

ENTERTAINMENT IN YOUR POCKET

'Big Set' Features In Midget 'Atom'

A compact portable radio so small that you can drop it in your pocket or handbag, is now available at the Firestone store in Gastonia. The mighty midget measures five and three-fourths inches long, three and three-fourths high and one and five-sixteenths thick. It has a four-tube superheterodyne circuit with rectifier and is housed in a Styrene case around an armored chassis that protects it against tube damage.

Its weight is one pound and seven ounces, including the two tiny batteries. It is equipped with an improved built-in loop antenna and a speaker with improved powerful magnet.

The radio may be had in red, blue, or red trimmed with gold and lucite control knob. It is priced at \$29.95, minus discount for employees.

Mrs. Betty Mays, employee of the Firestone store on Franklin Avenue, shows "The Atom."



FROM THE FIRESTONE CANADIAN

Labeled For Life

Remember your old school chums—"Red," "Sandy," "Peanuts," "Slim," "Bobo"? Sure you do. Now, what were their real names? The big fellow, who always sat in the front seat, "Red," for example? Bob? Bill? It's difficult to remember, isn't it?

Nicknames are probably as old as mankind itself, and usually are quite harmless. And often they stick—for a long time.

However, there's another kind of labelling that can be very dangerous. When someone says, "he's stupid" or "lazy" or whatever term the user chooses, it's time for pause before accepting the statement. Quite often, the statement is made in a moment of annoyance or disappointment. But it can be disastrous for the person who's been tagged. The name of perhaps the impression that a person is lazy or stupid may linger on in the minds of others.

It may last a lifetime.

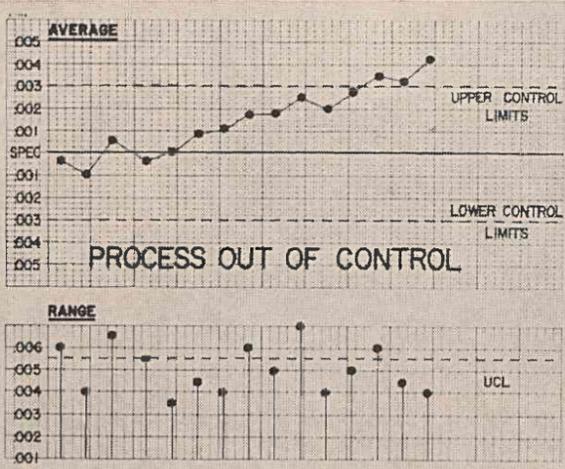
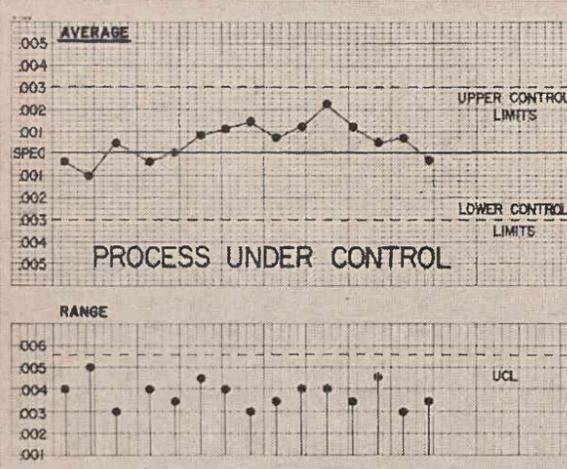
It may discourage a promotion.

It may end a friendship.

Labels are usually grossly unfair. A human being—in his simplest form—is much too complex to be reduced to one-word judgement.

Someone once said that words are like sunburns—the more they are condensed the deeper they burn.

So just pause and reflect before passing along a snap judgement. Someone might be doing the same to you.



TRANSFERRING A SET OF FIGURES into easy-to-read graph form is one of the services performed by Statistical Quality Control. The chart on the upper left, indicating that the process is under control, shows all points falling between the predetermined control limits. In addition to the chart of averages a range chart shows the variation in individual readings that make up the average. Note that the points on the range chart remain below the Upper Control Limit

(U. C. L.), too. On the other hand, a process that is out of control, as the charts on the right indicate, shows an unchecked rise, with points falling outside the Upper Control Limits. The range is also irregular. These average-and-range charts keep a constant check on the building of quality into the components of a tire. If the process changes, the quality will change, and the control charts will immediately indicate this change—a big help to the man-on-the-job.

Industry's New Tools Help Maintain Quality

What is Quality Control?

