



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

September 17, 1969

PARTICIPATION by employees in the Company's Educational Assistance Program continues at a high rate. During registration on plantsite, primarily for ISE courses here and at Chillicothe, 57 people enrolled. At least 10 others are approved for graduate or undergraduate courses at Ohio U campuses or at Ohio State University. Thirty-one employees took one or more courses this summer.

JEFFREY A. WALTZ and DANNY R. MORTHEL are new Technical Squad trainees. Jeff graduated from the high school in Bay Village, Ohio, and holds a B.E.E. (5 yr.) degree from Ohio State U. His wife's name is Rebecca. Danny graduated from Wilson County H.S. in Tenn. and has a B.S. in Chemistry from Tenn. A & I State U.

AS OF OCTOBER 1, our "25 YEAR CLUB" (Gdyr. service) has 31 members with a total of more than 996 years with the Company. That's an average of over 32 years per man.

NEW SALARY employees include: MARVIN H. COOPER, engineer, sr. in D-532, graduated from high school in Savannah, Georgia. He has a B.S. in Chem. Eng. from Iowa State U, an M.S. in Chem. Eng. from Georgia Tech. His most recent employer was the Boeing Co. in Huntsville, Alabama, where he was an engineer for more than four years. DAVID A. LUDWICK, staff engineer in D-535, who was a co-op here while attending the U of Cincinnati. He now has a BSEE degree. His wife's name is Kay. They have one daughter. JERRY RIDER, mail clerk, D-423, is a graduate of Piketon H.S. VIRGINIA L. ANDERSON is a secretary-co-op, D-224. She graduated from Waverly H.S. and goes to Portsmouth Interstate Business College.

ROBERT M. RHOTEN and RONALD J. BENNETT are new co-ops from Tenn. Tech. University. Ron graduated from high school in Hendersonville, Tenn; Bob, in Baxter, Tenn. Bob's wife's name is Sharrion.

A WELCOME BACK to MRS. PHYLLIS LALLOW, D-224, who worked here from 1953 until 1960.

R. M. RUTHERFORD is host (and several other Production Division men are participating) for a two-day Interplant Operational Information Exchange meeting September 16 - 17 (yesterday and today). Here are K. W. Sommerfelt and J. L. Clark (Bob's counterparts at ORGDP and Paducah) and seven other top Carbide production men.

## MANAGEMENT NEWS---ON THE NATIONAL LEVEL

THE LARGEST single advertisement ever published by a magazine will appear in the October 10 issue of Life magazine. There is to be a 52-page insert about the National Football League plus 27 pages of four-color ads by 31 sponsors. They are paying Life \$2-1/4 million.

EVERY YEAR fire takes the lives of more children than the four leading children's diseases combined.

YOU ARE WASTING MONEY if you pay for insurance on any but an annual basis. An article in Changing Times points out that if the quarterly premium is \$26 as compared with an annual premium of \$100, those who pay by the quarter are actually borrowing money from the insurance company and paying 11% interest.

SIGN OF THE TIMES - The average life of a sofa is now only seven years. Before TV, a sofa lasted a full generation.

NORTH AMERICAN Rockwell Corporation's plant in Anaheim, Calif., sponsored a five-day clinic to help employees stop smoking. Included were five hour-long group therapy sessions, a personal control plan, and a buddy system like that of Alcoholics Anonymous.

ACCORDING to the National Industrial Conference Board, half of the U.S. families with \$10,000-to-\$15,000 income owe their status to working wives.

EMPLOYEEES at Motorola's Quincy, Ill. plant stage a two-hour Variety Show each Spring. Profits are used to purchase gifts which are packed and mailed to husbands, sons and brothers of Motorolans serving their country in the Armed Forces. Each Winter, employees contribute canned goods, food and candy - more than two tons - to needy families in the Quincy area before Christmas.

WESTINGHOUSE ELECTRIC has spent \$400,000 to give its engineers carpeted cubicles, which replace multiple desks in drab large rooms.

