this capacity he will assist in future planning for Goodyear in the field of nuclear power. He will coordinate our activities in this area with similar activities of Union Carbide Corporation-Nuclear Division and the AEC Combined Operations Planning group. He will also serve as secretary to the Operating Committee's Long Range Planning subcommittee. Mr. Zangri reports to C. D. TABOR, Technical Division Manager.



Mr. Zangri graduated from Lawrence High School in Lawrence, Massachusetts, and has a B. S. Chem. E. degree from Tufts College. He has since had more than two years of post-graduate study at Ohio State University. He was an engineer with Union Carbide at Oak Ridge before becoming a GAT employee in 1954. He was promoted to supervisor of Chemical Engineering in 1955, then to supervisor of Process Development. In 1967, he was given a special assignment as GAT's representative at Oak Ridge on the Future Planning Staff. He returned to his present assignment earlier this year.

Sam and his wife Helen live at 77 Fruit Hill Drive in Brewer Heights, Chillicothe. They have three sons. Alfred is in the USAF, Robert is in the U.S. Army and is presently in Viet Nam. John, the youngest, is at home. The Zangri's are members of St. Peter's Catholic Church where Sam is choir director and Institutional Scouting representative. He is also a member of the Elks, the Knights of Columbus, the American Institute of Chemical Engineers and the American Chemical Society.

GAT NAMES AND FACES IN THE NEWS



C. F. RAY



G. P. ZOELLNER



R. E. ETLING, II



R. H. SOIT

C. F. RAY AND G. P. ZOELLNER are to attend the eight-day Management Orientation and Development for Executive Leadership (Model) Program at Dennison University August 20-29. They are the 17th and 18th employees selected, by our general manager, to receive this training.

R. E. ETLING, II, D-423, is the director for the play "Barefoot in the Park" which will be presented at Chillicothe H.S. on August 22-23, by the Chillicothe Civic Theatre. Bob is a member of the group's Executive Board and also a member of the National Thespian Society.

R. H. SOIT, D-535, is serving his third two-year term on the Board of Governors of the Portsmouth Little Theater. He is also in charge of "lighting and sound" for each production.