Back in the days before mass production techniques were introduced, a single individual made the whole product with his own hands. But industry today must be geared to produce parts or assemblies at a competitive price.

The total number of parts produced, however, is not as important as the number of quality parts economically produced. Here's where a big problem enters the picture. No machine or operator, regardless of the degree of perfection and skill attained produces identical parts. To overcome this difficulty, a system known as Statistical Quality Control has been developed.

FIRST, S. Q. C. can separate these variations in a single operation into two types:

- (1) The chance variation.
- (2) The assignable variation.

The chance variation is the best that an operation will give, and this variation cannot be reduced without changing either the method or the equipment. The assignable variation, on the other hand, is an unusual or outside variation that can be eliminated by finding the cause and correcting it. But S. Q. C. doesn't do the correcting. It merely indicates quality trends in individual operations.

HOW IS THIS DONE? Let's take the specific case of finished tire weights. A small number of consecutive samples is taken each

day and weighed. From these figures two results are obtained each day: the average weight and the range. These figures are "plotted" on the average-and-range charts. The extremes of the chance variation are known as "control limits." Any point falling outside the control limits is assignable and a reason exists for its variation outside the limits. Such charts can be plotted for any operation. The big advantage of the Statistical Quality Control system lies in the fact that an operation gives advance notice of "getting out of control" by creeping towards the specified control limits. The necessary adjustments can then be made and a large amount of stock can be saved from the scrap heap. Hundreds of operations are thus plotted.

Whenever this system is used, it improves quality and uniformity. And the key to the success of the system is employee interest.

EVERYONE likes to know that he is doing a good job. So with the introduction of S. Q. C., charts indicating the quality progress of an operation were posted on the department's bulletin board. Now the employee could actually see what was going wrong, if anything. Applying their skill and experience, operators and crews began improving their record each day.

Another reason for the interest displayed is the spontaneous sense of competition wherever

S. Q. C. is used. Different shifts and individuals vie for the best record at the end of the month. Foreman and supervisors do not have to rely on memory, and a good record speaks for itself.

S. Q. C. is an important service to the whole program of quality production. Its success relies entirely on employee participation and interest. A well-calculated set of figures or chart is useless if it continually indicates a product of poor quality. Every dot on the quality chart is the mark of performance. "Best Today—Still Better Tomorrow" is a tribute to the high standards employees set for themselves.



The Privilege Can Be Withdrawn

When you put the license plates on your car and the driver's license in your wallet, you have met your state's requirements to operate a motor vehicle. Without these, your time on the highway would be short-lived. It is the Motor Vehicle Department's way of saying, "So far as we can tell, you should be permitted to drive".

But from then on it is up to you. Respect the law and the rules of the road, drive so as not to endanger your life or the lives of others, and you may continue to drive. But—

Those licenses are not a right—they are merely qualified permission. They do not say you can weave over the highways intoxicated; that you can drive at dangerous speeds; or that you can commit any act that may endanger the public safety.

You can't get away with it. Continued bad driving habits, sooner or later, will rule you off the road.

In one year 600,000 drivers had their licenses suspended or revoked—every third one for intoxication. Speeding and recklessness were also high on the list.

Remember, driving is not a right. It is a license which if abused can be withdrawn. Respect it and continue to drive—safely, sanely.

Grandparents Twice In Same Day

Good stories have a way of remaining good no matter if a little old. And although it happened on June 15, Mr. and Mrs. Martie Briggs haven't yet quite recovered from the experience of becoming grandparents—twice on the same day. Two of their daughters gave birth to a son each. Daryl Lathan, son of Mr. and Mrs. Lathan Hall, arrived at Garrison General Hos-

pital at 11:58 a. m. Timothy James, son of Mr. and Mrs. Jacob Keller put in this appearance at 4:29 p. m., on the same day, at Gaston Memorial Hospital.

The grandparents are both Firestone employees. Mr. Briggs is in the Twisting Department; Mrs. Briggs in Carding. Mr. Hall, their son-in-law, works in the Twisting Department.

Plant Officer

(From Page 1)

headquarters was set up at the police station and the mayor's office. They gave emergency aid to the stricken area, maintained radio communications, and generated stand-by electric power.

IN THE WAKE of Diane, they

set up headquarters in Wilmington and patrolled the coast, furnishing power to a commercial radio station and maintaining shortwave communication with all communities in the storm zone.

They took some 400 feet of movies and a number of photographs of damage in the coastal area.

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