



John D. O'Brien
"... The Inland spirit is not a myth."

GENERAL MANAGER, 1942-1961

J. D. O'Brien, Inland Pioneer, Dies at 72

A final chapter to an era when strong personalities molded events was written on May 9 with the death of John D. O'Brien, 72, an Inland pioneer and the division's second general manager.

Mr. O'Brien's General Motors career spanned 42 years and when it closed with his retirement in 1961, his never-ceasing zeal and dedication spilled over into community affairs and civic service.

He provided leadership for the

Human Relations Commission, the Home Rule Charter Council, and the United Negro College Fund Drive, to mention but a few, and his civic accomplishments were recognized and honored.

His philanthropic and charitable acts were performed in silence and with a decorum befitting a humanitarian.

The effects of Mr. O'Brien's Inland leadership endure to this very day. The production of weather-

strips, a project brought to fruition by his tireless efforts, remains as his monument here. The World War II manufacture of carbines—a program he lead from the improbable to a historic multi-million reality—was felt in every corner of the Free World.

Mr. O'Brien was among Inland's founders, coming here as purchasing agent from the Dayton Wright Company in November, 1922. Dayton Wright was the springboard from which Inland grew, and men like J. D. O'Brien, who became general manager in 1942, provided the impetus for that growth.

He was the embodiment of Inland in his time. His own words, printed in past issues of The Inlander, best express his beliefs and his dreams:

"To me and to a great many others, Inland has been more than a place to work. It has been a place of opportunity . . . The spirit throughout Inland has always been one of cooperation . . . The Inland spirit is not a myth. There is an Inland spirit . . .

"A company's reputation is nothing but the reflection of all those

(Continued on Page 7)

THE INLANDER

INLAND... Where Imagination and Performance Are Partners

Vol. 26, No. 4 Published for Employees of the Inland Mfg. Div., General Motors Corp., Dayton, Ohio May 31, 1968

E. C. Bockhold Appointed Works Manager

C. K. Haas Named Assistant To T. O. Mathues

Edward C. Bockhold, who has served as manager of manufacturing of Plants 3 and 4, (Vandalia), since last November, has been named works manager of both the Dayton and Vandalia operations.

Announcement of the appointment, which becomes effective June 1, was made by General Manager T. O. Mathues.

Mr. Bockhold succeeds C. K. (Bud) Haas, a 35-year Inland veteran, who has been named assistant to the general manager and assigned to a special study of warehousing requirements and strategy to be carried on in cooperation with the GM Manufacturing Development Staff at the Tech Center.

Mr. Bockhold, a native of Terre Haute, Ind., came to Inland from GM's Packard Electric Division in Warren, O., where he had been factory manager since August,



E. C. Bockhold

1966. He had joined Packard following his graduation from Rose Polytechnic Institute where he received a bachelor of science degree in electrical engineering in 1949. He had earlier served in the U.S. Army, 1943-1946, including one year in Japan, and attained the rank of first lieutenant.



C. K. Haas

At Packard, Mr. Bockhold was an engineer and then supervisor in the Works Standard and Methods Engineering Department, and, moving to the manufacturing area, was general foreman, assistant superintendent and, in turn, superintendent of each of Packard's six

(Continued on Page 3)

XXV Year Club Meets July 20

The 20th annual meeting of the XXV Year Club will be held on Saturday, July 20, at the Inland Activities Center, according to William E. (Kelly) Roth, president, from noon to 6 p.m.

Details on the election of new officers will be forthcoming soon. George E. Freiberger is the incoming president and Kathryn Gauby is this year's secretary-treasurer.

Inland Bowlers Win National Tournament

Five Inlanders made their first venture as a bowling team pay off BIG on April 27: they won the championship at the 21st Annual National Industrial Recreation Association (NIRA) tournament at Ashland, O., and will end up splitting \$1,000!

The five are Les W. Massingale, Dept. 420, captain, a 20-year Inlander and a bowler for 17 years, with a current 191 average; George E. Riber, Dept. 13, with Inland 18 years and a bowler for 10, with a 177 average; Billy Shumway, Dept. 5, a six-year Inlander and a seven-year bowler with a 179 average; Gerald L. Andrews, Dept. 51, whose 15 Inland years equal his years of

bowling. He has a 175 average. Eddie Miller of Dept. 410, an 18-year Inlander, rounds out the team. He's been bowling for 20 years and has a 186 average.

The quintet, carrying the name of Inland Owl No. 1, collected a 4116 (with handicap) four-game series score to emerge best in a field of 210 teams from 13 states, a record number of entries. A Goodyear Tire and Ruber Co. team took the No. 2 spot with a 4109 score good for \$500.

A second Inland NIRA entry, the Inland Owl No. 2, won 10th place. Its team members included: Louie Riber, Bill Foster, Terry McCune, Merle Eldrid and Miller Baker.



THE CHAMPIONS: (from left), Les W. Massingale, captain; George E. Riber, Billy Shumway, Gerald L. Andrews and Eddie Miller.

J. D. O'Brien, Inland Pioneer, Dies at 72

(Continued from Page 1)

who represent the company in any capacity . . . Inland is proud of the reputation it has . . .

"We are all responsible for what success Inland has had, and as long as we work together as a team, we will continue to succeed if we recognize that, with all of our technical know-how, success still depends upon how hard we as individuals are willing to work, how well we apply ourselves, the sacrifices we are willing to make to succeed and to help our company succeed."

