

Arthur O'Keeffe Is Community's Choice in Fund-Raising Drives

By HELEN DRUSHAL

MARION, OHIO—When organizations in this community initiate fund-raising campaigns, their thoughts turn almost automatically to Sohio's Arthur D. O'Keeffe.

It isn't that Mr. O'Keeffe, dealer salesman in this Mansfield Division area, has a lot of money lying around in the bank, waiting to be donated. Rather, it's his experience and willingness to volunteer his services to any worthwhile project that place him at the top of the fund sponsor's "wanted" list.



ARTHUR O'KEEFFE
He's United Appeal volunteer.

For the past eight years, Art has been donating his services to various phases of the annual United Appeal fund drive. He has also helped raise money for the YMCA and for new high schools.

Starting out on house-to-house canvassing for United Appeal contributions, Art has served the past four years as a captain in UA's wholesale-retail division here, contacting business firms. This season he has been appointed chairman of the wholesale-retail division, which ranks second only to the industrial division in amount of funds to be raised.

A major factor in Art's selection for this important post was his division's performance last year: Of a \$192,000 quota, it realized \$187,000 in contributions—considered quite a feat in view of the strike that had shut down the Marion Power Shovel plant, one of the city's leading employers, at that time.

As division chairman, Art supervises the campaign efforts of eight captains and 64 solicitors. Where does he recruit them?

"I just look over the key personnel of our community's businesses, and select the busiest men—the ones who can't take time from their work," Art confides. "They are the ones who must accomplish their goal in the shortest time possible."

Of course, Art's wide circle of acquaintance among Marion businessmen is an added asset. He's been a Sohioan here for over 23 years, progressing from service station salesman to service station supervisor, and now to his present post.

Waiting at home at 235 Thew Ave., Marion, while Art conducts training sessions for solicitors and prepares reports are his wife Isabelle and their daughter and three sons.

"Mrs. O'Keeffe is one of the best saleswomen that United Appeal has—in encouraging me to work," Art comments.

Worms Way to Money-Making Bait Business

By RUSS MOORE

GRAYVILLE, III.—Worms do turn. In fact, if you get a wiggle on, they can turn into money, reports Engineering Records Clerk Daniel (Dee) Fiscus of Sohio's Tri-State Transportation Division.

Dee, a real "set the alarm for 4 a.m." fisherman, started his own worm farm about a year ago when he couldn't buy what he considered to be good bait. Now he has about 150,000 worms and several thousand minnows and has developed a flourishing bait business.

To get good worms, Dee imported his breeding stock from a worm farm in Missouri. He grows the worms in eight porcelain tubs and two beds. The cost of raising them is just chicken feed. A 25-pound bag of mash will keep the worms contented for six months.

Dee doesn't try to raise minnows. He imports his stock from Minnesota, keeps them in a large tank in which water is kept circulating and aerated. The minnows are fed stale bread.

Besides the bait business, which is developing very nicely, Dee says there are other advantages to having a few thousand worms around the house. This fall he plans to put about 10,000 of the wrigglers into his strawberry patch to aerate the soil. In the spring he will be able to reclaim them by putting out corn cobs and feed to keep the worms where he wants them.

Trouble is, now Dee doesn't have time left to go fishing.

Sohio Remains Among Top 20 Oil Companies

Sohio remains among the 20 largest oil companies in the U. S. in every significant category, according to *Fortune* Magazine's latest directory of the 500 largest U. S. industrial corporations.

The directory, based on 1958 performance in sales, shows Sohio is also among the top 20 oil firms in assets, net profits, and invested capital.

Among all industrial firms, Sohio ranked 102nd in sales during 1958, a substantial drop from 94th place held in 1957 comparisons. However, Sohio kept pace with the petroleum industry in general, and its sales were 17th highest among all oil companies.

In both net earnings and assets, Sohio last year was the 19th leading oil company. Among all industrial firms, its net earnings were 86th highest in the U. S. compared with 97th the preceding year, and its assets were 87th highest, unchanged from 1957 ranking.

Sohio's invested capital at the year-end was the 20th largest in the oil industry, and 82nd among all industrial firms, compared with 78th for 1957.



The Happy Ones

Raven-haired Charlotte Elliott, 18 and a freshman at Centralia (Ill.) Junior College, was picked to attend Sandoval's centennial queen. Charlotte's mighty proud pop is Ferd Elliott, gauger in Tri-State Transportation's Centralia District.

Friends and relatives shared the joy of Stella and George Klich, assistant greasemaker at No. 2 Refinery, who marked their 25th wedding anniversary with an open house.

Ross Pattullo, winding up two years as national president, was gifted with a gold watch by the 82nd Airborne Division Association; he's a group supervisor in Home Office Secretary's.

After 27 years of spare-time study, Carlos Branscum, senior landman in Exploration and Production's Houston District, donned cap and gown. Then, watched by his elated wife Georgia and daughters Sylvia and Sheila, he received a B.A. degree in history and political science from the University of Houston.

Cup of Confusion

YOUNGSTOWN—"My wife," Charlie Wolbert said proudly to Driver-Warehouseman Art Almlad, "just added a beautiful black and white striped Swedish cup and saucer to my collection."



