

# SEIP Fund Gains \$2 Million in Year; Dividends Aid Substantially

Members of the Sohio Employees' Investment Plan gained more than \$2 million in their accounts during the fiscal year ending June 30, 1959.

SEIP members now own one-fourth of Sohio's preferred stock and 3-1/2 per cent of the common stock. They constitute the company's largest stockholder in both categories.

This was announced in the report of the investment plan committee on SEIP's seventh year of operation.

## Company Contributions Top \$1 Million

SEIP's total deposit account, representing employees' allotments, company contributions, dividends, and gain on sales of securities, totaled \$16,703,679 as of June 30. A year ago the account stood at \$14,678,324.

Market value of the account as of June 30, 1959, was

\$18.5 million, 10.6 per cent more than the \$16.7 million deposited.

Employee allotments to the plan totaled \$2,522,021 during the year. Withdrawals amounted to \$2,391,110. This was a sizeable drop from the withdrawals of \$2,919,370 made during SEIP's sixth year, when many members first gained a vested interest in the company's contributions.

Company contributions during the year totaled \$1,054,127. Two 50 per cent contributions were made, one contribution of 45 per cent, and one of 40 per cent.

Dividends have been playing an increasingly important role in building accounts each year as the number of shares held increases. During the past year they were equal to 23 per cent of the employees' allotments.

Dividends on common stock totaled \$413,372. Preferred stock dividends amounted to \$161,328.

The number of Sohioans participating in the plan increased to 7,129, compared with 7,093 a year ago. But the percentage of eligible employees participating dropped from 86 per cent to 83 per cent.

## Most Allot 6 Per Cent to Plan

The committee reports that most participants (86 per cent) are investing 6 per cent of their wages in SEIP; 14 per cent are allotting 3 per cent of their pay.

Sohio common stock continues to be the favorite investment, accounting for 51 per cent of allotments. Sohioans are putting 27 per cent of their allotment dollars into preferred stock, and 20 per cent into United States Savings Bonds. Two per cent of the allotments are held in cash.

As of June 30, SEIP held 172,210 shares of Sohio  
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## Special Employee Price Opens Sale Of Perma-Guard

Sohioans who have Atlas Perma-Guard put into their cars this month—before the usual seasonal rush—will be entitled to the dealer price on credit card purchases of the antifreeze at salary Servicers.

This inducement, announced by Vice President Joseph D. Harnett of Marketing, will enable Sohioans to buy Perma-Guard at \$1.97 per gallon, a lower price than they would obtain using their regular 20 per cent employee discount, which continues to apply to all other purchases of Sohio products and TBA items. The move is intended to relieve the pressure on Sohio stations when last-minute customers clamor for Guaranteed Radiator Protection at the sign of the first cold snap.

Besides a saving in money, September installation of Perma-Guard will assure Sohioans of a complete check of their car's cooling system for full winter protection.

As in past years, to qualify for Guaranteed Radiator Protection an automobile's cooling system must be protected to 20 degrees below zero with fresh Perma-Guard.

Sohio's advertising also will stress to the public the service and convenience of obtaining winter protection early.

To the regular features of Guaranteed Starting, Sohio is adding a new requirement that assures continuing patronage by motorists who have come to rely on its unsurpassed protection.

Each motorist qualifying for Guaranteed Starting will be required to return to a Sohio station once each 30 days to have his car's battery checked and its tank filled with Sohio Boron or  
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# The Sohio News

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## Here's Next STEP - Scout Sohio-Heat Customers



STEP No. 4 Opens Way to Report Home-Heating Fuel Oil Prospects for Action by Sohio Salesmen

Sohioans this month are kicking off STEP No. 4 in their company's Sales Through Employee Participation program.

The new giant STEP—suggested by numerous Sohioans during the first year of the sales building program—makes every Sohioan a scout in an intensified effort to get Sohio home-heating fuel into every oil-heated residence in Ohio.

Sohioans will aid Sohio-Heat salesmen in all sales divisions to obtain new home heating accounts as fast as prospects can be located. Each new customer represents potential consumption of approximately 1,250 additional gallons that could be sold by Sohio if each Ohio employee turned up just one additional customer for Sohio-Heat, Thieken adds.