DID YOU KNOW that it is easy to get the phone number of someone in a distant city on a phone where there is Direct Distance Dialing? Dial as you would any long distance call. Use the Area Code if it is different from the one where you are, then add 555-1212. You will get Directory Assistance for that community.

THE NATIONAL Safety Council has some advice for people who pull trailers back of their cars. They made a study and say that the biggest danger is that the trailer may whiplash. They urge that (1) the total trailer weight be less than half that of the car and (2) trailer tires be properly inflated. If you pull a trailer that starts to whiplash, speed up if you can. NEVER jam down hard on the brakes. If you have to slow down, pump brakes firmly.

THE FOLLOWING AD appeared recently in the Pomeroy, Wash. paper: "Farmer, age 38, wishes to meet woman around 30 who owns a tractor. Please enclose picture of tractor."

IF YOU LOOK at the date on a nickel, there's a good chance it will be 1964 because more than two billion, eight hundred million, were stamped out that year--considerable more than in any year before or since (closest to it is the approximate 450 million in 1963).

AT ROCKWELL Manufacturing Co., in Pittsburgh, a computer takes less than a minute to turn out routine valve designs that used to take close to an hour of an engineer's time.

THE THREE "E's" OF SAFETY are Education, Engineering and Enforcement. After five were killed and 11 injured in a cave-in on an excavation site in Maryland, the State Department of Labor and Industry emphasized the third "E" of Safety. Enforcing safety rules resulted in a period of 28 months without a fatality (there were 17 the previous year) and a reduction of 8.1 per cent in Workmen's Compensation rates.

J. H. DALTON, project manager for Goodyear Aerospace's Subroc anti-submarine missile program, is attending the Defense Department's 10-week advanced Weapons Systems Management course at Wright-Patterson AFB in Dayton. John was an employee here from 1953 to 1959.

AN INSURANCE CO. in Philadelphia has an automobile insurance plan for drivers 55 years of age and older which is guaranteed renewable up to age 80 to anyone who has a valid driver's license, physically and mentally capable of safely operating a vehicle, and who makes no fraudulent misrepresentations in applying for the insurance coverage.

## THOUGHTS ON MANAGEMENT

JOB SATISFACTION may or may not be tied to happiness. But we will know that we are doing something right if we can change the conditions of the job so that employees will stay on and work productively. For the older workers, the test will be whether they are with us in spirit as well as in body. The way to achieve this end, for new or old employees, is not to confront them with demands, but to confront them with demanding, meaningful work. And the employee will always have the last word as to whether the work is meaningful.

--Robert N. Ford

IT IS AMAZING what they will be able to do once they get the atom harassed.

--Chicago Mayor Daley

SHORTLY AFTER Ug discovered fire, there was an international conference to discuss the urgent problems facing civilization. Attending the conference among others were flint-chippers, tailors, hunters, and economists - then known as witchdoctors. About half the delegates confidently predicted a future of peace and plenty - after the last few technical problems had been dealt with - flint-chippers and tailors would be able to work at night, the hunter would be able to see mammoths even on the darkest winter day. The other half of the delegates could only see revolution and the collapse of civilization. Tailors, for instance, would all be thrown out of work, for who would wear clothes when there was fire for warming instead?

We may forgive our ancestors their exaggerated concern. It was, after all, the first international conference. Some hoped and some feared that bronze would replace flint. They did not realize that for a certain length of time flint-chippers could be retained to smelt bronze, and they were completely unaware of the fact that new professions, such as wood-gathering, would make new demands on employment. The higher economic status accorded to women, who became fire-tenders, resulted in the demand for better skirts and fur coats. The demand for dentists due to eating cooked meat was completely overlooked.

They had just become accustomed to the new economic situation when some genius invented the wheel. Then, of course, they had to call a second international conference.

--Ben-Ami Friedrich, General Manager,  
Asbestos-Cement Industries, Nahariya, Israel.