Said Charlie

Returned Art, unexpectedly revealing himself to be a connoisseur of Swedish china, "Did you say black and white? The colors should be blue and gold!"

Undaunted, Charlie, sales report clerk in this division, brought his gift to work, pointed out the "made in Sweden" label

to Art. Art looked, steadfastly maintained the set wasn't Swedish

Can readers help solve the seeming incongruity?



... to Art

'They'll Do It Every Time'

In Michigan, on a fishing holiday, John Murray, Columbus Sales Division terminal driver, landed a big one—the biggest fish, he decided gleefully, he'd ever caught. Unfortunately, minutes later his wife Wanda pulled in an even bigger one!

At home, Wanda's fish seemed too big to fit into the freezer. John struggled valiantly, finally managed it. How, Wanda discovered to her great dismay, when she and several friends peered in for a peek at the prize specimen: Friend husband had curled the tail upward, making the fish look half its real size!



Vacation Front

Trans-Atlantic travelers are Guy Mott, Akron Sales Division terminal superintendent; Al Segert, driver at Cleveland Division's 49th Street Distribution Center; and Glen Wagner, Columbus Division site developer.

The Segerts visited his parents in Germany; Guy and wife Peggy saw her folks in England, then took a peek at Paris. Glen and wife Amy—with son Ronald, a serviceman stationed overseas—toured the continent and Britain in Ronald's sportscar.

Two Home Office Sohioans—Mary Lloyd, steno-secretary on Manufacturing's Operations Staff, and Genevieve McQuaid, senior ledger clerk in Accounting's General Records—went off to the Alaska panhandle, saw first-hand America's newest pioneers and their rugged life.

Visiting New York City with his parents, young Ralph Juerger, Jr., picked up a new bike for drawing the lucky name on TV's "Treasure Hunt"; his dad is a No. 2 Refinery greasechecker.

In Midland, on a busman's holiday, Lawrence Marble, Mansfield Sales Division dealer salesman, visited Exploration and Production's district office; was guided about by Haygood Hendry, district superintendent; Robert Kaderli, district landman; and Walter Locker, district geologist.

Dragnet

Back home in Houston, after a temporary assignment in New Orleans, Howard Gaddy, assistant division clerk, tells this harrowing true tale:

"I was waiting for a red light. A police car pulled up. Two men grabbed me, searched me, asked me to come along. On the radio I heard a finance company had been robbed, and the robber looked like me!

"I wound up at the scene of the crime. Witnesses said the real thief was heavier, had darker hair. Boy, am I glad to be back home in Houston!"



Did You Say Blue?

Things just aren't the same in Home Office Accounting's Bulk Station Checking Unit since Barbara Schwab, a clerk, returned from lunch after a shopping spree at the cosmetics counter of a nearby department store.

Barbara was wearing the new "Antarctic Look"—complete with ice-blue lipstick, boys! Word of her ghostly make-up even affected an IBM computer on the floor above. It began feeding out useless information!

Wins Trophy

John Newell, Youngstown Sales Division truck driver, is the only Sohioan to bring home a trophy from this year's Ohio Truck Rodeo, conducted by the Ohio Trucking Association. John placed third in the tank truck class.

Two other Sohioans, champs in their home territories, were eliminated in semi-finals at Youngstown: Cleveland Division's Al Majoros, tank truck, and Youngstown Division's Porter Kimble, tandem-axle. As usual, all trophies for the rodeo were donated by Sohio.

Of Diamonds . . . and Divots

Wayne Keslar, 13, is left fielder for the All-Stars, Boy's Club of Cleveland team; he's the son of Katherine Keslar at Cleveland Division's State Cafeteria . . . Bill Manns, Centralia Exploration and Production, made a sensational foul-ball catch at Busch Stadium; is now a certified "off-field outfielder" for the St. Louis Cardinals . . . Norton Halber of Home Office Methods and Procedures played third base for Carney Auditors, champs of a 120-team slow-pitch league in Cleveland . . . In Lima, Len Ulm guided the refinery's slow-pitch team to victory in its industrial league for the fifth year.

Champs of St. Louis's third golf tournament are Pat Malone, Paul Phillips, Leon Farnham (first flight); Jim Probus, Teg Johnson, Morris Luecking (second flight) . . . John Bond, Kansas Exploration and Production, took first place in a Larned (Kans.) tournament; won a \$27 pair of golf shoes . . . Chuck Boxler, Home Office Methods and Procedures, fired an ace on Cleveland's Bunker Hill course . . . Results of Products Pipe Line's tournament: Leo Betts won first place; Ralph Jackson blind-bogeyed two holes, then tied with Herb Davis in estimating handicaps; Bob Wright and Ed Richmond were low partners.

Citizens in the Limelight

Two Sohioans, both in Home Office Manufacturing's Process and Product Development Division, are candidates for the boards of education in their communities.

Richard Asmus, 35, a senior technical specialist, seeks nomination to the Cleveland Board of Education. Asmus, of 3628 West 48th St., is a graduate of Case Institute of Technology and Massachusetts Institute of Technology. He is a navy veteran.

John Jansma, 38, a pilot plant group supervisor, is a candidate for the board of education in Parma, Ohio. Jansma, of 6363 Stratford Dr., holds a degree from Iowa State University. He is an army veteran.

