



GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

September 1, 1971

THE FALL ELECTION is of particular interest to the many GAT employees that are running for public office. Those filing petitions, and thereby called to our attention, include: E. I. BIBBEY (D-811), J. F. BRANDT (D-732), C. CARTER (D-424), R. E. CHILDERS (D-852), M. E. CORYELL (D-101), E. A. DAMRON (D-814), O. E. GLEIM (D-411), H. L. GALLOWAY (D-552), J. E. HARSHMAN (D-301), H. C. KUNKLE (D-761), J. LANG (D-554), E. LITTERAL (D-552), O. G. NICE (D-711), L. A. SIMON (D-734), O. F. TUSSEY (D-111), R. H. WALLS (D-554), A. L. WILLIAMSON (D-227), and F. E. WOLTZ (D-530).

J. P. HOPPER, a chemical engineering co-op student from West Virginia Institute of Technology, returned to GAT for his fourth work period on August 23. L. A. ALEXANDER, also a chemical engineering co-op student, is returning today from Virginia State to begin his third work period.

A MASTER'S DEGREE in Industrial and Systems Engineering was conferred August 28 by Ohio University on the following six employees: D. E. BOYD (D-523), L. F. EILERING (D-533), R. D. McDERMOTT (D-761), J. R. SHOEMAKER (D-560), K. M. TOMKO (D-533), and R. E. WILCOXON (D-761).

AFTER A SUCCESSFUL ten-week trial period, it was decided to conduct an Adult Basic Education Program on plantsite. Using programmed instruction, the program will prepare non-high-school graduates for taking the General Educational Development (GED) test leading to a High School Equivalency certificate. Anyone interested in this program may phone H. D. DAUTEL (2679) for more information.

AS THE RESULT of a presidential directive to reassess the classification of documents for possible downgrading, a concerted effort is being made at Oak Ridge by representatives of all the major AEC contractors. GAT's representative this week is S. J. ZANGRI; W. T. BROWN spent the weeks of July 25 and August 8, R. A. PILNEY the weeks of August 1 and August 16, and W. E. LINVILLE the week of August 23 as our representatives in Oak Ridge.

A REPORT on our editor, H. McCLELLAND, seems in order after the multitude of inquiries received by this office. "Mac" is recuperating, from four operations, at his Lake White home. He is regaining a little weight and his strength is returning gradually, as evidenced by his ability to "get around" exceedingly well under his own power.

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

WESTERN ELECTRIC has developed a method of producing printed circuits without etching away unwanted copper and the accompanying expensive job of reclaiming copper scrap. Named "Photo Selective Metal Deposition," the system calls for coating the substrate with tin oxide and dipping it in a palladium chloride solution. Tin oxide reduces the palladium ions to palladium metal, so the surface now has a coating of palladium metal. If the substrate is dipped in an electroless copper bath, this palladium causes the copper to plate. But the plating depends upon the presence of palladium, which depends on the reducing ability of tin oxide. And that is destroyed by exposure to ultraviolet light. So the coating is exposed to ultraviolet light through a mask of the circuit before dipping it into palladium chloride. The result is palladium--and hence copper--only on the unexposed portions.

DRUG TRADE NEWS reports the development of a fluorescent tube capable of helping the body manufacture Vitamin D (which, until now, only the sun could do). The tube, when marketed, will fit into standard fluorescent fixtures.

A CANCER STUDY, by Drs. M. Lee Pearce and Seymour Dayton at UCLA, reveals that men who eat low cholesterol foods have a higher incidence of cancer than those who gorge themselves on foods like steak and ice cream.

FIVE MILLION taxpayers made mathematical errors in computing their income tax last year, according to the Internal Revenue Service. Of these, at least two million overpaid. The errors were detected by the "Martinsburg Monster," IRS's huge computer bank at Martinsburg, West Virginia.

AEC CHAIRMAN Glen T. Seaborg, speaking in Honolulu, estimates that if air pollution were reduced 50 percent--which he says is feasible through nuclear power--cash savings to the nation in reduced death and diseases alone would amount to at least two billion dollars.