WHEN SHALLOW CRITICS denounce the profit motive inherent in our system of free enterprise, they ignore the fact that it is an economic support of every human right we possess and without it, all rights would soon disappear.

--Dwight D. Eisenhower (1890-1969)

WISHING FOR THINGS you haven't got is sensible. Why wish for things you already have?

--Laughing Matter

LEARNING implies change. For training to be fully effective, management must create a climate receptive to the new ideas its students learn in class. It does no good to put a group of executives through management development courses, fill them with insights into their own behavior and the behavior of the company in general, fire them with a resolve to improve - only to lose all this in the whirl of business as usual, upon their return. The troubles with training are the troubles we must put ourselves to, to make it really pay off. And this, many managers know, is really worth the trouble.

--Quote from Editorial, Administrative Management

I'VE SEEN my wife through thick and thin, I don't mean cash or weather. We started thin, long years ago, now we've grown thick together.

--Richard Armour

PROFESSIONAL MANAGEMENT today sees itself often in the role of judge who says "yes" or "no" to ideas as they come up. This leads, inevitably, to the situation described in the famous jingle which, legend has it, was found one day pinned to the organization chart on the bulletin board at the Unilever Company in London: "Across this tree, from root to crown, ideas flow up and vetoes down."

--Peter F. Drucker

ALTHOUGH my sons are loyal ones, and I'm a doting parent, I wonder why, when work is nigh, there is no heir apparent?

--Mickey Porter

WHETHER oral or written, effective communications should be the goal of all employees, up and down the personnel ladder. This, of course, means being understood by others, while at the same time understanding others yourself. It is, in effect, a two-way street.

--Vic Holt, president of Goodyear

## WHO'S WHO IN MANAGEMENT

ROBERT S. MARTIN, D-817, is an assistant cascade coordinator in the PCF, where he shares supervisory responsibilities for the continual operation of the Cascade. He substitutes for the cascade coordinator and area shift foreman as the situation requires. He supervises production operators, makes assignments of the shift Balance Pool and maintains the shift auxiliary emergency group roster. He reports to W. M. REFFIT, "C" shift cascade coordinator.



Mr. Martin (Bob) graduated from Glenwood High School in New Boston, attended Portsmouth Interstate Business College and had approximately two years of study at Ohio University, Portsmouth campus. He served in the Army (1944-46), and then worked various places doing various things before joining GAT in June, 1953, as a production process operator. He was promoted to foreman, process area in 1956, and to his present position in 1966. He also took advantage of the Company's Educational Assistance Program and, in 1968, received his BBA degree from Ohio University.

Bob and his wife, Phyllis, live at 2022 High Street in Portsmouth with their 16-year-old son, Randall Lee, who is a junior in high school. The Martins attend the Boulevard United Methodist Church and Bob is a Mason and a member of the Silver Compass Club.

## GAT NAMES AND FACES IN THE NEWS



H. G. JOHNSON



H. R. SANSON



H. McCLELLAND



H. E. McCOMB



M. W. HARTLE

H. G. JOHNSON is GAT men's golf champ for the second year in a row. After two 18-hole rounds (the first in Portsmouth, the second in Chillicothe), he and JOE THOMS (the 1967 champ) were tied. Gordon then won a "sudden death" play-off.

H. R. SANSON, D-724, is to be co-chairman (along with H. G. Johnson) of this year's All-In-One Campaign on plantsite scheduled for October 6 through the 13th. Harold is also financial secretary-treasurer of Local No. 3-689.

H. McCLELLAND completes 25 years of Goodyear service next week. His anniversary date is September 25.

H. E. McCOMB defeated R. W. BROWN, last year's champ, to win the senior men's tennis singles crown in the recent Ross County Tennis Tournament. Henry defeated another GAT tennis player, H. E. KELLEY, to get into the finals.

M. W. HARTLE is the coordinator for the new four-year Apprentice Program. The first 26 men start their training the week of October 6.