J. D. O'Brien's particular strength was his effect on and his motivation of people.

General Manager T. O. Mathues emphasized this point in his reflections:

"Mr. O'Brien took a very strong hand in shaping my future. I have always considered his tremendous determination his greatest asset. He set a pace second to none in welding together an organization to get the job done.

"I particularly recall the early

days of our foam rubber door strip job. We supplied 100 per cent of the corporation's needs. We HAD to succeed and no one knew this better than J.D.

"He worked 18 hours a day, seven days a week. You could find him on the strip job at 11 o'clock at night and he was back there at 4 o'clock the next morning. Just the mere fact of his presence at all hours of the day said more than anything else that the organization had to give everything it had to get the job done. He set the example!

"When people get older," Mr. Mathues continued, "they tend to look back. Not so with Mr. O'Brien. He was always forward looking. His ideas were always youthful, flexible and adaptable. He believed in the capacity of youth to get things done and he was willing to trust young people with some pretty big jobs. He was never interested in a person's age, only in his ability to do a job.

"Mr. O'Brien had a strong sense

of moral and religious values," Mr. Mathues concluded, "and these he impressed on everyone. He was a man with a dream, a man with an abounding interest in everything and in everyone."

Works Manager C. K. Haas concurs with this:

"I don't know of any other man who enjoyed helping other people better themselves more than he did. He always was giving opportunities to others. He was a sensitive man with a vigorous approach and a rare sense of humor. When he wanted something done, he wanted it done today.

"He was a man who made things go," Mr. Haas continued. "When a lot of us were ready to throw in the sponge on the foam strip job, it was he who always came up with another idea. His mind was always on Inland, even during an occasional golf game. You could almost count on a conference somewhere on the green if he'd meet you there."

Equally strong are the impressions of Herman J. Raiff, retired production manager:

"Mr. O'Brien was both my employer and my friend. His dedication to his responsibilities and to Inland's customers dictated my path. His intense desire was sure to rub off on people who worked for him. He was a man's man. He worked hard and expected others to do the same. His word was his bond; fairness guided his decisions. My association with him will always be the major event in my working life."

Matthias A. Lause, retired Inland sales manager, recalls a 45-year association:

"There is little anyone can add to what has already been said about his ability and his devotion in many fields. My friendship and fellowship with him date back to our Dayton Wright days. I have a deep appreciation for having had the opportunity of working with him and for him and for being numbered among his friends."



December 20, 1943, marked a high point in the career of the late General Manager J. D. O'Brien and for the men and women of Inland whom he inspired: the presentation of the 1,000,000th Carbine to Brigadier General James Kirk for permanent display in the U.S. Ordnance Department's historical museum.

Harry Horner Now Lieutenant

Harry Horner, who joined the Plant Protection Department two months after

he came to Inland in 1950, has been promoted to lieutenant. He had served as relief lieutenant for the past two years.



Lt. H. Horner

A native of Weston, W. Va., Lt. Horner attended school in that community, trained at the Coyne Electrical School, and attended the Dayton Police Academy.

He served with the Army in the European Theater during World War II (1943-45) and has three battle stars.

In Memoriam

We report with deep regret the deaths of our associates:

Irene Byers, 74, who retired in 1957 after 13 years at Inland, died April 9 in Chicago, Ill.

Roy G. Oda, 50, who worked in Dept. 120 until going on sick leave last June, died on April 26. A member of the XXV Year Club, he had 30 years of Inland service.

Joel Holt, 60, of Dept. 410 died on April 27. He was with Inland 12 years, went on sick leave in February.

Elmer E. Morris, 83, who retired in 1953 after 30 years of service, died on May 1. He was a charter member of the XXV Year Club.

Howard D. Brandenburg, 57, of Dept. 753, a six year employe, died on May 8.



Marcella C. Sprauer places final clipping into the Inland Children's Chorus scrapbook, which she has been keeping since the Chorus' inception.

Marcella Worked For J. D.

Inland was but four years old when Marcella C. Sprauer came here 42 years ago as a secretary to John D. O'Brien, then purchasing agent. Fate willed it that the eve of her retirement and the passing of the man who was to become general manager coincided. It makes Miss Sprauer's reflections like a eulogy to the pioneers who built Inland:

"Somehow, it seems like Inland always drew a better quality of people. Maybe I'm partial, but I have always felt that way. You could always sense a certain special dedication and a definite amount of pride in the way a person would say: 'I work at Inland.'"

Marcella, now a supervisor in the general manager's office with responsibilities varying from mail girls and Inland telephones to new car sales and special mailings, is quick to credit a man like Mr. O'Brien for instilling a spirit of loyalty and dedication that has weathered the ravages of time to last to this very day.

And she is in a position to judge: after an eight-year stint as a supervisor reporting to Dave Hagans, who succeeded Mr. O'Brien as purchasing agent, she rejoined Mr. O'Brien's office in 1950 and remained closely associated with him until his retirement in 1961.

Miss Sprauer recalls Inland's early years as exciting, the division's steady growth as challenging. And she remembers the war years as perhaps the most hectic of her career.

One of Inland's few 40-year plus veterans, she looks forward to full time housekeeping chores. And she'll take with her many fond memories, leaving behind brothers Frank and Anthony and sister Elizabeth to help keep things going here.

General Foremen:

(Continued from Page 5)

his MBA degree.

Mr. Hertlein has been with Inland since 1945 and completed his toolmaker apprenticeship in 1951. He was named a shift foreman in March of 1967, having previously served as group leader in Plant 3. A native Daytonian, Mr. Hertlein was graduated from Trotwood-Madison High School in 1945 and took trade extension courses at Patterson. He was a corporal in the Army's Transportation Corps, 1946-47.