JACK WEINBERG, an ex-University of California student (now of Berkeley), first coined the young radical slogan, "Never trust anyone over 30," not too many years ago. Mr. Weinberg just recently celebrated his thirtieth birthday.

SIGN OF THE TIMES: Handwritten on the wall of a North Hill gas station: "For that rundown feeling, try jaywalking."

THINGS being what they are these days, Harvard University Press officials were only surprised when, at a national conference on crime and delinquency recently held in Boston, 28 books from the Harvard exhibit, most of them on the subject of crime, were stolen.

A NEW FIRE-RETARDANT PAINT, called Consolite, has been developed by Consolidated Paint and Varnish Corporation of Cleveland, and rates as a Class A fire-retardant coating according to Underwriters Laboratories, Inc. When temperatures rise to about 400°F, the paint film begins to expand to form a rigid, bubbling, foaming barrier of millions of small cells. This barrier reaches a thickness of an inch or more and insulates the underlying surface from the heat, preventing it from burning. At the same time, inert gases that help arrest the formation of smoke and noxious fumes are released.

HERCULES, INC., invites 50 supervisors to spend a weekend at a country club in the middle of the winter. Most of the daily hours, while they are there, are devoted to safety education.

THE FEDERAL RESERVE BOARD reported recently that Americans are writing 22 billion checks a year these days, involving transfer of more than \$16 trillion. If you stop to figure, that makes the average current check come to more than \$727!

RUNZHEIMER & CO. of Rochester, Wisconsin, who every two years develop a "cost-of-driving index" for AAA, reports a cost increase from \$1,448 in 1969 to \$1,550 per year in 1971. The study represents the cost of driving a new (1971) eight-cylinder Chevrolet Impala four-door hardtop (equipped with radio, automatic transmission, and power steering) for one year.

GREEN BEANS, enough to fill 16 cans, are now being successfully freeze-dried and packed into a single can (the same size as the 16). The compressed beans return to their original size and shape when water is added.

SO MANY small countries have been admitted to the United Nations in recent years that a two-thirds voting majority can now come from nations with less than 10 percent of the world's population.

REHABILITATION PAYS: \$1,000 of public funds invested in vocational rehabilitation increases by \$35,000 the lifetime earnings of the average person who is rehabilitated. So reports Dr. Howard Rush, Institute of Rehabilitation Medicine.

THOUGHTS ON MANAGEMENT

FACTS TO PONDER: The Ten Commandments contain 297 words. The Bill of Rights contains 463 words. Lincoln's Gettysburg Address contains 266 words. A recent federal directive on the size of cabbage heads that could be marketed contains 12,691 words.

- Mickey Porter

IF YOU'RE a square peg and you find the hole is round, start whittling.

- Quips

VACATIONS are necessary for keeping fit, and repeated short vacations are better than long ones. Rest during a vacation is not the essential thing at all--what is vital is the change in normal routine. But do what you really like, not what other people like, and without overdoing it.

- Dr. W. Schweisheimer

ANOTHER GUIDELINE for successful management--

"Law #2 - Pick winners. I have seen executives who hesitated to hire, recruit, or promote another man because they were afraid he would create competition for them. Let me put that in place. In a going concern, a man may pass you for a particular position. But he won't keep you from moving up, maybe even passing him later. The real fact is that you will rise to a higher position, and you are sure to make more money, in an outfit that is loaded with talent, than you will in an outfit of dopes. Good people are tough to get, tough to manage and tough to hang onto. They make you run harder and faster. They push you, make you stretch. In short, quite aside from their contribution to the corporate effort, they're the best thing in the world for you. Good people cost no more. A good man or woman expects to be financially rewarded in a more generous way than the mediocre people. But in the aggregate--and this is the vital distinction--good people cost less because of their greater output at every level--clerical, supervisor, middle management, or senior management."

- Louis B. Lundborg, Board Chairman, Bank of America

THE TONGUE is like a racehorse which runs faster when it carries less weight.