Multiplying this consumption by the 9,000 Sohioans in Ohio alone would result in 11,250,000 additional gallons that could be sold by Sohio if each Ohio employee turned up just one additional customer for Sohio-Heat, Thieken adds.

Through a series of color film slides being presented with a commentary at employee meetings beginning this month, Sohioans are learning how to become "fill-pipe scouts"—spotting a consumer of home heating oil by the fill pipes protruding from the wall of the house—just as the company's old-time industrial salesmen were known as "smokestack salesmen" from their habit of identifying a potential customer by the chimneys on a factory or shop.

The slide presentation includes also a report on STEP progress to date—from its launching to its first anniversary this month. It concludes with a word of appreciation from President

Charles E. Spahr for Sohioans' support of the STEP program.

Specially-prepared Sohio-Heat prospect forms, on which Sohioans may furnish leads concern-  
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VERNON (BUN) LOHR  
He's Bermuda-bound.

## Vernon Lohr Wins Service Sweepstakes

GALION, OHIO—Bermuda-bound soon—as guests of Sohio—will be Vernon (Bun) Lohr, manager of Union and Harding Way West Servicenter in this Mansfield Division community, and his wife Eleanor.

Their week-long vacation is the grand prize in the 12-week Service Sweepstakes just concluded in all of the Marketing Department's 12 sales divisions.

Besides round-trip transportation to Bermuda, the Lohrs will enjoy a week's stay at the Princess Hotel and a sight-seeing tour of the island. Cash for other expenses also is part of their prize.

The Bermuda trip is the third prize Bun has received in the Service Sweepstakes.

First, like 192 other salaried service station Sohioans, he was awarded a \$25 U. S. Savings Bond on the basis of service to a "mystery motorist." Next, in one of the weekly drawings he won a transistor radio. The radio provided hours of enjoyment for the Lohrs' daughter Carol, 16, who was confined to bed with a foot injury.

## Walter Paulus Retires; Served in First Station

Once a salesman at the first drive-in service station in Ohio, L. Walter Paulus will retire Oct. 1 as station examiner in the Columbus area. Mr. Paulus's father, the late Adam

Paulus, who retired from Columbus Sales Division as a maintenance mechanic in 1930, had installed the piping at that first station, at Young and Oak streets in Columbus, in 1912.



L. W. Paulus

Walter's long Sohio career began in Columbus Sales Division in September 1913. One of his first jobs was to drive a horse-drawn oil wagon to oil Columbus streets.

During World War I, Walter served in the medical corps. Following a stint at service station selling he became assistant cashier and stock clerk in Columbus Division. Since 1926 he has been a station examiner for the Finance Department in the Columbus area.

During his retirement Walter will fish and garden. He and his wife Ruth, who marked their 30th wedding anniversary in July this year, make their home at 388 Piedmont Rd., Columbus.  
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## Plan Satellite Schedules at Research Lab

CLEVELAND — Satellite trackers at the Sohio Research Center in suburban Warrensville Heights expect to issue regular schedules of satellite passages over Cleveland.

With information and equipment now at their disposal, the space watchers can calculate the orbits and frequency of passes for a week in advance, reports A. Letcher Jones, research supervisor of basic research. Established computer programs enable them to predict quickly the path and frequency of each new satellite as it is launched.

The Sohio researchers are now gathering data by radio on all satellites still in orbit, and forwarding their observations to Spacetrack, the centralized monitoring agency maintained by the U. S. Air Force. Teletype communication is maintained with Spacetrack headquarters at Bedford, Mass.

## Venezuela Well Is 17th Producer

CARACAS—Sohio and associates have completed another producing well in Venezuela's prolific Lake Maracaibo.

Centro Lago 21, completed Aug. 6, becomes the 17th producer on the group's 27,614-acre tract in the lake. Initial production from the new well was at the rate of 2,242 barrels per day. The producing zone is at the bottom of the well, which was drilled to a depth of 10,390 feet.

Currently, rigs are at work drilling three more wells for the three-company group in which Sohio is a partner.