- Anonymous

STOP-LOOK-LISTEN. Joe didn't listen, look, or stop, so they dragged his auto to a shop; it only took a week or two to make his car as good as new; but though they hunted high and low, they found no extra parts for Joe.

- Contributed by Del Prickett

EXPERIENCE is not what happens to a man, experience is what a man does with what happens to him.

- Tom Sloan

THE PRODUCTIVITY OF TOOLS--that is, the efficiency of the human energy applied in connection with their use--has always been highest in a competitive society in which the economic decisions are made by millions of progress-seeking individuals, rather than in a state-planned society in which those decisions are made by a handful of all-powerful people, regardless of how well-meaning, unselfish, sincere and intelligent those people may be.

- No. 10 of "The Ten Pillars of Economic Wisdom"

WHEN YOUR WORK speaks for itself, don't interrupt.

- Supervisory Management

WE HAVE only scratched the surface of the serious, widespread and complex problem of alcoholism in business, industry and government. But this we do know: the most expensive way to handle the problem drinker is to ignore him or fire him. The most profitable and effective way is to help him recover.

- James S. Kemper, Jr.

A BORN LEADER sees which way the crowd is going and steps ahead.

- The Last Laugh

PEOPLE ASK, "How do you become a good parent?" I think the answer is the same whether you have children or not: It is to become the kind of person you yourself can be proud of.

- Earl Nightingale

BUSINESS is like a battlefield--the men who win are those armed with knowledge, new ideas, and superior methods.

- Supervision

THE CODFISH lays ten thousand eggs, the humble hen lays one. The codfish never cackles to tell you what she's done. And so we scorn the codfish while the humble hen we prize, which only goes to show you that it pays to advertise.

- Anonymous

CALMNESS in argument is a great advantage; he who lets another chafe, warms him at his fire.

- Ancient Proverb

WHO'S WHO IN MANAGEMENT

A. "BIM" WALDER is general foreman in Utilities Maintenance (D-732). He and the five foremen reporting to him are responsible for the maintenance of all heating, plumbing, air conditioning, and refrigeration equipment on plantsite plus the operating equipment in the X-342, X-600, X-705 and X-710 buildings. The responsibility also includes the operation and rigging of heavy equipment and the lubrication of equipment. He reports to D. B. JONES, superintendent of Process Maintenance.



Mr. Walder graduated from South High School, Akron, and served in the U. S. Navy (1940-1946). He joined GT&R-Akron in 1946, and completed apprenticeship training in pipefitting before being recalled to active duty (1951-1952) to serve in Korea. He was discharged as a Chief Petty Officer and returned to Goodyear where he was assigned to the Engineering Squadron. Transferred to GAT in 1953 as an assistant foreman in Process Maintenance, he was promoted to foreman and later to assistant general foreman in 1954. He was promoted to his present position in 1960.

Bim and his wife, Mary, live at 309 Morningside Drive, Waverly. They are members of the St. Mary's Catholic Church. The Walders have one son, Chip (25), who is married, has two children, and is living in Marion, Indiana, where he manages a Robert Hall Store. Bim is a member of the Portsmouth Elks Club and an avid golfer.

GAT NAMES AND FACES IN THE NEWS



R. M. RUTHERFORD



G. D. ALTHOUSE



A. L. WILLIAMSON



V. S. EMLER



J. J. EYRE

R. M. RUTHERFORD and G. D. ALTHOUSE are attending an Executive Development program at Ohio State University, August 22 thru September 3. This session completes the four-week program which they started last year.

A. L. WILLIAMSON has been selected as chairman of the Public Relations committee by members of The Friends of the Old Village of Piketon. This newly formed organization maintains and promotes the historical background of Piketon.

V. S. EMLER will speak to the Jackson Women's Club tomorrow evening, September 2, at their 8:00 p.m. meeting. His subject will be "Toward Better Family Environment Through Industrial Ecology."

J. J. EYRE was the speaker for the regular monthly dinner meeting of the Southern Ohio Professional Engineers at the Lake White Club on August 11. He spoke to approximately 25 members on the subject "The Challenge of Environment Management."